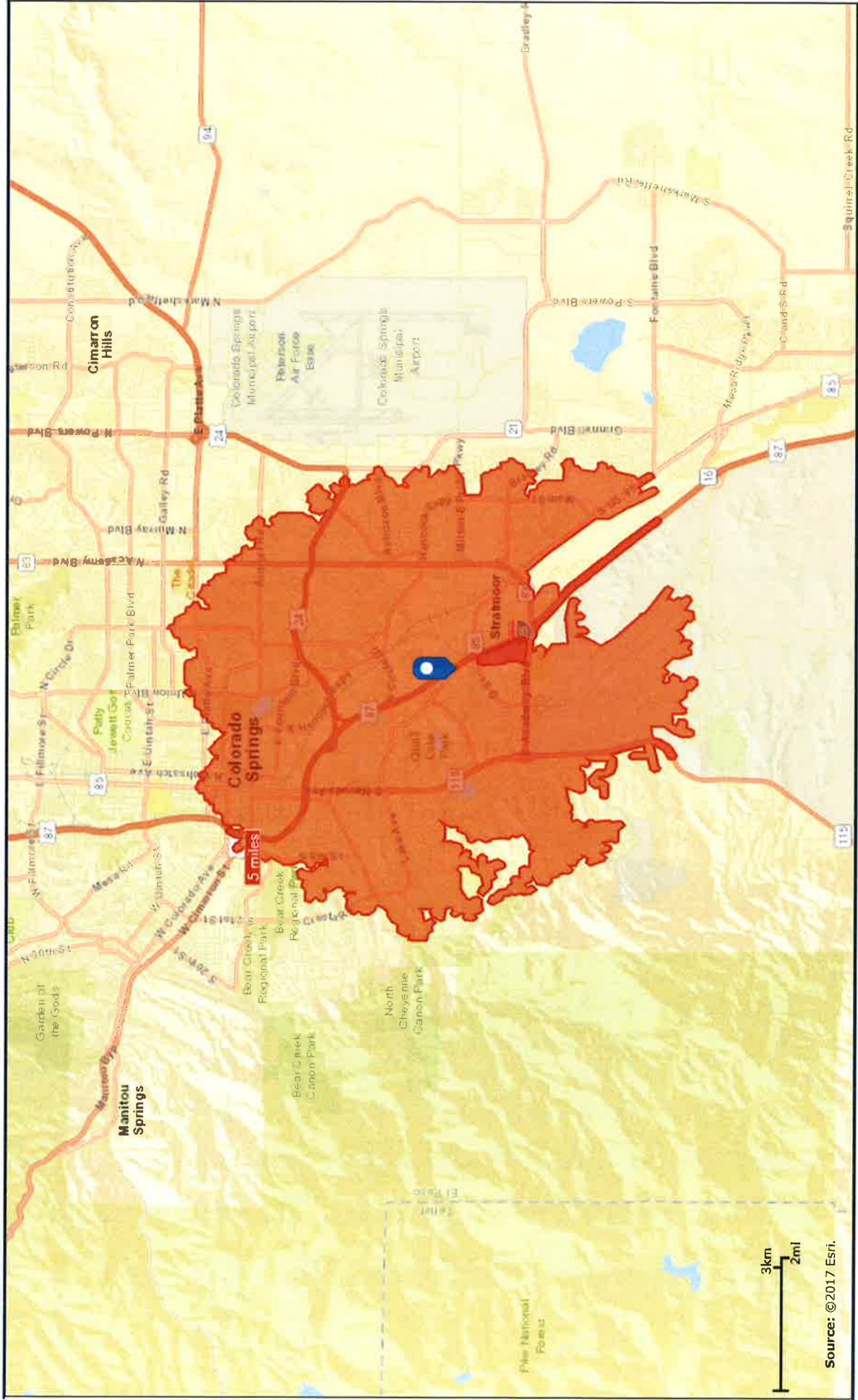




South Academy Highlands 5 Mile Radius





Executive Summary

Venetucci Blvd, Colorado Springs, Colorado, 80906
Rings: 5 mile radii

Prepared by Esri
Latitude: 38.77033
Longitude: -104.78516

5 miles

Population

2000 Population	153,237
2010 Population	163,195
2020 Population	177,598
2025 Population	186,174
2000-2010 Annual Rate	0.63%
2010-2020 Annual Rate	0.83%
2020-2025 Annual Rate	0.95%
2020 Male Population	50.7%
2020 Female Population	49.3%
2020 Median Age	32.2

In the identified area, the current year population is 177,598. In 2010, the Census count in the area was 163,195. The rate of change since 2010 was 0.83% annually. The five-year projection for the population in the area is 186,174 representing a change of 0.95% annually from 2020 to 2025. Currently, the population is 50.7% male and 49.3% female.

Median Age

The median age in this area is 32.2, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	66.3%
2020 Black Alone	11.4%
2020 American Indian/Alaska Native Alone	1.3%
2020 Asian Alone	2.8%
2020 Pacific Islander Alone	0.6%
2020 Other Race	10.4%
2020 Two or More Races	7.2%
2020 Hispanic Origin (Any Race)	27.4%

Persons of Hispanic origin represent 27.4% of the population in the identified area compared to 18.8% 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 72.7 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	66
2000 Households	55,981
2010 Households	61,274
2020 Total Households	67,031
2025 Total Households	70,610
2000-2010 Annual Rate	0.91%
2010-2020 Annual Rate	0.88%
2020-2025 Annual Rate	1.05%
2020 Average Household Size	2.50

The household count in this area has changed from 61,274 in 2010 to 67,031 in the current year, a change of 0.88% annually. The five-year projection of households is 70,610, a change of 1.05% annually from the current year total. Average household size is currently 2.50, compared to 2.51 in the year 2010. The number of families in the current year is 41,895 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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



Executive Summary

Venetucci Blvd, Colorado Springs, Colorado, 80906
Rings: 5 mile radii

Prepared by Esri
Latitude: 38.77033
Longitude: -104.78515

5 miles

Mortgage Income

2020 Percent of Income for Mortgage 19.0%

Median Household Income

2020 Median Household Income \$50,627

2025 Median Household Income \$53,357

2020-2025 Annual Rate 1.06%

Average Household Income

2020 Average Household Income \$68,336

2025 Average Household Income \$74,368

2020-2025 Annual Rate 1.71%

Per Capita Income

2020 Per Capita Income \$26,671

2025 Per Capita Income \$29,048

2020-2025 Annual Rate 1.72%

Households by Income

Current median household income is \$50,627 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$53,357 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$68,336 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$74,368 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$26,671 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$29,048 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index 134

2000 Total Housing Units 59,335

2000 Owner Occupied Housing Units 30,531

2000 Renter Occupied Housing Units 25,450

2000 Vacant Housing Units 3,354

2010 Total Housing Units 66,796

2010 Owner Occupied Housing Units 31,950

2010 Renter Occupied Housing Units 29,324

2010 Vacant Housing Units 5,522

2020 Total Housing Units 70,777

2020 Owner Occupied Housing Units 35,508

2020 Renter Occupied Housing Units 31,522

2020 Vacant Housing Units 3,746

2025 Total Housing Units 74,354

2025 Owner Occupied Housing Units 37,476

2025 Renter Occupied Housing Units 33,135

2025 Vacant Housing Units 3,744

Currently, 50.2% of the 70,777 housing units in the area are owner occupied; 44.5%, renter occupied; and 5.3% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 66,796 housing units in the area - 47.8% owner occupied, 43.9% renter occupied, and 8.3% vacant. The annual rate of change in housing units since 2010 is 2.61%. Median home value in the area is \$230,240, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 5.04% annually to \$294,408.

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



Retail Goods and Services Expenditures

Venetucci Blvd, Colorado Springs, Colorado, 80906
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.77033
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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Metro Fusion (11C)	11.6%	Population	177,598	186,174
Front Porches (8E)	9.8%	Households	67,031	70,610
Young and Restless (11B)	9.3%	Families	41,895	43,729
Old and Newcomers (8F)	6.8%	Median Age	32.2	32.6
American Dreamers (7C)	6.6%	Median Household Income	\$50,627	\$53,357
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		79	\$1,699.07	\$113,890,051
Men's		79	\$331.92	\$22,249,142
Women's		77	\$581.59	\$38,984,436
Children's		82	\$261.47	\$17,526,546
Footwear		82	\$393.23	\$26,358,421
Watches & Jewelry		76	\$88.05	\$5,901,955
Apparel Products and Services (1)		74	\$42.81	\$2,869,551
Computer				
Computers and Hardware for Home Use		80	\$130.30	\$8,734,404
Portable Memory		80	\$3.10	\$207,477
Computer Software		82	\$7.94	\$531,905
Computer Accessories		79	\$13.90	\$931,626
Entertainment & Recreation		75	\$2,433.92	\$163,147,974
Fees and Admissions		75	\$539.65	\$36,172,986
Membership Fees for Clubs (2)		75	\$178.98	\$11,996,953
Fees for Participant Sports, excl. Trips		77	\$75.29	\$5,046,664
Tickets to Theatre/Operas/Concerts		74	\$60.16	\$4,032,675
Tickets to Movies		84	\$48.06	\$3,221,216
Tickets to Parks or Museums		77	\$25.37	\$1,700,886
Admission to Sporting Events, excl. Trips		71	\$44.58	\$2,988,329
Fees for Recreational Lessons		73	\$106.50	\$7,138,899
Dating Services		88	\$0.71	\$47,363
TV/Video/Audio		77	\$901.73	\$60,443,554
Cable and Satellite Television Services		75	\$607.01	\$40,688,665
Televisions		81	\$87.53	\$5,867,338
Satellite Dishes		79	\$0.93	\$62,273
VCRs, Video Cameras, and DVD Players		81	\$4.24	\$283,940
Miscellaneous Video Equipment		77	\$19.11	\$1,280,891
Video Cassettes and DVDs		82	\$8.20	\$549,565
Video Game Hardware/Accessories		89	\$25.16	\$1,686,710
Video Game Software		89	\$14.72	\$986,429
Rental/Streaming/Downloaded Video		87	\$47.16	\$3,161,440
Installation of Televisions		71	\$0.77	\$51,291
Audio (3)		80	\$84.82	\$5,685,696
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.08	\$139,316
Pets		72	\$498.04	\$33,384,025
Toys/Games/Crafts/Hobbies (4)		80	\$97.58	\$6,540,953
Recreational Vehicles and Fees (5)		60	\$93.20	\$6,247,437
Sports/Recreation/Exercise Equipment (6)		78	\$159.11	\$10,665,351
Photo Equipment and Supplies (7)		80	\$40.94	\$2,744,185
Reading (8)		76	\$81.25	\$5,446,515
Catered Affairs (9)		75	\$22.42	\$1,502,969
Food		78	\$7,144.25	\$478,885,913
Food at Home		78	\$4,167.18	\$279,330,233
Bakery and Cereal Products		77	\$537.51	\$36,030,042
Meats, Poultry, Fish, and Eggs		78	\$910.29	\$61,017,913
Dairy Products		77	\$424.17	\$28,432,408
Fruits and Vegetables		78	\$816.80	\$54,750,816
Snacks and Other Food at Home (10)		79	\$1,478.41	\$99,099,052
Food Away from Home		79	\$2,977.07	\$199,555,680
Alcoholic Beverages		77	\$476.03	\$31,908,786

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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Venetucci Blvd, Colorado Springs, Colorado, 80906
Ring: 5 mile radius

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	72	\$17,533.84	\$1,175,311,047
Value of Retirement Plans	68	\$64,989.02	\$4,356,278,902
Value of Other Financial Assets	68	\$5,551.02	\$372,090,329
Vehicle Loan Amount excluding Interest	81	\$2,364.35	\$158,485,053
Value of Credit Card Debt	76	\$1,983.23	\$132,937,680
Health			
Nonprescription Drugs	75	\$111.92	\$7,501,894
Prescription Drugs	73	\$255.18	\$17,104,686
Eyeglasses and Contact Lenses	72	\$67.72	\$4,539,340
Home			
Mortgage Payment and Basics (11)	67	\$7,025.96	\$470,957,213
Maintenance and Remodeling Services	67	\$1,719.54	\$115,262,474
Maintenance and Remodeling Materials (12)	64	\$354.95	\$23,792,869
Utilities, Fuel, and Public Services	77	\$3,773.05	\$252,911,219
Household Furnishings and Equipment			
Household Textiles (13)	79	\$79.91	\$5,356,511
Furniture	78	\$498.71	\$33,428,716
Rugs	71	\$25.00	\$1,675,480
Major Appliances (14)	73	\$261.97	\$17,560,197
Housewares (15)	77	\$74.21	\$4,974,262
Small Appliances	80	\$39.74	\$2,663,640
Luggage	82	\$11.97	\$802,585
Telephones and Accessories	77	\$68.04	\$4,560,999
Household Operations			
Child Care	78	\$400.43	\$26,841,235
Lawn and Garden (16)	68	\$330.11	\$22,127,867
Moving/Storage/Freight Express	90	\$54.38	\$3,645,147
Housekeeping Supplies (17)	78	\$601.85	\$40,342,741
Insurance			
Owners and Renters Insurance	69	\$414.13	\$27,759,585
Vehicle Insurance	80	\$1,447.94	\$97,056,982
Life/Other Insurance	69	\$375.63	\$25,178,747
Health Insurance	75	\$2,767.41	\$185,502,349
Personal Care Products (18)	80	\$397.84	\$26,667,882
School Books and Supplies (19)	82	\$120.99	\$8,110,365
Smoking Products	79	\$319.52	\$21,417,924
Transportation			
Payments on Vehicles excluding Leases	77	\$1,990.32	\$133,413,093
Gasoline and Motor Oil	79	\$1,869.75	\$125,331,072
Vehicle Maintenance and Repairs	79	\$920.78	\$61,720,555
Travel			
Airline Fares	75	\$449.75	\$30,147,350
Lodging on Trips	71	\$463.35	\$31,058,507
Auto/Truck Rental on Trips	76	\$22.00	\$1,474,821
Food and Drink on Trips	74	\$426.48	\$28,587,448

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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