



Market Profile

Platteville town, CO (0860160)

Geography: Place

Platteville t...

Population Summary

2000 Total Population	2,316
2010 Total Population	2,487
2018 Total Population	3,003
2018 Group Quarters	0
2023 Total Population	3,288
2018-2023 Annual Rate	1.83%
2018 Total Daytime Population	3,162
Workers	1,620
Residents	1,542

Household Summary

2000 Households	779
2000 Average Household Size	2.97
2010 Households	864
2010 Average Household Size	2.88
2018 Households	1,036
2018 Average Household Size	2.90
2023 Households	1,134
2023 Average Household Size	2.90
2018-2023 Annual Rate	1.82%
2010 Families	653
2010 Average Family Size	3.35
2018 Families	766
2018 Average Family Size	3.42
2023 Families	831
2023 Average Family Size	3.44
2018-2023 Annual Rate	1.64%

Housing Unit Summary

2000 Housing Units	812
Owner Occupied Housing Units	73.4%
Renter Occupied Housing Units	22.5%
Vacant Housing Units	4.1%
2010 Housing Units	939
Owner Occupied Housing Units	68.3%
Renter Occupied Housing Units	23.7%
Vacant Housing Units	8.0%
2018 Housing Units	1,059
Owner Occupied Housing Units	70.3%
Renter Occupied Housing Units	27.5%
Vacant Housing Units	2.2%
2023 Housing Units	1,140
Owner Occupied Housing Units	75.3%
Renter Occupied Housing Units	24.2%
Vacant Housing Units	0.5%

Median Household Income

2018	\$62,047
2023	\$73,437

Median Home Value

2018	\$180,760
2023	\$237,987

Per Capita Income

2018	\$27,018
2023	\$31,474

Median Age

2010	33.3
2018	35.5
2023	35.0

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	1,037
\$15,000 - \$24,999	7.1%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	7.4%
\$50,000 - \$74,999	11.8%
\$75,000 - \$99,999	22.0%
\$100,000 - \$149,999	17.6%
\$150,000 - \$199,999	16.1%
\$200,000+	3.1%
Average Household Income	4.1%
	\$77,272

2023 Households by Income

Household Income Base	
<\$15,000	1,133
\$15,000 - \$24,999	5.4%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	5.9%
\$50,000 - \$74,999	10.1%
\$75,000 - \$99,999	21.3%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	20.2%
\$200,000+	4.1%
Average Household Income	5.2%
	\$90,264

2018 Owner Occupied Housing Units by Value

Total	
<\$50,000	745
\$50,000 - \$99,999	22.8%
\$100,000 - \$149,999	5.4%
\$150,000 - \$199,999	3.9%
\$200,000 - \$249,999	29.1%
\$250,000 - \$299,999	3.4%
\$300,000 - \$399,999	1.6%
\$400,000 - \$499,999	13.3%
\$500,000 - \$749,999	13.3%
\$750,000 - \$999,999	6.2%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	0.5%
	\$239,228

2023 Owner Occupied Housing Units by Value

Total	
<\$50,000	857
\$50,000 - \$99,999	5.1%
\$100,000 - \$149,999	0.8%
\$150,000 - \$199,999	0.9%
\$200,000 - \$249,999	22.6%
\$250,000 - \$299,999	27.0%
\$300,000 - \$399,999	0.9%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	25.3%
\$750,000 - \$999,999	12.6%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	0.6%
	\$330,309

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	
Total	2,487
0 - 4	8.0%
5 - 9	8.8%
10 - 14	9.0%
15 - 24	13.0%
25 - 34	13.7%
35 - 44	13.9%
45 - 54	14.5%
55 - 64	9.7%
65 - 74	6.6%
75 - 84	2.2%
85 +	0.6%
18 +	69.1%
2018 Population by Age	
Total	3,003
0 - 4	7.5%
5 - 9	7.5%
10 - 14	7.5%
15 - 24	13.5%
25 - 34	13.4%
35 - 44	13.3%
45 - 54	12.6%
55 - 64	12.7%
65 - 74	7.7%
75 - 84	3.5%
85 +	0.8%
18 +	73.2%
2023 Population by Age	
Total	3,289
0 - 4	7.6%
5 - 9	7.7%
10 - 14	7.6%
15 - 24	12.0%
25 - 34	15.0%
35 - 44	13.1%
45 - 54	11.6%
55 - 64	11.4%
65 - 74	8.7%
75 - 84	4.3%
85 +	0.9%
18 +	73.0%
2010 Population by Sex	
Males	1,249
Females	1,238
2018 Population by Sex	
Males	1,508
Females	1,495
2023 Population by Sex	
Males	1,649
Females	1,640

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 Race/Ethnicity

Total	2,487
White Alone	73.1%
Black Alone	0.2%
American Indian Alone	0.6%
Asian Alone	0.4%
Pacific Islander Alone	0.3%
Some Other Race Alone	23.0%
Two or More Races	2.5%
Hispanic Origin	38.9%
Diversity Index	72.0

2018 Population by Race/Ethnicity

Total	3,004
White Alone	71.5%
Black Alone	0.3%
American Indian Alone	0.5%
Asian Alone	0.6%
Pacific Islander Alone	0.4%
Some Other Race Alone	24.1%
Two or More Races	2.5%
Hispanic Origin	39.8%
Diversity Index	73.3

2023 Population by Race/Ethnicity

Total	3,288
White Alone	69.7%
Black Alone	0.4%
American Indian Alone	0.5%
Asian Alone	0.7%
Pacific Islander Alone	0.5%
Some Other Race Alone	25.6%
Two or More Races	2.7%
Hispanic Origin	42.9%
Diversity Index	75.2

2010 Population by Relationship and Household Type

Total	2,487
In Households	100.0%
In Family Households	89.8%
Householder	26.3%
Spouse	20.0%
Child	37.4%
Other relative	4.2%
Nonrelative	1.9%
In Nonfamily Households	10.2%
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	1,924
Less than 9th Grade	4.7%
9th - 12th Grade, No Diploma	7.0%
High School Graduate	31.3%
GED/Alternative Credential	2.8%
Some College, No Degree	26.3%
Associate Degree	12.4%
Bachelor's Degree	13.1%
Graduate/Professional Degree	2.3%
2018 Population 15+ by Marital Status	
Total	2,328
Never Married	28.7%
Married	51.1%
Widowed	3.8%
Divorced	16.5%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	97.8%
Civilian Unemployed (Unemployment Rate)	2.2%
2018 Employed Population 16+ by Industry	
Total	1,490
Agriculture/Mining	8.8%
Construction	13.8%
Manufacturing	12.0%
Wholesale Trade	2.0%
Retail Trade	8.7%
Transportation/Utilities	6.9%
Information	4.5%
Finance/Insurance/Real Estate	7.2%
Services	33.6%
Public Administration	2.4%
2018 Employed Population 16+ by Occupation	
Total	1,491
White Collar	47.1%
Management/Business/Financial	12.9%
Professional	16.9%
Sales	6.5%
Administrative Support	10.8%
Services	14.0%
Blue Collar	38.8%
Farming/Forestry/Fishing	2.1%
Construction/Extraction	8.8%
Installation/Maintenance/Repair	3.4%
Production	10.0%
Transportation/Material Moving	14.5%
2010 Population By Urban/ Rural Status	
Total Population	2,487
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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	864
Households with 1 Person	20.0%
Households with 2+ People	80.0%
Family Households	75.6%
Husband-wife Families	57.6%
With Related Children	29.7%
Other Family (No Spouse Present)	17.9%
Other Family with Male Householder	6.6%
With Related Children	4.3%
Other Family with Female Householder	11.3%
With Related Children	8.7%
Nonfamily Households	4.4%
All Households with Children	42.9%
Multigenerational Households	4.4%
Unmarried Partner Households	6.0%
Male-female	5.6%
Same-sex	0.5%

2010 Households by Size

Total	864
1 Person Household	20.0%
2 Person Household	31.6%
3 Person Household	17.5%
4 Person Household	14.9%
5 Person Household	9.6%
6 Person Household	3.5%
7 + Person Household	2.9%

2010 Households by Tenure and Mortgage Status

Total	864
Owner Occupied	74.2%
Owned with a Mortgage/Loan	58.3%
Owned Free and Clear	15.9%
Renter Occupied	25.8%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	939
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

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. Middleburg (4C)
2. Green Acres (6A)
3. American Dreamers (7C)

2018 Consumer Spending

Apparel & Services: Total \$	\$2,107,096
Average Spent	\$2,033.88
Spending Potential Index	93
Education: Total \$	\$1,297,565
Average Spent	\$1,252.48
Spending Potential Index	87
Entertainment/Recreation: Total \$	\$3,100,406
Average Spent	\$2,992.67
Spending Potential Index	93
Food at Home: Total \$	\$4,801,089
Average Spent	\$4,634.26
Spending Potential Index	92
Food Away from Home: Total \$	\$3,442,228
Average Spent	\$3,322.61
Spending Potential Index	95
Health Care: Total \$	\$5,600,034
Average Spent	\$5,405.44
Spending Potential Index	94
HH Furnishings & Equipment: Total \$	\$2,054,307
Average Spent	\$1,982.92
Spending Potential Index	95
Personal Care Products & Services: Total \$	\$813,080
Average Spent	\$784.83
Spending Potential Index	95
Shelter: Total \$	\$15,530,292
Average Spent	\$14,990.63
Spending Potential Index	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,322,468
Average Spent	\$2,241.76
Spending Potential Index	90
Travel: Total \$	\$2,035,401
Average Spent	\$1,964.67
Spending Potential Index	91
Vehicle Maintenance & Repairs: Total \$	\$1,047,896
Average Spent	\$1,011.48
Spending Potential Index	94

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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