

# DEMOGRAPHIC PROFILE COMPLETE

2000 - 2010 Census, 2013 Estimates & 2018 Projections

Calculated using Proportional Block Groups

August 2013

RF9

Retail Market District - East Central Centennial, CO	East Central	
<b>Population</b>		
Estimated Population (2013)	6,178	
Census Population (1990)	1,371	
Census Population (2000)	2,218	
Census Population (2010)	5,946	
Projected Population (2018)	6,756	
Historical Annual Change (1990-2000)	847	6.2%
Historical Annual Change (2000-2010)	3,728	16.8%
Historical Annual Change (2010-2013)	232	1.3%
Projected Annual Change (2013-2018)	577	1.9%
Est. Population Density (2013)	1,464.00	<i>psm</i>
Trade Area Size	4.22	<i>sq mi</i>
<b>Households</b>		
Estimated Households (2013)	2,328	
Census Households (1990)	460	
Census Households (2000)	562	
Census Households (2010)	2,229	
Projected Households (2018)	2,525	
Historical Annual Change (2000-2010)	1,667	29.7%
Projected Annual Change (2010-2018)	295	1.7%
<b>Average Household Income</b>		
Est. Average Household Income (2013)	\$79,565	
Census Average Hhld Income (2010)	\$77,460	
Census Average Hhld Income (2000)	\$94,338	
Proj. Average Household Income (2018)	\$81,360	
Historical Annual Change (2000-2010)	-\$16,877	-1.8%
Projected Annual Change (2013-2018)	\$1,794	0.5%
<b>Median Household Income</b>		
Est. Median Household Income (2013)	\$64,338	
Census Median Hhld Income (2010)	\$58,864	
Census Median Hhld Income (2000)	\$78,732	
Proj. Median Household Income (2018)	\$67,574	
Historical Annual Change (2000-2010)	-\$19,868	-2.5%
Projected Annual Change (2013-2018)	\$3,237	1.0%
<b>Per Capita Income</b>		
Est. Per Capita Income (2013)	\$31,243	
Census Per Capita Income (2010)	\$29,036	
Census Per Capita Income (2000)	\$24,577	
Proj. Per Capita Income (2018)	\$31,670	
Historical Annual Change (2000-2010)	\$4,458	1.8%
Projected Annual Change (2013-2018)	\$427	0.3%
Est. Average Household Net Worth (2013)	\$518,472	

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## Retail Market District - East Central Centennial, CO

East Central

### Race & Ethnicity (2013)

Total Population	6,178	
White	4,529	73.3%
Black or African American	555	9.0%
American Indian & Alaska Native	34	0.5%
Asian	524	8.5%
Hawaiian & Pacific Islander	6	0.1%
Other Race	303	4.9%
Two or More Races	228	3.7%
Population < 18	1,421	
<i>White</i>	943	66.3%
<i>Black or African American</i>	88	6.2%
<i>Amer Indian &amp; AK Native</i>	10	0.7%
<i>Asian</i>	146	10.3%
<i>Hawaiian &amp; Pacific Islander</i>	1	0.1%
<i>Other Race</i>	233	16.4%
Hispanic Population < 18	316	5.1%
Not Hispanic or Latino Population	5,244	84.9%
<i>Non Hispanic: White</i>	4,013	76.5%
<i>Non Hispanic: Black or African American</i>	527	10.1%
<i>Non Hispanic: Amer Indian &amp; AK Native</i>	18	0.4%
<i>Non Hispanic: Asian</i>	520	9.9%
<i>Non Hispanic: Hawaiian &amp; Pacific Islander</i>	6	0.1%
<i>Non Hispanic: Other Race</i>	3	0.1%
<i>Non Hispanic: Two or More Races</i>	157	3.0%
Hispanic or Latino Population	934	15.1%
<i>Hispanic: White</i>	516	55.2%
<i>Hispanic: Black or African American</i>	28	3.0%
<i>Hispanic: American Indian &amp; Alaska Native</i>	15	1.6%
<i>Hispanic: Asian</i>	4	0.4%
<i>Hispanic: Hawaiian &amp; Pacific Islander</i>	1	0.1%
<i>Hispanic: Other Race</i>	300	32.1%
<i>Hispanic: Two or More Races</i>	71	7.6%
Not of Hispanic Origin Population (2000)	1,884	84.9%
Hispanic Origin Population (2000)	335	15.1%
Not Hispanic or Latino Population (2010)	5,074	85.3%
Hispanic or Latino Population (2010)	873	14.7%
Not Hispanic or Latino Population 5yr (2018)	5,671	83.9%
Hispanic or Latino Population 5yr (2018)	1,084	16.1%
Historical Annual Change (2000-2010)	538	16.1%
Projected Annual Change (2010-2018)	211	3.0%

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Retail Market District - East Central Centennial, CO	East Central	
<b>Age Distribution (2013)</b>		
Total Population	6,178	
Age 0 to 4 yrs	434	7.0%
Age 5 to 9 yrs	407	6.6%
Age 10 to 14 yrs	358	5.8%
Age 15 to 19 yrs	385	6.2%
Age 20 to 24 yrs	633	10.2%
Age 25 to 29 yrs	784	12.7%
Age 30 to 34 yrs	678	11.0%
Age 35 to 39 yrs	562	9.1%
Age 40 to 44 yrs	452	7.3%
Age 45 to 49 yrs	387	6.3%
Age 50 to 54 yrs	332	5.4%
Age 55 to 59 yrs	278	4.5%
Age 60 to 64 yrs	220	3.6%
Age 65 to 69 yrs	126	2.0%
Age 70 to 74 yrs	66	1.1%
Age 75 to 79 yrs	38	0.6%
Age 80 to 84 yrs	19	0.3%
Age 85 yrs plus	19	0.3%
Median Age	30.7	yrs
Age 19 yrs or less	1,585	25.6%
Age 20 to 64 years	4,326	70.0%
Age 65 years Plus	268	4.3%
<b>Female Age Distribution (2013)</b>		
Female Population	2,776	44.9%
Age 0 to 4 yrs	213	7.7%
Age 5 to 9 yrs	204	7.4%
Age 10 to 14 yrs	168	6.0%
Age 15 to 19 yrs	136	4.9%
Age 20 to 24 yrs	254	9.1%
Age 25 to 29 yrs	338	12.2%
Age 30 to 34 yrs	289	10.4%
Age 35 to 39 yrs	246	8.9%
Age 40 to 44 yrs	204	7.4%
Age 45 to 49 yrs	185	6.6%
Age 50 to 54 yrs	157	5.6%
Age 55 to 59 yrs	130	4.7%
Age 60 to 64 yrs	112	4.0%
Age 65 to 69 yrs	64	2.3%
Age 70 to 74 yrs	36	1.3%
Age 75 to 79 yrs	20	0.7%
Age 80 to 84 yrs	11	0.4%
Age 85 yrs plus	11	0.4%
Female Median Age	31.3	yrs
Age 19 yrs or less	720	26.0%
Age 20 to 64 years	1,913	68.9%
Age 65 years Plus	142	5.1%

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## Retail Market District - East Central Centennial, CO

East Central

### Male Age Distribution (2013)

Male Population	3,402	55.1%
Age 0 to 4 yrs	222	6.5%
Age 5 to 9 yrs	203	6.0%
Age 10 to 14 yrs	191	5.6%
Age 15 to 19 yrs	249	7.3%
Age 20 to 24 yrs	379	11.1%
Age 25 to 29 yrs	446	13.1%
Age 30 to 34 yrs	389	11.4%
Age 35 to 39 yrs	317	9.3%
Age 40 to 44 yrs	248	7.3%
Age 45 to 49 yrs	203	6.0%
Age 50 to 54 yrs	176	5.2%
Age 55 to 59 yrs	148	4.3%
Age 60 to 64 yrs	109	3.2%
Age 65 to 69 yrs	62	1.8%
Age 70 to 74 yrs	30	0.9%
Age 75 to 79 yrs	18	0.5%
Age 80 to 84 yrs	8	0.2%
Age 85 yrs plus	8	0.2%
Male Median Age	30.3	yrs
Age 19 yrs or less	864	25.4%
Age 20 to 64 years	2,413	70.9%
Age 65 years Plus	125	3.7%

### Males per 100 Females, Male % Pop (2013)

Overall Comparison	123	
Age 0 to 4 yrs	104	51.0%
Age 5 to 9 yrs	99	49.8%
Age 10 to 14 yrs	114	53.2%
Age 15 to 19 yrs	183	64.7%
Age 20 to 24 yrs	149	59.9%
Age 25 to 29 yrs	132	56.9%
Age 30 to 34 yrs	135	57.4%
Age 35 to 39 yrs	129	56.3%
Age 40 to 44 yrs	121	54.8%
Age 45 to 49 yrs	110	52.3%
Age 50 to 54 yrs	112	52.8%
Age 55 to 59 yrs	114	53.2%
Age 60 to 64 yrs	98	49.4%
Age 65 to 69 yrs	96	49.1%
Age 70 to 74 yrs	83	45.3%
Age 75 to 79 yrs	92	47.9%
Age 80 to 84 yrs	69	40.7%
Age 85 yrs plus	68	40.6%
Age 19 yrs or less	120	54.5%
Age 20 to 39 yrs	136	57.6%
Age 40 to 64 yrs	112	52.9%
Age 65 years Plus	88	46.8%

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Retail Market District - East Central Centennial, CO	East Central	
<b>Household Type (2013)</b>		
Total Households	2,328	
Households with Children	797	34.2%
Average Household Size	2.28	
Est. Household Density	551.67	psm
Population Family	3,886	62.9%
Population Non-Family	1,420	23.0%
Population Group Qtrs	872	14.1%
Non-Institutionalized	0	-
Institutionalized	872	14.1%
Family Households	1,290	55.4%
<i>Married Couple Hhlds</i>	848	65.7%
<i>Other Family Hhlds</i>	443	34.3%
Family Households With Children	789	61.2%
<i>Married Couple With Children</i>	461	58.5%
<i>Other Family Hhlds With Children</i>	328	41.5%
Family Households No Children	501	38.8%
<i>Married Couple No Children</i>	386	77.1%
<i>Other Family Households No Children</i>	115	22.9%
Average Family Household Size	3.01	
Average Family Income	\$91,870	
Median Family Income	\$79,533	
Non-Family Households	1,038	44.6%
Non-Family Hhlds With Children	8	0.7%
Non-Family Hhld No Children	1,030	99.3%
<i>N-F Hhld Lone Person No Children</i>	115	11.1%
Lone Male Householder	43	37.2%
Lone Female Householder	72	62.8%
<i>N-F Hhld 2+ Persons No Children</i>	915	88.2%
Average Non-Family Hhld Size	1.37	
<b>Marital Status (2013)</b>		
(15 Years or Older)	4,979	
Never Married	2,503	50.3%
Now Married	1,831	36.8%
Previously Married	645	13.0%
<i>Separated</i>	130	20.2%
<i>Widowed</i>	355	55.1%
<i>Divorced</i>	160	24.7%
<b>Educational Attainment (2013)</b>		
Adult Population (25 Years or Older)	3,961	
Elementary (0 to 8)	129	3.3%
Some High School (9 to 11)	104	2.6%
High School Graduate (12)	565	14.3%
Some College (13 to 16)	829	20.9%
Associate Degree Only	260	6.6%
Bachelor Degree Only	1,416	35.7%
Graduate Degree	658	16.6%
Any College + (Some College or higher)	3,162	79.8%
College Degree + (Bachelor Degree or higher)	2,073	52.3%

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Retail Market District - East Central Centennial, CO	East Central	
<b>Housing (2013)</b>		
Total Housing Units	2,412	
Housing Units, Occupied	2,328	96.5%
<i>Housing Units, Owner-Occupied</i>	1,003	43.1%
<i>Housing Units, Renter-Occupied</i>	1,325	56.9%
Housing Units, Vacant	84	3.5%
Total Housing Units (2010)	2,382	
Historical Annual Change (2010-2013)	30	0.4%
<b>Household Size (2013)</b>		
Total Households	2,328	
1 Person Household	796	34.2%
2 Person Households	742	31.9%
3 Person Households	371	15.9%
4 Person Households	270	11.6%
5 Person Households	99	4.2%
6 Person Households	34	1.5%
7+ Person Households	17	0.7%
<b>Household Income Distribution (2013)</b>		
HH Income \$200,000 or More	240	10.3%
HH Income \$150,000 to 199,999	39	1.7%
HH Income \$125,000 to 149,999	54	2.3%
HH Income \$100,000 to 124,999	164	7.0%
HH Income \$75,000 to 99,999	361	15.5%
HH Income \$50,000 to 74,999	549	23.6%
HH Income \$35,000 to 49,999	407	17.5%
HH Income \$25,000 to 34,999	214	9.2%
HH Income \$15,000 to 24,999	149	6.4%
HH Income \$10,000 to 14,999	79	3.4%
HH Income \$0 to 9,999	73	3.1%
<b>Household Vehicles (2013)</b>		
Total Vehicles Available	3,745	
Household: 0 Vehicles Available	69	3.0%
Household: 1 Vehicles Available	1,135	48.7%
Household: 2 Vehicles Available	873	37.5%
Household: 3+ Vehicles Available	251	10.8%
Average Per Household	1.6	<i>Vehicles</i>
Owner Occupied Hhlds Vehicles	1,951	52.1%
<i>Average Per Owner Household</i>	1.9	<i>Vehicles</i>
Renter Occupied Hhlds Vehicles	1,794	47.9%
<i>Average Per Renter Household</i>	1.4	<i>Vehicles</i>
<b>Travel Time (2010)</b>		
Worker Base (16 Years or Older)	2,975	
Travel to Work in 14 Minutes or Less	996	33.5%
Travel to Work in 15 to 29 Minutes	868	29.2%
Travel to Work in 30 to 59 Minutes	876	29.4%
Travel to Work in 60 Minutes or More	91	3.1%
Work at Home	143	4.8%
Average Travel Time to Work	20.9	mins

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<b>Transportation To Work (2010)</b>		
Work Base	2,975	
Drive to Work Alone	2,317	77.9%
Drive to Work in Carpool	305	10.2%
Travel to Work - Public Transportation	141	4.7%
Drive to Work on Motorcycle	2	0.1%
Bicycle to Work	12	0.4%
Walk to Work	50	1.7%
Other Means	5	0.2%
Work at Home	143	4.8%
<b>Daytime Demos (2013)</b>		
Total Number of Businesses	935	
Total Number of Employees	15,514	
Company Headqtrs: Businesses	23	2.4%
Company Headqtrs: Employees	1,377	8.9%
Employee Population per Business		16.6 to 1
Residential Population per Business		6.6 to 1
Est. Adj. Daytime Demographics (Age16+)	17,038	
<b>Labor Force (2013)</b>		
Labor: Population Age 16+	4,907	
Unemployment Rate		3.0%
Labor Force Total: Males	2,740	55.8%
<i>Male civilian employed</i>	1,902	69.4%
<i>Male civilian unemployed</i>	65	2.4%
<i>Males in Armed Forces</i>	1	0.0%
<i>Males not in labor force</i>	772	28.2%
Labor Force Total: Females	2,167	44.2%
<i>Female civilian employed</i>	1,481	68.3%
<i>Female civilian unemployed</i>	84	3.9%
<i>Females in Armed Forces</i>	0	-
<i>Females not in labor force</i>	602	27.8%
Employment Force Change (2010-2013)	423	14.3%
Male Change (2010-2013)	353	22.8%
Female Change (2010-2013)	70	5.0%
<b>Occupation (2010)</b>		
Occupation: Population Age 16+	2,960	
<i>Occupation Total: Males</i>	1,549	52.3%
<i>Occupation Total: Females</i>	1,411	47.7%
Mgmt, Business, & Financial Operations	679	22.9%
Professional and Related	580	19.6%
Service	384	13.0%
Sales and Office	1,064	36.0%
Farming, Fishing, and Forestry	1	0.0%
Construction, Extraction, & Maintenance	124	4.2%
Production, Transport, & Material Moving	127	4.3%
<i>White Collar</i>		78.5%
<i>Blue Collar</i>		21.5%

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Retail Market District - East Central Centennial, CO	East Central	
<b>Units In Structure (2010)</b>		
Total Units	2,229	
1 Detached Unit	585	26.3%
1 Attached Unit	257	11.5%
2 Units	28	1.3%
3 to 4 Units	53	2.4%
5 to 9 Units	198	8.9%
10 to 19 Units	470	21.1%
20 to 49 Units	500	22.4%
50 or more Units	123	5.5%
Mobile Home or Trailer	14	0.6%
Other Structure	0	-
<b>Homes Built By Year (2010)</b>		
Homes Built 2005 or later	631	28.3%
Homes Built 2000 to 2004	566	25.4%
Homes Built 1990 to 1999	320	14.3%
Homes Built 1980 to 1989	225	10.1%
Homes Built 1970 to 1979	302	13.6%
Homes Built 1960 to 1969	69	3.1%
Homes Built 1950 to 1959	56	2.5%
Homes Built 1940 to 1949	16	0.7%
Homes Built Before 1939	44	2.0%
<b>Home Values (2010)</b>		
Owner Specified Housing Units	958	
Home Values \$1,000,000 or More	14	1.5%
Home Values \$750,000 or \$999,999	52	5.4%
Home Values \$500,000 or \$749,999	108	11.3%
Home Values \$400,000 to \$499,999	88	9.2%
Home Values \$300,000 to \$399,999	105	10.9%
Home Values \$250,000 to \$299,999	67	7.0%
Home Values \$200,000 to \$249,999	108	11.2%
Home Values \$175,000 to \$199,999	67	7.0%
Home Values \$150,000 to \$174,999	150	15.7%
Home Values \$125,000 to \$149,999	102	10.6%
Home Values \$100,000 to \$124,999	49	5.1%
Home Values \$90,000 to \$99,999	21	2.2%
Home Values \$80,000 to \$89,999	3	0.3%
Home Values \$70,000 to \$79,999	9	0.9%
Home Values \$60,000 to \$69,999	1	0.1%
Home Values \$50,000 to \$59,999	1	0.1%
Home Values \$35,000 to \$49,999	2	0.2%
Home Values \$25,000 to \$34,999	4	0.5%
Home Values \$10,000 to \$24,999	4	0.4%
Home Values \$0 to \$9,999	3	0.3%
Owner Occupied Median Home Value	\$291,634	
Renter Occupied Median Rent	\$900	

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Retail Market District - East Central Centennial, CO	East Central	
<b>Consumer Expenditure (Annual Total)</b>		
Total Household Expenditure (2013)	\$135,811,960	
<i>Total Non-Retail Expenditures (2013)</i>	<i>\$77,893,413</i>	
<i>Total Retail Expenditures (2013)</i>	<i>\$57,918,547</i>	
Apparel (2013)	\$6,596,188	
Contributions (2013)	\$5,334,001	
Education (2013)	\$3,353,355	
Entertainment (2013)	\$7,586,413	
Food And Beverages (2013)	\$20,722,416	
Furnishings And Equipment (2013)	\$6,019,286	
Gifts (2013)	\$3,671,569	
Health Care (2013)	\$8,235,888	
Household Operations (2013)	\$4,843,235	
Miscellaneous Expenses (2013)	\$2,254,910	
Personal Care (2013)	\$1,968,753	
Personal Insurance (2013)	\$1,436,795	
Reading (2013)	\$444,968	
Shelter (2013)	\$26,428,249	
Tobacco (2013)	\$877,406	
Transportation (2013)	\$26,547,868	
Utilities (2013)	\$9,490,659	
<b>Consumer Expenditure (per Household per Month)</b>		
Total Household Expenditure (2013)	\$4,861	
<i>Total Non-Retail Expenditures (2013)</i>	<i>\$2,788</i>	57.4%
<i>Total Retail Expenditures (2013)</i>	<i>\$2,073</i>	42.6%
Apparel (2013)	\$236	4.9%
Contributions (2013)	\$191	3.9%
Education (2013)	\$120	2.5%
Entertainment (2013)	\$272	5.6%
Food And Beverages (2013)	\$742	15.3%
Furnishings And Equipment (2013)	\$215	4.4%
Gifts (2013)	\$131	2.7%
Health Care (2013)	\$295	6.1%
Household Operations (2013)	\$173	3.6%
Miscellaneous Expenses (2013)	\$81	1.7%
Personal Care (2013)	\$70	1.4%
Personal Insurance (2013)	\$51	1.1%
Reading (2013)	\$16	0.3%
Shelter (2013)	\$946	19.5%
Tobacco (2013)	\$31	0.6%
Transportation (2013)	\$950	19.5%
Utilities (2013)	\$340	7.0%

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