

## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.714/-112.2793

10230 W Happy Valley Pkwy		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Peoria, AZ 85383									
Population									
Estimated Population (2023)		4,267		48,535		145,654		265,543	
Projected Population (2028)		4,585		54,017		157,912		285,615	
Census Population (2020)		4,082		46,480		140,170		256,054	
Census Population (2010)		1,497		28,890		104,928		209,268	
Projected Annual Growth (2023-2028)		318	1.5%	5,482	2.3%	12,258	1.7%	20,073	1.5%
Historical Annual Growth (2020-2023)		184	1.5%	2,055	1.5%	5,484	1.3%	9,489	1.2%
Historical Annual Growth (2010-2020)		2,586	17.3%	17,590	6.1%	35,243	3.4%	46,786	2.2%
Estimated Population Density (2023)		1,359	psm	1,717	psm	1,855	psm	1,726	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi	153.9	sq mi
Households									
Estimated Households (2023)		1,593		16,237		56,367		110,754	
Projected Households (2028)		1,782		18,704		63,087		123,023	
Census Households (2020)		1,521		15,327		53,540		105,385	
Census Households (2010)		461		9,450		41,219		88,961	
Projected Annual Growth (2023-2028)		189	2.4%	2,467	3.0%	6,720	2.4%	12,269	2.2%
Historical Annual Change (2010-2023)		1,133	18.9%	6,787	5.5%	15,147	2.8%	21,793	1.9%
Average Household Income									
Estimated Average Household Income (2023)		\$219,910		\$167,676		\$143,784		\$125,954	
Projected Average Household Income (2028)		\$213,323		\$154,124		\$134,786		\$117,928	
Census Average Household Income (2010)		\$128,998		\$101,102		\$83,503		\$74,571	
Census Average Household Income (2000)		\$89,274		\$70,379		\$65,504		\$63,714	
Projected Annual Change (2023-2028)		-\$6,587	-0.6%	-\$13,553	-1.6%	-\$8,998	-1.3%	-\$8,026	-1.3%
Historical Annual Change (2000-2023)		\$130,636	6.4%	\$97,297	6.0%	\$78,281	5.2%	\$62,240	4.2%
Median Household Income									
Estimated Median Household Income (2023)		\$136,712		\$128,733		\$109,758		\$96,890	
Projected Median Household Income (2028)		\$138,337		\$130,028		\$109,392		\$94,919	
Census Median Household Income (2010)		\$103,131		\$83,049		\$69,675		\$62,060	
Census Median Household Income (2000)		\$81,812		\$64,436		\$56,892		\$54,079	
Projected Annual Change (2023-2028)		\$1,625	0.2%	\$1,295	0.2%	-\$366	-	-\$1,972	-0.4%
Historical Annual Change (2000-2023)		\$54,900	2.9%	\$64,297	4.3%	\$52,866	4.0%	\$42,811	3.4%
Per Capita Income									
Estimated Per Capita Income (2023)		\$82,124		\$56,146		\$55,713		\$52,646	
Projected Per Capita Income (2028)		\$82,920		\$53,412		\$53,913		\$50,900	
Census Per Capita Income (2010)		\$39,680		\$33,063		\$32,799		\$31,696	
Census Per Capita Income (2000)		\$26,928		\$23,808		\$27,372		\$27,385	
Projected Annual Change (2023-2028)		\$796	0.2%	-\$2,734	-1.0%	-\$1,800	-0.6%	-\$1,746	-0.7%
Historical Annual Change (2000-2023)		\$55,196	8.9%	\$32,338	5.9%	\$28,342	4.5%	\$25,261	4.0%
Estimated Average Household Net Worth (2023)		\$1.77 M		\$1.54 M		\$1.29 M		\$1.09 M	

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Lat/Lon: 33.714/-112.2793

10230 W Happy Valley Pkwy									
Peoria, AZ 85383									
	1 mi radius			3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity									
Total Population (2023)	4,267		48,535		145,654		265,543		
White (2023)	3,076	72.1%	36,177	74.5%	113,198	77.7%	205,326	77.3%	
Black or African American (2023)	139	3.3%	1,522	3.1%	4,639	3.2%	9,234	3.5%	
American Indian or Alaska Native (2023)	37	0.9%	385	0.8%	946	0.6%	1,832	0.7%	
Asian (2023)	369	8.7%	3,184	6.6%	7,687	5.3%	13,629	5.1%	
Hawaiian or Pacific Islander (2023)	7	0.2%	87	0.2%	193	0.1%	356	0.1%	
Other Race (2023)	137	3.2%	1,588	3.3%	4,357	3.0%	9,216	3.5%	
Two or More Races (2023)	502	11.8%	5,593	11.5%	14,634	10.0%	25,949	9.8%	
Population < 18 (2023)	1,027	24.1%	11,881	24.5%	29,602	20.3%	47,556	17.9%	
White Not Hispanic	599	58.3%	7,357	61.9%	18,182	61.4%	27,821	58.5%	
Black or African American	31	3.1%	332	2.8%	1,022	3.5%	1,937	4.1%	
Asian	111	10.8%	794	6.7%	1,883	6.4%	3,039	6.4%	
Other Race Not Hispanic	74	7.2%	729	6.1%	1,906	6.4%	3,057	6.4%	
Hispanic	212	20.7%	2,670	22.5%	6,609	22.3%	11,702	24.6%	
Not Hispanic or Latino Population (2023)	3,528	82.7%	39,963	82.3%	122,977	84.4%	223,266	84.1%	
Not Hispanic White	2,859	81.0%	33,540	83.9%	106,022	86.2%	192,360	86.2%	
Not Hispanic Black or African American	121	3.4%	1,364	3.4%	4,287	3.5%	8,673	3.9%	
Not Hispanic American Indian or Alaska Native	19	0.5%	191	0.5%	488	0.4%	932	0.4%	
Not Hispanic Asian	361	10.2%	3,125	7.8%	7,521	6.1%	13,364	6.0%	
Not Hispanic Hawaiian or Pacific Islander	4	0.1%	43	0.1%	110	-	213	-	
Not Hispanic Other Race	7	0.2%	101	0.3%	262	0.2%	506	0.2%	
Not Hispanic Two or More Races	157	4.5%	1,598	4.0%	4,286	3.5%	7,217	3.2%	
Hispanic or Latino Population (2023)	739	17.3%	8,572	17.7%	22,677	15.6%	42,277	15.9%	
Hispanic White	217	29.4%	2,636	30.8%	7,177	31.6%	12,966	30.7%	
Hispanic Black or African American	18	2.5%	157	1.8%	351	1.5%	561	1.3%	
Hispanic American Indian or Alaska Native	18	2.5%	193	2.3%	458	2.0%	900	2.1%	
Hispanic Asian	9	1.2%	59	0.7%	166	0.7%	266	0.6%	
Hispanic Hawaiian or Pacific Islander	3	0.4%	44	0.5%	83	0.4%	143	0.3%	
Hispanic Other Race	130	17.5%	1,487	17.4%	4,095	18.1%	8,710	20.6%	
Hispanic Two or More Races	344	46.6%	3,995	46.6%	10,347	45.6%	18,732	44.3%	
Not Hispanic or Latino Population (2020)	3,552	87.0%	40,512	87.2%	124,697	89.0%	226,038	88.3%	
Hispanic or Latino Population (2020)	530	13.0%	5,968	12.8%	15,473	11.0%	30,016	11.7%	
Not Hispanic or Latino Population (2010)	1,349	90.1%	25,820	89.4%	95,848	91.3%	188,675	90.2%	
Hispanic or Latino Population (2010)	148	9.9%	3,069	10.6%	9,080	8.7%	20,592	9.8%	
Not Hispanic or Latino Population (2028)	3,791	82.7%	44,489	82.4%	133,213	84.4%	239,589	83.9%	
Hispanic or Latino Population (2028)	793	17.3%	9,528	17.6%	24,699	15.6%	46,026	16.1%	
Projected Annual Growth (2023-2028)	54	1.5%	956	2.2%	2,022	1.8%	3,749	1.8%	
Historical Annual Growth (2010-2020)	382	25.8%	2,899	9.4%	6,394	7.0%	9,423	4.6%	

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Total Age Distribution (2023)									
Total Population	4,267		48,535		145,654		265,543		
Age Under 5 Years	192	4.5%	2,558	5.3%	6,446	4.4%	10,684	4.0%	
Age 5 to 9 Years	259	6.1%	3,271	6.7%	8,304	5.7%	13,172	5.0%	
Age 10 to 14 Years	352	8.3%	3,857	7.9%	9,481	6.5%	14,941	5.6%	
Age 15 to 19 Years	333	7.8%	3,293	6.8%	8,134	5.6%	13,425	5.1%	
Age 20 to 24 Years	247	5.8%	2,415	5.0%	6,025	4.1%	11,009	4.1%	
Age 25 to 29 Years	226	5.3%	2,941	6.1%	7,212	5.0%	13,258	5.0%	
Age 30 to 34 Years	249	5.8%	3,293	6.8%	8,565	5.9%	14,264	5.4%	
Age 35 to 39 Years	333	7.8%	3,975	8.2%	9,912	6.8%	15,655	5.9%	
Age 40 to 44 Years	382	8.9%	3,907	8.0%	9,827	6.7%	15,450	5.8%	
Age 45 to 49 Years	386	9.0%	3,511	7.2%	8,775	6.0%	14,598	5.5%	
Age 50 to 54 Years	365	8.6%	3,155	6.5%	8,641	5.9%	15,055	5.7%	
Age 55 to 59 Years	225	5.3%	2,937	6.1%	8,975	6.2%	16,146	6.1%	
Age 60 to 64 Years	238	5.6%	2,964	6.1%	10,360	7.1%	18,939	7.1%	
Age 65 to 69 Years	182	4.3%	2,115	4.4%	9,827	6.7%	19,274	7.3%	
Age 70 to 74 Years	137	3.2%	1,848	3.8%	9,737	6.7%	20,951	7.9%	
Age 75 to 79 Years	76	1.8%	1,249	2.6%	7,088	4.9%	16,651	6.3%	
Age 80 to 84 Years	44	1.0%	665	1.4%	4,539	3.1%	11,526	4.3%	
Age 85 Years or Over	40	0.9%	580	1.2%	3,803	2.6%	10,544	4.0%	
Median Age	38.2		38.5		44.4		47.3		
Age 19 Years or Less	1,136	26.6%	12,979	26.7%	32,365	22.2%	52,222	19.7%	
Age 20 to 64 Years	2,652	62.1%	29,099	60.0%	78,294	53.8%	134,374	50.6%	
Age 65 Years or Over	479	11.2%	6,457	13.3%	34,995	24.0%	78,946	29.7%	
Female Age Distribution (2023)									
Female Population	2,143	50.2%	24,291	50.0%	74,402	51.1%	137,594	51.8%	
Age Under 5 Years	101	4.7%	1,265	5.2%	3,130	4.2%	5,210	3.8%	
Age 5 to 9 Years	121	5.6%	1,640	6.8%	4,058	5.5%	6,522	4.7%	
Age 10 to 14 Years	167	7.8%	1,803	7.4%	4,584	6.2%	7,310	5.3%	
Age 15 to 19 Years	182	8.5%	1,580	6.5%	3,927	5.3%	6,559	4.8%	
Age 20 to 24 Years	132	6.2%	1,231	5.1%	3,020	4.1%	5,595	4.1%	
Age 25 to 29 Years	122	5.7%	1,525	6.3%	3,677	4.9%	6,696	4.9%	
Age 30 to 34 Years	118	5.5%	1,624	6.7%	4,328	5.8%	7,185	5.2%	
Age 35 to 39 Years	182	8.5%	1,996	8.2%	5,047	6.8%	7,953	5.8%	
Age 40 to 44 Years	193	9.0%	1,942	8.0%	4,947	6.6%	7,809	5.7%	
Age 45 to 49 Years	186	8.7%	1,765	7.3%	4,423	5.9%	7,402	5.4%	
Age 50 to 54 Years	164	7.6%	1,568	6.5%	4,400	5.9%	7,694	5.6%	
Age 55 to 59 Years	114	5.3%	1,449	6.0%	4,676	6.3%	8,411	6.1%	
Age 60 to 64 Years	114	5.3%	1,450	6.0%	5,388	7.2%	10,102	7.3%	
Age 65 to 69 Years	105	4.9%	1,125	4.6%	5,286	7.1%	10,584	7.7%	
Age 70 to 74 Years	60	2.8%	973	4.0%	5,260	7.1%	11,591	8.4%	
Age 75 to 79 Years	40	1.9%	655	2.7%	3,757	5.0%	9,004	6.5%	
Age 80 to 84 Years	20	0.9%	369	1.5%	2,425	3.3%	6,116	4.4%	
Age 85 Years or Over	22	1.0%	331	1.4%	2,069	2.8%	5,849	4.3%	
Female Median Age	37.9		38.9		45.1		48.2		
Age 19 Years or Less	571	26.7%	6,288	25.9%	15,699	21.1%	25,602	18.6%	
Age 20 to 64 Years	1,324	61.8%	14,550	59.9%	39,906	53.6%	68,847	50.0%	
Age 65 Years or Over	247	11.5%	3,453	14.2%	18,797	25.3%	43,144	31.4%	

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10230 W Happy Valley Pkwy									
Peoria, AZ 85383									
	1 mi radius		3 mi radius		5 mi radius		7 mi radius		
Male Age Distribution (2023)									
Male Population	2,124	49.8%	24,244	50.0%	71,252	48.9%	127,949	48.2%	
Age Under 5 Years	91	4.3%	1,293	5.3%	3,316	4.7%	5,474	4.3%	
Age 5 to 9 Years	138	6.5%	1,631	6.7%	4,246	6.0%	6,649	5.2%	
Age 10 to 14 Years	185	8.7%	2,054	8.5%	4,897	6.9%	7,631	6.0%	
Age 15 to 19 Years	151	7.1%	1,713	7.1%	4,207	5.9%	6,866	5.4%	
Age 20 to 24 Years	116	5.4%	1,184	4.9%	3,005	4.2%	5,413	4.2%	
Age 25 to 29 Years	103	4.9%	1,416	5.8%	3,536	5.0%	6,562	5.1%	
Age 30 to 34 Years	131	6.2%	1,669	6.9%	4,237	5.9%	7,079	5.5%	
Age 35 to 39 Years	151	7.1%	1,979	8.2%	4,865	6.8%	7,702	6.0%	
Age 40 to 44 Years	189	8.9%	1,965	8.1%	4,880	6.8%	7,641	6.0%	
Age 45 to 49 Years	200	9.4%	1,747	7.2%	4,353	6.1%	7,195	5.6%	
Age 50 to 54 Years	201	9.5%	1,586	6.5%	4,241	6.0%	7,361	5.8%	
Age 55 to 59 Years	111	5.2%	1,489	6.1%	4,299	6.0%	7,735	6.0%	
Age 60 to 64 Years	124	5.9%	1,514	6.2%	4,972	7.0%	8,838	6.9%	
Age 65 to 69 Years	77	3.6%	991	4.1%	4,542	6.4%	8,690	6.8%	
Age 70 to 74 Years	76	3.6%	875	3.6%	4,477	6.3%	9,360	7.3%	
Age 75 to 79 Years	36	1.7%	594	2.5%	3,331	4.7%	7,647	6.0%	
Age 80 to 84 Years	25	1.2%	296	1.2%	2,114	3.0%	5,410	4.2%	
Age 85 Years or Over	18	0.8%	249	1.0%	1,734	2.4%	4,696	3.7%	
Male Median Age	38.7		38.1		43.5		46.2		
Age 19 Years or Less	565	26.6%	6,691	27.6%	16,666	23.4%	26,620	20.8%	
Age 20 to 64 Years	1,327	62.5%	14,549	60.0%	38,388	53.9%	65,527	51.2%	
Age 65 Years or Over	232	10.9%	3,005	12.4%	16,198	22.7%	35,802	28.0%	
Males per 100 Females (2023)									
Overall Comparison	99		100		96		93		
Age Under 5 Years	90	47.5%	102	50.5%	106	51.4%	105	51.2%	
Age 5 to 9 Years	114	53.2%	99	49.9%	105	51.1%	102	50.5%	
Age 10 to 14 Years	111	52.5%	114	53.3%	107	51.7%	104	51.1%	
Age 15 to 19 Years	83	45.3%	108	52.0%	107	51.7%	105	51.1%	
Age 20 to 24 Years	88	46.7%	96	49.0%	100	49.9%	97	49.2%	
Age 25 to 29 Years	84	45.8%	93	48.1%	96	49.0%	98	49.5%	
Age 30 to 34 Years	111	52.6%	103	50.7%	98	49.5%	99	49.6%	
Age 35 to 39 Years	83	45.4%	99	49.8%	96	49.1%	97	49.2%	
Age 40 to 44 Years	98	49.5%	101	50.3%	99	49.7%	98	49.5%	
Age 45 to 49 Years	108	51.9%	99	49.7%	98	49.6%	97	49.3%	
Age 50 to 54 Years	123	55.1%	101	50.3%	96	49.1%	96	48.9%	
Age 55 to 59 Years	97	49.3%	103	50.7%	92	47.9%	92	47.9%	
Age 60 to 64 Years	109	52.2%	104	51.1%	92	48.0%	87	46.7%	
Age 65 to 69 Years	73	42.3%	88	46.8%	86	46.2%	82	45.1%	
Age 70 to 74 Years	127	55.9%	90	47.4%	85	46.0%	81	44.7%	
Age 75 to 79 Years	91	47.6%	91	47.6%	89	47.0%	85	45.9%	
Age 80 to 84 Years	126	55.7%	80	44.5%	87	46.6%	88	46.9%	
Age 85 Years or Over	80	44.3%	75	42.9%	84	45.6%	80	44.5%	
Age 19 Years or Less	99	49.7%	106	51.6%	106	51.5%	104	51.0%	
Age 20 to 39 Years	90	47.5%	98	49.5%	97	49.3%	98	49.4%	
Age 40 to 64 Years	107	51.7%	102	50.4%	95	48.8%	94	48.3%	
Age 65 Years or Over	94	48.4%	87	46.5%	86	46.3%	83	45.4%	

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Peoria, AZ 85383									
Household Type (2023)									
Total Households	1,593		16,237		56,367		110,754		
Households with Children	688	43.2%	6,694	41.2%	15,164	26.9%	24,318	22.0%	
Average Household Size	2.7		3.0		2.6		2.4		
Household Density per Square Mile	507		575		718		720		
Population Family	4,080	95.6%	45,085	92.9%	127,649	87.6%	221,696	83.5%	
Population Non-Family	187	4.4%	3,272	6.7%	16,954	11.6%	40,443	15.2%	
Population Group Quarters	-	-	178	0.4%	1,051	0.7%	3,404	1.3%	
Family Households	1,407	88.3%	13,731	84.6%	42,315	75.1%	76,535	69.1%	
Married Couple Households	1,212	86.2%	11,155	81.2%	32,606	77.1%	58,552	76.5%	
Other Family Households with Children	195	13.8%	2,576	18.8%	9,709	22.9%	17,984	23.5%	
Family Households with Children	686	48.8%	6,674	48.6%	15,121	35.7%	24,241	31.7%	
Married Couple with Children	560	81.6%	5,321	79.7%	11,639	77.0%	17,803	73.4%	
Other Family Households with Children	126	18.4%	1,354	20.3%	3,482	23.0%	6,438	26.6%	
Family Households No Children	721	51.2%	7,057	51.4%	27,194	64.3%	52,294	68.3%	
Married Couple No Children	652	90.5%	5,834	82.7%	20,967	77.1%	40,749	77.9%	
Other Family Households No Children	69	9.5%	1,223	17.3%	6,227	22.9%	11,545	22.1%	
Non-Family Households	186	11.7%	2,506	15.4%	14,051	24.9%	34,219	30.9%	
Non-Family Households with Children	2	1.3%	19	0.8%	43	0.3%	77	0.2%	
Non-Family Households No Children	184	98.7%	2,486	99.2%	14,008	99.7%	34,142	99.8%	
Average Family Household Size	2.9		3.3		3.0		2.9		
Average Family Income	\$223,066		\$180,028		\$163,004		\$149,833		
Median Family Income	\$139,336		\$136,121		\$124,829		\$116,818		
Average Non-Family Household Size	1.0		1.3		1.2		1.2		
Marital Status (2023)									
Population Age 15 Years or Over	3,464		38,849		121,423		226,746		
Never Married	507	14.6%	8,478	21.8%	23,731	19.5%	45,097	19.9%	
Currently Married	2,520	72.7%	25,051	64.5%	75,844	62.5%	134,306	59.2%	
Previously Married	437	12.6%	5,321	13.7%	21,849	18.0%	47,343	20.9%	
Separated	13	2.9%	1,172	22.0%	3,014	13.8%	6,262	13.2%	
Widowed	157	36.0%	1,198	22.5%	7,155	32.7%	16,896	35.7%	
Divorced	267	61.0%	2,951	55.5%	11,680	53.5%	24,186	51.1%	
Educational Attainment (2023)									
Adult Population Age 25 Years or Over	2,883		33,141		107,264		202,312		
Elementary (Grade Level 0 to 8)	16	0.6%	473	1.4%	1,798	1.7%	3,420	1.7%	
Some High School (Grade Level 9 to 11)	57	2.0%	1,094	3.3%	3,408	3.2%	6,940	3.4%	
High School Graduate	486	16.9%	5,485	16.6%	19,592	18.3%	42,031	20.8%	
Some College	585	20.3%	7,878	23.8%	24,435	22.8%	46,534	23.0%	
Associate Degree Only	318	11.0%	3,357	10.1%	11,267	10.5%	20,054	9.9%	
Bachelor Degree Only	763	26.5%	8,479	25.6%	28,097	26.2%	49,685	24.6%	
Graduate Degree	657	22.8%	6,374	19.2%	18,666	17.4%	33,648	16.6%	
Any College (Some College or Higher)	2,324	80.6%	26,088	78.7%	82,466	76.9%	149,922	74.1%	
College Degree + (Bachelor Degree or Higher)	1,420	49.3%	14,853	44.8%	46,764	43.6%	83,333	41.2%	

## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.714/-112.2793

10230 W Happy Valley Pkwy										
Peoria, AZ 85383										
			1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Housing										
Total Housing Units (2023)			2,191		17,796		62,345		122,915	
Total Housing Units (2020)			2,078		16,560		58,908		116,348	
Historical Annual Growth (2020-2023)			113	1.8%	1,236	2.5%	3,437	1.9%	6,567	1.9%
Housing Units Occupied (2023)			1,593	72.7%	16,237	91.2%	56,367	90.4%	110,754	90.1%
Housing Units Owner-Occupied			1,469	92.2%	14,540	89.5%	47,818	84.8%	89,240	80.6%
Housing Units Renter-Occupied			124	7.8%	1,698	10.5%	8,549	15.2%	21,514	19.4%
Housing Units Vacant (2023)			598	27.3%	1,558	8.8%	5,978	9.6%	12,161	9.9%
Household Size (2023)										
Total Households			1,593		16,237		56,367		110,754	
1 Person Households			146	9.2%	1,886	11.6%	11,559	20.5%	28,898	26.1%
2 Person Households			686	43.1%	5,698	35.1%	23,247	41.2%	47,163	42.6%
3 Person Households			441	27.7%	3,348	20.6%	8,384	14.9%	14,141	12.8%
4 Person Households			167	10.5%	3,064	18.9%	7,963	14.1%	12,384	11.2%
5 Person Households			86	5.4%	1,398	8.6%	3,404	6.0%	5,310	4.8%
6 Person Households			47	2.9%	569	3.5%	1,279	2.3%	2,017	1.8%
7 or More Person Households			21	1.3%	274	1.7%	531	0.9%	841	0.8%
Household Income Distribution (2023)										
HH Income \$200,000 or More			422	26.5%	3,553	21.9%	9,899	17.6%	15,509	14.0%
HH Income \$150,000 to \$199,999			264	16.6%	2,642	16.3%	7,443	13.2%	12,241	11.1%
HH Income \$125,000 to \$149,999			203	12.7%	1,988	12.2%	5,705	10.1%	10,246	9.3%
HH Income \$100,000 to \$124,999			148	9.3%	2,154	13.3%	6,671	11.8%	12,358	11.2%
HH Income \$75,000 to \$99,999			216	13.5%	1,981	12.2%	6,964	12.4%	14,293	12.9%
HH Income \$50,000 to \$74,999			208	13.0%	1,832	11.3%	8,123	14.4%	17,348	15.7%
HH Income \$35,000 to \$49,999			59	3.7%	892	5.5%	4,059	7.2%	9,573	8.6%
HH Income \$25,000 to \$34,999			36	2.2%	365	2.2%	2,607	4.6%	6,591	6.0%
HH Income \$15,000 to \$24,999			13	0.8%	340	2.1%	2,184	3.9%	5,631	5.1%
HH Income \$10,000 to \$14,999			2	0.1%	146	0.9%	1,002	1.8%	2,542	2.3%
HH Income Under \$10,000			23	1.5%	343	2.1%	1,711	3.0%	4,422	4.0%
Household Vehicles (2023)										
Households 0 Vehicles Available			5	0.3%	161	1.0%	1,426	2.5%	3,994	3.6%
Households 1 Vehicle Available			301	18.9%	2,978	18.3%	16,534	29.3%	39,306	35.5%
Households 2 Vehicles Available			813	51.0%	7,852	48.4%	25,611	45.4%	46,447	41.9%
Households 3 or More Vehicles Available			475	29.8%	5,247	32.3%	12,795	22.7%	21,008	19.0%
Total Vehicles Available			3,501		36,564		111,097		203,405	
Average Vehicles per Household			2.2		2.3		2.0		1.8	
Owner-Occupied Household Vehicles			3,270	93.4%	33,401	91.4%	97,005	87.3%	170,698	83.9%
Average Vehicles per Owner-Occupied Household			2.2		2.3		2.0		1.9	
Renter-Occupied Household Vehicles			231	6.6%	3,163	8.6%	14,091	12.7%	32,706	16.1%
Average Vehicles per Renter-Occupied Household			1.9		1.9		1.6		1.5	
Travel Time (2023)										
Worker Base Age 16 years or Over			2,535		26,975		71,731		123,061	
Travel to Work in 14 Minutes or Less			345	13.6%	3,580	13.3%	9,620	13.4%	19,012	15.4%
Travel to Work in 15 to 29 Minutes			624	24.6%	7,553	28.0%	19,548	27.3%	33,519	27.2%
Travel to Work in 30 to 59 Minutes			739	29.2%	6,877	25.5%	17,539	24.5%	29,192	23.7%
Travel to Work in 60 Minutes or More			165	6.5%	1,507	5.6%	3,870	5.4%	6,455	5.2%
Work at Home			662	26.1%	7,457	27.6%	21,154	29.5%	34,884	28.3%
Average Minutes Travel to Work			27.7		26.1		25.4		24.5	



## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.714/-112.2793

10230 W Happy Valley Pkwy									
Peoria, AZ 85383									
	1 mi radius			3 mi radius		5 mi radius		7 mi radius	
Transportation To Work (2023)									
Worker Base Age 16 years or Over	2,535		26,975		71,731		123,061		
Drive to Work Alone	1,588	62.6%	16,768	62.2%	43,342	60.4%	75,247	61.1%	
Drive to Work in Carpool	213	8.4%	1,939	7.2%	4,988	7.0%	8,761	7.1%	
Travel to Work by Public Transportation	13	0.5%	193	0.7%	446	0.6%	737	0.6%	
Drive to Work on Motorcycle	4	0.2%	99	0.4%	198	0.3%	325	0.3%	
Bicycle to Work	4	0.2%	47	0.2%	145	0.2%	228	0.2%	
Walk to Work	30	1.2%	226	0.8%	689	1.0%	1,356	1.1%	
Other Means	21	0.8%	245	0.9%	769	1.1%	1,523	1.2%	
Work at Home	662	26.1%	7,457	27.6%	21,154	29.5%	34,884	28.3%	
Daytime Demographics (2023)									
Total Businesses	280		1,326		3,747		8,979		
Total Employees	1,510		5,897		19,455		58,160		
Company Headquarter Businesses	7	2.6%	22	1.6%	63	1.7%	188	2.1%	
Company Headquarter Employees	75	4.9%	256	4.3%	930	4.8%	3,287	5.7%	
Employee Population per Business	5.4	to 1	4.4	to 1	5.2	to 1	6.5	to 1	
Residential Population per Business	15.2	to 1	36.6	to 1	38.9	to 1	29.6	to 1	
Adj. Daytime Demographics Age 16 Years or Over	2,364		16,952		67,142		158,525		
Labor Force									
Labor Population Age 16 Years or Over (2023)	3,390		38,053		119,522		223,701		
Labor Force Total Males (2023)	1,680	49.6%	18,852	49.5%	57,830	48.4%	106,661	47.7%	
Male Civilian Employed	1,375	81.9%	14,428	76.5%	37,816	65.4%	64,208	60.2%	
Male Civilian Unemployed	8	0.5%	302	1.6%	963	1.7%	1,952	1.8%	
Males in Armed Forces	-	-	22	0.1%	70	0.1%	162	0.2%	
Males Not in Labor Force	296	17.6%	4,101	21.8%	18,981	32.8%	40,338	37.8%	
Labor Force Total Females (2023)	1,710	50.4%	19,200	50.5%	61,692	51.6%	117,040	52.3%	
Female Civilian Employed	1,160	67.8%	12,549	65.4%	33,918	55.0%	58,856	50.3%	
Female Civilian Unemployed	12	0.7%	146	0.8%	523	0.8%	1,177	1.0%	
Females in Armed Forces	-	-	-	-	31	-	109	-	
Females Not in Labor Force	537	31.4%	6,506	33.9%	27,219	44.1%	56,897	48.6%	
Unemployment Rate	21	0.6%	448	1.2%	1,486	1.2%	3,130	1.4%	
Occupation (2023)									
Occupation Population Age 16 Years or Over	2,535		26,975		71,731		123,061		
Occupation Total Males	1,375	54.2%	14,427	53.5%	37,814	52.7%	64,206	52.2%	
Occupation Total Females	1,160	45.8%	12,548	46.5%	33,917	47.3%	58,855	47.8%	
Management, Business, Financial Operations	547	21.6%	5,974	22.1%	16,053	22.4%	26,517	21.5%	
Professional, Related	861	33.9%	7,607	28.2%	20,293	28.3%	33,689	27.4%	
Service	321	12.7%	3,493	12.9%	9,100	12.7%	15,712	12.8%	
Sales, Office	458	18.1%	5,993	22.2%	16,960	23.6%	30,372	24.7%	
Farming, Fishing, Forestry	2	-	48	0.2%	142	0.2%	200	0.2%	
Construction, Extraction, Maintenance	119	4.7%	1,783	6.6%	3,891	5.4%	6,484	5.3%	
Production, Transport, Material Moving	226	8.9%	2,077	7.7%	5,292	7.4%	10,087	8.2%	
White Collar Workers	1,866	73.6%	19,574	72.6%	53,306	74.3%	90,579	73.6%	
Blue Collar Workers	669	26.4%	7,401	27.4%	18,425	25.7%	32,482	26.4%	

## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.714/-112.2793

10230 W Happy Valley Pkwy									
Peoria, AZ 85383									
Units In Structure (2023)									
Total Units	1,593		16,237		56,367		110,754		
1 Detached Unit	1,423	89.3%	15,041	92.6%	48,270	85.6%	87,069	78.6%	
1 Attached Unit	62	3.9%	440	2.7%	3,020	5.4%	7,353	6.6%	
2 Units	4	0.2%	49	0.3%	223	0.4%	669	0.6%	
3 to 4 Units	8	0.5%	73	0.5%	450	0.8%	1,948	1.8%	
5 to 9 Units	6	0.4%	78	0.5%	830	1.5%	3,038	2.7%	
10 to 19 Units	9	0.6%	118	0.7%	553	1.0%	1,845	1.7%	
20 to 49 Units	7	0.5%	69	0.4%	437	0.8%	1,232	1.1%	
50 or More Units	65	4.1%	259	1.6%	1,565	2.8%	4,964	4.5%	
Mobile Home or Trailer	10	0.6%	100	0.6%	961	1.7%	2,510	2.3%	
Other Structure	-	-	10	-	57	0.1%	125	0.1%	
Homes Built By Year (2023)									
Homes Built 2020 or later	17	0.8%	234	1.3%	725	1.2%	1,275	1.0%	
Homes Built 2010 to 2019	1,030	47.0%	5,423	30.5%	11,315	18.1%	16,095	13.1%	
Homes Built 2000 to 2009	214	9.8%	6,213	34.9%	17,863	28.7%	27,221	22.1%	
Homes Built 1990 to 1999	174	7.9%	2,770	15.6%	13,353	21.4%	30,482	24.8%	
Homes Built 1980 to 1989	38	1.7%	696	3.9%	6,201	9.9%	14,990	12.2%	
Homes Built 1970 to 1979	55	2.5%	440	2.5%	5,188	8.3%	16,278	13.2%	
Homes Built 1960 to 1969	22	1.0%	193	1.1%	698	1.1%	2,171	1.8%	
Homes Built 1950 to 1959	16	0.8%	158	0.9%	670	1.1%	1,494	1.2%	
Homes Built 1940 to 1949	26	1.2%	91	0.5%	247	0.4%	521	0.4%	
Homes Built Before 1939	2	-	20	0.1%	108	0.2%	227	0.2%	
Median Age of Homes	18.1	yrs	21.2	yrs	26.6	yrs	30.1	yrs	
Home Values (2023)									
Owner Specified Housing Units	1,469		14,540		47,818		89,240		
Home Values \$1,000,000 or More	69	4.7%	576	4.0%	1,634	3.4%	2,925	3.3%	
Home Values \$750,000 to \$999,999	140	9.5%	891	6.1%	2,187	4.6%	3,779	4.2%	
Home Values \$500,000 to \$749,999	322	21.9%	3,788	26.1%	10,069	21.1%	17,285	19.4%	
Home Values \$400,000 to \$499,999	416	28.3%	3,253	22.4%	9,887	20.7%	16,914	19.0%	
Home Values \$300,000 to \$399,999	401	27.3%	3,687	25.4%	12,902	27.0%	23,341	26.2%	
Home Values \$250,000 to \$299,999	66	4.5%	1,287	8.9%	5,110	10.7%	9,823	11.0%	
Home Values \$200,000 to \$249,999	20	1.4%	464	3.2%	2,653	5.5%	6,306	7.1%	
Home Values \$175,000 to \$199,999	5	0.4%	104	0.7%	665	1.4%	1,822	2.0%	
Home Values \$150,000 to \$174,999	5	0.3%	89	0.6%	561	1.2%	1,698	1.9%	
Home Values \$125,000 to \$149,999	2	0.2%	44	0.3%	234	0.5%	745	0.8%	
Home Values \$100,000 to \$124,999	3	0.2%	37	0.3%	236	0.5%	687	0.8%	
Home Values \$90,000 to \$99,999	-	-	5	-	42	-	135	0.2%	
Home Values \$80,000 to \$89,999	1	-	20	0.1%	106	0.2%	288	0.3%	
Home Values \$70,000 to \$79,999	-	-	11	-	55	0.1%	171	0.2%	
Home Values \$60,000 to \$69,999	-	-	30	0.2%	65	0.1%	137	0.2%	
Home Values \$50,000 to \$59,999	5	0.4%	27	0.2%	104	0.2%	208	0.2%	
Home Values \$35,000 to \$49,999	3	0.2%	35	0.2%	264	0.6%	729	0.8%	
Home Values \$25,000 to \$34,999	2	0.2%	33	0.2%	320	0.7%	719	0.8%	
Home Values \$10,000 to \$24,999	3	0.2%	65	0.4%	352	0.7%	769	0.9%	
Home Values Under \$10,000	4	0.3%	95	0.7%	373	0.8%	760	0.9%	
Owner-Occupied Median Home Value	\$473,406		\$450,859		\$411,644		\$392,551		
Renter-Occupied Median Rent	\$1,264		\$1,497		\$1,424		\$1,373		



## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.714/-112.2793

10230 W Happy Valley Pkwy Peoria, AZ 85383		1 mi radius	3 mi radius	5 mi radius	7 mi radius
<b>Total Annual Consumer Expenditure (2023)</b>					
Total Household Expenditure	\$210.37 M	\$1.68 B	\$5.16 B	\$9.18 B	
Total Non-Retail Expenditure	\$111.62 M	\$889.35 M	\$2.73 B	\$4.86 B	
Total Retail Expenditure	\$98.75 M	\$790.22 M	\$2.43 B	\$4.32 B	
Apparel	\$7.6 M	\$61 M	\$185.13 M	\$326.27 M	
Contributions	\$7.61 M	\$59.55 M	\$181.85 M	\$319.59 M	
Education	\$7.52 M	\$59.18 M	\$174.91 M	\$299.76 M	
Entertainment	\$12.42 M	\$99.02 M	\$301.63 M	\$532.02 M	
Food and Beverages	\$30.13 M	\$242.18 M	\$745.58 M	\$1.33 B	
Furnishings and Equipment	\$7.7 M	\$61.16 M	\$186.65 M	\$329.84 M	
Gifts	\$5.93 M	\$45.47 M	\$137.83 M	\$240.97 M	
Health Care	\$16.98 M	\$135.43 M	\$424.46 M	\$766.15 M	
Household Operations	\$8.54 M	\$67.92 M	\$208.31 M	\$368.97 M	
Miscellaneous Expenses	\$4.03 M	\$32.05 M	\$98.6 M	\$175.39 M	
Personal Care	\$2.82 M	\$22.54 M	\$69.3 M	\$123.39 M	
Personal Insurance	\$1.66 M	\$13.09 M	\$39.56 M	\$69.08 M	
Reading	\$466.92 K	\$3.7 M	\$11.47 M	\$20.47 M	
Shelter	\$43.7 M	\$349.85 M	\$1.08 B	\$1.91 B	
Tobacco	\$998.67 K	\$8.13 M	\$26.21 M	\$48.82 M	
Transportation	\$38.06 M	\$305.04 M	\$934.52 M	\$1.66 B	
Utilities	\$14.19 M	\$114.28 M	\$357.85 M	\$647.79 M	
<b>Monthly Household Consumer Expenditure (2023)</b>					
Total Household Expenditure	\$11,002	\$8,620	\$7,627	\$6,904	
Total Non-Retail Expenditure	\$5,838 53.1%	\$4,564 53.0%	\$4,040 53.0%	\$3,655 52.9%	
Total Retail Expenditures	\$5,164 46.9%	\$4,056 47.0%	\$3,587 47.0%	\$3,248 47.1%	
Apparel	\$398 3.6%	\$313 3.6%	\$274 3.6%	\$245 3.6%	
Contributions	\$398 3.6%	\$306 3.5%	\$269 3.5%	\$240 3.5%	
Education	\$393 3.6%	\$304 3.5%	\$259 3.4%	\$226 3.3%	
Entertainment	\$650 5.9%	\$508 5.9%	\$446 5.8%	\$400 5.8%	
Food and Beverages	\$1,576 14.3%	\$1,243 14.4%	\$1,102 14.5%	\$1,001 14.5%	
Furnishings and Equipment	\$402 3.7%	\$314 3.6%	\$276 3.6%	\$248 3.6%	
Gifts	\$310 2.8%	\$233 2.7%	\$204 2.7%	\$181 2.6%	
Health Care	\$888 8.1%	\$695 8.1%	\$628 8.2%	\$576 8.4%	
Household Operations	\$447 4.1%	\$349 4.0%	\$308 4.0%	\$278 4.0%	
Miscellaneous Expenses	\$211 1.9%	\$164 1.9%	\$146 1.9%	\$132 1.9%	
Personal Care	\$147 1.3%	\$116 1.3%	\$102 1.3%	\$93 1.3%	
Personal Insurance	\$87 0.8%	\$67 0.8%	\$58 0.8%	\$52 0.8%	
Reading	\$24 0.2%	\$19 0.2%	\$17 0.2%	\$15 0.2%	
Shelter	\$2,286 20.8%	\$1,796 20.8%	\$1,590 20.8%	\$1,440 20.9%	
Tobacco	\$52 0.5%	\$42 0.5%	\$39 0.5%	\$37 0.5%	
Transportation	\$1,991 18.1%	\$1,566 18.2%	\$1,382 18.1%	\$1,250 18.1%	
Utilities	\$742 6.7%	\$587 6.8%	\$529 6.9%	\$487 7.1%	