

Complete Demographic Comparison Report



Date: August 6, 2020

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
2019 Demographics:			
Q4 2019 Employees	67,170	6,748	1,316
Q4 2019 Establishments*	7,479	738	111
Total Population	178,822	17,531	478
Total Households	66,434	6,010	196
Female Population	89,476	8,782	244
% Female	50.0%	50.1%	51.1%
Male Population	89,345	8,748	234
% Male	50.0%	49.9%	49.0%
Population Density (per Sq. Mi.)	449.67	264.99	47.73
Employed Civilian Population 16+			
Total	101,981	9,152	288
White Collar	60.6%	62.0%	66.1%
Blue Collar	39.4%	38.0%	33.9%
Seasonal Population by Quarter:			
Q4 2016	536	232	8
Q1 2017	592	219	8
Q2 2017	622	249	10
Q3 2017	696	256	10
Q4 2017	767	263	10
Q1 2018	689	271	10
Q2 2018	759	279	12
Q3 2018	857	292	12
Q4 2018	897	305	11
Age:			
Age 0 - 4	6.5%	7.2%	3.0%
Age 5 - 14	14.6%	17.2%	12.0%
Age 15 - 19	6.3%	6.9%	6.5%
Age 20 - 24	5.4%	3.9%	3.7%
Age 25 - 34	13.4%	13.2%	8.1%
Age 35 - 44	14.0%	15.9%	9.7%
Age 45 - 54	13.4%	14.1%	19.7%
Age 55 - 64	12.5%	11.6%	17.6%
Age 65 - 74	8.8%	7.4%	14.8%
Age 75 - 84	3.6%	2.1%	4.0%

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
Age 85 +	1.4%	0.5%	1.0%
Median Age	37.6	36.0	48.7
Housing Units			
Total Housing Units	67,567	6,152	212
Occupied Housing Units	98.3%	97.7%	92.3%
Vacant Housing Units	1.7%	2.3%	7.8%
Housing Units by Tenure			
Total Households in Tenure	66,434	6,010	196
Owner Occupied Housing Units	48,046	5,087	164
Owner Occupied free and clear	23.8%	19.5%	39.0%
Owner Occupied with a mortgage or loan	76.2%	80.5%	61.0%
Renter Occupied Housing Units	18,388	923	32
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.9%	0.7%	0.3%
Asian	2.2%	2.3%	2.6%
Black	0.8%	0.9%	0.8%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
White	83.7%	85.8%	90.0%
Other	9.2%	7.3%	4.1%
Multi-Race	3.0%	3.0%	2.2%
Hispanic Ethnicity	24.4%	17.7%	11.0%
Not of Hispanic Ethnicity	75.6%	82.3%	89.0%
Race of Hispanics			
Hispanics	43,668	3,095	53
American Indian	1.8%	2.0%	0.8%
Asian	0.3%	0.6%	0.0%
Black	0.6%	0.6%	0.3%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	54.4%	49.4%	57.5%
Other	37.3%	40.6%	37.1%
Multi-Race	5.6%	6.8%	4.3%
Race of Non Hispanics			
Non Hispanics	135,154	14,436	425
American Indian	0.5%	0.4%	0.2%
Asian	2.9%	2.7%	2.9%
Black	0.9%	1.0%	0.9%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
White	93.2%	93.6%	94.0%
Other	0.2%	0.2%	0.1%
Multi-Race	2.2%	2.2%	1.9%
Marital Status:			
Age 15 + Population	141,101	13,251	406
Divorced	12.5%	13.0%	15.2%
Never Married	26.4%	21.9%	20.5%
Now Married	56.7%	62.2%	59.7%
Now Married - Separated	1.4%	1.1%	0.3%
Widowed	4.4%	2.9%	4.5%
Educational Attainment:			
Total Population Age 25+	120,201	11,345	358
Grade K - 8	3.1%	1.8%	0.9%
Grade 9 - 12	6.0%	4.6%	4.0%
High School Graduate	24.2%	23.3%	25.2%
Associates Degree	8.5%	10.1%	11.5%
Bachelor's Degree	22.7%	22.7%	19.9%
Graduate Degree	11.4%	10.4%	9.5%
Some College, No Degree	23.2%	26.7%	28.9%
No Schooling Completed	1.0%	0.4%	0.1%
Household Income:			
Income \$ 0 - \$9,999	4.1%	3.2%	8.1%
Income \$ 10,000 - \$14,999	3.3%	1.9%	1.8%
Income \$ 15,000 - \$24,999	6.6%	4.6%	4.0%
Income \$ 25,000 - \$34,999	7.2%	4.0%	4.4%
Income \$ 35,000 - \$49,999	11.6%	10.0%	7.6%
Income \$ 50,000 - \$74,999	18.0%	20.1%	19.6%
Income \$ 75,000 - \$99,999	16.4%	18.2%	13.8%
Income \$100,000 - \$124,999	12.0%	13.6%	10.7%
Income \$125,000 - \$149,999	7.0%	6.7%	7.8%
Income \$150,000 +	13.9%	17.8%	22.3%
Average Household Income	\$94,441	\$103,305	\$107,074
Median Household Income	\$73,870	\$83,054	\$82,464
Per Capita Income	\$35,167	\$35,419	\$43,884
Poverty: Status of Families by Family Type/Presence of Children 18 Yrs and Under			
Total Families (Family Households)	47,253	4,645	144
Husband-Wife Family, Own Children, Below Poverty	1,039	83	1

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Husband-Wife Family, No Own Children, Below Poverty	371	18	1
Male Householder, Own Children, Below Poverty	309	14	1
Male Householder, No Own Children, Below Poverty	73	0	0
Female Householder, Own Children, Below Poverty	1,371	128	2
Female Householder, No Own Children, Below Poverty	227	9	0
Husband-Wife Family, Own Children, At/Above Poverty	15,432	1,922	42
Husband-Wife Family, No Own Children, At/Above Poverty	20,627	1,878	78
Male Householder, Own Children, At/Above Poverty	1,571	144	3
Male Householder, No Own Children, At/Above Poverty	1,359	117	7
Female Householder, Own Children, At/Above Poverty	2,375	161	3
Female Householder, No Own Children, At/Above Poverty	2,499	171	6

Poverty: Popn, Ratio of Income to Poverty Level

Total Population for whom poverty status is determined	178,822	17,531	478
Less Than .50	7,237	386	8
.50 - .99	9,266	521	25
1.00 - 1.24	6,504	352	4
1.25 - 1.49	6,443	346	13
1.50 - 1.84	11,343	748	27
1.85 - 1.99	4,157	467	18
2.00+	133,872	14,710	384

Poverty: Popn by Race

By Race

White, Below Poverty Level	11,474	643	27
White, Above Poverty Level	138,258	14,390	403
Black, Below Poverty Level	284	14	0
Black, Above Poverty Level	1,223	143	4
AI/Alaskan Native, Below Poverty Level	323	14	0
AI/Alaskan Native, Above Poverty Level	1,202	102	1
Asian, Below Poverty Level	213	6	0
Asian, Above Poverty Level	3,795	402	12

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
NH/PI, Below Poverty Level	28	4	0
NH/PI, Above Poverty Level	92	10	0
Some Other Race, Below Poverty Level	3,422	171	3
Some Other Race, Above Poverty Level	13,079	1,108	17
2+ Races, Below Poverty Level	758	54	2
2+ Races, Above Poverty Level	4,669	469	8

Poverty: Popn by Ethnicity

Hispanic/Latino

Hispanic/Latino, Below Poverty Level	8,675	407	12
Hispanic/Latino, Above Poverty Level	34,993	2,688	41
Non-Hispanic/Latino, Below Poverty Level	7,828	500	21
Non-Hispanic/Latino, Above Poverty Level	127,326	13,936	404

Non-Hispanic/Latino by Race

White, Below Poverty Level	6,957	440	18
White, Above Poverty Level	119,015	13,065	381
Other than White, Below Poverty Level	9,546	467	15
Other than White, Above Poverty Level	43,304	3,559	63

Vehicles Available

0 Vehicles Available	3.5%	1.4%	1.6%
1 Vehicle Available	24.5%	15.9%	18.3%
2+ Vehicles Available	72.1%	82.8%	80.1%
Average Vehicles Per Household	2.24	2.46	2.45
Total Vehicles Available	148,537	14,769	480

2024 Demographics:

Total Population	199,611	20,299	556
Total Households	74,492	6,985	227
Female Population	99,607	10,181	283
% Female	49.9%	50.2%	50.9%
Male Population	100,004	10,118	273
% Male	50.1%	49.9%	49.1%
Population Density (per Sq. Mi.)	501.95	306.84	55.53

Employed Civilian Population 16+

Total	109,785	10,269	323
% White Collar	60.6%	61.8%	65.3%

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% Blue Collar	39.4%	38.2%	34.7%
Age:			
Age 0 - 4	6.5%	6.8%	2.7%
Age 5 - 14	13.8%	15.8%	10.2%
Age 15 - 19	6.3%	7.5%	7.3%
Age 20 - 24	5.5%	4.7%	4.5%
Age 25 - 34	13.0%	12.0%	8.2%
Age 35 - 44	14.4%	16.2%	9.7%
Age 45 - 54	12.7%	13.6%	16.7%
Age 55 - 64	12.0%	11.2%	17.2%
Age 65 - 74	9.8%	8.5%	15.7%
Age 75 - 84	4.7%	3.2%	6.7%
Age 85 +	1.4%	0.6%	1.2%
Median Age	38.5	37.1	49.9
Housing Units			
Total Housing Units	75,716	7,173	247
Occupied Housing Units	98.4%	97.4%	92.0%
Vacant Housing Units	1.6%	2.6%	8.1%
Housing Units by Tenure			
Total Households in Tenure	74,492	6,985	227
Owner Occupied Housing Units	54,409	5,885	190
Owner Occupied free and clear	24.0%	20.1%	40.0%
Owner Occupied with a mortgage or loan	76.0%	79.9%	60.0%
Renter Occupied Housing Units	20,083	1,100	37
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.8%	0.7%	0.3%
Asian	2.5%	2.6%	2.8%
Black	0.9%	0.9%	0.9%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
White	82.7%	84.4%	89.0%
Other	9.6%	7.9%	4.6%
Multi-Race	3.4%	3.4%	2.4%
Hispanic Ethnicity	25.4%	19.1%	12.1%
Not of Hispanic Ethnicity	74.6%	80.9%	87.9%
Race of Hispanics			
Hispanics	50,644	3,882	67
American Indian	1.7%	1.9%	0.8%

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Asian	0.3%	0.5%	0.0%
Black	0.6%	0.6%	0.4%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	54.0%	49.2%	57.3%
Other	37.5%	40.7%	37.3%
Multi-Race	5.9%	7.1%	4.2%
Race of Non Hispanics			
Non Hispanics	148,967	16,417	489
American Indian	0.5%	0.4%	0.2%
Asian	3.2%	3.0%	3.2%
Black	1.0%	1.0%	1.0%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
White	92.4%	92.7%	93.4%
Other	0.2%	0.1%	0.1%
Multi-Race	2.6%	2.6%	2.2%
Marital Status:			
Age 15 + Population	159,238	15,718	484
Divorced	12.6%	13.4%	15.7%
Never Married	26.6%	22.6%	21.3%
Now Married	56.5%	61.0%	58.2%
Now Married - Separated	1.3%	1.1%	0.3%
Widowed	4.3%	3.0%	4.8%
Educational Attainment:			
Total Population Age 25+	135,635	13,246	419
Grade K - 9	2.9%	1.8%	0.8%
Grade 9 - 12	5.9%	4.5%	3.7%
High School Graduate	24.1%	23.3%	25.3%
Associates Degree	8.6%	10.1%	11.5%
Bachelor's Degree	22.8%	22.7%	20.0%
Graduate Degree	11.5%	10.5%	9.8%
Some College, No Degree	23.3%	26.7%	28.7%
No Schooling Completed	1.0%	0.4%	0.1%
Household Income:			
Income \$ 0 - \$9,999	3.0%	2.4%	5.8%
Income \$ 10,000 - \$14,999	2.9%	1.8%	2.1%
Income \$ 15,000 - \$24,999	5.7%	3.7%	3.4%
Income \$ 25,000 - \$34,999	6.2%	3.5%	3.8%
Income \$ 35,000 - \$49,999	10.3%	8.5%	6.6%
Income \$ 50,000 - \$74,999	15.3%	16.3%	15.9%
Income \$ 75,000 - \$99,999	16.5%	18.8%	14.6%

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
Income \$100,000 - \$124,999	14.4%	15.5%	12.3%
Income \$125,000 - \$149,999	8.7%	8.5%	9.0%
Income \$150,000 +	17.0%	21.0%	26.6%
Average Household Income	\$106,871	\$115,382	\$122,130
Median Household Income	\$85,045	\$93,281	\$96,057
Per Capita Income	\$39,957	\$39,708	\$49,979

Vehicles Available

0 Vehicles Available	3.4%	1.4%	1.5%
1 Vehicle Available	23.8%	15.9%	18.6%
2+ Vehicles Available	72.9%	82.7%	80.0%
Average Vehicles Per Household	2.26	2.46	2.45
Total Vehicles Available	167,995	17,165	556

2010 Demographics:

Total Population	147,413	13,579	366
Total Households	54,278	4,562	147
Female Population	74,109	6,766	184
% Female	50.3%	49.8%	50.2%
Male Population	73,304	6,813	182
% Male	49.7%	50.2%	49.8%
Population Density (per Sq. Mi.)	370.69	205.26	36.56

Employed Civilian Population 16+

Total	73,376	6,496	209
% White Collar	61.5%	62.5%	67.0%
% Blue Collar	38.5%	37.5%	33.0%

Age:

Age 0 - 4	7.5%	8.7%	4.1%
Age 5 - 14	15.5%	18.3%	13.9%
Age 15 - 19	6.6%	6.5%	6.5%
Age 20 - 24	5.1%	3.7%	4.4%
Age 25 - 34	13.4%	13.9%	8.0%
Age 35 - 44	14.7%	16.7%	10.8%
Age 45 - 54	15.1%	14.7%	21.4%
Age 55 - 64	11.6%	10.4%	16.0%
Age 65 - 74	6.2%	5.0%	11.0%
Age 75 - 84	3.0%	1.6%	3.0%
Age 85 +	1.3%	0.5%	0.9%
Median Age	36.3	34.3	46.1

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Housing Units			
Total Housing Units	57,328	4,871	168
Occupied Housing Units	94.7%	93.7%	87.1%
Vacant Housing Units	5.3%	6.3%	12.9%
Housing Units by Tenure			
Total Households in Tenure	54,278	4,562	147
Owner Occupied Housing Units	39,308	3,936	123
Owner Occupied free and clear	19.1%	14.4%	28.5%
Owner Occupied with a mortgage or loan	80.9%	85.6%	71.5%
Renter Occupied Housing Units	14,970	626	23
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.9%	0.7%	0.3%
Asian	1.9%	1.7%	2.2%
Black	0.7%	0.6%	0.5%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
White	84.6%	87.6%	90.2%
Other	9.0%	6.7%	4.5%
Multi-Race	2.8%	2.7%	2.2%
Hispanic Ethnicity	24.0%	16.1%	11.0%
Not of Hispanic Ethnicity	76.0%	83.9%	89.0%
Race of Hispanics			
Hispanics	35,368	2,189	40
American Indian	1.9%	2.1%	0.7%
Asian	0.3%	0.5%	0.0%
Black	0.6%	0.7%	0.2%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	54.6%	49.0%	54.4%
Other	37.1%	40.6%	40.7%
Multi-Race	5.5%	7.2%	4.0%
Race of Non Hispanics			
Non Hispanics	112,045	11,390	326
American Indian	0.6%	0.4%	0.3%
Asian	2.4%	1.9%	2.5%
Black	0.8%	0.6%	0.5%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
White	94.1%	95.0%	94.6%
Other	0.2%	0.1%	0.1%
Multi-Race	1.9%	1.8%	2.0%
Marital Status:			
Age 15 + Population	113,485	9,917	300
Divorced	12.2%	13.8%	14.3%
Never Married	26.7%	20.9%	18.5%
Now Married	57.0%	62.3%	62.2%
Now Married - Separated	2.0%	1.8%	0.4%
Widowed	4.1%	3.0%	5.0%
Educational Attainment:			
Total Population Age 25+	96,359	8,527	260
Grade K - 8	4.2%	2.4%	1.2%
Grade 9 - 12	6.8%	5.9%	6.2%
High School Graduate	25.1%	25.1%	24.6%
Associates Degree	8.1%	10.4%	10.9%
Bachelor's Degree	21.7%	21.1%	19.4%
Graduate Degree	10.0%	8.2%	8.3%
Some College, No Degree	23.5%	26.7%	29.4%
No Schooling Completed	0.6%	0.3%	0.1%
Household Income:			
Income \$ 0 - \$9,999	4.8%	2.9%	1.8%
Income \$ 10,000 - \$14,999	3.9%	2.0%	2.6%
Income \$ 15,000 - \$24,999	8.6%	5.8%	6.0%
Income \$ 25,000 - \$34,999	8.4%	4.8%	5.0%
Income \$ 35,000 - \$49,999	13.7%	11.3%	11.5%
Income \$ 50,000 - \$74,999	20.3%	22.8%	22.1%
Income \$ 75,000 - \$99,999	15.3%	19.8%	15.7%
Income \$100,000 - \$124,999	10.6%	13.6%	12.6%
Income \$125,000 - \$149,999	5.6%	5.8%	7.5%
Income \$150,000 +	8.7%	11.3%	15.2%
Average Household Income	\$80,389	\$90,846	\$99,471
Median Household Income	\$62,101	\$75,543	\$76,329
Per Capita Income	\$29,680	\$30,530	\$39,892
Vehicles Available			
0 Vehicles Available	3.2%	1.3%	1.7%
1 Vehicle Available	26.7%	16.5%	15.9%
2+ Vehicles Available	70.1%	82.2%	82.4%
Average Vehicles Per Household	2.18	2.44	2.56

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
Total Vehicles Available	118,263	11,138	375

2000 Census Demographics:

Total Population	112,255	5,404	539
Total Households	40,712	1,829	193
Female Population	56,062	2,669	267
% Female	49.9%	49.4%	49.6%
Male Population	56,193	2,735	272
% Male	50.1%	50.6%	50.4%

Employed Civilian Population 16+

Total	58,192	2,855	293
% White Collar	61.0%	58.3%	63.2%
% Blue Collar	39.0%	41.7%	36.8%

Age:

Age 0 - 4	7.6%	7.8%	7.4%
Age 5 - 14	16.3%	18.3%	19.8%
Age 15 - 19	7.1%	6.7%	6.3%
Age 20 - 24	6.0%	4.7%	3.7%
Age 25 - 34	14.5%	14.5%	14.2%
Age 35 - 44	17.7%	19.3%	20.8%
Age 45 - 54	13.9%	13.8%	14.0%
Age 55 - 64	8.1%	9.0%	8.4%
Age 65 - 74	4.7%	3.7%	3.1%
Age 75 - 84	2.9%	1.7%	1.7%
Age 85 +	1.1%	0.6%	0.6%
Median Age	34.1	34.0	34.4

Housing Units

Total Housing Units	42,013	1,928	202
Owner Occupied Housing Units	68.7%	80.9%	85.0%
Renter Occupied Housing Units	28.2%	14.0%	10.4%
Vacant Housing Units	3.1%	5.1%	4.6%

Race and Ethnicity

American Indian, Eskimo, Aleut	0.9%	0.7%	0.8%
Asian	1.4%	0.5%	0.4%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.4%	0.0%	0.0%
White	84.1%	89.0%	93.6%
Other	10.9%	8.2%	4.6%

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
Two or More Races	2.3%	1.5%	0.7%
Hispanic Ethnicity	21.7%	16.6%	12.0%
Not of Hispanic Ethnicity	78.3%	83.4%	88.0%
Marital Status:			
Age 15 + Population	85,455	3,991	392
Divorced	10.8%	9.6%	8.7%
Never Married	22.5%	17.9%	16.4%
Now Married	58.2%	66.7%	70.5%
Separated	3.7%	2.5%	2.1%
Widowed	4.8%	2.9%	2.6%
Educational Attainment:			
Total Population Age 25+	70,723	3,356	337
Grade K - 8	5.8%	4.2%	2.3%
Grade 9 - 11, No diploma	8.8%	9.4%	8.6%
High School Graduate	26.6%	29.1%	28.3%
Associates Degree	6.9%	9.0%	9.7%
Bachelor's Degree	17.6%	15.4%	17.1%
Graduate Degree	8.3%	6.1%	7.0%
Some College, No Degree	24.7%	25.1%	25.9%
No Schooling Completed	1.3%	1.9%	1.2%
Public School Enrollment	88.3%	89.2%	87.4%
Private School Enrollment	11.7%	10.8%	12.6%
Household Income:			
Income \$ 0 - \$9,999	5.7%	4.2%	3.5%
Income \$ 10,000 - \$14,999	4.0%	2.3%	0.4%
Income \$ 15,000 - \$24,999	10.3%	7.7%	6.9%
Income \$ 25,000 - \$34,999	11.2%	8.1%	6.3%
Income \$ 35,000 - \$49,999	17.4%	15.1%	10.8%
Income \$ 50,000 - \$74,999	24.2%	24.3%	24.5%
Income \$ 75,000 - \$99,999	13.3%	17.6%	20.6%
Income \$100,000 - \$124,999	6.3%	7.1%	8.9%
Income \$125,000 - \$149,999	3.0%	3.8%	5.4%
Income \$150,000 - \$199,999	2.4%	6.1%	8.9%
Income \$200,000 or More	2.2%	3.4%	4.2%
Average Household Income	\$62,272	\$77,409	\$89,649
Median Household Income	\$51,190	\$62,088	\$72,482
Per Capita Income	\$22,584	\$26,196	\$32,121

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
Vehicles Available			
0 Vehicles Available	4.9%	2.6%	1.7%
1 Vehicle Available	26.8%	18.5%	17.9%
2 Vehicles Available	41.9%	41.9%	43.4%
3+ Vehicles Available	26.4%	37.0%	37.0%
Average Vehicles Per Household	1.90	2.20	2.20
Total Vehicles Available	81,709	4,223	450
Population Trend			
2000	112,255	5,404	539
2010	147,413	13,579	366
Change 2000 to 2010	31.3%	151.3%	-32.1%
2019	178,822	17,531	478
2024	199,611	20,299	556
Change 2019 to 2024	11.6%	15.8%	16.3%
Household Trend			
2000	40,712	1,829	193
2010	54,278	4,562	147
Change 2000 to 2010	63.2%	228.6%	1.4%
2019	66,434	6,010	196
2024	74,492	6,985	227
Change 2019 to 2024	12.1%	16.2%	16.2%
Average Household Size Trend			
2000	2.7	3.0	2.8
2010	2.7	3.0	2.6
Change 2000 to 2010	-1.0%	1.0%	-7.1%
2019	2.7	2.9	2.5
2024	2.7	2.9	2.5
Change 2019 to 2024	-0.4%	-0.5%	-0.8%
Median Age Trend			
2000	34.1	34.0	34.4
2010	36.3	34.3	46.1
2019	37.6	36.0	48.7
2024	38.5	37.1	49.9
Housing Units Trend			
Total Housing Units			
Change 2000 to 2010	36.5%	152.7%	-16.8%

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
Change 2019 to 2024	12.1%	16.6%	16.6%
Owner Occupied Housing Units			
Change 2000 to 2010	36.1%	152.4%	-28.2%
Change 2019 to 2024	13.2%	15.7%	16.0%
Renter Occupied Housing Units			
Change 2000 to 2010	26.5%	132.1%	10.6%
Change 2019 to 2024	9.2%	19.2%	17.2%
Vacant Housing Units			
Change 2000 to 2010	134.4%	212.9%	132.0%
Change 2019 to 2024	8.1%	31.9%	21.1%
Race and Ethnicity Trend			
American Indian, Eskimo, Aleut			
Change 2000 to 2010	27.4%	153.2%	-72.3%
Change 2019 to 2024	9.2%	16.1%	13.6%
Asian and Native Hawaiian/Other Pacific Islander			
Change 2000 to 2010	74.9%	690.5%	319.6%
Change 2019 to 2024	22.7%	27.4%	26.7%
Black			
Change 2000 to 2010	159.0%	6,321.3%	7,116.4%
Change 2019 to 2024	14.5%	22.3%	28.1%
White			
Change 2000 to 2010	32.2%	147.4%	-34.5%
Change 2019 to 2024	10.2%	14.0%	15.1%
Other			
Change 2000 to 2010	8.7%	103.2%	-32.4%
Change 2019 to 2024	16.6%	25.6%	28.3%
Two or More Races			
Change 2000 to 2010	60.9%	340.4%	110.1%
Change 2019 to 2024	26.3%	32.6%	30.4%
Hispanic Ethnicity			
Change 2000 to 2010	44.9%	144.3%	-37.7%
Change 2019 to 2024	16.0%	25.4%	27.6%
Not of Hispanic Ethnicity			
Change 2000 to 2010	27.5%	152.6%	-31.3%
Change 2019 to 2024	10.2%	13.7%	15.0%

*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

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
2019 Population & Household Overview			
Population	178,792	17,531	478
Household Population	177,865	17,524	477
Family Population	86.7%	90.0%	86.5%
Non-family Population	13.3%	10.0%	13.5%
Group Quarters Population	927	6	0
Households	66,429	6,010	196
Family Households	79.6%	82.1%	82.2%
Non-family Households	20.4%	17.9%	17.8%
2019 Daytime Population			
Total Daytime Population	152,134	13,771	1,193
Population aged 16 and under (Children)	37,628	4,198	37
Daytime Population Age 16+	114,505	9,573	1,155
Civilian 16+, at Workplace	75,493	6,618	1,053
Civilian 16+, Unemployed	2,861	208	4
Civilian 16+, Work at home	7,205	739	32
Homemakers Age 16+	13,070	1,627	53
Retired population Age 65+	19,549	1,244	64
Student popn: Pre-kindergarten to 8th	24,627	3,139	12
Student popn: 9th grade-12th grade	9,387	504	28
Student popn: Post-secondary students	6,648	608	4

Consumer Expenditure Comparison Report



Date: August 5, 2020

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
2019 Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	66,429	6,010	196
Median Household Income	\$73,870	\$83,054	\$82,464
Total Average Household Expenditure	\$81,456	\$90,619	\$87,071
Airline Fares	\$698.42	\$851.29	\$659.60
Alcoholic beverages purchased on trips	\$92.21	\$99.43	\$94.83
Alimony Expenditures	\$18.29	\$21.71	\$21.35
Alteration, Repair and Tailoring of Apparel and Accessories	\$5.46	\$5.52	\$7.02
Apparel and Services for Children Under 2	\$92.03	\$99.13	\$83.17
Apparel Laundry and Dry Cleaning not coin-operated	\$60.68	\$68.35	\$76.66
Books thru book clubs	\$1.34	\$1.60	\$1.23
Books not thru book clubs	\$63.93	\$69.84	\$65.11
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,283.87	\$2,276.71	\$2,830.25
CDs, Records, Audio Tapes	\$7.21	\$8.33	\$8.62
Cellular Phone Service	\$1,368.53	\$1,533.11	\$1,417.97
Child Support Expenditures	\$65.47	\$76.55	\$57.12
College Tuition	\$842.15	\$924.81	\$947.20
Computers and Computer Hardware for nonbusiness use	\$161.56	\$183.14	\$176.87
Computer information services	\$563.78	\$606.16	\$603.38
Coolant, brake fluid, transmission fluid, and other additives	\$6.40	\$6.98	\$4.87
Cosmetics, perfume, bath preparations	\$200.55	\$221.16	\$226.68
Deodorants, feminine hygiene, miscellaneous personal care	\$35.77	\$37.92	\$35.60
Electricity	\$1,390.63	\$1,451.63	\$1,493.56
Fees for Recreational Lessons	\$237.01	\$296.67	\$235.37
Finance Charges Excluding Mortgage And Vehicle	\$319.77	\$360.13	\$367.57
Floor Coverings, Nonpermanent	\$33.92	\$37.35	\$36.85
Food or Board at School	\$31.55	\$36.67	\$36.86
Food on out-of-town trips	\$585.45	\$658.54	\$678.00
Funeral Expenses	\$112.11	\$100.53	\$141.08
Furniture	\$1,004.47	\$1,201.87	\$889.65
Gasoline And Motor Oil	\$2,623.10	\$2,927.58	\$2,417.04
Girls' Active Sportswear	\$23.69	\$28.06	\$21.02

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
Hair Care Products	\$86.13	\$94.91	\$98.06
Hospital Room and Services	\$244.09	\$280.84	\$243.70
Health Care Insurance	\$1,179.63	\$1,419.82	\$1,195.09
Health Maintenance Organization (not BCBS)	\$1,036.69	\$1,219.10	\$1,038.60
Housekeeping Services	\$259.80	\$268.35	\$317.76
Household Textiles	\$129.81	\$137.49	\$146.52
Intracity Bus Fares	\$11.73	\$12.03	\$11.91
Intracity Mass Transit Fares	\$49.94	\$51.04	\$35.24
Jewelry	\$71.00	\$73.84	\$72.23
Legal fees	\$295.23	\$293.33	\$439.07
Life and Other Personal Insurance	\$355.61	\$384.00	\$405.76
Maintenance and Repair Services	\$2,205.25	\$2,410.42	\$2,520.94
Medical equipment for general use	\$8.63	\$9.38	\$9.51
Men's Suits	\$28.81	\$33.02	\$30.33
Miscellaneous fees	\$5.05	\$4.85	\$7.45
Mortgage interest and charges owned dwellings	\$5,003.21	\$6,083.05	\$5,106.95
Mortgage interest and charges owned vacation homes	\$203.11	\$240.89	\$231.45
Natural Gas	\$419.94	\$458.08	\$450.26
New Cars	\$908.89	\$1,007.21	\$962.41
New Trucks	\$1,683.50	\$2,006.26	\$1,773.93
New Motorcycle	\$51.59	\$62.41	\$61.64
Oral Hygiene Products, Articles	\$32.70	\$34.90	\$34.52
Other Household Products	\$750.17	\$841.39	\$851.53
Other Home Services	\$33.40	\$36.58	\$42.26
Other Tobacco Products	\$291.82	\$311.42	\$337.67
Personal Care Services	\$812.63	\$886.92	\$903.51
Pet Purchase, Supplies, Medicine	\$239.07	\$272.94	\$249.91
Photo Processing	\$5.04	\$5.64	\$4.11
Portable Heating and Cooling Equipment	\$16.53	\$19.46	\$15.72
Property taxes owned dwellings	\$1,868.03	\$1,947.58	\$2,210.43
Property taxes owned vacation homes	\$131.92	\$121.91	\$159.67
Rent	\$5,037.03	\$5,230.68	\$4,488.63
Satellite Dishes	\$1.07	\$1.12	\$1.46
Shaving Needs	\$14.04	\$15.06	\$13.68
Small Electric Kitchen Appliances	\$66.74	\$75.84	\$63.16
Residential Telephone Including VOIP	\$191.41	\$185.69	\$228.41
Televisions	\$87.15	\$94.31	\$97.28
Tobacco Products and Smoking supplies	\$291.82	\$311.42	\$337.67
Tolls or Electronic Toll Passes	\$49.43	\$62.79	\$44.82
Toys, Games, Arts and Crafts, and Tricycles	\$181.67	\$213.57	\$188.53
Used Cars	\$963.35	\$1,097.24	\$978.61
Used Trucks	\$1,879.14	\$2,219.90	\$1,670.22
VCR's and Video Disc Players	\$4.83	\$5.12	\$5.08

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
Vehicle Insurance	\$968.87	\$1,072.92	\$1,005.13
Vehicle Inspection	\$13.27	\$14.85	\$13.53
Video Game Hardware And Software	\$126.07	\$138.55	\$122.30
Watches	\$19.50	\$20.68	\$19.36
Women's Suits	\$3.49	\$3.77	\$4.18

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
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2024 Consumer Expenditures (Average Household Annual Expenditures):

Total Households	74,485	6,985	227
Median Household Income	\$85,045	\$93,281	\$96,057
Total Average Household Expenditure	\$94,206	\$103,750	\$99,937
Airline Fares	\$881.49	\$1,037.24	\$774.30
Alcoholic beverages purchased on trips	\$98.61	\$102.64	\$103.62
Alimony Expenditures	\$20.29	\$24.02	\$24.04
Alteration, Repair and Tailoring of Apparel and Accessories	\$6.07	\$6.16	\$8.02
Apparel and Services for Children Under 2	\$96.14	\$102.24	\$89.22
Apparel Laundry and Dry Cleaning not coin-operated	\$67.88	\$75.43	\$81.51
Books thru book clubs	\$1.34	\$1.58	\$1.15
Books not thru book clubs	\$67.06	\$73.01	\$72.19
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,647.10	\$2,615.20	\$3,301.02
CDs, Records, Audio Tapes	\$8.01	\$9.23	\$9.59
Cellular Phone Service	\$1,570.00	\$1,736.16	\$1,599.61
Child Support Expenditures	\$69.29	\$79.51	\$56.91
College Tuition	\$1,136.19	\$1,267.96	\$1,347.58
Computers and Computer Hardware for nonbusiness use	\$181.23	\$202.74	\$196.26
Computer information services	\$590.71	\$629.36	\$628.88
Coolant, brake fluid, transmission fluid, and other additives	\$6.89	\$7.49	\$5.05
Cosmetics, perfume, bath preparations	\$217.05	\$241.84	\$250.65
Deodorants, feminine hygiene, miscellaneous personal care	\$39.03	\$41.17	\$39.85
Electricity	\$1,518.44	\$1,570.72	\$1,652.21
Fees for Recreational Lessons	\$254.12	\$311.78	\$245.01

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
Finance Charges Excluding Mortgage And Vehicle	\$334.18	\$368.69	\$347.92
Floor Coverings, Nonpermanent	\$38.18	\$41.73	\$41.44
Food or Board at School	\$33.54	\$39.38	\$39.47
Food on out-of-town trips	\$639.00	\$714.65	\$723.36
Funeral Expenses	\$127.67	\$116.14	\$166.32
Furniture	\$1,152.97	\$1,338.23	\$996.70
Gasoline And Motor Oil	\$2,793.81	\$3,048.19	\$2,512.61
Girls' Active Sportswear	\$25.86	\$30.45	\$20.89
Hair Care Products	\$93.46	\$104.89	\$114.48
Hospital Room and Services	\$336.96	\$383.62	\$337.21
Health Care Insurance	\$1,648.69	\$1,971.28	\$1,627.34
Health Maintenance Organization (not BCBS)	\$1,452.13	\$1,694.51	\$1,459.80
Housekeeping Services	\$296.17	\$304.54	\$362.55
Household Textiles	\$150.19	\$158.91	\$165.05
Intracity Bus Fares	\$13.50	\$13.69	\$13.09
Intracity Mass Transit Fares	\$51.83	\$51.82	\$33.65
Jewelry	\$82.15	\$82.35	\$90.51
Legal fees	\$344.05	\$344.83	\$503.34
Life and Other Personal Insurance	\$430.05	\$457.91	\$484.12
Maintenance and Repair Services	\$2,205.25	\$2,410.42	\$2,520.94
Medical equipment for general use	\$12.27	\$13.29	\$13.48
Men's Suits	\$32.09	\$36.48	\$34.91
Miscellaneous fees	\$5.86	\$5.63	\$8.89
Mortgage interest and charges owned dwellings	\$5,472.12	\$6,535.62	\$5,341.87
Mortgage interest and charges owned vacation homes	\$224.60	\$268.01	\$251.62
Natural Gas	\$461.73	\$499.61	\$497.00
New Cars	\$1,113.35	\$1,223.13	\$1,177.50
New Trucks	\$2,047.39	\$2,404.45	\$2,062.80
New Motorcycle	\$62.26	\$73.74	\$71.17
Oral Hygiene Products, Articles	\$35.50	\$37.94	\$38.92
Other Household Products	\$862.01	\$962.42	\$976.65
Other Home Services	\$36.92	\$40.29	\$45.67
Other Tobacco Products	\$352.88	\$378.29	\$395.13
Personal Care Services	\$873.72	\$953.63	\$1,002.18
Pet Purchase, Supplies, Medicine	\$254.66	\$285.61	\$260.06
Photo Processing	\$5.74	\$6.29	\$4.68
Portable Heating and Cooling Equipment	\$18.45	\$21.51	\$16.38
Property taxes owned dwellings	\$2,075.39	\$2,152.60	\$2,476.96
Property taxes owned vacation homes	\$153.67	\$144.67	\$191.16
Rent	\$5,485.85	\$5,640.68	\$4,895.16
Satellite Dishes	\$1.24	\$1.27	\$1.66
Shaving Needs	\$14.86	\$15.86	\$14.53
Small Electric Kitchen Appliances	\$74.58	\$83.36	\$69.52

	20 Minutes: Hwy 66 and Colorado Blvd (Custom)	10 Minutes: Hwy 66 and Colorado Blvd (Custom)	5 Minutes: Hwy 66 and Colorado Blvd (Custom)
Televisions	\$113.38	\$122.34	\$124.96
Tobacco Products and Smoking supplies	\$352.88	\$378.29	\$395.13
Tolls or Electronic Toll Passes	\$60.16	\$73.70	\$51.44
Toys, Games, Arts and Crafts, and Tricycles	\$217.71	\$249.83	\$218.89
Used Cars	\$1,165.02	\$1,305.32	\$1,148.54
Used Trucks	\$2,310.63	\$2,654.30	\$2,019.82
VCR's and Video Disc Players	\$5.14	\$5.45	\$5.53
Vehicle Insurance	\$1,118.89	\$1,216.62	\$1,098.94
Vehicle Inspection	\$15.85	\$17.48	\$15.64
Video Game Hardware And Software	\$139.44	\$150.99	\$139.43
Watches	\$19.66	\$20.89	\$19.03
Women's Suits	\$3.87	\$4.21	\$4.91

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