Meeting the Challenges of Demographic Change 1980-2008

Presented March 4, 2009
In 1980, most Pueblo citizens would confidently look forward to an economic renaissance within the community.

- The County as a whole had experienced 6.5 percent growth in population during the decade of the 70s.
- During this period the City of Pueblo’s population grew by 4.0 percent
- Pueblo Mall had just opened
- During the 70s, nearly 10,000 new homes were added to the City of Pueblo, as the ‘baby boom’ generation began to contemplate buying a home.

Chronic economic problems posed imminent threats to economic vitality

- Pueblo was a one-industry town, lacking economic diversity. In 1980 CF&I accounted for 12 percent of all Pueblo jobs.
- Insufficient jobs were being created to retain a highly educated workforce. In 1961, Al Blomquist (Director of Pueblo Regional Planning Commission) in speaking of the ‘baby boom’ population stated “if jobs are available, this group when it reaches labor force age will be able to stay in the County. Otherwise they will be forced to move on.”
- Pueblo suffered from a competitive disadvantage relative to surrounding communities. In 1960, Pueblo was the 2nd largest Colorado community, by 1980, it ranked 5th-largest, by 2007, it ranked 9th largest.
- Collapse of local housing market in 1979 was due to high interest rates. In 1979, there were 647 permits for new single-family homes in the City of Pueblo. In 1980, there were 138.

Pueblo’s last ‘recession’

- During 1982, CF&I employment declined from 5,520, the previous year to 3,662, a net loss of 1,858 jobs;
- Pueblo’s unemployment rate was nearly 17 percent;
• The net loss of total jobs in the economy from 1982 to 1982 was nearly 3,200
• Local economy tended to parallel National economy. Phenomenon of ‘stagflation’
FIG. 1: AVERAGE ANNUAL UNEMPLOYMENT RATES

*NOTE: Pueblo County: City of Pueblo data unavailable--2008 data preliminary.
FIG. 2: EMPLOYED AND UNEMPLOYED: (PUEBLO COUNTY)*

*NOTE: Data unavailable for City of Pueblo - 2008 values are preliminary.
TABLE 1: JOBS BY SECTOR

<table>
<thead>
<tr>
<th></th>
<th>1980</th>
<th></th>
<th>1990</th>
<th></th>
<th>2000</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>Ag</td>
<td>753</td>
<td>2%</td>
<td>1,032</td>
<td>2%</td>
<td>817</td>
<td>1%</td>
</tr>
<tr>
<td>Construction</td>
<td>2,711</td>
<td>6%</td>
<td>2,503</td>
<td>5%</td>
<td>5,460</td>
<td>9%</td>
</tr>
<tr>
<td>Mfg.</td>
<td>9,324</td>
<td>19%</td>
<td>6,109</td>
<td>13%</td>
<td>4,998</td>
<td>8%</td>
</tr>
<tr>
<td>Transport, utilities</td>
<td>4,121</td>
<td>9%</td>
<td>3,512</td>
<td>7%</td>
<td>3,149</td>
<td>5%</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>1,347</td>
<td>3%</td>
<td>1,119</td>
<td>2%</td>
<td>1,486</td>
<td>2%</td>
</tr>
<tr>
<td>Retail trade</td>
<td>9,343</td>
<td>19%</td>
<td>10,208</td>
<td>22%</td>
<td>8,138</td>
<td>14%</td>
</tr>
<tr>
<td>Finance</td>
<td>2,451</td>
<td>5%</td>
<td>2,366</td>
<td>5%</td>
<td>3,499</td>
<td>6%</td>
</tr>
<tr>
<td>Services</td>
<td>15,914</td>
<td>33%</td>
<td>17,276</td>
<td>36%</td>
<td>28,089</td>
<td>47%</td>
</tr>
<tr>
<td>Public Admin</td>
<td>2,509</td>
<td>5%</td>
<td>3,306</td>
<td>7%</td>
<td>4,079</td>
<td>7%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>48,473</td>
<td>100%</td>
<td>47,431</td>
<td>100%</td>
<td>59,715</td>
<td>100%</td>
</tr>
</tbody>
</table>

SOURCE: U.S. Census Bureau
FIG. 3A: EMPLOYMENT BY ECONOMIC SECTOR, 1980

SOURCE: U.S. Census Bureau
FIG. 3B: EMPLOYMENT BY ECONOMIC SECTOR, 2000

SOURCE: U.S. Census Bureau
FIG. 4: HISTORIC POPULATION TRENDS

YEAR

City of Pueblo  Pueblo County
FIG. 5: CITY OF PUEBLO ANNUAL POPULATION CHANGE
FIG. 6: PUEBLO COUNTY ANNUAL POPULATION CHANGE

-1.5%  -1.0%  -0.5%  0.0%  0.5%  1.0%  1.5%  2.0%  2.5%
80-81 81-82 82-83 83-84 84-85 85-86 86-87 87-88 88-89 89-90 90-91 91-92 92-93 93-94 94-95 95-96 96-97 97-98 98-99 99-00 00-01 01-02 02-03 03-04 04-05 05-06 06-07 07-08
FIG. 7A: COMPARATIVE POPULATION TRENDS: CITY OF PUEBLO AND PUEBLO WEST

![Graph showing population trends for City of Pueblo and Pueblo West from 1980 to 2008. The graph indicates an increase in population for both areas over the years, with Pueblo West showing a more significant increase than the City of Pueblo. The population of City of Pueblo in 1980 was 101,686, increasing to 106,689 in 2008. Pueblo West had a population of 2,618 in 1980, which increased to 32,000 by 2008.](image-url)
FIG. 7B: COMPARATIVE POPULATION TRENDS:
CITY OF PUEBLO AND PUEBLO WEST
FIG. 7C: PUEBLO WEST POP. AS PERCENT OF CITY OF PUEBLO
FIG. 8A: PUEBLO COUNTY AND COLORADO PER CAPITA INCOME (Current Dollars)
FIG 8B: PUEBLO PER CAPITA INCOME AS PERCENT OF COLORADO
FIG. 9A: MEDIAN HOUSEHOLD INCOME TRENDS

<table>
<thead>
<tr>
<th>YEAR</th>
<th>CITY OF PUEBLO</th>
<th>PUEBLO COUNTY</th>
<th>PUEBLO WEST</th>
<th>COUNTY EXC. CITY AND P.W.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1979</td>
<td>$14,913</td>
<td>$15,479</td>
<td>$19,980</td>
<td>$18,134</td>
</tr>
<tr>
<td>1989</td>
<td>$20,501</td>
<td>$21,553</td>
<td>$28,955</td>
<td>$25,983</td>
</tr>
<tr>
<td>1999</td>
<td>$29,650</td>
<td>$32,775</td>
<td>$48,121</td>
<td>$41,815</td>
</tr>
<tr>
<td>2007</td>
<td>$32,525</td>
<td>$39,570</td>
<td>$61,502</td>
<td>$51,887</td>
</tr>
</tbody>
</table>
FIG. 9B: MEDIAN HOUSEHOLD INCOME TRENDS

YEAR


INCOME AS % OF COUNTY

0.0% 20.0% 40.0% 60.0% 80.0% 100.0% 120.0% 140.0% 160.0% 180.0%

129.1% 134.3% 146.8% 155.4%

96.3% 95.1% 90.5% 82.2%

CITY AS % OF COUNTY
PUEBLO WEST AS % OF COUNTY
FIG. 10: MEDIAN HOUSEHOLD INCOME: CITY OF PUEBLO, PUEBLO WEST, AND FRONT RANGE CITIES, 2007
FIG. 11: EDUCATIONAL ATTAINMENT

[Graph showing educational attainment for various locations, including:
- Percent high school grads
- Percent with Bachelor's degree or higher]
FIG. 12: POPULATION AGE DISTRIBUTION (PERCENT)

- Percent under age 18
- Percent age 65 yrs. and over
FIG. 13: ESTIMATED GROWTH IN HOUSING UNITS

Total Number of Units

- CITY OF PUEBLO
- PUEBLO WEST
- BALANCE OF COUNTY
- TOTAL PUEBLO COUNTY

2000 vs. 9/30/08
FIG. 14: RESIDENTIAL GROWTH 2000-2008* (% CHG.)

*As of 9/30/08
FIG 15A: HOUSING STARTS: CITY OF PUEBLO AND PUEBLO COUNTY (OUTSIDE CITY)

YEAR


CITY OF PUEBLO Total Housing Units
COUNTY, OUTSIDE CITY Total Housing Units
FIG 15B: HOUSING STARTS BY TYPE:
CITY OF PUEBLO

*NOTE: Mobile homes category incl. mfg. home structures located on single lots.
Multi-family category represents count of residential units in complex rather than actual structures.
FIG. 16: NO. OF HOME MORTGAGE FORECLOSURE FILINGS: PUEBLO COUNTY (Incl. City of Pueblo)

SOURCE: Pueblo County Public Trustee
FIG. 18: PERCENT OF PERSONS BELOW POVERTY LEVEL

Year | City of Pueblo | Colorado | U.S.
--- | --- | --- | ---
1980 | 14.3 | 10.1 | 0.1
1990 | 21.6 | 13.1 | 0.3
2000 | 17.8 | 12.4 | 0.8
2007 | 23.0 | 13.3 | 1.3
FIG. 19: PERCENT HOMEOWNERSHIP

YEAR


66 68 70 72

City of Pueblo
Colorado
U.S.
### TABLE 2: PUEBLO, THEN AND NOW

#### SUMMARY TABLE

<table>
<thead>
<tr>
<th></th>
<th>1982</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Pueblo population</td>
<td>99,616</td>
<td>106,689</td>
</tr>
<tr>
<td>% pop. chg., current/previous yr.</td>
<td>-1.0%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Pueblo County population</td>
<td>123,756</td>
<td>158,966</td>
</tr>
<tr>
<td>% pop. chg., current/previous yr.</td>
<td>-0.8%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Annual unemployment rate(^1)</td>
<td>16.6%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Annual job growth(^1)</td>
<td>-7.1%</td>
<td>0.7%</td>
</tr>
<tr>
<td>CF&amp;I, (Evraz N.A.) jobs</td>
<td>3,662</td>
<td>1,024</td>
</tr>
<tr>
<td>Prior year jobs</td>
<td>5,520</td>
<td>978</td>
</tr>
<tr>
<td>Annual change</td>
<td>-1,858</td>
<td>46</td>
</tr>
<tr>
<td>Per capita income (current $)(^2)</td>
<td>$9,986</td>
<td>$26,363</td>
</tr>
<tr>
<td>Annual percent change in PCI</td>
<td>2.7%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Single-family home starts(^3)</td>
<td>114</td>
<td>151</td>
</tr>
<tr>
<td>% chg. over previous year</td>
<td>-39.7%</td>
<td>-36.0%</td>
</tr>
<tr>
<td>Home mortgage foreclosures filed(^4)</td>
<td>461</td>
<td>1,371</td>
</tr>
<tr>
<td>Valuation of new com’l construction</td>
<td>$5.2 mil.</td>
<td>151.8 mil.</td>
</tr>
<tr>
<td>% homeownership(^5)</td>
<td>71.5%</td>
<td>64.3%</td>
</tr>
<tr>
<td>Median sales price (3-bdrm. Home)</td>
<td>$47,194</td>
<td>$117,544</td>
</tr>
<tr>
<td>% chg. in sales price over prev. yr.</td>
<td>0.9%</td>
<td>-0.7%</td>
</tr>
<tr>
<td>% high-school grads(^5)</td>
<td>66.0%</td>
<td>82.2%</td>
</tr>
<tr>
<td>% of persons below poverty level(^5)</td>
<td>14.3%</td>
<td>23.0%</td>
</tr>
</tbody>
</table>

\(^1\) Data available for Pueblo County only.
\(^2\) 2008 value actually 2006—latest available.
\(^3\) Single-family excluding detached units.
\(^4\) Filings rather than completions—Pueblo County.
\(^5\) 1982 from 1980 Census; 2008 from 2007 American Community Survey.

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Some additional notes: It is apparent that the current negative trends in Pueblo’s economy are not nearly as pronounced as was true during Pueblo’s last major recession a quarter-century ago. Despite this, some caveats are in order; the most important of which are that some recent data used to track economic trends either have not yet been released, or are available in preliminary form. For example, the latest data on per-capita income dates from 2006, and 2007 numbers will not be released until later this spring. Data on
employment and unemployment for Pueblo are available only in a preliminary release. Every year, the Colorado Department of Labor and Employment Labor Market Section revises their preliminary estimates. Typically this takes place in March or April.

A second caveat is that the recession of the early 1980’s is ‘ancient history’, so to speak. Its severity is a known quantity and can be evaluated and analyzed. The current recession is different, not only in terms of its causes, but also its magnitude, which is at present unknown. There is presently a great amount of uncertainty, both as to its duration and impact.
GETTING ADDITIONAL INFORMATION

My ‘myspace’ is www.pacog.net/demog

This website contains additional socioeconomic data on Pueblo, including the 2008 Pueblo Databook.