



# Joplin, MO

A Missouri, Oklahoma, and Kansas Economic Development Collaborative



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## Report Parameters

### 1 MSA

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27900 Joplin, MO

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

**179,808**

**Population (2019)**

Population grew by **3,939** over the last 5 years and is projected to grow by **3,328** over the next 5 years.

**86,878**

**Total Regional Employment**

Jobs grew by **2,425** over the last 5 years and are projected to grow by **4,026** over the next 5 years.

**\$47.7K**

**Median Household Income (2018)**

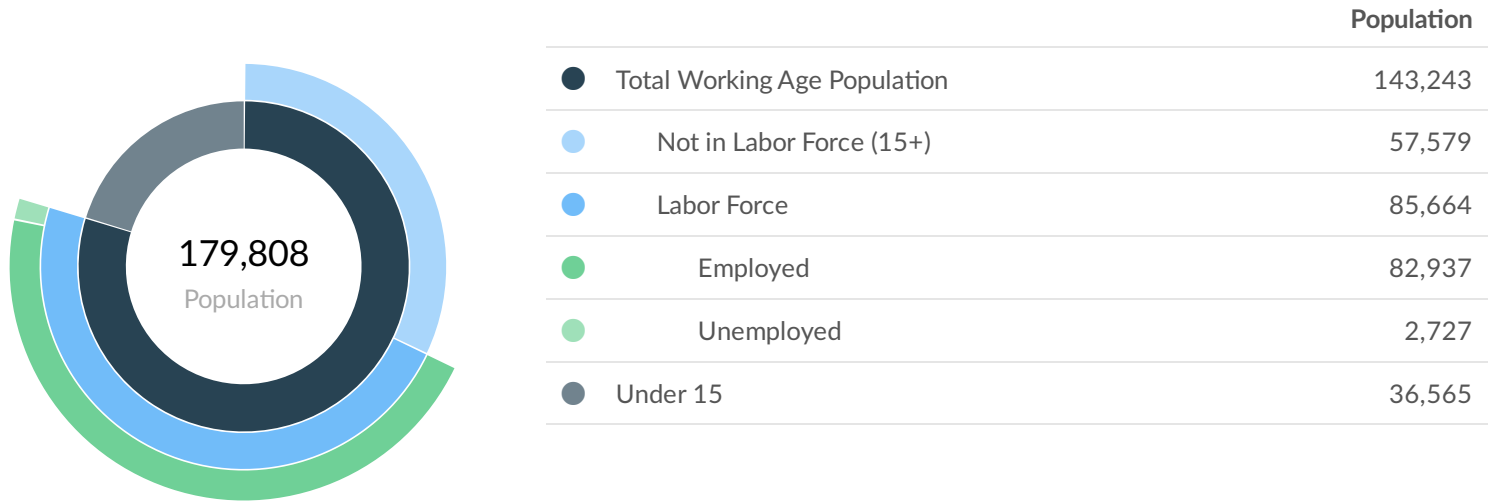
Median household income is **\$12.6K below** the national median household income of \$60.3K.

## Takeaways

- As of 2019 the region's population **increased by 2.2%** since 2014, growing by 3,939. Population is expected to **increase by 1.9%** between 2019 and 2024, adding 3,328.
- From 2014 to 2019, jobs **increased by 2.9%** in Joplin, MO from 84,453 to **86,878**. This change **fell short of the national growth rate of 7.9% by 5.0%**. As the number of jobs increased, the **labor force participation rate decreased from 62.0% to 59.8% between 2014 and 2019**.
- Concerning educational attainment, **14.7% of Joplin, MO residents possess a Bachelor's Degree** (4.1% below the national average), and **7.3% hold an Associate's Degree** (0.8% below the national average).
- The top three industries in 2019 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and General Medical and Surgical Hospitals.

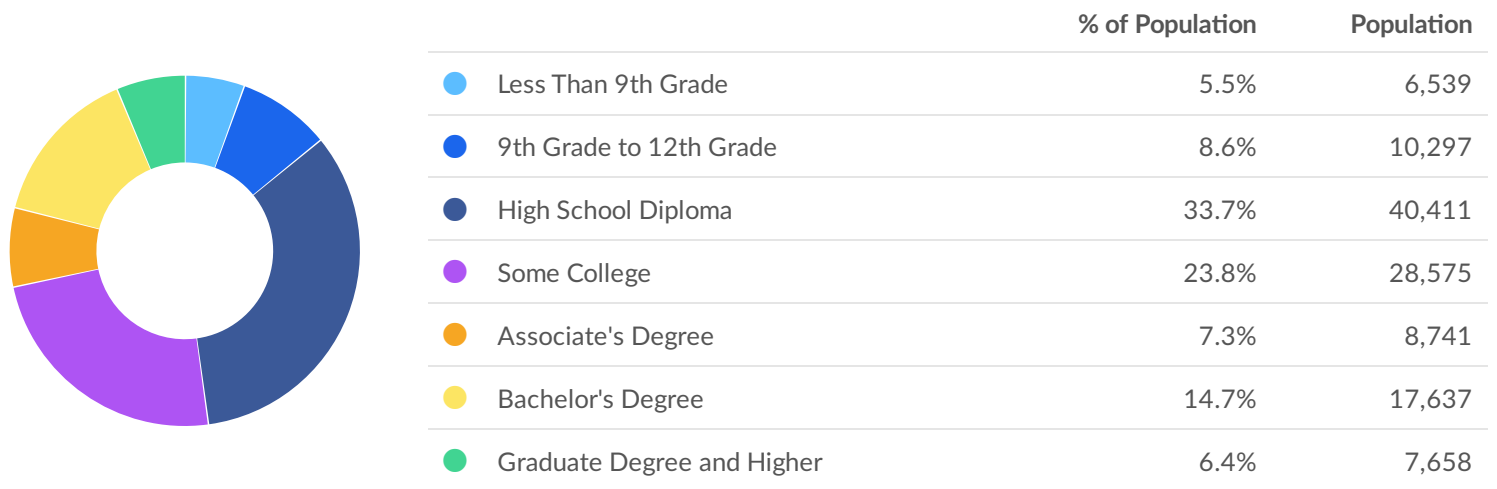
|        | Population (2019) | Labor Force (2019) | Jobs (2019) | Cost of Living | GRP       | Imports   | Exports   |
|--------|-------------------|--------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 179,808           | 85,664             | 86,878      | 88.6           | \$7.20B   | \$9.55B   | \$8.79B   |
| State  | 6,146,353         | 3,096,893          | 3,151,037   | 89.9           | \$326.56B | \$309.82B | \$363.15B |

## 2019 Labor Force Breakdown



## Educational Attainment

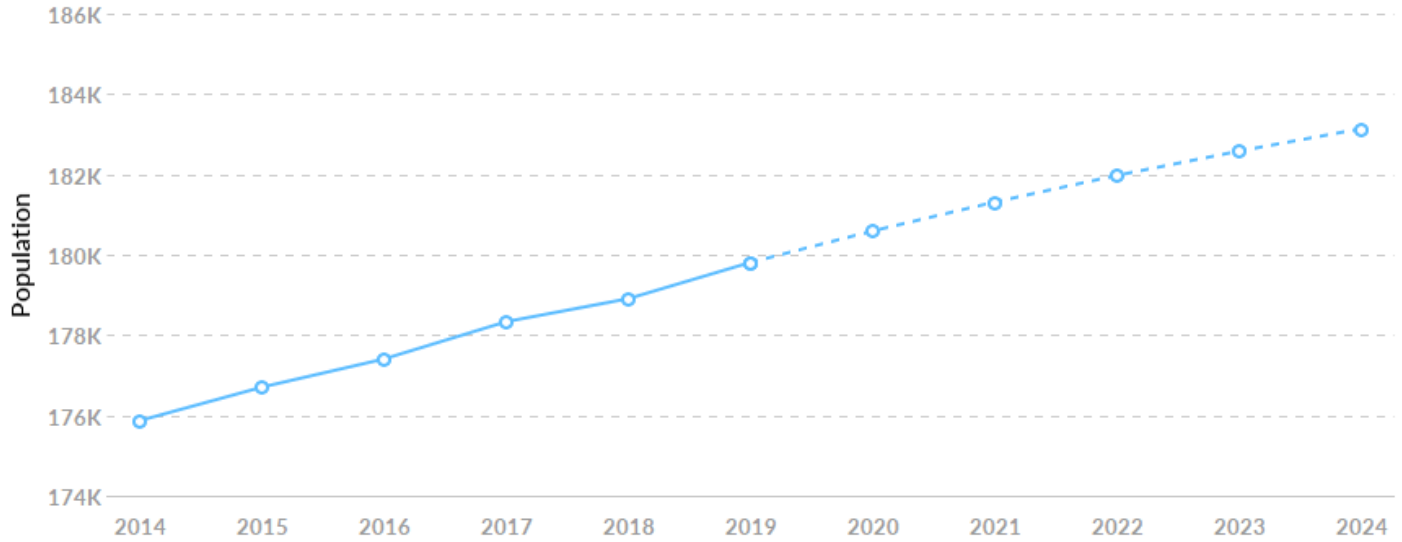
Concerning educational attainment, **14.7% of Joplin, MO residents possess a Bachelor's Degree** (4.1% below the national average), and **7.3% hold an Associate's Degree** (0.8% below the national average).



# Historic & Projected Trends

## Population Trends

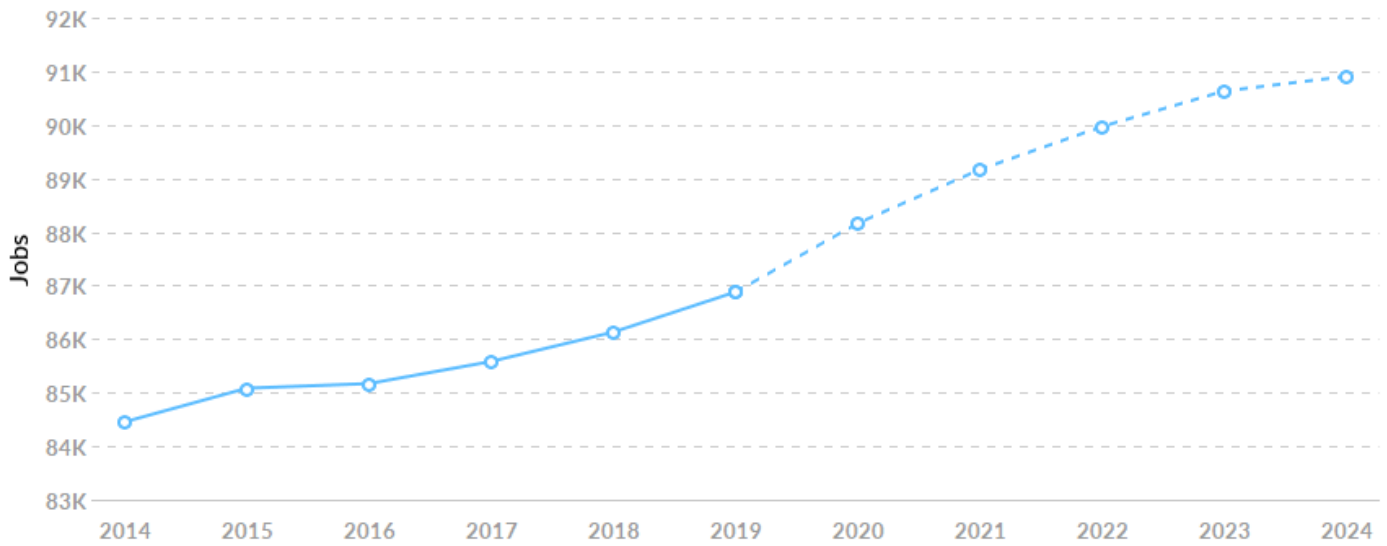
As of 2019 the region's population **increased by 2.2%** since 2014, growing by 3,939. Population is expected to **increase by 1.9%** between 2019 and 2024, adding 3,328.



| Timeframe | Population |
|-----------|------------|
| 2014      | 175,869    |
| 2015      | 176,702    |
| 2016      | 177,404    |
| 2017      | 178,332    |
| 2018      | 178,905    |
| 2019      | 179,808    |
| 2020      | 180,591    |
| 2021      | 181,312    |
| 2022      | 181,974    |
| 2023      | 182,580    |
| 2024      | 183,136    |

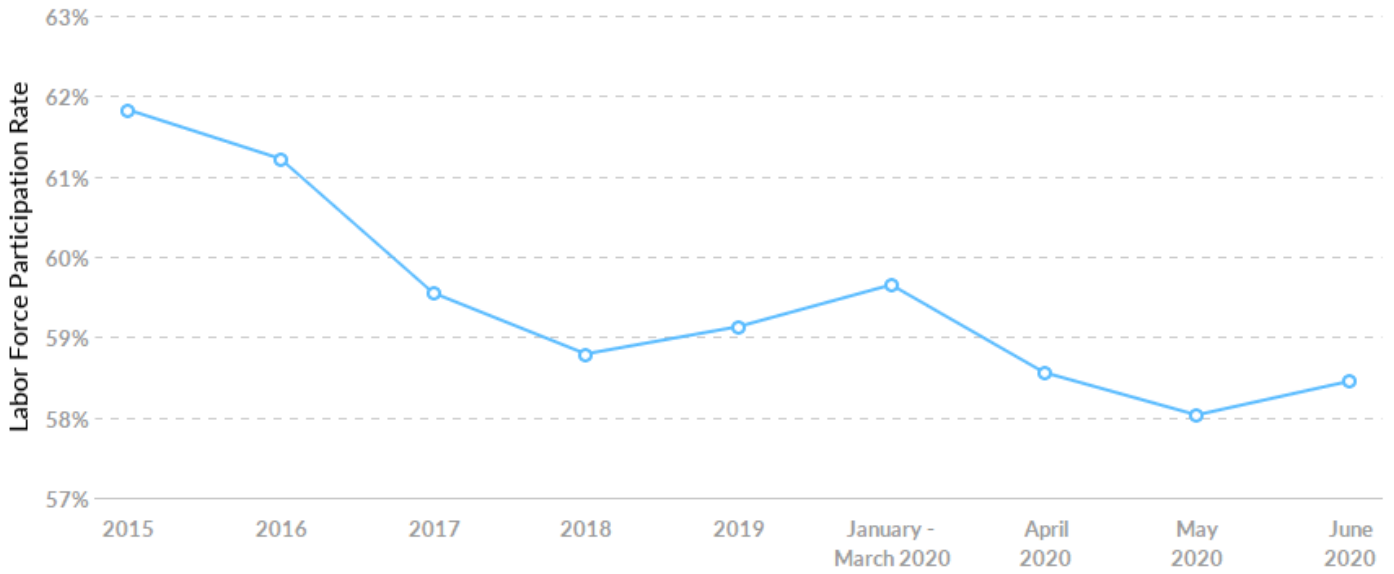
## Job Trends

From 2014 to 2019, jobs increased by 2.9% in Joplin, MO from 84,453 to 86,878. This change fell short of the national growth rate of 7.9% by 5.0%.



| Timeframe | Jobs   |
|-----------|--------|
| 2014      | 84,453 |
| 2015      | 85,082 |
| 2016      | 85,168 |
| 2017      | 85,581 |
| 2018      | 86,130 |
| 2019      | 86,878 |
| 2020      | 88,161 |
| 2021      | 89,164 |
| 2022      | 89,967 |
| 2023      | 90,630 |
| 2024      | 90,904 |

## Labor Force Participation Rate Trends

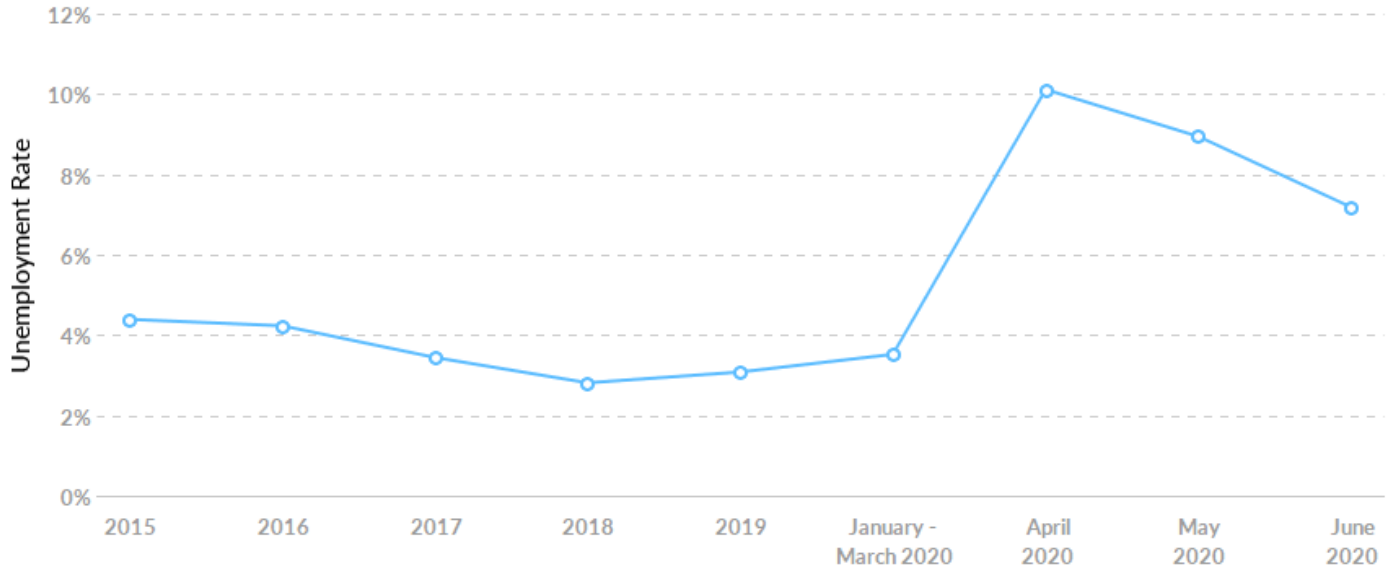


| Timeframe            | Labor Force Participation Rate |
|----------------------|--------------------------------|
| 2015                 | 61.83%                         |
| 2016                 | 61.22%                         |
| 2017                 | 59.55%                         |
| 2018                 | 58.79%                         |
| 2019                 | 59.13%                         |
| January - March 2020 | 59.65%                         |
| April 2020           | 58.56%                         |
| May 2020             | 58.03%                         |
| June 2020            | 58.45%                         |



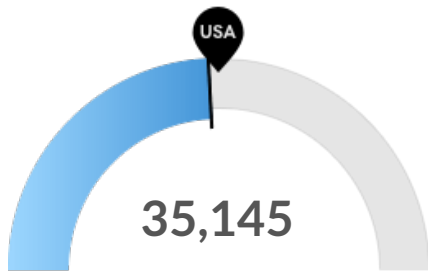
## Unemployment Rate Trends

Joplin, MO had a June 2020 unemployment rate of 7.18%, increasing from 4.39% 5 years before.



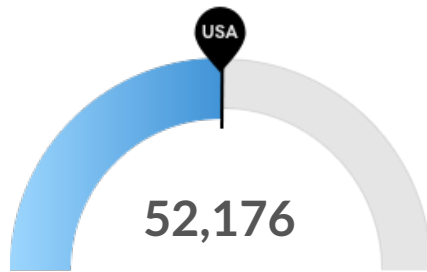
| Timeframe            | Unemployment Rate |
|----------------------|-------------------|
| 2015                 | 4.39%             |
| 2016                 | 4.23%             |
| 2017                 | 3.44%             |
| 2018                 | 2.81%             |
| 2019                 | 3.08%             |
| January - March 2020 | 3.52%             |
| April 2020           | 10.11%            |
| May 2020             | 8.94%             |
| June 2020            | 7.18%             |

## Population Characteristics



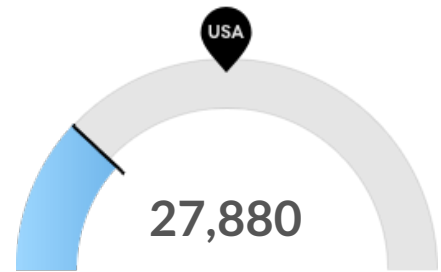
Millennials

Joplin, MO has 35,145 millennials (ages 25-39). The national average for an area this size is 36,780.



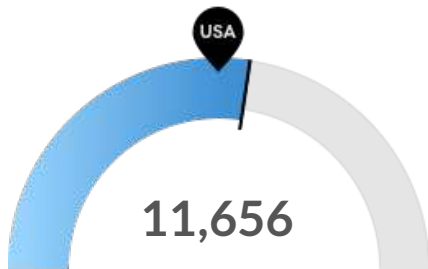
Retiring Soon

Retirement risk is about average in Joplin, MO. The national average for an area this size is 51,787 people 55 or older, while there are 52,176 here.



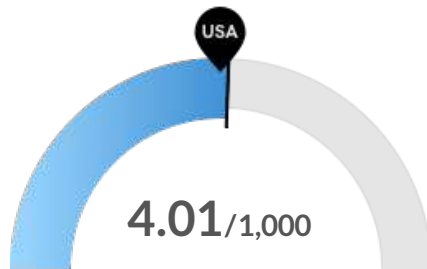
Racial Diversity

Racial diversity is low in Joplin, MO. The national average for an area this size is 70,881 racially diverse people, while there are 27,880 here.



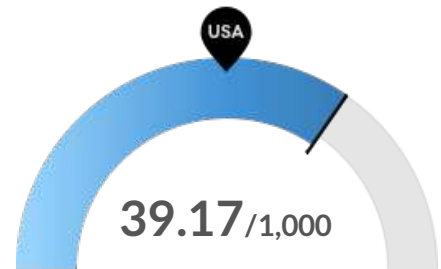
Veterans

Joplin, MO has 11,656 veterans. The national average for an area this size is 10,177.



Violent Crime

Joplin, MO has 4.01 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

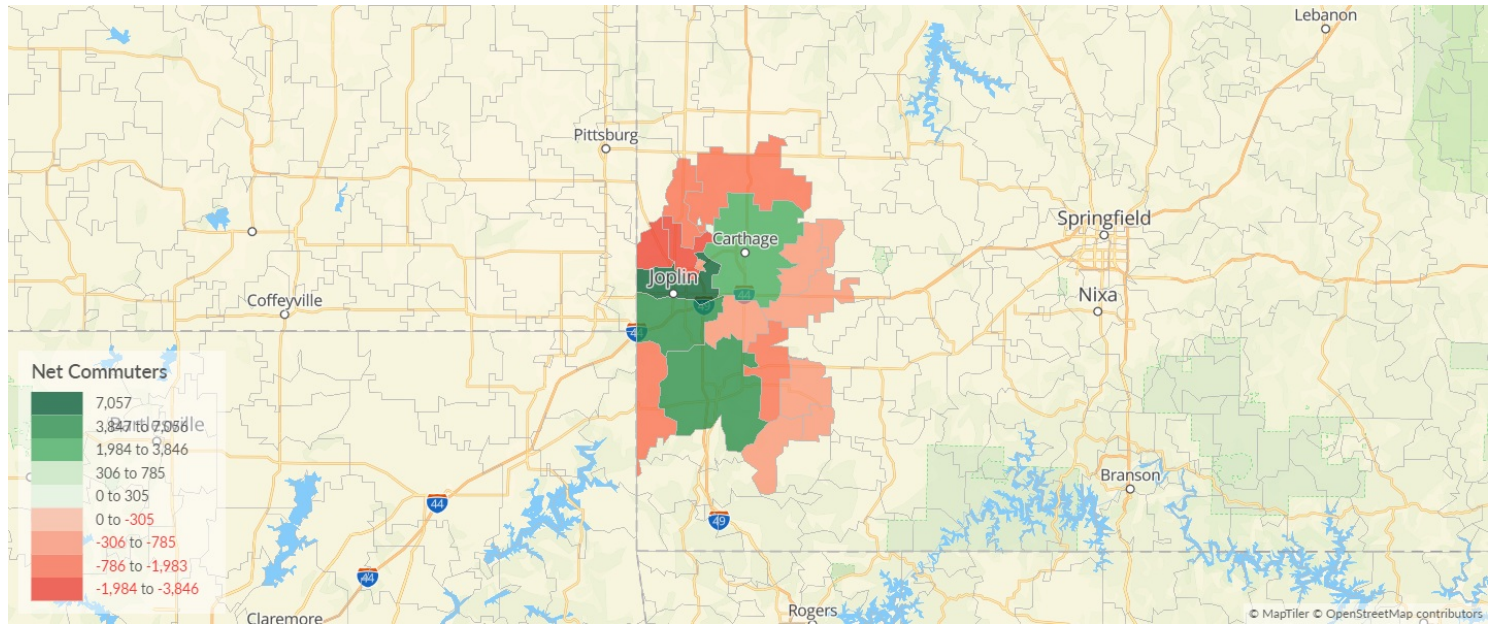


Property Crime

Joplin, MO has 39.17 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

## 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

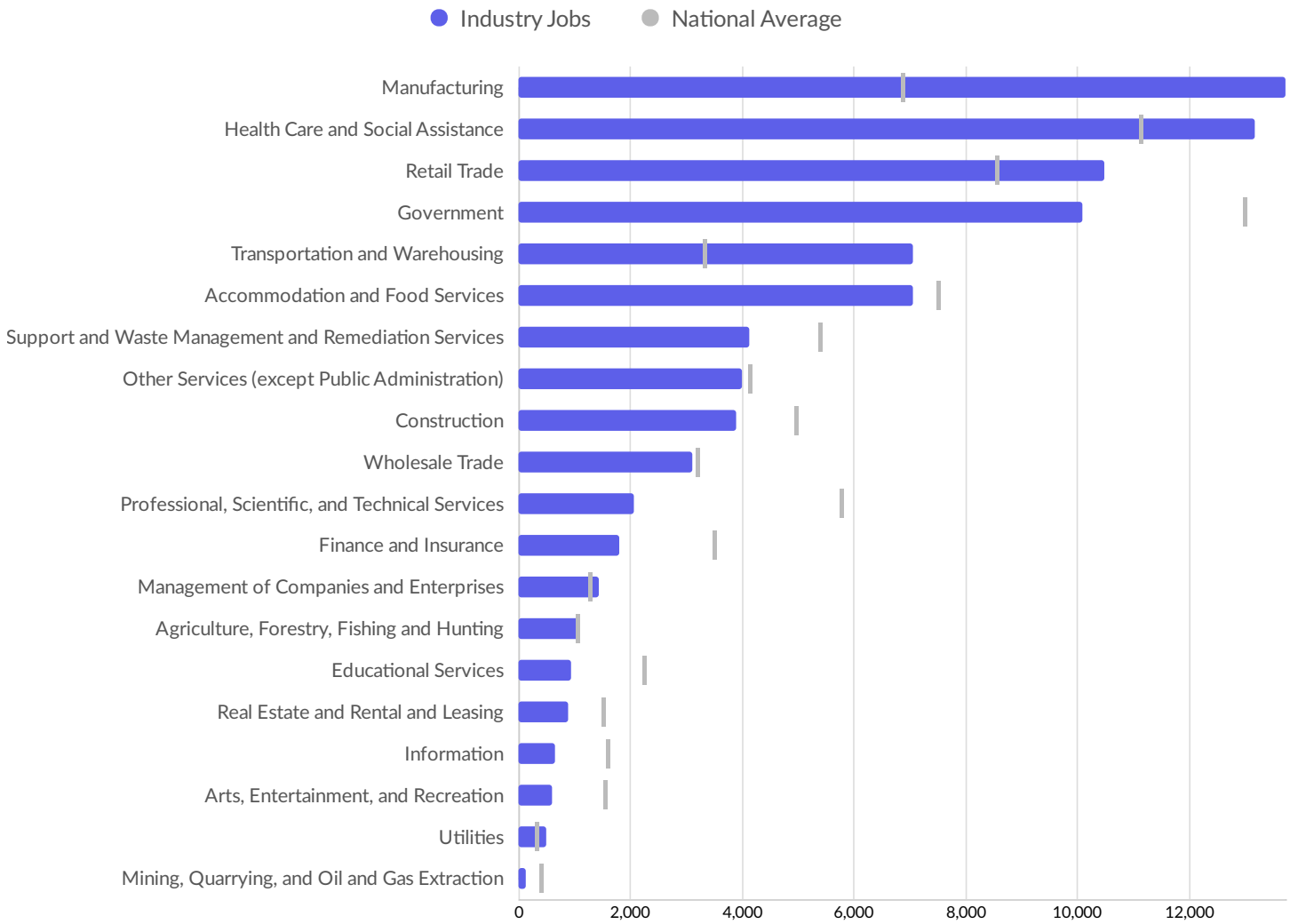
| ZIP   | Name                        | 2019 Employment |
|-------|-----------------------------|-----------------|
| 64801 | Joplin, MO (in Jasper co... | 22,030          |
| 64804 | Joplin, MO (in Jasper co... | 19,736          |
| 64850 | Neosho, MO (in Newto...     | 18,825          |
| 64836 | Carthage, MO (in Jasper...  | 12,412          |
| 64870 | Webb City, MO (in Jasp...   | 4,560           |

### Where Talent Lives

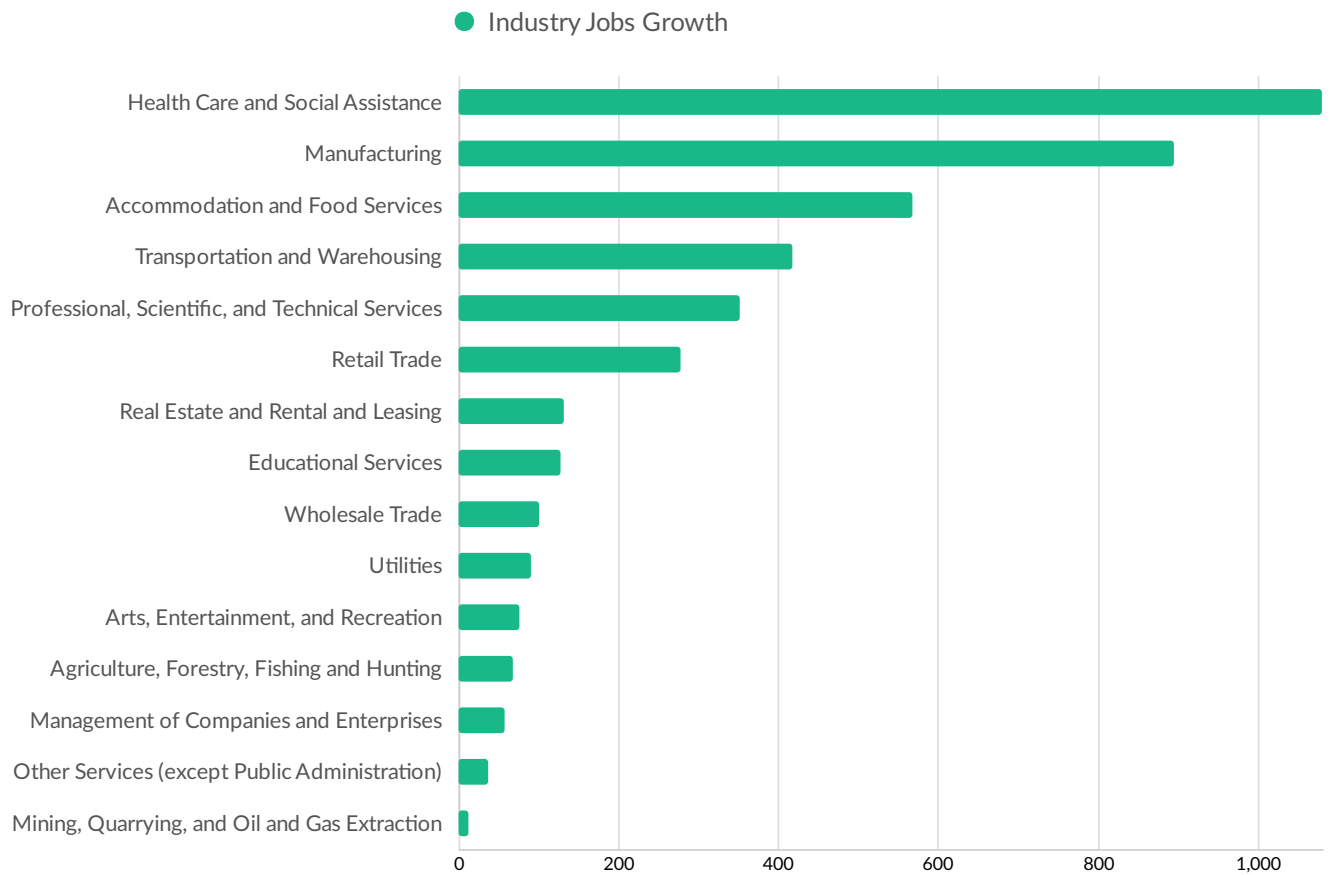
| ZIP   | Name                        | 2019 Workers |
|-------|-----------------------------|--------------|
| 64804 | Joplin, MO (in Jasper co... | 15,889       |
| 64801 | Joplin, MO (in Jasper co... | 14,973       |
| 64850 | Neosho, MO (in Newto...     | 13,984       |
| 64836 | Carthage, MO (in Jasper...  | 10,322       |
| 64870 | Webb City, MO (in Jasp...   | 6,544        |

# Industry Characteristics

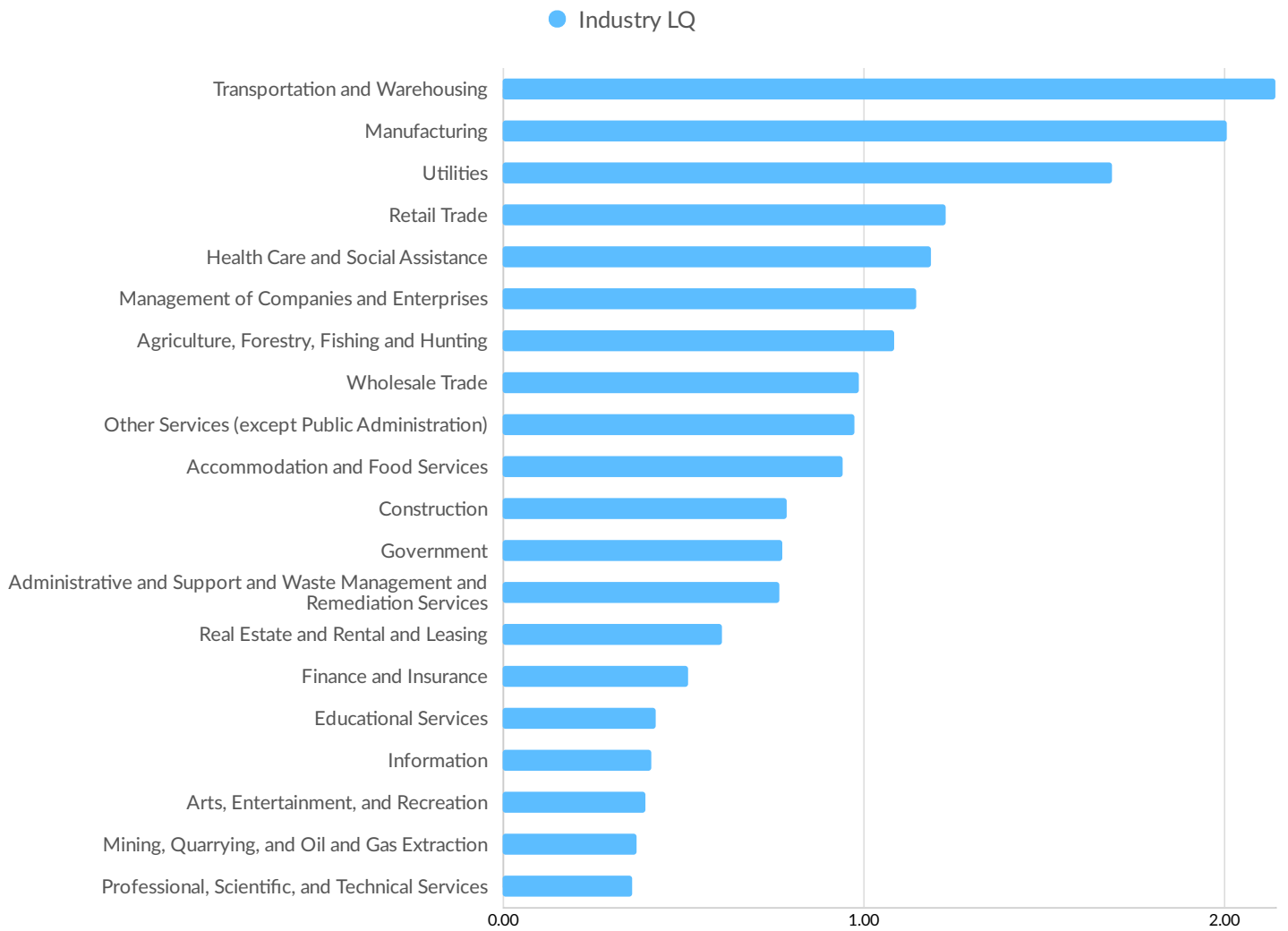
## Largest Industries



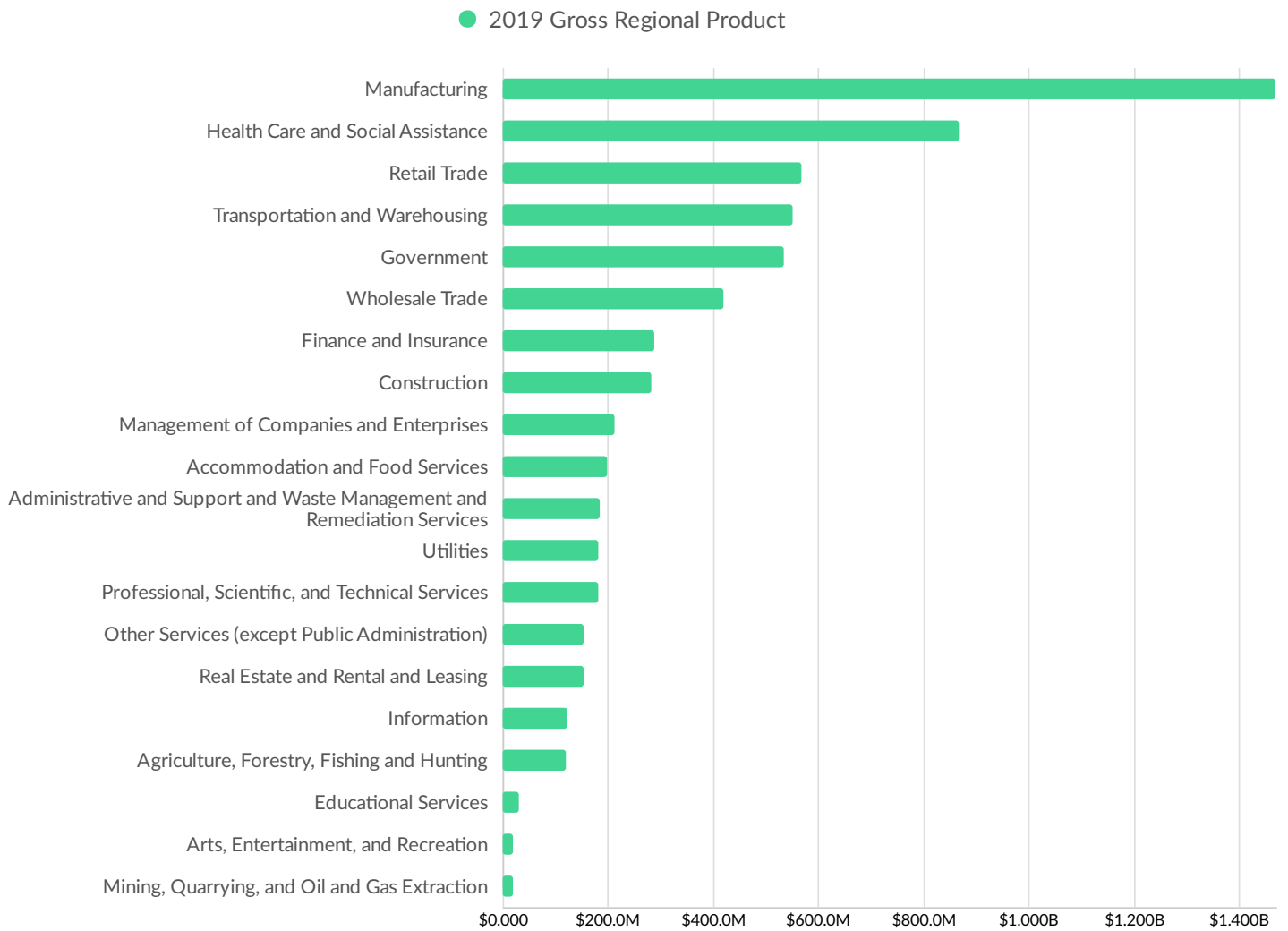
## Top Growing Industries



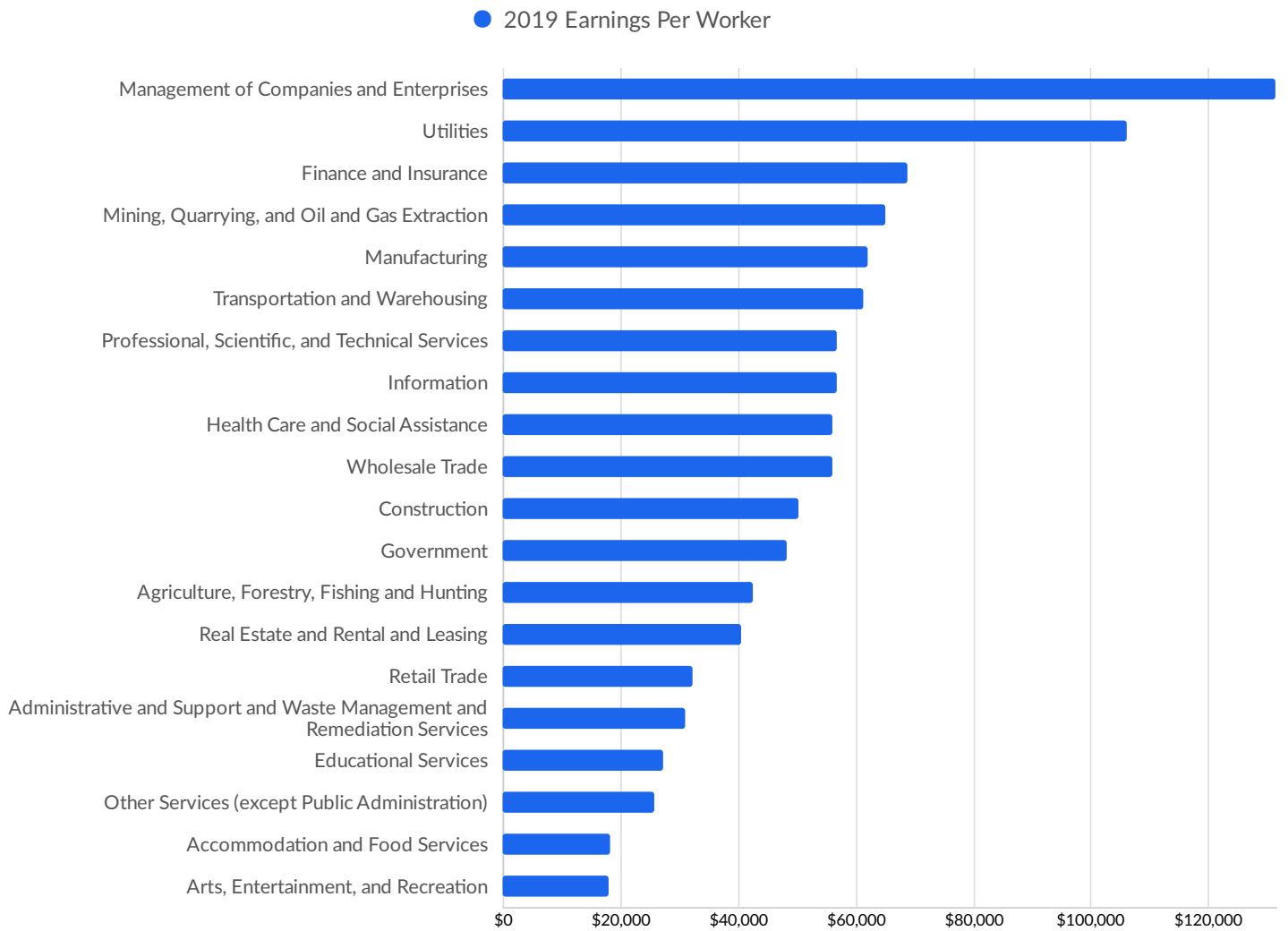
## Top Industry LQ



## Top Industry GRP

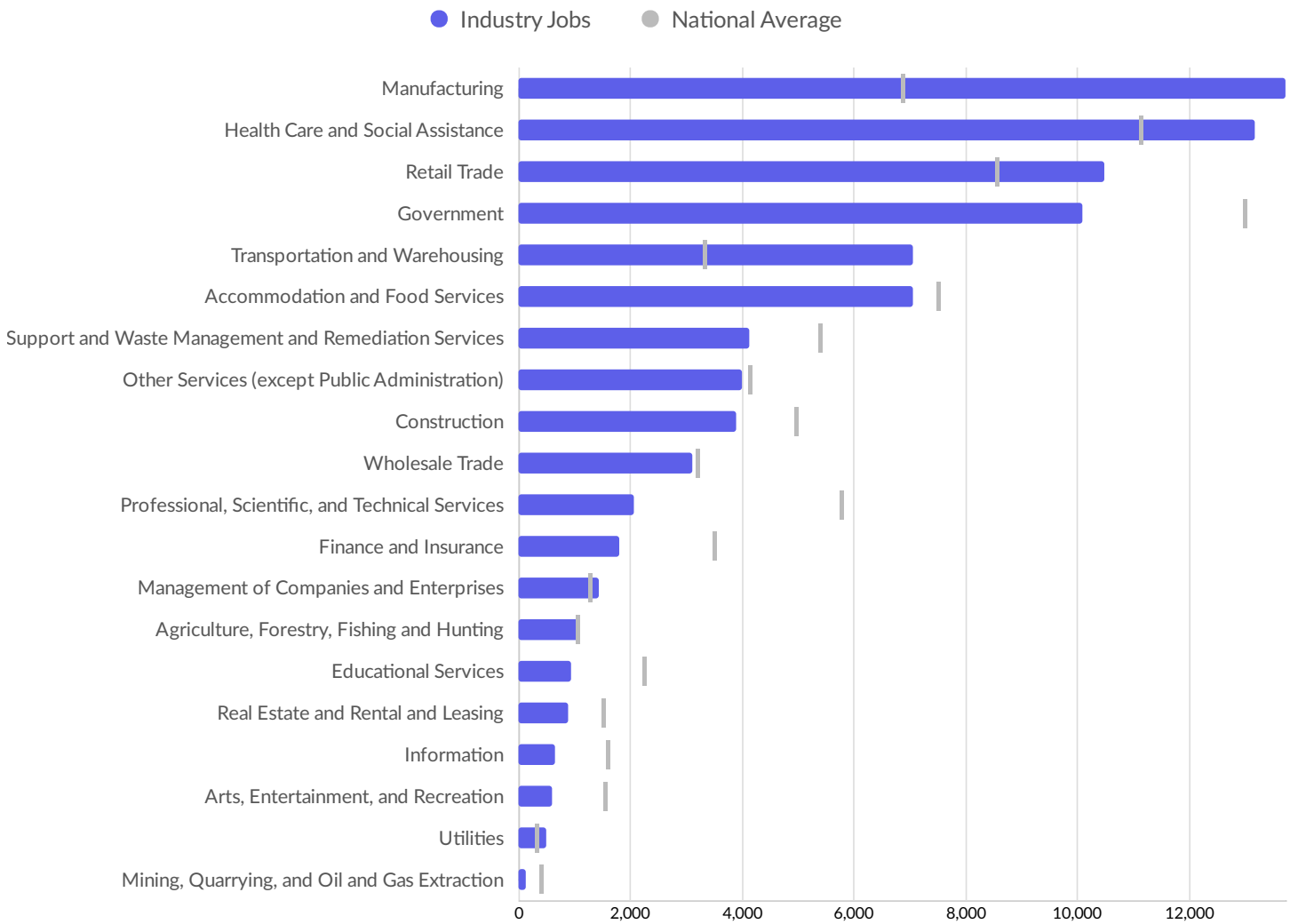


## Top Industry Earnings

























## Largest Industries



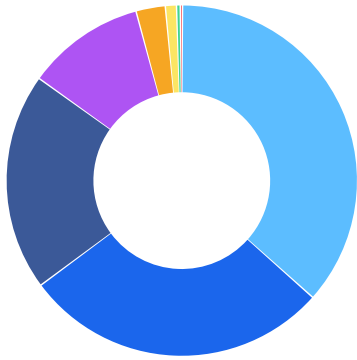
## Business Characteristics

### 13,866 Companies Employ Your Workers

Online profiles for your workers mention 13,866 companies as employers, with the top 10 appearing below. In the last 12 months, 2,442 companies in Joplin, MO posted job postings, with the top 10 appearing below.

| Top Companies                       | Profiles  | Top Companies Posting             | Unique Postings   |
|-------------------------------------|---|-----------------------------------|---|
| Freeman Health System               | 701    | CRST International, Inc.          | 920    |
| Leggett & Platt, Incorporated       | 555  | Freeman Health System             | 873  |
| Missouri Southern State Univers...  | 377  | Platinum Supplemental Insuranc... | 623  |
| Wal-Mart, Inc.                      | 376  | HealthCare Employment Netwo...    | 502  |
| Sunbelt Home Health Care Inc        | 361  | Mercy                             | 445  |
| Pittsburg State University Found... | 237  | Hogan Transports Inc              | 395  |
| Joplin Schools                      | 232  | U.S. Xpress, Inc.                 | 372  |
| AT&T Inc.                           | 222  | Care.com, Inc.                    | 323  |
| Eaglepicher Technologies, LLC       | 203  | Mercy Health                      | 281  |
| Tamko Building Products, Inc.       | 195  | Dollar General Corporation        | 257  |

## Business Size

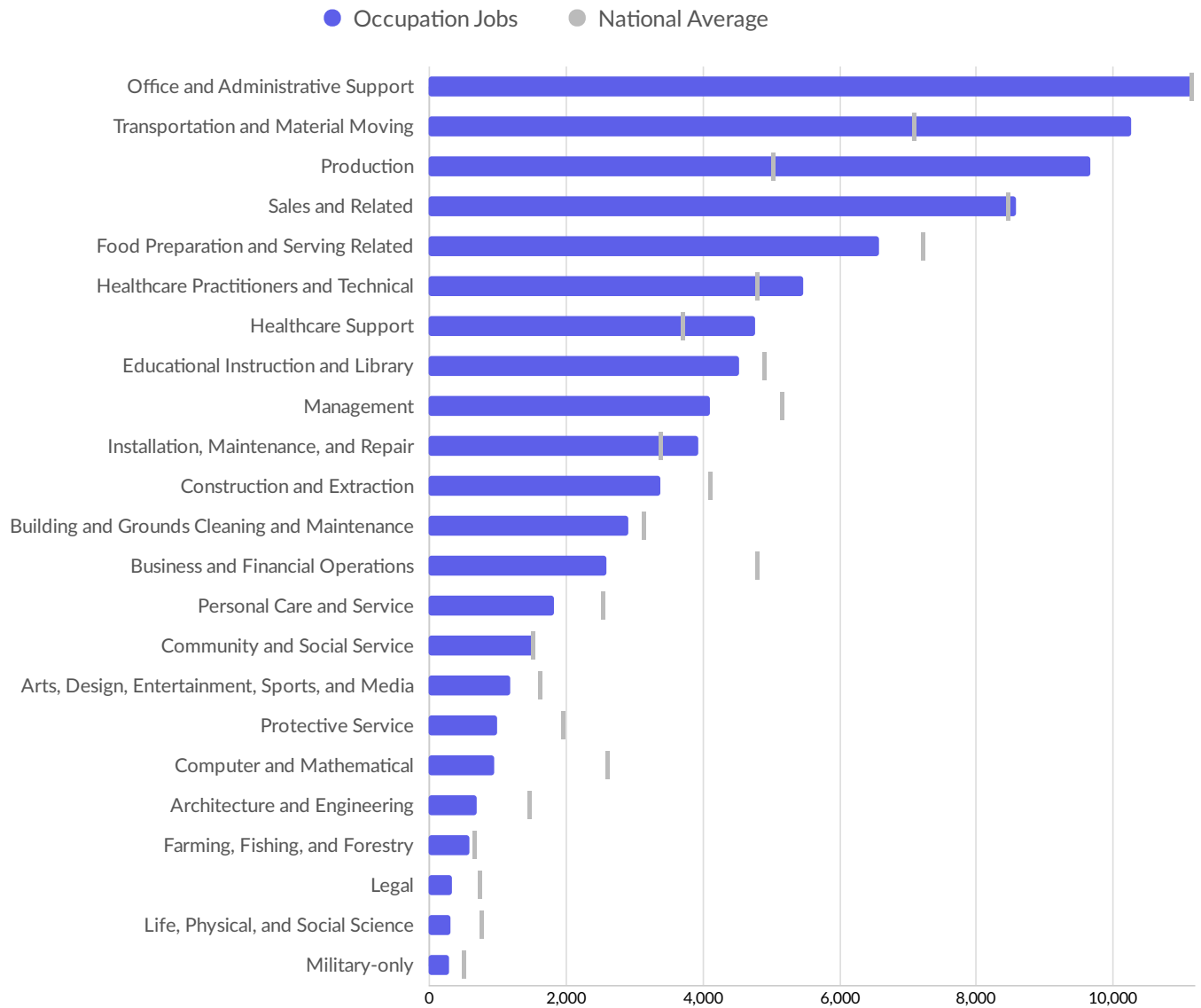


|                      | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees     | 36.5%      | 2,461          |
| 5 to 9 employees     | 28.3%      | 1,904          |
| 10 to 19 employees   | 20.0%      | 1,351          |
| 20 to 49 employees   | 10.9%      | 735            |
| 50 to 99 employees   | 2.7%       | 182            |
| 100 to 249 employees | 1.0%       | 69             |
| 250 to 499 employees | 0.3%       | 23             |
| 500+ employees       | 0.2%       | 14             |

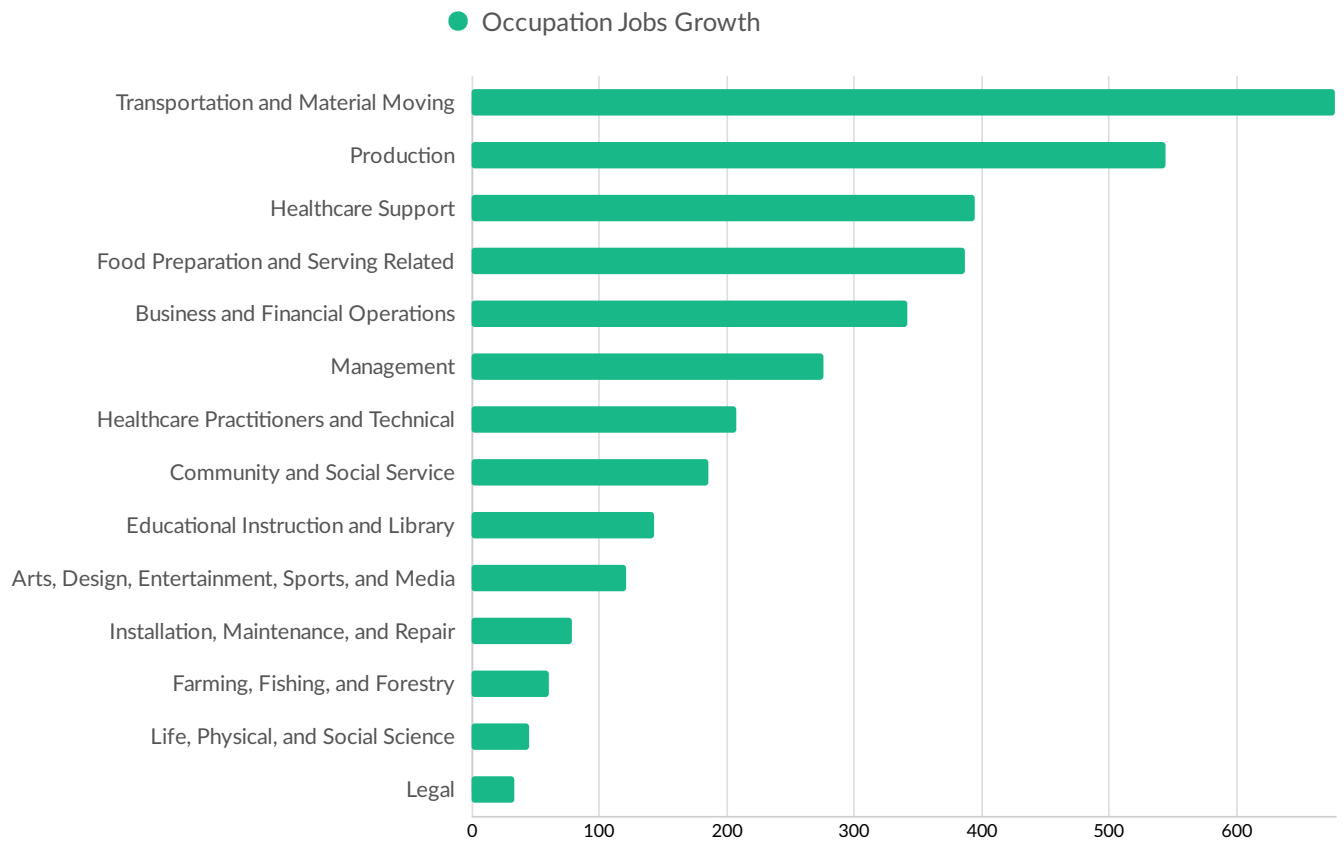
\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

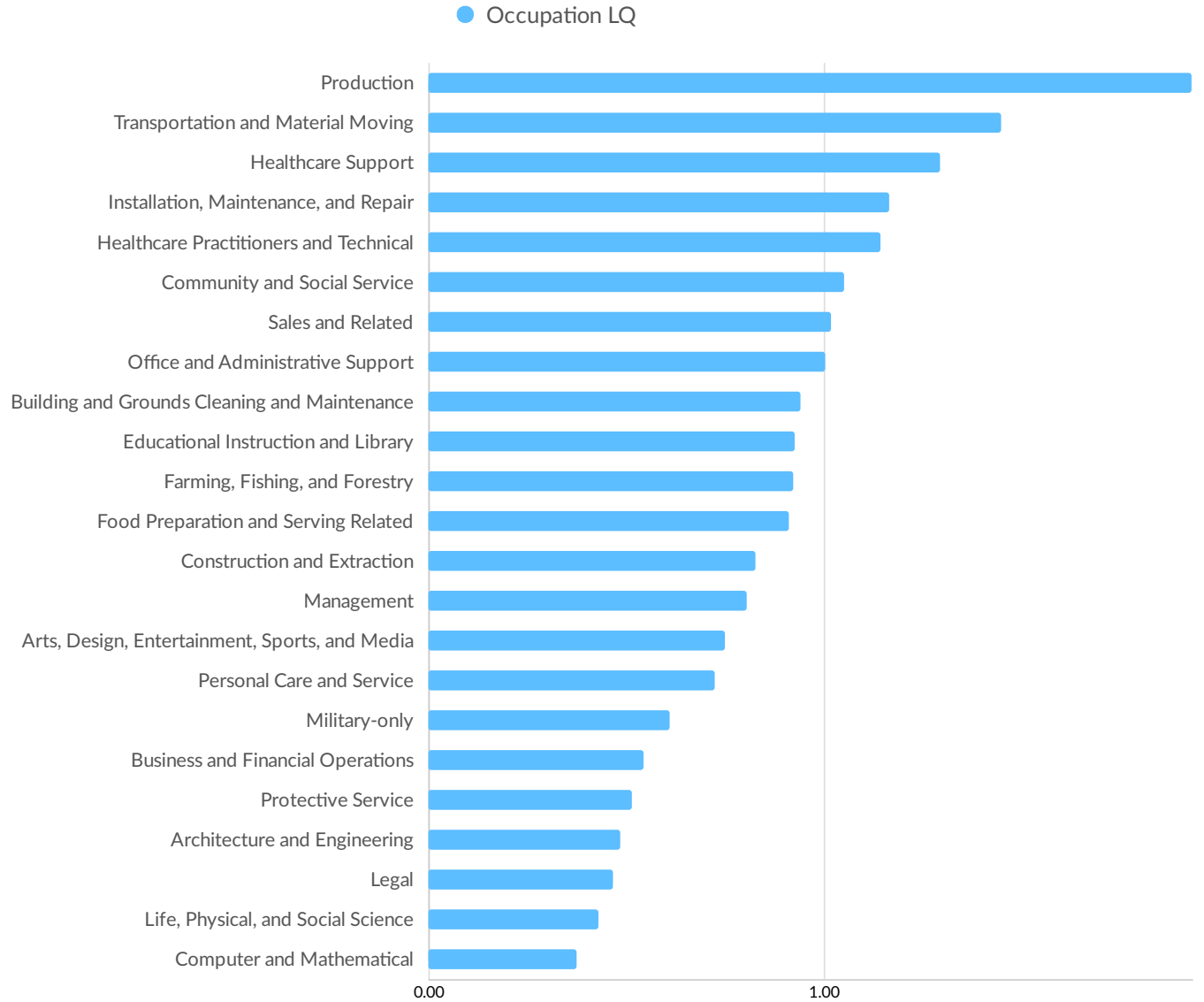
## Largest Occupations



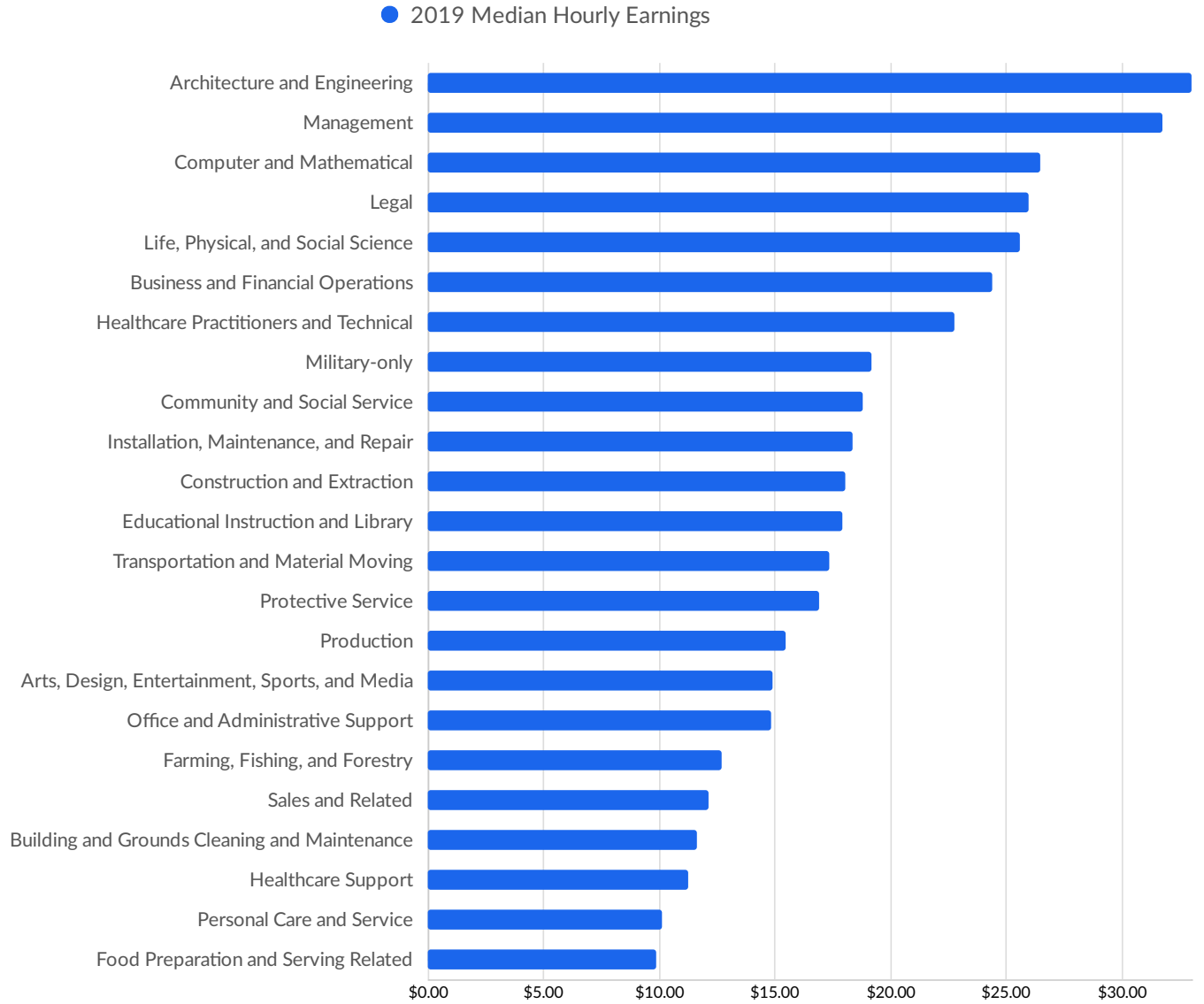
## Top Growing Occupations



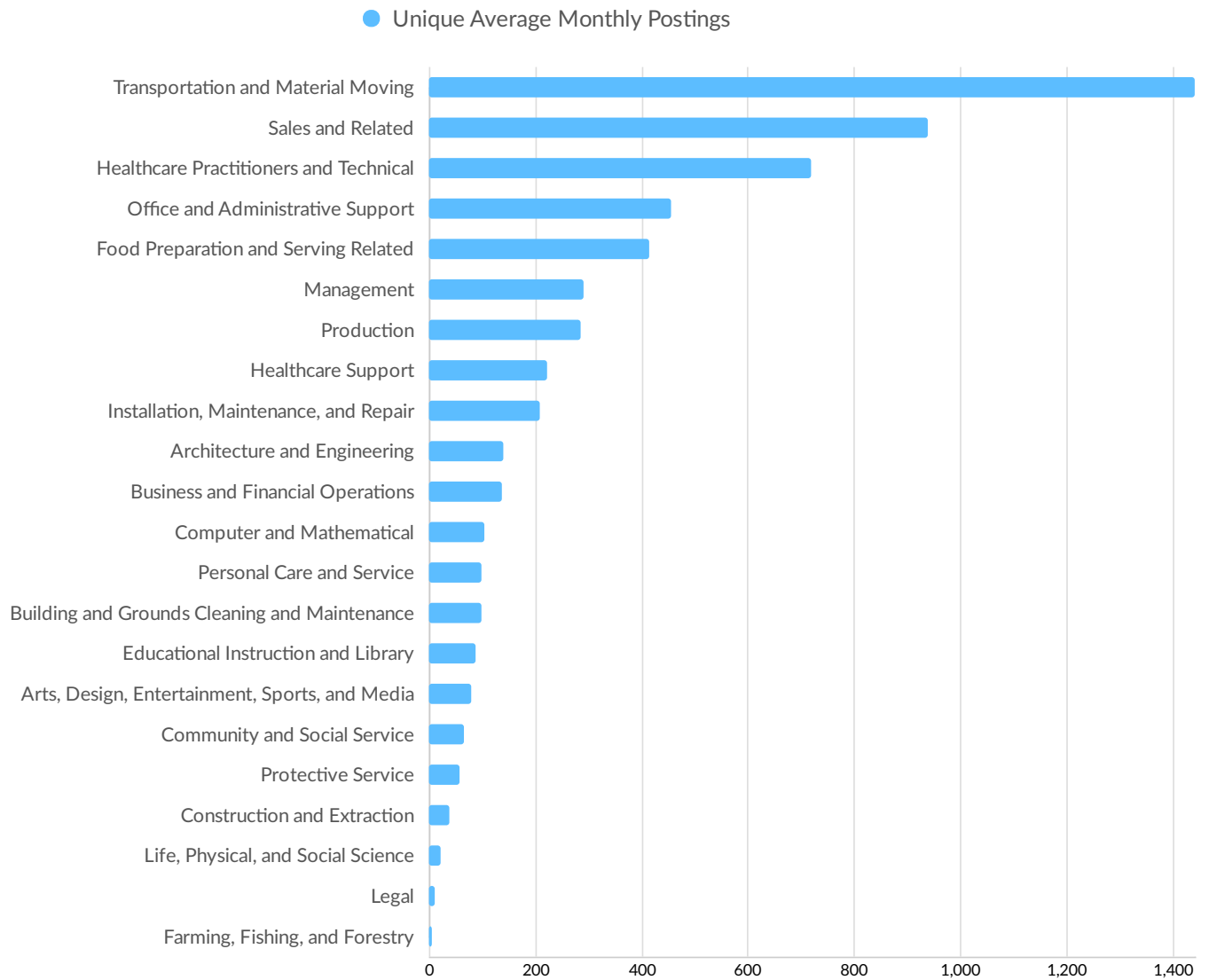
## Top Occupation LQ



## Top Occupation Earnings

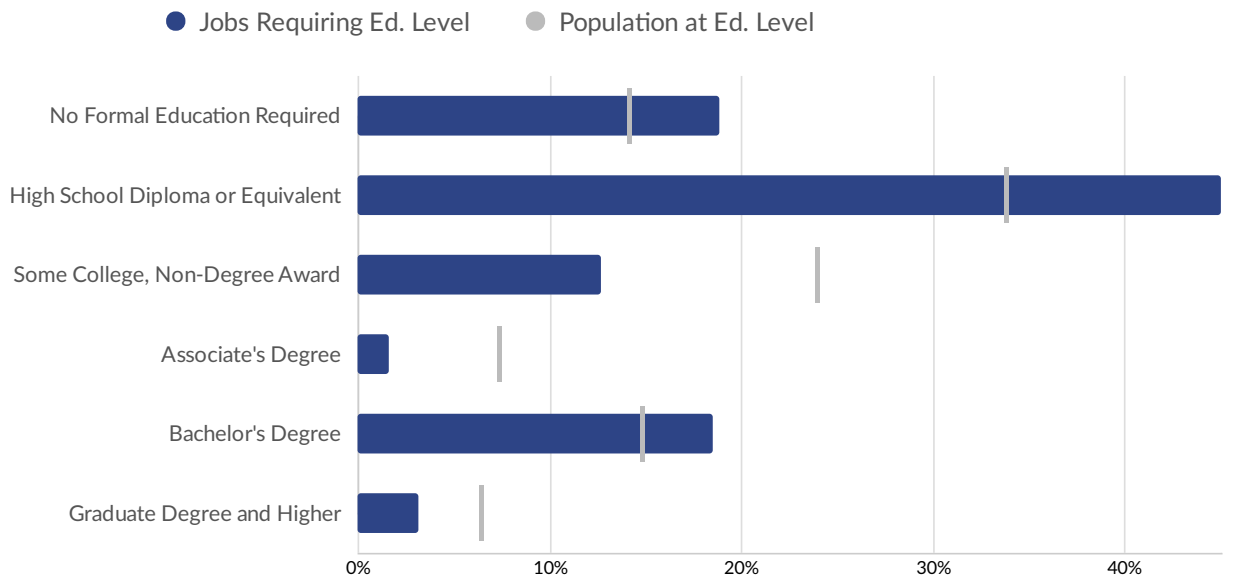


## Top Posted Occupations

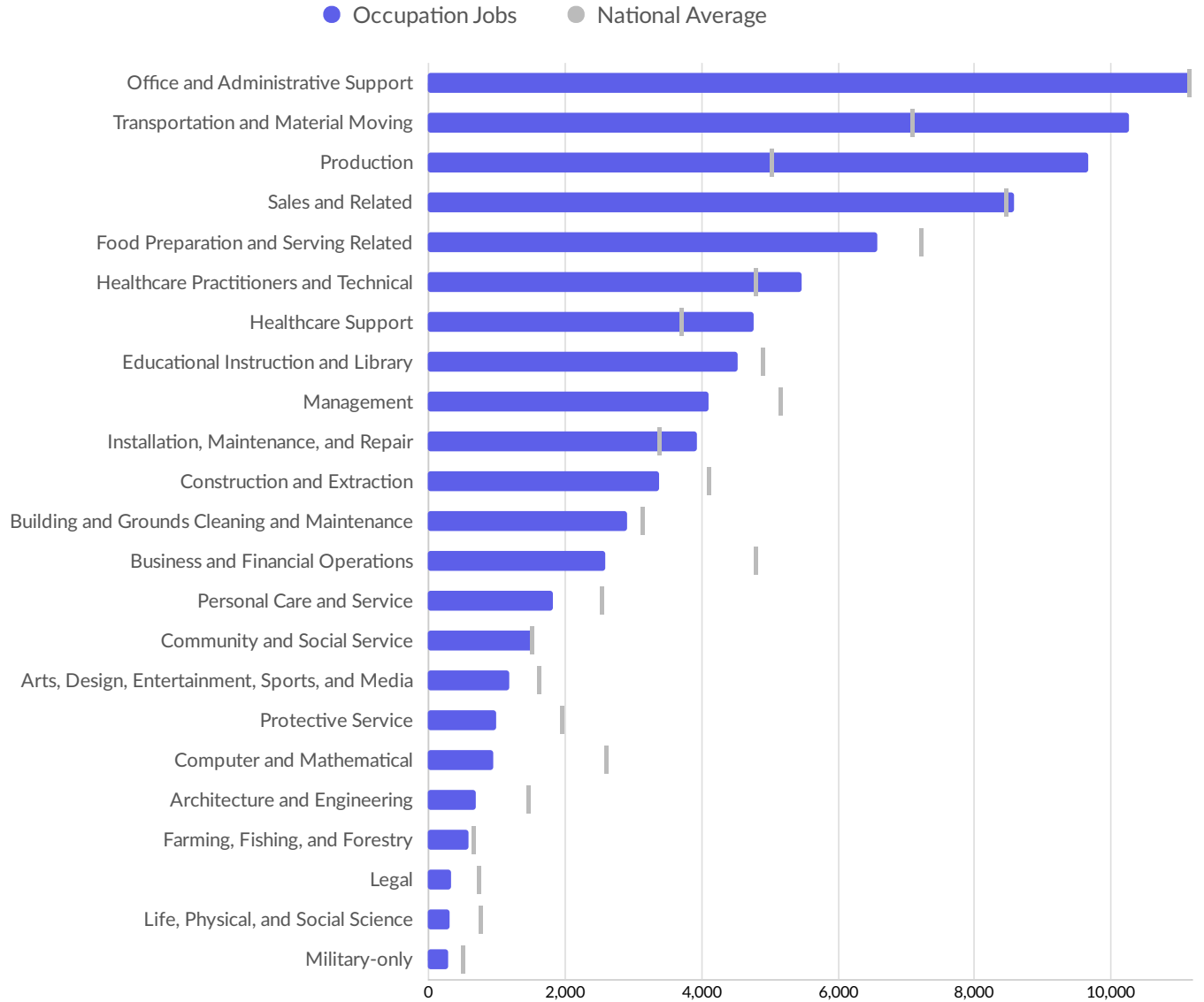




## Underemployment



## Largest Occupations



## Educational Pipeline

In 2019, there were 3,127 graduates in Joplin, MO. This pipeline has grown by 31% over the last 5 years. The highest share of these graduates come from General Studies, Truck and Bus Driver/Commercial Vehicle Operator and Instructor, and "Business/Commerce, General".

| School  | Total Graduates (2019) |  | Graduate Trend (2015 - 2019) |
|---|------------------------|--|------------------------------|
| Missouri Southern State University                    | 1,441                  |  |                              |
| Crowder College                                       | 1,341                  |  |                              |
| Ozark Christian College                               | 140                    |  |                              |
| Franklin Technology-MSSU                              | 87                     |  |                              |
| City Pointe Beauty Academy                            | 59                     |  |                              |
| Carthage R9 School District-Carthage Technical Center | 28                     |  |                              |
| Neosho Beauty College                                 | 19                     |  |                              |
| New Dimensions School of Hair Design                  | 12                     |  |                              |
| Vatterott College-Joplin                              | 0                      |  |                              |
| Essentials Academy of Cosmetology                     | 0                      |  |                              |

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

# In-Demand Skills

