

# City of Scottsdale: *Demographic Trends Analysis*

The data included in this report are projections based on the 2000 U.S. Census, generated by Sites USA, and are intended for use by the business community. Population and other figures may differ from other analyses done by the City of Scottsdale.



October 2010

Economic Vitality Department



---

# DEMOGRAPHIC TRENDS

October 2010

---

Scottsdale City Council

W.J. "Jim" Lane  
Mayor

Lisa Borowsky

Robert Littlefield

Wayne Ecton

Ron McCullagh

Suzanne Klapp

Marg Nelssen

David Richert  
City Manager

---

An annual publication of:

The City of Scottsdale  
Economic Vitality Department  
4021 N 75th Street, Suite 102  
Scottsdale, AZ 85251  
Phone: (480) 312-7989  
Fax: (480) 312-2672  
[www.scottsdaleaz.gov/economics](http://www.scottsdaleaz.gov/economics)

**Last updated:** *September 28, 2010*

---

## TABLE OF CONTENTS

Introduction	5
Demographic Trends Analysis	6
City of Scottsdale	7
Planning Zone A	8
Planning Zone B	10
Planning Zone C	12
Planning Zone D	14
Planning Zone E	16
Additional Resources	18

---

## INDEX

Map 1 (City of Scottsdale Planning Zones)	6
Map 2 (Planning Zone A)	8
Map 3 (Planning Zone B)	10
Map 4 (Planning Zone C)	12
Map 5 (Planning Zone D)	14
Map 6 (Planning Zone E)	16

---

## INTRODUCTION

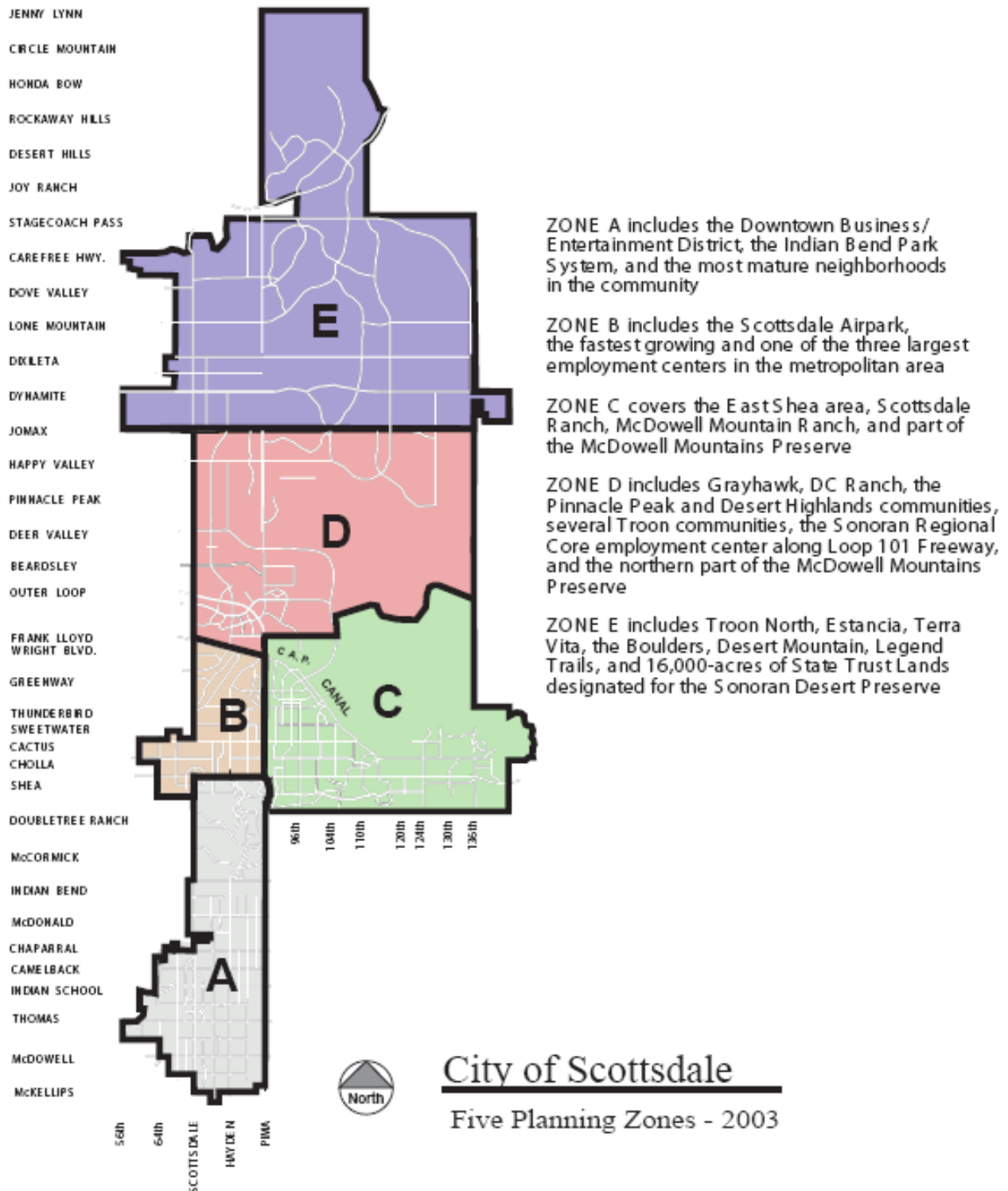
Analysis of demographic trends provides data necessary to understand the economic and social fabric of a community. The Demographic Trends Analysis provides a snapshot of the City of Scottsdale as a whole and, for comparison purposes, breaks the City into 5 Planning Zones. These Zones were established based on residential, commercial, and community features in each area. Each of the five Planning Zones has unique characteristics that combine to create a diverse and exceptional community.

The majority of the data used in the analysis are estimates and/or projections, based on the 2000 U.S. Census, generated by Sites USA software. Please be aware that the Census Bureau changes the categories and structure of information requested of the American public from one Census to the next.



# DEMOGRAPHIC TRENDS ANALYSIS

Map 1  
City of Scottsdale Planning Zones



## City of Scottsdale

### Population

1990*	130,069
1995*	167,277
2000*	202,705
2005*	226,390
2009	230,625
2010	230,179

### Size (sq. miles)

184.3

### Density (persons per sq. mile)

1,249

### Age (2010)

0 - 4	5.7%
5 - 19	17.1%
20 - 24	4.8%
25 - 34	13.1%
35 - 54	30.1%
55 - 74	21.9%
75+	7.3%

### Median Age

40.7 yrs

### Median Household Income (2010)

Less than \$14,999	6.7%
\$15,000 - \$24,999	6.5%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	11.1%
\$50,000 - \$74,999	16.8%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	19.1%
\$150,000 - \$199,999	8.9%
\$200,000+	10.7%

### Median Household Income

\$83,969

### Employment

1990	70,281
1995	87,468
2000	108,227
2005	145,034
2009	188,488
2010	182,771

### Housing Units

1990*	67,371
1995*	79,020
2000*	104,744
2005*	117,090
2009	113,364
2010	115,411

### Households

1990*	54,357
1995*	86,232
2000*	90,669
2005*	95,150
2009	94,531
2010	97,512

### Average Household Size

2.34

### Family Households

57.0%

### Non-Family Households

43.0%

### Race (2010)

White	93.0%
Black	2.3%
Native American	1.0%
Asian	2.8%
Pacific Islander	0.2%
Other	0.4%
Two Races Reported	0.4%

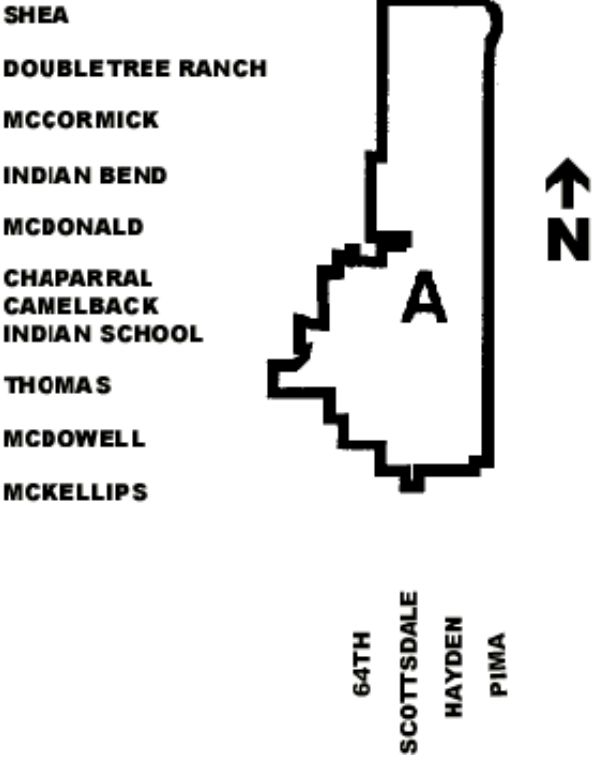
### Ethnicity (2010)

Hispanic	16.5%
----------	-------

\*Source: U.S. Census Bureau

---

## Map 2 Planning Zone A



Zone A is the established, more mature part of Scottsdale. The southernmost area contains neighborhoods typical of the 1960's and early 1970's. The northern part of the zone contains large, master-planned communities built in the late 1970's and early 1980's. Much of the City's retail, entertainment, and office activities are located in this zone.

## Planning Zone A

### Population

1990	90,975
1995	97,947
2000	98,425
2005	100,862
2009	100,763
2010	101,312

*Zone A % of City's population* 44.0%

**Size** (sq. miles) 22.09

**Density** (persons per sq. mile) 4,586

### Age (2010)

0 - 4	5.1%
5 - 19	15.7%
20 - 24	5.9%
25 - 34	14.4%
35 - 54	26.8%
55 - 74	22.4%
75+	9.7%

Median Age 41.1

### Median Household Income (2010)

Less than \$14,999	9.9%
\$15,000 - \$24,999	9.0%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	19.8%
\$75,000 +	35.7%

Median Household Income \$61,051

### Employment in Zone

1990	46,876
1995	49,517
2000	52,157
2005	54,999
2009	82,621
2010	79,840

*Zone A % of City's employment* 43.7%

### Housing Units

1990	48,133
1995	47,974
2000	53,932
2005	55,026
2009	52,804
2010	54,180

### Households

1990	39,549
1995	45,992
2000	47,204
2005	51,423
2009	44,341
2010	46,050

*Zone A % of City households (2010)* 47.2%

*Zone A avg. # of persons/household* 2.18

### Race (2010)

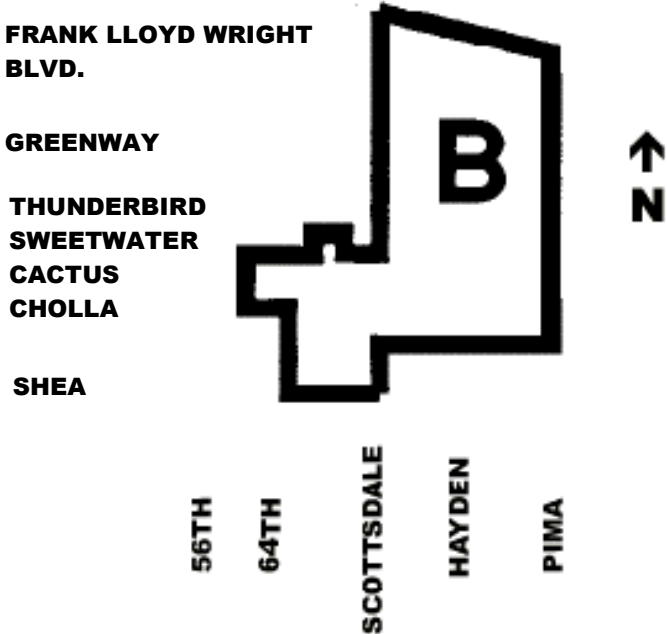
White	92.5%
Black	2.6%
Native American	1.4%
Asian	2.4%
Pacific Islander	0.2%
Other	0.6%
Two Races Reported	0.4%

### Ethnicity (2010)

Hispanic 20.0%

---

Map 3  
Planning Zone B



Though relatively small, Zone B is packed with economic activity and a concentrated population base. The Scottsdale Airpark, home to over 3,600 businesses, is located within this zone. Residents of this zone live mainly in higher-density single-family homes, town homes, condominiums, and apartments.

## Planning Zone B

### Population

1990	9,408
1995	11,305
2000	11,829
2005	12,570
2009	13,411
2010	13,389

*Zone B % of City's population* 5.8%

**Size** (sq. miles) 8.90

**Density** (persons per sq. mile) 1,504

### Age (2010)

0 - 4	5.5%
5 - 19	20.0%
20 - 24	4.2%
25 - 34	10.5%
35 - 54	31.5%
55 - 74	21.5%
75+	6.8%

Median Age 41.1

### Median Household Income (2010)

Less than \$14,999	4.1%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	4.5%
\$35,000 - \$49,999	9.9%
\$50,000 - \$74,999	13.5%
\$75,000 +	63.9%

Median Household Income \$96,533

### Employment in Zone

1990	4,886
1995	5,484
2000	6,082
2005	31,951
2009	43,368
2010	43,093

*Zone B % of City's employment* 23.6%

### Housing Units

1990	3,877
1995	4,603
2000	5,156
2005	5,546
2009	5,677
2010	5,775

### Households

1990	3,438
1995	4,412
2000	4,689
2005	5,241
2009	4,950
2010	5,103

*Zone B % of City households (2010)* 5.2%

*Zone B avg. # of persons/household* 2.60

### Race (2010)

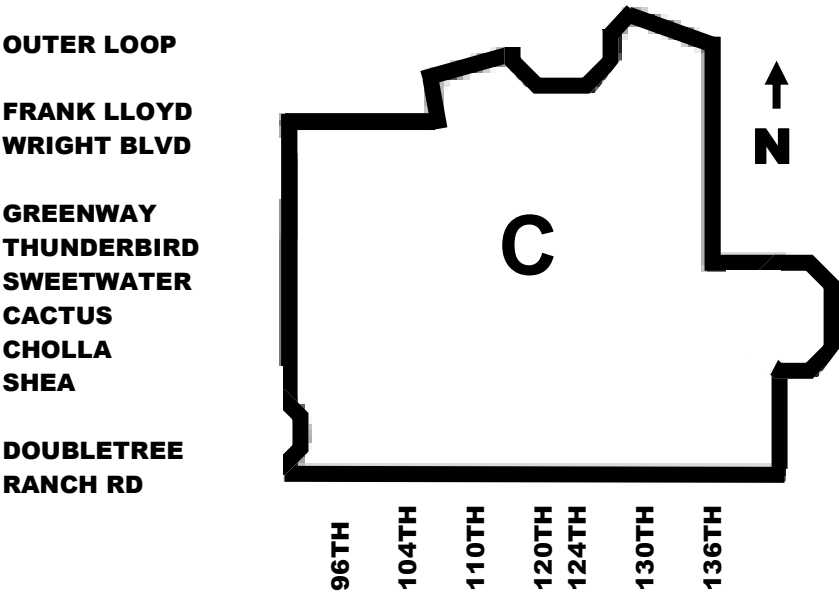
White	92.8%
Black	1.9%
Native American	0.8%
Asian	3.7%
Pacific Islander	0.3%
Other	0.2%
Two Races Reported	0.3%

### Ethnicity (2010)

Hispanic 13.8%

---

Map 4  
Planning Zone C



Zone C contains several major master-planned communities, bringing significant residential development with small areas of concentrated commercial activity. This zone also contains the Pima Freeway (101), which connects with I-17 to the West, and AZ-202 to the South.

## Planning Zone C

### Population

1990	26,181
1995	45,229
2000	62,288
2005	67,210
2009	73,213
2010	73,042

*Zone C % of City's population* 31.7%

**Size** (sq. miles) 34.48

**Density** (persons per sq. mile) 2,118

### Age (2010)

0 - 4	6.2%
5 - 19	19.8%
20 - 24	4.4%
25 - 34	13.2%
35 - 54	32.7%
55 - 74	18.4%
75+	5.2%

Median Age 38.3

### Median Household Income (2010)

Less than \$14,999	4.6%
\$15,000 - \$24,999	5.1%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	9.4%
\$50,000 - \$74,999	16.1%
\$75,000 +	59.2%

Median Household Income \$93,402

### Employment in Zone

1990	9,689
1995	19,467
2000	32,100
2005	27,560
2009	33,120
2010	32,913

*Zone C % of City's employment* 18.0%

### Housing Units

1990	13,536
1995	20,742
2000	29,730
2005	32,290
2009	33,353
2010	33,942

### Households

1990	10,397
1995	18,839
2000	26,614
2005	32,355
2009	28,369
2010	29,243

*Zone C % of City households (2010)* 30.0%

*Zone C avg. # of persons/household* 2.48

### Race (2010)

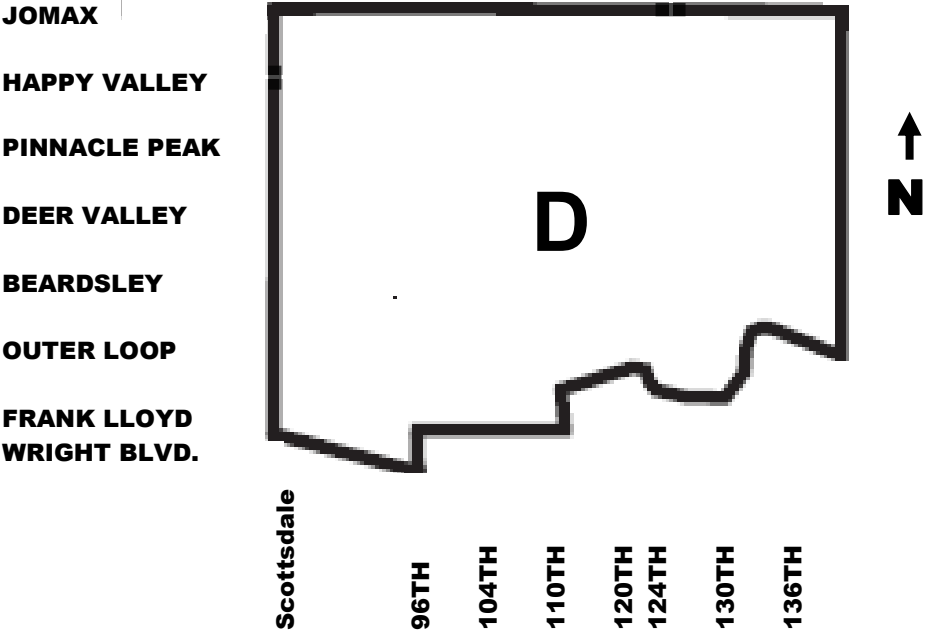
White	93.0%
Black	2.2%
Native American	0.7%
Asian	3.4%
Pacific Islander	0.1%
Other	0.2%
Two Races Reported	0.4%

### Ethnicity (2010)

Hispanic	14.0%
----------	-------

---

Map 5  
Planning Zone D



Zone D is dominated by master-planned communities built in the mid- to late-1980's. Many of these communities include golf courses. Relatively little commercial development exists within this zone.

## Planning Zone D

### Population

1990	2,314
1995	7,332
2000	19,638
2005	29,363
2009	29,877
2010	29,760

*Zone D % of City's population* 12.9%

**Size** (sq. miles) 47.05

**Density** (persons per sq. mile) 632

### Age (2010)

0 - 4	7.1%
5 - 19	15.5%
20 - 24	3.1%
25 - 34	11.9%
35 - 54	32.2%
55 - 74	24.4%
75+	5.5%

Median Age 42.1

### Median Household Income (2010)

Less than \$14,999	2.4%
\$15,000 - \$24,999	3.4%
\$25,000 - \$34,999	3.0%
\$35,000 - \$49,999	5.2%
\$50,000 - \$74,999	10.4%
\$75,000 +	75.7%

Median Household Income \$125,943

### Employment in Zone

1990	616
1995	2,758
2000	9,673
2005	12,625
2009	23,737
2010	22,171

*Zone D % of City's employment* 12.1%

### Housing Units

1990	1,170
1995	3,391
2000	9,595
2005	14,619
2009	14,171
2010	14,403

### Households

1990	505
1995	3,088
2000	5,772
2005	10,495
2009	11,533
2010	11,877

*Zone D % of City households (2010)* 12.2%

*Zone D avg. # of persons/household* 2.50

### Race (2010)

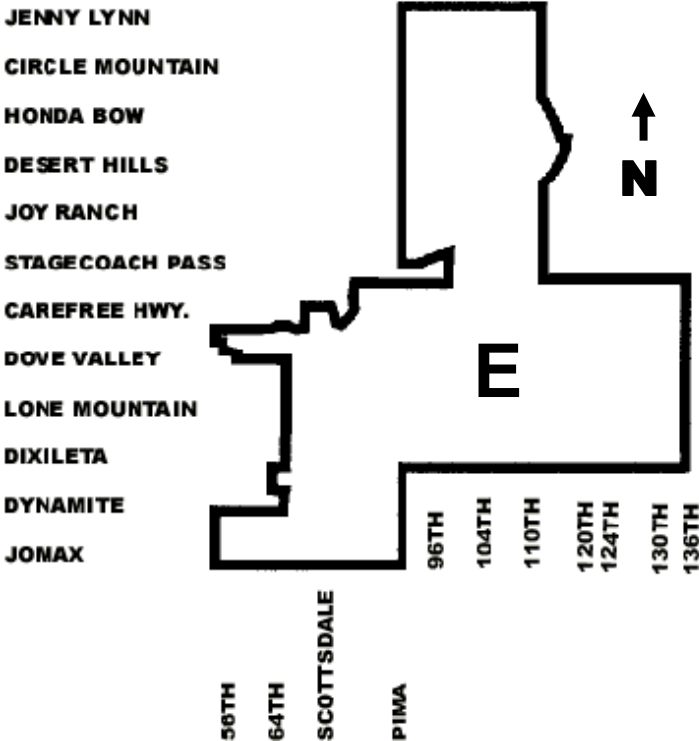
White	93.7%
Black	2.3%
Native American	0.5%
Asian	2.8%
Pacific Islander	0.1%
Other	0.2%
Two Races Reported	0.3%

### Ethnicity (2010)

Hispanic 13.7%

---

Map 6  
Planning Zone E



Zone E is a low density, high-desert environment. Several master-planned communities with golf amenities are located in this zone, and more residential growth is expected in the next 10 years. There is relatively little commercial activity in this zone.

## Planning Zone E

### Population

1990	1,791
1995	5,464
2000	10,315
2005	16,384
2009	13,480
2010	13,660

*Zone E % of City's population* 5.9%

**Size** (sq. miles) 72.26

**Density** (persons per sq. mile) 189.0

### Age (2010)

0 - 4	4.5%
5 - 19	14.1%
20 - 24	2.7%
25 - 34	7.7%
35 - 54	34.7%
55 - 74	31.8%
75+	4.6%

Median Age 47.8

### Median Household Income (2010)

Less than \$14,999	2.0%
\$15,000 - \$24,999	2.3%
\$25,000 - \$34,999	2.5%
\$35,000 - \$49,999	4.2%
\$50,000 - \$74,999	11.6%
\$75,000 +	77.4%

Median Household Income \$126,365

### Employment in Zone

1990	910
1995	1,717
2000	5,234
2005	4,719
2009	5,675
2010	5,892

*Zone E % of City's employment* 3.2%

### Housing Units

1990	655
1995	2,414
2000	6,474
2005	9,608
2009	7,402
2010	7,637

### Households

1990	468
1995	2,218
2000	4,498
2005	4,696
2009	5,380
2010	5,632

*Zone E % of City households (2010)* 5.8%

*Zone E avg. # of persons/household* 2.43

### Race (2010)

White	95.1%
Black	1.6%
Native American	0.6%
Asian	2.0%
Pacific Islander	0.2%
Other	0.2%
Two Races Reported	0.3%

### Ethnicity (2010)

Hispanic 13.4%

---

## ADDITIONAL RESOURCES

Additional information regarding the City of Scottsdale is available in additional annual publications produced by the Economic Vitality Department. These documents are available in hardcopy or online at the City of Scottsdale's website.

If you would more information regarding the City of Scottsdale, please feel free to contact the Economic Vitality Department:

*4021 N. 75th St., Suite 102  
Scottsdale, AZ 85251  
Phone: (480) 312-7989  
Fax: (480) 312-2672*

[www.ScottsdaleAZ.gov/EV](http://www.ScottsdaleAZ.gov/EV)

