



# Missouri Economy Indicators

## Online Microbusiness Concentrations

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In 2023, Missouri saw over 90,000 business applications, a 53% increase from 2019, sparking curiosity about the surge in new business starts. Of particular interest are online microbusinesses, a growing business segment capitalizing on rising demand for e-commerce products and services. Although online microbusinesses are complex to track with U.S. Census or Bureau of Labor Statistics data, [GoDaddy](#)'s monthly report on more than 20 million U.S. online microbusinesses can offer insights.

A 2024 national survey of online microbusinesses shows they are typically very small, with roughly half as sole entrepreneurs and another 30% with two to four employees. Most owners use their microbusiness for supplemental pay, but a majority want to grow it into a primary income source. Roughly 60% of microbusinesses make less than \$5,000 a month in income, while 25% bring in more than \$10,000 a month. Bucking the idea that younger entrepreneurs lead online business creation, three-quarters of owners are between the ages of 35 and 64.

### Microbusiness Density Increases in Metro and Recreational Areas

Missouri had nearly 283,000 active microbusinesses in early 2024, equating to 5.9 microbusinesses for every 100 adult Missourians, up from a density of 5.5 in 2020. However, that figure remains below the U.S. average (8.7). Metro counties in Missouri and across the U.S. had microbusiness concentrations at least 33% higher than those in nonmetro areas. A lack of rural broadband access was a contributing factor to this gap.

Using U.S. Department of Agriculture [economic dependency](#) county classifications, Missouri's diversified economies—led by large population metro counties—and recreation-dependent communities had higher concentrations of microbusinesses. Conversely, farm- and mining-dependent counties, typically with smaller populations, had lower microbusiness rates.

### Missouri and U.S. Microbusiness Density

Businesses per 100 Adults by County Type

	Missouri By Area Q1 2024	U.S. Q1 2024
<b>Total</b>	<b>5.9</b>	<b>8.7</b>
Metro Counties	6.9	9.5
Nonmetro Counties	3.0	4.0
By County Economic Type		
Diversified	6.6	9.3
Recreation-Dependent	6.3	11.1
Fed./State Gov.-Dependent	4.5	6.8
Manufacturing-Dependent	3.0	4.6
Farm-Dependent	2.6	3.0
Mining-Dependent	1.7	7.8

Source: MU Extension graphic using GoDaddy Microbusiness county data for the first quarter of 2024.

Missouri's economically diverse counties had the highest concentrations of microbusinesses, mirroring the surge in business starts in these areas (see [Business Application Trends](#)). Recreation-dependent counties, which are tourist and retiree destinations like Camden (Lake of the Ozarks) and Taney (Branson), had notably higher microbusiness concentrations. Research has highlighted the decades-long trend of populations and

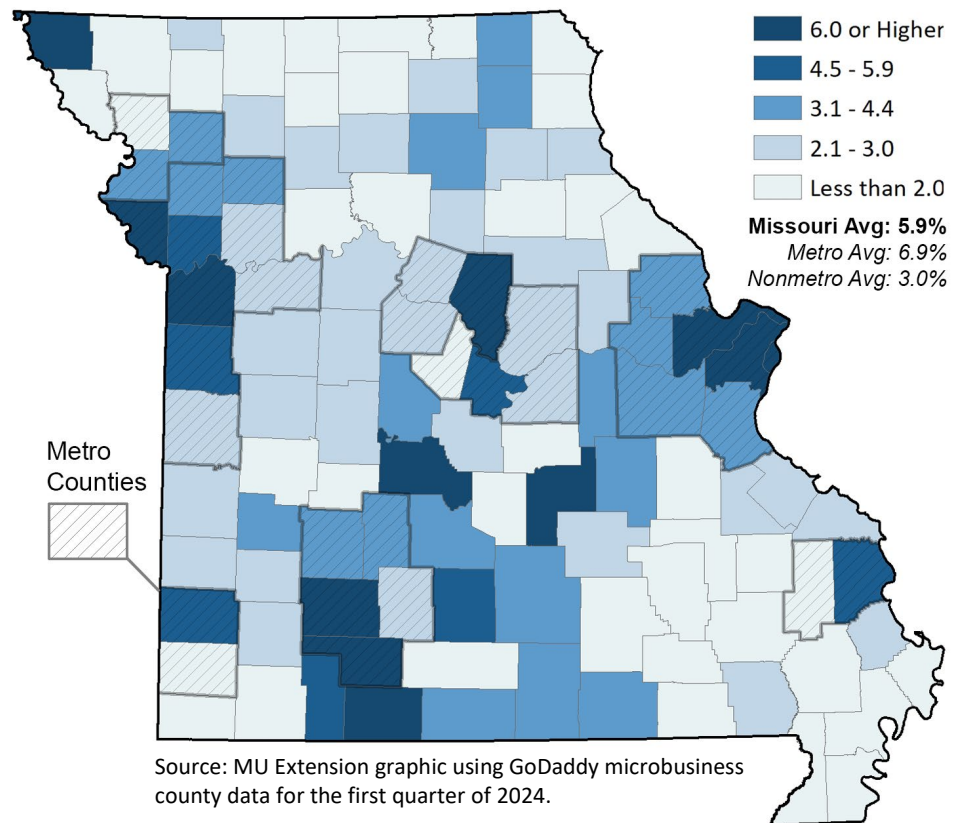
entrepreneurs migrating to rural areas with [natural amenities](#). This trend could accelerate as better broadband availability and work location flexibility make these areas even more attractive to live and work.

## Microbusiness Density

Microbusiness density in Missouri was 5.9 in the first quarter of 2024. Among Missouri's bordering states, Oklahoma and Illinois had the highest densities at 9.0 and 8.4, respectively; Arkansas (3.7) and Kentucky (4.1) had the lowest.

Microbusiness density was higher in Missouri's metro areas, especially in densely populated counties such as St. Louis, St. Charles and Jackson. Several nonmetro counties around Branson (Taney, Christian, Stone) and the Lake of the Ozarks (Camden) also had higher microbusiness densities. Nonmetro Phelps County, home of the Missouri University of Science and Technology, also had a high concentration of microbusinesses.

### Missouri Microbusiness Density by County



The national survey of microbusiness owners found that 66% had at least a bachelor's degree, compared to 36% of the general U.S. population. Most nonmetro counties with the highest microbusiness densities also had above-average shares of households with at least a bachelor's degree, compared to the U.S. nonmetro average (22%).

## Additional Notes and Resources

- Visit Exceed's interactive [Microbusiness Dashboard](#) to see how your county compares to similar Missouri and U.S. areas. The dashboard shows GoDaddy's 2019-24 microbusiness density data so you can see trends over time and by different county characteristics.
- Missouri [Small Business Development Centers](#) (SBDC) offer free resources and counseling to Missourians interested in scaling a part-time microbusiness into a full-time operation.

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All Missouri Economy Indicators briefs in this series are available at <http://muext.us/MissouriEconomyIndicators>

Authors: Alan Spell, Assistant Extension Professor, [alan.spell@missouri.edu](mailto:alan.spell@missouri.edu)  
Natalia Filimonova, Visiting Scholar, [nfd5c@missouri.edu](mailto:nfd5c@missouri.edu)