Using the ACS to Understand Our Potential Users of a Coworking or Collaborative Workspace

Marissa Garnett and Jennifer Lindley
Economic Development
Town of Queen Creek, Arizona
Overview of Queen Creek, Arizona

- Town incorporation: 1989
- Population: about 33,000
- Median income: $83,702
- Median age: 29.9
- Highly-educated workforce
Economic Development 101

The primary objectives of Economic Development staff are to:

1) Encourage business growth, including small and home-based businesses
2) Market the Town, encouraging business retention, expansion and attraction
3) Provide retail and employment opportunities that enhance the quality of life
The Scenario and Solution

THE SCENARIO

✓ Limited staff and financial resources
✓ A lack of existing office space, and a lack of existing structures at all that could potentially be converted
✓ Few coffee shops or similar establishments to do business and network
✓ A requirement, as staff, to strengthen and grow the Town’s business community

THE SOLUTION

Create a collaborative workspace for our business community
What is a Collaborative/Coworking Space?

Targeted Users:
• People who work from home
• Freelance workers
• Small business owners
• Entrepreneurs/Start-ups

Benefits to users:
• Networking opportunities
• Creative space to do business with peers
• Increased productivity
Because we know you love statistics…

According to a 2011 Deskmag survey of over 1,500 coworking space users in 52 countries:

- 75% reported *increased productivity*

- 80% reported an *increase* in the size of their *business network*

- 86% reported a *decrease* in their sense of *isolation*

Source: https://businessjournalism.org/2015/03/urban-coworking-spaces/
### Q: Where to get data on our Town’s potential coworkers of a collaborative space?

**A:** The 2009-2013 ACS 5-Year Estimates, of course!

Specifically, “Commuting Characteristics by Sex, workers 16 years and over who work at home”
## Findings

### Comparison of Workers Who Work At Home

<table>
<thead>
<tr>
<th></th>
<th>Total 2010 population</th>
<th>2013 population (estimate as of 7/1/2013)</th>
<th>Total workers 16 years and over</th>
<th>Total percent of workers who worked at home (of workers 16 years and older)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Municipalities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Florence, AZ</td>
<td>25,536</td>
<td>25,428</td>
<td>3,008</td>
<td>6.7%</td>
</tr>
<tr>
<td>Apache Junction, AZ</td>
<td>35,840</td>
<td>37,130</td>
<td>11,354</td>
<td>3.7%</td>
</tr>
<tr>
<td>Maricopa city, AZ</td>
<td>43,482</td>
<td>45,508</td>
<td>19,320</td>
<td>6.7%</td>
</tr>
<tr>
<td>Casa Grande, AZ</td>
<td>48,571</td>
<td>50,111</td>
<td>18,379</td>
<td>3.9%</td>
</tr>
<tr>
<td>Gilbert, AZ</td>
<td>208,453</td>
<td>229,972</td>
<td>104,819</td>
<td>6.7%</td>
</tr>
<tr>
<td>Chandler, AZ</td>
<td>236,123</td>
<td>249,146</td>
<td>120,470</td>
<td>5.7%</td>
</tr>
<tr>
<td>Tucson, AZ</td>
<td>520,116</td>
<td>526,116</td>
<td>223,943</td>
<td>3.8%</td>
</tr>
<tr>
<td><strong>Counties</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maricopa County, Arizona</td>
<td>3,817,117</td>
<td>4,009,412</td>
<td>1,705,638</td>
<td>5.8%</td>
</tr>
<tr>
<td>Pinal County, Arizona</td>
<td>375,770</td>
<td>389,350</td>
<td>130,542</td>
<td>5.7%</td>
</tr>
<tr>
<td><strong>State</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arizona</td>
<td>6,392,017</td>
<td>6,626,624</td>
<td>2,684,408</td>
<td>5.5%</td>
</tr>
<tr>
<td><strong>Nation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United States</td>
<td>308,745,538</td>
<td>316,128,839</td>
<td>139,786,639</td>
<td>4.3%</td>
</tr>
<tr>
<td><strong>Queen Creek</strong></td>
<td><strong>26,361</strong></td>
<td><strong>29,673</strong></td>
<td><strong>11,812</strong></td>
<td><strong>10.6%</strong></td>
</tr>
</tbody>
</table>

Source: 2009-2013 US Census American Community Survey 5-year Estimates
Recommendation

- Unusually high portion of at-home workers
- Anecdotal evidence
- Public-private partnership with Gangplank
Gangplank Queen Creek opened
April 9, 2015!
Any questions?

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