



# Missouri Labor Supply & Demand Analysis

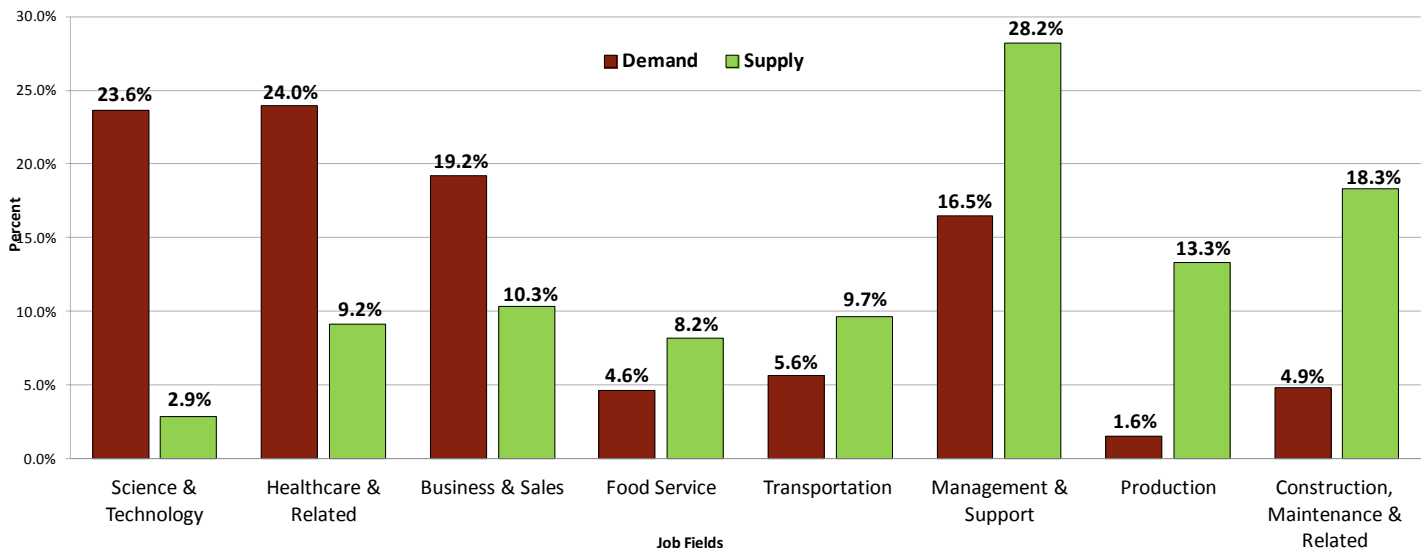
Sometimes there is a mismatch between the jobs people are seeking and the jobs employers are hiring for. This analysis takes job seeker information from people who registered with [jobs.mo.gov](http://jobs.mo.gov) in 2013, and compares that to employer job ads during the same time period. The research shows that, with training, employment opportunities exist that can bridge the gaps between labor supply and demand.

In 2013 there were 191,355 active job seekers in Missouri's workforce data system, 43% are registered in the unemployment insurance system. At the same time employers posted 167,454 online job ads according to postings from Burning Glass Technologies (see Notes). While no dataset can fully capture both markets, it does offer information about the relative gaps present in different job areas. Certain occupations are in high demand, with fewer people seeking them, whereas other jobs have a large supply but less job postings.

Reading from left to right, the chart below shows that jobs in *Science and Technology*, *Healthcare*, and *Business/Sales* are in high demand yet not enough job seekers are chasing those opportunities. These combined areas account for 67% of the job ads yet only 22% of job seekers are looking for these occupations. Top jobs in these fields include Software Developers, Retail Salespersons, and Registered Nurses.

From right to left, the chart indicates that a large percentage of job seekers are looking for work in *Construction/Related* and *Production* (32%) but less than 10% of postings are in these fields. Given steep job cuts across these sectors, that impacted the nation and states alike during the recession, it is not surprising that many people are looking for work in these areas to capitalize on previous experience. However, the analysis shows a lot of competition for these occupations whereas other areas offer better odds after training.

**Missouri Labor Supply and Demand - 2013**



## Labor Supply and Demand by State and Workforce Region

Missouri's largest supply and demand gaps were found in *Science & Technology*, *Healthcare*, and *Business/Sales*, each with large gaps. *Food Services* and *Transportation* occupations had smaller gaps of 4 percent indicating that these areas are more broadly aligned. The largest over supply gaps (>10%) were in *Construction/Related* and *Production* work.

| Missouri             | Total   | Science & Technology | Healthcare & Related | Business & Sales | Food Service | Transportation | Management & Support | Production | *CIMR  |
|----------------------|---------|----------------------|----------------------|------------------|--------------|----------------|----------------------|------------|--------|
| Number of Job Ads    | 167,454 | 39,582               | 40,109               | 32,192           | 7,752        | 9,434          | 27,642               | 2,597      | 8,146  |
| % of Job Ads         | 100.0%  | 23.6%                | 24.0%                | 19.2%            | 4.6%         | 5.6%           | 16.5%                | 1.6%       | 4.9%   |
| Number of Jobseekers | 191,355 | 5,476                | 17,541               | 19,733           | 15,664       | 18,484         | 53,933               | 25,451     | 35,072 |
| % of Jobs Sought     | 100.0%  | 2.9%                 | 9.2%                 | 10.3%            | 8.2%         | 9.7%           | 28.2%                | 13.3%      | 18.3%  |
| Gap                  | -       | 20.8%                | 14.8%                | 8.9%             | -3.6%        | -4.0%          | -11.7%               | -11.7%     | -13.5% |

\*Construction, Installation, Maintenance & Repair

### Kansas City & St. Louis

The *Science and Technology* gap was more pronounced in the state's two largest metros. Both areas had gaps above 20 percent, indicating a large demand for jobs that are not being pursued. The largest over supply was in *Construction/Related* and *Management/Support* occupations.

| KC WIA               | Total  | Science & Technology | Healthcare & Related | Business & Sales | Food Service | Transportation & Material Moving | Production | *CIMR  | Management & Office Support |
|----------------------|--------|----------------------|----------------------|------------------|--------------|----------------------------------|------------|--------|-----------------------------|
| Number of Job Ads    | 43,519 | 10,356               | 10,422               | 7,906            | 2,087        | 2,631                            | 588        | 2,198  | 7,331                       |
| % of Job Ads         | 100.0% | 23.8%                | 23.9%                | 18.2%            | 4.8%         | 6.0%                             | 1.4%       | 5.1%   | 16.8%                       |
| Number of Jobseekers | 28,832 | 950                  | 2,875                | 2,903            | 1,982        | 2,834                            | 3,376      | 4,696  | 9,216                       |
| % of Jobs Sought     | 100.0% | 3.3%                 | 10.0%                | 10.1%            | 6.9%         | 9.8%                             | 11.7%      | 16.3%  | 32.0%                       |
| Gap                  | -      | 20.5%                | 14.0%                | 8.1%             | -2.1%        | -3.8%                            | -10.4%     | -11.2% | -15.1%                      |

| St. Louis WIA        | Total  | Science & Technology | Business & Sales | Healthcare & Related | Food Service | Transportation & Material Moving | Production | Management & Office Support | *CIMR  |
|----------------------|--------|----------------------|------------------|----------------------|--------------|----------------------------------|------------|-----------------------------|--------|
| Number of Job Ads    | 73,462 | 23,022               | 16,132           | 11,569               | 2,639        | 2,647                            | 879        | 14,280                      | 2,294  |
| % of Job Ads         | 100.0% | 31.3%                | 22.0%            | 15.7%                | 3.6%         | 3.6%                             | 1.2%       | 19.4%                       | 3.1%   |
| Number of Jobseekers | 57,042 | 2,044                | 6,219            | 5,450                | 4,629        | 5,379                            | 6,176      | 16,887                      | 10,258 |
| % of Jobs Sought     | 100.0% | 3.6%                 | 10.9%            | 9.6%                 | 8.1%         | 9.4%                             | 10.8%      | 29.6%                       | 18.0%  |
| Gap                  | -      | 27.8%                | 11.1%            | 6.2%                 | -4.5%        | -5.8%                            | -9.6%      | -10.2%                      | -14.9% |

\*Construction, Installation, Maintenance & Repair

### Other Workforce Areas

Other areas of the state had large gaps for *Healthcare* positions ranging from 15.8% in the Central Workforce Investment Area (WIA) up to 52% in the South Central WIA. *Science and Technology* jobs were also in demand and generally there were over supplies in *Construction/Related*, *Management/Support*, and *Production*.

| Central WIA          | Total  | Healthcare & Related | Science & Technology | Business & Sales | Transportation & Material Moving | Food Service | Management & Office Support | Production | *CIMR  |
|----------------------|--------|----------------------|----------------------|------------------|----------------------------------|--------------|-----------------------------|------------|--------|
| Number of Job Ads    | 11,574 | 2,858                | 2,077                | 2,204            | 1,234                            | 688          | 1,535                       | 213        | 765    |
| % of Job Ads         | 100.0% | 24.7%                | 17.9%                | 19.0%            | 10.7%                            | 5.9%         | 13.3%                       | 1.8%       | 6.6%   |
| Number of Jobseekers | 21,367 | 1,892                | 586                  | 1,970            | 1,910                            | 2,046        | 5,330                       | 2,959      | 4,675  |
| % of Jobs Sought     | 100.0% | 8.9%                 | 2.7%                 | 9.2%             | 8.9%                             | 9.6%         | 24.9%                       | 13.8%      | 21.9%  |
| Gap                  | -      | 15.8%                | 15.2%                | 9.8%             | 1.7%                             | -3.6%        | -11.7%                      | -12.0%     | -15.3% |

| NE WIA               | Total  | Healthcare & Related | Science & Technology | Business & Sales | Transportation & Material Moving | Food Service | Production | Management & Office Support | *CIMR  |
|----------------------|--------|----------------------|----------------------|------------------|----------------------------------|--------------|------------|-----------------------------|--------|
| Number of Job Ads    | 3,706  | 1,580                | 353                  | 375              | 421                              | 244          | 83         | 400                         | 250    |
| % of Job Ads         | 100.0% | 42.6%                | 9.5%                 | 10.1%            | 11.4%                            | 6.6%         | 2.2%       | 10.8%                       | 6.7%   |
| Number of Jobseekers | 8,623  | 737                  | 212                  | 703              | 882                              | 568          | 1,302      | 2,129                       | 2,091  |
| % of Jobs Sought     | 100.0% | 8.5%                 | 2.5%                 | 8.2%             | 10.2%                            | 6.6%         | 15.1%      | 24.7%                       | 24.3%  |
| Gap                  | -      | 34.1%                | 7.1%                 | 2.0%             | 1.1%                             | 0.0%         | -12.9%     | -13.9%                      | -17.5% |

\*Construction, Installation, Maintenance & Repair

| NW WIA               |              | Healthcare & Related | Science & Technology | *CIMR | Business & Sales | Transportation & Material Moving | Food Service | Management & Office Support | Production |
|----------------------|--------------|----------------------|----------------------|-------|------------------|----------------------------------|--------------|-----------------------------|------------|
|                      | <b>Total</b> |                      |                      |       |                  |                                  |              |                             |            |
| Number of Job Ads    | 4,909        | 1,689                | 438                  | 466   | 643              | 706                              | 337          | 520                         | 110        |
| % of Job Ads         | 100.0%       | 34.4%                | 8.9%                 | 9.5%  | 13.1%            | 14.4%                            | 6.9%         | 10.6%                       | 2.2%       |
| Number of Jobseekers | 7,091        | 756                  | 205                  | 265   | 728              | 897                              | 568          | 2,116                       | 1,557      |
| % of Jobs Sought     | 100.0%       | 10.7%                | 2.9%                 | 3.7%  | 10.3%            | 12.7%                            | 8.0%         | 29.8%                       | 22.0%      |
| Gap                  | -            | 23.8%                | 6.0%                 | 5.8%  | 2.8%             | 1.7%                             | -1.1%        | -19.2%                      | -19.7%     |

| Ozark WIA            |              | Healthcare & Related | Science & Technology | Business & Sales | Food Service | Transportation & Material Moving | Production | *CIMR  | Management & Office Support |
|----------------------|--------------|----------------------|----------------------|------------------|--------------|----------------------------------|------------|--------|-----------------------------|
|                      | <b>Total</b> |                      |                      |                  |              |                                  |            |        |                             |
| Number of Job Ads    | 13,762       | 5,573                | 1,945                | 2,495            | 540          | 105                              | 216        | 890    | 1,998                       |
| % of Job Ads         | 100.0%       | 40.5%                | 14.1%                | 18.1%            | 3.9%         | 0.8%                             | 1.6%       | 6.5%   | 14.5%                       |
| Number of Jobseekers | 24,017       | 1,866                | 584                  | 3,007            | 2,450        | 2,151                            | 2,506      | 4,313  | 7,140                       |
| % of Jobs Sought     | 100.0%       | 7.8%                 | 2.4%                 | 12.5%            | 10.2%        | 9.0%                             | 10.4%      | 18.0%  | 29.7%                       |
| Gap                  | -            | 32.7%                | 11.7%                | 5.6%             | -6.3%        | -8.2%                            | -8.9%      | -11.5% | -15.2%                      |

| SC WIA               |              | Healthcare & Related | Business & Sales | Science & Technology | Food Service | Transportation & Material Moving | *CIMR  | Production | Management & Office Support |
|----------------------|--------------|----------------------|------------------|----------------------|--------------|----------------------------------|--------|------------|-----------------------------|
|                      | <b>Total</b> |                      |                  |                      |              |                                  |        |            |                             |
| Number of Job Ads    | 2,250        | 1,376                | 258              | 42                   | 113          | 112                              | 129    | 39         | 181                         |
| % of Job Ads         | 100.0%       | 61.2%                | 11.5%            | 1.9%                 | 5.0%         | 5.0%                             | 5.7%   | 1.7%       | 8.0%                        |
| Number of Jobseekers | 8,057        | 721                  | 798              | 138                  | 570          | 823                              | 1,550  | 1,307      | 2,150                       |
| % of Jobs Sought     | 100.0%       | 9.0%                 | 9.9%             | 1.7%                 | 7.1%         | 10.2%                            | 19.2%  | 16.2%      | 26.7%                       |
| Gap                  | -            | 52.2%                | 1.6%             | 0.2%                 | -2.0%        | -5.2%                            | -13.5% | -14.5%     | -18.6%                      |

| SE WIA               |              | Healthcare & Related | Business & Sales | Science & Technology | Food Service | Transportation & Material Moving | Management & Office Support | *CIMR  | Production |
|----------------------|--------------|----------------------|------------------|----------------------|--------------|----------------------------------|-----------------------------|--------|------------|
|                      | <b>Total</b> |                      |                  |                      |              |                                  |                             |        |            |
| Number of Job Ads    | 4,710        | 1,878                | 807              | 347                  | 383          | 424                              | 523                         | 242    | 106        |
| % of Job Ads         | 100.0%       | 39.9%                | 17.1%            | 7.4%                 | 8.1%         | 9.0%                             | 11.1%                       | 5.1%   | 2.3%       |
| Number of Jobseekers | 16,298       | 1,615                | 1,531            | 279                  | 1,263        | 1,676                            | 3,996                       | 3,164  | 2,772      |
| % of Jobs Sought     | 100%         | 10%                  | 9%               | 2%                   | 8%           | 10%                              | 25%                         | 19%    | 17%        |
| Gap                  | -            | 30.0%                | 7.7%             | 5.7%                 | 0.4%         | -1.3%                            | -13.4%                      | -14.3% | -14.8%     |

| SW WIA               |              | Healthcare & Related | Science & Technology | Transportation & Material Moving | Business & Sales | Food Service | *CIMR  | Production | Management & Office Support |
|----------------------|--------------|----------------------|----------------------|----------------------------------|------------------|--------------|--------|------------|-----------------------------|
|                      | <b>Total</b> |                      |                      |                                  |                  |              |        |            |                             |
| Number of Job Ads    | 6,042        | 1,864                | 686                  | 916                              | 911              | 370          | 474    | 222        | 599                         |
| % of Job Ads         | 100.0%       | 30.9%                | 11.4%                | 15.2%                            | 15.1%            | 6.1%         | 7.8%   | 3.7%       | 9.9%                        |
| Number of Jobseekers | 10,818       | 767                  | 274                  | 1,064                            | 1,097            | 811          | 2,030  | 1,980      | 2,796                       |
| % of Jobs Sought     | 100.0%       | 7.1%                 | 2.5%                 | 9.8%                             | 10.1%            | 7.5%         | 18.8%  | 18.3%      | 25.8%                       |
| Gap                  | -            | 23.8%                | 8.8%                 | 5.3%                             | 4.9%             | -1.4%        | -10.9% | -14.6%     | -15.9%                      |

| WC WIA               |              | Healthcare & Related | Science & Technology | Business & Sales | Food Service | Transportation & Material Moving | *CIMR | Production | Management & Office Support |
|----------------------|--------------|----------------------|----------------------|------------------|--------------|----------------------------------|-------|------------|-----------------------------|
|                      | <b>Total</b> |                      |                      |                  |              |                                  |       |            |                             |
| Number of Job Ads    | 3,520        | 1,300                | 316                  | 461              | 351          | 238                              | 438   | 141        | 275                         |
| % of Job Ads         | 100.0%       | 36.9%                | 9.0%                 | 13.1%            | 10.0%        | 6.8%                             | 12.4% | 4.0%       | 7.8%                        |
| Number of Jobseekers | 9,210        | 863                  | 204                  | 777              | 778          | 868                              | 2,029 | 1,516      | 2,174                       |
| % of Jobs Sought     | 100.0%       | 9.4%                 | 2.2%                 | 8.4%             | 8.4%         | 9.4%                             | 22.0% | 16.5%      | 23.6%                       |
| Gap                  | -            | 27.6%                | 6.8%                 | 4.7%             | 1.5%         | -2.7%                            | -9.6% | -12.5%     | -15.8%                      |

\*Construction, Installation, Maintenance & Repair

Notes:

Burning Glass Technologies, Labor/Insight tool: Data for this analysis has been extracted using Burning Glass Technologies, Labor/Insight™ tool that collects information from over 17,000 web sources, including job boards, newspapers, large and small employer websites. Missouri Economic Research and Information Center (MERIC) uses this data to compile and publish reports for the State and Labor Market Regions. While this analysis presents a broad picture of hiring activity and serves as a measure of labor demand, it does not capture openings that are filled through other networks.



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