

# Complete Demographic Comparison Report



Date: August 5, 2020

5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)    3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)    1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)

## 2019 Demographics:

Q4 2019 Employees	9,203	3,598	975
Q4 2019 Establishments*	1,042	496	149
Total Population	32,362	18,073	7,389
Total Households	11,234	6,107	2,307
Female Population	16,080	8,978	3,718
% Female	49.7%	49.7%	50.3%
Male Population	16,282	9,095	3,671
% Male	50.3%	50.3%	49.7%
Population Density (per Sq. Mi.)	411.42	638.23	2,348.51

## Employed Civilian Population 16+

Total	17,142	9,300	3,642
White Collar	60.8%	61.5%	63.0%
Blue Collar	39.2%	38.5%	37.0%

## Seasonal Population by Quarter:

Q4 2016	249	240	119
Q1 2017	235	226	111
Q2 2017	266	255	127
Q3 2017	272	261	131
Q4 2017	276	265	135
Q1 2018	284	269	136
Q2 2018	290	271	138
Q3 2018	305	287	146
Q4 2018	319	303	154

## Age:

Age 0 - 4	8.0%	9.0%	8.2%
Age 5 - 14	16.6%	17.6%	19.6%
Age 15 - 19	6.3%	6.1%	6.6%
Age 20 - 24	3.9%	3.6%	3.7%
Age 25 - 34	13.8%	14.4%	14.9%
Age 35 - 44	16.6%	17.8%	19.3%
Age 45 - 54	13.7%	13.1%	12.9%
Age 55 - 64	11.4%	10.3%	8.6%
Age 65 - 74	7.1%	6.2%	4.8%
Age 75 - 84	2.2%	1.6%	1.1%

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
Age 85 +	0.5%	0.3%	0.3%
Median Age	35.8	34.6	33.4
<b>Housing Units</b>			
Total Housing Units	11,370	6,217	2,353
Occupied Housing Units	98.8%	98.2%	98.0%
Vacant Housing Units	1.2%	1.8%	2.0%
<b>Housing Units by Tenure</b>			
Total Households in Tenure	11,234	6,107	2,307
Owner Occupied Housing Units	9,559	5,260	2,003
Owner Occupied free and clear	17.2%	14.8%	9.8%
Owner Occupied with a mortgage or loan	82.8%	85.2%	90.2%
Renter Occupied Housing Units	1,675	847	304
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.6%	0.7%	0.8%
Asian	2.4%	2.4%	2.4%
Black	0.8%	1.0%	1.0%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
White	85.6%	86.6%	87.3%
Other	7.2%	5.9%	5.1%
Multi-Race	3.4%	3.4%	3.4%
Hispanic Ethnicity	17.9%	15.9%	16.4%
Not of Hispanic Ethnicity	82.1%	84.1%	83.6%
<b>Race of Hispanics</b>			
Hispanics	5,791	2,869	1,210
American Indian	1.9%	2.3%	2.9%
Asian	0.2%	0.3%	0.7%
Black	0.6%	0.7%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	50.0%	51.4%	55.9%
Other	39.3%	36.8%	30.9%
Multi-Race	8.0%	8.4%	8.9%
<b>Race of Non Hispanics</b>			
Non Hispanics	26,571	15,204	6,179
American Indian	0.3%	0.4%	0.4%
Asian	2.9%	2.8%	2.7%
Black	0.9%	1.0%	1.1%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
White	93.3%	93.2%	93.5%
Other	0.2%	0.1%	0.0%
Multi-Race	2.4%	2.4%	2.4%
<b>Marital Status:</b>			
Age 15 + Population	24,409	13,262	5,336
Divorced	12.7%	12.7%	13.2%
Never Married	23.0%	21.1%	20.8%
Now Married	61.6%	63.8%	63.9%
Now Married - Separated	1.2%	1.1%	1.0%
Widowed	2.8%	2.4%	2.0%
<b>Educational Attainment:</b>			
Total Population Age 25+	21,112	11,520	4,572
Grade K - 8	2.4%	2.1%	1.6%
Grade 9 - 12	4.6%	3.8%	3.0%
High School Graduate	23.5%	22.0%	21.3%
Associates Degree	10.4%	10.3%	10.3%
Bachelor's Degree	23.8%	24.5%	25.2%
Graduate Degree	9.4%	10.5%	11.3%
Some College, No Degree	25.7%	26.6%	27.1%
No Schooling Completed	0.3%	0.2%	0.2%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	3.4%	3.7%	2.4%
Income \$ 10,000 - \$14,999	1.7%	1.3%	1.0%
Income \$ 15,000 - \$24,999	4.5%	4.2%	3.5%
Income \$ 25,000 - \$34,999	4.2%	2.9%	2.5%
Income \$ 35,000 - \$49,999	9.9%	10.2%	9.1%
Income \$ 50,000 - \$74,999	21.1%	20.4%	20.3%
Income \$ 75,000 - \$99,999	19.6%	20.0%	21.1%
Income \$100,000 - \$124,999	14.0%	15.2%	16.3%
Income \$125,000 - \$149,999	6.5%	6.6%	6.9%
Income \$150,000 +	15.1%	15.7%	16.8%
Average Household Income	\$98,456	\$97,941	\$102,676
Median Household Income	\$81,235	\$83,757	\$87,721
Per Capita Income	\$34,184	\$33,096	\$32,053
<b>Poverty: Status of Families by Family Type/Presence of Children 18 Yrs and Under</b>			
Total Families (Family Households)	8,571	4,785	1,871
Husband-Wife Family, Own Children, Below Poverty	148	110	31

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
Husband-Wife Family, No Own Children, Below Poverty	32	11	2
Male Householder, Own Children, Below Poverty	23	8	2
Male Householder, No Own Children, Below Poverty	5	0	0
Female Householder, Own Children, Below Poverty	205	138	44
Female Householder, No Own Children, Below Poverty	18	5	1
Husband-Wife Family, Own Children, At/Above Poverty	3,483	2,124	924
Husband-Wife Family, No Own Children, At/Above Poverty	3,495	1,815	639
Male Householder, Own Children, At/Above Poverty	261	141	63
Male Householder, No Own Children, At/Above Poverty	200	97	32
Female Householder, Own Children, At/Above Poverty	357	170	72
Female Householder, No Own Children, At/Above Poverty	344	166	61

#### Poverty: Popn, Ratio of Income to Poverty Level

Total Population for whom poverty status is determined	32,362	18,073	7,389
Less Than .50	858	610	152
.50 - .99	621	345	109
1.00 - 1.24	792	450	121
1.25 - 1.49	653	255	110
1.50 - 1.84	1,307	547	195
1.85 - 1.99	949	346	180
2.00+	27,181	15,521	6,523

#### Poverty: Popn by Race

##### By Race

White, Below Poverty Level	1,242	846	211
White, Above Poverty Level	26,455	14,804	6,242
Black, Below Poverty Level	25	16	3
Black, Above Poverty Level	234	161	73
AI/Alaskan Native, Below Poverty Level	12	6	4
AI/Alaskan Native, Above Poverty Level	190	119	52
Asian, Below Poverty Level	14	6	2
Asian, Above Poverty Level	758	430	172

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
NH/PI, Below Poverty Level	1	0	0
NH/PI, Above Poverty Level	17	8	0
Some Other Race, Below Poverty Level	110	50	31
Some Other Race, Above Poverty Level	2,209	1,018	346
2+ Races, Below Poverty Level	76	30	10
2+ Races, Above Poverty Level	1,021	578	243

**Poverty: Popn by Ethnicity**

**Hispanic/Latino**

Hispanic/Latino, Below Poverty Level	373	199	88
Hispanic/Latino, Above Poverty Level	5,418	2,670	1,122
Non-Hispanic/Latino, Below Poverty Level	1,106	755	173
Non-Hispanic/Latino, Above Poverty Level	25,465	14,449	6,006

**Non-Hispanic/Latino by Race**

White, Below Poverty Level	1,009	717	170
White, Above Poverty Level	23,789	13,458	5,607
Other than White, Below Poverty Level	470	238	92
Other than White, Above Poverty Level	7,093	3,661	1,521

**Vehicles Available**

0 Vehicles Available	1.3%	1.2%	0.9%
1 Vehicle Available	17.3%	15.9%	14.5%
2+ Vehicles Available	81.4%	82.9%	84.6%
Average Vehicles Per Household	2.43	2.39	2.39
Total Vehicles Available	27,323	14,601	5,524

**2024 Demographics:**

Total Population	37,617	21,353	8,563
Total Households	13,110	7,235	2,672
Female Population	18,673	10,590	4,331
% Female	49.6%	49.6%	50.6%
Male Population	18,944	10,764	4,232
% Male	50.4%	50.4%	49.4%

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
Population Density (per Sq. Mi.)	478.22	754.06	2,721.65
<b>Employed Civilian Population 16+</b>			
Total	19,187	10,592	4,100
% White Collar	60.7%	61.4%	63.0%
% Blue Collar	39.3%	38.6%	37.0%
<b>Age:</b>			
Age 0 - 4	7.6%	8.5%	7.7%
Age 5 - 14	15.8%	16.9%	18.2%
Age 15 - 19	6.6%	6.5%	7.2%
Age 20 - 24	4.5%	4.1%	4.3%
Age 25 - 34	12.4%	12.7%	13.2%
Age 35 - 44	16.9%	18.2%	19.6%
Age 45 - 54	13.4%	13.0%	13.3%
Age 55 - 64	10.9%	9.8%	8.4%
Age 65 - 74	8.3%	7.5%	5.8%
Age 75 - 84	3.1%	2.4%	1.9%
Age 85 +	0.6%	0.4%	0.3%
Median Age	36.9	35.8	34.7
<b>Housing Units</b>			
Total Housing Units	13,295	7,389	2,736
Occupied Housing Units	98.6%	97.9%	97.7%
Vacant Housing Units	1.4%	2.1%	2.4%
<b>Housing Units by Tenure</b>			
Total Households in Tenure	13,110	7,235	2,672
Owner Occupied Housing Units	11,116	6,196	2,304
Owner Occupied free and clear	17.6%	15.2%	10.4%
Owner Occupied with a mortgage or loan	82.4%	84.8%	89.6%
Renter Occupied Housing Units	1,994	1,039	368
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.6%	0.7%	0.8%
Asian	2.6%	2.6%	2.6%
Black	0.8%	1.0%	1.1%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	84.3%	85.5%	86.0%
Other	7.7%	6.3%	5.7%
Multi-Race	3.9%	3.8%	3.9%
Hispanic Ethnicity	19.2%	17.0%	18.0%

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
Not of Hispanic Ethnicity	80.8%	83.0%	82.0%
<b>Race of Hispanics</b>			
Hispanics	7,213	3,635	1,545
American Indian	1.8%	2.2%	2.7%
Asian	0.2%	0.3%	0.6%
Black	0.5%	0.6%	0.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	50.0%	51.4%	55.5%
Other	39.3%	36.8%	31.5%
Multi-Race	8.2%	8.7%	9.1%
<b>Race of Non Hispanics</b>			
Non Hispanics	30,403	17,719	7,018
American Indian	0.3%	0.4%	0.4%
Asian	3.2%	3.1%	3.0%
Black	0.9%	1.1%	1.1%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
White	92.5%	92.5%	92.7%
Other	0.2%	0.1%	0.0%
Multi-Race	2.8%	2.8%	2.7%
<b>Marital Status:</b>			
Age 15 + Population	28,834	15,931	6,351
Divorced	12.8%	12.8%	13.6%
Never Married	23.4%	21.6%	21.6%
Now Married	61.0%	63.1%	62.6%
Now Married - Separated	1.2%	1.1%	1.0%
Widowed	2.8%	2.5%	2.1%
<b>Educational Attainment:</b>			
Total Population Age 25+	24,653	13,674	5,361
Grade K - 9	2.3%	2.1%	1.7%
Grade 9 - 12	4.4%	3.6%	2.9%
High School Graduate	23.3%	21.9%	21.2%
Associates Degree	10.4%	10.3%	10.2%
Bachelor's Degree	24.0%	24.7%	25.1%
Graduate Degree	9.6%	10.6%	11.4%
Some College, No Degree	25.8%	26.7%	27.3%
No Schooling Completed	0.3%	0.2%	0.2%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	2.5%	2.7%	1.8%
Income \$ 10,000 - \$14,999	1.6%	1.4%	1.1%

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
Income \$ 15,000 - \$24,999	3.7%	3.4%	2.8%
Income \$ 25,000 - \$34,999	3.6%	2.5%	2.2%
Income \$ 35,000 - \$49,999	8.4%	8.5%	7.5%
Income \$ 50,000 - \$74,999	17.0%	16.4%	16.2%
Income \$ 75,000 - \$99,999	20.5%	20.6%	21.4%
Income \$100,000 - \$124,999	16.3%	17.3%	18.2%
Income \$125,000 - \$149,999	8.4%	8.5%	8.9%
Income \$150,000 +	18.1%	18.6%	19.8%
Average Household Income	\$109,531	\$108,524	\$113,437
Median Household Income	\$90,901	\$93,185	\$96,402
Per Capita Income	\$38,178	\$36,772	\$35,393

### Vehicles Available

0 Vehicles Available	1.3%	1.2%	0.9%
1 Vehicle Available	17.3%	15.9%	14.6%
2+ Vehicles Available	81.4%	82.9%	84.5%
Average Vehicles Per Household	2.43	2.39	2.39
Total Vehicles Available	31,846	17,297	6,396

### 2010 Demographics:

Total Population	24,999	13,564	5,763
Total Households	8,480	4,482	1,771
Female Population	12,446	6,747	2,872
% Female	49.8%	49.7%	49.8%
Male Population	12,553	6,817	2,891
% Male	50.2%	50.3%	50.2%
Population Density (per Sq. Mi.)	317.81	479.00	1,831.62

### Employed Civilian Population 16+

Total	12,146	6,362	2,565
% White Collar	61.1%	60.8%	61.8%
% Blue Collar	38.9%	39.2%	38.2%

### Age:

Age 0 - 4	9.1%	10.0%	10.5%
Age 5 - 14	17.4%	18.4%	20.2%
Age 15 - 19	6.2%	5.9%	6.1%
Age 20 - 24	3.8%	3.5%	3.4%
Age 25 - 34	14.7%	15.8%	16.1%
Age 35 - 44	17.3%	18.2%	19.5%
Age 45 - 54	14.0%	12.8%	11.9%



	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
Age 55 - 64	10.5%	9.8%	7.9%
Age 65 - 74	5.0%	4.1%	3.2%
Age 75 - 84	1.7%	1.2%	0.8%
Age 85 +	0.5%	0.4%	0.2%
Median Age	34.3	33.1	31.7
<b>Housing Units</b>			
Total Housing Units	8,954	4,747	1,873
Occupied Housing Units	94.7%	94.4%	94.6%
Vacant Housing Units	5.3%	5.6%	5.5%
<b>Housing Units by Tenure</b>			
Total Households in Tenure	8,480	4,482	1,771
Owner Occupied Housing Units	7,378	3,962	1,576
Owner Occupied free and clear	13.0%	10.9%	6.3%
Owner Occupied with a mortgage or loan	87.0%	89.1%	93.7%
Renter Occupied Housing Units	1,102	520	195
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.7%	0.8%	0.8%
Asian	1.8%	1.8%	1.7%
Black	0.6%	0.8%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	87.2%	88.0%	89.1%
Other	6.7%	5.6%	4.5%
Multi-Race	3.0%	3.1%	3.2%
Hispanic Ethnicity	16.6%	14.9%	14.6%
Not of Hispanic Ethnicity	83.4%	85.1%	85.4%
<b>Race of Hispanics</b>			
Hispanics	4,161	2,028	839
American Indian	2.0%	2.5%	3.0%
Asian	0.2%	0.3%	0.6%
Black	0.7%	0.8%	0.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	49.8%	50.5%	55.3%
Other	39.1%	36.9%	30.4%
Multi-Race	8.2%	9.0%	9.8%
<b>Race of Non Hispanics</b>			

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
Non Hispanics	20,838	11,536	4,924
American Indian	0.4%	0.5%	0.4%
Asian	2.1%	2.1%	1.9%
Black	0.6%	0.7%	0.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	94.7%	94.6%	94.8%
Other	0.2%	0.1%	0.1%
Multi-Race	2.0%	2.0%	2.0%
<b>Marital Status:</b>			
Age 15 + Population	18,380	9,711	3,992
Divorced	13.6%	13.7%	14.3%
Never Married	23.1%	23.4%	21.4%
Now Married	60.8%	60.9%	62.3%
Now Married - Separated	2.8%	2.8%	2.4%
Widowed	2.5%	2.0%	1.9%
<b>Educational Attainment:</b>			
Total Population Age 25+	15,874	8,445	3,443
Grade K - 8	3.9%	3.2%	2.2%
Grade 9 - 12	6.3%	5.4%	5.0%
High School Graduate	25.2%	24.2%	24.4%
Associates Degree	10.2%	10.4%	10.4%
Bachelor's Degree	21.0%	21.8%	24.0%
Graduate Degree	7.7%	8.7%	8.7%
Some College, No Degree	25.5%	26.2%	25.2%
No Schooling Completed	0.2%	0.1%	0.1%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	3.4%	3.8%	2.3%
Income \$ 10,000 - \$14,999	1.7%	1.3%	1.3%
Income \$ 15,000 - \$24,999	5.4%	5.3%	5.6%
Income \$ 25,000 - \$34,999	5.0%	3.8%	3.4%
Income \$ 35,000 - \$49,999	12.1%	12.0%	10.7%
Income \$ 50,000 - \$74,999	23.4%	23.1%	22.4%
Income \$ 75,000 - \$99,999	20.7%	21.1%	23.0%
Income \$100,000 - \$124,999	12.9%	13.7%	15.5%
Income \$125,000 - \$149,999	5.6%	5.3%	5.9%
Income \$150,000 +	9.8%	10.5%	10.0%
Average Household Income	\$87,785	\$87,956	\$89,552
Median Household Income	\$73,911	\$75,720	\$79,443
Per Capita Income	\$29,787	\$29,064	\$27,518

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
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### Vehicles Available

0 Vehicles Available	1.4%	1.2%	0.8%
1 Vehicle Available	18.1%	16.8%	15.6%
2+ Vehicles Available	80.5%	82.0%	83.6%
Average Vehicles Per Household	2.44	2.38	2.38
Total Vehicles Available	20,667	10,668	4,222

### 2000 Census Demographics:

Total Population	9,457	2,161	329
Total Households	3,222	768	108
Female Population	4,664	1,073	160
% Female	49.3%	49.7%	48.7%
Male Population	4,793	1,088	169
% Male	50.7%	50.3%	51.3%

### Employed Civilian Population 16+

Total	5,002	1,167	163
% White Collar	54.6%	53.1%	53.5%
% Blue Collar	45.4%	46.9%	46.5%

### Age:

Age 0 - 4	8.2%	8.0%	9.4%
Age 5 - 14	17.3%	14.9%	13.5%
Age 15 - 19	6.3%	5.6%	4.3%
Age 20 - 24	5.1%	5.9%	6.1%
Age 25 - 34	16.0%	17.0%	17.8%
Age 35 - 44	18.1%	17.4%	18.2%
Age 45 - 54	14.1%	14.8%	16.3%
Age 55 - 64	8.8%	10.3%	9.9%
Age 65 - 74	3.9%	4.6%	4.0%
Age 75 - 84	1.4%	1.1%	0.4%
Age 85 +	0.7%	0.3%	0.2%
Median Age	33.4	34.2	34.4

### Housing Units

Total Housing Units	3,390	829	117
Owner Occupied Housing Units	82.2%	81.7%	82.5%
Renter Occupied Housing Units	12.8%	11.0%	9.9%
Vacant Housing Units	5.0%	7.3%	7.6%

### Race and Ethnicity

American Indian, Eskimo, Aleut	1.0%	0.4%	0.2%
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	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
Asian	0.4%	0.7%	0.8%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.1%	0.0%	0.0%
White	86.5%	86.6%	86.1%
Other	9.5%	10.0%	10.7%
Two or More Races	2.4%	2.4%	2.2%
Hispanic Ethnicity	20.9%	16.6%	16.2%
Not of Hispanic Ethnicity	79.1%	83.4%	83.8%
<b>Marital Status:</b>			
Age 15 + Population	7,042	1,667	254
Divorced	10.7%	13.6%	14.8%
Never Married	19.3%	18.1%	18.0%
Now Married	64.0%	61.8%	60.1%
Separated	2.3%	1.8%	1.2%
Widowed	3.2%	3.0%	2.6%
<b>Educational Attainment:</b>			
Total Population Age 25+	5,926	1,381	208
Grade K - 8	4.4%	4.7%	5.5%
Grade 9 - 11, No diploma	10.4%	9.1%	8.4%
High School Graduate	30.7%	29.3%	29.2%
Associates Degree	8.0%	8.4%	9.2%
Bachelor's Degree	13.6%	16.1%	17.3%
Graduate Degree	5.0%	5.4%	3.8%
Some College, No Degree	26.4%	25.9%	25.3%
No Schooling Completed	1.5%	1.1%	1.2%
Public School Enrollment	89.6%	85.0%	86.8%
Private School Enrollment	10.4%	15.0%	13.2%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	3.7%	1.6%	1.7%
Income \$ 10,000 - \$14,999	3.7%	5.3%	5.2%
Income \$ 15,000 - \$24,999	8.0%	6.4%	5.6%
Income \$ 25,000 - \$34,999	8.8%	8.8%	8.3%
Income \$ 35,000 - \$49,999	18.2%	22.0%	21.5%
Income \$ 50,000 - \$74,999	25.0%	23.4%	23.5%
Income \$ 75,000 - \$99,999	17.1%	15.8%	15.3%
Income \$100,000 - \$124,999	5.8%	6.3%	6.2%
Income \$125,000 - \$149,999	3.4%	3.7%	3.4%
Income \$150,000 - \$199,999	3.4%	3.4%	3.1%
Income \$200,000 or More	2.4%	2.7%	2.1%

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
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Average Household Income	\$67,801	\$68,975	\$67,345
Median Household Income	\$56,798	\$55,368	\$55,663
Per Capita Income	\$23,098	\$24,520	\$22,152

### Vehicles Available

0 Vehicles Available	2.8%	2.3%	2.4%
1 Vehicle Available	18.9%	16.7%	16.8%
2 Vehicles Available	41.0%	42.4%	41.9%
3+ Vehicles Available	37.3%	38.6%	38.9%
Average Vehicles Per Household	2.20	2.20	2.10
Total Vehicles Available	7,414	1,788	249

### Population Trend

2000	9,457	2,161	329
2010	24,999	13,564	5,763
Change 2000 to 2010	164.4%	527.7%	1,651.1%
2019	32,362	18,073	7,389
2024	37,617	21,353	8,563
Change 2019 to 2024	16.2%	18.1%	15.9%

### Household Trend

2000	3,222	768	108
2010	8,480	4,482	1,771
Change 2000 to 2010	248.7%	694.9%	2,030.8%
2019	11,234	6,107	2,307
2024	13,110	7,235	2,672
Change 2019 to 2024	16.7%	18.5%	15.8%

### Average Household Size Trend

2000	2.9	2.8	3.0
2010	3.0	3.0	3.2
Change 2000 to 2010	0.7%	9.8%	8.3%
2019	2.9	3.0	3.1
2024	2.9	3.0	3.1
Change 2019 to 2024	-0.4%	-0.3%	-0.3%

### Median Age Trend

2000	33.4	34.2	34.4
2010	34.3	33.1	31.7
2019	35.8	34.6	33.4
2024	36.9	35.8	34.7

### Housing Units Trend

#### Total Housing Units

Change 2000 to 2010	164.2%	472.6%	1,498.7%
Change 2019 to 2024	16.9%	18.9%	16.3%

#### Owner Occupied Housing Units

Change 2000 to 2010	164.8%	484.9%	1,531.3%
Change 2019 to 2024	16.3%	17.8%	15.0%

#### Renter Occupied Housing Units

Change 2000 to 2010	153.5%	471.9%	1,573.4%
Change 2019 to 2024	19.1%	22.7%	21.3%

#### Vacant Housing Units

Change 2000 to 2010	181.9%	336.0%	1,047.6%
Change 2019 to 2024	36.0%	40.1%	38.7%

### Race and Ethnicity Trend

#### American Indian, Eskimo, Aleut

Change 2000 to 2010	84.2%	1,162.3%	8,505.5%
Change 2019 to 2024	14.3%	15.7%	17.4%

#### Asian and Native Hawaiian/Other Pacific Islander

Change 2000 to 2010	1,010.4%	1,574.2%	3,928.1%
Change 2019 to 2024	28.4%	28.9%	28.1%

#### Black

Change 2000 to 2010	1,099.1%	41,575.1%	N/A%
Change 2019 to 2024	21.4%	22.1%	20.3%

#### White

Change 2000 to 2010	166.6%	537.7%	1,711.0%
Change 2019 to 2024	14.5%	16.6%	14.1%

#### Other

Change 2000 to 2010	84.4%	254.0%	631.6%
Change 2019 to 2024	24.3%	26.3%	29.8%

#### Two or More Races

Change 2000 to 2010	229.1%	705.3%	2,377.9%
Change 2019 to 2024	32.2%	34.3%	31.5%

#### Hispanic Ethnicity

Change 2000 to 2010	110.9%	464.9%	1,473.9%
Change 2019 to 2024	24.6%	26.7%	27.7%

#### Not of Hispanic Ethnicity

Change 2000 to 2010	178.4%	540.1%	1,685.3%
Change 2019 to 2024	14.4%	16.5%	13.6%

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5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)   3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)   1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)

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\*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

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
<b>2019 Population &amp; Household Overview</b>			
Population	32,362	18,073	7,389
Household Population	32,349	18,072	7,389
Family Population	89.3%	90.4%	91.7%
Non-family Population	10.7%	9.6%	8.3%
Group Quarters Population	13	1	0
Households	11,234	6,107	2,307
Family Households	81.5%	82.3%	82.7%
Non-family Households	18.5%	17.7%	17.3%
<b>2019 Daytime Population</b>			
Total Daytime Population	25,991	11,219	4,273
Population aged 16 and under (Children)	7,939	3,934	1,812
Daytime Population Age 16+	18,052	7,286	2,461
Civilian 16+, at Workplace	12,132	4,470	1,449
Civilian 16+, Unemployed	447	282	94
Civilian 16+, Work at home	1,384	702	248
Homemakers Age 16+	2,881	1,543	660
Retired population Age 65+	2,283	1,055	309
Student popn: Pre-kindergarten to 8th	5,101	2,933	1,462
Student popn: 9th grade-12th grade	2,012	56	0
Student popn: Post-secondary students	1,217	769	312



# Consumer Expenditure Comparison Report



Date: August 5, 2020

5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)      3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)      1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)

## 2019 Consumer Expenditures (Average Household Annual Expenditures):

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
Total Households	11,234	6,107	2,307
Median Household Income	\$81,235	\$83,757	\$87,721
Total Average Household Expenditure	\$90,131	\$92,202	\$95,646
Airline Fares	\$859.12	\$921.94	\$1,009.97
Alcoholic beverages purchased on trips	\$98.86	\$99.84	\$101.62
Alimony Expenditures	\$21.26	\$21.80	\$23.06
Alteration, Repair and Tailoring of Apparel and Accessories	\$5.39	\$5.18	\$5.06
Apparel and Services for Children Under 2	\$100.23	\$103.75	\$109.64
Apparel Laundry and Dry Cleaning not coin-operated	\$68.56	\$69.58	\$70.10
Books thru book clubs	\$1.62	\$1.76	\$1.95
Books not thru book clubs	\$69.26	\$70.56	\$75.84
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,256.12	\$2,153.59	\$2,083.08
CDs, Records, Audio Tapes	\$8.21	\$8.28	\$8.57
Cellular Phone Service	\$1,528.13	\$1,564.90	\$1,631.54
Child Support Expenditures	\$77.25	\$82.26	\$88.60
College Tuition	\$899.62	\$888.09	\$898.05
Computers and Computer Hardware for nonbusiness use	\$183.00	\$188.03	\$193.94
Computer information services	\$605.49	\$611.90	\$625.61
Coolant, brake fluid, transmission fluid, and other additives	\$7.11	\$7.61	\$7.92
Cosmetics, perfume, bath preparations	\$218.84	\$221.29	\$227.36
Deodorants, feminine hygiene, miscellaneous personal care	\$38.02	\$38.53	\$40.62
Electricity	\$1,442.33	\$1,441.12	\$1,456.98
Fees for Recreational Lessons	\$295.19	\$313.39	\$339.96
Finance Charges Excluding Mortgage And Vehicle	\$348.19	\$355.58	\$368.62
Floor Coverings, Nonpermanent	\$36.81	\$37.55	\$37.71
Food or Board at School	\$35.11	\$35.56	\$36.20
Food on out-of-town trips	\$646.96	\$657.25	\$667.92
Funeral Expenses	\$95.90	\$87.32	\$77.56
Furniture	\$1,207.72	\$1,292.89	\$1,390.75

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
Gasoline And Motor Oil	\$2,949.89	\$3,075.13	\$3,268.30
Girls' Active Sportswear	\$28.02	\$29.23	\$31.63
Hair Care Products	\$93.06	\$92.96	\$97.13
Hospital Room and Services	\$278.50	\$291.38	\$307.53
Health Care Insurance	\$1,409.44	\$1,474.89	\$1,590.63
Health Maintenance Organization (not BCBS)	\$1,218.51	\$1,266.03	\$1,360.73
Housekeeping Services	\$265.97	\$264.19	\$260.98
Household Textiles	\$136.95	\$137.60	\$135.27
Intracity Bus Fares	\$12.16	\$12.32	\$12.25
Intracity Mass Transit Fares	\$52.28	\$54.37	\$56.22
Jewelry	\$73.37	\$72.70	\$75.36
Legal fees	\$275.80	\$259.89	\$233.13
Life and Other Personal Insurance	\$384.88	\$389.22	\$388.01
Maintenance and Repair Services	\$2,390.09	\$2,412.67	\$2,451.44
Medical equipment for general use	\$9.40	\$9.61	\$9.71
Men's Suits	\$32.66	\$33.39	\$34.61
Miscellaneous fees	\$4.53	\$4.15	\$3.75
Mortgage interest and charges owned dwellings	\$6,074.62	\$6,404.34	\$6,962.37
Mortgage interest and charges owned vacation homes	\$236.75	\$241.48	\$256.90
Natural Gas	\$454.93	\$460.31	\$475.45
New Cars	\$997.18	\$1,026.97	\$1,051.67
New Trucks	\$2,017.82	\$2,126.72	\$2,267.15
New Motorcycle	\$62.63	\$65.43	\$68.81
Oral Hygiene Products, Articles	\$34.82	\$35.13	\$36.03
Other Household Products	\$831.81	\$843.58	\$878.34
Other Home Services	\$35.68	\$35.36	\$35.11
Other Tobacco Products	\$308.73	\$312.91	\$312.28
Personal Care Services	\$877.08	\$886.89	\$905.20
Pet Purchase, Supplies, Medicine	\$270.49	\$280.15	\$294.15
Photo Processing	\$5.77	\$6.13	\$6.55
Portable Heating and Cooling Equipment	\$19.62	\$20.86	\$21.98
Property taxes owned dwellings	\$1,925.42	\$1,891.12	\$1,868.04
Property taxes owned vacation homes	\$119.75	\$110.38	\$104.15
Rent	\$5,253.56	\$5,360.80	\$5,546.65
Satellite Dishes	\$1.09	\$1.05	\$1.02
Shaving Needs	\$15.24	\$15.67	\$16.33
Small Electric Kitchen Appliances	\$75.88	\$78.92	\$83.17
Residential Telephone Including VOIP	\$182.31	\$174.40	\$166.95
Televisions	\$93.48	\$94.38	\$94.92
Tobacco Products and Smoking supplies	\$308.73	\$312.91	\$312.28
Tolls or Electronic Toll Passes	\$63.28	\$69.22	\$76.81

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
Toys, Games, Arts and Crafts, and Tricycles	\$212.09	\$224.24	\$242.23
Used Cars	\$1,099.59	\$1,134.04	\$1,193.26
Used Trucks	\$2,246.26	\$2,381.05	\$2,603.29
VCR's and Video Disc Players	\$5.09	\$5.08	\$5.01
Vehicle Insurance	\$1,074.84	\$1,111.06	\$1,145.86
Vehicle Inspection	\$14.83	\$15.37	\$16.02
Video Game Hardware And Software	\$138.43	\$141.53	\$146.55
Watches	\$20.57	\$20.94	\$21.81
Women's Suits	\$3.70	\$3.70	\$3.73

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
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<b>2024 Consumer Expenditures (Average Household Annual Expenditures):</b>			
Total Households	13,110	7,235	2,672
Median Household Income	\$90,901	\$93,185	\$96,402
Total Average Household Expenditure	\$103,438	\$105,428	\$108,610
Airline Fares	\$1,051.74	\$1,120.95	\$1,208.87
Alcoholic beverages purchased on trips	\$101.32	\$99.85	\$99.14
Alimony Expenditures	\$23.77	\$24.53	\$26.26
Alteration, Repair and Tailoring of Apparel and Accessories	\$6.03	\$5.80	\$5.60
Apparel and Services for Children Under 2	\$103.36	\$106.09	\$110.63
Apparel Laundry and Dry Cleaning not coin-operated	\$76.13	\$77.79	\$77.58
Books thru book clubs	\$1.63	\$1.75	\$1.90
Books not thru book clubs	\$72.76	\$73.59	\$77.97
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,594.89	\$2,460.73	\$2,353.58
CDs, Records, Audio Tapes	\$9.12	\$9.22	\$9.55
Cellular Phone Service	\$1,737.68	\$1,775.16	\$1,840.59
Child Support Expenditures	\$80.88	\$86.11	\$91.98
College Tuition	\$1,238.62	\$1,220.49	\$1,247.07
Computers and Computer Hardware for nonbusiness use	\$203.19	\$207.92	\$211.07
Computer information services	\$629.11	\$632.94	\$643.83

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
Coolant, brake fluid, transmission fluid, and other additives	\$7.60	\$8.19	\$8.60
Cosmetics, perfume, bath preparations	\$239.63	\$243.27	\$250.89
Deodorants, feminine hygiene, miscellaneous personal care	\$41.39	\$41.92	\$43.91
Electricity	\$1,563.88	\$1,554.16	\$1,560.63
Fees for Recreational Lessons	\$311.61	\$329.92	\$358.47
Finance Charges Excluding Mortgage And Vehicle	\$356.80	\$363.83	\$370.41
Floor Coverings, Nonpermanent	\$41.26	\$41.44	\$41.25
Food or Board at School	\$37.96	\$38.23	\$39.40
Food on out-of-town trips	\$704.32	\$712.15	\$720.34
Funeral Expenses	\$109.37	\$98.02	\$85.76
Furniture	\$1,349.44	\$1,424.42	\$1,513.63
Gasoline And Motor Oil	\$3,077.44	\$3,190.37	\$3,356.90
Girls' Active Sportswear	\$30.79	\$32.43	\$35.23
Hair Care Products	\$103.22	\$104.33	\$110.47
Hospital Room and Services	\$381.31	\$393.14	\$412.90
Health Care Insurance	\$1,964.77	\$2,055.77	\$2,232.16
Health Maintenance Organization (not BCBS)	\$1,700.61	\$1,761.69	\$1,892.04
Housekeeping Services	\$303.41	\$298.11	\$288.98
Household Textiles	\$158.31	\$159.38	\$155.94
Intracity Bus Fares	\$13.80	\$13.88	\$13.69
Intracity Mass Transit Fares	\$52.48	\$54.32	\$56.35
Jewelry	\$81.42	\$78.89	\$80.07
Legal fees	\$321.40	\$300.15	\$259.49
Life and Other Personal Insurance	\$459.50	\$461.13	\$451.18
Maintenance and Repair Services	\$2,390.09	\$2,412.67	\$2,451.44
Medical equipment for general use	\$13.39	\$13.67	\$13.78
Men's Suits	\$35.91	\$36.59	\$38.25
Miscellaneous fees	\$5.25	\$4.67	\$4.09
Mortgage interest and charges owned dwellings	\$6,558.15	\$6,932.58	\$7,512.01
Mortgage interest and charges owned vacation homes	\$264.24	\$272.26	\$294.05
Natural Gas	\$497.19	\$502.67	\$517.38
New Cars	\$1,212.93	\$1,243.40	\$1,261.10
New Trucks	\$2,430.29	\$2,560.10	\$2,694.16
New Motorcycle	\$73.73	\$77.38	\$78.42
Oral Hygiene Products, Articles	\$37.86	\$38.29	\$39.37
Other Household Products	\$958.01	\$975.63	\$1,016.42
Other Home Services	\$39.64	\$39.20	\$38.59
Other Tobacco Products	\$375.35	\$381.18	\$380.99

	5 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	3 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)	1 Miles: Firestone and Colorado Blvds, Firestone, CO (Custom)
Personal Care Services	\$945.08	\$953.12	\$972.19
Pet Purchase, Supplies, Medicine	\$283.94	\$293.86	\$305.61
Photo Processing	\$6.45	\$6.76	\$7.11
Portable Heating and Cooling Equipment	\$21.80	\$23.22	\$24.54
Property taxes owned dwellings	\$2,132.21	\$2,088.29	\$2,048.74
Property taxes owned vacation homes	\$142.25	\$131.21	\$123.90
Rent	\$5,657.11	\$5,721.83	\$5,892.20
Satellite Dishes	\$1.24	\$1.20	\$1.12
Shaving Needs	\$15.99	\$16.51	\$17.18
Small Electric Kitchen Appliances	\$83.55	\$86.23	\$90.28
Televisions	\$121.17	\$122.07	\$121.90
Tobacco Products and Smoking supplies	\$375.35	\$381.18	\$380.99
Tolls or Electronic Toll Passes	\$74.60	\$80.80	\$88.60
Toys, Games, Arts and Crafts, and Tricycles	\$248.67	\$261.24	\$275.75
Used Cars	\$1,309.71	\$1,347.81	\$1,403.76
Used Trucks	\$2,690.76	\$2,843.28	\$3,079.26
VCR's and Video Disc Players	\$5.41	\$5.39	\$5.32
Vehicle Insurance	\$1,220.33	\$1,258.03	\$1,288.45
Vehicle Inspection	\$17.45	\$18.00	\$18.65
Video Game Hardware And Software	\$151.19	\$151.74	\$155.22
Watches	\$20.74	\$21.19	\$22.07
Women's Suits	\$4.13	\$4.12	\$4.16

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