

# Prowers County

## Demographic and Economic Profile



**COLORADO**  
Department of Local Affairs

### Community Quick Facts

Population (2013)	12,236
Population Change 2010 to 2013	-295
Median HH Income (ACS 09-13)	\$34,391
State Median HH Income (ACS 09-13)	\$58,433
Employment (County in 2013)	5,986
Cost of Living Index (State=100)	83.89, Very Low

Source: State Demography Office  
U.S. Census Bureau

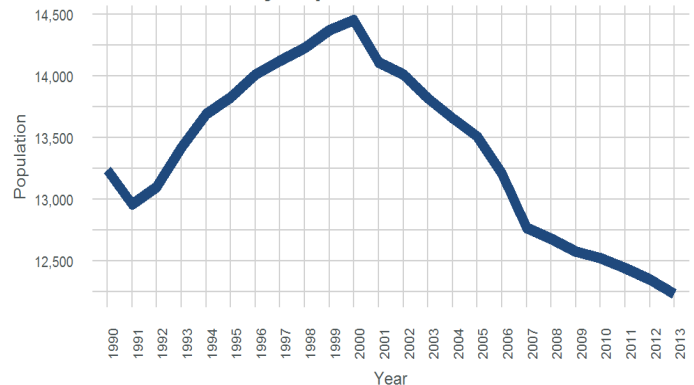


## Population

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

- Prowers County has seen population declines since 2000, declining from just under 14,500 to about 12,200 in 2013.
- Prowers had been growing during the 1990s, adding about 1,000 people from 1990 to 1999.
- Population decline has been largely related to out migration, however natural increase has declined sharply as well (births - deaths).

Prowers County Population, 1990 to 2013

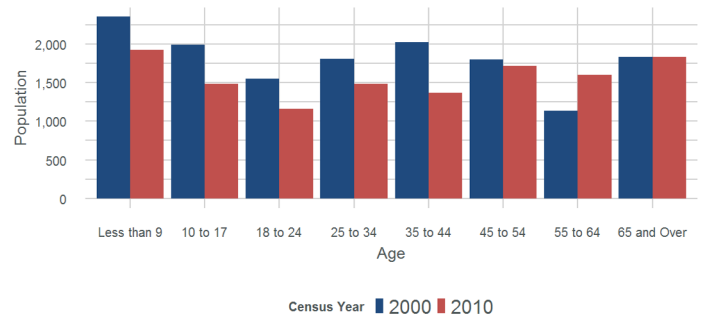


	Population		Annual Average Growth Rate (%)	
	Prowers	Colorado	Prowers	Colorado
1990	13,347	3,294,473		
1995	13,823	3,811,074	0.7%	3.0%
2000	14,453	4,338,801	0.9%	2.6%
2010	12,531	5,049,717	-1.4%	1.5%
2013	12,236	5,264,890	-0.8%	1.4%

### Population By Age

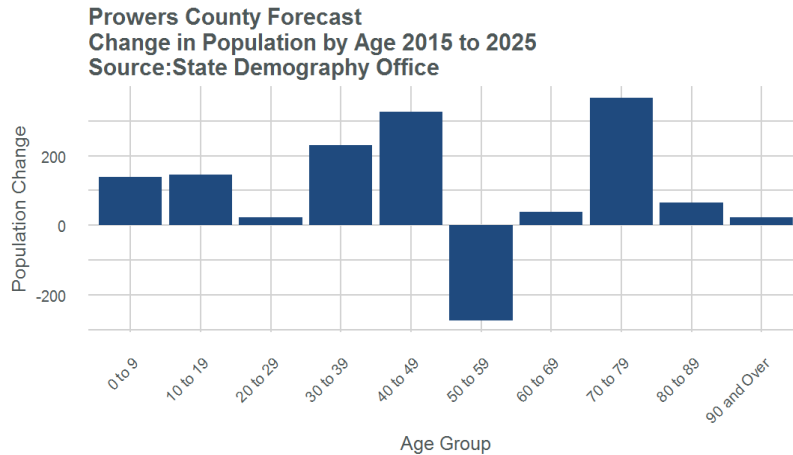
Prowers' population by age is shown in the chart to the right for both 2000 (darker bar) and 2010 (lighter bar). The largest increase was in the 55 to 64 year old age group, which could indicate a need to evaluate aging services in the county. All other age groups declined as expected based on declining population. The aging population may also put downward pressure on local government tax revenue due to changes in spending on taxable goods.

Prowers County Population by Age  
Source: U.S. Census Bureau



## Population By Age, Continued

Prowers County is expected to increase slowly between 2015 and 2025. Most of this growth is forecast in the prime working age adults (30-49) and those over 70 years of age. In-migration to the county will be driven by the need for replacement workers for older adults aging out of Prowers County's current labor force. Due to the forecast growth in working age adults, there is also a forecast growth in the number of children. This mirrors the growth of family households. This growth will not negate the need to evaluate aging services, but may alleviate some of the downward pressure aging can put on tax revenues.

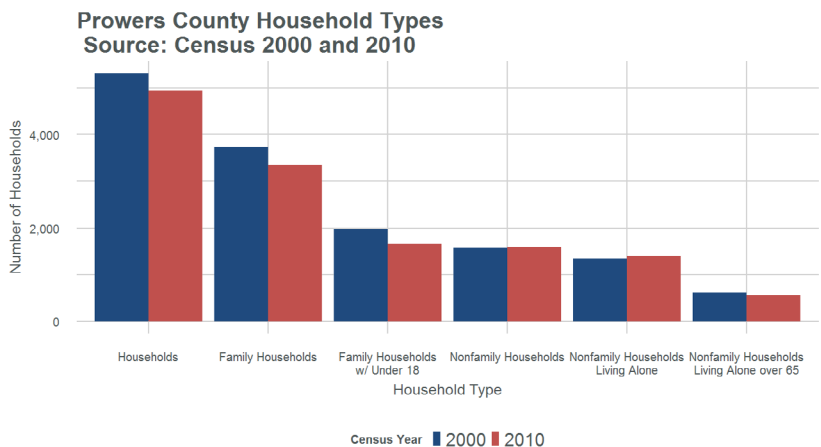


## Housing & Households

Prowers County Housing Units	2000	2010	2010 %
Total Housing Units	5,977	5,942	
Occupied Housing Units	5,307	4,935	83.1%
Owner-Occupied Units	3,514	3,279	66.4%
Renter-Occupied Units	1,793	1,656	33.6%
Vacant Housing Units	670	1,007	16.9%
For Seasonal	57	69	6.9%
All Other Vacant	613	938	93.1%

- The overall vacancy rate was nearly 17% in 2010.
- Vacancy rates were slightly higher than the state average and increased between 2000 and 2010.
- Most of the units are owner occupied (66%) but an active rental market exists as well.

- There was a small decrease in households between 2000 and 2010.
- This decrease is most visible across family and family w/ children under 18 households.
- This decrease is likely tied to a population decline in the 25 to 44 groups as well as the less than 9 and 10 to 17 groups.



# Race & Ethnicity

Prowers County Population by Race/Ethnicity

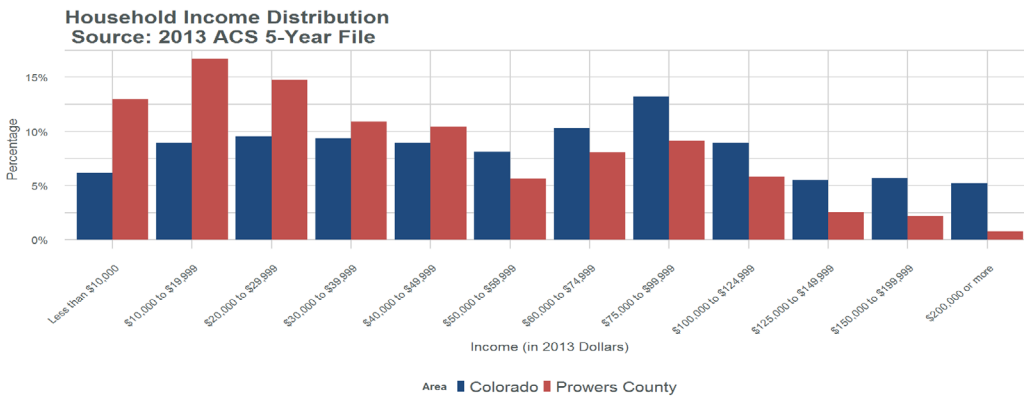
	2000	2010	2010 %
Total	14,483	12,551	
White	9,427	7,873	62.7%
Black or African American	35	54	0.4%
American Indian or Alaska Native	76	65	0.5%
Asian	49	38	0.3%
Native Hawaiian and Other	1	2	0.0%
Some Other Race	10	11	0.1%
Two or More	119	91	0.7%
Hispanic	4,766	4,417	35.2%

Source: U.S. Census 2010

- Prowers is more diverse than the state as a whole and is becoming more diverse over time, even without population growth overall.
- The Hispanic population declined by about 400 while the White population decreased by about 1,500. The slower decline among Hispanics contributed to the increased diversity.

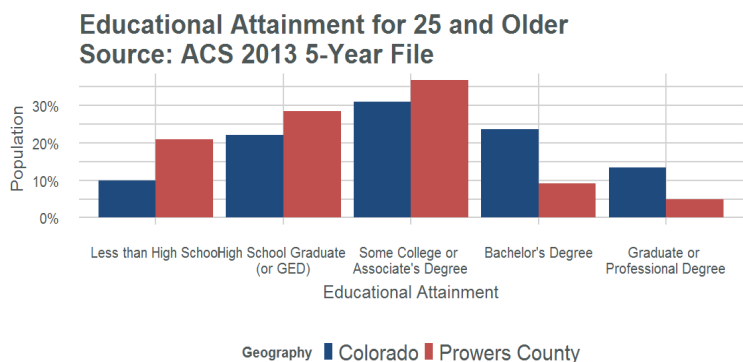
# Income

The graph below compares Prowers County's income distribution to the state. Prowers County has a larger share of people earning less than \$50,000 than the state. The lower incomes reflect the large number of lower wage government, retail, and agriculture jobs alongside fewer higher wage professional service jobs. Loss of jobs has also put downward pressure on income as well as the larger share of the population over 65.



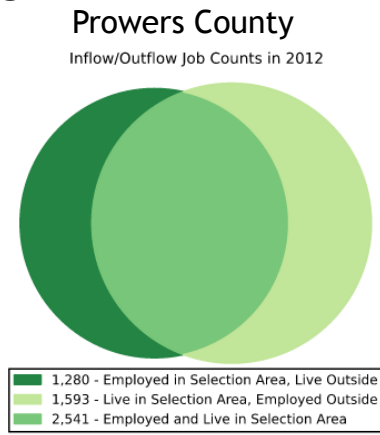
# Education

Prowers County 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, and growth in some industries may require increasing the educational attainment. The largest share of the population has some college or associate's degree which is similar to the state.



# Commuting

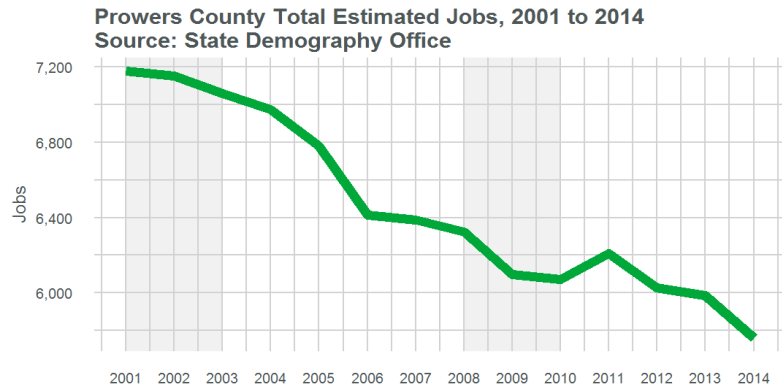
Commuting plays an important role in the economy of an area because not all workers live where they work. Commuting impacts local job growth, access to employees, and transportation infrastructure. The graph to the side breaks the data by job and by resident worker. Just over 66% of the jobs are held by residents and 33% of the jobs are held by people who live outside the county. This shows that Prowers County residents are far more likely to work in Prowers than outside, which is not always the case in other counties.



Source: LEHD On the Map, 2012

# Jobs & the Economy

Total employment in the county was estimated to be 5,760 in 2014. Prowers has lost approximately 300 jobs since 2010 and 1,400 since 2001. As shown in the time series below, this loss was fairly consistent from 2001 to present, with a small blip in 2011. Job losses have been largest in the manufacturing, agriculture, retail trade, and government industries.



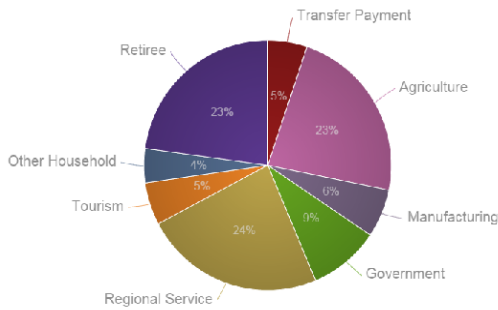
Note: Grey shading represents beginning to bottom of U.S. recessions.

Share of Jobs by Industry	Prowers	Colorado
Agriculture	11%	2%
Mining	2%	1%
Utilities	1%	0%
Construction	4%	6%
Manufacturing	5%	5%
Wholesale trade	2%	3%
Retail Trade	12%	10%
Transportation and warehousing	3%	3%
Information	1%	3%
Finance activities	4%	4%
Real estate	2%	3%
Professional and business services	3%	9%
Management of companies and enterprise	0%	1%
Admin and waste	2%	6%
Education	0%	2%
Health Services	8%	10%
Arts, Entertainment, and Recreation	1%	2%
Accommodation and food	8%	8%
Other services, except public administration	6%	6%
Government	25%	15%

## Economic Industry Mix

The industry concentrations in Prowers County are different than Colorado as a whole. The largest industries by employment are Government, Retail, and Agriculture.

Prowers Base Industries, 2013



Source: State Demography Office

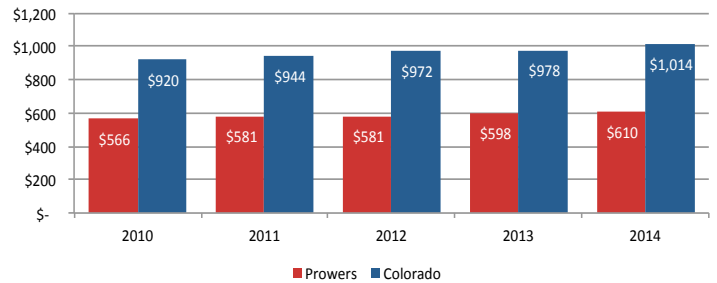
## Economic Base Analysis

The Base Industries chart shows which industries drive the economy in Prowers. The chart shows the important share of economic activity driven by agriculture spending. It also shows the significance of retiree and regional services to the economy. Regional service includes all establishments primarily engaged in providing services to surrounding counties or to the nation. An example of which in Prowers County include hospitals and health care services.

## Average Wage Trends

- Average weekly wages in Prowers increased 7.8% from 2010 to 2013.
- Colorado saw wage growth of 10.2%.
- Weekly wages of \$610 in Prowers in 2014 were only 66% of the \$1,014 statewide average; some of this difference is made up by the areas lower cost of living.

Average Weekly Wages



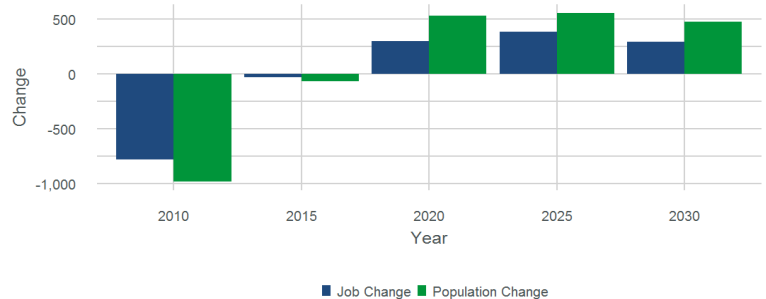
Source: Department of Labor and Employment (QCEW)

## Population and Economic Forecast

The rates of growth of both population and jobs can differ somewhat because of changes in the labor market, i.e., labor force participation rates, age, unemployment rates, multiple job holding, and/or commuting. In addition, macroeconomic conditions such as business cycle fluctuations and faster or slower periods of U.S. and Colorado economic growth can affect overall job growth in a region.

- Population growth is forecast to exceed job growth for the period from 2015 to 2020 and continue through 2030.
- This is driven in part by the aging of the population and the labor force in particular. Population growth occurs as people move into jobs vacated when a person ages out of the labor force. This drives population growth, but not necessarily new jobs.
- This means that while employment isn't expected to be growing very quickly, population will grow slightly faster. This may require additional attention to community development and assessing what is needed to attract and retain both population and jobs. Additionally, an aging population may require increased need for accessible housing and other aging services.

Prowers County Forecast Change in Population and Jobs 2010 to 2030  
Source: State Demography Office



	Total Jobs	Population
2010	6,080	12,528
2015	6,051	12,460
2020	6,350	12,992
2025	6,732	13,546
2030	7,021	14,020