



Market Profile

Garden City town, CO (0829185)

Geography: Place

Garden City t...

Population Summary	
2000 Total Population	305
2010 Total Population	234
2018 Total Population	272
2018 Group Quarters	0
2023 Total Population	294
2018-2023 Annual Rate	1.57%
2018 Total Daytime Population	812
Workers	684
Residents	128
Household Summary	
2000 Households	122
2000 Average Household Size	2.50
2010 Households	111
2010 Average Household Size	2.11
2018 Households	128
2018 Average Household Size	2.13
2023 Households	138
2023 Average Household Size	2.13
2018-2023 Annual Rate	1.52%
2010 Families	49
2010 Average Family Size	2.98
2018 Families	60
2018 Average Family Size	3.02
2023 Families	64
2023 Average Family Size	3.05
2018-2023 Annual Rate	1.30%
Housing Unit Summary	
2000 Housing Units	132
Owner Occupied Housing Units	34.1%
Renter Occupied Housing Units	58.3%
Vacant Housing Units	7.6%
2010 Housing Units	128
Owner Occupied Housing Units	17.2%
Renter Occupied Housing Units	69.5%
Vacant Housing Units	13.3%
2018 Housing Units	147
Owner Occupied Housing Units	25.9%
Renter Occupied Housing Units	61.2%
Vacant Housing Units	12.9%
2023 Housing Units	158
Owner Occupied Housing Units	27.8%
Renter Occupied Housing Units	59.5%
Vacant Housing Units	12.7%
Median Household Income	
2018	\$39,915
2023	\$44,666
Median Home Value	
2018	\$123,684
2023	\$133,750
Per Capita Income	
2018	\$24,595
2023	\$27,541
Median Age	
2010	42.6
2018	34.4
2023	33.9

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	
<\$15,000	16.5%
\$15,000 - \$24,999	13.4%
\$25,000 - \$34,999	12.6%
\$35,000 - \$49,999	18.1%
\$50,000 - \$74,999	11.8%
\$75,000 - \$99,999	3.1%
\$100,000 - \$149,999	22.0%
\$150,000 - \$199,999	0.8%
\$200,000+	1.6%
Average Household Income	\$57,496

2023 Households by Income

Household Income Base	
<\$15,000	13.2%
\$15,000 - \$24,999	11.8%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	18.4%
\$50,000 - \$74,999	13.2%
\$75,000 - \$99,999	3.7%
\$100,000 - \$149,999	25.7%
\$150,000 - \$199,999	0.7%
\$200,000+	1.5%
Average Household Income	\$64,986

2018 Owner Occupied Housing Units by Value

Total	
<\$50,000	2.6%
\$50,000 - \$99,999	23.7%
\$100,000 - \$149,999	50.0%
\$150,000 - \$199,999	10.5%
\$200,000 - \$249,999	7.9%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	0.0%
\$400,000 - \$499,999	2.6%
\$500,000 - \$749,999	2.6%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$145,395

2023 Owner Occupied Housing Units by Value

Total	
<\$50,000	2.2%
\$50,000 - \$99,999	17.8%
\$100,000 - \$149,999	44.4%
\$150,000 - \$199,999	11.1%
\$200,000 - \$249,999	11.1%
\$250,000 - \$299,999	0.0%
\$300,000 - \$399,999	0.0%
\$400,000 - \$499,999	6.7%
\$500,000 - \$749,999	6.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$185,556

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	234
0 - 4	5.6%
5 - 9	7.3%
10 - 14	3.4%
15 - 24	13.7%
25 - 34	10.3%
35 - 44	13.2%
45 - 54	19.2%
55 - 64	13.2%
65 - 74	6.8%
75 - 84	5.1%
85 +	2.1%
18 +	79.1%
2018 Population by Age	
Total	272
0 - 4	7.0%
5 - 9	5.9%
10 - 14	4.8%
15 - 24	17.6%
25 - 34	15.4%
35 - 44	11.4%
45 - 54	12.9%
55 - 64	12.9%
65 - 74	7.0%
75 - 84	3.3%
85 +	1.8%
18 +	80.5%
2023 Population by Age	
Total	296
0 - 4	6.8%
5 - 9	5.7%
10 - 14	5.4%
15 - 24	14.2%
25 - 34	19.6%
35 - 44	10.8%
45 - 54	11.1%
55 - 64	12.5%
65 - 74	8.8%
75 - 84	3.7%
85 +	1.4%
18 +	79.7%
2010 Population by Sex	
Males	128
Females	106
2018 Population by Sex	
Males	137
Females	135
2023 Population by Sex	
Males	149
Females	147

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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Geography: Place

	Garden City t...
2010 Population by Race/Ethnicity	
Total	234
White Alone	69.2%
Black Alone	0.0%
American Indian Alone	3.0%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	25.6%
Two or More Races	1.7%
Hispanic Origin	66.2%
Diversity Index	73.5
2018 Population by Race/Ethnicity	
Total	272
White Alone	69.1%
Black Alone	0.0%
American Indian Alone	2.6%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	23.5%
Two or More Races	4.0%
Hispanic Origin	61.0%
Diversity Index	74.9
2023 Population by Race/Ethnicity	
Total	293
White Alone	67.9%
Black Alone	0.0%
American Indian Alone	2.4%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	24.2%
Two or More Races	4.4%
Hispanic Origin	63.6%
Diversity Index	75.4
2010 Population by Relationship and Household Type	
Total	234
In Households	100.0%
In Family Households	66.2%
Householder	20.9%
Spouse	12.0%
Child	23.1%
Other relative	6.4%
Nonrelative	3.8%
In Nonfamily Households	33.8%
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	176
Less than 9th Grade	13.6%
9th - 12th Grade, No Diploma	5.7%
High School Graduate	19.3%
GED/Alternative Credential	12.5%
Some College, No Degree	27.3%
Associate Degree	10.2%
Bachelor's Degree	6.8%
Graduate/Professional Degree	4.5%

2018 Population 15+ by Marital Status

Total	224
Never Married	44.6%
Married	34.4%
Widowed	4.9%
Divorced	16.1%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	98.0%
Civilian Unemployed (Unemployment Rate)	2.0%

2018 Employed Population 16+ by Industry

Total	148
Agriculture/Mining	0.0%
Construction	8.1%
Manufacturing	33.8%
Wholesale Trade	2.7%
Retail Trade	11.5%
Transportation/Utilities	8.1%
Information	2.0%
Finance/Insurance/Real Estate	0.0%
Services	32.4%
Public Administration	1.4%

2018 Employed Population 16+ by Occupation

Total	147
White Collar	51.0%
Management/Business/Financial	5.4%
Professional	6.1%
Sales	2.7%
Administrative Support	36.7%
Services	6.8%
Blue Collar	42.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	7.5%
Installation/Maintenance/Repair	0.7%
Production	23.8%
Transportation/Material Moving	10.2%

2010 Population By Urban/ Rural Status

Total Population	234
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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	111
Households with 1 Person	45.9%
Households with 2+ People	54.1%
Family Households	44.1%
Husband-wife Families	25.2%
With Related Children	11.7%
Other Family (No Spouse Present)	18.9%
Other Family with Male Householder	6.3%
With Related Children	1.8%
Other Family with Female Householder	12.6%
With Related Children	8.1%
Nonfamily Households	9.9%
All Households with Children	21.6%
Multigenerational Households	1.8%
Unmarried Partner Households	6.3%
Male-female	6.3%
Same-sex	0.0%
2010 Households by Size	
Total	111
1 Person Household	45.9%
2 Person Household	28.8%
3 Person Household	9.0%
4 Person Household	6.3%
5 Person Household	6.3%
6 Person Household	1.8%
7 + Person Household	1.8%
2010 Households by Tenure and Mortgage Status	
Total	111
Owner Occupied	19.8%
Owned with a Mortgage/Loan	11.7%
Owned Free and Clear	8.1%
Renter Occupied	80.2%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	128
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

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. Set to Impress (11D)
2. Dorms to Diplomas (14C)
3. Top Tier (1A)

2018 Consumer Spending

Apparel & Services: Total \$	\$204,010
Average Spent	\$1,593.83
Spending Potential Index	73
Education: Total \$	\$138,436
Average Spent	\$1,081.53
Spending Potential Index	75
Entertainment/Recreation: Total \$	\$282,869
Average Spent	\$2,209.92
Spending Potential Index	69
Food at Home: Total \$	\$473,948
Average Spent	\$3,702.72
Spending Potential Index	74
Food Away from Home: Total \$	\$331,522
Average Spent	\$2,590.02
Spending Potential Index	74
Health Care: Total \$	\$476,996
Average Spent	\$3,726.53
Spending Potential Index	65
HH Furnishings & Equipment: Total \$	\$183,210
Average Spent	\$1,431.33
Spending Potential Index	69
Personal Care Products & Services: Total \$	\$74,663
Average Spent	\$583.30
Spending Potential Index	70
Shelter: Total \$	\$1,625,633
Average Spent	\$12,700.26
Spending Potential Index	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$206,261
Average Spent	\$1,611.41
Spending Potential Index	65
Travel: Total \$	\$177,515
Average Spent	\$1,386.84
Spending Potential Index	64
Vehicle Maintenance & Repairs: Total \$	\$97,798
Average Spent	\$764.05
Spending Potential Index	71

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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