



COTellerCounty

Geography: County

Market Profile

Prepared by George Alexander



2000 Total Population	20,555
2000 Group Quarters	120
2010 Total Population	22,898
2015 Total Population	24,002
2010 - 2015 Annual Rate	0.95%



2000 Households	7,993
2000 Average Household Size	2.56
2010 Households	8,956
2010 Average Household Size	2.54
2015 Households	9,402
2015 Average Household Size	2.54
2010 - 2015 Annual Rate	0.98%
2000 Families	5,925
2000 Average Family Size	2.94
2010 Families	6,538
2010 Average Family Size	2.95
2015 Families	6,809
2015 Average Family Size	2.96
2010 - 2015 Annual Rate	0.82%



2000 Housing Units	10,362
Owner Occupied Housing Units	62.4%
Renter Occupied Housing Units	14.7%
Vacant Housing Units	22.9%
2010 Housing Units	12,416
Owner Occupied Housing Units	57.9%
Renter Occupied Housing Units	14.2%
Vacant Housing Units	27.9%
2015 Housing Units	12,897
Owner Occupied Housing Units	58.6%
Renter Occupied Housing Units	14.3%
Vacant Housing Units	27.1%

Median Household Income

2000	\$50,168
2010	\$60,698
2015	\$67,193

Median Home Value

2000	\$160,580
2010	\$212,227
2015	\$245,037

Per Capita Income

2000	\$23,412
2010	\$27,333
2015	\$31,327

Median Age

2000	39.3
2010	42.6
2015	42.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Households by Income

Household Income Base	7,980
< \$15,000	7.0%
\$15,000 - \$24,999	11.2%
\$25,000 - \$34,999	12.9%
\$35,000 - \$49,999	18.7%
\$50,000 - \$74,999	23.2%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	9.2%
\$150,000 - \$199,999	2.1%
\$200,000+	1.5%
Average Household Income	\$60,003

2010 Households by Income

Household Income Base	8,956
< \$15,000	5.3%
\$15,000 - \$24,999	6.1%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	26.7%
\$75,000 - \$99,999	18.6%
\$100,000 - \$149,999	11.3%
\$150,000 - \$199,999	2.8%
\$200,000+	2.0%
Average Household Income	\$69,637

2015 Households by Income

Household Income Base	9,402
< \$15,000	4.1%
\$15,000 - \$24,999	4.8%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	12.4%
\$50,000 - \$74,999	27.0%
\$75,000 - \$99,999	18.2%
\$100,000 - \$149,999	17.7%
\$150,000 - \$199,999	4.5%
\$200,000+	2.9%
Average Household Income	\$79,707

2000 Owner Occupied HUs by Value

Total	6,466
<\$50,000	4.3%
\$50,000 - 99,999	11.8%
\$100,000 - 149,999	27.1%
\$150,000 - 199,999	25.8%
\$200,000 - \$299,999	21.0%
\$300,000 - 499,999	8.0%
\$500,000 - 999,999	1.7%
\$1,000,000+	0.4%
Average Home Value	\$186,357

2000 Specified Renter Occupied HUs by Contract Rent

Total	1,445
With Cash Rent	91.8%
No Cash Rent	8.2%
Median Rent	\$651
Average Rent	\$676

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



2000 Population by Age

Total	20,555
Age 0 - 4	5.7%
Age 5 - 9	6.8%
Age 10 - 14	8.3%
Age 15 - 19	7.4%
Age 20 - 24	3.3%
Age 25 - 34	9.9%
Age 35 - 44	21.3%
Age 45 - 54	19.6%
Age 55 - 64	10.1%
Age 65 - 74	5.3%
Age 75 - 84	1.8%
Age 85+	0.4%
Age 18+	74.1%

2010 Population by Age

Total	22,898
Age 0 - 4	5.4%
Age 5 - 9	6.1%
Age 10 - 14	6.8%
Age 15 - 19	6.5%
Age 20 - 24	4.5%
Age 25 - 34	9.7%
Age 35 - 44	14.9%
Age 45 - 54	20.8%
Age 55 - 64	15.5%
Age 65 - 74	6.6%
Age 75 - 84	2.6%
Age 85+	0.6%
Age 18+	77.5%

2015 Population by Age

Total	24,002
Age 0 - 4	5.3%
Age 5 - 9	6.0%
Age 10 - 14	6.8%
Age 15 - 19	6.2%
Age 20 - 24	4.2%
Age 25 - 34	11.2%
Age 35 - 44	13.8%
Age 45 - 54	17.7%
Age 55 - 64	16.6%
Age 65 - 74	8.6%
Age 75 - 84	2.9%
Age 85+	0.8%
Age 18+	77.9%

2000 Population by Sex

Males	50.7%
Females	49.3%

2010 Population by Sex

Males	50.6%
Females	49.4%

2015 Population by Sex

Males	50.6%
Females	49.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



2000 Population by Race/Ethnicity

Total	20,555
White Alone	94.9%
Black Alone	0.5%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.9%
Two or More Races	2.0%
Hispanic Origin	3.5%
Diversity Index	16.0

2010 Population by Race/Ethnicity

Total	22,898
White Alone	93.6%
Black Alone	0.6%
American Indian Alone	1.2%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	1.1%
Two or More Races	2.6%
Hispanic Origin	4.7%
Diversity Index	20.2

2015 Population by Race/Ethnicity

Total	24,002
White Alone	92.9%
Black Alone	0.7%
American Indian Alone	1.2%
Asian or Pacific Islander Alone	1.0%
Some Other Race Alone	1.3%
Two or More Races	3.0%
Hispanic Origin	5.3%
Diversity Index	22.4



2000 Population 3+ by School Enrollment

Total	19,894
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.7%
Enrolled in Grade 1-8	12.8%
Enrolled in Grade 9-12	6.7%
Enrolled in College	2.1%
Enrolled in Grad/Prof School	1.1%
Not Enrolled in School	73.7%

2010 Population 25+ by Educational Attainment

Total	16,202
Less than 9th Grade	1.5%
9th - 12th Grade, No Diploma	3.2%
High School Graduate	23.9%
Some College, No Degree	25.9%
Associate Degree	10.8%
Bachelor's Degree	22.7%
Graduate/Professional Degree	12.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



2010 Population 15+ by Marital Status

Total	18,730
Never Married	19.9%
Married	64.8%
Widowed	3.2%
Divorced	12.1%



2000 Population 16+ by Employment Status

Total	15,884
In Labor Force	72.4%
Civilian Employed	69.1%
Civilian Unemployed	2.9%
In Armed Forces	0.4%
Not in Labor Force	27.6%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	91.0%
Civilian Unemployed	9.0%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	92.9%
Civilian Unemployed	7.1%

2000 Females 16+ by Employment Status and Age of Children

Total	7,884
Own Children < 6 Only	7.1%
Employed/in Armed Forces	4.3%
Unemployed	0.2%
Not in Labor Force	2.6%
Own Children < 6 and 6-17 Only	5.3%
Employed/in Armed Forces	2.3%
Unemployed	0.3%
Not in Labor Force	2.8%
Own Children 6-17 Only	21.1%
Employed/in Armed Forces	16.9%
Unemployed	0.5%
Not in Labor Force	3.8%
No Own Children < 18	66.4%
Employed/in Armed Forces	40.0%
Unemployed	1.9%
Not in Labor Force	24.6%



2010 Employed Population 16+ by Industry

Total	11,335
Agriculture/Mining	2.1%
Construction	10.1%
Manufacturing	4.9%
Wholesale Trade	2.0%
Retail Trade	11.1%
Transportation/Utilities	4.7%
Information	2.5%
Finance/Insurance/Real Estate	6.7%
Services	50.6%
Public Administration	5.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



2010 Employed Population 16+ by Occupation

Total	11,335
White Collar	62.6%
Management/Business/Financial	16.1%
Professional	21.9%
Sales	13.1%
Administrative Support	11.5%
Services	16.6%
Blue Collar	20.8%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	9.4%
Installation/Maintenance/Repair	4.3%
Production	3.1%
Transportation/Material Moving	3.8%



2000 Workers 16+ by Means of Transportation to Work

Total	10,806
Drove Alone - Car, Truck, or Van	74.5%
Carpooled - Car, Truck, or Van	15.3%
Public Transportation	0.4%
Walked	3.1%
Other Means	0.8%
Worked at Home	5.8%

2000 Workers 16+ by Travel Time to Work

Total	10,806
Did Not Work at Home	94.2%
Less than 5 minutes	5.9%
5 to 9 minutes	13.2%
10 to 19 minutes	15.8%
20 to 24 minutes	6.8%
25 to 34 minutes	15.6%
35 to 44 minutes	12.5%
45 to 59 minutes	13.4%
60 to 89 minutes	8.6%
90 or more minutes	2.4%
Worked at Home	5.8%
Average Travel Time to Work (in min)	30.1

2000 Households by Vehicles Available

Total	7,993
None	2.4%
1	21.9%
2	45.3%
3	21.6%
4	6.3%
5+	2.4%
Average Number of Vehicles Available	2.2

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



2000 Households by Type

Total	7,993
Family Households	74.1%
Married-couple Family	64.2%
With Related Children	28.3%
Other Family (No Spouse)	9.9%
With Related Children	7.1%
Nonfamily Households	25.9%
Householder Living Alone	19.6%
Householder Not Living Alone	6.3%
Households with Related Children	35.5%
Households with Persons 65+	13.7%

2000 Households by Size

Total	7,993
1 Person Household	19.6%
2 Person Household	41.0%
3 Person Household	16.0%
4 Person Household	14.9%
5 Person Household	5.8%
6 Person Household	1.8%
7+ Person Household	0.8%

2000 Households by Year Householder Moved In

Total	7,993
Moved in 1999 to March 2000	24.2%
Moved in 1995 to 1998	38.2%
Moved in 1990 to 1994	19.8%
Moved in 1980 to 1989	12.5%
Moved in 1970 to 1979	4.2%
Moved in 1969 or Earlier	1.1%
Median Year Householder Moved In	1996



2000 Housing Units by Units in Structure

Total	10,362
1, Detached	80.3%
1, Attached	1.5%
2	1.1%
3 or 4	2.4%
5 to 9	1.3%
10 to 19	1.5%
20+	0.1%
Mobile Home	10.3%
Other	1.4%

2000 Housing Units by Year Structure Built

Total	10,362
1999 to March 2000	4.9%
1995 to 1998	16.7%
1990 to 1994	9.1%
1980 to 1989	24.2%
1970 to 1979	23.4%
1969 or Earlier	21.6%
Median Year Structure Built	1982

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Top 3 Tapestry Segments

1. Rural Resort Dwellers
2. Sophisticated Squires
3. Green Acres



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$14,522,990
Average Spent	\$1,621.59
Spending Potential Index	68
Computers & Accessories: Total \$	\$1,961,515
Average Spent	\$219.02
Spending Potential Index	100
Education: Total \$	\$10,793,145
Average Spent	\$1,205.13
Spending Potential Index	99
Entertainment/Recreation: Total \$	\$30,284,219
Average Spent	\$3,381.44
Spending Potential Index	105
Food at Home: Total \$	\$39,351,439
Average Spent	\$4,393.86
Spending Potential Index	98
Food Away from Home: Total \$	\$28,200,537
Average Spent	\$3,148.79
Spending Potential Index	98
Health Care: Total \$	\$34,491,070
Average Spent	\$3,851.17
Spending Potential Index	103
HH Furnishings & Equipment: Total \$	\$16,582,479
Average Spent	\$1,851.55
Spending Potential Index	90
Investments: Total \$	\$17,147,374
Average Spent	\$1,914.62
Spending Potential Index	110
Retail Goods: Total \$	\$217,529,806
Average Spent	\$24,288.72
Spending Potential Index	98
Shelter: Total \$	\$138,037,649
Average Spent	\$15,412.87
Spending Potential Index	98
TV/Video/Audio: Total \$	\$10,810,486
Average Spent	\$1,207.07
Spending Potential Index	97
Travel: Total \$	\$17,657,678
Average Spent	\$1,971.60
Spending Potential Index	104
Vehicle Maintenance & Repairs: Total \$	\$8,518,404
Average Spent	\$951.14
Spending Potential Index	101

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.