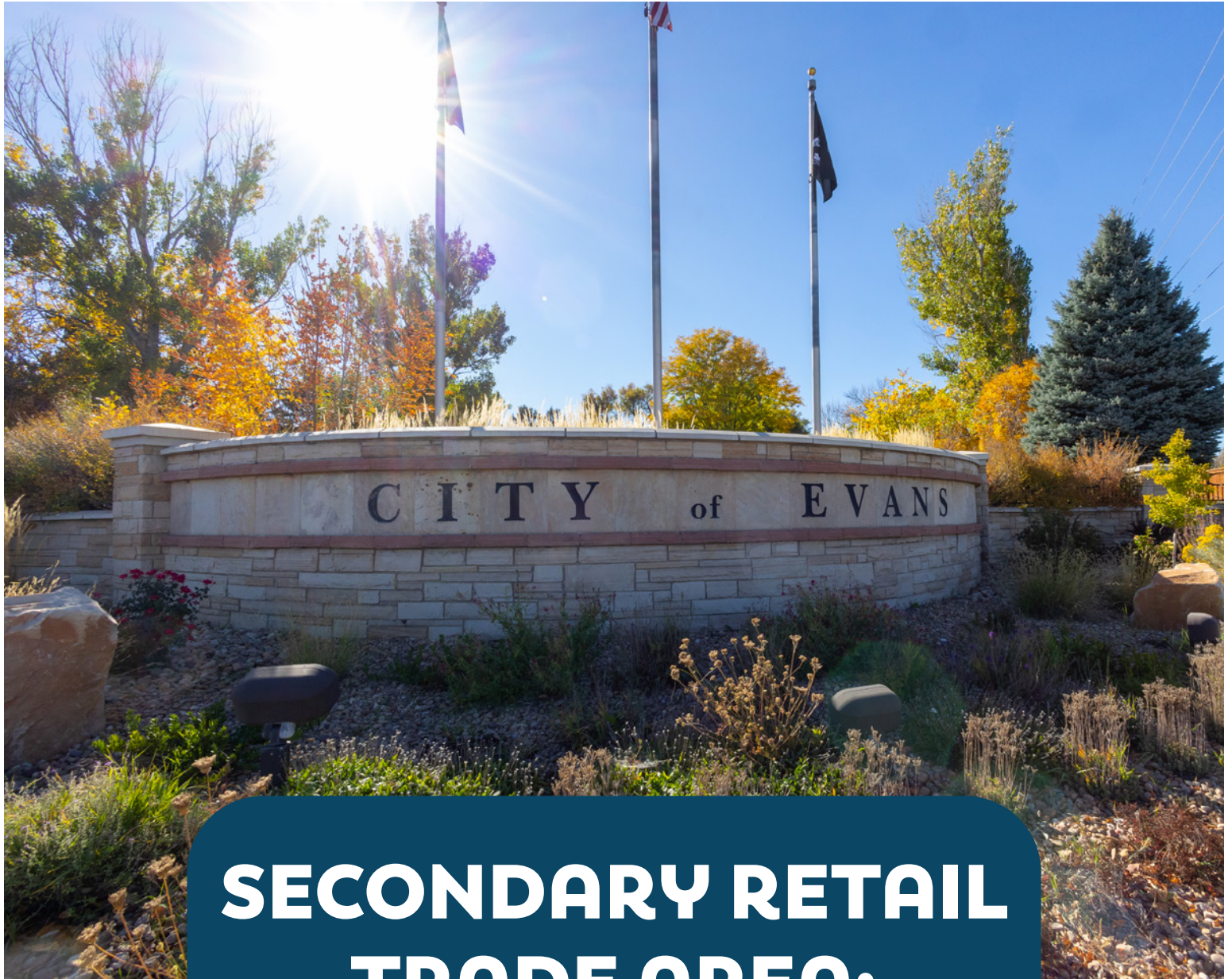




City of
Evans, Colorado



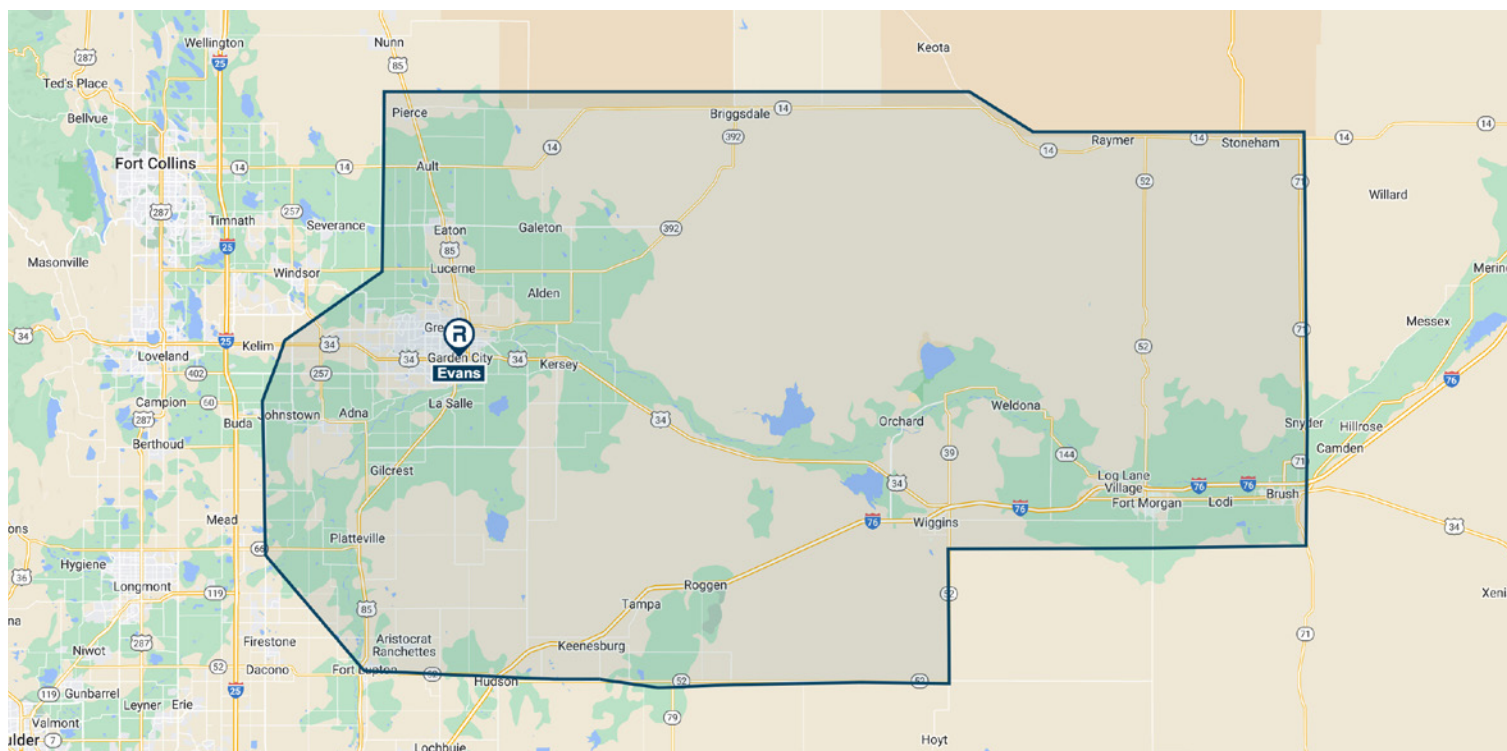
SECONDARY RETAIL TRADE AREA: DEMOGRAPHIC PROFILE

Prepared for City of Evans, Colorado
May 2024



Secondary Retail Trade Area • Demographic Snapshot

Evans, Colorado



Population

2020	222,898	0 - 9 Years	14.02%
2023	232,184	10 - 17 Years	11.51%
2028	245,631	18 - 24 Years	10.10%

Educational Attainment (%)

Graduate or Professional Degree	8.62%	25 - 34 Years	14.36%
Bachelors Degree	14.74%	35 - 44 Years	14.78%
Associate Degree	9.09%	45 - 54 Years	11.22%
Some College	22.04%	55 - 64 Years	10.25%
High School Graduate (or GED)	28.69%	65 and Older	13.77%
Some High School, No Degree	7.98%	Median Age	35.01
Less than 9th Grade	8.83%	Average Age	36.70

Income

Average HH	\$91,182	Race Distribution (%)	
Median HH	\$72,885	White	62.56%
Per Capita	\$32,677	Black/African American	2.28%
		American Indian/Alaskan	1.68%
		Asian	1.29%
		Native Hawaiian/Islander	0.11%
		Other Race	15.32%
		Two or More Races	16.76%
		Hispanic	39.17%



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Secondary Retail Trade Area • Demographic Profile

Evans, Colorado

DESCRIPTION	DATA	%
Population		
2028 Projection	245,631	
2023 Estimate	232,184	
2020 Census	222,898	
2010 Census	194,984	
Growth 2023 - 2028		5.79%
Growth 2020 - 2023		4.17%
Growth 2010 - 2020		14.32%
2023 Est. Population by Single-Classification Race	232,184	
White Alone	145,247	62.56%
Black or African American Alone	5,296	2.28%
Amer. Indian and Alaska Native Alone	3,896	1.68%
Asian Alone	2,999	1.29%
Native Hawaiian and Other Pacific Island Alone	254	0.11%
Some Other Race Alone	35,579	15.32%
Two or More Races	38,914	16.76%
2023 Est. Population by Hispanic or Latino Origin	232,184	
Not Hispanic or Latino	141,225	60.83%
Hispanic or Latino	90,959	39.17%
Mexican	75,044	82.50%
Puerto Rican	925	1.02%
Cuban	675	0.74%
All Other Hispanic or Latino	14,314	15.74%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	90,959	
White Alone	23,501	25.84%
Black or African American Alone	318	0.35%
American Indian and Alaska Native Alone	2,827	3.11%
Asian Alone	119	0.13%
Native Hawaiian and Other Pacific Islander Alone	34	0.04%
Some Other Race Alone	34,804	38.26%
Two or More Races	29,356	32.27%
2023 Est. Pop by Race, Asian Alone, by Category	2,999	
Chinese, except Taiwanese	369	12.30%
Filipino	378	12.60%
Japanese	317	10.57%
Asian Indian	188	6.27%
Korean	257	8.57%
Vietnamese	333	11.10%
Cambodian	145	4.83%
Hmong	147	4.90%
Laotian	29	0.97%
Thai	154	5.13%
All Other Asian Races Including 2+ Category	681	22.71%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	232,184	
Arab	448	0.19%
Czech	538	0.23%
Danish	1,024	0.44%
Dutch	2,108	0.91%
English	14,951	6.44%
French (except Basque)	2,987	1.29%
French Canadian	413	0.18%
German	36,992	15.93%
Greek	415	0.18%
Hungarian	197	0.09%
Irish	16,634	7.16%
Italian	5,268	2.27%
Lithuanian	67	0.03%
United States or American	8,382	3.61%
Norwegian	2,495	1.07%
Polish	2,942	1.27%
Portuguese	200	0.09%
Russian	2,036	0.88%
Scottish	3,462	1.49%
Scotch-Irish	2,081	0.90%
Slovak	82	0.04%
Subsaharan African	1,772	0.76%
Swedish	4,303	1.85%
Swiss	211	0.09%
Ukrainian	76	0.03%
Welsh	1,300	0.56%
West Indian (except Hisp. groups)	148	0.06%
Other ancestries	81,088	34.92%
Ancestry Unclassified	39,562	17.04%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	163,024	75.50%
Speak Asian/Pacific Island Language at Home	1,836	0.85%
Speak IndoEuropean Language at Home	1,821	0.84%
Speak Spanish at Home	46,801	21.67%
Speak Other Language at Home	2,457	1.14%

Secondary Retail Trade Area • Demographic Profile

Evans, Colorado

DESCRIPTION	DATA	%
2023 Est. Population by Age	232,184	
Age 0 - 4	16,245	7.00%
Age 5 - 9	16,308	7.02%
Age 10 - 14	16,559	7.13%
Age 15 - 17	10,171	4.38%
Age 18 - 20	10,966	4.72%
Age 21 - 24	12,485	5.38%
Age 25 - 34	33,336	14.36%
Age 35 - 44	34,310	14.78%
Age 45 - 54	26,041	11.22%
Age 55 - 64	23,798	10.25%
Age 65 - 74	18,936	8.16%
Age 75 - 84	9,454	4.07%
Age 85 and over	3,573	1.54%
Age 16 and over	179,743	77.41%
Age 18 and over	172,901	74.47%
Age 21 and over	161,935	69.74%
Age 65 and over	31,963	13.77%
2023 Est. Median Age		35.01
2023 Est. Average Age		36.70
2023 Est. Population by Sex	232,184	
Male	117,288	50.52%
Female	114,896	49.49%

2023 Est. Male Population by Age	117,288	
Age 0 - 4	8,246	7.03%
Age 5 - 9	8,238	7.02%
Age 10 - 14	8,525	7.27%
Age 15 - 17	5,209	4.44%
Age 18 - 20	5,428	4.63%
Age 21 - 24	6,361	5.42%
Age 25 - 34	17,393	14.83%
Age 35 - 44	17,965	15.32%
Age 45 - 54	13,523	11.53%
Age 55 - 64	11,815	10.07%
Age 65 - 74	9,042	7.71%
Age 75 - 84	4,225	3.60%
Age 85 and over	1,318	1.12%
2023 Est. Median Age, Male		34.58
2023 Est. Average Age, Male		36.10
2023 Est. Female Population by Age	114,896	
Age 0 - 4	7,999	6.96%
Age 5 - 9	8,070	7.02%
Age 10 - 14	8,034	6.99%
Age 15 - 17	4,962	4.32%
Age 18 - 20	5,538	4.82%
Age 21 - 24	6,124	5.33%
Age 25 - 34	15,943	13.88%
Age 35 - 44	16,345	14.23%
Age 45 - 54	12,518	10.90%
Age 55 - 64	11,983	10.43%
Age 65 - 74	9,894	8.61%
Age 75 - 84	5,229	4.55%
Age 85 and over	2,255	1.96%
2023 Est. Median Age, Female		35.47
2023 Est. Average Age, Female		37.30

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	56,988	31.13%
Males, Never Married	31,565	17.24%
Females, Never Married	25,423	13.89%
Married, Spouse present	87,914	48.02%
Married, Spouse absent	7,846	4.29%
Widowed	9,789	5.35%
Males Widowed	2,443	1.33%
Females Widowed	7,346	4.01%
Divorced	20,535	11.22%
Males Divorced	9,249	5.05%
Females Divorced	11,287	6.16%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	13,203	8.83%
Some High School, no diploma	11,927	7.98%
High School Graduate (or GED)	42,876	28.69%
Some College, no degree	32,939	22.04%
Associate Degree	13,589	9.09%
Bachelor's Degree	22,031	14.74%
Master's Degree	9,890	6.62%
Professional School Degree	1,806	1.21%
Doctorate Degree	1,189	0.80%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	19,045	38.78%
High School Graduate	13,955	28.42%
Some College or Associate's Degree	11,142	22.69%
Bachelor's Degree or Higher	4,964	10.11%
Households		
2028 Projection	86,154	
2023 Estimate	81,368	
2020 Census	78,153	
2010 Census	69,376	
Growth 2023 - 2028		5.88%
Growth 2020 - 2023		4.11%
Growth 2010 - 2020		12.65%
2023 Est. Households by Household Type	81,368	
Family Households	56,617	69.58%
Nonfamily Households	24,752	30.42%
2023 Est. Group Quarters Population	5,135	
2023 Households by Ethnicity, Hispanic/Latino	24,195	

Secondary Retail Trade Area • Demographic Profile

Evans, Colorado

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	81,368	
Income < \$15,000	6,318	7.76%
Income \$15,000 - \$24,999	5,968	7.33%
Income \$25,000 - \$34,999	6,182	7.60%
Income \$35,000 - \$49,999	9,681	11.90%
Income \$50,000 - \$74,999	13,605	16.72%
Income \$75,000 - \$99,999	11,859	14.58%
Income \$100,000 - \$124,999	9,028	11.10%
Income \$125,000 - \$149,999	6,739	8.28%
Income \$150,000 - \$199,999	6,480	7.96%
Income \$200,000 - \$249,999	2,927	3.60%
Income \$250,000 - \$499,999	1,945	2.39%
Income \$500,000+	637	0.78%
2023 Est. Average Household Income		\$91,182
2023 Est. Median Household Income		\$72,885
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$74,870
Black or African American Alone		\$49,931
American Indian and Alaska Native Alone		\$87,106
Asian Alone		\$62,457
Native Hawaiian and Other Pacific Islander Alone		\$52,229
Some Other Race Alone		\$66,421
Two or More Races		\$73,412
Hispanic or Latino		\$64,565
Not Hispanic or Latino		\$77,140
2023 Est. Family HH Type by Presence of Own Child.	56,617	
Married-Couple Family, own children	19,978	35.29%
Married-Couple Family, no own children	23,337	41.22%
Male Householder, own children	2,592	4.58%
Male Householder, no own children	1,965	3.47%
Female Householder, own children	5,447	9.62%
Female Householder, no own children	3,296	5.82%
2023 Est. Households by Household Size	81,368	
1-person	19,344	23.77%
2-person	26,658	32.76%
3-person	13,028	16.01%
4-person	12,048	14.81%
5-person	6,434	7.91%
6-person	2,374	2.92%
7-or-more-person	1,482	1.82%
2023 Est. Average Household Size		2.80
2023 Est. Households by Presence of People Under 18	81,368	
Households with 1 or More People under Age 18:	31,040	38.15%
Married-Couple Family	21,408	68.97%
Other Family, Male Householder	3,027	9.75%
Other Family, Female Householder	6,321	20.36%
Nonfamily, Male Householder	209	0.67%
Nonfamily, Female Householder	75	0.24%

DESCRIPTION	DATA	%
Households with No People under Age 18:	50,328	
Married-Couple Family	21,903	43.52%
Other Family, Male Householder	1,527	3.03%
Other Family, Female Householder	2,430	4.83%
Nonfamily, Male Householder	11,992	23.83%
Nonfamily, Female Householder	12,476	24.79%
2023 Est. Households by Number of Vehicles	81,368	
No Vehicles	3,555	4.37%
1 Vehicle	19,847	24.39%
2 Vehicles	30,226	37.15%
3 Vehicles	16,707	20.53%
4 Vehicles	6,892	8.47%
5 or more Vehicles	4,142	5.09%
2023 Est. Average Number of Vehicles		2.3
Family Households		
2028 Projection	59,957	
2023 Estimate	56,617	
2010 Census	47,690	
Growth 2023 - 2028		5.90%
Growth 2010 - 2023		18.72%
2023 Est. Families by Poverty Status	56,617	
2023 Families at or Above Poverty	52,178	92.16%
2023 Families at or Above Poverty with Children	25,984	45.89%
2023 Families Below Poverty	4,438	7.84%
2023 Families Below Poverty with Children	3,373	5.96%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	113,920	63.38%
Civilian Labor Force, Unemployed	5,058	2.81%
Armed Forces	154	0.09%
Not in Labor Force	60,612	33.72%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	112,259	
For-Profit Private Workers	77,826	69.33%
Non-Profit Private Workers	7,917	7.05%
Local Government Workers	1,367	1.22%
State Government Workers	4,006	3.57%
Federal Government Workers	9,167	8.17%
Self-Employed Workers	11,610	10.34%
Unpaid Family Workers	366	0.33%

Secondary Retail Trade Area • Demographic Profile

Evans, Colorado

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	112,259	
Architect/Engineer	1,737	1.55%
Arts/Entertainment/Sports	1,347	1.20%
Building Grounds Maintenance	4,381	3.90%
Business/Financial Operations	4,151	3.70%
Community/Social Services	2,040	1.82%
Computer/Mathematical	2,006	1.79%
Construction/Extraction	11,083	9.87%
Education/Training/Library	6,142	5.47%
Farming/Fishing/Forestry	1,831	1.63%
Food Prep/Serving	5,859	5.22%
Health Practitioner/Technician	5,224	4.65%
Healthcare Support	3,733	3.33%
Maintenance Repair	4,075	3.63%
Legal	543	0.48%
Life/Physical/Social Science	523	0.47%
Management	10,111	9.01%
Office/Admin. Support	12,477	11.12%
Production	9,145	8.15%
Protective Services	1,081	0.96%
Sales/Related	9,744	8.68%
Personal Care/Service	3,164	2.82%
Transportation/Moving	11,862	10.57%
2023 Est. Pop 16+ by Occupation Classification	112,259	
White Collar	56,045	49.92%
Blue Collar	36,164	32.22%
Service and Farm	20,050	17.86%
2023 Est. Workers Age 16+ by Transp. to Work	110,334	
Drove Alone	85,926	77.88%
Car Pooled	13,344	12.09%
Public Transportation	591	0.54%
Walked	2,895	2.62%
Bicycle	313	0.28%
Other Means	1,020	0.93%
Worked at Home	6,244	5.66%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	34,177	
15 - 29 Minutes	33,316	
30 - 44 Minutes	17,689	
45 - 59 Minutes	8,394	
60 or more Minutes	10,575	
2023 Est. Avg Travel Time to Work in Minutes		28
2023 Est. Occupied Housing Units by Tenure	81,368	
Owner Occupied	53,839	66.17%
Renter Occupied	27,529	33.83%
2023 Owner Occ. HUs: Avg. Length of Residence		13.30 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.30 [†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	81,368	
Value Less than \$20,000	1,200	2.23%
Value \$20,000 - \$39,999	926	1.72%
Value \$40,000 - \$59,999	860	1.60%
Value \$60,000 - \$79,999	443	0.82%
Value \$80,000 - \$99,999	362	0.67%
Value \$100,000 - \$149,999	1,560	2.90%
Value \$150,000 - \$199,999	2,077	3.86%
Value \$200,000 - \$299,999	9,045	16.80%
Value \$300,000 - \$399,999	12,927	24.01%
Value \$400,000 - \$499,999	10,678	19.83%
Value \$500,000 - \$749,999	9,213	17.11%
Value \$750,000 - \$999,999	3,101	5.76%
Value \$1,000,000 or \$1,499,999	992	1.84%
Value \$1,500,000 or \$1,999,999	108	0.20%
Value \$2,000,000+	345	0.64%
2023 Est. Median All Owner-Occupied Housing Value		\$380,581
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	57,311	66.44%
1 Unit Attached	4,242	4.92%
2 Units	2,659	3.08%
3 or 4 Units	3,549	4.12%
5 to 19 Units	7,820	9.07%
20 to 49 Units	2,373	2.75%
50 or More Units	1,877	2.18%
Mobile Home or Trailer	6,330	7.34%
Boat, RV, Van, etc.	96	0.11%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	8,339	9.67%
Housing Units Built 2010 to 2014	1,817	2.11%
Housing Units Built 2000 to 2009	17,337	20.10%
Housing Units Built 1990 to 1999	12,943	15.01%
Housing Units Built 1980 to 1989	7,442	8.63%
Housing Units Built 1970 to 1979	15,390	17.84%
Housing Units Built 1960 to 1969	6,136	7.11%
Housing Units Built 1950 to 1959	5,812	6.74%
Housing Units Built 1940 to 1949	2,237	2.59%
Housing Unit Built 1939 or Earlier	8,802	10.21%
2023 Est. Median Year Structure Built		1986

[†] 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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