



Joplin, MO

MOKAN Economic Partnership



105 North Rangeline PO Box 1706
Joplin, Missouri 64802

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Report Parameters

1 MSA

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

180,480

Population (2020)

Population **grew by 3,794** over the last 5 years and is projected to **grow by 3,160** over the next 5 years.

85,094

Total Regional Employment

Jobs **decreased by 813** over the last 5 years but are projected to **grow by 1,512** over the next 5 years.

\$47.7K

Median Household Income (2018)

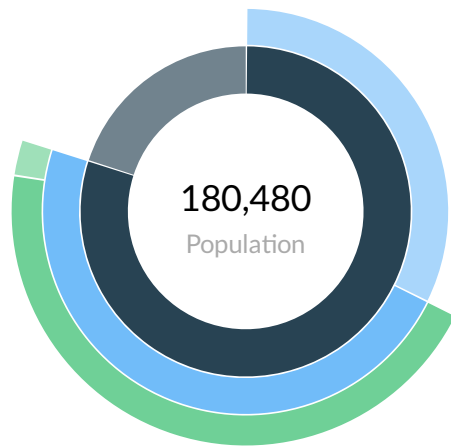
Median household income is **\$12.6K below** the national median household income of \$60.3K.

Takeaways

- As of 2020 the region's population **increased by 2.1%** since 2015, growing by 3,794. Population is expected to **increase by 1.8%** between 2020 and 2025, adding 3,160.
- From 2015 to 2020, jobs **declined by 0.9%** in Joplin, MO from 85,908 to **85,094**. This change **fell short of the national growth rate of 3.1% by 4.0%**. As the number of jobs declined, the **labor force participation rate decreased from 61.9% to 59.6% between 2015 and 2020**.
- Concerning educational attainment, **16.0% of Joplin, MO residents possess a Bachelor's Degree** (4.1% below the national average), and **7.7% hold an Associate's Degree** (0.9% below the national average).
- The top three industries in 2020 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and General Medical and Surgical Hospitals.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	180,480	85,962	85,094	88.6	\$6.98B	\$9.64B	\$8.67B
Miami, OK	31,026	14,454	14,032	93.4	\$882.82M	\$1.91B	\$1.56B
Pittsburg, KS	38,816	19,442	19,668	89.8	\$1.30B	\$2.21B	\$1.99B
Tulsa, OK	1,005,354	474,408	484,299	91.1	\$57.01B	\$50.48B	\$54.12B
Wichita, KS	642,277	311,574	324,325	93.6	\$36.55B	\$38.63B	\$44.07B
Springfield, MO	474,726	236,237	228,348	87.5	\$19.69B	\$22.17B	\$20.80B
Bentonville, AR (in Benton county) (ZIP 72712)	40,527	N/A	37,427	107.2	\$4.85B	\$4.92B	\$6.03B

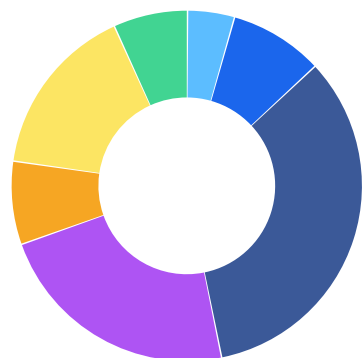
2020 Labor Force Breakdown



	Population
● Total Working Age Population	144,179
● Not in Labor Force (15+)	58,217
● Labor Force	85,962
● Employed	81,453
● Unemployed	4,509
● Under 15	36,301

Educational Attainment

Concerning educational attainment, **16.0% of Joplin, MO residents possess a Bachelor's Degree** (4.1% below the national average), and **7.7% hold an Associate's Degree** (0.9% below the national average).

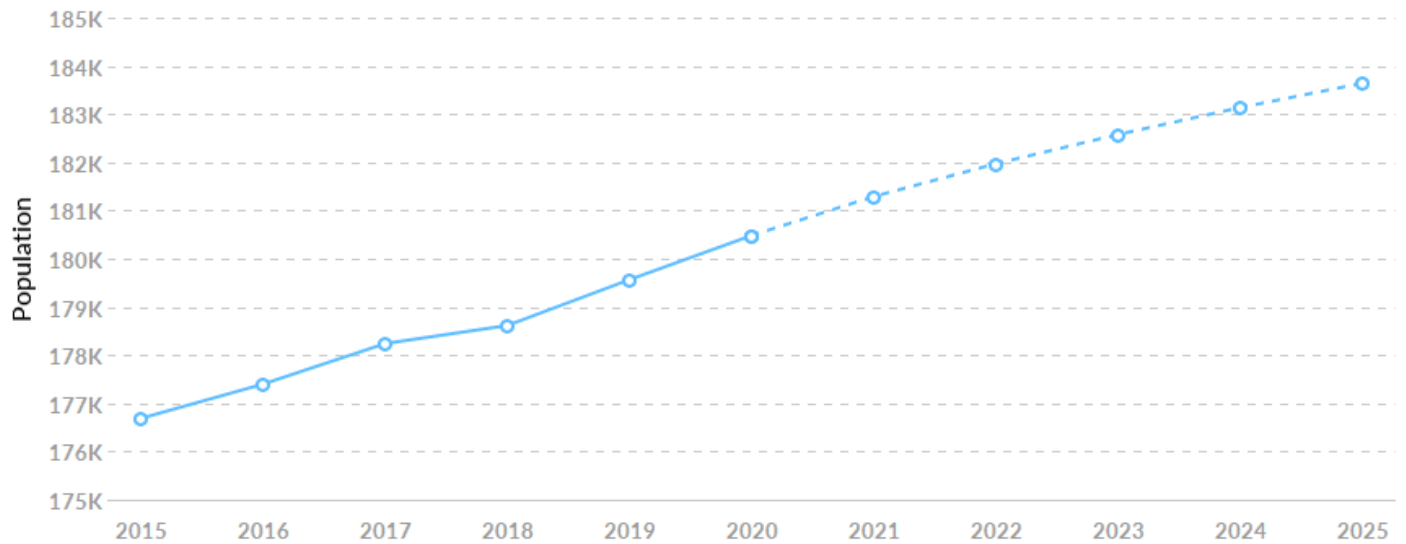


	% of Population	Population
● Less Than 9th Grade	4.3%	5,234
● 9th Grade to 12th Grade	8.7%	10,464
● High School Diploma	33.7%	40,786
● Some College	22.8%	27,522
● Associate's Degree	7.7%	9,282
● Bachelor's Degree	16.0%	19,285
● Graduate Degree and Higher	6.9%	8,282

Historic & Projected Trends

Population Trends

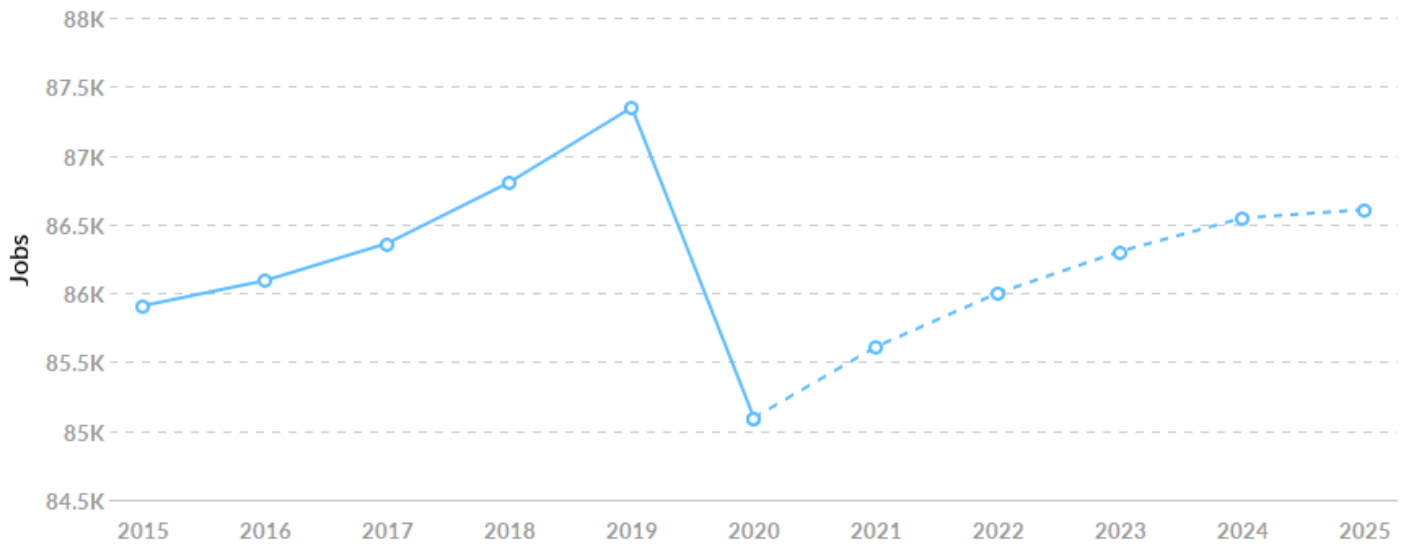
As of 2020 the region's population **increased by 2.1%** since 2015, growing by 3,794. Population is expected to **increase by 1.8%** between 2020 and 2025, adding 3,160.



Timeframe	Population
2015	176,686
2016	177,397
2017	178,239
2018	178,613
2019	179,564
2020	180,480
2021	181,289
2022	181,970
2023	182,576
2024	183,135
2025	183,640

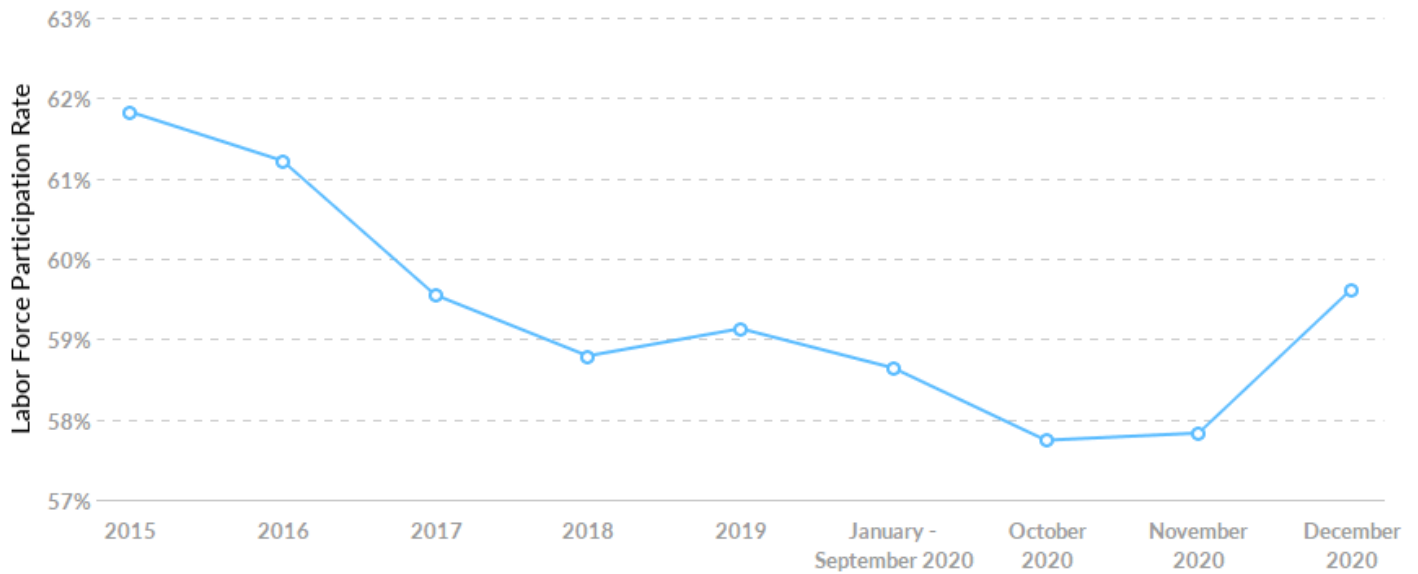
Job Trends

From 2015 to 2020, jobs **declined by 0.9%** in Joplin, MO from 85,908 to **85,094**. This change **fell short of the national growth rate of 3.1% by 4.0%**.



Timeframe	Jobs
2015	85,908
2016	86,091
2017	86,361
2018	86,804
2019	87,346
2020	85,094
2021	85,610
2022	86,001
2023	86,303
2024	86,545
2025	86,606

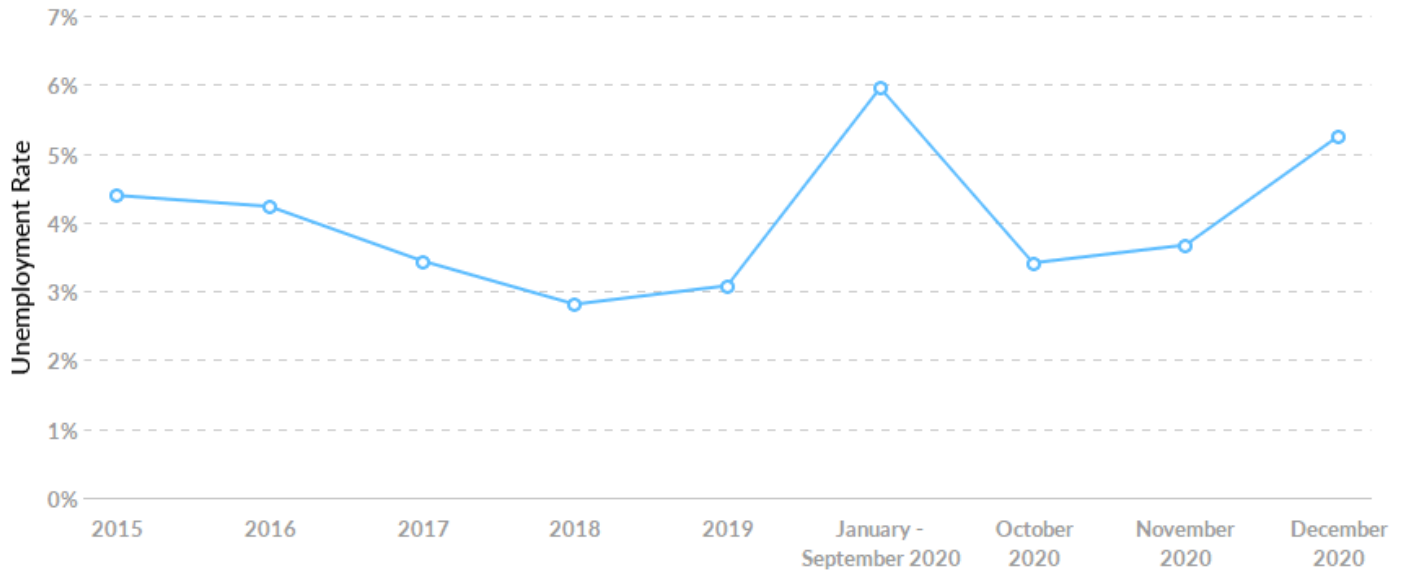
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	61.83%
2016	61.22%
2017	59.55%
2018	58.79%
2019	59.13%
January - September 2020	58.64%
October 2020	57.74%
November 2020	57.83%
December 2020	59.62%

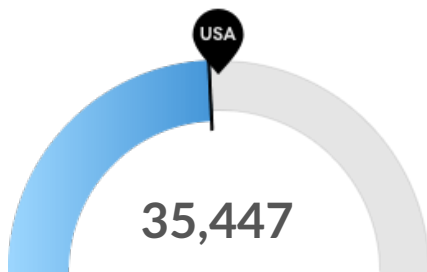
Unemployment Rate Trends

Joplin, MO had a December 2020 unemployment rate of 5.25%, **increasing from 4.39% 5 years before.**



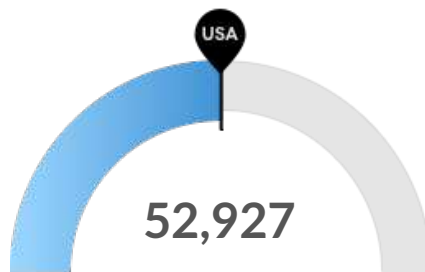
Timeframe	Unemployment Rate
2015	4.39%
2016	4.23%
2017	3.44%
2018	2.81%
2019	3.08%
January - September 2020	5.95%
October 2020	3.41%
November 2020	3.67%
December 2020	5.25%

Population Characteristics



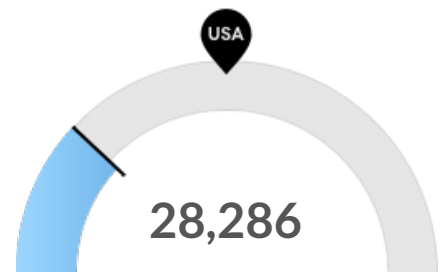
Millennials

Joplin, MO has 35,447 millennials (ages 25-39). The national average for an area this size is 37,023.



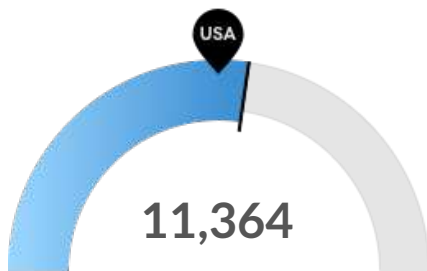
Retiring Soon

Retirement risk is about average in Joplin, MO. The national average for an area this size is 52,794 people 55 or older, while there are 52,927 here.



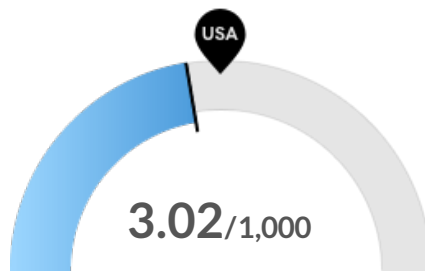
Racial Diversity

Racial diversity is low in Joplin, MO. The national average for an area this size is 71,625 racially diverse people, while there are 28,286 here.



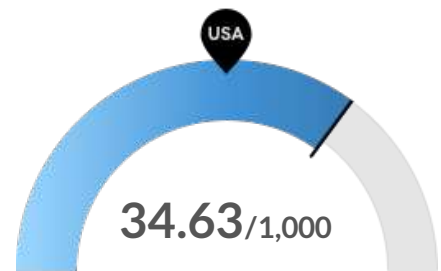
Veterans

Joplin, MO has 11,364 veterans. The national average for an area this size is 9,973.



Violent Crime

Joplin, MO has 3.02 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.



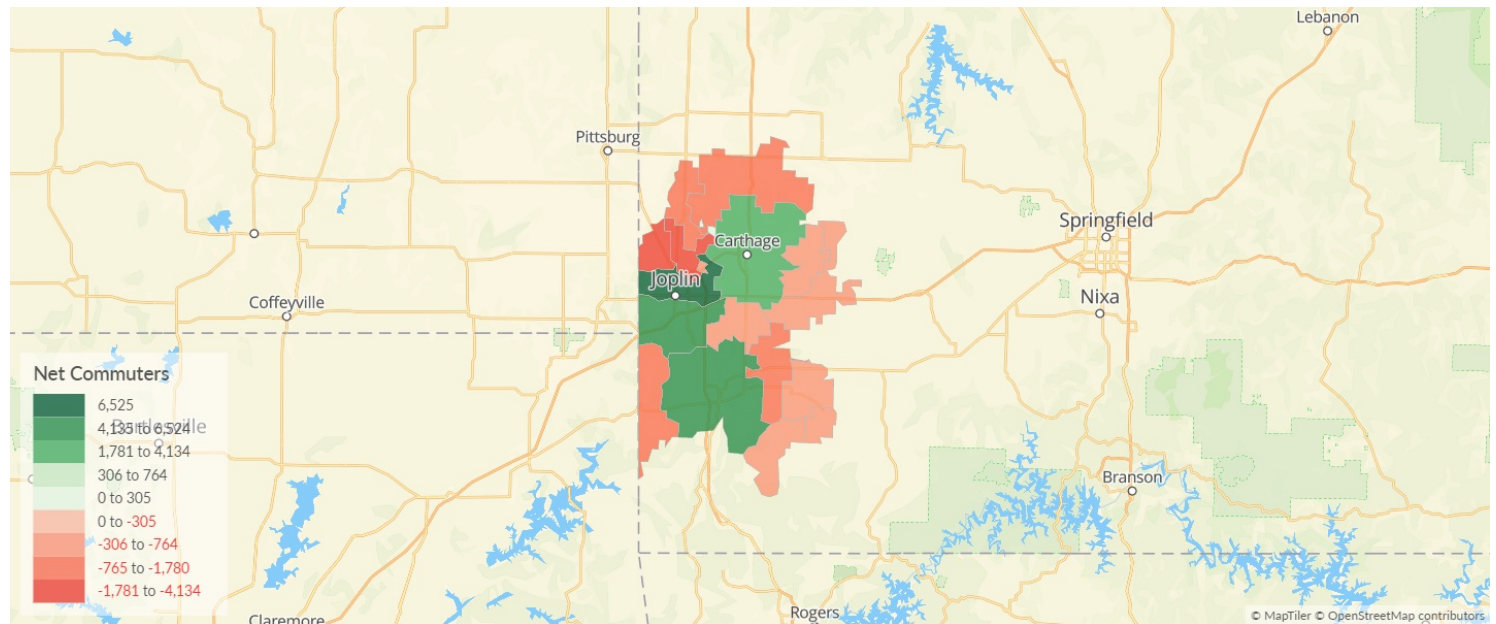
Property Crime

Joplin, MO has 34.63 property crimes per 1,000 people. The national rate is 19.79 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

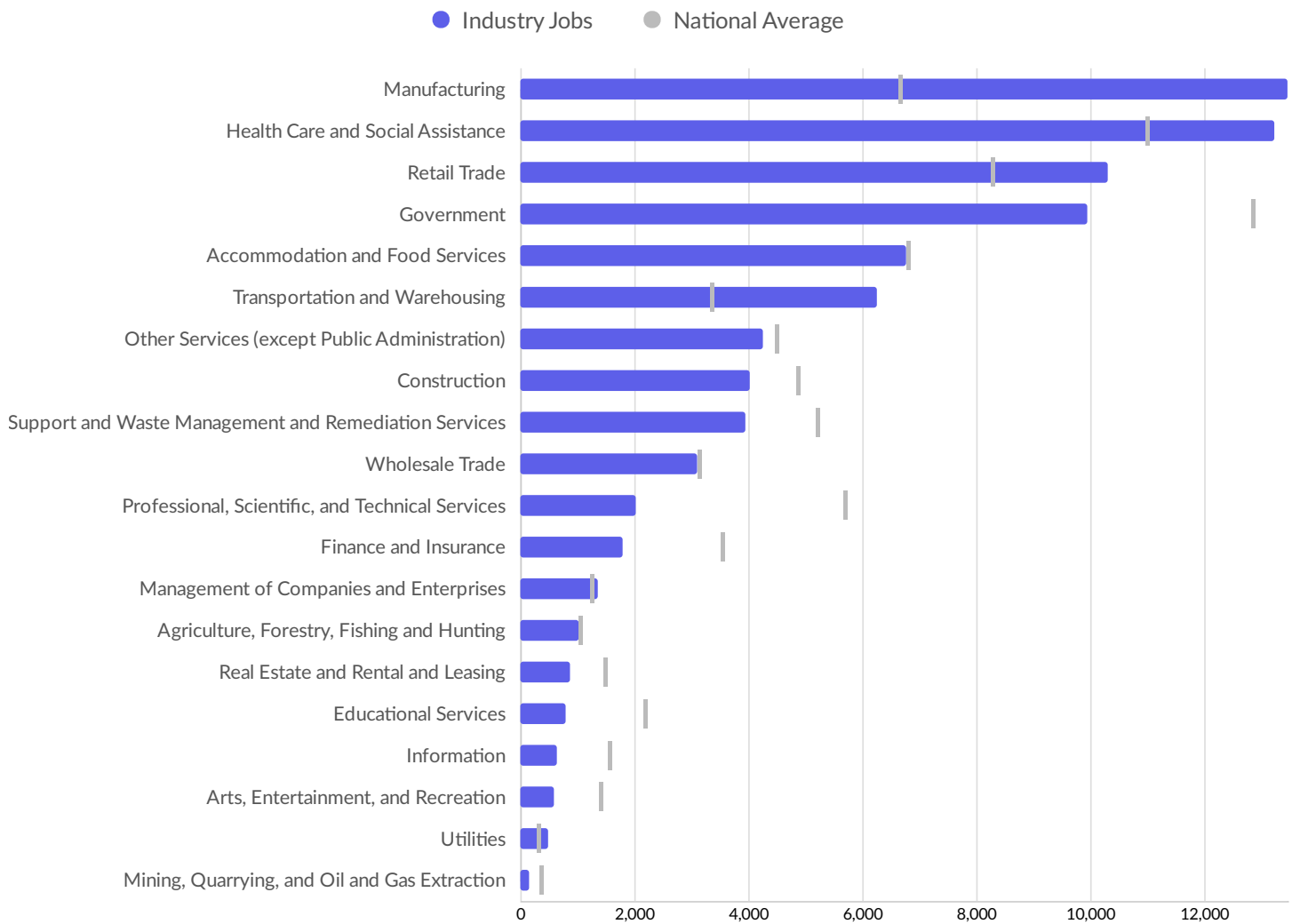
ZIP	Name	2020 Employment
64801	Joplin, MO (in Jasper co...	21,233
64804	Joplin, MO (in Jasper co...	19,862
64850	Neosho, MO (in Newto...	18,703
64836	Carthage, MO (in Jasper...	11,786
64870	Webb City, MO (in Jasp...	4,337

Where Talent Lives

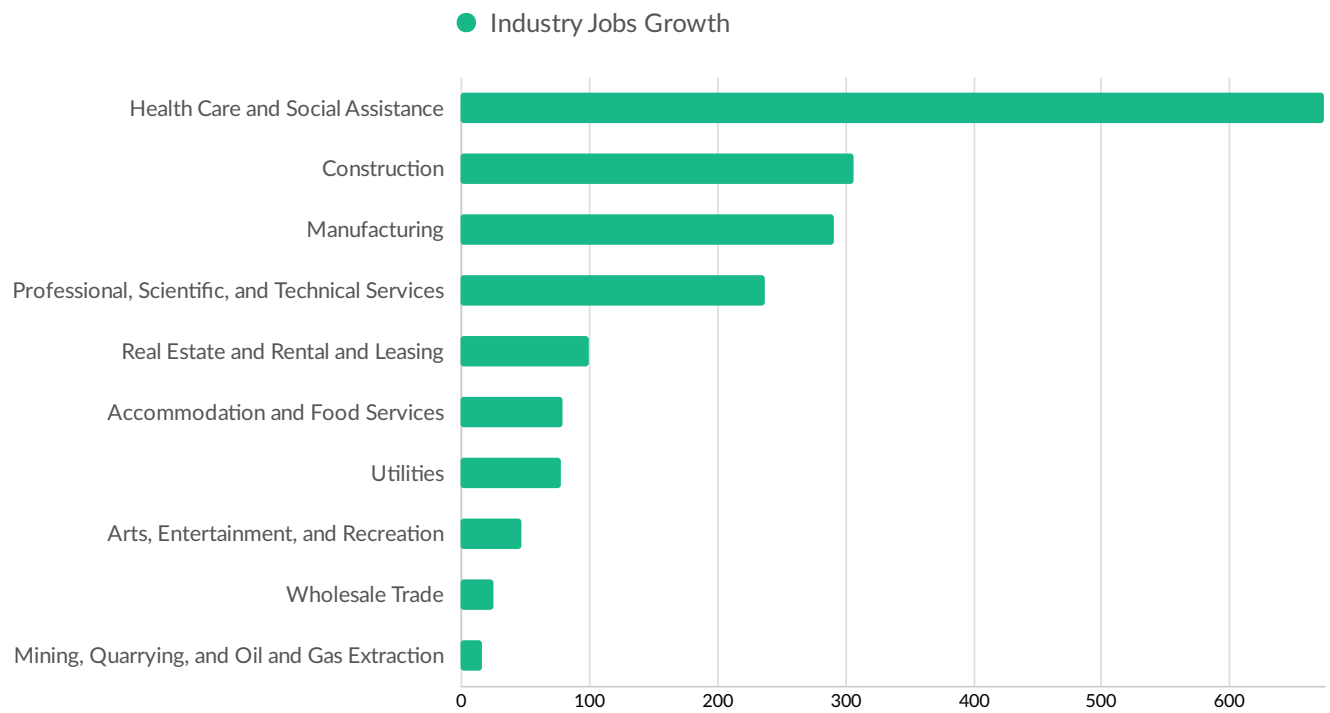
ZIP	Name	2020 Workers
64804	Joplin, MO (in Jasper co...	15,727
64801	Joplin, MO (in Jasper co...	14,708
64850	Neosho, MO (in Newto...	13,773
64836	Carthage, MO (in Jasper...	10,005
64870	Webb City, MO (in Jasp...	6,393

Industry Characteristics

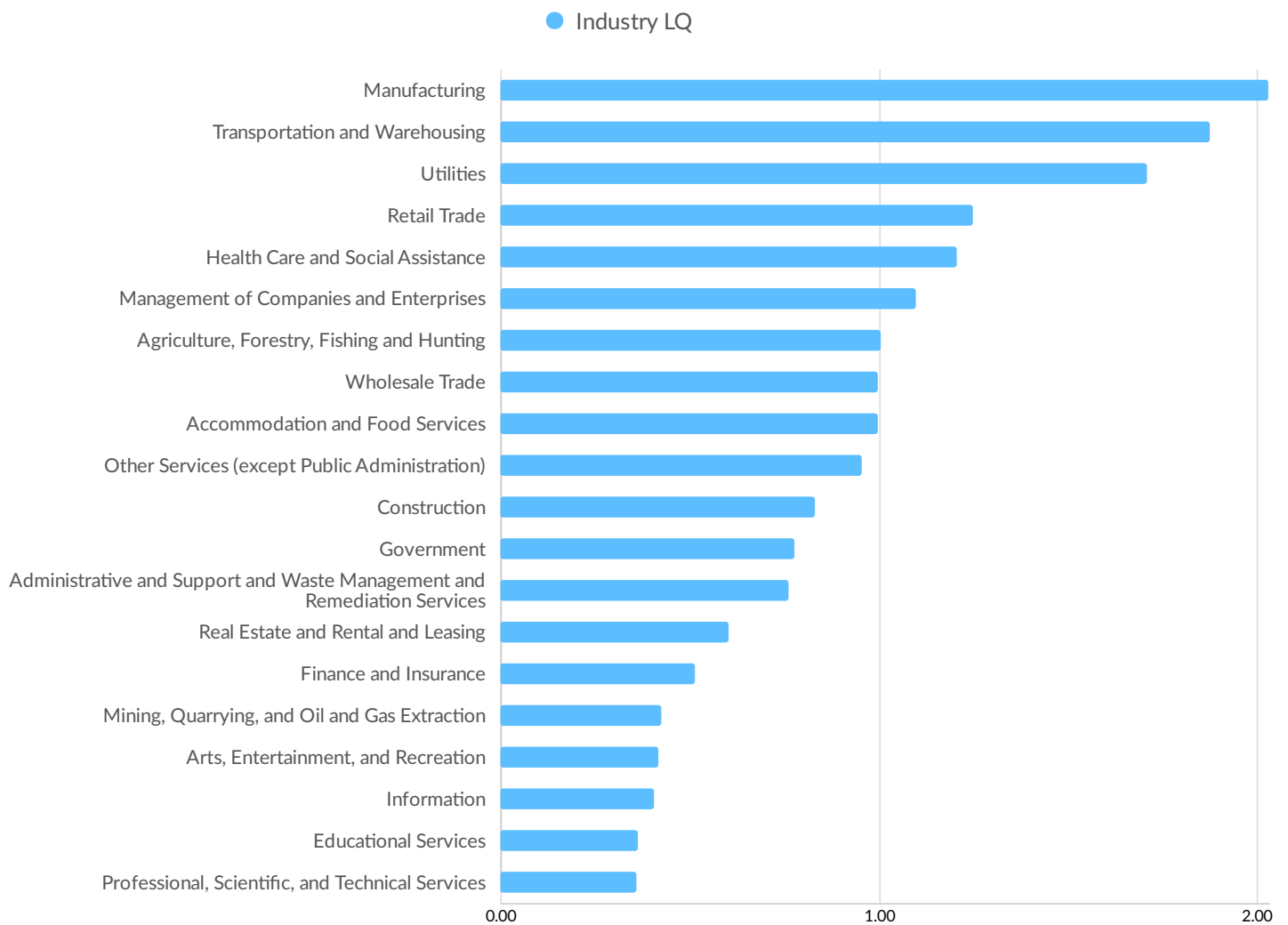
Largest Industries



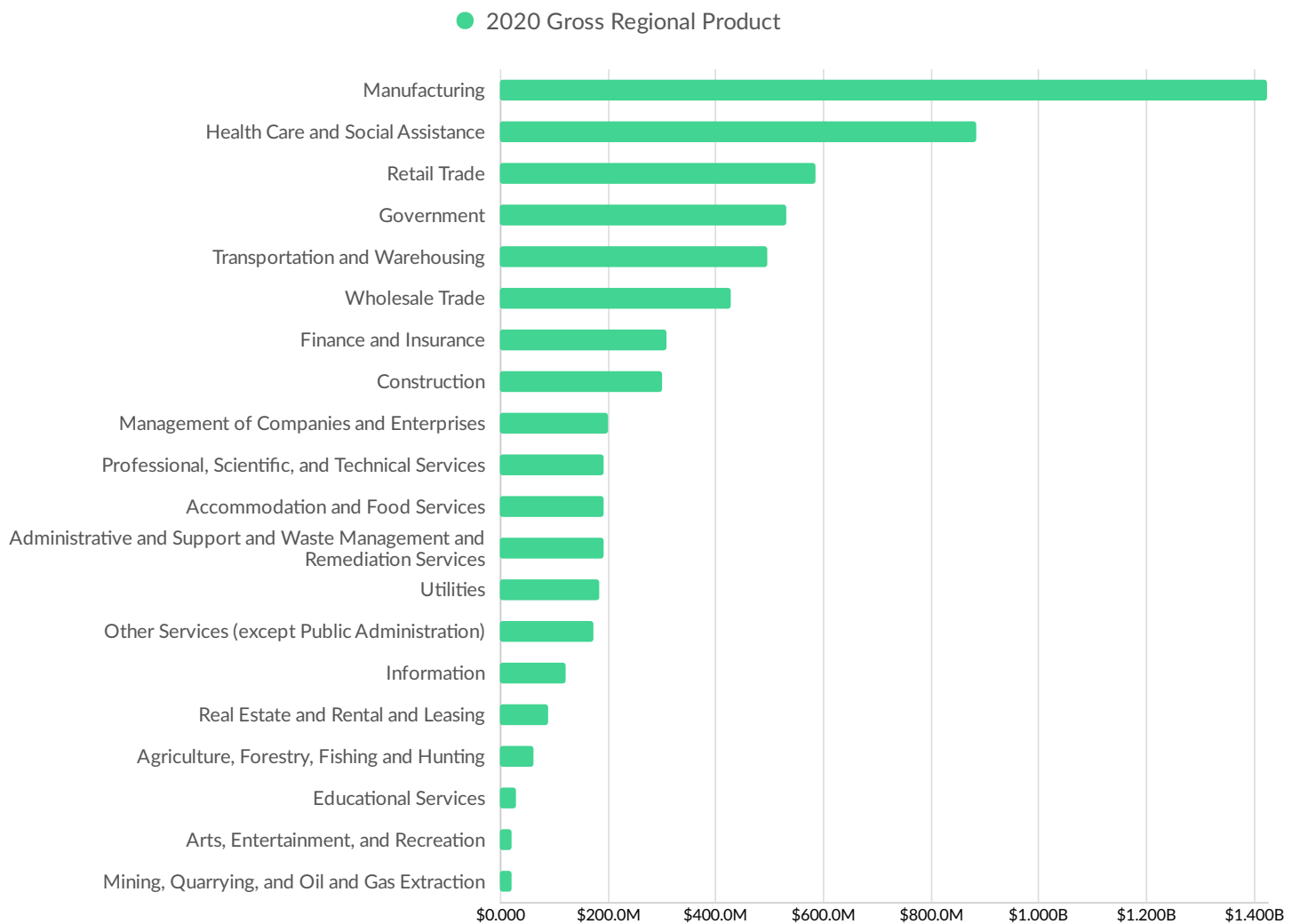
Top Growing Industries



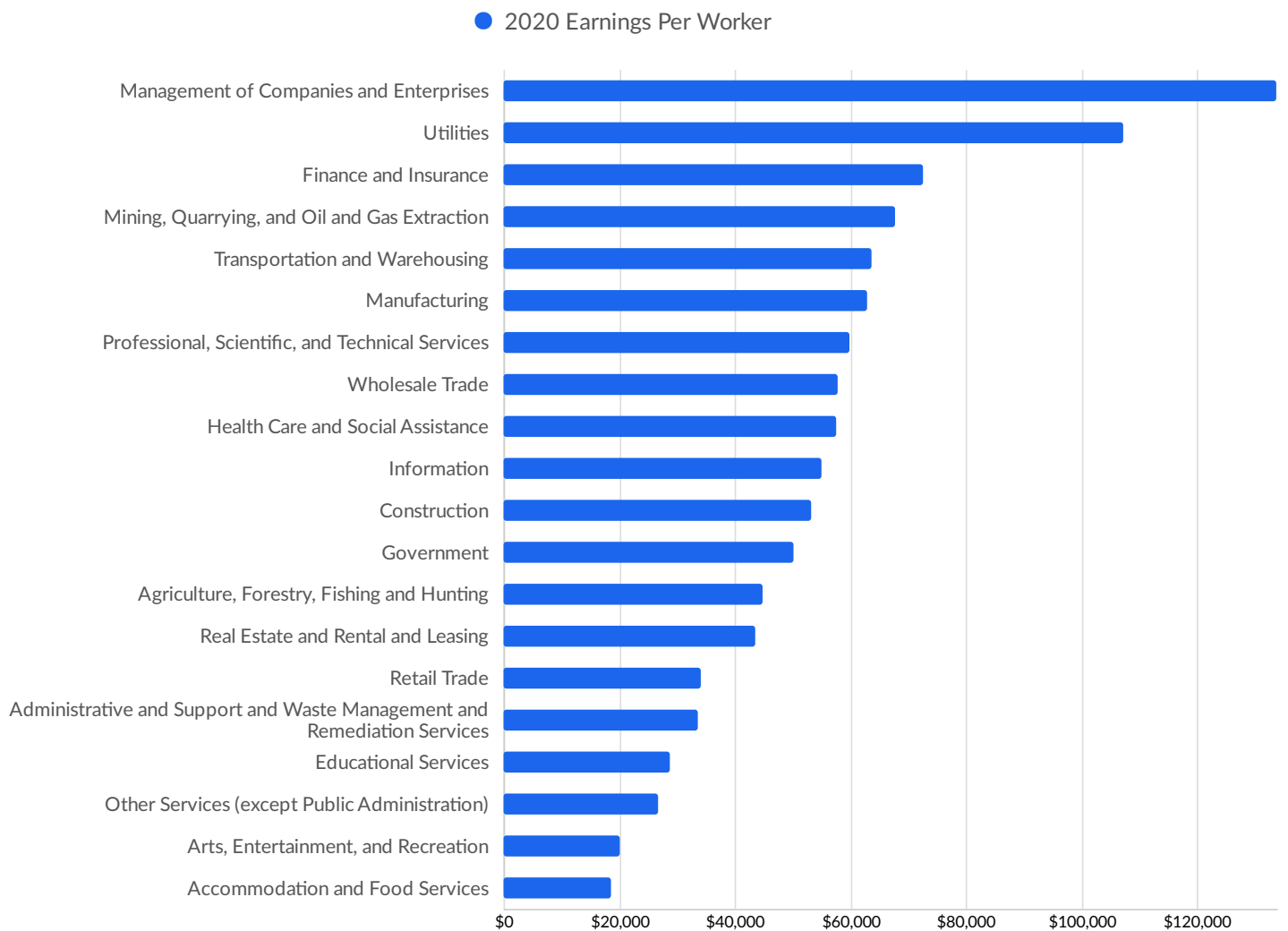
Top Industry LQ



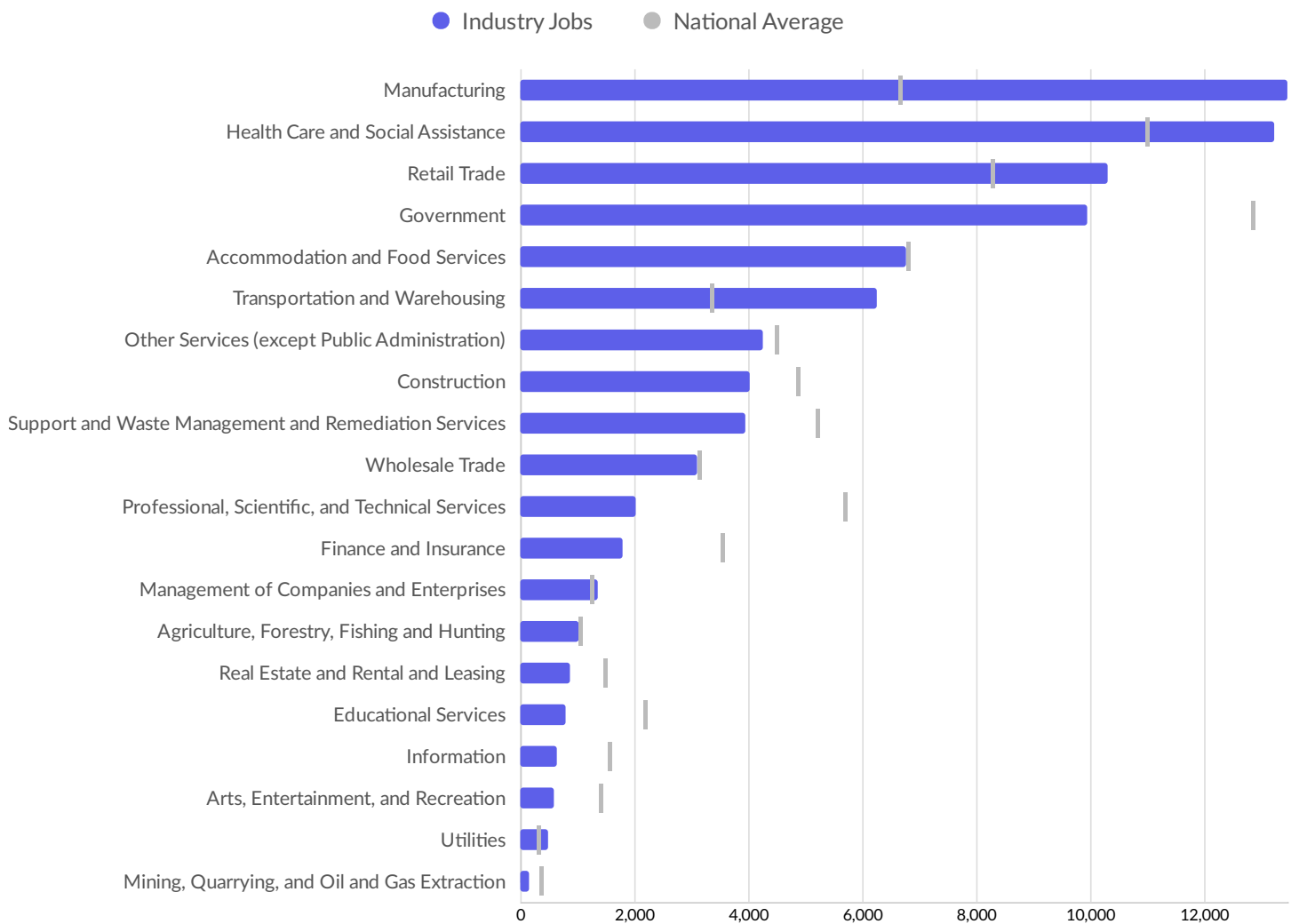
Top Industry GRP



Top Industry Earnings



Largest Industries



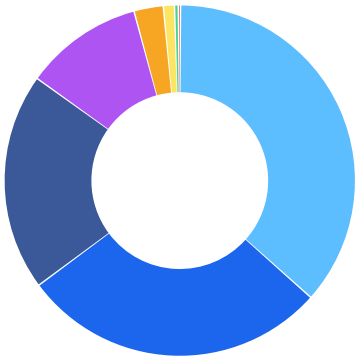
Business Characteristics

13,432 Companies Employ Your Workers

Online profiles for your workers mention 13,432 companies as employers, with the top 10 appearing below. In the last 12 months, 2,634 companies in Joplin, MO posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Freeman Health System	813 <div></div>	Freeman Health System	906 <div></div>
Leggett & Platt, Incorporated	683 <div></div>	Mercy	701 <div></div>
Sunbelt Home Health Care Inc	531 <div></div>	CRST International, Inc.	428 <div></div>
Wal-Mart, Inc.	509 <div></div>	U.S. Xpress, Inc.	393 <div></div>
Missouri Southern State Univers...	429 <div></div>	Wal-Mart, Inc.	353 <div></div>
Joplin Schools	283 <div></div>	Hogan Transports Inc	339 <div></div>
Pittsburg State University Found...	244 <div></div>	USA Truck, Inc.	299 <div></div>
Eaglepicher Technologies, LLC	226 <div></div>	Dollar General Corporation	288 <div></div>
Crowder College	219 <div></div>	Care.com, Inc.	278 <div></div>
Tamko Building Products, Inc.	217 <div></div>	Phoenix Home Care, Inc.	254 <div></div>

Business Size

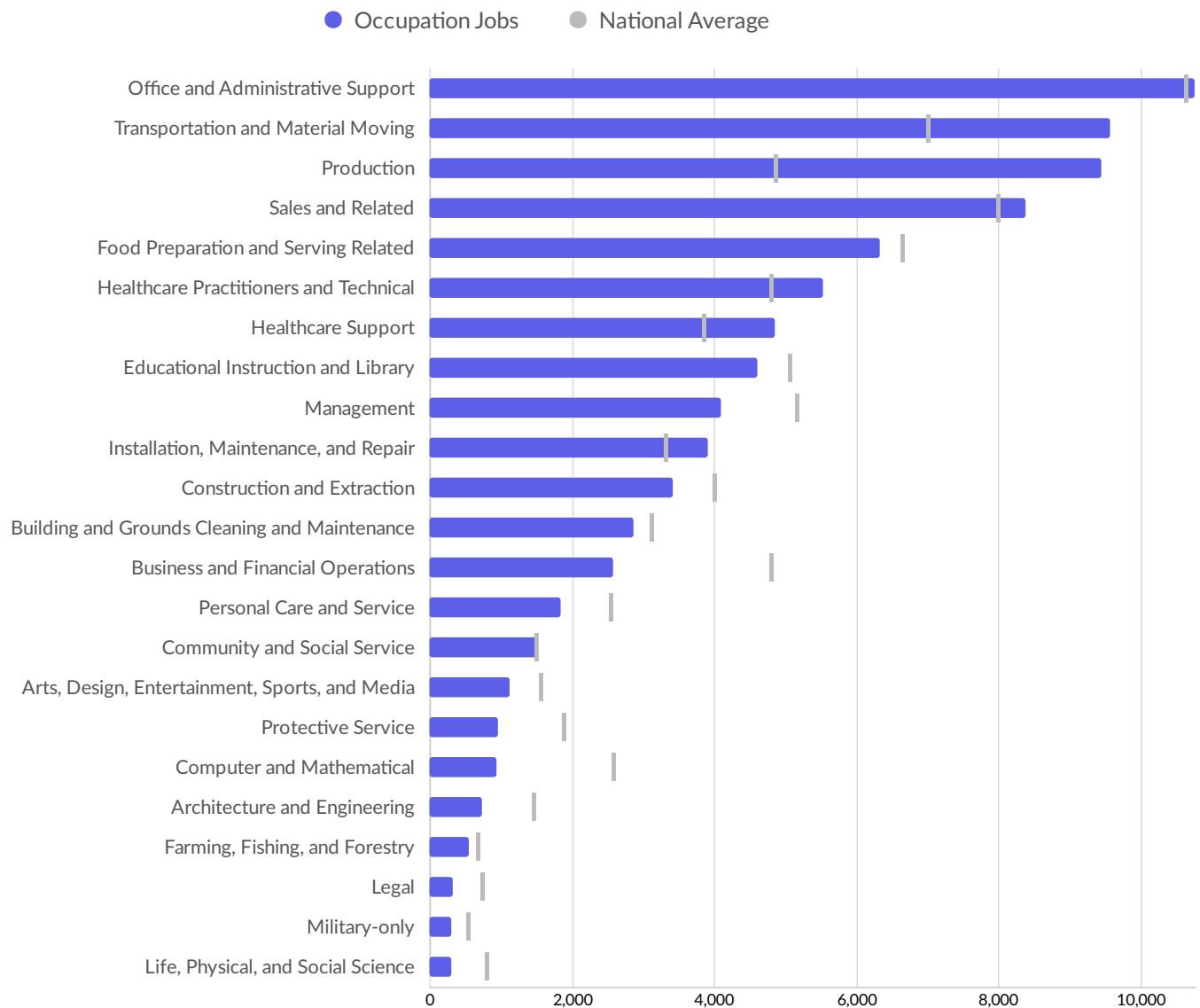


	Percentage	Business Count
1 to 4 employees	36.5%	2,461
5 to 9 employees	28.3%	1,904
10 to 19 employees	20.0%	1,351
20 to 49 employees	10.9%	735
50 to 99 employees	2.7%	182
100 to 249 employees	1.0%	69
250 to 499 employees	0.3%	23
500+ employees	0.2%	14

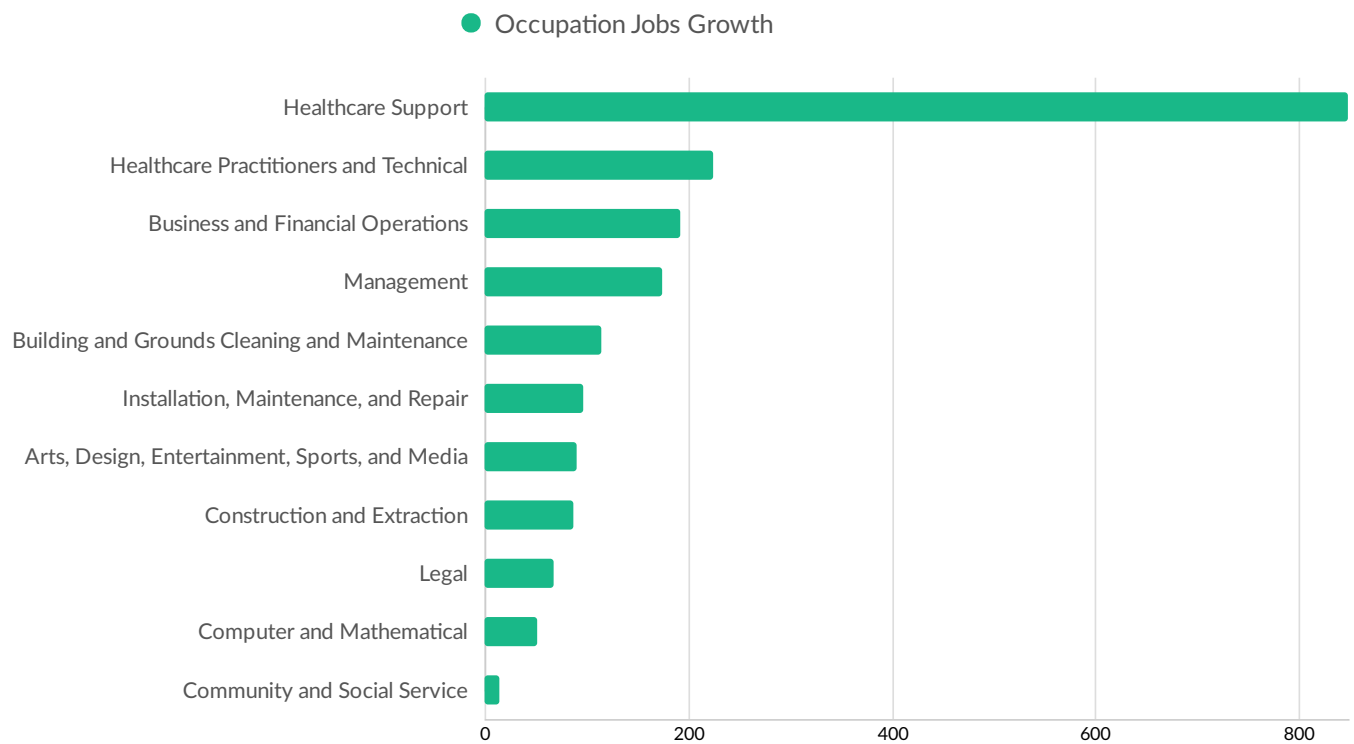
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

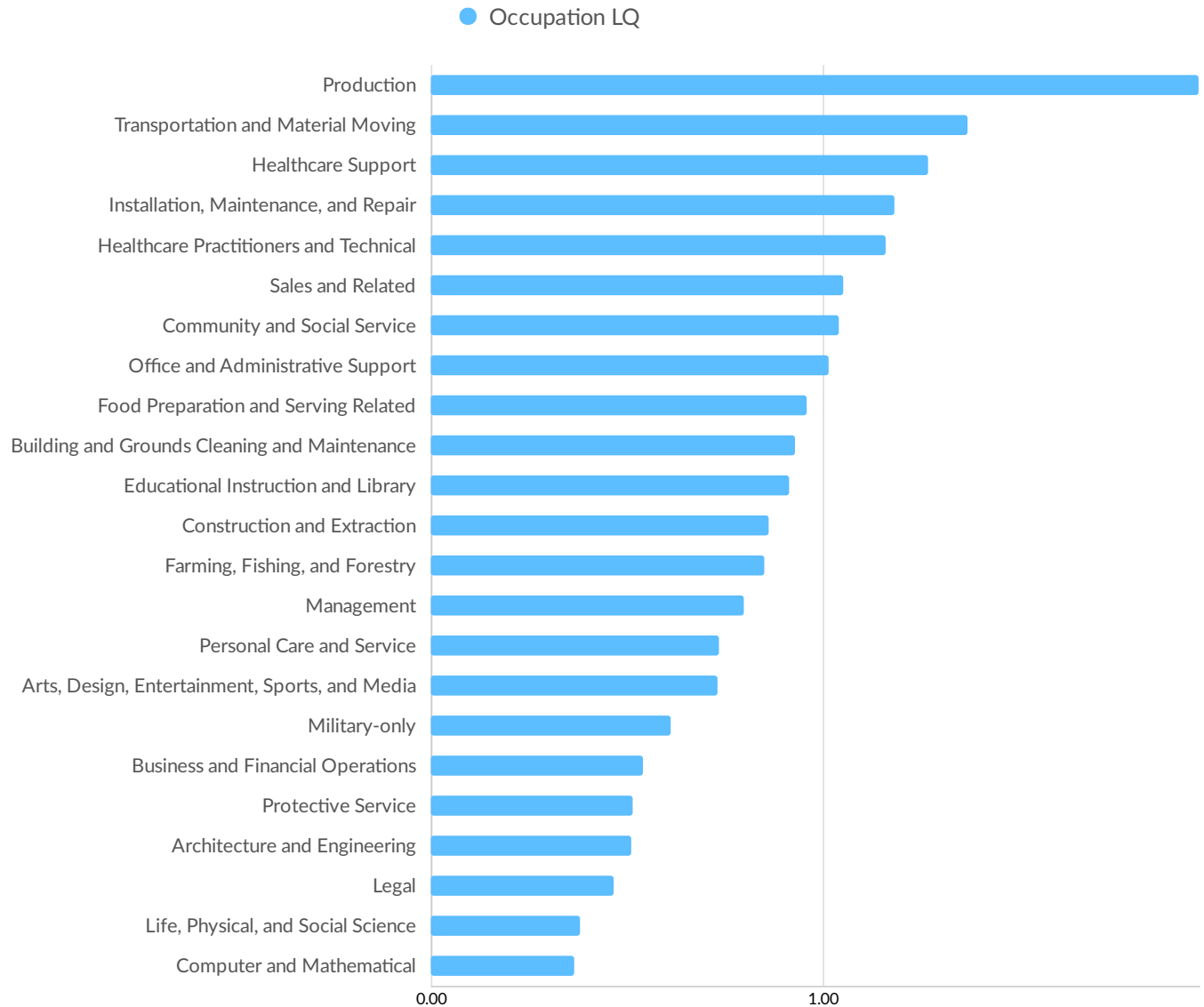
Largest Occupations



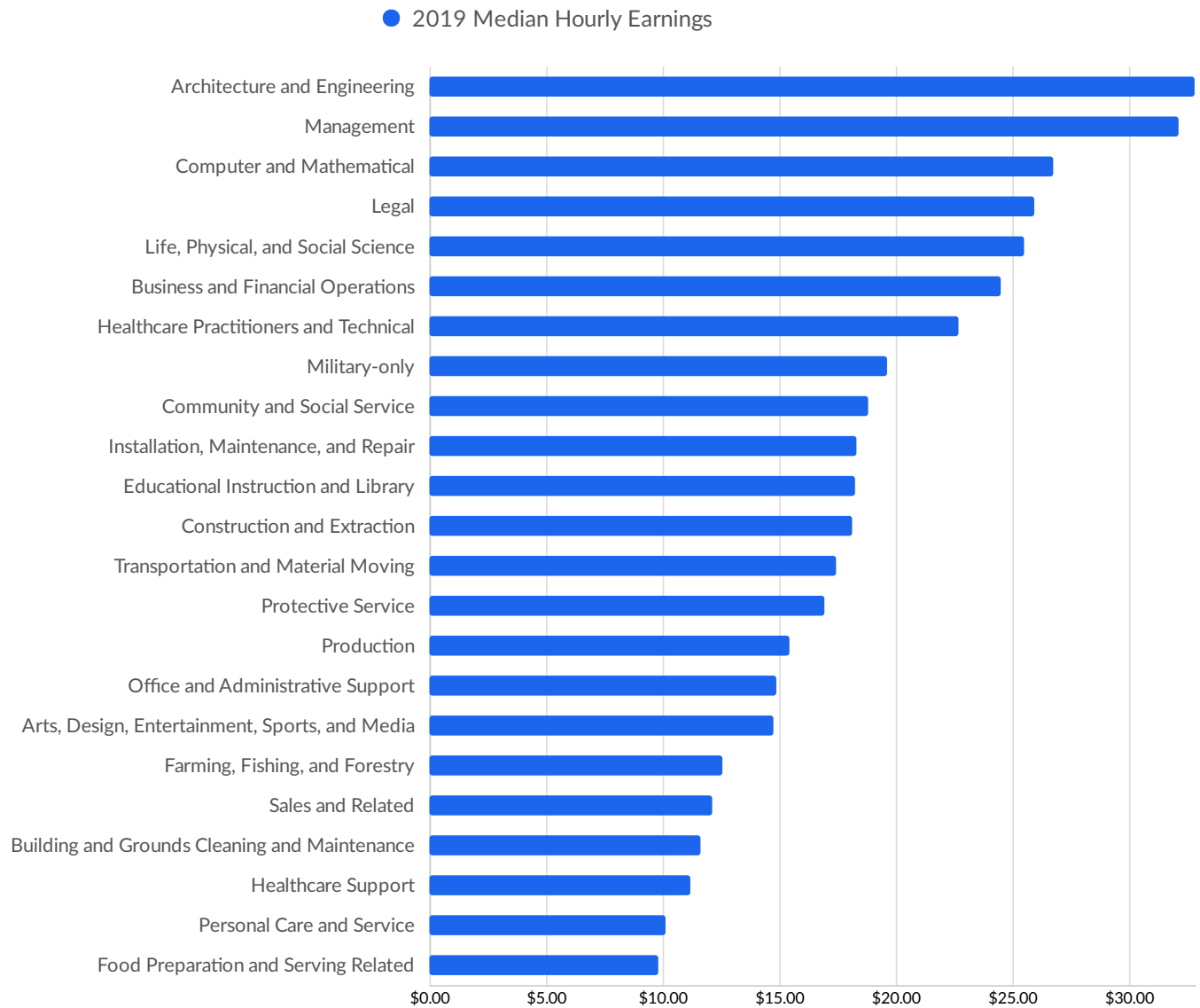
Top Growing Occupations



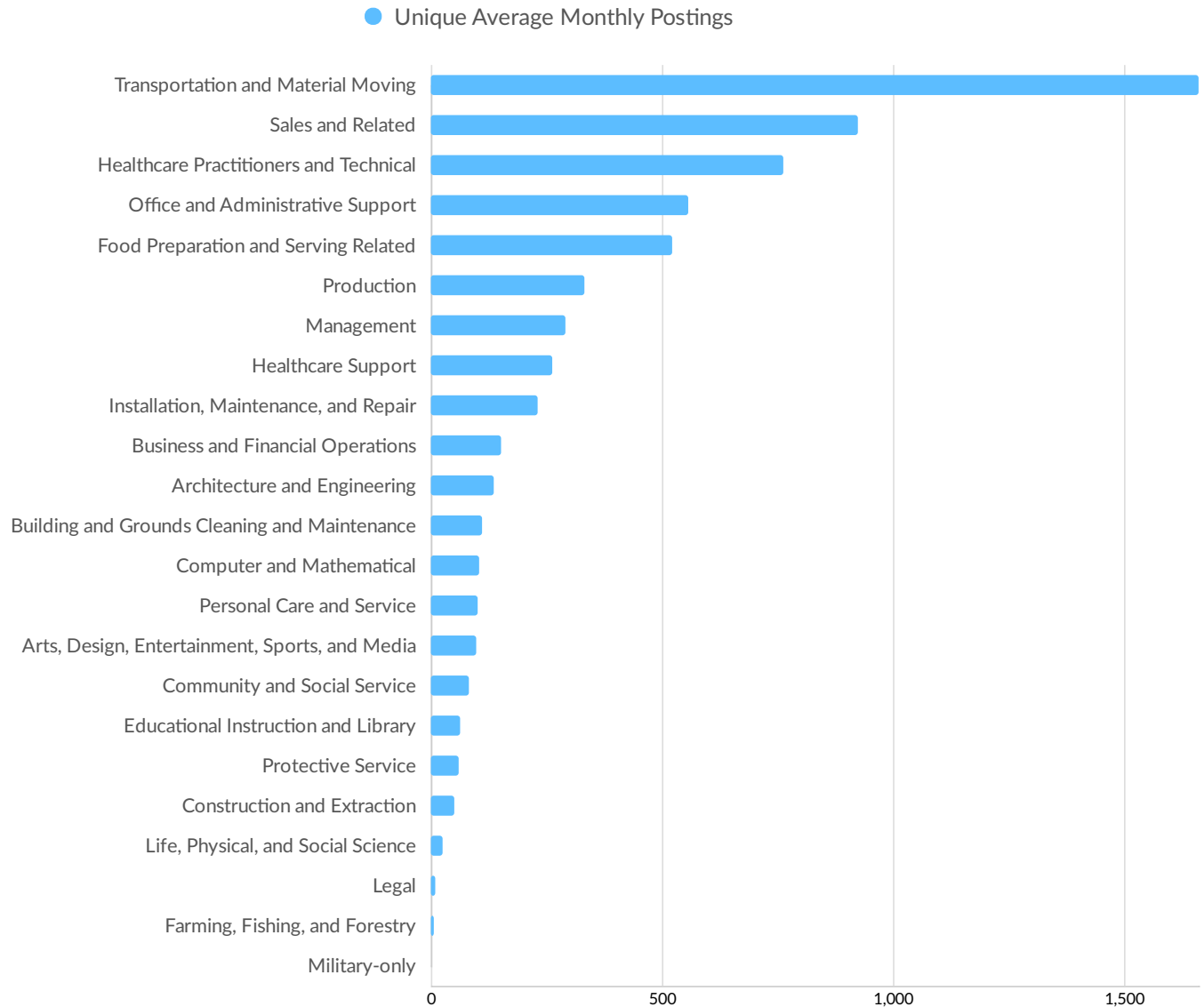
Top Occupation LQ



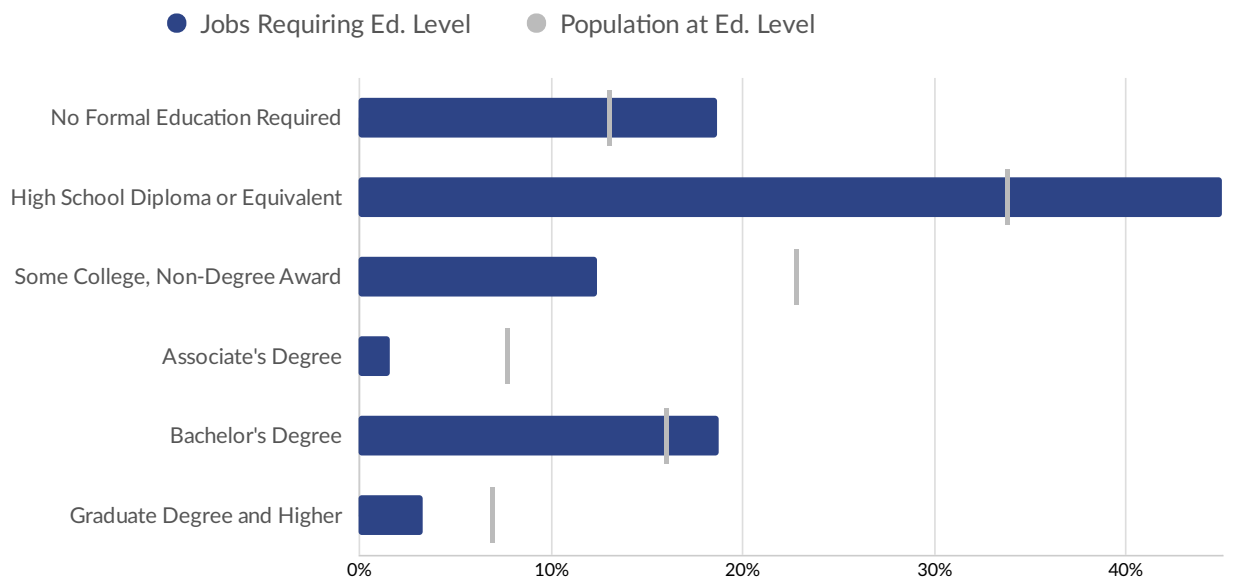
Top Occupation Earnings



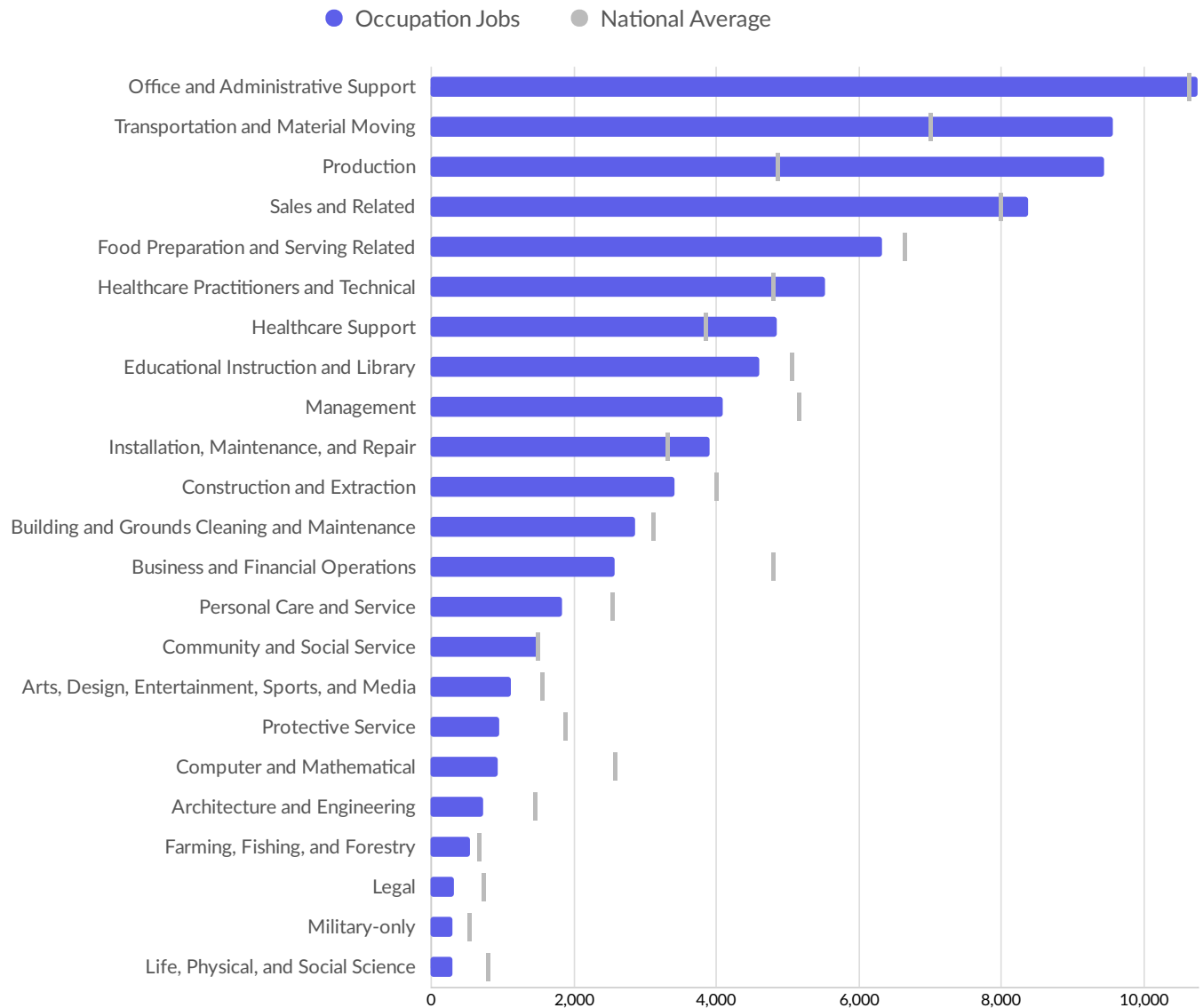
Top Posted Occupations



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 Center Adult Education	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

