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# Contents

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## What will I find in this report?

### **My Customers**

The Consumers/Residents section provides summarized demographic information for Randolph County, Missouri. This information provides a snapshot of the makeup of the community of potential customers in the area

### **Business Comparison**

The Business Comparison section provides summarized information about Custom Industries businesses in Randolph County, Missouri. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

### **Consumer Spending**

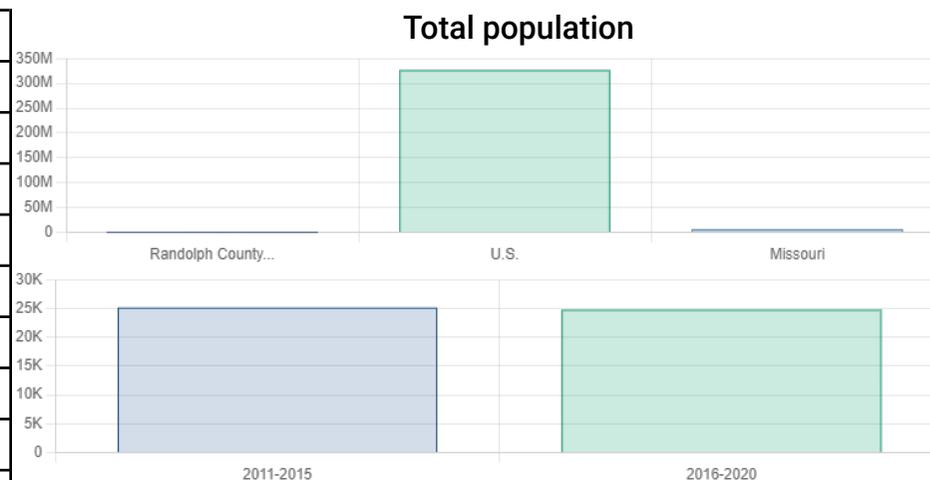
The Consumer Spending section provides a high-level overview of the spending patterns of consumers in Randolph County, Missouri.

# Demographic Characteristics

# Consumers/Residents

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

Name	Estimate	MoE +/-
Total population	24,769	
Percent male	52.0%	
Percent female	48.0%	
Percent under 5 years	6.0%	
Percent under 18 years	21.7%	
Percent 18 years and over	78.3%	
Percent 21 years and over	74.3%	
Percent working age (25 to 64 years)	52.8%	
Percent 65 years and over	16.4%	
Median age	39.2	0.9
Percent White	89.26%	
Percent Black or African American	5.99%	
Percent American Indian and Alaska Native	0.59%	
Percent Asian	0.63%	
Percent Native Hawaiian and Other Pacific Islander	0.00%	
Percent some other race	0.50%	
Percent two or more races	3.04%	
Percent Hispanic (of any race)	2.15%	



# Socioeconomic Characteristics

# Consumers/Residents

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

Name	Estimate	MoE +/-
Median household income	\$50,440	\$2,365
Average income	\$59,724	\$3,820
Percent high school degree or higher	88.6%	3.8%
Percent Bachelor's degree or higher	17.9%	2.2%
Average household size	2.55	0.09
Percent in poverty	15.4%	2.7%
Percent population 16 years and over in labor force	56.2%	2.1%
Percent employed	53.5%	2.2%
Percent disabled	17.1%	1.3%
Percent with health coverage	89.8%	1.4%
Percent of all workers 16 and over who commute to work	96.4%	3.1%
Percent who drive alone to work	84.2%	2.9%
Percent who carpool to work	9.2%	2.0%
Percent who use public transportation to commute to work	0.4%	0.4%
Percent who walk to work	0.5%	0.4%
Percent who use other means to commute to work	2.1%	1.1%
Percent who work from home	3.6%	1.3%
Average travel time to work (mins)	21.0	1.8



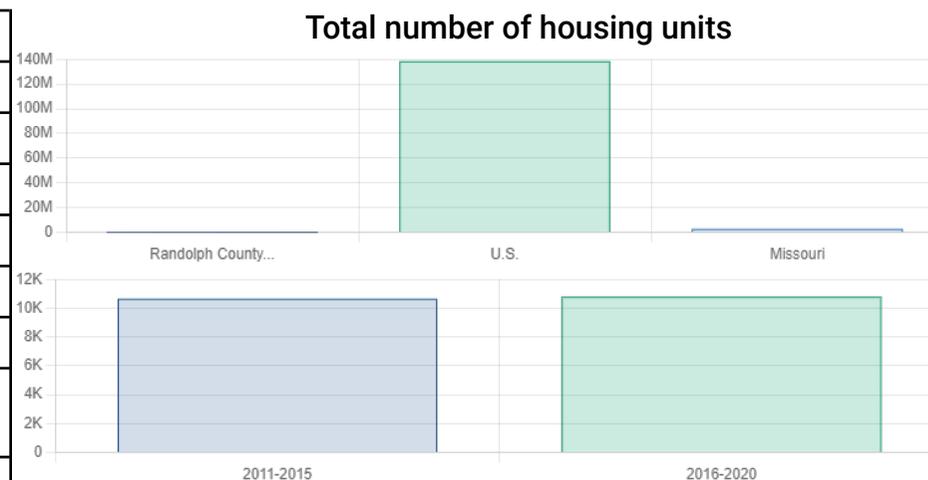
Name	Estimate	MoE +/-
Percent with no vehicles available	5.0%	1.4%
Percent with 1 vehicle available	30.3%	3.1%
Percent with 2 or more vehicles available	64.7%	3.6%
Percent veterans	7.8%	1.0%
Percent foreign born	1.2%	
Percent speaking Spanish at home	0.7%	0.4%
Percent speaking other Indo-European languages at home	0.7%	0.6%
Percent speaking other Asian and Pacific Island languages at home	0.5%	0.2%

# Housing Characteristics

# Consumers/Residents

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

Name	Estimate	MoE +/-
Total number of housing units	10,800	100
Owner-occupied housing units	6,304	320
Renter-occupied housing units	2,568	270
Single-family detached units	7,891	319
Home ownership rate	71.1%	2.7%
Vacancy rate	17.9%	2.6%
Percent with a broadband internet subscription	79.0%	2.6%
Median owner-occupied housing unit value	\$108,600	\$9,391
Average housing value	\$133,140	\$11,583
Median selected monthly owner cost	\$677	\$46
Average monthly owner cost (with a mortgage)	\$596	\$64
Median rent (housing)	\$677	\$56
Average rent (housing)	\$472	\$80
Median year structure built	1972	2

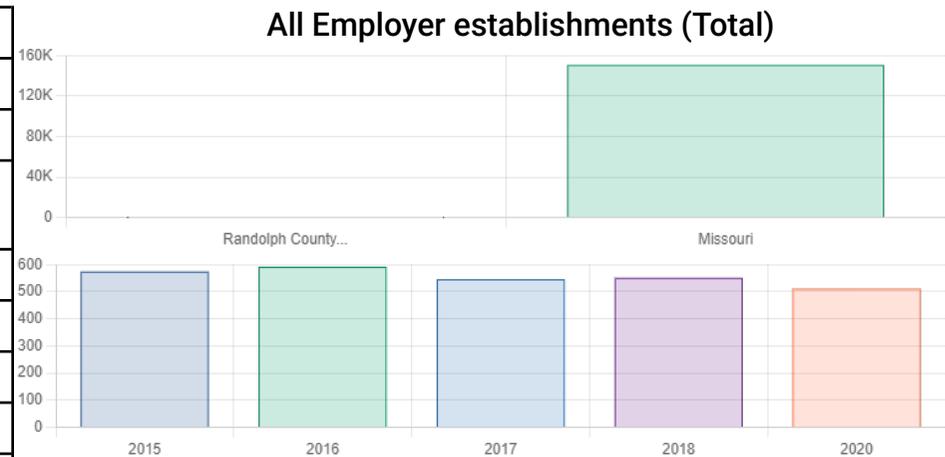


# Employer Businesses

# Business Summary

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

Name	Estimate	MoE +/-
All Employer establishments (Total)	511	
Average employment per employer	15	
Establishments with less than 5 employees	268	
Establishments with 5 to 9 employees	106	
Average payroll per employee	\$38,850	
Establishments with 10 to 19 employees	66	
Establishments with 20 to 49 employees	41	
Establishments with 50 to 99 employees	15	
Population per employer	49	
Establishments with 100 to 249 employees	12	
Establishments with 250 to 499 employees	3	
Establishments with 500 to 999 employees	n/a	
Establishments with 1,000 employees or more	n/a	
Total employment of employers	7,493	
Total annual payroll of employers (\$1,000)	\$291,102	
Number of farm operations (Ag only)	145	



# Business Revenue

# Business Summary

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

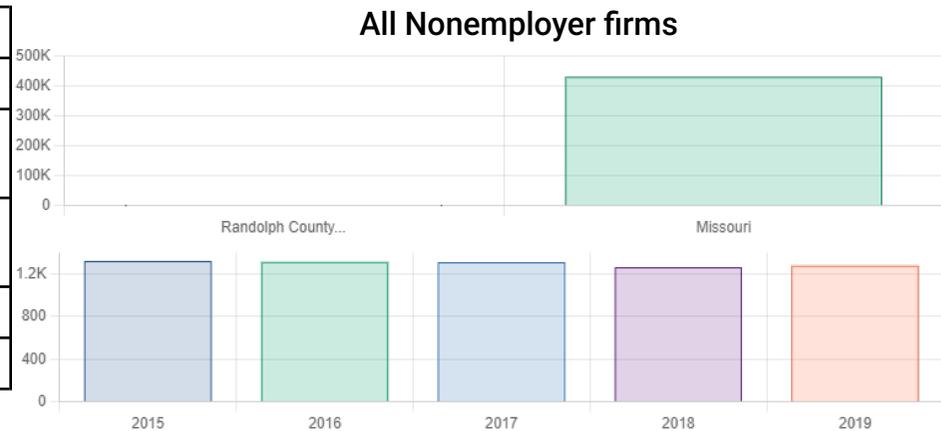
Name	Estimate	MoE +/-
Average revenue per employer (\$1,000)	n/a	
Average revenue per employee	n/a	
Average revenue per \$ of payroll	n/a	
Total revenue of employers (\$1,000)	n/a	

# Nonemployer Businesses

# Business Summary

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

Name	Estimate	MoE +/-
All Nonemployer firms	1,278	
Total number of employers and nonemployers	1,810	
Total revenue of employers and nonemployers (\$1,000)	n/a	
Revenue of nonemployer firms (\$1,000)	\$59,828	
Revenue per nonemployer firm (\$1,000)	\$47	



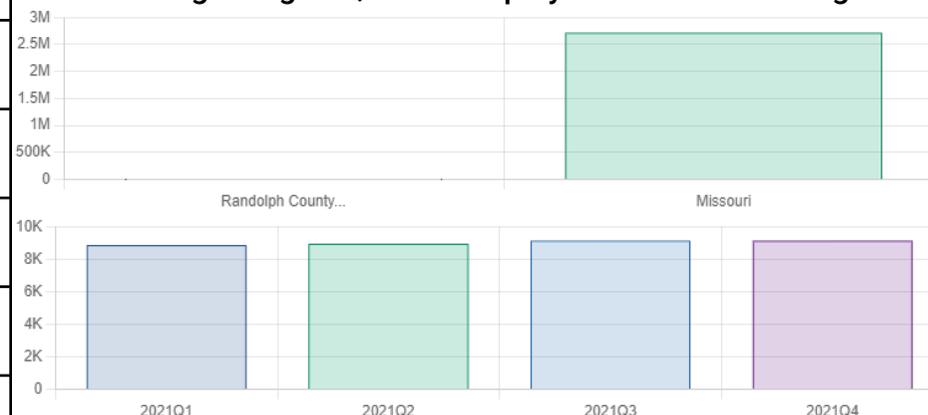
# Workforce

# Business Summary

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

Name	Estimate	MoE +/-
Beginning of Quarter Employment - All worker ages	9,129	
Beginning of Quarter Employment - Worker age 14-18	396	
Beginning of Quarter Employment - Worker age 19-21	523	
Beginning of Quarter Employment - Worker age 22-24	552	
Beginning of Quarter Employment - Worker age 25-34	1,825	
Beginning of Quarter Employment - Worker age 35-44	1,845	
Beginning of Quarter Employment - Worker age 45-54	1,797	
Beginning of Quarter Employment - Worker age 55-64	1,587	
Beginning of Quarter Employment - Worker age 65-99	604	
All Hires - All educational attainment	1,794	
All Hires - Less than High School education	175	
All Hires - High School education	405	
All Hires - Associates degree (some college)	394	

Beginning of Quarter Employment - All worker ages



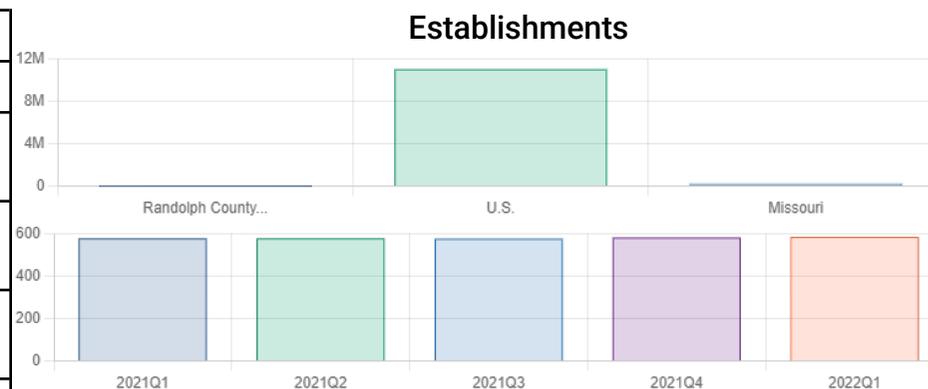
Name	Estimate	MoE +/-
All Hires - Bachelor's degree or higher	236	
Separations	1,785	
Firm Job Gains	341	
Firm Job Loss	332	
Firm Job Change	10	
Average Monthly Earnings (\$)	\$3,996	

# Quarterly Businesses

# Business Summary

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

Name	Estimate	MoE +/-
Establishments	583	
Number of establishments change (2021 to 2022)	6	
Number of establishments percent change (2021 to 2022) (%)	1.0%	
Number of establishments location quotient	0.92	
Employment (1st month of the quarter)	7,504	
Employment change month 1 (1st month of the quarter in 2021 to 2022)	442	
Employment percent change (1st month of the quarter in 2021 to 2022) (%)	6.3%	
Employment location quotient (1st month of the quarter)	0.94	
Employment (2nd month of the quarter)	7,540	
Employment change month 2 (2nd month of the quarter in 2021 to 2022)	472	
Employment percent change (2nd month of the quarter in 2021 to 2022) (%)	6.7%	
Employment location quotient (2nd month of the quarter)	0.93	
Employment (3rd month of the quarter)	7,569	
Employment change month 3 (3rd month of the quarter in 2021 to 2022)	407	



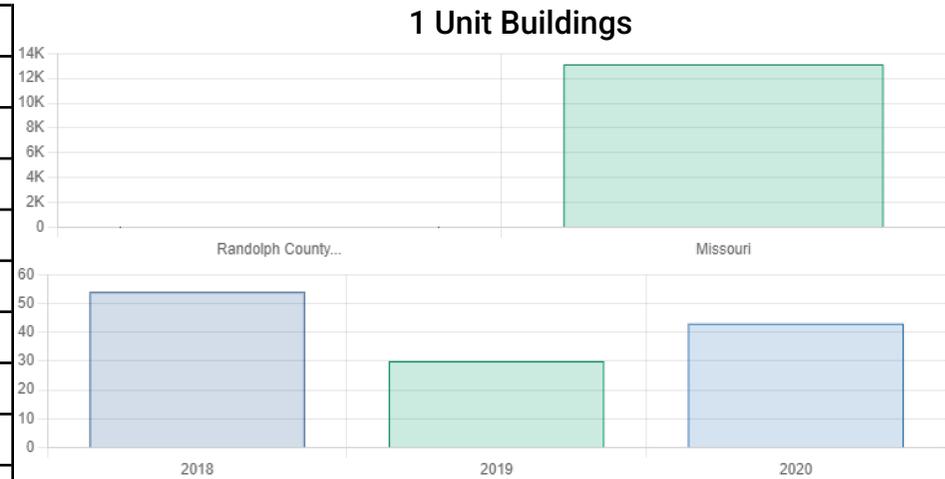
Name	Estimate	MoE +/-
Employment percent change (3rd month of the quarter in 2021 to 2022) (%)	5.7%	
Employment location quotient (3rd month of the quarter)	0.93	
Total wages (\$)	\$84,766,505	
Total wages change (2021 to 2022) (\$)	\$11,821,644	
Total wages percent change (2021 to 2022) (%)	16.2%	
Total wages location quotient	0.95	
Average weekly wages (\$)	\$865	
Average weekly wages change (2021 to 2022) (\$)	\$74	
Average weekly wages percent change (2021 to 2022) (%)	9.4%	
Average weekly wages location quotient	1.02	

# Building Permits

# Business Summary

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

Name	Estimate	MoE +/-
1 Unit Buildings	43	
1 Unit Building Units	43	
1 Unit Building Value (\$1,000)	\$6,820,000	
2 Unit Buildings	0	
2 Unit Building Units	0	
2 Unit Building Value (\$1,000)	\$0	
3-4 Unit Buildings	0	
3-4 Unit Building Units	0	
3-4 Unit Building Value (\$1,000)	\$0	
5+ Unit Buildings	0	
5+ Unit Building Units	0	
5+ Unit Building Value (\$1,000)	\$0	





	All Employer establishments (Total)	All Nonemployer firms	Total employment of employers	Total annual payroll of employers (\$1,000)	Total revenue of employers (\$1,000)	Revenue of nonemployer firms (\$1,000)	Number of farm operations (Ag only)
Extraction							
Other Services	63	169	263	\$6,017	\$11,390	\$4,616	n/a
Professional, Scientific, and Technical Services	23	114	96	\$2,490	\$6,832	\$5,043	n/a
Real Estate and Rental and Leasing	19	124	89	\$2,144	\$8,787	\$7,453	n/a
Retail Trade	87	149	1,198	\$32,424	\$308,624	\$6,547	n/a
Transportation and Warehousing	31	92	1,070	\$43,173	\$27,507	\$7,606	n/a
Utilities	4	n/a	277	\$28,110	n/a	n/a	n/a
Wholesale Trade	15	16	260	\$16,417	n/a	\$1,179	n/a

# Key Ratios

# Business Comparison

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

	Average employment per employer	Average revenue per employer (\$1,000)	Average payroll per employee	Population per employer	Revenue per nonemployer firm (\$1,000)
All Sectors	15	n/a	\$38,850	49	\$47
Accommodation and Food Services	14	\$694	\$14,253	579	\$26
Administrative and Support and Waste Management and Remediation Services	11	\$1,241	\$54,209	1,244	\$34
Agriculture, Forestry, Fishing, and Hunting	1	n/a	\$37,333	8,293	\$82
Arts, Entertainment, and Recreation	24	\$268	\$8,658	8,293	\$8
Construction	6	n/a	\$37,452	607	\$59
Educational Services	57	n/a	\$15,850	6,220	\$11
Finance & Insurance	10	n/a	\$60,479	579	\$58
Health Care and Social Assistance	17	\$1,677	\$38,902	355	\$31
Information	9	n/a	\$31,195	1,914	\$33
Management of Companies and Enterprises	n/a	n/a	n/a	n/a	n/a
Manufacturing	42	\$8,637	\$42,849	1,037	\$76
Mining and Oil and Gas Extraction	n/a	n/a	n/a	n/a	n/a
Other Services	4	\$300	\$22,878	395	\$27
Professional, Scientific, and Technical Services	4	\$311	\$25,938	1,082	\$44
Real Estate and Rental and Leasing	5	\$488	\$24,090	1,309	\$60
Retail Trade	14	\$3,086	\$27,065	286	\$44

	Average employment per employer	Average revenue per employer (\$1,000)	Average payroll per employee	Population per employer	Revenue per nonemployer firm (\$1,000)
Transportation and Warehousing	35	\$917	\$40,349	803	\$83
Utilities	69	n/a	\$101,480	6,220	n/a
Wholesale Trade	17	n/a	\$63,142	1,659	\$74





	Percent Male-owned employer firms	Percent Veteran-owned employer firms
All Sectors	35%	9%
Accommodation and Food Services	n/a	n/a
Administrative and Support and Waste Management and Remediation Services	n/a	n/a
Agriculture, Forestry, Fishing, and Hunting	n/a	n/a
Arts, Entertainment, and Recreation	n/a	n/a
Construction	n/a	n/a
Educational Services	n/a	n/a
Finance & Insurance	n/a	n/a
Health Care and Social Assistance	n/a	n/a
Information	n/a	n/a
Management of Companies and Enterprises	n/a	n/a
Manufacturing	n/a	n/a
Mining and Oil and Gas Extraction	n/a	n/a
Other Services	n/a	n/a
Professional, Scientific, and Technical Services	n/a	n/a
Real Estate and Rental and Leasing	n/a	n/a
Retail Trade	n/a	n/a
Transportation and Warehousing	n/a	n/a
Utilities	n/a	n/a
Wholesale Trade	n/a	n/a

# Consumer Spending

# Consumer Spending

Includes information on consumer expenditures per household in 2021 from Esri

Name	Estimate	MoE +/-
Total consumer expenditures per household	\$54,392.46	
Consumer expenditures per household on Alcoholic beverages	\$397.32	
Consumer expenditures per household on Alcoholic beverages consumed at home	\$248.19	
Consumer expenditures per household on Beer consumed away from home	\$69.22	
Consumer expenditures per household on Wine consumed away from home	\$28.61	
Consumer expenditures per household on Apparel & services	\$1,440.82	
Consumer expenditures per household on Men's Apparel	\$257.11	
Consumer expenditures per household on Women's Apparel	\$506.00	
Consumer expenditures per household on Children's Apparel	\$214.07	
Consumer expenditures per household on Boys' Apparel	\$69.48	
Consumer expenditures per household on Girls' Apparel	\$83.45	
Consumer expenditures per household on Footware	\$335.99	
Consumer expenditures per household on Dining out (Food away from home)	\$2,554.97	

Name	Estimate	MoE +/-
Consumer expenditures per household on Dining out - Breakfast	\$257.01	
Consumer expenditures per household on Dining out - Lunch	\$836.47	
Consumer expenditures per household on Dining out - Dinner	\$1,176.34	
Consumer expenditures per household on Education	\$945.58	
Consumer expenditures per household on Entertainment / Recreation	\$2,386.66	
Consumer expenditures per household on Club membership fees	\$144.41	
Consumer expenditures per household on Dating services	\$0.68	
Consumer expenditures per household on Pet food	\$242.87	
Consumer expenditures per household on Pet services	\$50.82	
Consumer expenditures per household on Food consumed at home	\$3,972.56	
Consumer expenditures per household on Bakery products consumed at home	\$511.69	
Consumer expenditures per household on Dairy products consumed at home	\$397.48	
Consumer expenditures per household on Fruits and vegetables consumed at home	\$732.20	
Consumer expenditures per household on Meat, poultry, fish, and eggs consumed at home	\$870.64	

Name	Estimate	MoE +/-
Consumer expenditures per household on Nonalcoholic beverages consumed at home	\$407.37	
Consumer expenditures per household on Snacks and other food products consumed at home	\$1,460.55	
Consumer expenditures per household on Health Care	\$4,874.07	
Consumer expenditures per household on Medical services	\$866.57	
Consumer expenditures per household on Nonprescription drugs	\$138.28	
Consumer expenditures per household on Household Services	\$1,522.69	
Consumer expenditures per household on Care for the elderly and handicapped	\$37.26	
Consumer expenditures per household on Lawn and garden services	\$405.42	
Consumer expenditures per household on Housekeeping services	\$110.48	
Consumer expenditures per household on PC repair	\$4.29	
Consumer expenditures per household on Housing	\$16,342.64	
Consumer expenditures per household on Home improvements	\$2,496.97	
Consumer expenditures per household on Utilities, fuel, and public services	\$3,845.29	
Consumer expenditures per household on Phone services	\$1,275.57	

Name	Estimate	MoE +/-
Consumer expenditures per household on Water	\$572.17	
Consumer expenditures per household on Life and other insurance	\$445.77	
Consumer expenditures per household on Pensions and social security	\$5,393.95	
Consumer expenditures per household on Personal Care Products and Services	\$607.67	
Consumer expenditures per household on Hair care products	\$65.23	
Consumer expenditures per household on Personal care products	\$252.31	
Consumer expenditures per household on Local Transportation	\$6,840.87	
Consumer expenditures per household on Gasoline	\$1,770.93	
Consumer expenditures per household on Vehicle maintenance and repair	\$836.81	
Consumer expenditures per household on Travel	\$1,588.64	
Consumer expenditures per household on Airline fares	\$351.91	
Consumer expenditures per household on Auto/Truck rental on trips	\$31.36	
Consumer expenditures per household on Lodging on trips	\$462.99	
Consumer expenditures per household on Food and drink on trips	\$383.91	
Consumer expenditures per household on	\$111.29	

Name	Estimate	MoE +/-
Entertainment on trips		

# About Data

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

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

- **Note**

- **Suppressed Definitions**

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