



Executive Summary

Prepared by Carol Campbell

Grand Junction, CO
585 24th Rd, Grand Junction, CO, 81505
Ring: 1, 3, 5 Miles

Latitude: 39.091489
Longitude: -108.61741

	1 mile radius	3 miles radius	5 miles radius
2010 Population			
Total Population	1,792	25,184	60,671
Male Population	49.9%	49.1%	48.7%
Female Population	50.1%	50.9%	51.3%
Median Age	46.0	45.4	43.9
2010 Income			
Median HH Income	\$49,668	\$54,945	\$45,904
Per Capita Income	\$24,855	\$28,056	\$25,608
Average HH Income	\$63,029	\$69,356	\$59,915
2010 Households			
Total Households	689	10,120	25,299
Average Household Size	2.52	2.45	2.32
2010 Housing			
Owner Occupied Housing Units	76.4%	73.4%	63.1%
Renter Occupied Housing Units	19.3%	21.4%	30.9%
Vacant Housing Units	4.3%	5.2%	6.1%
Population			
1990 Population	1,016	14,375	41,258
2000 Population	1,337	18,411	48,725
2010 Population	1,792	25,184	60,671
2015 Population	2,057	29,111	68,179
1990-2000 Annual Rate	2.78%	2.51%	1.68%
2000-2010 Annual Rate	2.9%	3.1%	2.16%
2010-2015 Annual Rate	2.8%	2.94%	2.36%

In the identified market area, the current year population is 60,671. In 2000, the Census count in the market area was 48,725. The rate of change since 2000 was 2.16 percent annually. The five-year projection for the population in the market area is 68,179, representing a change of 2.36 percent annually from 2010 to 2015. Currently, the population is 48.7 percent male and 51.3 percent female.

Households			
1990 Households	401	5,717	17,179
2000 Households	517	7,415	20,381
2010 Households	689	10,120	25,299
2015 Households	799	11,729	28,484
1990-2000 Annual Rate	2.57%	2.63%	1.72%
2000-2010 Annual Rate	2.84%	3.08%	2.13%
2010-2015 Annual Rate	3.01%	2.99%	2.4%

The household count in this market area has changed from 20,381 in 2000 to 25,299 in the current year, a change of 2.13 percent annually. The five-year projection of households is 28,484, a change of 2.4 percent annually from the current year total. Average household size is currently 2.32, compared to 2.29 in the year 2000. The number of families in the current year is 15,728 in the market area.

Housing

Currently, 63.1 percent of the 26,933 housing units in the market area are owner occupied; 30.9 percent, renter occupied; and 6.1 percent are vacant. In 2000, there were 21,375 housing units - 64.5 percent owner occupied, 30.9 percent renter occupied and 4.6 percent vacant. The rate of change in housing units since 2000 is 2.28 percent. Median home value in the market area is \$228,122, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 6.3 percent annually to \$309,616. From 2000 to the current year, median home value changed by 5.55 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.



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Median Household Income			
1990 Median HH Income	\$31,089	\$30,892	\$23,950
2000 Median HH Income	\$43,996	\$45,252	\$36,512
2010 Median HH Income	\$49,668	\$54,945	\$45,904
2015 Median HH Income	\$58,860	\$62,472	\$53,529
1990-2000 Annual Rate	3.53%	3.89%	4.31%
2000-2010 Annual Rate	1.19%	1.91%	2.26%
2010-2015 Annual Rate	3.45%	2.6%	3.12%
Per Capita Income			
1990 Per Capita Income	\$14,917	\$15,171	\$14,046
2000 Per Capita Income	\$23,983	\$25,274	\$22,117
2010 Per Capita Income	\$24,855	\$28,056	\$25,608
2015 Per Capita Income	\$28,422	\$33,132	\$30,273
1990-2000 Annual Rate	4.86%	5.24%	4.64%
2000-2010 Annual Rate	0.35%	1.02%	1.44%
2010-2015 Annual Rate	2.72%	3.38%	3.4%
Average Household Income			
1990 Average Household Income	\$38,165	\$38,295	\$32,911
2000 Average Household Income	\$57,154	\$61,501	\$51,569
2010 Average HH Income	\$63,029	\$69,356	\$59,915
2015 Average HH Income	\$71,776	\$81,868	\$70,934
1990-2000 Annual Rate	4.12%	4.85%	4.59%
2000-2010 Annual Rate	0.96%	1.18%	1.47%
2010-2015 Annual Rate	2.63%	3.37%	3.43%

Households by Income

Current median household income is \$45,904 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$53,529 in five years. In 2000, median household income was \$36,512, compared to \$23,950 in 1990.

Current average household income is \$59,915 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$70,934 in five years. In 2000, average household income was \$51,569, compared to \$32,911 in 1990.

Current per capita income is \$25,608 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$30,273 in five years. In 2000, the per capita income was \$22,117, compared to \$14,046 in 1990.

Population by Employment

Total Businesses	281	1,821	4,418
Total Employees	3,507	20,652	46,090

Currently, 88.9 percent of the civilian labor force in the identified market area is employed and 11.1 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 91.1 percent of the civilian labor force, and unemployment will be 8.9 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 61.8 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 62.7 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 19.3 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 18.1 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 76.9 percent of the market area population drove alone to work, and 5.1 percent worked at home. The average travel time to work in 2000 was 15.6 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 10.8 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 25.7 percent were high school graduates only (29.6 percent in the U.S.)
- 8.1 percent had completed an Associate degree (7.7 percent in the U.S.)
- 20.1 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 13.0 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)