



# Market Profile

Dacono city, CO (0819080)

Geography: Place

Dacono city, ...

## Population Summary

2000 Total Population	3,143
2010 Total Population	4,152
2018 Total Population	5,848
2018 Group Quarters	0
2023 Total Population	6,811
2018-2023 Annual Rate	3.10%
2018 Total Daytime Population	3,498
Workers	555
Residents	2,943

## Household Summary

2000 Households	1,130
2000 Average Household Size	2.78
2010 Households	1,459
2010 Average Household Size	2.85
2018 Households	2,008
2018 Average Household Size	2.91
2023 Households	2,325
2023 Average Household Size	2.93
2018-2023 Annual Rate	2.98%
2010 Families	1,074
2010 Average Family Size	3.30
2018 Families	1,457
2018 Average Family Size	3.41
2023 Families	1,674
2023 Average Family Size	3.45
2018-2023 Annual Rate	2.82%

## Housing Unit Summary

2000 Housing Units	1,180
Owner Occupied Housing Units	78.8%
Renter Occupied Housing Units	16.9%
Vacant Housing Units	4.2%
2010 Housing Units	1,555
Owner Occupied Housing Units	71.4%
Renter Occupied Housing Units	22.4%
Vacant Housing Units	6.2%
2018 Housing Units	2,085
Owner Occupied Housing Units	75.3%
Renter Occupied Housing Units	21.1%
Vacant Housing Units	3.7%
2023 Housing Units	2,550
Owner Occupied Housing Units	74.6%
Renter Occupied Housing Units	16.5%
Vacant Housing Units	8.8%

## Median Household Income

2018	\$60,028
2023	\$73,474

## Median Home Value

2018	\$238,538
2023	\$302,378

## Per Capita Income

2018	\$25,341
2023	\$29,644

## Median Age

2010	34.1
2018	35.5
2023	34.9

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Dacono city, CO (0819080)

Geography: Place

Dacono city, ...

## 2018 Households by Income

Household Income Base	
<\$15,000	2,009
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	8.4%
\$50,000 - \$74,999	16.8%
\$75,000 - \$99,999	21.8%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	18.6%
\$200,000+	2.9%
Average Household Income	2.4%
	\$73,036

## 2023 Households by Income

Household Income Base	
<\$15,000	2,326
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	4.1%
\$35,000 - \$49,999	6.2%
\$50,000 - \$74,999	13.4%
\$75,000 - \$99,999	21.2%
\$100,000 - \$149,999	17.9%
\$150,000 - \$199,999	24.1%
\$200,000+	4.0%
Average Household Income	3.1%
	\$85,941

## 2018 Owner Occupied Housing Units by Value

Total	
<\$50,000	1,570
\$50,000 - \$99,999	8.5%
\$100,000 - \$149,999	10.1%
\$150,000 - \$199,999	3.5%
\$200,000 - \$249,999	15.5%
\$250,000 - \$299,999	16.1%
\$300,000 - \$399,999	15.0%
\$400,000 - \$499,999	25.5%
\$500,000 - \$749,999	2.2%
\$750,000 - \$999,999	3.6%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	0.0%
	\$241,131

## 2023 Owner Occupied Housing Units by Value

Total	
<\$50,000	1,901
\$50,000 - \$99,999	5.3%
\$100,000 - \$149,999	6.2%
\$150,000 - \$199,999	7.3%
\$200,000 - \$249,999	6.9%
\$250,000 - \$299,999	8.6%
\$300,000 - \$399,999	14.8%
\$400,000 - \$499,999	38.7%
\$500,000 - \$749,999	5.3%
\$750,000 - \$999,999	6.7%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	0.0%
	\$290,610

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Dacono city, CO (0819080)

Geography: Place

Dacono city, ...

### 2010 Population by Age

Total	4,152
0 - 4	9.2%
5 - 9	8.3%
10 - 14	7.7%
15 - 24	10.7%
25 - 34	15.8%
35 - 44	14.5%
45 - 54	13.9%
55 - 64	10.8%
65 - 74	5.6%
75 - 84	2.8%
85 +	0.7%
18 +	71.1%

### 2018 Population by Age

Total	5,848
0 - 4	8.1%
5 - 9	8.4%
10 - 14	8.2%
15 - 24	11.3%
25 - 34	13.2%
35 - 44	15.6%
45 - 54	12.7%
55 - 64	10.8%
65 - 74	8.0%
75 - 84	3.0%
85 +	0.8%
18 +	71.5%

### 2023 Population by Age

Total	6,814
0 - 4	8.3%
5 - 9	8.4%
10 - 14	8.3%
15 - 24	11.4%
25 - 34	13.8%
35 - 44	16.0%
45 - 54	11.7%
55 - 64	9.7%
65 - 74	8.2%
75 - 84	3.5%
85 +	0.7%
18 +	71.0%

### 2010 Population by Sex

Males	2,047
Females	2,105

### 2018 Population by Sex

Males	2,872
Females	2,976

### 2023 Population by Sex

Males	3,344
Females	3,470

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Dacono city, CO (0819080)  
 Geography: Place

Dacono city, ...

## 2010 Population by Race/Ethnicity

Total	4,152
White Alone	77.1%
Black Alone	0.7%
American Indian Alone	1.0%
Asian Alone	2.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	15.6%
Two or More Races	3.6%
Hispanic Origin	35.0%
Diversity Index	67.5

## 2018 Population by Race/Ethnicity

Total	5,847
White Alone	75.4%
Black Alone	0.9%
American Indian Alone	0.9%
Asian Alone	3.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	15.2%
Two or More Races	4.2%
Hispanic Origin	33.8%
Diversity Index	68.6

## 2023 Population by Race/Ethnicity

Total	6,811
White Alone	73.5%
Black Alone	1.0%
American Indian Alone	1.0%
Asian Alone	4.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	15.4%
Two or More Races	4.6%
Hispanic Origin	35.0%
Diversity Index	70.4

## 2010 Population by Relationship and Household Type

Total	4,152
In Households	100.0%
In Family Households	88.3%
Householder	25.9%
Spouse	18.7%
Child	35.4%
Other relative	5.4%
Nonrelative	2.9%
In Nonfamily Households	11.7%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



## Market Profile

Dacono city, CO (0819080)

Geography: Place

Dacono city, ...

### 2018 Population 25+ by Educational Attainment

Total	3,744
Less than 9th Grade	7.6%
9th - 12th Grade, No Diploma	7.9%
High School Graduate	25.4%
GED/Alternative Credential	10.4%
Some College, No Degree	21.6%
Associate Degree	10.3%
Bachelor's Degree	14.1%
Graduate/Professional Degree	2.6%

### 2018 Population 15+ by Marital Status

Total	4,404
Never Married	28.7%
Married	54.1%
Widowed	5.5%
Divorced	11.8%

### 2018 Civilian Population 16+ in Labor Force

Civilian Employed	97.7%
Civilian Unemployed (Unemployment Rate)	2.3%

### 2018 Employed Population 16+ by Industry

Total	2,968
Agriculture/Mining	2.2%
Construction	11.6%
Manufacturing	13.6%
Wholesale Trade	3.3%
Retail Trade	15.4%
Transportation/Utilities	7.5%
Information	1.4%
Finance/Insurance/Real Estate	5.3%
Services	36.5%
Public Administration	3.2%

### 2018 Employed Population 16+ by Occupation

Total	2,970
White Collar	45.0%
Management/Business/Financial	10.5%
Professional	8.8%
Sales	12.6%
Administrative Support	13.1%
Services	22.6%
Blue Collar	32.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	11.4%
Installation/Maintenance/Repair	4.0%
Production	7.3%
Transportation/Material Moving	9.7%

### 2010 Population By Urban/ Rural Status

Total Population	4,152
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	87.3%
Rural Population	12.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

February 25, 2019



# Market Profile

Dacono city, CO (0819080)

Geography: Place

Dacono city, ...

### 2010 Households by Type

Total	1,459
Households with 1 Person	21.1%
Households with 2+ People	78.9%
Family Households	73.6%
Husband-wife Families	53.3%
With Related Children	27.3%
Other Family (No Spouse Present)	20.3%
Other Family with Male Householder	7.3%
With Related Children	4.5%
Other Family with Female Householder	13.0%
With Related Children	8.4%
Nonfamily Households	5.3%

All Households with Children 40.8%

Multigenerational Households	6.7%
Unmarried Partner Households	7.6%
Male-female	6.6%
Same-sex	1.0%

### 2010 Households by Size

Total	1,459
1 Person Household	21.1%
2 Person Household	31.2%
3 Person Household	18.0%
4 Person Household	14.9%
5 Person Household	7.4%
6 Person Household	3.6%
7 + Person Household	3.8%

### 2010 Households by Tenure and Mortgage Status

Total	1,459
Owner Occupied	76.1%
Owned with a Mortgage/Loan	60.8%
Owned Free and Clear	15.4%
Renter Occupied	23.9%

### 2010 Housing Units By Urban/ Rural Status

Total Housing Units	1,555
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	88.5%
Rural Housing Units	11.5%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Dacono city, CO (0819080)

Geography: Place

Dacono city, ...

## Top 3 Tapestry Segments

1. Down the Road (10D)
2. Up and Coming Families
3. Middleburg (4C)

## 2018 Consumer Spending

Apparel & Services: Total \$	\$3,973,202
Average Spent	\$1,978.69
Spending Potential Index	91
Education: Total \$	\$2,273,547
Average Spent	\$1,132.24
Spending Potential Index	78
Entertainment/Recreation: Total \$	\$5,701,253
Average Spent	\$2,839.27
Spending Potential Index	88
Food at Home: Total \$	\$9,036,589
Average Spent	\$4,500.29
Spending Potential Index	90
Food Away from Home: Total \$	\$6,453,104
Average Spent	\$3,213.70
Spending Potential Index	92
Health Care: Total \$	\$10,107,747
Average Spent	\$5,033.74
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$3,810,656
Average Spent	\$1,897.74
Spending Potential Index	91
Personal Care Products & Services: Total \$	\$1,514,112
Average Spent	\$754.04
Spending Potential Index	91
Shelter: Total \$	\$29,055,507
Average Spent	\$14,469.87
Spending Potential Index	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,204,382
Average Spent	\$2,093.82
Spending Potential Index	84
Travel: Total \$	\$3,716,316
Average Spent	\$1,850.75
Spending Potential Index	86
Vehicle Maintenance & Repairs: Total \$	\$1,960,907
Average Spent	\$976.55
Spending Potential Index	91

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

February 25, 2019