

Phoenix PSI *Planning Statistics* & Information

Fact Sheet

3rd Quarter, 2010

Phoenix Corporate Limits

Population Estimate - June 30, 2010

1,590,488

Source: *City of Phoenix Planning Department*

Phoenix Municipal Planning Area

Population Projection - July 1, 2010

1,700,300

Source: *City of Phoenix Planning Department*

Phoenix Corporate Limits

Total Area - July 1, 2010

519.1025 square miles

Source: *City of Phoenix City Clerk Department*

Unemployment Rate

May (seasonally adjusted):

| | 2009 | 2010 |
|------------------|------|------|
| Phoenix-Metro* | 8.7% | 9.2% |
| State of Arizona | 9.2% | 9.6% |
| U.S. | 9.4% | 9.7% |

Source: www.workforce.az.gov,
"Arizona Workforce Informer"

Non-farm Payroll Employment

Arizona for May (In 1,000's)

| 2009 | 2010 | Change |
|---------|---------|--------|
| 2,442.7 | 2,426.1 | -0.7% |

Source: www.workforce.az.gov,
"Arizona's Workforce Informer"

Consumer Price Index- Phoenix-Mesa

All Consumers, December 2001 = 100

| 2001 Q4 | 2009 Q4 | Change |
|---------|---------|--------|
| 100 | 117.802 | 17.8% |

Source: *U.S. Bureau of Labor Statistics*
<http://www.bls.gov/cpi/home.htm>

GDP Implicit Price Deflator

Index 2000 = 100

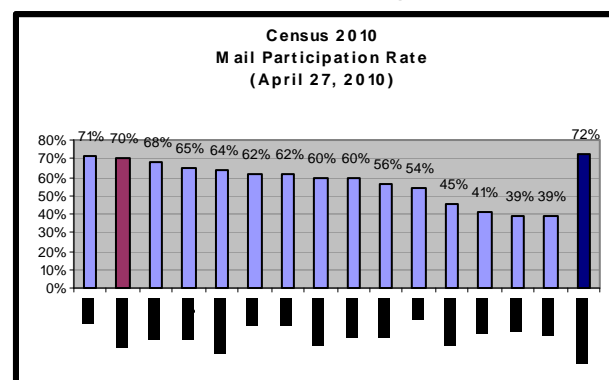
| 1947 Q1 | 1960 Q1 | 1990 Q1 |
|---------|----------|----------|
| 14.819 | 20.505 | 80.878 |
| 2000 Q1 | 2007 Q4 | 2010 Q1 |
| 99.275 | *106.214 | *110.225 |

*Source: U.S. Bureau of Economic Analysis (BEA)
http://www.bea.gov/newsreleases/national/gdp/2010/pdf/qdp1q10_3rd.pdf

Census 2010 Participation Rates

The nationwide Census 2010 enumeration is mostly done at this point in July, and some preliminary results are in, regarding "mail participation rates." Previous to the 2010 Census the rates were calculated using the "mail response rates." The nationwide mail response rate was 67% in 2000. However, the mail participation rate in 2000 was actually higher at 72%.

Why is the mail *participation* rate a better measure than the mail *response* rate you ask? The newer participation rate throws out all the Census forms that were returned by the Post office as "undeliverable." These undeliverable forms skew the numbers down; giving us a lower reading of just how many occupied households participated. The U.S. national average as of April 27, 2010 was again 72%. The final counts are sure to go up since the Census takers are now going door-to-door doing their follow-up operations for those households who have not responded. The final results for participation will be reported this fall after follow up and late mail returns are counted. As of April 27th 2010 the Arizona County participation rates are compared below to this national 2010 average of 72%.



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For reasonable accommodations, call Nici Wade Voice/602-495-0256 or the City TTY relay number at 602-534-5500 to coordinate needed arrangements.