

Extension East Central

Exceed - Regional Economic and Entrepreneurial Development



Extension
University of Missouri

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Report Parameters

17 Counties

29027	Callaway County, MO	29073	Gasconade County, MO
29051	Cole County, MO	29113	Lincoln County, MO
29055	Crawford County, MO	29125	Maries County, MO
29065	Dent County, MO	29131	Miller County, MO
29071	Franklin County, MO	<i>See Appendix A for all 17 Counties</i>	

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

642,650

Population (2020)

Population **grew by 10,164** over the last 5 years and is projected to **grow by 10,286** over the next 5 years.

260,863

Total Regional Employment

Jobs **grew by 8,128** over the last 5 years and are projected to **grow by 9,587** over the next 5 years.

\$49.7K

Avg. Earnings Per Job (2020)

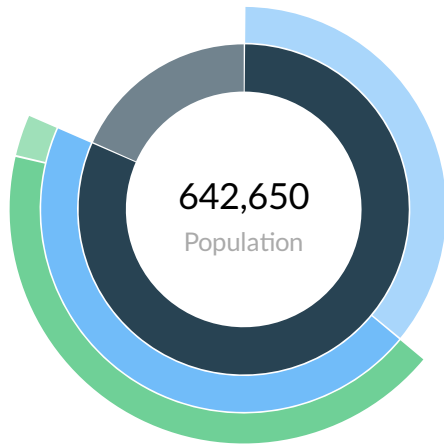
Regional average earnings per job are **\$19.9K below** the national average earnings of \$69.6K per job.

Takeaways

- As of 2020 the region's population **increased by 1.6%** since 2015, growing by 10,164. Population is expected to **increase by 1.6%** between 2020 and 2025, adding 10,286.
- From 2015 to 2020, jobs **increased by 3.2%** in Extension East Central from 252,735 to **260,863**. This change **fell short of the national growth rate of 6.2% by 3.0%**. As the number of jobs increased, the **labor force participation rate decreased from 56.4% to 55.9% between 2015 and 2020**.
- Concerning educational attainment, **12.4% of the selected regions' residents possess a Bachelor's Degree** (6.6% below the national average), and **8.3% hold an Associate's Degree** (0.2% above the national average).
- The top three industries in 2020 are State Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	642,650	293,103	260,863	90.7	\$24.02B	\$40.21B	\$41.08B
Extension East Central	642,650	293,103	260,863	90.7	\$24.02B	\$40.21B	\$41.08B
State	6,156,486	3,067,769	3,169,462	89.9	\$330.17B	\$316.37B	\$371.60B

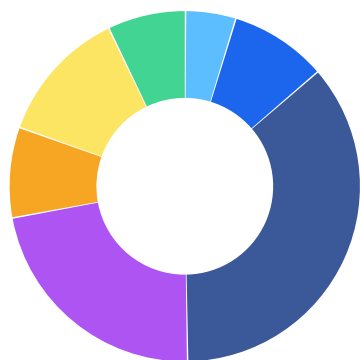
2020 Labor Force Breakdown



	Population
● Total Working Age Population	524,030
● Not in Labor Force (15+)	230,927
● Labor Force	293,103
● Employed	274,172
● Unemployed	18,931
● Under 15	118,620

Educational Attainment

Concerning educational attainment, **12.4% of the selected regions' residents possess a Bachelor's Degree** (6.6% below the national average), and **8.3% hold an Associate's Degree** (0.2% above the national average).

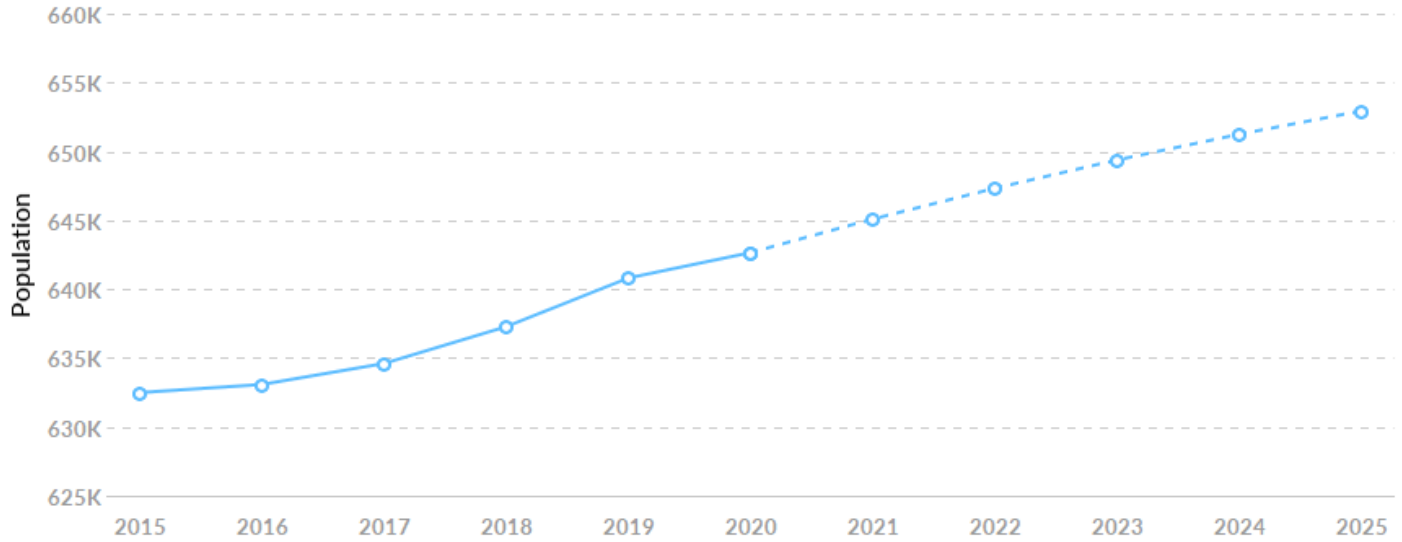


	% of Population	Population
● Less Than 9th Grade	4.6%	20,350
● 9th Grade to 12th Grade	9.0%	39,353
● High School Diploma	36.1%	158,056
● Some College	22.4%	98,023
● Associate's Degree	8.3%	36,561
● Bachelor's Degree	12.4%	54,495
● Graduate Degree and Higher	7.2%	31,564

Historic & Projected Trends

Population Trends

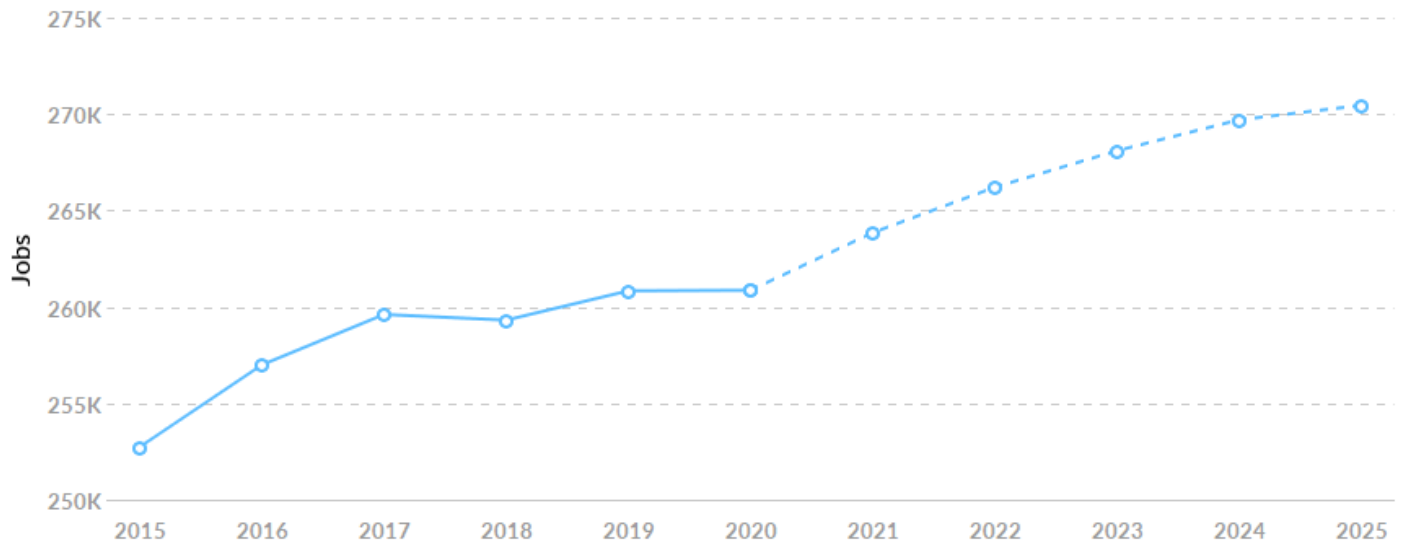
As of 2020 the region's population **increased by 1.6%** since 2015, growing by 10,164. Population is expected to **increase by 1.6%** between 2020 and 2025, adding 10,286.



Timeframe	Population
2015	632,486
2016	633,077
2017	634,601
2018	637,275
2019	640,806
2020	642,650
2021	645,085
2022	647,322
2023	649,376
2024	651,244
2025	652,936

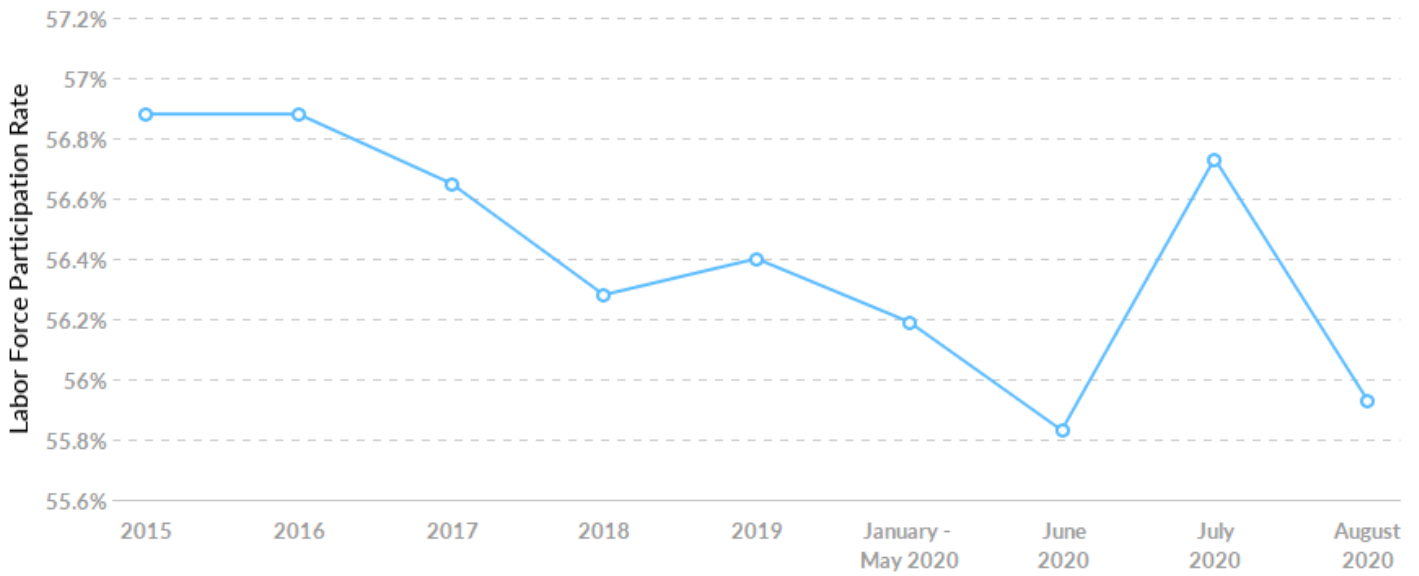
Job Trends

From 2015 to 2020, jobs increased by 3.2% in Extension East Central from 252,735 to 260,863. This change fell short of the national growth rate of 6.2% by 3.0%.



Timeframe	Jobs
2015	252,735
2016	256,992
2017	259,608
2018	259,314
2019	260,833
2020	260,863
2021	263,848
2022	266,206
2023	268,099
2024	269,704
2025	270,450

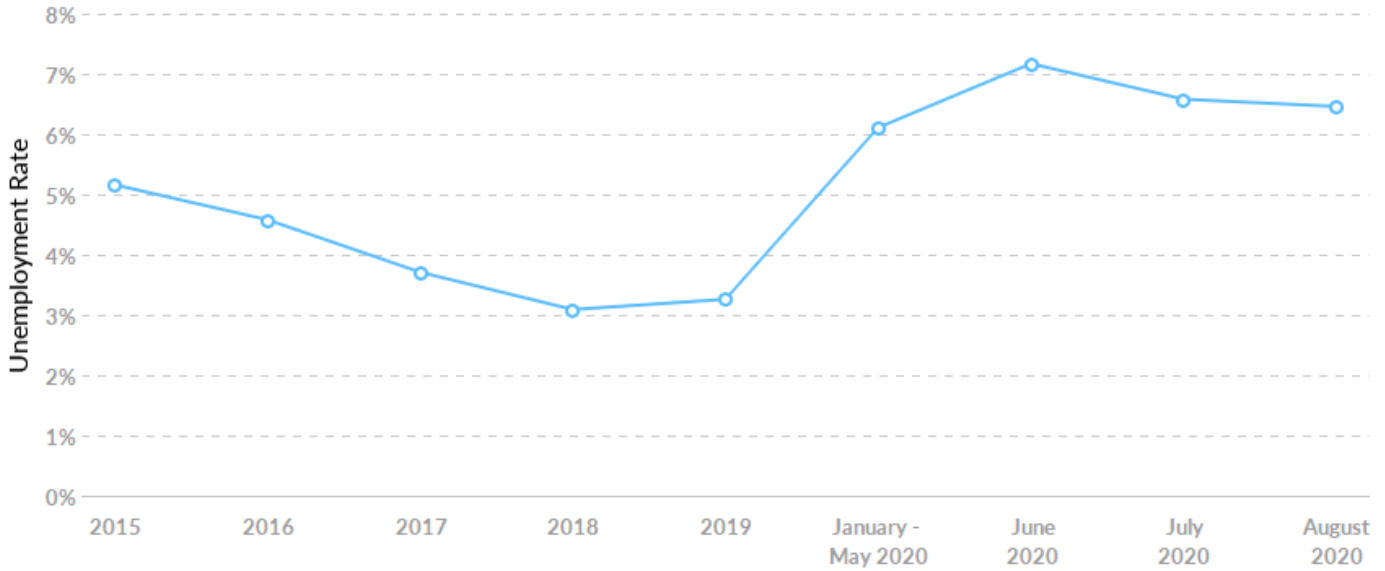
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	56.88%
2016	56.88%
2017	56.65%
2018	56.28%
2019	56.40%
January - May 2020	56.19%
June 2020	55.83%
July 2020	56.73%
August 2020	55.93%

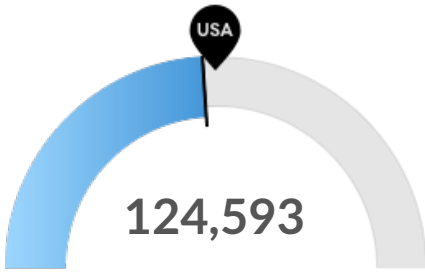
Unemployment Rate Trends

Your areas had an August 2020 unemployment rate of 6.46%, increasing from 5.16% 5 years before.



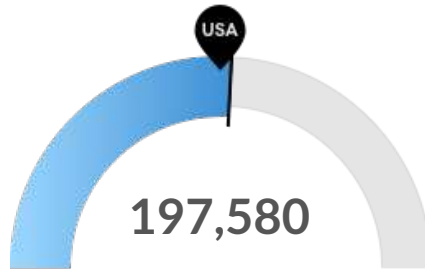
Timeframe	Unemployment Rate
2015	5.16%
2016	4.58%
2017	3.71%
2018	3.09%
2019	3.26%
January - May 2020	6.11%
June 2020	7.17%
July 2020	6.58%
August 2020	6.46%

Population Characteristics



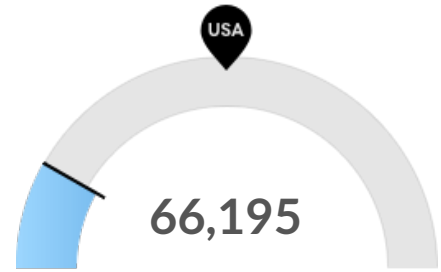
Millennials

Your area has 124,593 millennials (ages 25-39). The national average for an area this size is 132,124.



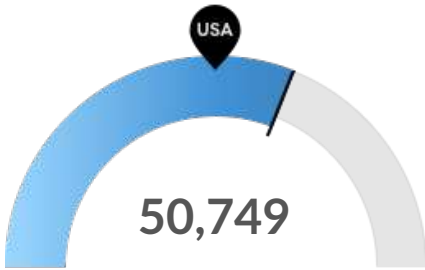
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 188,406 people 55 or older, while there are 197,580 here.



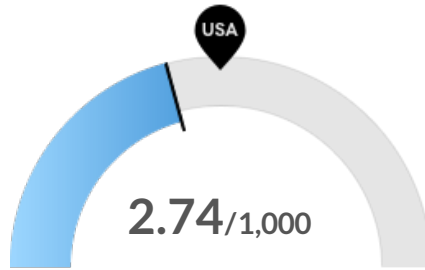
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 255,608 racially diverse people, while there are 66,195 here.



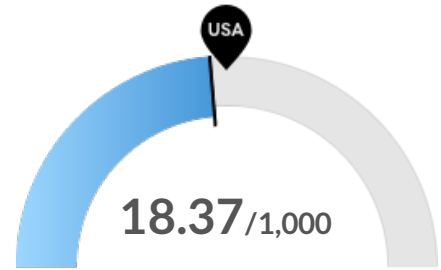
Veterans

Your area has 50,749 veterans. The national average for an area this size is 36,306.



Violent Crime

Your area has 2.74 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

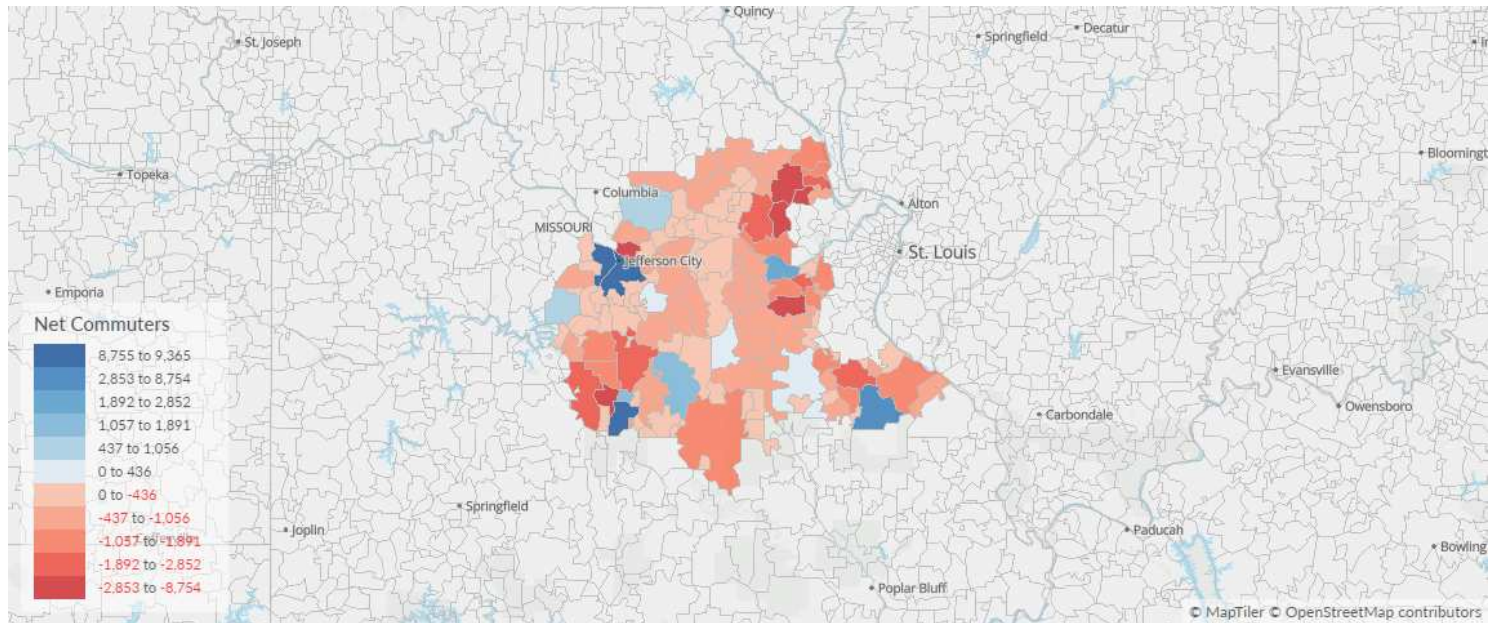


Property Crime

Your area has 18.37 property crimes per 1,000 people. The national rate is 19.79 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

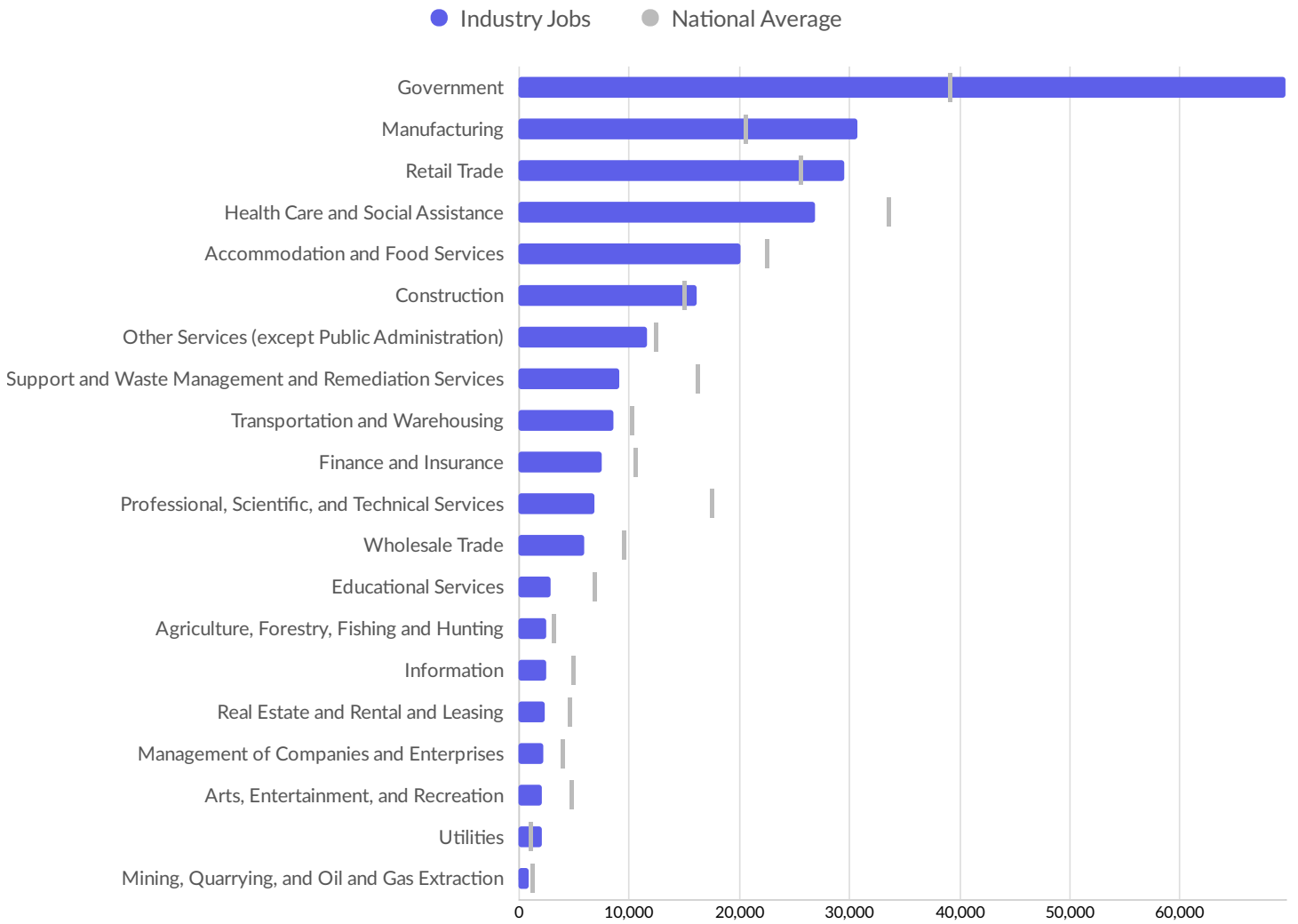
ZIP	Name	2020 Employment
65109	Jefferson City, MO (in C...	27,861
65101	Jefferson City, MO (in C...	23,306
63090	Washington, MO (in Fra...	15,022
63640	Farmington, MO (in St. F...	14,113
65401	Rolla, MO (in Phelps co...	13,809

Where Talent Lives

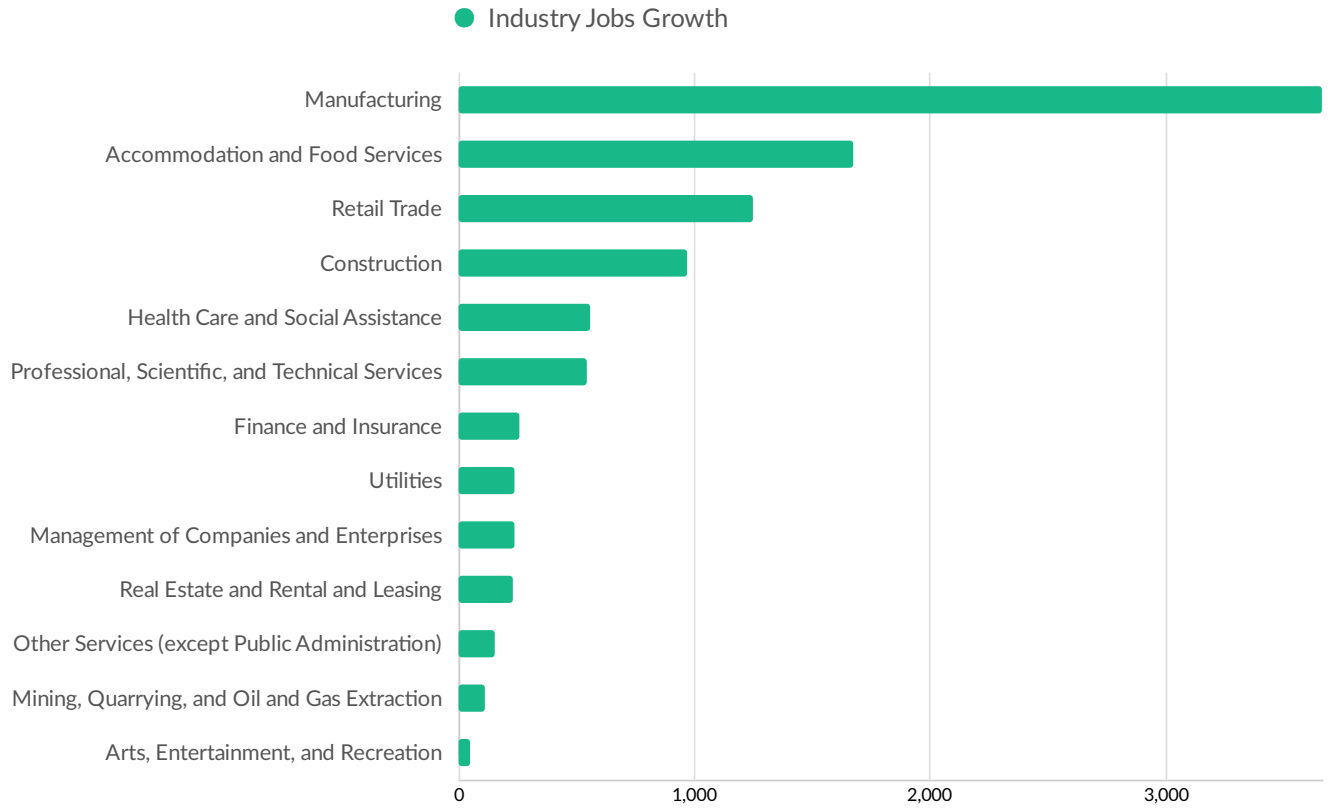
ZIP	Name	2020 Workers
65109	Jefferson City, MO (in C...	19,107
65101	Jefferson City, MO (in C...	14,025
63379	Troy, MO (in Lincoln cou...	12,804
65401	Rolla, MO (in Phelps co...	12,627
63090	Washington, MO (in Fra...	12,323

Industry Characteristics

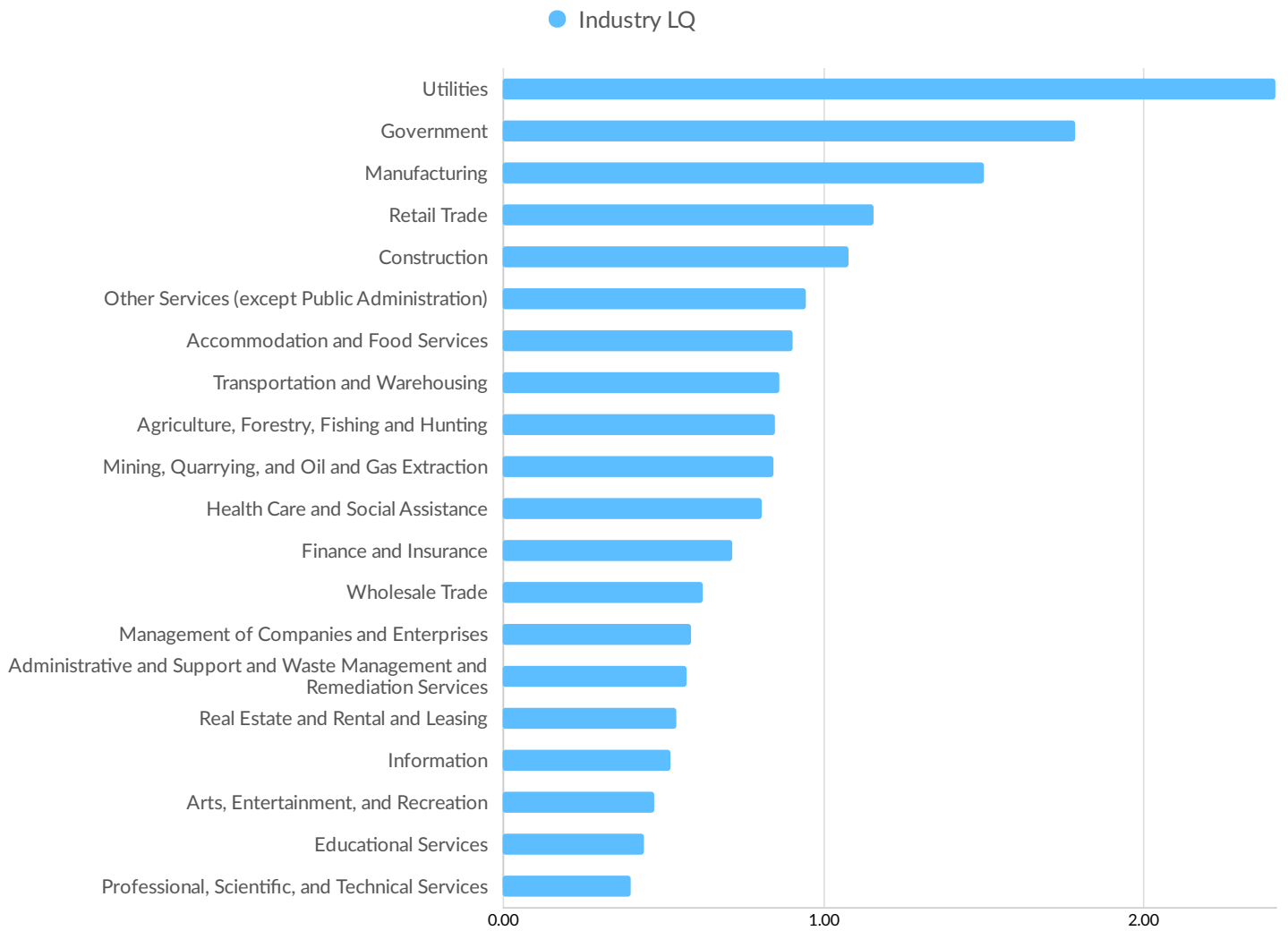
Largest Industries



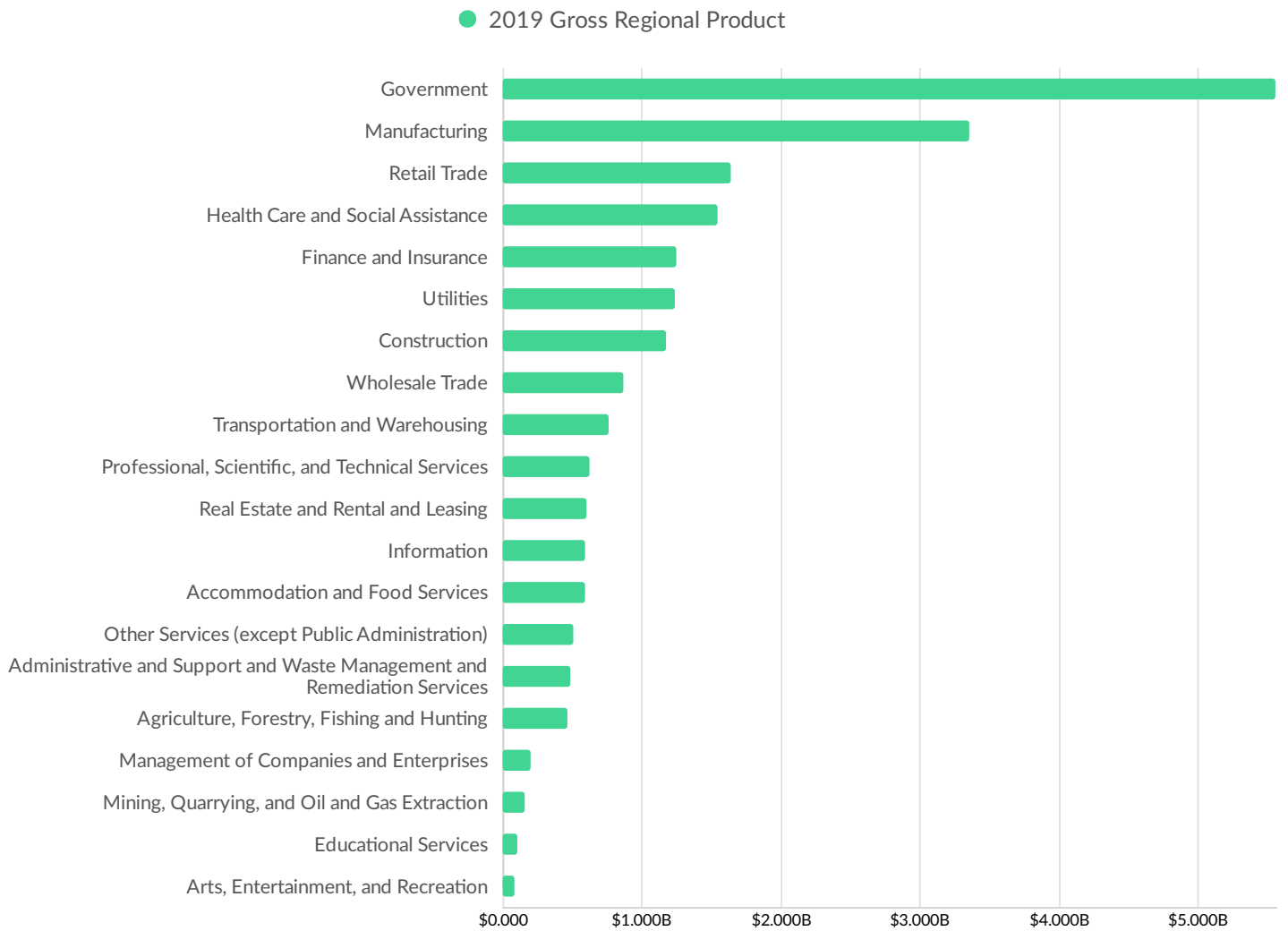
Top Growing Industries



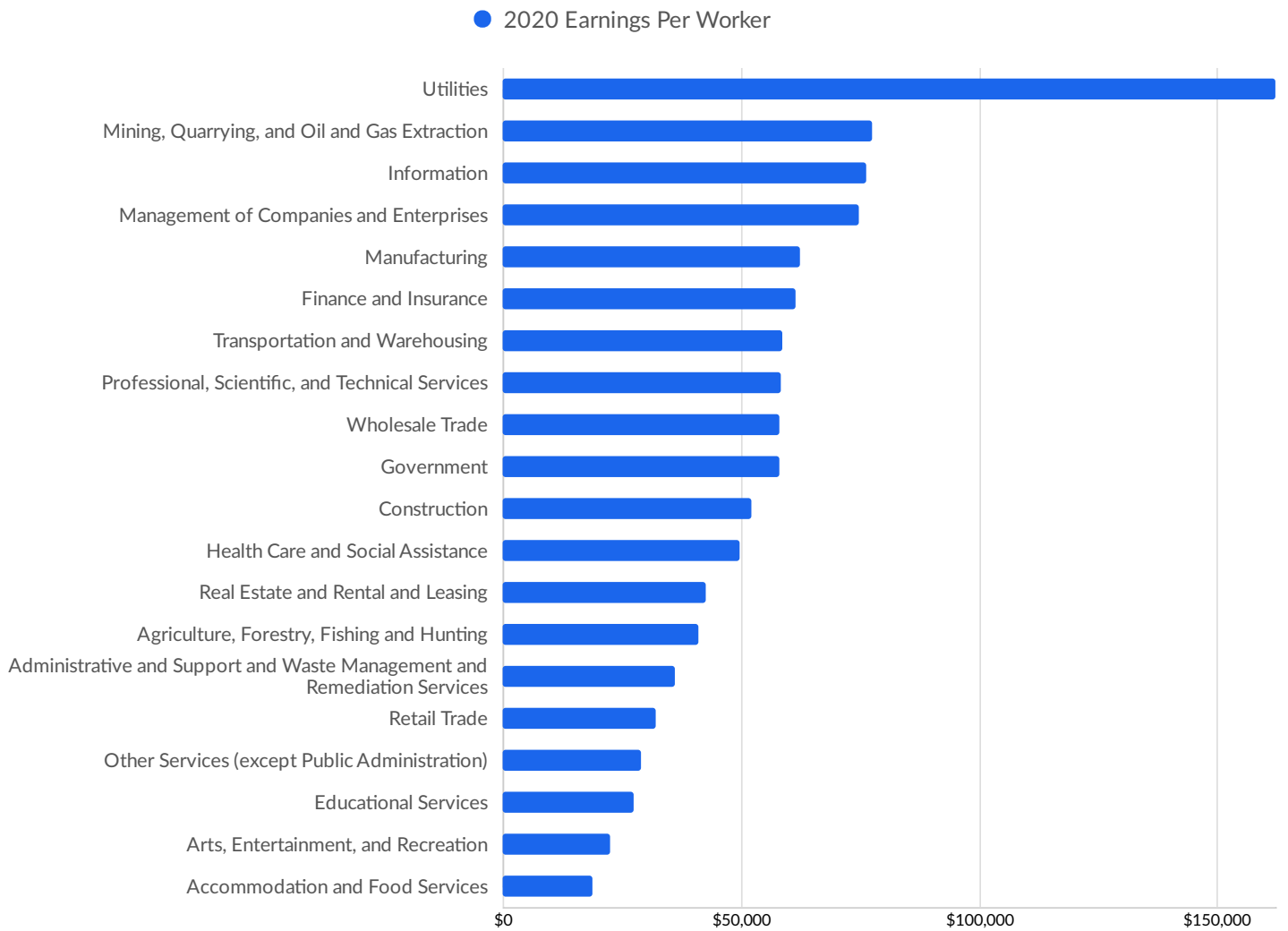
Top Industry LQ



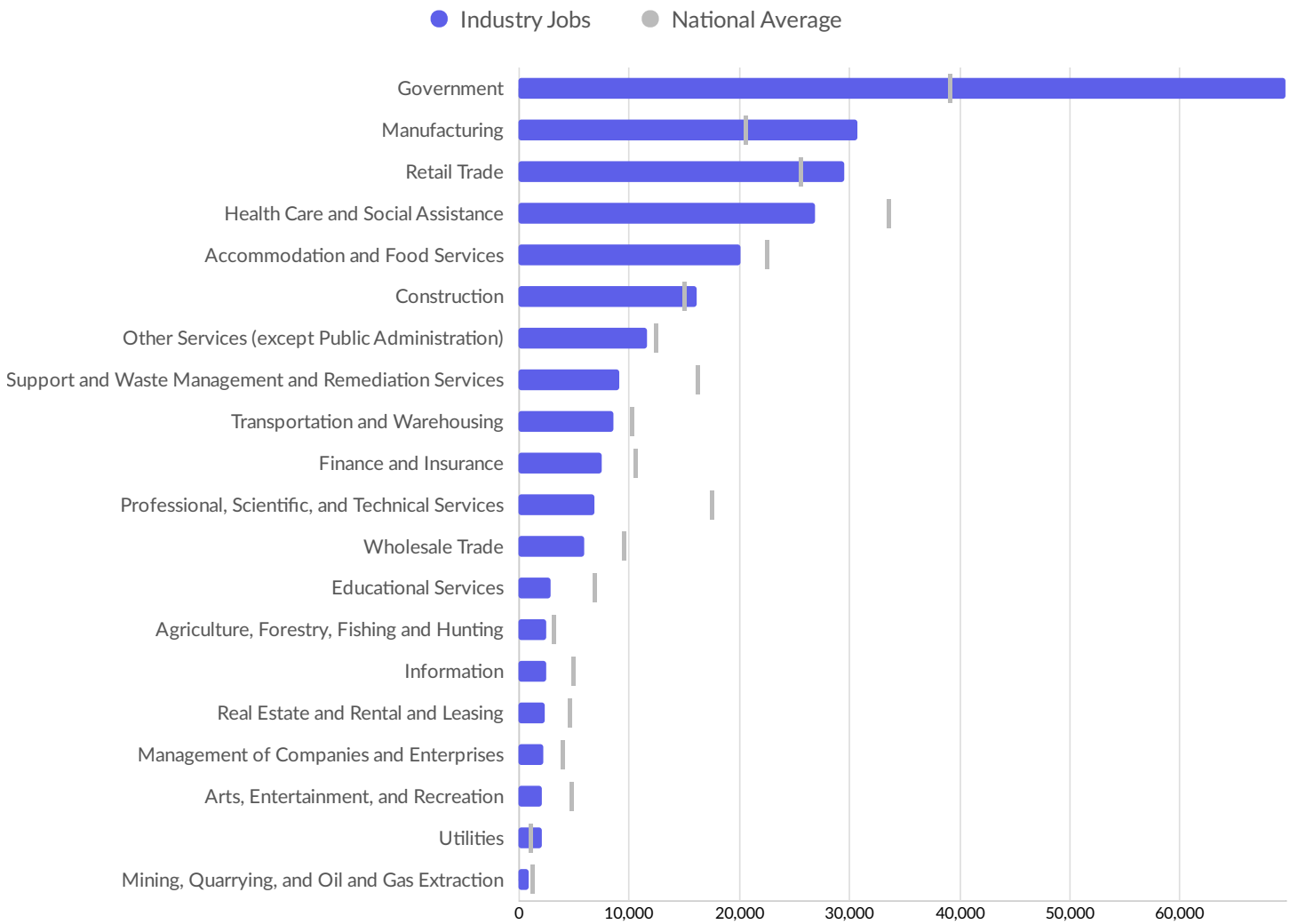
Top Industry GRP



Top Industry Earnings











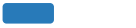

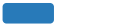








Largest Industries



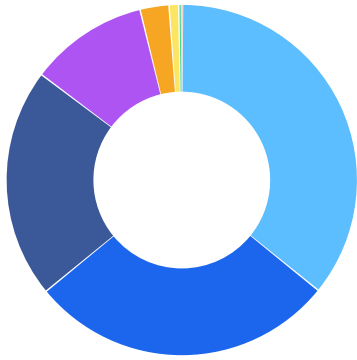
Business Characteristics

28,894 Companies Employ Your Workers

Online profiles for your workers mention 28,894 companies as employers, with the top 10 appearing below. In the last 12 months, 6,090 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
United States Department of th...	1,400 	CRST International, Inc.	4,520 
Missouri Department of Public S...	1,093 	Platinum Supplemental Insuranc...	2,428 
Wal-Mart, Inc.	710 	Hogan Transports Inc	2,173 
University of Missouri	536 	Corizon Health, Inc.	1,973 
Missouri S & T	450 	Dollar General Corporation	1,599 
Capital Region Medical Center	307 	U.S. Xpress, Inc.	1,556 
Sunbelt Home Health Care Inc	280 	Anthem, Inc.	1,300 
Ameren Corporation	253 	Transland, Inc.	1,192 
McDonald's Corporation	236 	USA Truck, Inc.	987 
SSM Health Care Corporation	226 	Pegasus Transportation, Inc.	898 

Business Size

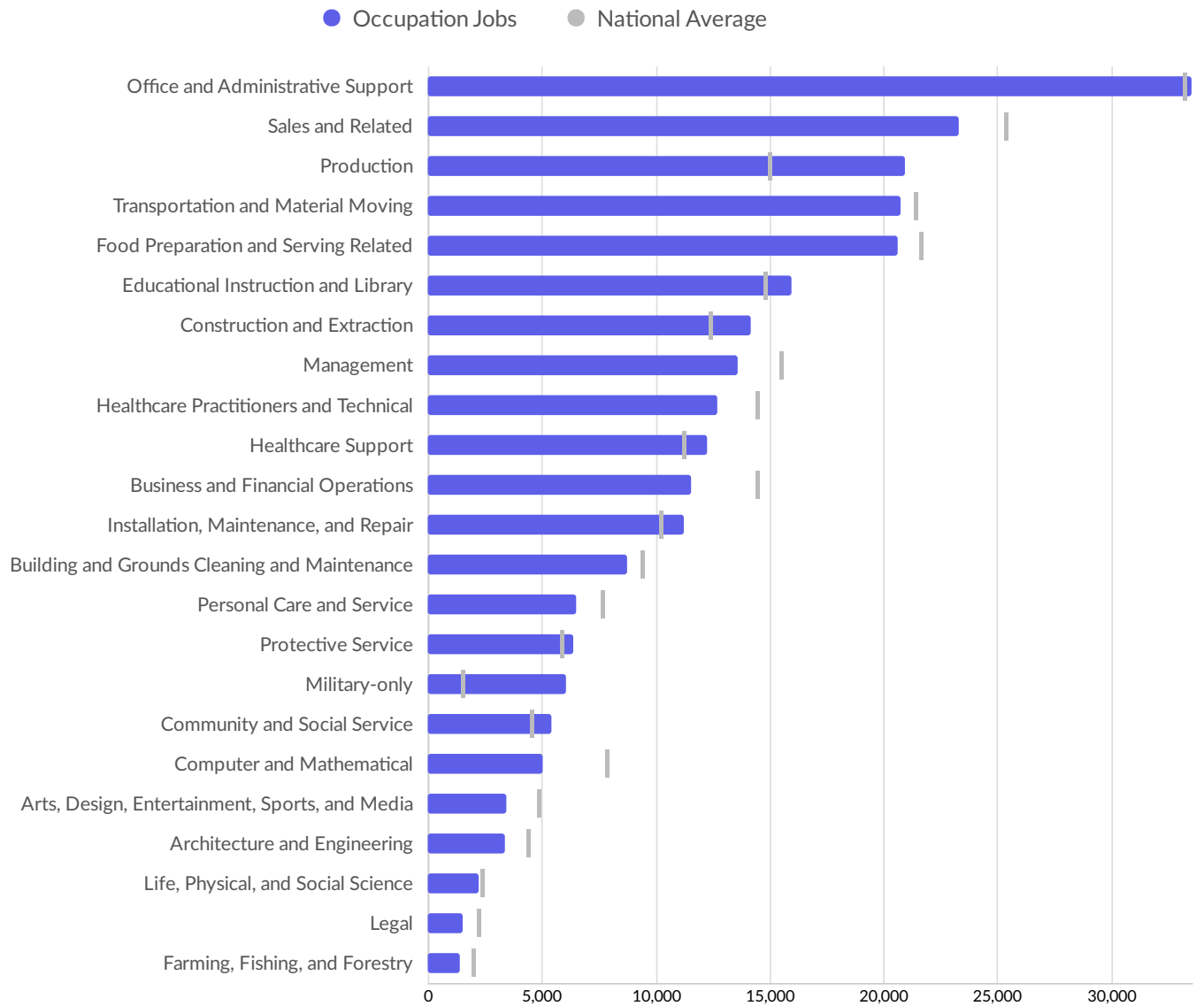


	Percentage	Business Count
1 to 4 employees	35.8%	8,133
5 to 9 employees	28.3%	6,427
10 to 19 employees	21.2%	4,819
20 to 49 employees	10.9%	2,483
50 to 99 employees	2.7%	606
100 to 249 employees	0.9%	202
250 to 499 employees	0.3%	58
500+ employees	0.1%	21

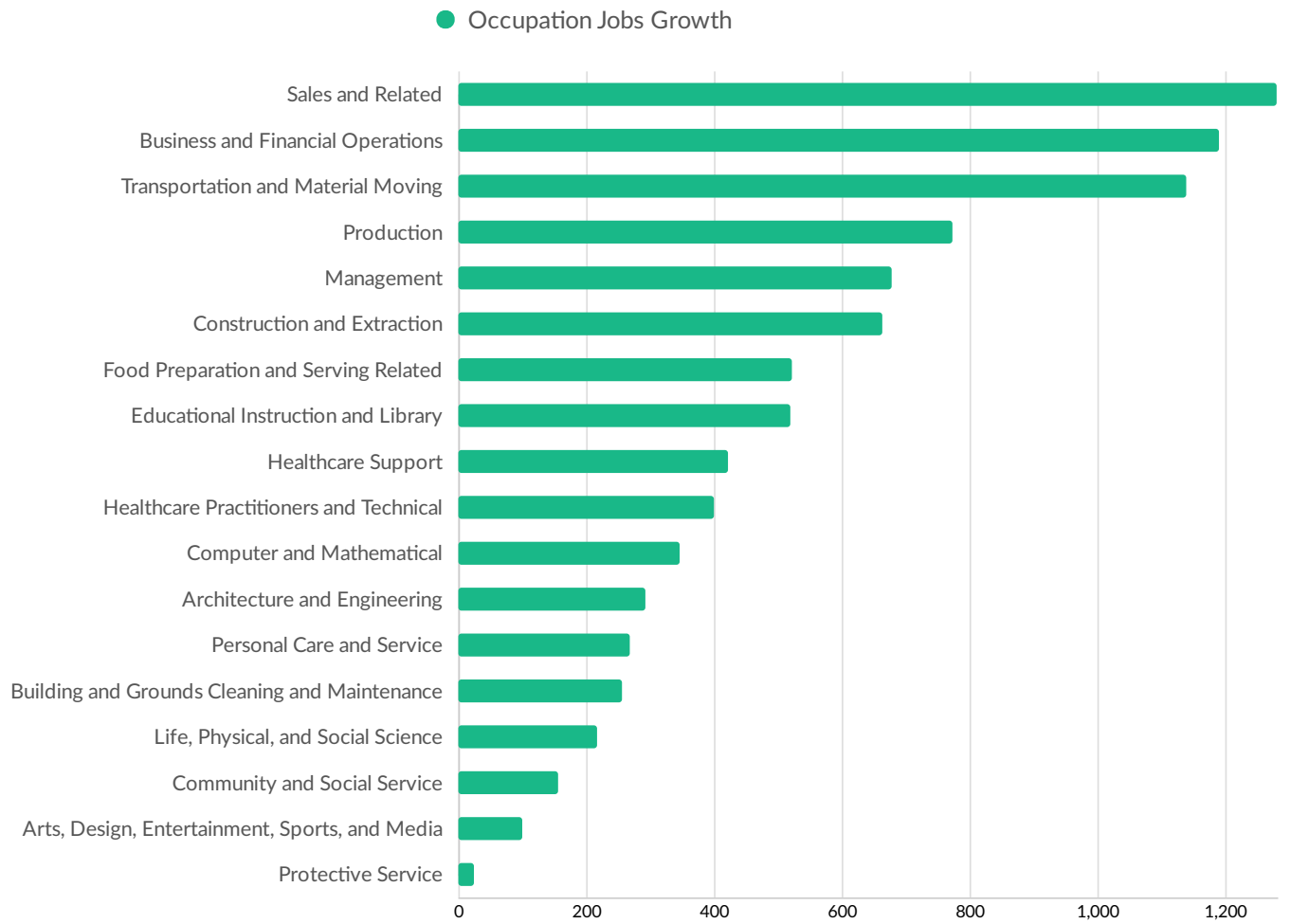
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

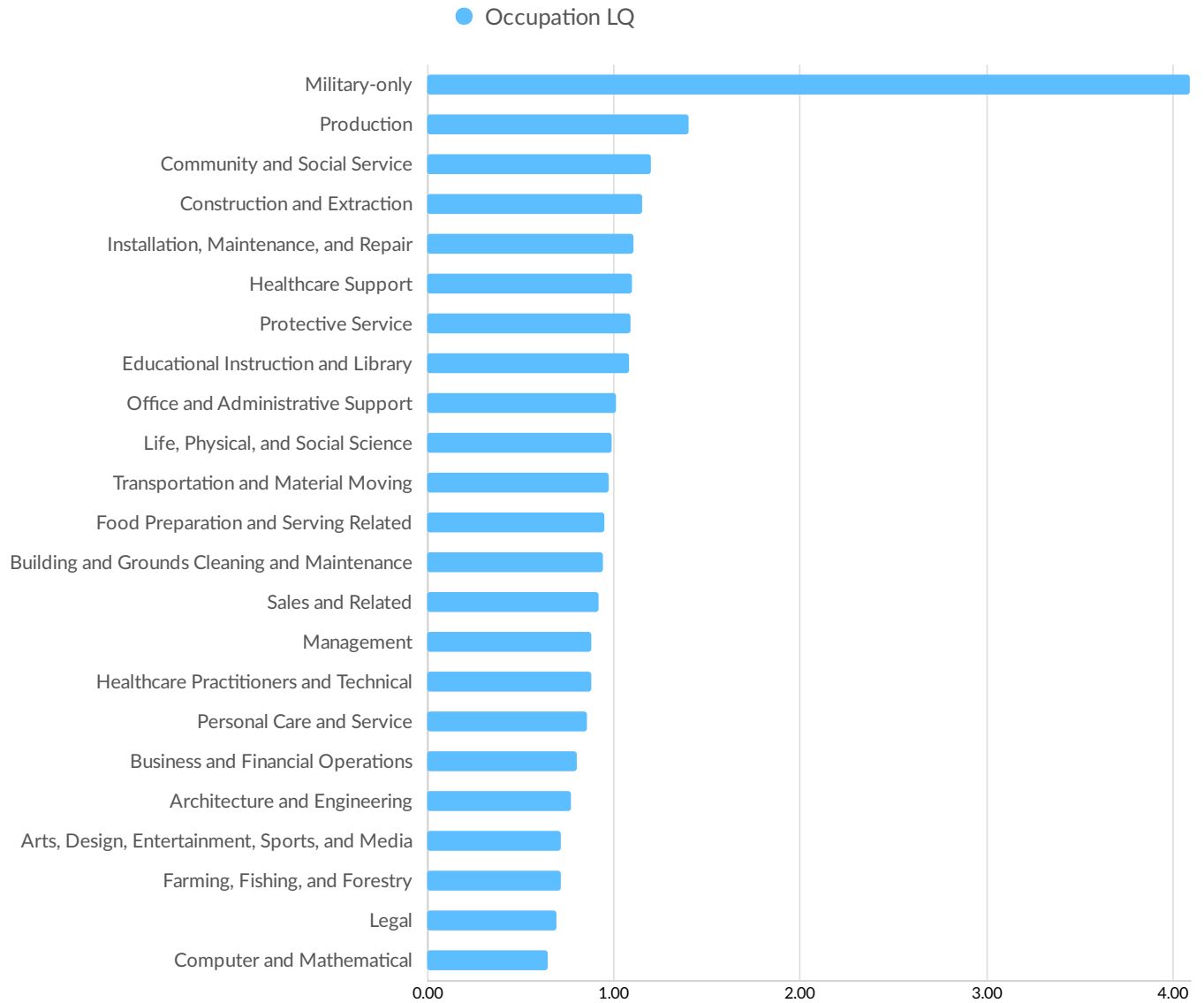
Largest Occupations



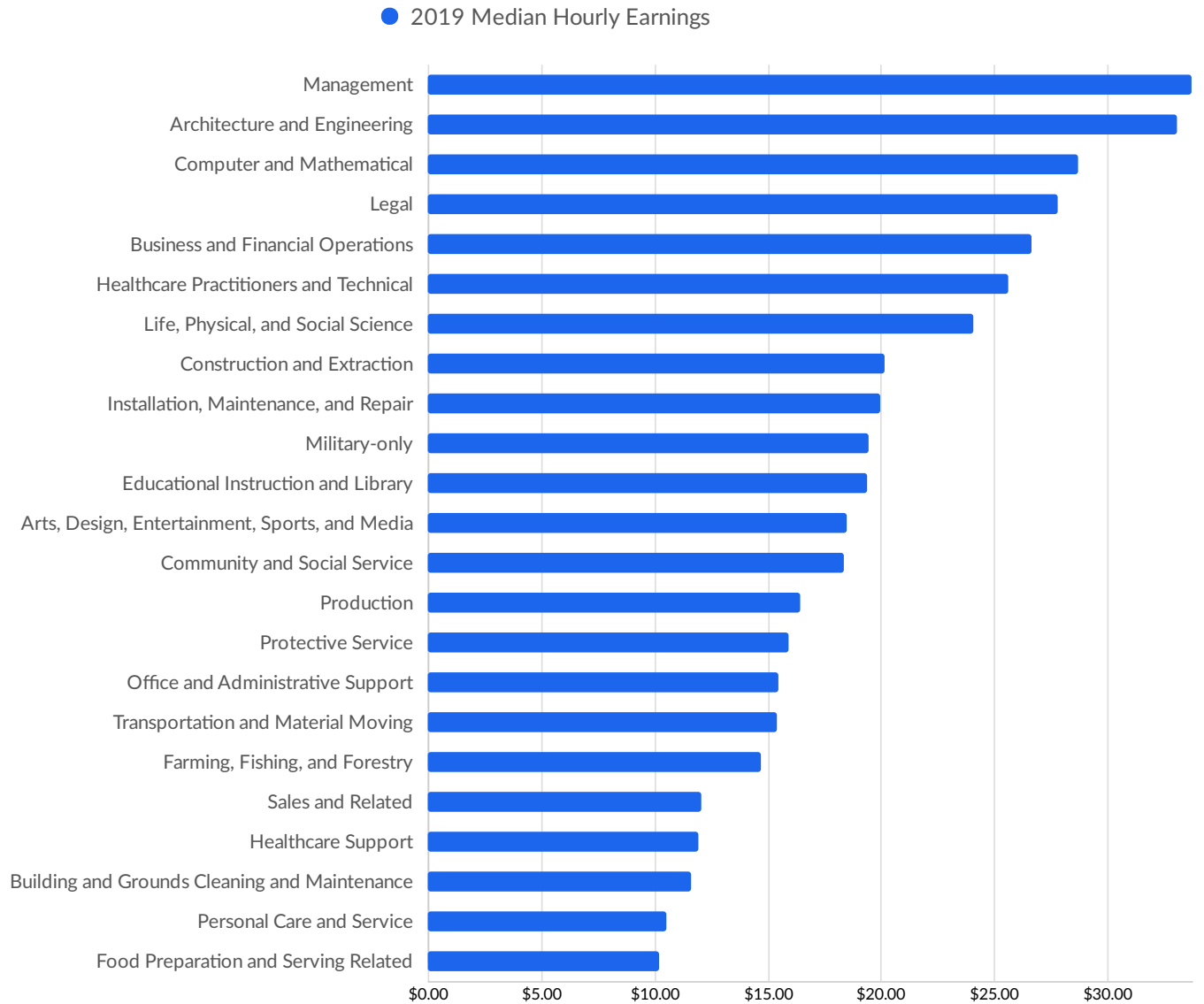
Top Growing Occupations



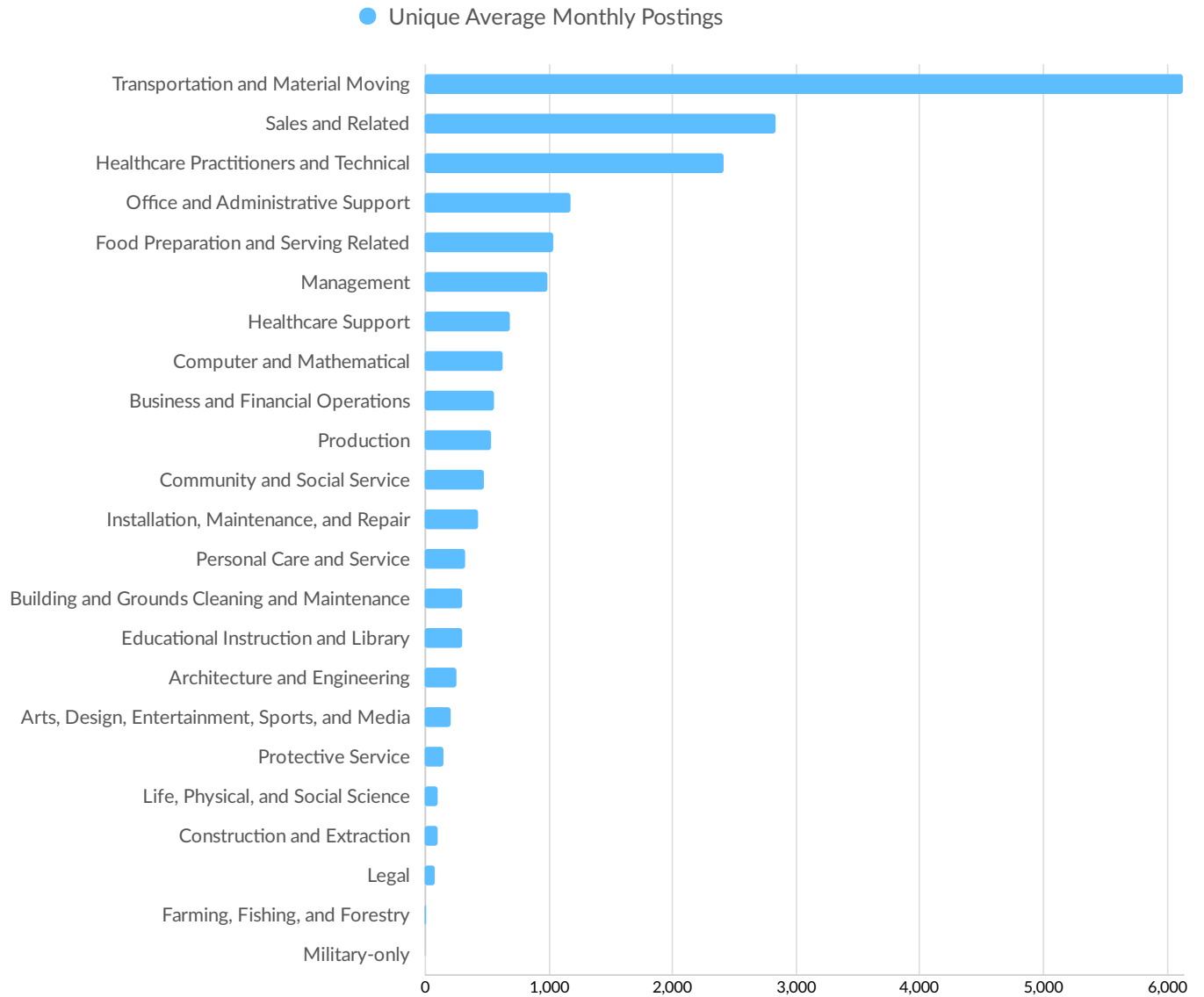
Top Occupation LQ



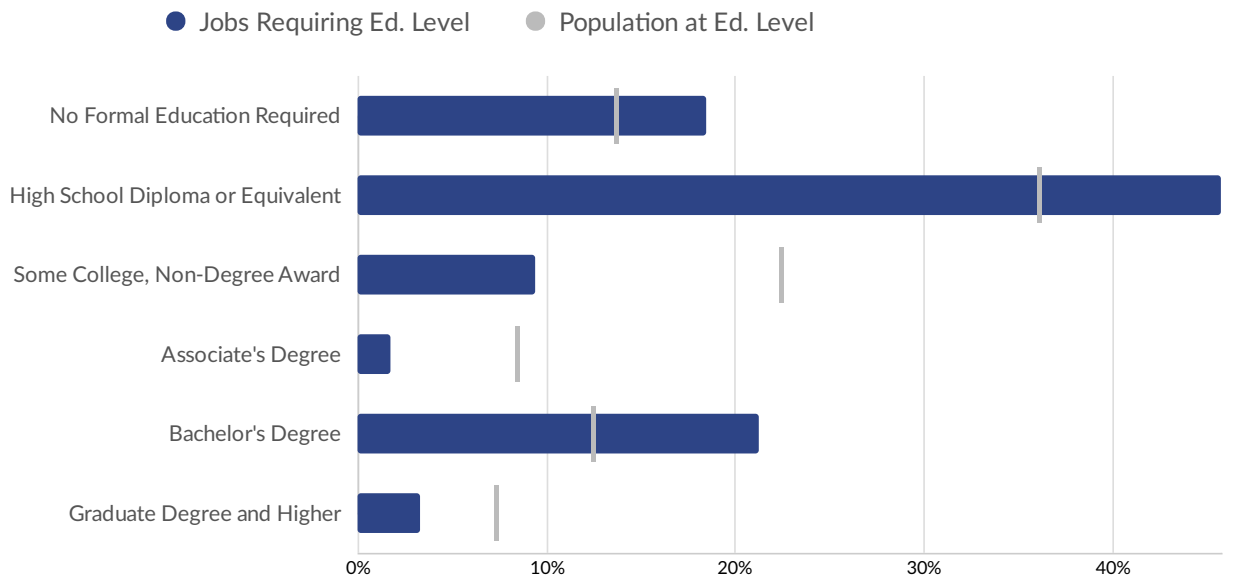
Top Occupation Earnings



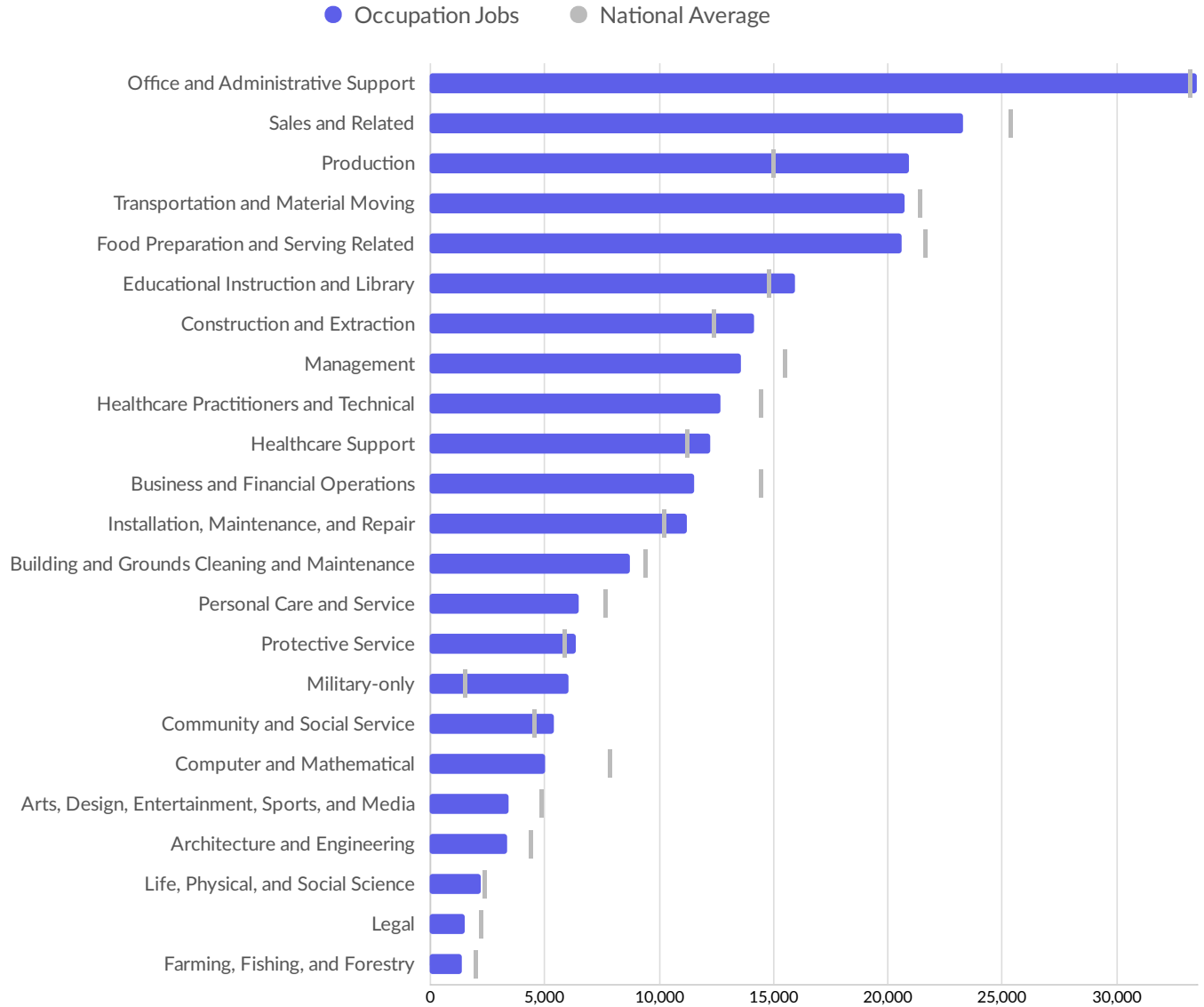
Top Posted Occupations



Underemployment



Largest Occupations



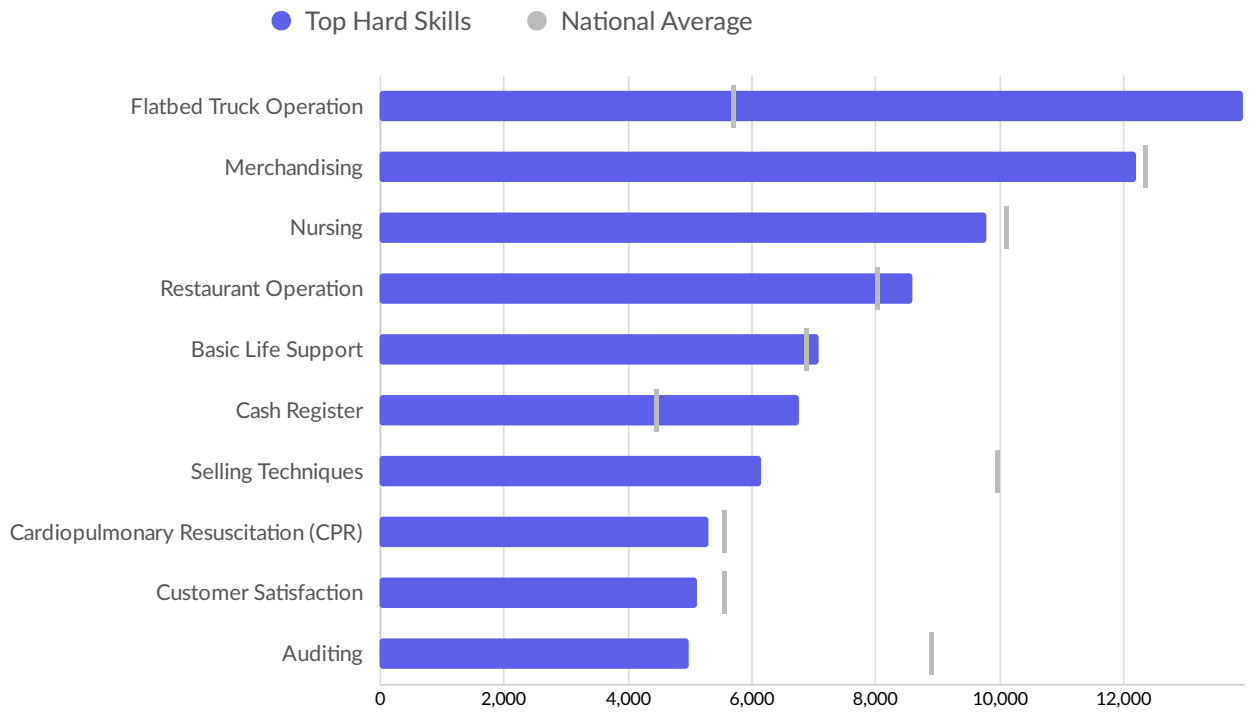
Educational Pipeline

In 2019, there were 5,496 graduates in Extension East Central. This pipeline has shrunk by 2% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, General Studies, and "Educational Leadership and Administration, General".

School	Total Graduates (2019)	Graduate Trend (2015 - 2019)
Missouri University of Science and Technology	2,017	
William Woods University	785	
Mineral Area College	640	
State Technical College of Missouri	586	
East Central College	524	
Lincoln University	454	
Westminster College	194	
Rolla Technical Institute/Center	102	
Merrell University of Beauty Arts and Science	36	
Metro Business College-Jefferson City	35	

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher

In-Demand Skills



Appendix A (Geographies)

Code	Description	Code	Description
29027	Callaway County, MO	29139	Montgomery County, MO
29051	Cole County, MO	29151	Osage County, MO
29055	Crawford County, MO	29161	Phelps County, MO
29065	Dent County, MO	29169	Pulaski County, MO
29071	Franklin County, MO	29186	Ste. Genevieve County, MO
29073	Gasconade County, MO	29187	St. Francois County, MO
29113	Lincoln County, MO	29219	Warren County, MO
29125	Maries County, MO	29221	Washington County, MO
29131	Miller County, MO		