



Market Profile

Keenesburg town, CO (0840185)
Geography: Place

Keenesburg to...

Population Summary	
2000 Total Population	831
2010 Total Population	1,127
2018 Total Population	1,253
2018 Group Quarters	5
2023 Total Population	1,345
2018-2023 Annual Rate	1.43%
2018 Total Daytime Population	1,079
Workers	369
Residents	710
Household Summary	
2000 Households	316
2000 Average Household Size	2.62
2010 Households	438
2010 Average Household Size	2.55
2018 Households	482
2018 Average Household Size	2.59
2023 Households	517
2023 Average Household Size	2.59
2018-2023 Annual Rate	1.41%
2010 Families	298
2010 Average Family Size	3.17
2018 Families	353
2018 Average Family Size	3.10
2023 Families	375
2023 Average Family Size	3.12
2018-2023 Annual Rate	1.22%
Housing Unit Summary	
2000 Housing Units	316
Owner Occupied Housing Units	68.7%
Renter Occupied Housing Units	31.3%
Vacant Housing Units	0.0%
2010 Housing Units	463
Owner Occupied Housing Units	66.1%
Renter Occupied Housing Units	28.5%
Vacant Housing Units	5.4%
2018 Housing Units	497
Owner Occupied Housing Units	69.4%
Renter Occupied Housing Units	27.6%
Vacant Housing Units	3.0%
2023 Housing Units	519
Owner Occupied Housing Units	75.1%
Renter Occupied Housing Units	24.3%
Vacant Housing Units	0.4%
Median Household Income	
2018	\$70,224
2023	\$79,988
Median Home Value	
2018	\$245,147
2023	\$299,022
Per Capita Income	
2018	\$33,256
2023	\$39,641
Median Age	
2010	37.4
2018	39.2
2023	38.2

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	Count	Percentage
<\$15,000	483	8.5%
\$15,000 - \$24,999		10.1%
\$25,000 - \$34,999		5.2%
\$35,000 - \$49,999		8.9%
\$50,000 - \$74,999		20.1%
\$75,000 - \$99,999		20.7%
\$100,000 - \$149,999		12.0%
\$150,000 - \$199,999		5.2%
\$200,000+		9.3%
Average Household Income		\$92,233

2023 Households by Income

Household Income Base	Count	Percentage
<\$15,000	518	6.2%
\$15,000 - \$24,999		7.5%
\$25,000 - \$34,999		4.1%
\$35,000 - \$49,999		7.3%
\$50,000 - \$74,999		18.9%
\$75,000 - \$99,999		22.2%
\$100,000 - \$149,999		14.7%
\$150,000 - \$199,999		7.1%
\$200,000+		12.0%
Average Household Income		\$110,138

2018 Owner Occupied Housing Units by Value

Total	Count	Percentage
<\$50,000		0.6%
\$50,000 - \$99,999		0.6%
\$100,000 - \$149,999		0.9%
\$150,000 - \$199,999		3.5%
\$200,000 - \$249,999		49.3%
\$250,000 - \$299,999		3.8%
\$300,000 - \$399,999		2.0%
\$400,000 - \$499,999		8.7%
\$500,000 - \$749,999		14.8%
\$750,000 - \$999,999		11.6%
\$1,000,000 - \$1,499,999		4.3%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$423,406

2023 Owner Occupied Housing Units by Value

Total	Count	Percentage
<\$50,000		0.0%
\$50,000 - \$99,999		0.0%
\$100,000 - \$149,999		0.0%
\$150,000 - \$199,999		0.3%
\$200,000 - \$249,999		5.1%
\$250,000 - \$299,999		45.5%
\$300,000 - \$399,999		14.0%
\$400,000 - \$499,999		6.4%
\$500,000 - \$749,999		5.3%
\$750,000 - \$999,999		9.9%
\$1,000,000 - \$1,499,999		13.5%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$503,562

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



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2010 Population by Age

Total	1,127
0 - 4	6.2%
5 - 9	9.1%
10 - 14	8.1%
15 - 24	11.4%
25 - 34	12.1%
35 - 44	13.9%
45 - 54	14.4%
55 - 64	11.2%
65 - 74	7.1%
75 - 84	4.2%
85 +	2.5%
18 +	71.2%

2018 Population by Age

Total	1,258
0 - 4	5.6%
5 - 9	5.8%
10 - 14	7.1%
15 - 24	14.6%
25 - 34	11.8%
35 - 44	12.6%
45 - 54	14.3%
55 - 64	13.8%
65 - 74	9.0%
75 - 84	4.1%
85 +	1.3%
18 +	76.0%

2023 Population by Age

Total	1,347
0 - 4	5.9%
5 - 9	6.0%
10 - 14	6.2%
15 - 24	12.9%
25 - 34	15.4%
35 - 44	11.6%
45 - 54	12.5%
55 - 64	12.8%
65 - 74	10.3%
75 - 84	5.0%
85 +	1.3%
18 +	77.4%

2010 Population by Sex

Males	572
Females	555

2018 Population by Sex

Males	649
Females	609

2023 Population by Sex

Males	695
Females	652

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March 05, 2019



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Keenesburg to...

2010 Population by Race/Ethnicity

Total	1,127
White Alone	91.8%
Black Alone	0.1%
American Indian Alone	0.8%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.7%
Two or More Races	3.2%
Hispanic Origin	10.5%
Diversity Index	31.5

2018 Population by Race/Ethnicity

Total	1,254
White Alone	91.5%
Black Alone	0.3%
American Indian Alone	0.8%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.8%
Two or More Races	3.0%
Hispanic Origin	14.6%
Diversity Index	37.1

2023 Population by Race/Ethnicity

Total	1,345
White Alone	90.6%
Black Alone	0.4%
American Indian Alone	0.8%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.2%
Two or More Races	3.3%
Hispanic Origin	16.4%
Diversity Index	40.4

2010 Population by Relationship and Household Type

Total	1,127
In Households	99.2%
In Family Households	85.3%
Householder	26.4%
Spouse	20.3%
Child	34.3%
Other relative	2.8%
Nonrelative	1.4%
In Nonfamily Households	13.9%
In Group Quarters	0.8%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.8%

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	836
Less than 9th Grade	4.4%
9th - 12th Grade, No Diploma	15.3%
High School Graduate	33.3%
GED/Alternative Credential	4.3%
Some College, No Degree	25.5%
Associate Degree	8.4%
Bachelor's Degree	6.1%
Graduate/Professional Degree	2.8%

2018 Population 15+ by Marital Status

Total	1,020
Never Married	22.5%
Married	56.5%
Widowed	6.2%
Divorced	14.8%

2018 Civilian Population 16+ in Labor Force

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

2018 Employed Population 16+ by Industry

Total	550
Agriculture/Mining	20.8%
Construction	10.9%
Manufacturing	5.5%
Wholesale Trade	2.6%
Retail Trade	4.2%
Transportation/Utilities	9.7%
Information	0.4%
Finance/Insurance/Real Estate	8.4%
Services	29.7%
Public Administration	8.0%

2018 Employed Population 16+ by Occupation

Total	552
White Collar	53.1%
Management/Business/Financial	20.3%
Professional	10.5%
Sales	6.5%
Administrative Support	15.8%
Services	11.2%
Blue Collar	35.7%
Farming/Forestry/Fishing	7.8%
Construction/Extraction	10.5%
Installation/Maintenance/Repair	8.2%
Production	3.6%
Transportation/Material Moving	5.6%

2010 Population By Urban/ Rural Status

Total Population	1,127
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.



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2010 Households by Type

Total	438
Households with 1 Person	28.5%
Households with 2+ People	71.5%
Family Households	68.0%
Husband-wife Families	52.3%
With Related Children	24.2%
Other Family (No Spouse Present)	15.8%
Other Family with Male Householder	4.3%
With Related Children	3.0%
Other Family with Female Householder	11.4%
With Related Children	9.4%
Nonfamily Households	3.4%
All Households with Children	36.8%

2010 Households by Size

Total	438
1 Person Household	28.5%
2 Person Household	29.9%
3 Person Household	14.8%
4 Person Household	15.5%
5 Person Household	8.0%
6 Person Household	2.5%
7 + Person Household	0.7%

2010 Households by Tenure and Mortgage Status

Total	438
Owner Occupied	69.9%
Owned with a Mortgage/Loan	55.3%
Owned Free and Clear	14.6%
Renter Occupied	30.1%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	463
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.

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Top 3 Tapestry Segments

1. Middleburg (4C)
2. Top Tier (1A)
3. Professional Pride (1B)

2018 Consumer Spending

Apparel & Services: Total \$	\$1,175,869
Average Spent	\$2,439.56
Spending Potential Index	112
Education: Total \$	\$712,901
Average Spent	\$1,479.05
Spending Potential Index	102
Entertainment/Recreation: Total \$	\$1,723,082
Average Spent	\$3,574.86
Spending Potential Index	111
Food at Home: Total \$	\$2,676,047
Average Spent	\$5,551.97
Spending Potential Index	111
Food Away from Home: Total \$	\$1,921,179
Average Spent	\$3,985.85
Spending Potential Index	113
Health Care: Total \$	\$3,109,318
Average Spent	\$6,450.87
Spending Potential Index	113
HH Furnishings & Equipment: Total \$	\$1,143,149
Average Spent	\$2,371.68
Spending Potential Index	114
Personal Care Products & Services: Total \$	\$452,654
Average Spent	\$939.12
Spending Potential Index	113
Shelter: Total \$	\$8,638,438
Average Spent	\$17,922.07
Spending Potential Index	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,287,721
Average Spent	\$2,671.62
Spending Potential Index	107
Travel: Total \$	\$1,125,589
Average Spent	\$2,335.25
Spending Potential Index	108
Vehicle Maintenance & Repairs: Total \$	\$583,800
Average Spent	\$1,211.20
Spending Potential Index	113

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