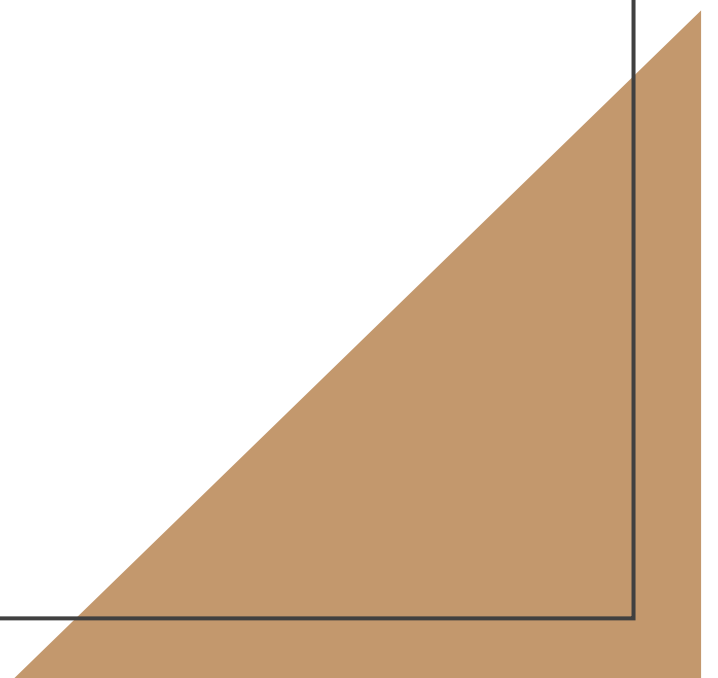
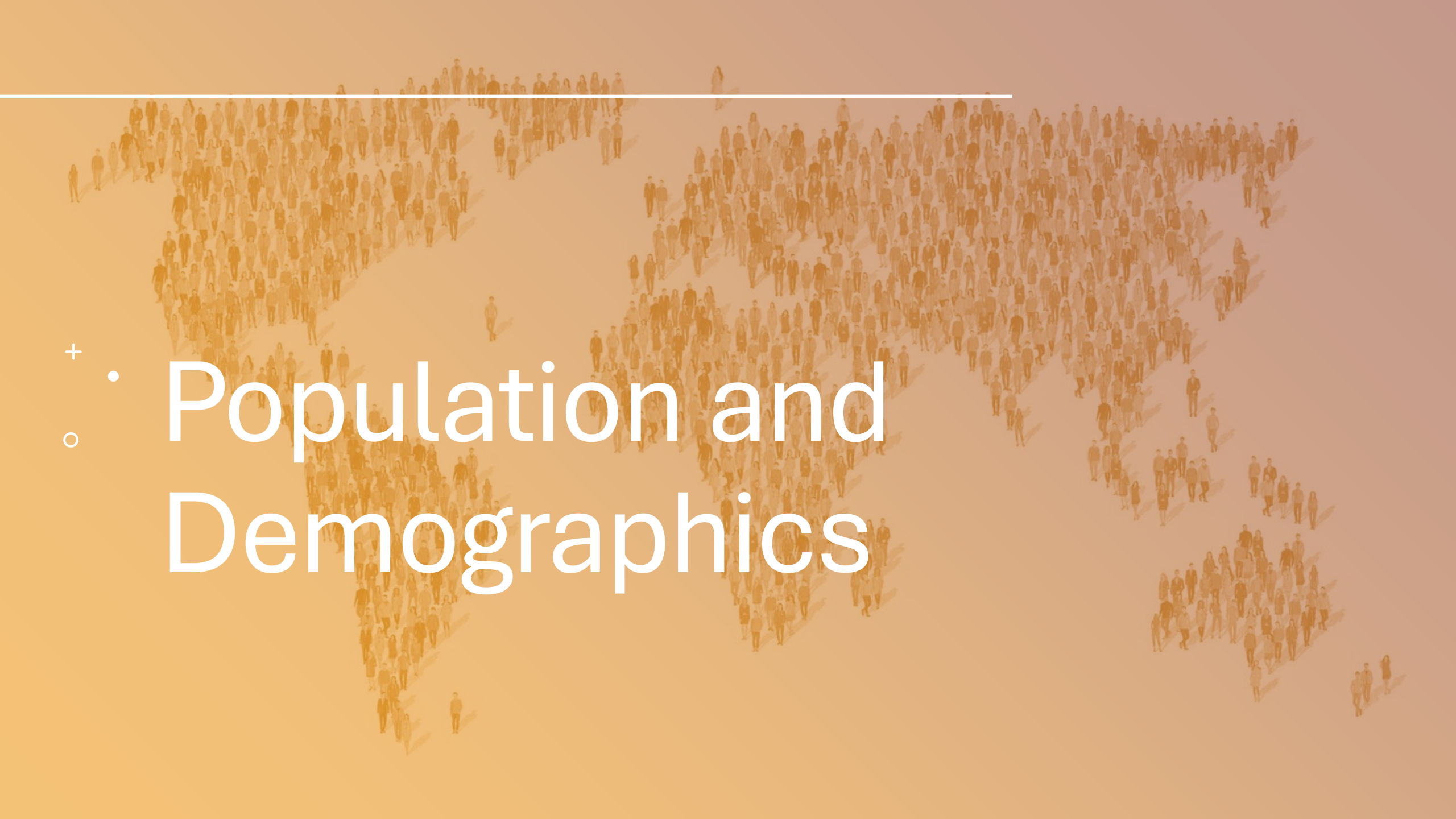


Local Area Outlook

Lyon County and Surrounding Region

Bekah Selby-Leach, Ph.D.

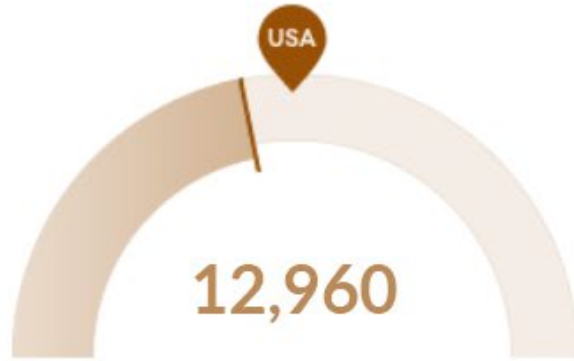




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Population and Demographics

Region Population Snapshot Characteristics



Millennials



Retiring Soon



Racial Diversity



Veterans

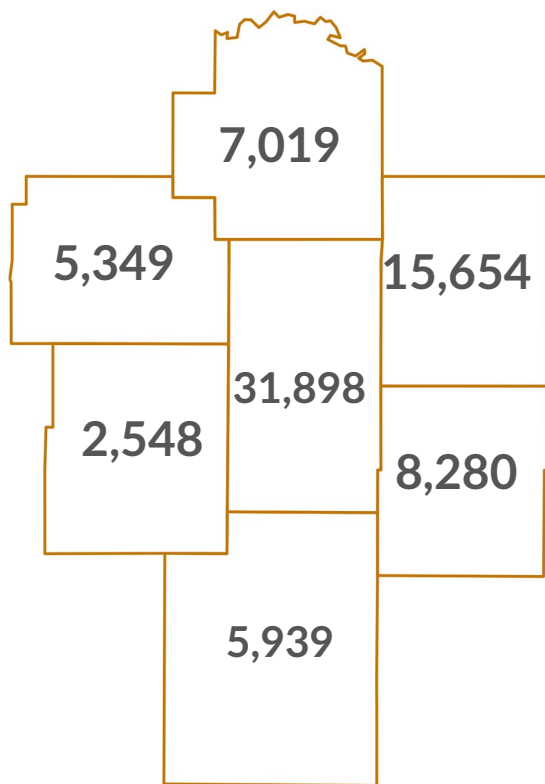


Violent Crime



Property Crime

Region Population Trends



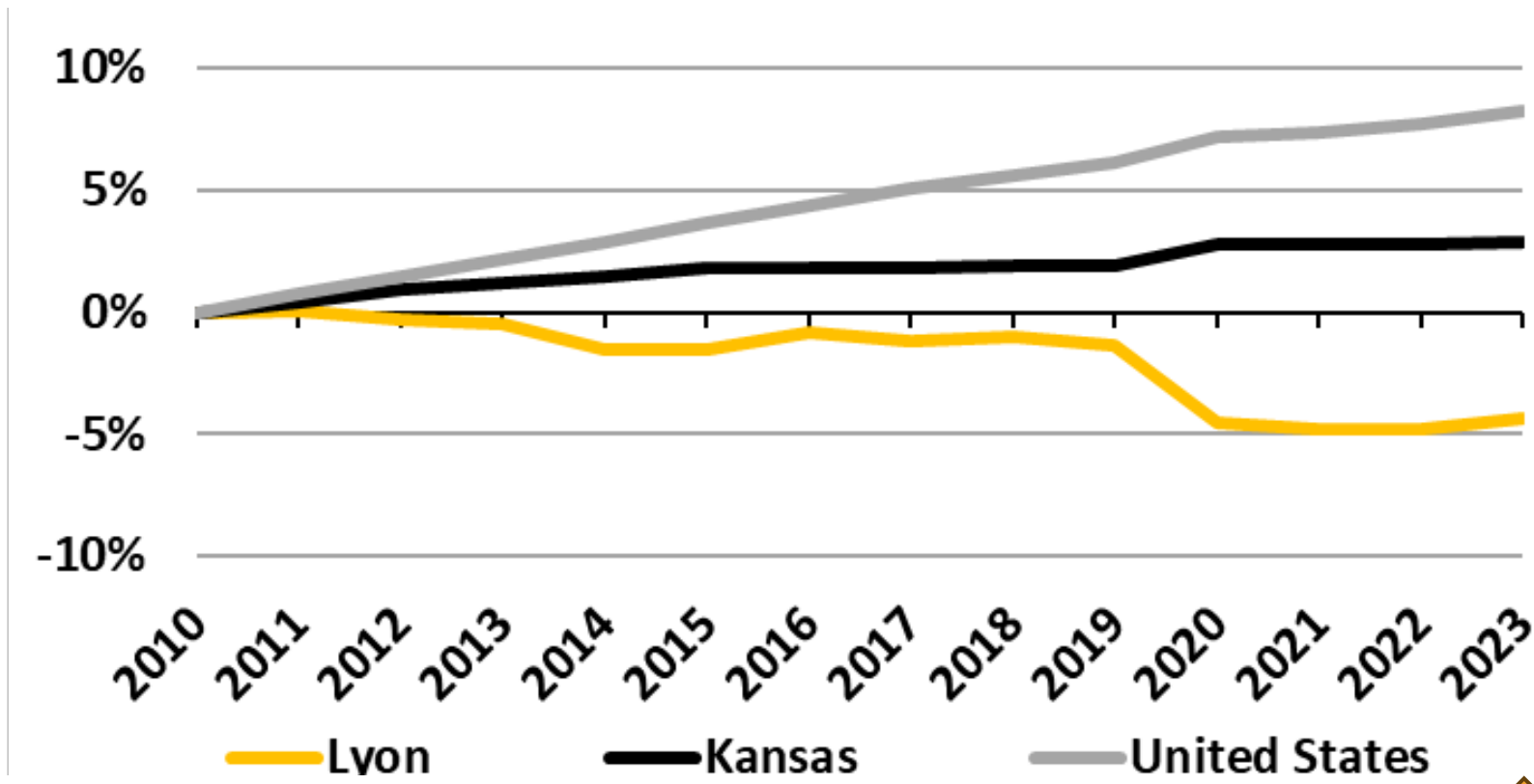
Population (2022): 76,687

Expected decline in next five years (-1.6%)

Expected decline in all counties except Lyon County

- Chase: -2.5%
- Coffey: -3.7%
- Greenwood: -6.2%
- Lyon: **1.9%**
- Morris: -4.6%
- Osage: -4.1%
- Wabaunsee: -3.3%

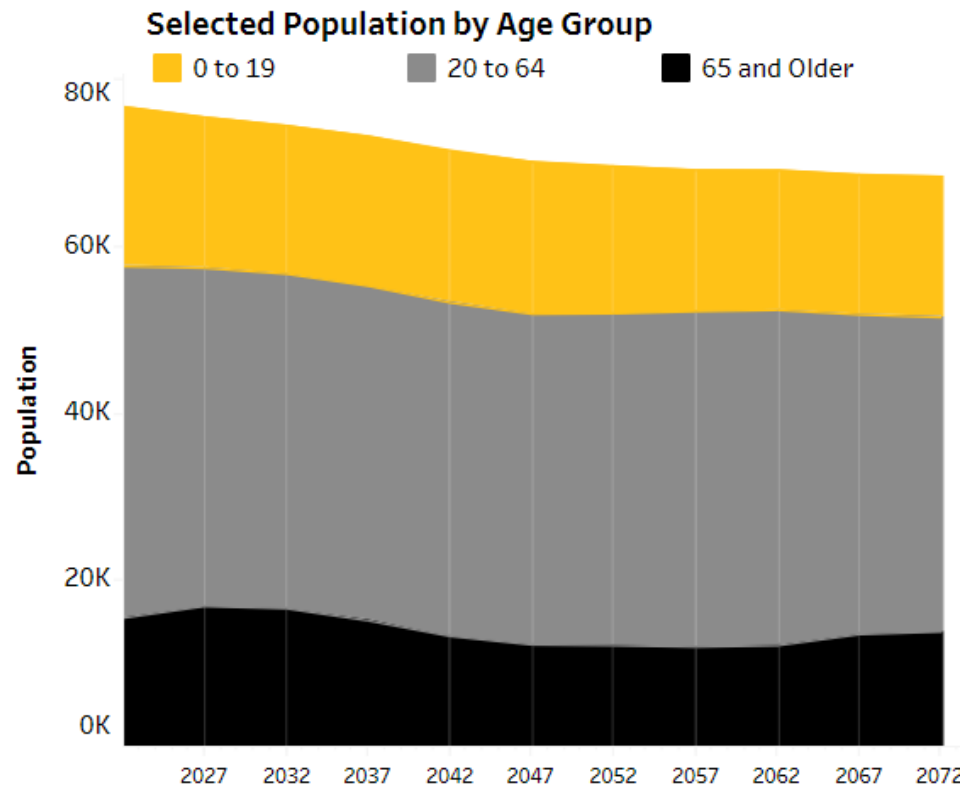
Lyon County Population Trends (Cumulative)



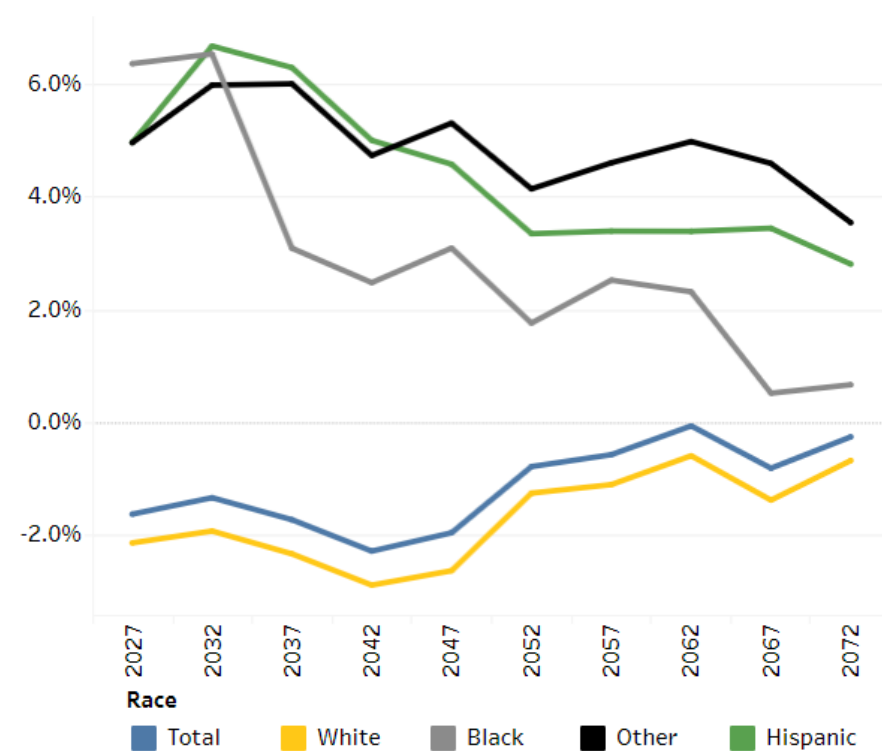
- Lyon County declined in population while Kansas and US grew
- Reversal in 2023?



Region Population Forecast: Demographic Shifts



5-Year Growth Rates by Race/Ethnicity



Sources: CEDBR, Census

County Population Forecast

Net Commuters

Educational Attainment

Keep it Simple

Keep it Simple

Population in the area has declined

All counties in area forecasted to decline *except for Lyon County*

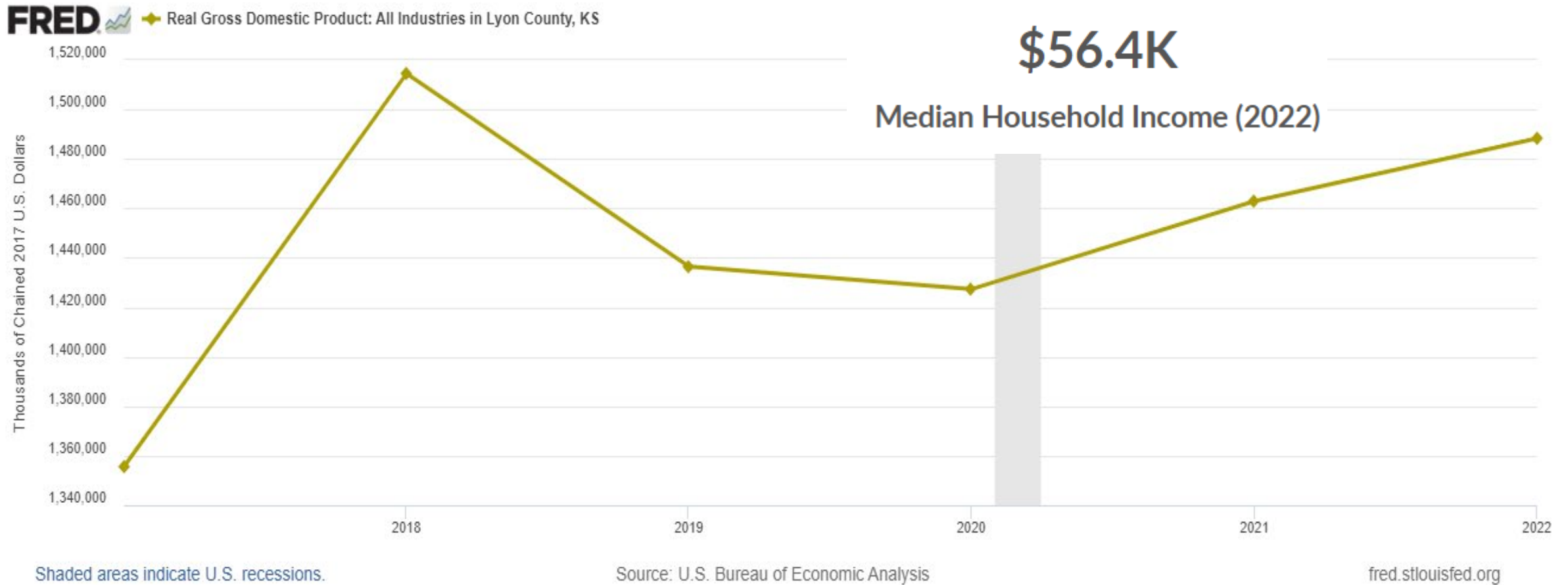
- Decline for white/non-Hispanic population
- Expected increase for non-white or Hispanic population
- Ages age distribution about the same

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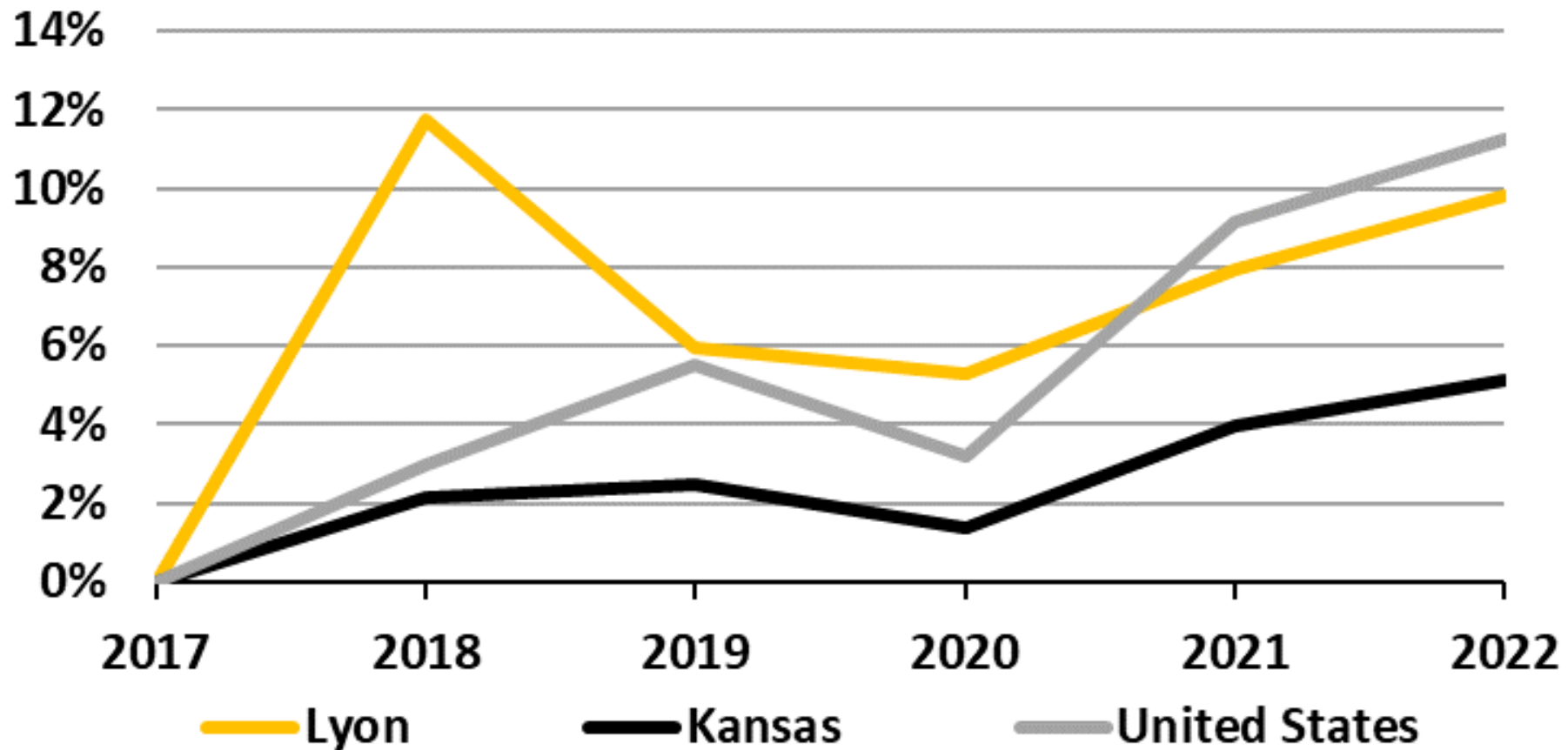
Macroeconomy: The Big Picture

Production – Labor Force – Prices

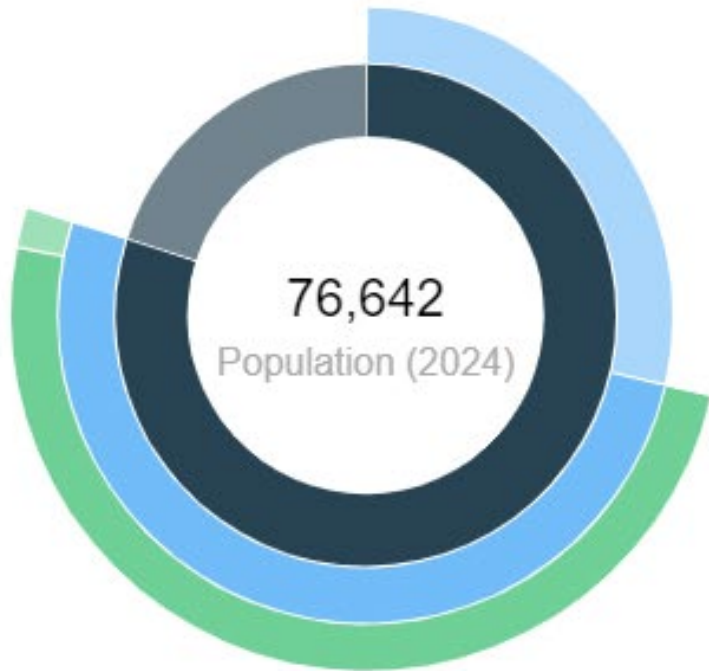
Lyon County Gross Domestic Product *i.e. Is the economy growing?*



Lyon County Real GDP Growth (cumulative)

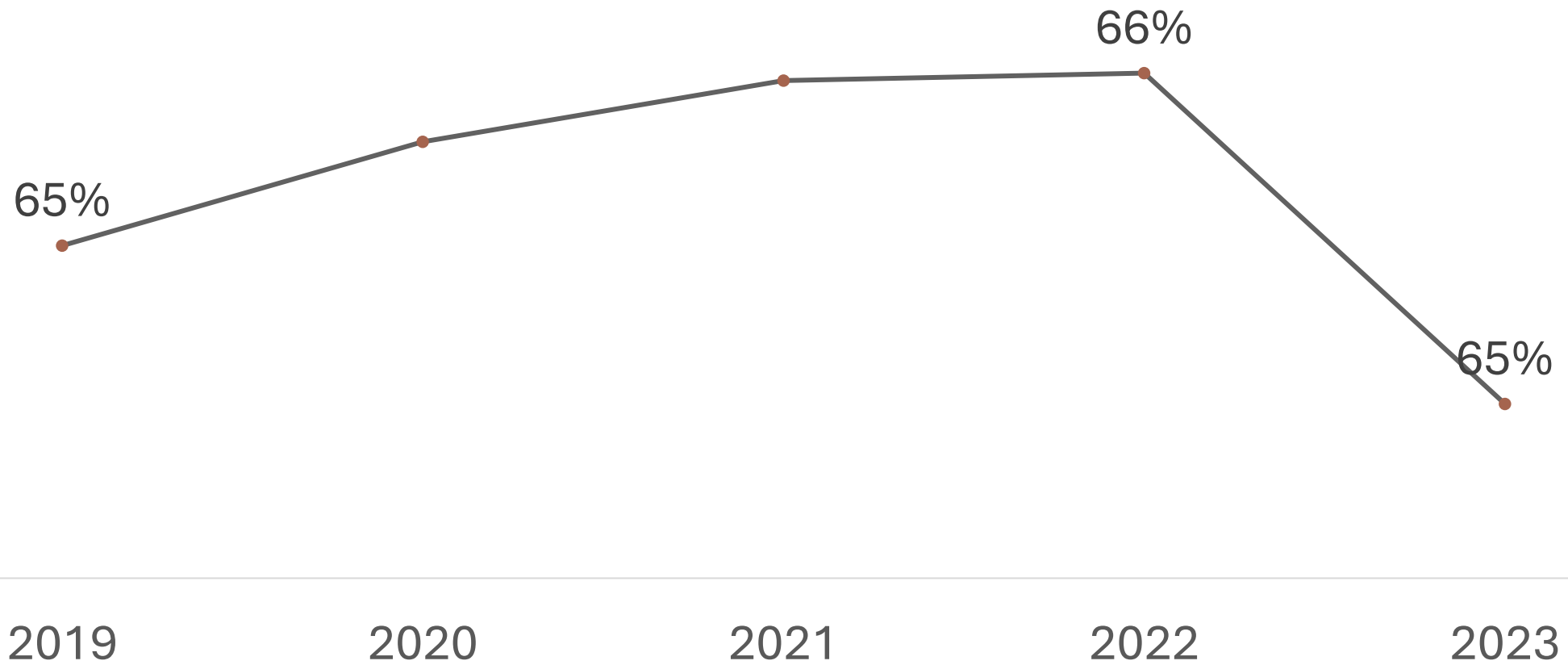


Region Labor Force Breakdown (2024)

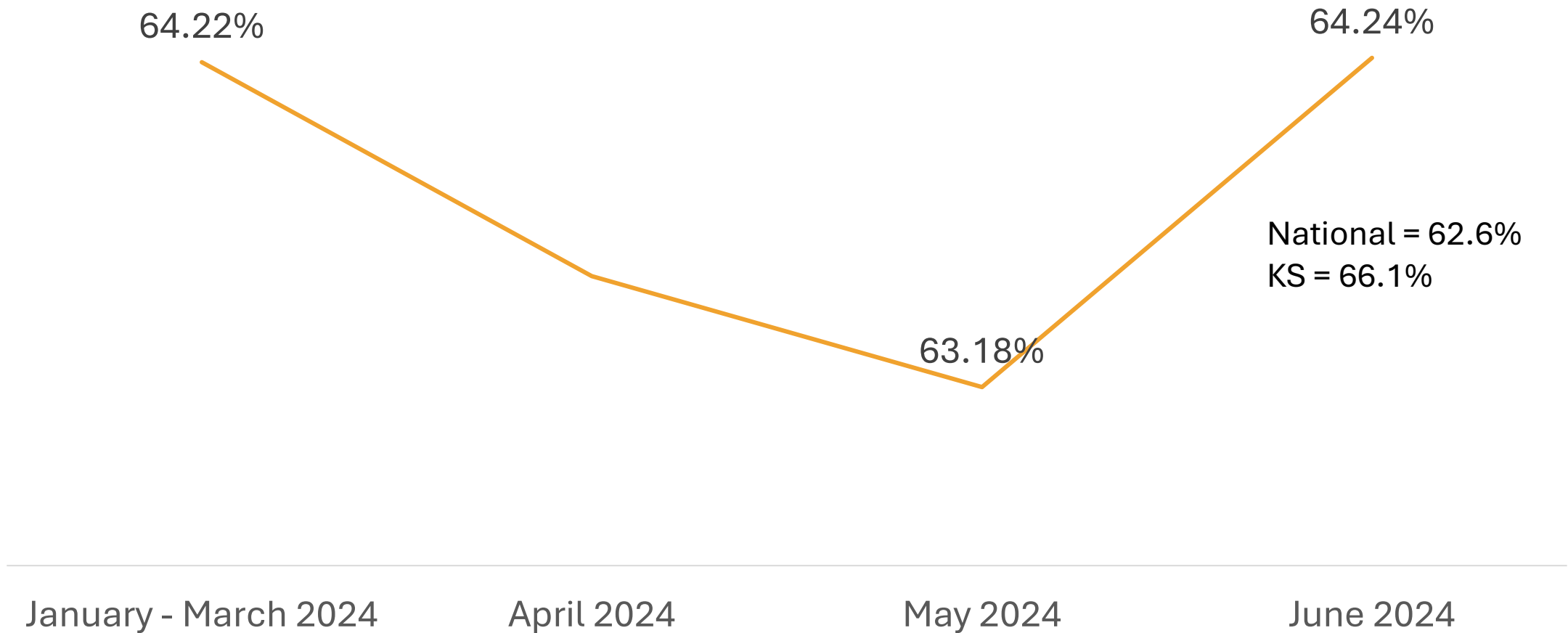


	Population
● 16+ Civilian Non-Institutionalized Population	61,189
● Not in Labor Force (16+)	21,882
● Labor Force	39,307
● Employed	37,892
● Unemployed	1,415
● Under 16, Military, and institutionalized Population	15,452

Region Labor Force Participation Rate *(i.e., Are people wanting to work?)*

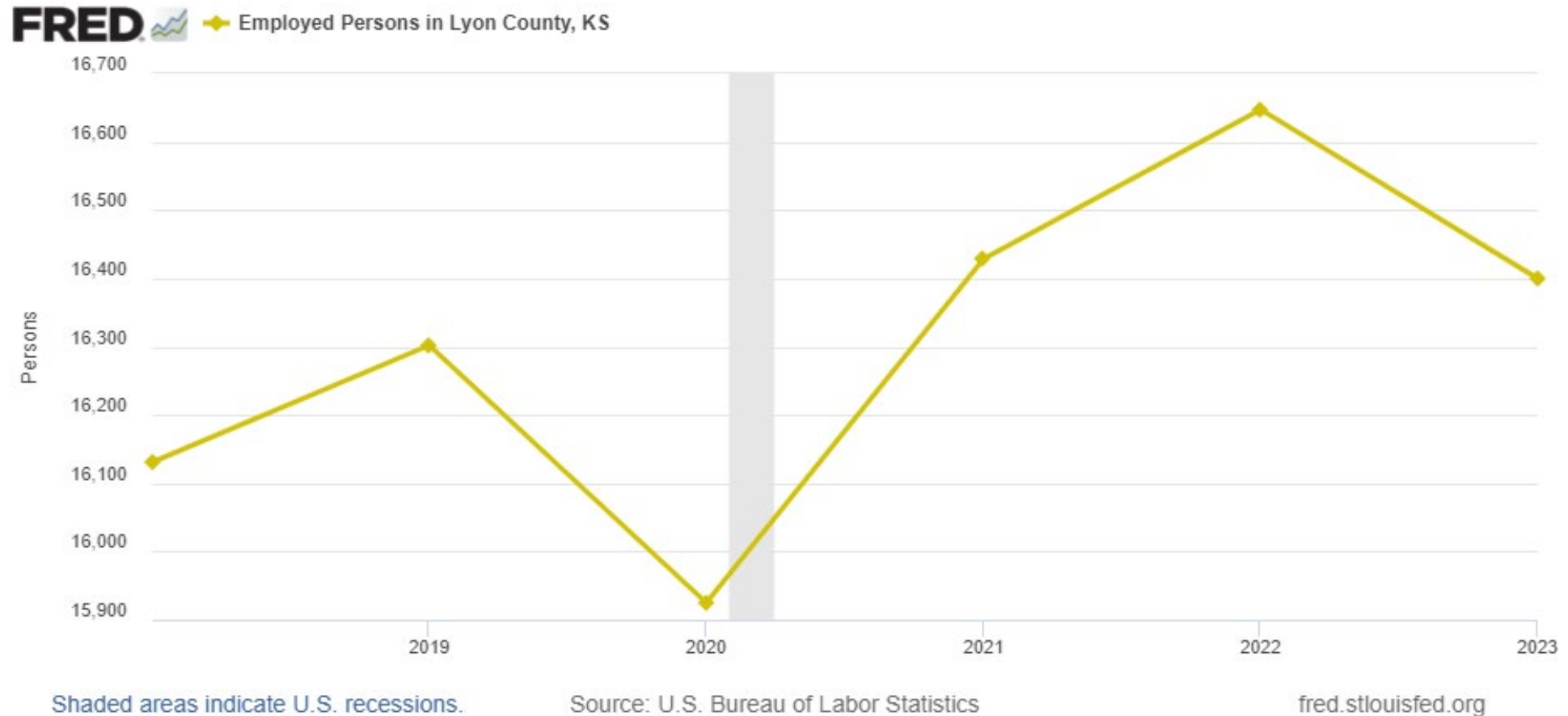


Region Labor Force Participation Rate (i.e., Are people wanting to work?)

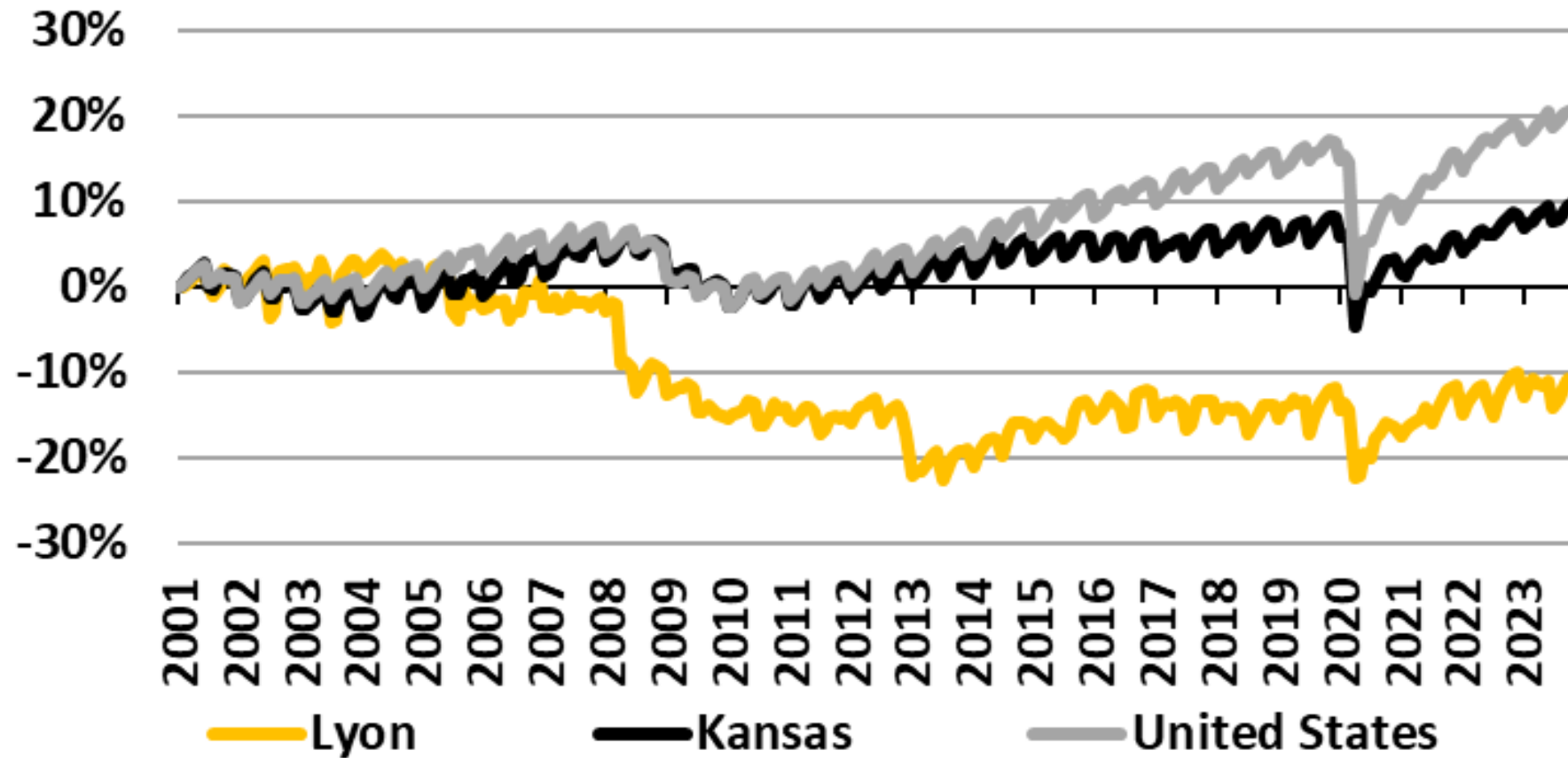


Employment

i.e., Do people have jobs so they can spend?



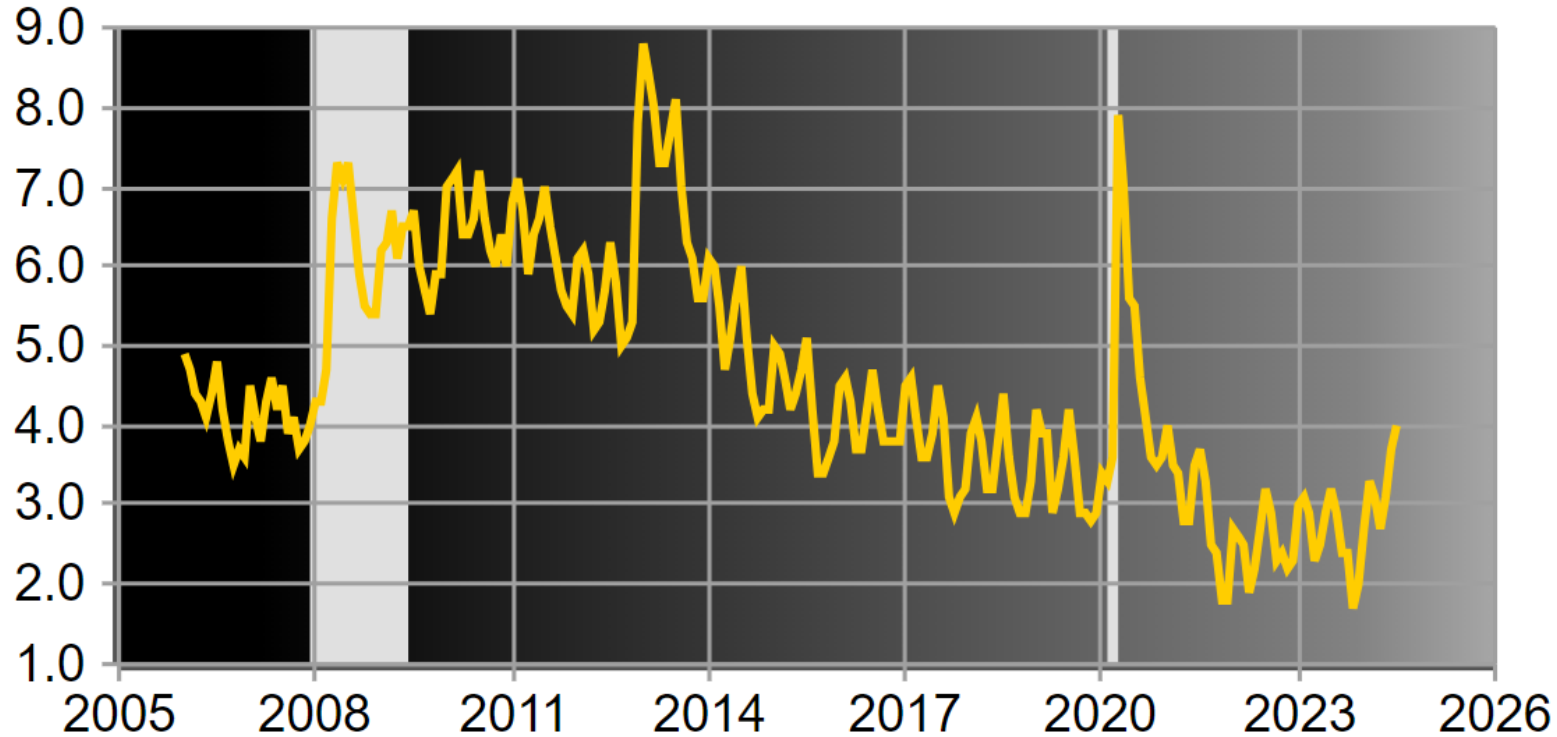
Lyon County Employment Growth (cumulative)



Lyon County Unemployment Rate

i.e., Are there people available to take jobs?

Unemployment Rate - Lyon County, KS - Civilian Labor Force (not seasonally adjusted)



Keep it Simple

Strong production growth

Weak employment growth

Unemployment low and stable

- Underemployment a concern
- Unemployment experience varies



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◦ • Microeconomy: A
Closer Look

Industry Level

Industry Production

(i.e., How much are our companies selling?)

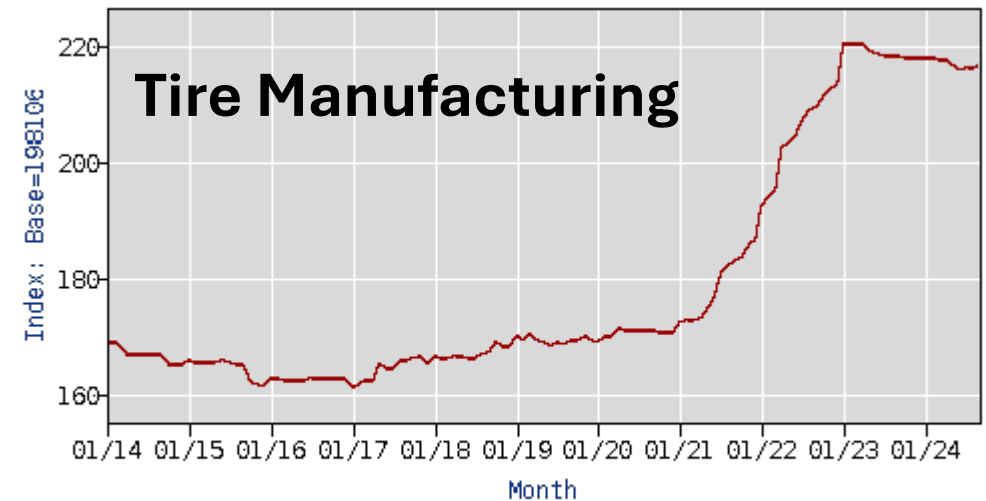
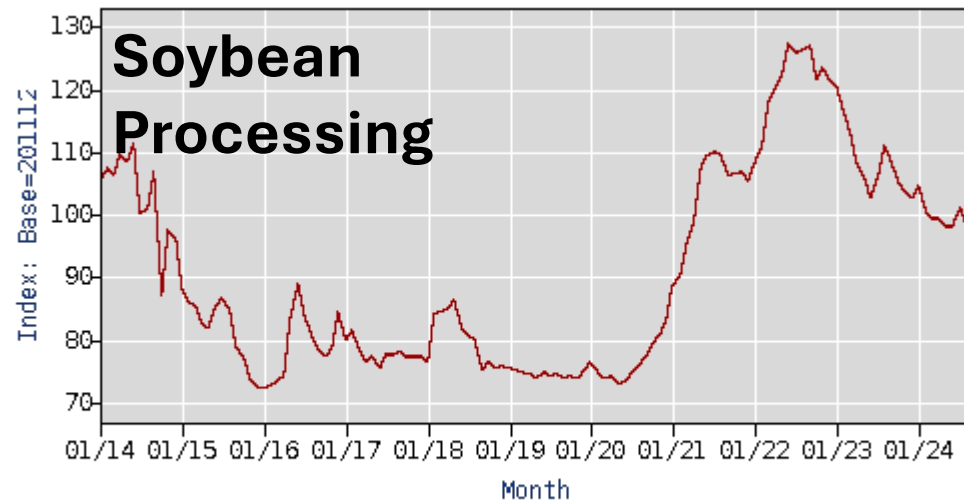
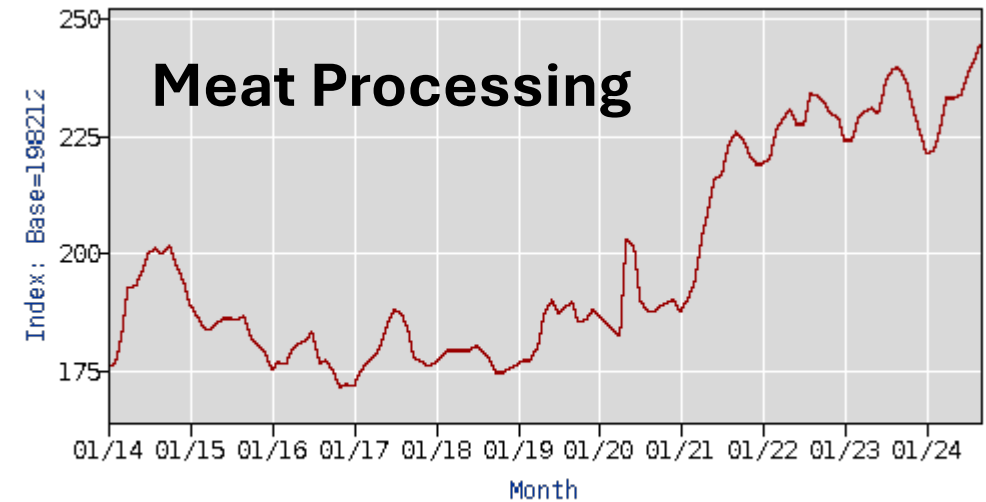
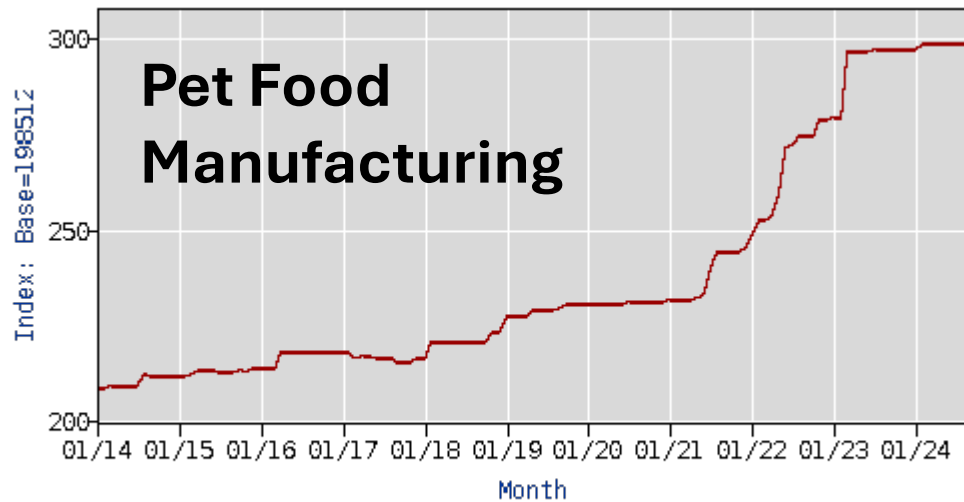
Industry	Output (in 2024 Dollars)		
	2022	2021	% Change
Dog and cat food manufacturing	\$1,440,634,029	\$1,308,282,842	10%
Meat processed from carcasses	\$757,736,296	\$676,367,917	12%
Soybean and other oilseed processing	\$238,085,157	\$185,725,529	28%
Tire manufacturing	\$139,757,364	\$112,357,226	24%
Owner-occupied dwellings	\$138,750,285	\$124,699,205	11%
Beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming	\$111,804,675	\$96,929,361	15%
Tenant-occupied housing	\$78,750,913	\$84,834,632	-7%
Limited-service restaurants	\$76,624,862	\$69,234,382	11%
Other animal food manufacturing	\$75,553,336	\$71,683,461	5%
Confectionery manufacturing from purchased chocolate	\$71,312,009	\$107,369,754	-34%

Employment and Salaries for Top Industries

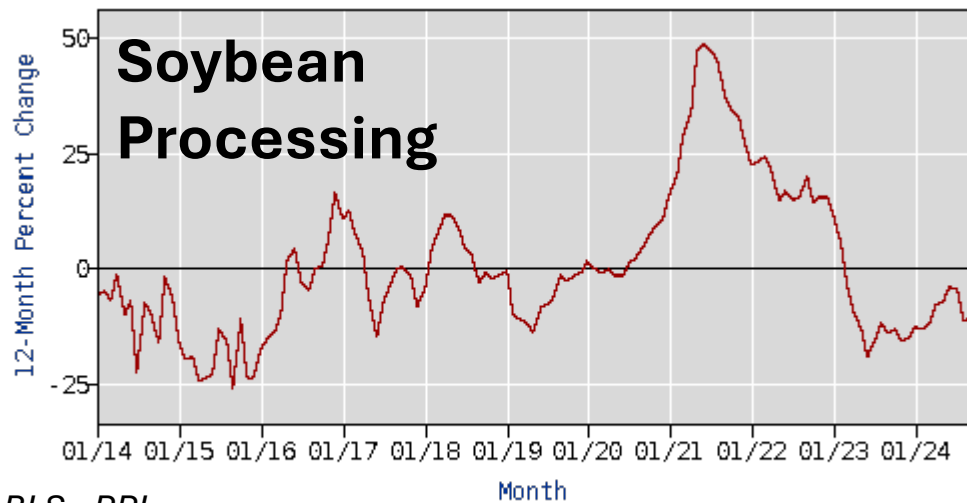
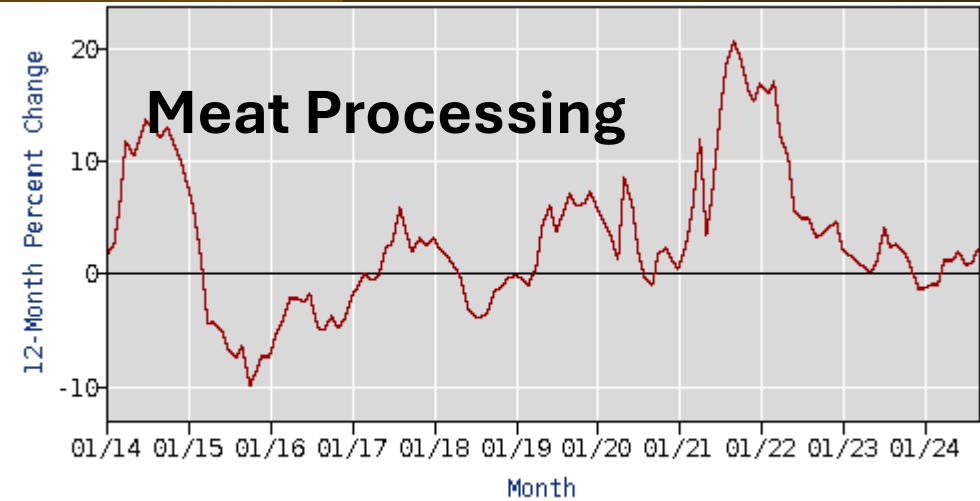
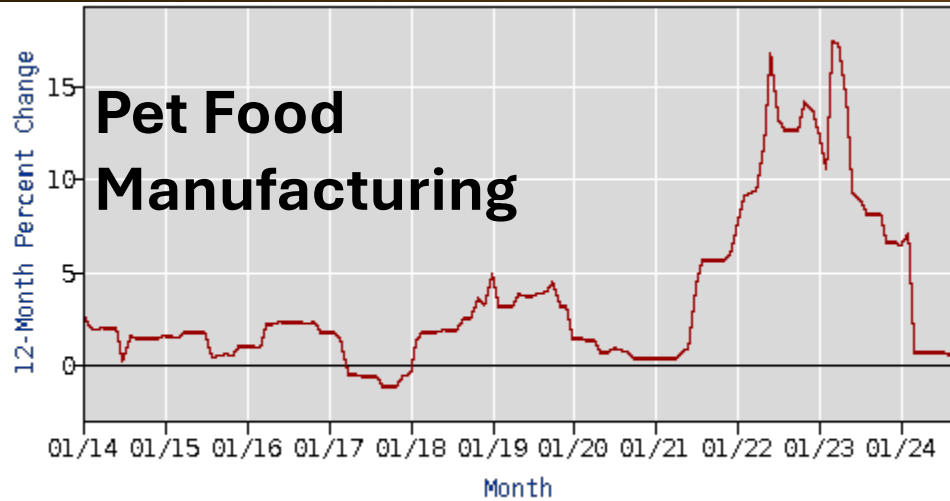
Lyon County Industry	Employment			Annual Pay		
	2022	2023	Difference	2022	2023	Difference
Natural Resources and Mining	68	73	7.4%	\$ 46,747	\$ 39,449	-15.6%
Construction	308	335	8.8%	\$ 52,853	\$ 55,578	5.2%
Manufacturing	4,375	4,199	-4.0%	\$ 56,079	\$ 60,658	8.2%
Trade, Transportation, and Utilities	2,554	2,729	6.9%	\$ 40,667	\$ 41,067	1.0%
Information	193	181	-6.2%	\$ 43,816	\$ 43,834	0.0%
Financial Activities	374	395	5.6%	\$ 48,451	\$ 52,271	7.9%
Professional and Business Services	942	889	-5.6%	\$ 47,640	\$ 51,547	8.2%
Education and Health Services	1,239	1,296	4.6%	\$ 36,917	\$ 39,129	6.0%
Leisure and Hospitality	1,468	1,485	1.2%	\$ 16,276	\$ 16,978	4.3%
Other Services	308	333	8.1%	\$ 26,645	\$ 29,757	11.7%
Federal Government	83	89	7.2%	\$ 66,289	\$ 67,292	1.5%
Local Government	2,631	2,687	2.1%	\$ 42,218	\$ 44,418	5.2%
State Government	886	865	-2.4%	\$ 52,416	\$ 56,255	7.3%
Total, All Industries	15,429	15,556	0.8%	\$44,136	\$46,447	5.2%

Sources: CEDBR, BLS-QCEW

Producer Price Index for Selected Industries



PPI Inflation for Selected Industries

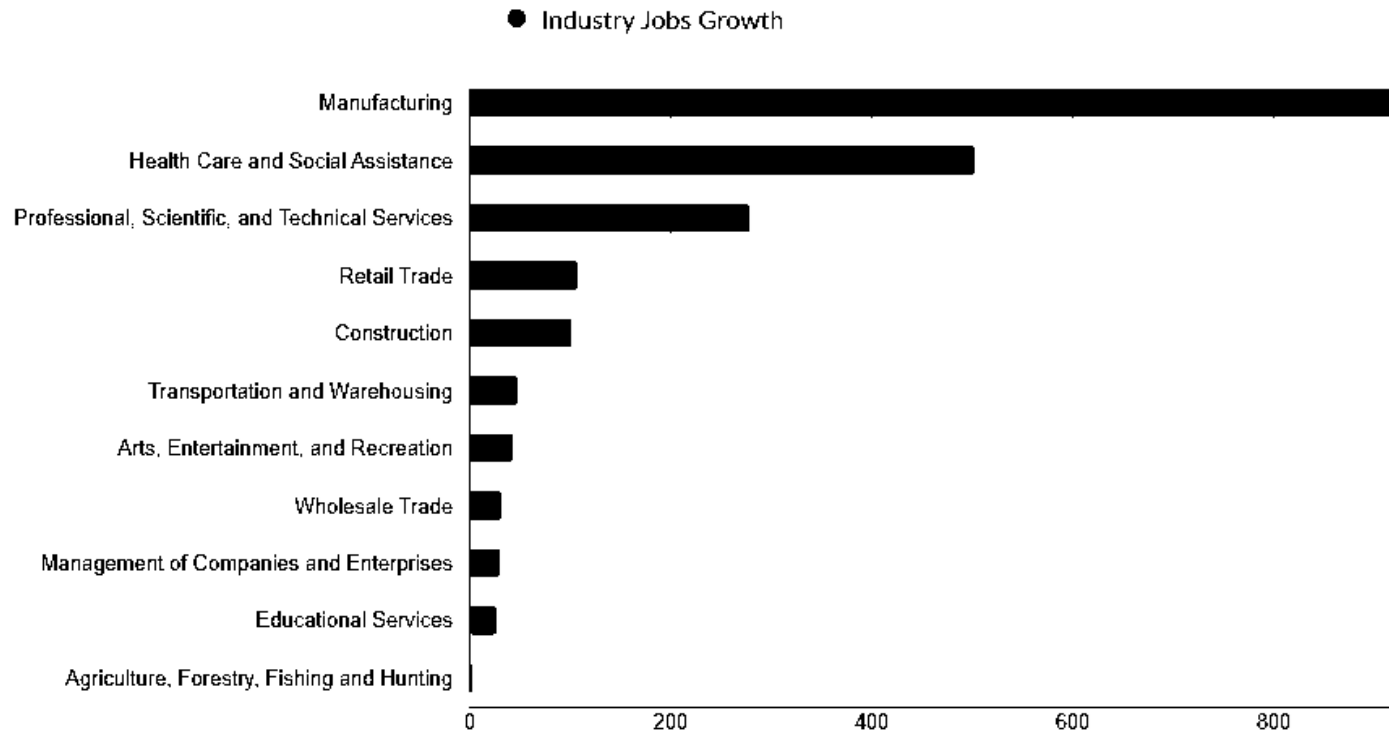


Sources: BLS - PPI

Regional Job Growth by Industry

i.e., Who's hiring?

Top Growing Industries



Top Companies Posting

Unique Postings

Simmons Pet Food	287
Wolf Creek Nuclear Operating C...	143
Emporia State University	108
Simmons Foods	102
Evergy	71
Agape Care Group	61
Life Care Centers of America	60
TravelCenters of America	48
Walmart	48
Driveline	45

\$50.0K

Median Advertised Salary

▲ 12.2% Oct 2021 - Sep 2024

\$48.8k Median

Keep it Simple

Sources: Lightcast

Local
Occupations

Shift-Share

College Grads

Keep it Simple

Growth in key industries

- Increase in jobs/wages in manufacturing and healthcare

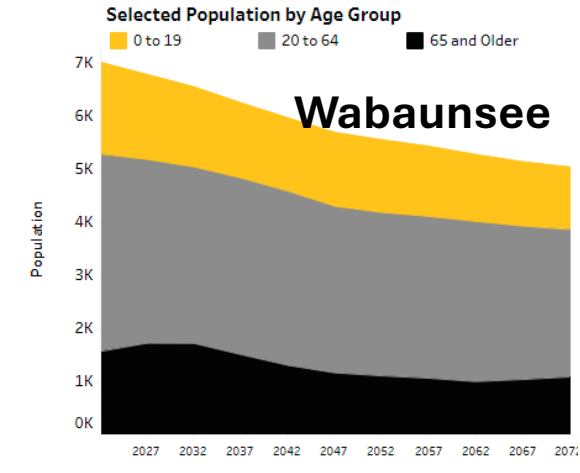
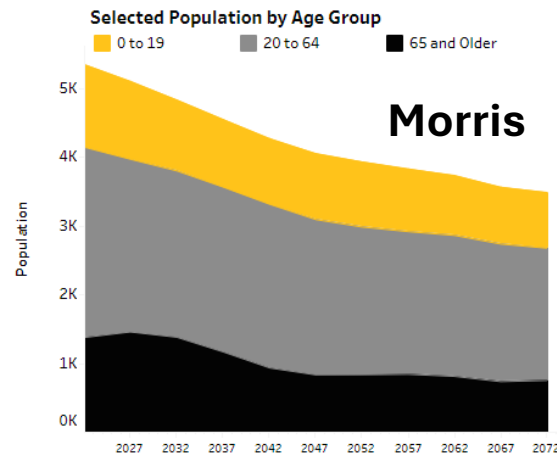
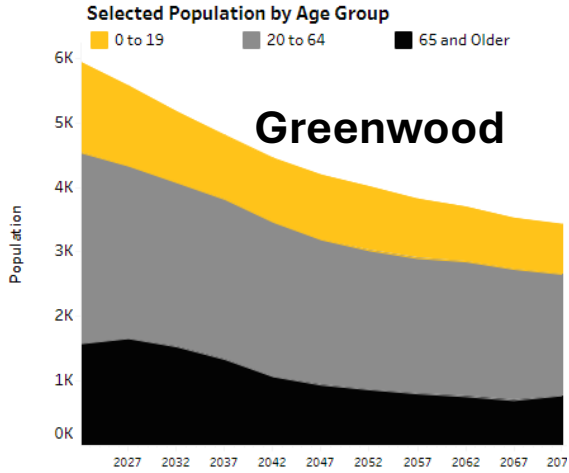
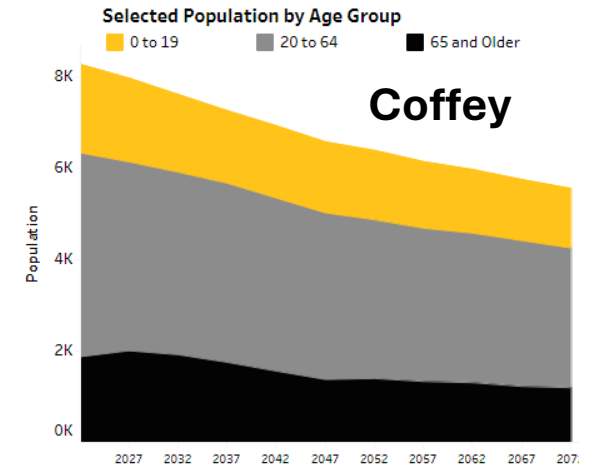
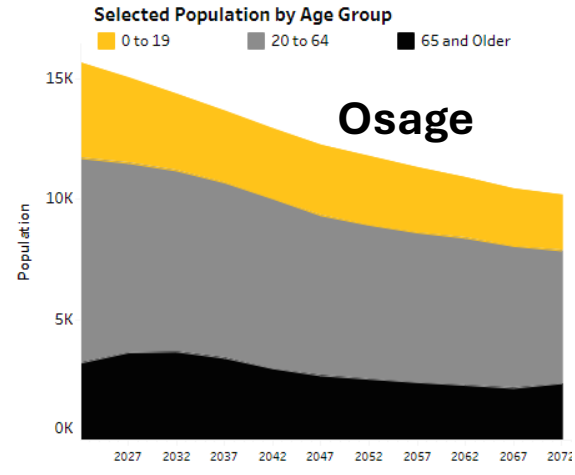
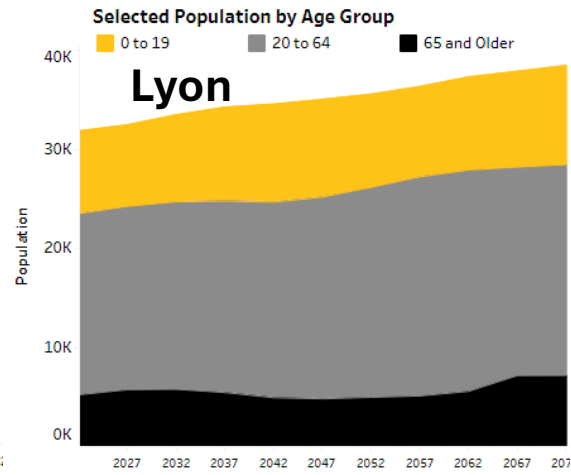
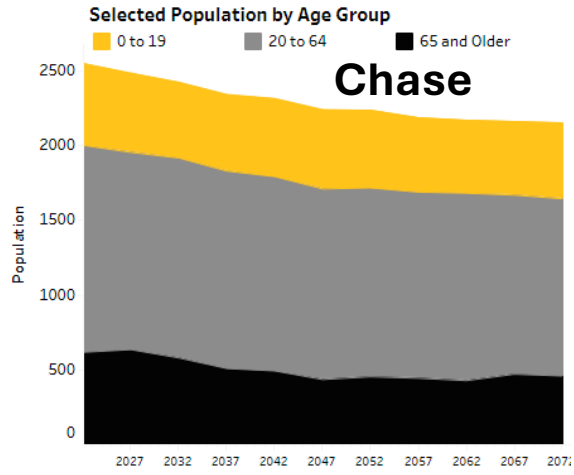
Massive inflation has subsided

Data Sources

- Center for Economic Development and Business Research (CEDBR)
- Lightcast Analyst (Lightcast)
- Impact Analysis for Planning (IMPLAN)
- Census Bureau, American Community Survey (Census – ACS)
- St. Louis Federal Reserve Bank, Federal Reserve Economic Data (FRED)
- Bureau of Labor Statistics, Producer Price Index (BLS – PPI)
- Bureau of Labor Statistics, Local Area Unemployment Statistics (BLS – LAUS)
- Bureau of Labor Statistics, Quarterly Census of Employment and Wages (BLS – QCEW)
- Bureau of Economic Analysis (BEA)
- National Center for Education Statistics, Integrated Postsecondary Educational System (NCES – IPEDS)

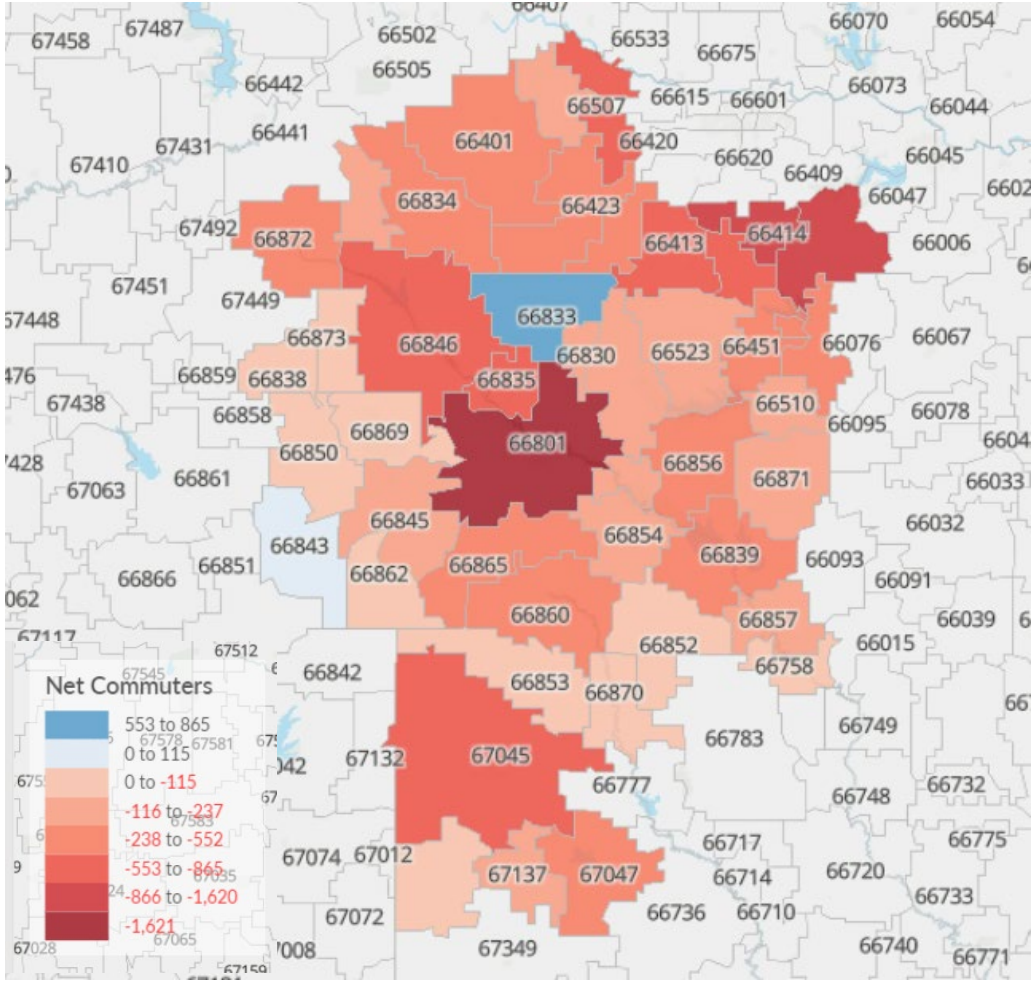
More Information

- Net Commuters
- Educational Attainment



Back

Region Net Commuters (# Work in Area - # Live in Area) *i.e., Where do workers live?*



Region Net Commuters (# Work in Area - # Live in Area) i.e., Where do workers live?

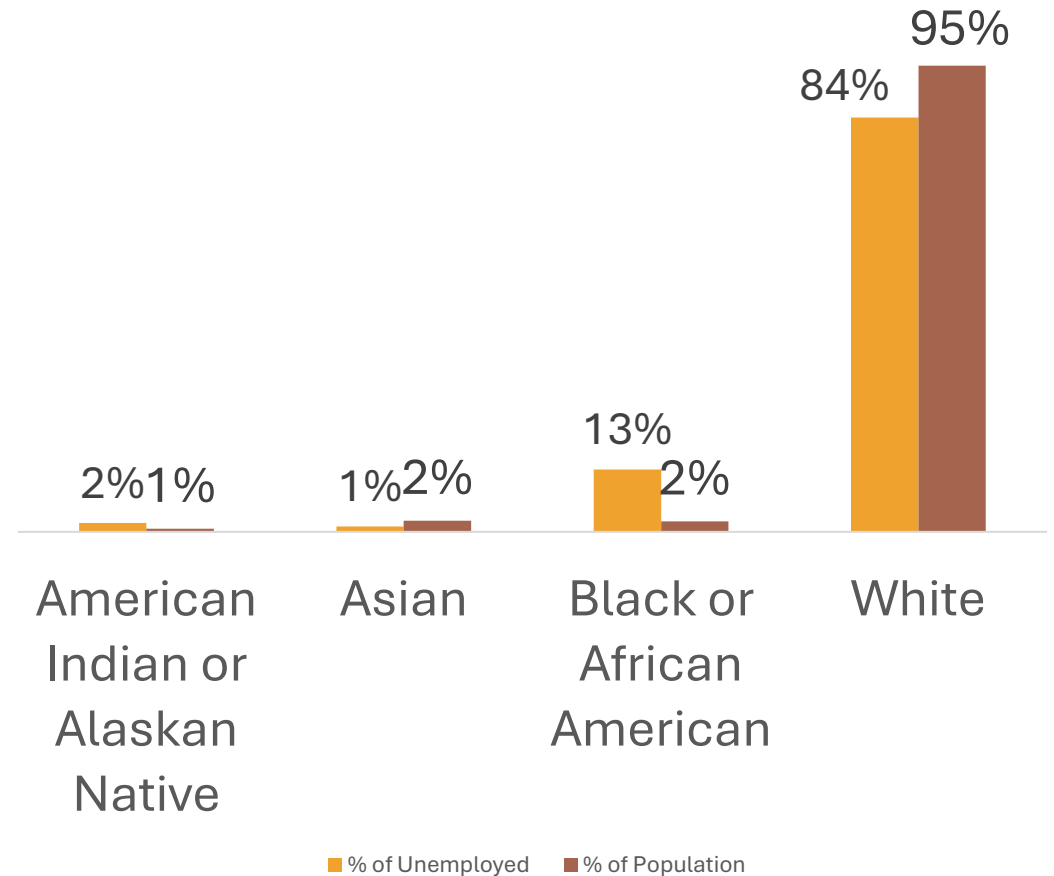
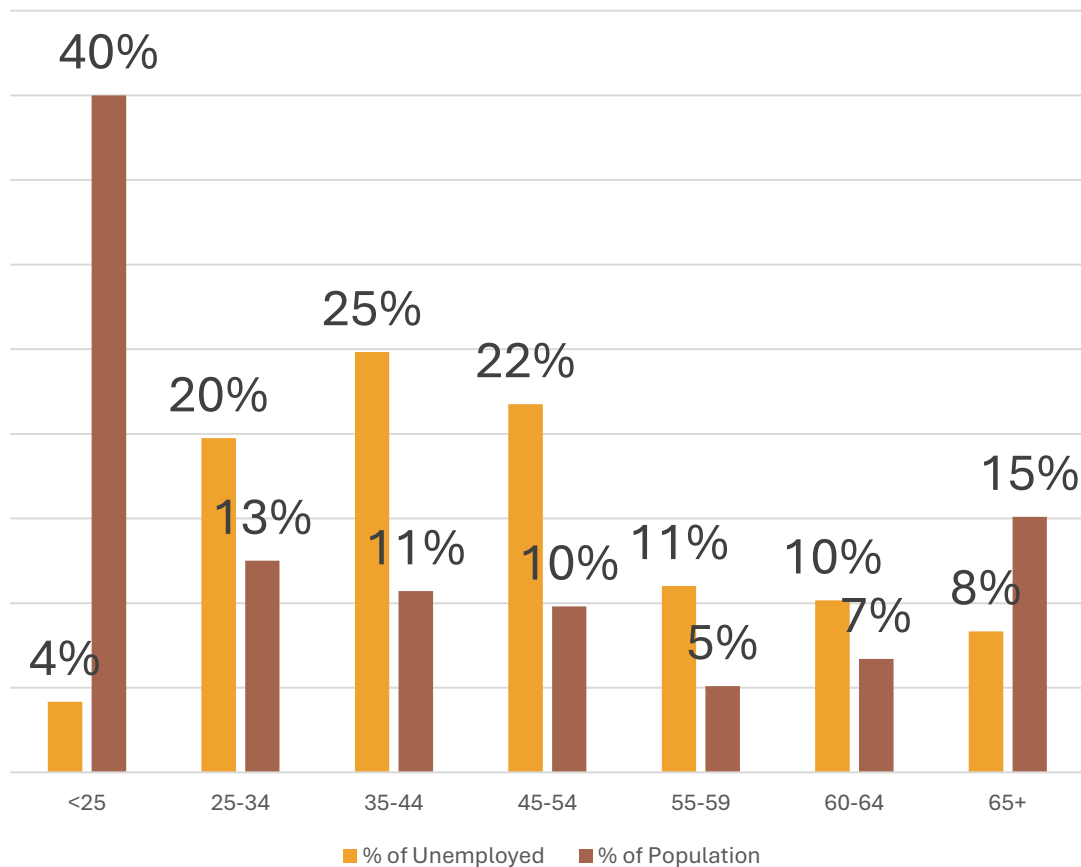
Where Talent Works			Where Talent Lives		
ZIP	Name	2023 Employment	ZIP	Name	2023 Workers
66801	Emporia, KS (in Lyon county)	14,718	66801	Emporia, KS (in Lyon county)	16,338
66839	Burlington, KS (in Coffey coun...	1,848	66846	Council Grove, KS (in Morris c...	2,242
66523	Osage City, KS (in Osage coun...	1,823	66839	Burlington, KS (in Coffey coun...	2,115
66846	Council Grove, KS (in Morris c...	1,574	66523	Osage City, KS (in Osage coun...	1,939
67045	Eureka, KS (in Greenwood cou...	1,110	67045	Eureka, KS (in Greenwood cou...	1,758

Region Educational Attainment

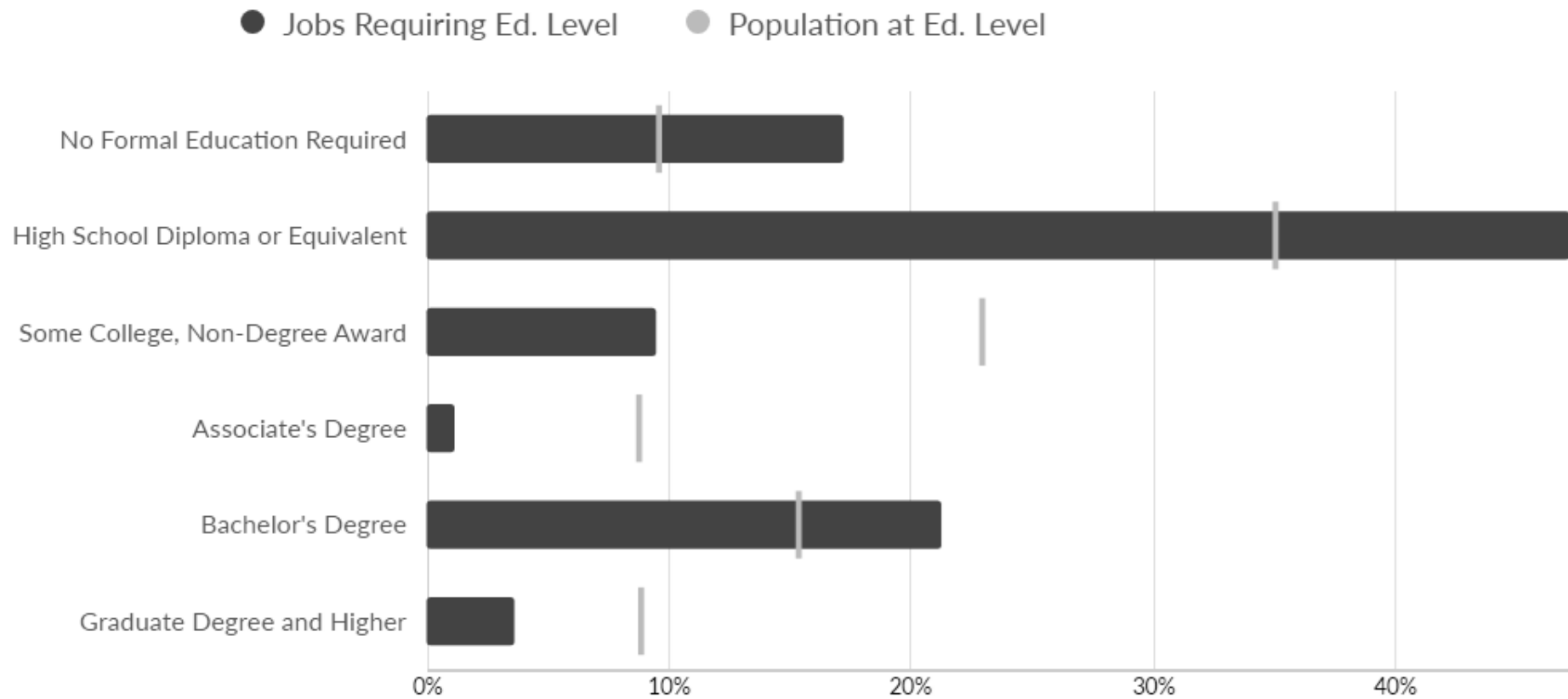


	% of Population	Population
● Less Than 9th Grade	7.3%	1,392
● 9th Grade to 12th Grade	5.8%	1,107
● High School Diploma	31.9%	6,113
● Some College	21.2%	4,058
● Associate's Degree	7.0%	1,341
● Bachelor's Degree	15.2%	2,918
● Graduate Degree and Higher	11.6%	2,232

Regional Unemployment by Demographics



Region Underemployment



Lyon County Area Talent

i.e. What can the local workforce do?

Top 5 Occupations by # Employed (2022) - Broad

Material Moving Workers
Other Production Occupations
Food Processing Workers
Food and Beverage Serving Workers
Retail Sales Workers
Preschool, Elementary, Middle, Secondary, and Special Education Teachers
Business Operations Specialists
Motor Vehicle Operators
Other Installation, Maintenance, and Repair Occupations
Building Cleaning and Pest Control Workers

Top 5 Occupations by # Employed (2022) - Detailed

Fast Food and Counter Workers
Laborers and Freight, Stock, and Material Movers, Hand
Cashiers
Retail Salespersons
General and Operations Managers
Janitors and Cleaners, Except Maids and Housekeeping Cleaners
Heavy and Tractor-Trailer Truck Drivers
Office Clerks, General
Home Health and Personal Care Aides
Packaging and Filling Machine Operators and Tenders











Lyon County Area Talent

i.e. What can the local workforce do?

Occupation (Detailed)	Location Quotient
Food Processing Workers	8.1
Other Production Occupations	3.52
Supervisors of Production Workers	2.68
Religious Workers	2.6
Postsecondary Teachers	2.4
Rail Transportation Workers	2.29
Agricultural Workers	2.02
Supervisors of Farming, Fishing, and Forestry Workers	1.96
Librarians, Curators, and Archivists	1.47
Other Educational Instruction and Library Occupations	1.44

Regional Job Growth by Industry

i.e., Who's hiring?

Occupation (SOC)	Total/Unique (Oct 2023 - Sep 2024)	Posting Intensity	Median Posting Duration
 Registered Nurses	533 / 226	2 : 1 	18 days
 Retail Salespersons	501 / 210	2 : 1 	29 days
 First-Line Supervisors of Retail Sales Workers	382 / 173	2 : 1 	33 days
 Heavy and Tractor-Trailer Truck Drivers	223 / 145	2 : 1 	22 days
 Production Workers, All Other	213 / 124	2 : 1 	28 days
 Merchandise Displayers and Window Trimmers	229 / 112	2 : 1 	23 days
 Maintenance and Repair Workers, General	183 / 101	2 : 1 	26 days
 Laborers and Freight, Stock, and Material Movers, Hand	192 / 98	2 : 1 	24 days
 Nursing Assistants	297 / 93	3 : 1 	6 days
 General and Operations Managers	139 / 75	2 : 1 	17 days

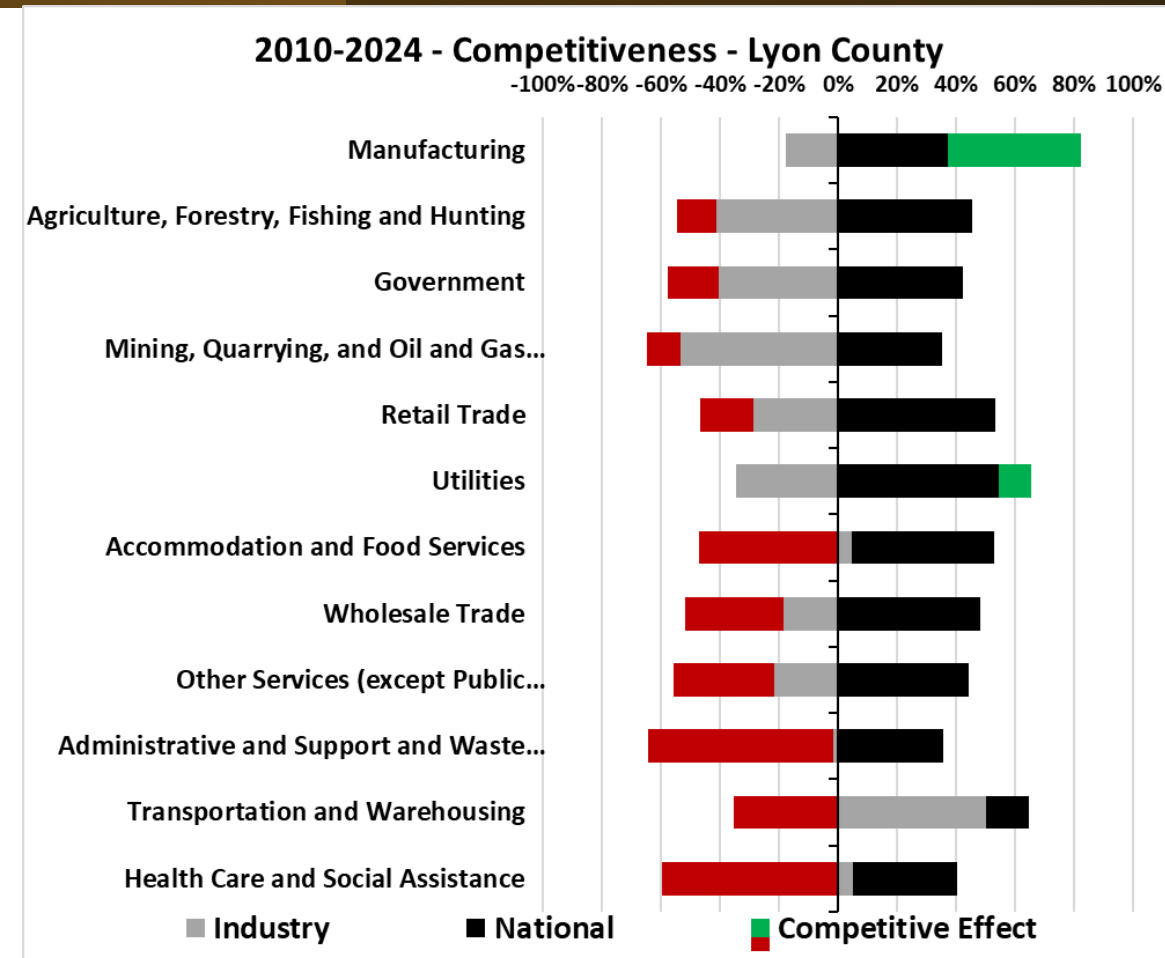
Shift – Share Analysis

i.e., what industries do we have an advantage in?

- **More detail** at: <https://kb.lightcast.io/en/articles/6957549-understanding-shift-share>
- **Purpose:** Highlights the regional competitiveness in certain industries
- Gray: **Industry Mix Effect** – Growth if the regional industry grew at the same rate as that same industry nationally
- Black: **National Growth Effect** – job growth an industry is expected to gain or lose according to the industry's national job growth
- Green/Red: **County Competitiveness Effect** – Difference between observed growth and the expected growth based on the Industry Mix and National Growth Effects.

Sources: CEDBR

Back



Keep it Simple

Human Capital (2022-2023)

(i.e., What will the next generation of workers be able to do?)

Emporia State University

- 715 Bachelors
- 1,205 Masters
- 84 Certificates/Doctoral
- Top Programs:
 - Undergrad:
 - Elementary Ed
 - Business Admin
 - Nursing
 - Grad:
 - Education
 - Library Science
 - Business/Accounting

Flint Hills Technical College

- 98 Associates
- 281 Certificates
- Top Programs
 - Nursing Assistant (67)
 - Welder (29)
 - Automotive Tech (26)
 - Licenses Practical Nurse (23)
 - Administrative Assistant (20)