

MARSHALL COUNTY

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BUILDING STRONG FAMILIES FOR KENTUCKY 2012



OUR FOCUS

Family and Consumer Sciences Extension is committed to improving the quality of life for individuals and families in Marshall County. As the current economic situation continues to create challenges, educational programs focus on:

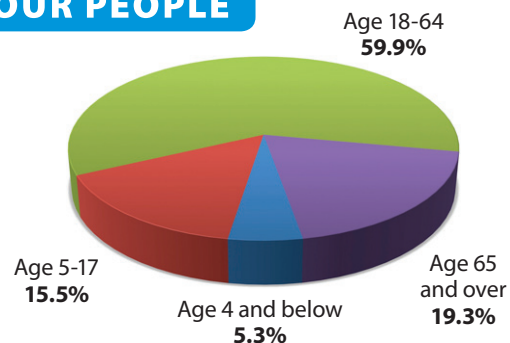
- **Making Healthy Lifestyle Choices** that influence health and well-being
- **Nurturing Families** as they cope with fewer resources and more demands
- **Embracing Life as We Age** to strive for independence longer
- **Securing Financial Stability** in a turbulent economic period
- **Promoting Healthy Homes and Communities** to recycle, reduce waste, and protect our environment
- **Accessing Nutritious Food** that is affordable, available and safe
- **Empowering Community Leaders** as we all work to sustain and improve our communities.

In 2010-2011, Family and Consumer Sciences Extension made **16,303** contacts with Marshall County individuals and families.²

OUR PEOPLE

Population by Age Group¹

The 2010 U.S. Census reported total population in Marshall County as **31,448**.¹



SPOTLIGHT ON ...

SECURING FINANCIAL STABILITY

With unemployment at 9.8%, many families must reduce food expenditures. "Couponing 101" teaches how to plan meals and shop wisely. The Marshall County Family and Consumer Sciences Agent taught the lesson 23 times to over 460 participants. Each class covered meal planning, using a master shopping list, keeping a price book, coupon etiquette, store policies, coupon resources, and stockpiling. Follow-up reports indicated that 80% of participants now use meal planning and couponing to increase savings. 60% consistently save 20 to 50%, and have shared what they learned with family and friends. Participants said, "The weekly meal planning should be a must for every household" and "Using what we learned has allowed us to keep gas in our automobiles."

OUR FAMILIES

According to the 2010 Census,¹ of families in Marshall County with their own children...

- **72.7%** are husband-wife families
- **27.3%** are single parent families

In addition, there are:

- **13,073** households
- **3,779** households with 1 or more persons under the age of 18
- **501** grandchildren under 18 years old who live with a grandparent householder
- **4,172** households with at least one person age 65 and over



As a result of participation in Marshall County Extension programs:²

- **510** people increased knowledge of lifestyle changes to improve personal health.
- **640** adults and youth improved their ability to make informed and effective decisions.
- **347** people increased knowledge of safe storage, handling and food preparation.

OUR COMMUNITY

In 2009, the most recent data available, the median household income in Marshall County was **\$41,891**.³

The number of children in poverty in Marshall County was **1,332** compared to **1,105** in 2006.³

The total number of people receiving Supplemental Nutrition Assistance Program (SNAP) benefits in Marshall County is **4,273** in 2011.⁴

As a result of participation in Marshall County Extension programs:²

- **234** people increased leadership knowledge and skills.
- **22** people improved communication skills to address community issues.
- **223** people made lifestyle changes to improve health.

OUR ECONOMY

According to the 2010 American Community Survey 5-year estimates,⁶ between 2005 and 2009 in Marshall County it is estimated that...

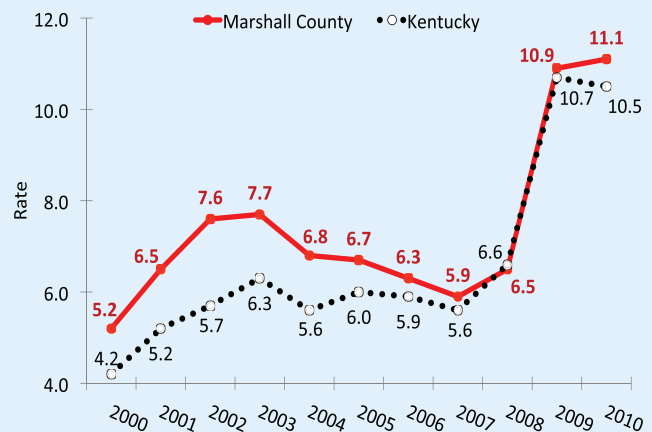
- **46.1%** (+/- **3.5**) are married-couple families with both husband and wife in the labor force
- **69.4%** (+/- **8.4**) are children under 6 years old with all parents in the labor force
- **8.2%** (+/- **2.5**) are people 65 years and over below poverty level during the past 12 months

As a result of participation in Marshall County Extension programs:²

- **164** people increased knowledge of economic and enterprise development.
- **161** people adopted money management practices to reduce debt and increase savings.
- **381** people demonstrated increased practical living skills.

Average Annual Unemployment Rate⁵

(not seasonally adjusted)



SOURCES

- ¹ U.S. Census Bureau, 2010 Decennial Census.
- ² Kentucky Cooperative Extension Service, Impact Reporting, FY2011.
- ³ U.S. Census Bureau, Small Area Income and Poverty Estimates.
- ⁴ Kentucky Cabinet for Health and Family Services, Databook, June 2011.
- ⁵ Bureau of Labor Statistics, Local Area Unemployment Statistics.
- ⁶ U.S. Census Bureau, 2010 American Community Survey, 5-Year Estimates.