



The**Retail**Coach.®

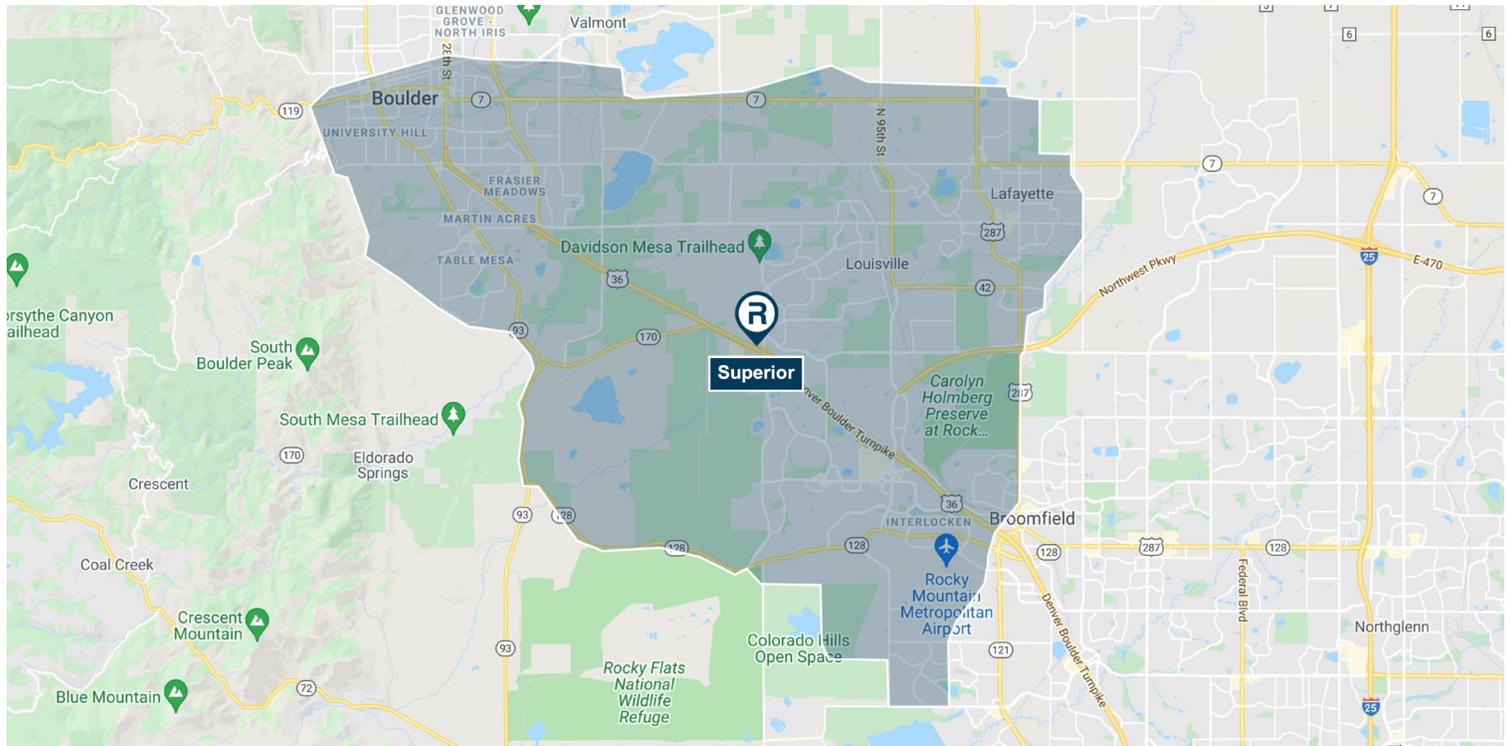
# Primary Retail Trade Area Demographic Profile

SUPERIOR, COLORADO

Prepared for Town of Superior  
January 2022

# Primary Retail Trade Area • Demographic Snapshot

## Superior, Colorado



### Population

2010	132,521	0 - 9 Years	7.65%
2022	147,538	10 - 17 Years	8.55%
2027	153,286	18 - 24 Years	19.41%

### Educational Attainment (%)

Graduate or Professional Degree	33.51%	25 - 34 Years	14.85%
Bachelors Degree	37.65%	35 - 44 Years	13.29%
Associate Degree	5.36%	45 - 54 Years	11.53%
Some College	12.41%	55 - 64 Years	10.68%
High School Graduate (GED)	8.17%	65 and Older	14.03%
Some High School, No Degree	1.41%	Median Age	34.63
Less than 9th Grade	1.48%	Average Age	38.13

### Income

Average HH	\$136,358
Median HH	\$92,884
Per Capita	\$60,392

### Race Distribution (%)

White	85.33%
Black/African American	1.15%
American Indian/Alaskan	0.53%
Asian	6.66%
Native Hawaiian/Islander	0.06%
Other Race	2.59%
Two or More Races	3.67%
Hispanic	9.57%



**Jill Mendoza, CEcd**  
Town of Superior  
Economic Development Manager

124 East Coal Creek Drive  
Superior, Colorado 80027

Phone 303.909.2478  
jillm@superiorcolorado.gov  
Superior-Business.org

**Aaron Farmer**  
The Retail Coach, LLC  
President

Office 662.844.2155  
Cell 662.231.0608  
AFarmer@theretailcoach.net  
www.TheRetailCoach.net



# Primary Retail Trade Area • Demographic Profile

## Superior, Colorado

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	153,286	
2022 Estimate	147,538	
2010 Census	132,521	
2000 Census	125,372	
Growth 2022 - 2027		3.90%
Growth 2010 - 2022		11.33%
Growth 2000 - 2010		5.70%
<b>2022 Est. Population by Single-Classification Race</b>	<b>147,538</b>	
White Alone	125,897	85.33%
Black or African American Alone	1,702	1.15%
Amer. Indian and Alaska Native Alone	784	0.53%
Asian Alone	9,821	6.66%
Native Hawaiian and Other Pacific Island Alone	94	0.06%
Some Other Race Alone	3,827	2.59%
Two or More Races	5,412	3.67%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>147,538</b>	
Not Hispanic or Latino	133,416	90.43%
Hispanic or Latino	14,122	9.57%
Mexican	9,501	67.28%
Puerto Rican	500	3.54%
Cuban	284	2.01%
All Other Hispanic or Latino	3,838	27.18%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>14,122</b>	
White Alone	8,973	63.54%
Black or African American Alone	103	0.73%
American Indian and Alaska Native Alone	279	1.98%
Asian Alone	77	0.55%
Native Hawaiian and Other Pacific Islander Alone	14	0.10%
Some Other Race Alone	3,561	25.22%
Two or More Races	1,115	7.90%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>9,821</b>	
Chinese, except Taiwanese	3,756	38.25%
Filipino	384	3.91%
Japanese	580	5.91%
Asian Indian	2,199	22.39%
Korean	1,082	11.02%
Vietnamese	437	4.45%
Cambodian	32	0.33%
Hmong	173	1.76%
Laotian	0	0.00%
Thai	208	2.12%
All Other Asian Races Including 2+ Category	969	9.87%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>147,538</b>	
Arab	204	0.14%
Czech	927	0.63%
Danish	893	0.61%
Dutch	1,567	1.06%
English	12,607	8.55%
French (except Basque)	2,776	1.88%
French Canadian	957	0.65%
German	19,379	13.14%
Greek	596	0.40%
Hungarian	725	0.49%
Irish	12,610	8.55%
Italian	6,385	4.33%
Lithuanian	414	0.28%
United States or American	3,541	2.40%
Norwegian	2,986	2.02%
Polish	3,643	2.47%
Portuguese	380	0.26%
Russian	2,012	1.36%
Scottish	3,427	2.32%
Scotch-Irish	1,471	1.00%
Slovak	274	0.19%
Subsaharan African	415	0.28%
Swedish	2,769	1.88%
Swiss	604	0.41%
Ukrainian	490	0.33%
Welsh	1,263	0.86%
West Indian (except Hisp. groups)	206	0.14%
Other ancestries	37,819	25.63%
Ancestry Unclassified	26,200	17.76%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	122,079	85.82%
Speak Asian/Pacific Island Language at Home	7,185	5.05%
Speak IndoEuropean Language at Home	5,798	4.08%
Speak Spanish at Home	6,299	4.43%
Speak Other Language at Home	890	0.63%

# Primary Retail Trade Area • Demographic Profile

Superior, Colorado

DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>147,538</b>	
Age 0 - 4	5,287	3.58%
Age 5 - 9	6,004	4.07%
Age 10 - 14	6,998	4.74%
Age 15 - 17	5,622	3.81%
Age 18 - 20	13,418	9.10%
Age 21 - 24	15,215	10.31%
Age 25 - 34	21,908	14.85%
Age 35 - 44	19,605	13.29%
Age 45 - 54	17,015	11.53%
Age 55 - 64	15,761	10.68%
Age 65 - 74	12,852	8.71%
Age 75 - 84	5,399	3.66%
Age 85 and over	2,453	1.66%
Age 16 and over	127,427	86.37%
Age 18 and over	123,627	83.79%
Age 21 and over	110,209	74.70%
Age 65 and over	20,705	14.03%
2022 Est. Median Age		34.63
2022 Est. Average Age		38.13
<b>2022 Est. Population by Sex</b>	<b>147,538</b>	
Male	75,246	51.00%
Female	72,292	49.00%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>75,246</b>	
Age 0 - 4	2,698	3.59%
Age 5 - 9	3,077	4.09%
Age 10 - 14	3,578	4.75%
Age 15 - 17	2,864	3.81%
Age 18 - 20	6,863	9.12%
Age 21 - 24	8,395	11.16%
Age 25 - 34	11,985	15.93%
Age 35 - 44	10,188	13.54%
Age 45 - 54	8,541	11.35%
Age 55 - 64	7,658	10.18%
Age 65 - 74	6,167	8.20%
Age 75 - 84	2,383	3.17%
Age 85 and over	850	1.13%
2022 Est. Median Age, Male		33.18
2022 Est. Average Age, Male		37.26
<b>2022 Est. Female Population by Age</b>	<b>72,292</b>	
Age 0 - 4	2,589	3.58%
Age 5 - 9	2,926	4.05%
Age 10 - 14	3,420	4.73%
Age 15 - 17	2,758	3.81%
Age 18 - 20	6,555	9.07%
Age 21 - 24	6,820	9.43%
Age 25 - 34	9,923	13.73%
Age 35 - 44	9,418	13.03%
Age 45 - 54	8,475	11.72%
Age 55 - 64	8,103	11.21%
Age 65 - 74	6,685	9.25%
Age 75 - 84	3,017	4.17%
Age 85 and over	1,603	2.22%
2022 Est. Median Age, Female		36.19
2022 Est. Average Age, Female		39.01

# Primary Retail Trade Area • Demographic Profile

Superior, Colorado

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	59,500	46.03%
Males, Never Married	33,811	26.16%
Females, Never Married	25,689	19.88%
Married, Spouse present	50,043	38.72%
Married, Spouse absent	3,086	2.39%
Widowed	4,340	3.36%
Males Widowed	922	0.71%
Females Widowed	3,418	2.64%
Divorced	12,280	9.50%
Males Divorced	5,134	3.97%
Females Divorced	7,146	5.53%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,410	1.48%
Some High School, no diploma	1,343	1.41%
High School Graduate (or GED)	7,765	8.17%
Some College, no degree	11,788	12.41%
Associate Degree	5,087	5.36%
Bachelor's Degree	35,767	37.65%
Master's Degree	20,714	21.81%
Professional School Degree	4,346	4.58%
Doctorate Degree	6,775	7.13%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	959	12.19%
High School Graduate	1,394	17.71%
Some College or Associate's Degree	2,053	26.09%
Bachelor's Degree or Higher	3,463	44.00%
<b>Households</b>		
2027 Projection	64,425	
2022 Estimate	61,496	
2010 Census	54,002	
2000 Census	49,620	
Growth 2022 - 2027		4.76%
Growth 2010 - 2022		13.88%
Growth 2000 - 2010		8.83%
<b>2022 Est. Households by Household Type</b>	<b>61,496</b>	
Family Households	31,159	50.67%
Nonfamily Households	30,336	49.33%
2022 Est. Group Quarters Population	8,687	
2022 Households by Ethnicity, Hispanic/Latino	4,378	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>61,496</b>	
Income < \$15,000	5,797	9.43%
Income \$15,000 - \$24,999	3,498	5.69%
Income \$25,000 - \$34,999	3,277	5.33%
Income \$35,000 - \$49,999	5,101	8.30%
Income \$50,000 - \$74,999	7,498	12.19%
Income \$75,000 - \$99,999	7,642	12.43%
Income \$100,000 - \$124,999	5,958	9.69%
Income \$125,000 - \$149,999	4,388	7.13%
Income \$150,000 - \$199,999	6,291	10.23%
Income \$200,000 - \$249,999	3,851	6.26%
Income \$250,000 - \$499,999	4,719	7.67%
Income \$500,000+	3,475	5.65%
2022 Est. Average Household Income		\$136,358
2022 Est. Median Household Income		\$92,884
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$93,768
Black or African American Alone		\$76,899
American Indian and Alaska Native Alone		\$50,340
Asian Alone		\$106,488
Native Hawaiian and Other Pacific Islander Alone		\$48,322
Some Other Race Alone		\$40,796
Two or More Races		\$81,898
Hispanic or Latino		\$74,827
Not Hispanic or Latino		\$94,669
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>31,159</b>	
Married-Couple Family, own children	11,426	36.67%
Married-Couple Family, no own children	13,436	43.12%
Male Householder, own children	1,085	3.48%
Male Householder, no own children	991	3.18%
Female Householder, own children	2,481	7.96%
Female Householder, no own children	1,740	5.58%
<b>2022 Est. Households by Household Size</b>	<b>61,496</b>	
1-person	20,595	33.49%
2-person	20,243	32.92%
3-person	9,902	16.10%
4-person	7,233	11.76%
5-person	2,424	3.94%
6-person	785	1.28%
7-or-more-person	313	0.51%
2022 Est. Average Household Size		2.26

# Primary Retail Trade Area • Demographic Profile

## Superior, Colorado

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>61,496</b>	
Households with 1 or More People under Age 18:	15,769	25.64%
Married-Couple Family	11,740	74.45%
Other Family, Male Householder	1,201	7.62%
Other Family, Female Householder	2,713	17.20%
Nonfamily, Male Householder	80	0.51%
Nonfamily, Female Householder	34	0.22%
<b>Households with No People under Age 18:</b>	<b>45,727</b>	
Married-Couple Family	13,128	28.71%
Other Family, Male Householder	870	1.90%
Other Family, Female Householder	1,503	3.29%
Nonfamily, Male Householder	15,750	34.44%
Nonfamily, Female Householder	14,475	31.66%
<b>2022 Est. Households by Number of Vehicles</b>	<b>61,496</b>	
No Vehicles	3,746	6.09%
1 Vehicle	19,973	32.48%
2 Vehicles	24,905	40.50%
3 Vehicles	9,745	15.85%
4 Vehicles	2,233	3.63%
5 or more Vehicles	895	1.45%
2022 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2027 Projection	32,643	
2022 Estimate	31,159	
2010 Census	27,368	
2000 Census	26,352	
Growth 2022 - 2027		4.76%
Growth 2010 - 2022		13.85%
Growth 2000 - 2010		3.85%
<b>2022 Est. Families by Poverty Status</b>	<b>31,159</b>	
2022 Families at or Above Poverty	29,901	95.96%
2022 Families at or Above Poverty with Children	13,782	44.23%
2022 Families Below Poverty	1,258	4.04%
2022 Families Below Poverty with Children	720	2.31%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	83,809	65.77%
Civilian Labor Force, Unemployed	3,020	2.37%
Armed Forces	34	0.03%
Not in Labor Force	40,564	31.83%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>83,347</b>	
For-Profit Private Workers	52,980	63.57%
Non-Profit Private Workers	7,504	9.00%
Local Government Workers	1,610	1.93%
State Government Workers	6,229	7.47%
Federal Government Workers	5,468	6.56%
Self-Employed Workers	9,392	11.27%
Unpaid Family Workers	165	0.20%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>83,347</b>	
Architect/Engineer	3,854	4.62%
Arts/Entertainment/Sports	3,581	4.30%
Building Grounds Maintenance	1,136	1.36%
Business/Financial Operations	5,369	6.44%
Community/Social Services	1,039	1.25%
Computer/Mathematical	6,344	7.61%
Construction/Extraction	1,444	1.73%
Education/Training/Library	8,241	9.89%
Farming/Fishing/Forestry	206	0.25%
Food Prep/Serving	6,609	7.93%
Health Practitioner/Technician	4,615	5.54%
Healthcare Support	1,846	2.21%
Maintenance Repair	1,272	1.53%
Legal	1,527	1.83%
Life/Physical/Social Science	3,409	4.09%
Management	10,229	12.27%
Office/Admin. Support	7,152	8.58%
Production	2,203	2.64%
Protective Services	1,169	1.40%
Sales/Related	7,114	8.54%
Personal Care/Service	2,200	2.64%
Transportation/Moving	2,789	3.35%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>83,347</b>	
White Collar	62,473	74.95%
Blue Collar	7,708	9.25%
Service and Farm	13,166	15.80%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>81,720</b>	
Drove Alone	50,274	61.52%
Car Pooled	5,089	6.23%
Public Transportation	5,703	6.98%
Walked	5,153	6.31%
Bicycle	4,213	5.16%
Other Means	730	0.89%
Worked at Home	10,558	12.92%

# Primary Retail Trade Area • Demographic Profile

Superior, Colorado

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	21,001	
15 - 29 Minutes	29,574	
30 - 44 Minutes	12,075	
45 - 59 Minutes	5,388	
60 or more Minutes	3,286	
2022 Est. Avg Travel Time to Work in Minutes		25
2022 Est. Occupied Housing Units by Tenure	61,496	
Owner Occupied	33,338	54.21%
Renter Occupied	28,157	45.79%
2022 Owner Occ. HUs: Avg. Length of Residence		13.84%
2022 Renter Occ. HUs: Avg. Length of Residence		5.39%
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>61,496</b>	
Value Less than \$20,000	275	0.83%
Value \$20,000 - \$39,999	190	0.57%
Value \$40,000 - \$59,999	330	0.99%
Value \$60,000 - \$79,999	171	0.51%
Value \$80,000 - \$99,999	77	0.23%
Value \$100,000 - \$149,999	128	0.38%
Value \$150,000 - \$199,999	151	0.45%
Value \$200,000 - \$299,999	629	1.89%
Value \$300,000 - \$399,999	2,142	6.42%
Value \$400,000 - \$499,999	3,454	10.36%
Value \$500,000 - \$749,999	10,527	31.58%
Value \$750,000 - \$999,999	7,748	23.24%
Value \$1,000,000 or \$1,499,999	4,753	14.26%
Value \$1,500,000 or \$1,999,999	1,441	4.32%
Value \$2,000,000+	1,323	3.97%
2022 Est. Median All Owner-Occupied Housing Value		\$714,827
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	32,383	50.31%
1 Unit Attached	5,174	8.04%
2 Units	1,239	1.92%
3 or 4 Units	3,055	4.75%
5 to 19 Units	9,982	15.51%
20 to 49 Units	4,654	7.23%
50 or More Units	6,321	9.82%
Mobile Home or Trailer	1,417	2.20%
Boat, RV, Van, etc.	142	0.22%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	8,587	13.34%
Housing Units Built 2010 to 2014	1,950	3.03%
Housing Units Built 2000 to 2009	4,984	7.74%
Housing Units Built 1990 to 1999	12,352	19.19%
Housing Units Built 1980 to 1989	10,640	16.53%
Housing Units Built 1970 to 1979	12,095	18.79%
Housing Units Built 1960 to 1969	7,467	11.60%
Housing Units Built 1950 to 1959	2,612	4.06%
Housing Units Built 1940 to 1949	704	1.09%
Housing Unit Built 1939 or Earlier	2,976	4.62%
2022 Est. Median Year Structure Built		1986

# 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.