



Demographic and Income Profile

N Union Ave, Pueblo, CO, 81003
 Drive Time: 5 minutes
 Weekday Walkable Trade Area

Pueblo City Center
 Latitude: 38.26619
 Longitude: -104.61151

Summary	2010	2011	2016
Population	39,968	39,785	40,785
Households	16,665	16,589	17,098
Families	9,196	9,159	9,335
Average Household Size	2.29	2.29	2.28
Owner Occupied Housing Units	8,864	8,402	8,636
Renter Occupied Housing Units	7,801	8,186	8,462
Median Age	36.8	36.9	37.5

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.50%	1.17%	0.67%
Households	0.61%	1.28%	0.71%
Families	0.38%	1.15%	0.57%
Owner HHS	0.55%	1.43%	0.91%
Median Household Income	1.09%	3.55%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	4,898	29.5%	5,208	30.5%
\$15,000 - \$24,999	3,296	19.9%	2,874	16.8%
\$25,000 - \$34,999	2,424	14.6%	2,138	12.5%
\$35,000 - \$49,999	2,467	14.9%	2,257	13.2%
\$50,000 - \$74,999	1,996	12.0%	2,284	13.4%
\$75,000 - \$99,999	820	4.9%	1,315	7.7%
\$100,000 - \$149,999	461	2.8%	691	4.0%
\$150,000 - \$199,999	107	0.6%	163	1.0%
\$200,000+	119	0.7%	168	1.0%

Median Household Income	\$25,298	\$26,709
Average Household Income	\$35,384	\$40,273
Per Capita Income	\$16,158	\$18,316

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,779	7.0%	2,731	6.9%	2,808	6.9%
5 - 9	2,618	6.6%	2,595	6.5%	2,629	6.4%
10 - 14	2,284	5.7%	2,269	5.7%	2,323	5.7%
15 - 19	2,770	6.9%	2,747	6.9%	2,629	6.4%
20 - 24	3,131	7.8%	3,142	7.9%	3,090	7.6%
25 - 34	5,524	13.8%	5,512	13.9%	5,714	14.0%
35 - 44	4,787	12.0%	4,734	11.9%	4,643	11.4%
45 - 54	5,773	14.4%	5,710	14.4%	5,351	13.1%
55 - 64	4,808	12.0%	4,836	12.2%	5,269	12.9%
65 - 74	2,611	6.5%	2,646	6.7%	3,277	8.0%
75 - 84	1,998	5.0%	1,984	5.0%	2,071	5.1%
85+	885	2.2%	880	2.2%	981	2.4%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	28,650	71.7%	28,453	71.5%	29,082	71.3%
Black Alone	1,040	2.6%	1,032	2.6%	1,072	2.6%
American Indian Alone	1,193	3.0%	1,197	3.0%	1,310	3.2%
Asian Alone	162	0.4%	162	0.4%	163	0.4%
Pacific Islander Alone	39	0.1%	39	0.1%	41	0.1%
Some Other Race Alone	7,070	17.7%	7,090	17.8%	7,219	17.7%
Two or More Races	1,813	4.5%	1,813	4.6%	1,897	4.7%
Hispanic Origin (Any Race)	21,908	54.8%	21,953	55.2%	23,179	56.8%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

May 15, 2012

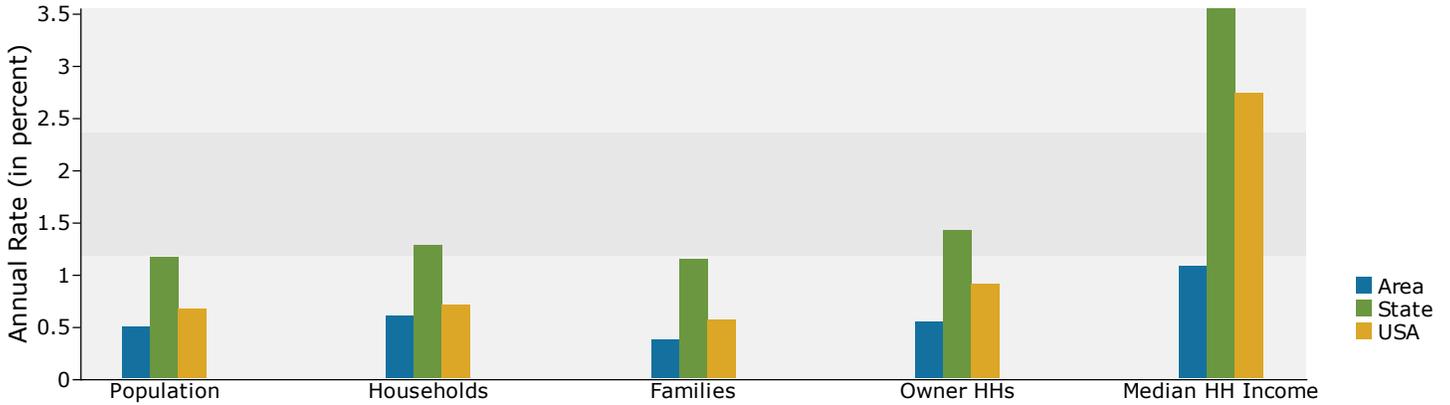


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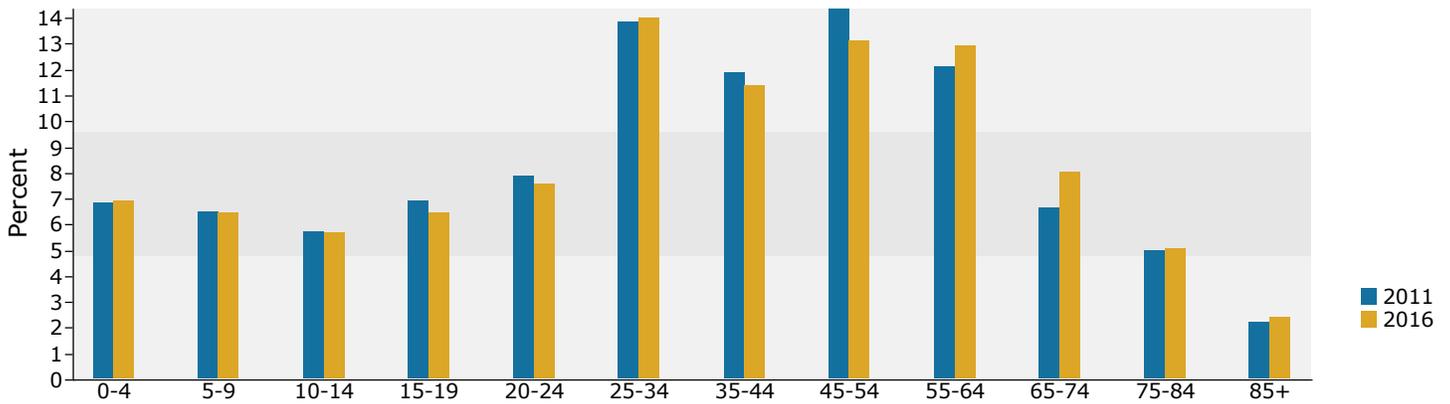
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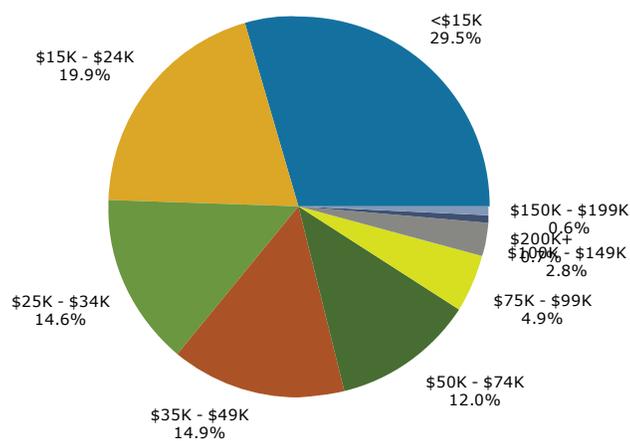
Trends 2011-2016



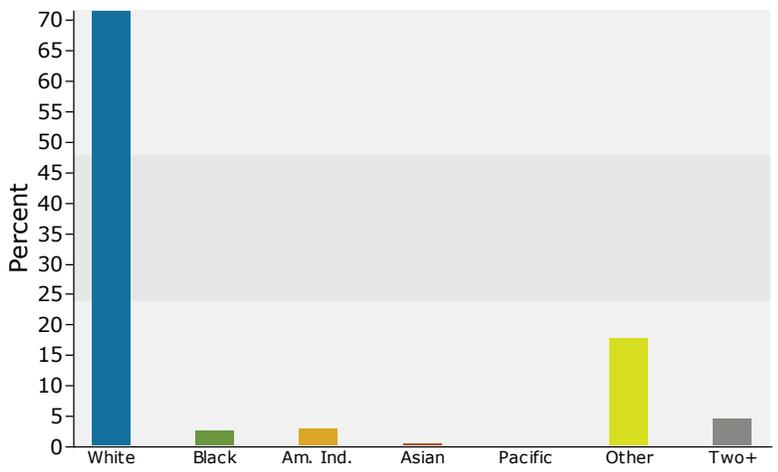
Population by Age



2011 Household Income



2011 Population by Race



Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Demographic and Income Profile

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 Quick Trip From Home Trade Area

Pueblo City Center
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Summary	2010	2011	2016
Population	107,318	107,479	111,155
Households	43,749	43,816	45,620
Families	26,519	26,587	27,425
Average Household Size	2.36	2.36	2.35
Owner Occupied Housing Units	26,269	25,357	26,495
Renter Occupied Housing Units	17,480	18,459	19,125
Median Age	37.5	37.6	38.4

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.68%	1.17%	0.67%
Households	0.81%	1.28%	0.71%
Families	0.62%	1.15%	0.57%
Owner HHs	0.88%	1.43%	0.91%
Median Household Income	2.80%	3.55%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	10,513	24.0%	11,046	24.2%
\$15,000 - \$24,999	7,525	17.2%	6,449	14.1%
\$25,000 - \$34,999	6,082	13.9%	5,216	11.4%
\$35,000 - \$49,999	6,693	15.3%	6,017	13.2%
\$50,000 - \$74,999	6,579	15.0%	7,329	16.1%
\$75,000 - \$99,999	3,230	7.4%	5,005	11.0%
\$100,000 - \$149,999	2,247	5.1%	3,218	7.1%
\$150,000 - \$199,999	485	1.1%	731	1.6%
\$200,000+	460	1.1%	609	1.3%

Median Household Income	\$30,637	\$35,178
Average Household Income	\$43,062	\$49,646
Per Capita Income	\$18,680	\$21,506

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,430	6.9%	7,338	6.8%	7,593	6.8%
5 - 9	7,172	6.7%	7,150	6.7%	7,277	6.5%
10 - 14	6,756	6.3%	6,756	6.3%	6,955	6.3%
15 - 19	7,839	7.3%	7,808	7.3%	7,501	6.7%
20 - 24	7,706	7.2%	7,748	7.2%	7,680	6.9%
25 - 34	13,684	12.8%	13,753	12.8%	14,393	12.9%
35 - 44	12,241	11.4%	12,172	11.3%	11,994	10.8%
45 - 54	14,363	13.4%	14,273	13.3%	13,418	12.1%
55 - 64	13,140	12.2%	13,305	12.4%	14,586	13.1%
65 - 74	7,942	7.4%	8,129	7.6%	10,117	9.1%
75 - 84	6,207	5.8%	6,204	5.8%	6,496	5.8%
85+	2,836	2.6%	2,844	2.6%	3,145	2.8%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	80,676	75.2%	80,672	75.1%	83,184	74.8%
Black Alone	2,643	2.5%	2,637	2.5%	2,774	2.5%
American Indian Alone	2,440	2.3%	2,452	2.3%	2,697	2.4%
Asian Alone	832	0.8%	832	0.8%	884	0.8%
Pacific Islander Alone	113	0.1%	113	0.1%	128	0.1%
Some Other Race Alone	16,254	15.1%	16,397	15.3%	16,864	15.2%
Two or More Races	4,359	4.1%	4,376	4.1%	4,625	4.2%
Hispanic Origin (Any Race)	53,330	49.7%	53,765	50.0%	57,431	51.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

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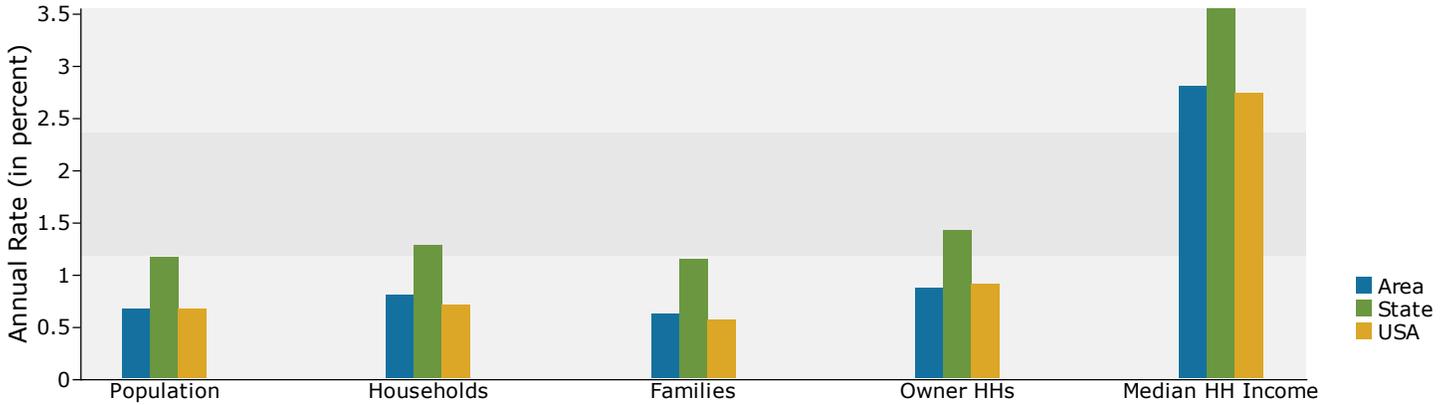


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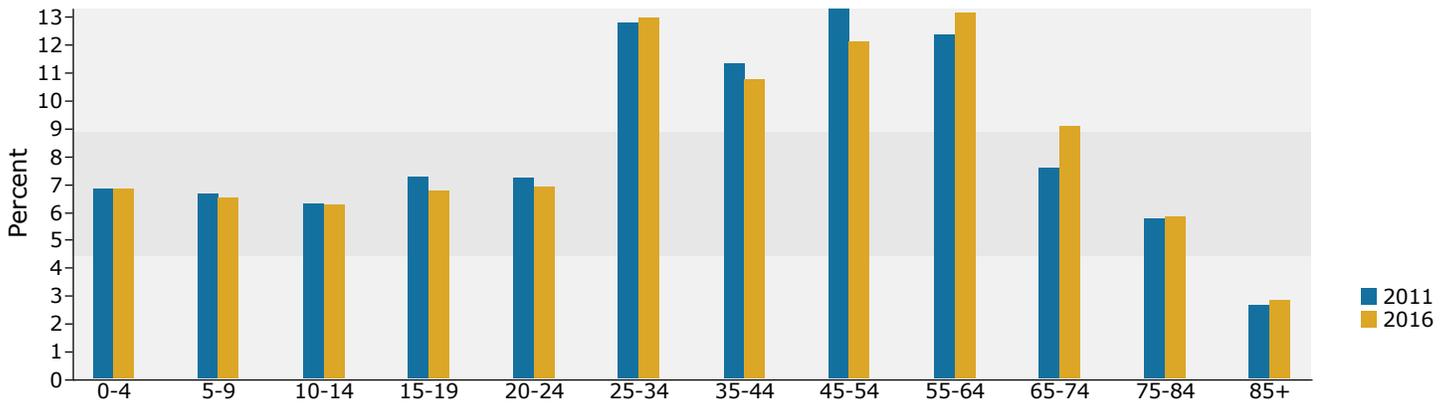
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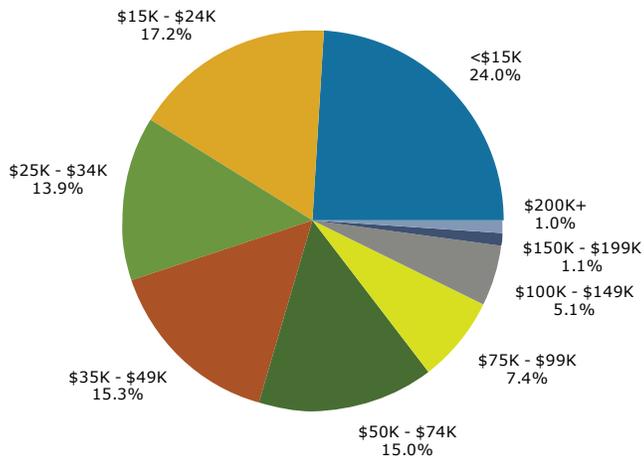
Trends 2011-2016



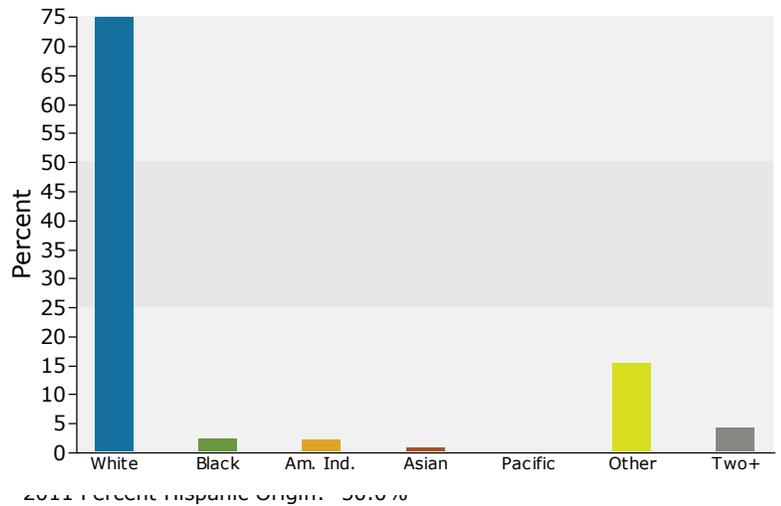
Population by Age



2011 Household Income



2011 Population by Race



Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Demographic and Income Profile

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 Everyday Commute Trade Area

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Summary	2010	2011	2016
Population	148,014	148,527	154,102
Households	58,617	58,823	61,436
Families	38,054	38,234	39,628
Average Household Size	2.45	2.45	2.44
Owner Occupied Housing Units	38,486	37,484	39,326
Renter Occupied Housing Units	20,131	21,339	22,109
Median Age	37.9	38.1	38.8

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.74%	1.17%	0.67%
Households	0.87%	1.28%	0.71%
Families	0.72%	1.15%	0.57%
Owner HHs	0.96%	1.43%	0.91%
Median Household Income	3.08%	3.55%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	12,015	20.4%	12,523	20.4%
\$15,000 - \$24,999	9,272	15.8%	7,824	12.7%
\$25,000 - \$34,999	7,535	12.8%	6,335	10.3%
\$35,000 - \$49,999	8,915	15.2%	7,854	12.8%
\$50,000 - \$74,999	9,831	16.7%	10,721	17.5%
\$75,000 - \$99,999	5,267	9.0%	7,944	12.9%
\$100,000 - \$149,999	4,107	7.0%	5,669	9.2%
\$150,000 - \$199,999	1,059	1.8%	1,515	2.5%
\$200,000+	822	1.4%	1,051	1.7%

Median Household Income	\$35,710	\$41,564
Average Household Income	\$49,096	\$56,704
Per Capita Income	\$20,310	\$23,471

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	10,027	6.8%	9,910	6.7%	10,287	6.7%
5 - 9	10,183	6.9%	10,175	6.9%	10,379	6.7%
10 - 14	10,033	6.8%	10,043	6.8%	10,356	6.7%
15 - 19	10,839	7.3%	10,808	7.3%	10,397	6.7%
20 - 24	9,660	6.5%	9,725	6.5%	9,650	6.3%
25 - 34	18,093	12.2%	18,209	12.3%	19,110	12.4%
35 - 44	17,651	11.9%	17,593	11.8%	17,395	11.3%
45 - 54	20,454	13.8%	20,353	13.7%	19,180	12.4%
55 - 64	18,653	12.6%	18,930	12.7%	20,833	13.5%
65 - 74	11,323	7.7%	11,643	7.8%	14,578	9.5%
75 - 84	7,810	5.3%	7,831	5.3%	8,267	5.4%
85+	3,288	2.2%	3,304	2.2%	3,671	2.4%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	116,006	78.4%	116,279	78.3%	120,274	78.0%
Black Alone	3,149	2.1%	3,145	2.1%	3,328	2.2%
American Indian Alone	2,934	2.0%	2,948	2.0%	3,244	2.1%
Asian Alone	1,206	0.8%	1,207	0.8%	1,303	0.8%
Pacific Islander Alone	156	0.1%	156	0.1%	181	0.1%
Some Other Race Alone	18,955	12.8%	19,151	12.9%	19,775	12.8%
Two or More Races	5,608	3.8%	5,641	3.8%	5,997	3.9%
Hispanic Origin (Any Race)	64,043	43.3%	64,693	43.6%	69,474	45.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

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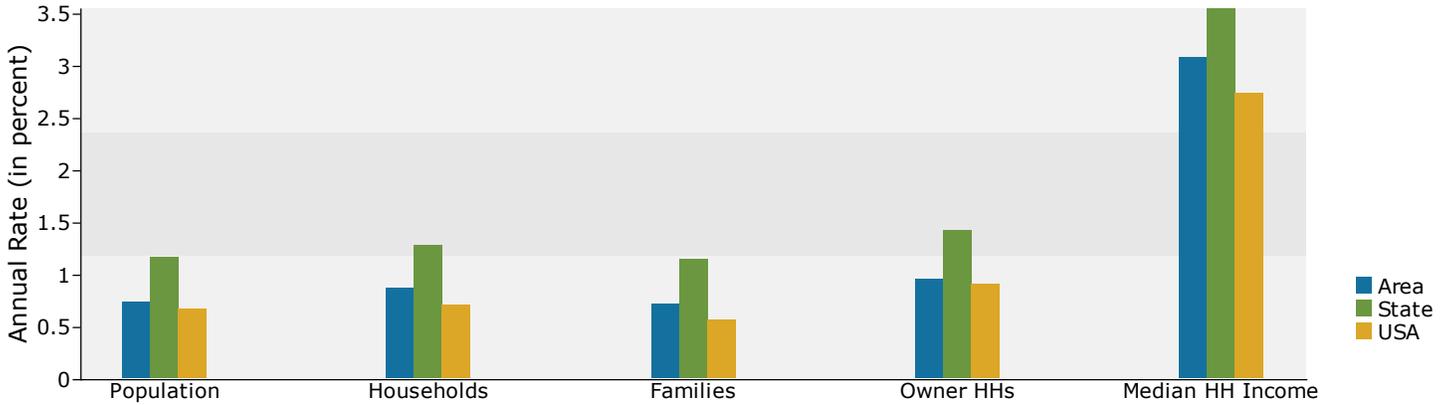


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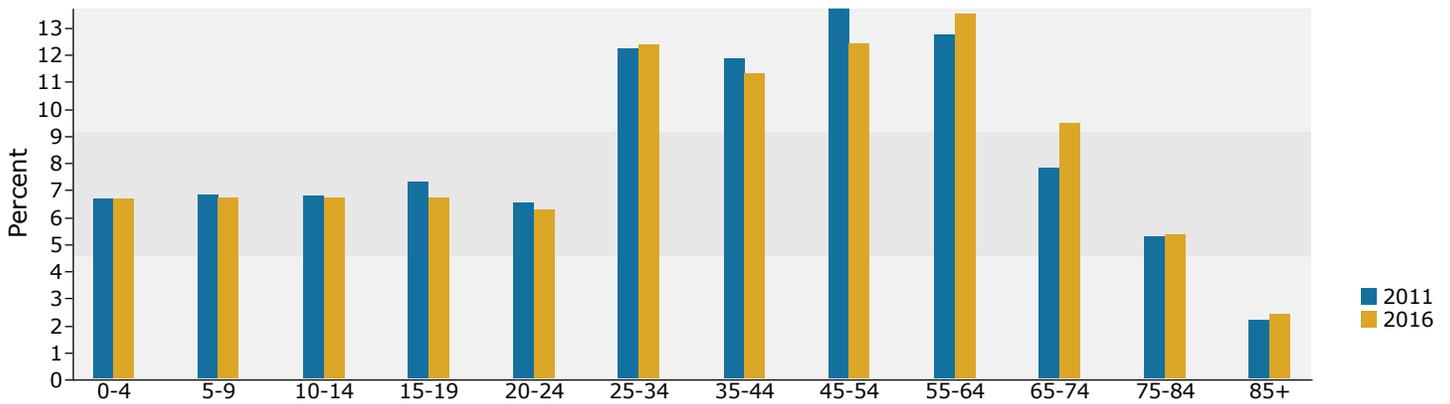
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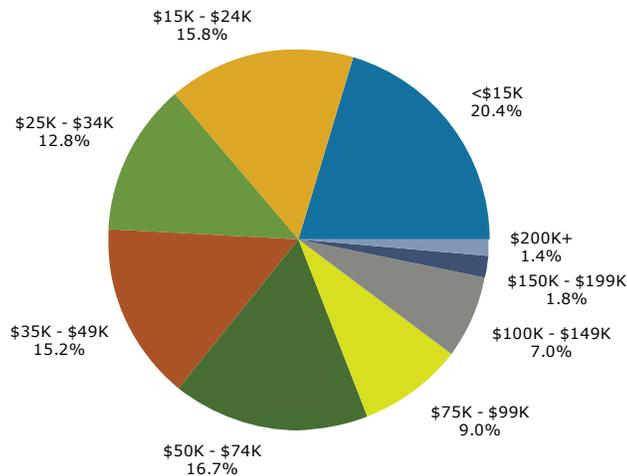
Trends 2011-2016



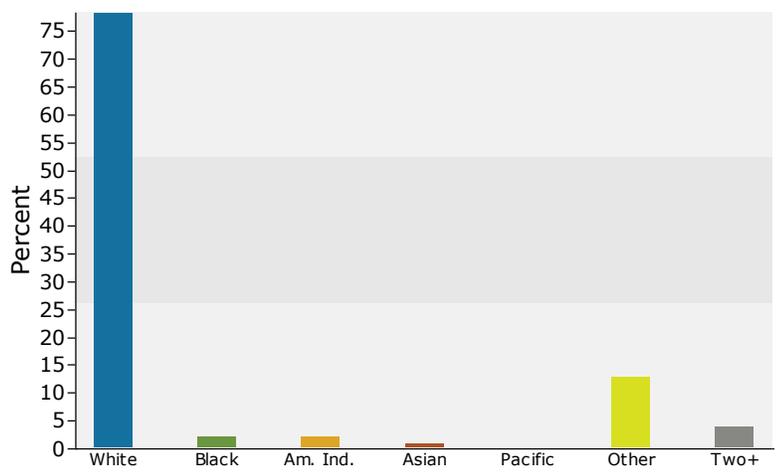
Population by Age



2011 Household Income



2011 Population by Race



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