



Southwest Missouri

Workforce Investment Board of Southwest Missouri



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Economy Overview

295,481

Population (2018)

Population **grew by 4,564** over the last 5 years and is projected to **grow by 4,106** over the next 5 years.

128,094

Jobs (2018)

Jobs **grew by 2,842** over the last 5 years and are projected to **grow by 4,466** over the next 5 years.

\$44.8K

Avg. Earnings Per Job (2018)

Regional average earnings per job are **\$20.8K below** the national average earnings of \$65.7K per job.

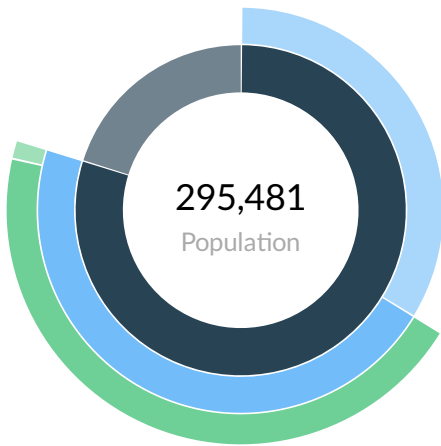
Takeaways

- As of 2018 the region's population **increased by 1.6%** since 2013, growing by 4,564. Population is expected to **increase by 1.4%** between 2018 and 2023, adding 4,106.
- From 2013 to 2018, jobs **increased by 2.3%** in Southwest Missouri from 125,251 to **128,094**. This change **fell short of the national growth rate of 8.2% by 5.9%**. As the number of jobs increased, the **labor force participation rate decreased from 59.8% to 57.8% between 2013 and 2018**.
- Concerning educational attainment, **11.6% of the selected regions' residents possess a Bachelor's Degree** (7.0% below the national average), and **6.6% hold an Associate's Degree** (1.4% below the national average).
- The top three industries in 2018 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Animal Slaughtering and Processing.

| | Population (2018) | Labor Force (2018) | Jobs (2018) | Cost of Living | GRP | Imports | Exports |
|---------------|-------------------|--------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 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.

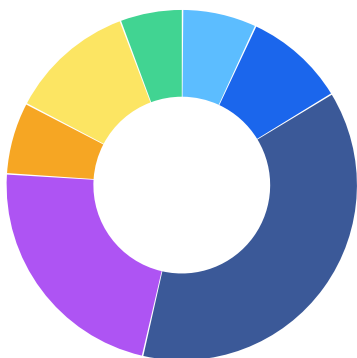
2018 Labor Force Breakdown



| | Population |
|--------------------------------|------------|
| ● Total Working Age Population | 235,673 |
| ● Not in Labor Force (15+) | 99,529 |
| ● Labor Force | 136,144 |
| ● Employed | 132,335 |
| ● Unemployed | 3,809 |
| ● Under 15 | 59,808 |

Educational Attainment

Concerning educational attainment, **11.6% of the selected regions' residents possess a Bachelor's Degree** (7.0% below the national average), and **6.6% hold an Associate's Degree** (1.4% below the national average).

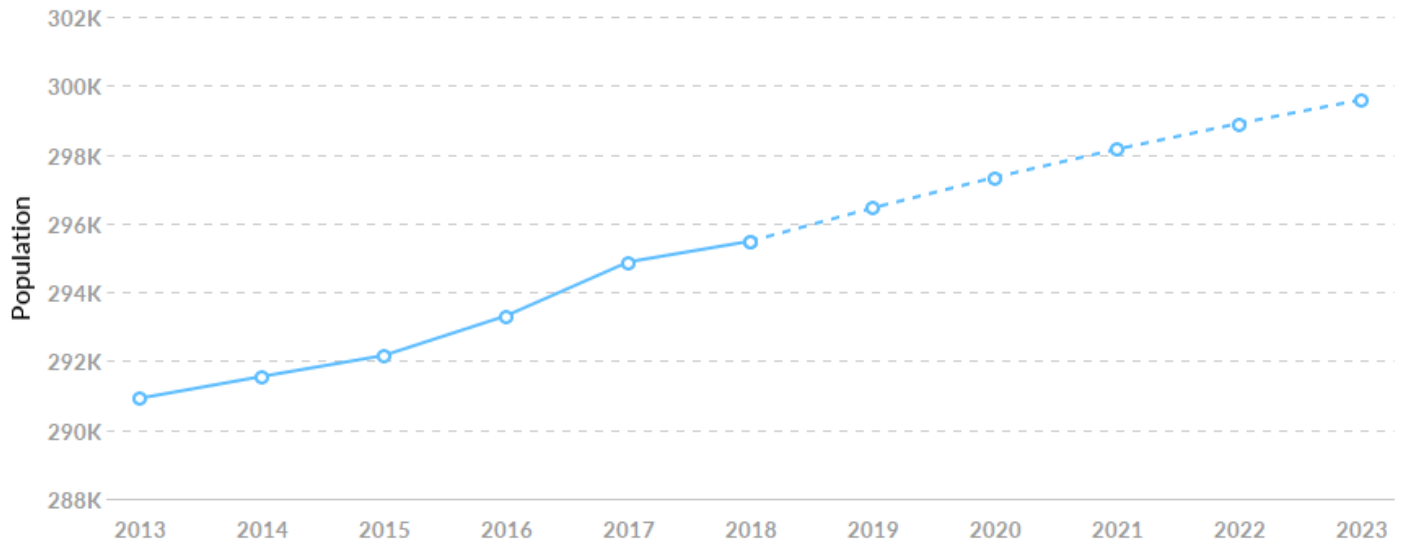


| | % of Population | Population |
|------------------------------|-----------------|------------|
| ● Less Than 9th Grade | 6.9% | 13,597 |
| ● 9th Grade to 12th Grade | 9.4% | 18,603 |
| ● High School Diploma | 37.3% | 73,961 |
| ● Some College | 22.4% | 44,495 |
| ● Associate's Degree | 6.6% | 13,188 |
| ● Bachelor's Degree | 11.6% | 23,062 |
| ● Graduate Degree and Higher | 5.8% | 11,443 |

Historic & Projected Trends

Population Trends

As of 2018 the region's population increased by 1.6% since 2013, growing by 4,564. Population is expected to increase by 1.4% between 2018 and 2023, adding 4,106.

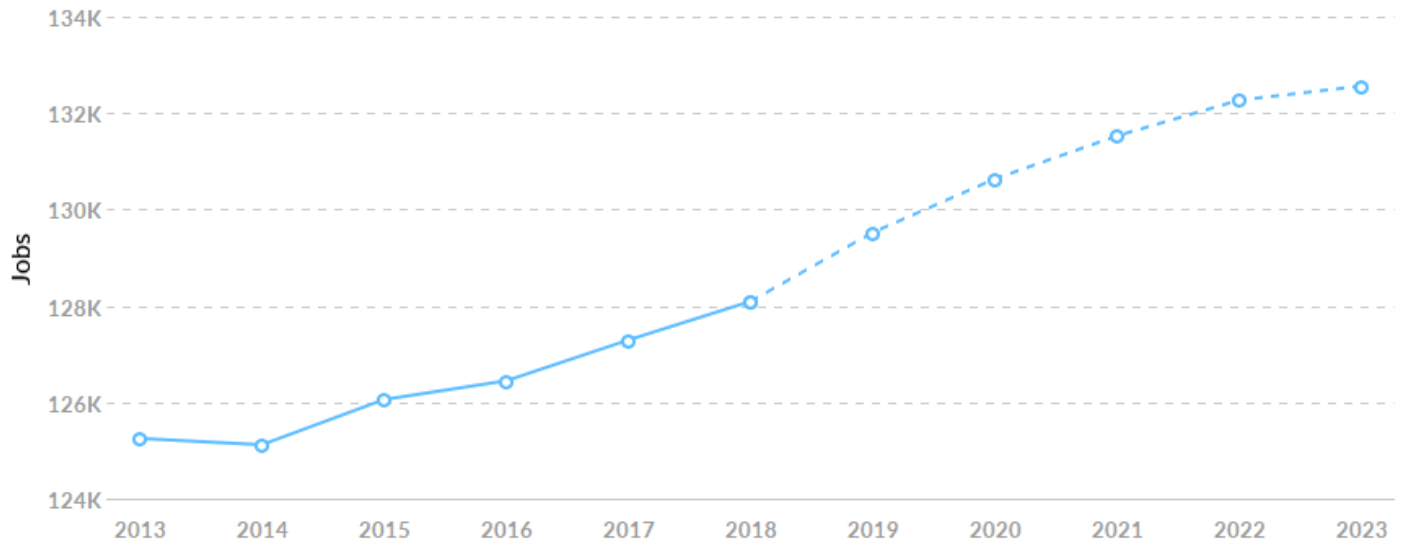


| Timeframe | Population |
|-----------|------------|
| 2013 | 290,917 |
| 2014 | 291,551 |
| 2015 | 292,162 |
| 2016 | 293,314 |
| 2017 | 294,877 |
| 2018 | 295,481 |
| 2019 | 296,446 |
| 2020 | 297,335 |
| 2021 | 298,152 |
| 2022 | 298,902 |
| 2023 | 299,587 |

Historic & Projected Trends - Cont.

Job Trends

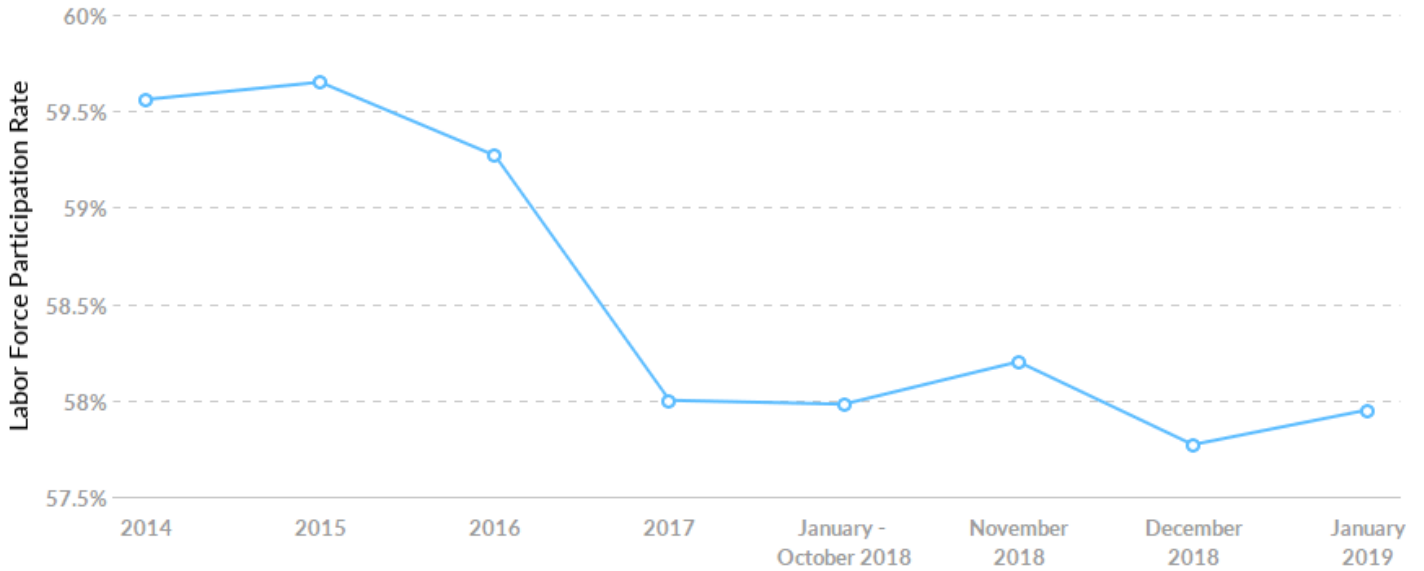
From 2013 to 2018, jobs increased by 2.3% in Southwest Missouri from 125,251 to 128,094. This change fell short of the national growth rate of 8.2% by 5.9%.



| Timeframe | Jobs |
|-----------|---------|
| 2013 | 125,251 |
| 2014 | 125,119 |
| 2015 | 126,058 |
| 2016 | 126,446 |
| 2017 | 127,292 |
| 2018 | 128,094 |
| 2019 | 129,522 |
| 2020 | 130,635 |
| 2021 | 131,527 |
| 2022 | 132,268 |
| 2023 | 132,560 |

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

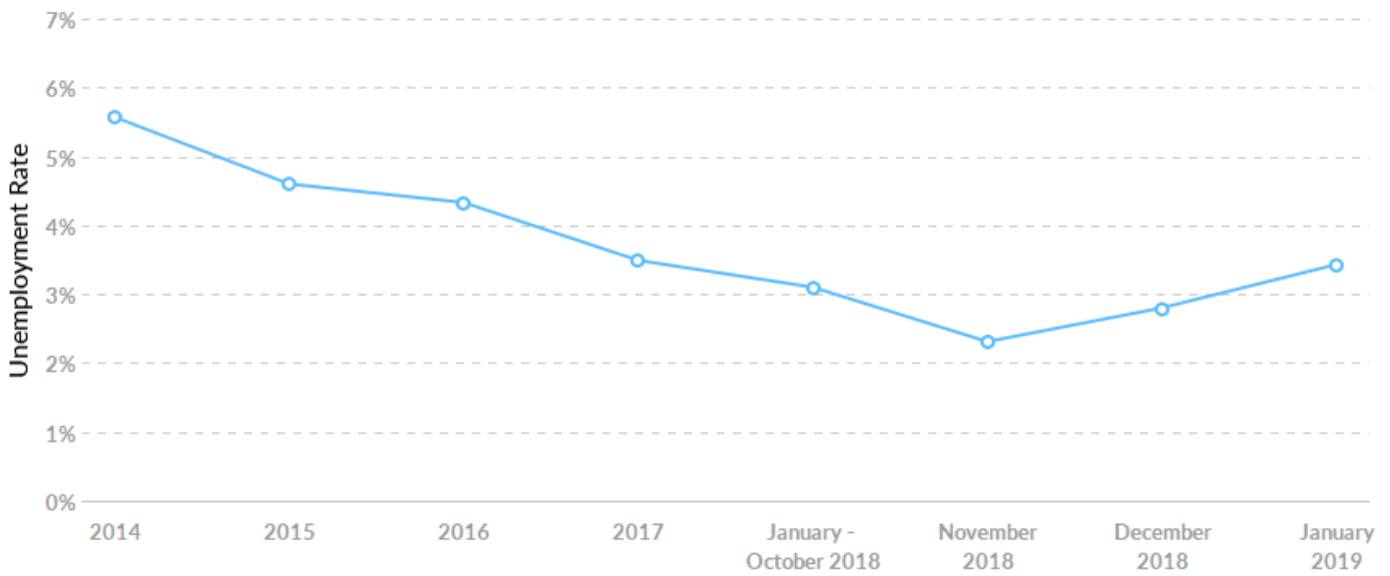


| Timeframe | Labor Force Participation Rate |
|------------------------|--------------------------------|
| 2014 | 59.56% |
| 2015 | 59.65% |
| 2016 | 59.27% |
| 2017 | 58.00% |
| January - October 2018 | 57.98% |
| November 2018 | 58.20% |
| December 2018 | 57.77% |
| January 2019 | 57.95% |

Historic & Projected Trends - Cont.

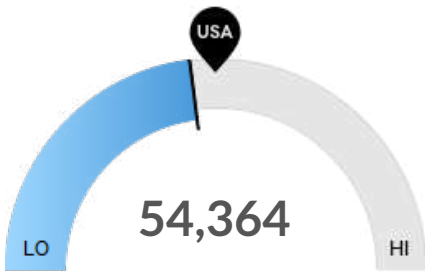
Unemployment Rate Trends

Your areas had a January 2019 unemployment rate of 3.43%, **decreasing from 5.57%** 5 years before.



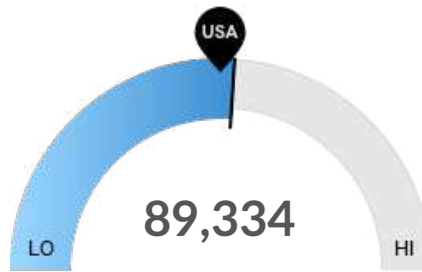
| Timeframe | Unemployment Rate |
|------------------------|-------------------|
| 2014 | 5.57% |
| 2015 | 4.60% |
| 2016 | 4.33% |
| 2017 | 3.49% |
| January - October 2018 | 3.10% |
| November 2018 | 2.31% |
| December 2018 | 2.80% |
| January 2019 | 3.43% |

Population Characteristics



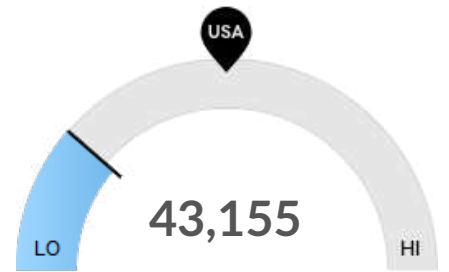
Millennials

Your area has 54,364 millennials (ages 20-34). The national average for an area this size is 61,073.



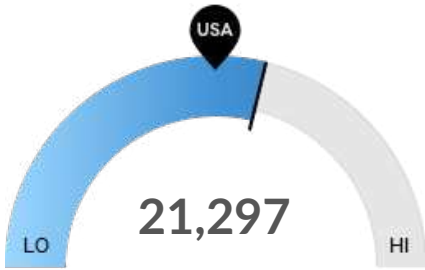
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 84,062 people 55 or older, while there are 89,334 here.



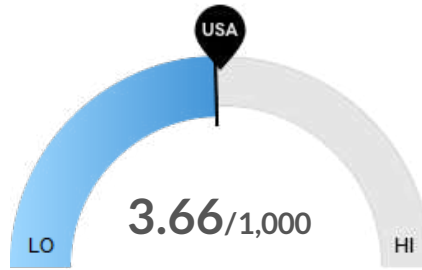
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 115,804 racially diverse people, while there are 43,155 here.



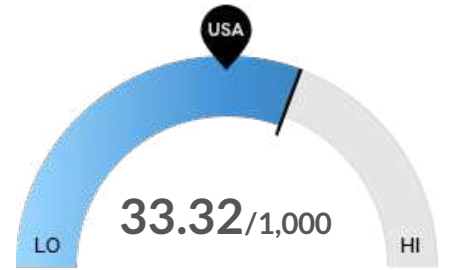
Veterans

Your area has 21,297 veterans. The national average for an area this size is 17,146.



Violent Crime

Your area has 3.66 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



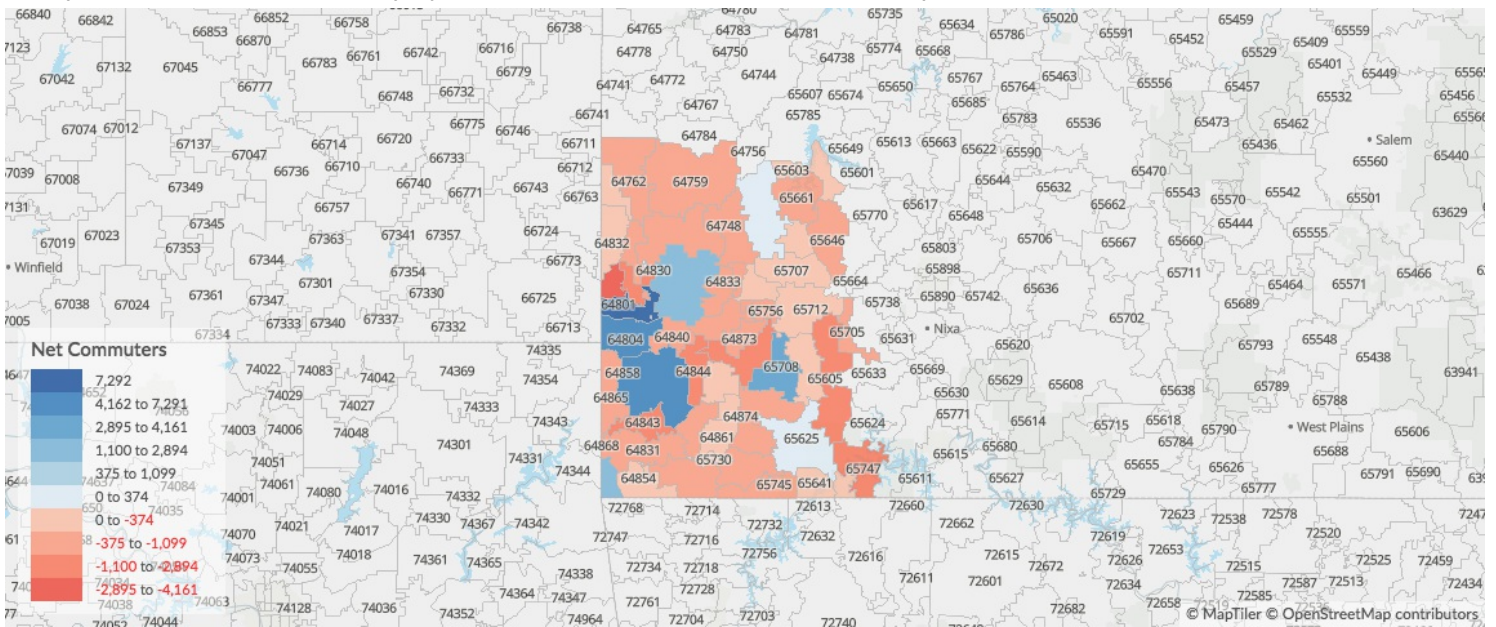
Property Crime

Your area has 33.32 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 the region 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.



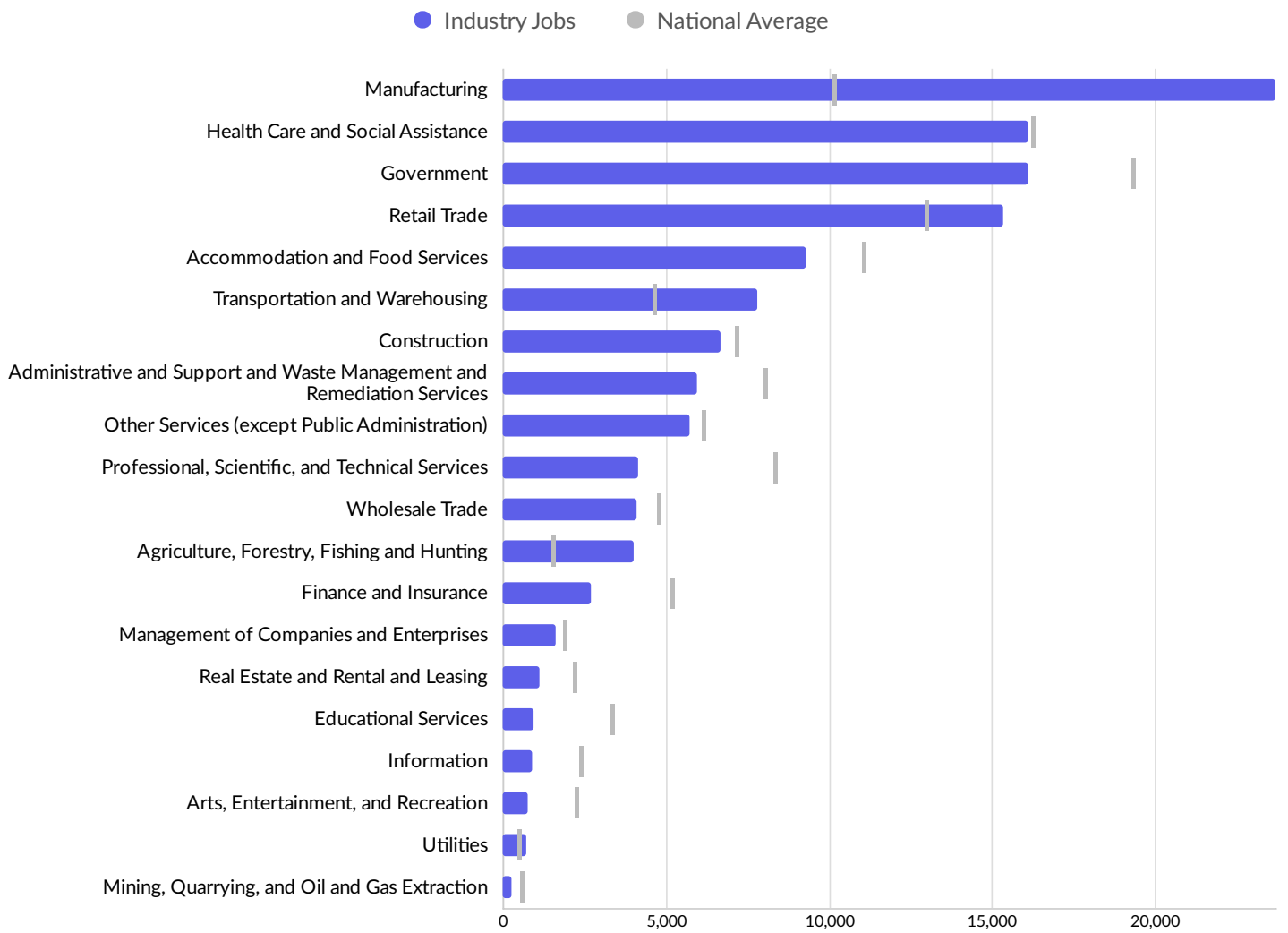
Where Talent Works

Where Talent Lives

| ZIP | Name | 2018 Employment | ZIP | Name | 2018 Workers |
|-------|-----------------------------|-----------------|-------|-----------------------------|--------------|
| 64801 | Joplin, MO (in Jasper co... | 22,138 | 64804 | Joplin, MO (in Jasper co... | 15,458 |
| 64804 | Joplin, MO (in Jasper co... | 20,257 | 64801 | Joplin, MO (in Jasper co... | 14,846 |
| 64850 | Neosho, MO (in Newto... | 17,824 | 64850 | Neosho, MO (in Newto... | 13,662 |
| 64836 | Carthage, MO (in Jasper... | 12,161 | 64836 | Carthage, MO (in Jasper... | 10,478 |
| 65708 | Monett, MO (in Barry c... | 9,283 | 64870 | Webb City, MO (in Jasp... | 6,196 |

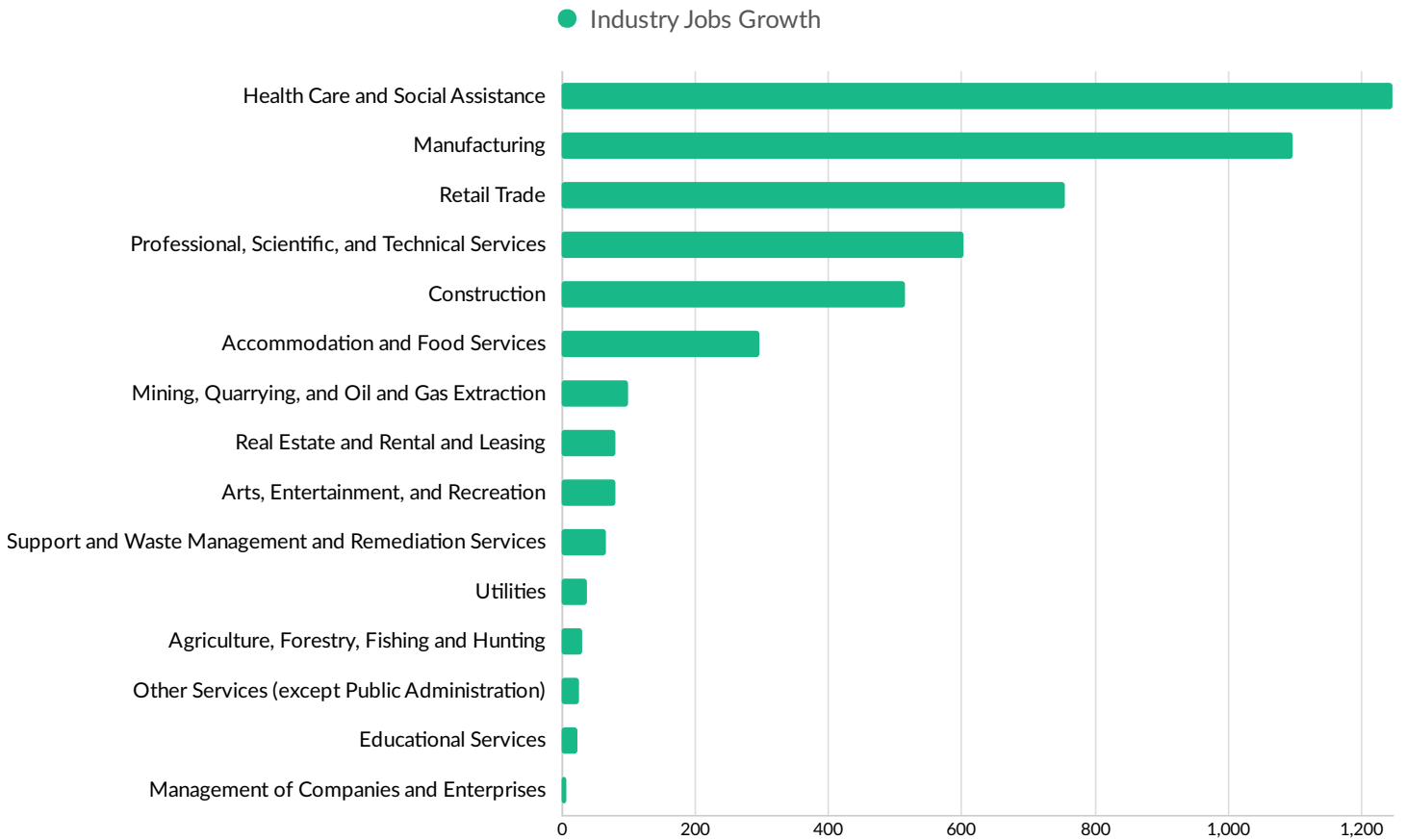
Industry Characteristics

Largest Industries



Industry Characteristics - Cont.

Top Growing Industries



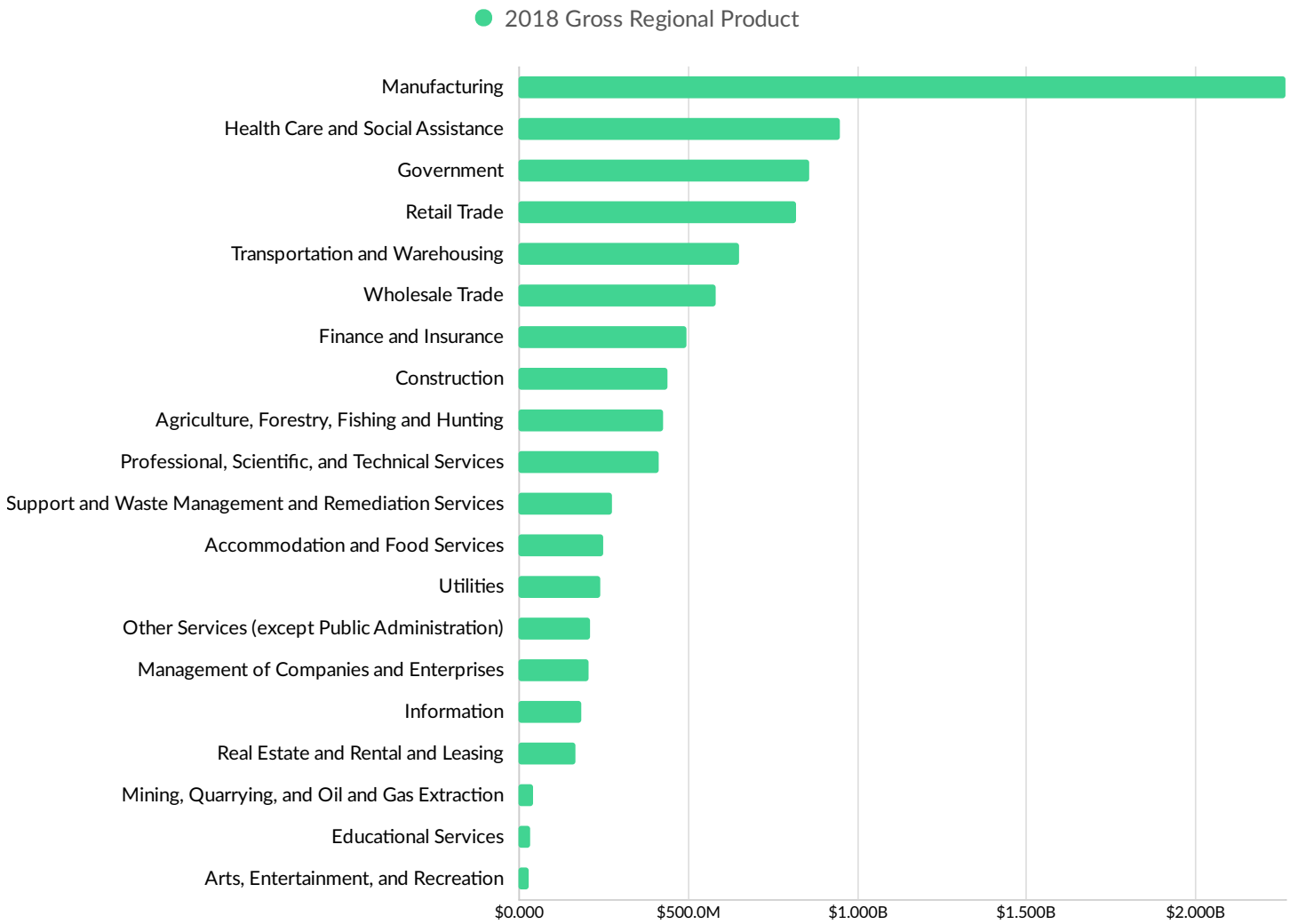
Industry Characteristics - Cont.

Top Industry LQ



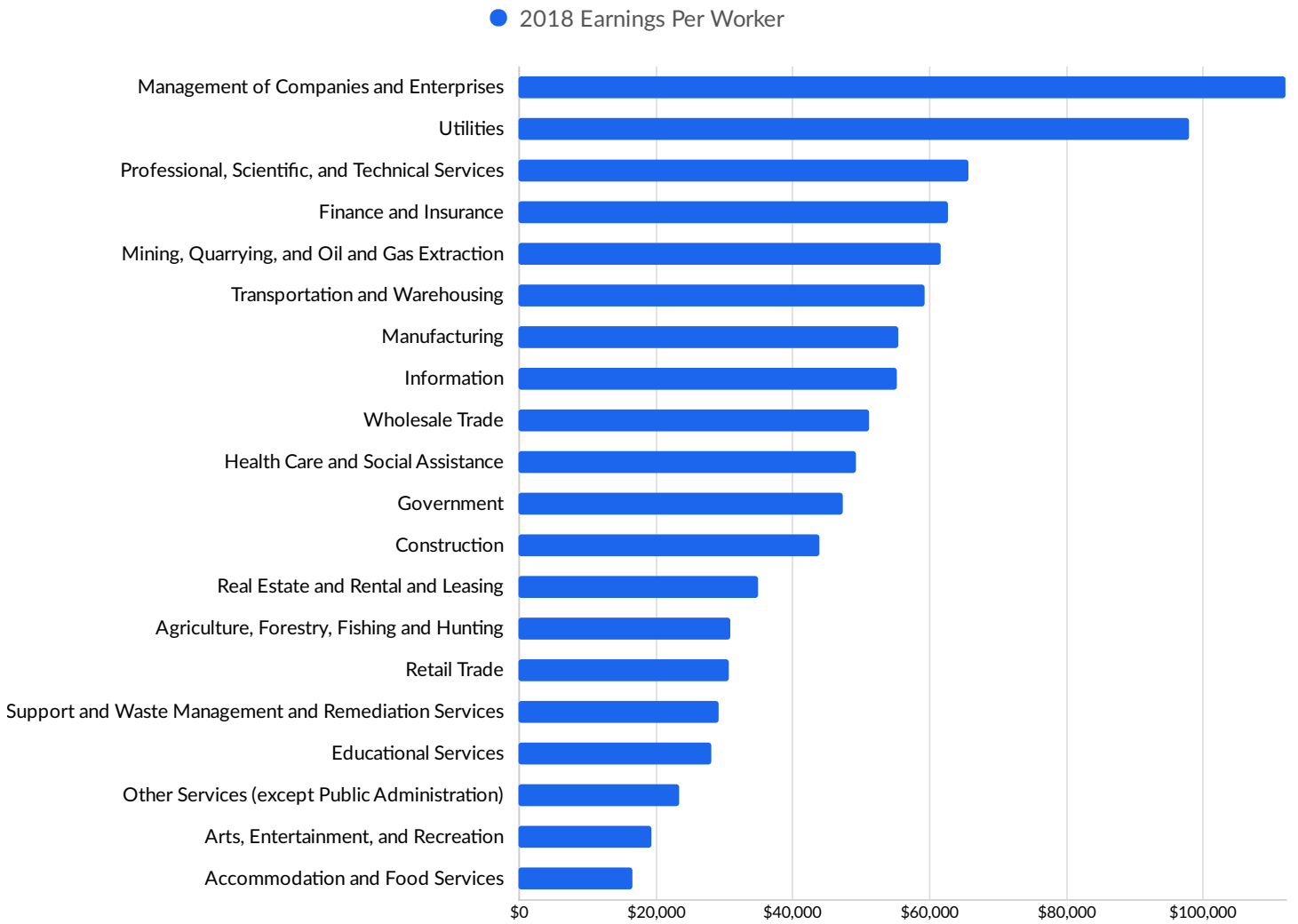
Industry Characteristics - Cont.

Top Industry GRP



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 | 22,601 | 23,699 | 1,098 | +5% | 2.35 | \$55,414 | \$2.27B |
| Health Care and Social Assistance | 14,884 | 16,132 | 1,248 | +8% | 0.99 | \$49,414 | \$952.01M |
| Government | 16,953 | 16,101 | -852 | -5% | 0.84 | \$47,362 | \$857.62M |
| Retail Trade | 14,606 | 15,362 | 756 | +5% | 1.19 | \$30,772 | \$818.65M |
| Accommodation and Food Services | 8,983 | 9,280 | 297 | +3% | 0.84 | \$16,583 | \$249.58M |
| Transportation and Warehousing | 8,031 | 7,819 | -212 | -3% | 1.69 | \$59,392 | \$652.03M |
| Construction | 6,167 | 6,683 | 516 | +8% | 0.94 | \$44,000 | \$440.99M |
| Administrative and Support and Waste Management and Remediation Services | 5,898 | 5,964 | 66 | +1% | 0.75 | \$29,240 | \$274.59M |
| Other Services (except Public Administration) | 5,699 | 5,726 | 27 | +0% | 0.94 | \$23,541 | \$209.71M |
| Professional, Scientific, and Technical Services | 3,530 | 4,133 | 603 | +17% | 0.50 | \$65,642 | \$413.44M |
| Wholesale Trade | 4,304 | 4,125 | -179 | -4% | 0.87 | \$51,270 | \$581.69M |
| Agriculture, Forestry, Fishing and Hunting | 3,972 | 4,002 | 30 | +1% | 2.66 | \$30,985 | \$427.08M |
| Finance and Insurance | 3,006 | 2,722 | -284 | -9% | 0.53 | \$62,738 | \$495.14M |
| Management of Companies and Enterprises | 1,626 | 1,633 | 7 | +0% | 0.89 | \$112,069 | \$205.95M |
| Real Estate and Rental and Leasing | 1,034 | 1,116 | 82 | +8% | 0.52 | \$34,912 | \$166.36M |
| Educational Services | 938 | 962 | 24 | +3% | 0.29 | \$28,094 | \$34.26M |
| Information | 1,518 | 918 | -600 | -40% | 0.39 | \$55,254 | \$184.91M |
| Arts, Entertainment, and Recreation | 672 | 752 | 80 | +12% | 0.34 | \$19,481 | \$32.00M |
| Utilities | 675 | 713 | 38 | +6% | 1.62 | \$97,971 | \$243.33M |
| Mining, Quarrying, and Oil and Gas Extraction | 150 | 249 | 99 | +66% | 0.47 | \$61,794 | \$42.44M |

Business Characteristics

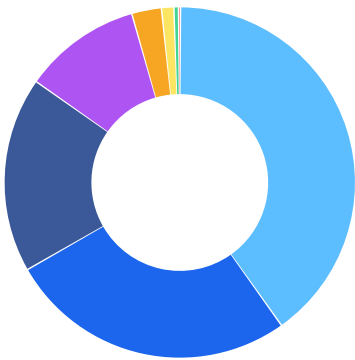
13,478 Companies Employ Your Workers

Online profiles for your workers mention 13,478 companies as employers, with the top 10 appearing below. In the last 12 months, 2,825 companies in your area posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|------------------------------------|---|------------------------------------|---|
| Freeman Health System | 764  | CRST International, Inc. | 2,941  |
| Leggett & Platt, Incorporated | 600  | Hogan Transports Inc | 1,358  |
| Wal-Mart Stores, Inc. | 465  | USA Truck, Inc. | 1,254  |
| Jack Henry & Associates, Inc. | 434  | Mercy Health | 947  |
| Missouri Southern State Univers... | 400  | J.B. Hunt Transport Services, Inc. | 907  |
| Mercy | 355  | Teach For America, Inc. | 839  |
| Crowder College | 229  | Dollar General Corporation | 757  |
| Joplin Schools | 220  | Koch Trucking, Inc. | 723  |
| Tamko Building Products, Inc. | 214  | C.R. England, Inc. | 705  |
| AT&T Inc. | 207  | Mercy | 660  |

Business Characteristics - Cont.

Business Size

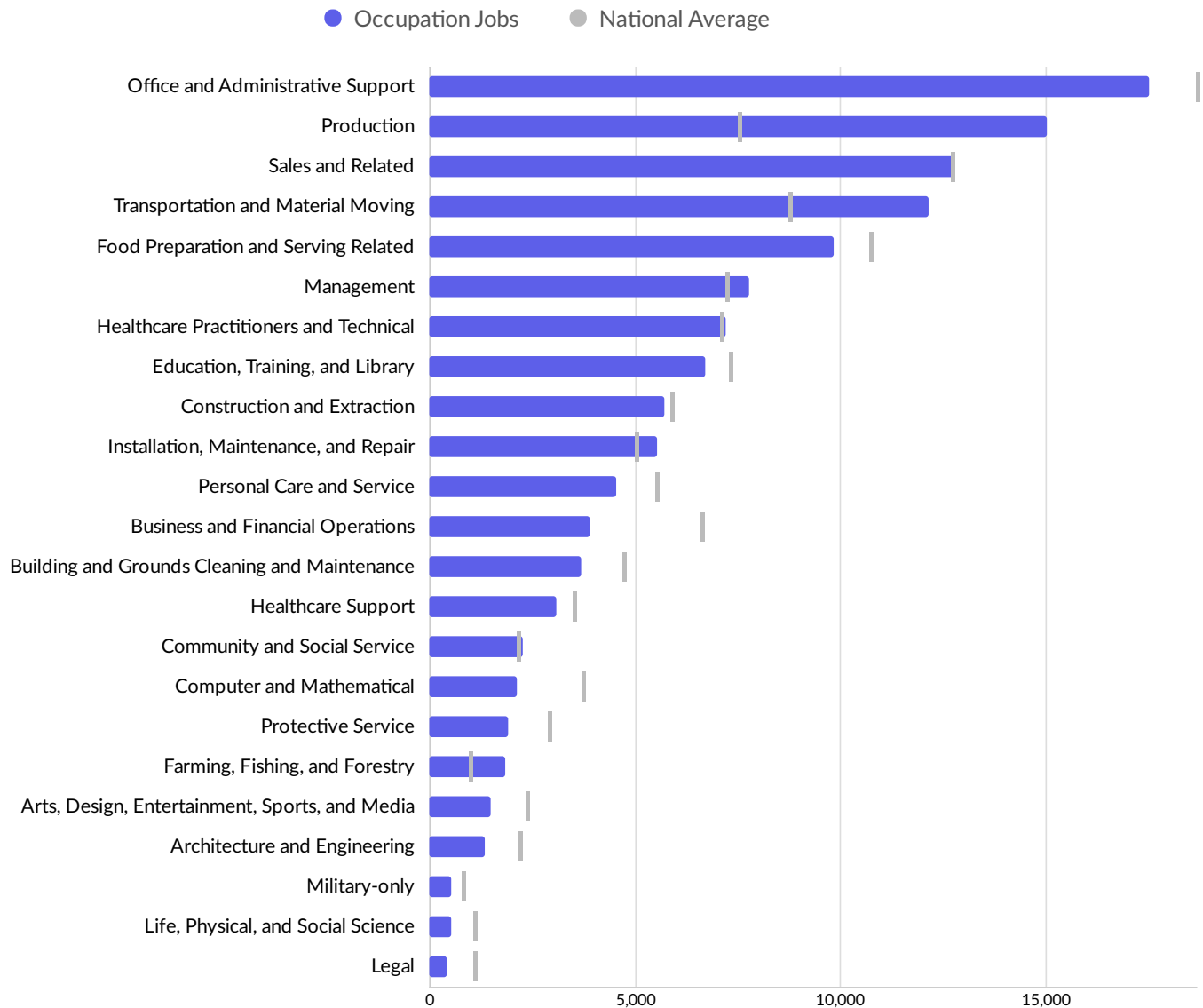


| | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees | 40.1% | 4,230 |
| 5 to 9 employees | 26.6% | 2,805 |
| 10 to 19 employees | 18.0% | 1,901 |
| 20 to 49 employees | 10.8% | 1,144 |
| 50 to 99 employees | 2.7% | 289 |
| 100 to 249 employees | 1.1% | 120 |
| 250 to 499 employees | 0.4% | 44 |
| 500+ employees | 0.2% | 20 |

**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.*

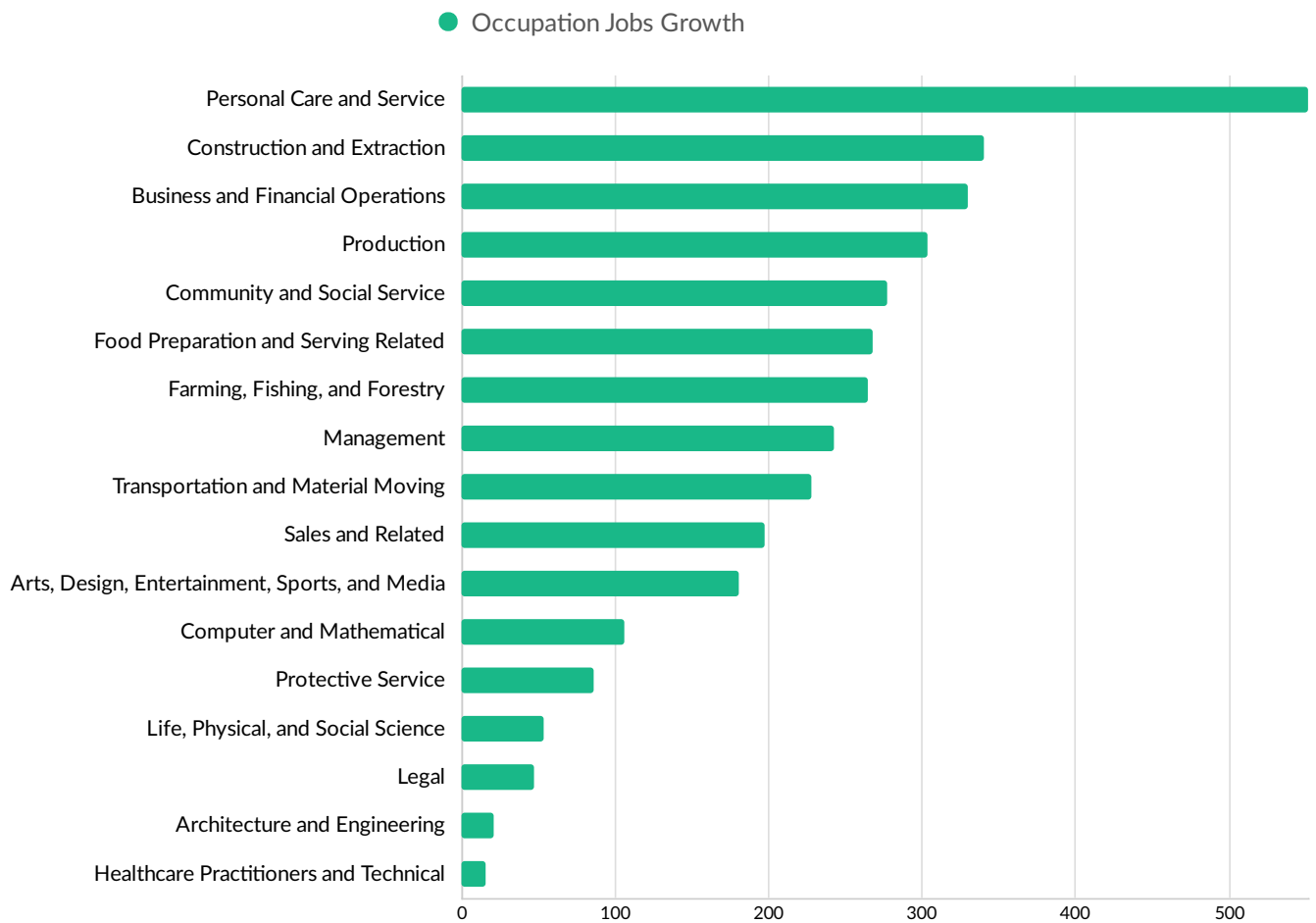
Workforce Characteristics

Largest Occupations



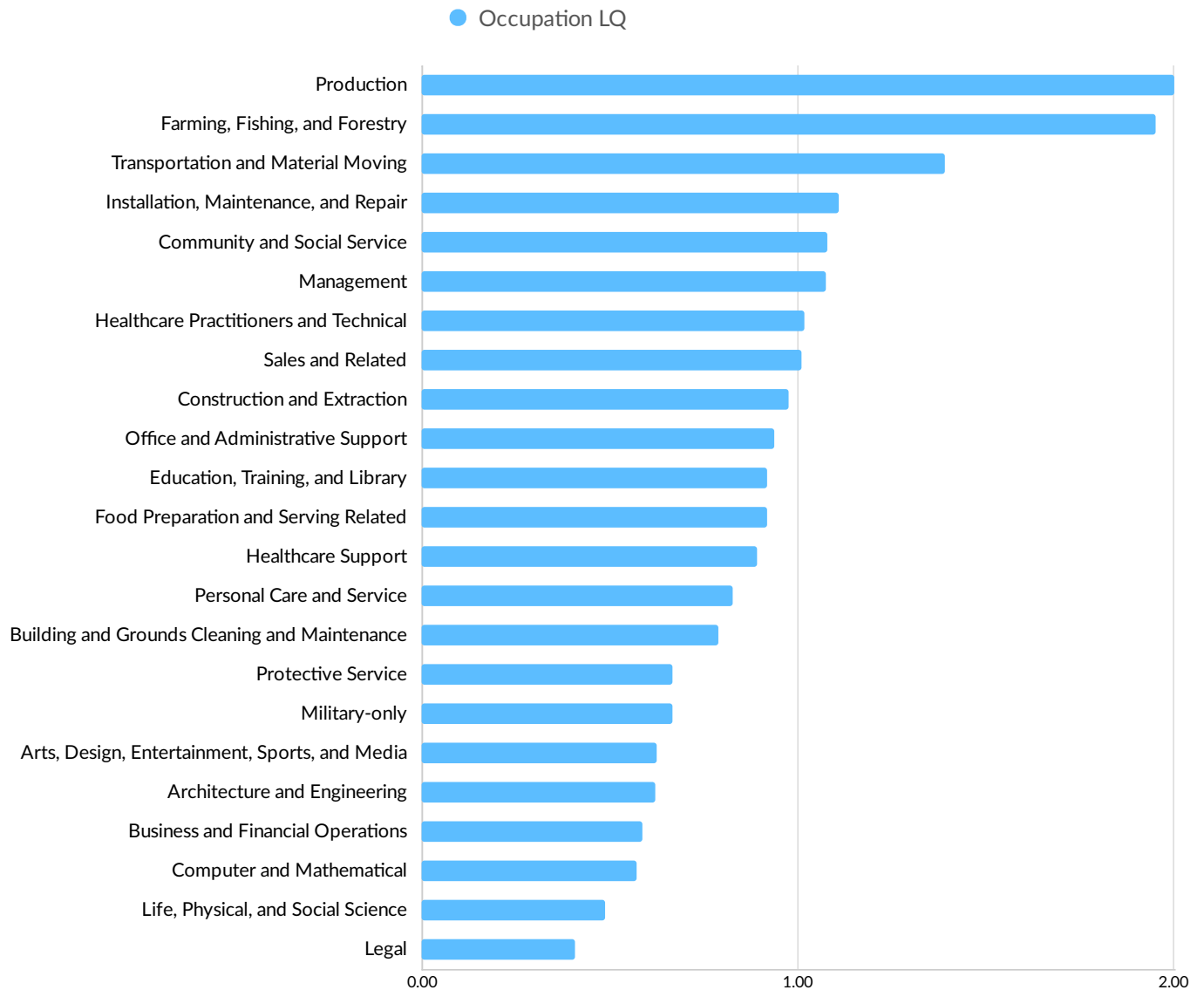
Workforce Characteristics - Cont.

Top Growing Occupations



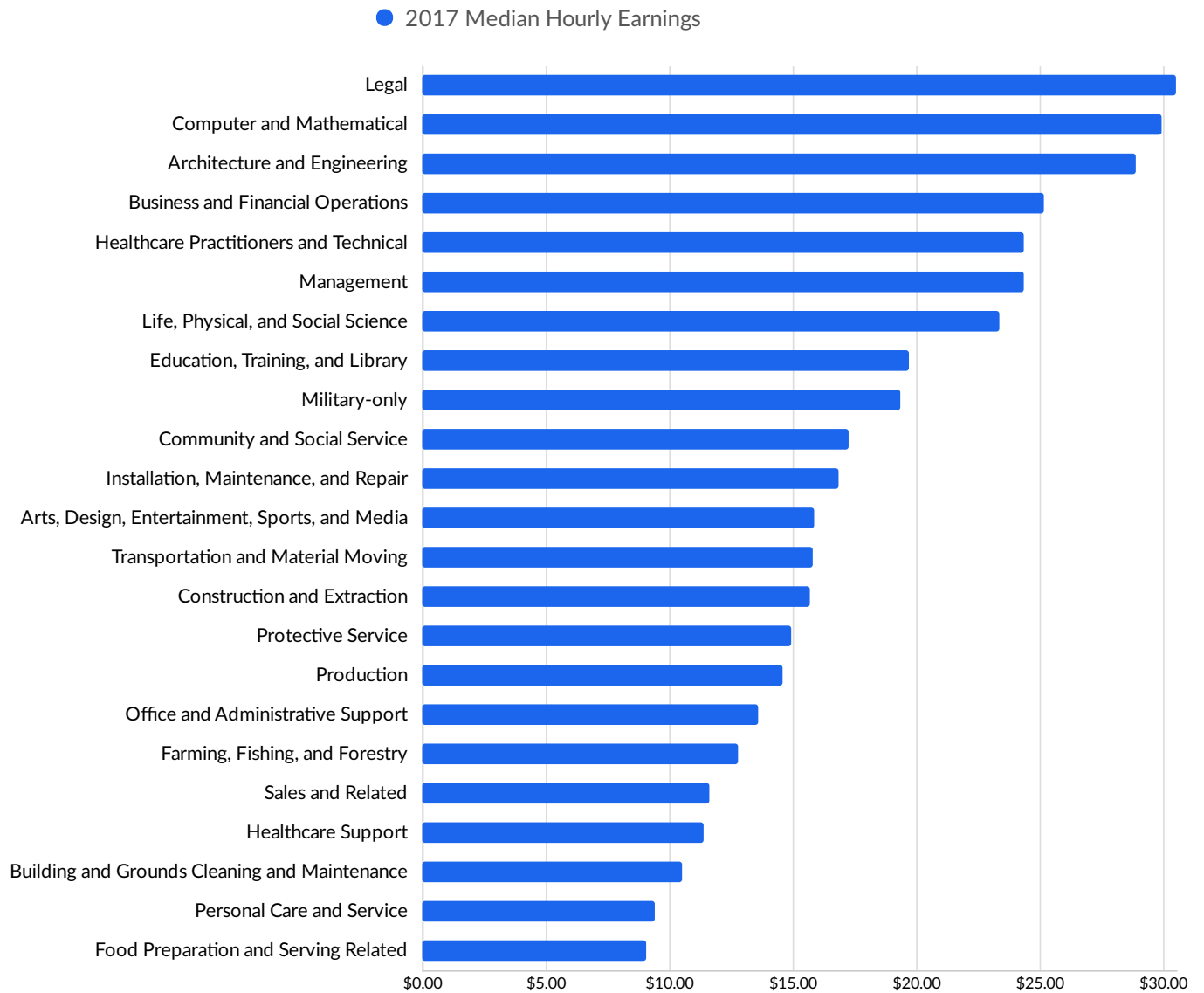
Workforce Characteristics - Cont.

Top Occupation LQ



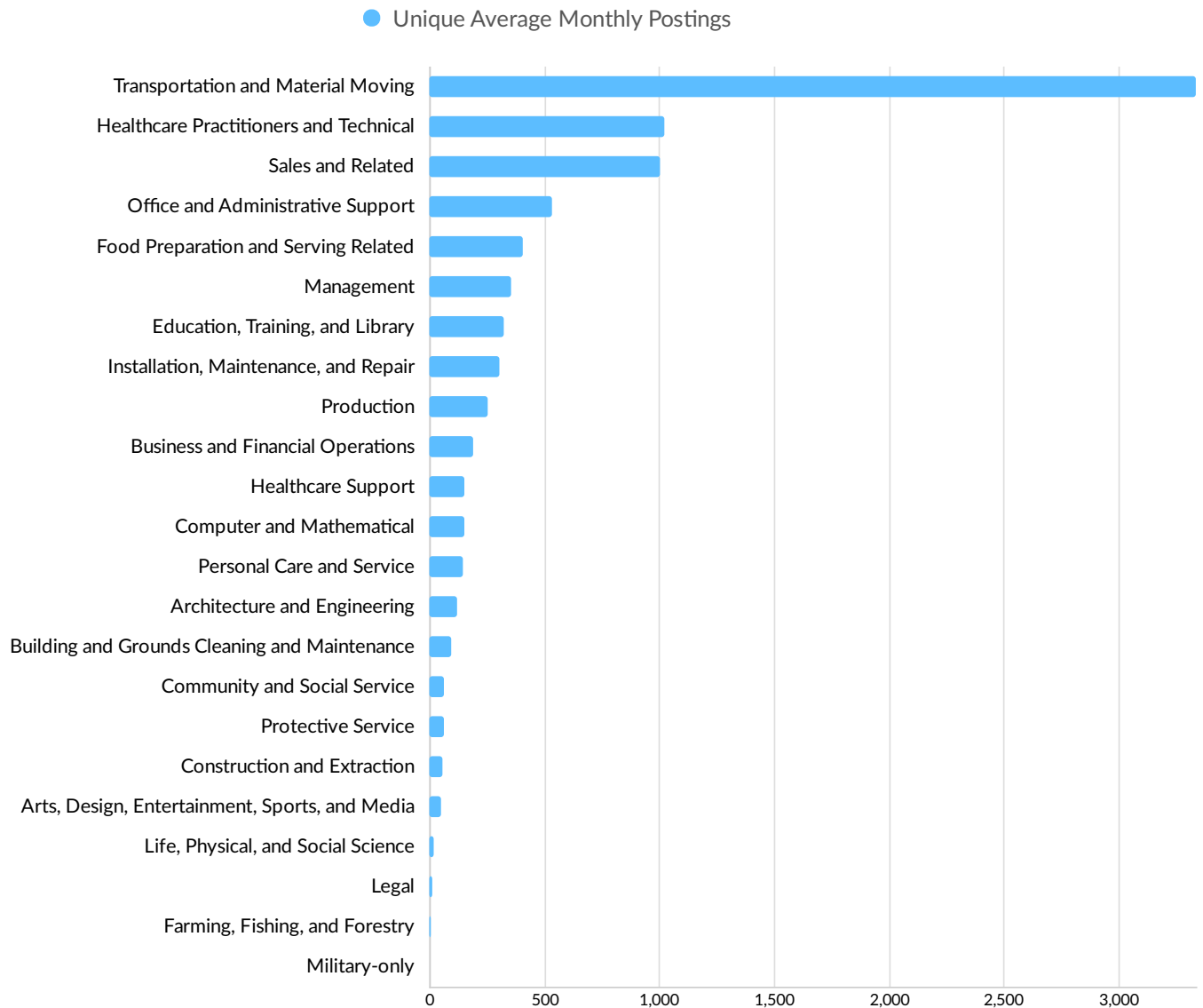
Workforce Characteristics - Cont.

Top Occupation Earnings



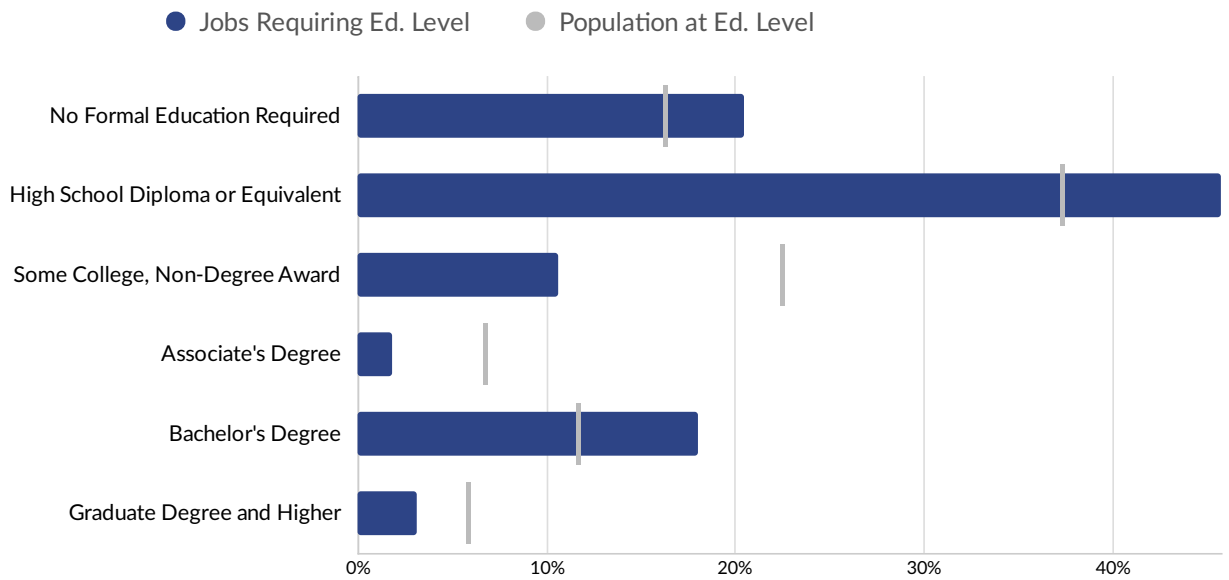
Workforce Characteristics - Cont.

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 | Apr 2018 - Mar 2019 Unique Average Monthly Postings |
|---|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Office and Administrative Support | 17,645 | 17,512 | -133 | -1% | 0.94 | \$13.61 | 536 |
| Production | 14,727 | 15,031 | 304 | +2% | 2.00 | \$14.60 | 257 |
| Sales and Related | 12,599 | 12,797 | 198 | +2% | 1.01 | \$11.63 | 1,006 |
| Transportation and Material Moving | 11,939 | 12,167 | 228 | +2% | 1.39 | \$15.81 | 3,336 |
| Food Preparation and Serving Related | 9,575 | 9,843 | 268 | +3% | 0.92 | \$9.04 | 409 |
| Management | 7,534 | 7,777 | 243 | +3% | 1.08 | \$24.33 | 354 |
| Healthcare Practitioners and Technical | 7,211 | 7,227 | 16 | +0% | 1.02 | \$24.36 | 1,021 |
| Education, Training, and Library | 6,741 | 6,701 | -40 | -1% | 0.92 | \$19.71 | 326 |
| Construction and Extraction | 5,379 | 5,720 | 341 | +6% | 0.98 | \$15.66 | 57 |
| Installation, Maintenance, and Repair | 5,588 | 5,562 | -26 | 0% | 1.11 | \$16.85 | 302 |
| Personal Care and Service | 4,009 | 4,561 | 552 | +14% | 0.83 | \$9.44 | 148 |
| Business and Financial Operations | 3,566 | 3,896 | 330 | +9% | 0.59 | \$25.15 | 190 |
| Building and Grounds Cleaning and Maintenance | 3,863 | 3,713 | -150 | -4% | 0.79 | \$10.54 | 95 |
| Healthcare Support | 3,401 | 3,103 | -298 | -9% | 0.89 | \$11.40 | 153 |
| Community and Social Service | 2,006 | 2,284 | 278 | +14% | 1.08 | \$17.24 | 64 |
| Computer and Mathematical | 2,017 | 2,123 | 106 | +5% | 0.57 | \$29.91 | 152 |
| Protective Service | 1,827 | 1,913 | 86 | +5% | 0.67 | \$14.94 | 64 |
| Farming, Fishing, and Forestry | 1,598 | 1,863 | 265 | +17% | 1.95 | \$12.79 | 8 |

Workforce Characteristics - Cont.

| Occupation | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2017 Median Hourly Earnings | Apr 2018 - Mar 2019 Unique Average Monthly Postings |
|--|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Arts, Design, Entertainment, Sports, and Media | 1,297 | 1,478 | 181 | +14% | 0.63 | \$15.87 | 53 |
| Architecture and Engineering | 1,332 | 1,353 | 21 | +2% | 0.62 | \$28.87 | 120 |
| Military-only | 551 | 520 | -31 | -6% | 0.67 | \$19.32 | 1 |
| Life, Physical, and Social Science | 462 | 516 | 54 | +12% | 0.49 | \$23.36 | 20 |
| Legal | 385 | 432 | 47 | +12% | 0.41 | \$30.50 | 14 |

Educational Pipeline

In 2017, there were 2,852 graduates in Southwest Missouri. 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