

Rural Missouri: Beliefs and Reality

MEDC FALL CONFERENCE, OCTOBER 2017

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EXTENSION COMMUNITY ECONOMIC AND ENTREPRENEURIAL
DEVELOPMENT PROGRAM

Survey Partners

Lead Organizations

- Missouri Rural Development Partners
- University of Missouri Extension
- University of Missouri, DASS/Rural Sociology
- Missouri Department of Economic Development

Support Organizations

- Associated Electric Cooperatives/*Rural Missouri Magazine*
- Missouri Municipal League
- Missouri Economic Development Council (MEDC)
- Missouri Dept. Health & Senior Services
- Ameren
- Missouri Community Betterment (MCB)
- Missouri Farm Bureau

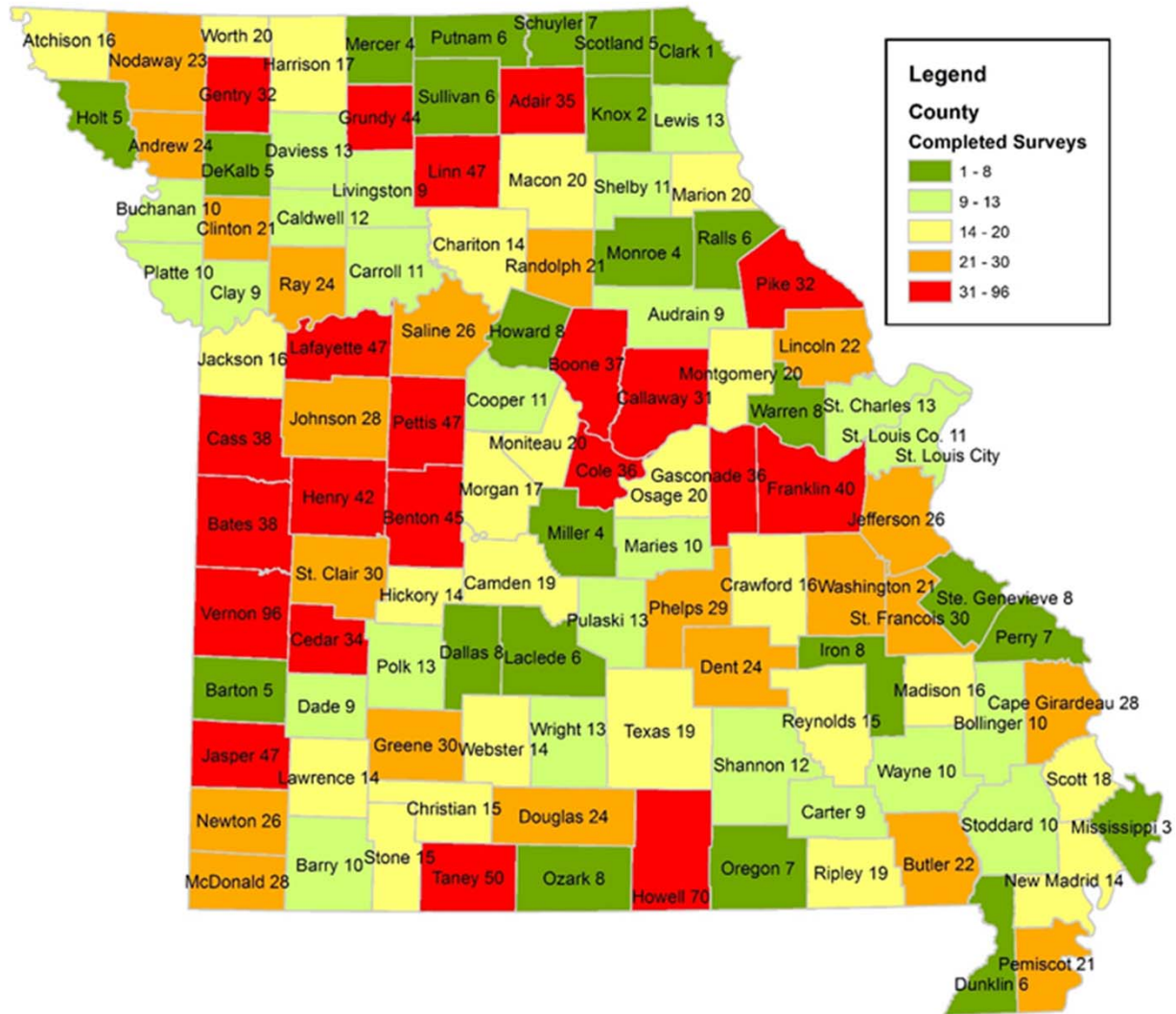
Other Distribution Sources

- Local Newspapers and radio
- Social Media

Respondent Characteristics

- **High Educational Attainment** – 55% have a college degree compared to 27% for Missouri, 25% have an advanced degree compared to 10% for the State.
- **Large Proportion of Community Leaders** – 32% belong to a local/regional economic development association, chamber, nonprofit, etc. and 16% served as a board member.
- **Diverse Employment** – 50% employed full-time, 19% retired, 14% own/manage a business, 11% own/manage a farm, 15% work in the not-for-profit sector (multiple selection possible)
- 62% are Female
- Average age = 53.8 years, Median = 55 years, Range = 16 to 91 years
- 93.7% White, 2.3% Hispanic

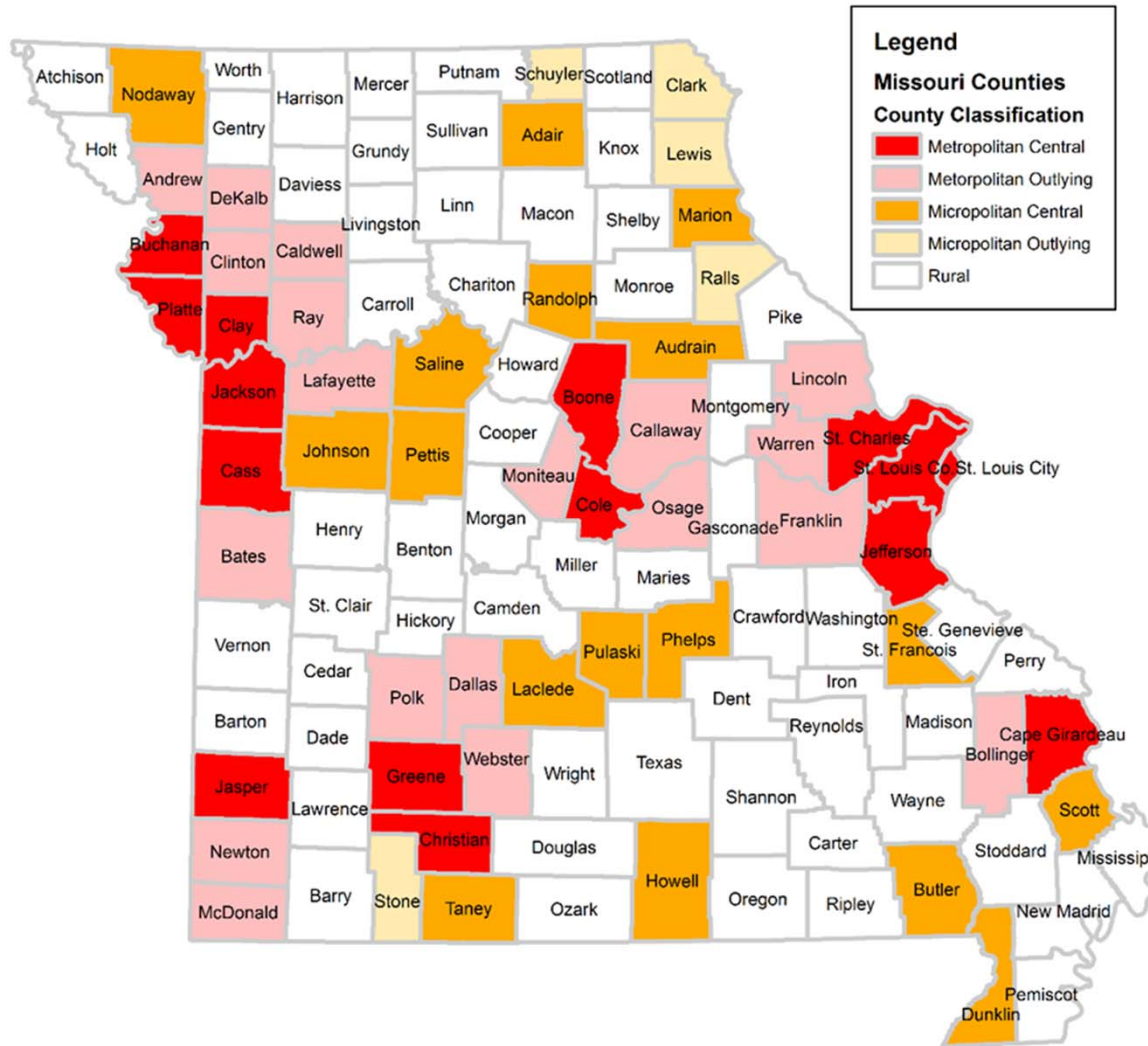
Responses by County



What sources do you rely on for information about

	Local Events	State and National Events
Conversations with People in My Community	80.6	32.7
Print Newspaper	70	28.1
Social Media	62.1	48.4
Radio	56.3	51.1
Local TV	54	57.3
Community/County Website	41.4	12.6
Online Newspaper	37.8	45.7
Cable News Channel	18.9	48.2
Talk Radio	17.6	29.1

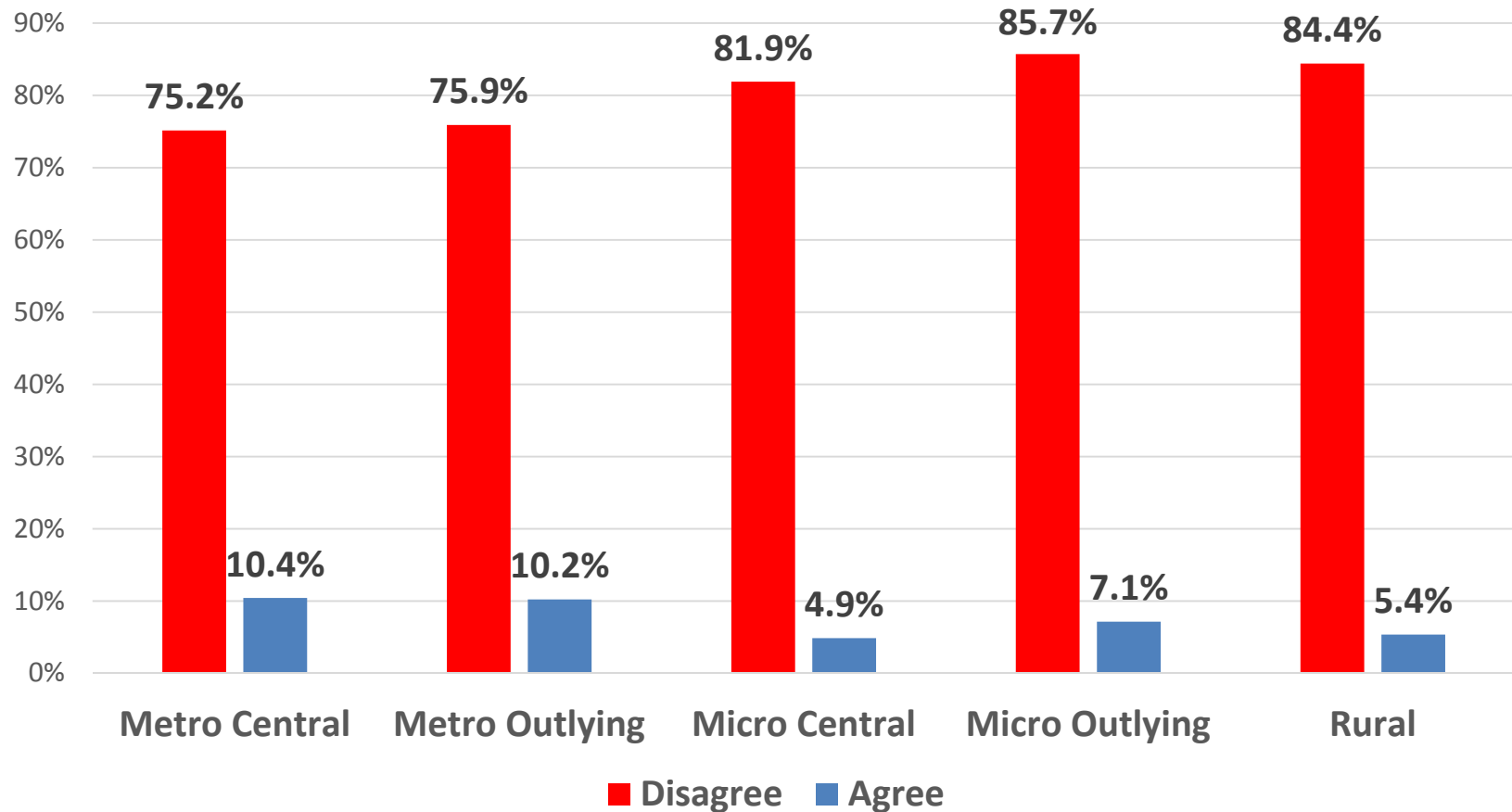
US Office of Management and Budget County Classification



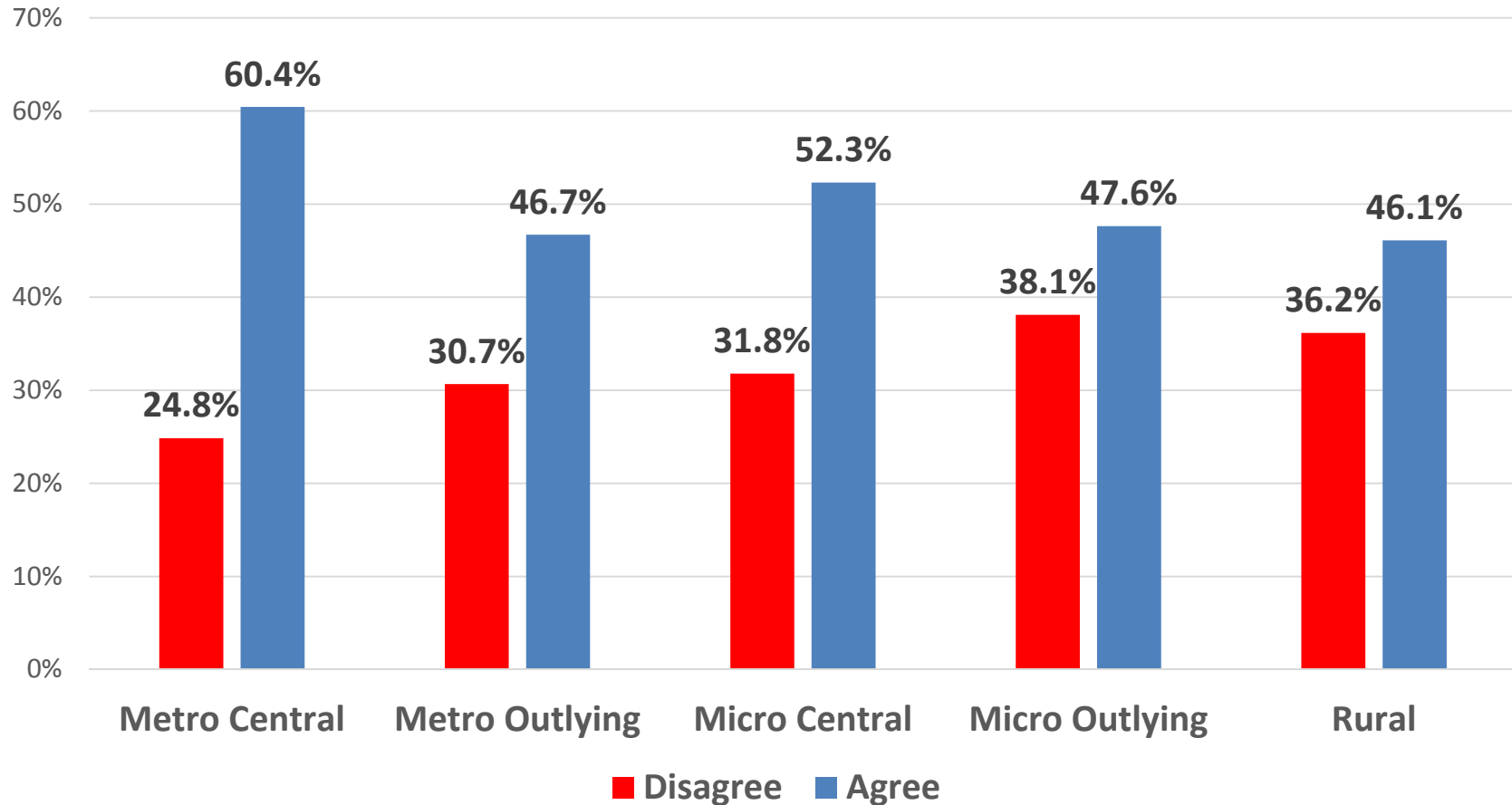
- The Office of Management and Budget publishes the official standards for classifying counties.
- Metropolitan Central (15) counties have an urban area with a population of at least 50,000.
- Metropolitan Outlying (19) counties have at least 25% of the employed workforce commuting to a Metropolitan Central county.
- Micropolitan Central (17) counties have an urban area of at least 10,000 but less than 50,000.
- Micropolitan Outlying (5) counties have at least 25% of the employed workforce commuting to a Micropolitan Central county.
- Rural (59) are counties that do not meet the standards for other classifications. No city of 10,000 or more.

Source: See <http://www.census.gov/population/metro/> for definitions

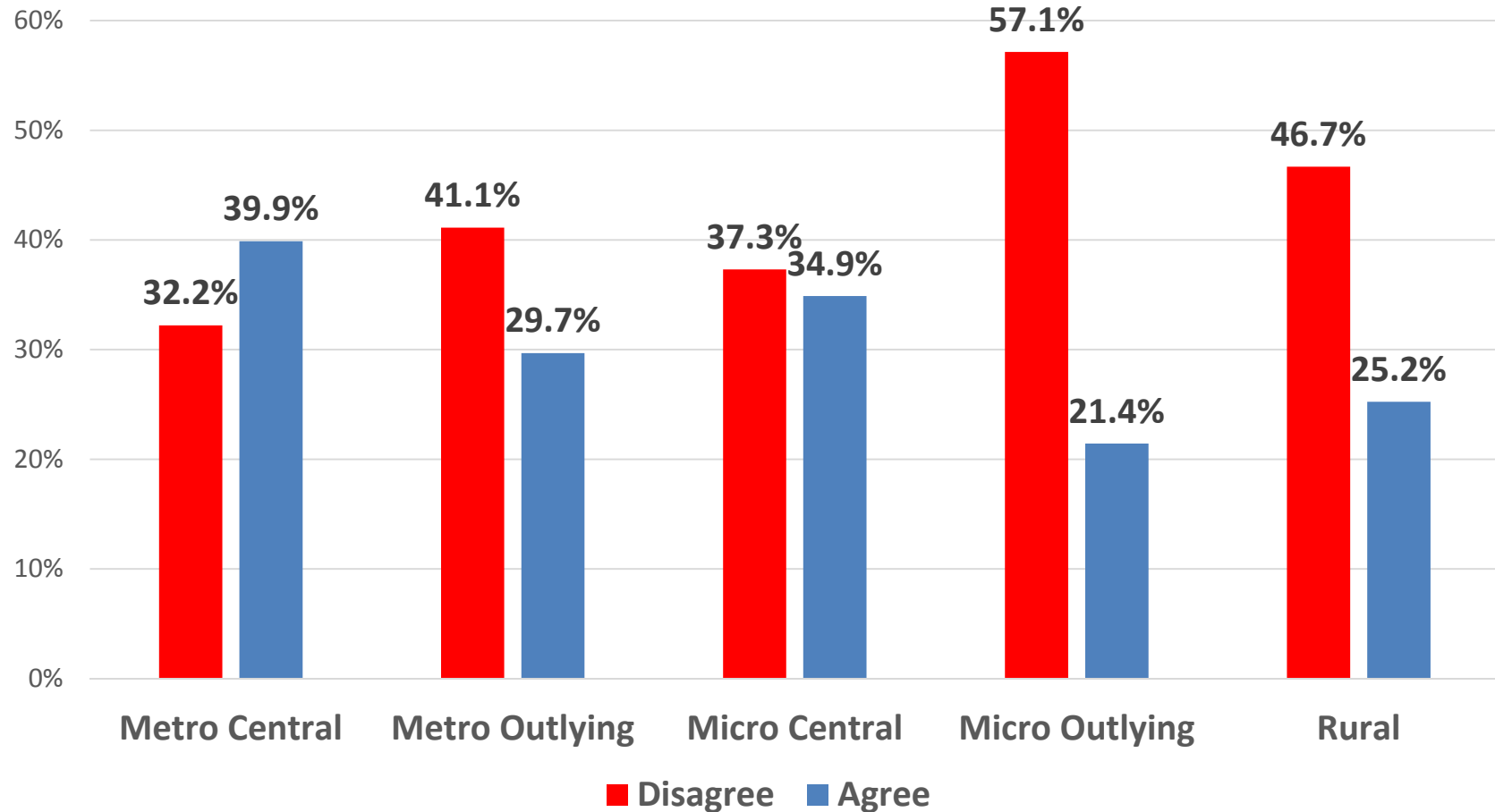
My community is doing fine and does not need to change



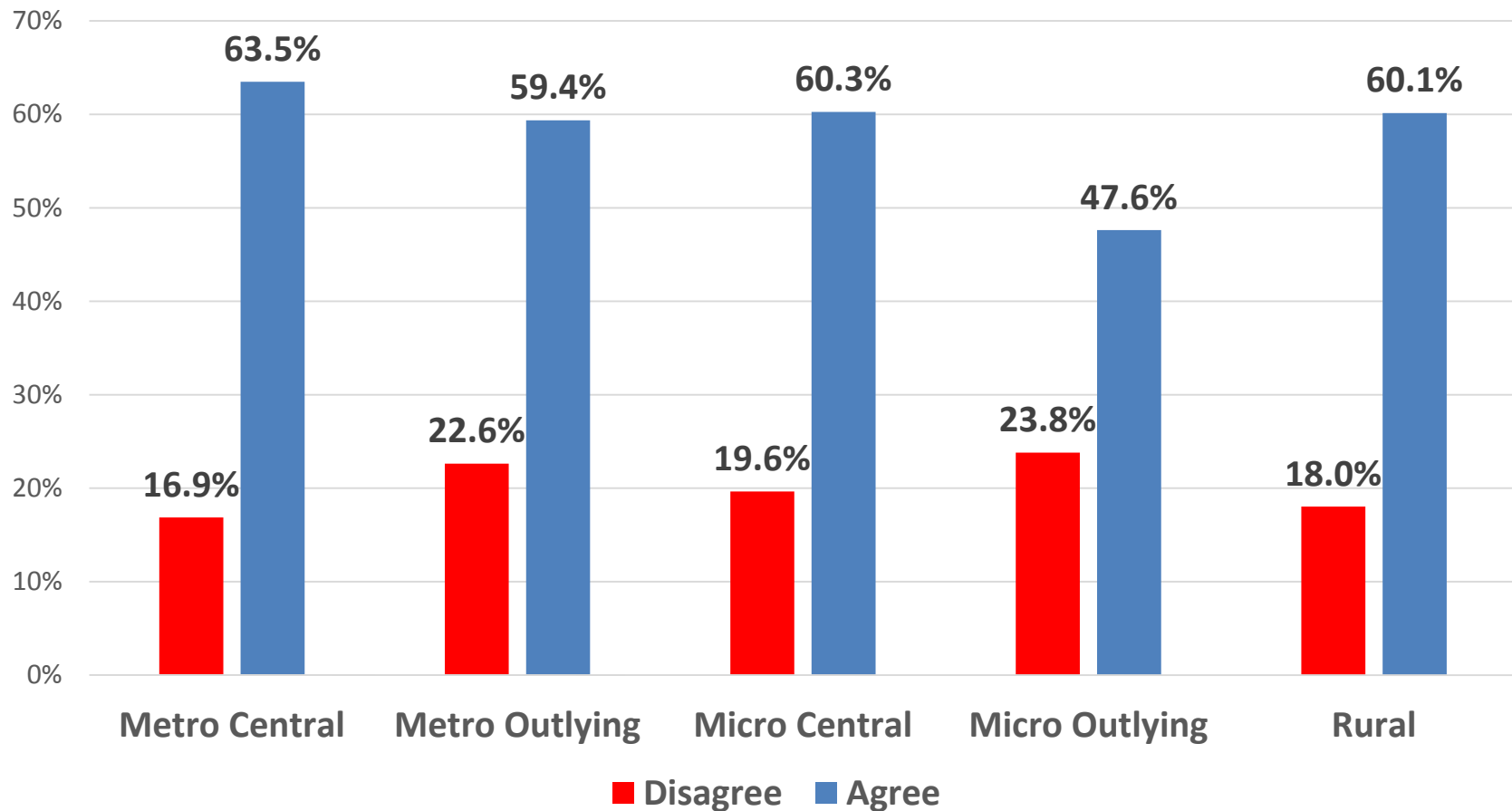
My community is forward-looking and open to improvement



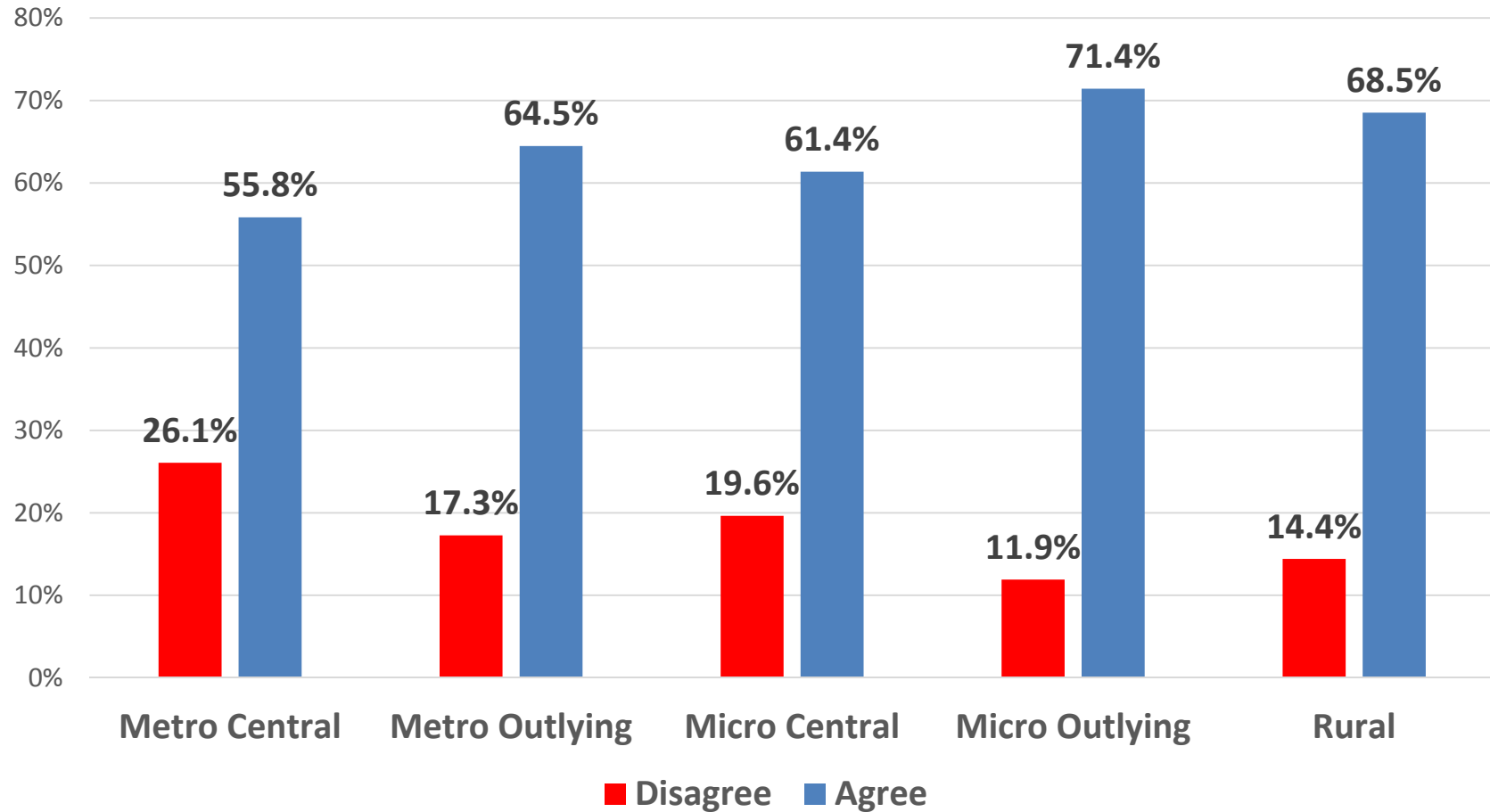
My community has a clear plan for the future



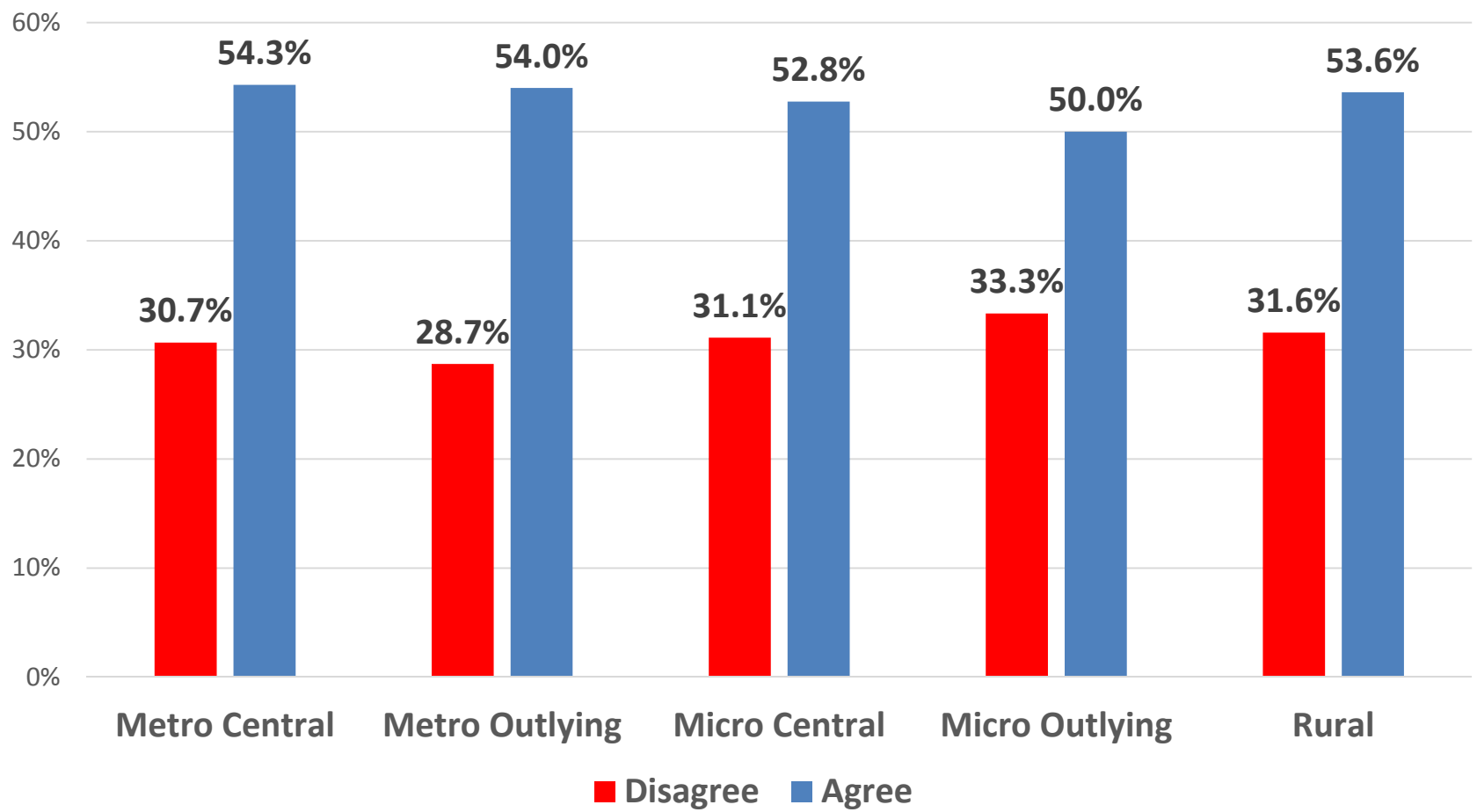
I have an opportunity to join community development efforts



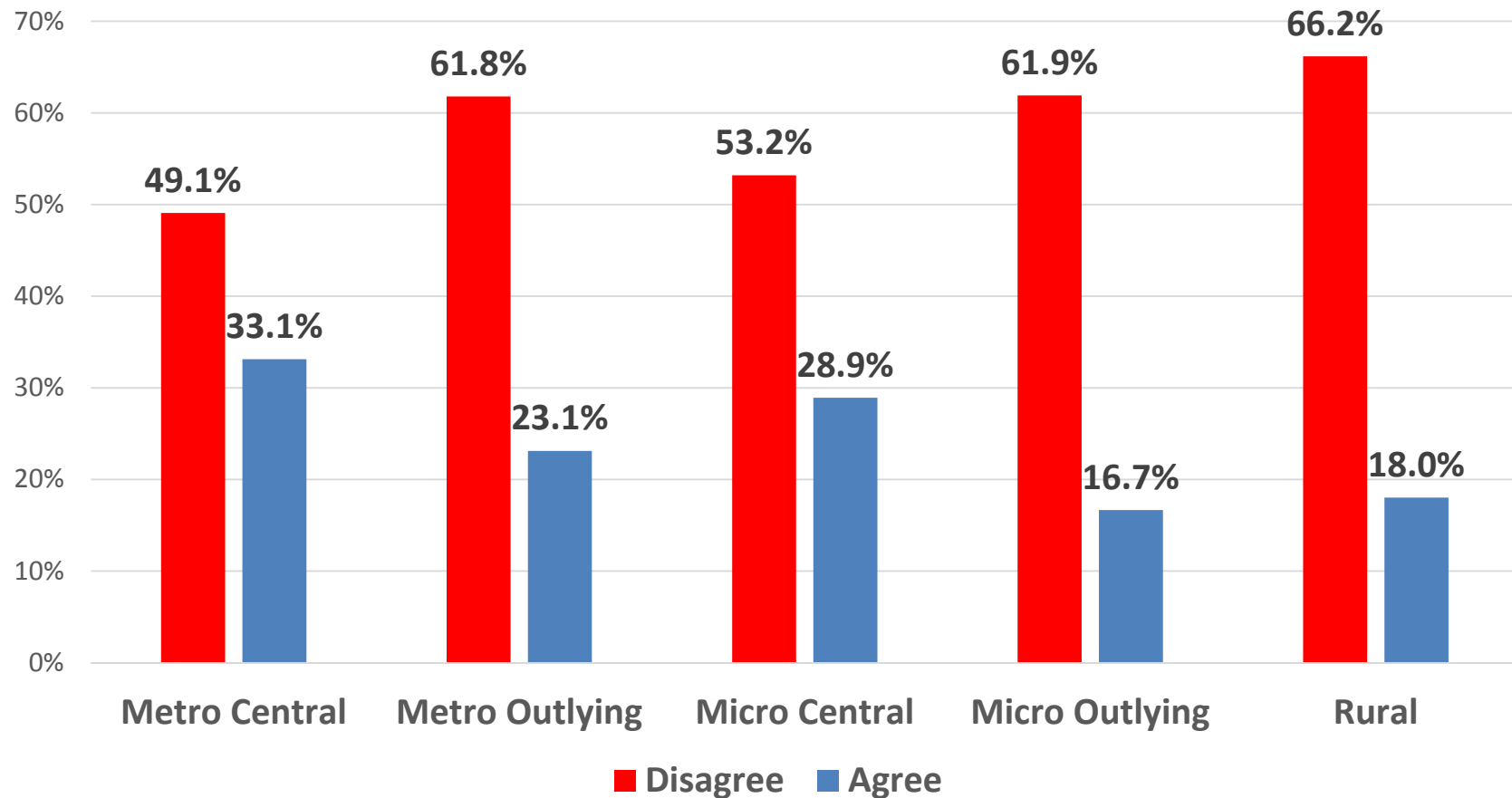
There are not enough people willing to serve as leaders and volunteers in community organizations



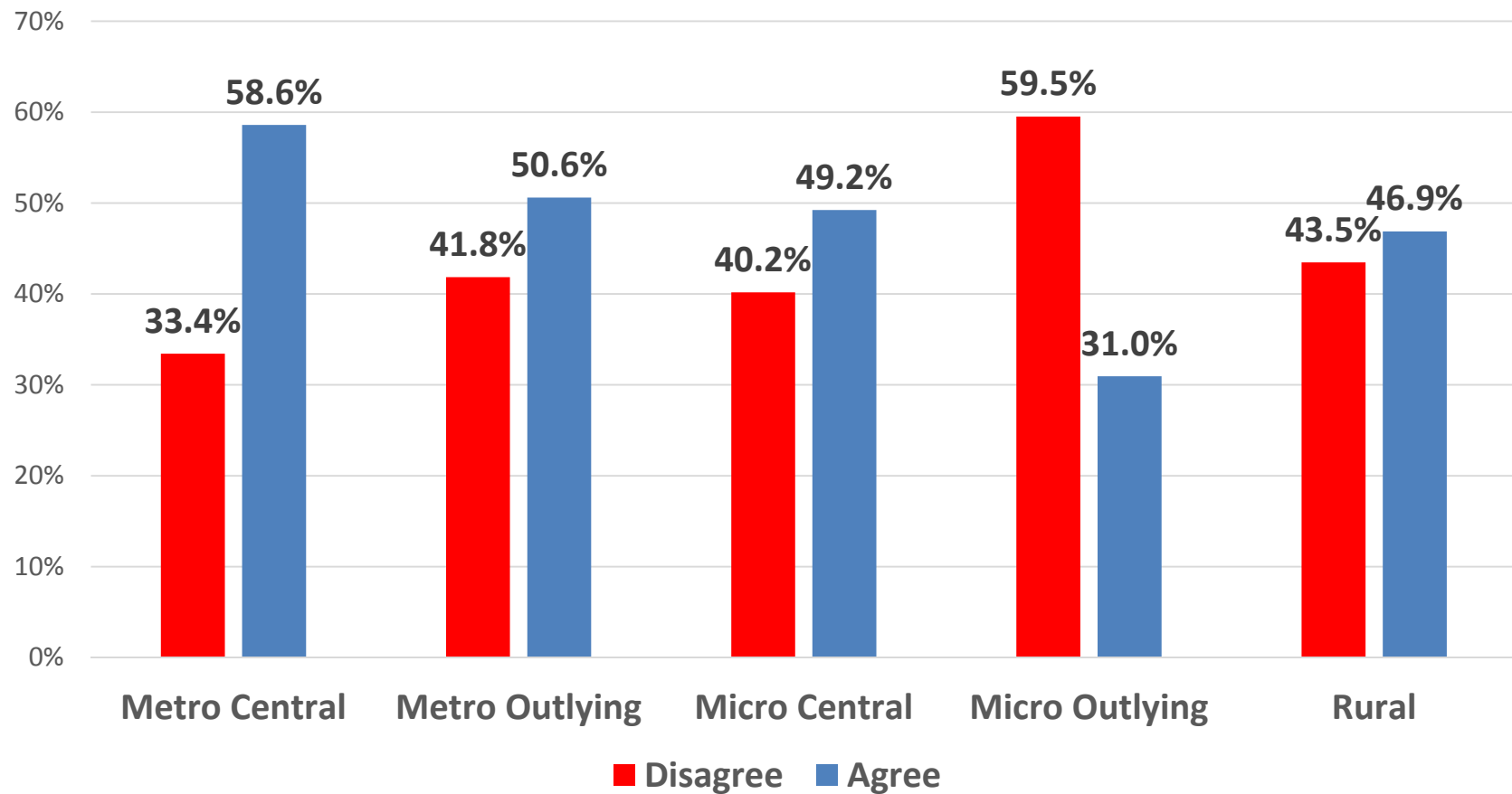
Local elected officials do a good job of providing leadership



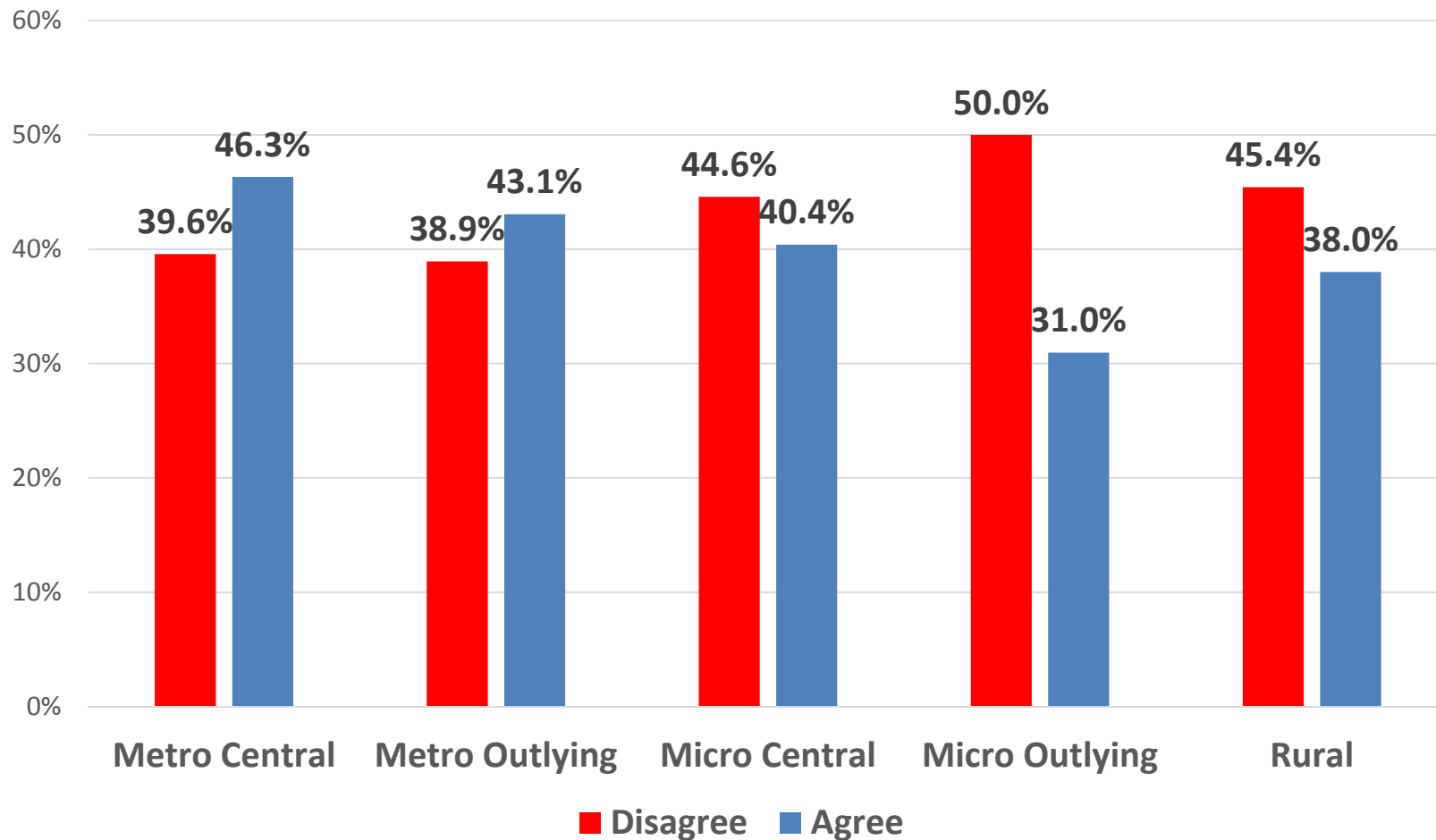
The community has the financial capacity to support and maintain a sound infrastructure - roads, bridges, sewer, water, etc.



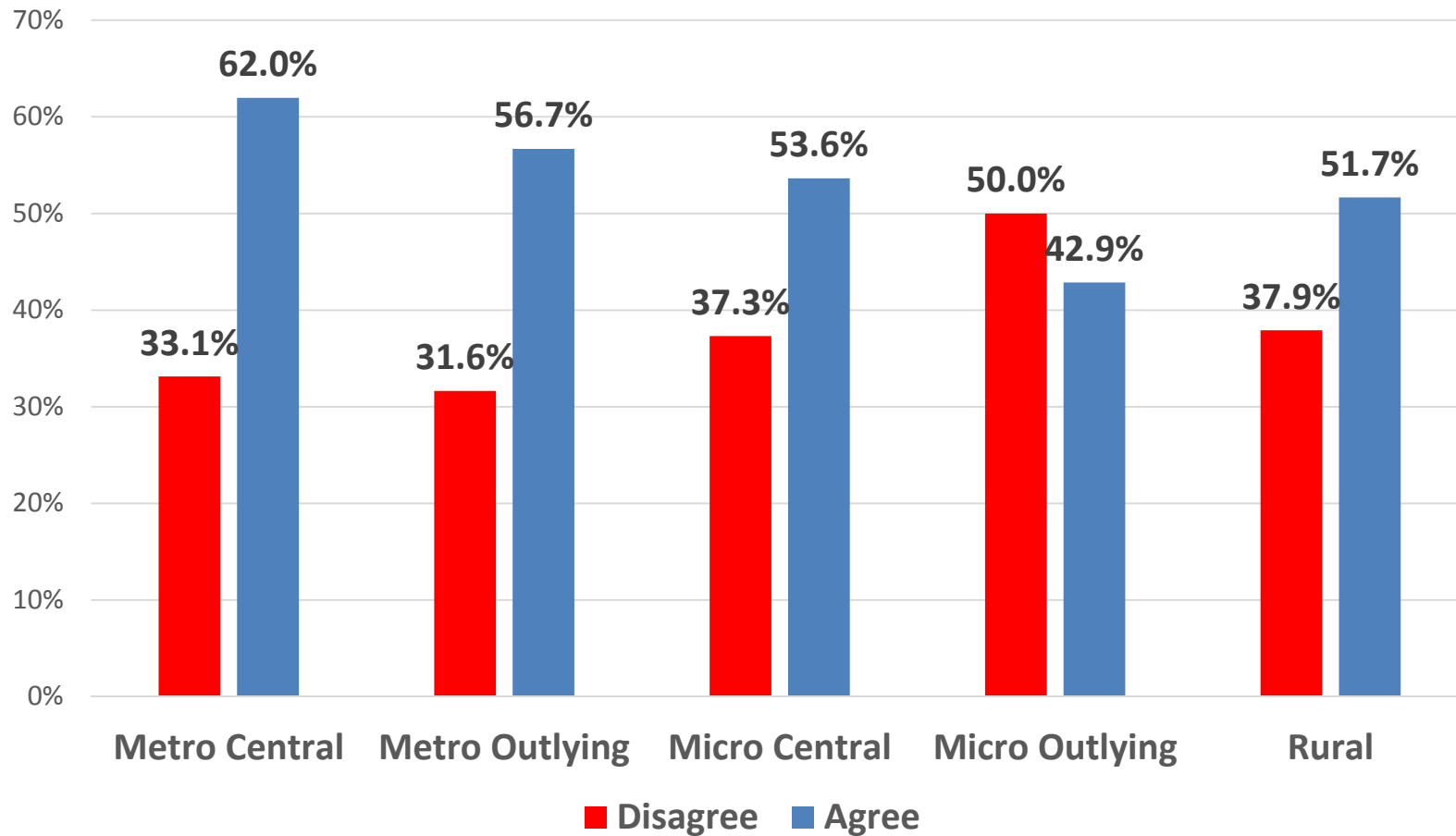
There is access to Broadband/High Speed Internet



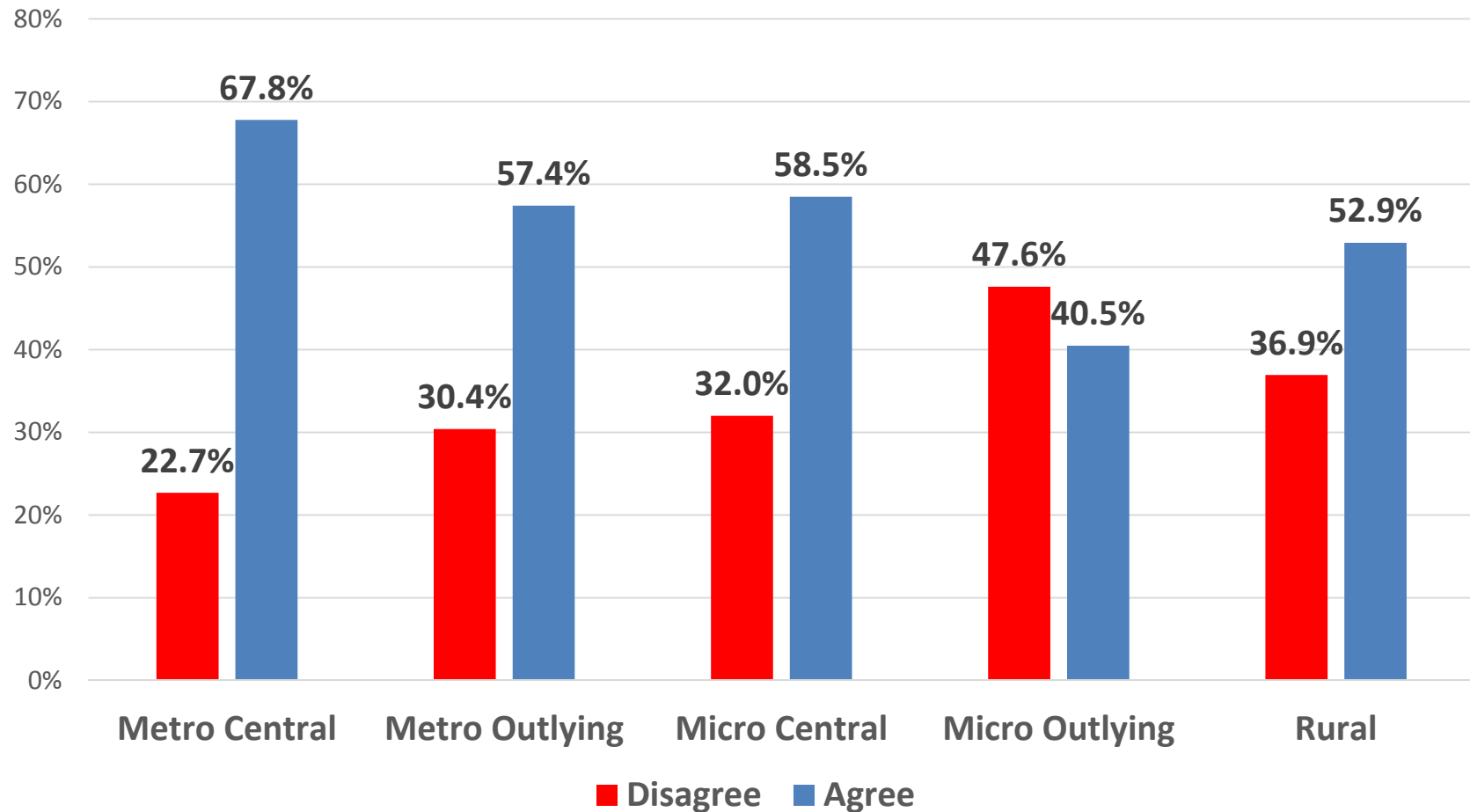
Affordable rental housing is available



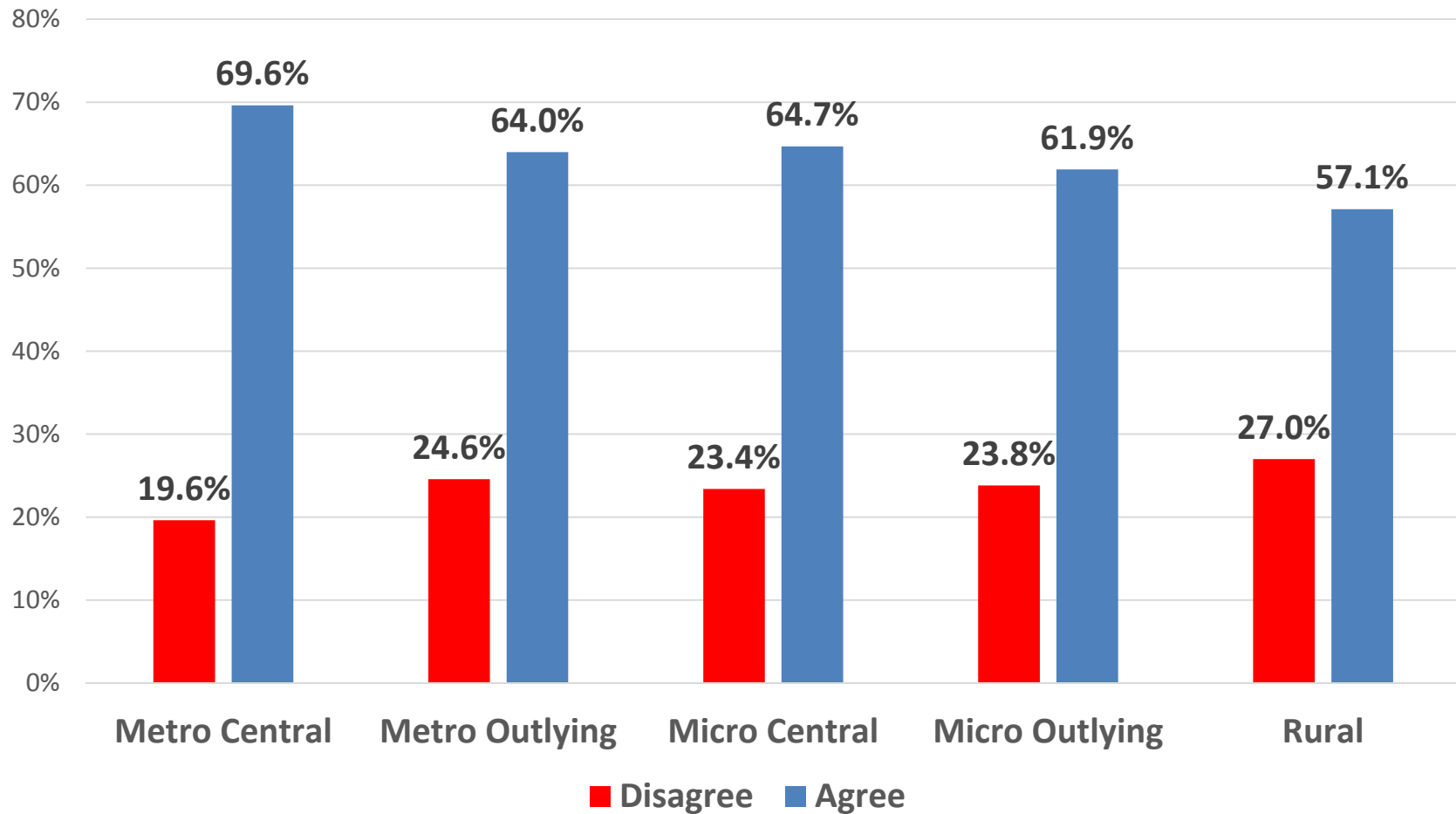
Affordable single family homes are available



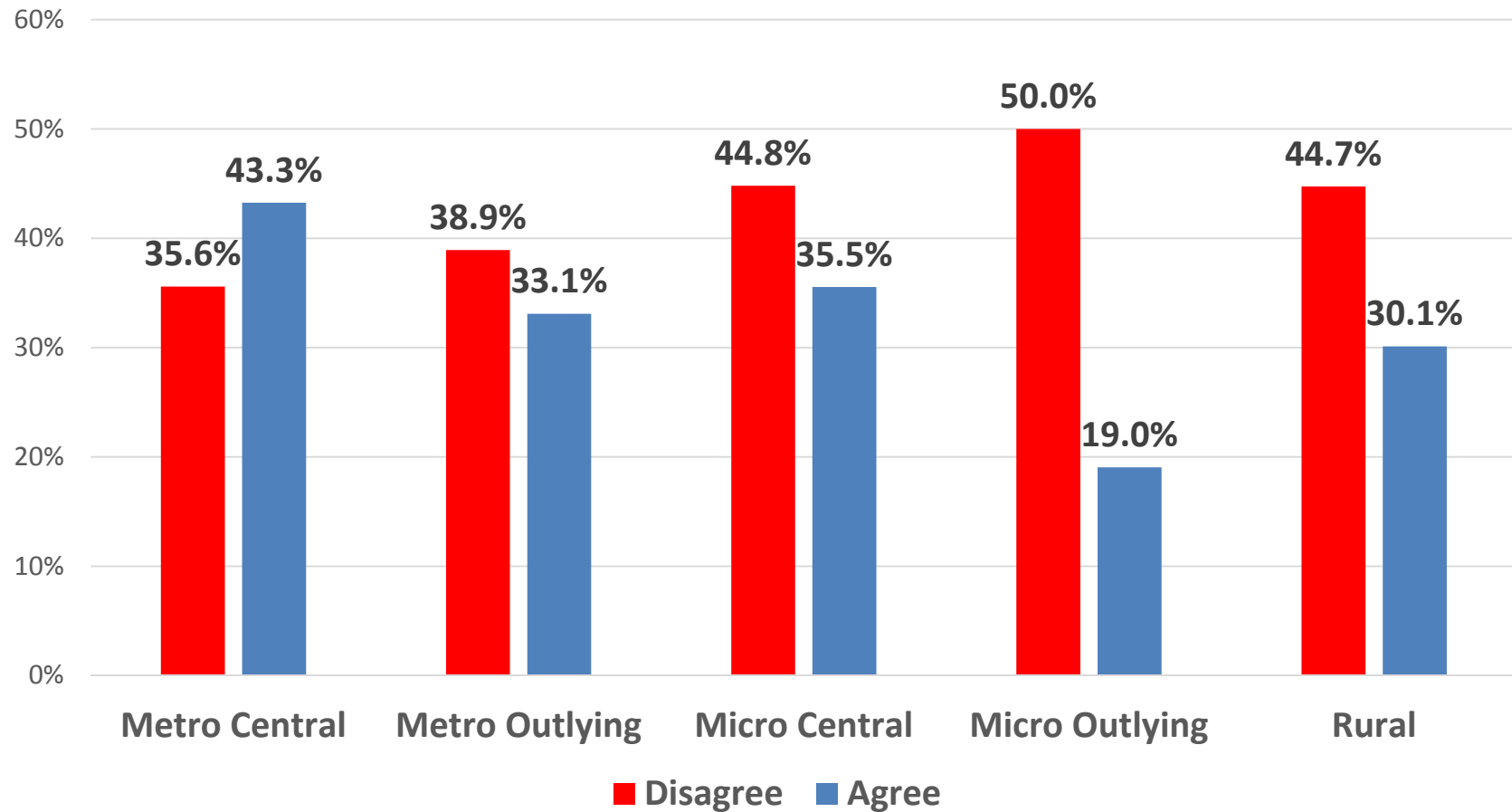
The downtown area in my community is well-maintained



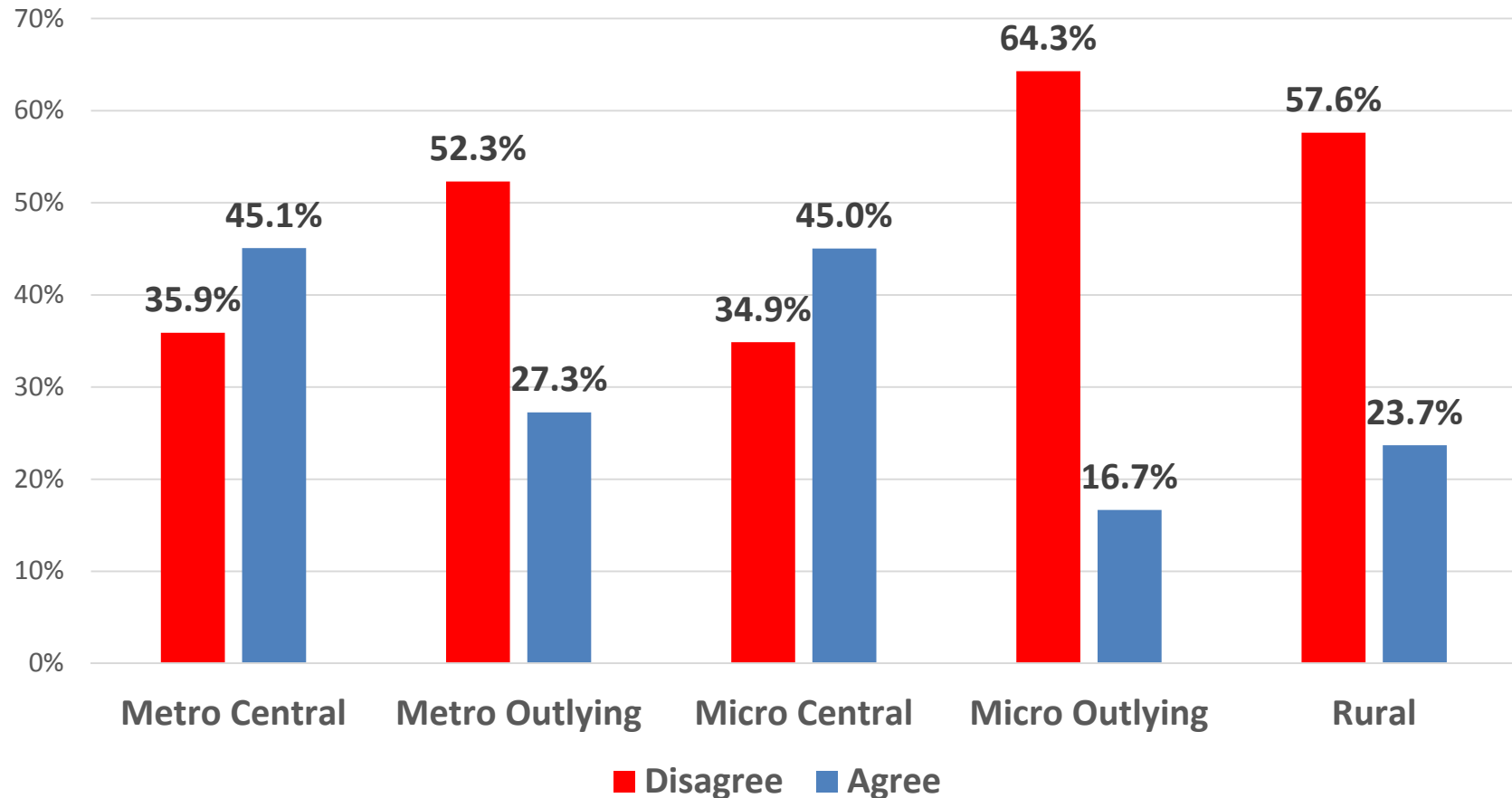
Our community supports its local businesses



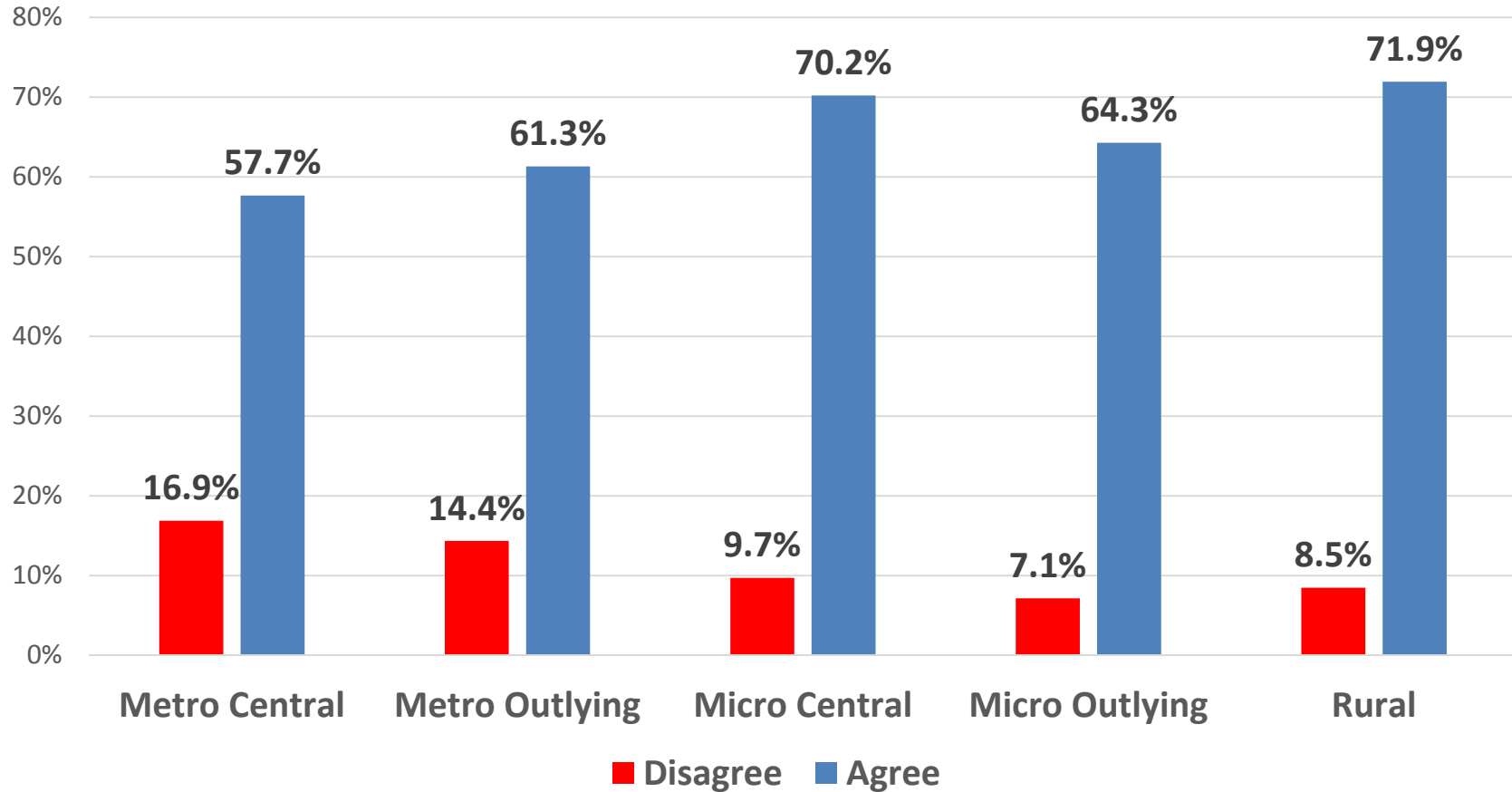
The workforce skills of the community members match local employer needs



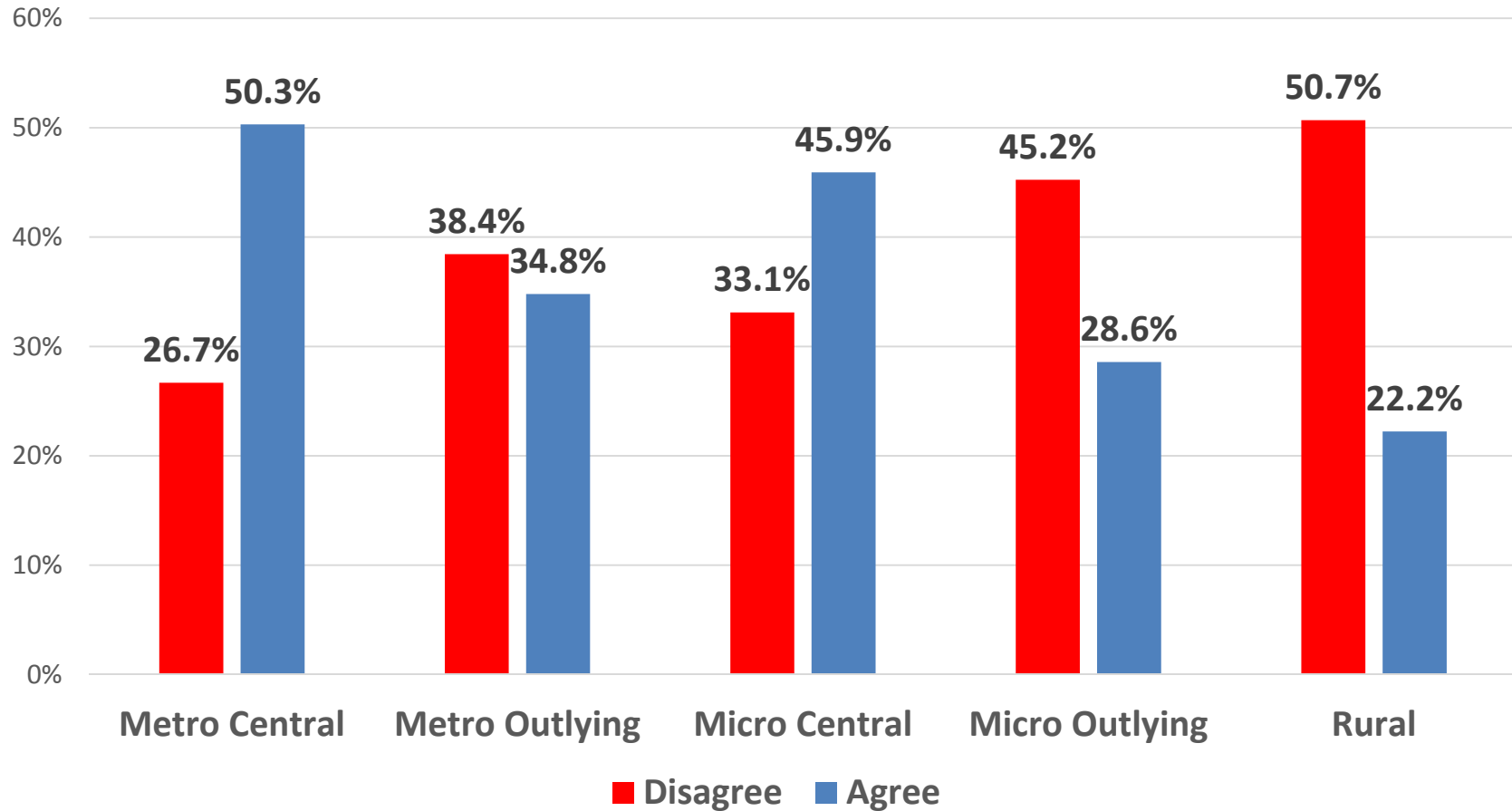
Training opportunities are available to community members interested in improving their workforce skills



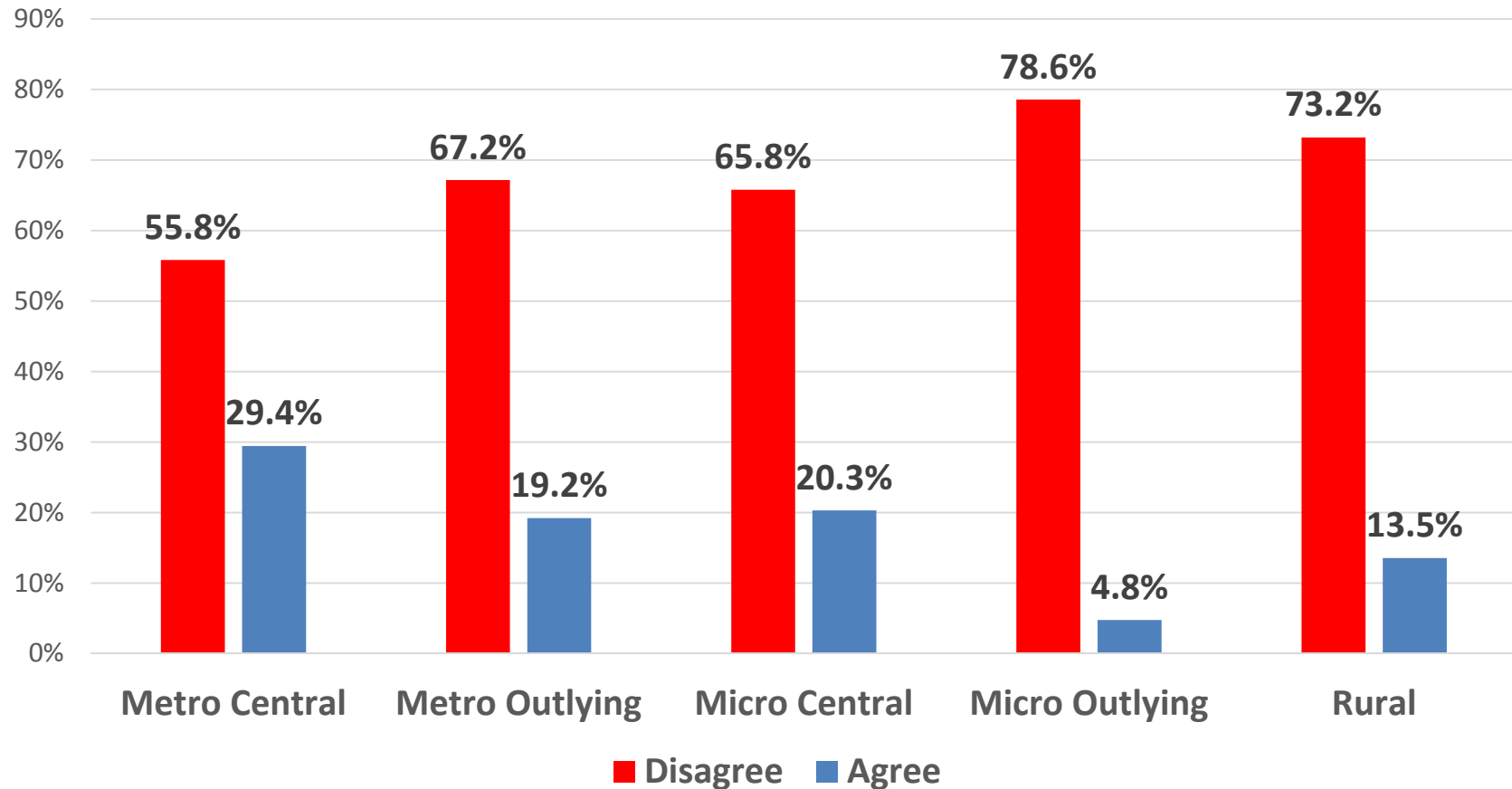
In the last 10 years, poverty has increased in my community



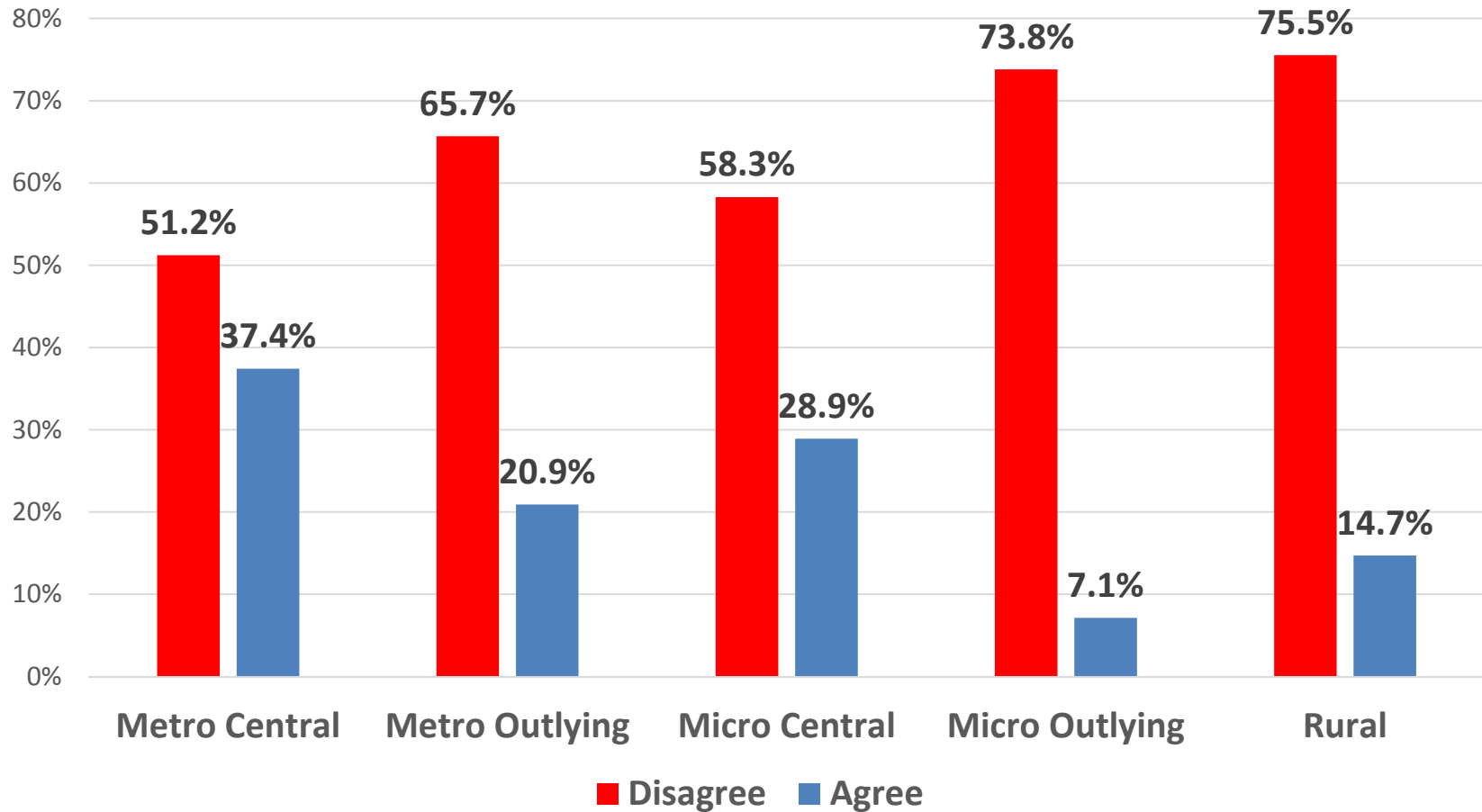
It is likely that the economy of my community will improve over the next 5 years



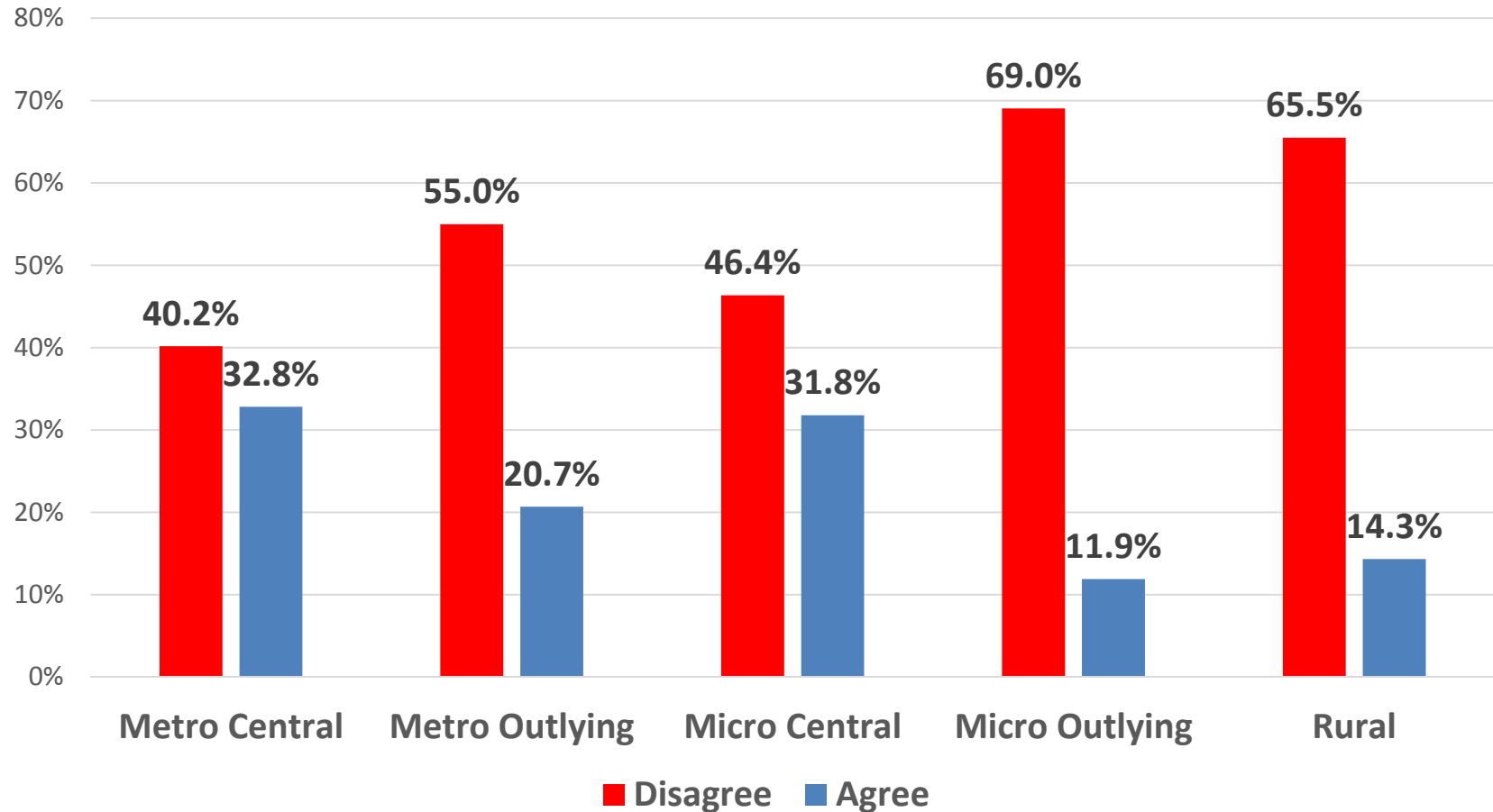
There are many jobs available that pay a living wage



Sufficient employment opportunities exist in my community



My community invests adequate resources in new business development



What are the Best and Most Challenging Things about your community

Best Things

Quality of Life, good	1,514
Natural Environment	268
Crime, low	202
Schools, good	158
Cost of Living Low	114
Retail	51
Infrastructure	47
Business Development	37
Healthcare Access	31
Quality jobs	30
Taxes, low	21

Most Challenging Things

Quality of Life, poor	449
Quality jobs, lacking	439
Retail	236
Infrastructure	227
Healthcare Lim. Access	137
Internet & Cell Phone	134
Leadership, lack of	126
Drugs	124
Poverty	116
Business Development	109
Prejudice	101

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Magic Wand

- More jobs opportunities; higher wages; benefits
- Upgrade infrastructure
(water/sewer/electrical/internet/roads/ sidewalks)
- Economic Development to spur growth in jobs and businesses; improve business climate
- Eliminate drugs and crime
- Eliminate poverty
- Decent affordable housing
- Internet access/affordability
- More engagement of local folks and more leadership/vision!

Other Comments

- I hope the results given in this survey assist in creating a positive program or something to aid Rural Missouri.
- When an idea is brought up the most common answer is "that can't be done or that's not the way we do it here". Why not?
- Don't just ask but start actions to follow-up survey responses, thanks.
- ***Please Help!***

Summary

- *My community needs to change.*
- *We don't have enough jobs that pay a living wage.*
- *Poverty has been increasing.*
- *I'm concerned about the economic future.*
- *I don't think our community has a clear plan for the future.*
- *My community doesn't have the financial capacity to maintain infrastructure.*
- *We need to invest more resources in business development.*
- *There aren't enough people willing to serve as leaders and volunteers.*

Next Steps

- Goals for 2018 survey
 - Broader participation
 - Institutionalize the survey
 - Evaluate survey questions and make appropriate changes

Economic Resilience

The Great Recession provided a unique opportunity to study a large scale economic disaster – the geography of recession.

A working definition of resilience “*The ability of a local or regional economy to adapt to both shocks and long-term changes.*”

A Resilience Model

- Economy in Equilibrium
- Shock to Economy -- can be local (weather event, plant closure) or large scale like the Great Recession
- Period of Adjustment
- ***Return to Equilibrium or New Normal***

Measuring Resilience Using a Composite Indicator

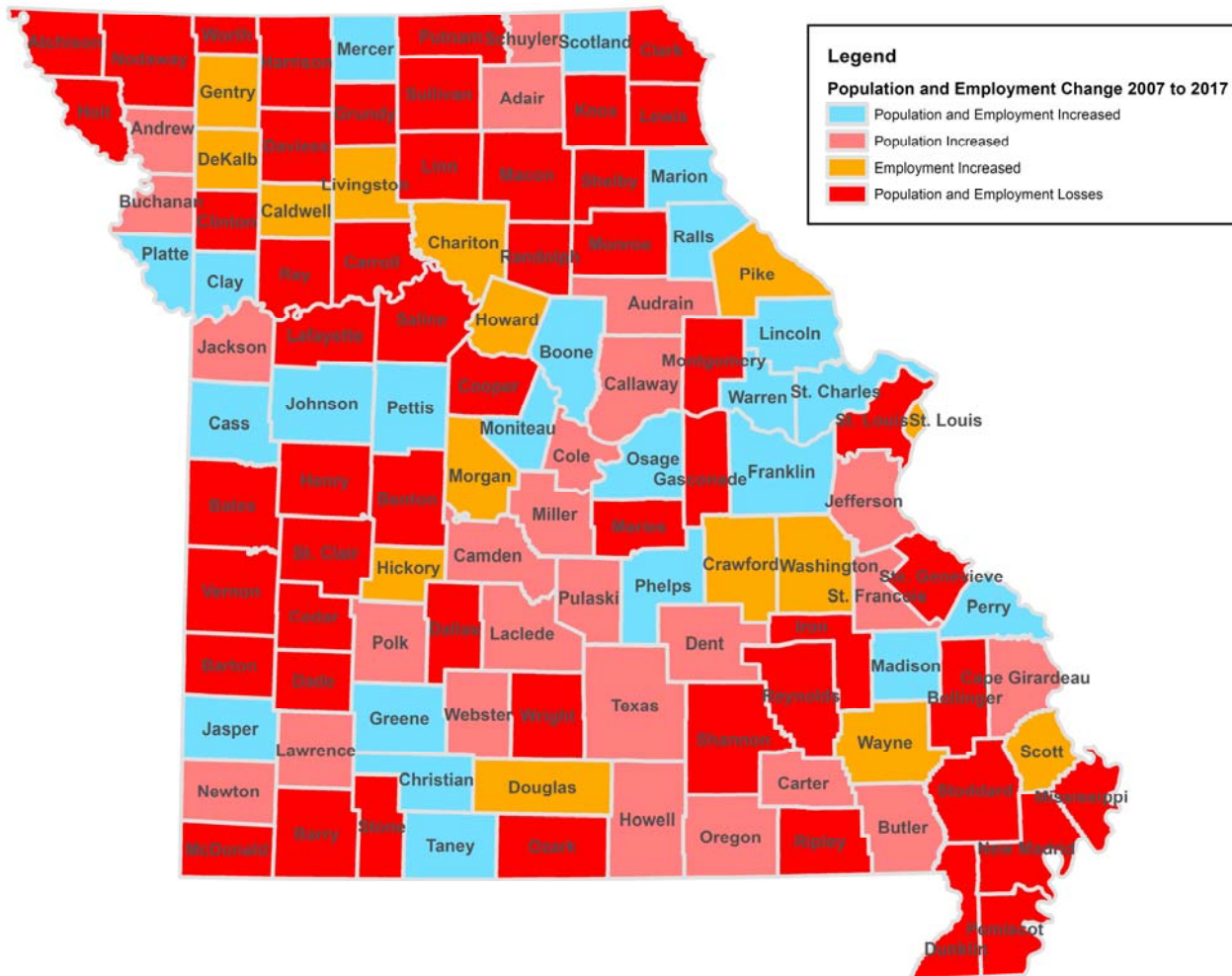
Composite Indicators combine more than one variable into a single index.

In the following slides we combine two key indicators of growth and development into a single index.

% Change in Population from 2007 to 2017

% Change in Total Employment from 2007 to 2017

County Resilience

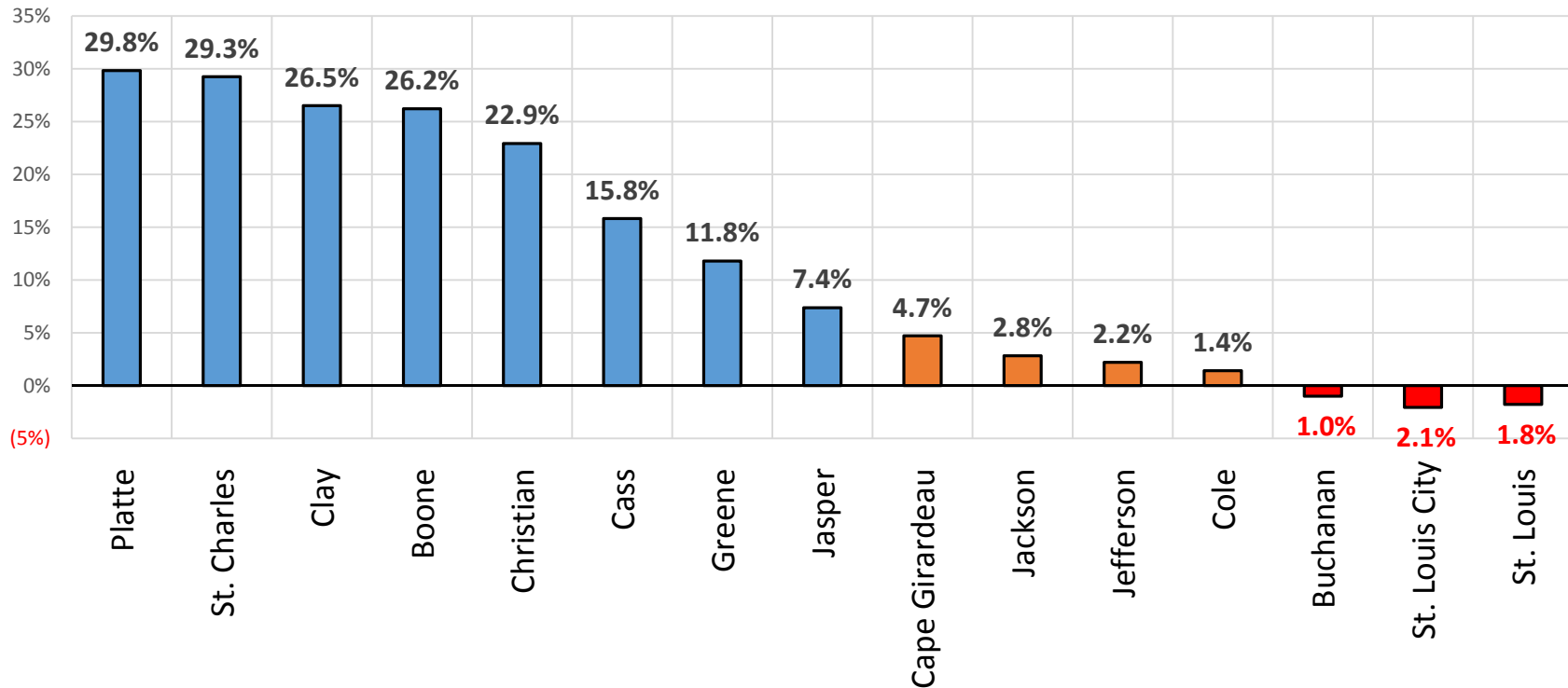


- Only 23 of 115 counties have exceeded 2007 levels of population and employment.
- 25 counties have gained population but not jobs and 15 have added jobs but lost population.
- 52 counties are still below 2007 levels for employment (average deficit = **-8.3%**) and population (**-3.8%**)

Source: See <http://www.census.gov/population/metro/> for definitions

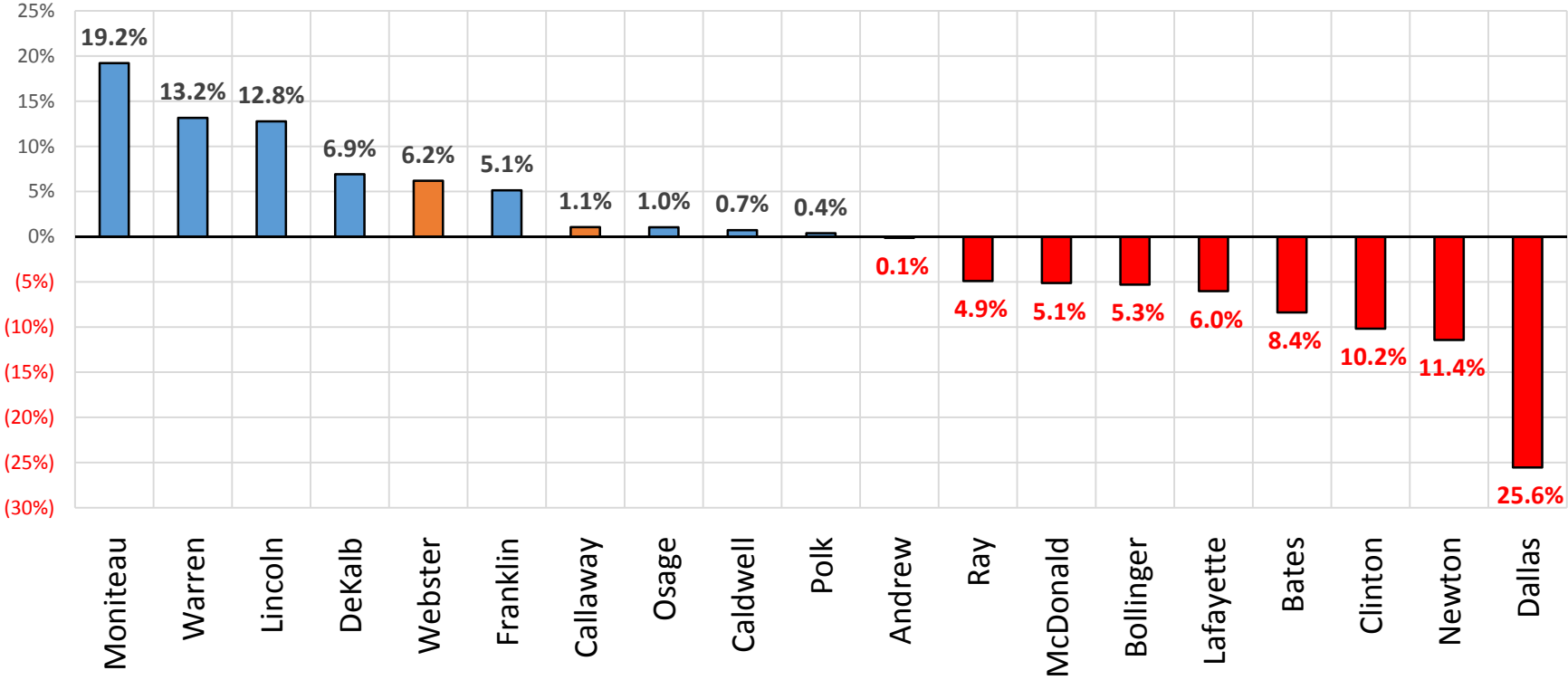
Metro Counties Composite Indicator

- 8 of the 15 Metro counties experienced increases in population and employment.
- Platte, St. Charles, Clay and Boone are the only counties in Missouri that experienced double digit growth in population and employment.
- The seven counties at the low end (beginning with Cape Girardeau) have not recovered to 2007 employment.
- St. Louis County and City were the only metro counties with net population losses.



Outlying Metropolitan Counties Composite Indicator

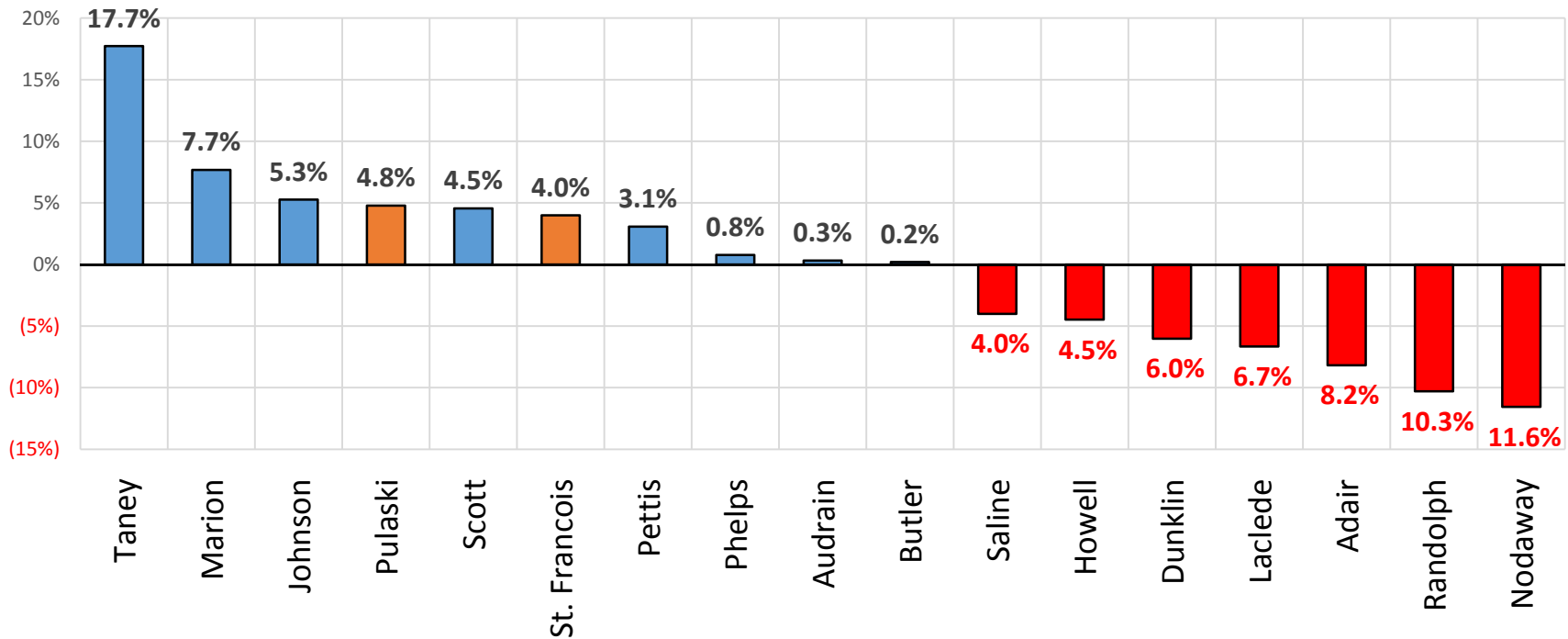
- 10 of the 19 counties in this category experienced population gains. Warren (8.5), Lincoln (8.9%) and Webster (7.4%) all had growth exceeding 7%.
- Moniteau (15.4%) and DeKalb (10.4%) experienced double digit employment growth while Newton (-13.6%) and Dallas (-22.6%) had double digit losses.



Source: Census Bureau, Economic Modeling Systems Int., 2017.2 – QCEW Employees, Non-QCEW Employees, and Self-Employed

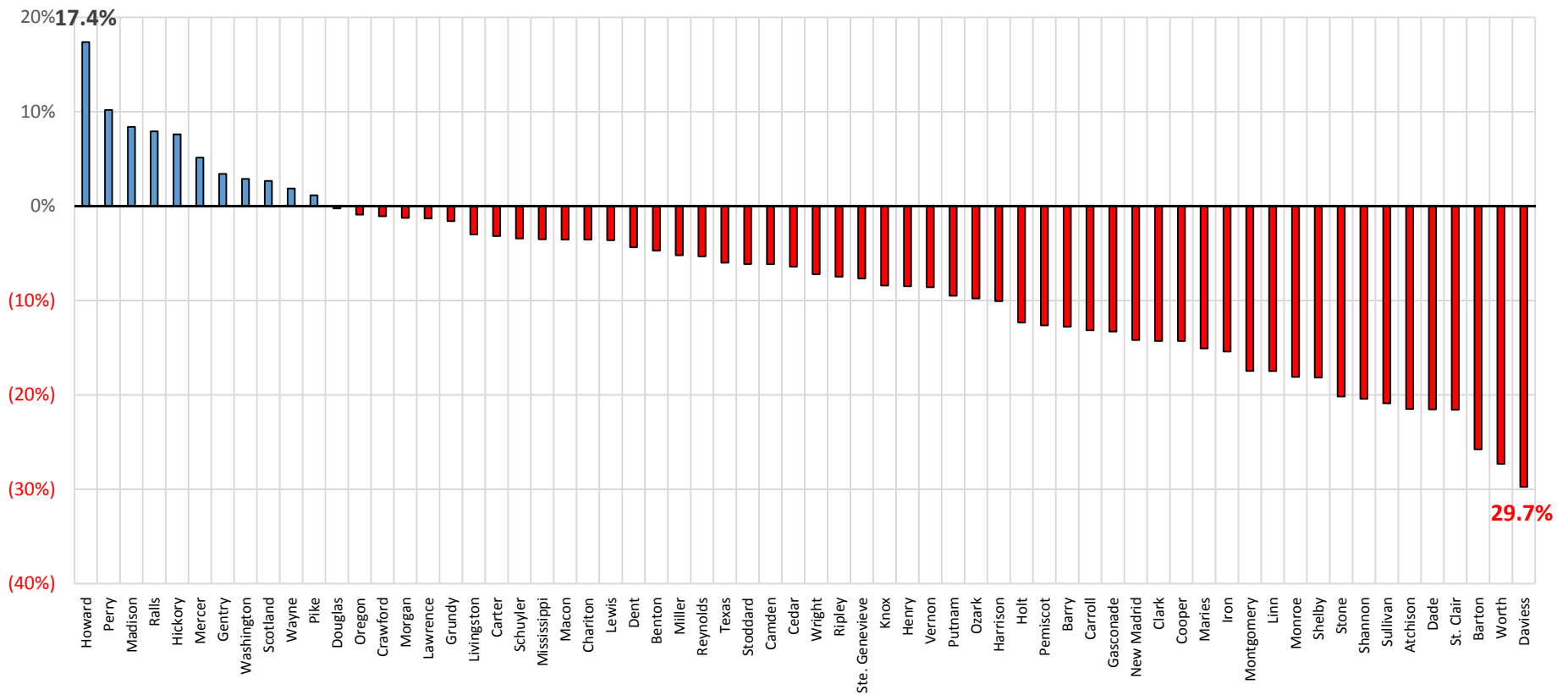
Micropolitan Counties Composite Indicator

- Taney County’s large indicator is primarily the result of population growth (+14%) but the 3.7% increase in employment ranked third behind Scott (+6.5%) and Marion (+5.8%).
- Only 6 of the 17 Micropolitan counties posted job growth while 12 had population increases.
- Taney, Marion, Johnson, Pettis and Phelps were the only counties with growth in population and employment.



Rural + Outlying Micropolitan Counties Composite Indicator

- Only 10 of the 64 counties experienced increases in Population and Employment.
- Camden (+4.1%) had the largest population increase while Holt (-11.0%) and Atchison (-10.4%) had double digit losses.
- 15 counties experienced employment growth. Howard (+17.6%) and Hickory (+11.0%) were the only counties with double digit growth.



Missouri Manufacturing Sector

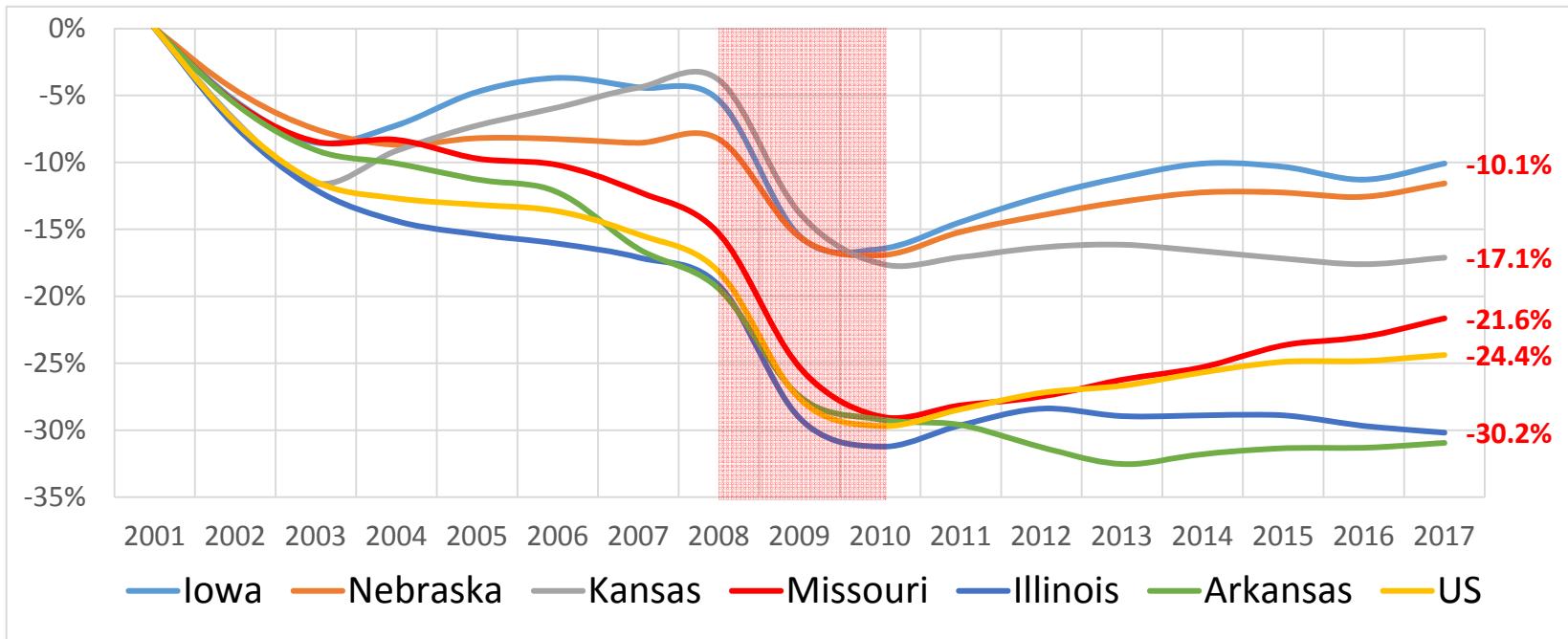
- In 2016 the Manufacturing sector was 16.0% of State Gross Domestic Product (\$42.1 billion). Government was second at 12.5% followed by Health Care (9.1%).
- The average manufacturing wage (\$70,151) is 129% of the State average (\$54,124).
- The State has a diversified manufacturing sector led by Transportation Equipment, Food, Fabricated Metal Products and Machinery – all sectors with 20,000+ jobs.
- Computer and Electronic Products (28.6%) is the most rapidly growing sector followed by Chemicals (7.3%).

Description	2007		2017		Change	% Change	2017 Average Earnings
Transportation Equipment	47,519	15.7%	47,839	17.7%	320	0.7%	\$95,416
Food	40,647	13.4%	39,795	14.8%	(852)	(2.1%)	\$58,484
Fabricated Metal Products	33,609	11.1%	29,543	11.0%	(4,066)	(12.1%)	\$60,264
Machinery	30,038	9.9%	25,709	9.5%	(4,329)	(14.4%)	\$67,605
Chemical	18,102	6.0%	19,425	7.2%	1,323	7.3%	\$92,655
Plastics and Rubber Products	17,538	5.8%	16,314	6.0%	(1,224)	(7.0%)	\$58,164
Printing and Related Support Activities	17,243	5.7%	11,895	4.4%	(5,348)	(31.0%)	\$52,047
Electrical Equipment, Appliance, and Components	13,070	4.3%	10,430	3.9%	(2,640)	(20.2%)	\$73,634
Furniture and Related Products	12,524	4.1%	7,273	2.7%	(5,252)	(41.9%)	\$47,786
Miscellaneous	10,815	3.6%	8,651	3.2%	(2,164)	(20.0%)	\$62,593
Wood Products	10,307	3.4%	8,447	3.1%	(1,860)	(18.0%)	\$42,622
Computer and Electronic Products	8,225	2.7%	10,574	3.9%	2,349	28.6%	\$90,346

Source: Economic Modeling Systems Int., 2017.2 – QCEW Employees, Non-QCEW Employees, and Self-Employed

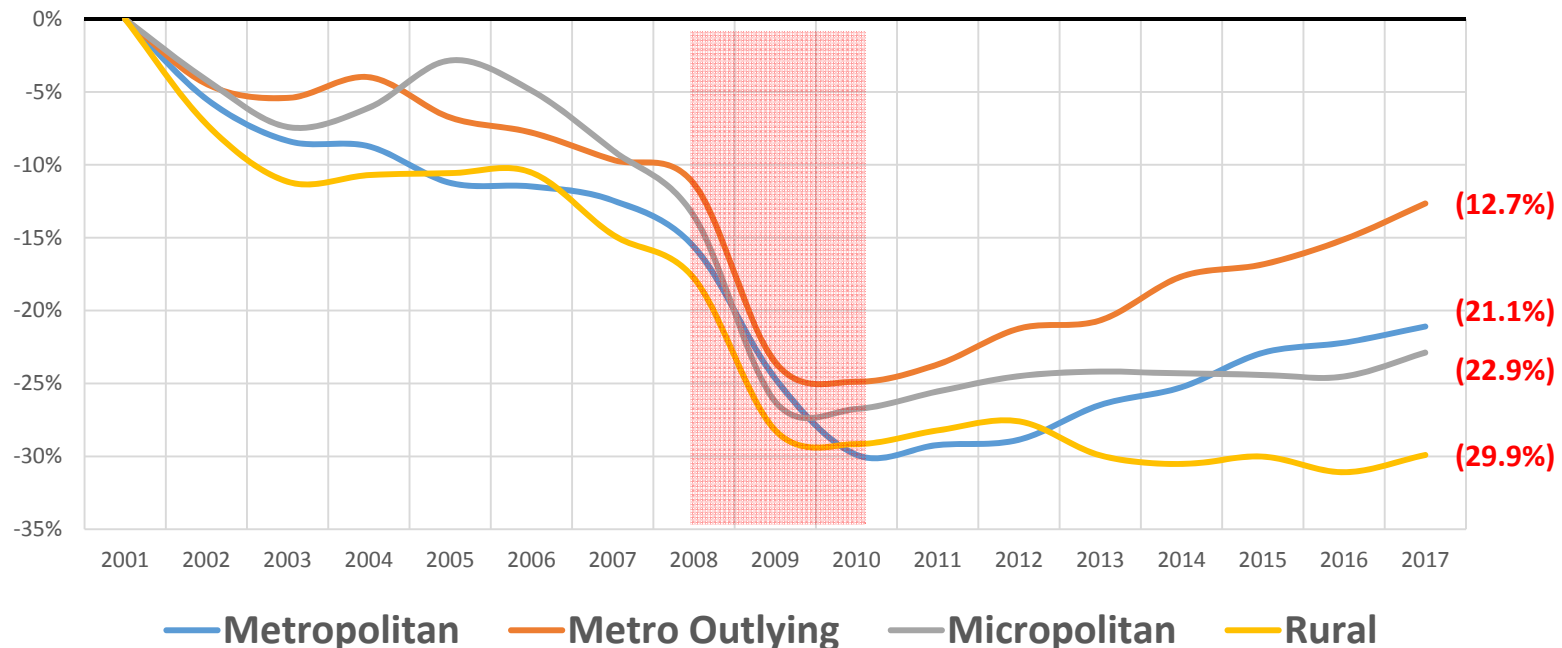
Change in Total Manufacturing Employment by State 2001 to 2017

- In 2001 Missouri ranked 17 in total manufacturing employment (348,089), Minnesota was 16 and Virginia 18. Illinois was the only neighboring state with more manufacturing jobs (823,218).
- In the run-up to the recession the State lost 42,000 (-12%) manufacturing jobs but improved it's rank from 17 to 16.
- The State lost 58,500 (-19%) more manufacturing jobs between 2007 and 2010.
- Since 2010 the state added 25,500 jobs (+10.3%) ranked 18 in the US.



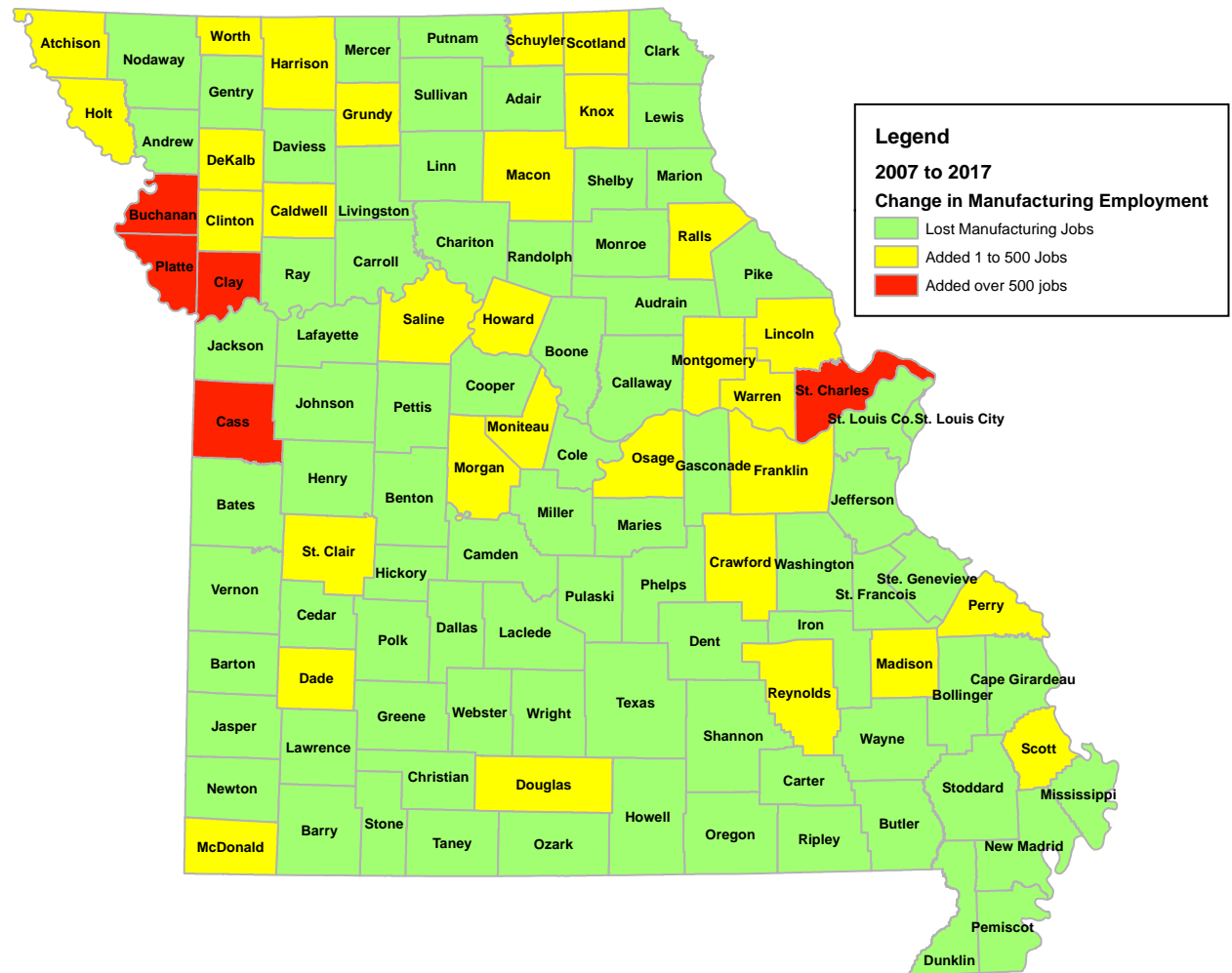
Change in Total Manufacturing Employment by OMB County Classification 2001 to 2017

- Metro counties had a relatively robust recovery from the recession adding 19,401 manufacturing jobs since 2010 (+12.6% increase, 79.5% of State growth). Metro Outlying counties added another 3,776 (+16.3% increase, 15.5% of State growth).
- Both Micropolitan and Rural counties have struggled during the recovery. Since 2010 Micropolitan counties added only 1,629 jobs (+5.3%) and Rural counties lost 401 (-1.1%).



Winners and Losers Since 2007

- 36 counties have returned to or exceeded, 2007 manufacturing employment levels.
- Clay (+3,423), St. Charles (+3,305) and Platte (+1,433) all added over 1,000 jobs.
- St. Louis County had the largest losses (-10,561) followed by St. Louis City (-6,509) and Jackson County (-5,004).
- 18 of the 59 Rural counties added jobs but the total gains were only 1,413.





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