

PCCLD Community Data report

2015 STRATEGIC PLANNING INITIATIVE
DAVE HAYDEN AND ABBY KOEHLER

Community Data

Background

As part of its strategic planning initiative, the Pueblo City-County Library District undertook an extensive analysis of data related to community characteristics and behaviors. Demographics, income, education, population growth and market indicators were all considered in an effort to understand what Pueblo County looks like in 2015 and, when the data allowed for it, what it would look like in 2020. Several tools were utilized in this effort, including Community Analyst.

Community Analyst is a web-based program that applies Geographic Information Systems (GIS) technology to extensive demographic, consumer spending, and business data to deliver on-demand analysis, presentation-ready reports and maps. The tool was created by the Environmental Systems Research Institute (Esri). Esri is the world's largest supplier of GIS software and geodatabase management applications and includes data sets from the U.S. Census, the American Community Survey, and several federal agencies as well as Nielsen Media Research. The Pueblo County GIS department uses a similar version of this tool.

Pueblo County

According to Esri data, the population of Pueblo County is expected to grow 1.4% between 2015 and 2020, at an annual rate of .28%. In Colorado, population is expected to increase 1.29% annually, making Pueblo County growth slower and more stable compared to the state and the U.S.

Population

The number of households in Pueblo County will slowly trend up .35% annually, compared to Colorado's 1.37% annual growth rate. By 2020, the number of families in Pueblo County is expected to grow 1.5%. (Fig.1)

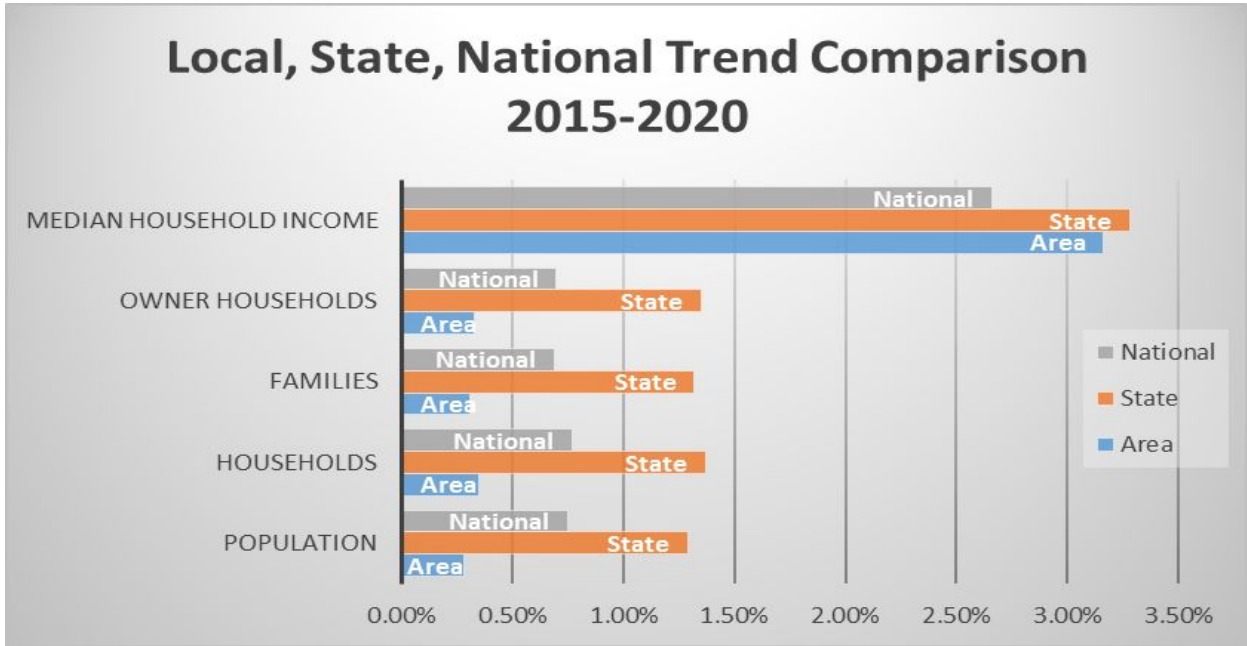
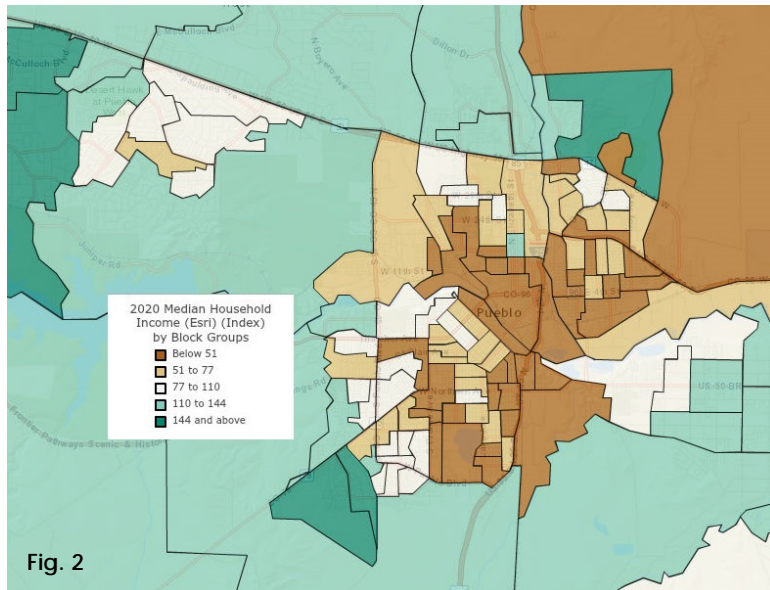


Fig. 1

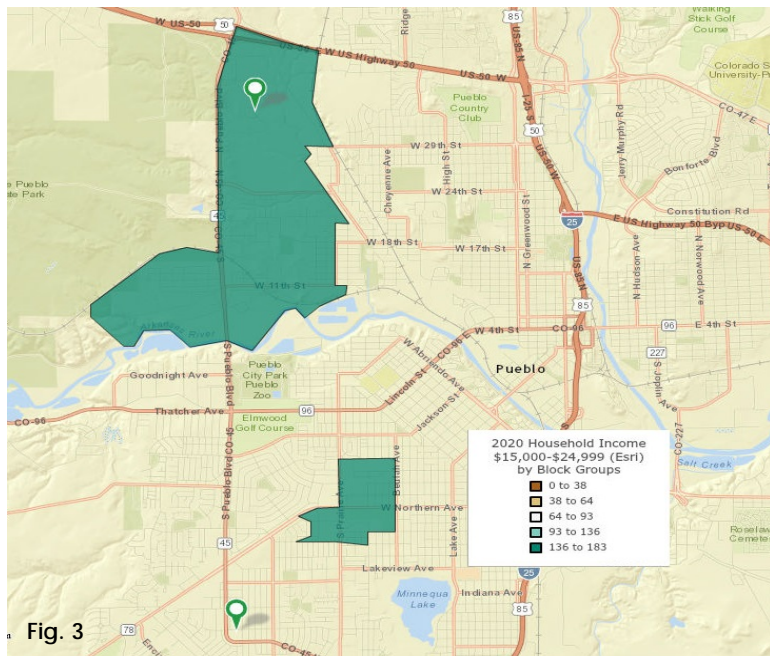
Income and Cost of Living

Larger gains will be seen in median household income, which could grow 3.16% annually by 2020, close to the statewide annual rate of 3.28%. Pueblo County is expected to grow faster than the national average; however, Pueblo County's overall median household income will remain below state and national average. (Fig.2)



When comparing Pueblo County to the rest of the United States, the Community Analyst tool creates an index. Index values above 100 indicate that specified areas are more likely to have certain characteristics or exhibit certain behaviors than what could be expected nationally. The higher the index value, the greater likelihood.

Pueblo County projections for median household income levels in 2020 show below-average levels, or low index values, compared to the national average. Of the 128 census block groups shown Fig. 2, 73% fall below the national average for median household income. 28% of the block groups show predicted levels at 50% or below that of the national average for 2020. (Fig. 2)



In addition, by 2020 there are two areas of Pueblo County that are expected to have household incomes at or below the poverty level for households/ families with 4 people: the area west of the State Hospital and the neighborhoods near the intersection of Prairie and Northern Avenues. (Fig. 3)

Income is only half of the equation and must be tied to cost of living to fully understand economic pressures. Cost of living index is defined as percent of income spent on goods including groceries, housing, utilities, transportation, health care, and more as compared to a nationwide average of 100.

Of the 7 Colorado communities for which the 2010 US Census posted cost of living data, Pueblo has the lowest cost of living. The Pueblo cost of living index is 85.6% compared to Loveland, Colorado Springs, Grand Junction, Denver, Gunnison and Glenwood Springs at 91%, 92.8%, 98.3%, 103.2%, 110% and 124% respectively. At 85.6% Pueblo ranks #4 from the bottom of least expensive places to live in the US. compared to Manhattan, NY where the cost of living index is 216.7%.

The cost of living in Pueblo is 14.4% less than the national average, however, the median Income is 20% less indicating an overall lower standard of living for Puebloans.

Home Ownership

Although only slight growth is predicted for the area, a shift is predicted in owner occupied households vs. renter occupied households.

Owner-occupied households are expected to shrink 1.6% with a corresponding 1.9% increase in renter-occupied households. The average household size is expected to shrink 0.4% in this same period. (Fig. 4)

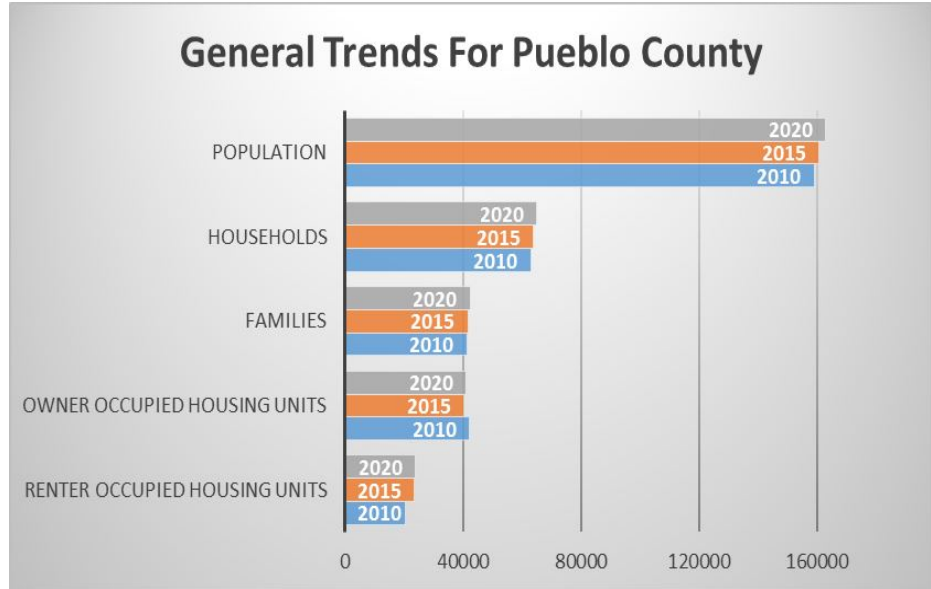


Fig. 4

Ethnicity

A diversity index is a statistic intended to measure how diverse a population is. A diversity index of 0 would equate to a perfectly homogenous population. Pueblo County currently has a diversity index of 68.8 in 2015, which will increase 1% by 2020 to 69.8. The population of people of Hispanic origin is projected to increase from 43.1% of the County's residents to 44.7%.

There is a predicted increase in most major ethnic groups ranging from 0.1% to 0.3%. The population identified as White Alone is expected to decline 0.9%. (Fig. 5)

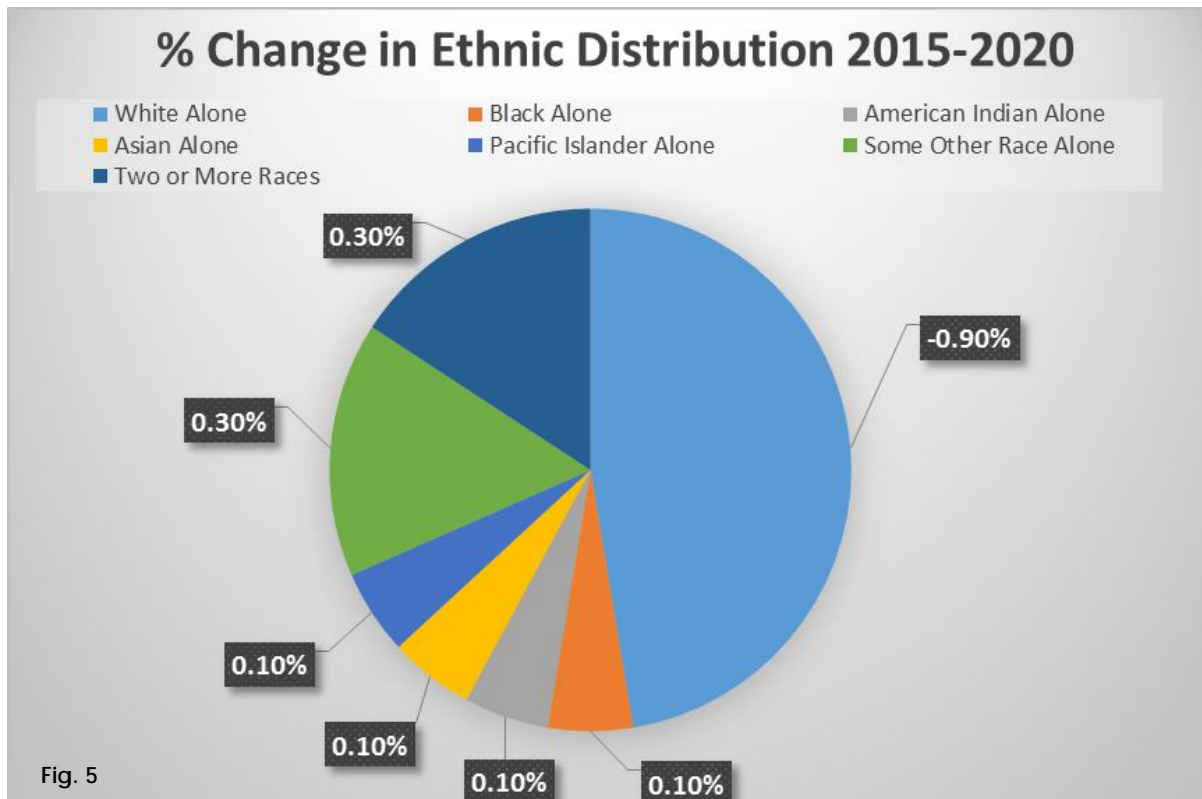


Fig. 5

Age

In Pueblo County, the median age will shift slightly (0.8%) from 39.2 years to 39.5 by 2020. However, the distribution of change is significant in some age groups.

The 65-74 age group is expected to increase by 2,495 people and the age group 45-54 is expected to shrink by 1508. (Fig. 6)

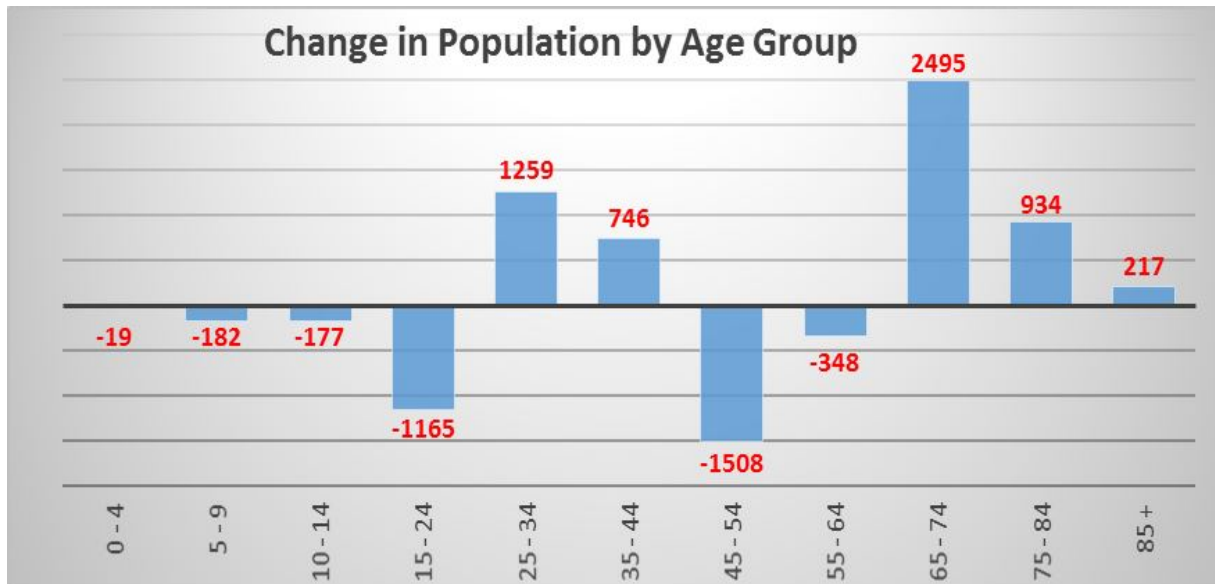


Fig. 6

The reduction in the 45-54 age group does not shift to the 55-64 age group indicating the 45-54 age group may be leaving the area. Between 2015 and 2020, 64.5% of Pueblo County's expected growth will be people 65 and older.

However, while the 65-74 age group is expected to show the most growth, it is expected to represent only 10.9% of the population in 2020. That age group is the 6th largest in the County. The two groups leading the County by percentage of population in 2020 will be the 25-34 and 55-64 age groups (both at 13.1%). 15-24 year olds will be the third largest age group, followed by 45-54 year olds and 35-44 year olds. (Fig. 7)

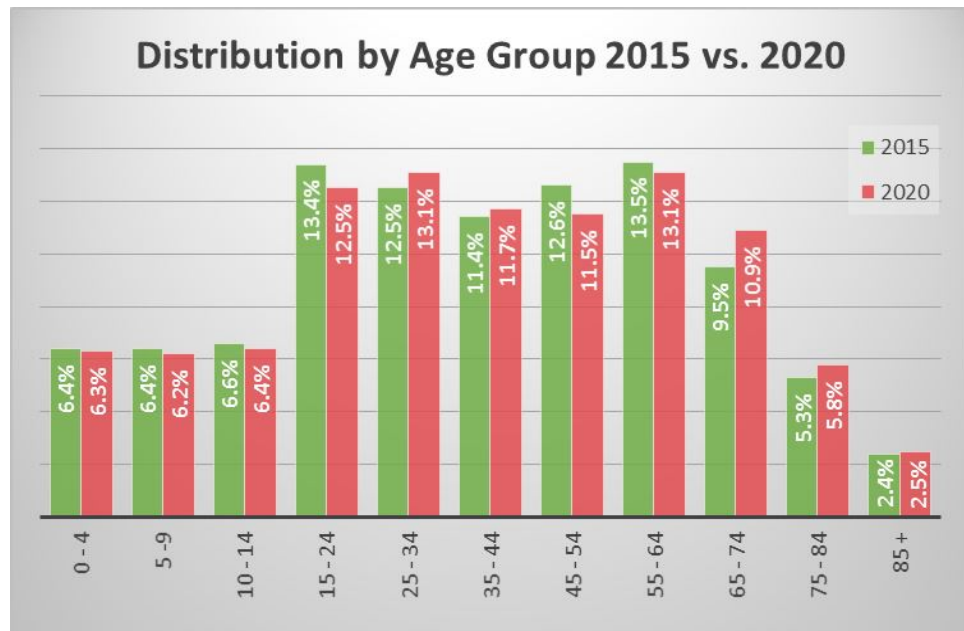


Fig. 7

Education

87.1% of Pueblo County's population of individuals aged 25 years or older have attained a minimum of a GED-level education. Individuals having at least some college comprise the largest segment (25.9%) of this group.

Individuals having at least some college or post high school education make up 58.2% of the County population aged 25 years of older. (Fig. 8)

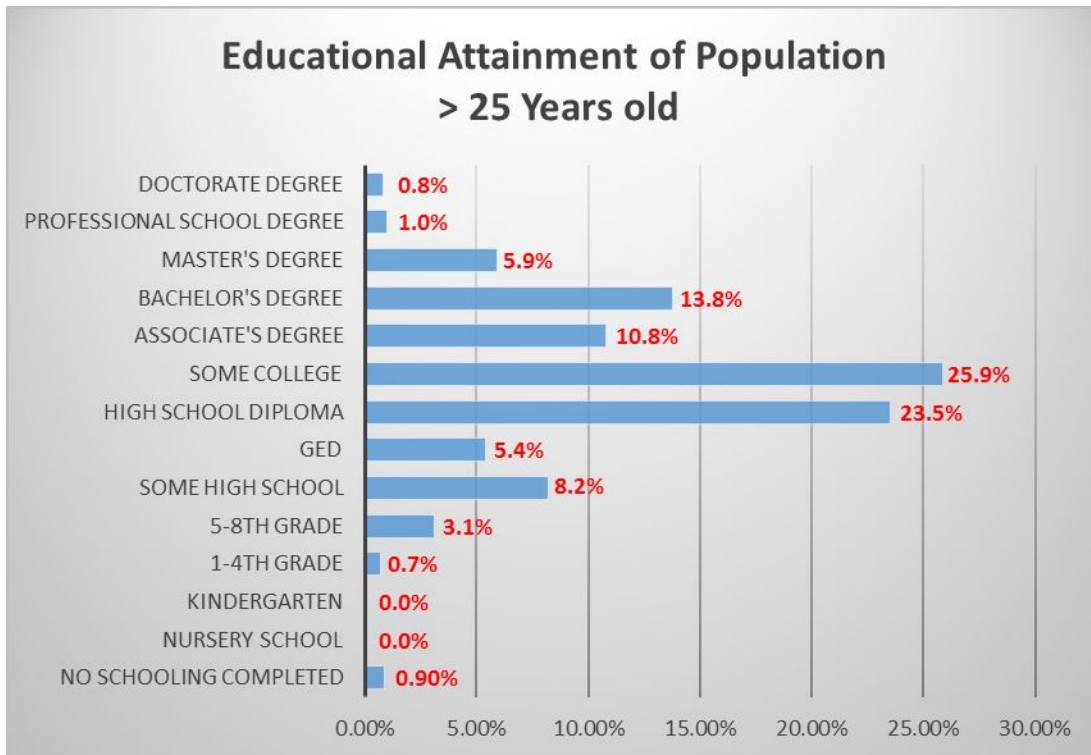


Fig. 8

27.6% of Pueblo County's total population (all ages) is currently enrolled in school. 8.7% of Pueblo County's population is attending grades K-12. The remaining 9% are in college (6.3%), preschool (1.8%) or graduate school (0.9%). (Fig. 9) Pueblo County is within 0.2% of national averages for these categories, with the exception of Graduate/ Professional students, where the County is 0.5% below the national average.

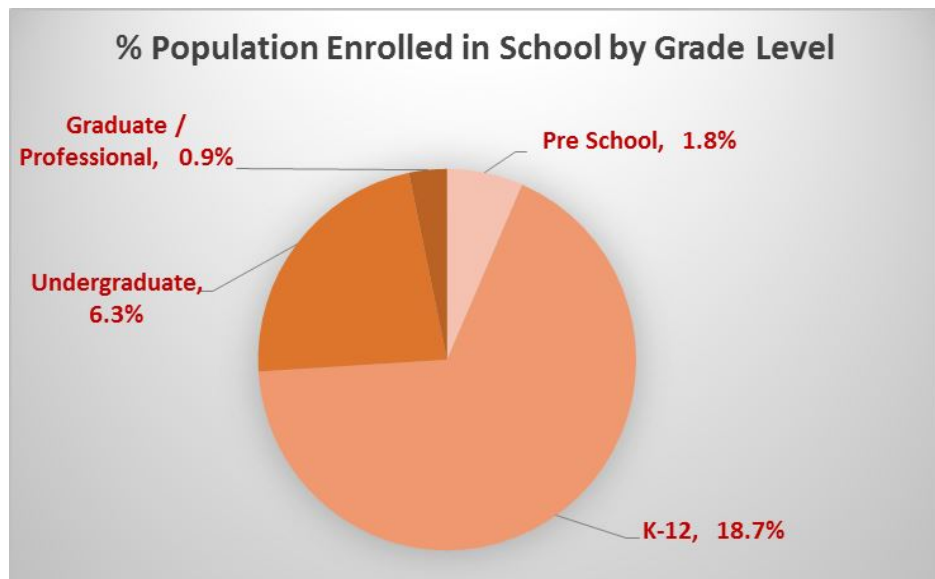


Fig. 9

Market Segmentation

Market segmentation, or market profiling, is provided by Esri through the Community Analyst tool. Market segmentation helps organizations understand their customers' lifestyle choices, what they buy, and how they spend their free time. Esri classifies US residential neighborhoods into 67 unique segments based on demographic and socioeconomic characteristics. Each of these segments are applied to census blocks within cities, counties and states. When looking at Pueblo County, certain segments appear more frequently than others.

In Pueblo County, 44.2% of households fall into five profiles:

- Midlife Constants (11%)
- Traditional Living (10%)
- Hardscrabble Road (10%)
- Small Town Simplicity (7%)
- Rustbelt Traditions (7%)

By comparison, only 9.8% of the US population clusters into these same groups. (Fig. 10)

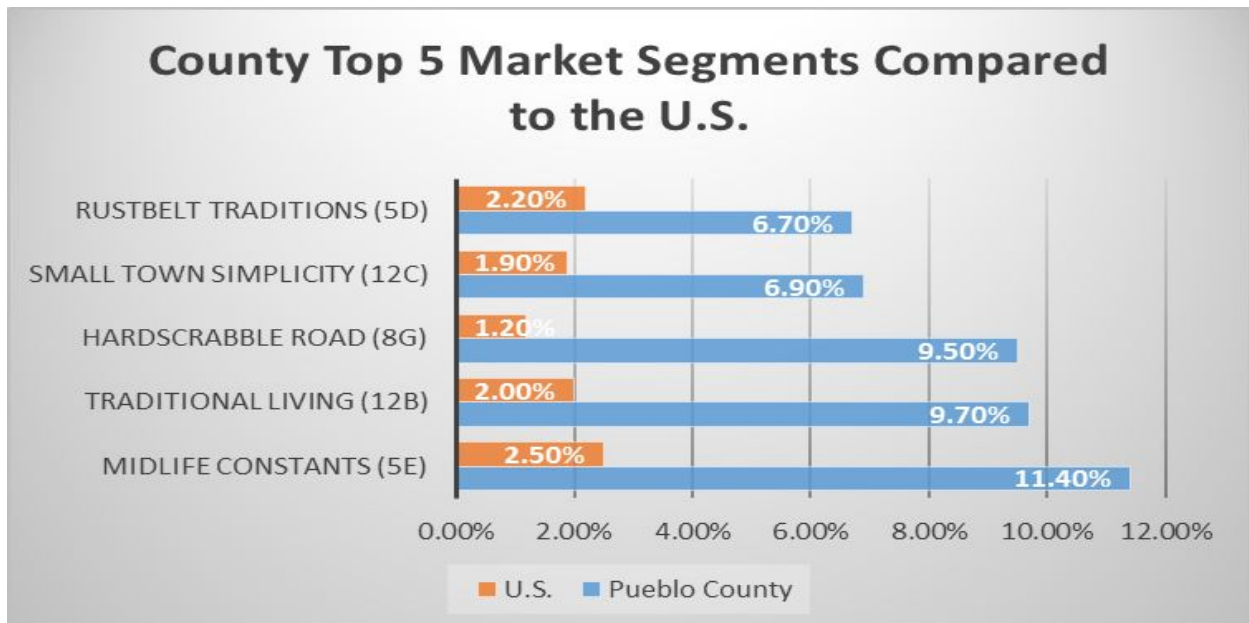


Fig. 10

Full descriptions of the market segments in Pueblo County are provided in Appendix A.

Taken in consideration with the shift in population age shown in Fig. 6, the County's largest market segment, Midlife Constants, is likely to grow. Esri documentation describes the Midlife Constants as follows:

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

However, the areas of Pueblo County expected to show growth greater than 1% by 2020 represent different segments. There are 5 areas expected to grow faster than the rest of the County.

<u>Growing Area</u>	<u>Market Segment Group</u>	<u>Expected Growth</u>
South University	Metro Fusion	1.94%
West-Southwest	Up and Coming Families	1.58%
West	Hardscrabble Road	1.41%
University	Exurbanites	1.34%
Eagleridge	Bright Young Professionals	1.21%

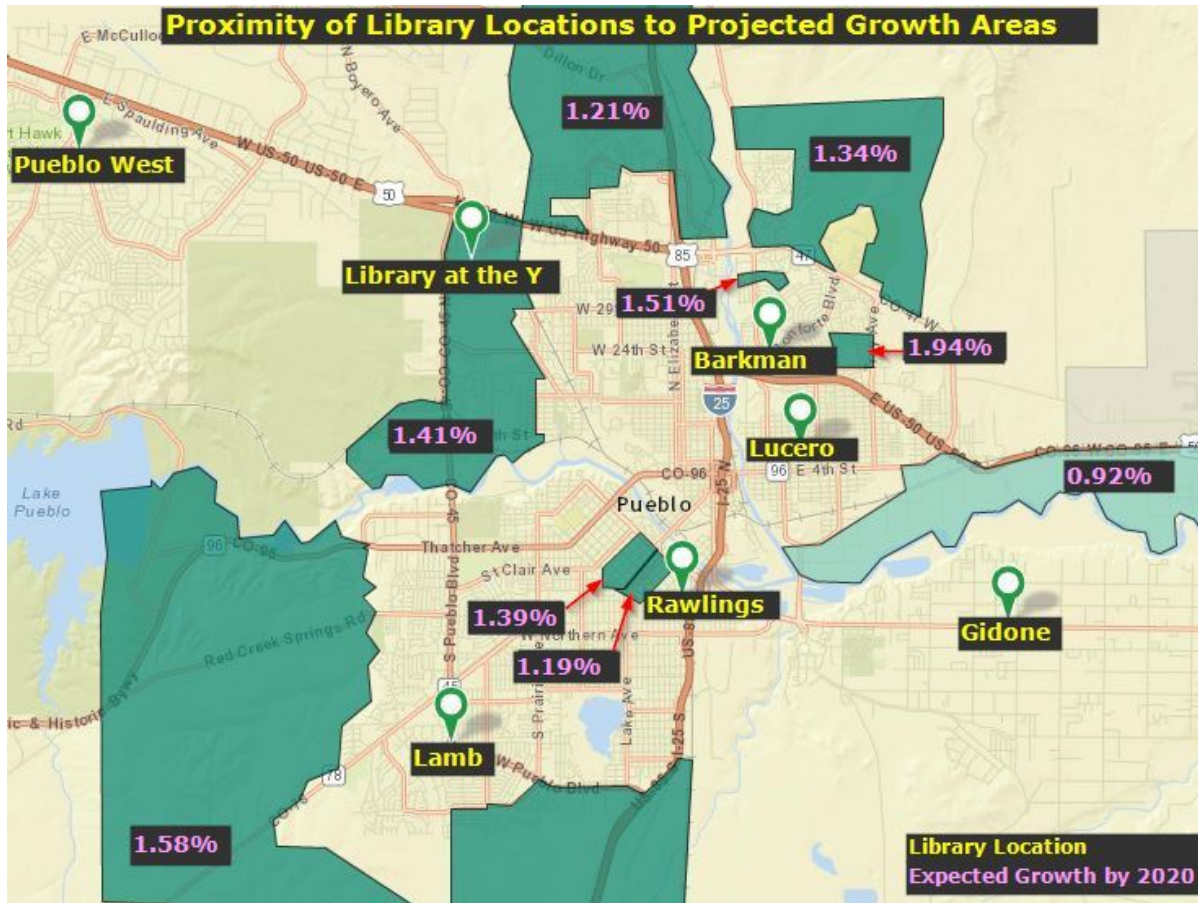


Fig. 11

The South University area is bounded by Macalester Road to the west, Troy Avenue on the east, Massari Road to the north and Constitution Road on the south. This area, with a projected growth of 1.94%, is identified as “Metro Fusion.” Esri documentation describes Metro Fusion as follows:

Metro Fusion is a young, diverse market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. The majority of residents live in midsize apartment buildings. Metro Fusion is a hard-working market with residents that are dedicated to climbing the ladders of their professional and social lives. This is particularly difficult for the single parents due to median incomes that are 35% lower than the US level.

Market Indicators

In addition to demographic data and population projections, analysis of Pueblo County consumer behavior and characteristics was performed.

Early Literacy

A recent survey conducted by the Library indicated the community places a high value on creating young readers as a library service. For this report, data for children below the age of 10 was analyzed.

In the next 5 years, the age group 0-4 for Pueblo County is projected to grow slightly from 10,180 to 10,265 (0.99%). During that same period the 5-9 age group is expected to shrink slightly from 10,180 to 10,102 (-0.01%). However, all 5 of the fastest growing areas in Pueblo County are expecting growth in the 0-4 and 5-9 age groups at a rate that significantly outpaces the overall growth rate for Pueblo County and their local areas.

Area	Age 0-4 Annual Growth Rate	Age 0-4 Expected Growth by 2020	Age 5-9 Annual Growth Rate	Age 5-9 Expected Growth by 2020
South University	3.03%	16.10%	2.45%	12.87%
West-Southwest	1.15%	5.88%	0.58%	2.90%
West	2.32%	12.14%	1.83%	7.93%
University	1.04%	5.26%	0.40%	2.00%
Eagleridge	2.27%	11.85%	0.70%	3.51%
Pueblo County		0.99%		-0.01%

Fig. 12

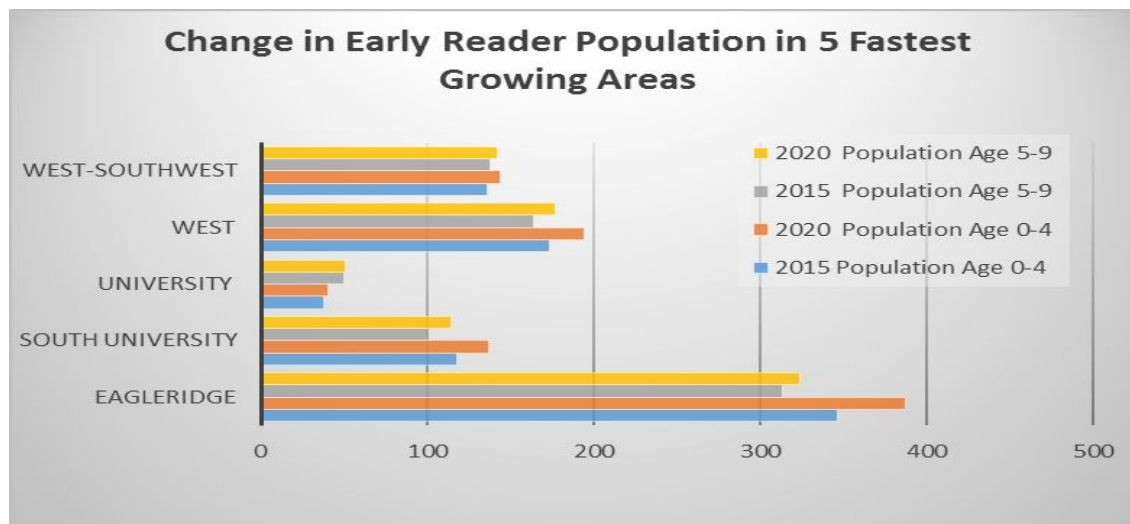
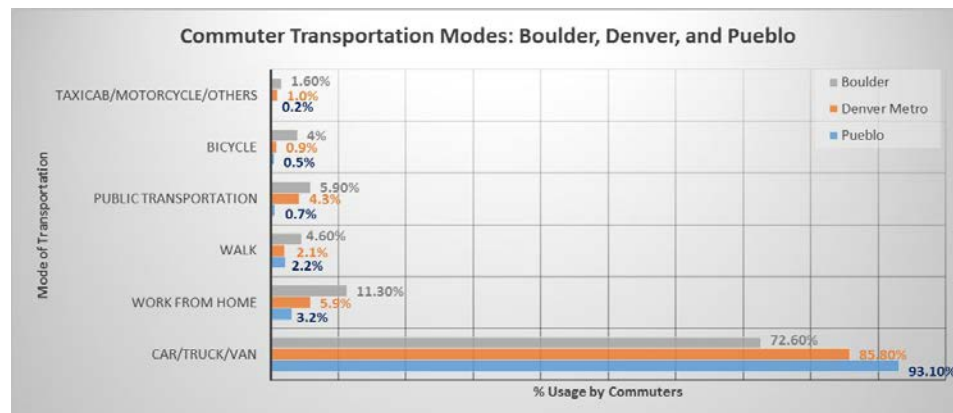


Fig. 13

Transportation

Availability of transportation may be an important consideration when evaluating library services. According to www.governing.com, 12% of households in Pueblo have no automobiles. No other area in the state of Colorado having greater than 50,000 residents has this large a percentage of households without an automobile. There are communities throughout the US that have similar or higher percentages of households without automobiles, but they are few.

Grand Junction at 9.3%, Boulder at 9%, and the City of Denver at 11.7% also have similarly high percentages of households without automobiles. Denver and Boulder, however, have a far more robust public transportation systems to assist their citizens who do not own automobiles.



Further, data shows public transportation is only utilized by 0.7% of Pueblo commuters compared with 4.3% in Metro Denver and 5.9% in Boulder. (Fig. 14)

Fig. 14

Source: <http://www.governing.com/gov-data/Public-Transportation-Commuting-in-US-Cities-Map.html>

Electronics and Internet Market Potential

Esri defines Market Potential Index (MPI) as a measure of the relative likelihood adults or households in the specified trade area will exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. Numbers less than 100 indicate a lower market potential.

Pueblo County shows an MPI of 100 or less for 75% of 212 electronic and Internet market categories. The categories range from generic terms like "Own an e-reader / tablet" or "Owns a computer" to far more specific terms like "Spent on most recent computer < \$500" or "Owns a Sony camera."

Of the 212 market potential categories, many are product or brand specific. For example, the area where Pueblo County shows the least market potential with respect to the country is whether someone in the household visited yelp.com in the past 30 days. If the library were considering ways to reach Internet users, Yelp would not be the best choice. Here are some categories with their MPI that may provide some insight into Pueblo County residents.

Pueblo County market indicators above US avg	MPI	Pueblo County market indicators below US avg	MPI
Most recent HH TV purchase: miniature screen (<13 in)	118	Spent on most recent home computer: \$1500-\$1999	88
Purch most recent hm computer at dept/discount str	116	Internet last 30 days: traded/tracked investments	88
Spent on most recent home computer: <\$500	108	Internet last 30 days: wrote online blog	88
HH purchased DVD/Blu-ray player in last 12 months	106	Visited website in last 30 days: twitter.com	86
Internet last 30 days: played games online	106	Own any e-reader/tablet (such as Kindle or iPad)	85
Purchased most recent home computer 5+ years ago	102	Internet last 30 days: downloaded TV program	85
Time online in a typical day: <0.5 hours	102	Internet last 30 days: watched movie online	85
Internet last 30 days: visited chat room	102	Internet last 30 days: watched TV program online	85
Spent on most recent home computer: \$500-\$999	101	Internet last 30 days: visited online blog	81
Note: With 3 exceptions this list has been filtered to focus on general behaviors rather than brand specific information. The exceptions are Twitter, LinkedIn and Yelp because the Library does use social media to reach out to the community.		Internet last 30 days: made travel plans	79
		Visited website in last 30 days: LinkedIn.com	79
		Visited any Spanish language website last 30 days	77
		Visited website in last 30 days: yelp.com	57

Fig. 15

Book, Magazine and Newspaper Market

Pueblo County is a little less likely than the rest of the country to buy books, e-books or read books and magazines, either printed or digital. Printed newspapers are read a little more frequently than the US average in Pueblo County. (Fig. 16)



Fig. 16

The translation of market potential into Pueblo County demographic data shows 89.1% of the County residents have read a magazine in the past 6 months and three times as many households bought a paperback in the last twelve months than bought a digital book. Pueblo County households bought twice as many hardcover books as digital books. (Fig. 17)



Fig. 17

Summary

Three themes across demographic, population and market segments emerged during analysis:

- Pueblo County is very stable
- Pueblo County is getting older
- Pueblo County residents lag behind the US with respect to time and money spent on electronics and Internet

The stability of the community served by PCCLD may be an advantage in that the Library may not have to adapt to dramatic shifts caused by rapid growth. This stability may also mean the Library must attract members of the community that heretofore have not been active users in order to grow.

Appendix

Esri Market Segment Descriptions (in order of predominance in Pueblo County)

Esri outlines 67 market segments based on demographic and socioeconomic data. Of those, 9 were mentioned in this report and are listed below.

Midlife Constants

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

Traditional Living

Residents in this segment live primarily in low-density, settled neighborhoods. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and healthcare sectors are the primary sources of employment for these residents. This is a younger market -- beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Hardscrabble Road

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing. This is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse, and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. Approximately 60% of households are renters, living primarily in single-family homes. This market is struggling to get by.

Small Town Simplicity

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semi-rural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, scrapbooking, and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

Rustbelt Traditions

The backbone of older industrial cities, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Metro Fusion

Metro Fusion is a young, diverse market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. The majority of residents live in midsize apartment buildings. Metro Fusion is a hard-working market with residents that are dedicated to climbing the ladders of their professional and social lives. This is particularly difficult for the single parents due to median incomes that are 35% lower than the US level.

Exurbanites

Ten years later, Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

Up and Coming Families

Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

Bright Young Professionals

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology