

PAYSON DEMOGRAPHICS

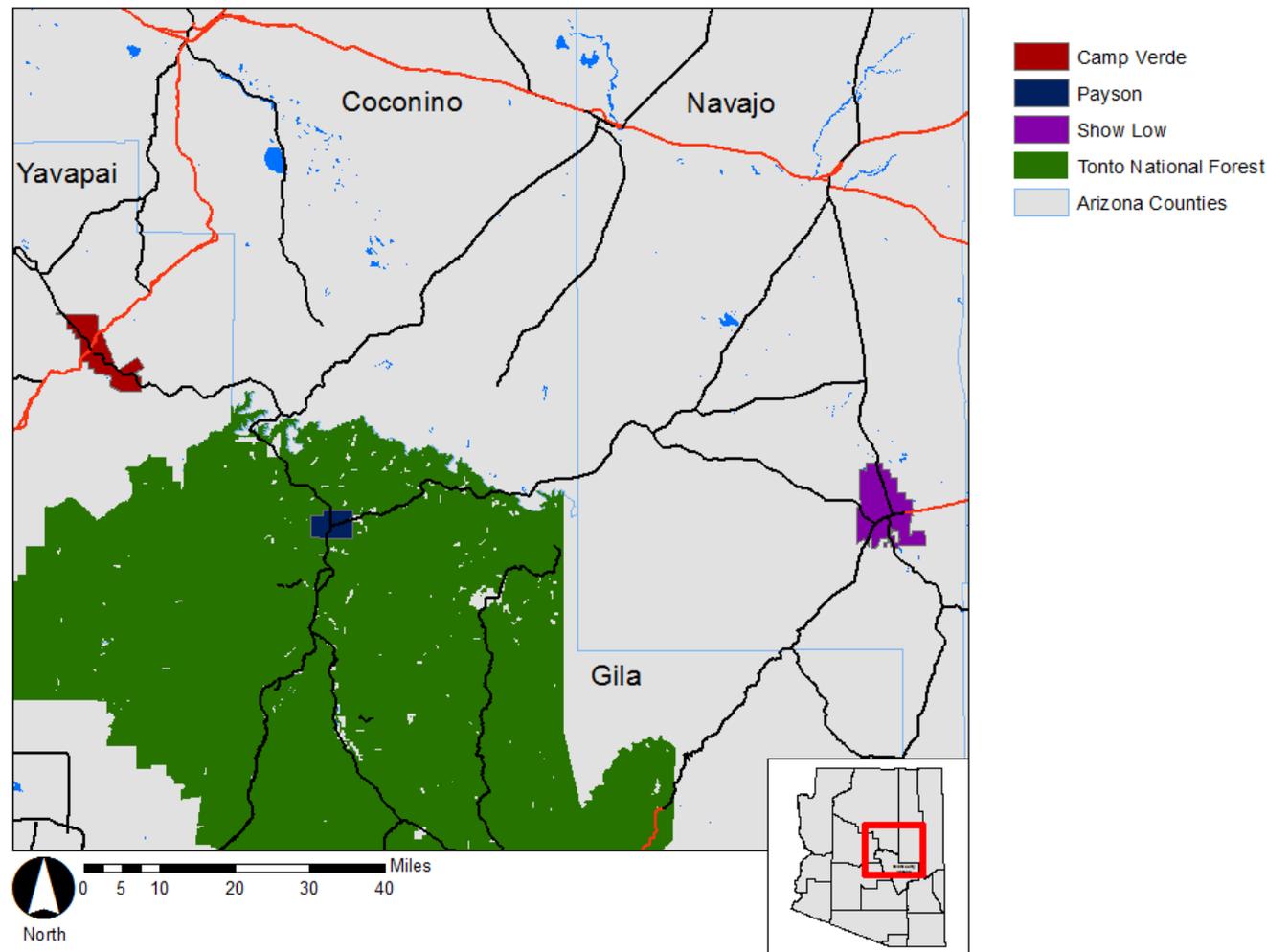
*Prepared for:
Town of Payson, Arizona*

January 15, 2013

PAYSON PLANNING AREA

A demographic profile for the Town of Payson places the Town in a regional context by observing Town population trends in relation to county, regional and state trends. To place the Town in its broader geographic context, Gila County, which includes Payson, and the State of Arizona are profiled as primary peer geographies, with the Town of Camp Verde and the City of Show Low profiled as secondary geographies. Like Payson, a significant portion of the Town of Camp Verde includes National Forest land. The City of Show Low is used for context because, like Payson in Gila County, Show Low is the largest municipality in Navajo County, and with multiple state highways passing through the City, Show Low faces some of the same issues Payson sees.

Payson and Peer Geographies



PAYSON POPULATION

Trends in population and household growth are important factors in planning for the long-term health of the Town of Payson. While historic trends are not guarantees of future change, they are the best foundation on which to base expected change. The Town experienced a 12 percent growth rate between 2000 (13,620 persons) and 2010 (15,301 persons). Camp Verde and Show Low are not as large as Payson, however, with growth rates of 15 percent and 39 percent respectively, each outpaced Payson in population growth for the decade.

Between 2000 and 2010 the state of Arizona had a net gain of 1.2 million people for a growth rate of 25 percent. Gila County grew at the much slower rate of only 4 percent, gaining a total of 2,262 persons during the decade. Nearly three-quarters of Gila County population growth happened in the Town of Payson. This demonstrates the importance of Payson as the regional population hub.

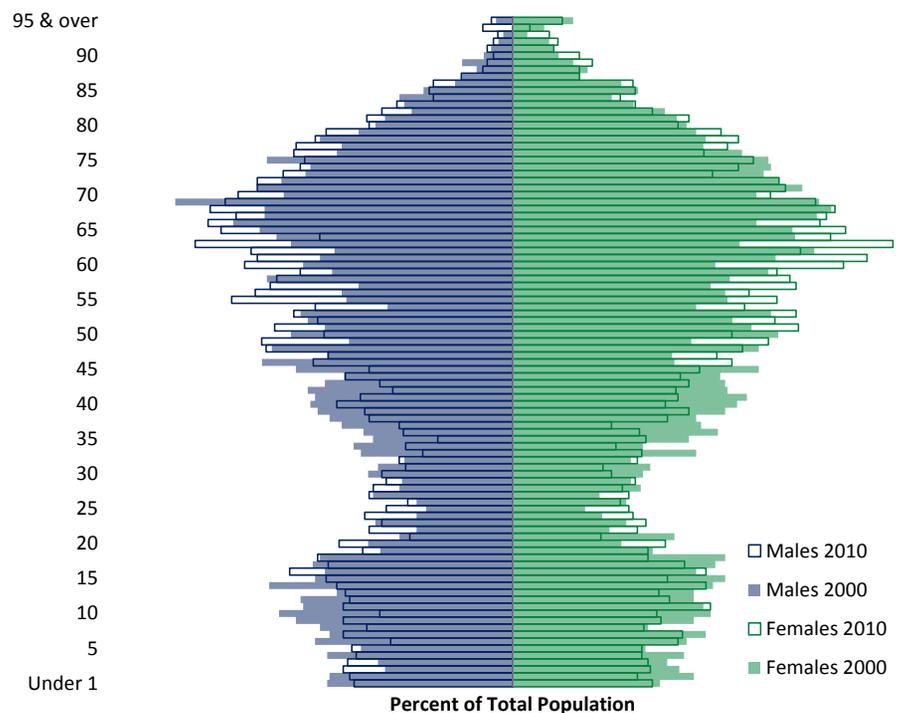
With respect to an economic market, Payson has an opportunity not shared by the peer geographies. At 785 persons per square mile, Payson has the highest population density of all the study geographies. Payson is followed by Show Low City with 261 persons per square mile. Camp Verde had 252 in 2010. Gila County, with 11 persons per square mile, is far less dense than Payson and the State of Arizona, which had a 2010 population density of 56 persons per square mile.

Population Changes by Age

According to the U.S. Census Bureau 2010 Decennial Census, the median age of Payson’s residents is 53, making it the highest median of the peer geographies. Payson is a popular home for retirees, which skews the median age higher. In comparison, Gila County has a median age of 48, and the State of Arizona has the lowest at 36 years.

The Town of Payson experienced a demographic shift between 2000 and 2010. The population pyramid in Figure 1, demonstrates the changes for each age from *under age 1* to *95 years and older*.

Figure 1: Decennial Population for Payson



Source: U.S. Census Bureau, 2010 Decennial Census Summary File 1, Table PCT12; and 2000 Decennial Census Summary File 1, PCT012.

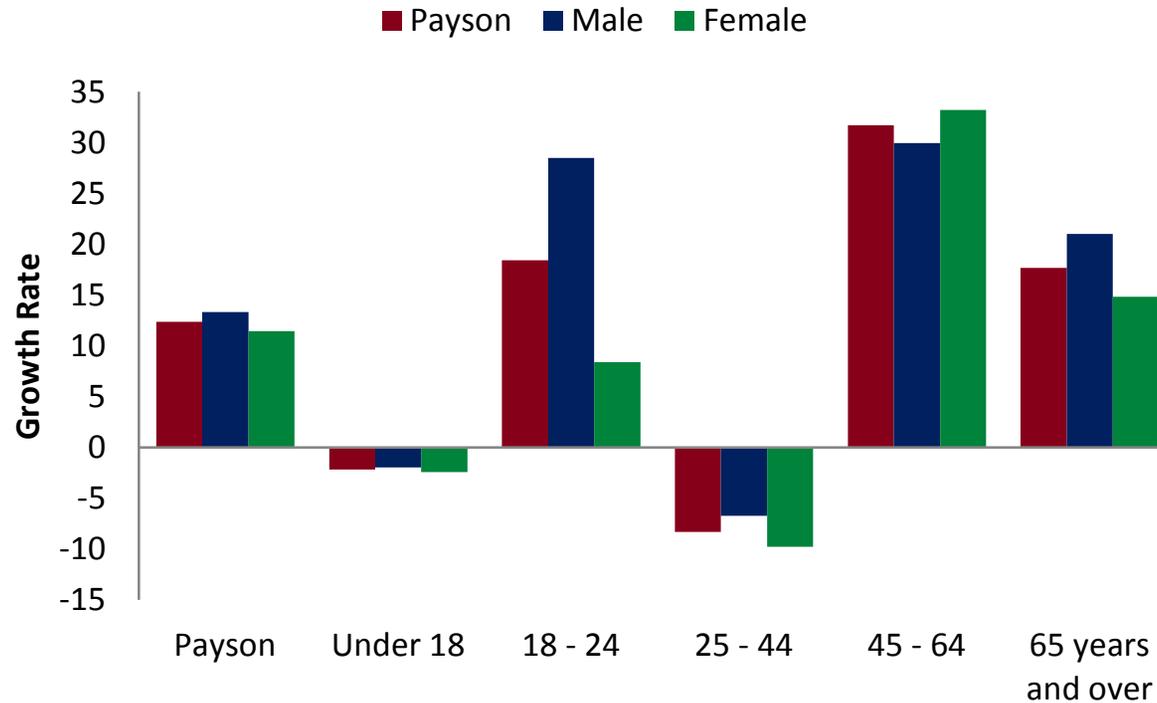
PAYSON POPULATION

Age Cohorts

Gains in shares of the population over age 45, and between ages 18 and 24, were balanced by losses of primary school-aged children, and the primary workforce cohort of 25 to 45.

Figure 2 below shows population growth rates between decennial census counts for the Town population and for the male and female portions of the total population.

Figure 2: Population Growth Rates by Age Cohort



Source: U.S. Census Bureau, 2010 Decennial Census Summary File 1, Table PCT12; and 2000 Decennial Census Summary File 1, PCT012.

PAYSON DEMOGRAPHICS

Starting with the 2010 decennial census, the U.S. Census Bureau no longer obtained detailed information using a “long-form” questionnaire. Instead, extensive demographic, housing, economic, and social characteristics of the population are now collected as part of a continuous monthly mailing of surveys, that began in 2005, and is known as the American Community Survey (ACS). To collect a statistically significant sample of populations under 20,000, like the Town of Payson, survey results collected over a five year period are reported each year. The remainder of this demographic analysis relies on the U.S. Census Bureau, American Community Survey (ACS) 2007-2011 5-year Estimates for the Town of Payson and all peer geographies to allow for data comparisons.

Race and Ethnicity

Figure 3 shows the distribution of population by race for the Town of Payson and the peer geographies. According to the 2011 ACS Estimates, 95 percent of Payson’s population self-identify as *White Alone*. Payson has significantly less racial diversity that Gila County and the State of Arizona.

Figure 3: Population Distribution by Race

<i>Race</i>	<i>Town of Payson</i>	<i>Gila County</i>	<i>State of Arizona</i>
One race	98.4	97.8	97.3
White alone	95.1	79.1	78.7
Black or African American	0.2	0.4	4.0
American Indian and Alaska Native	0.9	14.7	4.4
Asian	0.0	0.2	2.7
Native Hawaiian and Other Pacific Islander	0.0	0.1	0.2
Some other race	2.2	3.4	7.3
Two or more races	1.6	2.2	2.7

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2007-2011.

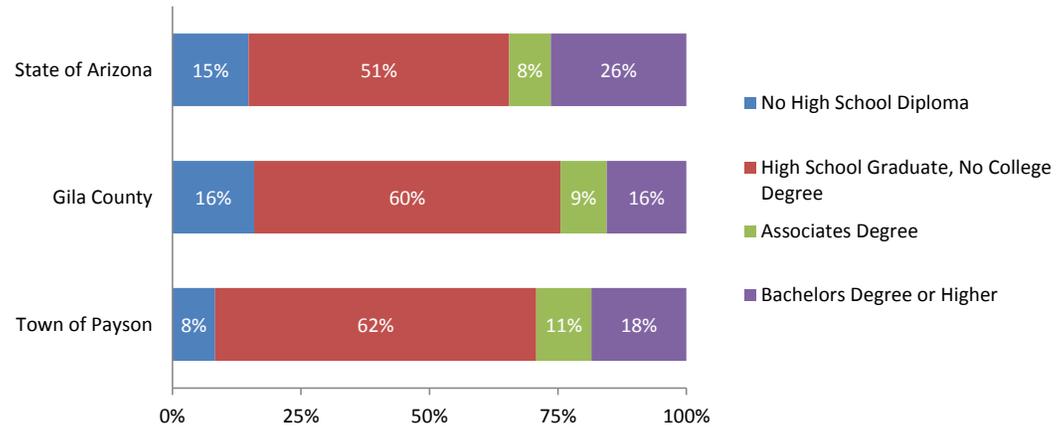
Less than 10 percent of Payson residents identify their ethnicity as *Hispanic or Latino*. This is 10 percentage points fewer than Gila County’s share of residents who identify as *Hispanic or Latino*. Almost 29 percent, or 2 million residents, of the State of Arizona self-identify as *Hispanic or Latino*.

PAYSON LABOR FORCE

Figure 4: Educational Attainment

Educational Attainment

The Town of Payson’s residents are better educated over-all relative to the County. However, with 70 percent of the Town population having no college degree the Town of Payson is at a competitive disadvantage to the State. **Error! Reference source not found.** shows the population distribution by educational attainment for the Town of Payson and peer geographies.



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2007-2011.

Employed Population

According to 2011 ACS Estimates, 48 percent of Payson’s 16 Years and Over population is in the labor force. Nearly a third of the employed civilian labor force works in the *Educational Services, and Health Care, and Social Assistance* industries. *Arts, Entertainment, Recreation, Accommodations, and Food Services* host 16 percent of Payson’s employed civilians. See

Figure 5 for a distribution of occupations held by the employed civilian residents of the Town of Payson.

Figure 5: Occupation Distribution for the Town of Payson

Occupations	Percent of Employed Civilians
Management, professional, and related	31
Service	30
Sales and office	20
Construction, extraction, maintenance and repair	12
Production, transportation, and material moving	8

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2007-2011.

PAYSON HOUSING

Figure 6: Construction of Housing Units

Home Construction

Examination of housing units built over time shows Payson’s housing construction boom paralleling that of the State and County, where the bulk of the housing stock was constructed in the three decades between 1970 and 2000. The upsurge of residential construction starting in the 1970s remained relatively robust even subsequent to 2000, until the national downturn in the housing market took hold. See Figure 6 and Figure 7 for more detail of housing construction in Payson and peer geographies.

	Payson		Gila		Arizona	
	Count	Percent	Count	Percent	Count	Percent
Total Housing Units	8,417		32,470		2,816,719	
Built 2005 or later	324	3.8	1,056	3.3	251,536	8.9
Built 2000 to 2004	758	9.0	2,160	6.7	432,297	15.3
Built 1990 to 1999	2,463	29.3	6,837	21.1	587,448	20.9
Built 1980 to 1989	2,404	28.6	7,464	23.0	544,199	19.3
Built 1970 to 1979	1,722	20.5	6,519	20.1	516,738	18.3
Built 1960 to 1969	470	5.6	2,860	8.8	215,025	7.6
Built 1950 to 1959	127	1.5	2,249	6.9	170,151	6.0
Built 1940 to 1949	78	0.9	1,111	3.4	51,049	1.8
Built 1939 or Earlier	71	0.8	2,214	6.8	48,276	1.7

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2007-2011.

Figure 7: Share of Current Housing Stock Added by Decade

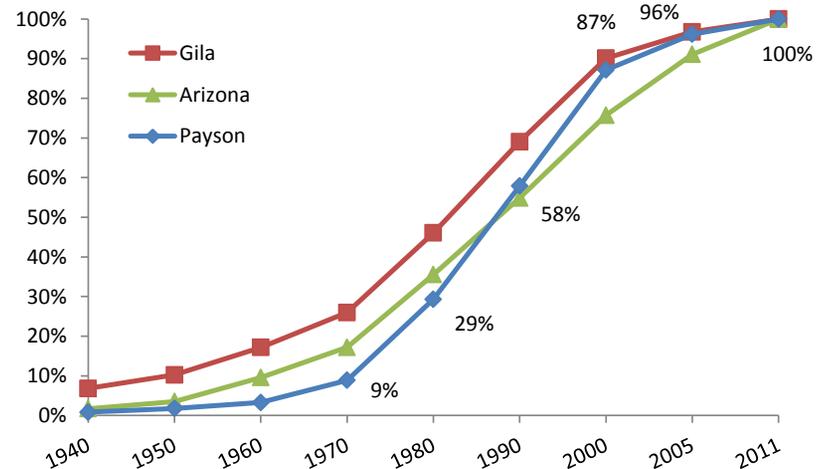


Figure 7 shows that just over a quarter (29 percent) of Payson’s current housing stock was built prior to 1980. Between 1980 and 2000 nearly 60 percent (4,867 units) of current inventory was built.

PAYSON HOUSEHOLDS

According to the U.S. Census Bureau, a household is a housing unit that is occupied by year-round residents. As shown in Figure 8, decennial census data indicates Payson had 6,860 households in 2010. American Community Survey estimates from 2011 are used to calculate the distribution of 2010 dwellings by units in each structure. Dwelling units with a single unit per structure averaged 1.73 persons per housing unit. Dwellings in structures with multiple units averaged 1.15 year-round residents per unit. According to the 2011 ACS Estimates, there were 6,485 occupied housing units in Payson out of a total of 8,417, for a relatively high vacancy rate of 23 percent.

Figure 8: Year-Round Persons per Unit by Type of Housing

2011 Summary by Type of Housing from American Community Survey

Units in Structure	Renter & Owner		Persons per Household	Housing Units	Persons per Housing Unit
	Persons	Households			
Single Unit*	13,877	5,911	2.35	7,577	1.83
2+ Units	1,017	574	1.77	840	1.21
Subtotal	14,870	6,485	2.29		
Group Quarters	222				
TOTAL	15,092			8,417	1.79
			Vacancy Rate	23%	

Source: Tables B25024, B25032, B25033, and B26001.

Three-Year Estimates, 2011 American Community Survey, U.S. Census Bureau.

2010 Census

Single Unit*	13,956	6,253	2.23	8,064	1.73
2+ Units	1,025	607	1.69	894	1.15
Subtotal	14,981	6,860	2.18		
Group Quarters	320				
TOTAL	15,301			8,958	1.71

* Single unit includes detached, attached, and boat, RV, van or mobile homes.

Source: Totals from Summary File 1 Tables DP1 and QTH1, U.S. Census Bureau.

Household Income

Residents of Payson enjoy a level of prosperity somewhat higher than Gila County but lower than the State. According to 2011 ACS Estimates, the median household income for the Town was \$43,741. Show Low had a median household income of \$36,941. Camp Verde and Gila County had \$37,904 and \$37,905 respectively. The highest median household income among peer geographies was the State with \$50,752.