



# Community Profile

Rings: 1, 3, 5 mile radii

2501 W Happy Valley Rd, Phoenix, AZ

Latitude: 33.71

Longitude: -112.11

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	2,272	43,109	139,775
2020 Total Population	3,489	48,076	158,130
2020 Group Quarters	22	338	826
2022 Total Population	4,401	49,772	161,298
2022 Group Quarters	23	338	826
2027 Total Population	5,564	53,314	166,998
2022-2027 Annual Rate	4.80%	1.38%	0.70%
2022 Total Daytime Population	11,961	68,913	166,235
Workers	10,024	47,777	93,673
Residents	1,937	21,136	72,562
<b>Household Summary</b>			
2010 Households	1,099	16,030	53,138
2010 Average Household Size	2.04	2.67	2.62
2020 Total Households	1,638	18,207	60,897
2020 Average Household Size	2.12	2.62	2.58
2022 Total Households	2,101	19,095	62,217
2022 Average Household Size	2.08	2.59	2.58
2027 Total Households	2,668	20,575	64,492
2027 Average Household Size	2.08	2.57	2.58
2022-2027 Annual Rate	4.89%	1.50%	0.72%
2010 Families	479	10,863	35,700
2010 Average Family Size	2.87	3.18	3.13
2022 Total Families	890	12,343	40,252
2022 Average Family Size	3.04	3.17	3.15
2027 Total Families	1,118	13,253	41,712
2027 Average Family Size	3.02	3.15	3.15
2022-2027 Annual Rate	4.67%	1.43%	0.72%
<b>Housing Unit Summary</b>			
2000 Housing Units	169	12,205	44,734
Owner Occupied Housing Units	39.1%	69.3%	72.1%
Renter Occupied Housing Units	37.3%	24.6%	23.2%
Vacant Housing Units	23.7%	6.1%	4.7%
2010 Housing Units	1,424	17,778	58,476
Owner Occupied Housing Units	21.5%	61.3%	63.4%
Renter Occupied Housing Units	55.7%	28.9%	27.5%
Vacant Housing Units	22.8%	9.8%	9.1%
2020 Housing Units	1,920	19,500	64,643
Vacant Housing Units	14.7%	6.6%	5.8%
2022 Housing Units	2,564	20,453	65,674
Owner Occupied Housing Units	31.9%	59.9%	64.1%
Renter Occupied Housing Units	50.1%	33.4%	30.6%
Vacant Housing Units	18.1%	6.6%	5.3%
2027 Housing Units	3,118	21,916	67,983
Owner Occupied Housing Units	26.3%	57.8%	64.2%
Renter Occupied Housing Units	59.3%	36.1%	30.7%
Vacant Housing Units	14.4%	6.1%	5.1%
<b>Median Household Income</b>			
2022	\$66,335	\$84,777	\$81,598
2027	\$73,435	\$100,417	\$95,464
<b>Median Home Value</b>			
2022	\$536,011	\$335,717	\$316,340
2027	\$564,931	\$371,251	\$359,585
<b>Per Capita Income</b>			
2022	\$43,743	\$43,158	\$41,957
2027	\$49,738	\$49,698	\$48,807
<b>Median Age</b>			
2010	28.0	32.7	34.4
2022	30.7	34.9	36.5
2027	30.6	35.3	37.0

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2022 Households by Income</b>			
Household Income Base	2,101	19,095	62,217
<\$15,000	6.8%	3.7%	4.0%
\$15,000 - \$24,999	2.4%	4.2%	4.9%
\$25,000 - \$34,999	8.4%	6.0%	5.8%
\$35,000 - \$49,999	13.3%	10.1%	10.9%
\$50,000 - \$74,999	25.6%	19.3%	19.3%
\$75,000 - \$99,999	14.0%	14.3%	15.9%
\$100,000 - \$149,999	20.9%	22.6%	20.7%
\$150,000 - \$199,999	2.5%	9.5%	9.3%
\$200,000+	6.1%	10.1%	9.3%
Average Household Income	\$89,353	\$112,104	\$108,626
<b>2027 Households by Income</b>			
Household Income Base	2,668	20,575	64,492
<\$15,000	3.1%	2.3%	2.6%
\$15,000 - \$24,999	1.6%	3.3%	3.5%
\$25,000 - \$34,999	2.4%	3.6%	3.5%
\$35,000 - \$49,999	12.8%	8.2%	8.8%
\$50,000 - \$74,999	31.3%	17.8%	17.8%
\$75,000 - \$99,999	15.4%	14.4%	16.1%
\$100,000 - \$149,999	23.0%	26.0%	23.9%
\$150,000 - \$199,999	3.6%	13.0%	12.9%
\$200,000+	6.8%	11.3%	10.9%
Average Household Income	\$102,249	\$128,388	\$126,189
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	817	12,256	42,119
<\$50,000	5.3%	2.9%	2.8%
\$50,000 - \$99,999	0.0%	1.3%	1.4%
\$100,000 - \$149,999	0.2%	1.1%	1.7%
\$150,000 - \$199,999	1.1%	3.7%	6.0%
\$200,000 - \$249,999	7.0%	15.0%	18.5%
\$250,000 - \$299,999	4.0%	17.3%	16.2%
\$300,000 - \$399,999	10.8%	24.2%	21.0%
\$400,000 - \$499,999	15.2%	13.0%	15.4%
\$500,000 - \$749,999	44.2%	18.1%	13.1%
\$750,000 - \$999,999	11.8%	2.1%	2.2%
\$1,000,000 - \$1,499,999	0.4%	0.4%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.6%	0.5%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$520,558	\$385,910	\$371,921
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	820	12,669	43,623
<\$50,000	3.9%	1.8%	1.3%
\$50,000 - \$99,999	0.0%	0.0%	0.2%
\$100,000 - \$149,999	0.1%	0.1%	0.3%
\$150,000 - \$199,999	0.5%	0.7%	1.8%
\$200,000 - \$249,999	2.3%	10.3%	14.4%
\$250,000 - \$299,999	2.7%	16.5%	17.4%
\$300,000 - \$399,999	10.0%	28.8%	24.5%
\$400,000 - \$499,999	16.7%	14.9%	18.5%
\$500,000 - \$749,999	53.3%	23.1%	16.9%
\$750,000 - \$999,999	9.8%	2.4%	2.9%
\$1,000,000 - \$1,499,999	0.6%	0.5%	0.9%
\$1,500,000 - \$1,999,999	0.1%	0.5%	0.5%
\$2,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$555,024	\$424,329	\$412,455

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2010 Population by Age</b>			
Total	2,273	43,112	139,773
0 - 4	8.7%	7.9%	7.3%
5 - 9	4.0%	7.2%	6.8%
10 - 14	3.6%	7.4%	6.9%
15 - 24	21.9%	14.3%	13.8%
25 - 34	31.8%	16.9%	16.1%
35 - 44	13.8%	16.5%	15.6%
45 - 54	8.1%	14.6%	15.2%
55 - 64	5.1%	9.2%	10.8%
65 - 74	2.1%	3.8%	4.7%
75 - 84	0.7%	1.5%	2.1%
85 +	0.2%	0.5%	0.7%
18 +	79.9%	72.6%	74.5%
<b>2022 Population by Age</b>			
Total	4,402	49,774	161,296
0 - 4	7.0%	7.0%	6.4%
5 - 9	6.0%	7.0%	6.5%
10 - 14	4.9%	6.9%	6.5%
15 - 24	15.7%	12.2%	11.9%
25 - 34	25.3%	17.0%	16.2%
35 - 44	15.6%	16.1%	14.9%
45 - 54	9.6%	12.3%	12.6%
55 - 64	7.4%	11.2%	12.2%
65 - 74	5.2%	7.1%	8.5%
75 - 84	2.5%	2.5%	3.3%
85 +	0.7%	0.7%	1.0%
18 +	79.3%	75.4%	77.0%
<b>2027 Population by Age</b>			
Total	5,566	53,313	166,999
0 - 4	7.3%	7.3%	6.6%
5 - 9	5.8%	6.9%	6.4%
10 - 14	4.9%	6.8%	6.4%
15 - 24	17.5%	11.9%	11.6%
25 - 34	23.5%	16.7%	15.6%
35 - 44	14.8%	16.7%	15.7%
45 - 54	9.7%	11.5%	11.9%
55 - 64	7.4%	10.2%	11.1%
65 - 74	5.5%	7.9%	9.2%
75 - 84	2.8%	3.4%	4.5%
85 +	0.8%	0.8%	1.1%
18 +	79.0%	75.5%	77.1%
<b>2010 Population by Sex</b>			
Males	1,147	21,843	69,762
Females	1,124	21,266	70,013
<b>2022 Population by Sex</b>			
Males	2,234	25,129	80,175
Females	2,167	24,643	81,123
<b>2027 Population by Sex</b>			
Males	2,754	26,775	82,713
Females	2,810	26,539	84,284

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 01, 2022



# Community Profile

Rings: 1, 3, 5 mile radii

2501 W Happy Valley Rd, Phoenix, AZ

Latitude: 33.71

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	1 mile	3 mile	5 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	2,271	43,109	139,775
White Alone	79.9%	83.7%	82.6%
Black Alone	5.5%	2.4%	2.6%
American Indian Alone	0.8%	1.1%	1.1%
Asian Alone	5.6%	5.2%	4.7%
Pacific Islander Alone	0.5%	0.2%	0.2%
Some Other Race Alone	4.3%	4.4%	5.8%
Two or More Races	3.3%	2.9%	3.0%
Hispanic Origin	13.5%	13.8%	15.1%
Diversity Index	50.3	46.1	48.8
<b>2020 Population by Race/Ethnicity</b>			
Total	3,489	48,076	158,130
White Alone	63.7%	71.8%	70.8%
Black Alone	6.3%	3.2%	3.6%
American Indian Alone	1.5%	1.2%	1.2%
Asian Alone	16.0%	7.5%	6.9%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	4.3%	5.7%	6.7%
Two or More Races	8.1%	10.3%	10.6%
Hispanic Origin	10.9%	15.4%	17.4%
Diversity Index	64.3	60.3	62.7
<b>2022 Population by Race/Ethnicity</b>			
Total	4,403	49,771	161,299
White Alone	63.1%	71.1%	70.2%
Black Alone	6.3%	3.3%	3.6%
American Indian Alone	1.5%	1.3%	1.2%
Asian Alone	16.2%	7.7%	7.0%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	4.5%	5.8%	6.8%
Two or More Races	8.4%	10.7%	11.0%
Hispanic Origin	10.9%	15.6%	17.6%
Diversity Index	64.7	61.1	63.4
<b>2027 Population by Race/Ethnicity</b>			
Total	5,564	53,314	166,997
White Alone	61.4%	69.6%	68.7%
Black Alone	6.5%	3.5%	3.7%
American Indian Alone	1.6%	1.3%	1.3%
Asian Alone	16.9%	8.2%	7.4%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	4.6%	5.9%	7.0%
Two or More Races	8.9%	11.4%	11.8%
Hispanic Origin	10.8%	15.5%	17.7%
Diversity Index	66.1	62.5	64.8
<b>2010 Population by Relationship and Household Type</b>			
Total	2,272	43,109	139,775
In Households	98.8%	99.2%	99.5%
In Family Households	63.2%	83.0%	82.7%
Householder	22.3%	25.2%	25.6%
Spouse	13.9%	18.7%	18.6%
Child	21.5%	32.5%	31.6%
Other relative	3.0%	3.7%	4.0%
Nonrelative	2.7%	2.9%	2.8%
In Nonfamily Households	35.5%	16.3%	16.9%
In Group Quarters	1.2%	0.8%	0.5%
Institutionalized Population	1.2%	0.6%	0.2%
Noninstitutionalized Population	0.1%	0.1%	0.3%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Rings: 1, 3, 5 mile radii

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<b>2022 Population 25+ by Educational Attainment</b>			
Total	2,919	33,243	110,648
Less than 9th Grade	3.3%	2.1%	1.9%
9th - 12th Grade, No Diploma	4.2%	4.5%	4.8%
High School Graduate	7.8%	15.4%	17.1%
GED/Alternative Credential	2.6%	4.0%	4.5%
Some College, No Degree	19.5%	23.8%	23.8%
Associate Degree	12.0%	10.0%	10.0%
Bachelor's Degree	36.8%	26.2%	25.3%
Graduate/Professional Degree	13.7%	13.9%	12.6%
<b>2022 Population 15+ by Marital Status</b>			
Total	3,610	39,329	129,901
Never Married	55.5%	33.3%	31.8%
Married	31.9%	52.4%	52.0%
Widowed	2.5%	3.3%	4.3%
Divorced	10.1%	11.0%	11.9%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,534	29,734	92,504
Population 16+ Employed	98.2%	97.7%	97.1%
Population 16+ Unemployment rate	1.8%	2.3%	2.9%
Population 16-24 Employed	10.4%	12.1%	12.7%
Population 16-24 Unemployment rate	1.5%	7.3%	6.5%
Population 25-54 Employed	76.9%	69.6%	67.0%
Population 25-54 Unemployment rate	1.7%	1.5%	2.4%
Population 55-64 Employed	8.9%	14.0%	15.3%
Population 55-64 Unemployment rate	3.1%	2.1%	2.4%
Population 65+ Employed	3.8%	4.4%	5.1%
Population 65+ Unemployment rate	0.0%	1.9%	2.4%
<b>2022 Employed Population 16+ by Industry</b>			
Total	2,489	29,039	89,803
Agriculture/Mining	0.0%	0.3%	0.3%
Construction	2.9%	8.1%	7.8%
Manufacturing	3.7%	5.4%	5.8%
Wholesale Trade	6.3%	2.8%	2.6%
Retail Trade	9.0%	10.7%	11.1%
Transportation/Utilities	5.4%	4.0%	5.0%
Information	2.3%	2.3%	1.9%
Finance/Insurance/Real Estate	18.6%	17.0%	15.3%
Services	46.6%	45.9%	46.7%
Public Administration	5.2%	3.4%	3.4%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	2,491	29,039	89,804
White Collar	75.3%	73.0%	71.4%
Management/Business/Financial	20.2%	24.8%	23.2%
Professional	31.4%	25.7%	24.9%
Sales	12.7%	10.9%	10.7%
Administrative Support	11.0%	11.6%	12.5%
Services	17.5%	12.5%	13.2%
Blue Collar	7.4%	14.5%	15.5%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	2.1%	4.6%	4.5%
Installation/Maintenance/Repair	0.7%	2.5%	2.7%
Production	2.3%	2.5%	2.9%
Transportation/Material Moving	2.2%	4.6%	5.3%

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August 01, 2022



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<b>2010 Households by Type</b>			
Total	1,098	16,030	53,139
Households with 1 Person	41.1%	23.2%	23.9%
Households with 2+ People	58.9%	76.8%	76.1%
Family Households	43.6%	67.8%	67.2%
Husband-wife Families	26.0%	50.3%	49.0%
With Related Children	10.4%	27.0%	24.1%
Other Family (No Spouse Present)	17.6%	17.5%	18.2%
Other Family with Male Householder	5.6%	6.1%	6.2%
With Related Children	3.6%	4.1%	3.9%
Other Family with Female Householder	12.1%	11.4%	12.1%
With Related Children	8.4%	7.7%	7.9%
Nonfamily Households	15.3%	9.0%	8.9%
All Households with Children	23.0%	39.5%	36.6%
Multigenerational Households	2.2%	3.7%	4.0%
Unmarried Partner Households	11.1%	8.9%	8.6%
Male-female	10.2%	8.1%	7.7%
Same-sex	0.9%	0.7%	0.9%
<b>2010 Households by Size</b>			
Total	1,098	16,030	53,138
1 Person Household	41.1%	23.2%	23.9%
2 Person Household	35.5%	31.1%	32.8%
3 Person Household	14.6%	18.9%	18.1%
4 Person Household	6.1%	15.7%	14.5%
5 Person Household	2.0%	7.0%	6.5%
6 Person Household	0.5%	2.5%	2.6%
7 + Person Household	0.2%	1.5%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,099	16,031	53,138
Owner Occupied	27.8%	68.0%	69.8%
Owned with a Mortgage/Loan	25.3%	60.9%	60.8%
Owned Free and Clear	2.5%	7.1%	9.0%
Renter Occupied	72.2%	32.0%	30.2%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	58	121	124
Percent of Income for Mortgage	42.6%	20.9%	20.4%
Wealth Index	52	102	100
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,424	17,778	58,476
Housing Units Inside Urbanized Area	99.9%	97.5%	98.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.2%	2.5%	1.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,272	43,109	139,775
Population Inside Urbanized Area	99.7%	97.9%	98.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.3%	2.1%	1.4%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Young and Restless (11B)	Up and Coming Families (7A)	Home Improvement (4B)
2.	Metro Fusion (11C)	Young and Restless (11B)	Young and Restless (11B)
3.		Bright Young Professionals (8C)	Boomburbs (1C)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,886,903	\$50,622,390	\$157,417,968
Average Spent	\$2,325.99	\$2,651.08	\$2,530.14
Spending Potential Index	97	110	105
Education: Total \$	\$3,749,220	\$38,170,101	\$120,691,164
Average Spent	\$1,784.49	\$1,998.96	\$1,939.84
Spending Potential Index	91	102	99
Entertainment/Recreation: Total \$	\$6,379,050	\$73,499,623	\$232,370,067
Average Spent	\$3,036.20	\$3,849.16	\$3,734.83
Spending Potential Index	83	105	102
Food at Home: Total \$	\$12,042,213	\$126,363,581	\$395,697,528
Average Spent	\$5,731.66	\$6,617.63	\$6,359.96
Spending Potential Index	93	107	103
Food Away from Home: Total \$	\$8,766,357	\$91,269,390	\$284,129,360
Average Spent	\$4,172.47	\$4,779.75	\$4,566.75
Spending Potential Index	97	111	106
Health Care: Total \$	\$11,882,863	\$140,343,535	\$446,157,432
Average Spent	\$5,655.81	\$7,349.75	\$7,170.99
Spending Potential Index	80	104	101
HH Furnishings & Equipment: Total \$	\$4,547,698	\$53,310,535	\$167,515,760
Average Spent	\$2,164.54	\$2,791.86	\$2,692.44
Spending Potential Index	84	109	105
Personal Care Products & Services: Total \$	\$1,942,922	\$21,177,571	\$66,600,572
Average Spent	\$924.76	\$1,109.06	\$1,070.46
Spending Potential Index	91	109	105
Shelter: Total \$	\$43,670,476	\$468,937,718	\$1,477,744,471
Average Spent	\$20,785.57	\$24,558.14	\$23,751.46
Spending Potential Index	91	107	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,337,761	\$56,948,390	\$179,841,878
Average Spent	\$2,064.62	\$2,982.37	\$2,890.56
Spending Potential Index	76	110	106
Travel: Total \$	\$4,620,025	\$58,172,629	\$185,996,463
Average Spent	\$2,198.96	\$3,046.48	\$2,989.48
Spending Potential Index	77	106	104
Vehicle Maintenance & Repairs: Total \$	\$2,472,961	\$26,608,921	\$82,774,771
Average Spent	\$1,177.04	\$1,393.50	\$1,330.42
Spending Potential Index	93	111	106

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.