



Market Profile

La Salle town, CO (0843605)
 Geography: Place

La Salle town...

Population Summary	
2000 Total Population	1,846
2010 Total Population	1,955
2018 Total Population	2,339
2018 Group Quarters	0
2023 Total Population	2,546
2018-2023 Annual Rate	1.71%
2018 Total Daytime Population	2,426
Workers	1,091
Residents	1,335
Household Summary	
2000 Households	652
2000 Average Household Size	2.83
2010 Households	699
2010 Average Household Size	2.80
2018 Households	831
2018 Average Household Size	2.81
2023 Households	902
2023 Average Household Size	2.82
2018-2023 Annual Rate	1.65%
2010 Families	524
2010 Average Family Size	3.24
2018 Families	622
2018 Average Family Size	3.26
2023 Families	670
2023 Average Family Size	3.28
2018-2023 Annual Rate	1.50%
Housing Unit Summary	
2000 Housing Units	672
Owner Occupied Housing Units	75.1%
Renter Occupied Housing Units	21.9%
Vacant Housing Units	3.0%
2010 Housing Units	746
Owner Occupied Housing Units	70.5%
Renter Occupied Housing Units	23.2%
Vacant Housing Units	6.3%
2018 Housing Units	887
Owner Occupied Housing Units	72.5%
Renter Occupied Housing Units	21.2%
Vacant Housing Units	6.3%
2023 Housing Units	938
Owner Occupied Housing Units	76.4%
Renter Occupied Housing Units	19.7%
Vacant Housing Units	3.8%
Median Household Income	
2018	\$58,108
2023	\$71,778
Median Home Value	
2018	\$192,857
2023	\$292,483
Per Capita Income	
2018	\$26,300
2023	\$31,122
Median Age	
2010	36.3
2018	38.4
2023	38.5

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.



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2018 Households by Income

Household Income Base	830
<\$15,000	10.5%
\$15,000 - \$24,999	6.5%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	17.1%
\$150,000 - \$199,999	4.7%
\$200,000+	2.9%
Average Household Income	\$73,924

2023 Households by Income

Household Income Base	903
<\$15,000	7.9%
\$15,000 - \$24,999	4.9%
\$25,000 - \$34,999	7.4%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	22.1%
\$150,000 - \$199,999	6.5%
\$200,000+	3.7%
Average Household Income	\$87,461

2018 Owner Occupied Housing Units by Value

Total	644
<\$50,000	1.4%
\$50,000 - \$99,999	5.7%
\$100,000 - \$149,999	11.2%
\$150,000 - \$199,999	37.0%
\$200,000 - \$249,999	6.7%
\$250,000 - \$299,999	1.6%
\$300,000 - \$399,999	21.7%
\$400,000 - \$499,999	3.0%
\$500,000 - \$749,999	4.8%
\$750,000 - \$999,999	5.1%
\$1,000,000 - \$1,499,999	1.9%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$290,179

2023 Owner Occupied Housing Units by Value

Total	717
<\$50,000	0.0%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	1.7%
\$200,000 - \$249,999	31.0%
\$250,000 - \$299,999	19.9%
\$300,000 - \$399,999	27.5%
\$400,000 - \$499,999	1.1%
\$500,000 - \$749,999	5.3%
\$750,000 - \$999,999	10.2%
\$1,000,000 - \$1,499,999	2.9%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$387,901

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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	La Salle town...
2010 Population by Age	
Total	1,955
0 - 4	7.0%
5 - 9	7.9%
10 - 14	7.4%
15 - 24	12.9%
25 - 34	13.0%
35 - 44	13.5%
45 - 54	13.0%
55 - 64	12.6%
65 - 74	7.4%
75 - 84	3.9%
85 +	1.4%
18 +	72.4%
2018 Population by Age	
Total	2,337
0 - 4	6.5%
5 - 9	6.6%
10 - 14	6.8%
15 - 24	12.3%
25 - 34	13.2%
35 - 44	13.0%
45 - 54	12.7%
55 - 64	12.7%
65 - 74	10.2%
75 - 84	4.6%
85 +	1.4%
18 +	76.1%
2023 Population by Age	
Total	2,544
0 - 4	6.5%
5 - 9	6.8%
10 - 14	6.9%
15 - 24	11.2%
25 - 34	13.9%
35 - 44	13.4%
45 - 54	11.9%
55 - 64	11.6%
65 - 74	10.5%
75 - 84	5.7%
85 +	1.5%
18 +	75.9%
2010 Population by Sex	
Males	954
Females	1,001
2018 Population by Sex	
Males	1,134
Females	1,203
2023 Population by Sex	
Males	1,227
Females	1,317

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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Geography: Place

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2010 Population by Race/Ethnicity

Total	1,955
White Alone	83.9%
Black Alone	0.4%
American Indian Alone	0.8%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	11.9%
Two or More Races	2.5%
Hispanic Origin	35.0%
Diversity Index	61.7

2018 Population by Race/Ethnicity

Total	2,339
White Alone	81.9%
Black Alone	0.6%
American Indian Alone	0.7%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	14.0%
Two or More Races	2.4%
Hispanic Origin	36.4%
Diversity Index	64.0

2023 Population by Race/Ethnicity

Total	2,547
White Alone	80.6%
Black Alone	0.7%
American Indian Alone	0.7%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	14.8%
Two or More Races	2.5%
Hispanic Origin	39.6%
Diversity Index	66.0

2010 Population by Relationship and Household Type

Total	1,955
In Households	100.0%
In Family Households	89.2%
Householder	26.8%
Spouse	20.4%
Child	35.1%
Other relative	4.4%
Nonrelative	2.4%
In Nonfamily Households	10.8%
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.

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2018 Population 25+ by Educational Attainment

Total	1,585
Less than 9th Grade	7.2%
9th - 12th Grade, No Diploma	14.5%
High School Graduate	29.1%
GED/Alternative Credential	7.0%
Some College, No Degree	19.2%
Associate Degree	11.2%
Bachelor's Degree	7.5%
Graduate/Professional Degree	4.2%

2018 Population 15+ by Marital Status

Total	1,874
Never Married	26.7%
Married	53.7%
Widowed	5.5%
Divorced	14.1%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	94.1%
Civilian Unemployed (Unemployment Rate)	5.9%

2018 Employed Population 16+ by Industry

Total	1,014
Agriculture/Mining	10.7%
Construction	8.5%
Manufacturing	7.5%
Wholesale Trade	3.3%
Retail Trade	8.5%
Transportation/Utilities	4.0%
Information	1.3%
Finance/Insurance/Real Estate	4.7%
Services	47.8%
Public Administration	3.8%

2018 Employed Population 16+ by Occupation

Total	1,013
White Collar	43.1%
Management/Business/Financial	14.5%
Professional	12.3%
Sales	6.8%
Administrative Support	9.5%
Services	23.5%
Blue Collar	33.4%
Farming/Forestry/Fishing	3.7%
Construction/Extraction	12.1%
Installation/Maintenance/Repair	2.4%
Production	7.0%
Transportation/Material Moving	8.2%

2010 Population By Urban/ Rural Status

Total Population	1,955
Population Inside Urbanized Area	99.6%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.4%

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	699
Households with 1 Person	20.6%
Households with 2+ People	79.4%
Family Households	75.0%
Husband-wife Families	57.1%
With Related Children	26.2%
Other Family (No Spouse Present)	17.9%
Other Family with Male Householder	6.4%
With Related Children	4.6%
Other Family with Female Householder	11.4%
With Related Children	7.4%
Nonfamily Households	4.4%
All Households with Children	38.8%
Multigenerational Households	5.4%
Unmarried Partner Households	6.2%
Male-female	5.6%
Same-sex	0.6%

2010 Households by Size

Total	699
1 Person Household	20.6%
2 Person Household	35.3%
3 Person Household	15.5%
4 Person Household	14.0%
5 Person Household	7.6%
6 Person Household	4.3%
7 + Person Household	2.7%

2010 Households by Tenure and Mortgage Status

Total	699
Owner Occupied	75.3%
Owned with a Mortgage/Loan	56.7%
Owned Free and Clear	18.6%
Renter Occupied	24.7%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	746
Housing Units Inside Urbanized Area	99.5%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.5%

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. Middleburg (4C)
2. Salt of the Earth (6B)
3. Top Tier (1A)

2018 Consumer Spending

Apparel & Services: Total \$	\$1,591,268
Average Spent	\$1,914.88
Spending Potential Index	88
Education: Total \$	\$997,741
Average Spent	\$1,200.65
Spending Potential Index	83
Entertainment/Recreation: Total \$	\$2,403,446
Average Spent	\$2,892.23
Spending Potential Index	90
Food at Home: Total \$	\$3,729,252
Average Spent	\$4,487.67
Spending Potential Index	89
Food Away from Home: Total \$	\$2,609,713
Average Spent	\$3,140.45
Spending Potential Index	89
Health Care: Total \$	\$4,414,212
Average Spent	\$5,311.93
Spending Potential Index	93
HH Furnishings & Equipment: Total \$	\$1,569,528
Average Spent	\$1,888.72
Spending Potential Index	90
Personal Care Products & Services: Total \$	\$617,100
Average Spent	\$742.60
Spending Potential Index	90
Shelter: Total \$	\$11,789,343
Average Spent	\$14,186.94
Spending Potential Index	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,797,711
Average Spent	\$2,163.31
Spending Potential Index	87
Travel: Total \$	\$1,546,497
Average Spent	\$1,861.01
Spending Potential Index	86
Vehicle Maintenance & Repairs: Total \$	\$808,614
Average Spent	\$973.06
Spending Potential Index	90

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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