



# Community Profile

Rings: 1, 3, 5 mile radii

2501 W Happy Valley Rd, Phoenix, AZ

Latitude: 33.7106

Longitude: -112.1122

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	2,240	43,192	139,712
2020 Total Population	3,454	48,226	157,962
2020 Group Quarters	21	342	868
2022 Total Population	4,376	49,930	160,998
2022 Group Quarters	23	342	868
2027 Total Population	5,529	53,485	166,664
2022-2027 Annual Rate	4.79%	1.39%	0.69%
2022 Total Daytime Population	11,089	67,100	164,526
Workers	9,163	45,901	92,032
Residents	1,926	21,199	72,494
<b>Household Summary</b>			
2010 Households	1,089	16,041	52,976
2010 Average Household Size	2.03	2.67	2.62
2020 Total Households	1,627	18,229	60,712
2020 Average Household Size	2.11	2.63	2.59
2022 Total Households	2,091	19,116	62,008
2022 Average Household Size	2.08	2.59	2.58
2027 Total Households	2,654	20,600	64,279
2027 Average Household Size	2.07	2.58	2.58
2022-2027 Annual Rate	4.88%	1.51%	0.72%
2010 Families	471	10,926	35,765
2010 Average Family Size	2.86	3.18	3.13
2022 Total Families	882	12,418	40,309
2022 Average Family Size	3.04	3.17	3.15
2027 Total Families	1,107	13,332	41,767
2027 Average Family Size	3.03	3.15	3.14
2022-2027 Annual Rate	4.65%	1.43%	0.71%
<b>Housing Unit Summary</b>			
2000 Housing Units	163	12,082	44,436
Owner Occupied Housing Units	37.4%	69.3%	72.2%
Renter Occupied Housing Units	38.0%	24.5%	23.1%
Vacant Housing Units	24.5%	6.2%	4.7%
2010 Housing Units	1,414	17,788	58,275
Owner Occupied Housing Units	21.0%	61.5%	63.6%
Renter Occupied Housing Units	56.0%	28.7%	27.3%
Vacant Housing Units	23.0%	9.8%	9.1%
2020 Housing Units	1,909	19,522	64,440
Vacant Housing Units	14.8%	6.6%	5.8%
2022 Housing Units	2,551	20,476	65,457
Owner Occupied Housing Units	31.9%	60.2%	64.3%
Renter Occupied Housing Units	50.1%	33.2%	30.4%
Vacant Housing Units	18.0%	6.6%	5.3%
2027 Housing Units	3,100	21,943	67,762
Owner Occupied Housing Units	26.4%	58.0%	64.4%
Renter Occupied Housing Units	59.2%	35.8%	30.5%
Vacant Housing Units	14.4%	6.1%	5.1%
<b>Median Household Income</b>			
2022	\$66,247	\$86,016	\$82,191
2027	\$73,428	\$101,242	\$96,220
<b>Median Home Value</b>			
2022	\$536,458	\$340,158	\$319,213
2027	\$565,367	\$373,122	\$361,787
<b>Per Capita Income</b>			
2022	\$43,734	\$43,672	\$42,115
2027	\$49,731	\$50,209	\$48,946
<b>Median Age</b>			
2010	27.9	32.8	34.4
2022	30.7	35.0	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	2,091	19,116	62,008
<\$15,000	6.8%	3.6%	3.9%
\$15,000 - \$24,999	2.4%	4.2%	4.8%
\$25,000 - \$34,999	8.4%	6.0%	5.7%
\$35,000 - \$49,999	13.3%	10.0%	10.8%
\$50,000 - \$74,999	25.6%	19.0%	19.1%
\$75,000 - \$99,999	14.0%	14.2%	15.9%
\$100,000 - \$149,999	20.9%	22.8%	20.9%
\$150,000 - \$199,999	2.4%	9.7%	9.4%
\$200,000+	6.1%	10.6%	9.5%
Average Household Income	\$89,286	\$113,767	\$109,412
<b>2027 Households by Income</b>			
Household Income Base	2,654	20,600	64,279
<\$15,000	3.1%	2.2%	2.5%
\$15,000 - \$24,999	1.6%	3.3%	3.4%
\$25,000 - \$34,999	2.4%	3.5%	3.5%
\$35,000 - \$49,999	12.8%	8.1%	8.7%
\$50,000 - \$74,999	31.3%	17.4%	17.6%
\$75,000 - \$99,999	15.4%	14.3%	16.1%
\$100,000 - \$149,999	23.0%	26.1%	24.0%
\$150,000 - \$199,999	3.5%	13.2%	13.0%
\$200,000+	6.8%	11.8%	11.1%
Average Household Income	\$102,180	\$130,057	\$126,963
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	815	12,324	42,103
<\$50,000	5.3%	2.8%	2.7%
\$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%	3.4%	5.9%
\$200,000 - \$249,999	7.0%	14.5%	18.2%
\$250,000 - \$299,999	4.0%	17.0%	16.1%
\$300,000 - \$399,999	10.7%	24.6%	21.0%
\$400,000 - \$499,999	15.1%	13.4%	15.7%
\$500,000 - \$749,999	44.2%	18.3%	13.3%
\$750,000 - \$999,999	11.8%	2.3%	2.3%
\$1,000,000 - \$1,499,999	0.4%	0.5%	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	\$520,726	\$390,839	\$374,443
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	818	12,735	43,596
<\$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%	1.7%
\$200,000 - \$249,999	2.3%	10.0%	14.2%
\$250,000 - \$299,999	2.7%	16.1%	17.2%
\$300,000 - \$399,999	9.9%	29.2%	24.4%
\$400,000 - \$499,999	16.6%	15.2%	18.8%
\$500,000 - \$749,999	53.3%	23.1%	17.1%
\$750,000 - \$999,999	9.8%	2.5%	3.0%
\$1,000,000 - \$1,499,999	0.6%	0.6%	0.9%
\$1,500,000 - \$1,999,999	0.1%	0.6%	0.5%
\$2,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$555,318	\$426,680	\$414,231

**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	2,239	43,191	139,711
0 - 4	8.8%	7.9%	7.3%
5 - 9	3.9%	7.2%	6.9%
10 - 14	3.6%	7.4%	7.0%
15 - 24	22.0%	14.3%	13.8%
25 - 34	32.2%	16.8%	16.0%
35 - 44	13.8%	16.5%	15.6%
45 - 54	7.9%	14.7%	15.3%
55 - 64	5.0%	9.3%	10.8%
65 - 74	2.0%	3.8%	4.7%
75 - 84	0.6%	1.6%	2.0%
85 +	0.1%	0.5%	0.7%
18 +	80.0%	72.6%	74.5%
<b>2022 Population by Age</b>			
Total	4,377	49,930	160,996
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%	12.0%
25 - 34	25.2%	16.9%	16.2%
35 - 44	15.6%	16.0%	14.8%
45 - 54	9.6%	12.4%	12.7%
55 - 64	7.4%	11.2%	12.2%
65 - 74	5.2%	7.1%	8.5%
75 - 84	2.5%	2.5%	3.2%
85 +	0.6%	0.7%	0.9%
18 +	79.3%	75.4%	77.0%
<b>2027 Population by Age</b>			
Total	5,530	53,485	166,664
0 - 4	7.3%	7.2%	6.6%
5 - 9	5.8%	6.9%	6.4%
10 - 14	4.9%	6.8%	6.4%
15 - 24	17.5%	11.8%	11.6%
25 - 34	23.5%	16.7%	15.6%
35 - 44	14.8%	16.6%	15.7%
45 - 54	9.7%	11.5%	11.9%
55 - 64	7.4%	10.3%	11.1%
65 - 74	5.5%	8.0%	9.2%
75 - 84	2.8%	3.5%	4.5%
85 +	0.8%	0.8%	1.1%
18 +	79.0%	75.5%	77.0%
<b>2010 Population by Sex</b>			
Males	1,131	21,879	69,780
Females	1,110	21,313	69,932
<b>2022 Population by Sex</b>			
Males	2,222	25,205	80,089
Females	2,155	24,725	80,910
<b>2027 Population by Sex</b>			
Males	2,736	26,857	82,616
Females	2,793	26,628	84,048

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

2501 W Happy Valley Rd, Phoenix, AZ

Latitude: 33.7106

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	1 mile	3 mile	5 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	2,239	43,191	139,711
White Alone	79.8%	83.8%	82.6%
Black Alone	5.6%	2.4%	2.6%
American Indian Alone	0.8%	1.1%	1.1%
Asian Alone	5.7%	5.3%	4.8%
Pacific Islander Alone	0.5%	0.2%	0.2%
Some Other Race Alone	4.3%	4.3%	5.7%
Two or More Races	3.4%	2.9%	3.0%
Hispanic Origin	13.5%	13.6%	15.1%
Diversity Index	50.6	45.8	48.7
<b>2020 Population by Race/Ethnicity</b>			
Total	3,454	48,226	157,962
White Alone	63.5%	71.9%	70.9%
Black Alone	6.4%	3.2%	3.5%
American Indian Alone	1.5%	1.2%	1.2%
Asian Alone	16.0%	7.5%	6.9%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	4.3%	5.6%	6.7%
Two or More Races	8.1%	10.3%	10.6%
Hispanic Origin	10.9%	15.3%	17.4%
Diversity Index	64.4	60.2	62.6
<b>2022 Population by Race/Ethnicity</b>			
Total	4,377	49,930	160,999
White Alone	63.0%	71.1%	70.2%
Black Alone	6.3%	3.3%	3.6%
American Indian Alone	1.5%	1.2%	1.2%
Asian Alone	16.2%	7.8%	7.1%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	4.5%	5.7%	6.8%
Two or More Races	8.4%	10.7%	11.0%
Hispanic Origin	10.9%	15.4%	17.5%
Diversity Index	64.8	61.0	63.3
<b>2027 Population by Race/Ethnicity</b>			
Total	5,531	53,484	166,663
White Alone	61.3%	69.6%	68.7%
Black Alone	6.6%	3.5%	3.7%
American Indian Alone	1.6%	1.3%	1.3%
Asian Alone	17.0%	8.3%	7.4%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	4.6%	5.8%	7.0%
Two or More Races	8.9%	11.4%	11.8%
Hispanic Origin	10.8%	15.4%	17.6%
Diversity Index	66.1	62.3	64.7
<b>2010 Population by Relationship and Household Type</b>			
Total	2,240	43,192	139,711
In Households	98.8%	99.2%	99.5%
In Family Households	62.9%	83.2%	82.8%
Householder	22.2%	25.3%	25.6%
Spouse	13.7%	18.9%	18.7%
Child	21.4%	32.5%	31.7%
Other relative	2.9%	3.7%	4.0%
Nonrelative	2.7%	2.9%	2.8%
In Nonfamily Households	35.9%	16.1%	16.7%
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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	2,902	33,373	110,392
Less than 9th Grade	3.3%	2.1%	1.9%
9th - 12th Grade, No Diploma	4.2%	4.4%	4.8%
High School Graduate	7.8%	15.2%	17.0%
GED/Alternative Credential	2.6%	4.1%	4.5%
Some College, No Degree	19.5%	23.7%	23.7%
Associate Degree	12.0%	10.0%	10.0%
Bachelor's Degree	36.8%	26.4%	25.4%
Graduate/Professional Degree	13.7%	14.2%	12.7%
<b>2022 Population 15+ by Marital Status</b>			
Total	3,589	39,480	129,662
Never Married	55.5%	33.0%	31.8%
Married	31.8%	52.8%	52.1%
Widowed	2.5%	3.4%	4.3%
Divorced	10.1%	10.8%	11.8%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,520	29,819	92,261
Population 16+ Employed	98.2%	97.7%	97.1%
Population 16+ Unemployment rate	1.7%	2.3%	2.9%
Population 16-24 Employed	10.5%	12.1%	12.7%
Population 16-24 Unemployment rate	1.5%	7.2%	6.5%
Population 25-54 Employed	76.8%	69.3%	67.0%
Population 25-54 Unemployment rate	1.7%	1.5%	2.4%
Population 55-64 Employed	8.8%	14.1%	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%	2.1%	2.4%
<b>2022 Employed Population 16+ by Industry</b>			
Total	2,475	29,128	89,566
Agriculture/Mining	0.0%	0.3%	0.3%
Construction	2.9%	8.2%	7.8%
Manufacturing	3.7%	5.5%	5.8%
Wholesale Trade	6.3%	2.8%	2.7%
Retail Trade	9.0%	10.7%	11.1%
Transportation/Utilities	5.4%	4.0%	5.1%
Information	2.3%	2.3%	1.9%
Finance/Insurance/Real Estate	18.6%	17.0%	15.4%
Services	46.6%	45.8%	46.6%
Public Administration	5.2%	3.5%	3.4%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	2,472	29,129	89,567
White Collar	75.2%	73.4%	71.5%
Management/Business/Financial	20.1%	25.1%	23.3%
Professional	31.4%	25.7%	25.0%
Sales	12.7%	11.0%	10.8%
Administrative Support	10.9%	11.6%	12.5%
Services	17.5%	12.4%	13.1%
Blue Collar	7.3%	14.3%	15.4%
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	2.1%	4.5%	5.3%

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July 07, 2022



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<b>2010 Households by Type</b>			
Total	1,089	16,042	52,977
Households with 1 Person	41.3%	23.0%	23.6%
Households with 2+ People	58.7%	77.0%	76.4%
Family Households	43.3%	68.1%	67.5%
Husband-wife Families	25.6%	50.8%	49.4%
With Related Children	10.2%	27.2%	24.3%
Other Family (No Spouse Present)	17.6%	17.3%	18.1%
Other Family with Male Householder	5.5%	6.1%	6.2%
With Related Children	3.7%	4.1%	3.9%
Other Family with Female Householder	12.2%	11.3%	12.0%
With Related Children	8.4%	7.7%	7.9%
Nonfamily Households	15.4%	8.9%	8.9%
All Households with Children	22.9%	39.6%	36.7%
Multigenerational Households	2.2%	3.6%	4.0%
Unmarried Partner Households	11.1%	8.8%	8.5%
Male-female	10.2%	8.1%	7.7%
Same-sex	0.9%	0.7%	0.9%
<b>2010 Households by Size</b>			
Total	1,090	16,041	52,975
1 Person Household	41.3%	23.0%	23.6%
2 Person Household	35.5%	31.3%	32.9%
3 Person Household	14.5%	18.9%	18.2%
4 Person Household	6.0%	15.8%	14.6%
5 Person Household	2.0%	7.1%	6.5%
6 Person Household	0.6%	2.5%	2.7%
7 + Person Household	0.2%	1.5%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,089	16,042	52,976
Owner Occupied	27.3%	68.2%	70.0%
Owned with a Mortgage/Loan	24.8%	61.0%	61.1%
Owned Free and Clear	2.5%	7.2%	8.9%
Renter Occupied	72.7%	31.8%	30.0%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	58	121	124
Percent of Income for Mortgage	42.7%	20.8%	20.5%
Wealth Index	52	105	101
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,414	17,788	58,275
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	0.1%	2.5%	1.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,240	43,192	139,712
Population Inside Urbanized Area	99.9%	97.9%	98.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.2%	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 \$	\$4,864,569	\$51,397,484	\$157,951,907
Average Spent	\$2,326.43	\$2,688.72	\$2,547.28
Spending Potential Index	97	112	106
Education: Total \$	\$3,732,092	\$38,852,537	\$121,333,648
Average Spent	\$1,784.84	\$2,032.46	\$1,956.74
Spending Potential Index	91	104	100
Entertainment/Recreation: Total \$	\$6,349,957	\$74,685,655	\$233,182,319
Average Spent	\$3,036.80	\$3,906.97	\$3,760.52
Spending Potential Index	83	106	102
Food at Home: Total \$	\$11,987,301	\$128,240,917	\$396,797,622
Average Spent	\$5,732.81	\$6,708.56	\$6,399.14
Spending Potential Index	93	108	103
Food Away from Home: Total \$	\$8,726,320	\$92,619,550	\$285,021,801
Average Spent	\$4,173.28	\$4,845.13	\$4,596.53
Spending Potential Index	97	112	107
Health Care: Total \$	\$11,828,694	\$142,560,058	\$447,487,631
Average Spent	\$5,656.96	\$7,457.63	\$7,216.61
Spending Potential Index	80	105	102
HH Furnishings & Equipment: Total \$	\$4,526,957	\$54,164,886	\$168,159,339
Average Spent	\$2,164.97	\$2,833.48	\$2,711.90
Spending Potential Index	85	111	106
Personal Care Products & Services: Total \$	\$1,934,052	\$21,504,122	\$66,814,505
Average Spent	\$924.94	\$1,124.93	\$1,077.51
Spending Potential Index	91	110	106
Shelter: Total \$	\$43,471,482	\$476,057,835	\$1,482,723,233
Average Spent	\$20,789.80	\$24,903.63	\$23,911.81
Spending Potential Index	91	109	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,317,997	\$57,862,156	\$180,408,002
Average Spent	\$2,065.04	\$3,026.90	\$2,909.43
Spending Potential Index	76	111	107
Travel: Total \$	\$4,599,015	\$59,148,053	\$186,793,109
Average Spent	\$2,199.43	\$3,094.16	\$3,012.40
Spending Potential Index	77	108	105
Vehicle Maintenance & Repairs: Total \$	\$2,461,660	\$27,005,236	\$83,004,846
Average Spent	\$1,177.26	\$1,412.70	\$1,338.62
Spending Potential Index	93	112	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.