

## CHAPTER 3: DEMOGRAPHIC AND ECONOMIC PROFILE

### INTRODUCTION

This chapter considers such variables as population characteristics, population growth forecasts, employment and income characteristics, and key housing factors.

Understanding the demographic profile of a community is one of the key elements of a Comprehensive Plan since these trends help shape development goals and objectives. Population size and composition are related to a wide variety of factors which dictate how communities plan for economic development, housing, transportation, school locations, and public infrastructure. As such, it is relevant to understand these trends for successful planning and policy implementation, especially that due to increasing global integration rural areas and economies are no longer isolated from larger economic, political and societal trends.

According to the Kansas Institute for Policy & Social Research, there has been a prolonged population decline in the Midwest due in part by the an agricultural transition which sees productivity become more efficient while requiring less numbers of farmers to maintain current needs. The overall population of the Great Plains is not shrinking yet, but its growth rate is well below the national level. Trends at the county level differ greatly between metropolitan and non-metropolitan places. Many rural areas experience actual population decrease, and their age structure and migration patterns suggest prolonged decline for the future as well. Localized, positive net migration in the Great Plains is usually associated with either suburbanization or the availability natural amenities.

### MARION COUNTY POPULATION TRENDS

#### *Population Concentration*

In the 20th century, the population of Kansas increased from 1.5 to about 2.7 million people, growing approximately 8% per decade, while the national average growth rate was 13.2%. Historically, Kansas has experienced 5% to 10% less growth than the nation, and over two-thirds of the counties reached their peak total population by 1930.

Farm consolidation in Kansas was a process linked to urban concentration, and a part of the general transformation of rural America. In fifty years, the number of farms declined more than 50%, while their average size doubled. The farm population of the state declined from almost half a million people to below a hundred thousand.

The share of the urban population in Kansas reached nearly 70% in 2016, up from 52% in 1950. This population concentration occurred in and around those counties that host the three large urban centers: Kansas City, Topeka, and Wichita. The average population of rural Kansas counties remained around 12,000 people over the course of 20th century, and most rural areas faced slow population decline. Of the few rural counties experiencing modest growth over this timeframe, the common factor has been an influx of immigrant laborers who come to work in the food processing industry in southwest Kansas.

#### *Population Aging*

The demographic dynamics behind the aging population reflect a complex interaction of birth and death rates, population migration, and changes in fertility rates. For example, declining mortality resulted in high life expectancy at birth, increasing the number of people who survive to old age, while declining fertility changed the overall age composition. With fewer children born, the younger population cannot balance out the increase of the older population. Migration is perhaps the most influential factor shaping rural county populations, and is characterized by the out-migration of the younger generation who leave for job opportunities elsewhere. Rural area without significant labor attraction are experiencing a vicious cycle of disappearing businesses, diminishing capacity to retain the younger citizens and a shrinking population dominated by the elderly cohorts.

According to Census Bureau projections, the population of Kansas will increase by approximately 252,000 people by 2030. This population increase however is very unevenly distributed across various age groups. Most of the increase (237,000 people) will occur in the 65+ age category.

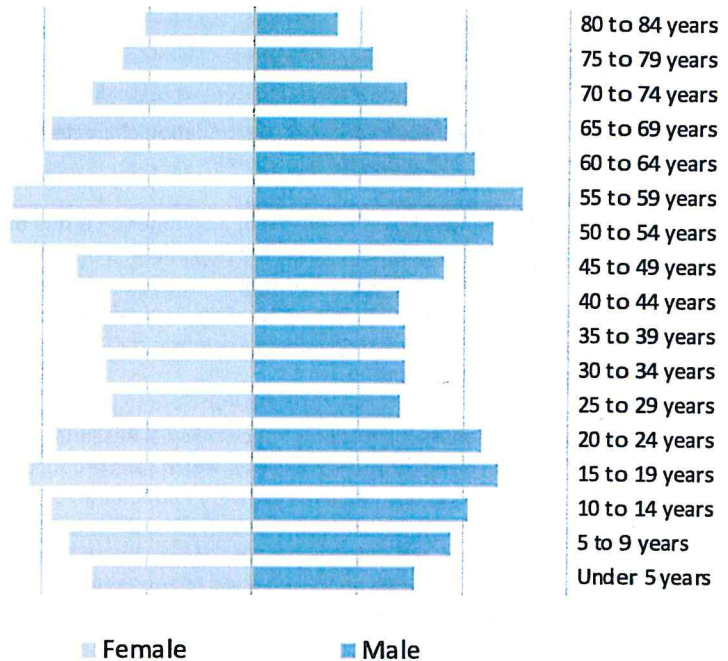
Among the most important challenges communities face are employment opportunities for the elderly, health and institutional care, and the community services to this segment of its population. Urban and suburban communities have a better chance at providing these opportunities, while rural communities have a disadvantage.

Demographic trends in Kansas include increasing population concentration, slow population growth, increasing population diversity, and aging in place, and are similar to what is experienced across the Midwest. Population growth will occur mostly in metropolitan places and their outlying areas, which will accelerate the aging population trend in most rural counties.

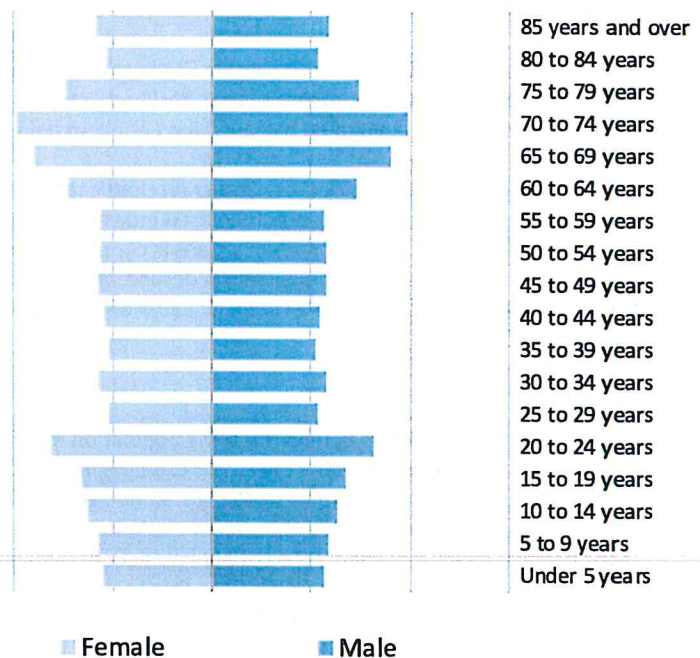
Marion County's population is shown to the right distributed among seventeen "age cohorts" or age groups, creating what is called a "population pyramid." A population pyramid serves to graphically represent the age structure of the community's male and female population. A typical population will have a "pyramid" shape, with the larger cohorts near the base representing those younger than 18 years of age. The pyramid then "bulges" in the middle-age cohorts before tapering near the older cohorts. Compared to this average shape, a community's population pyramid can illustrate an aging population (those with a "top-heavy" appearance); a middle-aged/non-family population (those with a diamond shape appearance); or a younger/family-oriented population (those with a larger base and mid-section).

The two pyramids to the right graphically depict Marion County's population. Not only do they indicate an overall aging of the population upwards in the cohorts, but also shows a narrowing of the pyramid which signal the decline of the overall population.

## MARION COUNTY POPULATION PYRAMID 2015



## MARION COUNTY POPULATION PYRAMID 2030





**TABLE 3: POPULATION PROJECTIONS (2013 – 2030)**

	2013	2014	2015	2016	2017	2020	2025	2030	2017-2030 % Change
<b>Marion County</b>	<b>12,347</b>	<b>12,219</b>	<b>12,208</b>	<b>12,103</b>	<b>12,112</b>	<b>11,908</b>	<b>11,626</b>	<b>11,296</b>	<b>-8.5%</b>
Butler County	65,827	65,803	66,227	66,741	67,025	68,009	69,739	71,873	9.2%
Chase County	2,757	2,700	2,692	2,679	2,669	2,603	2,510	2,403	-12.8%
Dickinson County	19,762	19,609	19,394	19,303	19,064	18,592	17,795	16,883	-14.6%
Harvey County	34,852	34,741	34,820	35,073	34,913	35,107	35,336	35,613	2.2%
McPherson County	29,356	29,569	29,241	28,941	28,804	28,326	27,497	26,534	-9.6%
Morris County	5,854	5,741	5,698	5,645	5,573	5,382	5,081	4,741	-19.0%
Saline County	55,988	55,740	55,755	55,691	55,142	54,797	53,946	52,941	-5.4%

Source: All numbers taken from Kansas Secretary of State Annual Population Data

According to the US Census Bureau, Marion County population grew from 12,888 in 1990, up to 13,361 by 2000, before falling steadily to approximately 12,112 in 2017 (current population count per County estimates). It is projected by 2030 the County population will shrink by 8.5% to nearly 11,300.

Among its neighboring counties, Butler and Harvey Counties are the only two counties showing positive growth through the planning period, again due in part to their proximity to Sedgwick County. The population for Chase County, Dickinson County and Morris County all are expected to see double-digit decreases in their populations in the future (see Table 2.1).

**TABLE 4: POPULATION PROJECTIONS (2013 – 2030)**

	2013	2014	2015	2016	2017	2020	2025	2030	2017-2030 % Change
<b>Marion County</b>	<b>12,347</b>	<b>12,219</b>	<b>12,208</b>	<b>12,103</b>	<b>12,112</b>	<b>11,908</b>	<b>11,626</b>	<b>11,296</b>	<b>-8.5%</b>
Burns	224	217	222	220	219	217	214	210	-6.1%
Durham	109	108	108	107	107	105	102	99	-9.1%
Florence	452	447	444	439	435	423	403	385	-14.8%
Goessel	523	517	514	510	506	493	474	455	-13.0%
Hillsboro	2,926	2,903	2,893	2,869	2,853	2,800	2,714	2,630	-10.1%
Lehigh	171	169	169	168	167	164	160	156	-8.8%
Lincolnton	196	195	194	192	191	187	181	175	-10.7%
Lost Springs	68	68	68	67	67	66	65	63	-7.0%
Marion	1,878	1,862	1,861	1,842	1,834	1,802	1,750	1,699	-9.5%
Peabody	1,174	1,155	1,156	1,144	1,135	1,109	1,068	1,027	-12.5%
Ramona	182	175	181	179	179	178	176	175	-4.0%
Tampa	109	108	108	107	107	105	102	99	-9.1%
Balance of County	4,335	4,295	4,290	4,259	4,237	4,168	4,057	3,948	-8.9%

Source: All numbers taken from Kansas Secretary of State Annual Population Data

Currently, almost half of the County's population lives in Hillsboro (24%), the City of Marion (15%), and Peabody (10%). Over the timeframe of this plan, the population trend of all the communities in Marion County looks to maintain a very gradual and consistent decline of approximately 8% to 9%, with no one city appearing to lose or gain population more rapidly than any other community (see Table 2.2).

Unlike the previous Comprehensive Plan's estimates, the urban populations are not experiencing a steady increase over their rural counterparts. Although the former trend of family farm population decreasing and shifting from a rural to urban population, there seems to be a lessening of the County's rural population relocating outside of the County and not necessarily in its cities.

**TABLE 5: MEDIAN AGE**

Median Age	Total Population	Male	Female
Butler County, KS	37.8	36.5	38.7
Chase County, KS	46.2	45.0	47.6
Dickinson County, KS	41.7	41.2	42.3
Harvey County, KS	38.6	37.7	39.3
McPherson County, KS	42.0	40.2	43.6
Marion County, KS	45.0	43.7	46.0
Morris County, KS	47.6	46.6	49.5
Saline County, KS	37.7	36.8	39.1

Source: U.S. Census data 2015 estimates

The age distribution in the past and over the next few years shows that Marion County is and will be a rather attractive place for the elderly. As indicated by the higher median age of the County's population at 45 years of age or more to the state and national age, Marion County will most likely continue to lose its younger population base (ages 18 to 34). This trend is evident within this central core of Counties, and also across many Counties statewide.

Age

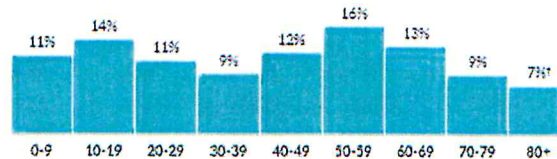
**45**

Median age

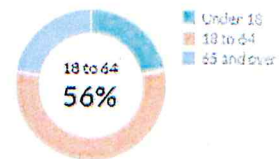
about 25 percent higher than the figure in Kansas: 36

about 20 percent higher than the figure in United States: 37.6

Population by age range



Population by age category



## Households

**4,808**

Number of households

Kansas: 1,113,472

United States: 116,926,306

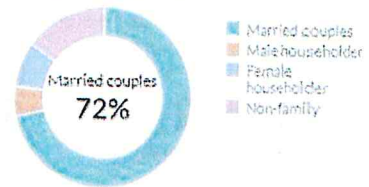
**2.4**

Persons per household

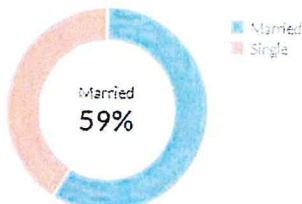
a little less than the figure in Kansas: 2.5

about 90 percent of the figure in United States: 2.6

## Population by household type

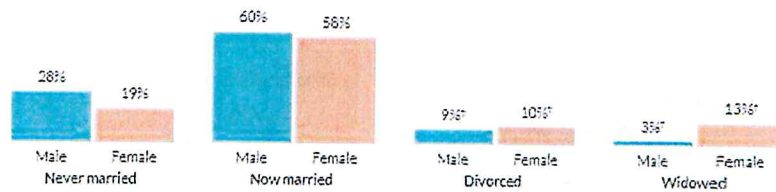


## Marital status



\* Universe: Population 15 years and over

## Marital status, by sex



## Fertility

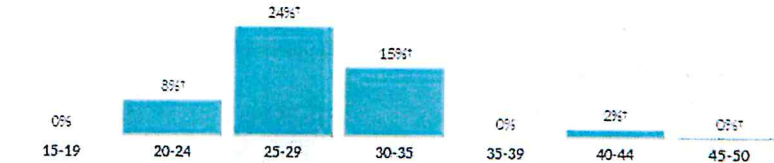
**6%**

Women 15-50 who gave birth during past year

a little less than the rate in Kansas: 6.2%

about 10 percent higher than the rate in United States: 5.0%

## Women who gave birth during past year, by age group



\* Universe: Women 15 to 50 years

Median household size appears to be steady around 2.4 persons per household for most counties under review. The State of Kansas has a median household size of 2.5, and 2.6 nationally. Butler County with 2.5 persons per household is the highest in the region. As compared with the demographic information found in the previous version of the Comprehensive Plan, these downward trends in population, household size, fertility rates, as well as the aging of their population, all indicate counties in a general state of population decline.

Per Capita Income has shown a steady rise in Marion County and is one of the highest among its neighbors. Butler County has shown the highest increase but is not expected to keep the rate through to 2002. Marion County on the other hand is expected to show an increase in Per Capita Income by 3.4% over the next few years (Ref. Table 2.6).

#### Income

**\$23,642**

Per capita income

about 80 percent of the amount in Kansas: \$27,706

about 80 percent of the amount in United States: \$28,920

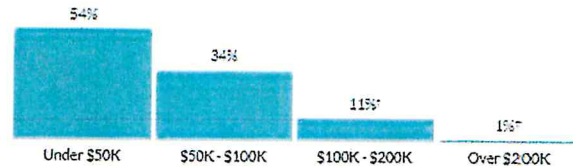
**\$45,927**

Median household income

about 90 percent of the amount in Kansas: \$52,205 ±\$232

about 80 percent of the amount in United States: \$53,889 ±\$110

#### Household Income



#### Poverty

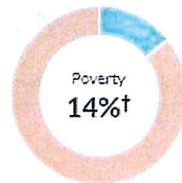
**11.4%**

Persons below poverty line

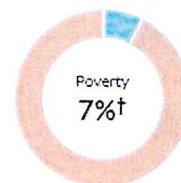
about 80 percent of the rate in Kansas: 13.6%

about three-quarters of the rate in United States: 15.5%

#### Children (Under 18)



#### Seniors (65 and over)



#### Transportation to work

**18.7 minutes**

Mean travel time to work

about the same as the figure in Kansas: 19.1

about three-quarters of the figure in United States: 25.9

#### Means of transportation to work



\* Universe: Workers 16 years and over

While Marion County residents make approximately 80 percent of the per capita income of the state, the number of persons living below the poverty line is less than the average for Kansas.



The housing stock within the Marion County shows a typical mix of housing; the majority of units are single-family homes, with a small percentage of mobile homes and multi-family homes. The median value of housing in the County, while lower than the state median value and the national average, is comparable with the surrounding rural counties.

#### Units & Occupancy

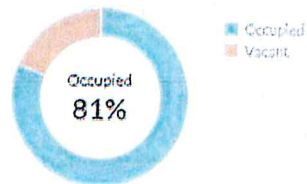
**5,930**

Number of housing units

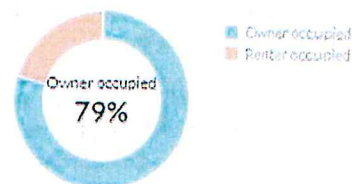
Kansas: 1,244,372

United States: 133,351,640

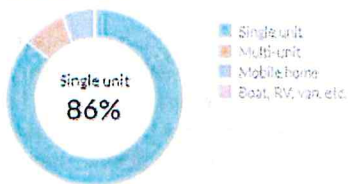
#### Occupied vs. Vacant



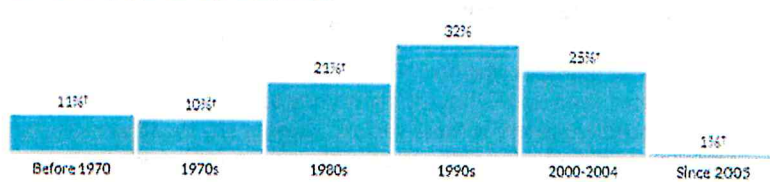
#### Ownership of occupied units



#### Types of structure



#### Year moved in, by percentage of population



#### Value

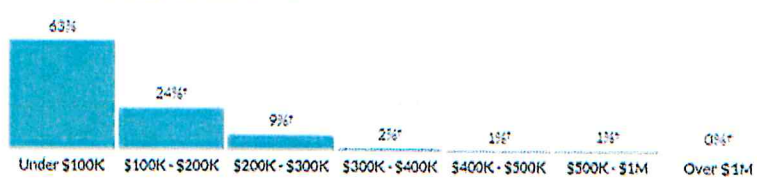
**\$81,600**

Median value of owner-occupied housing units

about three-fifths of the amount in Kansas: \$132,000

about half the amount in United States: \$176,600

#### Value of owner-occupied housing units



#### Geographical mobility

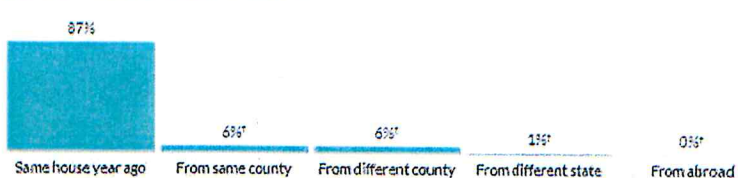
**13.4%**

Moved since previous year

about 80 percent of the rate in Kansas: 16.5%

about 90 percent of the rate in United States: 14.9%

#### Population migration since previous year



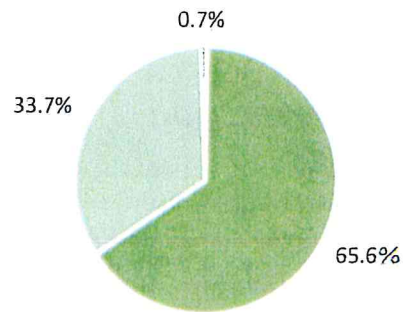
## EMPLOYMENT

Figure 8 below shows the general employment by sector of Marion County residents compared with the State as a whole. This employment data is based on the sector employment of residents of the county and does not consider if the jobs are in the County or if these residents travel outside the County to work. The graphic to the right shows two-thirds of the residents work within Marion County, while a third travel to other counties in Kansas and a small number work in another state.

Not surprising is the margin between the County and the balance of Kansas with regard to employment within the Agricultural sector, but Marion County also exceeds the State percentage of employees within the Manufacturing and Education sectors as well.

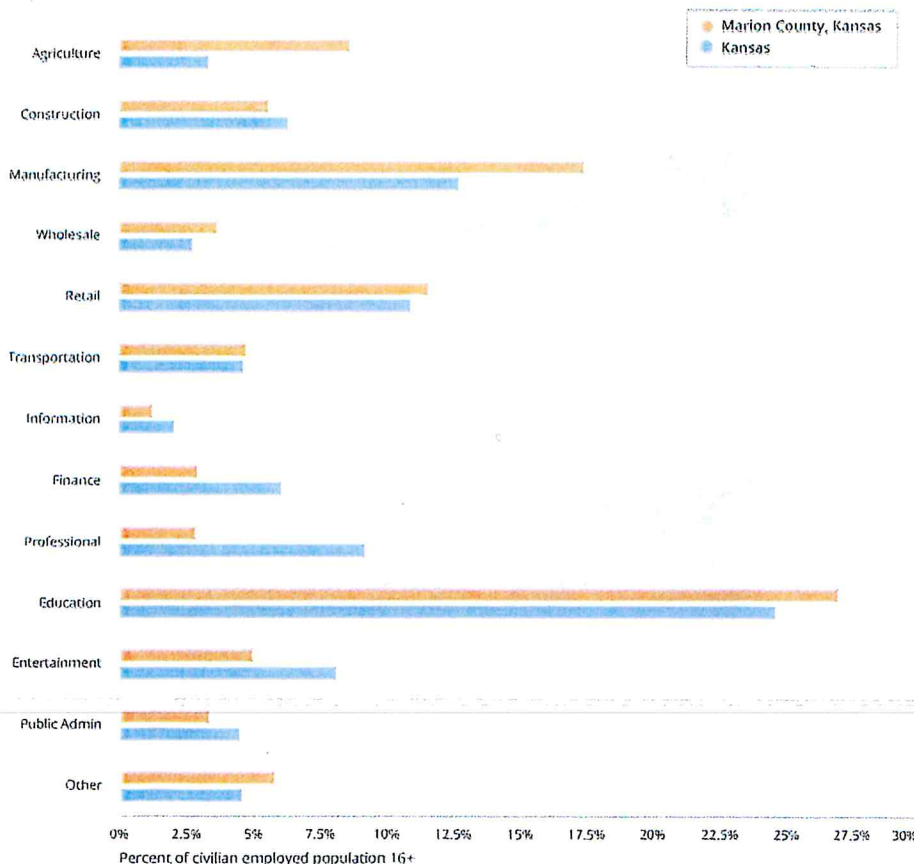
As discussed throughout this planning process in terms of retaining businesses, many residents of the County travel outside the County for much of their entertainment and retail needs. Although this dynamic is well-illustrated in the chart for entertainment services, it also indicates Marion County is slightly above average in terms of Retail sector employment as compared with the State. Even so, the County's proximity to Wichita, and even Salina, McPherson, and Newton, will likely limit any significant positive growth in these sectors. Barring any significant employment increase, or other population growth, the overall distribution of employment across these sectors should continue to remain relatively constant over the course of this Plan.

## PLACE OF WORK



Worked in county of residence

**FIGURE 8: WORKERS BY INDUSTRY**



Source: U.S. Census - ACS Profile Charts: 2012-2016 (5-year estimates)