





Regional Profile

PUEBLO REGION

The central work of the State Demography Office is the research and production of population data and information and of the forces (fertility, mortality, migration) that lead to population change. Data and information about the population and the factors that lead to population change are critical for program and local area planning. This profile presents data on the economy and the population for the Pueblo region of Colorado.





INSIDE THIS PROFILE

State Demography Office 1313 Sherman St., Ste 521 Denver, CO 80203

http://colorado.gov/demography



THE STATE OF COLORADO

Colorado's population as of April 2010 was 5,029,196. Over the decade the population increased by 728,000 and was the 9th fastest growing state in the US. A natural increase (birthsdeaths) of 392,000 and net migration of 320,000 contributed to the population change in the state over the decade.

Positive net migration of this magnitude was a surprise for many. Most people who migrate to Colorado do so for job opportunities, and over the

past decade Colorado experienced two recessions. Colorado's economy during the first recession at the beginning of the decade was relatively worse than the rest of the US, and this was reflected in low net migration. Conversely, Colorado fared relatively better than the rest of the nation during the second recession at the end of the decade. Despite this downturn net migration has consistently been between 30,000 and 40,000 since 2006.

"In strategic partnership with local communities, the Department of Local Affairs produces the most authoritative demographic and economic data for Colorado's regions and counties." - Reeves Brown, Executive Director

COLORADO QUICK FACTS FROM CENSUS 2010

5,029,196—April population

716,000—Population change since 2000

9th—Colorado's rank in US for growth rate

17% —Colorado's population growth vs. US 9.6%

85% —Growth of 60-64 year olds, the fastest growing age group

2.53 to 2.49—Decline in average household size

16% —Family household growth

24% —Nonfamily household growth

26% —Single person households

67% to 65% —Drop in Home ownership rate

EXPECTATIONS

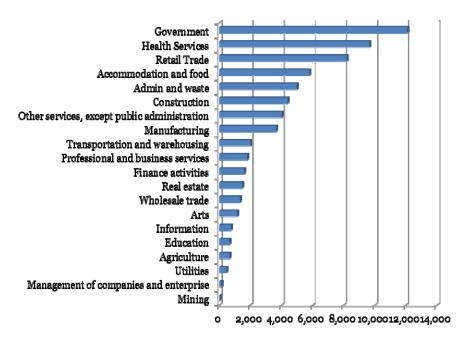
Colorado's population is forecast to increase from 5,029,196 in 2010 to 6 million in 2020 and 7.01 million by 2030. This is an average annual growth rate of 1.7% followed by 1.5%. The forecasted growth rates are slightly slower than the previous decade yet faster than the US rate of 0.9%. The largest share of the population (82.4%) will continue to be along the Front Range with a growing share in the Western Slope, growing from 11% to 12% between 2010 and 2020.

Over the next decade (2010 to 2020) the Colorado population will also change significantly due to aging baby boomers (born 1946 to 1964), many of whom moved in to the state during the energy boom of the 1970s. As this generation ages Colorado's population over the age of 65, a historically small portion of the population, will increase rapidly. More than 550,000 people over 65 will expand to 892,000 — an increase of 60% over the ten-year period.

Job growth, a significant factor in predicting population growth, is expected to improve in 2012 and 2013 returning to pre-recession employment levels by 2014. Between 2010 and 2015 total jobs (including wage and salary and proprietors) are forecast to increase by 350,000, gaining back the 130,000 lost between 2008 and 2010. An additional gain of 340,000 jobs is expected between 2015 and 2020. Many of these jobs—approximately 10% -are forecast to be driven from growth by retiree spending. Another bright spot is the tourism industry which has also been recovering nationally. Jobs in extractive industries, health services, and business services are also forecast to experience stronger increases.

JOBS

Number of Jobs by Sector, 2010

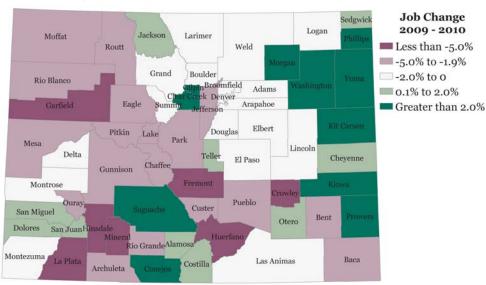


Source: State Demography Office

Region 7 had approximately 65,440 jobs in 2010, a figure that includes the self-employed as well as wage earners. This is a decline in 2,870 (4.2%) jobs from 2009 and down 4,770 jobs from peak employment in 2008. Largest declines in jobs were in Health Services (-1,249), Government (-954) and Manufacturing (-450). There were increases in Retail trade (165) and Transportation (120).

The largest source of jobs in Pueblo is Government 18% (12,132), Health Services 15% (9,674), Retail Trade 13% (8,227), and Accommodations 9% (5,810).

Net Job Change by County, 2009 to 2010



Source: State Demography Office

JOB CHANGE BY SECTOR, '09 - '10

Total Jobs

-2870 (-4.2%)

Accommodation and food 46 (0.8%)

Admin and waste -256 (-4.9%)

Agriculture

66 (10.4%)

Arts

23 (2%)

Construction

-220 (-4.8%)

Education

10 (1.5%)

Finance activities

-8 (-0.5%)

Government

-954 (-7.3%)

Health Services

-1249 (-11.4%)

Information

-134 (-14.5%)

Management of companies and enterprise

33 (24.2%)

Manufacturing

-450 (-10.9%)

Mining

-5 (-8.4%)

Other services, except public administration

74 (1.8%)

Professional and business

services

-68 (-3.6%)

Real estate

-89 (-5.6%)

Retail Trade

165 (2%)

Transportation and ware-

housing

120 (6.3%)

Utilities

49 (10.8%)

Wholesale trade -22 (-1.6%)

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PER CAPITA PERSONAL INCOME (2009)

Pueblo \$31,163

Colorado \$41,895

US \$39,635

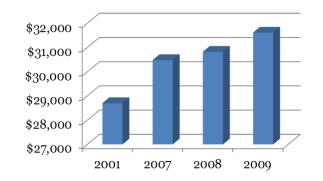
Source: Bureau of Economic Analysis

INCOME

Income is an important measure of economic health and widely reported. It cannot simply be viewed by itself; equally important are demographic characteristics that impact income levels.

Real (inflation adjusted) per capita personal income in Region 7 increased an average

Real Per Capita Personal Income (2009 Dollars)



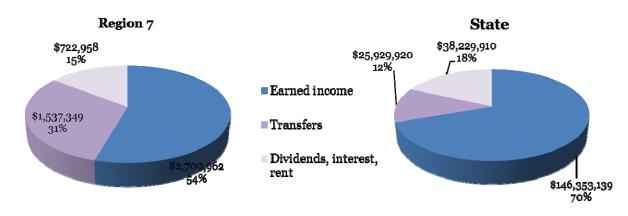
Source: Bureau of Economic Analysis, Bureau of Labor Statistics (CPI) of 1.2% annually compared to the State which showed a modest annual average increase of 0.3%. Increases in real per capita personal income occurred in Region 7 through 2009, which is unusual in the state.

Residents of Region 7 receive about 54% of their income from earnings, which is much lower than the state average of 70%. Invest-

ment income represents about 15% of the income in the region, below the state average of 18%. Region 7 receives a larger share of government transfers (government payments to individuals) at 30% compared to the state at 12%. Region 7 has a much larger share of retirees than the state as a whole, 15% vs. 10% which explains most of this difference.

Income from transfers was the only portion that noticeably grew since 2001, and it did so quickly—an average of 7.8% annually over the past eight years. Payments for income maintenance, such as Temporary Aid for Needy Families and Food Stamps, and Medicare/Medicaid account for most of the growth in Transfer Payments.

Components of Income (2009)



While not the largest sources of income, dividends, interest, and rent as well as transfer payments have been increasing as a portion of total income

Source: Bureau of Economic Analysis

REGION 7

ECONOMIC BASE, 2010

| Traditional | 7,573 |
|-----------------------------------|--------|
| Mining | 5 |
| Manufacturing | 2,136 |
| Government | 5,433 |
| Agriculture | 1,661 |
| Ag. Inputs | 352 |
| Ag. Production | 554 |
| Processing - trade, transport. | 398 |
| Processing - food, bev. | 358 |
| Regional and national services | 11 057 |
| Prof. business sycs. | 11,857 |
| | 1,629 |
| Information | 287 |
| Reg'l. constr. & utils. | 1,672 |
| Edu. & health svcs. | 6,015 |
| Finance | |
| Trade & transport. | 2,241 |
| Tourism | 2,552 |
| Accommodations | 1,888 |
| Second homes | 234 |
| Tourism retail | 235 |
| Tourism transport | 195 |
| Households | 12,331 |
| Commuting | 695 |
| Retirees | 8,231 |
| Transfers (age < 65) | 2,388 |
| Investments (age < 65) | 1,017 |
| Total Direct Basic | 35,975 |
| Indirect Basic | 1,343 |
| Non-Basic | 37,318 |
| Total Jobs | 65,440 |
| | |
| Spinoffs per base job | 1.07 |

BASE ANALYSIS

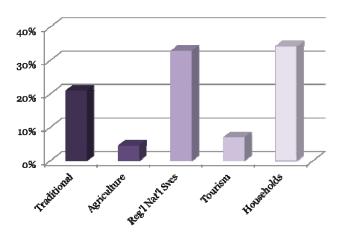
Households in Region 7 – especially retirees – bring significant amounts of money and support nearly 12,000 jobs – almost more than the region's historic manufacturing and health services base combined. This is not diminish the importance of Regional and National Services like health care – it supports nearly as many jobs as households.

Government employment in the region is also an important driver, employing

nearly the same number of people as Education and health services.

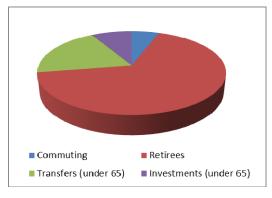
Employment and income from Households, Government, and Education and health services tend to be relatively stable. This is not to say that they are entirely insulated from an economic downturn as governments search for cost savings.

Base Industries as Percentage of Direct Basic Jobs



Source: State Demography Office

HOUSEHOLD BASIC



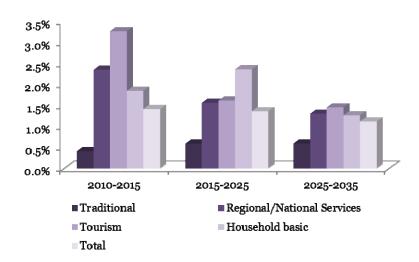
Retirees drive 67% of household basic jobs. This segment of the population is expected to increase an average of 3.4% annually from 2010— 2020.

LOOKING TO THE FUTURE

The outlook for direct basic job growth in Region 7 over the next five years is significantly higher than the five-year period ending in 2010. Over the five-year period from 2010 to 2015, the region should add about 3,300 new direct basic jobs (1.4% average annual growth).

This growth will be led by Regional and National Services, especially in the health services sector. As the population ages and eventually retires Household basic jobs will become an increasingly large source of growth.

Average Annual Job Creation by Direct Basic Sector

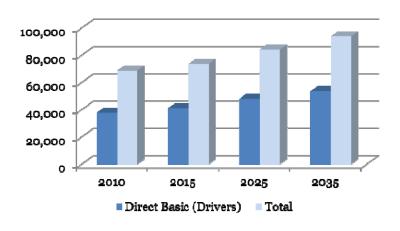


Source: State Demography Office

From 2010 to 2015 the region's economy should add approximately 4,900 new jobs, averaging 1.4% annual growth.

ECONOMIC GROWTH

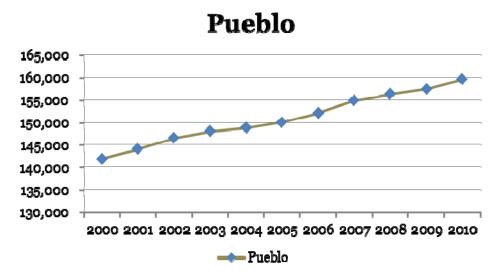
Region 7 Forecast of Direct Basic and Total Jobs



Not all base industries support the same number of local resident service positions. Retiree generated jobs tend to be in service industries with lower income. The secondary jobs created from their spending are smaller. Over time in Region 7, direct basic jobs will support fewer and fewer spinoff jobs.

POPULATION

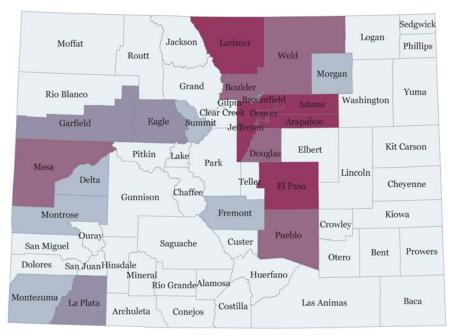
Region 7 Population Estimates by County



Source: State Demography Office

The population of the region in 2010 was 159,477. This represents an increase of 1.4% since 2009. The population in the region in the year 2000 was 141,854. The population grew at an annual average rate of 1.2% from 2000 to 2010, but slowed somewhat to below 1.0 % per year from 2003 to 2005.

Colorado Population by County, 2010



Source: State Demography Office

POPULATION TOTALS

2008

State 4,901,938 Region 7 156,252

Pueblo 156,252

2009

 State
 4,976,853

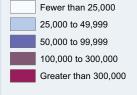
 Region 7
 157,324

 Pueblo
 157,324

2010

State 5,050,870 Region 7 159,477 Pueblo 159,477

Colorado Population by County, 2010

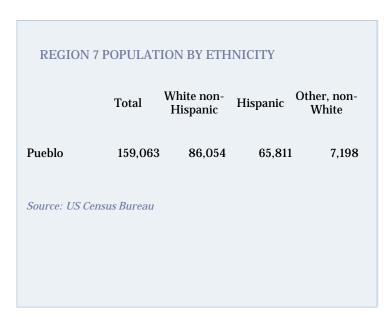


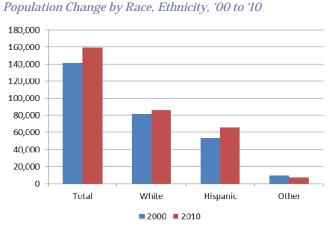
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POPULATION CHANGE BY RACE AND ETHNICITY

From 2000 to 2010 the Asian population grew faster than any other race or ethnic group, increasing 45% to comprise 2.8% of the state population. The Hispanic population, Colorado's second largest racial/ethnic group increased 41% to comprise 20% of the state population. Black non-Hispanics increased 19% (3.7% of total), White non-Hispanics increased 9.9% (70% of total) and all other non-White non-Hispanic race/ethnic groups decreased 11%.

The largest race/ethnic group in Region 7 is White non-Hispanics, which account for 54% of the region's total population. The White non-Hispanic population increased 5% from 2000 to 2010 and the Hispanic population increased by 23%. During the same time period, all other non-White non-Hispanic groups declined by -22%. The population as a whole grew by 12%.

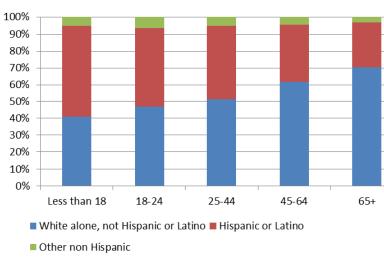




Source: US Census Bureau

AGE. RACE. AND ETHNICITY

Race, Ethnicity by Age Cohort



Source: US Census Bureau

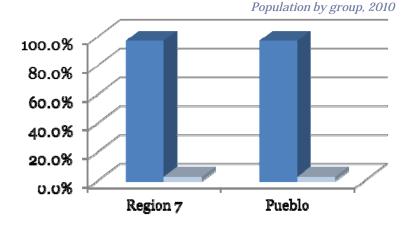
Colorado's population is becoming more diverse, especially at the younger ages. The Hispanic and Other non-White population under 18 are 42% of the population and are 15% of the population over 65. Region 7 is more diverse by race and age than the state, although there remains a significant difference between the under 18 and over 65 age group. The Hispanic and other non-White population under 18 are 59% of the population compared to 30% of the population over 65.

The largest share of the region's population are the 45-64 year olds with 27% of the population followed by the 25-44 year olds and the under 18, both at 24%, 65 and over at 15% and finally the 18-24 with 9%.

HOUSEHOLDS

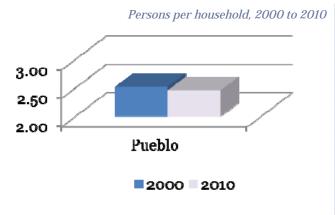
People can live in households or group quarters, with the latter including prisons, dorms, and long term care facilities. Per capita income, educational attainment, and age information may seem skewed if a large share of a community's population is in these group quarters.

Of the region's 159,477 people, 4,321 live in group quarters, the remaining 155,156 in households. A large part of the group quarters population is students in dormitories at Colorado State University at Pueblo, as well as the group quarters population in correctional facilities in Pueblo County.



■ Population in Households ■ Population in Group Quarters

Source: US Census Bureau

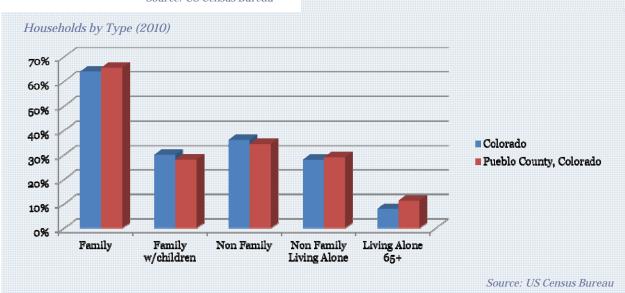


Source: US Census Bureau

HOUSEHOLDS BY TYPE

The household population can be split in to several different types. This is especially useful in determining housing needs and planning communities. Region 7 has larger portion family households than the state average. A lower portion of these households have children than the state average.

Region 7 has a larger concentration of households comprised of a single person over age 65 than the state.



POPULATION CHARACTERISTICS

HOUSING AND INCOME

Percent of Households spending greater than 30 percent on housing:

Colorado

Renter: 48% (+/-0.4) Owner: 37% (+/-0.3)

Pueblo

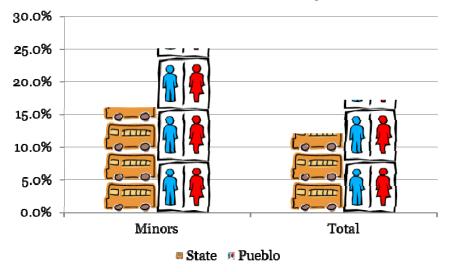
Renter: 52.9% (+/-2.7) Owner: 38.6% (+/-1.8)

POVERTY

The percentage of the total population in 2010 in poverty in Region 7 is lower than the state average of 12.2%. The percentage of children in poverty was also lower in Region 7 than the state average of 16.2%.

The US Department of Health and Human Services annually sets the income thresholds by family size. The Census Bureau then determines the number of people and children (and other characteristics) above and below that income threshold. The income threshold for a family of four (in this case age does not matter) with two minors, for example, was \$22,350 in 2010.

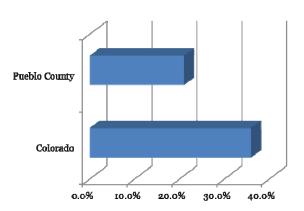




Source: 2010 Census American Community Survey, 5 year sample

Source: 2010 Census ACS 5 yr. smpl.

Percentage of Population with a Bachelor's Degree or Higher



Source: 2010 Census American Community Survey, 5 year sample

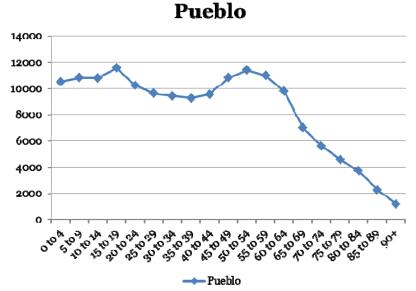
EDUCATION

The share of the population with a bachelor's degree or higher in Region 7 (20.9%) is lower than the state average of 35%. Approximately 29.7% of the population have high school degrees and another 35.1% have some college or an associate's degree.

POPULATION AND AGING

The Pueblo Metropolitan Area has continued to be the oldest region along the Front Range. The median age of the region on July 1, 2010 was 38.7 as compared to the state's median age of 36.1. However, the region has proportionately somewhat more in the 18 - 24age groups and those over 65 than does the state. The median age of the region is expected to decrease to 37.6 by 2030 with an increasing workforce, while that of the state's is expected to rise more significantly, to 37.6, with the aging of the baby boomers during this period.





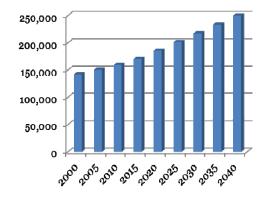
Source: State Demography Office

From 2010 to 2020, the population over the age of 65 will grow an average of 3.4 percent annually, slower than the state average of 4.9 percent.

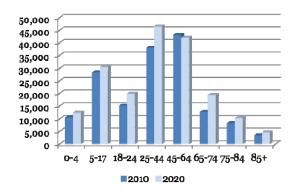
FUTURE POPULATION CHANGE

The region is expected to grow more strongly (1.7 percent) between 2015 and 2025. The region's warm climate, low cost of living, and wide range of urban services make it especially attractive to the growing numbers of retirees in the Front Range.

Total Population



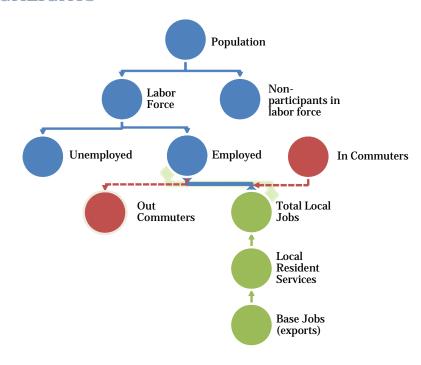
Population Change by Age Group



LABOR MARKET HIGHLIGHTS

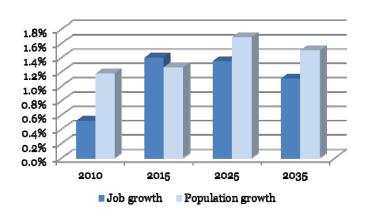
Integrating the Economic and Population Forecasts by way of Analysis of the Labor Market

The separate forecasts of the jobs and the population of a county are integrated through an analysis of the labor market. The analysis reviews whether the population forecast in the demographic model and the workforce they are expected to supply will be sufficient to meet the demands of the economy created through the jobs forecast. If not, the migration assumption in the demographic model is adjusted so that the jobs supplied by the population are more in line with the jobs forecast.



The analysis begins with the labor force participation rates being applied to the population forecasts of the non-institutional population over age 16 by age and gender to produce a forecast of the labor force for the projected population. The forecasted numbers of unemployed persons are then subtracted from the labor force and a

Job and Population Growth



Source: State Demography Office

Retirees generate fewer jobs than traditional base industries, so retiree growth can cause the population as a whole to increase more quickly than jobs. This in part explains the large gap between job and population growth through 2025.

forecast of the number of employed persons results. This number combined with the number of second third jobs held by multiple job holders yields the total number of jobs held by residents. The net number of commuters is then added or subtracted resulting in the number of total local jobs as derived from the population. This number is then reconciled with the number of total jobs as it is derived from a forecast of the base jobs (exports) within a county. A multiplier is applied to the forecasted number of base jobs to derive the resulting number of local resident service jobs that are then added to the forecast of base jobs to determine the final number of total local jobs. This analysis is essential to establishing an appropriate relationship between the forecasted number of jobs and the forecast of the population within a county.

LABOR FORECASTS

FORECASTING WORKSHEETS

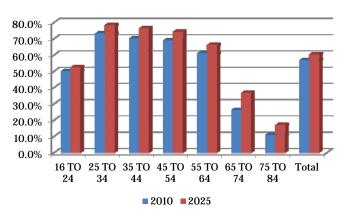
The forecasting worksheets attempt to integrate and/or reconcile the economic forecast of total jobs with the population forecast. The rates of growth of these two key variables can differ somewhat because of changes in the labor market, i.e., labor force participation rates, unemployment rates, multiple job holding, and/or commuting. For example, between 2010 and 2015 job growth in the region is expected to be 1.4% per year while population growth will be 1.3%. This slightly faster growth in jobs relative to population is the result of an increase in the labor force participation rate of residents. The participation rate is expected to continue to increase through 2025, after which time labor force growth will begin to slow relative to population growth as a result of the growing share of persons over the age of 65.

| | 2010 | 2015 | 2025 | 2035 |
|---------------------------------------|---------|---------|---------|---------|
| | | | | |
| TOTAL DIRECT BASIC JOBS | 37,642 | 40,994 | 47,874 | 53,551 |
| Total Jobs / Total Direct Basic Jobs | 1.8 | 1.8 | 1.8 | 1.8 |
| TOTAL JOBS | 68,558 | 73,479 | 83,990 | 93,716 |
| Average Annual Percent Change | 0.5% | 1.4% | 1.3% | 1.1% |
| *Statistical Discrepancy | 2,210 | -1,902 | -6,364 | -9,360 |
| JOBS HELD (In Area by Res. & Non-Res) | 67,114 | 78,292 | 95,916 | 110,424 |
| Average Annual Percent Change | 0.1% | 3.1% | 2.1% | 1.4% |
| + Commuters (+ = IN) | -1,171 | -3,303 | -5,933 | -7,704 |
| = JOBS HELD BY RESIDENTS | 67,114 | 78,292 | 95,916 | 110,424 |
| + 2nd & 3rd Jobs Held by Res. | 4,858 | 5,196 | 6,371 | 7,342 |
| = Employed Persons (Residents) | 62,255 | 73,096 | 89,546 | 103,081 |
| - Unemployed Persons | 7,173 | 5,151 | 6,283 | 7,287 |
| Unemployment Rate | 10.3% | 6.6% | 6.6% | 6.6% |
| LABOR FORCE (RESIDENTS) | 69,428 | 78,246 | 95,828 | 110,369 |
| Labor Force Participation Rate | 56.6% | 59.7% | 61.8% | 61.7% |
| POPULATION - CENSUS BASED | 159,386 | 169,677 | 200,501 | 232,655 |
| Average Annual Percent Change | 1.2% | 1.3% | 1.7% | 1.5% |

LABOR FORCE PARTICIPATION

Changes in the overall or total labor force participation rate(s) (LFPR) are really a function of changes LFPR by age and gender and changes in the relative proportions in each. In general, LFPR for each age-gender group are expected to rise slightly to 2025. Those of women — especially those in upper age groups — are expected to increase more substantially, as the result of greater women's participation in younger age groups in past decades. Changes in the overall or total LFPR of a region, if it's declining, are due to increases in the number of people in younger or older age groups where participation rates are expected to remain relatively low.





COMMUTING

Commuter flows are significant in reconciling a region's jobs with its population. A region could have a completely different population during business hours compared to night time, and often different regions are inextricably connected by these flows.

The US Census Bureau, in cooperation with several other federal agencies, compiles information that reconciles place of residence with place of employment.

The specific employment numbers differ from those used in the forecasting worksheets because both the labor and population data come from different sources than those used by the State Demography Office. This resource still provides valuable information about commuter flows.

Each map presented shows the number of in-commuters, the number of residents who live and are employed in the specified county, and the number of out-residents. Additionally, a table next to each map shows origin and destination counties of commuters.

The most recent year of data available at the time of this publication was 2010. All jobs are primary jobs—second job holders are excluded from commuting numbers.

Photo credit: foto footprints/flickr

PUEBLO COUNTY

Pueblo County Commuter Flows



Source: Census LEHD

COMMUTING (2010 DATA)

| Top 5 In-Commuter Origins | |
|---------------------------------|-------|
| El Paso County, CO | 3,596 |
| Fremont County, CO | 1,332 |
| Jefferson County, CO | 974 |
| Arapahoe County, CO | 932 |
| Denver County, CO | 820 |
| | |
| Top 5 Out-Commuter Destinations | |
| El Paso County, CO | 5,418 |
| Denver County, CO | 2,281 |
| Arapahoe County, CO | 1,602 |
| Fremont County, CO | 1,218 |
| Jefferson County, CO | 1,206 |

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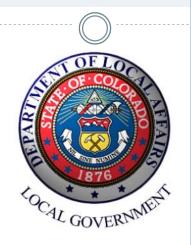
STATE DEMOGRAPHY OFFICE

The State Demography Office is the primary state agency for population and demographic information. Its data are used by state agencies to forecast demand for facilities and services. These data are also used by local governments and nonprofit organizations in the state to anticipate growth or decline and to plan and develop programs and community resources. The office's location in the Department of Local Affairs insures that its data and information is developed in ways that account for local input and needs. The office makes the data publicly available on their website, answers requests for economic and demographic data and provides training workshops on accessing and using the data.

> State Demography Office 1313 Sherman St., Ste 521 Denver, CO 80203

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COLORADO DEPARTMENT OF LOCAL AFFAIRS

For many communities throughout Colorado, the Department of Local Affairs is the "face of state government" —that initial and primary point of contact where local communities work in partnership with the state. Our department's mission statement, "Strengthening Colorado Communities," exemplifies the level of responsiveness and attentiveness that lies at the heart of our services.

Through financial and technical assistance, emergency management services, property tax administration and programs addressing affordable housing and homelessness, our department works in cooperation with local communities. It is through that work where we learn firsthand how to build on the strengths, unique qualities and priorities of Colorado.

Strengthening Colorado Communities

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Sheila Dorrell, GIS Developer

Geographic information systems design, analysis, development, mapping support, GIS technical support

Appendix: Sources and Web Locations for Data.

| Topic | Website | Source |
|--|---|--|
| Total Estimated Jobs | http://www.colorado.gov/cs/Satellite?c=Page&childpagename=DOLA- Main% 2FCBONLayout&cid=1251593348674&pagename=CBONWrapper | State Demography Office |
| Personal Income | http://www.bea.gov/iTable/iTable.cfm? ReqID=70&step=1&isuri=1&acrdn=5 | Bureau of Econom- ic Analysis |
| Base Analysis | https://dola.colorado.gov/demog_webapps/eba_parameters.jsf | State Demography Office |
| Job Forecasts | http://www.colorado.gov/cs/Satellite/DOLA-Main/ CBON/1251593349151 | State Demography Office |
| Population Estimates | http://www.colorado.gov/cs/Satellite/DOLA-Main/ CBON/1251593300013 | State Demography Office |
| Population by Race | http://dola.colorado.gov/dlg/demog/2010censusdata.html | Census 2010 and Census 2000 |
| Households | http://dola.colorado.gov/dlg/demog/2010censusdata.html | Census 2010 |
| Group Quarters | http://dola.colorado.gov/dlg/demog/2010censusdata.html | Census 2010 |
| Poverty | http://www.colorado.gov/cs/Satellite?c=Page&childpagename=DOLA-Main% 2FCBONLayout&cid=1251593751983&pagename=CBONWrapper | American Commu- nity Survey, Census Bureau |
| Educational Attainment | http://www.census.gov/hhes/socdemo/education/data/acs/index.html | American Commu- nity Survey, Census Bureau |
| Cost Burden Housing | http://www.colorado.gov/cs/Satellite?c=Page&childpagename=DOLA- Main% 2FCBONLayout&cid=1251593751983&pagename=CBONWrapper | American Commu- nity Survey, Census Bureau |
| Population by Age | https://dola.colorado.gov/demog_webapps/pag_category.jsf | State Demography Office |
| Population Forecasts | http://www.colorado.gov/cs/Satellite?c=Page&childpagename=DOLA- Main% 2FCBONLayout&cid=1251593346867&pagename=CBONWrapper | State Demography Office |
| Labor Forecasts | http://www.colorado.gov/cs/Satellite/DOLA-Main/ CBON/1251593349151 | State Demography Office |
| Labor Force Participation by Age and Gender | http://www.colorado.gov/cs/Satellite?c=Page&childpagename=DOLA- Main% 2FCBONLayout&cid=1251593348662&pagename=CBONWrapper | State Demography Office |
| Commuting | http://onthemap.ces.census.gov/ | Census, Labor Employment Dynamics (LED) |