



The **Retail** Coach.®

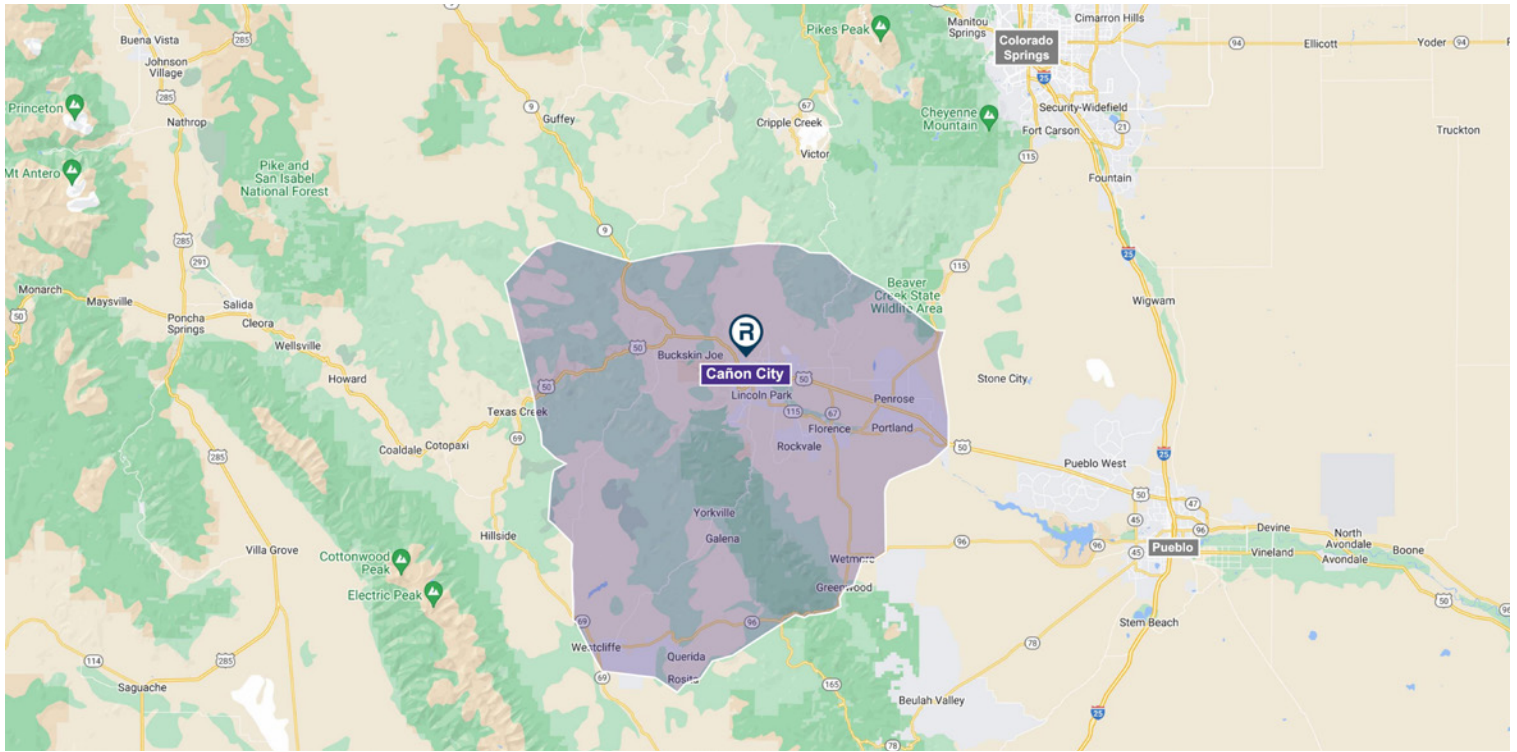
# Retail Trade Area Demographic Profile

CAÑON CITY, COLORADO

Prepared for City of Cañon City  
August 2022

# Retail Trade Area • Demographic Snapshot

## Cañon City, Colorado



### Population

2010	47,288	0 - 9 Years	8.56%
2022	48,567	10 - 17 Years	7.57%
2027	49,589	18 - 24 Years	7.18%

### Educational Attainment (%)

Graduate or Professional Degree	7.42%	25 - 34 Years	13.70%
Bachelors Degree	11.92%	35 - 44 Years	12.91%
Associate Degree	8.96%	45 - 54 Years	12.06%
Some College	23.89%	55 - 64 Years	14.39%
High School Graduate (GED)	38.22%	65 and Older	23.63%
Some High School, No Degree	7.91%	Median Age	45.07
Less than 9th Grade	1.69%	Average Age	44.62

### Income

Average HH	\$72,995
Median HH	\$57,224
Per Capita	\$32,504

### Race Distribution (%)

White	89.19%
Black/African American	3.95%
American Indian/Alaskan	1.64%
Asian	0.98%
Native Hawaiian/Islander	0.05%
Other Race	1.83%
Two or More Races	2.37%
Hispanic	14.09%



**CAÑON CITY**  
COLORADO

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# Retail Trade Area • Demographic Profile

Cañon City, Colorado

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	49,589	
2022 Estimate	48,567	
2010 Census	47,288	
2000 Census	46,154	
Growth 2022 - 2027		2.10%
Growth 2010 - 2022		2.71%
Growth 2000 - 2010		2.46%
<b>2022 Est. Population by Single-Classification Race</b>	<b>48,567</b>	
White Alone	43,316	89.19%
Black or African American Alone	1,917	3.95%
Amer. Indian and Alaska Native Alone	795	1.64%
Asian Alone	477	0.98%
Native Hawaiian and Other Pacific Island Alone	24	0.05%
Some Other Race Alone	888	1.83%
Two or More Races	1,151	2.37%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>48,567</b>	
Not Hispanic or Latino	41,723	85.91%
Hispanic or Latino	6,844	14.09%
Mexican	5,370	78.46%
Puerto Rican	95	1.39%
Cuban	51	0.75%
All Other Hispanic or Latino	1,329	19.42%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>6,844</b>	
White Alone	5,443	79.53%
Black or African American Alone	47	0.69%
American Indian and Alaska Native Alone	151	2.21%
Asian Alone	9	0.13%
Native Hawaiian and Other Pacific Islander Alone	7	0.10%
Some Other Race Alone	867	12.67%
Two or More Races	320	4.68%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>477</b>	
Chinese, except Taiwanese	81	16.98%
Filipino	142	29.77%
Japanese	41	8.60%
Asian Indian	32	6.71%
Korean	49	10.27%
Vietnamese	44	9.22%
Cambodian	1	0.21%
Hmong	1	0.21%
Laotian	2	0.42%
Thai	1	0.21%
All Other Asian Races Including 2+ Category	83	17.40%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>48,567</b>	
Arab	459	0.95%
Czech	198	0.41%
Danish	152	0.31%
Dutch	878	1.81%
English	4,340	8.94%
French (except Basque)	1,058	2.18%
French Canadian	183	0.38%
German	7,315	15.06%
Greek	132	0.27%
Hungarian	55	0.11%
Irish	3,800	7.82%
Italian	1,848	3.81%
Lithuanian	18	0.04%
United States or American	1,689	3.48%
Norwegian	942	1.94%
Polish	548	1.13%
Portuguese	84	0.17%
Russian	161	0.33%
Scottish	868	1.79%
Scotch-Irish	563	1.16%
Slovak	101	0.21%
Subsaharan African	230	0.47%
Swedish	761	1.57%
Swiss	85	0.18%
Ukrainian	33	0.07%
Welsh	377	0.78%
West Indian (except Hisp. groups)	35	0.07%
Other ancestries	11,889	24.48%
Ancestry Unclassified	9,767	20.11%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	43,245	92.99%
Speak Asian/Pacific Island Language at Home	156	0.34%
Speak IndoEuropean Language at Home	441	0.95%
Speak Spanish at Home	2,221	4.78%
Speak Other Language at Home	444	0.96%

# Retail Trade Area • Demographic Profile

Cañon City, Colorado

DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>48,567</b>	
Age 0 - 4	2,061	4.24%
Age 5 - 9	2,096	4.32%
Age 10 - 14	2,246	4.62%
Age 15 - 17	1,432	2.95%
Age 18 - 20	1,400	2.88%
Age 21 - 24	2,086	4.29%
Age 25 - 34	6,652	13.70%
Age 35 - 44	6,269	12.91%
Age 45 - 54	5,859	12.06%
Age 55 - 64	6,990	14.39%
Age 65 - 74	6,930	14.27%
Age 75 - 84	3,344	6.88%
Age 85 and over	1,202	2.48%
Age 16 and over	41,691	85.84%
Age 18 and over	40,733	83.87%
Age 21 and over	39,333	80.99%
Age 65 and over	11,476	23.63%
2022 Est. Median Age		45.07
2022 Est. Average Age		44.62
<b>2022 Est. Population by Sex</b>	<b>48,567</b>	
Male	27,539	56.70%
Female	21,028	43.30%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>27,539</b>	
Age 0 - 4	1,059	3.85%
Age 5 - 9	1,075	3.90%
Age 10 - 14	1,140	4.14%
Age 15 - 17	730	2.65%
Age 18 - 20	794	2.88%
Age 21 - 24	1,325	4.81%
Age 25 - 34	4,658	16.91%
Age 35 - 44	4,111	14.93%
Age 45 - 54	3,621	13.15%
Age 55 - 64	3,478	12.63%
Age 65 - 74	3,395	12.33%
Age 75 - 84	1,673	6.08%
Age 85 and over	481	1.75%
2022 Est. Median Age, Male		42.14
2022 Est. Average Age, Male		43.83
<b>2022 Est. Female Population by Age</b>	<b>21,028</b>	
Age 0 - 4	1,002	4.76%
Age 5 - 9	1,021	4.86%
Age 10 - 14	1,106	5.26%
Age 15 - 17	702	3.34%
Age 18 - 20	606	2.88%
Age 21 - 24	762	3.62%
Age 25 - 34	1,994	9.48%
Age 35 - 44	2,157	10.26%
Age 45 - 54	2,238	10.64%
Age 55 - 64	3,512	16.70%
Age 65 - 74	3,535	16.81%
Age 75 - 84	1,672	7.95%
Age 85 and over	721	3.43%
2022 Est. Median Age, Female		50.58
2022 Est. Average Age, Female		39.69

# Retail Trade Area • Demographic Profile

Cañon City, Colorado

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	10,126	24.02%
Males, Never Married	7,354	17.44%
Females, Never Married	2,772	6.57%
Married, Spouse present	18,590	44.09%
Married, Spouse absent	4,389	10.41%
Widowed	2,505	5.94%
Males Widowed	754	1.79%
Females Widowed	1,752	4.16%
Divorced	6,553	15.54%
Males Divorced	3,679	8.73%
Females Divorced	2,875	6.82%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	628	1.69%
Some High School, no diploma	2,946	7.91%
High School Graduate (or GED)	14,235	38.22%
Some College, no degree	8,900	23.89%
Associate Degree	3,337	8.96%
Bachelor's Degree	4,439	11.92%
Master's Degree	2,202	5.91%
Professional School Degree	357	0.96%
Doctorate Degree	204	0.55%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	942	19.68%
High School Graduate	2,563	53.54%
Some College or Associate's Degree	1,012	21.14%
Bachelor's Degree or Higher	270	5.64%
<b>Households</b>		
2027 Projection	18,790	
2022 Estimate	18,077	
2010 Census	16,747	
2000 Census	15,259	
Growth 2022 - 2027		3.94%
Growth 2010 - 2022		7.94%
Growth 2000 - 2010		9.75%
<b>2022 Est. Households by Household Type</b>	<b>18,077</b>	
Family Households	11,905	65.86%
Nonfamily Households	6,171	34.14%
2022 Est. Group Quarters Population	7,971	
2022 Households by Ethnicity, Hispanic/Latino	1,286	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>18,077</b>	
Income < \$15,000	1,742	9.64%
Income \$15,000 - \$24,999	1,767	9.78%
Income \$25,000 - \$34,999	1,779	9.84%
Income \$35,000 - \$49,999	2,639	14.60%
Income \$50,000 - \$74,999	3,441	19.03%
Income \$75,000 - \$99,999	2,388	13.21%
Income \$100,000 - \$124,999	1,693	9.37%
Income \$125,000 - \$149,999	1,146	6.34%
Income \$150,000 - \$199,999	911	5.04%
Income \$200,000 - \$249,999	283	1.56%
Income \$250,000 - \$499,999	222	1.23%
Income \$500,000+	66	0.37%
2022 Est. Average Household Income		\$72,995
2022 Est. Median Household Income		\$57,224
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$58,492
Black or African American Alone		\$62,098
American Indian and Alaska Native Alone		\$37,678
Asian Alone		\$49,134
Native Hawaiian and Other Pacific Islander Alone		\$89,197
Some Other Race Alone		\$36,991
Two or More Races		\$40,953
Hispanic or Latino		\$49,676
Not Hispanic or Latino		\$57,868
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>11,905</b>	
Married-Couple Family, own children	2,753	23.12%
Married-Couple Family, no own children	6,630	55.69%
Male Householder, own children	463	3.89%
Male Householder, no own children	370	3.11%
Female Householder, own children	967	8.12%
Female Householder, no own children	722	6.07%
<b>2022 Est. Households by Household Size</b>	<b>18,077</b>	
1-person	5,586	30.90%
2-person	7,273	40.23%
3-person	2,350	13.00%
4-person	1,624	8.98%
5-person	783	4.33%
6-person	312	1.73%
7-or-more-person	148	0.82%
2022 Est. Average Household Size		2.25

# Retail Trade Area • Demographic Profile

Cañon City, Colorado

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>18,077</b>	
Households with 1 or More People under Age 18:	4,698	25.99%
Married-Couple Family	3,001	63.88%
Other Family, Male Householder	524	11.15%
Other Family, Female Householder	1,127	23.99%
Nonfamily, Male Householder	34	0.72%
Nonfamily, Female Householder	12	0.26%
<b>Households with No People under Age 18:</b>	<b>13,378</b>	
Married-Couple Family	6,382	47.71%
Other Family, Male Householder	307	2.29%
Other Family, Female Householder	564	4.22%
Nonfamily, Male Householder	2,883	21.55%
Nonfamily, Female Householder	3,243	24.24%
<b>2022 Est. Households by Number of Vehicles</b>	<b>18,077</b>	
No Vehicles	983	5.44%
1 Vehicle	4,901	27.11%
2 Vehicles	6,832	37.79%
3 Vehicles	3,235	17.90%
4 Vehicles	1,308	7.24%
5 or more Vehicles	818	4.53%
2022 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2027 Projection	12,390	
2022 Estimate	11,905	
2010 Census	10,988	
2000 Census	10,459	
Growth 2022 - 2027		4.07%
Growth 2010 - 2022		8.35%
Growth 2000 - 2010		5.06%
<b>2022 Est. Families by Poverty Status</b>	<b>11,905</b>	
2022 Families at or Above Poverty	10,760	90.38%
2022 Families at or Above Poverty with Children	3,141	26.38%
2022 Families Below Poverty	1,145	9.62%
2022 Families Below Poverty with Children	826	6.94%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	14,890	35.72%
Civilian Labor Force, Unemployed	845	2.03%
Armed Forces	24	0.06%
Not in Labor Force	25,931	62.20%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>15,635</b>	
For-Profit Private Workers	8,099	51.80%
Non-Profit Private Workers	1,308	8.37%
Local Government Workers	683	4.37%
State Government Workers	1,637	10.47%
Federal Government Workers	1,795	11.48%
Self-Employed Workers	2,061	13.18%
Unpaid Family Workers	53	0.34%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>15,635</b>	
Architect/Engineer	90	0.58%
Arts/Entertainment/Sports	143	0.92%
Building Grounds Maintenance	794	5.08%
Business/Financial Operations	510	3.26%
Community/Social Services	627	4.01%
Computer/Mathematical	163	1.04%
Construction/Extraction	1,265	8.09%
Education/Training/Library	1,058	6.77%
Farming/Fishing/Forestry	115	0.74%
Food Prep/Serving	595	3.81%
Health Practitioner/Technician	954	6.10%
Healthcare Support	751	4.80%
Maintenance Repair	663	4.24%
Legal	150	0.96%
Life/Physical/Social Science	102	0.65%
Management	1,503	9.61%
Office/Admin. Support	1,688	10.80%
Production	494	3.16%
Protective Services	1,171	7.49%
Sales/Related	1,494	9.56%
Personal Care/Service	377	2.41%
Transportation/Moving	931	5.96%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>15,635</b>	
White Collar	8,480	54.24%
Blue Collar	3,353	21.45%
Service and Farm	3,802	24.32%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>15,394</b>	
Drove Alone	12,372	80.37%
Car Pooled	1,493	9.70%
Public Transportation	23	0.15%
Walked	335	2.18%
Bicycle	16	0.10%
Other Means	95	0.62%
Worked at Home	1,059	6.88%

# Retail Trade Area • Demographic Profile

## Cañon City, Colorado

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	5,912	
15 - 29 Minutes	4,369	
30 - 44 Minutes	1,489	
45 - 59 Minutes	952	
60 or more Minutes	1,566	
2022 Est. Avg Travel Time to Work in Minutes		26
2022 Est. Occupied Housing Units by Tenure	18,077	
Owner Occupied	13,548	74.95%
Renter Occupied	4,528	25.05%
2022 Owner Occ. HUs: Avg. Length of Residence		14.49 <sup>†</sup>
2022 Renter Occ. HUs: Avg. Length of Residence		6.36 <sup>†</sup>
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>18,077</b>	
Value Less than \$20,000	541	3.99%
Value \$20,000 - \$39,999	321	2.37%
Value \$40,000 - \$59,999	219	1.62%
Value \$60,000 - \$79,999	222	1.64%
Value \$80,000 - \$99,999	317	2.34%
Value \$100,000 - \$149,999	1,662	12.27%
Value \$150,000 - \$199,999	1,907	14.08%
Value \$200,000 - \$299,999	3,348	24.71%
Value \$300,000 - \$399,999	2,131	15.73%
Value \$400,000 - \$499,999	1,141	8.42%
Value \$500,000 - \$749,999	1,177	8.69%
Value \$750,000 - \$999,999	241	1.78%
Value \$1,000,000 or \$1,499,999	154	1.14%
Value \$1,500,000 or \$1,999,999	36	0.27%
Value \$2,000,000+	133	0.98%
2022 Est. Median All Owner-Occupied Housing Value		\$244,031
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	16,010	75.61%
1 Unit Attached	285	1.35%
2 Units	509	2.40%
3 or 4 Units	335	1.58%
5 to 19 Units	467	2.21%
20 to 49 Units	202	0.95%
50 or More Units	394	1.86%
Mobile Home or Trailer	2,887	13.64%
Boat, RV, Van, etc.	85	0.40%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	1,415	6.68%
Housing Units Built 2010 to 2014	393	1.86%
Housing Units Built 2000 to 2009	3,345	15.80%
Housing Units Built 1990 to 1999	3,828	18.08%
Housing Units Built 1980 to 1989	2,828	13.36%
Housing Units Built 1970 to 1979	3,351	15.83%
Housing Units Built 1960 to 1969	1,117	5.28%
Housing Units Built 1950 to 1959	1,259	5.95%
Housing Units Built 1940 to 1949	466	2.20%
Housing Unit Built 1939 or Earlier	3,173	14.99%
2022 Est. Median Year Structure Built		1984

<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, 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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