

NEC Deer Valley Rd & Lake Pleasant Pkwy | Peoria, AZ



ADDRESS:

NEC Deer Valley Rd & Lake Pleasant Pkwy, Peoria, Arizona

SUMMARY:

- Adjacent to a new 100 home Lennar Homes housing project
- Median household income of Over \$100,000
- Trade area population exceeding 70,000
- Over 3,000 new homes being added to the trade area
- Nearby employment centers including Amkor Technology with approximately 2,000 workers
- Traffic counts of over 40,000 vehicles per day (Sites USA)



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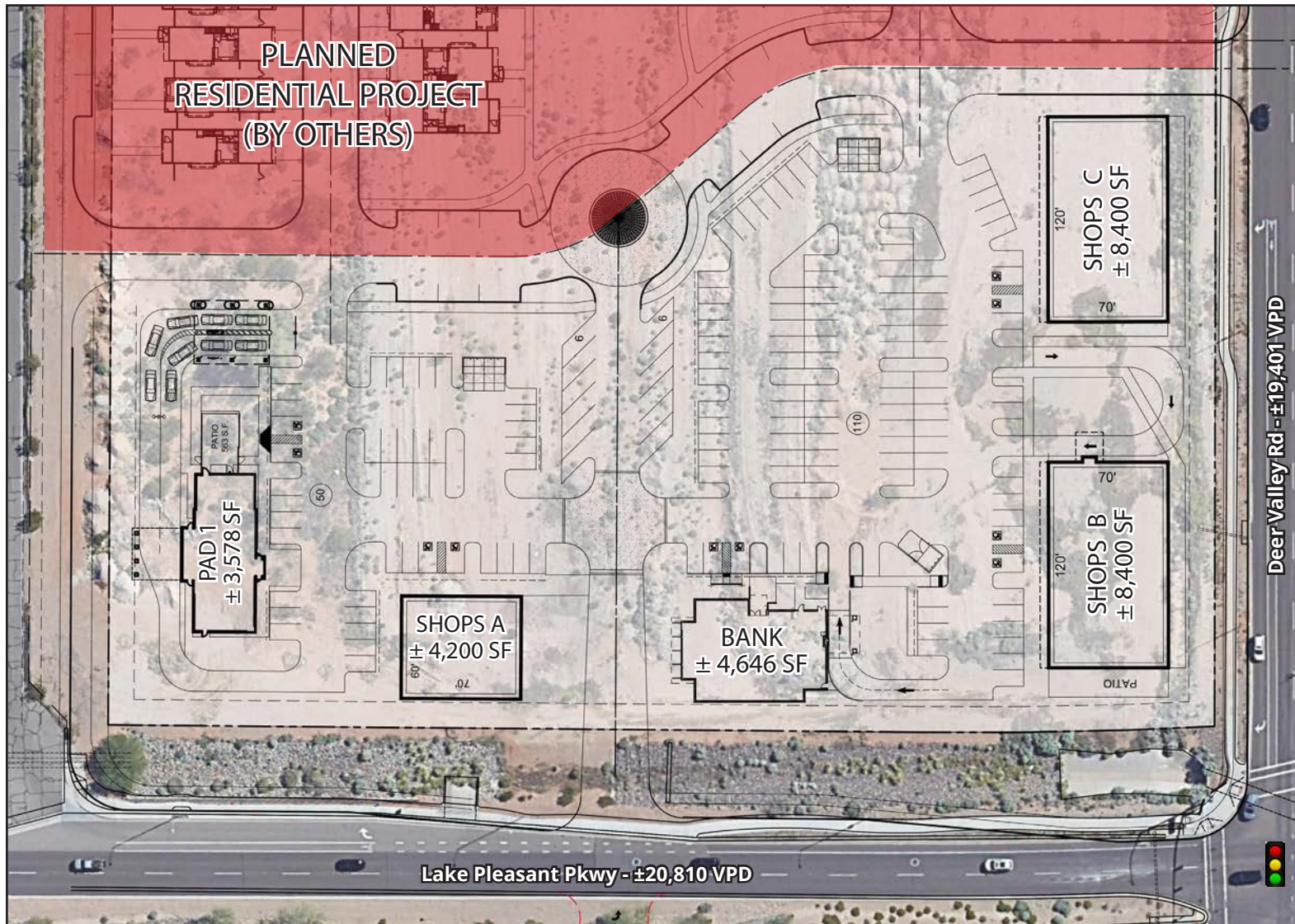
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Deer Valley Rd & Lake Pleasant Pkwy | Proposed Site Plan



Traffic Counts: Sites USA.



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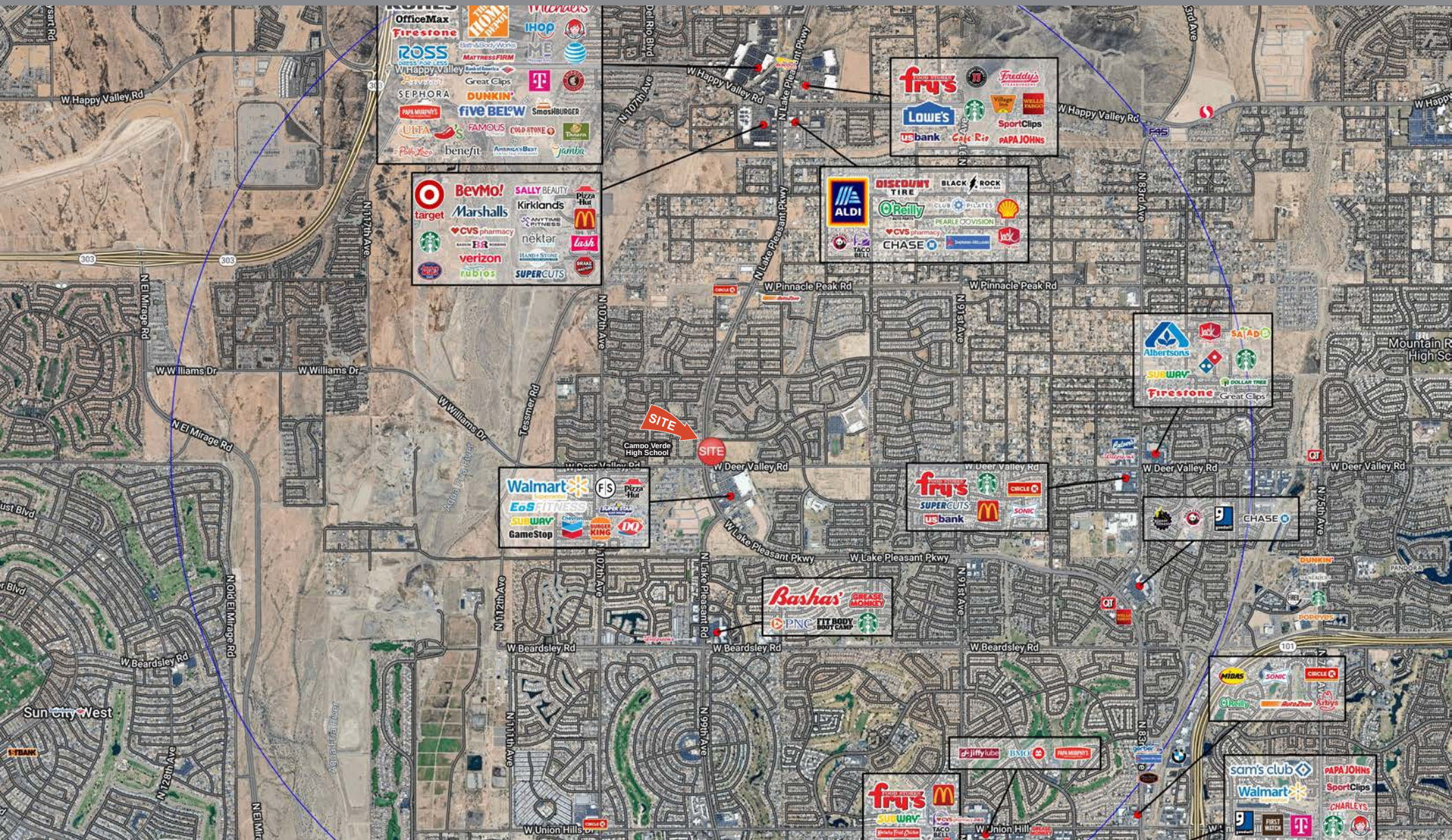
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Deer Valley Rd & Lake Pleasant Pkwy | Trade Area



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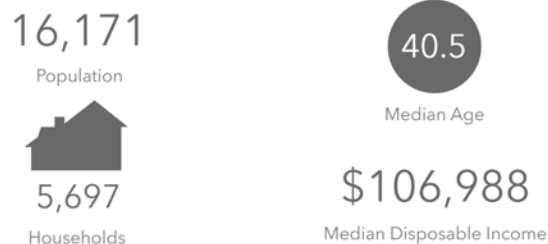
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Deer Valley Rd & Lake Pleasant Pkwy | 1-Mile Demographics

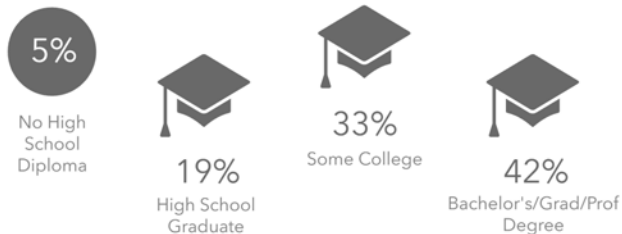
ANNUAL HOUSEHOLD SPENDING



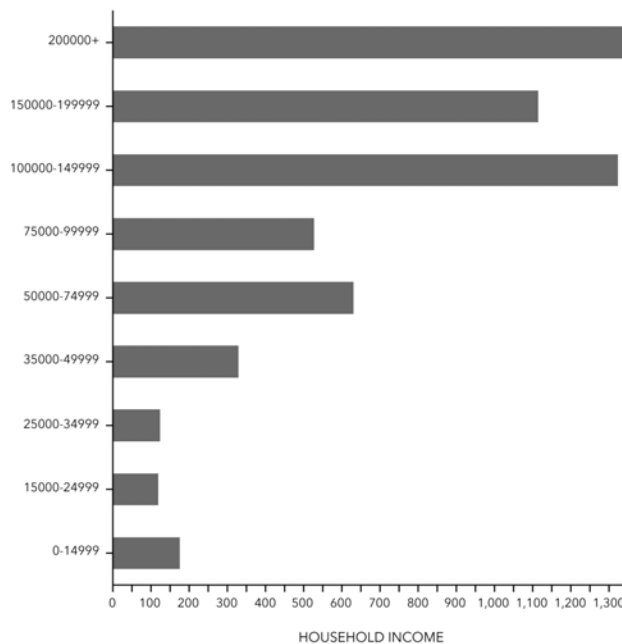
KEY FACTS



EDUCATION



INCOME



2025 Households By Income (Esri)

The largest group: \$200,000+ (23.7%)

The smallest group: \$15,000 - \$24,999 (2.1%)

Indicator ▲	Value	Diff	
<\$15,000	3.1%	-3.5%	
\$15,000 - \$24,999	2.1%	-2.0%	
\$25,000 - \$34,999	2.2%	-2.8%	
\$35,000 - \$49,999	5.8%	-3.6%	
\$50,000 - \$74,999	11.1%	-3.9%	
\$75,000 - \$99,999	9.3%	-3.2%	
\$100,000 - \$149,999	23.2%	+3.7%	
\$150,000 - \$199,999	19.6%	+7.9%	
\$200,000+	23.7%	+7.4%	

Bars show deviation from Maricopa County

Average Household Size

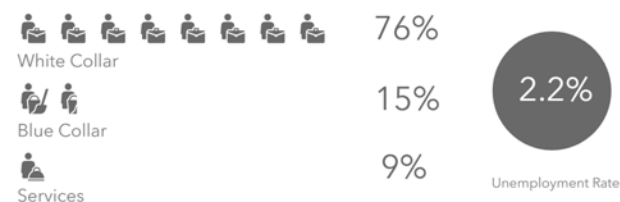
for this area

2.81

which is more than the average for United States

Area	Value ▼	0.00	4.00
This area	2.81		
Maricopa County	2.60		
Arizona	2.54		
United States	2.50		

EMPLOYMENT



Source: ESRI Business Analyst 2025



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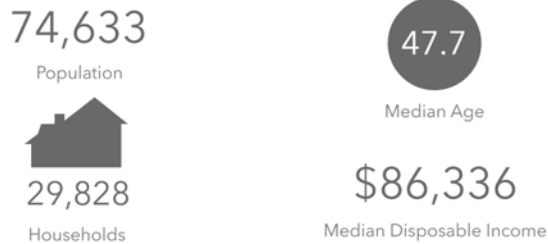
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Deer Valley Rd & Lake Pleasant Pkwy | 3-Mile Demographics

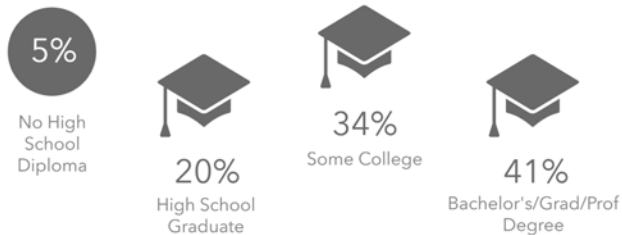
ANNUAL HOUSEHOLD SPENDING



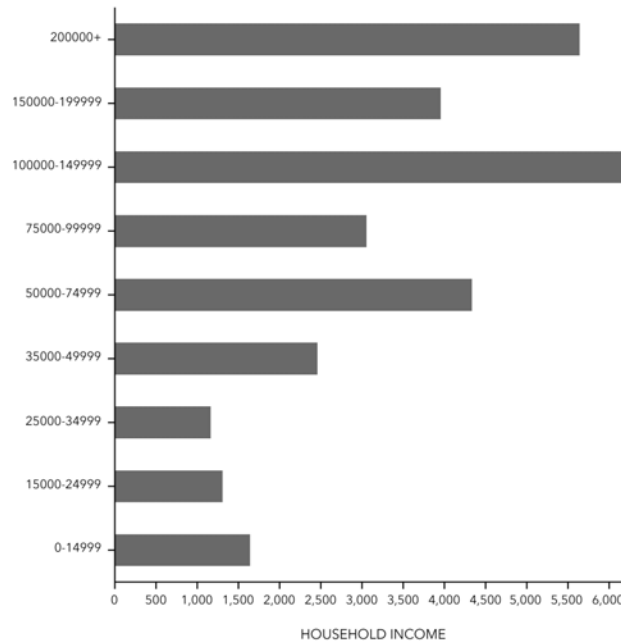
KEY FACTS



EDUCATION



INCOME



2025 Households By Income (Esri)

The largest group: \$100,000 - \$149,999 (21.0%)

The smallest group: \$25,000 - \$34,999 (3.9%)

Indicator ▲	Value	Diff	
<\$15,000	5.5%	-1.1%	
\$15,000 - \$24,999	4.4%	+0.3%	
\$25,000 - \$34,999	3.9%	-1.1%	
\$35,000 - \$49,999	8.2%	-1.2%	
\$50,000 - \$74,999	14.5%	-0.5%	
\$75,000 - \$99,999	10.2%	-2.3%	
\$100,000 - \$149,999	21.0%	+1.5%	
\$150,000 - \$199,999	13.3%	+1.6%	
\$200,000+	18.9%	+2.6%	

Bars show deviation from Maricopa County

Average Household Size

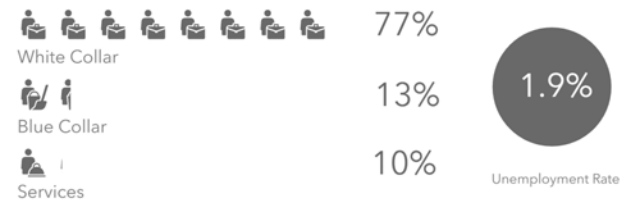
for this area

2.47

which is less than the average for United States

Area	Value ▼	0.00	4.00
Maricopa County	2.60		
Arizona	2.54		
United States	2.50		
This area	2.47		

EMPLOYMENT



Source: ESRI Business Analyst 2025



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Deer Valley Rd & Lake Pleasant Pkwy | 5-Mile Demographics

ANNUAL HOUSEHOLD SPENDING



KEY FACTS

194,430

Population



81,500

Households

51.1

Median Age

\$79,964

Median Disposable Income

EDUCATION

5%

No High School Diploma



22%

High School Graduate



33%

Some College



40%

Bachelor's/Grad/Prof Degree

INCOME



\$98,173

Median Household Income



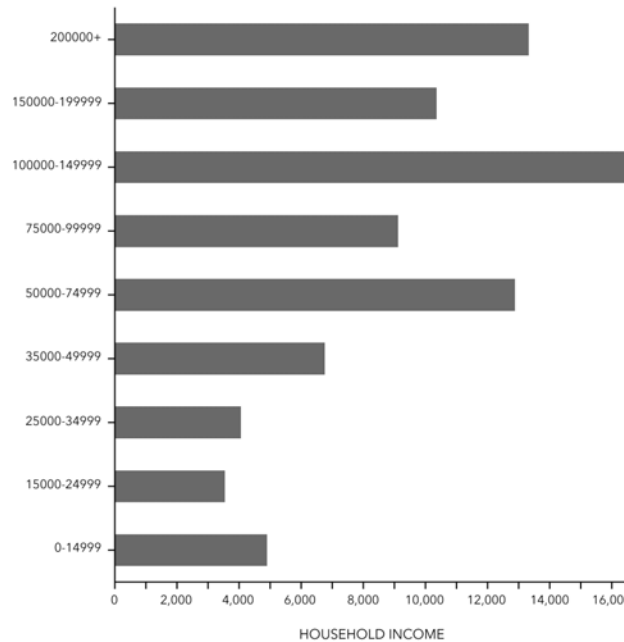
\$53,547

Per Capita Income



\$534,023

Median Net Worth



2025 Households By Income (Esri)

The largest group: \$100,000 - \$149,999 (20.3%)

The smallest group: \$15,000 - \$24,999 (4.3%)

Indicator ▲	Value	Diff	
<\$15,000	6.0%	-0.6%	
\$15,000 - \$24,999	4.3%	+0.2%	
\$25,000 - \$34,999	5.0%	0	
\$35,000 - \$49,999	8.3%	-1.1%	
\$50,000 - \$74,999	15.8%	+0.8%	
\$75,000 - \$99,999	11.2%	-1.3%	
\$100,000 - \$149,999	20.3%	+0.8%	
\$150,000 - \$199,999	12.7%	+1.0%	
\$200,000+	16.4%	+0.1%	

Bars show deviation from Maricopa County

Average Household Size

for this area

2.36

which is less than the average for United States

Area	Value ▼	0.00	4.00
Maricopa County	2.60		
Arizona	2.54		
United States	2.50		
This area	2.36		

EMPLOYMENT

76%

White Collar

13%

Blue Collar

11%

Services

2.7%

Unemployment Rate

Source: ESRI Business Analyst 2025



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