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Economic Trends Report: Eudora

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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.

KCCED is funded by a grant from the Economic Development Administration of the U.S. Department of Commerce. The statements, findings, and conclusions of this report are those of the authors and do not necessarily reflect the views of the U.S. Government, the University of Kansas, or any other individual or organization.

DOUGLAS COUNTY



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Economic Trends: Eudora

Introduction

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

- population and housing,
- employment,
- income,
- taxes,
- and education.

Throughout the report, Eudora's performance is compared with the performance of Baldwin, Lecompton, Lawrence and Douglas County overall, as well as the state of Kansas in some occasions. It is by no means a comprehensive analysis of economic trends facing Eudora but rather an overview of some key economic and demographic variables.

POPULATION AND HOUSING

In every community, population size and economic activity are closely related. 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 population changes indicate economic trends in the community and can be compared to other cities, as well as the statewide and national averages.

Population and Housing: Key Findings

- The population of Eudora has grown every decade since 1930 to the present, with an average growth rate of over 30 percent per decade for the last seventy years. The 2000 Decennial Census showed Eudora's population to be at 4,307. (Table 1 and 2)
- Population in Eudora grew 43 percent from 1990 to 2000. This was more than double the growth rate of the next highest ranked comparative city (Lawrence, 22 percent). It far exceeded the state's growth rate (8.5 percent) as well as the nation's (8.7 percent). (Table 2, Figure 1, and Map 2)
- In 2000 the largest age group segment in Eudora was made up of people in the 25-44 year-old range (34 percent of the total), and in fact this amount had increased since 1990. In absolute numbers every age cohort saw increases, but as percent of total the only other group which grew were the 5-17 year-olds. (Table 3a and 3b, Figure 2)
- From 1980 to 2000 the amount of owner-occupied housing in Eudora fell ten percentage points, from 69 percent to 59 percent. Because the number of vacant homes also decreased, the difference was made up entirely by rapid growth in rental units which totaled nearly 40 percent of all homes in 2000. This would indicate that a good deal of the new, incoming population has chosen to rent for the time being. (Table 4)

Table 1
Population Totals and Growth Rates
Eudora and Kansas

<u>Year</u>	<u>Eudora</u>		<u>Kansas</u>	
	<u>Population Total</u>	<u>Growth Rate</u>	<u>Population Total</u>	<u>Growth Rate</u>
1910	640		1,690,949	
1920	627	-2.0	1,769,257	4.6
1930	599	-4.5	1,880,999	6.3
1940	603	0.7	1,801,028	-4.3
1950	929	54.1	1,905,299	5.8
1960	1,526	64.3	2,178,611	14.3
1970	2,071	35.7	2,249,071	3.2
1980	2,934	41.7	2,364,236	5.1
1990	3,006	2.5	2,477,588	4.8
1991*	3,211	6.8	2,495,209	0.7
1992*	3,337	3.9	2,526,042	1.2
1993*	3,495	4.7	2,547,605	0.9
1994*	3,570	2.1	2,569,118	0.8
1995*	3,588	0.5	2,586,942	0.7
1996*	3,704	3.2	2,598,266	0.4
1997*	3,696	-0.2	2,616,339	0.7
1998*	3,754	1.6	2,638,667	0.9
1999*	3,934	4.8	2,654,052	0.6
2000	4,307	9.5	2,688,418	1.3

* Estimates

Source: U.S. Bureau of the Census.

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

<u>Year</u>	<u>1970-1980</u>	<u>1980-1990</u>	<u>1990-2000</u>
Eudora	41.7	2.5	43.3
Baldwin	12.3	2.9	16.8
Lecompton	32.7	12.3	-6.0
Lawrence	15.4	24.5	22.0
Douglas County	16.8	20.9	22.2
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."

Figure 1
Rates of Population Change
Eudora and Comparative Cities
1970-2000

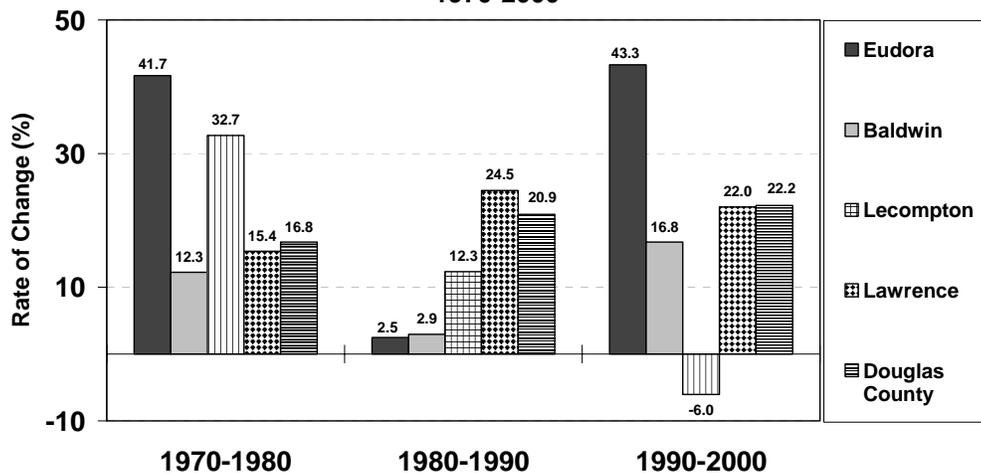


Table 3a
Population by Selected Age Groups
Eudora and Kansas
1990-2000

	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>
Eudora	1990	252	590	305	1,009	484	366
	2000	349	974	377	1,470	685	452
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

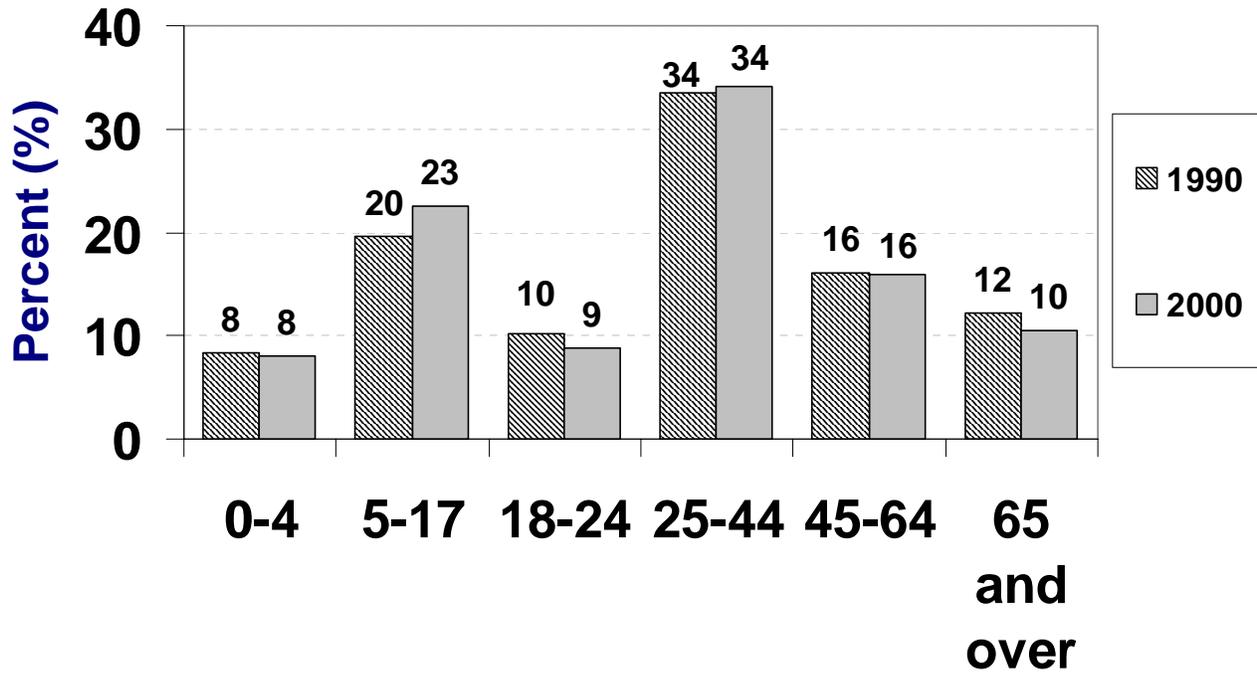
Source: U.S. Bureau of the Census

Table 3b
Population by Selected Age Groups as Percent of Total
Eudora 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>
Eudora	1990	8.4 %	19.6 %	10.1 %	33.6 %	16.1 %	12.2 %
	2000	8.1	22.6	8.8	34.1	15.9	10.5
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
Eudora
1990-2000

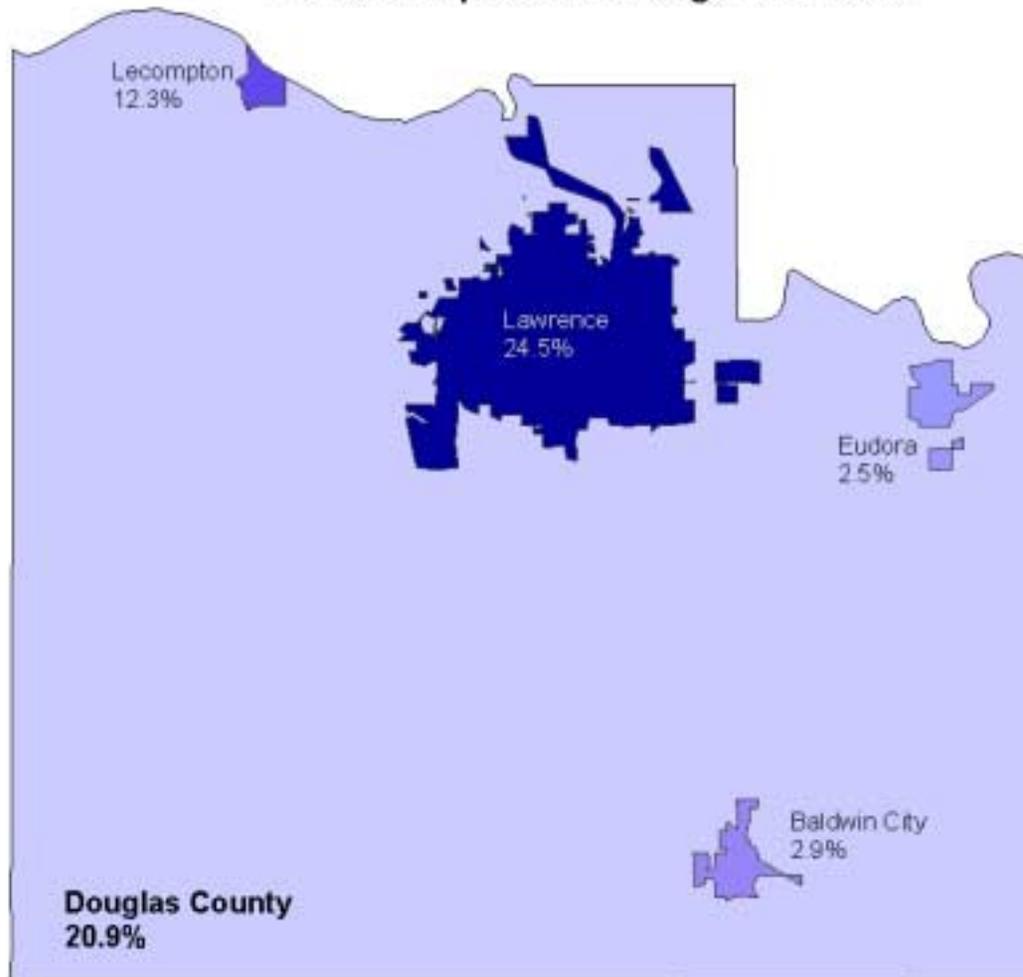


**Table 4
Percent Types of Housing
Eudora, Comparative Cities and County
1980-2000**

	1980			2000		
	<u>% Owner-Occupied</u>	<u>% Renter-Occupied</u>	<u>% Vacant</u>	<u>% Owner-Occupied</u>	<u>% Renter-Occupied</u>	<u>% Vacant</u>
Eudora	69%	26%	5%	59%	38%	3%
Baldwin	62	32	7	62	30	8
Lecompton	74	19	7	78	20	2
Lawrence	45	48	7	44	52	4
Douglas County	51	43	7	50	46	4

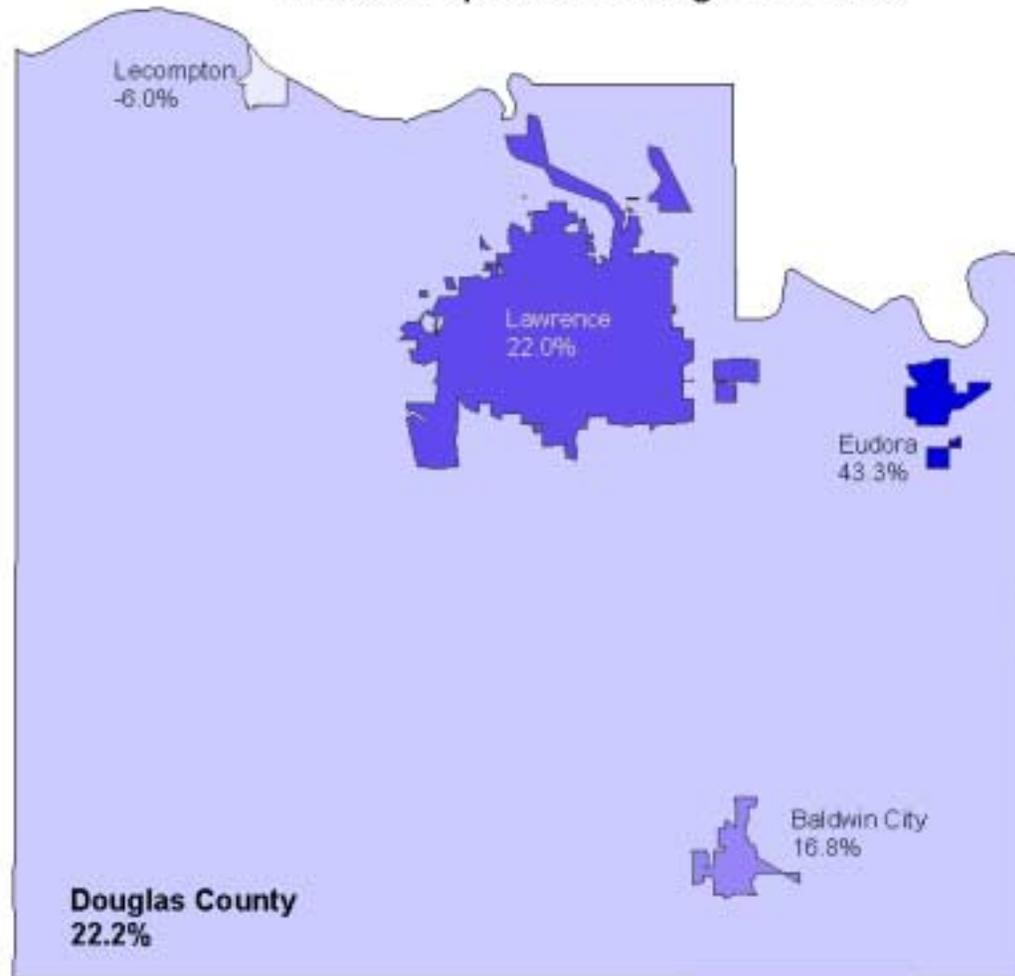
Source: U.S. Bureau of the Census

Map 1
Percent Population Change 1980-1990



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

Map 2
Percent Population Change 1990-2000



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

EMPLOYMENT

Economic vitality of every community is reflected in the employment situation. This section compares the key employment measurements such as labor force size and unemployment in the Eudora area with its comparative cities.

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.

Employment: Key Findings

- Between 1990 and 2000 average annual employment in Eudora (U.S. Bureau of the Census data by place of residence) grew 48 percent, even more than population. This was nearly five times the state's employment growth rate for the same period, as well as the highest amongst the comparative cities. Lawrence came in second with employment growth of 36 percent. In 2000 the number of employed in Eudora stood at 2,137. This does not reflect the total number of jobs available in Eudora, but rather the number of people who live there and are employed, either in Eudora or elsewhere. (Tables 5a and 5b, Figure 3)
- Another way to break down employment is to compare the number of persons who are employed with those looking for employment. In 2000, the unemployment rate in Eudora was 4.3 percent, somewhat high compared to cities of similar size. However, rapidly growing places can sometimes have more difficulty matching labor to employment quickly. (Table 5a and Map 3)
- Employment details can also be broken down by industry. However, due to a new industry classification system, data from 2000 can not be compared to previous years, so a per-industry growth analysis can not be conducted. Nevertheless, in 2000 about one-fifth of all employed in Eudora held jobs in the Education sector. This is a somewhat low percentage for being the primary employment group, and indicates that Eudora has a well-balanced and diverse employment base. Following that were Manufacturing jobs (16 percent) and Construction (11.4 percent); all the rest each made up less than ten percent of the total. (Tables 6a and 6b, Figure 4)

**Table 5a
Labor Market Summary
Eudora, Comparative Cities and County, Kansas
2000**

	<u>Civilian Labor Force</u>	<u>Employed</u>	<u>Unemployed</u>	<u>Unemployment Rate</u>
Eudora	2,234	2,137	97	4.3
Baldwin	1,816	1,785	31	1.7
Lecompton	302	290	12	4.0
Lawrence	47,128	44,705	2,423	5.1
Douglas County	57,890	55,212	2,678	4.6
Kansas	1,411,000	1,359,000	52,000	3.7

Source: U.S. Bureau of the Census

**Table 5b
Labor Market Summary
Percent Change
Eudora, Comparative Cities and County, Kansas
1990-2000**

	<u>% Percent Change, 1990-2000</u>			
	<u>Civilian Labor Force</u>	<u>Employed</u>	<u>Unemployed</u>	<u>Unemployment Rate</u>
Eudora	48%	48%	52%	2%
Baldwin	23	25	-35	-47
Lecompton	-2	4	-59	-58
Lawrence	35	36	18	-13
Douglas County	29	30	21	-7
Kansas	11	11	-9	-18

Source: U.S. Bureau of the Census

Figure 3
Employment Growth Rates
Eudora, Comparative Cities and County
1990-2000

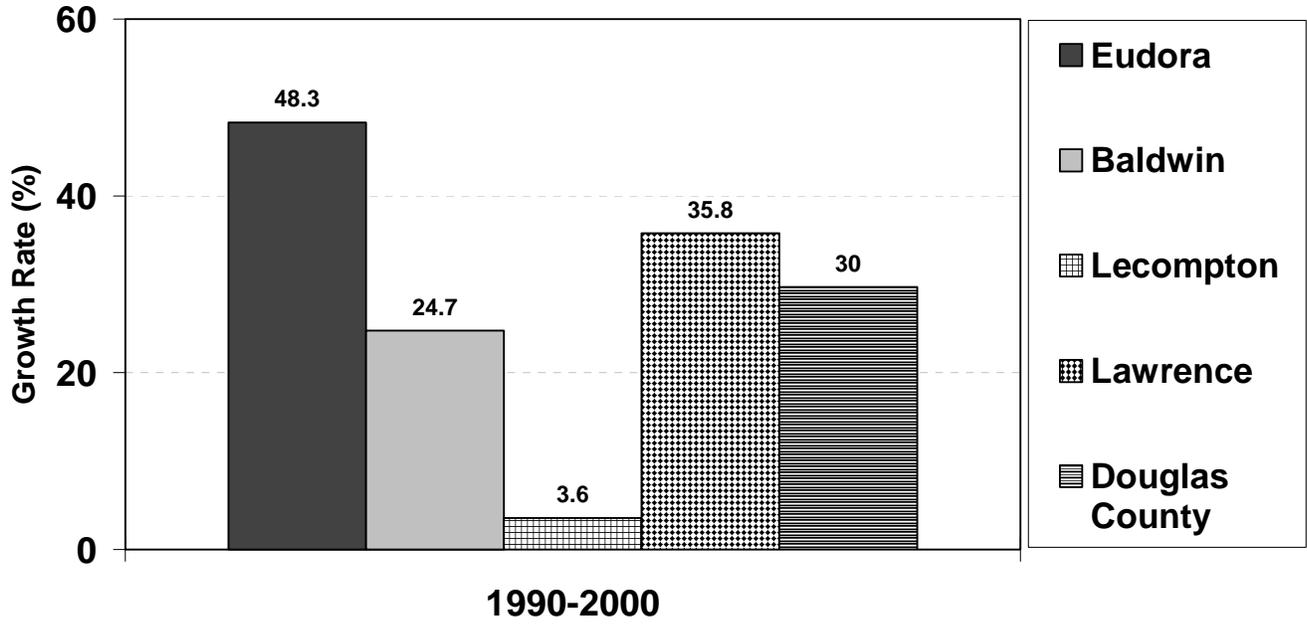


Table 6a
Employment Levels by Industry
Eudora and Comparative Cities
2000

<u>Industry</u>	<u>Eudora</u>	<u>Baldwin</u>	<u>Lecompton</u>	<u>Lawrence</u>
Ag., Forestry, Mining	27	5	1	195
Construction	243	127	40	2,252
Manufacturing	344	238	64	3,558
Wholesale Trade	88	27	2	712
Retail Trade	208	164	28	5,546
Transportation	118	62	16	1,185
Information	109	77	14	2,095
Finance, Insur., Real Est.	135	59	2	2,687
Professional	196	71	11	3,776
Educational	430	681	60	13,539
Arts & Entertainment	105	131	24	5,430
Other Services	53	65	14	2,021
Public Administration	81	78	14	1,709
Total Employment	2,137	1,785	290	44,705

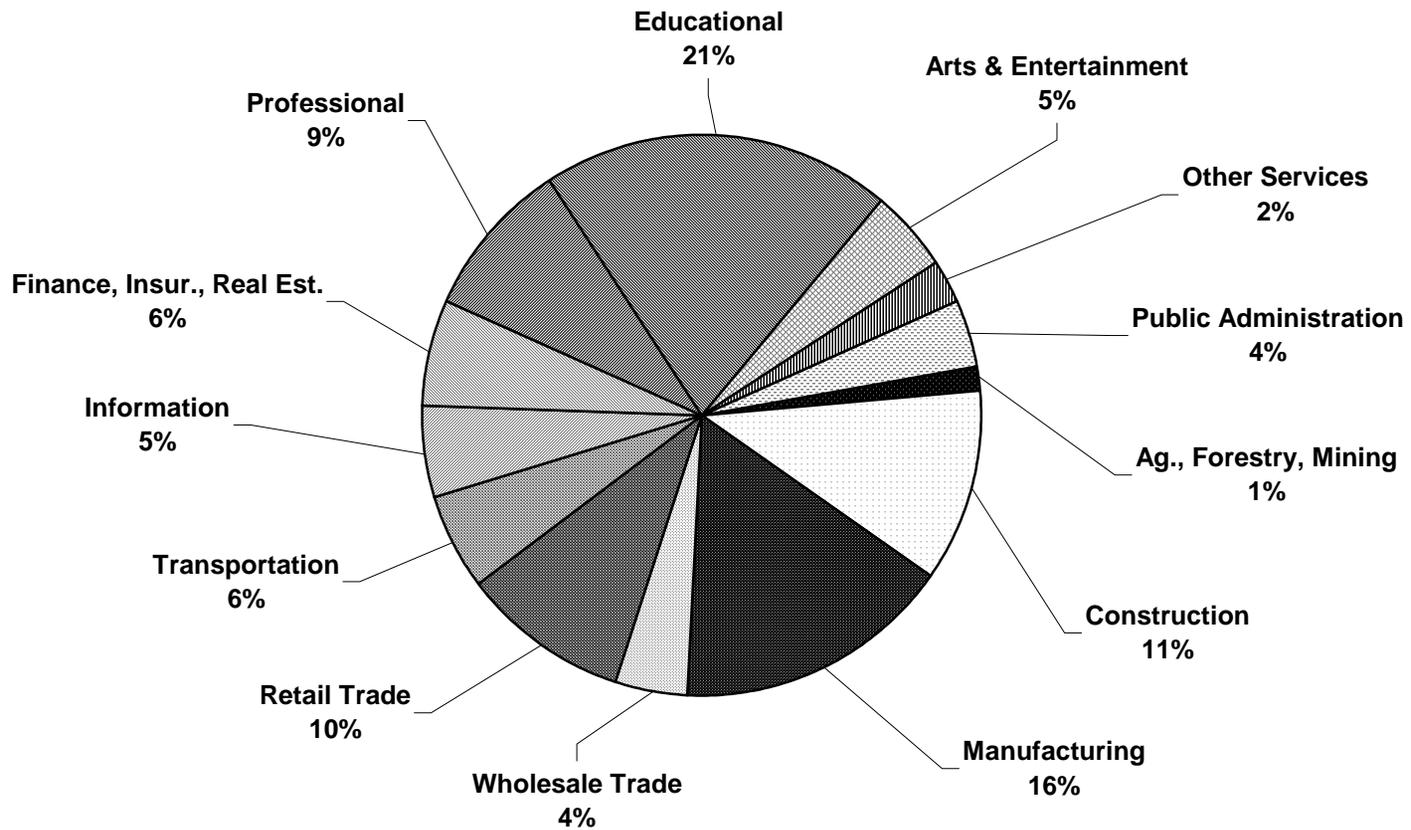
Source: U.S. Bureau of the Census

Table 6b
Employment Shares by Industry
Eudora and Comparative Cities
2000

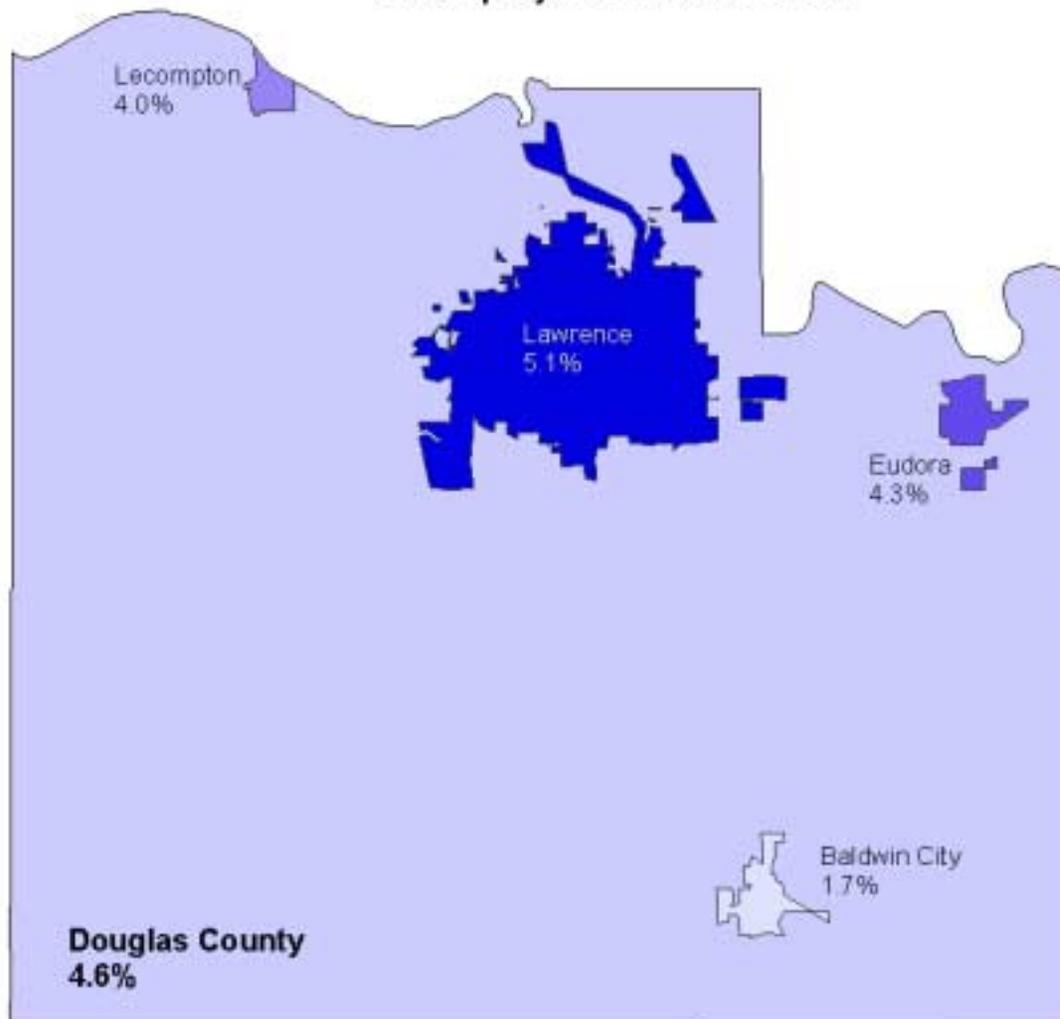
<u>Industry</u>	<u>Eudora</u>	<u>Baldwin</u>	<u>Lecompton</u>	<u>Lawrence</u>
Ag., Forestry, Mining	1.3 %	0.3 %	0.3 %	0.4 %
Construction	11.4	7.1	13.8	5.0
Manufacturing	16.1	13.3	22.1	8.0
Wholesale Trade	4.1	1.5	0.7	1.6
Retail Trade	9.7	9.2	9.7	12.4
Transportation	5.5	3.5	5.5	2.7
Information	5.1	4.3	4.8	4.7
Finance, Insur., Real Est.	6.3	3.3	0.7	6.0
Professional	9.2	4.0	3.8	8.4
Educational	20.1	38.2	20.7	30.3
Arts & Entertainment	4.9	7.3	8.3	12.1
Other Services	2.5	3.6	4.8	4.5
Public Administration	3.8	4.4	4.8	3.8
Total Share	100	100	100	100

Source: U.S. Bureau of the Census

Figure 4
Employment Percent Share by Industry
Eudora
2000



Map 3 Unemployment Rates: 2000



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

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 per capita personal income. 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.

Income: Key Findings

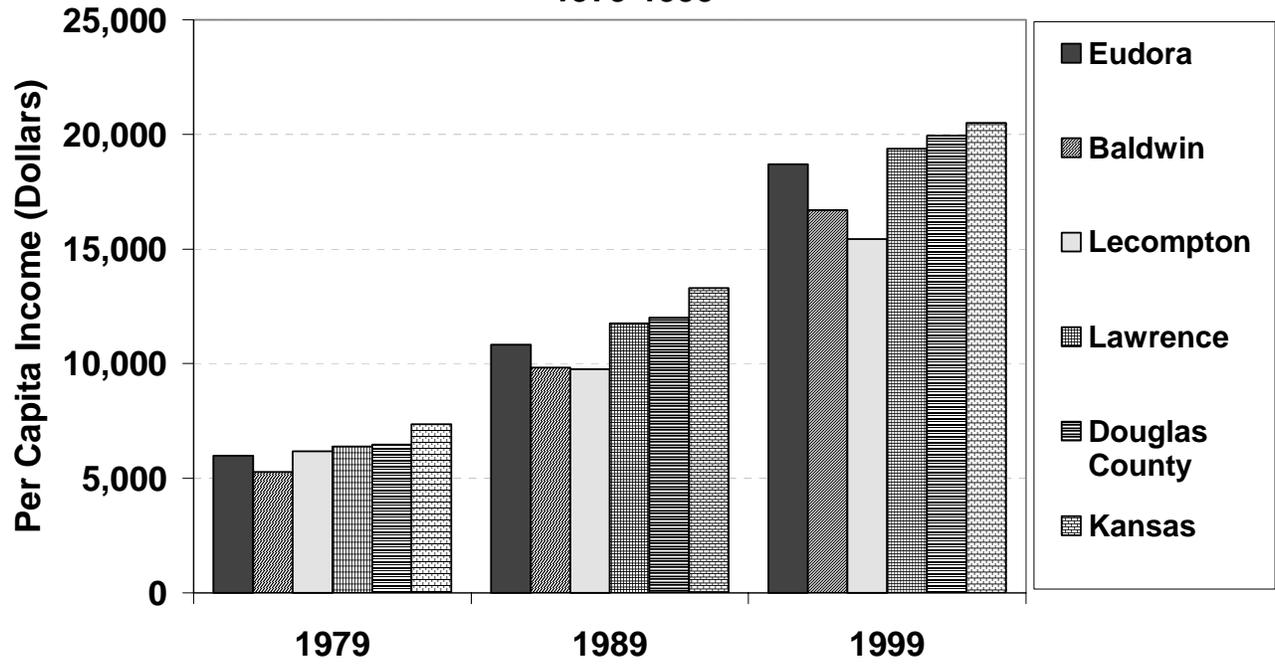
- Per capita personal income in Eudora in 1999 stood at \$18,693, an amount only \$1,813 less than the average across the state. Within the county it exceeded per capita incomes in both Baldwin and Lecompton, and fell just shy of the average in Lawrence. From 1989 to 1999 Eudora's per capita income grew at a rate of 73 percent, growth faster than seen in any of the comparative cities. (Table 7, Figure 5, and Map 4)

Table 7
Per Capita Income
Eudora, Comparative Cities and County, Kansas
1979-1999

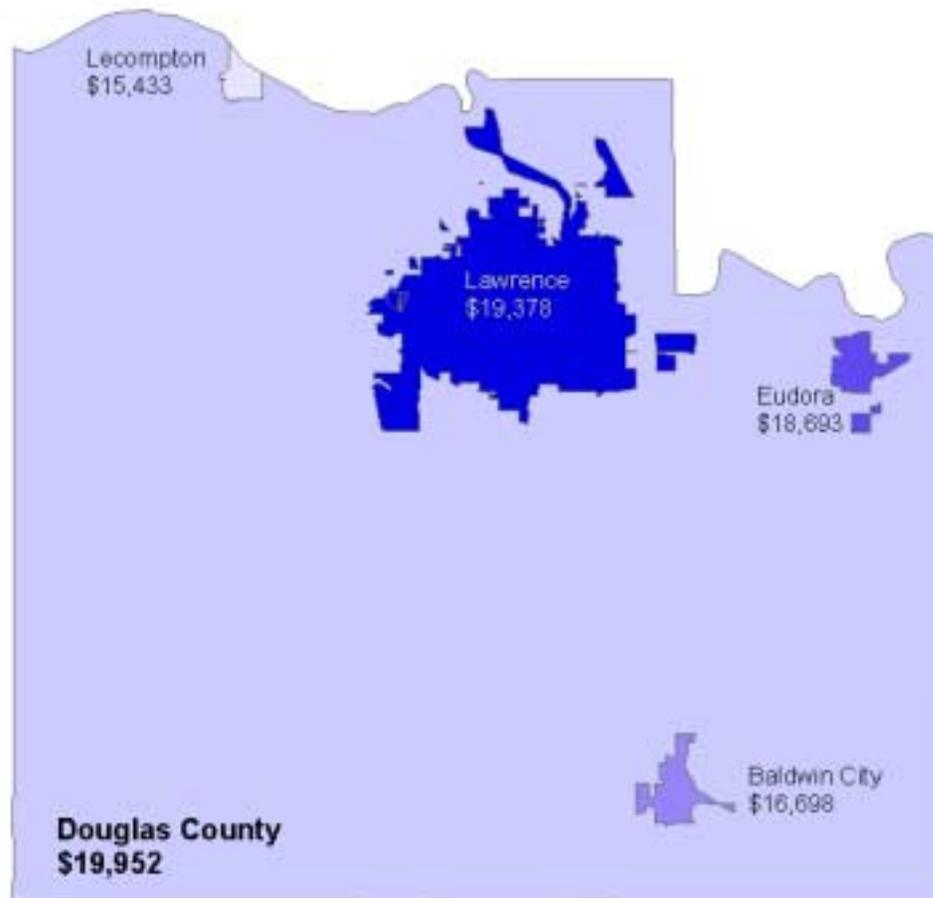
	Per Capita Income			% Growth		
	<u>1979</u>	<u>1989</u>	<u>1999</u>	<u>79-89</u>	<u>89-99</u>	<u>79-99</u>
Eudora	5,982	10,825	18,693	81.0	72.7	212.5 %
Baldwin	5,277	9,823	16,698	86.1	70.0	216.4
Lecompton	6,172	9,758	15,433	58.1	58.2	150.0
Lawrence	6,384	11,760	19,378	84.2	64.8	203.5
Douglas County	6,473	12,003	19,952	85.4	66.2	208.2
Kansas	7,350	13,300	20,506	81.0	54.2	179.0

Source: U.S. Bureau of the Census

Figure 5
Per Capita Income
Eudora, Comparative Cities and County, Kansas
1979-1999



Map 4
Per Capita Income: 1999



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

TAXES

Of all the taxes residents pay, the one that varies most from city to city is the property tax. City, county, school districts and occasionally other governmental units use the mill levy (tax per \$1,000) on locally owned property to raise money. Although many residents view high property taxes in a negative light, taxes are necessary to provide services which those residents use. Therefore, high taxes may be a positive situation if they are used wisely to provide for the community in ways which local members deem important and relevant. When comparing the tax structure of one city to another, it is important to keep in mind differences in the level of services between those places.

Furthermore it is also important to think about property *values*. In a city where property taxes are high, but property values are low, simply looking at the mill levy may not give a complete picture. Residents can be content to live with high property taxes if their properties were purchased at relatively low prices. Conversely, low property taxes will not necessarily attract home-buyers if the price of those homes is unaffordably high.

Taxes: Key Findings

- In 2001 the total property tax levied by the city of Eudora was 18.29 mills. All of the comparative cities save Lecompton levied higher mills: Lawrence had the second highest at 24.73 and Baldwin the highest, at 41.66. While relatively low, Eudora's city mill levy has been growing fairly rapidly, especially within the last five years. Over the last decade both Lecompton and Lawrence have actually decreased their levy amounts. However, Lawrence is turning increasingly to sales tax revenues to fund city services, an approach which may not be as viable in places without the adequate consumer base such as Eudora. (Table 8 and Figure 6)
- The assessed valuation in a city is the dollar value of all property within the city limits. Over time, the assessed valuation increases as new structures are built, or more land is annexed to the city, or as property values rise. In all cases examined here, total assessed valuations followed population rankings. That is, the more people who reside in a city, the higher the assessed valuation, therefore Lawrence has the highest and Lecompton the smallest. From 1992 to 2002, the total assessed valuation in Eudora grew 174 percent, a high number but fairly typical given its rate of population and income growth. (Table 9 and Figure 7)
- Eudora as well as Baldwin and Lawrence have a sales tax, Lecompton does not at present. Eudora's is the lowest rate at 0.5 percent, both Lawrence and Baldwin have theirs at the limit set by state laws: 1.0 percent.
- Eudora's trade pull factor in 2001 was 0.36. A trade pull factor of less than one means the city lost more retail activity to other areas than it was able to 'pull in.' Of the comparative cities only Lawrence had a trade pull factor above one. (Map 5)

Table 8
City Mill Levies
Eudora and Comparative Cities
1991-2001

	Total Mill Levies			% Growth		
	<u>1991</u>	<u>1996</u>	<u>2001</u>	<u>91-96</u>	<u>96-01</u>	<u>91-01</u>
Eudora	11.91	12.08	18.29	1.4	51.4	53.5 %
Baldwin	24.44	31.83	41.66	30.2	30.9	70.4
Lecompton	22.45	18.21	12.30	-18.9	-32.5	-45.2
Lawrence	28.17	22.67	24.73	-19.5	9.1	-12.2

Source: Douglas County Budget, FY 2002

Figure 6
City Mill Levy Growth Rates
Eudora and Comparative Cities
1991-2001

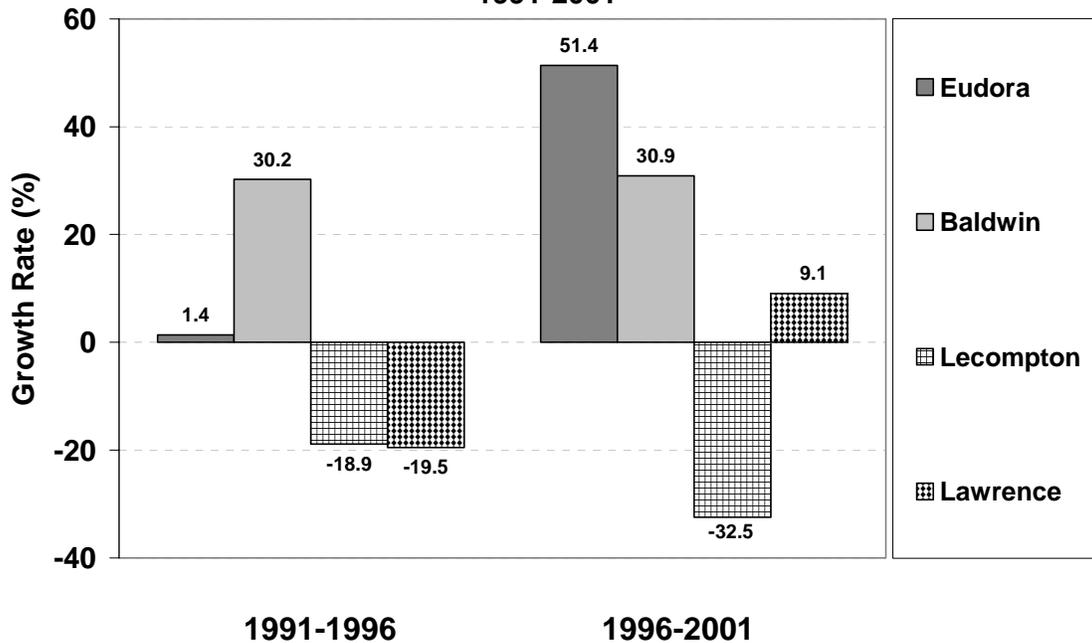
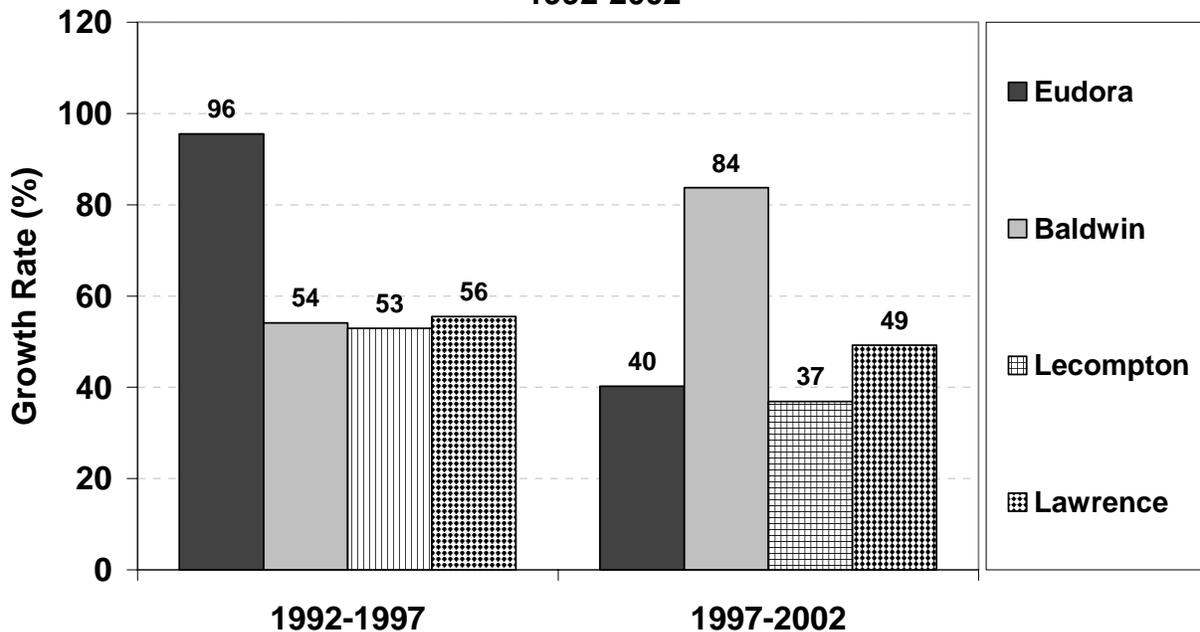


Table 9
Assessed Tangible Valuation
Eudora and Comparative Cities
1992-2002

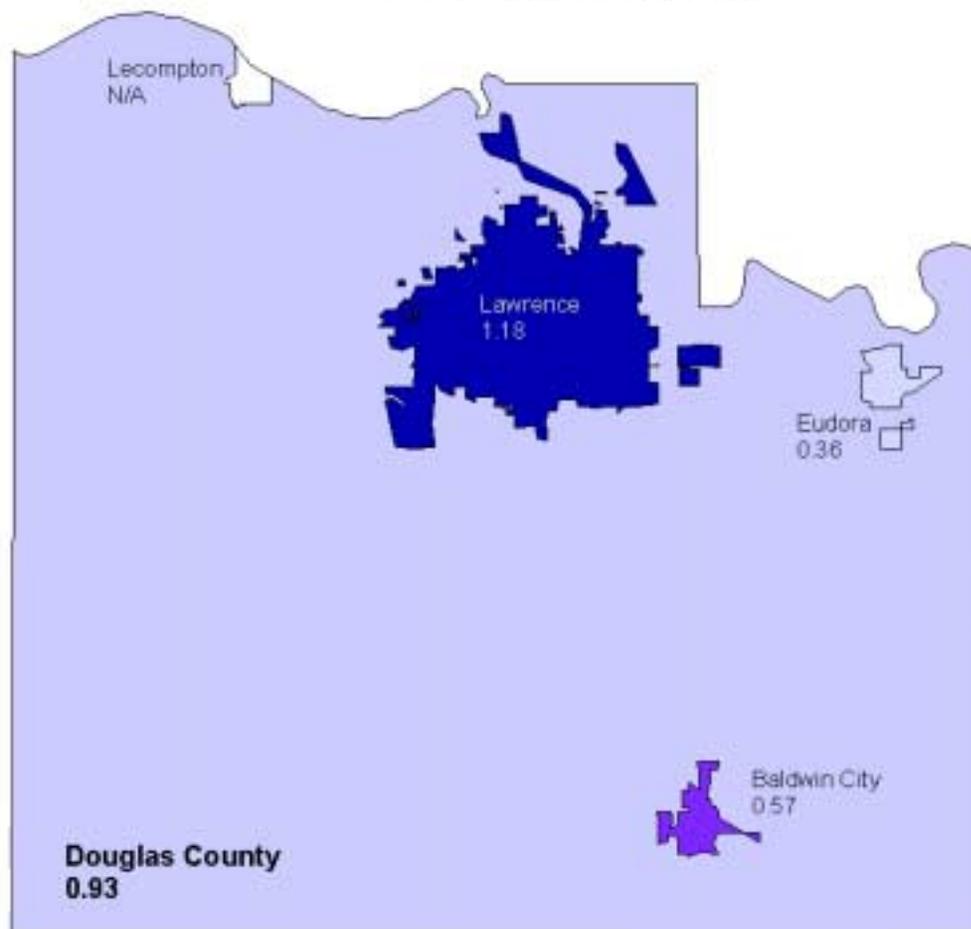
	Assessed Tangible Valuation (in thousands of dollars)			% Growth		
	<u>1992</u>	<u>1997</u>	<u>2002</u>	<u>92-97</u>	<u>97-02</u>	<u>92-02</u>
Eudora	9,201	17,991	25,231	95.5	40.2	174.2 %
Baldwin	7,069	10,896	20,019	54.1	83.7	183.2
Lecompton	1,213	1,855	2,540	52.9	36.9	109.3
Lawrence	271,615	422,416	630,439	55.5	49.2	132.1

Source: Douglas County Appraiser's Office

Figure 7
Assessed Valuation Growth Rates
Eudora and Comparative Cities
1992-2002



**Map 5
Trade Pull Factors: 2001**



Note: County Trade Pull Factor (CTPF) = County per capita sales tax collections divided by Kansas per capita sales tax collections.
Population data used to compute per capita sales includes institutionalized population.
Source: David Darling, K-State Extension and Research, Department of Agricultural Economics. Revised September 2002.

EDUCATION

The educational level of residents is likely to influence the well-being of the whole community. Communities able to provide a higher-skilled workforce are more likely to benefit from new developing industries. Residents who have a good educational background will be more employable and able to command higher salaries. Employers will benefit as well because they will most likely experience lower turnover and training costs. On the other hand, 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.

Education: Key Findings

- The percentage of Eudora residents over the age of 25 who had achieved less than a high-school diploma was 14 percent in 2000, exactly the same as the statewide average. However, this percentage in Eudora was down significantly from 1990, in which the comparable amount stood at 23 percent, even higher than the state's at that time. (Table 10)
- The number of people in Eudora who had completed college through a bachelor's or graduate program increased from 1990 to 2000, though those with Associate degrees decreased. This may have been because they chose instead to pursue a four-year degree. However, the number of people in Eudora over the age of 25 who began college but did not graduate from any program rose from 18 percent in 1990 to over 27 percent in 2000. The actual number more than doubled, from 339 to 712. (Table 10)
- The Eudora school district graduated 59 high school students on average each year from 1993 to 2002. The number of high school dropouts during that time fluctuated from a low of only 4 to a high of 26, but the average was about 12. (Table 11)
- High school dropouts as a percent of graduates in Eudora averaged about 24 percent a year from 1993 to 2002. This was somewhat higher than the average rate for Kansas during the same period of about 20 percent. (Table 11)

Table 10
Educational Attainment of Persons over 25
As a Percentage of the Population of Persons over 25
Eudora and Kansas
1990-2000

	<u>Year</u>	<u>Completed Less Than 9th Grade</u>	<u>9-12th Grade No Diploma</u>	<u>High School Diploma</u>	<u>Some College</u>	<u>Associate Degree</u>	<u>Bachelor's Degree</u>	<u>Graduate Degree</u>	<u>Pop. Over 25</u>
Eudora	1990	143	288	810	339	96	107	76	1,859
	2000	127	239	993	712	98	281	139	2,607
Kansas	1990	120,951	172,321	514,177	342,964	85,146	221,016	109,361	1,561,417
	2000	88,124	149,675	507,612	417,722	99,096	290,271	148,707	1,699,833

As a Percent of Population of Persons over 25:

Eudora	1990	7.7 %	15.5 %	43.6 %	18.2 %	5.2 %	5.8 %	4.1 %
	2000	4.9	9.2	38.1	27.3	3.8	10.8	5.3
Kansas	1990	7.7	11.0	32.9	22.0	5.5	14.2	7.0
	2000	5.2	8.8	29.9	24.6	5.8	17.1	8.7

Source: U.S. Bureau of the Census

Table 11
High School Graduates and Drop-Outs
Eudora and Kansas
1993-2002

	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>
Eudora										
Grads	49	42	58	42	65	41	70	67	67	89
Drops	7	17	15	12	19	26	7	9	4	11
Kansas										
Grads	26,019	26,481	27,769	26,997	27,931	29,331	30,015	30,592	30,883	30,224
Drops	5,753	6,505	6,680	6,432	6,541	6,156	5,810	4,836	4,687	4,607
<i>High school drop-outs as percent of graduates</i>										
Eudora	14.3%	40.5%	25.9%	28.6%	29.2%	63.4%	10.0%	13.4%	6.0%	12.4%
Kansas	22.1%	24.6%	24.1%	23.8%	23.4%	21.0%	19.4%	15.8%	15.2%	15.2%

Grads: High school graduates, year ending:

Drops: High school dropouts, year ending:

Source: Kansas State Department of Education

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 performance for 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.

Like many small towns near major metropolitan areas, Eudora has seen rapid population growth for well over 50 years. The make-up of residents in Baldwin is increasingly of the younger middle aged 25-44 year old group. Of these residents a growing percentage hold college degrees, though fewer than across the state on average. At the same time an increasing amount of other residents are choosing not to complete college, and more are dropping out of high-school as compared to ten years prior.

Employment growth in the last decade has outpaced population growth which indicates again the advantages of its location near major labor markets. Employment distribution by sector is also very well balanced, something desirable during times of economic adversity. Per capita income levels in Baldwin are higher than most of its comparative cities and quite near the state average. City property tax levies in Eudora are relatively low given it's size and rate of growth, though they are increasing over time. The city sales tax rate is half that of Lawrence or Baldwin.

Eudora is a relatively small community that nevertheless faces continued population and economic growth with a fairly high probability.