# Economic Base Analysis: Jefferson County Missouri

January 2021

# Jefferson County, MO
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# Purpose

Ameren is an investor-owned electric and natural gas utility serving central and southern Illinois, mid-Missouri and the St. Louis metropolitan area.  As a critical energy and infrastructure partner, Ameren is committed to the economic well-being of its service area communities.   Ameren's economic development team supports community-based development organizations as they assist new and existing business customers grow and expand.

Ameren's "Regional Economy Profile" provides an industrial and demographic overview for a defined geographic area. This comprehensive assessment is intended to provide pertinent information about the region's economic base, competitive attributes and population trends in order to help guide local and regional development. By referencing historical, current and projected data, local development officials and prospective business investors can quantify the state of the region's economy.

The Regional Economy Profile is the product of Ameren's collaboration with The Smart Solutions Group, a nationally recognized economic development consultant with access to federal and state economic, industry, occupation and demographic data sources.

# Summary

## Jefferson County Economic Summary

|  | Jefferson County | Missouri |
|---|---|---|
| Population (2020) | 225,843 | 6,156,486 |
| Jobs (2020) | 56,482 | 3,169,462 |
| Average Earnings (2020) | $47,087 | $60,504 |
| Unemployed | 4,192 | 114,422 |
| Completions (2019)* | 833 | 98,523 |
| GRP (2019)** | $4.3B | $305B |

\* Number of degrees, certificates, and diplomas awarded by postsecondary institutions in the Region
\*\* Gross Regional Product (GRP) is the measure of the goods and services produced by businesses and organizations located in the Region

## Population Change 2010 to 2020

| Population by Age | Region | | State | |
|---|---|---|---|---|
|  | 2020 | Change 2010-20 | 2020 | Change 2010-20 |
| - Under 20 years | 56,192 | (7%) | 1,530,645 | (4%) |
| - 20 – 39 years | 56,047 | 1% | 1,627,691 | 4% |
| - 40 to 59 years | 61,131 | (8%) | 1,502,165 | (9%) |
| - 60 to 79 years | 45,497 | 45% | 1,234,186 | 31% |
| - 80 years & over | 6,977 | 32% | 261,799 | 12% |
| - Total | 225,843 | 3% | 6,132,534 | 3% |

# Jefferson County -- Unemployment Rate (1990-2019)

Average Annual Unemployment Rate, Jefferson County, MO



# Jefferson County -- Employment Change During National Recessions

Employment & National Recessions, Jefferson County, MO



**Owner Occupied Housing Units By Value**
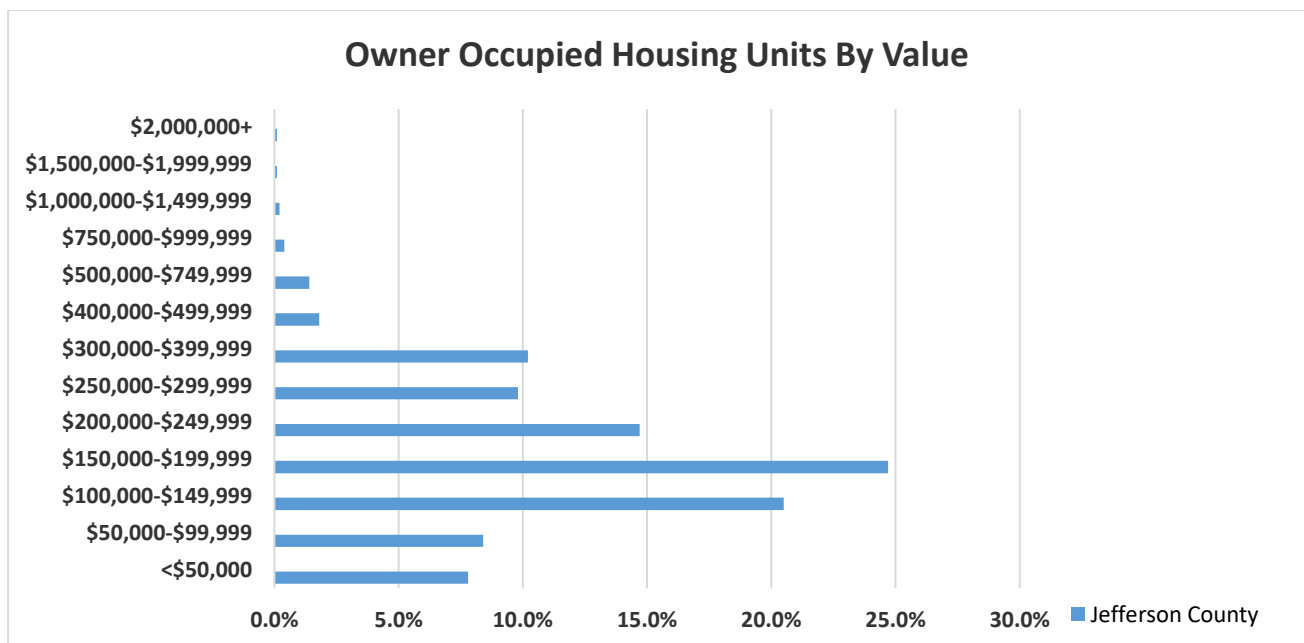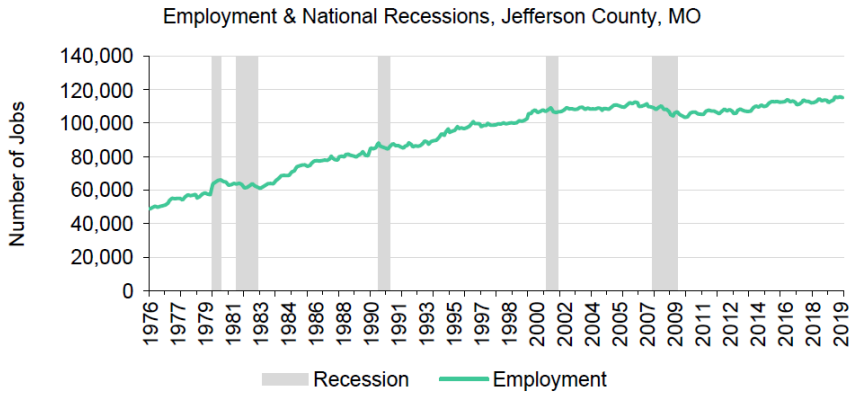
# Jefferson County MO-- Retail Profile

| Industry Summary | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | # of Businesses |
|---|---|---|---|---|---|---|
| Total Retail Trade & Food & Drink | 44-45-722 | $2,951,111,688 | $1,954,761,989 | $996,349,699 | 20.3 | 1,115 |
| Total Retail Trade | 44-45 | $2,669,989,637 | $1,758,631,937 | $911,357,700 | 20.6 | 820 |
| Total food & Drink | 722 | $281,122,051 | $196,130,052 | $84,991,999 | 17.8 | 295 |

Data Note:  Supply (retail sales) estimates sales to consumers by establishments.  Sales to businesses are excluded.  A positive value represents "leakage: of retail opportunity outside the trade area.  A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area.
Source:  ESRI and Dun & Bradstreet 2017 vintage data

# Jefferson County – 2018 Households by Average Income & Age of Householder

| Age | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
|---|---|---|---|---|---|---|---|
| Avg. HH Income | $53,300 | $83,065 | $95,653 | $95,503 | $86,678 | $74,555 | $49,107 |

# Jefferson County -- Commuting Characteristics 2018

Personal income in thousands of 2019 $s

| | 1990 | 2010 | 2018 | Change 2010-2018 |
|---|---|---|---|---|
| Total Personal Income | 5,025,328 | 8,418,393 | 9,770,323 | 1,351,930 |
| Cross-County Commuting Flows | | | | |
| Inflow of Earnings | 2,793,109 | 3,950,631 | 4,552,745 | 602,114 |
| Outflow of Earnings | 561,536 | 718,708 | 745,249 | 26,541 |
| Net Residential Adjustment (In - Outflow) | 2,231,573 | 3,231,923 | 3,807,496 | 575,573 |
| **Percent of Total** | | | | % Change 2010-2018 |
| Net Residential Adjustment Share of Total Personal Income | 44.4% | 38.4% | 39.0% | 0.6% |

# Jefferson County --Housing & Transportation Costs as a Percent of Income (H+T Affordability Index)

The Housing and Transportation (H+T®) Affordability Index provides a comprehensive view of affordability, one that includes the cost of housing and transportation at the neighborhood level. VMT=Vehicle Miles Traveled

## Average Housing + Transportation Costs % Income

Factoring in both housing *and* transportation costs provides a more comprehensive way of thinking about the cost of housing and true affordability.

- Housing
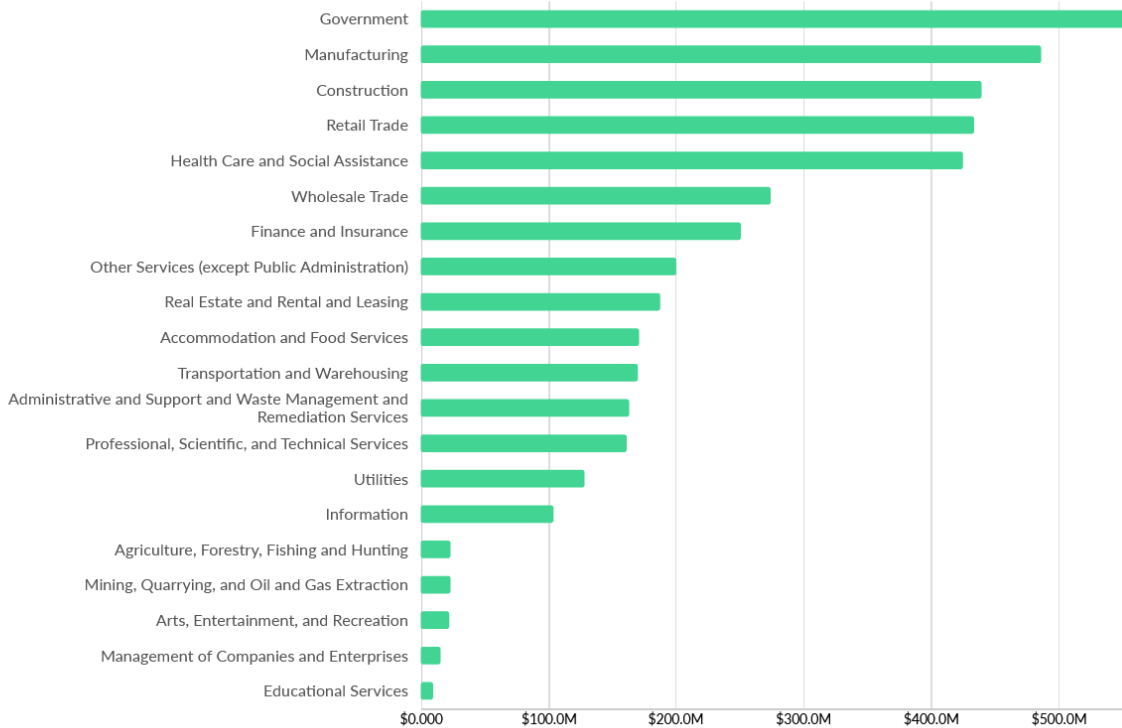- Transportation
- Remaining Income

26%
25%
49%
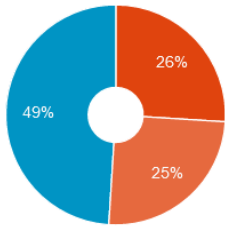
## Transportation Costs

In dispersed areas, people need to own more vehicles and rely upon driving them farther distances which also drives up the cost of living.

**$13,985**
Annual Transportation Costs

**1.95**
Autos Per Household

**23,717**
Average Household VMT
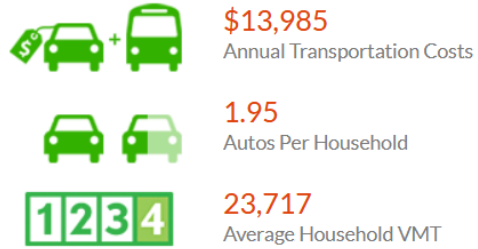
# Jefferson County -- Gross Regional Product (GRP) – Market value of all goods and services produced in the Region
## Total GRP $4.3B



2019 Gross Regional Product

| Sector | Value |
|---|---|
| Government | ~$550M |
| Manufacturing | ~$485M |
| Construction | ~$440M |
| Retail Trade | ~$430M |
| Health Care and Social Assistance | ~$425M |
| Wholesale Trade | ~$270M |
| Finance and Insurance | ~$250M |
| Other Services (except Public Administration) | ~$200M |
| Real Estate and Rental and Leasing | ~$190M |
| Accommodation and Food Services | ~$170M |
| Transportation and Warehousing | ~$170M |
| Administrative and Support and Waste Management and Remediation Services | ~$160M |
| Professional, Scientific, and Technical Services | ~$160M |
| Utilities | ~$130M |
| Information | ~$105M |
| Agriculture, Forestry, Fishing and Hunting | ~$20M |
| Mining, Quarrying, and Oil and Gas Extraction | ~$20M |
| Arts, Entertainment, and Recreation | ~$20M |
| Management of Companies and Enterprises | ~$15M |
| Educational Services | ~$10M |

# Jefferson County Industry Supply Chain 2019

| NAICS | Purchases from | In-region Purchases | % In-region Purchases | Imported Purchases | % Imported Purchases | Total Purchases |
|---|---|---|---|---|---|---|
| 31 | Manufacturing | $111,121,051 | 14.4% | $662,912,768 | 85.6% | $774,033,819 |
| 53 | Real Estate and Rental and Leasing | $276,602,723 | 76.2% | $86,568,853 | 23.8% | $363,171,576 |
| 90 | Government | $270,328,528 | 75.7% | $86,666,888 | 24.3% | $356,995,415 |
| 52 | Finance and Insurance | $144,010,444 | 42.4% | $195,861,945 | 57.6% | $339,872,389 |
| 54 | Professional, Scientific, and Technical Services | $107,104,156 | 35.3% | $196,131,937 | 64.7% | $303,236,094 |
| 42 | Wholesale Trade | $77,168,387 | 34.3% | $147,649,034 | 65.7% | $224,817,420 |
| 56 | Admin.& Support and Waste Managementgmt. & Remediation Services | $152,312,122 | 69.7% | $66,269,558 | 30.3% | $218,581,680 |
| 48 | Transportation and Warehousing | $88,856,710 | 45.1% | $108,002,420 | 54.9% | $196,859,131 |
| 51 | Information | $38,448,022 | 21.9% | $137,430,121 | 78.1% | $175,878,143 |
| 55 | Management of Companies and Enterprises | $16,503,111 | 11.5% | $127,128,733 | 88.5% | $143,631,844 |
| 23 | Construction | $103,957,375 | 85.9% | $17,037,747 | 14.1% | $120,995,122 |
| 44 | Retail Trade | $25,791,860 | 31.4% | $56,253,881 | 68.6% | $82,045,741 |
| 22 | Utilities | $19,716,680 | 25.6% | $57,231,036 | 74.4% | $76,947,716 |
| 72 | Accommodation and Food Services | $19,055,531 | 38.9% | $29,901,339 | 61.1% | $48,956,870 |
| 81 | Other Services (except Public Administration) | $36,156,274 | 76.8% | $10,907,603 | 23.2% | $47,063,876 |
| 21 | Mining, Quarrying, and Oil and Gas Extraction | $10,367,284 | 23.1% | $34,457,974 | 76.9% | $44,825,257 |
| 11 | Agriculture, Forestry, Fishing and Hunting | $7,287,786 | 40.8% | $10,592,807 | 59.2% | $17,880,593 |
| 71 | Arts, Entertainment, and Recreation | $3,477,366 | 21.7% | $12,550,580 | 78.3% | $16,027,946 |
| 61 | Educational Services | $572,614 | 4.6% | $11,775,942 | 95.4% | $12,348,557 |
| 62 | Health Care and Social Assistance | $3,787,902 | 35.3% | $6,949,697 | 64.7% | $10,737,600 |

# Jefferson County – Total Employment Change
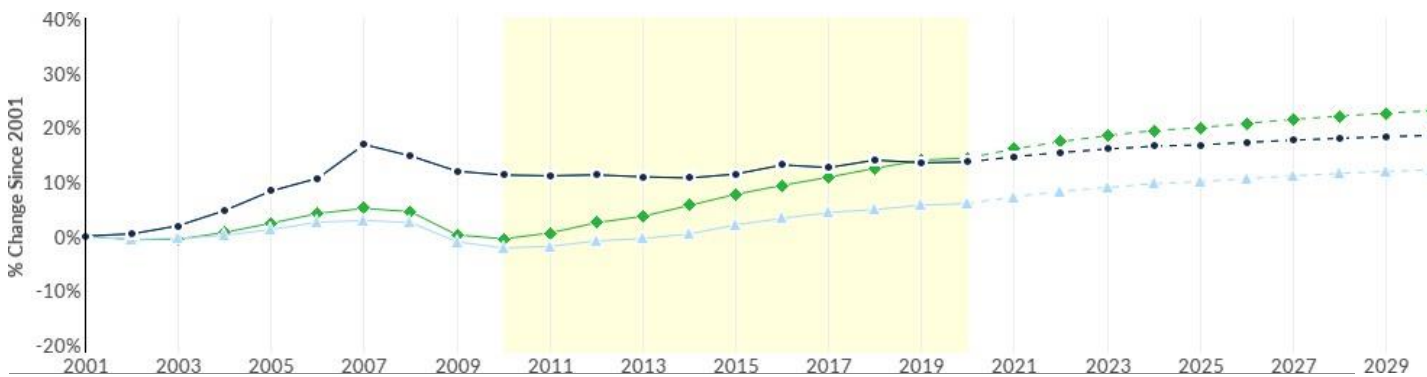


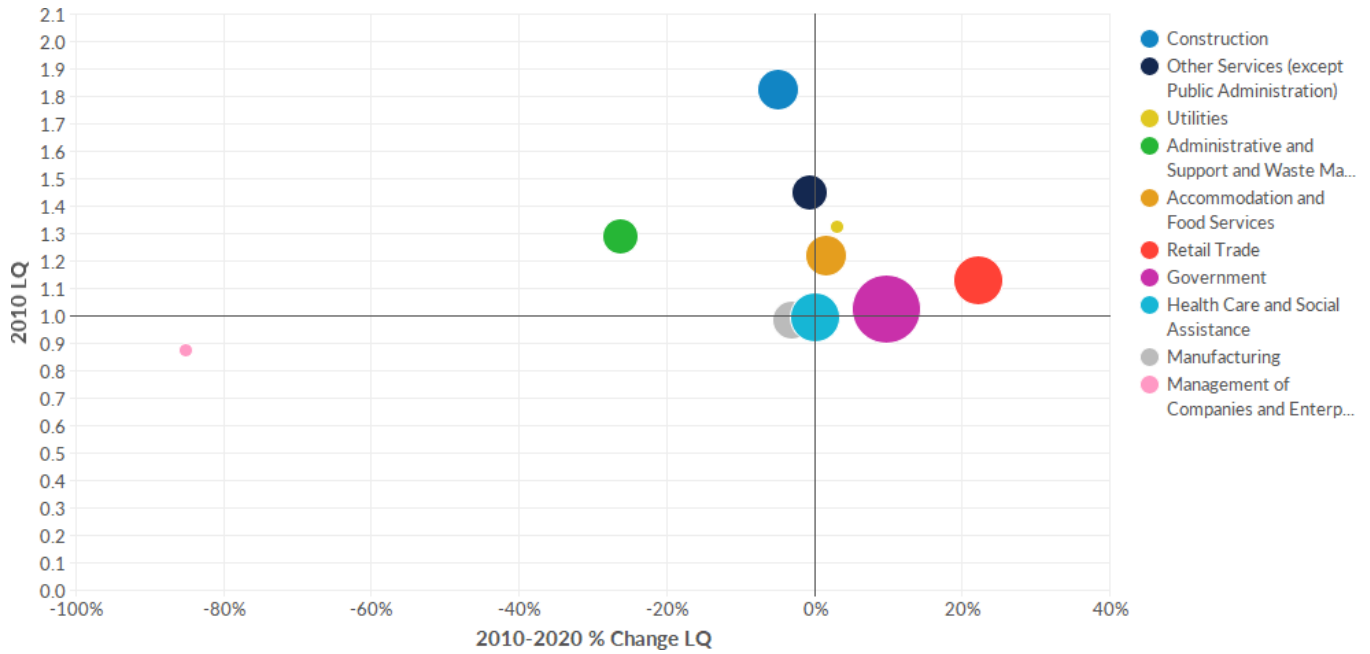| | Region | 2010 Jobs | 2020 Jobs | Change | % Change |
|---|---|---|---|---|---|
| ● | Region | 55,287 | 56,482 | 1,195 | 2.2% |
| ● | Missouri | 2,924,839 | 3,169,462 | 244,623 | 8.4% |
| ● | United States | 144,637,077 | 166,243,585 | 21,606,508 | 14.9% |

## Jefferson County -- Largest Employers (based on number of Jobs in 2-digit NAICS industries in 2020)

| Industry | 2010 Jobs | 2020 Jobs | Change in Jobs (2010-2020) | % Change | # Establishment (2020) |
|---|---|---|---|---|---|
| 90 Government | 9,680 | 9,526 | (154) | (2%) | 206 |
| 44 Retail Trade | 6,569 | 7,609 | 1,040 | 16% | 461 |
| 62 Health Care and Social Assistance | 6,575 | 7,148 | 574 | 9% | 837 |
| 72 Accommodation and Food Services | 5,290 | 5,989 | 698 | 13% | 274 |
| 23 Construction | 5,211 | 5,578 | 367 | 7% | 646 |
| 31 Manufacturing | 4,427 | 4,240 | (187) | (4%) | 170 |
| 81 Other Services (except Public Administration) | 4,120 | 3,836 | (285) | (7%) | 365 |
| 56 Administrative and Support and Waste Management and Remediation Services | 4,097 | 3,306 | (792) | (19%) | 313 |
| 54 Professional, Scientific, and Technical Services | 1,282 | 1,744 | 461 | 36% | 305 |
| 42 Wholesale Trade | 1,665 | 1,687 | 22 | 1% | 193 |
| 48 Transportation and Warehousing | 1,333 | 1,575 | 243 | 18% | 142 |
| 52 Finance and Insurance | 1,491 | 1,336 | (155) | (10%) | 243 |
| 53 Real Estate and Rental and Leasing | 800 | 727 | (73) | (9%) | 151 |
| Total | 55,287 | 56,482 | 1,195 | 2% | 4,455 |

# Jefferson County -- Growing & Declining Industries

| Industry | Change in Jobs (2010-2030) | |
|---|---:|---|
| **Growing Industries** | | |
| Retail Trade | 1,041 | ■ |
| Accommodation & Food Service | 699 | ■ |
| Health Care | 573 | ■ |
| **Declining Industries** | | |
| Administrative and Support and Waste Management and Remediation Services | (791) | ■ |
| Management of Companies and Enterprises | (513) | ■ |
| Other Services | (284) | ■ |

# Jefferson County – Highest Industry Location Quotient*



| Industry | 2010 Jobs | 2020 Jobs | % Change | 2010 LQ | 2020 LQ | % Change LQ | 2020 Earnings Per Worker |
|---|---|---|---|---|---|---|---|
| Construction | 5,211 | 5,578 | 7% | 1.82 | 1.73 | -5.6% | $56,523 |
| Other Services (except Public Administration) | 4,120 | 3,836 | -7% | 1.45 | 1.44 | -6.7% | $33,645 |
| Utilities | 279 | 258 | -8% | 1.33 | 1.37 | 7.7% | $136,461 |
| Administrative and Support and Waste Management and Remediation Services | 4,097 | 3,306 | -19% | 1.29 | 0.95 | -30.8% | $32,884 |
| Accommodation and Food Services | 5,290 | 5,989 | 13% | 1.22 | 1.24 | 0.0% | $18,973 |
| Retail Trade | 6,569 | 7,609 | 16% | 1.13 | 1.38 | 27.3% | $33,379 |
| Government | 9,680 | 9,526 | -2% | 1.03 | 1.13 | 10.0% | $54,042 |
| Health Care and Social Assistance | 6,575 | 7,148 | 9% | 0.99 | 0.99 | 0.0% | $51,556 |
| Manufacturing | 4,427 | 4,240 | -4% | 0.99 | 0.96 | 0.0% | $70,902 |
| Management of Companies and Enterprises | 619 | 106 | -83% | 0.87 | 0.13 | -88.9% | $129,750 |

* Industry Location Quotient (LQ) is a measure of industry concentration and therefore, it is a measure of the industry's strength in the County. LQ is calculated by dividing the percentage of an industry's employment in the County by that industry's employment nationwide as a percentage of the national employment. An LQ equal to 1.00 indicates that the industry in the County has the same concentration as the national percentage for the industry. An industry with an LQ greater than 1.00 indicates the County has an above average industry concentration and an LQ of less than 1.00 indicates that the industry has a concentration below the nation.

## Jefferson County -- Largest Manufacturing Industries (based on number of Jobs in 3-digit NAICS industries in 2020)

| NAICS Code | Industry | 2010 Jobs | 2020 Jobs | Change in Jobs (2010-2020) | % Change | Location Quotient |
|---|---|---|---|---|---|---|
| 332 | Fabricated Metal Product Manufacturing | 786 | 981 | 195 | 25% | 1.93 |
| 327 | Nonmetallic Mineral Product Manufacturing | 506 | 608 | 102 | 20% | 4.16 |
| 326 | Plastics and Rubber Products Manufacturing | 362 | 403 | 41 | 11% | 1.62 |
| 331 | Primary Metal Manufacturing | 569 | 393 | (176) | (31%) | 2.98 |
| 336 | Transportation Equipment Manufacturing | 402 | 344 | (57) | (14%) | 0.58 |
| 333 | Machinery Equipment | 304 | 333 | 29 | 10% | 0.87 |
| 335 | Electrical Equip. Appliance.. | 247 | 294 | 47 | 19% | 2.15 |

# Appendix - Sources

## ECONOMIC MODELING SPECIALISTS INTL. (EMSI)

EMSI is an aggregator of over 90 different federal and state data sources of economic, industry, occupation, education completion, and demographic data. They provide national, state, metropolitan statistical area (MSA), and county data for the 1,100 NAICS industries, the nearly 800 occupations in the Bureau of Labor Statistic's Standard Occupational Classification (SOC) System, and education completion data in the IPEDS database that are published by the U.S. Department of Education's National Center for Education Statistics. The majority of the data used in this report is from EMSI's fourth quarter 2020 data release.

## SMART SOLUTIONS GROUP

Founded in 2001, Smart Solutions Group's three partners have over 75 years of economic development experience and they have managed community, regional, and state economic development organizations. Smart Solutions Group provides a wide variety of economic and workforce development services. www.smartsoutionsgroup.net