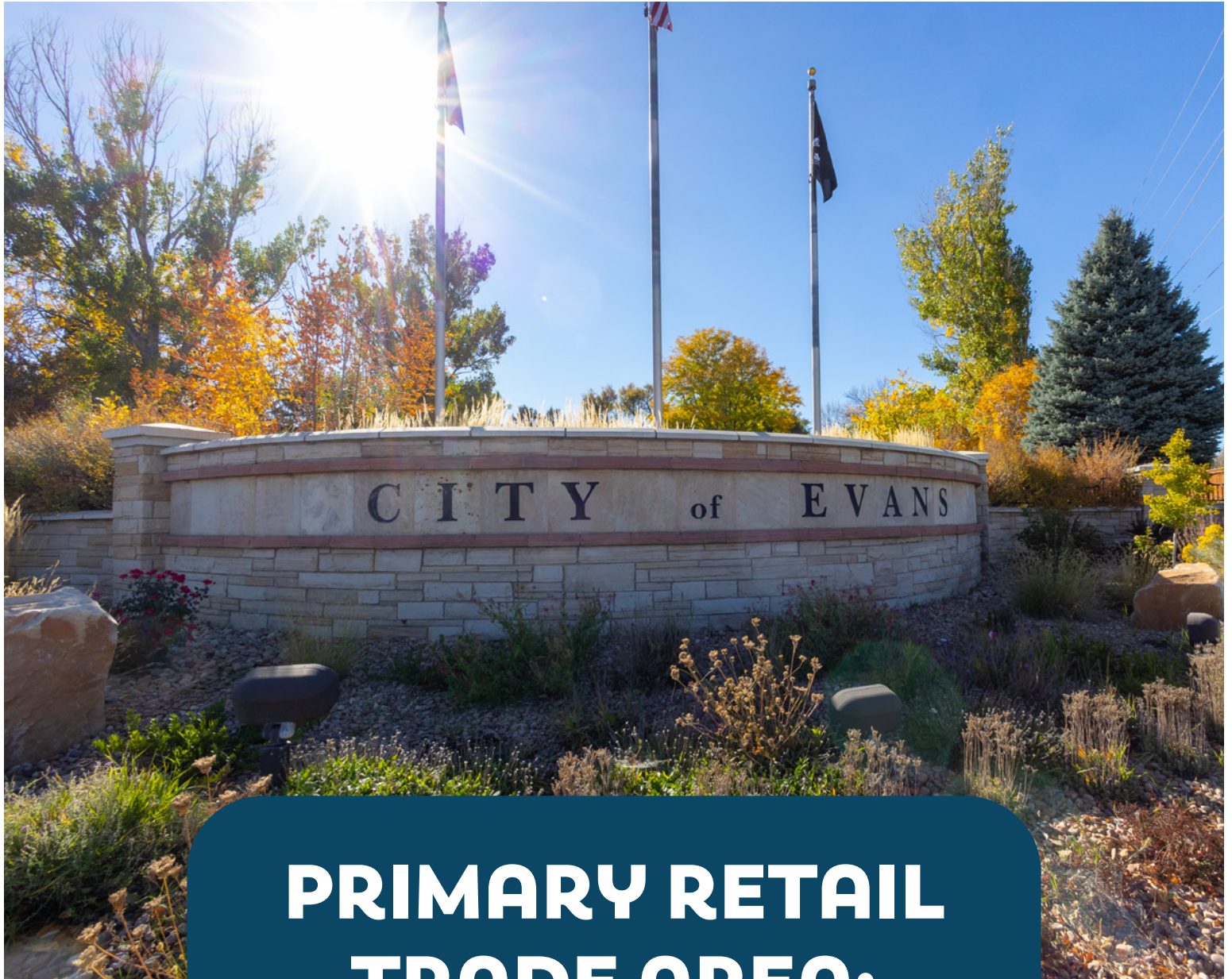




City of  
**Evans, Colorado**



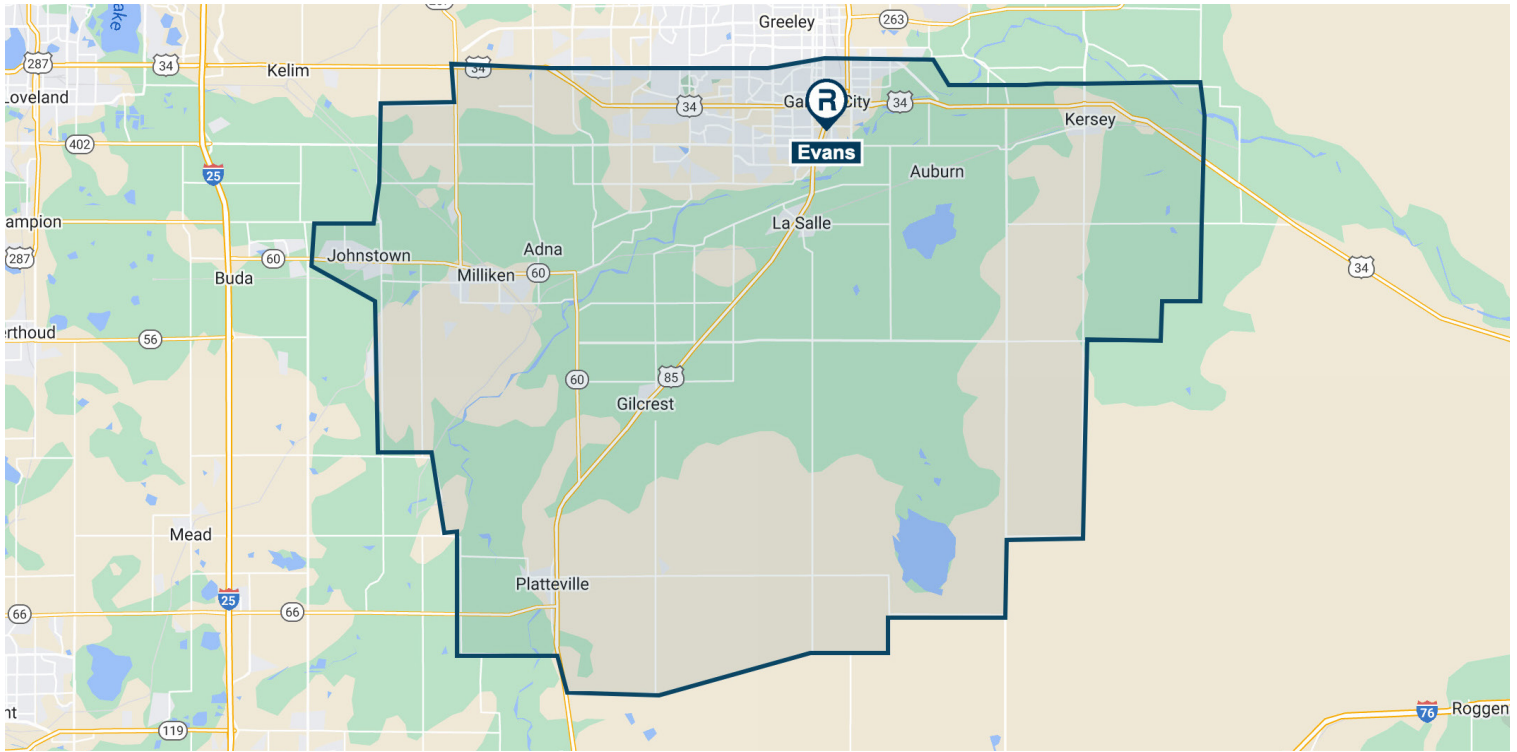
# **PRIMARY RETAIL TRADE AREA: DEMOGRAPHIC PROFILE**

Prepared for City of Evans, Colorado  
May 2024



# Primary Retail Trade Area • Demographic Snapshot

Evans, Colorado



## Population

2020	99,927
2023	104,881
2028	111,852

## Educational Attainment (%)

Graduate or Professional Degree	8.30%
Bachelors Degree	14.16%
Associate Degree	9.19%
Some College	22.96%
High School Graduate (or GED)	29.48%
Some High School, No Degree	7.18%
Less than 9th Grade	8.72%

## Income

Average HH	\$92,995
Median HH	\$74,717
Per Capita	\$32,871

## Age

0 - 9 Years	14.75%
10 - 17 Years	11.88%
18 - 24 Years	11.13%
25 - 34 Years	14.60%
35 - 44 Years	15.52%
45 - 54 Years	11.24%
55 - 64 Years	9.28%
65 and Older	11.59%
Median Age	33.42
Average Age	35.20

## Race Distribution (%)

White	61.43%
Black/African American	2.33%
American Indian/Alaskan	1.78%
Asian	1.40%
Native Hawaiian/Islander	0.13%
Other Race	16.00%
Two or More Races	16.92%
Hispanic	40.95%



### Brian Stone

City of Evans, Colorado  
Economic Development Director

1100 37th Street  
Evans, Colorado 80620-2036

Phone 970.415.0207  
BStone@EvansColorado.gov  
www.EvansColorado.gov

### Aaron Farmer

The Retail Coach, LLC  
President

Office 662.844.2155  
Cell 662.231.0608  
AFarmer@theretailcoach.net  
www.TheRetailCoach.net





# Primary Retail Trade Area • Demographic Profile

Evans, Colorado

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	111,852	
2023 Estimate	104,881	
2020 Census	99,927	
2010 Census	85,866	
Growth 2023 - 2028		6.65%
Growth 2020 - 2023		4.96%
Growth 2010 - 2020		16.38%
<b>2023 Est. Population by Single-Classification Race</b>	<b>104,881</b>	
White Alone	64,433	61.43%
Black or African American Alone	2,447	2.33%
Amer. Indian and Alaska Native Alone	1,864	1.78%
Asian Alone	1,471	1.40%
Native Hawaiian and Other Pacific Island Alone	135	0.13%
Some Other Race Alone	16,785	16.00%
Two or More Races	17,747	16.92%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>104,881</b>	
Not Hispanic or Latino	61,931	59.05%
Hispanic or Latino	42,949	40.95%
Mexican	35,920	83.63%
Puerto Rican	392	0.91%
Cuban	547	1.27%
All Other Hispanic or Latino	6,091	14.18%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>42,949</b>	
White Alone	11,605	27.02%
Black or African American Alone	162	0.38%
American Indian and Alaska Native Alone	1,371	3.19%
Asian Alone	56	0.13%
Native Hawaiian and Other Pacific Islander Alone	18	0.04%
Some Other Race Alone	16,422	38.24%
Two or More Races	13,314	31.00%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>1,471</b>	
Chinese, except Taiwanese	235	15.98%
Filipino	244	16.59%
Japanese	123	8.36%
Asian Indian	78	5.30%
Korean	105	7.14%
Vietnamese	148	10.06%
Cambodian	85	5.78%
Hmong	104	7.07%
Laotian	17	1.16%
Thai	118	8.02%
All Other Asian Races Including 2+ Category	214	14.55%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>104,881</b>	
Arab	182	0.17%
Czech	236	0.23%
Danish	398	0.38%
Dutch	815	0.78%
English	6,612	6.30%
French (except Basque)	1,259	1.20%
French Canadian	211	0.20%
German	15,689	14.96%
Greek	246	0.24%
Hungarian	53	0.05%
Irish	7,108	6.78%
Italian	2,634	2.51%
Lithuanian	9	0.01%
United States or American	3,384	3.23%
Norwegian	1,106	1.05%
Polish	1,534	1.46%
Portuguese	91	0.09%
Russian	1,065	1.01%
Scottish	1,613	1.54%
Scotch-Irish	1,079	1.03%
Slovak	30	0.03%
Subsaharan African	1,017	0.97%
Swedish	1,844	1.76%
Swiss	75	0.07%
Ukrainian	46	0.04%
Welsh	680	0.65%
West Indian (except Hisp. groups)	87	0.08%
Other ancestries	37,120	35.39%
Ancestry Unclassified	18,655	17.79%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	72,216	74.35%
Speak Asian/Pacific Island Language at Home	922	0.95%
Speak IndoEuropean Language at Home	971	1.00%
Speak Spanish at Home	22,009	22.66%
Speak Other Language at Home	1,008	1.04%

# Primary Retail Trade Area • Demographic Profile

Evans, Colorado

DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>104,881</b>	
Age 0 - 4	7,755	7.39%
Age 5 - 9	7,719	7.36%
Age 10 - 14	7,700	7.34%
Age 15 - 17	4,761	4.54%
Age 18 - 20	5,703	5.44%
Age 21 - 24	5,969	5.69%
Age 25 - 34	15,313	14.60%
Age 35 - 44	16,279	15.52%
Age 45 - 54	11,793	11.24%
Age 55 - 64	9,737	9.28%
Age 65 - 74	7,344	7.00%
Age 75 - 84	3,533	3.37%
Age 85 and over	1,274	1.21%
Age 16 and over	80,154	76.42%
Age 18 and over	76,945	73.36%
Age 21 and over	71,242	67.93%
Age 65 and over	12,151	11.59%
2023 Est. Median Age		33.42
2023 Est. Average Age		35.20
<b>2023 Est. Population by Sex</b>	<b>104,881</b>	
Male	52,647	50.20%
Female	52,234	49.80%

<b>2023 Est. Male Population by Age</b>	<b>52,647</b>	
Age 0 - 4	3,950	7.50%
Age 5 - 9	3,887	7.38%
Age 10 - 14	3,961	7.52%
Age 15 - 17	2,401	4.56%
Age 18 - 20	2,689	5.11%
Age 21 - 24	2,956	5.62%
Age 25 - 34	7,904	15.01%
Age 35 - 44	8,504	16.15%
Age 45 - 54	6,083	11.55%
Age 55 - 64	4,826	9.17%
Age 65 - 74	3,471	6.59%
Age 75 - 84	1,551	2.95%
Age 85 and over	464	0.88%
2023 Est. Median Age, Male		33.26
2023 Est. Average Age, Male		34.60
<b>2023 Est. Female Population by Age</b>	<b>52,234</b>	
Age 0 - 4	3,805	7.28%
Age 5 - 9	3,833	7.34%
Age 10 - 14	3,739	7.16%
Age 15 - 17	2,360	4.52%
Age 18 - 20	3,014	5.77%
Age 21 - 24	3,012	5.77%
Age 25 - 34	7,410	14.19%
Age 35 - 44	7,774	14.88%
Age 45 - 54	5,710	10.93%
Age 55 - 64	4,911	9.40%
Age 65 - 74	3,874	7.42%
Age 75 - 84	1,981	3.79%
Age 85 and over	810	1.55%
2023 Est. Median Age, Female		33.59
2023 Est. Average Age, Female		35.70

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	27,448	33.59%
Males, Never Married	14,887	18.22%
Females, Never Married	12,561	15.37%
Married, Spouse present	37,892	46.38%
Married, Spouse absent	3,125	3.83%
Widowed	3,953	4.84%
Males Widowed	1,071	1.31%
Females Widowed	2,883	3.53%
Divorced	9,288	11.37%
Males Divorced	4,139	5.07%
Females Divorced	5,149	6.30%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	5,691	8.72%
Some High School, no diploma	4,687	7.18%
High School Graduate (or GED)	19,241	29.48%
Some College, no degree	14,990	22.96%
Associate Degree	6,001	9.19%
Bachelor's Degree	9,246	14.16%
Master's Degree	4,241	6.50%
Professional School Degree	778	1.19%
Doctorate Degree	399	0.61%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	8,469	36.97%
High School Graduate	7,022	30.65%
Some College or Associate's Degree	5,070	22.13%
Bachelor's Degree or Higher	2,348	10.25%
<b>Households</b>		
2028 Projection	38,673	
2023 Estimate	36,150	
2020 Census	34,391	
2010 Census	29,992	
Growth 2023 - 2028		6.98%
Growth 2020 - 2023		5.12%
Growth 2010 - 2020		14.67%
<b>2023 Est. Households by Household Type</b>	<b>36,150</b>	
Family Households	25,330	70.07%
Nonfamily Households	10,821	29.93%
2023 Est. Group Quarters Population	2,608	
2023 Households by Ethnicity, Hispanic/Latino	11,512	

# Primary Retail Trade Area • Demographic Profile

Evans, Colorado

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>36,150</b>	
Income < \$15,000	2,561	7.08%
Income \$15,000 - \$24,999	2,274	6.29%
Income \$25,000 - \$34,999	2,831	7.83%
Income \$35,000 - \$49,999	4,378	12.11%
Income \$50,000 - \$74,999	6,096	16.86%
Income \$75,000 - \$99,999	5,246	14.51%
Income \$100,000 - \$124,999	4,246	11.75%
Income \$125,000 - \$149,999	3,141	8.69%
Income \$150,000 - \$199,999	2,869	7.94%
Income \$200,000 - \$249,999	1,301	3.60%
Income \$250,000 - \$499,999	906	2.51%
Income \$500,000+	304	0.84%
2023 Est. Average Household Income		\$92,995
2023 Est. Median Household Income		\$74,717
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$78,235
Black or African American Alone		\$39,365
American Indian and Alaska Native Alone		\$95,494
Asian Alone		\$52,125
Native Hawaiian and Other Pacific Islander Alone		\$50,567
Some Other Race Alone		\$64,373
Two or More Races		\$72,666
Hispanic or Latino		\$67,265
Not Hispanic or Latino		\$79,122
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>25,330</b>	
Married-Couple Family, own children	9,569	37.78%
Married-Couple Family, no own children	9,585	37.84%
Male Householder, own children	1,237	4.88%
Male Householder, no own children	852	3.36%
Female Householder, own children	2,643	10.43%
Female Householder, no own children	1,444	5.70%
<b>2023 Est. Households by Household Size</b>	<b>36,150</b>	
1-person	8,200	22.68%
2-person	11,840	32.75%
3-person	5,984	16.55%
4-person	5,427	15.01%
5-person	3,064	8.48%
6-person	999	2.76%
7-or-more-person	636	1.76%
2023 Est. Average Household Size		2.80
<b>2023 Est. Households by Presence of People Under 18</b>	<b>36,150</b>	
Households with 1 or More People under Age 18:	14,750	40.80%
Married-Couple Family	10,157	68.86%
Other Family, Male Householder	1,437	9.74%
Other Family, Female Householder	3,027	20.52%
Nonfamily, Male Householder	94	0.64%
Nonfamily, Female Householder	36	0.24%

DESCRIPTION	DATA	%
<b>Households with No People under Age 18:</b>	<b>21,400</b>	
Married-Couple Family	8,991	42.01%
Other Family, Male Householder	650	3.04%
Other Family, Female Householder	1,068	4.99%
Nonfamily, Male Householder	5,246	24.51%
Nonfamily, Female Householder	5,446	25.45%
<b>2023 Est. Households by Number of Vehicles</b>	<b>36,150</b>	
No Vehicles	1,267	3.50%
1 Vehicle	8,509	23.54%
2 Vehicles	13,807	38.19%
3 Vehicles	8,016	22.17%
4 Vehicles	2,913	8.06%
5 or more Vehicles	1,637	4.53%
2023 Est. Average Number of Vehicles		2.3
<b>Family Households</b>		
2028 Projection	27,116	
2023 Estimate	25,330	
2010 Census	20,627	
Growth 2023 - 2028		7.05%
Growth 2010 - 2023		22.80%
<b>2023 Est. Families by Poverty Status</b>	<b>25,330</b>	
2023 Families at or Above Poverty	23,327	92.09%
2023 Families at or Above Poverty with Children	11,716	46.25%
2023 Families Below Poverty	2,002	7.90%
2023 Families Below Poverty with Children	1,552	6.13%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	52,381	65.35%
Civilian Labor Force, Unemployed	2,495	3.11%
Armed Forces	31	0.04%
Not in Labor Force	25,247	31.50%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>51,751</b>	
For-Profit Private Workers	36,687	70.89%
Non-Profit Private Workers	3,698	7.15%
Local Government Workers	564	1.09%
State Government Workers	1,760	3.40%
Federal Government Workers	3,873	7.48%
Self-Employed Workers	4,915	9.50%
Unpaid Family Workers	254	0.49%

# Primary Retail Trade Area • Demographic Profile

Evans, Colorado

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>51,751</b>	
Architect/Engineer	842	1.63%
Arts/Entertainment/Sports	436	0.84%
Building Grounds Maintenance	1,797	3.47%
Business/Financial Operations	2,157	4.17%
Community/Social Services	934	1.80%
Computer/Mathematical	1,036	2.00%
Construction/Extraction	5,244	10.13%
Education/Training/Library	2,520	4.87%
Farming/Fishing/Forestry	431	0.83%
Food Prep/Serving	2,758	5.33%
Health Practitioner/Technician	2,267	4.38%
Healthcare Support	1,928	3.73%
Maintenance Repair	1,902	3.67%
Legal	303	0.59%
Life/Physical/Social Science	239	0.46%
Management	4,444	8.59%
Office/Admin. Support	6,339	12.25%
Production	4,067	7.86%
Protective Services	533	1.03%
Sales/Related	4,610	8.91%
Personal Care/Service	1,527	2.95%
Transportation/Moving	5,441	10.51%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>51,751</b>	
White Collar	26,125	50.48%
Blue Collar	16,653	32.18%
Service and Farm	8,973	17.34%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>50,979</b>	
Drove Alone	40,283	79.02%
Car Pooled	5,919	11.61%
Public Transportation	354	0.69%
Walked	1,286	2.52%
Bicycle	172	0.34%
Other Means	520	1.02%
Worked at Home	2,445	4.80%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	13,421	
15 - 29 Minutes	16,426	
30 - 44 Minutes	9,081	
45 - 59 Minutes	4,403	
60 or more Minutes	5,289	
2023 Est. Avg Travel Time to Work in Minutes		30
<b>2023 Est. Occupied Housing Units by Tenure</b>	<b>36,150</b>	
Owner Occupied	23,909	66.14%
Renter Occupied	12,241	33.86%
2023 Owner Occ. HUs: Avg. Length of Residence		12.10 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		6.10 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>36,150</b>	
Value Less than \$20,000	519	2.17%
Value \$20,000 - \$39,999	338	1.41%
Value \$40,000 - \$59,999	408	1.71%
Value \$60,000 - \$79,999	201	0.84%
Value \$80,000 - \$99,999	112	0.47%
Value \$100,000 - \$149,999	630	2.63%
Value \$150,000 - \$199,999	853	3.57%
Value \$200,000 - \$299,999	4,134	17.29%
Value \$300,000 - \$399,999	6,436	26.92%
Value \$400,000 - \$499,999	5,109	21.37%
Value \$500,000 - \$749,999	3,478	14.55%
Value \$750,000 - \$999,999	1,122	4.69%
Value \$1,000,000 or \$1,499,999	347	1.45%
Value \$1,500,000 or \$1,999,999	42	0.18%
Value \$2,000,000+	180	0.75%
2023 Est. Median All Owner-Occupied Housing Value		\$373,794
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	23,797	62.91%
1 Unit Attached	2,377	6.28%
2 Units	1,061	2.81%
3 or 4 Units	1,492	3.94%
5 to 19 Units	4,653	12.30%
20 to 49 Units	1,033	2.73%
50 or More Units	728	1.92%
Mobile Home or Trailer	2,633	6.96%
Boat, RV, Van, etc.	55	0.15%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	3,988	10.54%
Housing Units Built 2010 to 2014	798	2.11%
Housing Units Built 2000 to 2009	10,042	26.55%
Housing Units Built 1990 to 1999	6,304	16.66%
Housing Units Built 1980 to 1989	2,929	7.74%
Housing Units Built 1970 to 1979	6,550	17.32%
Housing Units Built 1960 to 1969	2,441	6.45%
Housing Units Built 1950 to 1959	1,936	5.12%
Housing Units Built 1940 to 1949	613	1.62%
Housing Unit Built 1939 or Earlier	2,227	5.89%
2023 Est. Median Year Structure Built		1994

<sup>†</sup> 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.



The**Retail**Coach®

## 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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