

## Complete Profile

2010-2020 Census, 2024 Estimates with 2029 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>Population</b>				
Estimated Population (2024)	6,458	49,997	143,983	262,728
Projected Population (2029)	6,526	51,189	145,300	265,696
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 (2024-2029)	68 0.2%	1,192 0.5%	1,317 0.2%	2,968 0.2%
Historical Annual Growth (2020-2024)	2,376 14.5%	3,517 1.9%	3,812 0.7%	6,675 0.7%
Historical Annual Growth (2010-2020)	2,586 17.3%	17,590 6.1%	35,243 3.4%	46,786 2.2%
Estimated Population Density (2024)	2,057 psm	1,769 psm	1,834 psm	1,707 psm
Trade Area Size	3.1 sq mi	28.3 sq mi	78.5 sq mi	153.9 sq mi
<b>Households</b>				
Estimated Households (2024)	2,161	16,293	56,333	110,742
Projected Households (2029)	2,195	16,825	57,125	112,482
Census Households (2020)	1,521	15,327	53,540	105,385
Census Households (2010)	461	9,450	41,219	88,961
Projected Annual Growth (2024-2029)	34 0.3%	531 0.7%	792 0.3%	1,741 0.3%
Historical Annual Change (2010-2024)	1,701 26.4%	6,843 5.2%	15,114 2.6%	21,780 1.7%
<b>Average Household Income</b>				
Estimated Average Household Income (2024)	\$182,395	\$174,973	\$146,097	\$128,560
Projected Average Household Income (2029)	\$189,270	\$178,535	\$151,714	\$133,184
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 (2024-2029)	\$6,875 0.8%	\$3,563 0.4%	\$5,618 0.8%	\$4,625 0.7%
Historical Annual Change (2000-2024)	\$93,121 4.3%	\$104,594 6.2%	\$80,593 5.1%	\$64,845 4.2%
<b>Median Household Income</b>				
Estimated Median Household Income (2024)	\$133,998	\$133,147	\$110,077	\$99,317
Projected Median Household Income (2029)	\$135,178	\$134,983	\$111,534	\$100,617
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 (2024-2029)	\$1,181 0.2%	\$1,836 0.3%	\$1,457 0.3%	\$1,300 0.3%
Historical Annual Change (2000-2024)	\$52,185 2.7%	\$68,711 4.4%	\$53,184 3.9%	\$45,238 3.5%
<b>Per Capita Income</b>				
Estimated Per Capita Income (2024)	\$61,044	\$57,067	\$57,230	\$54,304
Projected Per Capita Income (2029)	\$63,664	\$58,726	\$59,716	\$56,498
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 (2024-2029)	\$2,620 0.9%	\$1,659 0.6%	\$2,486 0.9%	\$2,193 0.8%
Historical Annual Change (2000-2024)	\$34,116 5.3%	\$33,260 5.8%	\$29,858 4.5%	\$26,920 4.1%
Estimated Average Household Net Worth (2024)	\$1.57 M	\$1.63 M	\$1.5 M	\$1.38 M



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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 (2024)	6,458		49,997		143,983		262,728	
White (2024)	4,483	69.4%	36,168	72.3%	105,216	73.1%	187,876	71.5%
Black or African American (2024)	336	5.2%	2,203	4.4%	6,443	4.5%	13,744	5.2%
American Indian or Alaska Native (2024)	54	0.8%	376	0.8%	1,017	0.7%	2,243	0.9%
Asian (2024)	324	5.0%	2,445	4.9%	7,658	5.3%	14,363	5.5%
Hawaiian or Pacific Islander (2024)	19	0.3%	110	0.2%	252	0.2%	438	0.2%
Other Race (2024)	290	4.5%	1,986	4.0%	5,422	3.8%	11,037	4.2%
Two or More Races (2024)	954	14.8%	6,710	13.4%	17,974	12.5%	33,028	12.6%
Population < 18 (2024)	1,564	24.2%	11,416	22.8%	30,058	20.9%	56,276	21.4%
White Not Hispanic	774	49.5%	6,002	52.6%	14,766	49.1%	26,156	46.5%
Black or African American	88	5.7%	524	4.6%	1,642	5.5%	3,584	6.4%
Asian	63	4.0%	555	4.9%	1,781	5.9%	3,267	5.8%
Other Race Not Hispanic	108	6.9%	813	7.1%	2,120	7.1%	4,052	7.2%
Hispanic	531	33.9%	3,522	30.9%	9,748	32.4%	19,218	34.1%
Not Hispanic or Latino Population (2024)	4,713	73.0%	38,165	76.3%	110,222	76.6%	197,441	75.2%
Not Hispanic White	3,790	80.4%	31,500	82.5%	90,276	81.9%	158,464	80.3%
Not Hispanic Black or African American	309	6.6%	2,079	5.4%	6,163	5.6%	13,178	6.7%
Not Hispanic American Indian or Alaska Native	21	0.4%	158	0.4%	503	0.5%	1,132	0.6%
Not Hispanic Asian	323	6.9%	2,421	6.3%	7,526	6.8%	14,090	7.1%
Not Hispanic Hawaiian or Pacific Islander	12	0.3%	56	0.1%	133	0.1%	242	0.1%
Not Hispanic Other Race	7	0.2%	132	0.3%	396	0.4%	867	0.4%
Not Hispanic Two or More Races	250	5.3%	1,820	4.8%	5,225	4.7%	9,469	4.8%
Hispanic or Latino Population (2024)	1,746	27.0%	11,832	23.7%	33,761	23.4%	65,287	24.8%
Hispanic White	692	39.7%	4,668	39.5%	14,940	44.3%	29,412	45.0%
Hispanic Black or African American	27	1.5%	124	1.0%	279	0.8%	565	0.9%
Hispanic American Indian or Alaska Native	33	1.9%	219	1.8%	514	1.5%	1,111	1.7%
Hispanic Asian	-	-	24	0.2%	132	0.4%	273	0.4%
Hispanic Hawaiian or Pacific Islander	7	0.4%	54	0.5%	119	0.4%	196	0.3%
Hispanic Other Race	283	16.2%	1,854	15.7%	5,025	14.9%	10,170	15.6%
Hispanic Two or More Races	703	40.3%	4,889	41.3%	12,749	37.8%	23,560	36.1%
Not Hispanic or Latino Population (2020)	3,584	87.8%	40,822	87.8%	125,529	89.6%	227,789	89.0%
Hispanic or Latino Population (2020)	499	12.2%	5,658	12.2%	14,641	10.4%	28,265	11.0%
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 (2029)	4,633	71.0%	37,588	73.4%	106,958	73.6%	193,015	72.6%
Hispanic or Latino Population (2029)	1,893	29.0%	13,601	26.6%	38,341	26.4%	72,681	27.4%
Projected Annual Growth (2024-2029)	147	1.7%	1,769	3.0%	4,581	2.7%	7,394	2.3%
Historical Annual Growth (2010-2020)	351	23.7%	2,588	8.4%	5,561	6.1%	7,673	3.7%

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Peoria, AZ 85383									
Total Age Distribution (2024)									
Total Population	6,458		49,997		143,983		262,728		
Age Under 5 Years	370	5.7%	2,543	5.1%	6,912	4.8%	13,230	5.0%	
Age 5 to 9 Years	449	7.0%	3,151	6.3%	7,863	5.5%	14,708	5.6%	
Age 10 to 14 Years	462	7.2%	3,575	7.2%	8,578	6.0%	15,270	5.8%	
Age 15 to 19 Years	426	6.6%	3,375	6.7%	9,804	6.8%	18,542	7.1%	
Age 20 to 24 Years	363	5.6%	2,542	5.1%	6,644	4.6%	12,284	4.7%	
Age 25 to 29 Years	331	5.1%	2,620	5.2%	6,853	4.8%	12,821	4.9%	
Age 30 to 34 Years	446	6.9%	3,411	6.8%	8,360	5.8%	14,335	5.5%	
Age 35 to 39 Years	500	7.7%	3,931	7.9%	9,130	6.3%	14,917	5.7%	
Age 40 to 44 Years	511	7.9%	3,893	7.8%	9,337	6.5%	15,117	5.8%	
Age 45 to 49 Years	480	7.4%	3,719	7.4%	9,180	6.4%	14,848	5.7%	
Age 50 to 54 Years	469	7.3%	3,766	7.5%	9,447	6.6%	15,364	5.8%	
Age 55 to 59 Years	420	6.5%	3,124	6.2%	8,699	6.0%	15,006	5.7%	
Age 60 to 64 Years	373	5.8%	2,886	5.8%	9,262	6.4%	16,773	6.4%	
Age 65 to 69 Years	279	4.3%	2,423	4.8%	9,130	6.3%	17,326	6.6%	
Age 70 to 74 Years	243	3.8%	2,063	4.1%	9,018	6.3%	17,629	6.7%	
Age 75 to 79 Years	174	2.7%	1,454	2.9%	7,383	5.1%	15,161	5.8%	
Age 80 to 84 Years	89	1.4%	834	1.7%	4,511	3.1%	10,001	3.8%	
Age 85 Years or Over	72	1.1%	685	1.4%	3,874	2.7%	9,397	3.6%	
Median Age	37.8		39.4		45.0		46.1		
Age 19 Years or Less	1,708	26.4%	12,644	25.3%	33,156	23.0%	61,749	23.5%	
Age 20 to 64 Years	3,893	60.3%	29,893	59.8%	76,911	53.4%	131,465	50.0%	
Age 65 Years or Over	857	13.3%	7,460	14.9%	33,916	23.6%	69,514	26.5%	
Female Age Distribution (2024)									
Female Population	3,248	50.3%	25,300	50.6%	73,845	51.3%	135,367	51.5%	
Age Under 5 Years	180	5.5%	1,247	4.9%	3,352	4.5%	6,446	4.8%	
Age 5 to 9 Years	215	6.6%	1,497	5.9%	3,824	5.2%	7,421	5.5%	
Age 10 to 14 Years	235	7.2%	1,774	7.0%	4,060	5.5%	7,470	5.5%	
Age 15 to 19 Years	207	6.4%	1,638	6.5%	4,915	6.7%	9,172	6.8%	
Age 20 to 24 Years	188	5.8%	1,252	4.9%	3,295	4.5%	6,067	4.5%	
Age 25 to 29 Years	170	5.2%	1,339	5.3%	3,547	4.8%	6,594	4.9%	
Age 30 to 34 Years	231	7.1%	1,788	7.1%	4,370	5.9%	7,472	5.5%	
Age 35 to 39 Years	261	8.0%	1,996	7.9%	4,671	6.3%	7,647	5.6%	
Age 40 to 44 Years	243	7.5%	1,966	7.8%	4,759	6.4%	7,726	5.7%	
Age 45 to 49 Years	241	7.4%	1,894	7.5%	4,723	6.4%	7,683	5.7%	
Age 50 to 54 Years	232	7.1%	1,872	7.4%	4,777	6.5%	7,863	5.8%	
Age 55 to 59 Years	208	6.4%	1,589	6.3%	4,497	6.1%	7,824	5.8%	
Age 60 to 64 Years	190	5.9%	1,476	5.8%	4,960	6.7%	8,994	6.6%	
Age 65 to 69 Years	141	4.3%	1,286	5.1%	4,963	6.7%	9,440	7.0%	
Age 70 to 74 Years	134	4.1%	1,110	4.4%	4,906	6.6%	9,677	7.1%	
Age 75 to 79 Years	93	2.9%	779	3.1%	3,949	5.3%	8,179	6.0%	
Age 80 to 84 Years	46	1.4%	451	1.8%	2,366	3.2%	5,224	3.9%	
Age 85 Years or Over	33	1.0%	346	1.4%	1,912	2.6%	4,471	3.3%	
Female Median Age	37.8		39.9		45.7		46.6		
Age 19 Years or Less	837	25.8%	6,155	24.3%	16,151	21.9%	30,508	22.5%	
Age 20 to 64 Years	1,964	60.5%	15,173	60.0%	39,599	53.6%	67,870	50.1%	
Age 65 Years or Over	447	13.8%	3,971	15.7%	18,095	24.5%	36,990	27.3%	

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10230 W Happy Valley Pkwy			1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Peoria, AZ 85383										
Male Age Distribution (2024)										
Male Population	3,210	49.7%	24,698	49.4%	70,137	48.7%	127,361	48.5%		
Age Under 5 Years	190	5.9%	1,297	5.2%	3,559	5.1%	6,784	5.3%		
Age 5 to 9 Years	234	7.3%	1,654	6.7%	4,039	5.8%	7,287	5.7%		
Age 10 to 14 Years	227	7.1%	1,801	7.3%	4,518	6.4%	7,800	6.1%		
Age 15 to 19 Years	220	6.8%	1,737	7.0%	4,889	7.0%	9,370	7.4%		
Age 20 to 24 Years	175	5.4%	1,290	5.2%	3,348	4.8%	6,216	4.9%		
Age 25 to 29 Years	160	5.0%	1,281	5.2%	3,306	4.7%	6,227	4.9%		
Age 30 to 34 Years	215	6.7%	1,623	6.6%	3,990	5.7%	6,863	5.4%		
Age 35 to 39 Years	239	7.4%	1,935	7.8%	4,458	6.4%	7,270	5.7%		
Age 40 to 44 Years	269	8.4%	1,928	7.8%	4,578	6.5%	7,392	5.8%		
Age 45 to 49 Years	240	7.5%	1,824	7.4%	4,457	6.4%	7,166	5.6%		
Age 50 to 54 Years	237	7.4%	1,894	7.7%	4,669	6.7%	7,501	5.9%		
Age 55 to 59 Years	212	6.6%	1,535	6.2%	4,202	6.0%	7,183	5.6%		
Age 60 to 64 Years	183	5.7%	1,410	5.7%	4,302	6.1%	7,779	6.1%		
Age 65 to 69 Years	139	4.3%	1,137	4.6%	4,168	5.9%	7,886	6.2%		
Age 70 to 74 Years	109	3.4%	953	3.9%	4,112	5.9%	7,952	6.2%		
Age 75 to 79 Years	81	2.5%	675	2.7%	3,434	4.9%	6,982	5.5%		
Age 80 to 84 Years	43	1.3%	383	1.6%	2,145	3.1%	4,777	3.8%		
Age 85 Years or Over	38	1.2%	340	1.4%	1,962	2.8%	4,926	3.9%		
Male Median Age	37.6		38.8		44.1		45.0			
Age 19 Years or Less	871	27.1%	6,488	26.3%	17,005	24.2%	31,242	24.5%		
Age 20 to 64 Years	1,929	60.1%	14,720	59.6%	37,312	53.2%	63,596	49.9%		
Age 65 Years or Over	410	12.8%	3,489	14.1%	15,820	22.6%	32,524	25.5%		
Males per 100 Females (2024)										
Overall Comparison	99		98		95		94			
Age Under 5 Years	106	51.4%	104	51.0%	106	51.5%	105	51.3%		
Age 5 to 9 Years	109	52.1%	110	52.5%	106	51.4%	98	49.5%		
Age 10 to 14 Years	97	49.2%	102	50.4%	111	52.7%	104	51.1%		
Age 15 to 19 Years	106	51.5%	106	51.5%	99	49.9%	102	50.5%		
Age 20 to 24 Years	93	48.1%	103	50.7%	102	50.4%	102	50.6%		
Age 25 to 29 Years	94	48.5%	96	48.9%	93	48.2%	94	48.6%		
Age 30 to 34 Years	93	48.2%	91	47.6%	91	47.7%	92	47.9%		
Age 35 to 39 Years	92	47.8%	97	49.2%	95	48.8%	95	48.7%		
Age 40 to 44 Years	111	52.5%	98	49.5%	96	49.0%	96	48.9%		
Age 45 to 49 Years	99	49.9%	96	49.1%	94	48.6%	93	48.3%		
Age 50 to 54 Years	102	50.5%	101	50.3%	98	49.4%	95	48.8%		
Age 55 to 59 Years	102	50.4%	97	49.1%	93	48.3%	92	47.9%		
Age 60 to 64 Years	96	49.0%	96	48.8%	87	46.5%	86	46.4%		
Age 65 to 69 Years	99	49.7%	88	46.9%	84	45.6%	84	45.5%		
Age 70 to 74 Years	81	44.9%	86	46.2%	84	45.6%	82	45.1%		
Age 75 to 79 Years	88	46.7%	87	46.4%	87	46.5%	85	46.1%		
Age 80 to 84 Years	93	48.2%	85	46.0%	91	47.5%	91	47.8%		
Age 85 Years or Over	115	53.5%	98	49.6%	103	50.6%	110	52.4%		
Age 19 Years or Less	104	51.0%	105	51.3%	105	51.3%	102	50.6%		
Age 20 to 39 Years	93	48.1%	96	49.0%	95	48.7%	96	48.9%		
Age 40 to 64 Years	102	50.6%	98	49.4%	94	48.4%	92	48.0%		
Age 65 Years or Over	92	47.9%	88	46.8%	87	46.6%	88	46.8%		

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Peoria, AZ 85383									
Household Type (2024)									
Total Households		2,161		16,293		56,333		110,742	
Households with Children		784	36.3%	6,392	39.2%	14,690	26.1%	23,855	21.5%
Average Household Size		3.0		3.1		2.5		2.3	
Household Density per Square Mile		688		577		718		720	
Population Family		5,680	87.9%	43,214	86.4%	107,810	74.9%	181,541	69.1%
Population Non-Family		778	12.1%	6,586	13.2%	34,987	24.3%	77,443	29.5%
Population Group Quarters		-	-	197	0.4%	1,185	0.8%	3,744	1.4%
Family Households		1,671	77.3%	12,199	74.9%	31,636	56.2%	54,040	48.8%
Married Couple Households		1,422	85.1%	10,209	83.7%	25,992	82.2%	43,159	79.9%
Other Family Households with Children		249	14.9%	1,989	16.3%	5,645	17.8%	10,881	20.1%
Family Households with Children		783	46.9%	6,388	52.4%	14,677	46.4%	23,823	44.1%
Married Couple with Children		668	85.3%	5,384	84.3%	11,799	80.4%	18,458	77.5%
Other Family Households with Children		115	14.7%	1,004	15.7%	2,878	19.6%	5,365	22.5%
Family Households No Children		888	53.1%	5,810	47.6%	16,960	53.6%	30,216	55.9%
Married Couple No Children		754	84.9%	4,826	83.1%	14,193	83.7%	24,701	81.7%
Other Family Households No Children		134	15.1%	985	16.9%	2,767	16.3%	5,516	18.3%
Non-Family Households		490	22.7%	4,095	25.1%	24,697	43.8%	56,702	51.2%
Non-Family Households with Children		-	-	4	-	13	-	32	-
Non-Family Households No Children		490	99.9%	4,091	99.9%	24,683	99.9%	56,670	99.9%
Average Family Household Size		3.4		3.5		3.4		3.4	
Average Family Income		\$216,818		\$211,635		\$218,484		\$214,351	
Median Family Income		\$148,503		\$145,945		\$137,548		\$131,485	
Average Non-Family Household Size		1.6		1.6		1.4		1.4	
Marital Status (2024)									
Population Age 15 Years or Over		5,177		40,728		120,630		219,521	
Never Married		806	15.6%	8,888	21.8%	23,788	19.7%	43,993	20.0%
Currently Married		3,689	71.3%	26,194	64.3%	75,556	62.6%	130,380	59.4%
Previously Married		682	13.2%	5,646	13.9%	21,286	17.6%	45,148	20.6%
Separated		11	1.7%	1,174	20.8%	2,924	13.7%	6,081	13.5%
Widowed		169	24.7%	1,166	20.7%	6,711	31.5%	15,690	34.8%
Divorced		502	73.6%	3,307	58.6%	11,651	54.7%	23,378	51.8%
Educational Attainment (2024)									
Adult Population Age 25 Years or Over		4,387		34,812		104,183		188,695	
Elementary (Grade Level 0 to 8)		21	0.5%	491	1.4%	1,781	1.7%	3,369	1.8%
Some High School (Grade Level 9 to 11)		96	2.2%	1,011	2.9%	3,119	3.0%	6,112	3.2%
High School Graduate		696	15.9%	5,862	16.8%	18,905	18.1%	38,498	20.4%
Some College		851	19.4%	8,285	23.8%	23,964	23.0%	43,423	23.0%
Associate Degree Only		493	11.2%	3,492	10.0%	10,837	10.4%	19,094	10.1%
Bachelor Degree Only		1,325	30.2%	9,179	26.4%	27,589	26.5%	46,805	24.8%
Graduate Degree		905	20.6%	6,490	18.6%	17,988	17.3%	31,394	16.6%
Any College (Some College or Higher)		3,575	81.5%	27,447	78.8%	80,378	77.2%	140,716	74.6%
College Degree + (Bachelor Degree or Higher)		2,230	50.8%	15,670	45.0%	45,578	43.7%	78,199	41.4%



## Complete Profile

2010-2020 Census, 2024 Estimates with 2029 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 (2024)		2,310		17,478		61,516		121,468	
Total Housing Units (2020)		2,078		16,560		58,908		116,348	
Historical Annual Growth (2020-2024)		232	2.8%	918	1.4%	2,608	1.1%	5,120	1.1%
Housing Units Occupied (2024)		2,161	93.6%	16,293	93.2%	56,333	91.6%	110,742	91.2%
Housing Units Owner-Occupied		1,829	84.6%	14,534	89.2%	47,964	85.1%	89,213	80.6%
Housing Units Renter-Occupied		332	15.4%	1,759	10.8%	8,369	14.9%	21,529	19.4%
Housing Units Vacant (2024)		149	6.4%	1,184	6.8%	5,183	8.4%	10,727	8.8%
Household Size (2024)									
Total Households		2,161		16,293		56,333		110,742	
1 Person Households		437	20.2%	3,465	21.3%	22,617	40.1%	52,206	47.1%
2 Person Households		1,379	63.8%	8,434	51.8%	22,859	40.6%	39,170	35.4%
3 Person Households		183	8.4%	2,120	13.0%	5,088	9.0%	9,060	8.2%
4 Person Households		96	4.4%	1,300	8.0%	3,308	5.9%	5,814	5.3%
5 Person Households		43	2.0%	605	3.7%	1,518	2.7%	2,713	2.4%
6 Person Households		17	0.8%	264	1.6%	667	1.2%	1,200	1.1%
7 or More Person Households		8	0.4%	106	0.6%	275	0.5%	579	0.5%
Household Income Distribution (2024)									
HH Income \$200,000 or More		582	26.9%	3,782	23.2%	9,845	17.5%	15,729	14.2%
HH Income \$150,000 to \$199,999		387	17.9%	2,921	17.9%	8,060	14.3%	13,837	12.5%
HH Income \$125,000 to \$149,999		224	10.4%	1,813	11.1%	5,383	9.6%	9,244	8.3%
HH Income \$100,000 to \$124,999		183	8.5%	2,231	13.7%	7,073	12.6%	13,078	11.8%
HH Income \$75,000 to \$99,999		367	17.0%	1,991	12.2%	6,828	12.1%	14,430	13.0%
HH Income \$50,000 to \$74,999		261	12.1%	1,698	10.4%	7,929	14.1%	17,245	15.6%
HH Income \$35,000 to \$49,999		24	1.1%	679	4.2%	3,782	6.7%	8,803	7.9%
HH Income \$25,000 to \$34,999		22	1.0%	298	1.8%	2,397	4.3%	6,217	5.6%
HH Income \$15,000 to \$24,999		25	1.1%	369	2.3%	2,120	3.8%	4,976	4.5%
HH Income \$10,000 to \$14,999		-	-	54	0.3%	717	1.3%	1,708	1.5%
HH Income Under \$10,000		87	4.0%	459	2.8%	2,199	3.9%	5,475	4.9%
Household Vehicles (2024)									
Households 0 Vehicles Available		45	2.1%	235	1.4%	1,507	2.7%	3,945	3.6%
Households 1 Vehicle Available		503	23.2%	2,956	18.1%	17,065	30.3%	40,243	36.3%
Households 2 Vehicles Available		1,011	46.8%	7,645	46.9%	24,722	43.9%	44,970	40.6%
Households 3 or More Vehicles Available		603	27.9%	5,457	33.5%	13,039	23.1%	21,584	19.5%
Total Vehicles Available		4,579		36,870		110,644		203,457	
Average Vehicles per Household		2.1		2.3		2.0		1.8	
Owner-Occupied Household Vehicles		4,083	89.2%	33,650	91.3%	97,213	87.9%	171,381	84.2%
Average Vehicles per Owner-Occupied Household		2.2		2.3		2.0		1.9	
Renter-Occupied Household Vehicles		496	10.8%	3,220	8.7%	13,431	12.1%	32,076	15.8%
Average Vehicles per Renter-Occupied Household		1.5		1.8		1.6		1.5	
Travel Time (2024)									
Worker Base Age 16 years or Over		3,708		28,002		70,532		117,208	
Travel to Work in 14 Minutes or Less		497	13.4%	3,661	13.1%	9,181	13.0%	17,166	14.6%
Travel to Work in 15 to 29 Minutes		1,035	27.9%	8,084	28.9%	19,673	27.9%	32,788	28.0%
Travel to Work in 30 to 59 Minutes		1,021	27.5%	7,751	27.7%	18,898	26.8%	30,666	26.2%
Travel to Work in 60 Minutes or More		242	6.5%	1,293	4.6%	3,480	4.9%	5,711	4.9%
Work at Home		913	24.6%	7,213	25.8%	19,300	27.4%	30,877	26.3%
Average Minutes Travel to Work		26.2		26.2		25.8		25.1	

## Complete Profile

2010-2020 Census, 2024 Estimates with 2029 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>Transportation To Work (2024)</b>				
Worker Base Age 16 years or Over	3,708	28,002	70,532	117,208
Drive to Work Alone	2,350 63.4%	17,693 63.2%	43,535 61.7%	72,874 62.2%
Drive to Work in Carpool	363 9.8%	2,295 8.2%	5,642 8.0%	9,464 8.1%
Travel to Work by Public Transportation	8 0.2%	164 0.6%	316 0.4%	508 0.4%
Drive to Work on Motorcycle	3 -	109 0.4%	213 0.3%	307 0.3%
Bicycle to Work	5 0.1%	63 0.2%	168 0.2%	282 0.2%
Walk to Work	39 1.0%	190 0.7%	489 0.7%	1,116 1.0%
Other Means	27 0.7%	275 1.0%	869 1.2%	1,780 1.5%
Work at Home	913 24.6%	7,213 25.8%	19,300 27.4%	30,877 26.3%
<b>Daytime Demographics (2024)</b>				
Total Businesses	282	1,323	3,768	9,065
Total Employees	1,518	5,888	19,641	59,160
Company Headquarter Businesses	7 2.6%	22 1.6%	64 1.7%	189 2.1%
Company Headquarter Employees	75 4.9%	256 4.3%	936 4.8%	3,302 5.6%
Employee Population per Business	5.4 to 1	4.4 to 1	5.2 to 1	6.5 to 1
Residential Population per Business	22.9 to 1	37.8 to 1	38.2 to 1	29.0 to 1
Adj. Daytime Demographics Age 16 Years or Over	2,880	17,833	67,655	157,130
<b>Labor Force</b>				
Labor Population Age 16 Years or Over (2024)	5,070	39,970	118,602	215,336
Labor Force Total Males (2024)	2,511 49.5%	19,546 48.9%	57,017 48.1%	103,513 48.1%
Male Civilian Employed	1,966 78.3%	14,868 76.1%	37,074 65.0%	61,666 59.6%
Male Civilian Unemployed	37 1.5%	394 2.0%	1,136 2.0%	2,221 2.1%
Males in Armed Forces	- -	20 0.1%	31 -	108 0.1%
Males Not in Labor Force	508 20.2%	4,264 21.8%	18,776 32.9%	39,518 38.2%
Labor Force Total Females (2024)	2,559 50.5%	20,424 51.1%	61,585 51.9%	111,823 51.9%
Female Civilian Employed	1,742 68.1%	13,137 64.3%	33,468 54.3%	55,553 49.7%
Female Civilian Unemployed	36 1.4%	187 0.9%	631 1.0%	1,228 1.1%
Females in Armed Forces	- -	- -	15 -	39 -
Females Not in Labor Force	781 30.5%	7,099 34.8%	27,471 44.6%	55,003 49.2%
Unemployment Rate	73 1.4%	581 1.5%	1,768 1.5%	3,448 1.6%
<b>Occupation (2024)</b>				
Occupation Population Age 16 Years or Over	3,708	28,002	70,532	117,208
Occupation Total Males	1,966 53.0%	14,865 53.1%	37,064 52.5%	61,655 52.6%
Occupation Total Females	1,742 47.0%	13,137 46.9%	33,468 47.5%	55,553 47.4%
Management, Business, Financial Operations	878 -	6,440 23.0%	16,855 23.9%	26,969 23.0%
Professional, Related	1,146 30.9%	7,351 26.3%	18,466 26.2%	29,863 25.5%
Service	550 14.8%	3,824 13.7%	9,695 13.7%	15,921 13.6%
Sales, Office	682 18.4%	6,243 22.3%	16,077 22.8%	27,741 23.7%
Farming, Fishing, Forestry	- -	30 0.1%	73 0.1%	100 -
Construction, Extraction, Maintenance	136 3.7%	1,838 6.6%	3,879 5.5%	6,592 5.6%
Production, Transport, Material Moving	316 8.5%	2,277 8.1%	5,487 7.8%	10,022 8.6%
White Collar Workers	2,706 73.0%	20,033 71.5%	51,399 72.9%	84,573 72.2%
Blue Collar Workers	1,001 27.0%	7,969 28.5%	19,133 27.1%	32,635 27.8%



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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									
Units In Structure (2024)									
Total Units	2,161		16,293		56,333		110,742		
1 Detached Unit	1,788	82.7%	15,147	93.0%	48,407	85.9%	87,223	78.8%	
1 Attached Unit	74	3.4%	306	1.9%	3,022	5.4%	7,266	6.6%	
2 Units	6	0.3%	44	0.3%	156	0.3%	754	0.7%	
3 to 4 Units	6	0.3%	39	0.2%	381	0.7%	1,525	1.4%	
5 to 9 Units	6	0.3%	75	0.5%	689	1.2%	2,597	2.3%	
10 to 19 Units	54	2.5%	158	1.0%	667	1.2%	2,154	1.9%	
20 to 49 Units	4	0.2%	52	0.3%	334	0.6%	1,030	0.9%	
50 or More Units	218	10.1%	419	2.6%	1,781	3.2%	5,622	5.1%	
Mobile Home or Trailer	6	0.3%	48	0.3%	835	1.5%	2,440	2.2%	
Other Structure	-	-	5	-	60	0.1%	131	0.1%	
Homes Built By Year (2024)									
Homes Built 2020 or later	56	2.4%	572	3.3%	1,708	2.8%	3,061	2.5%	
Homes Built 2010 to 2019	1,327	57.5%	5,696	32.6%	11,561	18.8%	16,190	13.3%	
Homes Built 2000 to 2009	342	14.8%	6,093	34.9%	17,543	28.5%	27,190	22.4%	
Homes Built 1990 to 1999	233	10.1%	2,494	14.3%	12,780	20.8%	29,124	24.0%	
Homes Built 1980 to 1989	56	2.4%	515	2.9%	5,806	9.4%	14,345	11.8%	
Homes Built 1970 to 1979	65	2.8%	477	2.7%	5,274	8.6%	16,532	13.6%	
Homes Built 1960 to 1969	23	1.0%	182	1.0%	701	1.1%	2,176	1.8%	
Homes Built 1950 to 1959	34	1.5%	193	1.1%	702	1.1%	1,563	1.3%	
Homes Built 1940 to 1949	23	1.0%	53	0.3%	149	0.2%	334	0.3%	
Homes Built Before 1939	2	-	20	0.1%	110	0.2%	226	0.2%	
Median Age of Homes	17.8 yrs		20.2 yrs		26.0 yrs		29.6 yrs		
Home Values (2024)									
Owner Specified Housing Units	1,829		14,534		47,964		89,213		
Home Values \$1,000,000 or More	198	10.8%	978	6.7%	2,461	5.1%	4,395	4.9%	
Home Values \$750,000 to \$999,999	235	12.9%	1,710	11.8%	4,209	8.8%	7,081	7.9%	
Home Values \$500,000 to \$749,999	610	33.4%	5,227	36.0%	15,046	31.4%	25,960	29.1%	
Home Values \$400,000 to \$499,999	472	25.8%	3,072	21.1%	11,311	23.6%	19,573	21.9%	
Home Values \$300,000 to \$399,999	231	12.6%	2,531	17.4%	9,132	19.0%	17,681	19.8%	
Home Values \$250,000 to \$299,999	24	1.3%	387	2.7%	2,084	4.3%	4,710	5.3%	
Home Values \$200,000 to \$249,999	12	0.6%	183	1.3%	1,236	2.6%	3,398	3.8%	
Home Values \$175,000 to \$199,999	3	0.2%	37	0.3%	232	0.5%	801	0.9%	
Home Values \$150,000 to \$174,999	3	0.2%	29	0.2%	227	0.5%	763	0.9%	
Home Values \$125,000 to \$149,999	8	0.4%	22	0.1%	98	0.2%	282	0.3%	
Home Values \$100,000 to \$124,999	3	0.2%	43	0.3%	215	0.4%	542	0.6%	
Home Values \$90,000 to \$99,999	-	-	6	-	32	-	97	0.1%	
Home Values \$80,000 to \$89,999	-	-	10	-	58	0.1%	194	0.2%	
Home Values \$70,000 to \$79,999	-	-	10	-	52	0.1%	176	0.2%	
Home Values \$60,000 to \$69,999	2	-	72	0.5%	243	0.5%	424	0.5%	
Home Values \$50,000 to \$59,999	11	0.6%	31	0.2%	138	0.3%	390	0.4%	
Home Values \$35,000 to \$49,999	3	0.2%	28	0.2%	245	0.5%	652	0.7%	
Home Values \$25,000 to \$34,999	2	0.1%	38	0.3%	387	0.8%	870	1.0%	
Home Values \$10,000 to \$24,999	8	0.4%	55	0.4%	293	0.6%	648	0.7%	
Home Values Under \$10,000	3	0.2%	67	0.5%	265	0.6%	578	0.6%	
Owner-Occupied Median Home Value	\$567,445		\$542,149		\$493,511		\$470,377		
Renter-Occupied Median Rent	\$1,445		\$1,697		\$1,631		\$1,578		

## Complete Profile

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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
<b>Total Annual Consumer Expenditure (2024)</b>				
Total Household Expenditure	\$235.35 M	\$1.73 B	\$5.22 B	\$9.3 B
Total Non-Retail Expenditure	\$125.22 M	\$918.4 M	\$2.77 B	\$4.94 B
Total Retail Expenditure	\$110.13 M	\$811.07 M	\$2.45 B	\$4.36 B
Apparel	\$8.5 M	\$62.35 M	\$186.07 M	\$329.67 M
Contributions	\$8.65 M	\$62.85 M	\$186.81 M	\$328.22 M
Education	\$8.51 M	\$61.58 M	\$177.57 M	\$307.2 M
Entertainment	\$13.97 M	\$102.44 M	\$305.63 M	\$540.22 M
Food and Beverages	\$33.59 M	\$247.56 M	\$750.79 M	\$1.34 B
Furnishings and Equipment	\$8.64 M	\$63.32 M	\$189.22 M	\$334.72 M
Gifts	\$6.65 M	\$47.8 M	\$140.75 M	\$246.08 M
Health Care	\$18.99 M	\$140.05 M	\$430.55 M	\$773.98 M
Household Operations	\$9.6 M	\$70.32 M	\$211.3 M	\$374.76 M
Miscellaneous Expenses	\$4.51 M	\$33.19 M	\$100.42 M	\$178.84 M
Personal Care	\$3.16 M	\$23.21 M	\$70.14 M	\$124.99 M
Personal Insurance	\$1.87 M	\$13.65 M	\$40.1 M	\$70.03 M
Reading	\$529.29 K	\$3.87 M	\$11.73 M	\$20.89 M
Shelter	\$49.15 M	\$360.74 M	\$1.09 B	\$1.95 B
Tobacco	\$1.1 M	\$8.18 M	\$26.34 M	\$49 M
Transportation	\$42.24 M	\$312 M	\$940.76 M	\$1.68 B
Utilities	\$15.71 M	\$116.35 M	\$360.21 M	\$652.06 M
<b>Monthly Household Consumer Expenditure (2024)</b>				
Total Household Expenditure	\$9,074	\$8,845	\$7,721	\$6,997
Total Non-Retail Expenditure	\$4,828 53.2%	\$4,697 53.1%	\$4,100 53.1%	\$3,714 53.1%
Total Retail Expenditures	\$4,246 46.8%	\$4,148 46.9%	\$3,622 46.9%	\$3,283 46.9%
Apparel	\$328 3.6%	\$319 3.6%	\$275 3.6%	\$248 3.5%
Contributions	\$334 3.7%	\$321 3.6%	\$276 3.6%	\$247 3.5%
Education	\$328 3.6%	\$315 3.6%	\$263 3.4%	\$231 3.3%
Entertainment	\$539 5.9%	\$524 5.9%	\$452 5.9%	\$407 5.8%
Food and Beverages	\$1,295 14.3%	\$1,266 14.3%	\$1,111 14.4%	\$1,011 14.4%
Furnishings and Equipment	\$333 3.7%	\$324 3.7%	\$280 3.6%	\$252 3.6%
Gifts	\$256 2.8%	\$244 2.8%	\$208 2.7%	\$185 2.6%
Health Care	\$732 8.1%	\$716 8.1%	\$637 8.2%	\$582 8.3%
Household Operations	\$370 4.1%	\$360 4.1%	\$313 4.0%	\$282 4.0%
Miscellaneous Expenses	\$174 1.9%	\$170 1.9%	\$149 1.9%	\$135 1.9%
Personal Care	\$122 1.3%	\$119 1.3%	\$104 1.3%	\$94 1.3%
Personal Insurance	\$72 0.8%	\$70 0.8%	\$59 0.8%	\$53 0.8%
Reading	\$20 0.2%	\$20 0.2%	\$17 0.2%	\$16 0.2%
Shelter	\$1,895 20.9%	\$1,845 20.9%	\$1,614 20.9%	\$1,466 21.0%
Tobacco	\$42 0.5%	\$42 0.5%	\$39 0.5%	\$37 0.5%
Transportation	\$1,629 17.9%	\$1,596 18.0%	\$1,392 18.0%	\$1,261 18.0%
Utilities	\$606 6.7%	\$595 6.7%	\$533 6.9%	\$491 7.0%

