

CREATING ECONOMIC OPPORTUNITIES #50 Summer of 2001

News You Can Use:

By now, some of you are aware of how new *CD Study Reports* from **K-State Research and Extension** are being made available. All new ones are available on the personal web page of David Darling, the producer of this newsletter. The one that is being highlighted in this newsletter is *The 1999 - 2000 Strength Index*.

Each year we measure the prosperity of the people in every county in Kansas. The *Strength Index* (SI) looks at per capita incomes, employment and wealth. The SI is the sum of three other indices. The simplest one is a ratio of county over state per capita income. This is named the *Personal Income Index* (PII).

Based on personal income, Johnson County residents had the highest 1999 PII in the state (151%). This gives them a *Personal Income Index* of 1.51. Then, counting down, Sheridan's PII is 1.40, Graham's is 1.33, Lane's is 1.28, Greeley's is 1.27, Haskell's is 1.20, Wichita's is 1.20, Hamilton's is 1.15, Gove's is 1.15, and Meade County's PII is 1.07.

The *Employment Index* (EI) is another ratio of two ratios. The total number of employed people in each county is divided by the county population count by the **US Census Bureau**. This county ratio is divided by the state of Kansas ratio. We included

active duty military in the numbers of employed people. Then, we took out the population of institutionalized people, such as those in prisons.

The *Wealth Index* (WI) is a ratio of county per capita wealth over state per capita wealth. This index is one that estimates the wealth of people county by county. We base this measure on the assumption that people show their wealth by the value of the cars they drive and the value of the homes in which they live.

In summary, Johnson County residents are the most prosperous people in Kansas.

Before anyone gets jealous, remember that they also pay a disproportionate amount of state sales and income tax. As a K-State professor, I value their help in generating revenue to operate state government.

Coming in a distant second is Saline County followed by Miami, Jackson, Douglas, Sheridan, Shawnee, Ellis, Sedgwick, Butler, Leavenworth, McPherson, Sherman, Harvey, Gray, Scott, Greeley, Thomas, Pottawatomie, Lane, and Haskell counties. These are the top twenty percent.

Based on employment, Jackson County's *Employment Index* is the highest (1.51) in Kansas for the year 2000. Then, counting down, Sherman County comes in next with an EI of 1.19. It is followed by Pottawatomie (1.17), Johnson (1.14), Norton (1.12), Pawnee (1.12), Ellis (1.11), Riley (1.11), Osage (1.10), and Clay counties (1.08).

Based on a measure of the wealth of people and making a county-by-county comparison, Johnson County has no peers in the year 2000. Johnson County's *Wealth Index* is 1.98. Compare that number to the other like sized county, based on population, Sedgwick. Its WI is 0.94 and this value gives it a rank of tenth in the state. Ranking second is Miami County at 1.35. Then the other counties in the top ten, in order, are Douglas (1.20), Saline (1.07), Leavenworth (1.02), Shawnee (0.99), Ellis (0.98), Butler (0.94), and Jefferson (0.94).

The complete report is on the World Wide Web. The colored maps show red counties in the top 20 percent and blue ones in the bottom 20 percent. See the accompanying map on page three.
Go to www.agecon.ksu.edu/ddarling.

A Pearle Collection:

"We are what we measure - so let's measure what we want to be." Maureen Hart

Ideas You Can Use

Many of us have come across the ideas of Abraham Maslow and his **Hierarchy of Needs**. One way to use his ideas is to define the process of community development as *a process of creating a place where people can readily meet their lower order needs while pursuing higher ones*. Maslow observed that the lowest order needs are physical and directly bear on the ability of individuals, households, and extended families to survive. When the Pawnee

and other Plains Indians lost the American Bison as a source of food and other vital provisions, they lost the ability to survive. Higher order needs are met in a social setting. They include love, a sense of belonging, self-esteem, the esteem of others, and self-actualization. A community of place is central to the well being of all of us. Therefore, we all should be community developers.

Date Book:

Value Added Conference 2001
When: August 6 & 7, 2001
Where: Garden City, KS
Contact: Dept. of Commerce and Housing, Ag Marketing Division at 785/296-3736 See their web site: www.kansascommerce.com

The **Southern Economic Development Council's** Annual Meeting
When: September 22 -25, 2001
Where: Hyatt Regency in The Crown Center, Kansas City, MO
Contact SEDC at 785/296 - 5298
See their web site: www.sedc.org

TELE Power: E - Vision Your Future - the 10th Annual Conference
When: September 26 and 27, 2001
Where: Hays, KS at Fort Hays State University.
Contact the Cathy Drabkin at the Docking Institute of Public Affairs 785/628-5952
See their web site: www.fhsu.edu/docking/telepower