



The**Retail**Coach®

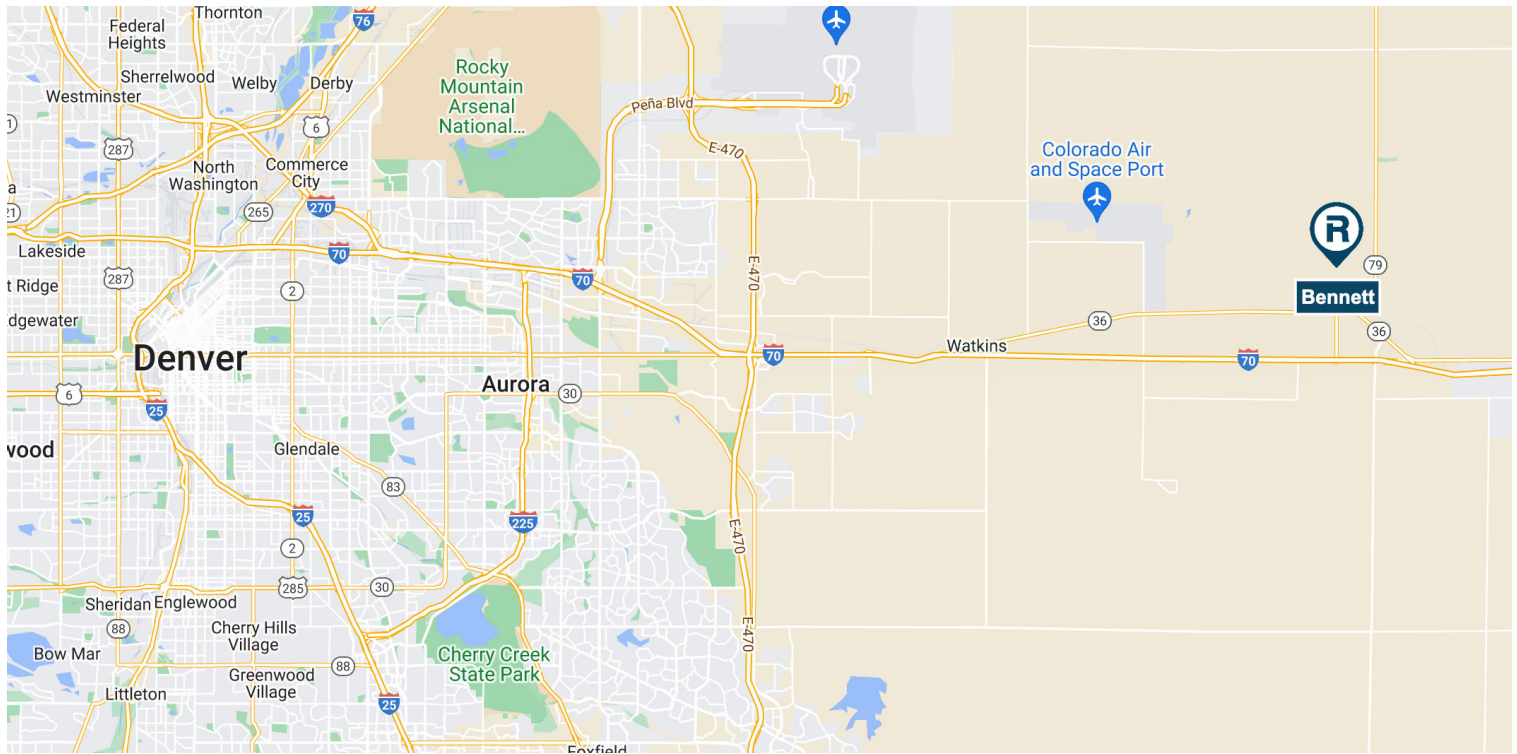
# Community Demographic Profile

BENNETT, COLORADO

Prepared for Town of Bennett, Colorado  
January 2024

# Community • Demographic Snapshot

## Bennett, Colorado



### Population

2020	2,862
2024	4,883
2029	9,620

### Educational Attainment (%)

Graduate or Professional Degree	1.51%
Bachelors Degree	13.44%
Associate Degree	7.53%
Some College	24.09%
High School Graduate (or GED)	45.34%
Some High School, No Degree	6.53%
Less than 9th Grade	1.56%

### Income

Average HH	\$98,946
Median HH	\$85,911
Per Capita	\$36,879

### Age

0 - 9 Years	14.12%
10 - 17 Years	12.38%
18 - 24 Years	10.32%
25 - 34 Years	13.25%
35 - 44 Years	12.86%
45 - 54 Years	11.10%
55 - 64 Years	12.20%
65 and Older	13.79%
Median Age	34.95
Average Age	36.80

### Race Distribution (%)

White	70.39%
Black/African American	3.26%
American Indian/Alaskan	0.84%
Asian	0.45%
Native Hawaiian/Islander	0.45%
Other Race	12.44%
Two or More Races	12.17%
Hispanic	24.10%



welcome neighbors.

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# Community • Demographic Profile

Bennett, Colorado

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	9,620	
2024 Estimate	4,883	
2020 Census	2,862	
2010 Census	2,277	
Growth 2024 - 2029		97.01%
Growth 2020 - 2024		70.61%
Growth 2010 - 2020		25.69%
<b>2024 Est. Population by Single-Classification Race</b>	<b>4,883</b>	
White Alone	3,437	70.40%
Black or African American Alone	159	3.26%
Amer. Indian and Alaska Native Alone	41	0.84%
Asian Alone	22	0.45%
Native Hawaiian and Other Pacific Island Alone	22	0.45%
Some Other Race Alone	607	12.44%
Two or More Races	594	12.17%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>4,883</b>	
Not Hispanic or Latino	3,706	75.90%
Hispanic or Latino	1,177	24.10%
Mexican	956	81.27%
Puerto Rican	18	1.49%
Cuban	28	2.36%
All Other Hispanic or Latino	175	14.89%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>1,177</b>	
White Alone	307	26.06%
Black or African American Alone	19	1.61%
American Indian and Alaska Native Alone	7	0.62%
Asian Alone	-	0.00%
Native Hawaiian and Other Pacific Islander Alone	-	0.00%
Some Other Race Alone	588	50.00%
Two or More Races	256	21.71%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>22</b>	
Chinese, except Taiwanese	9	40.00%
Filipino	12	53.33%
Japanese	1	6.67%
Asian Indian	-	0.00%
Korean	-	0.00%
Vietnamese	-	0.00%
Cambodian	-	0.00%
Hmong	-	0.00%
Laotian	-	0.00%
Thai	-	0.00%
All Other Asian Races Including 2+ Category	-	0.00%

DESCRIPTION	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>4,883</b>	
Arab	-	0.00%
Czech	28	0.57%
Danish	10	0.21%
Dutch	18	0.36%
English	364	7.45%
French (except Basque)	98	2.00%
French Canadian	19	0.39%
German	840	17.20%
Greek	3	0.06%
Hungarian	10	0.21%
Irish	466	9.54%
Italian	121	2.48%
Lithuanian	-	0.00%
United States or American	169	3.47%
Norwegian	88	1.79%
Polish	60	1.23%
Portuguese	6	0.12%
Russian	69	1.41%
Scottish	42	0.87%
Scotch-Irish	91	1.85%
Slovak	-	0.00%
Subsaharan African	1	0.03%
Swedish	61	1.26%
Swiss	1	0.03%
Ukrainian	6	0.12%
Welsh	12	0.24%
West Indian (except Hisp. groups)	-	0.00%
Other ancestries	1,116	22.85%
Ancestry Unclassified	1,186	24.28%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>4,546</b>	
Speak Only English at Home	4,194	92.26%
Speak Asian/Pacific Island Language at Home	10	0.23%
Speak IndoEuropean Language at Home	18	0.39%
Speak Spanish at Home	321	7.07%
Speak Other Language at Home	3	0.06%

# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>4,883</b>	
Age 0 - 4	337	6.91%
Age 5 - 9	352	7.21%
Age 10 - 14	356	7.30%
Age 15 - 17	248	5.08%
Age 18 - 20	234	4.79%
Age 21 - 24	270	5.53%
Age 25 - 34	647	13.25%
Age 35 - 44	628	12.86%
Age 45 - 54	542	11.10%
Age 55 - 64	596	12.20%
Age 65 - 74	463	9.48%
Age 75 - 84	166	3.41%
Age 85 and over	44	0.90%
Age 16 and over	3,754	76.88%
Age 18 and over	3,589	73.51%
Age 21 and over	3,356	68.72%
Age 65 and over	673	13.79%
2024 Est. Median Age		34.95
2024 Est. Average Age		36.80
<b>2024 Est. Population by Sex</b>	<b>4,883</b>	
Male	2,459	50.36%
Female	2,424	49.64%
<b>2024 Est. Male Population by Age</b>	<b>2,459</b>	
Age 0 - 4	169	6.89%
Age 5 - 9	149	6.06%
Age 10 - 14	168	6.83%
Age 15 - 17	140	5.70%
Age 18 - 20	129	5.23%
Age 21 - 24	139	5.64%
Age 25 - 34	334	13.60%
Age 35 - 44	326	13.24%
Age 45 - 54	266	10.81%
Age 55 - 64	312	12.71%
Age 65 - 74	238	9.68%
Age 75 - 84	72	2.91%
Age 85 and over	18	0.71%
2024 Est. Median Age, Male		35.04
2024 Est. Average Age, Male		36.80
<b>2024 Est. Female Population by Age</b>	<b>2,424</b>	
Age 0 - 4	168	6.93%
Age 5 - 9	203	8.37%
Age 10 - 14	188	7.77%
Age 15 - 17	108	4.46%
Age 18 - 20	105	4.34%
Age 21 - 24	131	5.42%
Age 25 - 34	312	12.89%
Age 35 - 44	302	12.47%
Age 45 - 54	276	11.39%
Age 55 - 64	283	11.69%
Age 65 - 74	225	9.28%
Age 75 - 84	95	3.92%
Age 85 and over	26	1.08%
2024 Est. Median Age, Female		34.86
2024 Est. Average Age, Female		36.70

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	1,244	32.42%
Males, Never Married	666	17.35%
Females, Never Married	578	15.07%
Married, Spouse present	1,692	44.10%
Married, Spouse absent	254	6.62%
Widowed	152	3.96%
Males Widowed	19	0.50%
Females Widowed	133	3.46%
Divorced	495	12.90%
Males Divorced	339	8.83%
Females Divorced	156	4.07%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	48	1.56%
Some High School, no diploma	202	6.53%
High School Graduate (or GED)	1,399	45.34%
Some College, no degree	743	24.09%
Associate Degree	232	7.53%
Bachelor's Degree	415	13.44%
Master's Degree	42	1.37%
Professional School Degree	3	0.10%
Doctorate Degree	1	0.05%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	212	28.54%
High School Graduate	262	35.22%
Some College or Associate's Degree	191	25.71%
Bachelor's Degree or Higher	78	10.54%
<b>Households</b>		
2029 Projection	3,624	
2024 Estimate	1,820	
2020 Census	973	
2010 Census	830	
Growth 2024 - 2029		99.12%
Growth 2020 - 2024		87.05%
Growth 2010 - 2020		17.23%
<b>2024 Est. Households by Household Type</b>	<b>1,820</b>	
Family Households	1,279	70.27%
Nonfamily Households	541	29.73%
2024 Est. Group Quarters Population	-	
2024 Households by Ethnicity, Hispanic/Latino	182	

# Community • Demographic Profile

Bennett, Colorado

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>1,820</b>	
Income < \$15,000	103	5.66%
Income \$15,000 - \$24,999	112	6.17%
Income \$25,000 - \$34,999	125	6.86%
Income \$35,000 - \$49,999	123	6.77%
Income \$50,000 - \$74,999	303	16.62%
Income \$75,000 - \$99,999	317	17.40%
Income \$100,000 - \$124,999	193	10.63%
Income \$125,000 - \$149,999	207	11.40%
Income \$150,000 - \$199,999	221	12.17%
Income \$200,000 - \$249,999	75	4.11%
Income \$250,000 - \$499,999	34	1.89%
Income \$500,000+	6	0.34%
2024 Est. Average Household Income		\$98,946
2024 Est. Median Household Income		\$85,911
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$85,990
Black or African American Alone		\$41,386
American Indian and Alaska Native Alone		\$86,719
Asian Alone		\$35,000
Native Hawaiian and Other Pacific Islander Alone		\$100,000
Some Other Race Alone		\$194,431
Two or More Races		\$64,671
Hispanic or Latino		\$82,770
Not Hispanic or Latino		\$86,447
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>1,279</b>	
Family Households with Children	447	34.96%
Family Households without Children	832	65.04%
<b>Married-Couple Families</b>	<b>615</b>	<b>48.07%</b>
Married-Couple Family, own children	281	21.94%
Married-Couple Family, no own children	334	26.14%
<b>Cohabiting-Couple Families</b>	<b>77</b>	<b>6.00%</b>
Cohabiting-Couple Family, own children	8	0.60%
Cohabiting-Couple Family, no own children	69	5.40%
<b>Male Householder Families</b>	<b>370</b>	<b>28.96%</b>
Male Householder, own children	73	5.74%
Male Householder, no own children	25	1.97%
Male Householder, only Nonrelatives	30	2.31%
Male Householder, Living Alone	242	18.94%
<b>Female Householder Families</b>	<b>217</b>	<b>16.97%</b>
Female Householder, own children	85	6.68%
Female Householder, no own children	20	1.54%
Female Householder, only Nonrelatives	3	0.26%
Female Householder, Living Alone	108	8.48%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>1,820</b>	
1-person	398	21.85%
2-person	551	30.25%
3-person	299	16.45%
4-person	264	14.48%
5-person	159	8.74%
6-person	80	4.37%
7-or-more-person	70	3.86%
2024 Est. Average Household Size		2.87
<b>2024 Est. Households by Number of Vehicles</b>	<b>1,820</b>	
No Vehicles	156	8.57%
1 Vehicle	360	19.79%
2 Vehicles	488	26.82%
3 Vehicles	455	25.02%
4 Vehicles	215	11.83%
5 or more Vehicles	145	7.97%
2024 Est. Average Number of Vehicles		2.40
<b>Family Households</b>		
2029 Projection	2,466	
2024 Estimate	1,279	
2020 Estimate	711	
2010 Census	586	
Growth 2024 - 2029		92.83%
Growth 2020 - 2024		79.87%
Growth 2010 - 2020		21.33%
<b>2024 Est. Families by Poverty Status</b>	<b>1,279</b>	
2024 Families at or Above Poverty	1,157	90.49%
2024 Families at or Above Poverty with Children	638	49.88%
2024 Families Below Poverty	122	9.51%
2024 Families Below Poverty with Children	112	8.78%
<b>2024 Est. Pop 16+ by Employment Status</b>	<b>3,754</b>	
Civilian Labor Force, Employed	2,475	65.93%
Civilian Labor Force, Unemployed	104	2.76%
Armed Forces	13	0.35%
Not in Labor Force	1,162	30.96%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>2,488</b>	
For-Profit Private Workers	1,630	65.52%
Non-Profit Private Workers	133	5.34%
Local Government Workers	47	1.88%
State Government Workers	72	2.89%
Federal Government Workers	217	8.73%
Self-Employed Workers	388	15.58%
Unpaid Family Workers	2	0.06%



# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>2,488</b>	
Architect/Engineer	6	0.25%
Arts/Entertainment/Sports	23	0.94%
Building Grounds Maintenance	81	3.27%
Business/Financial Operations	89	3.58%
Community/Social Services	34	1.38%
Computer/Mathematical	22	0.88%
Construction/Extraction	291	11.68%
Education/Training/Library	70	2.83%
Farming/Fishing/Forestry	-	0.00%
Food Prep/Serving	58	2.32%
Health Practitioner/Technician	64	2.58%
Healthcare Support	116	4.65%
Maintenance Repair	263	10.55%
Legal	16	0.63%
Life/Physical/Social Science	45	1.82%
Management	238	9.55%
Office/Admin. Support	328	13.19%
Production	172	6.91%
Protective Services	30	1.19%
Sales/Related	205	8.23%
Personal Care/Service	39	1.57%
Transportation/Moving	299	12.00%
<b>2024 Est. Pop 16+ by Occupation Classification</b>	<b>2,488</b>	
White Collar	1,141	45.85%
Blue Collar	1,024	41.14%
Service and Farm	324	13.00%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>	<b>2,488</b>	
Drove Alone	1,805	72.53%
Car Pooled	179	7.18%
Public Transportation	-	0.00%
Walked	61	2.46%
Bicycle	14	0.57%
Other Means	240	9.64%
Worked at Home	190	7.62%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	324	14.09%
15 - 29 Minutes	418	18.19%
30 - 44 Minutes	850	36.97%
45 - 59 Minutes	331	14.42%
60 or more Minutes	375	16.34%
2024 Est. Avg Travel Time to Work in Minutes		40.00
<b>2024 Est. Occupied Housing Units by Tenure</b>	<b>1,820</b>	
Owner Occupied	1,351	74.23%
Renter Occupied	387	21.25%
2024 Owner Occ. HUs: Avg. Length of Residence		13.4 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		6.2 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>	<b>1,351</b>	
Value Less than \$20,000	147	10.88%
Value \$20,000 - \$39,999	19	1.42%
Value \$40,000 - \$59,999	37	2.72%
Value \$60,000 - \$79,999	-	0.00%
Value \$80,000 - \$99,999	9	0.65%
Value \$100,000 - \$149,999	37	2.72%
Value \$150,000 - \$199,999	4	0.33%
Value \$200,000 - \$299,999	112	8.27%
Value \$300,000 - \$399,999	223	16.54%
Value \$400,000 - \$499,999	303	22.42%
Value \$500,000 - \$749,999	268	19.80%
Value \$750,000 - \$999,999	172	12.73%
Value \$1,000,000 or \$1,499,999	16	1.20%
Value \$1,500,000 or \$1,999,999	4	0.33%
Value \$2,000,000+	-	0.00%
2024 Est. Median All Owner-Occupied Housing Value		\$429,319
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	1,083	80.13%
1 Unit Attached	38	2.83%
2 Units	-	0.00%
3 or 4 Units	-	0.00%
5 to 19 Units	41	3.07%
20 to 49 Units	53	3.96%
50 or More Units	-	0.00%
Mobile Home or Trailer	135	10.02%
Boat, RV, Van, etc.	-	0.00%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	187	13.81%
Housing Units Built 2010 to 2019	116	8.56%
Housing Units Built 2000 to 2009	150	11.07%
Housing Units Built 1990 to 1999	184	13.65%
Housing Units Built 1980 to 1989	332	24.56%
Housing Units Built 1970 to 1979	183	13.57%
Housing Units Built 1960 to 1969	23	1.70%
Housing Units Built 1950 to 1959	104	7.67%
Housing Units Built 1940 to 1949	1	0.08%
Housing Unit Built 1939 or Earlier	72	5.33%
2024 Est. Median Year Structure Built		1989

<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**RetailCoach**.®

## 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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