



Community Profile

Rings: 1, 3, 5 mile radii

11355 E Vía Linda, Scottsdale, AZ 85259,

Latitude: 33.5886

Longitude: -111.8373

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	8,547	48,246	88,998
2020 Total Population	9,406	50,430	95,617
2020 Group Quarters	21	723	879
2022 Total Population	9,440	50,601	96,538
2022 Group Quarters	21	723	863
2027 Total Population	9,538	51,510	99,627
2022-2027 Annual Rate	0.21%	0.36%	0.63%
2022 Total Daytime Population	7,638	57,921	161,172
Workers	3,541	34,178	116,338
Residents	4,097	23,743	44,834
Household Summary			
2010 Households	4,152	21,713	40,463
2010 Average Household Size	2.06	2.21	2.19
2020 Total Households	4,489	22,605	43,190
2020 Average Household Size	2.09	2.20	2.19
2022 Total Households	4,493	22,691	43,667
2022 Average Household Size	2.10	2.20	2.19
2027 Total Households	4,526	23,119	45,104
2027 Average Household Size	2.10	2.20	2.19
2022-2027 Annual Rate	0.15%	0.37%	0.65%
2010 Families	2,272	13,174	24,299
2010 Average Family Size	2.73	2.83	2.81
2022 Families	2,321	13,170	25,311
2022 Average Family Size	2.87	2.89	2.87
2027 Families	2,351	13,388	26,130
2027 Average Family Size	2.87	2.88	2.87
2022-2027 Annual Rate	0.26%	0.33%	0.64%
Housing Unit Summary			
2000 Housing Units	4,065	22,042	40,908
Owner Occupied Housing Units	53.8%	62.9%	62.5%
Renter Occupied Housing Units	39.4%	25.0%	24.8%
Vacant Housing Units	6.8%	12.1%	12.7%
2010 Housing Units	4,859	25,215	47,629
Owner Occupied Housing Units	48.2%	61.1%	59.1%
Renter Occupied Housing Units	37.3%	25.1%	25.9%
Vacant Housing Units	14.6%	13.9%	15.0%
2020 Housing Units	4,983	25,784	50,087
Vacant Housing Units	9.9%	12.3%	13.8%
2022 Housing Units	4,948	25,619	50,211
Owner Occupied Housing Units	54.4%	63.3%	62.3%
Renter Occupied Housing Units	36.4%	25.3%	24.6%
Vacant Housing Units	9.2%	11.4%	13.0%
2027 Housing Units	4,985	26,080	51,787
Owner Occupied Housing Units	55.8%	63.9%	62.9%
Renter Occupied Housing Units	35.0%	24.8%	24.2%
Vacant Housing Units	9.2%	11.4%	12.9%
Median Household Income			
2022	\$90,343	\$108,861	\$113,143
2027	\$105,164	\$126,434	\$130,091
Median Home Value			
2022	\$469,087	\$556,645	\$566,309
2027	\$478,972	\$575,384	\$586,265
Per Capita Income			
2022	\$67,693	\$77,020	\$77,847
2027	\$78,311	\$87,896	\$88,551
Median Age			
2010	42.8	46.4	45.9
2022	44.9	50.5	50.2
2027	45.6	51.4	51.1

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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2022 Households by Income			
Household Income Base	4,493	22,691	43,667
<\$15,000	3.2%	4.1%	3.7%
\$15,000 - \$24,999	4.5%	3.7%	3.0%
\$25,000 - \$34,999	4.6%	4.3%	3.5%
\$35,000 - \$49,999	8.3%	8.2%	7.6%
\$50,000 - \$74,999	18.1%	12.8%	12.7%
\$75,000 - \$99,999	16.6%	12.5%	12.7%
\$100,000 - \$149,999	16.9%	18.0%	19.8%
\$150,000 - \$199,999	8.9%	10.5%	12.2%
\$200,000+	18.9%	25.9%	24.9%
Average Household Income	\$144,282	\$171,149	\$170,954
2027 Households by Income			
Household Income Base	4,526	23,119	45,104
<\$15,000	1.8%	2.2%	1.9%
\$15,000 - \$24,999	1.9%	1.8%	1.5%
\$25,000 - \$34,999	2.2%	2.6%	1.9%
\$35,000 - \$49,999	6.6%	6.4%	5.4%
\$50,000 - \$74,999	17.4%	11.8%	11.6%
\$75,000 - \$99,999	17.2%	12.4%	12.3%
\$100,000 - \$149,999	19.6%	20.3%	22.1%
\$150,000 - \$199,999	11.7%	13.6%	15.8%
\$200,000+	21.7%	28.8%	27.5%
Average Household Income	\$167,272	\$195,182	\$194,283
2022 Owner Occupied Housing Units by Value			
Total	2,691	16,210	31,297
<\$50,000	0.0%	0.1%	0.2%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.1%	0.4%	0.4%
\$150,000 - \$199,999	0.6%	1.1%	0.8%
\$200,000 - \$249,999	1.4%	2.7%	2.2%
\$250,000 - \$299,999	4.2%	3.4%	3.4%
\$300,000 - \$399,999	32.6%	16.2%	13.7%
\$400,000 - \$499,999	15.9%	18.7%	19.4%
\$500,000 - \$749,999	15.0%	32.3%	37.3%
\$750,000 - \$999,999	20.1%	15.8%	14.1%
\$1,000,000 - \$1,499,999	8.1%	7.8%	7.2%
\$1,500,000 - \$1,999,999	1.4%	1.1%	0.9%
\$2,000,000 +	0.6%	0.3%	0.3%
Average Home Value	\$609,445	\$622,557	\$621,981
2027 Owner Occupied Housing Units by Value			
Total	2,783	16,662	32,590
<\$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%	0.1%
\$200,000 - \$249,999	0.5%	1.3%	1.1%
\$250,000 - \$299,999	2.7%	3.0%	3.1%
\$300,000 - \$399,999	31.5%	15.5%	12.6%
\$400,000 - \$499,999	19.2%	19.9%	19.8%
\$500,000 - \$749,999	13.9%	33.6%	38.3%
\$750,000 - \$999,999	15.3%	16.7%	16.8%
\$1,000,000 - \$1,499,999	15.6%	9.1%	7.5%
\$1,500,000 - \$1,999,999	0.9%	0.6%	0.5%
\$2,000,000 +	0.3%	0.1%	0.1%
Average Home Value	\$643,002	\$638,672	\$636,315

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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2010 Population by Age			
Total	8,549	48,247	88,997
0 - 4	3.9%	3.9%	4.2%
5 - 9	4.9%	5.4%	5.4%
10 - 14	5.8%	6.1%	5.9%
15 - 24	12.2%	10.2%	9.7%
25 - 34	13.2%	9.5%	10.2%
35 - 44	13.0%	12.6%	13.1%
45 - 54	17.9%	17.8%	17.3%
55 - 64	14.7%	15.8%	15.6%
65 - 74	8.4%	9.8%	10.2%
75 - 84	4.5%	6.1%	6.1%
85 +	1.4%	2.8%	2.4%
18 +	81.5%	80.5%	80.7%
2022 Population by Age			
Total	9,441	50,603	96,539
0 - 4	3.5%	3.2%	3.4%
5 - 9	4.1%	4.4%	4.5%
10 - 14	4.7%	5.2%	5.2%
15 - 24	10.8%	9.0%	9.0%
25 - 34	14.2%	9.4%	9.3%
35 - 44	12.9%	11.5%	11.7%
45 - 54	13.1%	13.8%	13.9%
55 - 64	16.3%	17.0%	16.7%
65 - 74	12.6%	15.0%	14.9%
75 - 84	6.0%	7.9%	8.1%
85 +	1.8%	3.6%	3.2%
18 +	84.8%	83.8%	83.6%
2027 Population by Age			
Total	9,539	51,513	99,629
0 - 4	3.6%	3.2%	3.4%
5 - 9	4.0%	4.2%	4.3%
10 - 14	4.5%	4.8%	4.9%
15 - 24	10.2%	8.4%	8.4%
25 - 34	14.2%	9.2%	9.4%
35 - 44	12.9%	11.6%	11.6%
45 - 54	12.7%	13.1%	13.2%
55 - 64	14.8%	15.4%	15.3%
65 - 74	13.6%	16.2%	16.0%
75 - 84	7.6%	9.9%	10.0%
85 +	2.0%	3.9%	3.6%
18 +	85.3%	84.6%	84.4%
2010 Population by Sex			
Males	4,072	22,746	42,451
Females	4,475	25,499	46,546
2022 Population by Sex			
Males	4,526	23,990	46,314
Females	4,915	26,611	50,224
2027 Population by Sex			
Males	4,560	24,460	47,939
Females	4,978	27,051	51,688

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

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2010 Population by Race/Ethnicity			
Total	8,546	48,246	88,997
White Alone	88.5%	90.5%	90.5%
Black Alone	2.0%	1.4%	1.3%
American Indian Alone	0.8%	0.4%	0.5%
Asian Alone	4.4%	4.7%	4.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.5%	0.9%	1.0%
Two or More Races	2.6%	2.0%	2.0%
Hispanic Origin	6.4%	5.1%	5.2%
Diversity Index	30.8	25.9	25.9
2020 Population by Race/Ethnicity			
Total	9,406	50,430	95,617
White Alone	76.2%	81.0%	81.7%
Black Alone	2.8%	1.6%	1.5%
American Indian Alone	0.6%	0.4%	0.5%
Asian Alone	8.8%	7.9%	7.0%
Pacific Islander Alone	0.2%	0.0%	0.1%
Some Other Race Alone	2.2%	1.6%	1.6%
Two or More Races	9.2%	7.4%	7.5%
Hispanic Origin	9.0%	6.8%	6.9%
Diversity Index	49.9	41.7	40.8
2022 Population by Race/Ethnicity			
Total	9,441	50,601	96,538
White Alone	75.7%	80.5%	81.3%
Black Alone	2.8%	1.6%	1.6%
American Indian Alone	0.6%	0.4%	0.5%
Asian Alone	8.9%	8.1%	7.1%
Pacific Islander Alone	0.2%	0.0%	0.1%
Some Other Race Alone	2.2%	1.7%	1.7%
Two or More Races	9.6%	7.8%	7.8%
Hispanic Origin	9.1%	7.0%	7.1%
Diversity Index	50.6	42.5	41.6
2027 Population by Race/Ethnicity			
Total	9,538	51,511	99,629
White Alone	74.4%	79.3%	80.1%
Black Alone	2.8%	1.6%	1.6%
American Indian Alone	0.6%	0.4%	0.5%
Asian Alone	9.3%	8.4%	7.4%
Pacific Islander Alone	0.2%	0.0%	0.1%
Some Other Race Alone	2.3%	1.7%	1.7%
Two or More Races	10.4%	8.4%	8.5%
Hispanic Origin	9.3%	7.2%	7.3%
Diversity Index	52.3	44.2	43.3
2010 Population by Relationship and Household Type			
Total	8,547	48,246	88,998
In Households	99.9%	99.4%	99.5%
In Family Households	73.9%	78.3%	77.8%
Householder	26.2%	27.4%	27.4%
Spouse	19.9%	22.8%	22.8%
Child	24.2%	25.2%	24.6%
Other relative	2.2%	2.1%	2.0%
Nonrelative	1.4%	0.9%	0.9%
In Nonfamily Households	26.0%	21.0%	21.8%
In Group Quarters	0.1%	0.6%	0.5%
Institutionalized Population	0.0%	0.4%	0.2%
Noninstitutionalized Population	0.1%	0.2%	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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2022 Population 25+ by Educational Attainment			
Total	7,260	39,531	75,166
Less than 9th Grade	0.7%	1.0%	0.9%
9th - 12th Grade, No Diploma	0.8%	1.1%	1.0%
High School Graduate	8.9%	9.6%	9.3%
GED/Alternative Credential	1.1%	1.0%	1.1%
Some College, No Degree	20.1%	15.2%	15.3%
Associate Degree	5.6%	6.9%	7.4%
Bachelor's Degree	35.9%	37.4%	36.9%
Graduate/Professional Degree	26.9%	27.7%	28.1%
2022 Population 15+ by Marital Status			
Total	8,279	44,105	83,859
Never Married	31.3%	25.9%	25.9%
Married	51.6%	55.4%	56.0%
Widowed	4.9%	7.1%	6.5%
Divorced	12.2%	11.6%	11.6%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,501	27,696	53,377
Population 16+ Employed	98.3%	98.2%	98.0%
Population 16+ Unemployment rate	1.7%	1.8%	2.0%
Population 16-24 Employed	10.8%	9.3%	9.2%
Population 16-24 Unemployment rate	4.6%	5.4%	4.4%
Population 25-54 Employed	59.4%	55.7%	56.2%
Population 25-54 Unemployment rate	1.1%	1.2%	1.5%
Population 55-64 Employed	22.0%	23.0%	22.2%
Population 55-64 Unemployment rate	1.8%	1.7%	1.8%
Population 65+ Employed	7.9%	12.0%	12.4%
Population 65+ Unemployment rate	1.8%	2.2%	3.0%
2022 Employed Population 16+ by Industry			
Total	5,406	27,185	52,301
Agriculture/Mining	0.2%	0.1%	0.3%
Construction	5.9%	5.0%	4.3%
Manufacturing	5.3%	5.0%	5.5%
Wholesale Trade	3.1%	2.5%	2.7%
Retail Trade	8.2%	10.1%	9.8%
Transportation/Utilities	2.9%	3.5%	4.0%
Information	2.5%	2.2%	1.9%
Finance/Insurance/Real Estate	15.6%	16.2%	16.6%
Services	55.2%	53.8%	53.1%
Public Administration	1.1%	1.6%	1.8%
2022 Employed Population 16+ by Occupation			
Total	5,406	27,186	52,300
White Collar	79.4%	84.3%	84.8%
Management/Business/Financial	23.3%	32.1%	32.0%
Professional	31.9%	29.4%	30.3%
Sales	13.7%	13.8%	13.8%
Administrative Support	10.5%	8.9%	8.7%
Services	11.8%	9.5%	8.4%
Blue Collar	8.8%	6.3%	6.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	2.5%	1.7%	1.6%
Installation/Maintenance/Repair	1.2%	0.5%	0.6%
Production	1.9%	1.1%	1.0%
Transportation/Material Moving	3.2%	2.9%	3.4%

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



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2010 Households by Type			
Total	4,151	21,714	40,466
Households with 1 Person	37.6%	32.9%	32.9%
Households with 2+ People	62.4%	67.1%	67.1%
Family Households	54.7%	60.7%	60.0%
Husband-wife Families	41.7%	50.6%	50.0%
With Related Children	15.2%	18.7%	18.0%
Other Family (No Spouse Present)	13.1%	10.1%	10.1%
Other Family with Male Householder	4.0%	2.9%	3.0%
With Related Children	2.2%	1.7%	1.7%
Other Family with Female Householder	9.0%	7.2%	7.1%
With Related Children	5.7%	4.2%	4.1%
Nonfamily Households	7.7%	6.5%	7.0%
All Households with Children	23.3%	24.8%	24.0%
Multigenerational Households	1.3%	1.5%	1.4%
Unmarried Partner Households	6.4%	5.2%	5.4%
Male-female	5.7%	4.6%	4.7%
Same-sex	0.7%	0.6%	0.7%
2010 Households by Size			
Total	4,151	21,713	40,462
1 Person Household	37.6%	32.9%	32.9%
2 Person Household	35.8%	37.7%	38.7%
3 Person Household	12.7%	13.0%	12.7%
4 Person Household	9.7%	11.2%	10.7%
5 Person Household	3.1%	3.9%	3.7%
6 Person Household	0.9%	1.1%	1.0%
7 + Person Household	0.2%	0.3%	0.3%
2010 Households by Tenure and Mortgage Status			
Total	4,151	21,713	40,469
Owner Occupied	56.4%	70.9%	69.6%
Owned with a Mortgage/Loan	46.1%	55.3%	53.6%
Owned Free and Clear	10.3%	15.6%	16.0%
Renter Occupied	43.6%	29.1%	30.4%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	93	95	96
Percent of Income for Mortgage	27.4%	26.9%	26.4%
Wealth Index	163	215	213
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,859	25,215	47,629
Housing Units Inside Urbanized Area	99.3%	98.9%	99.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.7%	1.1%	0.9%
2010 Population By Urban/ Rural Status			
Total Population	8,547	48,246	88,998
Population Inside Urbanized Area	98.8%	98.4%	98.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.2%	1.6%	1.3%

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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Top 3 Tapestry Segments			
1.	In Style (5B)	Top Tier (1A)	Top Tier (1A)
2.	Young and Restless (11B)	In Style (5B)	Exurbanites (1E)
3.	Emerald City (8B)	Exurbanites (1E)	Emerald City (8B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$15,059,088	\$86,486,625	\$165,980,970
Average Spent	\$3,351.68	\$3,811.49	\$3,801.06
Spending Potential Index	139	158	158
Education: Total \$	\$12,820,585	\$78,224,027	\$151,032,664
Average Spent	\$2,853.46	\$3,447.36	\$3,458.74
Spending Potential Index	146	176	176
Entertainment/Recreation: Total \$	\$22,295,060	\$132,778,717	\$254,333,064
Average Spent	\$4,962.18	\$5,851.60	\$5,824.38
Spending Potential Index	135	159	159
Food at Home: Total \$	\$37,380,723	\$217,454,775	\$416,397,167
Average Spent	\$8,319.77	\$9,583.31	\$9,535.74
Spending Potential Index	134	155	154
Food Away from Home: Total \$	\$26,761,127	\$153,624,395	\$295,644,091
Average Spent	\$5,956.18	\$6,770.28	\$6,770.42
Spending Potential Index	138	157	157
Health Care: Total \$	\$41,998,343	\$254,449,789	\$484,034,404
Average Spent	\$9,347.51	\$11,213.69	\$11,084.67
Spending Potential Index	132	158	156
HH Furnishings & Equipment: Total \$	\$15,817,967	\$94,419,713	\$180,891,566
Average Spent	\$3,520.58	\$4,161.11	\$4,142.52
Spending Potential Index	137	162	162
Personal Care Products & Services: Total \$	\$6,335,231	\$37,541,443	\$71,886,901
Average Spent	\$1,410.02	\$1,654.46	\$1,646.25
Spending Potential Index	138	162	161
Shelter: Total \$	\$143,115,387	\$846,401,105	\$1,631,483,594
Average Spent	\$31,852.97	\$37,301.18	\$37,361.93
Spending Potential Index	139	163	163
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,977,531	\$103,995,647	\$198,276,614
Average Spent	\$3,778.66	\$4,583.12	\$4,540.65
Spending Potential Index	139	169	167
Travel: Total \$	\$17,915,717	\$111,056,045	\$214,016,993
Average Spent	\$3,987.47	\$4,894.28	\$4,901.12
Spending Potential Index	139	170	171
Vehicle Maintenance & Repairs: Total \$	\$7,756,149	\$44,333,502	\$84,507,187
Average Spent	\$1,726.27	\$1,953.79	\$1,935.26
Spending Potential Index	137	155	154

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.