



# Market Profile

Firestone town, CO (0826600)  
 Geography: Place

Firestone tow...

Population Summary	
2000 Total Population	2,196
2010 Total Population	10,150
2018 Total Population	13,826
2018 Group Quarters	0
2023 Total Population	16,141
2018-2023 Annual Rate	3.14%
2018 Total Daytime Population	9,811
Workers	2,822
Residents	6,989
Household Summary	
2000 Households	728
2000 Average Household Size	3.02
2010 Households	3,295
2010 Average Household Size	3.08
2018 Households	4,390
2018 Average Household Size	3.15
2023 Households	5,105
2023 Average Household Size	3.16
2018-2023 Annual Rate	3.06%
2010 Families	2,715
2010 Average Family Size	3.38
2018 Families	3,573
2018 Average Family Size	3.48
2023 Families	4,123
2023 Average Family Size	3.51
2018-2023 Annual Rate	2.90%
Housing Unit Summary	
2000 Housing Units	786
Owner Occupied Housing Units	81.4%
Renter Occupied Housing Units	11.2%
Vacant Housing Units	7.4%
2010 Housing Units	3,501
Owner Occupied Housing Units	81.7%
Renter Occupied Housing Units	12.5%
Vacant Housing Units	5.9%
2018 Housing Units	4,587
Owner Occupied Housing Units	81.6%
Renter Occupied Housing Units	14.1%
Vacant Housing Units	4.3%
2023 Housing Units	5,352
Owner Occupied Housing Units	79.9%
Renter Occupied Housing Units	15.5%
Vacant Housing Units	4.6%
Median Household Income	
2018	\$93,361
2023	\$99,105
Median Home Value	
2018	\$324,280
2023	\$361,816
Per Capita Income	
2018	\$36,159
2023	\$39,057
Median Age	
2010	32.7
2018	33.7
2023	33.7

**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.



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### 2018 Households by Income

Household Income Base	4,391
<\$15,000	1.5%
\$15,000 - \$24,999	2.3%
\$25,000 - \$34,999	2.8%
\$35,000 - \$49,999	7.3%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	19.6%
\$100,000 - \$149,999	24.4%
\$150,000 - \$199,999	12.7%
\$200,000+	8.9%
Average Household Income	\$113,698

### 2023 Households by Income

Household Income Base	5,105
<\$15,000	1.3%
\$15,000 - \$24,999	1.9%
\$25,000 - \$34,999	2.2%
\$35,000 - \$49,999	6.0%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	19.6%
\$100,000 - \$149,999	25.8%
\$150,000 - \$199,999	14.0%
\$200,000+	9.7%
Average Household Income	\$123,322

### 2018 Owner Occupied Housing Units by Value

Total	3,743
<\$50,000	2.4%
\$50,000 - \$99,999	5.9%
\$100,000 - \$149,999	2.0%
\$150,000 - \$199,999	4.6%
\$200,000 - \$249,999	11.3%
\$250,000 - \$299,999	15.3%
\$300,000 - \$399,999	35.3%
\$400,000 - \$499,999	10.2%
\$500,000 - \$749,999	12.8%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$335,533

### 2023 Owner Occupied Housing Units by Value

Total	4,275
<\$50,000	0.6%
\$50,000 - \$99,999	0.9%
\$100,000 - \$149,999	8.1%
\$150,000 - \$199,999	0.7%
\$200,000 - \$249,999	2.4%
\$250,000 - \$299,999	16.7%
\$300,000 - \$399,999	33.4%
\$400,000 - \$499,999	13.4%
\$500,000 - \$749,999	23.1%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$392,661

**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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## 2010 Population by Age

Total	10,150
0 - 4	10.2%
5 - 9	10.2%
10 - 14	8.5%
15 - 24	10.0%
25 - 34	15.2%
35 - 44	18.5%
45 - 54	12.8%
55 - 64	9.4%
65 - 74	3.9%
75 - 84	1.0%
85 +	0.3%
18 +	66.7%

## 2018 Population by Age

Total	13,827
0 - 4	9.0%
5 - 9	9.7%
10 - 14	9.3%
15 - 24	11.0%
25 - 34	12.8%
35 - 44	17.8%
45 - 54	12.7%
55 - 64	10.1%
65 - 74	5.7%
75 - 84	1.6%
85 +	0.4%
18 +	67.6%

## 2023 Population by Age

Total	16,141
0 - 4	9.0%
5 - 9	9.4%
10 - 14	8.8%
15 - 24	10.9%
25 - 34	14.0%
35 - 44	17.6%
45 - 54	12.1%
55 - 64	9.5%
65 - 74	6.1%
75 - 84	2.1%
85 +	0.5%
18 +	68.1%

## 2010 Population by Sex

Males	5,052
Females	5,098

## 2018 Population by Sex

Males	6,897
Females	6,930

## 2023 Population by Sex

Males	8,043
Females	8,098

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

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## 2010 Population by Race/Ethnicity

Total	10,150
White Alone	87.8%
Black Alone	0.7%
American Indian Alone	0.8%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.2%
Two or More Races	3.0%
Hispanic Origin	16.2%
Diversity Index	43.7

## 2018 Population by Race/Ethnicity

Total	13,827
White Alone	86.0%
Black Alone	1.1%
American Indian Alone	0.7%
Asian Alone	2.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.7%
Two or More Races	3.4%
Hispanic Origin	17.8%
Diversity Index	47.6

## 2023 Population by Race/Ethnicity

Total	16,141
White Alone	84.3%
Black Alone	1.3%
American Indian Alone	0.8%
Asian Alone	2.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.4%
Two or More Races	3.7%
Hispanic Origin	20.1%
Diversity Index	51.7

## 2010 Population by Relationship and Household Type

Total	10,150
In Households	100.0%
In Family Households	92.4%
Householder	26.7%
Spouse	22.9%
Child	38.0%
Other relative	2.8%
Nonrelative	2.0%
In Nonfamily Households	7.6%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

**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.

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# Market Profile

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2018 Population 25+ by Educational Attainment	
Total	8,439
Less than 9th Grade	1.3%
9th - 12th Grade, No Diploma	2.5%
High School Graduate	17.5%
GED/Alternative Credential	3.7%
Some College, No Degree	25.5%
Associate Degree	10.4%
Bachelor's Degree	27.7%
Graduate/Professional Degree	11.4%
2018 Population 15+ by Marital Status	
Total	9,968
Never Married	21.1%
Married	65.5%
Widowed	3.3%
Divorced	10.2%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	97.3%
Civilian Unemployed (Unemployment Rate)	2.7%
2018 Employed Population 16+ by Industry	
Total	6,973
Agriculture/Mining	1.0%
Construction	7.9%
Manufacturing	12.4%
Wholesale Trade	3.3%
Retail Trade	15.0%
Transportation/Utilities	6.0%
Information	2.1%
Finance/Insurance/Real Estate	4.2%
Services	43.6%
Public Administration	4.5%
2018 Employed Population 16+ by Occupation	
Total	6,974
White Collar	66.9%
Management/Business/Financial	16.8%
Professional	25.1%
Sales	10.8%
Administrative Support	14.2%
Services	12.5%
Blue Collar	20.6%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	7.5%
Installation/Maintenance/Repair	4.4%
Production	3.1%
Transportation/Material Moving	5.5%
2010 Population By Urban/ Rural Status	
Total Population	10,150
Population Inside Urbanized Area	0.1%
Population Inside Urbanized Cluster	95.2%
Rural Population	4.7%

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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## 2010 Households by Type

Total	3,295
Households with 1 Person	13.2%
Households with 2+ People	86.8%
Family Households	82.4%
Husband-wife Families	70.6%
With Related Children	41.2%
Other Family (No Spouse Present)	11.8%
Other Family with Male Householder	3.8%
With Related Children	2.8%
Other Family with Female Householder	8.0%
With Related Children	6.0%
Nonfamily Households	4.4%

## All Households with Children

50.5%

## Multigenerational Households

4.2%

## Unmarried Partner Households

5.8%

### Male-female

5.3%

### Same-sex

0.5%

## 2010 Households by Size

Total	3,295
1 Person Household	13.2%
2 Person Household	30.9%
3 Person Household	17.5%
4 Person Household	22.1%
5 Person Household	10.2%
6 Person Household	3.6%
7 + Person Household	2.6%

## 2010 Households by Tenure and Mortgage Status

Total	3,295
Owner Occupied	86.8%
Owned with a Mortgage/Loan	79.4%
Owned Free and Clear	7.4%
Renter Occupied	13.2%

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	3,501
Housing Units Inside Urbanized Area	0.1%
Housing Units Inside Urbanized Cluster	92.1%
Rural Housing Units	7.8%

**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.

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## Top 3 Tapestry Segments

1. Boomburbs (1C)
2. Home Improvement (4B)
3. Up and Coming Families

## 2018 Consumer Spending

Apparel & Services: Total \$	\$13,427,375
Average Spent	\$3,058.63
Spending Potential Index	141
Education: Total \$	\$8,375,482
Average Spent	\$1,907.85
Spending Potential Index	132
Entertainment/Recreation: Total \$	\$18,862,560
Average Spent	\$4,296.71
Spending Potential Index	133
Food at Home: Total \$	\$28,194,771
Average Spent	\$6,422.50
Spending Potential Index	128
Food Away from Home: Total \$	\$21,395,861
Average Spent	\$4,873.77
Spending Potential Index	139
Health Care: Total \$	\$31,675,712
Average Spent	\$7,215.42
Spending Potential Index	126
HH Furnishings & Equipment: Total \$	\$12,737,746
Average Spent	\$2,901.54
Spending Potential Index	139
Personal Care Products & Services: Total \$	\$5,069,912
Average Spent	\$1,154.88
Spending Potential Index	140
Shelter: Total \$	\$96,578,099
Average Spent	\$21,999.57
Spending Potential Index	131
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,066,867
Average Spent	\$3,204.30
Spending Potential Index	129
Travel: Total \$	\$13,556,620
Average Spent	\$3,088.07
Spending Potential Index	143
Vehicle Maintenance & Repairs: Total \$	\$6,190,732
Average Spent	\$1,410.19
Spending Potential Index	131

**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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