FIRESTONE, COLORADO

Primary Retail Trade Area Demographic Profile

R **TheRetail**Coach.

Contact Information
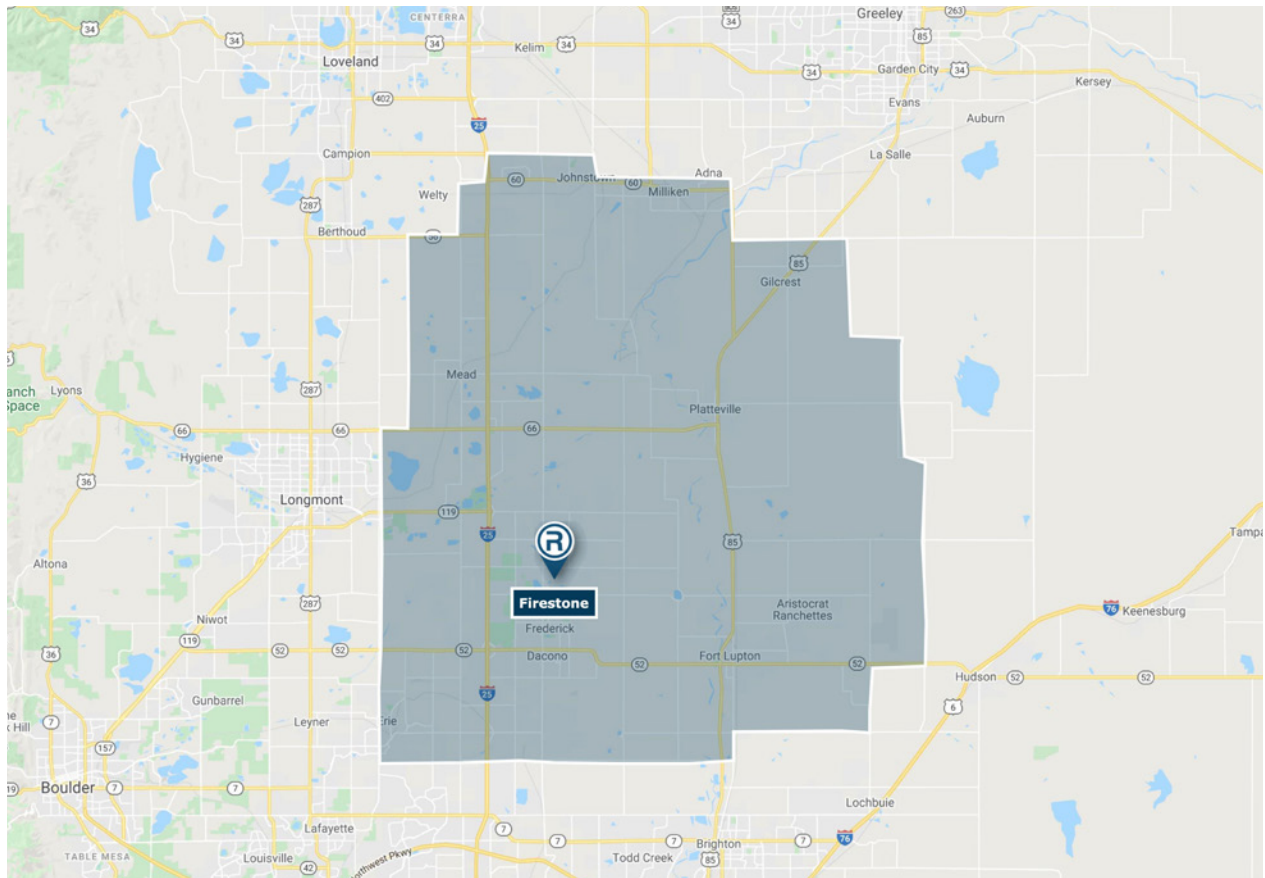
Town of Firestone
Paula Mehle, AICP
Director of Economic Development and FURA

151 Grant Street
Firestone, Colorado 80504

Phone   303.531.6265
Cell   720.749.8517
pmehle@firestoneco.gov
www.firestoneco.gov

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.

Primary Retail Trade Area • Demographic Profile

Firestone, Colorado

DESCRIPTION	DATA	%
Population		
2025 Projection	105,172	
2020 Estimate	96,472	
2010 Census	70,497	
2000 Census	41,136	
Growth 2020 - 2025		9.02%
Growth 2010 - 2020		36.85%
Growth 2000 - 2010		71.38%
2020 Est. Population by Single-Classification Race	**96,472**	
White Alone	79,009	81.90%
Black or African American Alone	870	0.90%
Amer. Indian and Alaska Native Alone	735	0.76%
Asian Alone	2,035	2.11%
Native Hawaiian and Other Pacific Island Alone	72	0.08%
Some Other Race Alone	10,546	10.93%
Two or More Races	3,205	3.32%
2020 Est. Population by Hispanic or Latino Origin	**96,472**	
Not Hispanic or Latino	72,401	75.05%
Hispanic or Latino	24,071	24.95%
Mexican	19,589	81.38%
Puerto Rican	271	1.13%
Cuban	54	0.22%
All Other Hispanic or Latino	4,157	17.27%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	**24,071**	
White Alone	11,631	48.32%
Black or African American Alone	95	0.40%
American Indian and Alaska Native Alone	377	1.57%
Asian Alone	82	0.34%
Native Hawaiian and Other Pacific Islander Alone	14	0.06%
Some Other Race Alone	10,409	43.24%
Two or More Races	1,463	6.08%
2020 Est. Pop by Race, Asian Alone, by Category	**2,035**	
Chinese, except Taiwanese	170	8.35%
Filipino	108	5.31%
Japanese	245	12.04%
Asian Indian	272	13.37%
Korean	183	8.99%
Vietnamese	279	13.71%
Cambodian	66	3.24%
Hmong	109	5.36%
Laotian	57	2.80%
Thai	116	5.70%
All Other Asian Races Including 2+ Category	431	21.18%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	**96,472**	
Arab	50	0.05%
Czech	400	0.42%
Danish	473	0.49%
Dutch	983	1.02%
English	6,255	6.48%
French (except Basque)	2,038	2.11%
French Canadian	502	0.52%
German	18,991	19.69%
Greek	163	0.17%
Hungarian	117	0.12%
Irish	5,940	6.16%
Italian	3,001	3.11%
Lithuanian	108	0.11%
United States or American	3,714	3.85%
Norwegian	1,848	1.92%
Polish	1,047	1.09%
Portuguese	31	0.03%
Russian	486	0.50%
Scottish	1,593	1.65%
Scotch-Irish	1,545	1.60%
Slovak	109	0.11%
Subsaharan African	7	0.01%
Swedish	1,632	1.69%
Swiss	134	0.14%
Ukrainian	118	0.12%
Welsh	244	0.25%
West Indian (except Hisp. groups)	16	0.02%
Other ancestries	29,379	30.45%
Ancestry Unclassified	15,551	16.12%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	70,043	78.78%
Speak Asian/Pacific Island Language at Home	1,255	1.41%
Speak IndoEuropean Language at Home	1,565	1.76%
Speak Spanish at Home	15,979	17.97%
Speak Other Language at Home	66	0.07%

Primary Retail Trade Area • Demographic Profile

Firestone, Colorado

DESCRIPTION	DATA	%
2020 Est. Population by Age	**96,472**	
Age 0 - 4	7,564	7.84%
Age 5 - 9	7,503	7.78%
Age 10 - 14	7,496	7.77%
Age 15 - 17	4,097	4.25%
Age 18 - 20	3,500	3.63%
Age 21 - 24	4,144	4.30%
Age 25 - 34	12,327	12.78%
Age 35 - 44	13,621	14.12%
Age 45 - 54	12,794	13.26%
Age 55 - 64	11,593	12.02%
Age 65 - 74	7,877	8.17%
Age 75 - 84	3,191	3.31%
Age 85 and over	766	0.79%
Age 16 and over	72,565	75.22%
Age 18 and over	69,813	72.37%
Age 21 and over	66,312	68.74%
Age 65 and over	11,834	12.27%
2020 Est. Median Age		36.21
2020 Est. Average Age		36.45
2020 Est. Population by Sex	**96,472**	
Male	48,698	50.48%
Female	47,774	49.52%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	**48,698**	
Age 0 - 4	3,882	7.97%
Age 5 - 9	3,877	7.96%
Age 10 - 14	3,818	7.84%
Age 15 - 17	2,114	4.34%
Age 18 - 20	1,826	3.75%
Age 21 - 24	2,145	4.41%
Age 25 - 34	6,175	12.68%
Age 35 - 44	6,881	14.13%
Age 45 - 54	6,508	13.36%
Age 55 - 64	5,793	11.90%
Age 65 - 74	3,846	7.90%
Age 75 - 84	1,512	3.11%
Age 85 and over	322	0.66%
2020 Est. Median Age, Male		35.77
2020 Est. Average Age, Male		36.03
2020 Est. Female Population by Age	**47,774**	
Age 0 - 4	3,682	7.71%
Age 5 - 9	3,626	7.59%
Age 10 - 14	3,678	7.70%
Age 15 - 17	1,983	4.15%
Age 18 - 20	1,674	3.50%
Age 21 - 24	1,999	4.18%
Age 25 - 34	6,152	12.88%
Age 35 - 44	6,740	14.11%
Age 45 - 54	6,286	13.16%
Age 55 - 64	5,800	12.14%
Age 65 - 74	4,030	8.44%
Age 75 - 84	1,679	3.52%
Age 85 and over	445	0.93%
2020 Est. Median Age, Female		36.65
2020 Est. Average Age, Female		36.87

Primary Retail Trade Area • Demographic Profile

Firestone, Colorado

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	17,019	23.03%
Males, Never Married	9,660	13.07%
Females, Never Married	7,359	9.96%
Married, Spouse present	43,864	59.35%
Married, Spouse absent	2,608	3.53%
Widowed	2,762	3.74%
Males Widowed	646	0.87%
Females Widowed	2,116	2.86%
Divorced	7,657	10.36%
Males Divorced	3,554	4.81%
Females Divorced	4,103	5.55%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,373	3.8%
Some High School, no diploma	3,169	5.1%
High School Graduate (or GED)	17,112	27.5%
Some College, no degree	15,258	24.5%
Associate Degree	5,936	9.5%
Bachelor's Degree	12,881	20.7%
Master's Degree	4,485	7.2%
Professional School Degree	511	0.8%
Doctorate Degree	444	0.7%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,931	30.60%
High School Graduate	4,588	35.71%
Some College or Associate's Degree	3,039	23.65%
Bachelor's Degree or Higher	1,289	10.03%
Households		
2025 Projection	36,039	
2020 Estimate	33,023	
2010 Census	24,053	
2000 Census	13,737	
Growth 2020 - 2025		9.13%
Growth 2010 - 2020		37.29%
Growth 2000 - 2010		75.10%
2020 Est. Households by Household Type	33,023	
Family Households	26,126	79.12%
Nonfamily Households	6,896	20.88%
2020 Est. Group Quarters Population	168	
2020 Households by Ethnicity, Hispanic/Latino	6,195	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	33,023	
Income < $15,000	1,475	4.47%
Income $15,000 - $24,999	1,387	4.20%
Income $25,000 - $34,999	1,850	5.60%
Income $35,000 - $49,999	3,102	9.39%
Income $50,000 - $74,999	5,583	16.91%
Income $75,000 - $99,999	5,873	17.79%
Income $100,000 - $124,999	4,528	13.71%
Income $125,000 - $149,999	3,221	9.75%
Income $150,000 - $199,999	3,238	9.81%
Income $200,000 - $249,999	1,297	3.93%
Income $250,000 - $499,999	1,110	3.36%
Income $500,000+	357	1.08%
2020 Est. Average Household Income		$105,447
2020 Est. Median Household Income		$87,947
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$91,099
Black or African American Alone		$65,190
American Indian and Alaska Native Alone		$76,955
Asian Alone		$89,331
Native Hawaiian and Other Pacific Islander Alone		$112,265
Some Other Race Alone		$66,081
Two or More Races		$88,177
Hispanic or Latino		$64,404
Not Hispanic or Latino		$93,660
2020 Est. Family HH Type by Presence of Own Child.	26,126	
Married-Couple Family, own children	10,548	40.37%
Married-Couple Family, no own children	11,087	42.44%
Male Householder, own children	952	3.64%
Male Householder, no own children	723	2.77%
Female Householder, own children	1,650	6.32%
Female Householder, no own children	1,167	4.47%
2020 Est. Households by Household Size	33,023	
1-person	5,434	16.46%
2-person	11,081	33.56%
3-person	5,775	17.49%
4-person	5,708	17.29%
5-person	2,984	9.04%
6-person	1,233	3.73%
7-or-more-person	807	2.44%
2020 Est. Average Household Size		2.92

Primary Retail Trade Area • Demographic Profile

Firestone, Colorado

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	**33,023**	
Households with 1 or More People under Age 18:	14,405	43.62%
Married-Couple Family	11,204	77.78%
Other Family, Male Householder	1,108	7.69%
Other Family, Female Householder	1,967	13.66%
Nonfamily, Male Householder	93	0.65%
Nonfamily, Female Householder	34	0.24%
Households with No People under Age 18:	**18,617**	**56.38%**
Married-Couple Family	10,431	56.03%
Other Family, Male Householder	564	3.03%
Other Family, Female Householder	849	4.56%
Nonfamily, Male Householder	3,613	19.41%
Nonfamily, Female Householder	3,160	16.97%
2020 Est. Households by Number of Vehicles	**33,023**	
No Vehicles	568	1.72%
1 Vehicle	5,932	17.96%
2 Vehicles	13,629	41.27%
3 Vehicles	8,487	25.70%
4 Vehicles	2,385	7.22%
5 or more Vehicles	2,022	6.12%
2020 Est. Average Number of Vehicles		2.43
Family Households		
2025 Projection	28,519	
2020 Estimate	26,126	
2010 Census	18,952	
2000 Census	10,789	
Growth 2020 - 2025		9.16%
Growth 2010 - 2020		37.85%
Growth 2000 - 2010		75.66%
2020 Est. Families by Poverty Status	**26,126**	
2020 Families at or Above Poverty	25,299	96.84%
2020 Families at or Above Poverty with Children	12,707	48.64%
2020 Families Below Poverty	827	3.17%
2020 Families Below Poverty with Children	537	2.06%
2020 Est. Pop 16+ by Employment Status	**72,565**	
Civilian Labor Force, Employed	49,938	68.82%
Civilian Labor Force, Unemployed	1,787	2.46%
Armed Forces	19	0.03%
Not in Labor Force	20,821	28.69%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	**50,011**	
For-Profit Private Workers	35,500	70.98%
Non-Profit Private Workers	2,960	5.92%
Local Government Workers	974	1.95%
State Government Workers	1,722	3.44%
Federal Government Workers	3,598	7.19%
Self-Employed Workers	5,126	10.25%
Unpaid Family Workers	130	0.26%
2020 Est. Civ. Employed Pop 16+ by Occupation	**50,011**	
Architect/Engineer	1,308	2.62%
Arts/Entertainment/Sports	692	1.38%
Building Grounds Maintenance	2,149	4.30%
Business/Financial Operations	2,089	4.18%
Community/Social Services	469	0.94%
Computer/Mathematical	2,007	4.01%
Construction/Extraction	3,382	6.76%
Education/Training/Library	2,567	5.13%
Farming/Fishing/Forestry	471	0.94%
Food Prep/Serving	2,448	4.90%
Health Practitioner/Technician	2,324	4.65%
Healthcare Support	1,449	2.90%
Maintenance Repair	2,282	4.56%
Legal	200	0.40%
Life/Physical/Social Science	484	0.97%
Management	6,135	12.27%
Office/Admin. Support	5,854	11.71%
Production	2,711	5.42%
Protective Services	932	1.86%
Sales/Related	4,890	9.78%
Personal Care/Service	1,504	3.01%
Transportation/Moving	3,664	7.33%
2020 Est. Pop 16+ by Occupation Classification	**50,011**	
White Collar	29,020	58.03%
Blue Collar	12,039	24.07%
Service and Farm	8,952	17.90%
2020 Est. Workers Age 16+ by Transp. to Work	**49,101**	
Drove Alone	39,803	81.06%
Car Pooled	4,373	8.91%
Public Transportation	322	0.66%
Walked	698	1.42%
Bicycle	45	0.09%
Other Means	279	0.57%
Worked at Home	3,582	7.30%

Primary Retail Trade Area • Demographic Profile

Firestone, Colorado

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,603	
15 - 29 Minutes	14,071	
30 - 44 Minutes	13,830	
45 - 59 Minutes	6,146	
60 or more Minutes	5,169	
2020 Est. Avg Travel Time to Work in Minutes		35
2020 Est. Occupied Housing Units by Tenure	33,023	
Owner Occupied	27,070	81.97%
Renter Occupied	5,952	18.02%
2020 Owner Occ. HUs: Avg. Length of Residence		11.33
2020 Renter Occ. HUs: Avg. Length of Residence		5.18
2020 Est. Owner-Occupied Housing Units by Value	**33,023**	
Value Less than $20,000	314	1.16%
Value $20,000 - $39,999	179	0.66%
Value $40,000 - $59,999	290	1.07%
Value $60,000 - $79,999	170	0.63%
Value $80,000 - $99,999	254	0.94%
Value $100,000 - $149,999	549	2.03%
Value $150,000 - $199,999	1,074	3.97%
Value $200,000 - $299,999	4,921	18.18%
Value $300,000 - $399,999	6,537	24.15%
Value $400,000 - $499,999	5,877	21.71%
Value $500,000 - $749,999	4,601	17.00%
Value $750,000 - $999,999	1,635	6.04%
Value $1,000,000 or $1,499,999	415	1.53%
Value $1,500,000 or $1,999,999	152	0.56%
Value $2,000,000+	102	0.38%
2020 Est. Median All Owner-Occupied Housing Value		$388,467

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	29,481	85.28%
1 Unit Attached	715	2.07%
2 Units	338	0.98%
3 or 4 Units	421	1.22%
5 to 19 Units	573	1.66%
20 to 49 Units	98	0.28%
50 or More Units	94	0.27%
Mobile Home or Trailer	2,824	8.17%
Boat, RV, Van, etc.	28	0.08%

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,399	21.40%
Housing Units Built 2010 to 2014	1,617	4.68%
Housing Units Built 2000 to 2009	11,790	34.10%
Housing Units Built 1990 to 1999	4,913	14.21%
Housing Units Built 1980 to 1989	1,582	4.58%
Housing Units Built 1970 to 1979	3,407	9.86%
Housing Units Built 1960 to 1969	1,054	3.05%
Housing Units Built 1950 to 1959	656	1.90%
Housing Units Built 1940 to 1949	405	1.17%
Housing Unit Built 1939 or Earlier	1,748	5.06%
2020 Est. Median Year Structure Built		2003

ACKNOWLEDGMENTS

TheRetailCoach.