



# Market Profile

Milliken town, CO (0850480)

Geography: Place

Milliken town...

Population Summary	
2000 Total Population	3,005
2010 Total Population	5,633
2018 Total Population	7,281
2018 Group Quarters	0
2023 Total Population	8,109
2018-2023 Annual Rate	2.18%
2018 Total Daytime Population	4,498
Workers	755
Residents	3,743
Household Summary	
2000 Households	913
2000 Average Household Size	3.29
2010 Households	1,870
2010 Average Household Size	3.01
2018 Households	2,374
2018 Average Household Size	3.07
2023 Households	2,641
2023 Average Household Size	3.07
2018-2023 Annual Rate	2.15%
2010 Families	1,522
2010 Average Family Size	3.33
2018 Families	1,893
2018 Average Family Size	3.43
2023 Families	2,092
2023 Average Family Size	3.45
2018-2023 Annual Rate	2.02%
Housing Unit Summary	
2000 Housing Units	952
Owner Occupied Housing Units	78.6%
Renter Occupied Housing Units	17.3%
Vacant Housing Units	4.1%
2010 Housing Units	1,991
Owner Occupied Housing Units	73.2%
Renter Occupied Housing Units	20.7%
Vacant Housing Units	6.1%
2018 Housing Units	2,459
Owner Occupied Housing Units	76.3%
Renter Occupied Housing Units	20.3%
Vacant Housing Units	3.5%
2023 Housing Units	2,721
Owner Occupied Housing Units	79.2%
Renter Occupied Housing Units	17.9%
Vacant Housing Units	2.9%
Median Household Income	
2018	\$66,672
2023	\$75,042
Median Home Value	
2018	\$218,658
2023	\$290,177
Per Capita Income	
2018	\$25,710
2023	\$29,118
Median Age	
2010	31.0
2018	31.0
2023	30.9

**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	2,375
<\$15,000	1.6%
\$15,000 - \$24,999	3.9%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	14.4%
\$50,000 - \$74,999	30.7%
\$75,000 - \$99,999	24.9%
\$100,000 - \$149,999	10.7%
\$150,000 - \$199,999	4.2%
\$200,000+	2.9%
Average Household Income	\$79,315

## 2023 Households by Income

Household Income Base	2,642
<\$15,000	1.2%
\$15,000 - \$24,999	3.0%
\$25,000 - \$34,999	5.3%
\$35,000 - \$49,999	11.9%
\$50,000 - \$74,999	28.5%
\$75,000 - \$99,999	27.1%
\$100,000 - \$149,999	13.4%
\$150,000 - \$199,999	6.0%
\$200,000+	3.6%
Average Household Income	\$89,936

## 2018 Owner Occupied Housing Units by Value

Total	1,875
<\$50,000	1.2%
\$50,000 - \$99,999	0.7%
\$100,000 - \$149,999	6.7%
\$150,000 - \$199,999	32.0%
\$200,000 - \$249,999	25.2%
\$250,000 - \$299,999	6.8%
\$300,000 - \$399,999	24.3%
\$400,000 - \$499,999	0.4%
\$500,000 - \$749,999	2.3%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$245,840

## 2023 Owner Occupied Housing Units by Value

Total	2,155
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	2.0%
\$200,000 - \$249,999	29.8%
\$250,000 - \$299,999	22.3%
\$300,000 - \$399,999	29.5%
\$400,000 - \$499,999	2.8%
\$500,000 - \$749,999	11.8%
\$750,000 - \$999,999	1.3%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$336,032

**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	5,633
0 - 4	9.6%
5 - 9	10.1%
10 - 14	8.0%
15 - 24	12.4%
25 - 34	17.5%
35 - 44	14.7%
45 - 54	11.9%
55 - 64	9.0%
65 - 74	4.5%
75 - 84	1.8%
85 +	0.5%
18 +	67.3%

### 2018 Population by Age

Total	7,282
0 - 4	9.5%
5 - 9	9.5%
10 - 14	8.8%
15 - 24	13.1%
25 - 34	15.8%
35 - 44	16.7%
45 - 54	11.1%
55 - 64	8.3%
65 - 74	4.8%
75 - 84	1.7%
85 +	0.6%
18 +	67.6%

### 2023 Population by Age

Total	8,108
0 - 4	9.8%
5 - 9	9.6%
10 - 14	9.0%
15 - 24	12.9%
25 - 34	16.4%
35 - 44	17.4%
45 - 54	10.5%
55 - 64	7.4%
65 - 74	4.7%
75 - 84	1.9%
85 +	0.5%
18 +	67.0%

### 2010 Population by Sex

Males	2,805
Females	2,828

### 2018 Population by Sex

Males	3,598
Females	3,684

### 2023 Population by Sex

Males	4,005
Females	4,103

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	5,633
White Alone	82.2%
Black Alone	0.4%
American Indian Alone	0.5%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	13.2%
Two or More Races	2.9%
Hispanic Origin	28.1%
Diversity Index	59.8

## 2018 Population by Race/Ethnicity

Total	7,280
White Alone	80.8%
Black Alone	0.6%
American Indian Alone	0.5%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	13.8%
Two or More Races	3.0%
Hispanic Origin	29.7%
Diversity Index	61.9

## 2023 Population by Race/Ethnicity

Total	8,109
White Alone	79.7%
Black Alone	0.8%
American Indian Alone	0.5%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	14.2%
Two or More Races	3.3%
Hispanic Origin	31.6%
Diversity Index	63.9

## 2010 Population by Relationship and Household Type

Total	5,633
In Households	100.0%
In Family Households	92.2%
Householder	27.0%
Spouse	22.0%
Child	37.8%
Other relative	3.1%
Nonrelative	2.2%
In Nonfamily Households	7.8%
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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# Market Profile

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## 2018 Population 25+ by Educational Attainment

Total	4,297
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	8.5%
High School Graduate	26.7%
GED/Alternative Credential	7.7%
Some College, No Degree	24.2%
Associate Degree	12.7%
Bachelor's Degree	11.5%
Graduate/Professional Degree	5.5%

## 2018 Population 15+ by Marital Status

Total	5,253
Never Married	22.1%
Married	68.2%
Widowed	0.7%
Divorced	8.9%

## 2018 Civilian Population 16+ in Labor Force

Civilian Employed	97.4%
Civilian Unemployed (Unemployment Rate)	2.6%

## 2018 Employed Population 16+ by Industry

Total	3,597
Agriculture/Mining	2.0%
Construction	15.4%
Manufacturing	11.0%
Wholesale Trade	3.3%
Retail Trade	9.5%
Transportation/Utilities	3.8%
Information	0.2%
Finance/Insurance/Real Estate	3.2%
Services	50.4%
Public Administration	1.1%

## 2018 Employed Population 16+ by Occupation

Total	3,598
White Collar	50.8%
Management/Business/Financial	14.6%
Professional	13.0%
Sales	10.4%
Administrative Support	12.7%
Services	16.8%
Blue Collar	32.4%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	11.1%
Installation/Maintenance/Repair	7.6%
Production	5.7%
Transportation/Material Moving	7.8%

## 2010 Population By Urban/ Rural Status

Total Population	5,633
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	81.8%
Rural Population	18.2%

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	1,870
Households with 1 Person	14.6%
Households with 2+ People	85.4%
Family Households	81.4%
Husband-wife Families	66.3%
With Related Children	36.8%
Other Family (No Spouse Present)	15.1%
Other Family with Male Householder	5.8%
With Related Children	4.1%
Other Family with Female Householder	9.3%
With Related Children	6.8%
Nonfamily Households	4.0%

All Households with Children 48.4%

Multigenerational Households	4.5%
Unmarried Partner Households	6.4%
Male-female	5.8%
Same-sex	0.6%

### 2010 Households by Size

Total	1,870
1 Person Household	14.6%
2 Person Household	31.6%
3 Person Household	19.0%
4 Person Household	18.0%
5 Person Household	9.9%
6 Person Household	4.9%
7 + Person Household	2.1%

### 2010 Households by Tenure and Mortgage Status

Total	1,870
Owner Occupied	78.0%
Owned with a Mortgage/Loan	69.3%
Owned Free and Clear	8.7%
Renter Occupied	22.0%

### 2010 Housing Units By Urban/ Rural Status

Total Housing Units	1,991
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	79.8%
Rural Housing Units	20.2%

**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. American Dreamers (7C)
3. Green Acres (6A)

## 2018 Consumer Spending

Apparel & Services: Total \$	\$5,112,063
Average Spent	\$2,153.35
Spending Potential Index	99
Education: Total \$	\$2,976,112
Average Spent	\$1,253.63
Spending Potential Index	87
Entertainment/Recreation: Total \$	\$7,183,841
Average Spent	\$3,026.05
Spending Potential Index	94
Food at Home: Total \$	\$11,190,556
Average Spent	\$4,713.80
Spending Potential Index	94
Food Away from Home: Total \$	\$8,252,082
Average Spent	\$3,476.02
Spending Potential Index	99
Health Care: Total \$	\$12,327,369
Average Spent	\$5,192.66
Spending Potential Index	91
HH Furnishings & Equipment: Total \$	\$4,877,204
Average Spent	\$2,054.42
Spending Potential Index	98
Personal Care Products & Services: Total \$	\$1,920,064
Average Spent	\$808.79
Spending Potential Index	98
Shelter: Total \$	\$37,737,791
Average Spent	\$15,896.29
Spending Potential Index	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,226,162
Average Spent	\$2,201.42
Spending Potential Index	89
Travel: Total \$	\$4,922,115
Average Spent	\$2,073.34
Spending Potential Index	96
Vehicle Maintenance & Repairs: Total \$	\$2,449,715
Average Spent	\$1,031.89
Spending Potential Index	96

**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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