



Vernon County, 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

20,383

Population (2018)

Population **decreased by 458** over the last 5 years and is projected to **decrease by 261** over the next 5 years.

8,087

Total Regional Employment

Jobs **decreased by 507** over the last 5 years but are projected to **grow by 553** over the next 5 years.

\$41.5K

Median Household Income (2017)

Median household income is **\$16.2K below** the national median household income of \$57.7K.

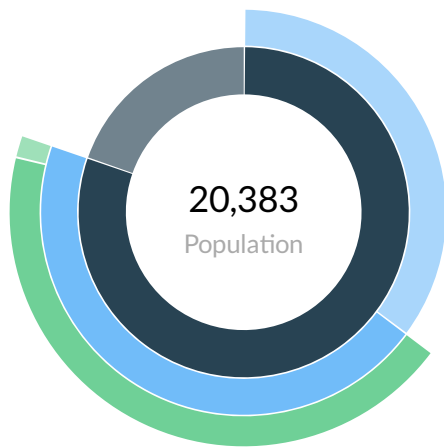
Takeaways

- As of 2018 the region's population **declined by 2.2%** since 2013, falling by 458. Population is expected to **decrease by 1.3%** between 2018 and 2023, losing 261.
- From 2013 to 2018, jobs **declined by 5.9%** in Vernon County, MO from 8,595 to **8,087**. This change **fell short of the national growth rate of 8.2% by 14.1%**. As the number of jobs declined, the **labor force participation rate decreased from 59.0% to 56.2% between 2013 and 2018**.
- Concerning educational attainment, **9.8% of Vernon County, MO residents possess a Bachelor's Degree** (8.9% below the national average), and **7.5% hold an Associate's Degree** (0.5% below the national average).
- The top three industries in 2018 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	20,383	9,195	8,087	87.3	\$773.54M	\$1.38B	\$1.33B
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.

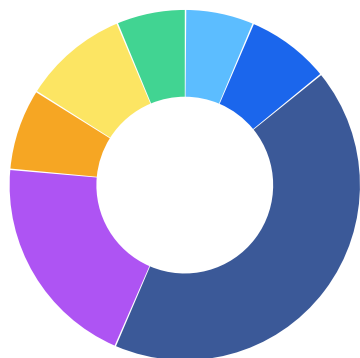
2018 Labor Force Breakdown



	Population
● Total Working Age Population	16,359
● Not in Labor Force (15+)	7,164
● Labor Force	9,195
● Employed	8,878
● Unemployed	317
● Under 15	4,024

Educational Attainment

Concerning educational attainment, **9.8% of Vernon County, MO residents possess a Bachelor's Degree** (8.9% below the national average), and **7.5% hold an Associate's Degree** (0.5% below the national average).

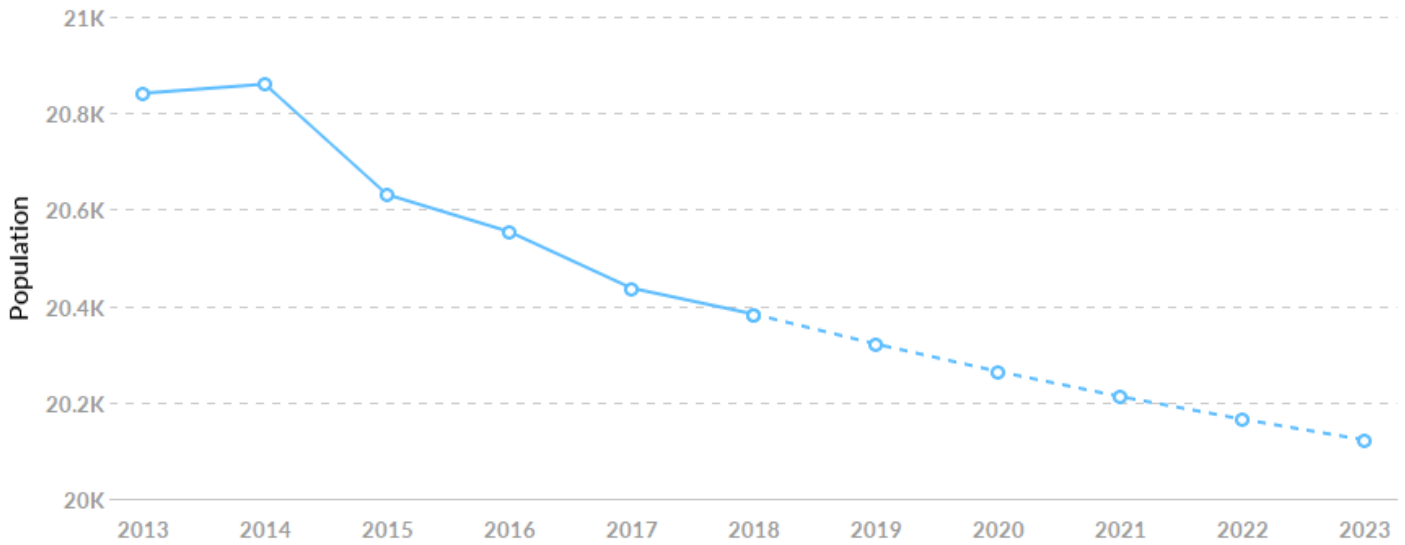


	% of Population	Population
● Less Than 9th Grade	6.3%	865
● 9th Grade to 12th Grade	7.7%	1,061
● High School Diploma	42.4%	5,800
● Some College	19.9%	2,732
● Associate's Degree	7.5%	1,029
● Bachelor's Degree	9.8%	1,336
● Graduate Degree and Higher	6.4%	871

Historic & Projected Trends

Population Trends

As of 2018 the region's population **declined by 2.2%** since 2013, falling by 458. Population is expected to **decrease by 1.3%** between 2018 and 2023, losing 261.

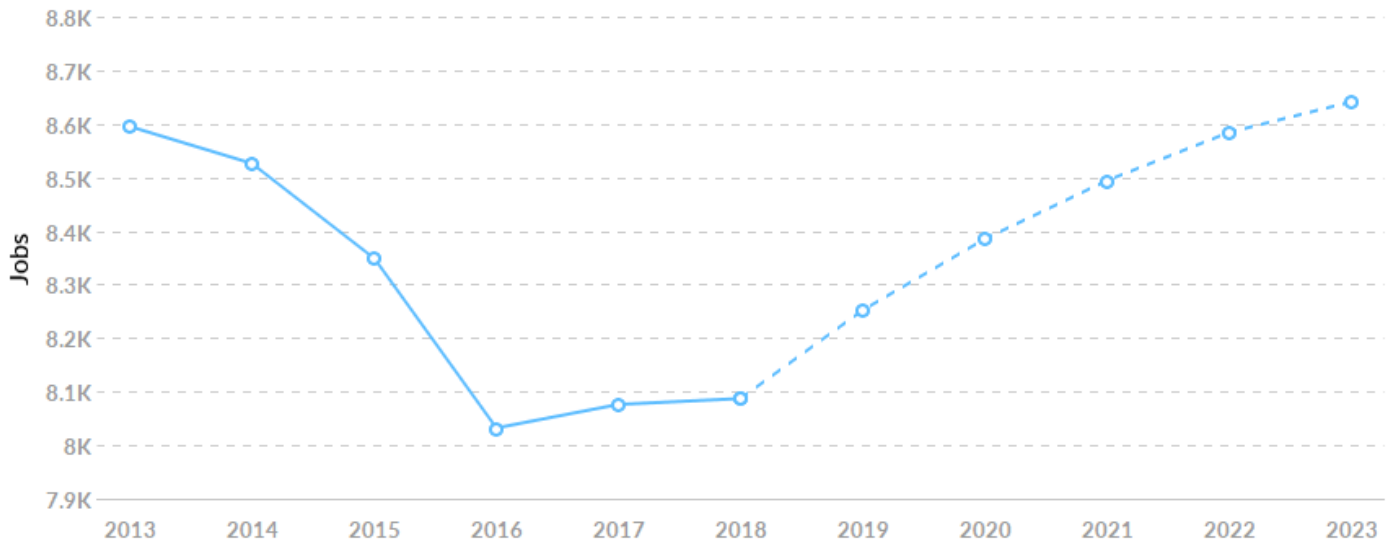


Timeframe	Population
2013	20,841
2014	20,860
2015	20,631
2016	20,554
2017	20,437
2018	20,383
2019	20,321
2020	20,264
2021	20,212
2022	20,165
2023	20,122

Historic & Projected Trends - Cont.

Job Trends

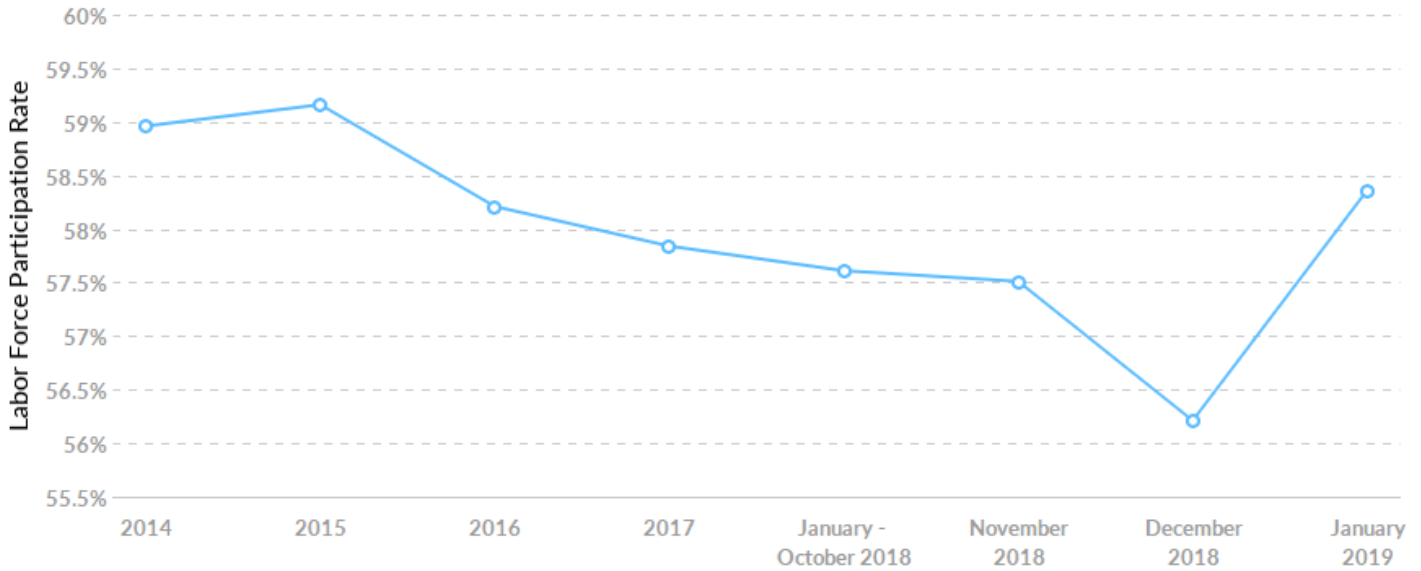
From 2013 to 2018, jobs declined by 5.9% in Vernon County, MO from 8,595 to 8,087. This change fell short of the national growth rate of 8.2% by 14.1%.



Timeframe	Jobs
2013	8,595
2014	8,526
2015	8,349
2016	8,032
2017	8,076
2018	8,087
2019	8,252
2020	8,385
2021	8,494
2022	8,584
2023	8,641

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

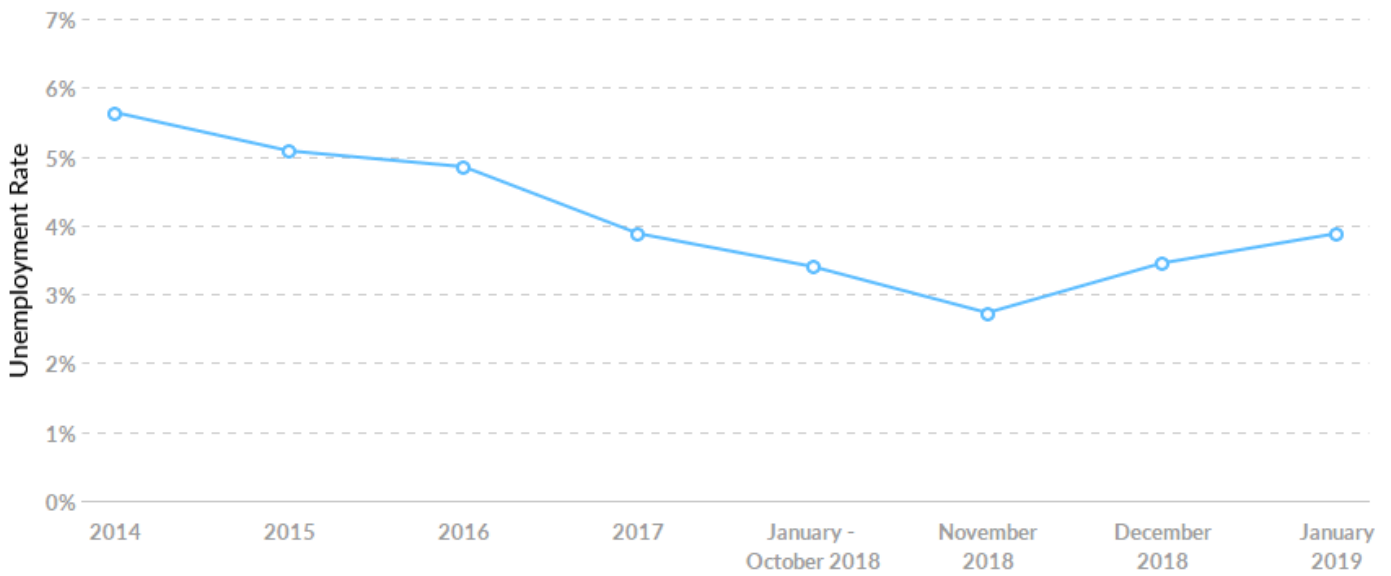


Timeframe	Labor Force Participation Rate
2014	58.96%
2015	59.16%
2016	58.21%
2017	57.84%
January - October 2018	57.61%
November 2018	57.51%
December 2018	56.21%
January 2019	58.36%

Historic & Projected Trends - Cont.

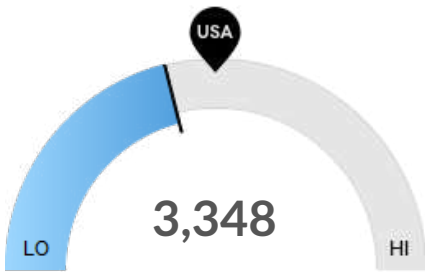
Unemployment Rate Trends

Vernon County, MO had a January 2019 unemployment rate of 3.88%, decreasing from 5.64% 5 years before.



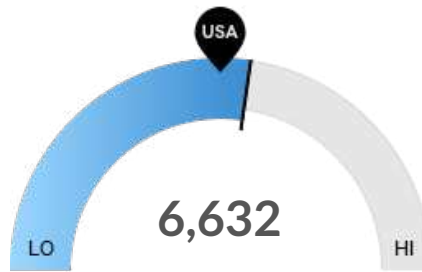
Timeframe	Unemployment Rate
2014	5.64%
2015	5.08%
2016	4.85%
2017	3.88%
January - October 2018	3.40%
November 2018	2.73%
December 2018	3.45%
January 2019	3.88%

Population Characteristics



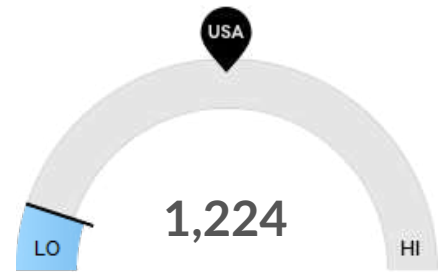
Millennials

Vernon County, MO has 3,348 millennials (ages 20-34). The national average for an area this size is 4,233.



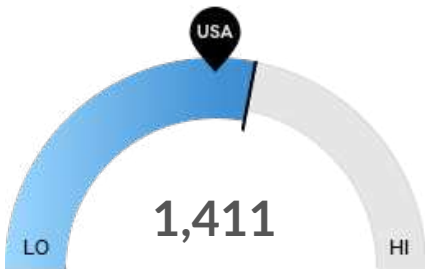
Retiring Soon

Retirement risk is high in Vernon County, MO. The national average for an area this size is 5,826 people 55 or older, while there are 6,632 here.



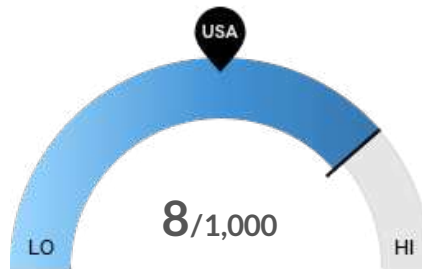
Racial Diversity

Racial diversity is low in Vernon County, MO. The national average for an area this size is 8,026 racially diverse people, while there are 1,224 here.



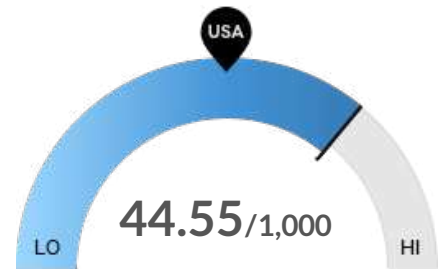
Veterans

Vernon County, MO has 1,411 veterans. The national average for an area this size is 1,188.



Violent Crime

Vernon County, MO has 8 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



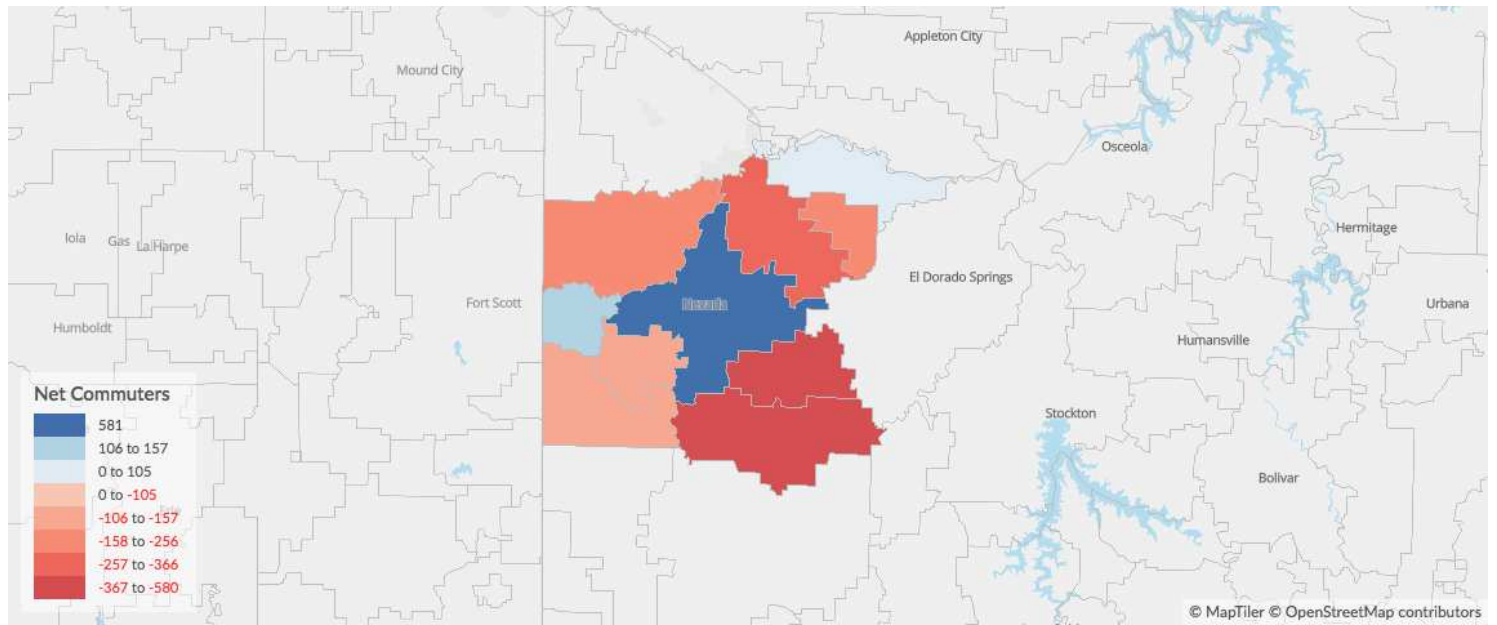
Property Crime

Vernon County, MO has 44.55 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 Vernon County, MO currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

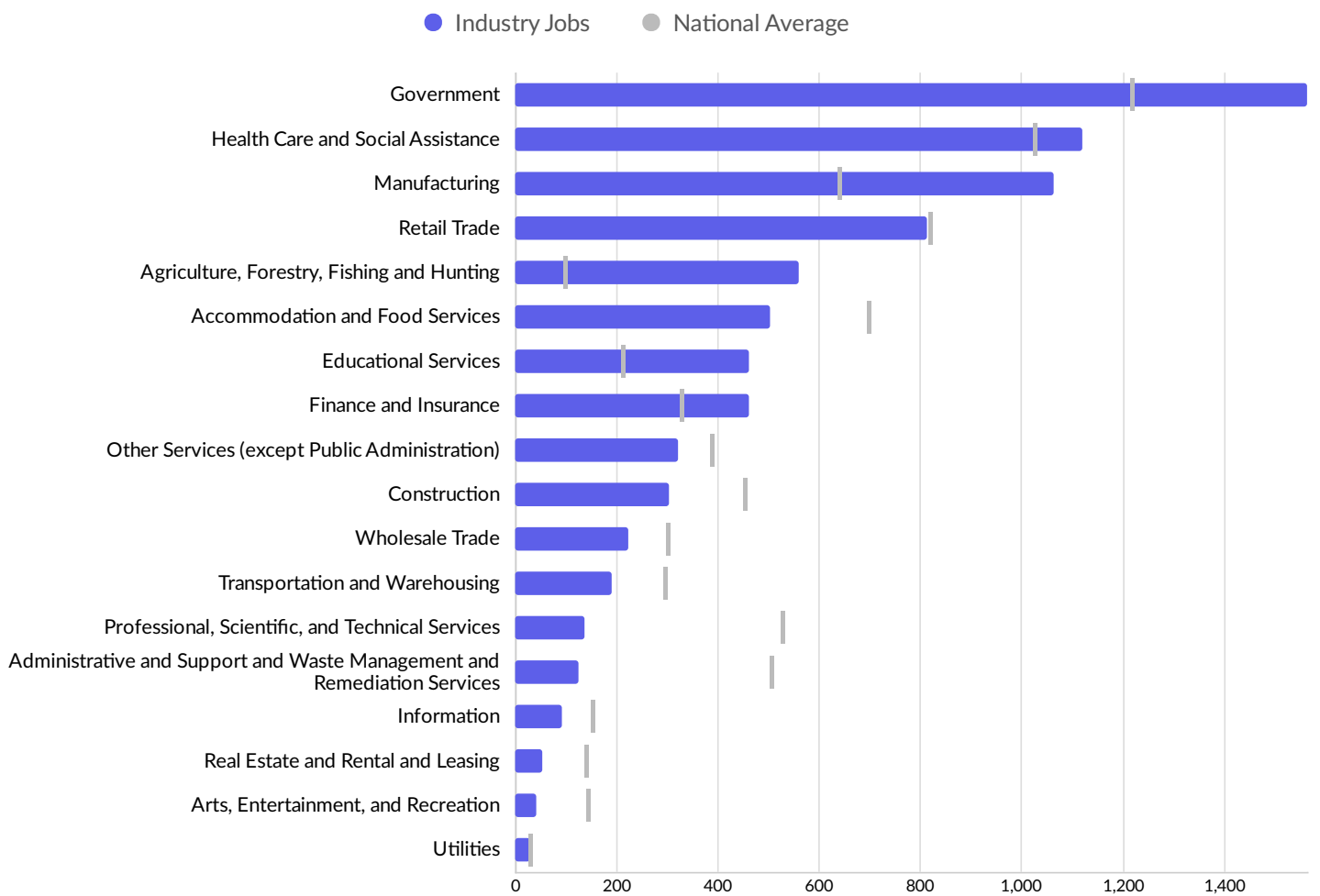
ZIP	Name	2018 Employment
64772	Nevada, MO (in Vernon...	6,806
64783	Schell City, MO (in Vern...	361
64741	Deerfield, MO (in Verno...	232
64784	Sheldon, MO (in Vernon...	228
64728	Bronaugh, MO (in Verno...	135

Where Talent Lives

ZIP	Name	2018 Workers
64772	Nevada, MO (in Vernon...	6,225
64784	Sheldon, MO (in Vernon...	595
64767	Milo, MO (in Vernon co...	472
64790	Walker, MO (in Vernon ...	372
64783	Schell City, MO (in Vern...	361

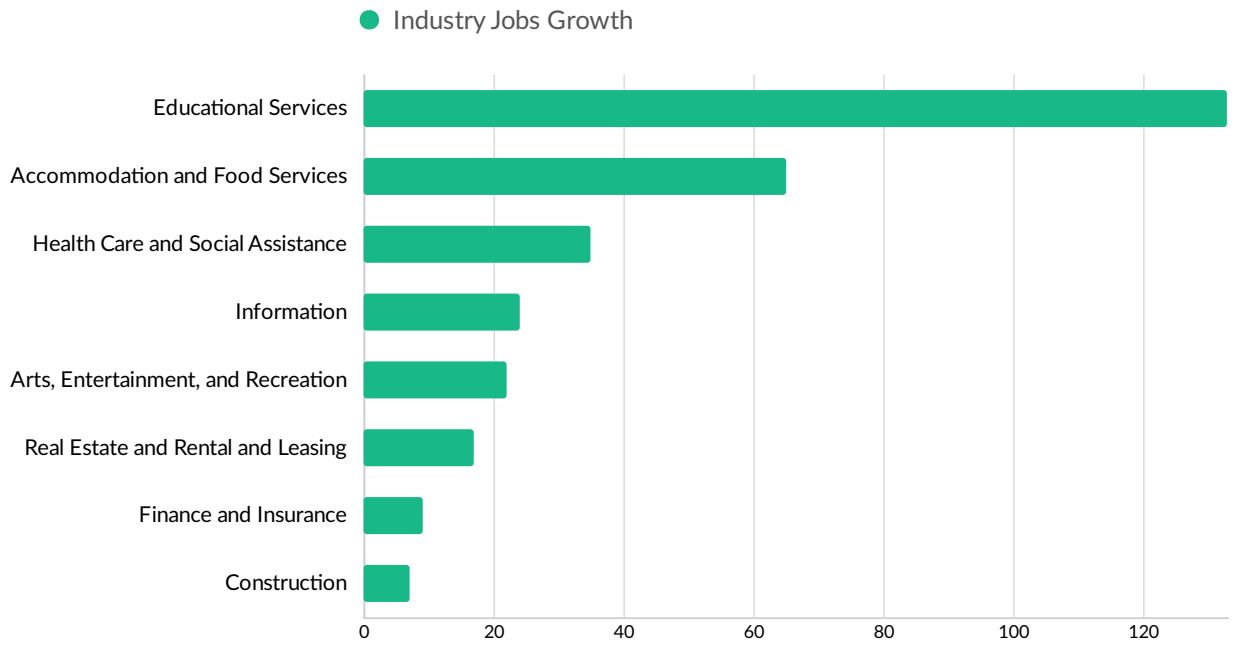
Industry Characteristics

Largest Industries



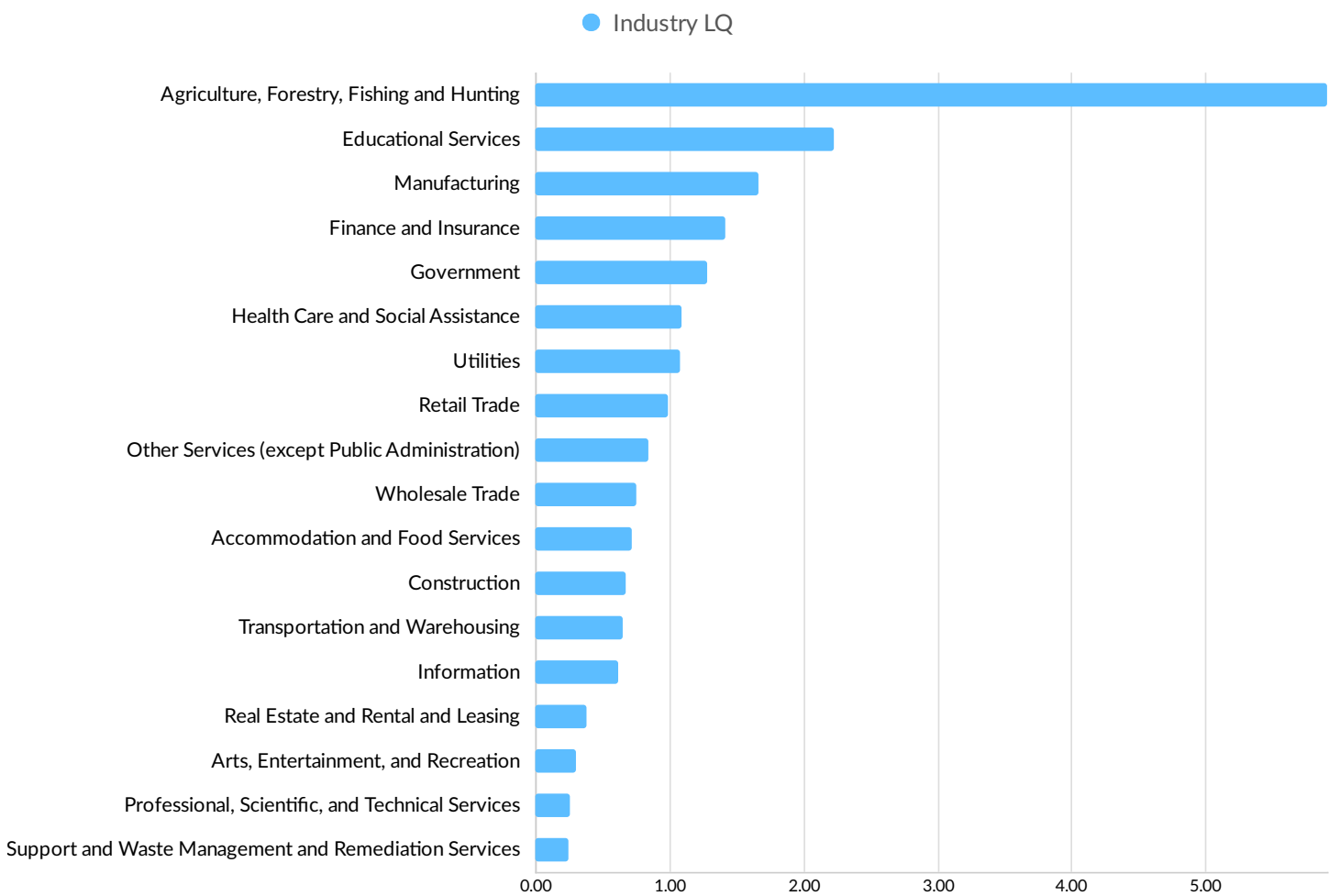
Industry Characteristics - Cont.

Top Growing Industries



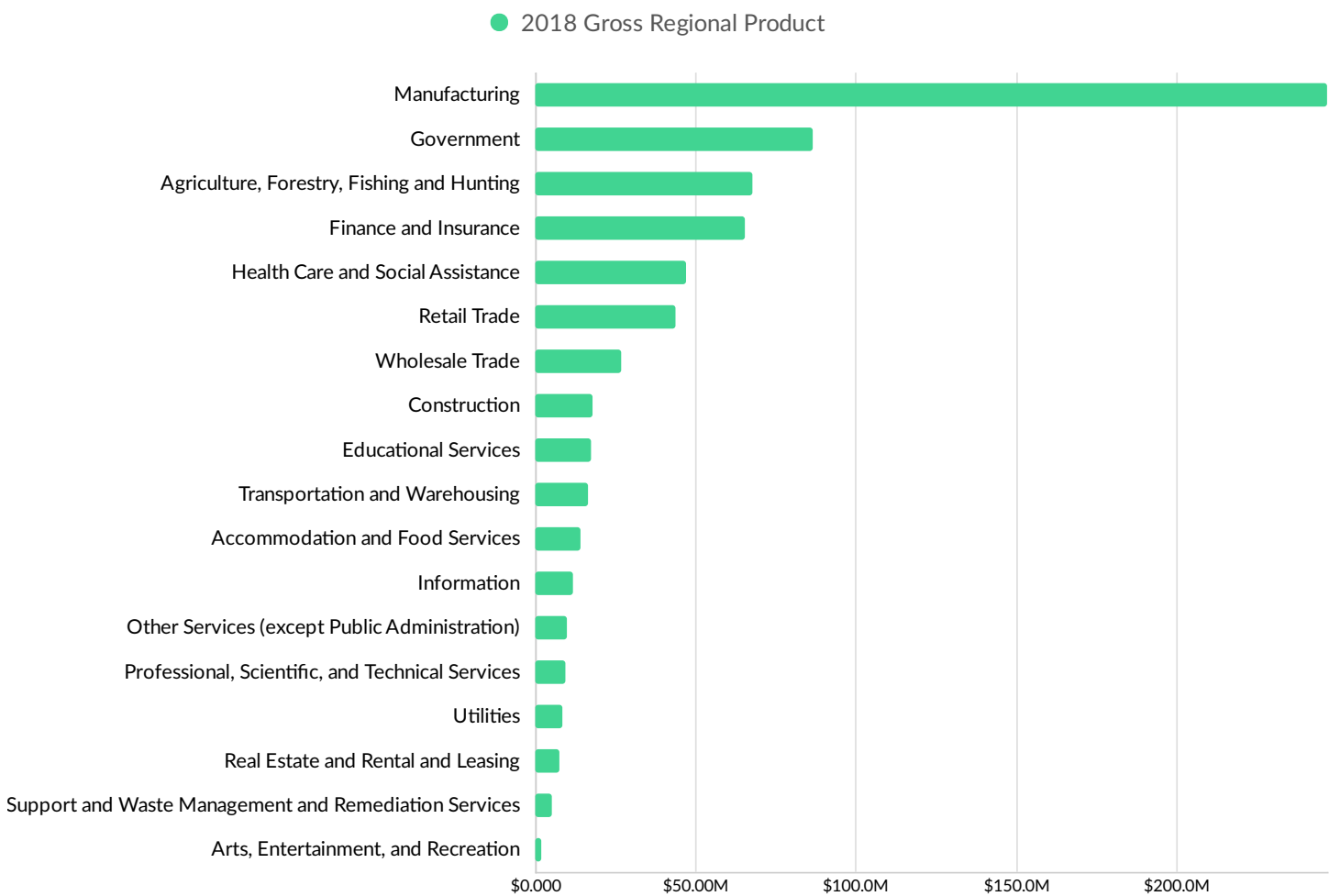
Industry Characteristics - Cont.

Top Industry LQ



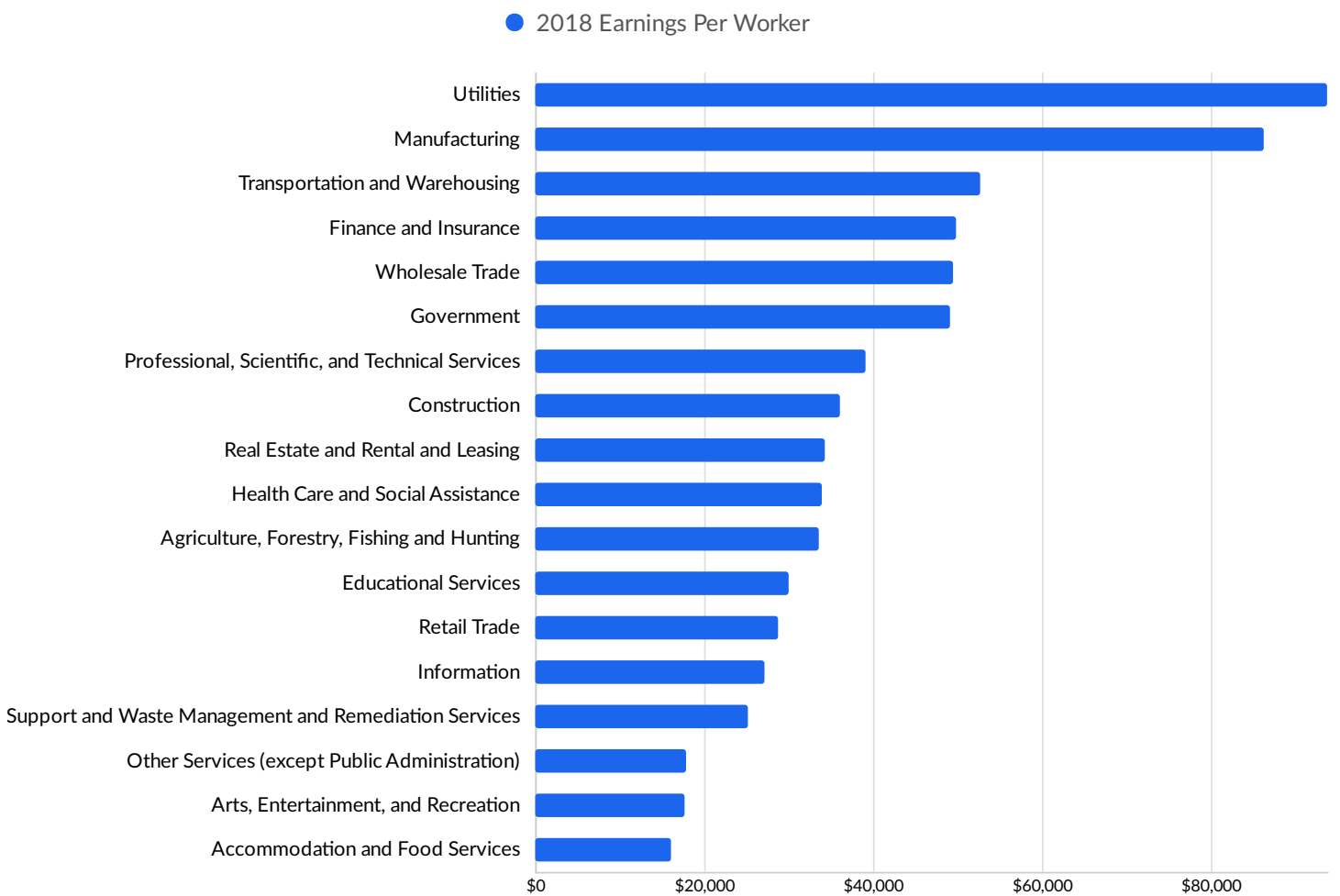
Industry Characteristics - Cont.

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
Government	1,602	1,565	-37	-2%	1.29	\$49,073	\$86.49M
Health Care and Social Assistance	1,087	1,122	35	+3%	1.10	\$33,937	\$46.87M
Manufacturing	1,097	1,064	-33	-3%	1.67	\$86,266	\$247.09M
Retail Trade	914	813	-101	-11%	0.99	\$28,722	\$43.78M
Agriculture, Forestry, Fishing and Hunting	1,016	562	-454	-45%	5.91	\$33,509	\$67.62M
Accommodation and Food Services	439	504	65	+15%	0.73	\$16,016	\$14.20M
Educational Services	330	463	133	+40%	2.23	\$29,985	\$17.64M
Finance and Insurance	452	461	9	+2%	1.42	\$49,867	\$65.43M
Other Services (except Public Administration)	335	323	-12	-4%	0.84	\$17,762	\$10.12M
Construction	298	305	7	+2%	0.68	\$36,046	\$17.88M
Wholesale Trade	231	224	-7	-3%	0.75	\$49,371	\$26.79M
Transportation and Warehousing	218	190	-28	-13%	0.65	\$52,733	\$16.64M
Professional, Scientific, and Technical Services	142	137	-5	-4%	0.26	\$39,100	\$9.29M
Administrative and Support and Waste Management and Remediation Services	214	124	-90	-42%	0.25	\$25,169	\$4.98M
Information	68	92	24	+35%	0.62	\$27,079	\$11.74M
Real Estate and Rental and Leasing	35	52	17	+49%	0.38	\$34,334	\$7.70M
Arts, Entertainment, and Recreation	21	43	22	+105%	0.30	\$17,588	\$1.79M
Utilities	35	30	-5	-14%	1.08	\$93,713	\$8.55M

Business Characteristics

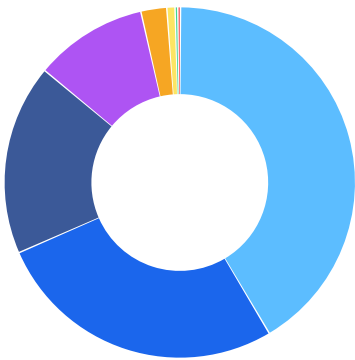
451 Companies Employ Your Workers

Online profiles for your workers mention 451 companies as employers, with the top 10 appearing below. In the last 12 months, 552 companies in Vernon County, MO posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Nevada Regional Medical Center	35 	CRST International, Inc.	413 
U.S. Bancorp	17 	Hogan Transports Inc	122 
Heartland Behavioral Healthcare	13 	Koch Trucking, Inc.	121 
3M Company	9 	J.B. Hunt Transport Services, Inc.	109 
Wal-Mart Stores, Inc.	9 	USA Truck, Inc.	102 
Insite Support Services, Inc.	7 	U. S. Xpress, Inc.	92 
Wilkinson Pharmacy, Inc.	7 	Heartland Behavioral Healthcare	89 
Southwest Community Services ...	6 	Platinum Supplemental Insuranc...	83 
Bronaugh R-7 School District Inc	5 	Celadon Group, Inc.	79 
McDonald's Corporation	5 	Universal Health Services, Inc.	73 

Business Characteristics - Cont.

Business Size

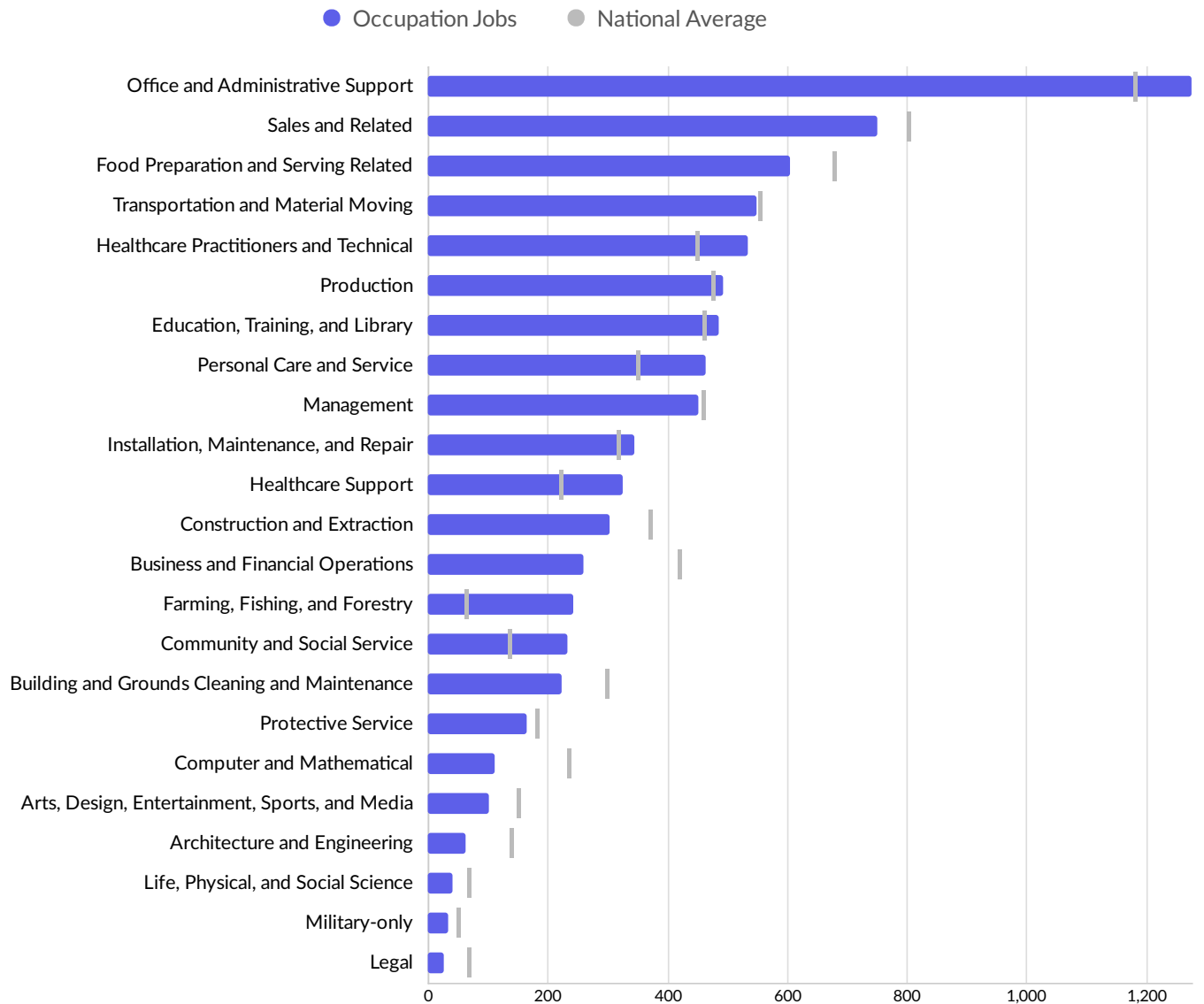


	Percentage	Business Count
1 to 4 employees	41.4%	330
5 to 9 employees	27.0%	215
10 to 19 employees	17.6%	140
20 to 49 employees	10.4%	83
50 to 99 employees	2.4%	19
100 to 249 employees	0.8%	6
250 to 499 employees	0.3%	2
500+ employees	0.3%	2

**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.*

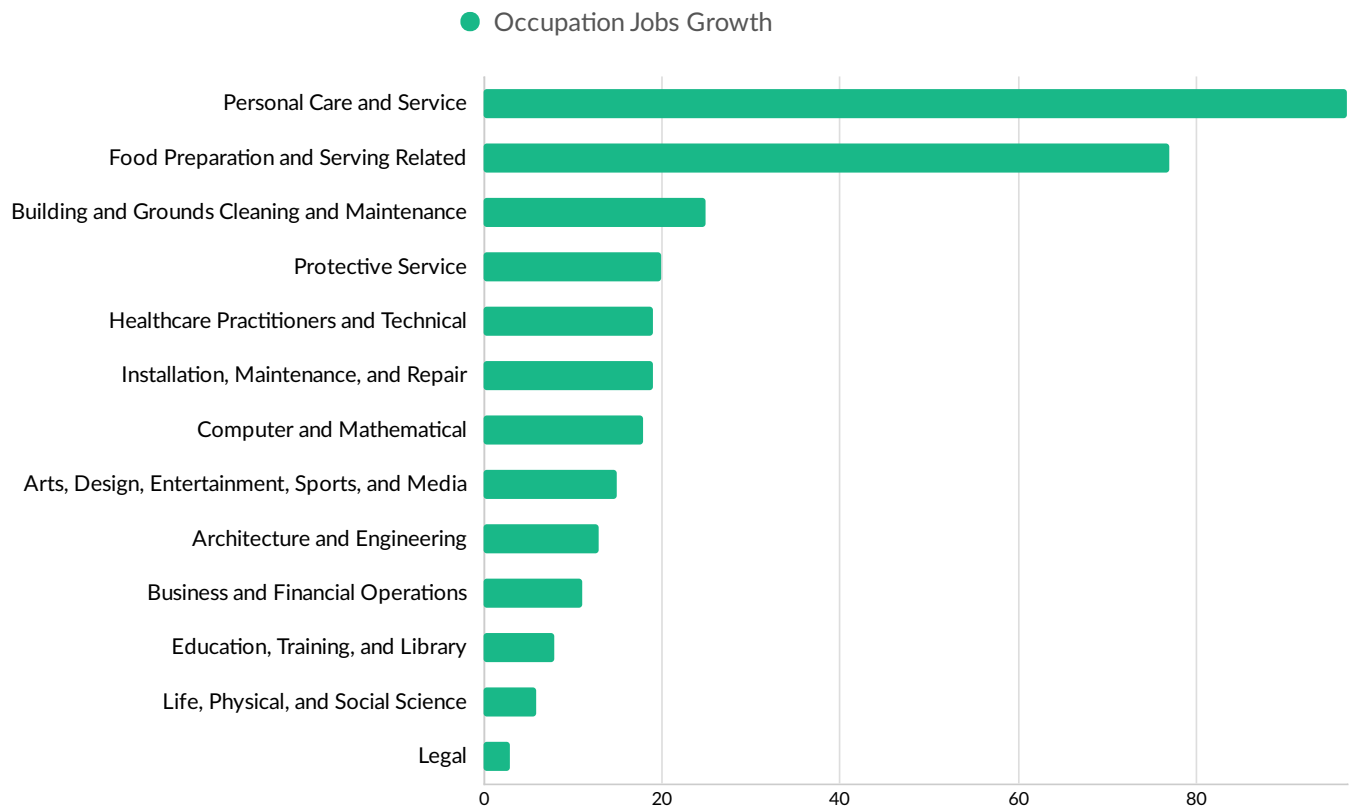
Workforce Characteristics

Largest Occupations



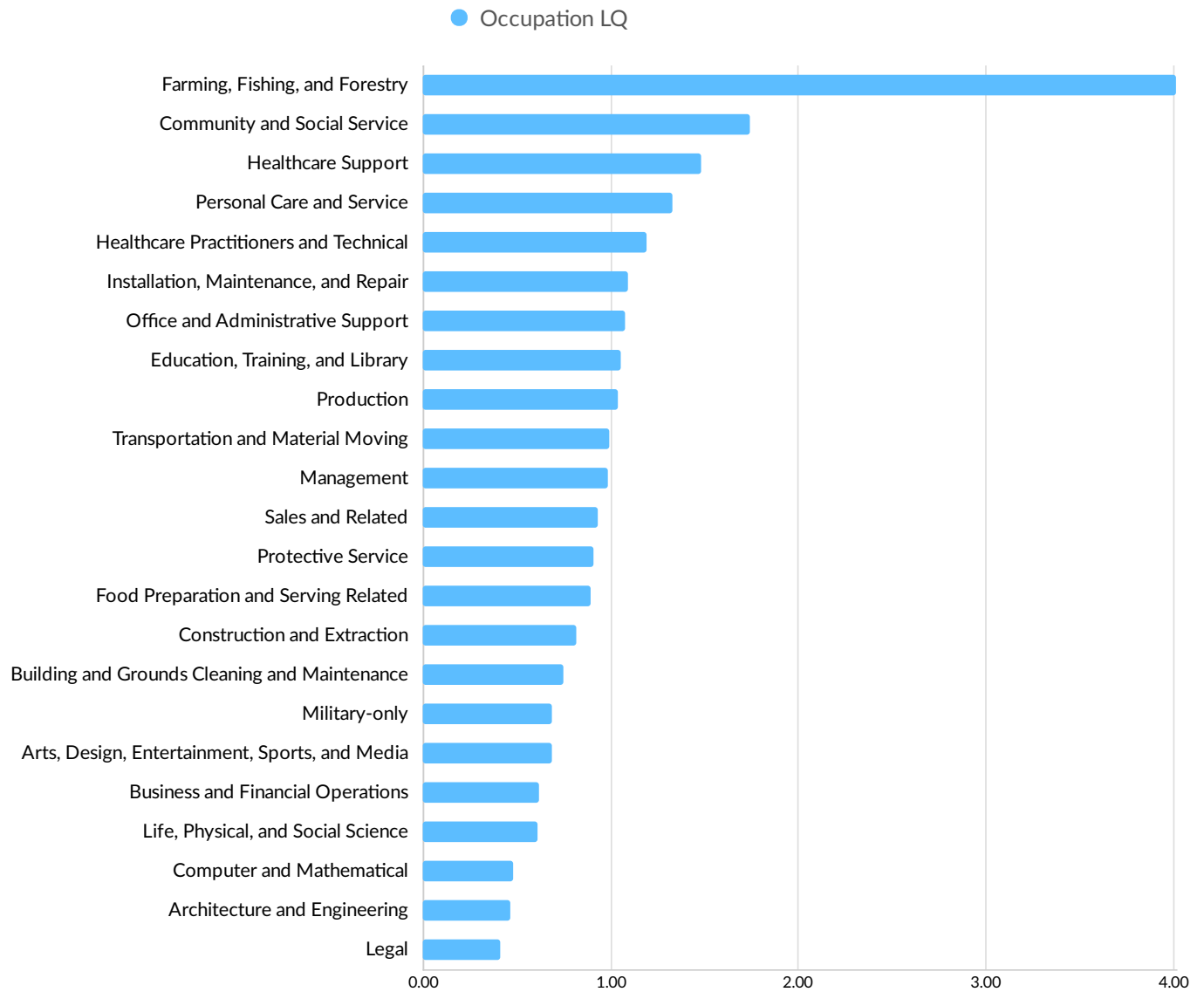
Workforce Characteristics - Cont.

Top Growing Occupations



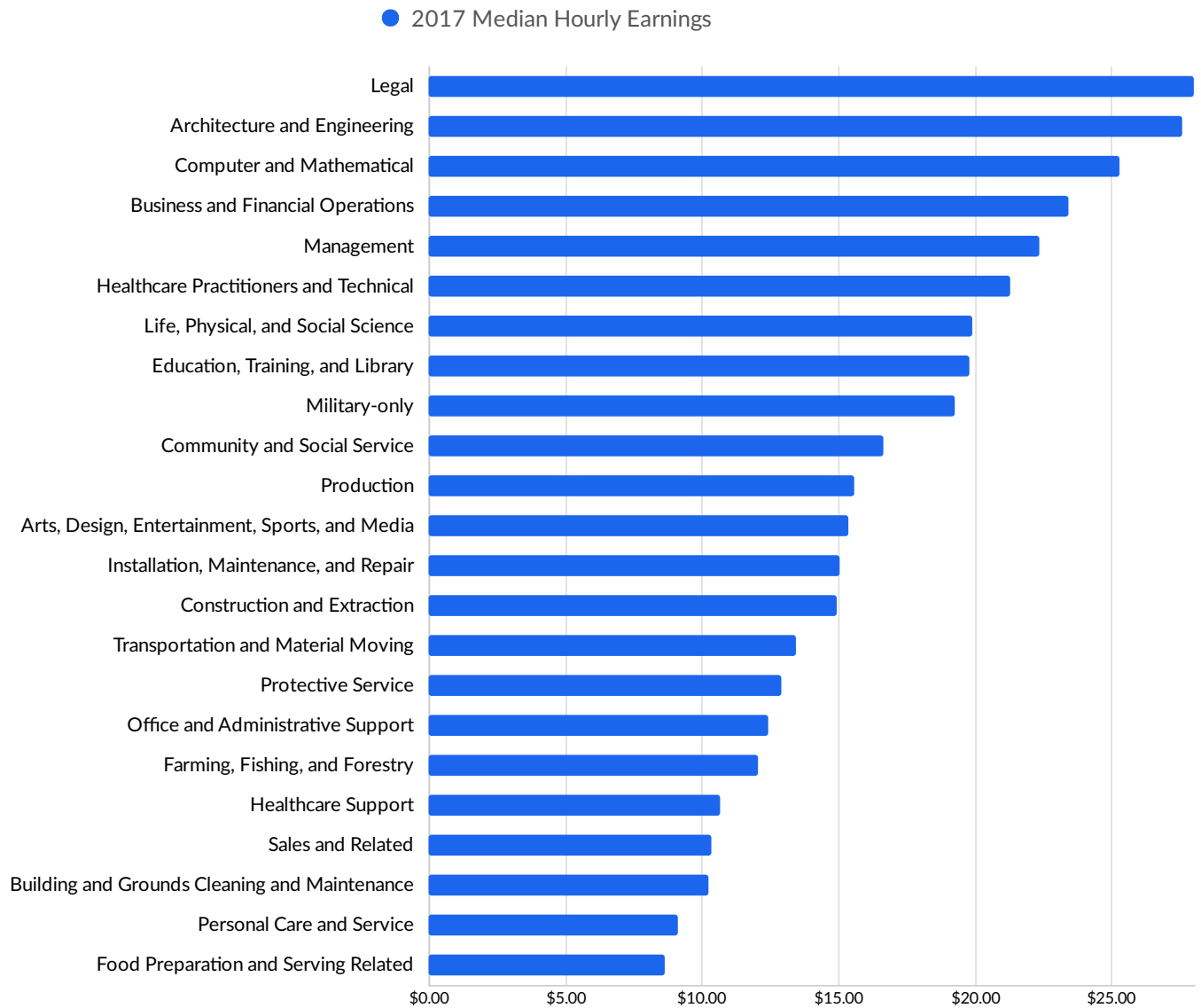
Workforce Characteristics - Cont.

Top Occupation LQ



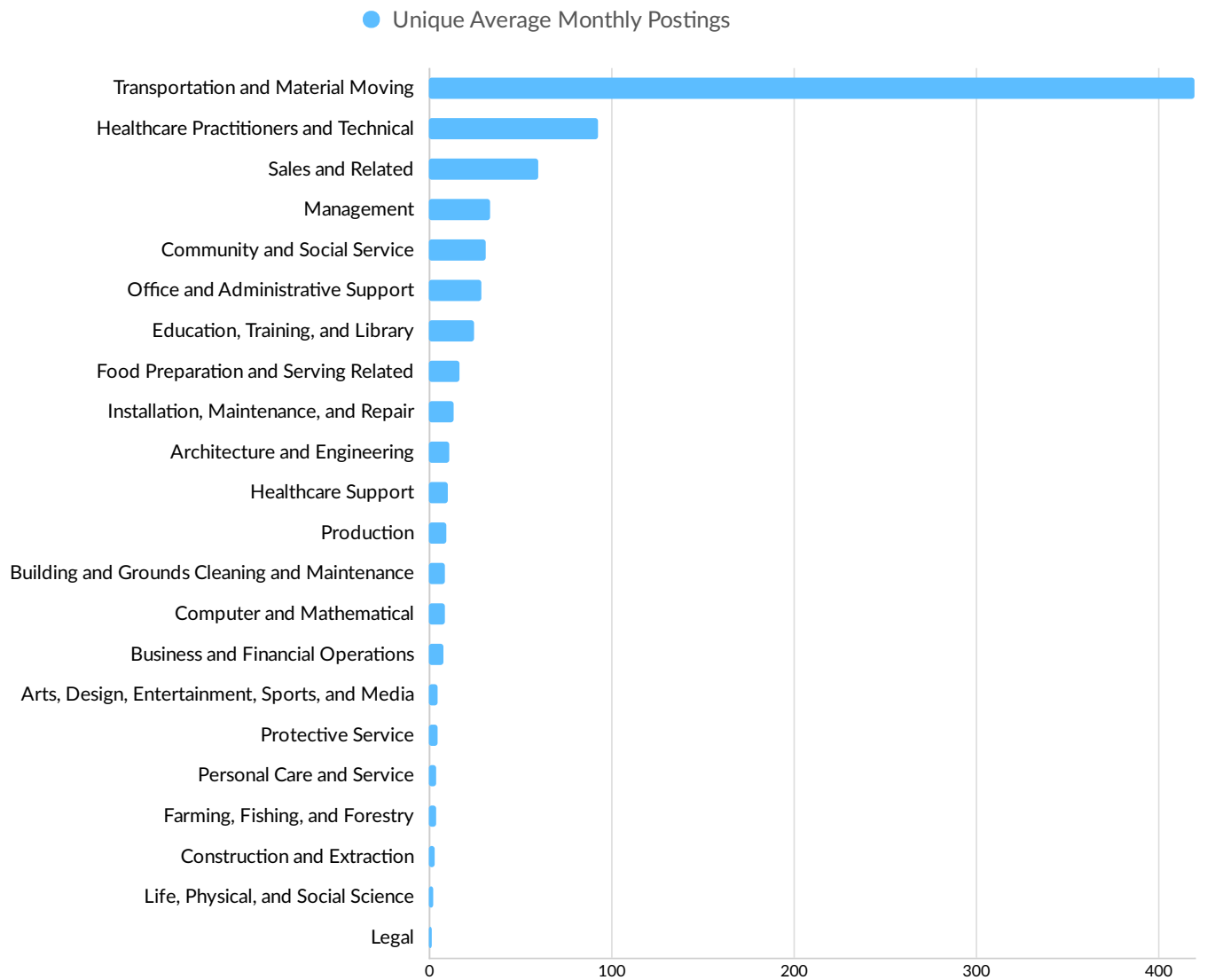
Workforce Characteristics - Cont.

Top Occupation Earnings



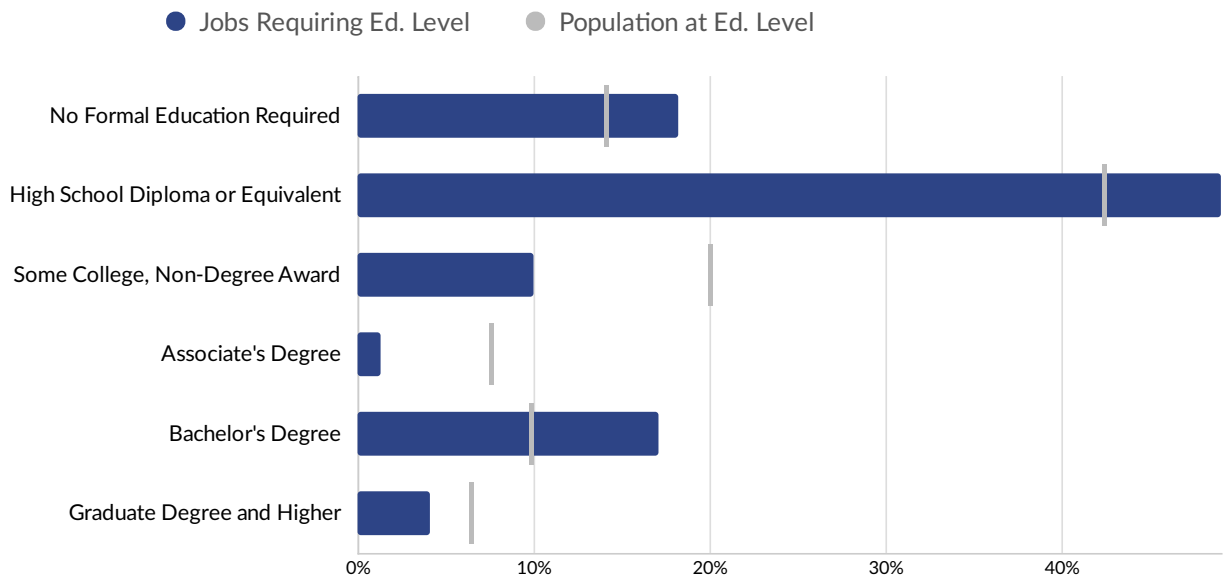
Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Underemployment



Workforce Characteristics - Cont.

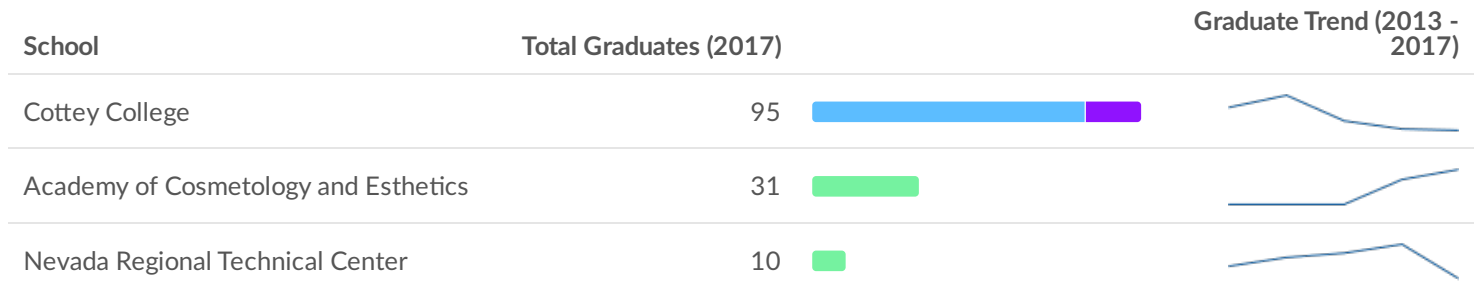
Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	May 2018 - Apr 2019 Unique Average Monthly Postings
Office and Administrative Support	1,297	1,276	-21	-2%	1.08	\$12.46	29
Sales and Related	818	750	-68	-8%	0.94	\$10.35	60
Food Preparation and Serving Related	528	605	77	+15%	0.89	\$8.66	16
Transportation and Material Moving	598	549	-49	-8%	1.00	\$13.44	420
Healthcare Practitioners and Technical	516	535	19	+4%	1.19	\$21.29	92
Production	572	492	-80	-14%	1.04	\$15.59	10
Education, Training, and Library	478	486	8	+2%	1.06	\$19.80	25
Personal Care and Service	367	464	97	+26%	1.34	\$9.12	4
Management	917	451	-466	-51%	0.99	\$22.36	33
Installation, Maintenance, and Repair	327	346	19	+6%	1.09	\$15.08	13
Healthcare Support	363	326	-37	-10%	1.48	\$10.68	11
Construction and Extraction	344	304	-40	-12%	0.82	\$14.93	3
Business and Financial Operations	249	260	11	+4%	0.62	\$23.41	8
Farming, Fishing, and Forestry	312	242	-70	-22%	4.02	\$12.04	4
Community and Social Service	239	233	-6	-3%	1.75	\$16.64	31
Building and Grounds Cleaning and Maintenance	198	223	25	+13%	0.75	\$10.23	9
Protective Service	145	165	20	+14%	0.91	\$12.92	5
Computer and Mathematical	94	112	18	+19%	0.48	\$25.28	9

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	87	102	15	+17%	0.69	\$15.37	5
Architecture and Engineering	51	64	13	+25%	0.46	\$27.62	11
Life, Physical, and Social Science	34	40	6	+18%	0.61	\$19.91	2
Military-only	38	34	-4	-11%	0.69	\$19.24	0
Legal	25	28	3	+12%	0.42	\$28.02	2

Educational Pipeline

In 2017, there were 136 graduates in Vernon County, MO. This pipeline has grown by 9% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, Licensed Practical/Vocational Nurse Training, and "Cosmetology/Cosmetologist, General".



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