



Demographic

Pueblo County

Population 2008:

Population	156,781
Persons in Group Quarters	4,135

Population 2013:

Population	166,188
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Households (2008):

Households	60,776
Family Households	40,818
Average Household Size	2.51

Households (2013):

Households	64,614
Family Households	42,770
Average Household Size	2.51

Race (2008):

White	121,235
Black	3,043
American Indian, Eskimo, Aleut	2,279
Asian or Pacific Islander	1,332
Other	23,167
Two or More Races	5,725
Hispanic Origin	67,781

Race (2013):

White	126,325
Black	3,272
American Indian, Eskimo, Aleut	2,277
Asian or Pacific Islander	1,549
Other	26,431
Two or More Races	6,334
Hispanic Origin	77,229

Gender (2008):

Population Male	76,743
Population Female	80,038

Gender (2013):

Population Male	81,415
Population Female	84,773

Housing Units (2008):

Owner-occupied	44,343
Renter-occupied	16,433

Housing Units (2013):

Owner-occupied	46,612
Renter-occupied	18,002

Income (2008):

Median Household Income	\$42,758
Median Family Income	\$51,340
Median Disposable Income	\$34,839
Average Household Income	\$54,744
Average Family Income	\$64,273
Per Capita Income	\$21,703

Population by Employment (2008):

Total Businesses	5,480
Total Employees	61,537



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Income (2013):

Median Household Income	\$50,569
Median Family Income	\$58,569
Average Household Income	\$63,318
Average Family Income	\$75,895
Per Capita Income	\$25,133

Net Worth (2008):

Median Net Worth	\$54,251
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Households by Net Worth (2008):

< \$15,000	19,524
\$15,000-\$34,999	6,254
\$35,000-\$49,999	3,626
\$50,000-\$74,999	4,586
\$75,000-\$99,999	3,564
\$100,000-\$149,999	5,474
\$150,000-\$249,999	5,743
\$250,000-499,999	5,870
\$500,000 +	3,711

Households by Disposable Income (2008):

< \$15,000	10,291
\$15,000-\$24,999	9,917
\$25,000-\$34,999	10,300
\$35,000-\$49,999	10,827
\$50,000-\$74,999	12,705
\$75,000-\$99,999	3,205
\$100,000-\$149,999	2,429
\$150,000-\$199,999	480
\$200,000+	618

Households with Household Income (2008):

< \$10,000	5,397
\$10,000-\$14,999	3,487
\$15,000-\$19,999	3,983
\$20,000-\$24,999	3,751
\$25,000-\$29,999	4,293
\$30,000-\$34,999	3,542
\$35,000-\$39,999	3,928
\$40,000-\$44,999	3,457
\$45,000-\$49,999	3,247
\$50,000-\$59,999	5,654
\$60,000-\$74,999	6,674
\$75,000-\$99,999	7,358
\$100,000-\$124,999	2,665
\$125,000-\$149,999	1,391
\$150,000-\$199,999	887
\$200,000-\$249,999	455
\$250,000-\$499,999	496
>\$500,000+	107



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Households with Household Income (2013):

< \$10,000	4,949
\$10,000-\$14,999	2,958
\$15,000-\$19,999	3,397
\$20,000-\$24,999	3,604
\$25,000-\$29,999	3,370
\$30,000-\$34,999	4,460
\$35,000-\$39,999	3,192
\$40,000-\$44,999	2,701
\$45,000-\$49,999	3,323
\$50,000-\$59,999	5,219
\$60,000-\$74,999	9,440
\$75,500-\$99,999	8,649
\$100,000-\$124,999	4,825
\$125,000-\$149,999	1,580
\$150,000-\$199,999	1,340
\$200,000-\$249,999	650
\$250,000-\$499,999	735
>\$500,000+	218

Families with Household Income (2008):

< \$10,000	2,214
\$10,000-\$14,999	1,266
\$15,000-\$19,999	2,065
\$20,000-\$24,999	1,996
\$25,000-\$29,999	2,461
\$30,000-\$34,999	2,255
\$35,000-\$39,999	2,726
\$40,000-\$44,999	2,477
\$45,000-\$49,999	2,317
\$50,000-\$59,999	3,984
\$60,000-\$74,999	5,550
\$75,000-\$99,999	5,576
\$100,000-\$124,999	2,631
\$150,000-\$199,999	1,456
\$125,000-\$149,999	884
\$200,000-\$249,999	432
\$250,000-\$499,999	445
>\$500,000+	81

Families with Household Income (2013):

< \$10,000	2,029
\$10,000-\$14,999	1,062
\$15,000-\$19,999	1,325
\$20,000-\$24,999	1,842
\$25,000-\$29,999	2,045
\$30,000-\$34,999	2,112
\$35,000-\$39,999	1,852
\$40,000-\$44,999	2,430
\$45,000-\$49,999	2,458
\$50,000-\$59,999	4,810
\$60,000-\$74,999	4,505
\$75,500-\$99,999	7,253
\$100,000-\$124,999	3,953
\$125,000-\$149,999	2,048
\$150,000-\$199,999	1,598
\$200,000-\$249,999	659
\$250,000-\$499,999	607
>\$500,000+	180



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Population by Age (2008):

0-4	10,779
5-9	10,247
10-14	10,375
15-19	11,131
20-24	9,921
25-29	10,726
30-34	9,704
35-39	9,955
40-44	10,633
45-49	11,770
50-54	11,273
55-59	10,124
60-64	7,607
65-69	5,906
70-74	4,976
75-79	4,403
80-84	3,682
85+	3,569
Median Age	37.8

Population by Age (2013):

0-4	11,445
5-9	10,656
10-14	10,630
15-19	11,206
20-24	10,348
25-29	10,597
30-34	10,654
35-39	10,225
40-44	10,494
45-49	11,787
50-54	12,040
55-59	11,929
60-64	9,673
65-69	7,092
70-74	5,147
75-79	4,274
80-84	3,771
85+	4,220
Median Age	38.7

Population Age - Males (2008):

0-4	5,497
5-9	5,239
10-14	5,287
15-19	5,823
20-24	5,020
25-29	5,345
30-34	4,856
35-39	4,991
40-44	5,244
45-49	5,803
50-54	5,563
55-59	4,961
60-64	3,646
65-69	2,732
70-74	2,194
75-79	1,913
80-84	1,466
85+	1,163



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Population Age - Males (2013):

0-4	5,841
5-9	5,452
10-14	5,440
15-19	5,868
20-24	5,249
25-29	5,285
30-34	5,313
35-39	5,114
40-44	5,227
45-49	5,842
50-54	5,934
55-59	5,800
60-64	4,636
65-69	3,356
70-74	2,293
75-79	1,847
80-84	1,501
85+	1,417

Population Age - Females (2008):

0-4	5,282
5-9	5,008
10-14	5,088
15-19	5,308
20-24	4,901
25-29	5,381
30-34	4,848
35-39	4,964
40-44	5,389
45-49	5,967
50-54	5,710
55-59	5,163
60-64	3,961
65-69	3,174
70-74	2,782
75-79	2,490
80-84	2,216
85+	2,406

Population Age - Females (2013):

0-4	5,604
5-9	5,204
10-14	5,190
15-19	5,338
20-24	5,099
25-29	5,312
30-34	5,341
35-39	5,111
40-44	5,267
45-49	5,945
50-54	6,106
55-59	6,129
60-64	5,037
65-69	3,736
70-74	2,854
75-79	2,427
80-84	2,270
85+	2,803



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Consumer Expenditure (2008)

Retail Summary:

Retail Goods: Total 1,207,466,253

Apparel:

Apparel & Services: Total 102,137,282
 Men's Apparel: Total 19,047,191
 Women's Apparel: Total 34,411,143
 Children's Apparel: Total 17,620,164
 Infant Apparel (Under 2 Years): Total 4,651,351
 Footwear: Total 15,027,688
 Watches & Jewelry: Total 9,845,621
 Apparel Products & Services: Total 6,185,475

Household Goods:

Computers & Hardware for Home Use: Total 9,425,539
 Software & Accessories for Home Use: Total 1,274,512

Entertainment/Recreation:

Entertainment/Recreation: Total 169,719,903
 Fees & Admissions: Total 27,615,172
 Membership Fees: Total 7,559,449
 Fees for Participant Sports excluding Trips: Total 5,199,973
 Admission to Movies/Theater/Opera/Ballet: Total 6,556,351
 Admission to Sporting Events excluding Trips: Total 2,681,281
 Fees for Recreational Lessons: Total 5,594,391
 TV/Video/Sound Equipment: Total 66,077,474
 Community Antenna or Cable TV: Total 34,896,020
 Televisions: Total 13,091,881
 VCRs/Video Cameras & DVD Players: Total 1,562,075
 Video Cassettes & DVDs: Total 2,994,438
 Video Game Hardware & Software: Total 1,645,952
 Satellite Dishes: Total 54,148
 Rental of Video Cassettes & DVDs: Total 2,340,927
 Sound Equipment: Total 9,189,002
 Rental/Repair of TV/VCR/Sound Equipment: Total 268,700
 Pets: Total 21,228,778
 Toys & Games: Total 6,838,441
 Recreational Vehicles & Fees: Total 19,809,761
 Sports/Rec/Exercise Equipment: Total 8,910,365
 Photo Equipment/Supplies: Total 5,778,458
 Film Processing: Total 1,380,361
 Reading: Total 13,461,454

Food:

Food: Total 382,190,539
 Food at Home: Total 225,350,938
 Food at Home - Bakery & Cereal Products: Total 31,298,779
 Food at Home - Meat/Poultry/Fish/Eggs: Total 56,334,307
 Food at Home - Dairy Products: Total 25,700,289
 Food at Home - Fruit & Vegetables: Total 37,797,211
 Food at Home - Snacks/Other Food: Total 74,220,352
 Food at Home - Nonalcoholic Beverages: Total 20,389,516
 Food Away from Home: Total 156,839,601
 Food Away from Home - Meals at Restaurants: Total 143,888,906
 Alcoholic Beverages: Total 27,089,702

Financial:

Investments: Total 44,969,588
 Vehicle Loans: Total 263,188,589



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Health Care:

Health Care: Total	197,319,319
Health Insurance: Total	97,960,357
Nonprescription Drugs: Total	5,384,342
Prescription Drugs: Total	28,430,105
Eyeglasses & Contact Lenses: Total	3,614,892

Housing:

Shelter: Total	685,114,041
Mortgage Payment & Basics: Total	407,004,964
Maintenance & Remodeling Services: Total	89,044,488
Maintenance & Remodeling Materials: Total	18,290,930
Owned Dwellings - Paint/Wallpaper/Supplies: Total	1,074,109
Rented Dwellings - Paint/Wallpaper & Supplies: Total	65,825
Home Improvement Services: Total	90,660,743
Home Improvement Materials: Total	18,785,844
Utilities/Fuel/Public Services: Total	215,074,439
Telephone Services: Total	70,413,539
Insurance - Owners & Renters: Total	23,365,088

Household Goods:

Household Furnishings & Equipment: Total	97,091,428
Household Textiles: Total	6,329,220
Furniture: Total	28,973,817
Floor Coverings: Total	4,315,121
Major Appliances: Total	13,552,915
Housewares: Total	4,107,202
Small Appliances: Total	1,601,246
Other HH Items - Luggage: Total	446,154
Other HH Items - Telephones & Accessories: Total	1,664,410

Household Services:

Computer Information Services: Total	9,992,673
Child Care: Total	18,508,617
Lawn & Garden: Total	19,803,730
Moving/Storage/Freight Express: Total	2,271,495
Housekeeping Supplies: Total	35,723,054
Housekeeping Services: Total	5,998,262

Personal Care:

Personal Care Products: Total	19,975,382
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Education:

Education: Total	62,698,863
School Books & Supplies: Total	5,629,370

Miscellaneous Expenses:

Smoking Products: Total	22,107,113
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Life Insurance/Pensions:

Life & Other Pers Ins: Total	27,115,574
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Transportation (Local):

Vehicle Insurance: Total	63,966,338
Transportation-Vehicle Purchases (Net Outlay):Total	230,612,010
Transportation - Gasoline & Motor Oil: Total	116,339,847
Vehicle Maintenance & Repairs: Total	44,939,251

Travel:

Travel: Total	84,001,571
Airline Fares: Total	18,047,648
Travel - Lodging on Trips: Total	19,053,837
Auto/Truck/Van Rental on Trips: Total	1,665,510
Travel - Food & Drink on Trips: Total	21,117,327



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Tapestry Segmentation System (2008):

L1: High Society

01. Top Rung	0
02. Suburban Splendor	0
03. Connoisseurs	0
04. Boomburbs	0
05. Wealthy Seaboard Suburbs	0
06. Sophisticated Squires	0
07. Exurbanites	2,798

L2: Upscale Avenues

09. Urban Chic	0
10. Pleasant-Ville	0
11. Pacific Heights	0
13. In Style	0
16. Enterprising Professionals	0
17. Green Acres	3,388
18. Cozy and Comfortable	1,602

L3: Metropolis

20. City Lights	0
22. Metropolitans	272
45. City Strivers	0
51. Metro City Edge	188
54. Urban Rows	0
62. Modest Income Homes	255

L4: Solo Acts

08. Laptops and Lattes	0
23. Trendsetters	0
27. Metro Renters	0
36. Old and Newcomers	642
39. Young and Restless	0

L5: Senior Styles

14. Prosperous Empty Nesters	1,802
15. Silver and Gold	0
29. Rustbelt Retirees	5,095
30. Retirement Communities	1,636
43. The Elders	0
49. Senior Sun Seekers	800
50. Heartland Communities	1,195
57. Simple Living	3,279
65. Social Security Set	1,148

L6: Scholars & Patriots

40. Military Proximity	0
55. College Towns	0
63. Dorms to Diplomas	2

L7: High Hopes

28. Aspiring Young Families	906
48. Great Expectations	1,570



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L8: Global Roots

35. International Marketplace	0
38. Industrious Urban Fringe	519
44. Urban Melting Pot	0
47. Las Casas	0
52. Inner City Tenants	991
58. NeWest Residents	0
60. City Dimensions	1,893
61. High Rise Renters	0

L9: Family Portrait

12. Up and Coming Families	3,661
19. Milk and Cookies	1,493
21. Urban Villages	0
59. Southwestern Families	517
64. City Commons	0

L10: Traditional Living

24. Main Street USA	1,366
32. Rustbelt Traditions	6,561
33. Midlife Junction	3,184
34. Family Foundations	114

L11: Factories & Farms

25. Salt of the Earth	878
37. Prairie Living	0
42. Southern Satellites	0
53. Home Town	5,522
56. Rural Bypasses	461

L12: American Quilt

26. Midland Crowd	1,910
31. Rural Resort Dwellers	2,670
41. Crossroads	1,575
46. Rooted Rural	881