



# Market Profile

Gilcrest town, CO (0829955)

Geography: Place

Gilcrest town...

### Population Summary

2000 Total Population	1,128
2010 Total Population	1,034
2018 Total Population	1,199
2018 Group Quarters	1
2023 Total Population	1,290
2018-2023 Annual Rate	1.47%
2018 Total Daytime Population	840
Workers	194
Residents	646

### Household Summary

2000 Households	327
2000 Average Household Size	3.45
2010 Households	324
2010 Average Household Size	3.19
2018 Households	373
2018 Average Household Size	3.21
2023 Households	400
2023 Average Household Size	3.22
2018-2023 Annual Rate	1.41%
2010 Families	272
2010 Average Family Size	3.48
2018 Families	300
2018 Average Family Size	3.57
2023 Families	319
2023 Average Family Size	3.61
2018-2023 Annual Rate	1.24%

### Housing Unit Summary

2000 Housing Units	336
Owner Occupied Housing Units	72.9%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	2.7%
2010 Housing Units	346
Owner Occupied Housing Units	69.1%
Renter Occupied Housing Units	24.6%
Vacant Housing Units	6.4%
2018 Housing Units	398
Owner Occupied Housing Units	63.1%
Renter Occupied Housing Units	30.7%
Vacant Housing Units	6.3%
2023 Housing Units	406
Owner Occupied Housing Units	68.2%
Renter Occupied Housing Units	30.3%
Vacant Housing Units	1.5%

### Median Household Income

2018	\$51,513
2023	\$56,705

### Median Home Value

2018	\$139,198
2023	\$194,667

### Per Capita Income

2018	\$20,124
2023	\$23,098

### Median Age

2010	33.2
2018	36.1
2023	36.5

**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.



# Market Profile

Gilcrest town, CO (0829955)

Geography: Place

Gilcrest town...

### 2018 Households by Income

Household Income Base	374
<\$15,000	6.7%
\$15,000 - \$24,999	9.4%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	20.1%
\$50,000 - \$74,999	26.7%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	7.8%
\$150,000 - \$199,999	2.1%
\$200,000+	2.1%
Average Household Income	\$62,485

### 2023 Households by Income

Household Income Base	401
<\$15,000	5.2%
\$15,000 - \$24,999	7.5%
\$25,000 - \$34,999	9.2%
\$35,000 - \$49,999	17.7%
\$50,000 - \$74,999	27.4%
\$75,000 - \$99,999	16.7%
\$100,000 - \$149,999	10.5%
\$150,000 - \$199,999	3.0%
\$200,000+	2.7%
Average Household Income	\$71,996

### 2018 Owner Occupied Housing Units by Value

Total	251
<\$50,000	7.2%
\$50,000 - \$99,999	17.5%
\$100,000 - \$149,999	32.3%
\$150,000 - \$199,999	21.1%
\$200,000 - \$249,999	2.0%
\$250,000 - \$299,999	1.6%
\$300,000 - \$399,999	1.6%
\$400,000 - \$499,999	2.8%
\$500,000 - \$749,999	12.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	2.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$218,825

### 2023 Owner Occupied Housing Units by Value

Total	276
<\$50,000	0.4%
\$50,000 - \$99,999	0.4%
\$100,000 - \$149,999	0.7%
\$150,000 - \$199,999	54.3%
\$200,000 - \$249,999	10.1%
\$250,000 - \$299,999	1.8%
\$300,000 - \$399,999	7.2%
\$400,000 - \$499,999	8.0%
\$500,000 - \$749,999	9.8%
\$750,000 - \$999,999	2.9%
\$1,000,000 - \$1,499,999	4.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$326,268

**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.

March 01, 2019



# Market Profile

Gilcrest town, CO (0829955)  
 Geography: Place

Gilcrest town...

2010 Population by Age	
Total	1,034
0 - 4	6.0%
5 - 9	9.4%
10 - 14	9.5%
15 - 24	15.8%
25 - 34	11.6%
35 - 44	13.6%
45 - 54	15.5%
55 - 64	9.7%
65 - 74	6.1%
75 - 84	2.2%
85 +	0.7%
18 +	69.9%
2018 Population by Age	
Total	1,203
0 - 4	5.8%
5 - 9	8.7%
10 - 14	7.9%
15 - 24	14.3%
25 - 34	11.7%
35 - 44	12.7%
45 - 54	14.1%
55 - 64	11.6%
65 - 74	8.8%
75 - 84	3.0%
85 +	1.2%
18 +	72.6%
2023 Population by Age	
Total	1,290
0 - 4	5.8%
5 - 9	8.4%
10 - 14	7.8%
15 - 24	14.0%
25 - 34	11.9%
35 - 44	13.3%
45 - 54	13.1%
55 - 64	11.0%
65 - 74	9.8%
75 - 84	3.6%
85 +	1.3%
18 +	72.9%
2010 Population by Sex	
Males	540
Females	494
2018 Population by Sex	
Males	627
Females	576
2023 Population by Sex	
Males	672
Females	618

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

Gilcrest town, CO (0829955)

Geography: Place

Gilcrest town...

## 2010 Population by Race/Ethnicity

Total	1,034
White Alone	78.1%
Black Alone	0.6%
American Indian Alone	0.9%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	17.2%
Two or More Races	2.7%
Hispanic Origin	55.5%
Diversity Index	69.1

## 2018 Population by Race/Ethnicity

Total	1,199
White Alone	78.6%
Black Alone	0.7%
American Indian Alone	0.8%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	16.8%
Two or More Races	2.5%
Hispanic Origin	48.9%
Diversity Index	69.1

## 2023 Population by Race/Ethnicity

Total	1,289
White Alone	77.6%
Black Alone	0.8%
American Indian Alone	0.8%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	17.6%
Two or More Races	2.6%
Hispanic Origin	52.2%
Diversity Index	69.9

## 2010 Population by Relationship and Household Type

Total	1,034
In Households	100.0%
In Family Households	94.2%
Householder	26.3%
Spouse	20.0%
Child	39.0%
Other relative	6.2%
Nonrelative	2.7%
In Nonfamily Households	5.8%
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.

March 01, 2019



# Market Profile

Gilcrest town, CO (0829955)

Geography: Place

Gilcrest town...

## 2018 Population 25+ by Educational Attainment

Total	756
Less than 9th Grade	8.9%
9th - 12th Grade, No Diploma	8.6%
High School Graduate	26.9%
GED/Alternative Credential	4.2%
Some College, No Degree	23.0%
Associate Degree	7.7%
Bachelor's Degree	16.7%
Graduate/Professional Degree	4.1%

## 2018 Population 15+ by Marital Status

Total	929
Never Married	31.2%
Married	55.8%
Widowed	6.6%
Divorced	6.5%

## 2018 Civilian Population 16+ in Labor Force

Civilian Employed	96.6%
Civilian Unemployed (Unemployment Rate)	3.4%

## 2018 Employed Population 16+ by Industry

Total	570
Agriculture/Mining	13.9%
Construction	12.8%
Manufacturing	9.3%
Wholesale Trade	4.0%
Retail Trade	13.4%
Transportation/Utilities	6.0%
Information	0.2%
Finance/Insurance/Real Estate	2.1%
Services	35.3%
Public Administration	3.0%

## 2018 Employed Population 16+ by Occupation

Total	571
White Collar	48.0%
Management/Business/Financial	10.7%
Professional	15.1%
Sales	12.6%
Administrative Support	9.6%
Services	14.4%
Blue Collar	37.7%
Farming/Forestry/Fishing	8.9%
Construction/Extraction	12.4%
Installation/Maintenance/Repair	2.1%
Production	5.3%
Transportation/Material Moving	8.9%

## 2010 Population By Urban/ Rural Status

Total Population	1,034
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.

March 01, 2019



# Market Profile

Gilcrest town, CO (0829955)

Geography: Place

Gilcrest town...

### 2010 Households by Type

Total	324
Households with 1 Person	13.6%
Households with 2+ People	86.4%
Family Households	84.0%
Husband-wife Families	63.9%
With Related Children	31.2%
Other Family (No Spouse Present)	20.1%
Other Family with Male Householder	8.6%
With Related Children	5.9%
Other Family with Female Householder	11.4%
With Related Children	8.0%
Nonfamily Households	2.5%
All Households with Children	45.4%
Multigenerational Households	5.2%
Unmarried Partner Households	6.2%
Male-female	5.6%
Same-sex	0.6%

### 2010 Households by Size

Total	324
1 Person Household	13.6%
2 Person Household	29.6%
3 Person Household	17.6%
4 Person Household	15.7%
5 Person Household	13.3%
6 Person Household	8.6%
7 + Person Household	1.5%

### 2010 Households by Tenure and Mortgage Status

Total	324
Owner Occupied	73.8%
Owned with a Mortgage/Loan	59.0%
Owned Free and Clear	14.8%
Renter Occupied	26.2%

### 2010 Housing Units By Urban/ Rural Status

Total Housing Units	346
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.



# Market Profile

Gilcrest town, CO (0829955)

Geography: Place

Gilcrest town...

## Top 3 Tapestry Segments

1. American Dreamers (7C)
2. Top Tier (1A)
3. Professional Pride (1B)

## 2018 Consumer Spending

Apparel & Services: Total \$	\$629,799
Average Spent	\$1,688.47
Spending Potential Index	78
Education: Total \$	\$365,406
Average Spent	\$979.64
Spending Potential Index	68
Entertainment/Recreation: Total \$	\$891,256
Average Spent	\$2,389.43
Spending Potential Index	74
Food at Home: Total \$	\$1,417,246
Average Spent	\$3,799.59
Spending Potential Index	76
Food Away from Home: Total \$	\$1,012,382
Average Spent	\$2,714.16
Spending Potential Index	77
Health Care: Total \$	\$1,562,332
Average Spent	\$4,188.56
Spending Potential Index	73
HH Furnishings & Equipment: Total \$	\$602,437
Average Spent	\$1,615.11
Spending Potential Index	77
Personal Care Products & Services: Total \$	\$236,542
Average Spent	\$634.16
Spending Potential Index	77
Shelter: Total \$	\$4,772,275
Average Spent	\$12,794.30
Spending Potential Index	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$662,359
Average Spent	\$1,775.76
Spending Potential Index	71
Travel: Total \$	\$602,344
Average Spent	\$1,614.86
Spending Potential Index	75
Vehicle Maintenance & Repairs: Total \$	\$309,889
Average Spent	\$830.80
Spending Potential Index	77

**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.

March 01, 2019