



Joplin, MO

Workforce Investment Board of Southwest Missouri



105 North Rangeline PO Box 1706
Joplin, Missouri 64802

Contents

Economy Overview	1
Historic & Projected Trends	3
Population Characteristics	7
Industry Characteristics	9
Business Characteristics	15
Workforce Characteristics	17
Educational Pipeline	25

Economy Overview

179,167

Population (2018)

Population **grew by 4,025** over the last 5 years and is projected to **grow by 3,347** over the next 5 years.

85,986

Total Regional Employment

Jobs **grew by 1,290** over the last 5 years and are projected to **grow by 2,456** over the next 5 years.

\$45.9K

Median Household Income (2017)

Median household income is **\$11.7K below** the national median household income of \$57.7K.

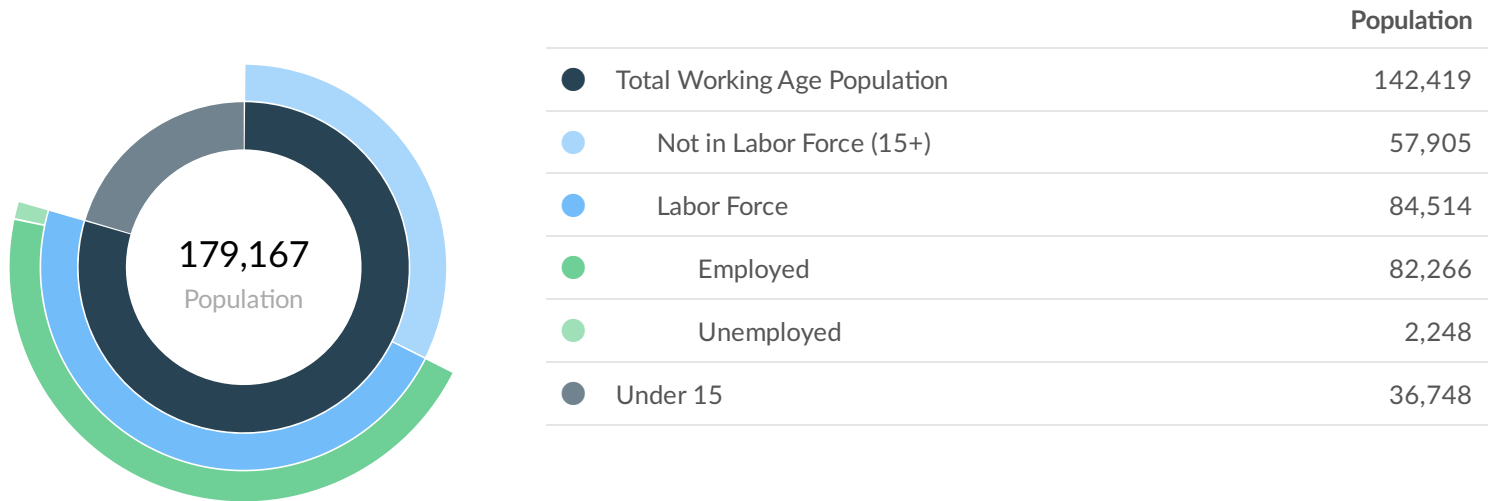
Takeaways

- As of 2018 the region's population **increased by 2.3%** since 2013, growing by 4,025. Population is expected to **increase by 1.9%** between 2018 and 2023, adding 3,347.
- From 2013 to 2018, jobs **increased by 1.5%** in Joplin, MO from 84,696 to **85,986**. This change **fell short of the national growth rate of 8.2% by 6.7%**. As the number of jobs increased, the **labor force participation rate decreased from 62.5% to 59.3% between 2013 and 2018**.
- Concerning educational attainment, **13.4% of Joplin, MO residents possess a Bachelor's Degree** (5.2% below the national average), and **7.3% hold an Associate's Degree** (0.8% below the national average).
- The top three industries in 2018 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and General Medical and Surgical Hospitals.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	179,167	84,514	85,986	89.6	\$7.05B	\$9.17B	\$8.73B
Southwest Missouri	295,481	136,144	128,094	88.7	\$10.51B	\$15.34B	\$13.99B
State	6,132,534	3,043,804	3,128,614	90.7	\$315.22B	\$292.34B	\$347.77B
United States	328,038,851	162,488,483	162,744,861	100.0	\$20.15T	\$0	\$8.59T

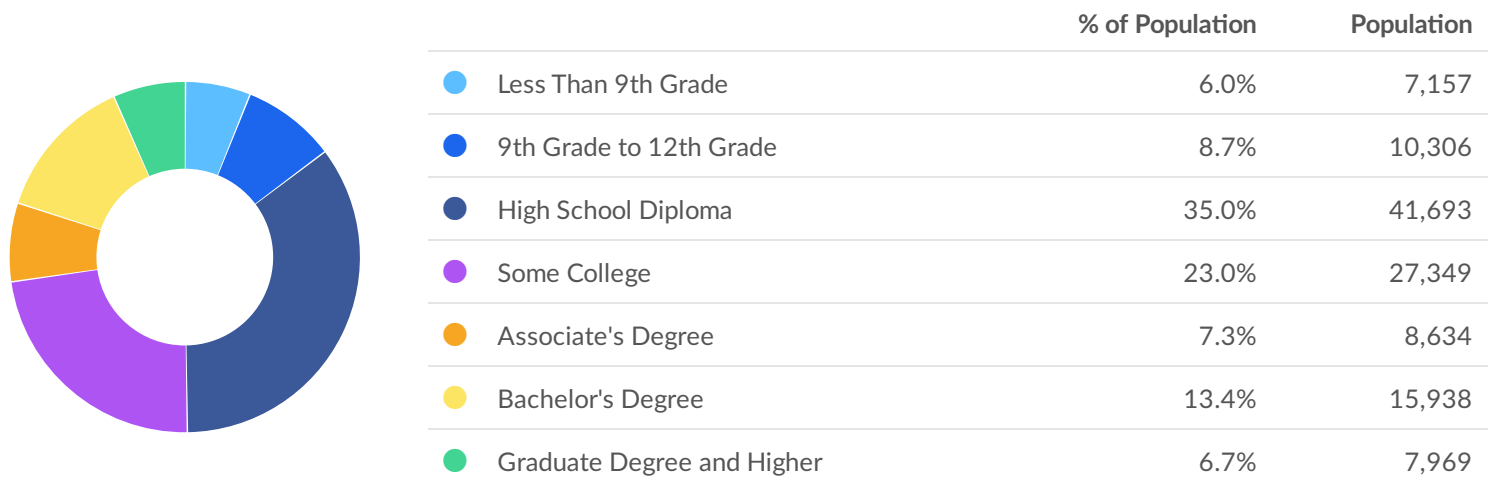
Economy Overview - Cont.

2018 Labor Force Breakdown



Educational Attainment

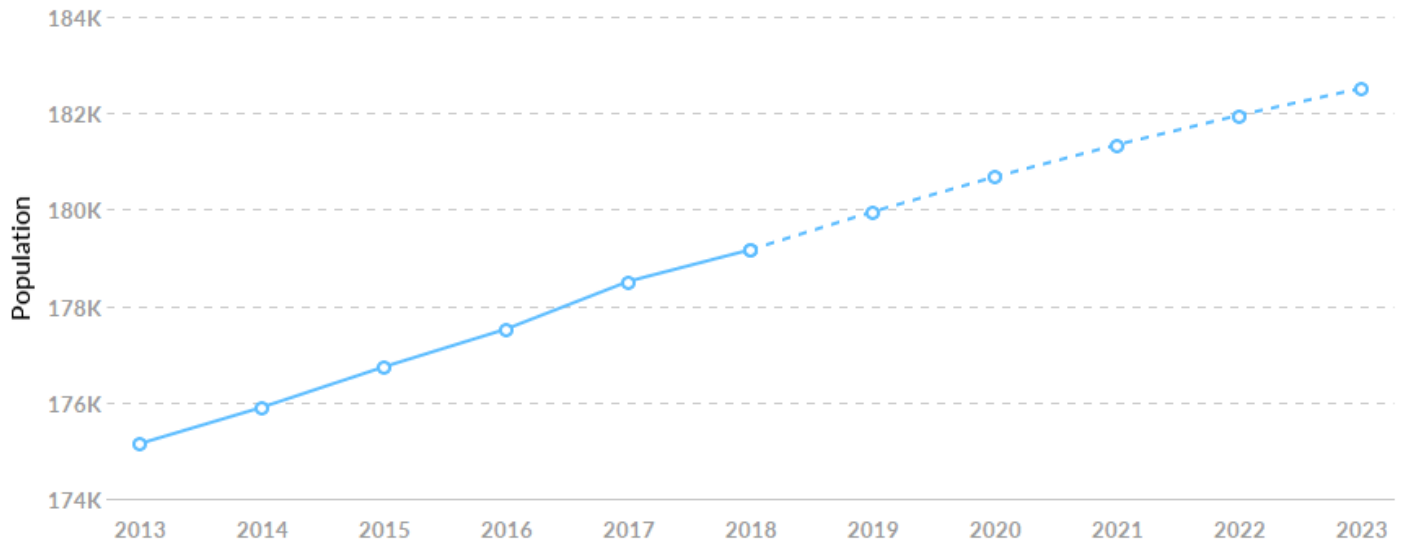
Concerning educational attainment, **13.4% of Joplin, MO residents possess a Bachelor's Degree** (5.2% below the national average), and **7.3% hold an Associate's Degree** (0.8% below the national average).



Historic & Projected Trends

Population Trends

As of 2018 the region's population increased by 2.3% since 2013, growing by 4,025. Population is expected to increase by 1.9% between 2018 and 2023, adding 3,347.

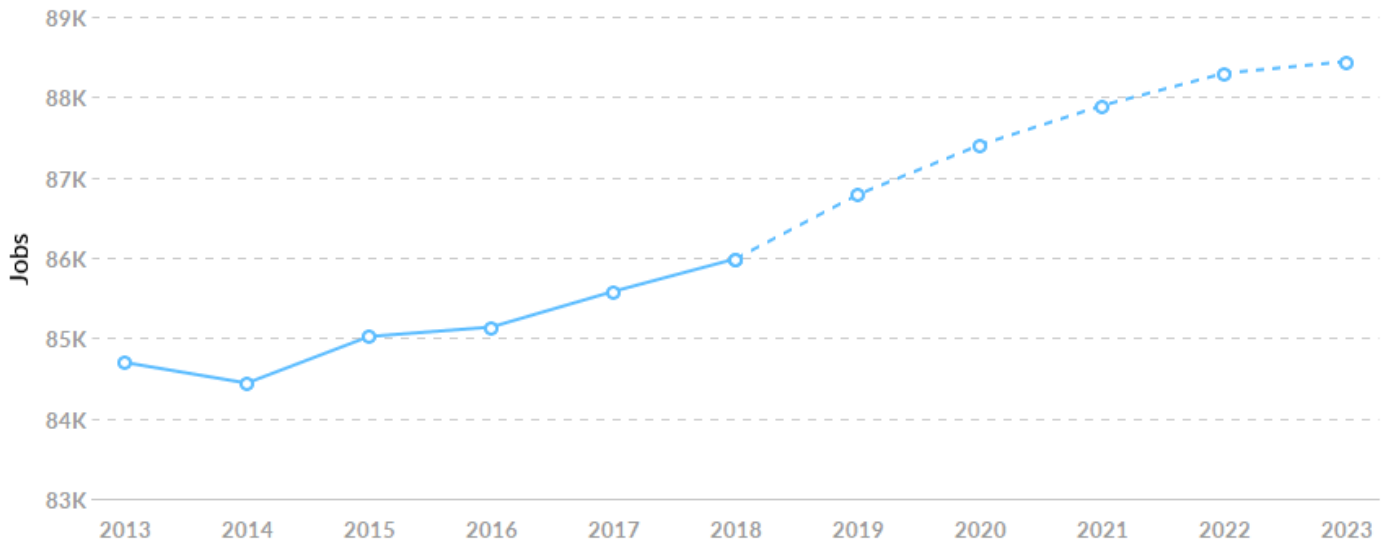


Timeframe	Population
2013	175,142
2014	175,896
2015	176,736
2016	177,520
2017	178,509
2018	179,167
2019	179,954
2020	180,678
2021	181,344
2022	181,956
2023	182,514

Historic & Projected Trends - Cont.

Job Trends

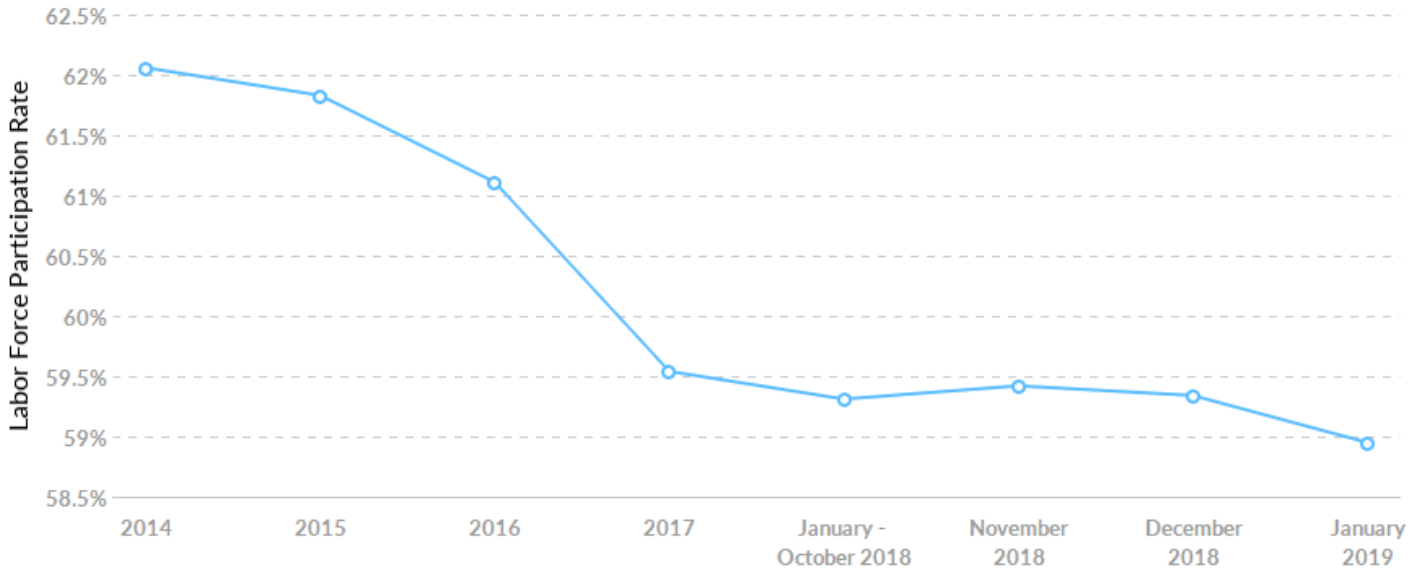
From 2013 to 2018, jobs increased by 1.5% in Joplin, MO from 84,696 to 85,986. This change fell short of the national growth rate of 8.2% by 6.7%.



Timeframe	Jobs
2013	84,696
2014	84,439
2015	85,019
2016	85,136
2017	85,580
2018	85,986
2019	86,785
2020	87,403
2021	87,893
2022	88,296
2023	88,442

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

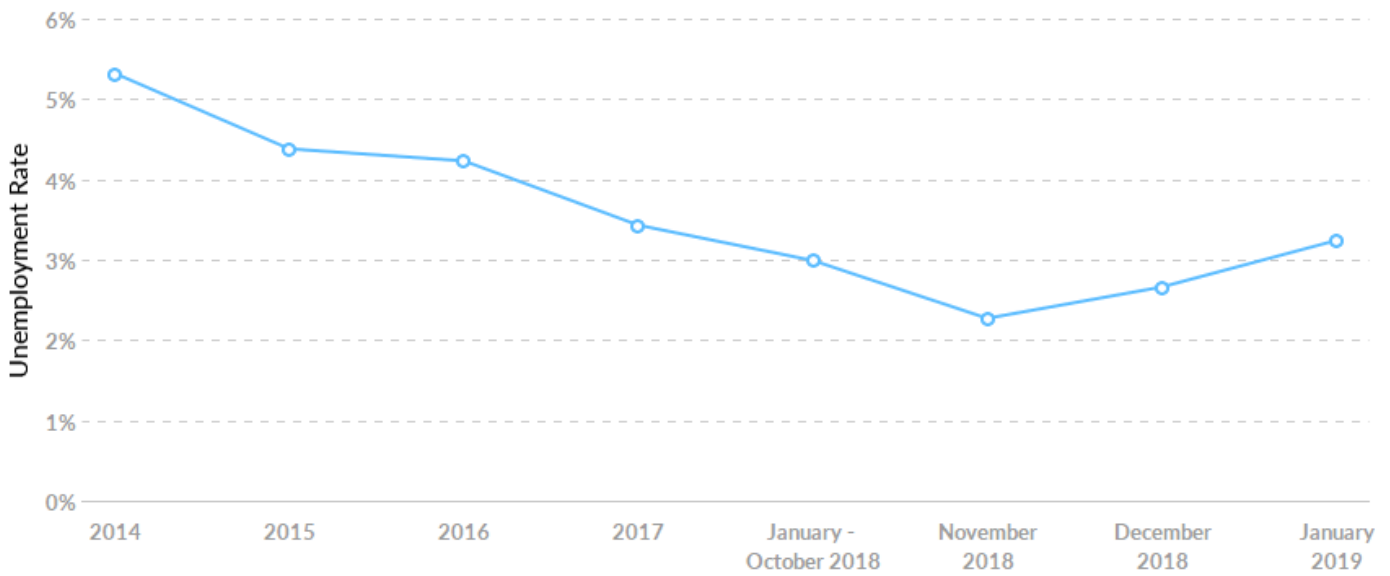


Timeframe	Labor Force Participation Rate
2014	62.06%
2015	61.83%
2016	61.11%
2017	59.54%
January - October 2018	59.31%
November 2018	59.42%
December 2018	59.34%
January 2019	58.95%

Historic & Projected Trends - Cont.

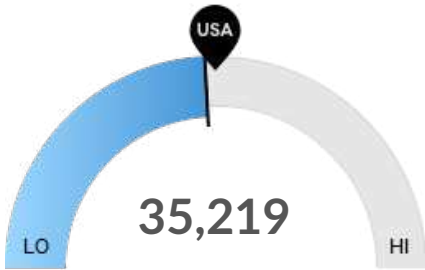
Unemployment Rate Trends

Joplin, MO had a January 2019 unemployment rate of 3.24%, **decreasing from 5.32%** 5 years before.



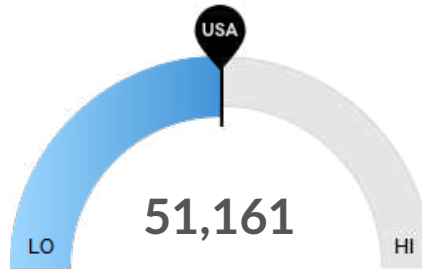
Timeframe	Unemployment Rate
2014	5.32%
2015	4.38%
2016	4.23%
2017	3.43%
January - October 2018	2.99%
November 2018	2.27%
December 2018	2.66%
January 2019	3.24%

Population Characteristics



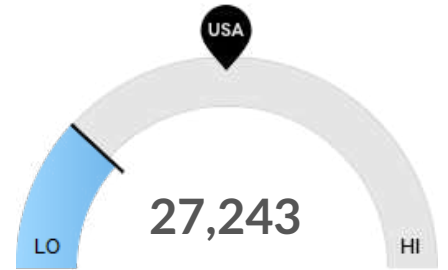
Millennials

Joplin, MO has 35,219 millennials (ages 20-34). The national average for an area this size is 36,972.



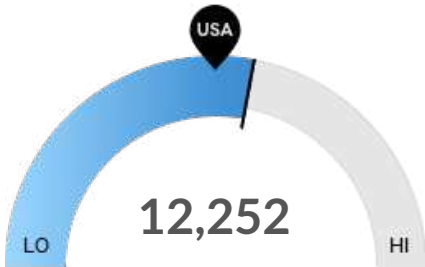
Retiring Soon

Retirement risk is about average in Joplin, MO. The national average for an area this size is 50,888 people 55 or older, while there are 51,161 here.



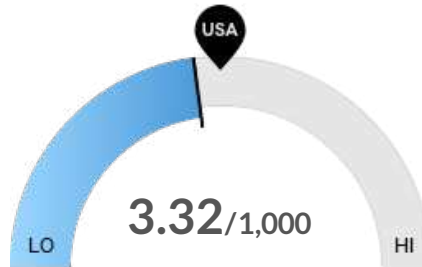
Racial Diversity

Racial diversity is low in Joplin, MO. The national average for an area this size is 70,104 racially diverse people, while there are 27,243 here.



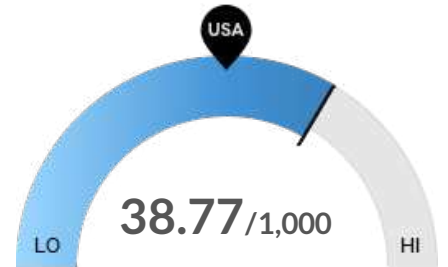
Veterans

Joplin, MO has 12,252 veterans. The national average for an area this size is 10,380.



Violent Crime

Joplin, MO has 3.32 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



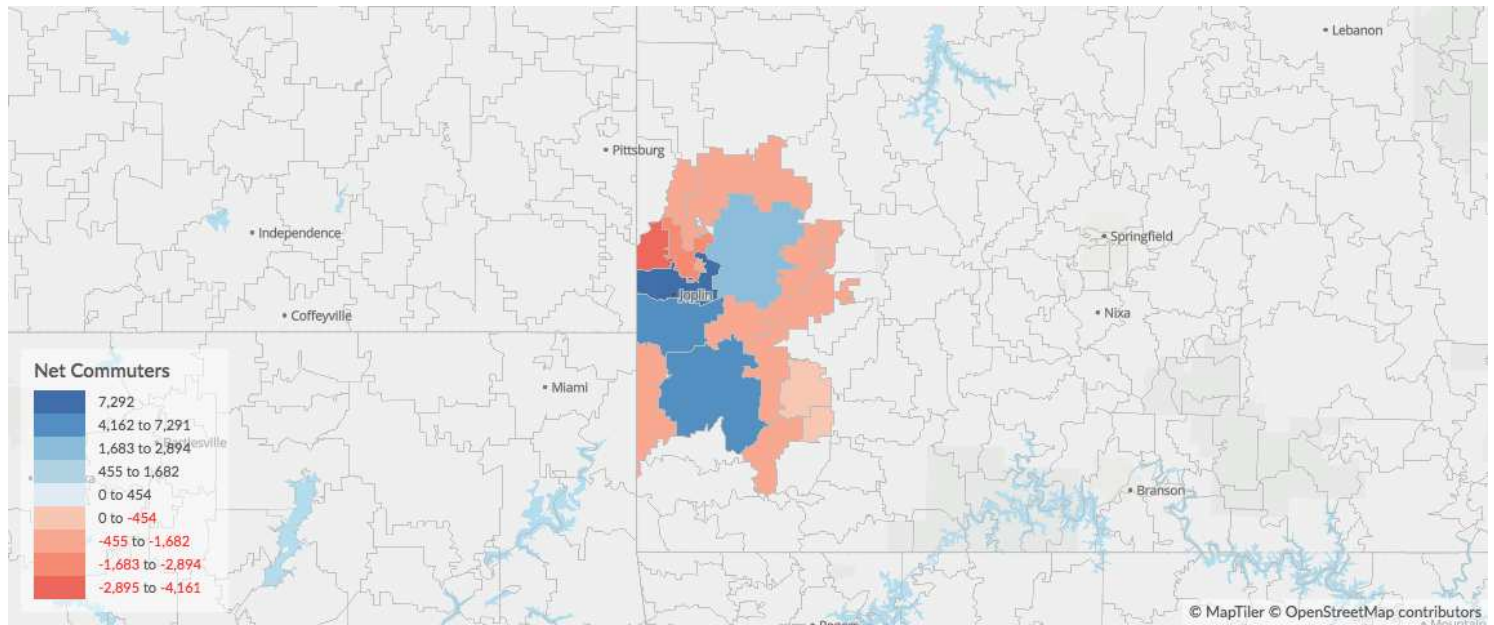
Property Crime

Joplin, MO has 38.77 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in Joplin, MO currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 64804.



Where Talent Works

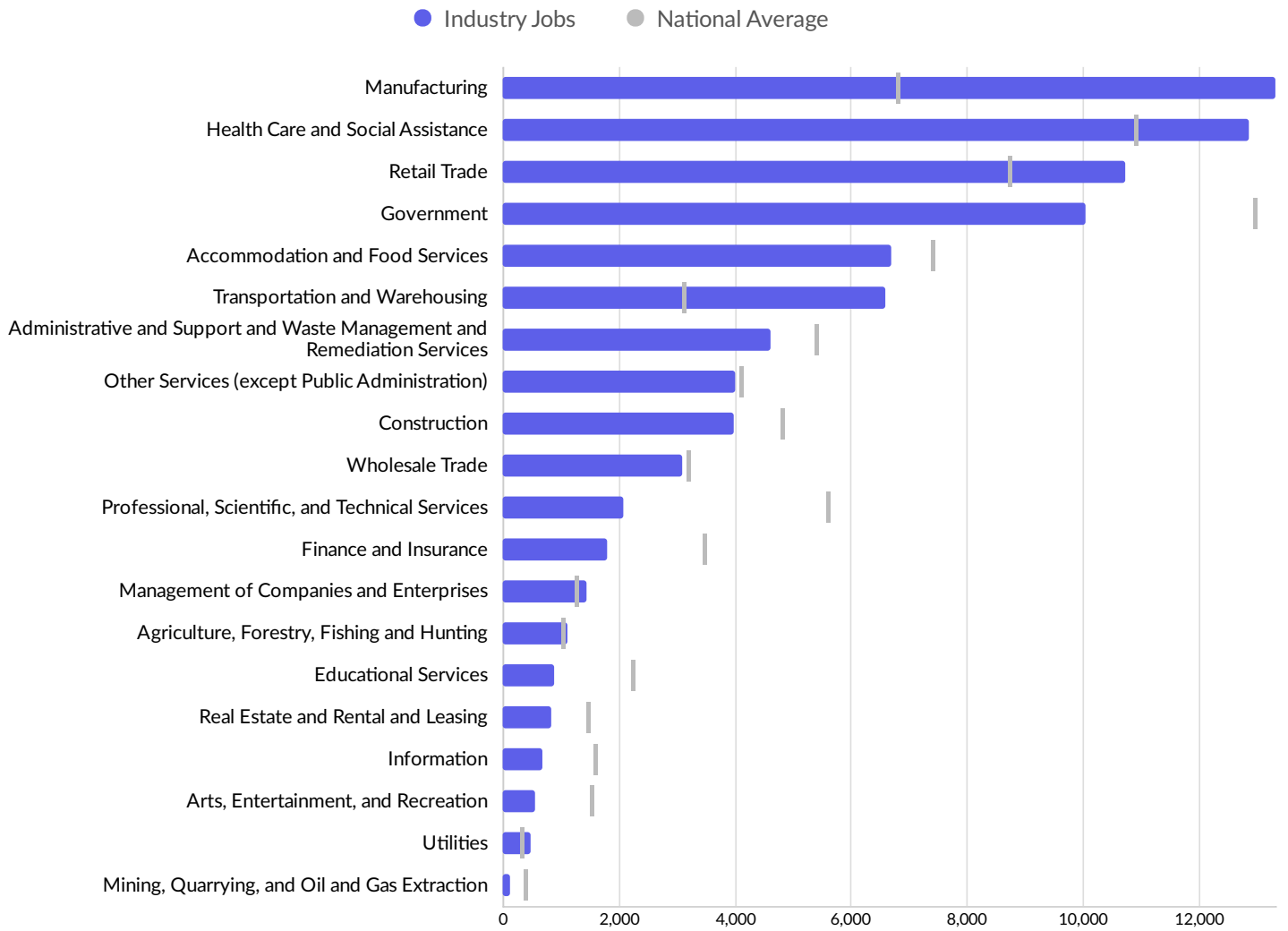
ZIP	Name	2018 Employment
64801	Joplin, MO (in Jasper co...	22,138
64804	Joplin, MO (in Jasper co...	20,257
64850	Neosho, MO (in Newto...	17,824
64836	Carthage, MO (in Jasper...	12,161
64870	Webb City, MO (in Jasp...	4,475

Where Talent Lives

ZIP	Name	2018 Workers
64804	Joplin, MO (in Jasper co...	15,458
64801	Joplin, MO (in Jasper co...	14,846
64850	Neosho, MO (in Newto...	13,662
64836	Carthage, MO (in Jasper...	10,478
64870	Webb City, MO (in Jasp...	6,196

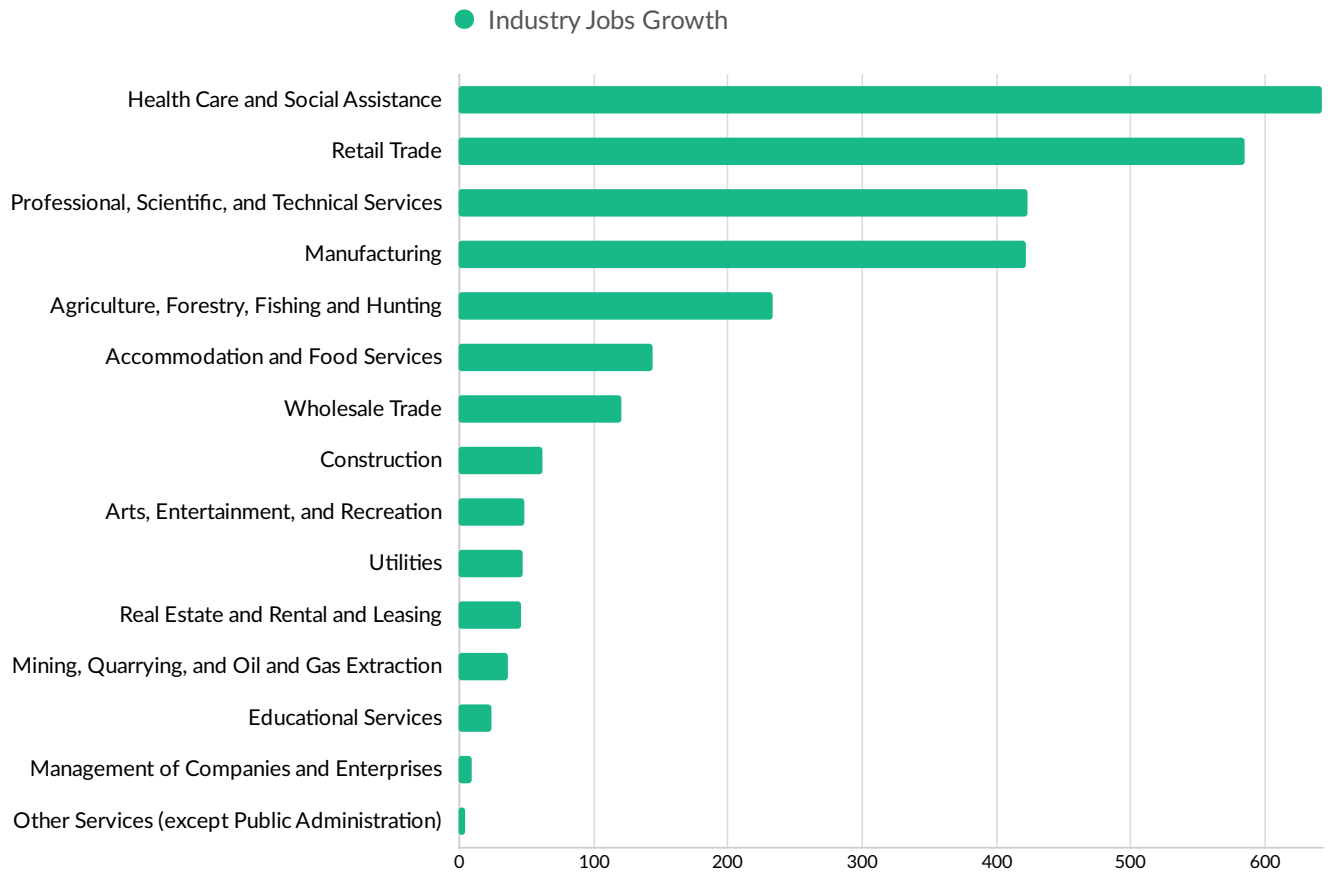
Industry Characteristics

Largest Industries



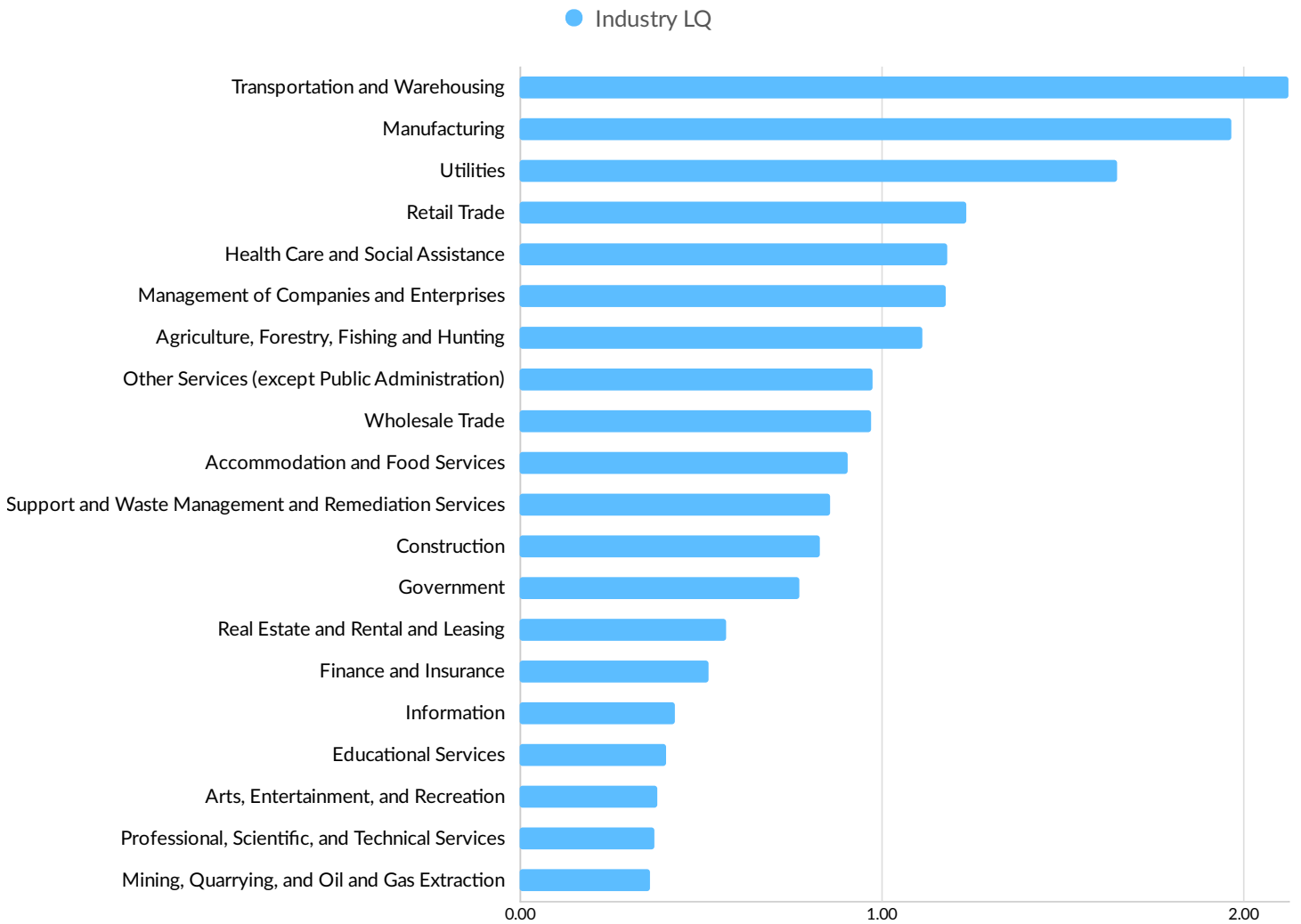
Industry Characteristics - Cont.

Top Growing Industries



Industry Characteristics - Cont.

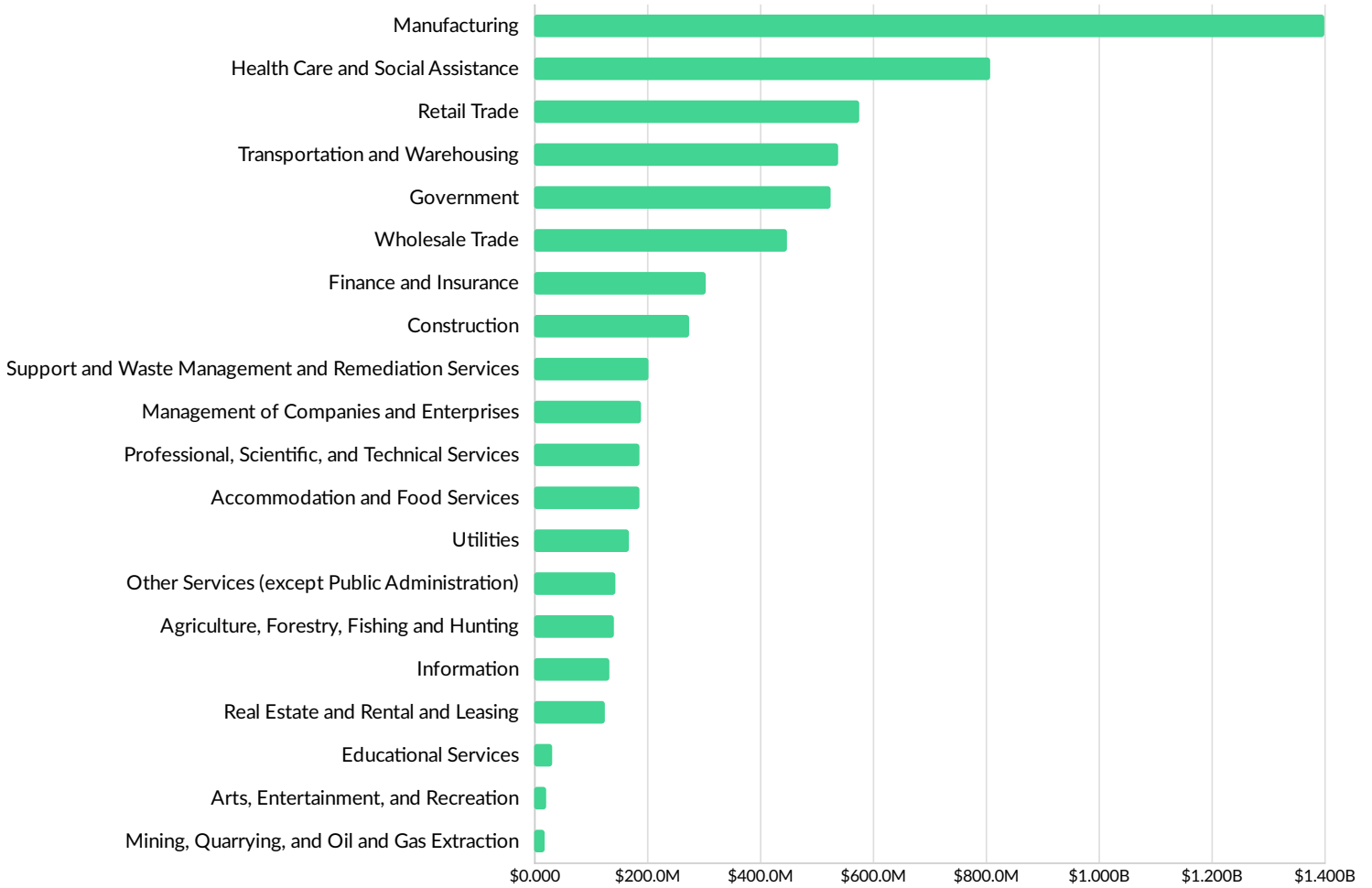
Top Industry LQ



Industry Characteristics - Cont.

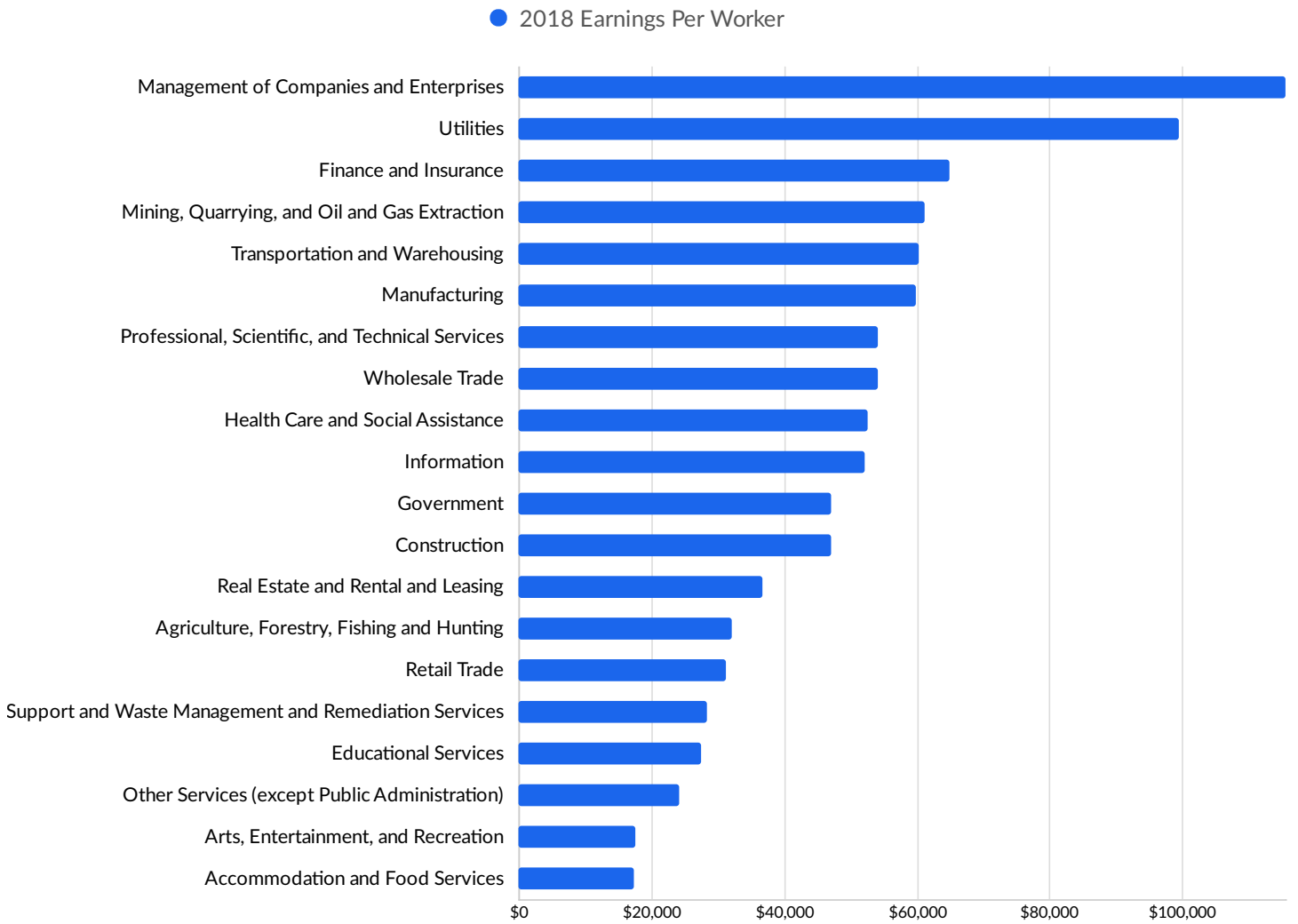
Top Industry GRP

● 2018 Gross Regional Product



Industry Characteristics - Cont.

Top Industry Earnings























Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Manufacturing	12,899	13,321	422	+3%	1.97	\$59,951	\$1.40B
Health Care and Social Assistance	12,231	12,874	643	+5%	1.18	\$52,591	\$808.08M
Retail Trade	10,160	10,745	585	+6%	1.24	\$31,285	\$576.81M
Government	10,325	10,036	-289	-3%	0.78	\$47,122	\$525.69M
Accommodation and Food Services	6,548	6,692	144	+2%	0.91	\$17,365	\$186.09M
Transportation and Warehousing	6,983	6,594	-389	-6%	2.13	\$60,301	\$537.82M
Administrative and Support and Waste Management and Remediation Services	4,676	4,609	-67	-1%	0.86	\$28,365	\$203.48M
Other Services (except Public Administration)	3,996	4,001	5	+0%	0.98	\$24,105	\$143.32M
Construction	3,912	3,974	62	+2%	0.83	\$46,997	\$275.11M
Wholesale Trade	2,964	3,085	121	+4%	0.97	\$54,051	\$447.15M
Professional, Scientific, and Technical Services	1,657	2,081	424	+26%	0.37	\$54,242	\$187.40M
Finance and Insurance	2,052	1,813	-239	-12%	0.52	\$64,993	\$304.34M
Management of Companies and Enterprises	1,443	1,453	10	+1%	1.18	\$115,549	\$189.35M
Agriculture, Forestry, Fishing and Hunting	891	1,125	234	+26%	1.11	\$32,213	\$140.62M
Educational Services	866	890	24	+3%	0.40	\$27,498	\$30.96M
Real Estate and Rental and Leasing	784	830	46	+6%	0.57	\$36,807	\$125.75M
Information	1,256	677	-579	-46%	0.43	\$52,120	\$134.27M
Arts, Entertainment, and Recreation	521	570	49	+9%	0.38	\$17,670	\$22.27M
Utilities	441	489	48	+11%	1.65	\$99,395	\$167.48M
Mining, Quarrying, and Oil and Gas Extraction	91	128	37	+41%	0.36	\$61,151	\$19.72M

Business Characteristics

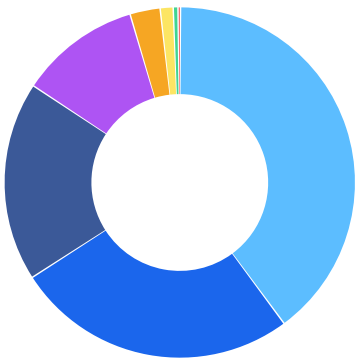
11,795 Companies Employ Your Workers

Online profiles for your workers mention 11,795 companies as employers, with the top 10 appearing below. In the last 12 months, 2,561 companies in Joplin, MO posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Freeman Health System	746 	CRST International, Inc.	1,016 
Leggett & Platt, Incorporated	585 	Freeman Health System	659 
Missouri Southern State Univers...	393 	Hogan Transports Inc	598 
Wal-Mart Stores, Inc.	300 	Mercy Health	559 
Mercy	282 	J.B. Hunt Transport Services, Inc.	522 
Joplin Schools	218 	USA Truck, Inc.	463 
Tamko Building Products, Inc.	207 	Leggett & Platt, Incorporated	445 
Eaglepicher Technologies, LLC	201 	Mercy	392 
AT&T Inc.	193 	Dollar General Corporation	347 
Crowder College	190 	Alorica Inc.	345 

Business Characteristics - Cont.

Business Size

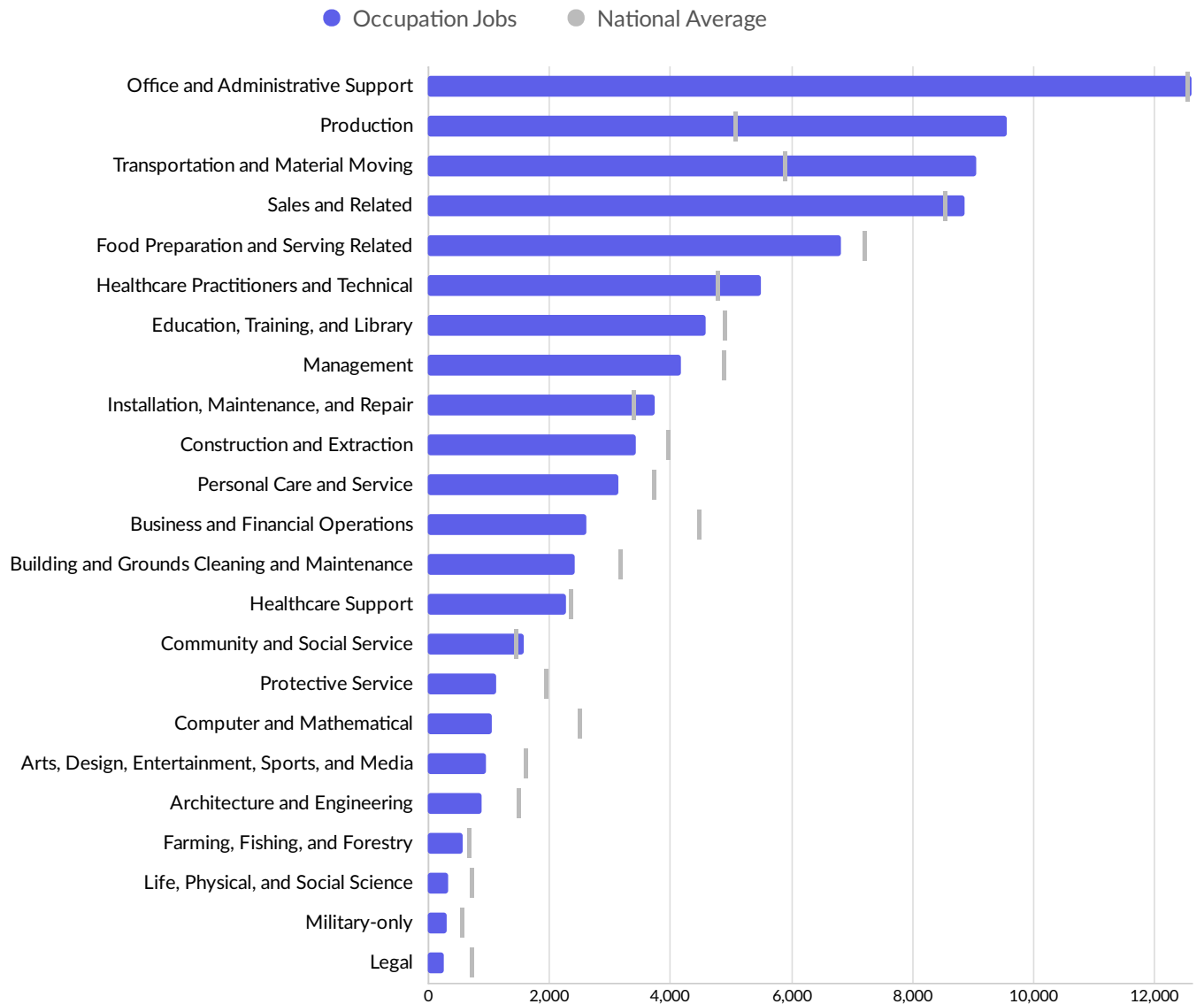


	Percentage	Business Count
1 to 4 employees	39.8%	2,562
5 to 9 employees	26.0%	1,677
10 to 19 employees	18.4%	1,184
20 to 49 employees	11.1%	717
50 to 99 employees	2.8%	179
100 to 249 employees	1.2%	77
250 to 499 employees	0.4%	28
500+ employees	0.2%	15

**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

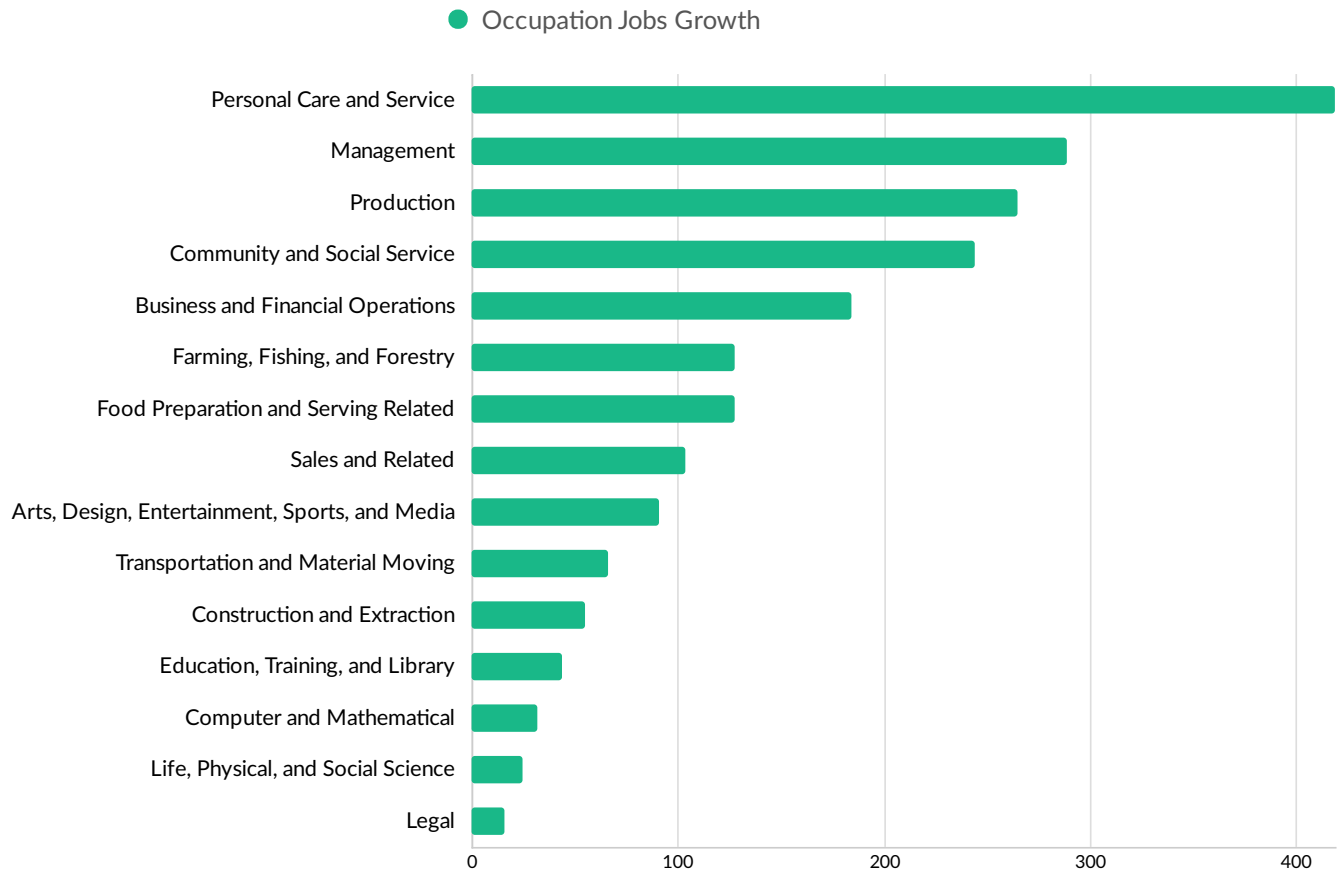
Workforce Characteristics

Largest Occupations



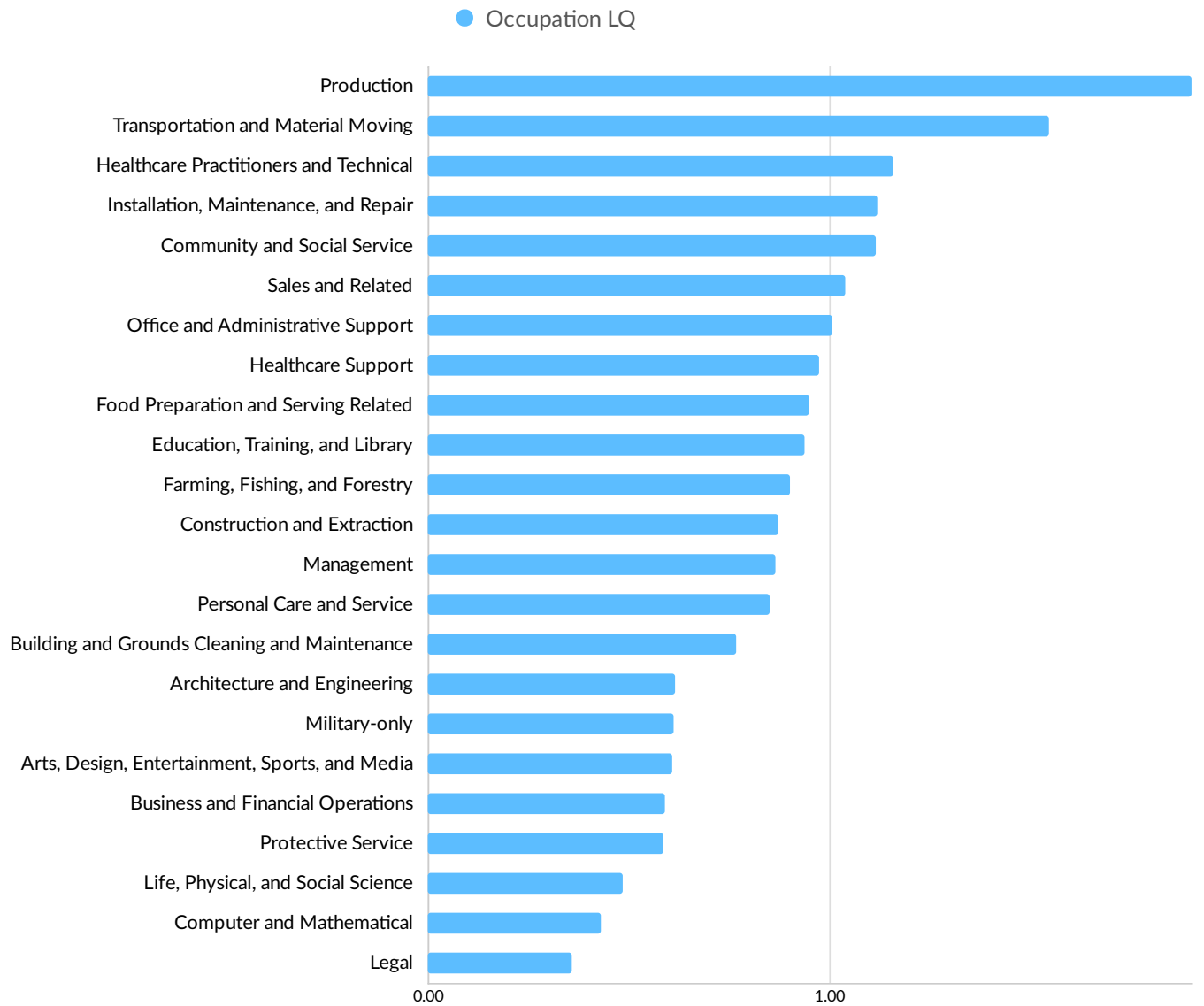
Workforce Characteristics - Cont.

Top Growing Occupations



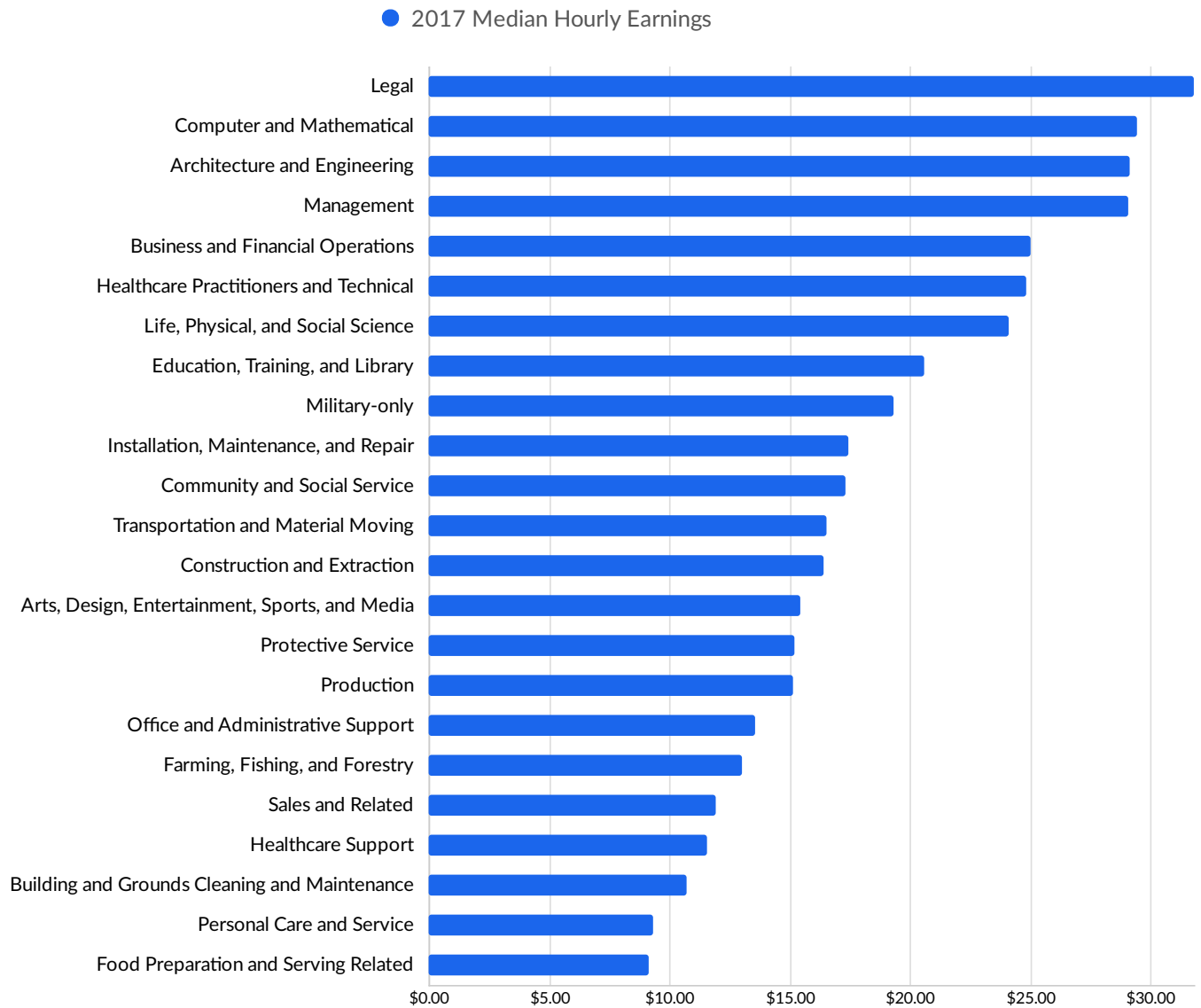
Workforce Characteristics - Cont.

Top Occupation LQ



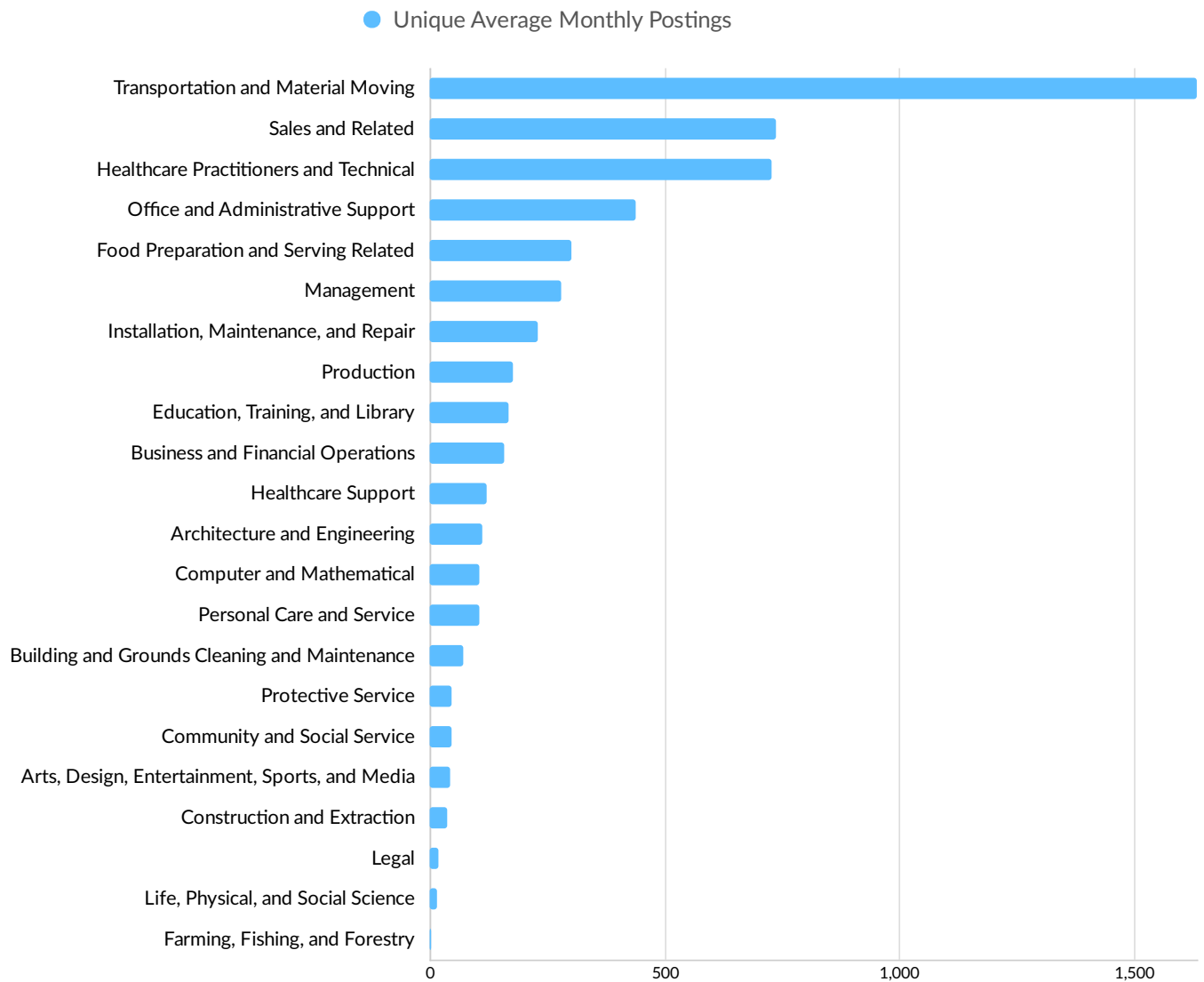
Workforce Characteristics - Cont.

Top Occupation Earnings



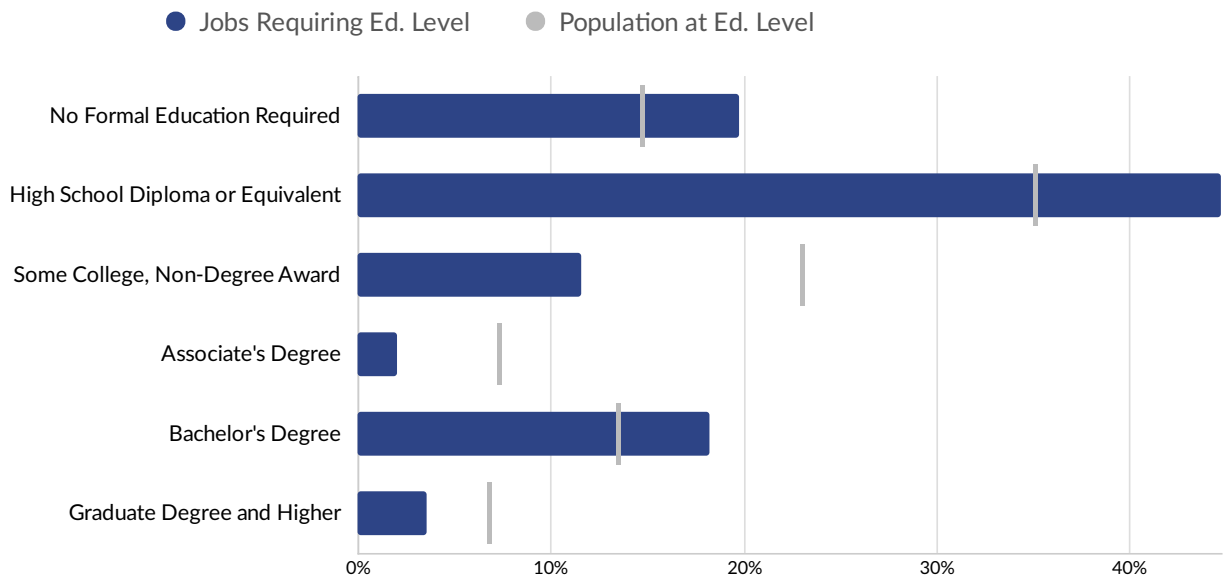
Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Underemployment



Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	May 2018 - Apr 2019 Unique Average Monthly Postings
Office and Administrative Support	12,930	12,615	-315	-2%	1.01	\$13.55	439
Production	9,311	9,576	265	+3%	1.90	\$15.17	179
Transportation and Material Moving	8,983	9,049	66	+1%	1.54	\$16.51	1,635
Sales and Related	8,751	8,855	104	+1%	1.04	\$11.90	738
Food Preparation and Serving Related	6,690	6,818	128	+2%	0.95	\$9.14	303
Healthcare Practitioners and Technical	5,602	5,509	-93	-2%	1.16	\$24.83	728
Education, Training, and Library	4,540	4,584	44	+1%	0.94	\$20.57	168
Management	3,896	4,185	289	+7%	0.86	\$29.08	281
Installation, Maintenance, and Repair	3,796	3,761	-35	-1%	1.12	\$17.45	231
Construction and Extraction	3,373	3,428	55	+2%	0.87	\$16.41	39
Personal Care and Service	2,722	3,141	419	+15%	0.85	\$9.33	106
Business and Financial Operations	2,443	2,627	184	+8%	0.59	\$25.03	159
Building and Grounds Cleaning and Maintenance	2,516	2,428	-88	-3%	0.77	\$10.73	71
Healthcare Support	2,511	2,275	-236	-9%	0.98	\$11.58	121
Community and Social Service	1,340	1,584	244	+18%	1.11	\$17.29	47
Protective Service	1,131	1,130	-1	0%	0.59	\$15.23	47
Computer and Mathematical	1,034	1,066	32	+3%	0.43	\$29.43	107

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	May 2018 - Apr 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	870	961	91	+10%	0.61	\$15.43	43
Architecture and Engineering	917	898	-19	-2%	0.62	\$29.16	114
Farming, Fishing, and Forestry	449	577	128	+29%	0.90	\$13.05	3
Life, Physical, and Social Science	317	342	25	+8%	0.48	\$24.07	16
Military-only	336	321	-15	-4%	0.61	\$19.31	0
Legal	238	254	16	+7%	0.36	\$31.79	18

Educational Pipeline

In 2017, there were 2,852 graduates in Joplin, MO. This pipeline has grown by 24% over the last 5 years. The highest share of these graduates come from General Studies, "Business/Commerce, General", and Truck and Bus Driver/Commercial Vehicle Operator and Instructor.

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Missouri Southern State University	1,201	
Crowder College	1,161	
Ozark Christian College	165	
Franklin Technology-MSSU	116	
Vatterott College-Joplin	107	
City Pointe Beauty Academy	48	
Carthage R9 School District-Carthage Technical Center	21	
New Dimensions School of Hair Design	17	
Neosho Beauty College	16	
Essentials Academy of Cosmetology	0	

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher