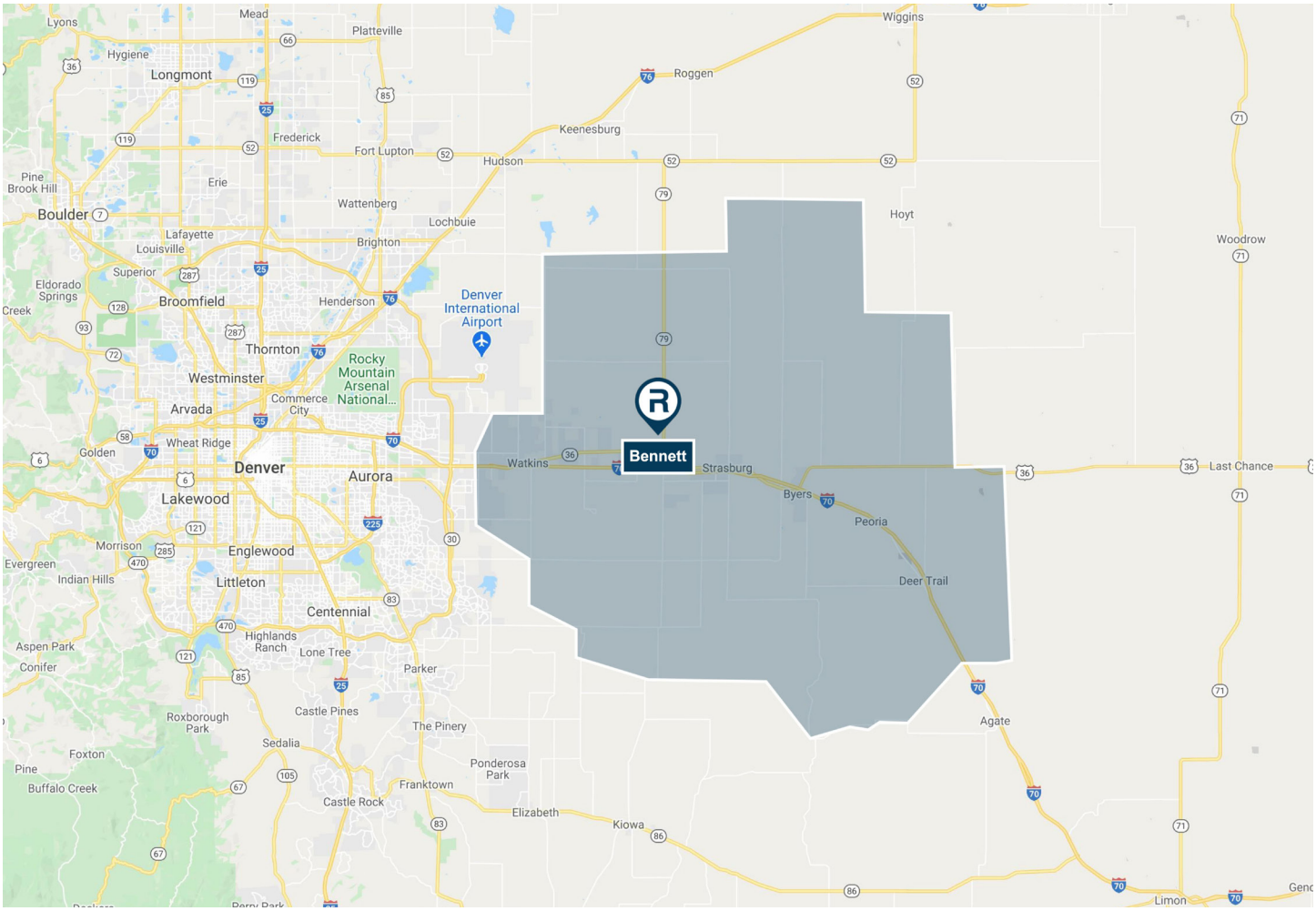
TheRetailCoach®

Primary Retail Trade Area Demographic Profile

BENNETT, COLORADO

Prepared for Town of Bennett, Colorado
March 2021

Primary Retail Trade Area



Prepared for:

town of Bennett

welcome neighbors.

Town of Bennett, Colorado
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Primary Retail Trade Area • Demographic Profile

Bennett, Colorado

DESCRIPTION	DATA	%
Population		
2021 Estimate	20,644	
2010 Census	16,765	
2000 Census	12,691	
Growth 2010 - 2021		23.14%
Growth 2000 - 2010		32.10%
2021 Est. Population by Single-Classification Race	**20,644**	
White Alone	18,205	88.19%
Black or African American Alone	322	1.56%
Amer. Indian and Alaska Native Alone	177	0.86%
Asian Alone	209	1.01%
Native Hawaiian and Other Pacific Island Alone	39	0.19%
Some Other Race Alone	1,112	5.39%
Two or More Races	580	2.81%
2021 Est. Population by Hispanic or Latino Origin	**20,644**	
Not Hispanic or Latino	17,748	85.97%
Hispanic or Latino	2,896	14.03%
Mexican	2,138	73.83%
Puerto Rican	97	3.35%
Cuban	18	0.62%
All Other Hispanic or Latino	642	22.17%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	**2,896**	
White Alone	1,480	51.11%
Black or African American Alone	28	0.97%
American Indian and Alaska Native Alone	62	2.14%
Asian Alone	8	0.28%
Native Hawaiian and Other Pacific Islander Alone	12	0.41%
Some Other Race Alone	1,096	37.85%
Two or More Races	210	7.25%
2021 Est. Pop by Race, Asian Alone, by Category	**209**	
Chinese, except Taiwanese	74	35.41%
Filipino	20	9.57%
Japanese	8	3.83%
Asian Indian	23	11.01%
Korean	8	3.83%
Vietnamese	40	19.14%
Cambodian	11	5.26%
Hmong	5	2.39%
Laotian	2	0.96%
Thai	2	0.96%
All Other Asian Races Including 2+ Category	17	8.13%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	**20,644**	
Arab	11	0.05%
Czech	146	0.71%
Danish	140	0.68%
Dutch	302	1.46%
English	1,331	6.45%
French (except Basque)	499	2.42%
French Canadian	61	0.30%
German	3,620	17.54%
Greek	52	0.25%
Hungarian	38	0.18%
Irish	1,955	9.47%
Italian	414	2.01%
Lithuanian	6	0.03%
United States or American	2,495	12.09%
Norwegian	457	2.21%
Polish	190	0.92%
Portuguese	11	0.05%
Russian	114	0.55%
Scottish	436	2.11%
Scotch-Irish	243	1.18%
Slovak	9	0.04%
Subsaharan African	30	0.15%
Swedish	512	2.48%
Swiss	41	0.20%
Ukrainian	11	0.05%
Welsh	244	1.18%
West Indian (except Hisp. groups)	11	0.05%
Other ancestries	4,414	21.38%
Ancestry Unclassified	2,856	13.84%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	17,313	88.72%
Speak Asian/Pacific Island Language at Home	215	1.10%
Speak IndoEuropean Language at Home	157	0.81%
Speak Spanish at Home	1,795	9.20%
Speak Other Language at Home	35	0.18%

Primary Retail Trade Area • Demographic Profile

Bennett, Colorado

DESCRIPTION	DATA	%
2021 Est. Population by Age	**20,644**	
Age 0 - 4	1,129	5.47%
Age 5 - 9	1,204	5.83%
Age 10 - 14	1,310	6.35%
Age 15 - 17	878	4.25%
Age 18 - 20	811	3.93%
Age 21 - 24	1,130	5.47%
Age 25 - 34	2,788	13.51%
Age 35 - 44	2,224	10.77%
Age 45 - 54	2,865	13.88%
Age 55 - 64	3,176	15.39%
Age 65 - 74	2,085	10.10%
Age 75 - 84	812	3.93%
Age 85 and over	233	1.13%
Age 16 and over	16,713	80.96%
Age 18 and over	16,123	78.10%
Age 21 and over	15,312	74.17%
Age 65 and over	3,130	15.16%
2021 Est. Median Age		39.83
2021 Est. Average Age		39.79
2021 Est. Population by Sex	**20,644**	
Male	10,467	50.70%
Female	10,177	49.30%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	**10,467**	
Age 0 - 4	574	5.48%
Age 5 - 9	622	5.94%
Age 10 - 14	688	6.57%
Age 15 - 17	441	4.21%
Age 18 - 20	420	4.01%
Age 21 - 24	595	5.69%
Age 25 - 34	1,434	13.70%
Age 35 - 44	1,129	10.79%
Age 45 - 54	1,444	13.80%
Age 55 - 64	1,600	15.29%
Age 65 - 74	1,038	9.92%
Age 75 - 84	380	3.63%
Age 85 and over	102	0.98%
2021 Est. Median Age, Male		39.03
2021 Est. Average Age, Male		39.36
2021 Est. Female Population by Age	**10,177**	
Age 0 - 4	555	5.45%
Age 5 - 9	581	5.71%
Age 10 - 14	622	6.11%
Age 15 - 17	437	4.29%
Age 18 - 20	390	3.83%
Age 21 - 24	535	5.26%
Age 25 - 34	1,354	13.30%
Age 35 - 44	1,095	10.76%
Age 45 - 54	1,421	13.96%
Age 55 - 64	1,575	15.48%
Age 65 - 74	1,047	10.29%
Age 75 - 84	432	4.25%
Age 85 and over	132	1.30%
2021 Est. Median Age, Female		40.68
2021 Est. Average Age, Female		40.21

Primary Retail Trade Area • Demographic Profile

Bennett, Colorado

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,162	24.48%
Males, Never Married	2,311	13.59%
Females, Never Married	1,851	10.89%
Married, Spouse present	9,994	58.79%
Married, Spouse absent	824	4.85%
Widowed	642	3.78%
Males Widowed	201	1.18%
Females Widowed	441	2.59%
Divorced	1,379	8.11%
Males Divorced	618	3.64%
Females Divorced	761	4.48%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	325	2.3%
Some High School, no diploma	691	4.9%
High School Graduate (or GED)	4,718	33.3%
Some College, no degree	3,574	25.2%
Associate Degree	1,620	11.4%
Bachelor's Degree	2,378	16.8%
Master's Degree	687	4.8%
Professional School Degree	140	1.0%
Doctorate Degree	50	0.4%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	335	22.23%
High School Graduate	431	28.60%
Some College or Associate's Degree	520	34.51%
Bachelor's Degree or Higher	222	14.73%
Households		
2021 Estimate	7,341	
2010 Census	6,053	
2000 Census	4,475	
Growth 2010 - 2021		21.28%
Growth 2000 - 2010		35.26%
2021 Est. Households by Household Type	**7,341**	
Family Households	5,562	75.77%
Nonfamily Households	1,779	24.23%
2021 Est. Group Quarters Population	0	
2021 Households by Ethnicity, Hispanic/Latino	707	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	**7,341**	
Income < $15,000	296	4.03%
Income $15,000 - $24,999	309	4.21%
Income $25,000 - $34,999	376	5.12%
Income $35,000 - $49,999	687	9.36%
Income $50,000 - $74,999	1,364	18.58%
Income $75,000 - $99,999	1,190	16.21%
Income $100,000 - $124,999	990	13.49%
Income $125,000 - $149,999	692	9.43%
Income $150,000 - $199,999	698	9.51%
Income $200,000 - $249,999	345	4.70%
Income $250,000 - $499,999	307	4.18%
Income $500,000+	88	1.20%
2021 Est. Average Household Income		$108,913
2021 Est. Median Household Income		$87,931
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$88,730
Black or African American Alone		$92,951
American Indian and Alaska Native Alone		$91,978
Asian Alone		$93,130
Native Hawaiian and Other Pacific Islander Alone		$84,375
Some Other Race Alone		$66,212
Two or More Races		$86,738
Hispanic or Latino		$63,089
Not Hispanic or Latino		$91,728
2021 Est. Family HH Type by Presence of Own Child.	**5,562**	
Married-Couple Family, own children	2,037	36.62%
Married-Couple Family, no own children	2,618	47.07%
Male Householder, own children	212	3.81%
Male Householder, no own children	151	2.72%
Female Householder, own children	338	6.08%
Female Householder, no own children	205	3.69%
2021 Est. Households by Household Size	**7,341**	
1-person	1,430	19.48%
2-person	2,480	33.78%
3-person	1,307	17.80%
4-person	1,091	14.86%
5-person	579	7.89%
6-person	286	3.90%
7-or-more-person	169	2.30%
2021 Est. Average Household Size		2.82

Primary Retail Trade Area • Demographic Profile

Bennett, Colorado

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	**7,341**	
Households with 1 or More People under Age 18:	2,823	38.46%
Married-Couple Family	2,188	77.51%
Other Family, Male Householder	237	8.40%
Other Family, Female Householder	374	13.25%
Nonfamily, Male Householder	21	0.74%
Nonfamily, Female Householder	3	0.11%
Households with No People under Age 18:	**4,518**	**61.55%**
Married-Couple Family	2,471	54.69%
Other Family, Male Householder	126	2.79%
Other Family, Female Householder	166	3.67%
Nonfamily, Male Householder	951	21.05%
Nonfamily, Female Householder	804	17.80%
2021 Est. Households by Number of Vehicles	**7,341**	
No Vehicles	124	1.69%
1 Vehicle	993	13.53%
2 Vehicles	2,601	35.43%
3 Vehicles	1,703	23.20%
4 Vehicles	1,209	16.47%
5 or more Vehicles	710	9.67%
2021 Est. Average Number of Vehicles		2.79
Family Households		
2021 Estimate	5,562	
2010 Census	4,580	
2000 Census	3,481	
Growth 2010 - 2021		21.44%
Growth 2000 - 2010		31.57%
2021 Est. Families by Poverty Status	**5,562**	
2021 Families at or Above Poverty	5,358	96.33%
2021 Families at or Above Poverty with Children	2,319	41.69%
2021 Families Below Poverty	204	3.67%
2021 Families Below Poverty with Children	103	1.85%
2021 Est. Pop 16+ by Employment Status	**16,713**	
Civilian Labor Force, Employed	10,891	65.17%
Civilian Labor Force, Unemployed	386	2.31%
Armed Forces	43	0.26%
Not in Labor Force	5,393	32.27%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	**10,671**	
For-Profit Private Workers	7,103	66.56%
Non-Profit Private Workers	407	3.81%
Local Government Workers	375	3.51%
State Government Workers	282	2.64%
Federal Government Workers	999	9.36%
Self-Employed Workers	1,475	13.82%
Unpaid Family Workers	31	0.29%
2021 Est. Civ. Employed Pop 16+ by Occupation	**10,671**	
Architect/Engineer	157	1.47%
Arts/Entertainment/Sports	177	1.66%
Building Grounds Maintenance	136	1.28%
Business/Financial Operations	582	5.45%
Community/Social Services	124	1.16%
Computer/Mathematical	383	3.59%
Construction/Extraction	1,365	12.79%
Education/Training/Library	466	4.37%
Farming/Fishing/Forestry	48	0.45%
Food Prep/Serving	294	2.76%
Health Practitioner/Technician	350	3.28%
Healthcare Support	210	1.97%
Maintenance Repair	613	5.75%
Legal	44	0.41%
Life/Physical/Social Science	29	0.27%
Management	1,199	11.24%
Office/Admin. Support	1,497	14.03%
Production	484	4.54%
Protective Services	223	2.09%
Sales/Related	971	9.10%
Personal Care/Service	217	2.03%
Transportation/Moving	1,102	10.33%
2021 Est. Pop 16+ by Occupation Classification	**10,671**	
White Collar	5,981	56.05%
Blue Collar	3,563	33.39%
Service and Farm	1,127	10.56%
2021 Est. Workers Age 16+ by Transp. to Work	**10,623**	
Drove Alone	8,498	80.00%
Car Pooled	973	9.16%
Public Transportation	48	0.45%
Walked	128	1.21%
Bicycle	7	0.07%
Other Means	101	0.95%
Worked at Home	867	8.16%

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Bennett, Colorado

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,392	
15 - 29 Minutes	2,058	
30 - 44 Minutes	2,596	
45 - 59 Minutes	2,239	
60 or more Minutes	1,551	
2021 Est. Avg Travel Time to Work in Minutes		40
2021 Est. Occupied Housing Units by Tenure	7,341	
Owner Occupied	6,055	82.48%
Renter Occupied	1,286	17.52%
2021 Owner Occ. HUs: Avg. Length of Residence		13.05
2021 Renter Occ. HUs: Avg. Length of Residence		5.86
2021 Est. Owner-Occupied Housing Units by Value	**7,341**	
Value Less than $20,000	53	0.88%
Value $20,000 - $39,999	65	1.07%
Value $40,000 - $59,999	76	1.26%
Value $60,000 - $79,999	40	0.66%
Value $80,000 - $99,999	47	0.78%
Value $100,000 - $149,999	114	1.88%
Value $150,000 - $199,999	131	2.16%
Value $200,000 - $299,999	449	7.42%
Value $300,000 - $399,999	1,118	18.46%
Value $400,000 - $499,999	1,328	21.93%
Value $500,000 - $749,999	1,844	30.45%
Value $750,000 - $999,999	575	9.50%
Value $1,000,000 or $1,499,999	102	1.69%
Value $1,500,000 or $1,999,999	38	0.63%
Value $2,000,000+	74	1.22%
2021 Est. Median All Owner-Occupied Housing Value		$469,150
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	6,580	83.60%
1 Unit Attached	115	1.46%
2 Units	19	0.24%
3 or 4 Units	21	0.27%
5 to 19 Units	52	0.66%
20 to 49 Units	65	0.83%
50 or More Units	1	0.01%
Mobile Home or Trailer	1,018	12.93%
Boat, RV, Van, etc.	1	0.01%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,223	15.54%
Housing Units Built 2010 to 2014	186	2.36%
Housing Units Built 2000 to 2009	2,248	28.56%
Housing Units Built 1990 to 1999	1,268	16.11%
Housing Units Built 1980 to 1989	1,099	13.96%
Housing Units Built 1970 to 1979	767	9.75%
Housing Units Built 1960 to 1969	305	3.88%
Housing Units Built 1950 to 1959	252	3.20%
Housing Units Built 1940 to 1949	95	1.21%
Housing Unit Built 1939 or Earlier	429	5.45%
2021 Est. Median Year Structure Built		1998

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, 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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