

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	5,940	58,567	155,186
2020 Total Population	6,961	64,910	167,897
2020 Group Quarters	4	227	1,897
2024 Total Population	7,360	66,108	172,652
2024 Group Quarters	4	227	1,971
2029 Total Population	7,553	68,998	178,304
2024-2029 Annual Rate	0.52%	0.86%	0.65%
2024 Total Daytime Population	14,517	116,185	265,321
Workers	11,281	88,143	191,762
Residents	3,236	28,042	73,559
Household Summary			
2010 Households	3,391	29,653	73,393
2010 Average Household Size	1.75	1.97	2.10
2020 Total Households	4,022	33,443	80,316
2020 Average Household Size	1.73	1.93	2.07
2024 Households	4,143	34,511	83,399
2024 Average Household Size	1.78	1.91	2.05
2029 Households	4,325	36,806	87,720
2029 Average Household Size	1.75	1.87	2.01
2024-2029 Annual Rate	0.86%	1.30%	1.02%
2010 Families	1,478	14,380	37,657
2010 Average Family Size	2.45	2.68	2.83
2024 Families	1,860	16,300	41,568
2024 Average Family Size	2.51	2.60	2.76
2029 Families	1,953	17,219	43,522
2029 Average Family Size	2.45	2.53	2.70
2024-2029 Annual Rate	0.98%	1.10%	0.92%
Housing Unit Summary			
2000 Housing Units	4,233	35,315	84,628
Owner Occupied Housing Units	61.1%	59.6%	58.4%
Renter Occupied Housing Units	20.2%	25.7%	30.1%
Vacant Housing Units	18.7%	14.7%	11.5%
2010 Housing Units	4,425	37,024	87,664
Owner Occupied Housing Units	57.2%	54.2%	53.9%
Renter Occupied Housing Units	19.5%	25.9%	29.8%
Vacant Housing Units	23.4%	19.9%	16.3%
2020 Housing Units	4,930	40,497	93,996
Owner Occupied Housing Units	57.7%	51.7%	51.6%
Renter Occupied Housing Units	23.9%	30.9%	33.9%
Vacant Housing Units	18.5%	17.8%	14.6%
2024 Housing Units	5,011	41,401	96,693
Owner Occupied Housing Units	60.6%	55.2%	54.7%
Renter Occupied Housing Units	22.1%	28.2%	31.6%
Vacant Housing Units	17.3%	16.6%	13.7%
2029 Housing Units	5,192	43,852	101,285
Owner Occupied Housing Units	64.7%	56.5%	56.2%
Renter Occupied Housing Units	18.6%	27.4%	30.4%
Vacant Housing Units	16.7%	16.1%	13.4%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	4,143	34,511	83,399
<\$15,000	7.6%	5.7%	5.2%
\$15,000 - \$24,999	3.9%	3.8%	3.9%
\$25,000 - \$34,999	4.0%	3.8%	4.7%
\$35,000 - \$49,999	6.1%	6.9%	7.8%
\$50,000 - \$74,999	11.1%	12.7%	13.0%
\$75,000 - \$99,999	10.6%	13.3%	12.3%
\$100,000 - \$149,999	16.4%	19.0%	18.4%
\$150,000 - \$199,999	12.8%	11.3%	11.9%
\$200,000+	27.5%	23.5%	22.7%
Average Household Income	\$170,028	\$159,799	\$156,356
2029 Households by Income			
Household Income Base	4,325	36,806	87,720
<\$15,000	5.4%	4.2%	3.9%
\$15,000 - \$24,999	2.3%	2.3%	2.4%
\$25,000 - \$34,999	2.9%	2.8%	3.4%
\$35,000 - \$49,999	4.6%	5.2%	6.0%
\$50,000 - \$74,999	9.4%	11.2%	11.7%
\$75,000 - \$99,999	9.9%	13.1%	12.4%
\$100,000 - \$149,999	18.5%	20.6%	20.1%
\$150,000 - \$199,999	17.1%	14.0%	14.5%
\$200,000+	29.8%	26.7%	25.7%
Average Household Income	\$192,833	\$182,844	\$178,613
2024 Owner Occupied Housing Units by Value			
Total	3,037	22,852	52,845
<\$50,000	0.1%	0.3%	0.4%
\$50,000 - \$99,999	0.0%	0.2%	0.4%
\$100,000 - \$149,999	0.0%	0.2%	0.3%
\$150,000 - \$199,999	0.0%	0.5%	0.9%
\$200,000 - \$249,999	0.2%	0.7%	1.1%
\$250,000 - \$299,999	0.3%	1.2%	1.2%
\$300,000 - \$399,999	3.8%	5.3%	5.7%
\$400,000 - \$499,999	19.9%	16.3%	14.3%
\$500,000 - \$749,999	27.3%	31.7%	32.3%
\$750,000 - \$999,999	16.4%	18.1%	21.1%
\$1,000,000 - \$1,499,999	15.4%	11.3%	11.0%
\$1,500,000 - \$1,999,999	6.0%	5.2%	4.9%
\$2,000,000 +	10.5%	8.9%	6.3%
Average Home Value	\$952,001	\$887,134	\$844,541
2029 Owner Occupied Housing Units by Value			
Total	3,358	24,785	56,957
<\$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	0.0%	0.0%	0.0%
\$200,000 - \$249,999	0.0%	0.1%	0.1%
\$250,000 - \$299,999	0.0%	0.1%	0.3%
\$300,000 - \$399,999	1.2%	1.8%	2.4%
\$400,000 - \$499,999	13.6%	11.9%	10.8%
\$500,000 - \$749,999	31.4%	36.2%	36.5%
\$750,000 - \$999,999	20.5%	23.1%	25.8%
\$1,000,000 - \$1,499,999	17.9%	13.0%	12.7%
\$1,500,000 - \$1,999,999	5.5%	5.0%	4.8%
\$2,000,000 +	9.8%	8.9%	6.4%
Average Home Value	\$982,819	\$939,047	\$900,276

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Scottsdale Forum
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.52874
Longitude: -111.92513

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$116,183	\$107,037	\$105,623
2029	\$138,596	\$122,326	\$120,545
Median Home Value			
2024	\$734,620	\$698,922	\$698,363
2029	\$796,196	\$749,944	\$748,714
Per Capita Income			
2024	\$95,938	\$83,360	\$75,732
2029	\$110,004	\$97,480	\$88,099
Median Age			
2010	52.4	46.5	43.6
2020	55.4	47.7	44.1
2024	56.3	47.9	44.0
2029	58.2	49.4	45.7
2020 Population by Age			
Total	6,961	64,910	167,897
0 - 4	2.4%	3.1%	3.8%
5 - 9	2.3%	3.2%	4.0%
10 - 14	3.0%	3.8%	4.5%
15 - 24	7.2%	10.2%	10.8%
25 - 34	12.5%	15.4%	15.8%
35 - 44	10.4%	11.3%	12.1%
45 - 54	11.6%	11.7%	12.1%
55 - 64	17.0%	15.2%	14.2%
65 - 74	17.5%	13.7%	12.0%
75 - 84	11.9%	8.8%	7.3%
85 +	4.1%	3.6%	3.4%
18 +	90.7%	87.4%	84.8%
2024 Population by Age			
Total	7,361	66,108	172,652
0 - 4	2.4%	3.0%	3.8%
5 - 9	2.4%	3.2%	3.9%
10 - 14	2.5%	3.2%	3.9%
15 - 24	7.3%	9.2%	10.0%
25 - 34	12.4%	16.6%	16.9%
35 - 44	10.1%	11.7%	12.7%
45 - 54	11.0%	11.2%	11.6%
55 - 64	15.7%	13.9%	13.0%
65 - 74	17.7%	14.1%	12.3%
75 - 84	14.1%	10.2%	8.4%
85 +	4.4%	3.8%	3.6%
18 +	90.9%	88.4%	85.8%
2029 Population by Age			
Total	7,554	68,998	178,303
0 - 4	2.3%	2.9%	3.6%
5 - 9	2.3%	2.9%	3.7%
10 - 14	2.6%	3.3%	4.0%
15 - 24	6.5%	8.1%	9.1%
25 - 34	11.1%	15.2%	15.0%
35 - 44	10.2%	12.7%	13.7%
45 - 54	10.8%	11.2%	11.7%
55 - 64	14.1%	12.8%	12.1%
65 - 74	18.4%	14.6%	12.9%
75 - 84	16.3%	11.8%	10.0%
85 +	5.5%	4.5%	4.2%
18 +	91.3%	89.0%	86.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 23, 2024

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	3,206	31,615	81,865
Females	3,755	33,295	86,032
2024 Population by Sex			
Males	3,437	32,668	85,411
Females	3,923	33,440	87,241
2029 Population by Sex			
Males	3,514	33,932	87,673
Females	4,038	35,066	90,631
2010 Population by Race/Ethnicity			
Total	5,940	58,567	155,186
White Alone	93.1%	90.3%	86.7%
Black Alone	1.2%	1.6%	2.0%
American Indian Alone	0.4%	0.9%	2.1%
Asian Alone	2.4%	2.4%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.0%	2.4%	4.1%
Two or More Races	1.8%	2.3%	2.5%
Hispanic Origin	4.9%	8.3%	12.4%
Diversity Index	21.3	30.8	40.8
2020 Population by Race/Ethnicity			
Total	6,961	64,910	167,897
White Alone	86.4%	82.6%	78.0%
Black Alone	1.5%	1.8%	2.4%
American Indian Alone	0.4%	0.9%	2.1%
Asian Alone	3.4%	3.7%	3.8%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	1.8%	2.8%	4.6%
Two or More Races	6.4%	8.1%	9.0%
Hispanic Origin	7.3%	9.7%	12.9%
Diversity Index	35.0	43.0	51.9
2024 Population by Race/Ethnicity			
Total	7,360	66,108	172,652
White Alone	85.1%	81.1%	76.3%
Black Alone	1.5%	1.9%	2.5%
American Indian Alone	0.4%	0.9%	2.2%
Asian Alone	4.0%	4.1%	4.1%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	1.9%	3.1%	5.0%
Two or More Races	6.9%	8.8%	9.7%
Hispanic Origin	7.8%	10.4%	14.1%
Diversity Index	37.4	45.6	54.8
2029 Population by Race/Ethnicity			
Total	7,554	68,999	178,304
White Alone	83.8%	79.6%	74.5%
Black Alone	1.6%	2.0%	2.6%
American Indian Alone	0.4%	0.9%	2.2%
Asian Alone	4.4%	4.5%	4.5%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.1%	3.4%	5.5%
Two or More Races	7.5%	9.5%	10.4%
Hispanic Origin	8.7%	11.4%	15.3%
Diversity Index	40.2	48.4	57.6

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	6,961	64,910	167,897
In Households	99.9%	99.7%	98.9%
Householder	56.1%	51.5%	47.9%
Opposite-Sex Spouse	19.6%	18.4%	17.8%
Same-Sex Spouse	0.2%	0.3%	0.3%
Opposite-Sex Unmarried Partner	3.3%	3.5%	3.4%
Same-Sex Unmarried Partner	0.3%	0.3%	0.3%
Biological Child	13.7%	17.1%	19.6%
Adopted Child	0.3%	0.4%	0.5%
Stepchild	0.4%	0.6%	0.6%
Grandchild	0.7%	0.9%	1.2%
Brother or Sister	0.8%	1.0%	1.1%
Parent	0.7%	0.8%	0.9%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	0.4%	0.6%	0.7%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	3.0%	4.0%	4.1%
In Group Quarters	0.1%	0.3%	1.1%
Institutionalized	0.0%	0.2%	0.7%
Noninstitutionalized	0.0%	0.2%	0.4%
2024 Population 25+ by Educational Attainment			
Total	6,284	53,786	135,252
Less than 9th Grade	2.3%	1.2%	1.4%
9th - 12th Grade, No Diploma	1.8%	1.4%	2.1%
High School Graduate	6.5%	9.7%	11.5%
GED/Alternative Credential	1.5%	1.7%	1.8%
Some College, No Degree	19.4%	15.7%	16.0%
Associate Degree	2.8%	6.8%	6.6%
Bachelor's Degree	39.0%	39.4%	38.1%
Graduate/Professional Degree	26.6%	24.1%	22.5%
2024 Population 15+ by Marital Status			
Total	6,820	59,876	152,573
Never Married	27.4%	35.7%	36.3%
Married	47.7%	47.4%	46.2%
Widowed	8.2%	5.0%	5.6%
Divorced	16.7%	11.9%	12.0%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,295	39,428	103,168
Population 16+ Employed	96.7%	97.7%	97.2%
Population 16+ Unemployment rate	3.3%	2.3%	2.8%
Population 16-24 Employed	8.4%	10.7%	11.2%
Population 16-24 Unemployment rate	4.9%	3.1%	6.7%
Population 25-54 Employed	51.4%	59.7%	62.3%
Population 25-54 Unemployment rate	3.0%	2.4%	2.3%
Population 55-64 Employed	19.9%	17.3%	15.9%
Population 55-64 Unemployment rate	2.6%	0.9%	2.2%
Population 65+ Employed	20.3%	12.3%	10.7%
Population 65+ Unemployment rate	4.2%	3.1%	2.4%

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	4,153	38,529	100,245
Agriculture/Mining	1.7%	0.6%	0.4%
Construction	2.2%	3.7%	4.9%
Manufacturing	9.6%	5.9%	5.6%
Wholesale Trade	2.4%	1.7%	1.8%
Retail Trade	5.8%	9.0%	9.6%
Transportation/Utilities	4.0%	3.6%	4.1%
Information	1.9%	2.0%	2.0%
Finance/Insurance/Real Estate	18.6%	17.3%	15.1%
Services	51.2%	53.8%	53.7%
Public Administration	2.6%	2.6%	2.8%
2024 Employed Population 16+ by Occupation			
Total	4,155	38,528	100,244
White Collar	81.5%	81.0%	79.1%
Management/Business/Financial	35.3%	32.4%	29.6%
Professional	28.9%	27.5%	27.3%
Sales	12.2%	12.4%	12.1%
Administrative Support	5.1%	8.7%	10.0%
Services	13.1%	12.2%	12.8%
Blue Collar	5.4%	6.9%	8.1%
Farming/Forestry/Fishing	0.4%	0.1%	0.1%
Construction/Extraction	0.1%	1.3%	1.8%
Installation/Maintenance/Repair	1.0%	1.0%	1.3%
Production	0.6%	1.1%	1.5%
Transportation/Material Moving	3.4%	3.3%	3.5%
2020 Households by Type			
Total	4,022	33,443	80,316
Married Couple Households	35.1%	36.4%	37.7%
With Own Children <18	6.4%	8.8%	11.2%
Without Own Children <18	28.7%	27.5%	26.5%
Cohabiting Couple Households	6.5%	7.4%	7.8%
With Own Children <18	0.3%	0.9%	1.1%
Without Own Children <18	6.1%	6.6%	6.6%
Male Householder, No Spouse/Partner	22.0%	24.5%	23.4%
Living Alone	17.7%	18.6%	17.1%
65 Years and over	5.6%	4.7%	4.3%
With Own Children <18	0.8%	1.1%	1.2%
Without Own Children <18, With Relatives	2.3%	2.4%	2.5%
No Relatives Present	1.2%	2.5%	2.7%
Female Householder, No Spouse/Partner	36.4%	31.7%	31.1%
Living Alone	27.9%	22.7%	21.3%
65 Years and over	14.0%	10.8%	9.9%
With Own Children <18	2.0%	2.2%	2.6%
Without Own Children <18, With Relatives	4.6%	4.8%	5.0%
No Relatives Present	1.9%	2.1%	2.1%
2020 Households by Size			
Total	4,022	33,443	80,316
1 Person Household	45.6%	41.2%	38.4%
2 Person Household	40.0%	38.6%	37.0%
3 Person Household	7.9%	9.7%	11.1%
4 Person Household	4.1%	6.6%	8.2%
5 Person Household	1.5%	2.4%	3.3%
6 Person Household	0.5%	0.9%	1.2%
7 + Person Household	0.3%	0.6%	0.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	4,022	33,443	80,316
Owner Occupied	70.7%	62.6%	60.3%
Owned with a Mortgage/Loan	43.8%	39.7%	40.3%
Owned Free and Clear	27.0%	22.8%	20.0%
Renter Occupied	29.3%	37.4%	39.7%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	65	63	63
Percent of Income for Mortgage	39.6%	40.9%	41.4%
Wealth Index	206	167	155
2020 Housing Units By Urban/ Rural Status			
Total	4,930	40,497	93,996
Urban Housing Units	100.0%	100.0%	99.4%
Rural Housing Units	0.0%	0.0%	0.6%
2020 Population By Urban/ Rural Status			
Total	6,961	64,910	167,897
Urban Population	100.0%	99.9%	98.9%
Rural Population	0.0%	0.1%	1.1%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Golden Years (9B)	Emerald City (8B)	Emerald City (8B)
2.	Silver & Gold (9A)	Top Tier (1A)	Old and Newcomers (8F)
3.	Emerald City (8B)	Golden Years (9B)	Top Tier (1A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$14,304,092	\$114,914,828	\$274,366,756
Average Spent	\$3,452.59	\$3,329.80	\$3,289.81
Spending Potential Index	145	140	138
Education: Total \$	\$10,999,862	\$88,413,966	\$210,509,617
Average Spent	\$2,655.05	\$2,561.91	\$2,524.13
Spending Potential Index	154	148	146
Entertainment/Recreation: Total \$	\$25,449,800	\$196,957,906	\$465,201,968
Average Spent	\$6,142.84	\$5,707.11	\$5,578.03
Spending Potential Index	150	140	136
Food at Home: Total \$	\$44,694,414	\$349,596,287	\$830,791,066
Average Spent	\$10,787.93	\$10,130.00	\$9,961.64
Spending Potential Index	148	139	136
Food Away from Home: Total \$	\$24,064,312	\$192,098,392	\$456,627,412
Average Spent	\$5,808.43	\$5,566.29	\$5,475.21
Spending Potential Index	149	143	141
Health Care: Total \$	\$47,859,528	\$357,700,279	\$841,562,897
Average Spent	\$11,551.90	\$10,364.82	\$10,090.80
Spending Potential Index	150	135	131
HH Furnishings & Equipment: Total \$	\$19,411,261	\$150,936,828	\$357,395,528
Average Spent	\$4,685.32	\$4,373.59	\$4,285.37
Spending Potential Index	148	138	135
Personal Care Products & Services: Total \$	\$6,350,455	\$49,981,489	\$118,089,665
Average Spent	\$1,532.82	\$1,448.28	\$1,415.96
Spending Potential Index	154	145	142
Shelter: Total \$	\$167,229,451	\$1,321,637,843	\$3,126,965,229
Average Spent	\$40,364.34	\$38,296.13	\$37,494.04
Spending Potential Index	151	144	141
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,880,407	\$168,199,725	\$391,262,583
Average Spent	\$5,522.67	\$4,873.80	\$4,691.45
Spending Potential Index	158	139	134
Travel: Total \$	\$19,169,191	\$150,073,690	\$352,925,678
Average Spent	\$4,626.89	\$4,348.58	\$4,231.77
Spending Potential Index	153	143	140
Vehicle Maintenance & Repairs: Total \$	\$9,043,667	\$69,834,653	\$166,030,705
Average Spent	\$2,182.88	\$2,023.55	\$1,990.80
Spending Potential Index	147	137	134

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.