



Regional Data Snapshot

Industry Cluster Analysis
SET Session 1

Kaysinger Basin Region, Missouri

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01 overview

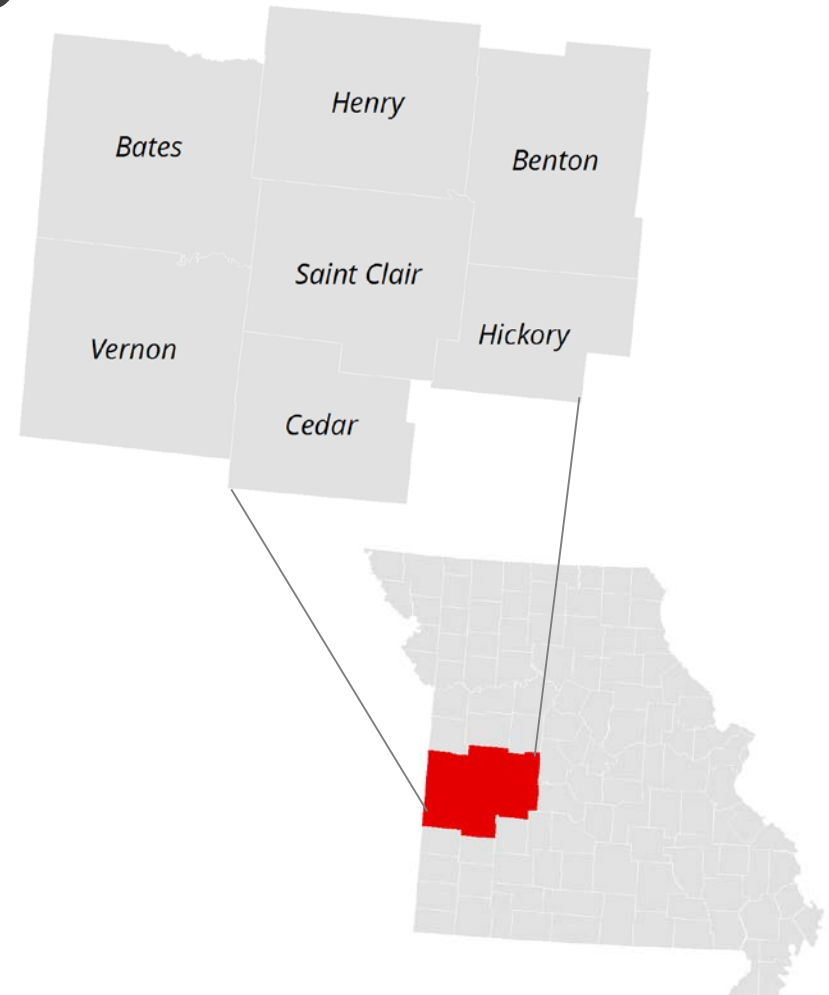
Kaysinger Basin Region, MO

Overview

Kaysinger Basin, MO

The Kaysinger Basin Region is comprised of seven Missouri counties. State Route 71 passes through Bates and Vernon counties connecting to Kansas City to the north. State Route 65 passes through Benton and Hickory counties connecting to Interstate 70 to the north and Interstate 44 in the south.

- Bates
- Benton
- Cedar
- Henry
- Hickory
- St. Clair
- Vernon



02 industry and occupation

Establishments

Employment by industry

Industry and occupation

Components of changes in Jobs

Changes in Jobs (2009-2015)

Gained by	New Startups	13,764
	Spinoffs	2,263
	Expansion	6,072
	In-migration	288
Lost by	Closings	15,020
	Contractions	5,223
	Out-migration	300
	Net change	1,844

An establishment is a physical business location.

Branches, standalones and headquarters are all considered types of establishments.



Definition of Company Stages

0	Self-employed	1	2-9 employees
2	10-99 employees	3	100-499 employees
4	500+ employees		

Industry and occupation

Establishments

Number of Establishments by Company Stages

Stage	2009		2015	
	Establishments	Proportion	Establishments	Proportion
Stage 0	1,110	20%	955	17%
Stage 1	3,594	66%	3,832	69%
Stage 2	739	13%	749	13%
Stage 3	34	1%	44	1%
Stage 4	2	0.0%	2	0.0%
Total	5,479	100%	5,582	100%

Questions:

- What stage businesses have shaped the region's economic growth in the last 6 years?
- Which ones are growing or declining the most?
- Which stage of establishments are likely to shape the region's future economic growth?

Industry and occupation

Establishments

Number of Jobs by Company Stages

Year	2009	2015	% Change
Stage 0	1,110	956	-14%
Stage 1	12,975	13,986	8%
Stage 2	17,974	17,401	-3%
Stage 3	5,800	7,360	27%
Stage 4	1,140	1,140	0.0%
Total	38,999	40,843	5%

Sales (\$Billion, 2015) by Company Stages

Year	2009	2015	% Change
Stage 0	0.22	0.7	203%
Stage 1	3.17	3.7	18%
Stage 2	3.23	3.8	17%
Stage 3	1.46	2.4	61%
Stage 4	0.22	0.25	13.3%
Total	8.31	10.80	30%

Questions

What establishments are the most numerous based on company stages?

What stages have experienced the largest growth? The greatest decline?

What company stage employs the largest number of people?

What stage captures the most sales?

Which ones have experienced the greatest percentage loss over the 2009-2015 period?

Industry and occupation

Top ten industry sector employment growth

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	State Change (%)
62	Health Care and Social Assistance	4,102	4,888	786	19%	14%
31	Manufacturing	2,881	3,320	439	15%	1%
52	Finance and Insurance	1,989	2,287	298	15%	4%
22	Utilities	283	314	31	11%	-6%
61	Educational Services	560	594	34	6%	9%
44	Retail Trade	5,837	6,102	265	5%	1%
51	Information	324	336	12	4%	-14%
11	Crop and Animal Production	6,820	6,983	163	2%	-1%
72	Accommodation and Food Services	2,694	2,750	56	2%	6%
71	Arts, Entertainment, and Recreation	644	656	12	2%	5%

Questions:

- What regional industry sectors have seen the greatest growth?
- Did they grow at the same rate as the state?
- What factors are causing the growth?

Industry and occupation

Top nine industry sector employment decline

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	State Change (%)
55	Management of Companies and Enterprises	83	29	-54	-65%	11%
21	Mining, Quarrying, and Oil and Gas Extraction	193	110	-83	-43%	26%
81	Other Services (except Public Administration)	3,315	2,823	-492	-15%	-2%
42	Wholesale Trade	1,109	974	-135	-12%	3%
90	Government	8,204	7,751	-453	-6%	-5%
56	Administrative and Support and Waste Management and Remediation Services	1,500	1,418	-82	-5%	11%
48	Transportation and Warehousing	1,628	1,547	-81	-5%	4%
54	Professional, Scientific, and Technical Services	1,277	1,227	-50	-4%	7%
23	Construction	3,376	3,323	-53	-2%	-6%

Questions:

- How does the industry sector make-up of the region compare to the rest of the state?
- Which industry sectors are growing and declining the most in employment?

03 Industry cluster analysis

Kaysinger Basin Region, MO

Industry cluster analysis

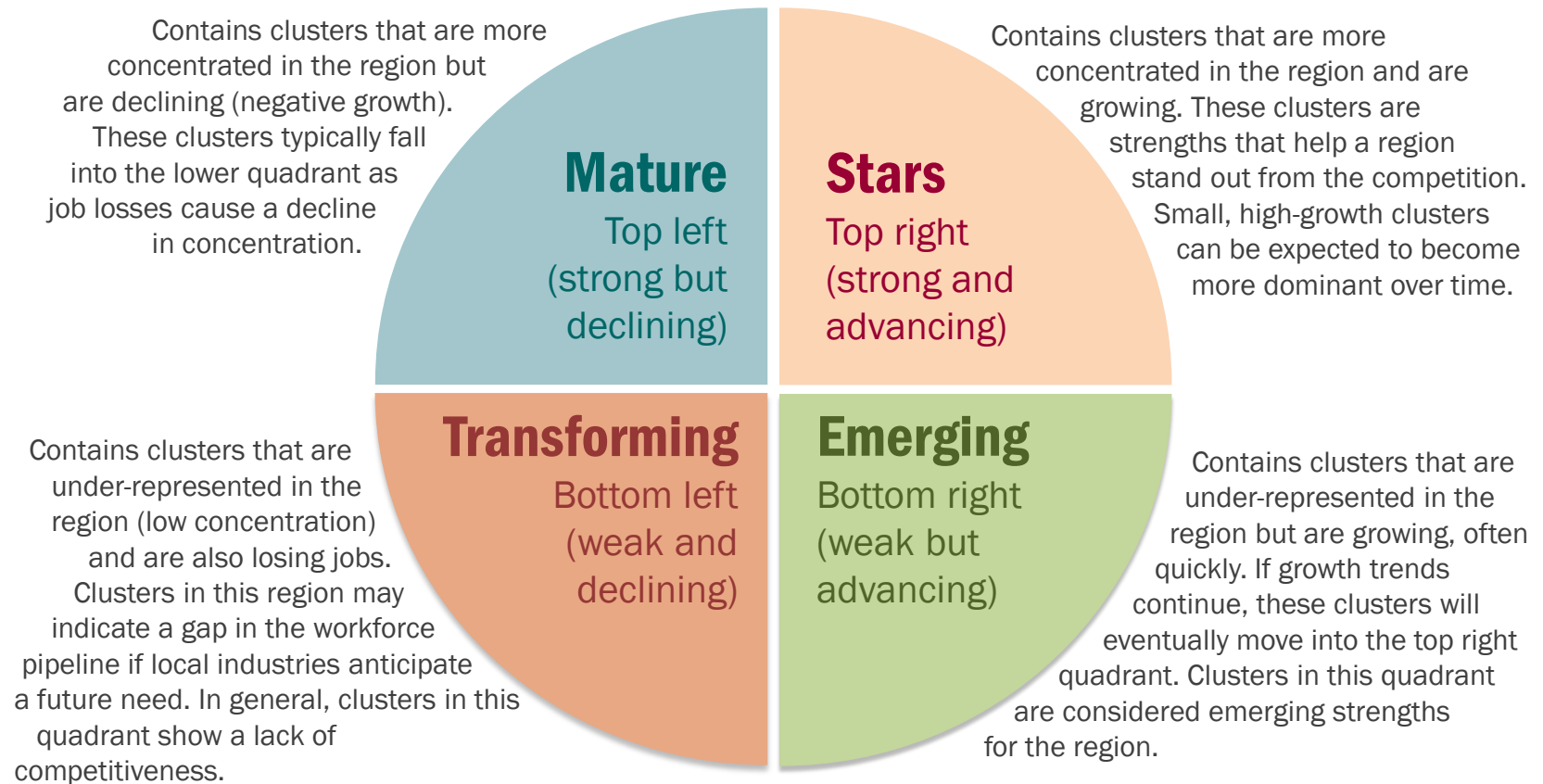
List of Clusters

- Advanced Materials
- Agribusiness, Food Processing & Technology
- Apparel & Textiles
- Arts, Entertainment, Recreation & Visitor Industries
- Biomedical/Biotechnical (Life Sciences)
- Business & Financial Services
- Chemicals
- Computer & Electronic Product Manufacturing
- Defense & Security
- Education & Knowledge Creation
- Electrical Equip, Appliance & Component Manufacturing
- Fabricated Metal Product Manufacturing
- Energy (Fossil & Renewable)
- Forest & Wood Products
- Glass & Ceramics
- Information Technology & Telecommunications
- Machinery Manufacturing
- Manufacturing Super-cluster
- Mining
- Primary Metal Manufacturing
- Printing & Publishing
- Transportation & Logistics
- Transportation Equipment Manufacturing

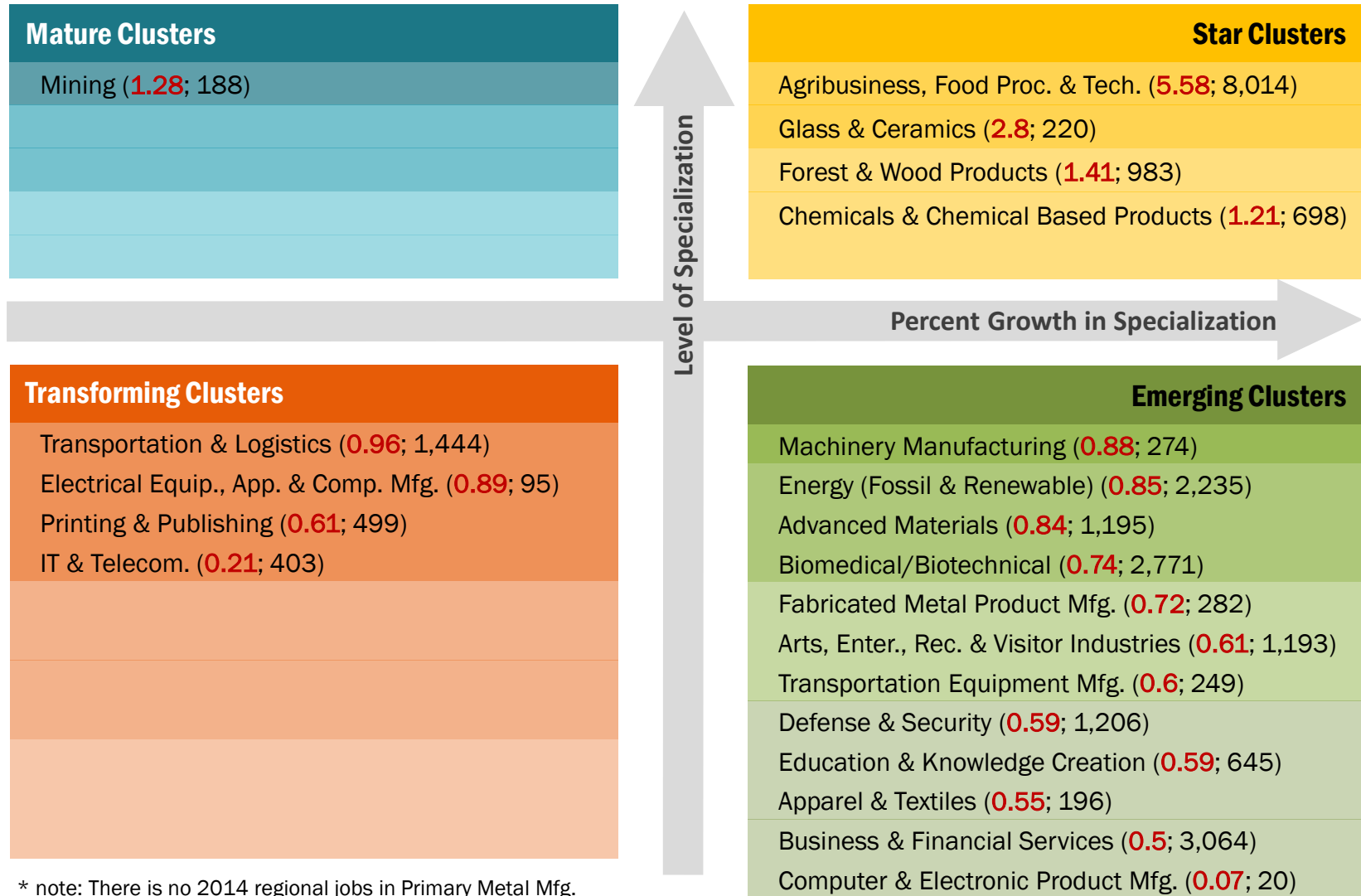
Industry cluster analysis

How to interpret cluster data results

The graph's four quadrants tell a different story for each cluster.



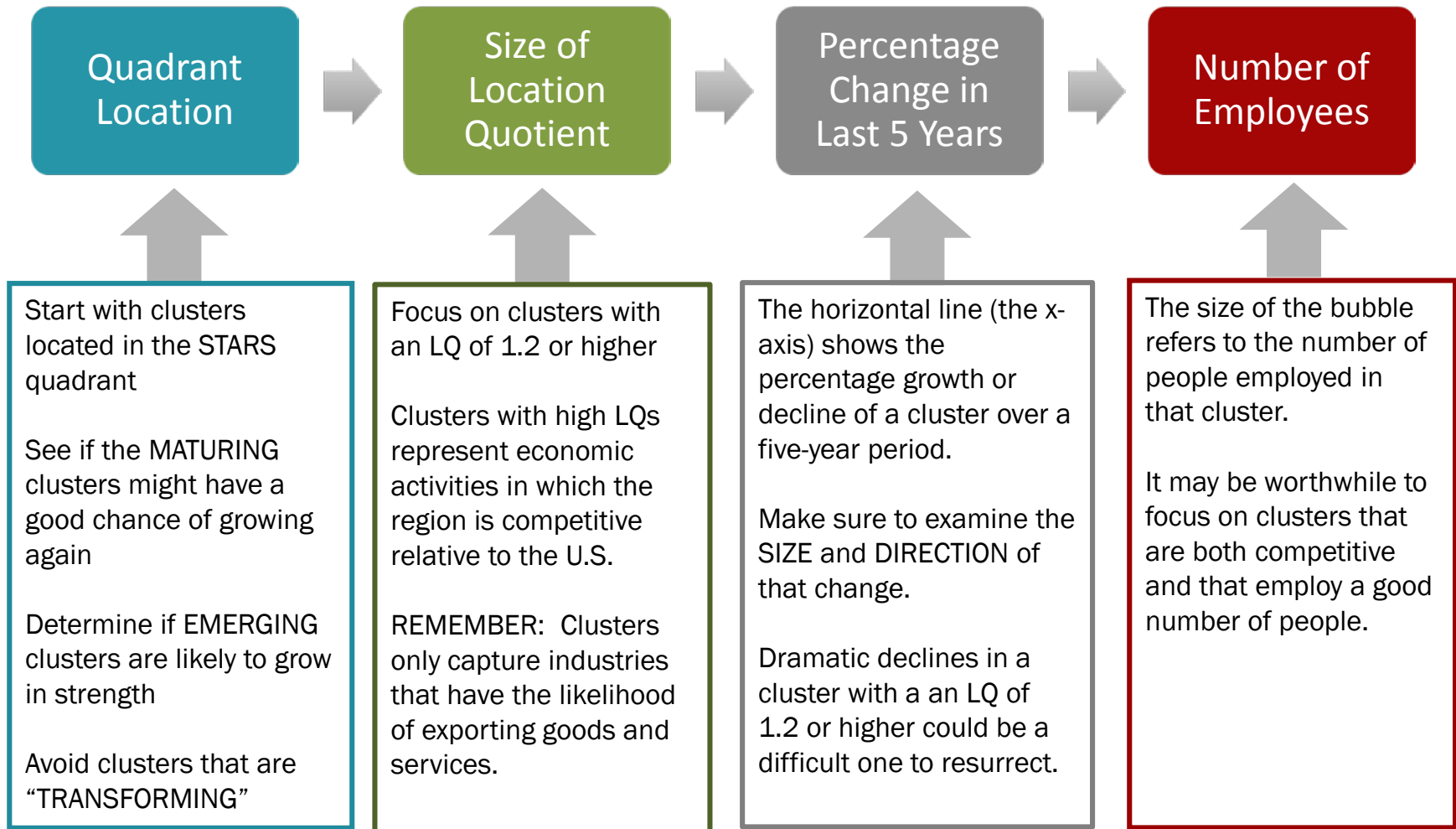
Industry cluster analysis



section 03

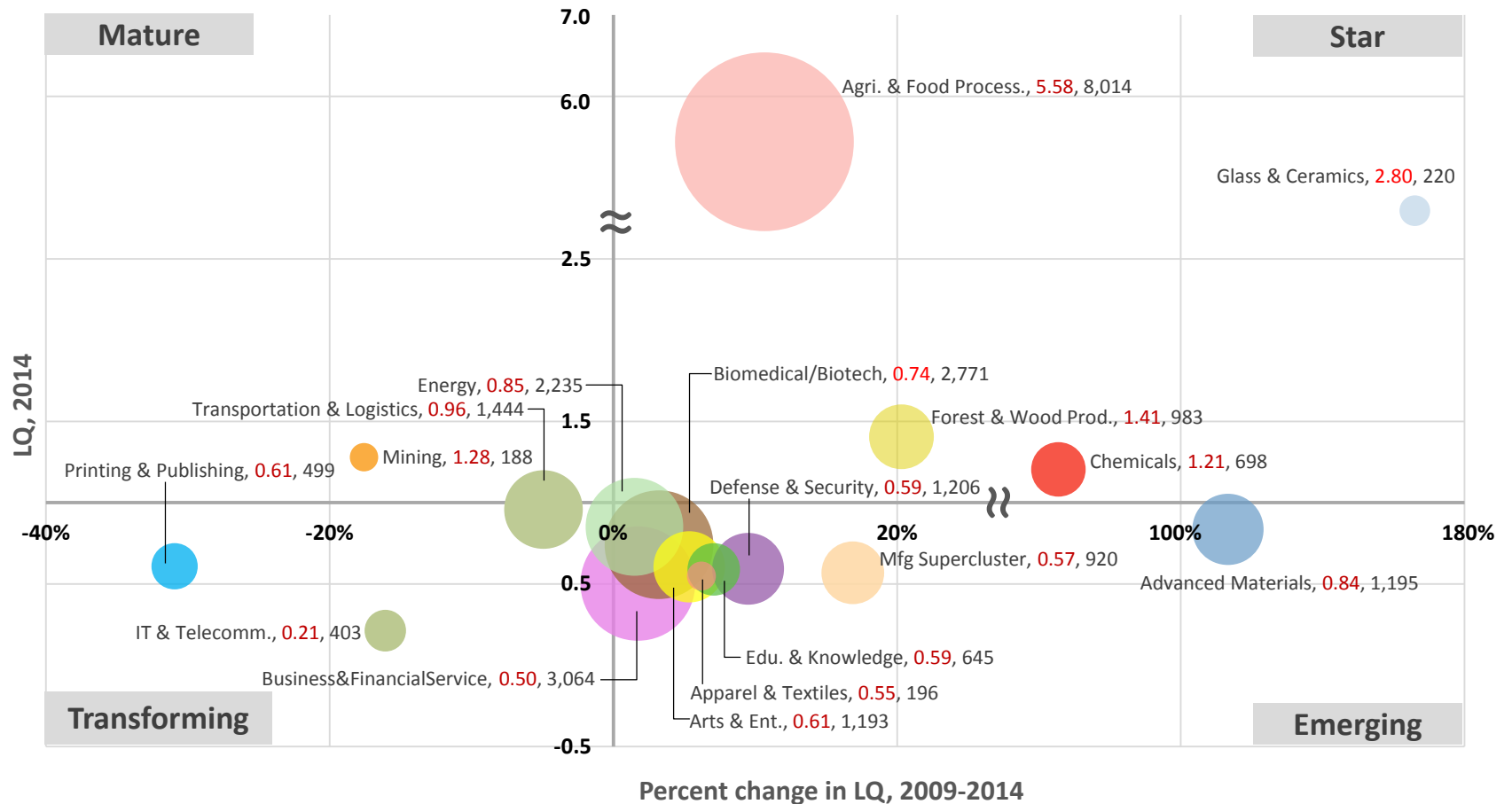
NOTE: The first number after each cluster represents the number of total jobs (full and part time jobs by place of work) in that cluster in the region in 2014. The clusters are sorted in decreasing order by location quotient as shown in the bubble chart.

Bubble Chart: What to Look at First



Industry and occupation

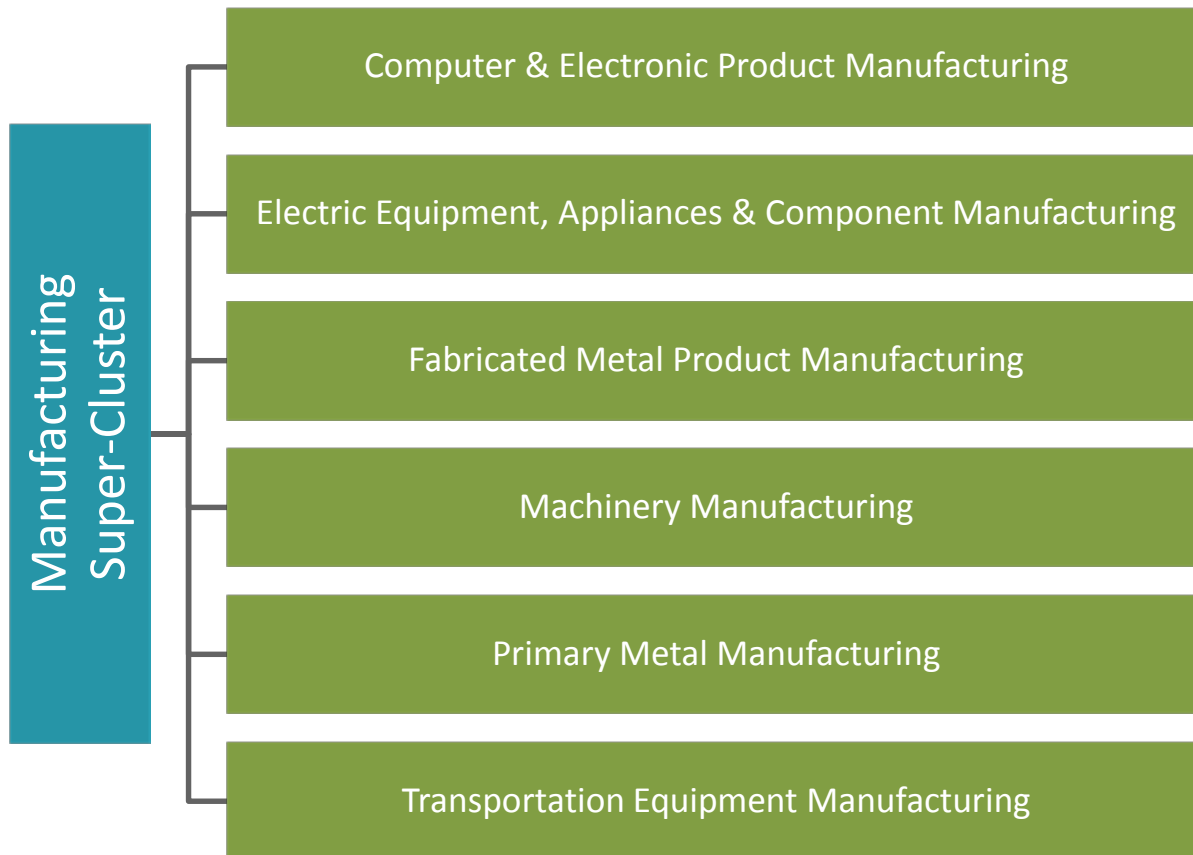
Industry cluster bubble chart



Note: Label includes cluster name, LQ in 2014, and Employment in 2014; There is no 2014 regional jobs in Primary Metal Mfg..

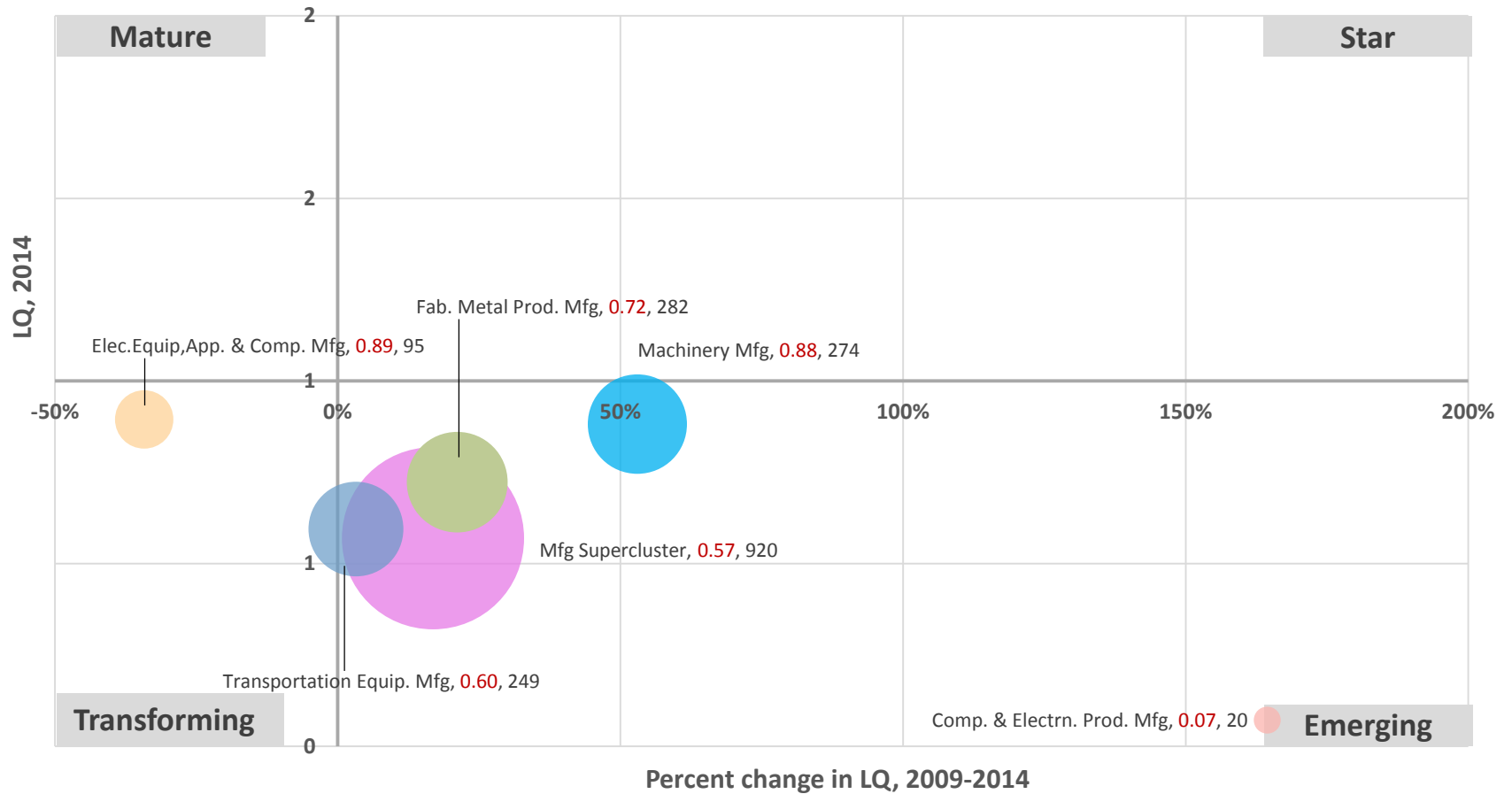
The Manufacturing Super-Cluster

Please note that this is not a cluster that a SET region should select. Rather, focus on the manufacturing sub-clusters that are important to that super-cluster.



Industry and occupation

Manufacturing sub-cluster bubble chart



Note: Label includes cluster name, LQ in 2014, and Employment in 2014.

Industry and occupation

For your region

Mature Industries

One industry clusters in the Kaysinger Basin Region is in the Matured stage: Mining. The mature industries are relatively concentrated, but their growth is trending downward. It is worth noting, however, that the Region may find it worthwhile to invest in efforts to shore up the concentration of these industries.

Transforming Industries

Transforming clusters capture the mix of industries that are experiencing relative decline and limited export capability. In the Region, Transportation & Logistics; Electrical Equipment Appliance & Component Mfg.; Printing & Publishing; IT & Telecommunications are all Transforming clusters. Any amount of growth in these industries would require relatively large investments.

Star Industries

Star industry clusters are highly concentrated, exporting and still experiencing growth in the region. Four Star industry clusters in the Kaysinger Basin Region are Agribusiness, Food Processing & Technology; Glass & Ceramics; Forest & Wood Products; and Chemicals. These clusters have higher job concentration in the region when compared to an average value for the entire U.S.

Emerging Industries

Industry clusters that may be poised for future growth are classified as “Emerging.” There are twelve Emerging clusters in total in the Kaysinger Basin Region: Machinery Mfg.; Energy; Advanced Materials; Biomedical/Biotechnical; Fabricated Metal Prod. Mfg.; Arts, Ent., Rec. & Visitor Industries; Transportation Equipment Mfg.; Defense & Security; Education & Knowledge Creation; Apparel & Textiles; Business & Financial Services; and Computer & Electronic Product Mfg..

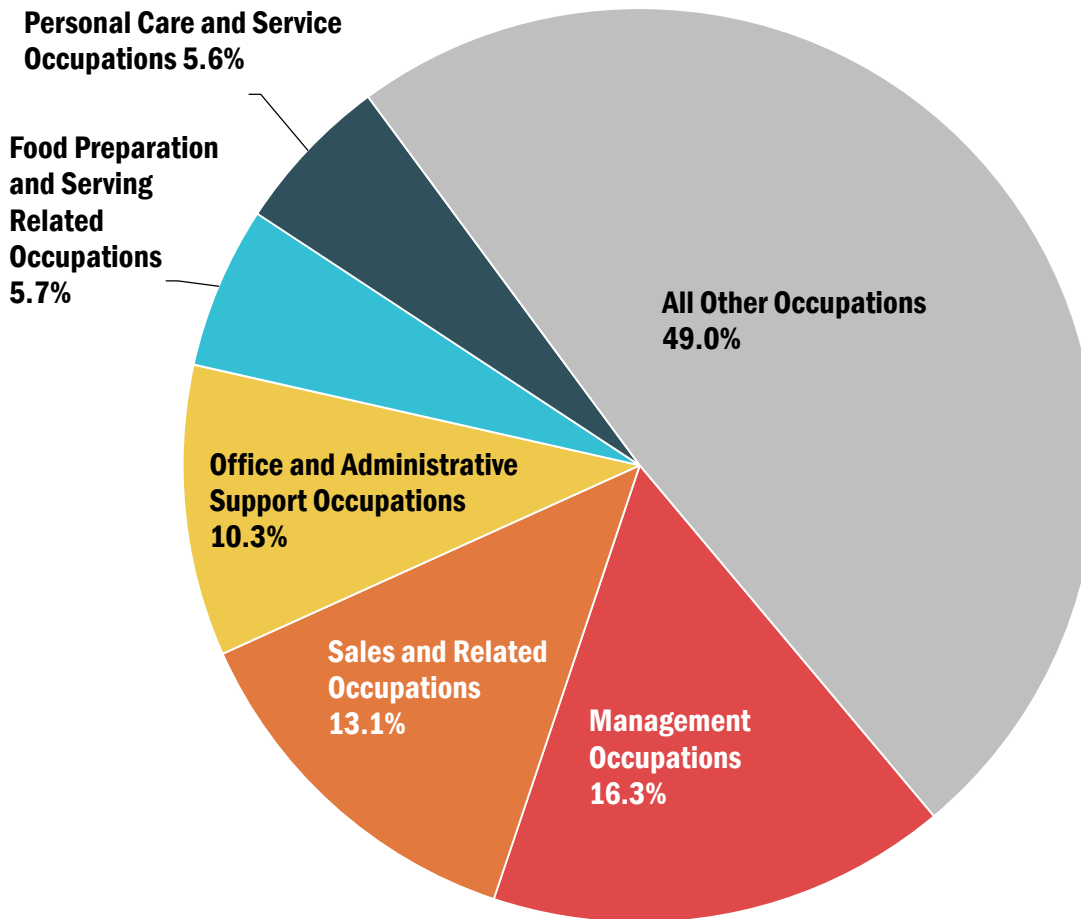
04 occupations

Top occupations

STEM occupations

Industry and occupation

Top five occupations in 2014

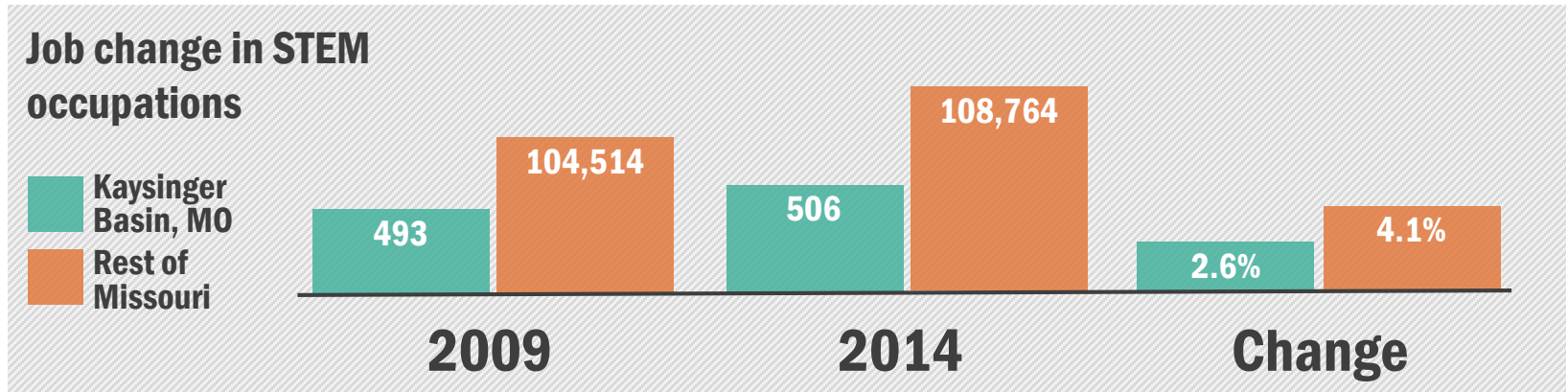


Questions:

- What are the education and skill requirements for these occupations?
- Do the emerging and star clusters align with the top occupations?
- What type salaries do these occupations typically provide?

Industry and occupation

Science, Technology, Engineering & Math



Questions:

- How do STEM jobs compare to the state?
- What has been the trend of STEM jobs over time?
- How important are STEM jobs to the region's Star and Emerging clusters?

Report Contributors

This report was prepared by the Purdue Center for Regional Development, in partnership with the Southern Rural Development Center and USDA Rural Development, in support of the Stronger Economies Together program.



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This report was supported, in part, by grant from the USDA Rural Development through the auspices of the Southern Rural Development Center. It was produced in support of the Stronger Economies Together (SET) program.

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October 2016