



# Joplin, MO

MOKAN Economic Partnership



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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

180,808

Population (2020)

Population **grew by 4,122** over the last 5 years and is projected to **grow by 4,840** over the next 5 years.

83,947

Total Regional Employment

Jobs **decreased by 1,961** over the last 5 years but are projected to **grow by 1,763** over the next 5 years.

\$49.1K

Median Household Income (2019)

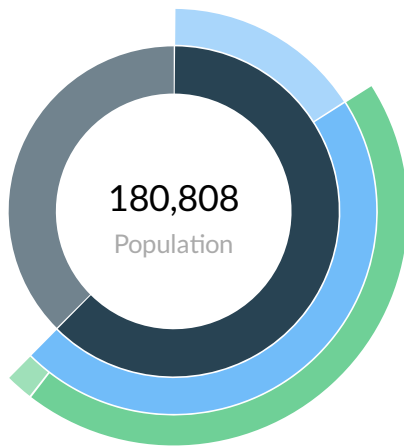
Median household income is **\$13.7K below** the national median household income of \$62.8K.

## Takeaways

- As of 2020 the region's population **increased by 2.3%** since 2015, growing by 4,122. Population is expected to **increase by 2.7%** between 2020 and 2025, adding 4,840.
- From 2015 to 2020, jobs **declined by 2.3%** in Joplin, MO from 85,908 to **83,947**. This change **fell short of the national growth rate of 1.3% by 3.6%**. As the number of jobs declined, the **labor force participation rate decreased from 61.4% to 58.3% 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, General Medical and Surgical Hospitals, and Education and Hospitals (Local Government).

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	180,808	84,129	83,947	88.9	\$6.92B	\$9.70B	\$8.68B
State	6,168,743	3,055,792	3,071,490	90.3	\$312.19B	\$326.70B	\$375.83B

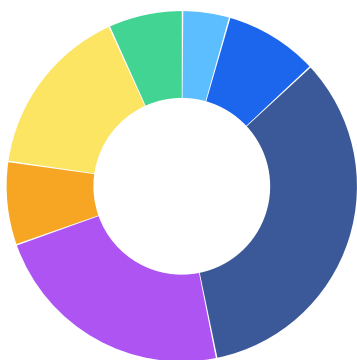
## 2020 Labor Force Breakdown



	Population
● Total Working Age Population	112,833
● Not in Labor Force (15+)	28,704
● Labor Force	84,129
● Employed	80,528
● Unemployed	3,601
● Under 15	67,975

## Educational Attainment

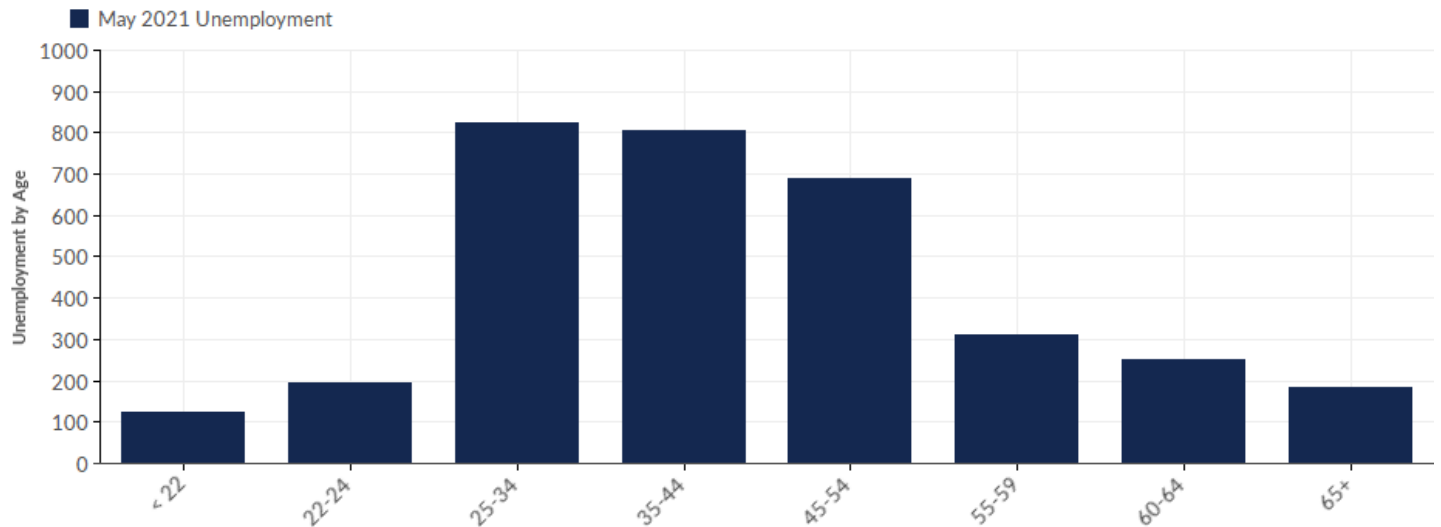
Concerning educational attainment, **16.0% of Joplin, MO residents possess a Bachelor's Degree** (4.1% below the national average), and **7.7% hold an Associate's Degree** (0.9% below the national average).



	% of Population	Population
● Less Than 9th Grade	4.3%	5,255
● 9th Grade to 12th Grade	8.7%	10,507
● High School Diploma	33.7%	40,871
● Some College	22.8%	27,593
● Associate's Degree	7.7%	9,306
● Bachelor's Degree	16.0%	19,334
● Graduate Degree and Higher	6.9%	8,301

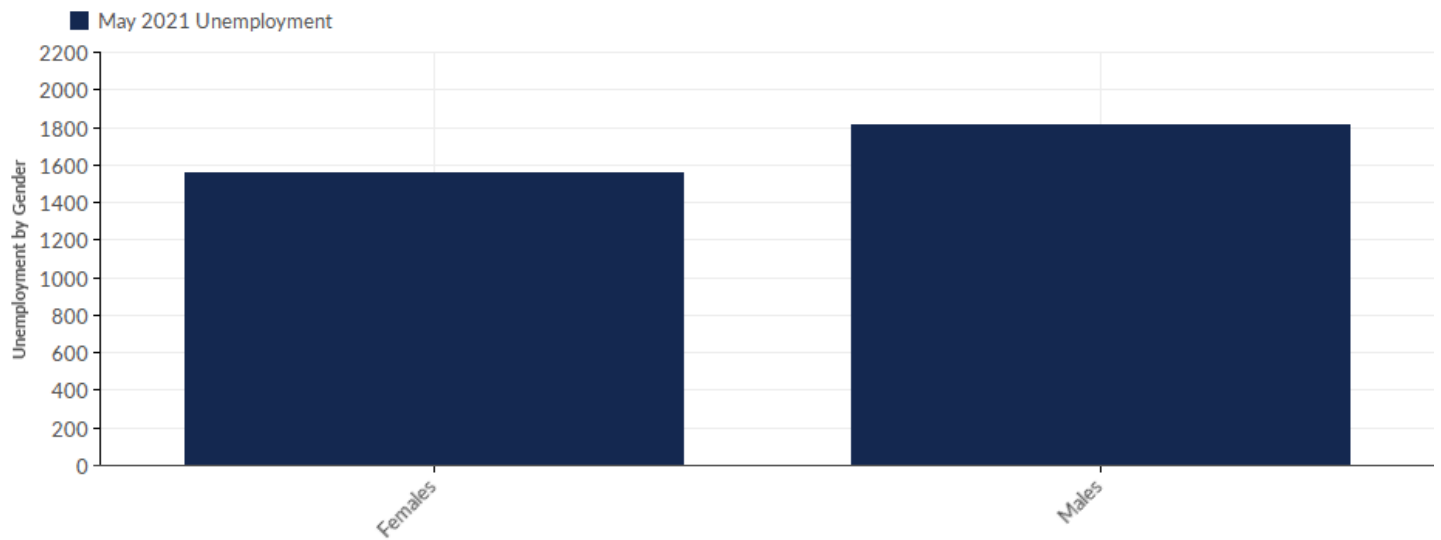
# Unemployment by Demographics

## Unemployment by Age



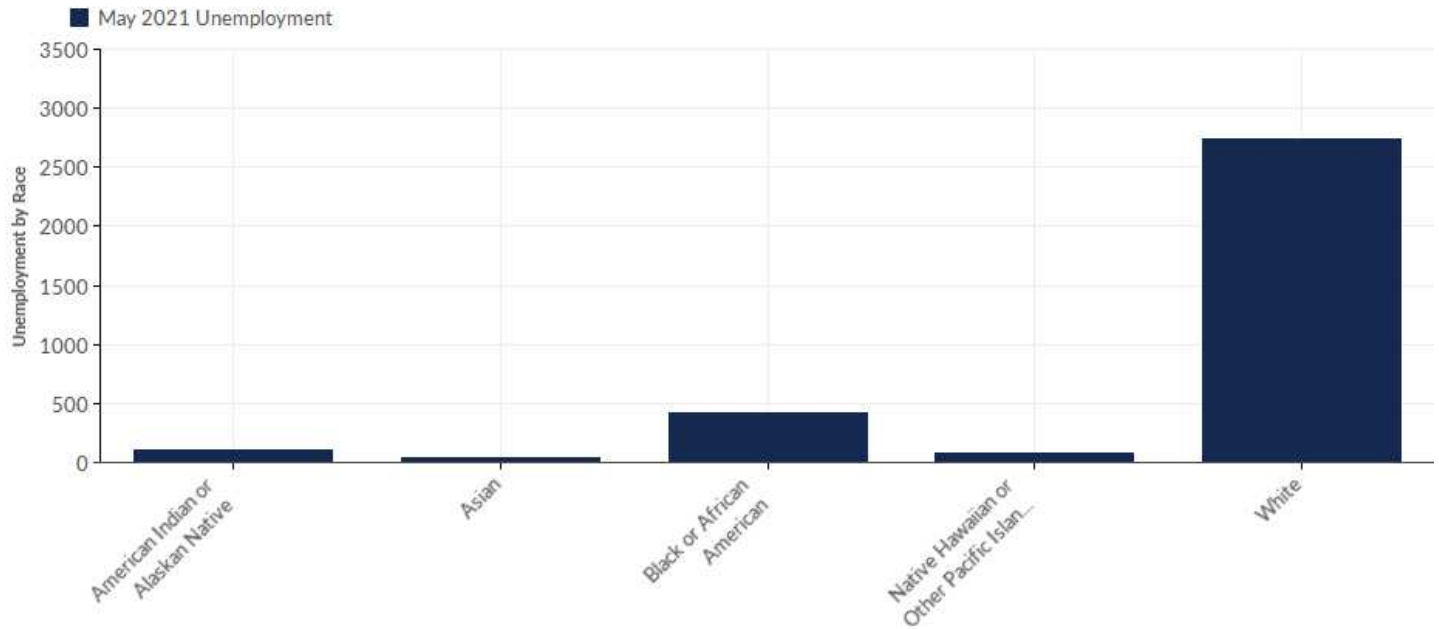
Age	Unemployment (May 2021)	% of Age Cohort
< 22	123	3.64%
22-24	194	5.75%
25-34	823	24.39%
35-44	804	23.82%
45-54	689	20.41%
55-59	309	9.16%
60-64	250	7.41%
65+	183	5.42%
Total	3,375	100.00%

## Unemployment by Gender



Gender	Unemployment (May 2021)	% of Age Cohort
Females	1,559	46.19%
Males	1,816	53.81%
Total	3,375	100.00%

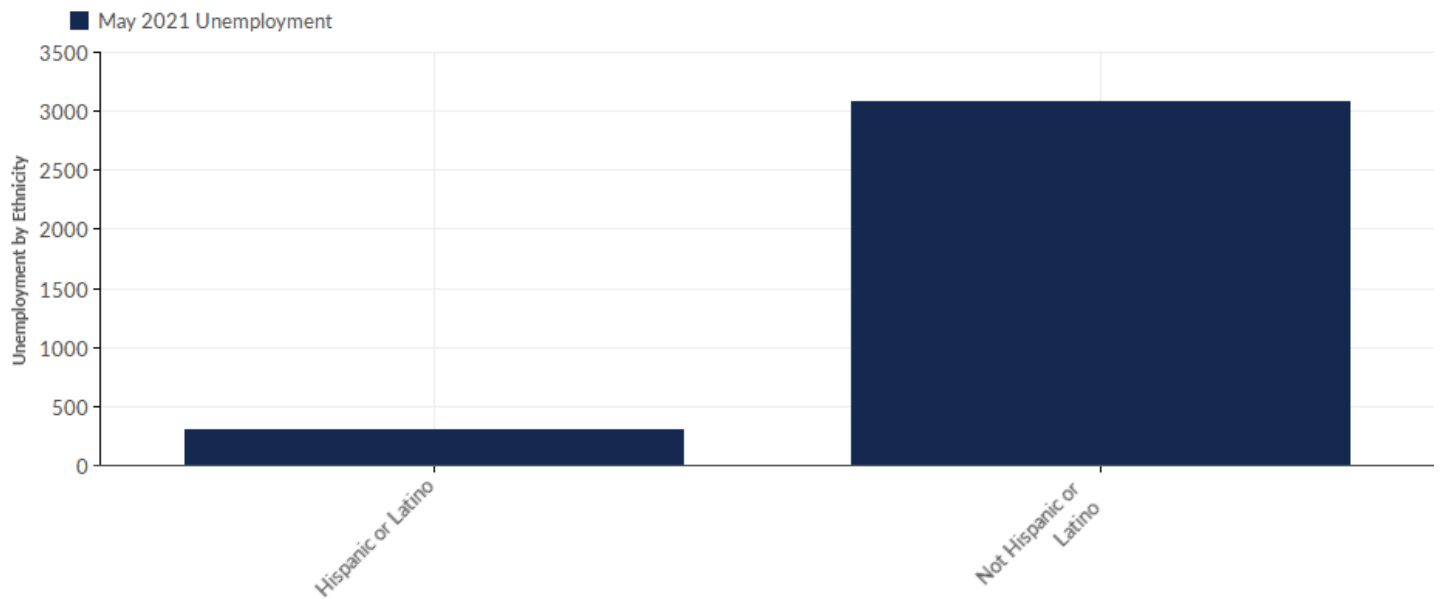
## Unemployment by Race



Race	Unemployment (May 2021)	% of Age Cohort
American Indian or Alaskan Native	107	3.17%
Asian	38	1.13%
Black or African American	418	12.39%
Native Hawaiian or Other Pacific Islander	75	2.22%
White	2,737	81.10%
Total	3,375	100.00%



## Unemployment by Ethnicity

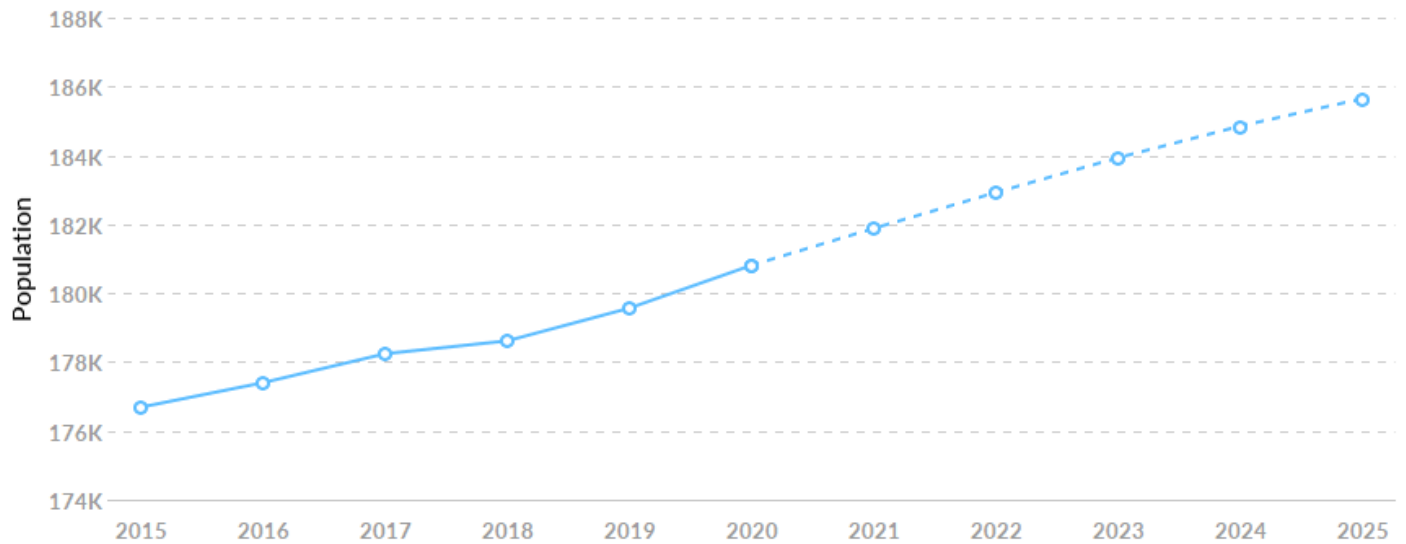


Ethnicity	Unemployment (May 2021)	% of Age Cohort
Hispanic or Latino	295	8.74%
Not Hispanic or Latino	3,080	91.26%
Total	3,375	100.00%

# Historic & Projected Trends

## Population Trends

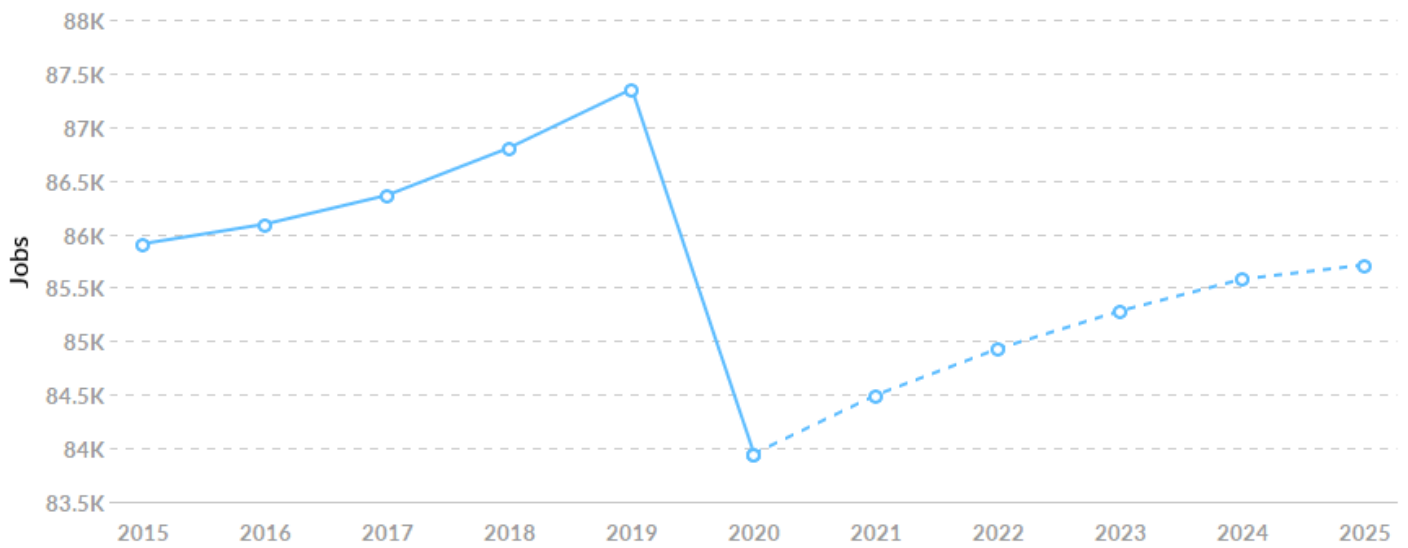
As of 2020 the region's population **increased by 2.3%** since 2015, growing by 4,122. Population is expected to **increase by 2.7%** between 2020 and 2025, adding 4,840.



Timeframe	Population
2015	176,686
2016	177,397
2017	178,239
2018	178,613
2019	179,564
2020	180,808
2021	181,880
2022	182,923
2023	183,931
2024	184,850
2025	185,648

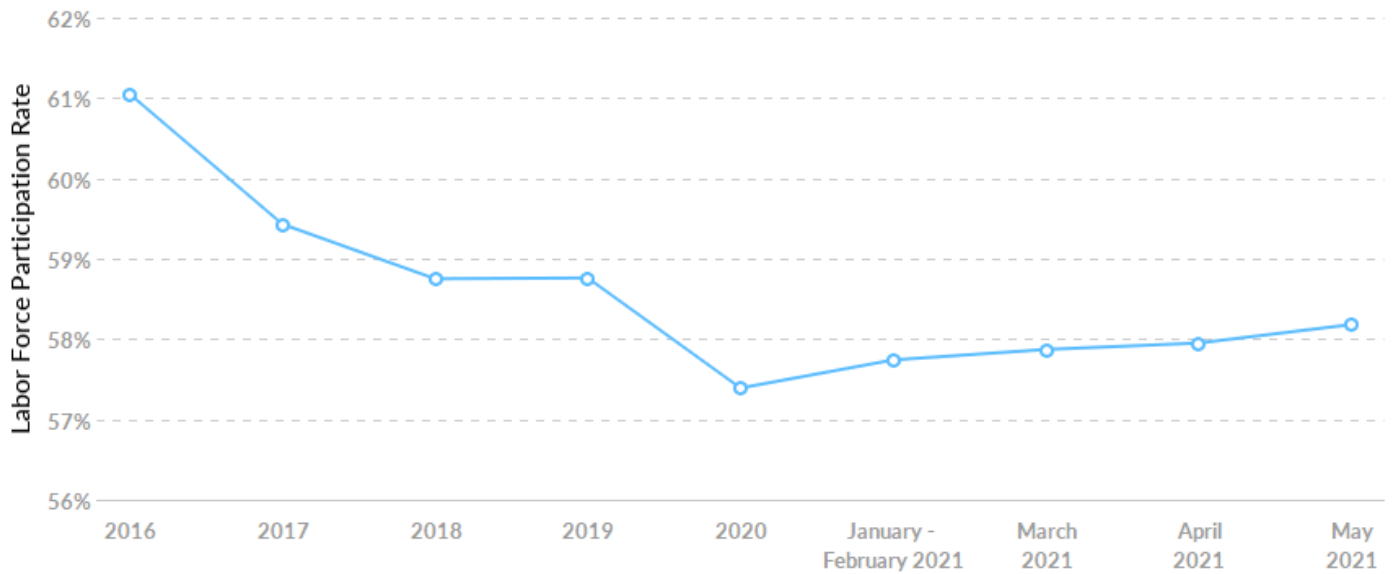
## Job Trends

From 2015 to 2020, jobs **declined by 2.3%** in Joplin, MO from 85,908 to **83,947**. This change **fell short of the national growth rate of 1.3% by 3.6%**.



Timeframe	Jobs
2015	85,908
2016	86,091
2017	86,361
2018	86,804
2019	87,351
2020	83,947
2021	84,495
2022	84,928
2023	85,281
2024	85,578
2025	85,710

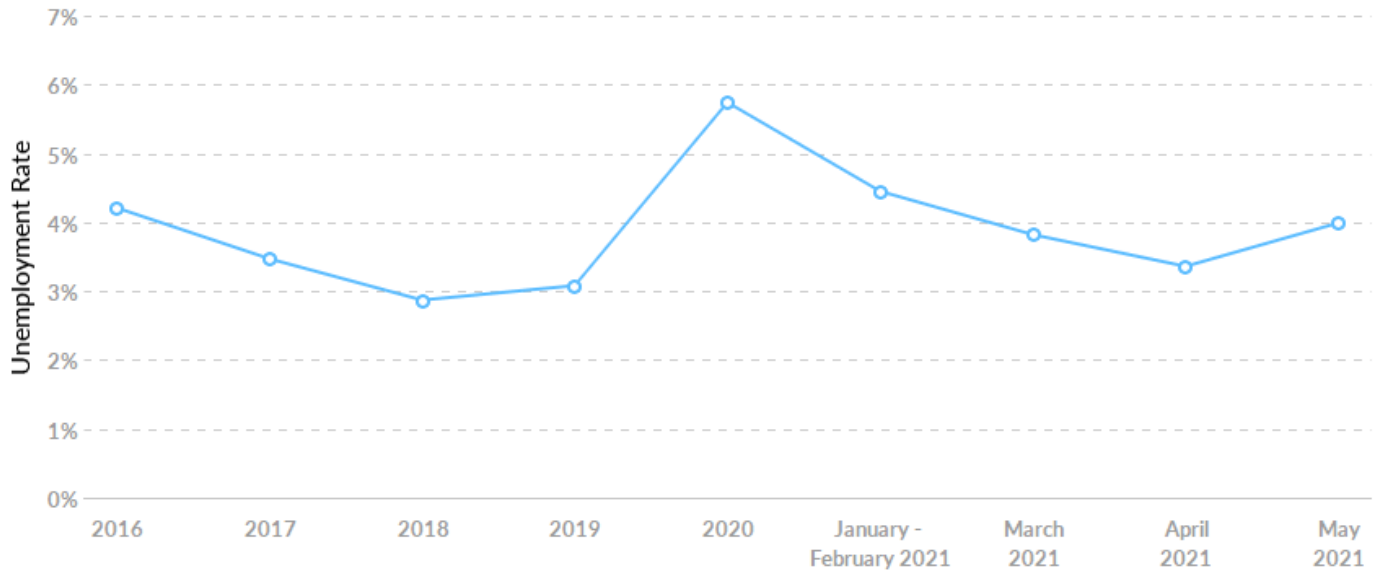
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	61.05%
2017	59.43%
2018	58.75%
2019	58.76%
2020	57.39%
January - February 2021	57.74%
March 2021	57.87%
April 2021	57.95%
May 2021	58.18%

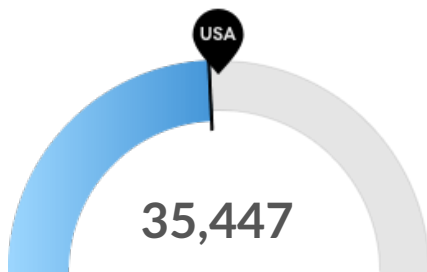
## Unemployment Rate Trends

Joplin, MO had a May 2021 unemployment rate of 3.99%, **decreasing from 4.21% 5 years before.**



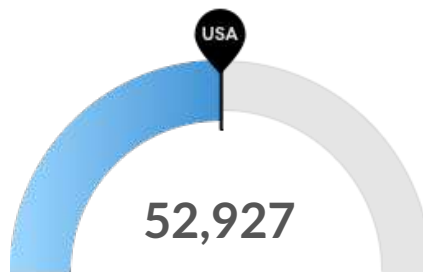
Timeframe	Unemployment Rate
2016	4.21%
2017	3.47%
2018	2.87%
2019	3.08%
2020	5.74%
January - February 2021	4.45%
March 2021	3.82%
April 2021	3.36%
May 2021	3.99%

## Population Characteristics



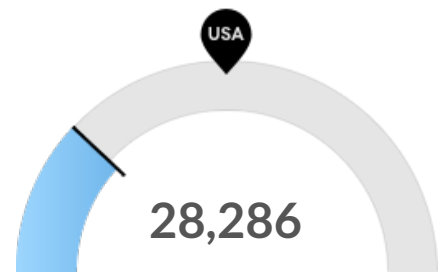
**Millennials**

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



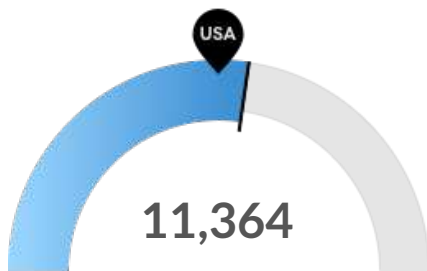
**Retiring Soon**

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.



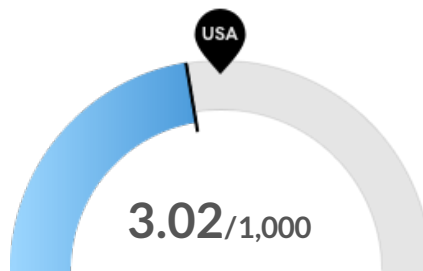
**Racial Diversity**

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.



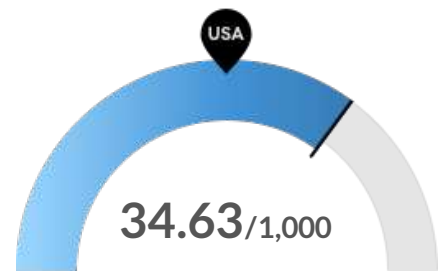
**Veterans**

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.

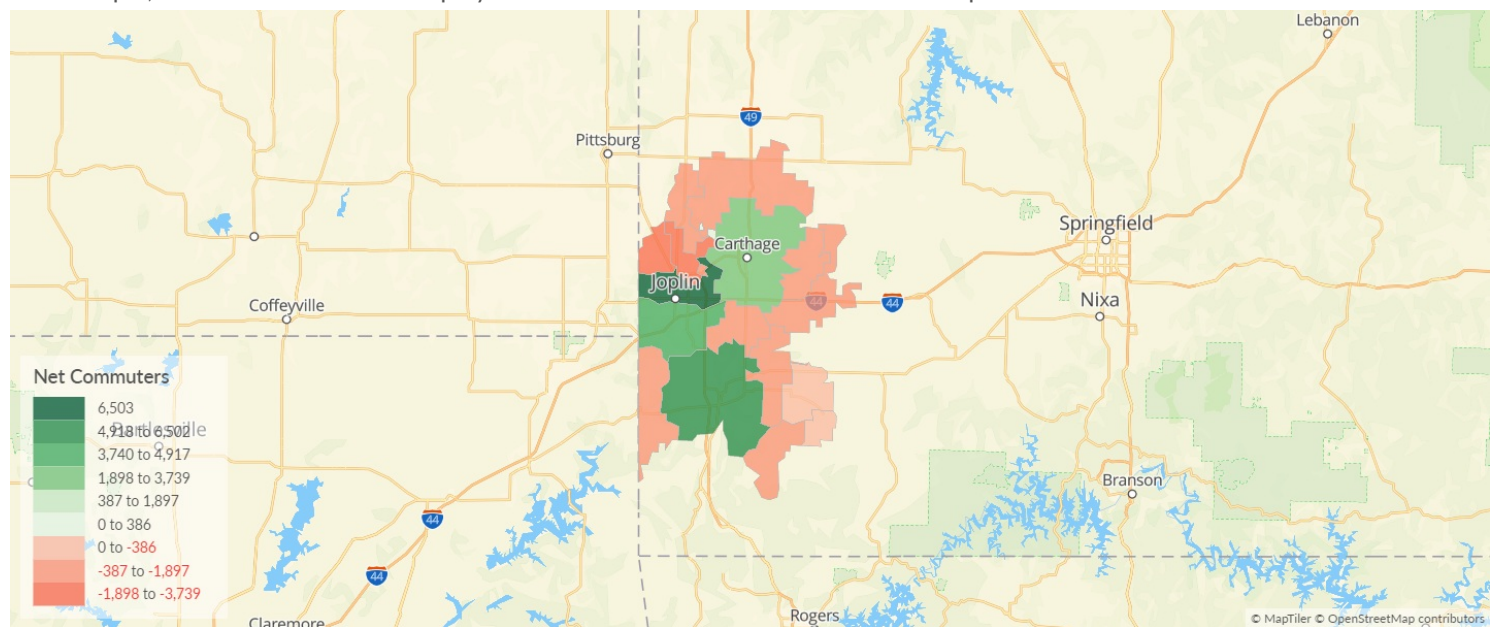


**Property Crime**

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...	20,951
64804	Joplin, MO (in Jasper co...	19,343
64850	Neosho, MO (in Newto...	18,601
64836	Carthage, MO (in Jasper...	11,670
64870	Webb City, MO (in Jasp...	4,288

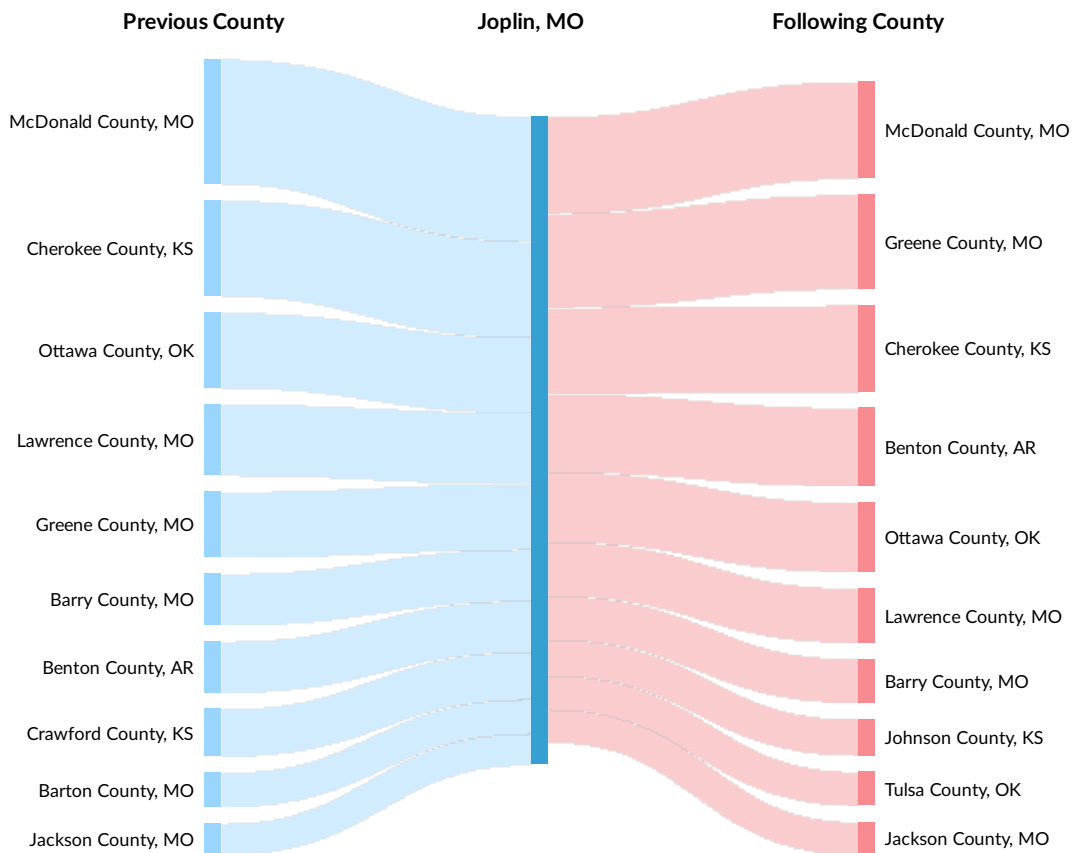
### Where Talent Lives

ZIP	Name	2020 Workers
64804	Joplin, MO (in Jasper co...	15,603
64801	Joplin, MO (in Jasper co...	14,449
64850	Neosho, MO (in Newto...	13,683
64836	Carthage, MO (in Jasper...	9,751
64870	Webb City, MO (in Jasp...	6,185

## Inbound and Outbound Migration

The table below analyzes past and current residents of Joplin, MO. The left column shows residents of other counties migrating to Joplin, MO. The right column shows residents migrating from Joplin, MO to other counties.

As of 2019, 389 people have migrated from McDonald County, MO to Joplin, MO. In the same year, 302 people left Joplin, MO migrating to McDonald County, MO. The total Net Migration for Joplin, MO in 2018 was 202.



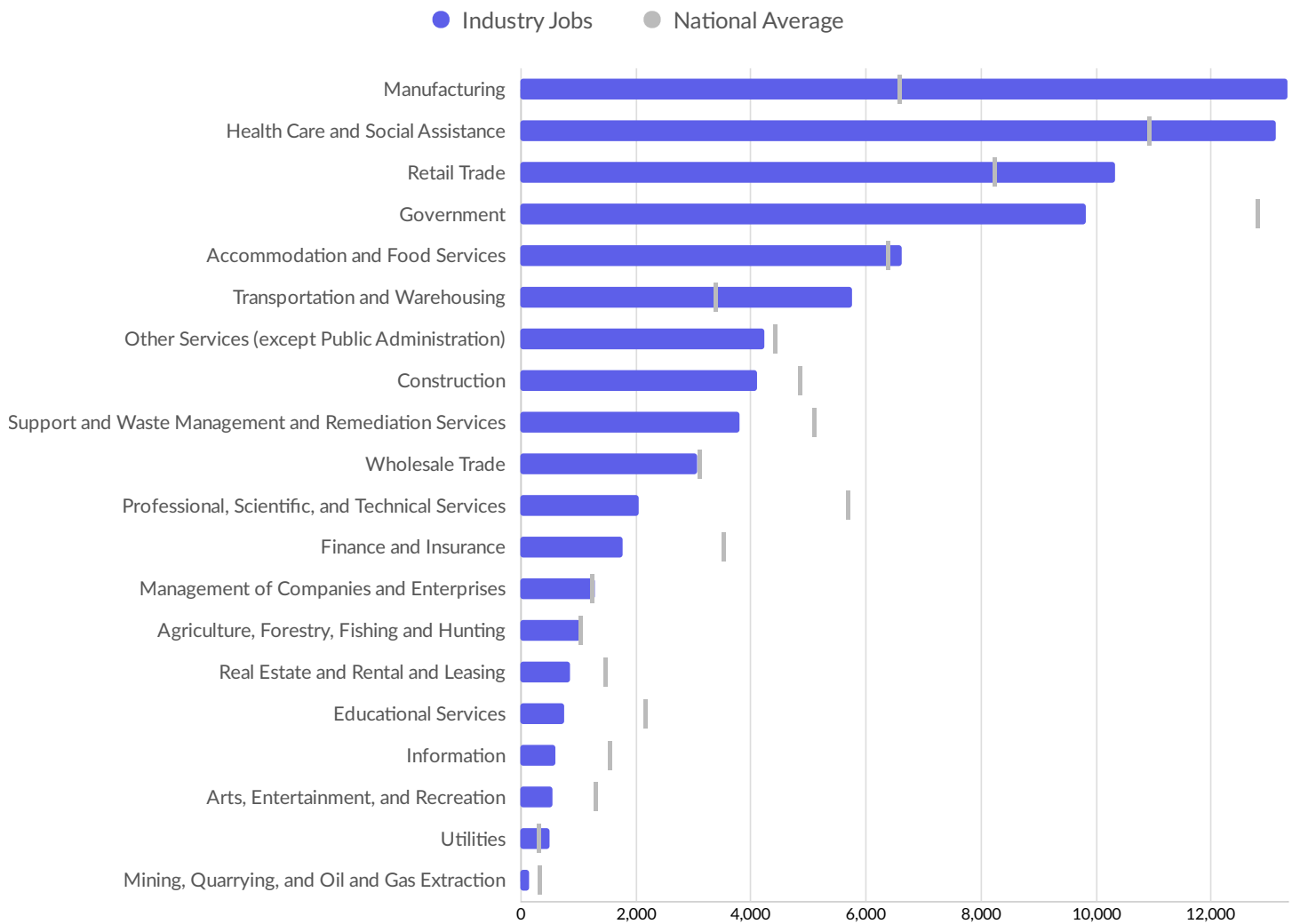
Top Previous Counties	Migrations
McDonald County, MO	389
Cherokee County, KS	299
Ottawa County, OK	235
Lawrence County, MO	222
Greene County, MO	205
Barry County, MO	161



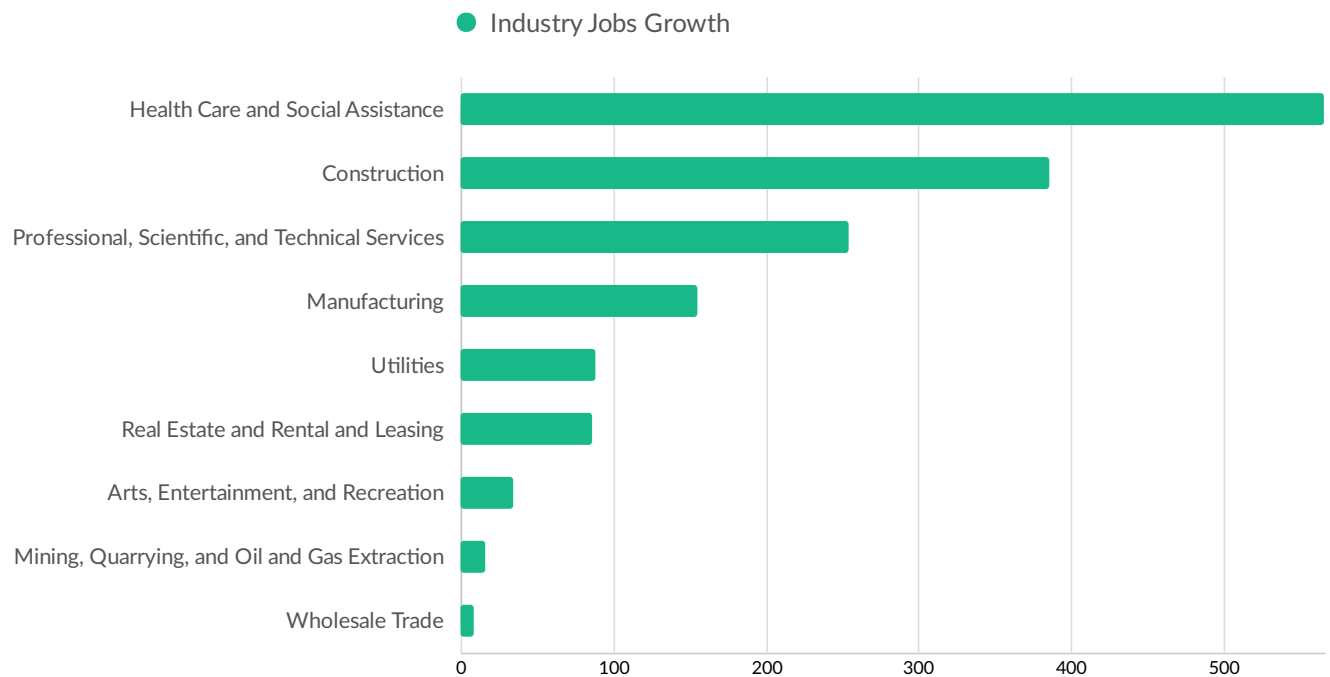
Top Previous Counties	Migrations
Benton County, AR	160
Crawford County, KS	148
Barton County, MO	107
Jackson County, MO	98
Johnson County, KS	76
Tulsa County, OK	72
Delaware County, OK	67
Washington County, AR	65
Vernon County, MO	52
Top Following Counties	Migrations
McDonald County, MO	302
Greene County, MO	293
Cherokee County, KS	269
Benton County, AR	244
Ottawa County, OK	217
Lawrence County, MO	169
Barry County, MO	137
Johnson County, KS	113
Tulsa County, OK	105
Jackson County, MO	103
Barton County, MO	102
Delaware County, OK	92
Crawford County, KS	86
Washington County, AR	66
Collin County, TX	64

# Industry Characteristics

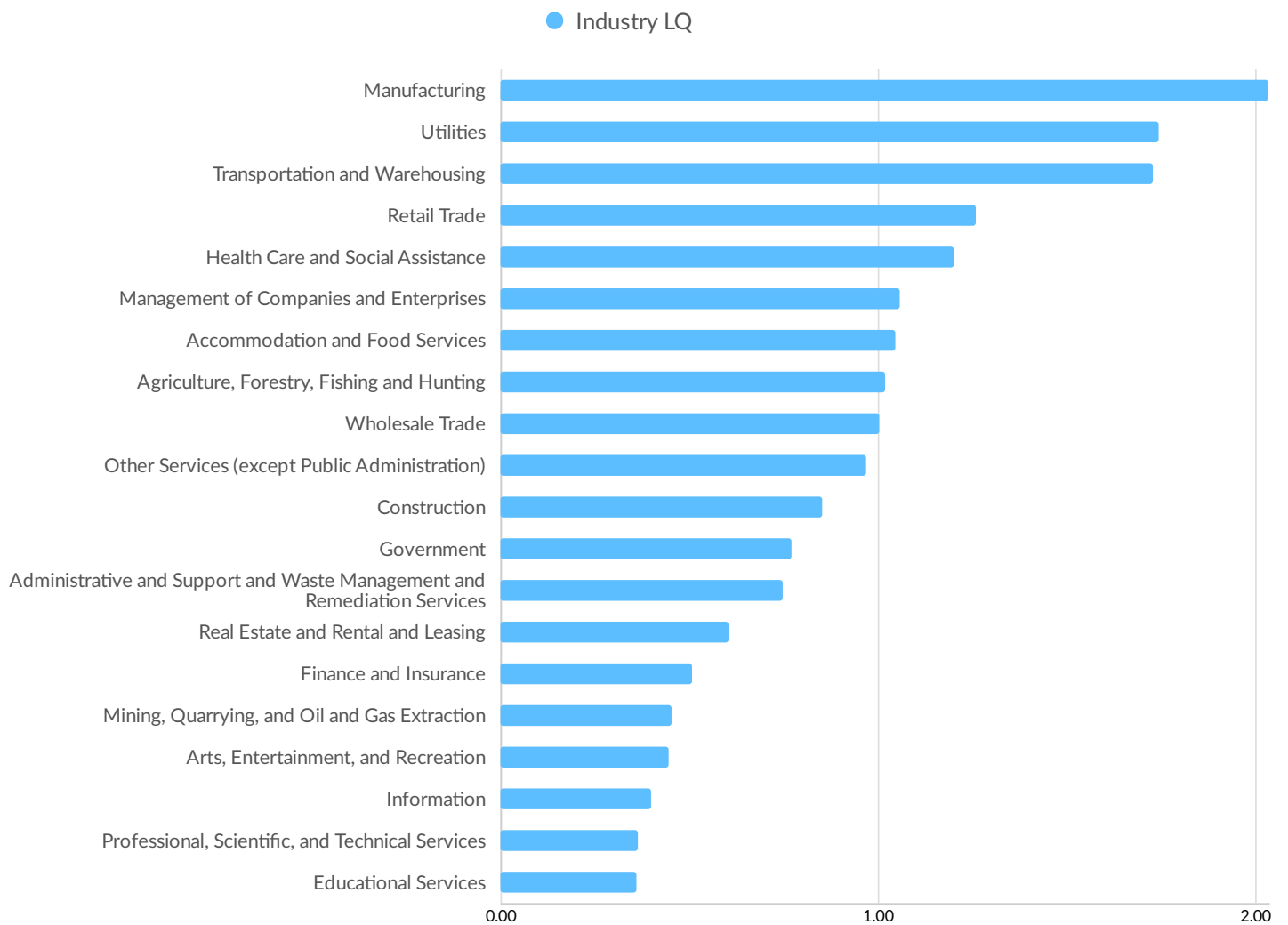
## Largest Industries



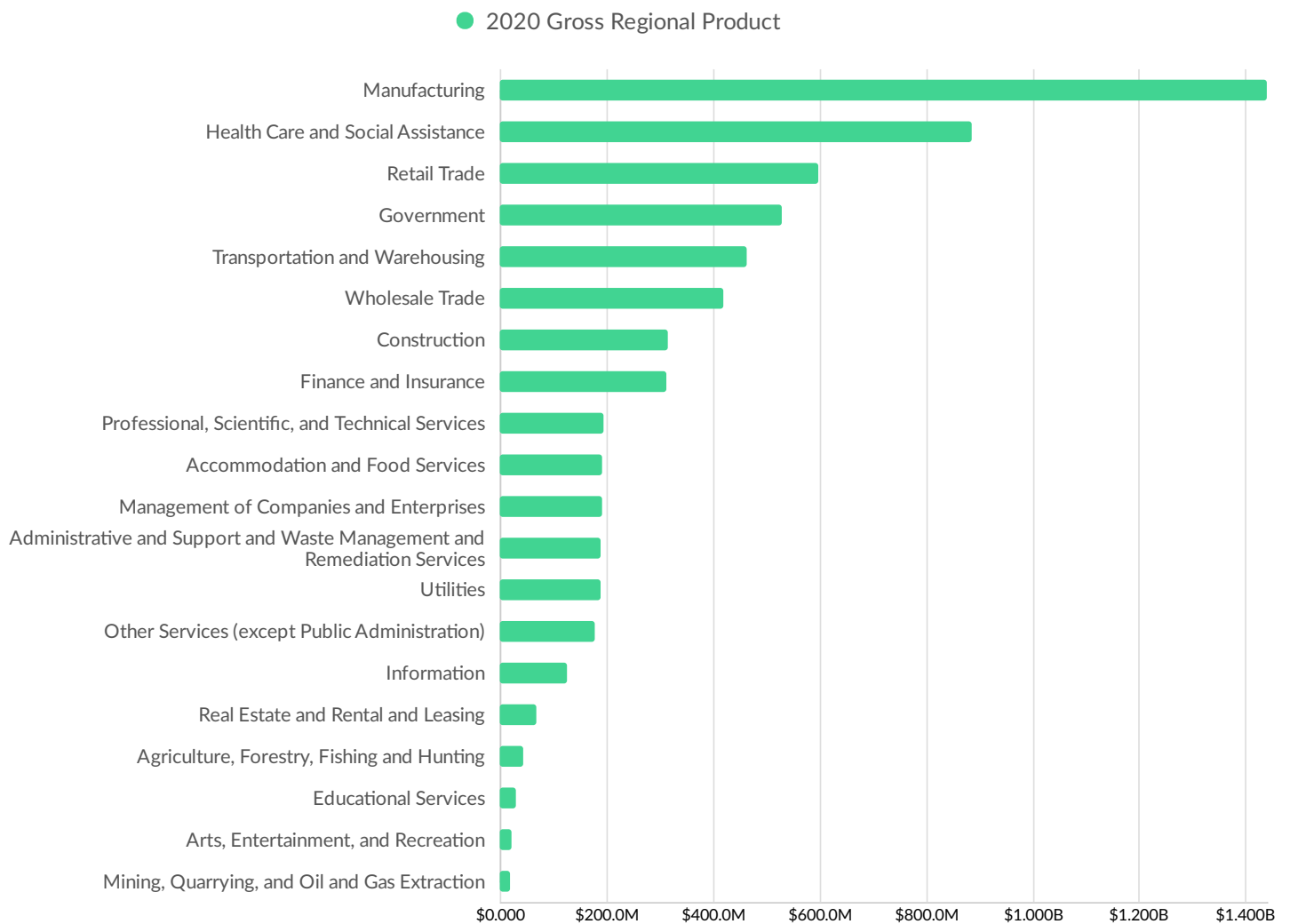
## Top Growing Industries



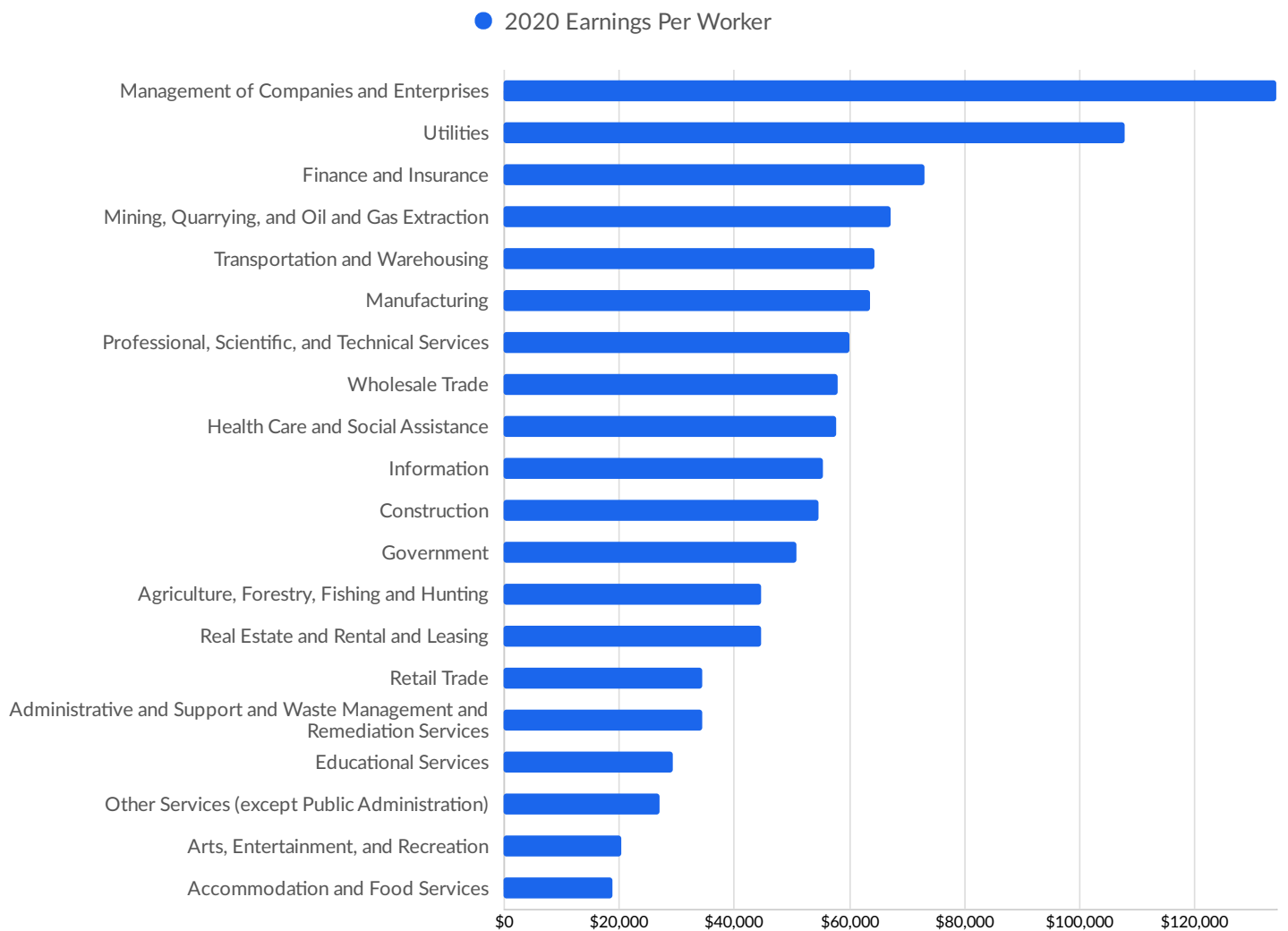
## Top Industry LQ



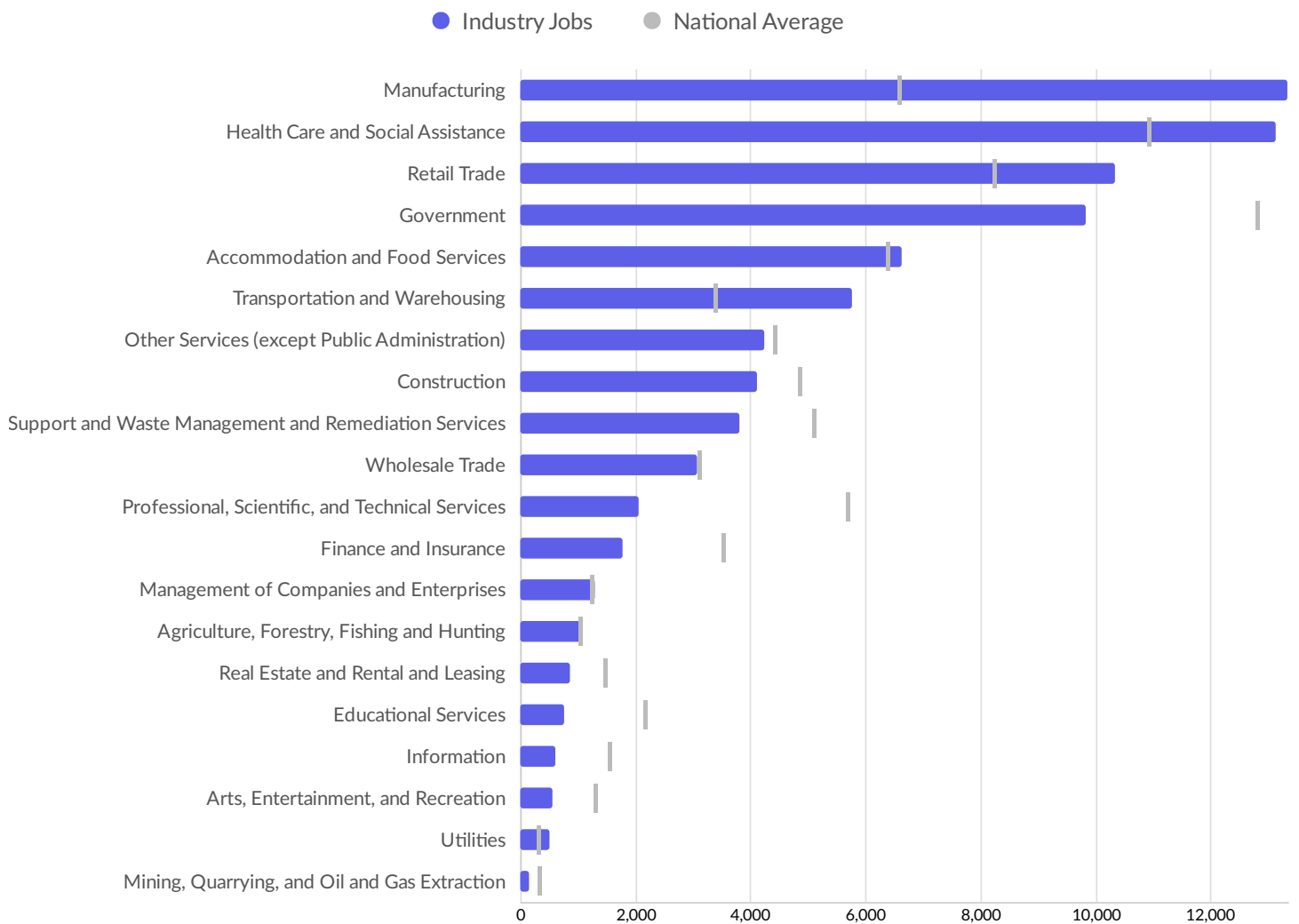
## Top Industry GRP



## Top Industry Earnings























## Largest Industries



## Business Characteristics

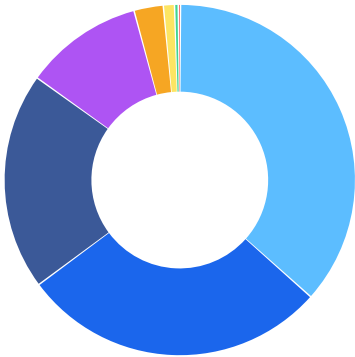
### 11,122 Companies Employ Your Workers

Online profiles for your workers mention 11,122 companies as employers, with the top 10 appearing below. In the last 12 months, 3,569 companies in Joplin, MO posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Leggett & Platt, Incorporated	628 	Freeman Health System	905 
Freeman Health System	600 	Mercy	639 
Wal-Mart, Inc.	439 	Wal-Mart, Inc.	525 
Mercy	403 	U.S. Xpress, Inc.	460 
Missouri Southern State Univers...	330 	Hogan Transports Inc	351 
Crowder College	223 	Dollar General Corporation	328 
Schreiber Foods, Inc.	222 	Leggett & Platt, Incorporated	326 
Webb City R7 School District	170 	Care.com, Inc.	290 
Joplin Schools	167 	Phoenix Home Care, Inc.	269 
AT&T Inc.	162 	Intel Corporation	267 



## Business Size

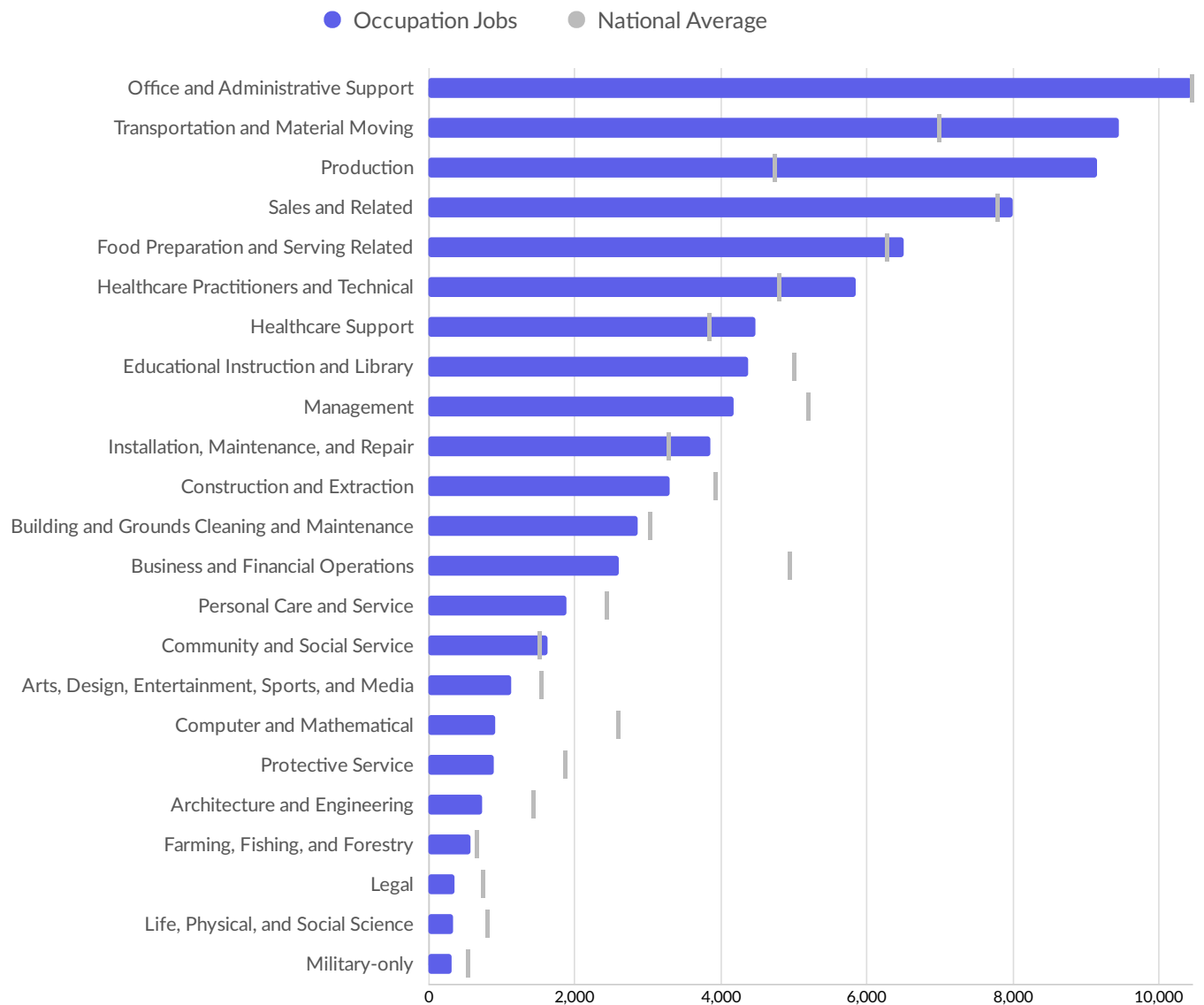


	Percentage	Business Count
1 to 4 employees	36.5%	2,461
5 to 9 employees	28.3%	1,904
10 to 19 employees	20.0%	1,351
20 to 49 employees	10.9%	735
50 to 99 employees	2.7%	182
100 to 249 employees	1.0%	69
250 to 499 employees	0.3%	23
500+ employees	0.2%	14

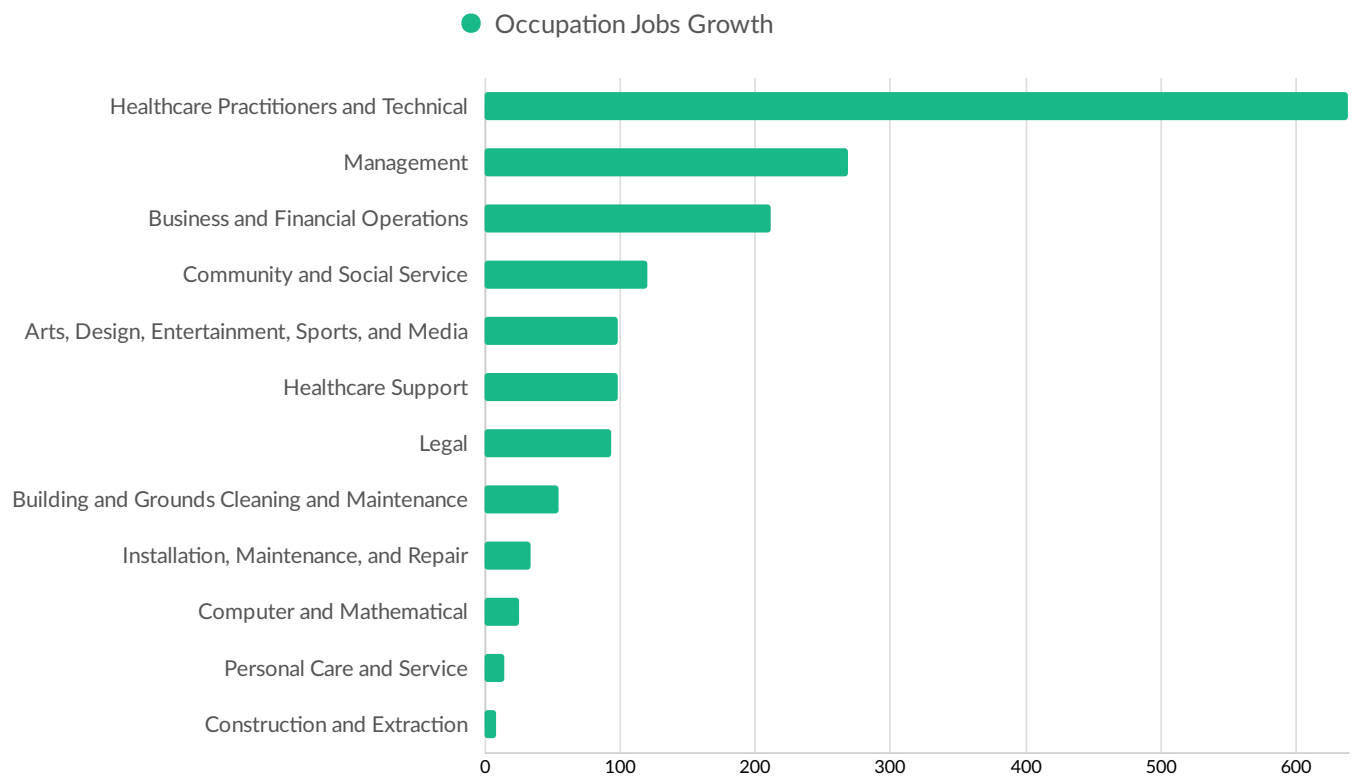
*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

# Workforce Characteristics

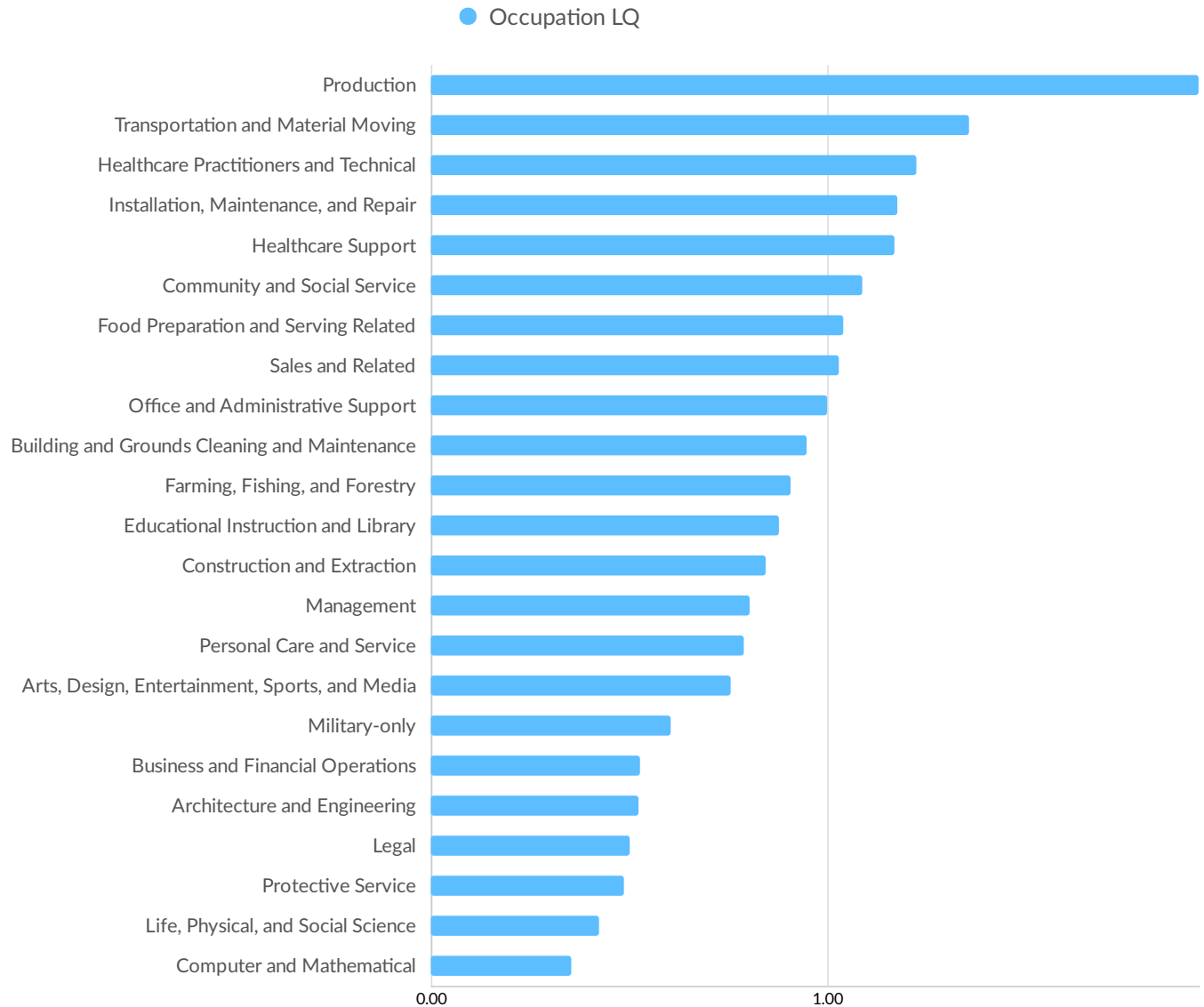
## Largest Occupations



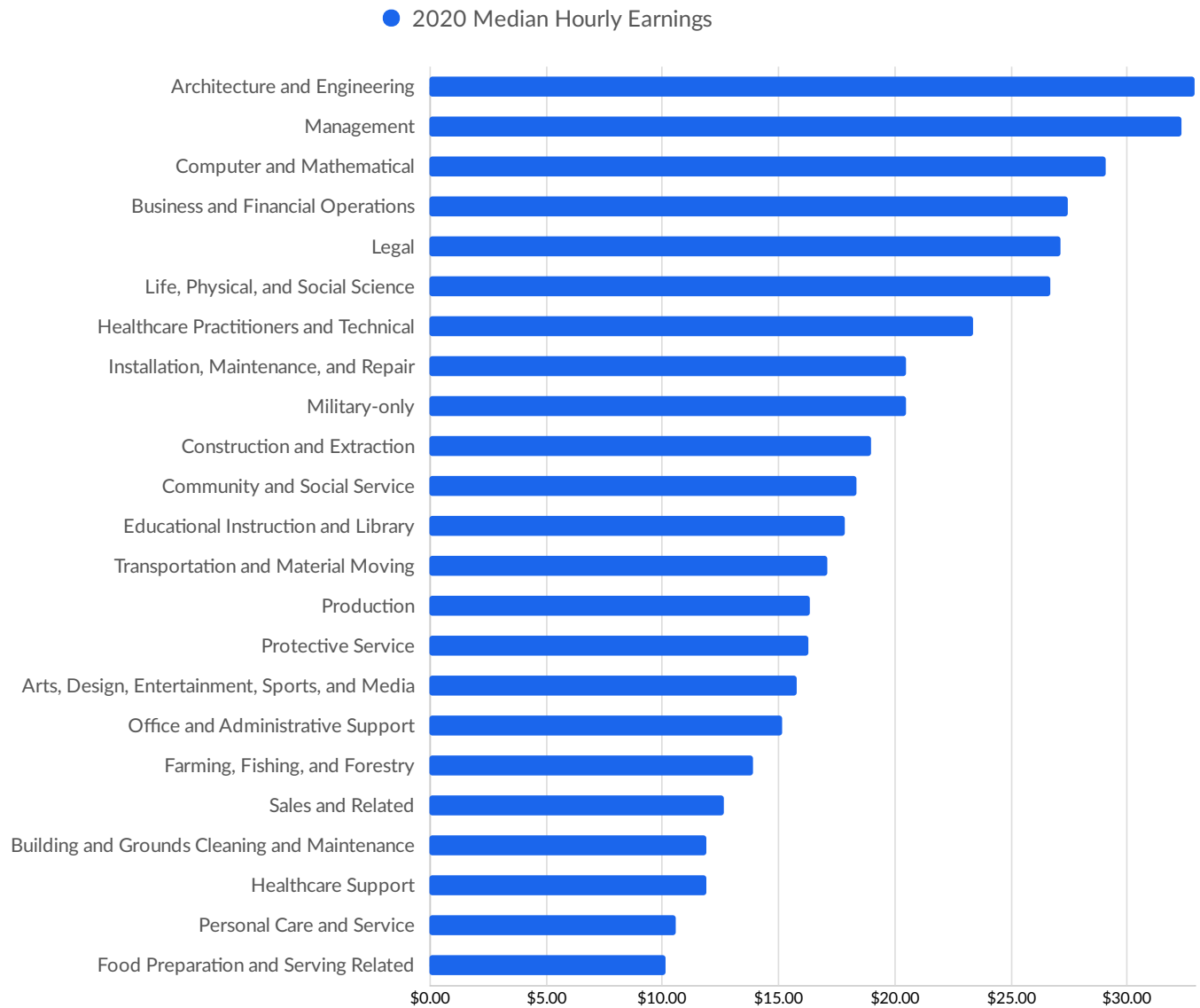
## Top Growing Occupations



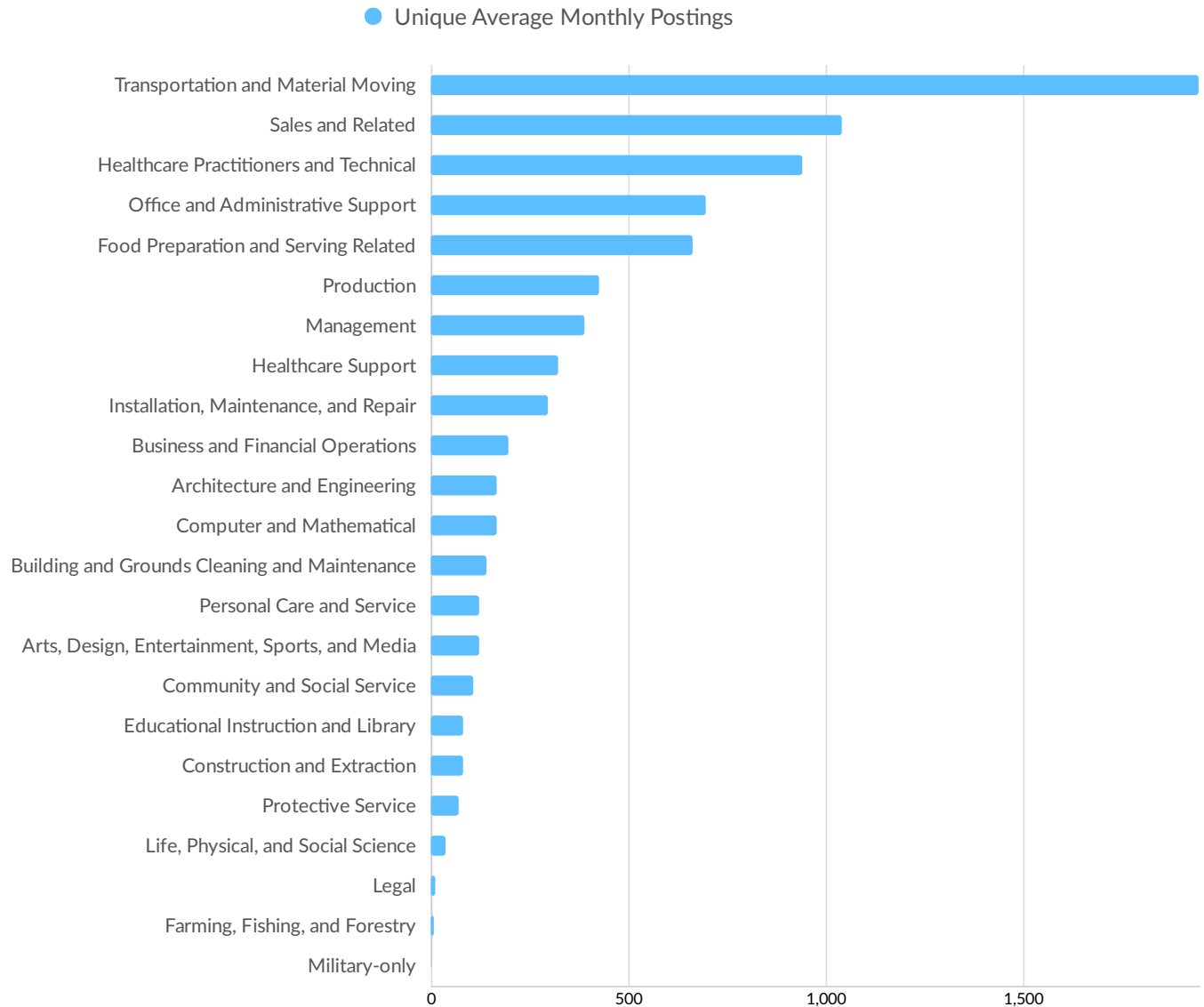
## Top Occupation LQ



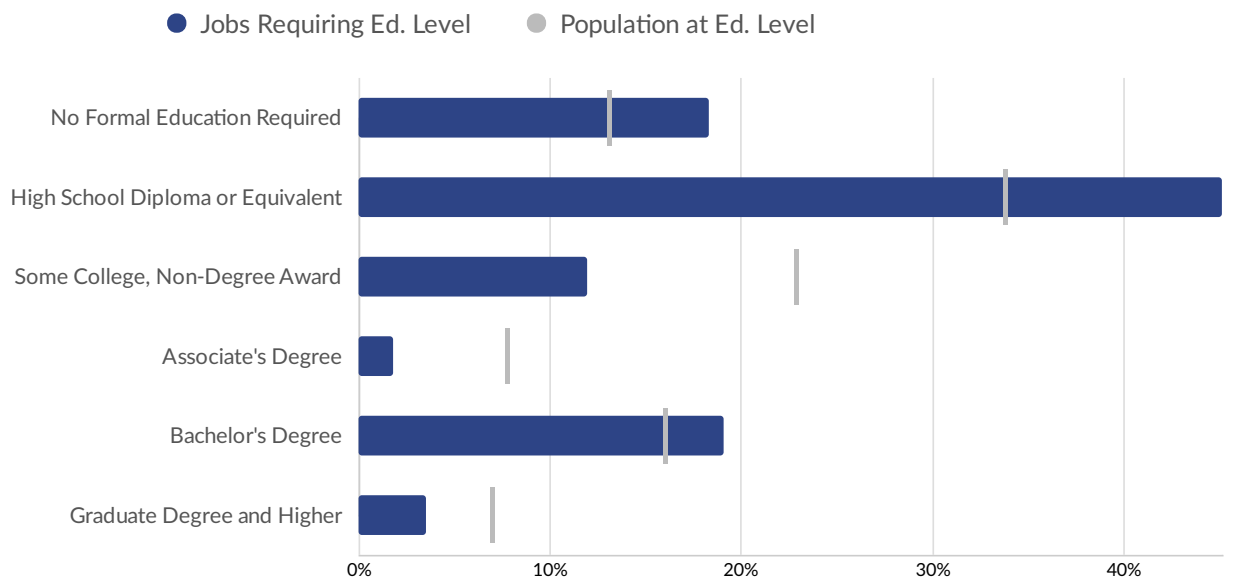
## Top Occupation Earnings



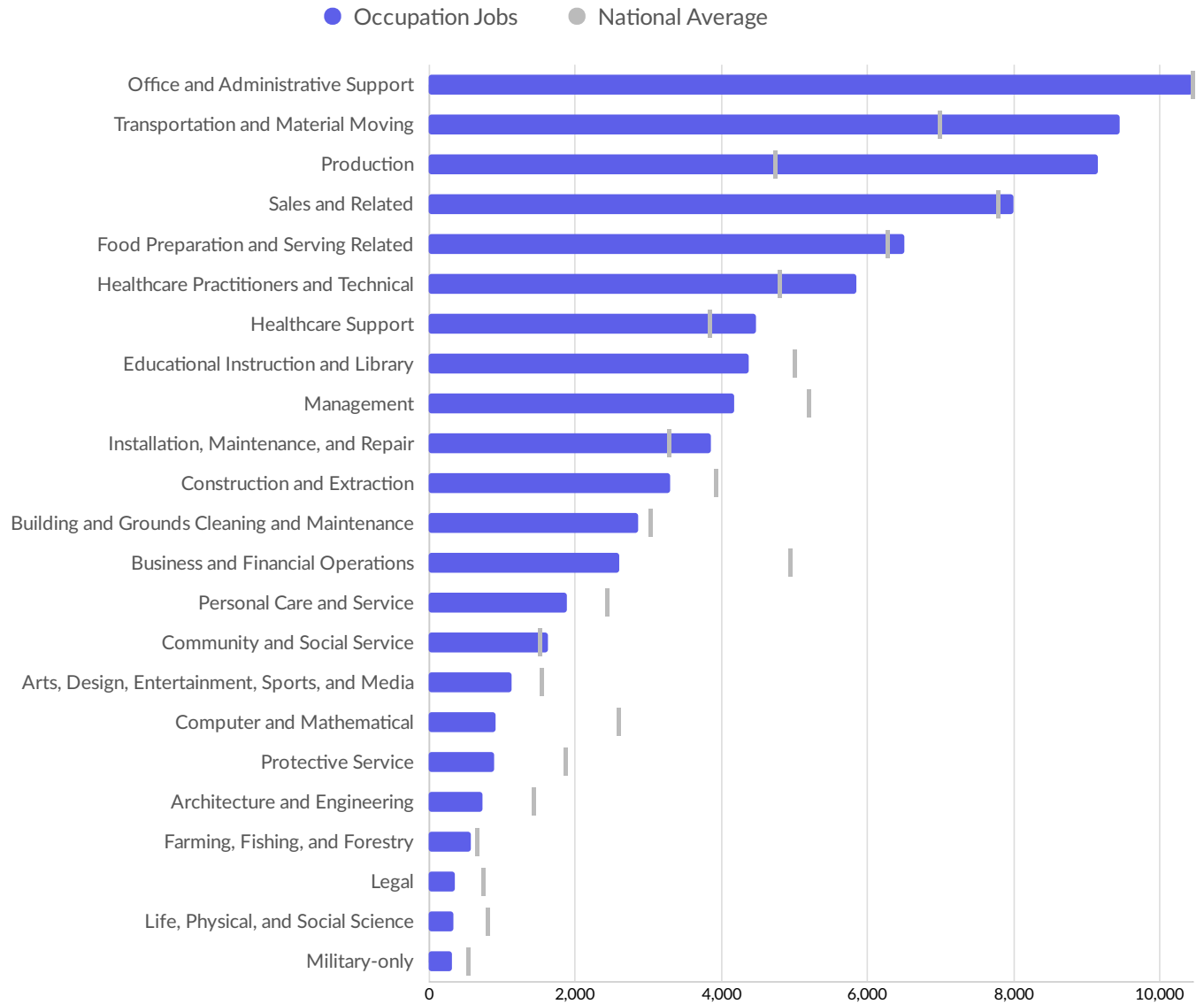
## Top Posted Occupations



## 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

