

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 39.9576 Longitude: -105.173

Superior Marketplace Superior, CO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	13,344	78,344	435,284
	Population Est 23Q1	13,163	78,286	436,324
	Population Est 22Q4	12,903	77,934	435,851
	Population Est 22Q3	12,598	77,397	436,313
	Population Est 22Q2	12,553	77,326	436,117
	Population Est 22Q1	12,561	77,418	436,086
	Population Est 21Q4	12,508	77,258	435,847
	Population Est 21Q3	12,656	77,492	435,629
	Population Est 21Q2	12,573	77,330	435,179
	Population Fcst	13,252	78,907	452,230
	2010 Census Population	14,135	68,425	375,979
	2000 Census Population	14,647	62,520	338,906
	1990 Census Population	4,616	45,334	263,833
	Current Year Daytime Population	22,618	105,020	536,018
	Average Seasonal Population	120	915	5,165
	Historical Annual Growth, 1990 – 2000	12.24%	3.27%	2.54%
	Historical Annual Growth, 2000 – 2010	-0.35%	0.91%	1.04%
	Estimated Annual Growth, 2010 – CY	-0.40%	0.95%	1.03%
	Projected Annual Growth, CY to Y5	-0.14%	0.14%	0.77%
	Group Qtrs Est	93	5,597	15,153
Transient Est Average Last 4 Qtrs	1,970	7,499	22,448	
Households	Current Year Estimated Households	5,114	31,688	172,185
	Households Est 23Q1	5,046	31,672	172,571
	Households Est 22Q4	4,949	31,549	172,450
	Households Est 22Q3	4,837	31,339	172,771
	Households Est 22Q2	4,817	31,302	172,716
	Households Est 22Q1	4,817	31,340	172,725
	Households Est 21Q4	4,799	31,267	172,623
	Households Est 21Q3	4,858	31,327	172,481
	Households Est 21Q2	4,829	31,257	172,322
	Households Fcst	5,077	32,035	178,750
	2010 Census Households	5,490	28,226	150,915
	2000 Census Households	5,383	24,927	131,879
	1990 Census Households	1,672	17,463	100,950
	Historical Annual Growth, 1990 – 2000	12.40%	3.62%	2.71%
	Historical Annual Growth, 2000 – 2010	0.20%	1.25%	1.36%
	Estimated Annual Growth, 2010 – CY	-0.50%	0.82%	0.93%
	Projected Annual Growth, CY to Y5	-0.15%	0.22%	0.75%
Population per Household	2.59	2.30	2.44	

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 39.9576 Longitude: -105.173

Superior Marketplace Superior, CO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	7.4%	4.9%	4.1%
	HH Income \$250,000 to \$499,999	8.8%	5.9%	4.9%
	HH Income \$200,000 to \$249,999	20.6%	13.7%	11.4%
	HH Income \$175,000 to \$199,999	6.8%	5.5%	6.4%
	HH Income \$150,000 to \$174,999	10.4%	8.1%	8.3%
	HH Income \$100,000 to 149,999	17.5%	18.1%	19.2%
	HH Income \$75,000 to 99,999	8.1%	12.5%	12.0%
	HH Income \$50,000 to 74,999	10.2%	12.1%	13.2%
	HH Income \$35,000 to 49,999	4.9%	6.5%	6.6%
	HH Income \$25,000 to 34,999	1.9%	4.3%	4.8%
	HH Income \$15,000 to 24,999	1.0%	3.3%	3.8%
	HH Income \$0 to 14,999	2.4%	5.3%	5.3%
	Average Household Income	\$195,748	\$159,870	\$145,592
	Median Household Income	\$159,605	\$114,743	\$109,723
	Per Capita Income	\$75,391	\$65,577	\$58,197
	Average Disposable Income	\$137,787	\$112,003	\$106,377
	Median Disposable Income	\$131,276	\$96,245	\$92,599
	Discretionary HH Income Over \$150,000	26.4%	16.0%	12.4%
	Discretionary HH Income \$125,000 to \$149,999	12.0%	9.4%	8.9%
	Discretionary HH Income \$100,000 to \$124,999	15.5%	11.2%	11.3%
	Discretionary HH Income \$75,000 to \$99,999	14.2%	13.4%	14.0%
	Discretionary HH Income \$50,000 to \$74,999	12.1%	17.9%	17.8%
	Discretionary HH Income \$25,000 to \$49,999	14.6%	18.1%	19.3%
	Discretionary HH Income Under \$25,000	5.2%	14.1%	16.1%
	Average Discretionary HH Income	\$102,729	\$82,470	\$77,488
	Median Discretionary HH Income	\$106,389	\$75,190	\$70,875
	Householder White – Count	4,034	25,032	131,472
	Median HH Income	\$167,855	\$117,581	\$115,897
	Average HH Income	\$142,821	\$118,714	\$116,122
	Householder Black or African-American – Count	49	292	1,333
	Median HH Income	\$54,158	\$72,366	\$94,602
	Average HH Income	\$72,800	\$87,672	\$98,272
	Householder Hispanic – Count	281	2,314	19,336
	Median HH Income	\$125,267	\$97,011	\$84,713
Average HH Income	\$125,330	\$105,184	\$94,404	
Householder Asian or Pacific Islander – Count	428	1,843	7,570	
Median HH Income	\$170,710	\$129,214	\$119,136	
Average HH Income	\$149,350	\$123,476	\$117,073	
Householder Other or Pacific Islander – Count	323	2,208	12,475	
Median HH Income	\$109,933	\$96,091	\$92,624	
Average HH Income	\$120,533	\$106,617	\$101,663	

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 39.9576 Longitude: -105.173

Superior Marketplace Superior, CO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Gender	Male Population	6,628	39,745	218,178
	Female Population	6,717	38,599	217,105
Total Population by Age	Count of Pop 0 to 4 years	592	3,879	21,887
	Count of Pop 0 to 7 years	882	4,997	30,098
	Count of Pop 5 - 13	1,359	6,126	39,669
	Count of Pop 14 - 18	757	5,310	24,971
	Count of Pop 19 - 22	725	5,802	28,208
	Count of Pop 22 - 25	512	4,153	22,094
	Count of Pop 25 - 29	653	5,363	26,313
	Count of Pop 30 - 34	731	6,716	33,145
	Count of Pop 35 - 39	797	5,531	31,361
	Count of Pop 40 - 44	909	4,734	28,919
	Count of Pop 45 - 59	3,032	14,036	79,749
	Count of Pop 60 - 74	2,535	11,600	68,641
	Count of Pop 75 - 84	572	3,586	23,178
	Count of Pop 85+	169	1,507	7,148
	% of Pop 0 to 4 years	4.4%	5.0%	5.0%
	% of Pop 0 to 7 years	6.6%	6.4%	6.9%
	% of Pop 5 - 13	10.2%	7.8%	9.1%
	% of Pop 14 - 18	5.7%	6.8%	5.7%
	% of Pop 19 - 22	5.4%	7.4%	6.5%
	% of Pop 22 - 25	3.8%	5.3%	5.1%
	% of Pop 25 - 29	4.9%	6.8%	6.0%
	% of Pop 30 - 34	5.5%	8.6%	7.6%
	% of Pop 35 - 39	6.0%	7.1%	7.2%
	% of Pop 40 - 44	6.8%	6.0%	6.6%
	% of Pop 45 - 59	22.7%	17.9%	18.3%
	% of Pop 60 - 74	19.0%	14.8%	15.8%
	% of Pop 75 - 84	4.3%	4.6%	5.3%
	% of Pop 85+	1.3%	1.9%	1.6%
Median Age	43.0	36.6	38.4	
Average Age	41.4	39.2	39.9	
Male Population by Age	% of Pop 0 to 4 years	4.5%	5.0%	5.2%
	% of Pop 5 - 13	10.0%	7.7%	9.2%
	% of Pop 14 - 18	5.8%	6.7%	5.8%
	% of Pop 19 - 22	5.6%	7.6%	6.7%
	% of Pop 22 - 25	3.9%	5.7%	5.4%
	% of Pop 25 - 29	5.1%	7.3%	6.4%
	% of Pop 30 - 34	5.8%	9.2%	8.1%
	% of Pop 35 - 39	6.4%	7.5%	7.5%
	% of Pop 40 - 44	6.7%	6.1%	6.7%
	% of Pop 45 - 59	22.5%	17.5%	18.1%
	% of Pop 75 - 84	4.0%	4.1%	4.8%
	% of Pop 60 - 74	18.5%	14.1%	14.9%
	% of Pop 85+	0.9%	1.3%	1.2%
	Median Age	42.0	35.4	37.1
Average Age	40.8	38.2	38.9	

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 39.9576 Longitude: -105.173

Superior Marketplace Superior, CO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	% of Pop 0 to 4 years	4.3%	4.9%	4.9%
	% of Pop 5 - 13	10.4%	7.9%	9.0%
	% of Pop 14 - 18	5.5%	6.9%	5.6%
	% of Pop 19 - 22	5.3%	7.2%	6.2%
	% of Pop 22 - 25	3.8%	4.9%	4.8%
	% of Pop 25 - 29	4.6%	6.4%	5.7%
	% of Pop 30 - 34	5.1%	7.9%	7.1%
	% of Pop 35 - 39	5.6%	6.6%	6.9%
	% of Pop 40 - 44	6.9%	6.0%	6.6%
	% of Pop 45 - 59	22.9%	18.3%	18.5%
	% of Pop 60 - 74	19.5%	15.5%	16.6%
	% of Pop 75 - 84	4.5%	5.1%	5.9%
	% of Pop 85+	1.6%	2.6%	2.1%
	Median Age	44.0	38.1	39.8
Average Age	41.9	40.2	40.9	
Race	Count of White	10,852	62,499	342,364
	Count of Black or African-American	92	909	5,181
	Count of Asian or Pacific Islander	1,106	5,676	24,229
	Count of Other races	1,294	9,260	63,510
	White	81.3%	79.8%	78.7%
	Black or African American	0.7%	1.2%	1.2%
	Asian	8.3%	7.2%	5.6%
	Other Races	9.7%	11.8%	14.6%
Language Spoken	Speak English at Home	85.0%	86.6%	85.9%
	Speak Spanish at Home	3.9%	4.2%	6.8%
	Speak French or French Creole at Home	0.4%	0.5%	0.4%
	Speak German at Home	0.7%	0.9%	0.6%
	Speak Other Indo-European Languages at Home	2.8%	1.9%	1.5%
	Speak Russian and Other Slavic Languages at Home	1.2%	0.8%	0.8%
	Speak Chinese at Home	2.1%	2.2%	1.1%
	Speak Korean at Home	0.3%	0.3%	0.3%
	Speak Vietnamese at Home	1.0%	0.4%	0.5%
	Speak Other Asian Languages at Home	2.4%	1.6%	1.2%
	Speak Tagalog and Other Pacific Languages at Home	0.1%	0.1%	0.1%
	Speak Other Language at Home	0.1%	0.4%	0.6%
Hispanic	Hispanic Population	958	7,555	65,823
	Hispanic Population Percent	7.2%	9.6%	15.1%
	Mexican	62.9%	57.1%	68.3%
	Puerto Rican	5.1%	6.2%	3.2%
	Cuban	1.9%	2.6%	2.0%
	Dominican	0.0%	0.4%	0.5%
	Central American	2.9%	5.7%	3.8%
	South American	5.8%	9.0%	5.2%
	Other Hispanic	21.4%	19.0%	16.9%
	2000 Hispanic Population Percent	5%	6%	10%
	1990 Hispanic Population Percent	4%	5%	7%

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 39.9576 Longitude: -105.173

Superior Marketplace Superior, CO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Ancestry	American (percent of total population)	2.8%	2.7%	2.8%
	American	2.6%	2.3%	2.3%
	Native American (ie. Indian/Eskimo)	0.2%	0.3%	0.3%
	Hawaiian/Pacific Islander	0.0%	0.1%	0.1%
	Asian (percent of total population)	8.3%	7.2%	5.5%
	Chinese	2.0%	2.3%	1.4%
	Japanese	0.4%	0.6%	0.3%
	Korean	0.5%	0.5%	0.5%
	South Central Asian (ie. Indian)	2.3%	1.5%	1.1%
	South East Asian (ie. Vietnamese)	1.8%	1.3%	1.6%
	Other Asian	1.2%	0.9%	0.5%
	European (percent of total population)	49.6%	48.0%	44.0%
	British	9.1%	9.1%	7.8%
	Dutch	1.3%	1.0%	0.8%
	French	1.4%	1.6%	1.5%
	German	12.6%	11.5%	11.1%
	Italian	3.6%	3.2%	3.3%
	Polish	2.2%	2.1%	1.7%
	Scandinavian	4.3%	4.2%	3.9%
	Scotch/Irish	9.0%	8.9%	8.5%
Other European (ie. Greek/Russian)	6.0%	6.4%	5.5%	
Middle Eastern	0.4%	0.6%	0.7%	
Other Ancestry	15.6%	15.1%	15.5%	
Unclassified Ancestry	16.1%	16.8%	16.4%	
Education (Age 25+)	Adult Population (25 Years or Older)	9,398	53,072	298,455
	Elementary (0 to 8)	0.9%	0.8%	1.7%
	Some High School (9 to 11)	0.5%	0.8%	2.8%
	High School Graduate (12)	8.3%	8.3%	13.3%
	Some College (13 to 16)	10.4%	13.2%	16.2%
	Associates Degree Only	6.2%	5.8%	7.0%
	Bachelors Degree Only	38.4%	36.9%	33.7%
	Graduate Degree	35.3%	34.2%	25.4%
	% College (4+)	73.7%	71.1%	59.1%
Household Type	Total Households – count	5,114	31,688	172,185
	One Person HHs – count	1,095	9,651	46,372
	Family HHs – count	3,649	17,475	103,513
	Married Couple – count	3,242	14,266	83,241
	w/own children – count	1,775	6,389	34,361
	w/out own children – count	1,467	7,877	48,879
	Male Householder – count	190	1,335	7,326
	Female Householder – count	217	1,875	12,946
	Non-Family Households – count	370	4,562	22,300
	1 Person Household	21.4%	30.5%	26.9%
	2 Person Household	33.2%	35.7%	35.9%
	3 Person Household	17.9%	14.5%	15.7%
	4 Person Household	19.2%	13.2%	13.8%
	5 Person Household	6.0%	4.2%	5.0%
6 Person Household	1.5%	1.3%	1.8%	
7+ Person Household	0.8%	0.6%	1.0%	
% Households With Children	39.3%	25.8%	26.2%	

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 39.9576 Longitude: -105.173

Superior Marketplace Superior, CO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Housing	Total Housing Units	5,262	33,484	180,139
	Owner Occupied Percent	75.1%	54.2%	62.3%
	Renter Occupied Percent	22.1%	40.4%	33.3%
	Vacant Housing Percent	2.8%	5.4%	4.4%
	Total Housing Units (Census 2000)	5,637	25,940	135,874
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	39.0%	32.6%	19.3%
	Property Value \$750,000 to \$999,999	28.3%	25.2%	21.8%
	Property Value \$500,000 to \$749,999	18.1%	20.9%	28.0%
	Property Value \$400,000 to \$499,999	3.6%	4.7%	10.2%
	Property Value \$300,000, to \$399,999	2.4%	3.0%	5.8%
	Property Value \$200,000 to \$299,999	0.2%	1.5%	2.3%
	Property Value \$150,000 to \$199,999	0.0%	0.4%	0.7%
	Property Value \$100,000 to \$149,999	0.4%	0.6%	0.9%
	Property Value \$60,000 to \$99,999	0.3%	0.5%	1.2%
	Property Value \$40,000 to \$59,999	0.0%	0.4%	0.8%
	Property Value \$0 to \$39,999	0.3%	1.0%	1.2%
	Median Home Value	\$934,860	\$873,123	\$705,180
Wealth per Household	\$0 and under - percent	14.7%	16.7%	16.6%
	\$1 to \$4999 - percent	5.9%	7.5%	7.6%
	\$5k to \$9999 - percent	3.6%	4.2%	4.2%
	\$10k to \$24999 - percent	5.6%	6.1%	6.1%
	\$25k to \$49999 - percent	6.5%	6.6%	6.6%
	\$50k to \$99999 - percent	9.9%	9.7%	9.9%
	\$100k to \$249999 - percent	19.0%	17.9%	18.1%
	\$250k to \$499999 - percent	15.3%	14.0%	13.9%
	\$500k+ - percent	19.6%	17.5%	16.9%
	Median HH Wealth	\$130,235	\$96,291	\$94,409
	Avg HH Wealth	\$297,470	\$269,550	\$264,049
Economic Viability	Economic Viability Local	324	297	294
	Economic Viability Indexed	120	110	109
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	7,731	44,354	245,869
	Managerial/Executive	28.3%	23.5%	21.5%
	Professional Specialty	37.5%	39.5%	33.4%
	Healthcare Support	2.1%	1.5%	2.2%
	Sales	10.0%	8.8%	9.8%
	Office & Administrative Support	5.8%	7.0%	9.1%
	Protective Service	1.4%	1.2%	1.5%
	Food Preparation	3.3%	5.7%	5.5%
	Building Maintenance & Cleaning	0.9%	1.4%	1.9%
	Personal Care	1.3%	1.9%	2.5%
	Farming, Fishing, & Forestry	0.0%	0.2%	0.2%
	Construction	4.8%	3.8%	5.1%
	Production & Transportation	4.6%	5.6%	7.3%
	Percent White Collar Workers	83.7%	80.3%	75.9%
	Percent Blue Collar Workers	16.3%	19.7%	24.1%

Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 39.9576 Longitude: -105.173

Superior Marketplace Superior, CO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	Agriculture/Mining/Construction	6.0%	5.0%	6.3%
	Manufacturing	9.5%	9.3%	8.8%
	Transportation	2.4%	3.0%	3.6%
	Information	4.5%	4.4%	3.4%
	Wholesale/Retail	10.2%	10.3%	12.3%
	Finance, Insurance, Real Estate	5.0%	5.9%	6.5%
	Professional Services	22.6%	17.9%	15.0%
	Management Services	0.8%	0.4%	0.2%
	Administrative/Waste Services	3.8%	2.7%	3.1%
	Educational Services	22.7%	25.7%	23.1%
	Entertainment Services	6.7%	9.1%	9.6%
	Other Professional Services	3.6%	3.6%	4.4%
	Public Administration	2.1%	2.8%	3.6%
Vehicles per HH	No Vehicles	1.0%	5.1%	4.7%
	1 Vehicle	25.8%	33.7%	30.7%
	2 Vehicles	45.8%	40.9%	41.9%
	3 or more vehicles	27.4%	20.3%	22.8%
	Average Number of Vehicles	2.08	1.83	1.92
Change	Births (last 12 months)	122	818	4,450
	Deaths (last 12 months)	84	494	2,932
	Migration (last 12 months)	756	710	-2,249
Work place	Workplace Establishments	1,121	4,465	20,345
	Workplace Employees (FTE)	11,833	46,402	200,611