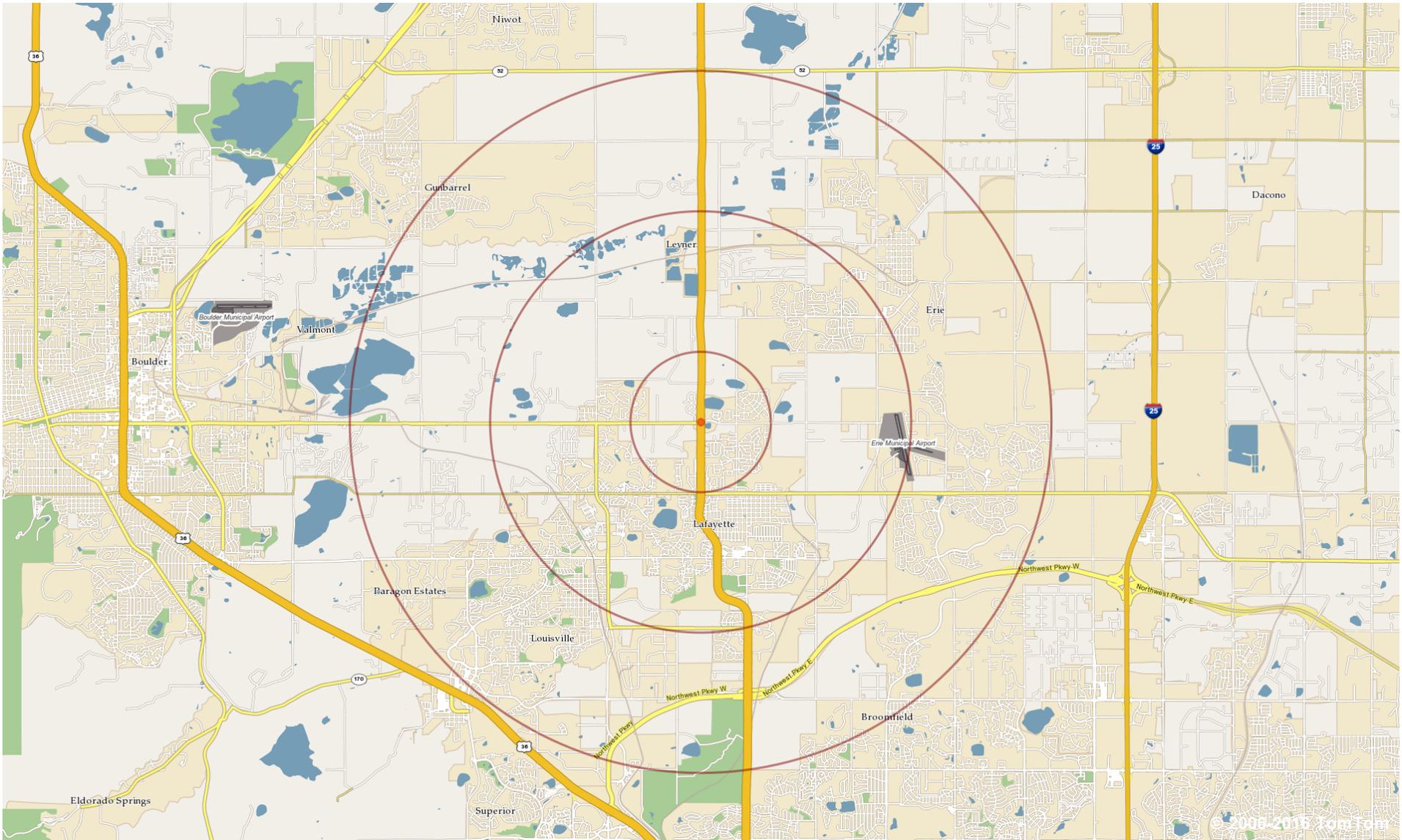


Hwy. 287 & Arapahoe 1, 3, & 5 Mile Radius



Demographic Detail Comparison



Geography: 1 Mile: Highway 287 & Arapahoe, 3 Miles: Highway 287 & Arapahoe, 5 Miles: Highway 287 & Arapahoe

	1 Mile: Highway 287 & Arapahoe	3 Miles: Highway 287 & Arapahoe	5 Miles: Highway 287 & Arapahoe
2015A Demographics:			
Employees	1,073	12,514	34,186
Establishments*	232	1,993	4,177
Total Population	4,576	40,623	82,435
Total Households	1,709	15,995	31,858
Female Population	2,301	20,610	41,781
% Female	50.2%	50.7%	50.6%
Male Population	2,275	20,013	40,654
% Male	49.7%	49.2%	49.3%
Population Density (per Sq. Mi.)	1,453.17	1,433.50	1,047.22
Employed Civilian Population 16+			
Total	2,655	23,426	45,375
White Collar	83.9%	71.5%	75.4%
Blue Collar	16.0%	28.4%	24.5%
Seasonal Population by Quarter:			
Q4 2011	23	155	414
Q1 2012	23	155	410
Q2 2012	19	134	352
Q3 2012	16	123	333
Q4 2012	12	100	303
Q1 2013	11	84	274
Q2 2013	5	54	232
Q3 2013	5	46	214
Q4 2013	5	39	197
Age:			
Age 0 - 4	6.2%	6.2%	6.4%
Age 5 - 14	15.4%	14.5%	14.8%
Age 15 - 19	6.3%	6.0%	6.0%
Age 20 - 24	4.2%	5.3%	4.6%
Age 25 - 34	9.7%	11.8%	10.9%
Age 35 - 44	16.7%	15.3%	15.6%
Age 45 - 54	17.8%	16.2%	16.1%
Age 55 - 64	14.6%	13.6%	14.1%
Age 65 - 74	5.9%	6.4%	7.0%
Age 75 - 84	2.1%	2.7%	2.8%
Age 85 +	0.5%	1.3%	1.1%
Median Age	40.2	39.1	39.7
Housing Units			
Total Housing Units	1,709	16,111	32,369
Occupied Housing Units	100.0%	99.2%	98.4%

	1 Mile: Highway 287 & Arapahoe	3 Miles: Highway 287 & Arapahoe	5 Miles: Highway 287 & Arapahoe
Vacant Housing Units	0.0%	0.7%	1.5%
Housing Units by Tenure			
Owner Occupied Housing Units	1,709	15,995	31,858
Owner Occupied free and clear	12.0%	14.6%	15.6%
Owner Occupied with a mortgage or loan	71.4%	58.3%	62.5%
Renter Occupied Housing Units	16.4%	27.0%	21.7%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.5%	0.8%	0.6%
Asian	4.8%	4.0%	4.0%
Black	0.8%	1.1%	0.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	89.1%	85.9%	87.9%
Other	1.4%	4.4%	3.1%
Multi-Race	3.1%	3.5%	3.1%
Hispanic Ethnicity	8.8%	15.7%	11.3%
Not of Hispanic Ethnicity	91.1%	84.2%	88.6%
Race of Hispanics			
Hispanics	405	6,407	9,367
American Indian	1.4%	2.3%	2.1%
Asian	0.3%	0.2%	0.3%
Black	0.8%	0.7%	0.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	75.1%	62.0%	62.3%
Other	15.5%	27.0%	26.5%
Multi-Race	6.7%	7.4%	7.8%
Race of Non Hispanics			
Non Hispanics	4,171	34,217	73,068
American Indian	0.4%	0.5%	0.4%
Asian	5.2%	4.7%	4.5%
Black	0.8%	1.2%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	90.4%	90.3%	91.1%
Other	0.0%	0.1%	0.1%
Multi-Race	2.8%	2.8%	2.5%
Marital Status:			
Age 15 + Population	3,581	32,165	64,859
Divorced	12.5%	12.4%	10.6%
Never Married	24.5%	27.4%	25.4%
Now Married	60.2%	55.8%	60.2%
Now Married - Separated	0.5%	1.0%	0.8%
Widowed	2.6%	4.2%	3.6%

	1 Mile: Highway 287 & Arapahoe	3 Miles: Highway 287 & Arapahoe	5 Miles: Highway 287 & Arapahoe
Educational Attainment:			
Total Population Age 25+	3,097	27,514	55,997
Grade K - 8	0.1%	2.5%	1.5%
Grade 9 - 12	2.2%	3.0%	2.6%
High School Graduate	10.5%	14.7%	13.4%
Associates Degree	7.7%	6.8%	6.2%
Bachelor's Degree	37.6%	32.2%	34.0%
Graduate Degree	20.8%	20.7%	23.1%
Some College, No Degree	20.7%	19.2%	18.4%
No Schooling Completed	0.0%	0.4%	0.3%
Household Income:			
Income \$ 0 - \$9,999	2.0%	4.3%	3.3%
Income \$ 10,000 - \$14,999	1.2%	2.5%	1.8%
Income \$ 15,000 - \$24,999	3.0%	6.1%	4.6%
Income \$ 25,000 - \$34,999	4.0%	7.1%	5.8%
Income \$ 35,000 - \$49,999	7.9%	10.7%	8.6%
Income \$ 50,000 - \$74,999	17.5%	17.1%	16.2%
Income \$ 75,000 - \$99,999	15.6%	14.7%	16.0%
Income \$100,000 - \$124,999	15.6%	12.0%	13.3%
Income \$125,000 - \$149,999	9.3%	7.2%	9.2%
Income \$150,000 +	23.3%	17.8%	20.8%
Average Household Income	\$125,398	\$103,885	\$115,309
Median Household Income	\$97,334	\$78,002	\$89,323
Per Capita Income	\$46,828	\$40,948	\$44,609
Vehicles Available			
0 Vehicles Available	0.6%	3.2%	2.6%
1 Vehicle Available	23.7%	28.5%	23.9%
2+ Vehicles Available	75.5%	68.2%	73.3%
Average Vehicles Per Household	2.13	2.01	2.13
Total Vehicles Available	3,648	32,201	68,034

2020 Demographics:

Total Population	5,012	42,896	89,733
Total Households	1,878	16,925	34,698
Female Population	2,515	21,683	45,281
% Female	50.1%	50.5%	50.4%
Male Population	2,498	21,213	44,452
% Male	49.8%	49.4%	49.5%
Population Density (per Sq. Mi.)	1,315.80	1,297.73	937.53
Employed Civilian Population 16+			
Total	3,016	25,618	50,978

	1 Mile: Highway 287 & Arapahoe	3 Miles: Highway 287 & Arapahoe	5 Miles: Highway 287 & Arapahoe
% White Collar	83.9%	72.2%	76.0%
% Blue Collar	16.0%	27.7%	23.9%
Age:			
Age 0 - 4	5.6%	5.9%	6.1%
Age 5 - 14	14.9%	13.7%	14.4%
Age 15 - 19	6.3%	6.0%	5.9%
Age 20 - 24	5.0%	5.3%	4.8%
Age 25 - 34	9.3%	11.8%	10.7%
Age 35 - 44	15.3%	14.5%	14.9%
Age 45 - 54	16.1%	14.6%	14.4%
Age 55 - 64	15.6%	14.4%	14.8%
Age 65 - 74	8.2%	8.5%	9.1%
Age 75 - 84	2.6%	3.2%	3.4%
Age 85 +	0.6%	1.3%	1.1%
Median Age	41.0	39.9	40.4
Housing Units Trend			
Total Housing Units	1,878	17,047	35,347
Owner Occupied Housing Units	100.0%	99.2%	98.1%
Renter Occupied Housing Units	16.2%	26.7%	21.2%
Vacant Housing Units	0.0%	0.7%	1.8%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.5%	0.8%	0.6%
Asian	5.6%	4.5%	4.6%
Black	0.8%	1.2%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	87.5%	84.4%	86.5%
Other	1.6%	4.6%	3.3%
Multi-Race	3.8%	4.2%	3.7%
Hispanic Ethnicity	9.6%	16.6%	12.0%
Not of Hispanic Ethnicity	90.3%	83.3%	87.9%
Race of Hispanics			
Hispanics	482	7,127	10,837
American Indian	1.2%	2.3%	2.0%
Asian	0.2%	0.2%	0.2%
Black	0.8%	0.7%	0.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	74.9%	61.8%	62.2%
Other	15.7%	26.9%	26.3%
Multi-Race	6.9%	7.8%	8.3%
Race of Non Hispanics			
Non Hispanics	4,531	35,769	78,896
American Indian	0.4%	0.5%	0.3%
Asian	6.1%	5.3%	5.3%

	1 Mile: Highway 287 & Arapahoe	3 Miles: Highway 287 & Arapahoe	5 Miles: Highway 287 & Arapahoe
Black	0.8%	1.3%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	88.8%	88.9%	89.9%
Other	0.0%	0.1%	0.1%
Multi-Race	3.5%	3.4%	3.0%
Marital Status:			
Age 15 + Population	3,982	34,430	71,297
Divorced	12.6%	12.4%	10.5%
Never Married	24.9%	27.5%	25.3%
Now Married	59.7%	55.6%	60.3%
Now Married - Separated	0.5%	1.0%	0.8%
Widowed	2.7%	4.2%	3.6%
Educational Attainment:			
Total Population Age 25+	3,409	29,544	61,588
Grade K - 9	0.1%	2.4%	1.5%
Grade 9 - 12	2.2%	3.0%	2.6%
High School Graduate	10.4%	14.5%	13.3%
Associates Degree	7.7%	6.8%	6.3%
Bachelor's Degree	37.7%	32.4%	34.0%
Graduate Degree	21.2%	21.0%	23.1%
Some College, No Degree	20.3%	19.1%	18.5%
No Schooling Completed	0.0%	0.5%	0.3%
Household Income:			
Income \$ 0 - \$9,999	1.5%	3.2%	2.3%
Income \$ 10,000 - \$14,999	1.2%	2.4%	1.7%
Income \$ 15,000 - \$24,999	2.5%	5.2%	3.8%
Income \$ 25,000 - \$34,999	3.2%	6.3%	4.8%
Income \$ 35,000 - \$49,999	6.6%	9.5%	7.3%
Income \$ 50,000 - \$74,999	14.1%	14.4%	13.1%
Income \$ 75,000 - \$99,999	15.0%	14.5%	15.1%
Income \$100,000 - \$124,999	17.0%	13.9%	14.9%
Income \$125,000 - \$149,999	11.2%	8.9%	11.1%
Income \$150,000 +	27.2%	21.3%	25.3%
Average Household Income	\$139,896	\$116,887	\$131,195
Median Household Income	\$107,946	\$89,842	\$102,355
Per Capita Income	\$52,409	\$46,161	\$50,774
Vehicles Available			
0 Vehicles Available	0.6%	3.2%	2.6%
1 Vehicle Available	23.2%	28.0%	23.4%
2+ Vehicles Available	76.0%	68.7%	73.9%
Average Vehicles Per Household	2.13	2.02	2.14
Total Vehicles Available	4,013	34,212	74,524

	1 Mile: Highway 287 & Arapahoe	3 Miles: Highway 287 & Arapahoe	5 Miles: Highway 287 & Arapahoe
2010 Demographics:			
Total Population	4,143	36,776	73,801
Total Households	1,541	14,445	28,455
Female Population	2,088	18,712	37,481
% Female	50.3%	50.8%	50.7%
Male Population	2,055	18,064	36,319
% Male	49.6%	49.1%	49.2%
Population Density (per Sq. Mi.)	1,315.80	1,297.73	937.53
Employed Civilian Population 16+			
Total	2,275	19,994	39,155
% White Collar	84.2%	71.9%	75.5%
% Blue Collar	15.7%	28.0%	24.4%
Age:			
Age 0 - 4	7.4%	6.8%	7.1%
Age 5 - 14	15.3%	14.7%	15.0%
Age 15 - 19	6.0%	5.9%	5.9%
Age 20 - 24	3.0%	4.3%	3.8%
Age 25 - 34	11.1%	12.6%	11.7%
Age 35 - 44	17.9%	16.0%	16.2%
Age 45 - 54	19.2%	17.5%	17.5%
Age 55 - 64	12.9%	12.6%	13.1%
Age 65 - 74	4.3%	5.1%	5.5%
Age 75 - 84	2.0%	2.6%	2.6%
Age 85 +	0.5%	1.3%	1.0%
Median Age	39.1	38.4	38.8
Housing Units			
Total Housing Units	1,594	15,100	29,778
Occupied Housing Units	96.6%	95.6%	95.5%
Vacant Housing Units	3.3%	4.3%	4.4%
Housing Units by Tenure			
Owner Occupied Housing Units	1,541	14,445	28,455
Owner Occupied free and clear	11.2%	13.6%	14.3%
Owner Occupied with a mortgage or loan	73.5%	60.9%	64.9%
Renter Occupied Housing Units	15.1%	25.3%	20.7%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.5%	0.7%	0.5%
Asian	4.4%	3.7%	3.8%
Black	0.7%	0.9%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	90.1%	87.3%	88.9%
Other	1.5%	4.1%	3.0%
Multi-Race	2.6%	2.9%	2.7%

	1 Mile: Highway 287 & Arapahoe	3 Miles: Highway 287 & Arapahoe	5 Miles: Highway 287 & Arapahoe
Hispanic Ethnicity	8.8%	14.8%	10.8%
Not of Hispanic Ethnicity	91.1%	85.1%	89.1%
Race of Hispanics			
Hispanics	368	5,475	8,039
American Indian	1.4%	2.1%	2.0%
Asian	0.3%	0.2%	0.2%
Black	0.7%	0.6%	0.6%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	75.3%	63.2%	63.2%
Other	15.8%	26.9%	26.4%
Multi-Race	6.2%	6.7%	7.2%
Race of Non Hispanics			
Non Hispanics	3,776	31,301	65,762
American Indian	0.4%	0.5%	0.3%
Asian	4.8%	4.3%	4.2%
Black	0.7%	1.0%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	91.5%	91.5%	92.1%
Other	0.0%	0.1%	0.1%
Multi-Race	2.3%	2.3%	2.1%
Marital Status:			
Age 15 + Population	3,199	28,830	57,427
Divorced	14.0%	12.5%	11.3%
Never Married	27.6%	27.8%	26.0%
Now Married	56.4%	55.6%	59.2%
Now Married - Separated	0.6%	1.1%	1.1%
Widowed	1.9%	3.8%	3.3%
Educational Attainment:			
Total Population Age 25+	2,823	25,027	50,212
Grade K - 8	0.0%	2.6%	1.7%
Grade 9 - 12	1.9%	2.9%	2.6%
High School Graduate	11.6%	15.0%	14.0%
Associates Degree	8.3%	7.0%	6.3%
Bachelor's Degree	37.1%	32.6%	34.0%
Graduate Degree	19.3%	19.7%	22.0%
Some College, No Degree	21.4%	19.5%	18.8%
No Schooling Completed	0.0%	0.3%	0.2%
Household Income:			
Income \$ 0 - \$9,999	2.0%	4.5%	3.5%
Income \$ 10,000 - \$14,999	1.5%	2.7%	2.1%
Income \$ 15,000 - \$24,999	3.2%	6.2%	5.0%

	1 Mile: Highway 287 & Arapahoe	3 Miles: Highway 287 & Arapahoe	5 Miles: Highway 287 & Arapahoe
Income \$ 25,000 - \$34,999	4.3%	7.6%	6.3%
Income \$ 35,000 - \$49,999	9.2%	12.1%	10.2%
Income \$ 50,000 - \$74,999	19.8%	19.2%	18.4%
Income \$ 75,000 - \$99,999	14.9%	13.5%	15.3%
Income \$100,000 - \$124,999	15.4%	11.8%	13.3%
Income \$125,000 - \$149,999	9.1%	7.0%	8.7%
Income \$150,000 +	20.0%	15.0%	16.8%
Average Household Income	\$119,413	\$98,116	\$107,321
Median Household Income	\$90,606	\$71,525	\$81,427
Per Capita Income	\$44,417	\$38,582	\$41,425

Vehicles Available

0 Vehicles Available	0.5%	3.0%	2.5%
1 Vehicle Available	24.1%	28.4%	24.1%
2+ Vehicles Available	75.2%	68.5%	73.2%
Average Vehicles Per Household	2.13	2.00	2.13
Total Vehicles Available	3,293	29,033	60,814

2000 Census Demographics:

Total Population	3,128	32,523	57,842
Total Households	1,121	12,444	21,676
Female Population	1,594	16,550	29,282
% Female	50.9%	50.8%	50.6%
Male Population	1,535	15,973	28,560
% Male	49.0%	49.1%	49.3%

Employed Civilian Population 16+

Total	1,781	18,442	32,366
% White Collar	22.7%	27.1%	23.2%
% Blue Collar	77.2%	72.9%	76.7%

Age:

Age 0 - 4	8.4%	8.1%	7.4%
Age 5 - 14	15.4%	15.3%	16.2%
Age 15 - 19	6.1%	6.0%	6.2%
Age 20 - 24	2.5%	4.6%	4.2%
Age 25 - 34	17.2%	17.3%	15.3%
Age 35 - 44	24.9%	20.8%	21.6%
Age 45 - 54	15.8%	14.9%	16.1%
Age 55 - 64	4.5%	6.3%	6.5%
Age 65 - 74	2.9%	3.5%	3.6%
Age 75 - 84	1.6%	2.0%	2.0%
Age 85 +	0.2%	0.5%	0.5%
Median Age	35.0	34.2	35.2

Housing Units

	1 Mile: Highway 287 & Arapahoe	3 Miles: Highway 287 & Arapahoe	5 Miles: Highway 287 & Arapahoe
Total Housing Units	1,156	12,838	22,274
Owner Occupied Housing Units	83.0%	74.5%	77.2%
Renter Occupied Housing Units	13.9%	22.3%	20.0%
Vacant Housing Units	2.9%	3.0%	2.6%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.5%	1.3%	0.8%
Asian	4.1%	3.2%	3.2%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.2%	0.5%	0.8%
White	89.8%	87.3%	89.0%
Other	4.0%	5.2%	4.0%
Two or More Races	1.1%	2.2%	2.0%
Hispanic Ethnicity	8.8%	13.1%	9.8%
Not of Hispanic Ethnicity	91.1%	86.8%	90.1%
Marital Status:			
Age 15 + Population	2,380	24,869	44,127
Divorced	7.7%	10.8%	10.3%
Never Married	22.5%	25.2%	24.5%
Now Married	64.5%	57.6%	59.3%
Separated	1.4%	3.1%	2.5%
Widowed	2.3%	3.1%	3.0%
Educational Attainment:			
Total Population Age 25+	2,081	21,427	38,041
Grade K - 8	0.7%	2.7%	1.9%
Grade 9 - 11, No diploma	3.9%	4.1%	3.5%
High School Graduate	12.4%	17.3%	15.1%
Associates Degree	6.8%	6.3%	6.3%
Bachelor's Degree	37.3%	30.9%	32.4%
Graduate Degree	18.8%	17.0%	19.9%
Some College, No Degree	19.2%	20.3%	19.9%
No Schooling Completed	0.6%	1.1%	0.7%
Public School Enrollment	75.5%	83.6%	83.8%
Private School Enrollment	24.4%	16.3%	16.1%
Household Income:			
Income \$ 0 - \$9,999	1.1%	4.5%	3.7%
Income \$ 10,000 - \$14,999	2.5%	2.8%	2.3%
Income \$ 15,000 - \$24,999	4.3%	7.0%	5.9%
Income \$ 25,000 - \$34,999	6.6%	10.4%	9.2%
Income \$ 35,000 - \$49,999	9.6%	14.0%	12.7%
Income \$ 50,000 - \$74,999	26.7%	25.1%	24.0%
Income \$ 75,000 - \$99,999	18.5%	14.5%	16.1%
Income \$100,000 - \$124,999	11.1%	9.0%	10.6%
Income \$125,000 - \$149,999	4.5%	4.1%	5.4%

	1 Mile: Highway 287 & Arapahoe	3 Miles: Highway 287 & Arapahoe	5 Miles: Highway 287 & Arapahoe
Income \$150,000 - \$199,999	6.8%	4.4%	5.2%
Income \$200,000 or More	7.2%	4.1%	4.6%
Average Household Income	\$92,766	\$75,248	\$81,129
Median Household Income	\$73,462	\$60,029	\$65,848
Per Capita Income	\$33,258	\$28,791	\$30,402

Vehicles Available

0 Vehicles Available	1.2%	3.7%	2.9%
1 Vehicle Available	24.2%	26.5%	25.3%
2 Vehicles Available	49.8%	47.2%	48.2%
3+ Vehicles Available	24.7%	22.5%	23.3%
Average Vehicles Per Household	2.00	1.89	1.89
Total Vehicles Available	2,291	24,388	43,327

Population Trend

2000	3,128	32,523	57,842
2010	4,143	36,776	73,801
Change 2000 to 2010	32.4%	13.0%	27.5%
2015A	4,576	40,623	82,435
2020	5,012	42,896	89,733
Change 2015A to 2020	9.5%	5.5%	8.8%

Household Trend

2000	1,121	12,444	21,676
2010	1,541	14,445	28,455
Change 2000 to 2010	52.3%	28.5%	46.9%
2015A	1,709	15,995	31,858
2020	1,878	16,925	34,698
Change 2015A to 2020	9.8%	5.8%	8.9%

Average Household Size Trend

2000	2.7	2.6	2.6
2010	2.6	2.5	2.6
Change 2000 to 2010	-3.9%	-2.2%	-2.3%
2015A	2.6	2.5	2.5
2020	2.6	2.5	2.5
Change 2015A to 2020	0.3%	0.1%	0.0%

Median Age Trend

2000	35.0	34.2	35.2
2010	39.1	38.4	38.8
2015A	40.2	39.1	39.7
2020	41.0	39.9	40.4

Housing Units Trend

	1 Mile: Highway 287 & Arapahoe	3 Miles: Highway 287 & Arapahoe	5 Miles: Highway 287 & Arapahoe
Total Housing Units			
Change 2000 to 2010	37.9%	17.6%	33.6%
Change 2015A to 2020	9.8%	5.8%	9.1%
Owner Occupied Housing Units			
Change 2000 to 2010	36.2%	12.6%	31.1%
Change 2015A to 2020	10.2%	6.2%	9.5%
Renter Occupied Housing Units			
Change 2000 to 2010	44.3%	27.4%	31.7%
Change 2015A to 2020	8.0%	4.5%	6.5%
Vacant Housing Units			
Change 2000 to 2010	54.6%	66.5%	121.3%
Change 2015A to 2020	N/A%	5.6%	26.9%

Race and Ethnicity Trend

American Indian, Eskimo, Aleut

Change 2000 to 2010	36.0%	-35.0%	-21.7%
Change 2015A to 2020	12.9%	7.5%	8.8%

Asian and Native Hawaiian/Other Pacific Islander

Change 2000 to 2010	41.0%	32.3%	52.6%
Change 2015A to 2020	27.1%	19.6%	24.6%

Black

Change 2000 to 2010	318.4%	84.5%	28.2%
Change 2015A to 2020	13.6%	10.5%	13.6%

White

Change 2000 to 2010	32.8%	13.0%	27.5%
Change 2015A to 2020	7.5%	3.8%	7.1%

Other

Change 2000 to 2010	-51.2%	-11.1%	-2.7%
Change 2015A to 2020	19.6%	10.5%	14.6%

Two or More Races

Change 2000 to 2010	199.1%	51.7%	70.6%
Change 2015A to 2020	32.1%	23.8%	27.6%

Hispanic Ethnicity

Change 2000 to 2010	32.2%	27.7%	40.8%
Change 2015A to 2020	18.9%	11.2%	15.6%

Not of Hispanic Ethnicity

Change 2000 to 2010	32.4%	10.8%	26.1%
Change 2015A to 2020	8.6%	4.5%	7.9%

*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).

Daytime Population Comparison



Geography: 1 Mile: Highway 287 & Arapahoe, 3 Miles: Highway 287 & Arapahoe, 5 Miles: Highway 287 & Arapahoe

	1 Mile: Highway 287 & Arapahoe	3 Miles: Highway 287 & Arapahoe	5 Miles: Highway 287 & Arapahoe
2015A Population & Household Overview			
Population	4,576	40,623	82,435
Household Population	4,576	40,508	82,218
Family Population	85.8%	82.8%	85.2%
Non-family Population	14.1%	17.1%	14.7%
Group Quarters Population	0	116	217
Households	1,709	15,995	31,858
Family Households	80.4%	78.0%	81.2%
Non-family Households	19.5%	21.9%	18.7%
2015A Daytime Population			
Total Daytime Population	2,107	33,381	71,239
Population aged 16 and under (Children)	464	8,474	18,890
Daytime Population Age 16+	1,643	24,908	52,349
Civilian 16+, at Workplace	821	16,460	33,984
Civilian 16+, Unemployed	107	904	1,646
Civilian 16+, Work at home	250	2,032	4,504
Homemakers Age 16+	340	2,793	6,675
Retired population Age 65+	313	3,140	6,947
Student popn: Pre-kindergarten to 8th	293	5,760	12,991
Student popn: 9th grade-12th grade	25	1,873	4,326
Student popn: Post-secondary students	179	1,694	3,533

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Consumer Expenditure Comparison



Geography: 1 Mile: Highway 287 & Arapahoe, 3 Miles: Highway 287 & Arapahoe, 5 Miles: Highway 287 & Arapahoe

1 Mile: Highway 287 & Arapahoe 3 Miles: Highway 287 & Arapahoe 5 Miles: Highway 287 & Arapahoe

2015A Consumer Expenditures (Average Household Annual Expenditures):

	1 Mile: Highway 287 & Arapahoe	3 Miles: Highway 287 & Arapahoe	5 Miles: Highway 287 & Arapahoe
Total Households	1,709	15,995	31,858
Median Household Income	\$97,334	\$78,002	\$89,323
Total Average Household Expenditure	\$67,117	\$60,937	\$64,144
Airline Fares	\$567	\$483	\$532
Alcoholic beverages purchased on trips	\$75	\$66	\$72
Alimony Expenditures	\$43	\$36	\$40
Alteration, Repair and Tailoring of Apparel and Accessories	\$12	\$10	\$11
Apparel and Services for Children Under 2	\$100	\$90	\$95
Apparel Laundry and Dry Cleaning not coin-operated	\$182	\$149	\$167
Audio Equipment and Sound Components	\$0	\$0	\$0
Books thru book clubs	\$4	\$4	\$4
Books not thru book clubs	\$39	\$37	\$40
Boys' active sportswear	\$4	\$3	\$4
Cash contributions to charities, church, religious, educational, political and other organizations	\$1,800	\$1,690	\$1,819
CDs, Records, Audio Tapes	\$17	\$14	\$15
Cellular Phone Service	\$1,071	\$999	\$1,032
Child Support Expenditures	\$125	\$109	\$113
College Tuition	\$626	\$571	\$602
Computers and Computer Hardware for nonbusiness use	\$166	\$157	\$166
Computer information services	\$317	\$303	\$305
Coolant, brake fluid, transmission fluid, and other additives	\$7	\$7	\$7
Cosmetics, perfume, bath preparations	\$224	\$206	\$217
Deodorants, feminine hygiene, miscellaneous personal care	\$42	\$39	\$41
Electricity	\$1,298	\$1,247	\$1,274
Fees for Recreational Lessons	\$338	\$266	\$290
Finance Charges Excluding Mortgage And Vehicle	\$27	\$23	\$23
Floor Coverings, Nonpermanent	\$27	\$24	\$26
Food or Board at School	\$48	\$39	\$43
Food on out-of-town trips	\$571	\$470	\$517
Funeral Expenses	\$77	\$80	\$79
Furniture	\$492	\$440	\$464
Gasoline And Motor Oil	\$2,362	\$2,266	\$2,317
Girls' Active Sportswear	\$18	\$15	\$16
Hair Care Products	\$103	\$90	\$95
Hospital Room and Services	\$236	\$215	\$224
Health Care Insurance	\$478	\$426	\$444
Health Maintenance Organization (not BCBS)	\$971	\$831	\$898
Housekeeping Services	\$201	\$181	\$198

	1 Mile: Highway 287 & Arapahoe	3 Miles: Highway 287 & Arapahoe	5 Miles: Highway 287 & Arapahoe
Household Textiles	\$183	\$164	\$174
Intracity Bus Fares	\$12	\$11	\$12
Intracity Mass Transit Fares	\$41	\$41	\$41
Jewelry	\$127	\$114	\$124
Legal fees	\$171	\$160	\$163
Life and Other Personal Insurance	\$426	\$373	\$412
Maintenance and Repair Services	\$1,303	\$1,179	\$1,275
Medical equipment for general use	\$4	\$4	\$4
Men's Suits	\$45	\$38	\$41
Miscellaneous fees	\$4	\$4	\$4
Mortgage interest and charges owned dwellings	\$5,976	\$5,084	\$5,455
Mortgage interest and charges owned vacation homes	\$505	\$414	\$450
Movie, Theater, Amusement parks, and Other	\$19	\$16	\$17
Natural Gas	\$621	\$560	\$588
New Cars	\$802	\$740	\$784
New Trucks	\$1,026	\$900	\$978
New Motorcycle	\$34	\$26	\$30
Newspaper, Magazine by Subscription	\$29	\$29	\$31
Oral Hygiene Products, Articles	\$52	\$47	\$51
Other Household Products	\$543	\$483	\$527
Other Home Services	\$28	\$25	\$27
Other Tobacco Products	\$279	\$272	\$271
Personal Care Services	\$393	\$357	\$386
Pet Purchase, Supplies, Medicine	\$189	\$171	\$181
Photo Processing	\$14	\$12	\$13
Portable Heating and Cooling Equipment	\$13	\$13	\$14
Property taxes owned dwellings	\$1,907	\$1,689	\$1,805
Property taxes owned vacation homes	\$76	\$72	\$76
Rent	\$3,415	\$3,668	\$3,545
Satellite Dishes	\$1	\$1	\$1
Shaving Needs	\$38	\$32	\$34
Small Electric Kitchen Appliances	\$49	\$46	\$48
Residential Telephone/Pay Phones	\$237	\$223	\$237
Televisions	\$79	\$73	\$76
Tobacco Products and Smoking supplies	\$279	\$272	\$271
Tolls or Electronic Toll Passes	\$37	\$33	\$36
Toys, Games, Arts and Crafts, and Tricycles	\$208	\$189	\$197
Used Cars	\$931	\$883	\$909
Used Trucks	\$1,041	\$949	\$990
VCR's and Video Disc Players	\$8	\$7	\$7
Vehicle Insurance	\$1,239	\$1,154	\$1,176
Vehicle Air Conditioning Repair	\$0	\$0	\$0
Vehicle Inspection	\$14	\$13	\$13
Video Game Hardware And Software	\$122	\$103	\$110
Watches	\$39	\$36	\$38
Women's Suits	\$16	\$15	\$16

1 Mile: Highway 287 & Arapahoe 3 Miles: Highway 287 & Arapahoe 5 Miles: Highway 287 & Arapahoe

1 Mile: Highway 287 & Arapahoe 3 Miles: Highway 287 & Arapahoe 5 Miles: Highway 287 & Arapahoe

2020 Consumer Expenditures (Average Household Annual Expenditures):

Total Households	1,878	16,925	34,698
Median Household Income	\$107,946	\$89,842	\$102,355
Total Average Household Expenditure	\$80,442	\$73,527	\$77,424
Airline Fares	\$691	\$597	\$658
Alcoholic beverages purchased on trips	\$98	\$86	\$94
Alimony Expenditures	\$62	\$53	\$58
Alteration, Repair and Tailoring of Apparel and Accessories	\$16	\$15	\$16
Apparel and Services for Children Under 2	\$136	\$125	\$131
Apparel Laundry and Dry Cleaning not coin-operated	\$254	\$213	\$236
Audio Equipment and Sound Components	\$1	\$1	\$1
Books thru book clubs	\$2	\$2	\$2
Books not thru book clubs	\$23	\$22	\$23
Boys' active sportswear	\$6	\$5	\$5
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,725	\$2,546	\$2,735
CDs, Records, Audio Tapes	\$21	\$19	\$20
Cellular Phone Service	\$1,270	\$1,192	\$1,230
Child Support Expenditures	\$166	\$148	\$153
College Tuition	\$756	\$677	\$714
Computers and Computer Hardware for nonbusiness use	\$214	\$201	\$214
Computer information services	\$358	\$343	\$346
Coolant, brake fluid, transmission fluid, and other additives	\$8	\$8	\$8
Cosmetics, perfume, bath preparations	\$270	\$251	\$264
Deodorants, feminine hygiene, miscellaneous personal care	\$51	\$48	\$50
Electricity	\$1,466	\$1,410	\$1,442
Fees for Recreational Lessons	\$374	\$306	\$335
Finance Charges Excluding Mortgage And Vehicle	\$28	\$25	\$25
Floor Coverings, Nonpermanent	\$32	\$29	\$31
Food or Board at School	\$62	\$51	\$56
Food on out-of-town trips	\$725	\$610	\$671
Funeral Expenses	\$96	\$98	\$97
Furniture	\$595	\$537	\$564
Gasoline And Motor Oil	\$2,864	\$2,758	\$2,821
Girls' Active Sportswear	\$24	\$21	\$23
Hair Care Products	\$121	\$108	\$114
Hospital Room and Services	\$232	\$217	\$225
Health Care Insurance	\$501	\$454	\$472
Health Maintenance Organization (not BCBS)	\$1,055	\$918	\$984
Housekeeping Services	\$252	\$227	\$247

	1 Mile: Highway 287 & Arapahoe	3 Miles: Highway 287 & Arapahoe	5 Miles: Highway 287 & Arapahoe
Household Textiles	\$222	\$201	\$213
Intracity Bus Fares	\$16	\$14	\$15
Intracity Mass Transit Fares	\$44	\$44	\$44
Jewelry	\$188	\$170	\$183
Legal fees	\$197	\$187	\$191
Life and Other Personal Insurance	\$541	\$471	\$519
Maintenance and Repair Services	\$1,303	\$1,179	\$1,275
Medical equipment for general use	\$5	\$4	\$4
Men's Suits	\$65	\$55	\$59
Miscellaneous fees	\$5	\$5	\$5
Mortgage interest and charges owned dwellings	\$6,818	\$5,908	\$6,352
Mortgage interest and charges owned vacation homes	\$564	\$469	\$506
Movie, Theater, Amusement parks, and Other	\$21	\$19	\$20
Natural Gas	\$686	\$626	\$657
New Cars	\$961	\$892	\$945
New Trucks	\$1,211	\$1,084	\$1,176
New Motorcycle	\$43	\$34	\$38
Newspaper, Magazine by Subscription	\$17	\$17	\$18
Oral Hygiene Products, Articles	\$70	\$63	\$68
Other Household Products	\$669	\$598	\$652
Other Home Services	\$34	\$30	\$32
Other Tobacco Products	\$271	\$265	\$265
Personal Care Services	\$499	\$455	\$492
Pet Purchase, Supplies, Medicine	\$246	\$221	\$235
Photo Processing	\$18	\$15	\$17
Portable Heating and Cooling Equipment	\$17	\$17	\$17
Property taxes owned dwellings	\$2,264	\$2,020	\$2,158
Property taxes owned vacation homes	\$88	\$83	\$87
Rent	\$4,148	\$4,407	\$4,269
Satellite Dishes	\$2	\$1	\$2
Shaving Needs	\$46	\$40	\$42
Small Electric Kitchen Appliances	\$61	\$58	\$59
Residential Telephone/Pay Phones	\$298	\$279	\$297
Televisions	\$113	\$107	\$110
Tobacco Products and Smoking supplies	\$271	\$265	\$265
Tolls or Electronic Toll Passes	\$44	\$39	\$42
Toys, Games, Arts and Crafts, and Tricycles	\$289	\$264	\$275
Used Cars	\$1,119	\$1,074	\$1,109
Used Trucks	\$1,250	\$1,153	\$1,202
VCR's and Video Disc Players	\$10	\$9	\$9
Vehicle Insurance	\$1,443	\$1,359	\$1,384
Vehicle Air Conditioning Repair	\$0	\$0	\$0
Vehicle Inspection	\$16	\$15	\$16
Video Game Hardware And Software	\$147	\$127	\$137
Watches	\$54	\$51	\$54
Women's Suits	\$24	\$21	\$24

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

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Retail Sales Potential Comparison



Geography: 1 Mile: Highway 287 & Arapahoe, 3 Miles: Highway 287 & Arapahoe, 5 Miles: Highway 287 & Arapahoe

1 Mile: Highway 287 & Arapahoe

3 Miles: Highway 287 & Arapahoe

5 Miles: Highway 287 & Arapahoe

Average Annual Household Dollars 2015A

	1 Mile: Highway 287 & Arapahoe	3 Miles: Highway 287 & Arapahoe	5 Miles: Highway 287 & Arapahoe
Automotive Dealers	\$3,899	\$3,560	\$3,753
Automotive Parts, Accessories, & Tire Stores	\$234	\$222	\$226
Beer, Wine, & Liquor Stores	\$190	\$174	\$181
Book Stores	\$82	\$75	\$80
Childrens and Infants Clothing Stores	\$56	\$48	\$51
Clothing Accessories Stores	\$34	\$30	\$33
Convenience Stores	\$137	\$128	\$132
Cosmetics, Beauty Supplies and Perfume Stores	\$32	\$30	\$31
Department Stores excluding leased depts	\$1,239	\$1,105	\$1,177
Drinking Place - Alcoholic Beverages	\$118	\$104	\$111
Family Clothing Stores	\$569	\$501	\$541
Florists	\$29	\$26	\$29
Full-service Restaurants	\$1,925	\$1,699	\$1,811
Furniture Stores	\$26	\$24	\$25
Gasoline Stations	\$2,756	\$2,633	\$2,695
Gift, Novelty, and Souvenir Stores	\$88	\$79	\$84
Hardware Stores	\$54	\$49	\$52
Hobby, Toys and Games Stores	\$78	\$70	\$73
Home Centers	\$521	\$470	\$507
Home Furnishing Stores	\$157	\$143	\$150
Household Appliances Stores	\$120	\$106	\$114
Jewelry Stores	\$94	\$85	\$92
Limited-service Eating Places	\$2,002	\$1,766	\$1,882
Luggage & Leather Goods Stores	\$11	\$10	\$10
Mens Clothing Stores	\$61	\$53	\$57
Musical Instrument and Supplies Stores	\$13	\$12	\$12
News Dealers and Newsstands	\$6	\$5	\$6
Nonstore retailers	\$1,185	\$1,088	\$1,150
Nursery and Garden centers	\$164	\$148	\$162
Office Supplies and Stationery Stores	\$100	\$91	\$97
Optical Goods Stores	\$64	\$56	\$59
Other Building Materials Dealers	\$448	\$405	\$437

Other Clothing Stores	\$72	\$64	\$69
Other General Merchandise Stores	\$2,322	\$2,132	\$2,222
Other Health and Personal Care Stores	\$44	\$41	\$43
Other Miscellaneous Store Retailers	\$381	\$343	\$360
Other Motor Vehicle Dealers	\$392	\$339	\$374
Outdoor Power Equipment Stores	\$26	\$24	\$26
Paint and Wallpaper Stores	\$45	\$39	\$43
Pharmacies and Drug Stores	\$684	\$638	\$669
Radio, Television and Other Electronics Stores	\$233	\$214	\$225
Sew/Needlework/Piece Goods Stores	\$8	\$7	\$7
Shoe Stores	\$271	\$233	\$251
Special Foodservices	\$20	\$18	\$19
Specialty Food Stores	\$133	\$125	\$128
Sporting Goods Stores	\$226	\$196	\$215
Supermarkets and Other Grocery (except Convenience) Stores	\$3,416	\$3,204	\$3,303
Used Merchandise Stores	\$46	\$41	\$44
Womens Clothing Stores	\$265	\$237	\$258
Total Avg Annual Retail Sales	\$31,355	\$28,550	\$30,077

Aggregate Household Dollars 2015A

Automotive Dealers	\$6,662,849	\$56,949,227	\$119,565,063
Automotive Parts, Accessories, & Tire Stores	\$399,961	\$3,558,736	\$7,229,517
Beer, Wine, & Liquor Stores	\$326,073	\$2,788,695	\$5,796,364
Book Stores	\$141,225	\$1,207,270	\$2,556,978
Childrens and Infants Clothing Stores	\$96,201	\$779,633	\$1,630,617
Clothing Accessories Stores	\$59,418	\$494,465	\$1,065,918
Convenience Stores	\$235,740	\$2,056,515	\$4,227,253
Cosmetics, Beauty Supplies and Perfume Stores	\$55,526	\$485,328	\$1,016,537
Department Stores excluding leased depts	\$2,117,239	\$17,680,980	\$37,524,246
Drinking Place - Alcoholic Beverages	\$202,595	\$1,674,037	\$3,560,373
Family Clothing Stores	\$972,549	\$8,027,868	\$17,249,772
Florists	\$50,993	\$431,055	\$944,510
Full-service Restaurants	\$3,290,834	\$27,182,357	\$57,696,178
Furniture Stores	\$45,394	\$384,053	\$811,117
Gasoline Stations	\$4,709,681	\$42,124,557	\$85,858,488
Gift, Novelty, and Souvenir Stores	\$150,471	\$1,274,248	\$2,677,113
Hardware Stores	\$92,345	\$785,562	\$1,679,117
Hobby, Toys and Games Stores	\$133,884	\$1,120,979	\$2,355,975

Home Centers	\$890,288	\$7,524,395	\$16,173,172
Home Furnishing Stores	\$268,364	\$2,288,193	\$4,788,698
Household Appliances Stores	\$205,861	\$1,706,423	\$3,655,070
Jewelry Stores	\$162,243	\$1,374,713	\$2,956,885
Limited-service Eating Places	\$3,421,067	\$28,263,343	\$59,965,508
Luggage & Leather Goods Stores	\$19,590	\$166,092	\$349,427
Mens Clothing Stores	\$105,303	\$851,418	\$1,819,127
Musical Instrument and Supplies Stores	\$23,691	\$194,145	\$407,740
News Dealers and Newsstands	\$10,822	\$92,575	\$193,447
Nonstore retailers	\$2,025,104	\$17,404,915	\$36,655,328
Nursery and Garden centers	\$281,234	\$2,375,986	\$5,167,724
Office Supplies and Stationery Stores	\$171,685	\$1,470,967	\$3,093,927
Optical Goods Stores	\$110,048	\$898,867	\$1,903,521
Other Building Materials Dealers	\$766,871	\$6,484,236	\$13,947,001
Other Clothing Stores	\$123,516	\$1,030,248	\$2,229,674
Other General Merchandise Stores	\$3,969,031	\$34,101,820	\$70,791,874
Other Health and Personal Care Stores	\$75,257	\$657,071	\$1,374,090
Other Miscellaneous Store Retailers	\$652,399	\$5,490,883	\$11,497,041
Other Motor Vehicle Dealers	\$670,328	\$5,432,992	\$11,927,685
Outdoor Power Equipment Stores	\$45,717	\$385,149	\$849,364
Paint and Wallpaper Stores	\$77,533	\$639,712	\$1,389,660
Pharmacies and Drug Stores	\$1,169,638	\$10,206,720	\$21,324,108
Radio, Television and Other Electronics Stores	\$399,764	\$3,428,303	\$7,194,152
Sew/Needlework/Piece Goods Stores	\$14,062	\$119,186	\$250,854
Shoe Stores	\$463,096	\$3,739,085	\$8,013,785
Special Foodservices	\$35,598	\$294,590	\$625,491
Specialty Food Stores	\$227,778	\$2,003,559	\$4,108,296
Sporting Goods Stores	\$387,613	\$3,137,730	\$6,879,072
Supermarkets and Other Grocery (except Convenience) Stores	\$5,837,427	\$51,255,283	\$105,256,748
Used Merchandise Stores	\$79,182	\$663,952	\$1,410,801
Womens Clothing Stores	\$453,109	\$3,792,570	\$8,221,968
Total Aggregate Annual Retail Sales	\$53,576,842	\$456,671,260	\$958,210,277

Mosaic Population Comparison



Geography: 1 Mile: Highway 287 & Arapahoe, 3 Miles: Highway 287 & Arapahoe, 5 Miles: Highway 287 & Arapahoe

	1 Mile: Highway 287 & Arapahoe		3 Miles: Highway 287 & Arapahoe		5 Miles: Highway 287 & Arapahoe	
	2015 Pop Count	%	2015 Pop Count	%	2015 Pop Count	%
Group A: Power Elite						
A01 American Royalty	207	4.5%	1,313	3.2%	3,033	3.6%
A02 Platinum Prosperity	0	0.0%	0	0.0%	1,495	1.8%
A03 Kids and Cabernet	0	0.0%	0	0.0%	1,426	1.7%
A04 Picture Perfect Families	0	0.0%	0	0.0%	0	0.0%
A05 Couples with Clout	0	0.0%	0	0.0%	0	0.0%
A06 Jet Set Urbanites	0	0.0%	0	0.0%	0	0.0%
Group B: Flourishing Families						
B07 Generational Soup	1,503	32.8%	6,778	16.6%	14,498	17.5%
B08 Babies and Bliss	0	0.0%	0	0.0%	5,980	7.2%
B09 Family Fun-tastic	0	0.0%	1,085	2.6%	1,369	1.6%
B10 Cosmopolitan Achievers	0	0.0%	0	0.0%	0	0.0%
Group C: Booming with Confidence						
C11 Aging of Aquarius	972	21.2%	10,651	26.2%	21,015	25.4%
C12 Golf Carts and Gourmets	0	0.0%	0	0.0%	1,697	2.0%
C13 Silver Sophisticates	782	17.0%	5,092	12.5%	8,673	10.5%
C14 Boomers and Boomerangs	0	0.0%	0	0.0%	0	0.0%
Group D: Suburban Style						
D15 Sports Utility Families	0	0.0%	0	0.0%	0	0.0%
D16 Settled in Suburbia	0	0.0%	0	0.0%	0	0.0%
D17 Cul de Sac Diversity	0	0.0%	0	0.0%	0	0.0%
D18 Suburban Attainment	0	0.0%	0	0.0%	0	0.0%
Group E: Thriving Boomers						
E19 Full Pockets, Empty Nests	0	0.0%	0	0.0%	0	0.0%
E20 No Place Like Home	0	0.0%	800	1.9%	800	0.9%
E21 Unspoiled Splendor	0	0.0%	0	0.0%	0	0.0%
Group F: Promising Families						
F22 Fast Track Couples	0	0.0%	195	0.4%	4,997	6.0%
F23 Families Matter Most	0	0.0%	0	0.0%	0	0.0%
Group G: Young, City Solos						
G24 Status Seeking Singles	1,112	24.3%	5,782	14.2%	5,782	7.0%
G25 Urban Edge	0	0.0%	0	0.0%	0	0.0%

1 Mile: Highway 287 &
Arapahoe

3 Miles: Highway 287 &
Arapahoe

5 Miles: Highway 287 &
Arapahoe

Group H: Middle-class Melting Pot

H26 Progressive Potpourri	0	0.0%	0	0.0%	0	0.0%
H27 Birkenstocks and Beemers	0	0.0%	0	0.0%	0	0.0%
H28 Everyday Moderates	0	0.0%	0	0.0%	0	0.0%
H29 Destination Recreation	0	0.0%	0	0.0%	0	0.0%

Group I: Family Union

I30 Stockcars and State Parks	0	0.0%	0	0.0%	0	0.0%
I31 Blue Collar Comfort	0	0.0%	0	0.0%	0	0.0%
I32 Steadfast Conventionalists	0	0.0%	0	0.0%	0	0.0%
I33 Balance and Harmony	0	0.0%	0	0.0%	0	0.0%

Group J: Autumn Years

J34 Aging in Place	0	0.0%	0	0.0%	0	0.0%
J35 Rural Escape	0	0.0%	0	0.0%	0	0.0%
J36 Settled and Sensible	0	0.0%	0	0.0%	0	0.0%

Group K: Significant Singles

K37 Wired for Success	0	0.0%	0	0.0%	1,139	1.3%
K38 Gotham Blend	0	0.0%	0	0.0%	0	0.0%
K39 Metro Fusion	0	0.0%	0	0.0%	0	0.0%
K40 Bohemian Groove	0	0.0%	0	0.0%	104	0.1%

Group L: Blue Sky Boomers

L41 Booming and Consuming	0	0.0%	0	0.0%	0	0.0%
L42 Rooted Flower Power	0	0.0%	5,553	13.6%	6,974	8.4%
L43 Homemade Happiness	0	0.0%	0	0.0%	0	0.0%

Group M: Families in Motion

M44 Red, White and Bluegrass	0	0.0%	0	0.0%	0	0.0%
M45 Diapers and Debit Cards	0	0.0%	0	0.0%	0	0.0%

Group N: Pastoral Pride

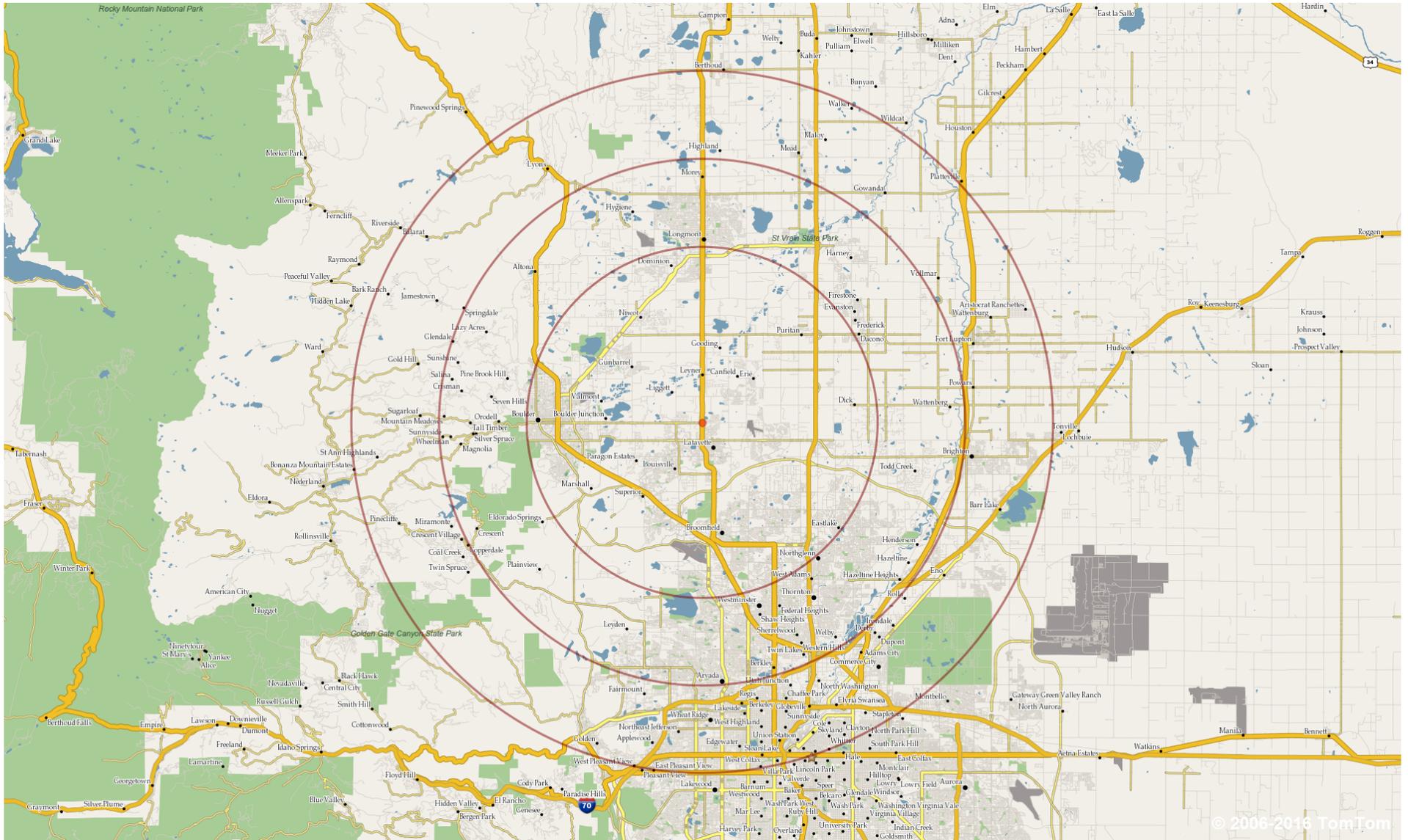
N46 True Grit Americans	0	0.0%	0	0.0%	0	0.0%
N47 Countrified Pragmatics	0	0.0%	0	0.0%	0	0.0%
N48 Rural Southern Bliss	0	0.0%	0	0.0%	0	0.0%
N49 Touch of Tradition	0	0.0%	0	0.0%	0	0.0%

Group O: Singles and Starters

O50 Full Steam Ahead	0	0.0%	0	0.0%	0	0.0%
O51 Digital Dependents	0	0.0%	0	0.0%	0	0.0%
O52 Urban Ambition	0	0.0%	0	0.0%	0	0.0%
O53 Colleges and Cafes	0	0.0%	0	0.0%	0	0.0%

	1 Mile: Highway 287 & Arapahoe		3 Miles: Highway 287 & Arapahoe		5 Miles: Highway 287 & Arapahoe	
O54 Striving Single Scene	0	0.0%	0	0.0%	78	0.0%
O55 Family Troopers	0	0.0%	0	0.0%	0	0.0%
Group P: Cultural Connections						
P56 Mid-scale Medley	0	0.0%	0	0.0%	0	0.0%
P57 Modest Metro Means	0	0.0%	0	0.0%	0	0.0%
P58 Heritage Heights	0	0.0%	0	0.0%	0	0.0%
P59 Expanding Horizons	0	0.0%	0	0.0%	0	0.0%
P60 Striving Forward	0	0.0%	0	0.0%	0	0.0%
P61 Humble Beginnings	0	0.0%	0	0.0%	0	0.0%
Group Q: Golden Year Guardians						
Q62 Reaping Rewards	0	0.0%	0	0.0%	0	0.0%
Q63 Footloose and Family Tree	0	0.0%	0	0.0%	0	0.0%
Q64 Town Elders	0	0.0%	0	0.0%	0	0.0%
Q65 Senior Discounts	0	0.0%	0	0.0%	0	0.0%
Group R: Aspirational Fusion						
R66 Dare to Dream	0	0.0%	0	0.0%	0	0.0%
R67 Hope for Tomorrow	0	0.0%	0	0.0%	0	0.0%
Group S: Economic Challenges						
S68 Small Town Shallow Pockets	0	0.0%	3,375	8.3%	3,375	4.0%
S69 Urban Survivors	0	0.0%	0	0.0%	0	0.0%
S70 Tight Money	0	0.0%	0	0.0%	0	0.0%
S71 Tough Times	0	0.0%	0	0.0%	0	0.0%
U00 Unclassified	0	0.0%	0	0.0%	0	0.0%
Total Population	4,576	100.0%	40,623	100.0%	82,435	100.0%

Hwy. 287 & Arapahoe 10, 15, & 20 Mile Radius



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Demographic Detail Comparison



Geography: 10 Miles: Highway 287 & Arapahoe, 15 Miles: Highway 287 & Arapahoe, 20 Miles: Highway 287 & Arapahoe

	10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
2015A Demographics:			
Employees	242,908	372,237	669,741
Establishments*	23,284	40,386	67,828
Total Population	395,812	885,590	1,290,248
Total Households	155,642	337,066	502,146
Female Population	197,830	444,341	642,765
% Female	49.9%	50.1%	49.8%
Male Population	197,982	441,249	647,484
% Male	50.0%	49.8%	50.1%
Population Density (per Sq. Mi.)	1,257.05	1,250.01	1,024.43
Employed Civilian Population 16+			
Total	218,662	469,893	667,323
White Collar	74.0%	66.6%	64.9%
Blue Collar	25.9%	33.3%	35.0%
Seasonal Population by Quarter:			
Q4 2011	2,339	4,250	7,758
Q1 2012	2,261	4,116	7,540
Q2 2012	2,099	3,900	7,640
Q3 2012	2,014	3,758	7,494
Q4 2012	1,918	3,612	7,375
Q1 2013	1,736	3,339	7,084
Q2 2013	1,520	2,996	6,992
Q3 2013	1,441	2,804	6,763
Q4 2013	1,350	2,599	6,469
Age:			
Age 0 - 4	5.6%	6.3%	6.4%
Age 5 - 14	12.9%	13.8%	13.3%
Age 15 - 19	7.6%	6.8%	6.4%
Age 20 - 24	9.8%	8.0%	7.6%
Age 25 - 34	14.2%	14.5%	15.6%
Age 35 - 44	14.1%	14.0%	14.2%
Age 45 - 54	13.7%	13.7%	13.4%
Age 55 - 64	11.6%	11.6%	11.5%
Age 65 - 74	6.1%	6.5%	6.4%
Age 75 - 84	2.6%	3.1%	3.2%
Age 85 +	1.1%	1.3%	1.3%
Median Age	34.7	35.2	35.2
Housing Units			
Total Housing Units	158,349	341,498	512,123

	10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
Occupied Housing Units	98.2%	98.7%	98.0%
Vacant Housing Units	1.7%	1.3%	1.9%
Housing Units by Tenure			
Owner Occupied Housing Units	155,642	337,066	502,146
Owner Occupied free and clear	13.4%	14.2%	13.6%
Owner Occupied with a mortgage or loan	51.5%	52.0%	48.5%
Renter Occupied Housing Units	35.0%	33.6%	37.8%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.6%	0.9%	1.1%
Asian	5.5%	4.2%	3.4%
Black	1.2%	1.2%	2.5%
Hawaiian/Pacific Islander	0.0%	0.1%	0.1%
White	85.2%	82.4%	80.0%
Other	4.0%	7.5%	9.1%
Multi-Race	3.2%	3.4%	3.5%
Hispanic Ethnicity	12.4%	21.9%	25.5%
Not of Hispanic Ethnicity	87.5%	78.0%	74.4%
Race of Hispanics			
Hispanics	49,357	194,614	329,861
American Indian	1.8%	2.0%	2.2%
Asian	0.5%	0.3%	0.3%
Black	0.9%	0.7%	0.8%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	58.2%	56.3%	54.7%
Other	30.7%	33.8%	35.3%
Multi-Race	7.5%	6.5%	6.3%
Race of Non Hispanics			
Non Hispanics	346,456	690,976	960,387
American Indian	0.4%	0.6%	0.7%
Asian	6.2%	5.3%	4.5%
Black	1.2%	1.4%	3.0%
Hawaiian/Pacific Islander	0.0%	0.1%	0.1%
White	89.1%	89.7%	88.6%
Other	0.1%	0.1%	0.1%
Multi-Race	2.6%	2.5%	2.6%
Marital Status:			
Age 15 + Population	322,265	706,899	1,034,392
Divorced	10.3%	11.7%	12.5%
Never Married	35.4%	32.1%	33.6%
Now Married	50.8%	52.0%	49.5%
Now Married - Separated	0.9%	1.2%	1.4%
Widowed	3.3%	4.0%	4.2%

	10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
Educational Attainment:			
Total Population Age 25+	252,696	575,345	852,263
Grade K - 8	1.6%	2.9%	4.0%
Grade 9 - 12	3.0%	6.2%	7.1%
High School Graduate	14.4%	21.6%	22.4%
Associates Degree	6.4%	7.3%	6.9%
Bachelor's Degree	31.8%	24.4%	23.4%
Graduate Degree	22.9%	15.1%	13.9%
Some College, No Degree	19.2%	21.3%	20.9%
No Schooling Completed	0.5%	0.8%	1.0%
Household Income:			
Income \$ 0 - \$9,999	5.2%	4.6%	5.9%
Income \$ 10,000 - \$14,999	2.9%	3.2%	4.0%
Income \$ 15,000 - \$24,999	6.3%	7.5%	8.7%
Income \$ 25,000 - \$34,999	7.1%	7.9%	8.7%
Income \$ 35,000 - \$49,999	9.8%	11.9%	12.1%
Income \$ 50,000 - \$74,999	16.0%	18.4%	18.2%
Income \$ 75,000 - \$99,999	14.5%	15.6%	14.5%
Income \$100,000 - \$124,999	12.4%	11.1%	10.2%
Income \$125,000 - \$149,999	8.0%	6.7%	6.1%
Income \$150,000 +	17.3%	12.5%	11.1%
Average Household Income	\$104,072	\$90,980	\$84,786
Median Household Income	\$78,897	\$69,739	\$63,827
Per Capita Income	\$41,304	\$34,841	\$33,299
Vehicles Available			
0 Vehicles Available	4.3%	4.4%	6.6%
1 Vehicle Available	30.1%	30.3%	32.0%
2+ Vehicles Available	65.5%	65.2%	61.3%
Average Vehicles Per Household	2.02	2.04	1.98
Total Vehicles Available	314,708	687,704	997,095

2020 Demographics:

Total Population	423,751	941,614	1,368,095
Total Households	167,316	359,870	535,660
Female Population	211,334	471,174	679,778
% Female	49.8%	50.0%	49.6%
Male Population	212,417	470,440	688,316
% Male	50.1%	49.9%	50.3%
Population Density (per Sq. Mi.)	1,161.13	1,165.86	950.88

Employed Civilian Population 16+

	10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
Total	243,271	517,794	733,760
% White Collar	74.1%	66.9%	65.2%
% Blue Collar	25.8%	33.0%	34.7%
Age:			
Age 0 - 4	5.5%	6.2%	6.4%
Age 5 - 14	12.3%	13.2%	12.9%
Age 15 - 19	7.6%	6.7%	6.3%
Age 20 - 24	8.9%	7.3%	6.9%
Age 25 - 34	14.7%	14.8%	15.8%
Age 35 - 44	13.9%	13.9%	14.3%
Age 45 - 54	12.5%	12.3%	12.2%
Age 55 - 64	12.2%	12.1%	11.9%
Age 65 - 74	7.7%	8.1%	7.8%
Age 75 - 84	3.1%	3.5%	3.5%
Age 85 +	1.2%	1.3%	1.4%
Median Age	35.5	36.0	35.9
Housing Units Trend			
Total Housing Units	170,415	364,714	546,208
Owner Occupied Housing Units	98.1%	98.6%	98.0%
Renter Occupied Housing Units	34.8%	33.6%	37.7%
Vacant Housing Units	1.8%	1.3%	1.9%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.6%	0.9%	1.1%
Asian	6.3%	4.8%	3.9%
Black	1.2%	1.3%	2.5%
Hawaiian/Pacific Islander	0.0%	0.1%	0.1%
White	83.5%	80.7%	78.5%
Other	4.3%	8.0%	9.6%
Multi-Race	3.8%	3.9%	4.0%
Hispanic Ethnicity	13.5%	23.3%	26.9%
Not of Hispanic Ethnicity	86.4%	76.6%	73.0%
Race of Hispanics			
Hispanics	57,540	219,781	368,060
American Indian	1.7%	2.0%	2.2%
Asian	0.4%	0.3%	0.3%
Black	0.9%	0.7%	0.8%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	58.1%	56.1%	54.5%
Other	30.6%	33.8%	35.3%
Multi-Race	7.8%	6.7%	6.6%
Race of Non Hispanics			
Non Hispanics	366,211	721,833	1,000,035
American Indian	0.4%	0.6%	0.7%

	10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
Asian	7.2%	6.2%	5.3%
Black	1.3%	1.5%	3.1%
Hawaiian/Pacific Islander	0.0%	0.1%	0.1%
White	87.4%	88.2%	87.3%
Other	0.1%	0.1%	0.1%
Multi-Race	3.2%	3.1%	3.1%
Marital Status:			
Age 15 + Population	347,845	758,080	1,102,979
Divorced	10.4%	11.8%	12.5%
Never Married	35.3%	32.1%	33.7%
Now Married	50.9%	52.0%	49.5%
Now Married - Separated	0.9%	1.2%	1.4%
Widowed	3.3%	4.0%	4.2%
Educational Attainment:			
Total Population Age 25+	277,616	625,104	920,875
Grade K - 9	1.5%	2.8%	3.8%
Grade 9 - 12	2.9%	6.0%	6.9%
High School Graduate	14.2%	21.3%	22.1%
Associates Degree	6.5%	7.4%	7.0%
Bachelor's Degree	31.9%	24.7%	23.7%
Graduate Degree	22.9%	15.3%	14.0%
Some College, No Degree	19.2%	21.3%	21.0%
No Schooling Completed	0.5%	0.8%	1.0%
Household Income:			
Income \$ 0 - \$9,999	3.8%	3.3%	4.4%
Income \$ 10,000 - \$14,999	2.8%	2.9%	3.7%
Income \$ 15,000 - \$24,999	5.4%	6.3%	7.5%
Income \$ 25,000 - \$34,999	6.1%	6.8%	7.5%
Income \$ 35,000 - \$49,999	8.4%	10.3%	10.6%
Income \$ 50,000 - \$74,999	12.9%	15.0%	15.4%
Income \$ 75,000 - \$99,999	14.0%	16.4%	15.5%
Income \$100,000 - \$124,999	14.0%	13.6%	12.5%
Income \$125,000 - \$149,999	10.3%	8.8%	8.0%
Income \$150,000 +	21.8%	16.2%	14.3%
Average Household Income	\$120,426	\$105,228	\$98,000
Median Household Income	\$93,409	\$82,816	\$75,865
Per Capita Income	\$47,914	\$40,422	\$38,659
Vehicles Available			
0 Vehicles Available	4.2%	4.3%	6.5%
1 Vehicle Available	29.8%	29.9%	31.7%
2+ Vehicles Available	65.8%	65.6%	61.7%
Average Vehicles Per Household	2.02	2.04	1.98
Total Vehicles Available	338,755	735,689	1,065,658

	10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
2010 Demographics:			
Total Population	365,606	825,968	1,197,619
Total Households	143,953	314,958	465,687
Female Population	182,621	414,712	597,456
% Female	49.9%	50.2%	49.8%
Male Population	182,985	411,257	600,163
% Male	50.0%	49.7%	50.1%
Population Density (per Sq. Mi.)	1,161.13	1,165.86	950.88
Employed Civilian Population 16+			
Total	193,422	420,971	601,812
% White Collar	73.9%	66.6%	64.8%
% Blue Collar	26.0%	33.3%	35.1%
Age:			
Age 0 - 4	6.1%	6.8%	6.9%
Age 5 - 14	13.1%	13.9%	13.4%
Age 15 - 19	7.6%	7.0%	6.8%
Age 20 - 24	9.2%	7.5%	7.4%
Age 25 - 34	14.1%	14.4%	15.3%
Age 35 - 44	14.8%	14.4%	14.3%
Age 45 - 54	15.0%	14.7%	14.4%
Age 55 - 64	11.2%	11.1%	11.0%
Age 65 - 74	5.0%	5.5%	5.6%
Age 75 - 84	2.5%	3.0%	3.1%
Age 85 +	1.0%	1.1%	1.3%
Median Age	34.7	35.0	34.9
Housing Units			
Total Housing Units	150,930	330,778	494,467
Occupied Housing Units	95.3%	95.2%	94.1%
Vacant Housing Units	4.6%	4.7%	5.8%
Housing Units by Tenure			
Owner Occupied Housing Units	143,953	314,958	465,687
Owner Occupied free and clear	12.5%	13.3%	12.8%
Owner Occupied with a mortgage or loan	53.3%	54.2%	50.8%
Renter Occupied Housing Units	34.0%	32.4%	36.2%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.5%	0.8%	1.1%
Asian	5.2%	4.0%	3.3%
Black	1.0%	1.1%	2.4%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	86.3%	83.3%	80.7%
Other	3.7%	7.3%	8.9%

	10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
Multi-Race	2.8%	3.1%	3.3%
Hispanic Ethnicity	11.7%	21.2%	24.9%
Not of Hispanic Ethnicity	88.2%	78.7%	75.0%
Race of Hispanics			
Hispanics	42,989	175,421	299,254
American Indian	1.8%	2.0%	2.2%
Asian	0.4%	0.3%	0.3%
Black	0.7%	0.6%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	58.6%	56.5%	54.8%
Other	30.7%	33.7%	35.3%
Multi-Race	7.3%	6.4%	6.2%
Race of Non Hispanics			
Non Hispanics	322,617	650,547	898,365
American Indian	0.4%	0.5%	0.7%
Asian	5.8%	5.0%	4.3%
Black	1.0%	1.3%	2.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	90.0%	90.5%	89.3%
Other	0.1%	0.1%	0.1%
Multi-Race	2.2%	2.2%	2.3%
Marital Status:			
Age 15 + Population	295,006	653,679	952,507
Divorced	10.1%	11.3%	12.0%
Never Married	35.3%	31.8%	32.6%
Now Married	51.0%	52.8%	51.0%
Now Married - Separated	1.2%	1.6%	1.6%
Widowed	3.4%	3.9%	4.2%
Educational Attainment:			
Total Population Age 25+	233,090	532,449	781,733
Grade K - 8	1.8%	3.0%	4.2%
Grade 9 - 12	3.1%	6.5%	7.3%
High School Graduate	15.1%	22.3%	23.0%
Associates Degree	5.9%	6.9%	6.6%
Bachelor's Degree	31.7%	24.2%	23.1%
Graduate Degree	22.1%	14.6%	13.4%
Some College, No Degree	19.5%	21.4%	20.9%
No Schooling Completed	0.5%	0.7%	1.0%
Household Income:			
Income \$ 0 - \$9,999	5.4%	4.9%	6.1%
Income \$ 10,000 - \$14,999	3.2%	3.5%	4.4%

	10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
Income \$ 15,000 - \$24,999	7.1%	8.2%	9.5%
Income \$ 25,000 - \$34,999	8.0%	8.7%	9.4%
Income \$ 35,000 - \$49,999	11.5%	13.7%	13.9%
Income \$ 50,000 - \$74,999	17.7%	19.4%	18.9%
Income \$ 75,000 - \$99,999	13.8%	14.4%	13.3%
Income \$100,000 - \$124,999	12.1%	10.8%	9.9%
Income \$125,000 - \$149,999	7.2%	6.0%	5.4%
Income \$150,000 +	13.6%	9.9%	8.7%
Average Household Income	\$95,034	\$83,849	\$78,316
Median Household Income	\$70,182	\$63,014	\$57,741
Per Capita Income	\$37,781	\$32,178	\$30,757

Vehicles Available

0 Vehicles Available	4.2%	4.5%	6.6%
1 Vehicle Available	30.5%	30.7%	32.1%
2+ Vehicles Available	65.2%	64.6%	61.1%
Average Vehicles Per Household	2.02	2.03	1.98
Total Vehicles Available	290,947	641,959	926,227

2000 Census Demographics:

Total Population	303,297	703,388	1,039,528
Total Households	116,728	264,400	393,512
Female Population	150,072	351,178	516,260
% Female	49.4%	49.9%	49.6%
Male Population	153,225	352,210	523,267
% Male	50.5%	50.0%	50.3%

Employed Civilian Population 16+

Total	171,786	382,160	540,553
% White Collar	24.2%	31.5%	34.7%
% Blue Collar	75.7%	68.4%	65.2%

Age:

Age 0 - 4	6.4%	6.9%	7.0%
Age 5 - 14	13.7%	14.7%	14.4%
Age 15 - 19	7.6%	7.2%	7.1%
Age 20 - 24	9.0%	7.7%	7.5%
Age 25 - 34	17.1%	16.1%	16.1%
Age 35 - 44	18.4%	17.8%	17.2%
Age 45 - 54	14.4%	14.0%	13.7%
Age 55 - 64	6.6%	7.4%	7.5%
Age 65 - 74	3.6%	4.5%	4.9%
Age 75 - 84	2.0%	2.5%	3.0%
Age 85 +	0.7%	0.8%	1.0%
Median Age	32.6	33.3	33.6

	10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
Housing Units			
Total Housing Units	120,506	272,002	407,709
Owner Occupied Housing Units	65.9%	68.5%	63.8%
Renter Occupied Housing Units	30.9%	28.6%	32.6%
Vacant Housing Units	3.1%	2.7%	3.4%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.6%	0.7%	0.9%
Asian	3.9%	3.2%	2.6%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.9%	0.9%	2.7%
White	88.5%	85.8%	80.8%
Other	3.5%	6.2%	9.6%
Two or More Races	2.2%	2.7%	3.0%
Hispanic Ethnicity	9.3%	15.4%	21.5%
Not of Hispanic Ethnicity	90.6%	84.5%	78.4%
Marital Status:			
Age 15 + Population	242,106	551,185	815,882
Divorced	9.6%	10.8%	11.4%
Never Married	32.4%	28.1%	28.8%
Now Married	51.3%	53.4%	50.1%
Separated	3.5%	3.6%	4.7%
Widowed	3.0%	4.0%	4.7%
Educational Attainment:			
Total Population Age 25+	191,183	445,716	662,504
Grade K - 8	1.6%	3.0%	4.9%
Grade 9 - 11, No diploma	3.8%	7.3%	9.6%
High School Graduate	15.5%	22.8%	24.0%
Associates Degree	6.5%	6.9%	6.3%
Bachelor's Degree	31.2%	22.8%	20.3%
Graduate Degree	19.7%	12.7%	11.0%
Some College, No Degree	20.7%	23.3%	22.4%
No Schooling Completed	0.5%	0.8%	1.1%
Public School Enrollment	85.7%	86.2%	86.8%
Private School Enrollment	14.1%	13.7%	13.1%
Household Income:			
Income \$ 0 - \$9,999	5.5%	5.1%	6.9%
Income \$ 10,000 - \$14,999	3.5%	3.6%	4.5%
Income \$ 15,000 - \$24,999	7.5%	8.5%	10.2%
Income \$ 25,000 - \$34,999	9.8%	11.1%	12.1%
Income \$ 35,000 - \$49,999	13.8%	16.5%	16.7%
Income \$ 50,000 - \$74,999	22.3%	23.8%	22.2%
Income \$ 75,000 - \$99,999	15.1%	14.4%	12.7%
Income \$100,000 - \$124,999	9.4%	7.6%	6.5%

	10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
Income \$125,000 - \$149,999	4.7%	3.7%	3.1%
Income \$150,000 - \$199,999	4.2%	3.0%	2.6%
Income \$200,000 or More	3.7%	2.4%	2.2%
Average Household Income	\$74,047	\$66,681	\$61,631
Median Household Income	\$60,076	\$54,768	\$49,410
Per Capita Income	\$28,498	\$25,065	\$23,330

Vehicles Available

0 Vehicles Available	4.6%	4.8%	7.4%
1 Vehicle Available	30.0%	29.4%	31.6%
2 Vehicles Available	44.3%	42.9%	39.8%
3+ Vehicles Available	20.9%	22.7%	21.0%
Average Vehicles Per Household	1.80	1.89	1.80
Total Vehicles Available	219,977	507,352	717,217

Population Trend

2000	303,297	703,388	1,039,528
2010	365,606	825,968	1,197,619
Change 2000 to 2010	20.5%	17.4%	15.2%
2015A	395,812	885,590	1,290,248
2020	423,751	941,614	1,368,095
Change 2015A to 2020	7.0%	6.3%	6.0%

Household Trend

2000	116,728	264,400	393,512
2010	143,953	314,958	465,687
Change 2000 to 2010	33.3%	27.4%	27.6%
2015A	155,642	337,066	502,146
2020	167,316	359,870	535,660
Change 2015A to 2020	7.5%	6.7%	6.6%

Average Household Size Trend

2000	2.5	2.6	2.5
2010	2.4	2.5	2.5
Change 2000 to 2010	-1.8%	-1.2%	-2.4%
2015A	2.4	2.5	2.5
2020	2.4	2.5	2.5
Change 2015A to 2020	0.3%	0.3%	0.5%

Median Age Trend

2000	32.6	33.3	33.6
2010	34.7	35.0	34.9
2015A	34.7	35.2	35.2
2020	35.5	36.0	35.9

	10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
Housing Units Trend			
Total Housing Units			
Change 2000 to 2010	25.2%	21.6%	21.2%
Change 2015A to 2020	7.6%	6.7%	6.6%
Owner Occupied Housing Units			
Change 2000 to 2010	19.4%	13.9%	14.0%
Change 2015A to 2020	7.7%	6.8%	6.7%
Renter Occupied Housing Units			
Change 2000 to 2010	31.5%	31.4%	26.7%
Change 2015A to 2020	7.0%	6.6%	6.4%
Vacant Housing Units			
Change 2000 to 2010	84.6%	108.1%	102.7%
Change 2015A to 2020	14.5%	9.3%	5.7%
Race and Ethnicity Trend			
American Indian, Eskimo, Aleut			
Change 2000 to 2010	14.0%	34.8%	32.6%
Change 2015A to 2020	8.2%	7.0%	6.0%
Asian and Native Hawaiian/Other Pacific Islander			
Change 2000 to 2010	59.5%	44.0%	42.8%
Change 2015A to 2020	22.3%	20.6%	20.5%
Black			
Change 2000 to 2010	33.2%	49.7%	3.3%
Change 2015A to 2020	12.3%	9.8%	5.3%
White			
Change 2000 to 2010	17.5%	13.9%	15.0%
Change 2015A to 2020	4.8%	4.2%	4.0%
Other			
Change 2000 to 2010	27.7%	36.7%	7.2%
Change 2015A to 2020	15.5%	13.0%	11.6%
Two or More Races			
Change 2000 to 2010	51.5%	33.2%	24.6%
Change 2015A to 2020	25.8%	22.1%	20.8%
Hispanic Ethnicity			
Change 2000 to 2010	51.1%	61.4%	33.5%
Change 2015A to 2020	16.5%	12.9%	11.5%
Not of Hispanic Ethnicity			
Change 2000 to 2010	17.3%	9.3%	10.1%
Change 2015A to 2020	5.7%	4.4%	4.1%

*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).

Daytime Population Comparison



Geography: 10 Miles: Highway 287 & Arapahoe, 15 Miles: Highway 287 & Arapahoe, 20 Miles: Highway 287 & Arapahoe

	10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
2015A Population & Household Overview			
Population	395,812	885,590	1,290,248
Household Population	386,146	873,373	1,265,788
Family Population	77.0%	80.8%	78.7%
Non-family Population	22.9%	19.1%	21.2%
Group Quarters Population	9,667	12,217	24,460
Households	155,642	337,066	502,146
Family Households	76.3%	75.8%	74.8%
Non-family Households	23.6%	24.1%	25.1%
2015A Daytime Population			
Total Daytime Population	457,461	845,129	1,447,755
Population aged 16 and under (Children)	87,548	192,027	274,394
Daytime Population Age 16+	369,914	653,102	1,173,361
Civilian 16+, at Workplace	234,634	395,827	779,781
Civilian 16+, Unemployed	10,141	24,392	38,803
Civilian 16+, Work at home	18,900	31,657	42,354
Homemakers Age 16+	29,810	69,513	102,193
Retired population Age 65+	31,153	79,028	116,880
Student popn: Pre-kindergarten to 8th	59,256	126,005	180,456
Student popn: 9th grade-12th grade	22,828	49,525	66,941
Student popn: Post-secondary students	60,732	79,131	125,121

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Consumer Expenditure Comparison



Geography: 10 Miles: Highway 287 & Arapahoe, 15 Miles: Highway 287 & Arapahoe, 20 Miles: Highway 287 & Arapahoe

	10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
2015A Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	155,642	337,066	502,146
Median Household Income	\$78,897	\$69,739	\$63,827
Total Average Household Expenditure	\$59,330	\$57,635	\$55,833
Airline Fares	\$465	\$439	\$416
Alcoholic beverages purchased on trips	\$62	\$59	\$56
Alimony Expenditures	\$31	\$29	\$27
Alteration, Repair and Tailoring of Apparel and Accessories	\$10	\$10	\$9
Apparel and Services for Children Under 2	\$97	\$92	\$90
Apparel Laundry and Dry Cleaning not coin-operated	\$147	\$134	\$126
Audio Equipment and Sound Components	\$0	\$0	\$0
Books thru book clubs	\$4	\$4	\$3
Books not thru book clubs	\$36	\$36	\$35
Boys' active sportswear	\$3	\$3	\$2
Cash contributions to charities, church, religious, educational, political and other organizations	\$1,596	\$1,575	\$1,501
CDs, Records, Audio Tapes	\$14	\$13	\$13
Cellular Phone Service	\$1,004	\$984	\$964
Child Support Expenditures	\$99	\$96	\$92
College Tuition	\$641	\$587	\$563
Computers and Computer Hardware for nonbusiness use	\$168	\$160	\$156
Computer information services	\$297	\$298	\$294
Coolant, brake fluid, transmission fluid, and other additives	\$7	\$7	\$7
Cosmetics, perfume, bath preparations	\$198	\$195	\$191
Deodorants, feminine hygiene, miscellaneous personal care	\$38	\$38	\$37
Electricity	\$1,199	\$1,203	\$1,187
Fees for Recreational Lessons	\$257	\$234	\$221
Finance Charges Excluding Mortgage And Vehicle	\$23	\$23	\$22
Floor Coverings, Nonpermanent	\$23	\$22	\$21
Food or Board at School	\$36	\$33	\$31
Food on out-of-town trips	\$442	\$411	\$386
Funeral Expenses	\$74	\$77	\$77
Furniture	\$433	\$416	\$400
Gasoline And Motor Oil	\$2,241	\$2,247	\$2,226
Girls' Active Sportswear	\$16	\$15	\$14
Hair Care Products	\$87	\$84	\$81
Hospital Room and Services	\$212	\$205	\$200
Health Care Insurance	\$398	\$392	\$378

	10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
Health Maintenance Organization (not BCBS)	\$774	\$739	\$702
Housekeeping Services	\$171	\$165	\$156
Household Textiles	\$158	\$154	\$148
Intracity Bus Fares	\$11	\$10	\$10
Intracity Mass Transit Fares	\$43	\$43	\$43
Jewelry	\$119	\$112	\$107
Legal fees	\$154	\$153	\$151
Life and Other Personal Insurance	\$353	\$339	\$319
Maintenance and Repair Services	\$1,103	\$1,080	\$1,033
Medical equipment for general use	\$3	\$3	\$3
Men's Suits	\$36	\$33	\$31
Miscellaneous fees	\$4	\$4	\$4
Mortgage interest and charges owned dwellings	\$4,829	\$4,572	\$4,363
Mortgage interest and charges owned vacation homes	\$373	\$346	\$320
Movie, Theater, Amusement parks, and Other	\$16	\$15	\$15
Natural Gas	\$533	\$520	\$504
New Cars	\$733	\$712	\$683
New Trucks	\$870	\$826	\$785
New Motorcycle	\$23	\$21	\$19
Newspaper, Magazine by Subscription	\$26	\$27	\$26
Oral Hygiene Products, Articles	\$46	\$45	\$43
Other Household Products	\$494	\$471	\$453
Other Home Services	\$23	\$23	\$22
Other Tobacco Products	\$266	\$266	\$266
Personal Care Services	\$351	\$341	\$329
Pet Purchase, Supplies, Medicine	\$169	\$162	\$157
Photo Processing	\$12	\$11	\$10
Portable Heating and Cooling Equipment	\$13	\$13	\$13
Property taxes owned dwellings	\$1,625	\$1,562	\$1,495
Property taxes owned vacation homes	\$67	\$67	\$65
Rent	\$3,909	\$3,930	\$3,992
Satellite Dishes	\$1	\$1	\$1
Shaving Needs	\$30	\$29	\$28
Small Electric Kitchen Appliances	\$46	\$46	\$45
Residential Telephone/Pay Phones	\$205	\$206	\$199
Televisions	\$76	\$74	\$72
Tobacco Products and Smoking supplies	\$266	\$266	\$266
Tolls or Electronic Toll Passes	\$33	\$31	\$30
Toys, Games, Arts and Crafts, and Tricycles	\$187	\$183	\$180
Used Cars	\$905	\$887	\$873
Used Trucks	\$929	\$915	\$895
VCR's and Video Disc Players	\$7	\$7	\$6
Vehicle Insurance	\$1,086	\$1,089	\$1,073
Vehicle Air Conditioning Repair	\$0	\$0	\$0
Vehicle Inspection	\$12	\$12	\$12
Video Game Hardware And Software	\$106	\$98	\$95
Watches	\$39	\$38	\$37
Women's Suits	\$13	\$13	\$12

10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
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10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
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2020 Consumer Expenditures (Average Household Annual Expenditures):

Total Households	167,316	359,870	535,660
Median Household Income	\$93,409	\$82,816	\$75,865
Total Average Household Expenditure	\$72,057	\$70,568	\$68,499
Airline Fares	\$580	\$557	\$531
Alcoholic beverages purchased on trips	\$82	\$80	\$76
Alimony Expenditures	\$46	\$44	\$41
Alteration, Repair and Tailoring of Apparel and Accessories	\$15	\$14	\$13
Apparel and Services for Children Under 2	\$135	\$130	\$127
Apparel Laundry and Dry Cleaning not coin-operated	\$214	\$200	\$190
Audio Equipment and Sound Components	\$1	\$0	\$0
Books thru book clubs	\$2	\$2	\$2
Books not thru book clubs	\$21	\$21	\$20
Boys' active sportswear	\$4	\$4	\$4
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,391	\$2,384	\$2,269
CDs, Records, Audio Tapes	\$18	\$18	\$17
Cellular Phone Service	\$1,203	\$1,184	\$1,161
Child Support Expenditures	\$135	\$133	\$129
College Tuition	\$743	\$686	\$654
Computers and Computer Hardware for nonbusiness use	\$215	\$208	\$202
Computer information services	\$339	\$340	\$336
Coolant, brake fluid, transmission fluid, and other additives	\$8	\$8	\$8
Cosmetics, perfume, bath preparations	\$244	\$241	\$237
Deodorants, feminine hygiene, miscellaneous personal care	\$48	\$47	\$47
Electricity	\$1,360	\$1,367	\$1,348
Fees for Recreational Lessons	\$307	\$287	\$275
Finance Charges Excluding Mortgage And Vehicle	\$25	\$25	\$25
Floor Coverings, Nonpermanent	\$28	\$28	\$27
Food or Board at School	\$47	\$44	\$41
Food on out-of-town trips	\$581	\$554	\$525
Funeral Expenses	\$89	\$92	\$92
Furniture	\$532	\$517	\$499
Gasoline And Motor Oil	\$2,736	\$2,736	\$2,713
Girls' Active Sportswear	\$23	\$22	\$21
Hair Care Products	\$105	\$102	\$100
Hospital Room and Services	\$216	\$211	\$207
Health Care Insurance	\$426	\$422	\$410

	10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
Health Maintenance Organization (not BCBS)	\$863	\$836	\$800
Housekeeping Services	\$214	\$210	\$199
Household Textiles	\$195	\$191	\$185
Intracity Bus Fares	\$13	\$13	\$12
Intracity Mass Transit Fares	\$46	\$45	\$45
Jewelry	\$178	\$170	\$163
Legal fees	\$185	\$184	\$183
Life and Other Personal Insurance	\$446	\$432	\$406
Maintenance and Repair Services	\$1,103	\$1,080	\$1,033
Medical equipment for general use	\$4	\$4	\$4
Men's Suits	\$53	\$50	\$48
Miscellaneous fees	\$5	\$4	\$4
Mortgage interest and charges owned dwellings	\$5,708	\$5,493	\$5,272
Mortgage interest and charges owned vacation homes	\$423	\$399	\$372
Movie, Theater, Amusement parks, and Other	\$19	\$18	\$18
Natural Gas	\$602	\$593	\$576
New Cars	\$887	\$871	\$838
New Trucks	\$1,059	\$1,025	\$982
New Motorcycle	\$30	\$28	\$25
Newspaper, Magazine by Subscription	\$15	\$15	\$15
Oral Hygiene Products, Articles	\$61	\$60	\$57
Other Household Products	\$619	\$598	\$575
Other Home Services	\$28	\$28	\$27
Other Tobacco Products	\$261	\$261	\$261
Personal Care Services	\$451	\$442	\$427
Pet Purchase, Supplies, Medicine	\$220	\$212	\$206
Photo Processing	\$15	\$14	\$13
Portable Heating and Cooling Equipment	\$17	\$16	\$16
Property taxes owned dwellings	\$1,961	\$1,909	\$1,830
Property taxes owned vacation homes	\$76	\$77	\$74
Rent	\$4,690	\$4,703	\$4,772
Satellite Dishes	\$1	\$1	\$1
Shaving Needs	\$38	\$37	\$36
Small Electric Kitchen Appliances	\$57	\$57	\$56
Residential Telephone/Pay Phones	\$257	\$259	\$250
Televisions	\$113	\$110	\$108
Tobacco Products and Smoking supplies	\$261	\$261	\$261
Tolls or Electronic Toll Passes	\$39	\$37	\$36
Toys, Games, Arts and Crafts, and Tricycles	\$264	\$259	\$255
Used Cars	\$1,107	\$1,091	\$1,078
Used Trucks	\$1,137	\$1,121	\$1,102
VCR's and Video Disc Players	\$9	\$9	\$9
Vehicle Insurance	\$1,291	\$1,293	\$1,281
Vehicle Air Conditioning Repair	\$0	\$0	\$0
Vehicle Inspection	\$14	\$14	\$14
Video Game Hardware And Software	\$135	\$128	\$125
Watches	\$57	\$55	\$54
Women's Suits	\$20	\$19	\$18

10 Miles: Highway 287 & Arapahoe 15 Miles: Highway 287 & Arapahoe 20 Miles: Highway 287 & Arapahoe

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

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Retail Sales Potential Comparison



Geography: 10 Miles: Highway 287 & Arapahoe, 15 Miles: Highway 287 & Arapahoe, 20 Miles: Highway 287 & Arapahoe

10 Miles: Highway 287 & Arapahoe

15 Miles: Highway 287 & Arapahoe

20 Miles: Highway 287 & Arapahoe

Average Annual Household Dollars 2015A

	10 Miles: Highway 287 & Arapahoe	15 Miles: Highway 287 & Arapahoe	20 Miles: Highway 287 & Arapahoe
Automotive Dealers	\$3,523	\$3,423	\$3,316
Automotive Parts, Accessories, & Tire Stores	\$213	\$215	\$212
Beer, Wine, & Liquor Stores	\$172	\$167	\$163
Book Stores	\$78	\$74	\$71
Childrens and Infants Clothing Stores	\$47	\$45	\$43
Clothing Accessories Stores	\$29	\$28	\$26
Convenience Stores	\$124	\$123	\$121
Cosmetics, Beauty Supplies and Perfume Stores	\$28	\$28	\$27
Department Stores excluding leased depts	\$1,062	\$1,024	\$986
Drinking Place - Alcoholic Beverages	\$101	\$96	\$92
Family Clothing Stores	\$473	\$451	\$430
Florists	\$26	\$25	\$24
Full-service Restaurants	\$1,633	\$1,560	\$1,495
Furniture Stores	\$23	\$22	\$22
Gasoline Stations	\$2,595	\$2,595	\$2,567
Gift, Novelty, and Souvenir Stores	\$76	\$74	\$72
Hardware Stores	\$47	\$46	\$44
Hobby, Toys and Games Stores	\$68	\$66	\$64
Home Centers	\$446	\$435	\$416
Home Furnishing Stores	\$138	\$134	\$130
Household Appliances Stores	\$103	\$99	\$95
Jewelry Stores	\$90	\$85	\$82
Limited-service Eating Places	\$1,696	\$1,621	\$1,554
Luggage & Leather Goods Stores	\$9	\$9	\$9
Mens Clothing Stores	\$50	\$47	\$45
Musical Instrument and Supplies Stores	\$12	\$11	\$11
News Dealers and Newsstands	\$5	\$5	\$5
Nonstore retailers	\$1,060	\$1,034	\$1,003
Nursery and Garden centers	\$144	\$140	\$133
Office Supplies and Stationery Stores	\$89	\$87	\$84
Optical Goods Stores	\$53	\$51	\$49
Other Building Materials Dealers	\$378	\$370	\$354

Other Clothing Stores	\$60	\$57	\$54
Other General Merchandise Stores	\$2,072	\$2,036	\$1,990
Other Health and Personal Care Stores	\$39	\$38	\$37
Other Miscellaneous Store Retailers	\$330	\$321	\$313
Other Motor Vehicle Dealers	\$330	\$315	\$297
Outdoor Power Equipment Stores	\$23	\$22	\$21
Paint and Wallpaper Stores	\$38	\$36	\$34
Pharmacies and Drug Stores	\$609	\$603	\$589
Radio, Television and Other Electronics Stores	\$216	\$209	\$203
Sew/Needlework/Piece Goods Stores	\$7	\$6	\$6
Shoe Stores	\$225	\$213	\$203
Special Foodservices	\$17	\$16	\$16
Specialty Food Stores	\$121	\$121	\$119
Sporting Goods Stores	\$191	\$181	\$171
Supermarkets and Other Grocery (except Convenience) Stores	\$3,107	\$3,092	\$3,043
Used Merchandise Stores	\$40	\$38	\$37
Womens Clothing Stores	\$222	\$212	\$202
Total Avg Annual Retail Sales	\$27,727	\$27,025	\$26,224

Aggregate Household Dollars 2015A

Automotive Dealers	\$548,439,742	\$1,154,087,621	\$1,665,363,985
Automotive Parts, Accessories, & Tire Stores	\$33,290,700	\$72,557,637	\$106,729,980
Beer, Wine, & Liquor Stores	\$26,827,570	\$56,530,586	\$81,879,342
Book Stores	\$12,235,431	\$25,169,490	\$36,041,015
Childrens and Infants Clothing Stores	\$7,322,817	\$15,174,720	\$21,876,178
Clothing Accessories Stores	\$4,585,802	\$9,479,675	\$13,484,039
Convenience Stores	\$19,440,808	\$41,552,846	\$60,790,089
Cosmetics, Beauty Supplies and Perfume Stores	\$4,511,387	\$9,656,738	\$14,024,227
Department Stores excluding leased depts	\$165,400,377	\$345,220,493	\$495,329,751
Drinking Place - Alcoholic Beverages	\$15,747,908	\$32,552,472	\$46,399,028
Family Clothing Stores	\$73,650,754	\$152,280,019	\$216,354,700
Florists	\$4,066,526	\$8,572,976	\$12,076,662
Full-service Restaurants	\$254,206,608	\$525,930,392	\$750,939,643
Furniture Stores	\$3,658,134	\$7,673,482	\$11,068,664
Gasoline Stations	\$403,923,549	\$874,957,368	\$1,289,363,585
Gift, Novelty, and Souvenir Stores	\$11,936,117	\$25,210,972	\$36,384,212
Hardware Stores	\$7,364,311	\$15,584,079	\$22,293,126
Hobby, Toys and Games Stores	\$10,726,723	\$22,490,457	\$32,577,167

Home Centers	\$69,493,032	\$146,865,566	\$209,252,324
Home Furnishing Stores	\$21,491,886	\$45,369,777	\$65,453,421
Household Appliances Stores	\$16,073,842	\$33,590,516	\$47,844,171
Jewelry Stores	\$14,061,765	\$28,821,289	\$41,565,526
Limited-service Eating Places	\$264,124,004	\$546,590,793	\$780,714,906
Luggage & Leather Goods Stores	\$1,542,439	\$3,270,281	\$4,714,035
Mens Clothing Stores	\$7,784,196	\$16,012,281	\$22,694,041
Musical Instrument and Supplies Stores	\$1,899,064	\$3,922,788	\$5,656,958
News Dealers and Newsstands	\$872,710	\$1,848,699	\$2,676,803
Nonstore retailers	\$164,982,559	\$348,643,057	\$503,692,108
Nursery and Garden centers	\$22,418,460	\$47,244,812	\$66,912,845
Office Supplies and Stationery Stores	\$13,925,635	\$29,464,755	\$42,558,404
Optical Goods Stores	\$8,251,553	\$17,264,523	\$24,667,078
Other Building Materials Dealers	\$58,851,838	\$124,838,942	\$177,903,649
Other Clothing Stores	\$9,379,162	\$19,419,365	\$27,531,503
Other General Merchandise Stores	\$322,601,364	\$686,293,153	\$999,704,661
Other Health and Personal Care Stores	\$6,099,826	\$13,074,350	\$19,009,914
Other Miscellaneous Store Retailers	\$51,508,444	\$108,340,396	\$157,252,260
Other Motor Vehicle Dealers	\$51,509,170	\$106,179,839	\$149,204,273
Outdoor Power Equipment Stores	\$3,635,768	\$7,650,588	\$10,734,898
Paint and Wallpaper Stores	\$5,963,936	\$12,344,144	\$17,494,831
Pharmacies and Drug Stores	\$94,928,535	\$203,387,199	\$295,791,663
Radio, Television and Other Electronics Stores	\$33,653,155	\$70,525,039	\$102,146,085
Sew/Needlework/Piece Goods Stores	\$1,114,555	\$2,357,881	\$3,397,100
Shoe Stores	\$35,154,290	\$71,954,771	\$102,321,636
Special Foodservices	\$2,762,274	\$5,721,272	\$8,167,525
Specialty Food Stores	\$18,903,636	\$40,810,477	\$59,897,470
Sporting Goods Stores	\$29,844,096	\$61,223,281	\$86,048,949
Supermarkets and Other Grocery (except Convenience) Stores	\$483,652,412	\$1,042,373,704	\$1,528,493,383
Used Merchandise Stores	\$6,260,282	\$13,050,719	\$18,703,482
Womens Clothing Stores	\$34,574,487	\$71,577,566	\$101,490,583
Total Aggregate Annual Retail Sales	\$4,315,530,290	\$9,109,492,759	\$13,168,543,364

Mosaic Population Comparison



Geography: 10 Miles: Highway 287 & Arapahoe, 15 Miles: Highway 287 & Arapahoe, 20 Miles: Highway 287 & Arapahoe

	10 Miles: Highway 287 & Arapahoe		15 Miles: Highway 287 & Arapahoe		20 Miles: Highway 287 & Arapahoe	
	2015 Pop Count	%	2015 Pop Count	%	2015 Pop Count	%
Group A: Power Elite						
A01 American Royalty	7,428	1.8%	8,708	0.9%	8,708	0.6%
A02 Platinum Prosperity	1,495	0.3%	1,495	0.1%	1,495	0.1%
A03 Kids and Cabernet	1,426	0.3%	1,426	0.1%	1,426	0.1%
A04 Picture Perfect Families	2	0.0%	3,028	0.3%	3,116	0.2%
A05 Couples with Clout	0	0.0%	0	0.0%	0	0.0%
A06 Jet Set Urbanites	0	0.0%	0	0.0%	4,103	0.3%
Group B: Flourishing Families						
B07 Generational Soup	51,337	12.9%	62,673	7.0%	66,635	5.1%
B08 Babies and Bliss	22,316	5.6%	34,709	3.9%	34,755	2.6%
B09 Family Fun-tastic	3,459	0.8%	3,459	0.3%	4,165	0.3%
B10 Cosmopolitan Achievers	0	0.0%	1,099	0.1%	1,099	0.0%
Group C: Booming with Confidence						
C11 Aging of Aquarius	50,111	12.6%	104,964	11.8%	134,288	10.4%
C12 Golf Carts and Gourmets	1,697	0.4%	1,697	0.1%	1,697	0.1%
C13 Silver Sophisticates	53,413	13.4%	66,458	7.5%	77,796	6.0%
C14 Boomers and Boomerangs	21,488	5.4%	33,894	3.8%	35,962	2.7%
Group D: Suburban Style						
D15 Sports Utility Families	0	0.0%	0	0.0%	0	0.0%
D16 Settled in Suburbia	1,233	0.3%	2,157	0.2%	4,291	0.3%
D17 Cul de Sac Diversity	1,404	0.3%	15,258	1.7%	35,415	2.7%
D18 Suburban Attainment	0	0.0%	0	0.0%	10,008	0.7%
Group E: Thriving Boomers						
E19 Full Pockets, Empty Nests	25,804	6.5%	27,720	3.1%	43,413	3.3%
E20 No Place Like Home	4,937	1.2%	21,667	2.4%	25,792	2.0%
E21 Unspoiled Splendor	68	0.0%	1,697	0.1%	12,976	1.0%
Group F: Promising Families						
F22 Fast Track Couples	22,303	5.6%	42,616	4.8%	57,761	4.4%
F23 Families Matter Most	0	0.0%	0	0.0%	0	0.0%
Group G: Young, City Solos						
G24 Status Seeking Singles	10,547	2.6%	13,577	1.5%	44,330	3.4%

	10 Miles: Highway 287 & Arapahoe		15 Miles: Highway 287 & Arapahoe		20 Miles: Highway 287 & Arapahoe	
G25 Urban Edge	4,099	1.0%	4,099	0.4%	6,838	0.5%
Group H: Middle-class Melting Pot						
H26 Progressive Potpourri	0	0.0%	14,420	1.6%	14,420	1.1%
H27 Birkenstocks and Beemers	279	0.0%	1,576	0.1%	5,565	0.4%
H28 Everyday Moderates	1,445	0.3%	38,820	4.3%	42,273	3.2%
H29 Destination Recreation	0	0.0%	0	0.0%	0	0.0%
Group I: Family Union						
I30 Stockcars and State Parks	0	0.0%	0	0.0%	0	0.0%
I31 Blue Collar Comfort	0	0.0%	4,731	0.5%	4,731	0.3%
I32 Steadfast Conventionalists	0	0.0%	4,229	0.4%	7,096	0.5%
I33 Balance and Harmony	0	0.0%	40,993	4.6%	58,252	4.5%
Group J: Autumn Years						
J34 Aging in Place	5,159	1.3%	39,705	4.4%	43,604	3.3%
J35 Rural Escape	0	0.0%	0	0.0%	0	0.0%
J36 Settled and Sensible	0	0.0%	3,935	0.4%	3,935	0.3%
Group K: Significant Singles						
K37 Wired for Success	16,424	4.1%	18,356	2.0%	18,356	1.4%
K38 Gotham Blend	0	0.0%	0	0.0%	0	0.0%
K39 Metro Fusion	0	0.0%	0	0.0%	0	0.0%
K40 Bohemian Groove	4,443	1.1%	29,935	3.3%	56,646	4.3%
Group L: Blue Sky Boomers						
L41 Booming and Consuming	0	0.0%	0	0.0%	182	0.0%
L42 Rooted Flower Power	10,658	2.6%	64,330	7.2%	94,784	7.3%
L43 Homemade Happiness	0	0.0%	88	0.0%	1,646	0.1%
Group M: Families in Motion						
M44 Red, White and Bluegrass	0	0.0%	0	0.0%	0	0.0%
M45 Diapers and Debit Cards	0	0.0%	0	0.0%	0	0.0%
Group N: Pastoral Pride						
N46 True Grit Americans	0	0.0%	859	0.1%	859	0.0%
N47 Countrified Pragmatics	0	0.0%	0	0.0%	634	0.0%
N48 Rural Southern Bliss	0	0.0%	0	0.0%	1,025	0.0%
N49 Touch of Tradition	0	0.0%	0	0.0%	0	0.0%
Group O: Singles and Starters						
O50 Full Steam Ahead	2,008	0.5%	3,690	0.4%	3,690	0.2%
O51 Digital Dependents	1,688	0.4%	6,141	0.6%	10,677	0.8%

	10 Miles: Highway 287 & Arapahoe		15 Miles: Highway 287 & Arapahoe		20 Miles: Highway 287 & Arapahoe	
O52 Urban Ambition	0	0.0%	0	0.0%	6,040	0.4%
O53 Colleges and Cafes	28,737	7.2%	28,970	3.2%	36,163	2.7%
O54 Striving Single Scene	27,574	6.9%	46,464	5.2%	83,172	6.4%
O55 Family Troopers	1,288	0.3%	26,068	2.9%	27,434	2.1%
Group P: Cultural Connections						
P56 Mid-scale Medley	1,003	0.2%	8,424	0.9%	10,154	0.7%
P57 Modest Metro Means	0	0.0%	0	0.0%	0	0.0%
P58 Heritage Heights	0	0.0%	0	0.0%	0	0.0%
P59 Expanding Horizons	1,294	0.3%	12,656	1.4%	62,468	4.8%
P60 Striving Forward	0	0.0%	0	0.0%	7,791	0.6%
P61 Humble Beginnings	0	0.0%	6,216	0.7%	7,494	0.5%
Group Q: Golden Year Guardians						
Q62 Reaping Rewards	740	0.1%	740	0.0%	2,222	0.1%
Q63 Footloose and Family Tree	0	0.0%	917	0.1%	917	0.0%
Q64 Town Elders	0	0.0%	1,591	0.1%	1,591	0.1%
Q65 Senior Discounts	0	0.0%	5,083	0.5%	11,744	0.9%
Group R: Aspirational Fusion						
R66 Dare to Dream	5,132	1.3%	17,169	1.9%	35,091	2.7%
R67 Hope for Tomorrow	0	0.0%	0	0.0%	2,835	0.2%
Group S: Economic Challenges						
S68 Small Town Shallow Pockets	3,375	0.8%	6,771	0.7%	7,261	0.5%
S69 Urban Survivors	0	0.0%	0	0.0%	1,979	0.1%
S70 Tight Money	0	0.0%	0	0.0%	0	0.0%
S71 Tough Times	0	0.0%	312	0.0%	1,449	0.1%
U00 Unclassified	0	0.0%	0	0.0%	0	0.0%
Total Population	395,812	100.0%	885,590	100.0%	1,290,248	100.0%