

Extension Northeast



Extension
University of Missouri

Missouri

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Report Parameters

19 Counties

29001	Adair County, MO	29103	Knox County, MO
29007	Audrain County, MO	29111	Lewis County, MO
29019	Boone County, MO	29115	Linn County, MO
29045	Clark County, MO	29121	Macon County, MO
29089	Howard County, MO	<i>See Appendix A for all 19 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

410,876

Population (2023)

Population **grew by 5,419** over the last 5 years and is projected to **grow by 9,397** over the next 5 years.

195,412

Total Regional Employment

Jobs **decreased by 75** over the last 5 years but are projected to **grow by 7,479** over the next 5 years.

\$61.8K

Avg. Earnings Per Job (2023)

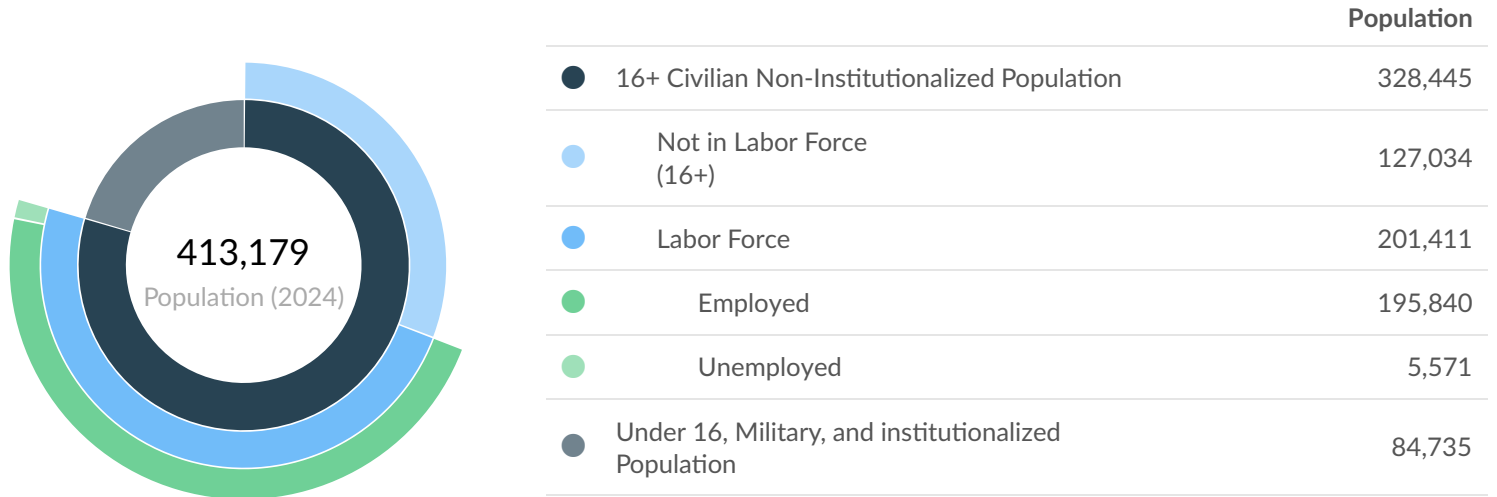
Regional average earnings per job are **\$21.5K below** the national average earnings of \$83.3K per job.

Takeaways

- As of 2023 the region's population **increased by 1.3%** since 2018, growing by 5,419. Population is expected to **increase by 2.3%** between 2023 and 2028, adding 9,397.
- From 2018 to 2023, jobs **declined by 0.0%** in Extension Northeast from 195,487 to **195,412**. This change **fell short of the national growth rate of 4.5% by 4.5%**. As the number of jobs declined, the **labor force participation rate decreased from 62.6% to 61.0% between 2018 and 2023**.
- Concerning educational attainment, **19.3% of the selected regions' residents possess a Bachelor's Degree** (1.8% below the national average), and **8.0% hold an Associate's Degree** (0.9% below the national average).
- The top three industries in 2023 are Education and Hospitals (State Government), Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

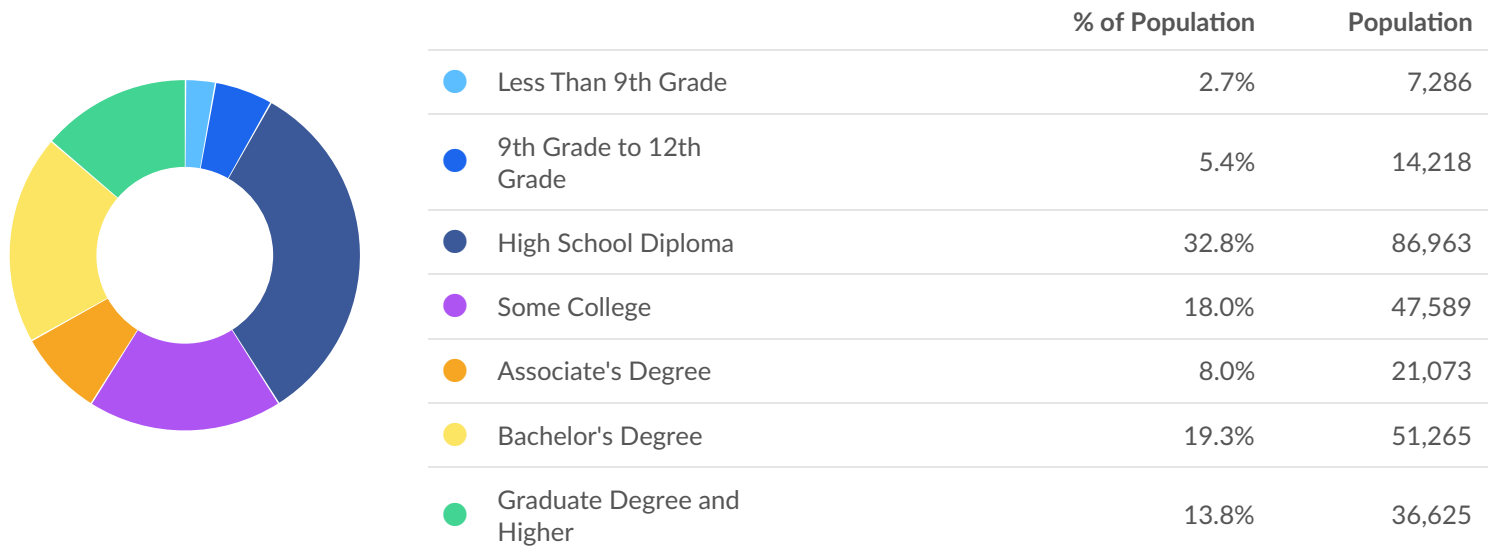
	Population (2024)	Labor Force (Sep 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	413,179	201,411	195,412	91.0	\$22.46B	\$30.57B	\$31.21B
State	6,218,203	3,140,328	3,249,071	90.5	\$420.73B	\$375.70B	\$432.77B

Sep 2024 Labor Force Breakdown



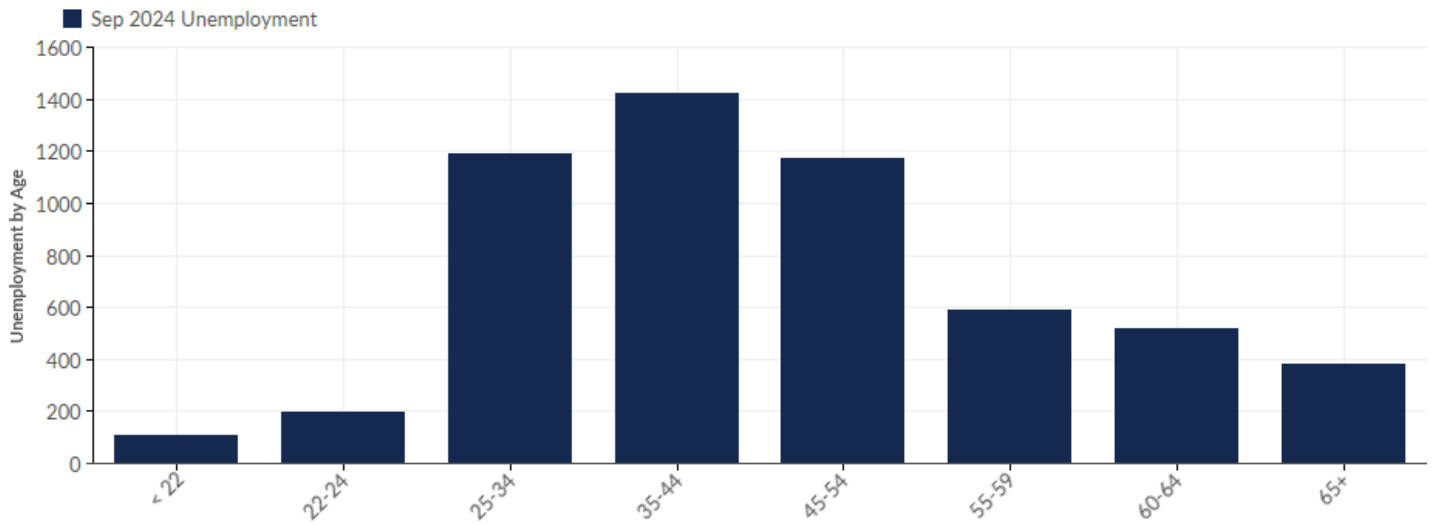
Educational Attainment

Concerning educational attainment, **19.3% of the selected regions' residents possess a Bachelor's Degree** (1.8% below the national average), and **8.0% hold an Associate's Degree** (0.9% below the national average).



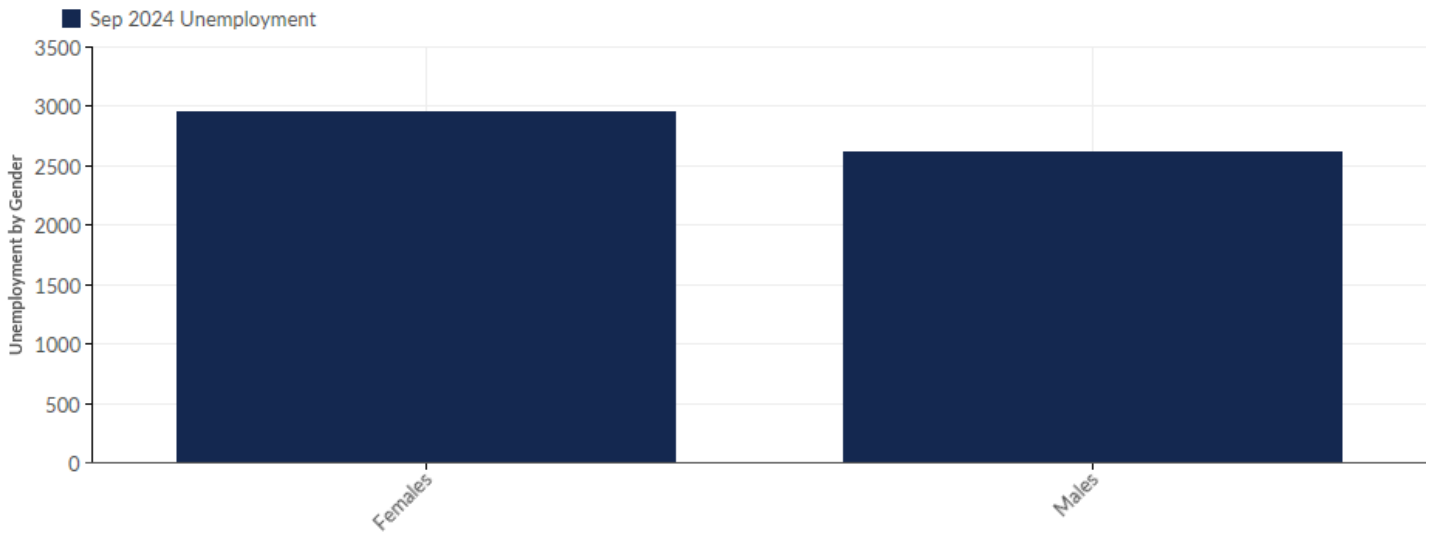
Unemployment by Demographics

Unemployment by Age



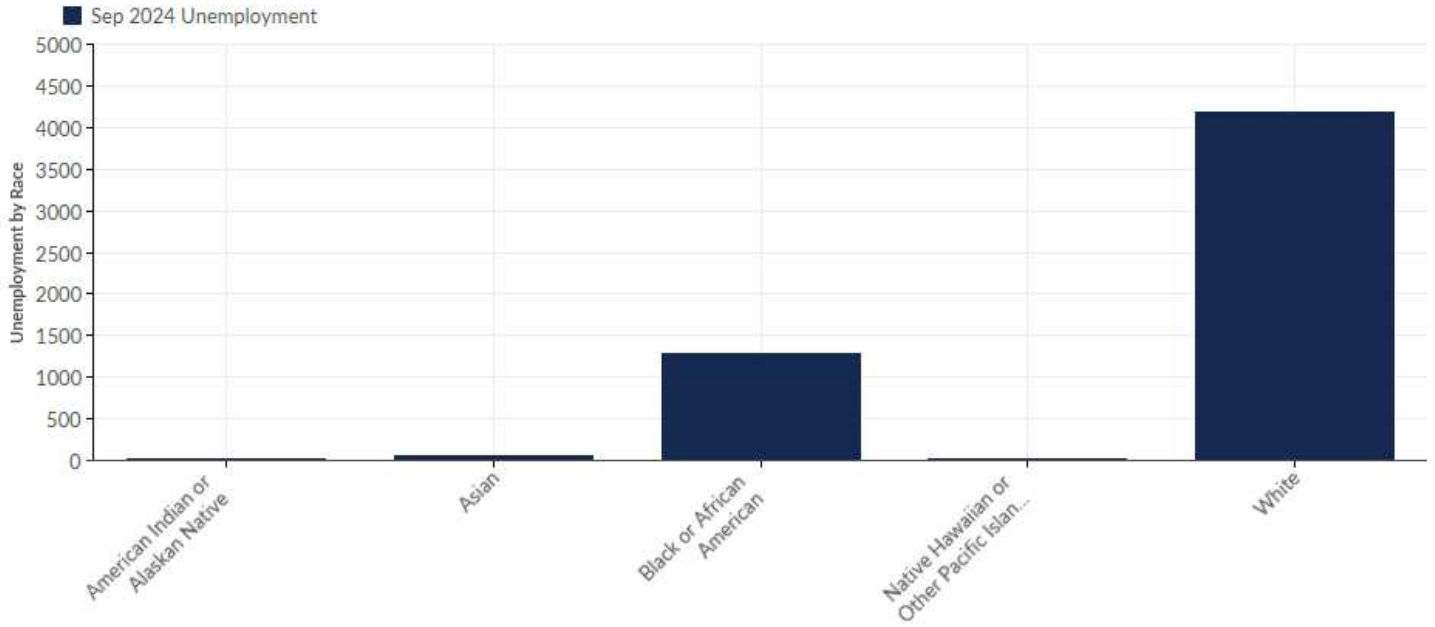
Age	Unemployment (Sep 2024)	% of Unemployed
< 22	109	1.96%
22-24	195	3.50%
25-34	1,190	21.36%
35-44	1,422	25.53%
45-54	1,169	20.98%
55-59	587	10.54%
60-64	519	9.32%
65+	381	6.84%
Total	5,571	100.00%

Unemployment by Gender



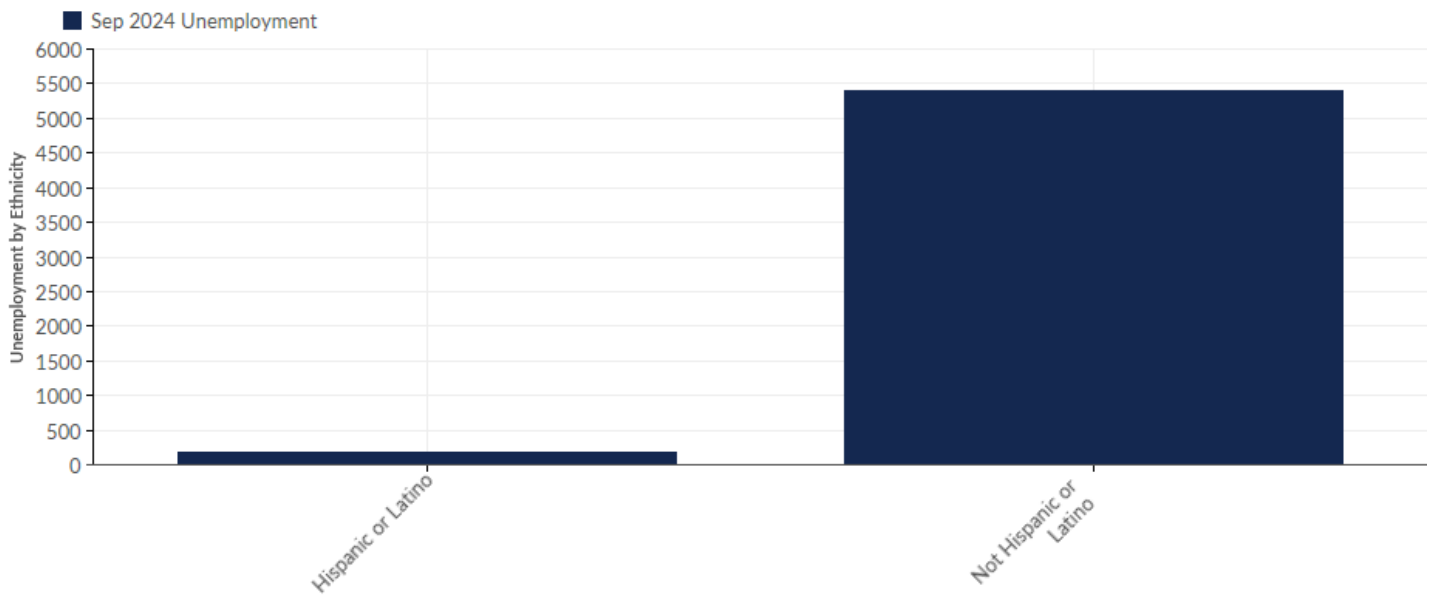
Gender	Unemployment (Sep 2024)	% of Unemployed
Females	2,954	53.02%
Males	2,617	46.98%
Total	5,571	100.00%

Unemployment by Race



Race	Unemployment (Sep 2024)	% of Unemployed
American Indian or Alaskan Native	26	0.47%
Asian	59	1.06%
Black or African American	1,275	22.89%
Native Hawaiian or Other Pacific Islander	25	0.45%
White	4,186	75.14%
Total	5,571	100.00%

Unemployment by Ethnicity

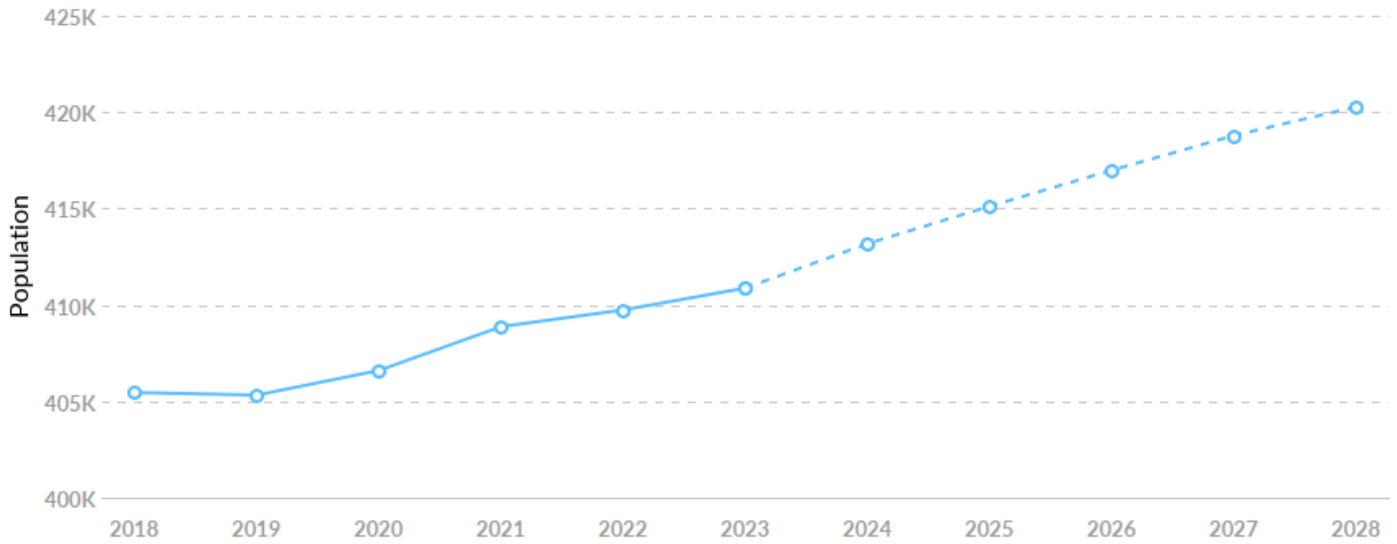


Ethnicity	Unemployment (Sep 2024)	% of Unemployed
Hispanic or Latino	181	3.25%
Not Hispanic or Latino	5,390	96.75%
Total	5,571	100.00%

Historic & Projected Trends

Population Trends

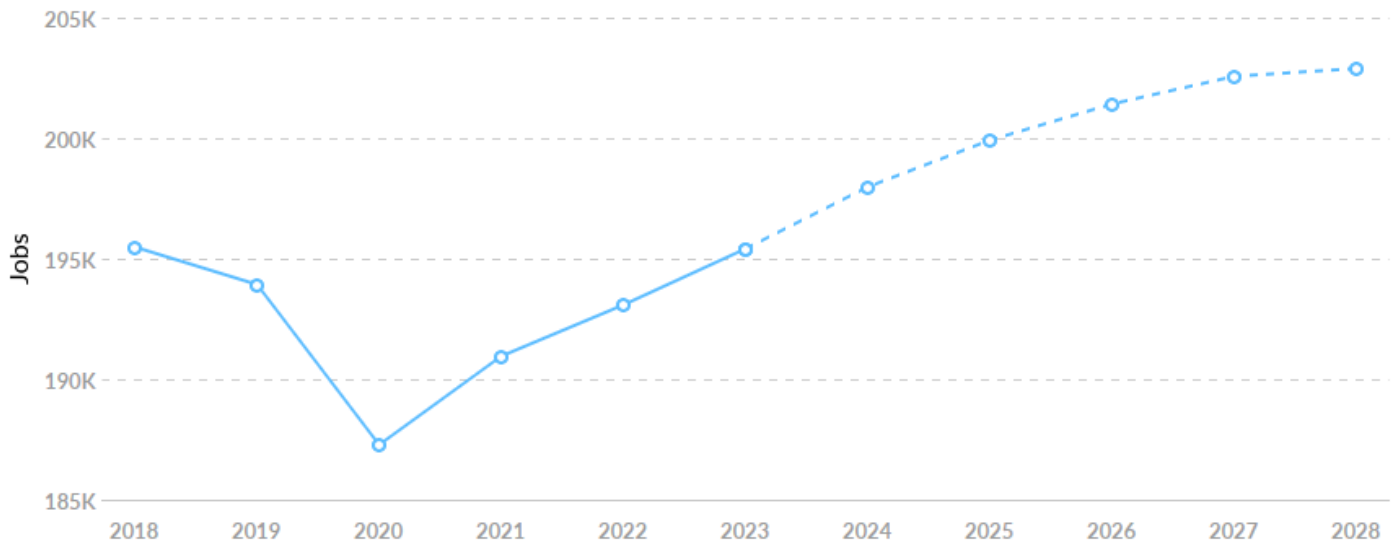
As of 2023 the region's population increased by 1.3% since 2018, growing by 5,419. Population is expected to increase by 2.3% between 2023 and 2028, adding 9,397.



Timeframe	Population
2018	405,457
2019	405,323
2020	406,601
2021	408,874
2022	409,738
2023	410,876
2024	413,179
2025	415,117
2026	416,987
2027	418,786
2028	420,273

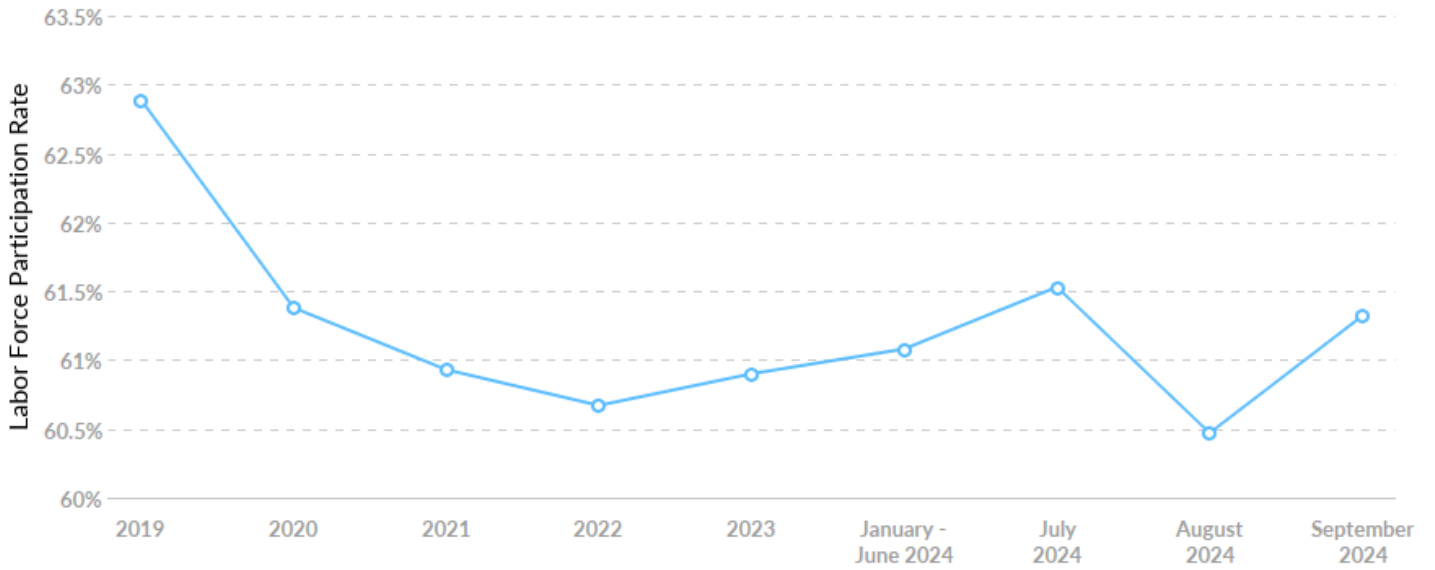
Job Trends

From 2018 to 2023, jobs declined by 0.0% in Extension Northeast from 195,487 to 195,412. This change fell short of the national growth rate of 4.5% by 4.5%.



Timeframe	Jobs
2018	195,487
2019	193,930
2020	187,276
2021	190,953
2022	193,082
2023	195,412
2024	197,976
2025	199,916
2026	201,418
2027	202,566
2028	202,891

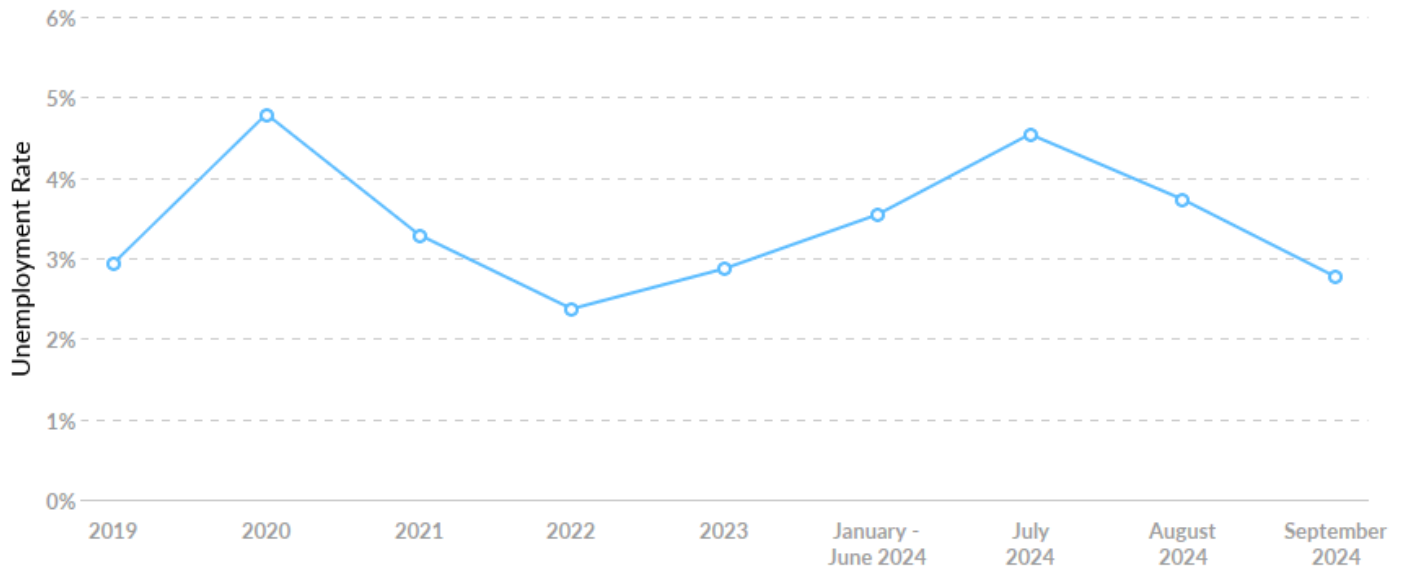
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	62.89%
2020	61.38%
2021	60.93%
2022	60.67%
2023	60.90%
January - June 2024	61.08%
July 2024	61.53%
August 2024	60.47%
September 2024	61.32%

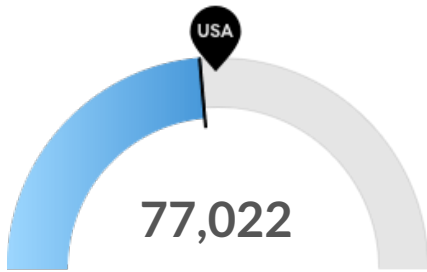
Unemployment Rate Trends

Your areas had a September 2024 unemployment rate of 2.77%, **decreasing from 2.94% 5 years before.**



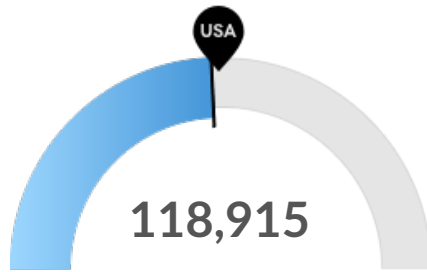
Timeframe	Unemployment Rate
2019	2.94%
2020	4.79%
2021	3.29%
2022	2.37%
2023	2.87%
January - June 2024	3.54%
July 2024	4.54%
August 2024	3.73%
September 2024	2.77%

Population Characteristics



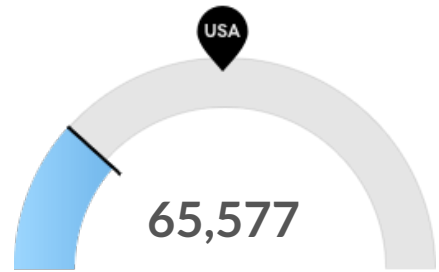
Millennials

Your area has 77,022 millennials (ages 25-39). The national average for an area this size is 83,483.



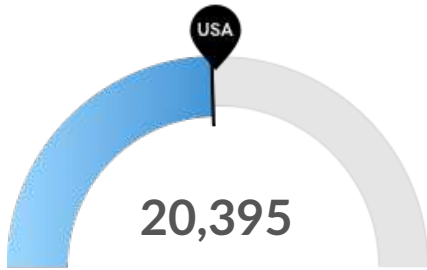
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 124,034 people 55 or older, while there are 118,915 here.



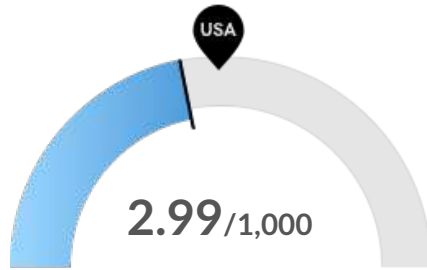
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 171,118 racially diverse people, while there are 65,577 here.



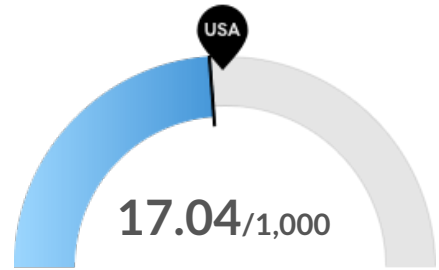
Veterans

Your area has 20,395 veterans. The national average for an area this size is 20,948.



Violent Crime

Your area has 2.99 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

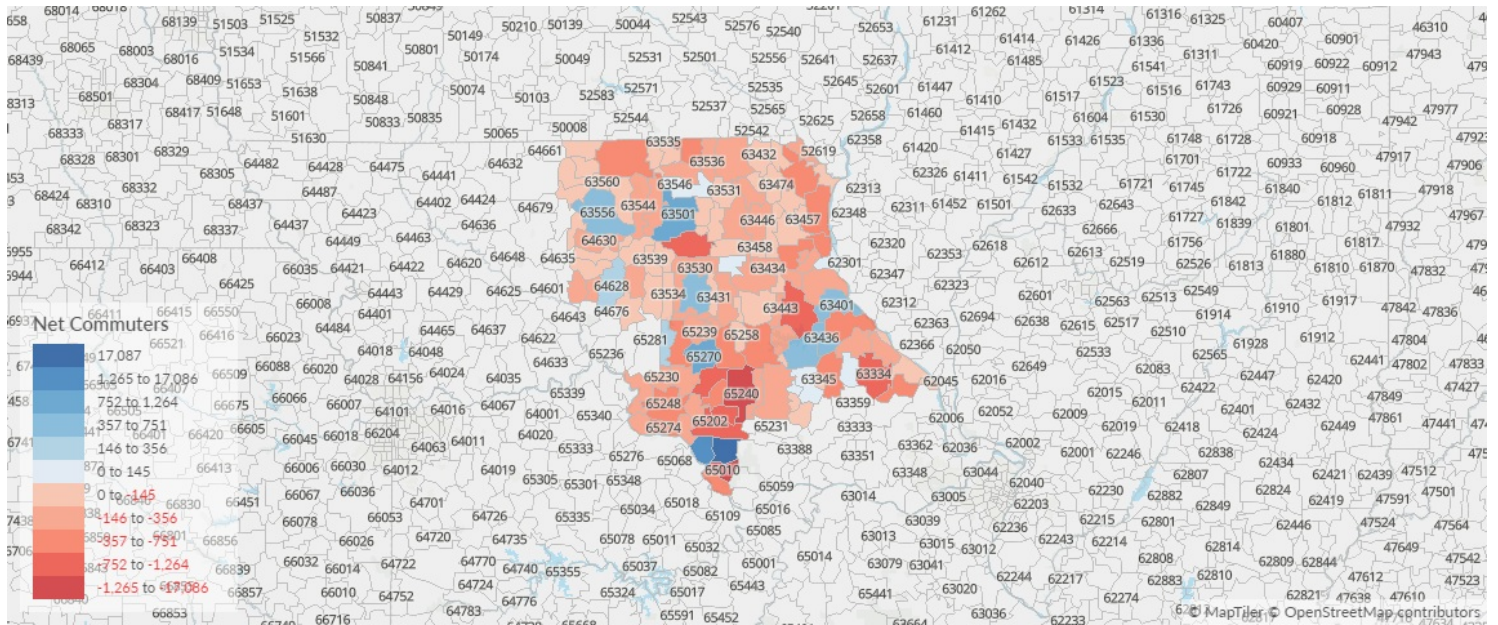


Property Crime

Your area has 17.04 property crimes per 1,000 people. The national rate is 18.22 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. For example, the #1 ranked ZIP for employment ranks #3 for resident workers. The top ZIP for resident workers is 65203.



Where Talent Works

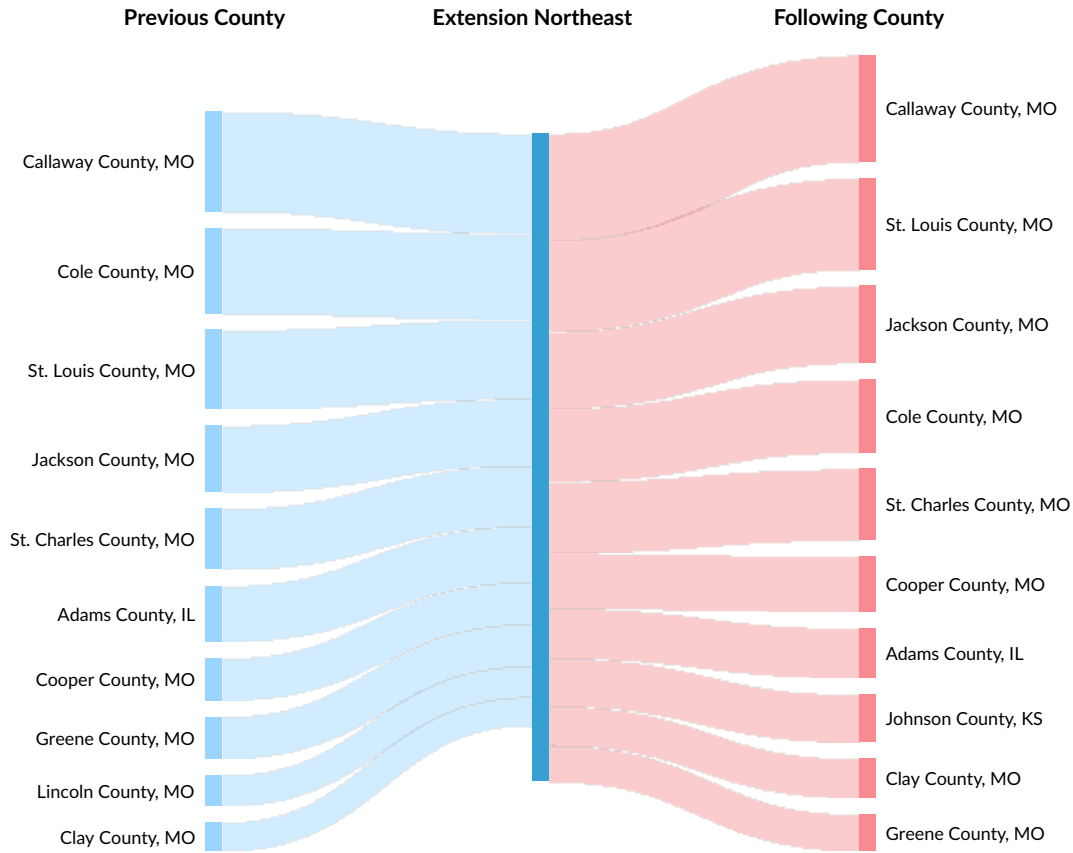
Where Talent Lives

ZIP	Name	2023 Employment	ZIP	Name	2023 Workers
65201	Columbia, MO (in Boon...	33,552	65203	Columbia, MO (in Boon...	25,827
65203	Columbia, MO (in Boon...	27,300	65202	Columbia, MO (in Boon...	22,304
65202	Columbia, MO (in Boon...	21,548	65201	Columbia, MO (in Boon...	16,464
65211	Columbia, MO (in Boon...	15,457	65211	Columbia, MO (in Boon...	15,457
63401	Hannibal, MO (in Mario...	10,733	63401	Hannibal, MO (in Mario...	10,099

Inbound and Outbound Migration

The table below analyzes past and current residents of Extension Northeast. The left column shows residents of other counties migrating to Extension Northeast. The right column shows residents migrating from Extension Northeast to other counties.

As of 2022, **530** people have migrated from Callaway County, MO to Extension Northeast. In the same year, **565** people left Extension Northeast migrating to Callaway County, MO. The total Net Migration for Extension Northeast in 2022 was **-67**.

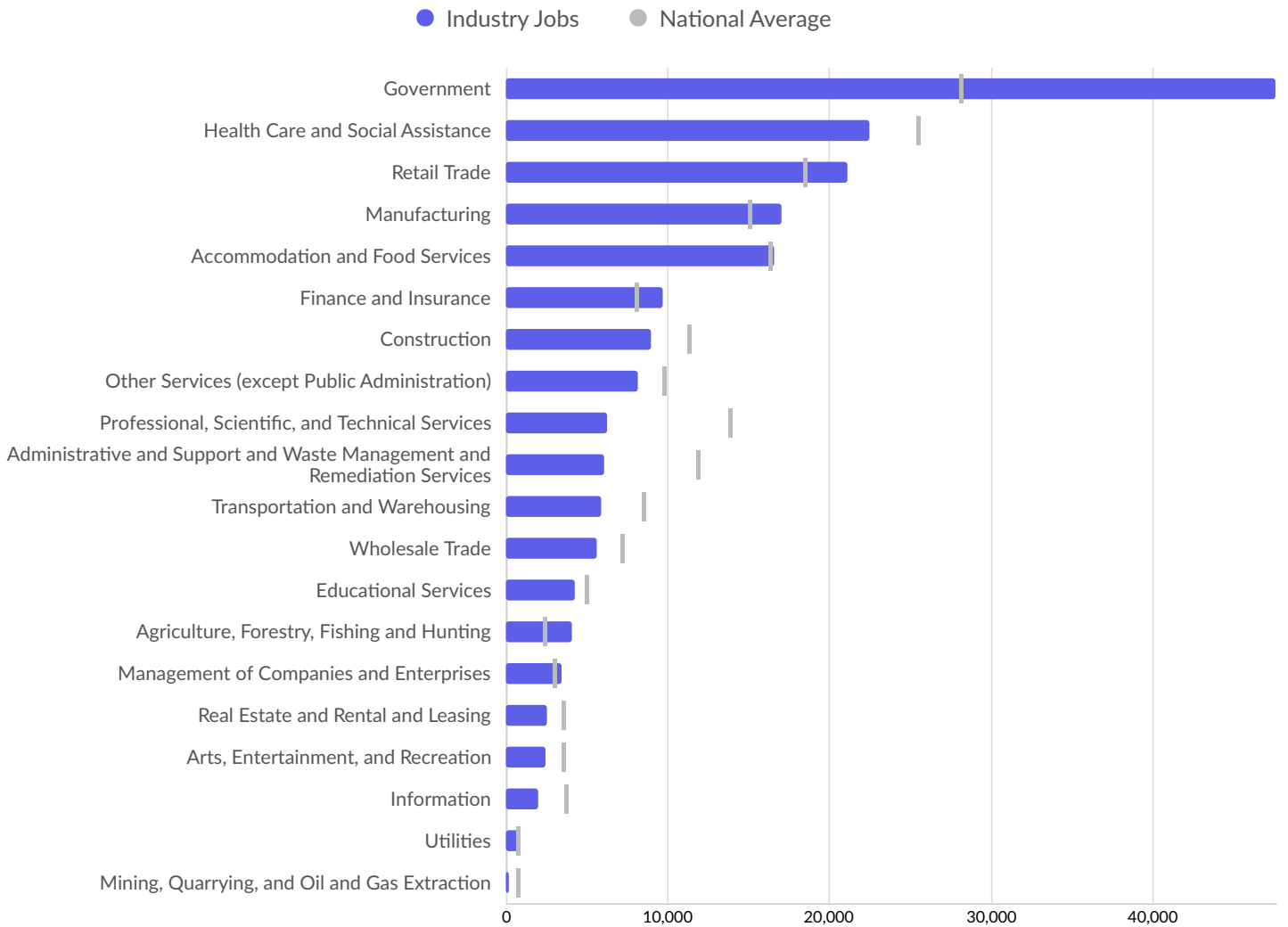


Top Previous Counties	Migrations
Callaway County, MO	530
Cole County, MO	455
St. Louis County, MO	419
Jackson County, MO	354
St. Charles County, MO	321
Adams County, IL	297

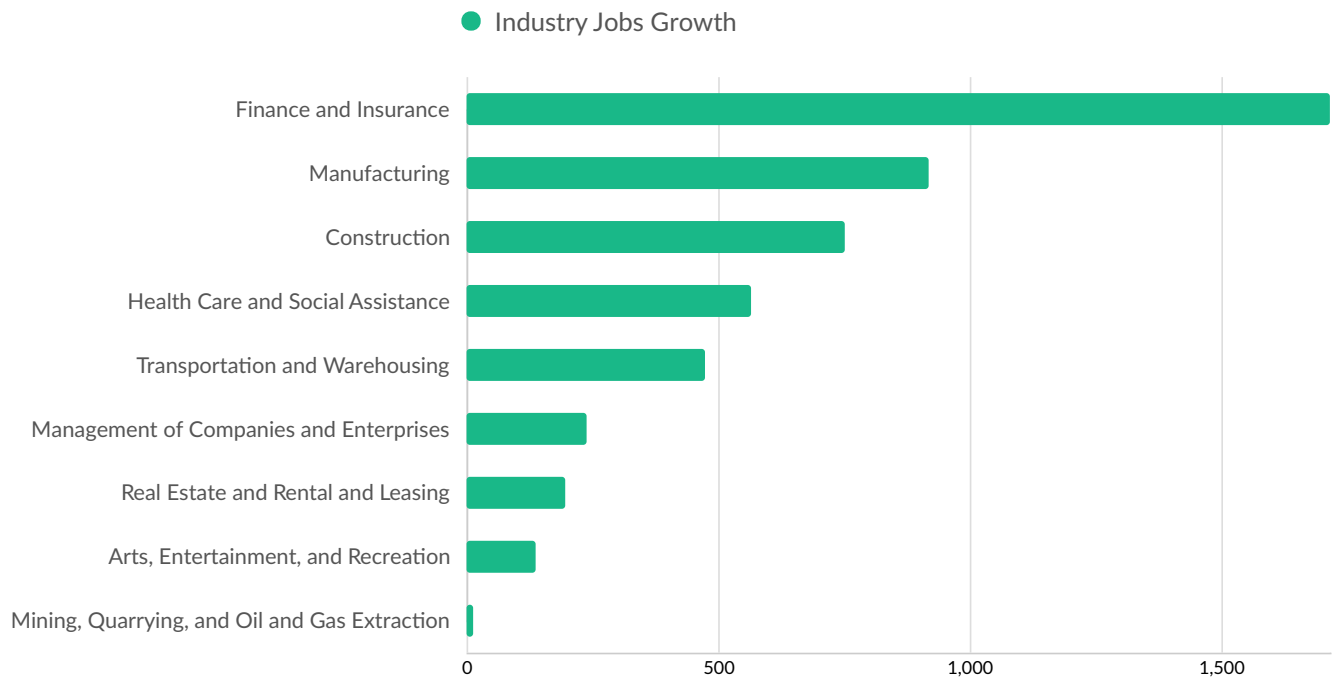
Top Previous Counties	Migrations
Cooper County, MO	223
Greene County, MO	222
Lincoln County, MO	164
Clay County, MO	151
St. Louis City County, MO	139
Johnson County, KS	134
Camden County, MO	125
Livingston County, MO	121
San Diego County, CA	113
Top Following Counties	Migrations
Callaway County, MO	565
St. Louis County, MO	483
Jackson County, MO	409
Cole County, MO	387
St. Charles County, MO	378
Cooper County, MO	293
Adams County, IL	264
Johnson County, KS	254
Clay County, MO	208
Greene County, MO	193
St. Louis City County, MO	183
Cook County, IL	170
Camden County, MO	141
Lincoln County, MO	136
Franklin County, MO	115

Industry Characteristics

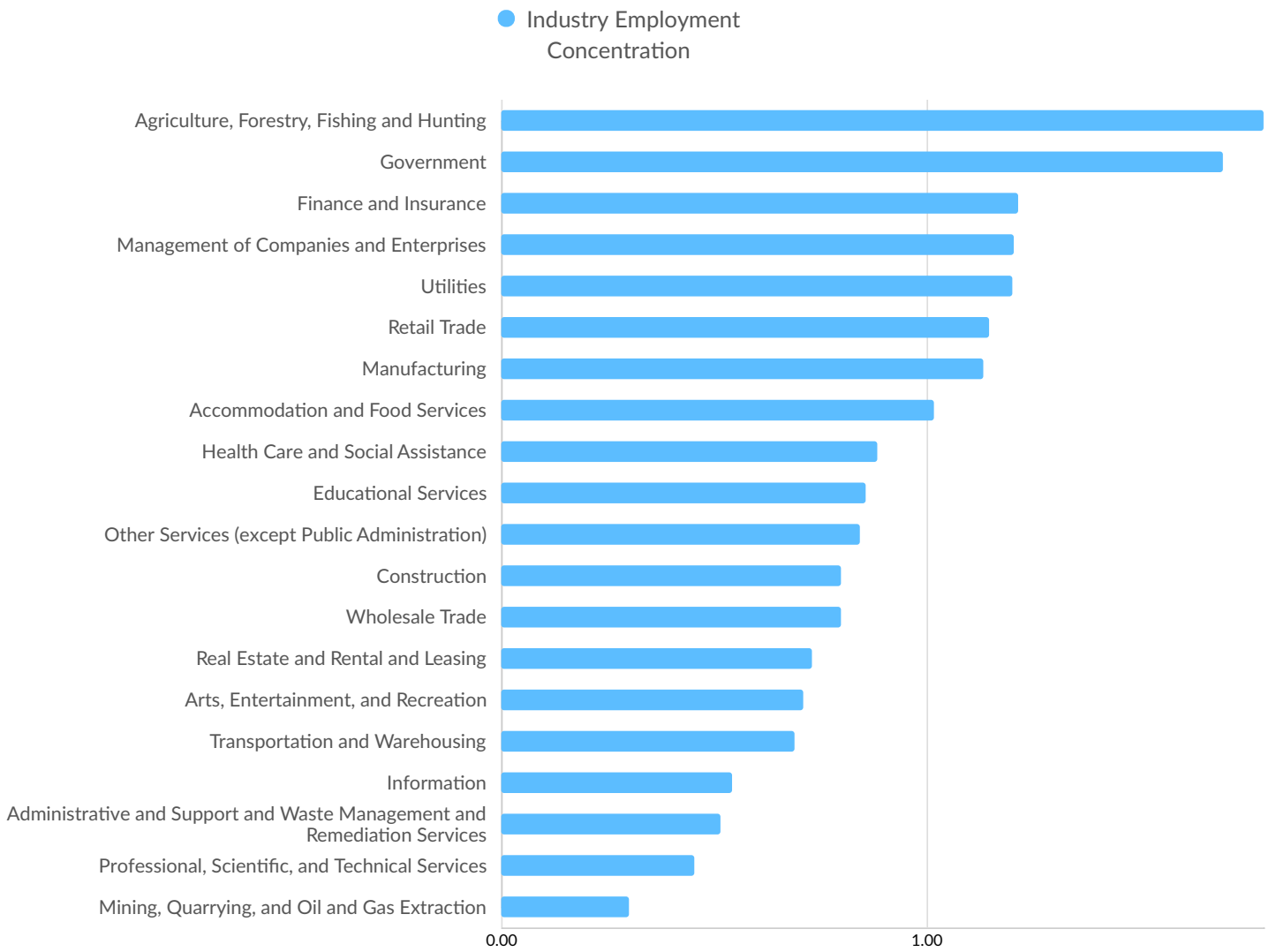
Largest Industries



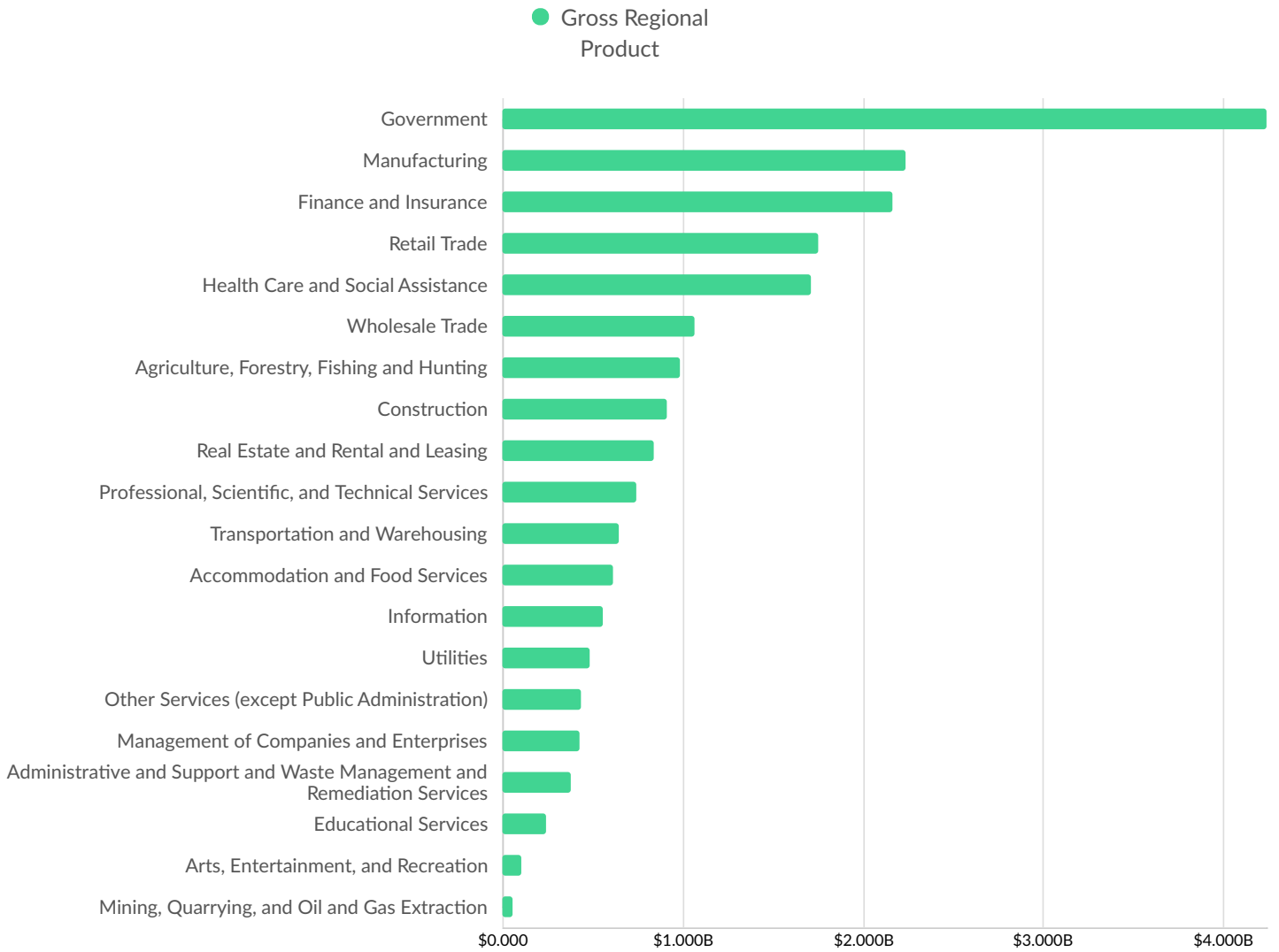
Top Growing Industries



Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



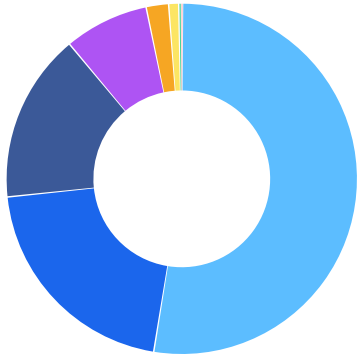
Business Characteristics

30,662 Companies Employ Your Workers

Online profiles for your workers mention 30,662 companies as employers, with the top 10 appearing below. In the last 12 months, 4,473 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Missouri	11,054 	University of Missouri	5,476 
Veterans United Home Loans	1,943 	Walmart	611 
State of Missouri	1,317 	City Of Columbia	468 
Columbia Public Schools	1,132 	Columbia Public Schools	458 
Shelter Insurance Companies	890 	EquipmentShare	394 
Truman State University	860 	Boone Health Care	363 
Walmart	761 	GPAC	332 
Boone Health Care	726 	Hannibal Regional Healthcare Sy...	317 
Columbia College	576 	Hannibal Regional Hospital	297 
State Farm	550 	Edward Jones	288 

Business Size

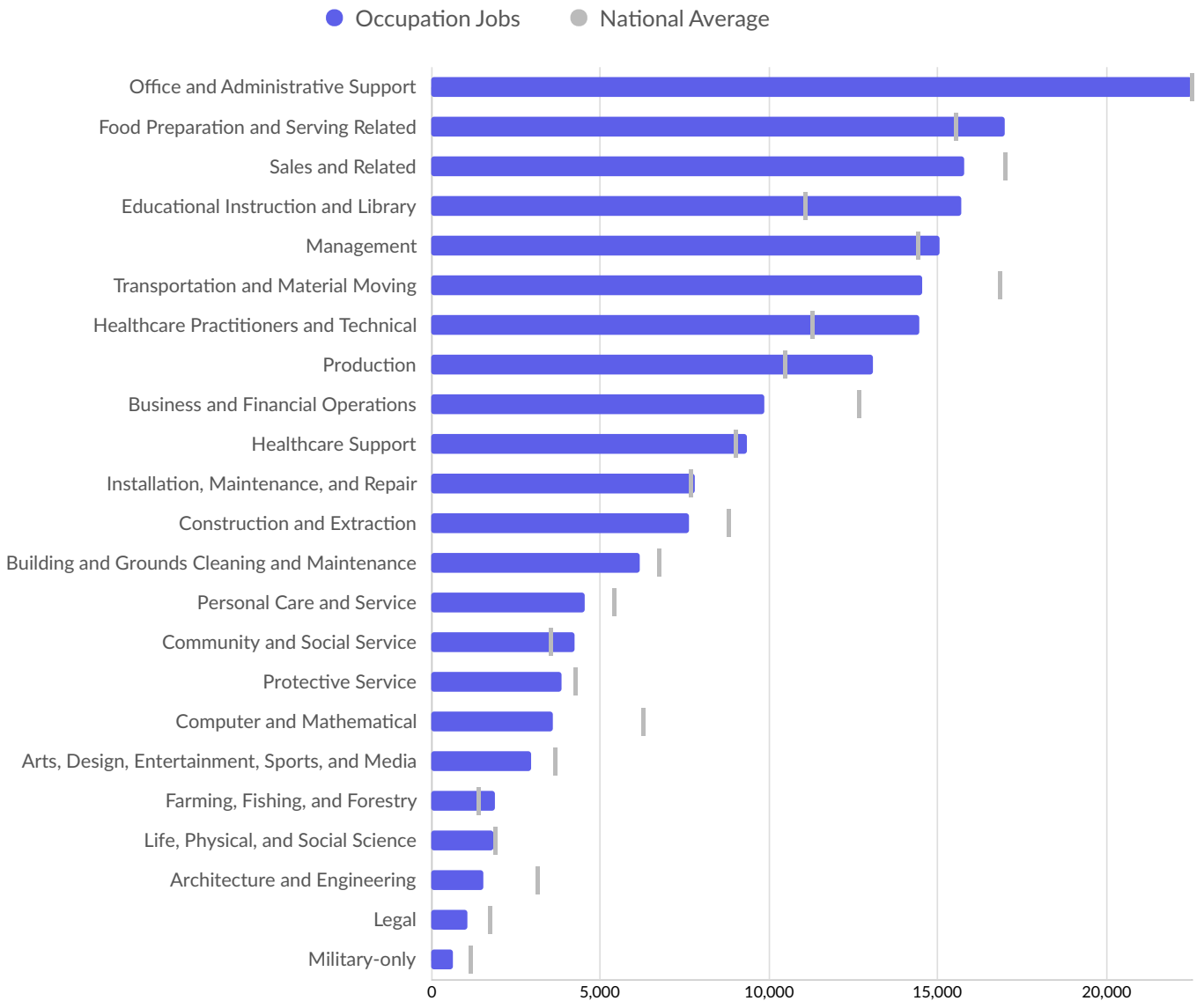


	Percentage	Business Count
● 1 to 4 employees	52.5%	12,532
● 5 to 9 employees	20.8%	4,962
● 10 to 19 employees	15.6%	3,722
● 20 to 49 employees	7.8%	1,861
● 50 to 99 employees	2.1%	493
● 100 to 249 employees	0.9%	220
● 250 to 499 employees	0.3%	60
● 500+ employees	0.1%	23

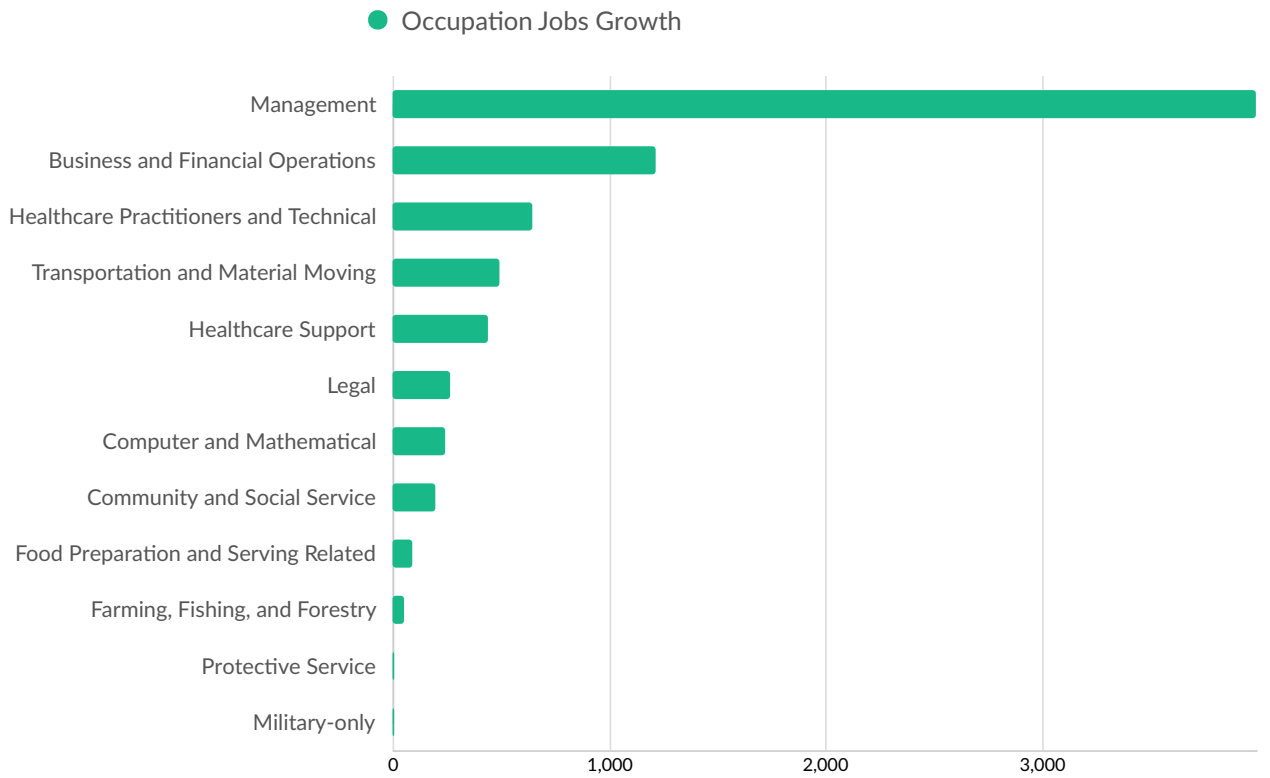
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations

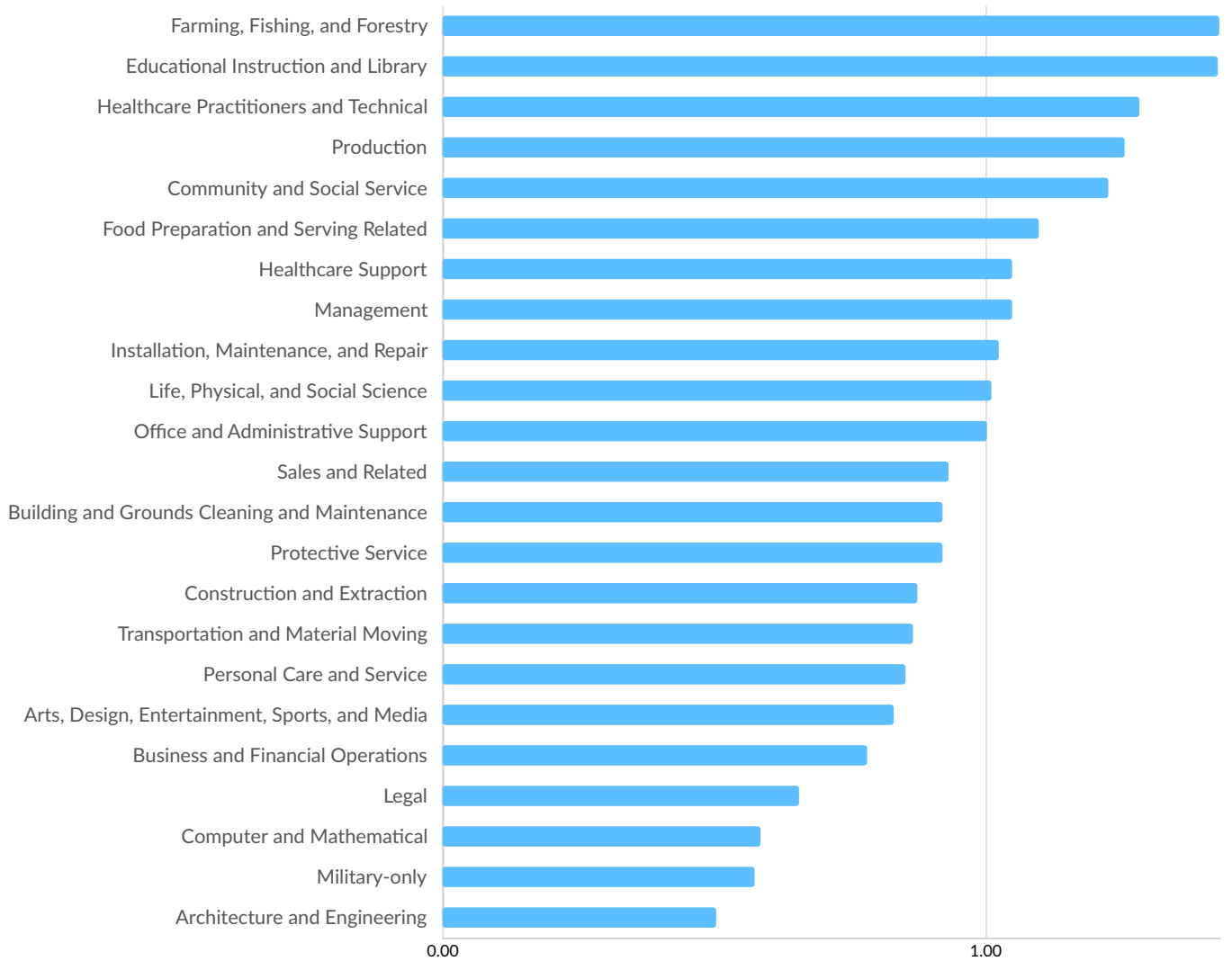


Top Growing Occupations

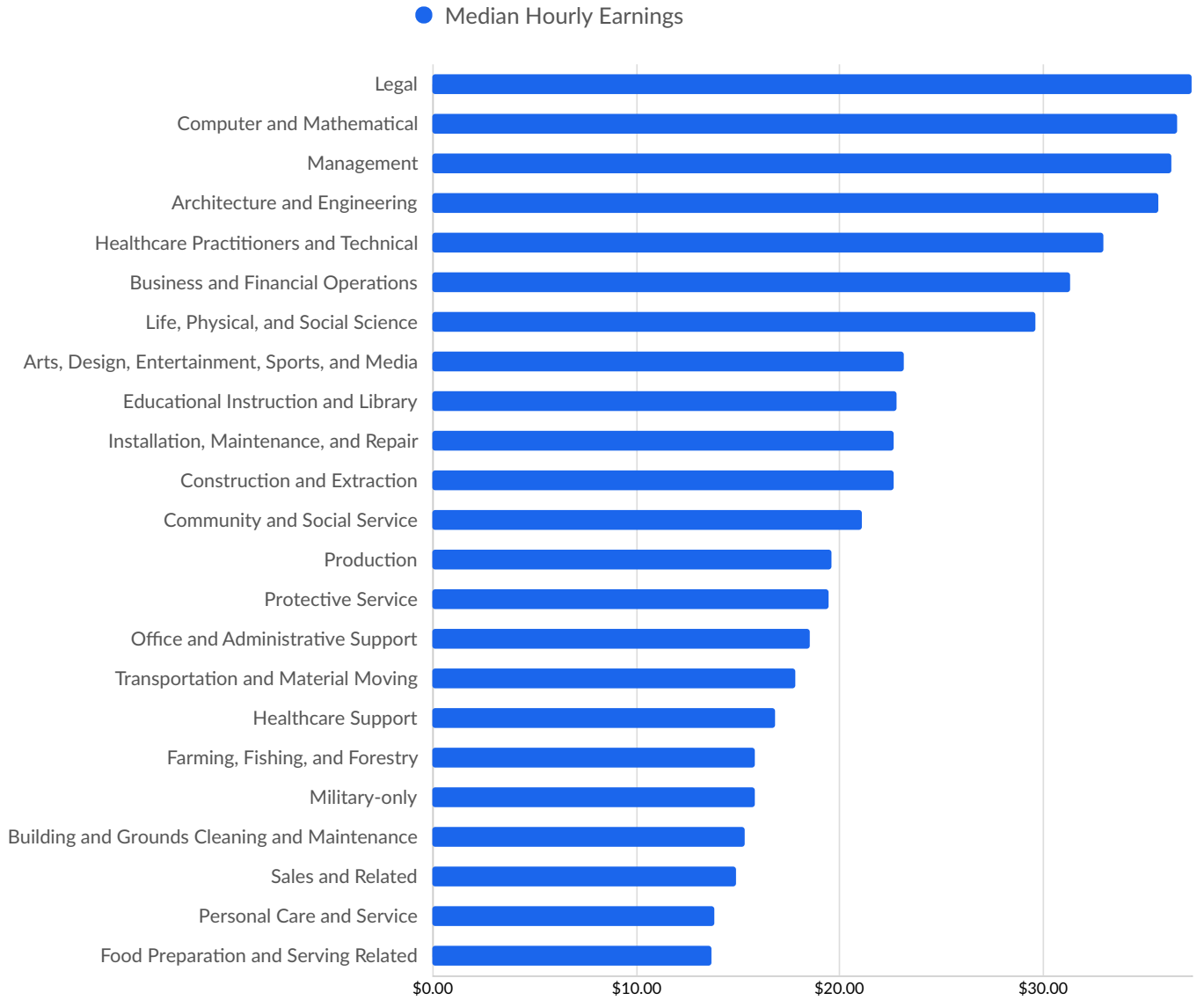


Top Occupation Employment Concentration

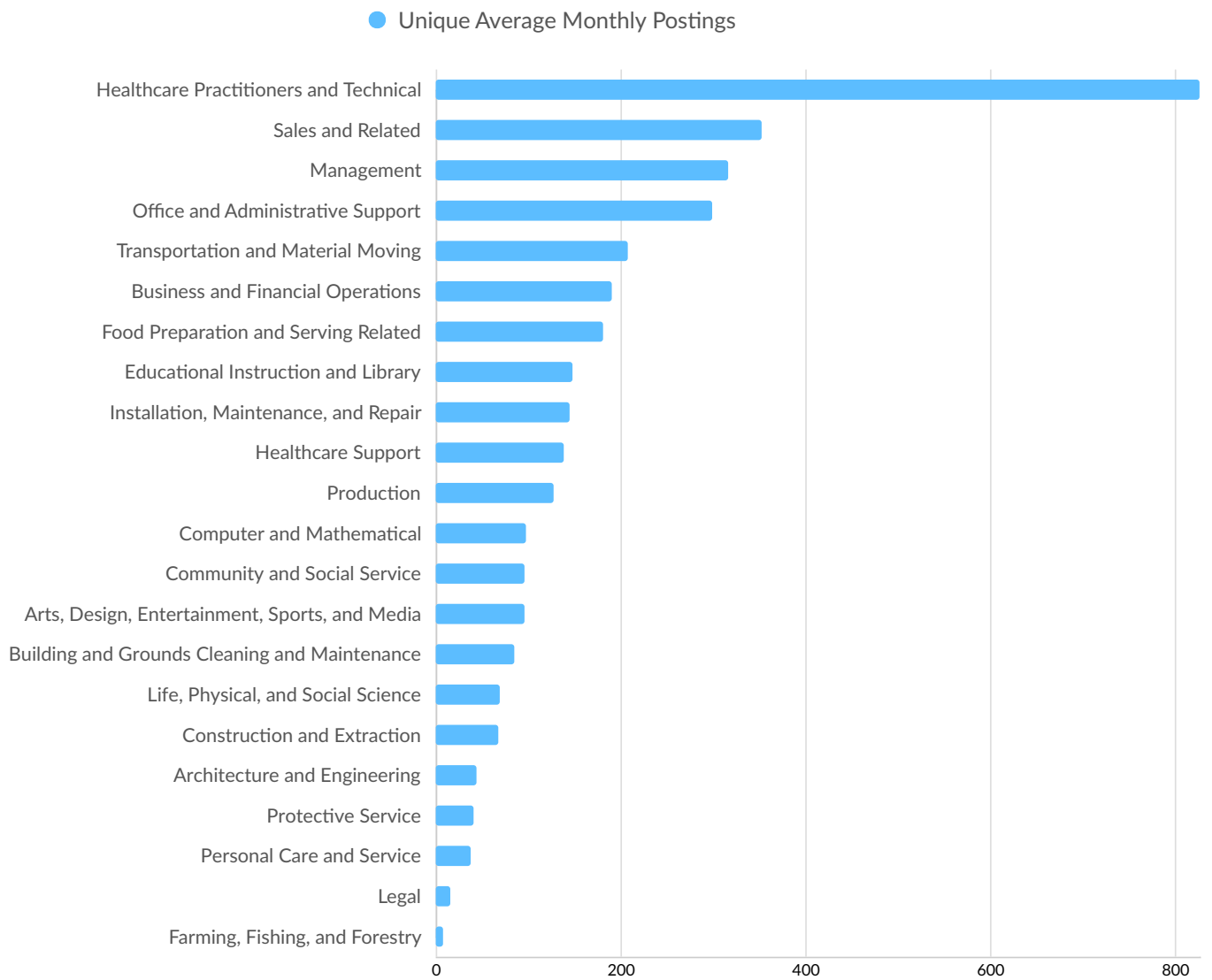
● Occupation Employment Concentration



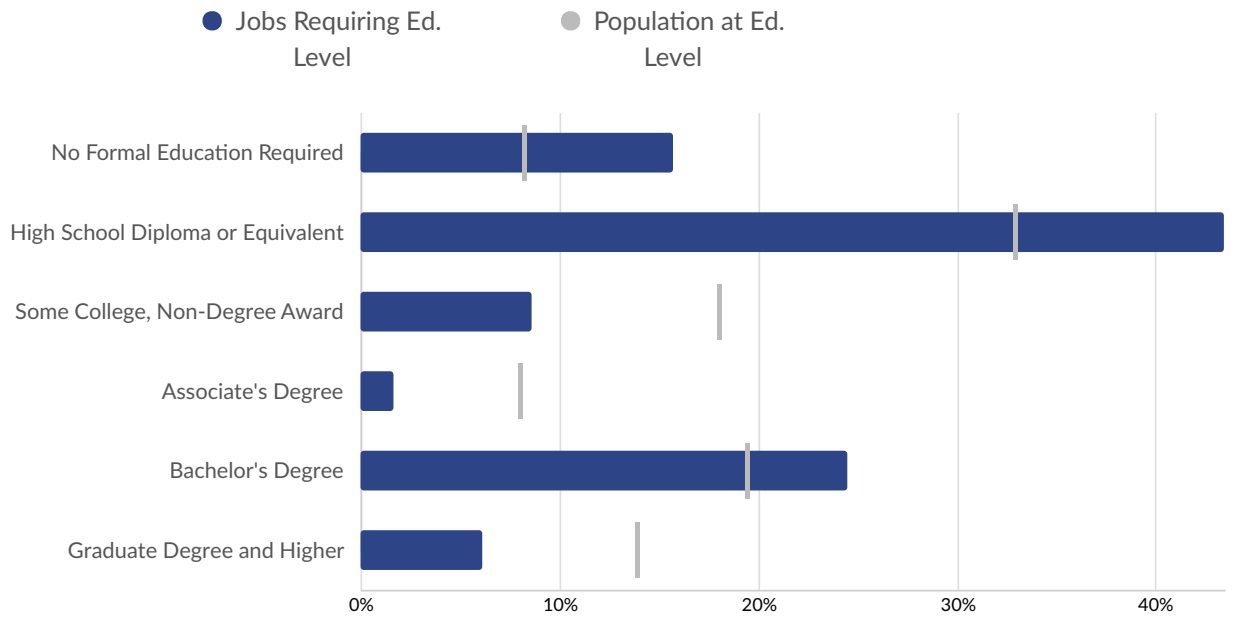
Top Occupation Earnings



Top Posted Occupations



Underemployment



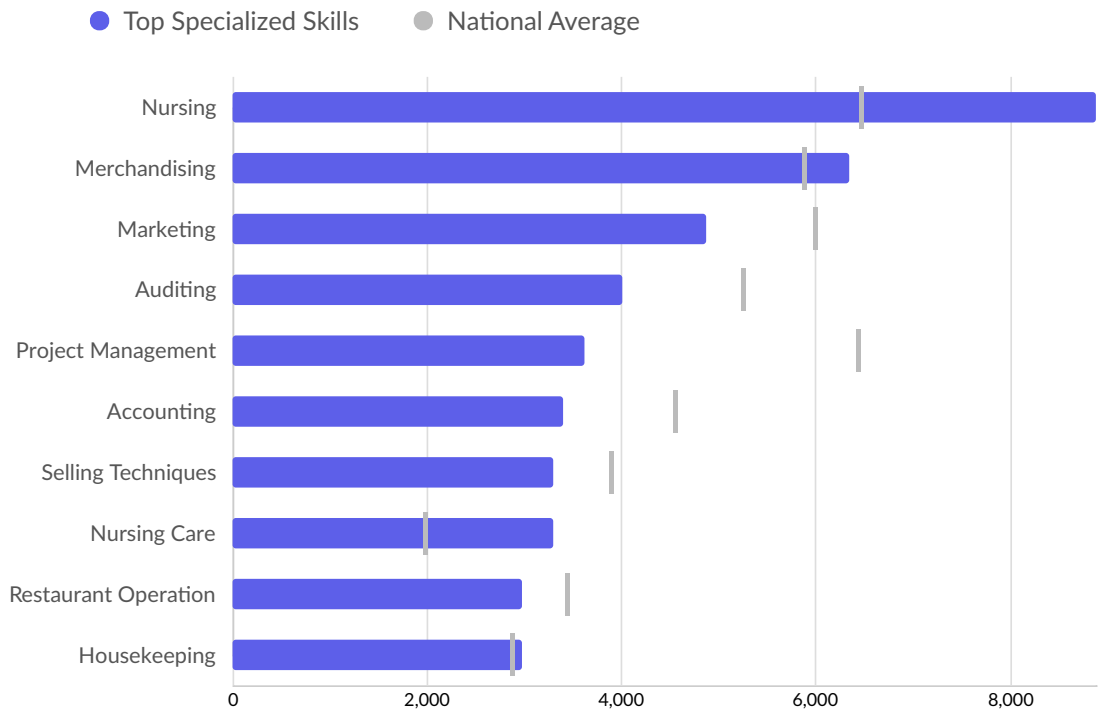
Educational Pipeline

In 2023, there were 16,862 graduates in Extension Northeast. This pipeline has shrunk by 13% over the last 5 years. The highest share of these graduates come from "Ethnic, Cultural Minority, Gender, and Group Studies, Other" (Certificate), "Business/Commerce, General" (Bachelor's), and "Liberal Arts and Sciences/Liberal Studies" (Associate's).

School	Total Graduates (2023)		Graduate Trend (2019 - 2023)
University of Missouri-Columbia	10,399		
Columbia College	1,920		
A T Still University of Health Sciences	1,077		
Truman State University	1,023		
Moberly Area Community College	835		
Central Methodist University-College of Graduate and Extended Studies	592		
Central Methodist University-College of Liberal Arts and Sciences	262		
Culver-Stockton College	219		
Hannibal-LaGrange University	159		
Stephens College	152		

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

In-Demand Skills



Appendix A (Geographies)

Code	Description
29001	Adair County, MO
29007	Audrain County, MO
29019	Boone County, MO
29045	Clark County, MO
29089	Howard County, MO
29103	Knox County, MO
29111	Lewis County, MO
29115	Linn County, MO
29121	Macon County, MO
29127	Marion County, MO

Code	Description
29137	Monroe County, MO
29163	Pike County, MO
29171	Putnam County, MO
29173	Ralls County, MO
29175	Randolph County, MO
29197	Schuyler County, MO
29199	Scotland County, MO
29205	Shelby County, MO
29211	Sullivan County, MO