

Community Profile

Rings: 3, 5, 10 mile radii

1201 S Plaza Wy, Flagstaff, AZ 86001, USA

Latitude: 35.1893

Longitude: -111.6634

	3 mile	5 mile	10 mile
Population Summary			
2010 Total Population	42,626	62,213	77,238
2020 Total Population	52,510	72,869	88,877
2020 Group Quarters	10,578	10,979	11,060
2024 Total Population	53,869	74,317	90,651
2024 Group Quarters	9,501	9,849	9,920
2029 Total Population	55,459	76,124	92,598
2024-2029 Annual Rate	0.58%	0.48%	0.43%
2024 Total Daytime Population	56,351	75,945	89,753
Workers	31,891	42,499	49,154
Residents	24,460	33,446	40,599
Household Summary			
2010 Households	14,307	21,483	27,202
2010 Average Household Size	2.42	2.52	2.54
2020 Total Households	17,547	25,049	31,283
2020 Average Household Size	2.39	2.47	2.49
2024 Households	18,785	26,596	33,151
2024 Average Household Size	2.36	2.42	2.44
2029 Households	19,984	28,088	34,921
2029 Average Household Size	2.30	2.36	2.37
2024-2029 Annual Rate	1.25%	1.10%	1.05%
2010 Families	7,076	12,030	15,932
2010 Average Family Size	3.04	3.08	3.08
2024 Families	8,918	14,124	18,405
2024 Average Family Size	3.00	2.99	3.00
2029 Families	9,532	14,941	19,409
2029 Average Family Size	2.89	2.89	2.90
2024-2029 Annual Rate	1.34%	1.13%	1.07%
Housing Unit Summary			
2000 Housing Units	12,206	19,721	26,197
Owner Occupied Housing Units	34.2%	44.2%	46.3%
Renter Occupied Housing Units	58.4%	47.3%	41.0%
Vacant Housing Units	7.4%	8.6%	12.7%
2010 Housing Units	16,088	24,646	32,450
Owner Occupied Housing Units	36.0%	41.9%	44.0%
Renter Occupied Housing Units	53.0%	45.2%	39.8%
Vacant Housing Units	11.1%	12.8%	16.2%
2020 Housing Units	20,624	29,586	37,914
Owner Occupied Housing Units	32.1%	38.8%	41.5%
Renter Occupied Housing Units	53.0%	45.8%	41.1%
Vacant Housing Units	14.5%	15.6%	17.7%
2024 Housing Units	21,914	31,194	39,884
Owner Occupied Housing Units	35.2%	42.1%	44.7%
Renter Occupied Housing Units	50.5%	43.1%	38.5%
Vacant Housing Units	14.3%	14.7%	16.9%
2029 Housing Units	23,166	32,760	41,755
Owner Occupied Housing Units	37.0%	44.0%	46.6%
Renter Occupied Housing Units	49.3%	41.8%	37.0%
Vacant Housing Units	13.7%	14.3%	16.4%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	18,785	26,596	33,151
<\$15,000	11.4%	9.6%	8.7%
\$15,000 - \$24,999	7.8%	6.7%	6.5%
\$25,000 - \$34,999	6.8%	6.3%	6.3%
\$35,000 - \$49,999	14.9%	13.8%	13.4%
\$50,000 - \$74,999	18.5%	17.1%	17.3%
\$75,000 - \$99,999	9.8%	10.9%	11.1%
\$100,000 - \$149,999	16.3%	20.3%	21.9%
\$150,000 - \$199,999	7.4%	7.4%	7.0%
\$200,000+	7.2%	7.8%	7.7%
Average Household Income	\$88,281	\$94,523	\$95,823
2029 Households by Income			
Household Income Base	19,984	28,088	34,921
<\$15,000	9.1%	7.6%	6.9%
\$15,000 - \$24,999	5.1%	4.4%	4.2%
\$25,000 - \$34,999	5.6%	5.0%	4.9%
\$35,000 - \$49,999	12.9%	11.7%	11.2%
\$50,000 - \$74,999	18.4%	16.7%	16.6%
\$75,000 - \$99,999	10.4%	11.3%	11.4%
\$100,000 - \$149,999	19.2%	23.5%	25.4%
\$150,000 - \$199,999	10.3%	10.2%	9.7%
\$200,000+	8.9%	9.6%	9.6%
Average Household Income	\$104,907	\$111,418	\$112,962
2024 Owner Occupied Housing Units by Value			
Total	7,711	13,130	17,800
<\$50,000	4.7%	3.5%	3.5%
\$50,000 - \$99,999	1.0%	0.9%	1.0%
\$100,000 - \$149,999	0.9%	1.2%	1.1%
\$150,000 - \$199,999	1.3%	1.1%	1.0%
\$200,000 - \$249,999	4.9%	4.3%	4.8%
\$250,000 - \$299,999	3.1%	3.4%	3.6%
\$300,000 - \$399,999	8.9%	9.7%	10.2%
\$400,000 - \$499,999	13.6%	14.4%	13.6%
\$500,000 - \$749,999	40.2%	37.1%	35.3%
\$750,000 - \$999,999	15.7%	17.6%	18.6%
\$1,000,000 - \$1,499,999	3.8%	4.8%	4.8%
\$1,500,000 - \$1,999,999	1.1%	1.3%	1.8%
\$2,000,000 +	0.9%	0.8%	0.6%
Average Home Value	\$593,603	\$607,716	\$612,508
2029 Owner Occupied Housing Units by Value			
Total	8,557	14,397	19,450
<\$50,000	2.9%	1.9%	1.4%
\$50,000 - \$99,999	0.1%	0.1%	0.2%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.3%	0.2%	0.1%
\$200,000 - \$249,999	1.3%	0.8%	0.9%
\$250,000 - \$299,999	0.3%	0.7%	0.7%
\$300,000 - \$399,999	4.6%	4.1%	3.6%
\$400,000 - \$499,999	9.1%	11.1%	10.5%
\$500,000 - \$749,999	50.0%	46.5%	45.9%
\$750,000 - \$999,999	25.1%	27.0%	28.6%
\$1,000,000 - \$1,499,999	4.8%	5.9%	5.8%
\$1,500,000 - \$1,999,999	0.8%	1.0%	1.6%
\$2,000,000 +	0.6%	0.6%	0.6%
Average Home Value	\$681,831	\$701,964	\$715,149

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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Median Household Income			
2024	\$60,010	\$68,114	\$70,689
2029	\$72,837	\$83,480	\$86,806
Median Home Value			
2024	\$573,185	\$577,605	\$579,263
2029	\$656,498	\$667,059	\$677,031
Per Capita Income			
2024	\$31,406	\$34,386	\$35,498
2029	\$38,347	\$41,662	\$43,050
Median Age			
2010	24.6	26.8	28.2
2020	24.1	26.2	28.2
2024	24.9	27.7	29.3
2029	25.8	28.9	30.7
2020 Population by Age			
Total	52,510	72,869	88,877
0 - 4	3.9%	4.3%	4.5%
5 - 9	4.2%	4.8%	5.1%
10 - 14	4.4%	5.2%	5.4%
15 - 24	41.7%	33.9%	30.1%
25 - 34	14.0%	13.9%	14.1%
35 - 44	9.5%	10.7%	11.2%
45 - 54	7.5%	8.6%	9.2%
55 - 64	7.0%	8.6%	9.5%
65 - 74	5.1%	6.6%	7.4%
75 - 84	2.0%	2.6%	2.7%
85 +	0.6%	0.8%	0.8%
18 +	84.8%	82.6%	81.8%
2024 Population by Age			
Total	53,870	74,318	90,652
0 - 4	4.1%	4.4%	4.6%
5 - 9	3.8%	4.3%	4.6%
10 - 14	4.1%	4.7%	4.9%
15 - 24	38.5%	31.6%	28.1%
25 - 34	16.6%	16.1%	16.0%
35 - 44	10.1%	11.1%	11.7%
45 - 54	7.9%	9.1%	9.6%
55 - 64	6.3%	7.6%	8.4%
65 - 74	5.4%	7.0%	7.8%
75 - 84	2.4%	3.2%	3.5%
85 +	0.7%	0.9%	0.9%
18 +	85.5%	83.6%	82.9%
2029 Population by Age			
Total	55,459	76,123	92,598
0 - 4	4.1%	4.4%	4.5%
5 - 9	3.6%	4.1%	4.3%
10 - 14	3.8%	4.3%	4.6%
15 - 24	36.9%	30.2%	26.8%
25 - 34	16.8%	16.4%	16.2%
35 - 44	10.7%	11.7%	12.2%
45 - 54	8.2%	9.4%	10.0%
55 - 64	6.3%	7.4%	8.0%
65 - 74	5.5%	6.8%	7.5%
75 - 84	3.2%	4.3%	4.7%
85 +	0.9%	1.1%	1.1%
18 +	86.1%	84.4%	83.7%

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2020 Population by Sex			
Males	24,859	35,066	43,077
Females	27,651	37,803	45,800
2024 Population by Sex			
Males	25,955	36,349	44,599
Females	27,914	37,968	46,052
2029 Population by Sex			
Males	26,615	37,056	45,284
Females	28,844	39,068	47,315
2010 Population by Race/Ethnicity			
Total	42,627	62,213	77,239
White Alone	74.3%	74.3%	75.0%
Black Alone	2.2%	1.9%	1.7%
American Indian Alone	10.6%	10.9%	11.1%
Asian Alone	2.2%	1.9%	1.7%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	6.9%	7.3%	6.8%
Two or More Races	3.6%	3.5%	3.4%
Hispanic Origin	17.5%	18.1%	17.4%
Diversity Index	59.4	59.9	58.5
2020 Population by Race/Ethnicity			
Total	52,510	72,869	88,877
White Alone	67.7%	67.3%	67.7%
Black Alone	2.4%	2.1%	1.8%
American Indian Alone	10.0%	10.4%	10.7%
Asian Alone	3.0%	2.6%	2.4%
Pacific Islander Alone	0.3%	0.3%	0.2%
Some Other Race Alone	6.5%	6.7%	6.6%
Two or More Races	10.1%	10.6%	10.6%
Hispanic Origin	18.8%	19.3%	18.9%
Diversity Index	66.4	66.9	66.3
2024 Population by Race/Ethnicity			
Total	53,868	74,318	90,650
White Alone	66.3%	66.0%	66.4%
Black Alone	2.3%	2.0%	1.8%
American Indian Alone	10.5%	10.8%	11.1%
Asian Alone	3.1%	2.7%	2.5%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	6.8%	7.0%	6.9%
Two or More Races	10.7%	11.1%	11.1%
Hispanic Origin	19.8%	20.2%	19.8%
Diversity Index	68.1	68.4	67.8
2029 Population by Race/Ethnicity			
Total	55,459	76,124	92,598
White Alone	64.6%	64.3%	64.7%
Black Alone	2.3%	2.0%	1.8%
American Indian Alone	10.9%	11.2%	11.4%
Asian Alone	3.3%	3.0%	2.7%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	7.2%	7.4%	7.3%
Two or More Races	11.4%	11.8%	11.8%
Hispanic Origin	21.0%	21.3%	20.9%
Diversity Index	70.0	70.3	69.7

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	3 mile	5 mile	10 mile
2020 Population by Relationship and Household Type			
Total	52,510	72,869	88,877
In Households	79.9%	84.9%	87.6%
Householder	33.3%	34.4%	35.2%
Opposite-Sex Spouse	10.0%	12.3%	13.5%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.4%	3.3%	3.4%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	16.6%	19.3%	20.3%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	0.7%	0.8%	0.9%
Grandchild	1.1%	1.3%	1.5%
Brother or Sister	1.0%	1.1%	1.1%
Parent	0.6%	0.7%	0.8%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.2%	0.3%	0.3%
Other Relatives	0.7%	0.8%	0.8%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	11.4%	9.6%	8.6%
In Group Quarters	20.1%	15.1%	12.4%
Institutionalized	0.8%	0.6%	0.5%
Noninstitutionalized	19.3%	14.4%	11.9%
2024 Population 25+ by Educational Attainment			
Total	26,652	40,825	52,408
Less than 9th Grade	1.9%	1.8%	1.7%
9th - 12th Grade, No Diploma	2.0%	1.9%	2.0%
High School Graduate	10.7%	12.3%	13.7%
GED/Alternative Credential	1.4%	2.2%	2.3%
Some College, No Degree	17.3%	17.0%	16.3%
Associate Degree	9.3%	8.8%	8.4%
Bachelor's Degree	34.2%	33.4%	33.1%
Graduate/Professional Degree	23.2%	22.6%	22.4%
2024 Population 15+ by Marital Status			
Total	47,417	64,334	77,858
Never Married	64.8%	56.3%	51.9%
Married	27.5%	34.6%	38.4%
Widowed	1.5%	1.9%	2.2%
Divorced	6.1%	7.2%	7.5%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	31,967	43,994	53,685
Population 16+ Employed	94.0%	94.8%	95.1%
Population 16+ Unemployment rate	6.0%	5.2%	4.9%
Population 16-24 Employed	34.4%	29.0%	26.0%
Population 16-24 Unemployment rate	12.1%	11.4%	11.8%
Population 25-54 Employed	52.7%	55.9%	57.6%
Population 25-54 Unemployment rate	2.6%	2.6%	2.5%
Population 55-64 Employed	8.1%	9.5%	10.3%
Population 55-64 Unemployment rate	0.4%	0.4%	0.6%
Population 65+ Employed	4.8%	5.7%	6.1%
Population 65+ Unemployment rate	3.8%	3.0%	2.3%

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2024 Employed Population 16+ by Industry			
Total	30,058	41,716	51,055
Agriculture/Mining	1.1%	1.0%	1.0%
Construction	4.4%	5.0%	5.8%
Manufacturing	7.8%	8.8%	9.4%
Wholesale Trade	0.8%	0.8%	0.7%
Retail Trade	11.6%	11.8%	11.5%
Transportation/Utilities	4.8%	4.4%	4.3%
Information	0.8%	0.8%	0.8%
Finance/Insurance/Real Estate	4.0%	3.7%	3.5%
Services	59.8%	58.4%	57.3%
Public Administration	5.0%	5.2%	5.7%
2024 Employed Population 16+ by Occupation			
Total	30,059	41,716	51,055
White Collar	63.7%	65.6%	66.2%
Management/Business/Financial	14.4%	15.9%	16.5%
Professional	29.6%	30.0%	30.3%
Sales	8.7%	9.0%	8.6%
Administrative Support	11.0%	10.8%	10.7%
Services	22.2%	19.8%	18.7%
Blue Collar	14.0%	14.6%	15.1%
Farming/Forestry/Fishing	0.3%	0.3%	0.3%
Construction/Extraction	3.4%	3.9%	4.4%
Installation/Maintenance/Repair	1.3%	2.0%	2.2%
Production	3.3%	3.0%	3.1%
Transportation/Material Moving	5.8%	5.3%	5.1%
2020 Households by Type			
Total	17,547	25,049	31,283
Married Couple Households	30.7%	36.2%	39.0%
With Own Children <18	13.0%	14.7%	15.3%
Without Own Children <18	17.7%	21.5%	23.7%
Cohabiting Couple Households	10.8%	10.2%	10.2%
With Own Children <18	2.0%	2.1%	2.1%
Without Own Children <18	8.8%	8.1%	8.1%
Male Householder, No Spouse/Partner	26.8%	24.0%	23.0%
Living Alone	14.1%	12.8%	12.7%
65 Years and over	2.5%	2.7%	2.9%
With Own Children <18	2.4%	2.4%	2.3%
Without Own Children <18, With Relatives	2.8%	2.8%	2.7%
No Relatives Present	7.5%	6.1%	5.3%
Female Householder, No Spouse/Partner	31.7%	29.5%	27.9%
Living Alone	15.1%	14.3%	13.6%
65 Years and over	4.4%	4.6%	4.5%
With Own Children <18	4.7%	4.9%	4.6%
Without Own Children <18, With Relatives	4.4%	4.5%	4.6%
No Relatives Present	7.5%	5.9%	5.1%
2020 Households by Size			
Total	17,547	25,049	31,283
1 Person Household	29.2%	27.1%	26.3%
2 Person Household	34.4%	35.1%	35.9%
3 Person Household	16.7%	16.8%	16.3%
4 Person Household	12.1%	12.7%	12.7%
5 Person Household	4.4%	4.9%	5.0%
6 Person Household	2.0%	2.1%	2.3%
7 + Person Household	1.1%	1.3%	1.4%

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2020 Households by Tenure and Mortgage Status			
Total	17,547	25,049	31,283
Owner Occupied	37.7%	45.9%	50.2%
Owned with a Mortgage/Loan	26.7%	32.3%	35.5%
Owned Free and Clear	11.1%	13.6%	14.8%
Renter Occupied	62.3%	54.1%	49.8%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	44	49	51
Percent of Income for Mortgage	59.8%	53.1%	51.3%
Wealth Index	66	75	78
2020 Housing Units By Urban/ Rural Status			
Total	20,624	29,586	37,914
Urban Housing Units	96.7%	95.7%	83.8%
Rural Housing Units	3.3%	4.3%	16.2%
2020 Population By Urban/ Rural Status			
Total	52,510	72,869	88,877
Urban Population	97.6%	96.5%	87.5%
Rural Population	2.4%	3.5%	12.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	College Towns (14B)	College Towns (14B)	College Towns (14B)
2.	Emerald City (8B)	Emerald City (8B)	Emerald City (8B)
3.	Bright Young Professionals	Bright Young Professionals	Bright Young Professionals
2024 Consumer Spending			
Apparel & Services: Total \$	\$37,902,943	\$55,935,142	\$69,921,418
Average Spent	\$2,017.72	\$2,103.14	\$2,109.18
Spending Potential Index	85	88	89
Education: Total \$	\$28,548,322	\$42,118,379	\$52,524,630
Average Spent	\$1,519.74	\$1,583.64	\$1,584.41
Spending Potential Index	88	92	92
Entertainment/Recreation: Total \$	\$59,407,769	\$90,161,059	\$113,980,212
Average Spent	\$3,162.51	\$3,390.02	\$3,438.21
Spending Potential Index	77	83	84
Food at Home: Total \$	\$110,134,099	\$164,536,011	\$206,545,703
Average Spent	\$5,862.87	\$6,186.49	\$6,230.45
Spending Potential Index	80	85	85
Food Away from Home: Total \$	\$61,853,874	\$91,889,719	\$115,106,286
Average Spent	\$3,292.73	\$3,455.02	\$3,472.18
Spending Potential Index	85	89	89
Health Care: Total \$	\$106,323,144	\$162,464,370	\$206,678,105
Average Spent	\$5,660.00	\$6,108.60	\$6,234.45
Spending Potential Index	74	79	81
HH Furnishings & Equipment: Total \$	\$47,345,396	\$71,250,143	\$89,826,674
Average Spent	\$2,520.38	\$2,678.98	\$2,709.62
Spending Potential Index	80	85	86
Personal Care Products & Services: Total \$	\$15,429,171	\$23,093,803	\$28,977,760
Average Spent	\$821.36	\$868.32	\$874.11
Spending Potential Index	82	87	88
Shelter: Total \$	\$404,467,793	\$608,055,580	\$763,648,875
Average Spent	\$21,531.42	\$22,862.67	\$23,035.47
Spending Potential Index	81	86	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$47,372,333	\$73,545,221	\$93,995,189
Average Spent	\$2,521.82	\$2,765.27	\$2,835.37
Spending Potential Index	72	79	81
Travel: Total \$	\$43,384,036	\$66,398,678	\$84,134,691
Average Spent	\$2,309.50	\$2,496.57	\$2,537.92
Spending Potential Index	76	82	84
Vehicle Maintenance & Repairs: Total \$	\$22,898,384	\$34,082,129	\$42,750,333
Average Spent	\$1,218.97	\$1,281.48	\$1,289.56
Spending Potential Index	82	86	87

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 14, 2025