

THE UNIVERSITY OF KANSAS  
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TECHNICAL REPORT SERIES

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## Economic Trends: Labette County

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## **Foreword**

The following report was prepared for a presentation by Dr. Charles Krider to the Parsons Chamber of Commerce. Dr. Krider is Director of the Institute for Public Policy and Business Research (IPPBR) and Co-Director of the Kansas Center for Community Economic Development (KCCED) at the University of Kansas.

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# Economic Trends: Labette County

## Introduction

The use of data in economic development is important because it assists a community in “taking stock” and understanding its current situation across several different areas of economic and demographic performance. However, data alone do not lead to a well-founded understanding of the community. Data must be analyzed and interpreted, taking into account the intuition of those within the community about what the overall trends really mean. In other words, data serve as the foundation for an analysis which includes: 1) what is happening in the community relative to other regions over time, and 2) what potential impacts or consequences can be inferred from the data.

This report looks at the following key demographic and economic variables:

- Population,
- Employment,
- Earnings and Income,
- Retail,
- Agriculture, and
- Education.

Throughout the report, Labette County’s performance is compared with the performance of the State of Kansas and Selected Counties<sup>1</sup>. It is by no means a comprehensive analysis of economic trends facing Labette County but rather an overview of some key economic and demographic variables.

## POPULATION

Population size and economic activity are closely related. Changes in population size are directly linked to employment opportunities, wage differentials between regions, and a community’s overall economic conditions and quality of life. Communities with growing populations are generally regarded as being more able to adapt to a changing economic environment due to the opportunities presented by new residents as additional consumers, taxpayers, and suppliers of labor. Without population growth, communities face problems of a tightening labor market, lack of new customers for businesses, a shrinking tax base, and an overall decline in economic activity. Generally, areas of population growth are also areas of economic growth, whereas areas of population loss suffered previous economic decline and restructuring.

Population characteristics are regarded as indicators of a region’s economic conditions and economic potential. The level of Labette County’s population relative to the state’s

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<sup>1</sup> “Selected Counties” are Cherokee, Crawford, Neosho, Montgomery, and Wilson counties in Kansas. Craig, Nowata, Ottawa, and Washington counties in Oklahoma.

population reflects the county's overall level of competitiveness with respect to other regions within the state. A minimum population is necessary to sustain a basic level of public and private services and facilities. Past and projected population change is indicative of community economic trends and can be compared to other counties and the statewide and national averages.

Migration is linked to job opportunities and demand as well as wage differentials between regions. Counties with low rates of job creation and low wages will face higher worker mobility due to a "push" factor (lack of opportunity) or a "pull" phenomenon by urban areas with higher wages, better job opportunities, and a perceived better quality of life. Other determinants of regional migration are age and education. Generally, there is a life-cycle pattern to migration with the population aged 18 to 45 being the most mobile age group. The effect of education on migration is reflected by the movement of well-educated workers toward better job matches for themselves and their spouses and their attempts to raise their income levels by migrating to areas with employment opportunities.

The following section consists of the population tables, figures, and maps which together illustrate population totals, population growth rates, percent net migration, and population rankings.

### **Population: Key Findings**

- Labette County's population peaked in 1920 at 34,047. The decade from 1980 to 1990 showed the most severe population decline of 7.7 percent since the 7.9 percent decline of 1920 to 1930. The decade of greatest population growth for the county was the 1900's at 14.7 percent (Table 1). Population is projected to continue to decrease for every decade approaching the year 2020.<sup>2</sup>
- Population estimates from 1990 to 1996 show the county's population declining by 3.5 percent (Table 2).
- Kansas and the U.S. experienced positive growth during the 1980's while Labette County's population declined. Most of the counties in the region also experienced the same lagging pattern of population growth compared to Kansas and the U.S. Cherokee County is the only county in the region with growth estimates from 1990 to 1996 greater than Kansas. None of the selected counties had growth estimates greater than the U.S. for the time period (Table 2 and Figure 1).
- During the 1980's, most of the counties in Kansas, particularly the rural counties, experienced a negative net migration. Labette County experienced a negative 10.6 percent net migration from 1980 to 1990 (Map 2).

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<sup>2</sup> Floerchinger, Teresa D., "Kansas Population Projections 1990 – 2030," Kansas Division of the Budget, September 1992.

**Table 1**

Population Totals, Growth Rates, Rank & Share  
 Actual 1890 – 1990, Estimates 1991 – 1996, Projections 2000 - 2020

| <b>Year</b>   | <b>Labette County</b>   |                    | <b>Kansas</b>           |                    | <b>Rank</b> | <b>Share (%)</b> |
|---------------|-------------------------|--------------------|-------------------------|--------------------|-------------|------------------|
|               | <b>Population Total</b> | <b>Growth Rate</b> | <b>Population Total</b> | <b>Growth Rate</b> |             |                  |
| <b>1890</b>   | 27,586                  |                    | 1,427,096               |                    | 10          | 1.9              |
| <b>1900</b>   | 27,387                  | -0.7 %             | 1,470,495               | 3.0 %              | 11          | 1.9              |
| <b>1910</b>   | 31,423                  | 14.7               | 1,690,949               | 15.0               | 10          | 1.9              |
| <b>1920</b>   | 34,047                  | 8.4                | 1,769,257               | 4.6                | 10          | 1.9              |
| <b>1930</b>   | 31,346                  | -7.9               | 1,880,999               | 6.3                | 11          | 1.7              |
| <b>1940</b>   | 30,352                  | -3.2               | 1,801,028               | -4.3               | 11          | 1.7              |
| <b>1950</b>   | 29,285                  | -3.5               | 1,905,299               | 5.8                | 15          | 1.5              |
| <b>1960</b>   | 26,805                  | -8.5               | 2,178,611               | 14.3               | 17          | 1.2              |
| <b>1970</b>   | 25,775                  | -3.8               | 2,249,071               | 3.2                | 18          | 1.1              |
| <b>1980</b>   | 25,682                  | -0.4               | 2,364,236               | 5.1                | 20          | 1.1              |
| <b>1990</b>   | 23,693                  | -7.7               | 2,477,588               | 4.8                | 23          | 1.0              |
| <b>1991*</b>  | 23,568                  | -0.5               | 2,491,618               | 0.6                | 24          | 0.9              |
| <b>1992*</b>  | 23,503                  | -0.3               | 2,513,609               | 0.9                | 24          | 0.9              |
| <b>1993*</b>  | 23,251                  | -1.1               | 2,531,637               | 0.7                | 24          | 0.9              |
| <b>1994*</b>  | 23,124                  | -0.5               | 2,549,972               | 0.7                | 24          | 0.9              |
| <b>1995*</b>  | 22,976                  | -0.6               | 2,563,618               | 0.5                | 25          | 0.9              |
| <b>1996*</b>  | 22,869                  | -0.47              | 2,572,150               | 0.33               | 25          | 0.89             |
| <b>2005**</b> | 22,893                  | 0.10               | 2,604,664               | 1.26               | n/a         | 0.88             |
| <b>2010**</b> | 22,637                  | -1.12              | 2,645,887               | 1.58               | n/a         | 0.86             |
| <b>2015**</b> | 22,591                  | -0.20              | 2,688,165               | 1.60               | n/a         | 0.84             |
| <b>2020**</b> | 22,572                  | -0.08              | 2,723,689               | 1.32               | n/a         | 0.83             |

\* Estimation.

\*\* Projection.

Source: Population Totals: U.S. Bureau of the Census, Fifteenth Census of the United States, 1930, Vol. 1; "Census of Population, 1960: Number of Inhabitants; 1980 Census of Population," Vol. 1, Chapter A, Part 18; "1990 Decennial Census," mimeographed sheet; Population Estimates, and Population Distribution Branches, U.S. Bureau of the Census; 1996 Population Estimates for Counties, Population Estimates Branch, U.S. Bureau of the Census 1997. Calculations: IPPBR.

**Table 2**

Population Growth Rates (percent): 1950 - 1996\*  
 Labette County, Selected Counties, Kansas, and United States

|                       | <u>1950 - 60</u> | <u>1960 - 70</u> | <u>1970 - 80</u> | <u>1980 - 90</u> | <u>1990 - 96*</u> |
|-----------------------|------------------|------------------|------------------|------------------|-------------------|
| <b>Labette</b>        | -8.5 %           | -3.8 %           | -0.4 %           | -7.7 %           | -3.5 %            |
| <b>Cherokee</b>       | -11.4            | -3.3             | 3.5              | -4.2             | 5.3               |
| <b>Crawford</b>       | -8.0             | 2.2              | 0.2              | -6.2             | 2.1               |
| <b>Montgomery</b>     | -3.2             | -11.2            | 5.8              | -8.2             | -3.6              |
| <b>Neosho</b>         | -4.4             | -3.3             | 0.8              | -10.2            | -0.8              |
| <b>Wilson</b>         | -11.7            | -13.5            | 7.2              | -15.2            | 0.6               |
| <b>Craig, OK</b>      | -10.7            | -9.7             | 2.0              | -6.4             | 2.7               |
| <b>Nowata, OK</b>     | -14.8            | -9.9             | 17.5             | -13.4            | -1.0              |
| <b>Ottawa, OK</b>     | -12.2            | 5.3              | 10.3             | -7.0             | -0.8              |
| <b>Washington, OK</b> | 28.8             | -0.2             | 13.8             | 0.4              | -1.8              |
| <b>Kansas</b>         | 14.3             | 3.2              | 5.1              | 4.8              | 3.7               |
| <b>United States</b>  | 18.5             | 13.4             | 11.5             | 9.7              | 6.4               |

\* 1996 Population Estimate.

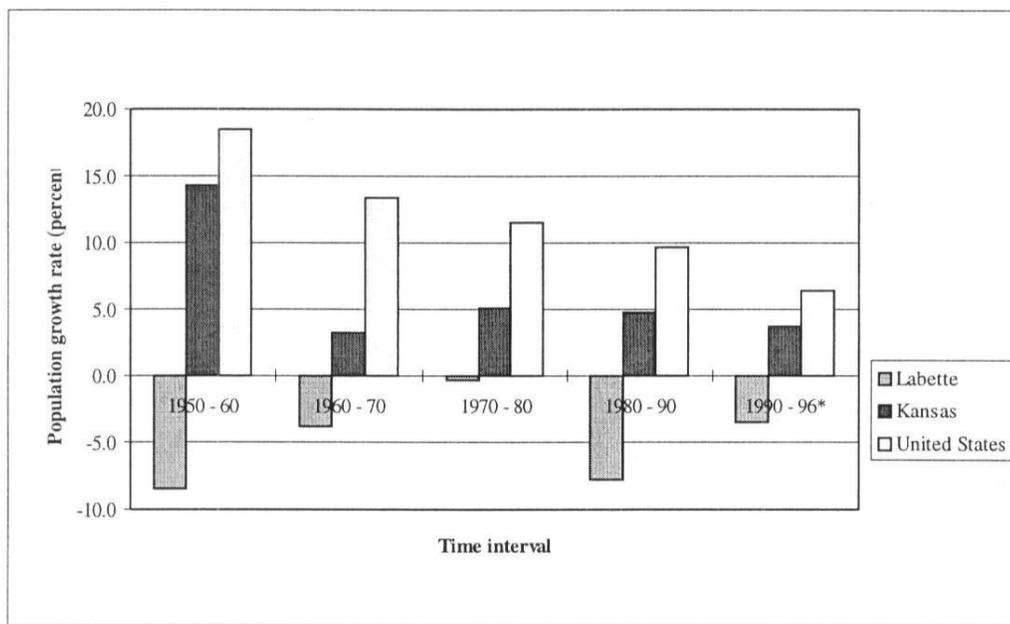
\*\* This is a six-year period compared to ten years for the previous periods.

Source: U.S. Bureau of the Census, "Census of Population, 1960: Number of Inhabitants," Final Report: "1980 Census of Population," PC90-1-A-18; "1990 Decennial Census." U.S. Department of Commerce, Bureau of Economic Analysis, Kansas Center for Community Economic Development, "Profile for Labette County, 1997." 1990-1996 estimates: U.S. Bureau of the Census Abstract 1997. U.S. Calculations by IPPBR, based on Population estimates: U.S. Bureau of the Census Abstract 1997. Calculations: IPPBR.

**Figure 1**

Population Growth Rates  
Labette County, Kansas, and U.S., 1950-1996

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\* This is a six-year period compared to ten years for the others.

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Source: U.S. Bureau of the Census, "Census of Population, 1960: Number of Inhabitants," Final Report: "1980 Census of Population," PC90-1-A-18; "1990 Decennial Census." U.S. Department of Commerce, Bureau of Economic Analysis, Kansas Center for Community Economic Development, "Profile for Labette County, 1996." 1990-1996 estimates: U.S. Bureau of the Census Abstract 1997. U.S. Calculations by IPPBR, based on Population estimates: U.S. Bureau of the Census Abstract 1997. Calculations: IPPBR.





## EMPLOYMENT

Employment levels are an important measure of a community's economic vitality. The size of the labor force shows the number of people who are either working or willing to work. The size of the labor force is influenced not only by population but also by the perceptions of individuals that suitable job opportunities exist. Diverse, healthy economies tend to offer the widest variety of job opportunities and thereby attract a large number of job seekers, which increases the size of the labor force. The level of unemployment reflects the amount of economic activity within an area and how well the local market is able to match the supply and demand for labor. Job creation rates (net change in average annual employment) reflect the growth in employment levels and the range of employment opportunities. As some jobs are lost in a community due to changing economic circumstances, they may be replaced by new jobs. Net job creation reflects the net gain or net loss in jobs over a given period of time.

The following tables, figures and maps are included in the employment section: employment growth rates, number of firms by number of employees, percentage distribution of firms by number of employees, employment levels by industry, labor force participation, unemployment rates, and job growth.

### Employment: Key Findings

- From 1990 to 1995, Labette County experienced a decrease in employment (place of work) of 3.7 percent. For the same time period, Kansas and the U.S. experienced an increase in employment of 8.7 percent and 6.7 percent (Table 3).
- Employment data based on place of residence shows an employment decline of 17.9 percent for Labette County from 1990 to 1996 (Map 5).
- The total number of firms in Labette County declined by 14.5 percent from 1984 to 1994, while the total number of firms in the state increased by 7.4 percent. The decline in number of firms occurred in firms with fewer than 100 employees. The number of firms employing more than 20 but fewer than 100 people grew at 3.4 percent while the comparable state rate was 25.7 percent (Table 4).
- Labette County showed a strong growth rate in the number of firms employing more than 100 but fewer than 500 people. These firms grew at a rate of 62.5 percent compared to state's rate of 50 percent (Table 4).
- The majority of firms in Labette County, as in Kansas, are small firms employing fewer than 20 people (Table 5).
- For both the county and the state, around 87 percent of the firms employ fewer than 20 employees (Table 5). The importance of small firms to the economy indicates a need for strategies that nurture new business development and assist existing small businesses.

- Total employment for Labette County fell by 0.4 percent in the years 1985 to 1995 compared to an increase of 17.3 percent for Kansas during the same time period. The greatest number of jobs were created in the Agricultural Services sector, which saw an increase of 85.5 percent in the number of people employed from 1985 to 1995. Government and Government Services also experienced a strong employment increase of 21.6 percent (Table 6a).
- For non-farm employment, the industries with the greatest percentage drop in employment were Construction with a 29.5 percent decrease in number of people employed and the Transportation sector with a decrease of 26.8 percent (Table 6a).
- The Manufacturing sector experienced the largest decrease in number of people employed, showing a loss of 636 jobs from 1985 to 1995 (Table 6a).
- Farm employment for Labette County decreased by 14.6 percent (or a loss of 177 people employed) from 1985 to 1995, which is less than the state's 16.8 percent decrease (Tables 6a & 6b).
- At 61.6 percent, Labette County had one of the higher labor force participation rates in its region, indicating that employers may have difficulty supplying workers when additional jobs are created (Map 3).
- The unemployment rate for Labette County in 1996 was 6.7 percent, which is significantly higher than the state's unemployment rate of 4.5 percent for 1996<sup>3</sup> (Map 4).

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<sup>3</sup> Source: Institute for Public Policy and Business Research, The University of Kansas, "Kansas Statistical Abstract, 1996," using data from Kansas Labor force Estimates annual Average 1996, Kansas Department of Human Resources, Labor Market Information Services.

**Table 3**

Employment Growth Rates: 1985 - 1995  
 Labette County, Selected Counties, Kansas, and United States

|                       | <u>Average Annual Employment</u> |             |             | <u>% Employment Growth</u> |                     |
|-----------------------|----------------------------------|-------------|-------------|----------------------------|---------------------|
|                       | <u>1985</u>                      | <u>1990</u> | <u>1995</u> | <u>1985 to 1990</u>        | <u>1990 to 1995</u> |
| <b>Labette</b>        | 13,163                           | 13,620      | 13,115      | 3.5 %                      | -3.7 %              |
| <b>Cherokee</b>       | 8,268                            | 8,614       | 9,433       | 4.2                        | 9.5                 |
| <b>Crawford</b>       | 16,679                           | 18,484      | 21,340      | 10.8                       | 15.5                |
| <b>Montgomery</b>     | 20,286                           | 21,358      | 22,319      | 5.3                        | 4.5                 |
| <b>Neosho</b>         | 10,672                           | 10,305      | 11,141      | -3.4                       | 8.1                 |
| <b>Wilson</b>         | 5,529                            | 5,013       | 5,488       | -9.3                       | 9.5                 |
| <b>Craig, OK</b>      | 7,467                            | 7,725       | 8,361       | 3.5                        | 8.2                 |
| <b>Nowata, OK</b>     | 3,863                            | 3,844       | 3,746       | -0.5                       | -2.5                |
| <b>Ottawa, OK</b>     | 13,984                           | 13,047      | 13,805      | -6.7                       | 5.8                 |
| <b>Washington, OK</b> | 28,895                           | 26,323      | 23,529      | -8.9                       | -10.6               |
| <b>Kansas</b>         | 1,381,256                        | 1,489,960   | 1,619,784   | 7.9                        | 8.7                 |
| <b>United States</b>  | 125,050,100                      | 139,891,300 | 149,290,100 | 11.9                       | 6.7                 |

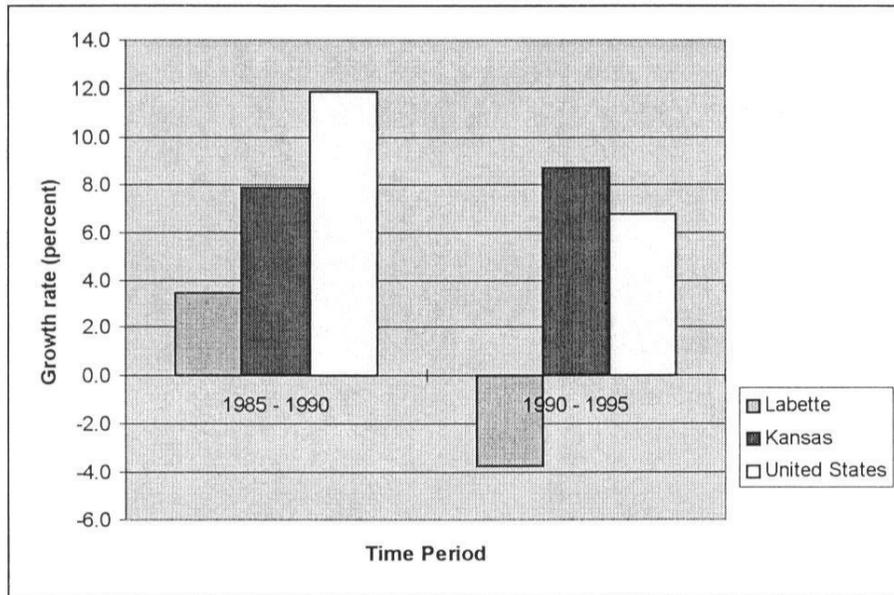
*Note* : Employment data are based on an individual's place of work.

Source: U.S. Department of Commerce, Bureau of Economic Analysis; Kansas Center for Community Economic Development, County Summaries, the University of Kansas.

**Figure 2 a**

Employment Growth Rates: 1985 - 1990 and 1990 - 1995  
Labette County, Kansas, and United States

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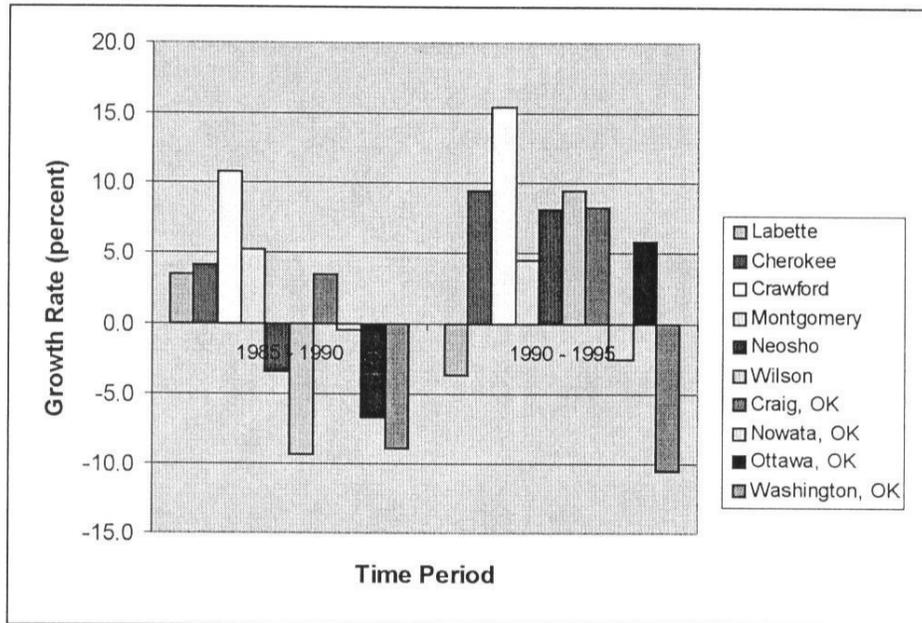


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Source: U.S. Department of Commerce, Bureau of Economic Analysis; Kansas Center for Community Economic Development, County Summaries, the University of Kansas.

**Figure 2 b**

Employment Growth Rates: 1985 - 1990 and 1990 - 1995  
Labette County and Selected Counties



Source: U.S. Department of Commerce, Bureau of Economic Analysis; Kansas Center for Community Economic Development, County Summaries, the University of Kansas.

**Table 4**

Number of Firms, by Number of Employees: 1984 and 1994  
 Labette County and Kansas

| <b>Employees</b>  | <b>Labette</b> |             |                 | <b>Kansas</b> |             |                 |
|-------------------|----------------|-------------|-----------------|---------------|-------------|-----------------|
|                   | <b>1984</b>    | <b>1994</b> | <b>% Change</b> | <b>1984</b>   | <b>1994</b> | <b>% Change</b> |
| <b>1 -- 19</b>    | 540            | 445         | -17.6 %         | 58,092        | 60,903      | 4.8 %           |
| <b>20 -- 99</b>   | 58             | 60          | 3.4             | 6,015         | 7,560       | 25.7            |
| <b>100 -- 499</b> | 8              | 13          | 62.5            | 820           | 1,230       | 50.0            |
| <b>500+</b>       | 1              | 1           | 0.0             | 88            | 129         | 46.6            |
| <b>Total</b>      | 607            | 519         | -14.5%          | 65,015        | 69,822      | 7.4             |

Source: U.S. Bureau of the Census, "County Business Patterns, 1994" and Kansas Center for Community Economic Development Summary for Labette County.

**Table 5**

Percentage Distribution of Firms, by Number of Employees: 1984 and 1994  
 Labette County and Kansas

| <b>Employees</b>  | <b>Labette</b> |             | <b>Kansas</b> |             |
|-------------------|----------------|-------------|---------------|-------------|
|                   | <b>1984</b>    | <b>1994</b> | <b>1984</b>   | <b>1994</b> |
| <b>1 -- 19</b>    | 89.0 %         | 85.7 %      | 89.4 %        | 87.2 %      |
| <b>20 -- 99</b>   | 9.6            | 11.6        | 9.3           | 10.8        |
| <b>100 -- 499</b> | 1.3            | 2.5         | 1.3           | 1.8         |
| <b>500+</b>       | 0.2            | 0.2         | 0.1           | 0.2         |

Source: U.S. Bureau of the Census, "County Business Patterns, 1994" and Kansas Center for Community Economic Development Summary for Labette County.

**Table 6 a**

Employment Levels by Industry: 1985 and 1995  
Labette County

| Industry                   | Labette |        |                      | As a Percent of Total Employment |       |         |
|----------------------------|---------|--------|----------------------|----------------------------------|-------|---------|
|                            | 1985    | 1995   | Change in Employment | % Change in Employment           | 1985  | 1995    |
| Ag. Services               | 55      | 102    | 47                   | 85.5 %                           | 0.4 % | 0.8 %   |
| Mining                     | 71      | 53     | -18                  | -25.4                            | 0.5   | 0.4     |
| Construction               | 599     | 422    | -177                 | -29.5                            | 4.6   | 3.2     |
| Manufacturing              | 3,065   | 2,429  | -636                 | -20.8                            | 23.3  | 18.5    |
| Transportation             | 812     | 594    | -218                 | -26.8                            | 6.2   | 4.5     |
| Wholesale Trade            | 373     | 328    | -45                  | -12.1                            | 2.8   | 2.5     |
| Retail Trade               | 1,751   | 2,080  | 329                  | 18.8                             | 13.3  | 15.9    |
| Finance, Insur., Real Est. | 635     | 564    | -71                  | -11.2                            | 4.8   | 4.3     |
| Services                   | 2,197   | 2,597  | 400                  | 18.2                             | 16.7  | 19.8    |
| Gov't. and Gov't. Services | 2,394   | 2,912  | 518                  | 21.6                             | 18.2  | 22.2    |
| Subtotal -- Non-Farm       | 11,952  | 12,081 | 129                  | 1.1                              |       |         |
| Farm Employment            | 1,211   | 1,034  | -177                 | -14.6                            | 9.2   | 7.9     |
| Total Employment           | 13,163  | 13,115 | -48                  | -0.4                             | 100 % | 100.0 % |

*Note:* Employment by place of work.

Source: The University of Kansas, Kansas Center for Community Economic Development, "Kansas County Profile for Labette County 1997," Bureau of Economic Analysis, Regional Economic Information System, Table CA25.

**Table 6 b**

Employment Levels by Industry: 1985 and 1995  
Kansas

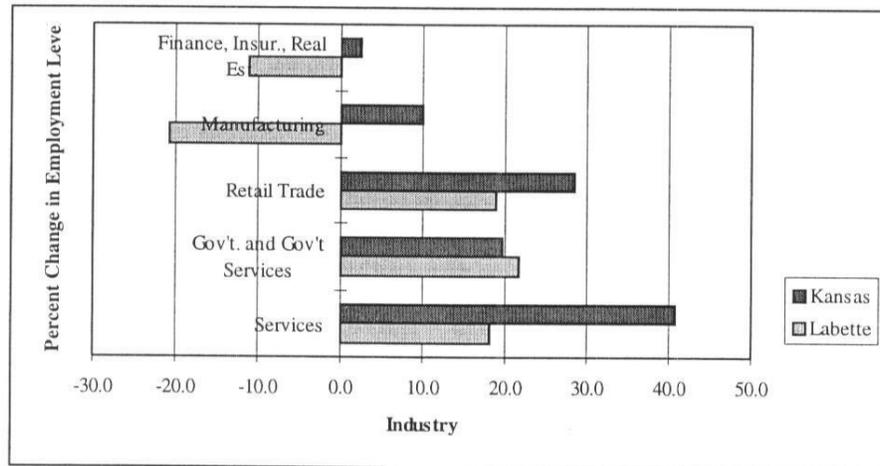
| Industry                   | Kansas    |           |                      | As a Percent of Total Employment |       |
|----------------------------|-----------|-----------|----------------------|----------------------------------|-------|
|                            | 1985      | 1995      | Change in Employment | 1985                             | 1995  |
| Ag. Services               | 10,270    | 18,986    | 8,716                | 0.7 %                            | 1.2 % |
| Mining                     | 52,573    | 26,881    | -25,692              | 3.8                              | 1.7   |
| Construction               | 66,139    | 77,895    | 11,756               | 4.8                              | 4.8   |
| Manufacturing              | 179,124   | 197,144   | 18,020               | 13.0                             | 12.2  |
| Transportation             | 73,679    | 78,309    | 4,630                | 5.3                              | 4.8   |
| Wholesale Trade            | 70,353    | 78,905    | 8,552                | 5.1                              | 4.9   |
| Retail Trade               | 212,159   | 272,498   | 60,339               | 15.4                             | 16.8  |
| Finance, Insur., Real Est. | 97,826    | 100,265   | 2,439                | 7.1                              | 6.2   |
| Services                   | 295,321   | 415,717   | 120,396              | 21.4                             | 25.7  |
| Gov't. and Gov't. Services | 229,824   | 275,019   | 45,195               | 16.6                             | 17.0  |
| Subtotal -- Non-Farm       | 1,287,268 | 1,541,619 | 254,351              |                                  |       |
| Farm Employment            | 93,988    | 78,165    | -15,823              | 6.8                              | 4.8   |
| Total Employment           | 1,381,256 | 1,619,784 | 238,528              | 100 %                            | 100 % |

*Note:* Employment by place of work.

Source: The University of Kansas, Kansas Center for Community Economic Development, "Kansas County Profile for Labette County 1997," Bureau of Economic Analysis, Regional Economic Information System, Table CA25.

**Figure 3**

Change in Employment Level by Selected Industry: 1985 - 1995  
Labette County and Kansas



Source: The University of Kansas, Kansas Center for Community Economic Development, "Kansas County Profile for Labette County 1997" Bureau of Economic Analysis, Regional Economic Information System, Table CA25.







## Earnings and Income

Earnings and income are the sources of revenue for the community residents. Higher average wages may indicate a greater number of jobs in high growth, high performance businesses. Low wage growth may indicate a higher concentration of stable, declining industries. Per capita personal income indicates the relative wealth of the area compared to the state. As the productivity of business and industry increases, personal per capita income also rises. Decreasing or stable rates may be the result of mature or declining industry. The following section contains data on the average wage per job and per capita personal income.

### Earnings and Income: Key Findings

- From 1985 to 1995, the average wage per job for Labette County was consistently lower than the state and national averages. The average wage per job for Labette County at \$19,162 in 1995 was \$4,057 lower than the state average and \$8,257 lower than the national average (Table 7).
- Per capita personal income for Labette County lags behind the state's figures. Labette County's per capita personal income in 1995 was \$16,244, while Kansas' per capita personal income was \$21,781 (Table 8 and Figure 4).
- Labette County's per capita personal income was 80.3 percent of the per capita personal income for the state in 1985; it was 74.6 percent of the state per capita personal income in 1995 (Table 8).

**Table 7**

Average Wage per Job: 1985 - 1995  
 Labette County, Selected Counties, and Kansas

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|                       | Average Wage per Job (Dollars) |             |             | Percent Growth   |                  |
|-----------------------|--------------------------------|-------------|-------------|------------------|------------------|
|                       | <u>1985</u>                    | <u>1990</u> | <u>1995</u> | <u>1985-1990</u> | <u>1990-1995</u> |
| <b>Labette</b>        | 15,295                         | 17,005      | 19,162      | 11.2             | 12.7             |
| <b>Cherokee</b>       | 13,834                         | 16,388      | 19,294      | 18.5             | 17.7             |
| <b>Crawford</b>       | 14,118                         | 16,001      | 17,748      | 13.3             | 10.9             |
| <b>Montgomery</b>     | 15,369                         | 17,642      | 19,450      | 14.8             | 10.2             |
| <b>Neosho</b>         | 14,603                         | 15,569      | 18,311      | 6.6              | 17.6             |
| <b>Wilson</b>         | 14,130                         | 16,131      | 19,992      | 14.2             | 23.9             |
| <b>Craig, OK</b>      | 15,680                         | 16,812      | 18,996      | 7.2              | 13.0             |
| <b>Nowata, OK</b>     | 13,170                         | 13,576      | 16,422      | 3.1              | 21.0             |
| <b>Ottawa, OK</b>     | 15,836                         | 14,953      | 17,230      | -5.6             | 15.2             |
| <b>Washington, OK</b> | 23,902                         | 26,204      | 27,465      | 9.6              | 4.8              |
| <b>Kansas</b>         | 16,893                         | 19,868      | 23,219      | 17.6             | 16.9             |
| <b>United States</b>  | 18,851                         | 23,430      | 27,419      | 24.3             | 17.0             |

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Source: U.S. Department of Commerce, Bureau of Economic Analysis, Table CA34, 1996.

**Table 8**

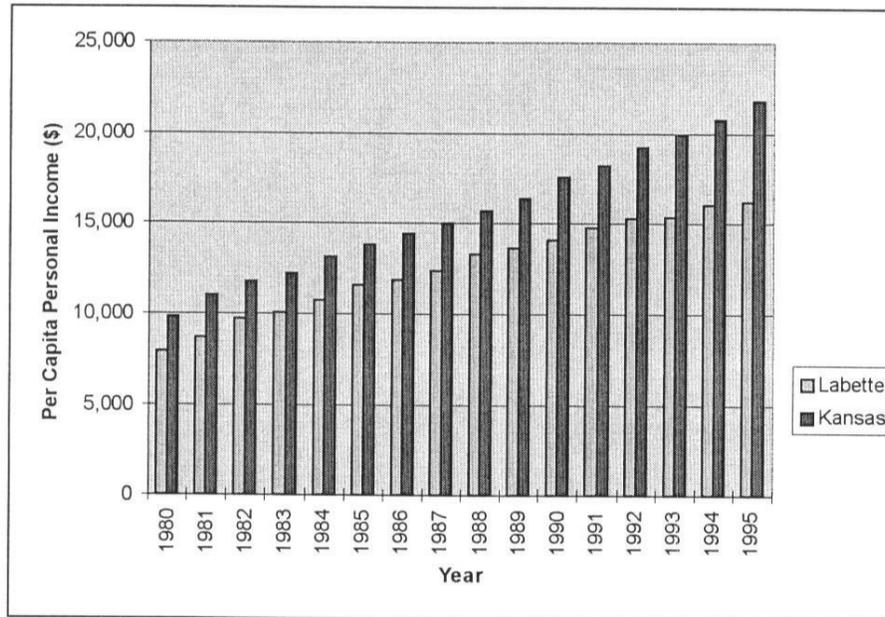
Per Capita Personal Income: 1980 - 1995  
 Labette County and Kansas

|      | <u>Income (\$)</u> |               |                       | <u>Growth Rates</u> |               |
|------|--------------------|---------------|-----------------------|---------------------|---------------|
|      | <u>Labette</u>     | <u>Kansas</u> | <u>Labette/Kansas</u> | <u>Labette</u>      | <u>Kansas</u> |
| 1980 | 7,893              | 9,829         | 80.3 %                |                     |               |
| 1981 | 8,691              | 11,034        | 78.8                  | 10.1 %              | 12.3 %        |
| 1982 | 9,707              | 11,760        | 82.5                  | 11.7                | 6.6           |
| 1983 | 10,032             | 12,192        | 82.3                  | 3.3                 | 3.7           |
| 1984 | 10,726             | 13,114        | 81.8                  | 6.9                 | 7.6           |
| 1985 | 11,587             | 13,847        | 83.7                  | 8.0                 | 5.6           |
| 1986 | 11,895             | 14,472        | 82.2                  | 2.7                 | 4.5           |
| 1987 | 12,401             | 15,017        | 82.6                  | 4.3                 | 3.8           |
| 1988 | 13,285             | 15,748        | 84.4                  | 7.1                 | 4.9           |
| 1989 | 13,625             | 16,399        | 83.1                  | 2.6                 | 4.1           |
| 1990 | 14,100             | 17,642        | 79.9                  | 3.5                 | 7.6           |
| 1991 | 14,781             | 18,251        | 81.0                  | 4.8                 | 3.5           |
| 1992 | 15,291             | 19,261        | 79.4                  | 3.5                 | 5.5           |
| 1993 | 15,385             | 19,892        | 77.3                  | 0.6                 | 3.3           |
| 1994 | 16,094             | 20,760        | 77.5                  | 4.6                 | 4.4           |
| 1995 | 16,244             | 21,781        | 74.6                  | 0.9                 | 4.9           |

Source: The University of Kansas, Kansas Center for Community Economic Development, "Kansas County Profile for Labette" Bureau of Economic Analysis, Regional Economic Information System, Table CA5; Local Area Personal Income 1969-94, U.S. Department of Commerce, BEA.

**Figure 4**

Per Capita Personal Income: 1980 - 1995  
Labette County and Kansas



Source: The University of Kansas, Kansas Center for Community Economic Development, "Kansas County Profile for Labette" Bureau of Economic Analysis, Regional Economic Information System, Table CA5; Local Area Personal Income 1969-95, U.S. Department of Commerce, BEA.



## RETAIL

Retail trade is part of a community's business environment, which is affected by several things. Past decisions by investors, business managers, taxpayers and policy makers each contribute to share a climate which either promotes or inhibits the productivity of local businesses and therefore affects decisions about growth and expansion. Other contribution factors include the level of competition, the availability of suppliers and supporting industries, the cost of labor, and taxation and regulation within the community. Some types of establishments will thrive in an environment in which other firms cannot operate profitably.

The level of taxable retail sales is an indicator of retail sector performance and the overall strength of the local consumer market. The County Trade Pull Factor (CTPF) accounts for the relative retail trade performance of each county in terms of the average retail trade activities of Kansas.<sup>4</sup> CTPF is calculated by dividing the county's per capita sales by Kansas' per capita sales. A CTPF value of less than 1.00 indicates that the county is losing customers due to "out-shopping" by residents. A CTPF of more than 1.00 would indicate that the county is attracting retail customers.

The following section contains a table and a figure, outlining the retail sales growth rates, and a map illustrating County Trade Pull Factors.

### Retail: Key Findings

- Retail sales vary from year to year; however, Labette County experienced steady improvement in retail sales growth after 1987, only experiencing a decline in 1992. Retail sales growth rates for Kansas in the same time period 1984 to 1994 have been positive all years except 1986 (Table 9).
- The trade pull factor for Labette County for 1996 was 0.7, which indicates that the county is losing retail customers to surrounding counties. The pull factors for adjacent Neosho and Montgomery Counties are 0.9 and 0.8 respectively, indicating that these counties are pulling retail sales for surrounding counties (Map 7).

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<sup>4</sup> Chatura Ariyaratne and David Darling, "County Retail Trade Activity and Changes from 1990 through 1994," *Kansas Business Review*, Vol. 18, No. 3, Spring 1995.

**Table 9**

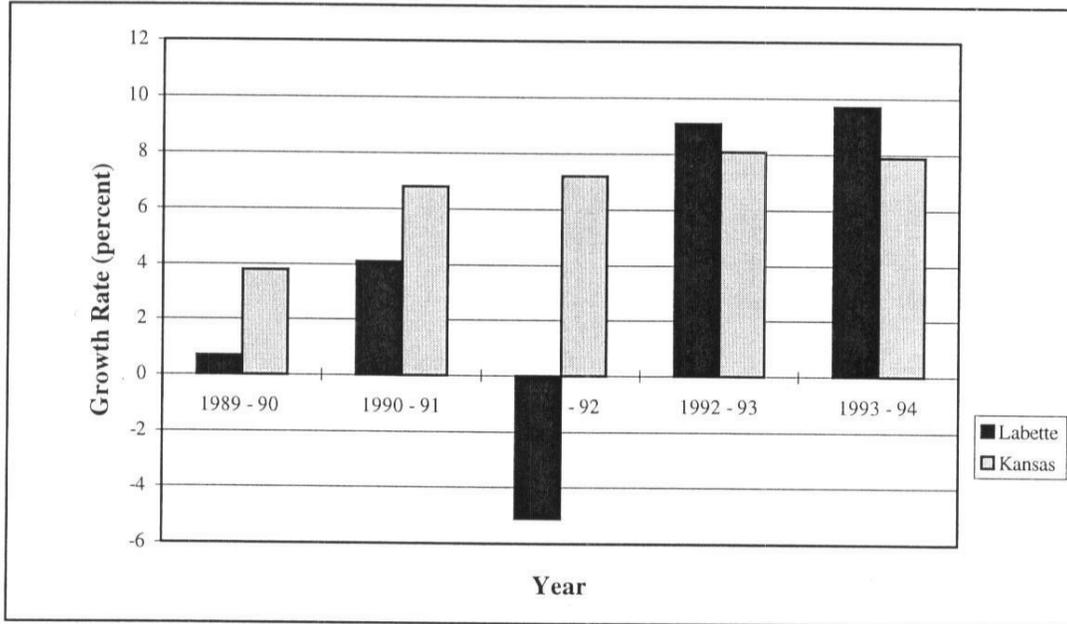
Retail Sales and Growth Rates: 1984 - 1994  
 Labette County and Kansas  
 (\$ Millions)

| <u>Year</u> | <u>Labette</u>       |                    | <u>Kansas</u>        |                    |
|-------------|----------------------|--------------------|----------------------|--------------------|
|             | <u>Nominal Sales</u> | <u>Growth Rate</u> | <u>Nominal Sales</u> | <u>Growth Rate</u> |
| 1984        | 103.4                |                    | 15,806.8             |                    |
| 1985        | 105.7                | 2.2 %              | 16,299.1             | 3.1 %              |
| 1986        | 104.8                | -0.9               | 16,165.9             | -0.8               |
| 1987        | 103.7                | -1.0               | 16,746.0             | 3.6                |
| 1988        | 104.8                | 1.1                | 17,548.0             | 4.8                |
| 1989        | 107.4                | 2.5                | 18,034.4             | 2.8                |
| 1990        | 108.2                | 0.7                | 18,723.3             | 3.8                |
| 1991        | 112.6                | 4.1                | 19,988.0             | 6.8                |
| 1992        | 106.9                | -5.1               | 21,421.3             | 7.2                |
| 1993        | 116.6                | 9.1                | 23,154.4             | 8.1                |
| 1994        | 127.9                | 9.7                | 24,979.0             | 7.9                |

Source: CEDBR Data Base, Center for Economic Development and Business Research, W. Frank Barton School of Business, Wichita State University, Kansas County Profile, KCCED/IPPBR, The University of Kansas.  
 Calculations: IPPBR.

**Figure 5**

Retail Sales Growth Rates: 1989 - 1994  
Labette County and Kansas

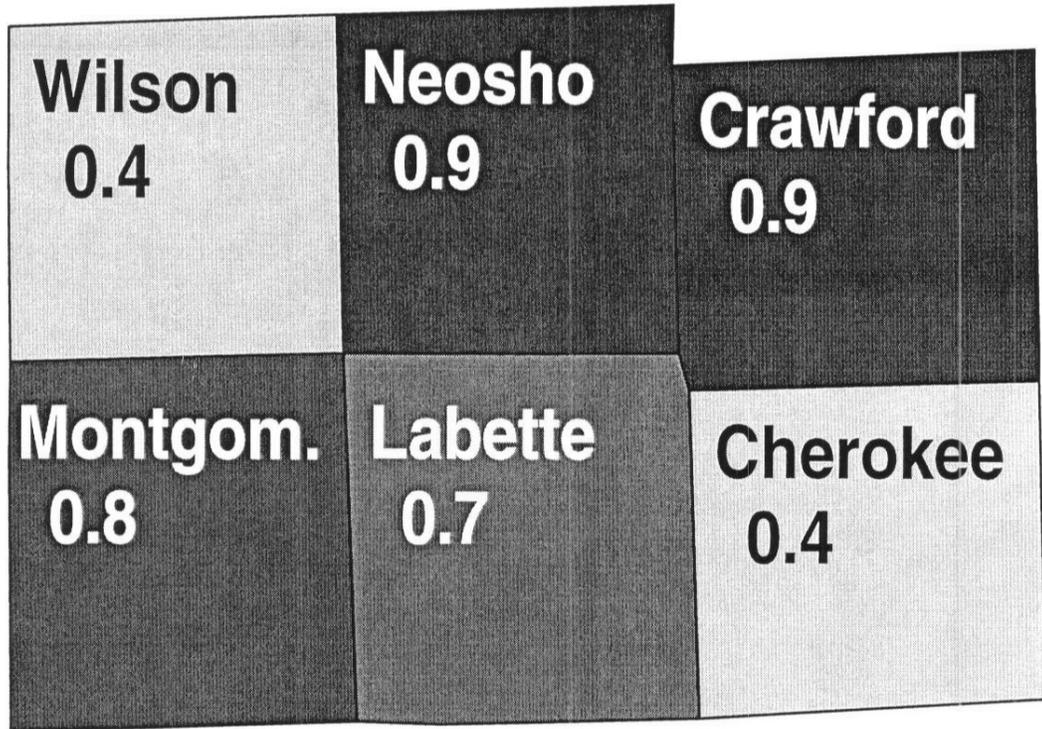


Source: CEDBR Data Base, Center for Economic Development and Business Research, W. Frank Barton School of Business, Wichita State University, Kansas County Profile, KCCED/IPPBR, The University of Kansas.  
Calculations: IPPBR.

## Map 7

### County Trade Pull Factors: 1996 Labette County and Surrounding Counties

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*Note:* County Trade Pull Factor (CTPF) = County per Capita Sales divided by Kansas per Capita Sales. Population used to compute per capita sales includes institutionalized population.

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Source: David Darling and Chatura Ariyaratne, Cooperative Extension Service, Kansas State University, Department of Agricultural Economics, 1997.

## AGRICULTURE AND OIL PRODUCTION

The data on agriculture will help determine whether or not the overall importance of this sector in the county has been increasing or decreasing and how this compares with other counties and the state as a whole. The economic well-being of Labette County in the past was not dependent on the strength of this industry sector, but it is interesting to look at the level of activity in agriculture and how the character of this industry is changing in the county. The agriculture section contains tables and figures on the total value of field crops and the total value of livestock and poultry.

### Agriculture: Key Findings

- While the value of field crops in Labette County has fluctuated from 1990 to 1995, the trend has generally been a positive one. In 1990, the value was \$15.5 million and in 1995 it was \$21.6 million (Table 10).
- Labette County's rank in value of field crops has risen from 87<sup>th</sup> out of 105 counties in 1990 to 71<sup>st</sup> in 1995 (Table 10).
- The value of livestock and poultry for Labette County has remained fairly stable from 1990 to 1995. In 1990, the value was \$28.8 million and in 1995 it was \$27.7 million (Table 11).
- Though the value of livestock and poultry for Labette County has remained fairly stable for 1990 to 1995, Labette County's rank in value of field crops has risen from 34<sup>th</sup> out of 105 counties in 1990 to 28<sup>th</sup> in 1995 (Table 11).
- The value of Labette County's oil production has steadily declined from 1991 to 1995, having fallen 11.1 percent from 1991 to 1993 and 6.3 percent from 1993 to 1995. The state of Kansas faced similar declines of 14.8 percent from 1991 to 1993 and 8.8 percent from 1993 to 1995 (Table 12).

**Table 10**

Total Value of Field Crops: 1990 - 1995  
Labette County and Kansas

|                                | <b>Total Value of Field Crops* (\$1,000's)</b> |                       |                       |                       |                       |                       |
|--------------------------------|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|                                | <u>1990</u>                                    | <u>1991</u>           | <u>1992</u>           | <u>1993</u>           | <u>1994</u>           | <u>1995</u>           |
| <b>Labette</b>                 | 15,494   | 19,913                | 25,505                | 21,135                | 26,307                | 21,622                |
| <b>Kansas</b>                  | 2,728,644                                      | 2,578,640             | 2,988,468             | 3,014,079             | 3,555,000             | 3,525,926             |
| <b>Crop Price Index+</b>       | 103  | 99                    | 108                   | 104                   | 113                   | 130                   |
| <b>County Rank</b>             | 87   | 55                    | 53                    | 62                    | 62                    | 71                    |
| <i>As a Percent of Kansas:</i> | 0.57   | 0.77                  | 0.85                  | 0.70                  | 0.74                  | 0.61                  |
| <b>Percent Change:</b>         |  | <b><u>1990-91</u></b> | <b><u>1991-92</u></b> | <b><u>1992-93</u></b> | <b><u>1993-94</u></b> | <b><u>1994-95</u></b> |
| <b>Labette</b>                 |  | 28.52                 | 28.08                 | -17.13                | 24.47                 | -17.81                |
| <b>Kansas</b>                  |  | -5.50                 | 15.89                 | 0.86                  | 17.95                 | -0.82                 |

+ Since 1975, index numbers are on 1990-1992 = 100 base.

\* Does not include any government program payments, value of sugar beets, or cotton acreage value until 1991; then, only government payments are not included.

Source: Kansas Agricultural Statistics, Kansas Department of Statistics; Kansas Farm Facts; Kansas County Profile Report, KCCED, The University of Kansas, 1997; KCCED calculations.

**Table 11**

Total Value of Livestock and Poultry: 1990 - 1995  
 Labette County and Kansas

|  | <u>1990</u> | <u>1991</u>    | <u>1992</u>    | <u>1993</u>    | <u>1994</u>    | <u>1995</u>    |
|--|-------------|----------------|----------------|----------------|----------------|----------------|
| <b>Labette</b>                                       | 28,845      | 28,285         | 24,650         | 26,886         | 32,340         | 27,665         |
| <b>Kansas</b>  | 2,928,822   | 2,856,751      | 2,758,569      | 2,873,600      | 2,966,198      | 2,678,090      |
| <b>Livestock &amp;<br/>Products Price<br/>Index+</b> | 103         | 99             | 98             | 101            | 91             | 86             |
| <b>County Rank</b>                                   | 34          | 32             | 35             | 35             | 27             | 28             |
| <i>As a Percent<br/>of Kansas:</i>                   | 0.98        | 0.99           | 0.89           | 0.94           | 1.09           | 1.03           |
| <i>Percent Change:</i>                               |             | <u>1990-91</u> | <u>1991-92</u> | <u>1992-93</u> | <u>1993-94</u> | <u>1994-95</u> |
| <b>Labette</b>                                       |             | -1.94          | -12.85         | 9.07           | 20.29          | -14.46         |
| <b>Kansas</b>  |             | -2.46          | -3.44          | 4.17           | 3.22           | -9.71          |

+ Since 1975, index numbers are on 1990-1992 + 100 base.

Source: Kansas Agricultural Statistics, Kansas Department of Statistics; Kansas Farm Facts; Kansas County Profile Report, KCCED, The University of Kansas, 1997; KCCED calculations.

**Table 12**

Oil Production and Growth Rates: 1991 - 1995  
 Labette, Selected Counties, and Kansas

|                   | <u>Oil Production (1000's of barrels)</u> |             |             | <u>Growth Rates</u> |                |
|-------------------|---|-------------|-------------|---------------------|----------------|
|                   | <u>1991</u>                               | <u>1993</u> | <u>1995</u> | <u>1991-93</u>      | <u>1993-95</u> |
| <b>Labette</b>    | 36  | 32          | 30          | -11.1 %             | -6.3 %         |
| <b>Crawford</b>   | 32  | 26          | 21          | -18.8               | -19.2          |
| <b>Montgomery</b> | 388                                       | 256         | 188         | -34.0               | -26.6          |
| <b>Neosho</b>     | 151                                       | 94          | 79          | -37.7               | -16.0          |
| <b>Wilson</b>     | 224                                       | 173         | 142         | -22.8               | -17.9          |
| <b>Trade Area</b> | 795                                       | 549         | 430         | -30.9               | -21.7          |
| <b>Kansas</b>     | 56,764                                    | 48,362      | 44,113      | -14.8               | -8.8           |

*Note:* Cherokee County has no oil production.

Source: Kansas Geological Survey, Oil and Gas Production in Kansas, Kansas Statistical Abstract 1997, The University of Kansas; KCCED calculations.

## **EDUCATION AND SOCIAL ENVIRONMENT**

Education is another key to a strong community. Residents who have a strong educational background will be more employable and command higher salaries. Employers will benefit as well because they will most likely experience lower turnover and training costs. Individuals with lower education levels have a harder time finding jobs that can supply a living wage and may be more likely to use social services, such as food stamps.

### **Education: Key Findings**

- In 1990, the city of Parsons and Labette County had a greater percentage of their over 25 population with some college education than did the state of Kansas (Table 13). Given that most new jobs created will require some post high school education, Labette County may be well positioned to face this challenge.
- While Labette's adult population in 1990 could be considered well-educated, 27 percent of the city's and 25.9 percent of the county's over 25 population had less than a high school education (Table 13). This indicates a need for adult education and training programs.

**Table 13**

Educational Attainment of Persons over 25: 1990  
 As a Percentage of the Population of Persons over 25  
 Parsons, Labette County, and Kansas

|   | Completed Less<br>Than 9th Grade | 9-12th Grade<br>No Diploma | High School<br>Graduate | Some<br>College | Associate<br>Degree | Bachelor's<br>Degree | Graduate<br>Degree | Population<br>Over 25 |
|---|----------------------------------|----------------------------|-------------------------|-----------------|---------------------|----------------------|--------------------|-----------------------|
| Parsons   | 898                              | 1,139                      | 2,041                   | 1,776           | 641                 | 530                  | 561                | 7,523                 |
| Labette County  | 1,841                            | 2,125                      | 4,965                   | 3,448           | 1,019               | 1,039                | 820                | 15,283                |
| Kansas  | 120,951                          | 172,321                    | 514,177                 | 342,964         | 85,146              | 221,016              | 109,361            | 1,565,936             |
| <i>As a Percent of Population of Persons over 25:</i> |                                  |                            |                         |                 |                     |                      |                    |                       |
| Parsons   | 11.9                             | 15.1                       | 27.1                    | 23.6            | 8.5                 | 7.0                  | 7.5                |                       |
| Labette   | 12.0                             | 13.9                       | 32.5                    | 22.6            | 6.7                 | 6.8                  | 5.4                |                       |
| Kansas  | 7.7                              | 11.0                       | 32.8                    | 21.9            | 5.4                 | 14.1                 | 7.0                |                       |

Source: U.S. Bureau of the Census, 1990. Percent calculations by KCCED/IPPBR, The University of Kansas.

**Table 14**

High School Dropout Rates: 1991 - 1996  
Labette, Selected Counties, and Kansas

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|                   | <u>1991-92</u> | <u>1992-93</u> | <u>1993-94</u> | <u>1994-95</u> | <u>1995-96</u> |
|-------------------|----------------|----------------|----------------|----------------|----------------|
| <b>Labette</b>    | 2.6 %          | 2.9 %          | 3.6 %          | 2.7 %          | 2.4 %          |
| <b>Cherokee</b>   | 3.6            | 3.4            | 3.9            | 4.8            | 3.1            |
| <b>Crawford</b>   | 2.8            | 3.1            | 4.1            | 3.9            | 3.2            |
| <b>Montgomery</b> | 5.8            | 5.2            | 5.1            | 4.2            | 4.4            |
| <b>Neosho</b>     | 3.0            | 3.5            | 3.5            | 2.8            | 2.9            |
| <b>Wilson</b>     | 2.4            | 2.7            | 4.1            | 2.9            | 3.9            |
| <b>Kansas</b>     | 3.1            | 3.0            | 3.3            | 3.2            | 3.1            |

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Source: Kansas State Department of Education, "Secondary School Dropouts." Kansas State Board of Education. Kansas County Profile for Labette County 1997. KCCED calculations.

**Table 15**

Poverty Status: Persons with Incomes below Poverty Level (All Ages): 1979, 1989  
 Labette, Selected Counties, and Kansas

|                   | <u>1979</u> | <u>1989</u> | <u>1979-89<br/>Increase</u> | <u>1979 Percent<br/>of Population</u> | <u>1989 Percent<br/>of Population</u> |
|-------------------|-------------|-------------|-----------------------------|---------------------------------------|---------------------------------------|
| <b>Labette</b>    | 3,032       | 3,322       | 9.6 %                       | 12.2 %                                | 14.6 %                                |
| <b>Cherokee</b>   | 3,298       | 4,254       | 29.0                        | 15.0                                  | 20.2                                  |
| <b>Crawford</b>   | 5,384       | 6,399       | 18.9                        | 14.8                                  | 18.8                                  |
| <b>Montgomery</b> | 4,636       | 5,937       | 28.1                        | 11.2                                  | 15.7                                  |
| <b>Neosho</b>     | 1,707       | 2,271       | 33.0                        | 9.2                                   | 13.7                                  |
| <b>Wilson</b>     | 1726        | 1554        | -10.0                       | 14.4                                  | 15.4                                  |
| <b>Trade Area</b> | 16,751      | 20,415      | 21.9                        | 12.9                                  | 17.1                                  |
| <b>Kansas</b>     | 231,718     | 274,623     | 18.5                        | 10.1                                  | 11.5                                  |

Source: U.S. Bureau of the Census, "1990 Census of Population and Housing, Summary Social, Economic, and Housing Characteristics: Kansas" (1990 CPH-5-18). Kansas County Profile for Labette County. KCCED calculations.

**Table 16**

Crime Offenses and Growth Rates by County: 1990 - 1994  
 Labette, Selected Counties, and Kansas

|                   | <u>1990</u> | <u>1992</u> | <u>1994</u> | <u>1990-92</u> | <u>1992-94</u> |
|-------------------|-------------|-------------|-------------|----------------|----------------|
| <b>Labette</b>    | 838         | 926         | 692         | 10.5 %         | -25.3 %        |
| <b>Cherokee</b>   | 515         | 385         | 560         | -25.2          | 45.5           |
| <b>Crawford</b>   | 1,680       | 2,166       | 2,018       | 28.9           | -6.8           |
| <b>Montgomery</b> | 2,167       | 2,051       | 2,435       | -5.4           | 18.7           |
| <b>Neosho</b>     | 468         | 520         | 478         | 11.1           | -8.1           |
| <b>Wilson</b>     | 252         | 191         | 244         | -24.2          | 27.7           |
| <b>Trade Area</b> | 5,082       | 5,313       | 5,735       | 4.5            | 7.9            |
| <b>Kansas</b>     | 129,188     | 132,869     | 136,838     | 2.8            | 3.0            |

Source: U.S. Department of Justice, Federal Bureau of Investigation, "Uniform Crime Reports," Various issues; Kansas Bureau of Investigation, Statistical Analysis Center, "Crime in Kansas," various issues. Kansas County Profile for Labette County, 1997. KCCED calculations.

## CONCLUSION

The use of data in economic development is important because it assists a community in “taking stock” and understanding its current situation across several different areas of economic and demographic performance. However, data alone do not lead to a well-founded understanding of the community. Data must be analyzed and interpreted, taking into account the intuition of those within the community about what the overall trends really mean. In other words, data serve as the foundation for an analysis which includes: 1) what is happening in the community relative to other regions over time, and 2) what potential impacts or consequences can be inferred from the data.

Labette County’s population peaked in 1920 with a population of 34,047. Its 1996 estimated population is 22,869. The counties around Labette County have also experienced population declines, suggesting that this region has not done as well as other parts of the state in adapting to changing economic conditions.

Employment data for Labette County and the region offers mixed indicators. The average annual employment (place of work) for Labette County decreased from 1990 to 1995, while the average annual employment for many of the surrounding counties increased. The decrease in average annual employment indicates that economic restructuring is needed. Employment data by place of residence shows declines for Labette County and many other counties in the region. This means that fewer people in the county and region are employed and are having to leave the county to seek employment.

Labette County’s average wage per job, while lower than the state’s average, is slightly higher than the average for the surrounding counties. This suggests that salaries should be attractive enough to attract persons within the region to seek employment in Labette County. However, the lower average than the state’s makes the county and the region subject to workers seeking employment outside the region for higher wages. Per capita income for the county also lags behind the state’s, with Labette County’s per capita income at 74.6 percent of the state’s. The county’s higher than average wage and, at the same time, decreased employment suggests that the county is losing lower wage jobs.

Labor force participation rates in Labette County at 61.6 percent is one of the higher rates for the region, indicating that employers may have difficulty with supplying workers when additional jobs are created. And, the decline in employment by place of residence shows that this is indeed the situation.

Labette County has a greater percentage of the over 25 population with some college education than does the state of Kansas. This will position the county well given that most new jobs created will require some post high school education. However, the county also has a large segment (25.9 percent) of its adult population with less than a high school education. This indicates a need for adult education and training programs. It may also account for the low average wage for the county.

The Labette County economy is government services based followed by, services, and manufacturing. These sectors, with the exception of manufacturing, showed employment increases from 1985 to 1995. Agriculture and oil production data show that the overall importance of these sectors has declined.

Data on Labette County's employment and population show that a restructuring of the economy is taking place. It appears that the county is shifting to service-oriented industries but is still strongly dependent on manufacturing. Signs of adaptation are the increased employment in services, government services, and retail and the decrease in agricultural employment and oil production. The reliance on manufacturing jobs and the continued population decline make it difficult for the county to adapt quickly to economic changes. Labette County, like most of Kansas, needs even greater emphasis on creating, retaining and attracting new businesses that will increase the employment base and level of personal income. Such a focus should improve the county's economy and ability to effectively compete with the surrounding trade area.