

Complete Demographic Comparison Report



Date: August 5, 2020

5 Miles: Hwy 66 and Colorado Blvd (Custom) 3 Miles: Hwy 66 and Colorado Blvd (Custom) 1 Miles: Hwy 66 and Colorado Blvd (Custom)

2019 Demographics:

Q4 2019 Employees	6,440	2,474	352
Q4 2019 Establishments*	760	229	27
Total Population	23,353	3,896	317
Total Households	7,990	1,292	136
Female Population	11,629	1,943	162
% Female	49.8%	49.9%	51.2%
Male Population	11,723	1,953	155
% Male	50.2%	50.1%	48.8%
Population Density (per Sq. Mi.)	296.88	137.57	100.82

Employed Civilian Population 16+

Total	12,294	2,123	194
White Collar	62.9%	62.8%	66.9%
Blue Collar	37.1%	37.2%	33.1%

Seasonal Population by Quarter:

Q4 2016	250	131	3
Q1 2017	237	123	3
Q2 2017	268	142	4
Q3 2017	275	147	4
Q4 2017	279	151	4
Q1 2018	288	152	4
Q2 2018	294	157	5
Q3 2018	310	165	5
Q4 2018	323	172	4

Age:

Age 0 - 4	7.7%	6.0%	2.3%
Age 5 - 14	16.6%	16.3%	11.2%
Age 15 - 19	6.5%	6.8%	6.5%
Age 20 - 24	3.8%	4.2%	3.6%
Age 25 - 34	13.2%	13.7%	7.1%
Age 35 - 44	15.7%	15.9%	8.6%
Age 45 - 54	14.2%	14.6%	20.8%
Age 55 - 64	12.2%	11.6%	18.7%
Age 65 - 74	7.6%	8.1%	15.9%
Age 75 - 84	2.1%	2.3%	4.2%

5 Miles: Hwy 66 and Colorado Blvd (Custom) 3 Miles: Hwy 66 and Colorado Blvd (Custom) 1 Miles: Hwy 66 and Colorado Blvd (Custom)

Age 85 +	0.5%	0.6%	1.0%
Median Age	36.4	36.9	50.2

Housing Units

Total Housing Units	8,132	1,366	146
Occupied Housing Units	98.3%	94.6%	93.0%
Vacant Housing Units	1.8%	5.4%	7.0%

Housing Units by Tenure

Total Households in Tenure	7,990	1,292	136
Owner Occupied Housing Units	6,882	1,061	115
Owner Occupied free and clear	19.3%	22.9%	38.5%
Owner Occupied with a mortgage or loan	80.7%	77.1%	61.5%
Renter Occupied Housing Units	1,107	231	21

Race and Ethnicity

American Indian, Eskimo, Aleut	0.6%	0.6%	0.2%
Asian	2.2%	3.1%	2.5%
Black	0.9%	1.3%	0.7%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	87.5%	86.4%	91.2%
Other	5.9%	5.7%	3.4%
Multi-Race	2.9%	2.9%	2.0%
Hispanic Ethnicity	15.3%	16.4%	9.5%
Not of Hispanic Ethnicity	84.7%	83.6%	90.5%

Race of Hispanics

Hispanics	3,572	639	30
American Indian	2.2%	1.7%	0.3%
Asian	0.5%	0.3%	0.0%
Black	0.6%	0.6%	0.1%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	52.0%	53.9%	60.8%
Other	37.7%	34.7%	35.4%
Multi-Race	7.1%	8.8%	3.3%

Race of Non Hispanics

Non Hispanics	19,781	3,257	287
American Indian	0.4%	0.3%	0.2%
Asian	2.5%	3.6%	2.8%
Black	0.9%	1.4%	0.8%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%

5 Miles: Hwy 66 and Colorado Blvd (Custom)	3 Miles: Hwy 66 and Colorado Blvd (Custom)	1 Miles: Hwy 66 and Colorado Blvd (Custom)
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White	93.9%	92.8%	94.4%
Other	0.1%	0.0%	0.1%
Multi-Race	2.1%	1.7%	1.8%

Marital Status:

Age 15 + Population	17,678	3,027	274
Divorced	12.3%	13.8%	15.5%
Never Married	21.5%	23.0%	19.9%
Now Married	63.1%	59.9%	60.0%
Now Married - Separated	1.0%	1.0%	0.2%
Widowed	3.0%	3.3%	4.6%

Educational Attainment:

Total Population Age 25+	15,283	2,601	242
Grade K - 8	1.7%	1.5%	0.7%
Grade 9 - 12	4.3%	3.9%	3.9%
High School Graduate	22.5%	23.9%	25.1%
Associates Degree	10.1%	11.1%	11.6%
Bachelor's Degree	23.5%	21.5%	19.9%
Graduate Degree	10.8%	9.2%	9.5%
Some College, No Degree	26.9%	28.6%	29.1%
No Schooling Completed	0.3%	0.3%	0.1%

Household Income:

Income \$ 0 - \$9,999	3.4%	4.3%	7.6%
Income \$ 10,000 - \$14,999	1.6%	1.7%	1.8%
Income \$ 15,000 - \$24,999	4.3%	4.2%	4.3%
Income \$ 25,000 - \$34,999	3.6%	3.4%	4.6%
Income \$ 35,000 - \$49,999	9.8%	9.9%	7.4%
Income \$ 50,000 - \$74,999	19.9%	21.2%	19.4%
Income \$ 75,000 - \$99,999	18.5%	17.4%	13.6%
Income \$100,000 - \$124,999	14.2%	12.7%	10.6%
Income \$125,000 - \$149,999	6.7%	6.5%	7.9%
Income \$150,000 +	18.1%	18.7%	22.9%
Average Household Income	\$104,798	\$102,678	\$108,917
Median Household Income	\$84,665	\$82,016	\$83,442
Per Capita Income	\$35,860	\$34,052	\$46,609

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

Total Families (Family Households)	6,212	970	100
Husband-Wife Family, Own Children, Below Poverty	117	14	1

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Husband-Wife Family, No Own Children, Below Poverty	26	4	1
Male Householder, Own Children, Below Poverty	15	3	1
Male Householder, No Own Children, Below Poverty	0	0	0
Female Householder, Own Children, Below Poverty	171	24	2
Female Householder, No Own Children, Below Poverty	9	2	0
Husband-Wife Family, Own Children, At/Above Poverty	2,530	397	29
Husband-Wife Family, No Own Children, At/Above Poverty	2,597	395	55
Male Householder, Own Children, At/Above Poverty	179	30	2
Male Householder, No Own Children, At/Above Poverty	145	27	5
Female Householder, Own Children, At/Above Poverty	202	36	2
Female Householder, No Own Children, At/Above Poverty	220	37	4

Poverty: Popn, Ratio of Income to Poverty Level

Total Population for whom poverty status is determined	23,353	3,896	317
Less Than .50	610	94	5
.50 - .99	574	112	18
1.00 - 1.24	476	66	2
1.25 - 1.49	398	72	9
1.50 - 1.84	934	160	18
1.85 - 1.99	552	144	12
2.00+	19,808	3,247	253

Poverty: Popn by Race

By Race

White, Below Poverty Level	973	170	18
White, Above Poverty Level	19,459	3,198	271
Black, Below Poverty Level	21	3	0
Black, Above Poverty Level	179	46	2
AI/Alaskan Native, Below Poverty Level	15	1	0
AI/Alaskan Native, Above Poverty Level	131	21	1
Asian, Below Poverty Level	6	1	0
Asian, Above Poverty Level	516	119	8
NH/PI, Below Poverty Level	1	0	0
NH/PI, Above Poverty Level	13	1	0

	5 Miles: Hwy 66 and Colorado Blvd (Custom)	3 Miles: Hwy 66 and Colorado Blvd (Custom)	1 Miles: Hwy 66 and Colorado Blvd (Custom)
Some Other Race, Below Poverty Level	101	19	2
Some Other Race, Above Poverty Level	1,265	205	9
2+ Races, Below Poverty Level	68	13	2
2+ Races, Above Poverty Level	606	100	4
Poverty: Popn by Ethnicity			
Hispanic/Latino			
Hispanic/Latino, Below Poverty Level	360	63	9
Hispanic/Latino, Above Poverty Level	3,211	576	21
Non-Hispanic/Latino, Below Poverty Level	824	143	14
Non-Hispanic/Latino, Above Poverty Level	18,957	3,113	274
Non-Hispanic/Latino by Race			
White, Below Poverty Level	744	132	12
White, Above Poverty Level	17,831	2,891	259
Other than White, Below Poverty Level	441	75	11
Other than White, Above Poverty Level	4,337	798	36
Vehicles Available			
0 Vehicles Available	1.2%	1.4%	1.6%
1 Vehicle Available	15.1%	16.0%	18.0%
2+ Vehicles Available	83.7%	82.7%	80.4%
Average Vehicles Per Household	2.48	2.44	2.46
Total Vehicles Available	19,774	3,153	334
2024 Demographics:			
Total Population	27,580	4,664	364
Total Households	9,469	1,552	157
Female Population	13,711	2,332	185
% Female	49.7%	50.0%	50.9%
Male Population	13,869	2,332	179
% Male	50.3%	50.0%	49.1%
Population Density (per Sq. Mi.)	350.62	164.69	115.84
Employed Civilian Population 16+			
Total	14,003	2,457	215
% White Collar	62.7%	62.4%	66.1%
% Blue Collar	37.3%	37.6%	33.9%

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Age:			
Age 0 - 4	7.4%	5.6%	2.0%
Age 5 - 14	15.6%	15.1%	9.2%
Age 15 - 19	6.9%	7.0%	7.4%
Age 20 - 24	4.4%	4.9%	4.4%
Age 25 - 34	11.9%	12.6%	7.3%
Age 35 - 44	16.1%	16.3%	8.5%
Age 45 - 54	13.5%	13.8%	17.3%
Age 55 - 64	11.6%	11.2%	18.4%
Age 65 - 74	8.9%	9.2%	16.9%
Age 75 - 84	3.2%	3.6%	7.3%
Age 85 +	0.6%	0.7%	1.3%
Median Age	37.4	37.9	51.9

Housing Units

Total Housing Units	9,661	1,651	169
Occupied Housing Units	98.0%	94.0%	92.7%
Vacant Housing Units	2.0%	6.0%	7.3%

Housing Units by Tenure

Total Households in Tenure	9,469	1,552	157
Owner Occupied Housing Units	8,124	1,264	133
Owner Occupied free and clear	19.7%	23.8%	39.5%
Owner Occupied with a mortgage or loan	80.3%	76.2%	60.5%
Renter Occupied Housing Units	1,345	287	24

Race and Ethnicity

American Indian, Eskimo, Aleut	0.6%	0.6%	0.2%
Asian	2.5%	3.4%	2.7%
Black	0.9%	1.4%	0.8%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	86.4%	84.9%	90.4%
Other	6.3%	6.5%	3.7%
Multi-Race	3.3%	3.3%	2.2%
Hispanic Ethnicity	16.4%	18.0%	10.3%
Not of Hispanic Ethnicity	83.6%	82.0%	89.7%

Race of Hispanics

Hispanics	4,537	840	37
American Indian	2.0%	1.7%	0.3%
Asian	0.5%	0.3%	0.0%
Black	0.5%	0.6%	0.1%

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Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	51.9%	53.1%	61.1%
Other	37.6%	35.7%	35.3%
Multi-Race	7.4%	8.6%	3.1%

Race of Non Hispanics

Non Hispanics	23,043	3,824	327
American Indian	0.3%	0.3%	0.2%
Asian	2.8%	4.0%	3.1%
Black	1.0%	1.5%	0.8%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	93.2%	91.9%	93.8%
Other	0.1%	0.0%	0.1%
Multi-Race	2.5%	2.1%	2.1%

Marital Status:

Age 15 + Population	21,263	3,697	324
Divorced	12.5%	14.1%	16.0%
Never Married	22.1%	23.8%	20.6%
Now Married	62.3%	58.7%	58.5%
Now Married - Separated	1.0%	1.0%	0.2%
Widowed	3.1%	3.5%	4.9%

Educational Attainment:

Total Population Age 25+	18,133	3,142	281
Grade K - 9	1.7%	1.5%	0.6%
Grade 9 - 12	4.1%	3.8%	3.6%
High School Graduate	22.4%	24.1%	25.2%
Associates Degree	10.0%	11.1%	11.7%
Bachelor's Degree	23.7%	21.4%	20.1%
Graduate Degree	11.0%	9.2%	9.9%
Some College, No Degree	26.9%	28.7%	28.9%
No Schooling Completed	0.3%	0.3%	0.1%

Household Income:

Income \$ 0 - \$9,999	2.5%	3.2%	5.5%
Income \$ 10,000 - \$14,999	1.6%	1.8%	2.0%
Income \$ 15,000 - \$24,999	3.4%	3.5%	3.6%
Income \$ 25,000 - \$34,999	3.0%	3.1%	4.0%
Income \$ 35,000 - \$49,999	8.2%	8.5%	6.4%
Income \$ 50,000 - \$74,999	16.0%	17.1%	15.8%
Income \$ 75,000 - \$99,999	19.2%	18.0%	14.3%
Income \$100,000 - \$124,999	16.2%	14.6%	12.2%
Income \$125,000 - \$149,999	8.5%	8.2%	9.1%

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Income \$150,000 +	21.3%	22.0%	27.2%
Average Household Income	\$116,681	\$114,631	\$124,350
Median Household Income	\$94,778	\$92,505	\$97,291
Per Capita Income	\$40,063	\$38,141	\$53,608

Vehicles Available

0 Vehicles Available	1.2%	1.4%	1.4%
1 Vehicle Available	15.1%	16.2%	18.3%
2+ Vehicles Available	83.7%	82.4%	80.3%
Average Vehicles Per Household	2.47	2.44	2.45
Total Vehicles Available	23,421	3,779	385

2010 Demographics:

Total Population	17,458	2,807	250
Total Households	5,849	914	102
Female Population	8,686	1,393	126
% Female	49.8%	49.6%	50.2%
Male Population	8,773	1,414	125
% Male	50.3%	50.4%	49.8%
Population Density (per Sq. Mi.)	221.94	99.12	79.48

Employed Civilian Population 16+

Total	8,459	1,384	145
% White Collar	63.2%	63.7%	67.6%
% Blue Collar	36.8%	36.3%	32.4%

Age:

Age 0 - 4	8.7%	8.3%	3.5%
Age 5 - 14	17.7%	17.3%	13.5%
Age 15 - 19	6.2%	7.0%	6.4%
Age 20 - 24	3.7%	3.9%	4.4%
Age 25 - 34	14.0%	13.8%	7.3%
Age 35 - 44	16.3%	16.0%	10.1%
Age 45 - 54	15.0%	15.0%	22.5%
Age 55 - 64	11.1%	10.8%	16.6%
Age 65 - 74	5.1%	5.5%	11.7%
Age 75 - 84	1.6%	2.0%	3.1%
Age 85 +	0.5%	0.5%	0.9%
Median Age	34.8	34.8	47.1

Housing Units

5 Miles: Hwy 66 and Colorado Blvd (Custom) 3 Miles: Hwy 66 and Colorado Blvd (Custom) 1 Miles: Hwy 66 and Colorado Blvd (Custom)

Total Housing Units	6,214	1,009	117
Occupied Housing Units	94.1%	90.6%	87.8%
Vacant Housing Units	5.9%	9.4%	12.2%

Housing Units by Tenure

Total Households in Tenure	5,849	914	102
Owner Occupied Housing Units	5,140	768	87
Owner Occupied free and clear	14.4%	16.8%	28.0%
Owner Occupied with a mortgage or loan	85.6%	83.2%	72.0%
Renter Occupied Housing Units	709	147	15

Race and Ethnicity

American Indian, Eskimo, Aleut	0.7%	0.6%	0.3%
Asian	1.6%	2.2%	2.2%
Black	0.6%	0.8%	0.4%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	88.8%	88.2%	90.9%
Other	5.6%	5.2%	4.1%
Multi-Race	2.6%	2.9%	2.1%
Hispanic Ethnicity	14.4%	15.0%	10.1%
Not of Hispanic Ethnicity	85.6%	85.0%	89.9%

Race of Hispanics

Hispanics	2,510	421	25
American Indian	2.3%	1.8%	0.3%
Asian	0.4%	0.2%	0.0%
Black	0.6%	0.5%	0.1%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	50.8%	52.7%	56.2%
Other	38.3%	34.5%	40.2%
Multi-Race	7.5%	10.3%	3.2%

Race of Non Hispanics

Non Hispanics	14,949	2,386	225
American Indian	0.4%	0.4%	0.3%
Asian	1.8%	2.6%	2.5%
Black	0.6%	0.9%	0.5%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	95.2%	94.5%	94.7%
Other	0.1%	0.0%	0.1%

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Multi-Race	1.8%	1.6%	2.0%
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Marital Status:

Age 15 + Population	12,856	2,087	208
Divorced	13.4%	14.2%	14.4%
Never Married	21.1%	20.6%	18.1%
Now Married	62.6%	62.0%	62.3%
Now Married - Separated	1.9%	1.6%	0.3%
Widowed	2.9%	3.2%	5.2%

Educational Attainment:

Total Population Age 25+	11,122	1,782	181
Grade K - 8	2.3%	2.0%	1.0%
Grade 9 - 12	5.8%	5.6%	6.2%
High School Graduate	24.5%	24.6%	24.6%
Associates Degree	10.5%	10.5%	10.9%
Bachelor's Degree	21.1%	21.6%	19.5%
Graduate Degree	8.5%	8.5%	8.2%
Some College, No Degree	27.3%	27.1%	29.6%
No Schooling Completed	0.1%	0.2%	0.0%

Household Income:

Income \$ 0 - \$9,999	2.9%	2.5%	1.7%
Income \$ 10,000 - \$14,999	1.7%	1.9%	2.7%
Income \$ 15,000 - \$24,999	5.3%	5.8%	6.1%
Income \$ 25,000 - \$34,999	4.4%	4.3%	5.0%
Income \$ 35,000 - \$49,999	11.4%	11.2%	11.5%
Income \$ 50,000 - \$74,999	22.8%	22.4%	22.0%
Income \$ 75,000 - \$99,999	19.8%	19.5%	15.4%
Income \$100,000 - \$124,999	13.8%	13.8%	12.6%
Income \$125,000 - \$149,999	5.8%	6.3%	7.6%
Income \$150,000 +	12.0%	12.4%	15.4%

Average Household Income	\$92,878	\$93,600	\$100,220
Median Household Income	\$76,643	\$77,265	\$76,544
Per Capita Income	\$31,126	\$30,493	\$41,100

Vehicles Available

0 Vehicles Available	1.3%	1.3%	1.7%
1 Vehicle Available	15.8%	15.9%	15.9%
2+ Vehicles Available	82.9%	82.9%	82.4%
Average Vehicles Per Household	2.47	2.46	2.56
Total Vehicles Available	14,433	2,253	263

2000 Census Demographics:

Total Population	6,424	1,549	405
Total Households	2,170	510	131
Female Population	3,177	767	201
% Female	49.5%	49.5%	49.6%
Male Population	3,247	782	204
% Male	50.6%	50.5%	50.4%

Employed Civilian Population 16+

Total	3,457	836	220
% White Collar	59.0%	61.2%	63.5%
% Blue Collar	41.0%	38.9%	36.5%

Age:

Age 0 - 4	7.4%	7.5%	7.4%
Age 5 - 14	17.6%	18.6%	19.9%
Age 15 - 19	6.6%	6.3%	6.3%
Age 20 - 24	4.4%	4.0%	3.6%
Age 25 - 34	14.0%	14.5%	14.2%
Age 35 - 44	19.4%	20.1%	20.9%
Age 45 - 54	14.6%	14.5%	14.0%
Age 55 - 64	9.7%	9.0%	8.4%
Age 65 - 74	4.1%	3.3%	3.0%
Age 75 - 84	1.7%	1.6%	1.7%
Age 85 +	0.5%	0.6%	0.6%
Median Age	35.0	34.5	34.4

Housing Units

Total Housing Units	2,302	537	137
Owner Occupied Housing Units	82.2%	83.8%	85.2%
Renter Occupied Housing Units	12.1%	11.1%	10.2%
Vacant Housing Units	5.7%	5.1%	4.6%

Race and Ethnicity

American Indian, Eskimo, Aleut	0.8%	0.7%	0.8%
Asian	0.4%	0.4%	0.3%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.0%	0.0%	0.0%
White	91.4%	92.4%	93.7%
Other	6.1%	5.5%	4.4%
Two or More Races	1.3%	1.0%	0.7%

5 Miles: Hwy 66 and Colorado Blvd (Custom) 3 Miles: Hwy 66 and Colorado Blvd (Custom) 1 Miles: Hwy 66 and Colorado Blvd (Custom)

Hispanic Ethnicity	13.5%	12.7%	11.9%
Not of Hispanic Ethnicity	86.5%	87.3%	88.2%

Marital Status:

Age 15 + Population	4,816	1,144	294
Divorced	9.6%	9.3%	8.6%
Never Married	17.5%	16.7%	16.3%
Now Married	67.6%	68.5%	70.6%
Separated	1.9%	2.0%	2.1%
Widowed	2.7%	2.6%	2.6%

Educational Attainment:

Total Population Age 25+	4,072	969	253
Grade K - 8	3.4%	2.9%	2.2%
Grade 9 - 11, No diploma	8.9%	8.7%	8.6%
High School Graduate	28.5%	28.5%	28.2%
Associates Degree	8.8%	9.6%	9.7%
Bachelor's Degree	16.1%	16.9%	17.1%
Graduate Degree	6.6%	6.7%	7.1%
Some College, No Degree	26.4%	25.5%	26.0%
No Schooling Completed	1.3%	1.4%	1.1%
Public School Enrollment	87.8%	87.5%	87.4%
Private School Enrollment	12.2%	12.5%	12.6%

Household Income:

Income \$ 0 - \$9,999	2.9%	3.2%	3.4%
Income \$ 10,000 - \$14,999	2.1%	1.3%	0.3%
Income \$ 15,000 - \$24,999	6.8%	7.0%	6.9%
Income \$ 25,000 - \$34,999	7.4%	6.5%	6.2%
Income \$ 35,000 - \$49,999	15.1%	12.8%	10.7%
Income \$ 50,000 - \$74,999	24.7%	24.1%	24.5%
Income \$ 75,000 - \$99,999	17.6%	19.7%	20.7%
Income \$100,000 - \$124,999	8.2%	8.3%	9.0%
Income \$125,000 - \$149,999	4.2%	4.9%	5.5%
Income \$150,000 - \$199,999	6.6%	7.9%	9.0%
Income \$200,000 or More	3.7%	3.9%	4.2%
Average Household Income	\$80,542	\$85,706	\$89,944
Median Household Income	\$64,875	\$69,111	\$72,855
Per Capita Income	\$27,209	\$28,194	\$29,152

Vehicles Available

5 Miles: Hwy 66 and Colorado Blvd (Custom) 3 Miles: Hwy 66 and Colorado Blvd (Custom) 1 Miles: Hwy 66 and Colorado Blvd (Custom)

0 Vehicles Available	1.8%	1.8%	1.7%
1 Vehicle Available	16.3%	17.4%	18.0%
2 Vehicles Available	41.6%	43.0%	43.5%
3+ Vehicles Available	40.3%	37.8%	36.9%
Average Vehicles Per Household	2.30	2.20	2.20
Total Vehicles Available	5,182	1,195	306

Population Trend

2000	6,424	1,549	405
2010	17,458	2,807	250
Change 2000 to 2010	171.7%	81.2%	-38.2%
2019	23,353	3,896	317
2024	27,580	4,664	364
Change 2019 to 2024	18.1%	19.7%	14.9%

Household Trend

2000	2,170	510	131
2010	5,849	914	102
Change 2000 to 2010	268.1%	153.5%	3.5%
2019	7,990	1,292	136
2024	9,469	1,552	157
Change 2019 to 2024	18.5%	20.1%	15.8%

Average Household Size Trend

2000	3.0	3.0	3.1
2010	3.0	2.9	2.6
Change 2000 to 2010	0.3%	-2.7%	-15.8%
2019	2.9	2.8	2.5
2024	2.9	2.8	2.5
Change 2019 to 2024	-0.4%	-1.0%	-0.8%

Median Age Trend

2000	35.0	34.5	34.4
2010	34.8	34.8	47.1
2019	36.4	36.9	50.2
2024	37.4	37.9	51.9

Housing Units Trend

Total Housing Units

Change 2000 to 2010	170.0%	87.9%	-15.1%
Change 2019 to 2024	18.8%	20.9%	16.1%

Owner Occupied Housing Units

	5 Miles: Hwy 66 and Colorado Blvd (Custom)	3 Miles: Hwy 66 and Colorado Blvd (Custom)	1 Miles: Hwy 66 and Colorado Blvd (Custom)
Change 2000 to 2010	171.8%	70.6%	-25.5%
Change 2019 to 2024	18.0%	19.2%	15.7%
Renter Occupied Housing Units			
Change 2000 to 2010	153.8%	146.3%	9.1%
Change 2019 to 2024	21.5%	24.5%	16.3%
Vacant Housing Units			
Change 2000 to 2010	177.5%	244.5%	125.0%
Change 2019 to 2024	35.0%	33.9%	20.0%

Race and Ethnicity Trend

American Indian, Eskimo, Aleut

Change 2000 to 2010	156.3%	60.7%	-79.8%
Change 2019 to 2024	15.9%	22.5%	4.9%

Asian and Native Hawaiian/Other Pacific Islander

Change 2000 to 2010	910.8%	882.3%	295.4%
Change 2019 to 2024	29.3%	31.1%	24.9%

Black

Change 2000 to 2010	6,863.2%	10,766.4%	6,483.5%
Change 2019 to 2024	23.3%	29.5%	25.4%

White

Change 2000 to 2010	163.8%	73.1%	-40.1%
Change 2019 to 2024	16.6%	17.6%	14.0%

Other

Change 2000 to 2010	150.4%	72.3%	-42.7%
Change 2019 to 2024	26.7%	35.0%	24.3%

Two or More Races

Change 2000 to 2010	468.2%	413.1%	87.9%
Change 2019 to 2024	35.3%	35.6%	26.8%

Hispanic Ethnicity

Change 2000 to 2010	189.9%	113.5%	-47.5%
Change 2019 to 2024	27.0%	31.4%	24.5%

Not of Hispanic Ethnicity

Change 2000 to 2010	168.9%	76.5%	-36.9%
Change 2019 to 2024	16.5%	17.4%	13.9%

*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).

Daytime Population Comparison Report



Date: August 5, 2020

	5 Miles: Hwy 66 and Colorado Blvd (Custom)	3 Miles: Hwy 66 and Colorado Blvd (Custom)	1 Miles: Hwy 66 and Colorado Blvd (Custom)
2019 Population & Household Overview			
Population	23,353	3,896	317
Household Population	23,344	3,895	317
Family Population	90.0%	88.7%	86.4%
Non-family Population	10.0%	11.3%	13.6%
Group Quarters Population	9	1	0
Households	7,990	1,292	136
Family Households	82.5%	81.6%	82.5%
Non-family Households	17.5%	18.4%	17.5%
2019 Daytime Population			
Total Daytime Population	17,582	3,974	874
Population aged 16 and under (Children)	5,354	699	17
Daytime Population Age 16+	12,228	3,275	858
Civilian 16+, at Workplace	8,236	2,625	788
Civilian 16+, Unemployed	302	45	2
Civilian 16+, Work at home	1,054	183	23
Homemakers Age 16+	2,153	368	36
Retired population Age 65+	1,683	298	45
Student popn: Pre-kindergarten to 8th	3,833	531	1
Student popn: 9th grade-12th grade	713	61	18
Student popn: Post-secondary students	815	127	1

Consumer Expenditure Comparison Report



Date: August 5, 2020

	5 Miles: Hwy 66 and Colorado Blvd (Custom)	3 Miles: Hwy 66 and Colorado Blvd (Custom)	1 Miles: Hwy 66 and Colorado Blvd (Custom)
2019 Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	7,990	1,292	136
Median Household Income	\$84,665	\$82,016	\$83,442
Total Average Household Expenditure	\$91,965	\$89,506	\$87,513
Airline Fares	\$860.95	\$841.26	\$657.97
Alcoholic beverages purchased on trips	\$101.74	\$99.67	\$95.16
Alimony Expenditures	\$22.12	\$21.28	\$21.49
Alteration, Repair and Tailoring of Apparel and Accessories	\$5.63	\$5.55	\$7.10
Apparel and Services for Children Under 2	\$99.20	\$96.64	\$83.20
Apparel Laundry and Dry Cleaning not coin-operated	\$70.11	\$67.87	\$77.21
Books thru book clubs	\$1.61	\$1.53	\$1.23
Books not thru book clubs	\$70.71	\$69.25	\$65.75
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,326.69	\$2,326.88	\$2,855.20
CDs, Records, Audio Tapes	\$8.53	\$8.19	\$8.71
Cellular Phone Service	\$1,552.49	\$1,506.57	\$1,426.79
Child Support Expenditures	\$76.88	\$74.66	\$57.04
College Tuition	\$946.44	\$891.51	\$963.71
Computers and Computer Hardware for nonbusiness use	\$185.85	\$181.74	\$177.21
Computer information services	\$612.79	\$606.39	\$605.23
Coolant, brake fluid, transmission fluid, and other additives	\$7.00	\$6.83	\$4.79
Cosmetics, perfume, bath preparations	\$225.11	\$216.93	\$228.59
Deodorants, feminine hygiene, miscellaneous personal care	\$37.90	\$37.52	\$35.80
Electricity	\$1,467.29	\$1,448.93	\$1,501.72
Fees for Recreational Lessons	\$303.29	\$284.76	\$237.97
Finance Charges Excluding Mortgage And Vehicle	\$359.18	\$358.41	\$367.01
Floor Coverings, Nonpermanent	\$38.71	\$35.98	\$37.31
Food or Board at School	\$37.88	\$35.08	\$37.49
Food on out-of-town trips	\$677.26	\$650.79	\$683.13
Funeral Expenses	\$100.50	\$103.12	\$142.06
Furniture	\$1,226.52	\$1,155.24	\$894.30
Gasoline And Motor Oil	\$2,940.37	\$2,894.90	\$2,416.47
Girls' Active Sportswear	\$27.99	\$27.24	\$21.29

	5 Miles: Hwy 66 and Colorado Blvd (Custom)	3 Miles: Hwy 66 and Colorado Blvd (Custom)	1 Miles: Hwy 66 and Colorado Blvd (Custom)
Hair Care Products	\$96.07	\$93.36	\$99.08
Hospital Room and Services	\$286.20	\$270.07	\$246.11
Health Care Insurance	\$1,447.81	\$1,360.59	\$1,207.84
Health Maintenance Organization (not BCBS)	\$1,235.57	\$1,183.85	\$1,048.72
Housekeeping Services	\$276.48	\$271.66	\$319.68
Household Textiles	\$140.87	\$137.69	\$146.89
Intracity Bus Fares	\$12.20	\$11.94	\$11.93
Intracity Mass Transit Fares	\$50.64	\$50.62	\$34.87
Jewelry	\$74.71	\$73.34	\$73.19
Legal fees	\$298.73	\$302.38	\$439.51
Life and Other Personal Insurance	\$392.21	\$386.08	\$407.57
Maintenance and Repair Services	\$2,450.91	\$2,430.41	\$2,536.35
Medical equipment for general use	\$9.63	\$9.17	\$9.58
Men's Suits	\$33.52	\$31.96	\$30.68
Miscellaneous fees	\$4.94	\$4.86	\$7.52
Mortgage interest and charges owned dwellings	\$6,159.22	\$5,959.33	\$5,126.51
Mortgage interest and charges owned vacation homes	\$246.19	\$236.71	\$233.88
Natural Gas	\$463.99	\$454.98	\$452.92
New Cars	\$1,022.58	\$997.18	\$965.31
New Trucks	\$2,044.15	\$1,980.14	\$1,776.13
New Motorcycle	\$63.47	\$60.50	\$61.71
Oral Hygiene Products, Articles	\$35.32	\$34.36	\$34.74
Other Household Products	\$853.58	\$830.92	\$857.83
Other Home Services	\$37.48	\$36.08	\$42.69
Other Tobacco Products	\$314.75	\$309.92	\$337.98
Personal Care Services	\$907.28	\$871.01	\$910.38
Pet Purchase, Supplies, Medicine	\$276.32	\$264.22	\$252.32
Photo Processing	\$5.69	\$5.59	\$4.11
Portable Heating and Cooling Equipment	\$19.83	\$18.79	\$15.74
Property taxes owned dwellings	\$1,989.52	\$1,954.95	\$2,229.25
Property taxes owned vacation homes	\$125.13	\$123.06	\$162.28
Rent	\$5,185.86	\$5,149.21	\$4,469.21
Satellite Dishes	\$1.14	\$1.15	\$1.47
Shaving Needs	\$15.12	\$14.79	\$13.68
Small Electric Kitchen Appliances	\$76.90	\$73.65	\$63.56
Residential Telephone Including VOIP	\$188.71	\$188.49	\$230.27
Televisions	\$96.14	\$93.15	\$97.71
Tobacco Products and Smoking supplies	\$314.75	\$309.92	\$337.98
Tolls or Electronic Toll Passes	\$63.55	\$61.51	\$44.72
Toys, Games, Arts and Crafts, and Tricycles	\$215.22	\$217.19	\$187.31
Used Cars	\$1,106.75	\$1,069.77	\$982.25
Used Trucks	\$2,228.90	\$2,198.24	\$1,667.01
VCR's and Video Disc Players	\$5.25	\$5.02	\$5.12

	5 Miles: Hwy 66 and Colorado Blvd (Custom)	3 Miles: Hwy 66 and Colorado Blvd (Custom)	1 Miles: Hwy 66 and Colorado Blvd (Custom)
Vehicle Insurance	\$1,087.67	\$1,067.54	\$1,005.93
Vehicle Inspection	\$15.03	\$14.74	\$13.56
Video Game Hardware And Software	\$141.06	\$133.45	\$124.01
Watches	\$20.51	\$19.96	\$19.48
Women's Suits	\$3.85	\$3.73	\$4.22

	5 Miles: Hwy 66 and Colorado Blvd (Custom)	3 Miles: Hwy 66 and Colorado Blvd (Custom)	1 Miles: Hwy 66 and Colorado Blvd (Custom)
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2024 Consumer Expenditures (Average Household Annual Expenditures):

Total Households	9,469	1,552	157
Median Household Income	\$94,778	\$92,505	\$97,291
Total Average Household Expenditure	\$105,278	\$102,231	\$100,499
Airline Fares	\$1,056.38	\$1,020.12	\$770.59
Alcoholic beverages purchased on trips	\$104.81	\$103.48	\$104.44
Alimony Expenditures	\$24.33	\$23.77	\$24.14
Alteration, Repair and Tailoring of Apparel and Accessories	\$6.26	\$6.19	\$8.10
Apparel and Services for Children Under 2	\$102.40	\$99.86	\$89.02
Apparel Laundry and Dry Cleaning not coin-operated	\$77.66	\$74.02	\$81.94
Books thru book clubs	\$1.61	\$1.50	\$1.15
Books not thru book clubs	\$73.81	\$72.89	\$72.55
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,660.88	\$2,677.76	\$3,320.69
CDs, Records, Audio Tapes	\$9.41	\$9.05	\$9.70
Cellular Phone Service	\$1,756.80	\$1,698.76	\$1,611.02
Child Support Expenditures	\$80.19	\$76.93	\$56.81
College Tuition	\$1,284.31	\$1,230.63	\$1,374.41
Computers and Computer Hardware for nonbusiness use	\$206.53	\$201.45	\$196.59
Computer information services	\$635.75	\$627.86	\$631.18
Coolant, brake fluid, transmission fluid, and other additives	\$7.55	\$7.28	\$4.98
Cosmetics, perfume, bath preparations	\$245.47	\$237.04	\$252.96
Deodorants, feminine hygiene, miscellaneous personal care	\$41.16	\$40.89	\$39.94
Electricity	\$1,585.84	\$1,569.80	\$1,660.55
Fees for Recreational Lessons	\$317.57	\$298.79	\$248.04

	5 Miles: Hwy 66 and Colorado Blvd (Custom)	3 Miles: Hwy 66 and Colorado Blvd (Custom)	1 Miles: Hwy 66 and Colorado Blvd (Custom)
Finance Charges Excluding Mortgage And Vehicle	\$366.31	\$364.56	\$346.64
Floor Coverings, Nonpermanent	\$43.13	\$39.98	\$42.26
Food or Board at School	\$40.32	\$37.29	\$40.55
Food on out-of-town trips	\$733.65	\$703.72	\$731.19
Funeral Expenses	\$114.04	\$120.22	\$166.46
Furniture	\$1,367.38	\$1,281.28	\$1,005.90
Gasoline And Motor Oil	\$3,070.28	\$3,008.23	\$2,511.01
Girls' Active Sportswear	\$30.36	\$29.76	\$21.07
Hair Care Products	\$105.45	\$104.80	\$115.31
Hospital Room and Services	\$389.99	\$368.62	\$341.89
Health Care Insurance	\$2,001.99	\$1,882.14	\$1,649.06
Health Maintenance Organization (not BCBS)	\$1,713.95	\$1,637.65	\$1,474.20
Housekeeping Services	\$313.69	\$306.48	\$364.62
Household Textiles	\$163.14	\$158.57	\$165.79
Intracity Bus Fares	\$13.94	\$13.50	\$13.12
Intracity Mass Transit Fares	\$51.26	\$51.62	\$33.33
Jewelry	\$82.82	\$83.17	\$91.36
Legal fees	\$347.69	\$353.41	\$502.55
Life and Other Personal Insurance	\$468.88	\$458.52	\$486.01
Maintenance and Repair Services	\$2,450.91	\$2,430.41	\$2,536.35
Medical equipment for general use	\$13.62	\$12.92	\$13.56
Men's Suits	\$36.73	\$35.70	\$35.29
Miscellaneous fees	\$5.65	\$5.74	\$8.96
Mortgage interest and charges owned dwellings	\$6,632.29	\$6,362.73	\$5,358.63
Mortgage interest and charges owned vacation homes	\$271.73	\$265.84	\$254.10
Natural Gas	\$505.72	\$496.50	\$499.64
New Cars	\$1,246.08	\$1,214.46	\$1,180.23
New Trucks	\$2,463.71	\$2,352.77	\$2,065.27
New Motorcycle	\$75.45	\$70.69	\$71.08
Oral Hygiene Products, Articles	\$38.27	\$37.64	\$39.09
Other Household Products	\$975.67	\$952.54	\$981.90
Other Home Services	\$41.24	\$39.50	\$46.18
Other Tobacco Products	\$382.14	\$372.08	\$396.91
Personal Care Services	\$972.89	\$940.32	\$1,011.37
Pet Purchase, Supplies, Medicine	\$290.08	\$275.33	\$262.47
Photo Processing	\$6.37	\$6.24	\$4.66
Portable Heating and Cooling Equipment	\$22.00	\$20.70	\$16.45
Property taxes owned dwellings	\$2,196.50	\$2,156.75	\$2,497.54
Property taxes owned vacation homes	\$147.08	\$146.76	\$193.74
Rent	\$5,574.40	\$5,573.39	\$4,881.96
Satellite Dishes	\$1.31	\$1.30	\$1.67
Shaving Needs	\$15.94	\$15.61	\$14.52
Small Electric Kitchen Appliances	\$84.44	\$80.93	\$70.16

	5 Miles: Hwy 66 and Colorado Blvd (Custom)	3 Miles: Hwy 66 and Colorado Blvd (Custom)	1 Miles: Hwy 66 and Colorado Blvd (Custom)
Televisions	\$124.72	\$120.26	\$125.89
Tobacco Products and Smoking supplies	\$382.14	\$372.08	\$396.91
Tolls or Electronic Toll Passes	\$75.01	\$71.75	\$51.38
Toys, Games, Arts and Crafts, and Tricycles	\$253.36	\$250.89	\$217.34
Used Cars	\$1,319.44	\$1,258.84	\$1,154.89
Used Trucks	\$2,674.11	\$2,631.27	\$2,009.67
VCR's and Video Disc Players	\$5.56	\$5.32	\$5.59
Vehicle Insurance	\$1,237.44	\$1,199.83	\$1,102.73
Vehicle Inspection	\$17.74	\$17.28	\$15.70
Video Game Hardware And Software	\$153.12	\$145.51	\$141.80
Watches	\$20.72	\$20.27	\$19.11
Women's Suits	\$4.26	\$4.21	\$4.95

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