

W. Frank Barton School of Business

Center for Economic Development and Business Research

Franklin County Labor Shed Study

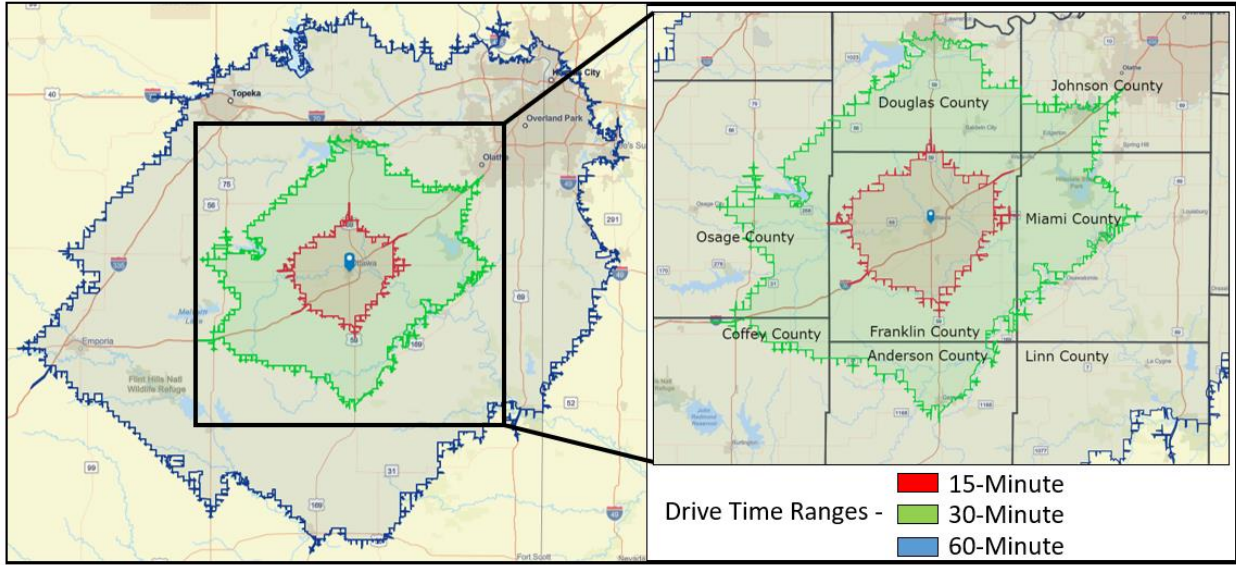
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Population and Labor Force – Greater Franklin County Area



Population and Labor Force Totals

2021 Population and Labor Force			
	15 minutes	30 minutes	60 minutes
Total Population	18,532	106,790	1,684,824
Population Age 16+	14,556	85,836	1,340,111
Employed	9,276	54,565	859,124
Unemployed	480	2,900	47,624
Unemployment Rate	4.9%	5.0%	5.3%
Labor Force Participation Rate	67.0%	66.9%	67.7%
Source: CEDBR, Census - ACS			

Franklin County is located southwest of the Kansas City Metropolitan, the largest town being Ottawa. The labor shed for Franklin County exists in three distinct regions: a 15-minute drivetime representing the close labor shed, a 30-minute drivetime as an intermediate market, and a 60-minute drivetime defining the extended labor shed. Within 15 minutes of the heart of Ottawa, there are 18,532 people. An extension to a 30-minute drive from Ottawa increases the population to 106,790, a 576% increase. Within the extended labor shed, the population rises to 1,684,824, a 1,578% increase from the population of the intermediate labor shed. Of this total population, labor force participation exists at a fairly consistent rate across the three regions, though it is slightly lower in the close and intermediate areas than in the extended labor shed. 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 who are economically active. The labor force is comprised of employed persons and unemployed persons aged 16 years and older who have looked for work in the past four weeks. Despite slightly lower labor force participation rates, the average unemployment rate in 2021 was the lowest within 15 minutes of Ottawa, at 4.9%. Unemployment rates continued to fall from the end of 2021 into 2022. More detailed tables on the population and labor force are available in the appendix (2021 Detailed Population and Labor Force Estimates)

2021 Households by Income			
	15 minutes	30 minutes	60 minutes
Households Count	7,285	41,056	678,160
<\$15,000	10.9%	8.9%	9.1%
\$15,000 - \$24,999	8.9%	7.8%	8.0%
\$25,000 - \$34,999	9.7%	8.9%	8.4%
\$35,000 - \$49,999	18.2%	14.0%	11.7%
\$50,000 - \$74,999	21.2%	19.9%	17.9%
\$75,000 - \$99,999	11.5%	15.6%	14.3%
\$100,000 - \$149,999	12.8%	15.5%	15.7%
\$150,000 - \$199,999	4.3%	4.9%	7.0%
\$200,000+	2.5%	4.6%	7.9%
Average Household Income	\$67,172	\$78,621	\$91,058

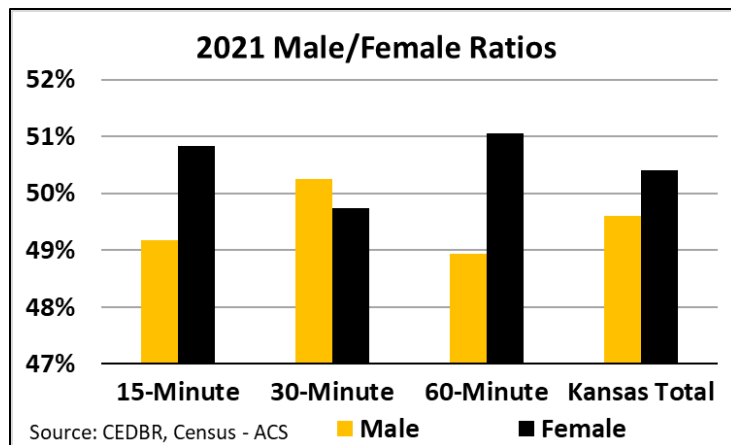
Source: CEDBR, Census - ACS

largely driven by the concentration of high-skilled labor within

2021 Population by Race/Ethnicity			
	15 Minutes	30 Minutes	60 Minutes
Total Population	18,533	106,790	1,684,824
White Alone	91.6%	86.5%	72.8%
Black Alone	1.8%	3.2%	14.1%
American Indian Alone	0.9%	1.5%	0.7%
Asian Alone	0.5%	3.3%	3.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.5%	1.7%	4.6%
Two or More Races	3.6%	3.7%	3.8%
Hispanic Origin	5.0%	5.8%	11.3%
Diversity Index	24.0	33.1	56.0

Source: CEDBR, Census - ACS

ethnicity.



Households

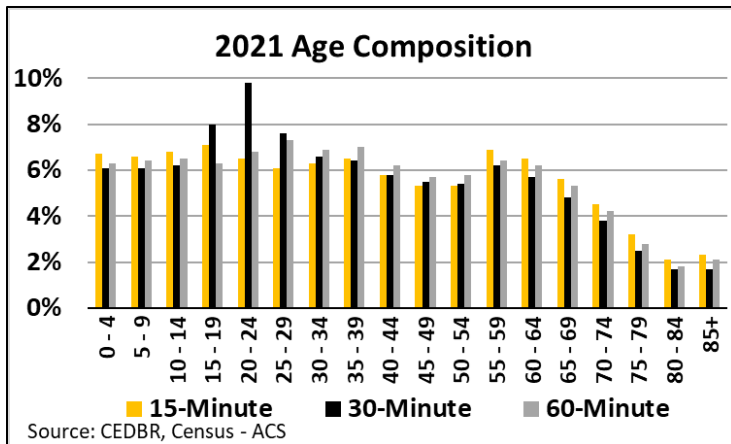
In the close labor shed, household incomes tended to be lowest compared to the more distant regions, with an average household income of \$67,172. The average increases sharply to \$78,621 in the intermediate region and \$91,058 in the extended region. The rise is largely driven by the concentration of high-skilled labor within Douglas and Johnson Counties.

Racial and Ethnic Composition

Diversity of race and ethnicity is notably lower in the close labor shed, with a Diversity Index score of 24.0 within 15-minutes, 33.1 within 30 minutes, and 56.0 within 60 minutes. This disparity stems from the KC Metro's much larger share of the population identifying other than White alone, particularly with identities of Black alone or Hispanic

Gender Composition

The population within the 15-and-60 minute regions have a higher proportion of females than males, a more extreme disparity though the same trend seen in overall state totals. The 30-minute band differs, however, as it has a slight male majority that is not observed in other regions.



Age Composition

The population within 15 minutes of Ottawa tends to have a lower proportion of middle-age groups, instead of having a relatively higher presence of persons aged 55 and older and 14 and younger compared to other age groups. Conversely, the 30-minute region has a much higher adolescent and young adult representation in the population, with the 60-minute area

having more middle-age groups.

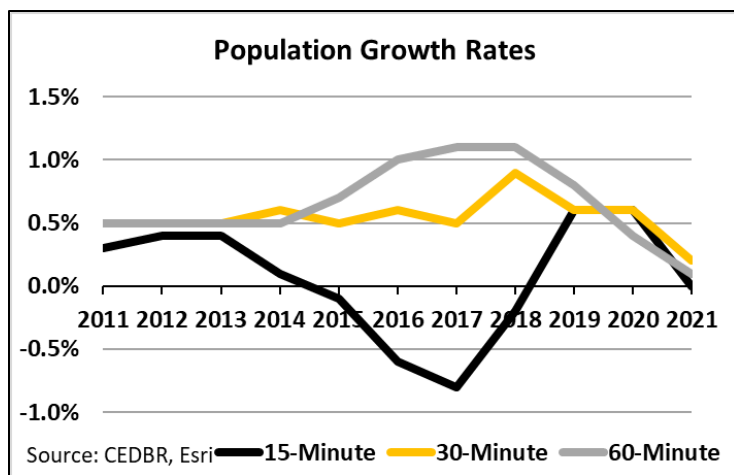
The male population also tends to be concentrated more strongly toward lower age ranges in each region, with a higher representation of elderly females. This follows the expected trend of females having longer life expectancies than males. Full age and gender breakdowns are available in the Appendix (2021 Detailed Population Sex and Age Composition).

Educational Attainment

2021 Population Age 25+ by Educational Attainment				
	15 minutes	30 minutes	60 minutes	Kansas
Population, Age 25+	12,272	68,161	1,139,410	1,918,081
Less than 9th Grade	2.4%	1.6%	2.7%	3.3%
9th - 12th Grade, No Diploma	4.6%	3.6%	4.4%	4.9%
High School Graduate or Equivalent	29.4%	27.2%	23.8%	26.3%
Some College, No Degree	23.6%	22.5%	20.2%	22.4%
Associate Degree	10.0%	9.5%	7.6%	9.0%
Bachelor's Degree	13.8%	20.8%	25.6%	21.6%
Graduate/Professional Degree	9.0%	12.7%	15.5%	12.4%

Source: CEDBR, Census - ACS

For persons aged 25 and older, the close labor shed has a lower share of bachelor's and graduate/professional degree-holders, with higher proportions of the population having high school equivalencies, some college but no degree, or an associate degree. The extended region has the highest share of persons holding bachelor's degrees or higher, which is typical of the greater prevalence of white-collar jobs nearer metropolitan centers. Across all three regions, the share of persons holding less than high school equivalency is lower than state totals. Franklin County's labor shed is not significantly lacking in labor at any particular education level.



Time Trends

The close labor shed had followed nation trends of households moving to rural fringe to the suburbs for cheaper housing. The intermediate region experienced relatively consistent growth through 2019, and the extended region had a stronger growth peak in 2017-2018. Since 2019, population growth rates across all regions have slowed notably through 2021 following the impact of the Coronavirus pandemic.

As of 2021, the share of the labor force that is of working age has declined across all three regions relative to the 2010 census, a trend that is forecasted to continue through 2026. Concurrently, the elderly share of the population continues to make up a progressively higher fraction across all areas. This signals an increasingly tight labor market, which should be considered in the development of new employment opportunities in Franklin County. Labor dependency figures are shown in the appendix (Population and Dependency Forecasts).

Industry Composition and Employment – Greater Franklin County Area

Industry	2021 Employment by Industry								
	15 Minute Range			30 Minute Range			60 Minute Range		
	Employed	Percent	Location Quotient	Employed	Percent	Location Quotient	Employed	Percent	Location Quotient
Total	9,276	100.0%		54,565	100.0%		859,124	100.0%	
Agriculture/Forestry/Fishing	178	1.9%	1.46	923	1.7%	1.31	5,311	0.6%	0.46
Mining/Quarrying/Oil & Gas	43	0.5%	1	247	0.5%	1	1,380	0.2%	0.4
Construction	552	6.0%	0.81	3,808	7.0%	0.95	55,211	6.4%	0.86
Manufacturing	948	10.2%	0.96	4,643	8.5%	0.8	75,145	8.7%	0.82
Wholesale Trade	361	3.9%	1.56	1,562	2.9%	1.16	21,962	2.6%	1.04
Retail Trade	1,441	15.5%	1.6	6,751	12.4%	1.28	89,839	10.5%	1.08
Transportation/Warehousing	541	5.8%	1.23	2,850	5.2%	1.11	42,830	5.0%	1.06
Utilities	157	1.7%	1.89	641	1.2%	1.33	7,539	0.9%	1
Information	85	0.9%	0.5	999	1.8%	1	19,219	2.2%	1.22
Finance/Insurance	271	2.9%	0.59	2,268	4.2%	0.86	59,979	7.0%	1.43
Real Estate/Rental/Leasing	18	0.2%	0.1	524	1.0%	0.48	15,406	1.8%	0.86
Professional/Scientific/Tech	519	5.6%	0.68	3,915	7.2%	0.88	91,967	10.7%	1.3
Management of Companies	2	0.0%	0	8	0.0%	0	728	0.1%	1
Admin/Support/Waste Management	374	4.0%	1.03	1,742	3.2%	0.82	31,714	3.7%	0.95
Educational Services	977	10.5%	1.08	7,469	13.7%	1.41	76,044	8.9%	0.92
Health Care/Social Assistance	1,416	15.3%	1.01	7,251	13.3%	0.88	131,139	15.3%	1.01
Arts/Entertainment/Recreation	75	0.8%	0.5	768	1.4%	0.88	11,969	1.4%	0.88
Accommodation/Food Services	574	6.2%	1.11	3,119	5.7%	1.02	46,902	5.5%	0.98
Other Services (Excluding Public)	396	4.3%	0.93	2,256	4.1%	0.89	33,367	3.9%	0.85
Public Administration	350	3.8%	0.79	2,822	5.2%	1.08	41,472	4.8%	1

Source: CEDBR, Esri

Shown above is the 2021 employment for each region for each industry type. For each area, a location quotient is included, which signifies the region’s concentration of labor in a particular industry relative to the nation’s concentration for that same industry. For example, the location quotient for wholesale trade in the 15-minute range around Ottawa is 1.56, meaning the sector is 56% more concentrated

within that range than at the national level. Likewise, for the 30-minute range, the same area of employment is only 16% more concentrated than nationally.

The standout concentrations of employment for the Franklin County labor shed include utilities (LQs: 1.89, 1.33, and 1.0), agriculture and forestry (LQs: 1.46, 1.31, and 0.46, wholesale trade (LQs: 1.56, 1.16, and 1.04), and transportation/warehousing (LQs: 1.23, 1.11, and 1.06). Prevalent agricultural production drives these results within much of rural Kansas (agriculture/forestry). Electric and water service districts in Franklin County serve surrounding communities (utilities). The Kansas City Metro remains a nexus of trade and transportation across the country (wholesale trade and transportation/warehousing). The latter is particularly influenced by the existence of Logistics Park Kansas City (LPKC) along the outskirts of Edgerton, which falls in the intermediate labor shed and itself draws labor from Franklin County. Industries with primarily white-collar occupations such as information, finance, real estate, and science/technology all have below-national concentrations for the close and intermediate labor sheds but approach averages for the extended region because of their concentration nearer downtown Kansas City. Additional industry businesses and employment details are provided in the appendix (2021 Detailed Business and Employment Breakdown).

The labor force shows employment stratification along gender lines by worker class, which are similar to national trends. In this context, worker class refers to the type of employer, including private for-profit firms, local, state, and federal governments, non-profit entities, and others. Relative to their share of the population, women in the labor force are underrepresented in their overall presence in the workforce, particularly in private for-profit firms and among the self-employed, and are overrepresented in non-profit entities and government. Figures are presented in the appendix (2021 Employment by Sex and Class of Worker).

Commuter Patterns and Labor Flow– Greater Franklin County Area

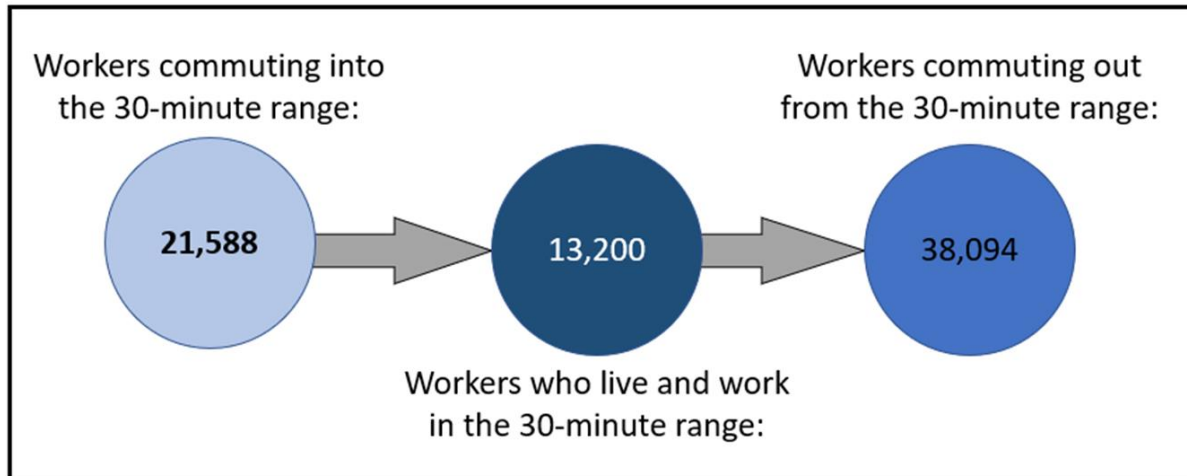
2019 Modes of Transportation to Work						
	15 Minute Range		30 Minute Range		60 Minute Range	
Total	8,629	100.0%	52,943	100.0%	839,118	100.0%
Drove alone	7,321	84.8%	43,218	81.6%	692,327	82.5%
Carpooled	725	8.4%	4,503	8.5%	68,883	8.2%
Public transportation (excluding taxicab)	8	0.1%	763	1.4%	10,236	1.2%
Bus or trolley bus	8	0.1%	758	1.4%	9,792	1.2%
Light rail, streetcar or trolley	0	0.0%	0	0.0%	210	0.0%
Subway or elevated	0	0.0%	5	0.0%	83	0.0%
Long-distance/Commuter Train	0	0.0%	0	0.0%	43	0.0%
Ferryboat	0	0.0%	0	0.0%	107	0.0%
Taxicab	0	0.0%	45	0.1%	759	0.1%
Motorcycle	12	0.1%	69	0.1%	1,029	0.1%
Bicycle	0	0.0%	231	0.4%	1,885	0.2%
Walked	192	2.2%	1,535	2.9%	15,255	1.8%
Other means	94	1.1%	360	0.7%	5,407	0.6%
Worked at home	277	3.2%	2,218	4.2%	43,338	5.2%

*Data vintage is pre-pandemic, so current data for working from home may differ significantly.

Source: CEDBR, Census - ACS

The population in the Franklin County labor shed uses a variety of means to travel to work, though there are significant differences by range. Public transportation options are more abundant in the 30-minute

and 60-minute areas, particularly busses and trolleys, which represent 1.4% of work commutes in the intermediate shed and 1.2% in the distant shed, but only 0.1% in the close labor market. The reduced utilization of public transportation options corresponds to an increased prevalence of either walking or using privately owned vehicles alone or as a carpool. Also of note is that the close labor shed has a lower rate of workers working from home than other areas. However, as this data pre-dates the Coronavirus pandemic, there may have been substantial changes in modes of transport in the intervening years.



The aggregate effect of comparatively limited public transport options, greater reliance on private vehicles, and lower utilization of at-home work may influence labor inflows and outflows in different regions. In the close labor shed, 3,276 internal jobs are filled by residents, representing 38.4% of employment in the area. Figures are similar for the intermediate range, where internal workers represent 37.9% of jobs. This contrasts with the distant labor market where internal workers represent 69.1%. Thus, the regional labor market, where the economy is interdependent and mostly self-supporting, is likely just beyond a thirty-minute drive. For the 15-minute area, employment counts are 91.6% of the number of residents, and the 30-minute region has 67.8% as many persons employed as the number of residents. This contrasts with the 60-minute region, which has 123.3% as many employed persons as residents.

Summary Labor Inflows and Outflows			
	15 Minute Range	30 Minute Range	60 Minute Range
Living in the Area	9,320	51,294	816,897
Employed in the Area	8,539	34,788	1,007,278
External Jobs Filled by Residents	6,044	38,094	121,335
Internal Jobs Filled by Outside Workers	5,263	21,588	311,716
Internal Jobs Filled by Residents	3,276	13,200	695,562
Net Job Inflow (+) or Outflow (-)	-781	-16,506	190,381

Source: CEDBR, Census - LEHD

Of internal jobs filled by outside workers, the largest share for the 15-and-30-minute regions are made up of trade, transportation, and utility workers, in line with what are the strongest employment concentrations in the areas, representing 43.8% of inflows for the 15-minute region and 35.9% for the 30-minute region.

Detailed inflow, internal flow, and outflow figures are available in the appendix (Labor Inflows and Outflows).

Takeaways

- Franklin County, and specifically Ottawa, are able to draw upon labor from a large area, particularly toward the South and West, where there are dense population centers.. It faces labor competition from other larger cities such as Topeka, Lawrence, and the Kansas City Metro to the North and East.
- Due to the concentration of employment in utilities, wholesale trade, and agriculture, Franklin County has a competitive advantage in attracting these workers, particularly from the 30-minute drivetime range.
- The regions nearer Franklin County are net exporters of labor. However, the composition of employment of outflows is understandable considering the relatively higher presence of those employment areas in other locales, including arts, entertainment, recreation, accommodation, food services, finances, and insurance. These represent industries for which Franklin County is a labor supplier . Furthermore, the existence of LPKC in Edgerton creates a strong attractor to transportation and warehousing workers.
- Labor Markets have tightened across all areas. Annual population growth rates have slowed over the last decade, particularly during COVID. At the same time, the elderly share of the population continues to grow as the percentage of both children and working-age persons continues to fall. This may compound existing labor market tightness in the future.
- The largest share of unemployment seen in all three regions of Franklin County’s labor shed is made up of persons aged 16 to 24 years. Therefore, attracting businesses that typically employ this age group is likely to have the most significant impact on reducing unemployment rates.

Appendix

2021 Detailed Population and Labor Force Estimates							
15 Minute Range							
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio	
16+	14,556	9,276	480	4.9%	67.0%	64.0%	
16-24	2,284	1,264	132	9.5%	61.1%	55.0%	
25-54	6,527	5,364	305	5.4%	86.9%	82.0%	
55-64	2,496	1,820	38	2.0%	74.4%	73.0%	
65+	3,249	829	5	0.6%	25.7%	26.0%	
30 Minute Range							
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio	
16+	85,836	54,565	2,900	5.0%	66.9%	64.0%	
16-24	17,675	9,718	1,019	9.5%	60.7%	55.0%	
25-54	39,934	32,974	1,616	4.7%	86.6%	83.0%	
55-64	12,745	8,610	215	2.4%	69.2%	68.0%	
65+	15,481	3,264	50	1.5%	21.4%	21.0%	
60 Minute Range							
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio	
16+	1,340,111	859,124	47,624	5.3%	67.7%	64.0%	
16-24	200,701	116,744	13,073	10.1%	64.7%	58.0%	
25-54	656,250	540,891	25,973	4.6%	86.4%	82.0%	
55-64	211,609	142,393	6,209	4.2%	70.2%	67.0%	
65+	271,551	59,096	2,368	3.9%	22.6%	22.0%	

Source: CEDBR, Census - ACS

2021 Detailed Population Sex and Age Composition						
15 Minute Range	Total		Male		Female	
	Number	Percent	Number	Percent	Number	Percent
Total Population	18,532	100.0%	9,113	100.0%	9,419	100.0%
0 - 4	1,245	6.7%	620	6.8%	624	6.6%
5 - 9	1,226	6.6%	617	6.8%	609	6.5%
10 - 14	1,266	6.8%	631	6.9%	636	6.8%
15 - 19	1,322	7.1%	698	7.7%	624	6.6%
20 - 24	1,201	6.5%	588	6.5%	613	6.5%
25 - 29	1,134	6.1%	568	6.2%	566	6.0%
30 - 34	1,159	6.3%	612	6.7%	547	5.8%
35 - 39	1,207	6.5%	584	6.4%	623	6.6%
40 - 44	1,072	5.8%	545	6.0%	527	5.6%
45 - 49	974	5.3%	491	5.4%	483	5.1%
50 - 54	981	5.3%	485	5.3%	496	5.3%
55 - 59	1,287	6.9%	632	6.9%	655	7.0%
60 - 64	1,209	6.5%	587	6.4%	622	6.6%
65 - 69	1,033	5.6%	503	5.5%	530	5.6%
70 - 74	827	4.5%	392	4.3%	436	4.6%
75 - 79	584	3.2%	253	2.8%	331	3.5%
80 - 84	380	2.1%	154	1.7%	226	2.4%
85+	425	2.3%	154	1.7%	271	2.9%
30 Minute Range	Total		Male		Female	
	Number	Percent	Number	Percent	Number	Percent
Total Population	106,789	100.0%	53,668	100.0%	53,121	100.0%
0 - 4	6,559	6.1%	3,344	6.2%	3,215	6.1%
5 - 9	6,513	6.1%	3,400	6.3%	3,112	5.9%
10 - 14	6,629	6.2%	3,441	6.4%	3,188	6.0%
15 - 19	8,516	8.0%	4,334	8.1%	4,182	7.9%
20 - 24	10,412	9.8%	5,455	10.2%	4,957	9.3%
25 - 29	8,160	7.6%	4,285	8.0%	3,874	7.3%
30 - 34	7,088	6.6%	3,746	7.0%	3,342	6.3%
35 - 39	6,803	6.4%	3,407	6.3%	3,396	6.4%
40 - 44	6,214	5.8%	3,156	5.9%	3,058	5.8%
45 - 49	5,885	5.5%	2,958	5.5%	2,927	5.5%
50 - 54	5,784	5.4%	2,801	5.2%	2,983	5.6%
55 - 59	6,606	6.2%	3,250	6.1%	3,355	6.3%
60 - 64	6,139	5.7%	3,012	5.6%	3,127	5.9%
65 - 69	5,144	4.8%	2,448	4.6%	2,696	5.1%
70 - 74	4,026	3.8%	1,966	3.7%	2,061	3.9%
75 - 79	2,682	2.5%	1,238	2.3%	1,444	2.7%
80 - 84	1,763	1.7%	741	1.4%	1,022	1.9%
85+	1,866	1.7%	684	1.3%	1,182	2.2%
60 Minute Range	Total		Male		Female	
	Number	Percent	Number	Percent	Number	Percent
Total Population	1,684,825	100.0%	824,545	100.0%	860,280	100.0%
0 - 4	106,449	6.3%	54,161	6.6%	52,288	6.1%
5 - 9	108,296	6.4%	55,328	6.7%	52,968	6.2%
10 - 14	109,375	6.5%	55,763	6.8%	53,612	6.2%
15 - 19	106,026	6.3%	53,571	6.5%	52,455	6.1%
20 - 24	115,269	6.8%	57,355	7.0%	57,913	6.7%
25 - 29	122,448	7.3%	61,950	7.5%	60,498	7.0%
30 - 34	116,295	6.9%	58,607	7.1%	57,688	6.7%
35 - 39	118,305	7.0%	58,867	7.1%	59,438	6.9%
40 - 44	104,889	6.2%	52,153	6.3%	52,736	6.1%
45 - 49	96,767	5.7%	48,202	5.8%	48,565	5.6%
50 - 54	97,546	5.8%	48,083	5.8%	49,463	5.7%
55 - 59	107,649	6.4%	52,042	6.3%	55,608	6.5%
60 - 64	103,960	6.2%	49,210	6.0%	54,750	6.4%
65 - 69	88,875	5.3%	41,382	5.0%	47,493	5.5%
70 - 74	70,640	4.2%	32,364	3.9%	38,276	4.4%
75 - 79	46,658	2.8%	20,423	2.5%	26,235	3.0%
80 - 84	30,761	1.8%	12,783	1.6%	17,977	2.1%
85+	34,617	2.1%	12,302	1.5%	22,315	2.6%

Source: CEDBR, Census - ACS

Population Trends, 2010-2021												
15 Minute Range												
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total	18,398	18,454	18,525	18,602	18,616	18,596	18,486	18,344	18,307	18,423	18,540	18,532
Change	-	56	71	77	14	-20	-110	-142	-37	116	117	-8
Percent Change	-	0.3%	0.4%	0.4%	0.1%	-0.1%	-0.6%	-0.8%	-0.2%	0.6%	0.6%	0.0%
Annual Rate	-	0.3%	0.3%	0.4%	0.3%	0.2%	0.1%	0.0%	-0.1%	0.0%	0.1%	0.1%
30 Minute Range												
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total	100,466	100,989	101,519	102,040	102,614	103,125	103,724	104,254	105,210	105,890	106,570	106,790
Change	-	523	530	521	574	511	599	530	956	680	680	220
Percent Change	-	0.5%	0.5%	0.5%	0.6%	0.5%	0.6%	0.5%	0.9%	0.6%	0.6%	0.2%
Annual Rate	-	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.6%	0.6%	0.6%	0.6%
60 Minute Range												
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total	1,569,200	1,577,306	1,584,619	1,591,898	1,600,265	1,611,810	1,628,471	1,646,177	1,663,828	1,676,419	1,683,037	1,684,824
Change	-	8,106	7,313	7,279	8,367	11,545	16,661	17,706	17,651	12,591	6,618	1,787
Percent Change	-	0.5%	0.5%	0.5%	0.5%	0.7%	1.0%	1.1%	1.1%	0.8%	0.4%	0.1%
Annual Rate	-	0.5%	0.5%	0.5%	0.5%	0.5%	0.6%	0.7%	0.7%	0.7%	0.7%	0.6%

Source: CEDBR, Esri Vintage 2021 Time Series

Population and Dependency Forecasts						
15 Minute Range						
Population	2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
Total	18,394	100.0%	18,532	100.0%	18,432	100.0%
Child (<18)	4,815	26.2%	4,449	24.0%	4,420	24.0%
Working-Age (18-64)	11,053	60.1%	10,834	58.5%	10,404	56.4%
Senior (Age 65+)	2,528	13.7%	3,249	17.5%	3,609	19.6%
30 Minute Range						
Population	2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
Total	100,369	100.0%	106,789	100.0%	109,638	100.0%
Child (<18)	24,401	24.3%	23,405	21.9%	23,891	21.8%
Working-Age (18-64)	64,867	64.6%	67,903	63.6%	67,935	62.0%
Senior (Age 65+)	11,102	11.1%	15,482	14.5%	17,813	16.2%
60 Minute Range						
Population	2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
Total	1,567,757	100.0%	1,684,825	100.0%	1,746,520	100.0%
Child (<18)	390,018	24.9%	385,219	22.9%	393,878	22.6%
Working-Age (18-64)	990,502	63.2%	1,028,056	61.0%	1,038,037	59.4%
Senior (Age 65+)	187,238	11.9%	271,550	16.1%	314,604	18.0%

Source: CEDBR, Census - ACS

2021 Detailed Business and Employment Breakdown												
Data for all businesses in area	15 minutes				30 minutes				60 minutes			
Total Businesses:	716				3,297				66,792			
Total Employees:	8,391				34,987				1,055,924			
Total Residential Population Age 16+:	18,532				106,790				1,684,824			
Employees per 100 residents	45				33				63			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Totals	716	100.0%	8,391	100.0%	3,297	100.0%	34,987	100.0%	66,792	100.0%	1,055,924	100.0%
Agriculture & Mining	18	2.5%	82	1.0%	109	3.3%	472	1.3%	1,338	2.0%	10,835	1.0%
Construction	44	6.1%	321	3.8%	240	7.3%	1,385	4.0%	4,164	6.2%	43,623	4.1%
Manufacturing	18	2.5%	632	7.5%	92	2.8%	2,050	5.9%	1,977	3.0%	71,162	6.7%
Transportation	21	2.9%	194	2.3%	100	3.0%	816	2.3%	1,614	2.4%	32,623	3.1%
Communication	8	1.1%	71	0.8%	18	0.5%	130	0.4%	558	0.8%	22,116	2.1%
Utility	4	0.6%	34	0.4%	17	0.5%	157	0.4%	206	0.3%	5,957	0.6%
Wholesale Trade	19	2.7%	793	9.5%	88	2.7%	1,699	4.9%	2,277	3.4%	49,685	4.7%
Retail Trade Summary	167	23.3%	2,443	29.1%	696	21.1%	10,084	28.8%	12,337	18.5%	189,829	18.0%
Home Improvement	13	1.8%	86	1.0%	56	1.7%	723	2.1%	699	1.0%	14,468	1.4%
General Merchandise Stores	7	1.0%	340	4.1%	29	0.9%	1,508	4.3%	480	0.7%	20,834	2.0%
Food Stores	13	1.8%	120	1.4%	60	1.8%	774	2.2%	1,147	1.7%	20,954	2.0%
Auto Dealers, Gas Stations, Auto Aftermarket	36	5.0%	271	3.2%	119	3.6%	1,474	4.2%	1,515	2.3%	17,750	1.7%
Apparel & Accessory Stores	7	1.0%	730	8.7%	18	0.5%	784	2.2%	707	1.1%	9,120	0.9%
Furniture & Home Furnishings	10	1.4%	38	0.5%	37	1.1%	286	0.8%	751	1.1%	8,833	0.8%
Eating & Drinking Places	38	5.3%	490	5.8%	184	5.6%	3,379	9.7%	3,741	5.6%	68,156	6.5%
Miscellaneous Retail	44	6.1%	368	4.4%	193	5.9%	1,157	3.3%	3,297	4.9%	29,714	2.8%
Finance, Insurance, Real Estate Summary	64	8.9%	257	3.1%	304	9.2%	1,679	4.8%	7,456	11.2%	89,647	8.5%
Banks, Savings & Lending Institutions	17	2.4%	96	1.1%	78	2.4%	721	2.1%	1,499	2.2%	21,052	2.0%
Securities Brokers	8	1.1%	19	0.2%	27	0.8%	97	0.3%	1,152	1.7%	14,258	1.4%
Insurance Carriers & Agents	9	1.3%	31	0.4%	61	1.9%	212	0.6%	1,589	2.4%	19,939	1.9%
Real Estate, Holding, Other Investment Offices	29	4.1%	111	1.3%	139	4.2%	649	1.9%	3,216	4.8%	34,399	3.3%
Services Summary	260	36.3%	3,051	36.4%	1,209	36.7%	13,538	38.7%	27,284	40.8%	463,592	43.9%
Hotels & Lodging	7	1.0%	56	0.7%	23	0.7%	294	0.8%	410	0.6%	10,379	1.0%
Automotive Services	27	3.8%	94	1.1%	100	3.0%	373	1.1%	1,572	2.4%	9,892	0.9%
Motion Pictures & Amusements	18	2.5%	320	3.8%	97	2.9%	1,116	3.2%	1,737	2.6%	31,011	2.9%
Health Services	37	5.2%	885	10.5%	146	4.4%	2,446	7.0%	4,809	7.2%	130,377	12.3%
Legal Services	11	1.5%	48	0.6%	29	0.9%	112	0.3%	1,604	2.4%	12,877	1.2%
Education Institutions & Libraries	22	3.1%	574	6.8%	106	3.2%	3,909	11.2%	1,556	2.3%	78,506	7.4%
Other Services	137	19.1%	1,074	12.8%	707	21.4%	5,288	15.1%	15,597	23.4%	190,550	18.0%
Government	62	8.7%	496	5.9%	239	7.2%	2,814	8.0%	1,907	2.9%	70,696	6.7%
Unclassified Establishments	32	4.5%	17	0.2%	185	5.6%	164	0.5%	5,673	8.5%	6,158	0.6%

Source: CEDBR, Data Axle 2021

2021 Employment by Sex and Class of Worker						
	15 Minute Range		30 Minute Range		60 Minute Range	
Total:	8,741	100.0%	54,189	100.0%	852,958	100.0%
Male:	4,674	53.5%	28,152	52.0%	442,120	51.8%
Employee of private company workers	3,403	38.9%	19,871	36.7%	325,440	38.2%
Self-employed in own incorporated business workers	201	2.3%	1,087	2.0%	18,309	2.1%
Private not-for-profit wage and salary workers	130	1.5%	1,298	2.4%	24,277	2.8%
Local government workers	357	4.1%	2,063	3.8%	21,619	2.5%
State government workers	202	2.3%	1,572	2.9%	15,451	1.8%
Federal government workers	42	0.5%	474	0.9%	10,860	1.3%
Self-employed in own not incorporated business workers	335	3.8%	1,734	3.2%	25,488	3.0%
Unpaid family workers	4	0.0%	52	0.1%	678	0.1%
Female:	4,067	46.5%	26,037	48.0%	410,838	48.2%
Employee of private company workers	2,533	29.0%	15,911	29.4%	268,163	31.4%
Self-employed in own incorporated business workers	19	0.2%	458	0.8%	9,292	1.1%
Private not-for-profit wage and salary workers	522	6.0%	3,062	5.7%	49,662	5.8%
Local government workers	411	4.7%	2,626	4.8%	30,143	3.5%
State government workers	243	2.8%	2,122	3.9%	24,294	2.8%
Federal government workers	53	0.6%	451	0.8%	10,164	1.2%
Self-employed in own not incorporated business workers	265	3.0%	1,372	2.5%	18,506	2.2%
Unpaid family workers	21	0.2%	34	0.1%	614	0.1%

Source: CEDBR, Census - ACS

Labor Inflows and Outflows						
	15 Minute Range		30 Minute Range		60 Minute Range	
Net Job Inflow (+) or Outflow (-)	-781		-16,506		190,381	
In-Area Labor Force Efficiency						
	15 Minute Range		30 Minute Range		60 Minute Range	
	Count	Share	Count	Share	Count	Share
Living in the Area	9,320	100.0%	51,294	100.0%	816,897	100.0%
Living and Employed in the Area	3,276	35.2%	13,200	25.7%	695,562	85.1%
Living in the Area but Employed Outside	6,044	64.8%	38,094	74.3%	121,335	14.9%
In-Area Employment Efficiency						
	15 Minute Range		30 Minute Range		60 Minute Range	
	Count	Share	Count	Share	Count	Share
Employed in the Area	8,539	100.0%	34,788	100.0%	1,007,278	100.0%
Employed and Living in the Area	3,276	38.4%	13,200	37.9%	695,562	69.1%
Employed in the Area but Living Outside	5,263	61.6%	21,588	62.1%	311,716	30.9%
Outflow Job Characteristics						
	15 Minute Range		30 Minute Range		60 Minute Range	
	Count	Share	Count	Share	Count	Share
External Jobs Filled by Residents	6,044	100.0%	38,094	100.0%	121,335	100.0%
Workers Aged 29 or younger	1,470	24.3%	8,914	23.4%	33,806	27.9%
Workers Aged 30 to 54	3,021	50.0%	20,159	52.9%	60,245	49.7%
Workers Aged 55 or older	1,553	25.7%	9,021	23.7%	27,284	22.5%
Workers Earning \$1,250 per month or less	1,558	25.8%	8,288	21.8%	33,455	27.6%
Workers Earning \$1,251 to \$3,333 per month	2,036	33.7%	11,630	30.5%	39,198	32.3%
Workers Earning More than \$3,333 per month	2,450	40.5%	18,176	47.7%	48,682	40.1%
Workers in the "Goods Producing" Industry Class	1,030	17.0%	5,545	14.6%	18,216	15.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	1,663	27.5%	8,066	21.2%	32,465	26.8%
Workers in the "All Other Services" Industry Class	3,351	55.4%	24,483	64.3%	70,654	58.2%
Inflow Job Characteristics						
	15 Minute Range		30 Minute Range		60 Minute Range	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Outside Workers	5,263	100.0%	21,588	100.0%	311,716	100.0%
Workers Aged 29 or younger	1,370	26.0%	6,572	30.4%	70,632	22.7%
Workers Aged 30 to 54	2,499	47.5%	10,133	46.9%	168,931	54.2%
Workers Aged 55 or older	1,394	26.5%	4,883	22.6%	72,153	23.1%
Workers Earning \$1,250 per month or less	1,402	26.6%	6,606	30.6%	63,212	20.3%
Workers Earning \$1,251 to \$3,333 per month	2,117	40.2%	7,897	36.6%	87,452	28.1%
Workers Earning More than \$3,333 per month	1,744	33.1%	7,085	32.8%	161,052	51.7%
Workers in the "Goods Producing" Industry Class	716	13.6%	3,020	14.0%	42,777	13.7%
Workers in the "Trade, Transportation, and Utilities" Industry Class	2,306	43.8%	7,757	35.9%	63,659	20.4%
Workers in the "All Other Services" Industry Class	2,241	42.6%	10,811	50.1%	205,280	65.9%
Interior Flow Job Characteristics						
	15 Minute Range		30 Minute Range		60 Minute Range	
	Count	Share	Count	Share	Count	Share
Internal Jobs Filled by Residents	3,276	100.0%	13,200	100.0%	695,562	100.0%
Workers Aged 29 or younger	752	23.0%	3,263	24.7%	161,585	23.2%
Workers Aged 30 to 54	1,566	47.8%	6,383	48.4%	366,932	52.8%
Workers Aged 55 or older	958	29.2%	3,554	26.9%	167,045	24.0%
Workers Earning \$1,250 per month or less	829	25.3%	3,866	29.3%	154,042	22.1%
Workers Earning \$1,251 to \$3,333 per month	1,359	41.5%	4,950	37.5%	206,847	29.7%
Workers Earning More than \$3,333 per month	1,088	33.2%	4,384	33.2%	334,673	48.1%
Workers in the "Goods Producing" Industry Class	514	15.7%	2,103	15.9%	77,284	11.1%
Workers in the "Trade, Transportation, and Utilities" Industry Class	860	26.3%	3,190	24.2%	126,616	18.2%
Workers in the "All Other Services" Industry Class	1,902	58.1%	7,907	59.9%	491,662	70.7%

Source: CEDBR, Census - LEHD