



Market Profile

Berthoud town, CO (0806255)

Geography: Place

Berthoud town...

Population Summary	
2000 Total Population	5,029
2010 Total Population	5,119
2018 Total Population	6,578
2018 Group Quarters	87
2023 Total Population	7,627
2018-2023 Annual Rate	3.00%
2018 Total Daytime Population	5,286
Workers	2,122
Residents	3,164
Household Summary	
2000 Households	1,858
2000 Average Household Size	2.70
2010 Households	2,003
2010 Average Household Size	2.52
2018 Households	2,571
2018 Average Household Size	2.52
2023 Households	2,976
2023 Average Household Size	2.53
2018-2023 Annual Rate	2.97%
2010 Families	1,362
2010 Average Family Size	3.07
2018 Families	1,747
2018 Average Family Size	3.08
2023 Families	2,011
2023 Average Family Size	3.10
2018-2023 Annual Rate	2.85%
Housing Unit Summary	
2000 Housing Units	1,916
Owner Occupied Housing Units	77.6%
Renter Occupied Housing Units	19.4%
Vacant Housing Units	3.0%
2010 Housing Units	2,089
Owner Occupied Housing Units	72.0%
Renter Occupied Housing Units	23.9%
Vacant Housing Units	4.1%
2018 Housing Units	2,692
Owner Occupied Housing Units	73.9%
Renter Occupied Housing Units	21.6%
Vacant Housing Units	4.5%
2023 Housing Units	3,231
Owner Occupied Housing Units	73.6%
Renter Occupied Housing Units	18.5%
Vacant Housing Units	7.9%
Median Household Income	
2018	\$78,745
2023	\$85,588
Median Home Value	
2018	\$324,970
2023	\$372,189
Per Capita Income	
2018	\$36,143
2023	\$40,540
Median Age	
2010	41.2
2018	43.4
2023	43.2

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	2,571
<\$15,000	5.4%
\$15,000 - \$24,999	5.4%
\$25,000 - \$34,999	5.8%
\$35,000 - \$49,999	11.1%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	20.6%
\$100,000 - \$149,999	20.0%
\$150,000 - \$199,999	9.5%
\$200,000+	4.1%
Average Household Income	\$90,902

2023 Households by Income

Household Income Base	2,977
<\$15,000	4.1%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	4.5%
\$35,000 - \$49,999	9.2%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	21.6%
\$100,000 - \$149,999	23.2%
\$150,000 - \$199,999	11.6%
\$200,000+	4.7%
Average Household Income	\$102,594

2018 Owner Occupied Housing Units by Value

Total	1,991
<\$50,000	2.1%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.8%
\$150,000 - \$199,999	3.4%
\$200,000 - \$249,999	10.9%
\$250,000 - \$299,999	22.3%
\$300,000 - \$399,999	41.9%
\$400,000 - \$499,999	6.6%
\$500,000 - \$749,999	5.2%
\$750,000 - \$999,999	5.6%
\$1,000,000 - \$1,499,999	1.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$366,010

2023 Owner Occupied Housing Units by Value

Total	2,379
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	1.6%
\$250,000 - \$299,999	12.6%
\$300,000 - \$399,999	49.3%
\$400,000 - \$499,999	10.4%
\$500,000 - \$749,999	19.8%
\$750,000 - \$999,999	4.7%
\$1,000,000 - \$1,499,999	1.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$440,521

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	5,119
0 - 4	5.2%
5 - 9	7.1%
10 - 14	7.9%
15 - 24	12.2%
25 - 34	9.8%
35 - 44	13.6%
45 - 54	18.8%
55 - 64	13.1%
65 - 74	6.8%
75 - 84	3.9%
85 +	1.6%
18 +	74.6%
2018 Population by Age	
Total	6,575
0 - 4	4.6%
5 - 9	5.8%
10 - 14	6.7%
15 - 24	12.5%
25 - 34	10.7%
35 - 44	11.8%
45 - 54	15.9%
55 - 64	15.9%
65 - 74	9.8%
75 - 84	4.6%
85 +	1.8%
18 +	78.3%
2023 Population by Age	
Total	7,628
0 - 4	4.7%
5 - 9	5.7%
10 - 14	6.4%
15 - 24	11.6%
25 - 34	11.9%
35 - 44	12.1%
45 - 54	14.2%
55 - 64	14.7%
65 - 74	11.4%
75 - 84	5.3%
85 +	1.9%
18 +	78.8%
2010 Population by Sex	
Males	2,518
Females	2,601
2018 Population by Sex	
Males	3,236
Females	3,339
2023 Population by Sex	
Males	3,756
Females	3,872

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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2010 Population by Race/Ethnicity

Total	5,119
White Alone	93.1%
Black Alone	0.2%
American Indian Alone	0.9%
Asian Alone	1.0%
Pacific Islander Alone	0.2%
Some Other Race Alone	2.5%
Two or More Races	2.1%
Hispanic Origin	8.6%
Diversity Index	26.9

2018 Population by Race/Ethnicity

Total	6,577
White Alone	92.3%
Black Alone	0.2%
American Indian Alone	0.9%
Asian Alone	1.1%
Pacific Islander Alone	0.2%
Some Other Race Alone	2.9%
Two or More Races	2.4%
Hispanic Origin	9.0%
Diversity Index	28.8

2023 Population by Race/Ethnicity

Total	7,627
White Alone	91.6%
Black Alone	0.3%
American Indian Alone	0.9%
Asian Alone	1.2%
Pacific Islander Alone	0.2%
Some Other Race Alone	3.0%
Two or More Races	2.7%
Hispanic Origin	9.8%
Diversity Index	30.9

2010 Population by Relationship and Household Type

Total	5,119
In Households	98.7%
In Family Households	83.7%
Householder	26.6%
Spouse	20.7%
Child	32.3%
Other relative	2.2%
Nonrelative	1.9%
In Nonfamily Households	14.9%
In Group Quarters	1.3%
Institutionalized Population	1.3%
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	4,633
Less than 9th Grade	0.3%
9th - 12th Grade, No Diploma	2.1%
High School Graduate	27.2%
GED/Alternative Credential	5.0%
Some College, No Degree	22.3%
Associate Degree	10.9%
Bachelor's Degree	23.9%
Graduate/Professional Degree	8.3%
2018 Population 15+ by Marital Status	
Total	5,454
Never Married	25.3%
Married	54.2%
Widowed	6.3%
Divorced	14.2%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	95.9%
Civilian Unemployed (Unemployment Rate)	4.1%
2018 Employed Population 16+ by Industry	
Total	3,468
Agriculture/Mining	3.4%
Construction	11.2%
Manufacturing	9.5%
Wholesale Trade	4.2%
Retail Trade	10.7%
Transportation/Utilities	3.8%
Information	1.2%
Finance/Insurance/Real Estate	3.1%
Services	49.2%
Public Administration	3.6%
2018 Employed Population 16+ by Occupation	
Total	3,468
White Collar	61.6%
Management/Business/Financial	10.2%
Professional	25.3%
Sales	9.4%
Administrative Support	16.7%
Services	17.5%
Blue Collar	20.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.2%
Installation/Maintenance/Repair	3.2%
Production	5.9%
Transportation/Material Moving	6.5%
2010 Population By Urban/ Rural Status	
Total Population	5,119
Population Inside Urbanized Area	92.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	7.2%

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	2,003
Households with 1 Person	27.0%
Households with 2+ People	73.0%
Family Households	68.0%
Husband-wife Families	52.9%
With Related Children	23.7%
Other Family (No Spouse Present)	15.1%
Other Family with Male Householder	5.5%
With Related Children	3.6%
Other Family with Female Householder	9.6%
With Related Children	6.9%
Nonfamily Households	5.0%
All Households with Children	34.6%

2010 Households by Size

Multigenerational Households	3.2%
Unmarried Partner Households	4.9%
Male-female	4.1%
Same-sex	0.8%

2010 Households by Size

Total	2,003
1 Person Household	27.0%
2 Person Household	32.9%
3 Person Household	16.3%
4 Person Household	14.3%
5 Person Household	5.8%
6 Person Household	2.6%
7 + Person Household	1.1%

2010 Households by Tenure and Mortgage Status

Total	2,003
Owner Occupied	75.1%
Owned with a Mortgage/Loan	58.2%
Owned Free and Clear	16.9%
Renter Occupied	24.9%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	2,089
Housing Units Inside Urbanized Area	93.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	6.7%

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.** Middleburg (4C)

2018 Consumer Spending

Apparel & Services: Total \$	\$6,018,941
Average Spent	\$2,341.09
Spending Potential Index	108
Education: Total \$	\$4,113,978
Average Spent	\$1,600.15
Spending Potential Index	111
Entertainment/Recreation: Total \$	\$8,906,587
Average Spent	\$3,464.25
Spending Potential Index	108
Food at Home: Total \$	\$13,544,225
Average Spent	\$5,268.08
Spending Potential Index	105
Food Away from Home: Total \$	\$9,714,314
Average Spent	\$3,778.42
Spending Potential Index	108
Health Care: Total \$	\$15,845,469
Average Spent	\$6,163.15
Spending Potential Index	108
HH Furnishings & Equipment: Total \$	\$5,846,865
Average Spent	\$2,274.16
Spending Potential Index	109
Personal Care Products & Services: Total \$	\$2,311,449
Average Spent	\$899.05
Spending Potential Index	109
Shelter: Total \$	\$45,975,579
Average Spent	\$17,882.37
Spending Potential Index	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,826,703
Average Spent	\$2,655.27
Spending Potential Index	107
Travel: Total \$	\$6,124,880
Average Spent	\$2,382.29
Spending Potential Index	111
Vehicle Maintenance & Repairs: Total \$	\$2,952,462
Average Spent	\$1,148.37
Spending Potential Index	107

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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