



# Market Profile

Grover town, CO (0833310)  
 Geography: Place

Grover town, ...

Population Summary	
2000 Total Population	113
2010 Total Population	137
2018 Total Population	153
2018 Group Quarters	0
2023 Total Population	161
2018-2023 Annual Rate	1.02%
2018 Total Daytime Population	92
Workers	21
Residents	71
Household Summary	
2000 Households	50
2000 Average Household Size	2.24
2010 Households	62
2010 Average Household Size	2.21
2018 Households	69
2018 Average Household Size	2.22
2023 Households	72
2023 Average Household Size	2.22
2018-2023 Annual Rate	0.85%
2010 Families	31
2010 Average Family Size	3.35
2018 Families	50
2018 Average Family Size	2.60
2023 Families	52
2023 Average Family Size	2.62
2018-2023 Annual Rate	0.79%
Housing Unit Summary	
2000 Housing Units	69
Owner Occupied Housing Units	55.1%
Renter Occupied Housing Units	17.4%
Vacant Housing Units	27.5%
2010 Housing Units	90
Owner Occupied Housing Units	51.1%
Renter Occupied Housing Units	17.8%
Vacant Housing Units	31.1%
2018 Housing Units	94
Owner Occupied Housing Units	55.3%
Renter Occupied Housing Units	18.1%
Vacant Housing Units	26.6%
2023 Housing Units	94
Owner Occupied Housing Units	59.6%
Renter Occupied Housing Units	17.0%
Vacant Housing Units	23.4%
Median Household Income	
2018	\$64,002
2023	\$76,741
Median Home Value	
2018	\$333,333
2023	\$490,000
Per Capita Income	
2018	\$27,645
2023	\$32,902
Median Age	
2010	41.3
2018	43.3
2023	46.0

**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.



# Market Profile

Grover town, CO (0833310)

Geography: Place

Grover town, ...

### 2018 Households by Income

Household Income Base	68
<\$15,000	5.9%
\$15,000 - \$24,999	7.4%
\$25,000 - \$34,999	5.9%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	26.5%
\$75,000 - \$99,999	26.5%
\$100,000 - \$149,999	10.3%
\$150,000 - \$199,999	1.5%
\$200,000+	2.9%
Average Household Income	\$73,192

### 2023 Households by Income

Household Income Base	73
<\$15,000	4.1%
\$15,000 - \$24,999	5.5%
\$25,000 - \$34,999	4.1%
\$35,000 - \$49,999	8.2%
\$50,000 - \$74,999	24.7%
\$75,000 - \$99,999	30.1%
\$100,000 - \$149,999	17.8%
\$150,000 - \$199,999	2.7%
\$200,000+	2.7%
Average Household Income	\$85,458

### 2018 Owner Occupied Housing Units by Value

Total	50
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	2.0%
\$250,000 - \$299,999	44.0%
\$300,000 - \$399,999	12.0%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	24.0%
\$750,000 - \$999,999	6.0%
\$1,000,000 - \$1,499,999	10.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$504,000

### 2023 Owner Occupied Housing Units by Value

Total	56
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	10.7%
\$300,000 - \$399,999	23.2%
\$400,000 - \$499,999	17.9%
\$500,000 - \$749,999	23.2%
\$750,000 - \$999,999	7.1%
\$1,000,000 - \$1,499,999	17.9%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$621,875

**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 05, 2019



# Market Profile

Grover town, CO (0833310)

Geography: Place

Grover town, ...

## 2010 Population by Age

Total	137
0 - 4	6.6%
5 - 9	8.8%
10 - 14	8.0%
15 - 24	10.2%
25 - 34	10.9%
35 - 44	6.6%
45 - 54	20.4%
55 - 64	12.4%
65 - 74	8.8%
75 - 84	7.3%
85 +	0.0%
18 +	74.5%

## 2018 Population by Age

Total	153
0 - 4	5.2%
5 - 9	6.5%
10 - 14	6.5%
15 - 24	11.1%
25 - 34	10.5%
35 - 44	12.4%
45 - 54	14.4%
55 - 64	16.3%
65 - 74	11.1%
75 - 84	4.6%
85 +	1.3%
18 +	77.8%

## 2023 Population by Age

Total	158
0 - 4	5.1%
5 - 9	6.3%
10 - 14	7.0%
15 - 24	8.9%
25 - 34	9.5%
35 - 44	12.0%
45 - 54	12.7%
55 - 64	17.1%
65 - 74	13.9%
75 - 84	6.3%
85 +	1.3%
18 +	77.8%

## 2010 Population by Sex

Males	70
Females	67

## 2018 Population by Sex

Males	80
Females	73

## 2023 Population by Sex

Males	81
Females	77

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 05, 2019



# Market Profile

Grover town, CO (0833310)

Geography: Place

Grover town, ...

### 2010 Population by Race/Ethnicity

Total	137
White Alone	95.6%
Black Alone	2.2%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	2.2%
Hispanic Origin	7.3%
Diversity Index	20.9

### 2018 Population by Race/Ethnicity

Total	153
White Alone	92.2%
Black Alone	0.7%
American Indian Alone	0.7%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.6%
Two or More Races	2.0%
Hispanic Origin	11.1%
Diversity Index	31.8

### 2023 Population by Race/Ethnicity

Total	160
White Alone	91.9%
Black Alone	0.6%
American Indian Alone	0.6%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.0%
Two or More Races	1.9%
Hispanic Origin	12.4%
Diversity Index	34.8

### 2010 Population by Relationship and Household Type

Total	137
In Households	100.0%
In Family Households	76.6%
Householder	22.6%
Spouse	20.4%
Child	32.8%
Other relative	0.0%
Nonrelative	0.7%
In Nonfamily Households	23.4%
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 05, 2019



# Market Profile

Grover town, CO (0833310)

Geography: Place

Grover town, ...

### 2018 Population 25+ by Educational Attainment

Total	108
Less than 9th Grade	3.7%
9th - 12th Grade, No Diploma	4.6%
High School Graduate	22.2%
GED/Alternative Credential	2.8%
Some College, No Degree	29.6%
Associate Degree	10.2%
Bachelor's Degree	21.3%
Graduate/Professional Degree	5.6%

### 2018 Population 15+ by Marital Status

Total	125
Never Married	24.8%
Married	62.4%
Widowed	4.8%
Divorced	8.0%

### 2018 Civilian Population 16+ in Labor Force

Civilian Employed	97.5%
Civilian Unemployed (Unemployment Rate)	2.5%

### 2018 Employed Population 16+ by Industry

Total	77
Agriculture/Mining	13.0%
Construction	13.0%
Manufacturing	5.2%
Wholesale Trade	3.9%
Retail Trade	10.4%
Transportation/Utilities	10.4%
Information	0.0%
Finance/Insurance/Real Estate	2.6%
Services	37.7%
Public Administration	3.9%

### 2018 Employed Population 16+ by Occupation

Total	76
White Collar	57.9%
Management/Business/Financial	19.7%
Professional	11.8%
Sales	7.9%
Administrative Support	18.4%
Services	15.8%
Blue Collar	26.3%
Farming/Forestry/Fishing	2.6%
Construction/Extraction	7.9%
Installation/Maintenance/Repair	3.9%
Production	2.6%
Transportation/Material Moving	9.2%

### 2010 Population By Urban/ Rural Status

Total Population	137
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.



# Market Profile

Grover town, CO (0833310)

Geography: Place

Grover town, ...

### 2010 Households by Type

Total	62
Households with 1 Person	48.4%
Households with 2+ People	51.6%
Family Households	50.0%
Husband-wife Families	45.2%
With Related Children	19.4%
Other Family (No Spouse Present)	4.8%
Other Family with Male Householder	0.0%
With Related Children	0.0%
Other Family with Female Householder	4.8%
With Related Children	4.8%
Nonfamily Households	1.6%
All Households with Children	24.2%
Multigenerational Households	3.2%
Unmarried Partner Households	3.2%
Male-female	3.2%
Same-sex	0.0%

### 2010 Households by Size

Total	62
1 Person Household	48.4%
2 Person Household	22.6%
3 Person Household	6.5%
4 Person Household	14.5%
5 Person Household	1.6%
6 Person Household	3.2%
7 + Person Household	3.2%

### 2010 Households by Tenure and Mortgage Status

Total	62
Owner Occupied	74.2%
Owned with a Mortgage/Loan	54.8%
Owned Free and Clear	19.4%
Renter Occupied	25.8%

### 2010 Housing Units By Urban/ Rural Status

Total Housing Units	90
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

Grover town, CO (0833310)

Geography: Place

Grover town, ...

## Top 3 Tapestry Segments

1. Prairie Living (6D)
2. Top Tier (1A)
3. Professional Pride (1B)

## 2018 Consumer Spending

Apparel & Services: Total \$	\$122,878
Average Spent	\$1,780.83
Spending Potential Index	82
Education: Total \$	\$54,219
Average Spent	\$785.79
Spending Potential Index	54
Entertainment/Recreation: Total \$	\$231,675
Average Spent	\$3,357.61
Spending Potential Index	104
Food at Home: Total \$	\$368,941
Average Spent	\$5,346.97
Spending Potential Index	107
Food Away from Home: Total \$	\$209,474
Average Spent	\$3,035.86
Spending Potential Index	86
Health Care: Total \$	\$454,941
Average Spent	\$6,593.35
Spending Potential Index	115
HH Furnishings & Equipment: Total \$	\$133,029
Average Spent	\$1,927.95
Spending Potential Index	92
Personal Care Products & Services: Total \$	\$47,472
Average Spent	\$688.00
Spending Potential Index	83
Shelter: Total \$	\$844,972
Average Spent	\$12,245.97
Spending Potential Index	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$151,523
Average Spent	\$2,195.98
Spending Potential Index	88
Travel: Total \$	\$113,686
Average Spent	\$1,647.63
Spending Potential Index	76
Vehicle Maintenance & Repairs: Total \$	\$75,016
Average Spent	\$1,087.19
Spending Potential Index	101

**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 05, 2019