



Market Profile

Johnstown town, CO (0839855)

Geography: Place

Johnstown tow...

Population Summary	
2000 Total Population	4,864
2010 Total Population	9,887
2018 Total Population	14,707
2018 Group Quarters	0
2023 Total Population	17,101
2018-2023 Annual Rate	3.06%
2018 Total Daytime Population	10,772
Workers	3,680
Residents	7,092
Household Summary	
2000 Households	1,714
2000 Average Household Size	2.84
2010 Households	3,356
2010 Average Household Size	2.95
2018 Households	5,012
2018 Average Household Size	2.93
2023 Households	5,819
2023 Average Household Size	2.94
2018-2023 Annual Rate	3.03%
2010 Families	2,738
2010 Average Family Size	3.25
2018 Families	4,019
2018 Average Family Size	3.27
2023 Families	4,632
2023 Average Family Size	3.29
2018-2023 Annual Rate	2.88%
Housing Unit Summary	
2000 Housing Units	1,783
Owner Occupied Housing Units	76.7%
Renter Occupied Housing Units	19.4%
Vacant Housing Units	3.9%
2010 Housing Units	3,554
Owner Occupied Housing Units	79.3%
Renter Occupied Housing Units	15.2%
Vacant Housing Units	5.6%
2018 Housing Units	5,079
Owner Occupied Housing Units	85.7%
Renter Occupied Housing Units	13.0%
Vacant Housing Units	1.3%
2023 Housing Units	5,974
Owner Occupied Housing Units	86.7%
Renter Occupied Housing Units	10.7%
Vacant Housing Units	2.6%
Median Household Income	
2018	\$79,868
2023	\$86,136
Median Home Value	
2018	\$315,181
2023	\$370,216
Per Capita Income	
2018	\$32,552
2023	\$36,783
Median Age	
2010	33.7
2018	36.5
2023	37.0

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.

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2018 Households by Income

Household Income Base	5,013
<\$15,000	2.7%
\$15,000 - \$24,999	3.7%
\$25,000 - \$34,999	7.9%
\$35,000 - \$49,999	7.4%
\$50,000 - \$74,999	22.1%
\$75,000 - \$99,999	23.3%
\$100,000 - \$149,999	20.7%
\$150,000 - \$199,999	6.7%
\$200,000+	5.5%
Average Household Income	\$95,287

2023 Households by Income

Household Income Base	5,820
<\$15,000	2.1%
\$15,000 - \$24,999	2.8%
\$25,000 - \$34,999	6.1%
\$35,000 - \$49,999	5.8%
\$50,000 - \$74,999	20.1%
\$75,000 - \$99,999	24.3%
\$100,000 - \$149,999	23.6%
\$150,000 - \$199,999	8.5%
\$200,000+	6.7%
Average Household Income	\$107,863

2018 Owner Occupied Housing Units by Value

Total	4,352
<\$50,000	3.8%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	1.1%
\$150,000 - \$199,999	9.3%
\$200,000 - \$249,999	8.4%
\$250,000 - \$299,999	22.5%
\$300,000 - \$399,999	31.2%
\$400,000 - \$499,999	13.5%
\$500,000 - \$749,999	5.1%
\$750,000 - \$999,999	1.1%
\$1,000,000 - \$1,499,999	1.3%
\$1,500,000 - \$1,999,999	2.5%
\$2,000,000 +	0.0%
Average Home Value	\$370,824

2023 Owner Occupied Housing Units by Value

Total	5,182
<\$50,000	0.1%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.4%
\$200,000 - \$249,999	2.6%
\$250,000 - \$299,999	21.8%
\$300,000 - \$399,999	35.7%
\$400,000 - \$499,999	19.8%
\$500,000 - \$749,999	7.6%
\$750,000 - \$999,999	2.2%
\$1,000,000 - \$1,499,999	2.6%
\$1,500,000 - \$1,999,999	7.2%
\$2,000,000 +	0.0%
Average Home Value	\$506,064

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	9,887
0 - 4	9.4%
5 - 9	9.4%
10 - 14	8.4%
15 - 24	9.9%
25 - 34	15.2%
35 - 44	17.1%
45 - 54	12.2%
55 - 64	9.8%
65 - 74	6.2%
75 - 84	1.8%
85 +	0.6%
18 +	68.8%

2018 Population by Age

Total	14,705
0 - 4	7.9%
5 - 9	8.1%
10 - 14	7.7%
15 - 24	9.8%
25 - 34	13.8%
35 - 44	15.6%
45 - 54	12.2%
55 - 64	12.2%
65 - 74	8.9%
75 - 84	2.9%
85 +	0.8%
18 +	72.6%

2023 Population by Age

Total	17,099
0 - 4	7.9%
5 - 9	7.9%
10 - 14	7.7%
15 - 24	9.6%
25 - 34	13.5%
35 - 44	16.0%
45 - 54	11.7%
55 - 64	11.3%
65 - 74	9.7%
75 - 84	3.7%
85 +	0.9%
18 +	72.7%

2010 Population by Sex

Males	5,022
Females	4,865

2018 Population by Sex

Males	7,461
Females	7,244

2023 Population by Sex

Males	8,690
Females	8,409

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2010 Population by Race/Ethnicity

Total	9,887
White Alone	89.4%
Black Alone	0.4%
American Indian Alone	0.6%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.3%
Two or More Races	2.5%
Hispanic Origin	16.8%
Diversity Index	42.4

2018 Population by Race/Ethnicity

Total	14,708
White Alone	88.8%
Black Alone	0.6%
American Indian Alone	0.5%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.2%
Two or More Races	2.7%
Hispanic Origin	16.8%
Diversity Index	43.2

2023 Population by Race/Ethnicity

Total	17,101
White Alone	87.8%
Black Alone	0.7%
American Indian Alone	0.5%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.6%
Two or More Races	3.1%
Hispanic Origin	18.4%
Diversity Index	46.0

2010 Population by Relationship and Household Type

Total	9,887
In Households	100.0%
In Family Households	92.0%
Householder	27.7%
Spouse	23.7%
Child	35.9%
Other relative	2.7%
Nonrelative	2.1%
In Nonfamily Households	8.0%
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	9,770
Less than 9th Grade	1.1%
9th - 12th Grade, No Diploma	4.1%
High School Graduate	22.6%
GED/Alternative Credential	3.3%
Some College, No Degree	25.1%
Associate Degree	11.0%
Bachelor's Degree	24.0%
Graduate/Professional Degree	8.8%

2018 Population 15+ by Marital Status

Total	11,207
Never Married	17.4%
Married	71.0%
Widowed	2.6%
Divorced	9.1%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	97.7%
Civilian Unemployed (Unemployment Rate)	2.3%

2018 Employed Population 16+ by Industry

Total	7,757
Agriculture/Mining	7.5%
Construction	8.6%
Manufacturing	10.1%
Wholesale Trade	2.7%
Retail Trade	12.0%
Transportation/Utilities	2.7%
Information	4.5%
Finance/Insurance/Real Estate	6.1%
Services	42.5%
Public Administration	3.3%

2018 Employed Population 16+ by Occupation

Total	7,756
White Collar	58.1%
Management/Business/Financial	15.6%
Professional	22.7%
Sales	9.0%
Administrative Support	10.9%
Services	16.3%
Blue Collar	25.5%
Farming/Forestry/Fishing	1.2%
Construction/Extraction	9.2%
Installation/Maintenance/Repair	8.1%
Production	2.3%
Transportation/Material Moving	4.7%

2010 Population By Urban/ Rural Status

Total Population	9,887
Population Inside Urbanized Area	2.5%
Population Inside Urbanized Cluster	91.0%
Rural Population	6.5%

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2010 Households by Type

Total	3,356
Households with 1 Person	13.8%
Households with 2+ People	86.2%
Family Households	81.6%
Husband-wife Families	69.7%
With Related Children	36.9%
Other Family (No Spouse Present)	11.9%
Other Family with Male Householder	4.9%
With Related Children	3.5%
Other Family with Female Householder	7.0%
With Related Children	5.0%
Nonfamily Households	4.6%
All Households with Children	45.6%
Multigenerational Households	3.8%
Unmarried Partner Households	5.6%
Male-female	5.0%
Same-sex	0.6%

2010 Households by Size

Total	3,356
1 Person Household	13.8%
2 Person Household	35.3%
3 Person Household	16.8%
4 Person Household	19.5%
5 Person Household	9.4%
6 Person Household	3.3%
7 + Person Household	1.9%

2010 Households by Tenure and Mortgage Status

Total	3,356
Owner Occupied	83.9%
Owned with a Mortgage/Loan	73.4%
Owned Free and Clear	10.6%
Renter Occupied	16.1%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	3,554
Housing Units Inside Urbanized Area	3.9%
Housing Units Inside Urbanized Cluster	88.7%
Rural Housing Units	7.5%

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. Up and Coming Families
2. Green Acres (6A)
3. Middleburg (4C)

2018 Consumer Spending

Apparel & Services: Total \$	\$12,574,031
Average Spent	\$2,508.79
Spending Potential Index	115
Education: Total \$	\$7,910,885
Average Spent	\$1,578.39
Spending Potential Index	109
Entertainment/Recreation: Total \$	\$18,348,234
Average Spent	\$3,660.86
Spending Potential Index	114
Food at Home: Total \$	\$28,058,941
Average Spent	\$5,598.35
Spending Potential Index	112
Food Away from Home: Total \$	\$20,378,894
Average Spent	\$4,066.02
Spending Potential Index	116
Health Care: Total \$	\$32,293,608
Average Spent	\$6,443.26
Spending Potential Index	113
HH Furnishings & Equipment: Total \$	\$12,204,585
Average Spent	\$2,435.07
Spending Potential Index	117
Personal Care Products & Services: Total \$	\$4,814,327
Average Spent	\$960.56
Spending Potential Index	116
Shelter: Total \$	\$92,717,948
Average Spent	\$18,499.19
Spending Potential Index	110
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,641,404
Average Spent	\$2,721.75
Spending Potential Index	109
Travel: Total \$	\$12,495,664
Average Spent	\$2,493.15
Spending Potential Index	116
Vehicle Maintenance & Repairs: Total \$	\$6,124,291
Average Spent	\$1,221.93
Spending Potential Index	114

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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