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RECENT CHANGES IN MISSOURI AND  
IMPLICATIONS FOR ADULT EDUCATION

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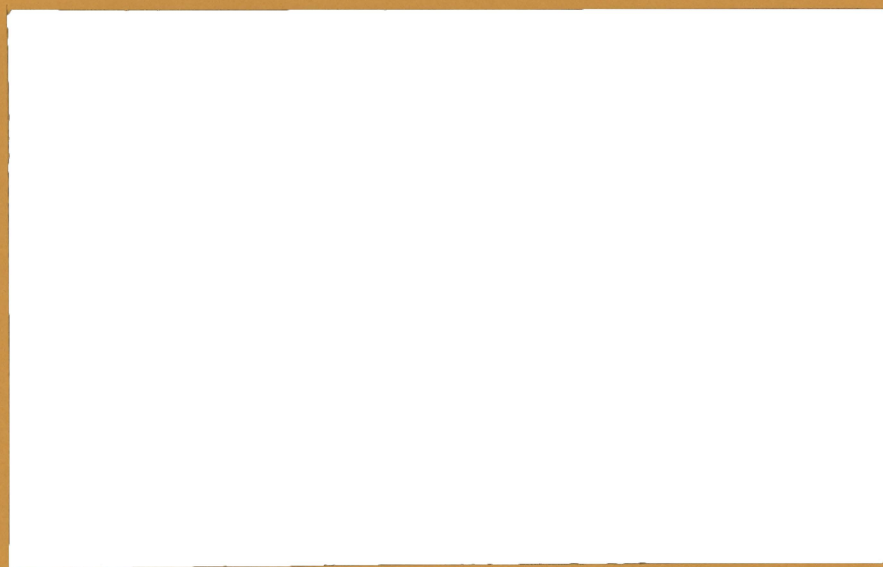
REPORT 009

November, 1981

OFFICE OF SOCIAL AND  
ECONOMIC DATA ANALYSIS

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RECENT CHANGES IN MISSOURI AND  
IMPLICATIONS FOR ADULT EDUCATION

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Sometimes the best way to predict the future is what has happened in the past - some of the trends from the 1960's continued on into the 1970's and will probably continue through the 1980's:

- More employment in services
- An increasing percentage of the elderly in the population
- Fewer farms producing a larger percentage of the total output
- Increasing education levels of the population

SERVICE INDUSTRIES IN MISSOURI RECORDED THE LARGEST GAINS IN WAGE AND SALARY EMPLOYMENT -- 47.3% (Visual)

ONE OUT OF EVERY THREE NEW JOBS IN THE STATE SINCE 1970 HAS BEEN IN A SERVICE INDUSTRY (Visual)

Some of the trends from the 1960's continued through the 1970's and may, or may not, continue in the 1980's:

- Decline in the percentage of low income families
- Increases in real family income
- Rural industrialization
- Increasing services provided by government
- Increasing travel

But sometimes there is a change in direction, and past trends offer little guidance of what will happen in the future. There are at least three things that happened in the 1970's that represent a break from the past:



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AND SALARY EMPLOYMENT -- 47.3%

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IN A SERVICE INDUSTRY

BETWEEN 1970 AND 1979 EMPLOYMENT IN THE U.S. GREW BY 26.2%

--Rural population turnaround

--The realization of resource limitation and the prospect of lower aspirations

--Technology that may transform how we do business

We would not have been likely to talk about any of these at an annual conference in 1971.

The change in population toward rural Missouri was not great (more than 3 of 5 Missourians still live in a metropolitan area) but is significant because it reversed a trend that was uninterrupted throughout this century:

--But metro-nonmetro doesn't tell the whole story

-Kansas City and St. Louis declined to only 18% of the population while their fringes increased.

-95 of the 115 counties increased in population

-32 of the nonmetro counties increased by 20% or more -  
3 counties by more than 50%

METROPOLITAN, CENTRAL CITY, & NONMETROPOLITAN POPULATION  
AS A PERCENT OF THE STATE'S TOTAL POPULATION (Visual)

	<u>1970</u>	<u>1980</u>	<u>Change</u>
Metropolitan Areas	<u>64.7</u>	<u>62.3</u>	<u>-2.4</u>
Central Cities	24.2	18.3	-5.9
Kansas City	10.9	9.1	-1.8
St. Louis	13.3	9.2	-4.1
Noncentral Cities	<u>40.5</u>	<u>44.0</u>	<u>3.5</u>
Nonmetropolitan	<u>35.3</u>	<u>37.7</u>	<u>2.4</u>

The counties that lost are mostly commercial agricultural counties in north Missouri and the Bootheel.

The story of the 1970's is that Missouri cities spread out even further; Boone county is typical - the county grew by 20,000 but only 4,000 of that was in Columbia.

But this didn't happen because families got larger - the population changed because people moved: Also some of rural Missouri's population



METROPOLITAN, CENTRAL CITY & NON-METROPOLITAN POPULATION  
AS A PERCENT OF STATE'S TOTAL POPULATION

	<u>1970</u>	<u>1980</u>	<u>CHANGE</u>
METROPOLITAN AREAS	<u>64.7</u>	<u>62.3</u>	<u>-2.4</u>
CENTRAL CITIES	24.2	18.3	-5.9
KANSAS CITY	10.9	9.1	-1.8
ST. LOUIS	13.3	9.2	-4.1
NON-CENTRAL CITIES	<u>40.5</u>	<u>44.0</u>	<u>3.5</u>
NON-METROPOLITAN	<u>35.3</u>	<u>37.7</u>	<u>2.4</u>

increase occurred because young people didn't move. But people don't move just for the sake of moving.

--They moved, or stayed put, because there was some increase in jobs in rural Missouri

--Many moved, or stayed put, because the cost of living (especially for housing) was cheaper

FROM 1973 TO 1979 MANUFACTURING JOBS...

INCREASED BY 10,900 IN NONMETRO MISSOURI

AND...

DECREASED BY 6,200 IN METRO MISSOURI (Visual)

But for many that has meant:

--Commuting further to work

--Many retirees moved or stayed put because of lifestyle, cost of living and the quality of life - in many southern Missouri counties as much as 25 percent of the total county income comes from retirement.

ABOUT 90% OF ALL WAGE AND SALARY EMPLOYMENT IS FOUND WITHIN THE STATE'S METROPOLITAN AREAS (Visual)

But the population increase in rural areas has not been a panacea - the rural counties that increased in population did not have as great a gain in per capita income as the counties that lost population during the 1970's.

As Synder mentioned, there are some fundamental changes in the type of work - we've seen most of those in Missouri in the 1970's:

--Missouri nonfarm employment increased during the 1970's at a slightly lower rate than the U.S.

--94% of the increase was nonmanufacturing

--But just like the U.S., the most rapidly growing sector is in services and technology

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THE STATE'S METROPOLITAN AREAS

(4)

IN MISSOURI, THE INCREASE IN EMPLOYMENT WAS 21.0% OR  
349,000 JOBS (Visual)

94.8% OF THE INCREASED EMPLOYMENT IN MISSOURI BETWEEN 1970  
AND 1979 WAS IN NONMANUFACTURING INDUSTRIES (Visual)

We can use St. Louis and the shoe industry as an example:

- 30-40 years ago more assembly line manufacturing was  
located in the suities such as the shoe industry in St.  
Louis and livestock packing in Kansas City
- But many such plants closed down and moved to Hannibal,  
Steeltville, etc. because of lower costs of production  
(Now some of that employment is again moving to Mexico,  
South Korea, Taiwan, and other industrializing countries).
- A result has been a decline in many of the central cities

But there is evidence that a renewal is occuring in the  
core cities but built around information, finance, and communications  
with some movement of more affluent out of suburbia into downtown  
renovated homes and condominiums, with some adding to the seasonal  
population of some of the resort communities of rural Missouri.

OF THE 10,900 NEW MANUFACTURING JOBS OUTSIDE THE METROPOLITAN  
AREA, ALMOST ALL WERE IN DURABLE GOODS MANUFACTURING (Visual)

THE CITY OF ST. LOUIS HAS DECLINED IN POPULATION FROM  
850,000 IN 1950 TO 450,000 IN 1980 (Visual)

It is too early to tell how strong such a trend will be but  
Laclede's Landing in St. Louis and the Crown Center Complex in  
Kansas City offer some evidence that this is occuring:

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--In agriculture 2 distinct trends have been occurring

-The number of commercial farms is declining although those remaining are producing a larger part of the output

-Farms with sales over \$100,000 nearly doubled from 1974 to 1978 from 3,800 to 6,900

But the total number of census farms increased from 1974 to 1978 - mostly in the same counties where population increased:

--These small farms (sales less than \$20,000) are 2/3 of all farms

Some major problems for agriculture in the 1980's:

--Commercial farms debt - eventhough output is increasing, total debt is staying ahead of output

--Resources - soil

--Nonagricultural uses of land and water

--Irrigation - conflicts with nonagricultural and industrial uses

IN MISSOURI BETWEEN 1974 AND 1978, THE NUMBER OF FARM SALES OVER \$100,000 NEARLY DOUBLED FROM 3,800 TO 6,900...

YET, 68% OF ALL FARMS HAVE SALES BELOW \$20,000

AND...35% HAVE SALES BELOW \$5,000 (Visual)

#### Small Farms

--Increasingly part-time farms

What role will they play? As transportation becomes more expensive we may see more fresh food produces and marketed closer to where it is consumed.

Women entering the labor force:

--2/3 of all new jobs in Missouri between 1974 and 1978 were taken by women, especially in various services as well as manufacturing

--But not confined to older women or single girls - more than half of married women with children at home are in the labor force - to make ends meet or to support a family

--Nearly 1/4 of all children under 18 were living in a single parent household

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FROM 1974 TO 1978, THERE WERE 235,000 NEW JOBS IN MISSOURI.  
158,000 OF THEM WERE TAKEN BY WOMEN AND 77,000 WERE TAKEN  
BY MEN (Visual)

THE NUMBER OF FARM OPERATORS WITH PRINCIPAL OCCUPATIONS OTHER  
THAN FARMING INCREASED FROM 38% TO 48% BETWEEN 1974 AND 1978  
(Visual)

IN 1978, 57% OF ALL MARRIED WOMEN WITH A HUSBAND PRESENT AND  
CHILDREN BETWEEN 6 AND 17 YEARS OLD, WERE IN THE LABOR FORCE  
(Visual)

IN 1978, 23% OF ALL CHILDREN UNDER 18 WERE LIVING IN A  
SINGLE PARENT HOUSEHOLD. THAT'S UP FROM 15% IN 1968  
(Visual)

This means a demand for services that used to be provided in  
the home:

- Despite the growth there's still a shortage of day care in  
most rural communities
- It also means that more meals are eaten away from home

ABOUT 45 PERCENT OF ALL MEALS ARE EATEN AWAY FROM HOME (Visual)

Unprecedented demand (and need) for continuing adult education

- Recent Missouri trends showing rapidly increasing demand
- 1980's will be a period of significant adjustment for  
many (Breimyer presentation - getting by with less). Adult  
education to aid with adjustments
- Sequential careers - significant need for career training and  
retraining as mid-life career changes occur
- Computer and information literacy - people lacking skills will  
be at a disadvantage
- The extent of demand and the needs will be different from the  
past

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OF THEM WERE TAKEN BY WOMEN AND 77,000 WERE TAKEN BY MEN

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52% OF FEMALES IN THE LABOR FORCE ARE UNDER 35



ABOUT 45 PERCENT OF ALL MEALS ARE EATEN AWAY FROM HOME

25% OF ALL HOUSEHOLDS HAVE A FEMALE HEAD OF HOUSEHOLD

47% OF ALL HOUSEHOLDS HAVE NO CHILDREN PRESENT

76% OF THE INCREASED ENROLLMENT IN THE ST. LOUIS COMMUNITY COLLEGE  
SYSTEM SINCE 1977 HAS BEEN FEMALE...

90% HAS BEEN OVER 21

AND...

56% HAS BEEN OVER 30



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## Digitization Information Page

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