



Market Profile

Eaton town, CO (0822860)

Geography: Place

Eaton town, C...

Population Summary

2000 Total Population	3,313
2010 Total Population	4,365
2018 Total Population	5,258
2018 Group Quarters	0
2023 Total Population	5,655
2018-2023 Annual Rate	1.47%
2018 Total Daytime Population	4,542
Workers	1,690
Residents	2,852

Household Summary

2000 Households	1,218
2000 Average Household Size	2.70
2010 Households	1,621
2010 Average Household Size	2.69
2018 Households	1,915
2018 Average Household Size	2.75
2023 Households	2,047
2023 Average Household Size	2.76
2018-2023 Annual Rate	1.34%
2010 Families	1,214
2010 Average Family Size	3.14
2018 Families	1,411
2018 Average Family Size	3.25
2023 Families	1,496
2023 Average Family Size	3.28
2018-2023 Annual Rate	1.18%

Housing Unit Summary

2000 Housing Units	1,263
Owner Occupied Housing Units	70.2%
Renter Occupied Housing Units	26.3%
Vacant Housing Units	3.6%
2010 Housing Units	1,698
Owner Occupied Housing Units	77.3%
Renter Occupied Housing Units	18.1%
Vacant Housing Units	4.5%
2018 Housing Units	1,949
Owner Occupied Housing Units	77.9%
Renter Occupied Housing Units	20.3%
Vacant Housing Units	1.7%
2023 Housing Units	2,076
Owner Occupied Housing Units	80.4%
Renter Occupied Housing Units	18.2%
Vacant Housing Units	1.4%

Median Household Income

2018	\$77,122
2023	\$85,112

Median Home Value

2018	\$264,151
2023	\$325,852

Per Capita Income

2018	\$37,026
2023	\$42,257

Median Age

2010	37.2
2018	39.6
2023	40.2

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.

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2018 Households by Income

Household Income Base	
<\$15,000	1,915
\$15,000 - \$24,999	4.8%
\$25,000 - \$34,999	5.5%
\$35,000 - \$49,999	6.6%
\$50,000 - \$74,999	12.7%
\$75,000 - \$99,999	18.2%
\$100,000 - \$149,999	18.2%
\$150,000 - \$199,999	5.4%
\$200,000+	10.1%
Average Household Income	\$100,282

2023 Households by Income

Household Income Base	
<\$15,000	2,048
\$15,000 - \$24,999	3.5%
\$25,000 - \$34,999	4.2%
\$35,000 - \$49,999	5.1%
\$50,000 - \$74,999	10.5%
\$75,000 - \$99,999	17.1%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	21.3%
\$200,000+	6.7%
Average Household Income	12.0%
	\$115,043

2018 Owner Occupied Housing Units by Value

Total	
<\$50,000	1,518
\$50,000 - \$99,999	2.6%
\$100,000 - \$149,999	0.4%
\$150,000 - \$199,999	8.3%
\$200,000 - \$249,999	17.5%
\$250,000 - \$299,999	12.4%
\$300,000 - \$399,999	31.4%
\$400,000 - \$499,999	14.6%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	4.8%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	5.9%
\$2,000,000 +	0.0%
Average Home Value	0.0%
	\$323,781

2023 Owner Occupied Housing Units by Value

Total	
<\$50,000	1,670
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.8%
\$200,000 - \$249,999	1.9%
\$250,000 - \$299,999	24.4%
\$300,000 - \$399,999	14.9%
\$400,000 - \$499,999	29.9%
\$500,000 - \$749,999	4.1%
\$750,000 - \$999,999	11.6%
\$1,000,000 - \$1,499,999	1.6%
\$1,500,000 - \$1,999,999	10.6%
\$2,000,000 +	0.0%
Average Home Value	0.0%
	\$441,602

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.

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2010 Population by Age	
Total	4,365
0 - 4	6.2%
5 - 9	8.9%
10 - 14	9.4%
15 - 24	11.3%
25 - 34	10.7%
35 - 44	14.8%
45 - 54	14.3%
55 - 64	11.6%
65 - 74	7.2%
75 - 84	4.3%
85 +	1.4%
18 +	70.3%
2018 Population by Age	
Total	5,259
0 - 4	5.8%
5 - 9	6.5%
10 - 14	7.5%
15 - 24	13.3%
25 - 34	11.3%
35 - 44	12.4%
45 - 54	14.0%
55 - 64	12.9%
65 - 74	9.6%
75 - 84	4.8%
85 +	1.9%
18 +	75.5%
2023 Population by Age	
Total	5,653
0 - 4	5.8%
5 - 9	6.3%
10 - 14	6.9%
15 - 24	11.6%
25 - 34	13.2%
35 - 44	11.9%
45 - 54	13.2%
55 - 64	12.7%
65 - 74	10.2%
75 - 84	6.2%
85 +	2.0%
18 +	76.8%
2010 Population by Sex	
Males	2,106
Females	2,259
2018 Population by Sex	
Males	2,532
Females	2,727
2023 Population by Sex	
Males	2,709
Females	2,944

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

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	Eaton town, C...
2010 Population by Race/Ethnicity	
Total	4,365
White Alone	93.3%
Black Alone	0.3%
American Indian Alone	0.6%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.4%
Two or More Races	1.9%
Hispanic Origin	12.1%
Diversity Index	31.5
2018 Population by Race/Ethnicity	
Total	5,258
White Alone	91.2%
Black Alone	0.4%
American Indian Alone	0.7%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.5%
Two or More Races	2.4%
Hispanic Origin	15.2%
Diversity Index	38.2
2023 Population by Race/Ethnicity	
Total	5,654
White Alone	90.4%
Black Alone	0.5%
American Indian Alone	0.7%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.9%
Two or More Races	2.6%
Hispanic Origin	16.8%
Diversity Index	41.2
2010 Population by Relationship and Household Type	
Total	4,365
In Households	100.0%
In Family Households	89.3%
Householder	27.8%
Spouse	23.0%
Child	34.9%
Other relative	1.7%
Nonrelative	1.9%
In Nonfamily Households	10.7%
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.



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2018 Population 25+ by Educational Attainment

Total	3,520
Less than 9th Grade	2.1%
9th - 12th Grade, No Diploma	8.0%
High School Graduate	24.0%
GED/Alternative Credential	1.3%
Some College, No Degree	24.2%
Associate Degree	9.7%
Bachelor's Degree	21.0%
Graduate/Professional Degree	9.7%

2018 Population 15+ by Marital Status

Total	4,217
Never Married	22.6%
Married	66.9%
Widowed	2.9%
Divorced	7.6%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	97.9%
Civilian Unemployed (Unemployment Rate)	2.1%

2018 Employed Population 16+ by Industry

Total	2,451
Agriculture/Mining	8.4%
Construction	6.8%
Manufacturing	8.7%
Wholesale Trade	3.3%
Retail Trade	12.9%
Transportation/Utilities	8.0%
Information	1.0%
Finance/Insurance/Real Estate	8.5%
Services	39.4%
Public Administration	2.9%

2018 Employed Population 16+ by Occupation

Total	2,451
White Collar	58.0%
Management/Business/Financial	14.6%
Professional	13.0%
Sales	16.5%
Administrative Support	13.9%
Services	14.2%
Blue Collar	27.8%
Farming/Forestry/Fishing	3.6%
Construction/Extraction	5.4%
Installation/Maintenance/Repair	2.1%
Production	9.5%
Transportation/Material Moving	7.2%

2010 Population By Urban/ Rural Status

Total Population	4,365
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	97.5%
Rural Population	2.5%

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

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2010 Households by Type

Total	1,621
Households with 1 Person	21.7%
Households with 2+ People	78.3%
Family Households	74.9%
Husband-wife Families	62.0%
With Related Children	29.9%
Other Family (No Spouse Present)	12.9%
Other Family with Male Householder	4.0%
With Related Children	3.0%
Other Family with Female Householder	8.9%
With Related Children	6.5%
Nonfamily Households	3.4%
All Households with Children	39.9%

2010 Households by Size

Multigenerational Households	2.7%
Unmarried Partner Households	4.8%
Male-female	4.3%
Same-sex	0.5%

2010 Households by Size

Total	1,621
1 Person Household	21.7%
2 Person Household	34.2%
3 Person Household	13.9%
4 Person Household	18.4%
5 Person Household	7.8%
6 Person Household	3.1%
7 + Person Household	0.7%

2010 Households by Tenure and Mortgage Status

Total	1,621
Owner Occupied	81.0%
Owned with a Mortgage/Loan	66.6%
Owned Free and Clear	14.4%
Renter Occupied	19.0%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	1,698
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	97.8%
Rural Housing Units	2.2%

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



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Top 3 Tapestry Segments

1. Soccer Moms (4A)
2. Parks and Rec (5C)
3. Rustbelt Traditions (5D)

2018 Consumer Spending

Apparel & Services: Total \$	\$4,929,396
Average Spent	\$2,574.10
Spending Potential Index	118
Education: Total \$	\$3,441,765
Average Spent	\$1,797.27
Spending Potential Index	124
Entertainment/Recreation: Total \$	\$7,298,458
Average Spent	\$3,811.21
Spending Potential Index	118
Food at Home: Total \$	\$11,068,906
Average Spent	\$5,780.11
Spending Potential Index	115
Food Away from Home: Total \$	\$7,928,504
Average Spent	\$4,140.21
Spending Potential Index	118
Health Care: Total \$	\$12,938,909
Average Spent	\$6,756.61
Spending Potential Index	118
HH Furnishings & Equipment: Total \$	\$4,788,817
Average Spent	\$2,500.69
Spending Potential Index	120
Personal Care Products & Services: Total \$	\$1,886,656
Average Spent	\$985.20
Spending Potential Index	119
Shelter: Total \$	\$37,881,033
Average Spent	\$19,781.22
Spending Potential Index	118
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,573,314
Average Spent	\$2,910.35
Spending Potential Index	117
Travel: Total \$	\$5,055,931
Average Spent	\$2,640.17
Spending Potential Index	123
Vehicle Maintenance & Repairs: Total \$	\$2,409,922
Average Spent	\$1,258.44
Spending Potential Index	117

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.

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