



Latitude: 33.635784
 Longitude: -111.925134

16275 N Scottsdale Rd
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 Drive Time: 3 minutes

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2000 Total Population	3,955	25,285	159,226
2000 Group Quarters	15	179	1,813
2005 Total Population	4,867	30,620	188,051
2010 Total Population	5,764	35,914	218,860
2005 - 2010 Annual Rate	3.44%	3.24%	3.08%



2000 Households	1,781	9,743	62,748
2000 Average Household Size	2.21	2.58	2.51
2005 Households	2,185	11,773	73,752
2005 Average Household Size	2.22	2.59	2.53
2010 Households	2,581	13,757	85,514
2010 Average Household Size	2.23	2.6	2.54
2005 - 2010 Annual Rate	3.39%	3.16%	3%
2000 Families	1,149	6,989	42,428
2000 Average Family Size	2.7	3.04	3.02
2005 Families	1,392	8,319	49,363
2005 Average Family Size	2.71	3.06	3.04
2010 Families	1,628	9,635	56,793
2010 Average Family Size	2.71	3.07	3.05
2005 - 2010 Annual Rate	3.18%	2.98%	2.84%



2000 Housing Units	2,275	10,568	68,359
Owner Occupied Housing Units	60.2%	68.3%	65.4%
Renter Occupied Housing Units	27.3%	23.7%	26.1%
Vacant Housing Units	12.5%	8.0%	8.4%
2005 Housing Units	2,820	12,919	81,185
Owner Occupied Housing Units	53.9%	68.1%	65.8%
Renter Occupied Housing Units	23.6%	23.0%	25.0%
Vacant Housing Units	22.5%	8.9%	9.2%
2010 Housing Units	3,320	15,078	93,983
Owner Occupied Housing Units	54.3%	68.4%	66.8%
Renter Occupied Housing Units	23.4%	22.9%	24.2%
Vacant Housing Units	22.3%	8.8%	9.0%

Median Household Income

2000	\$69,835	\$76,805	\$62,666
2005	\$87,810	\$96,775	\$79,261
2010	\$113,821	\$124,235	\$102,799

Median Home Value

2000	\$193,293	\$226,130	\$200,273
2005	\$278,243	\$325,629	\$289,947
2010	\$369,860	\$422,987	\$379,466

Per Capita Income

2000	\$35,884	\$35,140	\$34,094
2005	\$47,739	\$46,211	\$43,886
2010	\$64,378	\$61,994	\$58,982

Median Age

2000	38.2	37.7	37.3
2005	40.4	39.2	38.8
2010	42.3	40.3	40.1

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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2000 Households by Income

Household Income Base	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
< \$15,000	1,758	9,646	62,847
\$15,000 - \$24,999	5.3%	4.1%	6.8%
\$25,000 - \$34,999	5.2%	4.3%	7.4%
\$35,000 - \$49,999	8.3%	7.2%	9.5%
\$50,000 - \$74,999	14.0%	12.7%	14.8%
\$75,000 - \$99,999	20.8%	19.6%	20.5%
\$100,000 - \$149,999	20.1%	19.2%	14.4%
\$150,000 - \$199,999	15.5%	19.9%	15.1%
\$200,000+	5.1%	6.8%	5.4%
Average Household Income	5.7%	6.1%	6.3%
	\$84,413	\$92,363	\$85,056

2005 Households by Income

Household Income Base	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
< \$15,000	2,186	11,775	73,752
\$15,000 - \$24,999	3.8%	3.0%	4.7%
\$25,000 - \$34,999	3.3%	3.0%	4.9%
\$35,000 - \$49,999	4.1%	4.0%	6.6%
\$50,000 - \$74,999	10.3%	9.3%	12.2%
\$75,000 - \$99,999	19.4%	17.7%	18.6%
\$100,000 - \$149,999	15.7%	14.6%	13.8%
\$150,000 - \$199,999	24.7%	26.1%	19.7%
\$200,000+	8.7%	10.7%	8.5%
Average Household Income	10.2%	11.7%	10.9%
	\$112,306	\$120,401	\$111,038

2010 Households by Income

Household Income Base	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
< \$15,000	2,581	13,756	85,514
\$15,000 - \$24,999	2.6%	2.1%	3.4%
\$25,000 - \$34,999	2.4%	2.0%	3.3%
\$35,000 - \$49,999	2.6%	2.4%	4.2%
\$50,000 - \$74,999	5.5%	5.1%	8.2%
\$75,000 - \$99,999	15.4%	13.4%	15.9%
\$100,000 - \$149,999	13.7%	13.2%	13.5%
\$150,000 - \$199,999	24.0%	23.0%	19.7%
\$200,000+	15.8%	18.0%	13.5%
Average Household Income	17.9%	20.8%	18.3%
	\$152,204	\$162,277	\$149,959

2000 Owner Occupied HUs by Value

Total	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
<\$50,000	1,254	7,190	44,880
\$50,000 - 99,999	0.1%	0.5%	2.1%
\$100,000 - 149,999	1.8%	2.5%	7.9%
\$150,000 - 199,999	24.5%	11.0%	17.7%
\$200,000 - \$299,999	27.2%	25.3%	22.2%
\$300,000 - 499,999	28.1%	39.0%	27.9%
\$500,000 - 999,999	17.3%	20.1%	16.3%
\$1,000,000+	0.7%	1.5%	4.9%
Average Home Value	0.3%	0.1%	0.9%
	\$225,158	\$243,550	\$244,756

2000 Specified Renter Occupied HUs by Contract Rent

Total	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
With Cash Rent	529	2,538	17,889
No Cash Rent	98.7%	97.2%	97.1%
Median Rent	1.3%	2.8%	2.9%
Average Rent	\$953	\$898	\$775
	\$979	\$940	\$838

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. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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2000 Population by Age

Total	3,955	25,287	159,225
0 - 4	5.1%	6.0%	6.2%
5 - 9	6.0%	7.3%	7.0%
10 - 14	6.1%	7.6%	7.1%
15 - 24	9.6%	11.0%	11.3%
25 - 34	16.8%	13.1%	14.3%
35 - 44	19.6%	19.2%	17.8%
45 - 54	18.7%	18.3%	16.2%
55 - 64	8.7%	8.9%	9.5%
65 - 74	5.8%	5.0%	5.7%
75 - 84	2.8%	2.8%	3.6%
85+	0.9%	0.8%	1.3%
18+	79.2%	74.6%	75.6%

2005 Population by Age

Total	4,869	30,622	188,051
0 - 4	4.8%	5.8%	6.1%
5 - 9	4.9%	6.5%	6.5%
10 - 14	5.9%	7.7%	7.3%
15 - 24	12.1%	12.4%	11.8%
25 - 34	12.4%	11.0%	12.4%
35 - 44	18.6%	17.5%	16.8%
45 - 54	17.7%	17.8%	15.8%
55 - 64	13.3%	11.9%	11.8%
65 - 74	5.4%	5.2%	6.0%
75 - 84	3.8%	3.1%	4.0%
85+	0.9%	1.1%	1.5%
18+	80.7%	75.7%	76.2%

2010 Population by Age

Total	5,762	35,914	218,858
0 - 4	4.9%	5.9%	6.2%
5 - 9	4.1%	5.7%	5.8%
10 - 14	5.0%	7.2%	7.0%
15 - 24	12.7%	12.8%	12.1%
25 - 34	12.9%	11.7%	12.0%
35 - 44	15.4%	15.1%	15.5%
45 - 54	17.9%	18.5%	16.7%
55 - 64	15.6%	12.9%	12.4%
65 - 74	6.3%	5.9%	6.7%
75 - 84	4.0%	3.1%	3.9%
85+	1.2%	1.2%	1.7%
18+	82.5%	76.9%	77.1%

2000 Population by Sex

Males	48.7%	49.1%	48.9%
Females	51.3%	50.9%	51.1%

2005 Population by Sex

Males	48.7%	49.0%	49.0%
Females	51.3%	51.0%	51.0%

2010 Population by Sex

Males	48.5%	49.0%	49.1%
Females	51.5%	51.0%	50.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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2000 Population by Race/Ethnicity

Total	3,955	25,284	159,227
White Alone	93.7%	93.4%	91.3%
Black Alone	0.9%	1.1%	1.3%
American Indian Alone	0.1%	0.2%	0.4%
Asian or Pacific Islander Alone	2.8%	2.8%	2.4%
Some Other Race Alone	1.0%	1.0%	2.8%
Two or More Races	1.4%	1.5%	1.8%
Hispanic Origin	4.1%	4.3%	8.1%
Diversity Index	19.1	19.8	29.0

2005 Population by Race/Ethnicity

Total	4,866	30,619	188,050
White Alone	92.6%	92.2%	90.0%
Black Alone	1.1%	1.3%	1.4%
American Indian Alone	0.1%	0.2%	0.5%
Asian or Pacific Islander Alone	3.2%	3.3%	2.8%
Some Other Race Alone	1.4%	1.3%	3.4%
Two or More Races	1.6%	1.7%	1.9%
Hispanic Origin	5.4%	5.6%	9.8%
Diversity Index	23.0	23.9	33.3

2010 Population by Race/Ethnicity

Total	5,765	35,914	218,860
White Alone	91.4%	90.9%	88.6%
Black Alone	1.2%	1.4%	1.6%
American Indian Alone	0.1%	0.2%	0.5%
Asian or Pacific Islander Alone	3.7%	3.9%	3.2%
Some Other Race Alone	1.7%	1.7%	4.0%
Two or More Races	1.8%	1.9%	2.1%
Hispanic Origin	6.9%	7.1%	11.6%
Diversity Index	27.0	28.0	37.5



2000 Population 3+ by School Enrollment

Total	3,821	24,493	153,634
Enrolled in Nursery/Preschool	1.8%	2.5%	2.2%
Enrolled in Kindergarten	1.7%	1.6%	1.4%
Enrolled in Grade 1-8	10.5%	12.4%	11.7%
Enrolled in Grade 9-12	6.2%	6.6%	5.7%
Enrolled in College	4.4%	5.4%	4.9%
Enrolled in Grad/Prof School	1.3%	1.7%	1.6%
Not Enrolled in School	74.1%	69.9%	72.5%

2000 Population 25+ by Educational Attainment

Total	2,844	17,128	109,349
Less than 9th Grade	1.5%	1.6%	2.6%
9th - 12th Grade, No Diploma	4.5%	3.1%	5.0%
High School Graduate	13.2%	13.8%	16.9%
Some College, No Degree	25.6%	25.1%	25.4%
Associate Degree	7.0%	7.6%	7.7%
Bachelor's Degree	34.5%	33.0%	28.6%
Master's/Prof/Doctorate Degree	13.7%	15.8%	13.8%

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: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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2000 Population 15+ by Sex and Marital Status

Total	3,201	20,017	127,303
Females	52.7%	51.8%	51.9%
Never Married	11.0%	11.2%	10.5%
Married, not Separated	30.5%	31.3%	29.4%
Married, Separated	0.7%	0.4%	0.7%
Widowed	4.0%	2.9%	4.1%
Divorced	6.5%	6.0%	7.2%
Males	47.3%	48.2%	48.1%
Never Married	11.4%	12.6%	12.8%
Married, not Separated	32.2%	31.4%	29.6%
Married, Separated	0.3%	0.2%	0.5%
Widowed	0.5%	0.7%	0.9%
Divorced	2.8%	3.3%	4.3%



2000 Population 16+ by Employment Status

Total	3,146	19,576	125,127
In Labor Force	72.6%	73.2%	70.3%
Civilian Employed	70.9%	71.5%	68.1%
Civilian Unemployed	1.6%	1.7%	2.2%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	27.4%	26.8%	29.7%

2005 Civilian Population 16+ in Labor Force

Civilian Employed	97.6%	97.5%	96.7%
Civilian Unemployed	2.4%	2.5%	3.3%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	98.0%	97.8%	97.1%
Civilian Unemployed	2.0%	2.2%	2.9%

2000 Females 16+ by Employment Status and Age of Children

Total	1,657	10,181	64,947
Own Children < 6 Only	5.7%	6.6%	7.1%
Employed/in Armed Forces	1.9%	2.8%	4.0%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	3.8%	3.8%	3.0%
Own Children < 6 and 6-17 Only	6.1%	6.7%	5.4%
Employed/in Armed Forces	2.9%	3.6%	2.7%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	3.2%	3.0%	2.6%
Own Children 6-17 Only	16.5%	20.2%	17.9%
Employed/in Armed Forces	13.0%	15.3%	12.5%
Unemployed	0.0%	0.4%	0.4%
Not in Labor Force	3.5%	4.4%	5.0%
No Own Children < 18	71.6%	66.6%	69.6%
Employed/in Armed Forces	44.5%	41.5%	41.1%
Unemployed	2.4%	1.5%	1.4%
Not in Labor Force	24.8%	23.6%	27.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005.



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2005 Employed Population 16+ by Industry

Total	2,738	16,555	97,657
Agriculture/Mining	0.3%	0.1%	0.2%
Construction	7.2%	7.6%	6.8%
Manufacturing	4.5%	6.1%	5.9%
Wholesale Trade	3.7%	3.9%	3.9%
Retail Trade	11.4%	13.7%	13.9%
Transportation/Utilities	2.6%	2.9%	2.8%
Information	3.2%	2.8%	2.9%
Finance/Insurance/Real Estate	14.4%	13.6%	13.7%
Services	49.3%	46.6%	47.0%
Public Administration	3.5%	2.8%	2.7%

2005 Employed Population 16+ by Occupation

Total	2,738	16,555	97,655
White Collar	82.9%	83.1%	78.2%
Management/Business/Financial	26.3%	27.6%	24.1%
Professional	29.2%	26.7%	24.4%
Sales	16.0%	16.3%	17.2%
Administrative Support	11.5%	12.5%	12.5%
Services	9.8%	9.6%	12.7%
Blue Collar	7.3%	7.3%	9.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.1%	2.7%	3.2%
Installation/Maintenance/Repair	1.4%	1.7%	2.1%
Production	1.6%	1.3%	1.7%
Transportation/Material Moving	1.3%	1.6%	2.0%



2000 Workers 16+ by Means of Transportation to Work

Total	2,208	13,840	83,938
Drove Alone - Car, Truck, or Van	81.0%	84.0%	80.4%
Carpooled - Car, Truck, or Van	10.5%	6.9%	9.5%
Public Transportation	0.3%	0.6%	1.0%
Walked	0.4%	0.7%	1.4%
Other Means	0.7%	0.8%	1.3%
Worked at Home	7.2%	7.0%	6.5%

2000 Workers 16+ by Travel Time to Work

Total	2,208	13,840	83,938
Did Not Work at Home	92.8%	93.0%	93.5%
Less than 5 minutes	2.1%	2.5%	2.3%
5 to 9 minutes	10.7%	9.1%	8.6%
10 to 19 minutes	25.7%	24.1%	24.1%
20 to 24 minutes	9.7%	13.1%	14.3%
25 to 34 minutes	23.3%	22.2%	24.2%
35 to 44 minutes	9.0%	10.2%	9.1%
45 to 59 minutes	9.6%	8.5%	7.6%
60 to 89 minutes	1.8%	2.0%	2.0%
90 or more minutes	0.9%	1.3%	1.3%
Worked at Home	7.2%	7.0%	6.5%
Average Travel Time to Work (in min)	24.6	25.2	25.2

2000 Households by Vehicles Available

Total	1,786	9,728	62,775
None	1.1%	1.0%	3.4%
1	32.5%	29.0%	33.4%
2	52.7%	49.7%	46.7%
3	11.3%	16.6%	12.9%
4	1.2%	2.7%	2.7%
5+	1.2%	1.0%	0.8%
Average Number of Vehicles Available	1.8	2.0	1.8

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2000 Households by Type

Total	1,780	9,744	62,749
Family Households	64.6%	71.7%	67.6%
Married-couple Family	55.9%	61.8%	56.1%
With Related Children	22.8%	29.6%	25.8%
Other Family (No Spouse)	8.7%	9.9%	11.6%
With Related Children	5.3%	6.3%	7.5%
Nonfamily Households	35.4%	28.3%	32.4%
Householder Living Alone	26.9%	20.9%	24.5%
Householder Not Living Alone	8.6%	7.4%	7.8%
Households with Related Children	28.1%	35.9%	33.3%
Households with Persons 65+	14.1%	14.9%	17.7%

2000 Households by Size

Total	1,781	9,743	62,748
1 Person Household	26.8%	20.9%	24.5%
2 Person Household	39.8%	37.0%	36.9%
3 Person Household	15.4%	17.1%	15.8%
4 Person Household	12.0%	16.1%	14.2%
5 Person Household	4.3%	6.5%	5.7%
6 Person Household	1.2%	1.9%	1.8%
7+ Person Household	0.4%	0.5%	1.0%

2000 Households by Year Householder Moved In

Total	1,786	9,727	62,774
Moved in 1999 to March 2000	34.4%	28.1%	27.7%
Moved in 1995 to 1998	40.3%	37.3%	35.6%
Moved in 1990 to 1994	11.8%	16.6%	17.7%
Moved in 1980 to 1989	12.9%	15.4%	13.9%
Moved in 1970 to 1979	0.6%	2.6%	4.6%
Moved in 1969 or Earlier	0.0%	0.1%	0.6%
Median Year Householder Moved In	1997	1997	1996



2000 Housing Units by Units in Structure

Total	2,043	10,580	68,564
1, Detached	64.0%	69.6%	64.8%
1, Attached	3.8%	3.8%	5.3%
2	0.5%	0.5%	0.4%
3 or 4	2.6%	2.7%	3.3%
5 to 9	7.0%	7.5%	7.0%
10 to 19	12.5%	7.2%	5.7%
20+	9.4%	8.4%	11.3%
Mobile Home	0.1%	0.2%	2.1%
Other	0.0%	0.0%	0.1%

2000 Housing Units by Year Structure Built

Total	2,286	10,559	68,401
1999 to March 2000	19.4%	9.9%	5.4%
1995 to 1998	41.0%	28.7%	21.6%
1990 to 1994	4.8%	11.5%	16.2%
1980 to 1989	31.3%	35.9%	33.7%
1970 to 1979	2.9%	12.0%	19.4%
1969 or Earlier	0.6%	2.0%	3.8%
Median Year Structure Built	1996	1990	1988

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Top 3 Tapestry Segments

1.	Enterprising Professio	Enterprising Professio	Enterprising Professio
2.	Prosperous Empty Nests	Suburban Splendor	Urban Chic
3.	Exurbanites	Exurbanites	Suburban Splendor



2005 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$9,907,096	\$56,593,262	\$326,171,097
Average Spent	\$4,534.14	\$4,807.04	\$4,422.54
Spending Potential Index	164	174	160
Computers & Accessories: Total \$	\$1,020,982	\$5,965,590	\$34,326,944
Average Spent	\$467.27	\$506.72	\$465.44
Spending Potential Index	169	183	168
Education: Total \$	\$3,863,383	\$22,390,095	\$127,665,123
Average Spent	\$1,768.14	\$1,901.82	\$1,731.01
Spending Potential Index	167	179	163
Entertainment/Recreation: Total \$	\$11,013,894	\$64,329,849	\$370,460,609
Average Spent	\$5,040.68	\$5,464.18	\$5,023.06
Spending Potential Index	162	176	162
Food at Home: Total \$	\$16,330,199	\$91,974,322	\$538,273,130
Average Spent	\$7,473.78	\$7,812.31	\$7,298.42
Spending Potential Index	157	165	154
Food Away from Home: Total \$	\$11,381,953	\$64,298,247	\$371,993,750
Average Spent	\$5,209.13	\$5,461.50	\$5,043.85
Spending Potential Index	165	173	160
Health Care: Total \$	\$11,484,319	\$64,250,044	\$379,166,653
Average Spent	\$5,255.98	\$5,457.41	\$5,141.10
Spending Potential Index	151	157	148
HH Furnishings & Equipment: Total \$	\$7,696,072	\$45,462,974	\$261,880,676
Average Spent	\$3,522.23	\$3,861.63	\$3,550.83
Spending Potential Index	166	182	167
Investments: Total \$	\$32,271,188	\$202,903,898	\$1,156,785,261
Average Spent	\$14,769.42	\$17,234.68	\$15,684.80
Spending Potential Index	177	207	188
Retail Goods: Total \$	\$87,032,763	\$497,115,414	\$2,886,945,817
Average Spent	\$39,831.93	\$42,225.04	\$39,143.97
Spending Potential Index	159	169	157
Shelter: Total \$	\$50,311,747	\$294,663,139	\$1,703,789,941
Average Spent	\$23,025.97	\$25,028.72	\$23,101.61
Spending Potential Index	167	182	168
TV/Video/Sound Equipment: Total \$	\$3,647,850	\$20,503,991	\$119,031,670
Average Spent	\$1,669.50	\$1,741.61	\$1,613.94
Spending Potential Index	162	169	157
Travel: Total \$	\$6,529,048	\$38,538,908	\$221,678,220
Average Spent	\$2,988.12	\$3,273.50	\$3,005.72
Spending Potential Index	165	181	166
Vehicle Maintenance & Repairs: Total \$	\$3,692,858	\$21,206,622	\$123,370,073
Average Spent	\$1,690.10	\$1,801.29	\$1,672.77
Spending Potential Index	163	174	161

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.