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## Section One

# Demographics

Exceptional lifestyle and career opportunities have made Greater Phoenix one of the most attractive metro areas in the country. Because of this, companies that move or expand into the area are able to tap into a continually growing labor pool made up of young, talented people. This translates into a highly productive, yet competitively priced, workforce. The following pages contain many statistics that all support one simple message: *Companies located in Greater Phoenix enjoy unrivaled success in seeking the most important asset of the New Economy—People.*

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# 1.0 Historical Population

## Greater Phoenix area displays exceptional growth

Greater Phoenix offers businesses the opportunity to capitalize on the exceptional growth that is occurring in the Southwestern United States.

- The Greater Phoenix population increased 39% from 1995-2004, compared to the US rate of only 11%
- Arizona was the second fastest growing state in the nation throughout the 1990's

**Figure 1-1**

### Population

1995-2004 (Thousands)	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04
Greater Phoenix	2,530	2,635	2,721	2,806	2,913	3,072	3,192	3,259	3,397	3,524
% change from Previous	7.4%	4.2%	3.3%	3.1%	3.8%	5.5%	3.9%	2.1%	4.2%	3.7%
Arizona	4,307	4,432	4,552	4,667	4,778	5,131	5,320	5,473	5,581	5,832
% change from Previous	3.8%	2.9%	2.7%	2.5%	2.4%	7.4%	3.7%	2.9%	2.0%	2.0%
United States	262,803	265,229	267,784	270,248	272,691	281,422	285,318	288,369	290,810	293,655
% change from Previous	1.0%	0.9%	1.0%	0.9%	0.9%	3.2%	1.4%	1.1%	0.8%	1.0%

Source: U.S. Bureau of the Census, Arizona Department of Economic Security, July 2004.

**Figure 1-2**

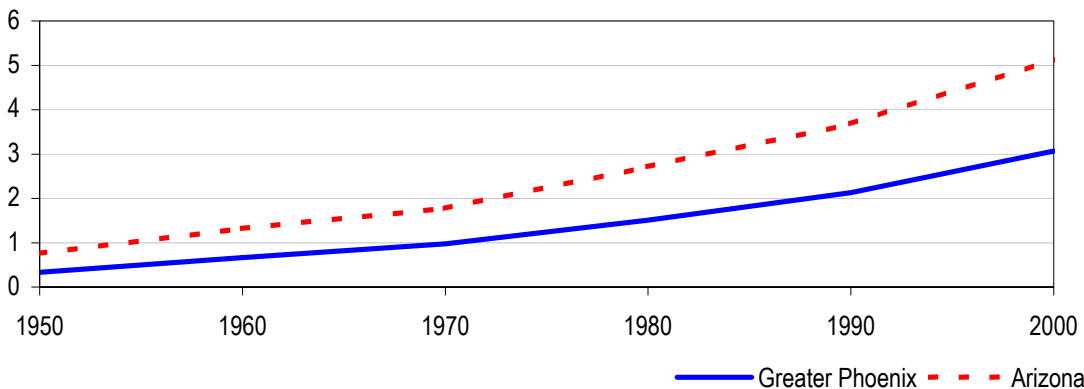
### Population

1950-2000 (Thousands)	'50	'60	'70	'80	'90	'00
Greater Phoenix	332	664	971	1,509	2,130	2,991
% change from Previous		100.0%	46.2%	55.4%	41.2%	40.4%
Arizona	756	1,321	1,775	2,718	3,679	5,131
% change from Previous		74.7%	34.4%	53.1%	35.4%	40.0%
United States	151,868	179,975	203,302	226,546	249,464	281,422
% change from Previous		18.5%	13.0%	11.4%	10.1%	13.2%

Source: U.S. Bureau of the Census, 2000.

## Historical Population Trends (1950-2000)

Millions



Source: U.S. Bureau of the Census, 2000.

# 1.1 Migration and Natural Increase

## Greater Phoenix continues to attract new residents

- Population growth is a function of two main factors: migration and natural increase
- The Greater Phoenix population increased by an annual average of 100,909 between 1993 and 2003
- Migration accounted for 60.9% of population growth, or 515,000 persons during the same period
- The average net migration for the period was 72,909
- Natural increase accounted for the remaining 39.1%, or 304,000 persons between 1993 and 2003
- The average net natural increase for the period was 27,636

**Figure 1-3**

### Total Population Change in Maricopa County <sup>(1)</sup>

1993-2003 (Thousands)	'93	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03
<b>Total Population</b>	<b>2,355</b>	<b>2,444</b>	<b>2,551</b>	<b>2,664</b>	<b>2,779</b>	<b>2,890</b>	<b>2,995</b>	<b>3,097</b>	<b>3,196</b>	<b>3,303</b>	<b>3,477</b>
Numeric Change	68	89	107	113	115	111	105	102	99	104	94
<b>Net Migration*</b>	<b>45</b>	<b>67</b>	<b>83</b>	<b>88</b>	<b>89</b>	<b>84</b>	<b>76</b>	<b>72</b>	<b>66</b>	<b>71</b>	<b>61</b>
In	142	157	179	185	191	190	184	186	182	N/A	N/A
Out	96	91	96	97	102	106	109	114	116	N/A	N/A
<b>Net Natural Increase**</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>27</b>	<b>27</b>	<b>29</b>	<b>31</b>	<b>34</b>	<b>30</b>	<b>32</b>
Births	40	41	43	45	47	48	51	53	56	54	57
Deaths	18	18	19	20	20	21	22	22	22	24	24

Note: Due to differences in methodology and timing, these estimates vary from the official figures provided by the Arizona Department of Economic Security (see Historical Population page).

\*Net Migration equals in-migration less out-migration. ASU includes international migration estimates into the overall migration figures.

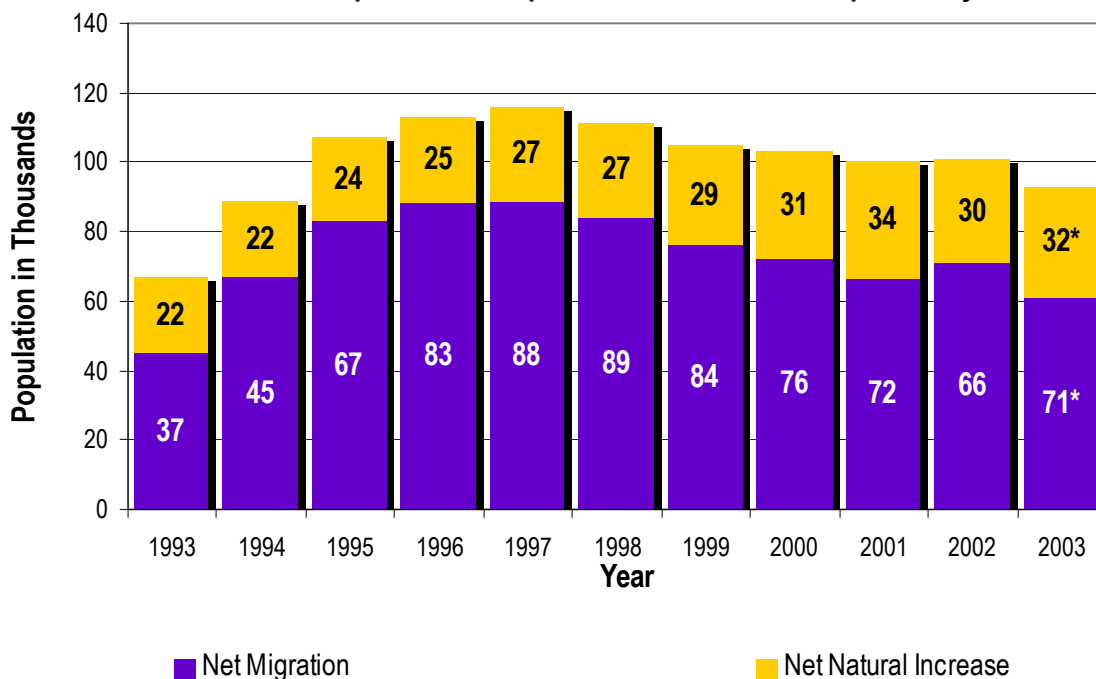
\*\*Net natural increase equals births less deaths.

(1)1992-2001 information is from Jan. 1st annual records. 2002 information is recorded from June 1st annual records.

Source: Center for Business Research, L. William Seidman Research Institute, College of Business, ASU, 1992-2001; U.S. Census Bureau, 2002

**Figure 1-4**

### Components of Population Growth in Maricopa County



\* Source: Census Bureau, 2002.

## 1.2 Projected Population

### Strong growth in Greater Phoenix is projected to continue

- The Greater Phoenix population is projected to grow at more than twice the national rate for the next two decades
- Greater Phoenix currently accounts for nearly two-thirds of Arizona's population
- Steady in-migration makes Greater Phoenix a dynamic marketplace with a constant influx of new ideas, talent, and opportunities

**Figure 1-5**

#### Projected Population

2004-2012 (Thousands)	2004	2005	2006	2007	2008	2009	2010	2011	2012
Greater Phoenix	3,509	3,614	3,720	3,826	3,932	4,038	4,145	4,252	4,359
1-yr % change	3.1%	3.0%	2.9%	2.8%	2.8%	2.7%	2.6%	2.6%	2.5%
Arizona	5,790	5,947	6,105	6,263	6,420	6,577	6,735	6,893	7,015
1-yr % change	2.8%	2.7%	2.7%	2.6%	2.5%	2.4%	2.4%	2.3%	1.8%
United States	293,028	295,734	298,444	301,140	303,825	306,499	309,163	311,828	314,508
1-yr % change	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%

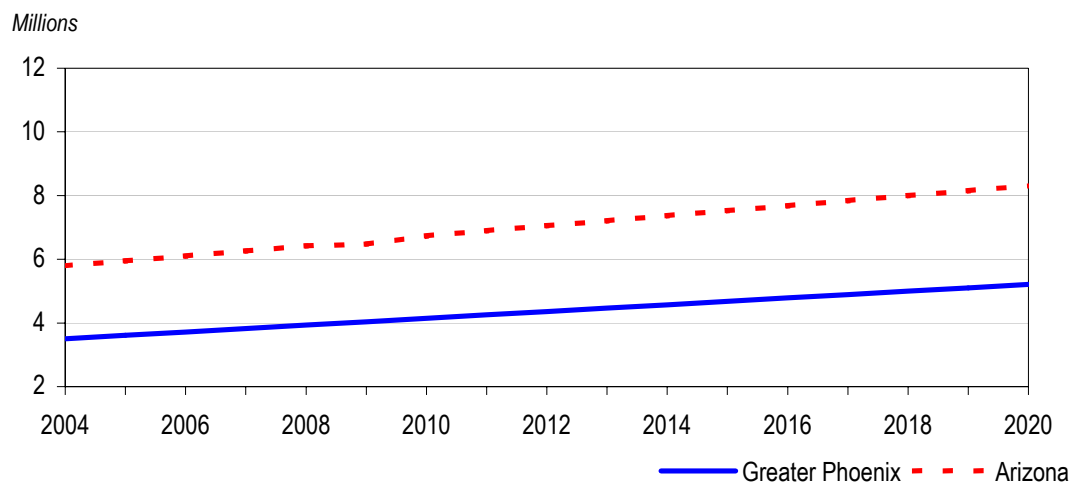
Source: U.S. Bureau of the Census, June 2003; ASU Seidman Research Institute, July 2002

#### Projected Population

2013-2020 (Thousands)	2013	2014	2015	2016	2017	2018	2019	2020
Greater Phoenix	4,465	4,572	4,678	4,785	4,891	4,997	5,103	5,210
1-yr % change	2.4%	2.4%	2.3%	2.3%	2.2%	2.2%	2.1%	2.1%
Arizona	7,208	7,366	7,523	7,680	7,837	7,993	8,148	8,305
1-yr % change	2.8%	2.2%	2.1%	2.1%	2.0%	2.0%	1.9%	1.9%
United States	317,198	319,895	322,593	325,290	327,983	330,671	333,354	336,032
1-yr % change	0.9%	0.9%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%

Source: U.S. Bureau of the Census, June 2003; ASU Seidman Research Institute, July 2002

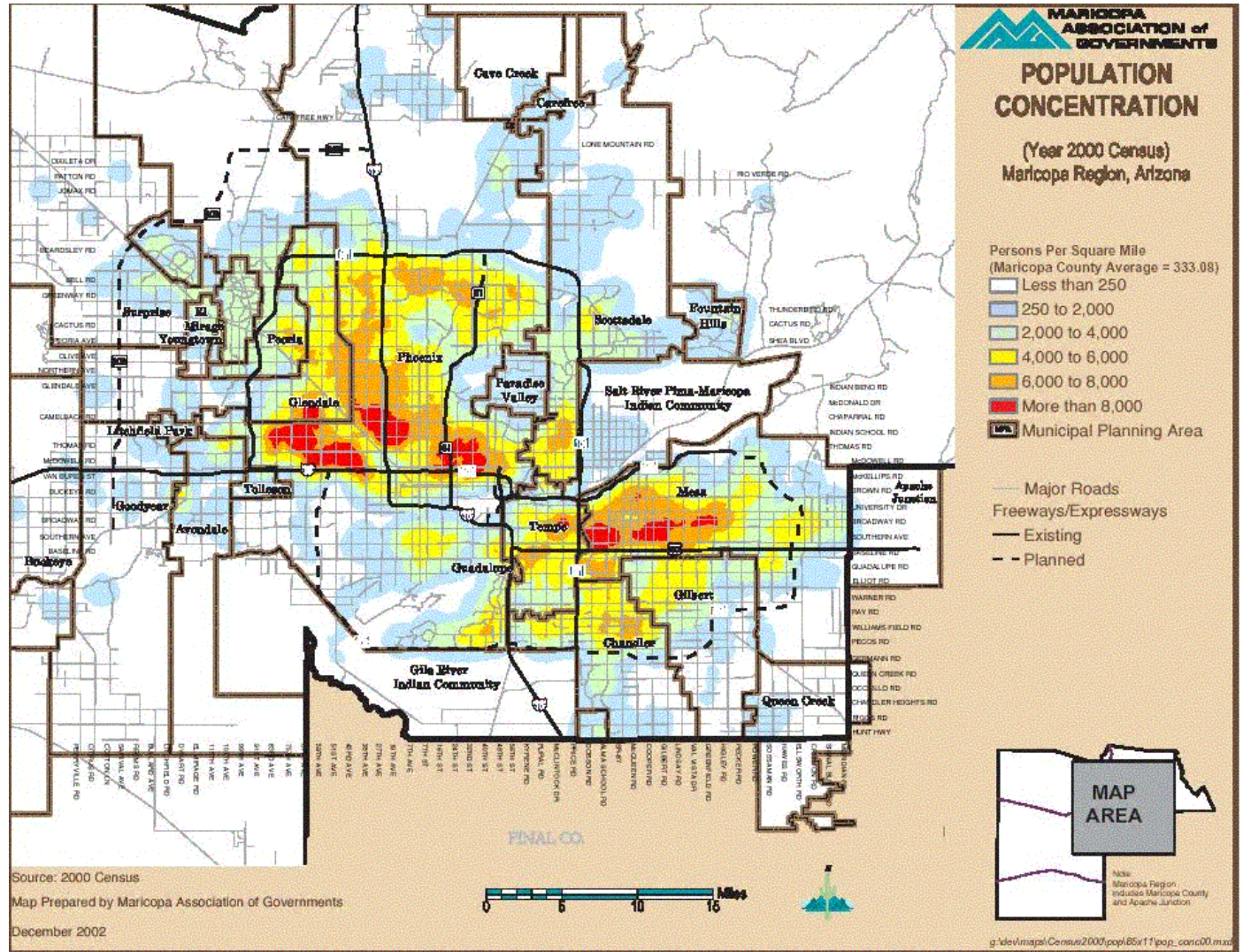
**Figure 1-6**  
Projected Population (2004-2020)



Source: U.S. Bureau of the Census, 2003; ASU Seidman Research Institute, July 2002

# 1.3 Population Density–2000

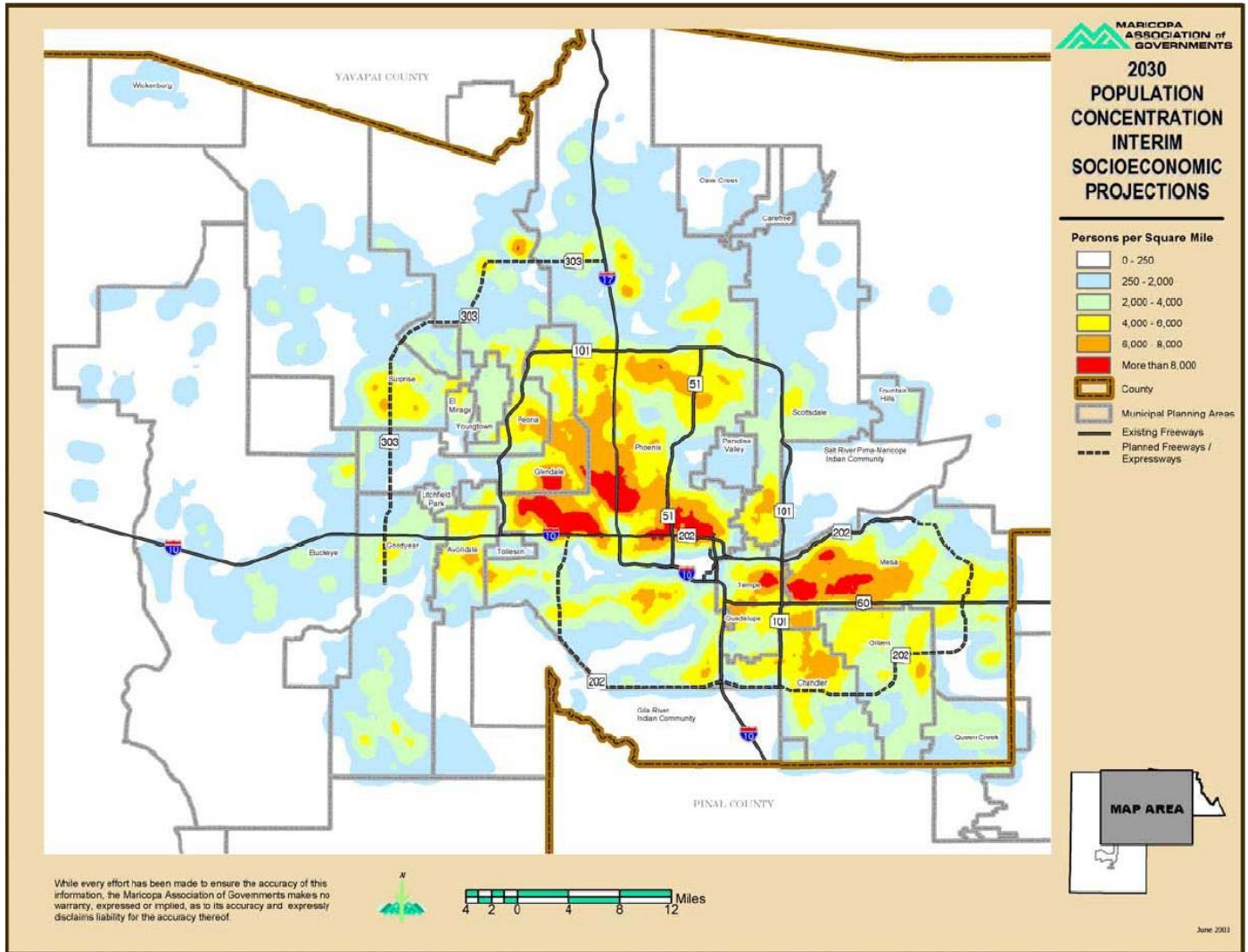
Figure 1-7  
Greater Phoenix Population Density  
2000



Source: Maricopa Association of Governments, 2002.

# 1.4 Population Density–2030

**Figure 1-8**  
**Greater Phoenix Population Density**  
**2030**



Source: Maricopa Association of Governments, 2003.

## 1.5 Age Distribution

### Greater Phoenix offers a young and vibrant resident base

- Greater Phoenix has a median age of only 32.9 compared to the national median age of 35.9
- Persons in their prime working years between 25 and 64 represent 60 percent of the Greater Phoenix population

**Figure 1-9**

#### Population by Age and Sex Greater Phoenix 2003

Age Group	Total	Female	% of Population	Male	% of Population
0 to 4	241,974	118,169	3.8	123,805	4.0
5 to 13	417,319	203,362	6.6	213,957	7.0
14 to 17	168,710	81,410	2.6	87,310	2.8
18 to 24	313,365	148,208	4.8	165,157	5.4
25 to 44	1,035,690	495,988	16.1	536,383	17.5
45 to 64	803,005	413,063	13.4	389,942	12.7
65+	358,979	204,517	6.7	154,462	5.0
Total	3,072,149	1,535,676		1,536,473	
Median Age	32.9				

Source: U.S. Bureau of the Census, 2004.

#### Population by Age and Sex United States 2003

Age Group	Total (000)	Female (000)	% of Population	Male (000)	% of Population
0 to 4	19,769,279	9,663,864	3.3	10,105,415	3.5
5 to 13	36,752,056	17,936,359	6.2	18,815,697	6.5
14 to 17	16,522,171	8,053,418	2.8	8,468,753	2.9
18 to 24	28,899,571	14,024,786	4.8	14,874,785	5.1
25 to 44	84,243,194	41,887,047	14.4	42,356,147	14.6
45 to 64	68,704,332	35,236,354	12.1	33,467,978	11.5
65+	35,919,174	20,970,689	7.2	14,948,485	5.1
Total	290,809,777	147,772,517		143,037,260	
Median Age	35.9	37.2		34.5	

Source: U.S. Bureau of the Census, 2004.

## 1.6 Growth Trends in Member Communities

### Growth in GPEC member communities mirrors strong growth of the region

- Most member cities have grown by 3 to 5 percent annually throughout the 1990's
- Some cities have grown by as much as 20 percent annually during the same period
- Maricopa County has grown by 4 percent annually since 1990

**Figure 1-10**

#### Historical Communities Population 1980-2004

<i>GPEC Member Cities</i>	1980	1990	1995	2000	2004*
Phoenix	789,704	983,403	1,149,417	1,321,045	1,416,055
Mesa	152,453	288,091	338,117	396,375	447,130
Glendale	97,172	148,134	182,615	218,812	233,330
Scottsdale	88,622	130,069	168,176	202,705	221,130
Chandler	29,673	90,533	132,360	176,581	220,705
Tempe	106,920	141,865	153,821	158,625	160,820
Gilbert	5,717	29,188	59,338	109,697	164,685
Peoria	12,307	50,618	74,565	108,363	132,300
Surprise	3,723	7,122	10,737	30,848	63,960
Goodyear	2,747	6,258	9,250	18,911	35,810
Fountain Hills	2,771	10,030	14,146	20,235	22,475
Buckeye	3,434	4,436	4,857	8,497	14,505
Tolleson	4,433	4,434	4,261	4,974	5,445
Wickenburg	3,535	4,450	4,124	5,082	5,970
Other	205,279	222,919	244,364	288,872	379,855
Maricopa County	1,509,262	2,122,101	2,551,765	3,072,149	3,524,175

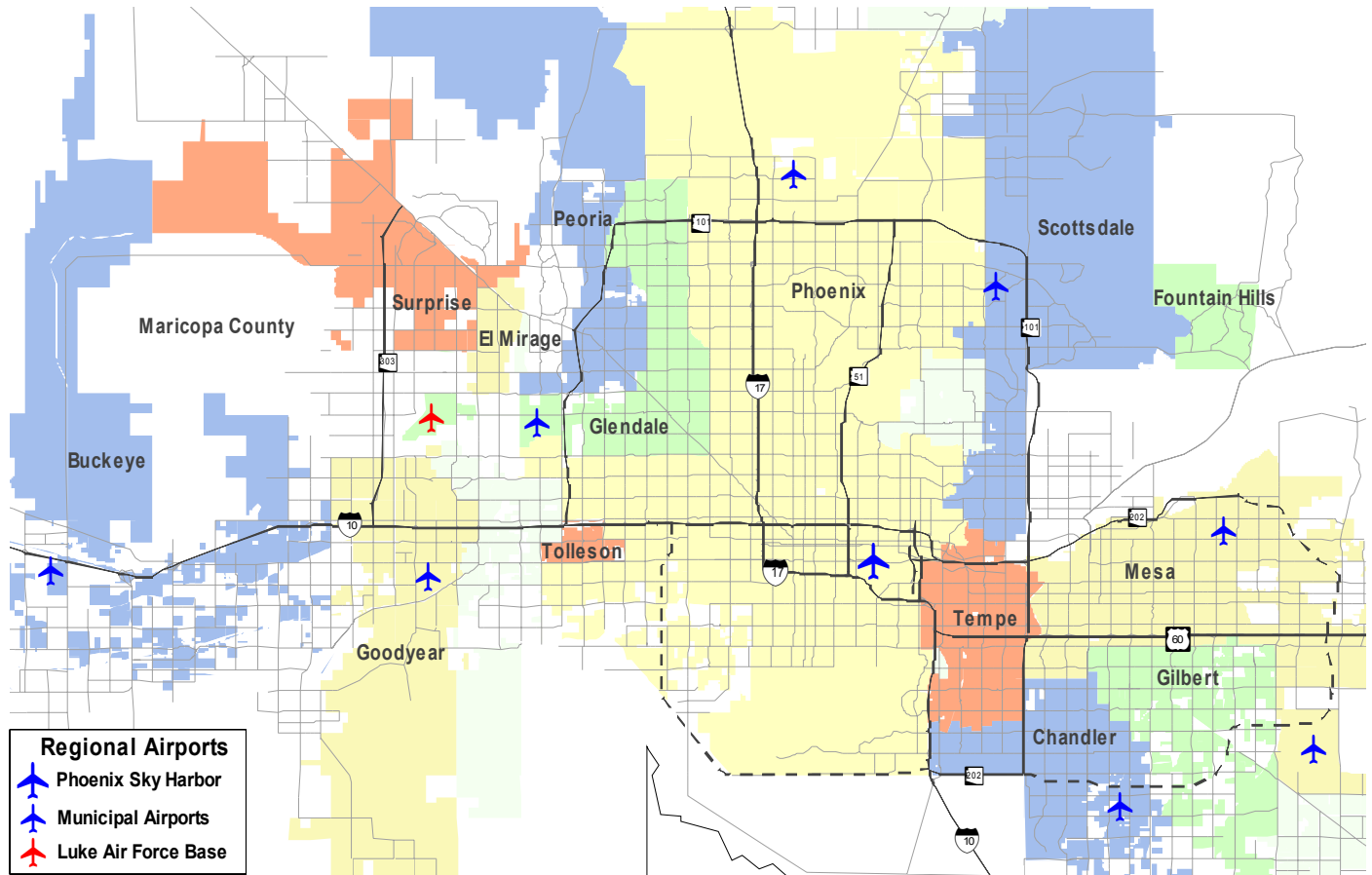
<i>GPEC Member Cities</i>	<i>Average Annual Percent Growth</i>		
	1980-1990	1990-1995	1995-2000
Phoenix	2%	3%	3%
Mesa	9%	3%	3%
Glendale	5%	5%	4%
Scottsdale	5%	6%	4%
Chandler	21%	9%	7%
Tempe	3%	2%	1%
Gilbert	41%	21%	17%
Peoria	31%	9%	9%
Surprise	9%	10%	37%
Fountain Hills	13%	10%	21%
Goodyear	2%	3%	7%
Buckeye	3%	2%	15%
Tolleson	0%	-1%	3%
Wickenburg		-1%	5%
Other	1%	2%	4%
Maricopa County	4%	4%	4%

Source: U.S. Census Bureau, March 2001.

\*2004 data from Maricopa Association of Governments

# 1.7 GPEC Member Communities

**Figure 1-11**  
**Member Communities**  
**Greater Phoenix Economic Council**



# 1.8 Ethnic Diversity

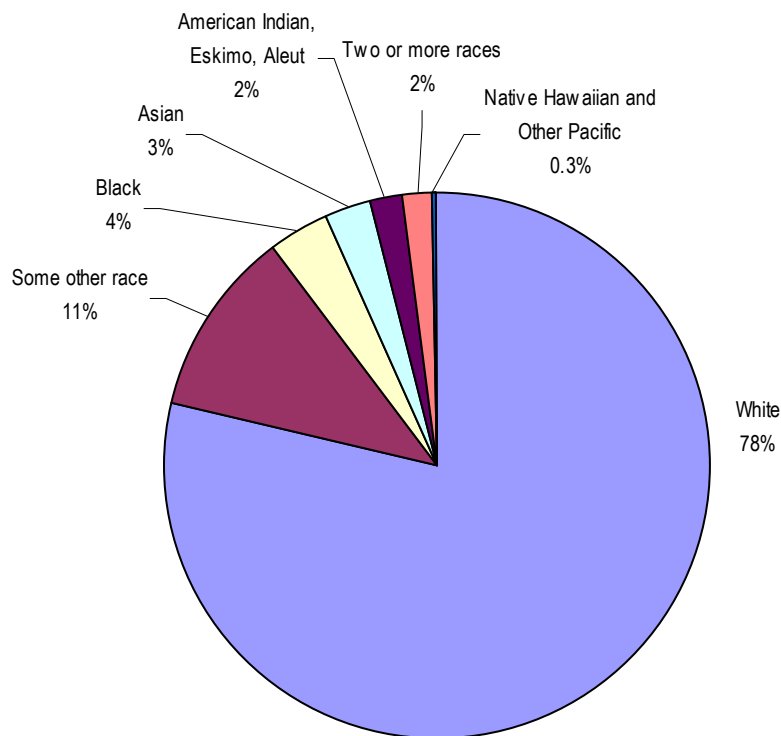
**Figure 1-12**

2003	White	Black	American Indian, Eskimo, & Aleut	Asian	Native Hawaiian And Other Pacific	Some Other Race	Two or More Races	Hispanic*
Greater Phoenix	2,627,163	125,932	64,413	86,153	8,947	372,921	58,949	939,391
% of total	78.6%	3.8%	1.9%	2.6%	0.3%	11.2%	1.8%	28.1%
United States	215,451,392	34,313,529	2,173,834	11,743,093	404,619	13,468,733	5,354,685	39,194,837
% of total	76.2%	12.1%	0.8%	4.2%	0.1%	4.8%	1.9%	13.9%

\*Hispanics can be of any race

Source: U.S. Bureau of the Census, 2004.

**Figure 1-13**  
**Population by Race - Greater Phoenix**



U.S. Bureau of the Census, 2004

# 1.9 Educational Attainment

## Greater Phoenix offers a well-educated work force

Greater Phoenix offers businesses the opportunity to capitalize on a well-educated work force.

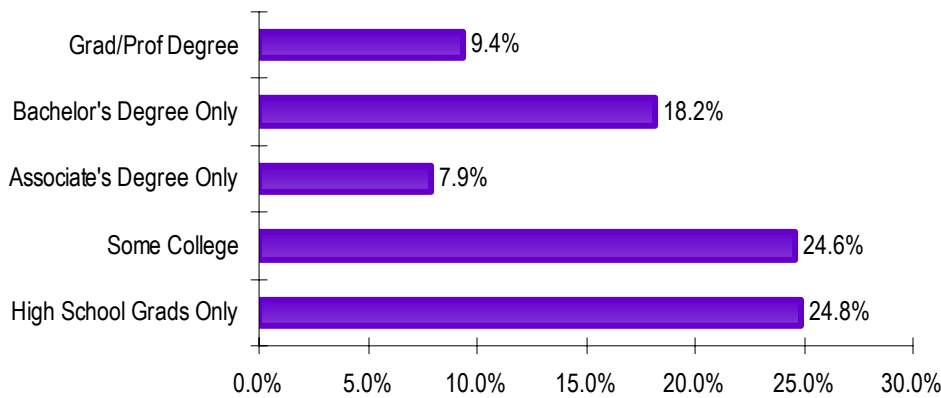
- More than 24 percent of the Greater Phoenix population over the age of 25 has completed high school
- Over 7 percent have obtained an associate’s degree, with an additional 24 percent having completed some college
- Greater Phoenix continues to draw many college educated residents through in-migration, who are attracted by career opportunities

**Figure 1-14**  
**Educational Attainment**

<i>Population 25 and Older</i>	<i>High School Grads Only</i>	<i>Some College</i>	<i>Associate's Degree Only</i>	<i>Bachelor's Degree Only</i>	<i>Grad/Prof Degree</i>
Greater Phoenix	516,636	512,305	163,411	377,900	195,160
% of population	24.82%	24.61%	7.85%	18.16%	9.38%
Arizona	897,336	879,368	257,892	535,526	299,206
% of population	16.40%	16.07%	4.71%	9.79%	5.47%
United States	54,954,343	37,407,246	12,882,642	31,138,178	17,799,100
% of population	19.42%	13.22%	4.55%	11.01%	6.29%

Source: U.S. Bureau of the Census, 2003

**Figure 1-15**  
**Highest Level of Educational Attainment**  
**For Population 25 and Older in Greater Phoenix**



Source: U.S. Bureau of the Census, 2003

# 1.10 Average Wage and Salary Earnings

## Earnings continue to rise with increased diversification

- Diversification into high-tech and other high value industries continues to drive earnings in Greater Phoenix
- Average earnings in Greater Phoenix increased by over 55 percent from 1991 to 2002

**Figure 1-16**

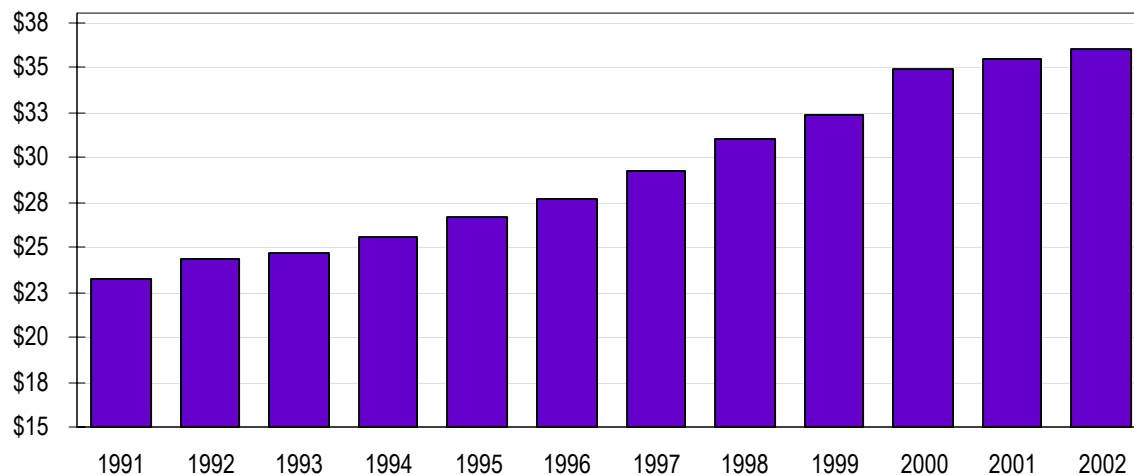
### Average Wage and Salary Earnings per Job

Year	Greater Phoenix	Arizona
2002	\$36,047	\$33,704
2001	\$35,495	\$33,045
2000	\$34,882	\$32,227
1999	\$32,335	\$30,204
1998	\$31,050	\$28,986
1997	\$29,166	\$27,362
1996	\$27,654	\$26,088
1995	\$26,616	\$25,073
1994	\$25,605	\$24,188
1993	\$24,701	\$23,359
1992	\$24,311	\$23,021
1991	\$23,234	\$22,100

Source: Bureau of Economic Analysis, May 2004.

### Average Wage and Salary Earnings per Job Greater Phoenix

Thousands



Source: Bureau of Economic Analysis, "Regional Economic Information Center", Dec 2004

# 1.11 Per Capita Income

## Per capita personal income growth continues in Greater Phoenix

- Annual per capita personal income growth for Greater Phoenix has increased an average of 3.3 percent for the past 5 years
- Greater Phoenix per capita personal income is on par with the national per capita income growth rate. Both have increased by approximately 4.0% over the past ten years.

**Figure 1-18**

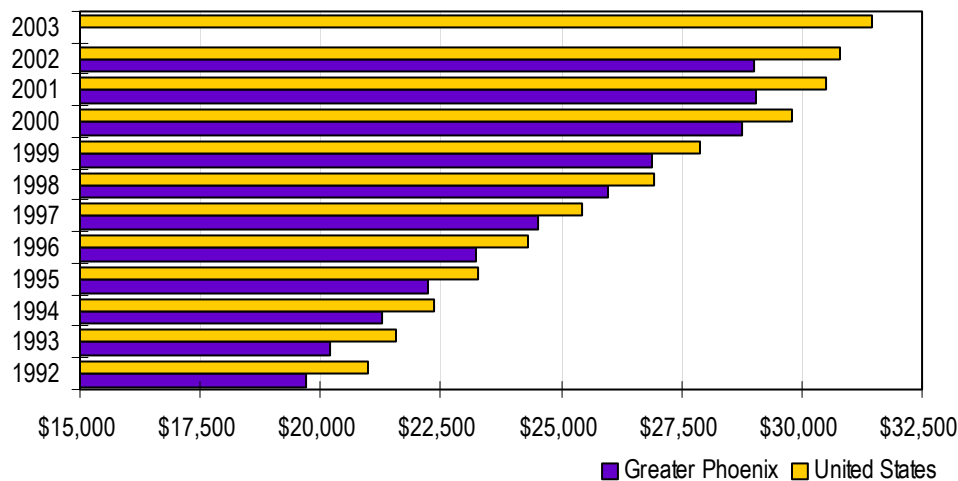
### Per Capita Personal Income

1992-1997	'92	'93	'94	'95	'96	'97
Greater Phoenix	\$19,709	\$20,196	\$21,272	\$22,224	\$23,241	\$24,536
% change from Previous		2.5%	5.3%	4.5%	4.6%	5.6%
Arizona	\$17,907	\$18,424	\$19,320	\$20,050	\$20,883	\$21,892
% change from Previous		2.9%	4.9%	3.8%	4.2%	4.8%
United States	\$21,004	\$21,576	\$22,372	\$23,283	\$24,299	\$25,439
% change from Previous		2.7%	3.7%	4.1%	4.4%	4.7%

1998-2003	'98	'99	'00	'01	'02	'03
Greater Phoenix	\$25,958	\$26,897	\$28,776	\$29,068	\$29,020	N/A
% change from Previous	5.8%	3.6%	6.2%	1.0%	-0.2%	N/A
Arizona	\$23,118	\$23,755	\$24,988	\$25,872	\$26,360	\$26,838
% change from Previous	5.6%	2.8%	5.2%	3.5%	2.7%	1.8%
United States	\$26,917	\$27,902	\$29,797	\$30,494	\$30,804	\$31,472
% change from Previous	5.8%	3.7%	6.8%	2.3%	1.0%	3.3%

Source: U.S. Bureau of Economic Analysis, 2005

**Per Capita Personal Income  
Greater Phoenix and the United States**



Source: Bureau of Economic Analysis, October 2004

# 1.12 Median Household Income

**Figure 1-20**

## Median Household Income in Current Dollars

Area	Annual Growth Rate				
	1980	1990	2000	1980-90	1990-2000
Buckeye	\$15,298	\$24,896	\$35,383	6.3%	4.2%
Chandler	\$17,813	\$38,124	\$58,416	11.4%	5.3%
El Mirage	\$11,135	\$20,372	\$33,812	8.3%	6.6%
Fountain Hills*	N/A	\$42,231	\$61,619	N/A	4.6%
Gilbert	\$18,408	\$41,081	\$61,619	12.3%	5.0%
Glendale	\$19,463	\$31,665	\$45,015	6.3%	4.2%
Goodyear	\$17,241	\$32,708	\$57,429	9.0%	7.6%
Mesa	\$18,033	\$30,273	\$39,719	6.8%	3.1%
Peoria	\$15,321	\$34,205	\$52,199	12.3%	5.3%
Phoenix	\$18,067	\$29,291	\$40,003	6.2%	3.7%
Scottsdale	\$22,184	\$39,037	\$57,484	7.6%	4.7%
Surprise	\$10,128	\$21,750	\$44,156	11.5%	10.3%
Tempe	\$20,045	\$31,885	\$42,361	5.9%	3.3%
Tolleson	\$12,025	\$25,496	\$38,773	11.2%	5.2%
Wickenburg	\$10,905	\$19,572	\$31,716	7.9%	6.2%
Maricopa County	\$18,260	\$30,797	\$43,255	6.9%	4.0%

Note: Smaller Communities may exhibit survey sampling errors.

Source: U.S. Bureau of the Census, 1980, 1990, and 2000.

\*Fountain Hills was not a community until 1989

## Median Household Income in Constant 2000 Dollars

Area	Annual Growth Rate				
	1980	1990	2000	1980-90	1990-2000
Buckeye	\$31,970	\$32,800	\$35,383	0.3%	0.8%
Chandler	\$37,226	\$50,228	\$58,416	3.5%	1.6%
El Mirage	\$23,270	\$26,840	\$33,812	1.5%	2.6%
Fountain Hills*	N/A	\$55,639	\$61,619	N/A	1.1%
Gilbert	\$38,469	\$54,124	\$61,619	4.1%	1.4%
Glendale	\$40,674	\$41,719	\$45,015	0.3%	0.8%
Goodyear	\$36,030	\$43,093	\$57,429	2.0%	3.3%
Mesa	\$37,685	\$39,885	\$39,719	0.6%	0.0%
Peoria	\$32,018	\$45,065	\$52,199	4.1%	1.6%
Phoenix	\$37,756	\$38,591	\$40,003	0.2%	0.4%
Scottsdale	\$46,360	\$51,431	\$57,484	1.1%	1.2%
Surprise	\$21,165	\$28,656	\$44,156	3.5%	5.4%
Tempe	\$41,890	\$42,008	\$42,361	0.0%	0.1%
Tolleson	\$25,130	\$33,591	\$38,773	3.4%	1.5%
Wickenburg	\$22,789	\$25,786	\$31,716	1.3%	2.3%
Maricopa County	\$38,160	\$40,575	\$43,255	0.6%	0.7%

Source: U.S. Bureau of the Census, 1980, 1990, and 2000.

Note: a 3% annual inflation rate was assumed.

\*Fountain Hills was not a community until 1989

## 1.13 Effective Buying Income

### Effective Buying Income indicates strong economy

- Effective Buying Income (EBI) is defined as income less personal tax and nontax payments—often referred to as “disposable” or “after-tax” income
- Greater Phoenix has an EBI of \$41,120, which is considerably higher than neighboring metropolitan areas such as Las Vegas with an EBI of \$39,340, Los Angeles with an EBI of 37,983 and Albuquerque with an EBI of \$36,552.
- Over 574,300, or 37.6%, of Greater Phoenix households have an EBI over \$50,000 annually, and 25,400 households, or 2.1%, have an EBI of \$150,000 or more

#### Figure 1-21

#### Effective Buying Income

<i>EBI Range</i>	<i>Greater Phoenix Households</i>	<i>Arizona Households</i>
\$20,000 to \$34,999	23.4%	24.8%
\$35,000 to \$49,999	20.9%	20.3%
\$50,000 and above	37.6%	33.6%
Median Household EBI	\$41,120	\$36,570

Source: Sales and Marketing Management, Survey of Buying Power 2003