

Complete Demographic Comparison Report



Date: August 5, 2020

20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom) 10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom) 5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)

2019 Demographics:

Q4 2019 Employees	58,298	8,257	1,791
Q4 2019 Establishments*	6,887	930	248
Total Population	163,897	26,629	9,658
Total Households	60,987	9,125	3,159
Female Population	81,966	13,250	4,871
% Female	50.0%	49.8%	50.4%
Male Population	81,931	13,379	4,787
% Male	50.0%	50.2%	49.6%
Population Density (per Sq. Mi.)	522.53	538.14	1,613.54

Employed Civilian Population 16+

Total	92,774	14,036	4,802
White Collar	62.3%	61.2%	62.6%
Blue Collar	37.7%	38.8%	37.4%

Seasonal Population by Quarter:

Q4 2016	515	245	208
Q1 2017	562	232	195
Q2 2017	593	262	222
Q3 2017	659	269	229
Q4 2017	731	272	235
Q1 2018	660	277	237
Q2 2018	722	281	240
Q3 2018	798	297	255
Q4 2018	824	311	269

Age:

Age 0 - 4	6.8%	8.2%	8.3%
Age 5 - 14	15.1%	17.0%	19.2%
Age 15 - 19	6.2%	6.3%	6.6%
Age 20 - 24	5.2%	3.8%	3.8%
Age 25 - 34	13.6%	13.7%	14.8%
Age 35 - 44	14.8%	16.8%	18.7%
Age 45 - 54	13.6%	13.7%	12.8%
Age 55 - 64	12.1%	11.2%	8.9%
Age 65 - 74	8.2%	6.9%	5.4%

	20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)
Age 75 - 84	3.3%	2.0%	1.2%
Age 85 +	1.2%	0.5%	0.3%
Median Age	37.0	35.7	33.6
Housing Units			
Total Housing Units	62,015	9,255	3,254
Occupied Housing Units	98.3%	98.6%	97.1%
Vacant Housing Units	1.7%	1.4%	2.9%
Housing Units by Tenure			
Total Households in Tenure	60,987	9,125	3,159
Owner Occupied Housing Units	44,123	7,817	2,687
Owner Occupied free and clear	21.9%	16.6%	13.0%
Owner Occupied with a mortgage or loan	78.1%	83.4%	87.0%
Renter Occupied Housing Units	16,864	1,308	472
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.8%	0.7%	0.8%
Asian	2.9%	2.6%	2.3%
Black	0.9%	0.9%	1.1%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
White	83.4%	85.9%	86.5%
Other	8.7%	6.6%	5.9%
Multi-Race	3.2%	3.4%	3.4%
Hispanic Ethnicity	23.4%	16.9%	17.1%
Not of Hispanic Ethnicity	76.6%	83.1%	82.9%
Race of Hispanics			
Hispanics	38,362	4,506	1,650
American Indian	1.8%	2.1%	2.8%
Asian	0.3%	0.2%	0.5%
Black	0.6%	0.6%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	54.5%	50.3%	53.2%
Other	36.8%	38.7%	34.3%
Multi-Race	5.9%	8.1%	8.4%
Race of Non Hispanics			
Non Hispanics	125,534	22,123	8,008
American Indian	0.5%	0.3%	0.3%
Asian	3.7%	3.1%	2.7%

	20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)
Black	1.0%	0.9%	1.2%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
White	92.2%	93.1%	93.4%
Other	0.2%	0.1%	0.1%
Multi-Race	2.3%	2.4%	2.4%
Marital Status:			
Age 15 + Population	128,038	19,934	7,006
Divorced	12.4%	12.5%	13.4%
Never Married	26.7%	22.3%	21.0%
Now Married	56.9%	62.5%	63.2%
Now Married - Separated	1.3%	1.1%	1.1%
Widowed	4.0%	2.7%	2.4%
Educational Attainment:			
Total Population Age 25+	109,233	17,260	6,002
Grade K - 8	2.8%	2.2%	1.7%
Grade 9 - 12	5.7%	4.3%	3.3%
High School Graduate	22.8%	22.9%	22.0%
Associates Degree	8.4%	10.4%	10.3%
Bachelor's Degree	24.5%	24.1%	24.6%
Graduate Degree	12.1%	9.9%	11.1%
Some College, No Degree	22.8%	26.0%	26.8%
No Schooling Completed	0.9%	0.2%	0.2%
Household Income:			
Income \$ 0 - \$9,999	4.0%	3.5%	2.8%
Income \$ 10,000 - \$14,999	2.9%	1.5%	1.2%
Income \$ 15,000 - \$24,999	6.1%	4.4%	4.0%
Income \$ 25,000 - \$34,999	6.8%	3.8%	2.7%
Income \$ 35,000 - \$49,999	11.2%	10.0%	9.8%
Income \$ 50,000 - \$74,999	17.7%	20.7%	20.3%
Income \$ 75,000 - \$99,999	16.4%	19.4%	20.4%
Income \$100,000 - \$124,999	12.6%	14.3%	15.5%
Income \$125,000 - \$149,999	7.4%	6.6%	6.8%
Income \$150,000 +	14.9%	15.8%	16.6%
Average Household Income	\$97,331	\$99,319	\$100,664
Median Household Income	\$76,945	\$82,422	\$85,826
Per Capita Income	\$36,281	\$34,040	\$32,928

Poverty: Status of Families by Family Type/Presence of Children 18 Yrs and Under

	20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)
Total Families (Family Households)	43,362	7,052	2,499
Husband-Wife Family, Own Children, Below Poverty	962	131	45
Husband-Wife Family, No Own Children, Below Poverty	284	23	3
Male Householder, Own Children, Below Poverty	260	16	3
Male Householder, No Own Children, Below Poverty	56	3	0
Female Householder, Own Children, Below Poverty	1,173	176	67
Female Householder, No Own Children, Below Poverty	199	11	1
Husband-Wife Family, Own Children, At/Above Poverty	14,926	2,946	1,198
Husband-Wife Family, No Own Children, At/Above Poverty	18,252	2,848	857
Male Householder, Own Children, At/Above Poverty	1,446	205	85
Male Householder, No Own Children, At/Above Poverty	1,208	157	48
Female Householder, Own Children, At/Above Poverty	2,354	270	104
Female Householder, No Own Children, At/Above Poverty	2,244	266	88
Poverty: Popn, Ratio of Income to Poverty Level			
Total Population for whom poverty status is determined	163,897	26,629	9,658
Less Than .50	6,125	747	222
.50 - .99	8,289	524	154
1.00 - 1.24	5,669	661	175
1.25 - 1.49	5,176	482	151
1.50 - 1.84	9,796	1,006	272
1.85 - 1.99	3,608	696	215
2.00+	125,234	22,514	8,469
Poverty: Popn by Race			
By Race			
White, Below Poverty Level	9,976	1,086	312
White, Above Poverty Level	126,698	21,774	8,042
Black, Below Poverty Level	243	21	5
Black, Above Poverty Level	1,266	207	102
AI/Alaskan Native, Below Poverty Level	291	10	5

	20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)
AI/Alaskan Native, Above Poverty Level	1,072	162	69
Asian, Below Poverty Level	204	10	3
Asian, Above Poverty Level	4,518	684	218
NH/PI, Below Poverty Level	23	0	0
NH/PI, Above Poverty Level	83	13	2
Some Other Race, Below Poverty Level	3,001	80	39
Some Other Race, Above Poverty Level	11,329	1,689	532
2+ Races, Below Poverty Level	676	63	12
2+ Races, Above Poverty Level	4,516	830	318
Poverty: Popn by Ethnicity			
Hispanic/Latino			
Hispanic/Latino, Below Poverty Level	7,592	292	117
Hispanic/Latino, Above Poverty Level	30,771	4,214	1,533
Non-Hispanic/Latino, Below Poverty Level	6,822	978	259
Non-Hispanic/Latino, Above Poverty Level	118,712	21,145	7,749
Non-Hispanic/Latino by Race			
White, Below Poverty Level	6,028	898	252
White, Above Poverty Level	109,723	19,694	7,225
Other than White, Below Poverty Level	8,386	373	124
Other than White, Above Poverty Level	39,760	5,664	2,058
Vehicles Available			
0 Vehicles Available	3.1%	1.3%	1.0%
1 Vehicle Available	24.6%	16.7%	15.4%
2+ Vehicles Available	72.3%	82.1%	83.6%
Average Vehicles Per Household	2.22	2.43	2.39
Total Vehicles Available	135,281	22,145	7,553

2024 Demographics:

Total Population	182,420	31,168	11,244
Total Households	68,093	10,709	3,697
Female Population	91,037	15,488	5,701

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% Female	49.9%	49.7%	50.7%
Male Population	91,382	15,680	5,543
% Male	50.1%	50.3%	49.3%
Population Density (per Sq. Mi.)	581.58	629.87	1,878.53
Employed Civilian Population 16+			
Total	99,679	15,838	5,427
% White Collar	62.4%	61.1%	62.5%
% Blue Collar	37.6%	38.9%	37.5%
Age:			
Age 0 - 4	6.8%	7.8%	7.7%
Age 5 - 14	14.3%	16.1%	17.9%
Age 15 - 19	6.4%	6.7%	7.2%
Age 20 - 24	5.3%	4.4%	4.4%
Age 25 - 34	12.9%	12.2%	13.1%
Age 35 - 44	15.1%	17.1%	19.1%
Age 45 - 54	12.9%	13.4%	13.2%
Age 55 - 64	11.5%	10.8%	8.7%
Age 65 - 74	9.3%	8.2%	6.4%
Age 75 - 84	4.3%	2.9%	2.1%
Age 85 +	1.2%	0.5%	0.3%
Median Age	37.9	36.7	34.8
Housing Units			
Total Housing Units	69,199	10,886	3,831
Occupied Housing Units	98.4%	98.4%	96.5%
Vacant Housing Units	1.6%	1.6%	3.5%
Housing Units by Tenure			
Total Households in Tenure	68,093	10,709	3,697
Owner Occupied Housing Units	49,797	9,136	3,116
Owner Occupied free and clear	22.1%	17.0%	13.8%
Owner Occupied with a mortgage or loan	77.9%	83.0%	86.2%
Renter Occupied Housing Units	18,296	1,573	582
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.8%	0.6%	0.8%
Asian	3.2%	2.9%	2.5%
Black	0.9%	0.9%	1.2%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%

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White	82.3%	84.6%	85.0%
Other	9.1%	7.1%	6.6%
Multi-Race	3.6%	3.8%	3.9%
Hispanic Ethnicity	24.3%	18.2%	18.8%
Not of Hispanic Ethnicity	75.7%	81.8%	81.2%
Race of Hispanics			
Hispanics	44,390	5,658	2,110
American Indian	1.7%	2.0%	2.6%
Asian	0.3%	0.2%	0.5%
Black	0.6%	0.6%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	54.2%	50.3%	52.7%
Other	36.9%	38.7%	34.8%
Multi-Race	6.2%	8.3%	8.6%
Race of Non Hispanics			
Non Hispanics	138,029	25,510	9,135
American Indian	0.5%	0.3%	0.3%
Asian	4.1%	3.5%	3.0%
Black	1.1%	1.0%	1.3%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
White	91.3%	92.2%	92.5%
Other	0.2%	0.1%	0.1%
Multi-Race	2.8%	2.8%	2.8%
Marital Status:			
Age 15 + Population	144,036	23,735	8,368
Divorced	12.3%	12.6%	13.8%
Never Married	26.9%	22.8%	21.8%
Now Married	56.8%	61.9%	61.9%
Now Married - Separated	1.3%	1.1%	1.1%
Widowed	4.0%	2.8%	2.5%
Educational Attainment:			
Total Population Age 25+	122,711	20,289	7,069
Grade K - 9	2.7%	2.1%	1.7%
Grade 9 - 12	5.5%	4.1%	3.2%
High School Graduate	22.7%	22.7%	22.0%
Associates Degree	8.4%	10.4%	10.3%
Bachelor's Degree	24.6%	24.3%	24.5%
Graduate Degree	12.3%	10.1%	11.2%

	20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)
Some College, No Degree	22.9%	26.1%	26.9%
No Schooling Completed	0.9%	0.2%	0.2%
Household Income:			
Income \$ 0 - \$9,999	2.9%	2.6%	2.2%
Income \$ 10,000 - \$14,999	2.6%	1.5%	1.3%
Income \$ 15,000 - \$24,999	5.2%	3.6%	3.2%
Income \$ 25,000 - \$34,999	5.9%	3.2%	2.4%
Income \$ 35,000 - \$49,999	9.9%	8.4%	8.1%
Income \$ 50,000 - \$74,999	14.9%	16.7%	16.3%
Income \$ 75,000 - \$99,999	16.3%	20.2%	20.7%
Income \$100,000 - \$124,999	14.9%	16.5%	17.4%
Income \$125,000 - \$149,999	9.2%	8.5%	8.7%
Income \$150,000 +	18.2%	18.8%	19.7%
Average Household Income	\$109,917	\$110,364	\$111,349
Median Household Income	\$88,212	\$92,157	\$94,822
Per Capita Income	\$41,089	\$37,924	\$36,614
Vehicles Available			
0 Vehicles Available	3.0%	1.3%	1.0%
1 Vehicle Available	23.9%	16.6%	15.6%
2+ Vehicles Available	73.1%	82.1%	83.4%
Average Vehicles Per Household	2.24	2.42	2.39
Total Vehicles Available	152,311	25,965	8,832

2010 Demographics:

Total Population	136,030	20,350	7,435
Total Households	50,212	6,818	2,373
Female Population	68,318	10,137	3,713
% Female	50.2%	49.8%	49.9%
Male Population	67,712	10,213	3,721
% Male	49.8%	50.2%	50.1%
Population Density (per Sq. Mi.)	433.69	411.25	1,242.05

Employed Civilian Population 16+

Total	67,764	9,839	3,338
% White Collar	63.5%	61.2%	61.6%
% Blue Collar	36.5%	38.8%	38.4%

Age:

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Age 0 - 4	7.9%	9.2%	10.4%
Age 5 - 14	15.8%	17.8%	19.9%
Age 15 - 19	6.4%	6.1%	6.2%
Age 20 - 24	4.9%	3.6%	3.5%
Age 25 - 34	13.9%	14.7%	15.9%
Age 35 - 44	15.5%	17.5%	19.2%
Age 45 - 54	15.0%	13.8%	12.0%
Age 55 - 64	11.1%	10.5%	8.4%
Age 65 - 74	5.7%	4.8%	3.4%
Age 75 - 84	2.7%	1.5%	0.9%
Age 85 +	1.1%	0.5%	0.3%
Median Age	35.7	34.2	31.9
Housing Units			
Total Housing Units	52,987	7,207	2,532
Occupied Housing Units	94.8%	94.6%	93.7%
Vacant Housing Units	5.2%	5.4%	6.3%
Housing Units by Tenure			
Total Households in Tenure	50,212	6,818	2,373
Owner Occupied Housing Units	36,486	5,981	2,080
Owner Occupied free and clear	17.2%	12.3%	8.7%
Owner Occupied with a mortgage or loan	82.8%	87.7%	91.3%
Renter Occupied Housing Units	13,726	838	293
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.9%	0.7%	0.8%
Asian	2.4%	1.9%	1.7%
Black	0.8%	0.7%	0.8%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	84.5%	87.5%	88.4%
Other	8.6%	6.2%	5.2%
Multi-Race	2.9%	3.0%	3.1%
Hispanic Ethnicity	23.0%	15.8%	15.2%
Not of Hispanic Ethnicity	77.0%	84.2%	84.8%
Race of Hispanics			
Hispanics	31,262	3,213	1,131
American Indian	1.9%	2.2%	2.9%
Asian	0.3%	0.2%	0.5%

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Black	0.6%	0.7%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	54.7%	49.9%	52.8%
Other	36.6%	38.5%	33.7%
Multi-Race	5.8%	8.5%	9.0%
Race of Non Hispanics			
Non Hispanics	104,769	17,137	6,304
American Indian	0.6%	0.4%	0.4%
Asian	3.0%	2.2%	1.9%
Black	0.8%	0.7%	0.8%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	93.3%	94.5%	94.8%
Other	0.2%	0.1%	0.1%
Multi-Race	2.0%	2.0%	2.0%
Marital Status:			
Age 15 + Population	103,831	14,852	5,180
Divorced	12.2%	13.5%	14.2%
Never Married	26.9%	23.2%	21.7%
Now Married	57.1%	60.9%	62.2%
Now Married - Separated	2.0%	2.9%	2.5%
Widowed	3.8%	2.4%	2.0%
Educational Attainment:			
Total Population Age 25+	88,428	12,873	4,464
Grade K - 8	3.8%	3.6%	2.3%
Grade 9 - 12	6.5%	6.1%	5.1%
High School Graduate	24.1%	24.8%	24.4%
Associates Degree	8.1%	10.3%	10.4%
Bachelor's Degree	23.2%	21.2%	23.7%
Graduate Degree	10.4%	8.1%	8.7%
Some College, No Degree	23.3%	25.9%	25.3%
No Schooling Completed	0.6%	0.1%	0.1%
Household Income:			
Income \$ 0 - \$9,999	4.4%	3.5%	2.6%
Income \$ 10,000 - \$14,999	3.4%	1.6%	1.3%
Income \$ 15,000 - \$24,999	8.1%	5.3%	5.5%
Income \$ 25,000 - \$34,999	8.2%	4.6%	3.5%
Income \$ 35,000 - \$49,999	13.4%	12.2%	11.0%
Income \$ 50,000 - \$74,999	20.0%	23.3%	22.6%

	20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)
Income \$ 75,000 - \$99,999	15.8%	20.6%	22.6%
Income \$100,000 - \$124,999	11.2%	13.1%	15.1%
Income \$125,000 - \$149,999	6.1%	5.6%	5.7%
Income \$150,000 +	9.2%	10.3%	10.2%
Average Household Income	\$82,854	\$88,569	\$89,318
Median Household Income	\$64,379	\$74,517	\$78,716
Per Capita Income	\$30,645	\$29,684	\$28,511

Vehicles Available

0 Vehicles Available	2.8%	1.4%	0.9%
1 Vehicle Available	27.1%	17.6%	15.8%
2+ Vehicles Available	70.1%	81.1%	83.3%
Average Vehicles Per Household	2.17	2.43	2.39
Total Vehicles Available	108,766	16,563	5,661

2000 Census Demographics:

Total Population	95,627	6,604	577
Total Households	35,092	2,268	206
Female Population	47,656	3,265	282
% Female	49.8%	49.5%	48.9%
Male Population	47,971	3,338	295
% Male	50.2%	50.6%	51.1%

Employed Civilian Population 16+

Total	50,029	3,543	299
% White Collar	61.9%	55.3%	52.9%
% Blue Collar	38.1%	44.7%	47.2%

Age:

Age 0 - 4	7.9%	8.2%	9.0%
Age 5 - 14	16.1%	17.2%	14.7%
Age 15 - 19	6.8%	6.1%	4.7%
Age 20 - 24	6.2%	5.1%	6.3%
Age 25 - 34	15.3%	16.1%	18.0%
Age 35 - 44	18.3%	18.2%	17.3%
Age 45 - 54	13.7%	14.1%	14.9%
Age 55 - 64	7.8%	9.0%	9.9%
Age 65 - 74	4.2%	4.0%	4.4%
Age 75 - 84	2.6%	1.4%	0.5%
Age 85 +	1.1%	0.6%	0.3%

	20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)
Median Age	33.6	33.5	33.6
Housing Units			
Total Housing Units	36,234	2,392	222
Owner Occupied Housing Units	68.4%	82.9%	81.6%
Renter Occupied Housing Units	28.5%	11.9%	11.3%
Vacant Housing Units	3.2%	5.2%	7.1%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.9%	0.8%	0.2%
Asian	1.8%	0.5%	0.8%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.4%	0.1%	0.0%
White	84.1%	87.0%	85.5%
Other	10.5%	9.3%	11.2%
Two or More Races	2.3%	2.3%	2.3%
Hispanic Ethnicity	21.3%	19.7%	17.7%
Not of Hispanic Ethnicity	78.7%	80.3%	82.3%
Marital Status:			
Age 15 + Population	72,663	4,929	440
Divorced	11.3%	11.3%	14.7%
Never Married	22.9%	19.0%	18.4%
Now Married	57.6%	64.4%	61.0%
Separated	3.8%	2.2%	1.5%
Widowed	4.5%	3.1%	2.8%
Educational Attainment:			
Total Population Age 25+	60,256	4,176	365
Grade K - 8	5.6%	4.2%	5.6%
Grade 9 - 11, No diploma	8.7%	10.1%	8.6%
High School Graduate	25.7%	30.2%	29.1%
Associates Degree	7.4%	8.1%	8.8%
Bachelor's Degree	18.8%	14.2%	16.8%
Graduate Degree	8.4%	5.4%	4.4%
Some College, No Degree	24.2%	26.6%	25.4%
No Schooling Completed	1.2%	1.3%	1.3%
Public School Enrollment	87.3%	88.5%	85.6%
Private School Enrollment	12.7%	11.5%	14.4%

Household Income:

	20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)
Income \$ 0 - \$9,999	5.6%	3.1%	1.8%
Income \$ 10,000 - \$14,999	3.8%	3.8%	5.4%
Income \$ 15,000 - \$24,999	10.1%	7.5%	5.6%
Income \$ 25,000 - \$34,999	11.2%	8.7%	9.5%
Income \$ 35,000 - \$49,999	17.0%	18.3%	22.9%
Income \$ 50,000 - \$74,999	24.0%	24.7%	24.1%
Income \$ 75,000 - \$99,999	13.9%	17.1%	14.1%
Income \$100,000 - \$124,999	6.7%	6.1%	6.4%
Income \$125,000 - \$149,999	2.9%	3.7%	3.2%
Income \$150,000 - \$199,999	2.6%	3.8%	3.1%
Income \$200,000 or More	2.1%	2.7%	2.5%
Average Household Income	\$62,566	\$69,962	\$67,410
Median Household Income	\$51,978	\$57,984	\$53,640
Per Capita Income	\$22,960	\$24,023	\$24,106

Vehicles Available

0 Vehicles Available	4.7%	2.7%	2.8%
1 Vehicle Available	27.4%	18.5%	17.5%
2 Vehicles Available	42.6%	41.4%	42.8%
3+ Vehicles Available	25.3%	37.4%	36.8%
Average Vehicles Per Household	1.90	2.20	2.10
Total Vehicles Available	69,830	5,235	468

Population Trend

2000	95,627	6,604	577
2010	136,030	20,350	7,435
Change 2000 to 2010	42.3%	208.2%	1,188.6%
2019	163,897	26,629	9,658
2024	182,420	31,168	11,244
Change 2019 to 2024	11.3%	17.0%	16.4%

Household Trend

2000	35,092	2,268	206
2010	50,212	6,818	2,373
Change 2000 to 2010	73.8%	302.4%	1,431.3%
2019	60,987	9,125	3,159
2024	68,093	10,709	3,697
Change 2019 to 2024	11.7%	17.4%	17.0%

Average Household Size Trend

	20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)
2000	2.7	2.9	2.8
2010	2.7	3.0	3.2
Change 2000 to 2010	0.5%	2.1%	14.1%
2019	2.7	2.9	3.1
2024	2.7	2.9	3.0
Change 2019 to 2024	-0.3%	-0.3%	-0.7%

Median Age Trend

2000	33.6	33.5	33.6
2010	35.7	34.2	31.9
2019	37.0	35.7	33.6
2024	37.9	36.7	34.8

Housing Units Trend

Total Housing Units

Change 2000 to 2010	46.2%	201.2%	1,040.0%
Change 2019 to 2024	11.6%	17.6%	17.7%

Owner Occupied Housing Units

Change 2000 to 2010	47.2%	201.7%	1,047.3%
Change 2019 to 2024	12.9%	16.9%	16.0%

Renter Occupied Housing Units

Change 2000 to 2010	33.1%	193.7%	1,071.7%
Change 2019 to 2024	8.5%	20.3%	23.1%

Vacant Housing Units

Change 2000 to 2010	142.9%	211.3%	905.8%
Change 2019 to 2024	7.6%	37.0%	40.2%

Race and Ethnicity Trend

American Indian, Eskimo, Aleut

Change 2000 to 2010	40.8%	173.7%	4,166.9%
Change 2019 to 2024	8.8%	14.9%	18.2%

Asian and Native Hawaiian/Other Pacific Islander

Change 2000 to 2010	91.6%	1,133.0%	2,586.3%
Change 2019 to 2024	22.4%	28.9%	28.6%

Black

Change 2000 to 2010	155.1%	1,682.2%	1,469,646.2%
Change 2019 to 2024	14.7%	22.0%	22.0%

White

Change 2000 to 2010	42.8%	209.7%	1,233.5%
Change 2019 to 2024	9.8%	15.4%	14.5%

Other

	20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)
Change 2000 to 2010	16.0%	106.2%	497.5%
Change 2019 to 2024	16.1%	25.3%	29.4%
Two or More Races			
Change 2000 to 2010	81.1%	301.2%	1,647.3%
Change 2019 to 2024	26.3%	33.2%	32.9%
Hispanic Ethnicity			
Change 2000 to 2010	53.3%	147.1%	1,006.5%
Change 2019 to 2024	15.7%	25.6%	27.8%
Not of Hispanic Ethnicity			
Change 2000 to 2010	39.3%	223.1%	1,227.8%
Change 2019 to 2024	10.0%	15.3%	14.1%

*Report counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

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Daytime Population Comparison Report



Date: August 5, 2020

	20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)
2019 Population & Household Overview			
Population	163,897	26,629	9,658
Household Population	163,221	26,619	9,658
Family Population	86.6%	89.8%	91.0%
Non-family Population	13.4%	10.2%	9.0%
Group Quarters Population	676	10	0
Households	60,987	9,125	3,159
Family Households	79.4%	82.2%	81.9%
Non-family Households	20.6%	17.8%	18.1%
2019 Daytime Population			
Total Daytime Population	140,034	21,400	6,014
Population aged 16 and under (Children)	35,224	6,574	2,393
Daytime Population Age 16+	104,810	14,825	3,622
Civilian 16+, at Workplace	70,885	10,114	2,240
Civilian 16+, Unemployed	2,664	381	129
Civilian 16+, Work at home	6,789	1,129	335
Homemakers Age 16+	11,802	2,341	850
Retired population Age 65+	16,262	1,796	457
Student popn: Pre-kindergarten to 8th	23,507	4,409	1,934
Student popn: 9th grade-12th grade	7,840	1,346	0
Student popn: Post-secondary students	6,262	1,036	410

Consumer Expenditure Comparison Report



Date: August 5, 2020

20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom) 10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom) 5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)

2019 Consumer Expenditures (Average Household Annual Expenditures):

Total Households	60,987	9,125	3,159
Median Household Income	\$76,945	\$82,422	\$85,826
Total Average Household Expenditure	\$83,330	\$90,927	\$93,722
Airline Fares	\$733.56	\$873.90	\$971.10
Alcoholic beverages purchased on trips	\$91.79	\$98.59	\$101.52
Alimony Expenditures	\$19.30	\$21.60	\$22.21
Alteration, Repair and Tailoring of Apparel and Accessories	\$5.40	\$5.38	\$5.06
Apparel and Services for Children Under 2	\$94.04	\$100.84	\$107.56
Apparel Laundry and Dry Cleaning not coin-operated	\$62.46	\$69.62	\$68.70
Books thru book clubs	\$1.43	\$1.66	\$1.86
Books not thru book clubs	\$65.75	\$69.90	\$73.15
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,248.86	\$2,245.95	\$2,091.67
CDs, Records, Audio Tapes	\$7.47	\$8.28	\$8.36
Cellular Phone Service	\$1,405.50	\$1,542.48	\$1,595.33
Child Support Expenditures	\$68.70	\$78.58	\$85.87
College Tuition	\$863.76	\$903.88	\$882.59
Computers and Computer Hardware for nonbusiness use	\$165.75	\$184.78	\$191.41
Computer information services	\$570.35	\$607.97	\$618.00
Coolant, brake fluid, transmission fluid, and other additives	\$6.55	\$7.18	\$7.82
Cosmetics, perfume, bath preparations	\$206.68	\$220.79	\$222.44
Deodorants, feminine hygiene, miscellaneous personal care	\$36.60	\$38.25	\$39.53
Electricity	\$1,394.47	\$1,446.10	\$1,444.30
Fees for Recreational Lessons	\$253.38	\$301.60	\$324.87
Finance Charges Excluding Mortgage And Vehicle	\$327.78	\$350.89	\$366.43
Floor Coverings, Nonpermanent	\$34.63	\$37.25	\$37.16
Food or Board at School	\$32.82	\$35.68	\$35.44
Food on out-of-town trips	\$599.24	\$653.85	\$657.90
Funeral Expenses	\$106.89	\$94.09	\$82.64
Furniture	\$1,056.31	\$1,231.06	\$1,341.37

	20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)
Gasoline And Motor Oil	\$2,684.54	\$2,973.22	\$3,185.05
Girls' Active Sportswear	\$25.11	\$28.60	\$30.51
Hair Care Products	\$89.01	\$93.90	\$94.23
Hospital Room and Services	\$251.99	\$282.61	\$297.95
Health Care Insurance	\$1,242.86	\$1,434.40	\$1,524.21
Health Maintenance Organization (not BCBS)	\$1,084.06	\$1,237.04	\$1,309.78
Housekeeping Services	\$259.58	\$267.36	\$259.67
Household Textiles	\$130.96	\$137.96	\$135.19
Intracity Bus Fares	\$11.77	\$12.21	\$12.22
Intracity Mass Transit Fares	\$50.21	\$52.19	\$56.08
Jewelry	\$69.97	\$72.86	\$74.19
Legal fees	\$285.25	\$273.82	\$249.19
Life and Other Personal Insurance	\$358.88	\$387.68	\$386.19
Maintenance and Repair Services	\$2,239.36	\$2,404.49	\$2,424.43
Medical equipment for general use	\$8.86	\$9.53	\$9.51
Men's Suits	\$29.57	\$32.93	\$33.84
Miscellaneous fees	\$4.83	\$4.45	\$3.95
Mortgage interest and charges owned dwellings	\$5,269.55	\$6,177.40	\$6,695.33
Mortgage interest and charges owned vacation homes	\$213.40	\$239.87	\$246.94
Natural Gas	\$427.00	\$457.87	\$466.88
New Cars	\$923.97	\$1,007.30	\$1,043.74
New Trucks	\$1,759.31	\$2,051.97	\$2,190.66
New Motorcycle	\$53.52	\$63.38	\$67.09
Oral Hygiene Products, Articles	\$33.40	\$35.08	\$35.33
Other Household Products	\$773.13	\$841.13	\$855.68
Other Home Services	\$33.95	\$35.97	\$34.84
Other Tobacco Products	\$294.00	\$311.01	\$310.84
Personal Care Services	\$830.24	\$884.44	\$888.03
Pet Purchase, Supplies, Medicine	\$245.89	\$273.64	\$286.86
Photo Processing	\$5.21	\$5.84	\$6.37
Portable Heating and Cooling Equipment	\$17.36	\$20.04	\$21.30
Property taxes owned dwellings	\$1,865.29	\$1,928.71	\$1,862.09
Property taxes owned vacation homes	\$128.61	\$118.58	\$104.76
Rent	\$5,084.15	\$5,249.13	\$5,516.84
Satellite Dishes	\$1.06	\$1.08	\$1.04
Shaving Needs	\$14.44	\$15.36	\$15.93
Small Electric Kitchen Appliances	\$68.64	\$76.71	\$81.11
Residential Telephone Including VOIP	\$188.32	\$181.61	\$168.45
Televisions	\$88.28	\$93.96	\$94.49
Tobacco Products and Smoking supplies	\$294.00	\$311.01	\$310.84
Tolls or Electronic Toll Passes	\$52.48	\$64.67	\$73.21

	20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)
Toys, Games, Arts and Crafts, and Tricycles	\$187.91	\$214.99	\$235.85
Used Cars	\$991.76	\$1,109.48	\$1,163.67
Used Trucks	\$1,962.33	\$2,276.98	\$2,508.62
VCR's and Video Disc Players	\$4.88	\$5.10	\$5.02
Vehicle Insurance	\$985.78	\$1,083.26	\$1,123.72
Vehicle Inspection	\$13.54	\$14.95	\$15.65
Video Game Hardware And Software	\$128.63	\$139.48	\$143.35
Watches	\$19.85	\$20.70	\$21.49
Women's Suits	\$3.54	\$3.72	\$3.69

	20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)
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2024 Consumer Expenditures (Average Household Annual Expenditures):

Total Households	68,093	10,709	3,697
Median Household Income	\$88,212	\$92,157	\$94,822
Total Average Household Expenditure	\$96,131	\$104,201	\$106,587
Airline Fares	\$918.05	\$1,065.68	\$1,167.42
Alcoholic beverages purchased on trips	\$97.30	\$100.54	\$99.85
Alimony Expenditures	\$21.39	\$24.16	\$25.23
Alteration, Repair and Tailoring of Apparel and Accessories	\$6.00	\$6.02	\$5.60
Apparel and Services for Children Under 2	\$97.64	\$103.71	\$109.17
Apparel Laundry and Dry Cleaning not coin-operated	\$69.77	\$77.18	\$76.13
Books thru book clubs	\$1.43	\$1.65	\$1.82
Books not thru book clubs	\$68.52	\$73.14	\$75.57
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,603.83	\$2,573.04	\$2,379.89
CDs, Records, Audio Tapes	\$8.29	\$9.21	\$9.32
Cellular Phone Service	\$1,608.59	\$1,751.89	\$1,802.04
Child Support Expenditures	\$72.80	\$82.08	\$89.30
College Tuition	\$1,164.98	\$1,245.98	\$1,220.98
Computers and Computer Hardware for nonbusiness use	\$185.54	\$204.82	\$209.15
Computer information services	\$596.08	\$630.66	\$636.70

	20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)
Coolant, brake fluid, transmission fluid, and other additives	\$7.05	\$7.71	\$8.44
Cosmetics, perfume, bath preparations	\$223.66	\$242.12	\$244.89
Deodorants, feminine hygiene, miscellaneous personal care	\$39.80	\$41.59	\$42.83
Electricity	\$1,519.95	\$1,564.91	\$1,549.63
Fees for Recreational Lessons	\$270.48	\$317.52	\$342.44
Finance Charges Excluding Mortgage And Vehicle	\$342.32	\$358.63	\$371.66
Floor Coverings, Nonpermanent	\$38.91	\$41.54	\$40.65
Food or Board at School	\$35.02	\$38.54	\$38.31
Food on out-of-town trips	\$653.08	\$710.63	\$710.23
Funeral Expenses	\$122.25	\$106.50	\$92.72
Furniture	\$1,204.89	\$1,367.22	\$1,463.43
Gasoline And Motor Oil	\$2,845.70	\$3,095.32	\$3,281.51
Girls' Active Sportswear	\$27.51	\$31.43	\$34.05
Hair Care Products	\$96.63	\$104.59	\$106.78
Hospital Room and Services	\$346.33	\$385.05	\$400.20
Health Care Insurance	\$1,733.28	\$1,999.00	\$2,133.24
Health Maintenance Organization (not BCBS)	\$1,514.15	\$1,723.25	\$1,820.16
Housekeeping Services	\$295.24	\$303.37	\$288.79
Household Textiles	\$151.60	\$159.46	\$155.82
Intracity Bus Fares	\$13.49	\$13.80	\$13.70
Intracity Mass Transit Fares	\$51.71	\$52.29	\$56.23
Jewelry	\$80.16	\$80.51	\$79.40
Legal fees	\$333.46	\$317.56	\$281.53
Life and Other Personal Insurance	\$432.85	\$461.19	\$451.81
Maintenance and Repair Services	\$2,239.36	\$2,404.49	\$2,424.43
Medical equipment for general use	\$12.60	\$13.55	\$13.50
Men's Suits	\$32.80	\$36.21	\$37.36
Miscellaneous fees	\$5.60	\$5.11	\$4.37
Mortgage interest and charges owned dwellings	\$5,743.02	\$6,670.05	\$7,217.90
Mortgage interest and charges owned vacation homes	\$235.60	\$268.54	\$282.37
Natural Gas	\$468.59	\$500.10	\$508.18
New Cars	\$1,127.83	\$1,222.75	\$1,253.92
New Trucks	\$2,130.62	\$2,467.94	\$2,608.93
New Motorcycle	\$64.18	\$74.69	\$77.37
Oral Hygiene Products, Articles	\$36.21	\$38.16	\$38.55
Other Household Products	\$886.98	\$968.59	\$989.47
Other Home Services	\$37.51	\$39.88	\$38.33
Other Tobacco Products	\$355.75	\$378.27	\$378.41

	20 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	10 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)	5 Minutes: Firestone and Colorado Blvds, Firestone, CO (Custom)
Personal Care Services	\$891.08	\$952.70	\$952.93
Pet Purchase, Supplies, Medicine	\$261.25	\$287.27	\$297.43
Photo Processing	\$5.91	\$6.49	\$6.95
Portable Heating and Cooling Equipment	\$19.39	\$22.24	\$23.71
Property taxes owned dwellings	\$2,072.96	\$2,133.27	\$2,043.76
Property taxes owned vacation homes	\$149.73	\$140.55	\$125.26
Rent	\$5,517.58	\$5,638.37	\$5,885.19
Satellite Dishes	\$1.22	\$1.24	\$1.15
Shaving Needs	\$15.24	\$16.14	\$16.77
Small Electric Kitchen Appliances	\$76.61	\$84.22	\$88.16
Televisions	\$114.65	\$121.77	\$121.32
Tobacco Products and Smoking supplies	\$355.75	\$378.27	\$378.41
Tolls or Electronic Toll Passes	\$63.35	\$75.96	\$84.64
Toys, Games, Arts and Crafts, and Tricycles	\$224.03	\$251.50	\$269.89
Used Cars	\$1,195.26	\$1,320.08	\$1,371.59
Used Trucks	\$2,397.36	\$2,722.55	\$2,975.14
VCR's and Video Disc Players	\$5.19	\$5.43	\$5.31
Vehicle Insurance	\$1,135.25	\$1,229.58	\$1,265.56
Vehicle Inspection	\$16.11	\$17.58	\$18.24
Video Game Hardware And Software	\$141.41	\$151.41	\$152.36
Watches	\$20.02	\$20.89	\$21.78
Women's Suits	\$3.92	\$4.15	\$4.11

Not all Consumer Expenditure Categories are listed and will therefore NOT add up to Total Household Expenditure