



Area ID: Whole Layer (Gr Name: Whole Layer (Greeley))

Demographic

Whole Layer (Greeley)

Population 2008:

Population	95,006
Persons in Group Quarters	4,453

Population 2013:

Population	109,947
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Households (2008):

Households	33,628
Family Households	21,108
Average Household Size	2.69

Households (2013):

Households	38,841
Family Households	23,957
Average Household Size	2.72

Race (2008):

White	73,726
Black	943
American Indian, Eskimo, Aleut	709
Asian or Pacific Islander	1,496
Other	15,187
Two or More Races	2,946
Hispanic Origin	32,417

Race (2013):

White	83,537
Black	1,138
American Indian, Eskimo, Aleut	777
Asian or Pacific Islander	1,917
Other	19,012
Two or More Races	3,566
Hispanic Origin	40,312

Gender (2008):

Population Male	46,645
Population Female	48,361

Gender (2013):

Population Male	54,021
Population Female	55,925

Housing Units (2008):

Owner-occupied	19,936
Renter-occupied	13,692

Housing Units (2013):

Owner-occupied	22,769
Renter-occupied	16,072

Income (2008):

Median Household Income	\$48,841
Median Family Income	\$61,731
Median Disposable Income	\$39,161
Average Household Income	\$62,872
Average Family Income	\$75,159
Per Capita Income	\$23,036

Population by Employment (2008):

Total Businesses	3,476
Total Employees	44,190



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Income (2013):

Median Household Income	\$59,230
Median Family Income	\$76,329
Average Household Income	\$74,215
Average Family Income	\$92,956
Per Capita Income	\$26,957

Net Worth (2008):

Median Net Worth	\$57,524
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Households by Net Worth (2008):

< \$15,000	11,213
\$15,000-\$34,999	3,345
\$35,000-\$49,999	1,575
\$50,000-\$74,999	1,894
\$75,000-\$99,999	1,409
\$100,000-\$149,999	2,679
\$150,000-\$249,999	2,900
\$250,000-499,999	3,933
\$500,000 +	2,695

Households by Disposable Income (2008):

< \$15,000	5,117
\$15,000-\$24,999	4,670
\$25,000-\$34,999	5,105
\$35,000-\$49,999	5,446
\$50,000-\$74,999	7,826
\$75,000-\$99,999	2,487
\$100,000-\$149,999	2,093
\$150,000-\$199,999	384
\$200,000+	498

Households with Household Income (2008):

< \$10,000	2,788
\$10,000-\$14,999	1,719
\$15,000-\$19,999	2,124
\$20,000-\$24,999	1,435
\$25,000-\$29,999	2,092
\$30,000-\$34,999	1,818
\$35,000-\$39,999	1,790
\$40,000-\$44,999	1,691
\$45,000-\$49,999	1,726
\$50,000-\$59,999	3,015
\$60,000-\$74,999	3,283
\$75,000-\$99,999	5,213
\$100,000-\$124,999	2,445
\$125,000-\$149,999	722
\$150,000-\$199,999	887
\$200,000-\$249,999	389
\$250,000-\$499,999	408
>\$500,000+	82



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Households with Household Income (2013):

< \$10,000	2,791
\$10,000-\$14,999	1,570
\$15,000-\$19,999	1,832
\$20,000-\$24,999	1,831
\$25,000-\$29,999	1,453
\$30,000-\$34,999	2,312
\$35,000-\$39,999	1,669
\$40,000-\$44,999	1,481
\$45,000-\$49,999	1,655
\$50,000-\$59,999	3,025
\$60,000-\$74,999	4,952
\$75,500-\$99,999	5,715
\$100,000-\$124,999	4,354
\$125,000-\$149,999	1,469
\$150,000-\$199,999	1,134
\$200,000-\$249,999	690
\$250,000-\$499,999	698
>\$500,000+	207

Families with Household Income (2008):

< \$10,000	1,015
\$10,000-\$14,999	512
\$15,000-\$19,999	673
\$20,000-\$24,999	824
\$25,000-\$29,999	967
\$30,000-\$34,999	1,011
\$35,000-\$39,999	1,009
\$40,000-\$44,999	1,149
\$45,000-\$49,999	1,013
\$50,000-\$59,999	2,000
\$60,000-\$74,999	2,650
\$75,000-\$99,999	4,081
\$100,000-\$124,999	1,548
\$150,000-\$199,999	1,269
\$125,000-\$149,999	656
\$200,000-\$249,999	347
\$250,000-\$499,999	323
>\$500,000+	59

Families with Household Income (2013):

< \$10,000	895
\$10,000-\$14,999	512
\$15,000-\$19,999	515
\$20,000-\$24,999	585
\$25,000-\$29,999	910
\$30,000-\$34,999	918
\$35,000-\$39,999	872
\$40,000-\$44,999	1,069
\$45,000-\$49,999	773
\$50,000-\$59,999	2,159
\$60,000-\$74,999	2,439
\$75,500-\$99,999	4,426
\$100,000-\$124,999	3,586
\$125,000-\$149,999	1,549
\$150,000-\$199,999	1,443
\$200,000-\$249,999	596
\$250,000-\$499,999	546
>\$500,000+	162



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Demographic

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Population by Age (2008):

0-4	7,182
5-9	6,390
10-14	6,191
15-19	8,921
20-24	10,325
25-29	7,742
30-34	6,810
35-39	6,101
40-44	5,706
45-49	5,799
50-54	5,602
55-59	5,090
60-64	3,607
65-69	2,527
70-74	1,983
75-79	1,768
80-84	1,547
85+	1,713
Median Age	30.6

Population by Age (2013):

0-4	8,512
5-9	7,401
10-14	6,924
15-19	9,603
20-24	11,817
25-29	8,139
30-34	7,817
35-39	7,358
40-44	6,659
45-49	6,690
50-54	6,421
55-59	6,236
60-64	4,975
65-69	3,420
70-74	2,336
75-79	1,888
80-84	1,653
85+	2,100
Median Age	31.6

Population Age - Males (2008):

0-4	3,657
5-9	3,260
10-14	3,187
15-19	4,276
20-24	5,253
25-29	3,957
30-34	3,461
35-39	3,095
40-44	2,845
45-49	2,876
50-54	2,742
55-59	2,464
60-64	1,718
65-69	1,175
70-74	895
75-79	719
80-84	575
85+	488



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Demographic

Whole Layer (Greeley)

Population Age - Males (2013):

0-4	4,345
5-9	3,782
10-14	3,551
15-19	4,626
20-24	6,073
25-29	4,140
30-34	3,948
35-39	3,702
40-44	3,313
45-49	3,317
50-54	3,170
55-59	2,996
60-64	2,373
65-69	1,586
70-74	1,056
75-79	805
80-84	621
85+	618

Population Age - Females (2008):

0-4	3,525
5-9	3,130
10-14	3,004
15-19	4,645
20-24	5,072
25-29	3,785
30-34	3,349
35-39	3,006
40-44	2,861
45-49	2,923
50-54	2,860
55-59	2,626
60-64	1,889
65-69	1,352
70-74	1,088
75-79	1,049
80-84	972
85+	1,225

Population Age - Females (2013):

0-4	4,167
5-9	3,619
10-14	3,373
15-19	4,977
20-24	5,744
25-29	3,999
30-34	3,869
35-39	3,656
40-44	3,346
45-49	3,373
50-54	3,251
55-59	3,240
60-64	2,602
65-69	1,834
70-74	1,280
75-79	1,083
80-84	1,032
85+	1,482



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Consumer Expenditure (2008)

Retail Summary:

Retail Goods: Total 756,924,698

Apparel:

Apparel & Services: Total 66,080,955
Men's Apparel: Total 12,431,827
Women's Apparel: Total 21,911,090
Children's Apparel: Total 11,411,918
Infant Apparel (Under 2 Years): Total 3,110,299
Footwear: Total 9,607,379
Watches & Jewelry: Total 6,683,719
Apparel Products & Services: Total 4,035,021

Household Goods:

Computers & Hardware for Home Use: Total 6,295,928
Software & Accessories for Home Use: Total 877,262

Entertainment/Recreation:

Entertainment/Recreation: Total 106,353,593
Fees & Admissions: Total 18,611,890
Membership Fees: Total 4,976,588
Fees for Participant Sports excluding Trips: Total 3,444,779
Admission to Movies/Theater/Opera/Ballet: Total 4,499,166
Admission to Sporting Events excluding Trips: Total 1,830,577
Fees for Recreational Lessons: Total 3,844,796
TV/Video/Sound Equipment: Total 41,308,418
Community Antenna or Cable TV: Total 20,617,155
Televisions: Total 8,791,191
VCRs/Video Cameras & DVD Players: Total 966,767
Video Cassettes & DVDs: Total 1,932,182
Video Game Hardware & Software: Total 1,055,002
Satellite Dishes: Total 29,624
Rental of Video Cassettes & DVDs: Total 1,528,629
Sound Equipment: Total 6,196,182
Rental/Repair of TV/VCR/Sound Equipment: Total 166,742
Pets: Total 13,076,932
Toys & Games: Total 4,359,927
Recreational Vehicles & Fees: Total 11,581,910
Sports/Rec/Exercise Equipment: Total 5,659,160
Photo Equipment/Supplies: Total 3,691,782
Film Processing: Total 862,276
Reading: Total 8,063,573

Food:

Food: Total 236,811,734
Food at Home: Total 137,826,017
Food at Home - Bakery & Cereal Products: Total 18,927,018
Food at Home - Meat/Poultry/Fish/Eggs: Total 34,284,571
Food at Home - Dairy Products: Total 15,669,034
Food at Home - Fruit & Vegetables: Total 23,533,565
Food at Home - Snacks/Other Food: Total 45,411,830
Food at Home - Nonalcoholic Beverages: Total 12,421,310
Food Away from Home: Total 98,985,717
Food Away from Home - Meals at Restaurants: Total 90,565,395
Alcoholic Beverages: Total 17,526,108

Financial:

Investments: Total 31,178,830
Vehicle Loans: Total 166,879,765



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Health Care:

Health Care: Total	111,450,975
Health Insurance: Total	55,217,551
Nonprescription Drugs: Total	3,087,140
Prescription Drugs: Total	15,001,558
Eyeglasses & Contact Lenses: Total	2,140,921

Housing:

Shelter: Total	457,730,843
Mortgage Payment & Basics: Total	274,334,810
Maintenance & Remodeling Services: Total	60,324,626
Maintenance & Remodeling Materials: Total	11,409,015
Owned Dwellings - Paint/Wallpaper/Supplies: Total	658,370
Rented Dwellings - Paint/Wallpaper & Supplies: Total	36,596
Home Improvement Services: Total	61,131,918
Home Improvement Materials: Total	11,679,542
Utilities/Fuel/Public Services: Total	127,832,159
Telephone Services: Total	43,161,165
Insurance - Owners & Renters: Total	13,860,564

Household Goods:

Household Furnishings & Equipment: Total	64,326,799
Household Textiles: Total	4,077,619
Furniture: Total	19,971,202
Floor Coverings: Total	2,856,669
Major Appliances: Total	8,514,926
Housewares: Total	2,624,413
Small Appliances: Total	983,506
Other HH Items - Luggage: Total	305,207
Other HH Items - Telephones & Accessories: Total	1,025,219

Household Services:

Computer Information Services: Total	6,356,191
Child Care: Total	13,039,850
Lawn & Garden: Total	11,839,184
Moving/Storage/Freight Express: Total	1,516,310
Housekeeping Supplies: Total	21,544,491
Housekeeping Services: Total	4,019,777

Personal Care:

Personal Care Products: Total	12,510,217
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Education:

Education: Total	42,189,419
School Books & Supplies: Total	3,736,950

Miscellaneous Expenses:

Smoking Products: Total	12,071,591
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Life Insurance/Pensions:

Life & Other Pers Ins: Total	16,131,377
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Transportation (Local):

Vehicle Insurance: Total	39,790,376
Transportation-Vehicle Purchases (Net Outlay):Total	147,846,595
Transportation - Gasoline & Motor Oil: Total	71,117,679
Vehicle Maintenance & Repairs: Total	28,468,047

Travel:

Travel: Total	54,984,990
Airline Fares: Total	12,433,229
Travel - Lodging on Trips: Total	12,300,172
Auto/Truck/Van Rental on Trips: Total	1,183,947
Travel - Food & Drink on Trips: Total	13,674,634



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Tapestry Segmentation System (2008):

L1: High Society

01. Top Rung	0
02. Suburban Splendor	1,981
03. Connoisseurs	0
04. Boomburbs	0
05. Wealthy Seaboard Suburbs	0
06. Sophisticated Squires	0
07. Exurbanites	811

L2: Upscale Avenues

09. Urban Chic	0
10. Pleasant-Ville	0
11. Pacific Heights	0
13. In Style	3,847
16. Enterprising Professionals	0
17. Green Acres	22
18. Cozy and Comfortable	516

L3: Metropolis

20. City Lights	0
22. Metropolitans	713
45. City Strivers	0
51. Metro City Edge	0
54. Urban Rows	0
62. Modest Income Homes	0

L4: Solo Acts

08. Laptops and Lattes	0
23. Trendsetters	0
27. Metro Renters	0
36. Old and Newcomers	652
39. Young and Restless	0

L5: Senior Styles

14. Prosperous Empty Nesters	1,413
15. Silver and Gold	0
29. Rustbelt Retirees	608
30. Retirement Communities	435
43. The Elders	0
49. Senior Sun Seekers	0
50. Heartland Communities	0
57. Simple Living	296
65. Social Security Set	372

L6: Scholars & Patriots

40. Military Proximity	0
55. College Towns	2,529
63. Dorms to Diplomas	925

L7: High Hopes

28. Aspiring Young Families	5
48. Great Expectations	2,309



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L8: Global Roots

35. International Marketplace	0
38. Industrious Urban Fringe	2,484
44. Urban Melting Pot	0
47. Las Casas	391
52. Inner City Tenants	2,161
58. NeWest Residents	1,147
60. City Dimensions	64
61. High Rise Renters	0

L9: Family Portrait

12. Up and Coming Families	4,944
19. Milk and Cookies	1,094
21. Urban Villages	0
59. Southwestern Families	369
64. City Commons	0

L10: Traditional Living

24. Main Street USA	1,371
32. Rustbelt Traditions	0
33. Midlife Junction	742
34. Family Foundations	0

L11: Factories & Farms

25. Salt of the Earth	20
37. Prairie Living	54
42. Southern Satellites	0
53. Home Town	0
56. Rural Bypasses	0

L12: American Quilt

26. Midland Crowd	0
31. Rural Resort Dwellers	0
41. Crossroads	1,353
46. Rooted Rural	0