



# **Chamber of Commerce 2008 Annual Planning Retreat**

## **Columbia, Missouri**

**Bill Elder, Director  
Office of Social & Economic Data Analysis (OSED)**  
**University of Missouri**



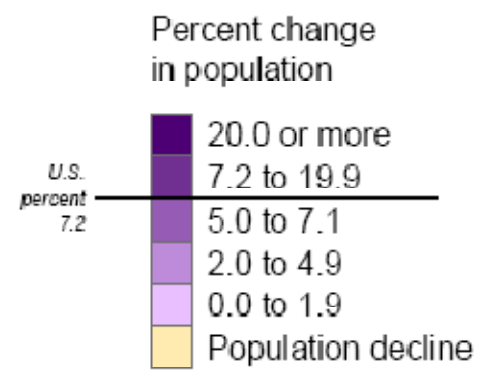
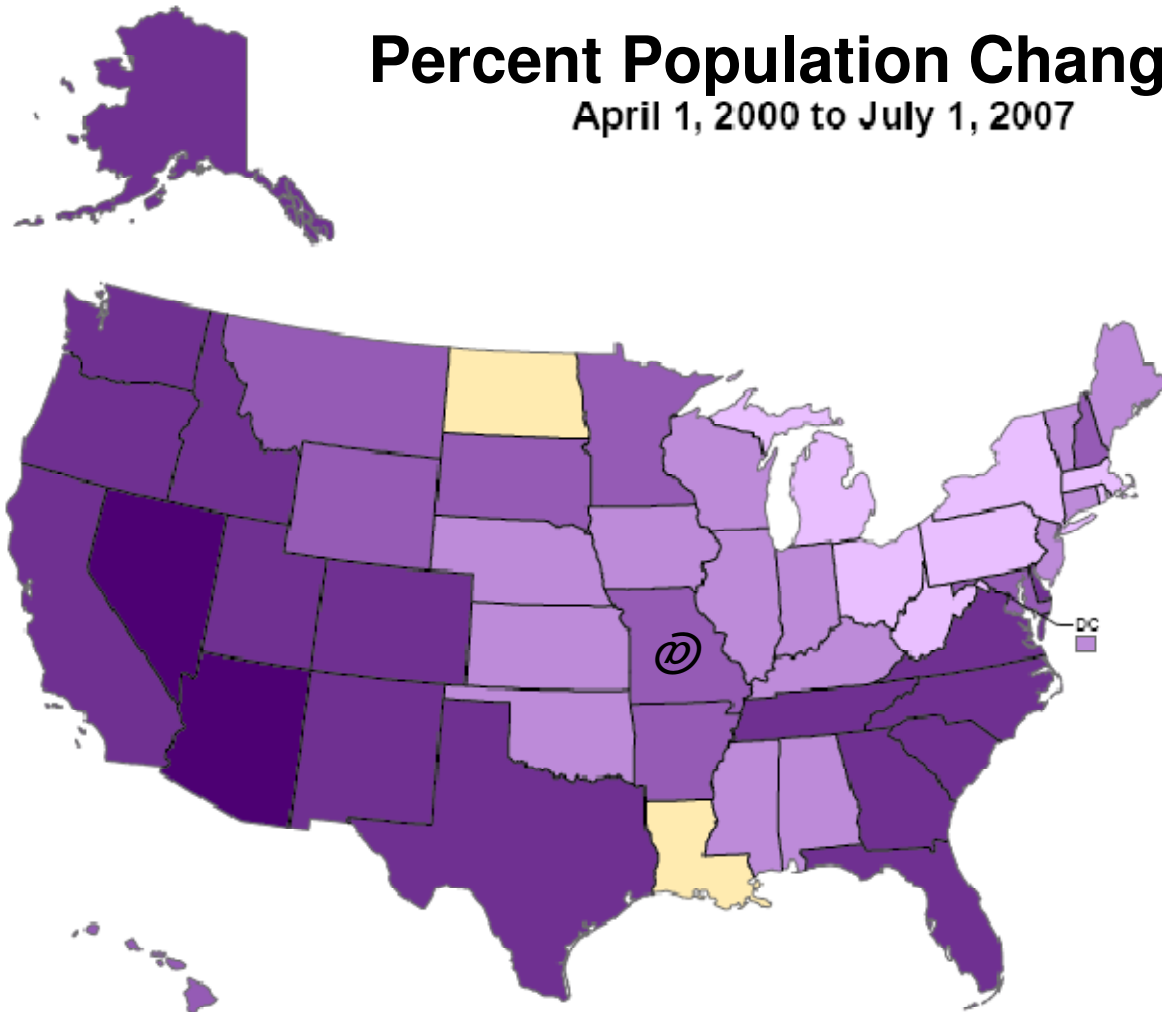
# Overview of demographic and economic trends in Boone County with a little context

for details [Google OSEDA](#)

# Percent Population Change

April 1, 2000 to July 1, 2007

**Total Population**  
*World: 6.7 Billion*  
*U.S.: 302 Million*  
*Mo.: 5,878,415*  
*Boone: 152,435*



# Percent Population Change

April 1, 2000 to July 1, 2007

**U.S. : 20.2 Million**  
**Five States: 10.6 Million**

## Total Population

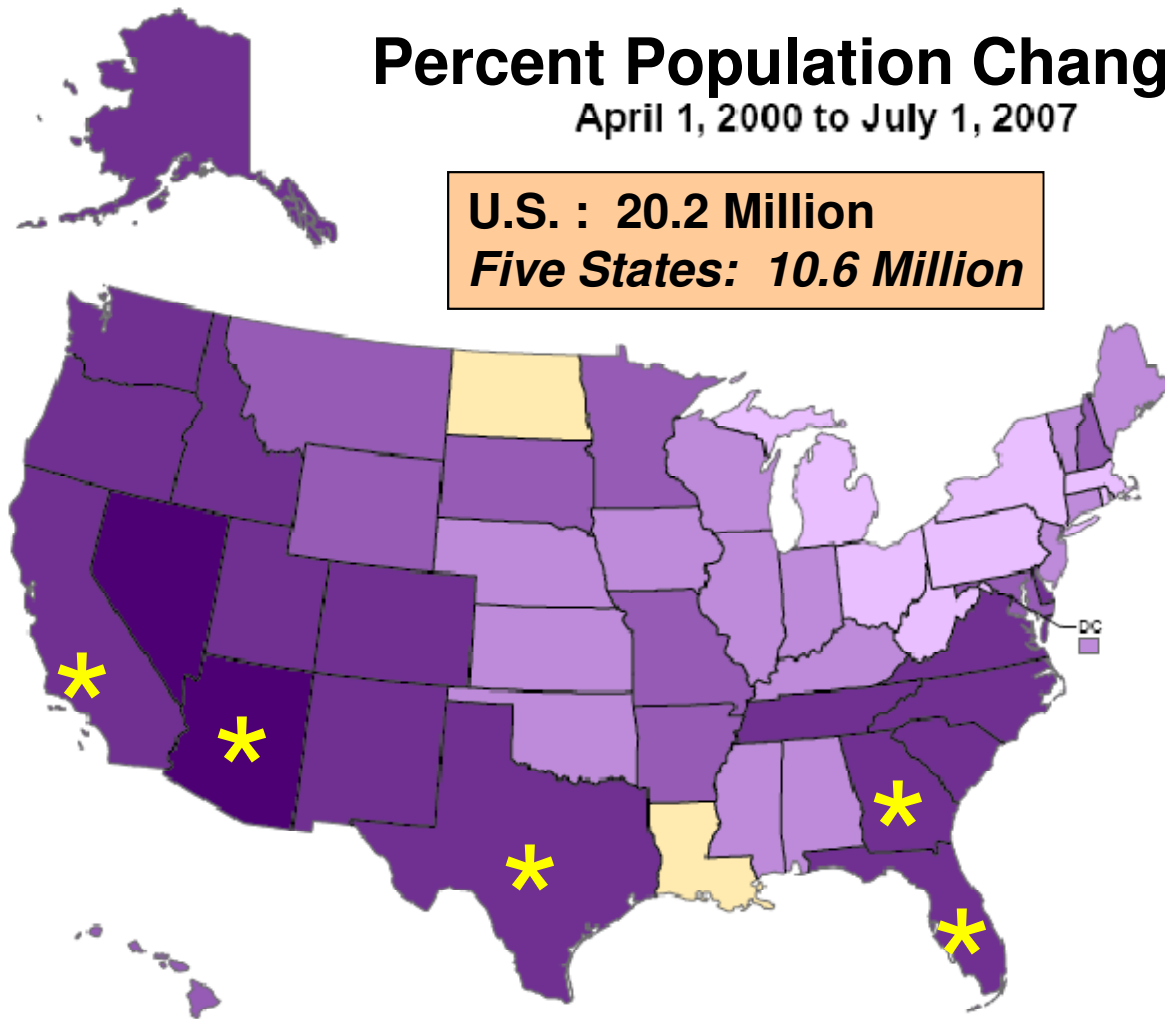
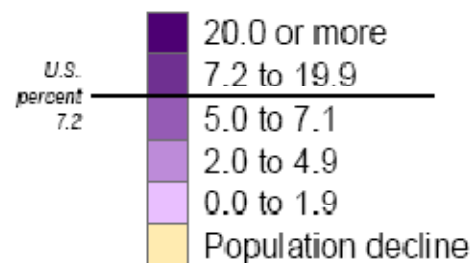
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**U.S.: 302 Million**

**Mo.: 5,878,415**

**Boone: 152,435**

Percent change  
in population



Source: U.S. Census Bureau, Population Division, 2007

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**U.S. : 20.2 Million**  
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## Total Population

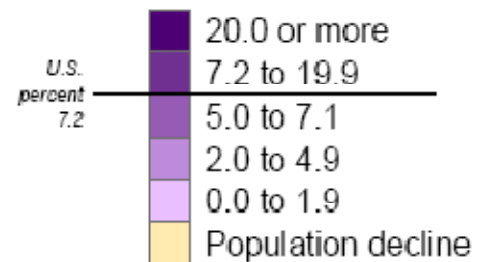
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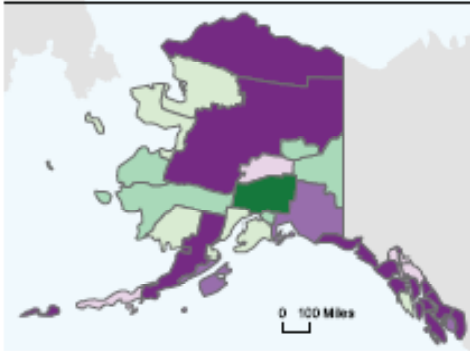


**Missouri 5.0%**  
**Boone County 12.5%**

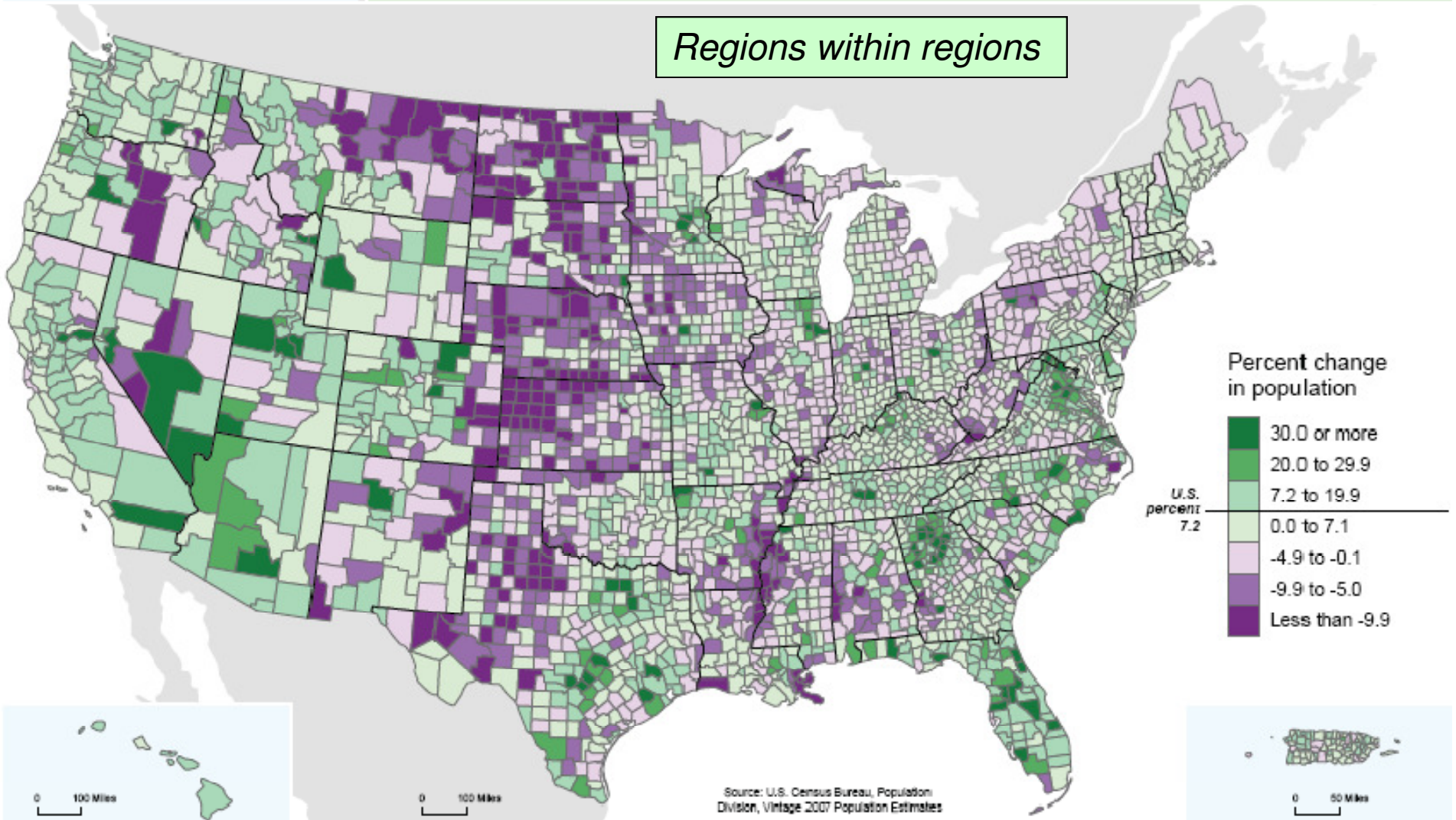
Source: U.S. Census Bureau, Population Division, 2007

University of Missouri Extension

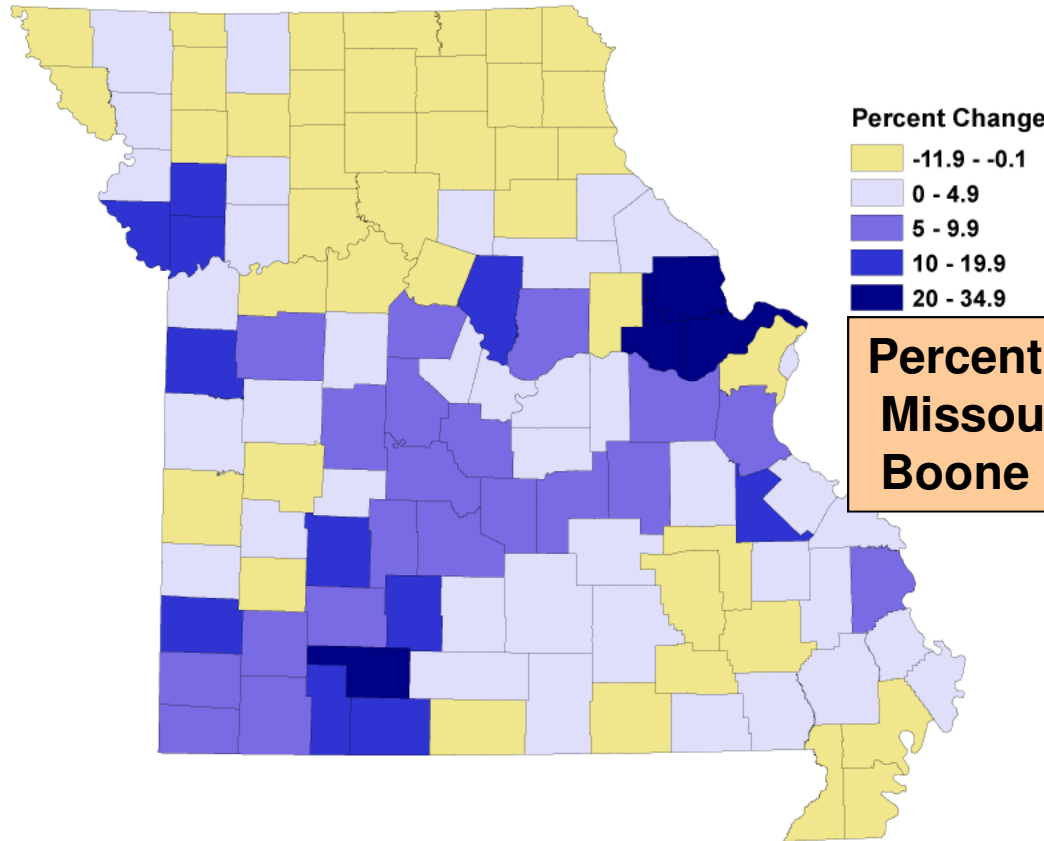
# Percent Change in Population for Counties and Puerto Rico Municipios: April 1, 2000 to July 1, 2007



*Regions within regions*



## Percent Population Change in Missouri, by County 2000-2007

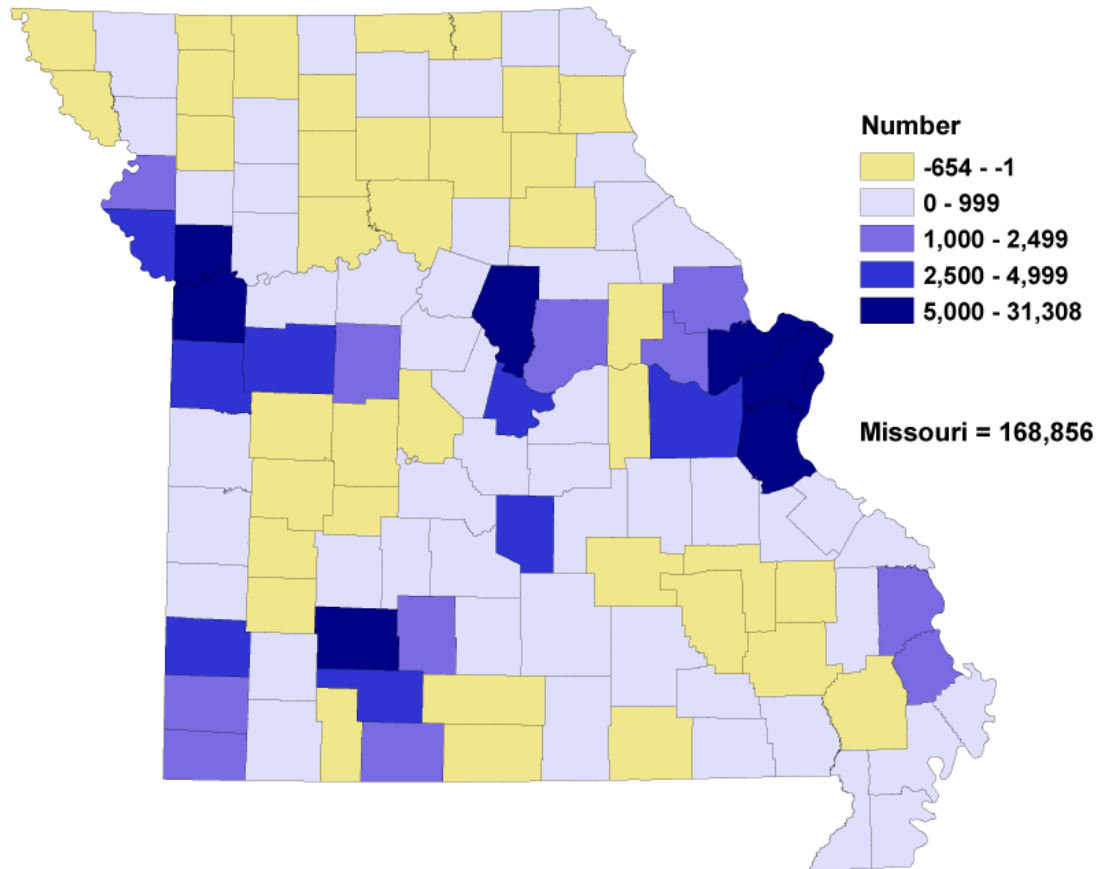


**Boone County**  
**Population 2007**  
**152,435**

**Percent Change:**  
**Missouri 5.0%**  
**Boone County 12.5%**

Source: Population Division, U. S. Census Bureau, Annual Estimates, April 1, 2000 - July 1, 2007.  
Prepared by: University of Missouri Extension, Office of Social and Economic Data Analysis (OSEDA)  
Map Generated on: 23 Apr 2008

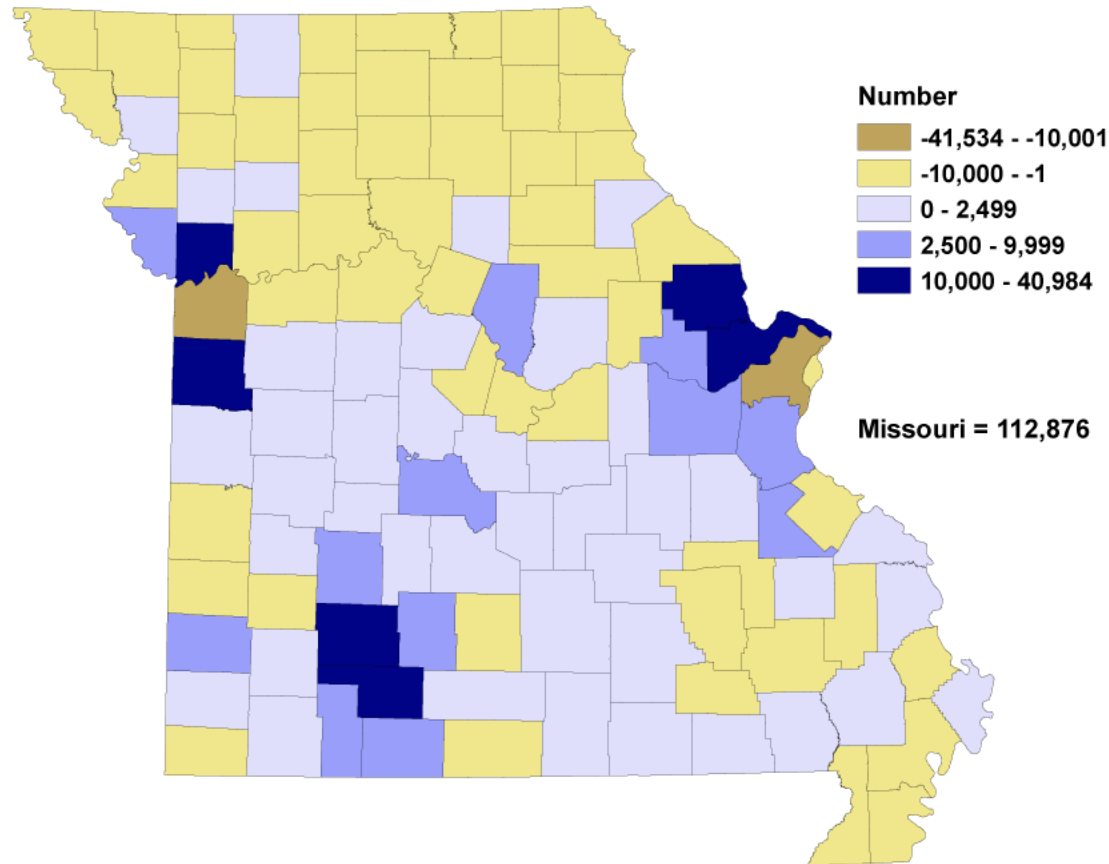
## Natural Increase in Missouri Population by County 2000-2007



Source: Population Division, U. S. Census Bureau, Annual Estimates, April 1, 2000 - July 1, 2007.  
Prepared by: University of Missouri Extension, Office of Social and Economic Data Analysis (OSEDA)  
Map Generated on: 23 Apr 2008

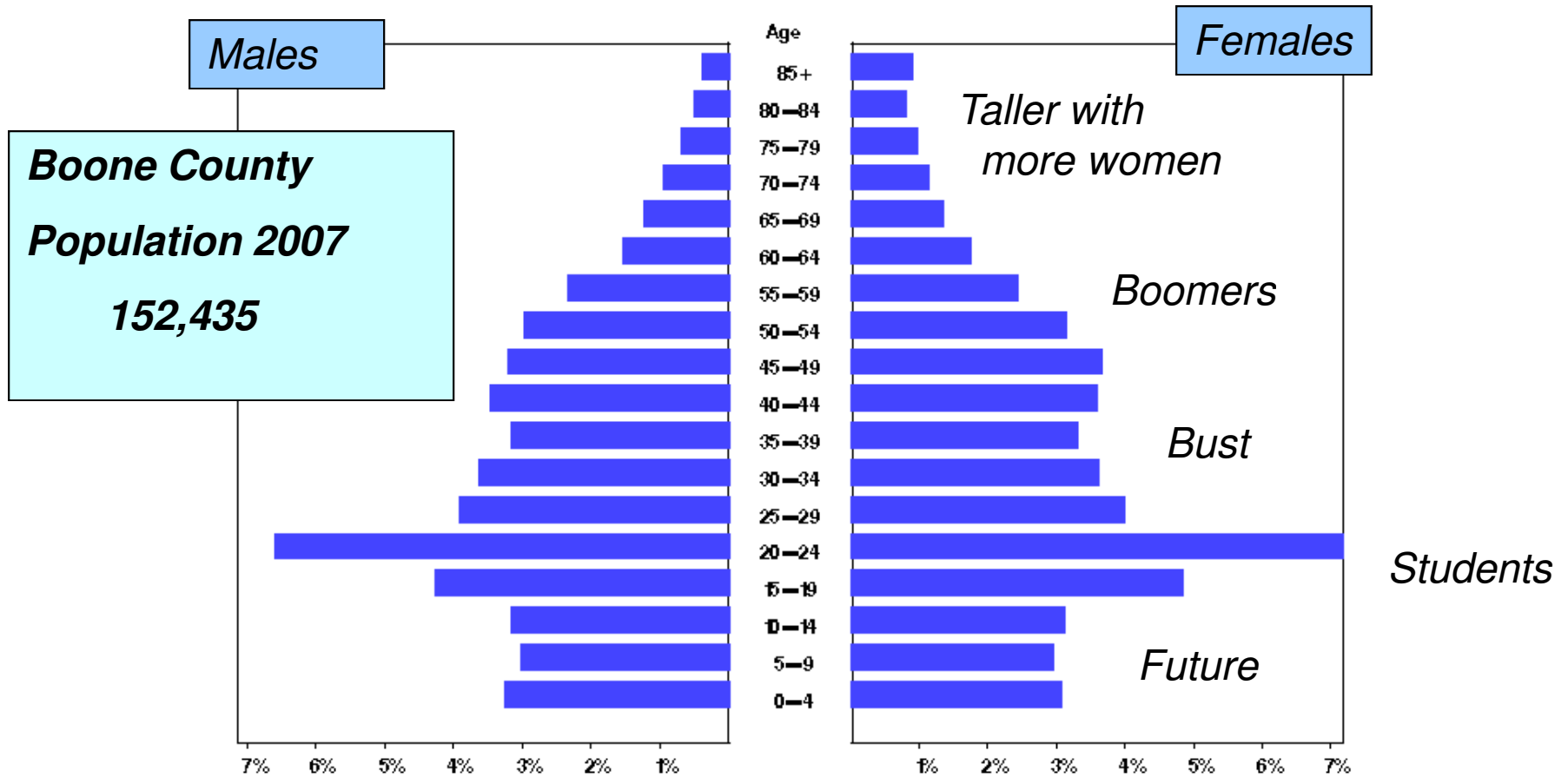


## Net Migration in Missouri Population by County 2000-2007



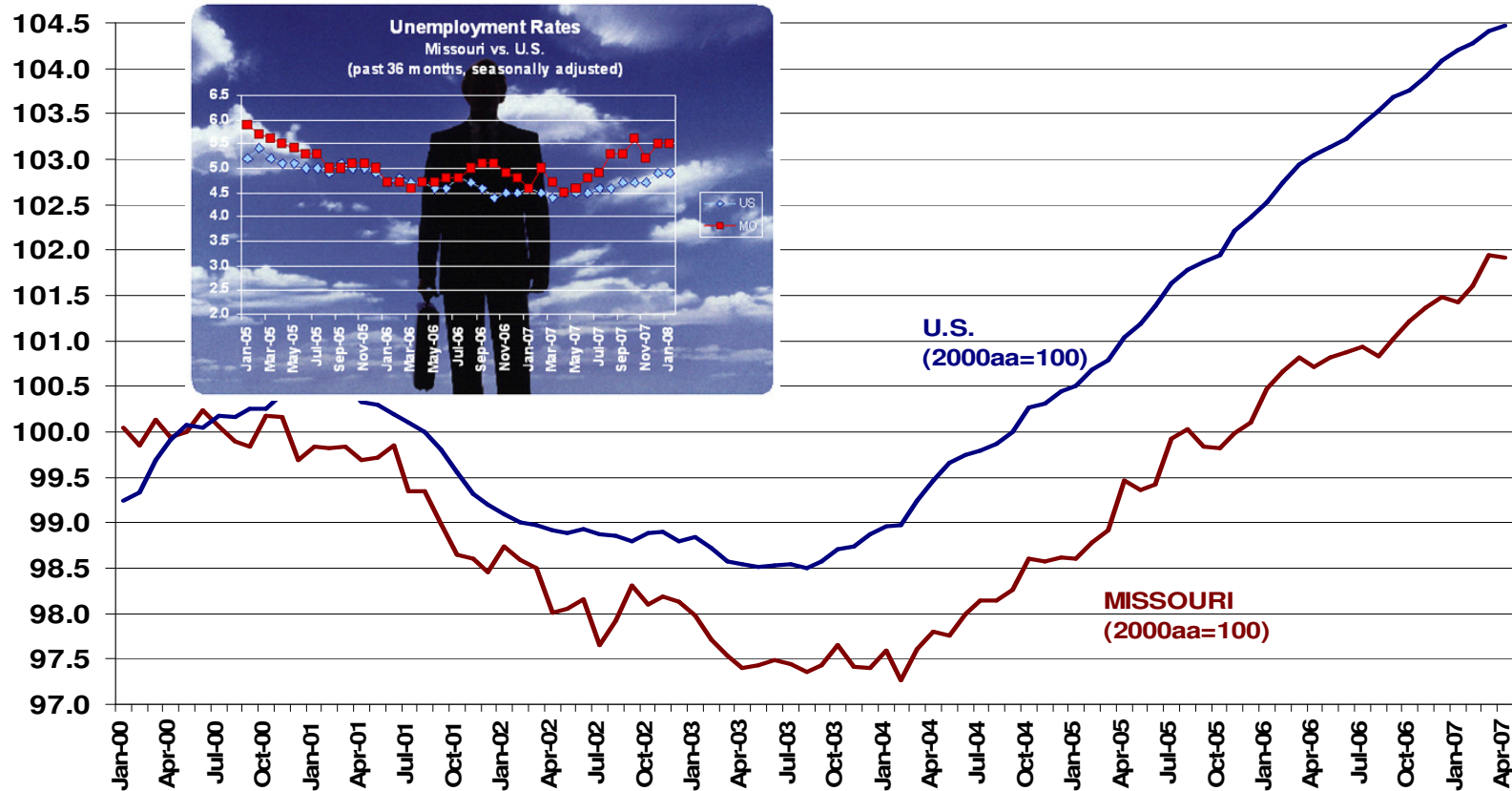
Source: Population Division, U. S. Census Bureau, Annual Estimates, April 1, 2000 - July 1, 2007.  
Prepared by: University of Missouri Extension, Office of Social and Economic Data Analysis (OSEDA)  
Map Generated on: 23 Apr 2008

## Population Pyramid for Boone County, 2006



# Employment

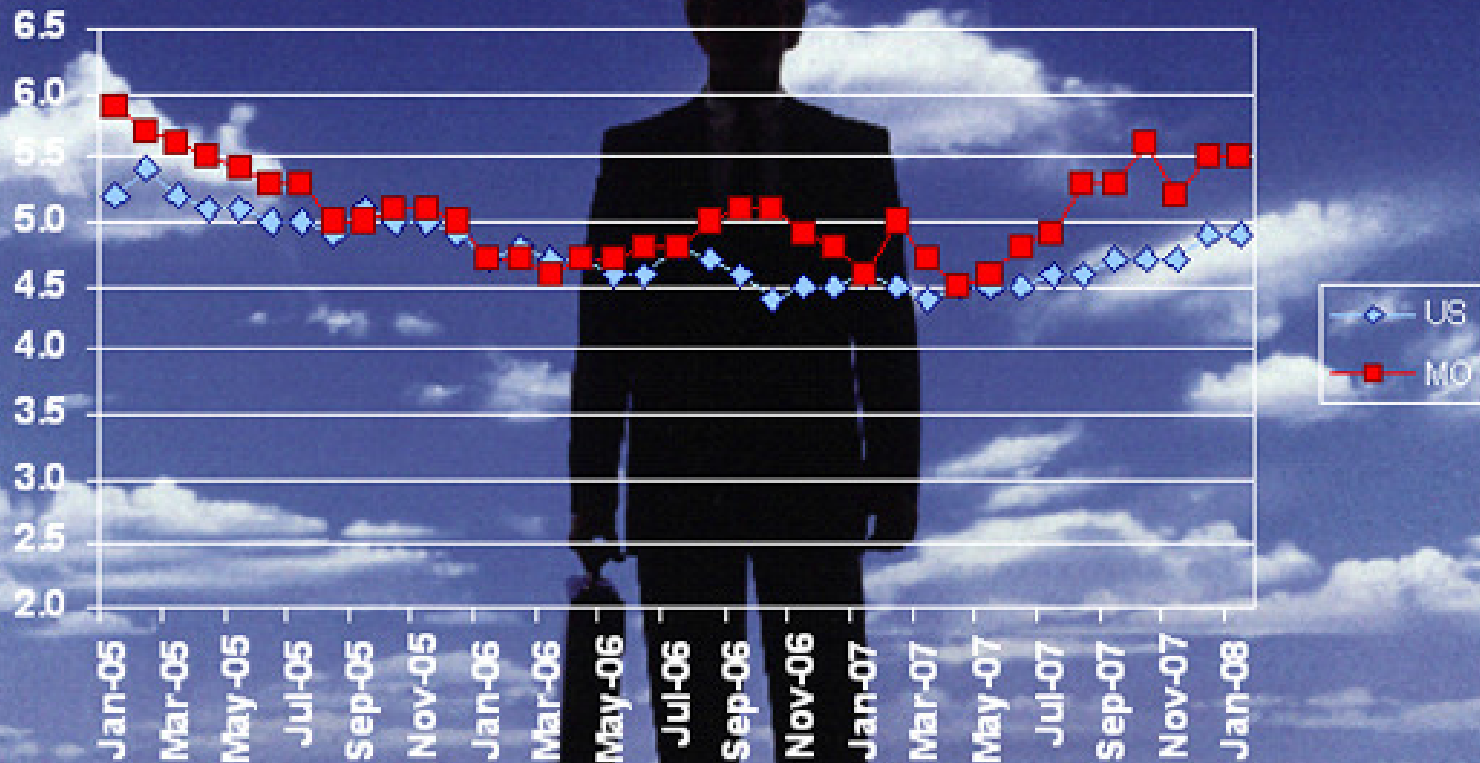
**U.S. AND MISSOURI PAYROLL EMPLOYMENT**  
Index: 2000 annual average = 100



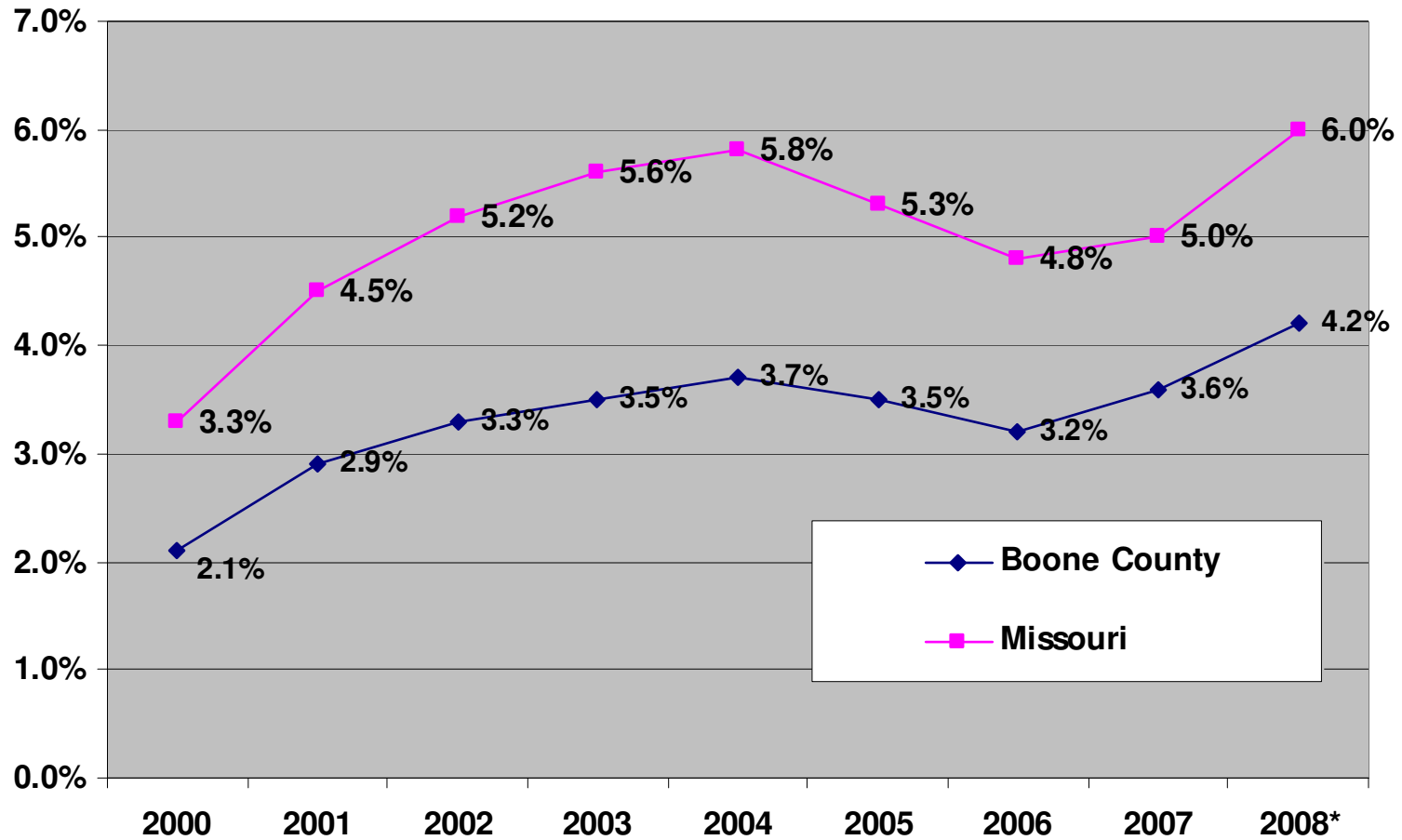
*Employment in Missouri increased by 33,100 from April 2006 to April 2007, seasonally adjusted.*

Source: MERIC and U.S. Bureau of Labor Statistics

## Unemployment Rates Missouri vs. U.S. (past 36 months, seasonally adjusted)



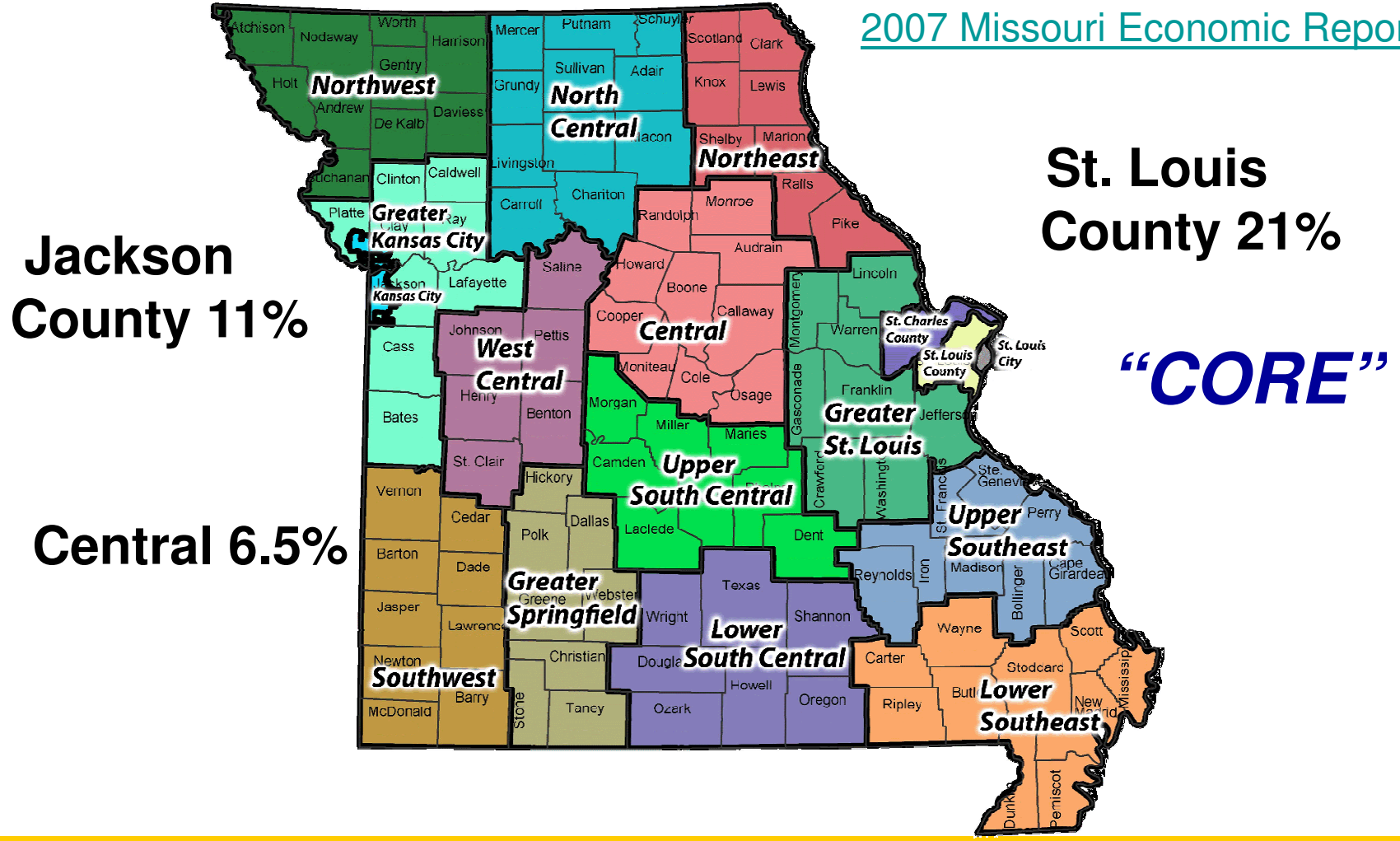
### Average Annual Unemployment Rate 2000 - 2007



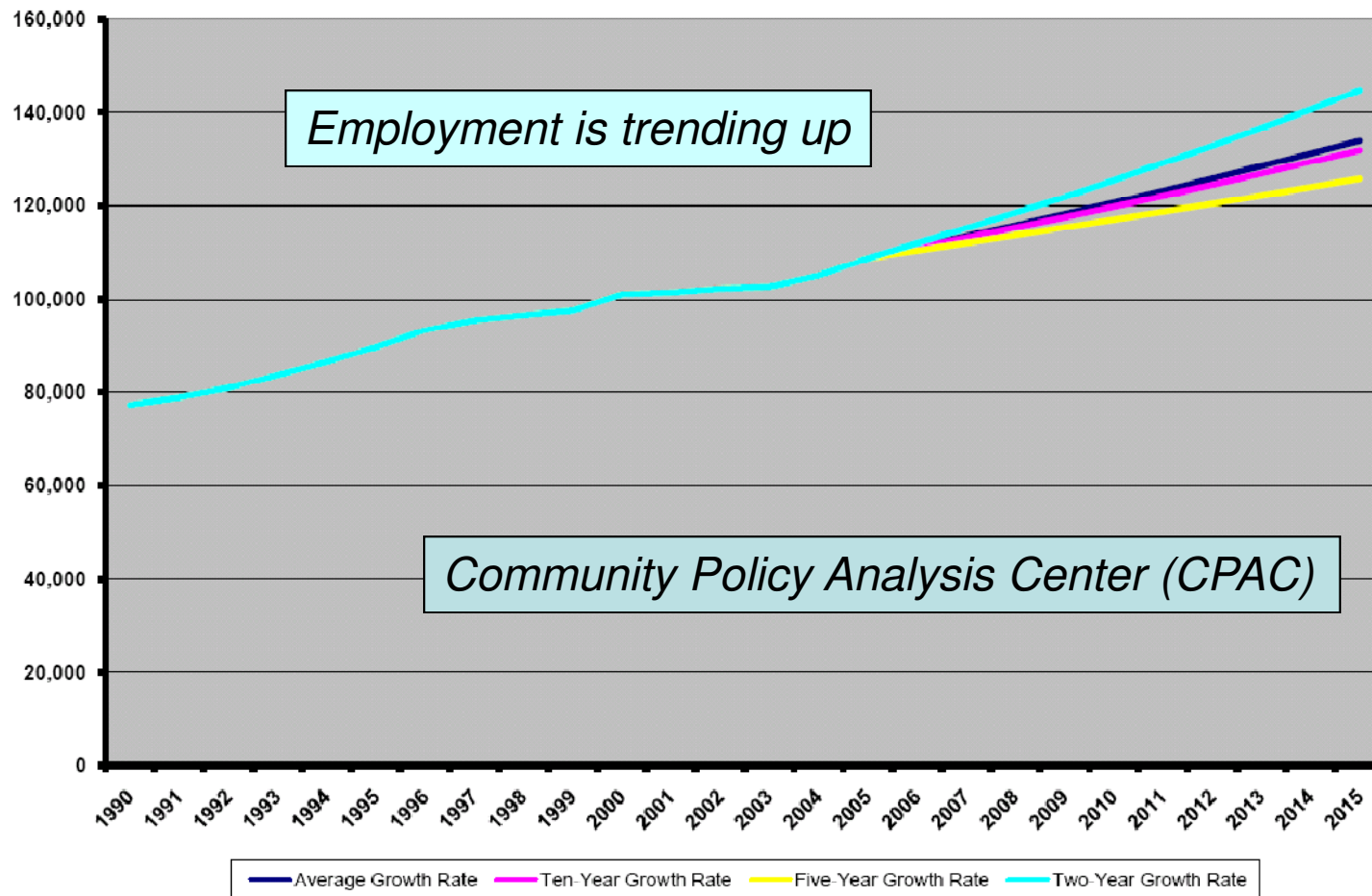
\* Unemployment rates were 4.2% & 6.0% in Boone county & Missouri respectively for January & February 2008.

# Regional Economic Share

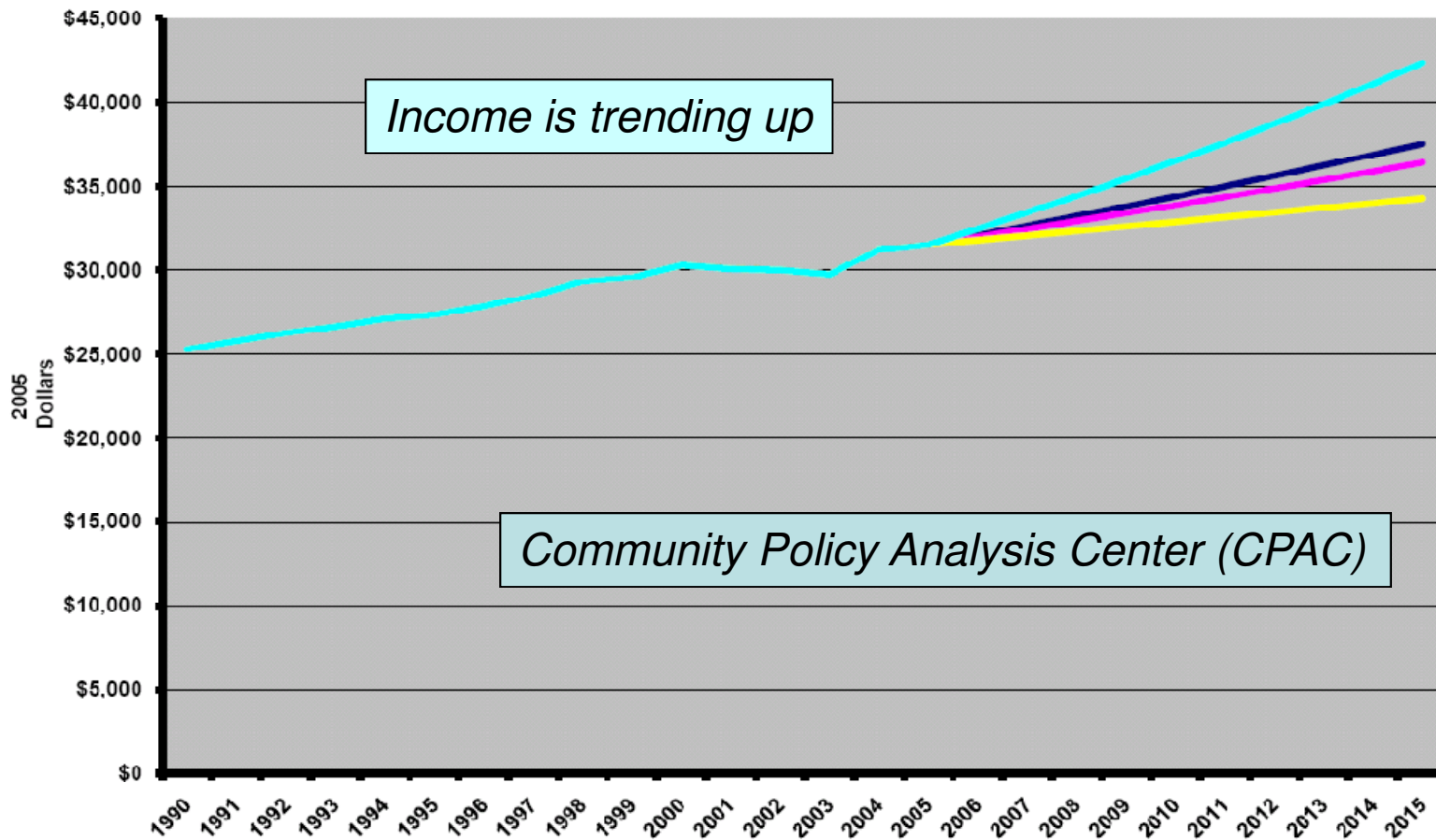
2007 Missouri Economic Report



## Estimating Regional Economic Impacts--Employment

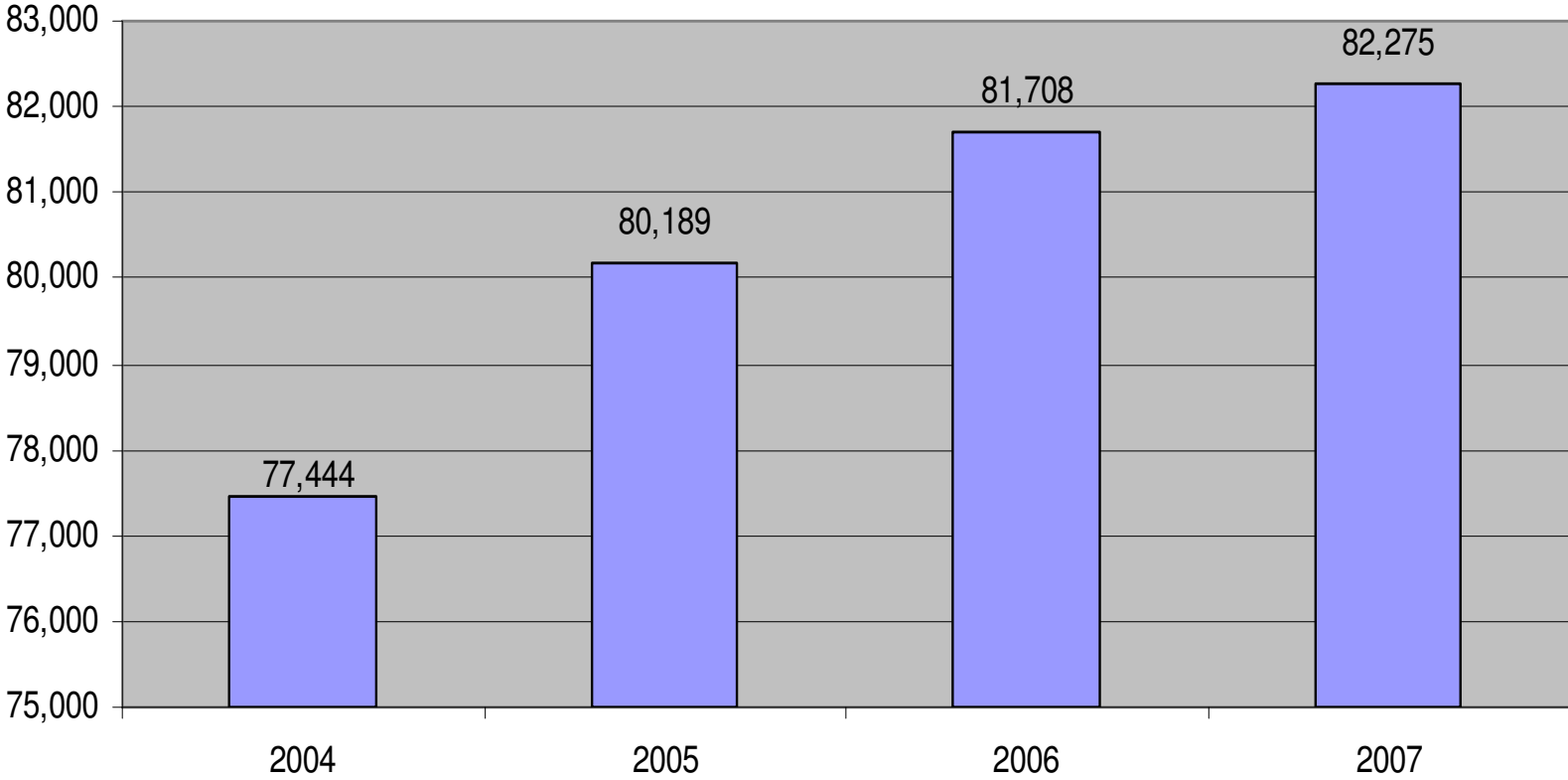


## Estimating Regional Economic Impacts--Income





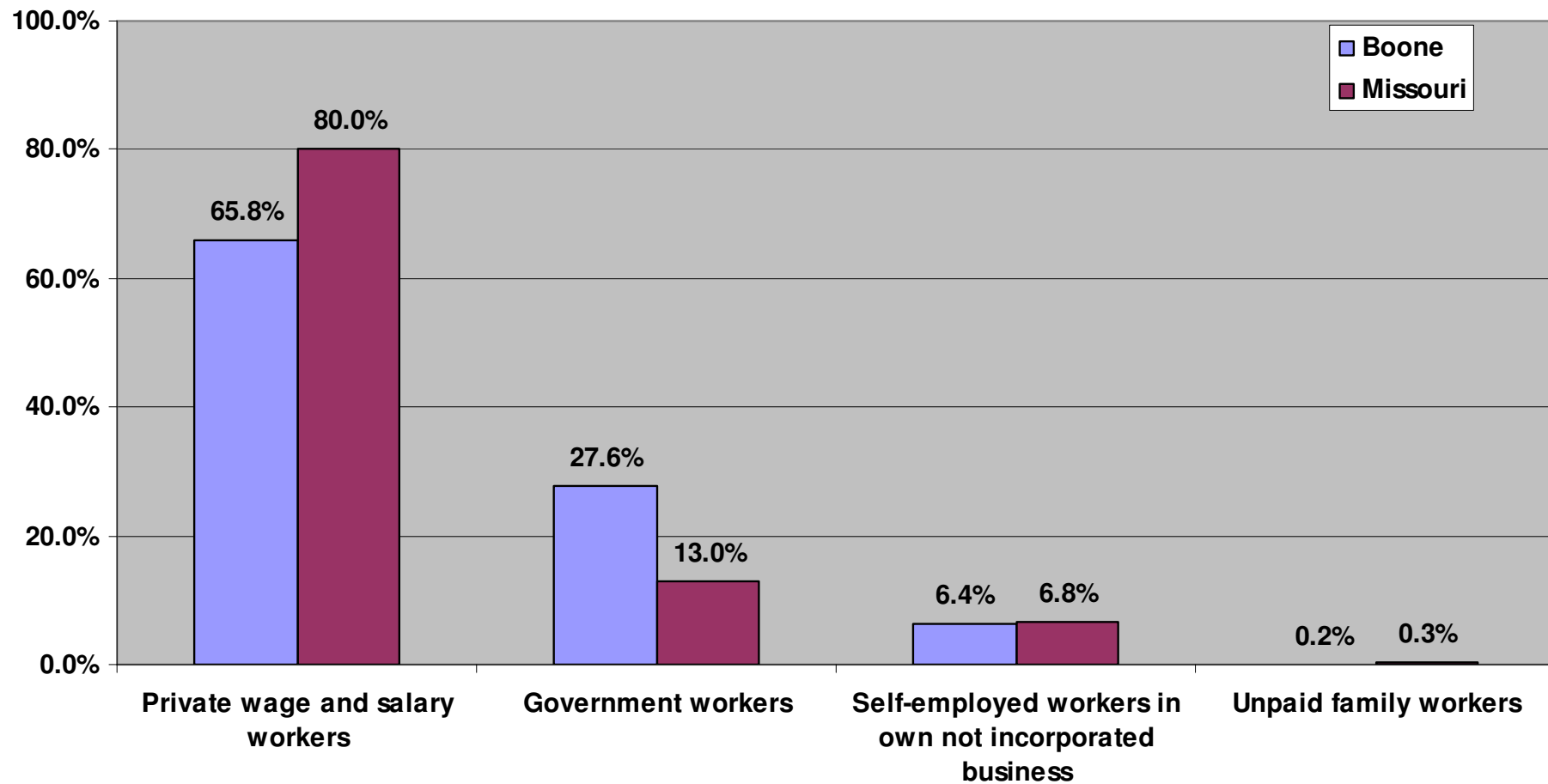
### Boone County Average Annual Employment\* Public & Private Sector



\* Includes full and part-time employment by total NAIC, federal, state, and local government

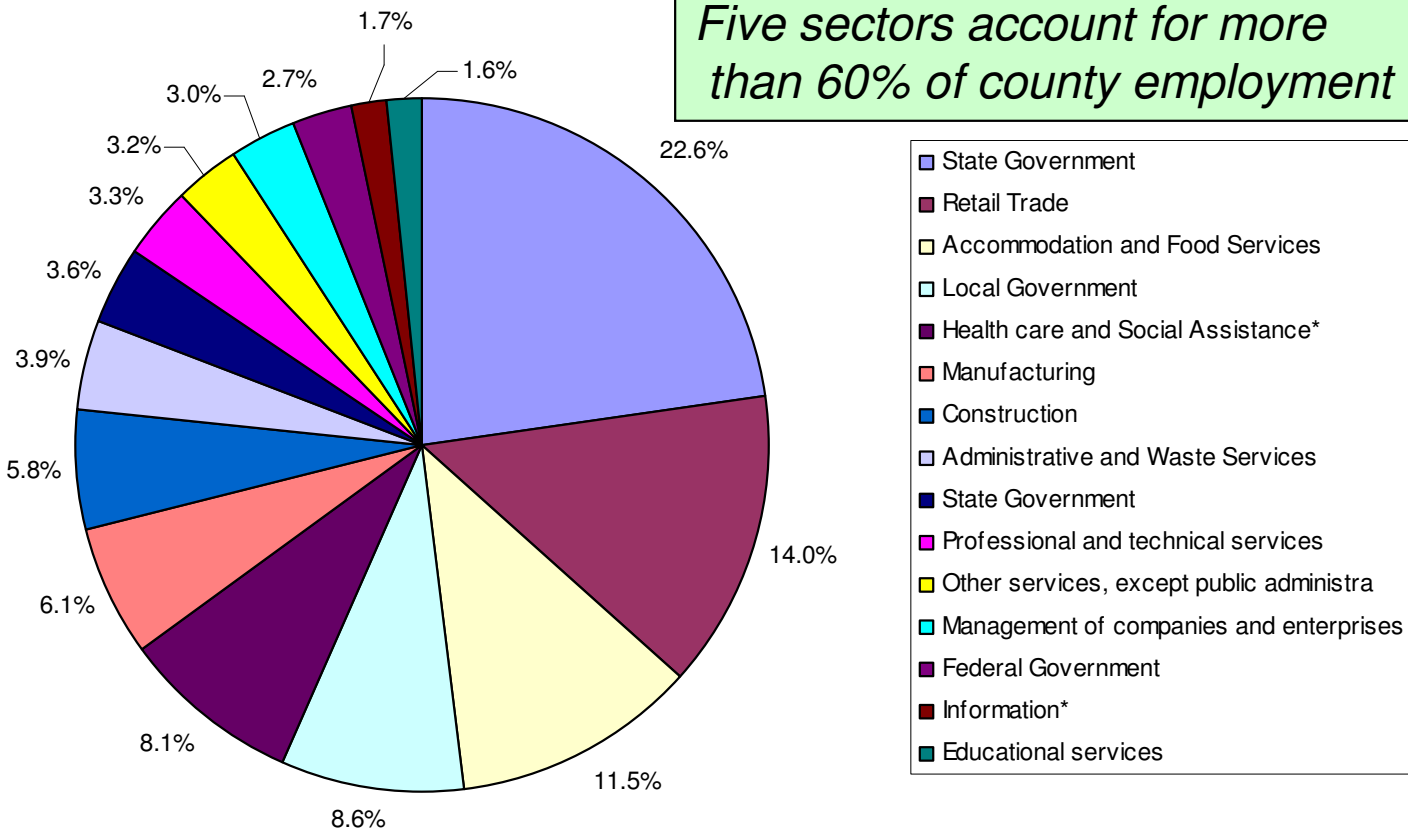


**Class of Worker, ACS 2006**



## Top 15 Economic Sectors Comprising Boone County Employment Base 2007

*Five sectors account for more than 60% of county employment*



*State (MU)  
Retail  
Hotels & Food  
Local Gov't  
Health Care*

\* Includes full and part-time employment by total NAIC, federal, state, and local government

## Boone County Largest Employers

University of Missouri (MU)***	8,188	Watlow, Inc.	340
University Hospital & Clinics	4,046	Dana Corporation	325
Columbia Public Schools	2,413	Columbia College	300
Boone Hospital Center	1,657	Boyce and Bynum Pathology Labs	293
City of Columbia	1,242	ABC Laboratories, Inc.	290
MBS Textbook Exchange	1,170	Boone County National Bank	275
State Farm Insurance Companies	1,149	Tribune Publishing Company	274
U.S. Department of Veterans Affairs*	1,086	Columbia Insurance Group	270
Shelter Insurance Companies	1,050	Mid-Missouri Mental Health Center	264
State of Missouri (excludes MU)**	763	U.S. Dept of Agriculture*	253
Hubbell Power Systems, Inc.	750	3M	250
Kraft Foods Columbia	600	Missouri Employers Mutual Insurance	244
U.S. Postal Service	399	MFA, Inc.	241
Square D	370	OTSCON	238
Boone County Government	366	MidwayUSA	221

Source: REDI Fact Book, 2008 [www.columbiaredi.com](http://www.columbiaredi.com)

## Employment Change by Economic Sector – Boone County

**Hotels and Food Services + 16.1%**  
**Health Care + 13.5%**  
**Manufacturing - 13.7%**

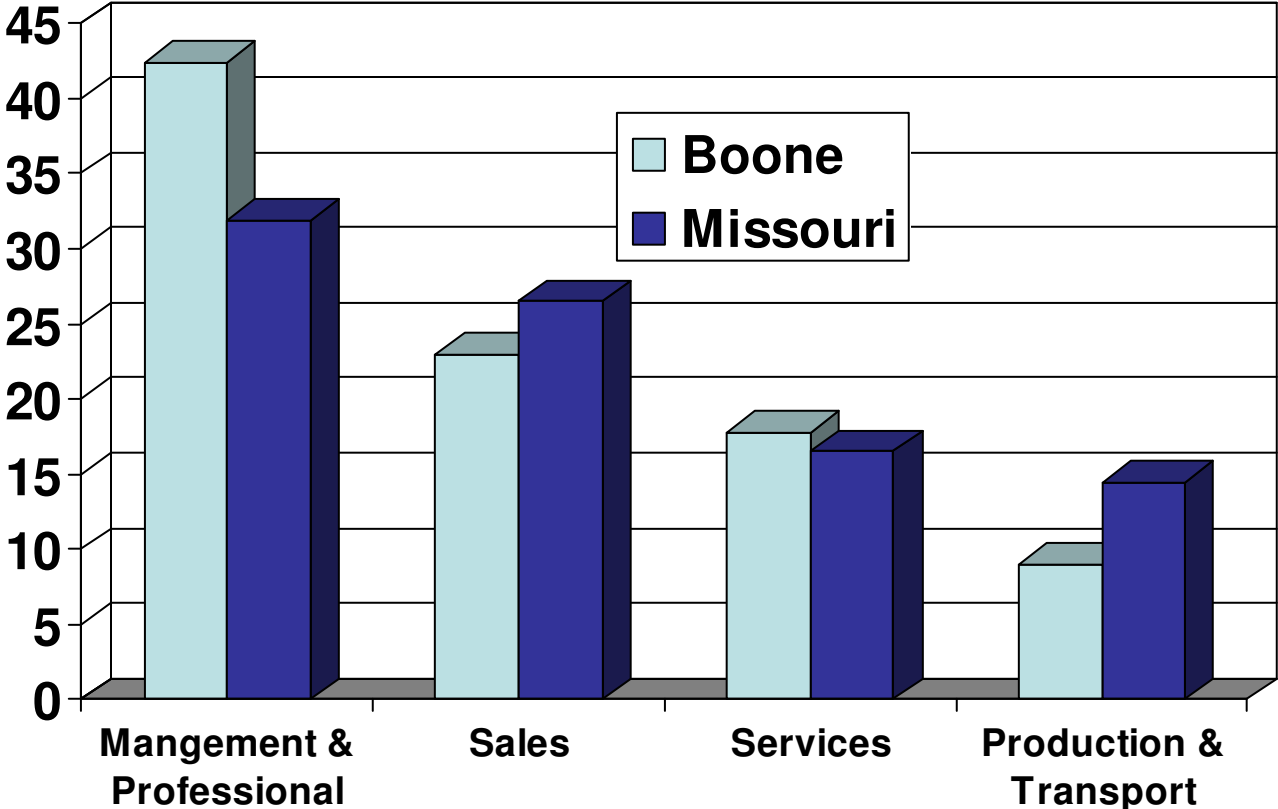
Top 15 Economic Sectors	2004	2005	2006	2007	Difference in Annual Average Employment 2004-2007	Percent Change 2004-2007
State Government	15,987	16,390	16,715	16535	548	3.3%
Retail Trade	9,730	9,938	10,293	10235	505	4.9%
Accommodation and Food Services	7,045	7,696	8,226	8397	1,352	16.1%
Local Government	6,016	6,086	6,218	6303	287	4.6%
Health care and Social Assistance*	5,119	5,335	5,750	5915	796	13.5%
Manufacturing	5,094	4,924	4,639	4481	-613	-13.7%
Construction	4,151	4,297	4,335	4208	57	1.4%
Administrative and Waste Services	2,428	3,136	2,427	2860	432	15.1%
Wholesale Trade	2,582	2,637	2,726	2637	55	2.1%
Professional and technical services	2,161	2,292	2,483	2440	279	11.4%
Other services, not public administration	2,151	2,123	2,312	2357	206	8.7%
Management of companies & enterprises	2,190	2,263	2,277	2221	31	1.4%
Federal Government	2,037	2,037	1,975	2004	-33	-1.6%
Information*	1,246	1,231	1157	1254	8	0.6%
Educational services	1,069	1,116	1,099	1169	100	8.6%
<b>Total</b>	<b>69,006</b>	<b>71,501</b>	<b>72,632</b>	<b>73016</b>	<b>4,010</b>	<b>5.5%</b>

\* Two-digit NAIC not available. Calculated from available three-digit NAIC

		Difference in Annual Average Weekly Wage 2004-2007	Percent Change 2004-2007
All Private Sector	Missouri	\$59.00	8.1%
	Boone	\$29.00	5.1%
State Government	Missouri	\$73	10.8%
	Boone	\$105	12.6%
Retail Trade	Missouri	\$23	5.2%
	Boone	\$22	5.3%
Accommodation & Food Service	Missouri	\$22	8.4%
	Boone	\$16	7.1%
Manufacturing	Missouri	\$64	7.2%
	Boone	\$29	3.8%
Construction	Missouri	\$77	9.1%
	Boone	\$56	8.1%
Health Care & Social Assistance*	Missouri	\$41	5.9%
	Boone	\$31	5.2%

Source: Bureau of Labor Statistics, Employment and Wages (ES202)

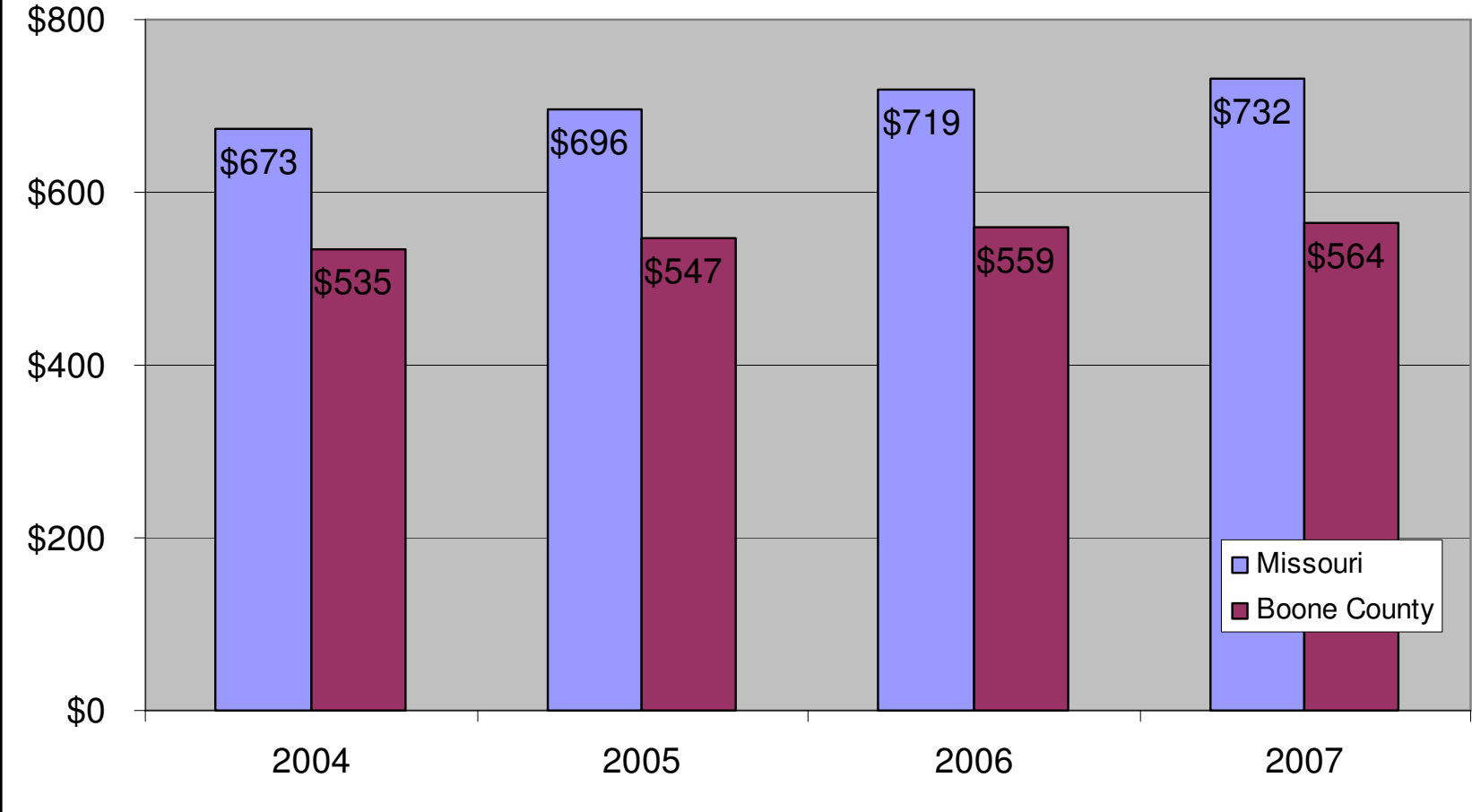
# Percent Workers by Major Occupational Category, 2006



Source: ACS, 2006



**Average Weekly Wage - All Private Sector Employment**





## Self-Sufficiency Wage Standards, 2006

County	Two Adults**	Two Adults w/Two Infants	Two Adults with Infant, Preschooler and School-aged Child**
Boone	\$21,248.00	\$45,275.01	\$52,924.16
Callaway	\$20,889.23	\$36,288.95	\$43,532.10
Cole	\$20,226.25	\$35,782.84	\$43,712.91
Howard	\$21,001.78	\$36,455.96	\$43,602.74

Source: MERIC and OSEDA, Wage Calculator



# Household and Family Income

	Boone County	Missouri
Median Household Income	\$42,163	\$42,841
Median Family Income	\$59,266	\$53,026

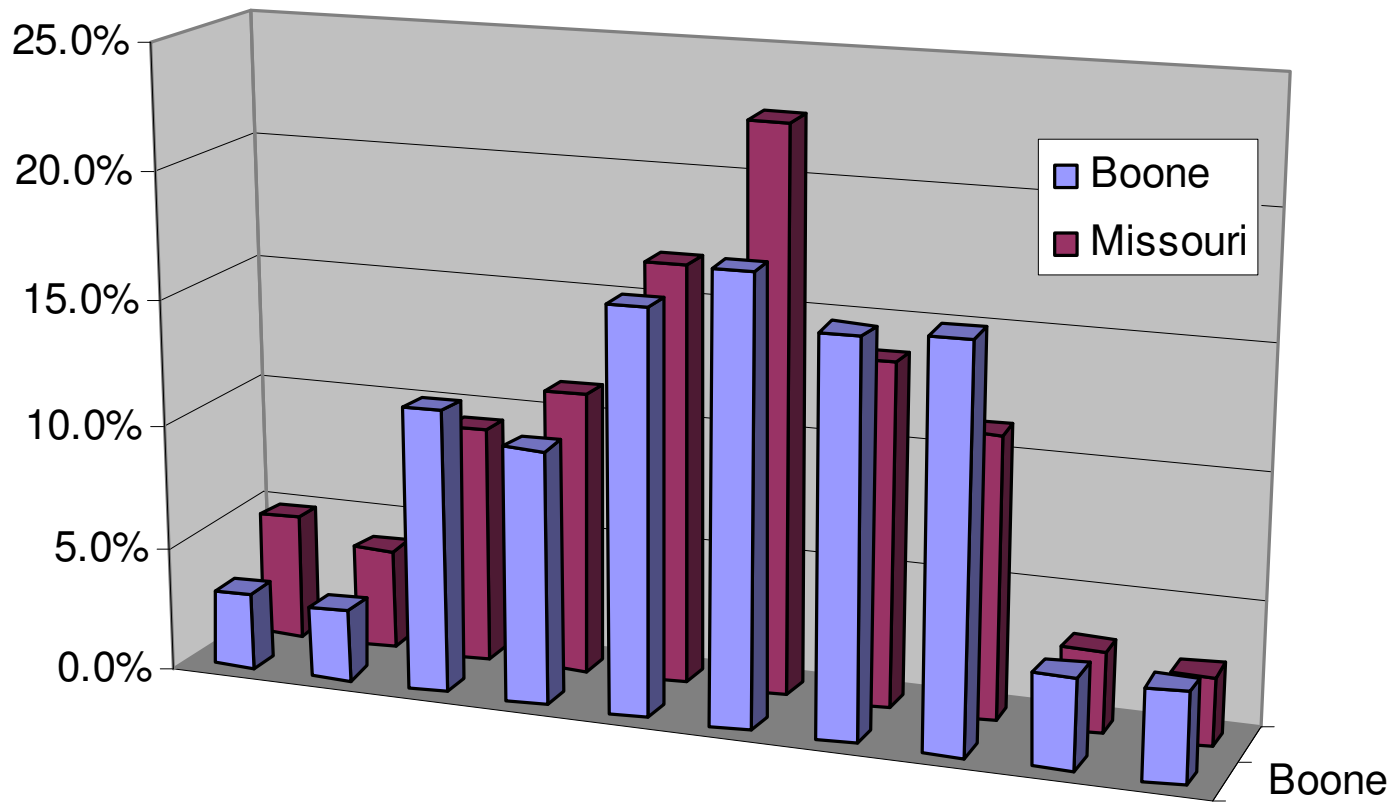
- Source: American Community Survey, 2006.

## ***Boone County Family Income Distribution, 2006 ACS***

<i>Total 36,468</i>	<b>Family Households</b>	<b>Percent of Families</b>	
		<i>Boone</i>	<i>Missouri</i>
<b>Less than \$10,000</b>	<b>1,104</b>	<b>3.0%</b>	<b>5.0%</b>
<b>\$10,000 to \$14,999</b>	<b>1,033</b>	<b>2.8%</b>	<b>4.0%</b>
<b>\$15,000 to \$24,999</b>	<b>4,118</b>	<b>11.3%</b>	<b>9.5%</b>
<b>\$25,000 to \$34,999</b>	<b>3,700</b>	<b>10.1%</b>	<b>11.3%</b>
<b>\$35,000 to \$49,999</b>	<b>5,843</b>	<b>16.0%</b>	<b>16.7%</b>
<b>\$50,000 to \$74,999</b>	<b>6,471</b>	<b>17.7%</b>	<b>22.6%</b>
<b>\$75,000 to \$99,999</b>	<b>5,728</b>	<b>15.7%</b>	<b>13.6%</b>
<b>\$100,000 to \$149,999</b>	<b>5,824</b>	<b>16.0%</b>	<b>11.3%</b>
<b>\$150,000 to \$199,999</b>	<b>1,333</b>	<b>3.7%</b>	<b>3.3%</b>
<b>\$200,000 or more</b>	<b>1,314</b>	<b>3.6%</b>	<b>2.8%</b>

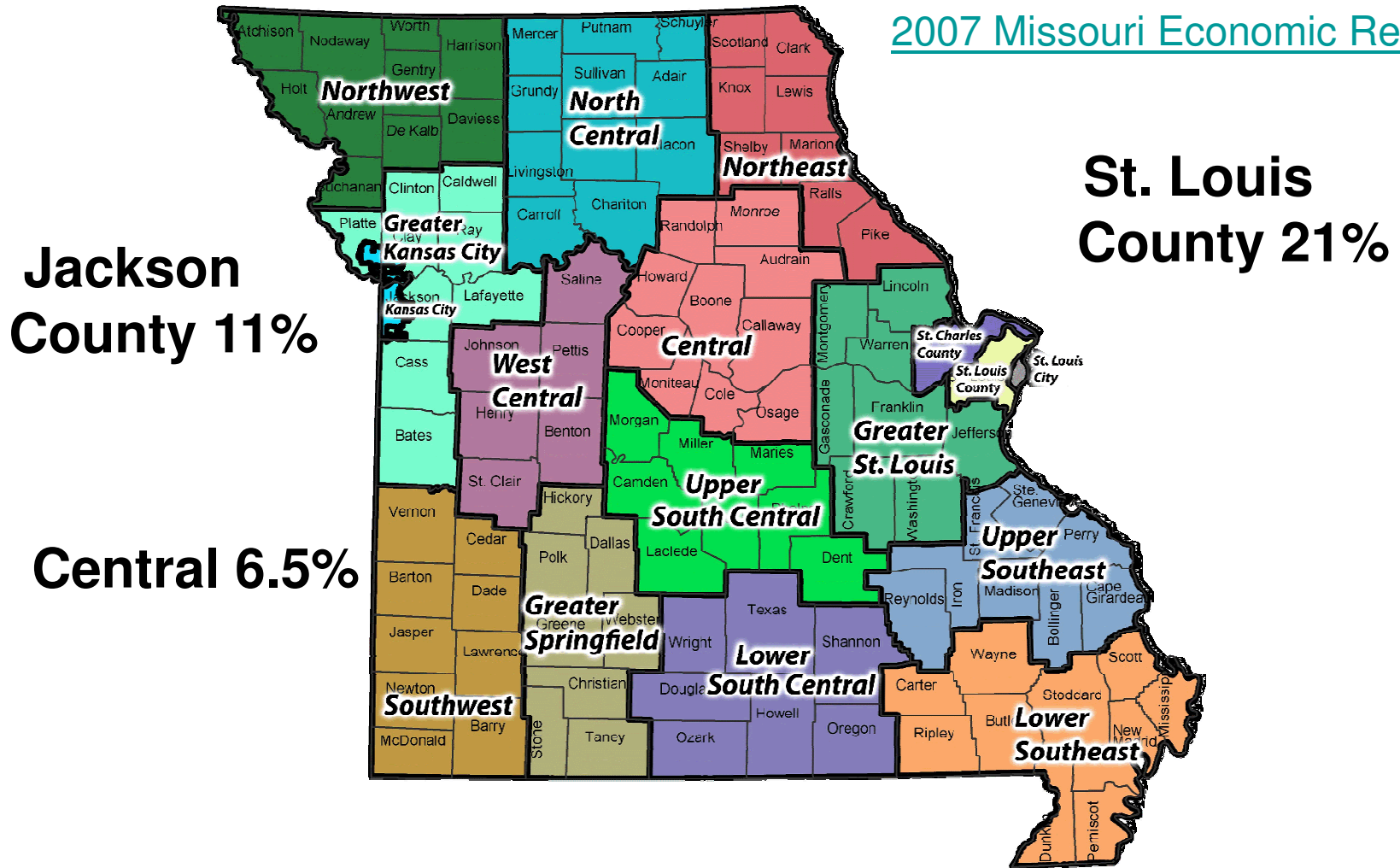


*Family Income Distribution, 2006*

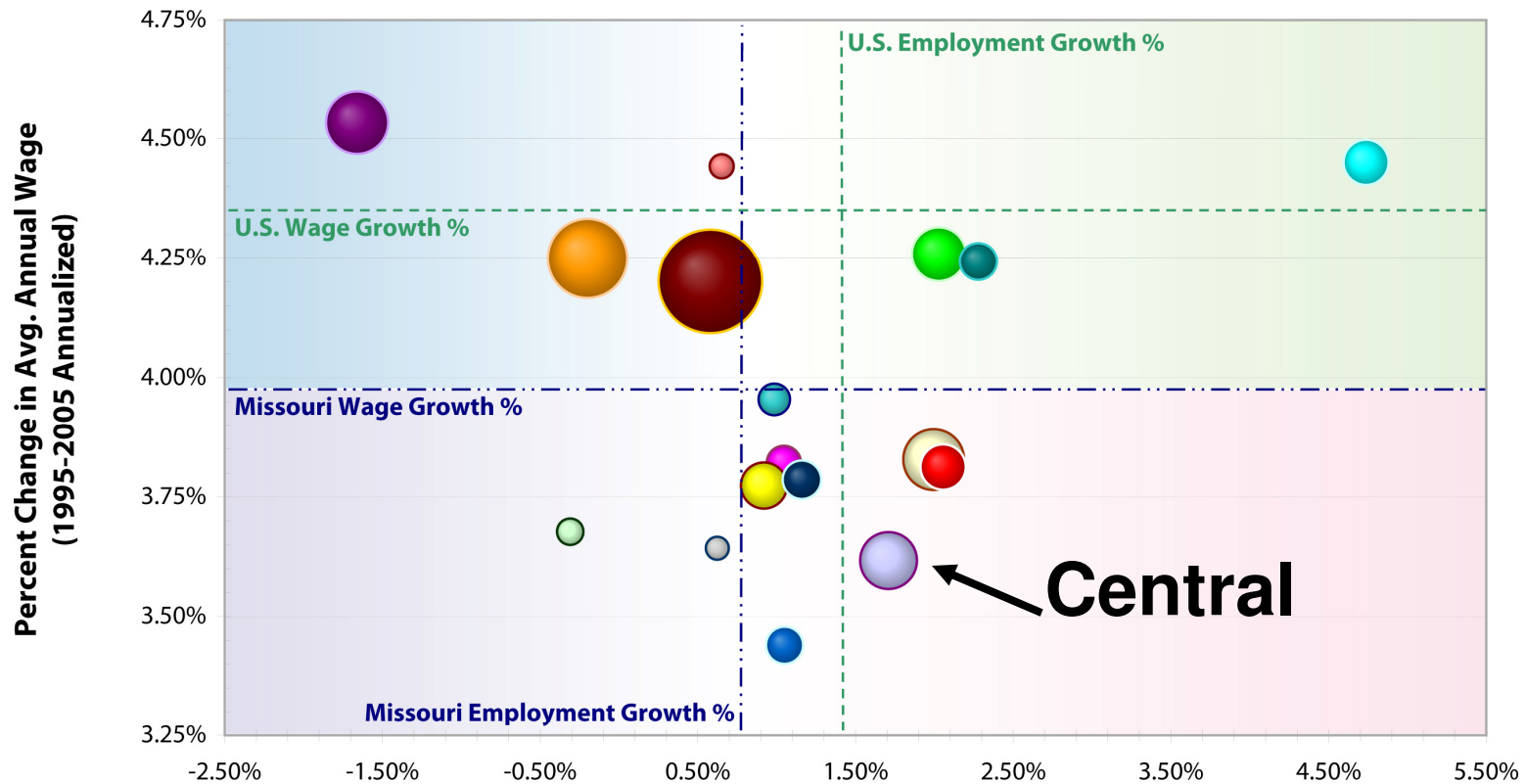


# Regional Economic Share

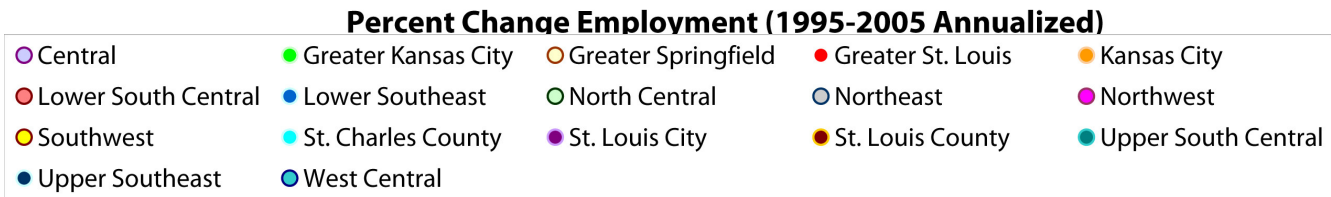
2007 Missouri Economic Report



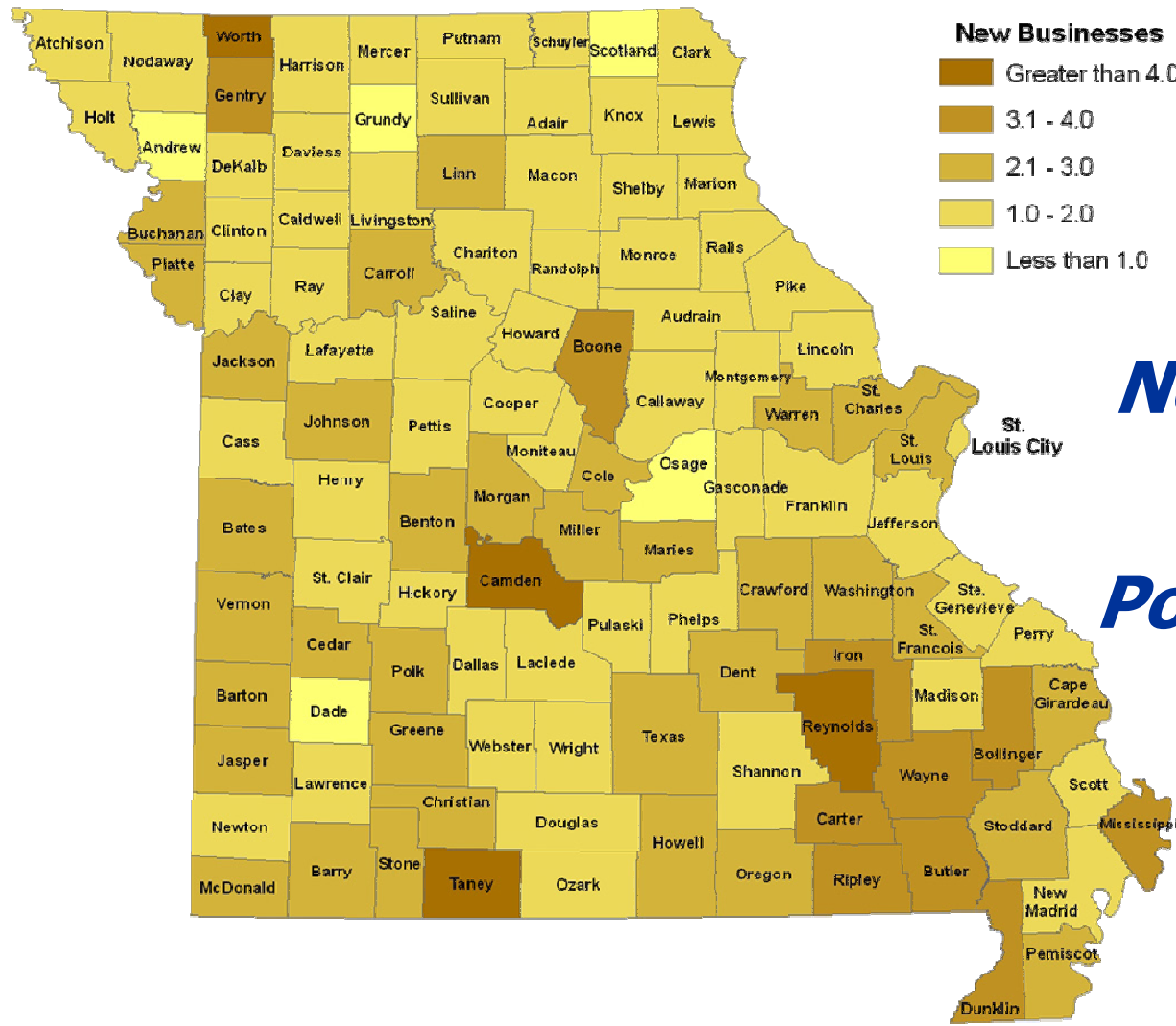
## Comparative Performance of Economic Areas in Missouri



Source: MERIC





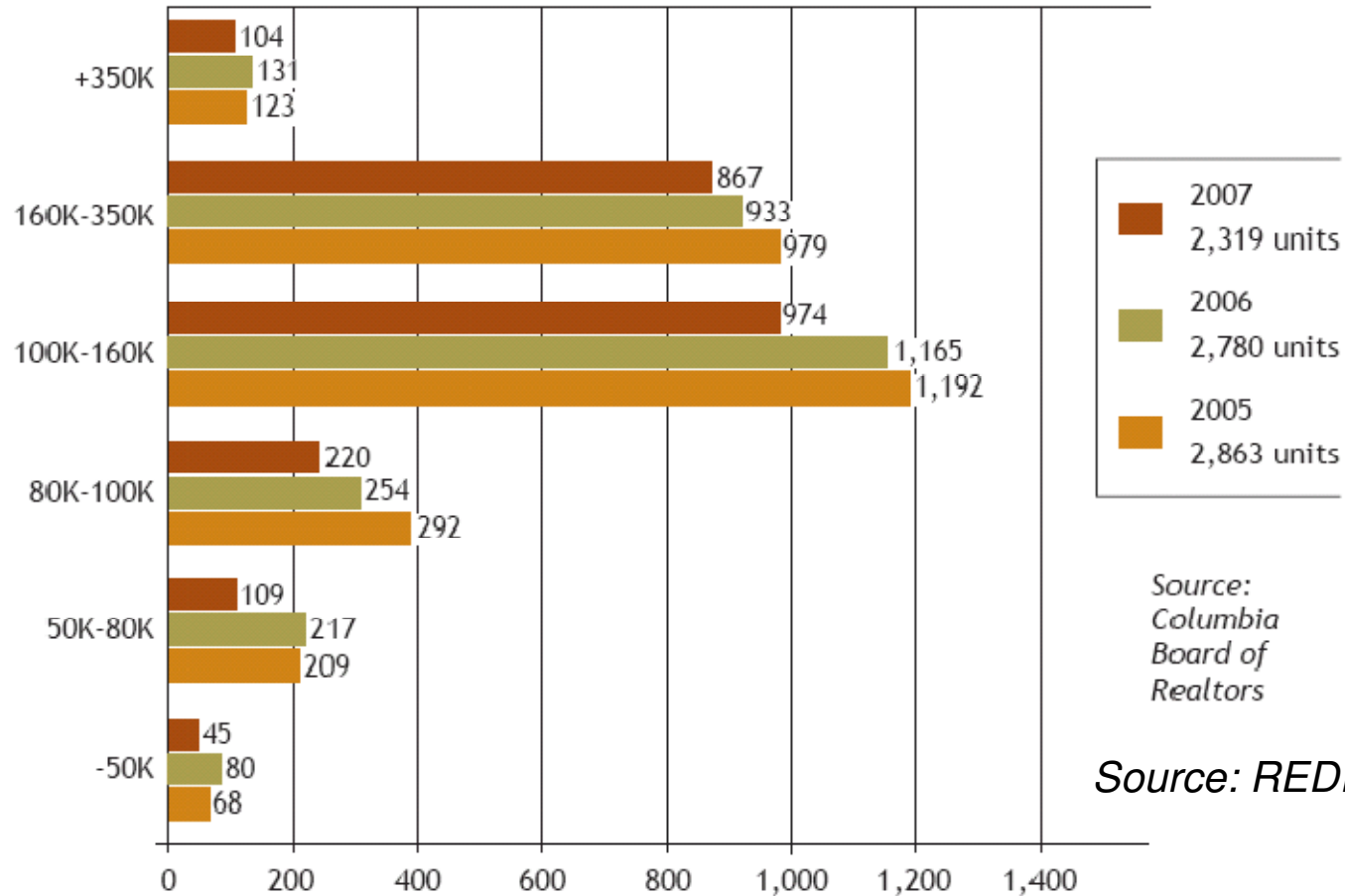


# *New Businesses per 1,000 Population, 2006*

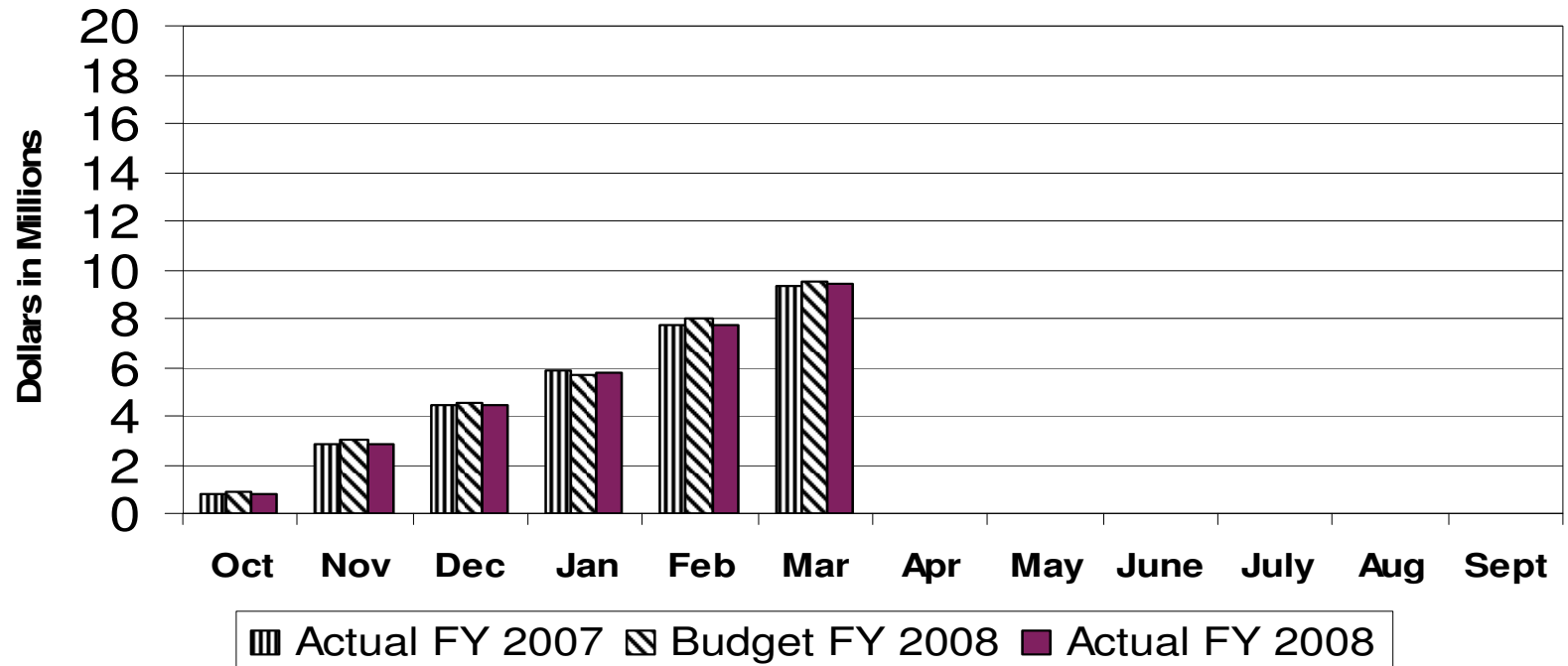
Source: MERIC



## Home Sales by Price Range - Boone County



## Columbia Sales Tax Trends



Note: The General Fund % is 95.9%



# STATE NEW ECONOMY INDEX

Ewing Marion  
KAUFFMAN  
Foundation

*Missouri's rating  
declined from 28<sup>th</sup> in  
2002 to 35<sup>th</sup> in 2007*

BENCHMARKING

ECONOMIC

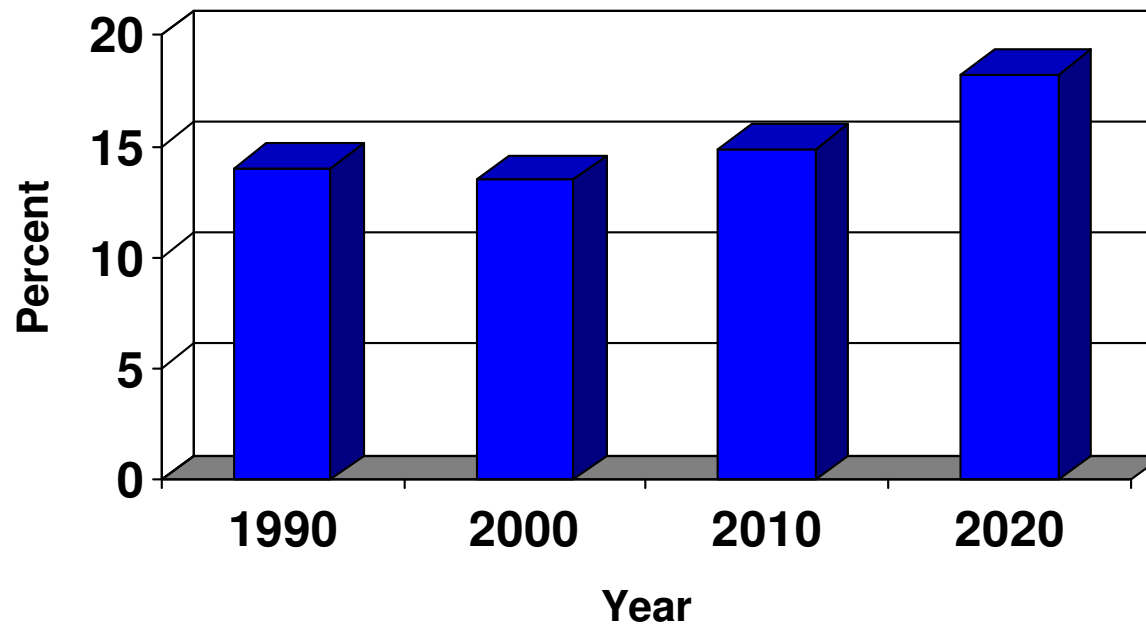
TRANSFORMATION

A close-up portrait of an older man with thinning hair, wearing round-rimmed glasses, a dark suit jacket, a white shirt, and a red patterned tie. He is looking slightly to the right of the camera with a neutral expression. The background is a solid, warm-toned color.

## *Issues from the “Undertaker”*

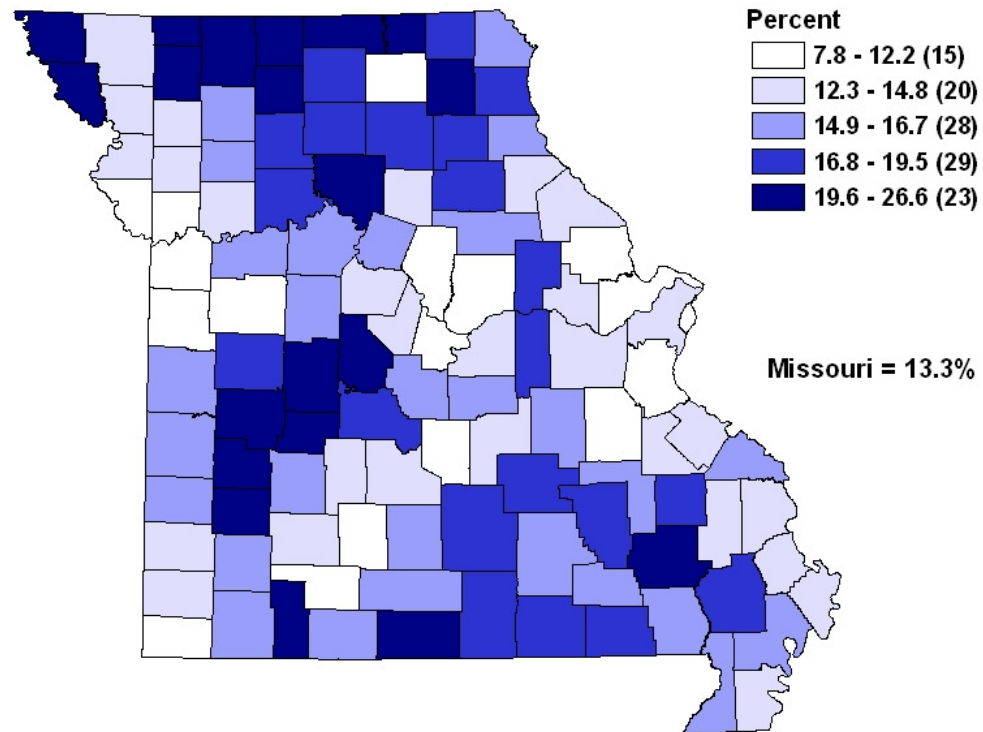
- Aging & Boomers
- Entitlements
- Globalization
- Energy
- Education

## Percent Missouri Population Age 65+: 1990-2020



SOURCE: Census Bureau/NCHS. Projection algorithm, programming by OSEDA  
Chart Prepared by: University of Missouri Extension, Office of Social and Economic Data Analysis  
24March2006

## Percent of Missouri's Population, 2005: Age 65 and Older



Source: USDC, Bureau of the Census, 2000 Decennial Census  
Produced by: University of Missouri Extension, Office of Social and Economic Data Analysis  
Map generated on 28June2007

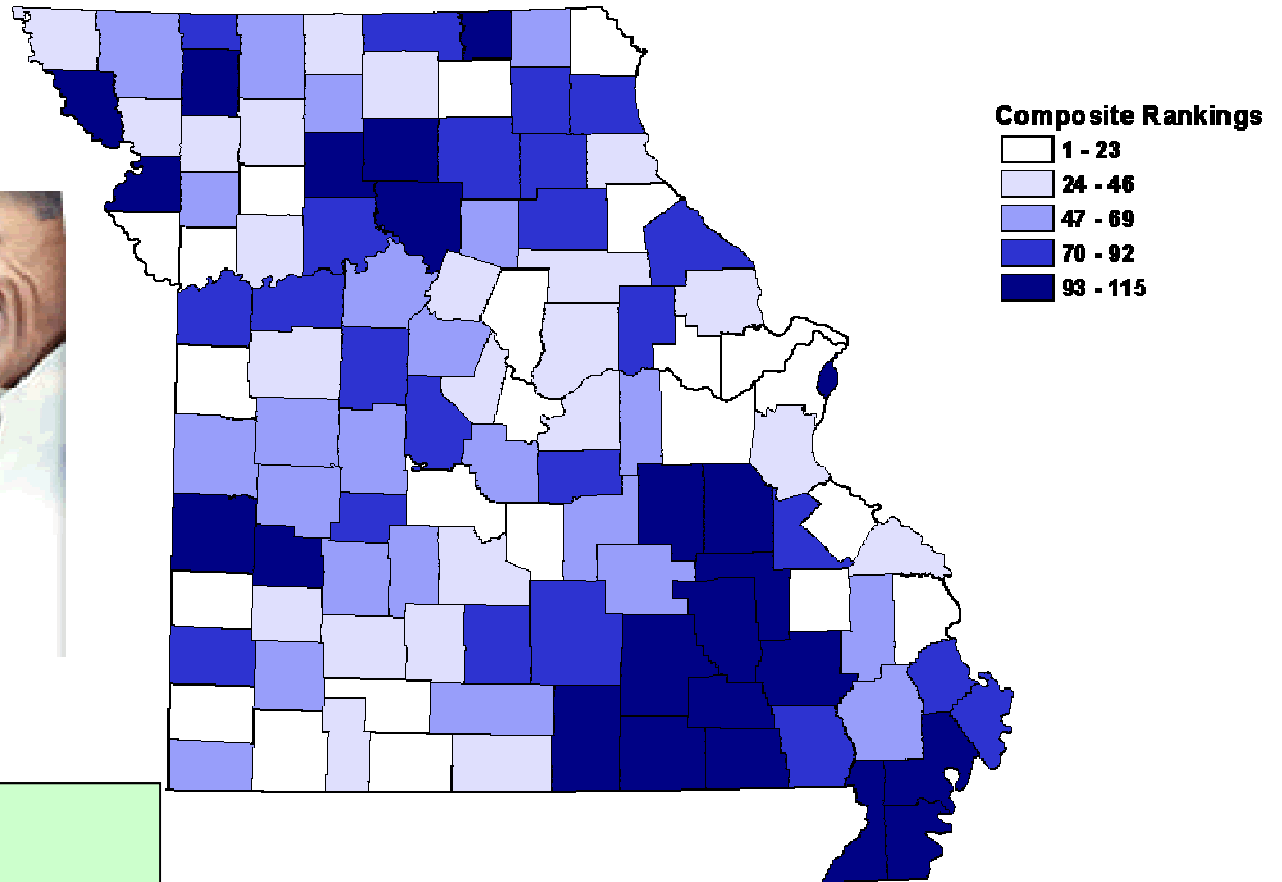
## Missouri Senior Report, 2007 Composite County Rankings



**Consider Columbia!**

Whether it's settling down or moving up, Columbia is for you.

**Boone County  
ranked first in the  
state for both 2006 and 2007**

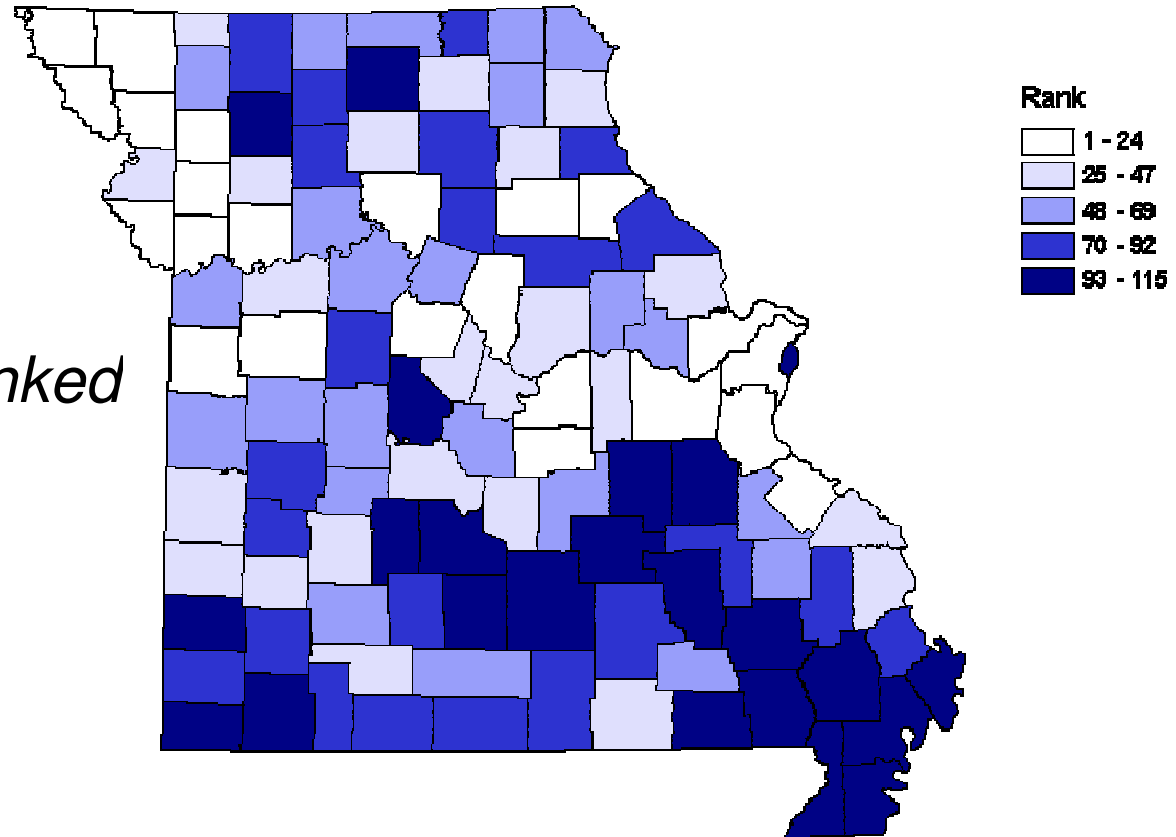


Prepared by: Office of Social and Economic Data Analysis (OSED)A  
Map Created On: 12.14.2007

## Composite Kids Count Ratings

Quality of Life  
Indicators for  
Kids

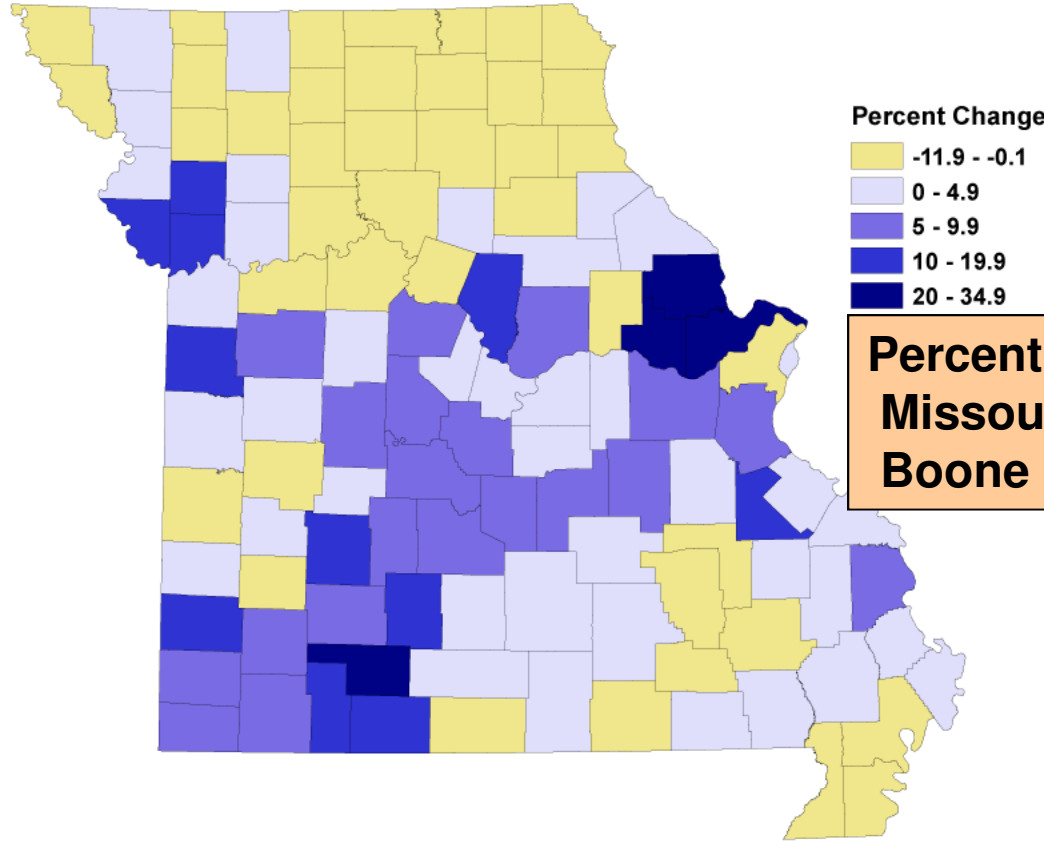
Boone County ranked  
11<sup>th</sup> in 2006 and  
12<sup>th</sup> in 2007



Source: University of Missouri, Office of Social and Economic Data Analysis  
Prepared by: University of Missouri Extension, Office of Social and Economic Data Analysis (OSED A)  
Map Generated on: 11.8.2006



## Percent Population Change in Missouri, by County 2000-2007



**Boone County**  
**Population 2007**  
**152,435**

**Percent Change:**  
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Source: Population Division, U. S. Census Bureau, Annual Estimates, April 1, 2000 - July 1, 2007.  
Prepared by: University of Missouri Extension, Office of Social and Economic Data Analysis (OSED A)  
Map Generated on: 23 Apr 2008

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Address <http://www.oseda.missouri.edu/index.shtml> Go

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## OSEDA Office of Social and Economic Data Analysis

*Transforming Data into Information*

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**USDA, Economic Research Service Releases State Fact Sheets**

The Economic Research Service recently released state fact sheets on various indicators. The data show that while Missouri has grown in population from 2000 to 2006 by 4.4 percent, rural areas did not share fully in this growth. While urban areas of the state grew by 5 percent, the rural population grew by almost half that with a 2.8 percent increase. This varied by geographic region of the state. [\(more...\)](#)

**Missouri's Migrant Students: The Invisible Population**

Between one and three million year-round and seasonal farmworkers dispersed throughout the United States are employed in the U.S. food production industry. The migrant population data indicate that most agricultural workers, between 66% and 81%, are immigrants. According to Cornell University's "Facts on farmworkers in the United States" (2001), five out of six farmworkers speak Spanish with a majority originating from Mexico. [\(more...\)](#)

**Missouri continues overall slow population growth between 2000 and 2006**

Recently released population estimates for 2006 from the U.S. Census Bureau show that Missouri's population is continuing a slow rate of

**OSEDA Features**

- MoDOT SEIR
- DESE SEIR
- MCDC
- Community Connection**
- KidsCount
- Regional Profiles
  - 2000 Census
  - Beyond 2000
- Project Success
- Close the Gap
- Step by Step
- County Facts
- Missouri Family Wage Calculator
- County Social and Economic Indicators
- Business Indicators
- Entrepreneurship in Missouri
- Missouri Senior Report

**Events**

**National Association of Counties 2007 Annual Conference**  
July 13-17, 2007  
Richmond, Va.

**Missouri Governor's Conference on Economic Development**  
August 27-30, 2007  
Springfield, Mo.

**Percent Change in Missouri Population by County, 2000 - 2006**

Legend:

- 0.1% - 4.9% (46)
- 5.0% - 9.9% (24)
- 10.0% - 29.9% (10)
- Missouri = 4.4%
- U.S. = 6.4%

**Collaborations**



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