



Market Profile

48th St & Ray Rd
 S 48th St & E Ray Rd, Phoenix, Arizona, 85044
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.31974
 Longitude: -111.98045

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	15,121	82,705	184,306
2010 Total Population	15,642	81,184	182,881
2021 Total Population	17,098	89,247	202,034
2021 Group Quarters	65	176	717
2026 Total Population	17,902	93,813	212,820
2021-2026 Annual Rate	0.92%	1.00%	1.05%
2021 Total Daytime Population	19,246	105,768	217,190
Workers	13,324	70,319	134,471
Residents	5,922	35,449	82,719
Household Summary			
2000 Households	6,507	32,066	69,893
2000 Average Household Size	2.32	2.58	2.63
2010 Households	7,029	33,565	73,306
2010 Average Household Size	2.22	2.41	2.49
2021 Households	7,806	37,240	81,531
2021 Average Household Size	2.18	2.39	2.47
2026 Households	8,184	39,107	85,759
2026 Average Household Size	2.18	2.39	2.47
2021-2026 Annual Rate	0.95%	0.98%	1.02%
2010 Families	3,833	21,266	46,206
2010 Average Family Size	2.90	2.99	3.07
2021 Families	4,122	23,223	50,397
2021 Average Family Size	2.88	2.97	3.06
2026 Families	4,316	24,383	52,951
2026 Average Family Size	2.87	2.98	3.07
2021-2026 Annual Rate	0.92%	0.98%	0.99%
Housing Unit Summary			
2000 Housing Units	7,016	33,819	74,034
Owner Occupied Housing Units	40.9%	65.1%	63.6%
Renter Occupied Housing Units	51.9%	29.8%	30.8%
Vacant Housing Units	7.3%	5.2%	5.6%
2010 Housing Units	7,477	35,734	78,820
Owner Occupied Housing Units	33.8%	57.7%	56.4%
Renter Occupied Housing Units	60.2%	36.3%	36.6%
Vacant Housing Units	6.0%	6.1%	7.0%
2021 Housing Units	8,129	38,910	85,610
Owner Occupied Housing Units	37.1%	56.5%	56.2%
Renter Occupied Housing Units	58.9%	39.2%	39.1%
Vacant Housing Units	4.0%	4.3%	4.8%
2026 Housing Units	8,510	40,768	89,863
Owner Occupied Housing Units	38.5%	57.4%	57.5%
Renter Occupied Housing Units	57.7%	38.5%	38.0%
Vacant Housing Units	3.8%	4.1%	4.6%
Median Household Income			
2021	\$74,527	\$90,148	\$82,944
2026	\$79,917	\$99,016	\$90,597
Median Home Value			
2021	\$347,414	\$358,809	\$347,443
2026	\$364,260	\$374,306	\$367,628
Per Capita Income			
2021	\$42,087	\$48,948	\$44,078
2026	\$46,609	\$54,190	\$48,871
Median Age			
2010	31.6	36.8	35.0
2021	33.9	38.6	37.1
2026	34.3	39.4	37.9

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

48th St & Ray Rd
 S 48th St & E Ray Rd, Phoenix, Arizona, 85044
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.31974
 Longitude: -111.98045

	1 mile	3 miles	5 miles
2021 Households by Income			
Household Income Base	7,806	37,235	81,526
<\$15,000	4.7%	4.0%	5.1%
\$15,000 - \$24,999	4.6%	3.6%	4.5%
\$25,000 - \$34,999	5.7%	5.1%	5.4%
\$35,000 - \$49,999	13.6%	10.1%	10.9%
\$50,000 - \$74,999	21.7%	16.9%	18.4%
\$75,000 - \$99,999	16.8%	15.3%	14.9%
\$100,000 - \$149,999	19.2%	21.6%	19.9%
\$150,000 - \$199,999	7.0%	10.4%	10.0%
\$200,000+	6.8%	13.0%	10.9%
Average Household Income	\$92,809	\$117,283	\$109,361
2026 Households by Income			
Household Income Base	8,184	39,102	85,754
<\$15,000	3.5%	2.9%	3.8%
\$15,000 - \$24,999	3.4%	2.7%	3.4%
\$25,000 - \$34,999	4.7%	3.9%	4.2%
\$35,000 - \$49,999	12.9%	9.2%	10.0%
\$50,000 - \$74,999	21.3%	16.2%	18.1%
\$75,000 - \$99,999	16.7%	15.4%	15.3%
\$100,000 - \$149,999	21.6%	22.9%	21.4%
\$150,000 - \$199,999	8.5%	12.3%	11.8%
\$200,000+	7.4%	14.4%	12.1%
Average Household Income	\$102,628	\$129,945	\$121,436
2021 Owner Occupied Housing Units by Value			
Total	3,016	21,967	48,070
<\$50,000	0.1%	0.1%	2.3%
\$50,000 - \$99,999	0.1%	0.1%	0.7%
\$100,000 - \$149,999	0.2%	0.3%	0.8%
\$150,000 - \$199,999	1.3%	1.2%	2.8%
\$200,000 - \$249,999	10.0%	8.1%	10.2%
\$250,000 - \$299,999	19.2%	16.3%	17.0%
\$300,000 - \$399,999	40.4%	40.8%	34.1%
\$400,000 - \$499,999	23.0%	18.4%	16.3%
\$500,000 - \$749,999	5.7%	12.0%	12.2%
\$750,000 - \$999,999	0.0%	1.4%	1.9%
\$1,000,000 - \$1,499,999	0.0%	0.6%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.4%
\$2,000,000 +	0.0%	0.4%	0.4%
Average Home Value	\$358,706	\$402,021	\$389,333
2026 Owner Occupied Housing Units by Value			
Total	3,274	23,390	51,616
<\$50,000	0.0%	0.0%	1.4%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.2%	0.2%	1.2%
\$200,000 - \$249,999	5.3%	4.2%	7.3%
\$250,000 - \$299,999	17.4%	13.4%	15.4%
\$300,000 - \$399,999	42.3%	43.3%	36.4%
\$400,000 - \$499,999	27.2%	21.3%	19.3%
\$500,000 - \$749,999	7.7%	14.3%	14.6%
\$750,000 - \$999,999	0.0%	1.5%	2.1%
\$1,000,000 - \$1,499,999	0.0%	0.7%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.7%	0.6%
\$2,000,000 +	0.0%	0.5%	0.4%
Average Home Value	\$378,406	\$427,068	\$419,872

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

48th St & Ray Rd
 S 48th St & E Ray Rd, Phoenix, Arizona, 85044
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.31974
 Longitude: -111.98045

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	15,639	81,185	182,883
0 - 4	7.3%	5.7%	6.1%
5 - 9	6.5%	6.1%	6.3%
10 - 14	6.4%	7.2%	7.0%
15 - 24	14.6%	14.0%	15.3%
25 - 34	21.6%	14.7%	15.3%
35 - 44	15.1%	14.2%	13.7%
45 - 54	14.2%	17.8%	16.6%
55 - 64	7.8%	11.6%	11.4%
65 - 74	3.6%	5.1%	5.0%
75 - 84	2.1%	2.7%	2.4%
85 +	0.8%	1.0%	0.9%
18 +	76.3%	76.5%	76.2%
2021 Population by Age			
Total	17,097	89,248	202,036
0 - 4	6.3%	5.0%	5.5%
5 - 9	5.7%	5.3%	5.5%
10 - 14	5.4%	5.7%	5.8%
15 - 24	14.7%	12.9%	13.6%
25 - 34	19.9%	16.0%	16.7%
35 - 44	15.9%	13.4%	13.3%
45 - 54	11.9%	13.3%	12.7%
55 - 64	10.6%	14.5%	13.6%
65 - 74	5.9%	9.0%	8.7%
75 - 84	2.7%	3.7%	3.5%
85 +	1.0%	1.2%	1.1%
18 +	79.4%	80.4%	79.6%
2026 Population by Age			
Total	17,902	93,813	212,821
0 - 4	6.4%	5.1%	5.5%
5 - 9	5.4%	5.1%	5.4%
10 - 14	5.1%	5.4%	5.6%
15 - 24	14.6%	12.0%	12.9%
25 - 34	19.8%	15.9%	16.2%
35 - 44	15.5%	14.2%	14.2%
45 - 54	11.8%	12.6%	12.2%
55 - 64	10.0%	12.9%	12.2%
65 - 74	7.1%	10.6%	9.9%
75 - 84	3.3%	4.9%	4.7%
85 +	1.1%	1.4%	1.3%
18 +	80.2%	81.0%	80.2%
2010 Population by Sex			
Males	7,671	39,814	90,513
Females	7,971	41,370	92,368
2021 Population by Sex			
Males	8,440	43,777	100,033
Females	8,659	45,470	102,001
2026 Population by Sex			
Males	8,808	45,949	105,006
Females	9,094	47,864	107,814

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

48th St & Ray Rd
 S 48th St & E Ray Rd, Phoenix, Arizona, 85044
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.31974
 Longitude: -111.98045

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	15,642	81,184	182,881
White Alone	69.3%	76.5%	72.0%
Black Alone	10.1%	6.1%	6.6%
American Indian Alone	3.4%	2.2%	3.7%
Asian Alone	6.9%	7.4%	6.4%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	5.3%	3.8%	7.3%
Two or More Races	4.7%	3.8%	3.8%
Hispanic Origin	16.9%	13.9%	20.2%
Diversity Index	64.3	54.7	64.2
2021 Population by Race/Ethnicity			
Total	17,099	89,246	202,035
White Alone	62.0%	70.3%	66.1%
Black Alone	13.0%	8.0%	8.4%
American Indian Alone	3.8%	2.5%	3.9%
Asian Alone	8.8%	9.7%	8.3%
Pacific Islander Alone	0.3%	0.2%	0.3%
Some Other Race Alone	6.3%	4.5%	8.3%
Two or More Races	5.8%	4.8%	4.7%
Hispanic Origin	19.3%	16.3%	22.9%
Diversity Index	71.7	62.9	70.8
2026 Population by Race/Ethnicity			
Total	17,901	93,813	212,820
White Alone	58.6%	67.2%	63.2%
Black Alone	14.4%	8.9%	9.2%
American Indian Alone	3.8%	2.6%	4.0%
Asian Alone	9.9%	11.1%	9.4%
Pacific Islander Alone	0.3%	0.2%	0.3%
Some Other Race Alone	6.7%	4.8%	8.7%
Two or More Races	6.3%	5.2%	5.1%
Hispanic Origin	20.3%	17.4%	24.1%
Diversity Index	74.6	66.4	73.5
2010 Population by Relationship and Household Type			
Total	15,642	81,184	182,881
In Households	99.7%	99.8%	99.7%
In Family Households	73.7%	80.3%	80.0%
Householder	24.3%	26.2%	25.2%
Spouse	15.1%	19.5%	18.1%
Child	27.8%	29.6%	30.3%
Other relative	3.7%	3.0%	4.0%
Nonrelative	2.7%	2.0%	2.4%
In Nonfamily Households	25.9%	19.5%	19.7%
In Group Quarters	0.3%	0.2%	0.3%
Institutionalized Population	0.2%	0.1%	0.1%
Noninstitutionalized Population	0.1%	0.1%	0.2%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

48th St & Ray Rd
 S 48th St & E Ray Rd, Phoenix, Arizona, 85044
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.31974
 Longitude: -111.98045

	1 mile	3 miles	5 miles
2021 Population 25+ by Educational Attainment			
Total	11,600	63,378	140,634
Less than 9th Grade	1.3%	1.4%	2.2%
9th - 12th Grade, No Diploma	2.4%	2.7%	4.0%
High School Graduate	13.7%	11.4%	12.8%
GED/Alternative Credential	3.0%	2.0%	2.7%
Some College, No Degree	23.8%	22.2%	22.3%
Associate Degree	12.2%	9.3%	8.7%
Bachelor's Degree	29.1%	30.4%	28.4%
Graduate/Professional Degree	14.5%	20.5%	18.9%
2021 Population 15+ by Marital Status			
Total	14,117	74,935	168,034
Never Married	40.7%	33.5%	36.4%
Married	41.6%	49.8%	47.6%
Widowed	3.7%	4.3%	3.8%
Divorced	14.0%	12.4%	12.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	11,646	56,543	126,386
Population 16+ Employed	96.7%	95.7%	95.0%
Population 16+ Unemployment rate	3.3%	4.3%	5.0%
Population 16-24 Employed	17.2%	13.7%	13.9%
Population 16-24 Unemployment rate	2.9%	6.3%	8.2%
Population 25-54 Employed	65.3%	62.1%	62.7%
Population 25-54 Unemployment rate	3.5%	3.6%	4.3%
Population 55-64 Employed	13.5%	18.0%	17.1%
Population 55-64 Unemployment rate	2.0%	3.7%	4.0%
Population 65+ Employed	3.9%	6.2%	6.3%
Population 65+ Unemployment rate	7.9%	8.2%	6.4%
2021 Employed Population 16+ by Industry			
Total	11,256	54,110	120,119
Agriculture/Mining	0.2%	0.3%	0.3%
Construction	3.9%	4.1%	5.0%
Manufacturing	7.5%	10.9%	10.2%
Wholesale Trade	3.7%	2.6%	2.6%
Retail Trade	10.0%	9.4%	10.4%
Transportation/Utilities	6.3%	6.8%	6.3%
Information	3.1%	2.3%	2.1%
Finance/Insurance/Real Estate	14.1%	12.5%	12.2%
Services	45.3%	46.7%	46.8%
Public Administration	6.0%	4.3%	4.2%
2021 Employed Population 16+ by Occupation			
Total	11,257	54,112	120,117
White Collar	77.7%	79.5%	76.3%
Management/Business/Financial	22.9%	25.5%	23.4%
Professional	27.0%	30.9%	29.5%
Sales	12.0%	9.9%	9.8%
Administrative Support	15.8%	13.2%	13.6%
Services	9.4%	8.7%	9.8%
Blue Collar	12.9%	11.8%	13.8%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	1.6%	2.1%	3.0%
Installation/Maintenance/Repair	2.2%	2.0%	2.0%
Production	2.5%	2.4%	3.0%
Transportation/Material Moving	6.4%	5.2%	5.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

March 09, 2022



Market Profile

48th St & Ray Rd
 S 48th St & E Ray Rd, Phoenix, Arizona, 85044
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.31974
 Longitude: -111.98045

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	7,029	33,565	73,305
Households with 1 Person	34.7%	28.1%	27.3%
Households with 2+ People	65.3%	71.9%	72.7%
Family Households	54.5%	63.4%	63.0%
Husband-wife Families	34.0%	47.1%	45.1%
With Related Children	16.8%	21.7%	20.8%
Other Family (No Spouse Present)	20.6%	16.3%	17.9%
Other Family with Male Householder	6.2%	5.0%	5.5%
With Related Children	3.9%	3.0%	3.3%
Other Family with Female Householder	14.3%	11.3%	12.4%
With Related Children	10.3%	7.6%	8.4%
Nonfamily Households	10.7%	8.5%	9.7%
All Households with Children	31.5%	32.7%	33.0%
Multigenerational Households	1.9%	2.4%	3.3%
Unmarried Partner Households	9.9%	7.5%	8.1%
Male-female	9.0%	6.7%	7.2%
Same-sex	0.9%	0.9%	0.9%
2010 Households by Size			
Total	7,029	33,566	73,306
1 Person Household	34.7%	28.1%	27.3%
2 Person Household	32.4%	34.2%	33.8%
3 Person Household	16.1%	16.9%	16.8%
4 Person Household	11.2%	13.6%	13.3%
5 Person Household	3.9%	5.0%	5.5%
6 Person Household	1.3%	1.6%	2.0%
7 + Person Household	0.5%	0.7%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	7,029	33,565	73,306
Owner Occupied	35.9%	61.4%	60.6%
Owned with a Mortgage/Loan	30.1%	51.2%	49.8%
Owned Free and Clear	5.8%	10.2%	10.8%
Renter Occupied	64.1%	38.6%	39.4%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	124	145	137
Percent of Income for Mortgage	19.6%	16.7%	17.6%
Wealth Index	84	140	125
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,477	35,734	78,820
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%
2010 Population By Urban/ Rural Status			
Total Population	15,642	81,184	182,881
Population Inside Urbanized Area	100.0%	100.0%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.2%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

48th St & Ray Rd
 S 48th St & E Ray Rd, Phoenix, Arizona, 85044
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.31974
 Longitude: -111.98045

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Bright Young Professionals (8C)	Young and Restless (11B)	Young and Restless (11B)
2.	Young and Restless (11B)	Workday Drive (4A)	Bright Young Professionals (8C)
3.	Workday Drive (4A)	Bright Young Professionals (8C)	Workday Drive (4A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$17,650,449	\$102,226,345	\$209,662,151
Average Spent	\$2,261.14	\$2,745.07	\$2,571.56
Spending Potential Index	107	129	121
Education: Total \$	\$13,534,475	\$83,096,760	\$168,899,123
Average Spent	\$1,733.86	\$2,231.38	\$2,071.59
Spending Potential Index	100	129	120
Entertainment/Recreation: Total \$	\$24,921,079	\$149,994,982	\$305,949,479
Average Spent	\$3,192.55	\$4,027.79	\$3,752.55
Spending Potential Index	99	125	116
Food at Home: Total \$	\$43,834,230	\$254,639,025	\$523,437,450
Average Spent	\$5,615.45	\$6,837.78	\$6,420.10
Spending Potential Index	103	125	118
Food Away from Home: Total \$	\$31,627,418	\$182,496,162	\$375,364,811
Average Spent	\$4,051.68	\$4,900.54	\$4,603.95
Spending Potential Index	107	129	121
Health Care: Total \$	\$47,155,128	\$285,815,077	\$583,443,975
Average Spent	\$6,040.88	\$7,674.95	\$7,156.10
Spending Potential Index	97	123	115
HH Furnishings & Equipment: Total \$	\$17,824,180	\$107,653,795	\$219,557,517
Average Spent	\$2,283.39	\$2,890.81	\$2,692.93
Spending Potential Index	101	128	119
Personal Care Products & Services: Total \$	\$7,274,729	\$43,047,752	\$88,032,574
Average Spent	\$931.94	\$1,155.95	\$1,079.74
Spending Potential Index	104	129	120
Shelter: Total \$	\$161,810,928	\$954,344,080	\$1,959,764,125
Average Spent	\$20,729.05	\$25,626.85	\$24,037.04
Spending Potential Index	103	127	119
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,263,370	\$113,363,132	\$230,649,593
Average Spent	\$2,339.66	\$3,044.12	\$2,828.98
Spending Potential Index	98	127	118
Travel: Total \$	\$19,235,935	\$120,096,029	\$243,664,632
Average Spent	\$2,464.25	\$3,224.92	\$2,988.61
Spending Potential Index	97	128	118
Vehicle Maintenance & Repairs: Total \$	\$9,131,321	\$52,870,120	\$108,587,147
Average Spent	\$1,169.78	\$1,419.71	\$1,331.85
Spending Potential Index	106	128	120

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.