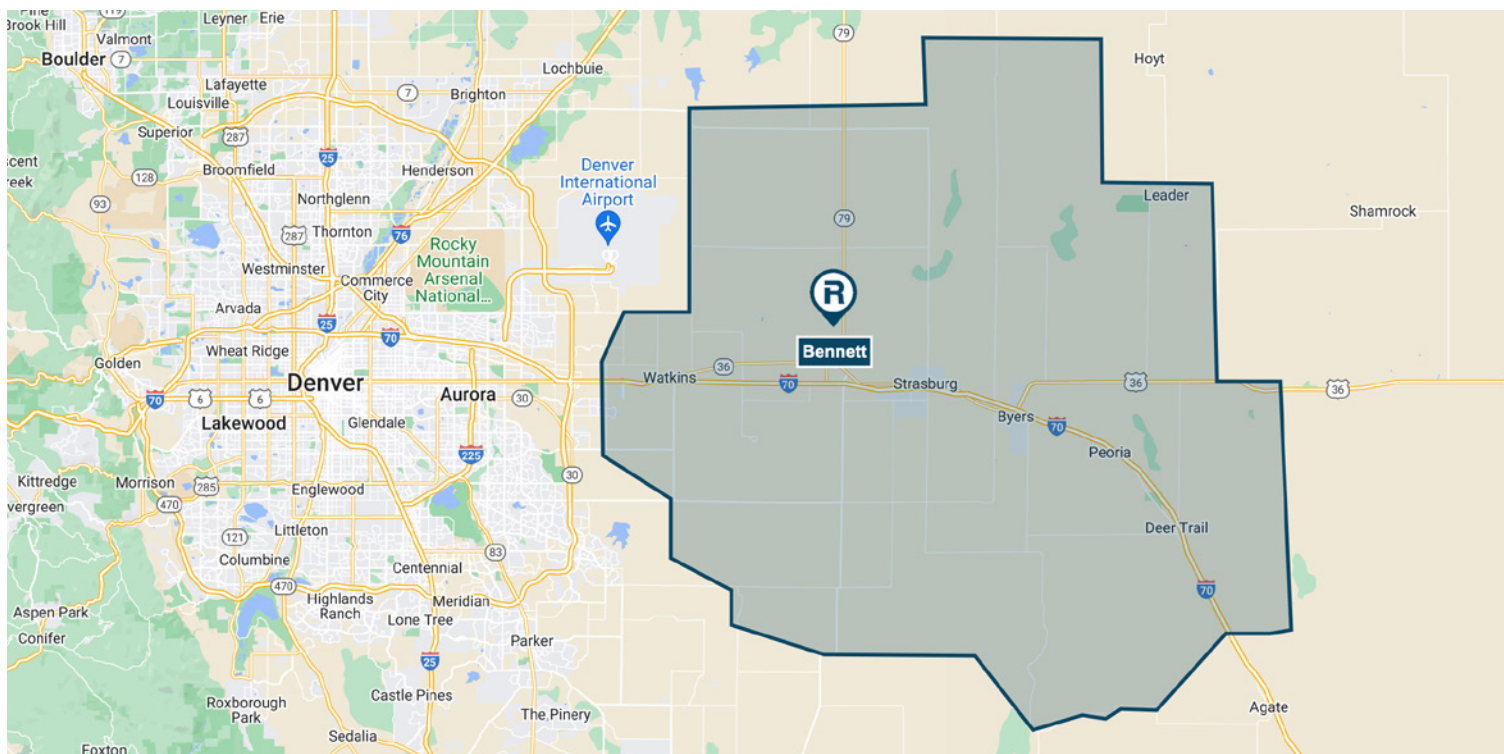# The**Retail**Coach®

Primary Retail Trade Area Demographic Profile

BENNETT, COLORADO

Prepared for Town of Bennett, Colorado
January 2024

Primary Retail Trade Area • Demographic Snapshot
Bennett, Colorado

Population

2020	22,282
2024	24,672
2029	30,912

Educational Attainment (%)

Graduate or Professional Degree	7.39%
Bachelors Degree	17.14%
Associate Degree	10.04%
Some College	25.06%
High School Graduate (or GED)	32.38%
Some High School, No Degree	5.53%
Less than 9th Grade	2.44%

Income

Average HH	$126,478
Median HH	$108,130
Per Capita	$42,549

Age

0 - 9 Years	12.53%
10 - 17 Years	11.76%
18 - 24 Years	9.64%
25 - 34 Years	11.20%
35 - 44 Years	13.56%
45 - 54 Years	13.23%
55 - 64 Years	13.77%
65 and Older	14.31%
Median Age	38.70
Average Age	38.54

Race Distribution (%)

White	68.68%
Black/African American	2.93%
American Indian/ Alaskan	1.12%
Asian	1.25%
Native Hawaiian/ Islander	0.20%
Other Race	12.55%
Two or More Races	13.27%
Hispanic	27.64%

town of Bennett

welcome neighbors.

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Primary Retail Trade Area • Demographic Profile

Bennett, Colorado

DESCRIPTION	DATA	%
Population		
2029 Projection	30,912	
2024 Estimate	24,672	
2020 Census	22,282	
2010 Census	16,865	
Growth 2024 - 2029		25.29%
Growth 2020 - 2024		10.73%
Growth 2010 - 2020		32.12%
2024 Est. Population by Single-Classification Race	**24,672**	
White Alone	16,945	68.68%
Black or African American Alone	723	2.93%
Amer. Indian and Alaska Native Alone	277	1.12%
Asian Alone	308	1.25%
Native Hawaiian and Other Pacific Island Alone	50	0.20%
Some Other Race Alone	3,096	12.55%
Two or More Races	3,274	13.27%
2024 Est. Population by Hispanic or Latino Origin	**24,672**	
Not Hispanic or Latino	17,853	72.36%
Hispanic or Latino	6,819	27.64%
Mexican	5,332	78.19%
Puerto Rican	357	5.24%
Cuban	61	0.90%
All Other Hispanic or Latino	1,069	15.68%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**6,819**	
White Alone	1,528	22.41%
Black or African American Alone	72	1.06%
American Indian and Alaska Native Alone	137	2.01%
Asian Alone	17	0.25%
Native Hawaiian and Other Pacific Islander Alone	-	0.00%
Some Other Race Alone	3,006	44.08%
Two or More Races	2,058	30.18%
2024 Est. Pop by Race, Asian Alone, by Category	**308**	
Chinese, except Taiwanese	33	10.71%
Filipino	109	35.39%
Japanese	24	7.79%
Asian Indian	15	4.87%
Korean	78	25.33%
Vietnamese	18	5.84%
Cambodian	6	1.95%
Hmong	-	0.00%
Laotian	1	0.33%
Thai	5	1.62%
All Other Asian Races Including 2+ Category	17	5.52%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**24,672**	
Arab	16	0.07%
Czech	152	0.62%
Danish	114	0.46%
Dutch	343	1.39%
English	1,948	7.90%
French (except Basque)	544	2.21%
French Canadian	44	0.18%
German	3,877	15.71%
Greek	43	0.17%
Hungarian	29	0.12%
Irish	2,195	8.90%
Italian	685	2.78%
Lithuanian	5	0.02%
United States or American	1,070	4.34%
Norwegian	412	1.67%
Polish	185	0.75%
Portuguese	80	0.32%
Russian	140	0.57%
Scottish	495	2.01%
Scotch-Irish	334	1.35%
Slovak	2	0.01%
Subsaharan African	77	0.31%
Swedish	432	1.75%
Swiss	21	0.09%
Ukrainian	32	0.13%
Welsh	68	0.28%
West Indian (except Hisp. groups)	13	0.05%
Other ancestries	5,702	23.11%
Ancestry Unclassified	5,613	22.75%
2024 Est. Pop Age 5+ by Language Spoken At Home	**23,145**	
Speak Only English at Home	20,106	86.87%
Speak Asian/Pacific Island Language at Home	100	0.43%
Speak IndoEuropean Language at Home	480	2.07%
Speak Spanish at Home	2,383	10.30%
Speak Other Language at Home	77	0.33%

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Primary Retail Trade Area • Demographic Profile

Bennett, Colorado

DESCRIPTION	DATA	%
2024 Est. Population by Age	**24,672**	
Age 0 - 4	1,526	6.19%
Age 5 - 9	1,566	6.35%
Age 10 - 14	1,770	7.17%
Age 15 - 17	1,132	4.59%
Age 18 - 20	1,085	4.40%
Age 21 - 24	1,293	5.24%
Age 25 - 34	2,764	11.20%
Age 35 - 44	3,345	13.56%
Age 45 - 54	3,263	13.23%
Age 55 - 64	3,396	13.77%
Age 65 - 74	2,346	9.51%
Age 75 - 84	949	3.85%
Age 85 and over	236	0.96%
Age 16 and over	19,432	78.76%
Age 18 and over	18,676	75.70%
Age 21 and over	17,591	71.30%
Age 65 and over	3,530	14.31%
2024 Est. Median Age		38.70
2024 Est. Average Age		38.54
2024 Est. Population by Sex	**24,672**	
Male	12,579	50.99%
Female	12,093	49.02%
2024 Est. Male Population by Age	**12,579**	
Age 0 - 4	775	6.16%
Age 5 - 9	769	6.11%
Age 10 - 14	909	7.23%
Age 15 - 17	614	4.88%
Age 18 - 20	581	4.62%
Age 21 - 24	679	5.40%
Age 25 - 34	1,395	11.09%
Age 35 - 44	1,718	13.66%
Age 45 - 54	1,659	13.19%
Age 55 - 64	1,765	14.03%
Age 65 - 74	1,181	9.39%
Age 75 - 84	440	3.50%
Age 85 and over	91	0.72%
2024 Est. Median Age, Male		38.41
2024 Est. Average Age, Male		38.25
2024 Est. Female Population by Age	**12,093**	
Age 0 - 4	751	6.21%
Age 5 - 9	797	6.59%
Age 10 - 14	861	7.12%
Age 15 - 17	518	4.28%
Age 18 - 20	504	4.17%
Age 21 - 24	615	5.09%
Age 25 - 34	1,368	11.31%
Age 35 - 44	1,626	13.45%
Age 45 - 54	1,604	13.26%
Age 55 - 64	1,631	13.49%
Age 65 - 74	1,164	9.63%
Age 75 - 84	508	4.20%
Age 85 and over	144	1.19%
2024 Est. Median Age, Female		38.99
2024 Est. Average Age, Female		38.86

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,271	26.61%
Males, Never Married	2,735	13.81%
Females, Never Married	2,536	12.80%
Married, Spouse present	10,963	55.34%
Married, Spouse absent	928	4.69%
Widowed	667	3.37%
Males Widowed	229	1.16%
Females Widowed	438	2.21%
Divorced	1,980	10.00%
Males Divorced	1,052	5.31%
Females Divorced	928	4.69%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	398	2.44%
Some High School, no diploma	902	5.53%
High School Graduate (or GED)	5,278	32.38%
Some College, no degree	4,085	25.06%
Associate Degree	1,636	10.04%
Bachelor's Degree	2,794	17.14%
Master's Degree	1,040	6.38%
Professional School Degree	99	0.61%
Doctorate Degree	65	0.40%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,169	25.94%
High School Graduate	1,522	33.79%
Some College or Associate's Degree	1,308	29.03%
Bachelor's Degree or Higher	506	11.24%
Households		
2029 Projection	10,705	
2024 Estimate	8,300	
2020 Census	7,522	
2010 Census	6,087	
Growth 2024 - 2029		28.98%
Growth 2020 - 2024		10.34%
Growth 2010 - 2020		23.58%
2024 Est. Households by Household Type	**8,300**	
Family Households	6,233	75.10%
Nonfamily Households	2,067	24.90%
2024 Est. Group Quarters Population	-	
2024 Households by Ethnicity, Hispanic/Latino	1,627	

Primary Retail Trade Area • Demographic Profile

Bennett, Colorado

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**8,300**	
Income < $15,000	409	4.93%
Income $15,000 - $24,999	323	3.89%
Income $25,000 - $34,999	341	4.11%
Income $35,000 - $49,999	538	6.48%
Income $50,000 - $74,999	1,132	13.64%
Income $75,000 - $99,999	1,055	12.71%
Income $100,000 - $124,999	1,079	13.00%
Income $125,000 - $149,999	1,011	12.18%
Income $150,000 - $199,999	1,224	14.75%
Income $200,000 - $249,999	590	7.11%
Income $250,000 - $499,999	460	5.54%
Income $500,000+	138	1.66%
2024 Est. Average Household Income		$126,478
2024 Est. Median Household Income		$108,130
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$108,955
Black or African American Alone		$100,427
American Indian and Alaska Native Alone		$103,299
Asian Alone		$90,786
Native Hawaiian and Other Pacific Islander Alone		$107,134
Some Other Race Alone		$104,411
Two or More Races		$106,379
Hispanic or Latino		$94,197
Not Hispanic or Latino		$111,097
2024 Est. HH by Type and Presence of Own Child.	**6,233**	
Family Households with Children	2,052	32.92%
Family Households without Children	4,181	67.07%
Married-Couple Families	**4,033**	**64.70%**
Married-Couple Family, own children	1,576	25.28%
Married-Couple Family, no own children	2,458	39.43%
Cohabitating-Couple Families	**286**	**4.59%**
Cohabitating-Couple Family, own children	134	2.15%
Cohabitating-Couple Family, no own children	152	2.45%
Male Householder Families	**1,042**	**16.72%**
Male Householder, own children	119	1.92%
Male Householder, no own children	185	2.96%
Male Householder, only Nonrelatives	68	1.10%
Male Householder, Living Alone	670	10.75%
Female Householder Families	**871**	**13.98%**
Female Householder, own children	224	3.59%
Female Householder, no own children	139	2.23%
Female Householder, only Nonrelatives	34	0.54%
Female Householder, Living Alone	475	7.62%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**8,300**	
1-person	1,309	15.77%
2-person	2,850	34.34%
3-person	1,393	16.78%
4-person	1,403	16.90%
5-person	767	9.24%
6-person	357	4.30%
7-or-more-person	221	2.66%
2024 Est. Average Household Size		2.94
2024 Est. Households by Number of Vehicles	**8,300**	
No Vehicles	246	2.96%
1 Vehicle	1,263	15.22%
2 Vehicles	2,700	32.53%
3 Vehicles	2,078	25.04%
4 Vehicles	1,061	12.78%
5 or more Vehicles	951	11.46%
2024 Est. Average Number of Vehicles		2.75
Family Households		
2029 Projection	7,785	
2024 Estimate	6,233	
2020 Estimate	5,821	
2010 Census	4,603	
Growth 2024 - 2029		24.90%
Growth 2020 - 2024		7.08%
Growth 2010 - 2020		26.46%
2024 Est. Families by Poverty Status	**6,233**	
2024 Families at or Above Poverty	5,859	94.00%
2024 Families at or Above Poverty with Children	2,662	42.71%
2024 Families Below Poverty	374	6.00%
2024 Families Below Poverty with Children	247	3.96%
2024 Est. Pop 16+ by Employment Status	**19,432**	
Civilian Labor Force, Employed	12,612	64.90%
Civilian Labor Force, Unemployed	785	4.04%
Armed Forces	88	0.45%
Not in Labor Force	5,947	30.60%
2024 Est. Civ. Employed Pop 16+ by Class of Worker	**12,700**	
For-Profit Private Workers	8,109	63.85%
Non-Profit Private Workers	623	4.91%
Local Government Workers	602	4.74%
State Government Workers	426	3.35%
Federal Government Workers	1,253	9.87%
Self-Employed Workers	1,651	13.00%
Unpaid Family Workers	36	0.28%

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Primary Retail Trade Area • Demographic Profile

Bennett, Colorado

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation	**12,700**	
Architect/Engineer	235	1.85%
Arts/Entertainment/Sports	338	2.66%
Building Grounds Maintenance	216	1.70%
Business/Financial Operations	713	5.62%
Community/Social Services	139	1.09%
Computer/Mathematical	365	2.88%
Construction/Extraction	1,336	10.52%
Education/Training/Library	531	4.18%
Farming/Fishing/Forestry	33	0.26%
Food Prep/Serving	446	3.51%
Health Practitioner/Technician	395	3.11%
Healthcare Support	538	4.24%
Maintenance Repair	836	6.58%
Legal	73	0.58%
Life/Physical/Social Science	60	0.47%
Management	1,537	12.10%
Office/Admin. Support	1,688	13.29%
Production	457	3.60%
Protective Services	336	2.65%
Sales/Related	934	7.35%
Personal Care/Service	242	1.91%
Transportation/Moving	1,252	9.86%
2024 Est. Pop 16+ by Occupation Classification	**12,700**	
White Collar	7,007	55.18%
Blue Collar	3,882	30.57%
Service and Farm	1,812	14.27%
2024 Est. Workers Age 16+ by Transp. to Work	**12,700**	
Drove Alone	9,480	74.65%
Car Pooled	944	7.43%
Public Transportation	12	0.10%
Walked	163	1.29%
Bicycle	14	0.11%
Other Means	339	2.67%
Worked at Home	1,749	13.77%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,481	13.53%
15 - 29 Minutes	2,238	20.43%
30 - 44 Minutes	3,608	32.95%
45 - 59 Minutes	2,250	20.55%
60 or more Minutes	1,374	12.55%
2024 Est. Avg Travel Time to Work in Minutes		38.00
2024 Est. Occupied Housing Units by Tenure	**8,300**	
Owner Occupied	6,592	79.43%
Renter Occupied	1,359	16.37%
2024 Owner Occ. HUs: Avg. Length of Residence		13.06†
2024 Renter Occ. HUs: Avg. Length of Residence		7.01†

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**6,592**	
Value Less than $20,000	189	2.87%
Value $20,000 - $39,999	28	0.43%
Value $40,000 - $59,999	80	1.21%
Value $60,000 - $79,999	45	0.68%
Value $80,000 - $99,999	86	1.31%
Value $100,000 - $149,999	70	1.07%
Value $150,000 - $199,999	46	0.69%
Value $200,000 - $299,999	207	3.14%
Value $300,000 - $399,999	539	8.17%
Value $400,000 - $499,999	942	14.29%
Value $500,000 - $749,999	2,304	34.95%
Value $750,000 - $999,999	1,526	23.15%
Value $1,000,000 or $1,499,999	352	5.35%
Value $1,500,000 or $1,999,999	116	1.76%
Value $2,000,000+	62	0.94%
2024 Est. Median All Owner-Occupied Housing Value		$610,075
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	5,475	83.05%
1 Unit Attached	68	1.03%
2 Units	50	0.76%
3 or 4 Units	24	0.37%
5 to 19 Units	64	0.97%
20 to 49 Units	132	2.00%
50 or More Units	-	0.00%
Mobile Home or Trailer	757	11.48%
Boat, RV, Van, etc.	23	0.36%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	626	9.50%
Housing Units Built 2010 to 2019	918	13.93%
Housing Units Built 2000 to 2009	1,580	23.96%
Housing Units Built 1990 to 1999	1,313	19.91%
Housing Units Built 1980 to 1989	701	10.63%
Housing Units Built 1970 to 1979	595	9.03%
Housing Units Built 1960 to 1969	185	2.80%
Housing Units Built 1950 to 1959	268	4.06%
Housing Units Built 1940 to 1949	100	1.51%
Housing Unit Built 1939 or Earlier	308	4.67%
2024 Est. Median Year Structure Built		1999

† Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information.Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer. com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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