

Sterling city

Demographic and Economic Profile

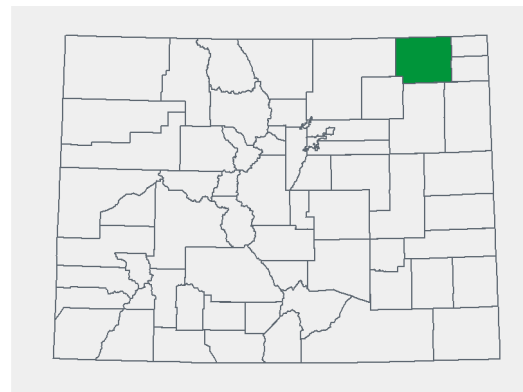


COLORADO
Department of Local Affairs

Community Quick Facts

Population (2014)	14,182
Population Change 2010 to 2014	-168
Place Median HH Income (ACS 10-14)	\$36,204
State Median HH Income (ACS 10-14)	\$59,448
Employment (County in 2014)	11,052
County Cost of Living Index (State=100)	92.71, Low

Source: State Demography Office
U.S. Census Bureau

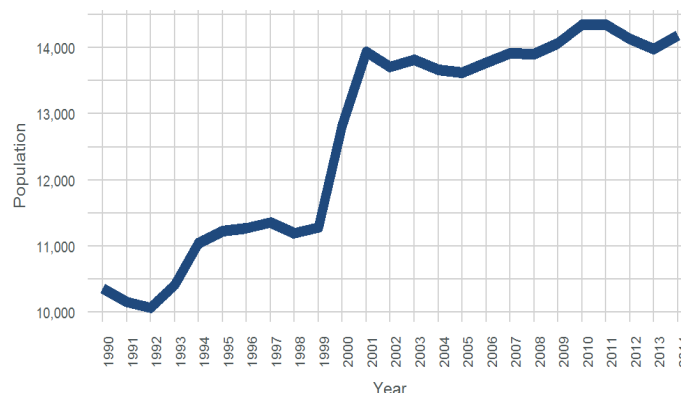


Population

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

- Sterling saw moderate population growth in the early 90's until the Sterling Correctional Facility was opened causing a spike in population in 2000.
- Household population has remained steady since 2000 while the group quarters population (the prison) has grown.
- Most population fluctuations since 2000 are related to changes in the prison population.

Sterling Population, 1990 to 2014



Population

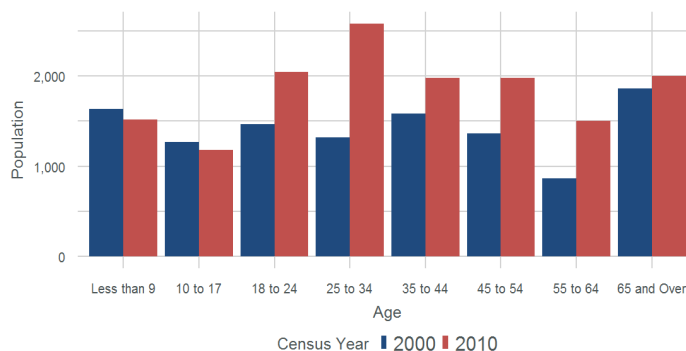
Annual Average Growth Rate (%)

	Sterling city	Logan	Colorado	Sterling city	Logan	Colorado
1990	10,362	17,567	3,294,473			
1995	11,223	19,368	3,811,074	1.6%	2.0%	3.0%
2000	12,821	20,655	4,338,801	2.7%	1.3%	2.6%
2010	14,350	22,293	5,050,289	1.1%	0.8%	1.5%
2014	14,182	22,088	5,353,471	-0.3%	-0.2%	1.5%

Population By Age

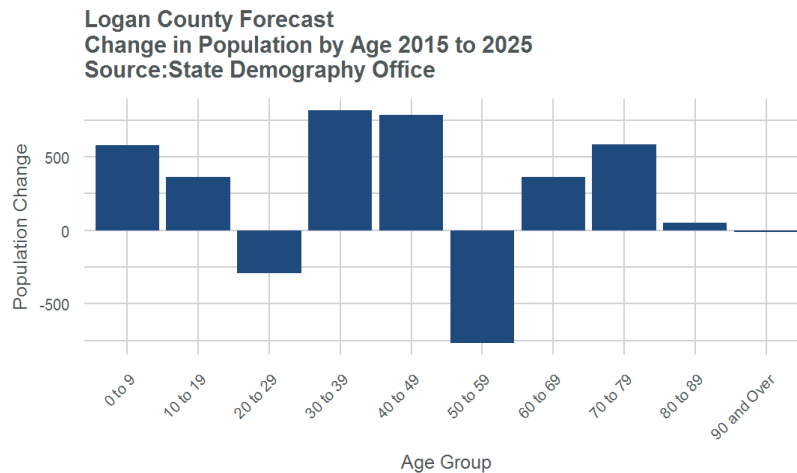
Sterling's population by age is shown in the chart to the right for both 2000 and 2010. The large increase in the 25 to 34 age group is largely due to the expansion of the prison. There was also strong growth in the 45 to 64 age groups and some growth in the 65 and over population. The population over age 65 is one of the largest population age group in the city.

Sterling City Population by Age
Source: U.S. Census Bureau



Population By Age, Continued

Logan County, where Sterling is located, is forecast to reach 23,200 by 2020 and 29,350 by 2040. The forecast growth rate is expected to return to an annual average growth rate of 1.2% per year from 2015 to 2030. Most of this growth is forecast for young adults (20-40), those most likely to move and their children under 10. The number of residents over age 70 will also increase, the result of current older residents aging in place. The forecast growth will be dependent on housing and community services and how well Logan County attracts and retains its population.

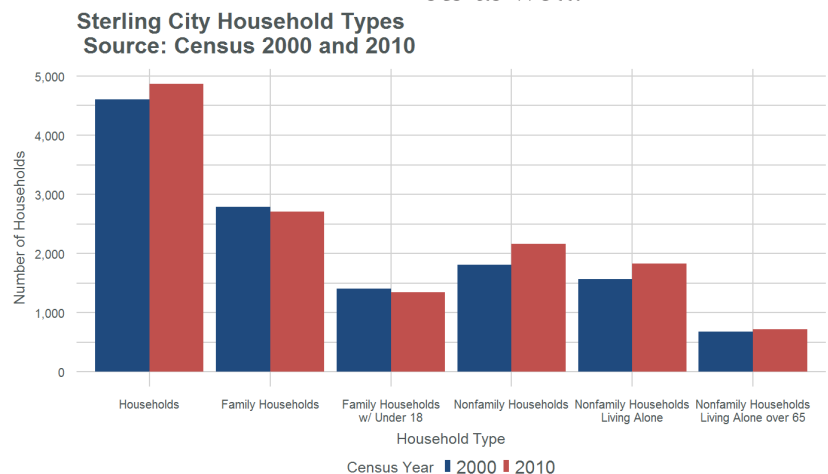


Housing & Households

Sterling city Housing Units	2000	2010	2010 %
Total Housing Units	5,171	5,404	
Occupied Housing Units	4,604	4,873	90.2%
Owner-Occupied Units	2,922	2,869	58.9%
Renter-Occupied Units	1,682	2,004	41.1%
Vacant Housing Units	567	531	9.8%
For Seasonal	30	26	4.9%
All Other Vacant	537	505	95.1%

- There was a large increase in households between 2000 and 2010.
- This increase is almost entirely due to growth in non-family households, specifically non-family households living alone experienced fast growth.

- The overall vacancy rate was 9.8% in 2010.
- The vacancy rate was fairly low in 2010 and has risen slightly in 2014, 11.37%, according to the State Demography Office estimates.
- A majority of the units are owner occupied (58.9%) but an active rental market exists as well.



Race & Ethnicity

Sterling city Population by Race/Ethnicity

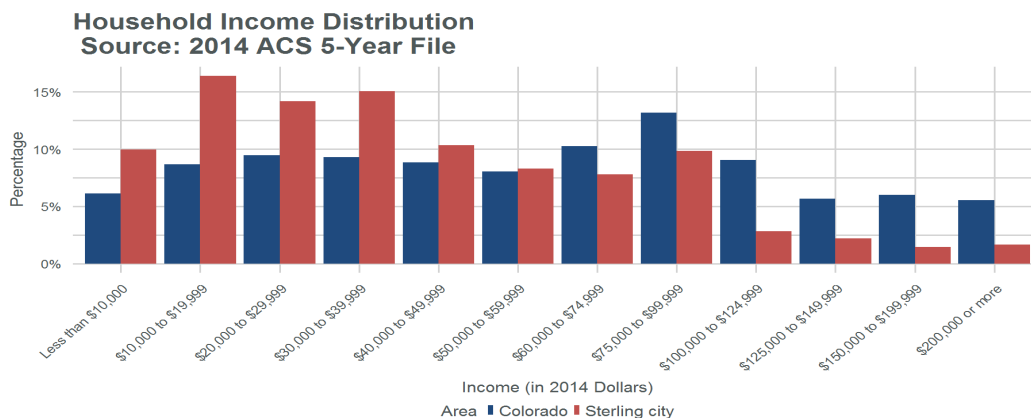
	2000	2010	2010 %	Colorado 2010 %
Total	11,360	14,777		
White	9,463	10,413	70.5%	70.0%
Black or African American	83	856	5.8%	3.8%
American Indian or Alaska Native	54	164	1.1%	0.6%
Asian	43	99	0.7%	2.7%
Native Hawaiian and Other	7	9	0.1%	0.1%
Some Other Race	2	10	0.1%	0.2%
Two or More	95	142	1.0%	2.0%
Hispanic	1,613	3,084	20.9%	20.7%

Source: U.S. Census 2010

- Sterling closely matches the state in terms of diversity, and has become more diverse over the last decade.
- There has been growth across all race and ethnic groups.

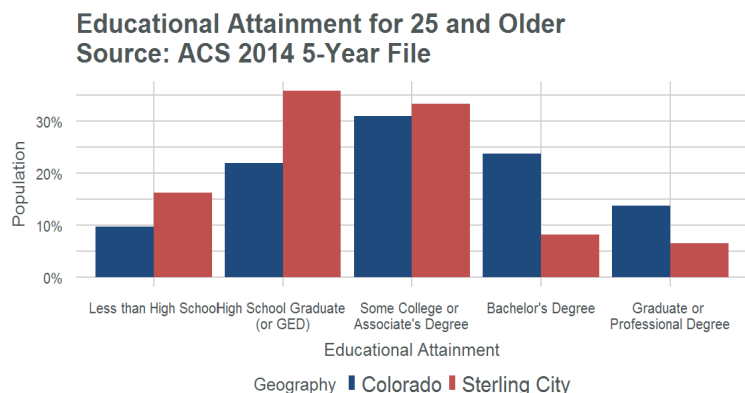
Income

The graph below compares Sterling's income distribution to the state. Sterling has a lower median household income than the state, \$36,204 vs. \$59,448. Sterling has a larger share of people earning less than \$50,000 in income than the state. This is partially driven by the higher share of lower wage agriculture jobs alongside fewer higher wage professional service jobs.



Education

- Sterling has a lower share of its population with a Bachelor's degree or higher than the state as a whole.
- The largest share of the population has completed high school or GED.



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. The dark green circle represents the jobs, the light green the labor force and where they intersect is where the local jobs are filled by the local labor force. About 55% of the jobs are held by residents and 45% of the jobs are held by people who live outside the city. Considering Sterling's labor force, about 52% of the residents also work within the city, while 48% commute outside the city limits for work.

Sterling City Commuting Patterns, 2014



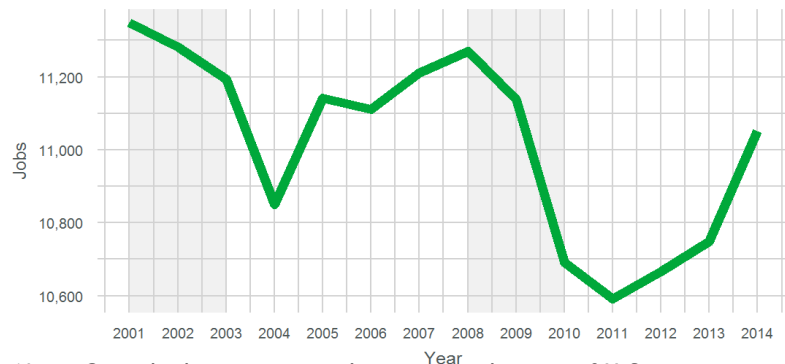
Source: LEHD On the Map, 2016

Note: Data does not include agricultural and self-employed jobs and uses administrative boundaries only.

Jobs & the Economy

Total employment in the county was estimated to be 11,052 in 2014. Similar to many eastern plains counties, employment in Logan County remains about 200 jobs below the 2008 peak. Since 2011 the county has added about 450 jobs. The majority of these jobs are in administration and waste and agriculture. Other industries that have gained jobs since 2011 include administration and waste, accommodation and food, construction, utilities, other services, mining and real estate.

Logan County Total Estimated Jobs, 2001 to 2014
Source: State Demography Office

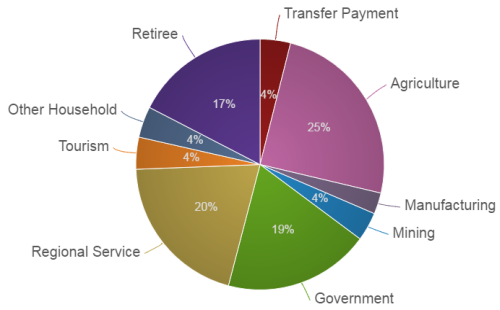


Economic Industry Mix

Sterling has a similar industry mix to Logan County, as seen in the chart to the left. The largest industries by employment share of jobs are health services, government, retail trade, and accommodation and food. Sterling has a much larger share of jobs in retail trade, health services and accommodation and food than the county demonstrating its dependence on these industries.

Share of Jobs by Industry, 2014	Logan	Sterling
Agriculture	11%	1%
Mining	2%	3%
Utilities	1%	0%
Construction	4%	5%
Manufacturing	3%	4%
Wholesale trade	3%	4%
Retail Trade	11%	16%
Transportation and warehousing	4%	3%
Information	1%	1%
Finance activities	2%	3%
Real estate	2%	1%
Professional and business services	2%	1%
Management of companies and enterprise	1%	1%
Admin and waste	4%	5%
Education	0%	0%
Health Services	12%	18%
Arts, Entertainment, and Recreation	1%	0%
Accommodation and food	8%	12%
Other services, except public administration	6%	4%
Government	23%	18%

Logan Base Industries, 2014



Source: State Demography Office

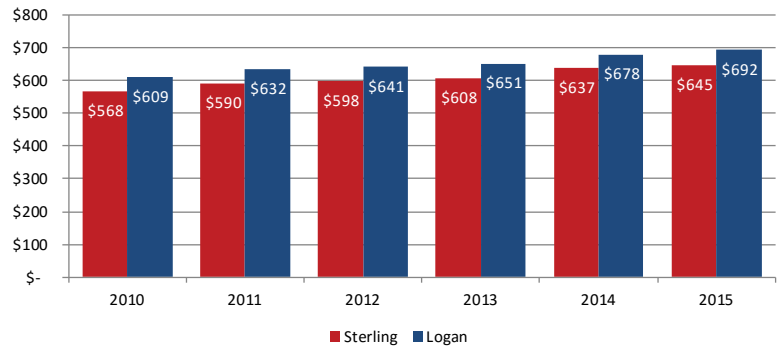
Economic Base Analysis

The Base Industries chart shows which industries drive the economy in Logan. The chart shows the important share of economic activity driven by agriculture and regional service. Agriculture includes manufacturing that is related to processing of animals, while regional service includes construction and health services. Government and retirees are also important economic drivers to the county. Retirees are a driver because they spend their savings or pensions locally. The traditionally strong mining and government sectors comprise smaller, yet important shares of the base.

Average Wage Trends

- Average weekly wages in Sterling increased 14% from 2010 to 2015.
- Logan County also saw wage growth of 14% over the same period.
- Weekly wages of \$645 in Sterling in 2015 were only 62% of the \$1,042 statewide average; the weekly wage was 93% of the \$692 Logan average.

Average Weekly Wages



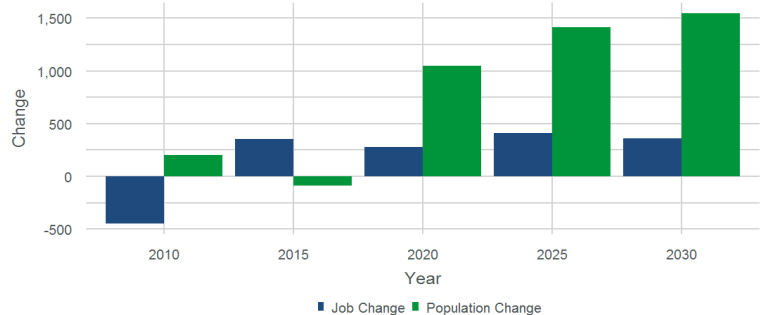
Source: Department of Labor and Employment (QCEW)

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.

- Job growth exceeded population growth for the period from 2010 to 2015. After 2015, population growth is expected to exceed job growth.
- Population growth after 2020 in Logan County is in large part driven by job growth within the surrounding Area.
- Population is forecast to grow within in the young adult (30-40) age groups as well as significant aging into 70 and older age groups. This aging will also cause a decline in the number of residents aged 50 to 59, an important age group as they are also typically the households with the highest income.
- This means that while employment isn't expected to be growing, population will.

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



	Total Jobs	Population
2010	10,691	22,291
2015	11,044	22,200
2020	11,322	23,246
2025	11,731	24,662
2030	12,094	26,212