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# Contents

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## What will I find in this report?

### **My Customers**

The Consumers/Residents section provides summarized demographic information for Howard County, Missouri.

This information provides a snapshot of the makeup of the community of potential customers in the area

### **Business Comparison**

The Business Comparison section provides summarized information about Custom Industries businesses in Howard County, Missouri.

This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

### **Consumer Spending**

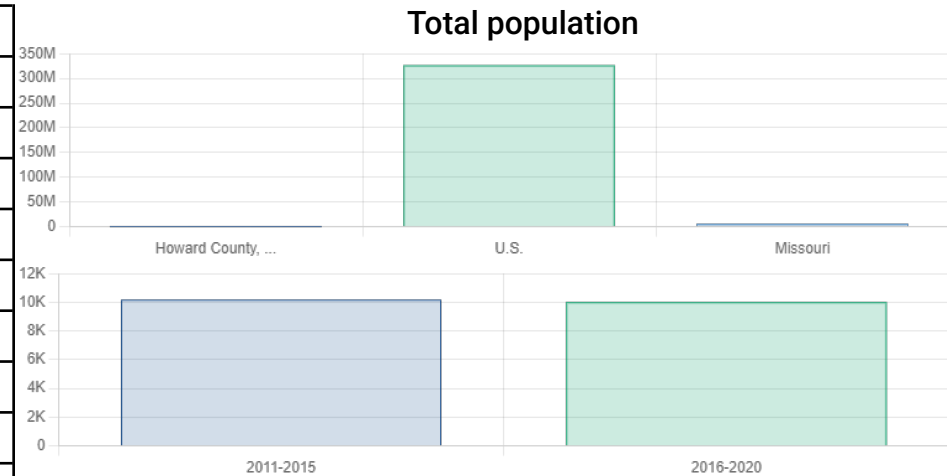
The Consumer Spending section provides a high-level overview of the spending patterns of consumers in Howard County, Missouri.

# Demographic Characteristics

# Consumers/Residents

Includes information on total population and population by age, race, and ethnicity from the 2011-2015 and the 2016-2020 American Community Survey 5-Year Estimates

| Name   | Estimate | MoE +/- |
|--|----------|---------|
| Total population                                   | 10,022   |         |
| Percent male                                       | 50.7%    |         |
| Percent female                                     | 49.3%    |         |
| Percent under 5 years                              | 5.8%     |         |
| Percent under 18 years                             | 21.5%    |         |
| Percent 18 years and over                          | 78.5%    |         |
| Percent 21 years and over                          | 71.4%    |         |
| Percent working age (25 to 64 years)               | 46.0%    |         |
| Percent 65 years and over                          | 19.3%    |         |
| Median age   | 38.8     | 0.7     |
| Percent White                                      | 89.49%   |         |
| Percent Black or African American                  | 5.87%    |         |
| Percent American Indian and Alaska Native          | 0.67%    |         |
| Percent Asian                                      | 0.36%    |         |
| Percent Native Hawaiian and Other Pacific Islander | 0.00%    |         |
| Percent some other race                            | 0.34%    |         |
| Percent two or more races                          | 3.27%    |         |
| Percent Hispanic (of any race)                     | 1.70%    |         |

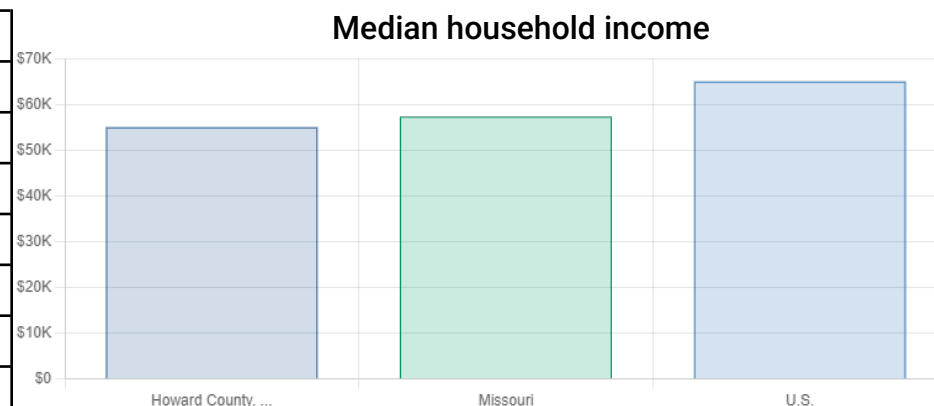


# Socioeconomic Characteristics

# Consumers/Residents

Includes information on social and economic characteristics from the 2011-2015 and the 2016-2020 American Community Survey 5-Year Estimates

| Name   | Estimate | MoE +/- |
|--|----------|---------|
| Median household income                                  | \$55,000 | \$3,456 |
| Average income   | \$69,243 | \$6,239 |
| Percent high school degree or higher                     | 88.8%    | 5.5%    |
| Percent Bachelor's degree or higher                      | 28.7%    | 3.4%    |
| Average household size                                   | 2.68     | 0.11    |
| Percent in poverty                                       | 11.7%    | 2.7%    |
| Percent population 16 years and over in labor force      | 59.9%    | 2.6%    |
| Percent employed   | 58.2%    | 2.7%    |
| Percent disabled   | 15.1%    | 2.0%    |
| Percent with health coverage                             | 92.5%    | 1.5%    |
| Percent of all workers 16 and over who commute to work   | 93.2%    | 3.6%    |
| Percent who drive alone to work                          | 75.0%    | 2.5%    |
| Percent who carpool to work                              | 12.9%    | 2.9%    |
| Percent who use public transportation to commute to work | 0.0%     |         |
| Percent who walk to work                                 | 3.5%     | 1.6%    |
| Percent who use other means to commute to work           | 1.7%     | 1.2%    |
| Percent who work from home                               | 6.8%     | 2.3%    |
| Average travel time to work (mins)                       | 26.4     | 2.8     |



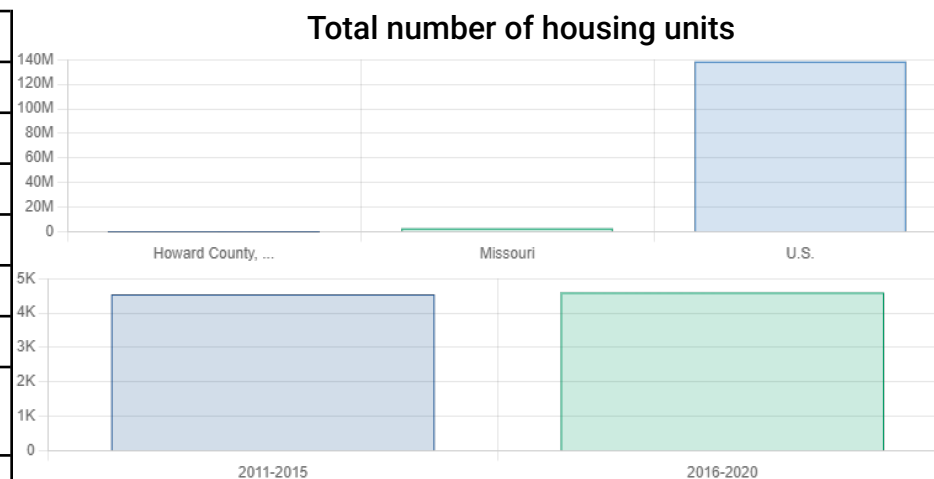
| Name  | Estimate | MoE +/- |
|---|----------|---------|
| Percent with no vehicles available                                | 3.1%     | 1.3%    |
| Percent with 1 vehicle available                                  | 23.9%    | 3.6%    |
| Percent with 2 or more vehicles available                         | 73.0%    | 4.8%    |
| Percent veterans  | 7.9%     | 1.1%    |
| Percent foreign born  | 0.6%     |         |
| Percent speaking Spanish at home                                  | 1.0%     | 0.5%    |
| Percent speaking other Indo-European languages at home            | 0.1%     | 0.1%    |
| Percent speaking other Asian and Pacific Island languages at home | 0.5%     | 0.3%    |

# Housing Characteristics

# Consumers/Residents

Includes information on housing characteristics from the 2011-2015 and the 2016-2020 American Community Survey 5-Year Estimates

| Name   | Estimate  | MoE +/-  |
|--|-----------|----------|
| Total number of housing units                  | 4,594     | 54       |
| Owner-occupied housing units                   | 2,754     | 152      |
| Renter-occupied housing units                  | 706       | 118      |
| Single-family detached units                   | 3,541     | 132      |
| Home ownership rate                            | 79.6%     | 3.0%     |
| Vacancy rate                                   | 24.7%     | 3.0%     |
| Percent with a broadband internet subscription | 81.4%     | 2.1%     |
| Median owner-occupied housing unit value       | \$141,400 | \$17,927 |
| Average housing value                          | \$197,177 | \$25,246 |
| Median selected monthly owner cost             | \$729     | \$49     |
| Average monthly owner cost (with a mortgage)   | \$696     | \$92     |
| Median rent (housing)                          | \$650     | \$137    |
| Average rent (housing)                         | \$447     | \$125    |
| Median year structure built                    | 1967      | 3        |

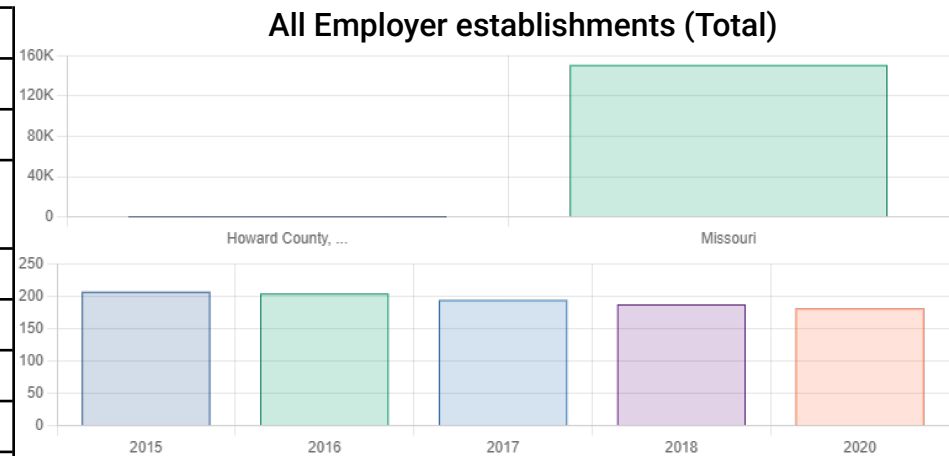


# Employer Businesses

# Business Summary

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2015 thru 2019 County Business Patterns, 2012 and 2017 Economic Census, and the 2017 Census of Agriculture. (These variables are related to the Industry selected.)

| Name  | Estimate | MoE +/- |
|---|----------|---------|
| All Employer establishments (Total)         | 181      |         |
| Average employment per employer             | 12       |         |
| Establishments with less than 5 employees   | 108      |         |
| Establishments with 5 to 9 employees        | 32       |         |
| Average payroll per employee                | \$32,429 |         |
| Establishments with 10 to 19 employees      | 17       |         |
| Establishments with 20 to 49 employees      | 20       |         |
| Establishments with 50 to 99 employees      | n/a      |         |
| Population per employer                     | 56       |         |
| Establishments with 100 to 249 employees    | n/a      |         |
| Establishments with 250 to 499 employees    | n/a      |         |
| Establishments with 500 to 999 employees    | n/a      |         |
| Establishments with 1,000 employees or more | n/a      |         |
| Total employment of employers               | 2,113    |         |
| Total annual payroll of employers (\$1,000) | \$68,523 |         |
| Number of farm operations (Ag only)         | 219      |         |



# Business Revenue

# Business Summary

Includes key statistics on business revenue for businesses with 1 or more paid employees (Employers) from the 2012 and 2017 Economic Census. (These variables are related to the Industry selected.)

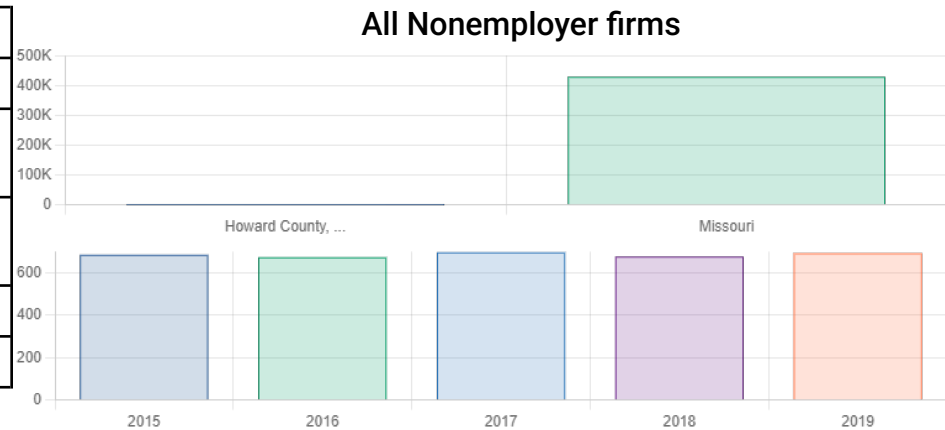
| Name                                   | Estimate | MoE +/- |
|--|----------|---------|
| Average revenue per employer (\$1,000) | n/a      |         |
| Average revenue per employee           | n/a      |         |
| Average revenue per \$ of payroll      | n/a      |         |
| Total revenue of employers (\$1,000)   | n/a      |         |

# Nonemployer Businesses

# Business Summary

Includes key statistics for businesses with no paid employees (such as independent contractors and sole proprietors (Nonemployers)) from the 2014 thru 2018 Nonemployer Statistics programs and the 2012 and 2017 Economic Census. (These variables are related to the Industry selected.)

| Name  | Estimate | MoE +/- |
|---|----------|---------|
| All Nonemployer firms                                 | 692      |         |
| Total number of employers and nonemployers            | 873      |         |
| Total revenue of employers and nonemployers (\$1,000) | n/a      |         |
| Revenue of nonemployer firms (\$1,000)                | \$30,176 |         |
| Revenue per nonemployer firm (\$1,000)                | \$44     |         |





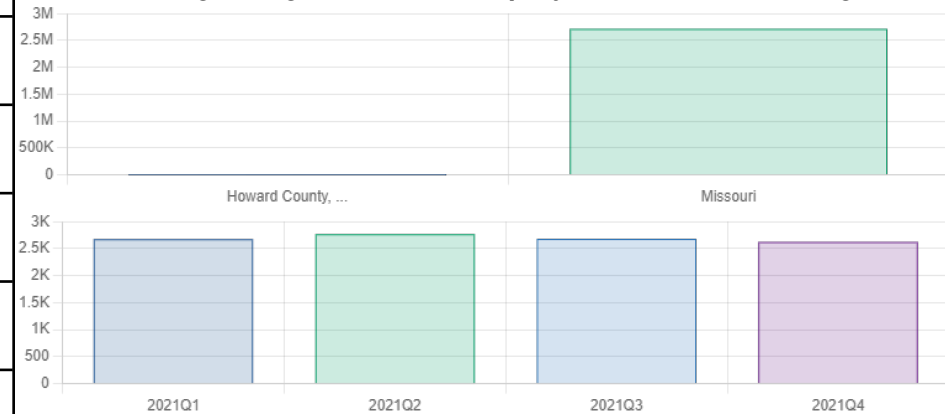
# Workforce

# Business Summary

Includes quarterly labor force information from the 2021 Quarterly Workforce Indicators dataset. The measures shown on the map and report table are for Quarter 4 and the Industry selected.

| Name   | Estimate | MoE +/- |
|--|----------|---------|
| Beginning of Quarter Employment - All worker ages  | 2,626    |         |
| Beginning of Quarter Employment - Worker age 14-18 | 109      |         |
| Beginning of Quarter Employment - Worker age 19-21 | 212      |         |
| Beginning of Quarter Employment - Worker age 22-24 | 149      |         |
| Beginning of Quarter Employment - Worker age 25-34 | 491      |         |
| Beginning of Quarter Employment - Worker age 35-44 | 542      |         |
| Beginning of Quarter Employment - Worker age 45-54 | 426      |         |
| Beginning of Quarter Employment - Worker age 55-64 | 468      |         |
| Beginning of Quarter Employment - Worker age 65-99 | 229      |         |
| All Hires - All educational attainment             | 557      |         |
| All Hires - Less than High School education        | 45       |         |
| All Hires - High School education                  | 92       |         |
| All Hires - Associates degree (some college)       | 98       |         |

Beginning of Quarter Employment - All worker ages



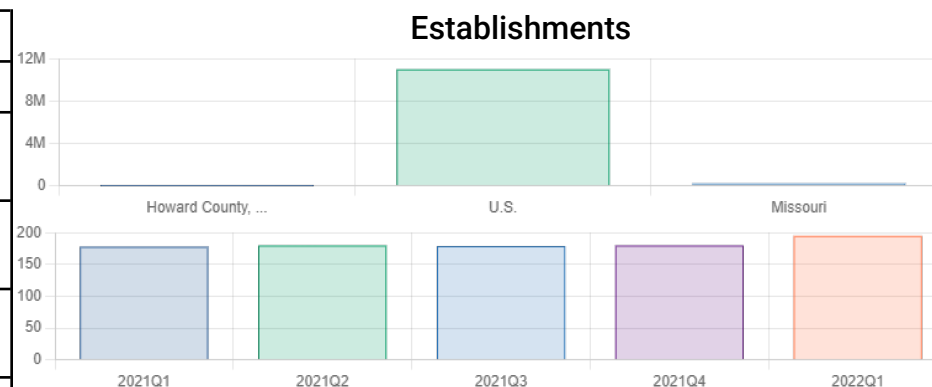
| Name                                    | Estimate | MoE +/- |
|---|----------|---------|
| All Hires - Bachelor's degree or higher | 111      |         |
| Separations                             | 447      |         |
| Firm Job Gains                          | 193      |         |
| Firm Job Loss                           | 84       |         |
| Firm Job Change                         | 110      |         |
| Average Monthly Earnings (\$)           | \$3,434  |         |

# Quarterly Businesses

# Business Summary

Includes business information from the BLS Quarterly Census of Employment and Wages for the selected industry and geography. The information provides insight into the number of establishments, employment, and wages on a quarterly basis.

| Name   | Estimate | MoE +/- |
|--|----------|---------|
| Establishments   | 195      |         |
| Number of establishments change (2021 to 2022)                           | 17       |         |
| Number of establishments percent change (2021 to 2022) (%)               | 9.6%     |         |
| Number of establishments location quotient                               | 0.85     |         |
| Employment (1st month of the quarter)                                    | 1,889    |         |
| Employment change month 1 (1st month of the quarter in 2021 to 2022)     | -100     |         |
| Employment percent change (1st month of the quarter in 2021 to 2022) (%) | -5.0%    |         |
| Employment location quotient (1st month of the quarter)                  | 0.92     |         |
| Employment (2nd month of the quarter)                                    | 2,009    |         |
| Employment change month 2 (2nd month of the quarter in 2021 to 2022)     | -14      |         |
| Employment percent change (2nd month of the quarter in 2021 to 2022) (%) | -0.7%    |         |
| Employment location quotient (2nd month of the quarter)                  | 0.93     |         |
| Employment (3rd month of the quarter)                                    | 1,988    |         |
| Employment change month 3 (3rd month of the quarter in 2021 to 2022)     | -49      |         |



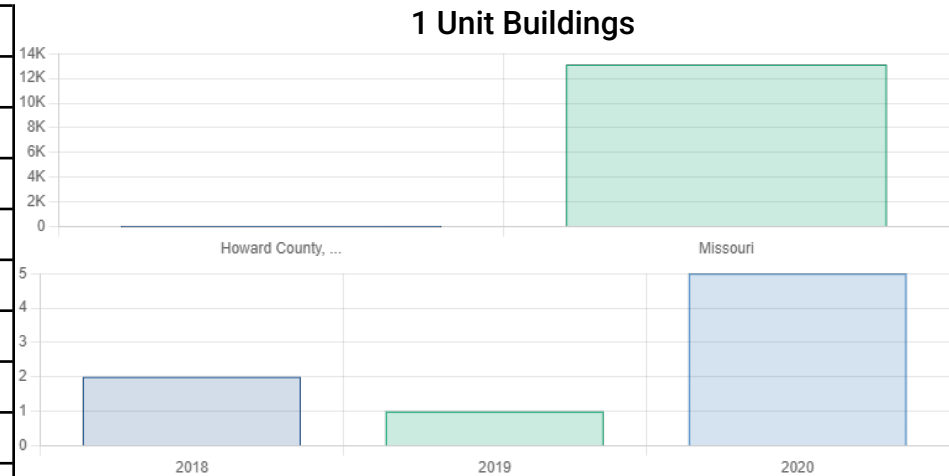
| Name   | Estimate     | MoE +/- |
|--|--------------|---------|
| Employment percent change (3rd month of the quarter in 2021 to 2022) (%) | -2.4%        |         |
| Employment location quotient (3rd month of the quarter)                  | 0.93         |         |
| Total wages (\$)   | \$16,457,863 |         |
| Total wages change (2021 to 2022) (\$)                                   | \$1,192,942  |         |
| Total wages percent change (2021 to 2022) (%)                            | 7.8%         |         |
| Total wages location quotient  | 0.93         |         |
| Average weekly wages (\$)  | \$645        |         |
| Average weekly wages change (2021 to 2022) (\$)                          | \$63         |         |
| Average weekly wages percent change (2021 to 2022) (%)                   | 10.8%        |         |
| Average weekly wages location quotient                                   | 1.00         |         |

# Building Permits

# Business Summary

Includes information on new residential building permits issued during 2020 from the Building Permits Survey. (These variables are NOT related to the Industry selected.)

| Name                              | Estimate  | MoE +/- |
|-----------------------------------|-----------|---------|
| 1 Unit Buildings                  | 5         |         |
| 1 Unit Building Units             | 5         |         |
| 1 Unit Building Value (\$1,000)   | \$830,000 |         |
| 2 Unit Buildings                  | 0         |         |
| 2 Unit Building Units             | 0         |         |
| 2 Unit Building Value (\$1,000)   | \$0       |         |
| 3-4 Unit Buildings                | 0         |         |
| 3-4 Unit Building Units           | 0         |         |
| 3-4 Unit Building Value (\$1,000) | \$0       |         |
| 5+ Unit Buildings                 | 0         |         |
| 5+ Unit Building Units            | 0         |         |
| 5+ Unit Building Value (\$1,000)  | \$0       |         |





|  | All Employer establishments (Total) | All Nonemployer firms | Total employment of employers | Total annual payroll of employers (\$1,000) | Total revenue of employers (\$1,000) | Revenue of nonemployer firms (\$1,000) | Number of farm operations (Ag only) |
|--|-------------------------------------|-----------------------|-------------------------------|---|--------------------------------------|--|-------------------------------------|
| Extraction                                       |                                     |                       |                               |   |                                      |  |                                     |
| Other Services                                   | 24                                  | 73                    | 93                            | \$1,533                                     | n/a                                  | \$2,888                                | n/a                                 |
| Professional, Scientific, and Technical Services | 12                                  | 62                    | 50                            | \$2,687                                     | \$4,886                              | \$1,301                                | n/a                                 |
| Real Estate and Rental and Leasing               | 4                                   | 33                    | 11                            | \$274                                       | \$2,149                              | \$1,412                                | n/a                                 |
| Retail Trade                                     | 35                                  | 72                    | 231                           | \$4,965                                     | \$49,962                             | \$6,108                                | n/a                                 |
| Transportation and Warehousing                   | 13                                  | 51                    | 88                            | \$3,859                                     | n/a                                  | \$6,093                                | n/a                                 |
| Utilities  | n/a                                 | n/a                   | n/a                           | n/a   | n/a                                  | n/a                                    | n/a                                 |
| Wholesale Trade                                  | 6                                   | 10                    | 39                            | \$1,985                                     | n/a                                  | \$390                                  | n/a                                 |

# Key Ratios

# Business Comparison

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2019 County Business Patterns and the 2017 Economic Census. (These variables are related to the Industry selected.)

|  | Average employment per employer | Average revenue per employer (\$1,000) | Average payroll per employee | Population per employer | Revenue per nonemployer firm (\$1,000) |
|--|---------------------------------|--|------------------------------|-------------------------|--|
| All Sectors  | 12                              | n/a                                    | \$32,429                     | 56                      | \$44                                   |
| Accommodation and Food Services  | 15                              | \$324                                  | \$9,049                      | 914                     | \$14                                   |
| Administrative and Support and Waste Management and Remediation Services | 2                               | n/a                                    | \$28,889                     | 2,012                   | \$13                                   |
| Agriculture, Forestry, Fishing, and Hunting                              | n/a                             | n/a                                    | n/a                          | n/a                     | \$82                                   |
| Arts, Entertainment, and Recreation                                      | n/a                             | n/a                                    | n/a                          | n/a                     | \$14                                   |
| Construction   | 3                               | n/a                                    | \$35,917                     | 559                     | \$38                                   |
| Educational Services   | 132                             | n/a                                    | \$41,891                     | 3,353                   | \$6                                    |
| Finance & Insurance  | 7                               | n/a                                    | \$54,560                     | 838                     | \$140                                  |
| Health Care and Social Assistance  | 27                              | \$931                                  | \$24,508                     | 479                     | \$16                                   |
| Information  | n/a                             | n/a                                    | n/a                          | n/a                     | \$32                                   |
| Management of Companies and Enterprises                                  | n/a                             | n/a                                    | n/a                          | n/a                     | n/a                                    |
| Manufacturing  | 30                              | \$7,182                                | \$41,631                     | 1,006                   | \$30                                   |
| Mining and Oil and Gas Extraction  | n/a                             | n/a                                    | n/a                          | n/a                     | n/a                                    |
| Other Services   | 4                               | n/a                                    | \$16,484                     | 419                     | \$40                                   |
| Professional, Scientific, and Technical Services                         | 4                               | \$349                                  | \$53,740                     | 838                     | \$21                                   |
| Real Estate and Rental and Leasing                                       | 3                               | \$537                                  | \$24,909                     | 2,515                   | \$43                                   |
| Retail Trade   | 7                               | \$1,469                                | \$21,494                     | 287                     | \$85                                   |



|                                | Average employment per employer | Average revenue per employer (\$1,000) | Average payroll per employee | Population per employer | Revenue per nonemployer firm (\$1,000) |
|--------------------------------|---------------------------------|--|------------------------------|-------------------------|--|
| Transportation and Warehousing | 7                               | n/a                                    | \$43,852                     | 774                     | \$119                                  |
| Utilities                      | n/a                             | n/a                                    | n/a                          | n/a                     | n/a                                    |
| Wholesale Trade                | 7                               | n/a                                    | \$50,897                     | 1,676                   | \$39                                   |





|  | Percent Male-owned employer firms | Percent Veteran-owned employer firms |
|--|-----------------------------------|--------------------------------------|
| All Sectors  | n/a                               | n/a                                  |
| Accommodation and Food Services  | n/a                               | n/a                                  |
| Administrative and Support and Waste Management and Remediation Services | n/a                               | n/a                                  |
| Agriculture, Forestry, Fishing, and Hunting                              | n/a                               | n/a                                  |
| Arts, Entertainment, and Recreation                                      | n/a                               | n/a                                  |
| Construction   | n/a                               | n/a                                  |
| Educational Services   | n/a                               | n/a                                  |
| Finance & Insurance  | n/a                               | n/a                                  |
| Health Care and Social Assistance  | n/a                               | n/a                                  |
| Information  | n/a                               | n/a                                  |
| Management of Companies and Enterprises                                  | n/a                               | n/a                                  |
| Manufacturing  | n/a                               | n/a                                  |
| Mining and Oil and Gas Extraction  | n/a                               | n/a                                  |
| Other Services   | n/a                               | n/a                                  |
| Professional, Scientific, and Technical Services                         | n/a                               | n/a                                  |
| Real Estate and Rental and Leasing                                       | n/a                               | n/a                                  |
| Retail Trade   | n/a                               | n/a                                  |
| Transportation and Warehousing   | n/a                               | n/a                                  |
| Utilities  | n/a                               | n/a                                  |
| Wholesale Trade  | n/a                               | n/a                                  |

# Consumer Spending

# Consumer Spending

Includes information on consumer expenditures per household in 2021 from Esri

| Name  | Estimate    | MoE +/- |
|---|-------------|---------|
| Total consumer expenditures per household                                   | \$61,021.10 |         |
| Consumer expenditures per household on Alcoholic beverages                  | \$449.05    |         |
| Consumer expenditures per household on Alcoholic beverages consumed at home | \$284.49    |         |
| Consumer expenditures per household on Beer consumed away from home         | \$76.60     |         |
| Consumer expenditures per household on Wine consumed away from home         | \$32.48     |         |
| Consumer expenditures per household on Apparel & services                   | \$1,568.97  |         |
| Consumer expenditures per household on Men's Apparel                        | \$283.02    |         |
| Consumer expenditures per household on Women's Apparel                      | \$559.68    |         |
| Consumer expenditures per household on Children's Apparel                   | \$230.69    |         |
| Consumer expenditures per household on Boys' Apparel                        | \$73.38     |         |
| Consumer expenditures per household on Girls' Apparel                       | \$90.47     |         |
| Consumer expenditures per household on Footware                             | \$357.90    |         |
| Consumer expenditures per household on Dining out (Food away from home)     | \$2,817.01  |         |

| Name  | Estimate   | MoE +/- |
|---|------------|---------|
| Consumer expenditures per household on Dining out - Breakfast                         | \$280.67   |         |
| Consumer expenditures per household on Dining out - Lunch                             | \$922.30   |         |
| Consumer expenditures per household on Dining out - Dinner                            | \$1,288.28 |         |
| Consumer expenditures per household on Education                                      | \$1,070.47 |         |
| Consumer expenditures per household on Entertainment / Recreation                     | \$2,702.90 |         |
| Consumer expenditures per household on Club membership fees                           | \$164.72   |         |
| Consumer expenditures per household on Dating services                                | \$0.66     |         |
| Consumer expenditures per household on Pet food                                       | \$278.04   |         |
| Consumer expenditures per household on Pet services                                   | \$59.50    |         |
| Consumer expenditures per household on Food consumed at home                          | \$4,424.39 |         |
| Consumer expenditures per household on Bakery products consumed at home               | \$568.47   |         |
| Consumer expenditures per household on Dairy products consumed at home                | \$455.63   |         |
| Consumer expenditures per household on Fruits and vegetables consumed at home         | \$823.97   |         |
| Consumer expenditures per household on Meat, poultry, fish, and eggs consumed at home | \$957.30   |         |

| Name   | Estimate    | MoE +/- |
|--|-------------|---------|
| Consumer expenditures per household on Nonalcoholic beverages consumed at home         | \$442.14    |         |
| Consumer expenditures per household on Snacks and other food products consumed at home | \$1,619.02  |         |
| Consumer expenditures per household on Health Care                                     | \$5,465.11  |         |
| Consumer expenditures per household on Medical services                                | \$992.94    |         |
| Consumer expenditures per household on Nonprescription drugs                           | \$157.43    |         |
| Consumer expenditures per household on Household Services                              | \$1,722.44  |         |
| Consumer expenditures per household on Care for the elderly and handicapped            | \$41.63     |         |
| Consumer expenditures per household on Lawn and garden services                        | \$472.22    |         |
| Consumer expenditures per household on Housekeeping services                           | \$131.37    |         |
| Consumer expenditures per household on PC repair                                       | \$4.88      |         |
| Consumer expenditures per household on Housing   | \$18,455.23 |         |
| Consumer expenditures per household on Home improvements                               | \$2,996.61  |         |
| Consumer expenditures per household on Utilities, fuel, and public services            | \$4,198.50  |         |
| Consumer expenditures per household on Phone services                                  | \$1,389.34  |         |

| Name   | Estimate   | MoE +/- |
|--|------------|---------|
| Consumer expenditures per household on Water                               | \$629.84   |         |
| Consumer expenditures per household on Life and other insurance            | \$484.88   |         |
| Consumer expenditures per household on Pensions and social security        | \$6,041.10 |         |
| Consumer expenditures per household on Personal Care Products and Services | \$676.46   |         |
| Consumer expenditures per household on Hair care products                  | \$71.68    |         |
| Consumer expenditures per household on Personal care products              | \$281.36   |         |
| Consumer expenditures per household on Local Transportation                | \$7,520.38 |         |
| Consumer expenditures per household on Gasoline                            | \$1,939.18 |         |
| Consumer expenditures per household on Vehicle maintenance and repair      | \$933.33   |         |
| Consumer expenditures per household on Travel                              | \$1,840.20 |         |
| Consumer expenditures per household on Airline fares                       | \$416.29   |         |
| Consumer expenditures per household on Auto/Truck rental on trips          | \$37.13    |         |
| Consumer expenditures per household on Lodging on trips                    | \$528.38   |         |
| Consumer expenditures per household on Food and drink on trips             | \$439.91   |         |
| Consumer expenditures per household on                                     | \$129.13   |         |



| Name                   | Estimate | MoE +/- |
|------------------------|----------|---------|
| Entertainment on trips |          |         |

# About Data

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Contact Us:  
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- **N/A:** Data or ratio are not available. This may result when data cannot be released due to data confidentiality or quality concerns or when a data element is not produced, due to changes in classifications or other survey changes.
- **MoE:** QCEW data are not estimates and, because it is a census, there is no calculation for margin of error.
- **Private ownership:** Data from QCEW are aggregations of various kinds of business establishment data, including geographical, industry, ownership, and establishment size data. QCEW data used in the Census Business Builder are all Private Ownerships. For complete datasets including Government Ownerships and Total Covered Ownerships, please visit the QCEW website:

- <https://www.bls.gov/cew/>

- **Note**

- **Suppressed Definitions**

|   |                                    |   |                            |
|---|------------------------------------|---|----------------------------|
| a | 0 to 19 employees                  | b | 20 to 99 employees         |
| c | 100 to 249 employees               | e | 250 to 499 employees       |
| f | 500 to 999 employees               | g | 1,000 to 2,499 employees   |
| h | 2,500 to 4,999 employees           | i | 5,000 to 9,999 employees   |
| j | 10,000 to 24,999 employees         | k | 25,000 to 49,999 employees |
| l | 50,000 to 99,999 employees         | m | 100,000 employees or more  |
| D | Withheld due to disclosure         | N | Not available/comparable   |
| S | Doesn't meet publication standards | z | < half the unit shown      |