





# Who Are We?

If you think Boulder County is home only to a bunch of middle-aged, wealthy white guys and gals you're mostly right.

*Still, you're not paying close enough attention.*

## INDICATORS IN THIS CHAPTER

County migration

County population growth

Household makeup

Median Age

Population by age

Population by ethnicity/race

*We're way more diverse ethnically than you might imagine; we're aging at an accelerated pace, and, alarmingly, we're in real danger of losing our middle class.* In preparing this report we found so much to love about this place. It's downright inspirational to live in a community with so much going for it already and so much potential for successfully overcoming our challenges. This is important stuff. What we value and how we choose to solve our problems defines us and helps us tell our civic story.

Nearly 300,000 of us call Boulder County home. Why are we all here? Take a look around. We live in a spectacular natural setting. We rarely have reason to complain about the weather, there's never "nothing to do," and the extremes of the economic rollercoaster have left us a little less whiplashed than almost anywhere else on the planet.

# 15%

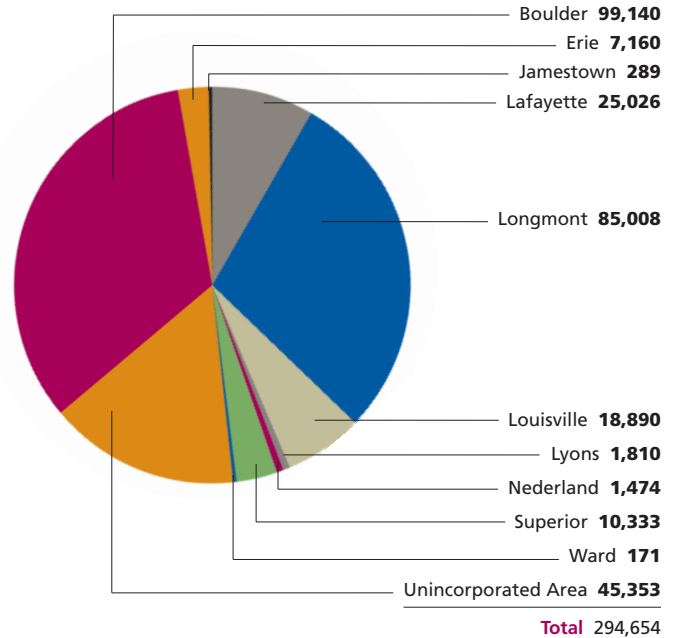
**15%** of us speak a language other than English at home.

**Among our 294,654 residents, almost 40,000 are Latino.** Depending on where you live, the Latino population shrinks or soars. The Asian population is growing steadily as well; most live in Boulder or Lafayette.

So, we are not all white, nor are we all middle aged and wealthy.

Defining middle age is a slippery slope. Folks in their 40 and 60s all claim a place there. The point is, we're all aging. And while the "youthful" image of Boulder may still ring true... for now, Boulder County's median age has been ticking upward for the last 20 years. **In fact, in 2008 Boulder County's median age was estimated to have surpassed the state's median at 36 years.**

**BOULDER COUNTY POPULATION BY CITY 2007**

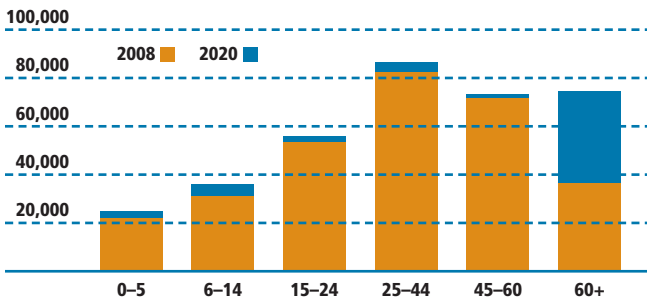


**BOULDER COUNTY POPULATION BY RACE / ETHNICITY**

	1990	2000	2005	2008
White	93.3%	88.5%	87.0%	87.0%
Asian / Pacific	2.4%	3.2%	3.6%	3.7%
African American	0.9%	0.9%	0.6%	1.0%
Native American / Alaskan	0.6%	0.6%	0.7%	0.5%
Two or More Races	2.8%	4.7%	5.6%	2.7%
Some Other Race		2.2%	2.5%	4.9%
Hispanic – Any race	6.7%	10.5%	12.8%	13.4%

\*Hispanic residents may fall under any of the other categories of race. 'Hispanic' is an ethnic identity, not a race.

**AGE DISTRIBUTION OF BOULDER COUNTY 2008 AND 2020**



And from here on out, not only are we going to get older, we're going to get older fast. **In 2008 12% of Boulder County residents were over the age of 60. By 2020 that demographic is expected to reach 21%.** That's not just because we're all – yes *all* – getting older. Boulder County's population is also aging faster than most other places. Why? It's an attractive place to retire. Aging boomers are moving here to be near their adult kids and grandkids. We have great local outdoor activities, cultural and educational events, superb dining and world-class health care. If you want to share in this abundance all it takes is money.

And speaking of money, we've got a reputation as an affluent community and the facts support that conclusion. And yet, the gap between the haves and the have-nots is becoming a canyon. In 2008, 37% of all households earned less than \$50,000. Thirty-two percent of households brought in more than \$100,000. Since 2003, little has changed in Boulder County's household income distribution – except that our middle class (those making between \$50,000 - \$100,000) continues to decline while those making more than \$100,000 continues to tick up.

Meanwhile, the cost of living continues to escalate. It raises the question: how deep can the canyon get before it irrevocably divides our community?

All this is occurring during a period of steady population growth, about 1% a year in the county. **Our population grew more between 2006 and 2007 than it had in any of the previous six years**, right along with the robust economy. In the last economic downturn (of 2001-2003), Boulder County's growth rate slowed, and pricier cities (Boulder and Louisville) actually lost population. At the same time, Longmont saw significant increases in its residential numbers as development there continued.

**Colorado's population is growing as well. Between 1970 and 2008, the state's population grew 125%.** That's an annual state rate of more than 2%. Colorado's population growth has outpaced the U.S. rate for every year within that same time period. Early estimates reflect a substantial slowing of state net in-migration (more people moving into the state than out) between 2008 and 2009—most likely a reflection of the recession.

It's a lot to take in. And yet it's essential that we get a grip on who we are and how we are changing. Even more important, what should we be doing to celebrate and protect our considerable assets and fend off the troubling trends that threaten our sense of community?

**TYPES OF HOUSEHOLDS  
BOULDER COUNTY 2007**

**Non-Family 50,640**  
**Family 67,794**



**13%** of Boulder County residents did not live here **1** year ago.

**BOULDER COUNTY CITIES AT-A-GLANCE**

	<b>Boulder*</b>	<b>Longmont*</b>	<b>Lafayette**</b>
Population	99,140	85,008	25,026
Median Age	30	35.4	38
Speaks a language other than English at home	15.9%	23%	N/A
Median Home Price***	\$538K	\$220K	\$310K
Lived in the same house 1 year ago	65%	80%	81.8%
Lived in another county 1 year ago	17%	8%	7.0%
Population over the age of 5 with a disability	6.5%	10%	8.6%
Population over the age of 3 enrolled in school	38%	25%	24%
High School Graduate	96%	88%	93%
Bachelor's Degree or Higher	68%	36%	49%
Living Below Poverty:			
Families	5%	12%	10%
Individuals	21%	14%	11%
Children	12%	19%	22%
65+	6%	7%	3%

\* From the 2007 American Community Survey 1-Year Estimates  
 \*\* From the 2005-2007 American Community Survey 3-Year Estimates  
 \*\*\*www.baraonline.com

**FEELING INSPIRED?**

- Attend an event or festival** that celebrates a culture different from your own.
- Visit a church or place of worship** "foreign" to you.
- Host a block party**, exchange contact information or set up a neighborhood blog.
- Offer to **babysit** or **eldersit** for a friend or neighbor.
- Donate** to, or **volunteer** with, organizations that support residents hardest hit by the economic downturn (see [www.cultureofgiving.org](http://www.cultureofgiving.org) for a list of local nonprofits).

Sources  
 American Community Survey 2008 [www.census.gov/acs](http://www.census.gov/acs)  
 Colorado Department of Local Affairs [www.dola.state.co.us](http://www.dola.state.co.us)