



Market Profile

I-20-BR, Colorado City, Texas, 79512
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.39113
Longitude: -100.90055

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	8	3,250	6,751
2010 Total Population	8	2,962	6,368
2021 Total Population	7	2,366	5,470
2021 Group Quarters	0	1,762	1,845
2026 Total Population	7	2,336	5,294
2021-2026 Annual Rate	0.00%	-0.25%	-0.65%
2021 Total Daytime Population	27	959	3,876
Workers	23	575	1,516
Residents	4	384	2,360
Household Summary			
2000 Households	5	290	1,613
2000 Average Household Size	1.60	2.44	2.55
2010 Households	5	276	1,559
2010 Average Household Size	1.60	2.41	2.54
2021 Households	5	249	1,416
2021 Average Household Size	1.40	2.43	2.56
2026 Households	4	236	1,345
2026 Average Household Size	1.75	2.43	2.56
2021-2026 Annual Rate	-4.36%	-1.07%	-1.02%
2010 Families	4	188	1,038
2010 Average Family Size	2.00	2.93	3.13
2021 Families	3	168	931
2021 Average Family Size	2.00	2.95	3.17
2026 Families	3	159	881
2026 Average Family Size	2.00	2.96	3.18
2021-2026 Annual Rate	0.00%	-1.10%	-1.10%
Housing Unit Summary			
2000 Housing Units	13	436	2,193
Owner Occupied Housing Units	30.8%	50.7%	52.9%
Renter Occupied Housing Units	7.7%	15.8%	20.7%
Vacant Housing Units	61.5%	33.5%	26.4%
2010 Housing Units	12	411	2,100
Owner Occupied Housing Units	33.3%	49.1%	51.4%
Renter Occupied Housing Units	8.3%	18.0%	22.8%
Vacant Housing Units	58.3%	32.8%	25.8%
2021 Housing Units	11	377	1,941
Owner Occupied Housing Units	36.4%	49.9%	52.4%
Renter Occupied Housing Units	9.1%	16.2%	20.6%
Vacant Housing Units	54.5%	34.0%	27.0%
2026 Housing Units	11	367	1,894
Owner Occupied Housing Units	36.4%	49.3%	51.9%
Renter Occupied Housing Units	9.1%	15.0%	19.1%
Vacant Housing Units	63.6%	35.7%	29.0%
Median Household Income			
2021	\$50,000	\$49,556	\$46,672
2026	\$59,164	\$54,427	\$49,227
Median Home Value			
2021	\$225,000	\$95,408	\$79,874
2026	\$200,000	\$132,576	\$100,146
Per Capita Income			
2021	\$41,113	\$8,039	\$16,843
2026	\$44,287	\$8,446	\$17,915
Median Age			
2010	50.0	30.7	32.9
2021	62.5	31.0	34.2
2026	67.5	31.1	34.3

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	5	249	1,416
<\$15,000	0.0%	5.6%	7.7%
\$15,000 - \$24,999	20.0%	14.5%	12.4%
\$25,000 - \$34,999	0.0%	11.6%	11.8%
\$35,000 - \$49,999	20.0%	18.9%	21.7%
\$50,000 - \$74,999	20.0%	13.7%	13.0%
\$75,000 - \$99,999	0.0%	21.7%	20.5%
\$100,000 - \$149,999	20.0%	10.8%	10.3%
\$150,000 - \$199,999	0.0%	0.4%	0.5%
\$200,000+	0.0%	3.2%	2.2%
Average Household Income	\$85,097	\$66,626	\$62,394
2026 Households by Income			
Household Income Base	4	236	1,345
<\$15,000	0.0%	5.1%	7.1%
\$15,000 - \$24,999	25.0%	12.7%	11.1%
\$25,000 - \$34,999	0.0%	11.0%	11.3%
\$35,000 - \$49,999	0.0%	17.8%	21.3%
\$50,000 - \$74,999	25.0%	13.6%	13.2%
\$75,000 - \$99,999	0.0%	22.9%	21.7%
\$100,000 - \$149,999	25.0%	12.7%	11.3%
\$150,000 - \$199,999	0.0%	0.4%	0.6%
\$200,000+	0.0%	3.4%	2.4%
Average Household Income	\$114,583	\$73,337	\$67,676
2021 Owner Occupied Housing Units by Value			
Total	4	188	1,017
<\$50,000	0.0%	26.1%	31.3%
\$50,000 - \$99,999	0.0%	26.1%	31.3%
\$100,000 - \$149,999	25.0%	15.4%	14.7%
\$150,000 - \$199,999	0.0%	7.4%	7.0%
\$200,000 - \$249,999	0.0%	5.9%	3.8%
\$250,000 - \$299,999	0.0%	4.3%	2.7%
\$300,000 - \$399,999	25.0%	10.1%	6.5%
\$400,000 - \$499,999	0.0%	0.0%	0.0%
\$500,000 - \$749,999	0.0%	0.0%	0.0%
\$750,000 - \$999,999	0.0%	4.3%	2.4%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$237,500	\$156,684	\$126,132
2026 Owner Occupied Housing Units by Value			
Total	4	181	983
<\$50,000	0.0%	19.3%	25.2%
\$50,000 - \$99,999	0.0%	18.8%	24.6%
\$100,000 - \$149,999	25.0%	18.2%	17.4%
\$150,000 - \$199,999	25.0%	12.7%	9.3%
\$200,000 - \$249,999	25.0%	7.2%	5.0%
\$250,000 - \$299,999	0.0%	3.9%	2.7%
\$300,000 - \$399,999	25.0%	12.7%	10.9%
\$400,000 - \$499,999	0.0%	0.0%	0.0%
\$500,000 - \$749,999	0.0%	0.0%	0.0%
\$750,000 - \$999,999	0.0%	6.6%	4.2%
\$1,000,000 - \$1,499,999	0.0%	0.6%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$218,750	\$200,138	\$162,768

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	0	2,962	6,368
0 - 4	0.0%	1.7%	4.8%
5 - 9	0.0%	1.6%	4.5%
10 - 14	0.0%	1.6%	4.9%
15 - 24	0.0%	24.1%	17.8%
25 - 34	0.0%	32.6%	22.0%
35 - 44	0.0%	18.3%	14.9%
45 - 54	0.0%	11.5%	11.7%
55 - 64	0.0%	4.7%	8.8%
65 - 74	0.0%	2.3%	5.5%
75 - 84	0.0%	1.2%	3.6%
85 +	0.0%	0.5%	1.6%
18 +	0.0%	94.2%	82.9%
2021 Population by Age			
Total	3	2,368	5,470
0 - 4	0.0%	1.7%	4.7%
5 - 9	0.0%	1.8%	4.9%
10 - 14	0.0%	1.8%	4.6%
15 - 24	0.0%	22.9%	16.5%
25 - 34	0.0%	32.0%	20.8%
35 - 44	0.0%	18.0%	15.0%
45 - 54	0.0%	11.0%	11.3%
55 - 64	66.7%	4.9%	8.6%
65 - 74	33.3%	3.7%	8.0%
75 - 84	0.0%	1.6%	4.1%
85 +	0.0%	0.6%	1.7%
18 +	200.0%	93.8%	83.5%
2026 Population by Age			
Total	3	2,334	5,293
0 - 4	0.0%	1.6%	4.5%
5 - 9	0.0%	1.6%	4.6%
10 - 14	0.0%	1.8%	4.9%
15 - 24	0.0%	23.3%	16.8%
25 - 34	0.0%	31.7%	20.6%
35 - 44	0.0%	18.1%	14.3%
45 - 54	0.0%	11.0%	11.5%
55 - 64	33.3%	4.6%	8.4%
65 - 74	66.7%	3.7%	8.1%
75 - 84	0.0%	1.9%	4.8%
85 +	0.0%	0.6%	1.7%
18 +	200.0%	94.0%	83.4%
2010 Population by Sex			
Males	4	2,611	4,268
Females	4	351	2,100
2021 Population by Sex			
Males	3	2,046	3,551
Females	4	320	1,919
2026 Population by Sex			
Males	3	2,031	3,471
Females	4	304	1,823

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	8	2,963	6,368
White Alone	87.5%	36.1%	59.6%
Black Alone	0.0%	27.5%	15.3%
American Indian Alone	0.0%	0.2%	0.7%
Asian Alone	0.0%	0.3%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.5%	35.3%	22.6%
Two or More Races	0.0%	0.5%	1.6%
Hispanic Origin	25.0%	42.1%	42.2%
Diversity Index	52.1	89.5	80.6
2021 Population by Race/Ethnicity			
Total	7	2,366	5,470
White Alone	85.7%	31.8%	55.9%
Black Alone	0.0%	26.5%	14.7%
American Indian Alone	0.0%	0.3%	0.9%
Asian Alone	0.0%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	14.3%	40.2%	26.2%
Two or More Races	0.0%	0.7%	1.8%
Hispanic Origin	28.6%	48.1%	48.0%
Diversity Index	56.5	91.4	83.3
2026 Population by Race/Ethnicity			
Total	7	2,335	5,294
White Alone	85.7%	30.2%	53.8%
Black Alone	0.0%	25.9%	14.5%
American Indian Alone	0.0%	0.4%	1.1%
Asian Alone	0.0%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	14.3%	42.2%	28.2%
Two or More Races	0.0%	0.6%	1.9%
Hispanic Origin	28.6%	50.0%	50.4%
Diversity Index	56.5	92.1	84.5
2010 Population by Relationship and Household Type			
Total	8	2,962	6,368
In Households	100.0%	22.5%	62.2%
In Family Households	87.5%	19.2%	52.8%
Householder	37.5%	6.1%	16.4%
Spouse	25.0%	4.5%	11.4%
Child	25.0%	7.2%	20.8%
Other relative	0.0%	0.8%	2.4%
Nonrelative	0.0%	0.6%	1.7%
In Nonfamily Households	12.5%	3.3%	9.4%
In Group Quarters	0.0%	77.5%	37.8%
Institutionalized Population	0.0%	77.5%	37.8%
Noninstitutionalized Population	0.0%	0.0%	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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment			
Total	6	1,699	3,796
Less than 9th Grade	16.7%	8.1%	7.8%
9th - 12th Grade, No Diploma	0.0%	17.2%	12.4%
High School Graduate	16.7%	24.3%	29.6%
GED/Alternative Credential	0.0%	21.8%	16.0%
Some College, No Degree	33.3%	18.5%	17.5%
Associate Degree	16.7%	4.6%	7.0%
Bachelor's Degree	16.7%	4.4%	7.0%
Graduate/Professional Degree	0.0%	1.1%	2.7%
2021 Population 15+ by Marital Status			
Total	6	2,242	4,698
Never Married	16.7%	63.0%	48.9%
Married	50.0%	23.1%	33.8%
Widowed	16.7%	3.3%	5.5%
Divorced	16.7%	10.6%	11.9%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4	263	1,506
Population 16+ Employed	100.0%	89.4%	90.0%
Population 16+ Unemployment rate	0.0%	10.6%	9.9%
Population 16-24 Employed	0.0%	6.4%	8.2%
Population 16-24 Unemployment rate	0.0%	51.6%	44.5%
Population 25-54 Employed	50.0%	53.2%	55.5%
Population 25-54 Unemployment rate	0.0%	8.8%	7.2%
Population 55-64 Employed	25.0%	22.6%	19.5%
Population 55-64 Unemployment rate	0.0%	0.0%	0.4%
Population 65+ Employed	25.0%	18.7%	16.8%
Population 65+ Unemployment rate	0.0%	0.0%	0.4%
2021 Employed Population 16+ by Industry			
Total	4	235	1,356
Agriculture/Mining	25.0%	19.1%	11.7%
Construction	0.0%	8.1%	6.6%
Manufacturing	0.0%	5.5%	4.5%
Wholesale Trade	0.0%	0.0%	1.0%
Retail Trade	0.0%	7.7%	8.4%
Transportation/Utilities	0.0%	8.1%	11.0%
Information	0.0%	0.0%	0.0%
Finance/Insurance/Real Estate	0.0%	6.4%	6.4%
Services	50.0%	38.3%	36.1%
Public Administration	0.0%	7.7%	14.4%
2021 Employed Population 16+ by Occupation			
Total	3	238	1,356
White Collar	75.0%	51.5%	50.0%
Management/Business/Financial	25.0%	16.2%	11.1%
Professional	25.0%	21.7%	23.3%
Sales	0.0%	1.3%	5.3%
Administrative Support	25.0%	12.3%	10.3%
Services	0.0%	15.7%	20.5%
Blue Collar	0.0%	34.0%	29.5%
Farming/Forestry/Fishing	0.0%	1.3%	1.0%
Construction/Extraction	0.0%	5.5%	5.8%
Installation/Maintenance/Repair	0.0%	6.4%	5.7%
Production	0.0%	2.6%	2.1%
Transportation/Material Moving	0.0%	18.3%	15.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

February 23, 2022



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2010 Households by Type			
Total	5	275	1,559
Households with 1 Person	20.0%	28.4%	29.9%
Households with 2+ People	80.0%	71.6%	70.1%
Family Households	80.0%	68.4%	66.6%
Husband-wife Families	60.0%	49.5%	46.4%
With Related Children	20.0%	20.4%	20.5%
Other Family (No Spouse Present)	20.0%	19.3%	20.1%
Other Family with Male Householder	0.0%	6.9%	6.0%
With Related Children	0.0%	4.0%	3.8%
Other Family with Female Householder	0.0%	12.4%	14.1%
With Related Children	0.0%	7.6%	9.1%
Nonfamily Households	0.0%	3.3%	3.5%
All Households with Children	20.0%	32.2%	34.1%
Multigenerational Households	0.0%	5.1%	5.1%
Unmarried Partner Households	0.0%	6.5%	6.9%
Male-female	0.0%	6.2%	6.6%
Same-sex	0.0%	0.4%	0.3%
2010 Households by Size			
Total	5	277	1,558
1 Person Household	20.0%	28.2%	29.9%
2 Person Household	40.0%	35.7%	32.0%
3 Person Household	20.0%	13.7%	14.9%
4 Person Household	20.0%	10.5%	10.7%
5 Person Household	0.0%	7.2%	6.8%
6 Person Household	0.0%	3.2%	4.2%
7 + Person Household	0.0%	1.4%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	5	276	1,559
Owner Occupied	80.0%	73.2%	69.3%
Owned with a Mortgage/Loan	40.0%	27.9%	26.3%
Owned Free and Clear	40.0%	45.3%	43.0%
Renter Occupied	20.0%	26.8%	30.7%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	0	237	266
Percent of Income for Mortgage	0.0%	8.1%	7.2%
Wealth Index	112	67	54
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	12	411	2,100
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	0.0%	57.9%	76.7%
Rural Housing Units	100.0%	42.1%	23.3%
2010 Population By Urban/ Rural Status			
Total Population	8	2,962	6,368
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	0.0%	92.3%	89.2%
Rural Population	100.0%	7.7%	10.8%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Prairie Living (6D)	Rural Bypasses (10E)	Economic BedRock (10C)
2.		Prairie Living (6D)	Small Town Simplicity (12C)
3.		Economic BedRock (10C)	Rural Bypasses (10E)
2021 Consumer Spending			
Apparel & Services: Total \$	\$11,660	\$371,522	\$2,020,689
Average Spent	\$2,332.00	\$1,492.06	\$1,427.04
Spending Potential Index	110	70	67
Education: Total \$	\$5,862	\$211,587	\$1,237,613
Average Spent	\$1,172.40	\$849.75	\$874.02
Spending Potential Index	68	49	51
Entertainment/Recreation: Total \$	\$24,530	\$699,092	\$3,586,060
Average Spent	\$4,906.00	\$2,807.60	\$2,532.53
Spending Potential Index	152	87	78
Food at Home: Total \$	\$37,733	\$1,175,065	\$6,151,565
Average Spent	\$7,546.60	\$4,719.14	\$4,344.33
Spending Potential Index	139	87	80
Food Away from Home: Total \$	\$20,541	\$692,647	\$3,765,594
Average Spent	\$4,108.20	\$2,781.71	\$2,659.32
Spending Potential Index	108	73	70
Health Care: Total \$	\$49,627	\$1,445,215	\$7,386,360
Average Spent	\$9,925.40	\$5,804.08	\$5,216.36
Spending Potential Index	159	93	84
HH Furnishings & Equipment: Total \$	\$12,719	\$412,702	\$2,214,098
Average Spent	\$2,543.80	\$1,657.44	\$1,563.63
Spending Potential Index	113	74	69
Personal Care Products & Services: Total \$	\$5,254	\$155,486	\$833,361
Average Spent	\$1,050.80	\$624.44	\$588.53
Spending Potential Index	117	70	66
Shelter: Total \$	\$101,551	\$3,030,189	\$16,704,399
Average Spent	\$20,310.20	\$12,169.43	\$11,796.89
Spending Potential Index	101	60	59
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,077	\$545,563	\$2,697,479
Average Spent	\$4,015.40	\$2,191.02	\$1,905.00
Spending Potential Index	168	92	80
Travel: Total \$	\$14,012	\$399,415	\$2,115,065
Average Spent	\$2,802.40	\$1,604.08	\$1,493.69
Spending Potential Index	111	63	59
Vehicle Maintenance & Repairs: Total \$	\$8,065	\$251,258	\$1,303,553
Average Spent	\$1,613.00	\$1,009.07	\$920.59
Spending Potential Index	146	91	83

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.