



# Market Profile

Kersey town, CO (0840515)  
 Geography: Place

Kersey town, ...

## Population Summary

2000 Total Population	1,500
2010 Total Population	1,454
2018 Total Population	1,596
2018 Group Quarters	0
2023 Total Population	1,724
2018-2023 Annual Rate	1.55%
2018 Total Daytime Population	1,596
Workers	798
Residents	798

## Household Summary

2000 Households	488
2000 Average Household Size	3.07
2010 Households	494
2010 Average Household Size	2.94
2018 Households	540
2018 Average Household Size	2.96
2023 Households	586
2023 Average Household Size	2.94
2018-2023 Annual Rate	1.65%
2010 Families	395
2010 Average Family Size	3.34
2018 Families	420
2018 Average Family Size	3.38
2023 Families	453
2023 Average Family Size	3.38
2018-2023 Annual Rate	1.52%

## Housing Unit Summary

2000 Housing Units	503
Owner Occupied Housing Units	79.3%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	3.0%
2010 Housing Units	531
Owner Occupied Housing Units	67.2%
Renter Occupied Housing Units	25.8%
Vacant Housing Units	7.0%
2018 Housing Units	566
Owner Occupied Housing Units	70.8%
Renter Occupied Housing Units	24.6%
Vacant Housing Units	4.6%
2023 Housing Units	630
Owner Occupied Housing Units	72.4%
Renter Occupied Housing Units	20.5%
Vacant Housing Units	7.0%

## Median Household Income

2018	\$62,665
2023	\$71,578

## Median Home Value

2018	\$245,614
2023	\$321,134

## Per Capita Income

2018	\$27,245
2023	\$31,209

## Median Age

2010	32.8
2018	39.9
2023	41.4

**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	8.7%
\$15,000 - \$24,999	11.3%
\$25,000 - \$34,999	6.5%
\$35,000 - \$49,999	10.4%
\$50,000 - \$74,999	21.5%
\$75,000 - \$99,999	18.7%
\$100,000 - \$149,999	16.3%
\$150,000 - \$199,999	2.2%
\$200,000+	4.3%
Average Household Income	\$77,335

## 2023 Households by Income

Household Income Base	
<\$15,000	7.2%
\$15,000 - \$24,999	9.4%
\$25,000 - \$34,999	5.5%
\$35,000 - \$49,999	9.0%
\$50,000 - \$74,999	21.0%
\$75,000 - \$99,999	20.5%
\$100,000 - \$149,999	19.3%
\$150,000 - \$199,999	2.7%
\$200,000+	5.5%
Average Household Income	\$88,446

## 2018 Owner Occupied Housing Units by Value

Total	
<\$50,000	4.0%
\$50,000 - \$99,999	7.2%
\$100,000 - \$149,999	11.2%
\$150,000 - \$199,999	14.5%
\$200,000 - \$249,999	14.2%
\$250,000 - \$299,999	19.2%
\$300,000 - \$399,999	7.2%
\$400,000 - \$499,999	1.5%
\$500,000 - \$749,999	8.2%
\$750,000 - \$999,999	11.8%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$326,750

## 2023 Owner Occupied Housing Units by Value

Total	
<\$50,000	1.3%
\$50,000 - \$99,999	2.4%
\$100,000 - \$149,999	4.4%
\$150,000 - \$199,999	14.4%
\$200,000 - \$249,999	16.6%
\$250,000 - \$299,999	6.3%
\$300,000 - \$399,999	21.2%
\$400,000 - \$499,999	10.9%
\$500,000 - \$749,999	3.3%
\$750,000 - \$999,999	16.8%
\$1,000,000 - \$1,499,999	2.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$406,565

**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.

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## 2010 Population by Age

Total	1,454
0 - 4	6.2%
5 - 9	8.4%
10 - 14	11.1%
15 - 24	15.4%
25 - 34	11.7%
35 - 44	15.5%
45 - 54	13.8%
55 - 64	8.5%
65 - 74	6.0%
75 - 84	2.5%
85 +	0.9%
18 +	67.5%

## 2018 Population by Age

Total	1,596
0 - 4	4.8%
5 - 9	5.6%
10 - 14	8.1%
15 - 24	13.3%
25 - 34	11.2%
35 - 44	13.8%
45 - 54	13.7%
55 - 64	14.3%
65 - 74	10.5%
75 - 84	3.6%
85 +	1.2%
18 +	76.3%

## 2023 Population by Age

Total	1,724
0 - 4	4.6%
5 - 9	5.5%
10 - 14	7.7%
15 - 24	11.8%
25 - 34	10.8%
35 - 44	14.8%
45 - 54	12.5%
55 - 64	13.7%
65 - 74	12.9%
75 - 84	4.6%
85 +	1.2%
18 +	77.3%

## 2010 Population by Sex

Males	704
Females	750

## 2018 Population by Sex

Males	787
Females	809

## 2023 Population by Sex

Males	850
Females	874

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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# Market Profile

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### 2010 Population by Race/Ethnicity

Total	1,454
White Alone	87.4%
Black Alone	0.0%
American Indian Alone	1.2%
Asian Alone	0.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.4%
Two or More Races	1.8%
Hispanic Origin	27.4%
Diversity Index	54.0

### 2018 Population by Race/Ethnicity

Total	1,596
White Alone	86.5%
Black Alone	0.2%
American Indian Alone	0.9%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	10.3%
Two or More Races	1.7%
Hispanic Origin	26.0%
Diversity Index	54.0

### 2023 Population by Race/Ethnicity

Total	1,722
White Alone	85.5%
Black Alone	0.2%
American Indian Alone	0.9%
Asian Alone	0.3%
Pacific Islander Alone	0.2%
Some Other Race Alone	11.0%
Two or More Races	1.8%
Hispanic Origin	28.8%
Diversity Index	56.9

### 2010 Population by Relationship and Household Type

Total	1,454
In Households	100.0%
In Family Households	92.4%
Householder	27.2%
Spouse	19.7%
Child	41.1%
Other relative	2.8%
Nonrelative	1.7%
In Nonfamily Households	7.6%
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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# Market Profile

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### 2018 Population 25+ by Educational Attainment

Total	1,089
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	10.3%
High School Graduate	26.1%
GED/Alternative Credential	6.2%
Some College, No Degree	20.8%
Associate Degree	13.0%
Bachelor's Degree	17.0%
Graduate/Professional Degree	3.4%

### 2018 Population 15+ by Marital Status

Total	1,302
Never Married	26.7%
Married	62.1%
Widowed	4.1%
Divorced	7.1%

### 2018 Civilian Population 16+ in Labor Force

Civilian Employed	96.5%
Civilian Unemployed (Unemployment Rate)	3.5%

### 2018 Employed Population 16+ by Industry

Total	801
Agriculture/Mining	13.7%
Construction	11.6%
Manufacturing	8.5%
Wholesale Trade	2.5%
Retail Trade	11.5%
Transportation/Utilities	7.4%
Information	0.2%
Finance/Insurance/Real Estate	5.9%
Services	34.8%
Public Administration	3.9%

### 2018 Employed Population 16+ by Occupation

Total	802
White Collar	51.2%
Management/Business/Financial	16.5%
Professional	10.5%
Sales	10.1%
Administrative Support	14.2%
Services	12.6%
Blue Collar	36.2%
Farming/Forestry/Fishing	4.9%
Construction/Extraction	8.5%
Installation/Maintenance/Repair	5.9%
Production	5.1%
Transportation/Material Moving	11.8%

### 2010 Population By Urban/ Rural Status

Total Population	1,454
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	494
Households with 1 Person	18.2%
Households with 2+ People	81.8%
Family Households	80.0%
Husband-wife Families	57.9%
With Related Children	33.2%
Other Family (No Spouse Present)	22.1%
Other Family with Male Householder	5.3%
With Related Children	3.2%
Other Family with Female Householder	16.8%
With Related Children	13.6%
Nonfamily Households	1.8%

All Households with Children 50.2%

Multigenerational Households	3.6%
Unmarried Partner Households	4.5%
Male-female	4.3%
Same-sex	0.2%

### 2010 Households by Size

Total	494
1 Person Household	18.2%
2 Person Household	29.4%
3 Person Household	17.0%
4 Person Household	18.6%
5 Person Household	12.1%
6 Person Household	2.8%
7 + Person Household	1.8%

### 2010 Households by Tenure and Mortgage Status

Total	494
Owner Occupied	72.3%
Owned with a Mortgage/Loan	56.1%
Owned Free and Clear	16.2%
Renter Occupied	27.7%

### 2010 Housing Units By Urban/ Rural Status

Total Housing Units	531
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. Green Acres (6A)
2. Home Improvement (4B)
3. Top Tier (1A)

## 2018 Consumer Spending

Apparel & Services: Total \$	\$1,062,589
Average Spent	\$1,967.76
Spending Potential Index	90
Education: Total \$	\$722,491
Average Spent	\$1,337.95
Spending Potential Index	92
Entertainment/Recreation: Total \$	\$1,602,689
Average Spent	\$2,967.94
Spending Potential Index	92
Food at Home: Total \$	\$2,415,676
Average Spent	\$4,473.47
Spending Potential Index	89
Food Away from Home: Total \$	\$1,728,219
Average Spent	\$3,200.41
Spending Potential Index	91
Health Care: Total \$	\$2,888,451
Average Spent	\$5,348.98
Spending Potential Index	93
HH Furnishings & Equipment: Total \$	\$1,058,775
Average Spent	\$1,960.69
Spending Potential Index	94
Personal Care Products & Services: Total \$	\$416,523
Average Spent	\$771.34
Spending Potential Index	93
Shelter: Total \$	\$8,077,466
Average Spent	\$14,958.27
Spending Potential Index	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,224,310
Average Spent	\$2,267.24
Spending Potential Index	91
Travel: Total \$	\$1,110,433
Average Spent	\$2,056.36
Spending Potential Index	95
Vehicle Maintenance & Repairs: Total \$	\$533,198
Average Spent	\$987.40
Spending Potential Index	92

**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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