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1 East Route 66  
**Flagstaff, Arizona**

***Market Overview***





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Data. Source: Experian Marketing Services*





## Summary

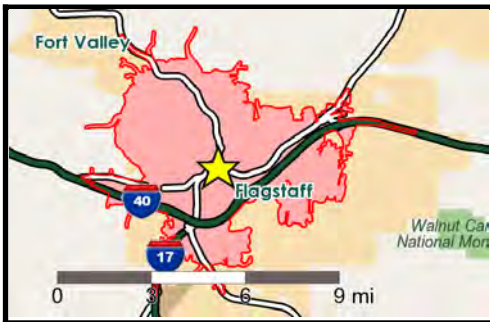
This report is intended to highlight a summary of market indicators necessary for retail success within varying trade areas of Flagstaff, Arizona. Demographic statistics and map visuals are presented to detail consumer presence throughout the market.

Additionally, to provide insights beyond demographics, figures for "psychographic" tendencies are displayed as well. Every US household is classified into one of 71 distinct segments described by that household's lifestyle and spending habits. Segments found within the potential site's trade area are presented to illustrate what the consumer opportunities look like in Flagstaff.

Buxton, based in Fort Worth, TX, is a leading retail site location firm with clients including Red Wing Shoes, Sally Beauty Supply, GNC, and Anthropologie, as well as hundreds of other national retailers and restaurants. For any questions on the information presented in this report, please call the Buxton office at 817.332.3681.

For more information regarding Mosaic Segmentation, please visit the [Mosaic Segmentation Guide](#).

## 10-Minute Drive-Time Overview

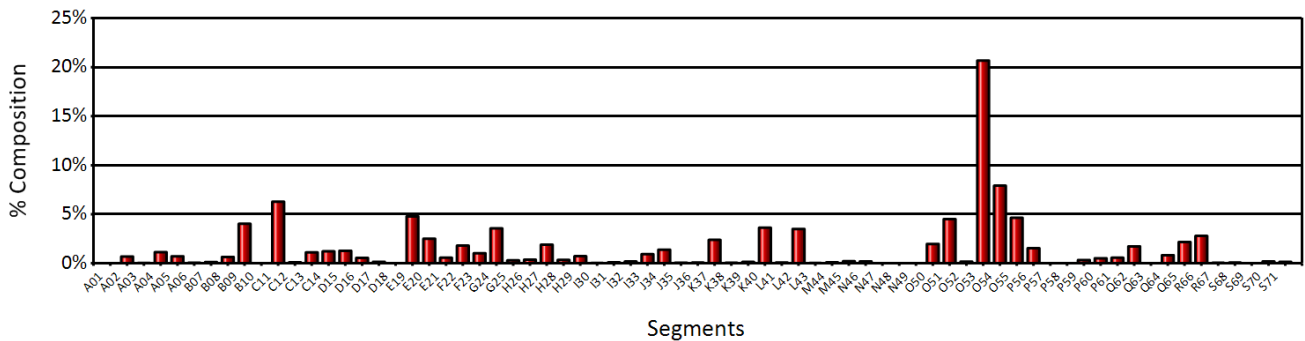


### Demographic Highlights

<b>Population (Pop):</b> 58,633	<b>Pop Growth ('00 - '10):</b> 26.1%
<b>Workplace Pop:</b> 39,801	<b>Proj Growth ('15 - '20):</b> 6.0%
<b>Households (HH):</b> 19,846	<b>HH Growth ('00 - '10):</b> 19.0%
<b>Avg HH Income:</b> \$61,805	<b>Proj Growth ('15 - '20):</b> 6.9%

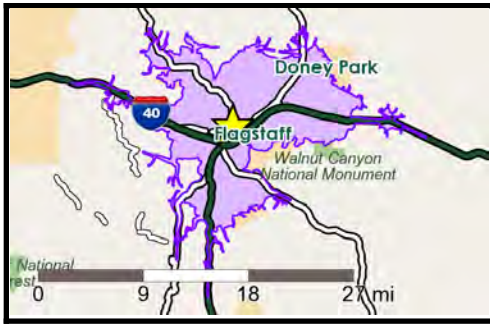
### Top Household Segments

O53: Colleges and Cafes      O54: Striving Single Scene      C11: Aging of Aquarius





## 20-Minute Drive-Time Overview

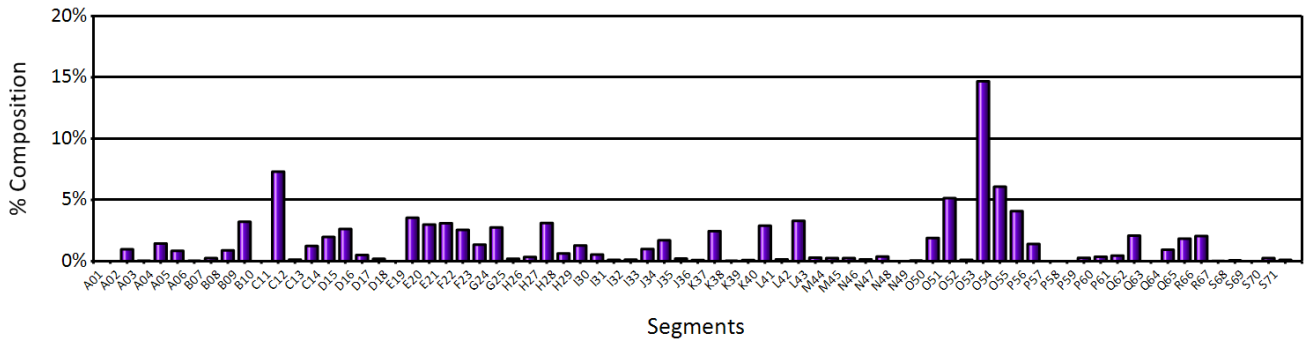


### Demographic Highlights

<b>Population (Pop):</b> 80,920	<b>Pop Growth ('00 - '10):</b> 22.8%
<b>Workplace Pop:</b> 45,884	<b>Proj Growth ('15 - '20):</b> 6.2%
<b>Households (HH):</b> 27,963	<b>HH Growth ('00 - '10):</b> 18.3%
<b>Avg HH Income:</b> \$67,231	<b>Proj Growth ('15 - '20):</b> 6.9%

### Top Household Segments

O53: Colleges and Cafes      C11: Aging of Aquarius      O54: Striving Single Scene



## 30-Minute Drive-Time Overview

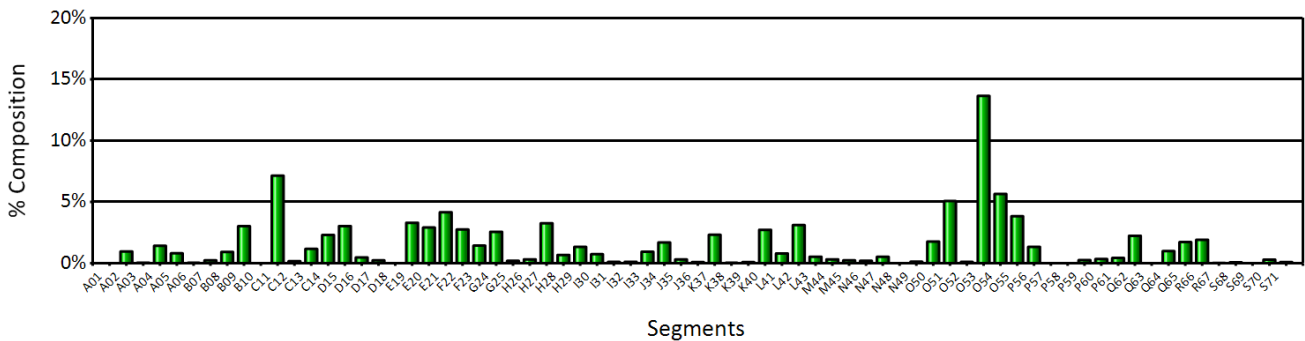


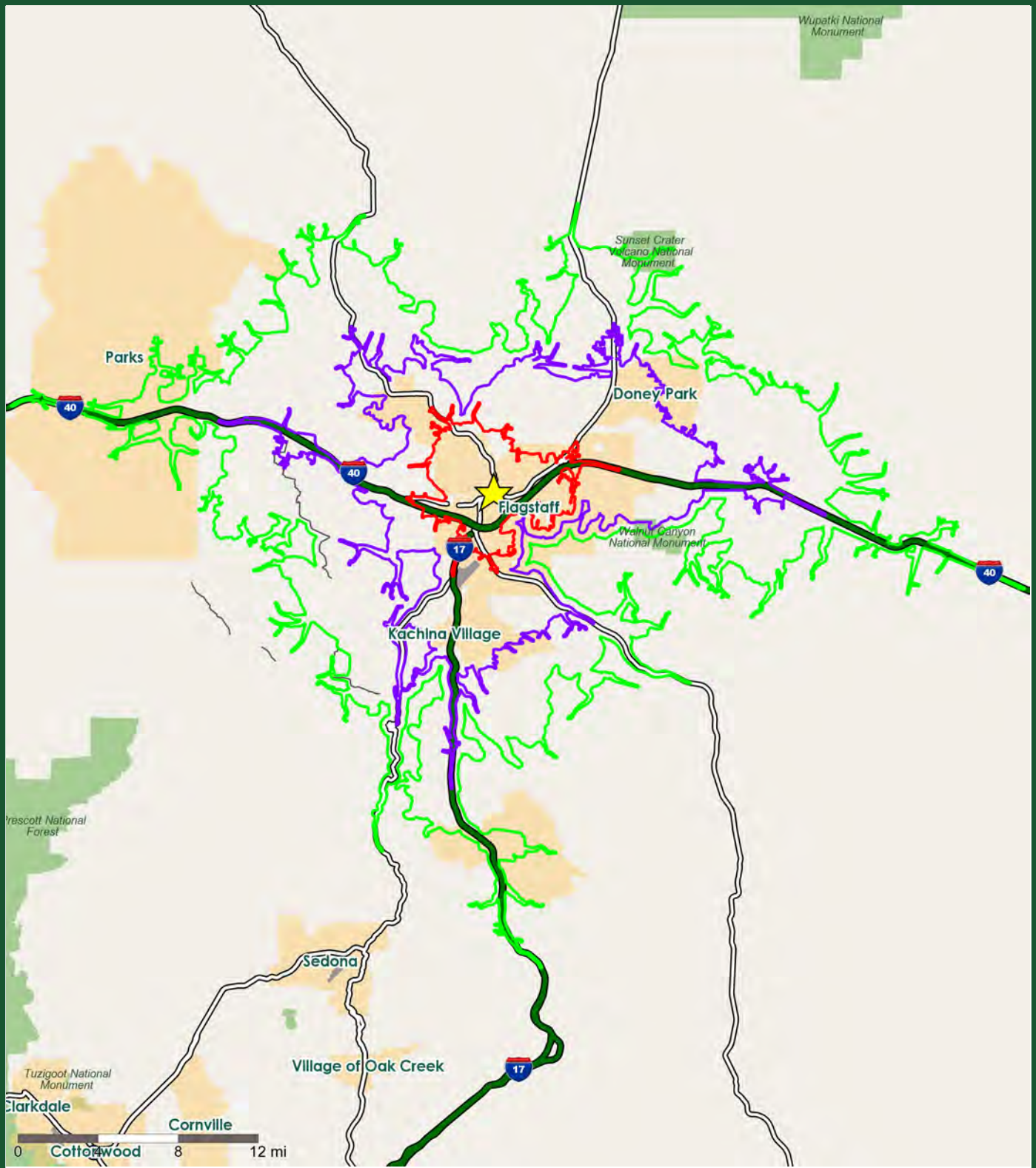
### Demographic Highlights

<b>Population (Pop):</b> 86,458	<b>Pop Growth ('00 - '10):</b> 21.8%
<b>Workplace Pop:</b> 46,675	<b>Proj Growth ('15 - '20):</b> 6.4%
<b>Households (HH):</b> 30,076	<b>HH Growth ('00 - '10):</b> 17.6%
<b>Avg HH Income:</b> \$67,852	<b>Proj Growth ('15 - '20):</b> 7.0%

### Top Household Segments

O53: Colleges and Cafes      C11: Aging of Aquarius      O54: Striving Single Scene





### Flagstaff, Arizona: Trade Areas

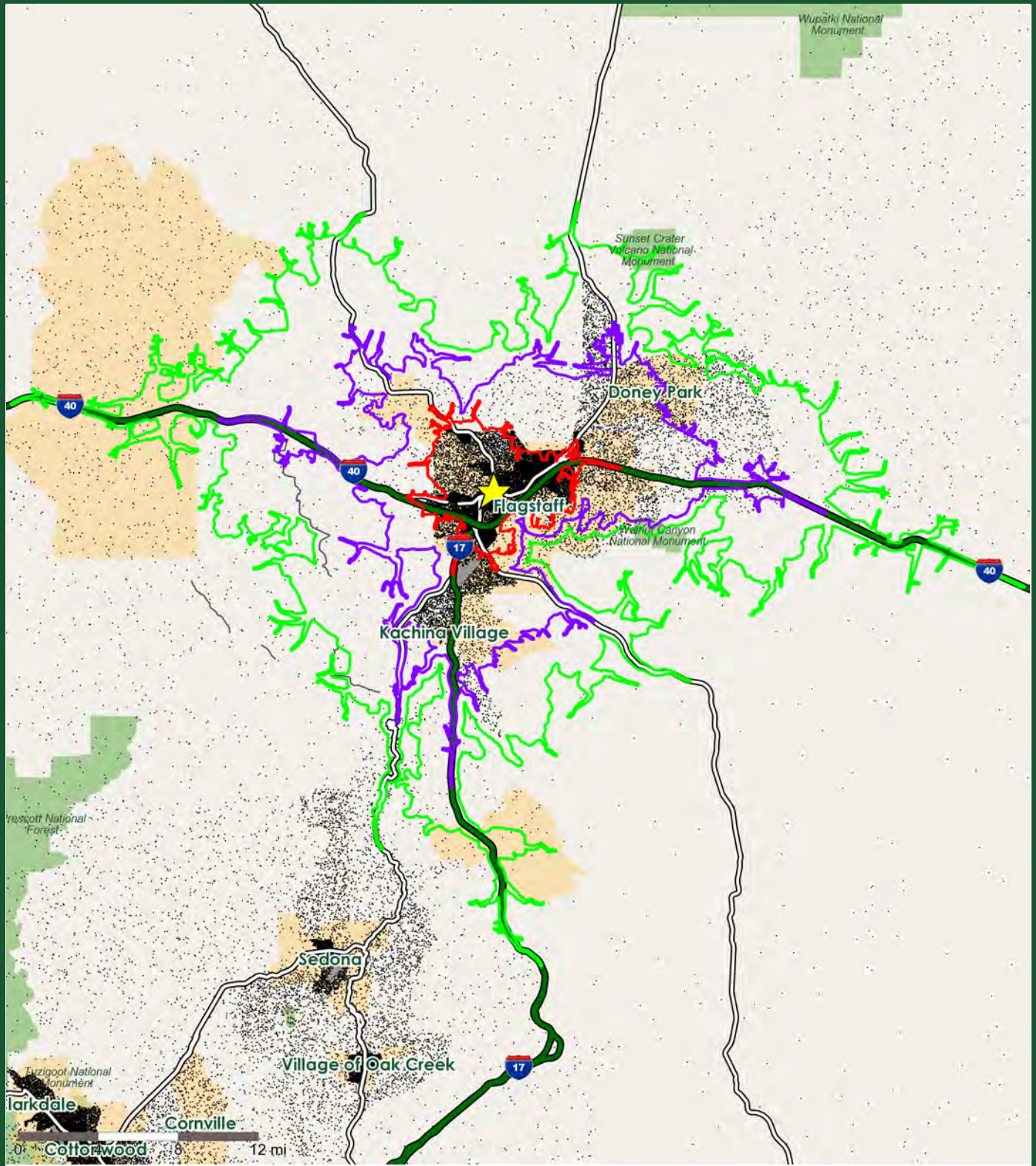


**Retail Centers**  
 GLA in thousands  
 ● 800+  
 ● 400 to 800

★ Proposed Retail Location

□ 10-Minute Drive-Time  
 □ 20-Minute Drive-Time  
 □ 30-Minute Drive-Time





### Flagstaff, Arizona: Household Density



Retail Centers  
GLA in thousands

- 800+
- 400 to 800

★ Proposed Retail Location

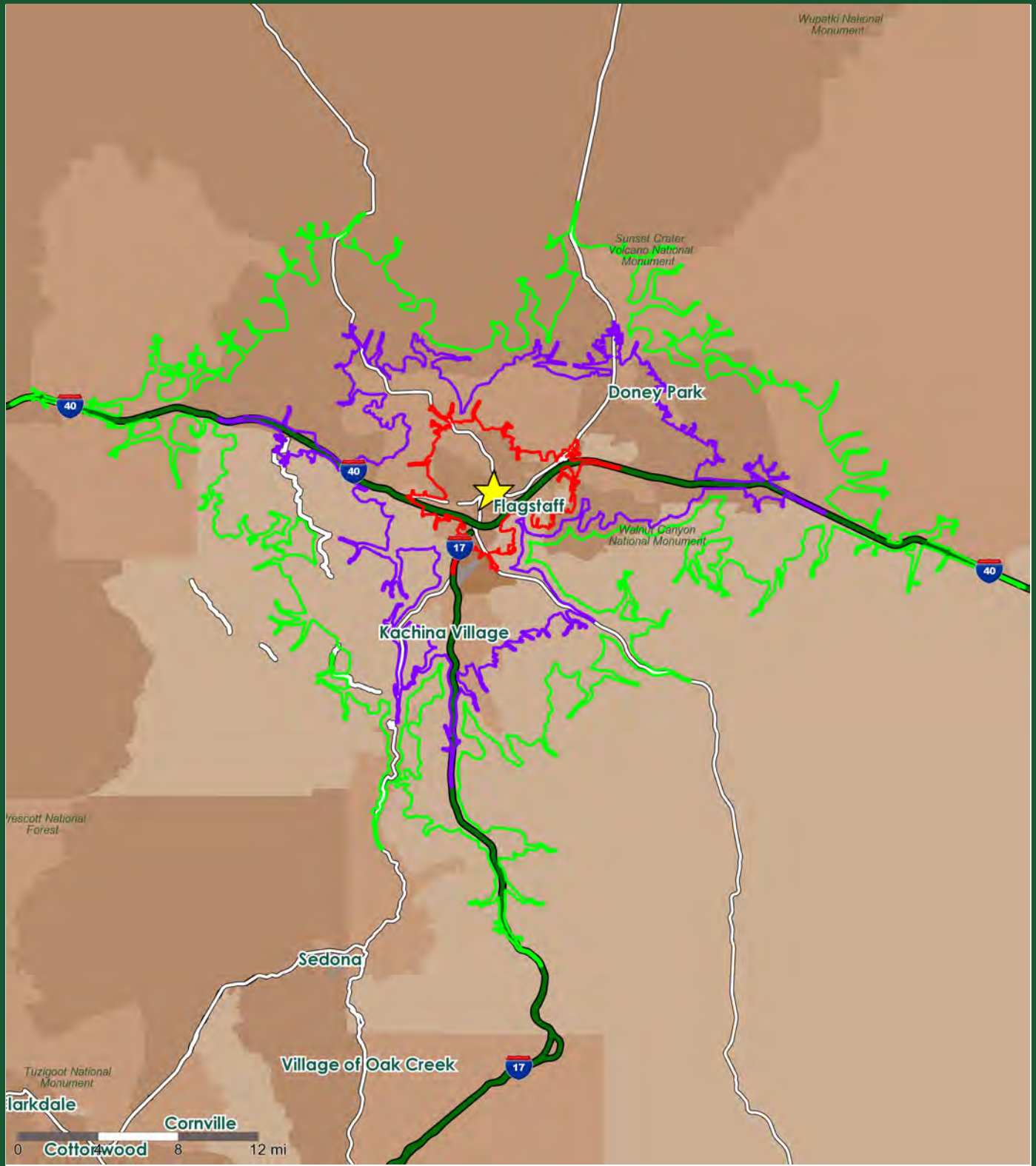
10-Minute Drive-Time

20-Minute Drive-Time

30-Minute Drive-Time

1 Dot = 1 Household





### Flagstaff, Arizona: Population



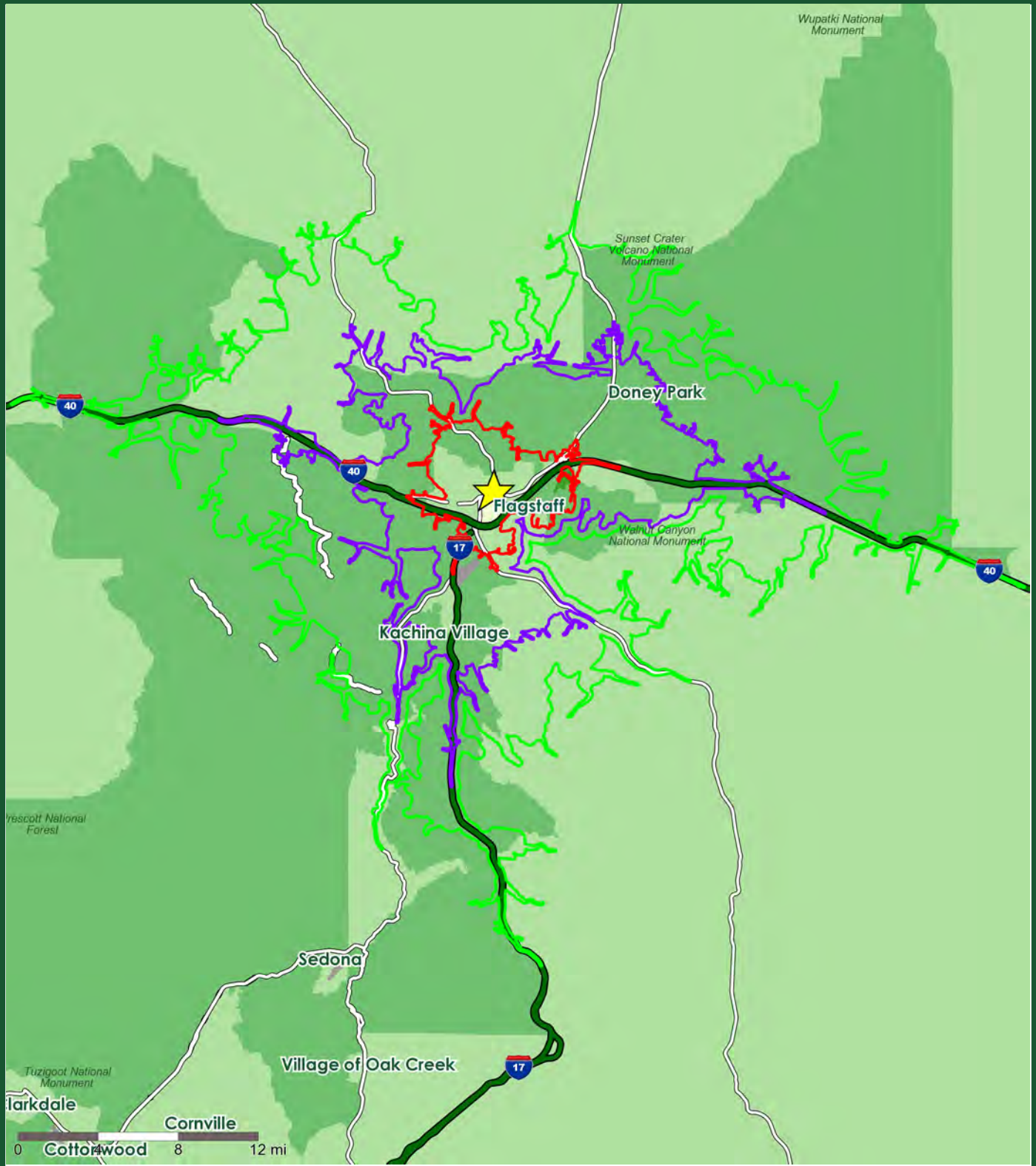
★ Proposed Retail Location

- 10-Minute Drive-Time
- 20-Minute Drive-Time
- 30-Minute Drive-Time

**Estimated Population**  
By Block Group

5,000 and Above
3,000 to 5,000
1,500 to 3,000
1,000 to 1,500
1,000 and Below





### Flagstaff, Arizona: Household Income



★ Proposed Retail Location

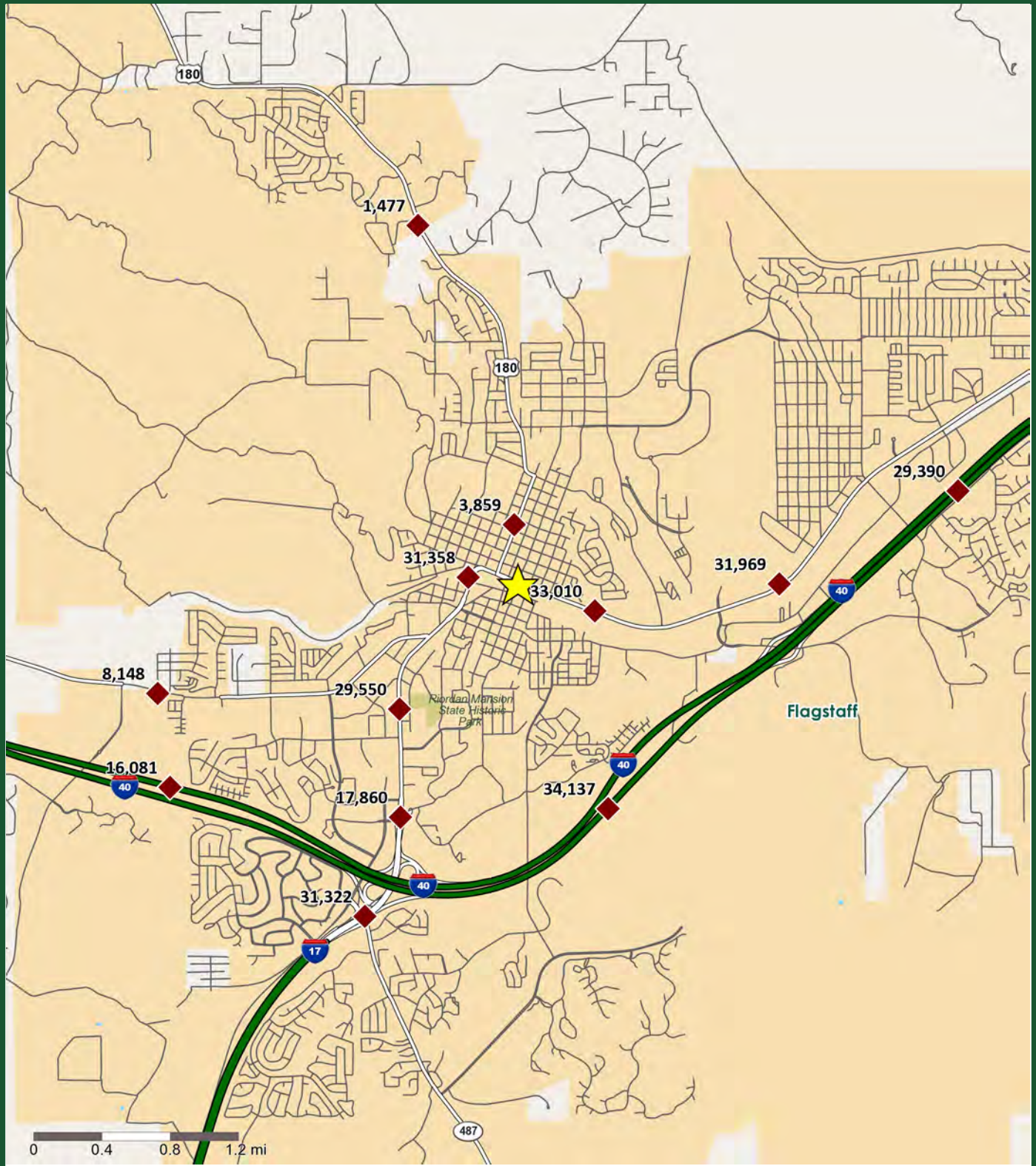
- 10-Minute Drive-Time
- 20-Minute Drive-Time
- 30-Minute Drive-Time

#### Median Household Income By Block Group

- \$200,000 and Above
- \$100,000 to \$200,000
- \$50,000 to \$100,000
- \$25,000 to \$50,000
- \$25,000 and Below







### Flagstaff, Arizona: Traffic Counts



Proposed Retail Location



Average Daily Traffic Volume





## Contact Information

For further inquiry on the real estate opportunity at this site, please contact:

**City of Flagstaff, AZ - Economic Development Program**  
211 W Aspen Ave.  
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## About Buxton

Buxton is the industry leader in customer analytics. The company advises its clients on real estate and marketing strategies based on 250+ databases combined with clients' customer data. Buxton helps businesses understand who their customers are, where their customers are located, and the value each customer brings to the organization. More than 3,000 clients in the retail, healthcare, CPG, private equity, and public sectors have relied on Buxton's insights to guide their growth strategies. The company is privately held and offers solutions in the United States, Canada, and 26 other countries.

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