

The Shops at Hilton Village
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.52688
Longitude: -111.92561

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	5,588	59,936	157,149
2020 Total Population	6,567	66,489	170,012
2020 Group Quarters	0	288	1,917
2024 Total Population	6,837	67,976	174,768
2024 Group Quarters	0	295	1,996
2029 Total Population	6,803	71,015	180,452
2024-2029 Annual Rate	-0.10%	0.88%	0.64%
2024 Total Daytime Population	11,387	116,040	267,976
Workers	8,391	87,671	193,528
Residents	2,996	28,369	74,448
Household Summary			
2010 Households	3,069	30,204	74,467
2010 Average Household Size	1.82	1.98	2.10
2020 Total Households	3,678	34,348	81,462
2020 Average Household Size	1.79	1.93	2.06
2024 Households	3,781	35,559	84,605
2024 Average Household Size	1.81	1.90	2.04
2029 Households	3,804	37,952	88,976
2029 Average Household Size	1.79	1.86	2.01
2024-2029 Annual Rate	0.12%	1.31%	1.01%
2010 Families	1,329	14,497	38,142
2010 Average Family Size	2.57	2.71	2.82
2024 Families	1,672	16,498	42,082
2024 Average Family Size	2.58	2.61	2.76
2029 Families	1,687	17,449	44,053
2029 Average Family Size	2.53	2.54	2.70
2024-2029 Annual Rate	0.18%	1.13%	0.92%
Housing Unit Summary			
2000 Housing Units	3,872	35,990	85,784
Owner Occupied Housing Units	61.2%	58.2%	58.4%
Renter Occupied Housing Units	20.2%	27.4%	30.3%
Vacant Housing Units	18.6%	14.4%	11.4%
2010 Housing Units	3,997	37,697	88,825
Owner Occupied Housing Units	57.7%	52.8%	53.8%
Renter Occupied Housing Units	19.1%	27.4%	30.1%
Vacant Housing Units	23.2%	19.9%	16.2%
2020 Housing Units	4,495	41,490	95,173
Owner Occupied Housing Units	57.9%	49.9%	51.5%
Renter Occupied Housing Units	24.0%	32.8%	34.1%
Vacant Housing Units	17.9%	17.3%	14.5%
2024 Housing Units	4,558	42,499	97,955
Owner Occupied Housing Units	60.5%	53.4%	54.6%
Renter Occupied Housing Units	22.4%	30.2%	31.8%
Vacant Housing Units	17.0%	16.3%	13.6%
2029 Housing Units	4,574	45,062	102,594
Owner Occupied Housing Units	63.7%	54.8%	56.2%
Renter Occupied Housing Units	19.5%	29.4%	30.5%
Vacant Housing Units	16.8%	15.8%	13.3%

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.

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2024 Households by Income			
Household Income Base	3,781	35,559	84,605
<\$15,000	7.9%	5.8%	5.3%
\$15,000 - \$24,999	3.8%	3.7%	4.0%
\$25,000 - \$34,999	4.0%	4.0%	4.8%
\$35,000 - \$49,999	5.8%	7.2%	7.9%
\$50,000 - \$74,999	11.1%	13.0%	13.1%
\$75,000 - \$99,999	10.3%	13.5%	12.4%
\$100,000 - \$149,999	16.3%	19.1%	18.3%
\$150,000 - \$199,999	12.7%	11.2%	11.8%
\$200,000+	28.1%	22.5%	22.4%
Average Household Income	\$170,905	\$155,899	\$155,226
2029 Households by Income			
Household Income Base	3,804	37,952	88,976
<\$15,000	5.7%	4.3%	3.9%
\$15,000 - \$24,999	2.2%	2.3%	2.4%
\$25,000 - \$34,999	2.8%	3.0%	3.4%
\$35,000 - \$49,999	4.0%	5.5%	6.1%
\$50,000 - \$74,999	9.2%	11.4%	11.8%
\$75,000 - \$99,999	9.7%	13.3%	12.5%
\$100,000 - \$149,999	18.3%	20.8%	20.0%
\$150,000 - \$199,999	17.2%	13.9%	14.5%
\$200,000+	30.8%	25.6%	25.5%
Average Household Income	\$195,414	\$178,809	\$177,447
2024 Owner Occupied Housing Units by Value			
Total	2,759	22,706	53,499
<\$50,000	0.1%	0.3%	0.5%
\$50,000 - \$99,999	0.0%	0.3%	0.5%
\$100,000 - \$149,999	0.0%	0.3%	0.3%
\$150,000 - \$199,999	0.0%	0.6%	0.9%
\$200,000 - \$249,999	0.3%	0.8%	1.1%
\$250,000 - \$299,999	0.3%	1.2%	1.2%
\$300,000 - \$399,999	3.6%	5.5%	5.8%
\$400,000 - \$499,999	19.1%	16.6%	14.7%
\$500,000 - \$749,999	25.8%	32.0%	32.2%
\$750,000 - \$999,999	16.3%	17.1%	20.8%
\$1,000,000 - \$1,499,999	16.7%	11.2%	10.9%
\$1,500,000 - \$1,999,999	6.5%	5.3%	4.8%
\$2,000,000 +	11.4%	8.7%	6.2%
Average Home Value	\$981,612	\$880,530	\$839,166
2029 Owner Occupied Housing Units by Value			
Total	2,913	24,683	57,693
<\$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	1.1%	1.8%	2.5%
\$400,000 - \$499,999	12.9%	12.3%	11.3%
\$500,000 - \$749,999	29.2%	37.0%	36.5%
\$750,000 - \$999,999	19.8%	22.0%	25.5%
\$1,000,000 - \$1,499,999	19.9%	12.8%	12.6%
\$1,500,000 - \$1,999,999	6.1%	5.1%	4.8%
\$2,000,000 +	10.9%	8.8%	6.3%
Average Home Value	\$1,019,713	\$933,733	\$895,587

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.

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Median Household Income			
2024	\$117,385	\$104,864	\$104,749
2029	\$142,504	\$119,658	\$119,734
Median Home Value			
2024	\$762,806	\$690,589	\$693,899
2029	\$835,856	\$741,484	\$744,396
Per Capita Income			
2024	\$97,025	\$81,388	\$75,097
2029	\$112,169	\$95,393	\$87,418
Median Age			
2010	52.3	45.4	43.4
2020	55.1	46.4	43.8
2024	56.1	46.5	43.8
2029	57.7	48.2	45.4
2020 Population by Age			
Total	6,567	66,489	170,012
0 - 4	2.4%	3.1%	3.9%
5 - 9	2.3%	3.3%	4.1%
10 - 14	3.0%	3.9%	4.5%
15 - 24	7.2%	10.5%	10.8%
25 - 34	12.6%	16.1%	15.9%
35 - 44	10.5%	11.5%	12.1%
45 - 54	11.8%	11.7%	12.1%
55 - 64	17.0%	14.9%	14.2%
65 - 74	17.3%	13.1%	11.8%
75 - 84	11.7%	8.3%	7.2%
85 +	4.1%	3.5%	3.4%
18 +	90.7%	87.2%	84.7%
2024 Population by Age			
Total	6,836	67,975	174,770
0 - 4	2.5%	3.1%	3.8%
5 - 9	2.4%	3.2%	3.9%
10 - 14	2.4%	3.3%	3.9%
15 - 24	7.3%	9.4%	10.1%
25 - 34	12.6%	17.5%	17.0%
35 - 44	10.2%	11.9%	12.7%
45 - 54	11.1%	11.2%	11.6%
55 - 64	15.8%	13.6%	13.0%
65 - 74	17.5%	13.5%	12.2%
75 - 84	13.9%	9.6%	8.3%
85 +	4.4%	3.7%	3.5%
18 +	91.0%	88.2%	85.8%
2029 Population by Age			
Total	6,803	71,017	180,451
0 - 4	2.4%	2.9%	3.7%
5 - 9	2.3%	3.0%	3.7%
10 - 14	2.5%	3.3%	4.0%
15 - 24	6.5%	8.4%	9.2%
25 - 34	11.6%	16.0%	15.1%
35 - 44	10.2%	12.8%	13.9%
45 - 54	10.9%	11.2%	11.7%
55 - 64	14.1%	12.6%	12.0%
65 - 74	18.1%	14.1%	12.8%
75 - 84	16.0%	11.3%	9.8%
85 +	5.4%	4.4%	4.1%
18 +	91.4%	88.8%	86.3%

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

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2020 Population by Sex			
Males	3,030	32,441	82,960
Females	3,537	34,048	87,052
2024 Population by Sex			
Males	3,196	33,651	86,524
Females	3,641	34,325	88,244
2029 Population by Sex			
Males	3,166	34,970	88,795
Females	3,637	36,045	91,657
2010 Population by Race/Ethnicity			
Total	5,588	59,934	157,150
White Alone	93.2%	89.6%	86.3%
Black Alone	1.2%	1.7%	2.1%
American Indian Alone	0.4%	1.0%	2.2%
Asian Alone	2.5%	2.4%	2.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.0%	2.8%	4.3%
Two or More Races	1.8%	2.4%	2.5%
Hispanic Origin	4.9%	9.9%	12.8%
Diversity Index	21.1	33.8	41.9
2020 Population by Race/Ethnicity			
Total	6,567	66,489	170,012
White Alone	86.4%	81.7%	77.5%
Black Alone	1.4%	1.9%	2.5%
American Indian Alone	0.4%	1.0%	2.2%
Asian Alone	3.5%	3.6%	3.8%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	1.8%	3.4%	4.8%
Two or More Races	6.4%	8.3%	9.1%
Hispanic Origin	7.3%	10.6%	13.3%
Diversity Index	34.9	45.2	52.8
2024 Population by Race/Ethnicity			
Total	6,838	67,975	174,767
White Alone	85.1%	80.1%	75.8%
Black Alone	1.5%	2.0%	2.6%
American Indian Alone	0.4%	1.0%	2.3%
Asian Alone	4.0%	4.0%	4.1%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	1.9%	3.8%	5.3%
Two or More Races	6.9%	8.9%	9.8%
Hispanic Origin	7.8%	11.6%	14.5%
Diversity Index	37.4	48.0	55.7
2029 Population by Race/Ethnicity			
Total	6,803	71,015	180,452
White Alone	83.8%	78.5%	74.0%
Black Alone	1.6%	2.1%	2.7%
American Indian Alone	0.4%	1.0%	2.4%
Asian Alone	4.5%	4.4%	4.5%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.1%	4.2%	5.7%
Two or More Races	7.5%	9.6%	10.5%
Hispanic Origin	8.6%	12.6%	15.8%
Diversity Index	40.1	50.9	58.5

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.

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2020 Population by Relationship and Household Type			
Total	6,567	66,489	170,012
In Households	100.0%	99.6%	98.9%
Householder	56.2%	51.5%	47.8%
Opposite-Sex Spouse	19.6%	17.8%	17.6%
Same-Sex Spouse	0.2%	0.3%	0.3%
Opposite-Sex Unmarried Partner	3.3%	3.7%	3.5%
Same-Sex Unmarried Partner	0.3%	0.3%	0.3%
Biological Child	13.7%	17.2%	19.7%
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	0.7%	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%	4.2%	4.2%
In Group Quarters	0.0%	0.4%	1.1%
Institutionalized	0.0%	0.2%	0.7%
Noninstitutionalized	0.0%	0.2%	0.4%
2024 Population 25+ by Educational Attainment			
Total	5,843	55,047	136,709
Less than 9th Grade	2.5%	1.5%	1.4%
9th - 12th Grade, No Diploma	1.8%	1.6%	2.2%
High School Graduate	6.5%	9.9%	11.7%
GED/Alternative Credential	1.5%	1.7%	1.8%
Some College, No Degree	19.8%	15.8%	16.0%
Associate Degree	2.5%	6.7%	6.6%
Bachelor's Degree	38.5%	39.6%	37.9%
Graduate/Professional Degree	26.9%	23.3%	22.3%
2024 Population 15+ by Marital Status			
Total	6,338	61,456	154,299
Never Married	27.0%	37.5%	36.5%
Married	47.7%	45.7%	45.9%
Widowed	7.9%	4.9%	5.5%
Divorced	17.4%	11.9%	12.0%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,994	41,050	104,480
Population 16+ Employed	96.8%	97.7%	97.1%
Population 16+ Unemployment rate	3.2%	2.3%	2.9%
Population 16-24 Employed	8.3%	10.8%	11.3%
Population 16-24 Unemployment rate	5.6%	3.0%	6.7%
Population 25-54 Employed	52.1%	60.4%	62.5%
Population 25-54 Unemployment rate	2.6%	2.4%	2.4%
Population 55-64 Employed	19.6%	17.0%	15.7%
Population 55-64 Unemployment rate	2.7%	0.9%	2.2%
Population 65+ Employed	20.0%	11.8%	10.5%
Population 65+ Unemployment rate	4.4%	3.2%	2.4%

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2024 Employed Population 16+ by Industry			
Total	3,865	40,100	101,490
Agriculture/Mining	1.9%	0.5%	0.4%
Construction	2.3%	3.8%	4.9%
Manufacturing	9.8%	5.7%	5.5%
Wholesale Trade	2.5%	1.6%	1.8%
Retail Trade	5.6%	8.8%	9.7%
Transportation/Utilities	4.1%	3.7%	4.1%
Information	2.0%	2.0%	2.0%
Finance/Insurance/Real Estate	18.5%	17.3%	15.1%
Services	50.6%	54.0%	53.6%
Public Administration	2.7%	2.5%	2.9%
2024 Employed Population 16+ by Occupation			
Total	3,862	40,102	101,490
White Collar	81.5%	80.4%	78.8%
Management/Business/Financial	35.7%	31.8%	29.5%
Professional	28.8%	27.6%	27.1%
Sales	12.4%	12.3%	12.2%
Administrative Support	4.6%	8.8%	10.0%
Services	13.0%	12.5%	13.0%
Blue Collar	5.4%	7.0%	8.2%
Farming/Forestry/Fishing	0.4%	0.1%	0.1%
Construction/Extraction	0.1%	1.5%	1.8%
Installation/Maintenance/Repair	0.9%	1.0%	1.3%
Production	0.6%	1.1%	1.5%
Transportation/Material Moving	3.4%	3.4%	3.6%
2020 Households by Type			
Total	3,678	34,348	81,462
Married Couple Households	34.8%	35.2%	37.5%
With Own Children <18	6.3%	8.8%	11.2%
Without Own Children <18	28.5%	26.4%	26.3%
Cohabiting Couple Households	6.6%	7.6%	7.8%
With Own Children <18	0.3%	0.9%	1.2%
Without Own Children <18	6.3%	6.7%	6.7%
Male Householder, No Spouse/Partner	22.3%	25.2%	23.5%
Living Alone	18.1%	19.0%	17.1%
65 Years and over	5.6%	4.6%	4.3%
With Own Children <18	0.8%	1.1%	1.2%
Without Own Children <18, With Relatives	2.3%	2.5%	2.5%
No Relatives Present	1.2%	2.6%	2.7%
Female Householder, No Spouse/Partner	36.4%	32.0%	31.1%
Living Alone	28.2%	22.6%	21.3%
65 Years and over	14.0%	10.6%	9.8%
With Own Children <18	1.9%	2.3%	2.7%
Without Own Children <18, With Relatives	4.4%	4.8%	5.1%
No Relatives Present	1.9%	2.2%	2.1%
2020 Households by Size			
Total	3,678	34,348	81,462
1 Person Household	46.2%	41.6%	38.4%
2 Person Household	40.1%	38.1%	36.9%
3 Person Household	7.6%	9.8%	11.1%
4 Person Household	3.9%	6.6%	8.2%
5 Person Household	1.5%	2.5%	3.3%
6 Person Household	0.5%	0.9%	1.2%
7 + Person Household	0.2%	0.6%	0.9%

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2020 Households by Tenure and Mortgage Status			
Total	3,678	34,348	81,462
Owner Occupied	70.7%	60.3%	60.2%
Owned with a Mortgage/Loan	43.6%	38.5%	40.1%
Owned Free and Clear	27.1%	21.8%	20.0%
Renter Occupied	29.3%	39.7%	39.8%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	64	63	62
Percent of Income for Mortgage	40.7%	41.2%	41.5%
Wealth Index	208	160	153
2020 Housing Units By Urban/ Rural Status			
Total	4,495	41,490	95,173
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	6,567	66,489	170,012
Urban Population	100.0%	99.9%	98.8%
Rural Population	0.0%	0.1%	1.2%

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.	Golden Years (9B)	Emerald City (8B)	Emerald City (8B)
2.	Emerald City (8B)	Top Tier (1A)	Old and Newcomers (8F)
3.	Silver & Gold (9A)	Golden Years (9B)	Top Tier (1A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$13,184,011	\$116,559,201	\$276,642,647
Average Spent	\$3,486.91	\$3,277.91	\$3,269.81
Spending Potential Index	146	138	137
Education: Total \$	\$10,130,016	\$88,927,663	\$211,777,111
Average Spent	\$2,679.19	\$2,500.85	\$2,503.13
Spending Potential Index	155	145	145
Entertainment/Recreation: Total \$	\$23,332,722	\$197,626,904	\$468,630,404
Average Spent	\$6,171.05	\$5,557.72	\$5,539.04
Spending Potential Index	151	136	135
Food at Home: Total \$	\$41,114,001	\$353,078,952	\$837,420,775
Average Spent	\$10,873.84	\$9,929.38	\$9,898.01
Spending Potential Index	149	136	136
Food Away from Home: Total \$	\$22,143,481	\$194,277,627	\$460,215,389
Average Spent	\$5,856.51	\$5,463.53	\$5,439.58
Spending Potential Index	151	140	140
Health Care: Total \$	\$43,782,629	\$357,963,199	\$847,967,745
Average Spent	\$11,579.64	\$10,066.74	\$10,022.67
Spending Potential Index	151	131	130
HH Furnishings & Equipment: Total \$	\$17,801,614	\$151,788,099	\$360,198,410
Average Spent	\$4,708.18	\$4,268.63	\$4,257.41
Spending Potential Index	149	135	135
Personal Care Products & Services: Total \$	\$5,838,469	\$50,406,858	\$118,968,809
Average Spent	\$1,544.16	\$1,417.56	\$1,406.17
Spending Potential Index	155	142	141
Shelter: Total \$	\$153,816,168	\$1,331,975,602	\$3,149,287,014
Average Spent	\$40,681.35	\$37,458.19	\$37,223.41
Spending Potential Index	153	140	140
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,820,403	\$167,026,646	\$393,861,105
Average Spent	\$5,506.59	\$4,697.17	\$4,655.29
Spending Potential Index	157	134	133
Travel: Total \$	\$17,565,296	\$150,384,777	\$355,305,726
Average Spent	\$4,645.67	\$4,229.16	\$4,199.58
Spending Potential Index	153	139	138
Vehicle Maintenance & Repairs: Total \$	\$8,302,427	\$70,405,102	\$167,424,429
Average Spent	\$2,195.83	\$1,979.95	\$1,978.90
Spending Potential Index	148	134	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.