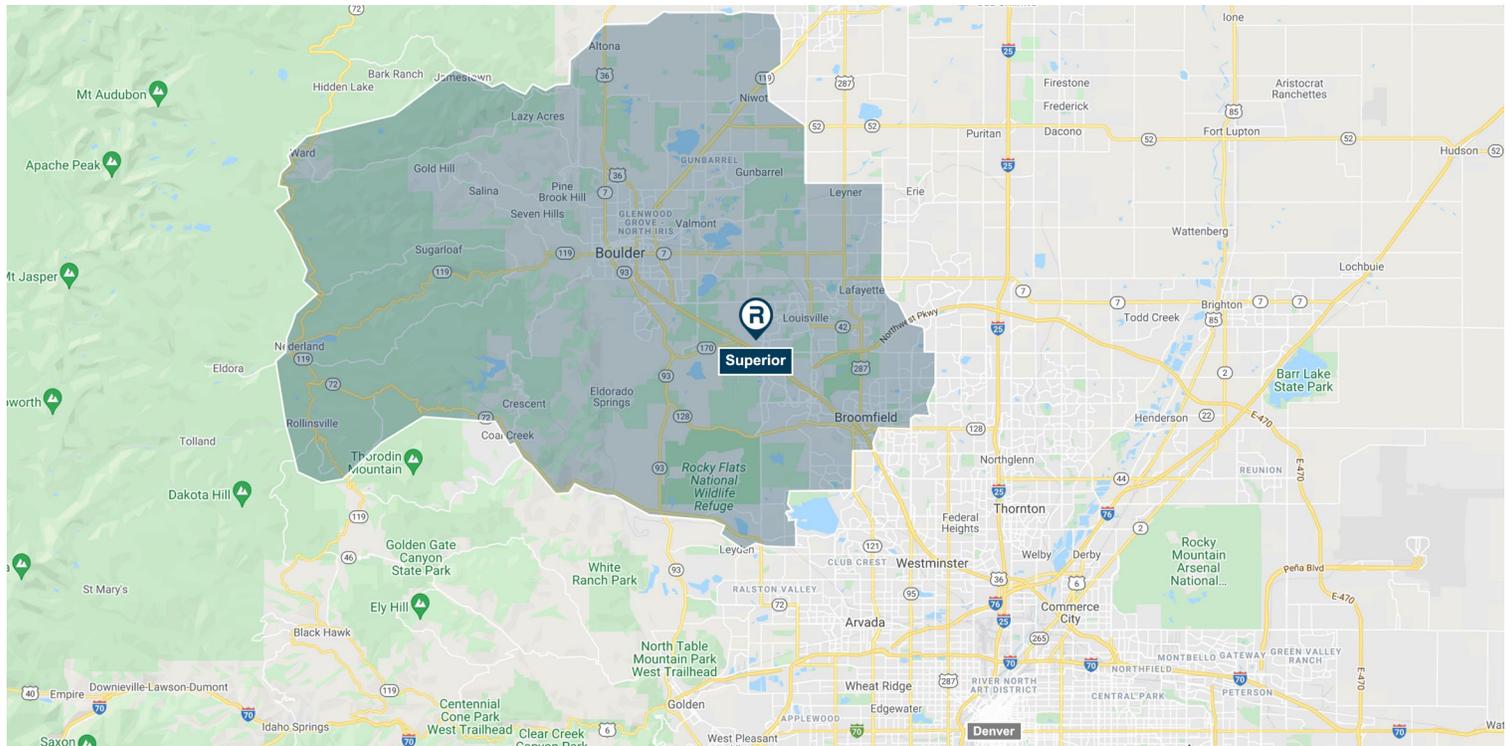# Secondary Retail Trade Area Demographic Profile

SUPERIOR, COLORADO

Prepared for Town of Superior
January 2022

Secondary Retail Trade Area • Demographic Snapshot
Superior, Colorado

Population

Year	
2010	247,380
2022	284,778
2027	297,747

Educational Attainment (%)

Graduate or Professional Degree	31.59%
Bachelors Degree	37.35%
Associate Degree	5.90%
Some College	13.08%
High School Graduate (GED)	8.91%
Some High School, No Degree	1.62%
Less than 9th Grade	1.53%

Income

Average HH	$150,165
Median HH	$103,983
Per Capita	$64,710

Age

0 - 9 Years	8.46%
10 - 17 Years	8.94%
18 - 24 Years	14.08%
25 - 34 Years	14.97%
35 - 44 Years	13.04%
45 - 54 Years	12.80%
55 - 64 Years	12.21%
65 and Older	15.51%
Median Age	37.63
Average Age	39.64

Race Distribution (%)

White	85.53%
Black/African American	1.06%
American Indian/Alaskan	0.56%
Asian	6.10%
Native Hawaiian/Islander	0.07%
Other Race	3.24%
Two or More Races	3.44%
Hispanic	10.21%

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Secondary Retail Trade Area • Demographic Profile
Superior, Colorado

DESCRIPTION	DATA	%
Population		
2027 Projection	297,747	
2022 Estimate	284,778	
2010 Census	247,380	
2000 Census	224,714	
Growth 2022 - 2027		4.55%
Growth 2010 - 2022		15.12%
Growth 2000 - 2010		10.09%
2022 Est. Population by Single-Classification Race	**284,778**	
White Alone	243,581	85.53%
Black or African American Alone	3,024	1.06%
Amer. Indian and Alaska Native Alone	1,596	0.56%
Asian Alone	17,359	6.10%
Native Hawaiian and Other Pacific Island Alone	200	0.07%
Some Other Race Alone	9,219	3.24%
Two or More Races	9,798	3.44%
2022 Est. Population by Hispanic or Latino Origin	**284,778**	
Not Hispanic or Latino	255,693	89.79%
Hispanic or Latino	29,085	10.21%
Mexican	20,495	70.47%
Puerto Rican	931	3.20%
Cuban	499	1.72%
All Other Hispanic or Latino	7,160	24.62%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	**29,085**	
White Alone	17,336	59.60%
Black or African American Alone	190	0.65%
American Indian and Alaska Native Alone	551	1.89%
Asian Alone	126	0.43%
Native Hawaiian and Other Pacific Islander Alone	22	0.08%
Some Other Race Alone	8,773	30.16%
Two or More Races	2,086	7.17%
2022 Est. Pop by Race, Asian Alone, by Category	**17,359**	
Chinese, except Taiwanese	5,863	33.78%
Filipino	873	5.03%
Japanese	1,216	7.00%
Asian Indian	3,759	21.66%
Korean	1,691	9.74%
Vietnamese	935	5.39%
Cambodian	127	0.73%
Hmong	294	1.69%
Laotian	80	0.46%
Thai	387	2.23%
All Other Asian Races Including 2+ Category	2,135	12.30%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	**284,778**	
Arab	505	0.18%
Czech	1,826	0.64%
Danish	1,762	0.62%
Dutch	3,186	1.12%
English	25,435	8.93%
French (except Basque)	6,037	2.12%
French Canadian	1,580	0.56%
German	39,702	13.94%
Greek	1,106	0.39%
Hungarian	1,473	0.52%
Irish	25,237	8.86%
Italian	13,389	4.70%
Lithuanian	871	0.31%
United States or American	6,957	2.44%
Norwegian	5,723	2.01%
Polish	7,357	2.58%
Portuguese	637	0.22%
Russian	3,681	1.29%
Scottish	6,708	2.36%
Scotch-Irish	2,845	1.00%
Slovak	518	0.18%
Subsaharan African	693	0.24%
Swedish	5,564	1.95%
Swiss	1,241	0.44%
Ukrainian	811	0.28%
Welsh	2,321	0.82%
West Indian (except Hisp. groups)	328	0.12%
Other ancestries	69,494	24.40%
Ancestry Unclassified	47,791	16.78%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	237,576	86.90%
Speak Asian/Pacific Island Language at Home	10,296	3.77%
Speak IndoEuropean Language at Home	10,045	3.67%
Speak Spanish at Home	13,848	5.07%
Speak Other Language at Home	1,614	0.59%

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Secondary Retail Trade Area • Demographic Profile
Superior, Colorado

DESCRIPTION	DATA	%
2022 Est. Population by Age	**284,778**	
Age 0 - 4	11,398	4.00%
Age 5 - 9	12,690	4.46%
Age 10 - 14	14,795	5.20%
Age 15 - 17	10,654	3.74%
Age 18 - 20	18,128	6.37%
Age 21 - 24	21,967	7.71%
Age 25 - 34	42,638	14.97%
Age 35 - 44	37,137	13.04%
Age 45 - 54	36,460	12.80%
Age 55 - 64	34,756	12.21%
Age 65 - 74	27,796	9.76%
Age 75 - 84	11,916	4.18%
Age 85 and over	4,443	1.56%
Age 16 and over	242,427	85.13%
Age 18 and over	235,240	82.60%
Age 21 and over	217,112	76.24%
Age 65 and over	44,155	15.51%
2022 Est. Median Age		37.63
2022 Est. Average Age		39.64
2022 Est. Population by Sex	**284,778**	
Male	143,681	50.45%
Female	141,097	49.55%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	**143,681**	
Age 0 - 4	5,768	4.01%
Age 5 - 9	6,497	4.52%
Age 10 - 14	7,505	5.22%
Age 15 - 17	5,408	3.76%
Age 18 - 20	9,283	6.46%
Age 21 - 24	11,838	8.24%
Age 25 - 34	22,887	15.93%
Age 35 - 44	19,122	13.31%
Age 45 - 54	18,202	12.67%
Age 55 - 64	17,013	11.84%
Age 65 - 74	13,286	9.25%
Age 75 - 84	5,277	3.67%
Age 85 and over	1,594	1.11%
2022 Est. Median Age, Male		36.30
2022 Est. Average Age, Male		38.81
2022 Est. Female Population by Age	**141,097**	
Age 0 - 4	5,630	3.99%
Age 5 - 9	6,194	4.39%
Age 10 - 14	7,290	5.17%
Age 15 - 17	5,245	3.72%
Age 18 - 20	8,844	6.27%
Age 21 - 24	10,129	7.18%
Age 25 - 34	19,751	14.00%
Age 35 - 44	18,014	12.77%
Age 45 - 54	18,258	12.94%
Age 55 - 64	17,743	12.58%
Age 65 - 74	14,510	10.28%
Age 75 - 84	6,638	4.71%
Age 85 and over	2,849	2.02%
2022 Est. Median Age, Female		39.08
2022 Est. Average Age, Female		40.45

Secondary Retail Trade Area • Demographic Profile

Superior, Colorado

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	96,732	39.34%
Males, Never Married	54,833	22.30%
Females, Never Married	41,899	17.04%
Married, Spouse present	109,450	44.51%
Married, Spouse absent	6,088	2.48%
Widowed	8,149	3.31%
Males Widowed	1,878	0.76%
Females Widowed	6,272	2.55%
Divorced	25,474	10.36%
Males Divorced	10,712	4.36%
Females Divorced	14,762	6.00%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,995	1.53%
Some High School, no diploma	3,171	1.62%
High School Graduate (or GED)	17,392	8.91%
Some College, no degree	25,533	13.08%
Associate Degree	11,516	5.90%
Bachelor's Degree	72,893	37.35%
Master's Degree	41,553	21.29%
Professional School Degree	8,273	4.24%
Doctorate Degree	11,820	6.06%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	2,852	17.52%
High School Graduate	3,023	18.57%
Some College or Associate's Degree	4,113	25.27%
Bachelor's Degree or Higher	6,289	38.64%
Households		
2027 Projection	124,526	
2022 Estimate	118,371	
2010 Census	100,954	
2000 Census	89,077	
Growth 2022 - 2027		5.20%
Growth 2010 - 2022		17.25%
Growth 2000 - 2010		13.33%
2022 Est. Households by Household Type	118,371	
Family Households	66,752	56.39%
Nonfamily Households	51,619	43.61%
2022 Est. Group Quarters Population	10,087	
2022 Households by Ethnicity, Hispanic/Latino	8,557	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	118,371	
Income < $15,000	8,752	7.39%
Income $15,000 - $24,999	5,521	4.66%
Income $25,000 - $34,999	5,453	4.61%
Income $35,000 - $49,999	8,806	7.44%
Income $50,000 - $74,999	14,503	12.25%
Income $75,000 - $99,999	14,126	11.93%
Income $100,000 - $124,999	11,676	9.86%
Income $125,000 - $149,999	9,211	7.78%
Income $150,000 - $199,999	13,445	11.36%
Income $200,000 - $249,999	8,463	7.15%
Income $250,000 - $499,999	10,430	8.81%
Income $500,000+	7,985	6.75%
2022 Est. Average Household Income		$150,165
2022 Est. Median Household Income		$103,983
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$105,935
Black or African American Alone		$75,337
American Indian and Alaska Native Alone		$64,834
Asian Alone		$115,394
Native Hawaiian and Other Pacific Islander Alone		$66,300
Some Other Race Alone		$51,325
Two or More Races		$89,170
Hispanic or Latino		$75,455
Not Hispanic or Latino		$106,865
2022 Est. Family HH Type by Presence of Own Child.	66,752	
Married-Couple Family, own children	24,905	37.31%
Married-Couple Family, no own children	29,564	44.29%
Male Householder, own children	2,183	3.27%
Male Householder, no own children	1,847	2.77%
Female Householder, own children	4,950	7.42%
Female Householder, no own children	3,303	4.95%
2022 Est. Households by Household Size	118,371	
1-person	36,762	31.06%
2-person	40,296	34.04%
3-person	19,115	16.15%
4-person	14,624	12.35%
5-person	5,219	4.41%
6-person	1,665	1.41%
7-or-more-person	691	0.58%
2022 Est. Average Household Size		2.32

Secondary Retail Trade Area • Demographic Profile

Superior, Colorado

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	**118,371**	
Households with 1 or More People under Age 18:	33,581	28.37%
Married-Couple Family	25,572	76.15%
Other Family, Male Householder	2,389	7.11%
Other Family, Female Householder	5,386	16.04%
Nonfamily, Male Householder	166	0.49%
Nonfamily, Female Householder	67	0.20%
Households with No People under Age 18:	**84,791**	
Married-Couple Family	28,906	34.09%
Other Family, Male Householder	1,627	1.92%
Other Family, Female Householder	2,864	3.38%
Nonfamily, Male Householder	26,332	31.05%
Nonfamily, Female Householder	25,061	29.56%
2022 Est. Households by Number of Vehicles	**118,371**	
No Vehicles	5,760	4.87%
1 Vehicle	36,302	30.67%
2 Vehicles	49,037	41.43%
3 Vehicles	20,349	17.19%
4 Vehicles	5,053	4.27%
5 or more Vehicles	1,872	1.58%
2022 Est. Average Number of Vehicles		1.9
Family Households		
2027 Projection	70,246	
2022 Estimate	66,752	
2010 Census	56,810	
2000 Census	51,470	
Growth 2022 - 2027		5.23%
Growth 2010 - 2022		17.50%
Growth 2000 - 2010		10.38%
2022 Est. Families by Poverty Status	**66,752**	
2022 Families at or Above Poverty	64,161	96.12%
2022 Families at or Above Poverty with Children	29,150	43.67%
2022 Families Below Poverty	2,591	3.88%
2022 Families Below Poverty with Children	1,614	2.42%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	163,428	67.41%
Civilian Labor Force, Unemployed	5,623	2.32%
Armed Forces	77	0.03%
Not in Labor Force	73,299	30.23%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	**162,863**	
For-Profit Private Workers	103,630	63.63%
Non-Profit Private Workers	13,790	8.47%
Local Government Workers	2,940	1.80%
State Government Workers	10,081	6.19%
Federal Government Workers	11,024	6.77%
Self-Employed Workers	21,142	12.98%
Unpaid Family Workers	256	0.16%
2022 Est. Civ. Employed Pop 16+ by Occupation	**162,863**	
Architect/Engineer	8,194	5.03%
Arts/Entertainment/Sports	6,665	4.09%
Building Grounds Maintenance	2,722	1.67%
Business/Financial Operations	10,924	6.71%
Community/Social Services	2,198	1.35%
Computer/Mathematical	12,463	7.65%
Construction/Extraction	3,704	2.27%
Education/Training/Library	13,953	8.57%
Farming/Fishing/Forestry	404	0.25%
Food Prep/Serving	10,567	6.49%
Health Practitioner/Technician	9,573	5.88%
Healthcare Support	3,799	2.33%
Maintenance Repair	2,397	1.47%
Legal	3,077	1.89%
Life/Physical/Social Science	5,770	3.54%
Management	22,790	13.99%
Office/Admin. Support	13,584	8.34%
Production	4,031	2.48%
Protective Services	2,512	1.54%
Sales/Related	14,273	8.76%
Personal Care/Service	4,287	2.63%
Transportation/Moving	4,977	3.06%
2022 Est. Pop 16+ by Occupation Classification	**162,863**	
White Collar	123,464	75.81%
Blue Collar	15,109	9.28%
Service and Farm	24,291	14.91%
2022 Est. Workers Age 16+ by Transp. to Work	**160,010**	
Drove Alone	103,206	64.50%
Car Pooled	10,409	6.50%
Public Transportation	8,895	5.56%
Walked	7,264	4.54%
Bicycle	6,983	4.36%
Other Means	1,528	0.96%
Worked at Home	21,726	13.58%

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Secondary Retail Trade Area • Demographic Profile

Superior, Colorado

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	39,075	
15 - 29 Minutes	54,825	
30 - 44 Minutes	26,024	
45 - 59 Minutes	10,799	
60 or more Minutes	7,865	
2022 Est. Avg Travel Time to Work in Minutes		26
2022 Est. Occupied Housing Units by Tenure	118,371	
Owner Occupied	73,990	62.51%
Renter Occupied	44,381	37.49%
2022 Owner Occ. HUs: Avg. Length of Residence		13.85%
2022 Renter Occ. HUs: Avg. Length of Residence		5.46%
2022 Est. Owner-Occupied Housing Units by Value	**118,371**	
Value Less than $20,000	523	0.71%
Value $20,000 - $39,999	475	0.64%
Value $40,000 - $59,999	650	0.88%
Value $60,000 - $79,999	406	0.55%
Value $80,000 - $99,999	216	0.29%
Value $100,000 - $149,999	317	0.43%
Value $150,000 - $199,999	363	0.49%
Value $200,000 - $299,999	1,504	2.03%
Value $300,000 - $399,999	4,583	6.19%
Value $400,000 - $499,999	7,877	10.65%
Value $500,000 - $749,999	22,820	30.84%
Value $750,000 - $999,999	16,450	22.23%
Value $1,000,000 or $1,499,999	10,875	14.70%
Value $1,500,000 or $1,999,999	3,365	4.55%
Value $2,000,000+	3,564	4.82%
2022 Est. Median All Owner-Occupied Housing Value		$717,855
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	71,272	57.31%
1 Unit Attached	9,110	7.33%
2 Units	1,887	1.52%
3 or 4 Units	4,858	3.91%
5 to 19 Units	16,958	13.64%
20 to 49 Units	7,695	6.19%
50 or More Units	8,951	7.20%
Mobile Home or Trailer	3,475	2.79%
Boat, RV, Van, etc.	168	0.14%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	17,740	14.26%
Housing Units Built 2010 to 2014	3,879	3.12%
Housing Units Built 2000 to 2009	14,449	11.62%
Housing Units Built 1990 to 1999	21,967	17.66%
Housing Units Built 1980 to 1989	19,464	15.65%
Housing Units Built 1970 to 1979	22,555	18.14%
Housing Units Built 1960 to 1969	12,375	9.95%
Housing Units Built 1950 to 1959	5,469	4.40%
Housing Units Built 1940 to 1949	1,327	1.07%
Housing Unit Built 1939 or Earlier	5,146	4.14%
2022 Est. Median Year Structure Built		1988

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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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