

COMMUNITY DEMOGRAPHICS



Robson Communities

Active Adult Resort Living

Publishing
community
newspapers
for over 51
years

Robson Communities is the largest privately-owned resort community developer in the state of Arizona.

	SUN LAKES & SUNBIRD	PEBBLECREEK	ROBSON RANCH ARIZONA	SADDLEBROOKE & PRESERVE	SADDLEBROOKE RANCH	QUAIL CREEK	ROBSON RANCH TEXAS	RCI AVERAGE
AGE								
41-50	15%	4%	3%	0% / 0%	2%	4%	3%	2%
51-65	54%	53%	47%	25% / 33%	49%	38%	55%	43%
66+	31%	49%	50%	75% / 67%	49%	58%	42%	54%
INCOME								
\$45k-74,999	26%	4%	15%	13% / 0%	8%	19%	6%	9%
\$75k-124,999	34%	19%	54%	25% / 0%	34%	36%	9%	26%
\$125k-175,000+	40%	77%	31%	62% / 100%	58%	45%	85%	64%
RESIDENCE								
Permanent	75%	69%	71%	71% / 100%	80%	83%	99%	82%
Winter Only	25%	31%	29%	29% / 0%	20%	17%	1%	18%
MARITAL STATUS								
Married	70%	73%	76%	62% / 94%	84%	80%	83%	79%
Single	30%	11%	7%	4% / 0%	9%	10%	3%	6%
MARKET VALUE OF FORMER HOME								
\$101k-199,999	7%	1%	3%	10% / 0%	1%	4%	3%	3%
\$200k-299,999	18%	7%	19%	6% / 0%	6%	13%	7%	9%
\$300,000+	75%	92%	78%	84% / 100%	93%	83%	90%	87%
EMPLOYMENT STATUS								
Retired	44%	65%	66%	88% / 71%	79%	72%	55%	71%
Full Time	5%	14%	12%	3% / 4%	8%	6%	27%	11%
Part Time	4%	16%	19%	3% / 11%	11%	21%	16%	1%
Home-Based Business	47%	5%	3%	6% / 14%	2%	1%	2%	5%
ZIP CODES								
	85248 (Sun Lakes) 85249 (SunBird)	85395	85131	85739 (SaddleBrooke)	85623	85614	76207	

**Statistics from 2019 New Home Buyer Survey*

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