appendix b: market analysis

POPULATION TRENDS

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Colorado Department of Local Affairs
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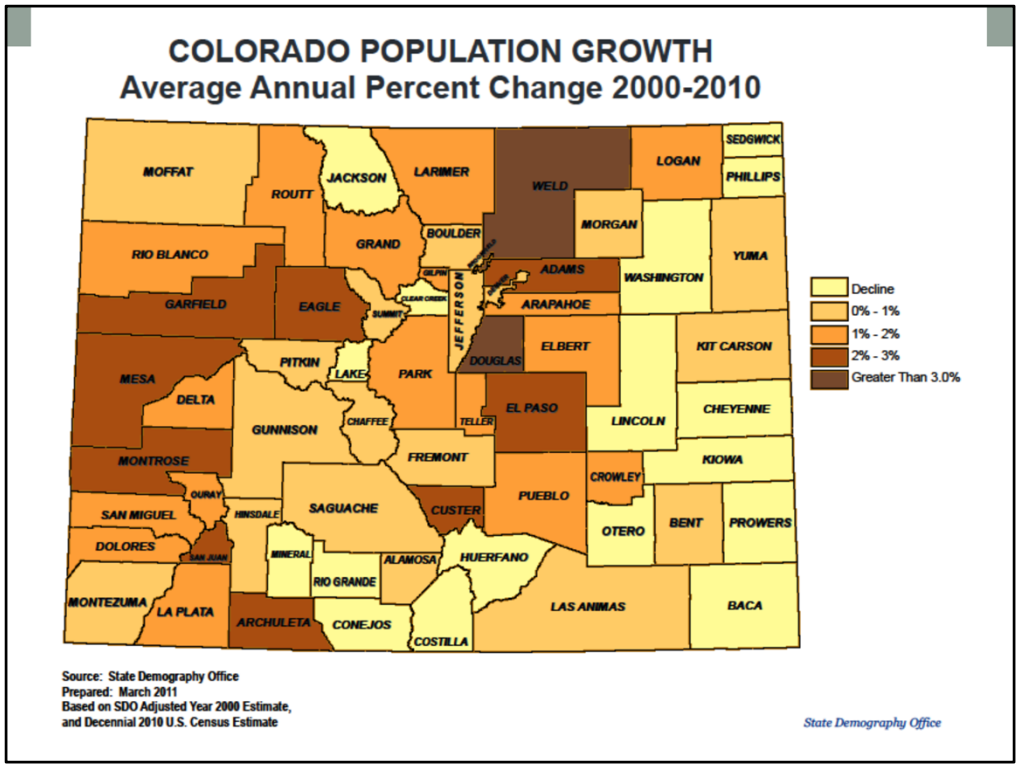


- April 2010 population estimate of 5.03 million 9th fastest growth at 16.9% in the US from 2000. US grew at 9.7%
- 2000 -10 change within state ranged from 5% to -1.7%. 17 counties had declines in population.
- **Denver metro area** population was 2.78 million or 55.4% down slightly from 2000 at 55.8%.
- **The North Front Range** (552,455) share of the total population increased by about .7% while the CSprings MSA and Western Slope each increased their share by .3%.
- Since 2000 the fastest growing region has been the North Front Range at 27% followed by the Western Slope at 20%. The San Luis Valley slight decline. The Eastern Plains increased by 1% over the decade but the south east corner of the Eastern Plains experienced declines.

Municipal Population Change

Population Change by Municipality 2000-10

Growth		Decline	
Colorado Springs city	55,537	Wheat Ridge city	-2,747
Aurora city	48,685	Englewood city	-1,472
Denver city	45,522	Lakewood city	-1,146
Thornton city	36,388	Walsenburg city	-1,114
Castle Rock town	28,007	Lamar city	-1,065

Firestone town	431.81%	South Fork town	-36.09%
Severance town	430.15%	Garden City town	-34.45%
Frederick town	251.80%	Genoa town	-34.12%
Erie town	188.27%	Campo town	-27.33%
Monument town	180.57%	Hartman town	-27.03%

Source: Census 2010

	2000	2010	ABS Ch.	Pct Ch
Denver	554,636	600,158	45,522	8.2%

- Several municipalities grew faster or slower than the state average.
- A few metro cities like Wheat Ridge, Englewood and Lakewood actually lost population.
- Denver City/County increased by 45,522 over the decade. Its increase was third fastest in absolute terms behind Aurora and Colorado Springs.
- Several cities along the I25 corridor north grew extremely fast at over 200%. Fast change is extremely challenging to work with, however, in absolute terms the numbers were not that large.

Population Change Under 18 years

Change in the Population Under 18

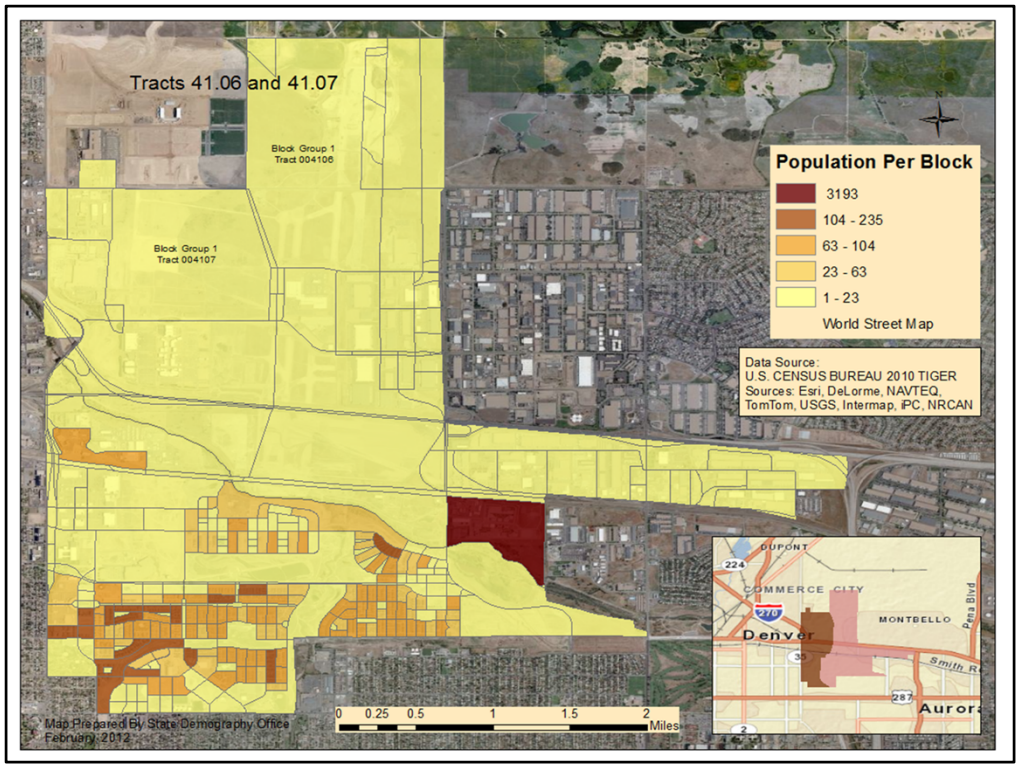
Growth		Decline	
Douglas	31,535	Otero	-798
Adams	22,167	Prowers	-941
El Paso	20,196	Fremont	-1,293
Weld	19,368	Boulder	-4,083
Arapahoe	16,970	Jefferson	-14,396

Douglas	56.8%	Sedgwick	-26.4%
Weld	38.0%	Huerfano	-27.9%
Eagle	30.8%	Cheyenne	-29.9%
Garfield	28.1%	Jackson	-35.5%
San Miguel	24.4%	Mineral	-40.6%

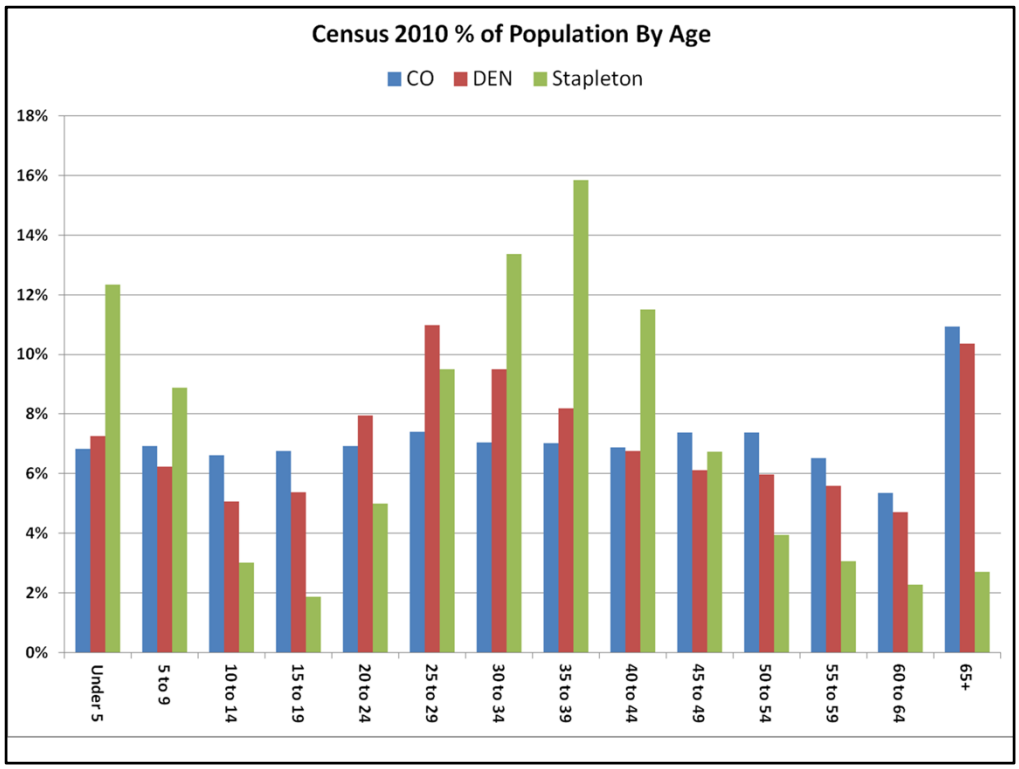
Source: Census 2010

	2000	2010	ABS Ch.	Pct Ch
Denver	121,766	128,766	7,000	5.7%

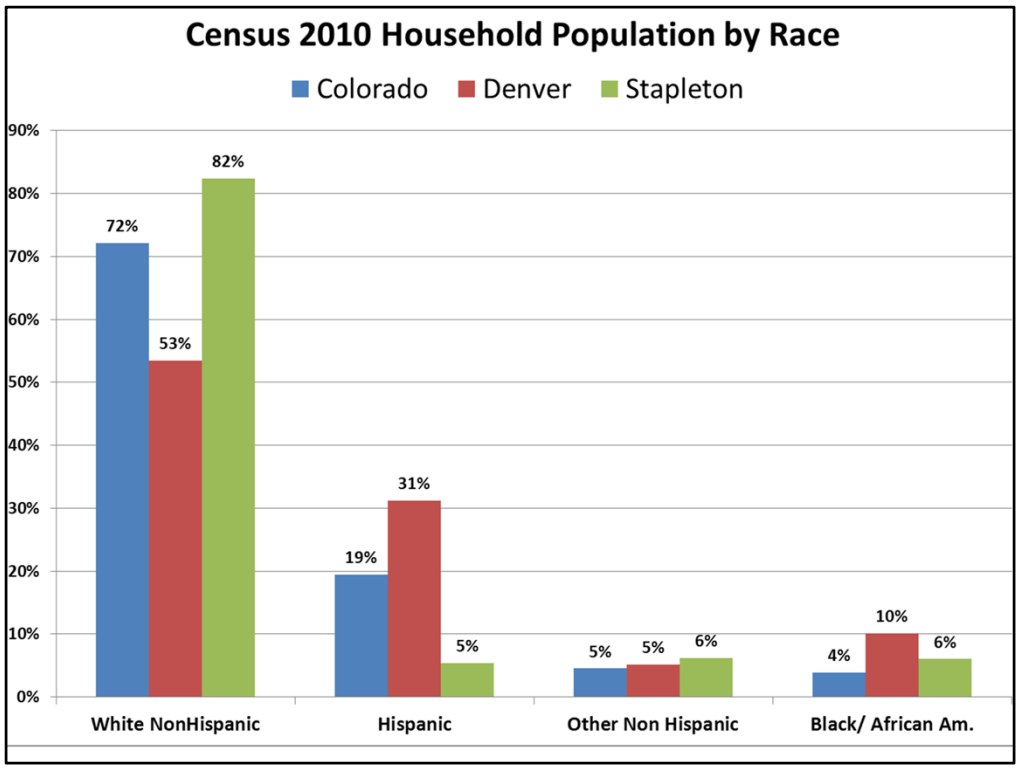
- The state under 18 population grew slower than the total population, 11% vs 17%.
- The Colorado population 65+ grew by 33%
- In Denver the under 18 also grew slower than the total population 5.7% vs. 8.2%



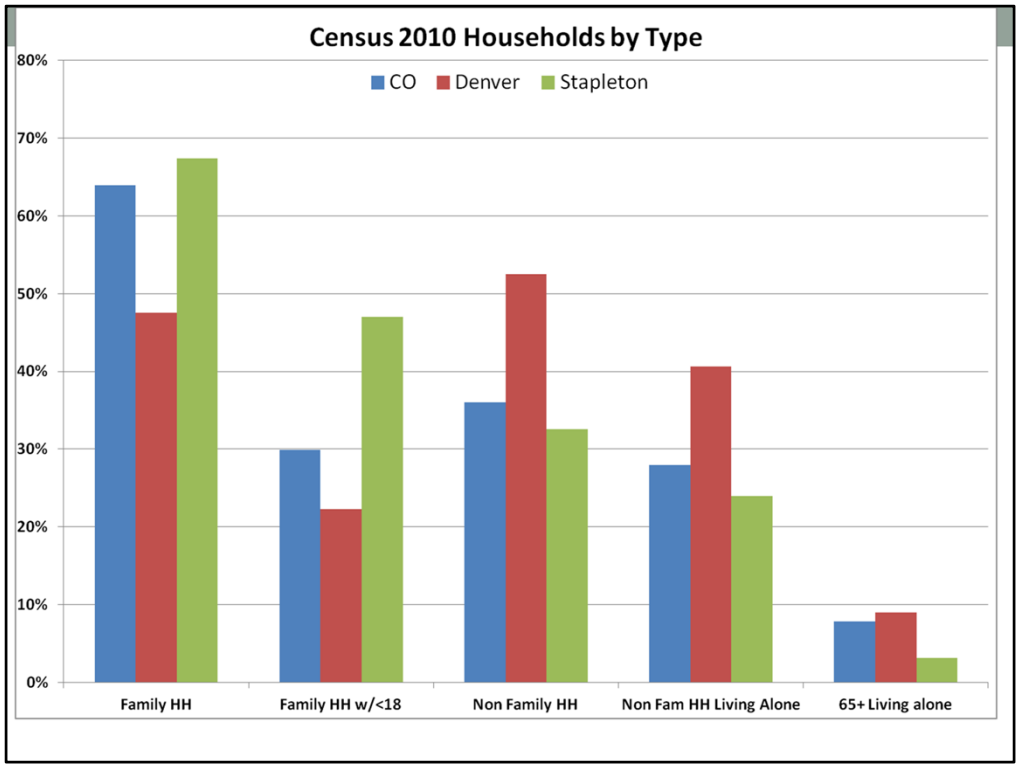
- The Stapleton area has been placed into two Census Tracts – 41.06 – east of Central Park Blvd and 41.07 west of Central Park Blvd – see inset.
- Stapleton Population in 2010 was 13,948
- Of that, 3,275 were in Group Quarters at the Denver Jail and Women's jail in tract 41.06 (east) as well as a Community Corrections facility on the west side tract 41.07 (88 people) north of Smith Road near Quebec.
- There were 3,451 housing units.



- This includes the group quarter population for all geographies.
    - According to corrections – 60% of the prison population is between 20-40.
    - Stapleton's population in housings units would have a slightly lower share of the population 20-40 but it is still their largest share of households.
- The largest share of the age groups (not including prisoners) still are the 30-44 year olds who make up 30% of all age groups compared to Denver at 24%
- Including prisoners, 47% of the population is between 30-50
- 21% of the population is under 10.



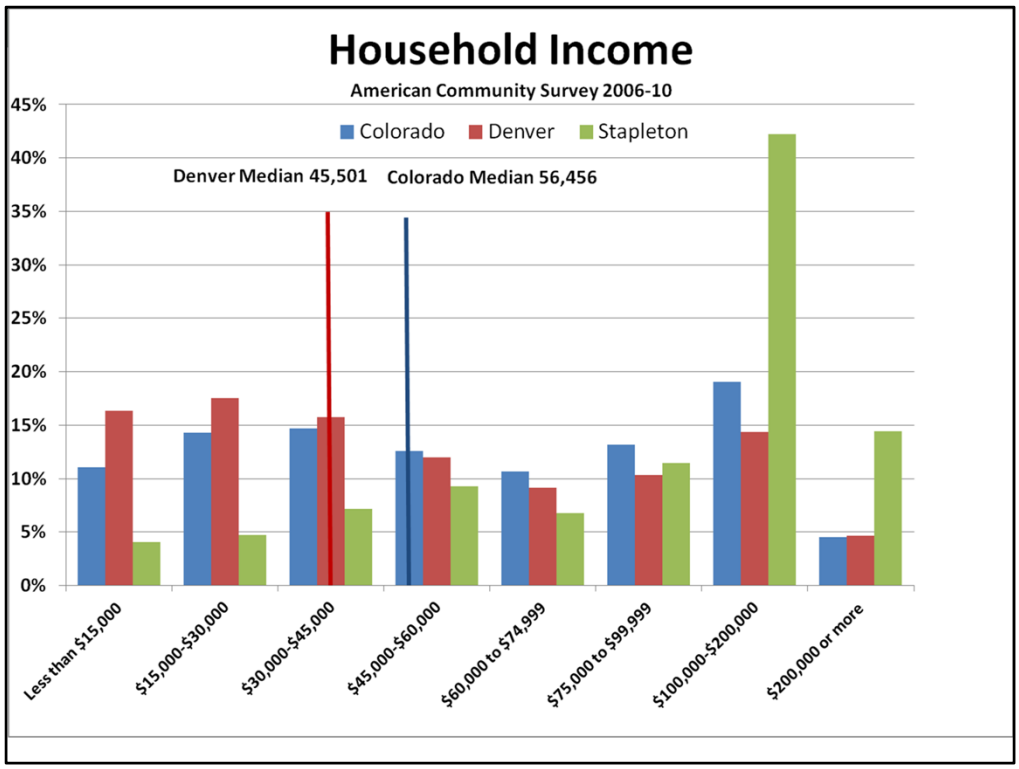
Households do not include the prisons/jails.


Census 2010 Households by Type
CO
Denver
Stapleton
80%
70%
60%
50%
40%
30%
20%
10%
0%
Family HH
Family HH w/<18
Non Family HH
Non Fam HH Living Alone
65+ Living alone

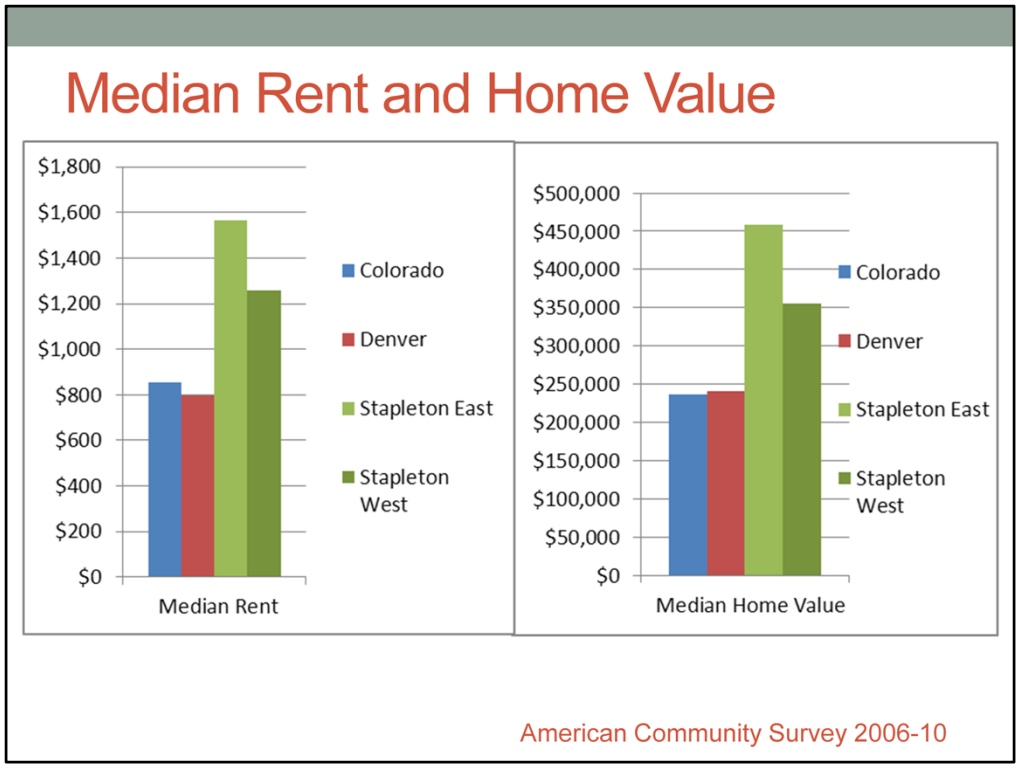
Households

- Household size is shrinking (2.53 to 2.49).
- Family households growing slower than non-family households.
  - Except in mountain counties –
- Households with children – slower, dropping from 33% to 30%.
  - both parents living together fell from 75% to 72%
- The largest growth of households has been of the non-family households growing at 24% vs 16% for family households.
  - 1 person households fastest of all types 26% and 28% of all households.

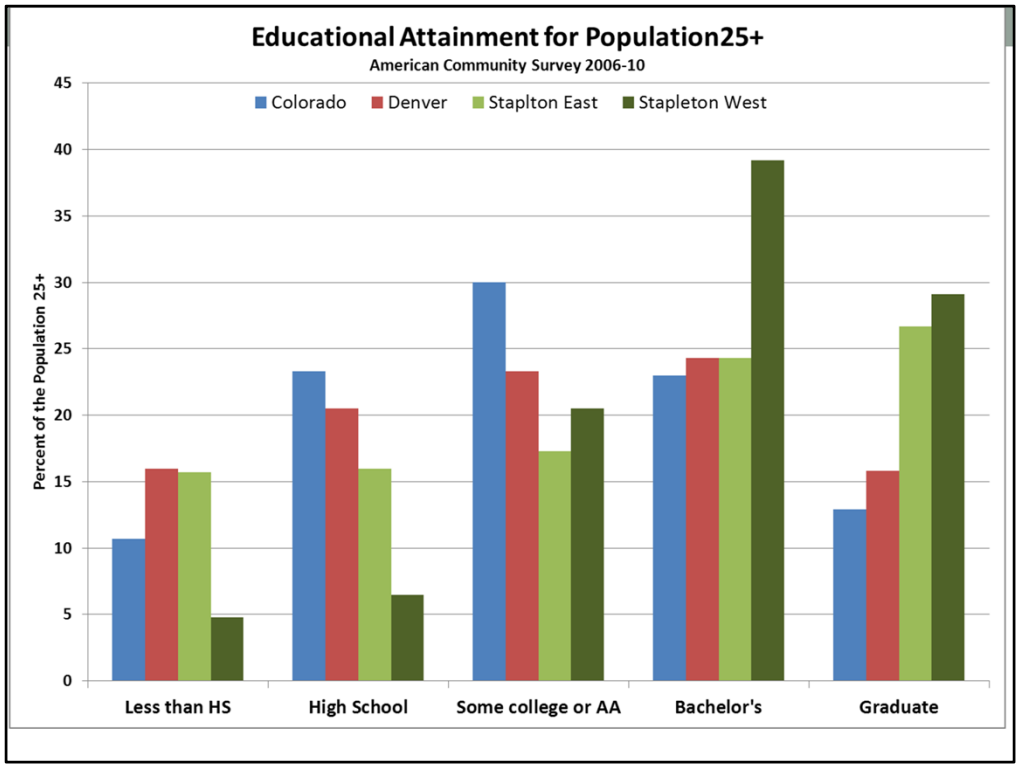
Source: Census 2000, 2010



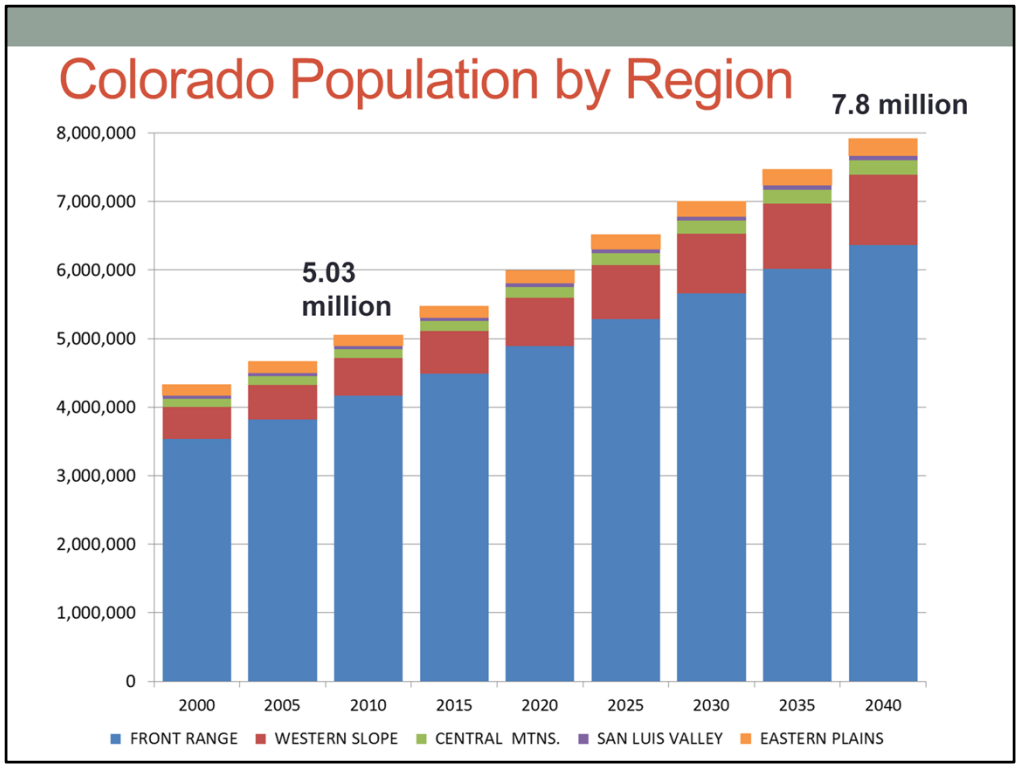
- 16% of Stapleton households are at or below Denver Median HH Income of 45,501.
- 24% of Stapleton households are at or below Colorado Median HH Income of 56,456
- Stapleton Median HH income is > 100,000. 57% >100,000



- Rents and home values are related to household income in that you need a certain income to afford different home values and rents.
- The east side of Stapleton has higher median rents ($300) and home values (100,000) than the west side.
- Both tracts that make up Stapleton have much higher median rents and home values than the state and Denver.



- Educational attainment is for the entire population 25+ including the prisoners.
- This is why the educational attainment is so different for the two tracts making up Stapleton. The east side or tract 41.06 includes the educational attainment of the jails.

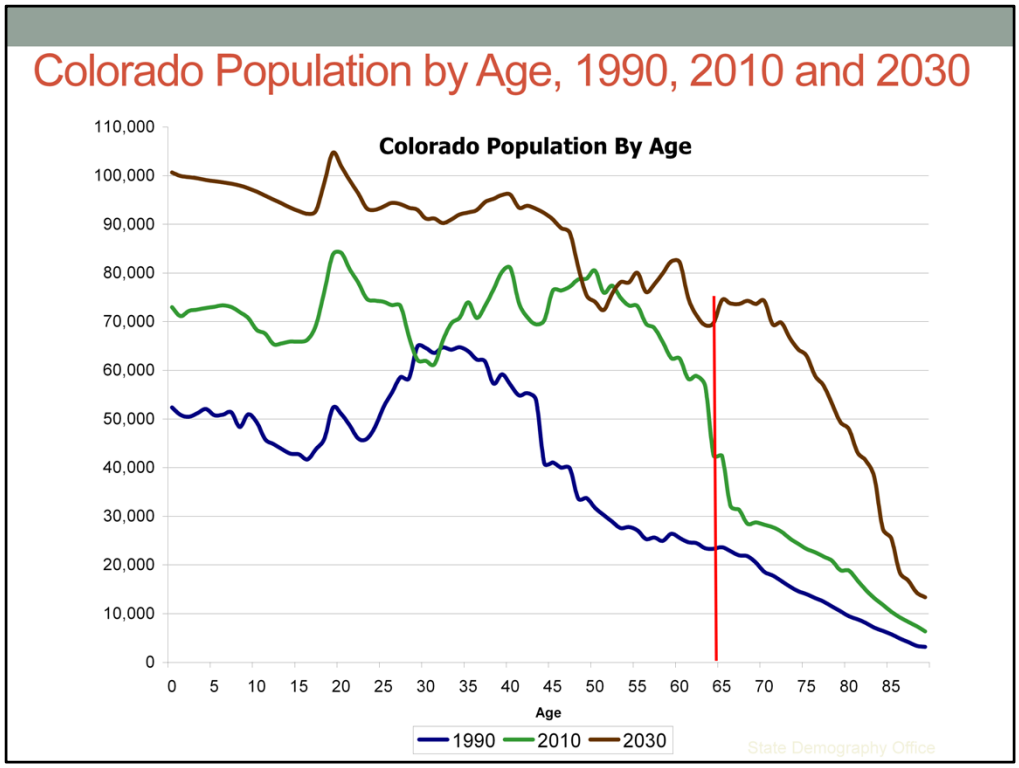


- Colorado is forecast to grow to 7.8 million by 2040 adding around 1 million per decade.
- The largest share of the population continues in the Front Range with a growing share on the Western Slope
- The Denver forecast for 2030 is 750,000 growing from 600,158 in 2010

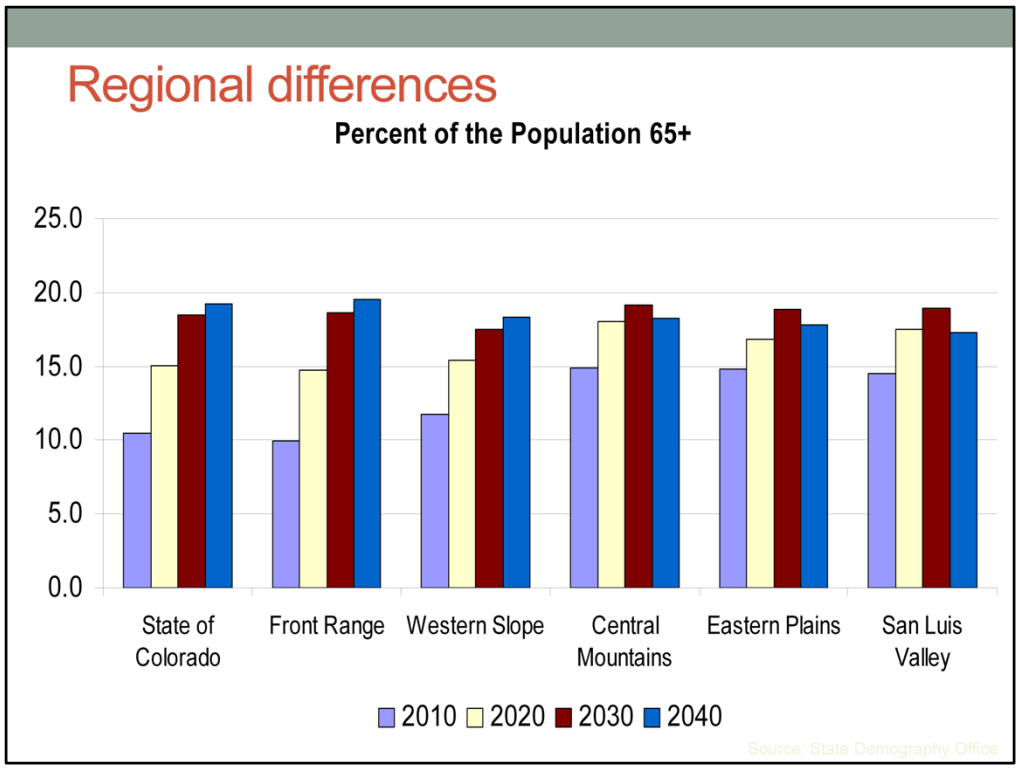
Aging Boomers

- Born 1946 – 1964 (between 47-65 years old)
- Between 2000 and 2010, Colorado's population 55 – 64 increased by an annual average of **6.1%** from 338,000 to 619,000 compared to the total population of **1.7%**
- By 2030, Colorado's population 65+ will be 150% larger than it was 2010 growing from 540,000 to 1,350,000. (just from aging)
- Colorado Population over 65 was 330K in 1990

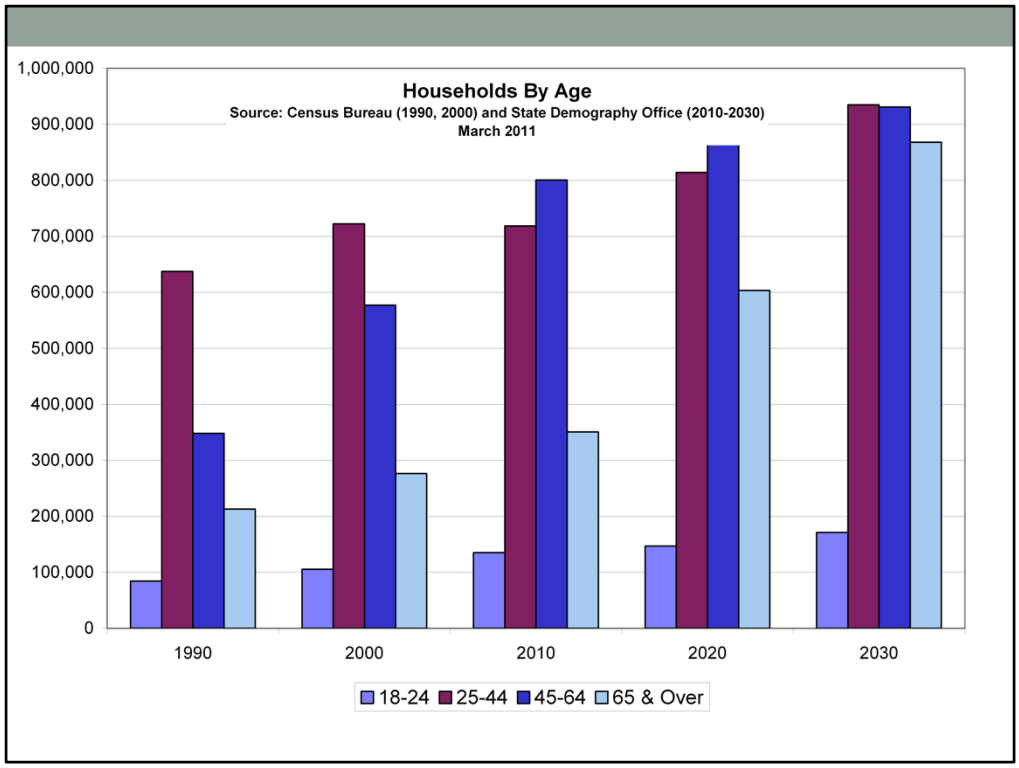
The aging of Colorado's Baby Boomer's will significantly change Colorado's share of the population over 65 primarily because Colorado does not have a significant share of its population currently over 65 and Colorado's net migration over sixty five is only slightly positive.



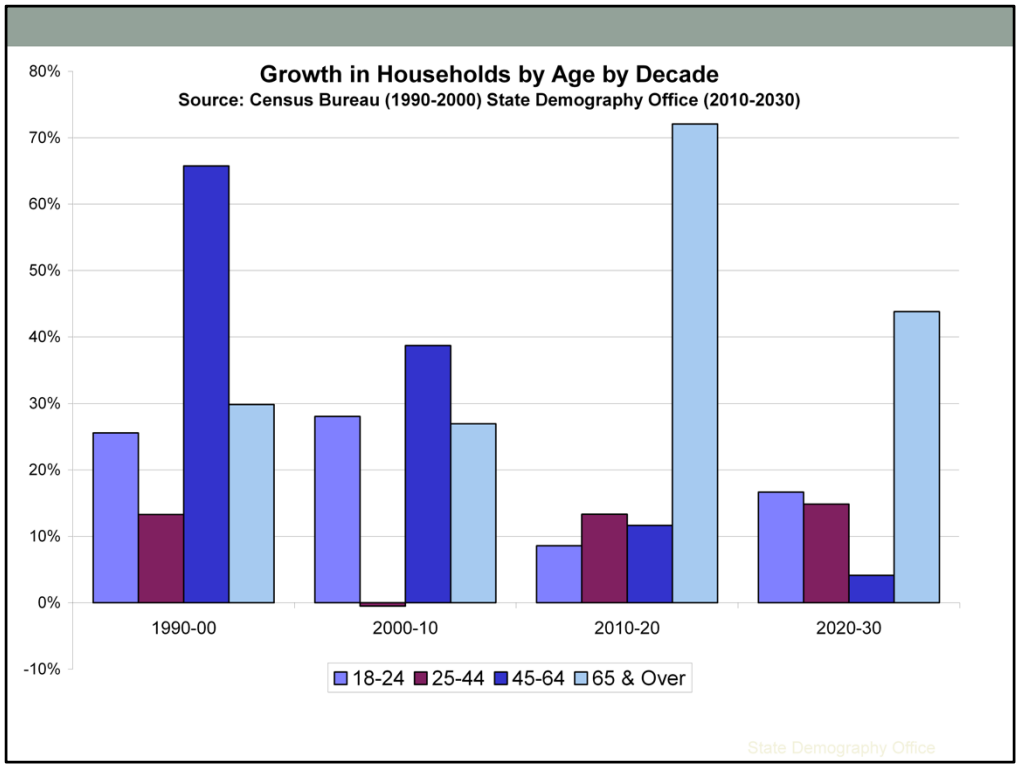
- This graphically represents the aging of the baby boomers. In 1990 represented by the blue line, the baby boomers were 25 to 45 years old.
- By 2010 the boomers had aged to 45-65.
- Again these show with 1990 and 2010 very few people over the age of 65 but increasing rapidly starting in 2010.
- We have had a non normal age distribution since the 1970s. By 2030 all of the boomers will have turned 65 and we will have a more normal age distribution.



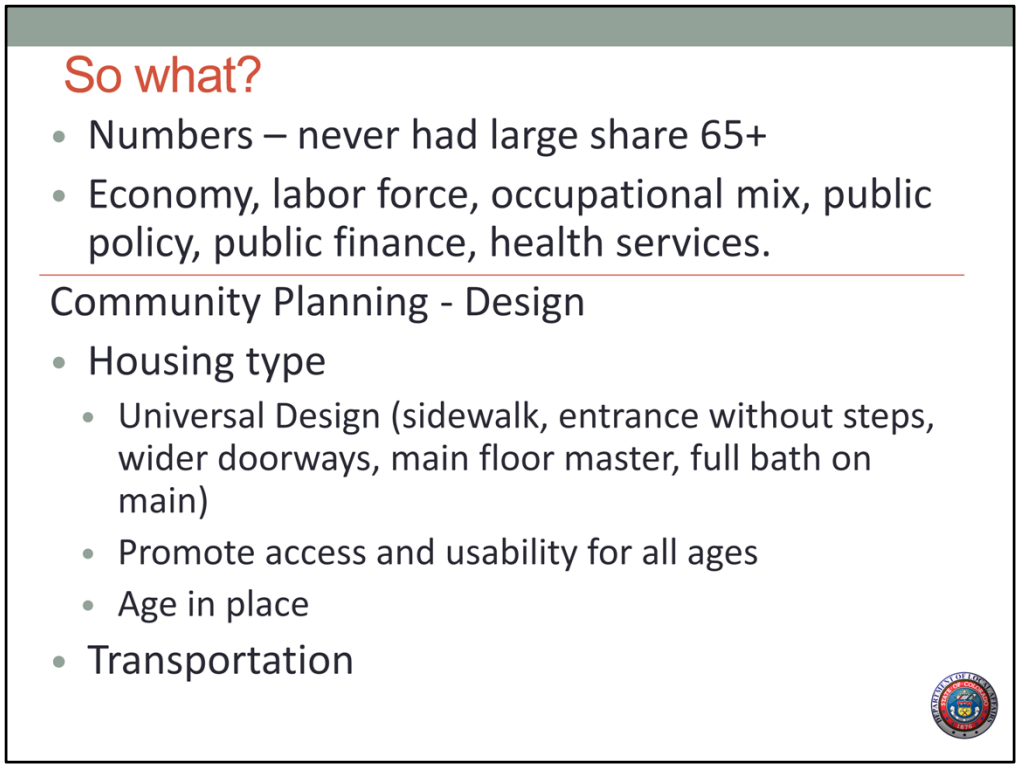
- The impact of the aging of the boomers will be more significant in the Front Range and Western Slope than the rest of the state.



- This graph represents the numbers of households by age over each decade
- In 1990 the number of households 25-44 were double the number of households 45-64 and triple the number of households 65+. By 2030 they will be equally represented.
- The fastest growth in the 65+ houeholds will be this next decade – 2012-2022.



- This is another way to look at household growth overtime. In the 1990s the fastest growing household type were the 45-64 year olds.
- Over the next two decades the fastest growing household type will be the 65+.



- The aging of the baby boomers will have a significant impact to Colorado again, primarily because we do not have a large share of our population currently over age 65.
- The impacts will be widespread from the economy to the labor force, occupational mix, public policy, public finance, health services etc. Each of these topics could be a presentation in itself.
- The point for Stapleton, since it is still being developed, is that the age cohort of the 65+ should be considered in its marketing and product design mix. Since it is the fastest growing segment of the population, it is likely that this age group will be considering housing options in Stapleton.
- Denver Regional Council of Government (DRCOG) and other regional planning organizations are addressing the "Age Wave" from a design, access, usability, transportation point of view.
- Key components to "Universal Design" (good for all age groups) include wide front sidewalks, entrance without steps, wider doorways, main floor master, and full bath on main.
    - These principals promote access and usability for all ages.
- Another key component is access to public transportation.

Thank you

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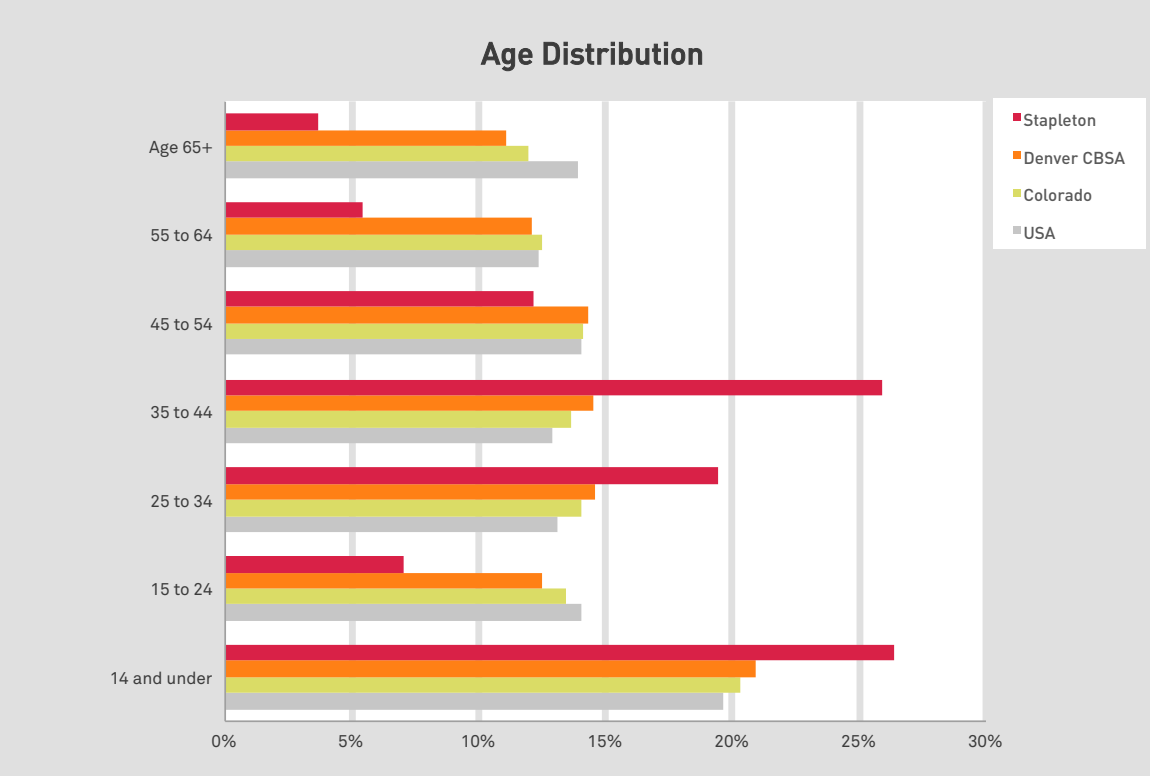
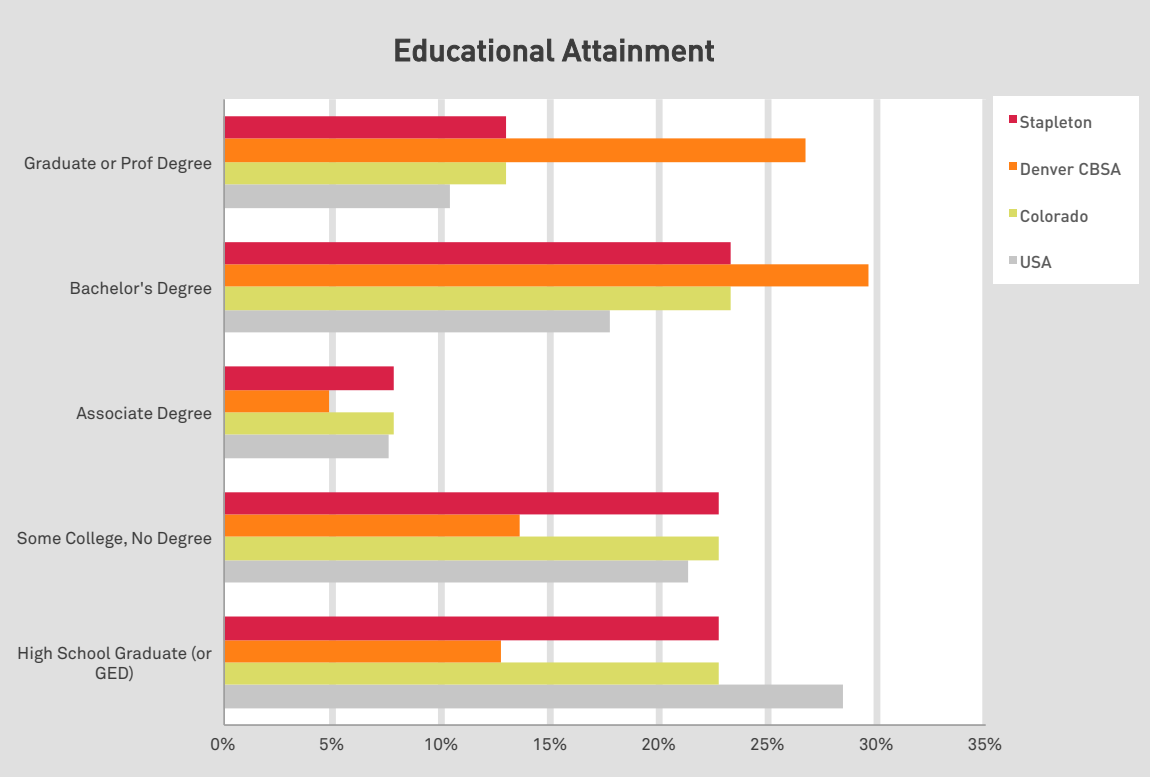
Appendix B: Market Descripton

1. Demographic Characteristics

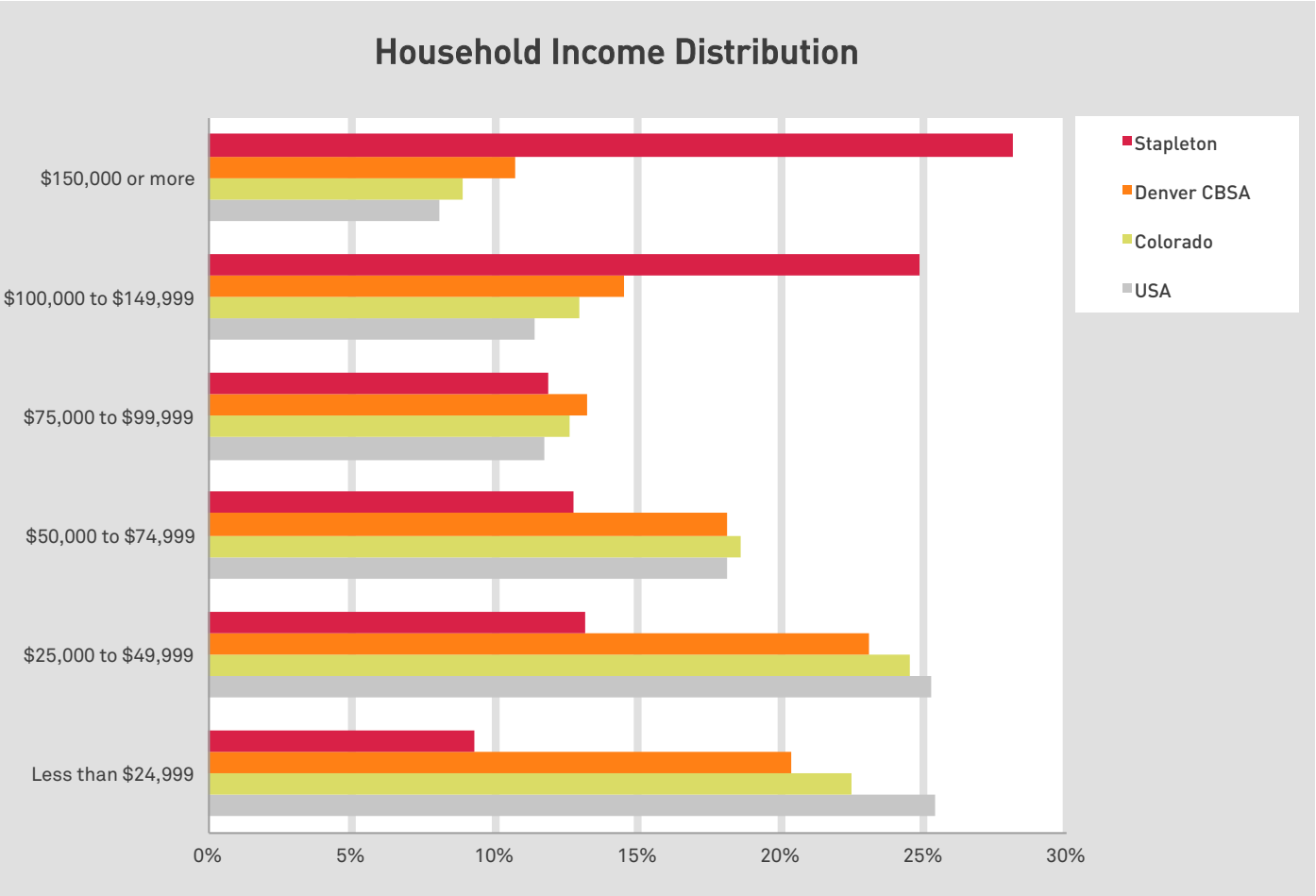
A. Age



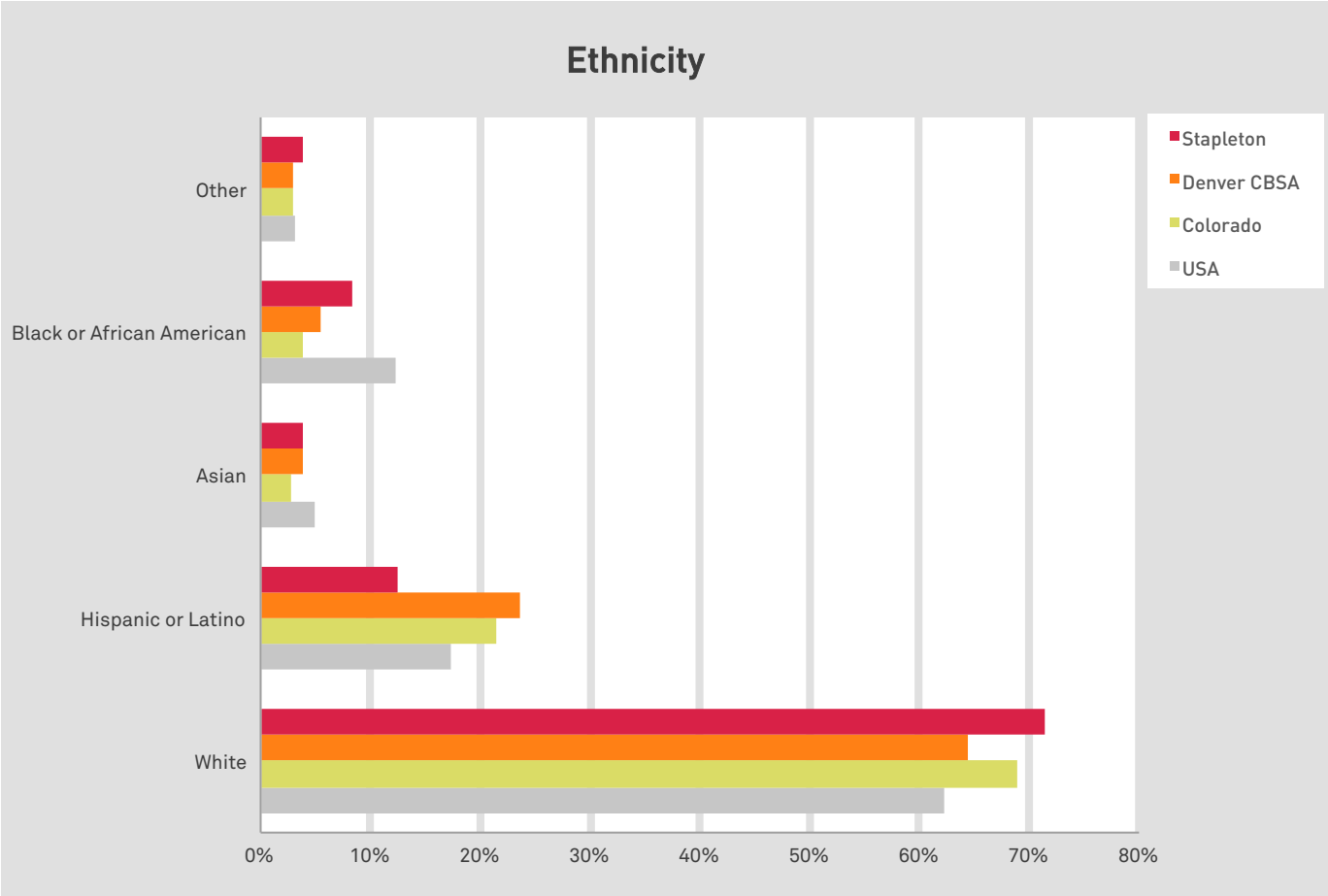
B. Education



C. Income



D. Ethnicity



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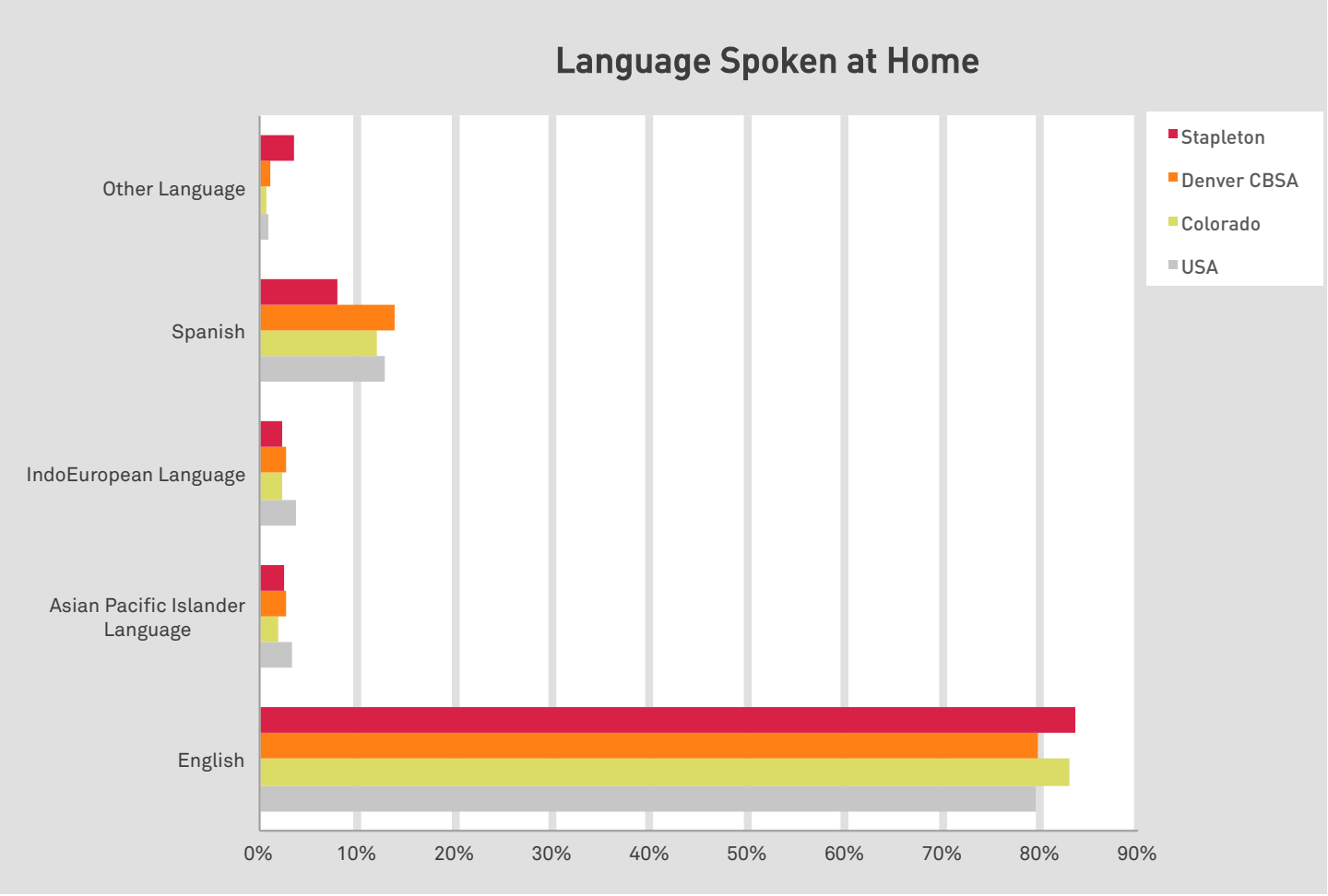
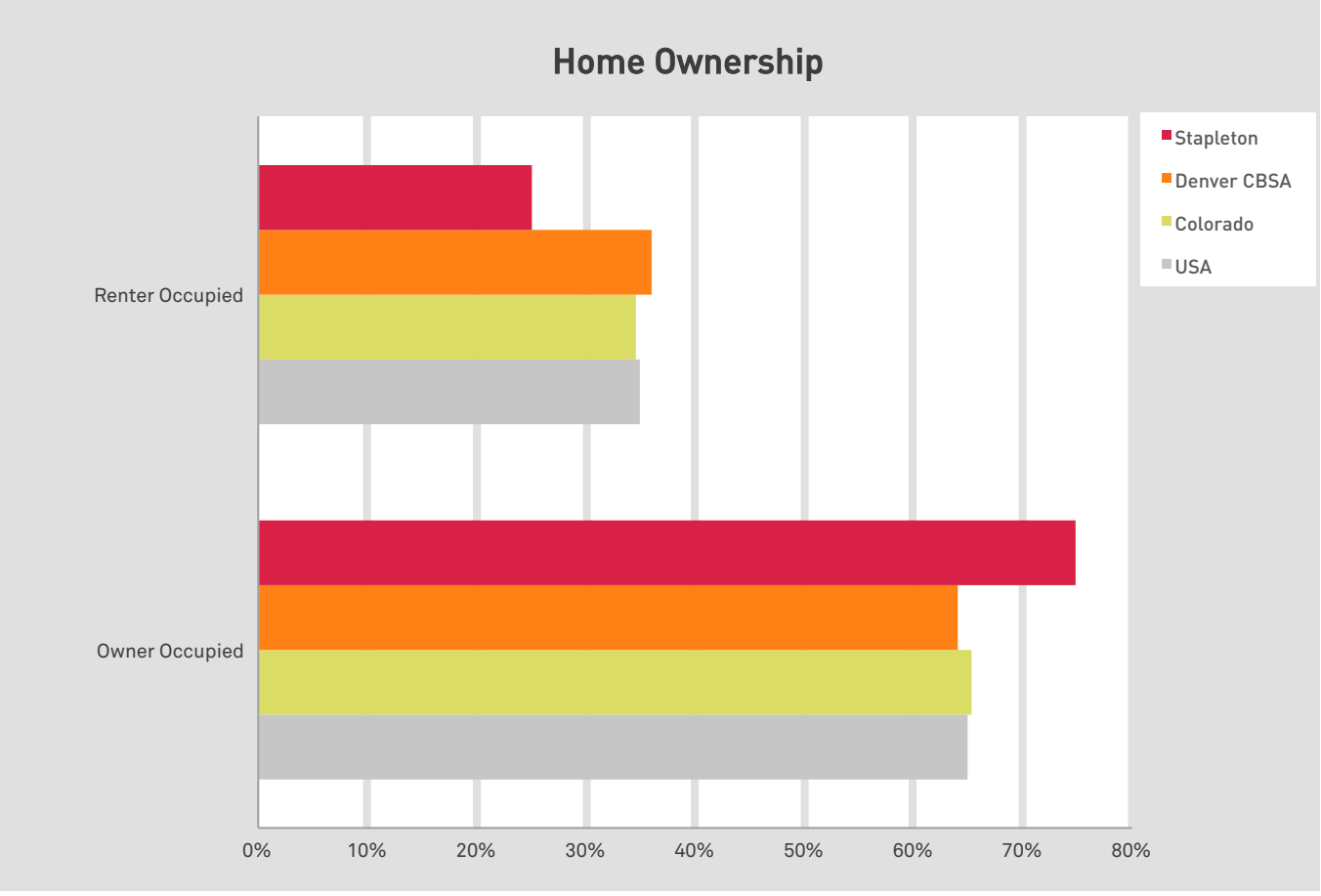
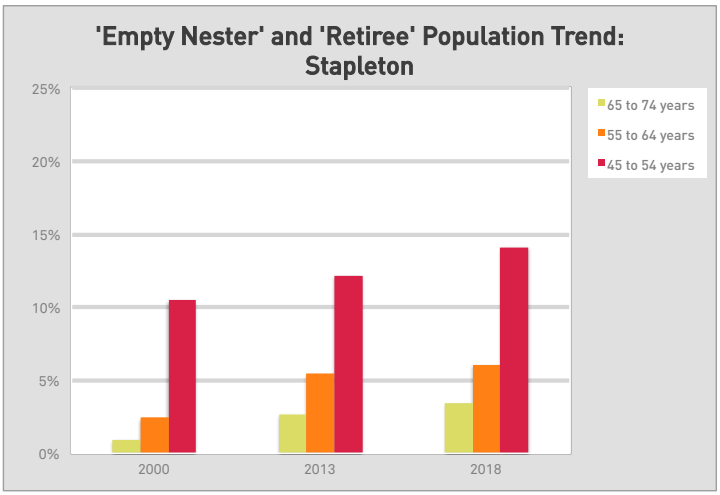
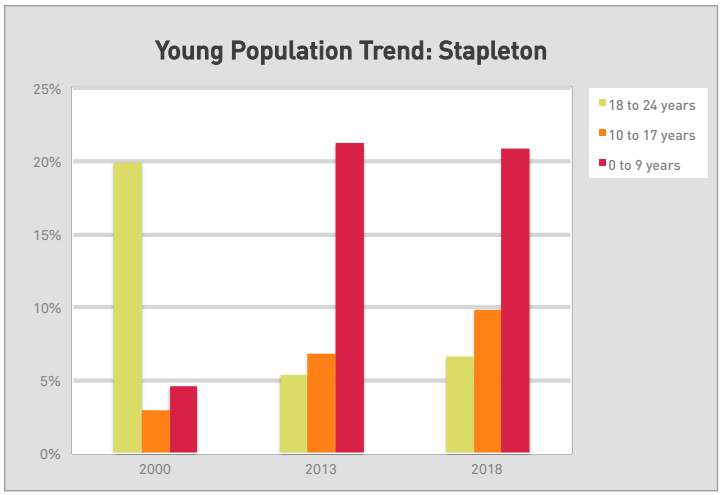


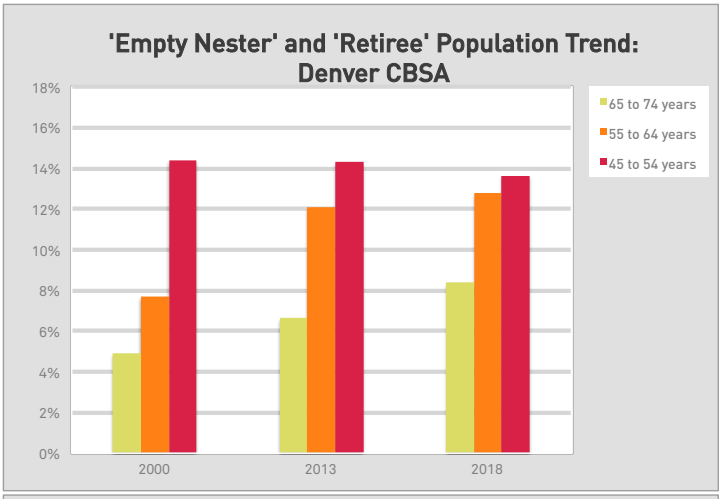
E. Home Ownership

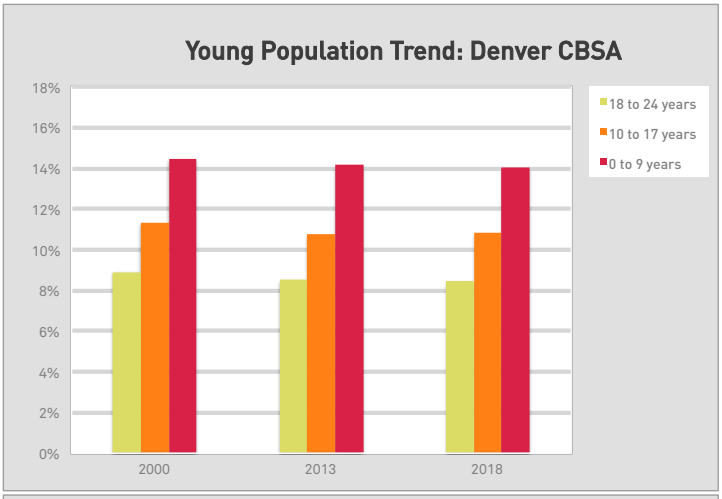


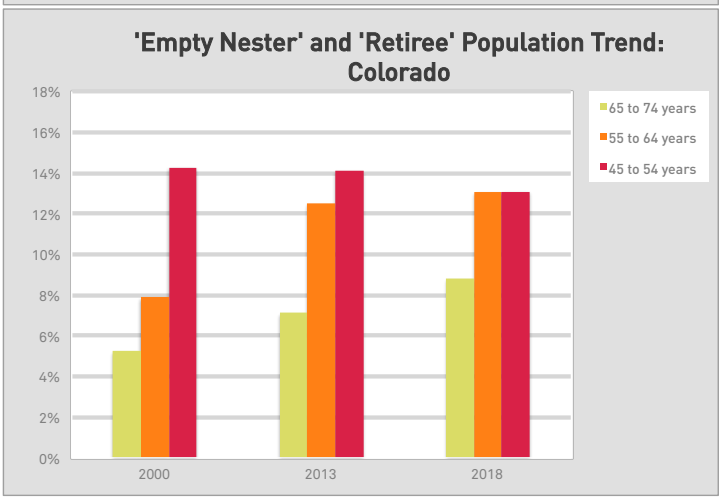
2. Market Trends
A. Age

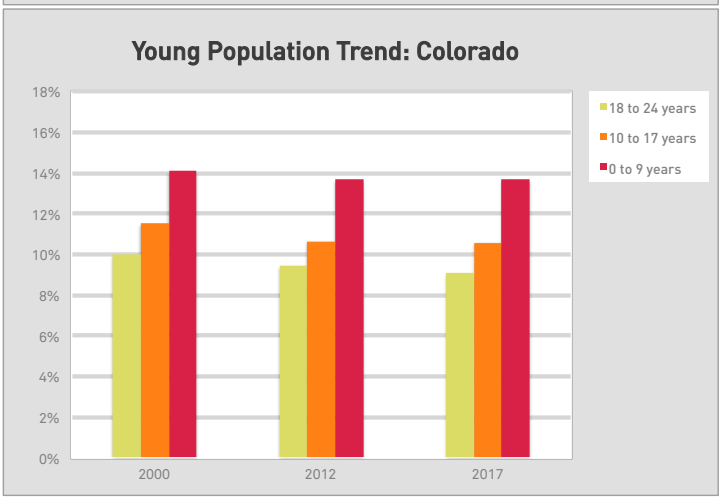




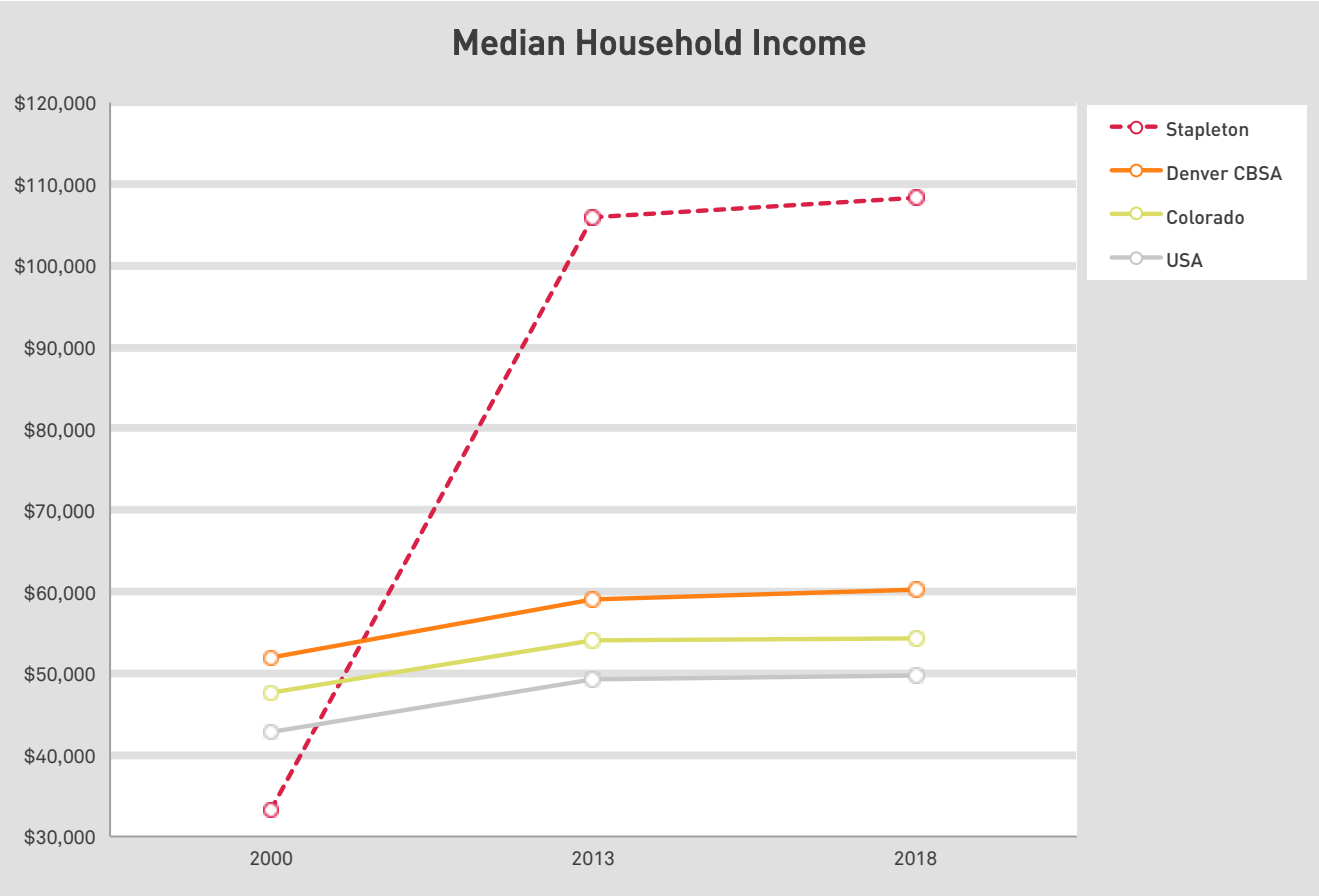




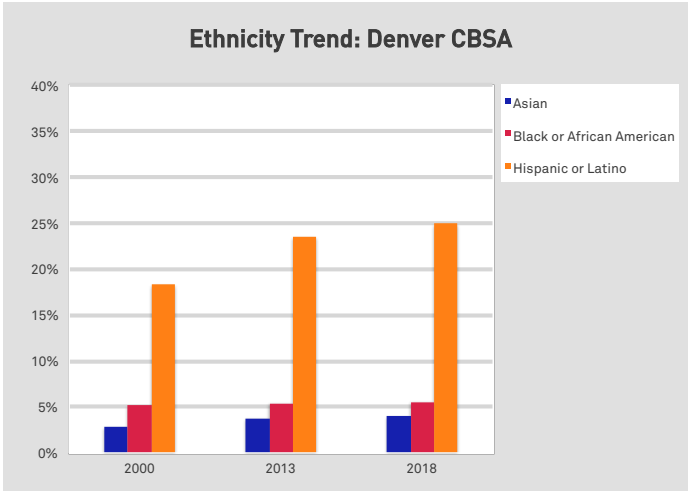


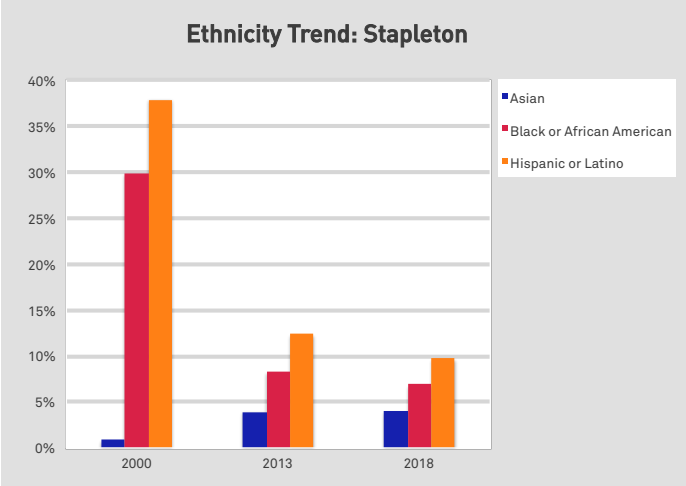


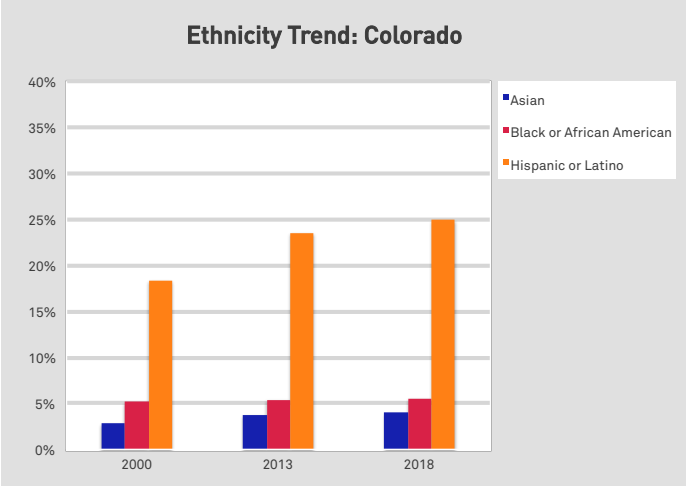
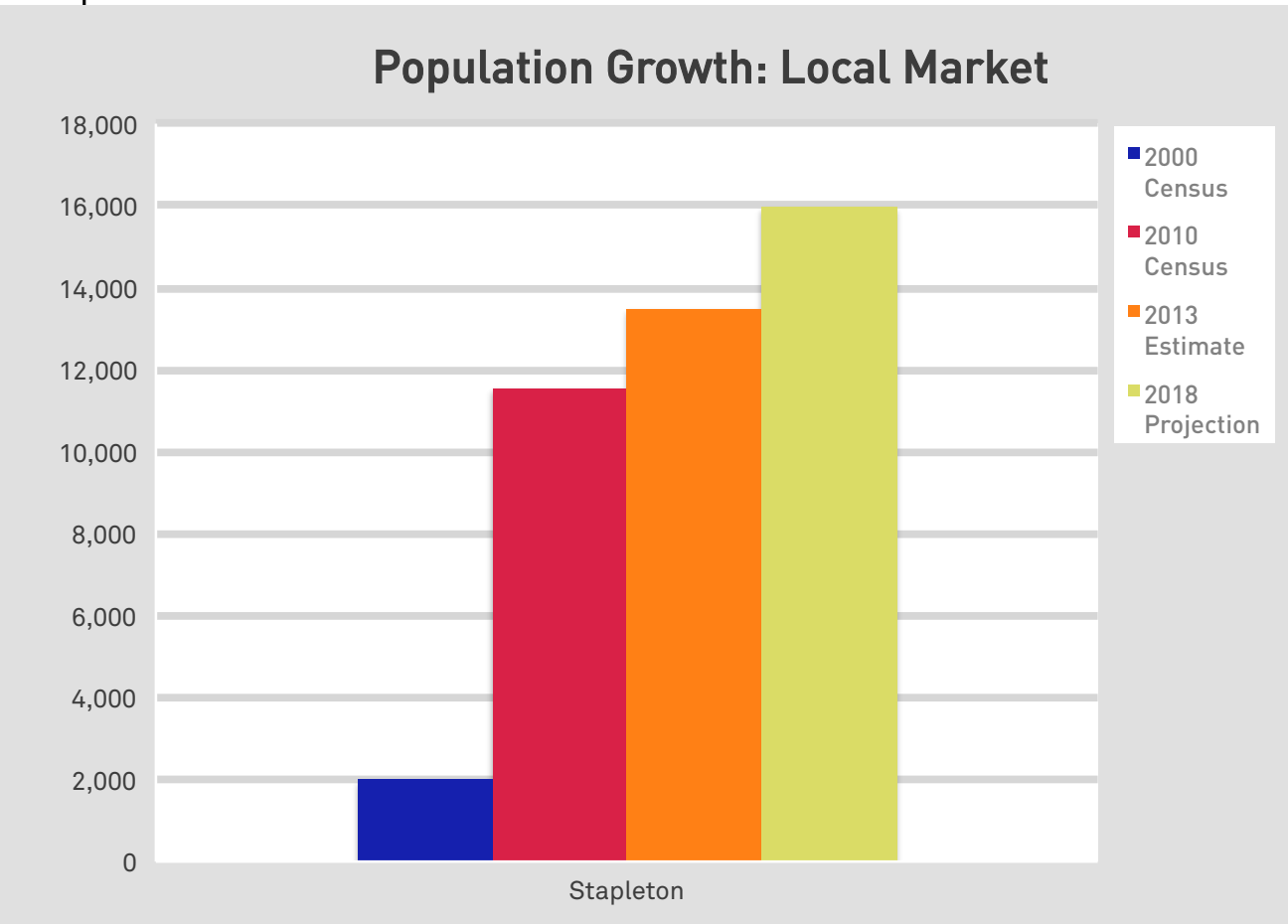
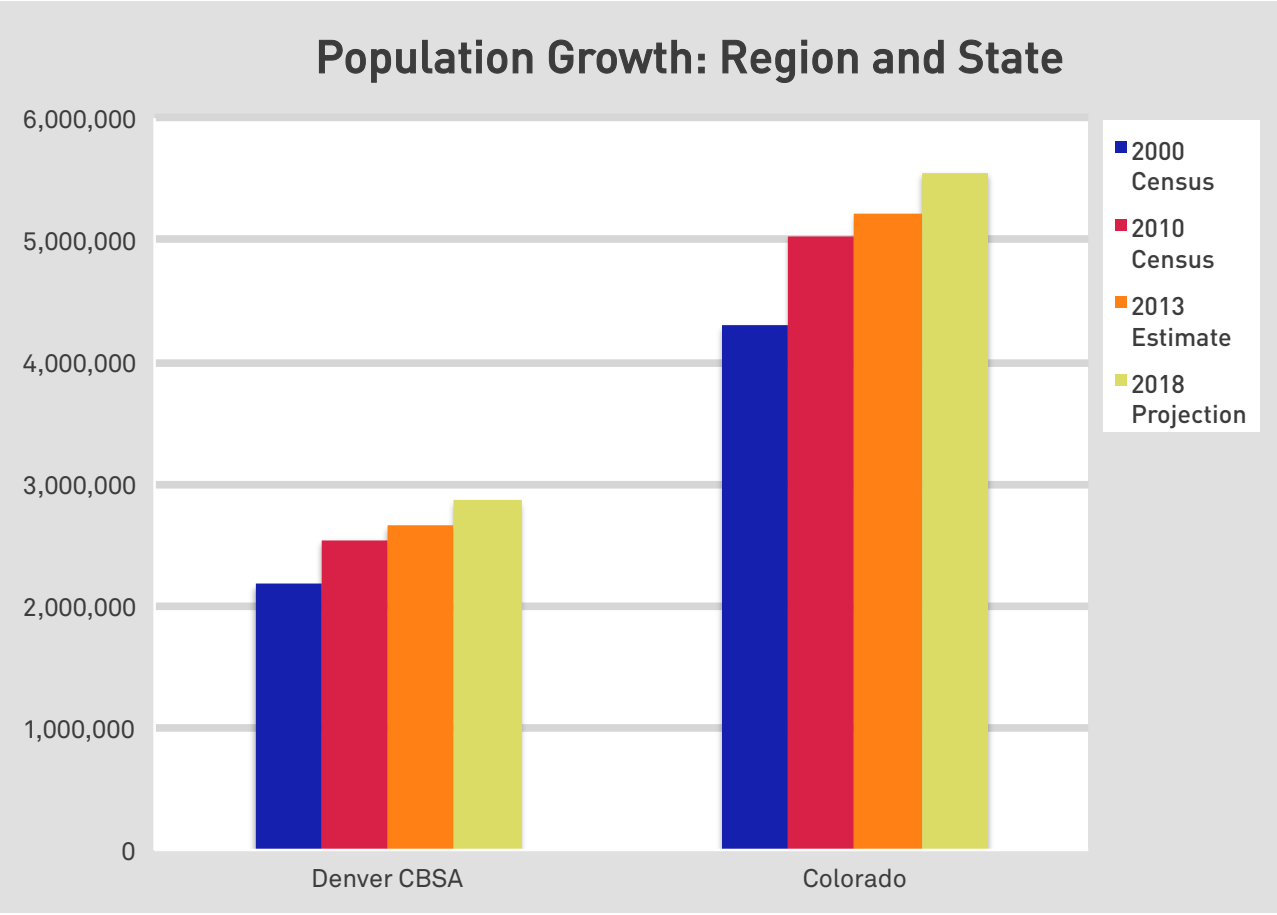
B. Income



C. Ethnicity







D. Population