



Market Profile

Cave Creek and Bell
N Cave Creek Rd & E Bell Rd, Phoenix, AZ 85032
Rings: 1, 3, 5 miles radii

99 Surplus
Latitude: 33.64055
Longitude: -112.03082

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	21,780	133,560	268,409
2000 Group Quarters	19	770	1,359
2010 Total Population	26,548	146,479	293,384
2015 Total Population	28,597	152,210	305,451
2010-2015 Annual Rate	1.50%	0.77%	0.81%
Household Summary			
2000 Households	7,894	52,302	105,439
2000 Average Household Size	2.76	2.54	2.53
2010 Households	9,460	56,393	113,872
2010 Average Household Size	2.80	2.58	2.56
2015 Households	10,204	58,440	118,280
2015 Average Household Size	2.80	2.59	2.57
2010-2015 Annual Rate	1.53%	0.72%	0.76%
2000 Families	5,020	34,090	69,260
2000 Average Family Size	3.33	3.07	3.07
2010 Families	5,595	34,612	70,698
2010 Average Family Size	3.51	3.21	3.19
2015 Families	5,874	35,061	71,896
2015 Average Family Size	3.54	3.25	3.23
2010-2015 Annual Rate	0.98%	0.26%	0.34%
Housing Unit Summary			
2000 Housing Units	8,430	54,999	110,906
Owner Occupied Housing Units	54.5%	66.3%	66.0%
Renter Occupied Housing Units	39.2%	28.9%	29.0%
Vacant Housing Units	6.4%	4.8%	5.0%
2010 Housing Units	10,318	60,679	122,809
Owner Occupied Housing Units	50.6%	61.3%	61.0%
Renter Occupied Housing Units	41.0%	31.6%	31.8%
Vacant Housing Units	8.3%	7.1%	7.3%
2015 Housing Units	11,240	63,489	128,826
Owner Occupied Housing Units	50.0%	60.4%	60.2%
Renter Occupied Housing Units	40.8%	31.7%	31.6%
Vacant Housing Units	9.2%	8.0%	8.2%
Median Household Income			
2000	\$32,588	\$46,445	\$49,689
2010	\$45,850	\$60,457	\$63,294
2015	\$54,581	\$69,178	\$73,691
Median Home Value			
2000	\$79,598	\$121,087	\$130,024
2010	\$90,084	\$130,253	\$140,003
2015	\$95,057	\$138,244	\$147,643
Per Capita Income			
2000	\$14,632	\$23,577	\$25,347
2010	\$19,927	\$29,120	\$31,129
2015	\$22,943	\$33,375	\$35,593
Median Age			
2000	29.8	33.9	34.6
2010	31.0	35.8	36.7
2015	31.2	36.1	37.0

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. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Income			
Household Income Base	7,870	52,472	105,421
<\$15,000	17.9%	10.1%	9.4%
\$15,000 - \$24,999	15.1%	11.1%	10.2%
\$25,000 - \$34,999	21.3%	14.1%	13.1%
\$35,000 - \$49,999	19.5%	18.5%	17.6%
\$50,000 - \$74,999	15.5%	21.4%	21.9%
\$75,000 - \$99,999	6.7%	12.4%	12.7%
\$100,000 - \$149,999	2.8%	8.6%	9.8%
\$150,000 - \$199,999	0.5%	1.7%	2.5%
\$200,000+	0.6%	2.2%	2.8%
Average Household Income	\$40,047	\$59,521	\$63,965
2010 Households by Income			
Household Income Base	9,462	56,396	113,873
<\$15,000	9.9%	6.2%	5.9%
\$15,000 - \$24,999	11.9%	7.8%	7.2%
\$25,000 - \$34,999	9.7%	8.4%	8.1%
\$35,000 - \$49,999	22.9%	16.5%	15.4%
\$50,000 - \$74,999	23.3%	23.4%	22.8%
\$75,000 - \$99,999	11.6%	16.0%	15.8%
\$100,000 - \$149,999	8.4%	15.0%	16.9%
\$150,000 - \$199,999	1.2%	3.1%	3.7%
\$200,000+	1.0%	3.5%	4.2%
Average Household Income	\$55,690	\$75,569	\$79,941
2015 Households by Income			
Household Income Base	10,204	58,440	118,279
<\$15,000	7.3%	4.3%	4.1%
\$15,000 - \$24,999	9.5%	5.9%	5.3%
\$25,000 - \$34,999	8.0%	6.4%	6.0%
\$35,000 - \$49,999	17.5%	11.8%	10.8%
\$50,000 - \$74,999	28.3%	25.7%	24.7%
\$75,000 - \$99,999	13.2%	16.9%	16.5%
\$100,000 - \$149,999	12.6%	19.9%	21.9%
\$150,000 - \$199,999	2.3%	4.5%	5.2%
\$200,000+	1.3%	4.6%	5.5%
Average Household Income	\$64,076	\$86,862	\$91,619
2000 Owner Occupied Housing Units by Value			
Total	4,584	36,331	73,215
<\$50,000	30.7%	10.6%	7.0%
\$50,000 - \$99,999	39.2%	23.5%	22.9%
\$100,000 - \$149,999	22.5%	36.0%	31.7%
\$150,000 - \$199,999	3.8%	18.2%	19.6%
\$200,000 - \$299,999	2.7%	8.8%	13.6%
\$300,000 - \$499,999	0.9%	2.6%	4.4%
\$500,000 - \$999,999	0.1%	0.2%	0.5%
\$1,000,000 +	0.2%	0.1%	0.2%
Average Home Value	\$84,152	\$130,788	\$148,819
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	3,335	16,004	32,106
With Cash Rent	96.3%	97.1%	97.3%
No Cash Rent	3.7%	2.9%	2.7%
Median Rent	\$512	\$619	\$630
Average Rent	\$501	\$641	\$654

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Age			
Total	21,778	133,562	268,409
0 - 4	9.5%	7.4%	7.0%
5 - 9	8.4%	7.4%	7.3%
10 - 14	6.7%	6.9%	7.0%
15 - 24	15.9%	13.2%	13.1%
25 - 34	19.1%	17.0%	16.1%
35 - 44	15.4%	17.8%	17.7%
45 - 54	10.3%	13.5%	14.4%
55 - 64	6.1%	7.7%	8.2%
65 - 74	4.5%	4.9%	4.9%
75 - 84	3.3%	3.3%	3.2%
85 +	0.8%	0.9%	0.9%
18 +	71.7%	74.4%	74.6%
2010 Population by Age			
Total	26,550	146,479	293,383
0 - 4	9.4%	7.3%	7.0%
5 - 9	8.3%	6.9%	6.8%
10 - 14	7.1%	6.5%	6.5%
15 - 24	14.8%	12.8%	12.7%
25 - 34	16.9%	15.2%	14.5%
35 - 44	14.4%	15.1%	14.9%
45 - 54	12.3%	15.0%	15.5%
55 - 64	8.4%	10.9%	11.5%
65 - 74	4.7%	5.8%	6.1%
75 - 84	2.6%	3.2%	3.2%
85 +	1.1%	1.3%	1.3%
18 +	71.1%	75.4%	75.8%
2015 Population by Age			
Total	28,599	152,211	305,453
0 - 4	9.4%	7.2%	6.9%
5 - 9	8.3%	6.9%	6.8%
10 - 14	7.4%	6.7%	6.7%
15 - 24	14.9%	12.7%	12.4%
25 - 34	15.9%	14.9%	14.4%
35 - 44	13.8%	14.3%	14.1%
45 - 54	11.9%	14.0%	14.4%
55 - 64	9.1%	11.4%	11.8%
65 - 74	5.8%	7.3%	7.7%
75 - 84	2.6%	3.2%	3.4%
85 +	1.0%	1.3%	1.3%
18 +	71.0%	75.5%	75.9%
2000 Population by Sex			
Males	51.1%	49.6%	49.4%
Females	48.9%	50.4%	50.6%
2010 Population by Sex			
Males	51.0%	49.7%	49.3%
Females	49.0%	50.3%	50.7%
2015 Population by Sex			
Males	50.9%	49.7%	49.3%
Females	49.1%	50.3%	50.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Race/Ethnicity			
Total	21,779	133,560	268,410
White Alone	76.5%	86.5%	88.1%
Black Alone	1.8%	1.8%	1.8%
American Indian Alone	1.8%	1.0%	0.9%
Asian or Pacific Islander Alone	1.4%	2.2%	2.1%
Some Other Race Alone	15.2%	5.9%	4.7%
Two or More Races	3.3%	2.5%	2.4%
Hispanic Origin	34.2%	14.5%	12.2%
Diversity Index	67.8	43.7	38.9
2010 Population by Race/Ethnicity			
Total	26,548	146,478	293,384
White Alone	69.6%	80.5%	82.7%
Black Alone	2.6%	2.8%	2.8%
American Indian Alone	2.0%	1.2%	1.1%
Asian or Pacific Islander Alone	1.8%	3.2%	3.1%
Some Other Race Alone	19.9%	8.8%	7.1%
Two or More Races	4.1%	3.4%	3.3%
Hispanic Origin	44.3%	21.4%	18.3%
Diversity Index	75.4	56.9	52.0
2015 Population by Race/Ethnicity			
Total	28,597	152,210	305,451
White Alone	67.2%	77.8%	80.1%
Black Alone	2.9%	3.3%	3.3%
American Indian Alone	2.1%	1.3%	1.2%
Asian or Pacific Islander Alone	2.0%	3.7%	3.6%
Some Other Race Alone	21.4%	10.0%	8.1%
Two or More Races	4.4%	3.8%	3.7%
Hispanic Origin	48.4%	24.6%	21.2%
Diversity Index	77.3	61.7	57.1
2000 Population 3+ by School Enrollment			
Total	20,606	127,593	257,035
Enrolled in Nursery/Preschool	1.1%	2.0%	2.0%
Enrolled in Kindergarten	1.7%	1.4%	1.5%
Enrolled in Grade 1-8	13.0%	11.7%	11.8%
Enrolled in Grade 9-12	5.5%	5.3%	5.6%
Enrolled in College	4.0%	5.1%	5.2%
Enrolled in Grad/Prof School	0.4%	1.2%	1.3%
Not Enrolled in School	74.3%	73.3%	72.6%
2010 Population 25+ by Educational Attainment			
Total	16,029	97,233	196,642
Less Than 9th Grade	13.6%	5.1%	3.8%
9th to 12th Grade, No Diploma	12.4%	7.0%	5.9%
High School Graduate	29.4%	24.5%	23.9%
Some College, No Degree	21.9%	25.3%	25.1%
Associate Degree	7.8%	9.2%	8.9%
Bachelor's Degree	11.2%	20.3%	22.0%
Graduate/Professional Degree	3.7%	8.5%	10.4%

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.

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2010 Population 15+ by Marital Status			
Total	19,955	116,018	233,850
Never Married	33.4%	30.9%	30.6%
Married	45.6%	49.0%	50.0%
Widowed	5.7%	4.8%	4.5%
Divorced	15.4%	15.3%	14.8%
2000 Population 16+ by Employment Status			
Total	16,147	103,223	207,630
In Labor Force	68.4%	72.9%	73.0%
Civilian Employed	63.4%	70.0%	70.3%
Civilian Unemployed	5.0%	2.8%	2.6%
In Armed Forces	0.1%	0.1%	0.1%
Not In Labor Force	31.6%	27.1%	27.0%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	87.4%	91.4%	91.7%
Civilian Unemployed	12.6%	8.6%	8.3%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	89.7%	92.9%	93.2%
Civilian Unemployed	10.3%	7.1%	6.8%
2000 Females 16+ by Employment Status and Age of Children			
Total	7,745	52,521	106,594
Own Children < 6 Only	11.7%	9.4%	8.3%
Employed/in Armed Forces	5.2%	5.9%	5.0%
Unemployed	0.6%	0.3%	0.2%
Not in Labor Force	6.0%	3.2%	3.1%
Own Children <6 and 6-17 Only	9.1%	6.8%	6.5%
Employed/in Armed Forces	4.5%	4.1%	3.9%
Unemployed	0.7%	0.2%	0.2%
Not in Labor Force	3.9%	2.5%	2.4%
Own Children 6-17 Only	14.3%	15.8%	17.0%
Employed/in Armed Forces	11.0%	12.1%	13.0%
Unemployed	0.3%	0.4%	0.5%
Not in Labor Force	3.0%	3.3%	3.5%
No Own Children < 18	64.9%	68.0%	68.2%
Employed/in Armed Forces	36.7%	42.5%	42.3%
Unemployed	1.9%	1.6%	1.6%
Not in Labor Force	26.3%	23.8%	24.3%
2010 Employed Population 16+ by Industry			
Total	11,039	70,889	143,655
Agriculture/Mining	0.8%	0.3%	0.2%
Construction	11.7%	8.0%	7.9%
Manufacturing	5.9%	5.7%	5.9%
Wholesale Trade	2.3%	2.8%	2.8%
Retail Trade	13.8%	13.1%	12.8%
Transportation/Utilities	3.3%	3.7%	3.7%
Information	2.2%	3.0%	2.7%
Finance/Insurance/Real Estate	10.1%	12.3%	12.2%
Services	45.9%	47.0%	47.6%
Public Administration	4.0%	4.1%	4.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation			
Total	11,040	70,891	143,655
White Collar	51.0%	67.1%	69.2%
Management/Business/Financial	9.6%	16.6%	17.3%
Professional	13.4%	20.4%	22.3%
Sales	11.2%	14.2%	14.3%
Administrative Support	16.8%	15.9%	15.2%
Services	24.5%	16.9%	16.1%
Blue Collar	24.5%	16.0%	14.7%
Farming/Forestry/Fishing	0.8%	0.2%	0.1%
Construction/Extraction	9.2%	5.4%	5.1%
Installation/Maintenance/Repair	4.6%	3.8%	3.3%
Production	4.6%	2.9%	2.8%
Transportation/Material Moving	5.2%	3.6%	3.4%
2000 Workers 16+ by Means of Transportation to Work			
Total	9,922	71,012	143,688
Drove Alone - Car, Truck, or Van	65.7%	78.1%	79.1%
Carpooled - Car, Truck, or Van	21.0%	13.2%	12.2%
Public Transportation	2.7%	1.5%	1.5%
Walked	3.7%	1.7%	1.5%
Other Means	3.6%	1.8%	1.6%
Worked at Home	3.2%	3.8%	4.0%
2000 Workers 16+ by Travel Time to Work			
Total	9,925	71,014	143,687
Did not Work at Home	96.8%	96.2%	96.0%
Less than 5 minutes	2.5%	1.7%	1.9%
5 to 9 minutes	7.2%	6.4%	7.2%
10 to 19 minutes	20.6%	22.1%	23.0%
20 to 24 minutes	17.1%	15.8%	15.4%
25 to 34 minutes	29.2%	27.0%	26.1%
35 to 44 minutes	7.3%	10.0%	9.4%
45 to 59 minutes	7.9%	8.4%	8.3%
60 to 89 minutes	2.4%	3.2%	3.0%
90 or more minutes	2.4%	1.5%	1.6%
Worked at Home	3.2%	3.8%	4.0%
Average Travel Time to Work (in min)	27.2	27.2	26.7
2000 Households by Vehicles Available			
Total	7,922	52,341	105,347
None	7.6%	4.5%	4.5%
1	48.3%	38.5%	37.1%
2	34.7%	42.6%	42.9%
3	6.8%	11.1%	12.0%
4	2.1%	2.6%	2.8%
5+	0.4%	0.7%	0.8%
Average Number of Vehicles Available	1.5	1.7	1.7

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2000 Households by Type			
Total	7,894	52,303	105,438
Family Households	63.6%	65.2%	65.7%
Married-couple Family	42.2%	48.8%	50.2%
With Related Children	23.8%	24.0%	24.5%
Other Family (No Spouse)	21.4%	16.4%	15.5%
With Related Children	14.3%	10.9%	10.3%
Nonfamily Households	36.4%	34.8%	34.3%
Householder Living Alone	26.9%	25.8%	25.7%
Householder Not Living Alone	9.5%	9.1%	8.6%
Households with Related Children	38.0%	34.9%	34.8%
Households with Persons 65+	18.4%	16.6%	16.5%
2000 Households by Size			
Total	7,894	52,302	105,439
1 Person Household	26.9%	25.8%	25.7%
2 Person Household	29.6%	34.1%	34.2%
3 Person Household	15.5%	16.8%	16.8%
4 Person Household	13.1%	13.7%	14.0%
5 Person Household	7.8%	5.9%	6.0%
6 Person Household	3.5%	2.2%	2.1%
7 + Person Household	3.6%	1.6%	1.3%
2000 Households by Year Householder Moved In			
Total	7,923	52,341	105,348
Moved in 1999 to March 2000	31.1%	27.5%	26.8%
Moved in 1995 to 1998	37.6%	35.8%	34.3%
Moved in 1990 to 1994	14.6%	17.9%	17.4%
Moved in 1980 to 1989	12.2%	13.4%	14.1%
Moved in 1970 to 1979	3.2%	4.4%	6.2%
Moved in 1969 or Earlier	1.5%	1.0%	1.3%
Median Year Householder Moved In	1996	1996	1996
2000 Housing Units by Units in Structure			
Total	8,456	55,055	110,821
1, Detached	32.5%	59.6%	61.6%
1, Attached	7.6%	3.4%	4.5%
2	1.4%	0.5%	0.7%
3 or 4	8.6%	3.6%	3.6%
5 to 9	3.3%	4.4%	5.3%
10 to 19	4.7%	4.4%	4.6%
20 +	17.1%	11.9%	11.9%
Mobile Home	24.5%	12.2%	7.7%
Other	0.3%	0.2%	0.2%
2000 Housing Units by Year Structure Built			
Total	8,456	55,055	110,821
1999 to March 2000	2.6%	2.4%	2.4%
1995 to 1998	9.6%	13.9%	12.1%
1990 to 1994	6.2%	13.4%	11.1%
1980 to 1989	41.2%	39.0%	36.1%
1970 to 1979	27.9%	24.4%	29.5%
1969 or Earlier	12.6%	6.9%	8.7%
Median Year Structure Built	1982	1985	1983

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Top 3 Tapestry Segments			
1.	Crossroads	Milk and Cookies	Milk and Cookies
2.	Milk and Cookies	Up and Coming Families	Enterprising Professionals
3.	Inner City Tenants	Enterprising Professionals	Up and Coming Families
2010 Consumer Spending			
Apparel & Services: Total \$	\$13,052,854	\$104,002,670	\$221,829,949
Average Spent	\$1,379.76	\$1,844.25	\$1,948.06
Spending Potential Index	58	77	81
Computers & Accessories: Total \$	\$1,742,337	\$13,880,307	\$29,528,830
Average Spent	\$184.18	\$246.14	\$259.32
Spending Potential Index	84	112	118
Education: Total \$	\$8,909,550	\$74,979,923	\$162,400,705
Average Spent	\$941.79	\$1,329.60	\$1,426.17
Spending Potential Index	77	109	117
Entertainment/Recreation: Total \$	\$24,412,437	\$199,929,280	\$427,357,910
Average Spent	\$2,580.54	\$3,545.30	\$3,752.97
Spending Potential Index	80	110	116
Food at Home: Total \$	\$34,830,637	\$270,918,908	\$574,203,668
Average Spent	\$3,681.80	\$4,804.14	\$5,042.54
Spending Potential Index	82	107	113
Food Away from Home: Total \$	\$25,370,575	\$200,661,719	\$426,320,027
Average Spent	\$2,681.82	\$3,558.28	\$3,743.85
Spending Potential Index	83	111	116
Health Care: Total \$	\$26,680,768	\$215,466,974	\$459,928,588
Average Spent	\$2,820.31	\$3,820.82	\$4,039.00
Spending Potential Index	76	103	108
HH Furnishings & Equipment: Total \$	\$13,639,373	\$111,610,918	\$238,745,538
Average Spent	\$1,441.76	\$1,979.17	\$2,096.61
Spending Potential Index	70	96	102
Investments: Total \$	\$10,701,865	\$94,004,501	\$206,271,425
Average Spent	\$1,131.25	\$1,666.96	\$1,811.43
Spending Potential Index	65	96	104
Retail Goods: Total \$	\$182,077,178	\$1,457,280,467	\$3,099,073,772
Average Spent	\$19,246.60	\$25,841.59	\$27,215.42
Spending Potential Index	77	104	109
Shelter: Total \$	\$122,332,465	\$987,189,826	\$2,114,556,467
Average Spent	\$12,931.24	\$17,505.59	\$18,569.59
Spending Potential Index	82	111	118
TV/Video/Audio: Total \$	\$9,590,192	\$75,968,756	\$161,276,594
Average Spent	\$1,013.74	\$1,347.14	\$1,416.30
Spending Potential Index	82	108	114
Travel: Total \$	\$13,610,072	\$115,172,581	\$249,389,866
Average Spent	\$1,438.66	\$2,042.33	\$2,190.09
Spending Potential Index	76	108	116
Vehicle Maintenance & Repairs: Total \$	\$7,280,109	\$58,007,026	\$123,424,948
Average Spent	\$769.55	\$1,028.62	\$1,083.89
Spending Potential Index	82	109	115

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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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