

DEMOGRAPHIC PROFILE COMPLETE

2000 - 2010 Census, 2013 Estimates & 2018 Projections

Calculated using Proportional Block Groups

August 2013

RF9

Retail Market District - West Central Centennial, CO	West Central	
Population		
Estimated Population (2013)	34,268	
Census Population (1990)	33,446	
Census Population (2000)	34,608	
Census Population (2010)	32,788	
Projected Population (2018)	37,968	
Historical Annual Change (1990-2000)	1,161	0.3%
Historical Annual Change (2000-2010)	-1,819	-0.5%
Historical Annual Change (2010-2013)	1,480	1.5%
Projected Annual Change (2013-2018)	3,700	2.2%
Est. Population Density (2013)	4,535.87	<i>psm</i>
Trade Area Size	7.56	<i>sq mi</i>
Households		
Estimated Households (2013)	13,449	
Census Households (1990)	11,296	
Census Households (2000)	12,772	
Census Households (2010)	12,877	
Projected Households (2018)	14,582	
Historical Annual Change (2000-2010)	106	0.1%
Projected Annual Change (2010-2018)	1,705	1.7%
Average Household Income		
Est. Average Household Income (2013)	\$113,642	
Census Average Hhld Income (2010)	\$107,873	
Census Average Hhld Income (2000)	\$102,023	
Proj. Average Household Income (2018)	\$116,212	
Historical Annual Change (2000-2010)	\$5,850	0.6%
Projected Annual Change (2013-2018)	\$2,569	0.5%
Median Household Income		
Est. Median Household Income (2013)	\$98,246	
Census Median Hhld Income (2010)	\$90,128	
Census Median Hhld Income (2000)	\$83,170	
Proj. Median Household Income (2018)	\$105,507	
Historical Annual Change (2000-2010)	\$6,958	0.8%
Projected Annual Change (2013-2018)	\$7,262	1.5%
Per Capita Income		
Est. Per Capita Income (2013)	\$44,733	
Census Per Capita Income (2010)	\$42,366	
Census Per Capita Income (2000)	\$37,254	
Proj. Per Capita Income (2018)	\$44,751	
Historical Annual Change (2000-2010)	\$5,112	1.4%
Projected Annual Change (2013-2018)	\$18	0.0%
Est. Average Household Net Worth (2013)	\$838,146	

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Retail Market District - West Central Centennial, CO

West Central

Race & Ethnicity (2013)

Total Population	34,268	
White	31,688	92.5%
Black or African American	372	1.1%
American Indian & Alaska Native	106	0.3%
Asian	944	2.8%
Hawaiian & Pacific Islander	20	0.1%
Other Race	315	0.9%
Two or More Races	823	2.4%
Population < 18	8,181	
<i>White</i>	7,233	88.4%
<i>Black or African American</i>	104	1.3%
<i>Amer Indian & AK Native</i>	26	0.3%
<i>Asian</i>	267	3.3%
<i>Hawaiian & Pacific Islander</i>	5	0.1%
<i>Other Race</i>	547	6.7%
Hispanic Population < 18	668	1.9%
Not Hispanic or Latino Population	32,298	94.3%
<i>Non Hispanic: White</i>	30,240	93.6%
<i>Non Hispanic: Black or African American</i>	356	1.1%
<i>Non Hispanic: Amer Indian & AK Native</i>	85	0.3%
<i>Non Hispanic: Asian</i>	932	2.9%
<i>Non Hispanic: Hawaiian & Pacific Islander</i>	19	0.1%
<i>Non Hispanic: Other Race</i>	37	0.1%
<i>Non Hispanic: Two or More Races</i>	630	1.9%
Hispanic or Latino Population	1,970	5.7%
<i>Hispanic: White</i>	1,448	73.5%
<i>Hispanic: Black or African American</i>	17	0.9%
<i>Hispanic: American Indian & Alaska Native</i>	21	1.1%
<i>Hispanic: Asian</i>	12	0.6%
<i>Hispanic: Hawaiian & Pacific Islander</i>	1	0.1%
<i>Hispanic: Other Race</i>	278	14.1%
<i>Hispanic: Two or More Races</i>	193	9.8%
Not of Hispanic Origin Population (2000)	33,175	95.9%
Hispanic Origin Population (2000)	1,433	4.1%
Not Hispanic or Latino Population (2010)	30,984	94.5%
Hispanic or Latino Population (2010)	1,805	5.5%
Not Hispanic or Latino Population 5yr (2018)	35,588	93.7%
Hispanic or Latino Population 5yr (2018)	2,381	6.3%
Historical Annual Change (2000-2010)	372	2.6%
Projected Annual Change (2010-2018)	576	4.0%

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Age Distribution (2013)		
Total Population	34,268	
Age 0 to 4 yrs	1,682	4.9%
Age 5 to 9 yrs	2,264	6.6%
Age 10 to 14 yrs	2,548	7.4%
Age 15 to 19 yrs	2,340	6.8%
Age 20 to 24 yrs	1,300	3.8%
Age 25 to 29 yrs	1,383	4.0%
Age 30 to 34 yrs	1,669	4.9%
Age 35 to 39 yrs	2,001	5.8%
Age 40 to 44 yrs	2,378	6.9%
Age 45 to 49 yrs	2,548	7.4%
Age 50 to 54 yrs	3,083	9.0%
Age 55 to 59 yrs	2,916	8.5%
Age 60 to 64 yrs	2,739	8.0%
Age 65 to 69 yrs	1,964	5.7%
Age 70 to 74 yrs	1,173	3.4%
Age 75 to 79 yrs	804	2.3%
Age 80 to 84 yrs	674	2.0%
Age 85 yrs plus	802	2.3%
Median Age	43.1	yrs
Age 19 yrs or less	8,834	25.8%
Age 20 to 64 years	20,018	58.4%
Age 65 years Plus	5,417	15.8%
Female Age Distribution (2013)		
Female Population	17,702	51.7%
Age 0 to 4 yrs	810	4.6%
Age 5 to 9 yrs	1,119	6.3%
Age 10 to 14 yrs	1,250	7.1%
Age 15 to 19 yrs	1,068	6.0%
Age 20 to 24 yrs	598	3.4%
Age 25 to 29 yrs	676	3.8%
Age 30 to 34 yrs	869	4.9%
Age 35 to 39 yrs	1,027	5.8%
Age 40 to 44 yrs	1,227	6.9%
Age 45 to 49 yrs	1,356	7.7%
Age 50 to 54 yrs	1,644	9.3%
Age 55 to 59 yrs	1,538	8.7%
Age 60 to 64 yrs	1,475	8.3%
Age 65 to 69 yrs	1,037	5.9%
Age 70 to 74 yrs	590	3.3%
Age 75 to 79 yrs	464	2.6%
Age 80 to 84 yrs	399	2.3%
Age 85 yrs plus	557	3.1%
Female Median Age	44.8	yrs
Age 19 yrs or less	4,247	24.0%
Age 20 to 64 years	10,409	58.8%
Age 65 years Plus	3,046	17.2%

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Male Age Distribution (2013)		
Male Population	16,566	48.3%
Age 0 to 4 yrs	871	5.3%
Age 5 to 9 yrs	1,145	6.9%
Age 10 to 14 yrs	1,298	7.8%
Age 15 to 19 yrs	1,273	7.7%
Age 20 to 24 yrs	702	4.2%
Age 25 to 29 yrs	708	4.3%
Age 30 to 34 yrs	801	4.8%
Age 35 to 39 yrs	974	5.9%
Age 40 to 44 yrs	1,152	7.0%
Age 45 to 49 yrs	1,192	7.2%
Age 50 to 54 yrs	1,438	8.7%
Age 55 to 59 yrs	1,379	8.3%
Age 60 to 64 yrs	1,264	7.6%
Age 65 to 69 yrs	927	5.6%
Age 70 to 74 yrs	583	3.5%
Age 75 to 79 yrs	340	2.1%
Age 80 to 84 yrs	275	1.7%
Age 85 yrs plus	245	1.5%
Male Median Age	41.2	yrs
Age 19 yrs or less	4,587	27.7%
Age 20 to 64 years	9,609	58.0%
Age 65 years Plus	2,370	14.3%
Males per 100 Females, Male % Pop (2013)		
Overall Comparison	94	
Age 0 to 4 yrs	108	51.8%
Age 5 to 9 yrs	102	50.6%
Age 10 to 14 yrs	104	50.9%
Age 15 to 19 yrs	119	54.4%
Age 20 to 24 yrs	117	54.0%
Age 25 to 29 yrs	105	51.1%
Age 30 to 34 yrs	92	48.0%
Age 35 to 39 yrs	95	48.7%
Age 40 to 44 yrs	94	48.4%
Age 45 to 49 yrs	88	46.8%
Age 50 to 54 yrs	87	46.7%
Age 55 to 59 yrs	90	47.3%
Age 60 to 64 yrs	86	46.1%
Age 65 to 69 yrs	89	47.2%
Age 70 to 74 yrs	99	49.7%
Age 75 to 79 yrs	73	42.3%
Age 80 to 84 yrs	69	40.7%
Age 85 yrs plus	44	30.6%
Age 19 yrs or less	108	51.9%
Age 20 to 39 yrs	100	50.1%
Age 40 to 64 yrs	89	47.0%
Age 65 years Plus	78	43.8%

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Retail Market District - West Central Centennial, CO	West Central	
Household Type (2013)		
Total Households	13,449	
Households with Children	4,641	34.5%
Average Household Size	2.52	
Est. Household Density	1,780.09	psm
Population Family	28,840	84.2%
Population Non-Family	5,104	14.9%
Population Group Qtrs	324	0.9%
Non-Institutionalized	23	0.1%
Institutionalized	301	0.9%
Family Households	9,849	73.2%
<i>Married Couple Hhlds</i>	8,268	83.9%
<i>Other Family Hhlds</i>	1,581	16.1%
Family Households With Children	4,617	46.9%
<i>Married Couple With Children</i>	3,642	78.9%
<i>Other Family Hhlds With Children</i>	975	21.1%
Family Households No Children	5,231	53.1%
<i>Married Couple No Children</i>	4,626	88.4%
<i>Other Family Households No Children</i>	606	11.6%
Average Family Household Size	2.93	
Average Family Income	\$129,352	
Median Family Income	\$112,340	
Non-Family Households	3,600	26.8%
Non-Family Hhlds With Children	24	0.7%
Non-Family Hhld No Children	3,576	99.3%
<i>N-F Hhld Lone Person No Children</i>	606	16.8%
Lone Male Householder	179	29.5%
Lone Female Householder	427	70.5%
<i>N-F Hhld 2+ Persons No Children</i>	2,970	82.5%
Average Non-Family Hhld Size	1.42	
Marital Status (2013)		
(15 Years or Older)	27,775	
Never Married	8,179	29.4%
Now Married	17,535	63.1%
Previously Married	2,060	7.4%
<i>Separated</i>	237	11.5%
<i>Widowed</i>	301	14.6%
<i>Divorced</i>	1,522	73.9%
Educational Attainment (2013)		
Adult Population (25 Years or Older)	24,134	
Elementary (0 to 8)	216	0.9%
Some High School (9 to 11)	291	1.2%
High School Graduate (12)	3,279	13.6%
Some College (13 to 16)	4,679	19.4%
Associate Degree Only	1,280	5.3%
Bachelor Degree Only	9,027	37.4%
Graduate Degree	5,363	22.2%
Any College + (Some College or higher)	20,349	84.3%
College Degree + (Bachelor Degree or higher)	14,390	59.6%

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Retail Market District - West Central Centennial, CO	West Central	
Housing (2013)		
Total Housing Units	13,503	
Housing Units, Occupied	13,449	99.6%
<i>Housing Units, Owner-Occupied</i>	11,255	83.7%
<i>Housing Units, Renter-Occupied</i>	2,194	16.3%
Housing Units, Vacant	54	0.4%
Total Housing Units (2010)	13,259	
Historical Annual Change (2010-2013)	243	0.6%
Household Size (2013)		
Total Households	13,449	
1 Person Households	3,043	22.6%
2 Person Households	5,013	37.3%
3 Person Households	2,226	16.6%
4 Person Households	2,077	15.4%
5 Person Households	808	6.0%
6 Person Households	212	1.6%
7+ Person Households	68	0.5%
Household Income Distribution (2013)		
HH Income \$200,000 or More	2,120	15.8%
HH Income \$150,000 to 199,999	1,047	7.8%
HH Income \$125,000 to 149,999	1,082	8.0%
HH Income \$100,000 to 124,999	1,897	14.1%
HH Income \$75,000 to 99,999	2,013	15.0%
HH Income \$50,000 to 74,999	2,349	17.5%
HH Income \$35,000 to 49,999	1,295	9.6%
HH Income \$25,000 to 34,999	721	5.4%
HH Income \$15,000 to 24,999	502	3.7%
HH Income \$10,000 to 14,999	117	0.9%
HH Income \$0 to 9,999	306	2.3%
Household Vehicles (2013)		
Total Vehicles Available	27,078	
Household: 0 Vehicles Available	423	3.1%
Household: 1 Vehicles Available	3,442	25.6%
Household: 2 Vehicles Available	6,332	47.1%
Household: 3+ Vehicles Available	3,252	24.2%
Average Per Household	2.0	<i>Vehicles</i>
Owner Occupied Hhlds Vehicles	23,954	88.5%
<i>Average Per Owner Household</i>	2.1	<i>Vehicles</i>
Renter Occupied Hhlds Vehicles	3,124	11.5%
<i>Average Per Renter Household</i>	1.4	<i>Vehicles</i>
Travel Time (2010)		
Worker Base (16 Years or Older)	16,436	
Travel to Work in 14 Minutes or Less	4,788	29.1%
Travel to Work in 15 to 29 Minutes	5,952	36.2%
Travel to Work in 30 to 59 Minutes	3,645	22.2%
Travel to Work in 60 Minutes or More	519	3.2%
Work at Home	1,532	9.3%
Average Travel Time to Work	19.0	mins

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Transportation To Work (2010)		
Work Base	16,436	
Drive to Work Alone	12,899	78.5%
Drive to Work in Carpool	1,068	6.5%
Travel to Work - Public Transportation	475	2.9%
Drive to Work on Motorcycle	38	0.2%
Bicycle to Work	71	0.4%
Walk to Work	291	1.8%
Other Means	62	0.4%
Work at Home	1,532	9.3%
Daytime Demos (2013)		
Total Number of Businesses	1,504	
Total Number of Employees	11,750	
Company Headqtrs: Businesses	9	0.6%
Company Headqtrs: Employees	392	3.3%
Employee Population per Business		7.8 to 1
Residential Population per Business		22.8 to 1
Est. Adj. Daytime Demographics (Age16+)	20,854	
Labor Force (2013)		
Labor: Population Age 16+	27,205	
Unemployment Rate		3.9%
Labor Force Total: Males	12,927	47.5%
<i>Male civilian employed</i>	9,411	72.8%
<i>Male civilian unemployed</i>	567	4.4%
<i>Males in Armed Forces</i>	23	0.2%
<i>Males not in labor force</i>	2,926	22.6%
Labor Force Total: Females	14,279	52.5%
<i>Female civilian employed</i>	8,660	60.7%
<i>Female civilian unemployed</i>	493	3.5%
<i>Females in Armed Forces</i>	8	0.1%
<i>Females not in labor force</i>	5,117	35.8%
Employment Force Change (2010-2013)	1,289	7.7%
Male Change (2010-2013)	878	10.3%
Female Change (2010-2013)	411	5.0%
Occupation (2010)		
Occupation: Population Age 16+	16,782	
<i>Occupation Total: Males</i>	8,533	50.8%
<i>Occupation Total: Females</i>	8,250	49.2%
Mgmt, Business, & Financial Operations	4,174	24.9%
Professional and Related	5,065	30.2%
Service	2,020	12.0%
Sales and Office	4,153	24.7%
Farming, Fishing, and Forestry	8	0.0%
Construction, Extraction, & Maintenance	721	4.3%
Production, Transport, & Material Moving	642	3.8%
<i>White Collar</i>		79.8%
<i>Blue Collar</i>		20.2%

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Retail Market District - West Central Centennial, CO	West Central	
Units In Structure (2010)		
Total Units	12,877	
1 Detached Unit	9,576	74.4%
1 Attached Unit	1,347	10.5%
2 Units	58	0.5%
3 to 4 Units	127	1.0%
5 to 9 Units	481	3.7%
10 to 19 Units	412	3.2%
20 to 49 Units	262	2.0%
50 or more Units	525	4.1%
Mobile Home or Trailer	90	0.7%
Other Structure	0	-
Homes Built By Year (2010)		
Homes Built 2005 or later	494	3.8%
Homes Built 2000 to 2004	572	4.4%
Homes Built 1990 to 1999	1,650	12.8%
Homes Built 1980 to 1989	3,126	24.3%
Homes Built 1970 to 1979	5,196	40.4%
Homes Built 1960 to 1969	1,052	8.2%
Homes Built 1950 to 1959	420	3.3%
Homes Built 1940 to 1949	94	0.7%
Homes Built Before 1939	273	2.1%
Home Values (2010)		
Owner Specified Housing Units	10,770	
Home Values \$1,000,000 or More	151	1.4%
Home Values \$750,000 or \$999,999	171	1.6%
Home Values \$500,000 or \$749,999	725	6.7%
Home Values \$400,000 to \$499,999	1,481	13.8%
Home Values \$300,000 to \$399,999	2,905	27.0%
Home Values \$250,000 to \$299,999	1,858	17.2%
Home Values \$200,000 to \$249,999	1,815	16.9%
Home Values \$175,000 to \$199,999	525	4.9%
Home Values \$150,000 to \$174,999	326	3.0%
Home Values \$125,000 to \$149,999	296	2.8%
Home Values \$100,000 to \$124,999	174	1.6%
Home Values \$90,000 to \$99,999	39	0.4%
Home Values \$80,000 to \$89,999	31	0.3%
Home Values \$70,000 to \$79,999	28	0.3%
Home Values \$60,000 to \$69,999	23	0.2%
Home Values \$50,000 to \$59,999	19	0.2%
Home Values \$35,000 to \$49,999	19	0.2%
Home Values \$25,000 to \$34,999	46	0.4%
Home Values \$10,000 to \$24,999	112	1.0%
Home Values \$0 to \$9,999	29	0.3%
Owner Occupied Median Home Value	\$318,379	
Renter Occupied Median Rent	\$1,165	

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Retail Market District - West Central Centennial, CO	West Central	
Consumer Expenditure (Annual Total)		
Total Household Expenditure (2013)	\$1,040,548,205	
<i>Total Non-Retail Expenditures (2013)</i>	\$599,614,060	
<i>Total Retail Expenditures (2013)</i>	\$440,934,147	
Apparel (2013)	\$49,868,778	
Contributions (2013)	\$42,417,859	
Education (2013)	\$26,852,243	
Entertainment (2013)	\$58,568,934	
Food And Beverages (2013)	\$155,081,164	
Furnishings And Equipment (2013)	\$47,581,863	
Gifts (2013)	\$29,218,588	
Health Care (2013)	\$61,114,525	
Household Operations (2013)	\$39,118,695	
Miscellaneous Expenses (2013)	\$16,972,992	
Personal Care (2013)	\$14,992,218	
Personal Insurance (2013)	\$11,350,574	
Reading (2013)	\$3,440,443	
Shelter (2013)	\$203,353,052	
Tobacco (2013)	\$6,161,372	
Transportation (2013)	\$204,666,116	
Utilities (2013)	\$69,788,783	
Consumer Expenditure (per Household per Month)		
Total Household Expenditure (2013)	\$6,448	
<i>Total Non-Retail Expenditures (2013)</i>	\$3,715	57.6%
<i>Total Retail Expenditures (2013)</i>	\$2,732	42.4%
Apparel (2013)	\$309	4.8%
Contributions (2013)	\$263	4.1%
Education (2013)	\$166	2.6%
Entertainment (2013)	\$363	5.6%
Food And Beverages (2013)	\$961	14.9%
Furnishings And Equipment (2013)	\$295	4.6%
Gifts (2013)	\$181	2.8%
Health Care (2013)	\$379	5.9%
Household Operations (2013)	\$242	3.8%
Miscellaneous Expenses (2013)	\$105	1.6%
Personal Care (2013)	\$93	1.4%
Personal Insurance (2013)	\$70	1.1%
Reading (2013)	\$21	0.3%
Shelter (2013)	\$1,260	19.5%
Tobacco (2013)	\$38	0.6%
Transportation (2013)	\$1,268	19.7%
Utilities (2013)	\$432	6.7%

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