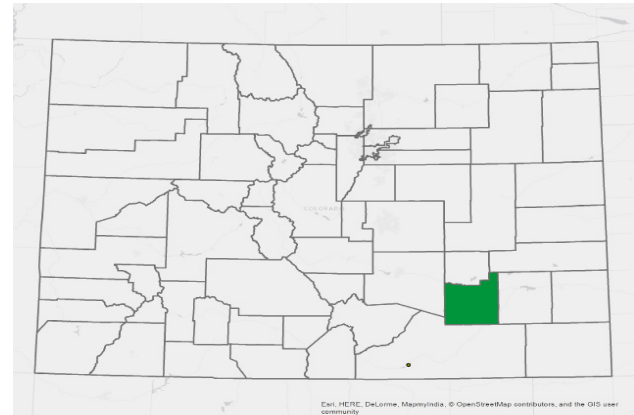


Community Quick Facts

Population (2013)	6,966
Ann. Population Growth (2010 to 2013)	-0.5%
Median HH Income(ACS 08-12)	\$36,387
Employment (County in 2013)	7,800

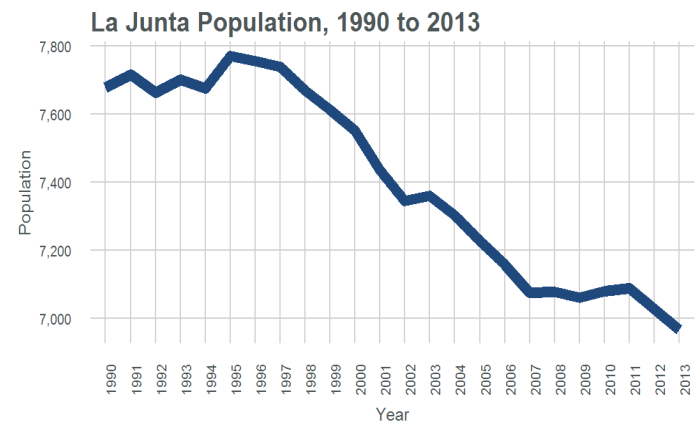
Source: State Demography Office
U.S. Census Bureau



Population

Population Estimates and Forecasts for the resident population are produced by the State Demography Office.

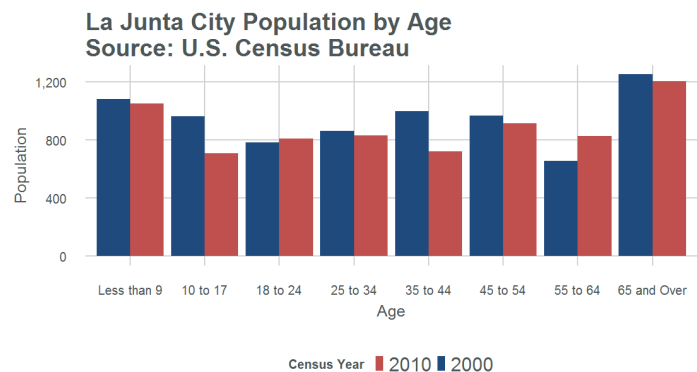
- La Junta has experienced overall population decline since the mid 90s.
- By contrast, the state as a whole experienced significant population growth during this same period.
- La Junta has seen population declines largely due to job losses and an aging population.



	Population		Annual Average Growth Rate (%)	
	La Junta city	Colorado	La Junta city	Colorado
1990	7,678	3,294,473		
1995	7,771	3,811,074	0.24	2.96
2000	7,552	4,338,801	-0.570	2.63
2010	7,079	5,049,717	-0.41	1.61
2013	6,966	5,264,890	-0.53	1.4

Population By Age

La Junta's population by age is shown in the chart to the right for both 2000 (darker bar) and 2010 (lighter bar). There were decreases in those aged 35 to 44 and 10 to 17 that correspond with an increase in those aged 55 to 64 which indicate an aging population. These changes are likely the result of families aging and children leaving the home. The growth in the 55+ could indicate a need to evaluate aging services in the city.

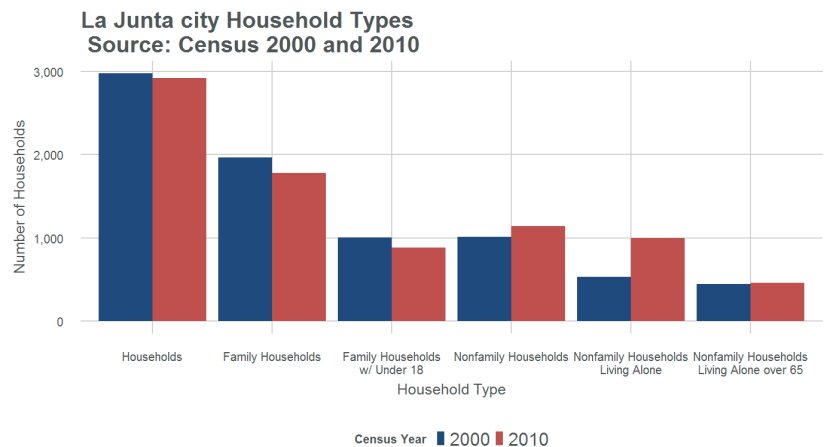


Housing & Households

La Junta city Housing Units	2000	2010	2010 %
Total Housing Units	3,277	3,422	
Occupied Housing Units	2,977	2,919	85.30%
Owner-Occupied Units	1,922	1,734	59.40%
Renter-Occupied Units	1,055	1,185	40.60%
Vacant Housing Units	300	503	14.70%
For Seasonal	13	29	5.77%
All Other Vacant	287	474	94.20%

- The overall vacancy rate was near 15% in 2010.
- Vacancy rates were higher than the state average and increased since 2000.
- A majority of the units are owner occupied (59%) but an active rental market exists as well.

- Between 2000 and 2010 the number of total households decreased slightly.
- The decline in households overall was driven by decreases in the number of family households. The number of households living alone and in other non-family arrangements has increased since 2010.



Race & Ethnicity

La Junta city Population by Race/Ethnicity

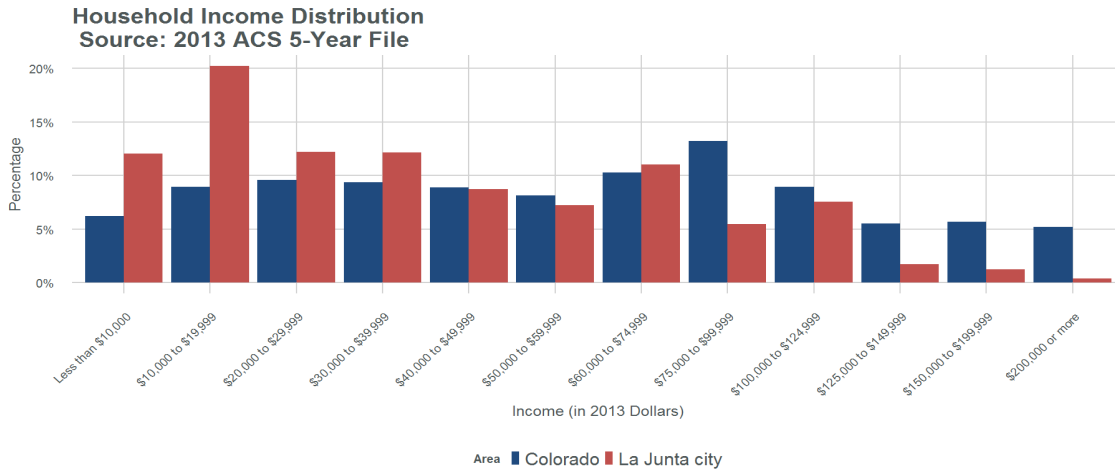
	2000	2010	2010 %
Total	7,568	7,077	
White	3,981	3,587	50.70%
Black or African American	69	61	0.86%
American Indian or Alaska Native	48	41	0.68%
Asian	63	48	0.68%
Native Hawaiian and Other	5	4	0.06%
Some Other Race	10	10	0.14%
Two or More	92	102	1.44%
Hispanic	3,300	3,224	45.60%

Source: U.S. Census 2010

- La Junta is more diverse than the state as a whole.
- Total population declined from 2000 to 2010 (more than 6%) due largely to a decrease in the Non-Hispanic White population of nearly 400 (10%). The only group to show a gain was Two or More Races.
- Large percentage losses in other racial groups is largely due to small numbers in 2000.

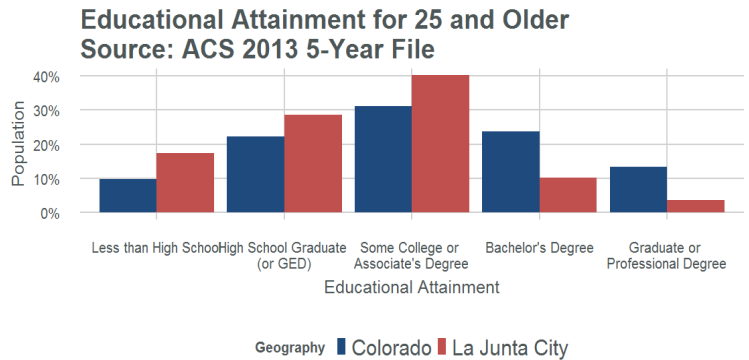
Income

The graph below compares La Junta's income distribution to the state. La Junta has a much larger share of people earning on the lower end than the state, especially under \$40,000. This reflects the large number of lower wages from the industry mix in La Junta. Additionally, the Otero Junior College may also be reflected in the large share earning less than \$20,000. The Median Household Income (MHI) for La Junta city is \$36,387, which is lower than the state MHI of \$58,433.



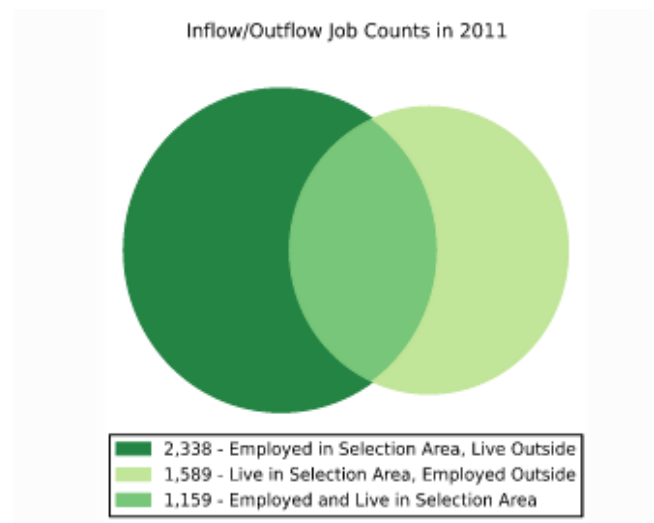
Education

La Junta has a lower share of its population with a bachelor's degree or higher compared to the state. Jobs in this region may not require higher levels of educational attainment. The largest share of the population has some college or associate's degree. This is also reflected in lower household incomes



Commuting

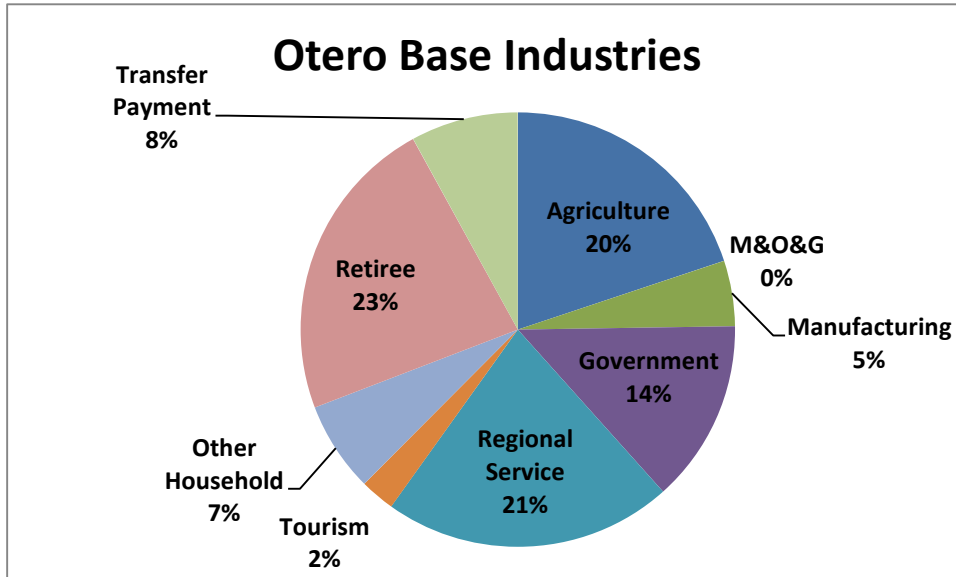
Commuting plays an important role in the economy of an area because not all workers live where they work. Commuting impacts roads and access to employees. The graph to the side breaks the data by job and by resident worker. About 33% of the jobs are held by residents and 67% of the jobs are held by people who live outside the city. Considering La Junta labor force, about 42% work in La Junta but 58% are employed outside of the city.



Jobs & the Economy

The City of La Junta has a similar industry mix to Otero County. The largest industries by employment are Government, Health Care, and Retail. The industry mix in La Junta is related to the large segment of the economy driven by retiree spending and its position as a regional hub. These are generally lower paying industries with fewer earners making the top wages and more earning lower wages.

Total employment in the county was estimated to be 7,800 in 2013. La Junta has lost approximately 450 jobs since 2010.



2013 Share of Jobs by Industry

Sector Name	La Junta	Otero
Agriculture	0.7%	3.5%
Mining	0.0%	0.0%
Utilities	1.6%	1.4%
Construction	1.4%	7.0%
Manufacturing	9.5%	7.4%
Wholesale Trade	3.7%	3.5%
Retail Trade	13.2%	11.8%
Transportation & Warehousing	2.1%	2.0%
Information	1.7%	1.3%
Finance and Insurance	3.7%	2.9%
Real Estate and Rental and Leasing	1.3%	0.9%
Professional and Technical Services	1.7%	1.2%
Management of Companies	0.2%	0.1%
Administrative and Waste Services	2.3%	1.5%
Educational Services	0.0%	0.1%
Health Care and Social Assistance	21.9%	18.1%
Arts, Entertainment, and Recreation	0.3%	0.3%
Accommodation and Food Services	10.0%	8.0%
Other Services	1.8%	2.5%
Government	23.0%	26.7%

Source: Department of Labor and Employment