

Population Summary	
2000 Total Population	21,434
2010 Total Population	33,441
2018 Total Population	39,479
2018 Group Quarters	1,535
2023 Total Population	42,429
2018-2023 Annual Rate	1.45%
2018 Total Daytime Population	36,227
Workers	16,694
Residents	19,533
Household Summary	
2000 Households	6,880
2000 Average Household Size	2.92
2010 Households	10,808
2010 Average Household Size	2.95
2018 Households	12,639
2018 Average Household Size	3.00
2023 Households	13,540
2023 Average Household Size	3.02
2018-2023 Annual Rate	1.39%
2010 Families	8,060
2010 Average Family Size	3.43
2018 Families	9,395
2018 Average Family Size	3.50
2023 Families	10,040
2023 Average Family Size	3.53
2018-2023 Annual Rate	1.34%
Housing Unit Summary	
2000 Housing Units	7,147
Owner Occupied Housing Units	68.7%
Renter Occupied Housing Units	27.6%
Vacant Housing Units	3.7%
2010 Housing Units	11,410
Owner Occupied Housing Units	66.0%
Renter Occupied Housing Units	28.8%
Vacant Housing Units	5.3%
2018 Housing Units	12,862
Owner Occupied Housing Units	68.5%
Renter Occupied Housing Units	29.7%
Vacant Housing Units	1.7%
2023 Housing Units	13,742
Owner Occupied Housing Units	70.7%
Renter Occupied Housing Units	27.8%
Vacant Housing Units	1.5%
Median Household Income	
2018	\$71,411
2023	\$80,455
Median Home Value	
2018	\$277,006
2023	\$352,241
Per Capita Income	
2018	\$28,628
2023	\$32,391
Median Age	
2010	32.2
2018	33.4
2023	33.5

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Brighton city, CO (0808675)

Geography: Place

Brighton city...

## 2018 Households by Income

Household Income Base	12,639
<\$15,000	5.4%
\$15,000 - \$24,999	5.5%
\$25,000 - \$34,999	6.6%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	23.2%
\$75,000 - \$99,999	17.8%
\$100,000 - \$149,999	20.2%
\$150,000 - \$199,999	6.1%
\$200,000+	3.6%
Average Household Income	\$84,517

## 2023 Households by Income

Household Income Base	13,540
<\$15,000	3.9%
\$15,000 - \$24,999	4.1%
\$25,000 - \$34,999	5.0%
\$35,000 - \$49,999	9.6%
\$50,000 - \$74,999	22.0%
\$75,000 - \$99,999	18.9%
\$100,000 - \$149,999	24.1%
\$150,000 - \$199,999	7.9%
\$200,000+	4.4%
Average Household Income	\$96,769

## 2018 Owner Occupied Housing Units by Value

Total	8,812
<\$50,000	5.6%
\$50,000 - \$99,999	1.5%
\$100,000 - \$149,999	5.0%
\$150,000 - \$199,999	12.6%
\$200,000 - \$249,999	15.7%
\$250,000 - \$299,999	17.8%
\$300,000 - \$399,999	24.9%
\$400,000 - \$499,999	9.1%
\$500,000 - \$749,999	4.9%
\$750,000 - \$999,999	2.4%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%
Average Home Value	\$304,514

## 2023 Owner Occupied Housing Units by Value

Total	9,715
<\$50,000	4.2%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	1.0%
\$150,000 - \$199,999	7.1%
\$200,000 - \$249,999	9.2%
\$250,000 - \$299,999	13.3%
\$300,000 - \$399,999	28.5%
\$400,000 - \$499,999	17.9%
\$500,000 - \$749,999	12.9%
\$750,000 - \$999,999	4.4%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.5%
Average Home Value	\$394,341

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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# Market Profile

Brighton city, CO (0808675)  
 Geography: Place

	Brighton city...
<b>2010 Population by Age</b>	
Total	33,441
0 - 4	8.6%
5 - 9	8.7%
10 - 14	8.1%
15 - 24	13.5%
25 - 34	15.7%
35 - 44	15.1%
45 - 54	12.6%
55 - 64	8.9%
65 - 74	4.9%
75 - 84	2.6%
85 +	1.2%
18 +	70.0%
<b>2018 Population by Age</b>	
Total	39,480
0 - 4	8.1%
5 - 9	8.0%
10 - 14	7.8%
15 - 24	13.9%
25 - 34	14.7%
35 - 44	14.5%
45 - 54	12.4%
55 - 64	10.0%
65 - 74	6.6%
75 - 84	2.9%
85 +	1.3%
18 +	72.0%
<b>2023 Population by Age</b>	
Total	42,427
0 - 4	8.2%
5 - 9	7.9%
10 - 14	7.7%
15 - 24	13.2%
25 - 34	15.5%
35 - 44	14.8%
45 - 54	11.3%
55 - 64	9.6%
65 - 74	7.0%
75 - 84	3.5%
85 +	1.3%
18 +	72.0%
<b>2010 Population by Sex</b>	
Males	16,919
Females	16,522
<b>2018 Population by Sex</b>	
Males	19,879
Females	19,601
<b>2023 Population by Sex</b>	
Males	21,366
Females	21,061

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Brighton city, CO (0808675)

Geography: Place

Brighton city...

### 2010 Population by Race/Ethnicity

Total	33,441
White Alone	77.3%
Black Alone	1.5%
American Indian Alone	1.4%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	14.7%
Two or More Races	3.7%
Hispanic Origin	40.6%
Diversity Index	69.0

### 2018 Population by Race/Ethnicity

Total	39,480
White Alone	75.7%
Black Alone	1.7%
American Indian Alone	1.4%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	15.2%
Two or More Races	4.3%
Hispanic Origin	41.9%
Diversity Index	70.5

### 2023 Population by Race/Ethnicity

Total	42,429
White Alone	74.2%
Black Alone	1.8%
American Indian Alone	1.5%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	16.0%
Two or More Races	4.6%
Hispanic Origin	44.3%
Diversity Index	72.1

### 2010 Population by Relationship and Household Type

Total	33,441
In Households	95.4%
In Family Households	85.1%
Householder	24.1%
Spouse	18.2%
Child	35.9%
Other relative	4.5%
Nonrelative	2.4%
In Nonfamily Households	10.2%
In Group Quarters	4.6%
Institutionalized Population	4.5%
Noninstitutionalized Population	0.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Brighton city, CO (0808675)

Geography: Place

**Brighton city...**

## 2018 Population 25+ by Educational Attainment

Total	24,619
Less than 9th Grade	6.0%
9th - 12th Grade, No Diploma	8.5%
High School Graduate	26.6%
GED/Alternative Credential	6.5%
Some College, No Degree	23.5%
Associate Degree	7.8%
Bachelor's Degree	14.8%
Graduate/Professional Degree	6.3%

## 2018 Population 15+ by Marital Status

Total	30,088
Never Married	32.8%
Married	52.0%
Widowed	4.1%
Divorced	11.1%

## 2018 Civilian Population 16+ in Labor Force

Civilian Employed	96.9%
Civilian Unemployed (Unemployment Rate)	3.1%

## 2018 Employed Population 16+ by Industry

Total	19,430
Agriculture/Mining	4.2%
Construction	13.0%
Manufacturing	8.4%
Wholesale Trade	2.7%
Retail Trade	8.7%
Transportation/Utilities	8.1%
Information	1.3%
Finance/Insurance/Real Estate	5.2%
Services	42.6%
Public Administration	5.8%

## 2018 Employed Population 16+ by Occupation

Total	19,428
White Collar	53.2%
Management/Business/Financial	13.6%
Professional	15.3%
Sales	8.5%
Administrative Support	15.9%
Services	17.5%
Blue Collar	29.3%
Farming/Forestry/Fishing	1.4%
Construction/Extraction	9.7%
Installation/Maintenance/Repair	3.5%
Production	6.1%
Transportation/Material Moving	8.6%

## 2010 Population By Urban/ Rural Status

Total Population	33,441
Population Inside Urbanized Area	97.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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# Market Profile

Brighton city, CO (0808675)

Geography: Place

Brighton city...

### 2010 Households by Type

Total	10,808
Households with 1 Person	20.9%
Households with 2+ People	79.1%
Family Households	74.6%
Husband-wife Families	56.3%
With Related Children	31.9%
Other Family (No Spouse Present)	18.2%
Other Family with Male Householder	5.8%
With Related Children	4.0%
Other Family with Female Householder	12.5%
With Related Children	9.2%
Nonfamily Households	4.5%

All Households with Children 45.7%

Multigenerational Households	6.2%
Unmarried Partner Households	6.5%
Male-female	5.8%
Same-sex	0.7%

### 2010 Households by Size

Total	10,808
1 Person Household	20.9%
2 Person Household	27.5%
3 Person Household	17.2%
4 Person Household	17.4%
5 Person Household	9.7%
6 Person Household	4.3%
7 + Person Household	3.0%

### 2010 Households by Tenure and Mortgage Status

Total	10,808
Owner Occupied	69.6%
Owned with a Mortgage/Loan	58.2%
Owned Free and Clear	11.4%
Renter Occupied	30.4%

### 2010 Housing Units By Urban/ Rural Status

Total Housing Units	11,410
Housing Units Inside Urbanized Area	97.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.6%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Brighton city, CO (0808675)

Geography: Place

**Brighton city...**

## Top 3 Tapestry Segments

1. Up and Coming Families
2. Front Porches (8E)
3. Soccer Moms (4A)

## 2018 Consumer Spending

Apparel & Services: Total \$	\$28,436,740
Average Spent	\$2,249.92
Spending Potential Index	103
Education: Total \$	\$17,820,523
Average Spent	\$1,409.96
Spending Potential Index	97
Entertainment/Recreation: Total \$	\$40,705,354
Average Spent	\$3,220.62
Spending Potential Index	100
Food at Home: Total \$	\$63,436,410
Average Spent	\$5,019.10
Spending Potential Index	100
Food Away from Home: Total \$	\$45,802,742
Average Spent	\$3,623.92
Spending Potential Index	103
Health Care: Total \$	\$70,744,704
Average Spent	\$5,597.33
Spending Potential Index	98
HH Furnishings & Equipment: Total \$	\$27,149,350
Average Spent	\$2,148.06
Spending Potential Index	103
Personal Care Products & Services: Total \$	\$10,777,743
Average Spent	\$852.74
Spending Potential Index	103
Shelter: Total \$	\$216,502,770
Average Spent	\$17,129.74
Spending Potential Index	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$30,573,492
Average Spent	\$2,418.98
Spending Potential Index	97
Travel: Total \$	\$28,009,548
Average Spent	\$2,216.12
Spending Potential Index	103
Vehicle Maintenance & Repairs: Total \$	\$13,769,556
Average Spent	\$1,089.45
Spending Potential Index	101

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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