

CITY COUNCIL REPORT
PUBLIC

DATE: September 14, 2016

TO: Mayor and Councilmembers

FROM: John Saltonstall, Business Retention and Expansion Manager

CC: Josh Copley, Barbara Goodrich, Shane Dille and Leadership Team

SUBJECT: General Population Figures in the City of Flagstaff, the FMPO, and NAU

This City Council Report provides population information requested on September 7, 2016 regarding the number of students at Northern Arizona University, city population, FMPO population, and the city and FMPO daytime populations.

NORTHERN ARIZONA UNIVERSITY ON CAMPUS STUDENT POPULATION

Northern Arizona University Office of Planning and Institutional Research website indicates the following enrollment data for the fall of 2015 for the Flagstaff Mountain Campus:

Undergraduate/Graduate	Total
Undergraduate	19,139
Graduate	1,968
Total	21,107

CITY AND FMPO POPULATIONS

The City of Flagstaff uses data from the Census and from BuxtonCo consumer based demographics. Both the US Census and Buxton include university students in the population count which is consistent with concept of “usual residence” which has been a standard practice since the first U.S. decennial census in 1790.

CENSUS		
	City limits	FMPO
2010	66,067	N/A
2015(Estimates)	70,320	N/A
Employed Civilian Labor Force 2015 (Estimates)	N/A *	N/A

* Census has information as a percentage of total population with an average estimated margin of error +/- 528.

* * Census information only available for 2014.

Buxton is a provider of consumer based demographics and analytics. The City of Flagstaff has subscribed to Buxton for their unique socio-economic data since 2010. Buxton is a privately held company that has been a leader in the consumer analytics since 1994.

BUXTON		
	City Limits	FMPO
2010	66,420	83,908
2015(Estimates)	68,564	85,958
Employed Civilian Labor Force 2015 (Estimates)	35,703	44,828

CITY AND FMPO ESTIMATED DAYTIME POPULATION

BUXTON		
	City Limits	FMPO
Estimated Total Daytime Population 2015 (includes residents, students, and employees – does not include daily visitors)	98,578	107,025

ANNUAL VISITORS

City of Flagstaff Convention and Visitors Bureau provided information on the number of visitors annually. Based on the last survey in 2015, there were approximately 4.7 million visitors to Flagstaff annually. Whereas visitation varies daily and by season, this visitation number may be stated as an average of approximately 12,877 visitors per day.

RECOMMENDATION / CONCLUSION

This report is for information only.