



The MAG Region in Review

Data Trends Shaping Our Future



2025



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About MAG

The **Maricopa Association of Governments (MAG)** provides a forum for local governments working together on issues that affect the lives of everyone in the greater Phoenix region. MAG is a regional agency that conducts planning and makes policy decisions in a number of core areas. These include transportation, air quality, human services, and economy and growth, all with a focus on efficient and effective operations.

Spanning 10,600 square miles, the MAG regional planning area brings together a diverse coalition of local governments. MAG member agencies include 27 cities and towns, three Native nations, Maricopa County, portions of Pinal County, and the Arizona Department of Transportation - working collaboratively to shape the future of our region.

Founded in the spirit of cooperation, MAG members believe that by uniting, they can solve common problems, take an active role in long range regional issues, and address concerns that affect communities across the region.

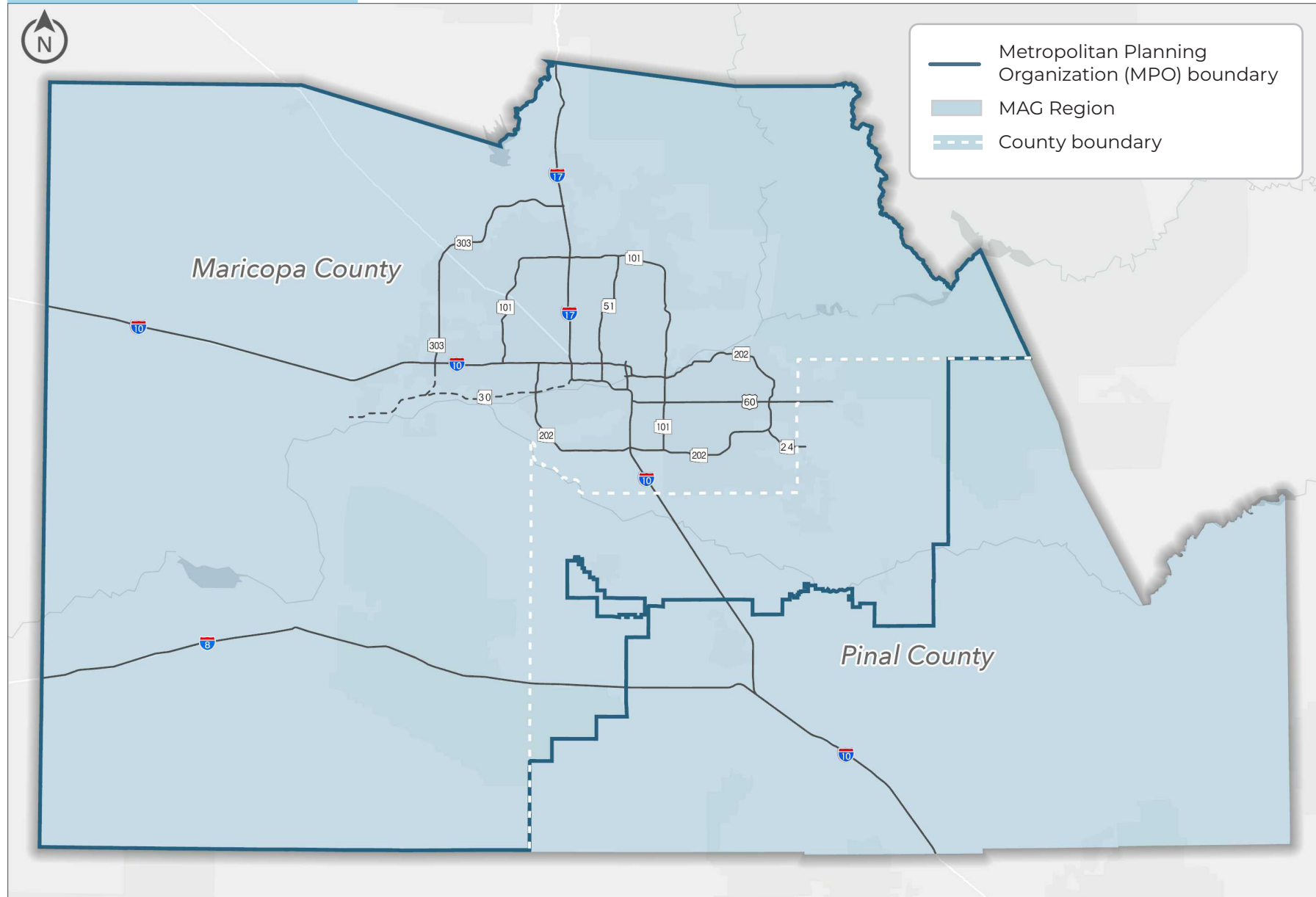
About This Report

The **MAG Region in Review** report offers an in-depth look at the trends shaping our dynamic region. It provides insights into demographics, housing patterns, workforce and economic shifts. The report is intended to inform policymakers, business leaders, and community stakeholders by offering a clear picture of current conditions and emerging challenges.

Key findings show that the MAG region's population continues to grow, becoming more ethnically diverse while also aging. Housing development is strong, with expanded multifamily options responding to shifting needs. Although housing affordability pressures have increased, the region's economy is strengthening, supported by ongoing transportation investments that help drive regional prosperity.

Analysis from this report highlights a region in constant change. Looking ahead, it will be crucial to continue strategic planning, including ongoing transportation investment planning, to ensure sustainable growth for future generations.

The MAG Region



The Maricopa Association of Governments (MAG) planning area includes all of Maricopa County and parts of Pinal County, as shown in the MPO boundary on the map above. For the purposes of this report, the MAG region refers to the Phoenix-Mesa-Chandler Metropolitan Statistical Area, which includes the entirety of Maricopa and Pinal Counties. Data will represent this area unless otherwise noted.

Region Highlights



21%

Population Increase
Since 2010



5,070,000

2023 Population



2.1million

2024 Total Housing Units
(22 percent increase
since 2010)



\$448,700

2024 Median Single-Family
Home Sale Price
(Increase of \$279,000
since 2011)



2.5million

2024 Total Jobs
(47 percent increase
since 2010)



3.1%

Unemployment Rate
December 2024
(Improvement from 12.6
percent peak in 2020)



145,000

2024 Business Locations
(50 percent increase
since 2010)



26minutes

2025 Average Commute Time
(unchanged since 2018)

Note: Some metrics in this report include comparisons with peer regions. These regions were selected based on size, population, proximity, and megaregion designation. The peer names represent their respective metropolitan statistical area.

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Gain insight into workforce and economic trends, including job growth, wage patterns, income levels, and employment challenges facing the region.

Working in the Region 18

Understand the dynamics of working in the region, including major industries, commute patterns, foreign investment, and commercial real estate trends.

Population Trends



The MAG region continues to grow, although at a slightly slower pace than in past years. Growth is projected at one percent per year through 2050, a slight slowdown from the two percent annual growth rate over the past 25 years. At the same time, the population is aging, with the median age rising from 35 in 2010 to 38 in 2023, shaping future workforce, housing, and service needs.

38 years
2023 Median Age

The region's growth rate has slowed, although it continues to outpace the nation.

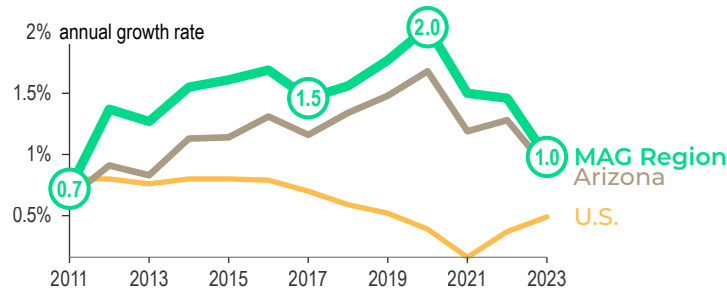


Figure 1: Annual Population Growth Rate Comparisons
Source: Arizona Office of Economic Opportunity, MAG, and U.S. Census Bureau Estimates

The MAG region's population is expected to grow to 7.1 million by 2050.

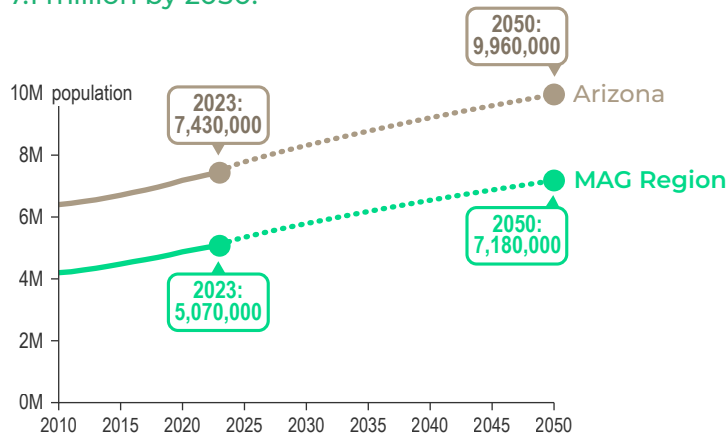


Figure 2: Population Growth
Source: Arizona Office of Economic Opportunity, MAG, and U.S. Census Bureau Estimates

The region is aging: An aging population combined with fewer births reshaped the region's population between 2010 and 2023.

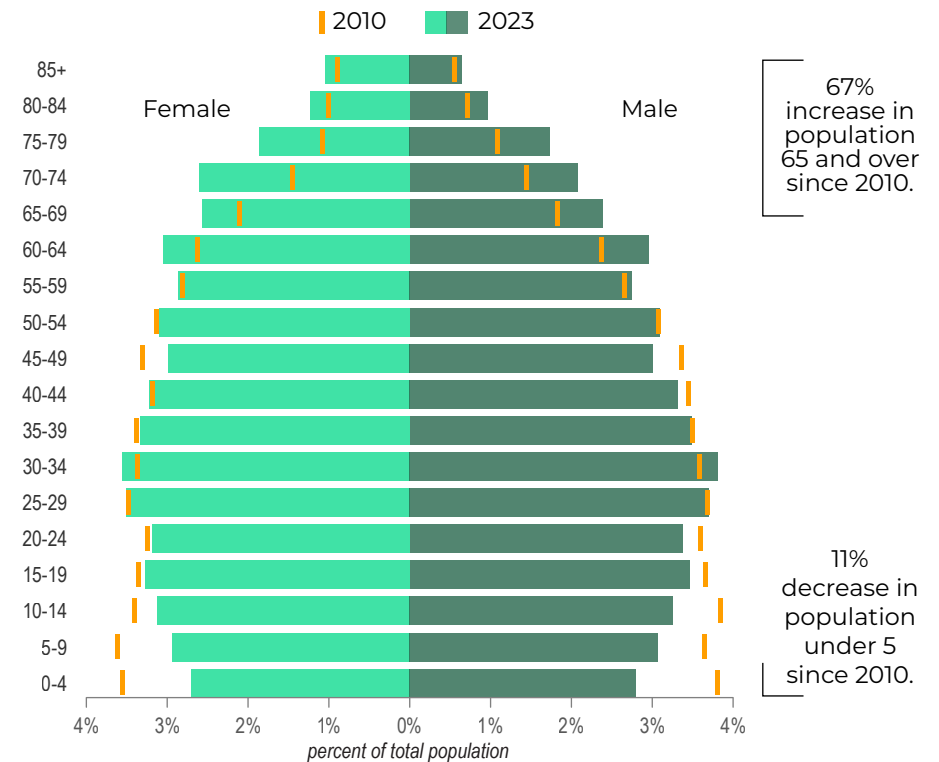


Figure 3: MAG Region Age Distribution
Source: U.S. Census Bureau, American Community Survey 1-year Estimates

Population Change



Population change is driven by births, deaths, and migration. While natural increase still contributes to growth, migration—both domestic and international—plays a key role in the region. Most new residents moved from other states, while 13 percent came from abroad, mainly Asia (31 percent) and Central America (28 percent).¹

3rd

Highest Growth in the Nation Since 2020

For the last several years, migration has been the primary driver of population growth in the region.

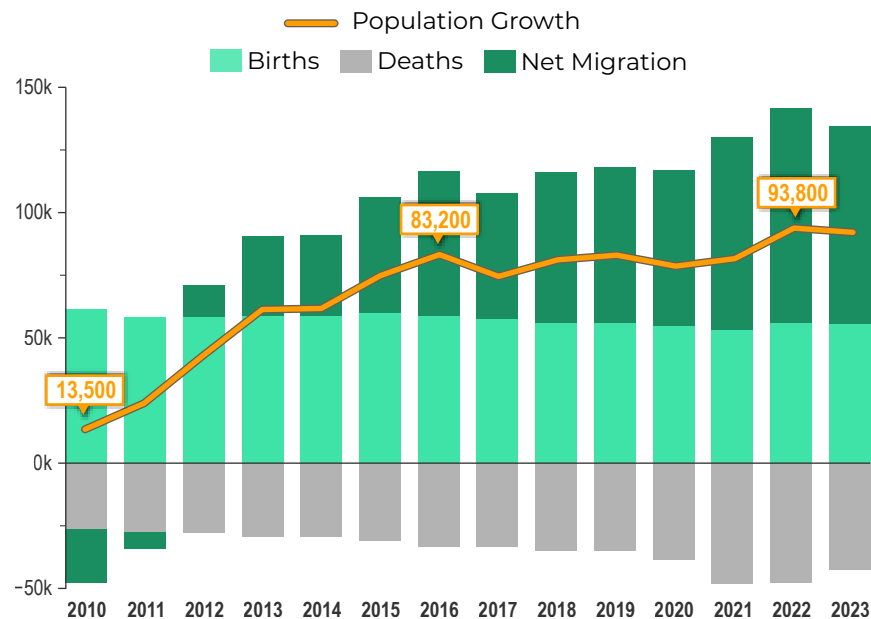


Figure 4: Components of Annual Population Growth
Source: Arizona Office of Economic Opportunity and MAG

According to 2022 five-year estimates, domestic migration accounted for 87 percent of new MAG region residents, with California leading the way.

Rank	State moved from	Percent of domestic movers
1	California	23.5%
2	Washington	7.8%
3	Texas	6.3%
4	Illinois	5.3%
5	Colorado	4.6%
6	Oregon	3.7%
7	New York	3.3%
8	Utah	3.1%
9	Minnesota	3.0%
10	Florida	2.8%

Figure 5: Domestic Migration into the MAG region
Sources: U.S. Census Bureau, American Community Survey 2022 5-year State-to-County Migration Estimates

Substantial Population Growth Since the Pandemic

With a net population gain of **195,000** residents, the MAG region **ranked third** in the nation for metropolitan area growth from 2020 to 2023.

A Diverse Population



The region's population continues to become more diverse, with increasing racial and ethnic diversity shaping the community and economy. At the same time, language accessibility has improved, with a slight decline in the percentage of residents with limited English proficiency.

48%
2023 Minority
Population

Diversity in the MAG region (2023)

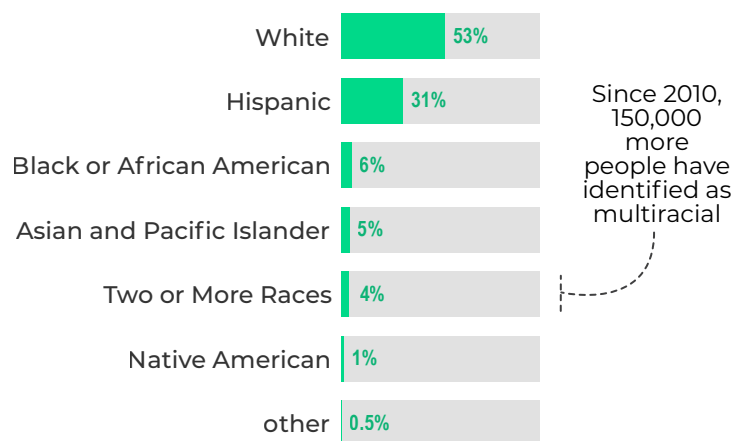


Figure 6: Race/Ethnicity Distribution

Note: Race categories exclude Hispanic origin ethnicity (i.e. non-Hispanic White, non-Hispanic Black, etc.)

Source: U.S. Census Bureau, American Community Survey One-Year Estimates

Youth Diversity Leading the Way

While minorities made up **48 percent** of the total population in the MAG region in 2023, the population under age 18 was even more diverse, with minority youth comprising **62 percent**.²

The MAG region, along with peers, is becoming more diverse. The MAG region minority population increased by 7 percentage points since 2010.

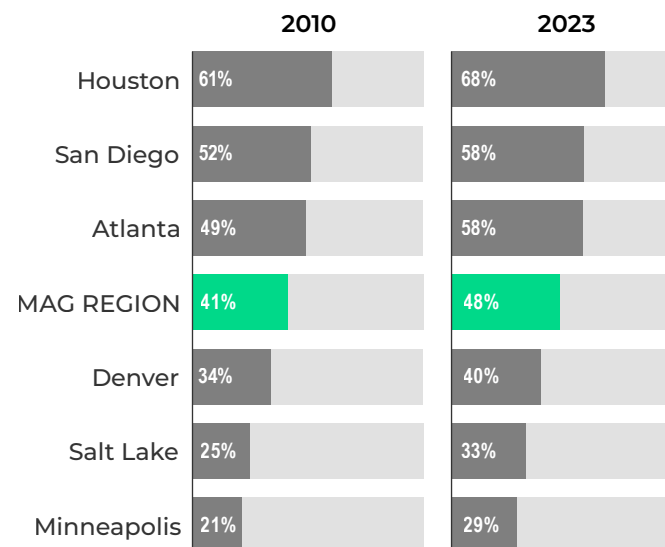


Figure 7: Percent Minority

Source: U.S. Census Bureau, American Community Survey One-Year Estimates

Youth Education



School enrollment, academic performance, and high school graduation rates are key indicators of how well youth are prepared for higher education and future opportunities. As the population ages and birth rates decline, the share of high school students rose from 30 percent to 33 percent, while K-8 enrollment dropped from 70 percent to 66 percent between 2015 and 2024.³

78%
2023
Graduation
Rate

Graduation rates in both the MAG region and Arizona trail the U.S. average by 10 percentage points.

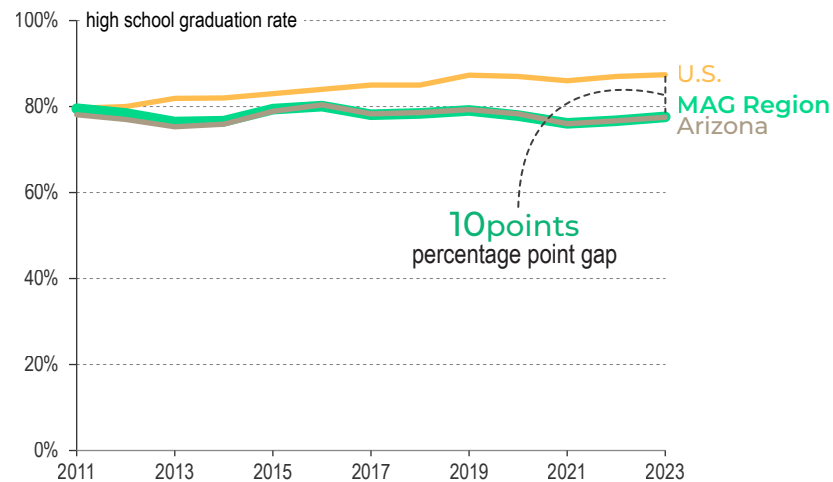


Figure 8: High School Graduation Rate Comparisons
Source: National Center for Education Statistics;
Arizona Department of Education

Assessment testing and performance are key indicators of student success and areas for growth. In 2024, Maricopa County had passing rates of **43 percent** for English Language Assessment and **35 percent** for math. Arizona's goal is **72 percent** proficiency in third-grade reading by 2030.⁴ At the current rate of improvement, significant changes will be necessary to meet this target.

English Language Assessment (ELA) passing rates in Maricopa County have steadily improved since 2015.

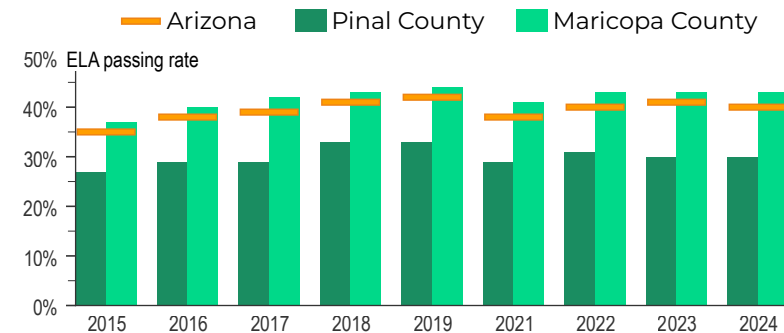


Figure 9: School ELA Passing Rates
Source: Arizona Department of Education

Math passing rates were disrupted by the pandemic, and have yet to recover.

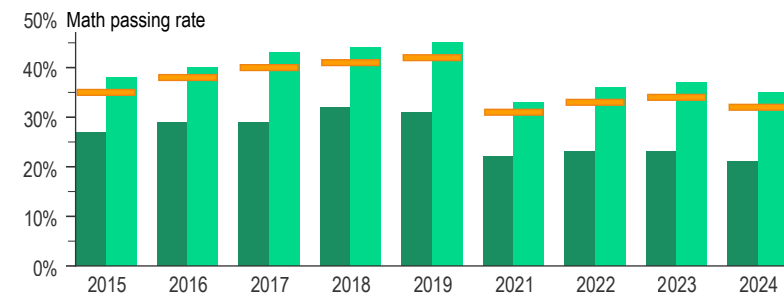


Figure 10: School Math Assessment Passing Rates
Source: Arizona Department of Education
Note: Data not available at MSA level. Testing scores show percent passing for k-12 schools, all students and all grades.

Evolving Housing Patterns



The region's 2.1 million housing units offer a wide range of living options.⁵ Multifamily construction is increasing to support growth and changing lifestyles. Trends in new construction, ownership, renting, and development near major corridors help shape the housing landscape and future planning needs.

74%

2024
Single Family
Housing Units

26%

2024
Multifamily
Housing Units

For the first time ever, in 2023, multifamily construction outpaced single-family home development with single story build-to-rent construction also showing significant growth.

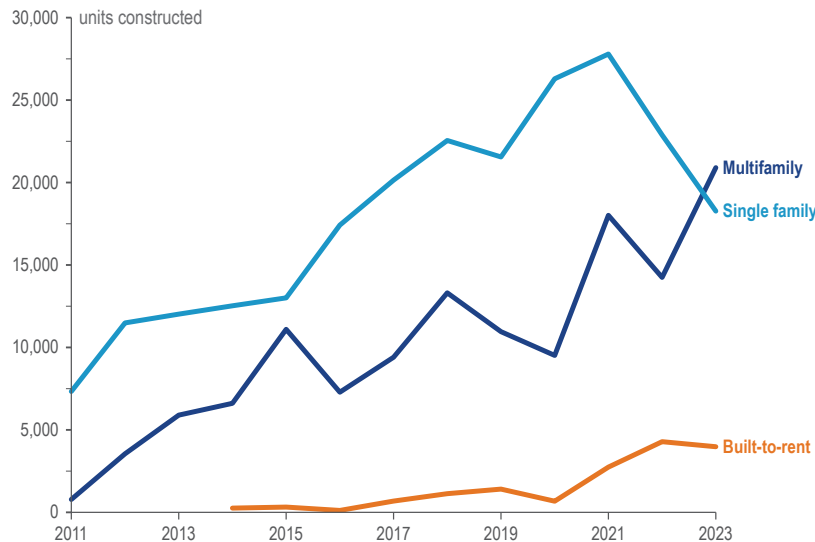
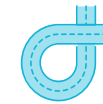


Figure 12: Residential Construction by Housing Type
Source: Maricopa County and Pinal County parcel assessor data.



Housing and Regional Transportation Connections

Multifamily units are commonly built near major transportation corridors, such as freeways and high capacity transit corridors, with **80 percent** of all multifamily units in the MAG region located within two miles of these corridors. In comparison, just over half (**52 percent**) of single-family homes fall within the same distance.

This pattern has become more pronounced in recent years. Since 2020, only **31 percent** of newly built single-family homes have been located within two miles of a major transportation corridor. This suggests a shift in land use priorities, with areas near key transportation access points increasingly reserved for higher-intensity uses such as mixed-use and commercial developments.⁶

Housing Vacancy Trends



Housing vacancy rates offer insight into market trends, availability, and demand. In the MAG region, seasonal vacancies and short-term rentals play a significant role in overall vacancies. According to Maricopa County Assessor data, approximately 25 percent of all housing units are investor-owned or second homes, further contributing to vacancy trends as these properties could potentially be vacant for extended periods.

8.6%

2023 Overall
Vacancy Rate

Housing vacancy rates in the region have declined but remain slightly higher than our peers.

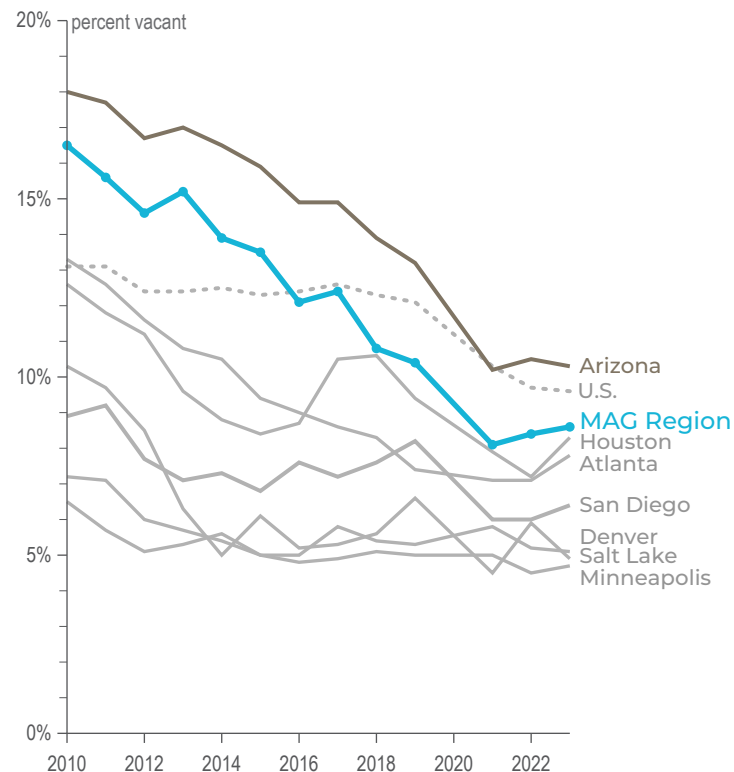


Figure 13: Housing Vacancy Trends
Source: U.S. Census Bureau, American Community Survey
One-Year Estimates

Popularity for short-term rentals started growing in 2017, becoming a notable part of the region's housing vacancy landscape.

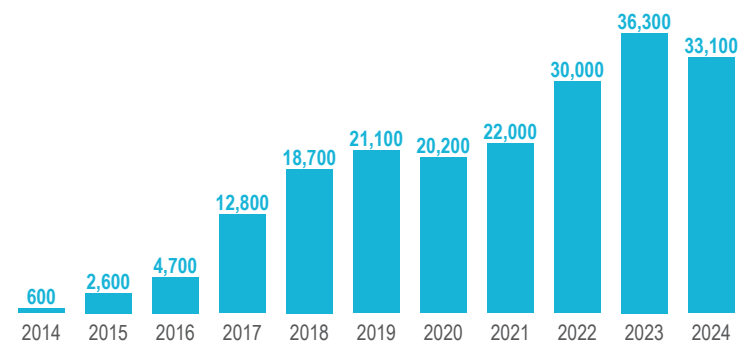


Figure 14: Short-Term Rental Growth
Source: AirDNA, LLC short-term rental data

Seasonal Housing Trends

The higher percentage of seasonally vacant housing in the MAG region, likely influenced by the snowbird population, contributes to the region's overall higher vacancy rates. Over the past decade, an estimated **35 percent to 45 percent** of vacant housing units in the region have been used for seasonal, recreational, or occasional purposes, such as second homes. In 2023, this accounted for nearly **68,000** homes.⁷

Market Trends and Affordability



The housing market is shaped partly by a combination of rising sales prices, higher interest rates, and the financial situations of buyers. As home prices have risen and interest rates increased, many buyers find it difficult to afford a home. The average age of home buyers has increased from 43 years old in 2010 to 50 years old in 2024.⁸

50 years

Median Age of Home Buyers

Since 2021, the household income needed to afford a median-priced home has been much higher than the median household income.

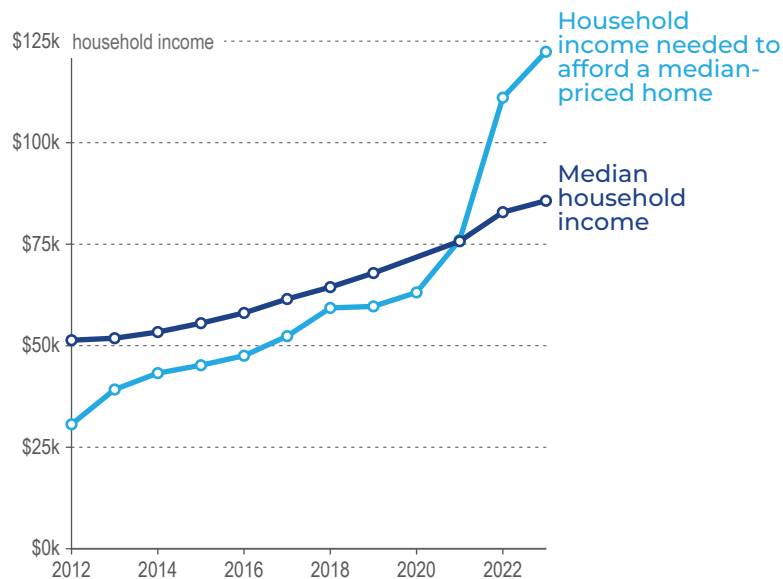


Figure 15: Comparison of Median Income to Median Home Prices
Sources: U.S. Census Bureau, 1-Year American Community Survey Estimates; Information Market; MAG

Note: The income required to afford a median-priced home is calculated by comparing median incomes with median sales prices, factoring in standard mortgage terms such as down payments, interest rates, taxes, insurance, and PMI. It is assumed that the buyer will not spend more than 30% of their income on housing payments.

2020 median household income data are unavailable—lines have been connected for visual continuity and do not represent actual 2020 values.

Rising mortgage rates and high prices have slowed home sales in the region.

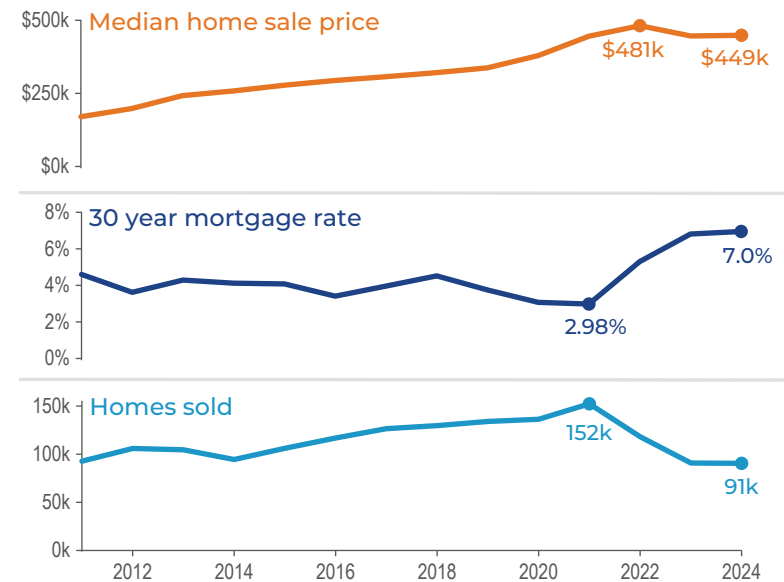


Figure 16: Trends in Home Prices, Mortgage Rates, and Sales
Sources: Information Market; Freddie Mac
Note: Sale prices adjusted for inflation—shown in 2024 dollars.

Renting Challenges



Rent costs remain a challenge for many households, despite recent stabilization in costs, as reflected by rising eviction filings. Unlike homeowners, who often benefit from low interest rates and stable mortgage payments, renters face ongoing uncertainty. As a result, the gap in housing cost burden has widened, with renters more likely to spend more than 30 percent of their income on housing.

\$1,600
2024 Median Asking Rent Per Unit

Multifamily median rent prices have stabilized since the peak in 2021, showing a slight decrease

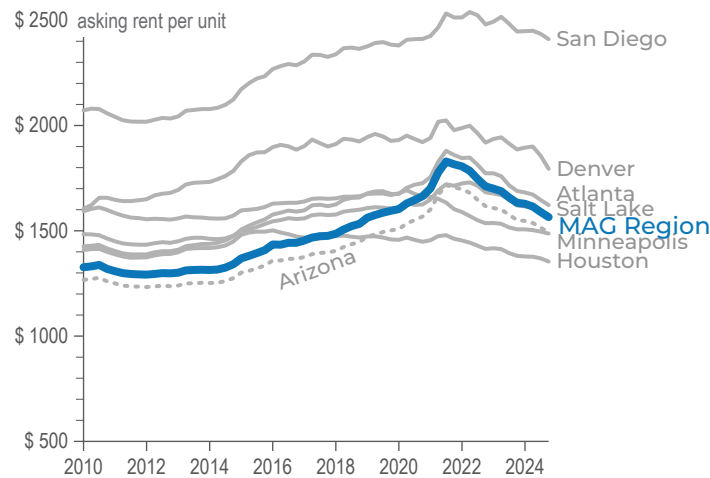


Figure 17: Multifamily Median Asking Rent
Source: Costar Group
Inflation adjusted to 2023 dollars

Eviction filings in Maricopa County continue to rise and have reached the highest number ever recorded.

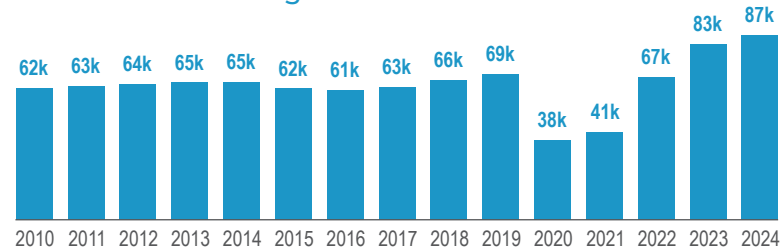


Figure 19: Housing Eviction Filings in Maricopa County
Source: Maricopa County Justice Courts

After a period of stability, multifamily vacancy rates surged, driven by rising rent prices and increase in supply.

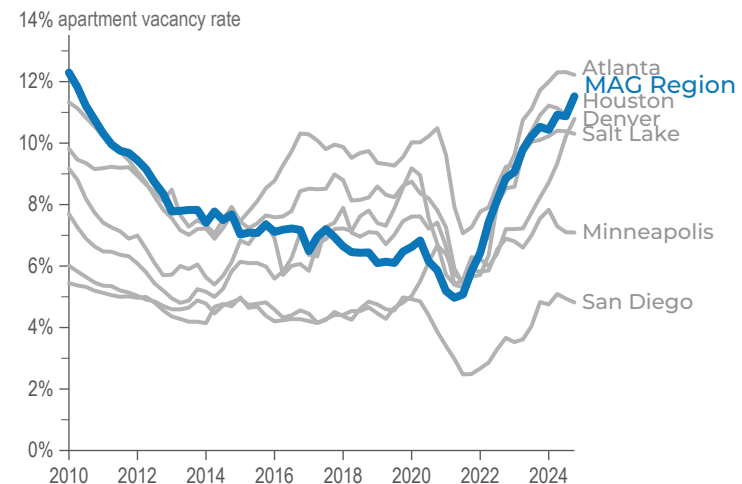


Figure 18: Multifamily Vacancy Rate Comparisons
Source: Costar Group

More than half of all renters spend more than 30 percent of their income on housing.

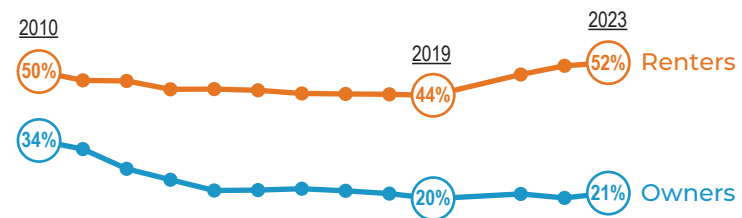


Figure 20: Households Spending More Than 30 Percent of Income on Housing
Source: U.S. Census Bureau, 1-Year American Community Survey Estimates

Labor Force Trends



The region's labor force is evolving, with job growth, shifting participation, and changing occupations. While top occupations saw increases, material moving occupations like truck drivers and warehouse workers experienced the largest growth since 2010 (143 percent), highlighting expansion in the logistics sector.

2.5million
Total Jobs in 2024⁹
(47 percent increase
since 2010)

42%
Projected Increase
in Jobs by 2050¹⁰

The region's job market continues to expand, with top occupations experiencing significant job growth since 2010

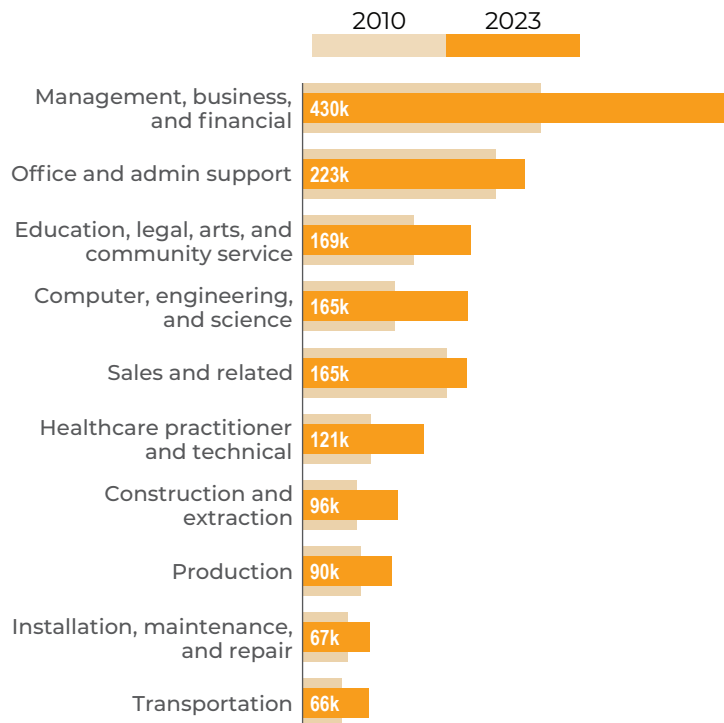


Figure 21: Top Occupation Categories
Source: U.S. Census Bureau, American Community Survey
1-Year Estimates

Labor force participation rates in the MAG region align with the U.S., but are lower than the peer regions.

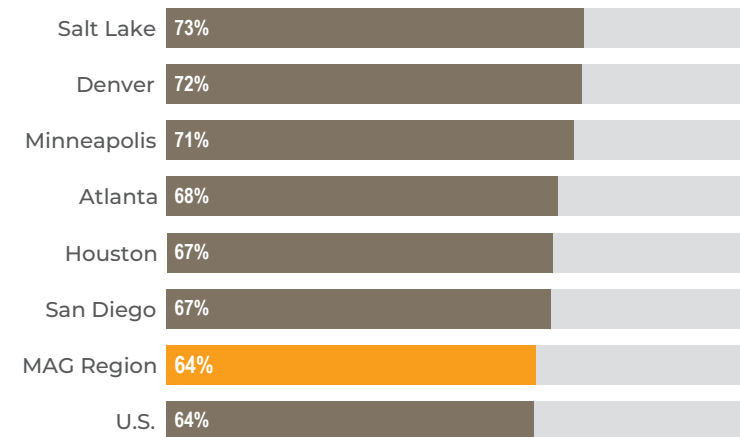


Figure 22: Labor Force Participation Rates
Source: U.S. Census Bureau, American Community Survey
1-Year Estimates

The Effects of an Aging Workforce

The MAG region's lower labor force participation rate is primarily due to an aging population. However, since 2013, participation has increased to match the U.S. rate, with the participation rate among women increasing slightly faster than men.¹¹

Economic Indicators



Unemployment rates, poverty levels, and inflation trends are important indicators for the region's economic health and cost of living. The MAG region now reports lower rates across all three indicators, reflecting stronger economic conditions.

3.1%

Unemployment
December 2024

The unemployment rate in the region has recovered and remains steady since the COVID period.

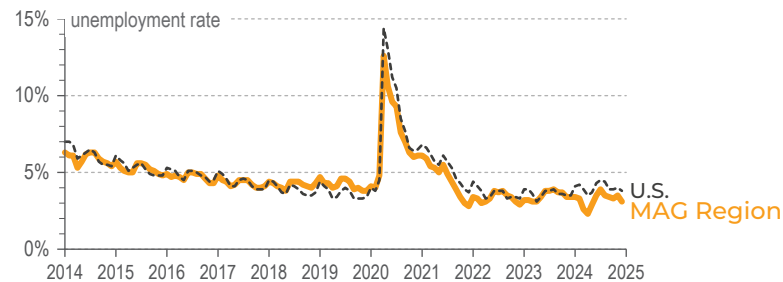


Figure 23: Unemployment Rates
Source: U.S. Bureau of Labor Statistics

The annual inflation rate in the region was among the highest in the nation in 2021 and is now one of the lowest.

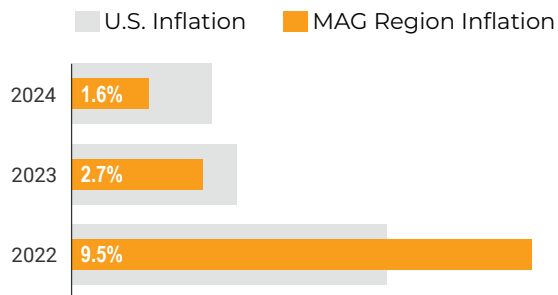


Figure 24: Inflation Rates
Source: U.S. Bureau of Labor Statistics

Since 2010, the poverty rate in the MAG region has improved by 5.3 percentage points, showing notable progress compared to peer regions.

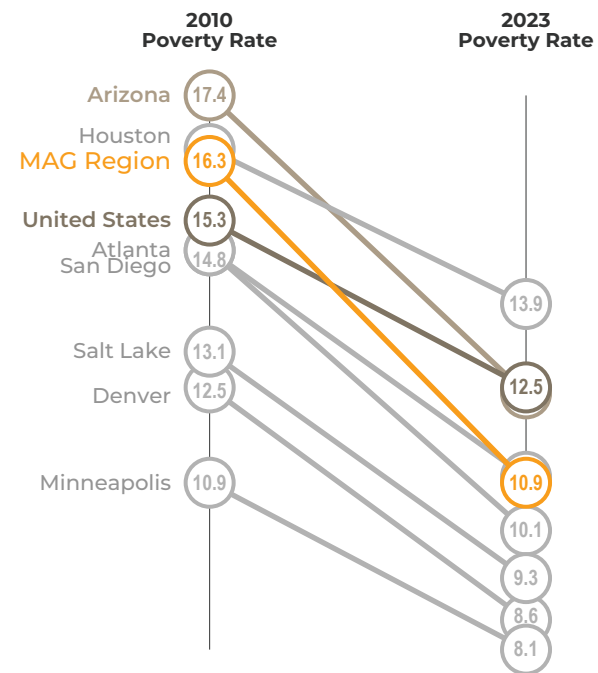


Figure 25: Poverty Rate Comparisons
Source: U.S. Census Bureau, American Community Survey 1-Year Estimates

Household Income



Median household income in the region has risen. This rise is partly due to a growing share of households with multiple workers, which reached 39 percent in 2023—an increase of seven percentage points from 2010.¹² This shift reflects evolving household structures and financial dynamics across the region.

\$85,700

2023 Median Household Income

The region's median household income has steadily increased since 2010, and was 10 percent higher than both the state and the nation in 2023.

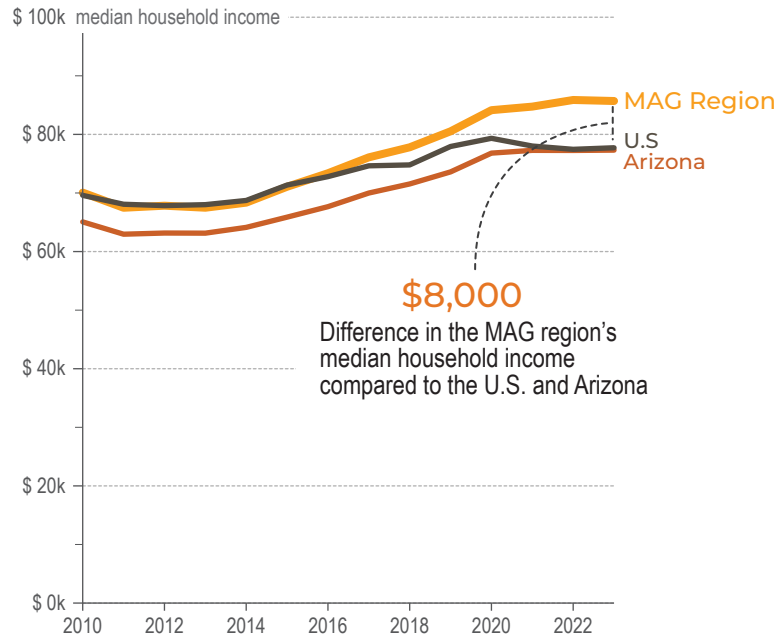


Figure 26: Median Household Income Comparisons
Source: U.S. Census Bureau, American Community Survey 1-Year Estimates. Inflation adjusted to 2023 dollars.

From 2013 to 2023, household income in the MAG region grew by 27 percent, outpacing both the state and national averages and ranking just behind San Diego among peer regions.

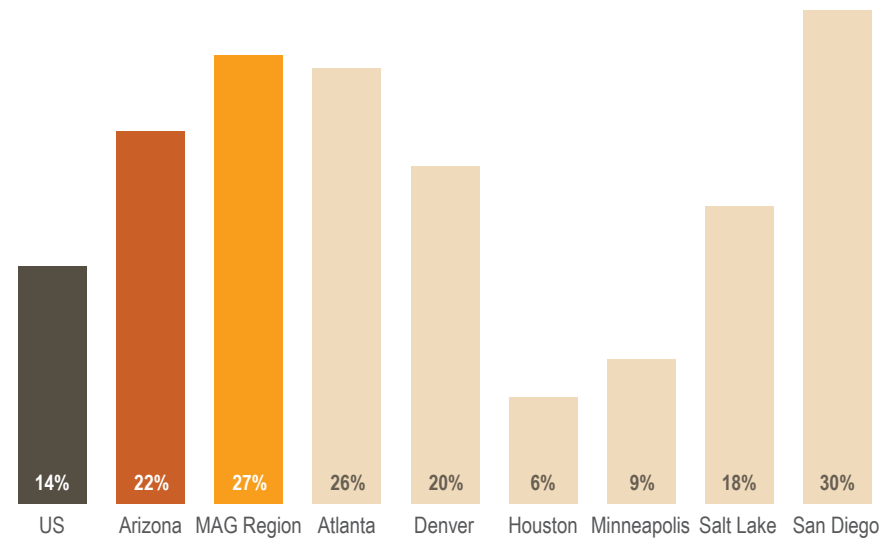


Figure 27: Median Household Income Growth Rates
Source: U.S. Census Bureau, American Community Survey 1-Year Estimates

Worker Earnings Trends



Worker earnings are a key economic indicator of purchasing power, job stability, and financial well-being. Challenges for the region include wages not keeping up with inflation, occupational shifts, and pay disparities. Education also impacts earnings, with workers holding a bachelor's degree earning 70 percent more than those with a high school diploma in 2023, down from 85 percent in 2010.¹³

\$59,000

2023 Median Earnings Per Worker

Four of the five occupations with the largest pay changes (2010-2023) are lower-wage jobs, likely due to minimum wage hikes.

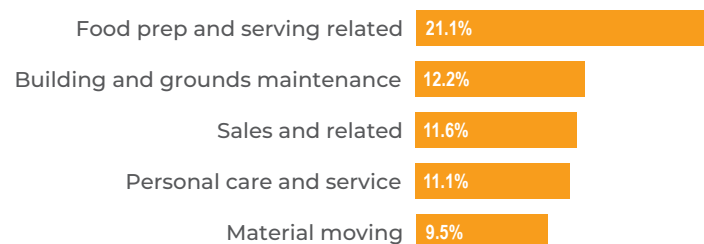


Figure 28: Occupations with Highest Wage Growth

The gender pay gap in the region has remained around 18 percent since 2010, with minor fluctuations.

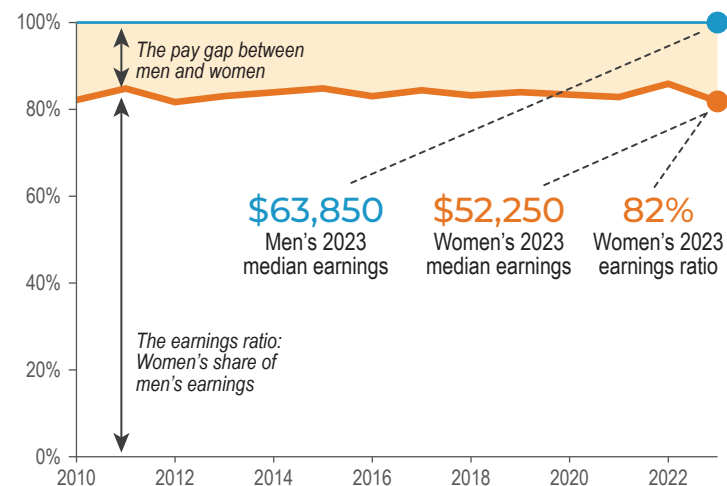


Figure 29: Gender Wage Gap Trends

When adjusted for inflation, worker earnings have increased more slowly compared to household income over the same period.

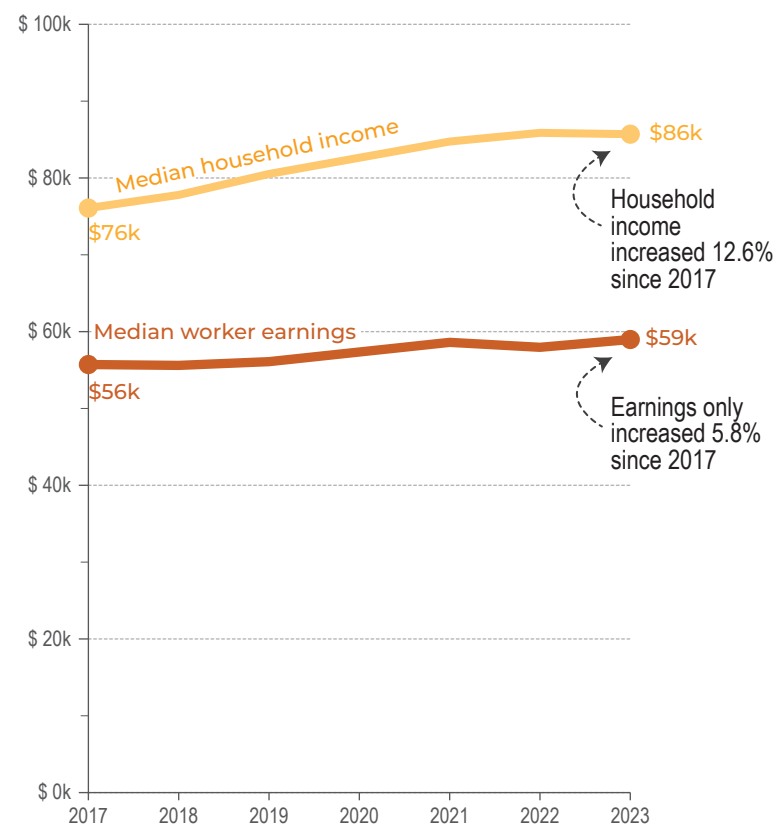


Figure 30: Comparison of Wages to Household Income

Source (all charts on this page): U.S. Census Bureau, American Community Survey 1-Year Estimates; Inflation adjusted to 2023 dollars.

Employers



The region's employment landscape is shaped by its largest employers and industries. These sectors, along with new key employers, highlight the evolving workforce and reflect the region's economic growth.

145,000

2024 Business Locations¹⁴

The majority of jobs in the MAG region fall within five major industries.

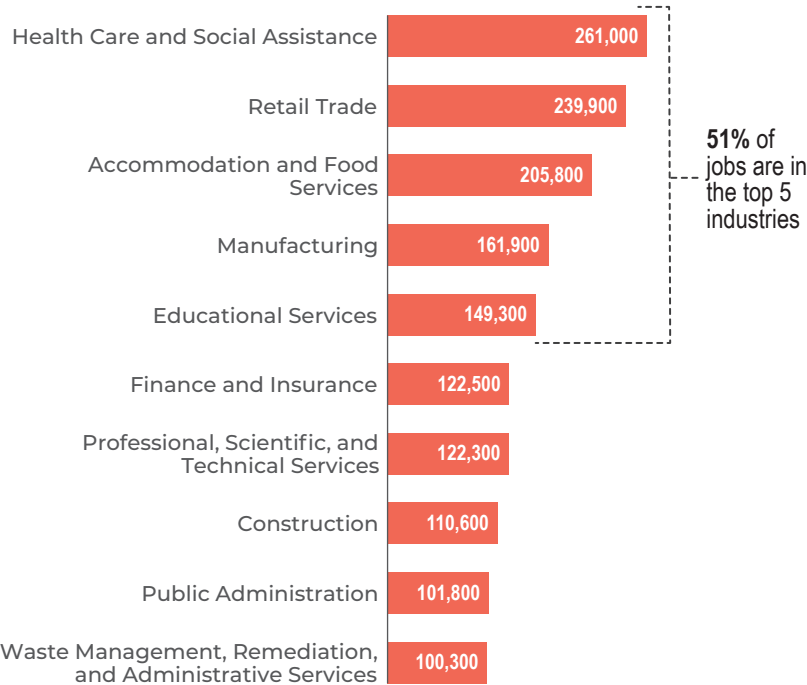


Figure 31: Top Industries in the Region

Between 2020 and 2023, the largest new companies and those that opened new locations contributed to significant growth



Figure 32: New Company Locations

Top Employers in the MAG Region, 2023

Rank	Employer	Employees
1	State of Arizona	30,900
2	Banner Health	29,800
3	Amazon	25,600
4	Walmart	19,800
5	Frys Food Stores	15,500
6	Maricopa County	15,300
7	Intel Corporation	13,000
8	Wells Fargo	12,300
9	Maricopa County Community College Dist	11,700
10	Arizona State University	11,000

Figure 33: Largest Employers

Source (all charts on this page): Greater Phoenix Economic Council (GPEC) and MAG Employer Database (5+ Employees)

Commuting to Work



Travel times and access to high-capacity transportation commuting options, like freeways and high capacity transit corridors, play a key role in the region's work-life balance. Shorter commute times and transportation options offer greater flexibility and efficiency for today's workforce.

26minutes

2023 Average Commute Time¹⁵

Working from home drastically changed during the COVID-19 pandemic. Since then, rates have gradually declined.

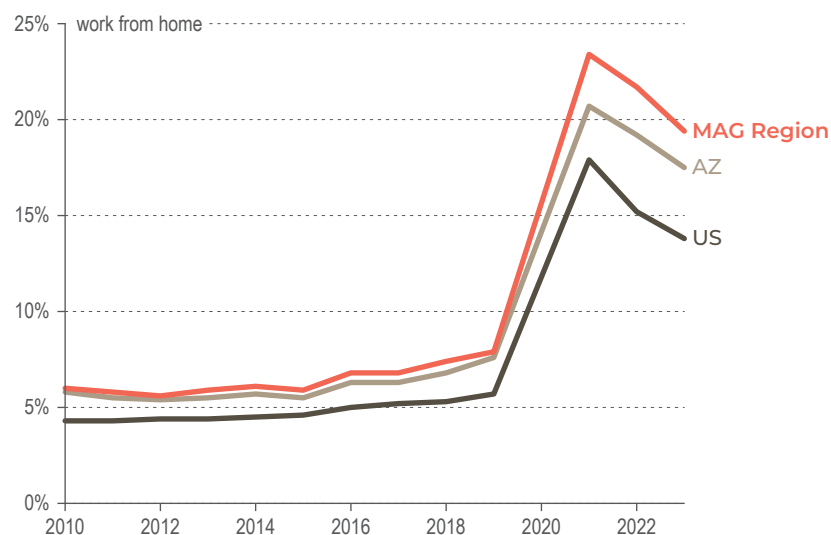


Figure 34: Work from Home
Source: U.S. Census Bureau, American Community Survey 1-Year Estimates

Commuting modes in the region, compared to the U.S., show higher car pool and work from home rates.

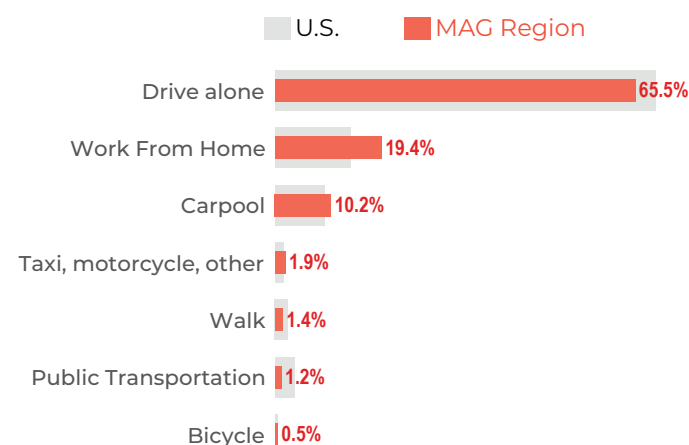


Figure 35: Commuting Modes in the U.S. and MAG Region
Source: U.S. Census Bureau, American Community Survey 1-Year Estimates



Regional Commuting Connections

The MAG region offers strong access to high capacity transportation corridors, helping connect people to jobs across the region. **Sixty percent** of jobs are located within **one mile** of high-capacity transportation corridors, and **80 percent** are within **two miles**.

By 2050, even after adding more than **2 million** new residents and **1 million** new jobs, the average commute distance is projected to be **13 miles**, with commute times remaining under **30 minutes**—positioning the region to continue supporting efficient travel as the economy grows.

Source: 2023 MAG Employer Database (5+ Employees), Fall 2024 MAG Travel Demand Model

Global Connections



Foreign Direct Investment (FDI) is vital to the economy, with global businesses establishing a presence in the region and creating jobs. Since 2015, FDI employment has increased by 55 percent, demonstrating a strong desire to invest in the region. The region's growing export activity further strengthens global connections. Since 2010, its export value ranking has improved from 30th to 25th among metro areas.¹⁶

98,500
2023 Total FDI
Employment

Top Foreign-owned Employers in the MAG Region, 2023

Rank	Employer	Country	Employees
1	Circle K	Canada	3,900
2	Petsmart	U.K.	2,900
3	Burger King	Canada	2,600
4	TSMC	Taiwan	2,600
5	Farmers Insurance	Switzerland	2,100
6	JBS	Brazil	1,800
7	NXP USA Inc	Netherlands	1,800
8	Deloitte	U.K.	1,600
9	BMO Harris Bank	Canada	1,200
10	Swire Coca Cola	U.K.	1,200

Figure 36: Largest Foreign-Owned Employers
Source: 2023 MAG FDI Employer Database



Since announcing a **\$12 billion** investment in 2020, the Taiwan Semiconductor Manufacturing Company (TSMC) has announced plans for new fabrication facilities and the investment is expected to reach **\$165 billion**—creating well over **6,000** high tech jobs. Once complete, Taiwan will be one of the top foreign direct investors, while TSMC will be the largest foreign-owned employer.

Source: TSMC.com

These top five countries have supported **59,000 jobs** in the region.

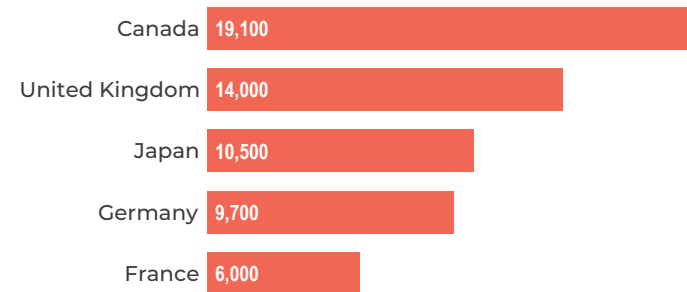


Figure 37: Leading Countries by FDI Employment
Source: 2023 MAG FDI Employer Database

75% of all export dollars come from these top five commodities

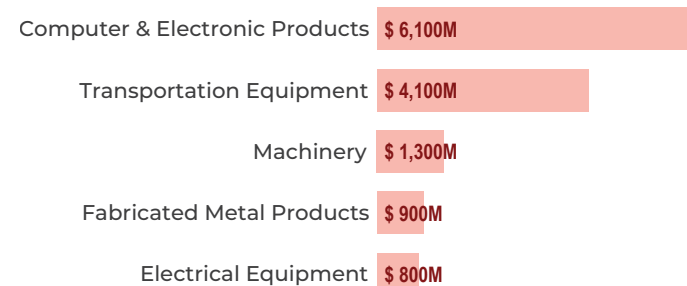


Figure 38: Top Export Commodities
Source: U.S. International Trade Administration

Commercial Real Estate Trends



The region's commercial real estate market is evolving, with the most significant changes occurring in industrial spaces, as reflected in rent prices, vacancy rates, and new construction. Proximity to high-capacity transportation corridors, particularly in the West Valley near the Loop 303, has been a key driver of industrial building growth.

32million

Average Industrial
Sq Ft Built Per Year
2020-2023¹⁷

Industrial rent has increased more since 2020, while office rent remains higher despite rising vacancies.

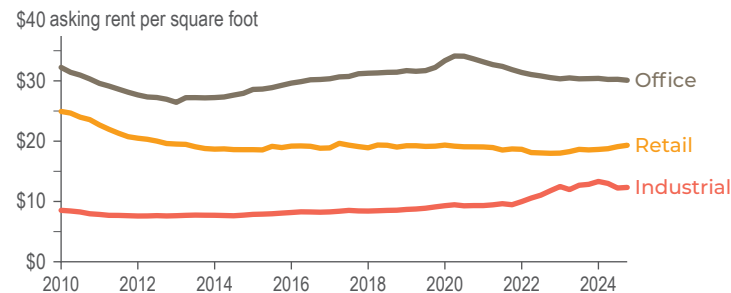


Figure 39: Commercial Rents
Source: CoStar Group
Inflation adjusted to 2023 dollars.

Industrial vacancy rose with new built space unoccupied, while increased office vacancy may reflect newer remote work trends.

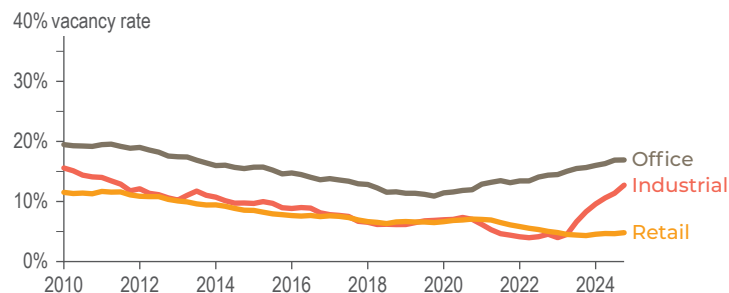


Figure 40: Commercial Vacancy Rates
Source: CoStar Group

Industrial space construction surged as distribution and logistics expanded across the region.

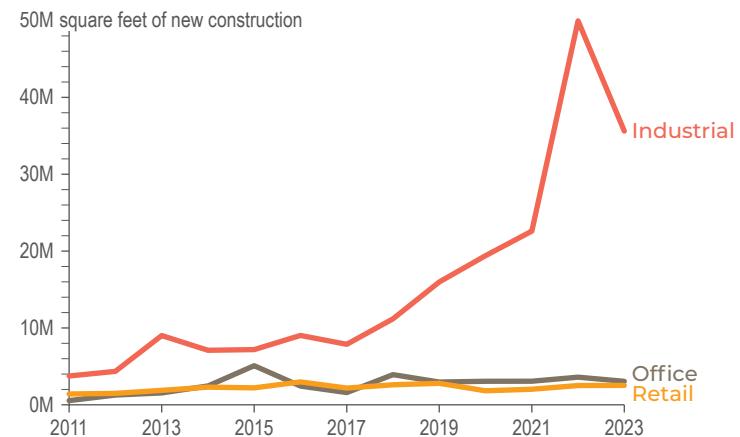
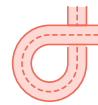


Figure 41: Commercial Construction
Sources: Maricopa County and Pinal County assessor data



Commercial Growth Connected to Transportation

Commercial development in the region is closely tied to high-capacity transportation, especially freeways, which are crucial for distribution and logistics. Approximately **77 percent** of all commercial buildings are within **two miles** of major transportation corridors. Since 2020, **22 percent** of new commercial space has been built near the Loop 303, most of it industrial space.¹⁸

Footnotes

- 1 U.S. Census Bureau, American Community Survey 2022 5-Year State-to-County Migration Estimates
- 2 U.S. Census Bureau, American Community Survey 1-Year Estimates
- 3 Arizona Department of Education
- 4 Arizona Department of Education
- 5 Maricopa County and Pinal County Assessor Parcel Data
- 6 Maricopa County and Pinal County Assessor Parcel Data and MAG
- 7 U.S. Census Bureau, American Community Survey 1-Year Estimates
- 8 U.S. Census Bureau, American Community Survey 1-Year Public Use Microdata Sample Estimates
- 9 MAG Employment Projections
- 10 MAG Employment Projections
- 11 U.S. Census Bureau, American Community Survey 1-Year Estimates
- 12 U.S. Census Bureau, American Community Survey 1-Year Estimates
- 13 U.S. Census Bureau, American Community Survey 1-Year Estimates
- 14 U.S. Bureau of Labor Statistics Quarterly Census of Employment and Wages
- 15 Fall 2024 MAG Travel Demand Model
- 16 2023 MAG Foreign Direct Investment (FDI) Employer Database and U.S. International Trade Administration
- 17 Maricopa County and Pinal County Assessor Parcel Data
- 18 Maricopa County and Pinal County Assessor Parcel Data

Additional Notes

- American Community Survey estimates data are unavailable for 2020. Lines in charts have been connected using simple linear regression for visual continuity and do not represent actual 2020 values or estimates.
- Numbers have been rounded to the nearest 100.

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