



The **Retail** Coach®

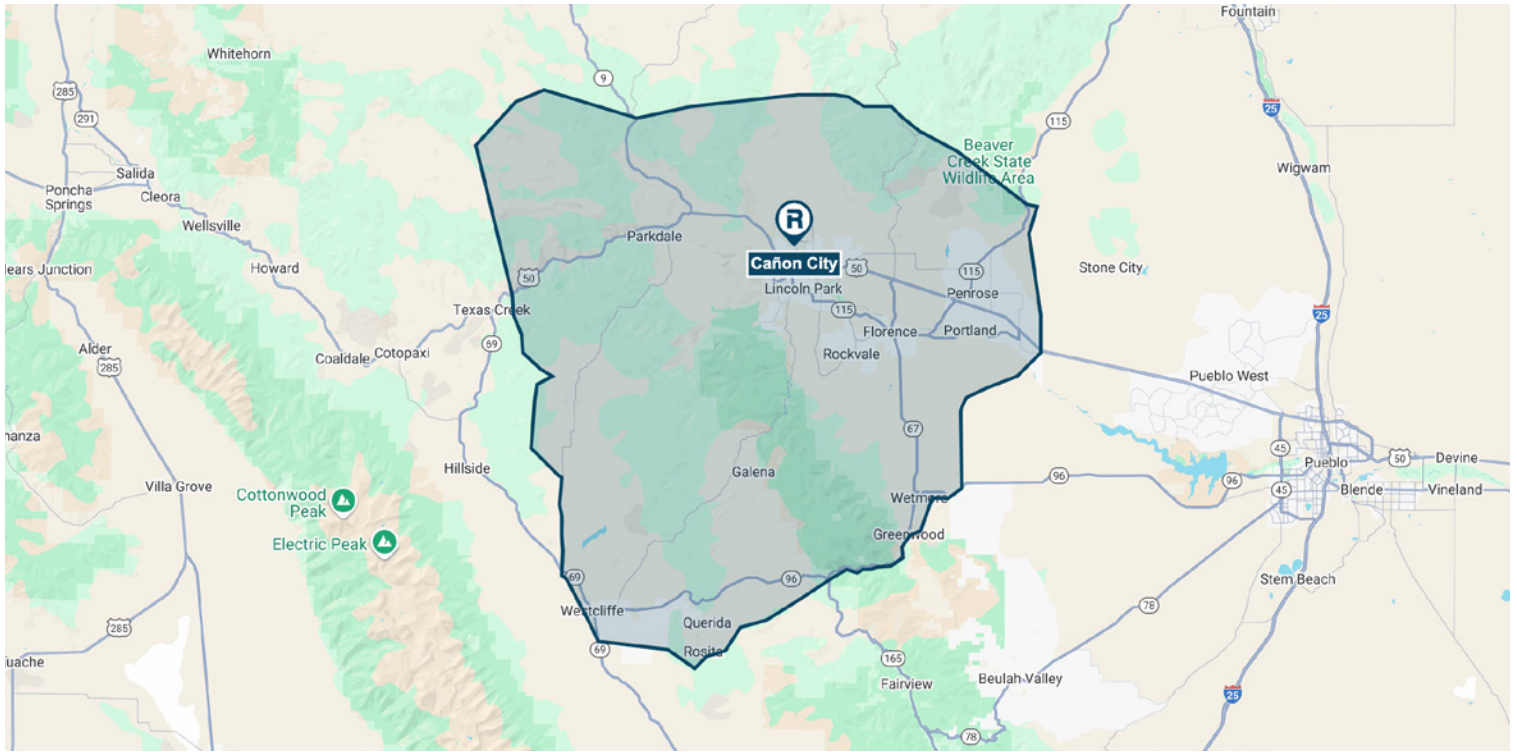
Retail Trade Area Demographic Profile

CAÑON CITY, COLORADO

Prepared for City of Cañon City
September 2024

Retail Trade Area • Demographic Snapshot

Cañon City, Colorado



Population

2020	49,017
2024	50,409
2029	52,280

Educational Attainment (%)

Graduate or Professional Degree	6.75%
Bachelors Degree	12.72%
Associate Degree	8.38%
Some College	23.01%
High School Graduate (GED)	39.42%
Some High School, No Degree	7.31%
Less than 9th Grade	2.41%

Income

Average HH	\$80,518
Median HH	\$63,120
Per Capita	\$35,379

Age

0 - 9 Years	7.78%
10 - 17 Years	7.30%
18 - 24 Years	7.03%
25 - 34 Years	12.11%
35 - 44 Years	13.62%
45 - 54 Years	11.37%
55 - 64 Years	14.52%
65 and Older	26.28%
Median Age	46.87
Average Age	46.10

Race Distribution (%)

White	80.70%
Black/African American	4.11%
American Indian/Alaskan	1.90%
Asian	0.70%
Native Hawaiian/Islander	0.05%
Other Race	5.40%
Two or More Races	7.14%
Hispanic	12.97%



CAÑON CITY
COLORADO

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Retail Trade Area • Demographic Profile

Cañon City, Colorado

DESCRIPTION	DATA	%
Population		
2029 Projection	52,280	
2024 Estimate	50,409	
2020 Census	49,017	
2010 Census	46,937	
Growth 2024 - 2029		3.71%
Growth 2020 - 2024		2.84%
Growth 2010 - 2020		4.43%
2024 Est. Population by Single-Classification Race	50,409	
White Alone	40,682	80.70%
Black or African American Alone	2,070	4.11%
Amer. Indian and Alaska Native Alone	956	1.90%
Asian Alone	354	0.70%
Native Hawaiian and Other Pacific Island Alone	26	0.05%
Some Other Race Alone	2,723	5.40%
Two or More Races	3,598	7.14%
2024 Est. Population by Hispanic or Latino Origin	50,409	
Not Hispanic or Latino	43,869	87.03%
Hispanic or Latino	6,540	12.97%
Mexican	2,264	34.62%
Puerto Rican	233	3.56%
Cuban	87	1.33%
All Other Hispanic or Latino	3,957	60.51%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	6,540	
White Alone	2,438	37.28%
Black or African American Alone	41	0.63%
American Indian and Alaska Native Alone	168	2.57%
Asian Alone	8	0.12%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	2,472	37.80%
Two or More Races	1,413	21.61%
2024 Est. Pop by Race, Asian Alone, by Category	354	
Chinese, except Taiwanese	65	18.36%
Filipino	44	12.43%
Japanese	20	5.65%
Asian Indian	15	4.24%
Korean	88	24.86%
Vietnamese	20	5.65%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	101	28.53%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	50,409	
Arab	103	0.20%
Czech	201	0.40%
Danish	165	0.33%
Dutch	888	1.76%
English	5,386	10.69%
French (except Basque)	788	1.56%
French Canadian	118	0.23%
German	6,835	13.56%
Greek	268	0.53%
Hungarian	29	0.06%
Irish	4,038	8.01%
Italian	1,787	3.54%
Lithuanian	34	0.07%
United States or American	1,113	2.21%
Norwegian	944	1.87%
Polish	497	0.99%
Portuguese	119	0.24%
Russian	157	0.31%
Scottish	974	1.93%
Scotch-Irish	511	1.01%
Slovak	68	0.14%
Subsaharan African	148	0.29%
Swedish	608	1.21%
Swiss	65	0.13%
Ukrainian	34	0.07%
Welsh	276	0.55%
West Indian (except Hisp. groups)	6	0.01%
Other ancestries	10,682	21.19%
Ancestry Unclassified	13,567	26.91%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	45,571	94.00%
Speak Asian/Pacific Island Language at Home	130	0.27%
Speak IndoEuropean Language at Home	305	0.63%
Speak Spanish at Home	2,218	4.58%
Speak Other Language at Home	173	0.36%



Retail Trade Area • Demographic Profile

Cañon City, Colorado

DESCRIPTION	DATA	%
2024 Est. Population by Age	50,409	
Age 0 - 4	1,930	3.83%
Age 5 - 9	1,990	3.95%
Age 10 - 14	2,240	4.44%
Age 15 - 17	1,439	2.85%
Age 18 - 20	1,483	2.94%
Age 21 - 24	2,059	4.08%
Age 25 - 34	6,106	12.11%
Age 35 - 44	6,867	13.62%
Age 45 - 54	5,729	11.37%
Age 55 - 64	7,321	14.52%
Age 65 - 74	7,777	15.43%
Age 75 - 84	4,179	8.29%
Age 85 and over	1,291	2.56%
Age 16 and over	43,771	86.83%
Age 18 and over	42,811	84.93%
Age 21 and over	41,327	81.98%
Age 65 and over	13,247	26.28%
2024 Est. Median Age		46.87
2024 Est. Average Age		46.10
2024 Est. Population by Sex	50,409	
Male	28,654	56.84%
Female	21,755	43.16%
2024 Est. Male Population by Age	28,654	
Age 0 - 4	992	3.46%
Age 5 - 9	1,028	3.59%
Age 10 - 14	1,137	3.97%
Age 15 - 17	732	2.56%
Age 18 - 20	786	2.74%
Age 21 - 24	1,189	4.15%
Age 25 - 34	4,260	14.87%
Age 35 - 44	4,682	16.34%
Age 45 - 54	3,558	12.42%
Age 55 - 64	3,856	13.46%
Age 65 - 74	3,843	13.41%
Age 75 - 84	2,042	7.13%
Age 85 and over	551	1.92%
2024 Est. Median Age, Male		43.90
2024 Est. Average Age, Male		45.33
2024 Est. Female Population by Age	21,755	
Age 0 - 4	938	4.31%
Age 5 - 9	963	4.43%
Age 10 - 14	1,103	5.07%
Age 15 - 17	707	3.25%
Age 18 - 20	698	3.21%
Age 21 - 24	869	4.00%
Age 25 - 34	1,846	8.49%
Age 35 - 44	2,185	10.04%
Age 45 - 54	2,171	9.98%
Age 55 - 64	3,465	15.93%
Age 65 - 74	3,934	18.08%
Age 75 - 84	2,138	9.83%
Age 85 and over	739	3.40%
2024 Est. Median Age, Female		52.57
2024 Est. Average Age, Female		45.97

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	11,575	26.16%
Males, Never Married	8,437	19.07%
Females, Never Married	3,137	7.09%
Married, Spouse present	18,909	42.73%
Married, Spouse absent	4,202	9.50%
Widowed	2,657	6.00%
Males Widowed	641	1.45%
Females Widowed	2,016	4.56%
Divorced	6,906	15.61%
Males Divorced	3,897	8.81%
Females Divorced	3,009	6.80%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	948	2.41%
Some High School, no diploma	2,870	7.31%
High School Graduate (or GED)	15,480	39.42%
Some College, no degree	9,036	23.01%
Associate Degree	3,291	8.38%
Bachelor's Degree	4,993	12.72%
Master's Degree	2,005	5.11%
Professional School Degree	428	1.09%
Doctorate Degree	218	0.56%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	946	20.60%
High School Graduate	2,320	50.51%
Some College or Associate's Degree	1,012	22.03%
Bachelor's Degree or Higher	315	6.86%
Households		
2029 Projection	19,447	
2024 Estimate	18,623	
2020 Census	17,968	
2010 Census	16,612	
Growth 2024 - 2029		4.42%
Growth 2020 - 2024		3.64%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	18,623	
Family Households	12,246	65.76%
Nonfamily Households	6,377	34.24%
2024 Est. Group Quarters Population	8,026	
2024 Households by Ethnicity, Hispanic/Latino	1,331	



Retail Trade Area • Demographic Profile

Cañon City, Colorado

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	18,623	
Income < \$15,000	1,783	9.57%
Income \$15,000 - \$24,999	1,776	9.54%
Income \$25,000 - \$34,999	1,788	9.60%
Income \$35,000 - \$49,999	2,262	12.15%
Income \$50,000 - \$74,999	3,085	16.57%
Income \$75,000 - \$99,999	2,561	13.75%
Income \$100,000 - \$124,999	2,089	11.22%
Income \$125,000 - \$149,999	1,359	7.30%
Income \$150,000 - \$199,999	1,000	5.37%
Income \$200,000 - \$249,999	478	2.57%
Income \$250,000 - \$499,999	325	1.75%
Income \$500,000+	118	0.63%
2024 Est. Average Household Income		\$80,518
2024 Est. Median Household Income		\$63,120
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$65,780
Black or African American Alone		\$60,783
American Indian and Alaska Native Alone		\$48,083
Asian Alone		\$45,464
Native Hawaiian and Other Pacific Islander Alone		\$38,055
Some Other Race Alone		\$34,814
Two or More Races		\$41,951
Hispanic or Latino		\$46,288
Not Hispanic or Latino		\$64,304
2024 Est. HH by Type and Presence of Own Child.	18,623	
Family Households with Children	3,592	19.29%
Family Households without Children	15,031	80.71%
Married-Couple Families	9,401	50.48%
Married-Couple Family, own children	2,545	13.67%
Married-Couple Family, no own children	6,856	36.82%
Cohabiting-Couple Families	1,025	5.50%
Cohabiting-Couple Family, own children	217	1.16%
Cohabiting-Couple Family, no own children	808	4.34%
Male Householder Families	3,483	18.70%
Male Householder, own children	188	1.01%
Male Householder, no own children	394	2.12%
Male Householder, only Nonrelatives	280	1.50%
Male Householder, Living Alone	2,622	14.08%
Female Householder Families	4,714	25.31%
Female Householder, own children	642	3.45%
Female Householder, no own children	771	4.14%
Female Householder, only Nonrelatives	222	1.19%
Female Householder, Living Alone	3,079	16.53%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	18,623	
1-person	5,852	31.42%
2-person	7,244	38.90%
3-person	2,425	13.02%
4-person	1,678	9.01%
5-person	775	4.16%
6-person	388	2.08%
7-or-more-person	260	1.40%
2024 Est. Average Household Size		2.27
2024 Est. Households by Number of Vehicles	18,623	
No Vehicles	881	4.73%
1 Vehicle	5,275	28.32%
2 Vehicles	6,869	36.88%
3 Vehicles	3,536	18.99%
4 Vehicles	1,121	6.02%
5 or more Vehicles	941	5.05%
2024 Est. Average Number of Vehicles		2.1
Family Households		
2029 Projection	12,816	
2024 Estimate	12,246	
2020 Estimate	11,327	
2010 Census	10,889	
Growth 2024 - 2029		4.66%
Growth 2020 - 2024		8.11%
Growth 2010 - 2020		4.02%
2024 Est. Families by Poverty Status	12,246	
2024 Families at or Above Poverty	11,173	91.24%
2024 Families at or Above Poverty with Children	3,472	28.35%
2024 Families Below Poverty	1,073	8.76%
2024 Families Below Poverty with Children	781	6.38%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	16,062	36.70%
Civilian Labor Force, Unemployed	810	1.85%
Armed Forces	67	0.15%
Not in Labor Force	26,831	61.30%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	9,031	54.32%
Non-Profit Private Workers	1,445	8.69%
Local Government Workers	628	3.78%
State Government Workers	1,203	7.24%
Federal Government Workers	1,757	10.57%
Self-Employed Workers	2,457	14.78%
Unpaid Family Workers	105	0.63%

Retail Trade Area • Demographic Profile

Cañon City, Colorado

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	85	0.51%
Arts/Entertainment/Sports	168	1.01%
Building Grounds Maintenance	585	3.52%
Business/Financial Operations	768	4.62%
Community/Social Services	622	3.74%
Computer/Mathematical	278	1.67%
Construction/Extraction	1,329	7.99%
Education/Training/Library	1,064	6.40%
Farming/Fishing/Forestry	163	0.98%
Food Prep/Serving	663	3.99%
Health Practitioner/Technician	879	5.29%
Healthcare Support	878	5.28%
Maintenance Repair	608	3.66%
Legal	247	1.49%
Life/Physical/Social Science	65	0.39%
Management	1,527	9.18%
Office/Admin. Support	1,614	9.71%
Production	570	3.43%
Protective Services	1,142	6.87%
Sales/Related	1,718	10.33%
Personal Care/Service	512	3.08%
Transportation/Moving	1,141	6.86%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	9,035	54.34%
Blue Collar	3,648	21.94%
Service and Farm	3,942	23.71%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	12,760	77.30%
Car Pooled	1,587	9.61%
Public Transportation	14	0.09%
Walked	331	2.00%
Bicycle	34	0.21%
Other Means	105	0.64%
Worked at Home	1,677	10.16%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,475	
15 - 29 Minutes	3,985	
30 - 44 Minutes	1,474	
45 - 59 Minutes	917	
60 or more Minutes	1,989	
2024 Est. Avg Travel Time to Work in Minutes		28
2024 Est. Occupied Housing Units by Tenure	18,623	
Owner Occupied	14,112	75.78%
Renter Occupied	4,510	24.22%
2024 Owner Occ. HUs: Avg. Length of Residence		15.77 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.55 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	14,112	
Value Less than \$20,000	477	3.38%
Value \$20,000 - \$39,999	367	2.60%
Value \$40,000 - \$59,999	102	0.72%
Value \$60,000 - \$79,999	231	1.64%
Value \$80,000 - \$99,999	194	1.37%
Value \$100,000 - \$149,999	1,325	9.39%
Value \$150,000 - \$199,999	1,673	11.86%
Value \$200,000 - \$299,999	3,463	24.54%
Value \$300,000 - \$399,999	2,711	19.21%
Value \$400,000 - \$499,999	1,785	12.65%
Value \$500,000 - \$749,999	1,104	7.82%
Value \$750,000 - \$999,999	364	2.58%
Value \$1,000,000 or \$1,499,999	189	1.34%
Value \$1,500,000 or \$1,999,999	16	0.11%
Value \$2,000,000+	110	0.78%
2024 Est. Median All Owner-Occupied Housing Value		\$276,352
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	15,818	74.17%
1 Unit Attached	358	1.68%
2 Units	354	1.66%
3 or 4 Units	309	1.45%
5 to 19 Units	849	3.98%
20 to 49 Units	285	1.34%
50 or More Units	336	1.58%
Mobile Home or Trailer	3,016	14.14%
Boat, RV, Van, etc.	0	0.00%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	653	3.06%
Housing Units Built 2010 to 2019	907	4.25%
Housing Units Built 2000 to 2009	3,295	15.45%
Housing Units Built 1990 to 1999	3,523	16.52%
Housing Units Built 1980 to 1989	2,735	12.83%
Housing Units Built 1970 to 1979	3,746	17.57%
Housing Units Built 1960 to 1969	1,145	5.37%
Housing Units Built 1950 to 1959	1,227	5.75%
Housing Units Built 1940 to 1949	676	3.17%
Housing Unit Built 1939 or Earlier	3,419	16.03%
2024 Est. Median Year Structure Built		1982

[†] 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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