






Market Profile

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
 2000 Total Population	1,337	18,411	48,725
2000 Group Quarters	50	371	2,004
2010 Total Population	1,792	25,184	60,671
2015 Total Population	2,057	29,111	68,179
2010 - 2015 Annual Rate	2.8%	2.94%	2.36%
 2000 Households	517	7,415	20,381
2000 Average Household Size	2.49	2.43	2.29
2010 Households	689	10,120	25,299
2010 Average Household Size	2.52	2.45	2.32
2015 Households	799	11,729	28,484
2015 Average Household Size	2.51	2.45	2.32
2010 - 2015 Annual Rate	3.01%	2.99%	2.4%
2000 Families	391	5,329	12,786
2000 Average Family Size	2.86	2.86	2.85
2010 Families	502	7,133	15,728
2010 Average Family Size	2.95	2.91	2.9
2015 Families	573	8,184	17,604
2015 Average Family Size	2.96	2.92	2.92
2010 - 2015 Annual Rate	2.68%	2.79%	2.28%
 2000 Housing Units	536	7,707	21,375
Owner Occupied Housing Units	81.5%	76.8%	64.5%
Renter Occupied Housing Units	15.1%	19.2%	30.9%
Vacant Housing Units	3.4%	4.0%	4.6%
2010 Housing Units	720	10,676	26,932
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%
2015 Housing Units	839	12,417	30,417
Owner Occupied Housing Units	75.1%	72.9%	63.3%
Renter Occupied Housing Units	20.1%	21.5%	30.4%
Vacant Housing Units	4.8%	5.5%	6.4%
Median Household Income			
2000	\$43,996	\$45,252	\$36,512
2010	\$49,668	\$54,945	\$45,904
2015	\$58,860	\$62,472	\$53,529
Median Home Value			
2000	\$144,481	\$148,652	\$131,172
2010	\$237,028	\$251,980	\$228,122
2015	\$315,278	\$337,710	\$309,616
Per Capita Income			
2000	\$23,983	\$25,274	\$22,117
2010	\$24,855	\$28,056	\$25,608
2015	\$28,422	\$33,132	\$30,273
Median Age			
2000	43.0	42.4	40.7
2010	46.0	45.4	43.9
2015	46.9	45.8	44.6


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.



Grand Junction, CO
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2000 Households by Income			
 Household Income Base	537	7,409	20,380
< \$15,000	11.5%	13.4%	18.6%
\$15,000 - \$24,999	12.1%	11.8%	15.6%
\$25,000 - \$34,999	16.2%	12.2%	13.6%
\$35,000 - \$49,999	14.9%	17.3%	17.3%
\$50,000 - \$74,999	18.2%	20.0%	16.7%
\$75,000 - \$99,999	11.9%	11.2%	8.0%
\$100,000 - \$149,999	10.6%	8.2%	5.8%
\$150,000 - \$199,999	2.8%	2.9%	2.0%
\$200,000+	1.7%	3.0%	2.4%
Average Household Income	\$57,154	\$61,501	\$51,569
2010 Households by Income			
Household Income Base	690	10,121	25,300
< \$15,000	9.6%	9.7%	12.9%
\$15,000 - \$24,999	10.1%	8.3%	11.5%
\$25,000 - \$34,999	12.0%	10.7%	13.3%
\$35,000 - \$49,999	18.6%	16.0%	16.6%
\$50,000 - \$74,999	20.0%	23.9%	22.4%
\$75,000 - \$99,999	13.5%	14.6%	11.1%
\$100,000 - \$149,999	11.6%	10.7%	7.8%
\$150,000 - \$199,999	2.5%	2.5%	1.9%
\$200,000+	2.2%	3.5%	2.7%
Average Household Income	\$63,029	\$69,356	\$59,915
2015 Households by Income			
Household Income Base	800	11,727	28,484
< \$15,000	7.9%	7.8%	10.8%
\$15,000 - \$24,999	8.0%	6.6%	9.6%
\$25,000 - \$34,999	10.0%	8.8%	11.4%
\$35,000 - \$49,999	14.8%	12.6%	13.6%
\$50,000 - \$74,999	21.6%	24.1%	23.5%
\$75,000 - \$99,999	14.1%	13.8%	11.0%
\$100,000 - \$149,999	18.4%	17.0%	12.6%
\$150,000 - \$199,999	2.3%	4.3%	3.5%
\$200,000+	3.0%	4.8%	4.0%
Average Household Income	\$71,776	\$81,868	\$70,934
2000 Owner Occupied HUs by Value			
Total	436	5,872	13,784
<\$50,000	5.0%	6.3%	5.3%
\$50,000 - 99,999	17.2%	16.6%	27.5%
\$100,000 - 149,999	31.7%	27.9%	26.9%
\$150,000 - 199,999	27.8%	24.2%	19.1%
\$200,000 - \$299,999	12.4%	16.0%	13.3%
\$300,000 - 499,999	5.0%	6.7%	6.0%
\$500,000 - 999,999	0.9%	1.9%	1.7%
\$1,000,000+	0.0%	0.4%	0.3%
Average Home Value	\$158,280	\$174,125	\$160,556
2000 Specified Renter Occupied HUs by Contract Rent			
Total	82	1,466	6,580
With Cash Rent	86.6%	93.7%	96.2%
No Cash Rent	13.4%	6.3%	3.8%
Median Rent	\$492	\$535	\$459
Average Rent	\$586	\$594	\$518


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.



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2000 Population by Age			
 Total	1,337	18,410	48,726
Age 0 - 4	4.0%	4.8%	5.1%
Age 5 - 9	6.5%	6.1%	5.6%
Age 10 - 14	8.1%	7.4%	6.4%
Age 15 - 19	7.0%	7.0%	7.8%
Age 20 - 24	3.5%	4.7%	7.1%
Age 25 - 34	7.9%	9.3%	10.4%
Age 35 - 44	17.1%	15.3%	14.4%
Age 45 - 54	16.3%	16.8%	15.2%
Age 55 - 64	12.3%	11.3%	9.9%
Age 65 - 74	9.5%	9.2%	8.8%
Age 75 - 84	6.0%	6.1%	6.7%
Age 85+	1.9%	1.9%	2.6%
Age 18+	76.8%	77.1%	78.6%
2010 Population by Age			
Total	1,793	25,181	60,674
Age 0 - 4	4.2%	4.8%	5.0%
Age 5 - 9	5.6%	5.4%	5.2%
Age 10 - 14	6.3%	5.9%	5.5%
Age 15 - 19	6.6%	6.2%	6.7%
Age 20 - 24	4.4%	5.2%	6.2%
Age 25 - 34	8.4%	10.2%	11.3%
Age 35 - 44	12.9%	11.6%	11.3%
Age 45 - 54	16.3%	16.0%	15.2%
Age 55 - 64	16.3%	15.8%	14.5%
Age 65 - 74	9.9%	9.7%	9.0%
Age 75 - 84	6.4%	6.4%	6.5%
Age 85+	2.7%	2.6%	3.4%
Age 18+	80.0%	80.1%	80.6%
2015 Population by Age			
Total	2,057	29,111	68,179
Age 0 - 4	4.1%	4.8%	4.9%
Age 5 - 9	5.5%	5.4%	5.2%
Age 10 - 14	6.3%	5.9%	5.6%
Age 15 - 19	5.9%	5.8%	6.4%
Age 20 - 24	4.2%	4.8%	5.8%
Age 25 - 34	9.1%	10.8%	11.0%
Age 35 - 44	12.3%	11.5%	11.6%
Age 45 - 54	14.2%	13.9%	13.3%
Age 55 - 64	17.1%	16.2%	15.2%
Age 65 - 74	12.2%	12.0%	11.3%
Age 75 - 84	6.3%	6.2%	6.3%
Age 85+	2.7%	2.7%	3.4%
Age 18+	80.5%	80.4%	80.9%
2000 Population by Sex			
Males	50.6%	49.6%	48.8%
Females	49.4%	50.4%	51.2%
2010 Population by Sex			
Males	49.9%	49.1%	48.7%
Females	50.1%	50.9%	51.3%
2015 Population by Sex			
Males	49.8%	49.0%	48.7%
Females	50.2%	51.0%	51.3%

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



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2000 Population by Race/Ethnicity			
 Total	1,337	18,411	48,727
White Alone	93.7%	94.0%	92.8%
Black Alone	0.3%	0.2%	0.5%
American Indian Alone	1.0%	0.8%	0.8%
Asian or Pacific Islander Alone	0.7%	0.8%	0.8%
Some Other Race Alone	2.2%	2.5%	3.1%
Two or More Races	2.2%	1.7%	1.9%
Hispanic Origin	9.1%	8.0%	9.3%
Diversity Index	26.7	24.6	28.3
2010 Population by Race/Ethnicity			
Total	1,790	25,184	60,671
White Alone	91.1%	92.1%	90.6%
Black Alone	0.7%	0.6%	1.2%
American Indian Alone	1.4%	1.0%	1.0%
Asian or Pacific Islander Alone	0.9%	1.0%	1.0%
Some Other Race Alone	3.1%	3.2%	3.9%
Two or More Races	2.7%	2.2%	2.3%
Hispanic Origin	13.7%	10.9%	11.8%
Diversity Index	36.8	31.7	35.0
2015 Population by Race/Ethnicity			
Total	2,058	29,112	68,179
White Alone	90.5%	91.7%	90.3%
Black Alone	0.8%	0.6%	1.3%
American Indian Alone	1.4%	1.0%	0.9%
Asian or Pacific Islander Alone	1.1%	1.1%	1.1%
Some Other Race Alone	3.3%	3.3%	4.0%
Two or More Races	2.9%	2.3%	2.4%
Hispanic Origin	15.2%	11.9%	12.7%
Diversity Index	39.1	33.5	36.4
2000 Population 3+ by School Enrollment			
 Total	1,308	17,735	47,064
Enrolled in Nursery/Preschool	1.6%	1.5%	1.6%
Enrolled in Kindergarten	0.7%	0.9%	0.9%
Enrolled in Grade 1-8	11.8%	11.4%	10.3%
Enrolled in Grade 9-12	6.3%	6.0%	5.3%
Enrolled in College	3.9%	4.0%	6.7%
Enrolled in Grad/Prof School	0.5%	0.6%	0.7%
Not Enrolled in School	75.2%	75.6%	74.5%
2010 Population 25+ by Educational Attainment			
Total	1,308	18,262	43,263
Less than 9th Grade	6.0%	3.5%	4.4%
9th - 12th Grade, No Diploma	4.9%	5.2%	6.4%
High School Graduate	23.4%	24.0%	25.7%
Some College, No Degree	22.2%	22.3%	22.4%
Associate Degree	7.9%	7.8%	8.1%
Bachelor's Degree	21.9%	21.8%	20.1%
Graduate/Professional Degree	13.6%	15.3%	13.0%




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.



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2010 Population 15+ by Marital Status			
 Total	1,505	21,132	51,096
Never Married	22.7%	22.0%	25.9%
Married	59.5%	60.6%	54.4%
Widowed	7.4%	6.1%	7.5%
Divorced	10.5%	11.3%	12.3%
2000 Population 16+ by Employment Status			
 Total	1,073	14,699	39,532
In Labor Force	58.6%	62.2%	61.8%
Civilian Employed	56.1%	60.1%	58.5%
Civilian Unemployed	2.5%	2.1%	3.4%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	41.4%	37.8%	38.2%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	89.1%	90.8%	88.9%
Civilian Unemployed	10.9%	9.2%	11.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	91.2%	92.7%	91.1%
Civilian Unemployed	8.8%	7.3%	8.9%
2000 Females 16+ by Employment Status and Age of Children			
Total	545	7,474	20,574
Own Children < 6 Only	7.3%	5.8%	6.0%
Employed/in Armed Forces	3.1%	3.5%	3.2%
Unemployed	0.0%	0.1%	0.3%
Not in Labor Force	4.2%	2.2%	2.5%
Own Children < 6 and 6-17 Only	4.6%	4.6%	3.8%
Employed/in Armed Forces	3.1%	2.5%	2.3%
Unemployed	0.4%	0.2%	0.1%
Not in Labor Force	1.1%	1.9%	1.4%
Own Children 6-17 Only	16.3%	17.3%	14.8%
Employed/in Armed Forces	12.8%	12.6%	10.9%
Unemployed	0.0%	0.4%	0.5%
Not in Labor Force	3.5%	4.2%	3.4%
No Own Children < 18	71.7%	72.3%	75.4%
Employed/in Armed Forces	33.9%	36.2%	36.8%
Unemployed	0.7%	0.9%	2.0%
Not in Labor Force	37.1%	35.2%	36.6%
2010 Employed Population 16+ by Industry			
 Total	870	12,830	30,824
Agriculture/Mining	0.8%	1.6%	1.7%
Construction	6.3%	7.7%	8.0%
Manufacturing	4.8%	3.5%	3.8%
Wholesale Trade	3.0%	3.1%	3.1%
Retail Trade	12.8%	12.2%	12.7%
Transportation/Utilities	5.6%	5.4%	4.9%
Information	2.3%	1.6%	1.6%
Finance/Insurance/Real Estate	7.7%	8.2%	7.1%
Services	46.7%	51.0%	51.5%
Public Administration	10.0%	5.7%	5.6%

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



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2010 Employed Population 16+ by Occupation			
Total	870	12,830	30,825
White Collar	71.6%	68.1%	62.7%
Management/Business/Financial	12.8%	16.2%	14.0%
Professional	29.1%	25.1%	22.3%
Sales	16.4%	15.0%	13.4%
Administrative Support	13.3%	11.8%	13.0%
Services	16.2%	16.6%	19.3%
Blue Collar	12.2%	15.3%	18.1%
Farming/Forestry/Fishing	0.2%	0.4%	0.7%
Construction/Extraction	3.9%	5.2%	5.8%
Installation/Maintenance/Repair	2.0%	2.6%	3.0%
Production	1.3%	2.1%	2.9%
Transportation/Material Moving	4.8%	4.9%	5.7%
2000 Workers 16+ by Means of Transportation to Work			
 Total	593	8,668	22,743
Drove Alone - Car, Truck, or Van	85.8%	80.4%	76.9%
Carpooled - Car, Truck, or Van	6.4%	9.7%	10.7%
Public Transportation	1.5%	0.7%	0.8%
Walked	0.7%	1.2%	3.5%
Other Means	1.2%	2.4%	3.1%
Worked at Home	4.4%	5.5%	5.1%
2000 Workers 16+ by Travel Time to Work			
Total	592	8,670	22,744
Did Not Work at Home	95.6%	94.5%	94.9%
Less than 5 minutes	1.7%	3.8%	4.1%
5 to 9 minutes	17.7%	17.3%	19.4%
10 to 19 minutes	56.3%	52.7%	51.8%
20 to 24 minutes	12.0%	11.0%	10.3%
25 to 34 minutes	4.2%	4.7%	4.5%
35 to 44 minutes	0.2%	0.3%	0.5%
45 to 59 minutes	0.5%	1.1%	0.8%
60 to 89 minutes	1.2%	1.7%	1.6%
90 or more minutes	1.9%	1.8%	1.7%
Worked at Home	4.4%	5.5%	5.1%
Average Travel Time to Work (in min)	15.6	16.1	15.6
2000 Households by Vehicles Available			
Total	519	7,357	20,409
None	2.9%	4.2%	7.1%
1	28.5%	27.0%	33.7%
2	40.5%	43.5%	37.9%
3	22.0%	18.7%	15.5%
4	4.8%	4.6%	4.2%
5+	1.3%	2.0%	1.7%
Average Number of Vehicles Available	2.0	2.0	1.8

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 Type			
 Total	517	7,415	20,381
Family Households	75.6%	71.9%	62.7%
Married-couple Family	67.3%	61.6%	51.3%
With Related Children	27.1%	24.2%	19.8%
Other Family (No Spouse)	8.3%	10.3%	11.5%
With Related Children	5.6%	6.5%	7.6%
Nonfamily Households	24.4%	28.1%	37.3%
Householder Living Alone	20.5%	23.2%	30.3%
Householder Not Living Alone	3.9%	5.0%	7.0%
Households with Related Children	32.7%	30.7%	27.4%
Households with Persons 65+	29.8%	29.2%	29.3%
2000 Households by Size			
Total	517	7,415	20,381
1 Person Household	20.4%	23.2%	30.3%
2 Person Household	41.0%	41.7%	38.4%
3 Person Household	14.8%	14.5%	13.6%
4 Person Household	14.5%	12.9%	11.3%
5 Person Household	5.8%	5.1%	4.3%
6 Person Household	2.3%	1.8%	1.5%
7+ Person Household	1.2%	0.8%	0.7%
2000 Households by Year Householder Moved In			
Total	519	7,359	20,410
Moved in 1999 to March 2000	12.5%	19.3%	23.8%
Moved in 1995 to 1998	39.9%	34.4%	31.6%
Moved in 1990 to 1994	17.5%	18.1%	18.3%
Moved in 1980 to 1989	13.1%	13.3%	12.4%
Moved in 1970 to 1979	10.8%	9.4%	7.8%
Moved in 1969 or Earlier	6.2%	5.6%	6.0%
Median Year Householder Moved In	1995	1995	1996
2000 Housing Units by Units in Structure			
 Total	532	7,705	21,421
1, Detached	82.0%	75.4%	67.1%
1, Attached	8.3%	4.8%	4.3%
2	3.9%	3.4%	3.6%
3 or 4	0.8%	3.1%	5.5%
5 to 9	0.4%	1.2%	4.5%
10 to 19	0.0%	0.8%	2.7%
20+	0.4%	5.3%	7.4%
Mobile Home	4.3%	5.8%	4.8%
Other	0.0%	0.1%	0.0%
2000 Housing Units by Year Structure Built			
Total	532	7,694	21,434
1999 to March 2000	1.1%	4.1%	3.0%
1995 to 1998	16.2%	14.3%	10.5%
1990 to 1994	7.5%	7.3%	6.0%
1980 to 1989	13.5%	14.1%	14.3%
1970 to 1979	22.0%	23.6%	23.8%
1969 or Earlier	39.7%	36.6%	42.4%
Median Year Structure Built	1975	1976	1973

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



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Top 3 Tapestry Segments			
1.	Prosperous Empty Nests	Prosperous Empty Nests	Prosperous Empty Nests
2.	Midlife Junction	Midlife Junction	Exurbanites
3.		Exurbanites	Midlife Junction



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 \$	\$1,011,890	\$16,514,273	\$36,213,221
Average Spent	\$1,468.64	\$1,631.85	\$1,431.41
Spending Potential Index	61	68	60
Computers & Accessories: Total \$	\$131,519	\$2,168,260	\$4,768,922
Average Spent	\$190.88	\$214.25	\$188.50
Spending Potential Index	87	97	86
Education: Total \$	\$771,596	\$12,659,177	\$27,559,237
Average Spent	\$1,119.88	\$1,250.91	\$1,089.34
Spending Potential Index	92	103	89
Entertainment/Recreation: Total \$	\$2,056,725	\$33,264,195	\$71,590,857
Average Spent	\$2,985.09	\$3,286.98	\$2,829.79
Spending Potential Index	93	102	88
Food at Home: Total \$	\$2,748,308	\$44,087,344	\$97,913,202
Average Spent	\$3,988.84	\$4,356.46	\$3,870.24
Spending Potential Index	89	97	86
Food Away from Home: Total \$	\$1,974,147	\$31,991,884	\$70,079,868
Average Spent	\$2,865.24	\$3,161.25	\$2,770.06
Spending Potential Index	89	98	86
Health Care: Total \$	\$2,569,904	\$39,659,255	\$86,278,017
Average Spent	\$3,729.90	\$3,918.90	\$3,410.33
Spending Potential Index	100	105	92
HH Furnishings & Equipment: Total \$	\$1,130,911	\$18,379,792	\$39,279,911
Average Spent	\$1,641.38	\$1,816.18	\$1,552.63
Spending Potential Index	80	88	75
Investments: Total \$	\$1,185,072	\$18,631,461	\$39,242,548
Average Spent	\$1,719.99	\$1,841.05	\$1,551.15
Spending Potential Index	99	106	89
Retail Goods: Total \$	\$15,009,958	\$241,005,801	\$522,656,647
Average Spent	\$21,785.13	\$23,814.80	\$20,659.18
Spending Potential Index	88	96	83
Shelter: Total \$	\$9,585,054	\$157,456,184	\$340,412,999
Average Spent	\$13,911.54	\$15,558.91	\$13,455.59
Spending Potential Index	88	99	85
TV/Video/Audio: Total \$	\$765,254	\$12,300,721	\$27,150,821
Average Spent	\$1,110.67	\$1,215.49	\$1,073.20
Spending Potential Index	89	98	86
Travel: Total \$	\$1,219,063	\$19,858,339	\$41,454,487
Average Spent	\$1,769.32	\$1,962.29	\$1,638.58
Spending Potential Index	93	104	87
Vehicle Maintenance & Repairs: Total \$	\$594,584	\$9,560,147	\$20,762,567
Average Spent	\$862.97	\$944.68	\$820.69
Spending Potential Index	92	100	87

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.