



TheRetailCoach®

# RETAIL TRADE AREA DEMOGRAPHIC PROFILE

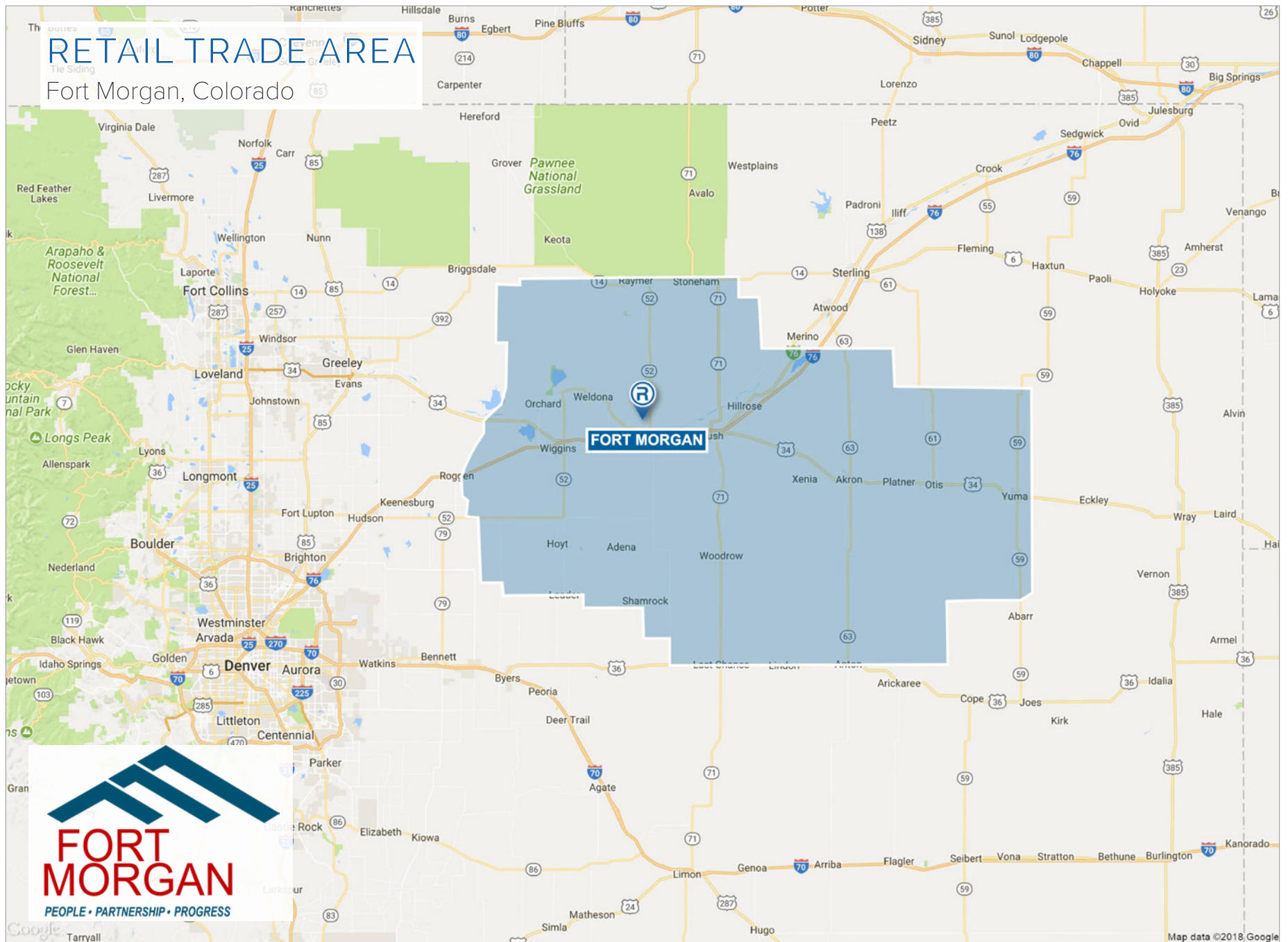
Fort Morgan, Colorado

Prepared for  
City of Fort Morgan  
June 2019



# RETAIL TRADE AREA

Fort Morgan, Colorado



## CONTACT

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# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Fort Morgan, Colorado



DESCRIPTION	DATA	%
<b>Population</b>		
2024 Projection	39,272	
2019 Estimate	38,244	
2010 Census	37,711	
2000 Census	36,270	
Growth 2019 - 2024		2.69%
Growth 2010 - 2019		1.41%
Growth 2000 - 2010		3.97%
<b>2019 Est. Population by Single-Classification Race</b>	38,244	
White Alone	30,626	80.08%
Black or African American Alone	993	2.60%
Amer. Indian and Alaska Native Alone	316	0.83%
Asian Alone	213	0.56%
Native Hawaiian and Other Pacific Island Alone	49	0.13%
Some Other Race Alone	5,063	13.24%
Two or More Races	983	2.57%
<b>2019 Est. Population by Hispanic or Latino Origin</b>	38,244	
Not Hispanic or Latino	26,022	68.04%
Hispanic or Latino	12,222	31.96%
Mexican	9,881	80.85%
Puerto Rican	81	0.66%
Cuban	30	0.25%
All Other Hispanic or Latino	2,229	18.24%

DESCRIPTION	DATA	%
<b>2019 Est. Hisp. or Latino Pop by Single-Class. Race</b>	12,222	
White Alone	6,447	52.75%
Black or African American Alone	59	0.48%
American Indian and Alaska Native Alone	154	1.26%
Asian Alone	8	0.07%
Native Hawaiian and Other Pacific Islander Alone	23	0.19%
Some Other Race Alone	5,019	41.07%
Two or More Races	511	4.18%
<b>2019 Est. Pop by Race, Asian Alone, by Category</b>	213	
Chinese, except Taiwanese	144	67.61%
Filipino	18	8.45%
Japanese	12	5.63%
Asian Indian	8	3.76%
Korean	10	4.70%
Vietnamese	13	6.10%
Cambodian	1	0.47%
Hmong	1	0.47%
Laotian	5	2.35%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

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DESCRIPTION	DATA	%
<b>2019 Est. Population by Ancestry</b>	38,244	
Arab	83	0.22%
Czech	89	0.23%
Danish	457	1.20%
Dutch	320	0.84%
English	1,626	4.25%
French (except Basque)	407	1.06%
French Canadian	151	0.40%
German	8,574	22.42%
Greek	13	0.03%
Hungarian	35	0.09%
Irish	1,852	4.84%
Italian	556	1.45%
Lithuanian	14	0.04%
United States or American	1,955	5.11%
Norwegian	367	0.96%
Polish	216	0.57%
Portuguese	1	0.00%
Russian	119	0.31%
Scottish	448	1.17%
Scotch-Irish	477	1.25%
Slovak	10	0.03%
Subsaharan African	488	1.28%
Swedish	637	1.67%
Swiss	49	0.13%
Ukrainian	36	0.09%
Welsh	68	0.18%
West Indian (except Hisp. groups)	1	0.00%
Other ancestries	12,899	33.73%
Ancestry Unclassified	6,297	16.47%

DESCRIPTION	DATA	%
<b>2019 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	27,446	77.28%
Speak Asian/Pacific Island Language at Home	148	0.42%
Speak IndoEuropean Language at Home	288	0.81%
Speak Spanish at Home	7,048	19.85%
Speak Other Language at Home	584	1.64%
<b>2019 Est. Population by Age</b>	38,244	
Age 0 - 4	2,730	7.14%
Age 5 - 9	2,725	7.13%
Age 10 - 14	2,710	7.09%
Age 15 - 17	1,623	4.24%
Age 18 - 20	1,495	3.91%
Age 21 - 24	2,021	5.29%
Age 25 - 34	4,792	12.53%
Age 35 - 44	4,388	11.47%
Age 45 - 54	4,376	11.44%
Age 55 - 64	4,741	12.40%
Age 65 - 74	3,518	9.20%
Age 75 - 84	2,097	5.48%
Age 85 and over	1,030	2.69%
Age 16 and over	29,546	77.26%
Age 18 and over	28,457	74.41%
Age 21 and over	26,962	70.50%
Age 65 and over	6,645	17.38%
<b>2019 Est. Median Age</b>		37.29
<b>2019 Est. Average Age</b>		38.94

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DESCRIPTION	DATA	%
<b>2019 Est. Population by Sex</b>	38,244	
Male	19,196	50.19%
Female	19,048	49.81%
<b>2019 Est. Male Population by Age</b>	19,196	
Age 0 - 4	1,394	7.26%
Age 5 - 9	1,382	7.20%
Age 10 - 14	1,390	7.24%
Age 15 - 17	840	4.38%
Age 18 - 20	781	4.07%
Age 21 - 24	1,038	5.41%
Age 25 - 34	2,419	12.60%
Age 35 - 44	2,259	11.77%
Age 45 - 54	2,272	11.84%
Age 55 - 64	2,370	12.35%
Age 65 - 74	1,718	8.95%
Age 75 - 84	975	5.08%
Age 85 and over	358	1.87%
2019 Est. Median Age, Male		36.54
2019 Est. Average Age, Male		38.11

DESCRIPTION	DATA	%
<b>2019 Est. Female Population by Age</b>	19,048	
Age 0 - 4	1,335	7.01%
Age 5 - 9	1,343	7.05%
Age 10 - 14	1,320	6.93%
Age 15 - 17	783	4.11%
Age 18 - 20	714	3.75%
Age 21 - 24	983	5.16%
Age 25 - 34	2,373	12.46%
Age 35 - 44	2,129	11.18%
Age 45 - 54	2,104	11.05%
Age 55 - 64	2,371	12.45%
Age 65 - 74	1,800	9.45%
Age 75 - 84	1,122	5.89%
Age 85 and over	671	3.52%
2019 Est. Median Age, Female		38.08
2019 Est. Average Age, Female		39.76
<b>2019 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	7,052	23.44%
Males, Never Married	4,082	13.57%
Females, Never Married	2,969	9.87%
Married, Spouse present	15,829	52.62%
Married, Spouse absent	1,648	5.48%
Widowed	2,118	7.04%
Males Widowed	373	1.24%
Females Widowed	1,745	5.80%
Divorced	3,433	11.41%
Males Divorced	1,668	5.55%
Females Divorced	1,765	5.87%

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DESCRIPTION	DATA	%
<b>2019 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,163	8.7%
Some High School, no diploma	1,991	8.0%
High School Graduate (or GED)	8,136	32.6%
Some College, no degree	6,197	24.8%
Associate Degree	2,140	8.6%
Bachelor's Degree	2,732	11.0%
Master's Degree	1,235	5.0%
Professional School Degree	256	1.0%
Doctorate Degree	90	0.4%
<b>2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	2,441	39.74%
High School Graduate	1,725	28.08%
Some College or Associate's Degree	1,472	23.96%
Bachelor's Degree or Higher	505	8.22%
<b>Households</b>		
2024 Projection	15,038	
2019 Estimate	14,548	
2010 Census	14,089	
2000 Census	13,100	
Growth 2019 - 2024		3.37%
Growth 2010 - 2019		3.26%
Growth 2000 - 2010		7.55%

DESCRIPTION	DATA	%
<b>2019 Est. Households by Household Type</b>		
Family Households	10,066	69.19%
Nonfamily Households	4,482	30.81%
2019 Est. Group Quarters Population	809	
2019 Households by Ethnicity, Hispanic/Latino	3,274	
<b>2019 Est. Households by Household Income</b>		
Income < \$15,000	1,347	9.26%
Income \$15,000 - \$24,999	1,521	10.46%
Income \$25,000 - \$34,999	1,707	11.73%
Income \$35,000 - \$49,999	2,409	16.56%
Income \$50,000 - \$74,999	2,808	19.30%
Income \$75,000 - \$99,999	1,984	13.64%
Income \$100,000 - \$124,999	1,261	8.67%
Income \$125,000 - \$149,999	622	4.28%
Income \$150,000 - \$199,999	443	3.05%
Income \$200,000 - \$249,999	186	1.28%
Income \$250,000 - \$499,999	189	1.30%
Income \$500,000+	70	0.48%
2019 Est. Average Household Income		\$68,280
2019 Est. Median Household Income		\$52,132

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DESCRIPTION	DATA	%
<b>2019 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$52,782
Black or African American Alone		\$43,402
American Indian and Alaska Native Alone		\$46,962
Asian Alone		\$66,230
Native Hawaiian and Other Pacific Islander Alone		\$23,532
Some Other Race Alone		\$44,603
Two or More Races		\$65,672
Hispanic or Latino		\$46,845
Not Hispanic or Latino		\$54,270
<b>2019 Est. Family HH Type by Presence of Own Child.</b>	10,066	
Married-Couple Family, own children	3,358	33.36%
Married-Couple Family, no own children	4,519	44.89%
Male Householder, own children	430	4.27%
Male Householder, no own children	343	3.41%
Female Householder, own children	879	8.73%
Female Householder, no own children	536	5.33%
<b>2019 Est. Households by Household Size</b>	14,548	
1-person	4,014	27.59%
2-person	4,817	33.11%
3-person	2,111	14.51%
4-person	1,794	12.33%
5-person	1,051	7.22%
6-person	475	3.27%
7-or-more-person	287	1.97%
<b>2019 Est. Average Household Size</b>		2.57

DESCRIPTION	DATA	%
<b>2019 Est. Households by Presence of People Under 18</b>	14,548	
Households with 1 or More People under Age 18:	5,177	35.59%
Married-Couple Family	3,633	70.18%
Other Family, Male Householder	493	9.52%
Other Family, Female Householder	1,009	19.49%
Nonfamily, Male Householder	32	0.62%
Nonfamily, Female Householder	11	0.21%
<b>Households with No People under Age 18:</b>	9,371	64.41%
Married-Couple Family	4,249	45.34%
Other Family, Male Householder	287	3.06%
Other Family, Female Householder	406	4.33%
Nonfamily, Male Householder	2,143	22.87%
Nonfamily, Female Householder	2,287	24.41%
<b>2019 Est. Households by Number of Vehicles</b>	14,548	
No Vehicles	782	5.38%
1 Vehicle	4,312	29.64%
2 Vehicles	5,167	35.52%
3 Vehicles	2,735	18.80%
4 Vehicles	1,021	7.02%
5 or more Vehicles	532	3.66%
<b>2019 Est. Average Number of Vehicles</b>		2.07

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DESCRIPTION	DATA	%
<b>Family Households</b>		
2024 Projection	10,416	
2019 Estimate	10,066	
2010 Census	9,742	
2000 Census	9,461	
Growth 2019 - 2024		3.48%
Growth 2010 - 2019		3.33%
Growth 2000 - 2010		2.97%
<b>2019 Est. Families by Poverty Status</b>	10,066	
2019 Families at or Above Poverty	9,268	92.07%
2019 Families at or Above Poverty with Children	4,182	41.55%
2019 Families Below Poverty	798	7.93%
2019 Families Below Poverty with Children	666	6.62%
<b>2019 Est. Pop 16+ by Employment Status</b>	29,546	
Civilian Labor Force, Employed	18,094	61.24%
Civilian Labor Force, Unemployed	890	3.01%
Armed Forces	17	0.06%
Not in Labor Force	10,545	35.69%
<b>2019 Est. Civ. Employed Pop 16+ by Class of Worker</b>	18,074	
For-Profit Private Workers	11,754	65.03%
Non-Profit Private Workers	936	5.18%
Local Government Workers	192	1.06%
State Government Workers	656	3.63%
Federal Government Workers	2,036	11.27%
Self-Employed Workers	2,469	13.66%
Unpaid Family Workers	32	0.18%

DESCRIPTION	DATA	%
<b>2019 Est. Civ. Employed Pop 16+ by Occupation</b>	18,074	
Architect/Engineer	116	0.64%
Arts/Entertainment/Sports	136	0.75%
Building Grounds Maintenance	1,064	5.89%
Business/Financial Operations	401	2.22%
Community/Social Services	407	2.25%
Computer/Mathematical	173	0.96%
Construction/Extraction	1,394	7.71%
Education/Training/Library	966	5.35%
Farming/Fishing/Forestry	857	4.74%
Food Prep/Serving	1,006	5.57%
Health Practitioner/Technician	735	4.07%
Healthcare Support	351	1.94%
Maintenance Repair	932	5.16%
Legal	57	0.32%
Life/Physical/Social Science	161	0.89%
Management	1,533	8.48%
Office/Admin. Support	2,113	11.69%
Production	1,790	9.90%
Protective Services	291	1.61%
Sales/Related	1,386	7.67%
Personal Care/Service	575	3.18%
Transportation/Moving	1,631	9.02%
<b>2019 Est. Pop 16+ by Occupation Classification</b>	18,074	
White Collar	8,184	45.28%
Blue Collar	5,747	31.80%
Service and Farm	4,144	22.93%

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DESCRIPTION	DATA	%
<b>2019 Est. Workers Age 16+ by Transp. to Work</b>	17,695	
Drove Alone	12,878	72.78%
Car Pooled	2,727	15.41%
Public Transportation	31	0.18%
Walked	935	5.28%
Bicycle	28	0.16%
Other Means	97	0.55%
Worked at Home	999	5.65%
<b>2019 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	9,450	
15 - 29 Minutes	3,982	
30 - 44 Minutes	1,489	
45 - 59 Minutes	588	
60 or more Minutes	1,157	
2019 Est. Avg Travel Time to Work in Minutes		20.32
<b>2019 Est. Occupied Housing Units by Tenure</b>	14,548	
Owner Occupied	9,708	66.73%
Renter Occupied	4,840	33.27%
<b>2019 Owner Occ. HUs: Avg. Length of Residence</b>		16.94
<b>2019 Renter Occ. HUs: Avg. Length of Residence</b>		6.75

DESCRIPTION	DATA	%
<b>2019 Est. Owner-Occupied Housing Units by Value</b>	14,548	
Value Less than \$20,000	777	8.00%
Value \$20,000 - \$39,999	360	3.71%
Value \$40,000 - \$59,999	236	2.43%
Value \$60,000 - \$79,999	361	3.72%
Value \$80,000 - \$99,999	730	7.52%
Value \$100,000 - \$149,999	1,700	17.51%
Value \$150,000 - \$199,999	1,691	17.42%
Value \$200,000 - \$299,999	1,898	19.55%
Value \$300,000 - \$399,999	983	10.13%
Value \$400,000 - \$499,999	474	4.88%
Value \$500,000 - \$749,999	300	3.09%
Value \$750,000 - \$999,999	125	1.29%
Value \$1,000,000 or \$1,499,999	54	0.56%
Value \$1,500,000 or \$1,999,999	6	0.06%
Value \$2,000,000+	11	0.11%
<b>2019 Est. Median All Owner-Occupied Housing Value</b>		\$169,609
<b>2019 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	11,869	72.45%
1 Unit Detached	439	2.68%
2 Units	439	2.68%
3 or 4 Units	310	1.89%
5 to 19 Units	761	4.65%
20 to 49 Units	239	1.46%
50 or More Units	359	2.19%
Mobile Home or Trailer	1,958	11.95%
Boat, RV, Van, etc.	8	0.05%

# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Fort Morgan, Colorado

DESCRIPTION	DATA	%
<b>2019 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	575	3.51%
Housing Units Built 2010 to 2014	105	0.64%
Housing Units Built 2000 to 2009	1,866	11.39%
Housing Units Built 1990 to 1999	1,526	9.32%
Housing Units Built 1980 to 1989	1,432	8.74%
Housing Units Built 1970 to 1979	2,867	17.50%
Housing Units Built 1960 to 1969	1,708	10.43%
Housing Units Built 1950 to 1959	1,931	11.79%
Housing Units Built 1940 to 1949	895	5.46%
Housing Unit Built 1939 or Earlier	3,476	21.22%
<b>2019 Est. Median Year Structure Built</b>		
		1971

# ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

 TheRetailCoach®



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

### The Retail Coach –

*“It’s not about data. It’s about your success.”*



# ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics 2018, ESRI 2017, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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