

# DEMOGRAPHIC PROFILE COMPLETE

2000 - 2010 Census, 2013 Estimates & 2018 Projections

Calculated using Proportional Block Groups

August 2013

RF9

Retail Market District - Smoky Hill Centennial, CO	Smoky Hill	
<b>Population</b>		
Estimated Population (2013)	29,001	
Census Population (1990)	12,108	
Census Population (2000)	25,640	
Census Population (2010)	27,735	
Projected Population (2018)	32,155	
Historical Annual Change (1990-2000)	13,532	11.2%
Historical Annual Change (2000-2010)	2,096	0.8%
Historical Annual Change (2010-2013)	1,265	1.5%
Projected Annual Change (2013-2018)	3,154	2.2%
Est. Population Density (2013)	4,930.42	<i>psm</i>
Trade Area Size	5.88	<i>sq mi</i>
<b>Households</b>		
Estimated Households (2013)	9,343	
Census Households (1990)	3,672	
Census Households (2000)	7,796	
Census Households (2010)	8,948	
Projected Households (2018)	10,135	
Historical Annual Change (2000-2010)	1,151	1.5%
Projected Annual Change (2010-2018)	1,187	1.7%
<b>Average Household Income</b>		
Est. Average Household Income (2013)	\$112,609	
Census Average Hhld Income (2010)	\$107,272	
Census Average Hhld Income (2000)	\$99,640	
Proj. Average Household Income (2018)	\$115,109	
Historical Annual Change (2000-2010)	\$7,632	0.8%
Projected Annual Change (2013-2018)	\$2,500	0.4%
<b>Median Household Income</b>		
Est. Median Household Income (2013)	\$105,553	
Census Median Hhld Income (2010)	\$96,254	
Census Median Hhld Income (2000)	\$87,915	
Proj. Median Household Income (2018)	\$115,996	
Historical Annual Change (2000-2010)	\$8,340	0.9%
Projected Annual Change (2013-2018)	\$10,443	2.0%
<b>Per Capita Income</b>		
Est. Per Capita Income (2013)	\$36,299	
Census Per Capita Income (2010)	\$34,607	
Census Per Capita Income (2000)	\$30,357	
Proj. Per Capita Income (2018)	\$36,288	
Historical Annual Change (2000-2010)	\$4,250	1.4%
Projected Annual Change (2013-2018)	-\$11	0.0%
Est. Average Household Net Worth (2013)	\$843,827	

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<b>Race &amp; Ethnicity (2013)</b>		
Total Population	29,001	
White	22,818	78.7%
Black or African American	1,989	6.9%
American Indian & Alaska Native	118	0.4%
Asian	2,144	7.4%
Hawaiian & Pacific Islander	42	0.1%
Other Race	638	2.2%
Two or More Races	1,253	4.3%
Population < 18	8,652	
<i>White</i>	6,454	74.6%
<i>Black or African American</i>	620	7.2%
<i>Amer Indian &amp; AK Native</i>	36	0.4%
<i>Asian</i>	575	6.7%
<i>Hawaiian &amp; Pacific Islander</i>	6	0.1%
<i>Other Race</i>	960	11.1%
Hispanic Population < 18	1,145	3.9%
Not Hispanic or Latino Population	26,061	89.9%
<i>Non Hispanic: White</i>	20,940	80.4%
<i>Non Hispanic: Black or African American</i>	1,898	7.3%
<i>Non Hispanic: Amer Indian &amp; AK Native</i>	82	0.3%
<i>Non Hispanic: Asian</i>	2,129	8.2%
<i>Non Hispanic: Hawaiian &amp; Pacific Islander</i>	38	0.1%
<i>Non Hispanic: Other Race</i>	30	0.1%
<i>Non Hispanic: Two or More Races</i>	944	3.6%
Hispanic or Latino Population	2,940	10.1%
<i>Hispanic: White</i>	1,878	63.9%
<i>Hispanic: Black or African American</i>	91	3.1%
<i>Hispanic: American Indian &amp; Alaska Native</i>	36	1.2%
<i>Hispanic: Asian</i>	15	0.5%
<i>Hispanic: Hawaiian &amp; Pacific Islander</i>	5	0.2%
<i>Hispanic: Other Race</i>	608	20.7%
<i>Hispanic: Two or More Races</i>	308	10.5%
Not of Hispanic Origin Population (2000)	24,149	94.2%
Hispanic Origin Population (2000)	1,490	5.8%
Not Hispanic or Latino Population (2010)	25,014	90.2%
Hispanic or Latino Population (2010)	2,721	9.8%
Not Hispanic or Latino Population 5yr (2018)	28,664	89.1%
Hispanic or Latino Population 5yr (2018)	3,491	10.9%
Historical Annual Change (2000-2010)	1,231	8.3%
Projected Annual Change (2010-2018)	769	3.5%

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Retail Market District - Smoky Hill Centennial, CO	Smoky Hill	
<b>Age Distribution (2013)</b>		
Total Population	29,001	
Age 0 to 4 yrs	1,759	6.1%
Age 5 to 9 yrs	2,326	8.0%
Age 10 to 14 yrs	2,699	9.3%
Age 15 to 19 yrs	2,602	9.0%
Age 20 to 24 yrs	1,327	4.6%
Age 25 to 29 yrs	1,341	4.6%
Age 30 to 34 yrs	1,716	5.9%
Age 35 to 39 yrs	2,065	7.1%
Age 40 to 44 yrs	2,501	8.6%
Age 45 to 49 yrs	2,701	9.3%
Age 50 to 54 yrs	2,557	8.8%
Age 55 to 59 yrs	2,247	7.7%
Age 60 to 64 yrs	1,548	5.3%
Age 65 to 69 yrs	766	2.6%
Age 70 to 74 yrs	378	1.3%
Age 75 to 79 yrs	214	0.7%
Age 80 to 84 yrs	118	0.4%
Age 85 yrs plus	135	0.5%
Median Age	36.4	yrs
Age 19 yrs or less	9,386	32.4%
Age 20 to 64 years	18,003	62.1%
Age 65 years Plus	1,612	5.6%
<b>Female Age Distribution (2013)</b>		
Female Population	14,529	50.1%
Age 0 to 4 yrs	830	5.7%
Age 5 to 9 yrs	1,146	7.9%
Age 10 to 14 yrs	1,319	9.1%
Age 15 to 19 yrs	1,253	8.6%
Age 20 to 24 yrs	620	4.3%
Age 25 to 29 yrs	674	4.6%
Age 30 to 34 yrs	918	6.3%
Age 35 to 39 yrs	1,099	7.6%
Age 40 to 44 yrs	1,338	9.2%
Age 45 to 49 yrs	1,376	9.5%
Age 50 to 54 yrs	1,291	8.9%
Age 55 to 59 yrs	1,133	7.8%
Age 60 to 64 yrs	722	5.0%
Age 65 to 69 yrs	357	2.5%
Age 70 to 74 yrs	183	1.3%
Age 75 to 79 yrs	121	0.8%
Age 80 to 84 yrs	71	0.5%
Age 85 yrs plus	77	0.5%
Female Median Age	36.9	yrs
Age 19 yrs or less	4,548	31.3%
Age 20 to 64 years	9,171	63.1%
Age 65 years Plus	810	5.6%

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## Retail Market District - Smoky Hill Centennial, CO

Smoky Hill

### Male Age Distribution (2013)

Male Population	14,472	49.9%
Age 0 to 4 yrs	929	6.4%
Age 5 to 9 yrs	1,180	8.2%
Age 10 to 14 yrs	1,380	9.5%
Age 15 to 19 yrs	1,348	9.3%
Age 20 to 24 yrs	707	4.9%
Age 25 to 29 yrs	667	4.6%
Age 30 to 34 yrs	798	5.5%
Age 35 to 39 yrs	966	6.7%
Age 40 to 44 yrs	1,163	8.0%
Age 45 to 49 yrs	1,325	9.2%
Age 50 to 54 yrs	1,266	8.7%
Age 55 to 59 yrs	1,114	7.7%
Age 60 to 64 yrs	826	5.7%
Age 65 to 69 yrs	409	2.8%
Age 70 to 74 yrs	195	1.3%
Age 75 to 79 yrs	93	0.6%
Age 80 to 84 yrs	47	0.3%
Age 85 yrs plus	58	0.4%
Male Median Age	35.8	yrs
Age 19 yrs or less	4,838	33.4%
Age 20 to 64 years	8,833	61.0%
Age 65 years Plus	802	5.5%

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

Overall Comparison	100	
Age 0 to 4 yrs	112	52.8%
Age 5 to 9 yrs	103	50.7%
Age 10 to 14 yrs	105	51.1%
Age 15 to 19 yrs	108	51.8%
Age 20 to 24 yrs	114	53.3%
Age 25 to 29 yrs	99	49.7%
Age 30 to 34 yrs	87	46.5%
Age 35 to 39 yrs	88	46.8%
Age 40 to 44 yrs	87	46.5%
Age 45 to 49 yrs	96	49.1%
Age 50 to 54 yrs	98	49.5%
Age 55 to 59 yrs	98	49.6%
Age 60 to 64 yrs	114	53.3%
Age 65 to 69 yrs	114	53.3%
Age 70 to 74 yrs	107	51.6%
Age 75 to 79 yrs	76	43.3%
Age 80 to 84 yrs	66	39.9%
Age 85 yrs plus	75	42.8%
Age 19 yrs or less	106	51.5%
Age 20 to 39 yrs	95	48.7%
Age 40 to 64 yrs	97	49.3%
Age 65 years Plus	99	49.7%

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Retail Market District - Smoky Hill Centennial, CO	Smoky Hill	
<b>Household Type (2013)</b>		
Total Households	9,343	
Households with Children	4,713	50.4%
Average Household Size	3.10	
Est. Household Density	1,588.42	psm
Population Family	26,547	91.5%
Population Non-Family	2,425	8.4%
Population Group Qtrs	29	0.1%
Non-Institutionalized	8	0.0%
Institutionalized	20	0.1%
Family Households	8,060	86.3%
<i>Married Couple Hhlds</i>	6,842	84.9%
<i>Other Family Hhlds</i>	1,218	15.1%
Family Households With Children	4,693	58.2%
<i>Married Couple With Children</i>	3,834	81.7%
<i>Other Family Hhlds With Children</i>	859	18.3%
Family Households No Children	3,368	41.8%
<i>Married Couple No Children</i>	3,009	89.3%
<i>Other Family Households No Children</i>	359	10.7%
Average Family Household Size	3.29	
Average Family Income	\$117,157	
Median Family Income	\$116,309	
Non-Family Households	1,283	13.7%
Non-Family Hhlds With Children	20	1.5%
Non-Family Hhld No Children	1,263	98.5%
<i>N-F Hhld Lone Person No Children</i>	359	28.0%
Lone Male Householder	117	32.5%
Lone Female Householder	242	67.5%
<i>N-F Hhld 2+ Persons No Children</i>	904	70.5%
Average Non-Family Hhld Size	1.89	
<b>Marital Status (2013)</b>		
(15 Years or Older)	22,217	
Never Married	6,569	29.6%
Now Married	14,474	65.1%
Previously Married	1,173	5.3%
<i>Separated</i>	226	19.3%
<i>Widowed</i>	441	37.6%
<i>Divorced</i>	506	43.1%
<b>Educational Attainment (2013)</b>		
Adult Population (25 Years or Older)	18,288	
Elementary (0 to 8)	402	2.2%
Some High School (9 to 11)	323	1.8%
High School Graduate (12)	3,338	18.3%
Some College (13 to 16)	4,568	25.0%
Associate Degree Only	1,367	7.5%
Bachelor Degree Only	5,149	28.2%
Graduate Degree	3,139	17.2%
Any College + (Some College or higher)	14,224	77.8%
College Degree + (Bachelor Degree or higher)	8,288	45.3%

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Retail Market District - Smoky Hill Centennial, CO	Smoky Hill	
<b>Housing (2013)</b>		
Total Housing Units	9,371	
Housing Units, Occupied	9,343	99.7%
<i>Housing Units, Owner-Occupied</i>	8,343	89.3%
<i>Housing Units, Renter-Occupied</i>	1,000	10.7%
Housing Units, Vacant	28	0.3%
Total Housing Units (2010)	9,188	
Historical Annual Change (2010-2013)	183	0.7%
<b>Household Size (2013)</b>		
Total Households	9,343	
1 Person Households	964	10.3%
2 Person Households	2,829	30.3%
3 Person Households	2,032	21.7%
4 Person Households	2,141	22.9%
5 Person Households	867	9.3%
6 Person Households	358	3.8%
7+ Person Households	152	1.6%
<b>Household Income Distribution (2013)</b>		
HH Income \$200,000 or More	1,619	17.3%
HH Income \$150,000 to 199,999	657	7.0%
HH Income \$125,000 to 149,999	740	7.9%
HH Income \$100,000 to 124,999	1,581	16.9%
HH Income \$75,000 to 99,999	1,537	16.4%
HH Income \$50,000 to 74,999	1,665	17.8%
HH Income \$35,000 to 49,999	728	7.8%
HH Income \$25,000 to 34,999	304	3.3%
HH Income \$15,000 to 24,999	292	3.1%
HH Income \$10,000 to 14,999	36	0.4%
HH Income \$0 to 9,999	185	2.0%
<b>Household Vehicles (2013)</b>		
Total Vehicles Available	21,598	
Household: 0 Vehicles Available	150	1.6%
Household: 1 Vehicles Available	1,465	15.7%
Household: 2 Vehicles Available	4,384	46.9%
Household: 3+ Vehicles Available	3,345	35.8%
Average Per Household	2.3	<i>Vehicles</i>
Owner Occupied Hhlds Vehicles	19,641	90.9%
<i>Average Per Owner Household</i>	2.4	<i>Vehicles</i>
Renter Occupied Hhlds Vehicles	1,957	9.1%
<i>Average Per Renter Household</i>	2.0	<i>Vehicles</i>
<b>Travel Time (2010)</b>		
Worker Base (16 Years or Older)	14,148	
Travel to Work in 14 Minutes or Less	1,786	12.6%
Travel to Work in 15 to 29 Minutes	5,453	38.5%
Travel to Work in 30 to 59 Minutes	5,211	36.8%
Travel to Work in 60 Minutes or More	629	4.4%
Work at Home	1,070	7.6%
Average Travel Time to Work	26.0	mins

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<b>Transportation To Work (2010)</b>		
Work Base	14,148	
Drive to Work Alone	11,589	81.9%
Drive to Work in Carpool	904	6.4%
Travel to Work - Public Transportation	257	1.8%
Drive to Work on Motorcycle	38	0.3%
Bicycle to Work	25	0.2%
Walk to Work	184	1.3%
Other Means	82	0.6%
Work at Home	1,070	7.6%
<b>Daytime Demos (2013)</b>		
Total Number of Businesses	554	
Total Number of Employees	4,927	
Company Headqtrs: Businesses	2	0.3%
Company Headqtrs: Employees	8	0.2%
Employee Population per Business		8.9 to 1
Residential Population per Business		52.3 to 1
Est. Adj. Daytime Demographics (Age16+)	11,047	
<b>Labor Force (2013)</b>		
Labor: Population Age 16+	21,619	
Unemployment Rate		5.1%
Labor Force Total: Males	10,661	49.3%
<i>Male civilian employed</i>	8,453	79.3%
<i>Male civilian unemployed</i>	574	5.4%
<i>Males in Armed Forces</i>	29	0.3%
<i>Males not in labor force</i>	1,605	15.1%
Labor Force Total: Females	10,957	50.7%
<i>Female civilian employed</i>	7,013	64.0%
<i>Female civilian unemployed</i>	532	4.9%
<i>Females in Armed Forces</i>	4	0.0%
<i>Females not in labor force</i>	3,408	31.1%
Employment Force Change (2010-2013)	1,221	8.6%
Male Change (2010-2013)	828	10.9%
Female Change (2010-2013)	394	5.9%
<b>Occupation (2010)</b>		
Occupation: Population Age 16+	14,244	
<i>Occupation Total: Males</i>	7,626	53.5%
<i>Occupation Total: Females</i>	6,619	46.5%
Mgmt, Business, & Financial Operations	3,303	23.2%
Professional and Related	3,666	25.7%
Service	1,835	12.9%
Sales and Office	3,712	26.1%
Farming, Fishing, and Forestry	20	0.1%
Construction, Extraction, & Maintenance	648	4.5%
Production, Transport, & Material Moving	1,062	7.5%
<i>White Collar</i>		75.0%
<i>Blue Collar</i>		25.0%

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<b>Units In Structure (2010)</b>		
Total Units	8,948	
1 Detached Unit	8,316	92.9%
1 Attached Unit	215	2.4%
2 Units	7	0.1%
3 to 4 Units	72	0.8%
5 to 9 Units	54	0.6%
10 to 19 Units	118	1.3%
20 to 49 Units	76	0.8%
50 or more Units	28	0.3%
Mobile Home or Trailer	62	0.7%
Other Structure	0	-
<b>Homes Built By Year (2010)</b>		
Homes Built 2005 or later	374	4.2%
Homes Built 2000 to 2004	1,056	11.8%
Homes Built 1990 to 1999	3,149	35.2%
Homes Built 1980 to 1989	2,676	29.9%
Homes Built 1970 to 1979	961	10.7%
Homes Built 1960 to 1969	266	3.0%
Homes Built 1950 to 1959	208	2.3%
Homes Built 1940 to 1949	62	0.7%
Homes Built Before 1939	196	2.2%
<b>Home Values (2010)</b>		
Owner Specified Housing Units	7,987	
Home Values \$1,000,000 or More	56	0.7%
Home Values \$750,000 or \$999,999	106	1.3%
Home Values \$500,000 or \$749,999	494	6.2%
Home Values \$400,000 to \$499,999	758	9.5%
Home Values \$300,000 to \$399,999	1,710	21.4%
Home Values \$250,000 to \$299,999	1,491	18.7%
Home Values \$200,000 to \$249,999	2,039	25.5%
Home Values \$175,000 to \$199,999	473	5.9%
Home Values \$150,000 to \$174,999	296	3.7%
Home Values \$125,000 to \$149,999	149	1.9%
Home Values \$100,000 to \$124,999	130	1.6%
Home Values \$90,000 to \$99,999	32	0.4%
Home Values \$80,000 to \$89,999	21	0.3%
Home Values \$70,000 to \$79,999	43	0.5%
Home Values \$60,000 to \$69,999	17	0.2%
Home Values \$50,000 to \$59,999	17	0.2%
Home Values \$35,000 to \$49,999	16	0.2%
Home Values \$25,000 to \$34,999	38	0.5%
Home Values \$10,000 to \$24,999	78	1.0%
Home Values \$0 to \$9,999	21	0.3%
Owner Occupied Median Home Value	\$292,817	
Renter Occupied Median Rent	\$1,265	

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Retail Market District - Smoky Hill Centennial, CO	Smoky Hill	
<b>Consumer Expenditure (Annual Total)</b>		
Total Household Expenditure (2013)	\$718,138,410	
<i>Total Non-Retail Expenditures (2013)</i>	<i>\$414,829,296</i>	
<i>Total Retail Expenditures (2013)</i>	<i>\$303,309,112</i>	
Apparel (2013)	\$34,417,836	
Contributions (2013)	\$29,554,627	
Education (2013)	\$18,509,294	
Entertainment (2013)	\$40,497,420	
Food And Beverages (2013)	\$106,681,110	
Furnishings And Equipment (2013)	\$32,939,090	
Gifts (2013)	\$20,162,141	
Health Care (2013)	\$41,812,869	
Household Operations (2013)	\$27,211,354	
Miscellaneous Expenses (2013)	\$11,613,332	
Personal Care (2013)	\$10,329,908	
Personal Insurance (2013)	\$7,917,707	
Reading (2013)	\$2,355,649	
Shelter (2013)	\$139,995,502	
Tobacco (2013)	\$4,222,627	
Transportation (2013)	\$141,949,187	
Utilities (2013)	\$47,968,742	
<b>Consumer Expenditure (per Household per Month)</b>		
Total Household Expenditure (2013)	\$6,405	
<i>Total Non-Retail Expenditures (2013)</i>	<i>\$3,700</i>	57.8%
<i>Total Retail Expenditures (2013)</i>	<i>\$2,705</i>	42.2%
Apparel (2013)	\$307	4.8%
Contributions (2013)	\$264	4.1%
Education (2013)	\$165	2.6%
Entertainment (2013)	\$361	5.6%
Food And Beverages (2013)	\$952	14.9%
Furnishings And Equipment (2013)	\$294	4.6%
Gifts (2013)	\$180	2.8%
Health Care (2013)	\$373	5.8%
Household Operations (2013)	\$243	3.8%
Miscellaneous Expenses (2013)	\$104	1.6%
Personal Care (2013)	\$92	1.4%
Personal Insurance (2013)	\$71	1.1%
Reading (2013)	\$21	0.3%
Shelter (2013)	\$1,249	19.5%
Tobacco (2013)	\$38	0.6%
Transportation (2013)	\$1,266	19.8%
Utilities (2013)	\$428	6.7%

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