

# 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.

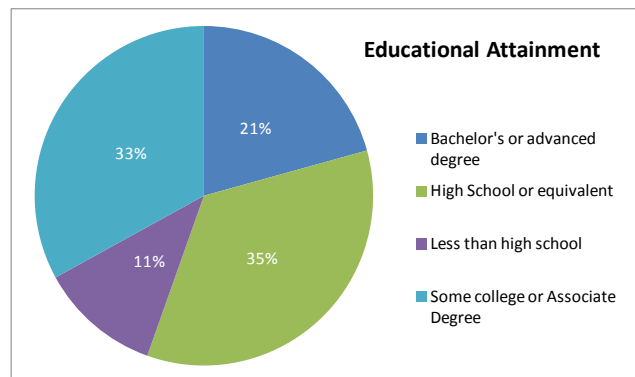
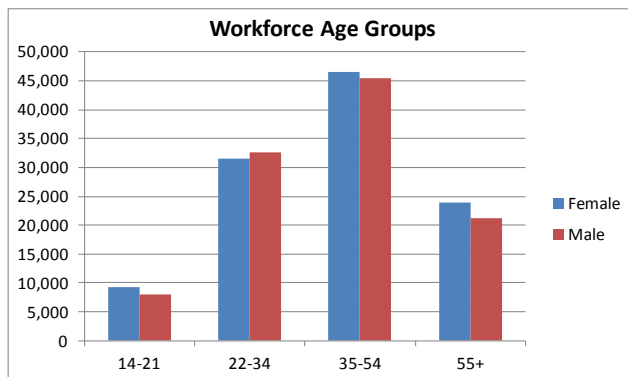
This region includes several major cities such as Springfield and Branson. Many of Missouri’s major highways cross through this region. Interstate 44 runs through the center of the region. In addition, Highway 60 and Highway 160 cross east/west through the region while Highway 65 runs north/south, allowing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

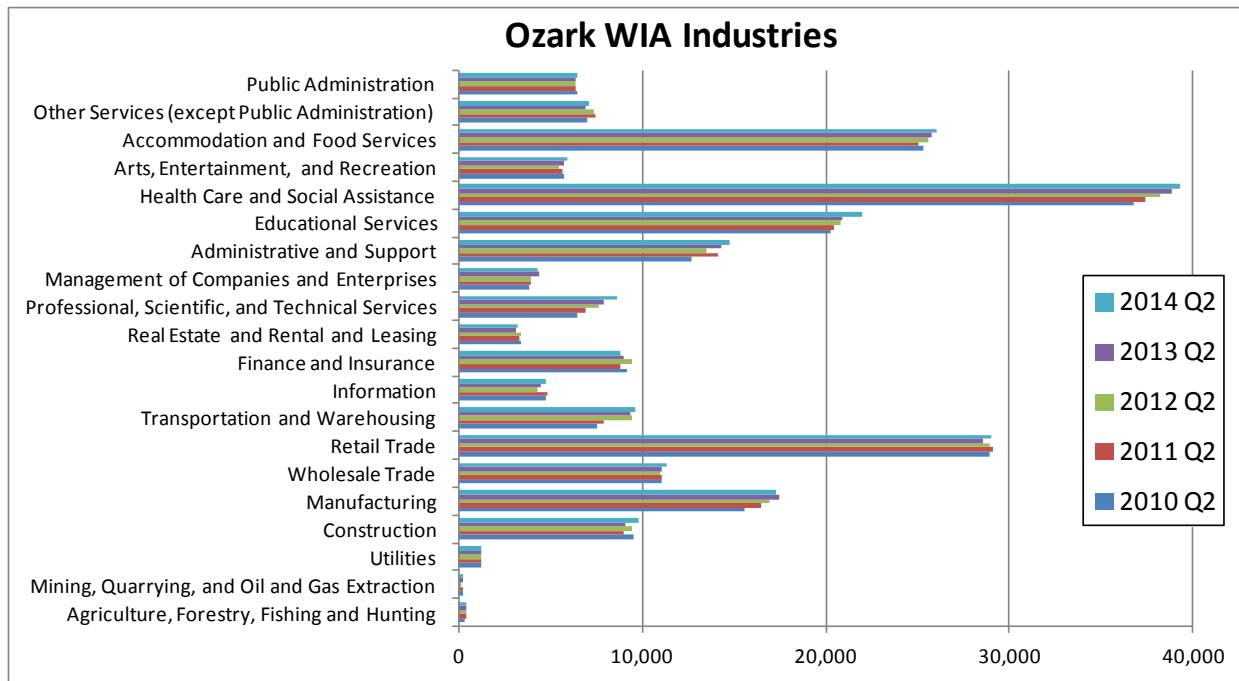
Source: US Census Bureau, Center for Economic Studies, LEHD, On the Map ([onthemap.ces.census.gov](http://onthemap.ces.census.gov))

## 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 (qwiexplorer.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 O 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 E X 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 A T E 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.

March 2015