

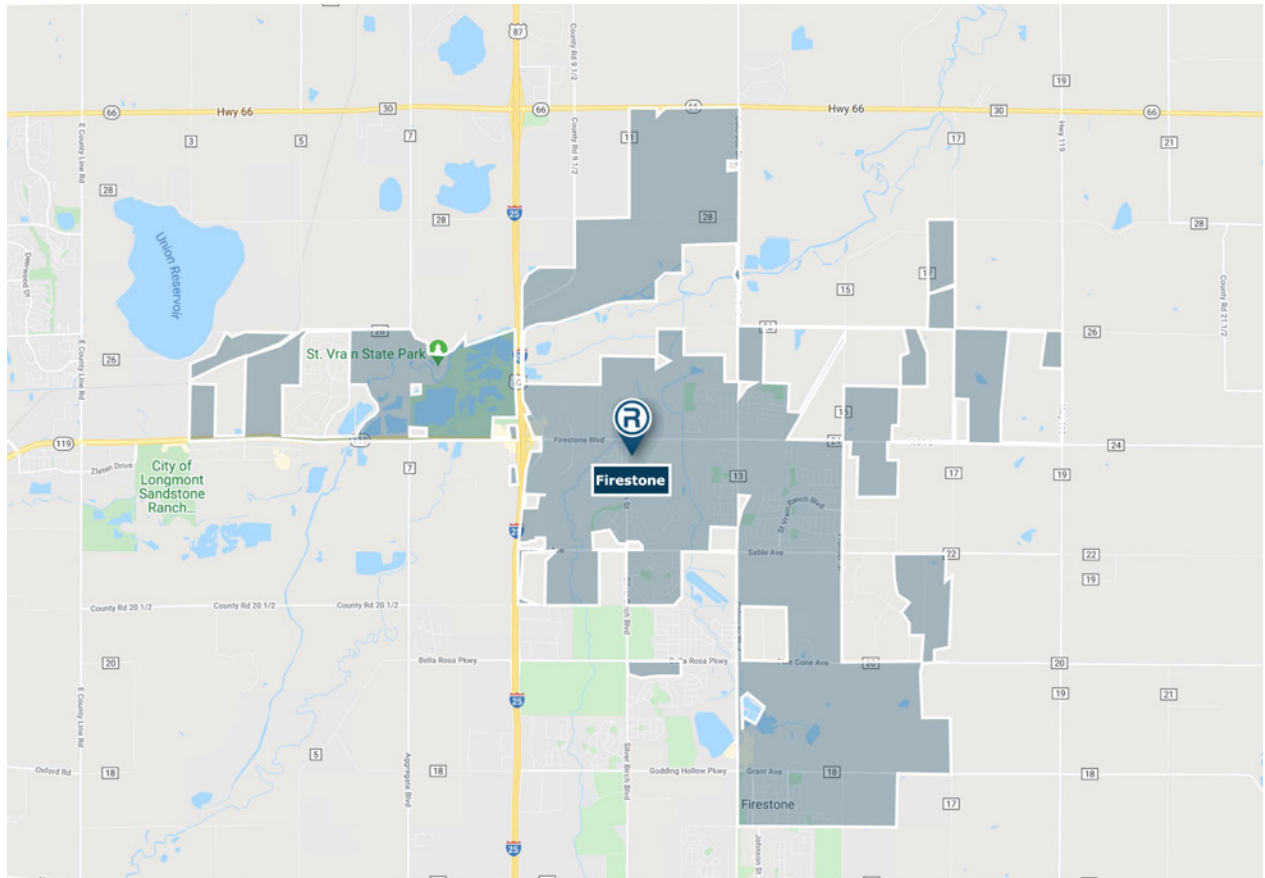


FIRESTONE, COLORADO

# Community Demographic Profile



# Contact Information



## Town of Firestone

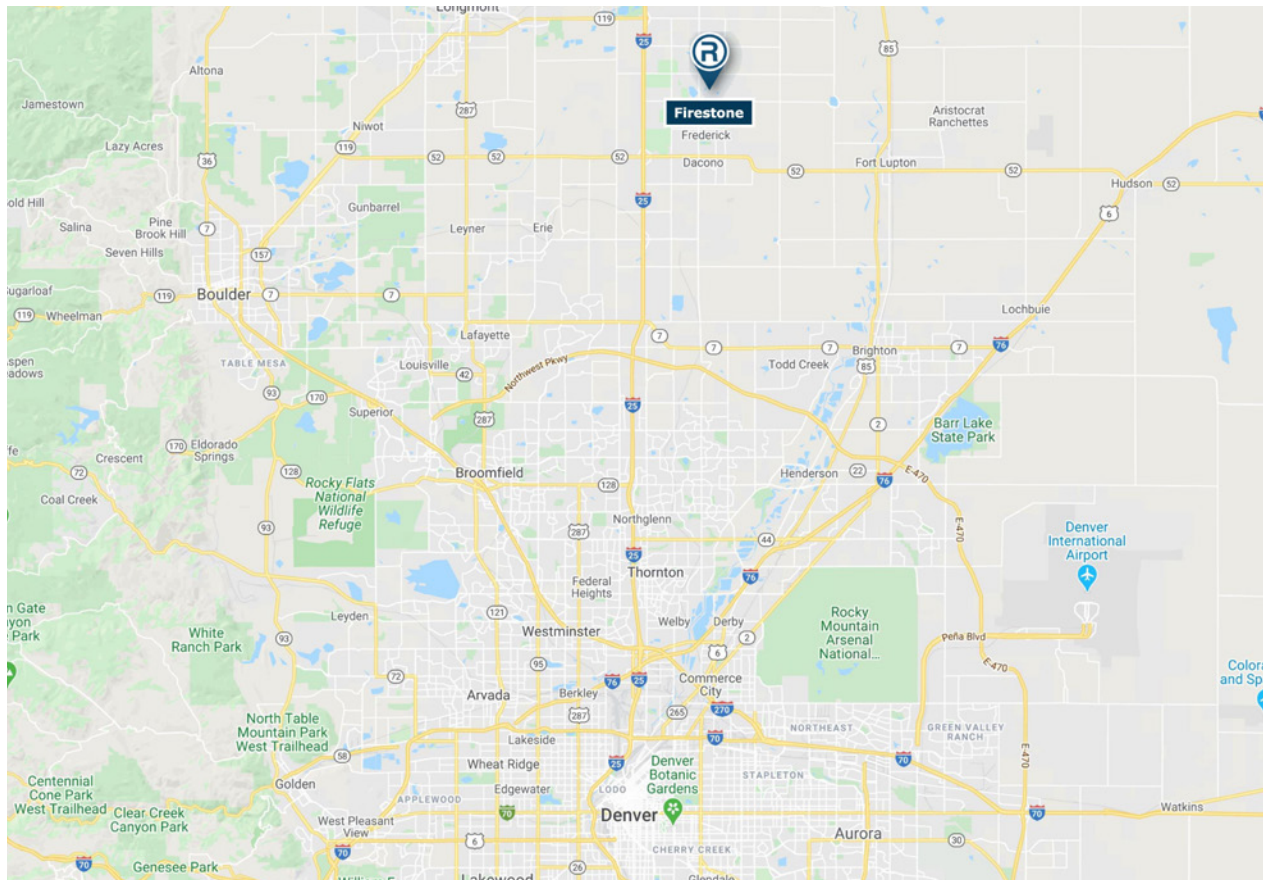
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# Location



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# About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



# Community • Demographic Profile

## Firestone, Colorado

DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	15,837	
2020 Estimate	14,546	
2010 Census	10,147	
2000 Census	2,317	
Growth 2020 - 2025		8.88%
Growth 2010 - 2020		43.35%
Growth 2000 - 2010		337.94%
<b>2020 Est. Population by Single-Classification Race</b>	<b>14,546</b>	
White Alone	12,447	85.57%
Black or African American Alone	174	1.20%
Amer. Indian and Alaska Native Alone	105	0.72%
Asian Alone	318	2.19%
Native Hawaiian and Other Pacific Island Alone	3	0.02%
Some Other Race Alone	983	6.76%
Two or More Races	516	3.55%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>14,546</b>	
Not Hispanic or Latino	12,165	83.63%
Hispanic or Latino	2,381	16.37%
Mexican	1,757	73.79%
Puerto Rican	48	2.02%
Cuban	3	0.13%
All Other Hispanic or Latino	573	24.07%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>2,381</b>	
White Alone	1,077	45.23%
Black or African American Alone	24	1.01%
American Indian and Alaska Native Alone	70	2.94%
Asian Alone	9	0.38%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	970	40.74%
Two or More Races	231	9.70%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>318</b>	
Chinese, except Taiwanese	11	3.46%
Filipino	53	16.67%
Japanese	12	3.77%
Asian Indian	66	20.76%
Korean	39	12.26%
Vietnamese	1	0.32%
Cambodian	51	16.04%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	85	26.73%

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	<b>14,546</b>	
Arab	16	0.11%
Czech	80	0.55%
Danish	70	0.48%
Dutch	155	1.07%
English	961	6.61%
French (except Basque)	474	3.26%
French Canadian	90	0.62%
German	3,032	20.84%
Greek	32	0.22%
Hungarian	30	0.21%
Irish	936	6.44%
Italian	583	4.01%
Lithuanian	27	0.19%
United States or American	245	1.68%
Norwegian	339	2.33%
Polish	238	1.64%
Portuguese	6	0.04%
Russian	90	0.62%
Scottish	270	1.86%
Scotch-Irish	276	1.90%
Slovak	35	0.24%
Subsaharan African	0	0.00%
Swedish	211	1.45%
Swiss	8	0.06%
Ukrainian	14	0.10%
Welsh	17	0.12%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	3,867	26.59%
Ancestry Unclassified	2,444	16.80%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	11,544	86.86%
Speak Asian/Pacific Island Language at Home	267	2.01%
Speak IndoEuropean Language at Home	398	3.00%
Speak Spanish at Home	1,071	8.06%
Speak Other Language at Home	11	0.08%

# Community • Demographic Profile

## Firestone, Colorado

DESCRIPTION	DATA	%
<b>2020 Est. Population by Age</b>	<b>14,546</b>	
Age 0 - 4	1,255	8.63%
Age 5 - 9	1,307	8.99%
Age 10 - 14	1,237	8.50%
Age 15 - 17	651	4.48%
Age 18 - 20	552	3.80%
Age 21 - 24	637	4.38%
Age 25 - 34	1,660	11.41%
Age 35 - 44	2,281	15.68%
Age 45 - 54	2,092	14.38%
Age 55 - 64	1,497	10.29%
Age 65 - 74	986	6.78%
Age 75 - 84	331	2.28%
Age 85 and over	60	0.41%
Age 16 and over	10,532	72.41%
Age 18 and over	10,096	69.41%
Age 21 and over	9,544	65.61%
Age 65 and over	1,377	9.47%
2020 Est. Median Age		34.86
2020 Est. Average Age		34.30
<b>2020 Est. Population by Sex</b>	<b>14,546</b>	
Male	7,319	50.32%
Female	7,227	49.68%

DESCRIPTION	DATA	%
<b>2020 Est. Male Population by Age</b>	<b>7,319</b>	
Age 0 - 4	637	8.70%
Age 5 - 9	684	9.35%
Age 10 - 14	625	8.54%
Age 15 - 17	334	4.56%
Age 18 - 20	285	3.89%
Age 21 - 24	330	4.51%
Age 25 - 34	824	11.26%
Age 35 - 44	1,117	15.26%
Age 45 - 54	1,057	14.44%
Age 55 - 64	759	10.37%
Age 65 - 74	480	6.56%
Age 75 - 84	163	2.23%
Age 85 and over	24	0.33%
2020 Est. Median Age, Male		34.35
2020 Est. Average Age, Male		34.00
<b>2020 Est. Female Population by Age</b>	<b>7,227</b>	
Age 0 - 4	618	8.55%
Age 5 - 9	623	8.62%
Age 10 - 14	612	8.47%
Age 15 - 17	317	4.39%
Age 18 - 20	267	3.69%
Age 21 - 24	307	4.25%
Age 25 - 34	836	11.57%
Age 35 - 44	1,164	16.11%
Age 45 - 54	1,035	14.32%
Age 55 - 64	738	10.21%
Age 65 - 74	506	7.00%
Age 75 - 84	168	2.33%
Age 85 and over	36	0.50%
2020 Est. Median Age, Female		35.32
2020 Est. Average Age, Female		34.60

# Community • Demographic Profile

## Firestone, Colorado

DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	2,218	20.64%
Males, Never Married	1,255	11.68%
Females, Never Married	963	8.96%
Married, Spouse present	6,640	61.79%
Married, Spouse absent	377	3.51%
Widowed	393	3.66%
Males Widowed	74	0.69%
Females Widowed	319	2.97%
Divorced	1,119	10.41%
Males Divorced	456	4.24%
Females Divorced	663	6.17%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	159	1.8%
Some High School, no diploma	250	2.8%
High School Graduate (or GED)	1,998	22.4%
Some College, no degree	2,528	28.4%
Associate Degree	861	9.7%
Bachelor's Degree	2,200	24.7%
Master's Degree	788	8.8%
Professional School Degree	63	0.7%
Doctorate Degree	60	0.7%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	137	11.72%
High School Graduate	361	30.88%
Some College or Associate's Degree	433	37.04%
Bachelor's Degree or Higher	238	20.36%
<b>Households</b>		
2025 Projection	5,057	
2020 Estimate	4,664	
2010 Census	3,284	
2000 Census	767	
Growth 2020 - 2025		8.43%
Growth 2010 - 2020		42.02%
Growth 2000 - 2010		328.16%
<b>2020 Est. Households by Household Type</b>	<b>4,664</b>	
Family Households	3,821	81.93%
Nonfamily Households	843	18.08%
2020 Est. Group Quarters Population	0	
2020 Households by Ethnicity, Hispanic/Latino	548	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>	<b>4,664</b>	
Income < \$15,000	90	1.93%
Income \$15,000 - \$24,999	106	2.27%
Income \$25,000 - \$34,999	159	3.41%
Income \$35,000 - \$49,999	339	7.27%
Income \$50,000 - \$74,999	802	17.20%
Income \$75,000 - \$99,999	814	17.45%
Income \$100,000 - \$124,999	767	16.45%
Income \$125,000 - \$149,999	613	13.14%
Income \$150,000 - \$199,999	604	12.95%
Income \$200,000 - \$249,999	223	4.78%
Income \$250,000 - \$499,999	124	2.66%
Income \$500,000+	23	0.49%
2020 Est. Average Household Income		\$112,656
2020 Est. Median Household Income		\$100,684
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$100,776
Black or African American Alone		\$107,353
American Indian and Alaska Native Alone		\$112,276
Asian Alone		\$107,561
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$94,397
Two or More Races		\$91,720
Hispanic or Latino		\$75,593
Not Hispanic or Latino		\$103,118
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	<b>3,821</b>	
Married-Couple Family, own children	1,811	47.40%
Married-Couple Family, no own children	1,457	38.13%
Male Householder, own children	119	3.11%
Male Householder, no own children	70	1.83%
Female Householder, own children	236	6.18%
Female Householder, no own children	128	3.35%
<b>2020 Est. Households by Household Size</b>	<b>4,664</b>	
1-person	633	13.57%
2-person	1,401	30.04%
3-person	835	17.90%
4-person	946	20.28%
5-person	513	11.00%
6-person	198	4.25%
7-or-more-person	138	2.96%
2020 Est. Average Household Size		3.12

# Community • Demographic Profile

## Firestone, Colorado

DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>4,664</b>	
Households with 1 or More People under Age 18:	2,319	49.72%
Married-Couple Family	1,888	81.41%
Other Family, Male Householder	139	5.99%
Other Family, Female Householder	275	11.86%
Nonfamily, Male Householder	12	0.52%
Nonfamily, Female Householder	5	0.22%
<b>Households with No People under Age 18:</b>	<b>2,345</b>	<b>50.28%</b>
Married-Couple Family	1,379	58.81%
Other Family, Male Householder	53	2.26%
Other Family, Female Householder	88	3.75%
Nonfamily, Male Householder	457	19.49%
Nonfamily, Female Householder	368	15.69%
<b>2020 Est. Households by Number of Vehicles</b>	<b>4,664</b>	
No Vehicles	54	1.16%
1 Vehicle	616	13.21%
2 Vehicles	2,157	46.25%
3 Vehicles	1,202	25.77%
4 Vehicles	368	7.89%
5 or more Vehicles	267	5.73%
2020 Est. Average Number of Vehicles		2.5
<b>Family Households</b>		
2025 Projection	4,145	
2020 Estimate	3,821	
2010 Census	2,710	
2000 Census	615	
Growth 2020 - 2025		8.48%
Growth 2010 - 2020		41.00%
Growth 2000 - 2010		340.65%

<b>2020 Est. Families by Poverty Status</b>	<b>3,821</b>	
2020 Families at or Above Poverty	3,746	98.04%
2020 Families at or Above Poverty with Children	2,173	56.87%
2020 Families Below Poverty	75	1.96%
2020 Families Below Poverty with Children	34	0.89%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>10,532</b>	
Civilian Labor Force, Employed	7,712	73.23%
Civilian Labor Force, Unemployed	367	3.49%
Armed Forces	0	0.00%
Not in Labor Force	2,453	23.29%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>7,717</b>	
For-Profit Private Workers	5,676	73.55%
Non-Profit Private Workers	403	5.22%
Local Government Workers	146	1.89%
State Government Workers	275	3.56%
Federal Government Workers	620	8.03%
Self-Employed Workers	591	7.66%
Unpaid Family Workers	6	0.08%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>7,717</b>	
Architect/Engineer	296	3.84%
Arts/Entertainment/Sports	71	0.92%
Building Grounds Maintenance	238	3.08%
Business/Financial Operations	403	5.22%
Community/Social Services	77	1.00%
Computer/Mathematical	372	4.82%
Construction/Extraction	346	4.48%
Education/Training/Library	414	5.37%
Farming/Fishing/Forestry	45	0.58%
Food Prep/Serving	263	3.41%
Health Practitioner/Technician	370	4.80%
Healthcare Support	259	3.36%
Maintenance Repair	375	4.86%
Legal	50	0.65%
Life/Physical/Social Science	108	1.40%
Management	1,075	13.93%
Office/Admin. Support	842	10.91%
Production	384	4.98%
Protective Services	199	2.58%
Sales/Related	867	11.24%
Personal Care/Service	296	3.84%
Transportation/Moving	367	4.76%

<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>7,717</b>	
White Collar	4,945	64.08%
Blue Collar	1,472	19.08%
Service and Farm	1,300	16.85%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>7,566</b>	
Drove Alone	6,321	83.55%
Car Pooled	530	7.01%
Public Transportation	45	0.60%
Walked	53	0.70%
Bicycle	3	0.04%
Other Means	25	0.33%
Worked at Home	589	7.79%



# Community • Demographic Profile

## Firestone, Colorado

DESCRIPTION	DATA	%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	777	
15 - 29 Minutes	1,951	
30 - 44 Minutes	2,437	
45 - 59 Minutes	1,245	
60 or more Minutes	673	
2020 Est. Avg Travel Time to Work in Minutes		36
2020 Est. Occupied Housing Units by Tenure	4,664	
Owner Occupied	4,053	86.90%
Renter Occupied	611	13.10%
2020 Owner Occ. HUs: Avg. Length of Residence		9.6
2020 Renter Occ. HUs: Avg. Length of Residence		5.9
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	<b>4,664</b>	
Value Less than \$20,000	42	1.04%
Value \$20,000 - \$39,999	26	0.64%
Value \$40,000 - \$59,999	55	1.36%
Value \$60,000 - \$79,999	27	0.67%
Value \$80,000 - \$99,999	38	0.94%
Value \$100,000 - \$149,999	22	0.54%
Value \$150,000 - \$199,999	93	2.30%
Value \$200,000 - \$299,999	580	14.31%
Value \$300,000 - \$399,999	1,219	30.08%
Value \$400,000 - \$499,999	1,190	29.36%
Value \$500,000 - \$749,999	531	13.10%
Value \$750,000 - \$999,999	171	4.22%
Value \$1,000,000 or \$1,499,999	50	1.23%
Value \$1,500,000 or \$1,999,999	4	0.10%
Value \$2,000,000+	5	0.12%
2020 Est. Median All Owner-Occupied Housing Value		\$394,165

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	1,184	24.26%
Housing Units Built 2010 to 2014	260	5.33%
Housing Units Built 2000 to 2009	2,423	49.64%
Housing Units Built 1990 to 1999	412	8.44%
Housing Units Built 1980 to 1989	109	2.23%
Housing Units Built 1970 to 1979	270	5.53%
Housing Units Built 1960 to 1969	73	1.50%
Housing Units Built 1950 to 1959	45	0.92%
Housing Units Built 1940 to 1949	18	0.37%
Housing Unit Built 1939 or Earlier	87	1.78%
2020 Est. Median Year Structure Built		2006

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	4,260	87.28%
1 Unit Attached	13	0.27%
2 Units	0	0.00%
3 or 4 Units	15	0.31%
5 to 19 Units	67	1.37%
20 to 49 Units	0	0.00%
50 or More Units	54	1.11%
Mobile Home or Trailer	472	9.67%
Boat, RV, Van, etc.	0	0.00%



## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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