



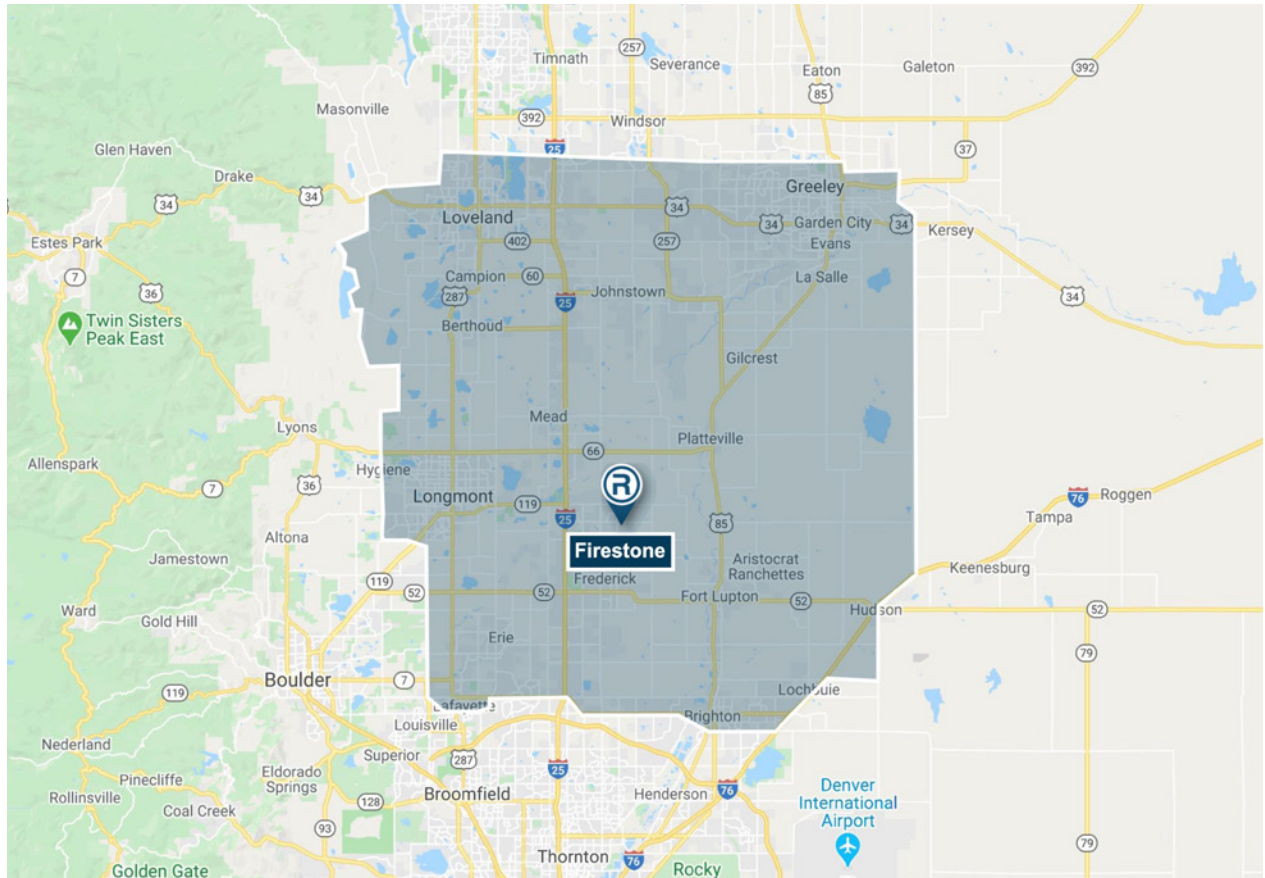
FIRESTONE, COLORADO



Secondary Retail Trade Area Gap/Opportunity Analysis



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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 Secondary Retail Trade Areas 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.



Secondary Retail Trade Area • Gap/Opportunity Analysis

Firestone, Colorado

NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
44, 45, 722	Total retail trade including food and drinking places	\$9,397,982,366	\$245,885,566	\$9,152,096,800	0.03
441	Motor vehicle and parts dealers	\$2,091,414,850	\$28,302,578	\$2,063,112,272	0.01
4411	Automobile dealers	\$1,739,758,124	\$16,176,097	\$1,723,582,027	0.01
4412	Other motor vehicle dealers	\$186,090,433	\$5,195,363	\$180,895,070	0.03
4413	Automotive parts, accessories, and tire stores	\$165,566,293	\$6,931,118	\$158,635,175	0.04
442	Furniture and home furnishings stores	\$244,880,285	\$17,429,107	\$227,451,178	0.07
4421	Furniture stores	\$128,216,812	\$15,447,661	\$112,769,151	0.12
4422	Home furnishings stores	\$116,663,474	\$1,981,446	\$114,682,028	0.02
443	Electronics and appliance stores	\$136,180,463	\$1,431,765	\$134,748,698	0.01
443141	Household appliance stores	\$17,754,666	\$0	\$17,754,666	0.00
443142	Electronics stores	\$118,425,797	\$1,431,765	\$116,994,032	0.01
444	Building material and garden equipment and supplies dealers	\$757,952,192	\$36,976,589	\$720,975,603	0.05
4441	Building material and supplies dealers	\$690,426,306	\$35,761,469	\$654,664,837	0.05
44411	Home centers	\$355,784,323	\$30,023,115	\$325,761,208	0.08
44412	Paint and wallpaper stores	\$37,218,789	\$1,373,431	\$35,845,358	0.04
44413	Hardware stores	\$65,307,195	\$1,060,721	\$64,246,474	0.02
44419	Other building material dealers	\$232,115,999	\$3,304,202	\$228,811,797	0.01
4442	Lawn and garden equipment and supplies stores	\$67,525,885	\$1,215,120	\$66,310,765	0.02
44421	Outdoor power equipment stores	\$3,121,191	\$0	\$3,121,191	0.00
44422	Nursery, garden center, and farm supply stores	\$64,404,694	\$1,215,120	\$63,189,574	0.02
445	Food and beverage stores	\$1,423,792,487	\$90,535,703	\$1,333,256,784	0.06
4451	Grocery stores	\$1,172,354,700	\$86,845,624	\$1,085,509,076	0.07
44511	Supermarkets and other grocery (except convenience) stores	\$1,153,541,235	\$84,668,761	\$1,068,872,474	0.07
44512	Convenience stores	\$18,813,466	\$2,176,863	\$16,636,603	0.12
4452	Specialty food stores	\$21,897,906	\$0	\$21,897,906	0.00
4453	Beer, wine, and liquor stores	\$229,539,881	\$3,690,079	\$225,849,802	0.02
446	Health and personal care stores	\$335,366,938	\$19,066,947	\$316,299,991	0.06
44611	Pharmacies and drug stores	\$228,978,859	\$18,441,947	\$210,536,912	0.08
44612	Cosmetics, beauty supplies, and perfume stores	\$36,779,830	\$0	\$36,779,830	0.00
44613	Optical goods stores	\$30,261,516	\$625,000	\$29,636,516	0.02
44619	Other health and personal care stores	\$39,346,733	\$0	\$39,346,733	0.00
447	Gasoline stations	\$588,477,142	\$14,652,340	\$573,824,802	0.02
448	Clothing and clothing accessories stores	\$368,296,167	\$772,028	\$367,524,139	0.00
4481	Clothing stores	\$269,304,932	\$394,361	\$268,910,571	0.00
44811	Men's clothing stores	\$13,861,765	\$0	\$13,861,765	0.00
44812	Women's clothing stores	\$46,081,867	\$61,548	\$46,020,319	0.00
44813	Children's and infants' clothing stores	\$12,862,279	\$0	\$12,862,279	0.00
44814	Family clothing stores	\$158,271,334	\$332,813	\$157,938,521	0.00
44815	Clothing accessories stores	\$13,022,854	\$0	\$13,022,854	0.00
44819	Other clothing stores	\$25,204,834	\$0	\$25,204,834	0.00
4482	Shoe stores	\$51,998,854	\$377,667	\$51,621,187	0.01
4483	Jewelry, luggage, and leather goods stores	\$46,992,381	\$0	\$46,992,381	0.00
44831	Jewelry stores	\$42,069,938	\$0	\$42,069,938	0.00
44832	Luggage and leather goods stores	\$4,922,443	\$0	\$4,922,443	0.00

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Firestone, Colorado

NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
451	Sporting goods, hobby, musical instrument, and book stores	\$167,939,084	\$270,544	\$167,668,540	0.00
4511	Sporting goods, hobby, and musical instrument stores	\$154,253,031	\$270,544	\$153,982,487	0.00
45111	Sporting goods stores	\$117,928,248	\$270,544	\$117,657,704	0.00
45112	Hobby, toy, and game stores	\$21,758,921	\$0	\$21,758,921	0.00
45113	Sewing, needlework, and piece goods stores	\$7,195,637	\$0	\$7,195,637	0.00
45114	Musical instrument and supplies stores	\$7,370,224	\$0	\$7,370,224	0.00
4512	Book stores and news dealers	\$13,686,053	\$0	\$13,686,053	0.00
452	General merchandise stores	\$1,121,525,977	\$8,928,747	\$1,112,597,230	0.01
4522	Department stores	\$151,655,475	\$0	\$151,655,475	0.00
4523	Other general merchandise stores	\$969,870,503	\$8,928,747	\$960,941,756	0.01
453	Miscellaneous store retailers	\$226,502,645	\$1,738,977	\$224,763,668	0.01
4531	Florists	\$10,640,250	\$0	\$10,640,250	0.00
4532	Office supplies, stationery, and gift stores	\$39,136,089	\$0	\$39,136,089	0.00
45321	Office supplies and stationery stores	\$15,360,836	\$0	\$15,360,836	0.00
45322	Gift, novelty, and souvenir stores	\$23,775,253	\$0	\$23,775,253	0.00
4533	Used merchandise stores	\$40,378,927	\$26,243	\$40,352,684	0.00
4539	Other miscellaneous store retailers	\$136,347,379	\$1,712,734	\$134,634,645	0.01
45391	Pet and pet supplies stores	\$55,140,244	\$916,014	\$54,224,230	0.02
45399	All other miscellaneous store retailers	\$81,207,135	\$796,720	\$80,410,415	0.01
454	Non-store retailers	\$601,574,079	\$720,211	\$600,853,868	0.00
722	Food services and drinking places	\$1,334,080,057	\$25,060,030	\$1,309,020,027	0.02
7223	Special food services	\$80,990,103	\$66,103	\$80,924,000	0.00
7224	Drinking places (alcoholic beverages)	\$64,163,775	\$58,809	\$64,104,966	0.00
7225	Restaurants and other eating places	\$1,188,926,178	\$24,935,118	\$1,163,991,060	0.02
722511	Full-service restaurants	\$605,214,511	\$8,278,768	\$596,935,743	0.01
722513	Limited-service restaurants	\$473,930,516	\$14,659,835	\$459,270,681	0.03
722514	Cafeterias, grill buffets, and buffets	\$19,161,992	\$0	\$19,161,992	0.00
722515	Snack and nonalcoholic beverage bars	\$90,619,160	\$1,996,515	\$88,622,645	0.02

Secondary Retail Trade Area • Demographic Profile

Firestone, Colorado

DESCRIPTION	DATA	%
Population		
2025 Projection	588,326	
2020 Estimate	545,657	
2010 Census	442,067	
2000 Census	335,859	
Growth 2020 - 2025		7.82%
Growth 2010 - 2020		23.43%
Growth 2000 - 2010		31.62%
2020 Est. Population by Single-Classification Race	545,657	
White Alone	446,280	81.79%
Black or African American Alone	7,441	1.36%
Amer. Indian and Alaska Native Alone	5,830	1.07%
Asian Alone	12,663	2.32%
Native Hawaiian and Other Pacific Island Alone	502	0.09%
Some Other Race Alone	54,019	9.90%
Two or More Races	18,922	3.47%
2020 Est. Population by Hispanic or Latino Origin	545,657	
Not Hispanic or Latino	396,354	72.64%
Hispanic or Latino	149,303	27.36%
Mexican	120,414	80.65%
Puerto Rican	1,653	1.11%
Cuban	508	0.34%
All Other Hispanic or Latino	26,728	17.90%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	149,303	
White Alone	82,854	55.49%
Black or African American Alone	976	0.65%
American Indian and Alaska Native Alone	3,090	2.07%
Asian Alone	373	0.25%
Native Hawaiian and Other Pacific Islander Alone	93	0.06%
Some Other Race Alone	53,328	35.72%
Two or More Races	8,588	5.75%
2020 Est. Pop by Race, Asian Alone, by Category	12,663	
Chinese, except Taiwanese	2,753	21.74%
Filipino	969	7.65%
Japanese	1,406	11.10%
Asian Indian	1,841	14.54%
Korean	729	5.76%
Vietnamese	868	6.86%
Cambodian	407	3.21%
Hmong	535	4.23%
Laotian	108	0.85%
Thai	751	5.93%
All Other Asian Races Including 2+ Category	2,296	18.13%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	545,657	
Arab	637	0.12%
Czech	2,214	0.41%
Danish	4,050	0.74%
Dutch	6,341	1.16%
English	38,607	7.08%
French (except Basque)	9,001	1.65%
French Canadian	2,591	0.48%
German	111,192	20.38%
Greek	1,036	0.19%
Hungarian	932	0.17%
Irish	36,263	6.65%
Italian	16,529	3.03%
Lithuanian	407	0.08%
United States or American	20,165	3.70%
Norwegian	10,717	1.96%
Polish	7,281	1.33%
Portuguese	490	0.09%
Russian	2,847	0.52%
Scottish	9,212	1.69%
Scotch-Irish	8,203	1.50%
Slovak	505	0.09%
Subsaharan African	874	0.16%
Swedish	7,679	1.41%
Swiss	841	0.15%
Ukrainian	517	0.10%
Welsh	1,712	0.31%
West Indian (except Hisp. groups)	237	0.04%
Other ancestries	159,809	29.29%
Ancestry Unclassified	84,766	15.54%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	402,095	79.01%
Speak Asian/Pacific Island Language at Home	8,660	1.70%
Speak IndoEuropean Language at Home	9,007	1.77%
Speak Spanish at Home	88,185	17.33%
Speak Other Language at Home	959	0.19%

Secondary Retail Trade Area • Demographic Profile

Firestone, Colorado

DESCRIPTION	DATA	%
2020 Est. Population by Age	545,657	
Age 0 - 4	36,751	6.74%
Age 5 - 9	37,072	6.79%
Age 10 - 14	38,300	7.02%
Age 15 - 17	22,410	4.11%
Age 18 - 20	22,326	4.09%
Age 21 - 24	27,979	5.13%
Age 25 - 34	77,395	14.18%
Age 35 - 44	72,675	13.32%
Age 45 - 54	67,308	12.34%
Age 55 - 64	64,452	11.81%
Age 65 - 74	48,413	8.87%
Age 75 - 84	22,183	4.07%
Age 85 and over	8,394	1.54%
Age 16 and over	426,193	78.11%
Age 18 and over	411,124	75.35%
Age 21 and over	388,798	71.25%
Age 65 and over	78,989	14.48%
2020 Est. Median Age		36.42
2020 Est. Average Age		37.80
2020 Est. Population by Sex	545,657	
Male	272,158	49.88%
Female	273,499	50.12%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	272,158	
Age 0 - 4	18,721	6.88%
Age 5 - 9	18,978	6.97%
Age 10 - 14	19,590	7.20%
Age 15 - 17	11,383	4.18%
Age 18 - 20	11,281	4.15%
Age 21 - 24	14,289	5.25%
Age 25 - 34	39,691	14.58%
Age 35 - 44	37,068	13.62%
Age 45 - 54	33,879	12.45%
Age 55 - 64	31,438	11.55%
Age 65 - 74	23,051	8.47%
Age 75 - 84	9,828	3.61%
Age 85 and over	2,960	1.09%
2020 Est. Median Age, Male		35.56
2020 Est. Average Age, Male		37.02
2020 Est. Female Population by Age	273,499	
Age 0 - 4	18,030	6.59%
Age 5 - 9	18,094	6.62%
Age 10 - 14	18,710	6.84%
Age 15 - 17	11,028	4.03%
Age 18 - 20	11,044	4.04%
Age 21 - 24	13,690	5.01%
Age 25 - 34	37,704	13.79%
Age 35 - 44	35,607	13.02%
Age 45 - 54	33,428	12.22%
Age 55 - 64	33,014	12.07%
Age 65 - 74	25,362	9.27%
Age 75 - 84	12,354	4.52%
Age 85 and over	5,435	1.99%
2020 Est. Median Age, Female		37.32
2020 Est. Average Age, Female		38.54

Secondary Retail Trade Area • Demographic Profile

Firestone, Colorado

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	126,405	29.16%
Males, Never Married	69,731	16.08%
Females, Never Married	56,674	13.07%
Married, Spouse present	220,965	50.97%
Married, Spouse absent	15,047	3.47%
Widowed	20,493	4.73%
Males Widowed	4,338	1.00%
Females Widowed	16,155	3.73%
Divorced	50,623	11.68%
Males Divorced	21,995	5.07%
Females Divorced	28,628	6.60%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	15,743	4.4%
Some High School, no diploma	21,328	5.9%
High School Graduate (or GED)	89,313	24.8%
Some College, no degree	78,980	21.9%
Associate Degree	32,812	9.1%
Bachelor's Degree	79,667	22.1%
Master's Degree	32,113	8.9%
Professional School Degree	5,002	1.4%
Doctorate Degree	5,862	1.6%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	25,977	32.29%
High School Graduate	27,109	33.70%
Some College or Associate's Degree	18,006	22.38%
Bachelor's Degree or Higher	9,358	11.63%
Households		
2025 Projection	220,111	
2020 Estimate	203,258	
2010 Census	162,603	
2000 Census	121,330	
Growth 2020 - 2025		8.29%
Growth 2010 - 2020		25.00%
Growth 2000 - 2010		34.02%
2020 Est. Households by Household Type	203,258	
Family Households	143,218	70.46%
Nonfamily Households	60,040	29.54%
2020 Est. Group Quarters Population	7,974	
2020 Households by Ethnicity, Hispanic/Latino	40,943	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	203,258	
Income < \$15,000	14,234	7.00%
Income \$15,000 - \$24,999	14,328	7.05%
Income \$25,000 - \$34,999	14,285	7.03%
Income \$35,000 - \$49,999	23,133	11.38%
Income \$50,000 - \$74,999	34,406	16.93%
Income \$75,000 - \$99,999	29,281	14.41%
Income \$100,000 - \$124,999	22,791	11.21%
Income \$125,000 - \$149,999	16,393	8.07%
Income \$150,000 - \$199,999	16,611	8.17%
Income \$200,000 - \$249,999	7,903	3.89%
Income \$250,000 - \$499,999	7,047	3.47%
Income \$500,000+	2,847	1.40%
2020 Est. Average Household Income		\$98,641
2020 Est. Median Household Income		\$75,974
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$78,975
Black or African American Alone		\$54,987
American Indian and Alaska Native Alone		\$54,117
Asian Alone		\$91,658
Native Hawaiian and Other Pacific Islander Alone		\$101,083
Some Other Race Alone		\$58,041
Two or More Races		\$68,675
Hispanic or Latino		\$55,641
Not Hispanic or Latino		\$82,304
2020 Est. Family HH Type by Presence of Own Child.	143,218	
Married-Couple Family, own children	51,241	35.78%
Married-Couple Family, no own children	61,471	42.92%
Male Householder, own children	5,716	3.99%
Male Householder, no own children	4,319	3.02%
Female Householder, own children	12,519	8.74%
Female Householder, no own children	7,952	5.55%
2020 Est. Households by Household Size	203,258	
1-person	48,618	23.92%
2-person	68,076	33.49%
3-person	33,489	16.48%
4-person	28,805	14.17%
5-person	14,399	7.08%
6-person	6,130	3.02%
7-or-more-person	3,742	1.84%
2020 Est. Average Household Size		2.65

Secondary Retail Trade Area • Demographic Profile

Firestone, Colorado

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	203,258	
Households with 1 or More People under Age 18:	75,882	37.33%
Married-Couple Family	54,348	71.62%
Other Family, Male Householder	6,580	8.67%
Other Family, Female Householder	14,320	18.87%
Nonfamily, Male Householder	467	0.62%
Nonfamily, Female Householder	167	0.22%
Households with No People under Age 18:	127,376	62.67%
Married-Couple Family	58,385	45.84%
Other Family, Male Householder	3,440	2.70%
Other Family, Female Householder	6,154	4.83%
Nonfamily, Male Householder	28,138	22.09%
Nonfamily, Female Householder	31,259	24.54%
2020 Est. Households by Number of Vehicles	203,258	
No Vehicles	7,813	3.84%
1 Vehicle	50,156	24.68%
2 Vehicles	82,433	40.56%
3 Vehicles	41,726	20.53%
4 Vehicles	13,375	6.58%
5 or more Vehicles	7,756	3.82%
2020 Est. Average Number of Vehicles		2.16
Family Households		
2025 Projection	155,226	
2020 Estimate	143,218	
2010 Census	113,617	
2000 Census	86,496	
Growth 2020 - 2025		8.38%
Growth 2010 - 2020		26.05%
Growth 2000 - 2010		31.36%

2020 Est. Families by Poverty Status	143,218	
2020 Families at or Above Poverty	134,312	93.78%
2020 Families at or Above Poverty with Children	62,358	43.54%
2020 Families Below Poverty	8,906	6.22%
2020 Families Below Poverty with Children	6,443	4.50%
2020 Est. Pop 16+ by Employment Status	426,194	
Civilian Labor Force, Employed	275,831	64.72%
Civilian Labor Force, Unemployed	13,297	3.12%
Armed Forces	288	0.07%
Not in Labor Force	136,778	32.09%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	276,440	
For-Profit Private Workers	195,473	70.71%
Non-Profit Private Workers	19,351	7.00%
Local Government Workers	4,183	1.51%
State Government Workers	9,695	3.51%
Federal Government Workers	19,650	7.11%
Self-Employed Workers	27,541	9.96%
Unpaid Family Workers	547	0.20%
2020 Est. Civ. Employed Pop 16+ by Occupation	276,440	
Architect/Engineer	7,243	2.62%
Arts/Entertainment/Sports	4,835	1.75%
Building Grounds Maintenance	10,843	3.92%
Business/Financial Operations	11,702	4.23%
Community/Social Services	3,529	1.28%
Computer/Mathematical	10,128	3.66%
Construction/Extraction	19,738	7.14%
Education/Training/Library	14,540	5.26%
Farming/Fishing/Forestry	2,118	0.77%
Food Prep/Serving	14,832	5.37%
Health Practitioner/Technician	13,995	5.06%
Healthcare Support	7,003	2.53%
Maintenance Repair	9,135	3.31%
Legal	1,574	0.57%
Life/Physical/Social Science	2,910	1.05%
Management	31,411	11.36%
Office/Admin. Support	35,788	12.95%
Production	17,022	6.16%
Protective Services	4,726	1.71%
Sales/Related	25,587	9.26%
Personal Care/Service	9,336	3.38%
Transportation/Moving	18,445	6.67%

2020 Est. Pop 16+ by Occupation Classification	276,440	
White Collar	163,243	59.05%
Blue Collar	64,340	23.28%
Service and Farm	48,858	17.67%
2020 Est. Workers Age 16+ by Transp. to Work	271,762	
Drove Alone	213,295	78.49%
Car Pooled	26,009	9.57%
Public Transportation	3,345	1.23%
Walked	4,148	1.53%
Bicycle	1,469	0.54%
Other Means	3,017	1.11%
Worked at Home	20,480	7.54%

Secondary Retail Trade Area • Demographic Profile

Firestone, Colorado

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	63,637	
15 - 29 Minutes	88,241	
30 - 44 Minutes	55,170	
45 - 59 Minutes	23,282	
60 or more Minutes	23,415	
2020 Est. Avg Travel Time to Work in Minutes		29
2020 Est. Occupied Housing Units by Tenure	203,258	
Owner Occupied	141,266	69.50%
Renter Occupied	61,992	30.50%
2020 Owner Occ. HUs: Avg. Length of Residence		12.76
2020 Renter Occ. HUs: Avg. Length of Residence		5.58
2020 Est. Owner-Occupied Housing Units by Value	203,258	
Value Less than \$20,000	2,257	1.60%
Value \$20,000 - \$39,999	1,986	1.41%
Value \$40,000 - \$59,999	1,228	0.87%
Value \$60,000 - \$79,999	793	0.56%
Value \$80,000 - \$99,999	1,033	0.73%
Value \$100,000 - \$149,999	3,531	2.50%
Value \$150,000 - \$199,999	6,805	4.82%
Value \$200,000 - \$299,999	25,741	18.22%
Value \$300,000 - \$399,999	31,195	22.08%
Value \$400,000 - \$499,999	26,757	18.94%
Value \$500,000 - \$749,999	24,774	17.54%
Value \$750,000 - \$999,999	9,447	6.69%
Value \$1,000,000 or \$1,499,999	3,286	2.33%
Value \$1,500,000 or \$1,999,999	1,035	0.73%
Value \$2,000,000+	1,399	0.99%
2020 Est. Median All Owner-Occupied Housing Value		\$387,084

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	33,296	15.56%
Housing Units Built 2010 to 2014	6,722	3.14%
Housing Units Built 2000 to 2009	49,818	23.29%
Housing Units Built 1990 to 1999	34,194	15.98%
Housing Units Built 1980 to 1989	19,856	9.28%
Housing Units Built 1970 to 1979	32,712	15.29%
Housing Units Built 1960 to 1969	13,828	6.46%
Housing Units Built 1950 to 1959	8,177	3.82%
Housing Units Built 1940 to 1949	3,247	1.52%
Housing Unit Built 1939 or Earlier	12,075	5.65%
2020 Est. Median Year Structure Built		1996

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	150,434	70.32%
1 Unit Attached	11,536	5.39%
2 Units	4,667	2.18%
3 or 4 Units	7,121	3.33%
5 to 19 Units	17,588	8.22%
20 to 49 Units	6,526	3.05%
50 or More Units	5,242	2.45%
Mobile Home or Trailer	10,696	5.00%
Boat, RV, Van, etc.	115	0.05%



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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