

	1 mile	3 miles	5 miles
Population			
2010 Population	17,529	130,148	277,328
2020 Population	17,987	143,129	303,957
2024 Population	17,617	140,666	301,366
2029 Population	17,377	138,849	300,036
2010-2020 Annual Rate	0.26%	0.96%	0.92%
2020-2024 Annual Rate	-0.49%	-0.41%	-0.20%
2024-2029 Annual Rate	-0.27%	-0.26%	-0.09%
2020 Male Population	51.0%	50.5%	50.4%
2020 Female Population	49.0%	49.5%	49.6%
2020 Median Age	31.6	33.3	34.4
2024 Male Population	51.6%	51.3%	51.1%
2024 Female Population	48.4%	48.7%	48.9%
2024 Median Age	32.3	34.4	35.4

In the identified area, the current year population is 301,366. In 2020, the Census count in the area was 303,957. The rate of change since 2020 was -0.20% annually. The five-year projection for the population in the area is 300,036 representing a change of -0.09% annually from 2024 to 2029. Currently, the population is 51.1% male and 48.9% female.

Median Age

The median age in this area is 35.4, compared to U.S. median age of 39.3.

Race and Ethnicity

2024 White Alone	43.6%	45.8%	52.3%
2024 Black Alone	2.9%	2.1%	2.1%
2024 American Indian/Alaska Native Alone	2.7%	2.3%	2.1%
2024 Asian Alone	3.1%	4.0%	4.2%
2024 Pacific Islander Alone	0.2%	0.2%	0.1%
2024 Other Race	25.3%	23.9%	19.6%
2024 Two or More Races	22.2%	21.7%	19.4%
2024 Hispanic Origin (Any Race)	60.9%	56.9%	48.2%

Persons of Hispanic origin represent 48.2% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 82.3 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

2024 Wealth Index	59	73	87
2010 Households	5,896	45,973	100,699
2020 Households	6,077	49,465	109,150
2024 Households	6,009	48,922	109,362
2029 Households	5,990	48,739	110,062
2010-2020 Annual Rate	0.30%	0.73%	0.81%
2020-2024 Annual Rate	-0.26%	-0.26%	0.05%
2024-2029 Annual Rate	-0.06%	-0.07%	0.13%
2024 Average Household Size	2.93	2.87	2.74

The household count in this area has changed from 109,150 in 2020 to 109,362 in the current year, a change of 0.05% annually. The five-year projection of households is 110,062, a change of 0.13% annually from the current year total. Average household size is currently 2.74, compared to 2.77 in the year 2020. The number of families in the current year is 69,715 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

Executive Summary

Thornton Shopping Center 2
80229, Denver, Colorado
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	1 mile	3 miles	5 miles
Mortgage Income			
2024 Percent of Income for Mortgage	35.9%	35.4%	36.9%
Median Household Income			
2024 Median Household Income	\$70,916	\$76,143	\$81,608
2029 Median Household Income	\$83,036	\$87,796	\$95,108
2024-2029 Annual Rate	3.21%	2.89%	3.11%
Average Household Income			
2024 Average Household Income	\$87,299	\$96,583	\$108,674
2029 Average Household Income	\$102,095	\$114,095	\$127,618
2024-2029 Annual Rate	3.18%	3.39%	3.27%
Per Capita Income			
2024 Per Capita Income	\$30,023	\$33,663	\$39,514
2029 Per Capita Income	\$35,486	\$40,133	\$46,908
2024-2029 Annual Rate	3.40%	3.58%	3.49%
GINI Index			
2024 Gini Index	35.0	37.0	37.5
Households by Income			

Current median household income is \$81,608 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$95,108 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$108,674 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$127,618 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$39,514 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$46,908 in five years, compared to \$51,203 for all U.S. households.

Housing			
2024 Housing Affordability Index	71	72	69
2010 Total Housing Units	6,272	48,836	106,633
2010 Owner Occupied Housing Units	3,041	27,863	61,105
2010 Renter Occupied Housing Units	2,855	18,110	39,595
2010 Vacant Housing Units	376	2,863	5,934
2020 Total Housing Units	6,371	51,722	114,248
2020 Owner Occupied Housing Units	3,326	30,831	66,679
2020 Renter Occupied Housing Units	2,751	18,634	42,471
2020 Vacant Housing Units	300	2,285	5,082
2024 Total Housing Units	6,297	51,063	114,609
2024 Owner Occupied Housing Units	3,235	30,503	66,570
2024 Renter Occupied Housing Units	2,774	18,419	42,792
2024 Vacant Housing Units	288	2,141	5,247
2029 Total Housing Units	6,346	51,367	116,077
2029 Owner Occupied Housing Units	3,338	31,815	69,722
2029 Renter Occupied Housing Units	2,652	16,924	40,340
2029 Vacant Housing Units	356	2,628	6,015

Socioeconomic Status Index			
2024 Socioeconomic Status Index	41.6	43.6	45.5

Currently, 58.1% of the 114,609 housing units in the area are owner occupied; 37.3%, renter occupied; and 4.6% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 114,248 housing units in the area and 4.4% vacant housing units. The annual rate of change in housing units since 2020 is 0.07%. Median home value in the area is \$481,284, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 4.47% annually to \$598,881.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

Market Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	17,529	130,148	277,328
2020 Total Population	17,987	143,129	303,957
2020 Group Quarters	40	451	2,023
2024 Total Population	17,617	140,666	301,366
2024 Group Quarters	40	451	2,039
2029 Total Population	17,377	138,849	300,036
2024-2029 Annual Rate	-0.27%	-0.26%	-0.09%
2024 Total Daytime Population	15,975	112,784	275,225
Workers	7,689	43,923	130,800
Residents	8,286	68,861	144,425
Household Summary			
2010 Households	5,896	45,973	100,699
2010 Average Household Size	2.97	2.82	2.74
2020 Total Households	6,077	49,465	109,150
2020 Average Household Size	2.95	2.88	2.77
2024 Households	6,009	48,922	109,362
2024 Average Household Size	2.93	2.87	2.74
2029 Households	5,990	48,739	110,062
2029 Average Household Size	2.89	2.84	2.71
2024-2029 Annual Rate	-0.06%	-0.07%	0.13%
2010 Families	4,148	31,302	67,883
2010 Average Family Size	3.49	3.38	3.30
2024 Families	4,018	31,937	69,715
2024 Average Family Size	3.40	3.55	3.42
2029 Families	3,956	31,485	69,345
2029 Average Family Size	3.38	3.53	3.39
2024-2029 Annual Rate	-0.31%	-0.28%	-0.11%
Housing Unit Summary			
2000 Housing Units	5,988	43,421	94,075
Owner Occupied Housing Units	56.5%	67.3%	66.7%
Renter Occupied Housing Units	41.2%	30.0%	30.4%
Vacant Housing Units	2.3%	2.7%	2.9%
2010 Housing Units	6,272	48,836	106,633
Owner Occupied Housing Units	48.5%	57.1%	57.3%
Renter Occupied Housing Units	45.5%	37.1%	37.1%
Vacant Housing Units	6.0%	5.9%	5.6%
2020 Housing Units	6,371	51,722	114,248
Owner Occupied Housing Units	52.2%	59.6%	58.4%
Renter Occupied Housing Units	43.2%	36.0%	37.2%
Vacant Housing Units	4.7%	4.4%	4.4%
2024 Housing Units	6,297	51,063	114,609
Owner Occupied Housing Units	51.4%	59.7%	58.1%
Renter Occupied Housing Units	44.1%	36.1%	37.3%
Vacant Housing Units	4.6%	4.2%	4.6%
2029 Housing Units	6,346	51,367	116,077
Owner Occupied Housing Units	52.6%	61.9%	60.1%
Renter Occupied Housing Units	41.8%	32.9%	34.8%
Vacant Housing Units	5.6%	5.1%	5.2%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	6,009	48,922	109,362
<\$15,000	6.8%	5.4%	5.5%
\$15,000 - \$24,999	3.9%	5.7%	4.9%
\$25,000 - \$34,999	5.7%	7.5%	6.6%
\$35,000 - \$49,999	13.0%	10.7%	9.8%
\$50,000 - \$74,999	23.4%	19.8%	18.2%
\$75,000 - \$99,999	15.6%	16.0%	15.0%
\$100,000 - \$149,999	20.7%	19.4%	19.7%
\$150,000 - \$199,999	7.0%	8.6%	9.9%
\$200,000+	4.0%	7.0%	10.3%
Average Household Income	\$87,299	\$96,583	\$108,674
2029 Households by Income			
Household Income Base	5,990	48,739	110,062
<\$15,000	5.4%	4.4%	4.6%
\$15,000 - \$24,999	3.1%	4.5%	3.9%
\$25,000 - \$34,999	4.3%	5.8%	5.1%
\$35,000 - \$49,999	9.7%	8.3%	7.6%
\$50,000 - \$74,999	20.9%	17.3%	16.1%
\$75,000 - \$99,999	16.5%	16.6%	15.1%
\$100,000 - \$149,999	24.8%	21.9%	21.4%
\$150,000 - \$199,999	10.1%	12.0%	13.0%
\$200,000+	5.2%	9.2%	13.2%
Average Household Income	\$102,095	\$114,095	\$127,618
2024 Owner Occupied Housing Units by Value			
Total	3,233	30,492	66,545
<\$50,000	3.5%	9.7%	5.5%
\$50,000 - \$99,999	0.2%	5.5%	3.0%
\$100,000 - \$149,999	1.4%	2.1%	1.6%
\$150,000 - \$199,999	1.2%	1.5%	1.1%
\$200,000 - \$249,999	3.7%	3.0%	2.4%
\$250,000 - \$299,999	4.1%	2.8%	2.2%
\$300,000 - \$399,999	33.7%	16.9%	14.9%
\$400,000 - \$499,999	33.7%	27.3%	23.7%
\$500,000 - \$749,999	10.8%	24.0%	33.5%
\$750,000 - \$999,999	4.5%	4.9%	8.4%
\$1,000,000 - \$1,499,999	1.1%	1.6%	2.5%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.4%
\$2,000,000 +	1.9%	0.4%	0.7%
Average Home Value	\$460,846	\$435,288	\$515,790
2029 Owner Occupied Housing Units by Value			
Total	3,336	31,802	69,692
<\$50,000	0.1%	7.1%	3.5%
\$50,000 - \$99,999	0.0%	2.5%	1.3%
\$100,000 - \$149,999	0.0%	0.5%	0.2%
\$150,000 - \$199,999	0.0%	0.2%	0.1%
\$200,000 - \$249,999	0.0%	0.6%	0.3%
\$250,000 - \$299,999	0.0%	0.5%	0.3%
\$300,000 - \$399,999	11.5%	8.1%	6.7%
\$400,000 - \$499,999	38.6%	24.7%	19.8%
\$500,000 - \$749,999	23.9%	38.3%	45.1%
\$750,000 - \$999,999	17.7%	12.2%	15.4%
\$1,000,000 - \$1,499,999	4.3%	3.8%	4.9%
\$1,500,000 - \$1,999,999	1.3%	0.6%	0.9%
\$2,000,000 +	2.8%	0.9%	1.5%
Average Home Value	\$656,228	\$572,943	\$644,021

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$70,916	\$76,143	\$81,608
2029	\$83,036	\$87,796	\$95,108
Median Home Value			
2024	\$406,422	\$431,117	\$481,284
2029	\$499,612	\$538,481	\$598,881
Per Capita Income			
2024	\$30,023	\$33,663	\$39,514
2029	\$35,486	\$40,133	\$46,908
Median Age			
2010	28.6	31.4	32.6
2020	31.6	33.3	34.4
2024	32.3	34.4	35.4
2029	33.1	35.9	37.0
2020 Population by Age			
Total	17,987	143,129	303,957
0 - 4	6.9%	6.5%	6.3%
5 - 9	7.4%	6.9%	6.5%
10 - 14	7.9%	7.6%	7.1%
15 - 24	15.8%	14.7%	14.0%
25 - 34	18.2%	17.3%	17.2%
35 - 44	14.4%	14.5%	14.3%
45 - 54	10.9%	11.3%	11.4%
55 - 64	9.5%	10.5%	11.0%
65 - 74	5.6%	6.5%	7.5%
75 - 84	2.4%	3.1%	3.4%
85 +	1.0%	1.1%	1.3%
18 +	73.1%	74.5%	75.9%
2024 Population by Age			
Total	17,619	140,665	301,365
0 - 4	6.9%	6.4%	6.2%
5 - 9	6.4%	6.4%	6.1%
10 - 14	7.1%	6.7%	6.3%
15 - 24	16.2%	14.7%	13.8%
25 - 34	18.0%	16.9%	17.0%
35 - 44	14.8%	15.4%	15.4%
45 - 54	11.7%	11.9%	11.8%
55 - 64	9.0%	10.0%	10.2%
65 - 74	6.1%	7.0%	7.9%
75 - 84	2.7%	3.3%	3.9%
85 +	1.0%	1.2%	1.4%
18 +	75.3%	76.3%	77.6%
2029 Population by Age			
Total	17,378	138,849	300,035
0 - 4	6.8%	6.3%	6.0%
5 - 9	6.2%	6.1%	5.8%
10 - 14	6.3%	6.2%	5.9%
15 - 24	15.6%	13.7%	12.8%
25 - 34	18.3%	16.4%	16.1%
35 - 44	14.8%	15.8%	16.1%
45 - 54	12.0%	12.6%	12.5%
55 - 64	8.7%	9.6%	9.7%
65 - 74	6.9%	8.1%	8.6%
75 - 84	3.2%	4.0%	4.8%
85 +	1.1%	1.3%	1.6%
18 +	76.6%	77.7%	78.7%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	9,176	72,343	153,051
Females	8,811	70,786	150,906
2024 Population by Sex			
Males	9,088	72,094	153,886
Females	8,529	68,572	147,480
2029 Population by Sex			
Males	8,882	70,685	152,098
Females	8,495	68,164	147,938
2010 Population by Race/Ethnicity			
Total	17,528	130,148	277,327
White Alone	68.8%	70.7%	73.3%
Black Alone	2.2%	1.8%	1.8%
American Indian Alone	1.9%	1.6%	1.5%
Asian Alone	1.4%	3.4%	3.7%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	20.8%	18.4%	15.8%
Two or More Races	4.6%	4.0%	3.9%
Hispanic Origin	56.2%	47.7%	41.1%
Diversity Index	73.6	73.1	70.8
2020 Population by Race/Ethnicity			
Total	17,987	143,129	303,957
White Alone	46.2%	48.4%	54.7%
Black Alone	2.9%	2.1%	2.1%
American Indian Alone	2.7%	2.2%	2.1%
Asian Alone	3.0%	3.9%	4.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	23.7%	22.3%	18.4%
Two or More Races	21.4%	20.8%	18.6%
Hispanic Origin	57.9%	54.0%	45.8%
Diversity Index	83.7	83.4	81.4
2024 Population by Race/Ethnicity			
Total	17,615	140,666	301,366
White Alone	43.6%	45.8%	52.3%
Black Alone	2.9%	2.1%	2.1%
American Indian Alone	2.7%	2.3%	2.1%
Asian Alone	3.1%	4.0%	4.2%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	25.3%	23.9%	19.6%
Two or More Races	22.2%	21.7%	19.4%
Hispanic Origin	60.9%	56.9%	48.2%
Diversity Index	84.0	83.9	82.3
2029 Population by Race/Ethnicity			
Total	17,377	138,850	300,035
White Alone	41.4%	43.6%	50.3%
Black Alone	2.8%	2.0%	2.1%
American Indian Alone	2.7%	2.3%	2.2%
Asian Alone	3.3%	4.2%	4.5%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	26.7%	25.2%	20.7%
Two or More Races	23.0%	22.5%	20.2%
Hispanic Origin	63.5%	59.4%	50.4%
Diversity Index	84.0	84.1	83.0

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	17,987	143,129	303,957
In Households	99.8%	99.7%	99.3%
Householder	34.0%	34.6%	35.9%
Opposite-Sex Spouse	13.5%	14.2%	15.2%
Same-Sex Spouse	0.3%	0.3%	0.3%
Opposite-Sex Unmarried Partner	2.9%	2.9%	3.0%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	30.6%	29.2%	27.9%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	1.4%	1.5%	1.4%
Grandchild	3.8%	3.8%	3.4%
Brother or Sister	2.3%	2.1%	1.8%
Parent	2.0%	1.9%	1.8%
Parent-in-law	0.3%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.8%	0.8%	0.7%
Other Relatives	2.5%	2.4%	2.1%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	4.7%	4.8%	4.7%
In Group Quarters	0.2%	0.3%	0.7%
Institutionalized	0.2%	0.3%	0.5%
Noninstitutionalized	0.0%	0.0%	0.2%
2024 Population 25+ by Educational Attainment			
Total	11,167	92,517	203,948
Less than 9th Grade	9.4%	7.7%	6.0%
9th - 12th Grade, No Diploma	9.6%	9.9%	8.9%
High School Graduate	27.8%	26.6%	24.5%
GED/Alternative Credential	9.1%	6.9%	6.6%
Some College, No Degree	19.9%	18.4%	17.8%
Associate Degree	9.9%	9.4%	8.8%
Bachelor's Degree	10.8%	15.3%	19.3%
Graduate/Professional Degree	3.7%	5.7%	8.1%
2024 Population 15+ by Marital Status			
Total	14,023	113,219	245,492
Never Married	40.0%	39.1%	37.1%
Married	44.1%	45.4%	47.4%
Widowed	5.1%	4.2%	4.2%
Divorced	10.8%	11.2%	11.3%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,832	75,379	164,452
Population 16+ Employed	97.3%	97.2%	97.3%
Population 16+ Unemployment rate	2.7%	2.8%	2.7%
Population 16-24 Employed	17.4%	16.1%	14.9%
Population 16-24 Unemployment rate	5.2%	4.1%	4.5%
Population 25-54 Employed	66.3%	67.2%	67.7%
Population 25-54 Unemployment rate	2.3%	2.1%	2.1%
Population 55-64 Employed	11.8%	13.1%	13.0%
Population 55-64 Unemployment rate	1.0%	3.7%	3.6%
Population 65+ Employed	4.5%	3.6%	4.4%
Population 65+ Unemployment rate	1.4%	6.3%	3.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	9,571	73,270	159,974
Agriculture/Mining	0.7%	0.9%	1.0%
Construction	16.4%	14.6%	12.2%
Manufacturing	7.8%	8.4%	8.9%
Wholesale Trade	1.4%	2.2%	2.1%
Retail Trade	12.0%	11.7%	11.8%
Transportation/Utilities	8.0%	8.2%	8.0%
Information	1.0%	1.7%	2.4%
Finance/Insurance/Real Estate	6.4%	4.8%	5.2%
Services	42.3%	43.9%	44.6%
Public Administration	4.1%	3.5%	3.8%
2024 Employed Population 16+ by Occupation			
Total	9,572	73,267	159,975
White Collar	43.2%	48.1%	53.5%
Management/Business/Financial	11.6%	14.4%	15.8%
Professional	13.8%	15.2%	18.2%
Sales	6.7%	7.7%	8.4%
Administrative Support	11.1%	10.8%	11.1%
Services	20.3%	19.9%	17.9%
Blue Collar	36.6%	32.0%	28.6%
Farming/Forestry/Fishing	0.5%	0.4%	0.3%
Construction/Extraction	11.4%	10.0%	8.3%
Installation/Maintenance/Repair	5.0%	3.9%	4.0%
Production	8.5%	5.5%	5.3%
Transportation/Material Moving	11.3%	12.2%	10.7%
2020 Households by Type			
Total	6,077	49,465	109,150
Married Couple Households	40.8%	41.9%	43.0%
With Own Children <18	19.6%	18.7%	18.0%
Without Own Children <18	21.2%	23.2%	25.1%
Cohabiting Couple Households	9.1%	8.8%	9.0%
With Own Children <18	3.2%	3.2%	2.9%
Without Own Children <18	5.8%	5.6%	6.1%
Male Householder, No Spouse/Partner	22.7%	22.2%	21.7%
Living Alone	11.2%	11.9%	12.1%
65 Years and over	2.6%	2.9%	3.0%
With Own Children <18	3.1%	2.8%	2.6%
Without Own Children <18, With Relatives	5.4%	4.6%	4.2%
No Relatives Present	3.0%	2.9%	2.8%
Female Householder, No Spouse/Partner	27.5%	27.1%	26.3%
Living Alone	9.9%	11.0%	11.7%
65 Years and over	3.6%	4.9%	5.3%
With Own Children <18	7.5%	6.6%	5.9%
Without Own Children <18, With Relatives	8.8%	8.0%	7.1%
No Relatives Present	1.3%	1.5%	1.6%
2020 Households by Size			
Total	6,077	49,465	109,150
1 Person Household	21.0%	22.9%	23.8%
2 Person Household	29.9%	29.5%	31.5%
3 Person Household	17.0%	17.0%	16.6%
4 Person Household	15.2%	14.1%	13.8%
5 Person Household	9.4%	9.1%	7.8%
6 Person Household	4.6%	4.5%	3.8%
7 + Person Household	2.8%	3.0%	2.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Thornton Shopping Center 2
 80229, Denver, Colorado
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.85799
 Longitude: -104.97622

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	6,077	49,465	109,150
Owner Occupied	54.7%	62.3%	61.1%
Owned with a Mortgage/Loan	45.0%	46.4%	46.6%
Owned Free and Clear	9.7%	15.9%	14.5%
Renter Occupied	45.3%	37.7%	38.9%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	71	72	69
Percent of Income for Mortgage	35.9%	35.4%	36.9%
Wealth Index	59	73	87
2020 Housing Units By Urban/ Rural Status			
Total	6,371	51,722	114,248
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	17,987	143,129	303,957
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Thornton Shopping Center 2
 80229, Denver, Colorado
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.85799
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Urban Edge Families (7C)	Urban Edge Families (7C)	Bright Young Professionals
2.	Young and Restless (11B)	Bright Young Professionals	Urban Edge Families (7C)
3.	Front Porches (8E)	Parks and Rec (5C)	Parks and Rec (5C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$12,008,521	\$104,568,023	\$259,253,240
Average Spent	\$1,998.42	\$2,137.44	\$2,370.60
Spending Potential Index	84	90	100
Education: Total \$	\$7,322,379	\$67,368,009	\$174,474,765
Average Spent	\$1,218.57	\$1,377.05	\$1,595.39
Spending Potential Index	71	80	92
Entertainment/Recreation: Total \$	\$18,312,197	\$168,207,286	\$423,723,373
Average Spent	\$3,047.46	\$3,438.27	\$3,874.50
Spending Potential Index	74	84	95
Food at Home: Total \$	\$35,611,427	\$315,064,698	\$783,010,622
Average Spent	\$5,926.35	\$6,440.14	\$7,159.81
Spending Potential Index	81	88	98
Food Away from Home: Total \$	\$19,836,561	\$173,947,400	\$432,016,343
Average Spent	\$3,301.14	\$3,555.61	\$3,950.33
Spending Potential Index	85	91	102
Health Care: Total \$	\$33,526,032	\$307,380,732	\$769,445,681
Average Spent	\$5,579.30	\$6,283.08	\$7,035.77
Spending Potential Index	73	82	91
HH Furnishings & Equipment: Total \$	\$14,705,944	\$132,889,965	\$332,370,456
Average Spent	\$2,447.32	\$2,716.36	\$3,039.18
Spending Potential Index	77	86	96
Personal Care Products & Services: Total \$	\$4,943,176	\$43,778,957	\$109,367,802
Average Spent	\$822.63	\$894.87	\$1,000.05
Spending Potential Index	83	90	100
Shelter: Total \$	\$131,902,712	\$1,162,227,095	\$2,911,055,061
Average Spent	\$21,950.86	\$23,756.74	\$26,618.52
Spending Potential Index	82	89	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,462,277	\$136,970,363	\$344,482,072
Average Spent	\$2,406.77	\$2,799.77	\$3,149.92
Spending Potential Index	69	80	90
Travel: Total \$	\$13,523,516	\$124,119,768	\$314,695,839
Average Spent	\$2,250.54	\$2,537.10	\$2,877.56
Spending Potential Index	74	84	95
Vehicle Maintenance & Repairs: Total \$	\$7,163,981	\$63,979,488	\$158,680,972
Average Spent	\$1,192.21	\$1,307.79	\$1,450.97
Spending Potential Index	80	88	98

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Demographic and Income Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Summary	Census 2010	Census 2020	2024	2029
Population	17,529	17,987	17,617	17,377
Households	5,896	6,077	6,009	5,990
Families	4,148	4,225	4,018	3,956
Average Household Size	2.97	2.95	2.93	2.89
Owner Occupied Housing Units	3,041	3,326	3,235	3,338
Renter Occupied Housing Units	2,855	2,751	2,774	2,652
Median Age	28.6	31.6	32.3	33.1

Trends: 2024-2029 Annual Rate	Area	State	National
Population	-0.27%	0.81%	0.38%
Households	-0.06%	0.99%	0.64%
Families	-0.31%	0.85%	0.56%
Owner HHs	0.63%	1.34%	0.97%
Median Household Income	3.21%	3.00%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	408	6.8%	324	5.4%
\$15,000 - \$24,999	233	3.9%	186	3.1%
\$25,000 - \$34,999	341	5.7%	259	4.3%
\$35,000 - \$49,999	780	13.0%	582	9.7%
\$50,000 - \$74,999	1,404	23.4%	1,254	20.9%
\$75,000 - \$99,999	940	15.6%	990	16.5%
\$100,000 - \$149,999	1,241	20.7%	1,483	24.8%
\$150,000 - \$199,999	421	7.0%	602	10.1%
\$200,000+	240	4.0%	310	5.2%

Median Household Income	\$70,916	\$83,036
Average Household Income	\$87,299	\$102,095
Per Capita Income	\$30,023	\$35,486

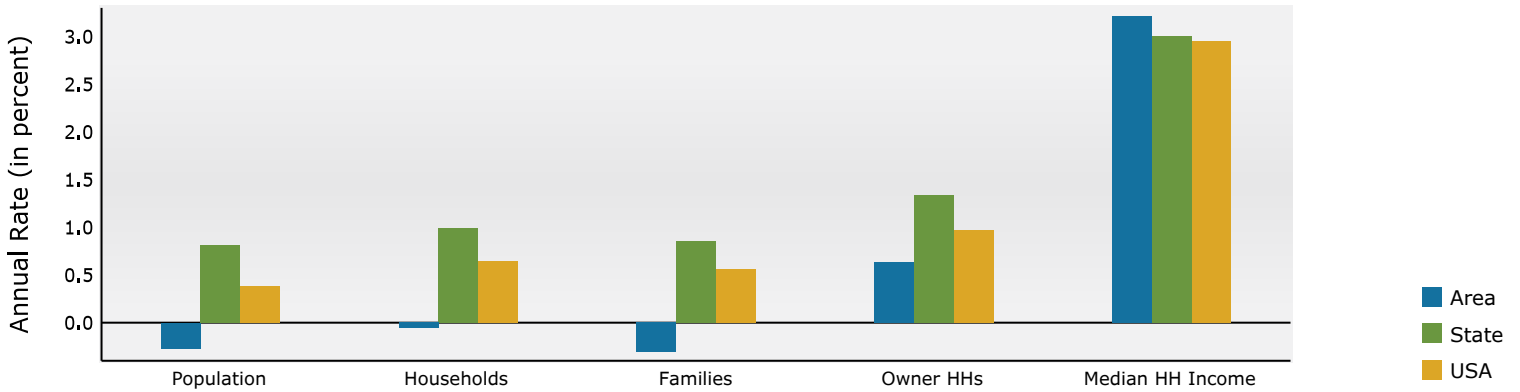
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,721	9.8%	1,243	6.9%	1,209	6.9%	1,187	6.8%
5 - 9	1,612	9.2%	1,333	7.4%	1,136	6.4%	1,071	6.2%
10 - 14	1,308	7.5%	1,418	7.9%	1,250	7.1%	1,097	6.3%
15 - 19	1,315	7.5%	1,364	7.6%	1,269	7.2%	1,189	6.8%
20 - 24	1,598	9.1%	1,474	8.2%	1,587	9.0%	1,517	8.7%
25 - 34	3,110	17.7%	3,275	18.2%	3,178	18.0%	3,186	18.3%
35 - 44	2,307	13.2%	2,585	14.4%	2,610	14.8%	2,570	14.8%
45 - 54	1,937	11.1%	1,968	10.9%	2,066	11.7%	2,092	12.0%
55 - 64	1,323	7.5%	1,711	9.5%	1,591	9.0%	1,519	8.7%
65 - 74	684	3.9%	1,011	5.6%	1,073	6.1%	1,199	6.9%
75 - 84	474	2.7%	430	2.4%	472	2.7%	561	3.2%
85+	140	0.8%	174	1.0%	178	1.0%	190	1.1%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	12,065	68.8%	8,310	46.2%	7,675	43.6%	7,202	41.4%
Black Alone	393	2.2%	519	2.9%	508	2.9%	478	2.8%
American Indian Alone	338	1.9%	482	2.7%	477	2.7%	467	2.7%
Asian Alone	243	1.4%	543	3.0%	550	3.1%	568	3.3%
Pacific Islander Alone	28	0.2%	33	0.2%	34	0.2%	31	0.2%
Some Other Race Alone	3,651	20.8%	4,255	23.7%	4,457	25.3%	4,634	26.7%
Two or More Races	810	4.6%	3,844	21.4%	3,914	22.2%	3,997	23.0%
Hispanic Origin (Any Race)	9,850	56.2%	10,411	57.9%	10,730	60.9%	11,043	63.5%

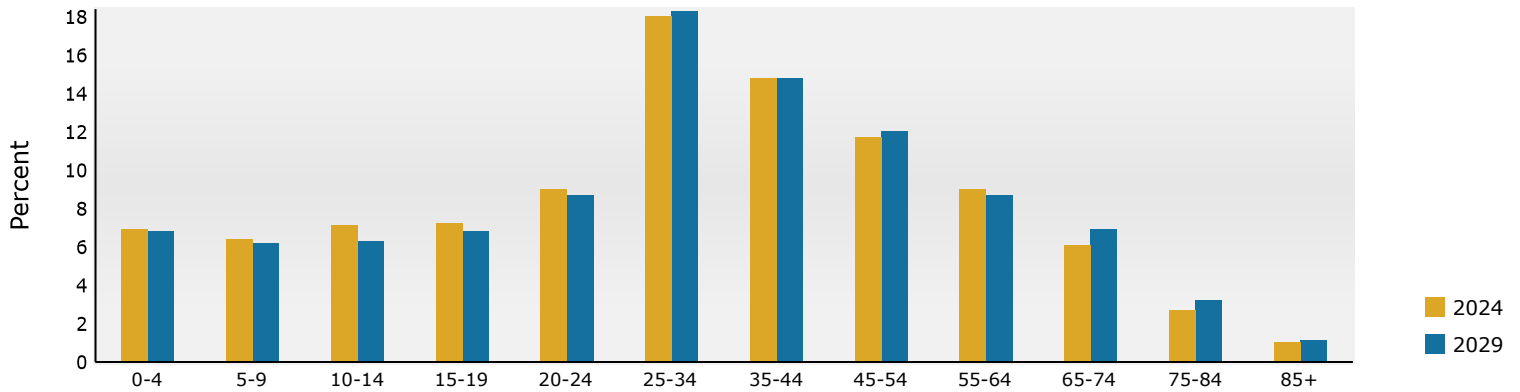
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

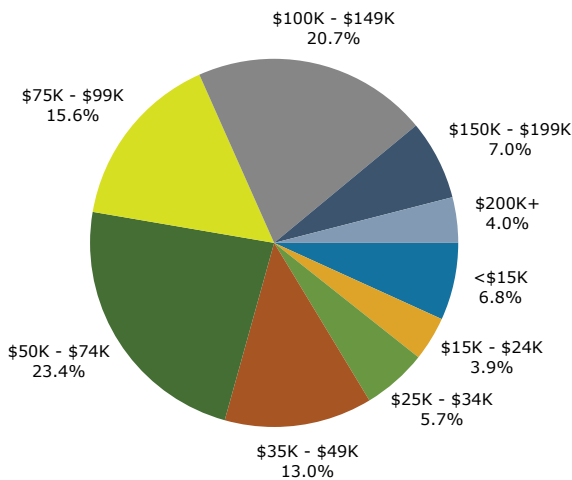
Trends 2024-2029



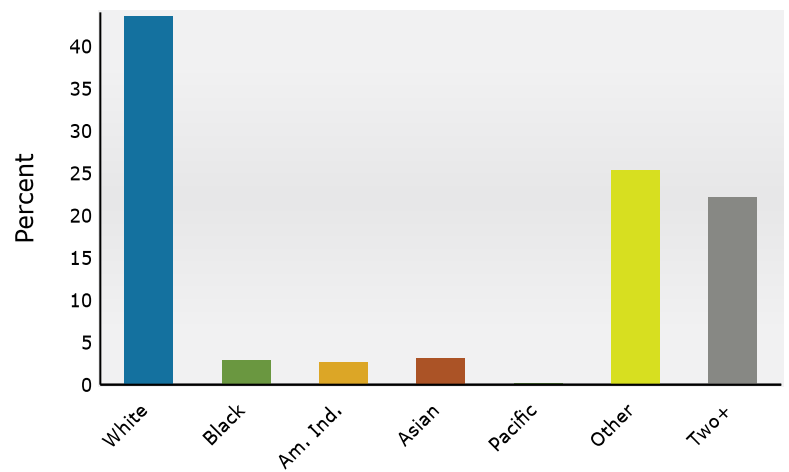
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 60.9%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

Demographic and Income Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Summary	Census 2010	Census 2020	2024	2029
Population	130,148	143,129	140,666	138,849
Households	45,973	49,465	48,922	48,739
Families	31,302	33,564	31,937	31,485
Average Household Size	2.82	2.88	2.87	2.84
Owner Occupied Housing Units	27,863	30,831	30,503	31,815
Renter Occupied Housing Units	18,110	18,634	18,419	16,924
Median Age	31.4	33.3	34.4	35.9

Trends: 2024-2029 Annual Rate	Area	State	National
Population	-0.26%	0.81%	0.38%
Households	-0.07%	0.99%	0.64%
Families	-0.28%	0.85%	0.56%
Owner HHs	0.85%	1.34%	0.97%
Median Household Income	2.89%	3.00%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	2,633	5.4%	2,126	4.4%
\$15,000 - \$24,999	2,767	5.7%	2,205	4.5%
\$25,000 - \$34,999	3,670	7.5%	2,834	5.8%
\$35,000 - \$49,999	5,224	10.7%	4,022	8.3%
\$50,000 - \$74,999	9,678	19.8%	8,442	17.3%
\$75,000 - \$99,999	7,826	16.0%	8,068	16.6%
\$100,000 - \$149,999	9,484	19.4%	10,694	21.9%
\$150,000 - \$199,999	4,220	8.6%	5,850	12.0%
\$200,000+	3,420	7.0%	4,497	9.2%

Median Household Income	\$76,143	\$87,796
Average Household Income	\$96,583	\$114,095
Per Capita Income	\$33,663	\$40,133

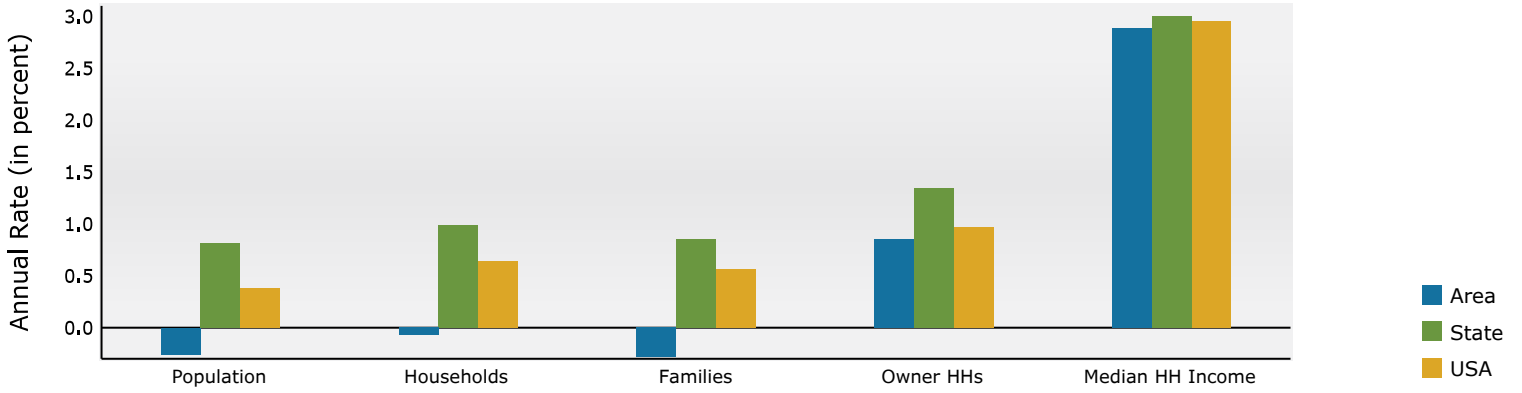
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	11,301	8.7%	9,329	6.5%	9,069	6.4%	8,748	6.3%
5 - 9	10,673	8.2%	9,828	6.9%	9,006	6.4%	8,430	6.1%
10 - 14	9,355	7.2%	10,850	7.6%	9,372	6.7%	8,579	6.2%
15 - 19	8,872	6.8%	10,537	7.4%	9,865	7.0%	8,747	6.3%
20 - 24	10,248	7.9%	10,513	7.3%	10,838	7.7%	10,225	7.4%
25 - 34	22,308	17.1%	24,744	17.3%	23,751	16.9%	22,724	16.4%
35 - 44	17,771	13.7%	20,695	14.5%	21,704	15.4%	22,006	15.8%
45 - 54	16,022	12.3%	16,179	11.3%	16,765	11.9%	17,483	12.6%
55 - 64	11,384	8.7%	15,049	10.5%	14,002	10.0%	13,274	9.6%
65 - 74	6,705	5.2%	9,318	6.5%	9,905	7.0%	11,206	8.1%
75 - 84	4,243	3.3%	4,494	3.1%	4,708	3.3%	5,591	4.0%
85+	1,267	1.0%	1,593	1.1%	1,680	1.2%	1,836	1.3%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	91,997	70.7%	69,342	48.4%	64,403	45.8%	60,515	43.6%
Black Alone	2,378	1.8%	3,071	2.1%	3,011	2.1%	2,837	2.0%
American Indian Alone	2,089	1.6%	3,200	2.2%	3,235	2.3%	3,217	2.3%
Asian Alone	4,432	3.4%	5,538	3.9%	5,647	4.0%	5,834	4.2%
Pacific Islander Alone	170	0.1%	199	0.1%	215	0.2%	210	0.2%
Some Other Race Alone	23,920	18.4%	31,986	22.3%	33,631	23.9%	34,984	25.2%
Two or More Races	5,162	4.0%	29,794	20.8%	30,524	21.7%	31,253	22.5%
Hispanic Origin (Any Race)	62,114	47.7%	77,232	54.0%	79,998	56.9%	82,480	59.4%

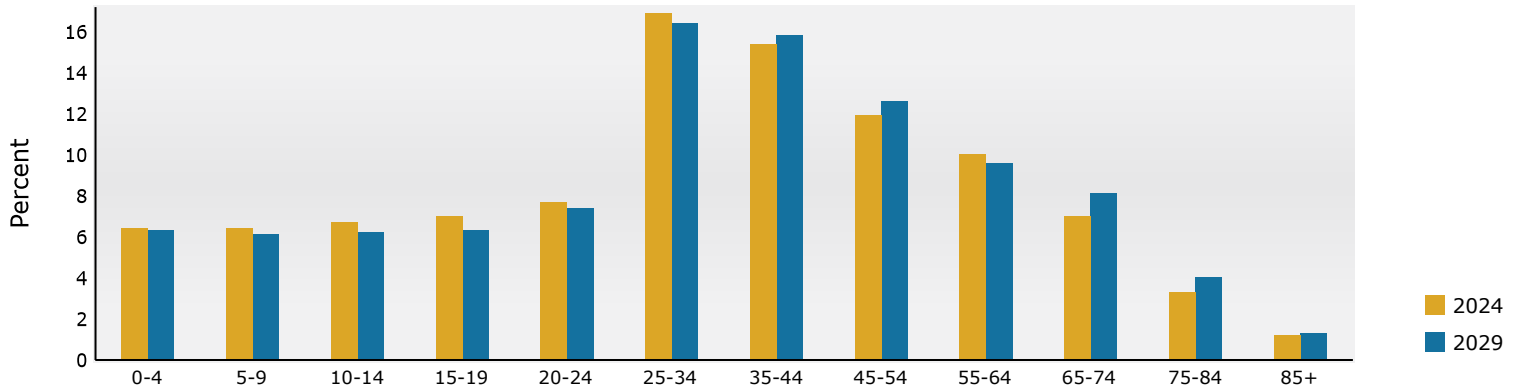
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

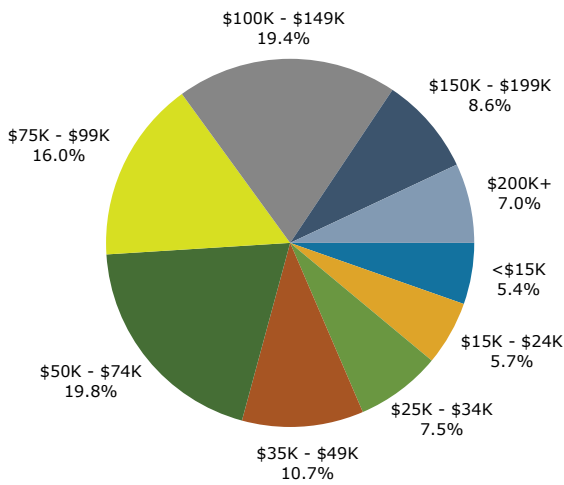
Trends 2024-2029



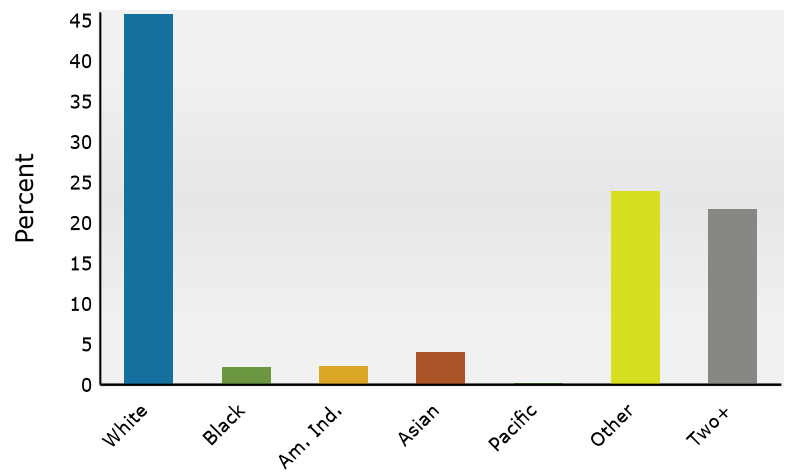
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 56.9%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

Demographic and Income Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Summary	Census 2010	Census 2020	2024	2029
Population	277,328	303,957	301,366	300,036
Households	100,699	109,150	109,362	110,062
Families	67,883	72,582	69,715	69,345
Average Household Size	2.74	2.77	2.74	2.71
Owner Occupied Housing Units	61,105	66,679	66,570	69,722
Renter Occupied Housing Units	39,595	42,471	42,792	40,340
Median Age	32.6	34.4	35.4	37.0

Trends: 2024-2029 Annual Rate	Area	State	National
Population	-0.09%	0.81%	0.38%
Households	0.13%	0.99%	0.64%
Families	-0.11%	0.85%	0.56%
Owner HHs	0.93%	1.34%	0.97%
Median Household Income	3.11%	3.00%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	6,056	5.5%	5,035	4.6%
\$15,000 - \$24,999	5,341	4.9%	4,287	3.9%
\$25,000 - \$34,999	7,244	6.6%	5,643	5.1%
\$35,000 - \$49,999	10,719	9.8%	8,357	7.6%
\$50,000 - \$74,999	19,953	18.2%	17,706	16.1%
\$75,000 - \$99,999	16,403	15.0%	16,576	15.1%
\$100,000 - \$149,999	21,581	19.7%	23,606	21.4%
\$150,000 - \$199,999	10,821	9.9%	14,350	13.0%
\$200,000+	11,244	10.3%	14,503	13.2%

Median Household Income	\$81,608	\$95,108
Average Household Income	\$108,674	\$127,618
Per Capita Income	\$39,514	\$46,908

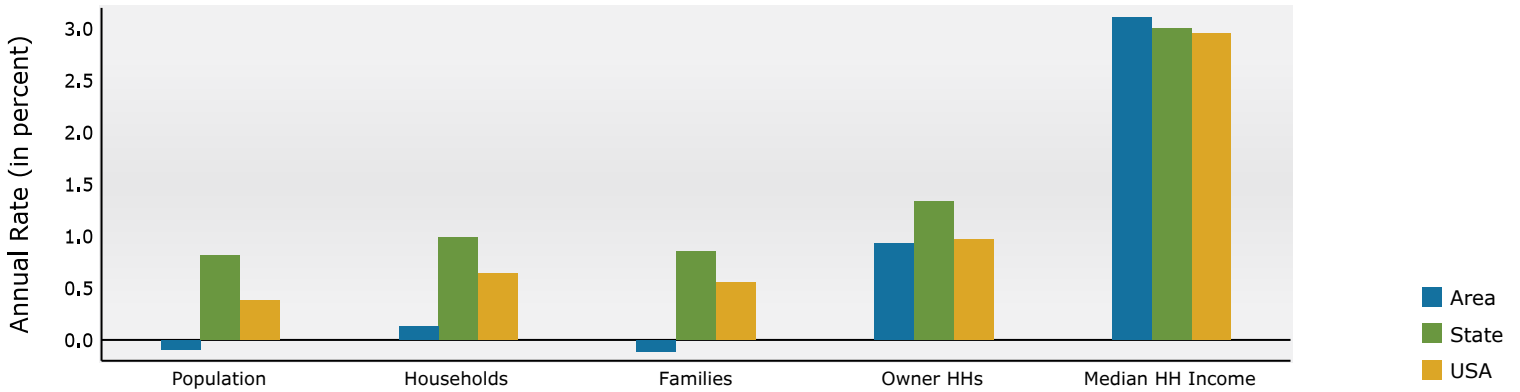
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	22,650	8.2%	19,000	6.3%	18,640	6.2%	18,120	6.0%
5 - 9	21,541	7.8%	19,766	6.5%	18,358	6.1%	17,338	5.8%
10 - 14	19,468	7.0%	21,549	7.1%	18,877	6.3%	17,730	5.9%
15 - 19	18,658	6.7%	21,043	6.9%	19,567	6.5%	17,765	5.9%
20 - 24	21,011	7.6%	21,589	7.1%	21,978	7.3%	20,651	6.9%
25 - 34	46,013	16.6%	52,323	17.2%	51,196	17.0%	48,378	16.1%
35 - 44	37,672	13.6%	43,456	14.3%	46,426	15.4%	48,267	16.1%
45 - 54	36,612	13.2%	34,517	11.4%	35,610	11.8%	37,556	12.5%
55 - 64	27,339	9.9%	33,392	11.0%	30,844	10.2%	29,243	9.7%
65 - 74	14,798	5.3%	22,945	7.5%	23,892	7.9%	25,823	8.6%
75 - 84	8,685	3.1%	10,417	3.4%	11,759	3.9%	14,445	4.8%
85+	2,879	1.0%	3,962	1.3%	4,218	1.4%	4,719	1.6%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	203,225	73.3%	166,152	54.7%	157,633	52.3%	150,842	50.3%
Black Alone	4,959	1.8%	6,464	2.1%	6,459	2.1%	6,214	2.1%
American Indian Alone	4,050	1.5%	6,334	2.1%	6,464	2.1%	6,500	2.2%
Asian Alone	10,128	3.7%	12,090	4.0%	12,673	4.2%	13,398	4.5%
Pacific Islander Alone	327	0.1%	374	0.1%	415	0.1%	418	0.1%
Some Other Race Alone	43,709	15.8%	56,062	18.4%	59,197	19.6%	61,971	20.7%
Two or More Races	10,929	3.9%	56,482	18.6%	58,525	19.4%	60,692	20.2%
Hispanic Origin (Any Race)	113,891	41.1%	139,321	45.8%	145,324	48.2%	151,245	50.4%

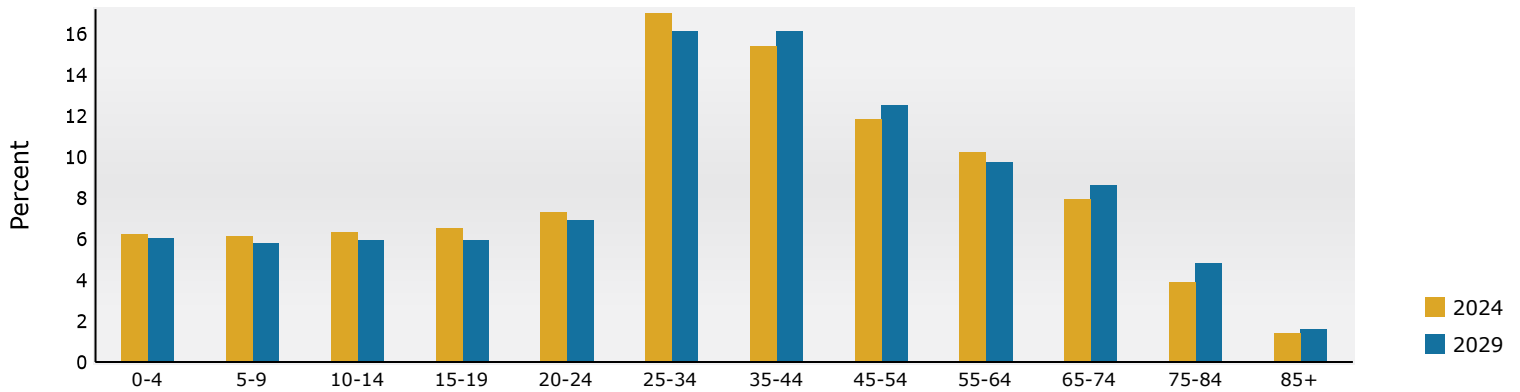
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

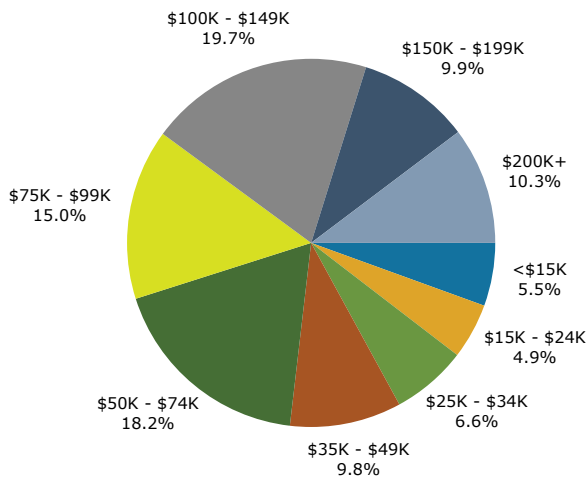
Trends 2024-2029



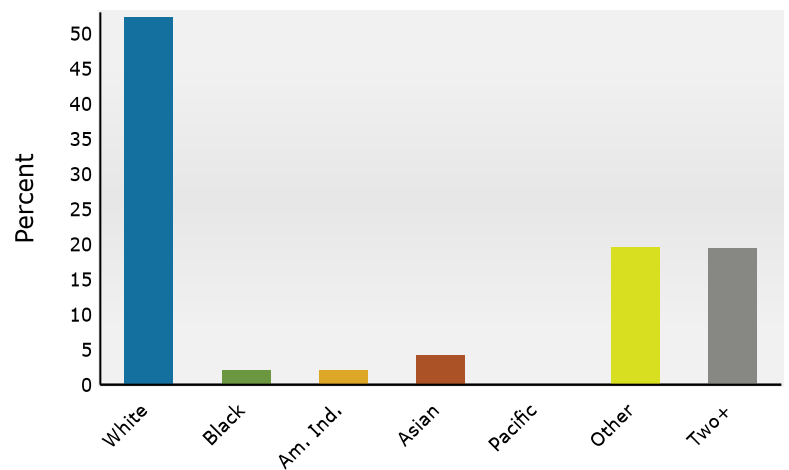
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 48.2%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



Financial Expenditures

Thornton Shopping Center 2
 80229, Denver, Colorado
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.85799
 Longitude: -104.97622

Demographic Summary		2024	2029
Population		17,617	17,377
Households		6,009	5,990
Families		4,018	3,956
Median Age		32.3	33.1
Median Household Income		\$70,916	\$83,036
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	64	\$19,699.91	\$118,376,735
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	64	\$17,663.90	\$106,142,393
Value of Stocks/Bonds/Mutual Funds	59	\$27,194.58	\$163,412,261
Value of Stocks/Bonds/Mutual Funds (1 year ago)	58	\$25,188.23	\$151,356,045
Value of Other Financial Assets	66	\$6,020.83	\$36,179,169
Value of Other Financial Assets (1 year ago)	66	\$5,799.56	\$34,849,533
Value of Retirement Plans	59	\$96,034.71	\$577,072,597
Value of Retirement Plans (1 year ago)	59	\$90,315.39	\$542,705,155
Surrender Value of Whole Life Policies	64	\$2,641.41	\$15,872,223
Surrender Value of Whole Life Policies (1 year ago)	62	\$2,298.96	\$13,814,426
Earnings			
Interest/Dividends	56	\$801.80	\$4,818,009
Royalty/Estate/Trust Income	62	\$542.72	\$3,261,189
Liabilities			
Original Mortgage Amount (Owned Home)	72	\$19,921.66	\$119,709,264
Vehicle Loan Amount (1)	84	\$2,956.24	\$17,764,041
Value of Credit Card Debt	77	\$2,240.62	\$13,463,911
Value of Credit Card Debt (1 year ago)	77	\$2,097.15	\$12,601,793
Value Owed on Student Loans	82	\$6,842.44	\$41,116,223
Value Owed on Student Loans (1 year ago)	81	\$6,509.40	\$39,115,000
Value Owed on Non-student Loans	72	\$709.86	\$4,265,534
Value Owed on Non-student Loans (1 year ago)	68	\$511.47	\$3,073,443
Owned Dwellings - Special Lump Sum Mortgage Payments	73	\$878.55	\$5,279,205
Owned Dwellings - Special Assessments	55	\$4.77	\$28,662
Owned Dwellings - Property Purchase Closing Costs	73	\$276.48	\$1,661,345
Amount Paid: Interest			
Home Mortgage	74	\$2,857.87	\$17,172,959
Home Equity Loan	76	\$37.53	\$225,522
Home Equity Line of Credit	55	\$50.48	\$303,364
New Car/Truck/Van Loan	79	\$132.20	\$794,418
Used Car/Truck/Van Loan	85	\$156.44	\$940,022
Finance/Late/Interest Charges for Credit Cards	78	\$278.96	\$1,676,276
Finance/Late/Interest Charges for Student Loans	93	\$64.78	\$389,270
Finance/Late/Interest Charges for Non-student Loans	78	\$278.96	\$1,676,276
Amount Paid: Principal			
Home Mortgage	71	\$2,252.93	\$13,537,879
Home Equity Loan	72	\$72.24	\$434,078
Home Equity Line of Credit	51	\$164.26	\$987,034
New Car/Truck/Van Loan	78	\$986.48	\$5,927,732
Used Car/Truck/Van Loan	81	\$921.22	\$5,535,613
Checking Account and Banking Service Charges	94	\$31.42	\$188,802

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.
 (1) **Vehicle Loan Amount** is the amount of a loan for a car, truck, van, SUV, motor home, boat, camper, motorcycle, motor scooter, moped, plane, snowmobile, dune buggy, ATV, or Segway, excluding interest.
Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Financial Expenditures

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Demographic Summary		2024	2029
Population		140,666	138,849
Households		48,922	48,739
Families		31,937	31,485
Median Age		34.4	35.9
Median Household Income		\$76,143	\$87,796
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	76	\$23,364.50	\$1,143,038,023
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	76	\$20,895.59	\$1,022,254,031
Value of Stocks/Bonds/Mutual Funds	71	\$32,970.48	\$1,612,981,753
Value of Stocks/Bonds/Mutual Funds (1 year ago)	70	\$30,501.46	\$1,492,192,667
Value of Other Financial Assets	78	\$7,076.66	\$346,204,271
Value of Other Financial Assets (1 year ago)	77	\$6,767.00	\$331,055,350
Value of Retirement Plans	73	\$117,793.27	\$5,762,682,329
Value of Retirement Plans (1 year ago)	72	\$110,478.66	\$5,404,836,936
Surrender Value of Whole Life Policies	77	\$3,190.73	\$156,097,002
Surrender Value of Whole Life Policies (1 year ago)	74	\$2,772.62	\$135,642,236
Earnings			
Interest/Dividends	70	\$996.94	\$48,772,184
Royalty/Estate/Trust Income	74	\$643.92	\$31,501,692
Liabilities			
Original Mortgage Amount (Owned Home)	85	\$23,373.52	\$1,143,479,318
Vehicle Loan Amount (1)	89	\$3,159.29	\$154,558,988
Value of Credit Card Debt	86	\$2,486.23	\$121,631,522
Value of Credit Card Debt (1 year ago)	86	\$2,334.50	\$114,208,293
Value Owed on Student Loans	88	\$7,281.33	\$356,217,446
Value Owed on Student Loans (1 year ago)	87	\$6,969.66	\$340,969,495
Value Owed on Non-student Loans	79	\$787.26	\$38,514,431
Value Owed on Non-student Loans (1 year ago)	76	\$573.22	\$28,042,866
Owned Dwellings - Special Lump Sum Mortgage Payments	80	\$969.46	\$47,427,988
Owned Dwellings - Special Assessments	68	\$5.90	\$288,791
Owned Dwellings - Property Purchase Closing Costs	86	\$324.26	\$15,863,552
Amount Paid: Interest			
Home Mortgage	86	\$3,322.48	\$162,542,126
Home Equity Loan	89	\$43.54	\$2,130,128
Home Equity Line of Credit	71	\$65.71	\$3,214,812
New Car/Truck/Van Loan	86	\$143.11	\$7,001,008
Used Car/Truck/Van Loan	90	\$166.06	\$8,124,109
Finance/Late/Interest Charges for Credit Cards	85	\$303.72	\$14,858,403
Finance/Late/Interest Charges for Student Loans	96	\$66.64	\$3,260,394
Finance/Late/Interest Charges for Non-student Loans	85	\$303.72	\$14,858,403
Amount Paid: Principal			
Home Mortgage	83	\$2,638.01	\$129,056,614
Home Equity Loan	84	\$84.18	\$4,118,302
Home Equity Line of Credit	67	\$215.32	\$10,533,801
New Car/Truck/Van Loan	85	\$1,083.57	\$53,010,619
Used Car/Truck/Van Loan	87	\$985.78	\$48,226,145
Checking Account and Banking Service Charges	95	\$31.89	\$1,560,045

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.
(1) Vehicle Loan Amount is the amount of a loan for a car, truck, van, SUV, motor home, boat, camper, motorcycle, motor scooter, moped, plane, snowmobile, dune buggy, ATV, or Segway, excluding interest.
Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Financial Expenditures

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Demographic Summary		2024	2029
Population		301,366	300,036
Households		109,362	110,062
Families		69,715	69,345
Median Age		35.4	37.0
Median Household Income		\$81,608	\$95,108
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	88	\$27,095.85	\$2,963,256,634
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	88	\$24,209.71	\$2,647,622,838
Value of Stocks/Bonds/Mutual Funds	84	\$39,094.43	\$4,275,444,992
Value of Stocks/Bonds/Mutual Funds (1 year ago)	82	\$36,014.84	\$3,938,654,895
Value of Other Financial Assets	89	\$8,092.35	\$884,995,493
Value of Other Financial Assets (1 year ago)	88	\$7,731.54	\$845,536,582
Value of Retirement Plans	85	\$137,787.25	\$15,068,688,778
Value of Retirement Plans (1 year ago)	85	\$128,911.64	\$14,098,034,965
Surrender Value of Whole Life Policies	89	\$3,658.87	\$400,141,125
Surrender Value of Whole Life Policies (1 year ago)	86	\$3,206.96	\$350,719,600
Earnings			
Interest/Dividends	83	\$1,179.22	\$128,961,534
Royalty/Estate/Trust Income	85	\$747.95	\$81,797,506
Liabilities			
Original Mortgage Amount (Owned Home)	96	\$26,477.26	\$2,895,605,724
Vehicle Loan Amount (1)	98	\$3,464.44	\$378,878,269
Value of Credit Card Debt	97	\$2,793.22	\$305,472,564
Value of Credit Card Debt (1 year ago)	97	\$2,628.08	\$287,411,719
Value Owed on Student Loans	99	\$8,197.35	\$896,479,078
Value Owed on Student Loans (1 year ago)	98	\$7,861.49	\$859,747,930
Value Owed on Non-student Loans	89	\$882.32	\$96,492,195
Value Owed on Non-student Loans (1 year ago)	86	\$649.59	\$71,040,563
Owned Dwellings - Special Lump Sum Mortgage Payments	90	\$1,082.75	\$118,411,221
Owned Dwellings - Special Assessments	80	\$6.94	\$758,946
Owned Dwellings - Property Purchase Closing Costs	96	\$361.61	\$39,546,860
Amount Paid: Interest			
Home Mortgage	97	\$3,739.06	\$408,911,180
Home Equity Loan	100	\$49.16	\$5,376,020
Home Equity Line of Credit	84	\$78.22	\$8,554,353
New Car/Truck/Van Loan	95	\$157.83	\$17,260,603
Used Car/Truck/Van Loan	98	\$181.82	\$19,884,462
Finance/Late/Interest Charges for Credit Cards	95	\$339.82	\$37,163,231
Finance/Late/Interest Charges for Student Loans	107	\$74.83	\$8,184,070
Finance/Late/Interest Charges for Non-student Loans	95	\$339.82	\$37,163,231
Amount Paid: Principal			
Home Mortgage	94	\$2,980.33	\$325,934,814
Home Equity Loan	95	\$95.31	\$10,423,546
Home Equity Line of Credit	80	\$256.05	\$28,002,332
New Car/Truck/Van Loan	95	\$1,201.83	\$131,435,075
Used Car/Truck/Van Loan	96	\$1,081.36	\$118,259,841
Checking Account and Banking Service Charges	104	\$34.78	\$3,804,093

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.
(1) Vehicle Loan Amount is the amount of a loan for a car, truck, van, SUV, motor home, boat, camper, motorcycle, motor scooter, moped, plane, snowmobile, dune buggy, ATV, or Segway, excluding interest.
Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Community Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	17,529	130,148	277,328
2020 Total Population	17,987	143,129	303,957
2020 Group Quarters	40	451	2,023
2024 Total Population	17,617	140,666	301,366
2024 Group Quarters	40	451	2,039
2029 Total Population	17,377	138,849	300,036
2024-2029 Annual Rate	-0.27%	-0.26%	-0.09%
2024 Total Daytime Population	15,975	112,784	275,225
Workers	7,689	43,923	130,800
Residents	8,286	68,861	144,425
Household Summary			
2010 Households	5,896	45,973	100,699
2010 Average Household Size	2.97	2.82	2.74
2020 Total Households	6,077	49,465	109,150
2020 Average Household Size	2.95	2.88	2.77
2024 Households	6,009	48,922	109,362
2024 Average Household Size	2.93	2.87	2.74
2029 Households	5,990	48,739	110,062
2029 Average Household Size	2.89	2.84	2.71
2024-2029 Annual Rate	-0.06%	-0.07%	0.13%
2010 Families	4,148	31,302	67,883
2010 Average Family Size	3.49	3.38	3.30
2024 Families	4,018	31,937	69,715
2024 Average Family Size	3.40	3.55	3.42
2029 Families	3,956	31,485	69,345
2029 Average Family Size	3.38	3.53	3.39
2024-2029 Annual Rate	-0.31%	-0.28%	-0.11%
Housing Unit Summary			
2000 Housing Units	5,988	43,421	94,075
Owner Occupied Housing Units	56.5%	67.3%	66.7%
Renter Occupied Housing Units	41.2%	30.0%	30.4%
Vacant Housing Units	2.3%	2.7%	2.9%
2010 Housing Units	6,272	48,836	106,633
Owner Occupied Housing Units	48.5%	57.1%	57.3%
Renter Occupied Housing Units	45.5%	37.1%	37.1%
Vacant Housing Units	6.0%	5.9%	5.6%
2020 Housing Units	6,371	51,722	114,248
Owner Occupied Housing Units	52.2%	59.6%	58.4%
Renter Occupied Housing Units	43.2%	36.0%	37.2%
Vacant Housing Units	4.7%	4.4%	4.4%
2024 Housing Units	6,297	51,063	114,609
Owner Occupied Housing Units	51.4%	59.7%	58.1%
Renter Occupied Housing Units	44.1%	36.1%	37.3%
Vacant Housing Units	4.6%	4.2%	4.6%
2029 Housing Units	6,346	51,367	116,077
Owner Occupied Housing Units	52.6%	61.9%	60.1%
Renter Occupied Housing Units	41.8%	32.9%	34.8%
Vacant Housing Units	5.6%	5.1%	5.2%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Thornton Shopping Center 2
 80229, Denver, Colorado
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.85799
 Longitude: -104.97622

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	6,009	48,922	109,362
<\$15,000	6.8%	5.4%	5.5%
\$15,000 - \$24,999	3.9%	5.7%	4.9%
\$25,000 - \$34,999	5.7%	7.5%	6.6%
\$35,000 - \$49,999	13.0%	10.7%	9.8%
\$50,000 - \$74,999	23.4%	19.8%	18.2%
\$75,000 - \$99,999	15.6%	16.0%	15.0%
\$100,000 - \$149,999	20.7%	19.4%	19.7%
\$150,000 - \$199,999	7.0%	8.6%	9.9%
\$200,000+	4.0%	7.0%	10.3%
Average Household Income	\$87,299	\$96,583	\$108,674
2029 Households by Income			
Household Income Base	5,990	48,739	110,062
<\$15,000	5.4%	4.4%	4.6%
\$15,000 - \$24,999	3.1%	4.5%	3.9%
\$25,000 - \$34,999	4.3%	5.8%	5.1%
\$35,000 - \$49,999	9.7%	8.3%	7.6%
\$50,000 - \$74,999	20.9%	17.3%	16.1%
\$75,000 - \$99,999	16.5%	16.6%	15.1%
\$100,000 - \$149,999	24.8%	21.9%	21.4%
\$150,000 - \$199,999	10.1%	12.0%	13.0%
\$200,000+	5.2%	9.2%	13.2%
Average Household Income	\$102,095	\$114,095	\$127,618
2024 Owner Occupied Housing Units by Value			
Total	3,233	30,492	66,545
<\$50,000	3.5%	9.7%	5.5%
\$50,000 - \$99,999	0.2%	5.5%	3.0%
\$100,000 - \$149,999	1.4%	2.1%	1.6%
\$150,000 - \$199,999	1.2%	1.5%	1.1%
\$200,000 - \$249,999	3.7%	3.0%	2.4%
\$250,000 - \$299,999	4.1%	2.8%	2.2%
\$300,000 - \$399,999	33.7%	16.9%	14.9%
\$400,000 - \$499,999	33.7%	27.3%	23.7%
\$500,000 - \$749,999	10.8%	24.0%	33.5%
\$750,000 - \$999,999	4.5%	4.9%	8.4%
\$1,000,000 - \$1,499,999	1.1%	1.6%	2.5%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.4%
\$2,000,000 +	1.9%	0.4%	0.7%
Average Home Value	\$460,846	\$435,288	\$515,790
2029 Owner Occupied Housing Units by Value			
Total	3,336	31,802	69,692
<\$50,000	0.1%	7.1%	3.5%
\$50,000 - \$99,999	0.0%	2.5%	1.3%
\$100,000 - \$149,999	0.0%	0.5%	0.2%
\$150,000 - \$199,999	0.0%	0.2%	0.1%
\$200,000 - \$249,999	0.0%	0.6%	0.3%
\$250,000 - \$299,999	0.0%	0.5%	0.3%
\$300,000 - \$399,999	11.5%	8.1%	6.7%
\$400,000 - \$499,999	38.6%	24.7%	19.8%
\$500,000 - \$749,999	23.9%	38.3%	45.1%
\$750,000 - \$999,999	17.7%	12.2%	15.4%
\$1,000,000 - \$1,499,999	4.3%	3.8%	4.9%
\$1,500,000 - \$1,999,999	1.3%	0.6%	0.9%
\$2,000,000 +	2.8%	0.9%	1.5%
Average Home Value	\$656,228	\$572,943	\$644,021

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Community Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$70,916	\$76,143	\$81,608
2029	\$83,036	\$87,796	\$95,108
Median Home Value			
2024	\$406,422	\$431,117	\$481,284
2029	\$499,612	\$538,481	\$598,881
Per Capita Income			
2024	\$30,023	\$33,663	\$39,514
2029	\$35,486	\$40,133	\$46,908
Median Age			
2010	28.6	31.4	32.6
2020	31.6	33.3	34.4
2024	32.3	34.4	35.4
2029	33.1	35.9	37.0
2020 Population by Age			
Total	17,987	143,129	303,957
0 - 4	6.9%	6.5%	6.3%
5 - 9	7.4%	6.9%	6.5%
10 - 14	7.9%	7.6%	7.1%
15 - 24	15.8%	14.7%	14.0%
25 - 34	18.2%	17.3%	17.2%
35 - 44	14.4%	14.5%	14.3%
45 - 54	10.9%	11.3%	11.4%
55 - 64	9.5%	10.5%	11.0%
65 - 74	5.6%	6.5%	7.5%
75 - 84	2.4%	3.1%	3.4%
85 +	1.0%	1.1%	1.3%
18 +	73.1%	74.5%	75.9%
2024 Population by Age			
Total	17,619	140,665	301,365
0 - 4	6.9%	6.4%	6.2%
5 - 9	6.4%	6.4%	6.1%
10 - 14	7.1%	6.7%	6.3%
15 - 24	16.2%	14.7%	13.8%
25 - 34	18.0%	16.9%	17.0%
35 - 44	14.8%	15.4%	15.4%
45 - 54	11.7%	11.9%	11.8%
55 - 64	9.0%	10.0%	10.2%
65 - 74	6.1%	7.0%	7.9%
75 - 84	2.7%	3.3%	3.9%
85 +	1.0%	1.2%	1.4%
18 +	75.3%	76.3%	77.6%
2029 Population by Age			
Total	17,378	138,849	300,035
0 - 4	6.8%	6.3%	6.0%
5 - 9	6.2%	6.1%	5.8%
10 - 14	6.3%	6.2%	5.9%
15 - 24	15.6%	13.7%	12.8%
25 - 34	18.3%	16.4%	16.1%
35 - 44	14.8%	15.8%	16.1%
45 - 54	12.0%	12.6%	12.5%
55 - 64	8.7%	9.6%	9.7%
65 - 74	6.9%	8.1%	8.6%
75 - 84	3.2%	4.0%	4.8%
85 +	1.1%	1.3%	1.6%
18 +	76.6%	77.7%	78.7%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Community Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	9,176	72,343	153,051
Females	8,811	70,786	150,906
2024 Population by Sex			
Males	9,088	72,094	153,886
Females	8,529	68,572	147,480
2029 Population by Sex			
Males	8,882	70,685	152,098
Females	8,495	68,164	147,938
2010 Population by Race/Ethnicity			
Total	17,528	130,148	277,327
White Alone	68.8%	70.7%	73.3%
Black Alone	2.2%	1.8%	1.8%
American Indian Alone	1.9%	1.6%	1.5%
Asian Alone	1.4%	3.4%	3.7%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	20.8%	18.4%	15.8%
Two or More Races	4.6%	4.0%	3.9%
Hispanic Origin	56.2%	47.7%	41.1%
Diversity Index	73.6	73.1	70.8
2020 Population by Race/Ethnicity			
Total	17,987	143,129	303,957
White Alone	46.2%	48.4%	54.7%
Black Alone	2.9%	2.1%	2.1%
American Indian Alone	2.7%	2.2%	2.1%
Asian Alone	3.0%	3.9%	4.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	23.7%	22.3%	18.4%
Two or More Races	21.4%	20.8%	18.6%
Hispanic Origin	57.9%	54.0%	45.8%
Diversity Index	83.7	83.4	81.4
2024 Population by Race/Ethnicity			
Total	17,615	140,666	301,366
White Alone	43.6%	45.8%	52.3%
Black Alone	2.9%	2.1%	2.1%
American Indian Alone	2.7%	2.3%	2.1%
Asian Alone	3.1%	4.0%	4.2%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	25.3%	23.9%	19.6%
Two or More Races	22.2%	21.7%	19.4%
Hispanic Origin	60.9%	56.9%	48.2%
Diversity Index	84.0	83.9	82.3
2029 Population by Race/Ethnicity			
Total	17,377	138,850	300,035
White Alone	41.4%	43.6%	50.3%
Black Alone	2.8%	2.0%	2.1%
American Indian Alone	2.7%	2.3%	2.2%
Asian Alone	3.3%	4.2%	4.5%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	26.7%	25.2%	20.7%
Two or More Races	23.0%	22.5%	20.2%
Hispanic Origin	63.5%	59.4%	50.4%
Diversity Index	84.0	84.1	83.0

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Thornton Shopping Center 2
80229, Denver, Colorado
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	17,987	143,129	303,957
In Households	99.8%	99.7%	99.3%
Householder	34.0%	34.6%	35.9%
Opposite-Sex Spouse	13.5%	14.2%	15.2%
Same-Sex Spouse	0.3%	0.3%	0.3%
Opposite-Sex Unmarried Partner	2.9%	2.9%	3.0%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	30.6%	29.2%	27.9%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	1.4%	1.5%	1.4%
Grandchild	3.8%	3.8%	3.4%
Brother or Sister	2.3%	2.1%	1.8%
Parent	2.0%	1.9%	1.8%
Parent-in-law	0.3%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.8%	0.8%	0.7%
Other Relatives	2.5%	2.4%	2.1%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	4.7%	4.8%	4.7%
In Group Quarters	0.2%	0.3%	0.7%
Institutionalized	0.2%	0.3%	0.5%
Noninstitutionalized	0.0%	0.0%	0.2%
2024 Population 25+ by Educational Attainment			
Total	11,167	92,517	203,948
Less than 9th Grade	9.4%	7.7%	6.0%
9th - 12th Grade, No Diploma	9.6%	9.9%	8.9%
High School Graduate	27.8%	26.6%	24.5%
GED/Alternative Credential	9.1%	6.9%	6.6%
Some College, No Degree	19.9%	18.4%	17.8%
Associate Degree	9.9%	9.4%	8.8%
Bachelor's Degree	10.8%	15.3%	19.3%
Graduate/Professional Degree	3.7%	5.7%	8.1%
2024 Population 15+ by Marital Status			
Total	14,023	113,219	245,492
Never Married	40.0%	39.1%	37.1%
Married	44.1%	45.4%	47.4%
Widowed	5.1%	4.2%	4.2%
Divorced	10.8%	11.2%	11.3%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,832	75,379	164,452
Population 16+ Employed	97.3%	97.2%	97.3%
Population 16+ Unemployment rate	2.7%	2.8%	2.7%
Population 16-24 Employed	17.4%	16.1%	14.9%
Population 16-24 Unemployment rate	5.2%	4.1%	4.5%
Population 25-54 Employed	66.3%	67.2%	67.7%
Population 25-54 Unemployment rate	2.3%	2.1%	2.1%
Population 55-64 Employed	11.8%	13.1%	13.0%
Population 55-64 Unemployment rate	1.0%	3.7%	3.6%
Population 65+ Employed	4.5%	3.6%	4.4%
Population 65+ Unemployment rate	1.4%	6.3%	3.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 16, 2024

Community Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.85799
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	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	9,571	73,270	159,974
Agriculture/Mining	0.7%	0.9%	1.0%
Construction	16.4%	14.6%	12.2%
Manufacturing	7.8%	8.4%	8.9%
Wholesale Trade	1.4%	2.2%	2.1%
Retail Trade	12.0%	11.7%	11.8%
Transportation/Utilities	8.0%	8.2%	8.0%
Information	1.0%	1.7%	2.4%
Finance/Insurance/Real Estate	6.4%	4.8%	5.2%
Services	42.3%	43.9%	44.6%
Public Administration	4.1%	3.5%	3.8%
2024 Employed Population 16+ by Occupation			
Total	9,572	73,267	159,975
White Collar	43.2%	48.1%	53.5%
Management/Business/Financial	11.6%	14.4%	15.8%
Professional	13.8%	15.2%	18.2%
Sales	6.7%	7.7%	8.4%
Administrative Support	11.1%	10.8%	11.1%
Services	20.3%	19.9%	17.9%
Blue Collar	36.6%	32.0%	28.6%
Farming/Forestry/Fishing	0.5%	0.4%	0.3%
Construction/Extraction	11.4%	10.0%	8.3%
Installation/Maintenance/Repair	5.0%	3.9%	4.0%
Production	8.5%	5.5%	5.3%
Transportation/Material Moving	11.3%	12.2%	10.7%
2020 Households by Type			
Total	6,077	49,465	109,150
Married Couple Households	40.8%	41.9%	43.0%
With Own Children <18	19.6%	18.7%	18.0%
Without Own Children <18	21.2%	23.2%	25.1%
Cohabiting Couple Households	9.1%	8.8%	9.0%
With Own Children <18	3.2%	3.2%	2.9%
Without Own Children <18	5.8%	5.6%	6.1%
Male Householder, No Spouse/Partner	22.7%	22.2%	21.7%
Living Alone	11.2%	11.9%	12.1%
65 Years and over	2.6%	2.9%	3.0%
With Own Children <18	3.1%	2.8%	2.6%
Without Own Children <18, With Relatives	5.4%	4.6%	4.2%
No Relatives Present	3.0%	2.9%	2.8%
Female Householder, No Spouse/Partner	27.5%	27.1%	26.3%
Living Alone	9.9%	11.0%	11.7%
65 Years and over	3.6%	4.9%	5.3%
With Own Children <18	7.5%	6.6%	5.9%
Without Own Children <18, With Relatives	8.8%	8.0%	7.1%
No Relatives Present	1.3%	1.5%	1.6%
2020 Households by Size			
Total	6,077	49,465	109,150
1 Person Household	21.0%	22.9%	23.8%
2 Person Household	29.9%	29.5%	31.5%
3 Person Household	17.0%	17.0%	16.6%
4 Person Household	15.2%	14.1%	13.8%
5 Person Household	9.4%	9.1%	7.8%
6 Person Household	4.6%	4.5%	3.8%
7 + Person Household	2.8%	3.0%	2.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Community Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Rings: 1, 3, 5 mile radii

Prepared by Esri
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	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	6,077	49,465	109,150
Owner Occupied	54.7%	62.3%	61.1%
Owned with a Mortgage/Loan	45.0%	46.4%	46.6%
Owned Free and Clear	9.7%	15.9%	14.5%
Renter Occupied	45.3%	37.7%	38.9%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	71	72	69
Percent of Income for Mortgage	35.9%	35.4%	36.9%
Wealth Index	59	73	87
2020 Housing Units By Urban/ Rural Status			
Total	6,371	51,722	114,248
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	17,987	143,129	303,957
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Community Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Urban Edge Families (7C)	Urban Edge Families (7C)	Bright Young Professionals
2.	Young and Restless (11B)	Bright Young Professionals	Urban Edge Families (7C)
3.	Front Porches (8E)	Parks and Rec (5C)	Parks and Rec (5C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$12,008,521	\$104,568,023	\$259,253,240
Average Spent	\$1,998.42	\$2,137.44	\$2,370.60
Spending Potential Index	84	90	100
Education: Total \$	\$7,322,379	\$67,368,009	\$174,474,765
Average Spent	\$1,218.57	\$1,377.05	\$1,595.39
Spending Potential Index	71	80	92
Entertainment/Recreation: Total \$	\$18,312,197	\$168,207,286	\$423,723,373
Average Spent	\$3,047.46	\$3,438.27	\$3,874.50
Spending Potential Index	74	84	95
Food at Home: Total \$	\$35,611,427	\$315,064,698	\$783,010,622
Average Spent	\$5,926.35	\$6,440.14	\$7,159.81
Spending Potential Index	81	88	98
Food Away from Home: Total \$	\$19,836,561	\$173,947,400	\$432,016,343
Average Spent	\$3,301.14	\$3,555.61	\$3,950.33
Spending Potential Index	85	91	102
Health Care: Total \$	\$33,526,032	\$307,380,732	\$769,445,681
Average Spent	\$5,579.30	\$6,283.08	\$7,035.77
Spending Potential Index	73	82	91
HH Furnishings & Equipment: Total \$	\$14,705,944	\$132,889,965	\$332,370,456
Average Spent	\$2,447.32	\$2,716.36	\$3,039.18
Spending Potential Index	77	86	96
Personal Care Products & Services: Total \$	\$4,943,176	\$43,778,957	\$109,367,802
Average Spent	\$822.63	\$894.87	\$1,000.05
Spending Potential Index	83	90	100
Shelter: Total \$	\$131,902,712	\$1,162,227,095	\$2,911,055,061
Average Spent	\$21,950.86	\$23,756.74	\$26,618.52
Spending Potential Index	82	89	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,462,277	\$136,970,363	\$344,482,072
Average Spent	\$2,406.77	\$2,799.77	\$3,149.92
Spending Potential Index	69	80	90
Travel: Total \$	\$13,523,516	\$124,119,768	\$314,695,839
Average Spent	\$2,250.54	\$2,537.10	\$2,877.56
Spending Potential Index	74	84	95
Vehicle Maintenance & Repairs: Total \$	\$7,163,981	\$63,979,488	\$158,680,972
Average Spent	\$1,192.21	\$1,307.79	\$1,450.97
Spending Potential Index	80	88	98

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Business Summary

Thornton Shopping Center 2
 80229, Denver, Colorado
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.85799
 Longitude: -104.97622

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	554		3,479		9,439							
Total Employees:	8,044		43,406		126,901							
Total Population:	17,617		140,666		301,366							
Employee/Population Ratio (per 100 Residents)	46		31		42							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	0.5%	19	0.2%	46	1.3%	642	1.5%	133	1.4%	1,357	1.1%
Construction	27	4.9%	253	3.1%	350	10.1%	3,983	9.2%	979	10.4%	13,577	10.7%
Manufacturing	9	1.6%	91	1.1%	132	3.8%	2,224	5.1%	408	4.3%	8,203	6.5%
Transportation	8	1.4%	73	0.9%	85	2.4%	1,745	4.0%	271	2.9%	5,657	4.5%
Communication	8	1.4%	41	0.5%	37	1.1%	213	0.5%	91	1.0%	1,281	1.0%
Utility	2	0.4%	12	0.1%	14	0.4%	508	1.2%	54	0.6%	2,127	1.7%
Wholesale Trade	7	1.3%	60	0.7%	128	3.7%	1,765	4.1%	468	5.0%	7,813	6.2%
Retail Trade Summary	132	23.8%	2,638	32.8%	727	20.9%	10,957	25.2%	1,876	19.9%	26,218	20.7%
Home Improvement	6	1.1%	119	1.5%	59	1.7%	766	1.8%	151	1.6%	1,913	1.5%
General Merchandise Stores	5	0.9%	354	4.4%	25	0.7%	739	1.7%	60	0.6%	1,583	1.2%
Food Stores	13	2.3%	276	3.4%	77	2.2%	1,396	3.2%	213	2.3%	3,465	2.7%
Auto Dealers & Gas Stations	17	3.1%	335	4.2%	108	3.1%	1,788	4.1%	259	2.7%	3,237	2.6%
Apparel & Accessory Stores	6	1.1%	13	0.2%	23	0.7%	153	0.4%	50	0.5%	478	0.4%
Furniture & Home Furnishings	9	1.6%	691	8.6%	47	1.4%	1,197	2.8%	121	1.3%	1,898	1.5%
Eating & Drinking Places	41	7.4%	652	8.1%	222	6.4%	3,890	9.0%	595	6.3%	10,078	7.9%
Miscellaneous Retail	35	6.3%	196	2.4%	167	4.8%	1,028	2.4%	426	4.5%	3,566	2.8%
Finance, Insurance, Real Estate Summary	51	9.2%	280	3.5%	308	8.9%	1,548	3.6%	881	9.3%	5,422	4.3%
Banks, Savings & Lending Institutions	10	1.8%	78	1.0%	55	1.6%	357	0.8%	176	1.9%	1,180	0.9%
Securities Brokers	4	0.7%	32	0.4%	20	0.6%	112	0.3%	96	1.0%	581	0.5%
Insurance Carriers & Agents	20	3.6%	78	1.0%	96	2.8%	440	1.0%	202	2.1%	865	0.7%
Real Estate, Holding, Other Investment Offices	16	2.9%	91	1.1%	137	3.9%	639	1.5%	406	4.3%	2,795	2.2%
Services Summary	254	45.8%	3,632	45.2%	1,455	41.8%	17,178	39.6%	3,752	39.7%	47,268	37.2%
Hotels & Lodging	3	0.5%	28	0.3%	11	0.3%	94	0.2%	48	0.5%	982	0.8%
Automotive Services	18	3.2%	75	0.9%	176	5.1%	1,212	2.8%	407	4.3%	2,653	2.1%
Movies & Amusements	13	2.3%	73	0.9%	72	2.1%	1,014	2.3%	222	2.4%	3,583	2.8%
Health Services	94	17.0%	1,863	23.2%	338	9.7%	5,318	12.3%	679	7.2%	9,438	7.4%
Legal Services	5	0.9%	16	0.2%	38	1.1%	189	0.4%	106	1.1%	691	0.5%
Education Institutions & Libraries	19	3.4%	798	9.9%	83	2.4%	3,824	8.8%	186	2.0%	8,042	6.3%
Other Services	103	18.6%	778	9.7%	736	21.2%	5,527	12.7%	2,104	22.3%	21,880	17.2%
Government	25	4.5%	921	11.4%	68	2.0%	2,500	5.8%	165	1.7%	7,394	5.8%
Unclassified Establishments	29	5.2%	25	0.3%	128	3.7%	141	0.3%	361	3.8%	584	0.5%
Totals	554	100.0%	8,044	100.0%	3,479	100.0%	43,406	100.0%	9,439	100.0%	126,901	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



Business Summary

Thornton Shopping Center 2
 80229, Denver, Colorado
 Rings: 1, 3, 5 mile radii

Prepared by Esri
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	9	0.3%	341	0.8%	24	0.3%	527	0.4%
Mining	0	0.0%	0	0.0%	2	0.1%	15	0.0%	10	0.1%	113	0.1%
Utilities	1	0.2%	5	0.1%	3	0.1%	38	0.1%	11	0.1%	691	0.5%
Construction	31	5.6%	316	3.9%	369	10.6%	4,158	9.6%	1,032	10.9%	14,054	11.1%
Manufacturing	10	1.8%	57	0.7%	145	4.2%	2,345	5.4%	449	4.8%	8,287	6.5%
Wholesale Trade	7	1.3%	60	0.7%	127	3.7%	1,750	4.0%	466	4.9%	7,787	6.1%
Retail Trade	86	15.5%	1,946	24.2%	473	13.6%	6,790	15.6%	1,202	12.7%	15,541	12.2%
Motor Vehicle & Parts Dealers	15	2.7%	322	4.0%	77	2.2%	1,533	3.5%	199	2.1%	2,732	2.2%
Furniture & Home Furnishings Stores	3	0.5%	463	5.8%	20	0.6%	705	1.6%	57	0.6%	1,068	0.8%
Electronics & Appliance Stores	6	1.1%	228	2.8%	19	0.5%	432	1.0%	41	0.4%	682	0.5%
Building Material & Garden Equipment & Supplies Dealers	6	1.1%	119	1.5%	58	1.7%	780	1.8%	150	1.6%	1,935	1.5%
Food & Beverage Stores	14	2.5%	259	3.2%	96	2.8%	1,332	3.1%	247	2.6%	3,026	2.4%
Health & Personal Care Stores	9	1.6%	46	0.6%	35	1.0%	214	0.5%	87	0.9%	922	0.7%
Gasoline Stations & Fuel Dealers	3	0.5%	14	0.2%	35	1.0%	275	0.6%	69	0.7%	751	0.6%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	6	1.1%	13	0.2%	24	0.7%	172	0.4%	60	0.6%	575	0.5%
Sporting Goods, Hobby, Book, & Music Stores	19	3.4%	127	1.6%	74	2.1%	576	1.3%	197	2.1%	2,118	1.7%
General Merchandise Stores	6	1.1%	355	4.4%	34	1.0%	771	1.8%	94	1.0%	1,733	1.4%
Transportation & Warehousing	6	1.1%	65	0.8%	63	1.8%	1,448	3.3%	221	2.3%	5,193	4.1%
Information	14	2.5%	139	1.7%	75	2.2%	753	1.7%	205	2.2%	3,564	2.8%
Finance & Insurance	36	6.5%	194	2.4%	179	5.1%	950	2.2%	493	5.2%	2,712	2.1%
Central Bank/Credit Intermediation & Related Activities	11	2.0%	83	1.0%	63	1.8%	398	0.9%	186	2.0%	1,232	1.0%
Securities & Commodity Contracts	4	0.7%	32	0.4%	21	0.6%	113	0.3%	103	1.1%	610	0.5%
Funds, Trusts & Other Financial Vehicles	20	3.6%	78	1.0%	96	2.8%	440	1.0%	203	2.2%	869	0.7%
Real Estate, Rental & Leasing	18	3.2%	86	1.1%	182	5.2%	1,054	2.4%	489	5.2%	3,745	3.0%
Professional, Scientific & Tech Services	29	5.2%	116	1.4%	235	6.8%	1,434	3.3%	746	7.9%	8,512	6.7%
Legal Services	5	0.9%	16	0.2%	43	1.2%	207	0.5%	128	1.4%	796	0.6%
Management of Companies & Enterprises	0	0.0%	0	0.0%	3	0.1%	13	0.0%	13	0.1%	84	0.1%
Administrative, Support & Waste Management Services	16	2.9%	94	1.2%	132	3.8%	1,717	4.0%	377	4.0%	4,974	3.9%
Educational Services	20	3.6%	791	9.8%	93	2.7%	3,810	8.8%	229	2.4%	8,053	6.3%
Health Care & Social Assistance	103	18.6%	1,996	24.8%	409	11.8%	6,278	14.5%	860	9.1%	12,521	9.9%
Arts, Entertainment & Recreation	9	1.6%	56	0.7%	62	1.8%	987	2.3%	180	1.9%	3,546	2.8%
Accommodation & Food Services	45	8.1%	693	8.6%	238	6.8%	4,013	9.2%	659	7.0%	11,166	8.8%
Accommodation	3	0.5%	28	0.3%	11	0.3%	94	0.2%	48	0.5%	982	0.8%
Food Services & Drinking Places	42	7.6%	664	8.3%	227	6.5%	3,918	9.0%	610	6.5%	10,184	8.0%
Other Services (except Public Administration)	71	12.8%	483	6.0%	481	13.8%	2,872	6.6%	1,244	13.2%	7,758	6.1%
Automotive Repair & Maintenance	16	2.9%	65	0.8%	143	4.1%	898	2.1%	329	3.5%	2,032	1.6%
Public Administration	25	4.5%	921	11.4%	68	2.0%	2,500	5.8%	169	1.8%	7,494	5.9%
Unclassified Establishments	29	5.2%	25	0.3%	128	3.7%	141	0.3%	360	3.8%	580	0.5%
Total	554	100.0%	8,044	100.0%	3,479	100.0%	43,406	100.0%	9,439	100.0%	126,901	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

Demographic Summary	2024	2029
Population	17,617	17,377
Population 18+	13,259	13,314
Households	6,009	5,990
Median Household Income	\$70,916	\$83,036

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	8,067	60.8%	97
Bought Women`s Clothing/12 Mo	6,957	52.5%	100
Bought Shoes/12 Mo	9,837	74.2%	99
Bought Fine Jewelry/12 Mo	3,252	24.5%	112
Bought Watch/12 Mo	1,929	14.5%	110
Automobiles (Households)			
HH Owns or Leases Any Vehicle	5,331	88.7%	98
HH Bought or Leased New Vehicle/12 Mo	488	8.1%	88
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	11,667	88.0%	98
Bought or Changed Motor Oil/12 Mo	7,258	54.7%	102
Had Vehicle Tune-Up/12 Mo	3,048	23.0%	96
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	5,969	45.0%	120
Drank Beer or Ale/6 Mo	4,930	37.2%	97
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	794	6.0%	61
Own Digital SLR Camera or Camcorder	902	6.8%	65
Printed Digital Photos/12 Mo	2,911	22.0%	84
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	4,917	37.1%	103
Have a Smartphone	12,517	94.4%	100
Have Android Phone (Any Brand) Smartphone	5,362	40.4%	105
Have Apple iPhone Smartphone	7,445	56.2%	98
HH Owns 1 Cell Phone	1,768	29.4%	98
HH Owns 2 Cell Phones	1,976	32.9%	83
HH Owns 3+ Cell Phones	2,115	35.2%	123
HH Has Cell Phone Only (No Landline Telephone)	4,425	73.6%	102
Computers (Households)			
HH Owns Computer	4,794	79.8%	95
HH Owns Desktop Computer	2,105	35.0%	90
HH Owns Laptop or Notebook	4,039	67.2%	97
HH Owns Apple/Mac Brand Computer	1,448	24.1%	97
HH Owns PC/Non-Apple Brand Computer	4,027	67.0%	96
HH Purchased Most Recent Home Computer at Store	2,051	34.1%	92
HH Purchased Most Recent Home Computer Online	1,465	24.4%	89
HH Spent \$1-499 on Most Recent Home Computer	758	12.6%	91
HH Spent \$500-999 on Most Recent Home Computer	989	16.5%	87
HH Spent \$1K-1499 on Most Recent Home Computer	550	9.2%	80
HH Spent \$1500-1999 on Most Recent Home Computer	210	3.5%	86
HH Spent \$2K+ on Most Recent Home Computer	339	5.6%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	8,488	64.0%	98
Bought Brewed Coffee at C-Store/30 Days	1,725	13.0%	104
Bought Cigarettes at C-Store/30 Days	856	6.5%	106
Bought Gas at C-Store/30 Days	5,034	38.0%	95
Spent \$1-19 at C-Store/30 Days	875	6.6%	97
Spent \$20-39 at C-Store/30 Days	1,128	8.5%	102
Spent \$40-50 at C-Store/30 Days	810	6.1%	92
Spent \$51-99 at C-Store/30 Days	731	5.5%	98
Spent \$100+ at C-Store/30 Days	3,129	23.6%	100
Entertainment (Adults)			
Attended Movie/6 Mo	6,175	46.6%	106
Went to Live Theater/12 Mo	888	6.7%	77
Went to Bar or Night Club/12 Mo	2,056	15.5%	87
Dined Out/12 Mo	6,218	46.9%	84
Gambled at Casino/12 Mo	1,686	12.7%	107
Visited Theme Park/12 Mo	2,576	19.4%	124
Viewed Movie (Video-on-Demand)/30 Days	982	7.4%	79
Viewed TV Show (Video-on-Demand)/30 Days	717	5.4%	82
Used Internet to Download Movie/30 Days	894	6.7%	108
Downloaded Individual Song/6 Mo	2,700	20.4%	104
Used Internet to Watch Movie/30 Days	5,206	39.3%	115
Used Internet to Watch TV Program/30 Days	2,869	21.6%	96
Played (Console) Video or Electronic Game/12 Mo	1,834	13.8%	110
Played (Portable) Video or Electronic Game/12 Mo	972	7.3%	106
Financial (Adults)			
Have 1st Home Mortgage	3,894	29.4%	80
Used ATM or Cash Machine/12 Mo	8,157	61.5%	100
Own Any Stock	1,284	9.7%	65
Own U.S. Savings Bonds	656	4.9%	67
Own Shares in Mutual Fund (Stocks)	1,003	7.6%	56
Own Shares in Mutual Fund (Bonds)	597	4.5%	54
Have Interest Checking Account	3,612	27.2%	70
Have Non-Interest Checking Account	4,686	35.3%	96
Have Savings Account	8,681	65.5%	90
Have 401(k) Retirement Savings Plan	2,583	19.5%	80
Own or Used Any Credit/Debit Card/12 Mo	11,939	90.0%	97
Avg \$1-110 Monthly Credit Card Expenditures	1,395	10.5%	103
Avg \$111-225 Monthly Credit Card Expenditures	1,059	8.0%	116
Avg \$226-450 Monthly Credit Card Expenditures	1,285	9.7%	110
Avg \$451-700 Monthly Credit Card Expenditures	1,244	9.4%	101
Avg \$701-1000 Monthly Credit Card Expenditures	945	7.1%	91
Avg \$1001-2000 Monthly Credit Card Expenditures	1,347	10.2%	85
Avg \$2001+ Monthly Credit Card Expenditures	866	6.5%	52
Did Banking Online/12 Mo	6,740	50.8%	89
Did Banking by Mobile Device/12 Mo	6,182	46.6%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	5,631	93.7%	99
HH Used Chicken (Fresh or Frozen)/6 Mo	4,541	75.6%	98
HH Used Turkey (Fresh or Frozen)/6 Mo	1,073	17.9%	86
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	3,547	59.0%	100
HH Used Fresh Fruit or Vegetables/6 Mo	5,232	87.1%	98
HH Used Fresh Milk/6 Mo	4,842	80.6%	98
HH Used Organic Food/6 Mo	1,665	27.7%	109
Health (Adults)			
Exercise at Home 2+ Times/Wk	6,010	45.3%	94
Exercise at Club 2+ Times/Wk	1,438	10.8%	93
Visited Doctor/12 Mo	9,646	72.8%	91
Used Vitamins or Dietary Supplements/6 Mo	8,411	63.4%	96
Home (Households)			
HH Did Home Improvement/12 Mo	1,953	32.5%	90
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	1,677	27.9%	80
HH Purchased Low Ticket HH Furnishing/12 Mo	1,249	20.8%	93
HH Purchased Big Ticket HH Furnishing/12 Mo	1,503	25.0%	97
HH Bought Small Kitchen Appliance/12 Mo	1,568	26.1%	104
HH Bought Large Kitchen Appliance/12 Mo	892	14.8%	92
Insurance (Adults/Households)			
Currently Carry Life Insurance	5,363	40.4%	79
Personally Carry Any Med/Hosp/Accident Insur	10,142	76.5%	90
Homeowner Carries Home/Personal Property Insurance	6,190	46.7%	77
Renter Carries Home/Pers Property Insurance	1,938	14.6%	114
HH Has 1 Vehicle Covered w/Auto Insurance	2,105	35.0%	109
HH Has 2 Vehicles Covered w/Auto Insurance	1,815	30.2%	96
HH Has 3+ Vehicles Covered w/Auto Insurance	1,325	22.1%	85
Pets (Households)			
HH Owns Any Pet	2,692	44.8%	89
HH Owns Cat	1,121	18.7%	79
HH Owns Dog	2,092	34.8%	90
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	2,641	19.9%	117
Buying American Is Important: 4-Agr Cmpl	3,231	24.4%	84
Buy Based on Quality Not Price: 4-Agr Cmpl	2,025	15.3%	105
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,707	12.9%	104
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,336	10.1%	99
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,621	12.2%	109
Buy Based on Price Not Brands: 4-Agr Cmpl	3,675	27.7%	104
Reading (Adults)			
Bought Digital Book/12 Mo	1,957	14.8%	81
Bought Hardcover Book/12 Mo	3,005	22.7%	84
Bought Paperback Book/12 Mo	3,982	30.0%	87
Read Daily Newspaper (Paper Version)	1,172	8.8%	82
Read Digital Newspaper/30 Days	7,867	59.3%	101
Read Magazine (Paper/Electronic Vers)/6 Mo	11,549	87.1%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Retail Market Potential

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	9,550	72.0%	101
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	3,186	24.0%	103
Went to Fast Food/Drive-In Restaurant/6 Mo	12,224	92.2%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	5,859	44.2%	112
Ordered Eat-In Fast Food/6 Mo	3,862	29.1%	101
Ordered Home Delivery Fast Food/6 Mo	2,380	18.0%	139
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	6,487	48.9%	93
Ordered Take-Out/Walk-In Fast Food/6 Mo	3,115	23.5%	103
Television & Electronics (Adults/Households)			
Own Tablet	7,212	54.4%	95
Own E-Reader	1,583	11.9%	76
Own E-Reader/Tablet: Apple iPad	4,490	33.9%	93
HH Owns Internet Connectable TV	2,214	36.8%	90
Own Portable MP3 Player	1,039	7.8%	87
HH Owns 1 TV	1,145	19.1%	103
HH Owns 2 TVs	1,637	27.2%	98
HH Owns 3 TVs	1,352	22.5%	101
HH Owns 4+ TVs	1,182	19.7%	89
HH Subscribes to Cable TV	1,603	26.7%	87
HH Subscribes to Fiber Optic TV	268	4.5%	87
HH Owns Portable GPS Device	798	13.3%	72
HH Purchased Video Game System/12 Mo	623	10.4%	133
HH Owns Internet Video Device for TV	3,077	51.2%	97
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	6,672	50.3%	86
Took 3+ Domestic Non-Business Trips/12 Mo	1,472	11.1%	68
Spent \$1-999 on Domestic Vacations/12 Mo	1,453	11.0%	90
Spent \$1K-1499 on Domestic Vacations/12 Mo	850	6.4%	94
Spent \$1500-1999 on Domestic Vacations/12 Mo	424	3.2%	72
Spent \$2K-2999 on Domestic Vacations/12 Mo	469	3.5%	68
Spent \$3K+ on Domestic Vacations/12 Mo	774	5.8%	60
Used Intrnt Travel Site for Domestic Trip/12 Mo	759	5.7%	91
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	4,298	32.4%	107
Took 3+ Foreign Trips by Plane/3 Yrs	804	6.1%	111
Spent \$1-999 on Foreign Vacations/12 Mo	753	5.7%	102
Spent \$1K-2999 on Foreign Vacations/12 Mo	624	4.7%	141
Spent \$3K+ on Foreign Vacations/12 Mo	828	6.2%	105
Used General Travel Site: Foreign Trip/3 Yrs	775	5.8%	104
Spent Night at Hotel or Motel/12 Mo	5,832	44.0%	87
Took Cruise of More Than One Day/3 Yrs	907	6.8%	81
Member of Frequent Flyer Program	2,607	19.7%	71
Member of Hotel Rewards Program	2,756	20.8%	71

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Demographic Summary	2024	2029
Population	140,666	138,849
Population 18+	107,316	107,902
Households	48,922	48,739
Median Household Income	\$76,143	\$87,796

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	66,650	62.1%	99
Bought Women`s Clothing/12 Mo	56,644	52.8%	101
Bought Shoes/12 Mo	80,321	74.8%	100
Bought Fine Jewelry/12 Mo	24,901	23.2%	106
Bought Watch/12 Mo	14,965	13.9%	105
Automobiles (Households)			
HH Owns or Leases Any Vehicle	44,077	90.1%	99
HH Bought or Leased New Vehicle/12 Mo	4,082	8.3%	90
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	95,191	88.7%	99
Bought or Changed Motor Oil/12 Mo	58,269	54.3%	102
Had Vehicle Tune-Up/12 Mo	25,564	23.8%	99
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	44,759	41.7%	112
Drank Beer or Ale/6 Mo	39,849	37.1%	97
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	8,434	7.9%	80
Own Digital SLR Camera or Camcorder	9,701	9.0%	87
Printed Digital Photos/12 Mo	25,179	23.5%	90
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	40,128	37.4%	103
Have a Smartphone	101,415	94.5%	100
Have Android Phone (Any Brand) Smartphone	43,834	40.8%	106
Have Apple iPhone Smartphone	60,395	56.3%	98
HH Owns 1 Cell Phone	14,098	28.8%	96
HH Owns 2 Cell Phones	17,292	35.3%	90
HH Owns 3+ Cell Phones	16,480	33.7%	118
HH Has Cell Phone Only (No Landline Telephone)	35,929	73.4%	102
Computers (Households)			
HH Owns Computer	39,957	81.7%	97
HH Owns Desktop Computer	18,020	36.8%	95
HH Owns Laptop or Notebook	33,252	68.0%	98
HH Owns Apple/Mac Brand Computer	12,053	24.6%	100
HH Owns PC/Non-Apple Brand Computer	33,492	68.5%	98
HH Purchased Most Recent Home Computer at Store	17,063	34.9%	94
HH Purchased Most Recent Home Computer Online	12,624	25.8%	94
HH Spent \$1-499 on Most Recent Home Computer	6,452	13.2%	96
HH Spent \$500-999 on Most Recent Home Computer	8,322	17.0%	90
HH Spent \$1K-1499 on Most Recent Home Computer	5,066	10.4%	91
HH Spent \$1500-1999 on Most Recent Home Computer	1,911	3.9%	97
HH Spent \$2K+ on Most Recent Home Computer	2,784	5.7%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	69,633	64.9%	100
Bought Brewed Coffee at C-Store/30 Days	13,621	12.7%	102
Bought Cigarettes at C-Store/30 Days	7,031	6.6%	108
Bought Gas at C-Store/30 Days	41,369	38.5%	96
Spent \$1-19 at C-Store/30 Days	7,384	6.9%	101
Spent \$20-39 at C-Store/30 Days	9,270	8.6%	103
Spent \$40-50 at C-Store/30 Days	6,872	6.4%	96
Spent \$51-99 at C-Store/30 Days	6,065	5.7%	100
Spent \$100+ at C-Store/30 Days	24,765	23.1%	98
Entertainment (Adults)			
Attended Movie/6 Mo	48,939	45.6%	104
Went to Live Theater/12 Mo	7,773	7.2%	83
Went to Bar or Night Club/12 Mo	17,757	16.5%	93
Dined Out/12 Mo	54,218	50.5%	90
Gambled at Casino/12 Mo	13,154	12.3%	103
Visited Theme Park/12 Mo	19,184	17.9%	114
Viewed Movie (Video-on-Demand)/30 Days	8,867	8.3%	88
Viewed TV Show (Video-on-Demand)/30 Days	6,477	6.0%	92
Used Internet to Download Movie/30 Days	6,798	6.3%	101
Downloaded Individual Song/6 Mo	21,937	20.4%	105
Used Internet to Watch Movie/30 Days	39,854	37.1%	109
Used Internet to Watch TV Program/30 Days	23,421	21.8%	97
Played (Console) Video or Electronic Game/12 Mo	14,270	13.3%	105
Played (Portable) Video or Electronic Game/12 Mo	7,821	7.3%	106
Financial (Adults)			
Have 1st Home Mortgage	35,458	33.0%	91
Used ATM or Cash Machine/12 Mo	65,784	61.3%	100
Own Any Stock	13,324	12.4%	83
Own U.S. Savings Bonds	6,162	5.7%	78
Own Shares in Mutual Fund (Stocks)	10,314	9.6%	72
Own Shares in Mutual Fund (Bonds)	6,316	5.9%	71
Have Interest Checking Account	34,275	31.9%	82
Have Non-Interest Checking Account	38,397	35.8%	97
Have Savings Account	74,650	69.6%	96
Have 401(k) Retirement Savings Plan	23,293	21.7%	89
Own or Used Any Credit/Debit Card/12 Mo	97,550	90.9%	98
Avg \$1-110 Monthly Credit Card Expenditures	11,616	10.8%	106
Avg \$111-225 Monthly Credit Card Expenditures	7,870	7.3%	106
Avg \$226-450 Monthly Credit Card Expenditures	9,788	9.1%	104
Avg \$451-700 Monthly Credit Card Expenditures	10,355	9.6%	104
Avg \$701-1000 Monthly Credit Card Expenditures	7,829	7.3%	93
Avg \$1001-2000 Monthly Credit Card Expenditures	11,734	10.9%	91
Avg \$2001+ Monthly Credit Card Expenditures	9,578	8.9%	71
Did Banking Online/12 Mo	58,203	54.2%	95
Did Banking by Mobile Device/12 Mo	52,336	48.8%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	46,030	94.1%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	37,397	76.4%	99
HH Used Turkey (Fresh or Frozen)/6 Mo	9,294	19.0%	92
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	28,401	58.1%	99
HH Used Fresh Fruit or Vegetables/6 Mo	42,879	87.6%	99
HH Used Fresh Milk/6 Mo	39,629	81.0%	99
HH Used Organic Food/6 Mo	13,244	27.1%	106
Health (Adults)			
Exercise at Home 2+ Times/Wk	50,132	46.7%	96
Exercise at Club 2+ Times/Wk	12,341	11.5%	98
Visited Doctor/12 Mo	81,558	76.0%	95
Used Vitamins or Dietary Supplements/6 Mo	69,601	64.9%	98
Home (Households)			
HH Did Home Improvement/12 Mo	16,530	33.8%	93
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	15,046	30.8%	88
HH Purchased Low Ticket HH Furnishing/12 Mo	10,479	21.4%	95
HH Purchased Big Ticket HH Furnishing/12 Mo	12,369	25.3%	98
HH Bought Small Kitchen Appliance/12 Mo	13,010	26.6%	106
HH Bought Large Kitchen Appliance/12 Mo	7,727	15.8%	98
Insurance (Adults/Households)			
Currently Carry Life Insurance	47,867	44.6%	87
Personally Carry Any Med/Hosp/Accident Insur	86,186	80.3%	94
Homeowner Carries Home/Personal Property Insurance	56,615	52.8%	87
Renter Carries Home/Pers Property Insurance	14,270	13.3%	104
HH Has 1 Vehicle Covered w/Auto Insurance	16,404	33.5%	105
HH Has 2 Vehicles Covered w/Auto Insurance	15,218	31.1%	99
HH Has 3+ Vehicles Covered w/Auto Insurance	11,426	23.4%	90
Pets (Households)			
HH Owns Any Pet	23,897	48.9%	97
HH Owns Cat	10,729	21.9%	93
HH Owns Dog	18,303	37.4%	97
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	20,471	19.1%	112
Buying American Is Important: 4-Agr Cmpl	27,827	25.9%	89
Buy Based on Quality Not Price: 4-Agr Cmpl	16,122	15.0%	104
Buy on Credit Rather Than Wait: 4-Agr Cmpl	13,520	12.6%	101
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	10,888	10.1%	100
Will Pay More for Env Safe Prods: 4-Agr Cmpl	13,450	12.5%	111
Buy Based on Price Not Brands: 4-Agr Cmpl	30,091	28.0%	105
Reading (Adults)			
Bought Digital Book/12 Mo	17,522	16.3%	89
Bought Hardcover Book/12 Mo	26,964	25.1%	93
Bought Paperback Book/12 Mo	35,293	32.9%	96
Read Daily Newspaper (Paper Version)	9,276	8.6%	80
Read Digital Newspaper/30 Days	61,973	57.7%	98
Read Magazine (Paper/Electronic Vers)/6 Mo	93,483	87.1%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Retail Market Potential

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	76,861	71.6%	100
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	24,832	23.1%	99
Went to Fast Food/Drive-In Restaurant/6 Mo	98,359	91.7%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	44,806	41.8%	105
Ordered Eat-In Fast Food/6 Mo	30,680	28.6%	99
Ordered Home Delivery Fast Food/6 Mo	16,260	15.2%	117
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	53,800	50.1%	95
Ordered Take-Out/Walk-In Fast Food/6 Mo	24,889	23.2%	102
Television & Electronics (Adults/Households)			
Own Tablet	59,384	55.3%	97
Own E-Reader	13,811	12.9%	81
Own E-Reader/Tablet: Apple iPad	36,979	34.5%	94
HH Owns Internet Connectable TV	18,704	38.2%	93
Own Portable MP3 Player	8,917	8.3%	93
HH Owns 1 TV	9,250	18.9%	102
HH Owns 2 TVs	13,682	28.0%	100
HH Owns 3 TVs	10,990	22.5%	100
HH Owns 4+ TVs	9,728	19.9%	90
HH Subscribes to Cable TV	13,896	28.4%	92
HH Subscribes to Fiber Optic TV	2,328	4.8%	93
HH Owns Portable GPS Device	7,299	14.9%	81
HH Purchased Video Game System/12 Mo	4,861	9.9%	127
HH Owns Internet Video Device for TV	25,134	51.4%	97
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	57,764	53.8%	92
Took 3+ Domestic Non-Business Trips/12 Mo	14,318	13.3%	82
Spent \$1-999 on Domestic Vacations/12 Mo	12,472	11.6%	95
Spent \$1K-1499 on Domestic Vacations/12 Mo	6,896	6.4%	94
Spent \$1500-1999 on Domestic Vacations/12 Mo	4,053	3.8%	85
Spent \$2K-2999 on Domestic Vacations/12 Mo	4,756	4.4%	85
Spent \$3K+ on Domestic Vacations/12 Mo	8,494	7.9%	82
Used Intrnt Travel Site for Domestic Trip/12 Mo	6,290	5.9%	94
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	34,125	31.8%	105
Took 3+ Foreign Trips by Plane/3 Yrs	6,576	6.1%	113
Spent \$1-999 on Foreign Vacations/12 Mo	5,611	5.2%	94
Spent \$1K-2999 on Foreign Vacations/12 Mo	4,537	4.2%	127
Spent \$3K+ on Foreign Vacations/12 Mo	6,849	6.4%	107
Used General Travel Site: Foreign Trip/3 Yrs	6,318	5.9%	105
Spent Night at Hotel or Motel/12 Mo	51,070	47.6%	94
Took Cruise of More Than One Day/3 Yrs	8,045	7.5%	88
Member of Frequent Flyer Program	25,010	23.3%	84
Member of Hotel Rewards Program	26,166	24.4%	84

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Demographic Summary	2024	2029
Population	301,366	300,036
Population 18+	233,775	236,260
Households	109,362	110,062
Median Household Income	\$81,608	\$95,108

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	146,500	62.7%	100
Bought Women`s Clothing/12 Mo	122,749	52.5%	101
Bought Shoes/12 Mo	175,433	75.0%	100
Bought Fine Jewelry/12 Mo	52,971	22.7%	104
Bought Watch/12 Mo	31,698	13.6%	102
Automobiles (Households)			
HH Owns or Leases Any Vehicle	99,202	90.7%	100
HH Bought or Leased New Vehicle/12 Mo	9,290	8.5%	92
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	208,555	89.2%	99
Bought or Changed Motor Oil/12 Mo	125,286	53.6%	100
Had Vehicle Tune-Up/12 Mo	57,366	24.5%	102
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	92,535	39.6%	106
Drank Beer or Ale/6 Mo	88,483	37.8%	99
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	20,300	8.7%	89
Own Digital SLR Camera or Camcorder	23,072	9.9%	95
Printed Digital Photos/12 Mo	56,827	24.3%	93
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	85,445	36.6%	101
Have a Smartphone	221,018	94.5%	101
Have Android Phone (Any Brand) Smartphone	91,955	39.3%	102
Have Apple iPhone Smartphone	134,624	57.6%	100
HH Owns 1 Cell Phone	32,338	29.6%	98
HH Owns 2 Cell Phones	39,981	36.6%	93
HH Owns 3+ Cell Phones	34,756	31.8%	111
HH Has Cell Phone Only (No Landline Telephone)	79,784	73.0%	101
Computers (Households)			
HH Owns Computer	91,048	83.3%	99
HH Owns Desktop Computer	41,281	37.7%	97
HH Owns Laptop or Notebook	75,742	69.3%	100
HH Owns Apple/Mac Brand Computer	27,924	25.5%	103
HH Owns PC/Non-Apple Brand Computer	75,764	69.3%	99
HH Purchased Most Recent Home Computer at Store	39,338	36.0%	97
HH Purchased Most Recent Home Computer Online	29,185	26.7%	97
HH Spent \$1-499 on Most Recent Home Computer	14,435	13.2%	96
HH Spent \$500-999 on Most Recent Home Computer	19,526	17.9%	94
HH Spent \$1K-1499 on Most Recent Home Computer	12,054	11.0%	97
HH Spent \$1500-1999 on Most Recent Home Computer	4,504	4.1%	102
HH Spent \$2K+ on Most Recent Home Computer	6,440	5.9%	97

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Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	150,431	64.3%	99
Bought Brewed Coffee at C-Store/30 Days	29,320	12.5%	100
Bought Cigarettes at C-Store/30 Days	13,821	5.9%	97
Bought Gas at C-Store/30 Days	88,813	38.0%	95
Spent \$1-19 at C-Store/30 Days	15,881	6.8%	100
Spent \$20-39 at C-Store/30 Days	19,910	8.5%	102
Spent \$40-50 at C-Store/30 Days	15,233	6.5%	98
Spent \$51-99 at C-Store/30 Days	13,273	5.7%	101
Spent \$100+ at C-Store/30 Days	51,879	22.2%	94
Entertainment (Adults)			
Attended Movie/6 Mo	107,118	45.8%	104
Went to Live Theater/12 Mo	18,280	7.8%	90
Went to Bar or Night Club/12 Mo	39,878	17.1%	96
Dined Out/12 Mo	123,503	52.8%	94
Gambled at Casino/12 Mo	29,314	12.5%	105
Visited Theme Park/12 Mo	41,132	17.6%	112
Viewed Movie (Video-on-Demand)/30 Days	20,955	9.0%	95
Viewed TV Show (Video-on-Demand)/30 Days	15,096	6.5%	98
Used Internet to Download Movie/30 Days	15,088	6.5%	103
Downloaded Individual Song/6 Mo	47,625	20.4%	105
Used Internet to Watch Movie/30 Days	86,015	36.8%	108
Used Internet to Watch TV Program/30 Days	52,222	22.3%	100
Played (Console) Video or Electronic Game/12 Mo	31,061	13.3%	105
Played (Portable) Video or Electronic Game/12 Mo	17,167	7.3%	107
Financial (Adults)			
Have 1st Home Mortgage	80,893	34.6%	95
Used ATM or Cash Machine/12 Mo	143,713	61.5%	100
Own Any Stock	31,758	13.6%	91
Own U.S. Savings Bonds	14,975	6.4%	87
Own Shares in Mutual Fund (Stocks)	25,743	11.0%	82
Own Shares in Mutual Fund (Bonds)	15,755	6.7%	81
Have Interest Checking Account	80,497	34.4%	89
Have Non-Interest Checking Account	84,843	36.3%	98
Have Savings Account	166,984	71.4%	98
Have 401(k) Retirement Savings Plan	53,943	23.1%	94
Own or Used Any Credit/Debit Card/12 Mo	214,547	91.8%	99
Avg \$1-110 Monthly Credit Card Expenditures	23,912	10.2%	100
Avg \$111-225 Monthly Credit Card Expenditures	16,544	7.1%	103
Avg \$226-450 Monthly Credit Card Expenditures	21,021	9.0%	102
Avg \$451-700 Monthly Credit Card Expenditures	22,834	9.8%	105
Avg \$701-1000 Monthly Credit Card Expenditures	18,189	7.8%	100
Avg \$1001-2000 Monthly Credit Card Expenditures	27,457	11.7%	98
Avg \$2001+ Monthly Credit Card Expenditures	24,148	10.3%	83
Did Banking Online/12 Mo	130,692	55.9%	98
Did Banking by Mobile Device/12 Mo	115,107	49.2%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	102,595	93.8%	99
HH Used Chicken (Fresh or Frozen)/6 Mo	83,694	76.5%	99
HH Used Turkey (Fresh or Frozen)/6 Mo	21,344	19.5%	94
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	63,999	58.5%	100
HH Used Fresh Fruit or Vegetables/6 Mo	96,368	88.1%	99
HH Used Fresh Milk/6 Mo	88,436	80.9%	99
HH Used Organic Food/6 Mo	30,172	27.6%	108
Health (Adults)			
Exercise at Home 2+ Times/Wk	112,522	48.1%	99
Exercise at Club 2+ Times/Wk	27,583	11.8%	101
Visited Doctor/12 Mo	180,690	77.3%	97
Used Vitamins or Dietary Supplements/6 Mo	153,466	65.6%	99
Home (Households)			
HH Did Home Improvement/12 Mo	37,577	34.4%	95
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	35,776	32.7%	94
HH Purchased Low Ticket HH Furnishing/12 Mo	24,072	22.0%	98
HH Purchased Big Ticket HH Furnishing/12 Mo	28,257	25.8%	100
HH Bought Small Kitchen Appliance/12 Mo	28,438	26.0%	104
HH Bought Large Kitchen Appliance/12 Mo	17,332	15.8%	99
Insurance (Adults/Households)			
Currently Carry Life Insurance	108,539	46.4%	91
Personally Carry Any Med/Hosp/Accident Insur	191,674	82.0%	96
Homeowner Carries Home/Personal Property Insurance	129,045	55.2%	91
Renter Carries Home/Pers Property Insurance	32,164	13.8%	107
HH Has 1 Vehicle Covered w/Auto Insurance	36,383	33.3%	104
HH Has 2 Vehicles Covered w/Auto Insurance	34,607	31.6%	100
HH Has 3+ Vehicles Covered w/Auto Insurance	26,059	23.8%	92
Pets (Households)			
HH Owns Any Pet	53,101	48.6%	96
HH Owns Cat	23,898	21.9%	93
HH Owns Dog	39,977	36.6%	95
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	43,734	18.7%	110
Buying American Is Important: 4-Agr Cmpl	60,438	25.9%	89
Buy Based on Quality Not Price: 4-Agr Cmpl	35,148	15.0%	104
Buy on Credit Rather Than Wait: 4-Agr Cmpl	29,380	12.6%	101
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	23,447	10.0%	98
Will Pay More for Env Safe Prods: 4-Agr Cmpl	29,240	12.5%	111
Buy Based on Price Not Brands: 4-Agr Cmpl	64,156	27.4%	103
Reading (Adults)			
Bought Digital Book/12 Mo	40,685	17.4%	95
Bought Hardcover Book/12 Mo	61,364	26.2%	98
Bought Paperback Book/12 Mo	79,345	33.9%	99
Read Daily Newspaper (Paper Version)	21,739	9.3%	86
Read Digital Newspaper/30 Days	137,171	58.7%	100
Read Magazine (Paper/Electronic Vers)/6 Mo	204,500	87.5%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Retail Market Potential

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	167,519	71.7%	100
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	53,944	23.1%	99
Went to Fast Food/Drive-In Restaurant/6 Mo	213,880	91.5%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	94,794	40.5%	102
Ordered Eat-In Fast Food/6 Mo	66,313	28.4%	98
Ordered Home Delivery Fast Food/6 Mo	33,893	14.5%	112
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	117,944	50.5%	96
Ordered Take-Out/Walk-In Fast Food/6 Mo	54,750	23.4%	103
Television & Electronics (Adults/Households)			
Own Tablet	131,949	56.4%	98
Own E-Reader	32,995	14.1%	89
Own E-Reader/Tablet: Apple iPad	84,263	36.0%	98
HH Owns Internet Connectable TV	43,161	39.5%	96
Own Portable MP3 Player	19,840	8.5%	95
HH Owns 1 TV	20,807	19.0%	103
HH Owns 2 TVs	30,991	28.3%	102
HH Owns 3 TVs	24,571	22.5%	100
HH Owns 4+ TVs	21,716	19.9%	90
HH Subscribes to Cable TV	32,796	30.0%	97
HH Subscribes to Fiber Optic TV	5,625	5.1%	101
HH Owns Portable GPS Device	17,121	15.7%	85
HH Purchased Video Game System/12 Mo	10,246	9.4%	120
HH Owns Internet Video Device for TV	56,538	51.7%	98
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	131,401	56.2%	96
Took 3+ Domestic Non-Business Trips/12 Mo	33,947	14.5%	89
Spent \$1-999 on Domestic Vacations/12 Mo	28,178	12.1%	99
Spent \$1K-1499 on Domestic Vacations/12 Mo	15,545	6.6%	97
Spent \$1500-1999 on Domestic Vacations/12 Mo	9,559	4.1%	92
Spent \$2K-2999 on Domestic Vacations/12 Mo	11,504	4.9%	94
Spent \$3K+ on Domestic Vacations/12 Mo	20,235	8.7%	89
Used Intrnt Travel Site for Domestic Trip/12 Mo	14,688	6.3%	100
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	76,089	32.5%	108
Took 3+ Foreign Trips by Plane/3 Yrs	14,337	6.1%	113
Spent \$1-999 on Foreign Vacations/12 Mo	12,739	5.4%	98
Spent \$1K-2999 on Foreign Vacations/12 Mo	9,720	4.2%	125
Spent \$3K+ on Foreign Vacations/12 Mo	15,189	6.5%	109
Used General Travel Site: Foreign Trip/3 Yrs	14,355	6.1%	109
Spent Night at Hotel or Motel/12 Mo	115,667	49.5%	98
Took Cruise of More Than One Day/3 Yrs	18,579	7.9%	94
Member of Frequent Flyer Program	60,821	26.0%	94
Member of Hotel Rewards Program	61,874	26.5%	91

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Retail Demand Outlook

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Urban Edge Families (7C)	61.6%	Population	17,617	17,377
Young and Restless (11B)	14.6%	Households	6,009	5,990
Front Porches (8E)	9.7%	Families	4,018	3,956
NeWest Residents (13C)	7.7%	Median Age	32.3	33.1
Metro Fusion (11C)	5.5%	Median Household Income	\$70,916	\$83,036
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$12,008,521	\$14,029,381	\$2,020,860
Men's		\$2,160,300	\$2,521,925	\$361,625
Women's		\$3,990,243	\$4,662,315	\$672,072
Children's		\$1,970,248	\$2,304,674	\$334,426
Footwear		\$2,676,926	\$3,129,355	\$452,429
Watches & Jewelry		\$975,327	\$1,136,075	\$160,748
Apparel Products and Services (1)		\$235,477	\$275,037	\$39,560
Computer				
Computers and Hardware for Home Use		\$1,393,636	\$1,628,179	\$234,543
Portable Memory		\$19,670	\$23,012	\$3,342
Computer Software		\$81,359	\$95,181	\$13,822
Computer Accessories		\$115,502	\$134,698	\$19,196
Entertainment & Recreation		\$18,312,197	\$21,341,244	\$3,029,047
Fees and Admissions		\$3,473,216	\$4,041,891	\$568,675
Membership Fees for Clubs (2)		\$1,226,682	\$1,428,824	\$202,142
Fees for Participant Sports, excl. Trips		\$537,943	\$625,326	\$87,383
Tickets to Theatre/Operas/Concerts		\$329,162	\$383,020	\$53,858
Tickets to Movies		\$133,243	\$155,596	\$22,353
Tickets to Parks or Museums		\$181,186	\$211,002	\$29,816
Admission to Sporting Events, excl. Trips		\$291,160	\$339,809	\$48,649
Fees for Recreational Lessons		\$769,659	\$893,425	\$123,766
Dating Services		\$4,180	\$4,887	\$707
TV/Video/Audio		\$6,277,753	\$7,327,823	\$1,050,070
Cable and Satellite Television Services		\$3,340,498	\$3,892,953	\$552,455
Televisions		\$753,113	\$880,326	\$127,213
Satellite Dishes		\$6,684	\$7,828	\$1,144
VCRs, Video Cameras, and DVD Players		\$26,230	\$30,609	\$4,379
Miscellaneous Video Equipment		\$170,793	\$199,605	\$28,812
Video Cassettes and DVDs		\$27,823	\$32,437	\$4,614
Video Game Hardware/Accessories		\$261,533	\$307,231	\$45,698
Video Game Software		\$112,103	\$131,870	\$19,767
Rental/Streaming/Downloaded Video		\$880,900	\$1,030,345	\$149,445
Installation of Televisions		\$5,302	\$6,141	\$839
Audio (3)		\$685,643	\$800,192	\$114,549
Rental and Repair of TV/Radio/Sound Equipment		\$7,130	\$8,287	\$1,157
Pets		\$4,490,263	\$5,228,169	\$737,906
Toys/Games/Crafts/Hobbies (4)		\$825,110	\$963,286	\$138,176
Recreational Vehicles and Fees (5)		\$744,319	\$864,137	\$119,818
Sports/Recreation/Exercise Equipment (6)		\$1,409,189	\$1,643,582	\$234,393
Photo Equipment and Supplies (7)		\$268,757	\$313,130	\$44,373
Reading (8)		\$641,423	\$747,322	\$105,899
Catered Affairs (9)		\$182,168	\$211,904	\$29,736
Food		\$55,447,988	\$64,722,270	\$9,274,282
Food at Home		\$35,611,427	\$41,564,499	\$5,953,072
Bakery and Cereal Products		\$4,450,268	\$5,192,122	\$741,854
Meats, Poultry, Fish, and Eggs		\$7,989,220	\$9,329,199	\$1,339,979
Dairy Products		\$3,308,161	\$3,859,360	\$551,199
Fruits and Vegetables		\$7,087,125	\$8,265,278	\$1,178,153
Snacks and Other Food at Home (10)		\$12,776,652	\$14,918,540	\$2,141,888
Food Away from Home		\$19,836,561	\$23,157,771	\$3,321,210
Alcoholic Beverages		\$3,111,911	\$3,631,015	\$519,104

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$163,412,261	\$189,600,223	\$26,187,962
Value of Retirement Plans	\$577,072,597	\$669,394,976	\$92,322,379
Value of Other Financial Assets	\$36,179,169	\$41,972,907	\$5,793,738
Vehicle Loan Amount excluding Interest	\$17,764,041	\$20,763,458	\$2,999,417
Value of Credit Card Debt	\$13,463,911	\$15,690,760	\$2,226,849
Health			
Nonprescription Drugs	\$809,934	\$945,539	\$135,605
Prescription Drugs	\$1,615,833	\$1,884,843	\$269,010
Eyeglasses and Contact Lenses	\$530,304	\$617,606	\$87,302
Home			
Mortgage Payment and Basics (11)	\$56,751,620	\$65,812,827	\$9,061,207
Maintenance and Remodeling Services	\$18,596,580	\$21,551,469	\$2,954,889
Maintenance and Remodeling Materials (12)	\$3,257,358	\$3,778,042	\$520,684
Utilities, Fuel, and Public Services	\$28,257,351	\$32,982,880	\$4,725,529
Household Furnishings and Equipment			
Household Textiles (13)	\$652,713	\$762,025	\$109,312
Furniture	\$4,533,689	\$5,289,527	\$755,838
Rugs	\$188,589	\$219,192	\$30,603
Major Appliances (14)	\$2,619,339	\$3,048,302	\$428,963
Housewares (15)	\$517,417	\$603,516	\$86,099
Small Appliances	\$434,316	\$507,414	\$73,098
Luggage	\$97,465	\$113,668	\$16,203
Telephones and Accessories	\$446,014	\$520,215	\$74,201
Household Operations			
Child Care	\$2,493,882	\$2,903,268	\$409,386
Lawn and Garden (16)	\$2,792,483	\$3,245,628	\$453,145
Moving/Storage/Freight Express	\$620,965	\$725,132	\$104,167
Housekeeping Supplies (17)	\$4,338,569	\$5,063,328	\$724,759
Insurance			
Owners and Renters Insurance	\$3,427,062	\$3,985,691	\$558,629
Vehicle Insurance	\$10,891,607	\$12,730,370	\$1,838,763
Life/Other Insurance	\$2,732,519	\$3,180,606	\$448,087
Health Insurance	\$21,879,550	\$25,502,614	\$3,623,064
Personal Care Products (18)	\$2,809,673	\$3,280,902	\$471,229
School Books (19)	\$210,126	\$245,853	\$35,727
Smoking Products	\$2,186,371	\$2,563,574	\$377,203
Transportation			
Payments on Vehicles excluding Leases	\$14,461,790	\$16,893,142	\$2,431,352
Gasoline and Motor Oil	\$16,816,975	\$19,640,445	\$2,823,470
Vehicle Maintenance and Repairs	\$7,163,981	\$8,362,770	\$1,198,789
Travel			
Airline Fares	\$3,008,070	\$3,500,514	\$492,444
Lodging on Trips	\$4,185,604	\$4,869,573	\$683,969
Auto/Truck Rental on Trips	\$523,231	\$610,388	\$87,157
Food and Drink on Trips	\$3,339,067	\$3,890,005	\$550,938

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- (1) Apparel Products and Services** includes 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.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** 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.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) 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.
- (18) 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Urban Edge Families (7C)	18.2%	Population	140,666	138,849
Bright Young Professionals (8C)	14.0%	Households	48,922	48,739
Parks and Rec (5C)	10.5%	Families	31,937	31,485
Metro Fusion (11C)	10.1%	Median Age	34.4	35.9
Down the Road (10D)	9.9%	Median Household Income	\$76,143	\$87,796
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$104,568,023	\$123,093,277	\$18,525,254
Men's		\$19,000,129	\$22,365,135	\$3,365,006
Women's		\$34,965,502	\$41,157,718	\$6,192,216
Children's		\$16,790,653	\$19,772,577	\$2,981,924
Footwear		\$22,899,242	\$26,960,011	\$4,060,769
Watches & Jewelry		\$8,865,817	\$10,428,368	\$1,562,551
Apparel Products and Services (1)		\$2,046,679	\$2,409,468	\$362,789
Computer				
Computers and Hardware for Home Use		\$12,187,188	\$14,343,862	\$2,156,674
Portable Memory		\$176,288	\$207,408	\$31,120
Computer Software		\$696,927	\$820,214	\$123,287
Computer Accessories		\$1,028,260	\$1,209,890	\$181,630
Entertainment & Recreation		\$168,207,286	\$197,954,931	\$29,747,645
Fees and Admissions		\$32,886,969	\$38,695,071	\$5,808,102
Membership Fees for Clubs (2)		\$11,483,230	\$13,514,276	\$2,031,046
Fees for Participant Sports, excl. Trips		\$5,292,713	\$6,227,563	\$934,850
Tickets to Theatre/Operas/Concerts		\$3,115,465	\$3,664,834	\$549,369
Tickets to Movies		\$1,179,100	\$1,387,710	\$208,610
Tickets to Parks or Museums		\$1,661,847	\$1,955,431	\$293,584
Admission to Sporting Events, excl. Trips		\$2,783,130	\$3,275,826	\$492,696
Fees for Recreational Lessons		\$7,335,683	\$8,627,317	\$1,291,634
Dating Services		\$35,803	\$42,114	\$6,311
TV/Video/Audio		\$55,767,958	\$65,648,890	\$9,880,932
Cable and Satellite Television Services		\$30,327,269	\$35,694,249	\$5,366,980
Televisions		\$6,641,424	\$7,818,663	\$1,177,239
Satellite Dishes		\$53,141	\$62,602	\$9,461
VCRs, Video Cameras, and DVD Players		\$229,205	\$269,725	\$40,520
Miscellaneous Video Equipment		\$1,243,121	\$1,468,246	\$225,125
Video Cassettes and DVDs		\$254,131	\$298,936	\$44,805
Video Game Hardware/Accessories		\$2,173,475	\$2,559,622	\$386,147
Video Game Software		\$936,534	\$1,102,639	\$166,105
Rental/Streaming/Downloaded Video		\$7,653,494	\$9,010,975	\$1,357,481
Installation of Televisions		\$57,487	\$67,585	\$10,098
Audio (3)		\$6,130,990	\$7,216,023	\$1,085,033
Rental and Repair of TV/Radio/Sound Equipment		\$67,687	\$79,626	\$11,939
Pets		\$41,342,779	\$48,648,234	\$7,305,455
Toys/Games/Crafts/Hobbies (4)		\$7,529,556	\$8,860,242	\$1,330,686
Recreational Vehicles and Fees (5)		\$7,337,270	\$8,632,329	\$1,295,059
Sports/Recreation/Exercise Equipment (6)		\$13,330,274	\$15,691,306	\$2,361,032
Photo Equipment and Supplies (7)		\$2,482,705	\$2,920,387	\$437,682
Reading (8)		\$5,872,792	\$6,909,140	\$1,036,348
Catered Affairs (9)		\$1,656,982	\$1,949,333	\$292,351
Food		\$489,012,098	\$575,580,250	\$86,568,152
Food at Home		\$315,064,698	\$370,814,533	\$55,749,835
Bakery and Cereal Products		\$39,818,078	\$46,858,564	\$7,040,486
Meats, Poultry, Fish, and Eggs		\$69,322,035	\$81,599,989	\$12,277,954
Dairy Products		\$29,613,525	\$34,850,387	\$5,236,862
Fruits and Vegetables		\$62,841,433	\$73,949,174	\$11,107,741
Snacks and Other Food at Home (10)		\$113,469,626	\$133,556,420	\$20,086,794
Food Away from Home		\$173,947,400	\$204,765,717	\$30,818,317
Alcoholic Beverages		\$27,561,463	\$32,435,684	\$4,874,221

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	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,612,981,753	\$1,897,107,735	\$284,125,982
Value of Retirement Plans	\$5,762,682,329	\$6,779,042,493	\$1,016,360,164
Value of Other Financial Assets	\$346,204,271	\$407,403,454	\$61,199,183
Vehicle Loan Amount excluding Interest	\$154,558,988	\$182,038,884	\$27,479,896
Value of Credit Card Debt	\$121,631,522	\$143,133,662	\$21,502,140
Health			
Nonprescription Drugs	\$7,392,489	\$8,703,921	\$1,311,432
Prescription Drugs	\$15,155,545	\$17,840,129	\$2,684,584
Eyeglasses and Contact Lenses	\$4,932,959	\$5,803,984	\$871,025
Home			
Mortgage Payment and Basics (11)	\$539,480,514	\$634,811,084	\$95,330,570
Maintenance and Remodeling Services	\$180,127,595	\$211,965,268	\$31,837,673
Maintenance and Remodeling Materials (12)	\$32,429,724	\$38,167,115	\$5,737,391
Utilities, Fuel, and Public Services	\$250,163,216	\$294,488,784	\$44,325,568
Household Furnishings and Equipment			
Household Textiles (13)	\$5,726,083	\$6,739,804	\$1,013,721
Furniture	\$40,824,281	\$48,054,848	\$7,230,567
Rugs	\$1,790,061	\$2,105,341	\$315,280
Major Appliances (14)	\$24,128,135	\$28,397,925	\$4,269,790
Housewares (15)	\$4,633,577	\$5,453,320	\$819,743
Small Appliances	\$3,728,132	\$4,387,977	\$659,845
Luggage	\$875,647	\$1,030,465	\$154,818
Telephones and Accessories	\$4,096,677	\$4,821,790	\$725,113
Household Operations			
Child Care	\$22,955,229	\$27,009,335	\$4,054,106
Lawn and Garden (16)	\$26,488,211	\$31,174,748	\$4,686,537
Moving/Storage/Freight Express	\$5,454,122	\$6,417,443	\$963,321
Housekeeping Supplies (17)	\$38,699,972	\$45,553,692	\$6,853,720
Insurance			
Owners and Renters Insurance	\$32,011,028	\$37,686,580	\$5,675,552
Vehicle Insurance	\$94,190,585	\$110,904,115	\$16,713,530
Life/Other Insurance	\$25,928,558	\$30,514,459	\$4,585,901
Health Insurance	\$199,829,915	\$235,220,067	\$35,390,152
Personal Care Products (18)	\$24,665,510	\$29,033,051	\$4,367,541
School Books (19)	\$1,838,367	\$2,163,762	\$325,395
Smoking Products	\$19,141,414	\$22,535,170	\$3,393,756
Transportation			
Payments on Vehicles excluding Leases	\$128,057,262	\$150,786,619	\$22,729,357
Gasoline and Motor Oil	\$146,204,225	\$172,128,636	\$25,924,411
Vehicle Maintenance and Repairs	\$63,979,488	\$75,310,145	\$11,330,657
Travel			
Airline Fares	\$27,273,899	\$32,092,154	\$4,818,255
Lodging on Trips	\$38,903,187	\$45,777,333	\$6,874,146
Auto/Truck Rental on Trips	\$4,749,598	\$5,589,810	\$840,212
Food and Drink on Trips	\$30,527,210	\$35,924,021	\$5,396,811

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- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
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- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
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- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) 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.
- (18) 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, adult diapers, other miscellaneous care products and personal care appliances.
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Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Bright Young Professionals (8C)	11.1%	Population	301,366	300,036
Urban Edge Families (7C)	9.7%	Households	109,362	110,062
Parks and Rec (5C)	9.6%	Families	69,715	69,345
Forging Opportunity (7D)	7.4%	Median Age	35.4	37.0
Young and Restless (11B)	7.3%	Median Household Income	\$81,608	\$95,108
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$259,253,240	\$306,673,366	\$47,420,126
Men's		\$47,177,002	\$55,789,911	\$8,612,909
Women's		\$86,745,131	\$102,601,800	\$15,856,669
Children's		\$40,911,795	\$48,433,250	\$7,521,455
Footwear		\$56,352,087	\$66,675,627	\$10,323,540
Watches & Jewelry		\$22,965,547	\$27,138,006	\$4,172,459
Apparel Products and Services (1)		\$5,101,679	\$6,034,773	\$933,094
Computer				
Computers and Hardware for Home Use		\$30,478,961	\$36,056,232	\$5,577,271
Portable Memory		\$451,152	\$533,873	\$82,721
Computer Software		\$1,753,058	\$2,074,708	\$321,650
Computer Accessories		\$2,580,062	\$3,049,772	\$469,710
Entertainment & Recreation		\$423,723,373	\$500,700,308	\$76,976,935
Fees and Admissions		\$84,511,001	\$99,829,490	\$15,318,489
Membership Fees for Clubs (2)		\$29,596,274	\$34,971,399	\$5,375,125
Fees for Participant Sports, excl. Trips		\$13,576,527	\$16,030,472	\$2,453,945
Tickets to Theatre/Operas/Concerts		\$8,033,477	\$9,487,612	\$1,454,135
Tickets to Movies		\$2,935,637	\$3,472,917	\$537,280
Tickets to Parks or Museums		\$4,177,690	\$4,937,858	\$760,168
Admission to Sporting Events, excl. Trips		\$7,246,489	\$8,569,185	\$1,322,696
Fees for Recreational Lessons		\$18,854,484	\$22,253,051	\$3,398,567
Dating Services		\$90,423	\$106,996	\$16,573
TV/Video/Audio		\$138,468,575	\$163,698,858	\$25,230,283
Cable and Satellite Television Services		\$75,379,343	\$89,035,671	\$13,656,328
Televisions		\$16,497,541	\$19,517,002	\$3,019,461
Satellite Dishes		\$128,410	\$151,963	\$23,553
VCRs, Video Cameras, and DVD Players		\$566,944	\$670,380	\$103,436
Miscellaneous Video Equipment		\$2,783,176	\$3,294,565	\$511,389
Video Cassettes and DVDs		\$638,613	\$754,810	\$116,197
Video Game Hardware/Accessories		\$5,374,950	\$6,373,382	\$998,432
Video Game Software		\$2,351,598	\$2,789,921	\$438,323
Rental/Streaming/Downloaded Video		\$19,038,431	\$22,534,825	\$3,496,394
Installation of Televisions		\$156,653	\$184,652	\$27,999
Audio (3)		\$15,384,798	\$18,193,269	\$2,808,471
Rental and Repair of TV/Radio/Sound Equipment		\$168,119	\$198,417	\$30,298
Pets		\$104,154,990	\$123,018,991	\$18,864,001
Toys/Games/Crafts/Hobbies (4)		\$18,906,546	\$22,357,228	\$3,450,682
Recreational Vehicles and Fees (5)		\$18,771,186	\$22,155,616	\$3,384,430
Sports/Recreation/Exercise Equipment (6)		\$33,402,239	\$39,502,231	\$6,099,992
Photo Equipment and Supplies (7)		\$6,380,082	\$7,539,653	\$1,159,571
Reading (8)		\$14,969,255	\$17,683,525	\$2,714,270
Catered Affairs (9)		\$4,159,499	\$4,914,715	\$755,216
Food		\$1,215,026,965	\$1,436,573,117	\$221,546,152
Food at Home		\$783,010,622	\$925,695,820	\$142,685,198
Bakery and Cereal Products		\$99,321,970	\$117,399,640	\$18,077,670
Meats, Poultry, Fish, and Eggs		\$171,169,723	\$202,396,919	\$31,227,196
Dairy Products		\$73,790,435	\$87,219,607	\$13,429,172
Fruits and Vegetables		\$156,562,120	\$185,038,598	\$28,476,478
Snacks and Other Food at Home (10)		\$282,166,374	\$333,641,057	\$51,474,683
Food Away from Home		\$432,016,343	\$510,877,296	\$78,860,953
Alcoholic Beverages		\$69,595,876	\$82,280,564	\$12,684,688

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$4,275,444,992	\$5,042,112,273	\$766,667,281
Value of Retirement Plans	\$15,068,688,778	\$17,773,537,957	\$2,704,849,179
Value of Other Financial Assets	\$884,995,493	\$1,044,147,982	\$159,152,489
Vehicle Loan Amount excluding Interest	\$378,878,269	\$448,332,637	\$69,454,368
Value of Credit Card Debt	\$305,472,564	\$360,959,564	\$55,487,000
Health			
Nonprescription Drugs	\$18,307,755	\$21,646,782	\$3,339,027
Prescription Drugs	\$37,932,706	\$44,821,322	\$6,888,616
Eyeglasses and Contact Lenses	\$12,513,670	\$14,780,565	\$2,266,895
Home			
Mortgage Payment and Basics (11)	\$1,363,563,020	\$1,608,324,799	\$244,761,779
Maintenance and Remodeling Services	\$457,890,114	\$539,947,191	\$82,057,077
Maintenance and Remodeling Materials (12)	\$81,227,015	\$95,819,619	\$14,592,604
Utilities, Fuel, and Public Services	\$618,942,104	\$731,640,397	\$112,698,293
Household Furnishings and Equipment			
Household Textiles (13)	\$14,223,922	\$16,818,599	\$2,594,677
Furniture	\$102,458,784	\$121,138,894	\$18,680,110
Rugs	\$4,606,665	\$5,437,432	\$830,767
Major Appliances (14)	\$59,913,066	\$70,746,698	\$10,833,632
Housewares (15)	\$11,543,201	\$13,644,376	\$2,101,175
Small Appliances	\$9,154,833	\$10,828,506	\$1,673,673
Luggage	\$2,216,347	\$2,619,947	\$403,600
Telephones and Accessories	\$10,240,741	\$12,106,666	\$1,865,925
Household Operations			
Child Care	\$58,602,400	\$69,254,823	\$10,652,423
Lawn and Garden (16)	\$67,065,131	\$79,155,328	\$12,090,197
Moving/Storage/Freight Express	\$13,757,372	\$16,265,633	\$2,508,261
Housekeeping Supplies (17)	\$95,954,378	\$113,433,020	\$17,478,642
Insurance			
Owners and Renters Insurance	\$79,734,580	\$94,135,816	\$14,401,236
Vehicle Insurance	\$231,046,420	\$273,310,095	\$42,263,675
Life/Other Insurance	\$65,930,763	\$77,861,449	\$11,930,686
Health Insurance	\$499,730,989	\$590,419,474	\$90,688,485
Personal Care Products (18)	\$61,242,290	\$72,423,160	\$11,180,870
School Books (19)	\$4,636,601	\$5,487,912	\$851,311
Smoking Products	\$46,748,667	\$55,351,246	\$8,602,579
Transportation			
Payments on Vehicles excluding Leases	\$316,110,244	\$373,910,533	\$57,800,289
Gasoline and Motor Oil	\$357,980,151	\$423,324,156	\$65,344,005
Vehicle Maintenance and Repairs	\$158,680,972	\$187,614,118	\$28,933,146
Travel			
Airline Fares	\$69,030,047	\$81,545,731	\$12,515,684
Lodging on Trips	\$99,123,787	\$117,067,713	\$17,943,926
Auto/Truck Rental on Trips	\$12,090,831	\$14,295,914	\$2,205,083
Food and Drink on Trips	\$77,257,291	\$91,293,555	\$14,036,264

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) Apparel Products and Services** includes 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.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** 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.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) 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.
- (18) 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Demand by Industry

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

NAICS Code	Industry Summary	Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	79	\$23,837.76	\$143,241,071
44-45	Retail Trade	79	\$20,231.65	\$121,571,999
722	Food Services & Drinking Places	82	\$3,606.10	\$21,669,072
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	74	\$2,291.20	\$13,767,793
4411	Automobile Dealers	75	\$1,943.02	\$11,675,588
4412	Other Motor Vehicle Dealers	54	\$134.29	\$806,951
4413	Auto Parts, Accessories & Tire Stores	80	\$213.89	\$1,285,254
442	Furniture and Home Furnishings Stores	76	\$829.20	\$4,982,657
4421	Furniture Stores	77	\$551.12	\$3,311,683
4422	Home Furnishings Stores	73	\$278.08	\$1,670,974
443, 4431	Electronics and Appliance Stores	84	\$269.60	\$1,620,007
444	Bldg Material & Garden Equipment & Supplies Dealers	68	\$1,039.97	\$6,249,153
4441	Building Material and Supplies Dealers	68	\$943.67	\$5,670,491
4442	Lawn and Garden Equipment and Supplies Stores	68	\$96.30	\$578,662
445	Food and Beverage Stores	81	\$4,597.96	\$27,629,163
4451	Grocery Stores	81	\$4,302.77	\$25,855,333
4452	Specialty Food Stores	83	\$147.12	\$884,069
4453	Beer, Wine, and Liquor Stores	78	\$148.07	\$889,761
446, 4461	Health and Personal Care Stores	75	\$592.32	\$3,559,264
447, 4471	Gasoline Stations	84	\$3,044.03	\$18,291,564
448	Clothing and Clothing Accessories Stores	85	\$1,024.57	\$6,156,665
4481	Clothing Stores	84	\$809.70	\$4,865,492
4482	Shoe Stores	89	\$200.36	\$1,203,977
4483	Jewelry, Luggage, and Leather Goods Stores	79	\$14.51	\$87,196
451	Sporting Goods, Hobby, Musical Instrument, and Book	81	\$380.27	\$2,285,056
4511	Sporting Goods, Hobby, and Musical Instrument Stores	80	\$303.48	\$1,823,633
4512	Book Stores and News Dealers	84	\$76.79	\$461,424
452	General Merchandise Stores	81	\$3,552.32	\$21,345,891
4522	Department Stores	84	\$322.61	\$1,938,563
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	80	\$3,229.71	\$19,407,328
453	Miscellaneous Store Retailers	76	\$455.98	\$2,739,993
4531	Florists	67	\$20.57	\$123,614
4532	Office Supplies, Stationery, and Gift Stores	80	\$77.28	\$464,354
4533	Used Merchandise Stores	78	\$62.75	\$377,077
4539	Other Miscellaneous Store Retailers	75	\$295.38	\$1,774,948
454	Nonstore Retailers	77	\$2,154.23	\$12,944,794
4541	Electronic Shopping and Mail-Order Houses	79	\$1,900.95	\$11,422,780
4542	Vending Machine Operators	82	\$32.34	\$194,355
4543	Direct Selling Establishments	63	\$220.95	\$1,327,659
722	Food Services & Drinking Places	82	\$3,606.10	\$21,669,072
7223	Special Food Services	82	\$12.85	\$77,194
7224	Drinking Places (Alcoholic Beverages)	81	\$85.07	\$511,203
7225	Restaurants and Other Eating Places	82	\$3,508.18	\$21,080,674

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.

Source: Esri 2024/2029 Consumer Spending databases are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

Retail Demand by Industry

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	87	\$26,037.81	\$1,273,821,683
44-45	Retail Trade	86	\$22,141.95	\$1,083,228,491
722	Food Services & Drinking Places	89	\$3,895.86	\$190,593,192
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	82	\$2,560.37	\$125,258,430
4411	Automobile Dealers	83	\$2,151.92	\$105,276,457
4412	Other Motor Vehicle Dealers	70	\$173.05	\$8,465,826
4413	Auto Parts, Accessories & Tire Stores	88	\$235.40	\$11,516,147
442	Furniture and Home Furnishings Stores	84	\$927.05	\$45,353,089
4421	Furniture Stores	85	\$609.00	\$29,793,571
4422	Home Furnishings Stores	84	\$318.05	\$15,559,517
443, 4431	Electronics and Appliance Stores	90	\$289.81	\$14,177,864
444	Bldg Material & Garden Equipment & Supplies Dealers	80	\$1,222.38	\$59,801,262
4441	Building Material and Supplies Dealers	80	\$1,110.62	\$54,333,790
4442	Lawn and Garden Equipment and Supplies Stores	79	\$111.76	\$5,467,472
445	Food and Beverage Stores	88	\$4,975.99	\$243,435,238
4451	Grocery Stores	88	\$4,655.20	\$227,741,603
4452	Specialty Food Stores	89	\$158.06	\$7,732,432
4453	Beer, Wine, and Liquor Stores	86	\$162.73	\$7,961,203
446, 4461	Health and Personal Care Stores	83	\$658.06	\$32,193,739
447, 4471	Gasoline Stations	89	\$3,241.74	\$158,592,460
448	Clothing and Clothing Accessories Stores	90	\$1,089.36	\$53,293,714
4481	Clothing Stores	90	\$863.39	\$42,238,879
4482	Shoe Stores	93	\$210.05	\$10,276,057
4483	Jewelry, Luggage, and Leather Goods Stores	87	\$15.92	\$778,777
451	Sporting Goods, Hobby, Musical Instrument, and Book	89	\$418.91	\$20,493,722
4511	Sporting Goods, Hobby, and Musical Instrument Stores	89	\$336.28	\$16,451,609
4512	Book Stores and News Dealers	90	\$82.62	\$4,042,112
452	General Merchandise Stores	88	\$3,861.25	\$188,900,229
4522	Department Stores	90	\$345.50	\$16,902,690
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	87	\$3,515.75	\$171,997,539
453	Miscellaneous Store Retailers	85	\$508.91	\$24,897,031
4531	Florists	78	\$24.02	\$1,175,316
4532	Office Supplies, Stationery, and Gift Stores	88	\$84.91	\$4,154,002
4533	Used Merchandise Stores	87	\$70.28	\$3,438,360
4539	Other Miscellaneous Store Retailers	84	\$329.70	\$16,129,353
454	Nonstore Retailers	85	\$2,388.12	\$116,831,716
4541	Electronic Shopping and Mail-Order Houses	87	\$2,088.43	\$102,170,324
4542	Vending Machine Operators	88	\$34.79	\$1,702,080
4543	Direct Selling Establishments	75	\$264.90	\$12,959,312
722	Food Services & Drinking Places	89	\$3,895.86	\$190,593,192
7223	Special Food Services	88	\$13.88	\$679,201
7224	Drinking Places (Alcoholic Beverages)	87	\$91.52	\$4,477,112
7225	Restaurants and Other Eating Places	89	\$3,790.46	\$185,436,879

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.

Source: Esri 2024/2029 Consumer Spending databases are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

Retail Demand by Industry

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	96	\$28,871.05	\$3,157,395,834
44-45	Retail Trade	96	\$24,544.93	\$2,684,282,684
722	Food Services & Drinking Places	98	\$4,326.12	\$473,113,149
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	92	\$2,861.73	\$312,964,795
4411	Automobile Dealers	93	\$2,404.84	\$262,997,626
4412	Other Motor Vehicle Dealers	80	\$198.10	\$21,665,106
4413	Auto Parts, Accessories & Tire Stores	97	\$258.79	\$28,302,063
442	Furniture and Home Furnishings Stores	95	\$1,041.60	\$113,911,116
4421	Furniture Stores	95	\$681.89	\$74,573,391
4422	Home Furnishings Stores	95	\$359.70	\$39,337,725
443, 4431	Electronics and Appliance Stores	100	\$320.51	\$35,052,030
444	Bldg Material & Garden Equipment & Supplies Dealers	90	\$1,378.38	\$150,742,392
4441	Building Material and Supplies Dealers	90	\$1,251.90	\$136,910,803
4442	Lawn and Garden Equipment and Supplies Stores	90	\$126.48	\$13,831,589
445	Food and Beverage Stores	97	\$5,509.03	\$602,479,017
4451	Grocery Stores	97	\$5,151.34	\$563,361,309
4452	Specialty Food Stores	98	\$174.65	\$19,100,202
4453	Beer, Wine, and Liquor Stores	96	\$183.04	\$20,017,506
446, 4461	Health and Personal Care Stores	93	\$732.64	\$80,122,989
447, 4471	Gasoline Stations	97	\$3,526.87	\$385,705,798
448	Clothing and Clothing Accessories Stores	99	\$1,195.41	\$130,731,924
4481	Clothing Stores	99	\$948.43	\$103,722,280
4482	Shoe Stores	102	\$229.14	\$25,059,668
4483	Jewelry, Luggage, and Leather Goods Stores	97	\$17.83	\$1,949,976
451	Sporting Goods, Hobby, Musical Instrument, and Book	99	\$466.33	\$50,998,753
4511	Sporting Goods, Hobby, and Musical Instrument Stores	99	\$374.42	\$40,947,204
4512	Book Stores and News Dealers	100	\$91.91	\$10,051,549
452	General Merchandise Stores	97	\$4,272.49	\$467,247,916
4522	Department Stores	99	\$380.73	\$41,636,957
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	97	\$3,891.76	\$425,610,959
453	Miscellaneous Store Retailers	94	\$567.15	\$62,024,586
4531	Florists	89	\$27.23	\$2,977,656
4532	Office Supplies, Stationery, and Gift Stores	98	\$94.71	\$10,357,839
4533	Used Merchandise Stores	97	\$77.92	\$8,521,585
4539	Other Miscellaneous Store Retailers	93	\$367.29	\$40,167,506
454	Nonstore Retailers	95	\$2,672.79	\$292,301,368
4541	Electronic Shopping and Mail-Order Houses	96	\$2,324.77	\$254,241,746
4542	Vending Machine Operators	97	\$38.28	\$4,185,932
4543	Direct Selling Establishments	88	\$309.74	\$33,873,690
722	Food Services & Drinking Places	98	\$4,326.12	\$473,113,149
7223	Special Food Services	98	\$15.44	\$1,689,073
7224	Drinking Places (Alcoholic Beverages)	97	\$102.69	\$11,230,203
7225	Restaurants and Other Eating Places	98	\$4,207.99	\$460,193,874

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.

Source: Esri 2024/2029 Consumer Spending databases are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

Restaurant Market Potential

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Demographic Summary		2024	2029
Population		17,617	17,377
Population 18+		13,259	13,314
Households		6,009	5,990
Median Household Income		\$70,916	\$83,036

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	9,550	72.0%	101
Went to Family Restaurant/Steak House 4+ Times/30 Days	3,186	24.0%	103
Spent \$1-30 at Family Restaurant/Steak House/30 Days	618	4.7%	78
Spent \$31-50 at Family Restaurant/Steak House/30 Days	1,061	8.0%	90
Spent \$51-100 at Family Restaurant/Steak House/30 Days	2,221	16.8%	105
Spent \$101-200 at Family Restaurant/Steak House/30 Days	1,588	12.0%	102
Spent \$201+ at Family Restaurant/Steak House/30 Days	973	7.3%	109
Spent \$1-100 at Fine Dining Restaurants/30 Days	385	2.9%	84
Spent \$101-200 at Fine Dining Restaurants/30 Days	290	2.2%	76
Spent \$201+ at Fine Dining Restaurants/30 Days	260	2.0%	70
Went for Breakfast at Family Restaurant/Steak House/6 Mo	1,674	12.6%	103
Went for Lunch at Family Restaurant/Steak House/6 Mo	2,547	19.2%	102
Went for Dinner at Family Restaurant/Steak House/6 Mo	5,725	43.2%	92
Went for Snacks at Family Restaurant/Steak House/6 Mo	271	2.0%	123
Went on Workday to Family Restaurant/Steak House/6 Mo	3,649	27.5%	85
Went on Weekend to Family Restaurant/Steak House/6 Mo	5,544	41.8%	104
Went to Applebee`s/6 Mo	1,956	14.8%	96
Went to Bob Evans/6 Mo	132	1.0%	41
Went to Buffalo Wild Wings/6 Mo	1,436	10.8%	120
Went to California Pizza Kitchen/6 Mo	313	2.4%	133
Went to Carrabba`s/6 Mo	216	1.6%	76
Went to The Cheesecake Factory/6 Mo	1,238	9.3%	132
Went to Chili`s Grill & Bar/6 Mo	1,711	12.9%	134
Went to Cracker Barrel/6 Mo	966	7.3%	66
Went to Denny`s/6 Mo	1,541	11.6%	173
Went to Golden Corral/6 Mo	648	4.9%	116
Went to IHOP/6 Mo	1,218	9.2%	119
Went to Logan`s Roadhouse/6 Mo	170	1.3%	67
Went to Longhorn Steakhouse/6 Mo	606	4.6%	73
Went to Olive Garden/6 Mo	2,343	17.7%	112
Went to Outback Steakhouse/6 Mo	962	7.3%	90
Went to Red Lobster/6 Mo	1,071	8.1%	109
Went to Red Robin/6 Mo	836	6.3%	116
Went to Ruby Tuesday/6 Mo	147	1.1%	63
Went to Texas Roadhouse/6 Mo	1,459	11.0%	85
Went to T.G.I. Friday`s/6 Mo	445	3.4%	136
Went to Waffle House/6 Mo	655	4.9%	93
Went to Fast Food/Drive-In Restaurant/6 Mo	12,224	92.2%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	5,859	44.2%	112
Spent \$1-10 at Fast Food Restaurant/30 Days	282	2.1%	60
Spent \$11-20 at Fast Food Restaurant/30 Days	835	6.3%	77
Spent \$21-40 at Fast Food Restaurant/30 Days	1,990	15.0%	93
Spent \$41-50 at Fast Food Restaurant/30 Days	1,129	8.5%	93
Spent \$51-100 at Fast Food Restaurant/30 Days	2,991	22.6%	110
Spent \$101-200 at Fast Food Restaurant/30 Days	2,012	15.2%	117
Spent \$201+ at Fast Food Restaurant/30 Days	914	6.9%	117
Ordered Eat-In Fast Food/6 Mo	3,862	29.1%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Restaurant Market Potential

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	2,380	18.0%	139
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	6,487	48.9%	93
Ordered Take-Out/Walk-In Fast Food/6 Mo	3,115	23.5%	103
Bought Breakfast at Fast Food Restaurant/6 Mo	4,779	36.0%	101
Bought Lunch at Fast Food Restaurant/6 Mo	6,895	52.0%	97
Bought Dinner at Fast Food Restaurant/6 Mo	7,038	53.1%	97
Bought Snack at Fast Food Restaurant/6 Mo	1,759	13.3%	95
Bought from Fast Food Restaurant on Weekday/6 Mo	8,258	62.3%	94
Bought from Fast Food Restaurant on Weekend/6 Mo	7,392	55.8%	106
Bought A&W/6 Mo	248	1.9%	86
Bought Arby`s/6 Mo	1,485	11.2%	61
Bought Baskin-Robbins/6 Mo	602	4.5%	135
Bought Boston Market/6 Mo	301	2.3%	127
Bought Burger King/6 Mo	3,659	27.6%	102
Bought Captain D`s/6 Mo	310	2.3%	82
Bought Carl`s Jr./6 Mo	1,211	9.1%	194
Bought Checkers/6 Mo	365	2.8%	116
Bought Chick-Fil-A/6 Mo	4,716	35.6%	106
Bought Chipotle Mexican Grill/6 Mo	2,696	20.3%	118
Bought Chuck E. Cheese`s/6 Mo	431	3.3%	217
Bought Church`s Fried Chicken/6 Mo	637	4.8%	159
Bought Cold Stone Creamery/6 Mo	485	3.7%	118
Bought Dairy Queen/6 Mo	1,544	11.6%	74
Bought Del Taco/6 Mo	972	7.3%	203
Bought Domino`s Pizza/6 Mo	2,696	20.3%	121
Bought Dunkin` Donuts/6 Mo	1,706	12.9%	87
Bought Five Guys/6 Mo	1,108	8.4%	85
Bought Hardee`s/6 Mo	268	2.0%	40
Bought Jack in the Box/6 Mo	2,189	16.5%	243
Bought Jersey Mike`s/6 Mo	1,014	7.6%	90
Bought Jimmy John`s/6 Mo	614	4.6%	75
Bought KFC/6 Mo	2,545	19.2%	111
Bought Krispy Kreme Doughnuts/6 Mo	995	7.5%	112
Bought Little Caesars/6 Mo	2,242	16.9%	138
Bought Long John Silver`s/6 Mo	360	2.7%	104
Bought McDonald`s/6 Mo	6,570	49.6%	100
Bought Panda Express/6 Mo	2,704	20.4%	155
Bought Panera Bread/6 Mo	1,493	11.3%	84
Bought Papa John`s/6 Mo	1,063	8.0%	97
Bought Papa Murphy`s/6 Mo	354	2.7%	79
Bought Pizza Hut/6 Mo	2,037	15.4%	124
Bought Popeyes Chicken/6 Mo	2,317	17.5%	127
Bought Sonic Drive-In/6 Mo	1,566	11.8%	105
Bought Starbucks/6 Mo	3,241	24.4%	115
Bought Steak `N Shake/6 Mo	315	2.4%	83
Bought Subway/6 Mo	3,275	24.7%	109
Bought Taco Bell/6 Mo	3,785	28.5%	103
Bought Wendy`s/6 Mo	3,370	25.4%	94
Bought Whataburger/6 Mo	1,394	10.5%	176
Bought White Castle/6 Mo	260	2.0%	82
Bought Wing-Stop/6 Mo	981	7.4%	201

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.



Restaurant Market Potential

Thornton Shopping Center 2
 80229, Denver, Colorado
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.85799
 Longitude: -104.97622

Went to Fine Dining Restaurant/6 Mo	1,668	12.6%	81
Went to Fine Dining Restaurant/30 Days	1,208	9.1%	78
Went to Fine Dining Restaurant 2+ Times/30 Days	562	4.2%	77
Used DoorDash Site/App for Take-Out/Del/30 Days	2,091	15.8%	125
Used Grubhub Site/App for Take-Out/Del/30 Days	631	4.8%	103
Used Postmates Site/App for Take-Out/Del/30 Days	275	2.1%	185
Used Restrnt Site/App for Take-Out/Del/30 Days	2,648	20.0%	92
Used Uber Eats Site/App for Take-Out/Del/30 Days	1,476	11.1%	154
Used Yelp Site/App for Take-Out/Del/30 Days	204	1.5%	117

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Demographic Summary		2024	2029	
Population		140,666	138,849	
Population 18+		107,316	107,902	
Households		48,922	48,739	
Median Household Income		\$76,143	\$87,796	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		76,861	71.6%	100
Went to Family Restaurant/Steak House 4+ Times/30 Days		24,832	23.1%	99
Spent \$1-30 at Family Restaurant/Steak House/30 Days		5,214	4.9%	82
Spent \$31-50 at Family Restaurant/Steak House/30 Days		8,841	8.2%	92
Spent \$51-100 at Family Restaurant/Steak House/30 Days		17,615	16.4%	103
Spent \$101-200 at Family Restaurant/Steak House/30 Days		13,545	12.6%	108
Spent \$201+ at Family Restaurant/Steak House/30 Days		7,682	7.2%	107
Spent \$1-100 at Fine Dining Restaurants/30 Days		3,705	3.5%	99
Spent \$101-200 at Fine Dining Restaurants/30 Days		2,686	2.5%	87
Spent \$201+ at Fine Dining Restaurants/30 Days		2,667	2.5%	89
Went for Breakfast at Family Restaurant/Steak House/6 Mo		13,209	12.3%	100
Went for Lunch at Family Restaurant/Steak House/6 Mo		20,273	18.9%	101
Went for Dinner at Family Restaurant/Steak House/6 Mo		47,802	44.5%	95
Went for Snacks at Family Restaurant/Steak House/6 Mo		1,985	1.8%	111
Went on Workday to Family Restaurant/Steak House/6 Mo		31,664	29.5%	91
Went on Weekend to Family Restaurant/Steak House/6 Mo		43,414	40.5%	101
Went to Applebee`s/6 Mo		15,791	14.7%	96
Went to Bob Evans/6 Mo		1,510	1.4%	57
Went to Buffalo Wild Wings/6 Mo		10,121	9.4%	105
Went to California Pizza Kitchen/6 Mo		2,177	2.0%	115
Went to Carrabba`s/6 Mo		2,385	2.2%	103
Went to The Cheesecake Factory/6 Mo		8,816	8.2%	116
Went to Chili`s Grill & Bar/6 Mo		12,437	11.6%	120
Went to Cracker Barrel/6 Mo		9,224	8.6%	78
Went to Denny`s/6 Mo		10,393	9.7%	144
Went to Golden Corral/6 Mo		4,820	4.5%	107
Went to IHOP/6 Mo		9,279	8.6%	112
Went to Logan`s Roadhouse/6 Mo		1,464	1.4%	72
Went to Longhorn Steakhouse/6 Mo		5,434	5.1%	81
Went to Olive Garden/6 Mo		18,063	16.8%	107
Went to Outback Steakhouse/6 Mo		8,304	7.7%	96
Went to Red Lobster/6 Mo		7,651	7.1%	97
Went to Red Robin/6 Mo		6,648	6.2%	114
Went to Ruby Tuesday/6 Mo		1,480	1.4%	78
Went to Texas Roadhouse/6 Mo		12,492	11.6%	90
Went to T.G.I. Friday`s/6 Mo		3,262	3.0%	123
Went to Waffle House/6 Mo		5,071	4.7%	89
Went to Fast Food/Drive-In Restaurant/6 Mo		98,359	91.7%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		44,806	41.8%	105
Spent \$1-10 at Fast Food Restaurant/30 Days		3,269	3.0%	86
Spent \$11-20 at Fast Food Restaurant/30 Days		7,536	7.0%	86
Spent \$21-40 at Fast Food Restaurant/30 Days		16,573	15.4%	96
Spent \$41-50 at Fast Food Restaurant/30 Days		9,839	9.2%	100
Spent \$51-100 at Fast Food Restaurant/30 Days		23,153	21.6%	105
Spent \$101-200 at Fast Food Restaurant/30 Days		15,837	14.8%	114
Spent \$201+ at Fast Food Restaurant/30 Days		6,598	6.1%	105
Ordered Eat-In Fast Food/6 Mo		30,680	28.6%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Restaurant Market Potential

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	16,260	15.2%	117
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	53,800	50.1%	95
Ordered Take-Out/Walk-In Fast Food/6 Mo	24,889	23.2%	102
Bought Breakfast at Fast Food Restaurant/6 Mo	38,254	35.6%	99
Bought Lunch at Fast Food Restaurant/6 Mo	56,987	53.1%	99
Bought Dinner at Fast Food Restaurant/6 Mo	57,847	53.9%	99
Bought Snack at Fast Food Restaurant/6 Mo	14,826	13.8%	99
Bought from Fast Food Restaurant on Weekday/6 Mo	68,533	63.9%	96
Bought from Fast Food Restaurant on Weekend/6 Mo	58,848	54.8%	104
Bought A&W/6 Mo	2,047	1.9%	88
Bought Arby`s/6 Mo	14,803	13.8%	76
Bought Baskin-Robbins/6 Mo	4,381	4.1%	121
Bought Boston Market/6 Mo	2,090	1.9%	109
Bought Burger King/6 Mo	29,354	27.4%	101
Bought Captain D`s/6 Mo	2,543	2.4%	83
Bought Carl`s Jr./6 Mo	8,291	7.7%	164
Bought Checkers/6 Mo	2,660	2.5%	104
Bought Chick-Fil-A/6 Mo	36,194	33.7%	101
Bought Chipotle Mexican Grill/6 Mo	20,320	18.9%	110
Bought Chuck E. Cheese`s/6 Mo	2,592	2.4%	161
Bought Church`s Fried Chicken/6 Mo	4,114	3.8%	127
Bought Cold Stone Creamery/6 Mo	3,739	3.5%	113
Bought Dairy Queen/6 Mo	14,297	13.3%	85
Bought Del Taco/6 Mo	6,309	5.9%	163
Bought Domino`s Pizza/6 Mo	20,370	19.0%	113
Bought Dunkin` Donuts/6 Mo	14,640	13.6%	92
Bought Five Guys/6 Mo	9,703	9.0%	92
Bought Hardee`s/6 Mo	2,687	2.5%	50
Bought Jack in the Box/6 Mo	13,726	12.8%	188
Bought Jersey Mike`s/6 Mo	8,223	7.7%	90
Bought Jimmy John`s/6 Mo	5,472	5.1%	83
Bought KFC/6 Mo	18,910	17.6%	102
Bought Krispy Kreme Doughnuts/6 Mo	7,441	6.9%	104
Bought Little Caesars/6 Mo	15,948	14.9%	122
Bought Long John Silver`s/6 Mo	2,434	2.3%	87
Bought McDonald`s/6 Mo	53,281	49.6%	100
Bought Panda Express/6 Mo	18,544	17.3%	131
Bought Panera Bread/6 Mo	12,356	11.5%	85
Bought Papa John`s/6 Mo	8,377	7.8%	94
Bought Papa Murphy`s/6 Mo	3,915	3.6%	108
Bought Pizza Hut/6 Mo	13,852	12.9%	104
Bought Popeyes Chicken/6 Mo	16,179	15.1%	109
Bought Sonic Drive-In/6 Mo	11,828	11.0%	98
Bought Starbucks/6 Mo	24,757	23.1%	109
Bought Steak `N Shake/6 Mo	2,300	2.1%	75
Bought Subway/6 Mo	24,853	23.2%	102
Bought Taco Bell/6 Mo	30,008	28.0%	101
Bought Wendy`s/6 Mo	28,071	26.2%	97
Bought Whataburger/6 Mo	8,563	8.0%	133
Bought White Castle/6 Mo	2,101	2.0%	82
Bought Wing-Stop/6 Mo	5,846	5.4%	148

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Restaurant Market Potential

Thornton Shopping Center 2
 80229, Denver, Colorado
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.85799
 Longitude: -104.97622

Went to Fine Dining Restaurant/6 Mo	14,871	13.9%	90
Went to Fine Dining Restaurant/30 Days	11,301	10.5%	90
Went to Fine Dining Restaurant 2+ Times/30 Days	4,984	4.6%	85
Used DoorDash Site/App for Take-Out/Del/30 Days	15,867	14.8%	118
Used Grubhub Site/App for Take-Out/Del/30 Days	4,924	4.6%	100
Used Postmates Site/App for Take-Out/Del/30 Days	1,631	1.5%	136
Used Restrnt Site/App for Take-Out/Del/30 Days	22,108	20.6%	95
Used Uber Eats Site/App for Take-Out/Del/30 Days	10,268	9.6%	133
Used Yelp Site/App for Take-Out/Del/30 Days	1,536	1.4%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Restaurant Market Potential

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Demographic Summary		2024	2029
Population		301,366	300,036
Population 18+		233,775	236,260
Households		109,362	110,062
Median Household Income		\$81,608	\$95,108

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	167,519	71.7%	100
Went to Family Restaurant/Steak House 4+ Times/30 Days	53,944	23.1%	99
Spent \$1-30 at Family Restaurant/Steak House/30 Days	12,015	5.1%	86
Spent \$31-50 at Family Restaurant/Steak House/30 Days	19,598	8.4%	94
Spent \$51-100 at Family Restaurant/Steak House/30 Days	38,626	16.5%	104
Spent \$101-200 at Family Restaurant/Steak House/30 Days	28,913	12.4%	105
Spent \$201+ at Family Restaurant/Steak House/30 Days	16,781	7.2%	107
Spent \$1-100 at Fine Dining Restaurants/30 Days	8,161	3.5%	100
Spent \$101-200 at Fine Dining Restaurants/30 Days	6,644	2.8%	99
Spent \$201+ at Fine Dining Restaurants/30 Days	6,231	2.7%	95
Went for Breakfast at Family Restaurant/Steak House/6 Mo	28,804	12.3%	100
Went for Lunch at Family Restaurant/Steak House/6 Mo	43,607	18.7%	99
Went for Dinner at Family Restaurant/Steak House/6 Mo	106,227	45.4%	97
Went for Snacks at Family Restaurant/Steak House/6 Mo	4,140	1.8%	106
Went on Workday to Family Restaurant/Steak House/6 Mo	70,996	30.4%	93
Went on Weekend to Family Restaurant/Steak House/6 Mo	94,365	40.4%	101
Went to Applebee's/6 Mo	33,672	14.4%	94
Went to Bob Evans/6 Mo	3,452	1.5%	60
Went to Buffalo Wild Wings/6 Mo	21,444	9.2%	102
Went to California Pizza Kitchen/6 Mo	4,701	2.0%	114
Went to Carrabba's/6 Mo	5,144	2.2%	102
Went to The Cheesecake Factory/6 Mo	18,889	8.1%	115
Went to Chili's Grill & Bar/6 Mo	26,091	11.2%	116
Went to Cracker Barrel/6 Mo	20,035	8.6%	78
Went to Denny's/6 Mo	21,019	9.0%	134
Went to Golden Corral/6 Mo	9,453	4.0%	96
Went to IHOP/6 Mo	19,758	8.5%	109
Went to Logan's Roadhouse/6 Mo	3,141	1.3%	70
Went to Longhorn Steakhouse/6 Mo	12,403	5.3%	85
Went to Olive Garden/6 Mo	38,485	16.5%	105
Went to Outback Steakhouse/6 Mo	18,128	7.8%	97
Went to Red Lobster/6 Mo	16,310	7.0%	94
Went to Red Robin/6 Mo	14,612	6.3%	115
Went to Ruby Tuesday/6 Mo	3,116	1.3%	76
Went to Texas Roadhouse/6 Mo	27,473	11.8%	91
Went to T.G.I. Friday's/6 Mo	6,610	2.8%	114
Went to Waffle House/6 Mo	10,552	4.5%	85
Went to Fast Food/Drive-In Restaurant/6 Mo	213,880	91.5%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	94,794	40.5%	102
Spent \$1-10 at Fast Food Restaurant/30 Days	7,449	3.2%	89
Spent \$11-20 at Fast Food Restaurant/30 Days	17,423	7.5%	91
Spent \$21-40 at Fast Food Restaurant/30 Days	36,562	15.6%	97
Spent \$41-50 at Fast Food Restaurant/30 Days	22,070	9.4%	103
Spent \$51-100 at Fast Food Restaurant/30 Days	49,425	21.1%	103
Spent \$101-200 at Fast Food Restaurant/30 Days	32,756	14.0%	108
Spent \$201+ at Fast Food Restaurant/30 Days	13,895	5.9%	101
Ordered Eat-In Fast Food/6 Mo	66,313	28.4%	98

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Restaurant Market Potential

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	33,893	14.5%	112
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	117,944	50.5%	96
Ordered Take-Out/Walk-In Fast Food/6 Mo	54,750	23.4%	103
Bought Breakfast at Fast Food Restaurant/6 Mo	82,727	35.4%	99
Bought Lunch at Fast Food Restaurant/6 Mo	124,561	53.3%	99
Bought Dinner at Fast Food Restaurant/6 Mo	126,422	54.1%	99
Bought Snack at Fast Food Restaurant/6 Mo	32,874	14.1%	100
Bought from Fast Food Restaurant on Weekday/6 Mo	150,859	64.5%	97
Bought from Fast Food Restaurant on Weekend/6 Mo	126,674	54.2%	103
Bought A&W/6 Mo	4,659	2.0%	92
Bought Arby`s/6 Mo	33,049	14.1%	78
Bought Baskin-Robbins/6 Mo	9,301	4.0%	118
Bought Boston Market/6 Mo	4,429	1.9%	106
Bought Burger King/6 Mo	62,387	26.7%	98
Bought Captain D`s/6 Mo	4,994	2.1%	74
Bought Carl`s Jr./6 Mo	16,956	7.3%	154
Bought Checkers/6 Mo	5,272	2.3%	95
Bought Chick-Fil-A/6 Mo	78,363	33.5%	100
Bought Chipotle Mexican Grill/6 Mo	44,307	19.0%	110
Bought Chuck E. Cheese`s/6 Mo	4,876	2.1%	139
Bought Church`s Fried Chicken/6 Mo	7,872	3.4%	112
Bought Cold Stone Creamery/6 Mo	8,266	3.5%	114
Bought Dairy Queen/6 Mo	31,389	13.4%	86
Bought Del Taco/6 Mo	13,054	5.6%	155
Bought Domino`s Pizza/6 Mo	42,253	18.1%	108
Bought Dunkin` Donuts/6 Mo	33,343	14.3%	96
Bought Five Guys/6 Mo	22,505	9.6%	97
Bought Hardee`s/6 Mo	6,043	2.6%	52
Bought Jack in the Box/6 Mo	27,025	11.6%	170
Bought Jersey Mike`s/6 Mo	19,062	8.2%	96
Bought Jimmy John`s/6 Mo	12,744	5.5%	89
Bought KFC/6 Mo	38,903	16.6%	96
Bought Krispy Kreme Doughnuts/6 Mo	15,857	6.8%	102
Bought Little Caesars/6 Mo	32,085	13.7%	112
Bought Long John Silver`s/6 Mo	4,721	2.0%	78
Bought McDonald`s/6 Mo	114,715	49.1%	99
Bought Panda Express/6 Mo	38,903	16.6%	127
Bought Panera Bread/6 Mo	28,852	12.3%	92
Bought Papa John`s/6 Mo	18,140	7.8%	93
Bought Papa Murphy`s/6 Mo	9,235	4.0%	117
Bought Pizza Hut/6 Mo	28,456	12.2%	98
Bought Popeyes Chicken/6 Mo	33,960	14.5%	105
Bought Sonic Drive-In/6 Mo	23,968	10.3%	91
Bought Starbucks/6 Mo	54,653	23.4%	110
Bought Steak `N Shake/6 Mo	5,154	2.2%	77
Bought Subway/6 Mo	52,643	22.5%	100
Bought Taco Bell/6 Mo	63,518	27.2%	98
Bought Wendy`s/6 Mo	60,339	25.8%	96
Bought Whataburger/6 Mo	16,262	7.0%	116
Bought White Castle/6 Mo	4,443	1.9%	79
Bought Wing-Stop/6 Mo	11,465	4.9%	133

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.



Restaurant Market Potential

Thornton Shopping Center 2
 80229, Denver, Colorado
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.85799
 Longitude: -104.97622

Went to Fine Dining Restaurant/6 Mo	34,744	14.9%	96
Went to Fine Dining Restaurant/30 Days	26,520	11.3%	97
Went to Fine Dining Restaurant 2+ Times/30 Days	11,796	5.0%	92
Used DoorDash Site/App for Take-Out/Del/30 Days	33,725	14.4%	115
Used Grubhub Site/App for Take-Out/Del/30 Days	11,078	4.7%	103
Used Postmates Site/App for Take-Out/Del/30 Days	3,300	1.4%	126
Used Restrnt Site/App for Take-Out/Del/30 Days	49,892	21.3%	98
Used Uber Eats Site/App for Take-Out/Del/30 Days	21,012	9.0%	125
Used Yelp Site/App for Take-Out/Del/30 Days	3,390	1.5%	110

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Recreation Expenditures

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Demographic Summary		2024	2029
Population		17,617	17,377
Households		6,009	5,990
Families		4,018	3,956
Median Age		32.3	33.1
Median Household Income		\$70,916	\$83,036
		Spending Potential Index	Average Amount Spent
		Index	Total
TV/Video/Audio		79	\$1,044.73
Cable & Satellite Television Services		74	\$555.92
Televisions & Video		87	\$373.52
Audio		80	\$114.10
Rental of TV/VCR/Radio/Sound Equipment		70	\$0.16
Repair of TV/Radio/Sound Equipment		76	\$1.03
Entertainment/Recreation Fees and Admissions		70	\$578.00
Tickets to Theatre/Operas/Concerts		72	\$54.78
Tickets to Movies		90	\$22.17
Tickets to Parks or Museums		80	\$30.15
Admission to Sporting Events, excl.Trips		61	\$48.45
Fees for Participant Sports, excl.Trips		67	\$89.52
Fees for Recreational Lessons		74	\$128.08
Membership Fees for Social/Recreation/Health Clubs		68	\$204.14
Dating Services		89	\$0.70
Toys/Games/Crafts/Hobbies		75	\$137.31
Toys/Games/Arts/Crafts/Tricycles		76	\$115.69
Playground Equipment		63	\$4.74
Play Arcade Pinball/Video Games		77	\$3.29
Online Gaming Services		84	\$7.91
Stamp & Coin Collecting		71	\$5.67
Recreational Vehicles and Fees		63	\$123.87
Docking and Landing Fees for Boats and Planes		51	\$10.11
Camp Fees		59	\$33.40
Payments on Boats/Trailers/Campers/RVs		61	\$48.52
Rental of Boats/Trailers/Campers/RVs		77	\$31.84
Sports, Recreation and Exercise Equipment		77	\$234.51
Exercise Equipment and Gear, Game Tables		72	\$77.06
Bicycles		76	\$61.09
Camping Equipment		102	\$17.05
Hunting and Fishing Equipment		80	\$49.02
Winter Sports Equipment		71	\$9.17
Water Sports Equipment		84	\$10.59
Other Sports Equipment		69	\$7.37
Rental/Repair of Sports/Recreation/Exercise Equipment		69	\$2.04
Photographic Equipment and Supplies		73	\$44.73
Film		74	\$0.42
Photo Processing		63	\$5.84
Photographic Equipment		79	\$15.69
Photographer Fees/Other Supplies & Equip Rental/Repair		72	\$22.77
Reading		76	\$106.74
Magazine/Newspaper Subscriptions		65	\$31.14
Magazine/Newspaper Single Copies		59	\$3.52
Books		79	\$39.01
Digital Book Readers		89	\$33.07

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: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Recreation Expenditures

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Demographic Summary		2024	2029
Population		140,666	138,849
Households		48,922	48,739
Families		31,937	31,485
Median Age		34.4	35.9
Median Household Income		\$76,143	\$87,796
		Spending Potential Index	Average Amount Spent
		Index	Total
TV/Video/Audio		86	\$1,139.94
Cable & Satellite Television Services		82	\$619.91
Televisions & Video		92	\$393.32
Audio		88	\$125.32
Rental of TV/VCR/Radio/Sound Equipment		83	\$0.19
Repair of TV/Radio/Sound Equipment		88	\$1.19
Entertainment/Recreation Fees and Admissions		81	\$672.23
Tickets to Theatre/Operas/Concerts		84	\$63.68
Tickets to Movies		98	\$24.10
Tickets to Parks or Museums		91	\$33.97
Admission to Sporting Events, excl.Trips		72	\$56.89
Fees for Participant Sports, excl.Trips		81	\$108.19
Fees for Recreational Lessons		87	\$149.95
Membership Fees for Social/Recreation/Health Clubs		78	\$234.73
Dating Services		92	\$0.73
Toys/Games/Crafts/Hobbies		84	\$153.91
Toys/Games/Arts/Crafts/Tricycles		85	\$129.76
Playground Equipment		73	\$5.43
Play Arcade Pinball/Video Games		84	\$3.63
Online Gaming Services		90	\$8.47
Stamp & Coin Collecting		82	\$6.62
Recreational Vehicles and Fees		76	\$149.98
Docking and Landing Fees for Boats and Planes		66	\$13.18
Camp Fees		70	\$39.48
Payments on Boats/Trailers/Campers/RVs		78	\$62.11
Rental of Boats/Trailers/Campers/RVs		85	\$35.21
Sports, Recreation and Exercise Equipment		89	\$272.48
Exercise Equipment and Gear, Game Tables		90	\$95.94
Bicycles		88	\$70.88
Camping Equipment		108	\$18.09
Hunting and Fishing Equipment		86	\$52.86
Winter Sports Equipment		86	\$11.07
Water Sports Equipment		93	\$11.63
Other Sports Equipment		80	\$8.54
Rental/Repair of Sports/Recreation/Exercise Equipment		80	\$2.35
Photographic Equipment and Supplies		83	\$50.75
Film		79	\$0.45
Photo Processing		76	\$7.01
Photographic Equipment		90	\$17.88
Photographer Fees/Other Supplies & Equip Rental/Repair		81	\$25.42
Reading		86	\$120.04
Magazine/Newspaper Subscriptions		78	\$37.06
Magazine/Newspaper Single Copies		72	\$4.29
Books		89	\$43.76
Digital Book Readers		94	\$34.94

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: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Recreation Expenditures

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Demographic Summary		2024	2029
Population		301,366	300,036
Households		109,362	110,062
Families		69,715	69,345
Median Age		35.4	37.0
Median Household Income		\$81,608	\$95,108
	Spending Potential Index	Average Amount Spent	Total
TV/Video/Audio	95	\$1,266.15	\$138,468,575
Cable & Satellite Television Services	91	\$689.26	\$75,379,343
Televisions & Video	102	\$434.67	\$47,536,315
Audio	99	\$140.68	\$15,384,798
Rental of TV/VCR/Radio/Sound Equipment	83	\$0.19	\$21,055
Repair of TV/Radio/Sound Equipment	99	\$1.34	\$147,064
Entertainment/Recreation Fees and Admissions	94	\$772.76	\$84,511,001
Tickets to Theatre/Operas/Concerts	97	\$73.46	\$8,033,477
Tickets to Movies	109	\$26.84	\$2,935,637
Tickets to Parks or Museums	102	\$38.20	\$4,177,690
Admission to Sporting Events, excl.Trips	84	\$66.26	\$7,246,489
Fees for Participant Sports, excl.Trips	93	\$124.14	\$13,576,527
Fees for Recreational Lessons	100	\$172.40	\$18,854,484
Membership Fees for Social/Recreation/Health Clubs	90	\$270.63	\$29,596,274
Dating Services	105	\$0.83	\$90,423
Toys/Games/Crafts/Hobbies	95	\$172.88	\$18,906,546
Toys/Games/Arts/Crafts/Tricycles	95	\$145.91	\$15,956,824
Playground Equipment	80	\$5.94	\$649,683
Play Arcade Pinball/Video Games	95	\$4.09	\$447,377
Online Gaming Services	100	\$9.42	\$1,030,220
Stamp & Coin Collecting	94	\$7.52	\$822,442
Recreational Vehicles and Fees	87	\$171.64	\$18,771,186
Docking and Landing Fees for Boats and Planes	78	\$15.58	\$1,704,395
Camp Fees	82	\$46.20	\$5,052,255
Payments on Boats/Trailers/Campers/RVs	88	\$70.07	\$7,662,903
Rental of Boats/Trailers/Campers/RVs	96	\$39.79	\$4,351,633
Sports, Recreation and Exercise Equipment	100	\$305.43	\$33,402,239
Exercise Equipment and Gear, Game Tables	102	\$108.77	\$11,894,803
Bicycles	99	\$79.61	\$8,706,502
Camping Equipment	118	\$19.72	\$2,157,011
Hunting and Fishing Equipment	95	\$58.44	\$6,391,657
Winter Sports Equipment	100	\$12.92	\$1,412,827
Water Sports Equipment	101	\$12.70	\$1,389,013
Other Sports Equipment	88	\$9.37	\$1,025,136
Rental/Repair of Sports/Recreation/Exercise Equipment	91	\$2.67	\$292,016
Photographic Equipment and Supplies	95	\$58.34	\$6,380,082
Film	88	\$0.50	\$55,098
Photo Processing	87	\$8.11	\$887,328
Photographic Equipment	105	\$20.72	\$2,265,896
Photographer Fees/Other Supplies & Equip Rental/Repair	92	\$29.00	\$3,171,760
Reading	98	\$136.88	\$14,969,255
Magazine/Newspaper Subscriptions	91	\$43.36	\$4,741,658
Magazine/Newspaper Single Copies	83	\$5.00	\$546,403
Books	101	\$49.63	\$5,428,173
Digital Book Readers	105	\$38.89	\$4,253,021

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: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Household Income Profile

Thornton Shopping Center 2
 80229, Denver, Colorado
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.85799
 Longitude: -104.97622

Summary	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	17,617	17,377	-240	-0.27%
Households	6,009	5,990	-19	-0.06%
Median Age	32.3	33.1	0.8	0.49%
Average Household Size	2.93	2.89	-0.04	-0.27%

Income Inequality Measures	2024		2029	
	Number	Percent	Number	Percent
Household	6,009	100%	5,990	100%
<\$15,000	408	6.8%	324	5.4%
\$15,000-\$24,999	233	3.9%	186	3.1%
\$25,000-\$34,999	341	5.7%	259	4.3%
\$35,000-\$49,999	780	13.0%	582	9.7%
\$50,000-\$74,999	1,404	23.4%	1,254	20.9%
\$75,000-\$99,999	940	15.6%	990	16.5%
\$100,000-\$149,999	1,241	20.7%	1,483	24.8%
\$150,000-\$199,999	421	7.0%	602	10.1%
\$200,000+	240	4.0%	310	5.2%

Median Household Income	\$70,916	\$83,036
Average Household Income	\$87,299	\$102,095
Per Capita Income	\$30,023	\$35,486

Households by Income	2024		2029	
	Number	Percent	Number	Percent
P90-P10 Ratio	6.7		6.0	
P90-P50 Ratio	2.2		2.0	
P50-P10 Ratio	3.1		3.0	
80-20 Share Ratio	8.0		7.9	
90-40 Share Ratio	1.8		1.9	

Households in Low Income Tier	1,033	17.2%	808	13.5%
Households in Middle Income	4,395	73.1%	4,385	73.2%
Households in Upper Income Tier	581	9.7%	797	13.3%

Data Note: 2024 household income represents an estimate of annual income as of July 1, 2024 and 2029 household income represents an estimate of annual income as of July 1, 2029.

Source: Esri forecasts for 2024 and 2029.

Household Income Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

2024 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	351	1,355	1,347	1,101	844	628	382
<\$15,000	46	72	68	48	78	60	35
\$15,000-\$24,999	18	40	29	31	35	30	50
\$25,000-\$34,999	28	71	44	42	46	48	63
\$35,000-\$49,999	57	170	111	116	95	137	93
\$50,000-\$74,999	106	384	300	253	185	130	46
\$75,000-\$99,999	43	230	250	176	127	95	20
\$100,000-\$149,999	46	262	355	291	188	62	37
\$150,000-\$199,999	5	95	102	90	60	37	33
\$200,000+	1	31	88	55	30	30	5
Median HH Income	\$53,891	\$69,433	\$85,103	\$81,988	\$71,749	\$55,526	\$40,379
Average HH Income	\$60,939	\$83,818	\$102,146	\$97,418	\$85,638	\$77,782	\$61,895
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	13.1%	5.3%	5.0%	4.4%	9.2%	9.6%	9.2%
\$15,000-\$24,999	5.1%	3.0%	2.2%	2.8%	4.1%	4.8%	13.1%
\$25,000-\$34,999	8.0%	5.2%	3.3%	3.8%	5.5%	7.6%	16.5%
\$35,000-\$49,999	16.2%	12.5%	8.2%	10.5%	11.3%	21.8%	24.3%
\$50,000-\$74,999	30.2%	28.3%	22.3%	23.0%	21.9%	20.7%	12.0%
\$75,000-\$99,999	12.3%	17.0%	18.6%	16.0%	15.0%	15.1%	5.2%
\$100,000-\$149,999	13.1%	19.3%	26.4%	26.4%	22.3%	9.9%	9.7%
\$150,000-\$199,999	1.4%	7.0%	7.6%	8.2%	7.1%	5.9%	8.6%
\$200,000+	0.3%	2.3%	6.5%	5.0%	3.6%	4.8%	1.3%

Data Note: 2024 household income represents an estimate of annual income as of July 1, 2024 and 2029 household income represents an estimate of annual income as of July 1, 2029.

Source: Esri forecasts for 2024 and 2029.

Household Income Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

2029 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	333	1,336	1,310	1,096	787	695	432
<\$15,000	41	55	51	35	52	53	38
\$15,000-\$24,999	16	28	20	22	22	36	42
\$25,000-\$34,999	23	52	30	27	29	43	57
\$35,000-\$49,999	42	128	77	79	60	112	84
\$50,000-\$74,999	102	341	251	220	150	139	51
\$75,000-\$99,999	48	245	250	177	126	118	26
\$100,000-\$149,999	54	319	392	342	224	89	62
\$150,000-\$199,999	6	130	134	120	86	61	65
\$200,000+	1	39	106	74	39	43	8
Median HH Income	\$57,825	\$80,048	\$96,898	\$97,793	\$89,298	\$66,505	\$48,890
Average HH Income	\$68,008	\$96,731	\$117,088	\$114,135	\$104,596	\$92,743	\$79,669
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	12.3%	4.1%	3.9%	3.2%	6.6%	7.6%	8.8%
\$15,000-\$24,999	4.8%	2.1%	1.5%	2.0%	2.8%	5.2%	9.7%
\$25,000-\$34,999	6.9%	3.9%	2.3%	2.5%	3.7%	6.2%	13.2%
\$35,000-\$49,999	12.6%	9.6%	5.9%	7.2%	7.6%	16.1%	19.4%
\$50,000-\$74,999	30.6%	25.5%	19.2%	20.1%	19.1%	20.0%	11.8%
\$75,000-\$99,999	14.4%	18.3%	19.1%	16.1%	16.0%	17.0%	6.0%
\$100,000-\$149,999	16.2%	23.9%	29.9%	31.2%	28.5%	12.8%	14.4%
\$150,000-\$199,999	1.8%	9.7%	10.2%	10.9%	10.9%	8.8%	15.0%
\$200,000+	0.3%	2.9%	8.1%	6.8%	5.0%	6.2%	1.9%

Data Note: 2024 household income represents an estimate of annual income as of July 1, 2024 and 2029 household income represents an estimate of annual income as of July 1, 2029.

Source: Esri forecasts for 2024 and 2029.

Household Income Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Summary	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	140,666	138,849	-1,817	-0.26%
Households	48,922	48,739	-183	-0.07%
Median Age	34.4	35.9	1.5	0.86%
Average Household Size	2.87	2.84	-0.03	-0.21%

Income Inequality Measures	2024		2029	
	Number	Percent	Number	Percent
Household	48,922	100%	48,739	100%
<\$15,000	2,633	5.4%	2,126	4.4%
\$15,000-\$24,999	2,767	5.7%	2,205	4.5%
\$25,000-\$34,999	3,670	7.5%	2,834	5.8%
\$35,000-\$49,999	5,224	10.7%	4,022	8.3%
\$50,000-\$74,999	9,678	19.8%	8,442	17.3%
\$75,000-\$99,999	7,826	16.0%	8,068	16.6%
\$100,000-\$149,999	9,484	19.4%	10,694	21.9%
\$150,000-\$199,999	4,220	8.6%	5,850	12.0%
\$200,000+	3,420	7.0%	4,497	9.2%

Median Household Income	\$76,143	\$87,796
Average Household Income	\$96,583	\$114,095
Per Capita Income	\$33,663	\$40,133

Households by Income	2024		2029	
	Number	Percent	Number	Percent
P90-P10 Ratio	7.7		7.3	
P90-P50 Ratio	2.3		2.2	
P50-P10 Ratio	3.4		3.3	
80-20 Share Ratio	9.0		9.1	
90-40 Share Ratio	2.1		2.3	

Households in Low Income Tier	9,410	19.2%	7,426	15.2%
Households in Middle Income	32,671	66.8%	32,076	65.8%
Households in Upper Income Tier	6,842	14.0%	9,237	19.0%

Data Note: 2024 household income represents an estimate of annual income as of July 1, 2024 and 2029 household income represents an estimate of annual income as of July 1, 2029.

Source: Esri forecasts for 2024 and 2029.

Household Income Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

2024 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	2,126	9,440	10,592	8,908	7,826	5,990	4,040
<\$15,000	237	395	365	347	539	402	350
\$15,000-\$24,999	165	326	286	292	387	488	822
\$25,000-\$34,999	219	643	498	442	525	657	685
\$35,000-\$49,999	324	987	847	773	779	899	613
\$50,000-\$74,999	509	2,013	1,959	1,736	1,597	1,270	594
\$75,000-\$99,999	338	1,729	1,808	1,516	1,295	806	333
\$100,000-\$149,999	260	1,960	2,569	2,196	1,464	720	315
\$150,000-\$199,999	60	851	1,196	856	619	419	218
\$200,000+	12	536	1,064	748	620	328	110
Median HH Income	\$53,893	\$78,863	\$91,989	\$87,294	\$76,201	\$58,304	\$38,066
Average HH Income	\$63,016	\$96,645	\$114,481	\$107,694	\$98,061	\$82,281	\$61,022
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	11.1%	4.2%	3.4%	3.9%	6.9%	6.7%	8.7%
\$15,000-\$24,999	7.8%	3.5%	2.7%	3.3%	4.9%	8.1%	20.3%
\$25,000-\$34,999	10.3%	6.8%	4.7%	5.0%	6.7%	11.0%	17.0%
\$35,000-\$49,999	15.2%	10.5%	8.0%	8.7%	10.0%	15.0%	15.2%
\$50,000-\$74,999	23.9%	21.3%	18.5%	19.5%	20.4%	21.2%	14.7%
\$75,000-\$99,999	15.9%	18.3%	17.1%	17.0%	16.5%	13.5%	8.2%
\$100,000-\$149,999	12.2%	20.8%	24.3%	24.7%	18.7%	12.0%	7.8%
\$150,000-\$199,999	2.8%	9.0%	11.3%	9.6%	7.9%	7.0%	5.4%
\$200,000+	0.6%	5.7%	10.0%	8.4%	7.9%	5.5%	2.7%

Data Note: 2024 household income represents an estimate of annual income as of July 1, 2024 and 2029 household income represents an estimate of annual income as of July 1, 2029.

Source: Esri forecasts for 2024 and 2029.

Household Income Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

2029 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	1,928	8,753	10,565	9,056	7,227	6,622	4,588
<\$15,000	207	285	270	272	369	352	372
\$15,000-\$24,999	124	229	187	205	259	429	772
\$25,000-\$34,999	162	450	343	319	357	556	647
\$35,000-\$49,999	233	702	625	576	533	761	594
\$50,000-\$74,999	446	1,649	1,596	1,450	1,291	1,327	684
\$75,000-\$99,999	358	1,649	1,810	1,568	1,244	1,005	434
\$100,000-\$149,999	304	2,085	2,788	2,469	1,581	983	483
\$150,000-\$199,999	81	1,053	1,593	1,191	833	695	404
\$200,000+	13	650	1,352	1,006	760	515	200
Median HH Income	\$60,640	\$89,148	\$105,114	\$101,629	\$89,331	\$72,006	\$47,097
Average HH Income	\$72,152	\$112,459	\$133,902	\$126,892	\$117,863	\$101,030	\$76,895
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	10.7%	3.3%	2.6%	3.0%	5.1%	5.3%	8.1%
\$15,000-\$24,999	6.4%	2.6%	1.8%	2.3%	3.6%	6.5%	16.8%
\$25,000-\$34,999	8.4%	5.1%	3.2%	3.5%	4.9%	8.4%	14.1%
\$35,000-\$49,999	12.1%	8.0%	5.9%	6.4%	7.4%	11.5%	12.9%
\$50,000-\$74,999	23.1%	18.8%	15.1%	16.0%	17.9%	20.0%	14.9%
\$75,000-\$99,999	18.6%	18.8%	17.1%	17.3%	17.2%	15.2%	9.5%
\$100,000-\$149,999	15.8%	23.8%	26.4%	27.3%	21.9%	14.8%	10.5%
\$150,000-\$199,999	4.2%	12.0%	15.1%	13.2%	11.5%	10.5%	8.8%
\$200,000+	0.7%	7.4%	12.8%	11.1%	10.5%	7.8%	4.4%

Data Note: 2024 household income represents an estimate of annual income as of July 1, 2024 and 2029 household income represents an estimate of annual income as of July 1, 2029.

Source: Esri forecasts for 2024 and 2029.



Household Income Profile

Thornton Shopping Center 2
 80229, Denver, Colorado
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.85799
 Longitude: -104.97622

Summary	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	301,366	300,036	-1,330	-0.09%
Households	109,362	110,062	700	0.13%
Median Age	35.4	37.0	1.6	0.89%
Average Household Size	2.74	2.71	-0.03	-0.22%

Income Inequality Measures	2024		2029	
	Number	Percent	Number	Percent
Household	109,362	100%	110,062	100%
<\$15,000	6,056	5.5%	5,035	4.6%
\$15,000-\$24,999	5,341	4.9%	4,287	3.9%
\$25,000-\$34,999	7,244	6.6%	5,643	5.1%
\$35,000-\$49,999	10,719	9.8%	8,357	7.6%
\$50,000-\$74,999	19,953	18.2%	17,706	16.1%
\$75,000-\$99,999	16,403	15.0%	16,576	15.1%
\$100,000-\$149,999	21,581	19.7%	23,606	21.4%
\$150,000-\$199,999	10,821	9.9%	14,350	13.0%
\$200,000+	11,244	10.3%	14,503	13.2%

Median Household Income	\$81,608	\$95,108
Average Household Income	\$108,674	\$127,618
Per Capita Income	\$39,514	\$46,908

Households by Income	2024		2029	
	Number	Percent	Number	Percent
P90-P10 Ratio	8.4		7.6	
P90-P50 Ratio	2.5		2.2	
P50-P10 Ratio	3.4		3.4	
80-20 Share Ratio	9.4		9.4	
90-40 Share Ratio	2.4		2.6	

Households in Low Income Tier	19,330	17.7%	15,506	14.1%
Households in Middle Income	70,013	64.0%	68,423	62.2%
Households in Upper Income Tier	20,020	18.3%	26,133	23.7%

Data Note: 2024 household income represents an estimate of annual income as of July 1, 2024 and 2029 household income represents an estimate of annual income as of July 1, 2029.

Source: Esri forecasts for 2024 and 2029.

Household Income Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

2024 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	4,762	21,261	23,305	18,839	17,338	14,194	9,663
<\$15,000	542	876	803	731	1,128	981	994
\$15,000-\$24,999	348	682	566	505	735	990	1,514
\$25,000-\$34,999	483	1,314	929	784	998	1,252	1,483
\$35,000-\$49,999	734	2,135	1,650	1,436	1,566	1,835	1,363
\$50,000-\$74,999	1,143	4,205	3,856	3,270	3,113	2,798	1,568
\$75,000-\$99,999	726	3,659	3,643	2,878	2,657	1,940	899
\$100,000-\$149,999	585	4,460	5,534	4,562	3,390	2,193	857
\$150,000-\$199,999	146	2,120	2,956	2,158	1,736	1,130	576
\$200,000+	54	1,810	3,367	2,515	2,014	1,074	409
Median HH Income	\$54,072	\$82,851	\$101,131	\$97,924	\$83,829	\$66,154	\$43,099
Average HH Income	\$64,836	\$106,593	\$129,159	\$124,567	\$112,844	\$93,557	\$69,190
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	11.4%	4.1%	3.4%	3.9%	6.5%	6.9%	10.3%
\$15,000-\$24,999	7.3%	3.2%	2.4%	2.7%	4.2%	7.0%	15.7%
\$25,000-\$34,999	10.1%	6.2%	4.0%	4.2%	5.8%	8.8%	15.3%
\$35,000-\$49,999	15.4%	10.0%	7.1%	7.6%	9.0%	12.9%	14.1%
\$50,000-\$74,999	24.0%	19.8%	16.5%	17.4%	18.0%	19.7%	16.2%
\$75,000-\$99,999	15.2%	17.2%	15.6%	15.3%	15.3%	13.7%	9.3%
\$100,000-\$149,999	12.3%	21.0%	23.7%	24.2%	19.6%	15.5%	8.9%
\$150,000-\$199,999	3.1%	10.0%	12.7%	11.5%	10.0%	8.0%	6.0%
\$200,000+	1.1%	8.5%	14.4%	13.3%	11.6%	7.6%	4.2%

Data Note: 2024 household income represents an estimate of annual income as of July 1, 2024 and 2029 household income represents an estimate of annual income as of July 1, 2029.

Source: Esri forecasts for 2024 and 2029.

Household Income Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

2029 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	4,389	19,493	24,032	19,487	16,126	15,104	11,432
<\$15,000	476	642	621	584	788	845	1,078
\$15,000-\$24,999	269	467	399	370	498	828	1,456
\$25,000-\$34,999	366	914	675	554	668	1,041	1,425
\$35,000-\$49,999	546	1,544	1,237	1,071	1,077	1,516	1,367
\$50,000-\$74,999	1,037	3,447	3,347	2,787	2,518	2,760	1,809
\$75,000-\$99,999	760	3,376	3,652	2,918	2,495	2,194	1,181
\$100,000-\$149,999	680	4,505	5,955	5,006	3,493	2,658	1,309
\$150,000-\$199,999	194	2,501	3,821	2,881	2,196	1,708	1,048
\$200,000+	60	2,098	4,325	3,316	2,393	1,553	758
Median HH Income	\$60,214	\$93,965	\$112,551	\$110,030	\$100,169	\$80,072	\$53,952
Average HH Income	\$73,931	\$123,365	\$150,040	\$146,008	\$134,069	\$112,809	\$87,451
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	10.8%	3.3%	2.6%	3.0%	4.9%	5.6%	9.4%
\$15,000-\$24,999	6.1%	2.4%	1.7%	1.9%	3.1%	5.5%	12.7%
\$25,000-\$34,999	8.3%	4.7%	2.8%	2.8%	4.1%	6.9%	12.5%
\$35,000-\$49,999	12.4%	7.9%	5.1%	5.5%	6.7%	10.0%	12.0%
\$50,000-\$74,999	23.6%	17.7%	13.9%	14.3%	15.6%	18.3%	15.8%
\$75,000-\$99,999	17.3%	17.3%	15.2%	15.0%	15.5%	14.5%	10.3%
\$100,000-\$149,999	15.5%	23.1%	24.8%	25.7%	21.7%	17.6%	11.5%
\$150,000-\$199,999	4.4%	12.8%	15.9%	14.8%	13.6%	11.3%	9.2%
\$200,000+	1.4%	10.8%	18.0%	17.0%	14.8%	10.3%	6.6%

Data Note: 2024 household income represents an estimate of annual income as of July 1, 2024 and 2029 household income represents an estimate of annual income as of July 1, 2029.

Source: Esri forecasts for 2024 and 2029.

Crime Summary

Thornton Shopping Center 2
80229, Denver, Colorado
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	1 mile	3 miles	5 miles
Population Summary			
2024 Total Population	17,617	140,666	301,366
2029 Total Population	17,377	138,849	300,036
2024-2029 Annual Rate	-0.27%	-0.26%	-0.09%
2024 Crime Indexes (AGS)			
Total Crime Index	197	152	160
Personal Crime Index	121	109	109
Murder Index	117	80	98
Rape Index	286	244	231
Robbery Index	104	77	85
Assault Index	101	100	98
Property Crime Index	211	160	169
Burglary Index	182	130	127
Larceny Index	186	147	150
Motor Vehicle Theft Index	403	283	338

Data Note: The Crime Index is an indication of the relative risk of a crime occurring and is measured against the overall risk at a national level. Values above 100 indicate the area has an above average risk of occurring compared to the US. Values below 100 indicate the area has a below average risk of occurring compared to the US. The Crime Indexes provides an assessment of the relative risk of seven major crime types: murder, rape, robbery, assault, burglary, larceny, and motor vehicle theft. It is modeled using data from the FBI Uniform Crime Report and demographic data from the U.S. Census and Applied Geographic Solutions (AGS).

Source: Esri forecasts for 2024 and 2029. Applied Geographic Solutions (AGS) (2024A).

Tapestry Segmentation Area Profile

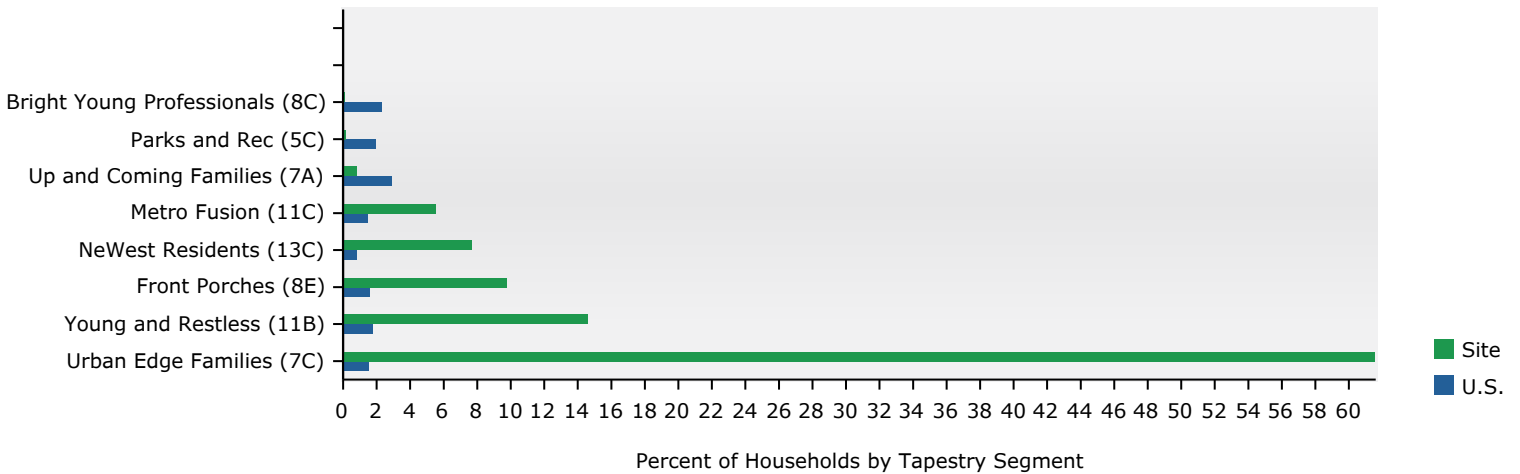
Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Urban Edge Families (7C)	61.6%	61.6%	1.5%	1.5%	4069
2	Young and Restless (11B)	14.6%	76.1%	1.8%	3.3%	823
3	Front Porches (8E)	9.7%	85.9%	1.6%	4.9%	618
4	NeWest Residents (13C)	7.7%	93.5%	0.8%	5.7%	968
5	Metro Fusion (11C)	5.5%	99.0%	1.4%	7.1%	379
Subtotal		99.1%		7.1%		
6	Up and Coming Families (7A)	0.8%	99.8%	2.9%	10.0%	27
7	Parks and Rec (5C)	0.1%	99.9%	2.0%	12.0%	6
8	Bright Young Professionals (8C)	0.1%	100.0%	2.3%	14.3%	3
Subtotal		1.0%		7.2%		
Total		100.0%		14.3%		700

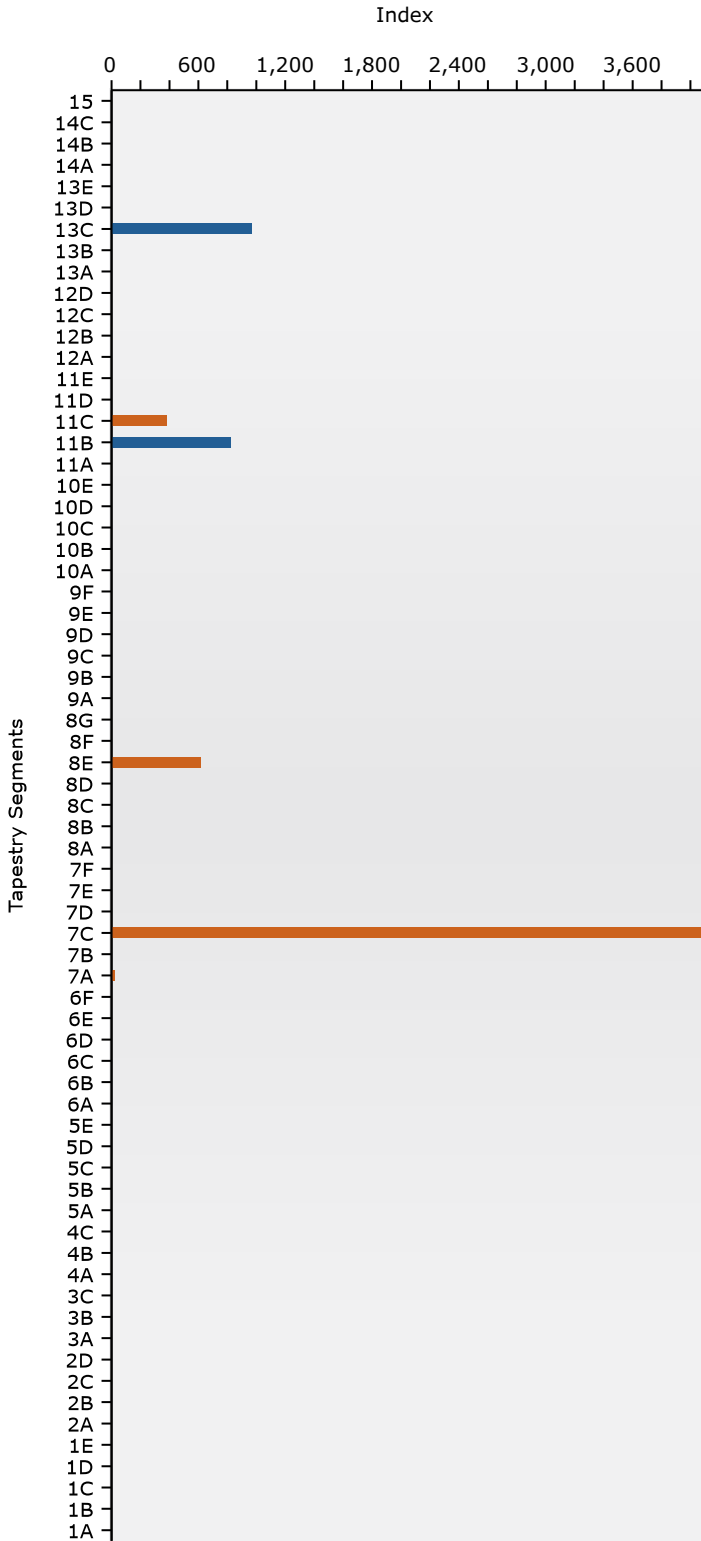
Top Ten Tapestry Segments Site vs. U.S.



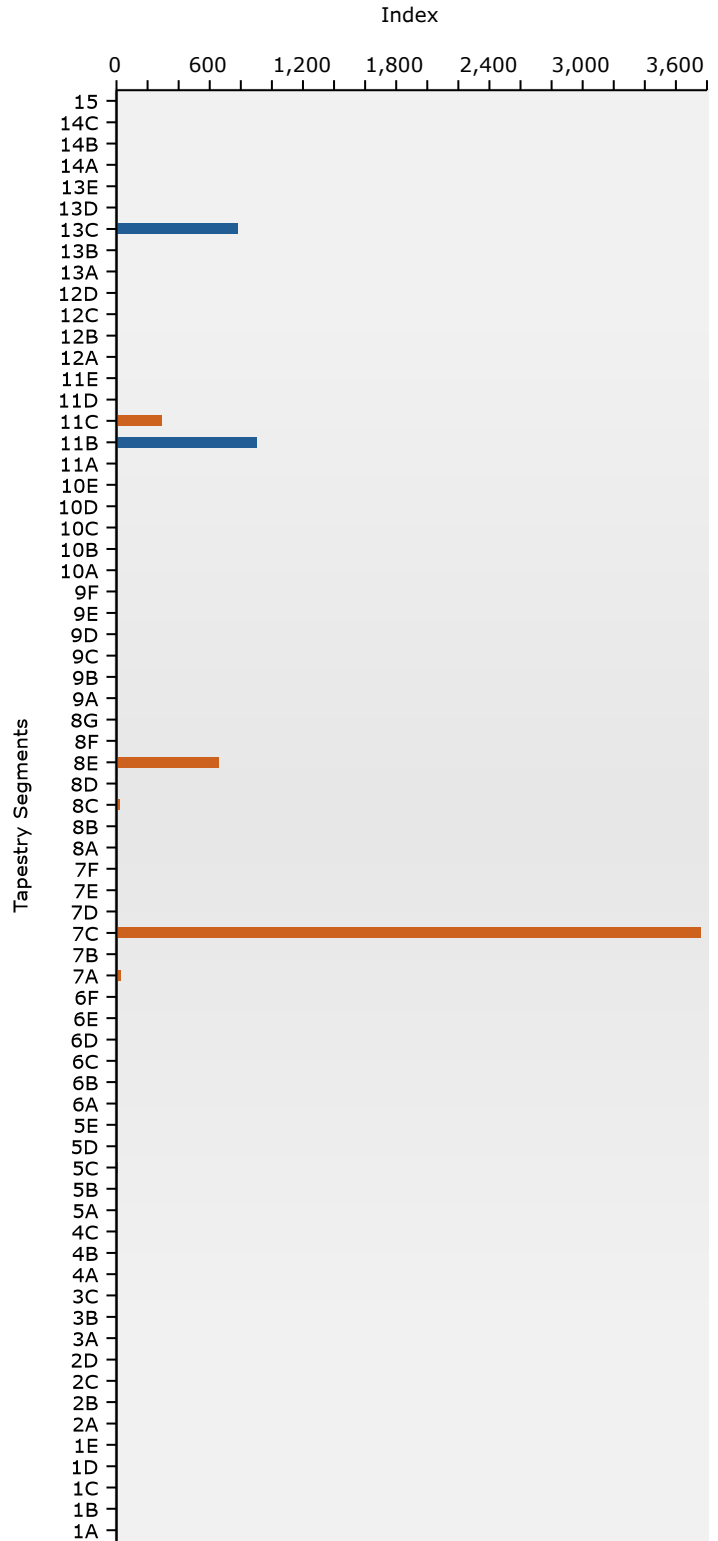
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,009	100.0%		13,259	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	7	0.1%	1	20	0.2%	1
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	7	0.1%	6	20	0.2%	8
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	3,746	62.3%	828	8,716	65.7%	754
Up and Coming Families (7A)	47	0.8%	27	130	1.0%	31
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	3,699	61.6%	4,069	8,586	64.8%	3,760
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,009	100.0%		13,259	100.0%	
8. Middle Ground	589	9.8%	91	1,398	10.5%	104
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	4	0.1%	3	71	0.5%	25
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	585	9.7%	618	1,327	10.0%	660
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	1,206	20.1%	322	2,262	17.1%	308
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	876	14.6%	823	1,742	13.1%	907
Metro Fusion (11C)	330	5.5%	379	520	3.9%	292
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	461	7.7%	198	863	6.5%	151
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	461	7.7%	968	863	6.5%	785
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Thornton Shopping Center 2
 80229, Denver, Colorado
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.85799
 Longitude: -104.97622

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,009	100.0%		13,259	100.0%	
1. Principal Urban Center	461	7.7%	106	863	6.5%	97
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	461	7.7%	968	863	6.5%	785
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	4,033	67.1%	405	9,177	69.2%	395
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	3,699	61.6%	4,069	8,586	64.8%	3,760
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	4	0.1%	3	71	0.5%	25
Metro Fusion (11C)	330	5.5%	379	520	3.9%	292
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	1,461	24.3%	135	3,069	23.1%	139
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	585	9.7%	618	1,327	10.0%	660
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	876	14.6%	823	1,742	13.1%	907
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Thornton Shopping Center 2
 80229, Denver, Colorado
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.85799
 Longitude: -104.97622

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,009	100.0%		13,259	100.0%	
4. Suburban Periphery	54	0.9%	3	150	1.1%	3
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	7	0.1%	6	20	0.2%	8
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	47	0.8%	27	130	1.0%	31
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

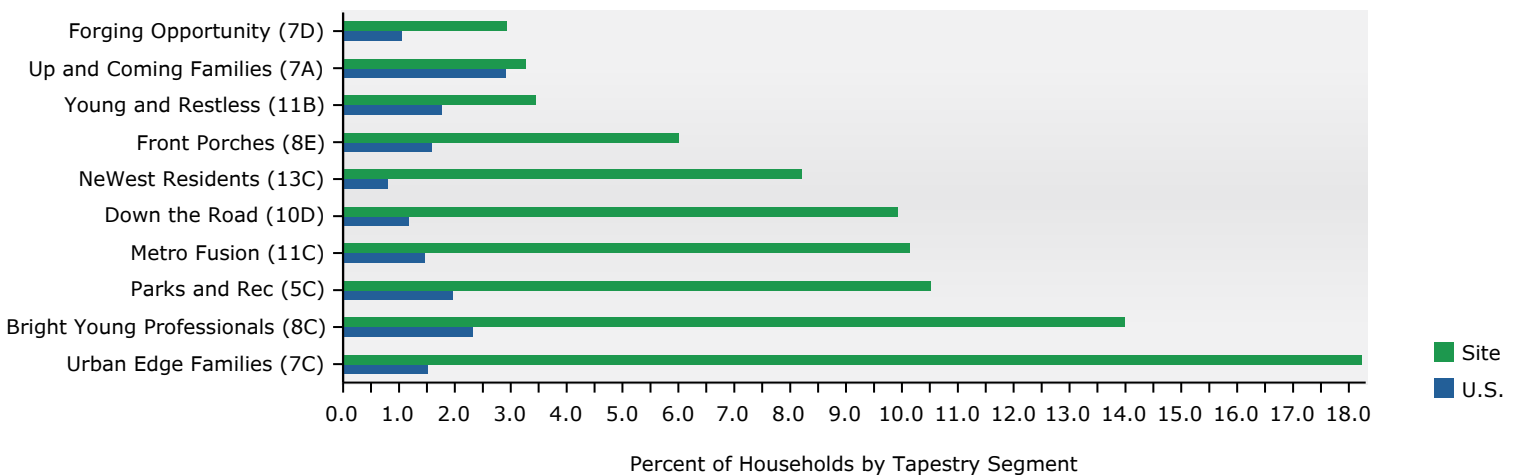
Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Urban Edge Families (7C)	18.2%	18.2%	1.5%	1.5%	1205
2	Bright Young Professionals (8C)	14.0%	32.2%	2.3%	3.8%	603
3	Parks and Rec (5C)	10.5%	42.7%	2.0%	5.8%	539
4	Metro Fusion (11C)	10.1%	52.9%	1.4%	7.2%	700
5	Down the Road (10D)	9.9%	62.8%	1.2%	8.4%	849
Subtotal		62.7%		8.4%		
6	NeWest Residents (13C)	8.2%	71.0%	0.8%	9.2%	1,035
7	Front Porches (8E)	6.0%	77.0%	1.6%	10.8%	381
8	Young and Restless (11B)	3.4%	80.4%	1.8%	12.5%	194
9	Up and Coming Families (7A)	3.3%	83.7%	2.9%	15.4%	112
10	Forging Opportunity (7D)	2.9%	86.6%	1.0%	16.5%	279
Subtotal		23.8%		8.1%		
11	Middleburg (4C)	2.2%	88.8%	3.1%	19.6%	71
12	Home Improvement (4B)	2.0%	90.8%	1.7%	21.3%	116
13	Comfortable Empty Nesters (5A)	1.9%	92.7%	2.4%	23.7%	80
14	Urban Villages (7B)	1.8%	94.5%	1.0%	24.8%	175
15	The Elders (9C)	1.4%	95.9%	0.7%	25.5%	196
Subtotal		9.3%		8.9%		
16	Old and Newcomers (8F)	1.1%	97.1%	2.3%	27.8%	49
17	Workday Drive (4A)	1.0%	98.1%	3.1%	30.9%	34
18	Pleasantville (2B)	0.9%	99.1%	2.1%	33.0%	45
19	Southwestern Families (7F)	0.7%	99.8%	0.8%	33.8%	90
20	In Style (5B)	0.2%	100.0%	2.2%	36.0%	10
Subtotal		3.9%		10.5%		
Total		100.0%		36.0%		278

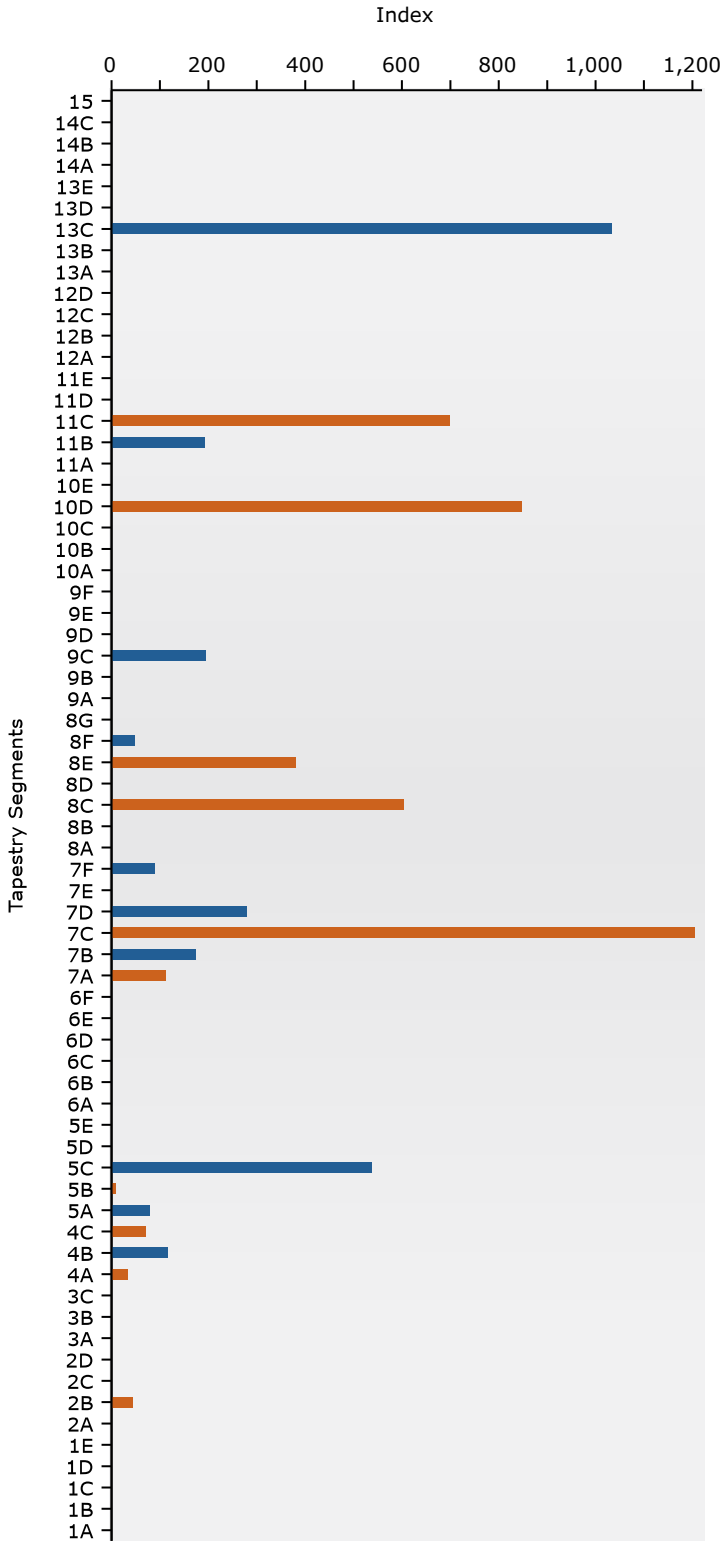
Top Ten Tapestry Segments Site vs. U.S.



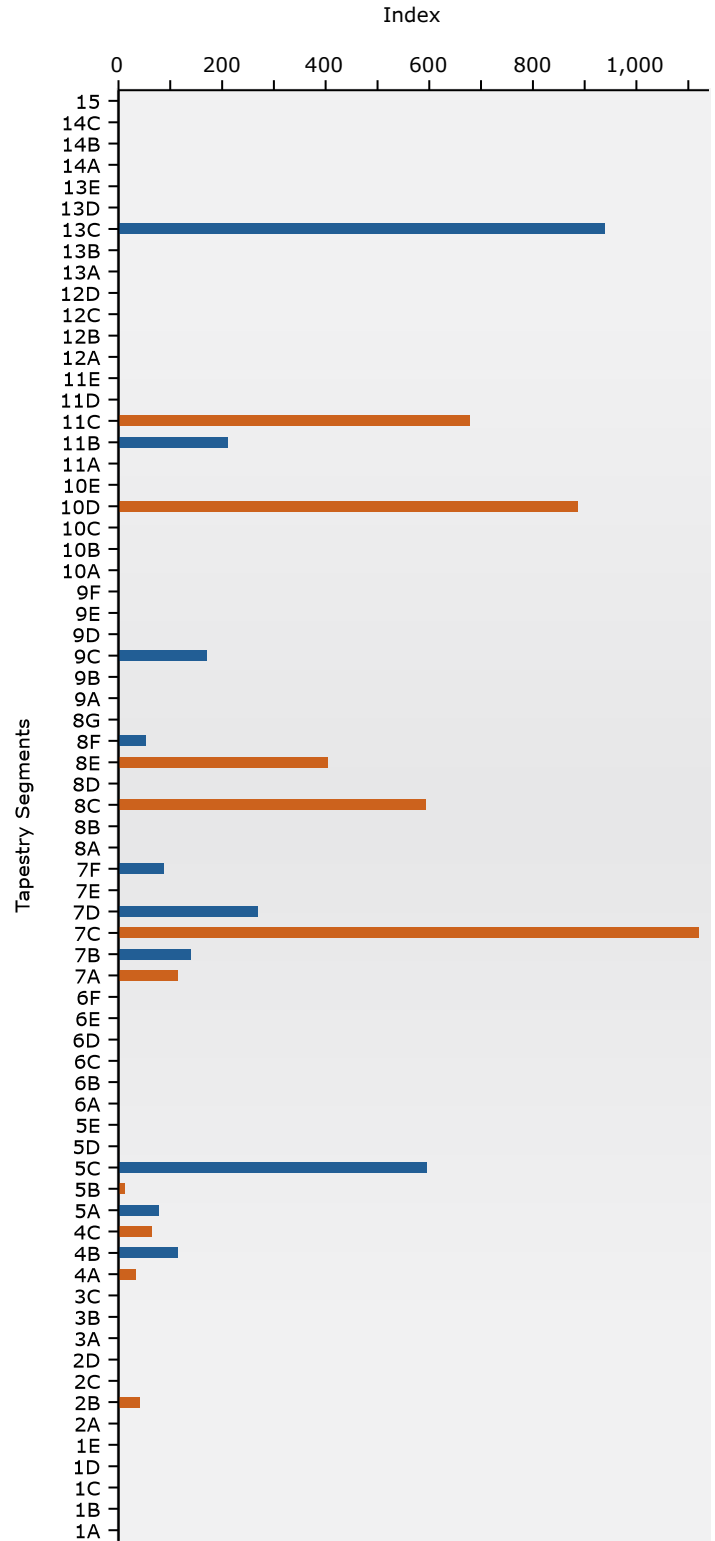
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	48,922	100.0%		107,316	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	463	0.9%	17	1,064	1.0%	17
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	463	0.9%	45	1,064	1.0%	42
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	2,549	5.2%	66	5,597	5.2%	63
Workday Drive (4A)	513	1.0%	34	1,228	1.1%	34
Home Improvement (4B)	954	2.0%	116	2,219	2.1%	115
Middleburg (4C)	1,082	2.2%	71	2,150	2.0%	64
5. GenXurban	6,201	12.7%	114	14,543	13.6%	127
Comfortable Empty Nesters (5A)	946	1.9%	80	2,045	1.9%	79
In Style (5B)	110	0.2%	10	298	0.3%	13
Parks and Rec (5C)	5,145	10.5%	539	12,200	11.4%	596
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	13,173	26.9%	358	31,114	29.0%	332
Up and Coming Families (7A)	1,594	3.3%	112	3,842	3.6%	114
Urban Villages (7B)	884	1.8%	175	2,133	2.0%	140
Urban Edge Families (7C)	8,917	18.2%	1,205	20,717	19.3%	1,121
Forging Opportunity (7D)	1,430	2.9%	279	3,593	3.3%	269
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	348	0.7%	90	829	0.8%	87

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Source: Esri

Tapestry Segmentation Area Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	48,922	100.0%		107,316	100.0%	
8. Middle Ground	10,328	21.1%	195	21,275	19.8%	196
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	6,840	14.0%	603	13,553	12.6%	593
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,940	6.0%	381	6,591	6.1%	405
Old and Newcomers (8F)	548	1.1%	49	1,131	1.1%	53
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	704	1.4%	25	1,103	1.0%	20
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	704	1.4%	196	1,103	1.0%	170
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	4,856	9.9%	125	11,192	10.4%	133
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	4,856	9.9%	849	11,192	10.4%	888
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	6,637	13.6%	217	13,065	12.2%	220
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,682	3.4%	194	3,286	3.1%	211
Metro Fusion (11C)	4,955	10.1%	700	9,779	9.1%	678
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	4,011	8.2%	211	8,363	7.8%	181
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	4,011	8.2%	1,035	8,363	7.8%	940
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Segmentation Area Profile

Thornton Shopping Center 2
 80229, Denver, Colorado
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.85799
 Longitude: -104.97622

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	48,922	100.0%		107,316	100.0%	
1. Principal Urban Center	4,011	8.2%	113	8,363	7.8%	116
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	4,011	8.2%	1,035	8,363	7.8%	940
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	23,374	47.8%	288	50,604	47.2%	269
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	884	1.8%	175	2,133	2.0%	140
Urban Edge Families (7C)	8,917	18.2%	1,205	20,717	19.3%	1,121
Forging Opportunity (7D)	1,430	2.9%	279	3,593	3.3%	269
Southwestern Families (7F)	348	0.7%	90	829	0.8%	87
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	6,840	14.0%	603	13,553	12.6%	593
Metro Fusion (11C)	4,955	10.1%	700	9,779	9.1%	678
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	5,280	10.8%	60	11,306	10.5%	63
In Style (5B)	110	0.2%	10	298	0.3%	13
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,940	6.0%	381	6,591	6.1%	405
Old and Newcomers (8F)	548	1.1%	49	1,131	1.1%	53
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,682	3.4%	194	3,286	3.1%	211
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Segmentation Area Profile

Thornton Shopping Center 2
 80229, Denver, Colorado
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.85799
 Longitude: -104.97622

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	48,922	100.0%		107,316	100.0%	
4. Suburban Periphery	10,319	21.1%	65	23,701	22.1%	66
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	463	0.9%	45	1,064	1.0%	42
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	513	1.0%	34	1,228	1.1%	34
Home Improvement (4B)	954	2.0%	116	2,219	2.1%	115
Comfortable Empty Nesters (5A)	946	1.9%	80	2,045	1.9%	79
Parks and Rec (5C)	5,145	10.5%	539	12,200	11.4%	596
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	1,594	3.3%	112	3,842	3.6%	114
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	704	1.4%	196	1,103	1.0%	170
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	5,938	12.1%	129	13,342	12.4%	137
Middleburg (4C)	1,082	2.2%	71	2,150	2.0%	64
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	4,856	9.9%	849	11,192	10.4%	888
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

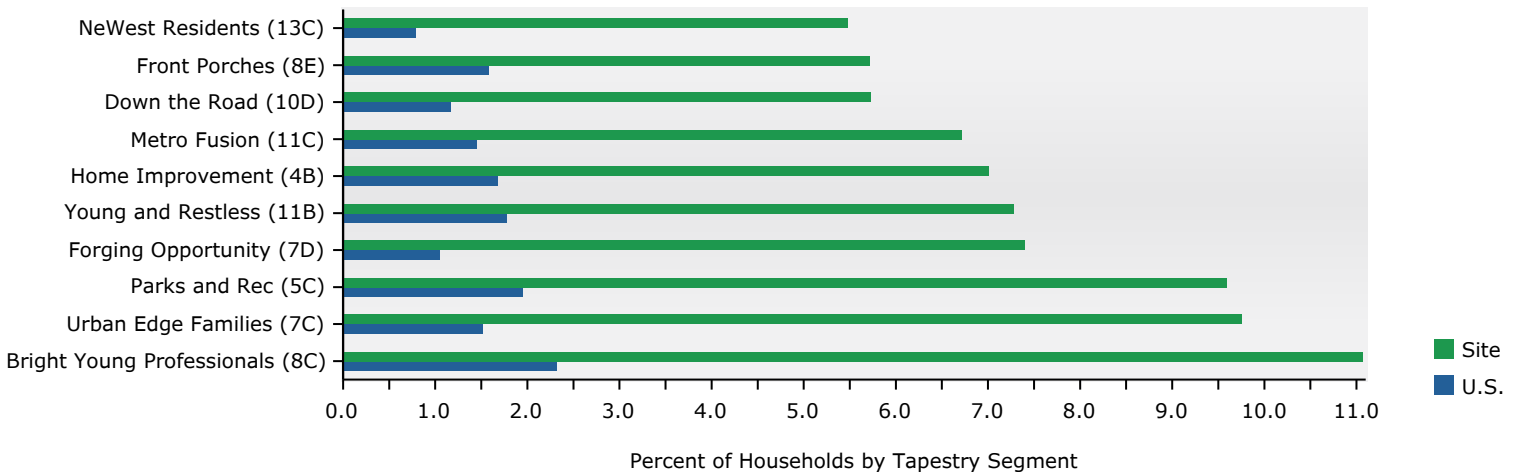
Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Bright Young Professionals (8C)	11.1%	11.1%	2.3%	2.3%	477
2	Urban Edge Families (7C)	9.7%	20.8%	1.5%	3.8%	644
3	Parks and Rec (5C)	9.6%	30.4%	2.0%	5.8%	491
4	Forging Opportunity (7D)	7.4%	37.8%	1.0%	6.8%	707
5	Young and Restless (11B)	7.3%	45.1%	1.8%	8.6%	411
Subtotal		45.1%		8.6%		
6	Home Improvement (4B)	7.0%	52.1%	1.7%	10.3%	417
7	Metro Fusion (11C)	6.7%	58.8%	1.4%	11.7%	464
8	Down the Road (10D)	5.7%	64.5%	1.2%	12.9%	490
9	Front Porches (8E)	5.7%	70.2%	1.6%	14.5%	363
10	NeWest Residents (13C)	5.5%	75.7%	0.8%	15.3%	691
Subtotal		30.6%		6.7%		
11	Up and Coming Families (7A)	3.8%	79.5%	2.9%	18.2%	129
12	In Style (5B)	2.8%	82.3%	2.2%	20.4%	125
13	Comfortable Empty Nesters (5A)	2.4%	84.6%	2.4%	22.8%	98
14	Enterprising Professionals (2D)	2.3%	87.0%	1.5%	24.3%	160
15	Middleburg (4C)	1.8%	88.7%	3.1%	27.4%	56
Subtotal		13.1%		12.1%		
16	Workday Drive (4A)	1.7%	90.5%	3.1%	30.5%	56
17	Southwestern Families (7F)	1.6%	92.1%	0.8%	31.3%	205
18	Savvy Suburbanites (1D)	1.3%	93.4%	3.0%	34.3%	44
19	Old and Newcomers (8F)	1.3%	94.7%	2.3%	36.5%	58
20	Exurbanites (1E)	1.2%	95.9%	1.9%	38.5%	61
Subtotal		7.1%		11.1%		
Total		95.9%		38.5%		249

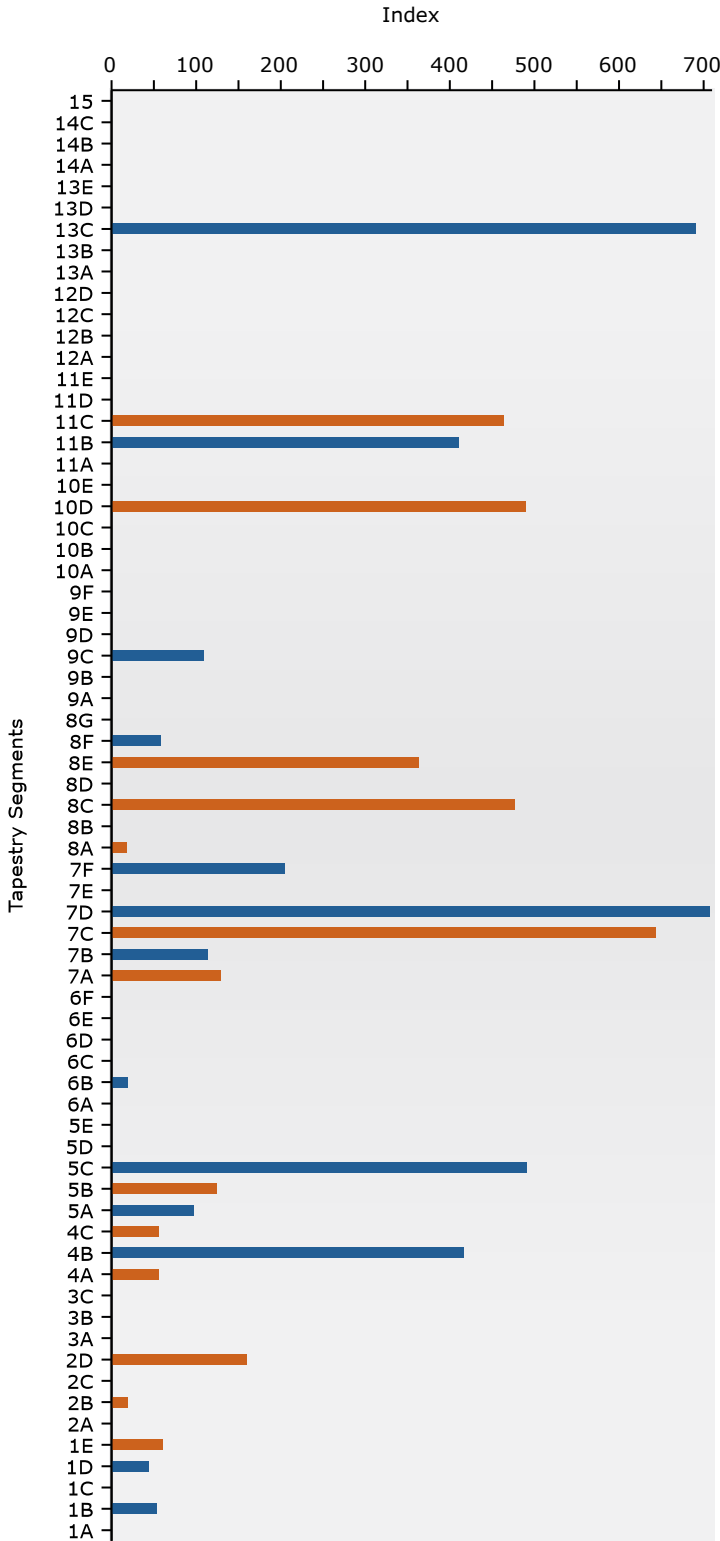
Top Ten Tapestry Segments Site vs. U.S.



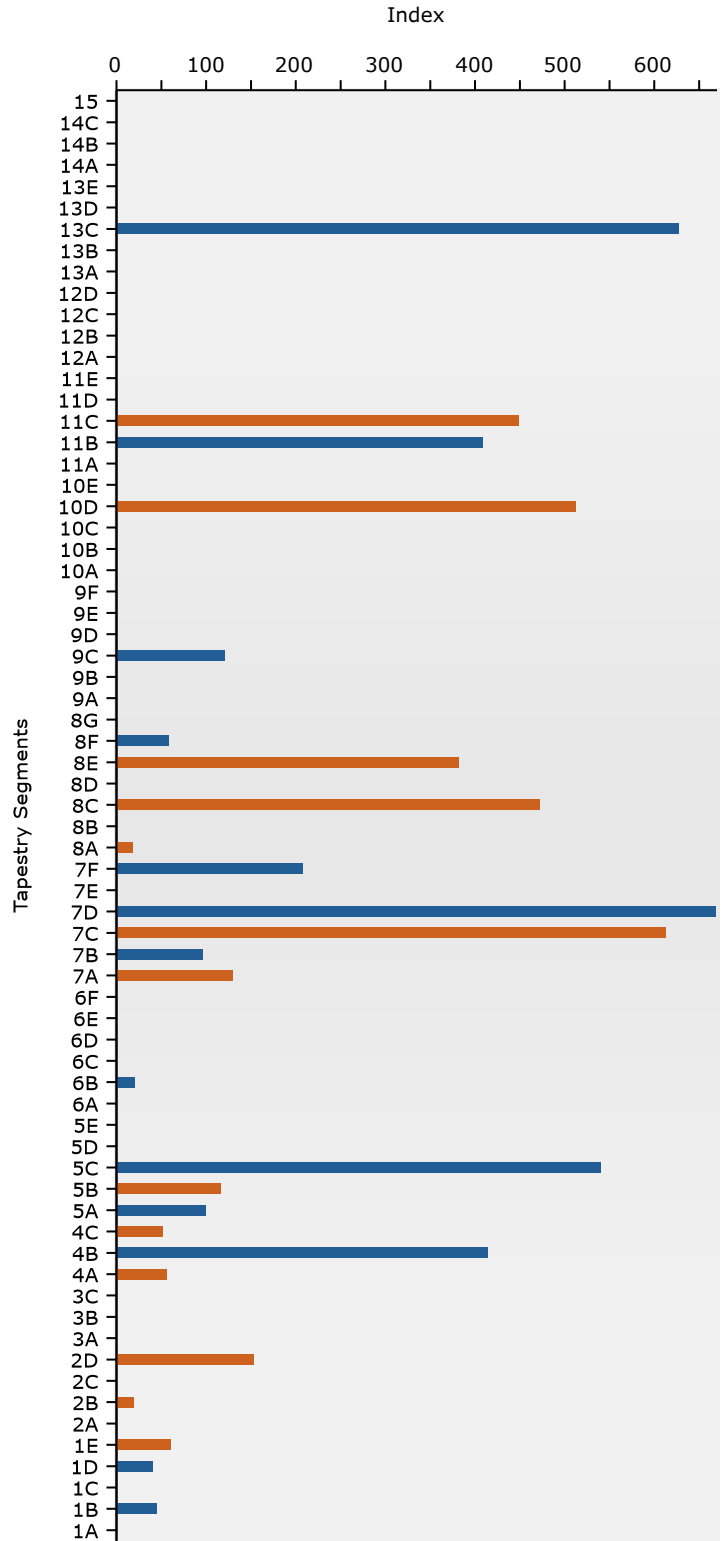
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Source: Esri

2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	109,362	100.0%		233,773	100.0%	
1. Affluent Estates	3,694	3.4%	33	7,800	3.3%	31
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	967	0.9%	54	1,954	0.8%	45
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,438	1.3%	44	3,085	1.3%	41
Exurbanites (1E)	1,289	1.2%	61	2,761	1.2%	61
2. Upscale Avenues	3,009	2.8%	50	6,119	2.6%	45
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	463	0.4%	20	1,064	0.5%	19
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	2,546	2.3%	160	5,055	2.2%	154
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	11,496	10.5%	133	25,557	10.9%	132
Workday Drive (4A)	1,900	1.7%	56	4,326	1.9%	56
Home Improvement (4B)	7,666	7.0%	417	17,393	7.4%	415
Middleburg (4C)	1,930	1.8%	56	3,838	1.6%	52
5. GenXurban	16,130	14.7%	132	35,396	15.1%	142
Comfortable Empty Nesters (5A)	2,595	2.4%	98	5,624	2.4%	100
In Style (5B)	3,043	2.8%	125	5,656	2.4%	116
Parks and Rec (5C)	10,492	9.6%	491	24,116	10.3%	541
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	610	0.6%	5	1,338	0.6%	5
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	610	0.6%	20	1,338	0.6%	21
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	25,918	23.7%	315	61,184	26.2%	300
Up and Coming Families (7A)	4,112	3.8%	129	9,580	4.1%	130
Urban Villages (7B)	1,286	1.2%	114	3,194	1.4%	96
Urban Edge Families (7C)	10,661	9.7%	644	24,680	10.6%	613
Forging Opportunity (7D)	8,086	7.4%	707	19,433	8.3%	669
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	1,773	1.6%	205	4,297	1.8%	208

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Source: Esri



Tapestry Segmentation Area Profile

Thornton Shopping Center 2
 80229, Denver, Colorado
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.85799
 Longitude: -104.97622

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	109,362	100.0%		233,773	100.0%	
8. Middle Ground	20,069	18.4%	170	40,461	17.3%	171
City Lights (8A)	281	0.3%	18	616	0.3%	18
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	12,100	11.1%	477	23,531	10.1%	473
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	6,249	5.7%	363	13,547	5.8%	382
Old and Newcomers (8F)	1,436	1.3%	58	2,757	1.2%	59
Hometown Heritage (8G)	3	0.0%	0	10	0.0%	0
9. Senior Styles	879	0.8%	14	1,713	0.7%	14
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	879	0.8%	109	1,713	0.7%	121
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	6,265	5.7%	72	14,091	6.0%	77
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	6,265	5.7%	490	14,091	6.0%	513
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	15,303	14.0%	224	27,948	12.0%	216
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	7,959	7.3%	411	13,827	5.9%	409
Metro Fusion (11C)	7,344	6.7%	464	14,121	6.0%	449
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	5,989	5.5%	141	12,166	5.2%	121
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	5,983	5.5%	691	12,151	5.2%	627
Fresh Ambitions (13D)	6	0.0%	1	15	0.0%	1
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

Tapestry Segmentation Area Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	109,362	100.0%		233,773	100.0%	
1. Principal Urban Center	5,989	5.5%	76	12,166	5.2%	77
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	5,983	5.5%	691	12,151	5.2%	627
Fresh Ambitions (13D)	6	0.0%	1	15	0.0%	1
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	41,531	38.0%	229	89,872	38.4%	219
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	1,286	1.2%	114	3,194	1.4%	96
Urban Edge Families (7C)	10,661	9.7%	644	24,680	10.6%	613
Forging Opportunity (7D)	8,086	7.4%	707	19,433	8.3%	669
Southwestern Families (7F)	1,773	1.6%	205	4,297	1.8%	208
City Lights (8A)	281	0.3%	18	616	0.3%	18
Bright Young Professionals (8C)	12,100	11.1%	477	23,531	10.1%	473
Metro Fusion (11C)	7,344	6.7%	464	14,121	6.0%	449
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	18,690	17.1%	95	35,797	15.3%	92
In Style (5B)	3,043	2.8%	125	5,656	2.4%	116
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	6,249	5.7%	363	13,547	5.8%	382
Old and Newcomers (8F)	1,436	1.3%	58	2,757	1.2%	59
Hometown Heritage (8G)	3	0.0%	0	10	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	7,959	7.3%	411	13,827	5.9%	409
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri

Tapestry Segmentation Area Profile

Thornton Shopping Center 2
 80229, Denver, Colorado
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.85799
 Longitude: -104.97622

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	109,362	100.0%		233,773	100.0%	
4. Suburban Periphery	34,347	31.4%	97	76,671	32.8%	98
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	967	0.9%	54	1,954	0.8%	45
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,438	1.3%	44	3,085	1.3%	41
Exurbanites (1E)	1,289	1.2%	61	2,761	1.2%	61
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	463	0.4%	20	1,064	0.5%	19
Enterprising Professionals (2D)	2,546	2.3%	160	5,055	2.2%	154
Workday Drive (4A)	1,900	1.7%	56	4,326	1.9%	56
Home Improvement (4B)	7,666	7.0%	417	17,393	7.4%	415
Comfortable Empty Nesters (5A)	2,595	2.4%	98	5,624	2.4%	100
Parks and Rec (5C)	10,492	9.6%	491	24,116	10.3%	541
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	4,112	3.8%	129	9,580	4.1%	130
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	879	0.8%	109	1,713	0.7%	121
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	8,195	7.5%	80	17,929	7.7%	84
Middleburg (4C)	1,930	1.8%	56	3,838	1.6%	52
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	6,265	5.7%	490	14,091	6.0%	513
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	610	0.6%	3	1,338	0.6%	4
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	610	0.6%	20	1,338	0.6%	21
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

Retail Goods and Services Expenditures

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Urban Edge Families (7C)	61.6%	Population	17,617	17,377
Young and Restless (11B)	14.6%	Households	6,009	5,990
Front Porches (8E)	9.7%	Families	4,018	3,956
NeWest Residents (13C)	7.7%	Median Age	32.3	33.1
Metro Fusion (11C)	5.5%	Median Household Income	\$70,916	\$83,036
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		84	\$1,998.42	\$12,008,521
Men's		82	\$359.51	\$2,160,300
Women's		83	\$664.04	\$3,990,243
Children's		89	\$327.88	\$1,970,248
Footwear		89	\$445.49	\$2,676,926
Watches & Jewelry		71	\$162.31	\$975,327
Apparel Products and Services (1)		81	\$39.19	\$235,477
Computer				
Computers and Hardware for Home Use		86	\$231.92	\$1,393,636
Portable Memory		80	\$3.27	\$19,670
Computer Software		87	\$13.54	\$81,359
Computer Accessories		81	\$19.22	\$115,502
Entertainment & Recreation		74	\$3,047.46	\$18,312,197
Fees and Admissions		70	\$578.00	\$3,473,216
Membership Fees for Clubs (2)		68	\$204.14	\$1,226,682
Fees for Participant Sports, excl. Trips		67	\$89.52	\$537,943
Tickets to Theatre/Operas/Concerts		72	\$54.78	\$329,162
Tickets to Movies		90	\$22.17	\$133,243
Tickets to Parks or Museums		80	\$30.15	\$181,186
Admission to Sporting Events, excl. Trips		61	\$48.45	\$291,160
Fees for Recreational Lessons		74	\$128.08	\$769,659
Dating Services		89	\$0.70	\$4,180
TV/Video/Audio		79	\$1,044.73	\$6,277,753
Cable and Satellite Television Services		74	\$555.92	\$3,340,498
Televisions		82	\$125.33	\$753,113
Satellite Dishes		89	\$1.11	\$6,684
VCRs, Video Cameras, and DVD Players		88	\$4.37	\$26,230
Miscellaneous Video Equipment		126	\$28.42	\$170,793
Video Cassettes and DVDs		80	\$4.63	\$27,823
Video Game Hardware/Accessories		94	\$43.52	\$261,533
Video Game Software		92	\$18.66	\$112,103
Rental/Streaming/Downloaded Video		85	\$146.60	\$880,900
Installation of Televisions		52	\$0.88	\$5,302
Audio (3)		80	\$114.10	\$685,643
Rental and Repair of TV/Radio/Sound Equipment		75	\$1.19	\$7,130
Pets		74	\$747.26	\$4,490,263
Toys/Games/Crafts/Hobbies (4)		75	\$137.31	\$825,110
Recreational Vehicles and Fees (5)		63	\$123.87	\$744,319
Sports/Recreation/Exercise Equipment (6)		77	\$234.51	\$1,409,189
Photo Equipment and Supplies (7)		73	\$44.73	\$268,757
Reading (8)		76	\$106.74	\$641,423
Catered Affairs (9)		77	\$30.32	\$182,168
Food		82	\$9,227.49	\$55,447,988
Food at Home		81	\$5,926.35	\$35,611,427
Bakery and Cereal Products		79	\$740.60	\$4,450,268
Meats, Poultry, Fish, and Eggs		85	\$1,329.54	\$7,989,220
Dairy Products		80	\$550.53	\$3,308,161
Fruits and Vegetables		82	\$1,179.42	\$7,087,125
Snacks and Other Food at Home (10)		80	\$2,126.25	\$12,776,652
Food Away from Home		85	\$3,301.14	\$19,836,561
Alcoholic Beverages		79	\$517.88	\$3,111,911

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	59	\$27,194.58	\$163,412,261
Value of Retirement Plans	59	\$96,034.71	\$577,072,597
Value of Other Financial Assets	66	\$6,020.83	\$36,179,169
Vehicle Loan Amount excluding Interest	84	\$2,956.24	\$17,764,041
Value of Credit Card Debt	77	\$2,240.62	\$13,463,911
Health			
Nonprescription Drugs	76	\$134.79	\$809,934
Prescription Drugs	65	\$268.90	\$1,615,833
Eyeglasses and Contact Lenses	70	\$88.25	\$530,304
Home			
Mortgage Payment and Basics (11)	70	\$9,444.44	\$56,751,620
Maintenance and Remodeling Services	66	\$3,094.79	\$18,596,580
Maintenance and Remodeling Materials (12)	63	\$542.08	\$3,257,358
Utilities, Fuel, and Public Services	79	\$4,702.50	\$28,257,351
Household Furnishings and Equipment			
Household Textiles (13)	82	\$108.62	\$652,713
Furniture	76	\$754.48	\$4,533,689
Rugs	69	\$31.38	\$188,589
Major Appliances (14)	74	\$435.90	\$2,619,339
Housewares (15)	80	\$86.11	\$517,417
Small Appliances	90	\$72.28	\$434,316
Luggage	78	\$16.22	\$97,465
Telephones and Accessories	73	\$74.22	\$446,014
Household Operations			
Child Care	75	\$415.02	\$2,493,882
Lawn and Garden (16)	66	\$464.72	\$2,792,483
Moving/Storage/Freight Express	85	\$103.34	\$620,965
Housekeeping Supplies (17)	80	\$722.01	\$4,338,569
Insurance			
Owners and Renters Insurance	69	\$570.32	\$3,427,062
Vehicle Insurance	85	\$1,812.55	\$10,891,607
Life/Other Insurance	67	\$454.74	\$2,732,519
Health Insurance	73	\$3,641.13	\$21,879,550
Personal Care Products (18)	84	\$467.58	\$2,809,673
School Books (19)	82	\$34.97	\$210,126
Smoking Products	78	\$363.85	\$2,186,371
Transportation			
Payments on Vehicles excluding Leases	79	\$2,406.69	\$14,461,790
Gasoline and Motor Oil	84	\$2,798.63	\$16,816,975
Vehicle Maintenance and Repairs	80	\$1,192.21	\$7,163,981
Travel			
Airline Fares	79	\$500.59	\$3,008,070
Lodging on Trips	71	\$696.56	\$4,185,604
Auto/Truck Rental on Trips	75	\$87.07	\$523,231
Food and Drink on Trips	75	\$555.68	\$3,339,067

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) Apparel Products and Services** includes 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.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** 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.
- (7) Photo Equipment** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) 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.
- (18) 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Retail Goods and Services Expenditures

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Urban Edge Families (7C)	18.2%	Population	140,666	138,849
Bright Young Professionals (8C)	14.0%	Households	48,922	48,739
Parks and Rec (5C)	10.5%	Families	31,937	31,485
Metro Fusion (11C)	10.1%	Median Age	34.4	35.9
Down the Road (10D)	9.9%	Median Household Income	\$76,143	\$87,796
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		90	\$2,137.44	\$104,568,023
Men's		88	\$388.38	\$19,000,129
Women's		89	\$714.72	\$34,965,502
Children's		94	\$343.21	\$16,790,653
Footwear		94	\$468.08	\$22,899,242
Watches & Jewelry		80	\$181.22	\$8,865,817
Apparel Products and Services (1)		86	\$41.84	\$2,046,679
Computer				
Computers and Hardware for Home Use		92	\$249.11	\$12,187,188
Portable Memory		88	\$3.60	\$176,288
Computer Software		91	\$14.25	\$696,927
Computer Accessories		88	\$21.02	\$1,028,260
Entertainment & Recreation		84	\$3,438.27	\$168,207,286
Fees and Admissions		81	\$672.23	\$32,886,969
Membership Fees for Clubs (2)		78	\$234.73	\$11,483,230
Fees for Participant Sports, excl. Trips		81	\$108.19	\$5,292,713
Tickets to Theatre/Operas/Concerts		84	\$63.68	\$3,115,465
Tickets to Movies		98	\$24.10	\$1,179,100
Tickets to Parks or Museums		91	\$33.97	\$1,661,847
Admission to Sporting Events, excl. Trips		72	\$56.89	\$2,783,130
Fees for Recreational Lessons		87	\$149.95	\$7,335,683
Dating Services		92	\$0.73	\$35,803
TV/Video/Audio		86	\$1,139.94	\$55,767,958
Cable and Satellite Television Services		82	\$619.91	\$30,327,269
Televisions		89	\$135.76	\$6,641,424
Satellite Dishes		87	\$1.09	\$53,141
VCRs, Video Cameras, and DVD Players		94	\$4.69	\$229,205
Miscellaneous Video Equipment		112	\$25.41	\$1,243,121
Video Cassettes and DVDs		90	\$5.19	\$254,131
Video Game Hardware/Accessories		96	\$44.43	\$2,173,475
Video Game Software		94	\$19.14	\$936,534
Rental/Streaming/Downloaded Video		91	\$156.44	\$7,653,494
Installation of Televisions		69	\$1.18	\$57,487
Audio (3)		88	\$125.32	\$6,130,990
Rental and Repair of TV/Radio/Sound Equipment		87	\$1.38	\$67,687
Pets		83	\$845.08	\$41,342,779
Toys/Games/Crafts/Hobbies (4)		84	\$153.91	\$7,529,556
Recreational Vehicles and Fees (5)		76	\$149.98	\$7,337,270
Sports/Recreation/Exercise Equipment (6)		89	\$272.48	\$13,330,274
Photo Equipment and Supplies (7)		83	\$50.75	\$2,482,705
Reading (8)		86	\$120.04	\$5,872,792
Catered Affairs (9)		85	\$33.87	\$1,656,982
Food		89	\$9,995.75	\$489,012,098
Food at Home		88	\$6,440.14	\$315,064,698
Bakery and Cereal Products		87	\$813.91	\$39,818,078
Meats, Poultry, Fish, and Eggs		90	\$1,416.99	\$69,322,035
Dairy Products		88	\$605.32	\$29,613,525
Fruits and Vegetables		89	\$1,284.52	\$62,841,433
Snacks and Other Food at Home (10)		87	\$2,319.40	\$113,469,626
Food Away from Home		91	\$3,555.61	\$173,947,400
Alcoholic Beverages		86	\$563.38	\$27,561,463

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Retail Goods and Services Expenditures

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	71	\$32,970.48	\$1,612,981,753
Value of Retirement Plans	73	\$117,793.27	\$5,762,682,329
Value of Other Financial Assets	78	\$7,076.66	\$346,204,271
Vehicle Loan Amount excluding Interest	89	\$3,159.29	\$154,558,988
Value of Credit Card Debt	86	\$2,486.23	\$121,631,522
Health			
Nonprescription Drugs	85	\$151.11	\$7,392,489
Prescription Drugs	75	\$309.79	\$15,155,545
Eyeglasses and Contact Lenses	80	\$100.83	\$4,932,959
Home			
Mortgage Payment and Basics (11)	82	\$11,027.36	\$539,480,514
Maintenance and Remodeling Services	79	\$3,681.93	\$180,127,595
Maintenance and Remodeling Materials (12)	77	\$662.89	\$32,429,724
Utilities, Fuel, and Public Services	86	\$5,113.51	\$250,163,216
Household Furnishings and Equipment			
Household Textiles (13)	89	\$117.05	\$5,726,083
Furniture	84	\$834.48	\$40,824,281
Rugs	80	\$36.59	\$1,790,061
Major Appliances (14)	84	\$493.20	\$24,128,135
Housewares (15)	88	\$94.71	\$4,633,577
Small Appliances	95	\$76.21	\$3,728,132
Luggage	86	\$17.90	\$875,647
Telephones and Accessories	83	\$83.74	\$4,096,677
Household Operations			
Child Care	85	\$469.22	\$22,955,229
Lawn and Garden (16)	77	\$541.44	\$26,488,211
Moving/Storage/Freight Express	92	\$111.49	\$5,454,122
Housekeeping Supplies (17)	87	\$791.05	\$38,699,972
Insurance			
Owners and Renters Insurance	79	\$654.33	\$32,011,028
Vehicle Insurance	91	\$1,925.32	\$94,190,585
Life/Other Insurance	78	\$530.00	\$25,928,558
Health Insurance	82	\$4,084.66	\$199,829,915
Personal Care Products (18)	90	\$504.18	\$24,665,510
School Books (19)	88	\$37.58	\$1,838,367
Smoking Products	84	\$391.26	\$19,141,414
Transportation			
Payments on Vehicles excluding Leases	86	\$2,617.58	\$128,057,262
Gasoline and Motor Oil	90	\$2,988.52	\$146,204,225
Vehicle Maintenance and Repairs	88	\$1,307.79	\$63,979,488
Travel			
Airline Fares	88	\$557.50	\$27,273,899
Lodging on Trips	81	\$795.21	\$38,903,187
Auto/Truck Rental on Trips	84	\$97.09	\$4,749,598
Food and Drink on Trips	84	\$624.00	\$30,527,210

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- (1) Apparel Products and Services** includes 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.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** 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.
- (7) Photo Equipment** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) 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.
- (18) 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Retail Goods and Services Expenditures

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Bright Young Professionals (8C)	11.1%	Population	301,366	300,036
Urban Edge Families (7C)	9.7%	Households	109,362	110,062
Parks and Rec (5C)	9.6%	Families	69,715	69,345
Forging Opportunity (7D)	7.4%	Median Age	35.4	37.0
Young and Restless (11B)	7.3%	Median Household Income	\$81,608	\$95,108
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		100	\$2,370.60	\$259,253,240
Men's		98	\$431.38	\$47,177,002
Women's		99	\$793.19	\$86,745,131
Children's		102	\$374.10	\$40,911,795
Footwear		103	\$515.28	\$56,352,087
Watches & Jewelry		92	\$210.00	\$22,965,547
Apparel Products and Services (1)		96	\$46.65	\$5,101,679
Computer				
Computers and Hardware for Home Use		103	\$278.70	\$30,478,961
Portable Memory		101	\$4.13	\$451,152
Computer Software		103	\$16.03	\$1,753,058
Computer Accessories		99	\$23.59	\$2,580,062
Entertainment & Recreation		95	\$3,874.50	\$423,723,373
Fees and Admissions		94	\$772.76	\$84,511,001
Membership Fees for Clubs (2)		90	\$270.63	\$29,596,274
Fees for Participant Sports, excl. Trips		93	\$124.14	\$13,576,527
Tickets to Theatre/Operas/Concerts		97	\$73.46	\$8,033,477
Tickets to Movies		109	\$26.84	\$2,935,637
Tickets to Parks or Museums		102	\$38.20	\$4,177,690
Admission to Sporting Events, excl. Trips		84	\$66.26	\$7,246,489
Fees for Recreational Lessons		100	\$172.40	\$18,854,484
Dating Services		105	\$0.83	\$90,423
TV/Video/Audio		95	\$1,266.15	\$138,468,575
Cable and Satellite Television Services		91	\$689.26	\$75,379,343
Televisions		99	\$150.85	\$16,497,541
Satellite Dishes		94	\$1.17	\$128,410
VCRs, Video Cameras, and DVD Players		104	\$5.18	\$566,944
Miscellaneous Video Equipment		112	\$25.45	\$2,783,176
Video Cassettes and DVDs		101	\$5.84	\$638,613
Video Game Hardware/Accessories		106	\$49.15	\$5,374,950
Video Game Software		106	\$21.50	\$2,351,598
Rental/Streaming/Downloaded Video		101	\$174.09	\$19,038,431
Installation of Televisions		84	\$1.43	\$156,653
Audio (3)		99	\$140.68	\$15,384,798
Rental and Repair of TV/Radio/Sound Equipment		97	\$1.54	\$168,119
Pets		94	\$952.39	\$104,154,990
Toys/Games/Crafts/Hobbies (4)		95	\$172.88	\$18,906,546
Recreational Vehicles and Fees (5)		87	\$171.64	\$18,771,186
Sports/Recreation/Exercise Equipment (6)		100	\$305.43	\$33,402,239
Photo Equipment and Supplies (7)		95	\$58.34	\$6,380,082
Reading (8)		98	\$136.88	\$14,969,255
Catered Affairs (9)		96	\$38.03	\$4,159,499
Food		99	\$11,110.14	\$1,215,026,965
Food at Home		98	\$7,159.81	\$783,010,622
Bakery and Cereal Products		97	\$908.19	\$99,321,970
Meats, Poultry, Fish, and Eggs		99	\$1,565.17	\$171,169,723
Dairy Products		98	\$674.74	\$73,790,435
Fruits and Vegetables		99	\$1,431.60	\$156,562,120
Snacks and Other Food at Home (10)		97	\$2,580.11	\$282,166,374
Food Away from Home		102	\$3,950.33	\$432,016,343
Alcoholic Beverages		97	\$636.38	\$69,595,876

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Retail Goods and Services Expenditures

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	84	\$39,094.43	\$4,275,444,992
Value of Retirement Plans	85	\$137,787.25	\$15,068,688,778
Value of Other Financial Assets	89	\$8,092.35	\$884,995,493
Vehicle Loan Amount excluding Interest	98	\$3,464.44	\$378,878,269
Value of Credit Card Debt	97	\$2,793.22	\$305,472,564
Health			
Nonprescription Drugs	94	\$167.41	\$18,307,755
Prescription Drugs	84	\$346.85	\$37,932,706
Eyeglasses and Contact Lenses	91	\$114.42	\$12,513,670
Home			
Mortgage Payment and Basics (11)	92	\$12,468.34	\$1,363,563,020
Maintenance and Remodeling Services	90	\$4,186.92	\$457,890,114
Maintenance and Remodeling Materials (12)	86	\$742.74	\$81,227,015
Utilities, Fuel, and Public Services	95	\$5,659.57	\$618,942,104
Household Furnishings and Equipment			
Household Textiles (13)	99	\$130.06	\$14,223,922
Furniture	95	\$936.88	\$102,458,784
Rugs	92	\$42.12	\$4,606,665
Major Appliances (14)	93	\$547.84	\$59,913,066
Housewares (15)	98	\$105.55	\$11,543,201
Small Appliances	104	\$83.71	\$9,154,833
Luggage	98	\$20.27	\$2,216,347
Telephones and Accessories	92	\$93.64	\$10,240,741
Household Operations			
Child Care	97	\$535.86	\$58,602,400
Lawn and Garden (16)	88	\$613.24	\$67,065,131
Moving/Storage/Freight Express	103	\$125.80	\$13,757,372
Housekeeping Supplies (17)	97	\$877.40	\$95,954,378
Insurance			
Owners and Renters Insurance	88	\$729.09	\$79,734,580
Vehicle Insurance	100	\$2,112.68	\$231,046,420
Life/Other Insurance	89	\$602.87	\$65,930,763
Health Insurance	91	\$4,569.51	\$499,730,989
Personal Care Products (18)	100	\$560.00	\$61,242,290
School Books (19)	100	\$42.40	\$4,636,601
Smoking Products	92	\$427.47	\$46,748,667
Transportation			
Payments on Vehicles excluding Leases	95	\$2,890.49	\$316,110,244
Gasoline and Motor Oil	98	\$3,273.35	\$357,980,151
Vehicle Maintenance and Repairs	98	\$1,450.97	\$158,680,972
Travel			
Airline Fares	99	\$631.21	\$69,030,047
Lodging on Trips	92	\$906.38	\$99,123,787
Auto/Truck Rental on Trips	95	\$110.56	\$12,090,831
Food and Drink on Trips	95	\$706.44	\$77,257,291

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) Apparel Products and Services** includes 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.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** 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.
- (7) Photo Equipment** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) 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.
- (18) 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Net Worth Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Summary	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	17,987	17,617	17,377	-240	-0.27%
Median Age	31.6	32.3	33.1	0.8	0.49%
Households	6,077	6,009	5,990	-19	-0.06%
Average Household Size	2.95	2.93	2.89	-0.04	-0.27%

2024 Households by Net Worth	Number	Percent
Total	6,009	100.0%
<\$15,000	1,378	22.9%
\$15,000-\$34,999	610	10.2%
\$35,000-\$49,999	218	3.6%
\$50,000-\$74,999	358	6.0%
\$75,000-\$99,999	341	5.7%
\$100,000-\$149,999	449	7.5%
\$150,000-\$249,999	624	10.4%
\$250,000-\$499,999	1,010	16.8%
\$500,000-\$999,999	548	9.1%
\$1,000,000-\$1,499,999	175	2.9%
\$1,500,000-\$1,999,999	62	1.0%
\$2,000,000+	237	3.9%

Median Net Worth	\$108,870
Average Net Worth	\$500,230

Wealth Index	59
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2024 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	351	1,355	1,347	1,101	844	628	382
<\$15,000	216	478	307	172	128	57	21
\$15,000-\$34,999	65	205	183	90	39	23	6
\$35,000-\$49,999	9	57	63	57	17	12	3
\$50,000-\$74,999	9	96	91	78	40	30	15
\$75,000-\$99,999	8	114	82	62	34	23	19
\$100,000-\$149,999	19	130	95	101	57	27	19
\$150,000-\$249,999	11	117	157	138	88	59	53
\$250,000-\$499,999	11	114	225	199	187	155	120
\$500,000-\$999,999	3	35	67	138	147	115	42
\$1000000+	1	10	78	67	107	127	83
Median Net Worth	\$12,222	\$34,184	\$82,984	\$144,251	\$264,222	\$347,197	\$323,960
Average Net Worth	\$46,604	\$103,555	\$347,616	\$477,817	\$750,548	\$1,150,843	\$1,305,500

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

Net Worth Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Summary	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	143,129	140,666	138,849	-1,817	-0.26%
Median Age	33.3	34.4	35.9	1.5	0.86%
Households	49,465	48,922	48,739	-183	-0.07%
Average Household Size	2.88	2.87	2.84	-0.03	-0.21%

2024 Households by Net Worth	Number	Percent
Total	48,922	100.0%
<\$15,000	8,331	17.0%
\$15,000-\$34,999	3,834	7.8%
\$35,000-\$49,999	1,466	3.0%
\$50,000-\$74,999	2,612	5.3%
\$75,000-\$99,999	2,672	5.5%
\$100,000-\$149,999	4,051	8.3%
\$150,000-\$249,999	5,754	11.8%
\$250,000-\$499,999	8,652	17.7%
\$500,000-\$999,999	5,526	11.3%
\$1,000,000-\$1,499,999	2,008	4.1%
\$1,500,000-\$1,999,999	781	1.6%
\$2,000,000+	3,233	6.6%

Median Net Worth	\$169,265
Average Net Worth	\$756,754

Wealth Index	73
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2024 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	2,126	9,440	10,592	8,908	7,826	5,990	4,040
<\$15,000	1,105	2,670	1,933	1,086	843	451	243
\$15,000-\$34,999	408	1,082	1,084	606	325	221	108
\$35,000-\$49,999	80	376	422	291	134	120	44
\$50,000-\$74,999	70	670	669	544	298	220	141
\$75,000-\$99,999	67	801	611	479	326	241	148
\$100,000-\$149,999	111	986	850	742	596	418	348
\$150,000-\$249,999	142	1,018	1,286	1,166	758	703	681
\$250,000-\$499,999	109	1,157	1,771	1,799	1,707	1,200	907
\$500,000-\$999,999	27	514	927	1,291	1,210	980	577
\$1000000+	7	166	1,039	903	1,630	1,435	842
Median Net Worth	\$14,430	\$71,334	\$130,762	\$201,107	\$311,818	\$345,517	\$304,796
Average Net Worth	\$67,495	\$150,408	\$557,897	\$690,827	\$1,208,404	\$1,428,351	\$1,332,337

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

Net Worth Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

Summary	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	303,957	301,366	300,036	-1,330	-0.09%
Median Age	34.4	35.4	37.0	1.6	0.89%
Households	109,150	109,362	110,062	700	0.13%
Average Household Size	2.77	2.74	2.71	-0.03	-0.22%

2024 Households by Net Worth	Number	Percent
Total	109,362	100.0%
<\$15,000	18,511	16.9%
\$15,000-\$34,999	8,093	7.4%
\$35,000-\$49,999	3,079	2.8%
\$50,000-\$74,999	5,368	4.9%
\$75,000-\$99,999	5,226	4.8%
\$100,000-\$149,999	7,915	7.2%
\$150,000-\$249,999	11,531	10.5%
\$250,000-\$499,999	18,225	16.7%
\$500,000-\$999,999	13,548	12.4%
\$1,000,000-\$1,499,999	5,835	5.3%
\$1,500,000-\$1,999,999	2,299	2.1%
\$2,000,000+	9,731	8.9%

Median Net Worth	\$197,326
Average Net Worth	\$984,626

Wealth Index	87
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2024 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	4,762	21,261	23,305	18,839	17,338	14,194	9,663
<\$15,000	2,470	6,105	4,006	2,177	1,834	1,185	734
\$15,000-\$34,999	821	2,453	2,269	1,157	658	473	262
\$35,000-\$49,999	163	850	849	575	292	247	103
\$50,000-\$74,999	134	1,458	1,323	1,016	610	470	359
\$75,000-\$99,999	121	1,468	1,221	895	623	523	375
\$100,000-\$149,999	210	1,944	1,643	1,419	1,175	839	684
\$150,000-\$249,999	355	2,193	2,532	2,204	1,506	1,406	1,334
\$250,000-\$499,999	406	2,824	3,799	3,527	3,262	2,427	1,981
\$500,000-\$999,999	65	1,454	2,541	2,915	2,643	2,427	1,503
\$1000000+	16	513	3,121	2,955	4,735	4,197	2,327
Median Net Worth	\$14,456	\$69,995	\$159,616	\$248,523	\$368,456	\$429,003	\$339,867
Average Net Worth	\$80,823	\$165,937	\$715,254	\$956,719	\$1,562,762	\$1,849,227	\$1,628,077

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

Disposable Income Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	17,987	17,617	17,377	-240	-0.27%
Median Age	31.6	32.3	33.1	0.8	0.49%
Households	6,077	6,009	5,990	-19	-0.06%
Average Household Size	2.95	2.93	2.89	-0.04	-0.27%

2024 Households by Disposable Income	Number	Percent
Total	6,009	100.0%
<\$15,000	440	7.3%
\$15,000-\$24,999	362	6.0%
\$25,000-\$34,999	469	7.8%
\$35,000-\$49,999	1,193	19.9%
\$50,000-\$74,999	1,455	24.2%
\$75,000-\$99,999	837	13.9%
\$100,000-\$149,999	985	16.4%
\$150,000-\$199,999	145	2.4%
\$200,000+	123	2.0%
Median Disposable Income	\$56,768	
Average Disposable Income	\$69,284	

2024 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	351	1,355	1,347	1,101	844	628	382
<\$15,000	48	75	77	50	80	65	45
\$15,000-\$24,999	29	78	41	52	55	39	69
\$25,000-\$34,999	36	80	55	63	69	90	78
\$35,000-\$49,999	88	348	229	196	139	133	60
\$50,000-\$74,999	82	360	376	233	193	163	48
\$75,000-\$99,999	37	207	202	216	121	34	20
\$100,000-\$149,999	29	178	288	217	143	73	57
\$150,000-\$199,999	1	17	36	46	28	16	1
\$200,000+	1	13	45	27	16	17	4
Median Disposable Income	\$44,288	\$54,534	\$65,626	\$68,596	\$57,687	\$48,132	\$34,821
Average Disposable Income	\$52,310	\$65,104	\$78,975	\$78,461	\$69,664	\$61,586	\$51,077

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data in 2020 geographies.

Disposable Income Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	143,129	140,666	138,849	-1,817	-0.26%
Median Age	33.3	34.4	35.9	1.5	0.86%
Households	49,465	48,922	48,739	-183	-0.07%
Average Household Size	2.88	2.87	2.84	-0.03	-0.21%

2024 Households by Disposable Income	Number	Percent
Total	48,922	100.0%
<\$15,000	3,064	6.3%
\$15,000-\$24,999	4,099	8.4%
\$25,000-\$34,999	3,883	7.9%
\$35,000-\$49,999	7,967	16.3%
\$50,000-\$74,999	11,206	22.9%
\$75,000-\$99,999	6,542	13.4%
\$100,000-\$149,999	8,554	17.5%
\$150,000-\$199,999	1,898	3.9%
\$200,000+	1,709	3.5%
Median Disposable Income	\$59,483	
Average Disposable Income	\$74,299	

2024 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	2,126	9,440	10,592	8,908	7,826	5,990	4,040
<\$15,000	247	425	444	373	566	499	511
\$15,000-\$24,999	255	684	449	526	601	590	994
\$25,000-\$34,999	239	552	501	484	643	819	645
\$35,000-\$49,999	450	1,897	1,574	1,327	1,188	1,041	489
\$50,000-\$74,999	491	2,358	2,607	1,778	1,835	1,487	651
\$75,000-\$99,999	236	1,545	1,465	1,705	998	367	225
\$100,000-\$149,999	186	1,489	2,587	1,782	1,237	853	421
\$150,000-\$199,999	10	275	428	552	436	159	38
\$200,000+	11	217	538	379	322	175	66
Median Disposable Income	\$44,483	\$59,525	\$71,175	\$74,294	\$59,752	\$50,462	\$32,431
Average Disposable Income	\$53,209	\$72,261	\$85,580	\$84,381	\$76,118	\$64,432	\$49,463

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data in 2020 geographies.

Disposable Income Profile

Thornton Shopping Center 2
80229, Denver, Colorado
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.85799
Longitude: -104.97622

	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	303,957	301,366	300,036	-1,330	-0.09%
Median Age	34.4	35.4	37.0	1.6	0.89%
Households	109,150	109,362	110,062	700	0.13%
Average Household Size	2.77	2.74	2.71	-0.03	-0.22%

2024 Households by Disposable Income	Number	Percent
Total	109,362	100.0%
<\$15,000	6,883	6.3%
\$15,000-\$24,999	7,998	7.3%
\$25,000-\$34,999	7,832	7.2%
\$35,000-\$49,999	16,305	14.9%
\$50,000-\$74,999	23,448	21.4%
\$75,000-\$99,999	14,486	13.2%
\$100,000-\$149,999	20,812	19.0%
\$150,000-\$199,999	6,031	5.5%
\$200,000+	5,565	5.1%
Median Disposable Income	\$64,321	
Average Disposable Income	\$81,211	

2024 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	4,762	21,261	23,305	18,839	17,338	14,194	9,663
<\$15,000	565	935	964	774	1,176	1,175	1,294
\$15,000-\$24,999	552	1,406	860	927	1,144	1,172	1,937
\$25,000-\$34,999	538	1,163	957	887	1,266	1,607	1,415
\$35,000-\$49,999	1,016	4,015	3,080	2,493	2,337	2,208	1,157
\$50,000-\$74,999	1,079	4,967	5,204	3,359	3,687	3,421	1,733
\$75,000-\$99,999	513	3,494	3,131	3,430	2,234	1,075	607
\$100,000-\$149,999	420	3,634	6,065	4,005	3,104	2,448	1,136
\$150,000-\$199,999	36	923	1,347	1,692	1,354	527	151
\$200,000+	43	724	1,697	1,274	1,036	560	232
Median Disposable Income	\$44,480	\$63,060	\$78,680	\$80,534	\$66,557	\$54,729	\$36,836
Average Disposable Income	\$54,176	\$77,553	\$93,612	\$94,024	\$85,002	\$71,757	\$54,783

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data in 2020 geographies.