2008 Lake Business Conference

March 25, 2008

Tan-Tar-A Resort in Osage Beach, MO

Bill Elder, Director
Office of Social & Economic Data Analysis (OSEDA)
University of Missouri
Overview

• **Large Scale Trends**
• **Trends in Missouri**
• **Trends at the Lake**
• **Emerging New Information Sources**

What we need to know about the American Community Survey - Census
Percent Population Change
April 1, 2000 to July 1, 2007

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

Missouri: 281,732
5 percent

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

Source: U.S. Census Bureau, Population Division, 2007
Percent Population Change in Missouri, by County
2000-2007

Source: Population Division, U. S. Census Bureau, Annual Estimates, April 1, 2000 - July 1, 2007
Prepared by: University of Missouri Extension, Office of Social and Economic Data Analysis (OSEDA)
Map Generated on: 20 Mar 2008
Natural Increase in Missouri Population by County
2000-2007

Map Generated on: 24 Mar 2008
Net Migration in Missouri Population by County
2000-2007

Prepared by: University of Missouri Extension, Office of Social and Economic Data Analysis (OSEDA)
Map Generated on: 24 Mar 2008
Employment in Missouri increased by 33,100 from April 2006 to April 2007, seasonally adjusted.

### Self-Sufficiency Wage Standards (Two Adults)

The self-sufficiency Standard for Missouri charts the actual cost of living and working. It measures how much income a family needs to pay for housing, food, childcare, healthcare, transportation and taxes—if they do not receive any help from relatives, friends or the government—based on the ages, as well as number of children in each household, and the family’s geographic location.

<table>
<thead>
<tr>
<th>County</th>
<th>Two Adults**</th>
<th>Two Adults w/Two Infants</th>
<th>Two Adults with Infant, Preschooler and School-aged Child**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camden</td>
<td>$20,341.20</td>
<td>$35,448.00</td>
<td>$44,387.76</td>
</tr>
<tr>
<td>Laclede</td>
<td>$19,547.64</td>
<td>$31,553.16</td>
<td>$38,711.52</td>
</tr>
<tr>
<td>Miller</td>
<td>$20,277.60</td>
<td>$29,493.36</td>
<td>$36,319.32</td>
</tr>
<tr>
<td>Morgan</td>
<td>$19,516.32</td>
<td>$28,664.52</td>
<td>$35,556.84</td>
</tr>
<tr>
<td>Pulaski</td>
<td>$20,468.52</td>
<td>$31,714.80</td>
<td>$38,031.24</td>
</tr>
<tr>
<td>5-county Average</td>
<td>$20,030.26</td>
<td>$31,374.77</td>
<td>$38,601.34</td>
</tr>
</tbody>
</table>

Note **: Original report (Missouri Workforce Gap Analysis: Needs Assessment) by Diana Pearce, PhD with Jennifer Brooks, Dec. 15, 2004
SOURCE: Missouri Department of Economic Development, MERIC
Unemployment Rates - September 2007
Not Seasonally Adjusted

Unemployment Rate
- 7.4 - 10.2
- 6.3 - 7.3
- 5.2 - 6.2
- 4.6 - 5.1
- 3.7 - 4.5

State Avg: 5.1%
New Businesses per 1,000 Population, 2006

Source: MERIC

Office of Social and Economic Data Analysis

University of Missouri Extension
How *flat* the world is depends on where you are standing...

- *The World is Flat* — “new oil wells”
  — Thomas Friedman
- *Making Globalization Work*
  — Joseph Stiglitz
- *Networking Diverse Assets, especially human capital... “collaboration” is hard*
America’s Perfect Storm
Three Forces Changing Our Nation’s Future

- Divergent skill distributions
- The changing economy
- Demographic shifts

Educational Testing Service

www.ets.org
Issues from the “Undertaker”

- Aging & Boomers
- Entitlements
- The “Conundrum”
- Globalization
- Energy
- Education
Change in the Hispanic Population 2000 - 2006

- Percent Change: U.S. 6.4% — Hispanic 25.5%.
- Hispanics (44.3 million)
- Blacks (38.3 million)
- Missouri Hispanic Population 2006
  - 164,194
  - 38.4% gain since 2000
## Enrollment Change
**From 1.4% to 2.8% in 5 years**

<table>
<thead>
<tr>
<th></th>
<th>1999</th>
<th>2005</th>
<th>Change</th>
<th>Pct Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>896,910</td>
<td>894,855</td>
<td>-2,055</td>
<td>-0.2%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>12,633</td>
<td>25,166</td>
<td>12,533</td>
<td>99.2%</td>
</tr>
</tbody>
</table>
Hispanic Population in Missouri, 2006

Prepared by: University of Missouri Extension, Office of Social and Economic Data Analysis (OSEDA)
Map Generated on 13 Nov 2007
Percent Missouri Population Age 65+: 1990-2020

SOURCE: Census Bureau/NCHS. Projection algorithm, programming by OSEDA
Chart Prepared by: University of Missouri Extension, Office of Social and Economic Data Analysis
24March2006
In coming decades, many forces will shape our economy and our society, but in all likelihood no single factor will have as pervasive an effect as the aging of our population.
Percent of Missouri's Population, 2005:
Age 65 and Older

Source: U.S. Census Bureau, 2000 Decennial Census
Produced by: University of Missouri Extension, Office of Social and Economic Data Analysis
Map generated on 28 June 2007
Population Age 60 to 80 Years, 2005 As A Percent of Total

Missouri = 14.7%

Source: National Center for Health Statistics and U.S. Bureau of the Census
Prepared by: University of Missouri Extension, Office of Social and Economic Data Analysis - (OSEDA)
Map Generated on 24April2007
Figure 4-5.  
**Labor Force Participation Rates for the Population Aged 55 to 64 by Sex: 1950 to 2003**

![Graph showing labor force participation rates for the population aged 55 to 64 by sex from 1950 to 2003.](image)

**Note:** The reference population for these data is the civilian noninstitutionalized population.

**Source:** Bureau of Labor Statistics, 2004c. For full citation, see references at end of chapter.
Regional Economic Share

2007 Missouri Economic Report

- St. Louis County 21%
- Upper South Central 3.6%
- Central 6.5%
- Jackson County 11%
Economic Share in Missouri by County, 2006

Source: MERIC
Missouri
Projected Employment Growth by Sector
2004-2014
Source: MERIC
Percent Population Change in Missouri, by County
2000-2007

Prepared by: University of Missouri Extension, Office of Social and Economic Data Analysis (OSEDA)
Map Generated on: 20 Mar 2008
Net Migration in Missouri Population by County
2000-2007

Prepared by: University of Missouri Extension, Office of Social and Economic Data Analysis (OSEDA)
Map Generated on: 24 Mar 2008
<table>
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<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Missouri</td>
<td>5,595,211</td>
<td>5,878,415</td>
<td>281,732</td>
<td>5.0%</td>
</tr>
<tr>
<td>5 County Area</td>
<td>153,602</td>
<td>165,922</td>
<td>12,322</td>
<td>8.0%</td>
</tr>
<tr>
<td>Camden</td>
<td>37,051</td>
<td>40,487</td>
<td>3,436</td>
<td>9.3%</td>
</tr>
<tr>
<td>Laclede</td>
<td>32,513</td>
<td>35,391</td>
<td>2,878</td>
<td>8.9%</td>
</tr>
<tr>
<td>Miller</td>
<td>23,564</td>
<td>24,898</td>
<td>1,336</td>
<td>5.7%</td>
</tr>
<tr>
<td>Morgan</td>
<td>19,309</td>
<td>20,820</td>
<td>1,511</td>
<td>7.8%</td>
</tr>
<tr>
<td>Pulaski (FLW)</td>
<td>41,165</td>
<td>44,326</td>
<td>3,161</td>
<td>7.7%</td>
</tr>
<tr>
<td>------------------</td>
<td>-----------------------------</td>
<td>----------------------------</td>
<td>-------------------------</td>
<td></td>
</tr>
<tr>
<td>Missouri</td>
<td>281,732</td>
<td>168,856</td>
<td>112,876</td>
<td></td>
</tr>
<tr>
<td>5 County Area</td>
<td>12,322</td>
<td>4,110</td>
<td>8,212</td>
<td></td>
</tr>
<tr>
<td>Camden</td>
<td>3,436</td>
<td>54</td>
<td>3,382</td>
<td></td>
</tr>
<tr>
<td>Laclede</td>
<td>2,878</td>
<td>959</td>
<td>1,919</td>
<td></td>
</tr>
<tr>
<td>Miller</td>
<td>1,336</td>
<td>391</td>
<td>945</td>
<td></td>
</tr>
<tr>
<td>Morgan</td>
<td>1,511</td>
<td>-56</td>
<td>1,567</td>
<td></td>
</tr>
<tr>
<td>Pulaski (FLW)</td>
<td>3,161</td>
<td>2,762</td>
<td>399</td>
<td></td>
</tr>
</tbody>
</table>
Residence One Year Ago

• Same House
  – 82.2% Missouri
  – 76.4% Five “Lake” Counties (PUMA 1300)

• Moved from different state
  – 2.8% Missouri
  – 8.1% PUMA 1300

Mobility of the Lake, but also relatively large segment of Military Personnel and families:

<table>
<thead>
<tr>
<th>State</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Missouri</td>
<td>16,695</td>
</tr>
<tr>
<td>Lake PUMA</td>
<td>8,803</td>
</tr>
</tbody>
</table>

American Community Survey, 2006
Housing Units in Area

- Total Housing Units: 94,763
- Owner Occupied: 45,038
- Renter Occupied: 16,919
- “Seasonal”: 25,786

American Community Survey, 2006
Median Household Income

- Missouri $42,841
- Lake PUMA $36,059

Poverty Rate

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Missouri</td>
<td>13.6%</td>
</tr>
<tr>
<td>Lake PUMA</td>
<td>12.9%</td>
</tr>
</tbody>
</table>

American Community Survey, 2006
Family Households

- Percent of Households that are families
  - Missouri: 65.9%
  - Lake PUMA: 69.5%

- Percent Married
  - Missouri: 51.8%
  - Lake PUMA: 56.3%

American Community Survey, 2006
2006 Glimpse of the Older Population
Percent of the Population 65+

- United States 12.4%
- Missouri 13.3%
- Lake PUMA 14.7% (24,713)

American Community Survey, 2006
Occupation & Industry Employment

- Retail Trade Industry
  - Missouri 12.2%
  - Lake PUMA 14.9%

- Service Occupations
  - Missouri 16.5%
  - Lake PUMA 17.9%

Working at Home

- Missouri 4.1%
- Lake PUMA 13.4%

American Community Survey, 2006
Residence One-Year Ago

- Same House
  - 82.2% Missouri
  - 76.4% Five “Lake” Counties (puma 1300)
- Moved from different state
  - 2.8% Missouri
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Mobility of the Lake, but also relatively large segment of Military Personnel and families:

- Missouri 16,695
- Lake PUMA 8,803

American Community Survey, 2006
Housing Units in Area

- Total Housing Units 94,763
- Owner Occupied 45,038
- Renter Occupied 16,919
- “Seasonal” 25,786

American Community Survey, 2006
American Community Survey

• In Autumn, 2008 it will be available for areas of 20,000 population or more
• Hence, county level information about the lake
More than a million Missourians moved

Where Missourians Living in a Different House a Year Ago Moved From
U.S. Census: American Community Survey, 2006

- Different State: 16%
- Same County: 56%
- Different County: 26%
- Abroad: 2%

The Missouri percent of movers (17.8%) is slightly higher than U.S. level (16.8%)
Median Household Income by State, 2006 (In 2006 Inflation-Adjusted Dollars)

U.S. Median Household Income = $48,451

Source: U.S. Census Bureau, 2006 American Community Survey
Prepared by: University of Missouri Extension, Office of Social and Economic Data Analysis - (OSEDA)
Map Generated 3 Sep 2007
Median Household Income by PUMA, 2006
(In 2006 Inflation-Adjusted Dollars)

Source: U.S. Census Bureau, 2006 American Community Survey
Prepared by: University of Missouri Extension, Office of Social and Economic Data Analysis (OSEDA)
Map Generated: 5 Sep 2007
Missouri Median Household Income

American Community Survey (Adjusted to 2006)

- 2005 $43,310 +/- $456
- 2006 $42,841 +/- $449
  Change - $469 +/- $640
Missouri Median Household Income

American Community Survey (Adjusted to 2006)
- 2005: $43,310 +/- $456
- 2006: $42,841 +/- $449
- Change: - $469 +/- $640

Note the differences in the 90 percent margins of error between the ACS and CPS.

Current Population Survey (not adj.)
- 2005: $44,686 +/- $1,465
- 2006: $44,487 +/- $1,647

(None of the differences are statistically significant.)
<table>
<thead>
<tr>
<th>ACS</th>
<th>CPS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Geography</strong></td>
<td>Nation, states, and cities and counties of 65,000 or more. Eventually, areas as small as <em>census tracts</em> using multi-year averages.</td>
</tr>
<tr>
<td><strong>Sample Size</strong></td>
<td>About 3 million addresses per year. Data are collected from about one-twelfth of the sample each month.</td>
</tr>
</tbody>
</table>
ACS Plans

• ACS data are available now for areas with populations of 65,000 or more.
• In 2008, the Census Bureau will release the three-year estimates for areas with populations of 20,000 or more.
• In 2010, 5-year estimates will be released including the smallest of geographic areas—down to the tract and block group levels.
ACS Implications

- Annual small area estimates & indicators
- Methods may better reflect seasonal areas
- Change more *apparent* in larger areas
- Estimates and projections reworked…
- Demand for integration and meaning
  
  …*Google Earth* on data steroids…
Google OSEDA for More
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