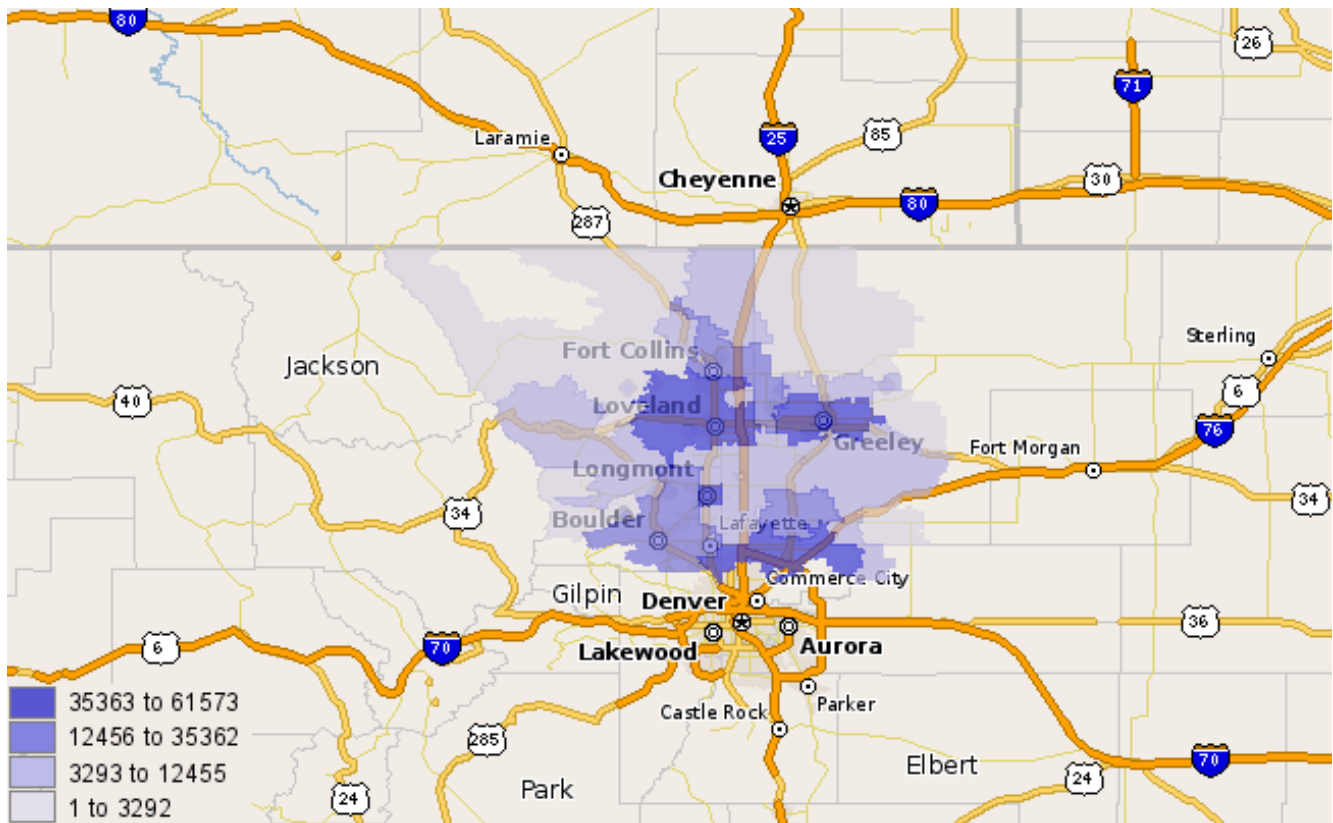


Demographic and Workforce Report

City of Loveland

Region Info: 30 Mile Radius from the Intersection of I-25 and US Hwy 34

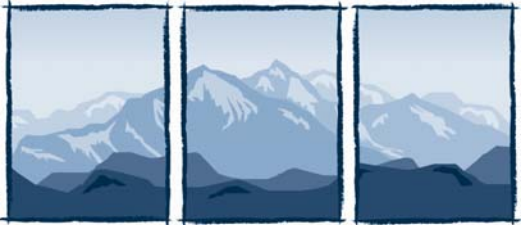


Age Breakdown (note: all data is based on residents age 20 – 64)

Age	2008 Pop.	2008 LQ
20 to 24 years	78,162	1.29
25 to 29 years	72,374	1.18
30 to 34 years	64,788	1.15
35 to 39 years	63,340	1.05
40 to 44 years	59,866	0.97
45 to 49 years	65,269	0.99
50 to 54 years	62,971	1.02
55 to 59 years	52,668	0.99
60 to 64 years	38,567	0.89
	558,005	

NORTHERN COLORADO

ECONOMIC DEVELOPMENT CORPORATION



Race/Ethnicity Breakdown

Race/Ethnicity	2008 Pop.	2008 LQ
White, Non-Hispanic	449,223	1.29
White Hispanic	76,063	1.07
Asian	13,649	0.55
Two or more races	6,909	1.05
Black or African American	5,393	0.08
Non-White Hispanic	3,644	0.77
American Indian or Alaska Native	2,781	0.70
Native Hawaiian and other Pacific Islander	343	0.45
	558,005	

Gender Breakdown

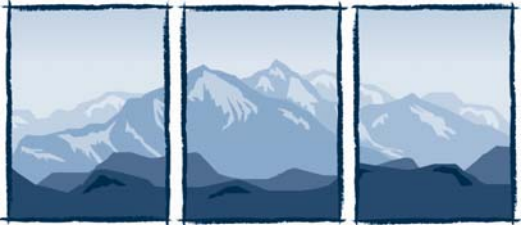
Gender	2008 Pop.	2008 LQ
Males	286,157	1.09
Females	271,848	1.04
	558,005	

Occupation Breakdown – Management Occupations (SOC Code 11)

SOC Code	Name	2008 Jobs	Current Hourly Earnings	2008 LQ
11-1020	General and operations managers	7,538	\$38.09	1.27
11-9190	Managers, all other	6,789	\$17.86	1.27
11-9010	Agricultural managers	5,214	\$9.97	0.72
11-9140	Property, real estate, and community association managers	5,009	\$8.33	1.26
11-1010	Chief executives	4,071	\$15.58	1.07
11-9020	Construction managers	3,130	\$20.14	1.25
11-9030	Education administrators	1,979	\$27.72	1.09
11-2020	Marketing and sales managers	1,489	\$37.28	0.77
11-3030	Financial managers	1,385	\$32.43	0.64
11-9040	Engineering managers	1,104	\$64.60	1.82
11-3020	Computer and information systems managers	1,089	\$53.99	1.11
11-9050	Food service managers	1,039	\$13.38	0.70
11-9110	Medical and health services managers	898	\$35.98	0.86
11-9080	Lodging managers	468	\$16.14	0.97
11-9120	Natural sciences managers	392	\$56.43	2.66
11-9150	Social and community service managers	351	\$20.07	0.67
11-3050	Industrial production managers	338	\$38.57	0.67
11-3010	Administrative services managers	334	\$39.16	0.40
11-3070	Transportation, storage, and distribution managers	265	\$38.62	0.77
11-3040	Human resources managers	258	\$39.81	0.53
11-2030	Public relations managers	185	\$37.22	0.91
11-1030	Legislators	184	\$18.32	0.88
11-2010	Advertising and promotions managers	180	\$32.80	1.05
11-3060	Purchasing managers	160	\$50.65	0.71
11-9130	Postmasters and mail superintendents	63	\$26.06	0.75
11-9060	Funeral directors	52	\$19.95	0.51
11-9070	Gaming managers	26	\$13.01	0.34

NORTHERN COLORADO

ECONOMIC DEVELOPMENT CORPORATION



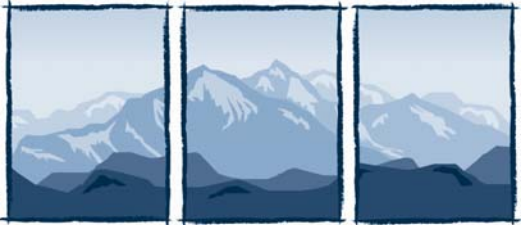
		43,992	\$24.38
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Occupation Breakdown – Business and Financial Operations (SOC Code 13)

SOC Code	Name	2008 Jobs	Current Hourly Earnings	2008 LQ
13-2010	Accountants and auditors	6,267	\$22.17	1.21
13-1190	Business operation specialists, all other	5,469	\$32.54	1.57
13-1110	Management analysts	4,602	\$22.40	1.30
13-2050	Financial analysts and advisors	4,349	\$20.41	1.08
13-1070	Human resources, training, and labor relations specialists	2,317	\$25.33	0.85
13-2020	Appraisers and assessors of real estate	1,938	\$9.80	1.36
13-1020	Buyers and purchasing agents	1,870	\$24.65	1.18
13-1050	Cost estimators	1,160	\$26.46	1.49
13-2070	Loan counselors and officers	904	\$26.18	0.72
13-1030	Claims adjusters, appraisers, examiners, and investigators	552	\$22.22	0.50
13-1040	Compliance officers, except agriculture, construction, health and safety, and transportation	435	\$26.66	0.55
13-2080	Tax examiners, collectors, preparers, and revenue agents	414	\$11.93	0.71
13-2090	Financial specialists, all other	393	\$20.39	0.72
13-1080	Logisticians	297	\$30.58	0.91
13-1120	Meeting and convention planners	296	\$13.00	1.19
13-1010	Agents and business managers of artists, performers, and athletes	186	\$8.13	1.15
13-2040	Credit analysts	163	\$29.03	0.69
13-2030	Budget analysts	149	\$32.49	0.70
13-2060	Financial examiners	66	\$20.97	0.56
13-1060	Emergency management specialists	62	\$21.94	1.08
		31,891	\$23.61	

Occupation Breakdown – Computer and Mathematical Sciences (SOC Code 15)

SOC Code	Name	2008 Jobs	Current Hourly Earnings	2008 LQ
15-1030	Computer software engineers	9,134	\$44.18	2.91
15-1040	Computer support specialists	2,856	\$21.72	1.51
15-1050	Computer systems analysts	2,791	\$39.11	1.59
15-1020	Computer programmers	2,255	\$33.60	1.47
15-1090	Computer specialists, all other	2,011	\$32.62	2.65
15-1070	Network and computer systems administrators	1,599	\$35.53	1.41
15-1080	Network systems and data communications analysts	1,481	\$27.78	1.46
15-1060	Database administrators	922	\$32.33	2.27
15-1010	Computer and information scientists, research	395	\$30.92	1.85
15-2030	Operations research analysts	185	\$30.14	0.85
15-2040	Statisticians	104	\$28.90	1.34
15-2010	Actuaries	51	\$42.76	0.68
15-2090	Miscellaneous mathematical science occupations	27	\$25.32	0.67
15-2020	Mathematicians	<10	--	--
		23,818	\$36.41	



Occupation Breakdown – Architecture and Engineering (SOC Code 17)

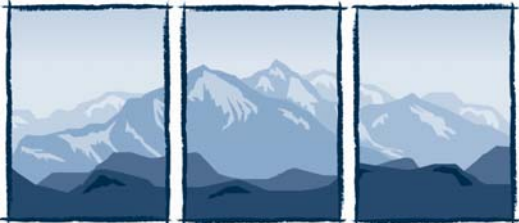
SOC Code	Name	2008 Jobs	Current Hourly Earnings	2008 LQ
17-2070	Electrical and electronics engineers	2,643	\$44.16	2.66
17-2060	Computer hardware engineers	2,579	\$52.18	10.30
17-3020	Engineering technicians, except drafters	2,171	\$24.67	1.34
17-2050	Civil engineers	1,496	\$31.07	1.49
17-2140	Mechanical engineers	1,416	\$41.57	1.83
17-3010	Drafters	1,184	\$21.97	1.35
17-1010	Architects, except naval	1,135	\$24.16	1.67
17-2110	Industrial engineers, including health and safety	1,116	\$38.41	1.43
17-2190	Engineers, all other	847	\$42.81	1.38
17-1020	Surveyors, cartographers, and photogrammetrists	416	\$24.72	1.68
17-2010	Aerospace engineers	353	\$43.53	1.52
17-2080	Environmental engineers	342	\$32.77	1.91
17-3030	Surveying and mapping technicians	266	\$19.24	0.99
17-2130	Materials engineers	248	\$39.35	3.05
17-2040	Chemical engineers	245	\$36.95	2.30
17-2160	Nuclear engineers	174	\$22.58	1.42
17-2150	Mining and geological engineers, including mining safety engineers	151	\$40.14	3.18
17-2170	Petroleum engineers	117	\$45.76	1.26
17-2030	Biomedical engineers	51	\$44.71	0.92
17-2020	Agricultural engineers	40	\$48.60	2.58
17-2120	Marine engineers and naval architects	<10	--	--
		16,995	\$36.91	

Occupation Breakdown – Life, Physical and Social Sciences (SOC Code 19)

SOC Code	Name	2008 Jobs	Current Hourly Earnings	2008 LQ
19-3030	Psychologists	2,163	\$17.44	1.89
19-2040	Environmental scientists and geoscientists	1,383	\$32.84	2.76
19-3020	Market and survey researchers	1,148	\$22.01	1.07
19-2030	Chemists and materials scientists	1,049	\$36.47	3.42
19-2020	Atmospheric and space scientists	941	\$42.46	19.73
19-1020	Biological scientists	769	\$30.29	2.45
19-4090	Other life, physical, and social science technicians	702	\$19.34	1.47
19-4030	Chemical technicians	665	\$24.40	3.14
19-1030	Conservation scientists and foresters	606	\$23.30	4.75
19-3090	Miscellaneous social scientists and related workers	544	\$30.22	3.26
19-4020	Biological technicians	479	\$18.74	1.99
19-2010	Astronomers and physicists	345	\$56.24	5.47
19-1040	Medical scientists	250	\$27.15	0.69
19-2090	Physical scientists, all other	233	\$26.70	1.86
19-3050	Urban and regional planners	231	\$30.17	1.91
19-4040	Geological and petroleum technicians	193	\$24.53	3.79

NORTHERN COLORADO

ECONOMIC DEVELOPMENT CORPORATION



19-1010	Agricultural and food scientists	161	\$21.13	1.46
19-4010	Agricultural and food science technicians	100	\$14.02	1.32
19-4060	Social science research assistants	41	\$14.87	0.58
19-3010	Economists	35	\$27.05	0.68
19-1090	Life scientists, all other	31	\$30.09	0.74
19-4050	Nuclear technicians	30	\$22.48	0.97
19-3040	Sociologists	20	\$16.65	0.94
		12,120	\$27.28	

Occupation Breakdown – Sales and Related Occupations (SOC Code 41)

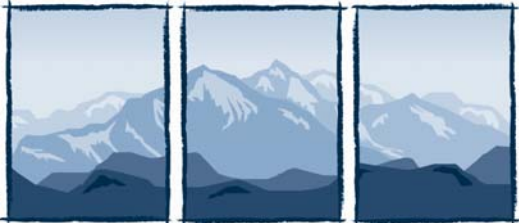
SOC Code	Name	2008 Jobs	Current Hourly Earnings	2008 LQ
41-2030	Retail salespersons	17,995	\$9.83	1.10
41-9020	Real estate brokers and sales agents	16,368	\$7.96	1.32
41-1010	First-line supervisors/managers of retail sales workers	10,421	\$14.50	1.00
41-2010	Cashiers	9,726	\$9.13	0.82
41-4010	Sales representatives, wholesale and manufacturing, technical and scientific products	8,110	\$28.26	1.16
41-9090	Miscellaneous sales and related workers	6,401	\$8.13	1.49
41-3090	Sales representatives, services, all other	2,807	\$19.95	1.12
41-2020	Counter and rental clerks and parts salespersons	2,684	\$12.40	1.19
41-3030	Securities, commodities, and financial services sales agents	2,483	\$17.39	1.17
41-3020	Insurance sales agents	1,878	\$14.44	0.81
41-9040	Telemarketers	1,390	\$10.60	1.19
41-3010	Advertising sales agents	769	\$18.69	1.05
41-9010	Models, demonstrators, and product promoters	711	\$8.53	1.30
41-9030	Sales engineers	703	\$36.97	2.65
41-3040	Travel agents	465	\$12.36	1.19
		82,910	\$12.77	

Occupation Breakdown – Office and Administrative Support (SOC Code 43)

SOC Code	Name	2008 Jobs	Current Hourly Earnings	2008 LQ
43-6010	Executive secretaries and administrative assistants	17,748	\$16.28	1.14
43-3030	Bookkeeping, accounting, and auditing clerks	7,129	\$14.86	0.97
43-5080	Stock clerks and order fillers	5,855	\$11.50	0.95
43-4050	Customer service representatives	5,724	\$14.35	0.76
43-9060	Office clerks, general	5,415	\$12.33	0.53
43-4170	Receptionists and information clerks	4,751	\$12.12	1.25
43-1010	First-line supervisors/managers of office and administrative support workers	3,562	\$19.68	0.69
43-5070	Shipping, receiving, and traffic clerks	1,940	\$13.90	0.78
43-3070	Tellers	1,886	\$11.97	0.92
43-5050	Postal service workers	1,368	\$24.24	0.69
43-3020	Billing and posting clerks and machine operators	1,237	\$14.59	0.71
43-9020	Data entry and information processing workers	1,161	\$11.43	0.71
43-4110	Interviewers, except eligibility and loan	1,044	\$12.00	1.27

NORTHERN COLORADO

ECONOMIC DEVELOPMENT CORPORATION



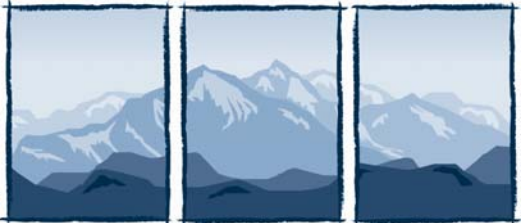
43-9190	Office and administrative support workers, all other	997	\$18.03	1.00
43-4190	Information and record clerks, all other	924	\$16.64	1.30
43-4080	Hotel, motel, and resort desk clerks	923	\$9.56	1.20
43-4030	Court, municipal, and license clerks	796	\$16.11	2.12
43-5060	Production, planning, and expediting clerks	793	\$20.70	0.85
43-5030	Dispatchers	722	\$18.24	0.76
43-3010	Bill and account collectors	713	\$15.09	0.52
43-5020	Couriers and messengers	685	\$8.61	0.73
43-4070	File clerks	656	\$12.82	0.89
43-4150	Order clerks	590	\$15.91	0.73
43-4130	Loan interviewers and clerks	549	\$15.41	0.75
43-9050	Mail clerks and mail machine operators, except postal service	443	\$12.14	0.87
43-3050	Payroll and timekeeping clerks	440	\$17.32	0.65
43-9040	Insurance claims and policy processing clerks	402	\$17.12	0.48
43-9010	Computer operators	353	\$20.46	0.95
43-4160	Human resources assistants, except payroll and timekeeping	350	\$17.34	0.63
43-4060	Eligibility interviewers, government programs	336	\$18.78	0.93
43-9070	Office machine operators, except computer	309	\$14.13	1.14
43-4120	Library assistants, clerical	295	\$11.85	0.75
43-4140	New accounts clerks	286	\$13.78	1.00
43-4010	Brokerage clerks	279	\$14.58	1.21
43-4180	Reservation and transportation ticket agents and travel clerks	245	\$12.64	0.44
43-9030	Desktop publishers	245	\$14.14	1.25
43-2010	Switchboard operators, including answering service	236	\$12.11	0.46
43-3060	Procurement clerks	186	\$17.27	0.71
43-5110	Weighers, measurers, checkers, and samplers, recordkeeping	158	\$13.93	0.64
43-5040	Meter readers, utilities	152	\$20.43	1.00
43-4040	Credit authorizers, checkers, and clerks	147	\$14.09	0.67
43-2020	Telephone operators	79	\$15.08	0.85
43-5010	Cargo and freight agents	66	\$22.59	0.23
43-9080	Proofreaders and copy markers	32	\$9.75	0.43
43-4020	Correspondence clerks	18	\$10.43	0.30
43-3040	Gaming cage workers	17	\$11.63	0.23
43-9110	Statistical assistants	14	\$18.30	0.19
43-2090	Communications equipment operators, all other	<10	--	--
		72,261	\$14.83	

Occupation Breakdown – Installation, Maintenance and Repair (SOC Code 49)

SOC Code	Name	2008 Jobs	Current Hourly Earnings	2008 LQ
49-9040	Industrial machinery installation, repair, and maintenance workers	5,163	\$16.76	0.87
49-3020	Automotive technicians and repairers	3,608	\$16.52	1.04
49-9090	Miscellaneous installation, maintenance, and repair workers	1,378	\$12.41	0.76
49-1010	First-line supervisors/managers of mechanics, installers, and repairers	1,287	\$29.48	0.86
49-2090	Miscellaneous electrical and electronic equipment mechanics, installers, and repairers	1,153	\$20.39	1.11

NORTHERN COLORADO

ECONOMIC DEVELOPMENT CORPORATION



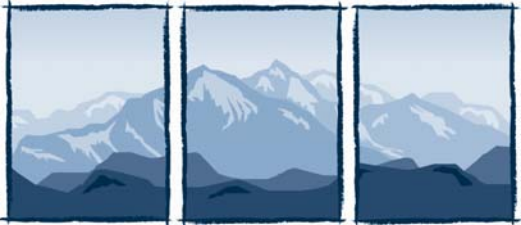
49-9020	Heating, air conditioning, and refrigeration mechanics and installers	872	\$18.32	0.79
49-2020	Radio and telecommunications equipment installers and repairers	849	\$29.53	1.16
49-9050	Line installers and repairers	786	\$23.76	0.81
49-3090	Miscellaneous vehicle and mobile equipment mechanics, installers, and repairers	646	\$11.94	1.59
49-3040	Heavy vehicle and mobile equipment service technicians and mechanics	633	\$20.79	0.99
49-3030	Bus and truck mechanics and diesel engine specialists	632	\$18.58	0.69
49-2010	Computer, automated teller, and office machine repairers	576	\$17.07	1.04
49-3050	Small engine mechanics	305	\$11.54	0.89
49-9060	Precision instrument and equipment repairers	301	\$13.30	0.83
49-9030	Home appliance repairers	245	\$9.78	0.92
49-9010	Control and valve installers and repairers	214	\$20.28	1.06
49-3010	Aircraft mechanics and service technicians	177	\$20.85	0.45
		18,825	\$18.36	

Occupation Breakdown – Production Occupations (SOC Code 51)

SOC Code	Name	2008 Jobs	Current Hourly Earnings	2008 LQ
51-2090	Miscellaneous assemblers and fabricators	3,308	\$12.80	0.69
51-3020	Butchers and other meat, poultry, and fish processing workers	2,393	\$12.14	1.91
51-9190	Miscellaneous production workers	1,896	\$12.30	0.57
51-1010	First-line supervisors/managers of production and operating workers	1,867	\$24.05	0.83
51-2020	Electrical, electronics, and electromechanical assemblers	1,816	\$14.57	1.88
51-9060	Inspectors, testers, sorters, samplers, and weighers	1,462	\$16.55	0.94
51-4120	Welding, soldering, and brazing workers	1,274	\$15.87	0.80
51-9110	Packaging and filling machine operators and tenders	1,172	\$12.57	1.03
51-5020	Printers	1,066	\$15.63	1.04
51-4040	Machinists	950	\$19.97	0.70
51-4030	Machine tool cutting setters, operators, and tenders, metal and plastic	730	\$13.24	0.50
51-7010	Cabinetmakers and bench carpenters	695	\$13.29	1.53
51-6010	Laundry and dry-cleaning workers	660	\$8.64	0.74
51-8030	Water and liquid waste treatment plant and system operators	572	\$21.46	1.59
51-6050	Tailors, dressmakers, and sewers	568	\$8.02	1.07
51-6030	Sewing machine operators	562	\$10.83	0.80
51-3090	Miscellaneous food processing workers	558	\$11.31	1.06
51-9120	Painting workers	531	\$16.13	0.81
51-4080	Multiple machine tool setters, operators, and tenders, metal and plastic	521	\$13.84	1.81
51-9020	Crushing, grinding, polishing, mixing, and blending workers	474	\$14.91	0.65
51-3010	Bakers	451	\$11.47	0.92
51-7040	Woodworking machine setters, operators, and tenders	445	\$12.72	0.92
51-9080	Medical, dental, and ophthalmic laboratory technicians	386	\$17.73	1.19
51-6090	Miscellaneous textile, apparel, and furnishings workers	384	\$9.69	0.84

NORTHERN COLORADO

ECONOMIC DEVELOPMENT CORPORATION



51-2040	Structural metal fabricators and fitters	361	\$17.81	0.98
51-4070	Molders and molding machine setters, operators, and tenders, metal and plastic	357	\$13.83	0.68
51-9130	Photographic process workers and processing machine operators	349	\$10.88	1.21
51-8090	Miscellaneous plant and system operators	341	\$22.64	0.85
51-8010	Power plant operators, distributors, and dispatchers	331	\$24.39	1.75
51-5010	Bookbinders and bindery workers	326	\$13.58	1.41
51-4190	Miscellaneous metalworkers and plastic workers	325	\$13.59	0.70
51-9010	Chemical processing machine setters, operators, and tenders	298	\$16.09	0.94
51-4010	Computer control programmers and operators	248	\$18.15	0.48
51-4020	Forming machine setters, operators, and tenders, metal and plastic	222	\$15.00	0.44
51-9040	Extruding, forming, pressing, and compacting machine setters, operators, and tenders	196	\$15.85	0.73
51-7020	Furniture finishers	169	\$10.59	1.16
51-9070	Jewelers and precious stone and metal workers	158	\$12.05	0.89
51-9030	Cutting workers	156	\$12.78	0.47
51-9140	Semiconductor processors	150	\$17.47	1.12
51-2030	Engine and other machine assemblers	127	\$12.60	0.99
51-6040	Shoe and leather workers	113	\$8.00	0.92
51-6060	Textile machine setters, operators, and tenders	88	\$10.76	0.25
51-8020	Stationary engineers and boiler operators	81	\$21.82	0.60
51-6020	Pressers, textile, garment, and related materials	81	\$9.48	0.36
51-4110	Tool and die makers	79	\$19.07	0.28
51-4060	Model makers and patternmakers, metal and plastic	64	\$18.12	1.02
51-7090	Woodworkers, all other	44	\$10.55	0.80
51-7030	Model makers and patternmakers, wood	42	\$10.55	0.81
51-4050	Metal furnace and kiln operators and tenders	35	\$16.20	0.28
51-9050	Furnace, kiln, oven, drier, and kettle operators and tenders	24	\$15.05	0.29
51-2010	Aircraft structure, surfaces, rigging, and systems assemblers	<10	--	--
		29,506	\$14.72	

This report uses state data from the following agencies: Colorado Department of Labor and Employment.



Data Sources and Calculations

Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include US Census Bureau annual estimates, birth and mortality rates from the US Health Department, and projected regional job growth.

Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

State Data Sources

This report uses state data from the following agencies: Colorado Department of Labor and Employment.