



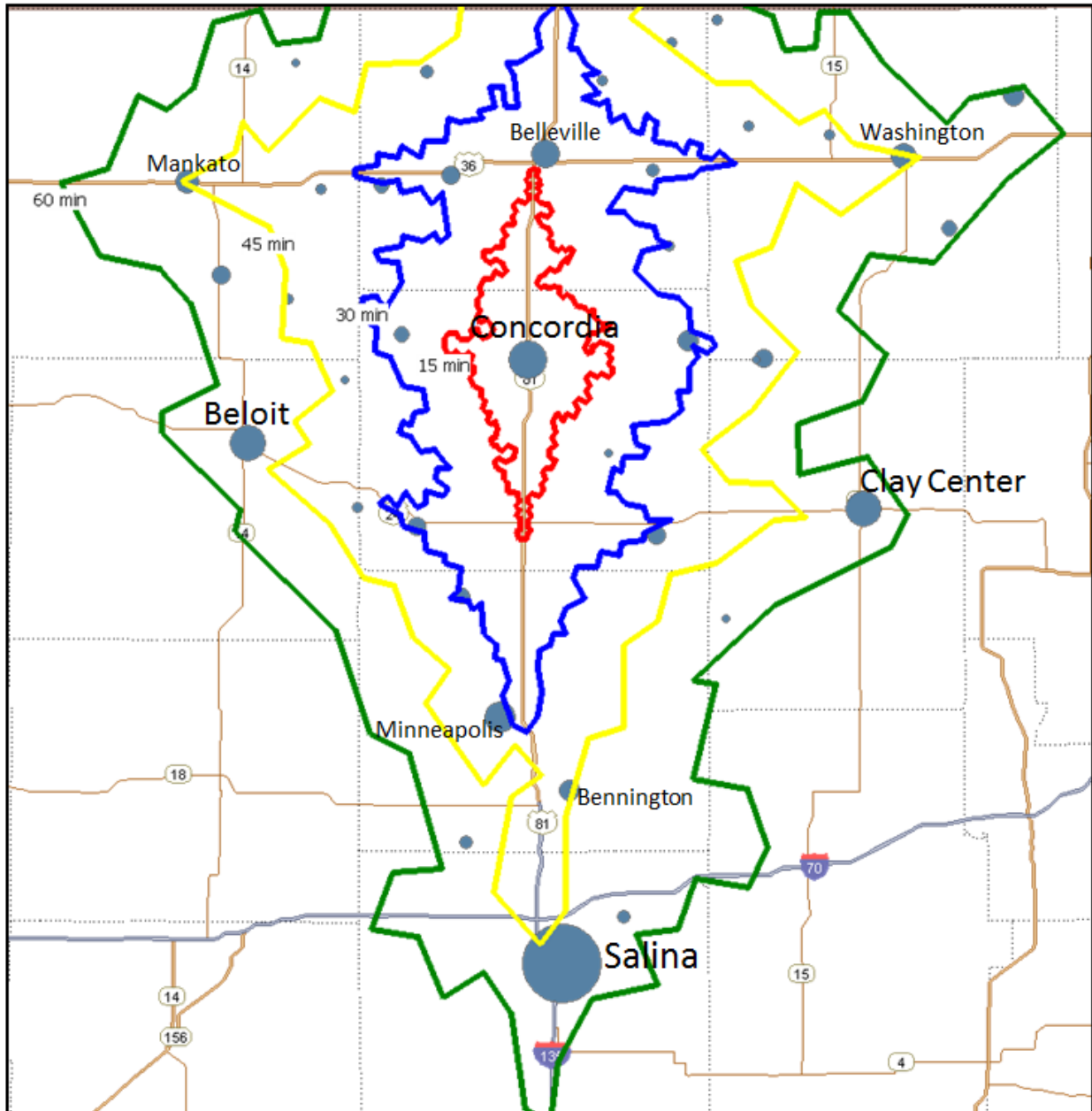
Labor Force Analysis
Greater Concordia Area and Cloud County, Kansas
October 2012

Prepared by
Center for Economic Development and Business Research
W. Frank Barton School of Business
Wichita State University

Wichita State University, 1845 Fairmount St., Wichita, KS 67260-0121
Telephone: (316) 978-3225 Fax: (316) 978-3950 www.cedbr.org

At the request of the City of Concordia, the Center for Economic Development and Business Research, W. Frank Barton School of Business at Wichita State University, has completed the following report designed to identify the size and demographic composition of the labor force in the greater Concordia area and the commuter patterns in Cloud County, Kansas.

Labor Force Data – Greater Concordia Area



Between 15 and 30 minutes of downtown Concordia the size of the labor force increases two and a half times, from an estimated 3,383 to 8,319. Increasing the drive time from 30 to 45 minutes increases the size of the labor force by only an additional 29 percent. However, increasing the drive time from 45 to 60 minutes expands the labor force by an estimated additional 39,482 participants.

2012 Estimated Labor Force in the Greater Concordia Area

Time from Downtown Concordia	15 Min.	30 Min.	45 Min.	60 Min.
Population Age 16 and Over	5,428	13,251	16,923	73,676
Labor Force	3,383	8,319	10,691	50,173
Employed	3,216	7,918	10,224	47,833
Unemployed	167	401	467	2,340
Not in Labor Force	2,025	4,907	6,199	23,258
In Armed Forces	20	25	33	245

Source: Nielsen

The composition of occupations within the employed labor force of the greater Concordia area remains very similar with increased drive times from the downtown area. Although the size of the labor force increases considerably, people are generally employed in the same occupations within 15 minutes of downtown, as they are 60 minutes from downtown.

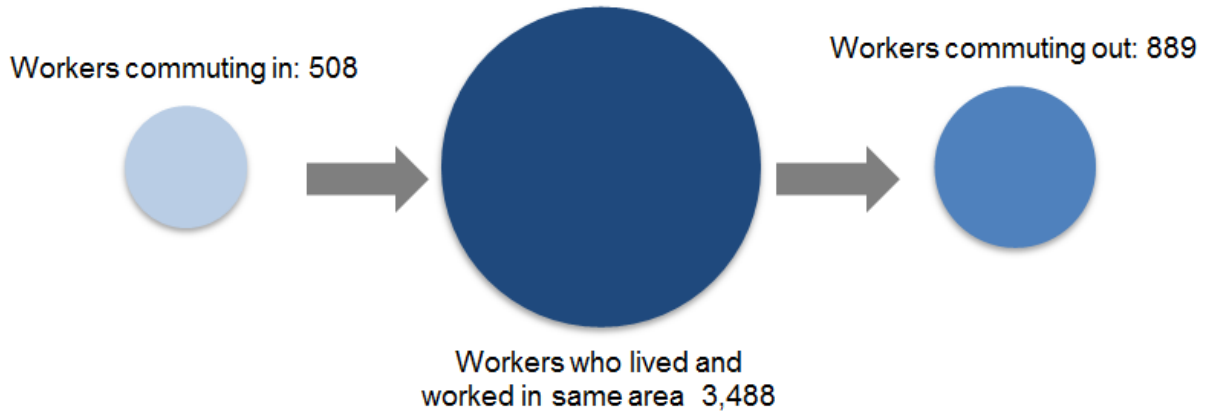
Office staff, farming, sales, production and transportation workers account for the majority of occupations across all drive times. In areas outside of 15 minutes from downtown there is a presence of construction and extraction workers. Within the 15-minute drive time there is a higher concentration of healthcare support workers.

Within a 60-minute drive time of downtown Concordia, the primary occupations of the employed are similar, indicating a similar skill set among workers. However, there are demographic differences associated with longer drive times. The population beyond a 30-minute drive time from downtown Concordia generally has a higher level of educational attainment and household income than areas within 30 minutes.

These demographic differences indicate that although there is a significant increase in the size of the labor force between 45 and 60 minutes, it may take considerably more to incentivize the workers that would be commuting more than 30 minutes into Concordia for work.

Detailed tables are in Appendix A.

Commuter Patterns – Cloud County, Kansas



Cloud County Kansas

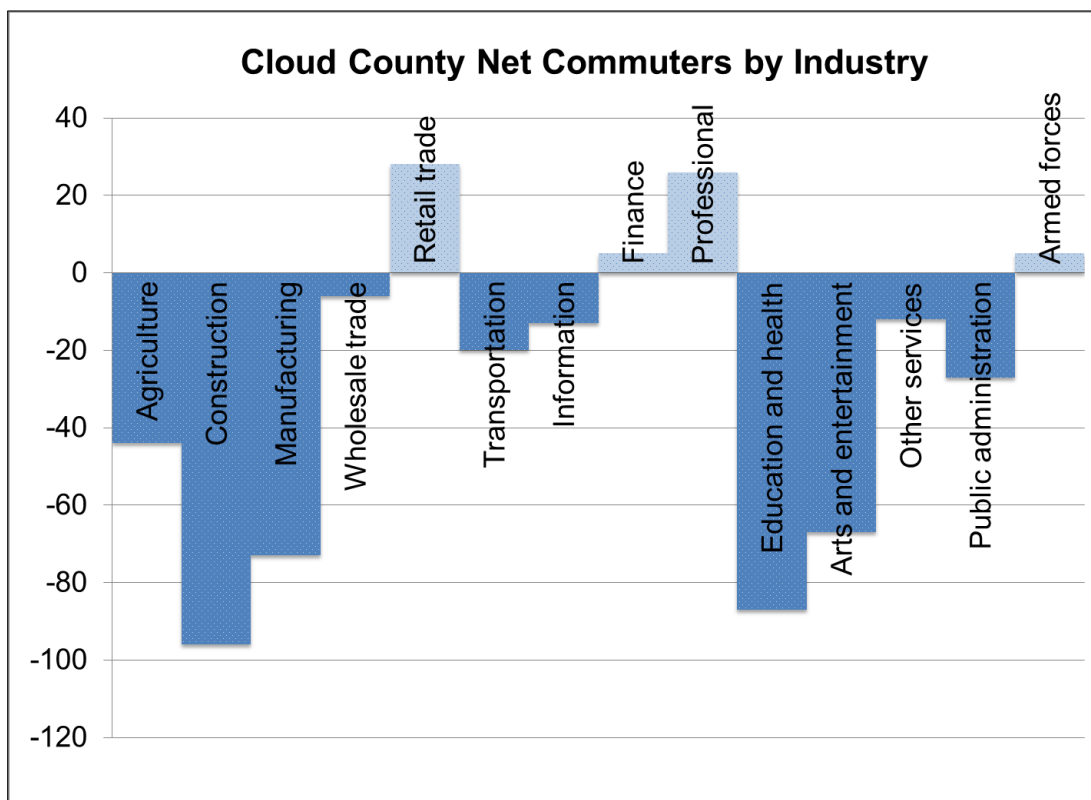
Daytime Population	
Total resident population	9,538
Total workers working in area	3,996
Workers who lived and worked in same area	3,488
Workers commuting in:	508
Total workers living in area	4,377
Workers who lived and worked in same area	3,488
Workers commuting out:	889
Total daytime population	9,157
Daytime population change due to commuting	-381
Worker retention	79.7%
Employment residence ratio	0.91

Source: U.S. Census Bureau, 2006-2010 American Community Survey

An employment residence (ER) ratio is the total number of workers working in an area, relative to the total number of workers living in the area. Ratios greater than 1.00 indicate there were more workers working in the area than living there. Cloud County's ER ratio of 0.91 indicates there were nine percent fewer workers working in the county than living in the county. Cloud County was a net exporter of workers, with an estimated decrease of 381 workers in the population each day due to commuting activity.

Although Cloud County was a net exporter of labor, within the county there were workers commuting in and workers commuting out. Worker retention refers to workers who lived and worked in the same area as a percentage of total workers living in the area. This is the number of workers that are not commuting to other areas for work. Cloud County has a relatively low level of worker retention at 79.7 percent, also indicating a high level of outbound commuting.

While Cloud County had a net export of workers, the migration of workers in specific industries may vary. Within each industry, it was assumed that there were both workers commuting in and out. To quantify the net migration of workers in an industry, the number of workers living in an area was subtracted from the number of workers working in an area. The result indicates the net effect of commuting. A positive number indicates there were more workers commuting into an area than out. A negative number indicates there was more outward commuting than inward commuting.



Source: U.S. Census Bureau, 2006-2010 American Community Survey

Cloud County has a net export of workers in all industries, with the exception of retail trade, finance, professional services and the armed forces. The industries with the highest number of workers leaving the area for work are construction, education and health, and manufacturing.

As with variances between industries, there were also differences in commuter patterns by income. Within each income bracket, it was assumed there were both workers commuting in and out. Negative numbers indicate more out-commuters, while a positive number indicates more in-commuters. Cloud County exports workers in all income brackets with the exception of those earning \$75,000 or more.

Cloud County Kansas

Percent of Commuters Within Each Income Bracket		
\$1 to \$9,999	↓	-10.1%
\$10,000 to \$14,999	↓	-7.6%
\$15,000 to \$24,999	↓	-6.7%
\$25,000 to \$34,999	↓	-10.9%
\$35,000 to \$49,999	↓	-5.1%
\$50,000 to \$64,999	↓	-18.3%
\$65,000 to \$74,999	↓	-11.1%
\$75,000 or more	↑	8.4%

Source: U.S. Census Bureau, 2006-2010 American Community Survey

The import or export of a particular class of workers should not be interpreted as a strictly positive or negative event. For example, it is good to have higher income earners, which generally pay more in local taxes, living in an area. In this light an outflow of high income earners may be interpreted positively. However, an outflow of higher income earners may also indicate that local industries are not providing higher wage jobs. Similarly, an inflow of low income workers may indicate the area does not have affordable housing available, or it may indicate a particularly high level of low wage jobs available in the area. The data provided here gives insights as to the flow of commuters in an area, but additional data would be needed to understand the reasons for the commuter flow in a specific area.

Labor Force Participation – Cloud County

The labor force participation rate is the labor force as a percentage of the civilian non-institutional population. This is a measure of the people in an area that are economically active. The labor force is comprised of those employed persons and those persons 16 years and older that are unemployed and have looked for work in the past four weeks. At approximately 61 percent, the labor force participation rates in Cloud County were below the national average rates, which ranged between 64 and 65 percent.

Cloud County Labor Force Participation Rate

	2009	2010
Male	65.2%	62.9%
Female	57.6%	58.5%
Total	61.2%	60.6%

Source: U.S. Census Bureau, 2005-2009 American Community Survey, 2006-2010 American Community Survey

The total labor force participation rate for Cloud County decreased between 2009 and 2010, the most recent years for which data is available. However, the decreased overall participation can be attributed to a 2.3 percent decrease in male participation in the labor force. This was slightly offset by a 0.9 percent increase in female participation.

The decrease in the level of participation in the labor force partly accounts for the 1.3 percent decrease in overall employment in Cloud County as a percentage of the labor force. However, even though there was a decrease in the adult residents' labor force participation, there was a net in-migration of workers accounting for an increase of 0.8 percent of the labor force. The remaining decrease in employment can be accounted for by an increase in the number of unemployed of 1.2 percent.¹

Cloud County Change in Employment 2009-2010

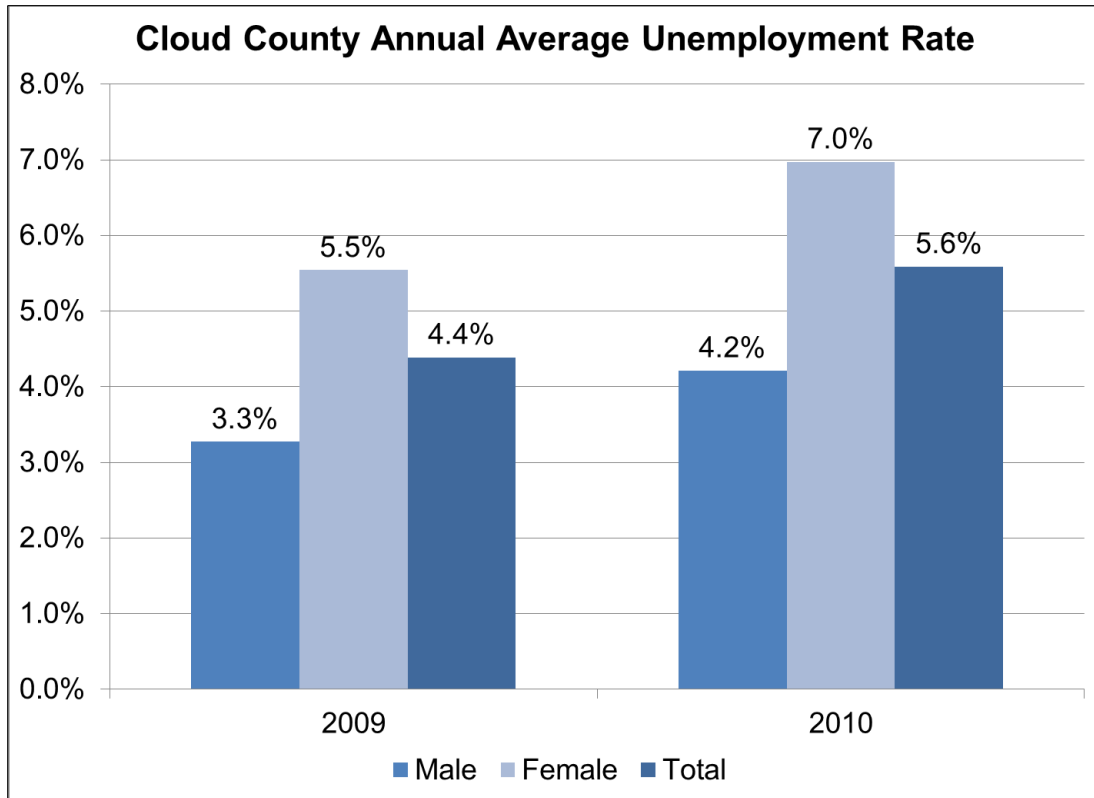
Cloud County Change in Employment 2009-2010	
Change in Employment	-1.3%
Due to Migration	0.8%
Due to Participation	-1.0%
Due to Change in Unemployed	1.2%

Source: U.S. Census Bureau, 2005-2009 American Community Survey, 2006-2010 American Community Survey

This in-migration of workers, at the same time there is a reduction in labor force participation and an increase in unemployment can indicate a mismatch within the county of the skills needed by employers and the skills of unemployed workers.

Although the overall unemployment rate in Cloud County remained relatively low between 2009 and 2010, some demographic groups experienced higher rates of unemployment than the labor force as a whole. Within Cloud County, women have experienced a higher level of unemployment than men. Additionally, women saw an increase in unemployment of 1.5 percent between 2009 and 2010, compared to 0.9 percent for men.

¹ The overall change in employment is calculated by adding the change due to migration and the change due to participation, and subtracting the change due to unemployment.



Source: U.S. Census Bureau, 2005-2009 American Community Survey, 2006-2010 American Community Survey

In Cloud County, unemployment rates tend to be higher for citizens under 30. Although age groups over 35 tend to experience lower levels of unemployment, unemployment rates have increased between 2009 and 2010 for all age groups over 35.

Cloud County Annual Average Unemployment Rate by Age

	2009	2010
16 to 19 years:	10.1%	9.5%
20 and 21 years:	-	12.0%
22 to 24 years:	17.3%	9.8%
25 to 29 years:	3.1%	10.0%
30 to 34 years:	-	-
35 to 44 years:	1.6%	2.4%
45 to 54 years:	5.7%	7.4%
55 to 59 years:	1.4%	2.3%
60 and 61 years:	-	-
62 to 64 years:	5.7%	10.2%

Source: U.S. Census Bureau, 2005-2009 American Community Survey, 2006-2010 American Community Survey

To summarize, based on the size and demographic composition of the labor force in the greater Concordia area and the commuter patterns in Cloud County, it is possible to draw the following conclusions.

- The size of the labor force in the greater Concordia area expands considerably beyond a 45-minute drive time. However, due to demographic differences it may take considerable incentives to motivate workers to make the commute.
- Cloud County is a net exporter of workers, with approximately 381 residents leaving the county each day for work. These workers are employed in a broad range of industries with the highest number of workers in construction, education and health, and manufacturing. Recruiting business in these industries is likely to have the highest impact on worker retention.
- The unemployed segment of the Cloud County labor force is generally young, under 35 years of age, and female. Recruiting businesses that employ this demographic group is likely to have the highest impact on unemployment.

Appendix A

2012 Estimated Employed Population Age 16 and Over by Occupation

Time from Downtown Concordia	15 Min.		30 Min.		45 Min.		60 Min.	
Office and Administrative Support	310	9.6%	928	11.7%	1,311	12.7%	6,607	13.9%
Management , Including Farmers and Farm Managers	317	9.8%	957	12.0%	1,345	13.0%	4,690	9.9%
Sales and Related Occupations	277	8.5%	669	8.4%	915	8.8%	5,059	10.7%
Production	196	6.1%	608	7.6%	748	7.2%	3,967	8.4%
Transportation and Material Moving	239	7.4%	573	7.2%	730	7.0%	3,624	7.6%
Food Preparation and Serving Related	442	13.6%	641	8.1%	747	7.2%	2,851	6.0%
Education, Training, and Library	183	5.6%	444	5.6%	592	5.7%	2,996	6.3%
Construction and Extraction	149	4.6%	492	6.2%	632	6.1%	2,409	5.1%
Installation, Maintenance, and Repair	186	5.7%	408	5.1%	505	4.9%	2,464	5.2%
Healthcare Practitioners and Technical	245	7.6%	519	6.5%	609	5.9%	2,135	4.5%
Building and Grounds Cleaning, and Maintenance	102	3.2%	267	3.4%	358	3.5%	2,143	4.5%
Healthcare Support	159	4.9%	330	4.1%	392	3.8%	1,535	3.2%
Business and Financial Operations	121	3.7%	223	2.8%	283	2.7%	1,447	3.1%
Service: Personal Care and Service	120	3.7%	240	3.0%	334	3.2%	1,371	2.9%
Farming, Fishing, and Forestry	30	0.9%	207	2.6%	289	2.8%	691	1.5%
Protective Service	41	1.3%	119	1.5%	137	1.3%	763	1.6%
Community and Social Services	50	1.5%	107	1.3%	140	1.4%	742	1.6%
Architecture and Engineering	13	0.4%	55	0.7%	78	0.8%	557	1.2%
Life, Physical, and Social Science	40	1.2%	67	0.8%	77	0.7%	312	0.7%
Computer and Mathematical	22	0.7%	48	0.6%	56	0.5%	369	0.8%

Source: Nielsen

2012 Estimated Population by Age

Time from Downtown Concordia	15 Min.		30 Min.		45 Min.		60 Min.	
Total Estimated Population	5,359		9,568		16,296		73,417	
Age 0 to 4	342	6.4%	549	5.7%	915	5.6%	5,024	6.8%
Age 5 to 9	323	6.0%	518	5.4%	893	5.5%	4,588	6.3%
Age 10 to 14	308	5.8%	525	5.5%	977	6.0%	4,849	6.6%
Age 15 to 17	194	3.6%	370	3.9%	676	4.2%	3,104	4.2%
Age 18 to 20	376	7.0%	499	5.2%	701	4.3%	2,947	4.0%
Age 21 to 24	219	4.1%	399	4.2%	678	4.2%	3,607	4.9%
Age 25 to 34	590	11.0%	896	9.4%	1,387	8.5%	8,376	11.4%
Age 35 to 44	556	10.4%	954	10.0%	1,711	10.5%	8,794	12.0%
Age 45 to 54	715	13.3%	1,369	14.3%	2,426	14.9%	10,601	14.4%
Age 55 to 64	606	11.3%	1,215	12.7%	2,159	13.3%	8,887	12.1%
Age 65 to 74	438	8.2%	939	9.8%	1,603	9.8%	5,779	7.9%
Age 75 to 84	396	7.4%	803	8.4%	1,336	8.2%	4,510	6.1%
Age 85 and over	296	5.5%	532	5.6%	834	5.1%	2,351	3.2%
Age 16 and over	4,329	80.8%	7,852	82.1%	13,283	81.5%	57,917	78.9%
Age 18 and over	4,192	78.2%	7,606	79.5%	12,835	78.8%	55,852	76.1%
Age 21 and over	3,816	71.2%	7,107	74.3%	12,134	74.5%	52,905	72.1%
Age 65 and over	1,130	21.1%	2,274	23.8%	3,773	23.2%	12,640	17.2%
2012 Median Age	41		46		46		40	
2012 Average Age	42		44		44		40	

Source: Nielsen

2012 Estimated Population Age 25 and Over by Educational Attainment

Time from Downtown Concordia	15 Min.		30 Min.		45 Min.		60 Min.	
Total Population Age 25 and Over	3,597		6,708		11,456		49,298	
Less than 9th grade	173	4.8%	307	4.6%	499	4.4%	2,177	4.4%
Some High School, no diploma	273	7.6%	408	6.1%	679	5.9%	3,582	7.3%
High School Graduate (or GED)	1,338	37.2%	2,460	36.7%	4,130	36.1%	16,847	34.2%
Some College, no degree	961	26.7%	1,865	27.8%	3,241	28.3%	12,820	26.0%
Associate Degree	304	8.5%	623	9.3%	1,026	9.0%	3,835	7.8%
Bachelor's Degree	391	10.9%	722	10.8%	1,317	11.5%	6,711	13.6%
Master's Degree	98	2.7%	228	3.4%	394	3.4%	2,574	5.2%
Professional School Degree	35	1.0%	64	1.0%	117	1.0%	523	1.1%
Doctorate Degree	24	0.7%	31	0.5%	53	0.5%	229	0.5%

Source: Nielsen

2012 Estimated Households by Household Income

Time from Downtown Concordia	15 Min.		30 Min.		45 Min.		60 Min.	
Total Households	2,182		4,083		6,977		30,527	
Less than \$15,000	362	16.6%	652	16.0%	1,119	16.0%	4,366	14.3%
\$15,000 to \$24,999	392	18.0%	721	17.7%	1,134	16.3%	4,416	14.5%
\$25,000 to \$34,999	309	14.2%	627	15.4%	1,074	15.4%	4,338	14.2%
\$35,000 to \$49,999	410	18.8%	803	19.7%	1,374	19.7%	6,231	20.4%
\$50,000 to \$74,999	437	20.0%	764	18.7%	1,356	19.4%	6,288	20.6%
\$75,000 to \$99,999	128	5.9%	251	6.2%	462	6.6%	2,539	8.3%
\$100,000 to \$124,999	49	2.3%	103	2.5%	192	2.8%	1,082	3.5%
\$125,000 to \$149,999	28	1.3%	56	1.4%	100	1.4%	540	1.8%
\$150,000 to \$199,999	36	1.7%	52	1.3%	83	1.2%	321	1.1%
\$200,000 to \$499,999	30	1.4%	50	1.2%	75	1.1%	357	1.2%
\$500,000 or more	1	0.1%	4	0.1%	8	0.1%	49	0.2%
Average Household Income	\$46,033		\$45,674		\$46,161		\$49,478	
Median Household Income	\$36,024		\$35,775		\$36,763		\$40,160	
Per Capita Income	\$19,286		\$20,076		\$20,151		\$20,935	

Source: Nielsen