

Demographic Profile Expanded

Census, Estimates & Projections



Lon: -107.07097 / Lat: 39.37098

March 2010

Willits Basalt, CO	10 Miles		20 Miles		30 Miles	
Population						
Estimated Population (2009)	20,904		51,124		70,056	
Census Population (1990)	10,917		30,535		39,587	
Census Population (2000)	17,257		42,331		57,366	
Projected Population (2014)	23,595		56,442		77,842	
Forecasted Population (2019)	27,111		64,269		89,200	
Historical Annual Growth 1990 to 2000	6,339	5.8 %	11,796	3.9 %	17,779	4.5 %
Historical Annual Growth 2000 to 2009	3,647	5.8 %	8,794	3.9 %	12,690	4.5 %
Projected Annual Growth 2009 to 2014	2,691	2.6 %	5,318	2.1 %	7,786	2.2 %
Est. Population Density (2009)	66.81	psm	40.93	psm	24.91	psm
Trade Area Size	312.90	sq mi	1,248.99	sq mi	2,811.91	sq mi
Households						
Estimated Households (2009)	7,326		19,979		26,667	
Census Households (1990)	3,986		12,306		15,838	
Census Households (2000)	6,082		16,512		21,916	
Projected Households (2014)	8,101		21,682		29,035	
Forecasted Households (2019)	12,597		33,713		45,146	
Households with Children (2009)	2,935	40.1 %	6,706	33.6 %	9,250	34.7 %
Average Household Size	2.85		2.56		2.63	
Average Household Income						
Est. Average Household Income (2009)	91,022		90,481		93,252	
Proj. Average Household Income (2014)	\$93,640		\$94,489		\$97,623	
Average Family Income (2009)	\$102,557		\$105,948		\$108,699	
Median Household Income						
Est. Median Household Income (2009)	\$75,278		\$73,893		\$74,739	
Proj. Median Household Income (2014)	\$81,139		\$80,248		\$81,302	
Median Family Income (2009)	\$83,197		\$87,884		\$87,884	
Per Capita Income						
Est. Per Capita Income (2009)	\$32,435		\$35,975		\$36,070	
Proj. Per Capita Income (2014)	\$32,736		\$36,981		\$37,049	
Per Capita Income Est. 5 year change	\$301.17	-0.9 %	\$1,005.61	-2.7 %	\$979.26	-2.6 %
Other Income						
Est. Disposable Income (2009)	\$60,593		\$59,675		\$60,203	
Proj. Disposable Income (2014)	\$64,589		\$63,981		\$64,613	
Disposable Income Est. 5 year change	\$3,995.93	6.6 %	\$4,306.17	7.2 %	\$4,410.82	7.3 %
Est. Average Household Net Worth (2009)	\$616,693		\$645,014		\$654,648	
Daytime Demos						
Total Number of Businesses (2009)	1,492		4,946		6,212	
Total Number of Employees (2009)	9,744		43,504		56,986	
Company Headqtrs: Businesses (2009)	0	0.0 %	4	0.1 %	5	0.1 %
Company Headqtrs: Employees (2009)	0	0.0 %	191	0.4 %	202	0.4 %
Unemployment Rate (2009)	4.34 %		3.92 %		3.96 %	
Employee Population Per Business	6.5 to 1		8.8 to 1		9.2 to 1	
Residential Population per Business	14.0 to 1		10.3 to 1		11.3 to 1	
Est. Adj. Daytime Demographics (Age16+)	13,958		54,169		71,757	

Demographic Source: Applied Geographic Solutions / TIGER Geography

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Race & Ethnicity						
White (2009)	20,001	95.7 %	49,185	96.2 %	67,446	96.3 %
Black or African American (2009)	218	1.0 %	398	0.8 %	533	0.8 %
American Indian & Alaska Native (2009)	127	0.6 %	381	0.7 %	547	0.8 %
Asian (2009)	224	1.1 %	512	1.0 %	655	0.9 %
Hawaiin & Pacific Islander (2009)	14	0.1 %	35	0.1 %	42	0.1 %
Other Race (2009)	271	1.3 %	482	0.9 %	662	0.9 %
Multi Race (2009)	48	0.2 %	132	0.3 %	171	0.2 %
Not Hispanic or Latino Population (2009)	13,499	64.6 %	37,970	74.3 %	52,087	74.4 %
Hispanic or Latino Population (2009)	7,405	35.4 %	13,155	25.7 %	17,969	25.6 %
Not of Hispanic Origin Population (1990)	10,071	92.2 %	28,713	94.0 %	37,102	93.7 %
Hispanic Origin Population (1990)	847	7.8 %	1,822	6.0 %	2,486	6.3 %
Not Hispanic or Latino Population (2000)	12,876	74.6 %	34,792	82.2 %	46,964	81.9 %
Hispanic or Latino Population (2000)	4,381	25.4 %	7,539	17.8 %	10,402	18.1 %
Not Hispanic or Latino Population (2014)	14,293	60.6 %	40,052	71.0 %	55,525	71.3 %
Hispanic or Latino Population (2014)	9,302	39.4 %	16,390	29.0 %	22,317	28.7 %
Hist. Hispanic Ann Growth (1990 to 2009)	6,558	51.6 %	11,333	41.5 %	15,483	41.5 %
Proj. Hispanic Ann Growth (2009 to 2014)	1,897	5.1 %	3,236	4.9 %	4,348	4.8 %
Age						
Age 0 to 4 yrs (2009)	1,708	8.2 %	3,615	7.1 %	5,155	7.4 %
Age 5 to 9 yrs (2009)	1,544	7.4 %	3,408	6.7 %	4,883	7.0 %
Age 10 to 14 yrs (2009)	1,300	6.2 %	3,124	6.1 %	4,329	6.2 %
Age 15 to 19 yrs (2009)	1,270	6.1 %	2,983	5.8 %	4,068	5.8 %
Age 20 to 24 yrs (2009)	1,138	5.4 %	2,672	5.2 %	3,558	5.1 %
Age 25 to 29 yrs (2009)	1,469	7.0 %	3,330	6.5 %	4,520	6.5 %
Age 30 to 34 yrs (2009)	1,763	8.4 %	4,041	7.9 %	5,640	8.1 %
Age 35 to 39 yrs (2009)	1,815	8.7 %	4,360	8.5 %	6,185	8.8 %
Age 40 to 44 yrs (2009)	1,931	9.2 %	4,578	9.0 %	6,215	8.9 %
Age 45 to 49 yrs (2009)	1,860	8.9 %	4,572	8.9 %	6,150	8.8 %
Age 50 to 54 yrs (2009)	1,725	8.3 %	4,326	8.5 %	5,801	8.3 %
Age 55 to 59 yrs (2009)	1,214	5.8 %	3,421	6.7 %	4,678	6.7 %
Age 60 to 64 yrs (2009)	861	4.1 %	2,635	5.2 %	3,479	5.0 %
Population age 65-74 (2009)	785	3.8 %	2,510	4.9 %	3,392	4.8 %
Population age 75-84 (2009)	357	1.7 %	1,115	2.2 %	1,455	2.1 %
Population age 85+ (2009)	165	0.8 %	436	0.9 %	547	0.8 %
Median Age (2009)	34.9 yrs		36.8 yrs		36.5 yrs	
Gender Age Distribution						
Population Female (2009)	9,960	47.6 %	24,402	47.7 %	33,325	47.6 %
Age 0 to 19 yrs (2009)	2,835	28.5 %	6,337	26.0 %	8,924	26.8 %
Age 20 to 64 yrs (2009)	6,417	64.4 %	15,922	65.2 %	21,600	64.8 %
Age 65 yrs plus (2009)	708	7.1 %	2,142	8.8 %	2,801	8.4 %
Median Age Females (2009)	35.2 Yrs		37.3 Yrs		36.8 Yrs	
Population Male (2009)	10,944	52.4 %	26,722	52.3 %	36,731	52.4 %
Age 0 to 19 yrs (2009)	2,987	27.3 %	6,792	25.4 %	9,511	25.9 %
Age 20 to 64 yrs (2009)	7,358	67.2 %	18,012	67.4 %	24,626	67.0 %
Age 65 yrs plus (2009)	599	5.5 %	1,918	7.2 %	2,594	7.1 %
Median Age Males (2009)	34.6 yrs		36.3 yrs		36.1 yrs	

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Household Income Distribution						
HH Income \$200,000 or More (2009)	508	6.9 %	1,564	7.8 %	2,179	8.2 %
HH Income \$150,000 to 199,999 (2009)	324	4.4 %	1,079	5.4 %	1,431	5.4 %
HH Income \$100,000 to 149,999 (2009)	1,428	19.5 %	3,525	17.6 %	4,789	18.0 %
HH Income \$75,000 to 99,999(2009)	1,365	18.6 %	3,418	17.1 %	4,576	17.2 %
HH Income \$50,000 to 74,999(2009)	1,486	20.3 %	3,828	19.2 %	5,166	19.4 %
HH Income \$35,000 to 49,999(2009)	923	12.6 %	2,635	13.2 %	3,431	12.9 %
HH Income \$25,000 to 34,999(2009)	536	7.3 %	1,592	8.0 %	2,077	7.8 %
HH Income \$15,000 to 24,999(2009)	312	4.3 %	1,164	5.8 %	1,542	5.8 %
HH Income \$0 to 14,999 (2009)	444	6.1 %	1,174	5.9 %	1,476	5.5 %
HH Income \$35000+ (2009)	6,034	82.4 %	16,049	80.3 %	21,571	80.9 %
HH Income \$75000+ (2009)	3,625	49.5 %	9,586	48.0 %	12,974	48.7 %
Housing						
Total Housing Units (2009)	8,189		24,376		33,302	
Housing Units Occupied (2009)	7,326	89.5 %	19,979	82.0 %	26,667	80.1 %
<i>Housing Units, Owner Occupied (2009)</i>	4,928	60.2 %	12,730	52.2 %	17,445	52.4 %
<i>Housing Units, Renter Occupied (2009)</i>	2,398	29.3 %	7,249	29.7 %	9,222	27.7 %
Housing Units, Vacant (2009)	863	10.5 %	4,397	18.0 %	6,635	19.9 %
Median Years in Residence (2009)	3 yrs		3 yrs		3 yrs	
Marital Status						
Never Married (2009)	4,778	29.2 %	12,263	29.9 %	16,133	29.0 %
Now Married (2009)	8,340	51.0 %	20,762	50.6 %	28,935	52.0 %
Separated (2009)	977	6.0 %	1,932	4.7 %	2,780	5.0 %
Widowed (2009)	321	2.0 %	1,012	2.5 %	1,349	2.4 %
Divorced (2009)	1,935	11.8 %	5,024	12.3 %	6,499	11.7 %
Household Type						
Population Family (2009)	15,853	75.8 %	37,540	73.4 %	52,134	74.4 %
Population Non-Family (2009)	4,851	23.2 %	12,922	25.3 %	16,951	24.2 %
Population Group Qtrs (2009)	199	1.0 %	663	1.3 %	971	1.4 %
Family Household (2009)	4,826	65.9 %	12,049	60.3 %	16,491	61.8 %
Married Couple Family With Kids (2009)	2,216	45.0 %	5,080	39.9 %	7,080	40.6 %
Average Family Household Size (2009)	3.29		3.12		3.16	
Non-Family Household (2009)	2,501	34.1 %	7,930	39.7 %	10,176	38.2 %
Household Size						
1 Person Household (2009)	1,579	21.6 %	5,414	27.1 %	6,913	25.9 %
2 Person Households (2009)	2,284	31.2 %	6,804	34.1 %	8,920	33.4 %
3 Person Households (2009)	1,257	17.2 %	3,151	15.8 %	4,167	15.6 %
4 Person Households (2009)	1,257	17.2 %	2,717	13.6 %	3,891	14.6 %
5 Person Households (2009)	516	7.0 %	1,122	5.6 %	1,642	6.2 %
6+ Person Households (2009)	433	5.9 %	772	3.9 %	1,134	4.3 %
Household Vehicles						
Total Vehicles Available (2009)	14,600		39,080		53,263	
Household: 0 Vehicles Available (2009)	278	1.9 %	851	2.2 %	1,017	1.9 %
Household: 1 Vehicles Available (2009)	2,174	14.9 %	6,550	16.8 %	8,202	15.4 %
Household: 2+ Vehicles Available (2009)	4,875	33.4 %	12,578	32.2 %	17,448	32.8 %
Average Vehicles Per Household (2009)	2		2		2	

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Willits Basalt, CO	10 Miles		20 Miles		30 Miles	
Labor Force						
Est. Labor: Population Age 16+ (2009)	16,055		40,348		54,841	
Est. Civilian Employed (2009)	11,840	73.7 %	29,676	73.6 %	40,063	73.1 %
Est. Civilian Unemployed (2009)	696	4.3 %	1,583	3.9 %	2,173	4.0 %
Est. In Armed Forces (2009)	1	0.0 %	7	0.0 %	7	0.0 %
Est. Not in Labor Force (2009)	3,517	21.9 %	9,082	22.5 %	12,599	23.0 %
Occupation (2000)						
Occupation: Population 16+	10,070		25,318		33,797	
Mgmt, Business, & Financial Operations	1,496	14.9 %	4,064	16.1 %	5,449	16.1 %
Professional and Related	1,526	15.2 %	4,424	17.5 %	5,735	17.0 %
Service	2,063	20.5 %	4,609	18.2 %	6,052	17.9 %
Sales and Office	2,324	23.1 %	6,182	24.4 %	8,253	24.4 %
Farming, Fishing, and Forestry	100	1.0 %	235	0.9 %	377	1.1 %
Construction, Extraction, & Maintenance	1,824	18.1 %	4,122	16.3 %	5,570	16.5 %
Production, Transport, & Material Moving	736	7.3 %	1,682	6.6 %	2,360	7.0 %
Percent White Collar Workers		53.1 %		57.9 %		57.5 %
Percent Blue Collar Workers		46.9 %		42.1 %		42.5 %
Consumer Expenditure (in Millions)						
Total Household Expenditure (2009)	\$486		\$1,314		\$1,789	
Total Non-Retail Expenditures (2009)	\$281	57.9 %	\$759	57.8 %	\$1,034	57.8 %
Total Retail Expenditures (2009)	\$205	42.1 %	\$554	42.2 %	\$754	42.2 %
Apparel (2009)	\$23	4.8 %	\$63	4.8 %	\$86	4.8 %
Contributions (2009)	\$19	3.9 %	\$53	4.0 %	\$72	4.0 %
Education (2009)	\$12	2.6 %	\$34	2.6 %	\$47	2.6 %
Entertainment (2009)	\$27	5.6 %	\$74	5.6 %	\$101	5.6 %
Food And Beverages (2009)	\$73	15.0 %	\$196	15.0 %	\$267	14.9 %
Furnishings And Equipment (2009)	\$22	4.6 %	\$60	4.6 %	\$81	4.6 %
Gifts (2009)	\$13	2.8 %	\$37	2.8 %	\$50	2.8 %
Health Care (2009)	\$29	5.9 %	\$77	5.9 %	\$105	5.9 %
Household Operations (2009)	\$18	3.7 %	\$50	3.8 %	\$68	3.8 %
Miscellaneous Expenses (2009)	\$8	1.6 %	\$22	1.6 %	\$29	1.6 %
Personal Care (2009)	\$7	1.4 %	\$19	1.4 %	\$26	1.4 %
Personal Insurance (2009)	\$5	1.1 %	\$14	1.1 %	\$19	1.1 %
Reading (2009)	\$2	0.3 %	\$4	0.3 %	\$6	0.3 %
Shelter (2009)	\$94	19.3 %	\$254	19.4 %	\$347	19.4 %
Tobacco (2009)	\$3	0.6 %	\$8	0.6 %	\$11	0.6 %
Transportation (2009)	\$97	20.0 %	\$260	19.8 %	\$355	19.8 %
Utilities (2009)	\$33	6.8 %	\$88	6.7 %	\$120	6.7 %
Educational Attainment						
Adult Population (25 Years+)(2009)	13,944		35,323		48,063	
Elementary (0 to 8)(2009)	981	7.0 %	1,727	4.9 %	2,423	5.0 %
Some High School (9 to 11)(2009)	902	6.5 %	1,886	5.3 %	2,759	5.7 %
High School Graduate (12)(2009)	2,778	19.9 %	6,710	19.0 %	9,188	19.1 %
Some College (13 to 16)(2009)	3,313	23.8 %	8,542	24.2 %	11,588	24.1 %
Associate Degree Only(2009)	985	7.1 %	2,368	6.7 %	3,151	6.6 %
Bachelor Degree Only(2009)	3,781	27.1 %	10,319	29.2 %	13,899	28.9 %
Graduate Degree(2009)	1,203	8.6 %	3,771	10.7 %	5,056	10.5 %

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Units In Structure						
1 Detached Unit (2000)	3,598	54.0 %	10,278	51.7 %	14,109	52.2 %
1 Attached Unit (2000)	651	9.8 %	1,662	8.4 %	2,254	8.3 %
2 to 4 Units (2000)	643	9.6 %	1,986	10.0 %	2,631	9.7 %
5 to 9 Units (2000)	286	4.3 %	1,415	7.1 %	1,815	6.7 %
10 to 19 Units (2000)	168	2.5 %	1,107	5.6 %	1,460	5.4 %
20 to 49 Units (2000)	71	1.1 %	1,103	5.5 %	1,356	5.0 %
50 or more Units (2000)	116	1.7 %	262	1.3 %	277	1.0 %
Mobile Home or Trailer (2000)	1,123		2,054		3,065	
Other Structure (2000)	8		23		46	
Homes Built By Year						
Homes Built 1999 to 2000	409	6.1 %	957	4.8 %	1,296	4.8 %
Homes Built 1995 to 1998	1,042	15.6 %	2,652	13.3 %	4,112	15.2 %
Homes Built 1990 to 1994	1,233	18.5 %	2,368	11.9 %	3,207	11.9 %
Homes Built 1980 to 1989	1,372	20.6 %	3,931	19.8 %	5,374	19.9 %
Homes Built 1970 to 1979	1,527	22.9 %	5,087	25.6 %	6,627	24.5 %
Homes Built 1960 to 1969	468	7.0 %	2,062	10.4 %	2,750	10.2 %
Homes Built 1950 to 1959	239	3.6 %	920	4.6 %	1,143	4.2 %
Homes Built Before 1949	372	5.6 %	1,913	9.6 %	2,503	9.3 %
Home Values (2000)						
Home Values \$1,000,000+	55	2.2 %	802	12.3 %	1,132	12.9 %
Home Values \$500,000-\$999,999	393	15.5 %	869	13.3 %	1,117	12.7 %
Home Values \$400,000-\$499,999	287	11.3 %	601	9.2 %	837	9.5 %
Home Values \$300,000-\$399,999	708	28.0 %	1,216	18.6 %	1,647	18.8 %
Home Values \$200,000-\$299,999	738	29.1 %	1,890	28.9 %	2,450	27.9 %
Home Values \$150,000-\$199,999	221	8.7 %	772	11.8 %	1,005	11.4 %
Home Values \$100,000-\$149,999	97	3.8 %	246	3.8 %	350	4.0 %
Home Values \$70,000-\$99,999	33	1.3 %	110	1.7 %	161	1.8 %
Home Values \$50,000-\$69,999	0	0.0 %	21	0.3 %	43	0.5 %
Home Values \$25,000-\$49,999	0	0.0 %	6	0.1 %	14	0.2 %
Home Values \$0-\$24,999	0	0.0 %	5	0.1 %	23	0.3 %
Owner Occupied Median Home Value	\$338,711		\$447,886		\$437,611	
Renter Occupied Median Rent	\$915		\$838		\$828	
Transportation to Work (2000)						
Drive to Work Alone	5,325	52.9 %	14,534	57.4 %	19,941	59.0 %
Drive to Work in Carpool	2,254	22.4 %	4,326	17.1 %	5,789	17.1 %
Travel to Work - Public Transportation	1,242	12.3 %	2,218	8.8 %	2,573	7.6 %
Drive to Work Motorcycle	2	0.0 %	15	0.1 %	18	0.1 %
Walk or Bicycle to Work	459	4.6 %	2,183	8.6 %	2,797	8.3 %
Other Means	93	0.9 %	210	0.8 %	287	0.9 %
Work at Home	694	6.9 %	1,836	7.3 %	2,397	7.1 %
Travel Time (2000)						
Travel to Work in 14 Minutes or Less	2,440	26.0 %	9,435	40.2 %	12,455	39.7 %
Travel to Work in 15 to 29 Minutes	1,858	19.8 %	5,377	22.9 %	7,851	25.0 %
Travel to Work in 30 to 59 Minutes	3,884	41.4 %	6,382	27.2 %	8,175	26.0 %
Travel to Work in 60 Minutes or More	1,194	12.7 %	2,292	9.8 %	2,924	9.3 %
Average Travel Time to Work	28 mins		22 mins		22 mins	

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