EMMA
Every Market
Matters In America

Population Profile Report

DMA: Grand Junction-Montrose

Source: U.S. Census Bureau, American Community Survey
National Ranking: 188/210 │ States: CO: 100% 195.2K

Population	**Population Living in Owned Units**	**Home Ownership Rate**	**Share of Households with Broadband**
195,242	144,858	72.7%	88.7%
National Rank	**Population Living in Rented Units**	**Median Household Income**	**Veterans of 18+ Pop**
188/210	48,283	$37,377	7.5%
State(s)	**EMMA County Type**	**Avg Housing Value**	**Foreign Born**
CO (100% 195.2K)	Urban: 0% Rural: 21.7% Mixed: 78.3%	$312,925	4.6%

Above National Average ▮
Below National Average ▮

EMMA's population profile is the most comprehensive and powerful source of social, economic and demographic information on U.S. Counties and Designated Market Areas (DMA's). The EMMA data science team has worked for decades with demographic information down to the neighborhood level. From understanding the relationship between people who live in their owned home, contrasted with renters, or newer measures about broadband access, and the share of the population who are veterans, we provide you with a full community portrait. This report provides a source and explanation for each variable included within.

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Race/Ethnicity

Grand Junction-Montrose

Age	White non-Hispanic	Black/AA	Asian	NHOPI	NAIA	Other	Multi	Hispanic
0-5	03.5	00.0	00.0	00.0	00.1	00.1	00.8	01.5
5-17	11.0	00.1	00.1	00.0	00.2	00.3	02.5	04.0
18-24	06.1	00.1	00.1	00.0	00.1	00.2	01.2	02.1
25-44	19.2	00.3	00.2	00.0	00.2	00.5	02.5	04.7
45-64	21.0	00.1	00.3	00.0	00.2	00.6	01.8	03.1
65+	19.3	00.1	00.1	00.0	00.1	00.3	00.8	01.4

Colorado

Age	White non-Hispanic	Black/AA	Asian	NHOPI	NAIA	Other	Multi	Hispanic
0-5	02.9	00.3	00.2	00.0	00.0	00.3	01.0	01.9
5-17	08.8	00.7	00.5	00.0	00.2	01.0	02.7	05.1
18-24	05.6	00.5	00.3	00.0	00.1	00.6	01.2	02.7
25-44	19.5	01.3	01.2	00.0	00.3	01.6	03.2	06.9
45-64	18.0	00.9	00.8	00.0	00.2	01.1	02.0	04.2
65+	12.4	00.4	00.4	00.0	00.1	00.5	00.7	01.6

National

Age	White non-Hispanic	Black/AA	Asian	NHOPI	NAIA	Other	Multi	Hispanic
0-5	02.8	00.8	00.3	00.0	00.1	00.4	00.9	01.5
5-17	08.2	02.3	00.8	00.0	00.2	01.3	02.2	04.2
18-24	05.0	01.3	00.5	00.0	00.1	00.7	01.0	02.2
25-44	14.7	03.6	01.9	00.1	00.2	01.9	02.4	05.6
45-64	16.4	03.1	01.5	00.0	00.2	01.3	01.7	03.9
65+	12.6	01.5	00.8	00.0	00.1	00.5	00.7	01.5

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Population by Sex & Age

Grand Junction-Montrose

Male | Female

Colorado

Male | Female

National

Male | Female

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Social Characteristics

Educational Attainment

Legend: Below High School | High School or Some College | Bachelor's degree or More

	Below High School	High School or Some College	Bachelor's degree or More
Grand Junction-Montrose	8.4	62.1	29.5
Colorado	7.5	48.8	43.7
Nation	10.9	54.8	34.3

Nativity

Legend: Native Born | Naturalized | Non-Citizen

	Native Born	Naturalized	Non-Citizen
Grand Junction-Montrose	95.4	1.9	2.7
Colorado	90.5	4.5	5.0
Nation	86.3	7.1	6.5

People Living in Poverty

Legend: Below Poverty Level | Less than 200% Poverty Level | More than 200% Poverty Level

	Below Poverty Level	Less than 200% Poverty Level	More than 200% Poverty Level
Grand Junction-Montrose	7.4	14.9	77.7
Colorado	6.0	10.9	83.2
Nation	8.8	13.9	77.3

English Speaking Ability

Legend: English Only | English Very Well | English Not Very Well

	English Only	English Very Well	English Not Very Well
Grand Junction-Montrose	89.4	9.2	1.4
Colorado	82.2	15.4	2.4
Nation	77.6	18.2	4.2

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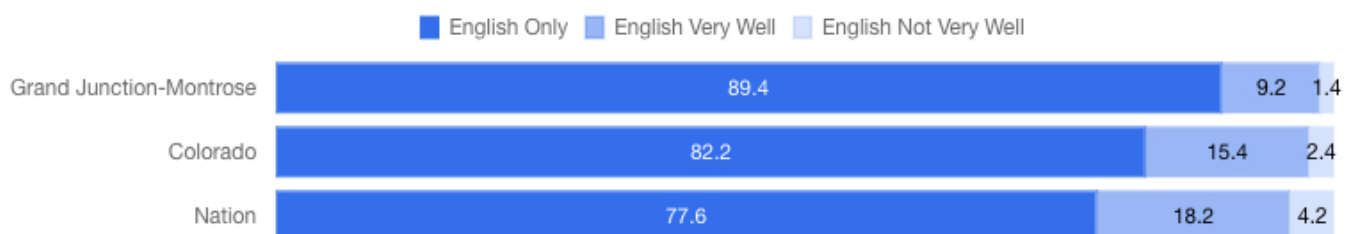
Counties in DMA

Mesa County, CO (78% 152,962)   Montrose County, CO (22% 42,280)

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Variable Insights

Population

The size of a population correlates with nearly all social and economic indicators. Simply put, more people mean more households, increased business opportunities, and greater demand on social services, among other factors. Population size amplifies the scale of these elements, making it a key factor in understanding the dynamics of an area.

Median Household Income

Household income includes all sources of money entering a household, such as wages, government assistance, inheritances, business earnings, and rents. The median household income is the point at which half of incomes are higher and half are lower. Because income distribution is often skewed by a few high-earning households, which can artificially raise the average, the median provides a more accurate reflection of typical household

Average Housing Value

Housing prices reflect the overall quality and depth of an area's infrastructure. High home values often correlate with better schools, social services, healthcare, utilities, and lower crime rates. Conversely, lower home values tend to indicate less robust services and infrastructure. Housing prices serve as a key indicator of the community's broader social and economic conditions.

Home Ownership

Homeowners tend to be more stable and less transient than renters. They are generally older, more established, and more likely to engage in civic activities like voting. Homeownership also correlates with higher educational attainment, positive net worth, and a greater likelihood of having children in college. These factors contribute to a stronger sense of community involvement and financial stability among homeowners.

EMMA County Type

The EMMA tool categorizes counties into three types: Urban: High population density, multi-unit housing, and minimal undeveloped land. Rural: Low population density, single-family homes, and urban pockets surrounded by undeveloped land. Mixed: A blend of urban and rural areas, featuring varied housing types, typically near larger metro areas. This classification helps differentiate between the infrastructure and demographic profiles of different regions.

Share of Households with Broadband

Broadband internet is a key indicator of essential communication infrastructure and is crucial for accessing certain advertising channels. It ensures connectivity for digital platforms and supports modern communication needs in various sectors, including advertising.

Veterans Share of the Adult (18+) population

Veterans are an important sub-population. They are citizens who have taken on the personal responsibility of protecting their neighbors and their nation. Areas with a large number of veterans may respond differently to different kinds of messages.

Age, Sex, Race, Hispanic Origin

These common demographic measures capture various facets of human experience, including life stage, cultural connections, and personal background. They offer valuable insights into population characteristics and trends.

Educational Attainment

Education is a key measure of human capital, with higher levels of education (Bachelor's degree or more) typically driving greater productivity. Regions relying on lower-education occupations (high school or less) often face economic limitations, leading to lower-wage jobs such as farm labor or personal services. Education strongly correlates with both income and job stability; those with higher education levels tend to earn more consistently and are less likely to face unemployment compared to those with less education.

Nativity

Migrants to the U.S. typically arrive during their prime working years, are often male, and tend to have either very low or very high educational attainment. Many speak a language other than English at home. U.S.-born individuals or those born to U.S. citizens are citizens by birth, while migrants can become citizens through a multi-year naturalization process. Migrants who have not undergone naturalization remain non-citizens.

People in Poverty

An area with a high percentage of people living in poverty often experiences various social challenges linked to low income. Since the 1960s, the Census Bureau has tracked poverty using income thresholds adjusted for inflation, representing the minimum needed for essentials like food and clothing. However, costs for necessities such as housing have risen faster than inflation, meaning the effective poverty level might be closer to double the official rate (200%). The official poverty line still reflects significant deprivation but may understate true hardship today.

Our data science presentation lead is a PhD data science lecturer who has taught data visualization best practices. Our EMMA project lead formerly worked at the U.S. Census Bureau overseeing decennial outreach, the website, and data dissemination. Both have worked with a variety of clients for more than a decade surfacing data insights and identifying trends in federal data sets and client data. Our database and IT architecture team of software engineers have decades of experience in building and maintaining E-commerce platforms and websites for both private and public sector clients. If you are interested in more of our products or services, reach out at XXXXXXX.