



Economic Overview

July 1, 2023

City of Rockaway Beach, MO



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Demographic Profile

The population in the Rockaway Beach city, MO was 897 per American Community Survey data for 2016-2020.

The region has a civilian labor force of 399 with a participation rate of 55.4%. Of individuals 25 to 64 in the Rockaway Beach city, MO, 18.3% have a bachelor's degree or higher which compares with 34.3% in the nation.

The median household income in the Rockaway Beach city, MO is \$45,294 and the median house value is \$93,800.

Summary¹

	Percent			Value		
	Rockaway Beach city, MO	Missouri	USA	Rockaway Beach city, MO	Missouri	USA
Demographics						
Population (ACS)	—	—	—	897	6,124,160	326,569,308
Male	48.6%	49.1%	49.2%	436	3,004,001	160,818,530
Female	51.4%	50.9%	50.8%	461	3,120,159	165,750,778
Median Age ²	—	—	—	53.1	38.7	38.2
Under 18 Years	20.8%	22.5%	22.4%	187	1,379,423	73,296,738
18 to 24 Years	4.3%	9.3%	9.3%	39	567,945	30,435,736
25 to 34 Years	12.2%	13.4%	13.9%	109	819,044	45,485,165
35 to 44 Years	6.8%	12.2%	12.7%	61	745,789	41,346,677
45 to 54 Years	8.5%	12.3%	12.7%	76	752,645	41,540,736
55 to 64 Years	23.6%	13.5%	12.9%	212	825,930	42,101,439
65 to 74 Years	10.4%	9.7%	9.4%	93	595,770	30,547,950
75 Years and Over	13.4%	7.1%	6.7%	120	437,614	21,814,867
Race: White	92.4%	81.3%	70.4%	829	4,978,046	229,960,813
Race: Black or African American	0.0%	11.4%	12.6%	0	698,043	41,227,384
Race: American Indian and Alaska Native	3.1%	0.4%	0.8%	28	24,274	2,688,614
Race: Asian	1.3%	2.0%	5.6%	12	123,810	18,421,637
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	0	8,887	611,404
Race: Some Other Race	1.0%	1.3%	5.1%	9	76,782	16,783,914
Race: Two or More Races	2.1%	3.5%	5.2%	19	214,318	16,875,542
Hispanic or Latino (of any race)	1.7%	4.3%	18.2%	15	262,677	59,361,020
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	55.4%	62.9%	63.2%	399	3,071,591	164,759,496
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	84.6%	83.0%	82.4%	208	1,914,826	105,137,520
Armed Forces Labor Force	0.0%	0.4%	0.4%	0	18,662	1,143,342
Veterans, Age 18-64	15.3%	5.1%	4.5%	76	189,180	8,920,267
Veterans Labor Force Participation Rate and Size, Age 18-64	42.1%	75.1%	76.8%	32	142,120	6,853,673
Median Household Income ²	—	—	—	\$45,294	\$57,290	\$64,994
Per Capita Income	—	—	—	\$22,607	\$31,839	\$35,384
Mean Commute Time (minutes)	—	—	—	29.4	23.9	26.9
Commute via Public Transportation	0.0%	1.2%	4.6%	0	33,546	7,044,886
Educational Attainment, Age 25-64						
No High School Diploma	9.0%	8.3%	10.5%	41	261,819	17,929,220
High School Graduate	29.5%	28.6%	25.4%	135	899,073	43,289,555
Some College, No Degree	33.8%	22.2%	20.5%	155	697,708	34,959,338
Associate degree	9.4%	9.0%	9.3%	43	281,386	15,776,790
Bachelor's Degree	14.8%	20.2%	21.6%	68	633,729	36,888,244
Postgraduate Degree	3.5%	11.8%	12.7%	16	369,693	21,630,870
Housing						

Summary¹

	Percent			Value		
	Rockaway Beach city, MO	Missouri	USA	Rockaway Beach city, MO	Missouri	USA
Total Housing Units	—	—	—	606	2,804,664	138,432,751
Median House Value (of owner-occupied units) ²	—	—	—	\$93,800	\$163,600	\$229,800
Homeowner Vacancy	5.0%	1.4%	1.4%	14	24,246	1,129,755
Rental Vacancy	14.3%	5.9%	5.8%	19	51,276	2,704,553
Renter-Occupied Housing Units (% of Occupied Units)	29.8%	32.9%	35.6%	114	802,838	43,552,843
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	9.7%	6.6%	8.5%	37	161,814	10,344,521
Social						
Poverty Level (of all people)	10.9%	13.0%	12.8%	98	772,992	40,910,326
Households Receiving Food Stamps/SNAP	17.0%	10.5%	11.4%	65	255,682	13,892,407
Enrolled in Grade 12 (% of total population)	1.4%	1.2%	1.3%	13	75,694	4,358,865
Disconnected Youth ³	0.0%	2.8%	2.5%	0	8,960	433,164
Children in Single Parent Families (% of all children)	16.6%	33.5%	34.0%	28	433,210	23,628,508
Uninsured	17.4%	9.4%	8.7%	156	565,099	28,058,903
With a Disability, Age 18-64	11.7%	12.2%	10.3%	58	445,939	20,231,217
With a Disability, Age 18-64, Labor Force Participation Rate and Size	20.7%	41.8%	43.2%	12	186,464	8,740,236
Foreign Born	2.0%	4.2%	13.5%	18	256,336	44,125,628
Speak English Less Than Very Well (population 5 yrs and over)	0.0%	2.2%	8.2%	0	125,479	25,312,024

Source: [JobsEQ®](#)

1. American Community Survey 2016-2020, unless noted otherwise

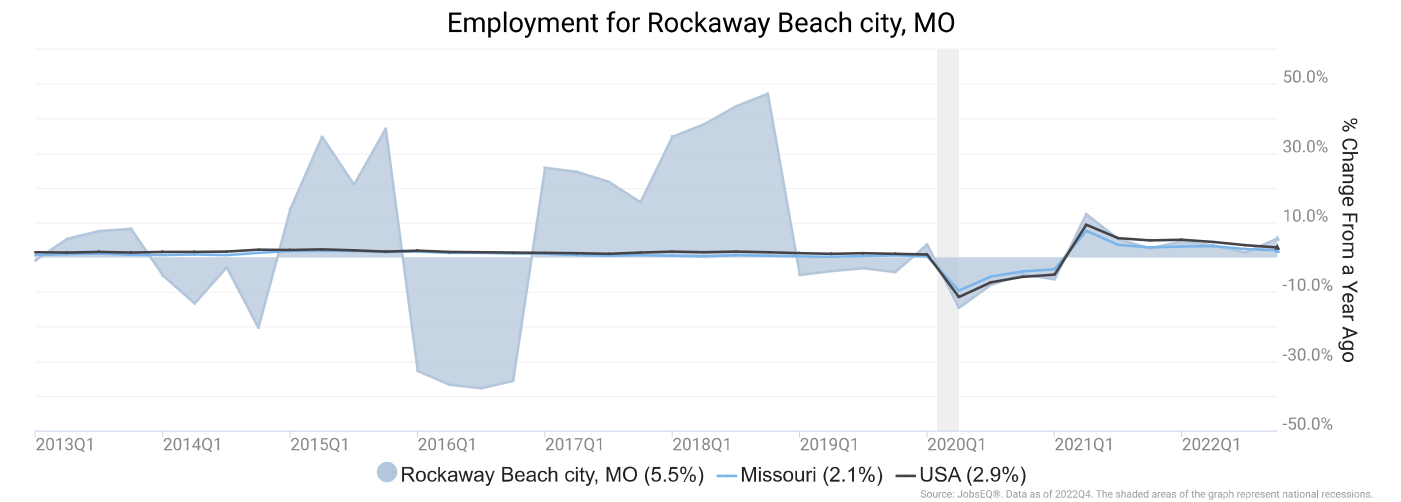
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16–19-year-olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2022, annual average growth rate since 2012. Post-2019 data for Connecticut counties are imputed by Chmura.

Employment Trends

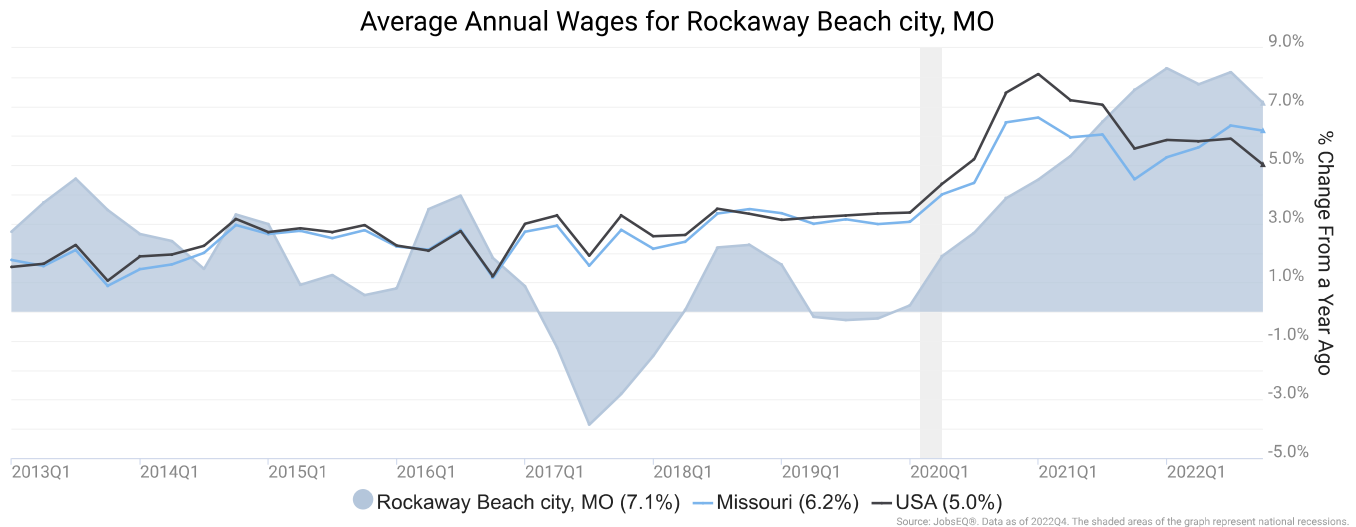
As of 2022Q4, total employment for Rockaway Beach, MO was 70 (based on a four-quarter moving average). Over the year ending 2022Q4, employment increased 5.5% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, and imputed where necessary. Data are updated through 2022Q3 with preliminary estimates updated to 2022Q4.

Wage Trends

The average worker in Rockaway Beach, MO earned annual wages of \$36,772 as of 2022Q4. Average annual wages per worker increased 7.1% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$68,838 in the nation as of 2022Q4.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, and imputed where necessary. Data are updated through 2022Q3 with preliminary estimates updated to 2022Q4.

Cost of Living Index

The Cost-of-Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 13.3% lower in Rockaway Beach, MO than the U.S. average.

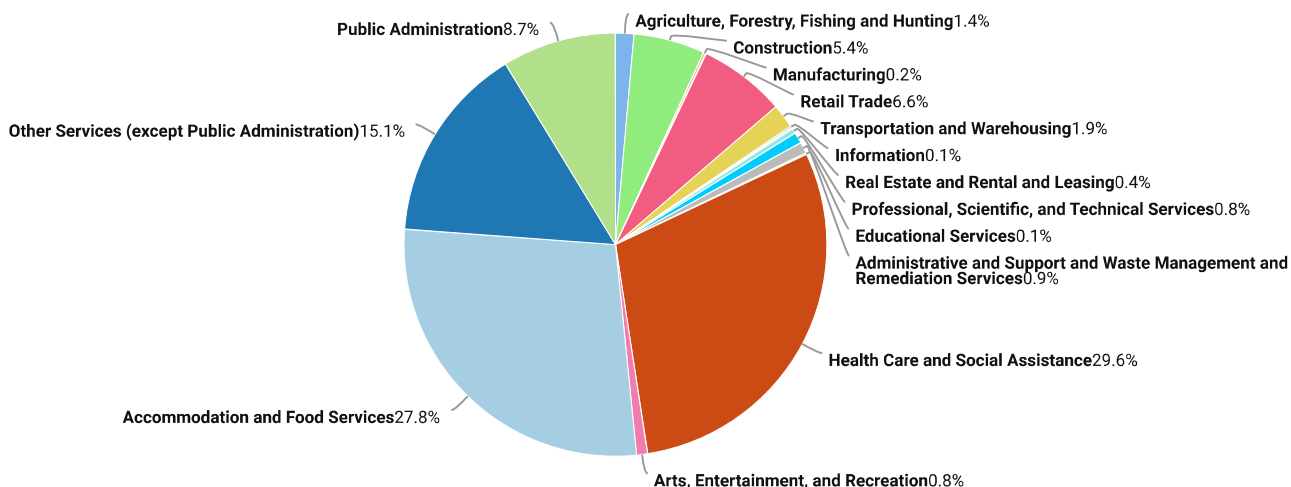
Cost of Living Information			
	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Rockaway Beach city, MO	\$36,772	86.7	\$42,424
Missouri	\$58,064	88.5	\$65,591
USA	\$68,838	100.0	\$68,838

Source: [JobsEQ®](#)
Data as of 2022Q4
Cost of Living per [COLI](#), data as of 2022Q4, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in Rockaway Beach, MO is Health Care and Social Assistance, employing 21 workers. The next-largest sectors in the region are Accommodation and Food Services (20 workers) and Other Services (except Public Administration) (11). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Other Services (except Public Administration) (LQ = 3.53), Accommodation and Food Services (3.26), and Health Care and Social Assistance (2.06).

Total Workers for Rockaway Beach city, MO by Industry



Source: JobsEQ® Data as of 2022Q4

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, and imputed where necessary. Data are updated through 2022Q3 with preliminary estimates updated to 2022Q4.

Sectors in Rockaway Beach, MO with the highest average wages per worker are Professional, Scientific, and Technical Services (\$64,502), Transportation and Warehousing (\$57,899), and Health Care and Social Assistance (\$57,164). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Accommodation and Food Services (+16 jobs), Health Care and Social Assistance (+10), and Other Services (except Public Administration) (+7).

Over the next 10 years, employment in Rockaway Beach, MO is projected to expand by 3 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+4 jobs), Accommodation and Food Services (+1), and Other Services (except Public Administration) (0).

Rockaway Beach city, MO, 2022Q4¹

NAICS	Industry	Current			10-Year History		10-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
62	Health Care and Social Assistance	21	\$57,164	2.06	10	7.0%	27	11	13	4	1.7%
72	Accommodation and Food Services	20	\$33,254	3.26	16	18.7%	36	16	19	1	0.7%
81	Other Services (except Public Administration)	11	\$21,273	3.53	7	12.8%	12	5	7	0	-0.5%
92	Public Administration	6	\$43,605	1.90	-4	-4.7%	5	2	3	-1	-0.9%
44	Retail Trade	5	\$31,547	0.66	-9	-10.2%	6	3	4	-1	-1.2%
23	Construction	4	\$38,798	0.92	3	18.9%	3	1	2	0	-0.7%
11	Agriculture, Forestry, Fishing and Hunting	1	\$9,599	1.08	0	2.2%	1	1	1	0	-1.3%
48	Transportation and Warehousing	1	\$57,899	0.37	0	1.0%	1	1	1	0	-1.6%
54	Professional, Scientific, and Technical Services	1	\$64,502	0.12	-1	-8.7%	0	0	0	0	-0.6%
56	Administrative and Support and Waste Management and Remediation Services	1	\$35,233	0.13	0	n/a	1	0	0	0	-0.6%
71	Arts, Entertainment, and Recreation	1	\$30,899	0.43	0	-1.0%	1	0	1	0	0.2%
42	Wholesale Trade	0	n/a	0.00	-6	n/a	0	0	0	0	-3.2%
52	Finance and Insurance	0	n/a	0.00	-2	n/a	0	0	0	0	-3.2%
53	Real Estate and Rental and Leasing	0	n/a	0.00	-1	n/a	0	0	0	0	-1.3%
Total - All Industries		70	\$36,772	1.00	15	2.4%	85	34	48	3	0.4%

Source: [JobsEQ®](#)

Data as of 2022Q4

Note: Figures may not sum up due to rounding.

1. All data based upon a four-quarter moving average

Exits and transfers are approximate estimates based upon occupation separation rates.

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q3 with preliminary estimates updated to 2022Q4. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in Rockaway Beach, MO is Food Preparation and Serving Related Occupations, employing 17 workers. The next-largest occupation groups in the region are Healthcare Support Occupations (14 workers) and Office and Administrative Support Occupations (7). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Healthcare Support Occupations (LQ = 4.63), Community and Social Service Occupations (3.39), and Food Preparation and Serving Related Occupations (3.08).

Occupation groups in Rockaway Beach, MO with the highest average wages per worker are Computer and Mathematical Occupations (\$83,900), Healthcare Practitioners and Technical Occupations (\$82,700), and Management Occupations (\$81,800). The unemployment rate in the region varied among the major groups from 3.5% among Management Occupations to 12.1% among Personal Care and Service Occupations.

Over the next 10 years, the fastest growing occupation group in Rockaway Beach, MO is expected to be Healthcare Support Occupations with a +2.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+4 jobs) and Food Preparation and Serving Related Occupations (+1). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (32 jobs) and Healthcare Support Occupations (21).

Rockaway Beach city, MO, 2022Q4¹

SOC	Occupation	Current						10-Year History		10-Year Forecast				
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
35-0000	Food Preparation and Serving Related	17	\$30,000	3.08	14	11.4%	n/a	13	15.8%	33	14	18	1	0.7%
31-0000	Healthcare Support	14	\$31,200	4.63	1	7.9%	n/a	10	11.7%	25	11	10	4	2.3%
43-0000	Office and Administrative Support	7	\$37,300	0.80	4	7.4%	n/a	-1	-1.5%	7	4	4	-1	-1.2%
11-0000	Management	4	\$81,800	0.76	1	3.5%	n/a	0	0.7%	3	1	2	0	-0.3%
21-0000	Community and Social Service	4	\$49,700	3.39	0	n/a	n/a	2	6.0%	4	2	2	0	0.2%
41-0000	Sales and Related	4	\$38,800	0.60	7	9.8%	n/a	-10	-11.5%	5	3	3	0	-1.3%
39-0000	Personal Care and Service	3	\$31,400	1.49	2	12.1%	n/a	0	0.7%	4	2	2	0	-0.9%
47-0000	Construction and Extraction	3	\$52,100	0.82	2	10.1%	n/a	1	9.0%	2	1	2	0	-0.6%
13-0000	Business and Financial Operations	2	\$65,700	0.42	0	n/a	n/a	0	0.1%	2	1	1	0	-0.2%
27-0000	Arts, Design, Entertainment, Sports, and Media	2	\$48,800	1.47	0	n/a	n/a	0	3.0%	2	1	1	0	0.1%
33-0000	Protective Service	2	\$42,600	1.45	1	8.4%	n/a	-1	-3.6%	2	1	1	0	-0.6%
37-0000	Building and Grounds Cleaning and Maintenance	2	\$31,200	0.84	6	10.5%	n/a	1	3.6%	3	1	1	0	-0.2%
49-0000	Installation, Maintenance, and Repair	2	\$45,900	0.55	1	4.9%	n/a	0	-1.5%	1	1	1	0	-0.5%
53-0000	Transportation and Material Moving	2	\$39,300	0.32	4	10.6%	n/a	-1	-3.0%	3	1	2	0	0.2%
15-0000	Computer and Mathematical	1	\$83,900	0.21	0	n/a	n/a	0	-0.3%	0	0	0	0	-0.6%
25-0000	Educational Instruction and Library	1	\$50,000	0.36	1	5.8%	n/a	1	8.1%	1	1	1	0	-0.3%

Rockaway Beach city, MO, 2022Q4¹

SOC	Occupation	Current				10-Year History				10-Year Forecast				
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
29-0000	Healthcare Practitioners and Technical	1	\$82,700	0.20	0	n/a	n/a	0	1.6%	1	0	0	0	0.6%
17-0000	Architecture and Engineering	0	n/a	0.00	0	n/a	n/a	-1	n/a	0	0	0	0	0.0%
51-0000	Production	0	n/a	0.00	2	8.5%	n/a	0	n/a	0	0	0	0	0.0%
Total - All Occupations		70	\$44,400	1.00	n/a	n/a	n/a	15	2.4%	99	44	52	3	0.4%

Source: [JobsEQ®](#)

Data as of 2022Q4 unless noted otherwise.

Note: Figures may not sum up due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

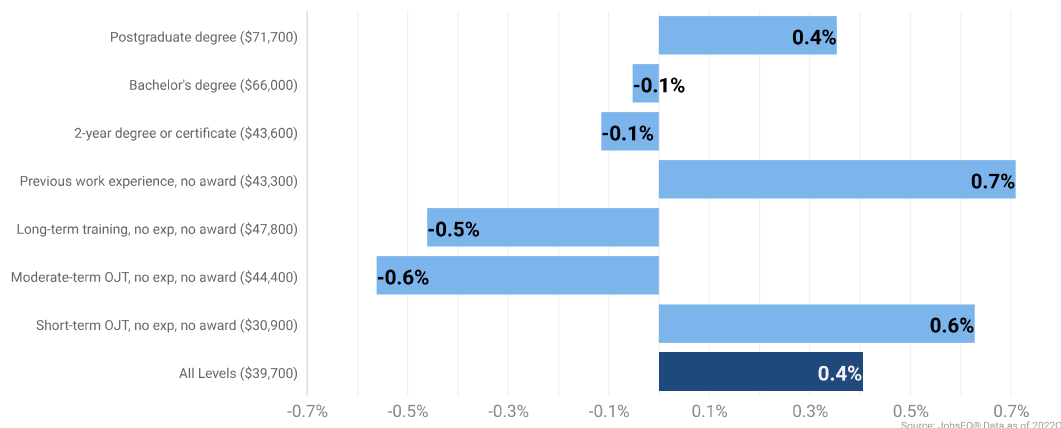
2. Wage data represent the average for all Covered Employment

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4. Wages by occupation are as of 2022 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in Rockaway Beach, MO is projected to grow 0.4% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.4% per year, those requiring a bachelor's degree are forecast to contract 0.1% per year, and occupations typically needing a 2-year degree or certificate are expected to contract 0.1% per year.

Annual Average Projected Job Growth by Training Required



Employment by occupation data are estimates as of 2022Q4. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Rockaway Beach city, MO Regional Map



FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top-level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report

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