

Audience Profile

Venues:



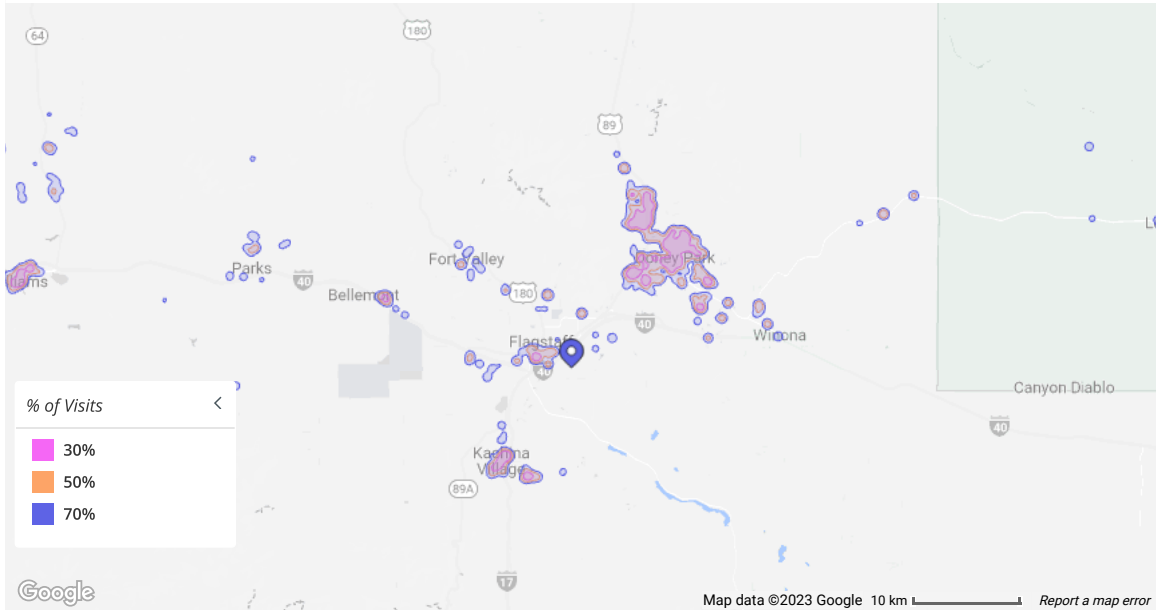
View:
Potential Market

Based On:
True Trade Area

Boundary:
Polygon

% of Visits:
30 % 50 % 70 % 100 mi

Within:



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses. [Learn more](#)

Dataset: **Census 2017 (ACS)** Benchmark with: **Nationwide** State

Search Group or Attribute 30 % of Visits 50 % of Visits 70 % of Visits

Overview					
Population	27,998	41,658	92,365		
Pop density (per sq mile)	409	202	122		
Area (based on blockgroups) sq mi	68	206	757		
Households					
Households	6,770	12,014	30,523		
Family households	4,881 (72.1%)	8,315 (69.2%)	19,134 (62.7%)		
Non Family households	1,889 (27.9%)	3,699 (30.8%)	11,389 (37.3%)		
Persons per Household	4	3	3		
Gender					
Male	12,584 (44.9%)	19,666 (47.2%)	44,281 (47.9%)		
Female	15,414 (55.1%)	21,992 (52.8%)	48,084 (52.1%)		

Search Group or Attribute █ 30 % of Visits █ 50 % of Visits █ 70 % of Visits

Age						
Median Age	23	62	25	68	31	83
0-18	5,666 (20.2%)	88	8,814 (21.2%)	92	18,566 (20.1%)	88
18-25	9,645 (34.4%)	355	11,835 (28.4%)	293	20,982 (22.7%)	234
25-35	2,377 (8.5%)	62	3,586 (8.6%)	63	9,835 (10.6%)	78
35-45	3,114 (11.1%)	88	4,659 (11.2%)	88	9,854 (10.7%)	84
45-55	2,567 (9.2%)	68	4,440 (10.7%)	79	9,666 (10.5%)	78
55-65	2,650 (9.5%)	75	4,280 (10.3%)	81	10,796 (11.7%)	92
65+	1,979 (7.1%)	47	4,044 (9.7%)	65	12,666 (13.7%)	92
Population by Generation						
Gen Alpha & Gen Z	5,666 (20.2%)	88	8,814 (21.2%)	92	18,566 (20.1%)	88
Millennials	12,022 (42.9%)	183	15,421 (37%)	158	30,817 (33.4%)	143
Gen X	5,681 (20.3%)	78	9,099 (21.8%)	84	19,520 (21.1%)	81
Baby Boomers	2,650 (9.5%)	75	4,280 (10.3%)	81	10,796 (11.7%)	92
Silent & Greatest	1,979 (7.1%)	47	4,044 (9.7%)	65	12,666 (13.7%)	92
Ethnicity						
White	13,974 (49.9%)	82	22,568 (54.2%)	89	58,223 (63%)	104
Other ethnicity	9,409 (33.6%)	1011	11,583 (27.8%)	336	17,904 (19.4%)	583
Latino	3,675 (13.1%)	71	6,074 (14.6%)	79	13,124 (14.2%)	77
Black	488 (1.7%)	14	581 (1.4%)	11	1,502 (1.6%)	13
Asian	452 (1.6%)	31	852 (2%)	39	1,612 (1.7%)	33
Household Income						
Household Average Income	73,358	91	73,473	91	72,078	89
Average Income Per Person	17,738	59	21,189	71	23,819	80
Household Median Income	55,962	97	57,057	99	52,156	91
<\$10K	653 (9.6%)	140	992 (8.3%)	120	2,480 (8.1%)	118
\$10K - \$15K	275 (4.1%)	82	721 (6%)	122	1,693 (5.5%)	113
\$15K - \$20K	272 (4%)	82	567 (4.7%)	97	1,462 (4.8%)	98
\$20K - \$25K	397 (5.9%)	117	563 (4.7%)	94	1,688 (5.5%)	110
\$25K - \$30K	245 (3.6%)	76	579 (4.8%)	102	1,715 (5.6%)	118
\$30K - \$35K	341 (5%)	105	466 (3.9%)	81	1,618 (5.3%)	110

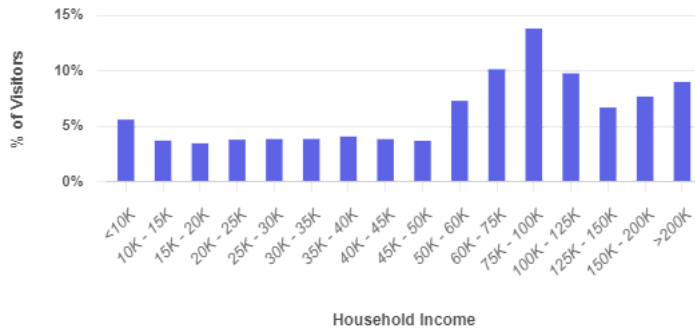
Search Group or Attribute	30 % of Visits	50 % of Visits	70 % of Visits
\$35K - \$40K	266 (3.9%)	424 (3.5%)	1,243 (4.1%)
\$40K - \$45K	206 (3%)	485 (4%)	1,492 (4.9%)
\$45K - \$50K	417 (6.2%)	589 (4.9%)	1,380 (4.5%)
\$50K - \$60K	525 (7.8%)	880 (7.3%)	2,275 (7.5%)
\$60K - \$75K	614 (9.1%)	1,184 (9.9%)	2,946 (9.7%)
\$75K - \$100K	1,011 (14.9%)	1,604 (13.4%)	3,843 (12.6%)
\$100K - \$125K	585 (8.6%)	1,002 (8.3%)	2,318 (7.6%)
\$125K - \$150K	392 (5.8%)	745 (6.2%)	1,569 (5.1%)
\$150K - \$200K	320 (4.7%)	711 (5.9%)	1,477 (4.8%)
>\$200K	251 (3.7%)	502 (4.2%)	1,324 (4.3%)
Family Size ^			
2 Persons	1,704 (34.9%)	3,512 (42.2%)	9,025 (47.2%)
3 Persons	1,085 (22.2%)	1,595 (19.2%)	3,663 (19.1%)
4 Persons	1,001 (20.5%)	1,596 (19.2%)	3,303 (17.3%)
5 Persons	633 (13%)	926 (11.1%)	1,921 (10%)
6 Persons	295 (6%)	416 (5%)	708 (3.7%)
7+ Persons	163 (3.3%)	270 (3.2%)	514 (2.7%)
Education ^			
Elementary	2,706 (9.7%)	3,958 (9.5%)	8,527 (9.2%)
High School Graduate	6,153 (22%)	8,750 (21%)	19,915 (21.6%)
College / Associate Degree	9,973 (35.6%)	14,541 (34.9%)	32,992 (35.7%)
Bachelor Degree	4,688 (16.7%)	7,799 (18.7%)	18,484 (20%)
Advanced Degree	4,478 (16%)	6,609 (15.9%)	12,446 (13.5%)
Labor Force ^			
Unemployment	3,758 (13.4%)	4,515 (10.8%)	7,941 (8.6%)
Marital Status ^			
Never Married	14,927 (53.3%)	19,929 (47.8%)	39,656 (42.9%)
Married	9,664 (34.5%)	16,159 (38.8%)	37,822 (40.9%)
Divorced	2,368 (8.5%)	3,987 (9.6%)	10,409 (11.3%)
Widowed	1,040 (3.7%)	1,583 (3.8%)	4,478 (4.8%)
Transport to Work ^			
Drove alone	7,054 (65.4%)	11,830 (68.1%)	27,165 (67.9%)

Search Group or Attribute	30 % of Visits	50 % of Visits	70 % of Visits
Walked	1,666 (15.5%)	1,816 (10.5%)	4,066 (10.2%)
Carpool	1,084 (10.1%)	1,881 (10.8%)	4,154 (10.4%)
Worked at home	608 (5.6%)	1,006 (5.8%)	2,522 (6.3%)
Other	233 (2.2%)	373 (2.1%)	643 (1.6%)
Public transport	106 (1%)	271 (1.6%)	647 (1.6%)
Bicycle	31 (<0.5%)	190 (1.1%)	825 (2.1%)
Housing Units ^			
Occupied	6,770	12,014	30,523
Vacant	1,822	4,567	7,273
Occupied Housing Units ^			
Owner occupied	4,343 (64.2%)	7,827 (65.1%)	18,247 (59.8%)
Renter occupied	2,427 (35.8%)	4,187 (34.9%)	12,276 (40.2%)
Value of Owner-Occupied Housing Units ^			
Median house value	186,817	226,664	238,822
<\$100K	1,615 (37.2%)	2,152 (27.5%)	3,776 (20.7%)
\$100K - \$200K	641 (14.8%)	1,317 (16.8%)	3,762 (20.6%)
\$200K - \$300K	939 (21.6%)	1,667 (21.3%)	4,084 (22.4%)
\$300K - \$400K	581 (13.4%)	1,349 (17.2%)	3,078 (16.9%)
\$400K - \$500K	152 (3.5%)	667 (8.5%)	1,606 (8.8%)
\$500K - \$1000K	343 (7.9%)	587 (7.5%)	1,760 (9.6%)
>\$1000K	72 (1.7%)	88 (1.1%)	181 (1%)
Types of Housing Units Structure ^			
Single Unit	6,152 (71.6%)	11,939 (72%)	26,107 (69.1%)
Mobile home	1,426 (16.6%)	2,223 (13.4%)	4,616 (12.2%)
Multi-unit	1,004 (11.7%)	2,409 (14.5%)	7,045 (18.6%)
Boat, RV, van, etc.	10 (<0.5%)	10 (<0.5%)	28 (<0.5%)
SNAP Households ^			
Non-snap households	5,423 (80.1%)	10,115 (84.2%)	26,767 (87.7%)
Snap households	1,347 (19.9%)	1,899 (15.8%)	3,756 (12.3%)

Household Income

City of Flagstaff

Flagstaff, AZ



Average Income	96K
Median Income	70K

Ethnicity

City of Flagstaff

Flagstaff, AZ

