McPherson County Economic Indicators

Jonathan Norris

Agenda

Current Index
- Employment, Wages, Durable/Nondurable consumer goods, Oil Production, Wheat prices, Inflation

Healthy-Wealthy-Wise Index
- Household perspective
- Labor force risk, opportunity, and education
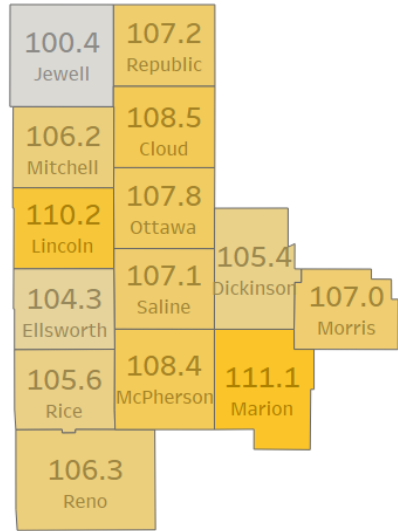
Business Dynamism Index
- Firm perspective
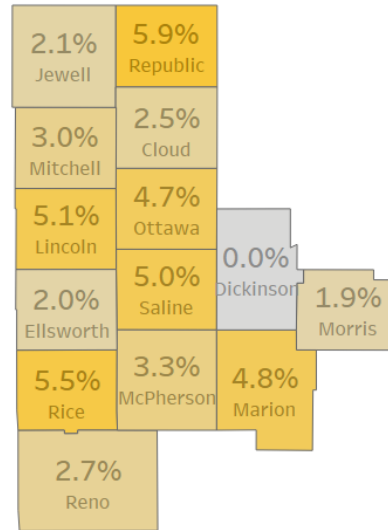- Examining the economic engine

Government Vitality Index
- Government perspective
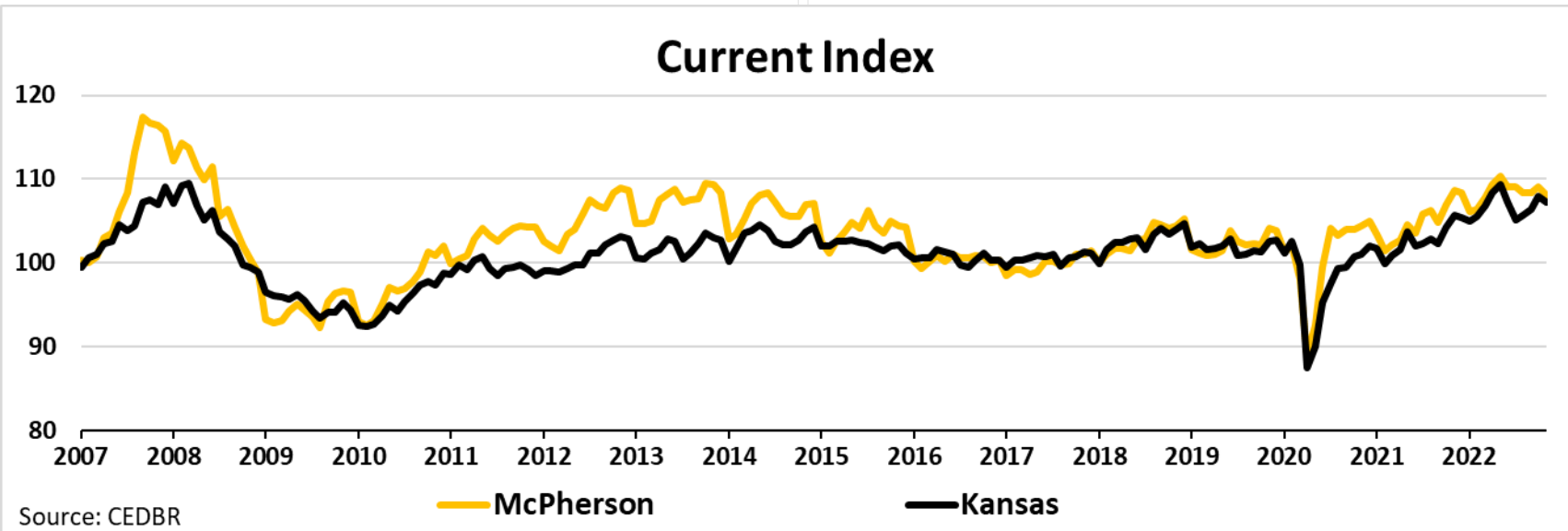- Market, core economic driver, and fiscal growth indicators

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Current Index

2022 Current Index

100.4 Jewell	107.2 Republic
106.2 Mitchell	108.5 Cloud
110.2 Lincoln	107.8 Ottawa
104.3 Ellsworth	107.1 Saline	105.4 Dickinson	107.0 Morris
105.6 Rice	108.4 McPherson	111.1 Marion
106.3 Reno	

Y/Y Current Index Growth – 2021-22

2.1% Jewell	5.9% Republic
3.0% Mitchell	2.5% Cloud
5.1% Lincoln	4.7% Ottawa
2.0% Ellsworth	5.0% Saline	0.0% Dickinson	1.9% Morris
5.5% Rice	3.3% McPherson	4.8% Marion
2.7% Reno	

- Regionally, all counties are better off than in 2017 (the base year)

- McPherson County historically exceeded the state average, until 2016,

- Manufacturing slowdown in 2019, rebound in 2021-2022

- Exceeds current state average

Current Index

Source: CEDBR

— McPherson — Kansas

Healthy, Wealthy, and Wise – Kansas ranks near the national median

U.S. Healthy-Wealthy-Wise Index, 2024
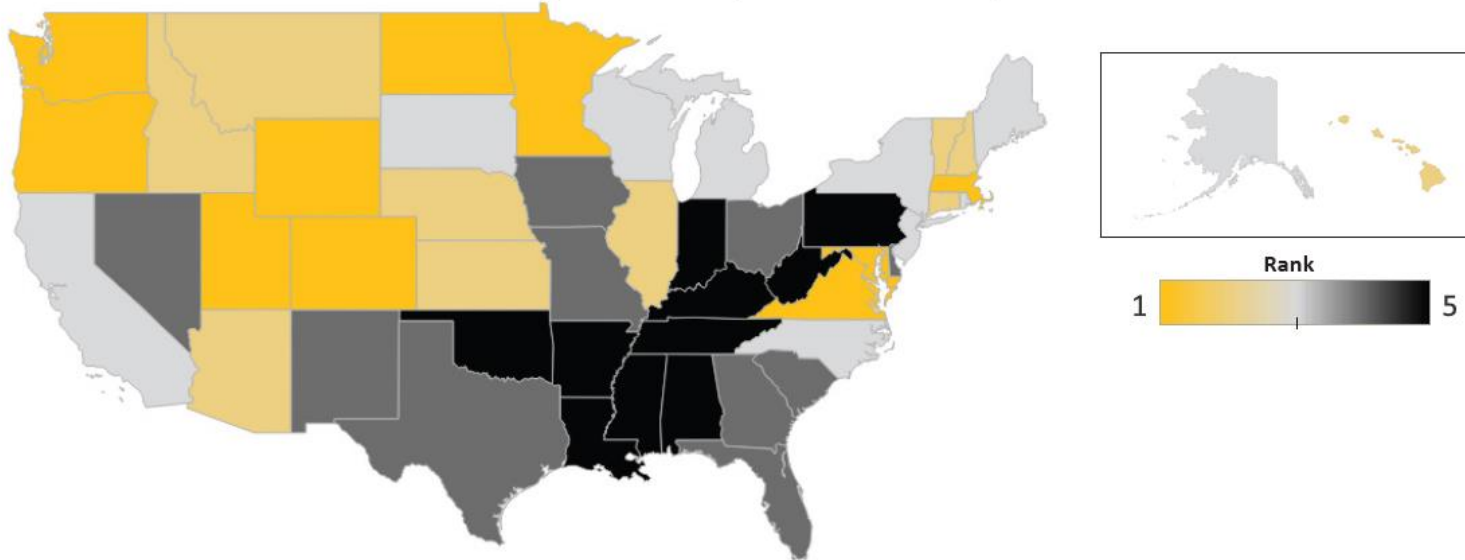
Rank
1 ——— 5

- **Healthy** – Near Median
  - **High obesity**
  - **Low birthweights**
- **Wealthy** – Near Median
  - **Low wealth polarization**
  - **Lagging incomes**
- **Wise** – Above Median
  - **Associate and Bachelor**

Kansas Healthy-Wealthy-Wise Index 2024

		Rank	Value
Healthy	Obesity Rate	4	35.8%
	Low Birthweight Rate	2	7.2%
	Preventable Hospitalization Rate	3	2.7%
Wealthy	Gini Coefficient	2	0.46
	Median Household Income	4	$69,747
	Poverty Rate	3	11.6%
Wise	Associate Degrees	2	31.4%
	Bachelor Degrees	2	21.7%
	Advanced Degrees	3	13.0%

Neighboring State Ranks

State	HWW Index	Healthy	Wealthy	Wise
Colorado	1	2	1	1
Kansas	3	3	3	2
Missouri	4	4	4	4
Nebraska	2	3	2	2
Oklahoma	5	4	4	5

Midwest Region

- Colorado and Nebraska **lead**
- Missouri and Oklahoma **lag**

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McPherson County ranked among the top 20% in household conditions

Healthy-Wealthy-Wise 2024				
County	Healthy-Wealthy-Wise Index	Healthy	Wealthy	Wise
Cloud	1	2	4	1
Dickinson	2	3	2	2
Ellsworth	2	3	2	3
Jewell	5	4	5	4
Lincoln	3	4	4	1
Marion	1	1	3	1
McPherson	1	2	1	1
Mitchell	3	3	3	1
Morris	3	1	4	4
Ottawa	1	1	1	1
Reno	3	2	4	3
Republic	1	1	2	2
Rice	2	3	2	2
Saline	2	2	3	2

- **Healthy:** Above Median

- **Wealthy:** Top 20%

- **Wise:** Top 20%

- North Central Kansas has strong households

- Strong regional labor force interconnection

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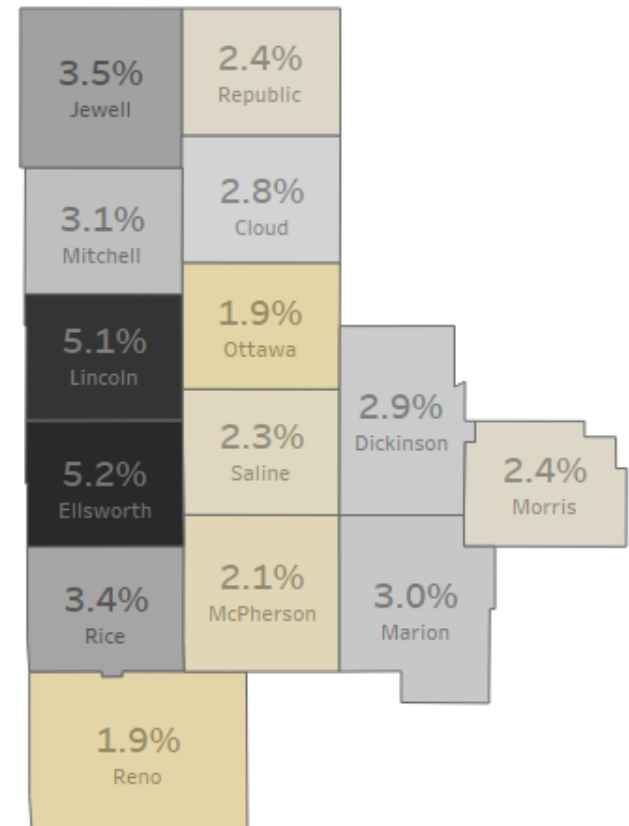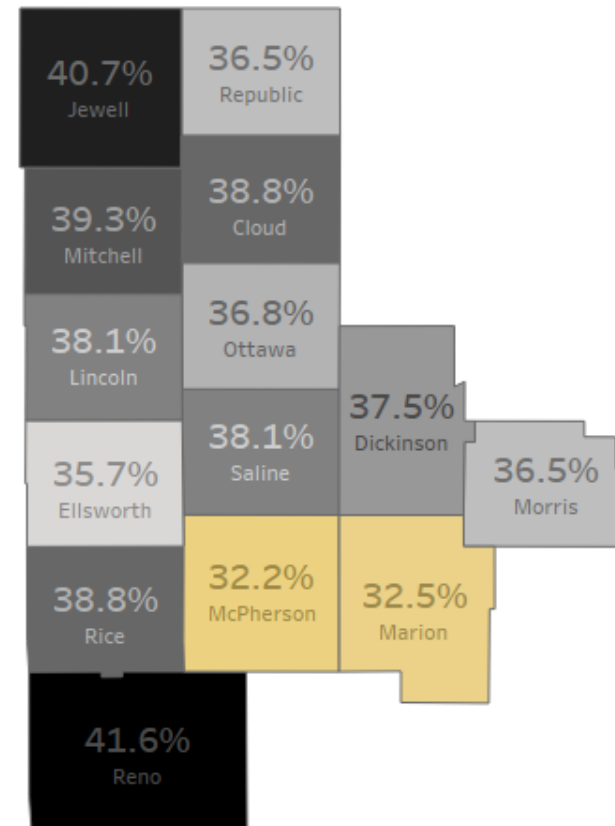# Healthy – Household health indicators are very strong

Low Birthweight Rate

	2018	2022	Growth
Kansas	7.0%	7.2%	0.2%
McPherson	6.6%	5.5%	-1.1%

Obesity Rate

	2018	2022	Growth
Kansas	32.4%	35.8%	3.4%
McPherson	31.5%	32.2%	0.7%

Preventable Hospitalizations Rate

	2018	2022	Growth
Kansas	5.1%	2.7%	-2.4%
McPherson	4.7%	2.1%	-2.5%

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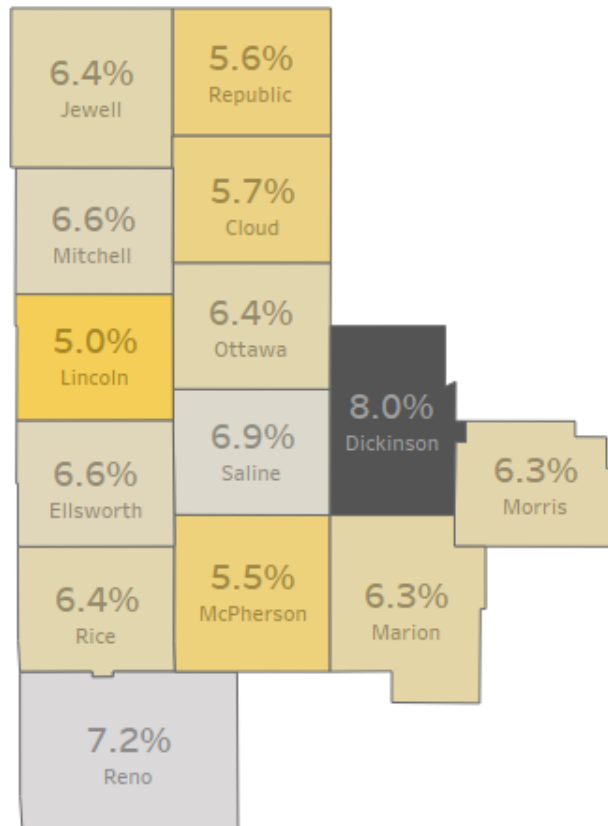
Wealthy – Poverty increased, but the middle class grew even more robust and household incomes grew strongly

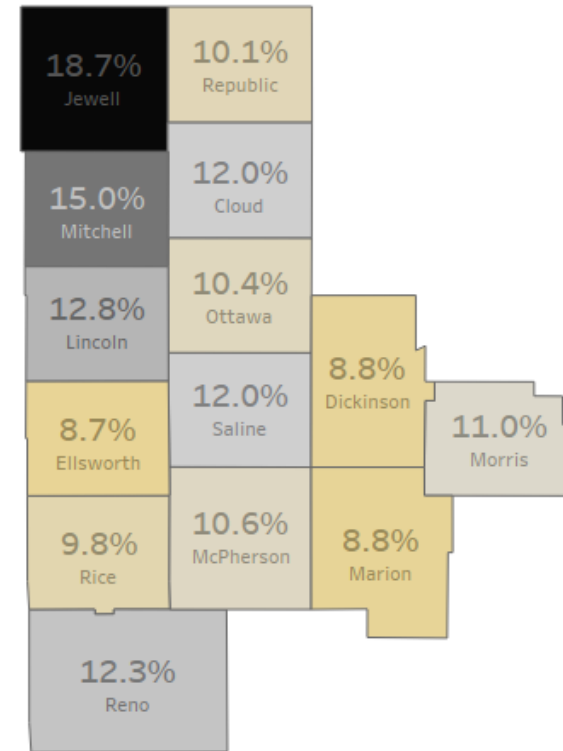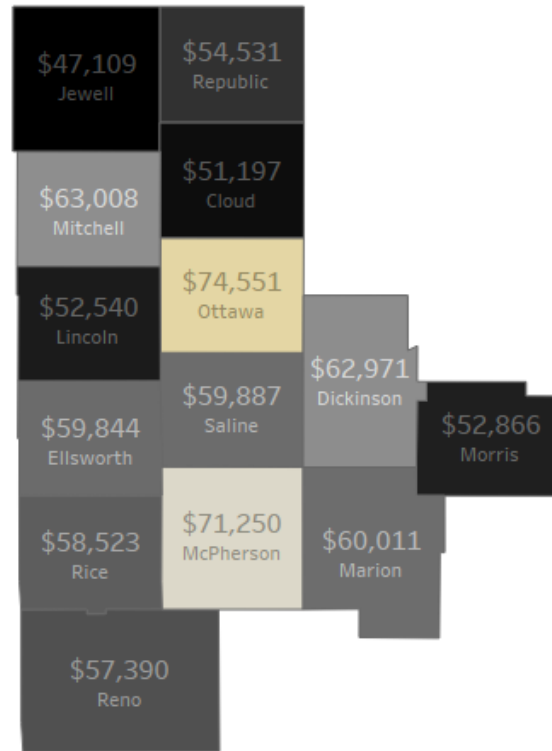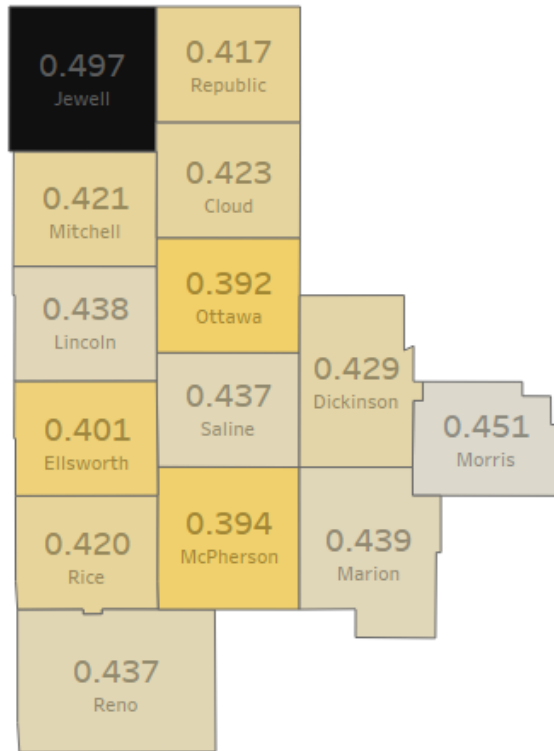| Gini Coefficient			
	2018	2022	Growth
Kansas	0.458	0.458	-0.1%
McPherson	0.415	0.394	-5.0%

Median Household Income			
	2018	2022	Growth
Kansas	$ 57,422	$ 69,747	21.5%
McPherson	$ 57,765	$ 71,250	23.3%

Poverty Rate			
	2018	2022	Growth
Kansas	12.4%	11.6%	-0.8%
McPherson	7.6%	10.6%	3.0%

Gini Coefficient map:
- Jewell 0.497
- Republic 0.417
- Mitchell 0.421
- Cloud 0.423
- Lincoln 0.438
- Ottawa 0.392
- Dickinson 0.429
- Ellsworth 0.401
- Saline 0.437
- Morris 0.451
- Rice 0.420
- McPherson 0.394
- Marion 0.439
- Reno 0.437

Median Household Income map:
- Jewell $47,109
- Republic $54,531
- Mitchell $63,008
- Cloud $51,197
- Lincoln $52,540
- Ottawa $74,551
- Dickinson $62,971
- Ellsworth $59,844
- Saline $59,887
- Morris $52,866
- Rice $58,523
- McPherson $71,250
- Marion $60,011
- Reno $57,390

Poverty Rate map:
- Jewell 18.7%
- Republic 10.1%
- Mitchell 15.0%
- Cloud 12.0%
- Lincoln 12.8%
- Ottawa 10.4%
- Dickinson 8.8%
- Ellsworth 8.7%
- Saline 12.0%
- Morris 11.0%
- Rice 9.8%
- McPherson 10.6%
- Marion 8.8%
- Reno 12.3%

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Wise – Highly-educated workforce with strong overall growth

Total Education	2018	2022	Growth
Kansas	64.7%	66.1%	1.4%
McPherson	64.0%	67.6%	3.6%

Some College and Associate Degrees

	2018	2022	Growth
Kansas	31.8%	31.4%	-0.4%
McPherson	35.0%	36.2%	1.2%

Bachelor Degrees

	2018	2022	Growth
Kansas	20.8%	21.7%	0.9%
McPherson	20.7%	21.2%	0.5%

Advanced Degrees

	2018	2022	Growth
Kansas	12.1%	13.0%	0.9%
McPherson	8.3%	10.2%	1.9%
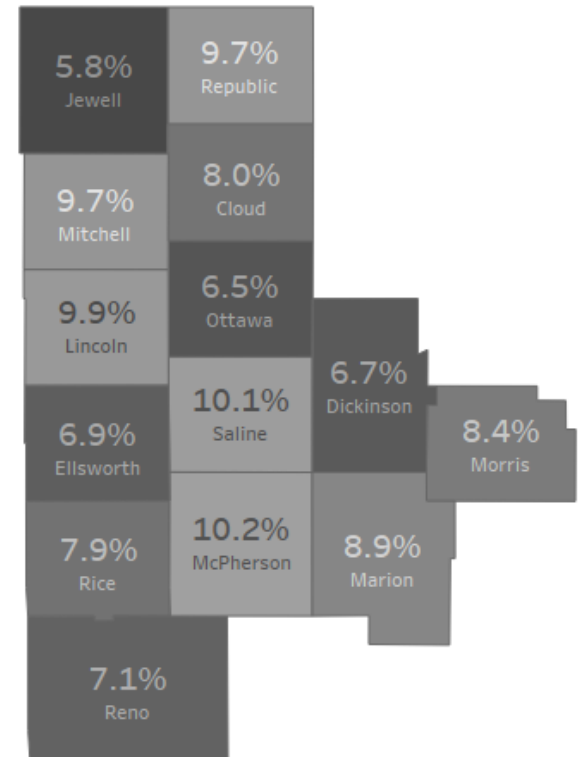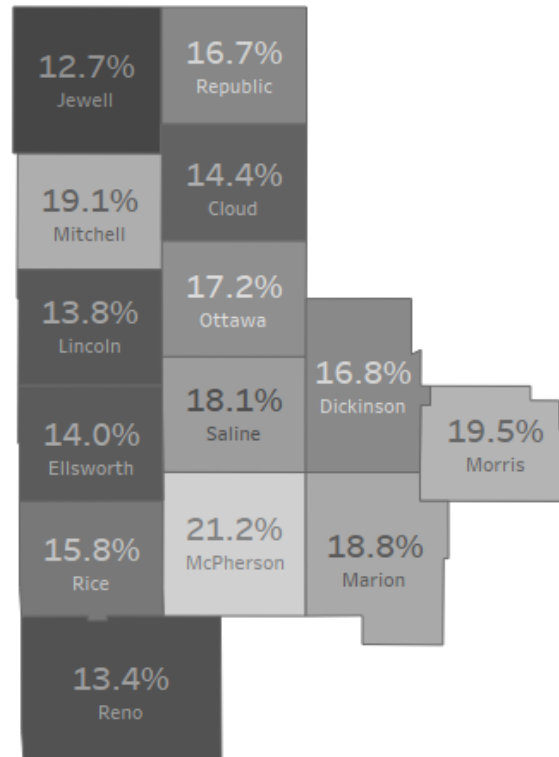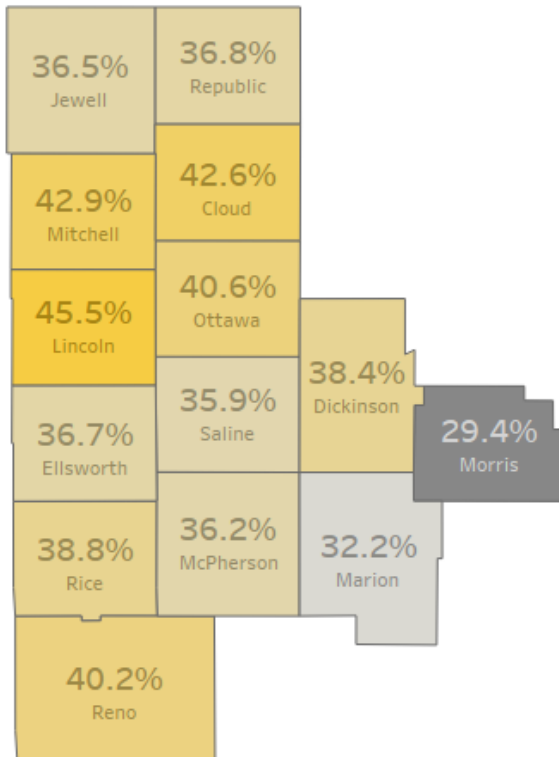
Some College and Associate Degrees map:
Jewell 36.5%, Republic 36.8%, Mitchell 42.9%, Cloud 42.6%, Lincoln 45.5%, Ottawa 40.6%, Dickinson 38.4%, Ellsworth 36.7%, Saline 35.9%, Morris 29.4%, Rice 38.8%, McPherson 36.2%, Marion 32.2%, Reno 40.2%

Bachelor Degrees map:
Jewell 12.7%, Republic 16.7%, Mitchell 19.1%, Cloud 14.4%, Lincoln 13.8%, Ottawa 17.2%, Dickinson 16.8%, Ellsworth 14.0%, Saline 18.1%, Morris 19.5%, Rice 15.8%, McPherson 21.2%, Marion 18.8%, Reno 13.4%

Advanced Degrees map:
Jewell 5.8%, Republic 9.7%, Mitchell 9.7%, Cloud 8.0%, Lincoln 9.9%, Ottawa 6.5%, Dickinson 6.7%, Ellsworth 6.9%, Saline 10.1%, Morris 8.4%, Rice 7.9%, McPherson 10.2%, Marion 8.9%, Reno 7.1%

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Business Dynamism – Kansas fell behind (Note 2018-2022)

U.S. Business Dynamism Index, 2024

Rank 1 — 5
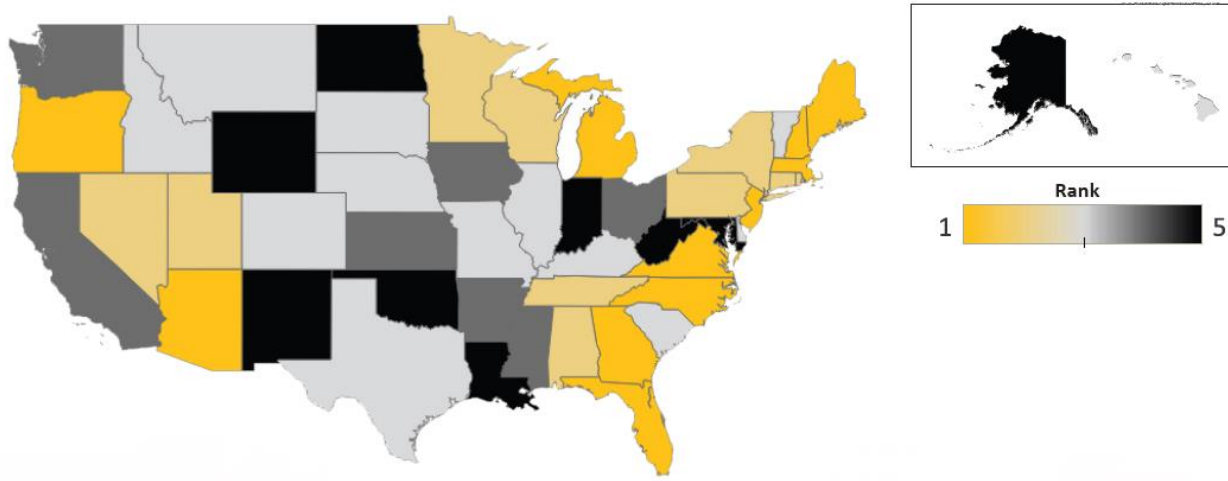
- **Labor churn** – Below Median

- **Diversification** – Near Median

- **Growth** – Bottom 20% of States

Kansas Business Dynamism Index 2024

		Rank	Value
Labor Churn	**New Hires**	3	15.2%
	Separations	3	16.3%
Economic Diversification	**Employment**	3	97.4
	Establishments	4	89.7
	Wages	2	96.0
Economic Growth	**Employment Growth**	4	0.6%
	Establishments Growth	5	5.0%
	Wages Growth	4	21.2%

Neighbor State Dynamism Ranks

State	Business Dynamism	Labor Churn	Economic Diversification	Economic Growth
Colorado	3	4	3	2
Kansas	4	4	3	5
Missouri	3	4	2	3
Nebraska	3	3	2	4
Oklahoma	5	5	4	5

Midwest Region

- Colorado, Nebraska, and Missouri **lead**
- Oklahoma **lags**

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# McPherson County ranks above the median in Business Dynamism

Business Dynamism Index Ranks 2024

County	Business Dynamism	Labor Churn	Economic Diversification	Economic Growth
Cloud	1	3	1	2
Dickinson	3	3	2	4
Ellsworth	3	4	3	3
Jewell	4	5	5	5
Lincoln	1	4	3	2
Marion	3	3	2	3
McPherson	2	3	2	3
Mitchell	1	5	3	3
Morris	2	4	3	2
Ottawa	1	5	2	3
Reno	2	1	1	3
Republic	2	3	2	2
Rice	3	1	3	2
Saline	2	1	1	2

- **Labor Churn:** Near Median

- **Economic Diversification:** Above Median

- **Economic Growth:** Near Median

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Labor Churn – Lower job movement may be a risk in evolving markets, but advantages in retention and growth has been higher

| New Hires				Separations			
	2018	**2022**	**Growth**		**2018**	**2022**	**Growth**
Kansas	**14.3%**	**15.2%**	0.9%	**Kansas**	**15.7%**	**16.3%**	0.6%
McPherson	**10.8%**	**12.0%**	**1.2%**	**McPherson**	**11.9%**	**13.6%**	**1.7%**
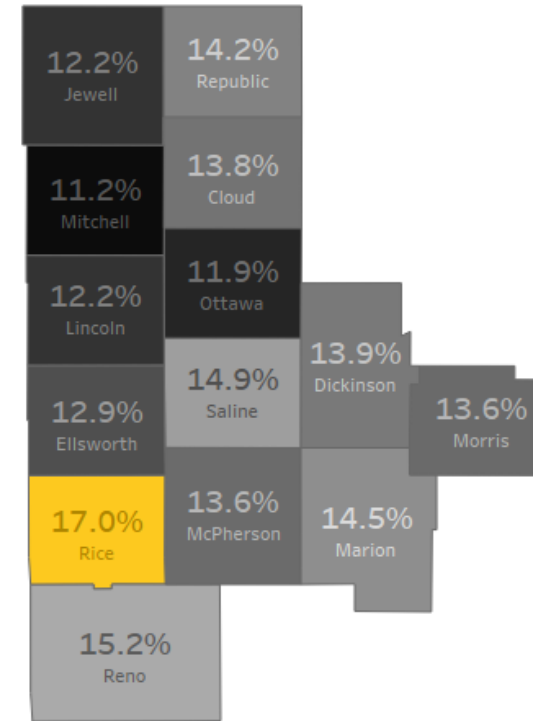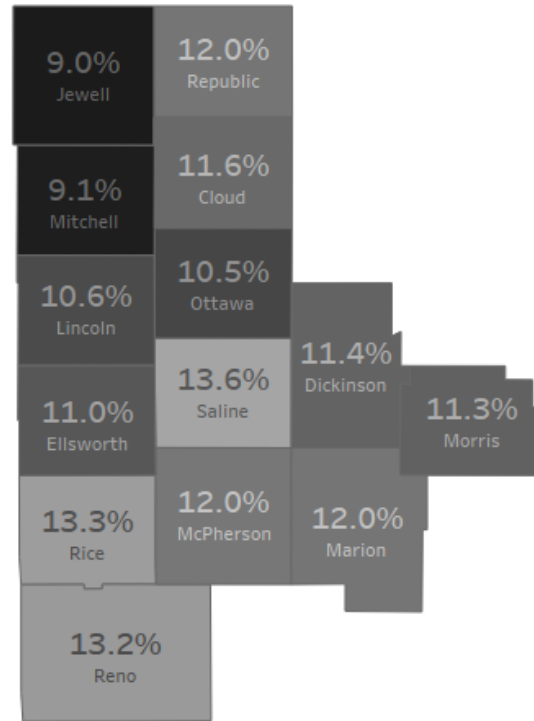
- We are **not at the new labor market equilibrium**
- Separations are not an inherent negative

- Labor mobility **drives skill-job matching** (optimization)
- Drives growth in productivity

Diversification – high employment diversification, but mainly driven by manufacturing, leading to low wage diversification

Employment	Establishments	Wages
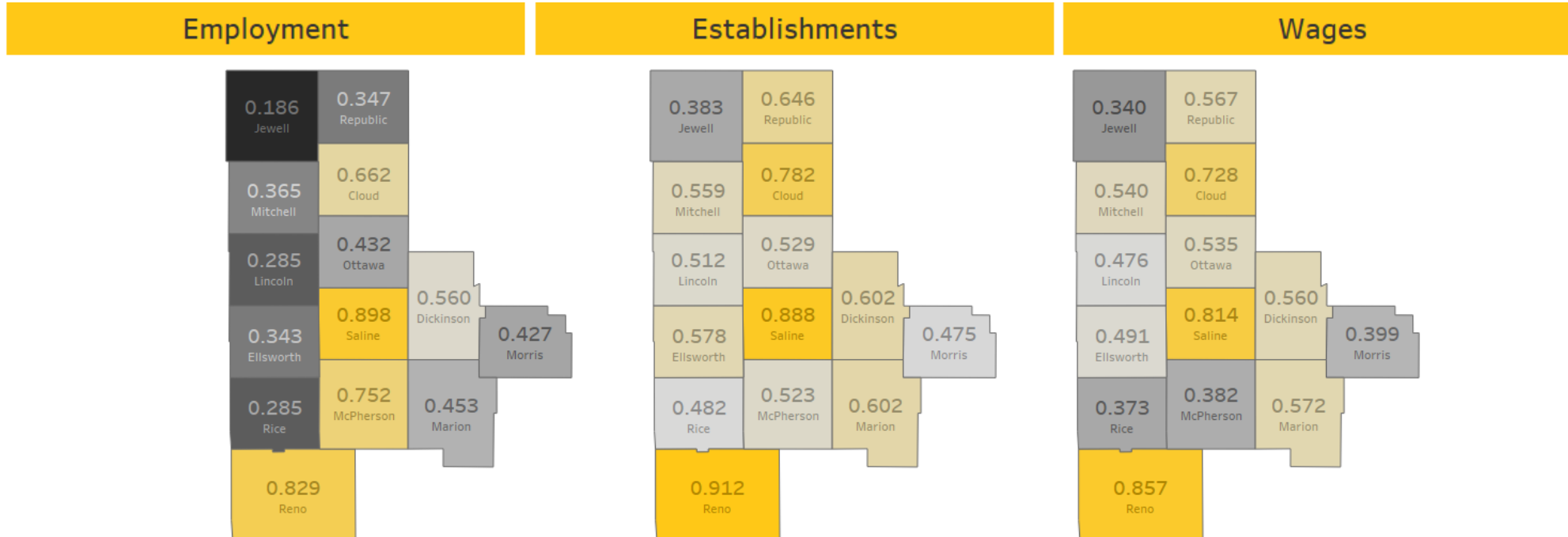
- Two perspectives –
  - Diversity weathers economic cycles
  - Economies of Agglomeration
    - Industry-driven

Concentration

Industry	Employment	Wages
Natural Resources and Mining	0.64	0.55
Construction	0.95	1.04
Manufacturing	3.99	4.81
Trade, Transportation, and Utilities	0.64	0.71
Information	0.34	0.22
Financial Activities	0.57	0.37
Professional and Business Services	0.45	0.40
Education and Health Services	1.05	0.83
Leisure and Hospitality	0.63	0.46
Other Services	0.75	0.75

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5-Year Expansion – Strong growth of employment and wages

Employment			
	2018	2022	Growth
Kansas			
	1,383,119	1,390,817	0.6%
McPherson	14,838	15,603	5.2%

Establishments			
	2018	2022	Growth
Kansas			
	88,793	93,245	5.0%
McPherson	933	951	1.9%

Wages			
($millions)	2018	2022	Growth
Kansas			
	64,463	78,133	21.2%
McPherson	661	851	28.7%
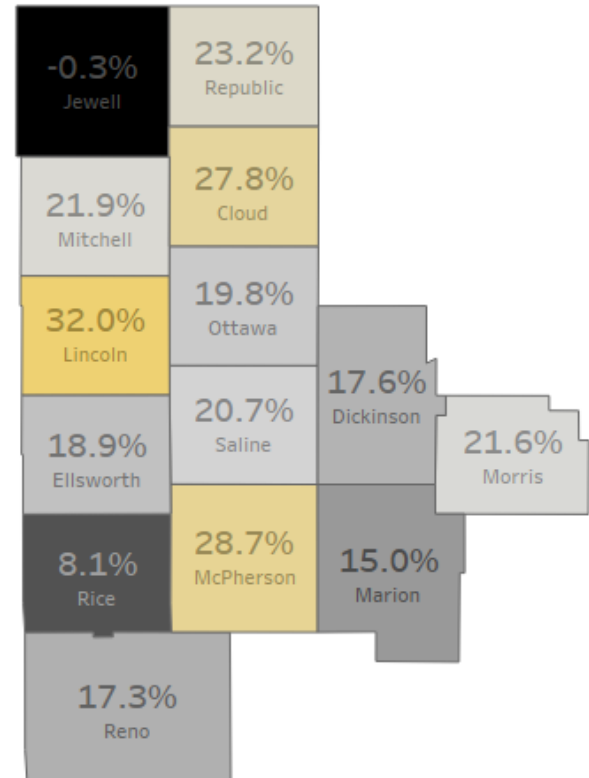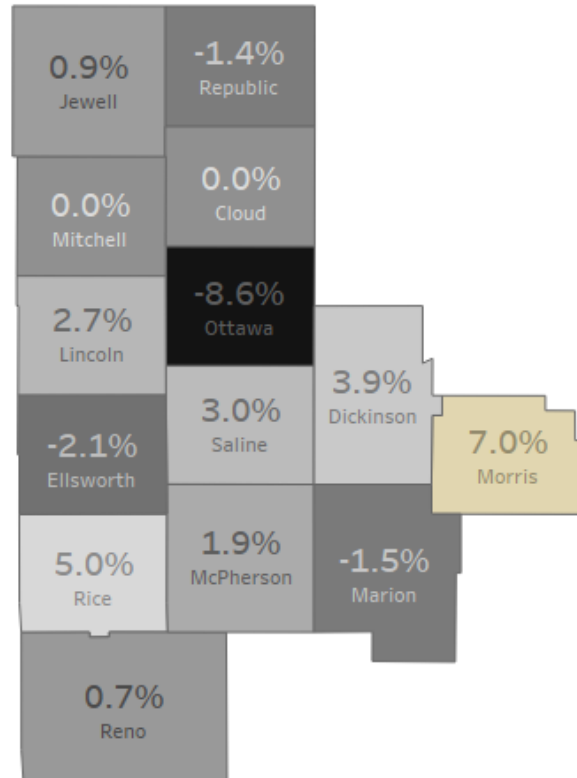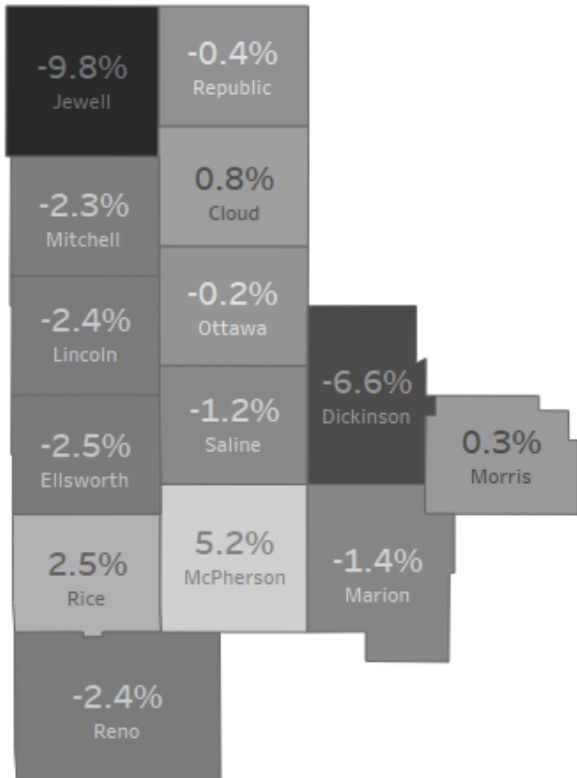
Employment map:
- Jewell -9.8%
- Republic -0.4%
- Mitchell -2.3%
- Cloud 0.8%
- Lincoln -2.4%
- Ottawa -0.2%
- Dickinson -6.6%
- Ellsworth -2.5%
- Saline -1.2%
- Morris 0.3%
- Rice 2.5%
- McPherson 5.2%
- Marion -1.4%
- Reno -2.4%

Establishments map:
- Jewell 0.9%
- Republic -1.4%
- Mitchell 0.0%
- Cloud 0.0%
- Lincoln 2.7%
- Ottawa -8.6%
- Dickinson 3.9%
- Ellsworth -2.1%
- Saline 3.0%
- Morris 7.0%
- Rice 5.0%
- McPherson 1.9%
- Marion -1.5%
- Reno 0.7%

Wages map:
- Jewell -0.3%
- Republic 23.2%
- Mitchell 21.9%
- Cloud 27.8%
- Lincoln 32.0%
- Ottawa 19.8%
- Dickinson 17.6%
- Ellsworth 18.9%
- Saline 20.7%
- Morris 21.6%
- Rice 8.1%
- McPherson 28.7%
- Marion 15.0%
- Reno 17.3%

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McPherson County ranks among the top 20% in Government Vitality

| Government Vitality Index 2024				
County	Government Vitality	Economic Drivers	Market Growth	Fiscal Growth
Cloud	3	4	1	4
Dickinson	3	3	4	2
Ellsworth	5	5	4	4
Jewell	2	2	5	1
Lincoln	3	1	3	5
Marion	3	1	5	3
McPherson	1	3	2	2
Mitchell	3	4	1	4
Morris	3	4	3	2
Ottawa	1	1	3	3
Reno	4	4	3	4
Republic	3	2	5	2
Rice	2	4	2	2
Saline	3	4	3	2

- **Economic Drivers:** Near Median

- **Market Growth:** Above Median

- **Fiscal Growth:** Above Median

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Economic Drivers – Near median overall

Median Home Value Growth
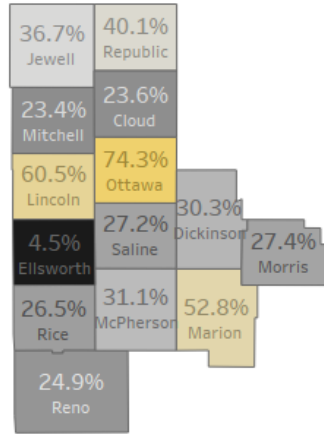
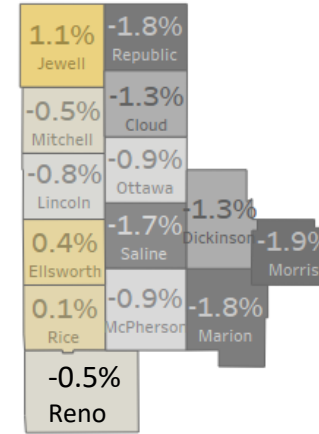**Inward Mobility Growth**
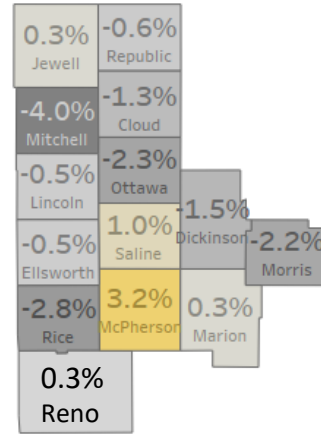
Prime Age Growth

Median Home Value
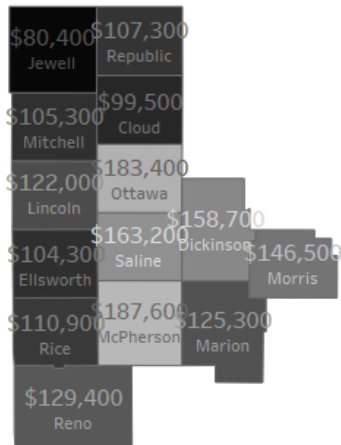
Inward Mobility Share

Prime Age Share
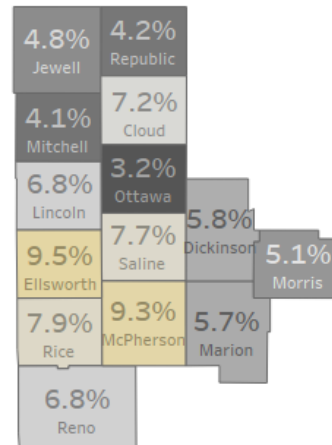
- Median home values have grown slightly slower than statewide, but prices are high

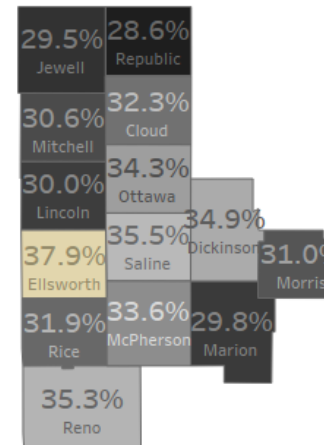- Inward mobility increased, and is high among regional counties
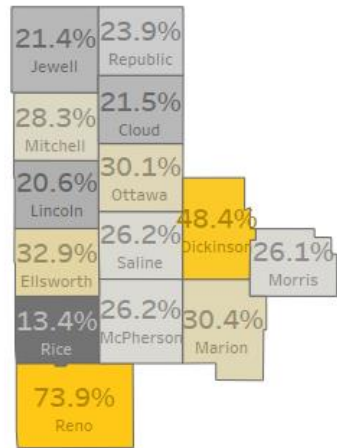
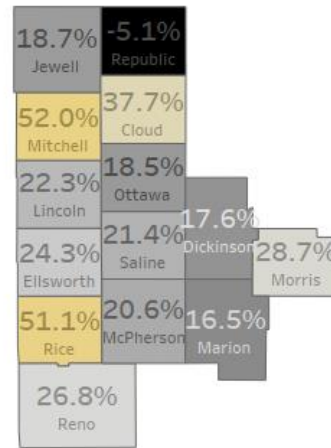- Prime age share has declined, but is still moderate for the region
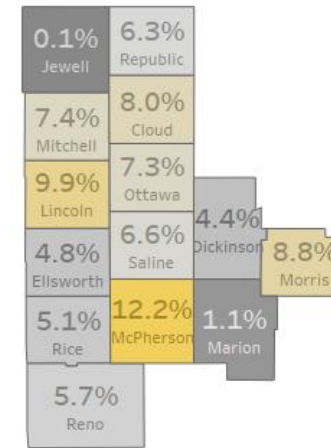
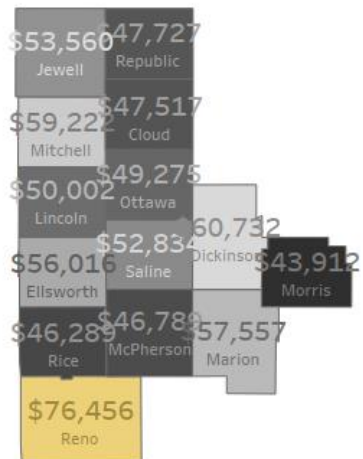# Market Growth – Above median overall

Income Per Capita Growth

County	Value
Jewell	21.4%
Republic	23.9%
Mitchell	28.3%
Cloud	21.5%
Lincoln	20.6%
Ottawa	30.1%
Dickinson	48.4%
Ellsworth	32.9%
Saline	26.2%
Morris	26.1%
Rice	13.4%
McPherson	26.2%
Marion	30.4%
Reno	73.9%

GDP Growth

County	Value
Jewell	18.7%
Republic	-5.1%
Mitchell	52.0%
Cloud	37.7%
Lincoln	22.3%
Ottawa	18.5%
Dickinson	17.6%
Ellsworth	24.3%
Saline	21.4%
Morris	28.7%
Rice	51.1%
McPherson	20.6%
Marion	16.5%
Reno	26.8%

Current Index Growth

County	Value
Jewell	0.1%
Republic	6.3%
Mitchell	7.4%
Cloud	8.0%
Lincoln	9.9%
Ottawa	7.3%
Dickinson	4.4%
Ellsworth	4.8%
Saline	6.6%
Morris	8.8%
Rice	5.1%
McPherson	12.2%
Marion	1.1%
Reno	5.7%

Income Per Capita

County	Value
Jewell	$53,560
Republic	$47,727
Mitchell	$59,222
Cloud	$47,517
Lincoln	$50,002
Ottawa	$49,275
Dickinson	$60,732
Ellsworth	$56,016
Saline	$52,834
Morris	$43,912
Rice	$46,289
McPherson	$46,782
Marion	$57,557
Reno	$76,456

GDP ($millions)

County	Value
Jewell	$91K
Republic	$192K
Mitchell	$582K
Cloud	$477K
Lincoln	$143K
Ottawa	$139K
Dickinson	$759K
Ellsworth	$311K
Saline	$3,544
Morris	$225K
Rice	$725K
McPherson	$2,399
Marion	$410K
Reno	$3,130K

Current Index

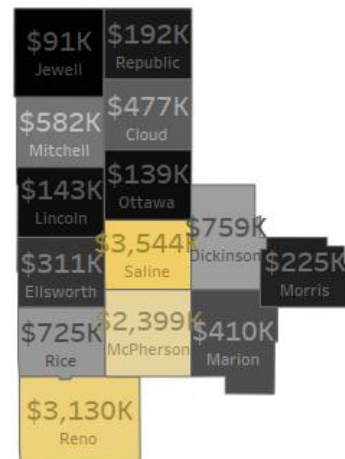| County	Value
Jewell	100.06
Republic	107.01
Mitchell	106.14
Cloud	108.44
Lincoln	109.86
Ottawa	107.59
Dickinson	105.28
Ellsworth	104.22
Saline	106.91
Morris	107.19
Rice	105.17
McPherson	110.94
Marion	106.34
Reno	106.26

- Income per capita on par with state average, and the level is relatively low for the region

- GDP has grown by slightly less than the state average, but is a regional powerhouse

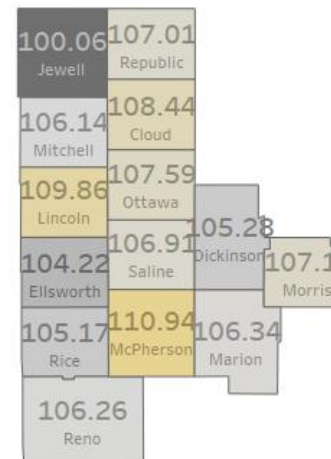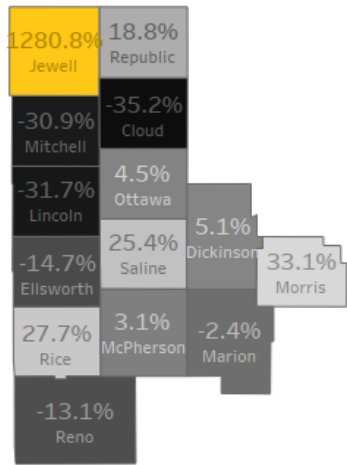- Current Index level and growth well above state average

Fiscal Growth – Above median overall

Per Capita Bonds Growth

1280.8% Jewell	18.8% Republic
-30.9% Mitchell	-35.2% Cloud
-31.7% Lincoln	4.5% Ottawa
-14.7% Ellsworth	25.4% Saline / 5.1% Dickinson / 33.1% Morris
27.7% Rice	3.1% McPherson / -2.4% Marion
-13.1% Reno	

Per-Capita Property Tax Collections Growth

22.1% Jewell	22.2% Republic
23.0% Mitchell	17.6% Cloud
10.2% Lincoln	17.0% Ottawa
15.3% Ellsworth	16.2% Saline / 33.2% Dickinson / 24.5% Morris
26.3% Rice	30.4% McPherson / 21.2% Marion
13.4% Reno	

Per-Capita Retail Sales Growth

38.0% Jewell	34.7% Republic
41.0% Mitchell	33.4% Cloud
18.4% Lincoln	33.1% Ottawa
21.7% Ellsworth	27.8% Saline / 29.3% Dickinson / 48.0% Morris
35.4% Rice	50.8% McPherson / 32.9% Marion
29.2% Reno	

Per Capita Bonds

$1,424 Jewell	$5,104 Republic
$2,528 Mitchell	$2,392 Cloud
$1,503 Lincoln	$5,003 Ottawa
$2,163 Ellsworth	$5,354 Saline / $4,549 Dickinson / $3,007 Morris
$6,605 Rice	$1,311 McPherson / $2,495 Marion
$7,769 Reno	

Per-Capita Property Tax Collections

$3,702 Jewell	$3,062 Republic
$2,779 Mitchell	$2,251 Cloud
$3,218 Lincoln	$2,462 Ottawa
$2,318 Ellsworth	$1,475 Saline / $2,003 Dickinson / $2,444 Morris
$2,529 Rice	$2,142 McPherson / $2,644 Marion
$1,656 Reno	

Per-Capita Retail Sales

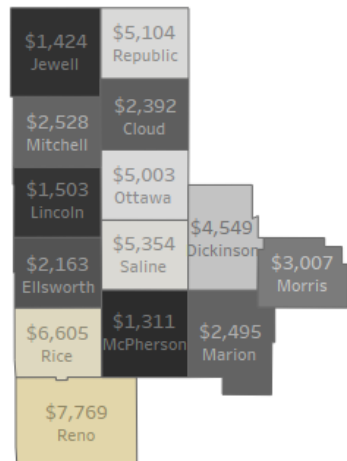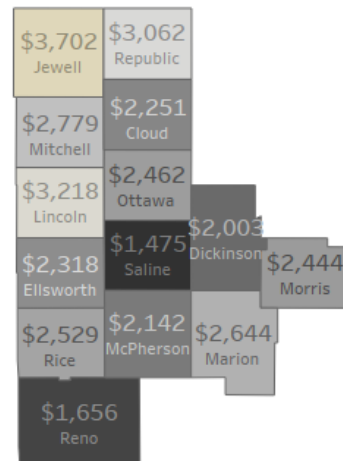|	
$472 Jewell	$813 Republic
$1,349 Mitchell	$1,142 Cloud
$493 Lincoln	$404 Ottawa
$707 Ellsworth	$1,585 Saline / $813 Dickinson / $807 Morris
$799 Rice	$282 McPherson / $895 Marion
$1,121 Reno	

- Per capita bonds growth was slow, and is the lowest for the region

- Per capita property tax collections have grown faster than average, and are moderate for the region

- Per capita retail sales growth is far above average, but are very low as a level