

# Site Map

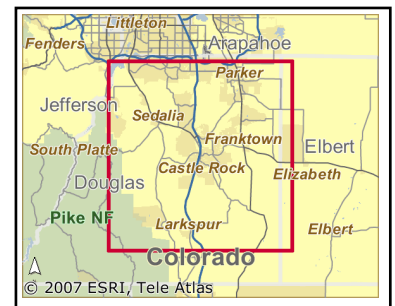
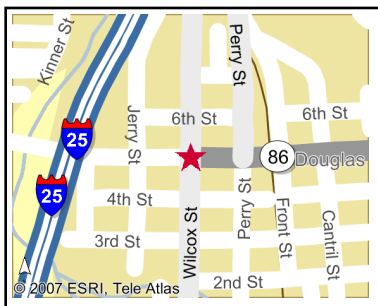
501 Wilcox St

Prepared by Castle Rock Economic Development Council

Latitude: 39.37439  
Longitude: -104.859928

Castle Rock, CO 80104

June 26, 2008





# Demographic and Income Profile

Prepared by Castle Rock Economic Development Council

501 Wilcox St  
Castle Rock, CO 80104

Site Type: Radius

Latitude: 39.37439  
Longitude: -104.859928  
Radius: 1.0 miles

Summary	2000	2008	2013
Population	4,235	4,975	5,836
Households	1,726	2,084	2,461
Families	1,198	1,415	1,647
Average Household Size	2.44	2.38	2.36
Owner Occupied HUs	1,130	1,512	1,775
Renter Occupied HUs	596	571	686
Median Age	37.1	38.0	38.6

Trends: 2008-2013 Annual Rate	Area	State	National
Population	3.24%	1.75%	1.23%
Households	3.38%	1.7%	1.26%
Families	3.08%	1.5%	1.05%
Owner HHs	3.26%	1.6%	1.07%
Median Household Income	4.3%	3.15%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	198	11.5%	167	8.0%	146	5.9%
\$15,000 - \$24,999	131	7.6%	193	9.3%	203	8.2%
\$25,000 - \$34,999	225	13.1%	107	5.1%	83	3.4%
\$35,000 - \$49,999	194	11.3%	262	12.6%	193	7.8%
\$50,000 - \$74,999	480	28.0%	417	20.0%	291	11.8%
\$75,000 - \$99,999	268	15.6%	294	14.1%	643	26.1%
\$100,000 - \$149,999	153	8.9%	396	19.0%	575	23.4%
\$150,000 - \$199,000	42	2.4%	148	7.1%	143	5.8%
\$200,000+	25	1.5%	98	4.7%	184	7.5%
Median Household Income	\$53,895		\$68,633		\$84,703	
Average Household Income	\$60,719		\$85,145		\$104,008	
Per Capita Income	\$23,402		\$32,655		\$40,030	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	267	6.3%	323	6.5%	385	6.6%
5 - 9	293	6.9%	307	6.2%	353	6.0%
10 - 14	335	7.9%	363	7.3%	404	6.9%
15 - 19	329	7.8%	383	7.7%	419	7.2%
20 - 24	226	5.3%	274	5.5%	316	5.4%
25 - 34	521	12.3%	638	12.8%	777	13.3%
35 - 44	771	18.2%	743	14.9%	810	13.9%
45 - 54	689	16.3%	870	17.5%	977	16.7%
55 - 64	387	9.1%	589	11.8%	766	13.1%
65 - 74	236	5.6%	281	5.6%	375	6.4%
75 - 84	135	3.2%	142	2.9%	175	3.0%
85+	48	1.1%	64	1.3%	81	1.4%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,003	94.5%	4,674	93.9%	5,464	93.6%
Black Alone	16	0.4%	21	0.4%	25	0.4%
American Indian Alone	34	0.8%	36	0.7%	43	0.7%
Asian Alone	42	1.0%	65	1.3%	83	1.4%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	68	1.6%	96	1.9%	121	2.1%
Two or More Races	72	1.7%	83	1.7%	100	1.7%
Hispanic Origin (Any Race)	239	5.6%	344	6.9%	435	7.5%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



# Demographic and Income Profile

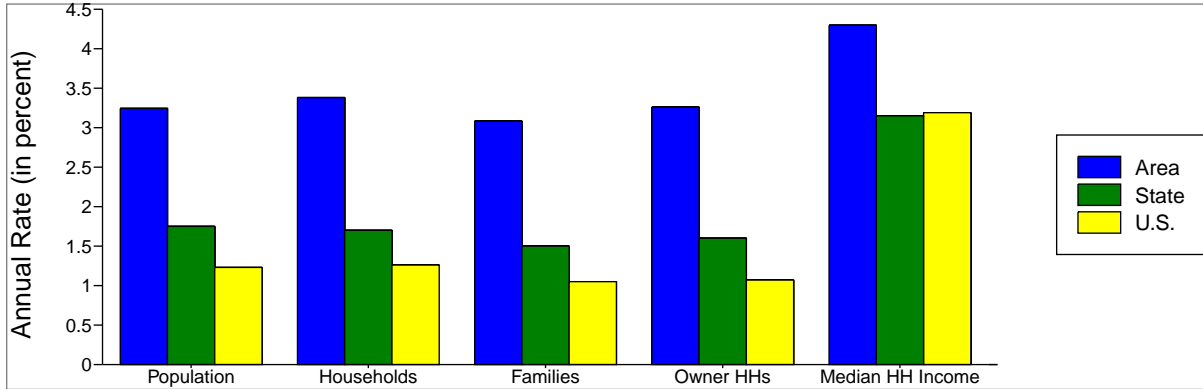
Prepared by Castle Rock Economic Development Council

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Castle Rock, CO 80104

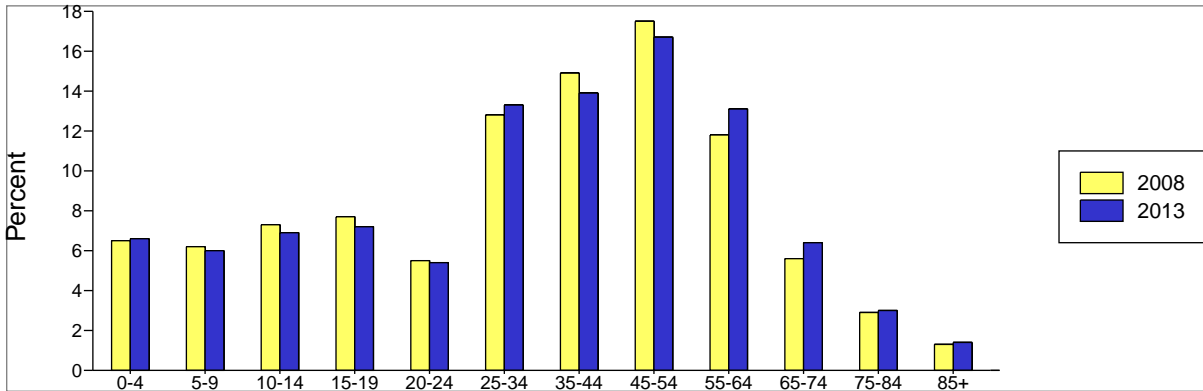
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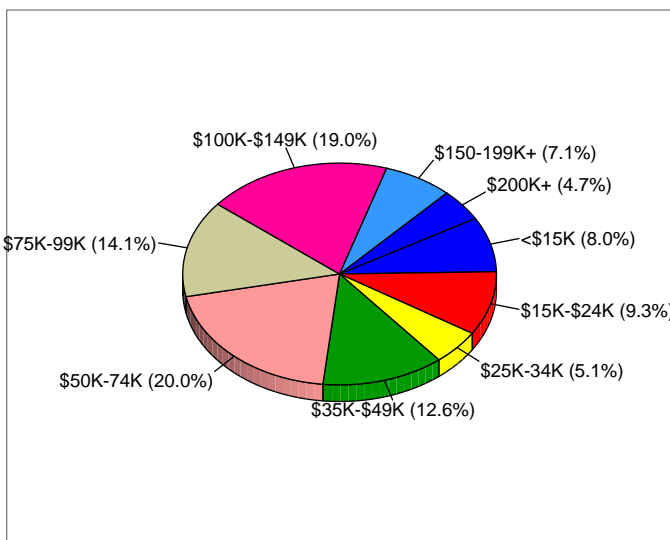
Trends 2008-2013



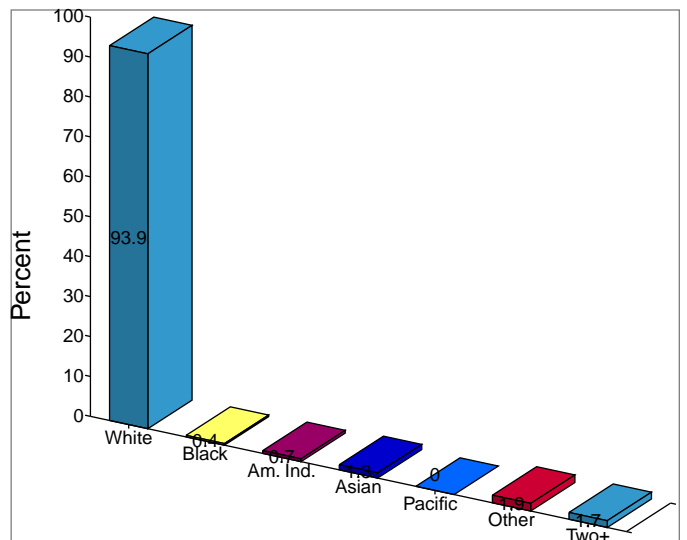
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 6.9%



# Demographic and Income Profile

Prepared by Castle Rock Economic Development Council

501 Wilcox St  
Castle Rock, CO 80104

Latitude: 39.37439

Longitude: -104.859928

Radius: 5.0 miles

Site Type: Radius

Summary	2000	2008	2013
Population	24,134	52,483	71,360
Households	8,621	18,292	24,820
Families	6,747	14,356	19,339
Average Household Size	2.77	2.86	2.87
Owner Occupied HUs	6,647	15,649	21,298
Renter Occupied HUs	1,974	2,643	3,522
Median Age	33.3	35.3	35.8

Trends: 2008-2013 Annual Rate	Area	State	National
Population	6.34%	1.75%	1.23%
Households	6.29%	1.7%	1.26%
Families	6.14%	1.5%	1.05%
Owner HHs	6.36%	1.6%	1.07%
Median Household Income	4.37%	3.15%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	413	4.8%	392	2.1%	372	1.5%
\$15,000 - \$24,999	396	4.6%	505	2.8%	494	2.0%
\$25,000 - \$34,999	790	9.1%	710	3.9%	540	2.2%
\$35,000 - \$49,999	966	11.2%	1,555	8.5%	1,287	5.2%
\$50,000 - \$74,999	2,257	26.1%	3,091	16.9%	2,531	10.2%
\$75,000 - \$99,999	1,501	17.4%	2,571	14.1%	5,288	21.3%
\$100,000 - \$149,999	1,451	16.8%	4,647	25.4%	6,013	24.2%
\$150,000 - \$199,000	350	4.0%	2,786	15.2%	3,153	12.7%
\$200,000+	527	6.1%	2,037	11.1%	5,140	20.7%
Median Household Income	\$68,209		\$101,886		\$126,201	
Average Household Income	\$89,078		\$129,128		\$158,378	
Per Capita Income	\$31,890		\$45,624		\$55,897	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,175	9.0%	4,433	8.4%	5,938	8.3%
5 - 9	2,223	9.2%	4,278	8.2%	5,525	7.7%
10 - 14	1,937	8.0%	4,267	8.1%	5,537	7.8%
15 - 19	1,541	6.4%	3,591	6.8%	4,822	6.8%
20 - 24	1,083	4.5%	2,594	4.9%	3,683	5.2%
25 - 34	3,816	15.8%	6,812	13.0%	9,389	13.2%
35 - 44	4,888	20.3%	8,845	16.9%	10,503	14.7%
45 - 54	3,427	14.2%	8,501	16.2%	11,519	16.1%
55 - 64	1,762	7.3%	5,368	10.2%	8,302	11.6%
65 - 74	796	3.3%	2,327	4.4%	3,817	5.3%
75 - 84	351	1.5%	1,085	2.1%	1,682	2.4%
85+	136	0.6%	383	0.7%	642	0.9%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	22,733	94.2%	49,481	94.3%	67,110	94.0%
Black Alone	135	0.6%	303	0.6%	442	0.6%
American Indian Alone	130	0.5%	178	0.3%	231	0.3%
Asian Alone	255	1.1%	720	1.4%	1,064	1.5%
Pacific Islander Alone	13	0.1%	13	0.0%	17	0.0%
Some Other Race Alone	406	1.7%	831	1.6%	1,175	1.6%
Two or More Races	462	1.9%	957	1.8%	1,321	1.9%
Hispanic Origin (Any Race)	1,371	5.7%	3,060	5.8%	4,379	6.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



# Demographic and Income Profile

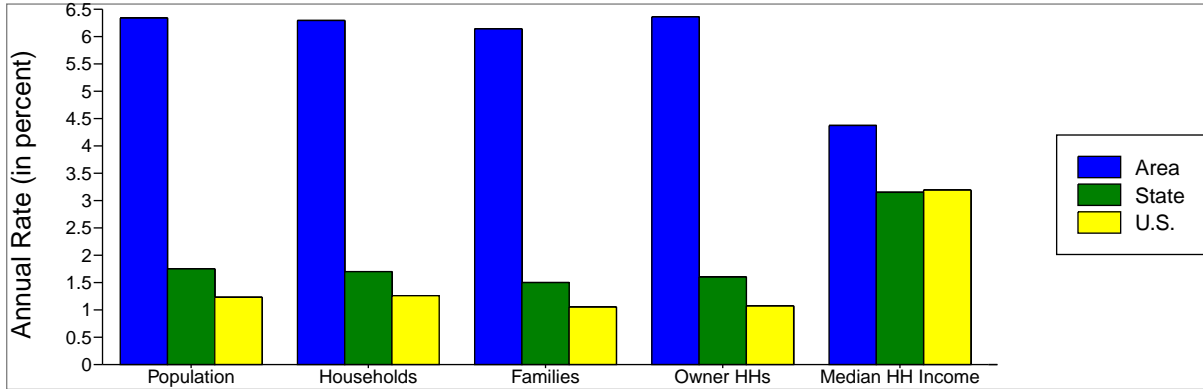
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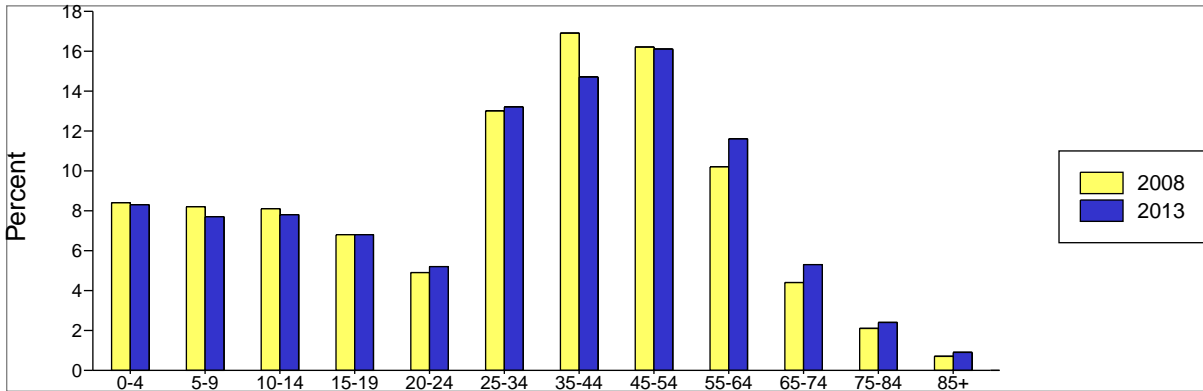
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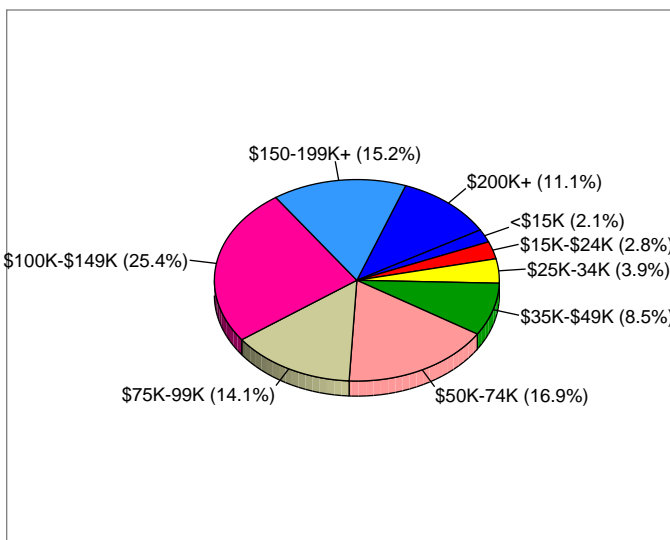
Trends 2008-2013



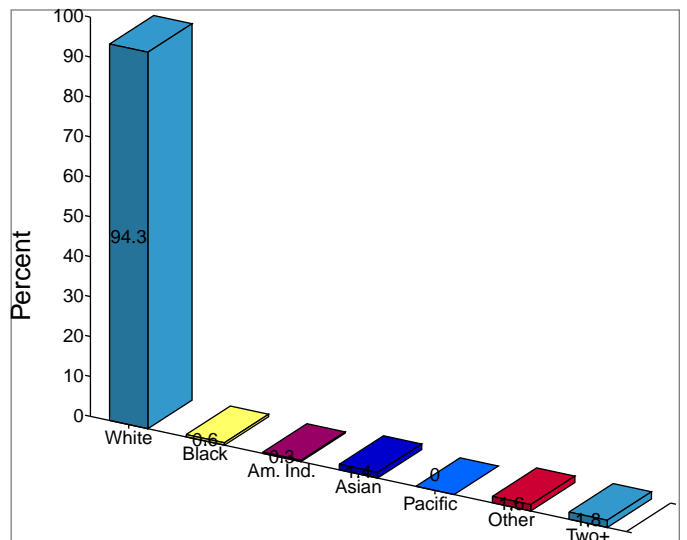
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 5.8%



# Demographic and Income Profile

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501 Wilcox St  
Castle Rock, CO 80104

Site Type: Radius

Latitude: 39.37439  
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Radius: 10.0 miles

Summary	2000	2008	2013
Population	48,297	97,049	131,124
Households	16,937	33,815	45,723
Families	13,969	27,679	37,129
Average Household Size	2.83	2.86	2.86
Owner Occupied HUs	14,453	30,603	41,391
Renter Occupied HUs	2,484	3,212	4,331
Median Age	36.2	37.8	38.7

Trends: 2008-2013 Annual Rate	Area	State	National
Population	6.2%	1.75%	1.23%
Households	6.22%	1.7%	1.26%
Families	6.05%	1.5%	1.05%
Owner HHs	6.23%	1.6%	1.07%
Median Household Income	3.63%	3.15%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	634	3.7%	721	2.1%	718	1.6%
\$15,000 - \$24,999	641	3.8%	703	2.1%	718	1.6%
\$25,000 - \$34,999	1,074	6.3%	1,023	3.0%	818	1.8%
\$35,000 - \$49,999	1,559	9.2%	2,254	6.7%	1,788	3.9%
\$50,000 - \$74,999	3,650	21.6%	4,785	14.1%	3,906	8.5%
\$75,000 - \$99,999	2,953	17.5%	4,457	13.2%	8,977	19.6%
\$100,000 - \$149,999	3,476	20.6%	8,043	23.8%	10,203	22.3%
\$150,000 - \$199,000	1,328	7.9%	5,928	17.5%	6,091	13.3%
\$200,000+	1,599	9.5%	5,903	17.5%	12,505	27.3%
Median Household Income	\$80,973		\$112,070		\$133,925	
Average Household Income	\$108,142		\$155,146		\$192,355	
Per Capita Income	\$37,906		\$54,614		\$67,755	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,859	8.0%	7,305	7.5%	9,699	7.4%
5 - 9	4,311	8.9%	7,674	7.9%	9,756	7.4%
10 - 14	4,188	8.7%	8,293	8.5%	10,629	8.1%
15 - 19	3,171	6.6%	7,054	7.3%	9,428	7.2%
20 - 24	1,673	3.5%	4,211	4.3%	6,059	4.6%
25 - 34	5,813	12.0%	9,893	10.2%	13,841	10.6%
35 - 44	9,916	20.5%	15,877	16.4%	18,515	14.1%
45 - 54	8,512	17.6%	17,876	18.4%	23,665	18.0%
55 - 64	4,283	8.9%	11,674	12.0%	17,622	13.4%
65 - 74	1,689	3.5%	4,556	4.7%	7,683	5.9%
75 - 84	689	1.4%	2,001	2.1%	3,125	2.4%
85+	192	0.4%	635	0.7%	1,104	0.8%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	45,945	95.1%	92,005	94.8%	123,936	94.5%
Black Alone	261	0.5%	595	0.6%	860	0.7%
American Indian Alone	227	0.5%	308	0.3%	400	0.3%
Asian Alone	500	1.0%	1,379	1.4%	2,052	1.6%
Pacific Islander Alone	24	0.0%	24	0.0%	31	0.0%
Some Other Race Alone	587	1.2%	1,255	1.3%	1,799	1.4%
Two or More Races	754	1.6%	1,483	1.5%	2,046	1.6%
Hispanic Origin (Any Race)	2,229	4.6%	4,971	5.1%	7,142	5.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



# Demographic and Income Profile

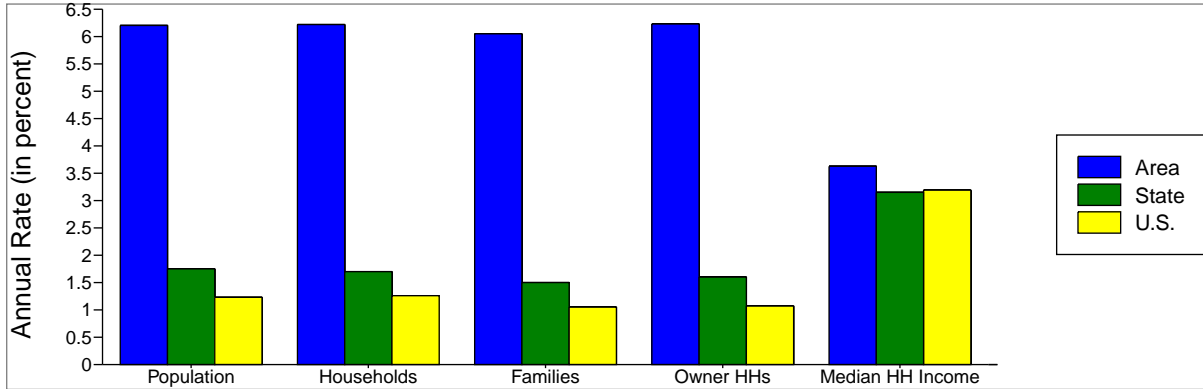
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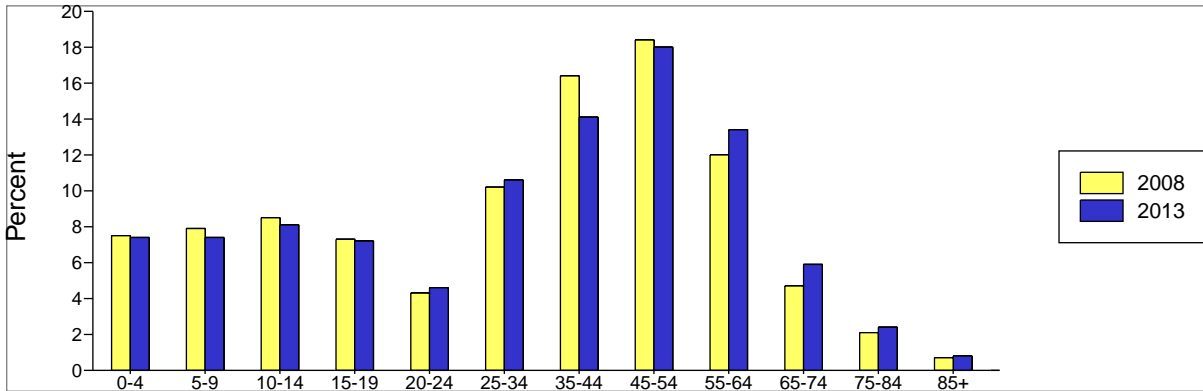
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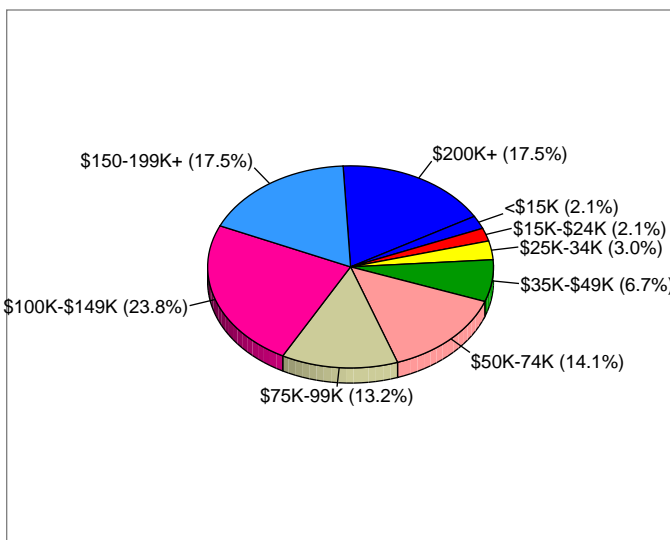
Trends 2008-2013



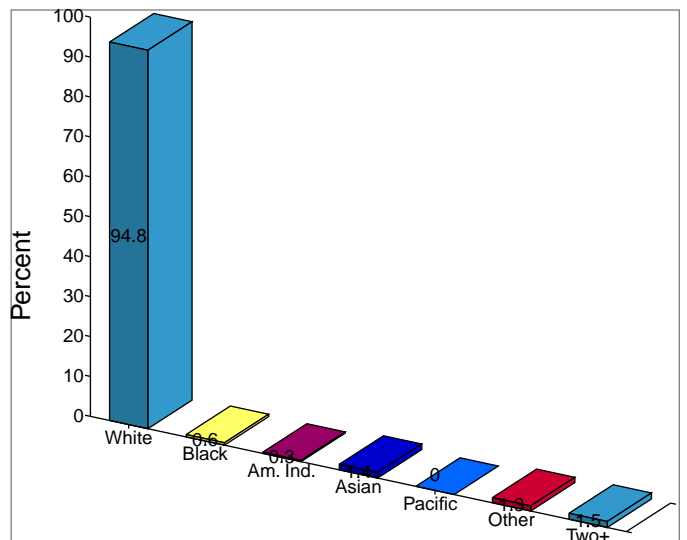
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 5.1%



# Retail Goods and Services Expenditures

Prepared by Castle Rock Economic Development Council

501 Wilcox St  
Castle Rock, CO 80104

Site Type: Radius

Latitude: 39.37439  
Longitude: -104.859928  
Radius: 1.0 miles

## Top Tapestry Segments:

In Style	33.8%
Up and Coming Families	21.6%
Exurbanites	18.6%
Old and Newcomers	13.8%
Connoisseurs	12.1%

## Demographic Summary

	2008	2013
Population	4,975	5,836
Households	2,084	2,461
Families	1,415	1,647
Median Age	38.0	38.6
Median Household Income	\$68,633	\$84,703

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	97	\$2,604.12	\$5,426,989
Men's	100	\$494.08	\$1,029,667
Women's	92	\$867.86	\$1,808,625
Children's	106	\$437.36	\$911,452
Footwear	77	\$370.07	\$771,221
Watches & Jewelry	124	\$276.04	\$575,273
Apparel Products and Services <sup>1</sup>	126	\$158.71	\$330,751
<b>Computer</b>			
Computers and Hardware for Home Use	118	\$248.73	\$518,350
Software and Accessories for Home Use	123	\$35.42	\$73,822
<b>Entertainment &amp; Recreation</b>	116	\$4,306.17	\$8,974,060
<b>Fees and Admissions</b>	125	\$774.32	\$1,613,677
Membership Fees for Clubs <sup>2</sup>	126	\$208.89	\$435,319
Fees for Participant Sports, excl. Trips	127	\$145.05	\$302,278
Admission to Movie/Theatre/Opera/Ballet	121	\$181.12	\$377,456
Admission to Sporting Events, excl. Trips	127	\$77.50	\$161,511
Fees for Recreational Lessons	126	\$161.14	\$335,817
Dating Services	105	\$0.62	\$1,296
<b>TV/Video/Sound Equipment</b>	113	\$1,629.76	\$3,396,426
Community Antenna or Cable TV	110	\$811.11	\$1,690,347
Televisions	121	\$355.00	\$739,823
VCRs, Video Cameras, and DVD Players	114	\$37.95	\$79,092
Video Cassettes and DVDs	113	\$73.77	\$153,733
Video Game Hardware and Software	113	\$40.46	\$84,322
Satellite Dishes	102	\$1.13	\$2,349
Rental of Video Cassettes and DVDs	113	\$57.69	\$120,227
Streaming/Downloaded Video	127	\$1.03	\$2,151
Sound Equipment <sup>3</sup>	116	\$245.29	\$511,182
Rental and Repair of TV/Radio/Sound Equipment	109	\$6.33	\$13,200
Pets	121	\$534.19	\$1,113,251
Toys and Games	114	\$170.17	\$354,627
Recreational Vehicles and Fees <sup>4</sup>	112	\$491.58	\$1,024,459
Sports/Recreation/Exercise Equipment <sup>5</sup>	104	\$223.83	\$466,467
Photo Equipment and Supplies <sup>6</sup>	118	\$149.77	\$312,130
Reading <sup>7</sup>	116	\$332.54	\$693,023
<b>Food</b>	112	\$9,299.14	\$19,379,398
<b>Food at Home</b>	110	\$5,397.36	\$11,248,089
Bakery and Cereal Products	110	\$741.42	\$1,545,111
Meat, Poultry, Fish, and Eggs	109	\$1,337.02	\$2,786,359
Dairy Products	110	\$614.91	\$1,281,477
Fruit and Vegetables	112	\$927.27	\$1,932,426
Snacks and Other Food at Home <sup>8</sup>	111	\$1,776.74	\$3,702,716
<b>Food Away from Home</b>	114	\$3,901.78	\$8,131,309
Alcoholic Beverages	116	\$689.73	\$1,437,396
Nonalcoholic Beverages at Home	109	\$482.55	\$1,005,642



# Retail Goods and Services Expenditures

Prepared by Castle Rock Economic Development Council

501 Wilcox St  
Castle Rock, CO 80104

Site Type: Radius

Latitude: 39.37439  
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Radius: 1.0 miles

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	136	\$1,376.71	\$2,869,068
Vehicle Loans	113	\$6,544.19	\$13,638,099
<b>Health</b>			
Nonprescription Drugs	107	\$121.26	\$252,705
Prescription Drugs	106	\$603.35	\$1,257,385
Eyeglasses and Contact Lenses	114	\$87.51	\$182,364
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	127	\$11,579.34	\$24,131,349
Maintenance and Remodeling Services	127	\$2,619.77	\$5,459,591
Maintenance and Remodeling Materials <sup>10</sup>	116	\$483.60	\$1,007,816
Utilities, Fuel, and Public Services	110	\$5,034.32	\$10,491,531
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	118	\$165.73	\$345,371
Furniture	124	\$818.01	\$1,704,732
Floor Coverings	126	\$122.61	\$255,511
Major Appliances <sup>12</sup>	116	\$349.99	\$729,378
Housewares <sup>13</sup>	111	\$105.32	\$219,480
Small Appliances	112	\$39.56	\$82,446
Luggage	126	\$12.62	\$26,307
Telephones and Accessories	90	\$39.05	\$81,375
<b>Household Operations</b>			
Child Care	123	\$504.88	\$1,052,171
Lawn and Garden <sup>14</sup>	118	\$498.77	\$1,039,431
Moving/Storage/Freight Express	117	\$61.49	\$128,147
Housekeeping Supplies <sup>15</sup>	112	\$855.57	\$1,783,008
<b>Insurance</b>			
Owners and Renters Insurance	117	\$572.75	\$1,193,621
Vehicle Insurance	113	\$1,577.92	\$3,288,383
Life/Other Insurance	117	\$671.07	\$1,398,501
Health Insurance	110	\$2,235.50	\$4,658,775
Personal Care Products <sup>16</sup>	113	\$488.94	\$1,018,946
School Books and Supplies <sup>17</sup>	110	\$130.02	\$270,965
Smoking Products	100	\$452.41	\$942,827
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	114	\$5,903.07	\$12,301,993
Gasoline and Motor Oil	110	\$2,763.39	\$5,758,913
Vehicle Maintenance and Repairs	115	\$1,138.11	\$2,371,822
<b>Travel</b>			
Airline Fares	125	\$523.99	\$1,091,994
Lodging on Trips	123	\$522.18	\$1,088,232
Auto/Truck/Van Rental on Trips	131	\$50.99	\$106,270
Food and Drink on Trips	121	\$568.71	\$1,185,196

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



# Retail Goods and Services Expenditures

Prepared by Castle Rock Economic Development Council

501 Wilcox St  
Castle Rock, CO 80104

Site Type: Radius

Latitude: 39.37439  
Longitude: -104.859928  
Radius: 1.0 miles

<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



# Retail Goods and Services Expenditures

Prepared by Castle Rock Economic Development Council

501 Wilcox St  
Castle Rock, CO 80104

Site Type: Radius

Latitude: 39.37439  
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Radius: 5.0 miles

## Top Tapestry Segments:

Boomburbs	29.3%
In Style	13.8%
Up and Coming Families	12.3%
Exurbanites	9.8%
Connoisseurs	9.3%

## Demographic Summary

	2008	2013
Population	52,483	71,360
Households	18,292	24,820
Families	14,356	19,339
Median Age	35.3	35.8
Median Household Income	\$101,886	\$126,201

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	147	\$3,955.61	\$72,356,090
Men's	151	\$746.31	\$13,651,461
Women's	138	\$1,300.09	\$23,781,309
Children's	165	\$683.82	\$12,508,404
Footwear	115	\$553.55	\$10,125,563
Watches & Jewelry	195	\$435.77	\$7,971,164
Apparel Products and Services <sup>1</sup>	187	\$236.07	\$4,318,189
<b>Computer</b>			
Computers and Hardware for Home Use	180	\$378.03	\$6,914,968
Software and Accessories for Home Use	187	\$53.92	\$986,337
<b>Entertainment &amp; Recreation</b>	176	\$6,538.75	\$119,606,756
<b>Fees and Admissions</b>	195	\$1,204.05	\$22,024,546
Membership Fees for Clubs <sup>2</sup>	195	\$323.69	\$5,920,875
Fees for Participant Sports, excl. Trips	194	\$221.33	\$4,048,579
Admission to Movie/Theatre/Opera/Ballet	185	\$275.44	\$5,038,428
Admission to Sporting Events, excl. Trips	198	\$120.86	\$2,210,756
Fees for Recreational Lessons	205	\$261.80	\$4,788,840
Dating Services	158	\$0.93	\$17,068
<b>TV/Video/Sound Equipment</b>	170	\$2,446.05	\$44,743,164
Community Antenna or Cable TV	162	\$1,191.39	\$21,792,987
Televisions	185	\$543.56	\$9,942,819
VCRs, Video Cameras, and DVD Players	172	\$57.23	\$1,046,899
Video Cassettes and DVDs	170	\$110.94	\$2,029,384
Video Game Hardware and Software	173	\$61.85	\$1,131,384
Satellite Dishes	154	\$1.71	\$31,351
Rental of Video Cassettes and DVDs	173	\$87.81	\$1,606,228
Streaming/Downloaded Video	196	\$1.59	\$29,117
Sound Equipment <sup>3</sup>	179	\$380.70	\$6,963,703
Rental and Repair of TV/Radio/Sound Equipment	159	\$9.25	\$169,292
Pets	182	\$805.80	\$14,739,728
Toys and Games	177	\$263.56	\$4,820,963
Recreational Vehicles and Fees <sup>4</sup>	174	\$760.34	\$13,908,059
Sports/Recreation/Exercise Equipment <sup>5</sup>	159	\$342.70	\$6,268,712
Photo Equipment and Supplies <sup>6</sup>	181	\$229.89	\$4,205,122
Reading <sup>7</sup>	169	\$486.36	\$8,896,462
<b>Food</b>	167	\$13,845.27	\$253,257,592
<b>Food at Home</b>	163	\$7,976.17	\$145,900,117
Bakery and Cereal Products	162	\$1,093.92	\$20,009,944
Meat, Poultry, Fish, and Eggs	161	\$1,969.73	\$36,030,333
Dairy Products	163	\$907.92	\$16,607,691
Fruit and Vegetables	165	\$1,366.67	\$24,999,192
Snacks and Other Food at Home <sup>8</sup>	165	\$2,637.93	\$48,252,957
<b>Food Away from Home</b>	171	\$5,869.09	\$107,357,475
Alcoholic Beverages	172	\$1,027.13	\$18,788,307
Nonalcoholic Beverages at Home	162	\$715.09	\$13,080,392



# Retail Goods and Services Expenditures

Prepared by Castle Rock Economic Development Council

501 Wilcox St  
Castle Rock, CO 80104

Site Type: Radius

Latitude: 39.37439  
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Radius: 5.0 miles

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	214	\$2,170.91	\$39,710,370
Vehicle Loans	174	\$10,090.63	\$184,577,881
<b>Health</b>			
Nonprescription Drugs	156	\$176.79	\$3,233,933
Prescription Drugs	149	\$844.59	\$15,449,226
Eyeglasses and Contact Lenses	168	\$129.67	\$2,371,931
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	199	\$18,226.59	\$333,400,858
Maintenance and Remodeling Services	198	\$4,098.16	\$74,963,585
Maintenance and Remodeling Materials <sup>10</sup>	180	\$749.91	\$13,717,432
Utilities, Fuel, and Public Services	164	\$7,458.29	\$136,426,983
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	180	\$251.47	\$4,599,927
Furniture	195	\$1,281.79	\$23,446,504
Floor Coverings	199	\$192.72	\$3,525,214
Major Appliances <sup>12</sup>	176	\$530.55	\$9,704,862
Housewares <sup>13</sup>	168	\$159.08	\$2,909,959
Small Appliances	167	\$58.69	\$1,073,512
Luggage	195	\$19.59	\$358,258
Telephones and Accessories	136	\$58.94	\$1,078,190
<b>Household Operations</b>			
Child Care	205	\$842.17	\$15,404,939
Lawn and Garden <sup>14</sup>	178	\$752.93	\$13,772,596
Moving/Storage/Freight Express	171	\$89.43	\$1,635,854
Housekeeping Supplies <sup>15</sup>	166	\$1,271.86	\$23,264,902
<b>Insurance</b>			
Owners and Renters Insurance	176	\$865.72	\$15,835,770
Vehicle Insurance	168	\$2,356.16	\$43,098,855
Life/Other Insurance	178	\$1,023.75	\$18,726,479
Health Insurance	159	\$3,221.65	\$58,930,389
Personal Care Products <sup>16</sup>	169	\$731.33	\$13,377,578
School Books and Supplies <sup>17</sup>	163	\$191.95	\$3,511,233
Smoking Products	142	\$642.49	\$11,752,366
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	175	\$9,020.46	\$165,002,332
Gasoline and Motor Oil	164	\$4,146.47	\$75,847,263
Vehicle Maintenance and Repairs	171	\$1,698.81	\$31,074,718
<b>Travel</b>			
Airline Fares	192	\$799.93	\$14,632,313
Lodging on Trips	187	\$796.94	\$14,577,536
Auto/Truck/Van Rental on Trips	202	\$78.67	\$1,439,004
Food and Drink on Trips	184	\$862.44	\$15,775,820

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



# Retail Goods and Services Expenditures

Prepared by Castle Rock Economic Development Council

501 Wilcox St  
Castle Rock, CO 80104

Site Type: Radius

Latitude: 39.37439  
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Radius: 5.0 miles

<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



# Retail Goods and Services Expenditures

Prepared by Castle Rock Economic Development Council

501 Wilcox St  
Castle Rock, CO 80104

Site Type: Radius

Latitude: 39.37439  
Longitude: -104.859928  
Radius: 10.0 miles

Top Tapestry Segments:		Demographic Summary	2008	2013
Suburban Splendor	32.3%	Population	97,049	131,124
Boomburbs	20.8%	Households	33,815	45,723
Connoisseurs	9.4%	Families	27,679	37,129
Up and Coming Families	8.6%	Median Age	37.8	38.7
Exurbanites	7.6%	Median Household Income	\$112,070	\$133,925

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	176	\$4,720.25	\$159,615,359
Men's	180	\$894.88	\$30,260,244
Women's	166	\$1,560.26	\$52,760,290
Children's	194	\$804.89	\$27,217,436
Footwear	135	\$652.17	\$22,053,296
Watches & Jewelry	237	\$527.99	\$17,854,119
Apparel Products and Services <sup>1</sup>	222	\$280.05	\$9,469,974
<b>Computer</b>			
Computers and Hardware for Home Use	214	\$450.88	\$15,246,382
Software and Accessories for Home Use	223	\$64.34	\$2,175,627
<b>Entertainment &amp; Recreation</b>	212	\$7,863.69	\$265,910,570
<b>Fees and Admissions</b>	239	\$1,477.11	\$49,948,556
Membership Fees for Clubs <sup>2</sup>	239	\$397.55	\$13,442,987
Fees for Participant Sports, excl. Trips	237	\$270.90	\$9,160,522
Admission to Movie/Theatre/Opera/Ballet	222	\$331.18	\$11,198,735
Admission to Sporting Events, excl. Trips	242	\$147.38	\$4,983,623
Fees for Recreational Lessons	258	\$329.05	\$11,126,849
Dating Services	180	\$1.06	\$35,840
<b>TV/Video/Sound Equipment</b>	202	\$2,899.48	\$98,045,785
Community Antenna or Cable TV	191	\$1,411.75	\$47,738,456
Televisions	220	\$647.41	\$21,892,317
VCRs, Video Cameras, and DVD Players	204	\$67.93	\$2,297,103
Video Cassettes and DVDs	197	\$129.03	\$4,363,192
Video Game Hardware and Software	204	\$73.05	\$2,470,338
Satellite Dishes	186	\$2.06	\$69,602
Rental of Video Cassettes and DVDs	200	\$101.65	\$3,437,300
Streaming/Downloaded Video	241	\$1.95	\$65,814
Sound Equipment <sup>3</sup>	214	\$453.89	\$15,348,152
Rental and Repair of TV/Radio/Sound Equipment	184	\$10.75	\$363,511
Pets	220	\$971.81	\$32,861,707
Toys and Games	207	\$309.22	\$10,456,151
Recreational Vehicles and Fees <sup>4</sup>	212	\$925.71	\$31,302,866
Sports/Recreation/Exercise Equipment <sup>5</sup>	191	\$412.33	\$13,943,079
Photo Equipment and Supplies <sup>6</sup>	217	\$276.49	\$9,349,356
Reading <sup>7</sup>	206	\$591.54	\$20,003,070
<b>Food</b>	198	\$16,457.01	\$556,493,648
<b>Food at Home</b>	194	\$9,473.16	\$320,335,016
Bakery and Cereal Products	193	\$1,301.20	\$44,000,134
Meat, Poultry, Fish, and Eggs	191	\$2,339.90	\$79,123,561
Dairy Products	194	\$1,080.64	\$36,541,783
Fruit and Vegetables	197	\$1,629.58	\$55,104,372
Snacks and Other Food at Home <sup>8</sup>	195	\$3,121.84	\$105,565,166
<b>Food Away from Home</b>	204	\$6,983.84	\$236,158,632
Alcoholic Beverages	205	\$1,218.65	\$41,208,538
Nonalcoholic Beverages at Home	191	\$843.76	\$28,531,657



# Retail Goods and Services Expenditures

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501 Wilcox St  
Castle Rock, CO 80104

Site Type: Radius

Latitude: 39.37439  
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Radius: 10.0 miles

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	274	\$2,782.45	\$94,088,423
Vehicle Loans	204	\$11,810.36	\$399,367,265
<b>Health</b>			
Nonprescription Drugs	183	\$208.08	\$7,036,059
Prescription Drugs	177	\$1,005.98	\$34,017,211
Eyeglasses and Contact Lenses	204	\$157.30	\$5,319,224
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	245	\$22,453.81	\$759,275,557
Maintenance and Remodeling Services	249	\$5,157.27	\$174,393,041
Maintenance and Remodeling Materials <sup>10</sup>	221	\$918.21	\$31,049,324
Utilities, Fuel, and Public Services	194	\$8,871.13	\$299,977,237
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	217	\$303.07	\$10,248,471
Furniture	233	\$1,535.85	\$51,934,765
Floor Coverings	247	\$238.96	\$8,080,407
Major Appliances <sup>12</sup>	213	\$644.00	\$21,777,028
Housewares <sup>13</sup>	200	\$190.11	\$6,428,629
Small Appliances	201	\$70.73	\$2,391,814
Luggage	238	\$23.84	\$806,155
Telephones and Accessories	160	\$69.17	\$2,338,997
<b>Household Operations</b>			
Child Care	238	\$976.34	\$33,014,787
Lawn and Garden <sup>14</sup>	219	\$929.95	\$31,446,121
Moving/Storage/Freight Express	199	\$103.99	\$3,516,427
Housekeeping Supplies <sup>15</sup>	198	\$1,519.00	\$51,365,111
<b>Insurance</b>			
Owners and Renters Insurance	214	\$1,052.13	\$35,577,905
Vehicle Insurance	200	\$2,802.68	\$94,772,609
Life/Other Insurance	218	\$1,255.19	\$42,444,098
Health Insurance	190	\$3,856.24	\$130,398,760
Personal Care Products <sup>16</sup>	199	\$865.20	\$29,256,906
School Books and Supplies <sup>17</sup>	190	\$223.82	\$7,568,554
Smoking Products	164	\$741.74	\$25,081,978
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	207	\$10,722.47	\$362,580,465
Gasoline and Motor Oil	194	\$4,885.89	\$165,216,350
Vehicle Maintenance and Repairs	204	\$2,024.30	\$68,451,762
<b>Travel</b>			
Airline Fares	234	\$978.06	\$33,072,982
Lodging on Trips	232	\$985.31	\$33,318,359
Auto/Truck/Van Rental on Trips	248	\$96.50	\$3,263,060
Food and Drink on Trips	224	\$1,052.92	\$35,604,347

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

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