



Market Profile

Ault town, CO (0803950)
 Geography: Place

Ault town, CO...

Population Summary

2000 Total Population	1,494
2010 Total Population	1,519
2018 Total Population	1,836
2018 Group Quarters	0
2023 Total Population	1,939
2018-2023 Annual Rate	1.10%
2018 Total Daytime Population	1,620
Workers	641
Residents	979

Household Summary

2000 Households	563
2000 Average Household Size	2.65
2010 Households	577
2010 Average Household Size	2.63
2018 Households	686
2018 Average Household Size	2.68
2023 Households	724
2023 Average Household Size	2.68
2018-2023 Annual Rate	1.08%
2010 Families	385
2010 Average Family Size	3.24
2018 Families	446
2018 Average Family Size	3.35
2023 Families	464
2023 Average Family Size	3.39
2018-2023 Annual Rate	0.79%

Housing Unit Summary

2000 Housing Units	583
Owner Occupied Housing Units	67.9%
Renter Occupied Housing Units	28.6%
Vacant Housing Units	3.4%
2010 Housing Units	615
Owner Occupied Housing Units	60.7%
Renter Occupied Housing Units	33.2%
Vacant Housing Units	6.2%
2018 Housing Units	693
Owner Occupied Housing Units	62.3%
Renter Occupied Housing Units	36.5%
Vacant Housing Units	1.0%
2023 Housing Units	739
Owner Occupied Housing Units	64.5%
Renter Occupied Housing Units	33.4%
Vacant Housing Units	2.0%

Median Household Income

2018	\$54,015
2023	\$61,523

Median Home Value

2018	\$166,556
2023	\$239,815

Per Capita Income

2018	\$24,743
2023	\$29,310

Median Age

2010	35.2
2018	36.1
2023	35.9

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.

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2018 Households by Income

Household Income Base	Count	Percentage
<\$15,000	685	12.0%
\$15,000 - \$24,999		10.5%
\$25,000 - \$34,999		9.5%
\$35,000 - \$49,999		12.1%
\$50,000 - \$74,999		24.8%
\$75,000 - \$99,999		11.8%
\$100,000 - \$149,999		12.3%
\$150,000 - \$199,999		6.0%
\$200,000+		1.0%
Average Household Income	\$65,381	

2023 Households by Income

Household Income Base	Count	Percentage
<\$15,000	724	9.3%
\$15,000 - \$24,999		8.1%
\$25,000 - \$34,999		7.7%
\$35,000 - \$49,999		10.6%
\$50,000 - \$74,999		24.9%
\$75,000 - \$99,999		13.5%
\$100,000 - \$149,999		16.0%
\$150,000 - \$199,999		8.6%
\$200,000+		1.2%
Average Household Income	\$77,307	

2018 Owner Occupied Housing Units by Value

Total	Count	Percentage
<\$50,000	432	6.2%
\$50,000 - \$99,999		4.6%
\$100,000 - \$149,999		27.5%
\$150,000 - \$199,999		35.0%
\$200,000 - \$249,999		9.0%
\$250,000 - \$299,999		5.6%
\$300,000 - \$399,999		6.2%
\$400,000 - \$499,999		3.5%
\$500,000 - \$749,999		2.1%
\$750,000 - \$999,999		0.0%
\$1,000,000 - \$1,499,999		0.2%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value	\$189,641	

2023 Owner Occupied Housing Units by Value

Total	Count	Percentage
<\$50,000	478	3.3%
\$50,000 - \$99,999		2.1%
\$100,000 - \$149,999		12.6%
\$150,000 - \$199,999		23.0%
\$200,000 - \$249,999		11.3%
\$250,000 - \$299,999		12.8%
\$300,000 - \$399,999		17.2%
\$400,000 - \$499,999		5.6%
\$500,000 - \$749,999		11.3%
\$750,000 - \$999,999		0.2%
\$1,000,000 - \$1,499,999		0.6%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value	\$284,623	

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	1,519
0 - 4	7.3%
5 - 9	8.4%
10 - 14	7.6%
15 - 24	14.4%
25 - 34	12.0%
35 - 44	14.3%
45 - 54	14.5%
55 - 64	9.9%
65 - 74	6.2%
75 - 84	4.5%
85 +	0.9%
18 +	71.4%

2018 Population by Age

Total	1,834
0 - 4	7.1%
5 - 9	7.1%
10 - 14	7.1%
15 - 24	12.1%
25 - 34	15.2%
35 - 44	12.6%
45 - 54	12.5%
55 - 64	12.9%
65 - 74	8.0%
75 - 84	3.8%
85 +	1.4%
18 +	74.9%

2023 Population by Age

Total	1,940
0 - 4	7.1%
5 - 9	7.4%
10 - 14	7.3%
15 - 24	11.2%
25 - 34	15.6%
35 - 44	13.8%
45 - 54	11.7%
55 - 64	11.1%
65 - 74	9.2%
75 - 84	4.2%
85 +	1.3%
18 +	74.3%

2010 Population by Sex

Males	744
Females	775

2018 Population by Sex

Males	892
Females	942

2023 Population by Sex

Males	940
Females	1,000

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2010 Population by Race/Ethnicity

Total	1,519
White Alone	87.6%
Black Alone	0.4%
American Indian Alone	1.2%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.3%
Two or More Races	4.0%
Hispanic Origin	30.0%
Diversity Index	55.4

2018 Population by Race/Ethnicity

Total	1,836
White Alone	86.5%
Black Alone	0.5%
American Indian Alone	1.0%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.2%
Two or More Races	4.1%
Hispanic Origin	31.2%
Diversity Index	57.2

2023 Population by Race/Ethnicity

Total	1,941
White Alone	85.4%
Black Alone	0.6%
American Indian Alone	1.1%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.7%
Two or More Races	4.5%
Hispanic Origin	34.1%
Diversity Index	59.7

2010 Population by Relationship and Household Type

Total	1,519
In Households	100.0%
In Family Households	85.4%
Householder	25.3%
Spouse	18.6%
Child	35.1%
Other relative	3.2%
Nonrelative	3.2%
In Nonfamily Households	14.6%
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	1,222
Less than 9th Grade	5.1%
9th - 12th Grade, No Diploma	13.3%
High School Graduate	27.0%
GED/Alternative Credential	5.6%
Some College, No Degree	19.9%
Associate Degree	11.5%
Bachelor's Degree	12.4%
Graduate/Professional Degree	5.2%

2018 Population 15+ by Marital Status

Total	1,445
Never Married	26.4%
Married	54.0%
Widowed	4.3%
Divorced	15.3%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	94.6%
Civilian Unemployed (Unemployment Rate)	5.4%

2018 Employed Population 16+ by Industry

Total	868
Agriculture/Mining	5.1%
Construction	17.9%
Manufacturing	9.7%
Wholesale Trade	0.9%
Retail Trade	11.6%
Transportation/Utilities	6.7%
Information	0.9%
Finance/Insurance/Real Estate	5.4%
Services	39.7%
Public Administration	2.1%

2018 Employed Population 16+ by Occupation

Total	867
White Collar	44.2%
Management/Business/Financial	11.0%
Professional	13.4%
Sales	12.5%
Administrative Support	7.4%
Services	11.6%
Blue Collar	44.2%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	14.9%
Installation/Maintenance/Repair	5.8%
Production	10.8%
Transportation/Material Moving	12.0%

2010 Population By Urban/ Rural Status

Total Population	1,519
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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2010 Households by Type

Total	577
Households with 1 Person	29.8%
Households with 2+ People	70.2%
Family Households	66.7%
Husband-wife Families	48.9%
With Related Children	22.4%
Other Family (No Spouse Present)	17.9%
Other Family with Male Householder	5.2%
With Related Children	3.1%
Other Family with Female Householder	12.7%
With Related Children	9.5%
Nonfamily Households	3.5%
All Households with Children	35.9%
Multigenerational Households	4.3%
Unmarried Partner Households	5.5%
Male-female	4.7%
Same-sex	0.9%

2010 Households by Size

Total	577
1 Person Household	29.8%
2 Person Household	28.1%
3 Person Household	15.4%
4 Person Household	12.5%
5 Person Household	7.3%
6 Person Household	5.2%
7 + Person Household	1.7%

2010 Households by Tenure and Mortgage Status

Total	577
Owner Occupied	64.6%
Owned with a Mortgage/Loan	47.8%
Owned Free and Clear	16.8%
Renter Occupied	35.4%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	615
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. Top Tier (1A)

2018 Consumer Spending

Apparel & Services: Total \$	\$1,182,114
Average Spent	\$1,723.20
Spending Potential Index	79
Education: Total \$	\$724,852
Average Spent	\$1,056.63
Spending Potential Index	73
Entertainment/Recreation: Total \$	\$1,737,438
Average Spent	\$2,532.71
Spending Potential Index	79
Food at Home: Total \$	\$2,692,613
Average Spent	\$3,925.09
Spending Potential Index	78
Food Away from Home: Total \$	\$1,931,232
Average Spent	\$2,815.21
Spending Potential Index	80
Health Care: Total \$	\$3,137,443
Average Spent	\$4,573.53
Spending Potential Index	80
HH Furnishings & Equipment: Total \$	\$1,151,603
Average Spent	\$1,678.72
Spending Potential Index	80
Personal Care Products & Services: Total \$	\$455,856
Average Spent	\$664.51
Spending Potential Index	80
Shelter: Total \$	\$8,704,659
Average Spent	\$12,689.01
Spending Potential Index	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,300,653
Average Spent	\$1,896.00
Spending Potential Index	76
Travel: Total \$	\$1,139,029
Average Spent	\$1,660.39
Spending Potential Index	77
Vehicle Maintenance & Repairs: Total \$	\$587,617
Average Spent	\$856.58
Spending Potential Index	80

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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