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Economic Trends: Finney County

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Foreword

The following report was prepared for a presentation by Dr. Charles Krider to the Garden City 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.

The KCCED is funded by a grant from the Economic Development Administration of the U.S. Department of Commerce. It is a joint university center between the University of Kansas and Kansas State University. 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, Kansas State University, or any other individual or organization.

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Economic Trends: Finney 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 concludes: 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 Trade,
- Agriculture, and
- Education.

Throughout the report, Finney County's performance is compared with the performance of the State of Kansas and Comparative Counties[1] and Surrounding Counties[2]. It is by no means a comprehensive analysis of economic trends facing Finney 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.

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[1] "Comparative Counties" are Barton, Ellis, Ford, Reno, and Seward counties.

[2] "Surrounding Counties" are Wichita, Scott, Lane, Ness, Hodgeman, Ford, Gray, Haskell, Grant, and Kearny counties. "Selected Counties" include both the Comparative and the Surrounding Counties.

Population characteristics are regarded as indicators of a region's economic conditions and economic potential. The level of Finney County's population relative to the state's 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 population section consists of the population tables, figures, and maps which together illustrate population totals, rates of population change, population growth rates, population rankings, percent population change, and percent net migration.

Population: Key Findings

- Finney County's population has grown in every decade since 1910 except for the 1930's. During the 1980's, Finney County was one of the fastest growing counties in Kansas. Its population grew by 38.8 percent, from 23,825 people in 1980 to 33,070 people in 1990. During the same time period, Kansas' population increased by 4.8 percent. The county's population is projected to continue to grow with increases projected for every decade approaching the year 2020[3] (Table 1).

- Based on population estimates from 1990 to 1995, it appears that Finney County's population growth is slowing compared to the growth rates it experienced during the 1970's and 1980's (Table 2).

- Population estimates for 1995 show Finney County with a population increase of 5.6 percent from its 1990 population. This growth rate is greater than the rate for Kansas of 3.5 percent for the same time period. It is also greater than all the surrounding counties, except for Grant County, which experienced a 9.5 percent population increase. The 5.6 percent growth rate for Finney County is the same growth rate estimated for the U.S. from 1990 to 1995 (Table 2 and Figure 1).

[3] Source: Floerchinger, Teresa D., "Kansas Population Projections 1990-2020," Kansas Division of the Budget, September 1992.

- Finney County ranked 15th out of the 105 Kansas counties in 1990 population. By 2020, Finney County is projected to be the seventh largest county in Kansas in terms of population[4] (Table 3).

- During the decade from 1980 to 1990, the southwest region of Kansas, which includes Finney County, was one of the fastest growing regions in the state (Map 1). Finney County experienced a dramatic positive net migration during those years (Map 2).

[4] Source: Floerchinger, Teresa D., "Kansas Population Projections 1990-2020," Kansas Division of the Budget, September 1992.

Table 1

Population Totals, Growth Rates, Rank & Share
Actual 1890-1990 and Estimates 1991-1995

	Finney County		Kansas			
Year	Population Total	Growth Rate	Population Total	Growth Rate	County Rank	Share (%)
1890	4,231		1,427,096		80	0.30 %
1900	3,469	-18.0 %	1,470,495	3.0 %	81	0.24
1910	6,908	99.1	1,690,949	15.0	77	0.41
1920	7,674	11.1	1,769,257	4.6	74	0.43
1930	11,014	43.5	1,880,999	6.3	61	0.59
1940	10,092	-8.4	1,801,028	-4.3	61	0.56
1950	15,092	49.5	1,905,299	5.8	35	0.79
1960	16,093	6.6	2,178,611	14.3	30	0.74
1970	19,029	18.2	2,249,071	3.2	28	0.85
1980	23,825	25.2	2,364,236	5.1	23	1.01
1990	33,070	38.8	2,477,588	4.8	15	1.33
1991*	33,579	1.5	2,491,407	0.6	15	1.35
1992*	34,151	1.7	2,514,839	0.9	15	1.36
1993*	34,507	1.0	2,532,458	0.7	15	1.36
1994*	34,726	0.6	2,550,897	0.7	14	1.36
1995*	34,913	0.5	2,565,328	0.6	14	1.36

* Estimation

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. Calculations: IPPBR.

Table 2

Population Growth Rates: 1970 - 1995
Finney County, Selected Counties, Kansas, and United States

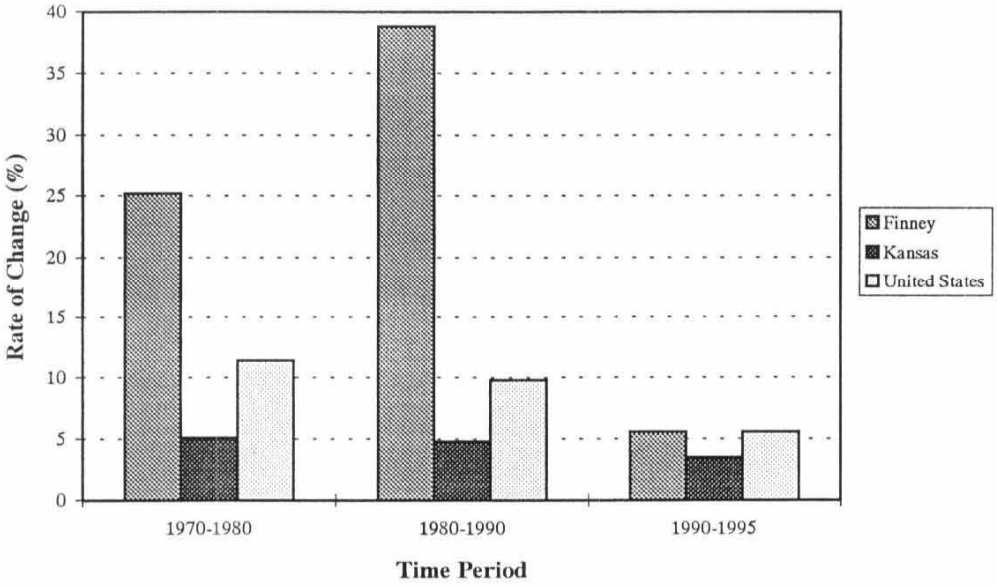
County	1970-1980	1980-1990	1990-1995*
Finney	25.2 %	38.8 %	5.6 %
Wichita	-7.1	-9.3	3.0
Scott	3.1	-8.5	-4.1
Lane	-8.7	-3.9	-4.2
Ness	-6.1	-10.3	-7.0
Hodgeman	-14.8	-4.1	4.2
Ford	7.7	12.9	5.3
Gray	13.8	5.0	-0.5
Haskell	3.9	1.9	3.6
Grant	17.0	2.6	9.5
Kearny	12.7	17.2	3.8
Barton	2.2	-6.3	-2.6
Ellis	5.5	-0.4	0.5
Ford	7.7	12.9	5.3
Reno	6.9	-4.0	1.4
Seward	8.4	9.8	3.3
Kansas	5.1	4.8	3.5
United States	11.4	9.8	5.6

* 1995 is estimated.

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 Finney County, 1995." Population Projections: Floerchinger, Teresa D., "Kansas Population Projections, 1990-2030, "Kansas Division of the Budget, September, 1992. Calculations: IPPBR.

Figure 1

Rates of Population Change: 1970 - 1995
Finney County, Kansas, and United States



Source: U.S. Bureau of the Census, "Fifteenth Census of the United States: 1930, Vol. 1"; "Census of Population, 1960: Number of Inhabitants, Final Report"; "1980 Census of Population, Vol. 1, Chapter A, Part 18," "1990 Census of Population," STF1-A. Population Projections: Floerchinger, Teresa D., "Kansas Population Projections, 1990-2030," Kansas Division of the Budget, Sept., 1992. Calculations: IPPBR.

Table 3

Population of Top Ranking Kansas Counties
(In Thousands)

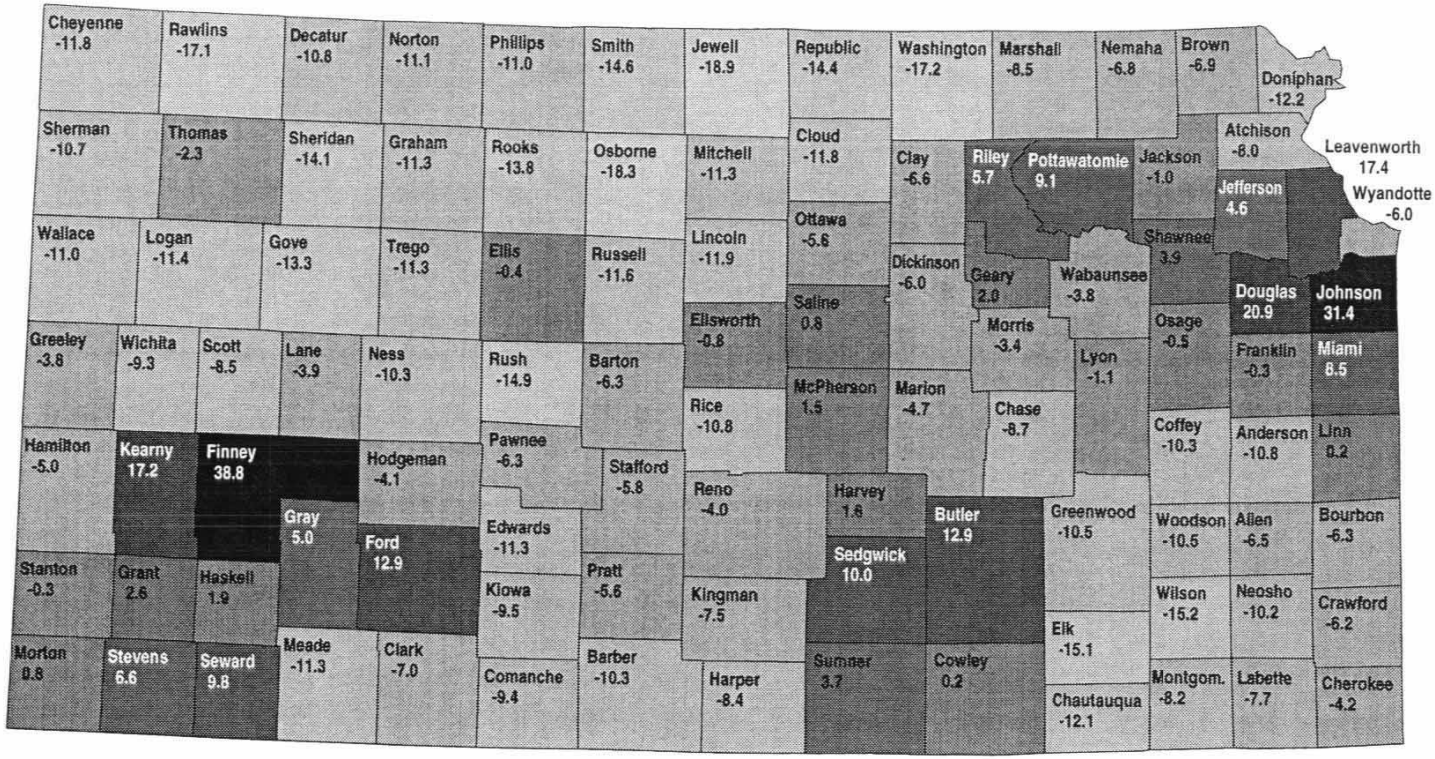
	1940			1990			2020*	
1	Wyandotte	145	1	Sedgwick	404	1	Johnson	624
2	Sedgwick	143	2	Johnson	355	2	Sedgwick	478
3	Shawnee	91	3	Wyandotte	162	3	Shawnee	171
4	Reno	52	4	Shawnee	161	4	Wyandotte	158
5	Montgomery	49	5	Douglas	82	5	Douglas	103
6	Crawford	45	6	Riley	67	6	Leavenworth	85
7	Leavenworth	41	7	Leavenworth	64	*7*	***Finney***	***80***
8	Cowley	38	8	Reno	62	8	Riley	77
9	Johnson	33	9	Butler	51	9	Butler	64
10	Butler	32	10	Saline	49	10	Reno	54
11	Labette	30	11	Montgomery	39	11	Saline	44
12	Cherokee	30	12	Cowley	37	12	Ford	41
13	Saline	30	13	Crawford	36	13	Geary	38
14	Lyon	26	14	Lyon	35	14	Cowley	38
15	Sumner	26	***15***	***Finney***	***33***	15	Lyon	37
16	Douglas	25	16	Harvey	31	16	Crawford	34
17	Barton	25	17	Geary	30	17	Montgomery	32
18	McPherson	24	18	Barton	29	18	Harvey	32
19	Dickinson	23	19	Ford	27	19	Miami	30
20	Atchison	22	20	McPherson	27	20	Sumner	29

* Population Projection

Source: University of Kansas, Institute for Public Policy and Business Research, "Kansas Statistical Abstract," 1992-1993," "Population of Kansas Counties, 1890-1980"; 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." Population Projections: Floerchinger, Teresa D., "Kansas Population Projections, 1990-2030," Kansas Division of the Budget, September, 1992. Calculations: IPPBR.

Map 1

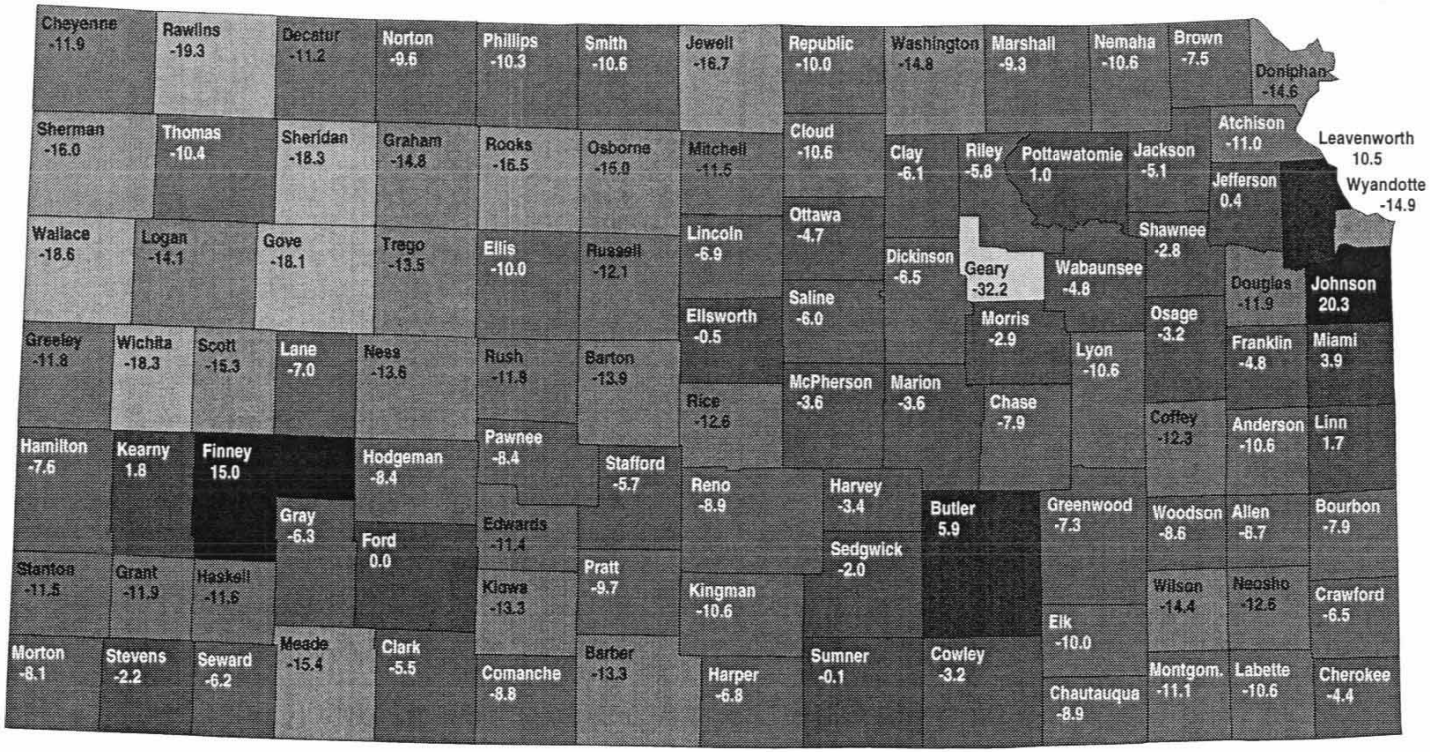
Percent Population Change: 1980 - 1990



Source: Institute for Public Policy and Business Research, The University of Kansas, using data from U.S. Census, 1990.

Map 2

Percent Net Migration: 1980 - 1990



Source: Institute for Public Policy and Business Research, The University of Kansas, using data from U.S. Census, 1990.

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

- Average annual employment for Finney County grew 9.6 percent from 1984 to 1989 and 12.1 percent from 1989 to 1994. These growth rates were greater than the rates for the state, the U.S., and most of the selected counties. Only Ellis, Grant, Ness, and Ford counties outperformed Finney from 1989 to 1994 (Table 4 and Figure 2).

- The number of firms in Finney County grew at nearly the same rate as for the state. For both the county and the state the largest percentage growth in number of firms occurred in the category of firms employing at least 100 but fewer than 500 people (Table 5).

- The percentage distribution of firms by number of employees is almost the same for the county as it is for the state; the majority of firms in Finney County and in the state are small firms employing fewer than nineteen people (Table 6).

- Total employment for Finney County grew by 22.8 percent in the years 1984 to 1994 compared to 10.1 percent for Kansas during the same time period. The Manufacturing sector experienced the greatest increase in number employed with an average annual employment increase of 1,760 in 1994 composed to 1984. Agricultural services experienced the greatest percentage increase of 79.3 percent from 1984 to 1994, followed by Manufacturing with a 49.1 percent increase. Growth also occurred in all the other sectors (including mining) except construction, and finance, insurance, and real estate, and farm employment sectors. In contrast, the state experienced increases in construction and finance, insurance, and real estate sectors for the same time period (Table 7).

- Manufacturing, services, and retail trade are the top three sectors in the county with regard to employment, accounting for 61.2 percent of the county's total employment in 1994 (Table 7).

- Farm employment from 1984 to 1994 declined by 37.3 percent for the county and 24.3 percent for the state. The county's economy is dependent upon non-farm employment, such as manufacturing and services, for its growth (Table 7).

- At 74.5 percent, Finney County in 1990 had the second highest labor-force participation rate for Kansas counties. Johnson County had the highest. Finney County's rate was above the state and national averages of 65.4 percent and 64.4 percent, respectively (Map 3).[5] This higher participation rate indicates that employers may need to go outside the county to recruit labor for new jobs.

- The unemployment rate for Finney County in 1995 was 4.2 percent, which, while one of the higher rates for the region, is about average for the state (Map 4). This further suggests that the region may have difficulty with supplying workers when additional jobs are created.

- Finney County experienced a negative four percent job growth rate from 1989 to 1994 based on an individual's place of residence (Map 5).

- The job growth rate for place of residence declined while the job growth rate by place of work experienced a large increase (Table 4 and Map 5).[6] This would tend to indicate that Finney County is relying on workers from outside the county for jobs within the county.

[5] 1990 U.S. Census, Unemployment Rates.

[6] These figures come from two different sources. The place of residence data are published by the Kansas Department of Human Resources (Map 5) and the place of work data are published by the Bureau of Economic Analysis, U.S. Department of Commerce. Caution must be used when comparing data from different sources.

Table 4

Employment Growth Rates: 1984 - 1994
Finney County, Selected Counties, Kansas, and United States

	Average Annual Employment			% Employment Growth	
	1984	1989	1994*	1984 to 1989	1989 to 1994*
Finney	18,701	20,489	22,973	9.6 %	12.1 %
Wichita	1,837	1,645	1,693	-10.5	2.9
Scott	3,365	3,131	3,166	-7.0	1.1
Lane	1,567	1,512	1,680	-3.5	11.1
Ness	3,012	2,780	3,131	-7.7	12.6
Hodgeman	1,536	1,364	1,293	-11.2	-5.2
Ford	16,149	16,839	18,965	4.3	12.6
Gray	3,257	3,037	3,074	-6.8	1.2
Haskell	2,414	2,213	2,173	-8.3	-1.8
Grant	3,970	4,138	4,794	4.2	15.9
Kearny	2,051	2,057	2,185	0.3	6.2
Barton	21,589	19,028	19,549	-11.9	2.7
Ellis	18,172	16,956	20,054	-6.7	18.3
Ford	16,149	16,839	18,965	4.3	12.6
Reno	35,024	34,629	37,199	-1.1	7.4
Seward	12,295	12,365	13,844	0.6	12.0
Kansas	1,368,559	1,449,774	1,574,442	5.9	8.6
United States	113,544,000	123,869,000	131,056,000	9.1	5.8

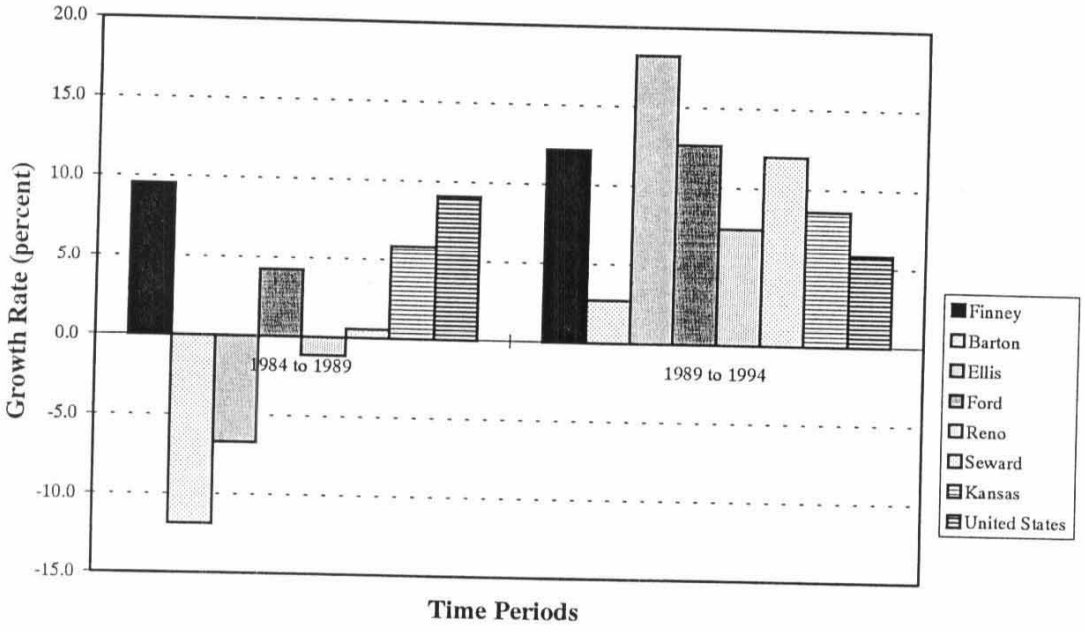
* Data for 1994 are not directly comparable with data from earlier years.

Note: Employment by *place of work.*

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, Kansas Center for Community Economic Development County Summaries, The University of Kansas, 1995.

Figure 2

Employment Growth Rates: 1984 - 1989 and 1989 - 1994
Finney County, Comparative Counties, Kansas, and United States



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Kansas Center for Community Economic Development County Summaries, The University of Kansas, 1995.

Table 5

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

Employees	Finney			Kansas		
	1984	1994	% Change	1984	1994	% Change
1 -- 19	806	850	5.5 %	58,092	60,903	4.8 %
20 -- 99	86	101	17.4	6,015	7,560	25.7
100 -- 499	6	14	133.3	820	1,230	50.0
500+	2	3	50.0	88	129	46.6
Total	900	968	7.6	65,015	69,822	7.4

Source: U.S. Bureau of the Census, "County Business Patterns," Kansas Center for Community Economic Development Summary for Finney County, 1995.

Table 6

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

Employees	Finney		Kansas	
	1984	1994	1984	1994
1 -- 19	89.6 %	87.8 %	89.4 %	87.2 %
20 -- 99	9.6	10.4	9.3	10.8
100 -- 499	0.7	1.4	1.3	1.8
500+	0.2	0.3	0.1	0.2

Source: U.S. Bureau of the Census, "County Business Patterns," Kansas Center for Community Economic Development Summary for Finney County, 1995.

Table 7

Employment Levels by Industry: 1984 and 1994
Finney County and Kansas

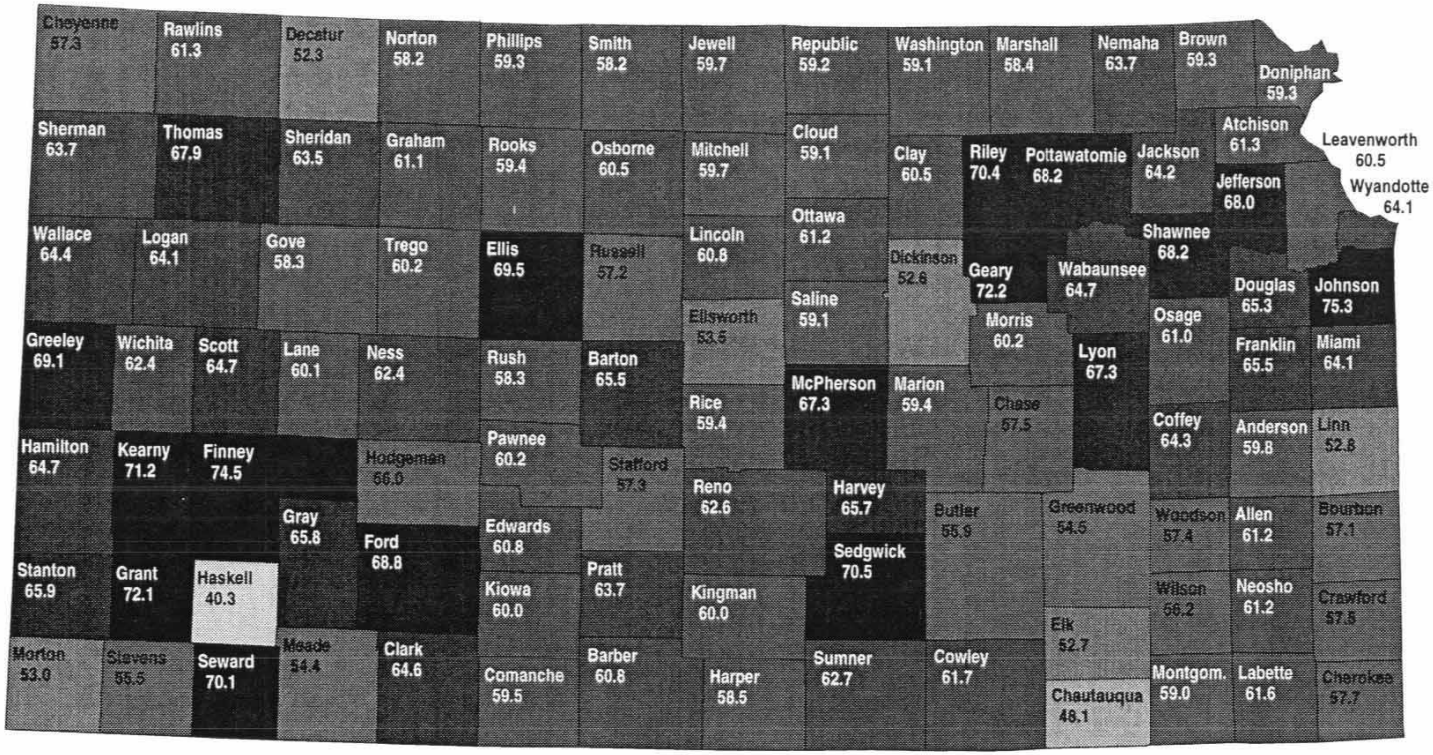
Industry	Finney			Kansas		
	1984	1994	% Change	1984	1994	% Change
Ag. Services	198	355	79.3 %	11,471	19,365	68.8 %
Mining	364	491	34.9	46,729	26,706	-42.8
Construction	1,314	1,146	-12.8	65,739	74,953	14.0
Manufacturing	3,587	5,347	49.1	182,149	194,204	6.6
Transportation	908	1,061	16.9	73,954	76,854	3.9
Wholesale Trade	863	1,025	18.8	70,790	75,305	6.4
Retail Trade	2,944	3,737	26.9	213,424	263,054	23.3
Finance, Insur., Real Est.	1,000	915	-8.5	89,390	97,131	8.7
Services	3,901	4,984	27.8	286,801	391,367	36.5
Gov't. and Gov't. Services	2,109	2,964	40.5	224,563	277,137	23.4
Subtotal -- Non-Farm	17,188	22,025	28.1	1,265,010	1,496,076	18.3
Farm Employment	1,513	948	-37.3	103,549	78,366	-24.3
Total Employment	18,701	22,973	22.8	1,368,559	1,574,442	15.0

Note: Employment by *place of work.*

Source: The University of Kansas, Kansas Center for Community Economic Development, "Kansas County Profile for Finney County, 1995," Bureau of Economic Analysis, Regional Economic Information System, Table CA25.

Map 3

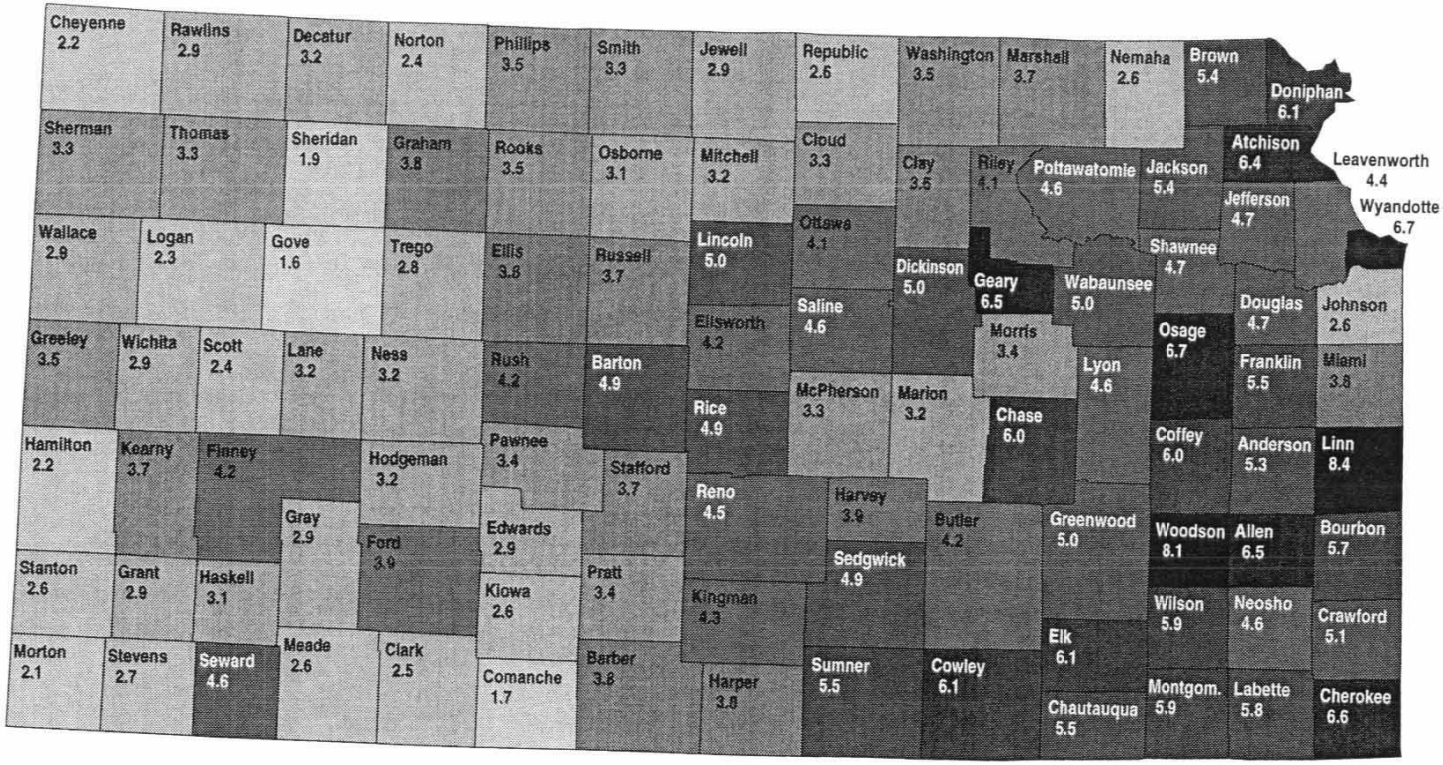
Labor Force Participation: 1990



Source: 1990 U.S. Census.

Map 4

Unemployment Rates: 1995



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

Source: Institute for Public Policy and Business Research, The University of Kansas, "Kansas Statistical Abstract, 1995," using data from Kansas Labor Force Estimates Annual Average 1995, Kansas Department of Human Resources, Labor Market Information Services, developed in cooperation with U.S. Bureau of Labor Statistics.

Map 5

Job Growth: 1989 - 1994

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

Source: Institute for Public Policy and Business Research, The University of Kansas, "Kansas Statistical Abstract, 1989"; Kansas Labor Force Estimates Annual Average 1994, Kansas Department of Human Resources.

Earnings and Income

Earnings and income are the sources of revenue for 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, 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, per capita personal 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

- The average wage per job for Finney County was consistently lower than the state averages throughout the years 1980 to 1994 (Table 8).

- Per capita personal income for Finney County has lagged behind the statewide figures since 1983. The largest growth rates in per capita personal income in Finney County were about twenty-two percent from 1980 to 1981 and about thirteen percent from 1986 to 1987 (Table 9 and Figure 3).

- For 1993, Finney County had a mid-range per capita income compared to other counties in the state. When compared to other counties in the region, Finney's per capita personal income was lower (Map 6).

Table 8

Average Wage per Job: 1980 - 1994
Finney County and Kansas
(dollars)

	1980	1985	1990	1994
Finney	11,752	15,439	17,281	19,829
Kansas	12,697	16,906	19,794	22,486

Source: The University of Kansas, Kansas Center for Community Economic Development, "Kansas County Profile for Finney, 1995," Bureau of Economic Analysis, Regional Economic Information System, Table CA5; U.S. Department of Commerce, Bureau of Economic Analysis.

Table 9

Per Capita Personal Income: 1980 - 1994
Finney County and Kansas

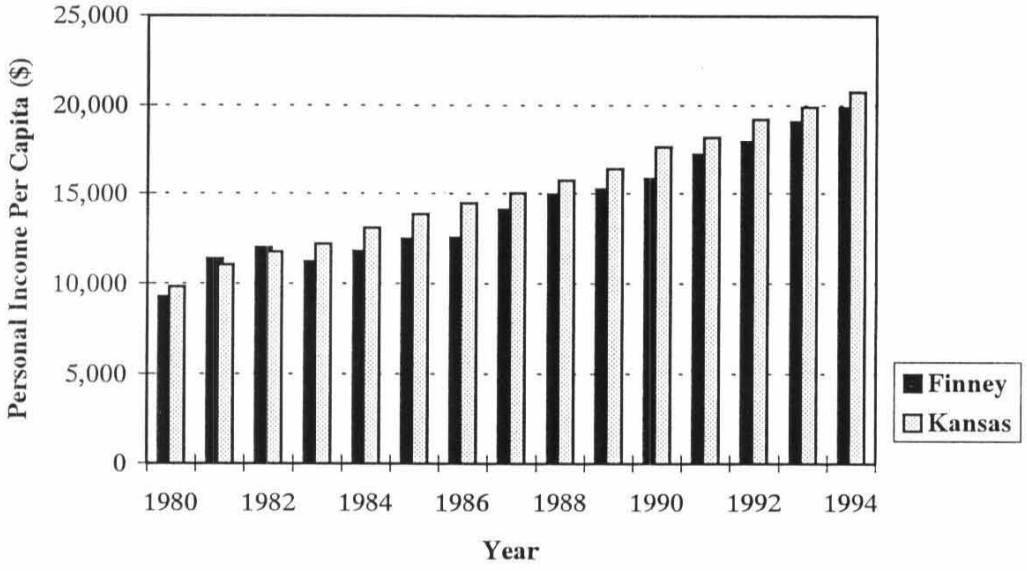
	Income ($)		Growth Rates	
	Finney	Kansas	Finney	Kansas
1980	9,295	9,829		
1981	11,374	11,034	22.4 %	12.3 %
1982	12,006	11,760	5.6	6.6
1983	11,216	12,192	-6.6	3.7
1984	11,800	13,114	5.2	7.6
1985	12,495	13,847	5.9	5.6
1986	12,558	14,472	0.5	4.5
1987	14,133	15,017	12.5	3.8
1988	14,951	15,748	5.8	4.9
1989	15,264	16,399	2.1	4.1
1990	15,846	17,642	3.8	7.6
1991	17,209	18,251	8.6	3.5
1992	17,971	19,261	4.4	5.5
1993	19,114	19,892	6.4	3.3
1994	19,853	20,760	3.9	4.4
1990-94*	17,999	19,161		

* average

Source: The University of Kansas, Kansas Center for Community Economic Development, "Kansas County Profile for Finney, 1995," Bureau of Economic Analysis, Regional Economic Information System, Table CA25; Local Area Personal Income 1969-1993, U.S. Department of Commerce, Bureau of Economic Analysis.

Figure 3

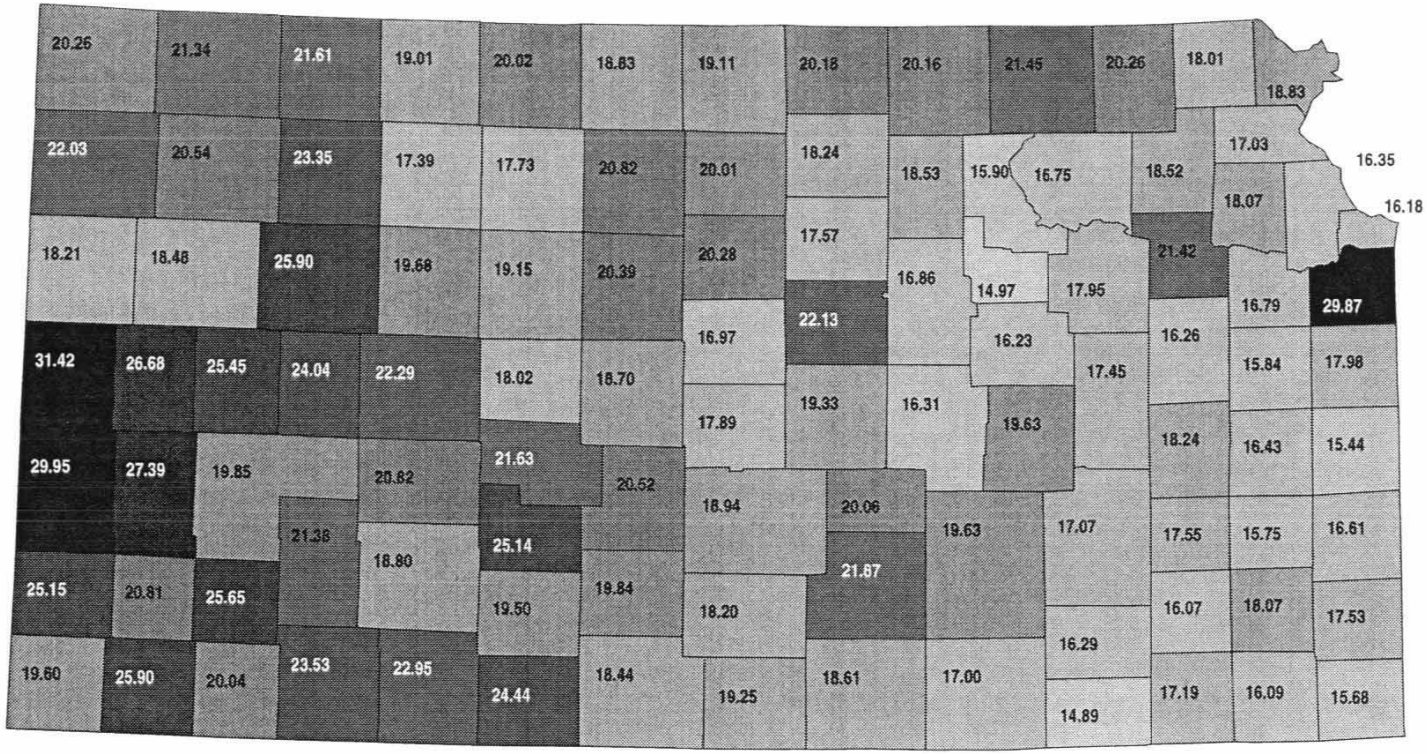
Per Capita Personal Income: 1980 - 1994
Finney County and Kansas



Source: The University of Kansas, Kansas Center for Community Economic Development, "Kansas County Profile for Finney, 1995," Bureau of Economic Analysis, Regional Economic Information System, Table CA25.

Map 6

Per Capita Personal Income: 1994
($ Thousands)



Source: Institute for Public Policy and Business Research, The University of Kansas, "Kansas Statistical Abstract 1995"; using data from U.S. Bureau of Economic Analysis, Regional Economic Information System, Table CA5.

Retail

Retail trade is part of a community's business environment; it 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.[7] CTPF is calculated by dividing the county's per capita sales by Kansas' per capita sales. A CTPF vale of less than 1.00 indicates that the county is losing customers due to "out-shopping" by residents, while 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

- Finney County has experienced strong retail sales growth from 1984 to 1994, except for the years 1991 to 1992. Retail sales growth rates for Kansas during the same time period were positive for all years except for 1985 to 1986 (Table 10).

- Retail sales growth rates for both Finney County and Kansas vary from year to year, but the trend for both is mostly positive. In recent years, Finney County has experienced greater growth in retail sales than Kansas (Table 10 and Figure 4).

- The County Trade Pull Factor for Finney County for 1995 was 1.2, which would indicate that the county is attracting retail customers from adjacent counties. The pull factors for adjacent and neighboring Grant and Ford counties are also 1.2, indicating that these counties are also pulling shoppers into their counties. The other surrounding counties, however, all appear to be losing retail sales to "out-shopping" (Map 7).

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[7] 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 10

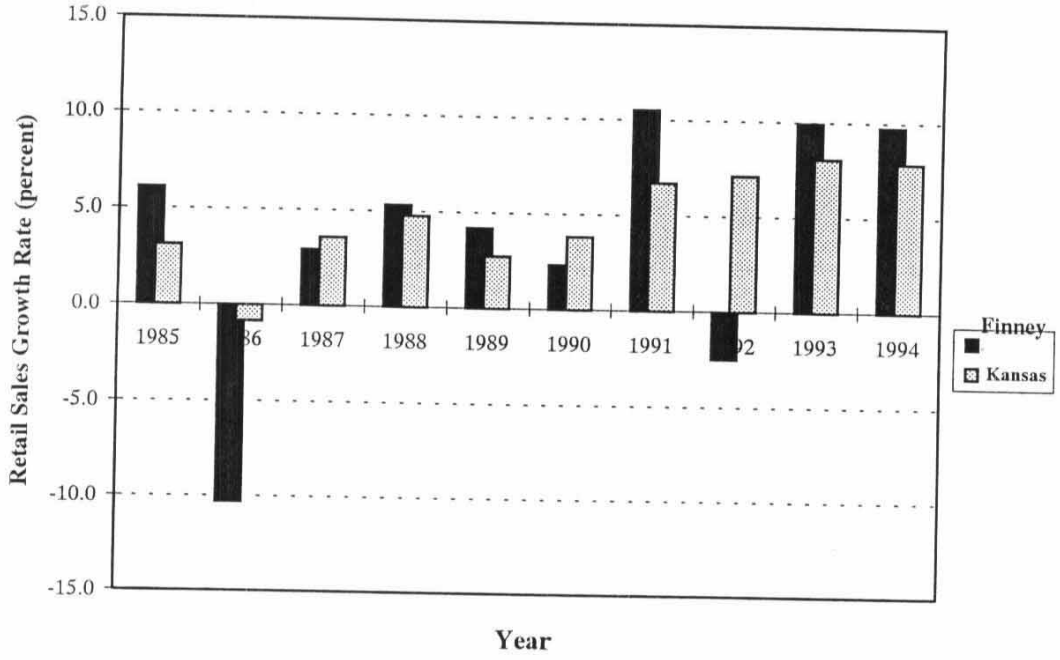
Retail Sales and Growth Rates: 1984 - 1994
Finney County and Kansas
($ Millions)

	Finney		Kansas	
Year	Nominal Sales	Growth Rate	Nominal Sales	Growth Rate
1984	231.3		15,806.8	
1985	245.5	6.1 %	16,299.1	3.1 %
1986	220.2	-10.3	16,165.9	-0.8
1987	226.7	3.0	16,746.0	3.6
1988	238.7	5.3	17,548.0	4.8
1989	248.7	4.2	18,034.4	2.8
1990	254.6	2.4	18,723.3	3.8
1991	281.4	10.5	19,988.0	6.8
1992	274.4	-2.5	21,421.3	7.2
1993	301.7	9.9	23,154.4	8.1
1994	331.1	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; "Kansas Statistical Abstract 1995," Institute for Public Policy and Business Research, The University of Kansas. Calculations: IPPBR.

Figure 4

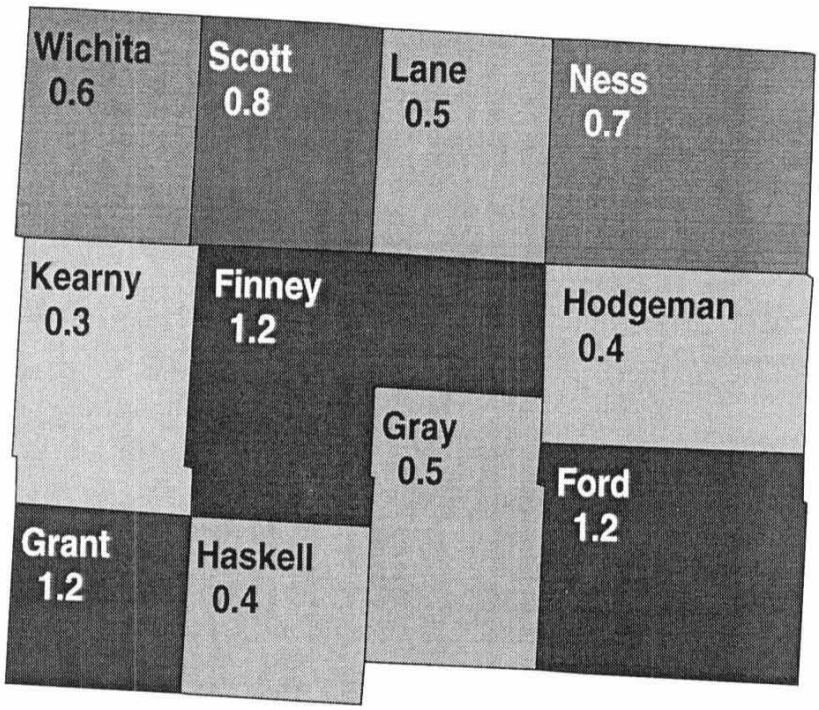
Retail Sales Growth Rates: 1985 - 1994
Finney County and Kansas



Source: CEDBR Data Base, Center for Economic Development and Business Research, W. Frank Barton School of Business, Wichita State University, Kansas County Profile; "Kansas Statistical Abstract 1995," Institute for Public Policy and Business Research, The University of Kansas. Calculations: IPPBR.

Map 7

County Trade Pull Factors: 1995
Finney and Surrounding Counties



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.

Source: David Darling and Chatura Ariyaratne, Cooperative Extension Service, Kansas State University, Department of Agricultural Economics, 1995.

Agriculture

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 Finney County is dependent on the strength of this industry sector. It is important 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

- Except for a slight drop in value in 1993, the Finney County value of field crops steadily increased from 1989 through 1994. The value of field crops also increased for the state as a whole during the same time period, except for a drop in 1991 (Table 11).

- Finney and Gray counties had highest field-crop values in the region with values of 92 and 93 million dollars, respectively, in the 1994 (Table 11).

- Finney County leads the other selected counties in total value of livestock and poultry from 1989 through 1994. Scott County remains in a moderately close second place behind Finney County throughout the time period (Table 12).

- Finney County livestock and poultry value was on a steady increase from 1989 to 1994 except for 1993. The state's value during the same time period increased except for 1992 (Table 12).

Table 11

Total Value of Field Crops*: 1989 - 1994
Finney County, Selected Counties, and Kansas

	Value of Field Crops ($ Millions)						Annual Average		
	1989	1990	1991	1992	1993	1994	1989 - 1991	1992 - 1994	% Change
Finney	63	75	80	88	80	92	72	86	19.4%
Wichita	33	31	30	31	39	42	31	37	19.2
Scott	30	33	35	31	37	41	33	36	12.1
Lane	21	18	17	20	23	25	19	23	22.6
Ness	13	23	18	23	24	28	18	25	39.1
Hodgeman	13	22	17	17	23	24	17	21	26.7
Ford	35	47	41	40	63	57	41	53	29.8
Gray	62	66	65	69	87	93	65	83	28.3
Haskell	59	58	64	67	74	76	60	72	19.4
Grant	35	34	40	43	53	40	36	45	25.4
Kearny	31	35	33	33	38	43	33	38	14.9
Barton	26	43	43	35	53	51	37	46	24.4
Ford	35	47	41	40	63	57	41	53	29.8
Ellis	7	18	13	15	21	21	12	19	53.3
Reno	37	51	55	55	56	60	48	57	19.3
Seward	26	29	33	33	38	39	29	37	24.4
Kansas	2,310	2,729	2,579	2,988	3,014	3,555	2,539	3,186	25.5
Crop Price Index+	124	103	99	97	101	113			

+ 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 Reports, Kansas Center for Community Economic Development, The University of Kansas, 1995; KCCED calculations.

Table 12

Total Value of Livestock and Poultry: 1989 - 1994
Finney County, Selected Counties, and Kansas

	Value of Livestock and Poultry ($ Millions)						Annual Average		
	1989	1990	1991	1992	1993	1994	1989 - 1991	1992 - 1994	% Change
Finney	119	122	126	130	121	134	122	128	4.8%
Wichita	67	59	60	55	66	67	62	63	1.6
Scott	92	114	119	126	114	112	109	117	7.9
Lane	33	34	33	28	30	32	33	30	-9.8
Ness	12	13	14	13	13	14	13	13	2.9
Hodgeman	32	31	33	32	34	38	32	34	7.4
Ford	91	97	88	87	91	96	92	92	-0.2
Gray	57	69	64	62	63	68	63	64	1.3
Haskell	69	73	81	81	79	90	75	83	11.7
Grant	74	82	95	101	96	102	84	100	19.2
Kearny	45	72	61	56	54	70	59	60	1.1
Barton	46	45	45	44	45	52	45	47	3.7
Ford	91	97	88	87	91	96	92	92	-0.2
Ellis	23	25	22	22	23	24	23	23	-1.7
Reno	42	49	45	43	43	46	45	44	-2.4
Seward	61	72	86	60	86	88	73	78	6.4
Kansas	2,652	2,929	2,857	2,759	2,874	2,966	2,812	2,866	1.9
Livestock & Products Price Index+	96	103	99	98	101	91			

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

Source: Kansas Agricultural Statistics, Kansas Department of Statistics; Kansas Farm Facts; Kansas County Profile Reports, Kansas Center for Community Economic Development, The University of Kansas, 1995; KCCED calculations.

Education

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, compared to the State of Kansas, Garden City and Finney County had a higher percentage of their over 25 population with less than a high school education. Garden City had 28.2 percent of its over 25 population and Finney County had 29.1 percent compared to 18.7 percent for Kansas (Table 13).

- Garden City and Finney County had a lower percentage of their over 25 population with high school degrees compared to the state (Table 13).

- The percentages of populations of Garden City and Finney County with some college or college degrees are 46.4 percent and 44.0 percent respectively, both of which are lower than the state's percentage of 48.4 percent (Table 13).

Table 13

Educational Attainment of Persons over 25: 1990
As a Percentage of the Population of Persons over 25
Garden City, Finney County, and Kansas

	Completed Less Than 9th Grade	9-12th Grade No Diploma	High School Graduate	Some College	College* Degree
Garden City	13.5	14.7	25.4	23.4	23.0
Finney County	13.6	15.5	26.9	22.3	21.7
Kansas	7.7	11.0	32.8	21.9	26.5

* Includes Associate, Bachelors, and Graduate or Professional Degrees

Source: U.S. Bureau of the Census, 1990; Institute for Public Policy and Business Research, The University of Kansas.

Conclusion

Several positive trends are seen in the data reviewed. Finney County has experienced strong population growth and this growth is projected to continue. The county has also experienced good job growth, particularly in manufacturing. The manufacturing, services, and retail trade sectors employ the most workers in the county, accounting for 63.1 percent of the county's total employment in 1993. The labor force participation rate is the second highest in Kansas and the unemployment rate is right at the state's average. Retail sales are up for the county and the county trade pull factors indicate that the county draws in shoppers from the surrounding counties. The value of field crops and livestock and poultry are up in 1994 and the county continues to lead other counties in the area in these agricultural values.

Other data reviewed show some trends that may be of concern to the county. While population growth is strong, recent estimates show that growth is slowing down. The high labor force participation rate and average unemployment rate suggest that the county may have difficulty with supplying workers when additional jobs are created. A comparison of place of work data with place of residence data tends to indicate that the county is already relying on workers from outside the county to fill jobs within the county.

While the average wage per job has increased since 1980, it still lags behind the state's average. Per capita personal income for the county also lags behind that of the state and the southwest region. So, while it appears that new jobs are being created in the county, it also appears that these jobs are not the high wage jobs that other parts of the state have created. It also tends to indicate that the jobs in Finney County are dependent upon declining or stable industries.

Garden City and Finney County, in 1990, had a greater percentage of the over 25 population with less than a high school education in comparison to the State of Kansas. Given this and given that growth is expected in jobs that require some kind of post-high school training, further education and training of adult workers may be necessary to increase the skill level of the population of Garden City and Finney County.

As stated in the introduction, data alone do not lead to a well-founded understanding of the community. The intuition of those within the community as to what the trends really mean must also be considered. From an outsider's point-of-view, the Garden City-Finney County area, as indicated by population and employment data, is a desirable place to live. It has been one of the fastest growing counties in Kansas. Certain challenges face the county, such as improving the education level of the work force and attracting higher wage jobs. The actions taken now to address these challenge will influence the type of community Finney County will be in the future.