



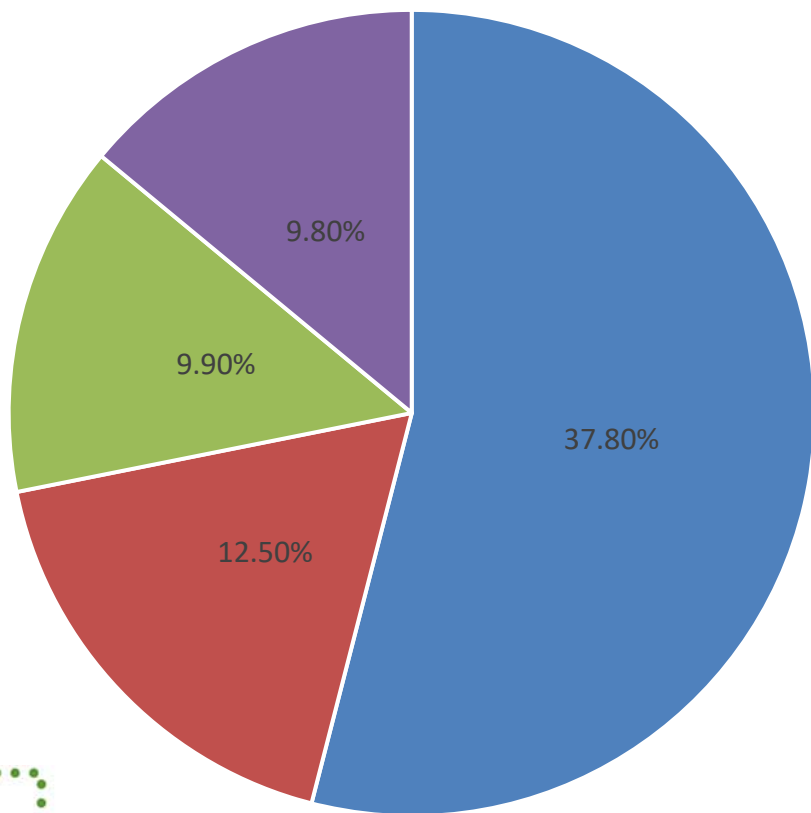


Photo credit: <http://www.commdiginews.com/politics-2/castle-rock-colorado-squares-off-on-open-carry-23520/>



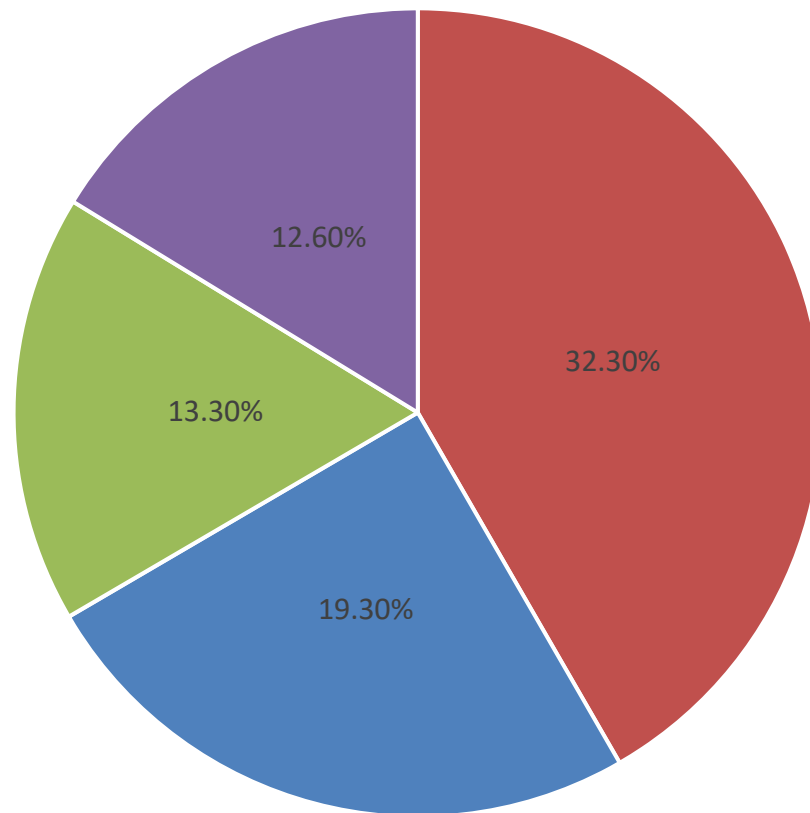
Photo credit: <http://assets.inarkansas.com/31416/jobs-sign.jpg>

Market Segmentation 2015



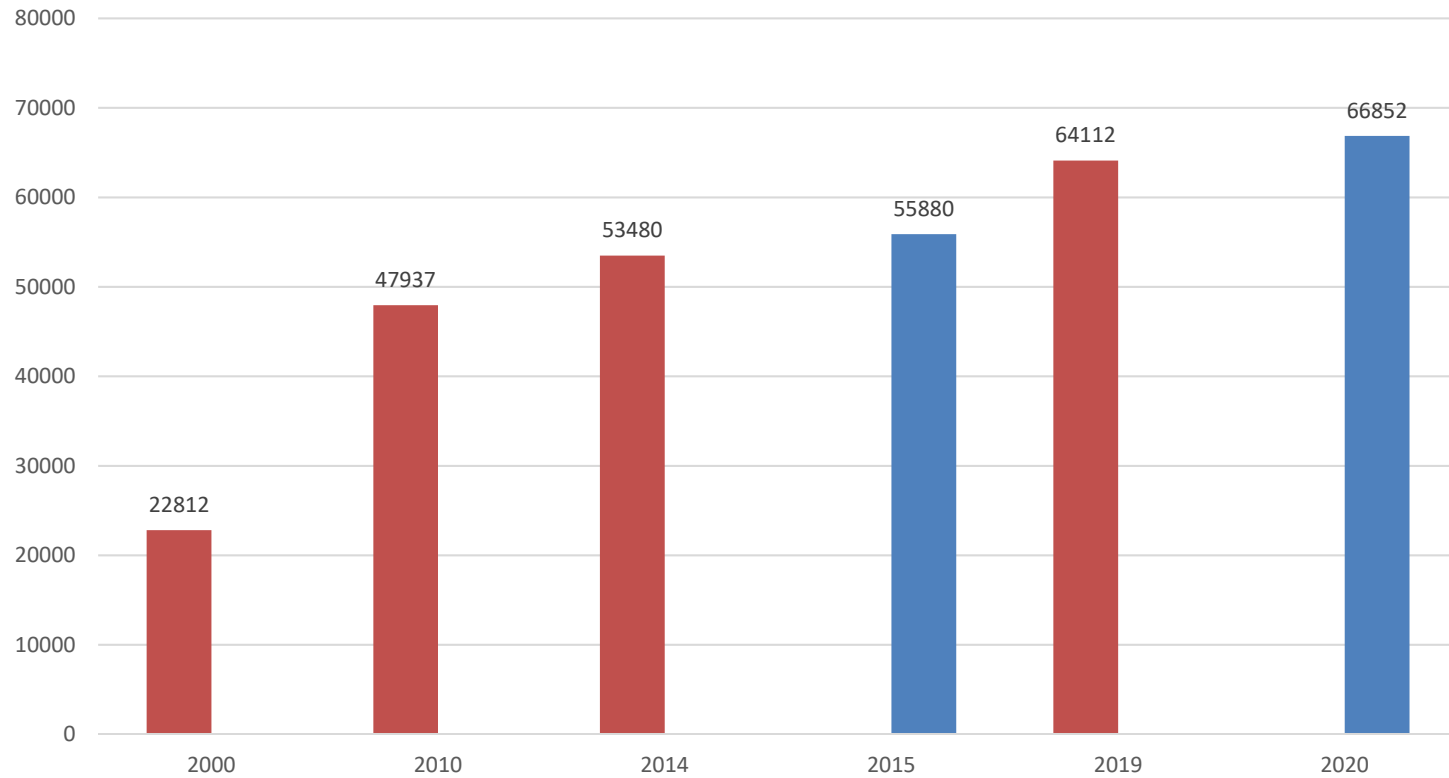
- Babies and Bliss
- Generational Soup
- Aging of Aquarius
- Wired for Success

Market Segmentation 2016



- Generational Soup
- Babies and Bliss
- Fast Track Couples
- Wired for Success

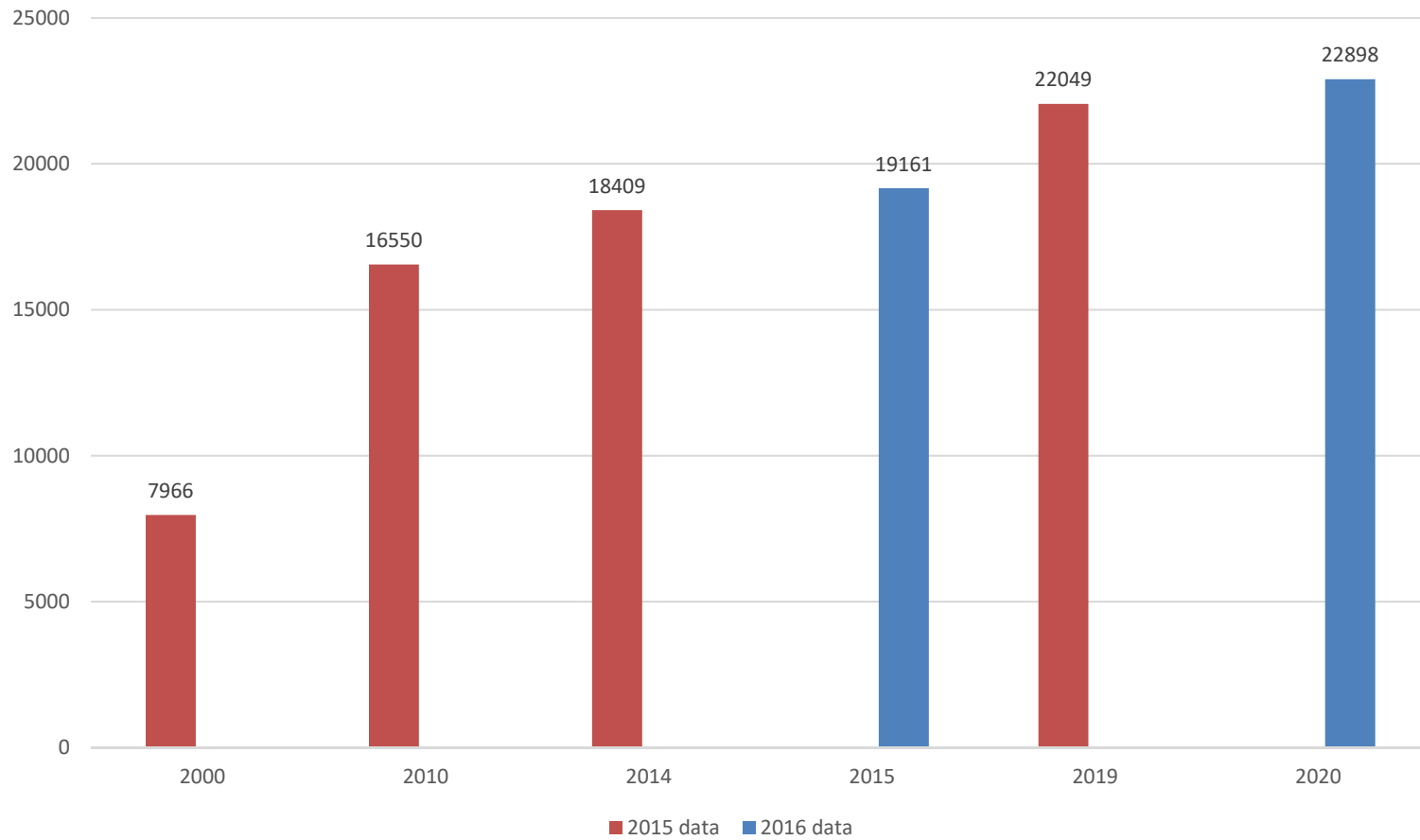
# Population Trend



■ 2015 data ■ 2016 data

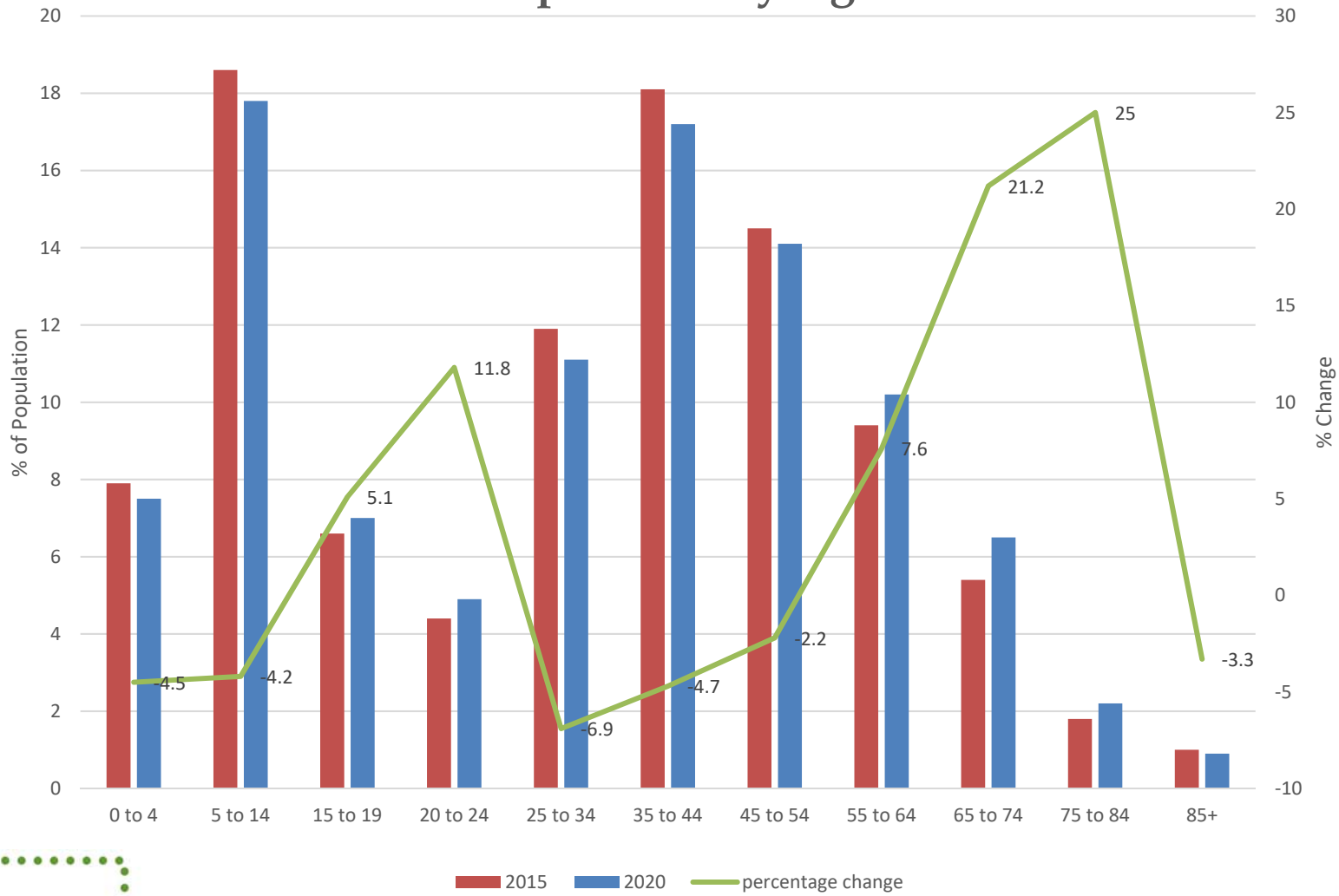


# Households Trend





# Population by Age



# CASTLE ROCK OVERVIEW

## CASTLE ROCK DEMOGRAPHICS (2015)

- 19,161 households
- Average household income, \$130,747
- 23.6% household income greater than \$150,000
- 40,856 total vehicles
- 18.6% age 5-14
- 18.1% age 35-44

Source: DemographicsNow database, Demographic Detail report, June 2016



## CASTLE ROCK EMPLOYMENT, JUNE 2016

- Total labor force, 30,404
- 29,372 employed
- Unemployment rate, 3.4%

Source: Colorado Department of Labor LAUS file, July 2016



## CASTLE ROCK DAYTIME POPULATION

- Total daytime population, 48,000
- Student population (pre-K-grade 12), 15,051
- 16+ at workplace, 20,910

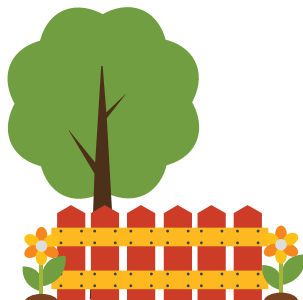
Source: DemographicsNow database, Daytime Population report, June 2016



## CASTLE ROCK TRENDS & PROJECTIONS

- Household change, 2015-2020, 19.5%
- Age 20-24 change, 2015-2020, 11.8%
- Age 75-84 change, 2015-2020, 25%
- Household income \$150,000+ change, 2015-2020, 42.5%

Source: DemographicsNow database, Demographic Trend report, June 2016



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## #1 GENERATIONAL SOUP, 6,075 HOUSEHOLDS (32.3%)

- Affluent couples and multi-generational households
- Children ages 13-18
- 4 times more likely than national average to have a discretionary spend of greater than \$32,000
- Three-quarters of this segment belong to Baby Boomer generation
- Household size 5+ persons



"PAUL AND DEBORAH"



"TODD AND LISA"

## #2 BABIES AND BLISS, 3,629 HOUSEHOLDS (19.3%)

- Middle-aged couples with large families, household size 5+ persons
- Children ages 4-6
- Twice as likely as general population to have dual wage earners
- Leisure activities dominated by children
- Household size 5+ persons

## #3 FAST-TRACK COUPLES, 2,504 HOUSEHOLDS (13.3%)

- Active, young, suburban couples and families
- 90% under the age of 35
- Children ages 0-3
- Two-thirds have lived at the same residence for less than three years
- 17.4% have estimated household income of \$100,000 to \$124,999



"MARK AND KATHLEEN"

## #4 WIRED FOR SUCCESS, 2,378 HOUSEHOLDS (12.6%)

- Young, mid-scale singles and couples
- 61.5% are renters
- Head of household's age is 36-45
- 1.5 times more likely than national average to have a discretionary spend of \$23,000-\$26,000
- 80% are 1-person households



"CHRIS AND LIZ"