

MOBERLY AREA ECONOMIC DEVELOPMENT CORPORATION



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moberly
area::edc

Moberly-EDC.com



Moberly Area Economic Development Corporation (MAEDC)

Organized in 1988 to promote growth and investment in Moberly and Randolph County, MAEDC is a non-profit, public/private partnership that works to promote new investment in the area to increase the quality of life of our citizens. In 2013, MAEDC expanded to include Howard County with MAEDC functioning as the lead economic development agency for both counties.

The MAEDC Region

The MAEDC region is a world-class business location and the heart of the north-central Missouri industry and technology community. Our dynamic companies, well-educated and highly skilled workforce, excellent school systems, and cultural amenities make the MAEDC region one of the most desirable places to live and work in the United States. The MAEDC region offers designated Enhanced Enterprise Zones offering potential incentives and tax benefits for businesses. Educational facilities ensure a steady supply of well-qualified workers and support local companies by providing training tailored to business needs. The region boasts a large, qualified workforce armed with the high-tech skills for today's business needs. The MAEDC region is fortunate to have forward minded leaders in government, business and civic roles, which allows the area to continue to be vibrant for both business and recreation.

Other advantages of doing business in the MAEDC region include:

1. Offering access to workforce of over 100,000 armed with the skills for today's business demands with strengths in manufacturing, logistics, biofuels, food processing, distribution, and agriculture.
2. According to CNBC (<https://www.cnbc.com/2022/07/13/americas-top-states-for-business-2022-the-full-rankings.html>), Missouri has the lowest cost of doing business of any state.
3. The Moberly Area Industrial Park and the Howard County Industrial Park are both Missouri Certified Sites.
4. Both Randolph and Howard County are Missouri Certified ACT Work Ready Communities.
5. Numerous commercial and industrial facilities are available for immediate occupancy.
6. Multiple office parks with existing "plug and play" facilities for lease and shovel-ready sites for purchase including AT&T Certified Fiber Parks.

7. Aggressive state and local incentive packages.
8. Multiple economic development professionals with expertise in site selection, project financing, and incentives coordination.
9. Significant capacity in water/wastewater, electric, natural gas, and communications/fiber.
10. Centralize location in the US offering proximity to all major US markets and all major US ports.
11. Highway transportation to include Interstate 70, 4-lane US Highway 63, and 4-lane US Highway 36 with connection to Interstate 72.
12. Two regional airports offering executive jet travel with commercial service available within 30 miles at the Columbia Regional Airport. The region is within a two-hour drive time of the St. Louis and Kansas City International Airports.
13. Area training and education facilities include the University of Missouri, Central Methodist University, Central Christian College of the Bible, Moberly Area Community College, State Technical College of Missouri, State Fair Community College, Moberly Area Technical Center, and the Moberly Area Employer's Training Consortium.
14. Walking and biking trails, lakes, and state parks to enhance the quality of life for our citizens and help our employers attract and retain quality employees.

Companies currently located in the MAEDC region include:

Wal-Mart D.C., DSV, Everlast, Leaf Financial, Cardinal Health, EquipmentShare.com, Wilson Trailer, Monnig Industries, Penny Plate, Phoenix Manufacturing, Inovatia Laboratories, Addison Biological Laboratories, Swift Prepared Foods, Orscheln Products, Mack Hils Metal Fabrication, Mac Rak, Inc., Moberly Regional Medical Center, and more.

Randolph County

Moberly, the largest city in Randolph County, is located near the center of the state, almost equally distanced between Kansas City and St. Louis. Four-lane US Highway 63 runs from the Iowa border south through Columbia allowing easy access to Interstate 70 and four lane US Highway 36 creating the competitive advantage for Moberly's businesses allowing for just-in-time delivery to the entire nation. Moberly currently has building space as well shovel-ready sites available for new or expanding industry.

Howard County

Howard County was created under an act of the Missouri General Assembly, approved on January 13, 1816. It was named for Benjamin Howard, the first Missouri Territory governor. Howard County was the ninth organized county in the Missouri Territory and was created

from the counties of St. Louis and St. Charles. Howard County was one of the several counties settled mostly by southerners along the Missouri River. Given their culture and traditions, this area became known as Little Dixie and Howard was the heart. An ideal central location for business, Howard County is within two “truck days” of ninety percent of the United States – meaning your semi shipment is just two days away from most of your customers. Kansas City is two short hours away from the town of Fayette, and a drive to St. Louis takes just two and a half hours. There are six major highways in Howard County. They are: U.S. Route 40, Route 3, Route 5, Route 87, Route 124, Route 240.

Continued Growth

Recent investments in the business community include both expansions of existing facilities as well as entry of new businesses into the market. Recent new projects include Swift Prepared Foods and EquipmentShare.com,

MAEDC is committed to partnering with our businesses and yours to ensure successful operations and maximize profitability. For additional information on our organization, please visit our website at www.moberly-edc.com.



OUR MISSION STATEMENT

The MAEDC works to promote economic investment within Randolph and Howard counties through retention and expansion of existing businesses, new business attraction, community development, and entrepreneurial development. These investments lead to creation of new jobs, increased tax base for taxing jurisdictions and municipalities, diversification of the local economy, and a higher overall standard of living.

BACKGROUND



Organized in 1988 to promote growth and investment in Moberly and Randolph County, MAEDC is a 501(c)(4) nonprofit, public/private partnership that works to promote new investment in the area to increase the quality of life of our citizens. In 2013, Howard County joined, and today the organization represents a two-county partnership.

MAEDC is financed through investments by the City of Moberly, the Howard County Economic Development Council, the County of Randolph, and private industries and families that partner through the MAEDC Industrial Club. An 8-12-member board of directors governs the organization.

MAEDC acts as a single point of contact for companies requesting economic development information about our partner counties. In addition to providing available site and building information, demographics, and labor survey information, MAEDC organizes community tours and site visits for a variety of prospects. MAEDC works with site selectors to provide both state level and local level incentive proposals and helps to coordinate the application and permitting process for projects.

MAEDC has been instrumental in assisting numerous local companies with retention and expansion opportunities, plus locating new business investment in the area. The main industry strengths of the MAEDC region are agriculture, manufacturing, distribution, and logistics. Randolph County is home to several distribution centers as well as a strong base of manufacturers. Manufacturing and agriculture are prominent businesses in Howard County as well. MAEDC has also assisted with retail developments including small businesses in downtown areas.

Region Overview

HOWARD & RANDOLPH COUNTY

WORKFORCE

Access to over 100,000 quality workers within the 28 county NE Missouri region. The region offers a stable and mature workforce.

AFFORDABILITY

#1

CNBC Ranks Missouri the BEST in the US for its low business costs. The state is also ranked 10th best in the nation for infrastructure and 6th for cost of living.

ACCESSIBILITY

Centralized location offering proximity to major US Markets. Easy access to interstate highways and commercial airports.

EDUCATION

Multiple educational facilities offering customized training programs to ensure a steady source of qualified workers.

TRANSPORTATION

Multi-modal transportation network to serve the global marketplace.

INCENTIVES

Aggressive incentives to support growth and enhance profitability

Ref: <https://www.missouripartnership.com/cnbc-ranks-missouri-best-in-us-for-low-business-costs/t>

HOWARD & RANDOLPH COUNTY

MISSOURI

ROBUST & READY TO WORK!

MAEDC IS THE ECONOMIC DEVELOPMENT PROVIDER FOR HOWARD COUNTY THROUGH A PARTNERSHIP WITH THE HOWARD COUNTY ECONOMIC DEVELOPMENT COUNCIL.

OPEN FOR BUSINESS

MOBERLY AREA ECONOMIC DEVELOPMENT CORPORATION

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Howard County, Missouri

10,022

POPULATION

HIGHWAY **35** MILES
US Highway 63

INTERSTATE **15** MILES
I-70

AIRPORT **17** MILES
Viertel Airport

COMMERCIAL AIRPORT **40** MILES
Columbia Regional Airport

RIVER ACCESS
Port of Howard/Cooper County

Randolph County, Missouri

24,760

POPULATION

HIGHWAY **0.1** MILES
US Highway 63

INTERSTATE **35** MILES
I-70

AIRPORT **1** MILE
Omar Bradley Airport

COMMERCIAL AIRPORT **35** MILES
Columbia Regional Airport

RIVER ACCESS
Brunswick River Terminal

HOWARD & RANDOLPH COUNTY

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OPEN FOR BUSINESS

MOBERLY AREA ECONOMIC DEVELOPMENT CORPORATION

RANDOLPH COUNTY MISSOURI

\$1,135 MILLION

REAL GDP

BEA.GOV 2021

511

TOTAL EMPLOYERS

CENSUS 2020

300+

JOBS CREATED ANNUALLY

CENSUS 2020

\$21.31

AVERAGE HOURLY WAGE

MERIC 2021

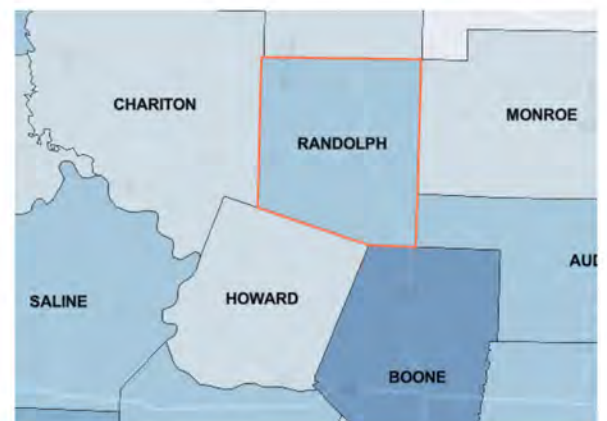
\$44,330

AVERAGE ANNUAL WAGE

MERIC 2021

TOP 5 INDUSTRIES

1. RETAIL TRADE
2. HEALTH CARE AND SOCIAL ASSISTANCE
3. MANUFACTURING
4. EDUCATIONAL SERVICES
5. TRANSPORTATION & WAREHOUSING



HOWARD & RANDOLPH COUNTY

MISSOURI

ROBUST & READY TO WORK!

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OPEN FOR BUSINESS

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HOWARD COUNTY MISSOURI

\$206.4 MILLION

REAL GDP

BEA.GOV 2021

181

TOTAL EMPLOYERS

CENSUS 2020

100+

JOBS CREATED ANNUALLY

CENSUS 2020

\$17.29

AVERAGE HOURLY WAGE

MERIC 2021

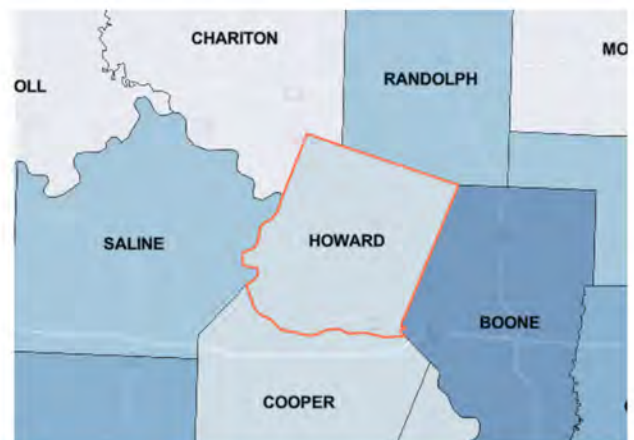
\$35,969

AVERAGE ANNUAL WAGE

MERIC 2021

TOP 5 INDUSTRIES

1. EDUCATIONAL SERVICES
2. HEALTH CARE & SOCIAL ASSISTANCE
3. RETAIL TRADE
4. MANUFACTURING
5. CONSTRUCTION



Location Overview

HOWARD & RANDOLPH COUNTY



In close proximity to



Randolph County

Nearest Highway: US Highway 63 (0.10 Miles)
Nearest Interstate: Interstate 70 (35.00 Miles)
Nearest Airport: General Omar Bradley Airport (1.00 Miles)
Nearest Commercial Airport: Columbia Regional Airport (35.00 Miles)

Howard County

Nearest Highway: Highway 63 (35.00 Miles)
Nearest Interstate: Interstate 70 (15.00 Miles)
Nearest Airport: Viertel (17.00 Miles)
Nearest Commercial Airport: Columbia Regional (40.00 Miles)
River Access: Howard/Cooper County Port Authority
Barge Crane Capacity: 25.00

HOWARD/COOPER COUNTY PORT

Howard/Cooper County Regional Port Authority



609 Main Street
Boonville, MO 65233
phone: 660.882.5858 | fax:
660.882.3325
www.hocoport.com

LOCATION

- Missouri River mile 196.5
- On left bank, directly across from Boonville, MO
- No dams or locks obstruct the channel of the Missouri River from this site to its junction with the Mississippi River in St. Louis

PORT FACILITY

- Storage capacity of 250,000 bushels of grain and 4 million gallons of liquid chemicals
- Two dry storage buildings and a 15,000-ton outside storage pad also available
- Site includes a general cargo dock with liquid capabilities, a 50-ton crane and a 25-ton crane located on a floating dock
- A complete line of support equipment, including loaders, dump trucks, conveyors and repair equipment is also available

TRANSPORTATION

- Adjacent to US Hwy. 40, Missouri Hwy. 5 and Hwy. 87 and I-70
- Within one mile of the Missouri Pacific Railroad

MARKET ACCESS

- Only Missouri River public shipping access between Kansas City and St. Louis

INDUSTRIAL DEVELOPMENT

- 35 prime industrial acres are available for development

UTILITIES

Available utilities include three-phase and single-phase electric, as well as water and gas

Demographic Overview

HOWARD & RANDOLPH COUNTY

The MAEDC Region Workforce is robust and diverse, ready to serve a variety of industry and business sectors. Our region is a net labor magnet, drawing in workers from outside of the two-county area. We have one of the lowest cost of labor in Missouri and the United States.



LABOR REPORTS



**MISSOURI NORTHEAST
LABOR SUPPLY**



GSG

Labor Supply Certification

Missouri Northeast



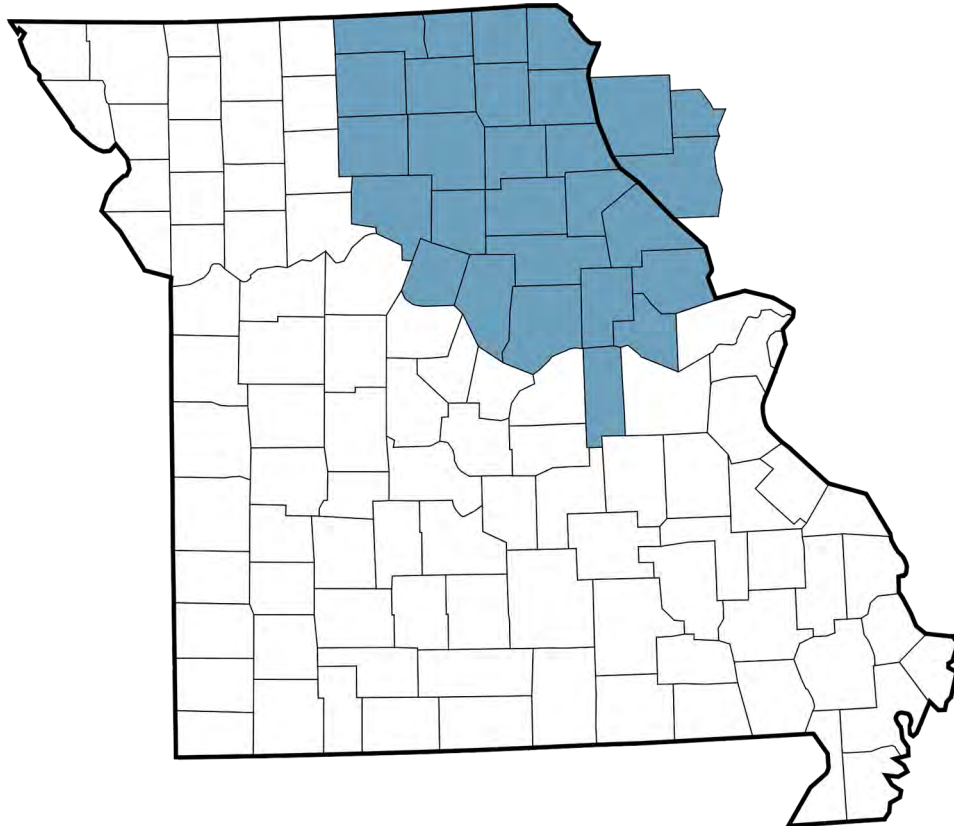
Underemployment

Available Skills

Desired Wages

Missouri Northeast Labor Supply Certification

Partners in Economic Development



October 2022



The questions and the design of the survey instrument are part of the GSG Labor Supply Certification Program, copy-righted and owned by Growth Services Group, LLC. The Growth Services Group is an independent Labor Market Research Consultant. The findings were developed from the data without any outside influence.

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Executive Summary

Introduction

Missouri Northeast commissioned a Labor Supply Study to measure the amount and quality of potential employees in a twenty-eight county Area Labor Market (ALM). The twenty-eight counties are: Adair; Adams, IL; Audrain; Boone; Brown, IL; Callaway; Chariton; Clark; Gasconade; Howard; Knox; Lewis; Lincoln; Linn; Macon; Marion; Monroe; Montgomery; Pike, IL; Pike, MO; Putnam; Ralls; Randolph; Schuyler; Scotland; Shelby; Sullivan; and Warren. In order to provide the most accurate and comprehensive analysis of the ALM's workforce, special attention was placed on soliciting responses from six distinct cohorts (Males and Females across ages 18-29, 30-54, and 55-69) in each county.

The purpose of this report is to assess the available workforce in the Missouri Northeast Area Labor Market. The Total Available Workforce represents those who indicate that they are looking for employment or would consider changing their employment for the right job opportunity. See Appendix B for more detailed discussion of the methodology and data definitions.

General Findings, Opportunities, and Challenges

This Labor Supply Certification Study demonstrates that the Missouri Northeast ALM provides a stable and productive workforce that is significantly underutilized. The availability, education, and skills add value and competitiveness to the Area Labor Market. The components of this study seek to quantify the strengths and challenges of this laborforce as well as the impact the COVID-19 pandemic has had on workers in the state.

**Total Available
Workforce**
332,900

Underemployed
94,600

A subset of the Total Available Workforce of interest to many employers undertaking a large scale hiring effort are those who are identified as Underemployed. These individuals are currently working, would take a better job if offered, and they possess the skills, education, and experience to qualify them to do so. Of the 332,900 people in the Total Available Workforce, 94,600 are considered Underemployed (see more on page 11).

With the right employment opportunities, the Missouri Northeast ALM appears poised to provide the talent necessary for growth of new and existing businesses representing regional, national, and international markets. The ALM provides advantages such as easy access to both two and four-year education institutions throughout the ALM, a large and diverse workforce talent pool with an easy commute to labor market centers, and the cost advantages of rural settings.

Workforce Availability Findings

The workforce availability findings reflect the views and perspectives of people between the ages of 18 and 69 who would consider seeking or changing employment. This group represents the supply side of the workforce market. The overall findings are as follows:

- About 50 percent (332,900 persons) of the Census Population Estimate in the Missouri Northeast ALM is considered to be in the Total Available workforce.
- It is estimated 279,600 workers in the Worker Available subset of the Total Available Workforce are willing to change jobs if the right opportunity arises.
- The Non-Worker Available segment of the Total Available Workforce is comprised of 14,000 Retired, and 39,300 Not Employed.
- Nine percent of the Not Employed Workforce indicate that they are not working as a direct result of Covid-19.
- Approximately 28 percent of the Total Available Workforce are Underemployed (94,600).
- About 50 percent of the Total Available Workforce would be interested in new or different employment with a wage of up to \$27.00; 25 percent would require \$39.00 or more per hour for a new job opportunity.
- The education level of the Total Available Workforce includes 66 percent with at least some college education and 98 percent with at least a high school diploma.
- The Total Available Workforce is willing to commute an average of 22.7 miles one way. Of the Total Available Workforce, 79 percent (263,700 people) would travel more than 10 miles one way for work while 25 percent (83,300) would commute more than 30 miles and 5 percent (16,300) would travel more than 50 miles.
- The overall average age of the Total Available Workforce is 40.2. The average age of the Worker Available workforce by occupational cluster is 42.9 for Management, 38.6 for Production/Repair/Installation, 41.9 for Professional/Technical, and 37.9 for Services sector.
- The top motivators for changing jobs among those open for the right opportunities are 69 percent salary, 64 percent Health Benefits, and 58 percent Work/Life balance.
- A majority, 86 percent, of the Worker Available workforce stated they are willing to work outside of their primary field of employment (i.e., those in manufacturing would be willing to work in the service sector, etc.).
- The average years on the job for the Overall ALM is 9.9 years which reflects a stable and mature workforce.
- The Underemployed provide the best opportunity for potential applicants. They represent a subset of the Total Available workforce that is normally more experienced, better educated, and more motivated than the Total Available Workforce in general.

Overview

Introduction

The primary purpose of the Missouri Northeast Labor Supply Study is to determine the number of workers available for employers considering expansions and major investment in the state. The Total Available Workforce represents respondents who indicate they are either looking for employment or would consider changing jobs for the right employment opportunities. The key advantage of a Labor Supply Study is that it provides a more comprehensive view of the pool of potential workers by including workers typically excluded from the civilian labor force. It also allows researchers to examine those members of the Area Labor Market (ALM) pool who have a propensity to consider a job opportunity given their employment expectations.

The focus of this study is the Missouri Northeast ALM. The ALM for the purpose of this study is defined as the area or region from which the labor market draws its commuting workers; The Missouri Northeast ALM consists of twenty-eight counties. This broad market study provides smaller regions and labor markets the opportunity to analyze their labor supply with a common methodology and database. This report also includes workers who are commuting out of the designated ALM to work but would be willing to work closer to home with the right employment opportunities (11 percent of the Worker Available subset). The following table provides an overview of the Total Available Workforce including the subset groups from the Worker Available (willing to change jobs) and the Non-Worker Available (willing to work) populations within the ALM.

The findings from this survey are based on a type of stratified random marketing and social media campaign of 932 adults living in the Missouri Northeast ALM. Missouri Northeast contracted with Growth Services Group (GSG) to design and administer the Labor Supply Study. All adults, whether working or non-working, between the ages of 18 and 69 were considered in this study. In an effort to capture as broad and varied a sampling as possible, GSG conducted the survey phase using multiple methods of soliciting participation including a robust social media campaign, reaching out directly to members of the workforce through multiple platforms, and coordinating with partner organizations. At each step of the process, data validation methods were employed to ensure data integrity and that the sampling accurately reflects the Census 18-69 Population as reliably as possible.

When all respondents are included in the analysis, the survey aggregate results have a margin of error as low as 3.2 percent at a 95% confidence level. Exact margin of error varies by figure depending on number of responses and question options; very granular data points such as years of work experience for a single occupation will have a higher margin of error. A more detailed description of the survey process and methodology is presented in Appendix B.

Total Available Workforce Overview

Subset	Overall	Percent
Total Available Workforce	332,900	100%
Worker Available	279,600	84%
Underemployed	94,600	28%
Seeking Different Employment	55,300	17%
Willing to Change	129,800	39%
Non-worker Available	53,200	16%
Not Employed	39,300	12%
Retired	14,000	4%

While all those in the Worker Available workforce are willing to change with the right opportunity, 94,600 are also identified as Underemployed and 55,300 are actively Seeking Different Employment. The remaining 129,800 identified as Willing to Change are willing to change only for the right opportunity.

Among the 53,200 Non-worker Available, all are willing to work with the right opportunity. The Not Employed subset includes both unemployed as defined by BLS (those who are seeking employment) as well as those that are not looking but are willing to accept the right opportunity who are not covered in the BLS definition.

Available Workforce

Total Available Workforce

The following table describes the Total Available Workforce in the Missouri Northeast ALM. The Total Available Workforce for the ALM represents 332,900 people which consist of 279,600 working and 53,200 non-working. This demonstrates a workforce that is more than sufficient in scope and diversity to support most employers considering location or expansion in the ALM.

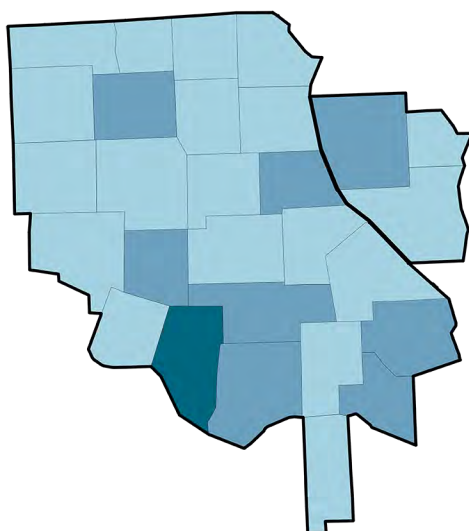
The map below shows how each county in the ALM compares in terms of the number of Available Workforce. Each county is grouped into one of three categories specified in the legend.

The summary table below shows a Total Available Workforce of 332,900, 50.1 percent of the estimated ALM Census Population and 75.2 percent of the estimated ALM Census 18-69 Population. The table further presents the subsets of Total Available Workforce and Underemployed by sex and age cohorts. Males make up 49.1 percent and females 50.9 percent of the Total Available Workforce. Those in the Age 30-54 cohort make up 45 percent to the Total Available Workforce but 52 percent of the Underemployed subset.

Available Workforce by Work Status

Work Status	Population	Percent
Total Available Workforce	332,900	100%
Worker Available	279,600	84%
Working (Withholdings)	233,400	70%
Self-Employed (No Withholdings)	23,700	7%
Working Student	20,200	6%
Military	2,400	1%
Non-worker Available	53,200	16%
Not Employed	33,700	10%
Retired	14,000	4%
Non-Working Student	5,500	2%

Available Workforce by County



Workforce	Color
Less than 10,000	Light Blue
10,000 - 50,000	Medium Blue
50,000 or More	Dark Blue

Summary Workforce Results

Subset	Overall	Percent
Population and Civilian Labor Force		
Census Population	664,100	100%
Census 18-69 Population	442,400	100%
Census 18-69 Male Population	220,500	49.8%
Census 18-69 Female Population	221,900	50.2%
Total Available Workforce		
Total Available Workforce	332,900	100%
Male	163,600	49.1%
Female	169,300	50.9%
Age 18-29	108,800	33%
Age 30-54	150,100	45%
Age 55-69	73,900	22%
Underemployed		
Underemployed	94,600	100%
Male	41,900	44%
Female	52,700	56%
Age 18-29	26,900	28%
Age 30-54	49,600	52%
Age 55-69	18,000	19%

Sources: Census and Bureau of Labor Statistics (BLS) Population and Labor Force Estimates

Underemployment is a subset and is included in Total Available Workforce statistics

Average Age and Years on the Job

The average age and years on the job for the various occupational clusters indicate a mature, experienced, and diverse Available Workforce. The Non-worker Available subset has a higher average age (40.6) compared to the Total Available Workforce due primarily to Retired Non-workers not actively seeking but available for the right opportunity (23 percent of Non-Worker Available; Avg. Age of 65.1). The average age for the Total Available Workforce is 40.2.

Age & Experience by Occupational Cluster

Occupational Cluster	Avg. Age	Years on Job
Management	42.9	11.0
Production/Repair/Installation	38.6	9.8
Professional/Technical	41.9	12.3
Services	37.9	7.6
Non-Worker Available	40.6	-
Total Available Workforce	40.2	9.9

The three oldest occupation groups are: Farming, Fishing, and Forestry; Legal; and Educational Instruction and Library. The three youngest occupation groups are: Arts, Design, Entertainment, Sports, and Media; Food Preparation and Serving; and Transportation and Material Moving. The average age of the Worker Available workforce across all occupations is 40.1.

The top three occupation groups by most years on the job are: Construction and Extraction; Computer and Mathematical; and Architecture and Engineering. The three occupation groups with the least years on the job are: Food Preparation and Serving; Arts, Design, Entertainment, Sports, and Media; and Building and Grounds Cleaning and Maintenance.

Age & Experience by Standard Occupational Classification (SOC)

Occupational Classification	Avg. Age	Years on Job
Architecture and Engineering	37	14
Arts, Design, Entertainment, Sports, and Media	30	5
Building and Grounds Cleaning and Maintenance	44	5
Business and Financial Operations	41	12
Community and Social Service	41	13
Computer and Mathematical	41	14
Construction and Extraction	41	14
Educational Instruction and Library	44	11
Farming, Fishing, and Forestry	50	12
Food Preparation and Serving Related	30	4
Healthcare Practitioners and Technical	41	11
Healthcare Support	37	7
Installation, Maintenance, and Repair	39	12
Legal	50	13
Life, Physical, and Social Science	43	13
Management	43	11
Office and Administrative Support	43	9
Personal Care and Service	36	5
Production	35	7
Protective Service	38	9
Sales and Related	37	7
Transportation and Material Moving	35	8
Total Worker Available	40.1	9.9

Current and Previous/Other Work Experience

The following table shows the number of workers in the Worker Available subset aligned with each occupation by Primary or Secondary job as well as those with Underutilized or Unutilized skills. The table provides a perspective on the types of workers available for employment in the Missouri Northeast ALM. The first two columns in the table show the number of workers in the Worker Available subset currently employed in each of the various occupational classifications for their Primary or Secondary employment respectively. Workers working both a Primary and Secondary job in the same occupational classification are only counted once and are shown in the Primary column.

Underutilized workers are currently working in the associated occupation but report having underutilized knowledge, skills, or abilities within the occupation or they are employed less than full-time but desire full-time employment. Unutilized workers, by contrast, are currently working in a different occupation but report having additional knowledge, skills, or abilities in the associated occupation. Workers must have completed education beyond high school to be included in the Underutilized and/or Unutilized segments.

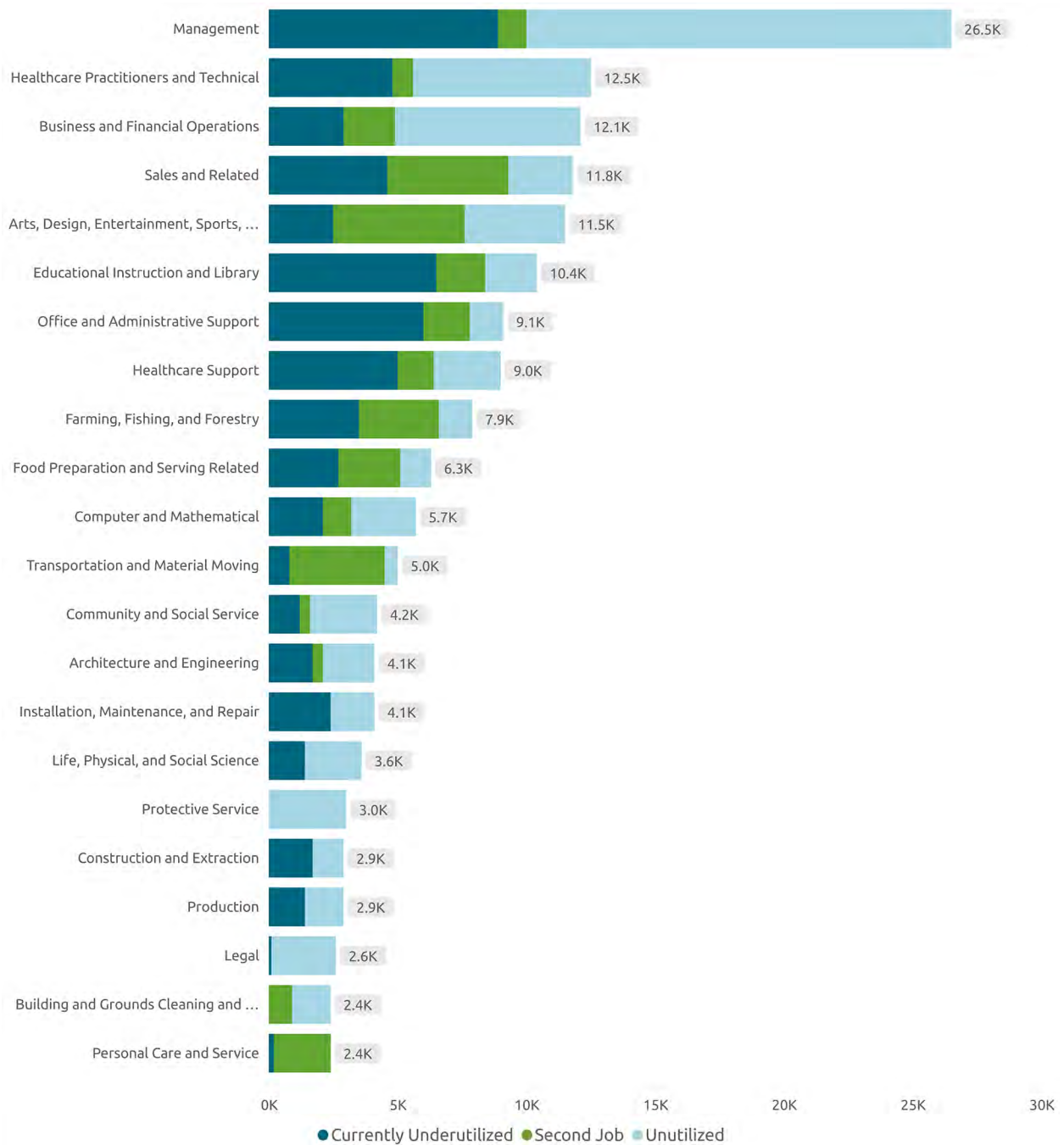
Among the Worker Available subset, 12 percent report having multiple jobs. Management occupations have the largest amount of untapped talent with 26,500 workers underutilized in their primary position, working part time in the occupation, or currently working in another field but with experience in Management.

Worker Available Work Experience

Occupational Classification	Primary	Secondary	Underutilized	Unutilized
Architecture and Engineering	6,000	400	1,700	2,000
Arts, Design, Entertainment, Sports, and Media	8,700	5,100	2,500	3,900
Building and Grounds Cleaning and Maintenance	4,000	900	-	1,500
Business and Financial Operations	20,800	2,000	2,900	7,200
Community and Social Service	7,700	400	1,200	2,600
Computer and Mathematical	10,200	1,100	2,100	2,500
Construction and Extraction	7,500	-	1,700	1,200
Educational Instruction and Library	22,700	1,900	6,500	2,000
Farming, Fishing, and Forestry	5,000	3,100	3,500	1,300
Food Preparation and Serving Related	10,200	2,400	2,700	1,200
Healthcare Practitioners and Technical	18,200	800	4,800	6,900
Healthcare Support	13,700	1,400	5,000	2,600
Installation, Maintenance, and Repair	9,800	-	2,400	1,700
Legal	1,700	-	100	2,500
Life, Physical, and Social Science	4,600	-	1,400	2,200
Management	47,300	1,100	8,900	16,500
Office and Administrative Support	25,900	1,800	6,000	1,300
Personal Care and Service	6,300	2,200	200	-
Production	11,500	-	1,400	1,500
Protective Service	3,800	-	-	3,000
Sales and Related	22,900	4,700	4,600	2,500
Transportation and Material Moving	9,900	3,700	800	500
Total Worker Available	279,600	33,000	60,500	56,100

- Too few sample observations were available to compute an estimate.

Worker Available Work Experience



This chart shows the same information as presented in the table on the previous page but in a graphical format, excluding those workers not underutilized in their primary occupation. The visual shows a good mix of current and related work experience across all occupations. Management (26.5k); Healthcare Practitioners and Technical (12.5k); and Business and Financial Operations (12.1k) represent the top three occupations with untapped potential with over twelve thousand workers in each occupation identified as underutilized in their primary job, working in the occupation solely as a second job, or not working in the occupation but have the ability and willingness to.

Student Debt

Student debt is a growing concern as is ensuring a well educated workforce; managing the two presents a challenge for our local and national economy. According to CNBC, 44 million people, roughly 70 percent of recent graduates, have an average debt load of \$37,172. It is for this reason that student debt is addressed in this study.

The Underemployed subset is much more likely (36 percent) than the rest of the Total Available workforce (21 percent) to report holding student debt.

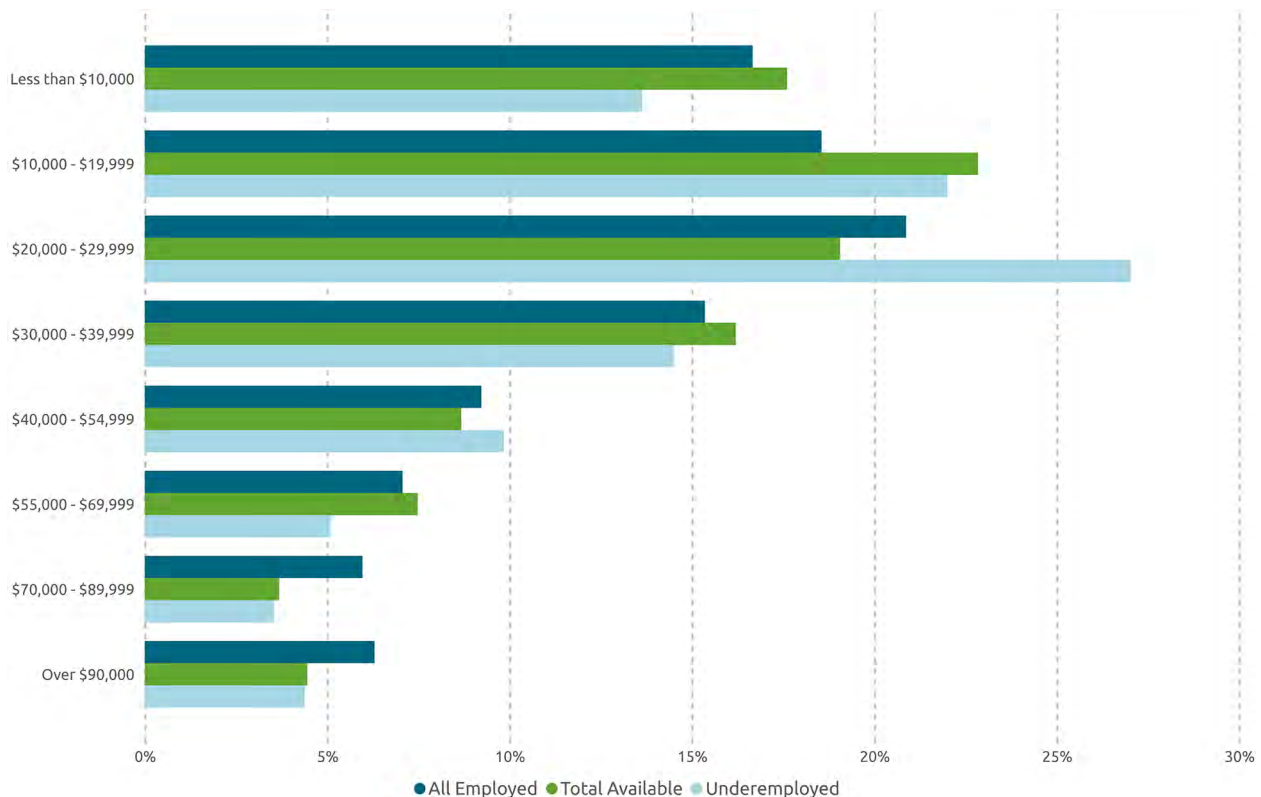
The data indicate that 30 percent of those 18-29 have student debt. This compares with 29 percent for the 30-54 subset and just 11 percent for those 55-69. However, those 55-69 who reported holding student debt reported a median debt amount of \$37,200, significantly higher than the median debt amounts for those age 18-29 (\$26,400) and 30-54 (\$22,500). Among those reporting over \$90,000 in debt, 89 percent report holding an advanced degree and 11 percent report holding a bachelor's degree.

Student Debt by Age Group

	18 - 29	30 - 54	55 - 69
Have Debt	30%	29%	11%
Debt Amount			
Less than \$10,000	14%	19%	26%
\$10,000 - \$19,999	21%	26%	13%
\$20,000 - \$29,999	23%	19%	-
\$30,000 - \$39,999	26%	8%	16%
\$40,000 - \$54,999	10%	8%	6%
\$55,000 - \$69,999	6%	5%	27%
\$70,000 - \$89,999	-	8%	-
Over \$90,000	-	6%	12%

- Too few sample observations were available to compute an estimate.

Student Debt Current and Total Available Workforce



This chart represents the percentage of each subset of Underemployed, Total Available workforce, and All Employed represented by each student debt range.

*<https://www.cnbc.com/2018/02/15/heres-how-much-the-average-student-loan-borrower-owes-when-they-graduate.html>

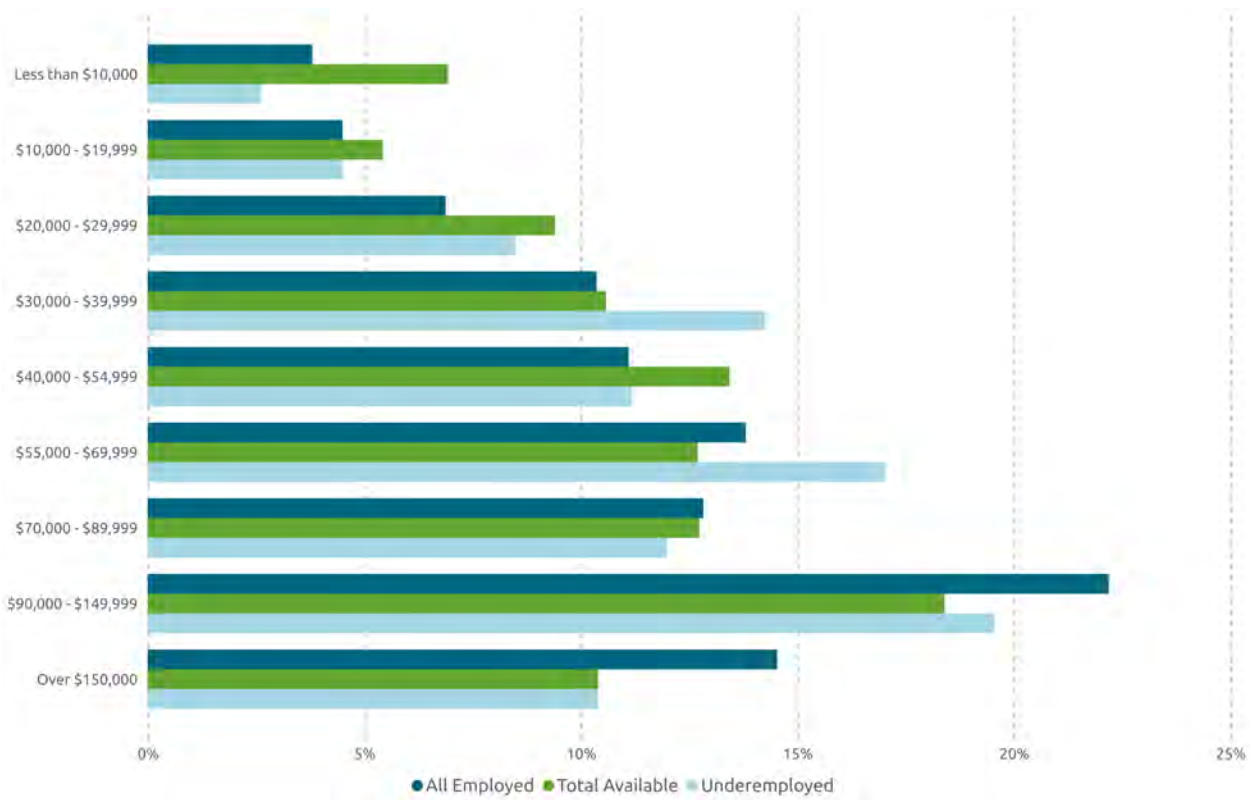
Household Income

The household income data show the younger 18-29 age group with 40 percent having household income of less than \$30,000 compared to the 30-54 age group's 13 percent and the 55-69 age group's 15 percent. For the 18-29 age group, just 11 percent have a household income over \$90,000, compared to 37 percent of the 30-54 age group and 38 percent of the 55-69 age group.

Household Income by Age Group

	18 - 29	30 - 54	55 - 69
Less than \$10,000	13%	4%	4%
\$10,000 - \$19,999	10%	4%	3%
\$20,000 - \$29,999	17%	5%	8%
\$30,000 - \$39,999	13%	10%	8%
\$40,000 - \$54,999	16%	15%	8%
\$55,000 - \$69,999	14%	11%	13%
\$70,000 - \$89,999	8%	14%	18%
\$90,000 - \$149,999	9%	23%	23%
Over \$150,000	2%	14%	15%

Household Income Current and Total Available Workforce



This chart represents the percentage of each subset of Underemployed, Total Available workforce, and All Employed represented by each household income range.

Worker Available Workforce

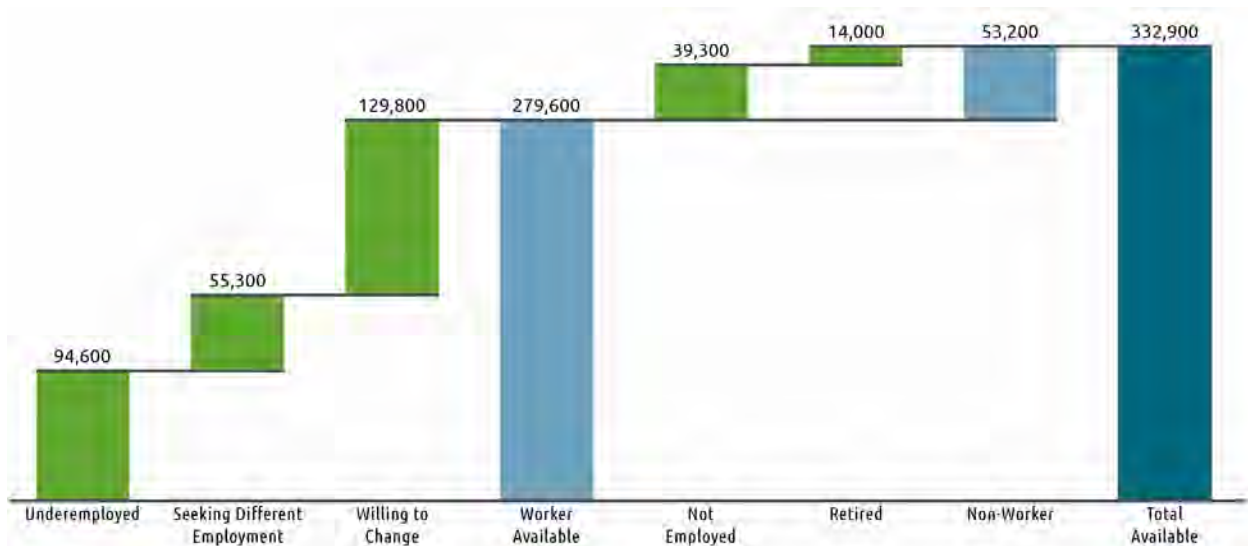
The willingness of the currently employed to change employment with the right opportunity is a key indicator in profiling the characteristics of the Total Available Workforce in the Area Labor Market. The employed individuals who are willing to change jobs with an existing or different employer represent the primary pool of the Total Available Workforce. The results of this workforce survey are that 76 percent of respondents identified themselves as part of the Total Available Workforce. Among the Total Available Workforce, 84 percent were working at the time they were contacted and are included in Worker Available subset with the other 16 percent included in Non-Worker Available subset.

Worker Available Breakout

Workforce Subset	Overall	Percent
Total Available Workforce	332,900	100%
Worker Available	279,600	84%
Underemployed	94,600	28%
Seeking Different Employment	55,300	17%
Willing to Change	129,800	39%

It is important to analyze each segment of respondents to identify and respect the differences and contributions to the ALM. Many factors must be considered when evaluating these workers, such as education, unused skills, wages and benefits desired, past experience, and the distance individuals are willing to travel to work. Within Worker Available, there are three subsets: those workers who are classified as Underemployed, those actively Seeking Different Employment, and those Willing to Change with the right opportunity. Respondents of these three subsets are counted only once as part of the Worker Available workforce.

Total Available Workforce Makeup



This waterfall chart shows the proportion of each subset in the Worker Available and Non-Worker Available workforces; additionally, the proportion of Worker Available and Non-Worker Available as subsets of Total Available Workforce are shown. This visualization aids in understanding the relative size of each subset of the Total Available Workforce. Underemployed, Seeking Different Employment, and Willing to Change are discussed in detail on the following pages.

Underemployed

The Underemployed subset is identified as those who believe they are currently underutilized in their jobs. This group is a primary source of good employees as these individuals are now working but desire a better job and also possess the skills, education, and experience to qualify for better jobs. They report to have additional education and/or job training; a previous job that required more skill and/or education; a current job that does not require the level of training and/or education attained; or a current job that is part-time when they desire full-time employment. The key to this definition is education, training, and/or experience. In addition, only those who have completed post-high school education are reported in the Underemployed subset. Current pay or part-time status alone is not a qualifying factor for underemployment status in this study.

The 94,600 in this group are included in the 279,600 members of the Worker Available workforce. Comparing this page and the two following, one can compare similarities and differences between the Underemployed, Seeking Different Employment, and Willing to Change subsets.

Age and Sex

The average age of this group is 39.5 years of age. The respondents are distributed among all age ranges: 18 to 29 (28 percent), 30 to 54 (53 percent), and 55 to 69 (19 percent). Males and females represent 44.2 percent and 55.8 percent respectively.

Education and Training

Forty-nine percent of the Underemployed subset have a Post-Secondary Certificate/Credential, Some College, or an Associate's degree, 34 percent hold a Bachelor's degree, and the remaining 17 percent have an advanced degree. This compares to 75 percent of the Total Available Workforce with post-high school education.

24 percent of the Underemployed subset indicated that access to Experience, Training, and Education is one of the top factors in accepting a new job. A higher salary is the most important factor (70.2 percent) followed closely by Health Benefits (69.7 percent).

Work Experience and Environment

To gain perspective on the types of workers available for new or different employment, survey respondents were asked to classify their occupations and industry experience as Goods Producing, Government/Education, and Services. While occupations may be similar in different industries, the focus of the work and work culture often varies significantly among different industries. 54 percent of the Underemployed subset are in the Services sector.

Workforce Characteristics

Workforce Characteristics	
Underemployed	94,600
Years on Job	10.0
Willing to Commute One Way	23.4
Current Average Wage	\$27.20
Desired Average Wage	\$33.40
Household Income	\$75,600
Average Age	39.5
Male/Female Ratio	44.2/55.8
Working Multiple Jobs	25%
Only Job Part Time or Temporary	16%
Have Health Insurance	94%
Access to Employer Health Insurance	75%
Access to Employer Retirement Benefit	60%

Education Attainment

Education Attainment	
Less than high school	0%
High school or equivalent	0%
Post-Secondary Certificate/Credential	14%
Some college or associate's degree	35%
Bachelor's degree	34%
Advanced degree	17%

By definition, those in the Underemployed subset must have some education beyond high school.

Primary Industry Sector

Primary Industry Sector	
Goods Producing	26%
Government/Education	20%
Services	54%

Seeking Different Employment

The Seeking Different Employment subset is identified as those who are currently employed, and actively looking to change jobs, but are not found to be Underemployed. The 55,300 in this subset are included in the 279,600 Worker Available workforce and are not counted twice. Compared to the Underemployed on the preceding page and the Willing to Change on the following page, the Seeking Different Employment have less years on the job, lower current and desired wages, lower household income, lower access to health insurance through an employer, a lower average age, and 56 percent have an employer sponsored retirement benefit.

Age and Sex

The mean age of this subset is 38.3 years of age. The respondents are distributed among all age ranges: 18 to 29 (32 percent), 30 to 54 (53 percent), and 55 to 69 (15 percent). Males are more strongly represented in this subset at 60.1 percent.

Education and Training

Just over half (54 percent) of the subset have post high school education and 27 percent have four-year degrees or higher. The Seeking Different Employment subset has the lowest education attainment level of all worker subsets.

Twenty percent of the Seeking Different Employment subset stated that working closer to home would be an important consideration in accepting a new job. When considering new employment, A higher salary is the most important benefit for this group (76 percent) followed by health benefits (65 percent).

Work Experience and Environment

To gain perspective on the types of workers available for new or different employment, survey respondents were asked to classify their occupations and industry experience as Goods Producing, Government/Education, and Services. While occupations may be similar in different industries, the focus of the work and work culture often varies significantly among different industries. 46 percent of those Seeking Different Employment are in the Services sector.

Workforce Characteristics

Seeking Different Employment	55,300
Years on Job	8.8
Willing to Commute One Way	24.3
Current Average Wage	\$24.60
Desired Average Wage	\$28.90
Household Income	\$73,500
Average Age	38.3
Male/Female Ratio	60.1/39.9
Working Multiple Jobs	16%
Only Job Part Time or Temporary	12%
Have Health Insurance	94%
Access to Employer Health Insurance	69%
Access to Employer Retirement Benefit	56%

Education Attainment

Less than high school	3%
High school or equivalent	43%
Post-Secondary Certificate/Credential	5%
Some college or associate's degree	22%
Bachelor's degree	14%
Advanced degree	13%

Primary Industry Sector

Goods Producing	35%
Government/Education	19%
Services	46%

Willing to Change

The Willing to Change subset is identified as those who are currently employed but are not actively looking to change jobs and are not found to be Underemployed. The 129,800 in this subset are included in the 279,600 Worker Available workforce and are the single largest subset of the Total Available Workforce.

Compared to the Underemployed and those Seeking Different Employment on the preceding pages, the Willing to Change subset enjoys the highest average years on the job, shortest commute, highest wages, highest household income, fewest number working multiple jobs, and the most employers offering health and retirement benefits. This subset has the highest desired wage when considering new employment.

Age and Sex

The mean age of this subset is 41.3 years. The respondents are distributed among all age ranges: 18 to 29 (31 percent), 30 to 54 (45 percent), and 55 to 69 (24 percent).

Education and Training

Seventy-two percent of the Willing to Change respondents in the ALM have some post high school education and 46 percent possess four-year degrees or higher. The Willing to Change subset has a slightly higher proportion of workers with an advanced degree (16 percent) compared to 14 percent in the Total Available Workforce.

18 percent of the Willing to Change respondents stated that experience, training, and educational opportunities would be an important consideration in accepting a new job. Salary (79%) and Health Care (67%) are the most important benefits for this subset when considering new employment.

Work Experience and Environment

To gain perspective on the types of workers available for new or different employment, survey respondents were asked to classify their occupations and industry experience as Goods Producing, Government/Education, and Services. While occupations may be similar in different industries, the focus of the work and work culture often varies significantly among different industries. 44 percent of those Willing to Change are in the Services sector.

Workforce Characteristics

Willing to Change	129,800
Years on Job	10.4
Willing to Commute One Way	22.9
Current Average Wage	\$32.90
Desired Average Wage	\$38.90
Household Income	\$83,100
Average Age	41.3
Male/Female Ratio	52.4/47.6
Working Multiple Jobs	14%
Only Job Part Time or Temporary	8%
Have Health Insurance	93%
Access to Employer Health Insurance	81%
Access to Employer Retirement Benefit	72%

Education Attainment

Less than high school	3%
High school or equivalent	25%
Post-Secondary Certificate/Credential	5%
Some college or associate's degree	22%
Bachelor's degree	30%
Advanced degree	16%

Primary Industry Sector

Goods Producing	26%
Government/Education	30%
Services	44%

Non-Worker Available Workforce

Relying solely on the unemployed workforce as determined by the Bureau of Labor Statistics (BLS) overlooks sources of potential labor like stay-at-home parents and retirees who would be willing to enter or reenter the workforce if the right opportunity arose. This study considers the Non-Worker Available workforce which includes two subsets: Not Employed and Retired.

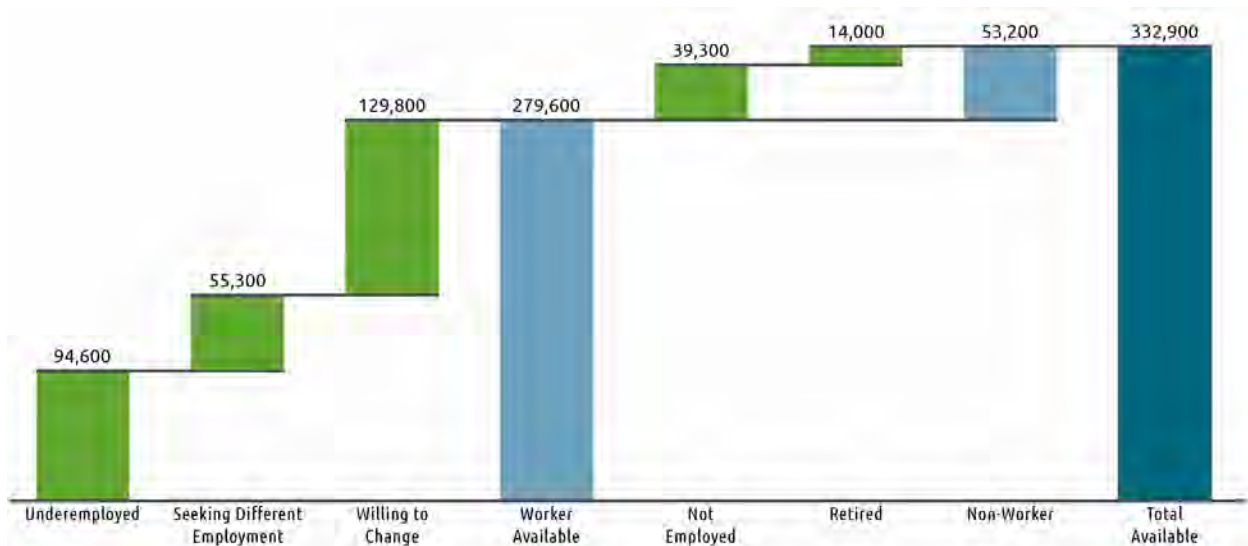
Non-Worker Available Breakout

Workforce Subset	Overall	Percent
Total Available	332,900	100%
Non-Worker Available	53,200	16%
Not Employed	39,300	12%
Retired	14,000	4%

Including these subsets in the analysis provides a more accurate assessment of the potential workforce in the area. Of the respondents surveyed, 16 percent stated they were Non-Working. By questioning these respondents about seeking employment or their willingness to accept an employment offer, the survey identified a population of approximately 53,200 who would enter the workforce for the right opportunity.

Analyzing the subsets exposes unique characteristics for better understanding the Non-Worker Available workforce. A further distinction in the non-working group are those actively seeking employment and those not actively seeking employment but willing to work or accept employment with the right opportunity includes wages, benefits, work culture, transportation, childcare, scheduling, etc.. The following sections provide a profile of the Not Employed and Retired subsets.

Total Available Workforce Makeup



This waterfall chart shows the proportion of each subset in the Worker Available and Non-Worker Available workforces; additionally, the proportion of Worker Available and Non-Worker Available as subsets of Total Available Workforce are shown. This visualization aids in understanding the relative size of each subset of the Total Available Workforce. Not Employed and Retired are discussed in detail on the following pages.

Not Employed

Of those who responded who are Not Employed, 49 percent are actively seeking employment. It is estimated that 19,900 are willing to return to work only if presented with the right opportunity. The following tables provide the general characteristics of this subset.

Age and Sex

The average age of this group is 33.2 years of age. The respondents are distributed among all age ranges: 18 to 29 (54 percent), 30 to 54 (37 percent), and 55 to 69 (9 percent). Males make up 32.7 percent and females 67.3 percent seeking or willing to accept employment.

Education and Training

Forty-two percent of the Not Employed respondents in the ALM have some post-high school education. In comparing the Not Employed subset to other subsets, the Not Employed tend to be some of the least educated with only 32 percent having some college compared to the Total Available Workforce population at 66 percent and only 2 percent possessing an advanced degree compared to the Total Available Workforce average of 14 percent.

Reason Not Employed

Of those identified as Not Employed, 16 percent stated that it was due to a disability. Fourteen percent (5,600) of those in this subset attribute their Non-Worker status to the Covid-19 pandemic.

Reason Can't Find Job

Job availability is a significant barrier for this subset (32 percent) when seeking employment. Three percent cited children being home due to virtual schooling as a barrier to gaining employment.

Workforce Characteristics

Not Employed	39,300
Seeking Employment	19,400
Willing to Commute One Way	19.7
Desired Average Wage	\$19.60
Household Income	\$35,000
Average Age	33.2
Male/Female Ratio	32.7/67.3
Have Health Insurance	71%

Education Attainment

Less than high school	8%
High school or equivalent	50%
Post-Secondary Certificate/Credential	10%
Some college or associate's degree	22%
Bachelor's degree	8%
Advanced degree	2%

Reason Not Employed

Direct Result of Covid-19 Pandemic	14%
Primary Reason	
Disabled	16%
Other Income/Pension	14%
Major Layoff or Workplace Closing	11%
Full-Time Student	11%
Fired/Released	11%
Never Employed	2%
Other/Prefer Not to Say	34%

Primary Factors Preventing Employment

Not Interested/Other	37%
Job Availability	32%
Transportation	25%
Lack College Degree	21%
Lack Necessary Skills	19%
Child Care	17%
Lack Industry Certification/Credential	11%
Compatibility/Personality	9%
Lack of High School Diploma	6%
Children Home due to Virtual Schooling	3%

Multi-select options, percentages will not total to 100%

Retired

Of those who indicated they are Retired, it is estimated that 12,600 are willing to enter or return to work only if presented with the right opportunity; just 10 percent are actively seeking employment.

This subset represents a significant pool of experienced and educated workers but also higher opportunity costs to draw them back in the labor market. The Retired subset has the second-highest desired wage at \$36.40 (second to Willing to Change at \$38.90).

Age and Sex

The mean age of this group is 62.5 years of age. Males make up 51.6 percent and females 48.4 percent of the Retired subset.

Education and Training

Seventy-nine percent of the Retired subset have some post-high school education with 37 percent possessing four-year degrees or higher.

The most important benefit for those in the Retired group was flexible hours, given by 72 percent of respondents.

Age 70-84

An additional cohort, those age 70 to 84, was sampled as part of this study. The Age 70-84 cohort is excluded from all other portions of this study but a summary of the cohort is provided here.

Among the 61,700 Census 70-84 Population, 26 percent (16,100) are identified as an Available Workforce. Most members of this Available Workforce (87 percent) are retired but indicate they are willing to accept employment for the right opportunity.

The remaining 45,600 members (74 percent) of the Census 70-84 Population are classified as Unavailable. This population consists of 41,800 (92 percent) who are retired and unwilling to reenter the workforce as well as 3,800 workers (8 percent) who are currently employed but unwilling to change jobs—the Worker Satisfied subset. Ninety percent of those Age 70-84 who are not working identify Pension/Other Income as the primary reason.

Workforce Characteristics

Retired	14,000
Seeking Employment	1,400
Willing to Commute One Way	17.6
Desired Average Wage	\$36.40
Household Income	\$55,300
Average Age	62.5
Male/Female Ratio	51.6/48.4
Have Health Insurance	95%

Education Attainment

Less than high school	0%
High school or equivalent	21%
Post-Secondary Certificate/Credential	15%
Some college or associate's degree	27%
Bachelor's degree	25%
Advanced degree	12%

Age 70-84 Population

Subset	Overall	Percent
Population		
Census 70-84 Population	61,700	100%
Census 70-84 Male Population	27,900	45.2%
Census 70-84 Female Population	33,800	54.8%
70-84 Available Workforce		
Available Workforce	16,100	100%
Worker Available	2,200	13%
Non-worker Available	13,900	87%
70-84 Unavailable		
Unavailable Population	45,600	100%
Retired	41,800	92%
Worker Satisfied	3,800	8%

Sources: Census and Bureau of Labor Statistics (BLS) Population and Labor Force Estimates

Desired Wages and Benefits

Salary, health benefits, and work/life balance rank highest across all subsets in the Total Available Workforce when considering an opportunity for new employment. While wage and benefit costs are important for employers when assessing a workforce market, of equal or greater importance is the quality and availability of the necessary skills and talent of the labor force. The greater the quality and availability of the skills and talent for increased productivity, the more likely higher wages and benefits will follow. Competitiveness in the global economy means producing goods and services competitive in price and quality in the market place.

Desired Benefits

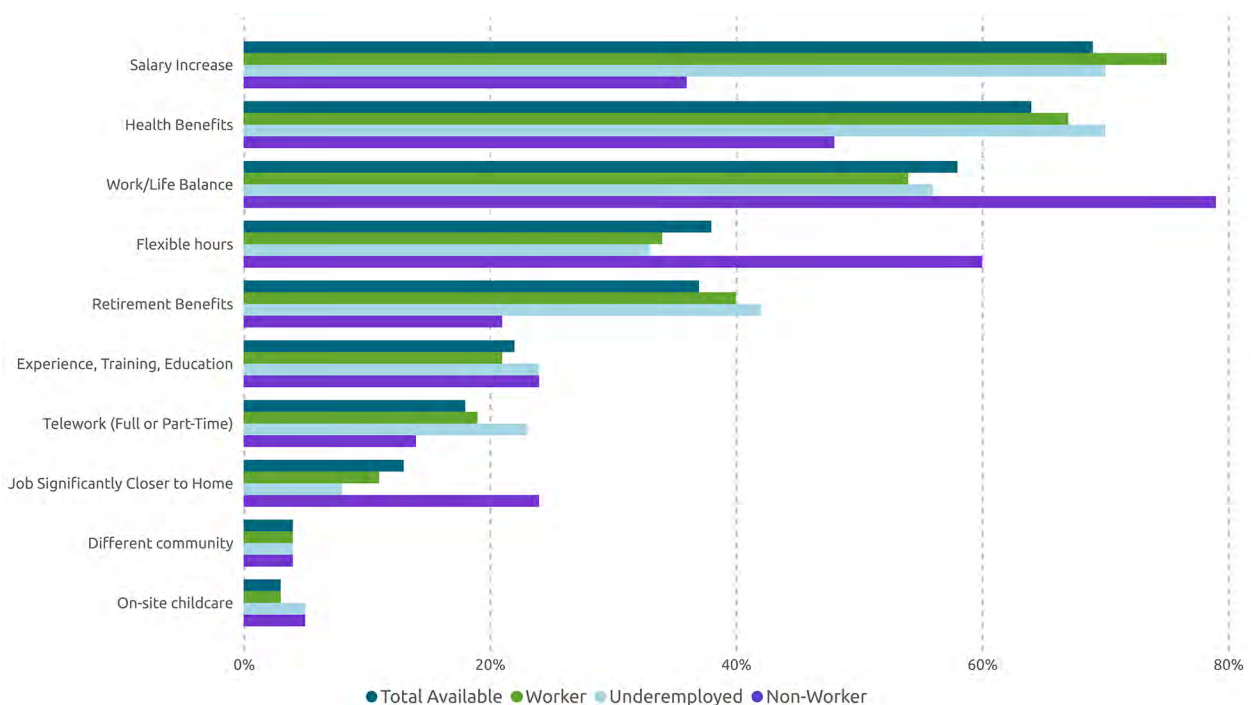
Salary and health benefits were the top two motivators for changing jobs among all Worker Available subsets. The Non-worker Available subset places high value on work/life balance and flexible hours. These benefits present an opportunity for employers to differentiate themselves.

Desired Benefits by Subset

Desired Employer Benefit	Total Available	Worker	Under-employed	Non-Worker
Salary Increase	69%	75%	70%	36%
Health Benefits	64%	67%	70%	48%
Work/Life Balance	58%	54%	56%	79%
Flexible hours	38%	34%	33%	60%
Retirement Benefits	37%	40%	42%	21%
Experience, Training, Education	22%	21%	24%	24%
Telework (Full or Part-Time)	18%	19%	23%	14%
Job Significantly Closer to Home	13%	11%	8%	24%
Different community	4%	4%	4%	4%
On-site childcare	3%	3%	5%	5%

*Multi-select options, percentages will not total to 100%

Available Workforce Desired Benefits



Desired Wage Rate Ranges

All wage and salary requirements expressed by respondents are presented in hourly rates. Appendix A presents an easy conversion table to annual, monthly, or weekly rates. Just four percent of the Total Available Workforce would be interested in employment with wages between \$12.00 and \$13.99 per hour. It is estimated that 182,800 people or 55 percent of the Total Available Workforce would be interested in new or different employment with a wage of up to \$27.99; 29 percent would require \$36.00 or more for a new job opportunity.

Total Available Workforce Desired Wage

Subset	Workforce	Average Desired Wage
Total Available Workforce	332,900	\$33.20
Worker Available	279,600	\$35.10
Underemployed	94,600	\$33.40
Seeking Different Employment	55,300	\$28.90
Willing to Change	129,800	\$38.90
Non-worker Available	53,200	\$23.90
Not Employed	39,300	\$19.60
Retired	14,000	\$36.40

By comparing desired wage rates by workforce and subset, the various preferences are more evident. Those that currently hold jobs (Worker Available) report a desired wage in a new position 47 percent higher than that of the Non-Worker Available workforce.

Beginning in 2023, Missouri's minimum wage will increase to \$12.00 per hour. To account for this change, the minimal responses that indicated a desired wage of less than \$12.00 an hour have been included in the \$12.00-\$13.99 wage range for this study.

Desired Wage Rate by Available Workforce Subset

	Total		Worker		Underemployed		Non-Worker	
	Available Workforce	Percent	Available Workforce	Percent	Available Workforce	Percent	Available Workforce	Percent
\$12.00 - \$13.99	14,300	4%	8,200	3%	2,300	2%	6,000	11%
\$14.00 - \$15.99	30,700	9%	15,300	5%	6,600	7%	15,400	29%
\$16.00 - \$17.99	23,200	7%	17,900	6%	8,200	9%	5,300	10%
\$18.00 - \$19.99	18,100	5%	16,100	6%	6,500	7%	2,100	4%
\$20.00 - \$23.99	49,900	15%	40,100	14%	13,100	14%	9,800	18%
\$24.00 - \$27.99	46,600	14%	38,900	14%	12,100	13%	7,700	14%
\$28.00 - \$31.99	36,500	11%	34,600	12%	10,200	11%	1,900	4%
\$32.00 - \$35.99	16,900	5%	16,900	6%	7,100	7%	-	-
\$36.00 - \$39.99	26,300	8%	26,300	9%	9,200	10%	-	-
\$40.00 - \$49.99	29,000	9%	25,900	9%	10,600	11%	3,000	6%
\$50.00 or More	41,500	12%	39,400	14%	8,600	9%	2,100	4%
Total:	332,900	100%	279,600	100%	94,600	100%	53,200	100%

- Too few sample observations were available to compute an estimate.

Desired Wage Rate By Industry and Occupation

The Goods Producing industry sector has the highest desired wage of \$40.30 with the Services sector reporting the lowest at \$33.30 per hour.

The management occupation group has the highest desired wage at \$42.40 and those in the Non-Worker workforce have the lowest at \$23.90.

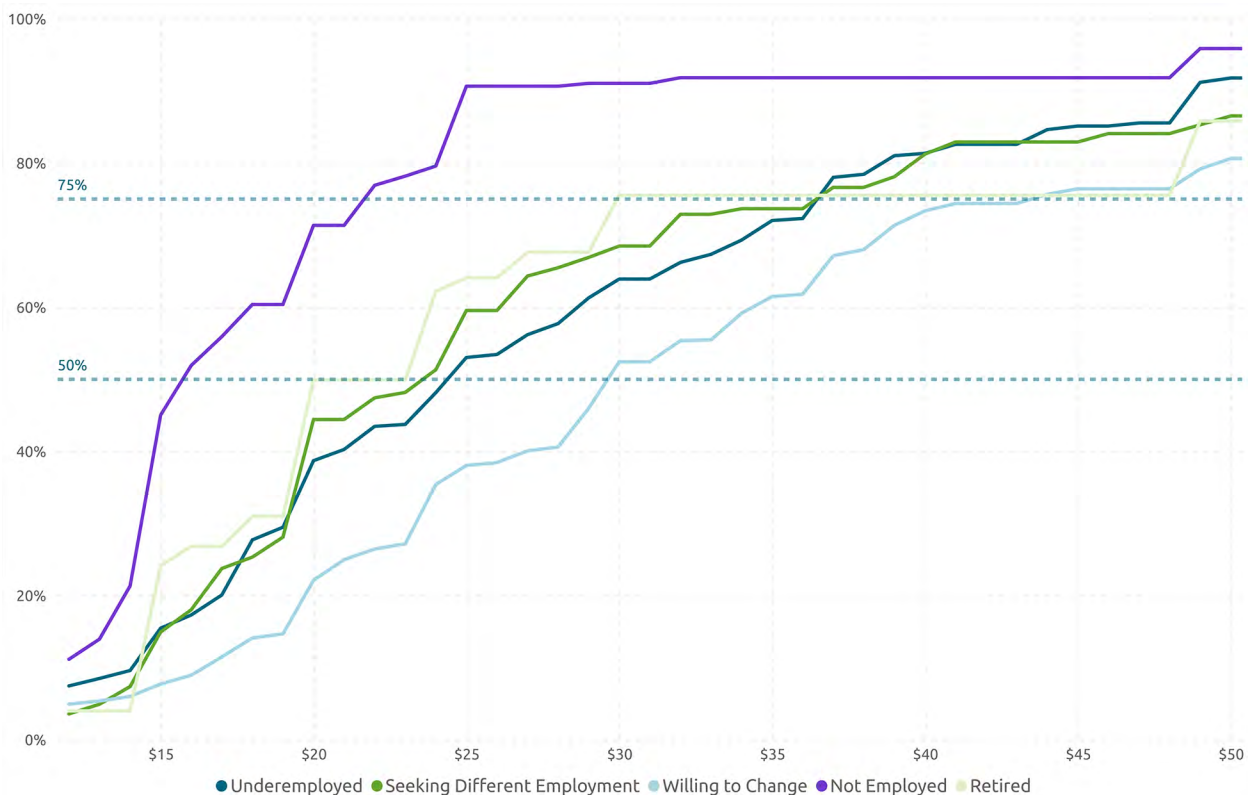
Desired Wage Rate by Industry

Desired Wage Rate by Industry	
Goods Producing	\$40.30
Government/Education	\$35.20
Services	\$33.30

Desired Wage Rate by Occupation

Desired Wage Rate by Occupation	
Management	\$42.40
Production/Repair/Installation	\$34.70
Professional/Technical	\$41.50
Services	\$28.40
Non-Worker Available	\$23.90

Desired Wage Rate by Percent of Available Workforce



The higher the wage (x axis), the higher the percentage of the population that would take that wage (y axis). About 50 percent of the Worker Available workforce would be satisfied with \$27.00 an hour or less and about 75 percent of the Worker Available workforce would be satisfied with \$39.00 an hour or less. Among the Non-worker Available workforce, about 50 percent would be satisfied with less than \$18 and 75 percent with \$24 or less.

Occupation Current and Desired Wages

The following table provides a detailed analysis of the Total Available workforce by occupation, average current wage, and average desired wage. Comparing the current average wage with the desired wage shows the expectations of the Total Available Workforce in accepting a new job. The Professional/Technical occupation clusters indicated the lowest desired wage increase (16.2 percent) compared to the Worker Available workforce (19.8 percent); those in the Services occupation clusters have the highest desired wage increase (25.1 Percent) driven by a 45.2 percent increase among the Food Preparation and Service occupations.

Three occupation groups: Computer and Mathematical; Arts, Design, Entertainment, Sports, and Media; and Healthcare Support all report a disparity of more than \$8.00 between their current and desired wages. Additionally, the occupation groups: Food Preparation and Serving; Educational Instruction and Library; Arts, Design, Entertainment, Sports, and Media; and Healthcare Support all report a desired increase of over 30 percent. These groups are likely to be motivated by new opportunities with higher salaries.

Occupation Current and Desired Wages

	Available Workforce	Average Current Wage	Average Desired Wage	Desired Increase
Management	45,500	\$36.10	\$42.40	17.50%
Management	45,500	\$36.10	\$42.40	17.50%
Production/Repair/Installation	31,400	\$24.90	\$29.70	19.30%
Building and Grounds Cleaning and Maintenance	3,800	\$16.50	\$20.40	23.60%
Construction and Extraction	7,400	\$26.90	\$32.00	19.00%
Installation, Maintenance, and Repair	9,100	\$28.90	\$34.70	20.10%
Production	11,000	\$23.60	\$27.60	16.90%
Professional/Technical	86,900	\$35.80	\$41.60	16.20%
Architecture and Engineering	6,000	\$63.30	\$67.10	6.00%
Business and Financial Operations	20,000	\$35.50	\$41.20	16.10%
Computer and Mathematical	9,500	\$43.90	\$52.80	20.30%
Educational Instruction and Library	22,600	\$23.10	\$30.80	33.30%
Healthcare Practitioners and Technical	17,800	\$30.30	\$34.30	13.20%
Legal	1,700	\$40.50	\$44.00	8.60%
Life, Physical, and Social Science	4,400	\$75.70	\$78.20	3.30%
Protective Service	3,800	\$23.00	\$28.50	23.90%
Services	107,600	\$22.70	\$28.40	25.10%
Arts, Design, Entertainment, Sports, and Media	8,600	\$26.50	\$34.90	31.70%
Community and Social Service	7,500	\$21.70	\$24.60	13.40%
Farming, Fishing, and Forestry	5,000	\$36.90	\$41.20	11.70%
Food Preparation and Serving Related	10,200	\$13.50	\$19.60	45.20%
Healthcare Support	13,500	\$25.60	\$33.70	31.60%
Office and Administrative Support	25,200	\$21.60	\$27.90	29.20%
Personal Care and Service	6,100	\$16.50	\$20.40	23.60%
Sales and Related	21,900	\$24.00	\$29.60	23.30%
Transportation and Material Moving	9,600	\$22.80	\$25.90	13.60%
Non-Worker Available	51,400	N/A	\$23.90	N/A
Non-Worker Available	51,400	N/A	\$23.90	N/A

Commuting Patterns and Career Preferences

The preferred commute of the Worker Available workforce in the Area Labor Market is 23.3 miles one way. The overall commute preference of the Total Available Workforce is 22.7 miles one way. In general, the Total Available Workforce indicates it is open to commuting for the right employment opportunity and the table shows 263,700 people or 79 percent of the Total Available Workforce would commute more than 10 miles each way for work. It also shows that 83,300 people or 25 percent of the Total Available Workforce are willing to travel more than 30 miles and 16,300 people, 5 percent, will commute more than 50 miles.

Willingness To Commute By Available Workforce Groups

Where individuals live within the ALM will influence their desire to commute to work. The transportation routes and options to employment centers also have a big influence over where people work. Individuals from communities surrounding larger cities seeking job opportunities and competitive wages/benefits understand the fact that they will have to commute some distance to a new employer.

The Preferred Commute by Subset table illustrates the different commuting preferences of those who are employed as well as those not employed. Those who are employed (Worker Available) show a willingness to commute 22.9-24.3 miles each way to work. The Non-Worker Available subset shows a lower willingness to travel, 19.2 miles for the subset.

The Non-Worker Available workforce prefers a shorter commute but also are more open to part-time and more flexible work arrangements. In general, Retired workers are not as willing to commute long distances to work; however, those in the ALM are willing to travel 17.6 miles for the right employment opportunities.

There are 29,600 workers in the Worker Available workforce that work outside the Missouri Northeast ALM. Of this number, 57 percent are identified as Willing to Change, 25 percent as Underemployed, and the remaining 18 percent are Seeking Different Employment.

Preferred Commute by Distance

Distance	Workforce	Percent
Less than 10 miles	69,100	21%
10 - 30 miles	180,400	54%
31 - 50 miles	67,000	20%
51+ miles	16,300	5%

Preferred Commute by Subset

Subset	Distance
Total Available	22.7
Worker Available	23.3
Underemployed	23.4
Seeking Different Employment	24.3
Willing to Change	22.9
Non-Worker Available	19.2
Not Employed	19.7
Retired	17.6

Preferred Commute by Occupation

Group	Distance
Management	26.1
Production/Repair/Installation	27.7
Professional/Technical	23.1
Services	21.0
Non-Worker Available	19.2
Overall Average	22.7

Preferred Commute by Industry

Industry	Distance
Goods Producing	27.0
Government/Education	22.7
Services	21.5

Worker Primary Interest

There are four broad categories of interest when working: people, data, things, and ideas. Most people have preference for one, but the majority of workers are adaptable to all four. A primary interest in one of the four may be an indicator of success in certain occupations. A stronger interest in people or ideas may lead to occupations in management and services. An interest in working with things may point to occupations in Production. Professional/Technical may require a stronger interest in data and analytical skills. The survey results show interest in People with 47 percent, Things with 20 percent, Data with 22 percent, and Ideas with 12 percent.

Primary Work Interest by Available Workforce Subset

	People		Things		Data		Ideas	
	Workforce	Percent	Workforce	Percent	Workforce	Percent	Workforce	Percent
Total Available	155,500	47%	67,500	20%	69,100	22%	40,800	12%
Worker Available	131,700	40%	57,600	17%	58,200	17%	32,100	10%
Underemployed	47,400	14%	14,200	4%	20,200	6%	12,800	4%
Seeking Different Employment	26,200	8%	14,900	4%	9,100	3%	5,000	1%
Willing to Change	58,000	17%	28,500	9%	28,900	9%	14,300	4%
Non-Worker Available	23,800	7%	9,800	3%	10,900	3%	8,700	3%
Not Employed	18,500	6%	8,000	2%	5,200	2%	7,700	2%
Retired	5,400	2%	1,900	1%	5,700	2%	1,000	0%

Changing Primary Employment Field

It is usually easier to change from one major industry group to another than it is from one primary occupation field to another. While skills and occupation may be similar in the different industry groups, individual worker's attitudinal characteristics, sometimes known as soft skills, may be more important to workers and employers where the focus is on people and customer service vs. systems and process. There may also be differences in wages and benefits and other work-related characteristics between industry types.

For many individuals, changing jobs to another employment field may not be something they are willing to do. The adaptability and flexibility of the workforce is important in the creation of new jobs and may require job training and other types of programs where jobs disappear because of competition, technology, or global pandemic. If a large percentage of those employed and non-employed are unwilling to change their occupations or job positions, it could limit the type of employer who can enter the area labor market.

The table to the right shows that the Total Available Workforce in the Missouri Northeast ALM is willing to change their occupation or job position for the right opportunity. The willingness of each subset of the Total Available workforce is provided.

Willing To Change Primary Occupation or Industry

Subset	Available Workforce	Willing To Change Occupation		Willing To Change Industry	
Total Available	332,900	286,100	86%	285,500	86%
Worker Available	942,100	238,500	85%	239,100	86%
Underemployed	94,600	88,100	93%	86,400	91%
Seeking Different Employment	55,300	50,600	92%	51,800	94%
Willing To Change	129,800	99,900	77%	100,900	78%
Non-Worker Available	53,200	47,600	89%	46,400	87%
Not Employed	39,300	34,200	87%	33,500	85%
Retired	14,000	13,400	96%	12,900	92%

Workforce Health and Covid-19 Impact

Workforce Impact

Fourteen percent of the Not Employed subset of the Non-Worker Available workforce indicate that they are not working as a direct result of Covid-19. 3 percent of the Not Employed subset ranked Children Home due to Virtual Schooling as one of the primary factors preventing them from finding a job.

Teleworking

Workers reported that 16 percent of employers added or expanded telework options as a result of Covid-19. Further, 12 percent of workers report that they began teleworking as a result of the pandemic and 50 percent of them expect to continue teleworking long-term. These new teleworkers join the 6 percent of the workforce that reports teleworking prior to the pandemic to make a combined 12 percent of the post-pandemic workforce that expects to telework.

Job Loss

Of the 83,600 members of the Non-Worker population (whether Available or not), 7,900 (9 percent) are identified as currently not employed as a direct result of Covid-19. Forty-seven percent (3,700) cite a major layoff, workplace closing, or other termination as the specific reason for not being employed.

Health Insurance Coverage

The Worker Unavailable subset indicates the highest overall level of health insurance coverage (96 percent), indicating a strong correlation between worker satisfaction and availability of health insurance coverage. Conversely, the Not Employed subset reported the lowest levels of coverage (77 percent) among all worker groups, highlighting the workforce's dependance on employers for health insurance.

Workers also place a strong emphasis on health insurance as a desired benefit with 64 percent of the Total Available Workforce ranking health insurance a top consideration when seeking new employment opportunities, second only to salary. Among those who did not rank health benefits as a top consideration for employment, 78 percent currently receive health insurance from a source other than their employer such as Medicare or a family member's plan.

Telework Options

Telework Changes	
Added	8%
Expand	8%
Remained the Same	4%
Not Offered	80%

Telework Adoption

Telework Status	
Already Teleworked	6%
Began Teleworking and Will Continue	6%
Began Teleworking but Will Return to Office	6%
Do Not Telework	82%

Health Insurance Coverage

Workforce Subset	Population	% With Health Insurance
Total Census 18-69 Population	442,400	92%
Available Workforce	332,900	91%
Worker Available	279,600	94%
<i>Underemployed</i>	94,600	94%
<i>Seeking Different Employment</i>	55,300	94%
<i>Willing to Change</i>	129,800	93%
Non-worker Available	53,200	77%
<i>Not Employed</i>	39,300	71%
<i>Retired</i>	14,000	95%
Unavailable Workforce	108,000	95%
Worker Unavailable	77,600	96%
Non-Worker Unavailable	30,400	92%

Health Insurance Source

Health Insurance Source	
Insured	92%
Employer Plan	51%
Family Member's Plan	20%
Government (Medicaid/Medicare)	14%
Healthcare.gov	7%
Uninsured	8%
No Access to Plan	5%
Do Not Want	3%

Conclusion

This study assesses the supply side of labor and provides information for the Missouri Northeast Area Labor Market about commuting patterns, current and desired wages, worker occupation and industry, experience, and education. The Total Available Workforce is determined from the Workers and Non-Workers perspective and provides information for the supply side of labor markets. The demand side is determined from the employer's perspective and provides information about the skills, quality, and availability of the labor force.

While considerable information is available surrounding workforce issues at the national level, less information is available at the local and regional levels, resulting in inadequate data to make objective decisions. Moreover, the impact of the Covid-19 pandemic on the global workforce has been significant and renders most previous workforce data obsolete. While employers are concerned about over-employment and workers with deficient skills or who are otherwise under-qualified, the workforce and community are concerned about underemployment and workers who have excess skills who are over-qualified for their jobs and present opportunities for expansion and new investments. Although the dynamics of the workplace have changed due to the Covid-19 pandemic, employers will continue to recruit the best employees with the best skills for the best value and workers will continue to seek the best jobs with the best compensation package and work environment. The balance for a competitive workforce is critical with the employer, community, education, and worker all having a major stake in developing a skilled and productive workforce with a goal of a just-in-time skill and talent pool to meet demand.

With increasing workforce challenges for the future anticipated from demographic changes in an aging population, the question of a more active approach to increasing the labor pool with productive workers is crucial. Weighing the cost for education and other programs with the social and economic benefits will be key in remaining competitive in a global economy.

Appendices

Appendix A-Wage and Salary Conversion Rates

The following data represents pay rates in four different ways. All wage and salary data collected during this study are presented in this report as hourly rates. Selected conversions may add perspective to the hourly rates. Figures presented below are rounded and based on a 40-hour workweek.

Wage and Salary Conversion Chart			
Hourly	Weekly	Monthly	Annually
\$8	\$320	\$1,387	\$16,640
\$9	\$360	\$1,560	\$18,720
\$10	\$400	\$1,733	\$20,800
\$11	\$440	\$1,907	\$22,880
\$12	\$480	\$2,080	\$24,960
\$13	\$520	\$2,253	\$27,040
\$14	\$560	\$2,427	\$29,120
\$15	\$600	\$2,600	\$31,200
\$16	\$640	\$2,773	\$33,280
\$17	\$680	\$2,947	\$35,360
\$18	\$720	\$3,120	\$37,440
\$19	\$760	\$3,293	\$39,520
\$20	\$800	\$3,467	\$41,600
\$21	\$840	\$3,640	\$43,680
\$22	\$880	\$3,813	\$45,760
\$23	\$920	\$3,987	\$47,840
\$24	\$960	\$4,160	\$49,920
\$25	\$1,000	\$4,333	\$52,000
\$26	\$1,040	\$4,507	\$54,080
\$27	\$1,080	\$4,680	\$56,160
\$28	\$1,120	\$4,853	\$58,240
\$29	\$1,160	\$5,027	\$60,320
\$30	\$1,200	\$5,200	\$62,400
\$31	\$1,240	\$5,373	\$64,480
\$32	\$1,280	\$5,547	\$66,560
\$33	\$1,320	\$5,720	\$68,640
\$34	\$1,360	\$5,893	\$70,720
\$35	\$1,400	\$6,067	\$72,800
\$36	\$1,440	\$6,240	\$74,880
\$37	\$1,480	\$6,413	\$76,960
\$38	\$1,520	\$6,587	\$79,040
\$39	\$1,560	\$6,760	\$81,120
\$40	\$1,600	\$6,933	\$83,200
\$41	\$1,640	\$7,107	\$85,280
\$42	\$1,680	\$7,280	\$87,360

Appendix B-Methodology

A primary goal of any Area Labor Market (ALM) or labor shed analysis is to estimate the potential availability of workers and determine how well the surrounding geographical areas are able to provide a stable supply of workers to the central focused core of the ALM or labor shed.

A key source of good employees is the category of the underemployed, those individuals who are now working but desire a better job and who possess the skills, education, and experience to qualify for better jobs. Underemployment or underutilization of skills or experience is a significant issue in many communities and is an important element for employers assessing a community for location or expansion. The availability of a highly skilled and experienced labor is among the top three important location factors for businesses considering expansions or relocations (Area Development Annual Surveys).

The key advantage of an Area Labor Market (ALM) analysis is that it expands the pool of potential workers by including workers excluded from the Civilian Labor Force (CLF). It also allows researchers to examine those individual members of the ALM pool who have a propensity to consider a job opportunity given their employment expectations. Employers evaluating the labor component are also more likely interested in the population age segment 18-69 than in the CLF representing the civilian non-institutional population, 16 years of age and over classified as employed or unemployed. Even with those restrictions, employers should note that, in practice, not all members of the available labor would apply for a new job opportunity. The reader is further cautioned that, while the number of workers identified as available with their skills, experience, education, and costs as accurate, all of those individuals may not be acceptable candidates for an employer. Their previous work records, stability, integrity, intelligence, appearance, and other factors are not considered in this report.

Published government statistics report wages and employment for the entire labor of an area, even though most of that labor has no interest in changing jobs. This report, prepared by Growth Services Group (GSG), includes data on those people in the area who desire to change jobs and who would be potential workers of employers with the right opportunity. Whereas, the BLS reports average wages, this report provides the number of available workers for an employer in various desired wage ranges. It includes the unemployed who are actively looking for work as well as those who would enter the labor under the right conditions or opportunities including homemakers, and retirees.

The labor analysis will start with a focus on a state, community, county, or multi-county area to determine the boundaries for the area to be assessed. It can also decide to quantify those outside the Core willing to change jobs and to commute and work in the central core area.

A random residential survey is conducted within the Area Labor Market (ALM). The survey is designed by Growth Services Group (GSG) and conducted by use of social media targeted marketing. The overall goal of the process is to collect a sufficient number of valid surveys completed by respondents 18 to 69 years of age. Validity of a sufficient number of survey results to a confidence of +/-5 percent is necessary with query or drill down validity of +/-10-15 percent. To ensure that an even distribution of respondents is achieved, a proportional number of completions are conducted by population, age segments, and sex.

The survey is approved by the client, employers, or Economic Development organization and can be customized as needed. Survey questions determine the respondents' sex, age, education level, place of residence, and current employment status. Employed respondents also identify the location of their employer (not name), place of work, employer type by industry, occupation, years of employment in their occupation, employment status, current salary or wage, number of jobs currently held, and distance traveled to work. Employed respondents are then asked how likely they are to change employers or employment, how far they would be willing to travel for employment, the wage desired for them to change employment, and the benefits required for new employment. Underemployment is determined by examining those employees who stated they possessed experience and additional education/skills that are not utilized in their current position.

Respondents in the 18-69 year age range self-identifying themselves as working, unemployed, homemaker, retired, military or student are asked a series of questions to determine what job characteristics and benefits were most important for them when considering employment, the reasons for unemployment, and how far they would be willing to travel to accept employment. Information on previous employers and skills is also gathered for these sectors. The employer type groups employers into three main categories by Goods Producing, Service Providing, and Government/Education. This allows employers evaluating the labor to view occupations from a work culture perspective as well as skills and experience. Once completed, the results of the survey are compiled and queried or cross-tabulated to determine the relationship between the variables of the core central area, the outside surrounding core ALM, and the entire surveyed ALM. Documenting and analyzing the ALM survey results by area and characteristics, provides new insight into the area's available labor that is currently unavailable in any other form.

A final note, prior to data processing, the GSG applies a proprietary process to the analysis of the data to correct for invalid responses. An individual indicating they would take a new job but also indicating the desire for increased or decreased pay that is unreasonable is not counted in the results, as an example. Further the process considers that to be counted as underemployed an individual must be currently employed and willing to take another job at a pay rate commensurate with personal skills, education and experience.

Our propriety data applications allow for state-wide or large multi-county partnerships for cost reductions. Our largest single Labor Availability study consisted of five partners and 27 counties, with each partner receiving its own labor shed breakout report from the same database, making the project more cost effective for all partners. All survey data is retained and available for further analysis on specific areas of interest (pricing may vary). The individual partner report results are proprietary and for your use only and are not shared with other partners. Only the database is common and by a programming application, separate labor shed reports can be developed. The survey questionnaire must be uniform across the entire project area.

GSG

Labor

Commuting

Certification

**Moberly/Randolph County,
Missouri**

TYPES OF ANALYSIS

AREA PROFILE

AREA COMPARISON

DISTANCE/DIRECTION

DESTINATION

INFLOW/OUTFLOW

PAIRED AREA

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I. INTRODUCTION

A. Moberly City and Randolph County, Missouri

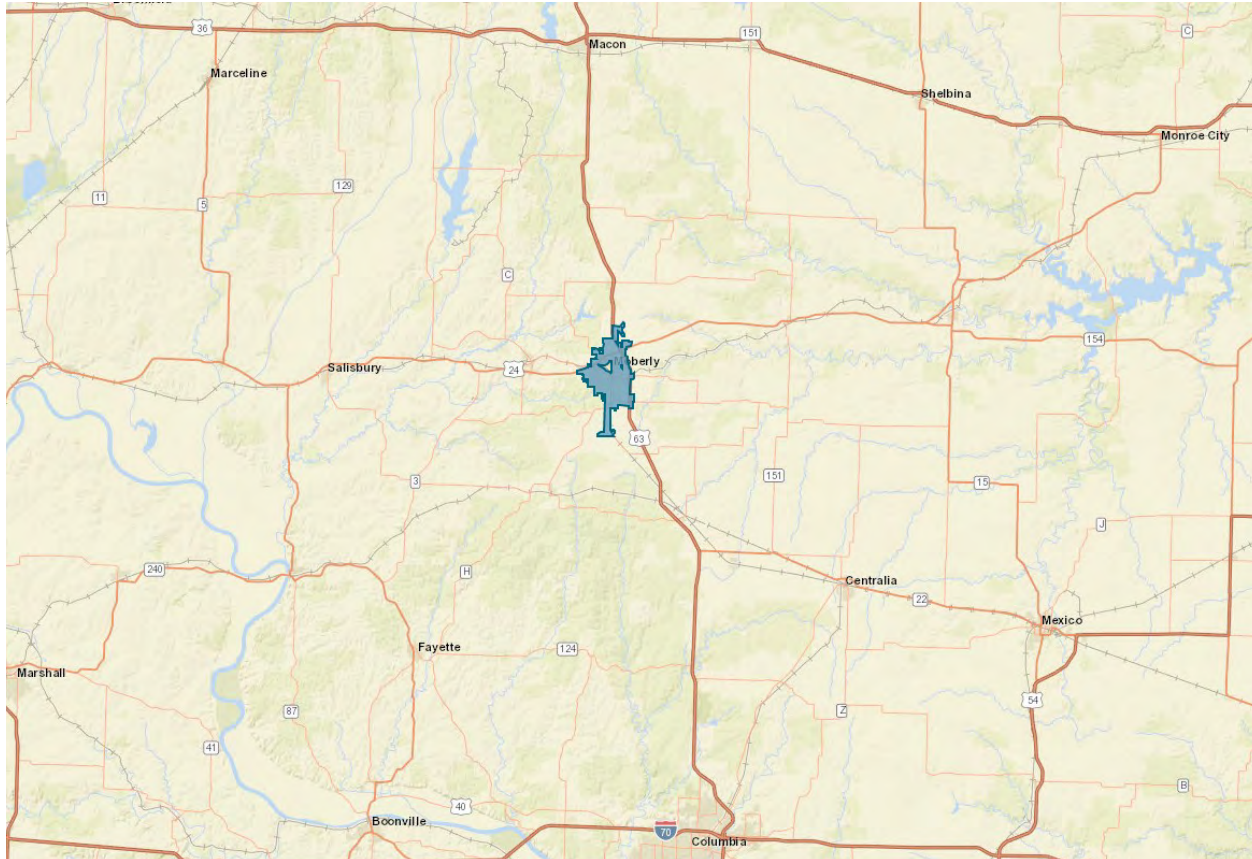
The City of Moberly, Missouri is located along Interstate 63, in Randolph County. With a population of 13,707 from the 2019 census estimate, Moberly is the largest city in Randolph County. Its labor magnet status is supported with 1,874 more workers employed in Moberly than employed workers residing in Moberly.

The primary goal of this Labor Commuting Certification for Moberly and the larger labor market is to communicate Live/Work information clearly and effectively through graphical means and address the ongoing development and workforce needs of area employers, entrepreneurs, and other stakeholders. The focus is to show Moberly as a leading labor magnet in the 45-mile radius and to identify the sources, destinations, and characteristics of the workforce and where they live and work.

The availability, skills, talents, and education of an area's workforce is becoming a community's most important asset for economic activity. This profile is about measuring and quantifying workforce availability in a laborshed from which the employment center draws its commuting workers with data drawn from the U.S. Census Bureau, Center for Economic Studies.

The retained consultant, Growth Services Group (GSG), is a nationally recognized workforce and economic development company that has served clients in business, industry, and government since 1994. GSG has become known for its primary and secondary research in local workforce markets and the competitive realities of Labor Quality, Skill Availability, and Labor Costs.

Moberly Area Map



B. Understanding Local Labor Markets

Labor economists define a labor market as a geographic area in which both the demand and supply for labor are met primarily within that region. In other words, it is an area where there are jobs and the majority of workers needed for those jobs. Imbalance of the labor market, such as plant closings, can cause changes in worker flows, both into and out of the community or labor market. High skilled and talented workers tend to find opportunities faster than unskilled workers, either inside or outside of the labor market, impacting population and social change. An important first step in identifying local labor markets is to examine the commuting patterns of individuals who live or work in the area. Those patterns are one of the primary factors used by the U.S. Department of Commerce to define metropolitan and micropolitan areas.

The following table provides population and labor force data for the city, county, state, and nation. This Labor Commuting Certification will focus on the city, county, and surrounding region.

Estimated Population and Labor Force

Location	Population (2019)	Labor Force (2019)
Moberly	13,707	7,427
Randolph County	24,878	9,401
Missouri	6,104,910	2,795,410
USA	324,697,795	163,539,000

Source: U.S. Census & Bureau of Labor Statistics

C. Overview And Methodology

This Labor Commuting Certification provides a quick overview of the Commuting Worker Flows and the sources, destinations, and characteristics for Moberly as well as Randolph County, Missouri. This data is available from public sources such as the U.S. Census and the Local Employment Dynamics (LED). Where possible, this review makes direct comparisons with the local Area Labor Market (ALM) and a larger region identified by a 15-mile and a 45-mile radius area.

The presentation in the following charts and tables is used to analyze the local workforce market for trends and indicators of available workforce. By doing this, it highlights the area's unique characteristics and also answers important questions about the local resident workforce and the local employed workforce. (Caution: the data from the Labor Commuting Certification lags the current market realities from 18 to 30 months. This profile won't address the characteristics of the unemployed or the underemployed labor force who are otherwise also available for employment in the laborshed. While this study provides information at the industry level for employed individuals, it does not address the same at the occupation level. For more information about the unemployed, underemployed, and occupational data, call about the GSG Labor Supply Certification study.)

Questions and Answers for Moberly and the Area Labor Market:

Is Moberly primarily a labor force supplier or a magnet for employment?
(See pages 5, 6, and 7)

How does Moberly compare in terms of worker origin patterns, worker ages, monthly earnings, and industry sector employment?
(See pages 5, 6, 7—15, and Appendices A, B, G, H, and I)

How is Moberly changing over time and among different demographics?
(See pages 8 and 9 and Appendices C, D, E, and F)

II. SUMMARY OF FINDINGS

Moberly is located along Interstate 63 in Randolph County in Central Missouri. The 2019 census estimate showed it with a population of 13,707 and it is a labor magnet for employment in the Moberly Area Labor Market. The number of workers employed in Moberly is 7,427, or 54.2 percent of the population. The number of workers living in Moberly (regardless of location of employment) is 5,553, or 40.5 percent of the population.

Of Moberly's total employed workforce (7,427), 29.3 percent (2,177) live in Moberly and 70.7 percent (5,250) live outside of Moberly. The total inflow of workers for Moberly is 5,250, with an outflow of 3,376 resident workers, creating a net inflow of 1,874 workers and a daytime population of 15,581 in Moberly.

A Live Work Data Profile Summary

A Workforce Magnet or Provider
(Magnet (Work/Live Ratio >1.00) Provider (Work/Live Ratio <1.00))

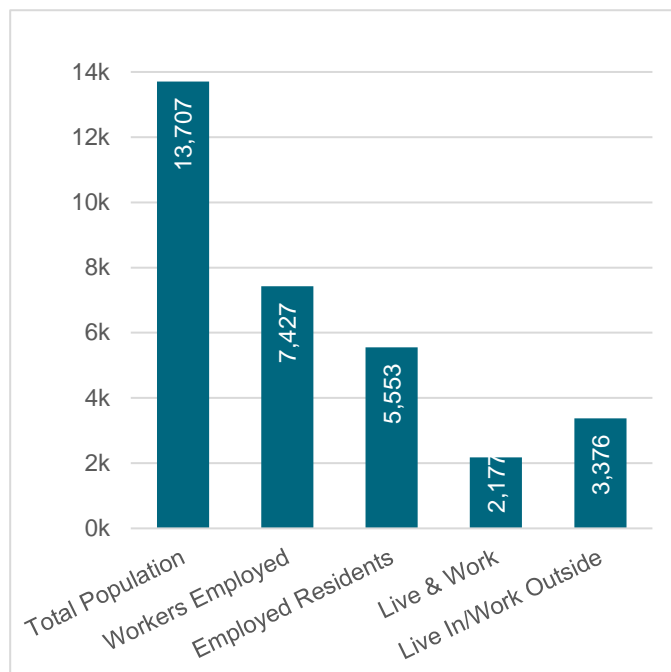
Location	Population (2019)**	Employed Labor Force 2019*				Work/Live Ratio	Travel Time***
		Live	Live/POP %	Work	Work/POP %		
Moberly	13,707	5,553	40.5%	7,427	54.2%	1.34	18.9
Randolph County	24,878	9,846	39.6%	9,401	37.8%	0.95	21.5
Missouri	6,104,910	2,743,104	44.9%	2,795,410	45.8%	1.02	23.9
USA	324,697,795	163,539,000	50.4%	163,539,000	50.4%	1.00	26.9

*Source: U.S. Census and Bureau of Labor Statistics

**Source: U.S. Census—mean travel time to work (minutes)

***Source: U.S. Census

Moberly Live/Work Profile



Findings

A. Live and Work Employment

- Total resident employment of workers living in Moberly decreased 26 percent from 2009 to 2019. Within the 15-mile radius of Moberly, the resident employment increased 7 percent and within the 45-mile radius of Moberly, the resident employment increased 8 percent.
- Total employment of workers working in Moberly increased 2 percent from 2009 to 2019. Within the 15-mile radius of Moberly, the workers or jobs decreased 2 percent. Within the 45-mile radius of Moberly, the workers or jobs increased 11 percent.
- The 15-mile radius of Moberly shows employed workers of 13,311 living in the area and 10,016 workers employed in the area for a net outflow of 3,295 workers. With the right employment opportunities, a good percentage may choose to stay within the Moberly 15-mile labor market.
- The 45-mile radius of Moberly shows employed workers of 146,996 living in the area and 154,789 workers employed in the area for a net inflow of 7,793 workers.

B. Industry Concentrations

- The five largest industry sectors of the resident employment living in Moberly are: Health Care and Social Assistance (17.0%); Retail Trade (12.6%); Manufacturing (10.5%); Accommodation and Food Services (8.9%); and Educational Services (8.8%).
- The five fastest growing industries for the resident employment population since 2009 are: Transportation and Warehousing (25.5%); Agriculture, Forestry, Fishing and Hunting (24.0%); Administration & Support, Waste Management and Remediation (11.4%); Finance and Insurance (10.5%); and Professional, Scientific, and Technical Services (1.6%).
- The five largest industry sectors of employed workers in Moberly are: Health Care and Social Assistance (15.7%); Retail Trade (13.0%); Manufacturing (11.3%); Educational Services (10.5%); Management of Companies and Enterprises (9.0%); and Public Administration (8.2%).

C. Employment Characteristics

- The five industry sectors with the most resident employment earning more than \$3,333 living in Moberly are: Health Care and Social Assistance (14.6%); Manufacturing (14.5%); Educational Services (13.6%); Finance and Insurance (8.1%); and Retail Trade (6.9%).
- The five industry sectors with the most resident employment of age 29 or younger living in Moberly are: Accommodation and Food Services (17.1%); Health Care and Social Assistance (16.5%); Retail Trade (15.1%); Manufacturing (7.7%); and Educational Services (6.8%).
- The five industry sectors with the most resident employment of age 55 or older living in Moberly are: Health Care and Social Assistance (16.9%); Retail Trade (14.0%); Manufacturing (12.7%); Educational Services (9.4%); and Public Administration (7.4%).
- Moberly has Education Attainment of 54.0 percent of its resident employment of age 30 or older with Some College or Associated degree (32.9 percent) and Bachelors degree or advanced degree (21.0 percent).

III. MARKET ANALYSIS OF LIVE/WORK CHARACTERISTICS

A. Introduction

The purpose of this section is to provide Moberly and the areas of 15-mile and 45-mile radius from Moberly an analysis through maps, tables, and charts of where workers live and where workers are employed. To present a better measure of the available workforce, a detailed analysis is provided for Moberly, the 15-mile radius area, and the 45-mile radius area.

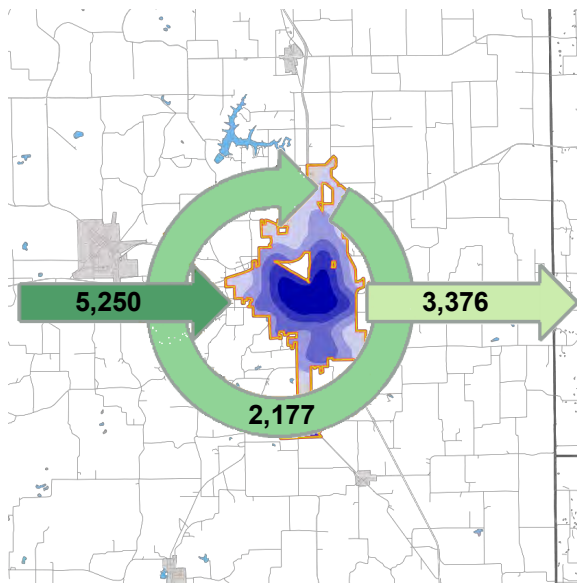
In the maps below, worker flows are symbolized by the green arrows. Workers employed in the area but living outside the area are represented by the dark green arrow entering the area. Workers employed outside the area but living in the area are represented by the light green arrow leaving the area. Workers that live and work in the area are represented by the circular medium green arrow. The arrows are labeled with the count of workers included in each type of flow. Note that the flow arrows do *not* indicate geographic direction of worker flows. The tables under the flow arrows show the worker concentrations by work residence and worker employment.

The heat map in each image shows the concentration of workers by residence and employment, respectively.

Moberly is a key labor magnet in the region with 5,250 workers entering Moberly for employment and 3,376 leaving Moberly for work while residing in the city, resulting in a net inflow of 1,874 workers. Of the 5,553 employed residents living in Moberly, 61 percent are employed outside of Moberly and 39 percent both live and work in Moberly. Seventy-one percent of the employed workers in Moberly come from outside the boundaries of Moberly.

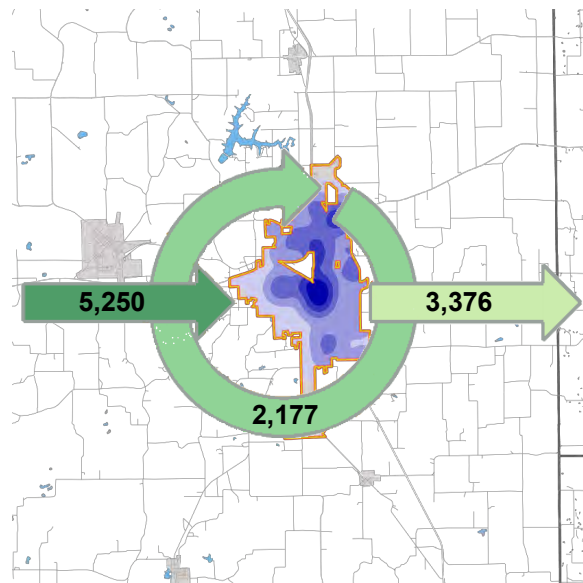
Worker Flow, Moberly

Residence of Moberly Workers



Moberly 2019	Residents	Percent
Living in Area	5,553	100%
Living but Employed Outside	3,376	61%
Living and Employed	2,177	39%

Employment of Moberly Workers

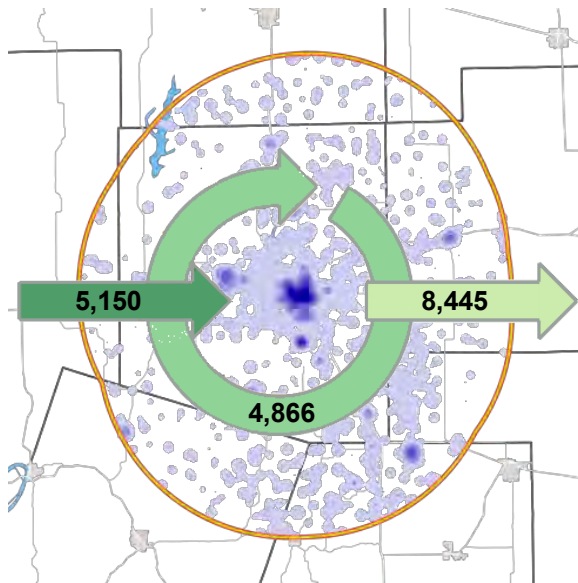


Moberly 2019	Jobs	Percent
Employed in Area	7,427	100%
Employed but Living Outside	5,250	71%
Employed and Living	2,177	29%

The employed resident workforce of Moberly including the 15-mile radius, is 13,311, or 7,758 greater than the resident employment of the city of Moberly. The net worker outflow of 3,295 workers for the 15-mile radius including Moberly compares to Moberly's net inflow of 1,874. The shorter travel time to work for Moberly and Randolph County of 18.9 and 21.5 minutes respectively, are less than the travel times of 23.9 for Missouri and 26.9 minutes at the national level and provides a commuting advantage.

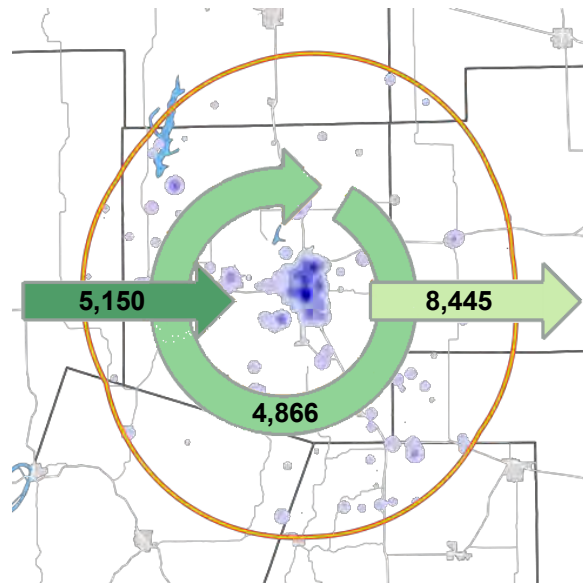
Worker Flow, 15-mile Radius

Residence of 15-mile Radius Workers



15-mile Radius 2019	Residents	Percent
Living in Area	13,311	100%
Living but Employed Outside	8,445	63%
Living and Employed	4,866	37%

Employment of 15-mile Radius Workers



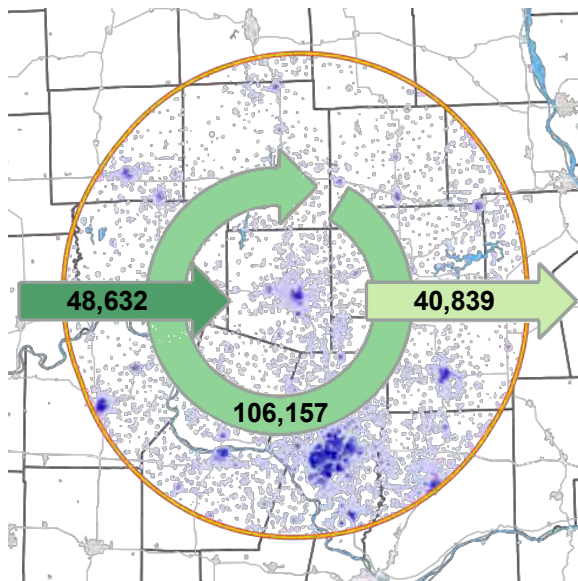
15-mile Radius 2019	Jobs	Percent
Employed in Area	10,016	100%
Employed but Living Outside	5,150	51%
Employed and Living	4,866	49%

* The radius/buffer is added to the city boundary, not the center.

At the 45-mile radius of Moberly, the employed resident workforce is 146,996. Here, there is a net worker inflow of 7,793 workers; however, Columbia also competes for much of the available workforce.

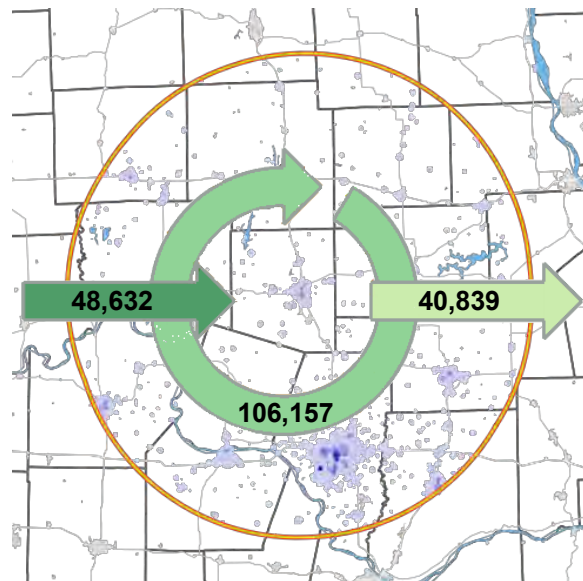
Worker Flow, 45-mile Radius

Residence of 45-mile Radius Workers



45-mile Radius 2019	Residents	Percent
Living in Area	146,996	100%
Living but Employed Outside	40,839	28%
Living and Employed	106,157	72%

Employment of 45-mile Radius Workers



45-mile Radius 2019	Jobs	Percent
Employed in Area	154,789	100%
Employed but Living Outside	48,632	31%
Employed and Living	106,157	69%

* The radius/buffer is added to the city boundary, not the center.

B. Worker Demographic Characteristics

Area Profile Analysis By Live Or Residence Area

The **area profile analysis** shows the location and characteristics of workers living in Moberly and those living within commuting distance of a 15-mile radius and a 45-mile radius from Moberly. The three locations show the available employed workforce residing within each of the areas and the characteristics by age, earnings, industry, race, and education attainment. Further, a trend comparison (2009 – 2019) is made showing an increase or decrease of the employed residents for the area and the demographic changes for each of the characteristics. An expanded trend change is presented in Appendix C for Moberly Industry Sector. Moberly shows a decrease in the residential workforce of 26 percent. The 15-mile increased at 7 percent while the 45-mile residential workforce grew 8 percent from 2009.



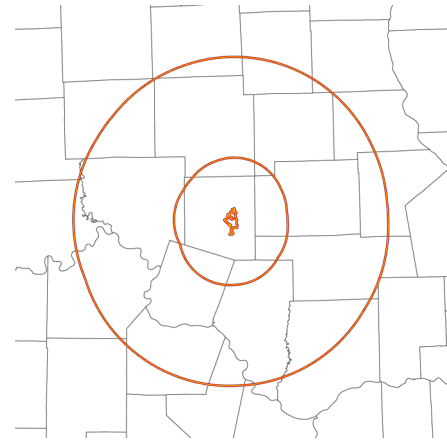
Total Jobs By Home Area (Age, Earnings, Industry, Race, and Education)

Employment Characteristics	Moberly			Live In 15-mile Radius			Live In 45-mile Radius		
	2009	2019	10yr Δ	2009	2019	10yr Δ	2009	2019	10yr Δ
Total All Jobs	7,466	5,553	-26%	12,479	13,311	7%	136,258	146,996	8%
Age									
Age 29 or younger	1,745	1,494	-14%	2,960	3,309	12%	35,892	37,767	5%
Age 30 to 54	4,290	2,863	-33%	7,059	6,806	-4%	75,430	75,077	0%
Age 55 or Older	1,431	1,196	-16%	2,460	3,196	30%	24,936	34,152	37%
Earnings									
\$1,250 per month or less	2,355	1,426	-39%	3,778	3,268	-13%	39,948	36,517	-9%
\$1,251 to \$3,333 monthly	3,442	2,301	-33%	5,908	5,310	-10%	60,376	52,717	-13%
More than \$3,333 monthly	1,669	1,826	9%	2,793	4,733	69%	35,934	57,762	61%
Industry									
Goods Producing	1,195	823	-31%	2,118	2,298	8%	18,852	20,385	8%
Trade, Transportation, and Utilities	1,669	1,312	-21%	2,892	2,980	3%	26,570	28,054	6%
All Other Services	4,602	3,418	-26%	7,469	8,033	8%	90,836	98,557	8%
Race									
White Alone	7,047	4,984	-29%	11,843	12,415	5%	123,815	129,015	4%
Black or African American Alone	287	380	32%	423	524	24%	8,717	11,469	32%
Other	78	78	0%	126	172	37%	2,602	3,950	52%
Two or More Race Groups	54	111	106%	87	200	130%	1,124	2,562	128%
Education Attainment									
Less than high school	590	444	-25%	999	1,077	8%	9,677	11,752	21%
High school or equivalent, no college	2,143	1,425	-34%	3,561	3,435	-4%	33,472	34,436	3%
Some college or Associate degree	1,877	1,337	-29%	3,114	3,251	4%	32,280	34,612	7%
Bachelor's or advanced degree	1,111	853	-23%	1,845	2,239	21%	24,937	28,429	14%
Under 29 Not Available	1,745	1,494	-14%	2,960	3,309	12%	35,892	37,767	5%

Source: U.S. Census LED

Area Profile Analysis By Work Or Job Area

The **area profile analysis** shows the location and characteristics of workers employed in Moberly and those working within commuting distance of a 15-mile radius and a 45-mile radius from Moberly. The three locations show the available workforce employed within each of the areas and the characteristics by age, earnings, industry, race, and education attainment. Further, a trend comparison (2009 – 2019) is made showing an increase or decrease of the employed residents for the area and the demographic changes for each of the characteristics. An expanded trend change is presented in Appendix D for Moberly by Industry Sector. Moberly saw a 2 percent job gain between 2009 and 2019, while the 15-mile radius decreased 2 percent and the 45-mile radius increased 11 percent during the same years.



Total Jobs By Work Area (Age, Earnings, Industry, Race, and Education)

Employment Characteristics	Moberly			Work In 15-mile Radius			Work In 45-mile Radius		
	2009	2019	10yr Δ	2009	2019	10yr Δ	2009	2019	10yr Δ
Total All Jobs	7,289	7,427	2%	10,257	10,016	-2%	139,954	154,789	11%
Age									
Age 29 or younger	1,679	1,880	12%	2,439	2,445	0%	37,352	40,690	9%
Age 30 to 54	4,114	3,712	-10%	5,788	5,136	-11%	76,655	78,206	2%
Age 55 or Older	1,496	1,835	23%	2,030	2,435	20%	25,947	35,893	38%
Earnings									
\$1,250 per month or less	2,600	1,968	-24%	3,632	2,572	-29%	42,284	39,900	-6%
\$1,251 to \$3,333 monthly	3,409	3,274	-4%	4,485	4,243	-5%	61,085	55,108	-10%
More than \$3,333 monthly	1,280	2,185	71%	2,140	3,201	50%	36,585	59,781	63%
Industry									
Goods Producing	878	1,051	20%	1,511	1,627	8%	19,128	20,158	5%
Trade, Transportation, and Utilities	1,154	1,780	54%	2,287	2,655	16%	26,587	28,232	6%
All Other Services	5,257	4,596	-13%	6,459	5,734	-11%	94,239	106,399	13%
Race									
White Alone	6,835	6,869	0%	9,660	9,326	-3%	127,294	135,533	6%
Black or African American Alone	344	366	6%	434	448	3%	8,869	12,523	41%
Other	71	92	30%	93	118	27%	2,618	4,127	58%
Two or More Race Groups	39	100	156%	70	124	77%	1,173	2,606	122%
Education Attainment									
Less than high school	608	552	-9%	820	796	-3%	9,745	12,318	26%
High school or equivalent, no college	2,074	1,913	-8%	2,947	2,612	-11%	34,600	35,739	3%
Some college or Associate degree	1,833	1,941	6%	2,464	2,612	6%	32,855	36,040	10%
Bachelor's or advanced degree	1,095	1,141	4%	1,587	1,551	-2%	25,402	30,002	18%
Under 29 Not Available	1,679	1,880	12%	2,439	2,445	0%	37,352	40,690	9%

Source: U.S. Census LED

Live and Work Characteristic Indexes

Methodology: Index Weighted Average Approach with 1, 2, and 3. A higher index favors the category on the right while a lower index favors to the left. The state index serves as a good benchmark for comparisons. With the three step indexing approach, it is easier to understand and make comparisons of locations in the critical workforce areas of age, earnings, industry, and education.

Indexing

Index Weight	1	2	3
Age	Age 29 or younger	Age 30 - 54	Age 55 or older
Earnings	\$1,250 PM or less	\$1,251 - \$3,333 PM	More than \$3,333
Industry	Goods Producing	Trade and Transportation	All Other Services
Education	High School or Less	Some College or Associates	Bachelors or higher

Live Indexes

Missouri	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	10yr Δ
Age	1.93	1.94	1.95	1.97	1.97	1.98	1.98	1.98	1.98	1.99	2.00	0.07
Earnings	2.03	2.05	2.05	2.06	2.06	2.08	2.09	2.12	2.14	2.16	2.19	0.16
Industry	2.48	2.50	2.50	2.50	2.51	2.51	2.51	2.49	2.49	2.49	2.49	0.01
Education	1.82	1.82	1.83	1.82	1.82	1.81	1.81	1.83	1.83	1.83	1.83	0.01
Randolph	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	10yr Δ
Age	1.95	1.96	1.97	2.00	1.99	2.00	1.99	1.96	1.99	1.98	1.98	0.03
Earnings	1.91	1.92	1.94	1.95	1.97	1.97	1.97	2.01	2.05	2.07	2.09	0.19
Industry	2.44	2.47	2.46	2.47	2.47	2.49	2.46	2.44	2.46	2.43	2.44	0.00
Education	1.71	1.72	1.75	1.76	1.76	1.75	1.73	1.77	1.78	1.76	1.76	0.05
Moberly	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	10yr Δ
Age	1.96	1.93	1.95	1.98	1.97	1.98	1.98	1.94	1.94	1.93	1.95	-0.01
Earnings	1.91	1.88	1.91	1.92	1.95	1.94	1.94	1.97	2.00	2.02	2.07	0.16
Industry	2.46	2.48	2.48	2.49	2.49	2.52	2.49	2.49	2.50	2.45	2.47	0.01
Education	1.72	1.74	1.73	1.77	1.74	1.74	1.72	1.78	1.77	1.75	1.75	0.03

Work Indexes

Missouri	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	10yr Δ
Age	1.93	1.94	1.95	1.97	1.98	1.98	1.98	1.98	1.99	1.99	2.00	0.07
Earnings	2.03	2.06	2.05	2.06	2.07	2.09	2.10	2.13	2.15	2.17	2.19	0.16
Industry	2.48	2.51	2.51	2.51	2.52	2.51	2.52	2.50	2.50	2.50	2.50	0.01
Education	1.82	1.83	1.83	1.83	1.82	1.82	1.81	1.84	1.83	1.83	1.83	0.01
Randolph	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	10yr Δ
Age	1.96	1.97	1.98	1.99	2.00	2.00	2.00	2.00	2.01	2.00	2.00	0.04
Earnings	1.85	1.90	1.91	1.88	1.90	1.89	1.92	1.98	2.02	2.05	2.07	0.21
Industry	2.49	2.49	2.48	2.53	2.55	2.52	2.50	2.46	2.46	2.42	2.42	-0.07
Education	1.72	1.72	1.73	1.73	1.74	1.71	1.71	1.74	1.75	1.73	1.75	0.03
Moberly	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	10yr Δ
Age	1.97	1.96	1.98	1.98	2.00	1.99	1.99	2.00	2.00	1.98	1.99	0.02
Earnings	1.82	1.85	1.89	1.89	1.91	1.90	1.92	1.95	1.99	2.00	2.03	0.21
Industry	2.60	2.55	2.53	2.60	2.62	2.55	2.53	2.51	2.52	2.47	2.48	-0.12
Education	1.72	1.72	1.72	1.74	1.74	1.71	1.71	1.75	1.76	1.74	1.76	0.04

Age Analysis

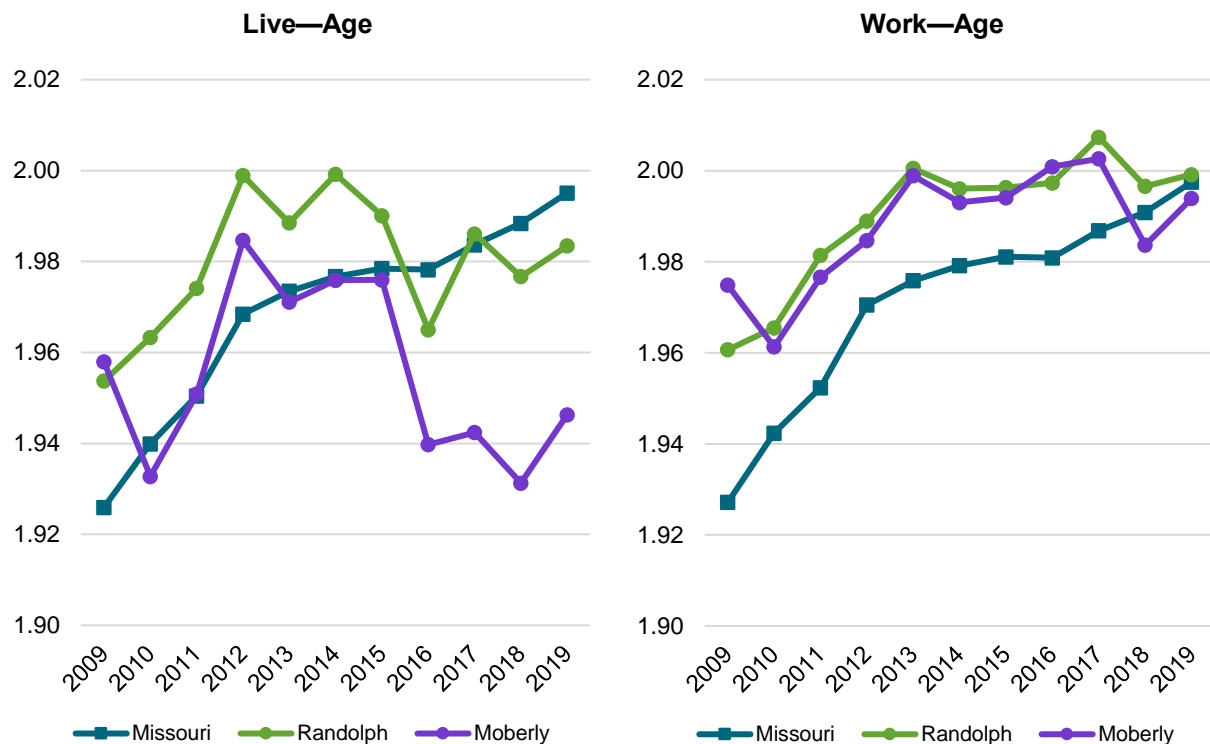
The age analysis shows an aging workforce at all three levels of employment (State, County, and City). By indexing the three age categories for the labor force, it shows both the degree of difference to the state benchmark and the degree of change. Indexing was weighted as the following: Age 29 or younger as 1; Age 30 - 54 as 2; and Age 55 or older as 3.

Live In	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	10yr Δ
Missouri	1.93	1.94	1.95	1.97	1.97	1.98	1.98	1.98	1.98	1.99	2.00	0.07
Randolph	1.95	1.96	1.97	2.00	1.99	2.00	1.99	1.96	1.99	1.98	1.98	0.03
Moberly	1.96	1.93	1.95	1.98	1.97	1.98	1.98	1.94	1.94	1.93	1.95	-0.01

Live: The Live labor force represents those living within the designated entity of state, county, or city and employed anywhere.

Work In	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	10yr Δ
Missouri	1.93	1.94	1.95	1.97	1.98	1.98	1.98	1.98	1.99	1.99	2.00	0.07
Randolph	1.96	1.97	1.98	1.99	2.00	2.00	2.00	2.00	2.01	2.00	2.00	0.04
Moberly	1.97	1.96	1.98	1.98	2.00	1.99	1.99	2.00	2.00	1.98	1.99	0.02

Work: The Work labor force represents those employed within the designated entity of state, county, or city and living anywhere.



Summary: Workers living in Moberly are notably younger than Randolph County and Missouri; Both the Moberly and Randolph County workforces are similar in age to the state of Missouri but have not been trending older as quickly as the state.

Earnings Analysis

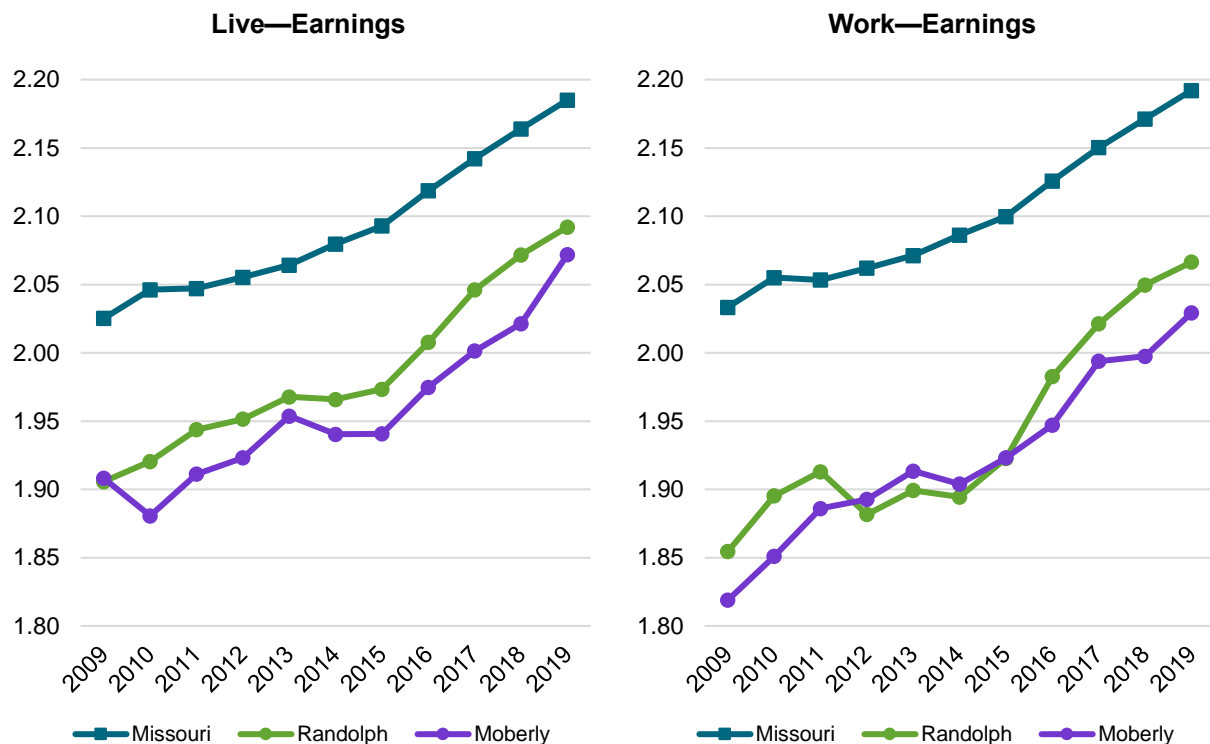
The earnings analysis shows the earnings index for all three levels of employment (State, County, and City). By indexing the three earnings categories for the labor force, it shows both the degree of difference to the state benchmark and the degree of change. Indexing was weighted as the following: \$1,250/month or less as 1; \$1,251 - \$3,333/month as 2; and More than \$3,333/month as 3.

Live In	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	10yr Δ
Missouri	2.03	2.05	2.05	2.06	2.06	2.08	2.09	2.12	2.14	2.16	2.19	0.16
Randolph	1.91	1.92	1.94	1.95	1.97	1.97	1.97	2.01	2.05	2.07	2.09	0.19
Moberly	1.91	1.88	1.91	1.92	1.95	1.94	1.94	1.97	2.00	2.02	2.07	0.16

Live: The Live labor force represents those living within the designated entity of state, county, or city and employed anywhere.

Work In	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	10yr Δ
Missouri	2.03	2.06	2.05	2.06	2.07	2.09	2.10	2.13	2.15	2.17	2.19	0.16
Randolph	1.85	1.90	1.91	1.88	1.90	1.89	1.92	1.98	2.02	2.05	2.07	0.21
Moberly	1.82	1.85	1.89	1.89	1.91	1.90	1.92	1.95	1.99	2.00	2.03	0.21

Work: The Work labor force represents those employed within the designated entity of state, county, or city and living anywhere.



Summary: The earnings for those working in Moberly and Randolph County have increased at a faster rate than the state of Missouri. However, earnings for those living and/or working in Moberly and Randolph County are consistently well below the state of Missouri.

Industry Analysis

The industry analysis shows the industry index for all three levels of employment (State, County, and City). By indexing the three industry categories for the labor force, it shows both the degree of difference to the state benchmark and the degree of change. Indexing was weighted as the following: Goods Producing as 1; Trade and Transportation as 2; and All Other Services as 3. The lower the index, the more oriented it is to Goods Producing industries such as manufacturing. The higher the index, the more oriented to Service.

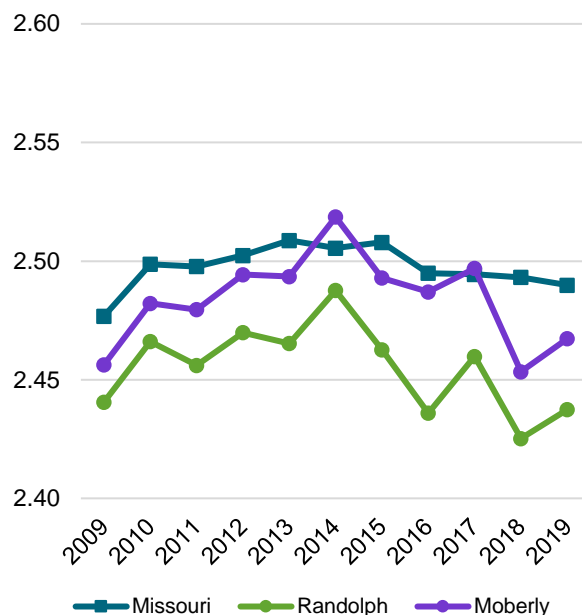
Live In	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	10yr Δ
Missouri	2.48	2.50	2.50	2.50	2.51	2.51	2.51	2.49	2.49	2.49	2.49	0.01
Randolph	2.44	2.47	2.46	2.47	2.47	2.49	2.46	2.44	2.46	2.43	2.44	0.00
Moberly	2.46	2.48	2.48	2.49	2.49	2.52	2.49	2.49	2.50	2.45	2.47	0.01

Live: The Live labor force represents those living within the designated entity of state, county, or city and employed anywhere.

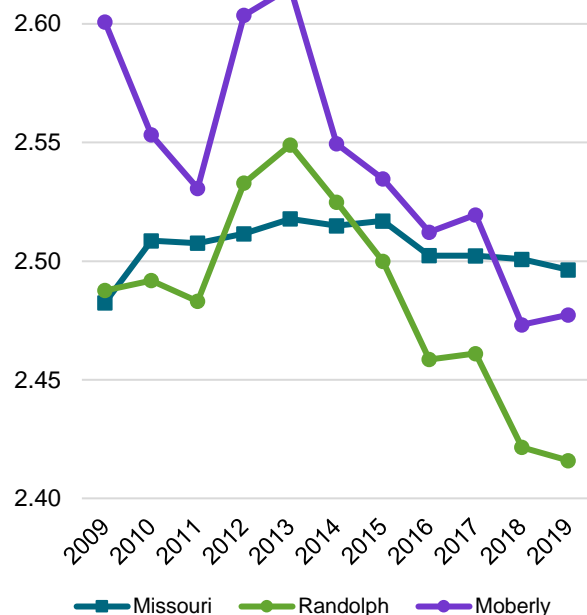
Work In	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	10yr Δ
Missouri	2.48	2.51	2.51	2.51	2.52	2.51	2.52	2.50	2.50	2.50	2.50	0.01
Randolph	2.49	2.49	2.48	2.53	2.55	2.52	2.50	2.46	2.46	2.42	2.42	-0.07
Moberly	2.60	2.55	2.53	2.60	2.62	2.55	2.53	2.51	2.52	2.47	2.48	-0.12

Work: The Work labor force represents those employed within the designated entity of state, county, or city and living anywhere.

Live—Industry



Work—Industry



Summary: The Industry index for workers living in Moberly and Randolph County has stayed consistent over 10 years. For workers working in Moberly and, to a lesser extent, Randolph County, the index shows a marked shift away from Other Service industries.

Education Analysis

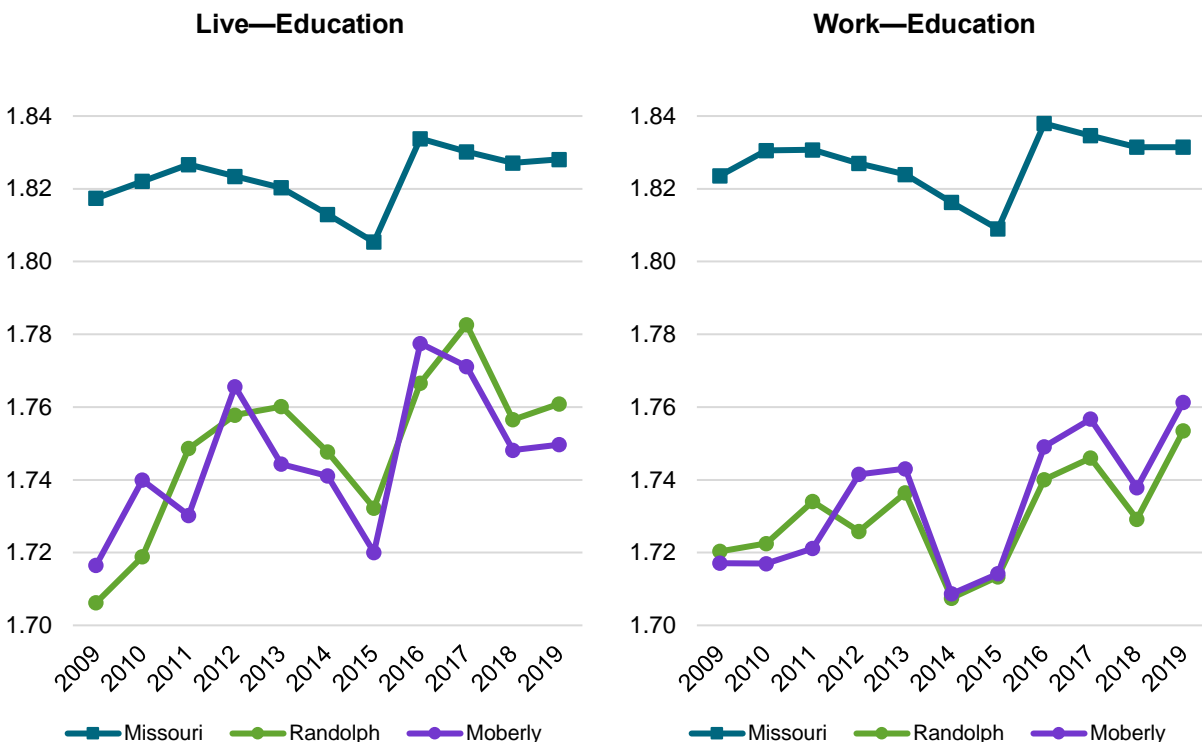
The education analysis shows the education attainment index for all three levels of employment (State, County, and City). By indexing the three education categories for the labor force, it shows both the degree of difference to the state benchmark and the degree of change. Indexing was weighted as following: High School or Less as 1; Some College or Associates as 2; and Bachelors or higher as 3.

Live In	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	10yr Δ
Missouri	1.82	1.82	1.83	1.82	1.82	1.81	1.81	1.83	1.83	1.83	1.83	0.01
Randolph	1.71	1.72	1.75	1.76	1.76	1.75	1.73	1.77	1.78	1.76	1.76	0.05
Moberly	1.72	1.74	1.73	1.77	1.74	1.74	1.72	1.78	1.77	1.75	1.75	0.03

Live: The Live labor force represents those living within the designated entity of state, county, or city and employed anywhere.

Work In	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	10yr Δ
Missouri	1.82	1.83	1.83	1.83	1.82	1.82	1.81	1.84	1.83	1.83	1.83	0.01
Randolph	1.72	1.72	1.73	1.73	1.74	1.71	1.71	1.74	1.75	1.73	1.75	0.03
Moberly	1.72	1.72	1.72	1.74	1.74	1.71	1.71	1.75	1.76	1.74	1.76	0.04

Work: The Work labor force represents those employed within the designated entity of state, county, or city and living anywhere.



Summary: The education attainment for workers living and/or working in Moberly and Randolph County shows a less educated workforce than the State of Missouri. However, the education attainment index for workers living and/or working in Moberly and Randolph County is increasing faster than the Missouri, which has remained relatively flat.

C. Commuting Live/Work Patterns

City/County Analysis

Moberly can best be classified as a Health Care and Manufacturing center located in Central Missouri along Interstate 63. Moberly is a magnet for workers with 7,427 workers employed in Moberly and 5,553 employed residents living in Moberly.

Commuting patterns are important when evaluating Labor and Commercial Markets. Highways, transportation networks, and commercial and industrial development all contribute to this factor. As the following tables suggest, many who work in Moberly come from Moberly with many more coming from smaller communities throughout Central Missouri. Columbia, MO is the second-largest source of workers to Moberly, providing 334 (4.5 percent) of Moberly's employees as of 2019.

The data further show that while 70.7 percent of the workforce employed in Moberly come from outside the city boundaries, 53.1 percent come from outside of Randolph County.

Moberly, with its convenient location on I-63, has opportunity for further commercial and industrial development based on the workforce assets in the 15-mile and 45-mile radius laborshed with shorter travel times than state and national averages.

Moberly Commuting By City

Live in Moberly		
Work in	Count	Percent
Moberly, MO	2,177	39.2%
Columbia, MO	904	16.3%
Jefferson City, MO	192	3.5%
Hannibal, MO	86	1.5%
Centralia, MO	69	1.2%
All Other	2,125	38.4%
Total	5,553	100.0%

Work in Moberly		
Live in	Count	Percent
Moberly, MO	2,177	29.3%
Columbia, MO	334	4.5%
Huntsville, MO	195	2.6%
Macon, MO	165	2.2%
Kirkville, MO	70	0.9%
All Other	4,486	60.5%
Total	7,427	100.0%

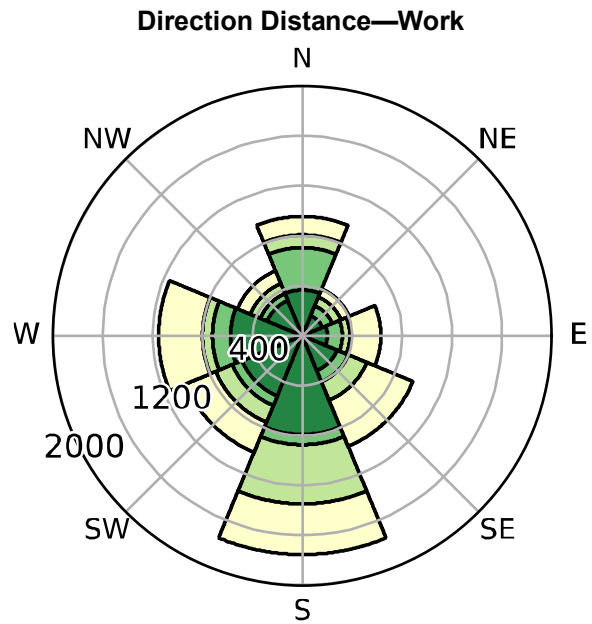
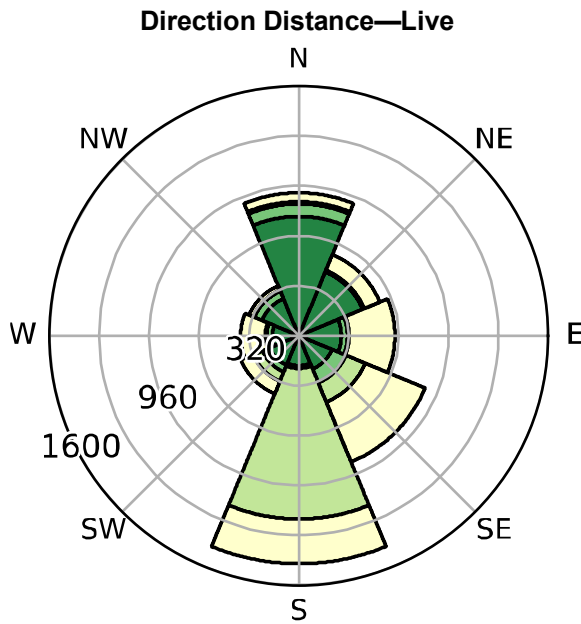
Moberly Commuting By County

Live in Moberly		
Work in	Count	Percent
Randolph, MO	2,606	46.9%
Boone, MO	1,068	19.2%
St. Louis, MO	261	4.7%
Cole, MO	202	3.6%
St. Charles, MO	96	1.7%
All Other	1,320	23.7%
Total	5,553	100.0%

Work in Moberly		
Live in	Count	Percent
Randolph, MO	3,483	46.9%
Boone, MO	552	7.4%
Macon, MO	388	5.2%
Monroe, MO	270	3.6%
Chariton, MO	183	2.5%
All Other	2,551	34.5%
Total	7,427	100.0%

Source: U.S. Census 2019

Direction/Distance Analysis



Direction—Live

Total All Jobs	5,553	100.0%
North	916	16.5%
Northeast	562	10.1%
East	616	11.1%
Southeast	876	15.8%
South	1,462	26.3%
Southwest	403	7.3%
West	373	6.7%
Northwest	345	6.2%

Direction—Work

Total All Jobs	7,427	100.0%
North	956	12.9%
Northeast	405	5.5%
East	629	8.5%
Southeast	959	12.9%
South	1,754	23.6%
Southwest	1,011	13.6%
West	1,151	15.5%
Northwest	562	7.6%

Distance—Live

Total All Jobs	5,553	100.0%
Less than 10 miles	2,535	45.7%
10 to 24 miles	370	6.7%
25 to 50 miles	1,215	21.9%
Greater than 50 miles	1,433	25.8%

Distance—Work

Total All Jobs	7,427	100.0%
Less than 10 miles	3,241	43.6%
10 to 24 miles	1,012	13.6%
25 to 50 miles	1,181	15.9%
Greater than 50 miles	1,993	26.8%

IV. CONCLUSION

While many factors impact local competitiveness, the focus of a workforce market analysis is the availability of a competent and reliable workforce for the effective operations of growing businesses in Moberly or any labor market. Commuting, distance, age, earnings, industry profile, and education attainment are all important considerations when making an investment requiring a competent workforce. Moberly, a labor magnet, has an employed workforce of 7,427 with an inflow of 5,250 workers from outside of Moberly. The 15-mile radius laborshed or labor market has an employed workforce of 10,016 with an outflow of 8,445 resident workers to areas outside the 15-mile radius. The 45-mile radius laborshed or labor market has an employed workforce of 154,789 with 40,839 leaving the laborshed area. This means that skilled and talented workers start having options as to whether they travel to Moberly for employment or go to other areas for employment opportunities, such as neighboring cities or larger magnet cities such as Columbia, MO. For the employed residents in the laborshed to change, the Moberly market would have to provide employment opportunities with wages and benefits at least equal or better than the Moberly market is currently providing. An advantage for the Moberly laborshed is the highway network and the 18.9 and 21.5 minute travel times to work for Moberly and Randolph County compared to Missouri with 23.9 minutes and 26.9 minutes at the national level.

Appendix A—Moberly Area Resident Characteristics Paired To MO

2019	Moberly		Randolph County		Missouri	
	Count	Share	Count	Share	Count	Share
Total All Jobs	5,553	100.0%	9,846	100.0%	2,743,104	100.0%
Jobs by Worker Age						
Age 29 or younger	1,494	26.9%	2,489	25.3%	665,573	24.3%
Age 30 to 54	2,863	51.6%	5,031	51.1%	1,425,464	52.0%
Age 55 or older	1,196	21.5%	2,326	23.6%	652,067	23.8%
Jobs by Earnings						
\$1,250 per month or less	1,426	25.7%	2,443	24.8%	652,644	23.8%
\$1,251 to \$3,333 per month	2,301	41.4%	4,053	41.2%	930,162	33.9%
More than \$3,333 per month	1,826	32.9%	3,350	34.0%	1,160,298	42.3%
Jobs by NAICS Industry Sector						
Agriculture, Forestry, Fishing and Hunting	31	0.6%	73	0.7%	12,312	0.4%
Mining, Quarrying, and Oil and Gas Extraction	5	0.1%	18	0.2%	4,439	0.2%
Utilities	85	1.5%	173	1.8%	18,050	0.7%
Construction	205	3.7%	454	4.6%	134,030	4.9%
Manufacturing	582	10.5%	1,088	11.1%	274,724	10.0%
Wholesale Trade	254	4.6%	429	4.4%	123,288	4.5%
Retail Trade	702	12.6%	1,221	12.4%	299,516	10.9%
Transportation and Warehousing	271	4.9%	450	4.6%	107,543	3.9%
Information	51	0.9%	112	1.1%	50,808	1.9%
Finance and Insurance	263	4.7%	467	4.7%	125,192	4.6%
Real Estate and Rental and Leasing	59	1.1%	99	1.0%	37,744	1.4%
Professional, Scientific, and Technical Services	127	2.3%	236	2.4%	153,914	5.6%
Management of Companies and Enterprises	275	5.0%	440	4.5%	65,517	2.4%
Admin. & Support, Waste Mgmt and Remediation	166	3.0%	267	2.7%	160,041	5.8%
Educational Services	489	8.8%	885	9.0%	226,262	8.2%
Health Care and Social Assistance	945	17.0%	1,600	16.3%	460,045	16.8%
Arts, Entertainment, and Recreation	59	1.1%	103	1.0%	52,038	1.9%
Accommodation and Food Services	495	8.9%	809	8.2%	251,603	9.2%
Other Services (excluding Public Administration)	149	2.7%	273	2.8%	77,935	2.8%
Public Administration	340	6.1%	649	6.6%	108,103	3.9%
Jobs by Worker Race						
White Alone	4,984	89.8%	9,104	92.5%	2,289,080	83.4%
Black or African American Alone	380	6.8%	454	4.6%	338,302	12.3%
Other	78	1.4%	124	1.3%	74,336	2.7%
Two or More Race Groups	111	2.0%	164	1.7%	41,386	1.5%
Jobs by Worker Ethnicity						
Arts, Entertainment, and Recreation	5,431	97.8%	9,654	98.0%	2,639,762	96.2%
Accommodation and Food Services	122	2.2%	192	2.0%	103,342	3.8%
Jobs by Worker Educational Attainment						
Less than high school	444	8.0%	804	8.2%	234,499	8.5%
High school or equivalent, no college	1,425	25.7%	2,554	25.9%	646,394	23.6%
Some college or Associate degree	1,337	24.1%	2,400	24.4%	672,890	24.5%
Bachelor's degree or advanced degree	853	15.4%	1,599	16.2%	523,748	19.1%
Educational attainment not available	1,494	26.9%	2,489	25.3%	665,573	24.3%
Jobs by Worker Race						
Male	2,641	47.6%	4,651	47.2%	1,345,511	49.1%
Female	2,912	52.4%	5,195	52.8%	1,397,593	50.9%

Source: U.S. Census LED

Appendix B—Moberly Area Worker Characteristics Paired To MO

2019	Moberly		Randolph County		Missouri	
	Count	Share	Count	Share	Count	Share
Total All Jobs	7,427	100.0%	9,401	100.0%	2,795,410	100.0%
Jobs by Worker Age						
Age 29 or younger	1,880	25.3%	2,302	24.5%	672,691	24.1%
Age 30 to 54	3,712	50.0%	4,805	51.1%	1,456,959	52.1%
Age 55 or older	1,835	24.7%	2,294	24.4%	665,760	23.8%
Jobs by Earnings						
\$1,250 per month or less	1,968	26.5%	2,383	25.3%	659,899	23.6%
\$1,251 to \$3,333 per month	3,274	44.1%	4,010	42.7%	938,566	33.6%
More than \$3,333 per month	2,185	29.4%	3,008	32.0%	1,196,945	42.8%
Jobs by NAICS Industry Sector						
Agriculture, Forestry, Fishing and Hunting	5	0.1%	82	0.9%	12,445	0.4%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%	20	0.2%	4,076	0.1%
Utilities	47	0.6%	311	3.3%	18,551	0.7%
Construction	209	2.8%	317	3.4%	135,624	4.9%
Manufacturing	837	11.3%	1,059	11.3%	278,494	10.0%
Wholesale Trade	312	4.2%	368	3.9%	124,366	4.4%
Retail Trade	965	13.0%	1,044	11.1%	300,831	10.8%
Transportation and Warehousing	456	6.1%	812	8.6%	102,971	3.7%
Information	90	1.2%	108	1.1%	53,618	1.9%
Finance and Insurance	281	3.8%	414	4.4%	129,432	4.6%
Real Estate and Rental and Leasing	64	0.9%	67	0.7%	38,980	1.4%
Professional, Scientific, and Technical Services	91	1.2%	102	1.1%	163,154	5.8%
Management of Companies and Enterprises	666	9.0%	668	7.1%	68,526	2.5%
Admin. & Support, Waste Mgmt and Remediation	41	0.6%	122	1.3%	161,178	5.8%
Educational Services	783	10.5%	977	10.4%	230,243	8.2%
Health Care and Social Assistance	1,167	15.7%	1,304	13.9%	472,245	16.9%
Arts, Entertainment, and Recreation	89	1.2%	90	1.0%	53,488	1.9%
Accommodation and Food Services	534	7.2%	577	6.1%	257,377	9.2%
Other Services (excluding Public Administration)	181	2.4%	238	2.5%	79,340	2.8%
Public Administration	609	8.2%	721	7.7%	110,471	4.0%
Jobs by Worker Race						
White Alone	6,869	92.5%	8,732	92.9%	2,334,055	83.5%
Black or African American Alone	366	4.9%	438	4.7%	341,287	12.2%
Other	92	1.2%	109	1.2%	78,326	2.8%
Two or More Race Groups	100	1.3%	122	1.3%	41,742	1.5%
Jobs by Worker Ethnicity						
Arts, Entertainment, and Recreation	7,274	97.9%	9,211	98.0%	2,691,798	96.3%
Accommodation and Food Services	153	2.1%	190	2.0%	103,612	3.7%
Jobs by Worker Educational Attainment						
Less than high school	552	7.4%	739	7.9%	238,443	8.5%
High school or equivalent, no college	1,913	25.8%	2,447	26.0%	659,040	23.6%
Some college or Associate degree	1,941	26.1%	2,477	26.3%	685,548	24.5%
Bachelor's degree or advanced degree	1,141	15.4%	1,436	15.3%	539,688	19.3%
Educational attainment not available	1,880	25.3%	2,302	24.5%	672,691	24.1%
Jobs by Worker Race						
Male	3,446	46.4%	4,601	48.9%	1,368,235	48.9%
Female	3,981	53.6%	4,800	51.1%	1,427,175	51.1%

Source: U.S. Census LED

Appendix C—Moberly Resident Trend Change 2009-2019

2019	2009		2014		2019		5yr Δ	10yr Δ
	Count	Share	Count	Share	Count	Share		
Total All Jobs	7,466	100.0%	5,351	100.0%	5,553	100.0%	3.8%	-25.6%
Jobs by Worker Age								
Age 29 or younger	1,745	23.4%	1,311	24.5%	1,494	26.9%	14.0%	-14.4%
Age 30 to 54	4,290	57.5%	2,858	53.4%	2,863	51.6%	0.2%	-33.3%
Age 55 or older	1,431	19.2%	1,182	22.1%	1,196	21.5%	1.2%	-16.4%
Jobs by Earnings								
\$1,250 per month or less	2,355	31.5%	1,617	30.2%	1,426	25.7%	-11.8%	-39.4%
\$1,251 to \$3,333 per month	3,442	46.1%	2,436	45.5%	2,301	41.4%	-5.5%	-33.1%
More than \$3,333 per month	1,669	22.4%	1,298	24.3%	1,826	32.9%	40.7%	9.4%
Jobs by NAICS Industry Sector								
Agriculture, Forestry, Fishing and Hunting	25	0.3%	18	0.3%	31	0.6%	72.2%	24.0%
Mining, Quarrying, and Oil and Gas Extraction	14	0.2%	2	0.0%	5	0.1%	150.0%	-64.3%
Utilities	187	2.5%	89	1.7%	85	1.5%	-4.5%	-54.5%
Construction	324	4.3%	203	3.8%	205	3.7%	1.0%	-36.7%
Manufacturing	832	11.1%	430	8.0%	582	10.5%	35.3%	-30.0%
Wholesale Trade	293	3.9%	258	4.8%	254	4.6%	-1.6%	-13.3%
Retail Trade	973	13.0%	695	13.0%	702	12.6%	1.0%	-27.9%
Transportation and Warehousing	216	2.9%	228	4.3%	271	4.9%	18.9%	25.5%
Information	132	1.8%	70	1.3%	51	0.9%	-27.1%	-61.4%
Finance and Insurance	238	3.2%	193	3.6%	263	4.7%	36.3%	10.5%
Real Estate and Rental and Leasing	104	1.4%	78	1.5%	59	1.1%	-24.4%	-43.3%
Professional, Scientific, and Technical Services	125	1.7%	140	2.6%	127	2.3%	-9.3%	1.6%
Management of Companies and Enterprises	274	3.7%	247	4.6%	275	5.0%	11.3%	0.4%
Admin. & Support, Waste Mgmt and Remediation	149	2.0%	187	3.5%	166	3.0%	-11.2%	11.4%
Educational Services	888	11.9%	609	11.4%	489	8.8%	-19.7%	-44.9%
Health Care and Social Assistance	1,337	17.9%	920	17.2%	945	17.0%	2.7%	-29.3%
Arts, Entertainment, and Recreation	136	1.8%	75	1.4%	59	1.1%	-21.3%	-56.6%
Accommodation and Food Services	568	7.6%	457	8.5%	495	8.9%	8.3%	-12.9%
Other Services (excluding Public Administration)	211	2.8%	151	2.8%	149	2.7%	-1.3%	-29.4%
Public Administration	440	5.9%	301	5.6%	340	6.1%	13.0%	-22.7%
Jobs by Worker Race								
White Alone	7,047	94.4%	4,848	90.6%	4,984	89.8%	2.8%	-29.3%
Black or African American Alone	287	3.8%	355	6.6%	380	6.8%	7.0%	32.4%
Other	78	1.0%	92	1.7%	78	1.4%	-15.2%	0.0%
Two or More Race Groups	54	0.7%	56	1.0%	111	2.0%	98.2%	105.6%
Jobs by Worker Ethnicity								
Arts, Entertainment, and Recreation	7,336	98.3%	5,229	97.7%	5,431	97.8%	3.9%	-26.0%
Accommodation and Food Services	130	1.7%	122	2.3%	122	2.2%	0.0%	-6.2%
Jobs by Worker Educational Attainment								
Less than high school	590	7.9%	443	8.3%	444	8.0%	0.2%	-24.7%
High school or equivalent, no college	2,143	28.7%	1,431	26.7%	1,425	25.7%	-0.4%	-33.5%
Some college or Associate degree	1,877	25.1%	1,338	25.0%	1,337	24.1%	-0.1%	-28.8%
Bachelor's degree or advanced degree	1,111	14.9%	828	15.5%	853	15.4%	3.0%	-23.2%
Educational attainment not available	1,745	23.4%	1,311	24.5%	1,494	26.9%	14.0%	-14.4%
Jobs by Worker Race								
Male	3,402	45.6%	2,509	46.9%	2,641	47.6%	5.3%	-22.4%
Female	4,064	54.4%	2,842	53.1%	2,912	52.4%	2.5%	-28.3%

Source: U.S. Census LED

Appendix D—Moberly Worker Trend Change 2009-2019

2019	2009		2014		2019		5yr Δ	10yr Δ
	Count	Share	Count	Share	Count	Share		
Total All Jobs	7,289	100.0%	8,037	100.0%	7,427	100.0%	-7.6%	1.9%
Jobs by Worker Age								
Age 29 or younger	1,679	23.0%	1,879	23.4%	1,880	25.3%	0.1%	12.0%
Age 30 to 54	4,114	56.4%	4,335	53.9%	3,712	50.0%	-14.4%	-9.8%
Age 55 or older	1,496	20.5%	1,823	22.7%	1,835	24.7%	0.7%	22.7%
Jobs by Earnings								
\$1,250 per month or less	2,600	35.7%	2,476	30.8%	1,968	26.5%	-20.5%	-24.3%
\$1,251 to \$3,333 per month	3,409	46.8%	3,857	48.0%	3,274	44.1%	-15.1%	-4.0%
More than \$3,333 per month	1,280	17.6%	1,704	21.2%	2,185	29.4%	28.2%	70.7%
Jobs by NAICS Industry Sector								
Agriculture, Forestry, Fishing and Hunting	3	0.0%	3	0.0%	5	0.1%	66.7%	66.7%
Mining, Quarrying, and Oil and Gas Extraction	1	0.0%	0	0.0%	0	0.0%	0.0%	-100.0%
Utilities	62	0.9%	60	0.7%	47	0.6%	-21.7%	-24.2%
Construction	152	2.1%	256	3.2%	209	2.8%	-18.4%	37.5%
Manufacturing	722	9.9%	717	8.9%	837	11.3%	16.7%	15.9%
Wholesale Trade	285	3.9%	404	5.0%	312	4.2%	-22.8%	9.5%
Retail Trade	724	9.9%	665	8.3%	965	13.0%	45.1%	33.3%
Transportation and Warehousing	83	1.1%	540	6.7%	456	6.1%	-15.6%	449.4%
Information	179	2.5%	116	1.4%	90	1.2%	-22.4%	-49.7%
Finance and Insurance	269	3.7%	268	3.3%	281	3.8%	4.9%	4.5%
Real Estate and Rental and Leasing	128	1.8%	73	0.9%	64	0.9%	-12.3%	-50.0%
Professional, Scientific, and Technical Services	56	0.8%	109	1.4%	91	1.2%	-16.5%	62.5%
Management of Companies and Enterprises	605	8.3%	670	8.3%	666	9.0%	-0.6%	10.1%
Admin. & Support, Waste Mgmt and Remediation	95	1.3%	76	0.9%	41	0.6%	-46.1%	-56.8%
Educational Services	788	10.8%	967	12.0%	783	10.5%	-19.0%	-0.6%
Health Care and Social Assistance	1,616	22.2%	1,637	20.4%	1,167	15.7%	-28.7%	-27.8%
Arts, Entertainment, and Recreation	134	1.8%	94	1.2%	89	1.2%	-5.3%	-33.6%
Accommodation and Food Services	563	7.7%	578	7.2%	534	7.2%	-7.6%	-5.2%
Other Services (excluding Public Administration)	201	2.8%	150	1.9%	181	2.4%	20.7%	-10.0%
Public Administration	623	8.5%	654	8.1%	609	8.2%	-6.9%	-2.2%
Jobs by Worker Race								
White Alone	6,835	93.8%	7,521	93.6%	6,869	92.5%	-8.7%	0.5%
Black or African American Alone	344	4.7%	353	4.4%	366	4.9%	3.7%	6.4%
Other	71	1.0%	91	1.1%	92	1.2%	1.1%	29.6%
Two or More Race Groups	39	0.5%	72	0.9%	100	1.3%	38.9%	156.4%
Jobs by Worker Ethnicity								
Arts, Entertainment, and Recreation	7,186	98.6%	7,908	98.4%	7,274	97.9%	-8.0%	1.2%
Accommodation and Food Services	103	1.4%	129	1.6%	153	2.1%	18.6%	48.5%
Jobs by Worker Educational Attainment								
Less than high school	608	8.3%	655	8.1%	552	7.4%	-15.7%	-9.2%
High school or equivalent, no college	2,074	28.5%	2,316	28.8%	1,913	25.8%	-17.4%	-7.8%
Some college or Associate degree	1,833	25.1%	2,010	25.0%	1,941	26.1%	-3.4%	5.9%
Bachelor's degree or advanced degree	1,095	15.0%	1,177	14.6%	1,141	15.4%	-3.1%	4.2%
Educational attainment not available	1,679	23.0%	1,879	23.4%	1,880	25.3%	0.1%	12.0%
Jobs by Worker Race								
Male	3,094	42.4%	3,658	45.5%	3,446	46.4%	-5.8%	11.4%
Female	4,195	57.6%	4,379	54.5%	3,981	53.6%	-9.1%	-5.1%

Source: U.S. Census LED

Appendix E—Missouri Resident Trend Change 2009-2019

2019	2009		2014		2019		5yr Δ	10yr Δ
	Count	Share	Count	Share	Count	Share		
Total All Jobs	2,514,606	100.0%	2,642,987	100.0%	2,743,104	100.0%	3.8%	9.1%
Jobs by Worker Age								
Age 29 or younger	638,007	25.4%	632,849	23.9%	665,573	24.3%	5.2%	4.3%
Age 30 to 54	1,424,829	56.7%	1,438,839	54.4%	1,425,464	52.0%	-0.9%	0.0%
Age 55 or older	451,770	18.0%	571,299	21.6%	652,067	23.8%	14.1%	44.3%
Jobs by Earnings								
\$1,250 per month or less	714,531	28.4%	714,242	27.0%	652,644	23.8%	-8.6%	-8.7%
\$1,251 to \$3,333 per month	1,021,969	40.6%	1,003,857	38.0%	930,162	33.9%	-7.3%	-9.0%
More than \$3,333 per month	778,106	30.9%	924,888	35.0%	1,160,298	42.3%	25.5%	49.1%
Jobs by NAICS Industry Sector								
Agriculture, Forestry, Fishing and Hunting	10,776	0.4%	12,828	0.5%	12,312	0.4%	-4.0%	14.3%
Mining, Quarrying, and Oil and Gas Extraction	4,408	0.2%	4,416	0.2%	4,439	0.2%	0.5%	0.7%
Utilities	19,870	0.8%	19,613	0.7%	18,050	0.7%	-8.0%	-9.2%
Construction	130,480	5.2%	124,410	4.7%	134,030	4.9%	7.7%	2.7%
Manufacturing	250,591	10.0%	239,185	9.0%	274,724	10.0%	14.9%	9.6%
Wholesale Trade	118,146	4.7%	125,112	4.7%	123,288	4.5%	-1.5%	4.4%
Retail Trade	293,104	11.7%	302,361	11.4%	299,516	10.9%	-0.9%	2.2%
Transportation and Warehousing	91,997	3.7%	98,213	3.7%	107,543	3.9%	9.5%	16.9%
Information	56,100	2.2%	48,477	1.8%	50,808	1.9%	4.8%	-9.4%
Finance and Insurance	109,000	4.3%	113,122	4.3%	125,192	4.6%	10.7%	14.9%
Real Estate and Rental and Leasing	36,728	1.5%	35,662	1.3%	37,744	1.4%	5.8%	2.8%
Professional, Scientific, and Technical Services	120,161	4.8%	136,065	5.1%	153,914	5.6%	13.1%	28.1%
Management of Companies and Enterprises	59,719	2.4%	67,713	2.6%	65,517	2.4%	-3.2%	9.7%
Admin. & Support, Waste Mgmt and Remediation	130,935	5.2%	156,040	5.9%	160,041	5.8%	2.6%	22.2%
Educational Services	246,428	9.8%	239,681	9.1%	226,262	8.2%	-5.6%	-8.2%
Health Care and Social Assistance	373,823	14.9%	430,920	16.3%	460,045	16.8%	6.8%	23.1%
Arts, Entertainment, and Recreation	49,867	2.0%	52,604	2.0%	52,038	1.9%	-1.1%	4.4%
Accommodation and Food Services	226,817	9.0%	243,352	9.2%	251,603	9.2%	3.4%	10.9%
Other Services (excluding Public Administration)	85,415	3.4%	78,246	3.0%	77,935	2.8%	-0.4%	-8.8%
Public Administration	100,241	4.0%	114,967	4.3%	108,103	3.9%	-6.0%	7.8%
Jobs by Worker Race								
White Alone	2,182,041	86.8%	2,270,448	85.9%	2,289,080	83.4%	0.8%	4.9%
Black or African American Alone	258,697	10.3%	291,157	11.0%	338,302	12.3%	16.2%	30.8%
Other	51,443	2.0%	54,176	2.0%	74,336	2.7%	37.2%	44.5%
Two or More Race Groups	22,425	0.9%	27,206	1.0%	41,386	1.5%	52.1%	84.6%
Jobs by Worker Ethnicity								
Arts, Entertainment, and Recreation	2,445,202	97.2%	2,564,643	97.0%	2,639,762	96.2%	2.9%	8.0%
Accommodation and Food Services	69,404	2.8%	78,344	3.0%	103,342	3.8%	31.9%	48.9%
Jobs by Worker Educational Attainment								
Less than high school	185,106	7.4%	213,004	8.1%	234,499	8.5%	10.1%	26.7%
High school or equivalent, no college	617,413	24.6%	649,953	24.6%	646,394	23.6%	-0.5%	4.7%
Some college or Associate degree	614,217	24.4%	660,188	25.0%	672,890	24.5%	1.9%	9.6%
Bachelor's degree or advanced degree	459,863	18.3%	486,993	18.4%	523,748	19.1%	7.5%	13.9%
Educational attainment not available	638,007	25.4%	632,849	23.9%	665,573	24.3%	5.2%	4.3%
Jobs by Worker Race								
Male	1,218,816	48.5%	1,295,660	49.0%	1,345,511	49.1%	3.8%	10.4%
Female	1,295,790	51.5%	1,347,327	51.0%	1,397,593	50.9%	3.7%	7.9%

Source: U.S. Census LED

Appendix F—Missouri Worker Trend Change 2009-2019

2019	2009		2014		2019		5yr Δ	10yr Δ
	Count	Share	Count	Share	Count	Share		
Total All Jobs	2,555,448	100.0%	2,673,547	100.0%	2,795,410	100.0%	4.6%	9.4%
Jobs by Worker Age								
Age 29 or younger	644,900	25.2%	635,288	23.8%	672,691	24.1%	5.9%	4.3%
Age 30 to 54	1,451,753	56.8%	1,458,705	54.6%	1,456,959	52.1%	-0.1%	0.4%
Age 55 or older	458,795	18.0%	579,554	21.7%	665,760	23.8%	14.9%	45.1%
Jobs by Earnings								
\$1,250 per month or less	720,145	28.2%	717,580	26.8%	659,899	23.6%	-8.0%	-8.4%
\$1,251 to \$3,333 per month	1,029,871	40.3%	1,007,625	37.7%	938,566	33.6%	-6.9%	-8.9%
More than \$3,333 per month	805,432	31.5%	948,342	35.5%	1,196,945	42.8%	26.2%	48.6%
Jobs by NAICS Industry Sector								
Agriculture, Forestry, Fishing and Hunting	10,826	0.4%	12,733	0.5%	12,445	0.4%	-2.3%	15.0%
Mining, Quarrying, and Oil and Gas Extraction	4,232	0.2%	3,894	0.1%	4,076	0.1%	4.7%	-3.7%
Utilities	20,321	0.8%	19,887	0.7%	18,551	0.7%	-6.7%	-8.7%
Construction	133,540	5.2%	125,493	4.7%	135,624	4.9%	8.1%	1.6%
Manufacturing	250,265	9.8%	235,810	8.8%	278,494	10.0%	18.1%	11.3%
Wholesale Trade	119,098	4.7%	124,439	4.7%	124,366	4.4%	-0.1%	4.4%
Retail Trade	294,197	11.5%	302,540	11.3%	300,831	10.8%	-0.6%	2.3%
Transportation and Warehousing	91,212	3.6%	94,209	3.5%	102,971	3.7%	9.3%	12.9%
Information	54,011	2.1%	47,950	1.8%	53,618	1.9%	11.8%	-0.7%
Finance and Insurance	111,816	4.4%	115,791	4.3%	129,432	4.6%	11.8%	15.8%
Real Estate and Rental and Leasing	37,852	1.5%	36,369	1.4%	38,980	1.4%	7.2%	3.0%
Professional, Scientific, and Technical Services	125,732	4.9%	141,978	5.3%	163,154	5.8%	14.9%	29.8%
Management of Companies and Enterprises	64,136	2.5%	72,074	2.7%	68,526	2.5%	-4.9%	6.8%
Admin. & Support, Waste Mgmt and Remediation	132,075	5.2%	154,341	5.8%	161,178	5.8%	4.4%	22.0%
Educational Services	251,355	9.8%	243,182	9.1%	230,243	8.2%	-5.3%	-8.4%
Health Care and Social Assistance	383,772	15.0%	443,402	16.6%	472,245	16.9%	6.5%	23.1%
Arts, Entertainment, and Recreation	51,268	2.0%	54,992	2.1%	53,488	1.9%	-2.7%	4.3%
Accommodation and Food Services	232,204	9.1%	246,928	9.2%	257,377	9.2%	4.2%	10.8%
Other Services (excluding Public Administration)	87,668	3.4%	79,576	3.0%	79,340	2.8%	-0.3%	-9.5%
Public Administration	99,868	3.9%	117,959	4.4%	110,471	4.0%	-6.3%	10.6%
Jobs by Worker Race								
White Alone	2,220,265	86.9%	2,299,443	86.0%	2,334,055	83.5%	1.5%	5.1%
Black or African American Alone	259,763	10.2%	291,258	10.9%	341,287	12.2%	17.2%	31.4%
Other	52,743	2.1%	55,635	2.1%	78,326	2.8%	40.8%	48.5%
Two or More Race Groups	22,677	0.9%	27,211	1.0%	41,742	1.5%	53.4%	84.1%
Jobs by Worker Ethnicity								
Arts, Entertainment, and Recreation	2,485,461	97.3%	2,595,941	97.1%	2,691,798	96.3%	3.7%	8.3%
Accommodation and Food Services	69,987	2.7%	77,606	2.9%	103,612	3.7%	33.5%	48.0%
Jobs by Worker Educational Attainment								
Less than high school	186,820	7.3%	214,789	8.0%	238,443	8.5%	11.0%	27.6%
High school or equivalent, no college	624,354	24.4%	657,444	24.6%	659,040	23.6%	0.2%	5.6%
Some college or Associate degree	625,215	24.5%	668,337	25.0%	685,548	24.5%	2.6%	9.6%
Bachelor's degree or advanced degree	474,159	18.6%	497,689	18.6%	539,688	19.3%	8.4%	13.8%
Educational attainment not available	644,900	25.2%	635,288	23.8%	672,691	24.1%	5.9%	4.3%
Jobs by Worker Race								
Male	1,236,885	48.4%	1,304,068	48.8%	1,368,235	48.9%	4.9%	10.6%
Female	1,318,563	51.6%	1,369,479	51.2%	1,427,175	51.1%	4.2%	8.2%

Source: U.S. Census LED

Appendix G—Moberly Resident Characteristics By Age

2019	Overall		Age <= 29		Age >= 55	
	Count	Share	Count	Share	Count	Share
Total All Jobs	5,553	100.0%	1,494	100.0%	1,196	100.0%
Jobs by Worker Age						
Age 29 or younger	1,494	26.9%	1,494	100.0%	0	0.0%
Age 30 to 54	2,863	51.6%	0	0.0%	0	0.0%
Age 55 or older	1,196	21.5%	0	0.0%	1,196	100.0%
Jobs by Earnings						
\$1,250 per month or less	1,426	25.7%	630	42.2%	274	22.9%
\$1,251 to \$3,333 per month	2,301	41.4%	612	41.0%	462	38.6%
More than \$3,333 per month	1,826	32.9%	252	16.9%	460	38.5%
Jobs by NAICS Industry Sector						
Agriculture, Forestry, Fishing and Hunting	31	0.6%	5	0.3%	5	0.4%
Mining, Quarrying, and Oil and Gas Extraction	5	0.1%	2	0.1%	1	0.1%
Utilities	85	1.5%	6	0.4%	20	1.7%
Construction	205	3.7%	53	3.5%	32	2.7%
Manufacturing	582	10.5%	115	7.7%	152	12.7%
Wholesale Trade	254	4.6%	58	3.9%	52	4.3%
Retail Trade	702	12.6%	226	15.1%	167	14.0%
Transportation and Warehousing	271	4.9%	70	4.7%	71	5.9%
Information	51	0.9%	15	1.0%	12	1.0%
Finance and Insurance	263	4.7%	65	4.4%	54	4.5%
Real Estate and Rental and Leasing	59	1.1%	11	0.7%	18	1.5%
Professional, Scientific, and Technical Services	127	2.3%	36	2.4%	19	1.6%
Management of Companies and Enterprises	275	5.0%	84	5.6%	54	4.5%
Admin. & Support, Waste Mgmt and Remediation	166	3.0%	36	2.4%	37	3.1%
Educational Services	489	8.8%	101	6.8%	112	9.4%
Health Care and Social Assistance	945	17.0%	246	16.5%	202	16.9%
Arts, Entertainment, and Recreation	59	1.1%	23	1.5%	9	0.8%
Accommodation and Food Services	495	8.9%	256	17.1%	48	4.0%
Other Services (excluding Public Administration)	149	2.7%	38	2.5%	42	3.5%
Public Administration	340	6.1%	48	3.2%	89	7.4%
Jobs by Worker Race						
White Alone	4,984	89.8%	1,334	89.3%	1,074	89.8%
Black or African American Alone	380	6.8%	90	6.0%	98	8.2%
Other	78	1.4%	12	0.8%	16	1.3%
Two or More Race Groups	111	2.0%	58	3.9%	8	0.7%
Jobs by Worker Ethnicity						
Arts, Entertainment, and Recreation	5,431	97.8%	1,447	96.9%	1,178	98.5%
Accommodation and Food Services	122	2.2%	47	3.1%	18	1.5%
Jobs by Worker Educational Attainment						
Less than high school	444	8.0%	0	0.0%	108	9.0%
High school or equivalent, no college	1,425	25.7%	0	0.0%	459	38.4%
Some college or Associate degree	1,337	24.1%	0	0.0%	370	30.9%
Bachelor's degree or advanced degree	853	15.4%	0	0.0%	259	21.7%
Educational attainment not available	1,494	26.9%	1,494	100.0%	0	0.0%
Jobs by Worker Race						
Male	2,641	47.6%	672	45.0%	589	49.2%
Female	2,912	52.4%	822	55.0%	607	50.8%

Source: U.S. Census LED

Appendix H—Moberly Resident Characteristics By Earnings

2019	Overall		\$1,250 or less		More than \$3,333	
	Count	Share	Count	Share	Count	Share
Total All Jobs	5,553	100.0%	1,426	100.0%	1,826	100.0%
Jobs by Worker Age						
Age 29 or younger	1,494	26.9%	630	44.2%	252	13.8%
Age 30 to 54	2,863	51.6%	522	36.6%	1,114	61.0%
Age 55 or older	1,196	21.5%	274	19.2%	460	25.2%
Jobs by Earnings						
\$1,250 per month or less	1,426	25.7%	1,426	100.0%	0	0.0%
\$1,251 to \$3,333 per month	2,301	41.4%	0	0.0%	0	0.0%
More than \$3,333 per month	1,826	32.9%	0	0.0%	1,826	100.0%
Jobs by NAICS Industry Sector						
Agriculture, Forestry, Fishing and Hunting	31	0.6%	2	0.1%	14	0.8%
Mining, Quarrying, and Oil and Gas Extraction	5	0.1%	0	0.0%	4	0.2%
Utilities	85	1.5%	1	0.1%	76	4.2%
Construction	205	3.7%	32	2.2%	100	5.5%
Manufacturing	582	10.5%	66	4.6%	265	14.5%
Wholesale Trade	254	4.6%	24	1.7%	104	5.7%
Retail Trade	702	12.6%	221	15.5%	126	6.9%
Transportation and Warehousing	271	4.9%	51	3.6%	78	4.3%
Information	51	0.9%	15	1.1%	13	0.7%
Finance and Insurance	263	4.7%	24	1.7%	148	8.1%
Real Estate and Rental and Leasing	59	1.1%	17	1.2%	20	1.1%
Professional, Scientific, and Technical Services	127	2.3%	26	1.8%	61	3.3%
Management of Companies and Enterprises	275	5.0%	55	3.9%	97	5.3%
Admin. & Support, Waste Mgmt and Remediation	166	3.0%	63	4.4%	30	1.6%
Educational Services	489	8.8%	116	8.1%	248	13.6%
Health Care and Social Assistance	945	17.0%	271	19.0%	266	14.6%
Arts, Entertainment, and Recreation	59	1.1%	38	2.7%	7	0.4%
Accommodation and Food Services	495	8.9%	310	21.7%	15	0.8%
Other Services (excluding Public Administration)	149	2.7%	63	4.4%	29	1.6%
Public Administration	340	6.1%	31	2.2%	125	6.8%
Jobs by Worker Race						
White Alone	4,984	89.8%	1,265	88.7%	1,707	93.5%
Black or African American Alone	380	6.8%	101	7.1%	77	4.2%
Other	78	1.4%	15	1.1%	23	1.3%
Two or More Race Groups	111	2.0%	45	3.2%	19	1.0%
Jobs by Worker Ethnicity						
Arts, Entertainment, and Recreation	5,431	97.8%	1,392	97.6%	1,796	98.4%
Accommodation and Food Services	122	2.2%	34	2.4%	30	1.6%
Jobs by Worker Educational Attainment						
Less than high school	444	8.0%	84	5.9%	123	6.7%
High school or equivalent, no college	1,425	25.7%	294	20.6%	479	26.2%
Some college or Associate degree	1,337	24.1%	279	19.6%	503	27.5%
Bachelor's degree or advanced degree	853	15.4%	139	9.7%	469	25.7%
Educational attainment not available	1,494	26.9%	630	44.2%	252	13.8%
Jobs by Worker Race						
Male	2,641	47.6%	550	38.6%	1,022	56.0%
Female	2,912	52.4%	876	61.4%	804	44.0%

Source: U.S. Census LED

Appendix I—Moberly Resident Characteristics By Industry

2019	Overall		Goods Producing		All Other Services	
	Count	Share	Count	Share	Count	Share
Total All Jobs	5,553	100.0%	823	100.0%	3,418	100.0%
Jobs by Worker Age						
Age 29 or younger	1,494	26.9%	175	21.3%	959	28.1%
Age 30 to 54	2,863	51.6%	458	55.7%	1,763	51.6%
Age 55 or older	1,196	21.5%	190	23.1%	696	20.4%
Jobs by Earnings						
\$1,250 per month or less	1,426	25.7%	100	12.2%	1,029	30.1%
\$1,251 to \$3,333 per month	2,301	41.4%	340	41.3%	1,330	38.9%
More than \$3,333 per month	1,826	32.9%	383	46.5%	1,059	31.0%
Jobs by NAICS Industry Sector						
Agriculture, Forestry, Fishing and Hunting	31	0.6%	31	3.8%	0	0.0%
Mining, Quarrying, and Oil and Gas Extraction	5	0.1%	5	0.6%	0	0.0%
Utilities	85	1.5%	0	0.0%	0	0.0%
Construction	205	3.7%	205	24.9%	0	0.0%
Manufacturing	582	10.5%	582	70.7%	0	0.0%
Wholesale Trade	254	4.6%	0	0.0%	0	0.0%
Retail Trade	702	12.6%	0	0.0%	0	0.0%
Transportation and Warehousing	271	4.9%	0	0.0%	0	0.0%
Information	51	0.9%	0	0.0%	51	1.5%
Finance and Insurance	263	4.7%	0	0.0%	263	7.7%
Real Estate and Rental and Leasing	59	1.1%	0	0.0%	59	1.7%
Professional, Scientific, and Technical Services	127	2.3%	0	0.0%	127	3.7%
Management of Companies and Enterprises	275	5.0%	0	0.0%	275	8.0%
Admin. & Support, Waste Mgmt and Remediation	166	3.0%	0	0.0%	166	4.9%
Educational Services	489	8.8%	0	0.0%	489	14.3%
Health Care and Social Assistance	945	17.0%	0	0.0%	945	27.6%
Arts, Entertainment, and Recreation	59	1.1%	0	0.0%	59	1.7%
Accommodation and Food Services	495	8.9%	0	0.0%	495	14.5%
Other Services (excluding Public Administration)	149	2.7%	0	0.0%	149	4.4%
Public Administration	340	6.1%	0	0.0%	340	9.9%
Jobs by Worker Race						
White Alone	4,984	89.8%	736	89.4%	3,058	89.5%
Black or African American Alone	380	6.8%	64	7.8%	231	6.8%
Other	78	1.4%	15	1.8%	52	1.5%
Two or More Race Groups	111	2.0%	8	1.0%	77	2.3%
Jobs by Worker Ethnicity						
Arts, Entertainment, and Recreation	5,431	97.8%	799	97.1%	3,345	97.9%
Accommodation and Food Services	122	2.2%	24	2.9%	73	2.1%
Jobs by Worker Educational Attainment						
Less than high school	444	8.0%	86	10.4%	235	6.9%
High school or equivalent, no college	1,425	25.7%	268	32.6%	763	22.3%
Some college or Associate degree	1,337	24.1%	201	24.4%	862	25.2%
Bachelor's degree or advanced degree	853	15.4%	93	11.3%	599	17.5%
Educational attainment not available	1,494	26.9%	175	21.3%	959	28.1%
Jobs by Worker Race						
Male	2,641	47.6%	599	72.8%	1,247	36.5%
Female	2,912	52.4%	224	27.2%	2,171	63.5%

Source: U.S. Census LED

Appendix J—Attributes of Outside Workers for Moberly

2019	Moberly Live	Within 10 Miles	10-20 Miles	20-60 Miles	Outside 60 Miles	Moberly Work	Total Outside Moberly
Total All Jobs	5,553	1,317	618	1,851	1,464	7,427	5,250
Jobs by Worker Age							
Age 29 or younger	1,494	20.1%	19.3%	24.7%	30.3%	25.3%	24.5%
Age 30 to 54	2,863	51.2%	56.8%	48.2%	46.8%	50.0%	49.6%
Age 55 or older	1,196	28.7%	23.9%	27.1%	22.9%	24.7%	25.9%
Jobs by Earnings							
\$1,250 per month or less	1,426	20.8%	19.3%	28.4%	29.5%	26.5%	25.7%
\$1,251 to \$3,333 per month	2,301	43.4%	47.4%	41.3%	44.7%	44.1%	43.5%
More than \$3,333 per month	1,826	35.8%	33.3%	30.4%	25.8%	29.4%	30.8%
Jobs by Industry Segment							
Goods Producing	823	19.9%	22.7%	9.3%	10.2%	14.2%	13.8%
Trade, Transportation, and Utilities	1,312	19.1%	21.0%	25.2%	34.4%	24.0%	25.7%
All Other Services	3,418	61.0%	56.3%	65.5%	55.5%	61.9%	60.5%

Source: U.S. Census LED

How far and by what numbers are outside workers willing to commute to Moberly for employment and how else are they different by age, earnings, and industry employment?

- There are a total of 5,250 outside workers filling jobs in Moberly for a total of 70.7 percent of the total employed workforce of 7,427.
- Of the 5,553 employed residents living in Moberly, 2,177 work there and 3,376 leave for employment to other areas.
- 1,317 employed residents who live Within 10 Miles of the Moberly boundary work in or for a Moberly employer and comprise 18 percent of the 7,427 workforce.
- 618 employed residents who live 10-20 Miles from the Moberly boundary work in or for a Moberly employer and comprise 8 percent of the 7,427 workforce.
- 1,851 employed residents who live 20-60 Miles from the Moberly boundary work in or for a Moberly employer and comprise 25 percent of the 7,427 workforce.
- 1,464 employed residents who live Outside 60 Miles of the Moberly boundary work in or for a Moberly employer and comprise 20 percent of the 7,427 workforce.
- Commuting workers adhere to a similar age distribution on average as those living within Moberly across most distances; those coming from outside 60 miles skew disproportionately younger as compared to those commuting shorter distances.
- Workers commuting greater than 20 miles are less likely to earn more than \$3,333 per month compared to those commuting less than 20 miles.
- All industry segments draw proportionally from the outside workforce with no single segment creating an outsized draw.

Appendix K—Randolph County Top Industries

Highest Average Quarterly Employment

Rank	Group: NAICS 3-digit industry name	Quarterly Employment	Quarterly New Hires	Monthly Earnings (\$)	New Hire Monthly Earnings (\$)
	All NAICS subsectors	6,707	1,021	\$3,648	\$2,200
1	551 Mgmt of Companies and Enterprises	633	76	\$4,837	\$2,060
2	493 Warehousing and Storage	579	78	\$2,893	\$1,935
3	722 Food Services and Drinking Places	526	171	\$1,266	\$973
4	623 Nursing and Residential Care Facilities	406	119	\$2,426	\$2,240
5	522 Credit Intermediation & Related Activities	324	17	\$5,399	\$3,609

Highest Average Quarterly New Hires

Rank	Group: NAICS 3-digit industry name	Quarterly Employment	Quarterly New Hires	Monthly Earnings (\$)	New Hire Monthly Earnings (\$)
	All NAICS subsectors	6,707	1,021	\$3,648	\$2,200
1	722 Food Services and Drinking Places	526	171	\$1,266	\$973
2	623 Nursing and Residential Care Facilities	406	119	\$2,426	\$2,240
3	493 Warehousing and Storage	579	78	\$2,893	\$1,935
4	551 Mgmt of Companies and Enterprises	633	76	\$4,837	\$2,060
5	238 Specialty Trade Contractors	294	58	\$4,474	\$3,349

Highest Average Monthly Earnings

Rank	Group: NAICS 3-digit industry name	Quarterly Employment	Quarterly New Hires	Monthly Earnings (\$)	Monthly New Hire Earnings (\$)
	All NAICS subsectors	6,707	1,021	\$3,648	\$2,200
1	221 Utilities	283	7	\$9,715	\$5,756
2	425 Wholesale Electronic Markets and Agents and Brokers	27	6	\$6,990	\$22,222
3	523 Securities, Commodity Contracts, & Other Financial Investments and Related Activities	9		\$6,782	
4	424 Merchant Wholesalers, Nondurable Goods	50	5	\$6,726	\$7,795
5	517 Telecommunications	26		\$5,644	\$3,652

Highest Average New Hire Monthly Earnings

Rank	Group: NAICS 3-digit industry name	Quarterly Employment	Quarterly New Hires	Monthly Earnings (\$)	Monthly New Hire Earnings (\$)
	All NAICS subsectors	6,707	1,021	\$3,648	\$2,200
1	425 Wholesale Electronic Markets and Agents and Brokers	27	6	\$6,990	\$22,222
2	424 Merchant Wholesalers, Nondurable Goods	50	5	\$6,726	\$7,795
3	221 Utilities	283	7	\$9,715	\$5,756
4	339 Miscellaneous Manufacturing	187	5	\$3,869	\$4,561
5	236 Construction of Buildings	73	9	\$3,089	\$4,412

*All data from 2020 Q1 through Q4, Private Firms Only

Appendix L—Randolph County Employment Indicators

EMPLOYMENT INDICATORS OVERALL

The employment indicators for Randolph County show Total Employment and Average Monthly Earnings increasing 3.2 percent and 36.3 percent respectively from 2011 (Qtr 1) to 2020 (Qtr 1). This compares to the state of Missouri with an 11.9 percent job gain and 36.7 percent increase in Average Monthly Earnings.

The table shows comparisons for the first quarter for four different time periods (2011, 2014, 2017, and 2020) between the State of Missouri and Randolph County. The Turnover and Separations trends indicate turnover rates are increasing for Randolph County slower than at the State level.

The tables provide timelines, employment indicators, and area data comparisons. It is another way to differentiate the local area with other areas as it relates to new hires, turnover, new hire earnings and average earnings. Randolph's lower labor costs may be a competitive advantage when compared to the State of Missouri.

Employment Indicators—Overall

	Total Employment	New Hires	Separations	Turnover	Avg. Monthly Earnings	Avg. New Hire Earnings
Randolph 2011 Q1	7,081	777	762	8.6%	2,658	1,625
Randolph 2014 Q1	7,187	860	988	9.4%	3,065	1,637
Randolph 2017 Q1	7,027	1,042	1,052	9.7%	3,246	1,804
Randolph 2020 Q1	7,306	902	1,179	8.8%	3,622	2,259
% Change 2011-2020	3.2%	16.1%	54.7%	2.3%	36.3%	39.0%
Missouri 2011 Q1	2,127,536	253,829	285,103	8.6%	3,524	1,835
Missouri 2014 Q1	2,205,164	306,245	330,935	9.0%	3,904	2,059
Missouri 2017 Q1	2,308,039	413,300	395,233	9.7%	4,272	2,301
Missouri 2020 Q1	2,381,225	345,163	514,664	9.3%	4,818	2,688
% Change 2011-2020	11.9%	36.0%	80.5%	8.1%	36.7%	46.5%

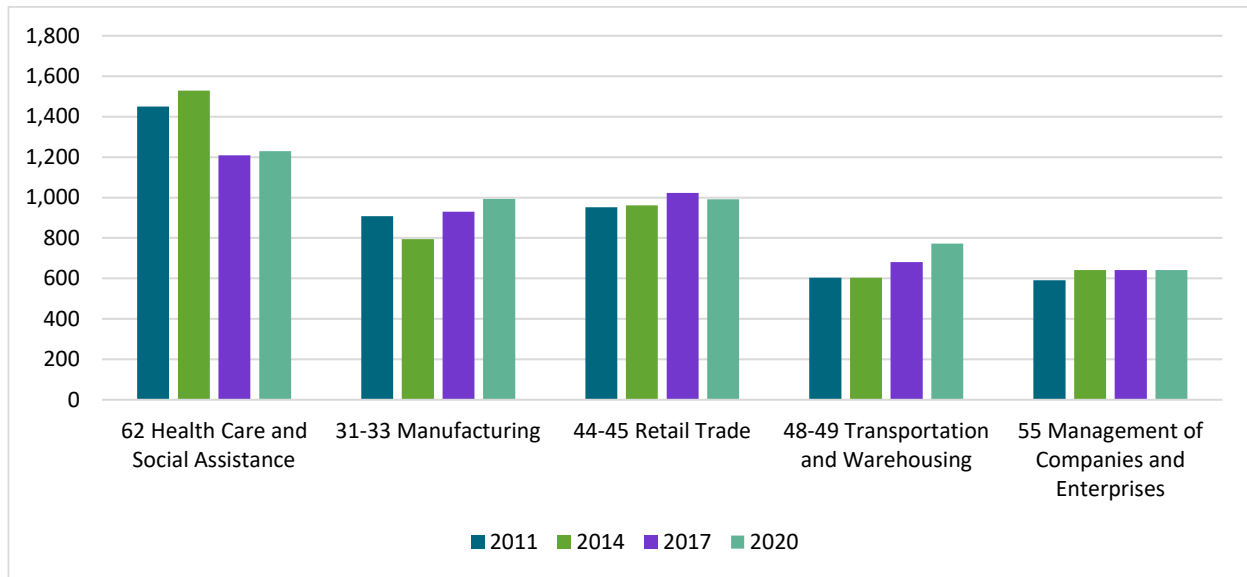
Source: U.S. Census LED

EMPLOYMENT INDICATORS BY INDUSTRY

What are Randolph's top five industries in Providing Job Creation and Earnings Growth from 2011 to 2020? Local cities and communities can vary widely in employment from state and national norms. Understanding the dynamics of local employment indicators can help in assessing and adjusting strategic direction.

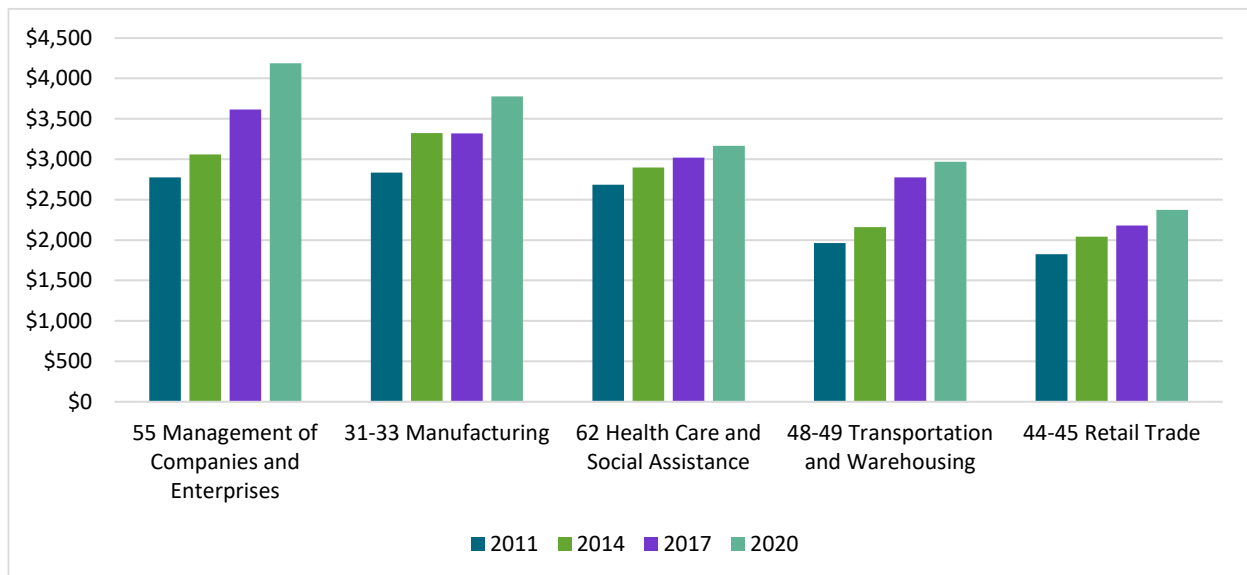
The charts on the next page answer these two questions: What is the employment trend of top Industry Sectors?; and What are the Average Monthly Earnings of Employees from Randolph Industry Sectors?

Employment Trend — Top 5 NAICS Sectors



- Health Care and Social Assistance has consistently been the top sector although it decreased by 15.3 percent between 2011 and 2020.
- Transportation and Warehousing has shown the largest growth among the Top 5, growing 28.2 percent between 2011 and 2020, and 13.5 percent between 2017 and 2020.

Monthly Earnings Trend — Top 5 NAICS Sectors

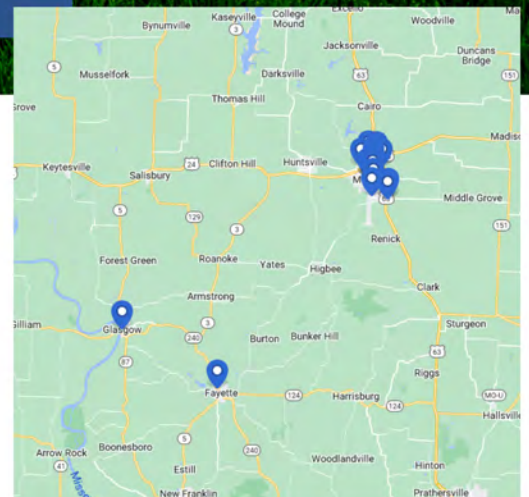


- Each of the Top 5 earning sectors have seen increased monthly earnings consistently across all reporting periods.
- Management of Companies and Enterprises has posted the strongest gains, increasing Average Monthly Earnings 50.9% between 2011 and 2020.



CERTIFIED SITES

**AVAILABLE
BUILDINGS &
SITES**



2108 Silva Lane

2108 Silva Lane | Moberly, MO | US | Randolph County
Available Acres: 2.3 | Sale Price: \$400,000



Property and Area Description

Great Opportunity for any Investor or Business seeking High Traffic Count and Good Visibility - 2.3 Acre Commercial Lot near Highway 63!! Numerous Possibilities - Lot Lays Level - Excellent Business Location - Triangular Shaped - Well Established Area - City Utilities Available - Zoned B-3

Population



22,212

10 Mile Radius

36,576

20 Mile Radius

81,710

30 Mile Radius

Source: ESRI®, 2023

Households



8,442

10 Mile Radius

14,060

20 Mile Radius

31,940

30 Mile Radius

Source: ESRI®, 2023

Zoning:	Commercial
Topography:	Level
Setting:	Single Site
Within City Limits:	Yes
Sale Price:	\$400,000
Last Updated:	Jan 17, 2023

Economic Development Contact

Randy Asbury

Moberly Area Economic Development Corp.
115 N. Williams St.
Moberly, MO 65270
(660) 263-8811 | rasbury@moberly-edc.com

Realtor/Owner Contact

Leslie Joseph

Century 21 McKeown & Associates
660-263-1789 | lesliejoseph@c21mckeown.com

Transportation

Nearest Highway: US Highway 24/US Highway 63 (0 mi.)

Nearest Interstate: I-36 / I-70 (23/36 mi.)

Nearest Airport: General Omar Bradley Airport (2.3 mi.)

Nearest Commercial Airport: Columbia Regional Airport (49 mi.)

Rail Served: No

Rail Served By: Unknown

Rail Accessible: No

Rail Infrastructure in Place: Unknown

Utilities

Water: City of Moberly

Sewer: City of Moberly

Randy Asbury | President | Moberly Area Economic Development Corp.
PO Box 549 | Moberly, MO 65270 | (660) 263-8811 | rasbury@moberly-edc.com



Zoning:	Commercial, Residential
Within City Limits:	No
Sale Price:	\$339,500
Last Updated:	Feb 16, 2023

Economic Development Contact

Randy Asbury
Moberly Area Economic Development Corporation
115 N WILLIAMS ST
MOBERLY, MO 65270-1563
(660) 263-8811 | rasbury@moberly-edc.com

Property and Area Description


18.72 acres of possible commercial land located just west of the MFA plant in Moberly. The site also includes a home and out buildings plus two ponds.

Population

	22,083	38,391	79,457
	10 Mile Radius	20 Mile Radius	30 Mile Radius

Source: ESRI®, 2023

Households

	8,411	14,810	30,998
	10 Mile Radius	20 Mile Radius	30 Mile Radius

Source: ESRI®, 2023

Transportation

Nearest Highway: US Highway 63 (1.00 mi.)
Nearest Interstate: Interstate 70 (35.00 mi.)
Nearest Airport: General Omar Bradley Airport (2.00 mi.)
Nearest Commercial Airport: Columbia Regional Airport (35.00 mi.)
Rail Served: Unknown
Rail Served By: Other
Rail Infrastructure in Place: Unknown

Utilities

Electric: Ameren Missouri
Natural Gas: Ameren Missouri
Water: City of Moberly
Sewer: City of Moberly



Zoning:	Planned Business Park
Topography:	Flat to rolling
Within City Limits:	Yes
Sale Price Note:	Negotiable
Last Updated:	Feb 16, 2023

Economic Development Contact

Randy Asbury
Moberly Area Economic Development Corporation
115 N WILLIAMS ST
MOBERLY, MO 65270-1563
(660) 263-8811 | rasbury@moberly-edc.com

Property and Area Description

6.4 Acres in Professional Business Park. Just off Highway 63 for easy commute.

Population

	23,737 10 Mile Radius	39,533 20 Mile Radius	118,342 30 Mile Radius
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Source: ESRI®, 2023

Households

	8,896 10 Mile Radius	15,106 20 Mile Radius	46,554 30 Mile Radius
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Source: ESRI®, 2023

Transportation

- Nearest Highway: US Highway 63 (01 mi.)
- Nearest Interstate: Interstate 70 (35 mi.)
- Nearest Airport: General Omar Bradley Airport (3 mi.)
- Nearest Commercial Airport: Columbia Regional Airport (30 mi.)
- Rail Served: No
- Rail Served By: Unknown
- Rail Accessible: Unknown
- Rail Infrastructure in Place: Unknown

Utilities

- Natural Gas: Ameren Missouri
- Water: City of Moberly
- Sewer: City of Moberly
- Telecommunications: AT&T



Zoning:	None
Topography:	Level
Setting:	Industrial Park
Last Updated:	Feb 16, 2023

Site Certification Information
Certified Site Status: Yes

Economic Development Contact

Randy Asbury
Moberly Area Economic Development Corporation
115 N WILLIAMS ST
MOBERLY, MO 65270-1563
(660) 263-8811 | rasbury@moberly-edc.com

Property and Area Description

45 acres of level land available in central Missouri. Located across the street from Missouri Pacific Lumber Company on Route DD. Site features utilities provided by the City of Fayette water and sewer, Howard Electric Cooperative and Spire Energy.

Population

	8,522 10 Mile Radius	51,174 20 Mile Radius	249,714 30 Mile Radius
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Source: ESRI®, 2023

Households

	2,948 10 Mile Radius	20,072 20 Mile Radius	98,454 30 Mile Radius
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Source: ESRI®, 2023

Transportation

Nearest Highway: Highway 24 (35 mi.)
Nearest Interstate: Interstate 70 (15 mi.)
Rail Served: No
Rail Served By: Unknown
Rail Accessible: Unknown
Rail Infrastructure in Place: Unknown

Utilities

Electric: Howard Electric Cooperative
Natural Gas: Spire Energy
Water: City of Fayette
Sewer: City of Fayette



Zoning:	Industrial-Light
Topography:	Flat/gently sloping
Setting:	Agricultural Land
Within City Limits:	Yes
Sale Price Note:	Negotiable based upon lot size
Lease Rate Note:	Negotiable
Last Updated:	Feb 16, 2023

Economic Development Contact

Randy Asbury
Moberly Area Economic Development Corporation
115 N WILLIAMS ST
MOBERLY, MO 65270-1563
(660) 263-8811 | rasbury@moberly-edc.com

Property and Area Description

McKeown Property is a 284 acre parcel of land that can be divided as needed, whether it be 1 acre or 284 acres, this site has a lot that will fit your needs. All the utilities are to the site, it has been designated a at&t Fiber Park, Norfolk and Southern

Population

	23,379 10 Mile Radius	40,566 20 Mile Radius	133,767 30 Mile Radius
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Source: ESRI®, 2023

Households

	8,837 10 Mile Radius	15,566 20 Mile Radius	54,072 30 Mile Radius
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Source: ESRI®, 2023

Transportation

Nearest Highway: US Highway 63 (0.80 mi.)
Nearest Interstate: Interstate 70 (25.00 mi.)
Nearest Airport: General Omar Bradley Airport (10.00 mi.)
Nearest Commercial Airport: Columbia Regional Airport (30.00 mi.)
Rail Served: Yes
Rail Served By: Norfolk Southern Railway
Rail Infrastructure in Place: No

Utilities

Electric: Ameren Missouri
Natural Gas: Ameren Missouri
Water: City of Moberly
Sewer: City of Moberly



Zoning:	Industrial-Heavy
Topography:	Flat to rolling
Adjacent Available Acres:	100
Setting:	Industrial Park
Within City Limits:	Yes
Sale Price:	\$15,000
Sale Price Note:	15,000 per acre
Lease Rate Note:	Negotiable
Last Updated:	Feb 16, 2023

Site Certification Information

Certified Site Status: Yes

Economic Development Contact

Randy Asbury
Moberly Area Economic Development Corporation
115 N WILLIAMS ST
MOBERLY, MO 65270-1563
(660) 263-8811 | rasbury@moberly-edc.com

Property and Area Description

The Moberly Area Industrial Park is home to the State of Missouri's 6th Certified Site. The certified site is 58.49 acres, and the park contains a total of 167.83 adjacent uncertified acres. This prime industrial land is adjacent to 4-lane US Highway 63. The MAIP is located within the Moberly City Limits, zoned industrial and is certified as an AT&T Fiber Park. The Park is served by 12 inch water main and offers significant capacity in water/wastewater, electricity and natural gas.

Population

	22,241 10 Mile Radius	38,282 20 Mile Radius	79,381 30 Mile Radius
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Source: ESRI®, 2023

Households

	8,462 10 Mile Radius	14,805 20 Mile Radius	31,003 30 Mile Radius
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Source: ESRI®, 2023

Transportation

Nearest Highway: US Highway 63 (.1 mi.)
Nearest Interstate: Interstate 70 (35 mi.)
Nearest Airport: General Omar Bradley Airport (1 mi.)
Nearest Commercial Airport: Columbia Regional Airport (35 mi.)
Rail Served: Yes
Rail Served By: Unknown, Norfolk Southern Railway
Rail Accessible: Unknown
Rail Infrastructure in Place: Unknown

Utilities

Natural Gas: Ameren Missouri
Water: City of Moberly
Sewer: City of Moberly
Telecommunications: AT&T



Zoning:

Industrial, Industrial-Light

Setting:

Industrial Park

Within City Limits:

Unknown

Last Updated:

Feb 16, 2023

Economic Development Contact

Randy Asbury

Moberly Area Economic Development Corporation

115 N WILLIAMS ST

MOBERLY, MO 65270-1563

(660) 263-8811 | rasbury@moberly-edc.com

Property and Area Description

5 Proposed lots available in Industrial Park. Lot 1: 2.44 acres, Lot 2: 6.15 acres, Lot 3: 5.52 acres, Lot 4: 9.33 acres and Lot 5: 9.67 acres

Population

	<div>4,430</div> <div>10 Mile Radius</div>	<div>31,926</div> <div>20 Mile Radius</div>	<div>86,532</div> <div>30 Mile Radius</div>
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Source: ESRI®, 2023

Households

	<div>1,805</div> <div>10 Mile Radius</div>	<div>12,376</div> <div>20 Mile Radius</div>	<div>32,864</div> <div>30 Mile Radius</div>
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Source: ESRI®, 2023

Transportation

Nearest Highway:

US Highway 63 (35.00 mi.)

Nearest Interstate:

Interstate 70 (30.00 mi.)

Nearest Airport:

Marshall Memorial Municipal Airport (27.00 mi.)

Nearest Commercial Airport:

Columbia Regional Airport (56.00 mi.)

Rail Served:

Unknown

Rail Served By:

Other

Rail Infrastructure in Place:

Unknown

Utilities

Electric:

Evergy - John Engelmann

Natural Gas:

Ameren Missouri

Water:

City of Glasgow

Sewer:

City of Glasgow



Zoning:	Retail
Topography:	Flat
Within City Limits:	Yes
Last Updated:	Feb 16, 2023

Economic Development Contact

Randy Asbury
Moberly Area Economic Development Corporation
115 N WILLIAMS ST
MOBERLY, MO 65270-1563
(660) 263-8811 | rasbury@moberly-edc.com

Property and Area Description

Prime retail land with frontage on Business 63 including two 1 acre out lots. Surrounding business include McDonalds, Long John Silvers, Taco Bell, Burger King and more. Build-to-suit options available with traffic counts in excess of 15,600 per day. One .99 acre lot & 9.5 acre parcel available. Located on North Morley St., the main North-South artery in Moberly. Lot 3 and the 9.5 acres will be accessed by a multi-lane ingress street off of N. Morley St.

Population

	22,540 10 Mile Radius	36,723 20 Mile Radius	84,630 30 Mile Radius
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Source: ESRI®, 2023

Households

	8,597 10 Mile Radius	14,063 20 Mile Radius	33,033 30 Mile Radius
--	-------------------------	--------------------------	--------------------------

Source: ESRI®, 2023

Transportation

Nearest Highway: US Highway 63 (.5 mi.)
Nearest Interstate: Interstate 70 (35 mi.)
Nearest Airport: General Omar Bradley Airport (2 mi.)
Nearest Commercial Airport: Columbia Regional Airport (40 mi.)
Rail Served: No
Rail Served By: Unknown
Rail Accessible: Unknown
Rail Infrastructure in Place: Unknown

Utilities

Natural Gas: Ameren Missouri
Water: City of Moberly
Sewer: City of Moberly
Telecommunications: AT&T



Zoning:	Retail
Topography:	Flat
Within City Limits:	Yes
Last Updated:	Feb 16, 2023

Economic Development Contact

Randy Asbury
Moberly Area Economic Development Corporation
115 N WILLIAMS ST
MOBERLY, MO 65270-1563
(660) 263-8811 | rasbury@moberly-edc.com

Property and Area Description

7.1 acres m/a available, located on US Highway 24, within .5 mile of the Highway 24 and Highway 63 Business interchange. High traffic volume daily, lots of potential.

Population

	22,663 10 Mile Radius	37,034 20 Mile Radius	84,807 30 Mile Radius
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Source: ESRI®, 2023

Households

	8,658 10 Mile Radius	14,163 20 Mile Radius	33,010 30 Mile Radius
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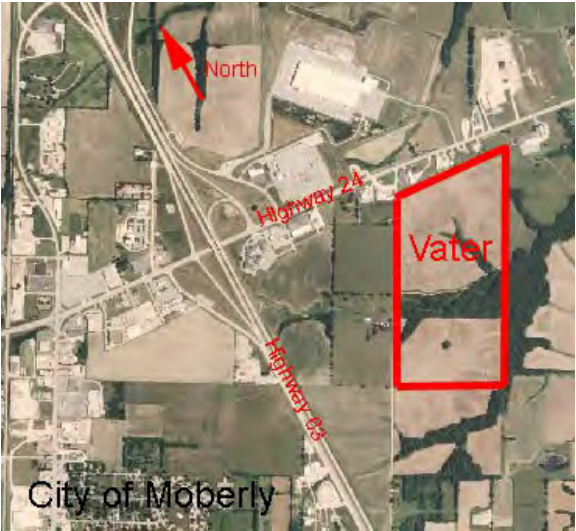
Source: ESRI®, 2023

Transportation

- Nearest Highway: US Highway 63 (.5 mi.)
- Nearest Interstate: Interstate 70 (30 mi.)
- Nearest Airport: General Omar Bradley Airport (2 mi.)
- Nearest Commercial Airport: Columbia Regional Airport (40 mi.)
- Rail Served: No
- Rail Served By: Unknown
- Rail Accessible: Unknown
- Rail Infrastructure in Place: Unknown

Utilities

- Natural Gas: Ameren Missouri
- Water: City of Moberly
- Sewer: City of Moberly
- Telecommunications: AT&T



Zoning:	Agriculture
Topography:	Flat to rolling
Sale Price Note:	Negotiable based on lot size
Last Updated:	Feb 16, 2023

Economic Development Contact

Randy Asbury
Moberly Area Economic Development Corporation
115 N WILLIAMS ST
MOBERLY, MO 65270-1563
(660) 263-8811 | rasbury@moberly-edc.com

Property and Area Description

112 Acres located just a couple hundred feet from Highway 24 and less than 1/2 mile from Highway 63

Population

	22,441 10 Mile Radius	35,297 20 Mile Radius	85,436 30 Mile Radius
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Source: ESRI®, 2023

Households

	8,489 10 Mile Radius	13,470 20 Mile Radius	33,329 30 Mile Radius
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Source: ESRI®, 2023


Transportation

Nearest Highway: US Highway 63 (.1 mi.)
Nearest Interstate: Interstate 70 (35 mi.)
Nearest Airport: General Omar Bradley Airport (2 mi.)
Nearest Commercial Airport: Columbia Regional Airport (40 mi.)
Rail Served: No
Rail Served By: Unknown
Rail Accessible: Unknown
Rail Infrastructure in Place: Unknown

Utilities


Natural Gas: Ameren Missouri
Water: City of Moberly
Sewer: City of Moberly
Telecommunications: AT&T





PO Box 676
1313 Riley Industrial Dr.
Moberly, MO 65270
Phone: 660-263-1312
Fax: 660-263-4853

Commercial Lots Available
Excellent 4-Lane or Highway 24 Frontage Exposure



Located at the Intersection of
Highway 63 & Highway 24,
Moberly, MO

Zoning:	Commercial
Topography:	Flat to rolling
Within City Limits:	Yes
Sale Price Note:	Varies by lot
Last Updated:	Feb 16, 2023


Economic Development Contact

Randy Asbury
Moberly Area Economic Development Corporation
115 N WILLIAMS ST
MOBERLY, MO 65270-1563
(660) 263-8811 | rasbury@moberly-edc.com

Property and Area Description


30 lots from .6 acre to 1.94 acre. Prime retail or office lots. Located in new subdivision now anchored by Lowe's. No side boundary building set-backs so multiple lots can be purchased and a single structure built across the lots.

Population

	11,877 10 Mile Radius	99,539 20 Mile Radius	253,413 30 Mile Radius
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Source: ESRI®, 2023

Households

	3,741 10 Mile Radius	39,516 20 Mile Radius	100,821 30 Mile Radius
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Source: ESRI®, 2023

Transportation

- Nearest Highway: US Highway 63 (0 mi.)
- Nearest Interstate: Interstate 70 (30 mi.)
- Nearest Airport: General Omar Bradley Airport (2 mi.)
- Nearest Commercial Airport: Columbia Regional Airport (35 mi.)
- Rail Served: No
- Rail Served By: Unknown
- Rail Accessible: Unknown
- Rail Infrastructure in Place: Unknown

Utilities

- Natural Gas: Ameren Missouri
- Water: City of Moberly
- Sewer: City of Moberly
- Telecommunications: AT&T

State & Local Incentives

HOWARD & RANDOLPH COUNTY

Incentives are available from local, state, and federal governments to encourage new investment in the MAEDC Region. Among these incentive programs are financing programs, tax relief, land acquisition and assembly, infrastructure assistance, professional development and training, as well as other programs that can make a huge impact on your costs.

