

# Ozark Region Labor Market Analysis



The Ozark Region is situated in the southwestern portion of the State of Missouri. Counties included in the Ozark Region are: Christian, Dallas, Greene, Polk, Stone, Taney and Webster.

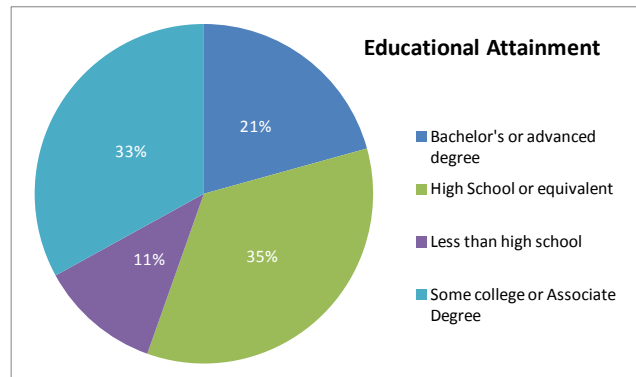
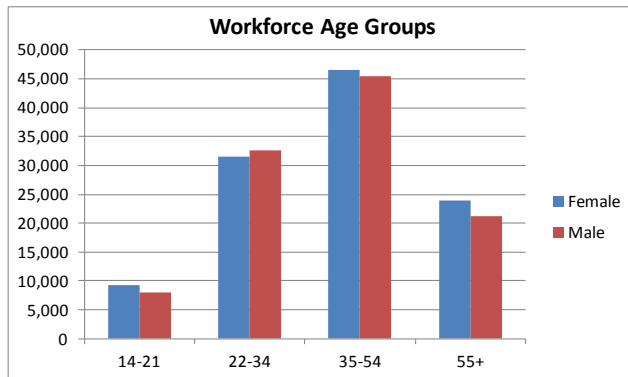
This region includes several major cities such as Springfield and Branson. Many of Missouri's major highways cross through this region. Interstate 44 runs through the center of the region. In addition, Highway 60 and Highway 160 cross east/west through the region while Highway 65 runs north/south, allowing a great deal of travel through the area.

## Workforce

The total population of the Missouri workforce is 2,671,013, and the Ozark Region is home to 218,763, or 8.19%, of the state's workforce. The age group for workforce is defined as 14 years or more. The county with the largest population is Greene County, with 158,119, followed by Taney County with 22,804.

The population of the workforce is aging. In the Ozark Region, 25.61% of the workforce is age 55 or older. The percentage for the state is lower, with an average of 21.44% for the same age group.

The education attainment rate for the Ozark Region is higher than the average for Missouri. In the Ozark Region, 89% of the workforce has a high school diploma or higher, compared to 88% for the state. The number of those who have not obtained a high school diploma is 11% in the Ozark Region and 12% statewide.



Source: MERIC WIA County Demographics compiled from LEHD data ([missourieconomy.org/regional/index.stm](http://missourieconomy.org/regional/index.stm))

## Missouri Labor Supply & Demand

The Missouri Labor Supply & Demand Analysis Report, published March 2015, takes job seeker information from people who registered with jobs.mo.gov during 2014 and compares it to employer job ads during the same time period. *Healthcare* and *Business and Sales* have the highest gaps, while *Management and Support* and *Construction/Related* have the largest surplus of workforce.

| Ozark WIA     | Total  | Health Care & Related | Business & Sales | Science & Technology | Other Services | Transportation | Food Service | Production | Management & Support | CIMR* |
|---------------|--------|-----------------------|------------------|----------------------|----------------|----------------|--------------|------------|----------------------|-------|
| # Job Ads     | 21,483 | 4,397                 | 4,387            | 1,801                | 1,673          | 1,776          | 898          | 544        | 4,709                | 1,298 |
| % Job Ads     | 100.0% | 20.5%                 | 20.4%            | 8.4%                 | 7.8%           | 8.3%           | 4.2%         | 2.5%       | 21.9%                | 6.0%  |
| # Jobseekers  | 18,167 | 1,429                 | 2,017            | 483                  | 1,155          | 1,512          | 1,488        | 1,832      | 5,488                | 2,762 |
| % Jobs Sought | 100.0% | 7.9%                  | 11.1%            | 2.7%                 | 6.4%           | 8.3%           | 8.2%         | 10.1%      | 30.2%                | 15.2% |
| Gap           | --     | 12.6%                 | 9.3%             | 5.7%                 | 1.4%           | -0.1%          | -4.0%        | -7.6%      | -8.3%                | -9.2% |

\*CIMR = Construction, Installation, Maintenance & Repair

Source: Missouri Labor Market Supply & Demand Analysis, March 2015

## Commuting Patterns

Commuting patterns tell us a great deal about a region. In the Ozark Region, a majority of the workforce commutes to a different county to work. In fact, over half the workforce in 5 of the 7 counties in the region leave the county where they live for employment. In contrast, only 18% of the workforce leaves the Ozark Region for employment. From these facts, we can conclude that most persons commute to a different county within the Ozark Region for employment. In addition, we can also infer that persons living in the Ozark Region are skilled in the industries and occupations in demand in this region.

| Percent of Employees Working Outside of Home County |       |         |       |
|---|-------|---------|-------|
| Christian   | 82.3% | Stone   | 83.6% |
| Dallas  | 81.1% | Taney   | 33.8% |
| Greene  | 18.2% | Webster | 73.6% |
| Polk  | 61.1% |         |       |

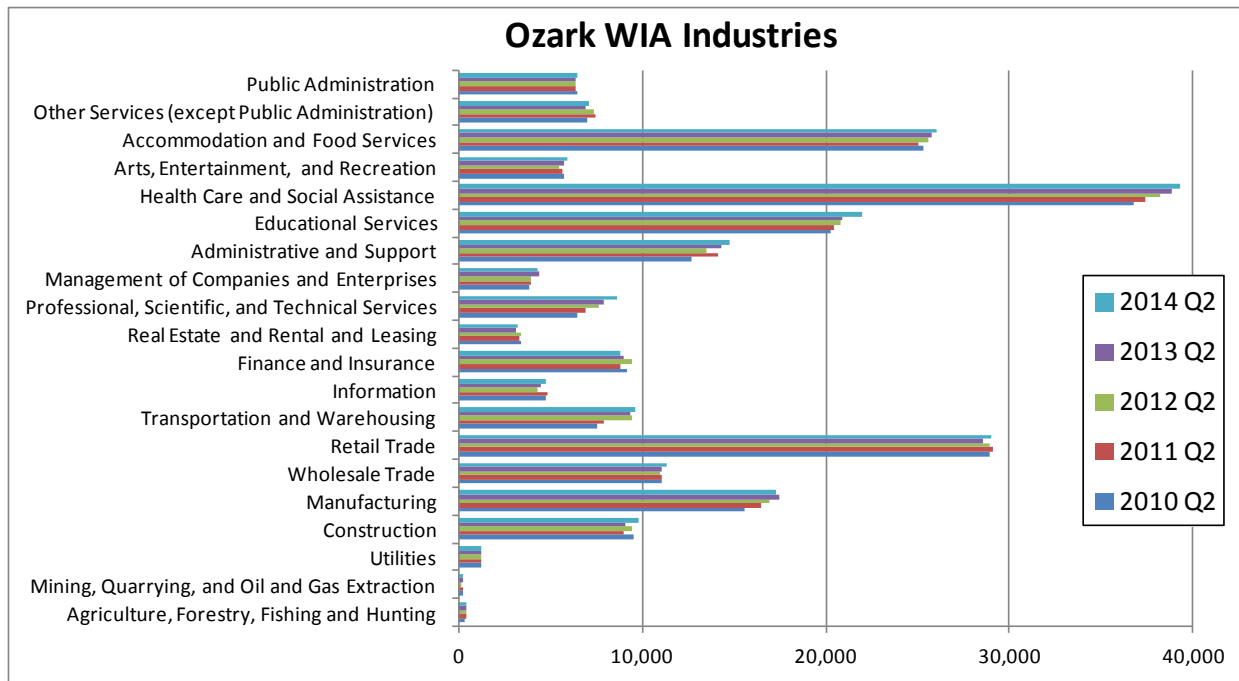
Source: US Census Bureau, Center for Economic Studies, LEHD, On the Map ([onthemap.ces.census.gov](http://onthemap.ces.census.gov))

## Industries

The chart illustrates the changes in employment in the Ozark Region by industry during the 5 year period. Industries employing the most people at the end of the second quarter of 2014 (most recent data available) are *Health Care and Social Assistance*; *Retail Trade*; and *Accommodation and Food Services*. Employment in these three industries equals 41% of the total employment in the region.

Most industries experienced overall employment growth over the last 5 years. The highest levels of employment growth are seen in the industries of *Health Care and Social Assistance*; *Professional, Scientific, and Technical Services*; and *Transportation and Warehousing*. Some industries saw decreasing employment numbers during the same 5 year period. *Finance and Insurance* and *Real Estate and Rental and Leasing* are the industries with the highest employment decreases.

The largest employers in the Ozark Region are in a variety of industries, including government and education, along with many private sector firms such as; health care with **St. John’s Hospital, Cox Medical Center, Citizens Memorial Hospital** and **The Skaggs Community Hospital Association**; telemarketing centers such as **Teletech Services, Hotels.com** and **T-Mobile USA**; manufacturers such as **Kraft Foods** and **Loren Cook Company**; transportation and logistics companies with **New Prime, Inc.**; insurance companies like **American National**; headquarters of **O’Reilly Automotive** and **Bass Pro Shops**.



Source: US Census Bureau, QWI Explorer Application (qwexplorer.ces.census.gov)

## Occupations

In *The ABCs of Missouri Career Grades 2012-2022*, letter grades are assigned to 800+ occupations based on the total job openings and average wage of the occupation. Job openings include both new growth (jobs added to the workforce) and replacements (vacancies created by employees moving to a different occupation or retiring). Projections are made for each occupation on a statewide basis as well as each of the regions. Therefore, a job may be graded differently in the statewide projections and each region based on the openings and wages for specific areas of the state.

In the Ozark Region, approximately 79,000 job openings are projected between 2012 through 2022. Most of the job openings, over 37,000 are projected in the Grade B category. Many of the job openings are in entry level occupations, such as *Food Preparation and Serving Workers; Retail Salespersons; Cashiers; Waiters and Waitresses; Customer Service Representatives; Laborers and Office Clerks*.

Each occupation is also classified in the Now, Next and Later categories. A “Now” job would require short- to moderate-term on-the-job training lasting no more than 12 months. “Next” occupations generally require an Associate’s degree or substantial vocational training lasting more than one year. “Later” occupations usually require a bachelor’s or advanced degree and in addition to specific work experience.

| Ozark WIA - Good Outlook Careers |  |       |           |              |
|----------------------------------|--|-------|-----------|--------------|
|                                  | Title  | Grade | Openings  | Average Wage |
| N<br>O<br>W                      | Combined Food Preparation & Serving Workers, Including Fast Food | B     | 3,702     | \$17,714     |
|                                  | Retail Salespersons  | B     | 3,472     | \$23,777     |
|                                  | Cashiers   | C+    | 2,868     | \$19,314     |
|                                  | Waiters and Waitresses   | C+    | 2,636     | \$19,008     |
|                                  | Customer Service Representatives                                 | A     | 2,039     | \$28,763     |
|                                  | Laborers & Freight, Stock & Material Movers                      | B+    | 1,644     | \$23,777     |
|                                  | Office Clerks, General   | B     | 1,574     | \$26,488     |
| N<br>E<br>X<br>T                 | Registered Nurse   | A     | 1,713     | \$52,231     |
|                                  | Heavy and Tractor-Trailer Truck Drivers                          | A     | 1,640     | \$41,792     |
|                                  | Nursing Assistant  | B+    | 1,160     | \$21,903     |
|                                  | Maintenance and Repair Workers, General                          | B     | 859       | \$29,382     |
|                                  | First-Line Supervisors of Retail Sales Workers                   | B     | 697       | \$36,752     |
|                                  | First-Line Supervisors of Food Preparation and Serving Workers   | B+    | 689       | \$27,596     |
|                                  | Carpenters   | A+    | 674       | \$42,029     |
| L<br>A<br>T<br>E<br>R            | General and Operations Managers                                  | A+    | 1,227     | \$ 76,392    |
|                                  | Accountants & Auditors   | A+    | 654       | \$ 56,593    |
|                                  | Middle School Teachers, Except Special & Career/Technical Ed.    | A     | 539       | \$ 63,698    |
|                                  | Personal Financial Advisors                                      | B+    | 502       | \$ 35,241    |
|                                  | Elementary School Teachers, Except Special Education             | B     | 468       | \$ 40,253    |
|                                  | Secondary School Teachers, Except Special & Career/Technical Ed. | B+    | 444       | \$ 43,210    |
| Substitute Teachers              | C  | 321   | \$ 20,411 |              |

Source: The ABCs of Missouri Career Grades 2012-2022, Ozark Region

MERIC also prepares a document listing the top 20 occupations based on the number of job openings for each region, and the *Ozark Region Top Openings* is attached.

Another source for identifying in-demand occupations is through real-time data. A tool called Burning Glass compiles information from job postings on over 38,000 sites into a database that can be queried to find information on jobs. This information provides insight on the jobs employers are currently hiring, occupations that are in-demand and skills that employers require for employees.

The Missouri Real-Time Labor Market Summary compiles information queried through Burning Glass. Briefs are published for the State of Missouri, and for each region. Since the brief is published every other month, the information is always current. The most recent publication is attached to this summary.

Below is a list of the top 25 occupations posted in job ads by employers in the Ozark Missouri Region in calendar year 2014.

| Burning Glass -- Top Job Postings in 2014                            |              |
|--|--------------|
| Occupation   | Job Postings |
| *+Retail Salespersons  | 1,092        |
| *+Heavy and Tractor-Trailer Truck Drivers                            | 1,051        |
| *+Registered Nurses  | 767          |
| *Sales Representatives, Wholesale and Manufacturing                  | 689          |
| *+First-Line Supervisors of Retail Sales Workers                     | 597          |
| *+Customer Service Representatives                                   | 571          |
| Medical and Health Services Managers                                 | 374          |
| Merchandise Displayers and Window Trimmers                           | 332          |
| *Secretaries and Administrative Assistants                           | 319          |
| Licensed Practical and Licensed Vocational Nurses                    | 304          |
| *+Laborers and Freight, Stock, and Material Movers, Hand             | 302          |
| *+Nursing Assistants   | 294          |
| *+Combined Food Preparation and Serving Workers, Including Fast Food | 288          |
| *+Maintenance and Repair Workers, General                            | 278          |
| Software Developers, Applications                                    | 273          |
| Computer User Support Specialists                                    | 246          |
| *Childcare Workers   | 229          |
| *+Cashiers   | 228          |
| *+Office Clerks, General   | 211          |
| Human Resources Specialists  | 202          |
| Sales Managers   | 201          |
| *+First-Line Supervisors of Food Preparation and Serving Workers     | 196          |
| Tellers  | 180          |
| *Maids and Housekeeping Cleaners                                     | 179          |
| Bookkeeping, Accounting, and Auditing Clerks                         | 178          |

Source: Labor Insight/Burning Glass Occupation Data

\*Occupation on projected top 20 Ozark Region Top Openings list

+Occupation listed as Ozark Region Good Outlook Career in Career Grades

Within the sources of information for employment projections and in real-time data in job ads, we see many of the occupation titles repeated, especially in the Now and Next categories. Reviewing the data found in multiple sources helps to validate the need for these occupations.

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