



## Executive Summary R2

Venetucci Blvd  
4381-4399 Venetucci Blvd, Colorado Springs, Colorado, 80906  
Rings: 5 mile radii

Prepared by Esri  
Latitude: 38.76873  
Longitude: -104.78393

5 miles

### Population

2018 Population	174,661
2023 Population	183,021
2010-2018 Annual Rate	1.01%
2018-2023 Annual Rate	0.94%
2018 Male Population	50.5%
2018 Female Population	49.5%
2018 Median Age	32.0

In the identified area, the current year population is 174,661. In 2010, the Census count in the area was 160,811. The rate of change since 2010 was 1.01% annually. The five-year projection for the population in the area is 183,021 representing a change of 0.94% annually from 2018 to 2023. Currently, the population is 50.5% male and 49.5% female.

### Median Age

The median age in this area is 32.0, compared to U.S. median age of 38.3.

### Race and Ethnicity

2018 White Alone	66.8%
2018 Black Alone	11.5%
2018 American Indian/Alaska Native Alone	1.3%
2018 Asian Alone	2.7%
2018 Pacific Islander Alone	0.7%
2018 Other Race	10.0%
2018 Two or More Races	7.1%
2018 Hispanic Origin (Any Race)	26.5%

Persons of Hispanic origin represent 26.5% of the population in the identified area compared to 18.3% 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 71.9 in the identified area, compared to 64.3 for the U.S. as a whole.

### Households

2018 Total Households	65,724
2023 Total Households	69,120
2000-2010 Annual Rate	0.93%
2010-2018 Annual Rate	1.08%
2018-2023 Annual Rate	1.01%
2018 Average Household Size	2.52

The household count in this area has changed from 60,141 in 2010 to 65,724 in the current year, a change of 1.08% annually. The five-year projection of households is 69,120, a change of 1.01% annually from the current year total. Average household size is currently 2.52, compared to 2.52 in the year 2010. The number of families in the current year is 41,932 in the specified area.



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### Median Household Income

2018 Median Household Income	\$49,734
2023 Median Household Income	\$55,324
2018-2023 Annual Rate	2.15%

### Average Household Income

2018 Average Household Income	\$67,437
2023 Average Household Income	\$76,059
2018-2023 Annual Rate	2.44%

### Per Capita Income

2018 Per Capita Income	\$26,399
2023 Per Capita Income	\$29,699
2018-2023 Annual Rate	2.38%

### Households by Income

Current median household income is \$49,734 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$55,324 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$67,437 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$76,059 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$26,399 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$29,699 in five years, compared to \$36,530 for all U.S. households

### Housing

2018 Total Housing Units	69,683
2018 Owner Occupied Housing Units	33,911
2018 Renter Occupied Housing Units	31,813
2018 Vacant Housing Units	3,959
2023 Total Housing Units	72,800
2023 Owner Occupied Housing Units	37,196
2023 Renter Occupied Housing Units	31,924
2023 Vacant Housing Units	3,680

Currently, 48.7% of the 69,683 housing units in the area are owner occupied; 45.7%, renter occupied; and 5.7% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 65,469 housing units in the area - 48.3% owner occupied, 43.5% renter occupied, and 8.1% vacant. The annual rate of change in housing units since 2010 is 2.81%. Median home value in the area is \$199,899, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 6.41% annually to \$272,684.



# Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Metro Fusion (11C)	11.7%	Population	177,559	186,163
Front Porches (8E)	9.7%	Households	67,057	70,570
Young and Restless (11B)	8.9%	Families	42,449	44,282
Old and Newcomers (8F)	6.7%	Median Age	32.0	32.7
American Dreamers (7C)	6.6%	Median Household Income	\$49,322	\$55,006
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		83	\$1,812.19	\$121,519,972
Men's		83	\$341.71	\$22,914,212
Women's		83	\$613.52	\$41,140,616
Children's		86	\$276.61	\$18,548,858
Footwear		84	\$396.48	\$26,586,733
Watches & Jewelry		81	\$116.76	\$7,829,756
Apparel Products and Services (1)		81	\$67.10	\$4,499,797
<b>Computer</b>				
Computers and Hardware for Home Use		86	\$146.99	\$9,856,638
Portable Memory		88	\$4.76	\$319,343
Computer Software		89	\$9.40	\$630,487
Computer Accessories		84	\$15.84	\$1,062,475
<b>Entertainment &amp; Recreation</b>		80	\$2,575.93	\$172,734,367
Fees and Admissions		79	\$538.55	\$36,113,371
Membership Fees for Clubs (2)		78	\$175.54	\$11,771,348
Fees for Participant Sports, excl. Trips		80	\$89.89	\$6,027,801
Tickets to Theatre/Operas/Concerts		79	\$52.25	\$3,503,698
Tickets to Movies/Museums/Parks		86	\$68.81	\$4,614,343
Admission to Sporting Events, excl. Trips		75	\$44.74	\$2,999,996
Fees for Recreational Lessons		77	\$106.61	\$7,149,115
Dating Services		104	\$0.70	\$47,069
TV/Video/Audio		83	\$1,080.15	\$72,431,364
Cable and Satellite Television Services		81	\$784.31	\$52,593,177
Televisions		86	\$102.19	\$6,852,668
Satellite Dishes		81	\$1.42	\$94,906
VCRs, Video Cameras, and DVD Players		90	\$4.95	\$332,095
Miscellaneous Video Equipment		77	\$11.12	\$745,564
Video Cassettes and DVDs		87	\$10.81	\$725,096
Video Game Hardware/Accessories		93	\$27.57	\$1,849,017
Video Game Software		94	\$14.09	\$944,723
Streaming/Downloaded Video		91	\$30.22	\$2,026,562
Rental of Video Cassettes and DVDs		89	\$11.37	\$762,254
Installation of Televisions		77	\$0.71	\$47,284
Audio (3)		84	\$78.16	\$5,241,473
Rental and Repair of TV/Radio/Sound Equipment		94	\$3.23	\$216,546
Pets		76	\$484.66	\$32,499,868
Toys/Games/Crafts/Hobbies (4)		84	\$96.59	\$6,476,958
Recreational Vehicles and Fees (5)		70	\$76.98	\$5,162,111
Sports/Recreation/Exercise Equipment (6)		80	\$143.11	\$9,596,724
Photo Equipment and Supplies (7)		83	\$44.31	\$2,971,519
Reading (8)		79	\$89.16	\$5,978,764
Catered Affairs (9)		83	\$22.42	\$1,503,689
<b>Food</b>		83	\$7,112.76	\$476,960,601
Food at Home		83	\$4,166.85	\$279,416,420
Bakery and Cereal Products		83	\$545.95	\$36,609,843
Meats, Poultry, Fish, and Eggs		83	\$940.62	\$63,074,823
Dairy Products		82	\$424.25	\$28,449,163
Fruits and Vegetables		83	\$817.11	\$54,792,973
Snacks and Other Food at Home (10)		83	\$1,438.92	\$96,489,618
Food Away from Home		84	\$2,945.91	\$197,544,181
Alcoholic Beverages		83	\$465.42	\$31,209,980

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	72	\$3,633.81	\$243,672,389
Value of Retirement Plans	71	\$16,540.55	\$1,109,159,611
Value of Other Financial Assets	77	\$1,081.64	\$72,531,827
Vehicle Loan Amount excluding Interest	81	\$2,266.41	\$151,978,824
Value of Credit Card Debt	81	\$474.81	\$31,839,156
<b>Health</b>			
Nonprescription Drugs	80	\$106.81	\$7,162,387
Prescription Drugs	77	\$276.54	\$18,544,113
Eyeglasses and Contact Lenses	78	\$72.48	\$4,860,377
<b>Home</b>			
Mortgage Payment and Basics (11)	72	\$6,185.18	\$414,759,451
Maintenance and Remodeling Services	70	\$1,438.31	\$96,448,554
Maintenance and Remodeling Materials (12)	68	\$332.72	\$22,311,283
Utilities, Fuel, and Public Services	81	\$4,019.01	\$269,502,844
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	83	\$82.37	\$5,523,223
Furniture	83	\$508.30	\$34,085,302
Rugs	76	\$18.80	\$1,260,802
Major Appliances (14)	77	\$267.84	\$17,960,553
Housewares (15)	80	\$82.63	\$5,540,759
Small Appliances	84	\$41.21	\$2,763,598
Luggage	84	\$11.48	\$769,699
Telephones and Accessories	84	\$59.14	\$3,966,060
<b>Household Operations</b>			
Child Care	81	\$415.97	\$27,893,803
Lawn and Garden (16)	73	\$312.75	\$20,972,249
Moving/Storage/Freight Express	96	\$61.91	\$4,151,407
Housekeeping Supplies (17)	81	\$579.30	\$38,846,441
<b>Insurance</b>			
Owners and Renters Insurance	72	\$410.44	\$27,522,976
Vehicle Insurance	82	\$1,035.54	\$69,440,225
Life/Other Insurance	73	\$302.68	\$20,296,636
Health Insurance	78	\$2,947.33	\$197,639,194
Personal Care Products (18)	84	\$406.26	\$27,242,825
School Books and Supplies (19)	86	\$129.09	\$8,656,655
Smoking Products	84	\$347.36	\$23,292,915
<b>Transportation</b>			
Payments on Vehicles excluding Leases	81	\$1,947.64	\$130,602,747
Gasoline and Motor Oil	83	\$1,997.01	\$133,913,672
Vehicle Maintenance and Repairs	82	\$880.44	\$59,039,507
<b>Travel</b>			
Airline Fares	80	\$421.77	\$28,282,760
Lodging on Trips	76	\$437.22	\$29,318,479
Auto/Truck Rental on Trips	80	\$22.03	\$1,477,212
Food and Drink on Trips	79	\$407.86	\$27,349,789

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