

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	5,891	58,335	156,581
2020 Total Population	6,913	64,683	169,327
2020 Group Quarters	4	225	1,895
2023 Total Population	7,256	65,572	172,821
2023 Group Quarters	4	218	1,887
2028 Total Population	7,331	67,410	176,672
2023-2028 Annual Rate	0.21%	0.55%	0.44%
2023 Total Daytime Population	13,571	112,956	265,618
Workers	10,251	84,028	189,317
Residents	3,320	28,928	76,301
<b>Household Summary</b>			
2010 Households	3,381	29,575	74,130
2010 Average Household Size	1.74	1.97	2.10
2020 Total Households	4,012	33,366	81,101
2020 Average Household Size	1.72	1.93	2.06
2023 Households	4,102	34,160	83,324
2023 Average Household Size	1.77	1.91	2.05
2028 Households	4,200	35,673	86,255
2028 Average Household Size	1.74	1.88	2.03
2023-2028 Annual Rate	0.47%	0.87%	0.69%
2010 Families	1,470	14,312	38,027
2010 Average Family Size	2.44	2.68	2.82
2023 Families	1,709	15,450	40,462
2023 Average Family Size	2.51	2.66	2.81
2028 Families	1,765	16,058	41,870
2028 Average Family Size	2.45	2.61	2.77
2023-2028 Annual Rate	0.65%	0.77%	0.69%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,209	35,242	85,610
Owner Occupied Housing Units	61.2%	59.5%	58.7%
Renter Occupied Housing Units	20.3%	25.7%	29.8%
Vacant Housing Units	18.5%	14.7%	11.6%
2010 Housing Units	4,400	36,947	88,618
Owner Occupied Housing Units	57.2%	54.1%	53.8%
Renter Occupied Housing Units	19.6%	25.9%	29.9%
Vacant Housing Units	23.2%	20.0%	16.3%
2020 Housing Units	4,904	40,419	94,980
Owner Occupied Housing Units	57.8%	51.6%	51.5%
Renter Occupied Housing Units	24.0%	31.0%	33.9%
Vacant Housing Units	18.5%	17.8%	14.6%
2023 Housing Units	4,953	40,791	96,636
Owner Occupied Housing Units	60.7%	54.0%	53.2%
Renter Occupied Housing Units	22.1%	29.7%	33.0%
Vacant Housing Units	17.2%	16.3%	13.8%
2028 Housing Units	5,067	42,275	99,405
Owner Occupied Housing Units	62.3%	54.2%	53.6%
Renter Occupied Housing Units	20.6%	30.2%	33.2%
Vacant Housing Units	17.1%	15.6%	13.2%

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 30, 2023

# Community Profile

Scottsdale Forum  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.52874  
Longitude: -111.92513

	1 mile	3 miles	5 miles
<b>2023 Households by Income</b>			
Household Income Base	4,102	34,160	83,324
<\$15,000	6.6%	5.8%	5.6%
\$15,000 - \$24,999	4.8%	4.4%	4.8%
\$25,000 - \$34,999	5.1%	4.5%	5.5%
\$35,000 - \$49,999	7.6%	8.0%	9.4%
\$50,000 - \$74,999	11.9%	14.0%	13.9%
\$75,000 - \$99,999	11.9%	13.5%	12.4%
\$100,000 - \$149,999	15.7%	19.4%	18.6%
\$150,000 - \$199,999	10.9%	9.6%	9.6%
\$200,000+	25.5%	20.9%	20.1%
Average Household Income	\$167,632	\$155,008	\$149,620
<b>2028 Households by Income</b>			
Household Income Base	4,200	35,673	86,255
<\$15,000	4.3%	3.8%	3.8%
\$15,000 - \$24,999	3.1%	2.8%	3.3%
\$25,000 - \$34,999	3.2%	3.2%	4.1%
\$35,000 - \$49,999	5.9%	6.5%	7.8%
\$50,000 - \$74,999	11.1%	13.0%	12.9%
\$75,000 - \$99,999	12.5%	14.0%	12.7%
\$100,000 - \$149,999	17.8%	21.5%	20.7%
\$150,000 - \$199,999	13.8%	11.9%	12.0%
\$200,000+	28.4%	23.2%	22.8%
Average Household Income	\$191,913	\$175,163	\$170,585
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	3,005	22,027	51,413
<\$50,000	0.2%	0.3%	0.4%
\$50,000 - \$99,999	0.0%	0.3%	0.5%
\$100,000 - \$149,999	0.0%	0.5%	0.6%
\$150,000 - \$199,999	0.2%	0.9%	1.3%
\$200,000 - \$249,999	0.9%	1.2%	1.4%
\$250,000 - \$299,999	1.2%	2.7%	2.7%
\$300,000 - \$399,999	10.4%	14.0%	13.3%
\$400,000 - \$499,999	26.4%	22.1%	19.2%
\$500,000 - \$749,999	25.0%	27.1%	29.8%
\$750,000 - \$999,999	13.3%	10.8%	14.1%
\$1,000,000 - \$1,499,999	11.8%	9.7%	8.7%
\$1,500,000 - \$1,999,999	3.7%	3.7%	3.5%
\$2,000,000 +	6.8%	6.7%	4.5%
Average Home Value	\$798,752	\$761,409	\$729,519
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	3,157	22,914	53,240
<\$50,000	0.2%	0.3%	0.3%
\$50,000 - \$99,999	0.1%	0.4%	0.6%
\$100,000 - \$149,999	0.0%	0.1%	0.2%
\$150,000 - \$199,999	0.3%	0.8%	1.1%
\$200,000 - \$249,999	0.8%	1.0%	1.3%
\$250,000 - \$299,999	1.1%	2.3%	2.2%
\$300,000 - \$399,999	8.3%	11.8%	11.3%
\$400,000 - \$499,999	25.7%	22.3%	19.5%
\$500,000 - \$749,999	25.2%	27.8%	30.4%
\$750,000 - \$999,999	14.8%	12.1%	15.6%
\$1,000,000 - \$1,499,999	13.0%	10.6%	9.5%
\$1,500,000 - \$1,999,999	4.0%	3.7%	3.6%
\$2,000,000 +	6.7%	6.7%	4.5%
Average Home Value	\$819,577	\$779,802	\$746,986

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 30, 2023

# Community Profile

Scottsdale Forum  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.52874  
Longitude: -111.92513

	1 mile	3 miles	5 miles
<b>Median Household Income</b>			
2023	\$104,725	\$99,726	\$95,926
2028	\$123,125	\$111,087	\$109,279
<b>Median Home Value</b>			
2023	\$606,000	\$573,664	\$589,993
2028	\$635,364	\$598,195	\$611,176
<b>Per Capita Income</b>			
2023	\$95,394	\$80,686	\$72,286
2028	\$110,120	\$92,626	\$83,449
<b>Median Age</b>			
2010	52.4	46.4	43.6
2020	55.4	47.7	44.1
2023	57.0	50.4	47.0
2028	58.9	51.4	47.8
<b>2020 Population by Age</b>			
Total	6,913	64,683	169,327
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 +	90.8%	87.4%	84.8%
<b>2023 Population by Age</b>			
Total	7,257	65,571	172,822
0 - 4	2.4%	3.0%	3.7%
5 - 9	3.0%	3.4%	4.1%
10 - 14	3.3%	3.8%	4.5%
15 - 24	6.3%	8.4%	9.7%
25 - 34	8.7%	13.1%	13.1%
35 - 44	12.4%	12.4%	12.6%
45 - 54	11.4%	11.4%	11.8%
55 - 64	14.8%	14.1%	14.1%
65 - 74	19.6%	15.9%	13.9%
75 - 84	13.1%	10.4%	8.6%
85 +	5.1%	4.3%	3.8%
18 +	89.4%	87.5%	84.9%
<b>2028 Population by Age</b>			
Total	7,332	67,411	176,670
0 - 4	2.3%	3.0%	3.8%
5 - 9	2.8%	3.3%	4.0%
10 - 14	3.2%	3.6%	4.2%
15 - 24	5.8%	8.1%	9.3%
25 - 34	7.9%	12.2%	12.8%
35 - 44	11.5%	12.6%	12.6%
45 - 54	12.0%	11.4%	11.7%
55 - 64	12.6%	12.4%	12.7%
65 - 74	18.6%	16.3%	14.5%
75 - 84	16.7%	12.3%	10.2%
85 +	6.6%	5.0%	4.4%
18 +	89.9%	88.1%	85.6%
<b>2020 Population by Sex</b>			

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 30, 2023

	1 mile	3 miles	5 miles
Males	3,182	31,504	82,547
Females	3,731	33,179	86,780
<b>2023 Population by Sex</b>			
Males	3,294	31,727	84,460
Females	3,962	33,845	88,361
<b>2028 Population by Sex</b>			
Males	3,324	32,555	86,014
Females	4,007	34,855	90,658
<b>2010 Population by Race/Ethnicity</b>			
Total	5,890	58,333	156,581
White Alone	93.1%	90.3%	86.5%
Black Alone	1.2%	1.6%	2.1%
American Indian Alone	0.4%	0.9%	2.1%
Asian Alone	2.4%	2.4%	2.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.0%	2.4%	4.2%
Two or More Races	1.8%	2.3%	2.5%
Hispanic Origin	4.9%	8.4%	12.5%
Diversity Index	21.3	30.8	41.2
<b>2020 Population by Race/Ethnicity</b>			
Total	6,913	64,683	169,327
White Alone	86.4%	82.6%	77.9%
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%	4.7%
Two or More Races	6.4%	8.1%	9.0%
Hispanic Origin	7.3%	9.7%	13.0%
Diversity Index	35.0	43.0	52.1
<b>2023 Population by Race/Ethnicity</b>			
Total	7,255	65,573	172,820
White Alone	85.6%	81.7%	76.7%
Black Alone	1.6%	1.9%	2.6%
American Indian Alone	0.4%	0.9%	2.1%
Asian Alone	3.8%	3.9%	4.0%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	1.9%	3.0%	5.0%
Two or More Races	6.7%	8.5%	9.4%
Hispanic Origin	7.7%	10.1%	13.8%
Diversity Index	36.6	44.6	54.0
<b>2028 Population by Race/Ethnicity</b>			
Total	7,330	67,410	176,672
White Alone	84.4%	80.3%	75.2%
Black Alone	1.7%	2.1%	2.9%
American Indian Alone	0.4%	0.8%	2.1%
Asian Alone	4.1%	4.3%	4.4%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	2.0%	3.2%	5.3%
Two or More Races	7.2%	9.1%	10.0%
Hispanic Origin	8.0%	10.5%	14.3%
Diversity Index	38.6	46.7	56.1

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 30, 2023

	1 mile	3 miles	5 miles
<b>2020 Population by Relationship and Household Type</b>			
Total	6,913	64,683	169,327
In Households	99.9%	99.7%	98.9%
Householder	56.2%	51.6%	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%	17.0%	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%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	6,173	53,406	134,786
Less than 9th Grade	2.1%	1.0%	1.2%
9th - 12th Grade, No Diploma	1.5%	1.3%	2.2%
High School Graduate	5.8%	9.3%	11.0%
GED/Alternative Credential	1.7%	1.6%	1.8%
Some College, No Degree	19.2%	17.2%	16.9%
Associate Degree	2.5%	7.1%	7.1%
Bachelor's Degree	36.8%	36.8%	36.5%
Graduate/Professional Degree	30.5%	25.7%	23.3%
<b>2023 Population 15+ by Marital Status</b>			
Total	6,626	58,889	151,610
Never Married	29.5%	34.9%	35.3%
Married	50.2%	48.7%	47.7%
Widowed	6.1%	5.0%	5.4%
Divorced	14.2%	11.3%	11.6%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,101	37,995	100,515
Population 16+ Employed	96.8%	97.8%	97.3%
Population 16+ Unemployment rate	3.2%	2.2%	2.7%
Population 16-24 Employed	7.6%	10.4%	11.6%
Population 16-24 Unemployment rate	5.4%	2.8%	6.0%
Population 25-54 Employed	50.9%	56.6%	58.2%
Population 25-54 Unemployment rate	2.9%	2.4%	2.3%
Population 55-64 Employed	19.3%	18.0%	17.7%
Population 55-64 Unemployment rate	2.8%	0.9%	2.2%
Population 65+ Employed	22.3%	15.0%	12.5%
Population 65+ Unemployment rate	3.5%	2.6%	2.1%

	1 mile	3 miles	5 miles
<b>2023 Employed Population 16+ by Industry</b>			
Total	3,970	37,156	97,776
Agriculture/Mining	1.4%	0.5%	0.4%
Construction	2.2%	3.6%	4.8%
Manufacturing	10.2%	6.2%	5.8%
Wholesale Trade	2.3%	1.7%	1.8%
Retail Trade	5.8%	8.8%	9.5%
Transportation/Utilities	4.2%	3.5%	4.1%
Information	2.2%	2.2%	2.4%
Finance/Insurance/Real Estate	17.9%	16.8%	14.6%
Services	51.4%	54.3%	54.1%
Public Administration	2.5%	2.4%	2.6%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	3,972	37,154	97,775
White Collar	81.9%	81.2%	79.4%
Management/Business/Financial	32.4%	29.8%	27.2%
Professional	31.5%	29.9%	29.6%
Sales	12.9%	13.0%	12.8%
Administrative Support	5.0%	8.6%	9.9%
Services	12.8%	11.8%	12.4%
Blue Collar	5.3%	7.0%	8.2%
Farming/Forestry/Fishing	0.4%	0.1%	0.1%
Construction/Extraction	0.1%	1.3%	1.8%
Installation/Maintenance/Repair	0.9%	1.0%	1.2%
Production	0.7%	1.5%	1.9%
Transportation/Material Moving	3.2%	3.1%	3.2%
<b>2020 Households by Type</b>			
Total	4,012	33,366	81,101
Married Couple Households	35.0%	36.3%	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	6.2%	6.6%	6.6%
Male Householder, No Spouse/Partner	22.1%	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%	2.4%
No Relatives Present	1.2%	2.5%	2.7%
Female Householder, No Spouse/Partner	36.4%	31.7%	31.1%
Living Alone	28.0%	22.7%	21.4%
65 Years and over	14.0%	10.9%	9.9%
With Own Children <18	2.0%	2.2%	2.7%
Without Own Children <18, With Relatives	4.6%	4.8%	5.0%
No Relatives Present	1.9%	2.1%	2.1%
<b>2020 Households by Size</b>			
Total	4,012	33,366	81,101
1 Person Household	45.7%	41.3%	38.4%
2 Person Household	40.0%	38.6%	37.0%
3 Person Household	7.9%	9.6%	11.0%
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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 30, 2023

	1 mile	3 miles	5 miles
<b>2020 Households by Tenure and Mortgage Status</b>			
Total	4,012	33,366	81,101
Owner Occupied	70.7%	62.5%	60.3%
Owned with a Mortgage/Loan	43.7%	39.7%	40.2%
Owned Free and Clear	26.9%	22.8%	20.1%
Renter Occupied	29.3%	37.5%	39.7%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	75	76	71
Percent of Income for Mortgage	34.8%	34.6%	37.0%
Wealth Index	210	167	155
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	4,904	40,419	94,980
Urban Housing Units	100.0%	100.0%	99.4%
Rural Housing Units	0.0%	0.0%	0.6%
<b>2020 Population By Urban/ Rural Status</b>			
Total	6,913	64,683	169,327
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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 30, 2023

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Golden Years (9B)	Emerald City (8B)	Emerald City (8B)
2.	Silver & Gold (9A)	Golden Years (9B)	Old and Newcomers (8F)
3.	Emerald City (8B)	Top Tier (1A)	Top Tier (1A)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$13,751,871	\$108,681,506	\$256,884,055
Average Spent	\$3,352.48	\$3,181.54	\$3,082.95
Spending Potential Index	152	145	140
Education: Total \$	\$12,071,244	\$93,295,562	\$219,448,703
Average Spent	\$2,942.77	\$2,731.13	\$2,633.68
Spending Potential Index	164	152	147
Entertainment/Recreation: Total \$	\$24,043,783	\$184,438,094	\$433,760,728
Average Spent	\$5,861.48	\$5,399.24	\$5,205.71
Spending Potential Index	155	143	138
Food at Home: Total \$	\$42,892,482	\$333,479,859	\$785,709,715
Average Spent	\$10,456.48	\$9,762.29	\$9,429.57
Spending Potential Index	154	144	139
Food Away from Home: Total \$	\$23,258,495	\$184,149,290	\$434,481,938
Average Spent	\$5,670.04	\$5,390.79	\$5,214.37
Spending Potential Index	152	145	140
Health Care: Total \$	\$47,451,173	\$359,067,562	\$838,011,512
Average Spent	\$11,567.81	\$10,511.35	\$10,057.26
Spending Potential Index	157	143	137
HH Furnishings & Equipment: Total \$	\$18,956,617	\$146,298,053	\$344,016,338
Average Spent	\$4,621.31	\$4,282.73	\$4,128.66
Spending Potential Index	156	145	140
Personal Care Products & Services: Total \$	\$6,267,138	\$48,821,329	\$114,507,281
Average Spent	\$1,527.82	\$1,429.20	\$1,374.24
Spending Potential Index	160	149	144
Shelter: Total \$	\$160,016,800	\$1,245,506,425	\$2,937,042,038
Average Spent	\$39,009.46	\$36,460.96	\$35,248.45
Spending Potential Index	157	147	142
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,525,020	\$159,462,389	\$371,405,692
Average Spent	\$5,247.45	\$4,668.10	\$4,457.37
Spending Potential Index	168	149	142
Travel: Total \$	\$14,567,566	\$111,520,765	\$262,858,345
Average Spent	\$3,551.33	\$3,264.66	\$3,154.65
Spending Potential Index	158	145	140
Vehicle Maintenance & Repairs: Total \$	\$8,161,307	\$64,093,263	\$151,317,586
Average Spent	\$1,989.59	\$1,876.27	\$1,816.01
Spending Potential Index	152	143	139

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 30, 2023