



Community Profile

Rings: 1, 3, 5 mile radii

9940 W Happy Valley Rd, Peoria, AZ 85383,

Latitude: 33.7120

Longitude: -112.2735

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	1,819	32,960	115,648
2020 Total Population	5,939	52,226	151,126
2020 Group Quarters	0	311	1,537
2022 Total Population	6,308	54,801	158,427
2022 Group Quarters	0	310	1,537
2027 Total Population	6,783	57,496	164,128
2022-2027 Annual Rate	1.46%	0.96%	0.71%
2022 Total Daytime Population	7,559	40,252	120,333
Workers	4,537	14,269	37,792
Residents	3,022	25,983	82,541
Household Summary			
2010 Households	604	10,796	45,734
2010 Average Household Size	3.01	3.04	2.52
2020 Total Households	1,906	16,821	57,851
2020 Average Household Size	3.12	3.09	2.59
2022 Total Households	2,018	17,705	60,516
2022 Average Household Size	3.13	3.08	2.59
2027 Total Households	2,159	18,520	62,492
2027 Average Household Size	3.14	3.09	2.60
2022-2027 Annual Rate	1.36%	0.90%	0.64%
2010 Families	500	8,720	33,103
2010 Average Family Size	3.26	3.36	2.96
2022 Total Families	1,575	14,229	43,887
2022 Average Family Size	3.50	3.43	3.06
2027 Total Families	1,682	14,898	45,400
2027 Average Family Size	3.52	3.43	3.06
2022-2027 Annual Rate	1.32%	0.92%	0.68%
Housing Unit Summary			
2000 Housing Units	290	4,677	31,488
Owner Occupied Housing Units	93.1%	88.7%	80.8%
Renter Occupied Housing Units	2.8%	4.7%	8.9%
Vacant Housing Units	4.1%	6.6%	10.3%
2010 Housing Units	714	11,768	51,994
Owner Occupied Housing Units	66.1%	76.8%	72.7%
Renter Occupied Housing Units	18.5%	14.9%	15.3%
Vacant Housing Units	15.4%	8.3%	12.0%
2020 Housing Units	2,013	17,683	63,944
Vacant Housing Units	5.3%	4.9%	9.5%
2022 Housing Units	2,182	18,622	66,566
Owner Occupied Housing Units	85.3%	86.3%	78.7%
Renter Occupied Housing Units	7.2%	8.8%	12.2%
Vacant Housing Units	7.5%	4.9%	9.1%
2027 Housing Units	2,316	19,465	68,682
Owner Occupied Housing Units	84.5%	86.8%	79.3%
Renter Occupied Housing Units	8.7%	8.3%	11.7%
Vacant Housing Units	6.8%	4.9%	9.0%
Median Household Income			
2022	\$121,014	\$111,071	\$99,225
2027	\$133,512	\$122,723	\$110,313
Median Home Value			
2022	\$472,594	\$401,982	\$363,779
2027	\$486,144	\$427,970	\$388,434
Per Capita Income			
2022	\$53,913	\$45,985	\$48,345
2027	\$59,832	\$52,435	\$55,771
Median Age			
2010	39.9	35.4	43.2
2022	36.9	36.7	43.6
2027	37.0	36.7	43.5

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.



Community Profile

Rings: 1, 3, 5 mile radii

9940 W Happy Valley Rd, Peoria, AZ 85383,

Latitude: 33.7120

Longitude: -112.2735

	1 mile	3 mile	5 mile
2022 Households by Income			
Household Income Base	2,018	17,705	60,516
<\$15,000	1.2%	1.7%	3.1%
\$15,000 - \$24,999	0.8%	1.6%	3.6%
\$25,000 - \$34,999	1.4%	2.5%	4.3%
\$35,000 - \$49,999	7.3%	6.3%	8.1%
\$50,000 - \$74,999	8.8%	11.8%	15.9%
\$75,000 - \$99,999	15.8%	16.2%	15.3%
\$100,000 - \$149,999	27.4%	30.0%	24.1%
\$150,000 - \$199,999	14.9%	14.4%	12.8%
\$200,000+	22.4%	15.4%	12.8%
Average Household Income	\$161,772	\$141,424	\$127,071
2027 Households by Income			
Household Income Base	2,159	18,520	62,492
<\$15,000	0.8%	1.0%	1.7%
\$15,000 - \$24,999	0.7%	1.0%	2.0%
\$25,000 - \$34,999	1.5%	1.6%	3.6%
\$35,000 - \$49,999	5.7%	4.7%	6.9%
\$50,000 - \$74,999	9.0%	9.7%	13.1%
\$75,000 - \$99,999	17.0%	15.3%	15.1%
\$100,000 - \$149,999	20.4%	29.1%	25.4%
\$150,000 - \$199,999	18.8%	19.2%	16.7%
\$200,000+	26.2%	18.5%	15.4%
Average Household Income	\$180,406	\$161,713	\$147,085
2022 Owner Occupied Housing Units by Value			
Total	1,862	16,075	52,373
<\$50,000	0.0%	0.2%	1.2%
\$50,000 - \$99,999	0.0%	0.0%	0.6%
\$100,000 - \$149,999	0.4%	0.3%	0.9%
\$150,000 - \$199,999	0.7%	1.2%	2.0%
\$200,000 - \$249,999	0.8%	4.6%	8.0%
\$250,000 - \$299,999	2.8%	12.2%	16.3%
\$300,000 - \$399,999	21.3%	31.0%	32.9%
\$400,000 - \$499,999	32.9%	25.9%	19.5%
\$500,000 - \$749,999	31.0%	20.0%	14.9%
\$750,000 - \$999,999	8.1%	2.8%	1.9%
\$1,000,000 - \$1,499,999	0.1%	1.2%	1.3%
\$1,500,000 - \$1,999,999	0.9%	0.3%	0.2%
\$2,000,000 +	0.8%	0.3%	0.3%
Average Home Value	\$534,570	\$448,302	\$407,567
2027 Owner Occupied Housing Units by Value			
Total	1,958	16,901	54,465
<\$50,000	0.0%	0.0%	0.0%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.1%	0.1%	1.0%
\$200,000 - \$249,999	0.3%	2.0%	4.4%
\$250,000 - \$299,999	1.7%	9.2%	14.1%
\$300,000 - \$399,999	18.0%	30.5%	34.5%
\$400,000 - \$499,999	34.8%	29.2%	23.1%
\$500,000 - \$749,999	37.5%	24.9%	19.1%
\$750,000 - \$999,999	6.7%	2.5%	2.3%
\$1,000,000 - \$1,499,999	0.1%	1.3%	1.2%
\$1,500,000 - \$1,999,999	0.6%	0.2%	0.1%
\$2,000,000 +	0.4%	0.1%	0.2%
Average Home Value	\$536,766	\$467,928	\$435,820

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.



Community Profile

Rings: 1, 3, 5 mile radii

9940 W Happy Valley Rd, Peoria, AZ 85383,

Latitude: 33.7120

Longitude: -112.2735

	1 mile	3 mile	5 mile
2010 Population by Age			
Total	1,820	32,963	115,648
0 - 4	5.2%	7.4%	5.5%
5 - 9	6.5%	8.6%	6.6%
10 - 14	9.6%	9.4%	7.2%
15 - 24	14.2%	12.3%	10.1%
25 - 34	8.1%	11.6%	9.3%
35 - 44	15.3%	17.7%	13.8%
45 - 54	21.8%	14.8%	13.3%
55 - 64	11.7%	9.1%	12.2%
65 - 74	5.6%	5.1%	10.8%
75 - 84	1.4%	2.8%	7.7%
85 +	0.5%	1.3%	3.4%
18 +	72.6%	69.4%	76.5%
2022 Population by Age			
Total	6,308	54,800	158,428
0 - 4	6.5%	6.7%	5.4%
5 - 9	7.7%	7.4%	6.1%
10 - 14	9.3%	8.0%	6.6%
15 - 24	12.2%	11.9%	10.2%
25 - 34	11.5%	13.3%	10.8%
35 - 44	15.8%	15.1%	12.7%
45 - 54	15.0%	14.0%	12.3%
55 - 64	11.5%	11.2%	11.7%
65 - 74	7.2%	7.7%	12.4%
75 - 84	2.6%	3.4%	8.0%
85 +	0.6%	1.2%	3.8%
18 +	71.8%	73.5%	78.2%
2027 Population by Age			
Total	6,781	57,496	164,129
0 - 4	6.8%	6.9%	5.6%
5 - 9	7.6%	7.2%	6.0%
10 - 14	7.8%	7.4%	6.3%
15 - 24	11.3%	10.6%	9.2%
25 - 34	13.3%	15.0%	11.8%
35 - 44	15.9%	15.7%	13.2%
45 - 54	14.3%	12.4%	11.2%
55 - 64	11.0%	10.9%	10.9%
65 - 74	7.7%	8.2%	12.3%
75 - 84	3.6%	4.3%	9.7%
85 +	0.7%	1.4%	3.9%
18 +	73.2%	74.3%	78.7%
2010 Population by Sex			
Males	911	16,241	55,392
Females	908	16,719	60,256
2022 Population by Sex			
Males	3,100	26,968	76,442
Females	3,209	27,833	81,985
2027 Population by Sex			
Males	3,313	28,239	79,146
Females	3,470	29,257	84,982

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

July 07, 2022



Community Profile

Rings: 1, 3, 5 mile radii

9940 W Happy Valley Rd, Peoria, AZ 85383,

Latitude: 33.7120

Longitude: -112.2735

	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	1,820	32,960	115,647
White Alone	91.9%	87.6%	89.0%
Black Alone	1.1%	2.1%	2.1%
American Indian Alone	0.7%	0.5%	0.5%
Asian Alone	1.9%	3.9%	3.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.4%	3.3%	2.3%
Two or More Races	2.0%	2.4%	2.4%
Hispanic Origin	9.7%	10.4%	8.7%
Diversity Index	30.2	37.2	33.1
2020 Population by Race/Ethnicity			
Total	5,939	52,226	151,126
White Alone	73.4%	76.9%	80.2%
Black Alone	2.5%	2.3%	2.4%
American Indian Alone	0.7%	0.6%	0.6%
Asian Alone	9.5%	6.7%	5.2%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	2.7%	2.9%	2.6%
Two or More Races	10.9%	10.3%	8.9%
Hispanic Origin	13.1%	12.8%	11.0%
Diversity Index	56.7	52.7	47.3
2022 Population by Race/Ethnicity			
Total	6,308	54,801	158,426
White Alone	72.7%	76.1%	79.5%
Black Alone	2.5%	2.3%	2.4%
American Indian Alone	0.7%	0.6%	0.6%
Asian Alone	9.7%	7.0%	5.4%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	2.8%	3.0%	2.7%
Two or More Races	11.3%	10.8%	9.3%
Hispanic Origin	13.3%	13.0%	11.3%
Diversity Index	57.5	53.8	48.4
2027 Population by Race/Ethnicity			
Total	6,783	57,497	164,128
White Alone	71.1%	74.5%	78.1%
Black Alone	2.6%	2.4%	2.5%
American Indian Alone	0.8%	0.6%	0.6%
Asian Alone	10.1%	7.5%	5.7%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	2.9%	3.1%	2.8%
Two or More Races	12.2%	11.7%	10.1%
Hispanic Origin	13.5%	13.2%	11.5%
Diversity Index	59.2	55.6	50.2
2010 Population by Relationship and Household Type			
Total	1,819	32,959	115,648
In Households	100.0%	99.4%	99.5%
In Family Households	91.8%	90.9%	86.2%
Householder	27.8%	26.8%	28.6%
Spouse	23.4%	22.2%	24.2%
Child	34.5%	36.6%	29.1%
Other relative	3.9%	3.3%	2.8%
Nonrelative	2.2%	2.1%	1.6%
In Nonfamily Households	8.2%	8.5%	13.2%
In Group Quarters	0.0%	0.6%	0.5%
Institutionalized Population	0.0%	0.4%	0.4%
Noninstitutionalized Population	0.0%	0.2%	0.1%

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.



Community Profile

Rings: 1, 3, 5 mile radii

9940 W Happy Valley Rd, Peoria, AZ 85383,

Latitude: 33.7120

Longitude: -112.2735

	1 mile	3 mile	5 mile
2022 Population 25+ by Educational Attainment			
Total	4,050	36,166	113,569
Less than 9th Grade	1.1%	0.8%	0.9%
9th - 12th Grade, No Diploma	3.1%	3.6%	3.0%
High School Graduate	16.9%	15.5%	17.1%
GED/Alternative Credential	1.4%	2.0%	2.3%
Some College, No Degree	23.1%	24.0%	22.7%
Associate Degree	9.8%	10.7%	10.9%
Bachelor's Degree	29.1%	28.8%	27.8%
Graduate/Professional Degree	15.5%	14.5%	15.3%
2022 Population 15+ by Marital Status			
Total	4,822	42,668	129,720
Never Married	20.4%	25.2%	21.9%
Married	70.1%	62.7%	61.9%
Widowed	2.8%	3.9%	6.6%
Divorced	6.7%	8.2%	9.7%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,412	29,846	78,473
Population 16+ Employed	97.5%	97.7%	97.7%
Population 16+ Unemployment rate	2.5%	2.3%	2.3%
Population 16-24 Employed	13.2%	12.9%	12.4%
Population 16-24 Unemployment rate	0.2%	3.3%	5.1%
Population 25-54 Employed	68.4%	69.3%	64.0%
Population 25-54 Unemployment rate	2.0%	1.8%	1.5%
Population 55-64 Employed	15.5%	14.4%	16.1%
Population 55-64 Unemployment rate	2.3%	1.7%	2.4%
Population 65+ Employed	2.9%	3.4%	7.5%
Population 65+ Unemployment rate	22.4%	9.4%	4.2%
2022 Employed Population 16+ by Industry			
Total	3,325	29,166	76,682
Agriculture/Mining	0.6%	0.3%	0.3%
Construction	8.4%	7.6%	6.8%
Manufacturing	7.6%	7.8%	6.9%
Wholesale Trade	2.1%	1.9%	2.5%
Retail Trade	13.4%	12.0%	12.1%
Transportation/Utilities	6.2%	5.5%	5.8%
Information	1.5%	1.6%	1.5%
Finance/Insurance/Real Estate	12.6%	13.3%	13.6%
Services	44.1%	45.6%	46.2%
Public Administration	3.5%	4.3%	4.3%
2022 Employed Population 16+ by Occupation			
Total	3,324	29,167	76,684
White Collar	74.5%	74.1%	77.0%
Management/Business/Financial	18.8%	24.2%	25.0%
Professional	29.4%	27.7%	28.3%
Sales	9.5%	10.4%	11.6%
Administrative Support	16.8%	11.8%	12.2%
Services	8.8%	11.1%	10.5%
Blue Collar	16.7%	14.8%	12.5%
Farming/Forestry/Fishing	0.4%	0.2%	0.1%
Construction/Extraction	4.6%	4.5%	3.4%
Installation/Maintenance/Repair	5.9%	3.1%	2.7%
Production	2.5%	2.6%	1.9%
Transportation/Material Moving	3.2%	4.4%	4.5%

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

July 07, 2022



Community Profile

Rings: 1, 3, 5 mile radii

9940 W Happy Valley Rd, Peoria, AZ 85383,

Latitude: 33.7120

Longitude: -112.2735

	1 mile	3 mile	5 mile
2010 Households by Type			
Total	604	10,795	45,731
Households with 1 Person	11.9%	14.3%	22.8%
Households with 2+ People	88.1%	85.7%	77.2%
Family Households	82.8%	80.8%	72.4%
Husband-wife Families	69.9%	66.9%	61.4%
With Related Children	31.8%	36.8%	23.6%
Other Family (No Spouse Present)	12.9%	13.9%	11.0%
Other Family with Male Householder	5.0%	4.8%	3.4%
With Related Children	3.3%	3.4%	2.2%
Other Family with Female Householder	7.9%	9.1%	7.6%
With Related Children	6.5%	6.6%	4.7%
Nonfamily Households	5.3%	5.0%	4.8%
All Households with Children	41.9%	47.4%	30.9%
Multigenerational Households	5.5%	4.6%	2.9%
Unmarried Partner Households	6.5%	6.1%	5.1%
Male-female	5.8%	5.4%	4.4%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	606	10,796	45,733
1 Person Household	11.9%	14.3%	22.8%
2 Person Household	37.0%	31.1%	40.5%
3 Person Household	19.1%	18.8%	13.5%
4 Person Household	16.3%	20.6%	13.8%
5 Person Household	8.9%	9.3%	6.0%
6 Person Household	4.0%	3.7%	2.3%
7 + Person Household	2.8%	2.1%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	604	10,796	45,734
Owner Occupied	78.1%	83.7%	82.6%
Owned with a Mortgage/Loan	68.7%	75.2%	61.7%
Owned Free and Clear	9.4%	8.5%	20.9%
Renter Occupied	21.9%	16.3%	17.4%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	121	131	129
Percent of Income for Mortgage	20.6%	19.1%	19.3%
Wealth Index	192	149	141
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	714	11,768	51,994
Housing Units Inside Urbanized Area	94.1%	98.0%	93.2%
Housing Units Inside Urbanized Cluster	0.0%	0.1%	5.3%
Rural Housing Units	5.9%	1.9%	1.5%
2010 Population By Urban/ Rural Status			
Total Population	1,819	32,960	115,648
Population Inside Urbanized Area	93.2%	97.8%	93.7%
Population Inside Urbanized Cluster	0.0%	0.1%	4.7%
Rural Population	6.8%	2.1%	1.7%

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.

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



Community Profile

Rings: 1, 3, 5 mile radii

9940 W Happy Valley Rd, Peoria, AZ 85383,

Latitude: 33.7120

Longitude: -112.2735

	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	Boomburbs (1C)	Boomburbs (1C)	Boomburbs (1C)
2.	Professional Pride (1B)	Up and Coming Families (7A)	The Elders (9C)
3.		Workday Drive (4A)	Workday Drive (4A)
2022 Consumer Spending			
Apparel & Services: Total \$	\$7,257,407	\$56,486,566	\$170,794,901
Average Spent	\$3,596.34	\$3,190.43	\$2,822.31
Spending Potential Index	149	132	117
Education: Total \$	\$6,157,340	\$44,384,490	\$132,681,076
Average Spent	\$3,051.21	\$2,506.89	\$2,192.50
Spending Potential Index	156	128	112
Entertainment/Recreation: Total \$	\$11,010,811	\$85,624,869	\$266,244,217
Average Spent	\$5,456.30	\$4,836.20	\$4,399.57
Spending Potential Index	149	132	120
Food at Home: Total \$	\$17,519,677	\$138,974,490	\$438,052,638
Average Spent	\$8,681.70	\$7,849.45	\$7,238.63
Spending Potential Index	140	127	117
Food Away from Home: Total \$	\$13,023,501	\$101,559,594	\$309,544,755
Average Spent	\$6,453.67	\$5,736.21	\$5,115.09
Spending Potential Index	150	133	119
Health Care: Total \$	\$20,217,986	\$161,714,371	\$531,488,078
Average Spent	\$10,018.82	\$9,133.82	\$8,782.60
Spending Potential Index	141	129	124
HH Furnishings & Equipment: Total \$	\$8,021,804	\$62,507,764	\$192,351,039
Average Spent	\$3,975.13	\$3,530.51	\$3,178.52
Spending Potential Index	155	138	124
Personal Care Products & Services: Total \$	\$3,076,649	\$24,056,676	\$76,637,541
Average Spent	\$1,524.60	\$1,358.75	\$1,266.40
Spending Potential Index	150	133	124
Shelter: Total \$	\$68,741,843	\$530,820,791	\$1,643,553,811
Average Spent	\$34,064.34	\$29,981.41	\$27,159.00
Spending Potential Index	149	131	119
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,929,750	\$69,638,573	\$224,189,955
Average Spent	\$4,425.05	\$3,933.27	\$3,704.64
Spending Potential Index	163	145	136
Travel: Total \$	\$9,382,545	\$71,091,915	\$221,864,079
Average Spent	\$4,649.43	\$4,015.36	\$3,666.21
Spending Potential Index	162	140	128
Vehicle Maintenance & Repairs: Total \$	\$3,661,162	\$29,430,135	\$92,084,038
Average Spent	\$1,814.25	\$1,662.25	\$1,521.65
Spending Potential Index	144	132	121

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.