





Market Profile

Ahwatukee TA
Area: 47.89 square miles

Prepared by Esri

Population Summary	
2000 Total Population	78,503
2010 Total Population	79,793
2019 Total Population	87,033
2019 Group Quarters	125
2024 Total Population	91,800
2019-2024 Annual Rate	1.07%
2019 Total Daytime Population	63,412
Workers	26,441
Residents	36,971
Household Summary	
2000 Households	30,143
2000 Average Household Size	2.60
2010 Households	32,360
2010 Average Household Size	2.46
2019 Households	35,328
2019 Average Household Size	2.46
2024 Households	37,227
2024 Average Household Size	2.46
2019-2024 Annual Rate	1.05%
2010 Families	21,379
2010 Average Family Size	3.01
2019 Families	22,945
2019 Average Family Size	3.03
2024 Families	24,062
2024 Average Family Size	3.04
2019-2024 Annual Rate	0.96%
Housing Unit Summary	
2000 Housing Units	32,161
Owner Occupied Housing Units	66.8%
Renter Occupied Housing Units	26.9%
Vacant Housing Units	6.3%
2010 Housing Units	34,893
Owner Occupied Housing Units	61.1%
Renter Occupied Housing Units	31.6%
Vacant Housing Units	7.3%
2019 Housing Units	37,230
Owner Occupied Housing Units	61.0%
Renter Occupied Housing Units	33.9%
Vacant Housing Units	5.1%
2024 Housing Units	39,128
Owner Occupied Housing Units	62.0%
Renter Occupied Housing Units	33.2%
Vacant Housing Units	4.9%
Median Household Income	
2019	\$91,484
2024	\$101,542
Median Home Value	
2019	\$342,048
2024	\$362,125
Per Capita Income	
2019	\$49,395
2024	\$55,359
Median Age	
2010	38.3
2019	39.9
2024	40.9

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income

Household Income Base	35,328
<\$15,000	4.0%
\$15,000 - \$24,999	3.9%
\$25,000 - \$34,999	4.6%
\$35,000 - \$49,999	10.5%
\$50,000 - \$74,999	17.0%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	21.3%
\$150,000 - \$199,999	10.2%
\$200,000+	14.6%
Average Household Income	\$121,749

2024 Households by Income

Household Income Base	37,227
<\$15,000	3.1%
\$15,000 - \$24,999	3.1%
\$25,000 - \$34,999	3.6%
\$35,000 - \$49,999	9.2%
\$50,000 - \$74,999	16.2%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	22.2%
\$150,000 - \$199,999	11.9%
\$200,000+	17.0%
Average Household Income	\$136,599

2019 Owner Occupied Housing Units by Value

Total	22,700
<\$50,000	0.2%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	1.3%
\$150,000 - \$199,999	5.5%
\$200,000 - \$249,999	11.7%
\$250,000 - \$299,999	18.5%
\$300,000 - \$399,999	30.1%
\$400,000 - \$499,999	15.0%
\$500,000 - \$749,999	13.2%
\$750,000 - \$999,999	2.9%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.5%
Average Home Value	\$394,264

2024 Owner Occupied Housing Units by Value

Total	24,246
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	2.6%
\$200,000 - \$249,999	8.3%
\$250,000 - \$299,999	18.2%
\$300,000 - \$399,999	33.2%
\$400,000 - \$499,999	18.5%
\$500,000 - \$749,999	15.5%
\$750,000 - \$999,999	2.2%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.4%
Average Home Value	\$410,216

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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2010 Population by Age	
Total	79,791
0 - 4	5.4%
5 - 9	6.5%
10 - 14	7.6%
15 - 24	13.2%
25 - 34	12.7%
35 - 44	14.9%
45 - 54	19.2%
55 - 64	11.5%
65 - 74	5.2%
75 - 84	2.7%
85 +	0.9%
18 +	75.5%
2019 Population by Age	
Total	87,035
0 - 4	4.9%
5 - 9	5.4%
10 - 14	6.1%
15 - 24	12.5%
25 - 34	14.4%
35 - 44	12.9%
45 - 54	14.7%
55 - 64	15.6%
65 - 74	8.7%
75 - 84	3.5%
85 +	1.2%
18 +	79.8%
2024 Population by Age	
Total	91,799
0 - 4	4.9%
5 - 9	5.1%
10 - 14	5.5%
15 - 24	11.3%
25 - 34	14.6%
35 - 44	13.9%
45 - 54	12.9%
55 - 64	14.5%
65 - 74	11.0%
75 - 84	4.8%
85 +	1.3%
18 +	80.9%
2010 Population by Sex	
Males	39,102
Females	40,691
2019 Population by Sex	
Males	42,534
Females	44,499
2024 Population by Sex	
Males	44,758
Females	47,042

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2010 Population by Race/Ethnicity

Total	79,793
White Alone	78.8%
Black Alone	5.4%
American Indian Alone	2.7%
Asian Alone	6.0%
Pacific Islander Alone	0.2%
Some Other Race Alone	3.2%
Two or More Races	3.6%
Hispanic Origin	12.5%
Diversity Index	50.8

2019 Population by Race/Ethnicity

Total	87,033
White Alone	74.1%
Black Alone	6.7%
American Indian Alone	3.4%
Asian Alone	7.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	3.8%
Two or More Races	4.5%
Hispanic Origin	14.5%
Diversity Index	57.9

2024 Population by Race/Ethnicity

Total	91,800
White Alone	71.2%
Black Alone	7.5%
American Indian Alone	3.6%
Asian Alone	8.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	4.1%
Two or More Races	4.9%
Hispanic Origin	15.6%
Diversity Index	61.6

2010 Population by Relationship and Household Type

Total	79,793
In Households	99.9%
In Family Households	82.5%
Householder	26.8%
Spouse	20.4%
Child	30.7%
Other relative	2.8%
Nonrelative	1.9%
In Nonfamily Households	17.4%
In Group Quarters	0.1%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.0%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

February 27, 2020

2019 Population 25+ by Educational Attainment

Total	61,825
Less than 9th Grade	0.9%
9th - 12th Grade, No Diploma	2.6%
High School Graduate	11.5%
GED/Alternative Credential	1.8%
Some College, No Degree	21.0%
Associate Degree	11.1%
Bachelor's Degree	30.9%
Graduate/Professional Degree	20.3%

2019 Population 15+ by Marital Status

Total	72,730
Never Married	32.0%
Married	51.9%
Widowed	3.6%
Divorced	12.5%

2019 Civilian Population 16+ in Labor Force

Civilian Employed	96.6%
Civilian Unemployed (Unemployment Rate)	3.4%

2019 Employed Population 16+ by Industry

Total	50,981
Agriculture/Mining	0.4%
Construction	4.4%
Manufacturing	9.7%
Wholesale Trade	3.5%
Retail Trade	10.0%
Transportation/Utilities	6.9%
Information	2.5%
Finance/Insurance/Real Estate	11.5%
Services	47.1%
Public Administration	3.8%

2019 Employed Population 16+ by Occupation

Total	50,982
White Collar	78.2%
Management/Business/Financial	23.4%
Professional	25.6%
Sales	13.2%
Administrative Support	16.0%
Services	10.8%
Blue Collar	11.0%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.1%
Installation/Maintenance/Repair	2.1%
Production	2.5%
Transportation/Material Moving	4.1%

2010 Population By Urban/ Rural Status

Total Population	79,793
Population Inside Urbanized Area	98.6%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.4%



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2010 Households by Type

Total	32,360
Households with 1 Person	26.3%
Households with 2+ People	73.7%
Family Households	66.1%
Husband-wife Families	50.2%
With Related Children	23.6%
Other Family (No Spouse Present)	15.8%
Other Family with Male Householder	4.8%
With Related Children	2.9%
Other Family with Female Householder	11.1%
With Related Children	7.7%
Nonfamily Households	7.6%
All Households with Children	34.7%
Multigenerational Households	2.4%
Unmarried Partner Households	7.2%
Male-female	6.2%
Same-sex	0.9%

2010 Households by Size

Total	32,360
1 Person Household	26.3%
2 Person Household	34.4%
3 Person Household	17.0%
4 Person Household	14.7%
5 Person Household	5.3%
6 Person Household	1.6%
7 + Person Household	0.7%

2010 Households by Tenure and Mortgage Status

Total	32,360
Owner Occupied	65.9%
Owned with a Mortgage/Loan	55.1%
Owned Free and Clear	10.8%
Renter Occupied	34.1%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	34,893
Housing Units Inside Urbanized Area	99.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.0%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Professional Pride (1B)
2. Bright Young Professionals
3. Soccer Moms (4A)

2019 Consumer Spending

Apparel & Services: Total \$	\$106,750,385
Average Spent	\$3,021.69
Spending Potential Index	141
Education: Total \$	\$78,954,130
Average Spent	\$2,234.89
Spending Potential Index	140
Entertainment/Recreation: Total \$	\$158,312,268
Average Spent	\$4,481.21
Spending Potential Index	137
Food at Home: Total \$	\$250,036,463
Average Spent	\$7,077.57
Spending Potential Index	137
Food Away from Home: Total \$	\$183,732,532
Average Spent	\$5,200.76
Spending Potential Index	142
Health Care: Total \$	\$282,164,811
Average Spent	\$7,987.00
Spending Potential Index	135
HH Furnishings & Equipment: Total \$	\$106,342,050
Average Spent	\$3,010.14
Spending Potential Index	141
Personal Care Products & Services: Total \$	\$45,173,773
Average Spent	\$1,278.70
Spending Potential Index	144
Shelter: Total \$	\$905,974,658
Average Spent	\$25,644.66
Spending Potential Index	139
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$121,250,432
Average Spent	\$3,432.13
Spending Potential Index	138
Travel: Total \$	\$111,200,297
Average Spent	\$3,147.65
Spending Potential Index	140
Vehicle Maintenance & Repairs: Total \$	\$56,746,463
Average Spent	\$1,606.27
Spending Potential Index	140

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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