

# Southwest MO Hotspot - Joplin

Discovering Employment Trends with Local Employment Dynamics (LED)

Joplin is an economic and employment center for the Southwest region of Missouri. This report details the workers and industries that make this place a hotspot of economic activity.



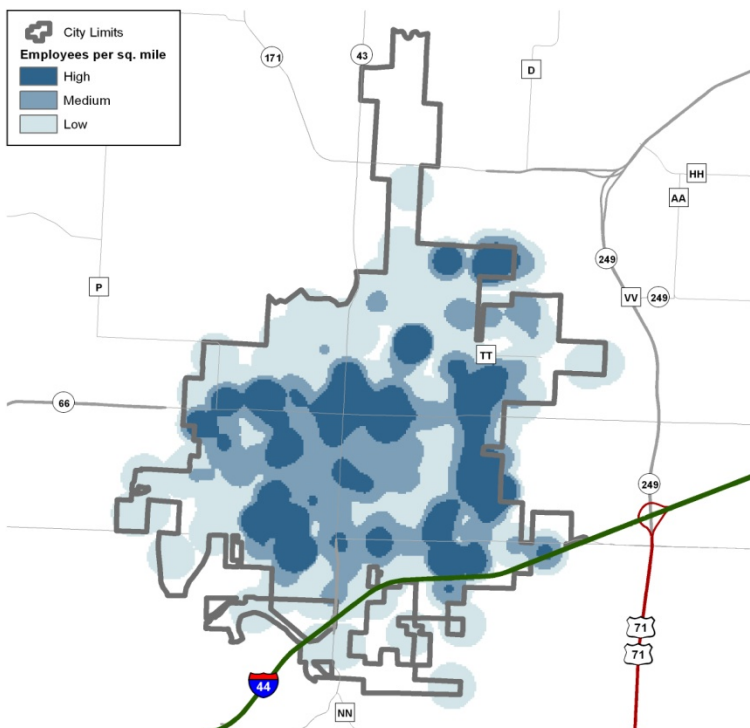
## Southwest Employment Hotspots

Joplin, Neosho, Carthage, Exeter, Monett, Pierce City, Webb City and Lamar Heights form the largest concentrations of employment in the Southwest Workforce Investment Area. Workforce Investment Areas are the result of the federal Workforce Investment Act of 1998 (WIA) which funds a number of employment and training programs across the nation.

In 2009, 56.4% of all workers in the Southwest region were employed in the cities of Joplin (35.5%), Monett (7.3%), Carthage (6.9%), and Neosho (6.7%). This is down slightly from the 2002 levels when these four cities made up 56.6% of the workforce. Other cities in the Southwest WIA with more than 3,000 or more jobs include Lamar, Cassville, and Webb City.



## Joplin Census Overview



Joplin's 2009 population estimate from the US Census American Community Survey was 48,790 with a median age of 35.3. This is up from the 2000 Census population of 45,566. According to the same Census survey, 83.1% of residents have attained high school graduation. Healthcare & Social Assistance and Manufacturing are the two top employing sectors in Joplin, making up 33.7% of the 2009 workforce. This is down from 2002 when these two sectors made up 43.8% of the total jobs in Joplin.



## Where Joplin Workers Live?

The Local Employment Dynamics (LED) program is a partnership between the U.S. Census Bureau and the agencies in each state that generate and analyze labor market information. The LED Origin-Destination mapping tool allows you to designate either an area where workers work and determine where they live, or designate where residents live and determine where those workers commute.

Top Counties Where Joplin Workers Resided in 2002		Top Counties Where Joplin Workers Resided in 2009	
Jasper County	21,976	Jasper County	19,475
Newton County	4,803	Newton County	6,728
Cherokee County, KS	2,047	Cherokee County, KS	1,762
Ottawa County, OK	999	Green County, MO	1,388
Greene County	839	Ottawa County, OK	813
<b>Total Joplin Jobs</b>	<b>34,431</b>	<b>Total Joplin Jobs</b>	<b>37,582</b>

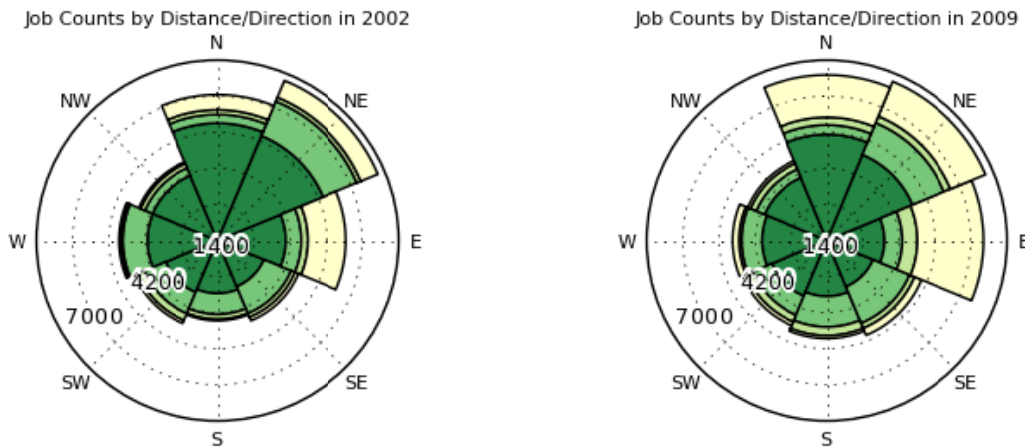
### “Four States Region”

Joplin’s location in Southwest Missouri at the edge of the Ozark Mountain region puts them very near state boundaries between Missouri and Kansas, Arkansas, and Oklahoma. Despite a population of nearly 50,000 residents, the city population swells to over 270,000 each day. Joplin’s economy derives over \$220 million annually from tourism, with over 2,000 hotel rooms and 150 restaurants. Much of the tourism comes from Joplin’s close proximity to 8 major lakes. Joplin also often touts its very low cost of living status as a way to attract residents and businesses.

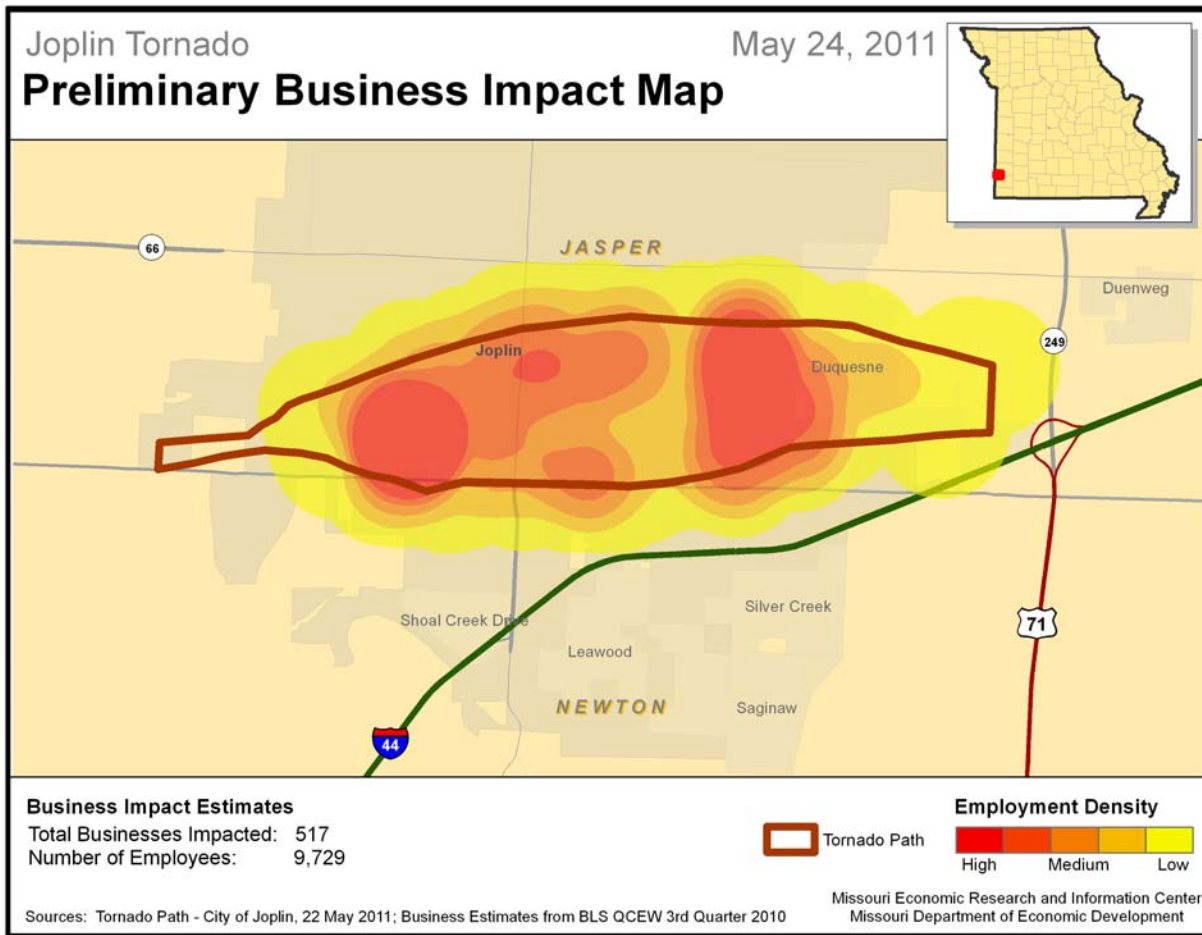
## LED On-the-Map: Where Joplin Workers Live

Joplin’s job count grew 9.2% between 2002 and 2009. Following the same trends of many Missouri cities, growing numbers of Joplin based workers are coming from outside of Jasper County. Green County residents working in Joplin grew by 65% while 40% more residents of Newton County worked in Joplin in 2002 than in 2009. Kansas City workers in Joplin increased 78% over this span as well.

### Distance and Direction Joplin Workers to Residence (dark green=10 miles or less, yellow=50+ miles)



## LED On-the-Map: Joplin Tornado Impact, May 2011



### Industry and Workforce Impacts

In May 2011, the center section of the city of Joplin was hit by an F5 Tornado. This disaster caused a devastating impact to the community in terms of loss of lives, injuries, and structural damage to businesses and homes.

Based on the destruction boundary information provided by the City of Joplin and employment information from the Bureau of Labor Statistics, over 500 firms or 30% of all Joplin businesses were within the storm's path of destruction. These businesses account for 25% of the Joplin employment, more than 9,700 employees. The industries hardest hit include Health Care & Social Assistance, Retail Trade, Accommodation & Food Services, and Manufacturing.

#### Employment Most Impacted by Tornado Path

Health Care and Social Assistance  
 Retail Trade  
 Accommodation and Food Services  
 Manufacturing

*Source: QCEW, Bureau of Labor Statistics*

In addition, nearly 500 businesses operate within a half mile of the tornado's path and likely incurred some damage from the storm. These businesses employ an additional 14,500 workers or 37% of Joplin's city employment. All together the path of tornado destruction and the half mile buffer region account for 58% of the city's businesses and 63% of Joplin's total employment.