

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 39.957415 Longitude: -105.171588

Superior Marketplace Superior, CO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	14,875	85,039	447,999
	Population Est 25Q1	14,915	85,149	447,606
	Population Est 24Q4	14,753	85,037	447,871
	Population Est 24Q3	14,583	84,855	447,704
	Population Est 24Q2	14,426	84,310	446,799
	Population Est 24Q1	14,227	84,289	446,694
	Population Est 23Q4	13,937	83,889	445,946
	Population Est 23Q3	13,584	83,110	445,584
	Population Est 23Q2	13,537	82,863	445,296
	Population Fcst	14,915	87,037	466,208
	2010 Census Population	15,218	71,155	383,624
	2000 Census Population	15,819	64,974	346,173
	1990 Census Population	5,078	46,853	269,458
	Current Year Daytime Population	24,295	121,222	553,966
	Average Seasonal Population	113	831	4,377
	Historical Annual Growth, 1990 – 2000	12.03%	3.32%	2.54%
	Historical Annual Growth, 2000 – 2010	-0.39%	0.91%	1.03%
	Estimated Annual Growth, 2010 – CY	-0.16%	1.24%	1.08%
	Projected Annual Growth, CY to Y5	0.05%	0.47%	0.80%
	Group Qtrs Est	93	5,683	15,246
Transient Est Average Last 4 Qtrs	1,919	7,315	21,902	
Households	Current Year Estimated Households	5,668	34,836	176,967
	Households Est 25Q1	5,683	34,872	176,784
	Households Est 24Q4	5,621	34,867	176,960
	Households Est 24Q3	5,551	34,828	177,022
	Households Est 24Q2	5,486	34,573	176,630
	Households Est 24Q1	5,413	34,587	176,584
	Households Est 23Q4	5,302	34,431	176,333
	Households Est 23Q3	5,170	34,091	176,229
	Households Est 23Q2	5,149	33,960	176,120
	Households Fcst	5,688	35,895	184,140
	2010 Census Households	5,869	29,387	153,674
	2000 Census Households	5,785	25,909	134,550
	1990 Census Households	1,830	18,075	103,001
	Historical Annual Growth, 1990 – 2000	12.20%	3.67%	2.71%
	Historical Annual Growth, 2000 – 2010	0.15%	1.27%	1.34%
	Estimated Annual Growth, 2010 – CY	-0.24%	1.18%	0.98%
	Projected Annual Growth, CY to Y5	0.07%	0.60%	0.80%
Population per Household	2.61	2.28	2.45	

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, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 39.957415 Longitude: -105.171588

Superior Marketplace Superior, CO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	8.5%	5.7%	5.2%
	HH Income \$250,000 to \$499,999	10.2%	6.9%	6.2%
	HH Income \$200,000 to \$249,999	23.8%	16.1%	14.5%
	HH Income \$175,000 to \$199,999	8.7%	6.9%	7.0%
	HH Income \$150,000 to \$174,999	9.8%	7.7%	7.7%
	HH Income \$100,000 to 149,999	14.7%	18.4%	18.5%
	HH Income \$75,000 to 99,999	7.4%	11.4%	11.2%
	HH Income \$50,000 to 74,999	8.7%	10.2%	11.4%
	HH Income \$35,000 to 49,999	3.0%	5.8%	6.0%
	HH Income \$25,000 to 34,999	1.5%	3.2%	3.9%
	HH Income \$15,000 to 24,999	1.4%	3.1%	3.4%
	HH Income \$0 to 14,999	2.3%	4.6%	5.0%
	Average Household Income	\$215,316	\$176,837	\$162,082
	Median Household Income	\$178,702	\$130,136	\$122,299
	Per Capita Income	\$82,381	\$73,321	\$64,618
	Average Disposable Income	\$147,580	\$121,129	\$116,039
	Median Disposable Income	\$144,822	\$108,774	\$102,656
	Discretionary HH Income Over \$150,000	36.4%	22.4%	20.5%
	Discretionary HH Income \$125,000 to \$149,999	13.0%	10.3%	10.1%
	Discretionary HH Income \$100,000 to \$124,999	15.7%	11.8%	11.2%
	Discretionary HH Income \$75,000 to \$99,999	9.7%	13.2%	13.0%
	Discretionary HH Income \$50,000 to \$74,999	9.9%	15.8%	15.2%
	Discretionary HH Income \$25,000 to \$49,999	10.7%	15.0%	15.8%
	Discretionary HH Income Under \$25,000	4.7%	11.5%	14.2%
	Average Discretionary HH Income	\$117,381	\$93,699	\$89,938
	Median Discretionary HH Income	\$124,068	\$88,409	\$83,793
	Householder White – Count	4,364	26,914	132,289
	Median HH Income	\$184,494	\$133,118	\$130,237
	Average HH Income	\$149,952	\$126,686	\$124,195
	Householder Black or African-American – Count	52	354	1,439
	Median HH Income	\$61,545	\$94,532	\$96,956
	Average HH Income	\$75,767	\$102,063	\$99,987
	Householder Hispanic – Count	322	2,736	20,619
	Median HH Income	\$152,481	\$111,432	\$93,764
Average HH Income	\$137,102	\$113,623	\$103,337	
Householder Asian or Pacific Islander – Count	532	2,072	7,958	
Median HH Income	\$182,181	\$143,258	\$132,993	
Average HH Income	\$151,780	\$131,900	\$124,929	
Householder Other or Pacific Islander – Count	398	2,761	14,662	
Median HH Income	\$166,843	\$115,140	\$104,111	
Average HH Income	\$142,239	\$116,174	\$110,997	

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 39.957415 Longitude: -105.171588

Superior Marketplace Superior, CO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Gender	Male Population	7,396	43,171	224,545
	Female Population	7,479	41,868	223,454
Total Population by Age	Count of Pop 0 to 4 years	657	4,537	22,908
	Count of Pop 0 to 7 years	952	5,673	31,159
	Count of Pop 5 - 13	1,427	6,336	39,821
	Count of Pop 14 - 18	851	5,562	25,762
	Count of Pop 19 - 22	846	5,979	28,975
	Count of Pop 22 - 25	610	4,197	22,509
	Count of Pop 25 - 29	708	5,427	25,076
	Count of Pop 30 - 34	794	7,785	34,147
	Count of Pop 35 - 39	849	6,324	32,653
	Count of Pop 40 - 44	992	5,172	30,059
	Count of Pop 45 - 59	3,343	15,109	82,065
	Count of Pop 60 - 74	2,924	12,903	71,259
	Count of Pop 75 - 84	687	4,103	25,225
	Count of Pop 85+	186	1,604	7,541
	% of Pop 0 to 4 years	4.4%	5.3%	5.1%
	% of Pop 0 to 7 years	6.4%	6.7%	7.0%
	% of Pop 5 - 13	9.6%	7.5%	8.9%
	% of Pop 14 - 18	5.7%	6.5%	5.8%
	% of Pop 19 - 22	5.7%	7.0%	6.5%
	% of Pop 22 - 25	4.1%	4.9%	5.0%
	% of Pop 25 - 29	4.8%	6.4%	5.6%
	% of Pop 30 - 34	5.3%	9.2%	7.6%
	% of Pop 35 - 39	5.7%	7.4%	7.3%
	% of Pop 40 - 44	6.7%	6.1%	6.7%
	% of Pop 45 - 59	22.5%	17.8%	18.3%
	% of Pop 60 - 74	19.7%	15.2%	15.9%
	% of Pop 75 - 84	4.6%	4.8%	5.6%
	% of Pop 85+	1.3%	1.9%	1.7%
Median Age	43.5	37.1	38.8	
Average Age	41.8	39.5	40.2	
Male Population by Age	% of Pop 0 to 4 years	4.6%	5.4%	5.3%
	% of Pop 5 - 13	9.3%	7.4%	9.0%
	% of Pop 14 - 18	5.9%	6.5%	5.8%
	% of Pop 19 - 22	5.9%	7.2%	6.7%
	% of Pop 22 - 25	4.2%	5.3%	5.3%
	% of Pop 25 - 29	5.0%	6.8%	5.9%
	% of Pop 30 - 34	5.6%	9.9%	8.1%
	% of Pop 35 - 39	6.2%	8.0%	7.6%
	% of Pop 40 - 44	6.6%	6.2%	6.8%
	% of Pop 45 - 59	22.2%	17.4%	18.2%
	% of Pop 75 - 84	4.4%	4.3%	5.0%
	% of Pop 60 - 74	19.1%	14.4%	15.1%
	% of Pop 85+	0.9%	1.3%	1.2%
	Median Age	42.4	36.0	37.6
Average Age	41.2	38.6	39.2	

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 39.957415 Longitude: -105.171588

Superior Marketplace Superior, CO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	% of Pop 0 to 4 years	4.3%	5.3%	5.0%
	% of Pop 5 - 13	9.8%	7.5%	8.8%
	% of Pop 14 - 18	5.6%	6.6%	5.7%
	% of Pop 19 - 22	5.5%	6.8%	6.2%
	% of Pop 22 - 25	4.0%	4.6%	4.7%
	% of Pop 25 - 29	4.5%	6.0%	5.3%
	% of Pop 30 - 34	5.0%	8.4%	7.1%
	% of Pop 35 - 39	5.2%	6.9%	6.9%
	% of Pop 40 - 44	6.7%	6.0%	6.6%
	% of Pop 45 - 59	22.7%	18.2%	18.5%
	% of Pop 60 - 74	20.2%	15.9%	16.8%
	% of Pop 75 - 84	4.8%	5.4%	6.2%
	% of Pop 85+	1.6%	2.5%	2.2%
	Median Age	44.5	38.5	40.2
Average Age	42.3	40.5	41.2	
Race	Count of White	11,897	67,223	346,918
	Count of Black or African-American	123	1,024	5,496
	Count of Asian or Pacific Islander	1,257	6,195	25,094
	Count of Other races	1,598	10,597	70,491
	White	80.0%	79.0%	77.4%
	Black or African American	0.8%	1.2%	1.2%
	Asian	8.4%	7.3%	5.6%
	Other Races	10.7%	12.5%	15.7%
Language Spoken	Speak English at Home	83.9%	85.8%	85.6%
	Speak Spanish at Home	4.7%	4.6%	7.1%
	Speak French or French Creole at Home	0.5%	0.7%	0.5%
	Speak German at Home	0.6%	0.8%	0.6%
	Speak Other Indo-European Languages at Home	2.8%	2.2%	1.6%
	Speak Russian and Other Slavic Languages at Home	0.9%	0.8%	0.8%
	Speak Chinese at Home	2.0%	2.0%	1.1%
	Speak Korean at Home	0.1%	0.3%	0.3%
	Speak Vietnamese at Home	1.1%	0.5%	0.5%
	Speak Other Asian Languages at Home	2.0%	1.5%	1.2%
	Speak Tagalog and Other Pacific Languages at Home	1.0%	0.3%	0.2%
	Speak Other Language at Home	0.5%	0.6%	0.6%
Hispanic	Hispanic Population	1,114	8,370	69,417
	Hispanic Population Percent	7.5%	9.8%	15.5%
	Mexican	72.1%	64.9%	73.4%
	Puerto Rican	5.0%	7.4%	4.2%
	Cuban	2.2%	3.3%	2.3%
	Dominican	0.0%	0.3%	0.2%
	Central American	2.9%	6.0%	4.3%
	South American	7.4%	9.2%	6.0%
	Other Hispanic	10.3%	8.8%	9.6%
	2000 Hispanic Population Percent	5%	6%	10%
	1990 Hispanic Population Percent	4%	5%	7%

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 39.957415 Longitude: -105.171588

Superior Marketplace Superior, CO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Ancestry	American (percent of total population)	2.7%	2.5%	2.8%
	American	2.5%	2.0%	2.4%
	Native American (ie. Indian/Eskimo)	0.2%	0.3%	0.4%
	Hawaiian/Pacific Islander	0.0%	0.1%	0.1%
	Asian (percent of total population)	6.5%	6.3%	4.6%
	Chinese	1.9%	2.2%	1.4%
	Japanese	0.8%	0.8%	0.4%
	Korean	0.3%	0.5%	0.5%
	South Central Asian (ie. Indian)	2.8%	2.0%	1.4%
	South East Asian (ie. Vietnamese)	0.5%	0.4%	0.5%
	Other Asian	0.2%	0.3%	0.4%
	European (percent of total population)	48.4%	46.6%	42.4%
	British	9.0%	8.6%	7.9%
	Dutch	1.4%	0.9%	0.8%
	French	1.3%	1.5%	1.4%
	German	12.4%	11.3%	10.5%
	Italian	3.5%	3.1%	3.1%
	Polish	1.8%	2.0%	1.7%
	Scandinavian	3.8%	3.9%	3.7%
	Scotch/Irish	9.1%	8.8%	8.3%
Other European (ie. Greek/Russian)	6.3%	6.4%	5.2%	
Middle Eastern	0.5%	0.8%	0.7%	
Other Ancestry	14.3%	13.8%	13.6%	
Unclassified Ancestry	15.4%	16.5%	16.5%	
Education (Age 25+)	Adult Population (25 Years or Older)	10,484	58,427	308,024
	Elementary (0 to 8)	1.0%	0.9%	1.9%
	Some High School (9 to 11)	0.3%	1.0%	2.7%
	High School Graduate (12)	8.8%	8.3%	13.5%
	Some College (13 to 16)	9.9%	12.8%	15.4%
	Associates Degree Only	5.9%	5.6%	6.7%
	Bachelors Degree Only	36.5%	36.6%	34.0%
	Graduate Degree	37.6%	34.7%	25.9%
	% College (4+)	74.1%	71.3%	59.9%
Household Type	Total Households – count	5,668	34,836	176,967
	One Person HHs – count	1,193	10,704	47,541
	Family HHs – count	4,101	19,099	106,058
	Married Couple – count	3,546	15,442	85,631
	w/own children – count	1,720	6,677	35,014
	w/out own children – count	1,826	8,765	50,618
	Male Householder – count	260	1,540	7,221
	Female Householder – count	296	2,118	13,205
	Non-Family Households – count	373	5,033	23,368
	1 Person Household	21.1%	30.7%	26.9%
	2 Person Household	33.2%	36.1%	35.8%
	3 Person Household	18.0%	14.4%	15.7%
	4 Person Household	19.3%	12.9%	13.8%
	5 Person Household	6.1%	4.0%	5.0%
6 Person Household	1.5%	1.2%	1.8%	
7+ Person Household	0.8%	0.6%	1.0%	
% Households With Children	35.8%	25.2%	25.9%	

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 39.957415 Longitude: -105.171588

Superior Marketplace Superior, CO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Housing	Total Housing Units	5,829	36,837	185,179
	Owner Occupied Percent	75.3%	54.4%	62.4%
	Renter Occupied Percent	21.9%	40.2%	33.2%
	Vacant Housing Percent	2.8%	5.4%	4.4%
	Total Housing Units (Census 2000)	6,054	26,942	138,623
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	43.1%	35.1%	20.4%
	Property Value \$750,000 to \$999,999	25.2%	24.0%	21.3%
	Property Value \$500,000 to \$749,999	15.5%	19.1%	27.1%
	Property Value \$400,000 to \$499,999	3.1%	4.7%	10.2%
	Property Value \$300,000, to \$399,999	1.9%	2.9%	5.5%
	Property Value \$200,000 to \$299,999	0.4%	1.8%	2.3%
	Property Value \$150,000 to \$199,999	0.0%	0.5%	0.7%
	Property Value \$100,000 to \$149,999	0.3%	0.5%	1.0%
	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	0.2%	0.9%	1.2%
	Median Home Value	\$1,036,797	\$943,503	\$749,203
Wealth per Household	\$0 and under - percent	14.6%	16.6%	16.5%
	\$1 to \$4999 - percent	5.8%	7.4%	7.5%
	\$5k to \$9999 - percent	3.5%	4.2%	4.2%
	\$10k to \$24999 - percent	5.5%	6.1%	6.1%
	\$25k to \$49999 - percent	6.4%	6.5%	6.7%
	\$50k to \$99999 - percent	9.9%	9.7%	10.0%
	\$100k to \$249999 - percent	19.0%	17.9%	18.2%
	\$250k to \$499999 - percent	15.4%	14.0%	14.0%
	\$500k+ - percent	19.8%	17.5%	17.0%
	Median HH Wealth	\$133,132	\$97,228	\$95,553
	Avg HH Wealth	\$300,110	\$270,608	\$265,324
Economic Viability	Economic Viability Local	342	318	308
	Economic Viability Indexed	124	115	111
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	8,542	47,609	250,078
	Managerial/Executive	29.9%	24.0%	22.5%
	Professional Specialty	36.5%	40.4%	33.8%
	Healthcare Support	2.0%	1.9%	2.3%
	Sales	9.6%	8.5%	9.0%
	Office & Administrative Support	5.7%	7.1%	8.5%
	Protective Service	0.9%	0.7%	1.4%
	Food Preparation	4.7%	5.5%	5.5%
	Building Maintenance & Cleaning	0.8%	1.4%	1.8%
	Personal Care	1.5%	2.1%	2.6%
	Farming, Fishing, & Forestry	0.0%	0.2%	0.2%
	Construction	4.0%	3.5%	5.1%
	Production & Transportation	4.3%	4.7%	7.3%
	Percent White Collar Workers	83.7%	81.9%	76.1%
	Percent Blue Collar Workers	16.3%	18.1%	23.9%

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 39.957415 Longitude: -105.171588

Superior Marketplace Superior, CO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	Agriculture/Mining/Construction	5.2%	4.6%	6.2%
	Manufacturing	9.4%	9.6%	9.0%
	Transportation	2.4%	2.8%	3.8%
	Information	3.5%	4.4%	3.4%
	Wholesale/Retail	10.0%	9.6%	11.6%
	Finance, Insurance, Real Estate	6.3%	5.9%	6.4%
	Professional Services	22.3%	19.0%	15.4%
	Management Services	0.8%	0.3%	0.2%
	Administrative/Waste Services	3.7%	2.8%	3.2%
	Educational Services	22.3%	25.8%	23.2%
	Entertainment Services	7.8%	8.9%	9.6%
	Other Professional Services	3.9%	3.7%	4.4%
	Public Administration	2.3%	2.6%	3.5%
Vehicles per HH	No Vehicles	1.7%	5.1%	4.9%
	1 Vehicle	26.9%	35.1%	31.0%
	2 Vehicles	45.4%	40.8%	41.8%
	3 or more vehicles	25.9%	19.0%	22.4%
	Average Number of Vehicles	2.03	1.80	1.91
Change	Births (last 12 months)	137	887	4,525
	Deaths (last 12 months)	103	575	3,263
	Migration (last 12 months)	417	434	41
Work place	Workplace Establishments	1,143	4,575	20,686
	Workplace Employees (FTE)	11,186	45,952	189,881