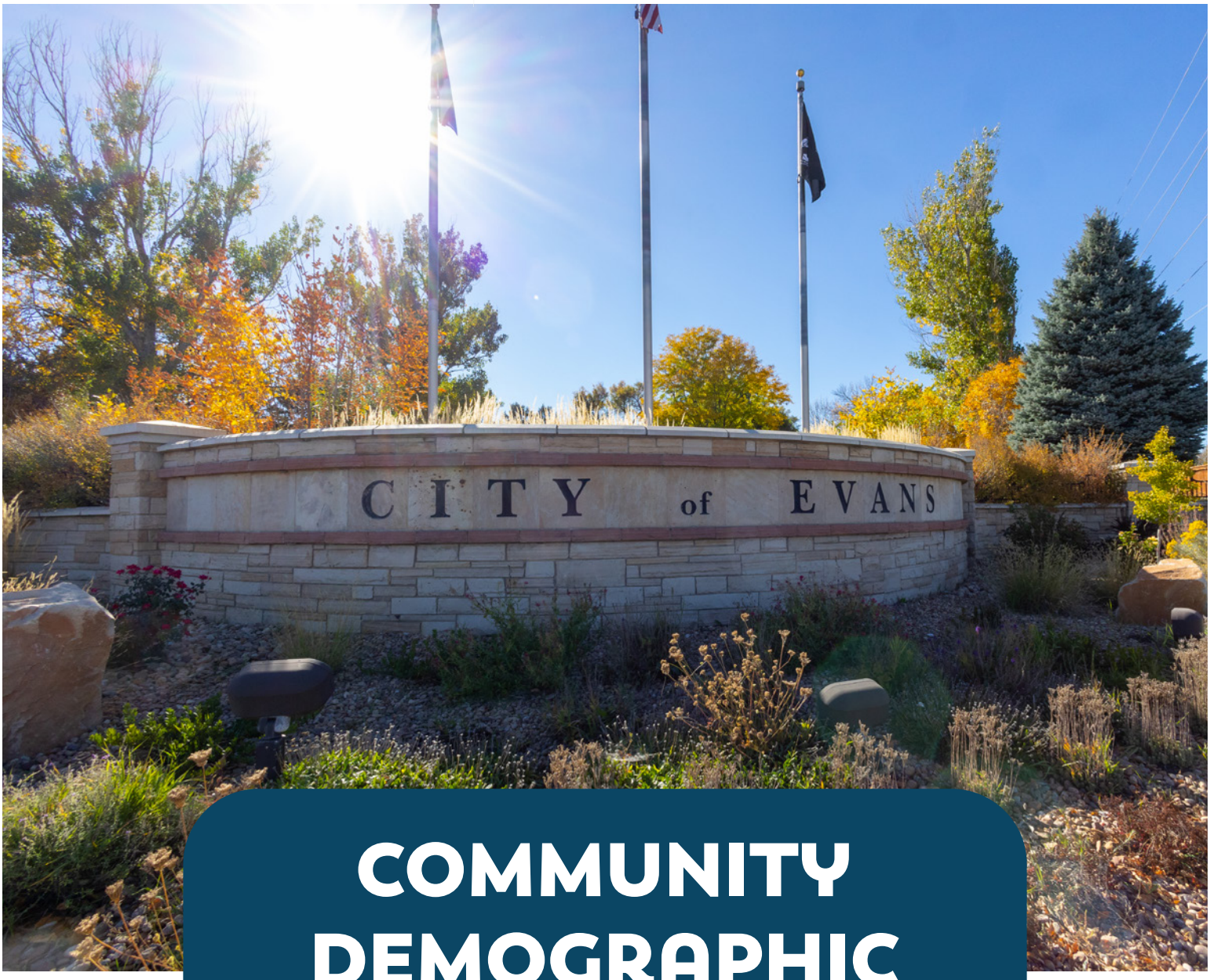
City of
Evans, Colorado



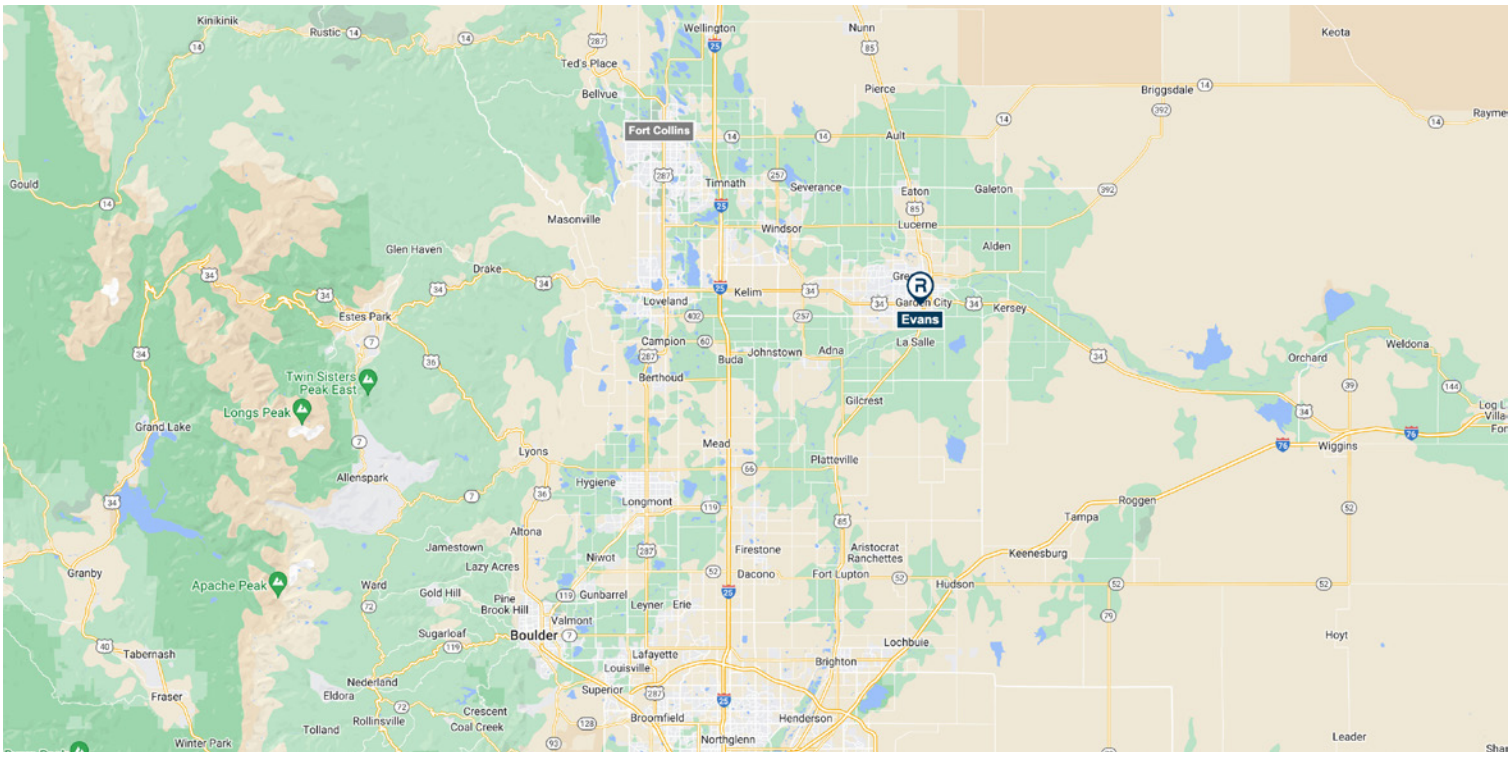
COMMUNITY DEMOGRAPHIC PROFILE

Prepared for City of Evans, Colorado
May 2024

TheRetailCoach®

Community • Demographic Snapshot

Evans, Colorado



Population

2020	22,165
2023	23,890
2028	25,598

Educational Attainment (%)

Graduate or Professional Degree	6.50%
Bachelors Degree	12.30%
Associate Degree	6.82%
Some College	21.62%
High School Graduate (or GED)	31.65%
Some High School, No Degree	12.27%
Less than 9th Grade	8.83%

Income

Average HH	$88,497
Median HH	$70,414
Per Capita	$30,854

Age

0 - 9 Years	16.43%
10 - 17 Years	12.80%
18 - 24 Years	9.73%
25 - 34 Years	16.24%
35 - 44 Years	16.71%
45 - 54 Years	11.53%
55 - 64 Years	8.15%
65 and Older	8.41%
Median Age	31.91
Average Age	33.10

Race Distribution (%)

White	54.16%
Black/African American	2.38%
American Indian/ Alaskan	1.89%
Asian	2.13%
Native Hawaiian/ Islander	0.26%
Other Race	20.55%
Two or More Races	18.65%
Hispanic	48.90%

City of Evans, Colorado

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Community • Demographic Profile

Evans, Colorado

DESCRIPTION	DATA	%
Population		
2028 Projection	25,598	
2023 Estimate	23,890	
2020 Census	22,165	
2010 Census	18,763	
Growth 2023 - 2028		7.15%
Growth 2020 - 2023		7.78%
Growth 2010 - 2020		18.13%
2023 Est. Population by Single-Classification Race	**23,890**	
White Alone	12,938	54.16%
Black or African American Alone	568	2.38%
Amer. Indian and Alaska Native Alone	451	1.89%
Asian Alone	508	2.13%
Native Hawaiian and Other Pacific Island Alone	61	0.26%
Some Other Race Alone	4,909	20.55%
Two or More Races	4,455	18.65%
2023 Est. Population by Hispanic or Latino Origin	**23,890**	
Not Hispanic or Latino	12,207	51.10%
Hispanic or Latino	11,683	48.90%
Mexican	9,334	79.89%
Puerto Rican	122	1.04%
Cuban	158	1.35%
All Other Hispanic or Latino	2,069	17.71%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**11,683**	
White Alone	2,954	25.28%
Black or African American Alone	58	0.50%
American Indian and Alaska Native Alone	353	3.02%
Asian Alone	7	0.06%
Native Hawaiian and Other Pacific Islander Alone	3	0.03%
Some Other Race Alone	4,832	41.36%
Two or More Races	3,476	29.75%
2023 Est. Pop by Race, Asian Alone, by Category	**508**	
Chinese, except Taiwanese	48	9.45%
Filipino	124	24.41%
Japanese	14	2.76%
Asian Indian	3	0.59%
Korean	7	1.38%
Vietnamese	15	2.95%
Cambodian	15	2.95%
Hmong	96	18.90%
Laotian	1	0.20%
Thai	28	5.51%
All Other Asian Races Including 2+ Category	157	30.91%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**23,890**	
Arab	6	0.03%
Czech	8	0.03%
Danish	49	0.21%
Dutch	127	0.53%
English	853	3.57%
French (except Basque)	244	1.02%
French Canadian	21	0.09%
German	3,319	13.89%
Greek	54	0.23%
Hungarian	13	0.05%
Irish	1,694	7.09%
Italian	760	3.18%
Lithuanian	0	0.00%
United States or American	700	2.93%
Norwegian	292	1.22%
Polish	170	0.71%
Portuguese	21	0.09%
Russian	113	0.47%
Scottish	103	0.43%
Scotch-Irish	415	1.74%
Slovak	0	0.00%
Subsaharan African	242	1.01%
Swedish	307	1.28%
Swiss	0	0.00%
Ukrainian	1	0.00%
Welsh	105	0.44%
West Indian (except Hisp. groups)	14	0.06%
Other ancestries	9,026	37.78%
Ancestry Unclassified	5,233	21.91%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	15,365	70.03%
Speak Asian/Pacific Island Language at Home	218	0.99%
Speak IndoEuropean Language at Home	368	1.68%
Speak Spanish at Home	5,828	26.56%
Speak Other Language at Home	162	0.74%

Community • Demographic Profile

Evans, Colorado

DESCRIPTION	DATA	%
2023 Est. Population by Age	**23,890**	
Age 0 - 4	1,949	8.16%
Age 5 - 9	1,976	8.27%
Age 10 - 14	1,919	8.03%
Age 15 - 17	1,138	4.76%
Age 18 - 20	1,014	4.24%
Age 21 - 24	1,311	5.49%
Age 25 - 34	3,880	16.24%
Age 35 - 44	3,993	16.71%
Age 45 - 54	2,754	11.53%
Age 55 - 64	1,947	8.15%
Age 65 - 74	1,288	5.39%
Age 75 - 84	544	2.28%
Age 85 and over	177	0.74%
Age 16 and over	17,676	73.99%
Age 18 and over	16,908	70.77%
Age 21 and over	15,894	66.53%
Age 65 and over	2,009	8.41%
2023 Est. Median Age		31.91
2023 Est. Average Age		33.10
2023 Est. Population by Sex	**23,890**	
Male	12,040	50.40%
Female	11,850	49.60%

2023 Est. Male Population by Age	**12,040**	
Age 0 - 4	986	8.19%
Age 5 - 9	972	8.07%
Age 10 - 14	996	8.27%
Age 15 - 17	570	4.73%
Age 18 - 20	508	4.22%
Age 21 - 24	632	5.25%
Age 25 - 34	1,985	16.49%
Age 35 - 44	2,093	17.38%
Age 45 - 54	1,434	11.91%
Age 55 - 64	962	7.99%
Age 65 - 74	600	4.98%
Age 75 - 84	237	1.97%
Age 85 and over	65	0.54%
2023 Est. Median Age, Male		31.98
2023 Est. Average Age, Male		32.80
2023 Est. Female Population by Age	**11,850**	
Age 0 - 4	963	8.13%
Age 5 - 9	1,004	8.47%
Age 10 - 14	923	7.79%
Age 15 - 17	568	4.79%
Age 18 - 20	506	4.27%
Age 21 - 24	679	5.73%
Age 25 - 34	1,895	15.99%
Age 35 - 44	1,900	16.03%
Age 45 - 54	1,320	11.14%
Age 55 - 64	985	8.31%
Age 65 - 74	688	5.81%
Age 75 - 84	307	2.59%
Age 85 and over	112	0.95%
2023 Est. Median Age, Female		31.83
2023 Est. Average Age, Female		33.40

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,247	40.16%
Males, Never Married	3,841	21.28%
Females, Never Married	3,406	18.87%
Married, Spouse present	7,141	39.57%
Married, Spouse absent	892	4.94%
Widowed	806	4.47%
Males Widowed	229	1.27%
Females Widowed	577	3.20%
Divorced	1,960	10.86%
Males Divorced	1,003	5.56%
Females Divorced	957	5.30%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,288	8.83%
Some High School, no diploma	1,789	12.27%
High School Graduate (or GED)	4,616	31.65%
Some College, no degree	3,153	21.62%
Associate Degree	995	6.82%
Bachelor's Degree	1,794	12.30%
Master's Degree	681	4.67%
Professional School Degree	207	1.42%
Doctorate Degree	60	0.41%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,570	41.40%
High School Graduate	1,872	30.16%
Some College or Associate's Degree	1,108	17.85%
Bachelor's Degree or Higher	658	10.60%
Households		
2028 Projection	8,939	
2023 Estimate	8,318	
2020 Census	7,732	
2010 Census	6,352	
Growth 2023 - 2028		7.47%
Growth 2020 - 2023		7.58%
Growth 2010 - 2020		21.73%
2023 Est. Households by Household Type	**8,318**	
Family Households	5,745	69.07%
Nonfamily Households	2,573	30.93%
2023 Est. Group Quarters Population	32	
2023 Households by Ethnicity, Hispanic/Latino	3,277	

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Community • Demographic Profile

Evans, Colorado

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**8,318**	
Income < $15,000	551	6.62%
Income $15,000 - $24,999	628	7.55%
Income $25,000 - $34,999	699	8.40%
Income $35,000 - $49,999	1,051	12.64%
Income $50,000 - $74,999	1,482	17.82%
Income $75,000 - $99,999	1,245	14.97%
Income $100,000 - $124,999	953	11.46%
Income $125,000 - $149,999	695	8.36%
Income $150,000 - $199,999	541	6.50%
Income $200,000 - $249,999	221	2.66%
Income $250,000 - $499,999	170	2.04%
Income $500,000+	82	0.99%
2023 Est. Average Household Income		$88,497
2023 Est. Median Household Income		$70,414
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$73,362
Black or African American Alone		$68,041
American Indian and Alaska Native Alone		$94,244
Asian Alone		$45,842
Native Hawaiian and Other Pacific Islander Alone		$48,433
Some Other Race Alone		$60,393
Two or More Races		$69,709
Hispanic or Latino		$64,583
Not Hispanic or Latino		$74,612
2023 Est. Family HH Type by Presence of Own Child.	**5,745**	
Married-Couple Family, own children	2,362	41.11%
Married-Couple Family, no own children	1,772	30.84%
Male Householder, own children	311	5.41%
Male Householder, no own children	213	3.71%
Female Householder, own children	695	12.10%
Female Householder, no own children	392	6.82%
2023 Est. Households by Household Size	**8,318**	
1-person	1,648	19.81%
2-person	2,354	28.30%
3-person	1,638	19.69%
4-person	1,511	18.16%
5-person	812	9.76%
6-person	155	1.86%
7-or-more-person	200	2.40%
2023 Est. Average Household Size		2.90
2023 Est. Households by Presence of People Under 18	**8,318**	
Households with 1 or More People under Age 18:	3,705	44.54%
Married-Couple Family	2,510	67.75%
Other Family, Male Householder	370	9.99%
Other Family, Female Householder	783	21.13%
Nonfamily, Male Householder	29	0.78%
Nonfamily, Female Householder	13	0.35%

DESCRIPTION	DATA	%
Households with No People under Age 18:	**4,613**	
Married-Couple Family	1,627	35.27%
Other Family, Male Householder	149	3.23%
Other Family, Female Householder	302	6.55%
Nonfamily, Male Householder	1,285	27.86%
Nonfamily, Female Householder	1,250	27.10%
2023 Est. Households by Number of Vehicles	**8,318**	
No Vehicles	266	3.20%
1 Vehicle	2,116	25.44%
2 Vehicles	3,252	39.10%
3 Vehicles	1,710	20.56%
4 Vehicles	613	7.37%
5 or more Vehicles	361	4.34%
2023 Est. Average Number of Vehicles		2.2
Family Households		
2028 Projection	6,154	
2023 Estimate	5,745	
2010 Census	4,437	
Growth 2023 - 2028		7.12%
Growth 2010 - 2023		29.48%
2023 Est. Families by Poverty Status	**5,745**	
2023 Families at or Above Poverty	5,133	89.35%
2023 Families at or Above Poverty with Children	2,908	50.62%
2023 Families Below Poverty	612	10.65%
2023 Families Below Poverty with Children	474	8.25%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	12,051	68.18%
Civilian Labor Force, Unemployed	588	3.33%
Armed Forces	0	0.00%
Not in Labor Force	5,037	28.50%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**11,941**	
For-Profit Private Workers	9,020	75.54%
Non-Profit Private Workers	817	6.84%
Local Government Workers	114	0.96%
State Government Workers	402	3.37%
Federal Government Workers	863	7.23%
Self-Employed Workers	706	5.91%
Unpaid Family Workers	19	0.16%

Community • Demographic Profile

Evans, Colorado

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	**11,941**	
Architect/Engineer	188	1.57%
Arts/Entertainment/Sports	77	0.65%
Building Grounds Maintenance	390	3.27%
Business/Financial Operations	576	4.82%
Community/Social Services	180	1.51%
Computer/Mathematical	191	1.60%
Construction/Extraction	1,375	11.52%
Education/Training/Library	496	4.15%
Farming/Fishing/Forestry	74	0.62%
Food Prep/Serving	805	6.74%
Health Practitioner/Technician	557	4.66%
Healthcare Support	547	4.58%
Maintenance Repair	454	3.80%
Legal	74	0.62%
Life/Physical/Social Science	61	0.51%
Management	806	6.75%
Office/Admin. Support	1,501	12.57%
Production	848	7.10%
Protective Services	152	1.27%
Sales/Related	1,018	8.53%
Personal Care/Service	203	1.70%
Transportation/Moving	1,368	11.46%
2023 Est. Pop 16+ by Occupation Classification	**11,941**	
White Collar	5,725	47.94%
Blue Collar	4,045	33.88%
Service and Farm	2,171	18.18%
2023 Est. Workers Age 16+ by Transp. to Work	**11,693**	
Drove Alone	9,262	79.21%
Car Pooled	1,433	12.26%
Public Transportation	163	1.39%
Walked	90	0.77%
Bicycle	36	0.31%
Other Means	106	0.91%
Worked at Home	603	5.16%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,299	
15 - 29 Minutes	3,702	
30 - 44 Minutes	1,736	
45 - 59 Minutes	1,186	
60 or more Minutes	1,159	
2023 Est. Avg Travel Time to Work in Minutes		29
2023 Est. Occupied Housing Units by Tenure	8,318	
Owner Occupied	5,126	61.63%
Renter Occupied	3,192	38.38%
2023 Owner Occ. HUs: Avg. Length of Residence		11.20†
2023 Renter Occ. HUs: Avg. Length of Residence		5.50†

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	**8,318**	
Value Less than $20,000	177	3.45%
Value $20,000 - $39,999	96	1.87%
Value $40,000 - $59,999	207	4.04%
Value $60,000 - $79,999	84	1.64%
Value $80,000 - $99,999	40	0.78%
Value $100,000 - $149,999	241	4.70%
Value $150,000 - $199,999	255	4.97%
Value $200,000 - $299,999	1,355	26.43%
Value $300,000 - $399,999	1,527	29.79%
Value $400,000 - $499,999	733	14.30%
Value $500,000 - $749,999	247	4.82%
Value $750,000 - $999,999	116	2.26%
Value $1,000,000 or $1,499,999	14	0.27%
Value $1,500,000 or $1,999,999	10	0.20%
Value $2,000,000+	24	0.47%
2023 Est. Median All Owner-Occupied Housing Value		$306,874
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	5,018	58.09%
1 Unit Attached	672	7.78%
2 Units	199	2.30%
3 or 4 Units	402	4.65%
5 to 19 Units	1,430	16.55%
20 to 49 Units	62	0.72%
50 or More Units	126	1.46%
Mobile Home or Trailer	709	8.21%
Boat, RV, Van, etc.	20	0.23%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	828	9.59%
Housing Units Built 2010 to 2014	206	2.38%
Housing Units Built 2000 to 2009	3,270	37.86%
Housing Units Built 1990 to 1999	1,175	13.60%
Housing Units Built 1980 to 1989	803	9.30%
Housing Units Built 1970 to 1979	1,302	15.07%
Housing Units Built 1960 to 1969	387	4.48%
Housing Units Built 1950 to 1959	317	3.67%
Housing Units Built 1940 to 1949	100	1.16%
Housing Unit Built 1939 or Earlier	250	2.89%
2023 Est. Median Year Structure Built		2000

† 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.

TheRetailCoach®

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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