



# Community Profile

Longmont  
 Longmont city, CO (0845970)  
 Geography: Place

Longmont city...

Population Summary	
2000 Total Population	72,296
2010 Total Population	86,144
2017 Total Population	95,734
2017 Group Quarters	752
2022 Total Population	102,285
2017-2022 Annual Rate	1.33%
2017 Total Daytime Population	86,963
Workers	39,667
Residents	47,296
Household Summary	
2000 Households	27,074
2000 Average Household Size	2.65
2010 Households	33,217
2010 Average Household Size	2.57
2017 Households	36,572
2017 Average Household Size	2.60
2022 Households	38,936
2022 Average Household Size	2.61
2017-2022 Annual Rate	1.26%
2010 Families	22,039
2010 Average Family Size	3.15
2017 Families	24,215
2017 Average Family Size	3.18
2022 Families	25,731
2022 Average Family Size	3.19
2017-2022 Annual Rate	1.22%
Housing Unit Summary	
2000 Housing Units	27,805
Owner Occupied Housing Units	64.1%
Renter Occupied Housing Units	33.2%
Vacant Housing Units	2.6%
2010 Housing Units	34,972
Owner Occupied Housing Units	60.3%
Renter Occupied Housing Units	34.7%
Vacant Housing Units	5.0%
2017 Housing Units	37,725
Owner Occupied Housing Units	58.5%
Renter Occupied Housing Units	38.5%
Vacant Housing Units	3.1%
2022 Housing Units	40,444
Owner Occupied Housing Units	58.5%
Renter Occupied Housing Units	37.8%
Vacant Housing Units	3.7%
Median Household Income	
2017	\$65,842
2022	\$76,972
Median Home Value	
2017	\$311,373
2022	\$361,951
Per Capita Income	
2017	\$34,339
2022	\$39,396
Median Age	
2010	36.6
2017	37.8
2022	37.9

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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## 2017 Households by Income

Household Income Base	36,573
<\$15,000	7.0%
\$15,000 - \$24,999	7.5%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	17.4%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	17.7%
\$150,000 - \$199,999	6.9%
\$200,000+	6.8%

Average Household Income \$89,018

## 2022 Households by Income

Household Income Base	38,935
<\$15,000	6.7%
\$15,000 - \$24,999	6.8%
\$25,000 - \$34,999	7.0%
\$35,000 - \$49,999	12.5%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	20.9%
\$150,000 - \$199,999	8.3%
\$200,000+	8.3%

Average Household Income \$102,634

## 2017 Owner Occupied Housing Units by Value

Total	22,062
<\$50,000	2.9%
\$50,000 - \$99,999	0.6%
\$100,000 - \$149,999	3.2%
\$150,000 - \$199,999	10.4%
\$200,000 - \$249,999	13.6%
\$250,000 - \$299,999	15.9%
\$300,000 - \$399,999	30.1%
\$400,000 - \$499,999	11.0%
\$500,000 - \$749,999	9.3%
\$750,000 - \$999,999	2.2%
\$1,000,000 +	0.9%

Average Home Value \$340,876

## 2022 Owner Occupied Housing Units by Value

Total	23,667
<\$50,000	1.6%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	1.0%
\$150,000 - \$199,999	3.7%
\$200,000 - \$249,999	9.1%
\$250,000 - \$299,999	12.4%
\$300,000 - \$399,999	35.5%
\$400,000 - \$499,999	15.6%
\$500,000 - \$749,999	15.6%
\$750,000 - \$999,999	3.8%
\$1,000,000 +	1.5%

Average Home Value \$407,065

**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.

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2010 Population by Age		Longmont city...
Total		86,144
0 - 4		7.2%
5 - 9		7.7%
10 - 14		7.1%
15 - 24		12.1%
25 - 34		13.5%
35 - 44		14.7%
45 - 54		15.3%
55 - 64		11.3%
65 - 74		6.0%
75 - 84		3.5%
85 +		1.6%
18 +		73.8%
2017 Population by Age		
Total		95,737
0 - 4		6.5%
5 - 9		6.8%
10 - 14		7.0%
15 - 24		12.4%
25 - 34		13.5%
35 - 44		13.2%
45 - 54		13.6%
55 - 64		13.0%
65 - 74		8.3%
75 - 84		3.8%
85 +		1.9%
18 +		75.8%
2022 Population by Age		
Total		102,287
0 - 4		6.6%
5 - 9		6.5%
10 - 14		6.7%
15 - 24		12.0%
25 - 34		14.3%
35 - 44		13.2%
45 - 54		12.3%
55 - 64		12.5%
65 - 74		9.4%
75 - 84		4.6%
85 +		1.8%
18 +		76.4%
2010 Population by Sex		
Males		42,435
Females		43,709
2017 Population by Sex		
Males		47,224
Females		48,513
2022 Population by Sex		
Males		50,488
Females		51,799

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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## 2010 Population by Race/Ethnicity

Total	86,144
White Alone	83.3%
Black Alone	0.9%
American Indian Alone	1.0%
Asian Alone	3.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.6%
Two or More Races	2.9%
Hispanic Origin	24.6%
Diversity Index	56.3

## 2017 Population by Race/Ethnicity

Total	95,734
White Alone	82.2%
Black Alone	1.1%
American Indian Alone	1.0%
Asian Alone	3.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.8%
Two or More Races	3.2%
Hispanic Origin	25.1%
Diversity Index	57.7

## 2022 Population by Race/Ethnicity

Total	102,285
White Alone	81.4%
Black Alone	1.3%
American Indian Alone	1.0%
Asian Alone	3.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.9%
Two or More Races	3.5%
Hispanic Origin	26.0%
Diversity Index	59.1

## 2010 Population by Relationship and Household Type

Total	86,144
In Households	99.3%
In Family Households	83.1%
Householder	25.6%
Spouse	19.6%
Child	31.9%
Other relative	3.6%
Nonrelative	2.4%
In Nonfamily Households	16.2%
In Group Quarters	0.7%
Institutionalized Population	0.6%
Noninstitutionalized Population	0.2%

**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.

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2017 Population 25+ by Educational Attainment	
Total	64,409
Less than 9th Grade	5.0%
9th - 12th Grade, No Diploma	6.2%
High School Graduate	17.2%
GED/Alternative Credential	3.1%
Some College, No Degree	21.3%
Associate Degree	7.1%
Bachelor's Degree	24.8%
Graduate/Professional Degree	15.4%
2017 Population 15+ by Marital Status	
Total	76,302
Never Married	30.0%
Married	52.6%
Widowed	4.4%
Divorced	13.0%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	96.4%
Civilian Unemployed (Unemployment Rate)	3.6%
2017 Employed Population 16+ by Industry	
Total	49,421
Agriculture/Mining	1.4%
Construction	7.1%
Manufacturing	13.7%
Wholesale Trade	2.6%
Retail Trade	10.1%
Transportation/Utilities	2.9%
Information	2.1%
Finance/Insurance/Real Estate	4.3%
Services	53.3%
Public Administration	2.6%
2017 Employed Population 16+ by Occupation	
Total	49,422
White Collar	60.4%
Management/Business/Financial	15.2%
Professional	24.5%
Sales	9.0%
Administrative Support	11.7%
Services	20.0%
Blue Collar	19.6%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	5.8%
Installation/Maintenance/Repair	2.5%
Production	6.0%
Transportation/Material Moving	4.7%
2010 Population By Urban/ Rural Status	
Total Population	86,144
Population Inside Urbanized Area	99.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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## 2010 Households by Type

Total	33,217
Households with 1 Person	26.9%
Households with 2+ People	73.1%
Family Households	66.3%
Husband-wife Families	50.8%
With Related Children	24.7%
Other Family (No Spouse Present)	15.5%
Other Family with Male Householder	4.8%
With Related Children	3.1%
Other Family with Female Householder	10.7%
With Related Children	7.4%
Nonfamily Households	6.8%

## All Households with Children

35.5%

## Multigenerational Households

3.6%

## Unmarried Partner Households

6.3%

### Male-female

5.6%

### Same-sex

0.7%

## 2010 Households by Size

Total	33,217
1 Person Household	26.9%
2 Person Household	32.7%
3 Person Household	15.7%
4 Person Household	13.7%
5 Person Household	6.4%
6 Person Household	2.7%
7 + Person Household	1.9%

## 2010 Households by Tenure and Mortgage Status

Total	33,217
Owner Occupied	63.4%
Owned with a Mortgage/Loan	50.6%
Owned Free and Clear	12.8%
Renter Occupied	36.6%

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	34,972
Housing Units Inside Urbanized Area	99.8%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.2%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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## Top 3 Tapestry Segments

1. Old and Newcomers (8F)
2. Soccer Moms (4A)
3. In Style (5B)

## 2017 Consumer Spending

Apparel & Services: Total \$	\$88,892,865
Average Spent	\$2,430.63
Spending Potential Index	113
Education: Total \$	\$59,056,066
Average Spent	\$1,614.79
Spending Potential Index	111
Entertainment/Recreation: Total \$	\$124,898,666
Average Spent	\$3,415.14
Spending Potential Index	109
Food at Home: Total \$	\$200,594,396
Average Spent	\$5,484.92
Spending Potential Index	109
Food Away from Home: Total \$	\$136,618,381
Average Spent	\$3,735.60
Spending Potential Index	112
Health Care: Total \$	\$217,535,259
Average Spent	\$5,948.14
Spending Potential Index	106
HH Furnishings & Equipment: Total \$	\$78,899,280
Average Spent	\$2,157.37
Spending Potential Index	111
Personal Care Products & Services: Total \$	\$32,458,707
Average Spent	\$887.53
Spending Potential Index	111
Shelter: Total \$	\$664,071,261
Average Spent	\$18,157.91
Spending Potential Index	112
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$93,582,397
Average Spent	\$2,558.85
Spending Potential Index	109
Travel: Total \$	\$84,506,348
Average Spent	\$2,310.68
Spending Potential Index	112
Vehicle Maintenance & Repairs: Total \$	\$42,652,771
Average Spent	\$1,166.27
Spending Potential Index	109

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

April 20, 2018