



Demographic

Colorado

Population 2008:

Population	4,962,478
Persons in Group Quarters	102,975

Population 2013:

Population	5,410,941
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Households (2008):

Households	1,906,591
Family Households	1,233,497
Average Household Size	2.55

Households (2013):

Households	2,074,155
Family Households	1,328,752
Average Household Size	2.56

Race (2008):

White	4,016,838
Black	190,309
American Indian, Eskimo, Aleut	49,246
Asian or Pacific Islander	140,286
Other	415,057
Two or More Races	150,742
Hispanic Origin	987,231

Race (2013):

White	4,318,042
Black	207,155
American Indian, Eskimo, Aleut	52,501
Asian or Pacific Islander	170,241
Other	492,310
Two or More Races	170,692
Hispanic Origin	1,172,240

Gender (2008):

Population Male	2,489,124
Population Female	2,473,354

Gender (2013):

Population Male	2,708,838
Population Female	2,702,103

Housing Units (2008):

Owner-occupied	1,341,081
Renter-occupied	565,510

Housing Units (2013):

Owner-occupied	1,452,058
Renter-occupied	622,097

Income (2008):

Median Household Income	\$62,469
Median Family Income	\$72,444
Median Disposable Income	\$50,381
Average Household Income	\$80,632
Average Family Income	\$93,394
Per Capita Income	\$31,359

Population by Employment (2008):

Total Businesses	222,556
Total Employees	2,255,078



Demographic

Colorado

Income (2013):

Median Household Income	\$72,932
Median Family Income	\$84,311
Average Household Income	\$96,871
Average Family Income	\$113,588
Per Capita Income	\$37,528

Net Worth (2008):

Median Net Worth	\$116,636
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Households by Net Worth (2008):

< \$15,000	427,468
\$15,000-\$34,999	160,232
\$35,000-\$49,999	91,314
\$50,000-\$74,999	115,943
\$75,000-\$99,999	88,353
\$100,000-\$149,999	174,222
\$150,000-\$249,999	214,707
\$250,000-499,999	290,205
\$500,000 +	201,783

Households by Disposable Income (2008):

< \$15,000	176,656
\$15,000-\$24,999	195,659
\$25,000-\$34,999	246,929
\$35,000-\$49,999	322,017
\$50,000-\$74,999	471,426
\$75,000-\$99,999	212,018
\$100,000-\$149,999	193,609
\$150,000-\$199,999	39,040
\$200,000+	49,220

Households with Household Income (2008):

< \$10,000	92,218
\$10,000-\$14,999	58,418
\$15,000-\$19,999	75,876
\$20,000-\$24,999	69,836
\$25,000-\$29,999	86,910
\$30,000-\$34,999	80,817
\$35,000-\$39,999	95,134
\$40,000-\$44,999	84,920
\$45,000-\$49,999	93,357
\$50,000-\$59,999	168,951
\$60,000-\$74,999	233,221
\$75,000-\$99,999	299,068
\$100,000-\$124,999	195,844
\$125,000-\$149,999	99,417
\$150,000-\$199,999	84,123
\$200,000-\$249,999	36,192
\$250,000-\$499,999	41,727
>\$500,000+	10,545



Demographic

Colorado

Households with Household Income (2013):

< \$10,000	80,246
\$10,000-\$14,999	51,839
\$15,000-\$19,999	56,531
\$20,000-\$24,999	72,958
\$25,000-\$29,999	60,794
\$30,000-\$34,999	85,074
\$35,000-\$39,999	71,025
\$40,000-\$44,999	67,848
\$45,000-\$49,999	80,553
\$50,000-\$59,999	134,794
\$60,000-\$74,999	309,817
\$75,500-\$99,999	351,925
\$100,000-\$124,999	240,670
\$125,000-\$149,999	145,993
\$150,000-\$199,999	112,503
\$200,000-\$249,999	62,948
\$250,000-\$499,999	63,445
>\$500,000+	25,176

Families with Household Income (2008):

< \$10,000	32,913
\$10,000-\$14,999	21,655
\$15,000-\$19,999	30,243
\$20,000-\$24,999	33,664
\$25,000-\$29,999	43,618
\$30,000-\$34,999	42,289
\$35,000-\$39,999	52,559
\$40,000-\$44,999	54,997
\$45,000-\$49,999	55,109
\$50,000-\$59,999	106,764
\$60,000-\$74,999	166,139
\$75,000-\$99,999	189,998
\$100,000-\$124,999	170,063
\$150,000-\$199,999	90,465
\$125,000-\$149,999	65,103
\$200,000-\$249,999	31,436
\$250,000-\$499,999	36,663
>\$500,000+	9,806

Families with Household Income (2013):

< \$10,000	28,353
\$10,000-\$14,999	18,770
\$15,000-\$19,999	21,453
\$20,000-\$24,999	26,445
\$25,000-\$29,999	32,626
\$30,000-\$34,999	37,589
\$35,000-\$39,999	36,725
\$40,000-\$44,999	46,489
\$45,000-\$49,999	46,090
\$50,000-\$59,999	123,840
\$60,000-\$74,999	145,723
\$75,500-\$99,999	223,396
\$100,000-\$124,999	161,540
\$125,000-\$149,999	147,729
\$150,000-\$199,999	113,017
\$200,000-\$249,999	48,621
\$250,000-\$499,999	47,948
>\$500,000+	22,385



Demographic

Colorado

Population by Age (2008):

0-4	343,848
5-9	326,702
10-14	333,459
15-19	346,400
20-24	352,151
25-29	371,473
30-34	340,658
35-39	362,651
40-44	379,638
45-49	400,302
50-54	369,880
55-59	317,421
60-64	221,610
65-69	151,748
70-74	112,363
75-79	91,717
80-84	71,008
85+	69,449
Median Age	35.9

Population by Age (2013):

0-4	378,866
5-9	347,236
10-14	350,627
15-19	360,360
20-24	384,067
25-29	397,351
30-34	371,088
35-39	358,024
40-44	387,940
45-49	418,384
50-54	409,989
55-59	378,836
60-64	285,410
65-69	196,580
70-74	129,448
75-79	97,241
80-84	76,254
85+	83,240
Median Age	36.6

Population Age - Males (2008):

0-4	175,510
5-9	166,376
10-14	170,074
15-19	178,290
20-24	185,019
25-29	194,216
30-34	177,781
35-39	186,691
40-44	191,910
45-49	199,924
50-54	183,774
55-59	157,404
60-64	108,083
65-69	72,279
70-74	51,702
75-79	39,704
80-84	27,880
85+	22,507



Demographic

Colorado

Population Age - Males (2013):

0-4	193,340
5-9	176,679
10-14	178,582
15-19	184,791
20-24	200,272
25-29	205,488
30-34	191,005
35-39	184,273
40-44	197,843
45-49	210,340
50-54	204,194
55-59	187,480
60-64	139,333
65-69	94,154
70-74	59,780
75-79	42,959
80-84	30,714
85+	27,611

Population Age - Females (2008):

0-4	168,338
5-9	160,326
10-14	163,385
15-19	168,110
20-24	167,132
25-29	177,257
30-34	162,877
35-39	175,960
40-44	187,728
45-49	200,378
50-54	186,106
55-59	160,017
60-64	113,527
65-69	79,469
70-74	60,661
75-79	52,013
80-84	43,128
85+	46,942

Population Age - Females (2013):

0-4	185,526
5-9	170,557
10-14	172,045
15-19	175,569
20-24	183,795
25-29	191,863
30-34	180,083
35-39	173,751
40-44	190,097
45-49	208,044
50-54	205,795
55-59	191,356
60-64	146,077
65-69	102,426
70-74	69,668
75-79	54,282
80-84	45,540
85+	55,629



Demographic

Colorado

Consumer Expenditure (2008)

Retail Summary:

Retail Goods: Total 55,403,919,582

Apparel:

Apparel & Services: Total 4,773,057,285

Men's Apparel: Total 896,706,289

Women's Apparel: Total 1,579,721,903

Children's Apparel: Total 823,841,868

Infant Apparel (Under 2 Years): Total 224,446,042

Footwear: Total 697,373,306

Watches & Jewelry: Total 482,949,014

Apparel Products & Services: Total 292,464,905

Household Goods:

Computers & Hardware for Home Use: Total 452,579,039

Software & Accessories for Home Use: Total 62,760,357

Entertainment/Recreation:

Entertainment/Recreation: Total 7,778,224,387

Fees & Admissions: Total 1,323,534,752

Membership Fees: Total 354,333,539

Fees for Participant Sports excluding Trips: Total 243,446,394

Admission to Movies/Theater/Opera/Ballet: Total 320,833,402

Admission to Sporting Events excluding Trips: Total 131,866,365

Fees for Recreational Lessons: Total 271,833,438

TV/Video/Sound Equipment: Total 3,001,605,619

Community Antenna or Cable TV: Total 1,513,188,438

Televisions: Total 631,357,097

VCRs/Video Cameras & DVD Players: Total 69,890,777

Video Cassettes & DVDs: Total 140,317,924

Video Game Hardware & Software: Total 76,103,058

Satellite Dishes: Total 2,252,395

Rental of Video Cassettes & DVDs: Total 110,073,886

Sound Equipment: Total 444,521,620

Rental/Repair of TV/VCR/Sound Equipment: Total 12,105,778

Pets: Total 968,275,354

Toys & Games: Total 317,025,544

Recreational Vehicles & Fees: Total 894,370,393

Sports/Rec/Exercise Equipment: Total 414,666,688

Photo Equipment/Supplies: Total 268,922,561

Film Processing: Total 63,188,090

Reading: Total 589,823,476

Food:

Food: Total 17,276,882,153

Food at Home: Total 10,086,740,125

Food at Home - Bakery & Cereal Products: Total 1,386,885,918

Food at Home - Meat/Poultry/Fish/Eggs: Total 2,513,611,585

Food at Home - Dairy Products: Total 1,148,500,089

Food at Home - Fruit & Vegetables: Total 1,712,919,804

Food at Home - Snacks/Other Food: Total 3,324,822,729

Food at Home - Nonalcoholic Beverages: Total 914,295,296

Food Away from Home: Total 7,190,142,028

Food Away from Home - Meals at Restaurants: Total 6,583,974,203

Alcoholic Beverages: Total 1,264,972,701

Financial:

Investments: Total 2,165,343,637

Vehicle Loans: Total 12,300,214,905



Demographic

Colorado

Health Care:

Health Care: Total	8,260,841,597
Health Insurance: Total	4,082,861,619
Nonprescription Drugs: Total	231,236,607
Prescription Drugs: Total	1,120,988,199
Eyeglasses & Contact Lenses: Total	157,978,152

Housing:

Shelter: Total	32,955,166,864
Mortgage Payment & Basics: Total	19,377,535,215
Maintenance & Remodeling Services: Total	4,305,100,799
Maintenance & Remodeling Materials: Total	853,509,364
Owned Dwellings - Paint/Wallpaper/Supplies: Total	47,532,212
Rented Dwellings - Paint/Wallpaper & Supplies: Total	2,851,770
Home Improvement Services: Total	4,368,693,554
Home Improvement Materials: Total	876,083,261
Utilities/Fuel/Public Services: Total	9,377,820,911
Telephone Services: Total	3,162,821,612
Insurance - Owners & Renters: Total	1,006,047,413

Household Goods:

Household Furnishings & Equipment: Total	4,628,712,930
Household Textiles: Total	294,591,845
Furniture: Total	1,425,965,598
Floor Coverings: Total	204,886,498
Major Appliances: Total	624,185,385
Housewares: Total	188,758,167
Small Appliances: Total	72,394,236
Other HH Items - Luggage: Total	21,753,222
Other HH Items - Telephones & Accessories: Total	72,316,942

Household Services:

Computer Information Services: Total	461,632,965
Child Care: Total	917,955,580
Lawn & Garden: Total	866,898,824
Moving/Storage/Freight Express: Total	113,083,888
Housekeeping Supplies: Total	1,579,433,885
Housekeeping Services: Total	285,333,055

Personal Care:

Personal Care Products: Total	908,879,499
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Education:

Education: Total	2,950,312,120
School Books & Supplies: Total	258,181,273

Miscellaneous Expenses:

Smoking Products: Total	917,561,577
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Life Insurance/Pensions:

Life & Other Pers Ins: Total	1,179,281,299
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Transportation (Local):

Vehicle Insurance: Total	2,916,757,720
Transportation-Vehicle Purchases (Net Outlay):Total	10,881,446,314
Transportation - Gasoline & Motor Oil: Total	5,253,723,699
Vehicle Maintenance & Repairs: Total	2,084,660,975

Travel:

Travel: Total	3,974,950,201
Airline Fares: Total	892,078,166
Travel - Lodging on Trips: Total	891,697,364
Auto/Truck/Van Rental on Trips: Total	84,618,738
Travel - Food & Drink on Trips: Total	989,335,687



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Tapestry Segmentation System (2008):

L1: High Society

01. Top Rung	11,992
02. Suburban Splendor	85,332
03. Connoisseurs	25,400
04. Boomburbs	111,128
05. Wealthy Seaboard Suburbs	6,846
06. Sophisticated Squires	81,539
07. Exurbanites	87,242

L2: Upscale Avenues

09. Urban Chic	32,313
10. Pleasant-Ville	10,806
11. Pacific Heights	0
13. In Style	85,252
16. Enterprising Professionals	72,564
17. Green Acres	52,158
18. Cozy and Comfortable	44,855

L3: Metropolis

20. City Lights	0
22. Metropolitans	57,161
45. City Strivers	1,931
51. Metro City Edge	188
54. Urban Rows	0
62. Modest Income Homes	255

L4: Solo Acts

08. Laptops and Lattes	16,260
23. Trendsetters	12,598
27. Metro Renters	51,442
36. Old and Newcomers	67,761
39. Young and Restless	66,590

L5: Senior Styles

14. Prosperous Empty Nesters	34,686
15. Silver and Gold	6,583
29. Rustbelt Retirees	12,029
30. Retirement Communities	20,026
43. The Elders	6,570
49. Senior Sun Seekers	7,056
50. Heartland Communities	13,654
57. Simple Living	20,517
65. Social Security Set	6,727

L6: Scholars & Patriots

40. Military Proximity	3,817
55. College Towns	19,442
63. Dorms to Diplomas	13,186

L7: High Hopes

28. Aspiring Young Families	75,430
48. Great Expectations	19,723



Demographic

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L8: Global Roots

35. International Marketplace	6,841
38. Industrious Urban Fringe	59,328
44. Urban Melting Pot	0
47. Las Casas	1,826
52. Inner City Tenants	40,431
58. NeWest Residents	16,797
60. City Dimensions	6,621
61. High Rise Renters	0

L9: Family Portrait

12. Up and Coming Families	136,092
19. Milk and Cookies	49,116
21. Urban Villages	0
59. Southwestern Families	3,942
64. City Commons	1,118

L10: Traditional Living

24. Main Street USA	73,301
32. Rustbelt Traditions	18,056
33. Midlife Junction	39,167
34. Family Foundations	2,570

L11: Factories & Farms

25. Salt of the Earth	6,218
37. Prairie Living	29,758
42. Southern Satellites	710
53. Home Town	9,303
56. Rural Bypasses	2,687

L12: American Quilt

26. Midland Crowd	45,412
31. Rural Resort Dwellers	64,064
41. Crossroads	36,857
46. Rooted Rural	15,297