



MARKET SNAPSHOT

Denver, CO DMA

Population	2019 Ranking	2019 Population
Total	17	4,612,806
Hispanic	15	1,097,405
White Non-Hispanic	14	3,048,581
Black Non-Hispanic	58	180,798
Asian & PI Non-Hispanic	21	171,124

Source: Claritas Geoscape AMDS 2019

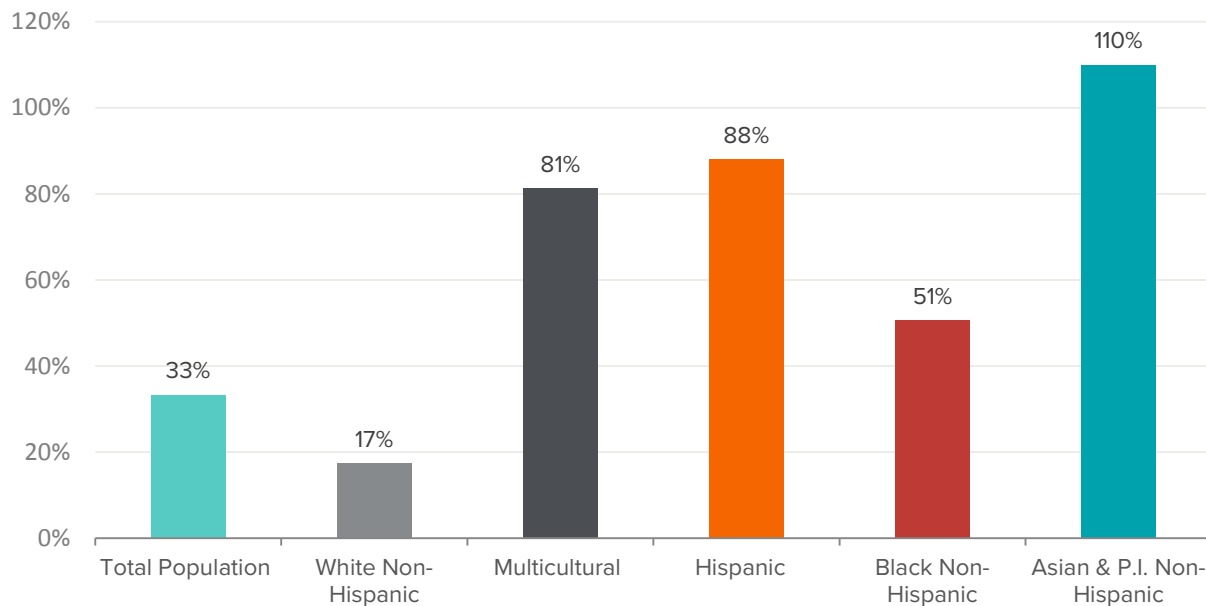
The Denver, Colorado Designated Market Area (DMA) is the 17th most populous in the United States and stretches from the New Mexico border all the way north to the border between Wyoming and Montana.

The DMA is home to more than 4.6 million people, and its multicultural population currently makes up approximately 34% of its total population.

For more multicultural consumer insights, visit <https://www.claritas.com/multicultural-solutions>

The non-Hispanic Asian & P.I. population in the Denver area continued to grow at historically high rates of more than 110% between 2000 and 2019. The Hispanic population in Denver also continues to show significant growth. In fact, the Hispanic population has experienced 88% growth between 2000 and 2019 and now makes up nearly 24% of the total population. Today, the Denver DMA is home to more than 1 million Hispanics. In general, Hispanics within the Denver DMA skew more acculturated with three out of every four individuals of Hispanic origin falling into Hispanicity segments HA1-HA3. While White Non-Hispanics make up 66.1% of the total population, this segment has grown at a much slower pace and only witnessed a 17% growth during the same period.

Percent Change 2000-2019



Source: Claritas Geoscape AMDS 2019

Facts About The Denver, CO DMA

In the Denver, DMA:

- Nearly 25% of the population falls between the ages of 18-34
- The average age of the population is 39
- The estimated average household income in 2019 is \$101,496
- Family households make up nearly 63% of the population
- 43% of the households are comprised of married couples with no children of their own
- 65% of the households in the Denver DMA live in owned housing units.

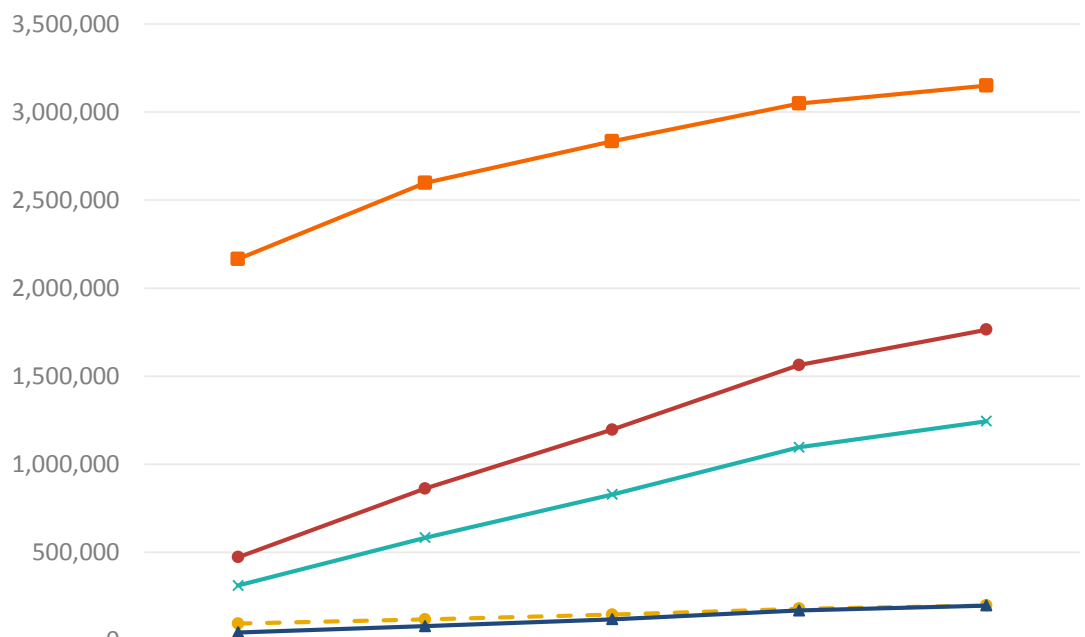
Source: Claritas Pop-Facts 2019 and Geoscape AMDS 2019

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Denver’s relatively central location makes it a natural location as a distribution hub for the American west, while also supporting a number of growing industries in technology and telecommunications. Its location just east of the mineral-rich Rocky Mountain range encouraged mining and energy companies to spring up in the area, making the energy industry another staple of Denver's economy.

Some might say that Denver is experiencing a gold rush of a different color: green. After Colorado residents voted to legalize recreational marijuana in 2012, Denver has seen a surge in cannabis-related commerce. Businesses in Colorado reported roughly \$1.1 billion in legal sales of medical and recreational marijuana and related products in 2016, according to tax data from the state's Department of Revenue.

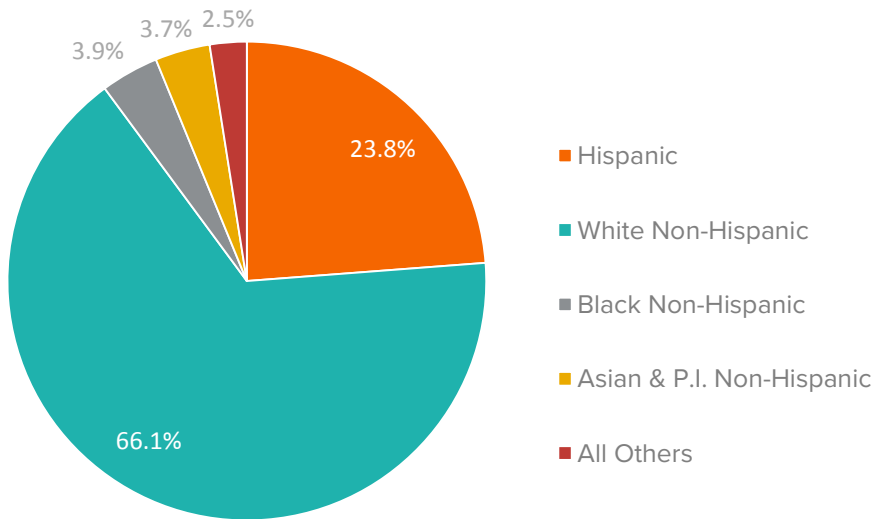
Denver DMA Population by Race/Ethnicity



	1990	2000	2010	2019	2024
White Non-Hispanic Population	2,166,403	2,597,445	2,833,582	3,048,581	3,150,634
Hispanic Population	312,041	583,721	829,309	1,097,405	1,244,894
Black Non-Hispanic Population	96,151	120,069	146,823	180,798	199,247
Asian & P.I Non-Hispanic Population	46,186	81,490	120,750	171,124	198,839
Multicultural	47,289	86,295	119,747	156,422	176,435

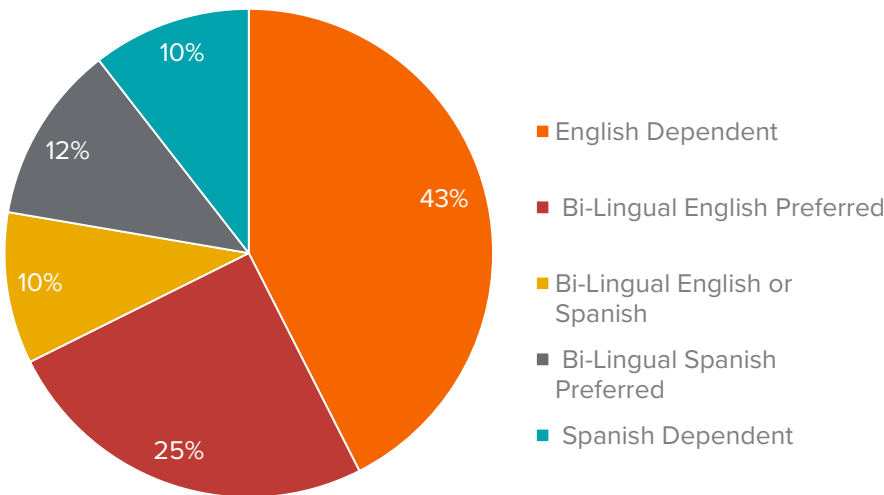
Source: Claritas Geoscape AMDS 2019

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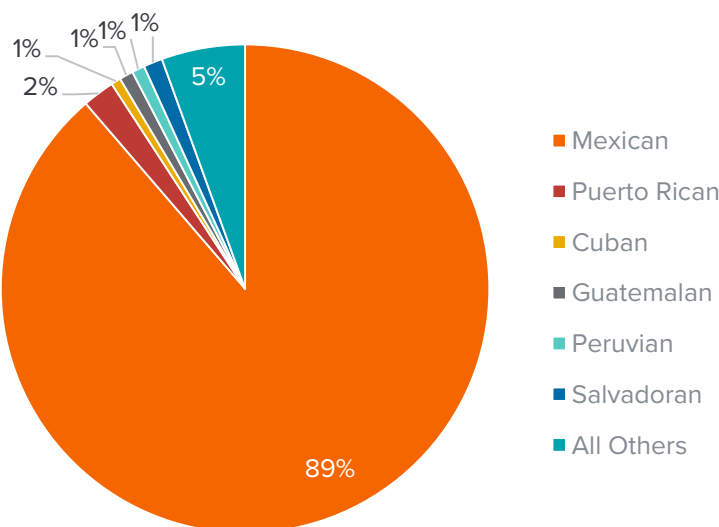
2019 Population By Race/Ethnicity Percent

Approx. 34% of the population in the Denver DMA is multicultural. Hispanics account for the largest multicultural segment at 23.8% of the total population within the DMA.



2019 Language Usage By Percent

Approximately 22% of the DMA's population is Spanish language-preferred or Spanish dependent.



2019 Hispanic Population By Country of Origin (Percent)

The majority of the Hispanic population in the Denver DMA are of Mexican descent (89%). People of Puerto Rican descent account for the 2nd largest Hispanic group in the DMA, accounting for over 23,240 individuals.

Source: Claritas Geoscape AMDS 2019

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In Denver, **48%** of the DMA's Hispanic population classifies as Acculturated. These individuals are known as HA1s and HA2s.



HISPANICITY™ Segments

HA1: Americanizado (National Avg. 17.1%)

- English Dominant (nearly no Spanish)
- Born in US; 3rd+ generation
- Few Hispanic cultural practices

HA2: Nueva Latina (National Avg. 29%)

- English Preferred (some Spanish)
- Born in U.S.; 2nd generation
- Some Hispanic cultural practices; often “retro-acculturate”

HA3: AmBi-Cultural (National Avg. 26.6%)

- Bi-Lingual (equal or nearly)
- Immigrant as child or young adult
- Many Hispanic cultural practices

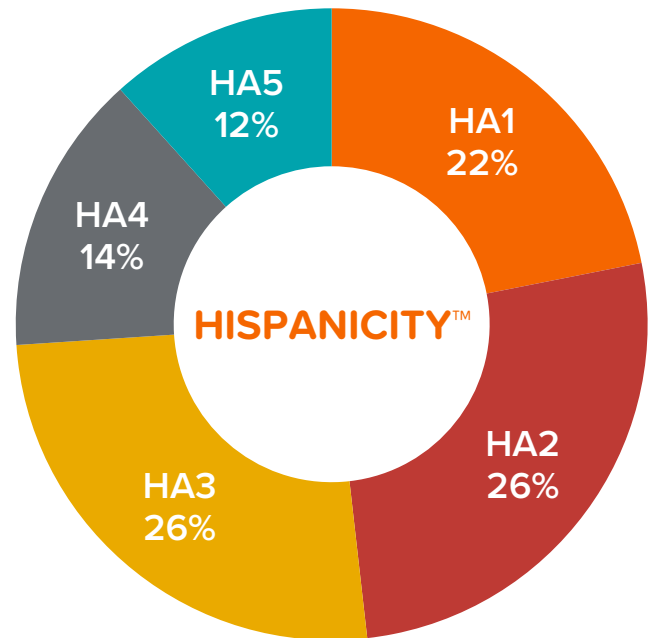
HA4: Hispano (National Avg. 15.5%)

- Spanish Preferred (some English)
- Immigrant as adult, in U.S. 10+ years
- Pre-dominant Hispanic cultural practices

HA5: Latinoamerica (National Avg. 12.8%)

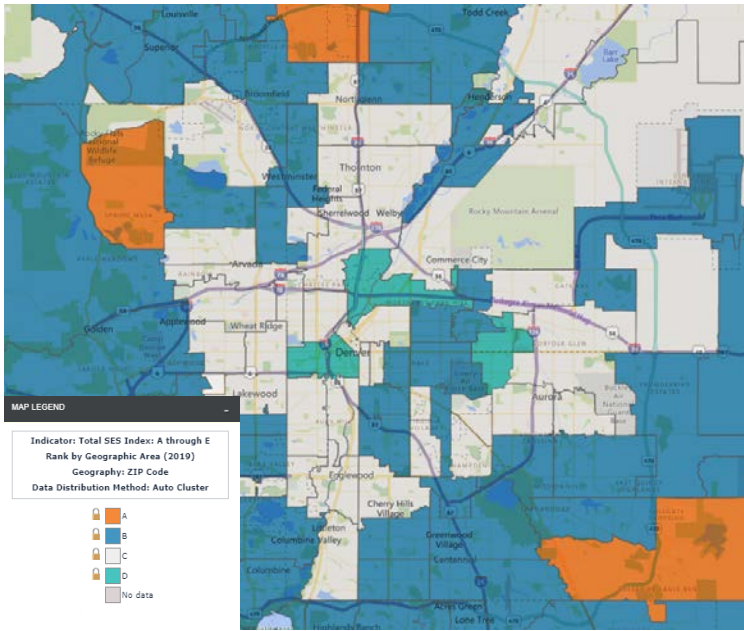
- Spanish Dominant (nearly no English)
- Recent Immigrant as adult (less than 10 years ago)
- Primarily Hispanic cultural practices
- Identify with home country more so than U.S.

2019 Denver HISPANICITY Segments Percent



48% of the DMA's Hispanic population classifies as acculturated. These individuals, known as HA1s and HA2s, prefer to speak English. Most are 2nd & 3rd+ generation Americans who maintain few Hispanic cultural practices.

Source: Claritas Geoscape AMDS 2019



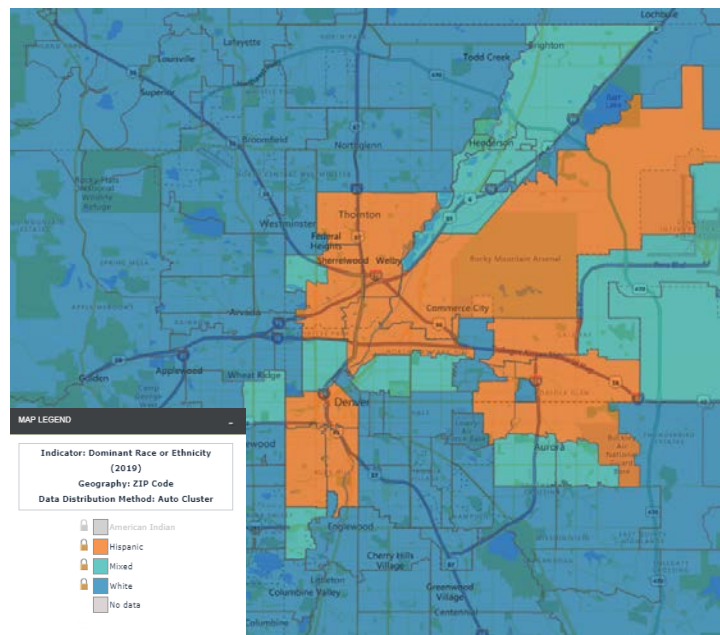
This map illustrates the socio-economic status of all households in the Denver DMA by ZIP Code. Those households ranked “A” and falling within the orange areas of the map typically have annual incomes over \$85,000, a four-year college or graduate degree, own housing and are employed in professional occupations. The gray areas indicate a concentration of households ranked “C”, typically having annual incomes between \$30,000 and \$75,000, high school graduates or have some college education and are employed as skilled labor or service workers.

Region Matters:

Hispanics are dominant across the center of Denver’s metropolitan area and other races or ethnicities live more in the outlying areas of the DMA towards the east.

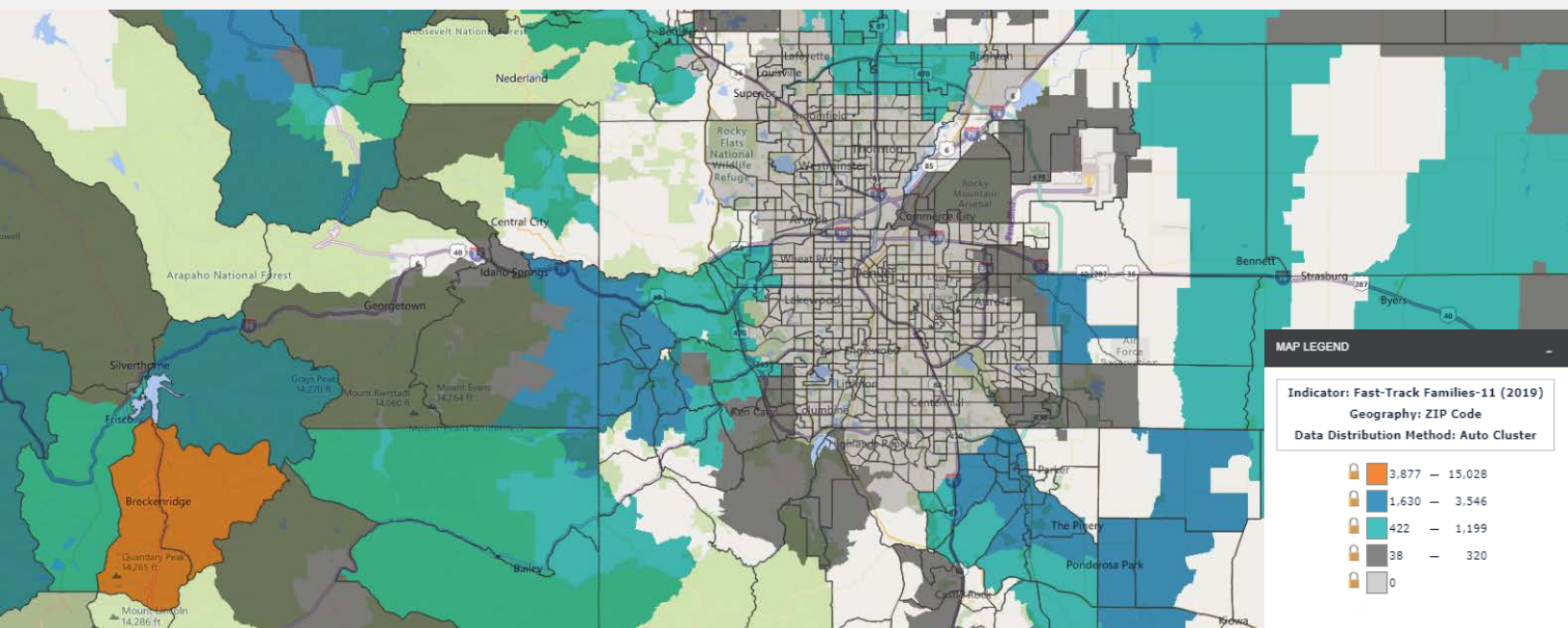


The variation in dominant race or ethnicity is illustrated by ZIP Code for the Denver DMA. Most of the Hispanic population is spread across the metropolitan area with pockets of mixed races (Asian, Black and two or more races) to the east of Denver.



Source: Claritas Geoscape AMDS 2019

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MAP LEGEND

Indicator: Fast-Track Families-11 (2019)
 Geography: ZIP Code
 Data Distribution Method: Auto Cluster

	3,877 - 15,028
	1,630 - 3,546
	422 - 1,199
	38 - 320
	0

Claritas PRIZM Premier Segmentation

PRIZM® Premier segmentation helps you identify your best customers by shopping patterns and media preferences, technology habits and household assets, with smart insights on their behaviors and why they buy. Denver households are made up of many segments, but here is a look at two of the highest indexing PRIZM Premier segments for the Denver DMA.

PRIZM Segment 11 – Fast-Track Families

Upscale, Middle Age Family Mix

Fast-Track Families lead busy, active lives often centered around the schedules and interests of their children. Always on the go, they are frequent quick service restaurant diners, drive SUVs, visit Pinterest, and tend to shop for sporting goods and active wear clothing.

Fast-Track Households are likely to

- Own a Subaru
- Shops at Cabela's
- Eat at Texas Roadhouse
- Go hunting
- Fly Allegiant Air
- Watch NFL football
- Listen to Christian Adult Contemporary

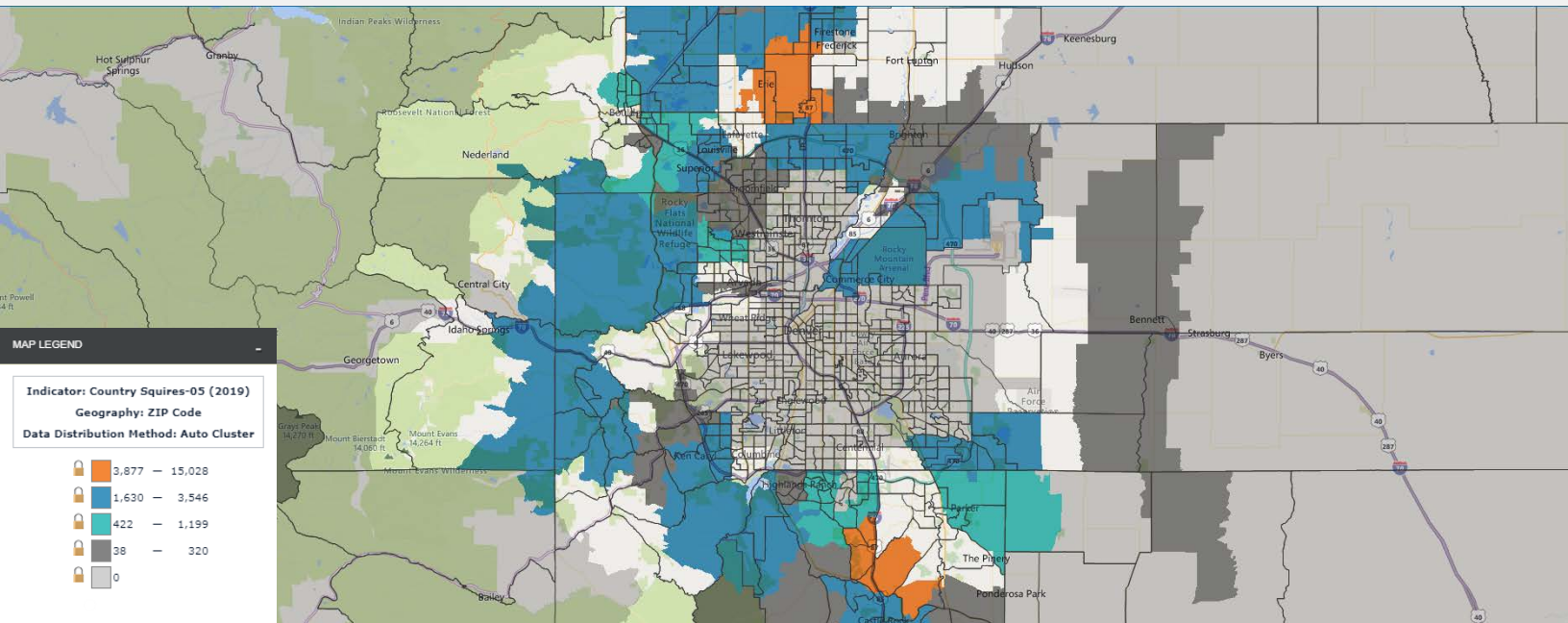
Demographics Traits:

- Urbanicity: Rural
- Income: Upscale
- Income Producing Assets: High
- Age Ranges: 35- 44
- Presence of Kids: Family Mix
- Homeownership: Mostly Owners
- Employment Levels: Management and Professional
- Education Levels: College Graduate
- Technology Use: Average

Source: Claritas PRIZM Premier 2019

To learn about segments in your market, visit www.mybestsegments.com.

For more multicultural consumer insights, visit <https://www.claritas.com/multicultural-solutions>



PRIZM Segment 5 – Country Squires

Wealthy Older Family Mix

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort.

Country Squires Living Households are likely to:

- Own an Infiniti
- Eat at Panera
- Shops at Brooks Brothers
- Go skiing/snowboarding
- Fly American
- Buy sporting event tickets online
- Listens to Alternative

Demographics Traits:

- Urbanicity: Town
- Income: Wealthy
- Income Producing Assets: Elite
- Age Ranges: 45-64
- Presence of Kids: Family Mix
- Homeownership: Mostly Owners
- Employment Levels: Management & Professionals
- Education Levels: Graduate Plus
- Technology Use: Above Average

Source: Claritas PRIZM Premier 2019

To learn about segments in your market, visit www.mybestsegments.com.

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About Claritas

Claritas helps companies **identify** customers. Not just any customers – their best customers. We help engage and **deliver** those customers when and where they want to be engaged. And finally, we help clients **optimize** those engagements with remarkable transparency and precision in near-real-time.

Our tools and data define who your best customers are, how they behave, and how to connect with them. With powerful original research, trusted data partnerships, and an expert analytics team, we provide the why behind the buy that is the key to selling smarter and winning bigger.

Targeting the New American Mainstream

To capture multicultural growth opportunities, you must first understand them: their likes, dislikes, preferences, behaviors, etc. These insights let you create personas, tailor messages and promotions specific to their wants and needs. Marketers leverage Claritas' deep understanding of multicultural segments, using tools, such as Geoscape CultureCodes across local, national and digital markets for smarter targeting, smarter planning and smarter buying to help drive bigger profits.

Multicultural Insights to Shape a Smarter Plan

Data from Geoscape American MarketScope Datastream (AMDS) can be applied to a wide variety of situations and challenges using computerized applications, such as the online Geoscape Intelligence System (GIS). Some of the applications are listed below.

- Strategic Planning
- Market Potential Assessment
- Product Development & Positioning
- Database mining & modeling
- Retail Site Selection & Distribution
- Marketing Communications & Media Planning
- Promotions & Direct Response
- Market Research: Surveys, Focus Groups, etc.
- Industry specific intelligence applications
- Sales potential and forecasting
- Consumer segmentation and targeting
- Customer relationship management
- Investment Valuation
- Public & Social Services
- Budget Allocation
- Staffing
- In-store experience management
- Retail shelf-space planning

To learn more about how to find and win your next multicultural consumer, visit www.claritas.com/multicultural-solutions or call **800.234.5973**.