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Economic Trends Report: Marshall County

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Foreword

The Kansas Center for Community Economic Development (KCCED) is a joint center of the Policy Research Institute at the University of Kansas and the Kansas Center for Rural Initiatives at Kansas State University. Its purpose is to enhance economic development efforts by bringing university expertise to rural Kansas.

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Table of Contents

Introduction	1
Population	2
Table 1 Population Totals, Growth Rates, Rank & Share, Marshall County and Kansas	4
Table 2 Population Growth Rates (percent): 1970 - 2000	5
Figure 1a Rates of Population Change, Marshall and Comparative Counties 1970 – 2000	6
Figure 1b Rates of Population Change Marshall County, Kansas and U.S. 1970 – 2000	6
Table 3 Population by Age, Marshall County and Kansas, 1990-2000.....	7
Table 3a Population by Age as Percent of Total, Marshall County and Kansas, 1990-2000	7
Figure 2 Population by Age as Percent of Total Population, Marshall County, 1990-2000	8
Table 4 Net Migration: 1970 - 1999	9
Table 5 Population of Top-ranking Kansas Counties	10
Map 1 Percent Population Change 1980 – 1990.....	11
Map 2 Percent Population Change 1990 – 2000.....	12
Map 3 Percent Net Migration 1990 - 1999.....	13
Employment	14
Table 6 Employment Growth Rates 1990 - 2000, Marshall, Selected Counties, Kansas.....	17
Figure 3 Employment Growth Rates 1990 - 2000, Marshall and Comparative Counties	17
Table 7a Number of Firms, by Number of Employees 1989 - 1999	18
Table 7b Percentage Distribution of Firms, by Number of Employees 1989 - 1999	18
Table 8a Employment Levels by Industry 1994 - 1999.....	19
Figure 4a Percent Change in Employment by Selected Industries 1994 - 1999	20
Table 8b Employment Percent Share by Industry 1994 - 1999	21
Figure 4b Employment Percent Share by Industry 1999	22
Table 8c Labor Market Summary 1999 - 2000.....	23
Map 4 Labor Force Participation: 2000.....	24
Map 5 County Unemployment Rates: 2000.....	25
Earnings and Income	26
Table 9 Average Annual Wage per Job 1990 - 2000	27
Figure 5a Average Wage per Job: Marshall and Comparative Counties, 1990 - 2000	28
Figure 5b Average Wage per Job: Marshall County, Kansas and U.S. 1990 - 2000	28
Table 10 Per Capita Personal Income 1980 - 2000	29
Figure 6 Per Capita Personal Income 1980 - 2000	30
Map 6 Per Capita Personal Income: 2000.....	31
Conclusion	32

Economic Trends Update: Marshall County

Introduction

The following report is an objective look at several key economic trends occurring in Marshall County over the last few decades. We look at variables categorized under the following areas:

- population,
- employment, and
- earnings and income.

Throughout the report, Marshall County's performance is compared with the performance of the state of Kansas and other Comparative Counties.¹ It is by no means a comprehensive analysis of economic trends facing Marshall County but rather an overview of some key economic and demographic variables.

¹ "Comparative counties" used for comparison in this report are Nemaha, Pottawatomie, Riley, and Washington counties in Kansas; and Gage and Pawnee counties in Nebraska.

POPULATION

In every community population size and economic activity are closely related. The size of population is directly related to employment opportunities within the area, wage differentials between regions, and a community's overall economic and social conditions. Growing communities are more likely to adapt successfully to a changing economic environment than areas with constant or decreasing population. New residents in a community mean 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.

Characteristics of the region's population are regarded as indicators of economic conditions and economic potential. Past and projected population changes indicate economic trends in the community and can be compared to other counties, as well as the statewide and national averages.

Another characteristic of the economic potential of the region is migration of the population. 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 the lack of opportunity, or a "pull" phenomenon by urban areas with higher wages, better job opportunities, and a perceived better quality of life. Age and education also determine regional migration. Generally, the population aged 18 to 45 is 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 families and their attempts to raise their income levels by migrating to areas with employment opportunities.

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

Population: Key Findings

- The population of Marshall County has been decreasing steadily since 1930. The 2000 Decennial Census showed Marshall County's population to be at 10,965, half what it was sixty years ago. (Table 1)
- Population in Marshall County fell 6.3 percent in the last decade. This compares to 13 percent growth in neighboring Pottawatomie County and 2.6 percent growth in Nemaha County. However, both Riley and Washington counties saw comparable population declines over the same decade, as did Pawnee County, Nebraska. (Table 2 and Figure 1a)

- The state of Kansas as a whole has seen steady population increases, with an 8.5 percent growth rate for the 1990's. The United State's population has also been growing rapidly. (Table 2 and Figure 1b)
- The largest age group segment in Marshall County in 2000 was made up of people in the 25-44 year-old range, though this amount was down slightly since 1990 (25.5 percent compared to 23.6 in 2000). While 25 to 44 year-olds may be the largest age segment, the fastest growing segment is the 45-64 age cohort, which added over 200 members to its ranks in the decade of the 1990's. This indicates the effect of the aging baby-boomer population: in short, Marshall County's population is becoming older. (Table 3 and 3a, Figure 2)
- In each decade since the 1960's Marshall County's net migration has been negative. Net migration is calculated as the change in population less the difference between births and deaths. A negative net migration indicates that more people have moved out of the county than have moved in, after factoring-in the effect of births and deaths. Between 1990 and 1999 Marshall County's net migration stood at -291, a figure indicating that 2.5 percent of the total 1990 population moved out of the county within the next ten years. While not a good indication, it was still a better figure than the over 1,000 people who moved out in the 1980's. The state of Kansas had a positive net migration of 1.8 percent for decade of the 1990's, the first time in four decades the state's migration was positive. In terms of ranking, Marshall County's net migration rate was 60th out of 105 in the state from 1990 to 1999. (Table 4 and Map 3)
- Marshall County moved from being the 29th most populated county in Kansas in 1940 to being 36th in 2000. (Table 5)
- In 1990 the ten-year population growth rate in Marshall County was 63rd in the state, while in 2000 it was 78th. (Map 1 and 2)

Table 1
Population Totals, Growth Rates, Rank & Share
Marshall County and Kansas

<u>Year</u>	<u>Marshall</u>		<u>Kansas</u>		<u>Marshall County Rank in State</u>	<u>Share (%)</u>
	<u>Population Total</u>	<u>Growth Rate</u>	<u>Population Total</u>	<u>Growth Rate</u>		
1890	23,912		1,428,108		16	1.7
1900	24,355	1.9	1,470,495	3.0	16	1.7
1910	23,880	-2.0	1,690,949	15.0	21	1.4
1920	22,730	-4.8	1,769,257	4.6	21	1.3
1930	23,056	1.4	1,880,999	6.3	27	1.2
1940	20,986	-9.0	1,801,028	-4.3	29	1.2
1950	17,926	-14.6	1,905,299	5.8	32	0.9
1960	15,598	-13.0	2,178,611	14.3	34	0.7
1970	13,139	-15.8	2,249,071	3.2	33	0.6
1980	12,787	-2.7	2,364,236	5.1	36	0.5
1990	11,705	-8.5	2,477,588	4.8	36	0.5
1991*	11,524	-1.5	2,495,209	0.7	36	0.5
1992*	11,389	-1.2	2,526,042	1.2	36	0.5
1993*	11,330	-0.5	2,547,605	0.9	36	0.4
1994*	11,257	-0.6	2,569,118	0.8	36	0.4
1995*	11,312	0.5	2,586,942	0.7	36	0.4
1996*	11,276	-0.3	2,598,266	0.4	36	0.4
1997*	11,166	-1.0	2,616,339	0.7	36	0.4
1998*	11,034	-1.2	2,638,667	0.9	36	0.4
1999*	10,908	-1.1	2,654,052	0.6	36	0.4
2000	10,965	0.5	2,688,418	1.3	36	0.4
2001*	10,772	-1.8	2,694,641	0.2	38	0.4

* Estimates

Source: U.S. Bureau of the Census.

Table 2
Population Growth Rates
Marshall County, Comparative Counties, Kansas, and U.S.
1970-2000

<u>Year</u>	<u>1970-1980</u>	<u>1980-1990</u>	<u>1990-2000</u>
Marshall	-2.7	-8.5	-6.3
Nemaha, KS	-5.2	-6.8	2.6
Pottawatomie, KS	25.8	9.1	12.9
Riley, KS	11.8	5.7	-6.4
Washington, KS	-7.6	-17.2	-8.3
Gage, NE	-5.0	-6.8	0.9
Pawnee, NE	-12.0	-15.7	-6.9
Kansas	5.1	4.8	8.5
United States	11.4	9.8	8.7

Source: U.S. Bureau of the Census, "1980 Census of Population," PC90-1-A; "1990 Decennial Census"; "2000 Decennial Census." Calculations: PRI.

Figure 1a
Rates of Population Change
Marshall and Comparative Counties
1970-2000

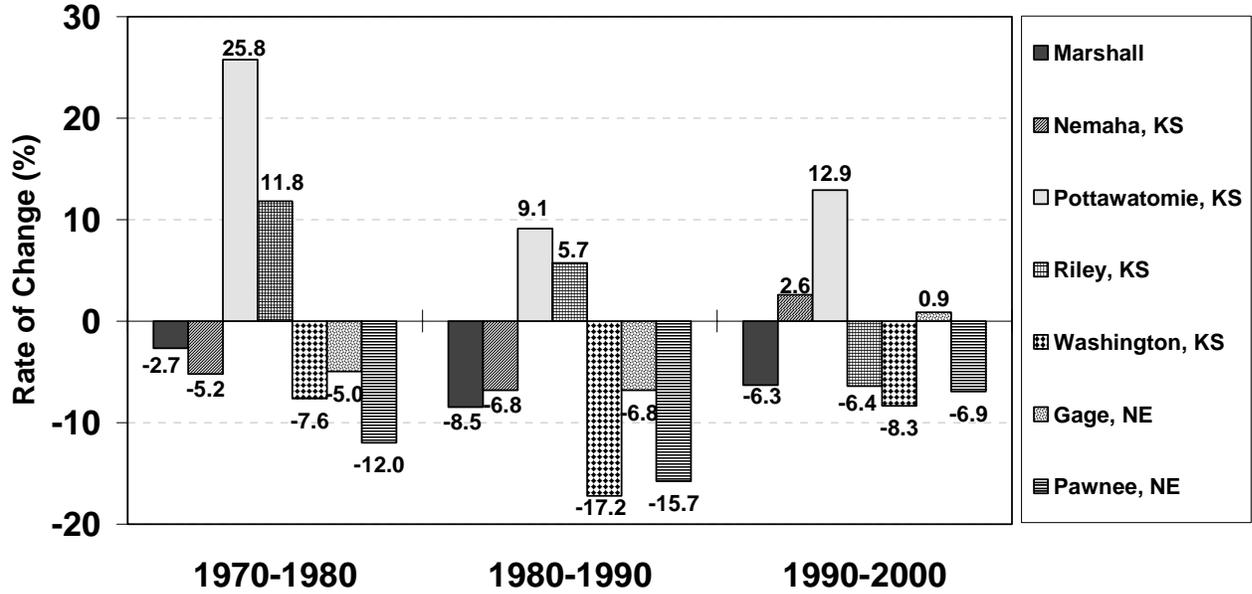


Figure 1b
Rates of Population Change
Marshall County, Kansas, and U.S.
1970-2000

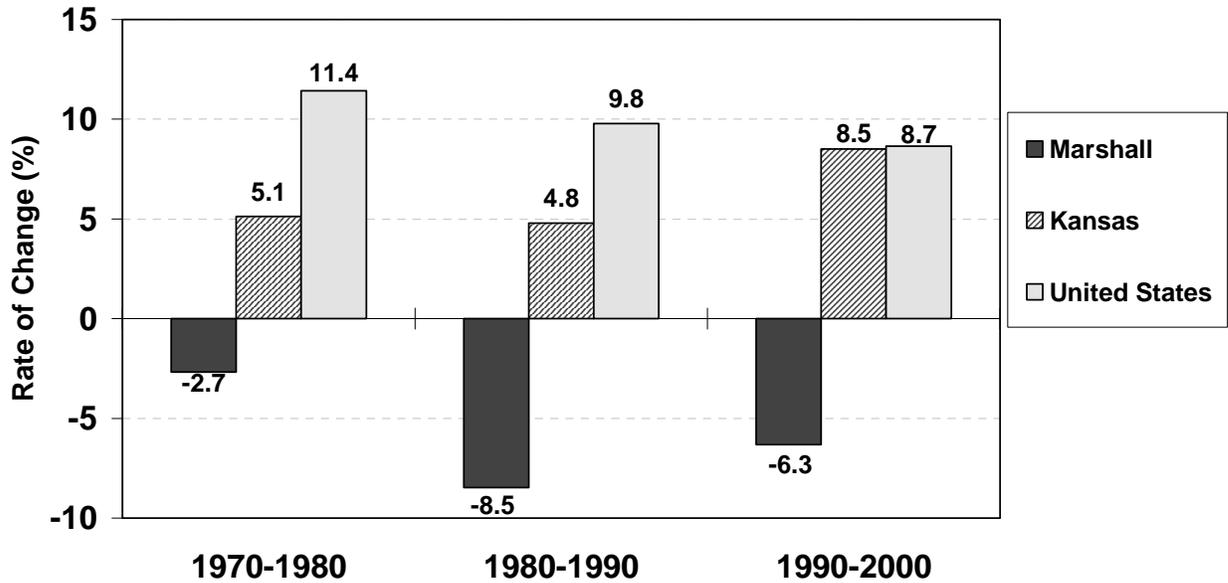


Table 3
Population by Selected Age Groups
Marshall County and Kansas
1990-2000

	Age:	<u>0-4</u>	<u>5-17</u>	<u>18-24</u>	<u>25-44</u>	<u>45-64</u>	<u>65 and over</u>
Marshall	1990	841	2,242	632	2,985	2,297	2,671
	2000	543	2,195	726	2,586	2,501	2,414
Kansas	1990	189,988	472,267	255,195	776,430	443,877	342,863
	2000	188,708	524,285	275,592	769,204	574,400	356,229

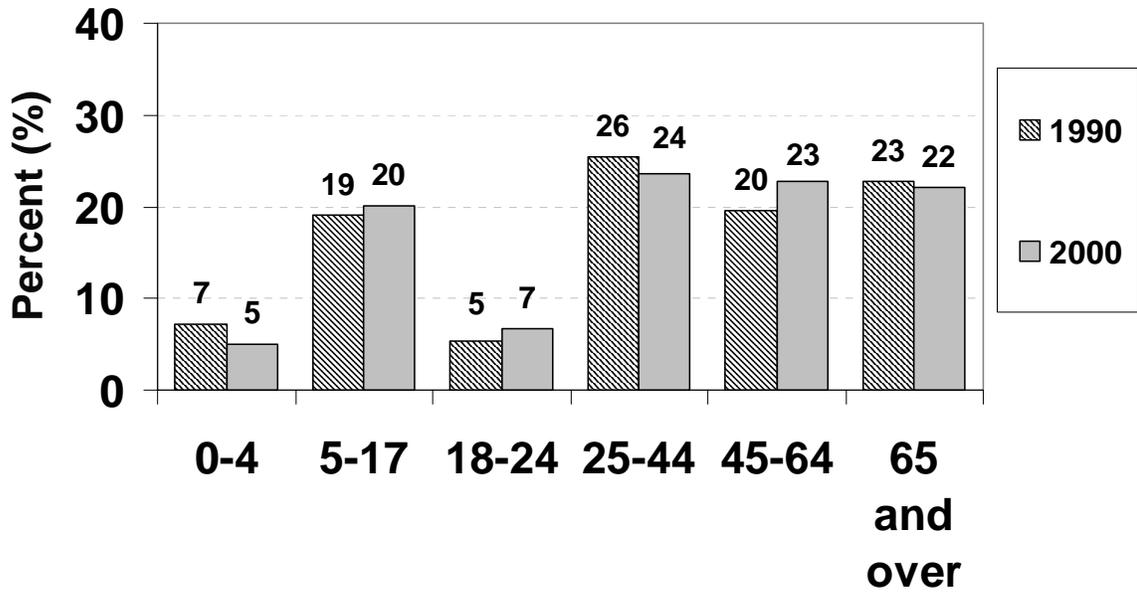
Source: U.S. Bureau of the Census

Table 3a
Population by Selected Age Groups as Percent of Total
Marshall County and Kansas
1990-2000

	Age:	<u>0-4</u>	<u>5-17</u>	<u>18-24</u>	<u>25-44</u>	<u>45-64</u>	<u>65 and over</u>
Marshall	1990	7.2 %	19.2 %	5.4 %	25.5 %	19.6 %	22.8 %
	2000	5.0	20.0	6.6	23.6	22.8	22.0
Kansas	1990	7.7	19.1	10.3	31.3	17.9	13.8
	2000	7.0	19.5	10.3	28.6	21.4	13.3

Source: U.S. Bureau of the Census

Figure 2
Population by Age Group as Percent of Total Population
Marshall County
1990-2000



**Table 4
Net Migration
1970-1999**

Marshall County

<u>Year</u>	<u>Population</u>	<u>Population Change</u>	<u>Births</u>	<u>Deaths</u>	<u>Births - Deaths</u>	<u>Net *** Migration</u>	<u>% Net Migration</u>
1970*	13,139	-2,459	n/a	n/a	-105	-2,354	-15.1
1980*	12,787	-352	n/a	n/a	-189	-163	-1.2
1990*	11,705	-1,082	1,875	1,754	121	-1,203	-9.4
1999**	10,908	-797	1,024	1,530	-506	-291	-2.5

Kansas

<u>Year</u>	<u>Population</u>	<u>Population Change</u>	<u>Births</u>	<u>Deaths</u>	<u>Births - Deaths</u>	<u>Net *** Migration</u>	<u>% Net Migration</u>
1970*	2,249,071	70,460	409,189	219,067	190,122	-119,662	-5.5
1980*	2,364,236	115,165	355,861	218,713	137,148	-21,983	-1.0
1990*	2,477,588	113,352	397,215	220,466	176,749	-63,397	-2.7
1999**	2,654,052	176,464	348,226	215,686	132,540	43,924	1.8

n/a: not available
 * Decade ending
 ** Population estimate
 *** Net migration = Population change - (births-deaths)

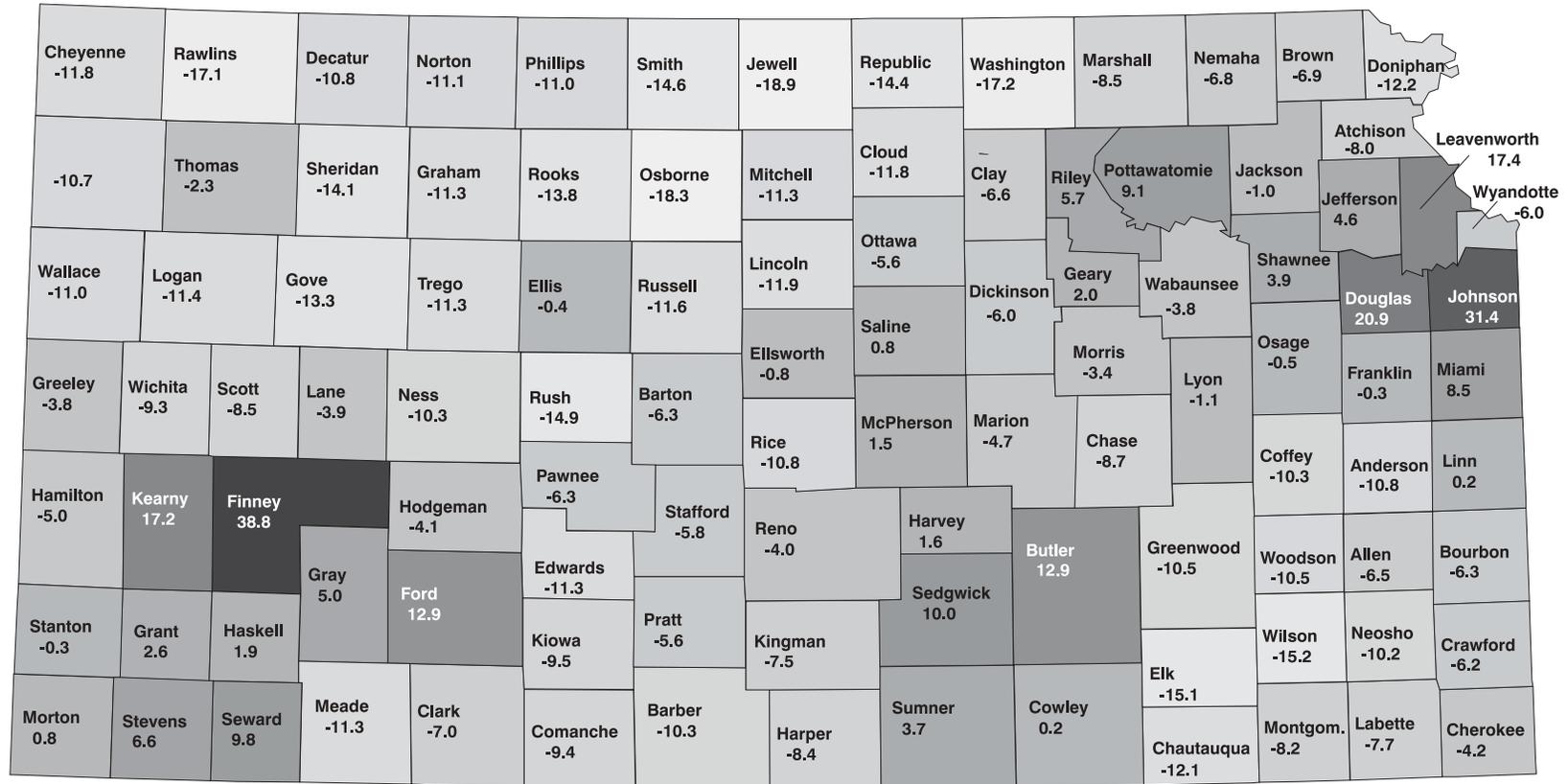
Source: Population Totals: U.S. Bureau of the Census, "Census of Population, 1970: Number of Inhabitants; 1980 Census of Population," Vol.1, Chapter A, Part 18; "1990 Census of Population and Housing;" Population Estimates U.S. Bureau of the Census. Calculations: PRI.

Table 5
Population of Top Ranking Kansas Counties
(Thousands)

Rk	1940	Pop.	Rk	1980	Pop.	Rk	1990	Pop.	Rk	2000	Pop.
1	Wyandotte	145	1	Sedgwick	367	1	Sedgwick	404	1	Sedgwick	453
2	Sedgwick	143	2	Johnson	270	2	Johnson	355	2	Johnson	451
3	Shawnee	91	3	Wyandotte	172	3	Wyandotte	162	3	Shawnee	170
4	Reno	52	4	Shawnee	155	4	Shawnee	161	4	Wyandotte	158
5	Montgomery	49	5	Douglas	68	5	Douglas	82	5	Douglas	100
6	Crawford	45	6	Reno	65	6	Riley	67	6	Leavenworth	69
7	Leavenworth	41	7	Riley	64	7	Leavenworth	64	7	Reno	65
8	Cowley	38	8	Leavenworth	55	8	Reno	62	8	Riley	63
9	Johnson	33	9	Saline	49	9	Butler	51	9	Butler	59
10	Butler	32	10	Butler	45	10	Saline	49	10	Saline	54
11	Labette	30	11	Montgomery	42	11	Montgomery	39	11	Finney	41
12	Cherokee	30	12	Crawford	38	12	Cowley	37	12	Crawford	38
13	Saline	30	13	Cowley	37	13	Crawford	36	13	Cowley	36
14	Lyon	26	14	Lyon	35	14	Lyon	35	14	Montgomery	36
15	Sumner	26	15	Barton	31	15	Finney	33	15	Lyon	36
16	Douglas	25	16	Harvey	31	16	Harvey	31	16	Harvey	33
17	Barton	25	17	Geary	30	17	Geary	30	17	Ford	32
18	McPherson	24	18	McPherson	27	18	Barton	29	18	McPherson	30
19	Dickinson	23	19	Ellis	26	19	Ford	27	19	Miami	28
20	Atchison	22	20	Labette	26	20	McPherson	27	20	Barton	28
29	Marshall	21	36	Marshall	13	36	Marshall	12	36	Marshall	11

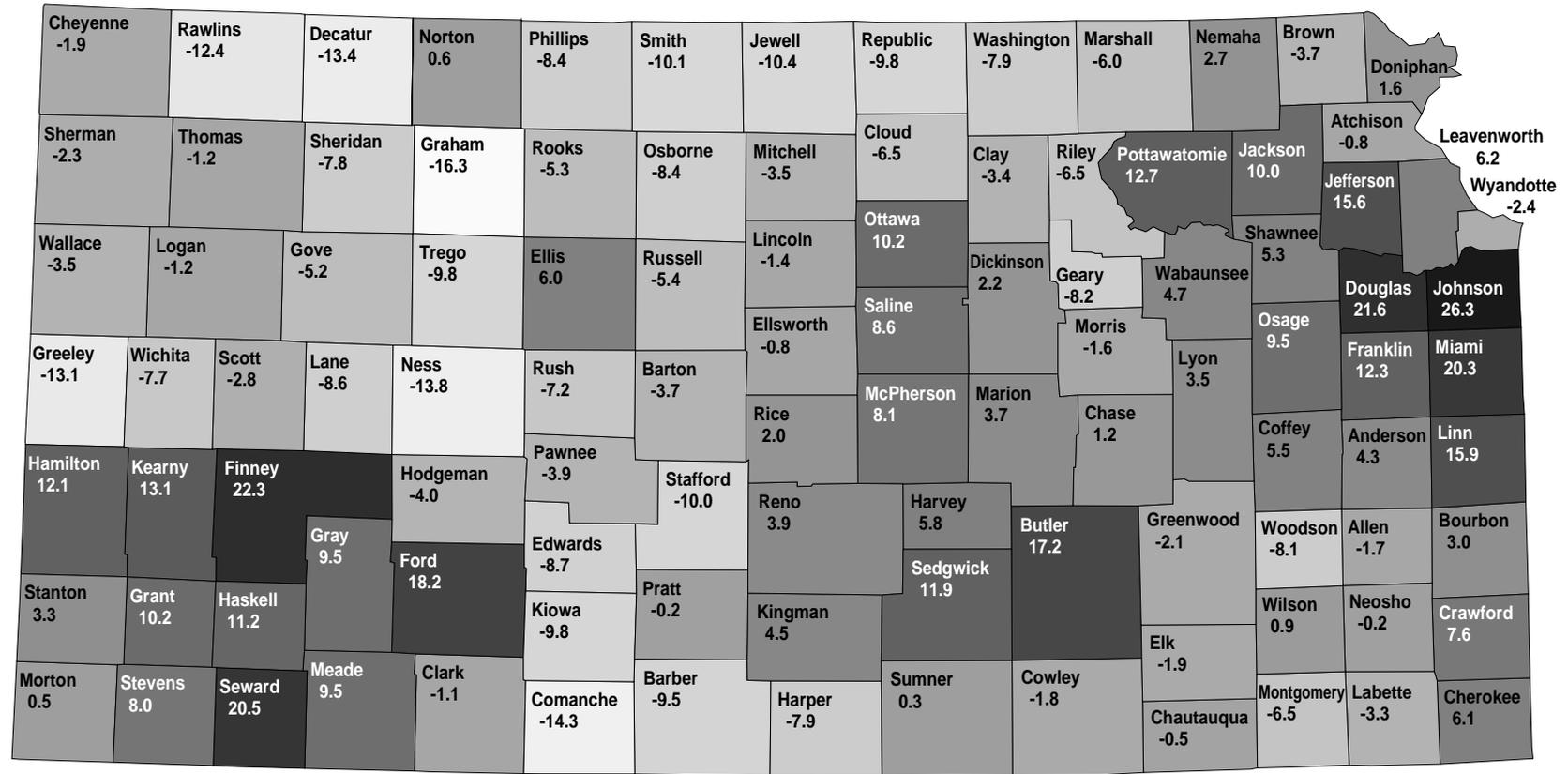
Source: University of Kansas, Policy Research Institute, "Kansas Statistical Abstract," 1992-1993, "Population of Kansas Counties, 1890-1980; U.S. Bureau of the Census, "1990 Census of Population and Housing." Floerchinger, Teresa D., "Kansas Population Projections, 1990-2030," Kansas Division of the Budget, September, 1992. Calculations: PRI.

Map 1 Percent Population Change: 1980 - 1990



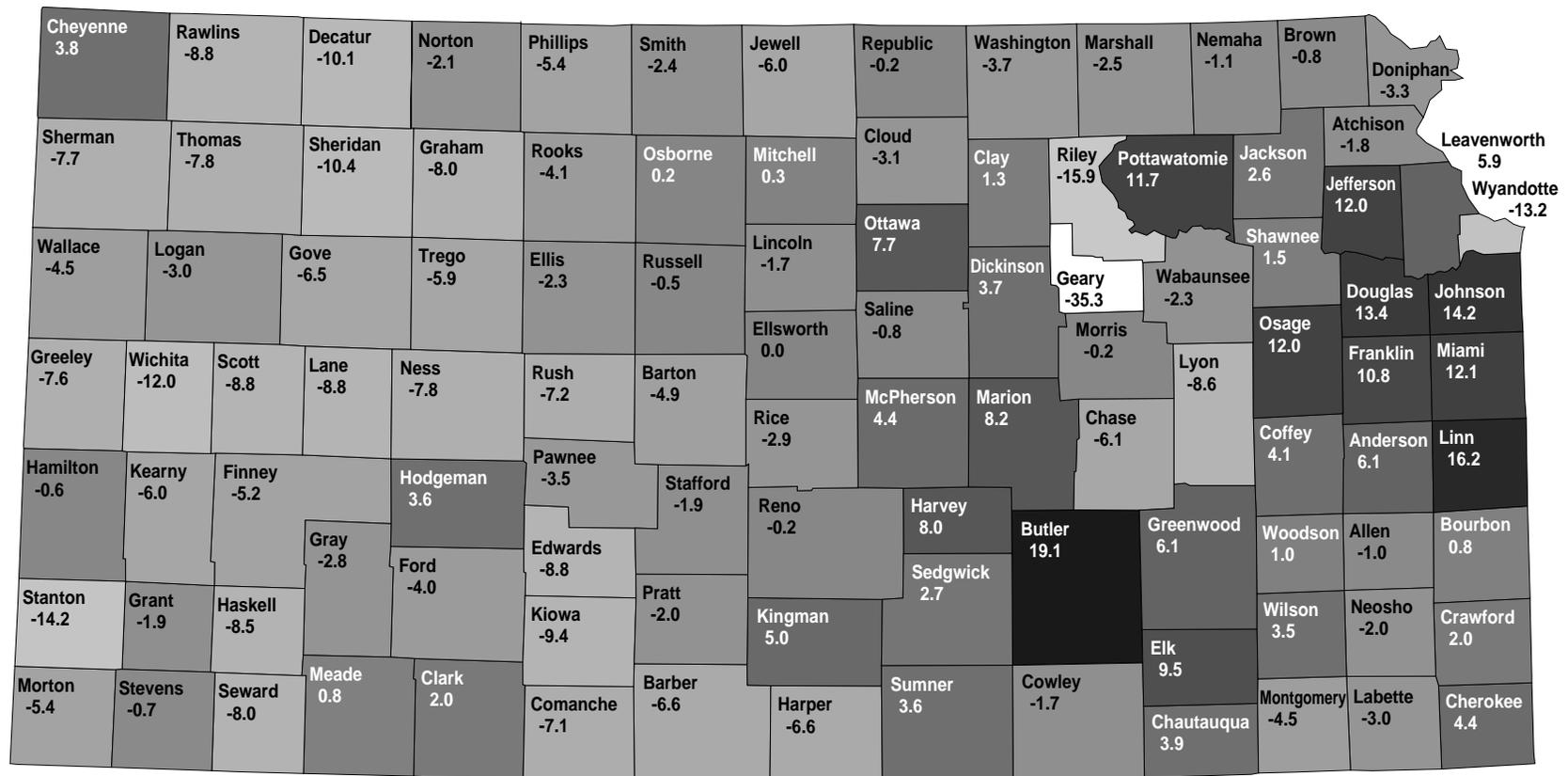
Source: Policy Research Institute, The University of Kansas: data from the U.S. Bureau of the Census.

Map 2 Percent Population Change: 1990-2000



Source: Policy Research Institute, The University of Kansas: data from the U.S. Bureau of the Census.

Map 3 Percent Net Migration: 1990 - 1999



Source: Policy Research Institute, The University of Kansas: data from the U.S. Bureau of the Census.

EMPLOYMENT

Economic vitality of every community is reflected in the employment situation. This section compares the key employment measurements such as labor force size, job creation rate, and unemployment in the Marshall County area with its comparative counties and the state of Kansas.

The number of people who are either working or willing to work determines the size of the labor force. This number is influenced not only by the size of population but also by the perceptions of individuals that suitable job opportunities exist within the community. 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 unemployment level 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.

Place of work data compared to the place of residence data provide insight into the employment opportunities within the area.

Employment: Key Findings

- Between 1990 and 2000 the average annual employment in Marshall County (Kansas Department of Human Resources data by place of residence) increased from 5,245 employees to 5,848 in 2000. This was an 11.5 percent increase, and is made more impressive by the fact that during this same time period population in the county actually declined significantly. (Table 6)
- Compared to the surrounding counties, Marshall's employment growth was much better than that seen in Nemaha, Riley, and Washington counties, as well as Pawnee County to the north. However, employment growth in Pottawatomie and Gage counties outpaced the Marshall County rate for the decade. Employment in the state grew 11.5 percent in the 1990's, the same as Marshall. (Table 6 and Figure 3)
- The total number of firms located in Marshall County increased a hefty 16 percent from 1989 to 1999, compared to a 13.4 percent increase for the state of Kansas over the same time period. This was a net gain of 56 firms in ten years for the county, to a total of 400 in 1999. (Table 7a)

- The pattern of distribution of firms by the number of employees in Marshall County are quite similar to the state's. The vast majority of firms in Marshall County (92 percent) are small companies with less than 20 employees. Between 1989 and 1999 their numbers rose by 49 firms to 368 total in 1999. The percentage of medium-sized companies (up to 100 employees) increased 23 percent (5 firms) in the same time period, while the number of companies with up to 500 employees increased by 2, bringing the total there to 5 firms. (Tables 7a and 7b)
- Total industry-level employment for Marshall County (U.S. Bureau of Economic Analysis place of work data) rose 9.4 percent from 1994 to 1999, which was a net increase of 642 jobs in five years. This is compared to a 12.7 percent growth rate for the state of Kansas during the same period. (Table 8a)
- Employment in the Service sector, the largest in the county, accounted for 388 new jobs from 1994 to 1999, an increase of nearly 30 percent. Other sectors with strong growth were Finance, which grew 43.5 percent (140 new jobs); Wholesale Trade, which added 62 jobs (21 percent); and Retail Trade with a five-year growth rate of 9.4 percent, or 93 jobs created. (Table 8a and Figure 4a)
- The only sectors in the Marshall County economy which shrank from 1994 to 1999 were the Agricultural Services sector, which cut 77 jobs or 42.5 percent, and Farm employment which fell 65 jobs, or 5.6 percent. Manufacturing remained nearly unchanged. (Table 8a and Figure 4a)
- The Services sector is the largest employer in Marshall County, accounting for nearly 23 percent of all jobs there in 1999. Following that are Farm employment with 15 percent and the Government sector with an additional 13 percent. (Table 8b and Figure 4b)
- Place of residence data for Marshall County showed the unemployment rate in 2000 to be 3.5 percent, a very reasonable level. This figure is from the Kansas Department of Human Resources, and as the name suggests, is based on the place of residence of individuals rather than their place of work. (Table 8c and Map 5)
- Comparing place of residence data and place of work data can sometimes indicate commuting trends. Table 8c shows that the number of jobs (place of work data) in Marshall County in 2000 was 1,174 less than the number of people employed in Marshall County (place of residence data). In other words, up to 20 percent of the people who lived in Marshall County in 2000 and who were employed may have been employed in industry outside the county. This is not a strict measure, as Place of Work data does not count some types of businesses which Place of Residence does, therefore, the actual number of potential commuters will be less than estimated here. However, the difference is significant enough to point to a sizable out-commuting population. (Table 8c)

- In the state of Kansas total employment (place of residence data) fell by 2.3 percent between 1999 and 2000. A smaller decrease in the civilian labor force resulted in a 21 percent increase in the number of unemployed statewide. (Table 8c)
- The labor force participation rate is the percentage of population aged 16 and over that is in the labor force. The labor force participation rate in 2000 for Marshall County was 70.3 percent (Map 4). This rate was 15th in a list of 105 counties. The rate for Kansas was 68.5 percent.

Table 6
Employment Growth Rates
Marshall County, Comparative Counties, and Kansas
1990-2000

	Average Annual Employment			% Employment Growth		
	1990	1995	2000	1990-1995	1995-2000	1990-2000
Marshall	5,245	5,700	5,848	8.7 %	2.6 %	11.5 %
Nemaha, KS	5,022	5,479	5,301	9.1	-3.2	5.6
Pottawatomie, KS	7,942	8,989	10,777	13.2	19.9	35.7
Riley, KS	27,102	28,409	29,707	4.8	4.6	9.6
Washington, KS	3,398	3,437	3,243	1.1	-5.6	-4.6
Gage, NE	12,708	13,492	14,676	6.2	8.8	15.5
Pawnee, NE	1,683	1,563	1,705	-7.1	9.1	1.3
Kansas	1,219,000	1,278,500	1,359,000	4.9	6.3	11.5

Source for Kansas: Kansas Department of Human Resources, place of residence data.
Source for Nebraska: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System (1990-2000), Table CA25, place of work data.

Figure 3
Employment Growth Rates
Marshall and Comparative Counties
1990-2000

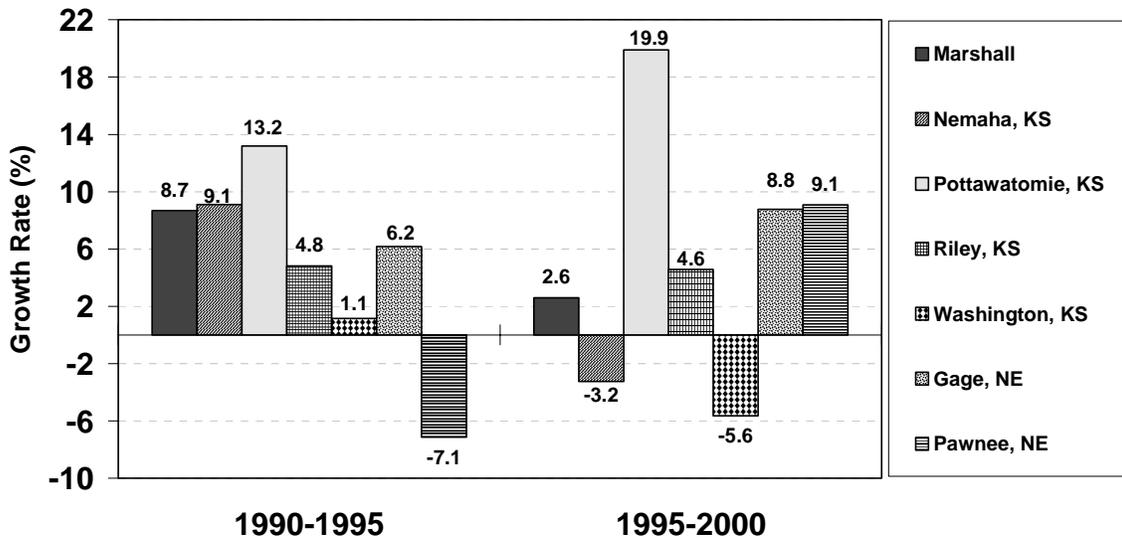


Table 7a
Number of Firms, by Number of Employees
Marshall County and Kansas
1989-1999

<u>Employees</u>	<u>Marshall</u>			<u>Kansas</u>		
	<u>1989</u>	<u>1999</u>	<u>% Change</u>	<u>1989</u>	<u>1999</u>	<u>% Change</u>
1 -- 19	319	368	15.4 %	57,845	64,239	11.1 %
20 -- 99	22	27	22.7	6,713	8,564	27.6
100 -- 499	3	5	66.7	1,027	1,536	49.6
500+	0	0	n/a	107	147	37.4
Total	344	400	16.3	65,692	74,486	13.4

Source: U.S. Bureau of the Census, "County Business Patterns," 1989 and 1999.

Table 7b
Percentage Distribution of Firms, by Number of Employees
Marshall County and Kansas
1989-1999

<u>Employees</u>	<u>Marshall</u>		<u>Kansas</u>	
	<u>1989</u>	<u>1999</u>	<u>1989</u>	<u>1999</u>
0 - 19	92.7 %	92.0 %	88.1 %	86.2 %
20 - 99	6.4	6.8	10.2	11.5
100 - 499	0.9	1.3	1.6	2.1
500+	0.0	0.0	0.2	0.2

Source: U.S. Bureau of the Census, "County Business Patterns," 1989 and 1999. Due to numbers being rounded up, percentages may not equal 100%.

Table 8a
Employment Levels by Industry
Marshall County and Kansas
Place of Work Data
1994-1999

<u>Industry</u>	<u>Marshall</u>				<u>Kansas</u>			
	<u>1994</u>	<u>1999</u>	<u>Change</u>	<u>% Change</u>	<u>1994</u>	<u>1999</u>	<u>Change</u>	<u>% Change</u>
Ag. Services	181	104	-77	-42.5 %	17,528	20,725	3,197	18.2 %
Mining	4	6	2	50.0	25,117	18,445	-6,672	-26.6
Construction	280	306	26	9.3	74,387	92,856	18,469	24.8
Manufacturing	915	922	7	0.8	194,141	218,466	24,325	12.5
Transportation	446	482	36	8.1	77,355	90,368	13,013	16.8
Wholesale Trade	293	355	62	21.2	74,707	82,275	7,568	10.1
Retail Trade	985	1,078	93	9.4	262,779	294,991	32,212	12.3
Finance, Insur., Real Est.	322	462	140	43.5	89,031	113,935	24,904	28.0
Services	1,312	1,700	388	29.6	397,522	476,032	78,510	19.7
Gov't. and Gov't. Services	944	974	30	3.2	273,272	273,185	-87	0.0
Subtotal -- Non-Farm	5,682	6,389	707	12.4	1,485,839	1,681,278	195,439	13.2
Farm Employment	1,164	1,099	-65	-5.6	78,375	81,015	2,640	3.4
Total Employment	6,846	7,488	642	9.4	1,564,214	1,762,293	198,079	12.7

Source: Bureau of Economic Analysis, Regional Economic Information System (REIS), table CA25.

Figure 4a
Percent Change in Employment by Industry
1994-1999

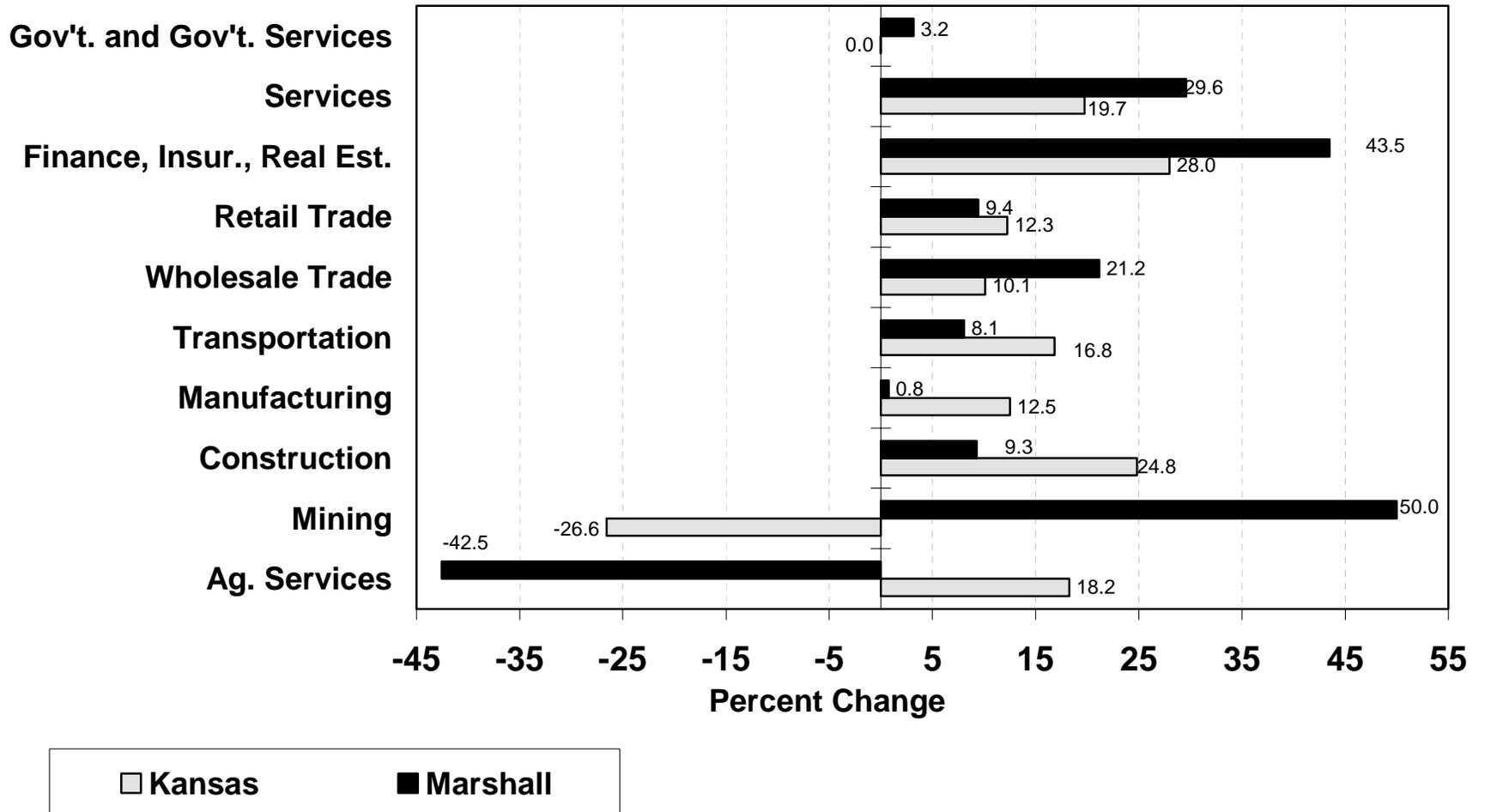
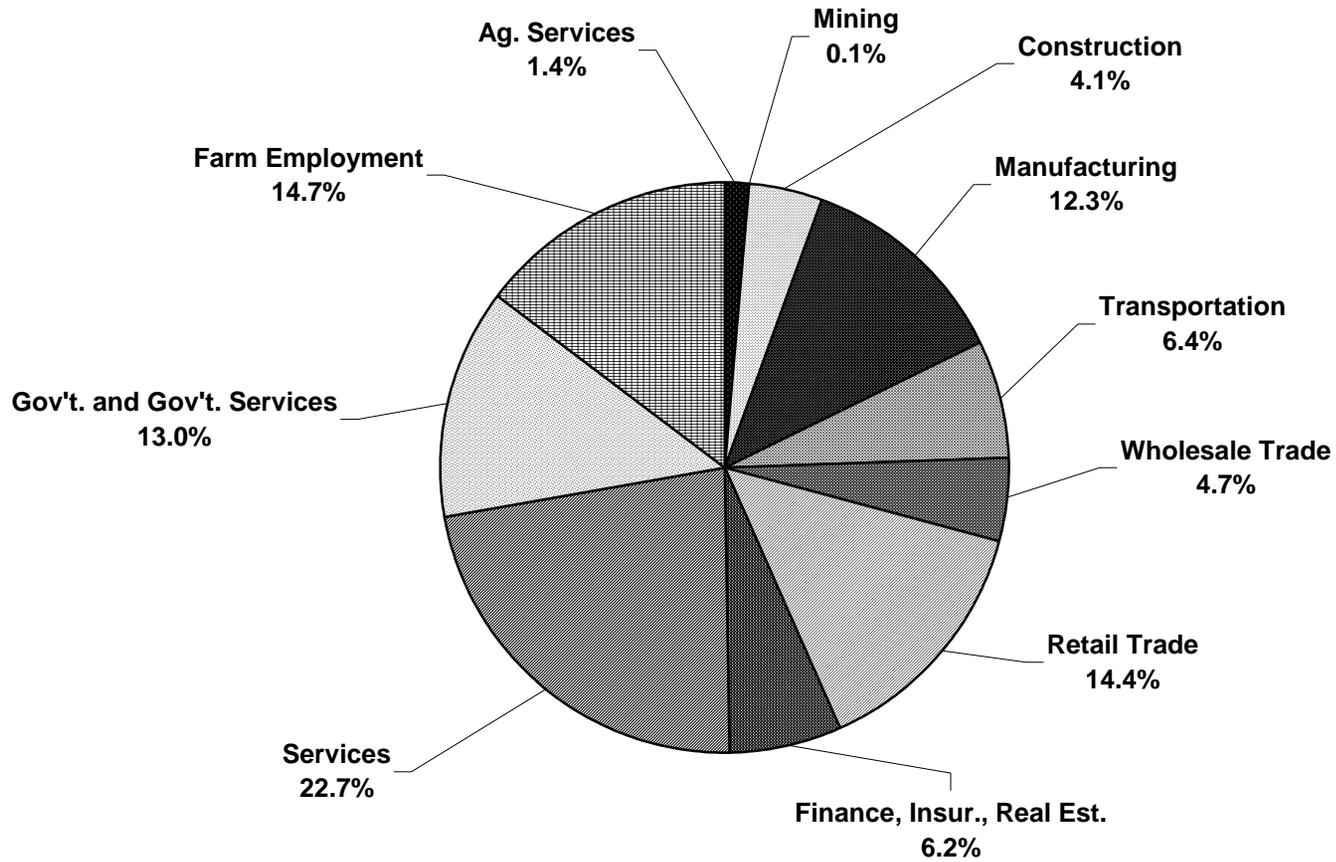


Table 8b
Employment Percent Share by Industry
Marshall County and Kansas
Place of Work Data
1994-1999

<u>Industry</u>	<u>Marshall</u>			<u>Kansas</u>		
	<u>1994</u>	<u>1999</u>	<u>Change</u>	<u>1994</u>	<u>1999</u>	<u>Change</u>
Ag. Services	2.6	1.4	-1.3 %	1.1	1.2	0.1 %
Mining	0.1	0.1	0.0	1.6	1.0	-0.6
Construction	4.1	4.1	0.0	4.8	5.3	0.5
Manufacturing	13.4	12.3	-1.1	12.4	12.4	0.0
Transportation	6.5	6.4	-0.1	4.9	5.1	0.2
Wholesale Trade	4.3	4.7	0.5	4.8	4.7	-0.1
Retail Trade	14.4	14.4	0.0	16.8	16.7	-0.1
Finance, Insur., Real Est.	4.7	6.2	1.5	5.7	6.5	0.8
Services	19.2	22.7	3.5	25.4	27.0	1.6
Gov't. and Gov't. Services	13.8	13.0	-0.8	17.5	15.5	-2.0
Subtotal -- Non-Farm	83.0	85.3	2.3	95.0	95.4	0.4
Farm Employment	17.0	14.7	-2.3	5.0	4.6	-0.4

Source: Bureau of Economic Analysis, Regional Economic Information System (REIS), table CA25.

**Figure 4b
Employment Percent Share by Industry
Marshall County
1999**

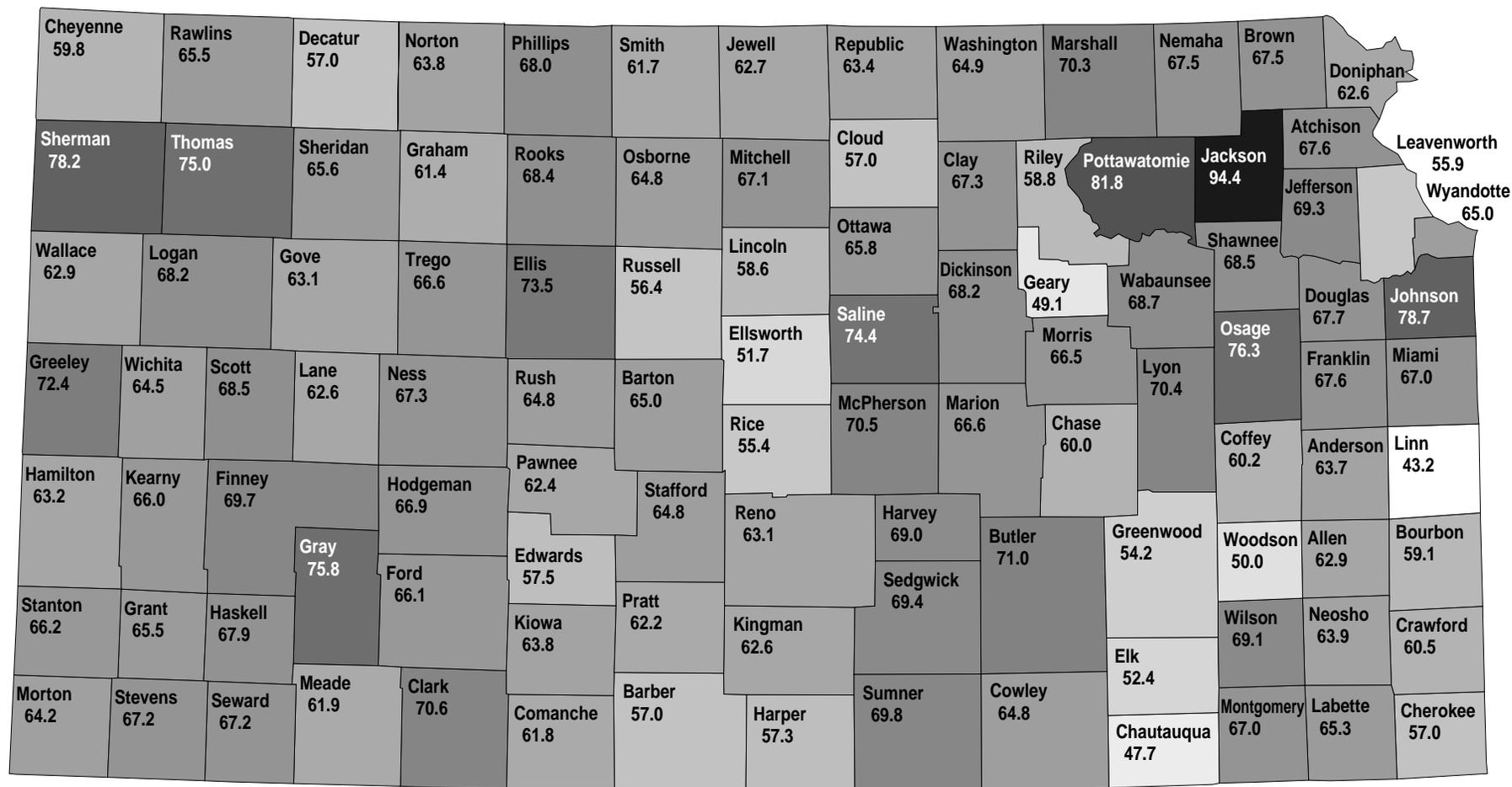


**Table 8c
Labor Market Summary
1999-2000**

	Marshall County			Kansas
	1999 Average	2000 Average	% Change 1999-00	% Change 1999-00
<u>Place of Residence Data</u>				
Civilian labor force	6,049	6,062	0.2	-1.6
Employment	5,903	5,848	-0.9	-2.3
Unemployment	146	214	46.6	20.9
Unemployment rate	2.4	3.5	45.8	23.3
<u>Place of Work Data</u>				
<u>Wage and Salary Employment</u>				
All industries	4,501	4,674	3.8	1.1
Goods producing industries	1,109	1,143	3.1	0.4
Construction and mining	150	142	-5.3	2.0
Manufacturing	911	946	3.8	-0.5
Service producing industries	3,389	3,528	4.1	1.3
Transportation & Public utilities	149	159	6.7	9.7
Wholesale & Retail Trade	1,107	1,027	-7.2	-0.4
Finance, Insurance, & Real estate	269	437	62.5	1.3
Services	952	982	3.2	1.1
Government	912	923	1.2	1.3

Source: Kansas Department of Human Resources, Labor Market Information Services. Developed in cooperation with the U.S. Bureau of Labor Statistics.

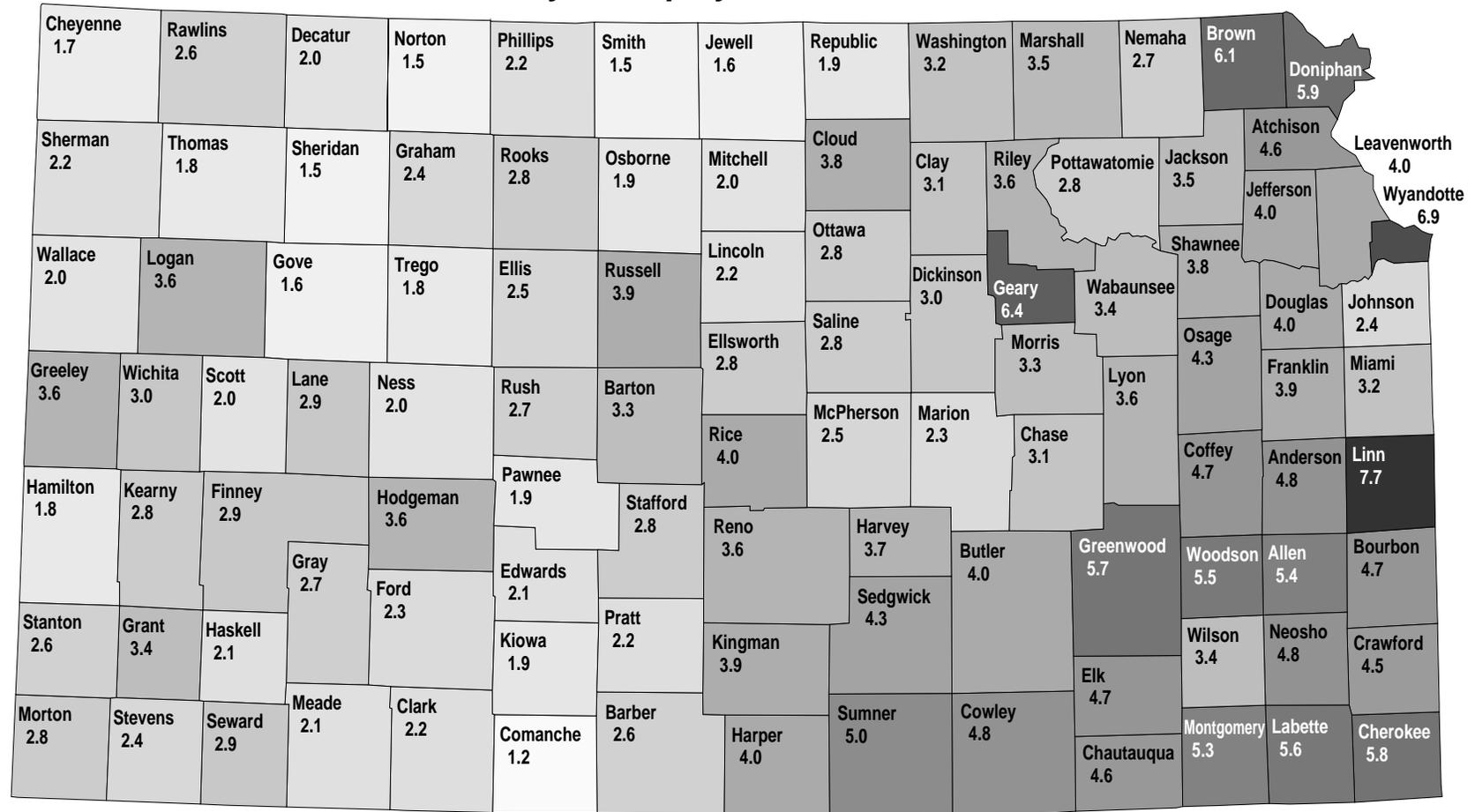
Map 4 Labor Force Participation: 2000



Source: U.S. Bureau of the Census, Kansas Department of Human Resources.

Kansas: 68.5%

Map 5 County Unemployment Rates: 2000



Note: Employment data are based on an individual's place of residence.
 Source: Kansas Department of Human Resources, Labor Market Information Services.

Earnings and Income

The economic base of the community is determined by the income of the community's 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 or declining industries.

This report looks at two major components of earnings and income: average wage per job and per capita personal income. Average wage per job reflects the productivity of local labor and the performance of local businesses. Per capita personal income indicates the relative wealth of the area compared to the state. As the productivity of business and industry increases, per capita personal income also rises.

Earnings and Income: Key Findings

- In 2000 the average wage per job in Marshall County was \$23,288. That was \$5,397 less than the average wage for the state of Kansas and \$11,364 less than the national average. (Table 9, Figure 5b)
- Marshall County's average wage per job compared quite well to the surrounding Kansas and Nebraska counties. Only Pottawatomie's was higher, but negligibly so. The average wage in Washington County, Kansas and Pawnee County, Nebraska were significantly lower than in Marshall. (Table 9, Figure 5a)
- Per capita personal income in Marshall County grew 10 percentage points faster from 1990 to 2000 than the overall rate in the state (60 percent compared to 50 percent), but at \$26,810 still lagged behind the state's average of \$27,374 in 2000. Historical data show that although typically always slightly lower than the state's amount, Marshall County's per capita income has kept even pace with growth across the state. (Table 10, Figure 6)
- In 2000 per capita personal income for Marshall County ranked 12th in a state with 105 counties. (Map 6)

Table 9
Average Annual Wage Per Job
Marshall County, Comparative Counties, Kansas, and U.S.
1990-2000

	<u>Average Wage per Job (Nominal Dollars)</u>			<u>% Growth</u>	
	<u>1990</u>	<u>1995</u>	<u>2000</u>	<u>90-95</u>	<u>95-00</u>
Marshall	16,744	18,834	23,288	12.5	23.6
Nemaha, KS	14,433	17,500	20,852	21.2	19.2
Pottawatomie, KS	16,109	19,966	23,731	23.9	18.9
Riley, KS	14,288	16,718	21,404	17.0	28.0
Washington, KS	11,436	12,969	15,984	13.4	23.2
Gage, NE	14,946	17,647	20,541	18.1	16.4
Pawnee, NE	12,160	15,668	18,857	28.8	20.4
Kansas	19,790	23,216	28,685	17.3	23.6
United States	23,322	27,400	34,652	17.5	26.5

Source: U.S. Bureau of Economic Analysis, Regional Economic Information System (1969-2000), Regional Economic Profile, Table CA34.

Figure 5a
Average Wage per Job
Marshall and Comparative Counties
1990-2000

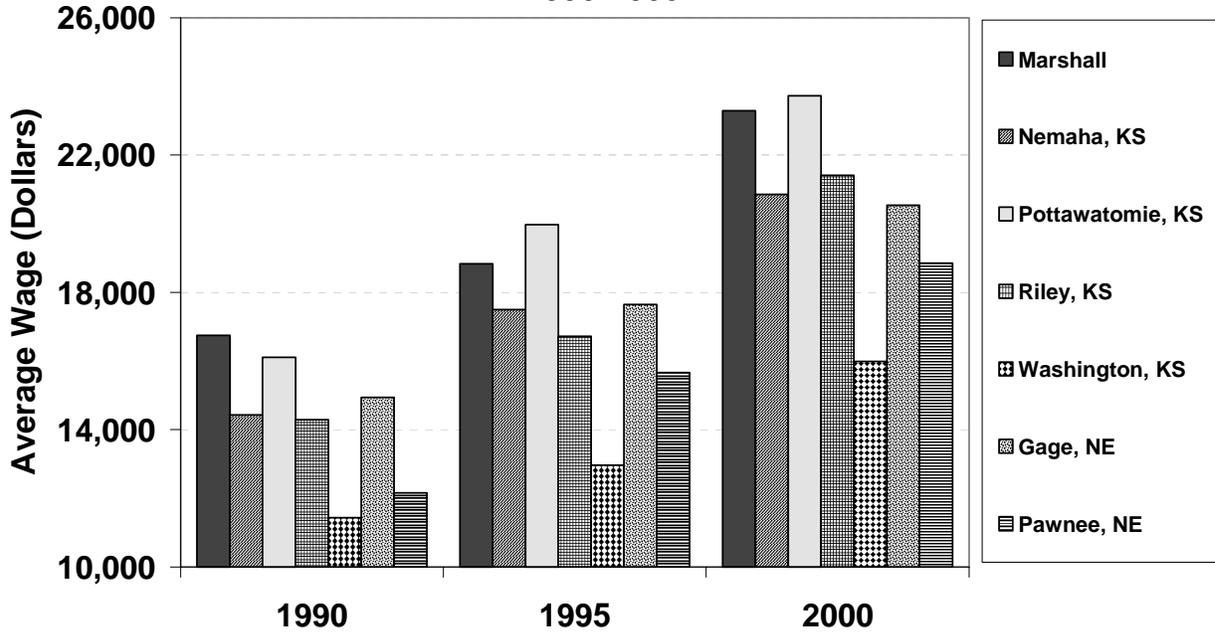


Figure 5b
Average Wage Per Job
Marshall County, Kansas and United States
1990-2000

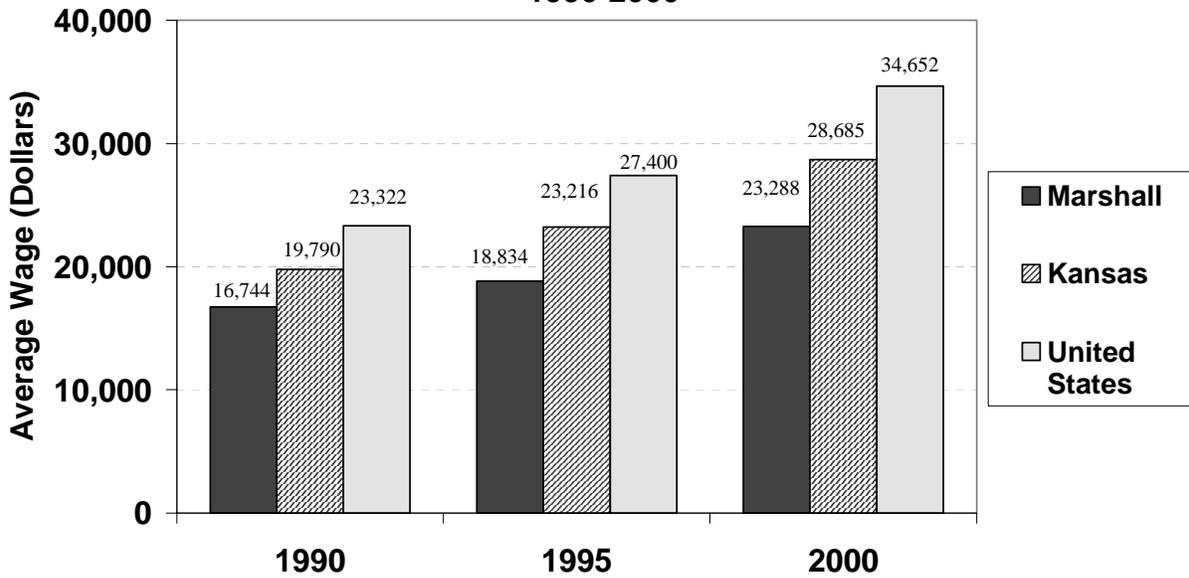
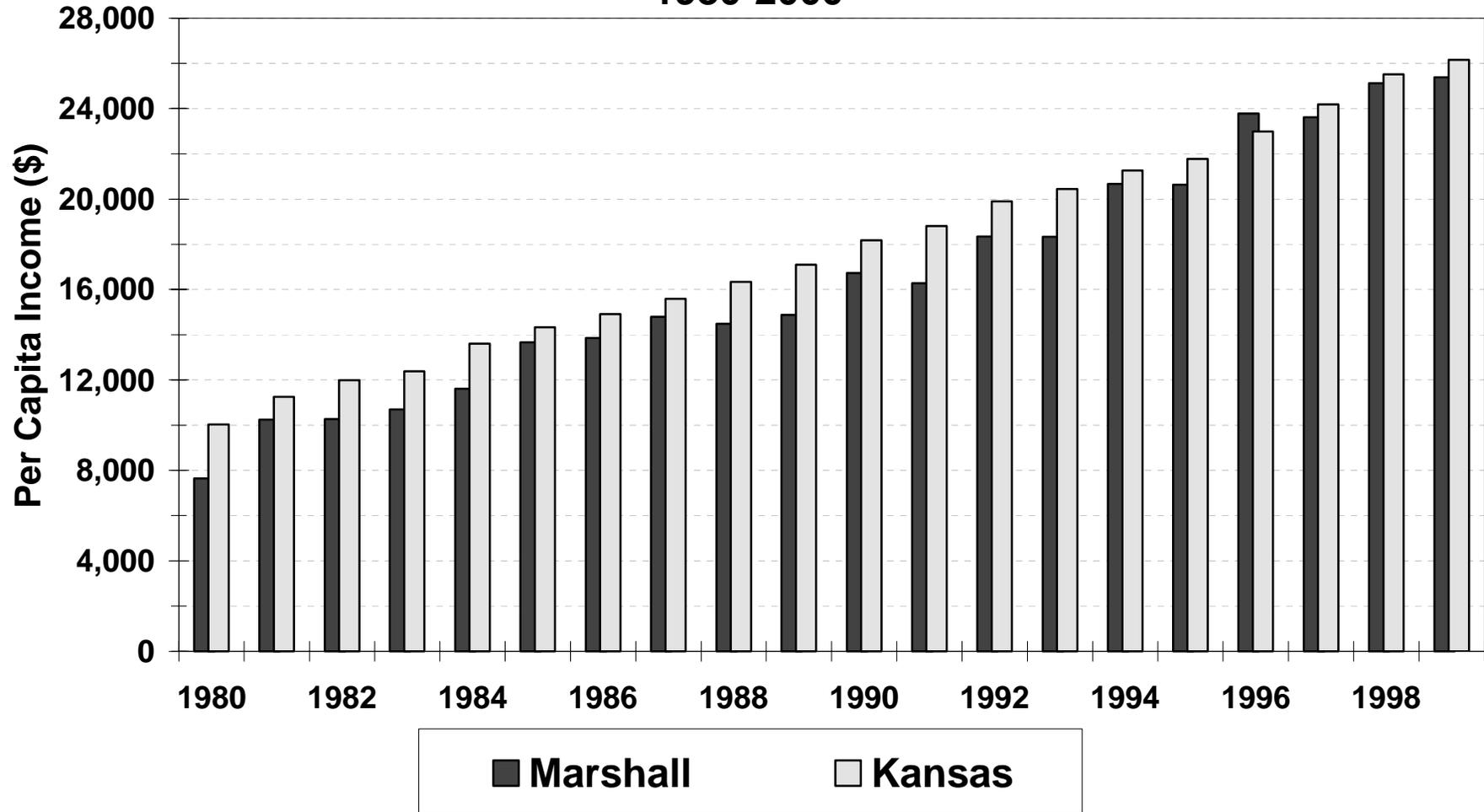


Table 10
Per Capita Personal Income
Marshall County and Kansas
1980-2000

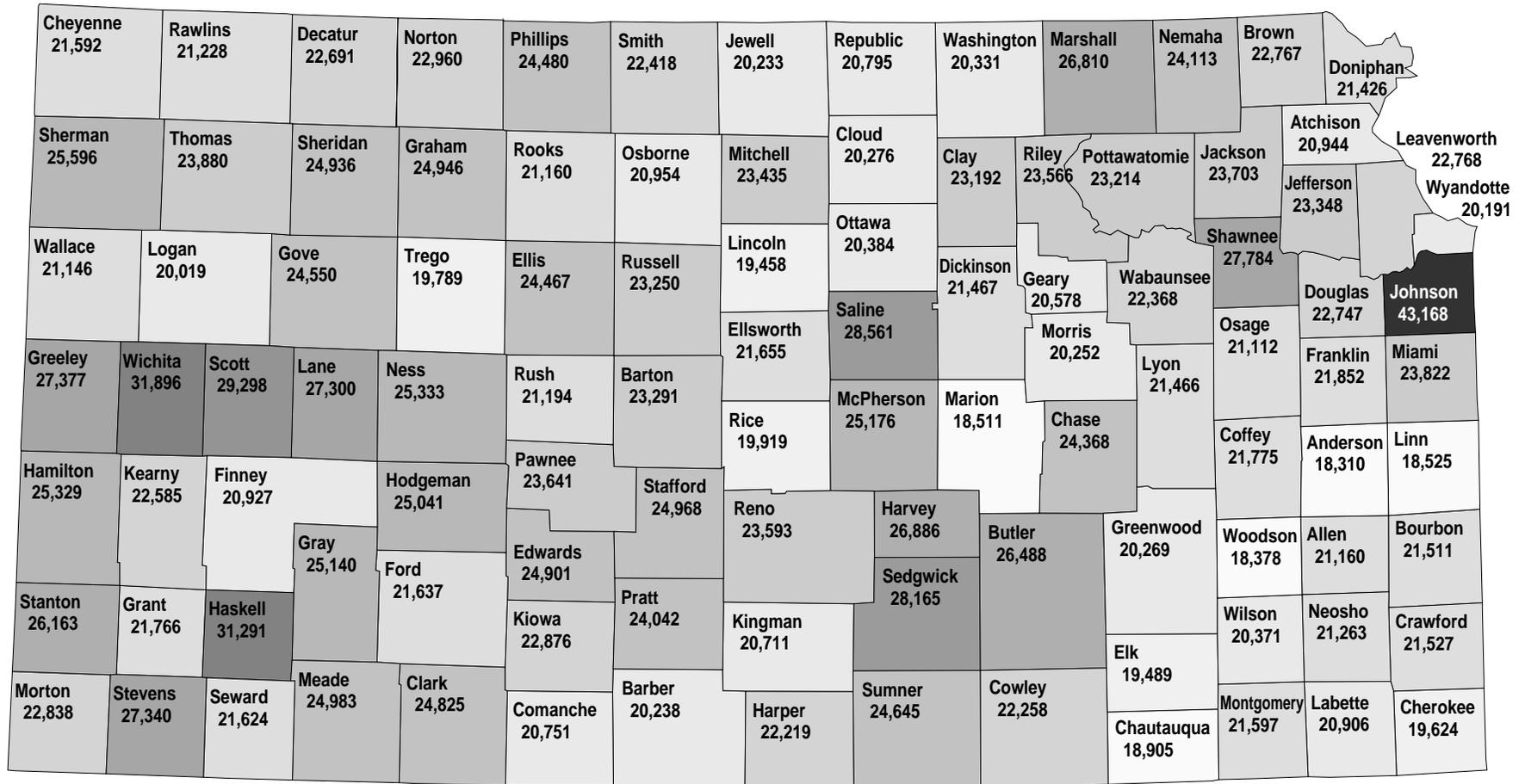
	Income (\$)		Growth Rates	
	Marshall	Kansas	Marshall	Kansas
1980	7,643	10,038		
1981	10,251	11,248	34.1 %	12.1 %
1982	10,275	11,989	0.2	6.6
1983	10,698	12,373	4.1	3.2
1984	11,603	13,602	0.0	9.9
1985	13,660	14,330	17.7	5.4
1986	13,852	14,904	1.4	4.0
1987	14,788	15,583	6.8	4.6
1988	14,479	16,331	-2.1	4.8
1989	14,870	17,093	2.7	4.7
1990	16,734	18,177	12.5	6.3
1991	16,272	18,806	-2.8	3.5
1992	18,342	19,905	12.7	5.8
1993	18,339	20,438	0.0	2.7
1994	20,659	21,258	12.7	4.0
1995	20,630	21,771	-0.1	2.4
1996	23,784	22,977	15.3	5.5
1997	23,609	24,182	-0.7	5.2
1998	25,124	25,519	6.4	5.5
1999	25,384	26,155	1.0	2.5
2000	26,810	27,374	5.6	4.7

Source: U.S. Bureau of Economic Analysis, Regional Economic Information System (1969-2000), County Summary, Table CA13.

Figure 6
Per Capita Personal Income
Marshall County and Kansas
1980-2000



Map 6 Per Capita Personal Income: 2000



Source: Policy Research Institute, The University of Kansas, using data from the U.S. Bureau of Economic Analysis, Regional Economic Information System, Table CA5, May 2000.

CONCLUSION

Economic data is an important tool of the community economic development process because it gives community members a better view of the current facts and trends in different areas of economic and demographic performance of the community. However, numbers alone are not enough. The data must be analyzed and interpreted, taking into account the intuition of those within the community as to what the trends really mean.

Marshall County has experienced a shrinking population for many decades, and the population that remains is growing older. Net migration has likewise been negative for quite some time, presumably as young residents who achieve modest education goals leave the county for better opportunities elsewhere. This is typical for rural Kansas counties.

However, to counter this trend Marshall County in recent years has fostered significant employment and firm growth. In such mainstay industries as Construction and Manufacturing employment has held its own, even with the population declines. And although still predominantly a farming county, many jobs have been created in the Services and Finance sectors. Since growth in Services usually accompanies or follows population growth, this could be seen as a positive development. For people to move to a place there must be jobs for them to occupy, which the trend indicates is the case for Marshall County.

Furthermore, per capita income in the county ranks 12th in a state with 105 counties. Of more interest to prospective employees and residents is the average wage per job, but there again, Marshall County's average wage is competitive with its surrounding counties and given its rural location is not far off the state average.

Marshall County faces some challenges in the years to come if it is to halt population declines and to promote further employment growth in high paying jobs. Nevertheless, it appears to possess good business resources from which to build on, and from an employment perspective is already headed in the right direction.