2 Arkansas Counties

Contents

Report Parameters 1
Economy Overview 2
Unemployment by Demographics 4
Historic & Projected Trends 8
Population Characteristics 12
Inbound and Outbound Migration 14
Industry Characteristics 16
Business Characteristics 21
Workforce Characteristics 23
Educational Pipeline 29
In-Demand Skills 30

Report Parameters

2 Counties

5005	Baxter County, AR
5089	Marion County, AR

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

61,060

Population (2024)

Population **grew by 2,437** over the last 5 years and is projected to **grow by 2,380** over the next 5 years.

22,054

Total Regional Employment

Jobs **grew by 780** over the last 5 years and are projected to **grow by 925** over the next 5 years.

$51.7K

Avg. Earnings Per Job (2024)

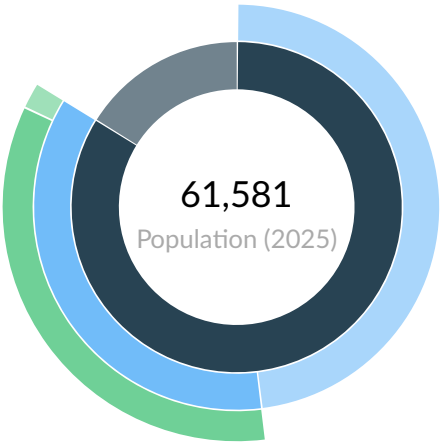
Regional average earnings per job are **$33.3K below** the national average earnings of $85.0K per job.

Takeaways

- As of 2024 the region's population **increased by 4.2%** since 2019, growing by 2,437. Population is expected to **increase by 3.9%** between 2024 and 2029, adding 2,380.
- From 2019 to 2024, jobs **increased by 3.7%** in 2 Arkansas Counties from 21,273 to **22,054**. This change **fell short of the national growth rate of 3.9% by 0.2%**. As the number of jobs increased, the **labor force participation rate decreased from 46.4% to 44.9% between 2019 and 2024**.
- Concerning educational attainment, **11.7% of the selected regions' residents possess a Bachelor's Degree** (9.7% below the national average), and **11.6% hold an Associate's Degree** (2.7% above the national average).
- The top three industries in 2024 are General Medical and Surgical Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

	Population (2025)	Labor Force (Feb 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	61,581	22,051	22,054	89.5	$2.28B	$3.32B	$2.49B
State	3,107,011	1,416,575	1,465,252	90.5	$176.73B	$195.77B	$211.45B

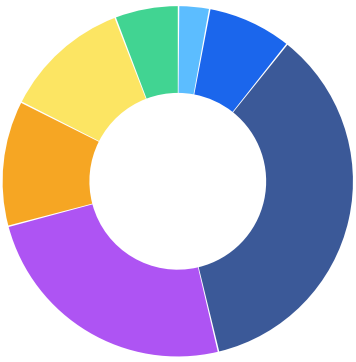
Feb 2025 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	51,577
Not in Labor Force (16+)	29,526
Labor Force	22,051
Employed	20,927
Unemployed	1,124
Under 16, Military, and institutionalized Population	10,004

Educational Attainment

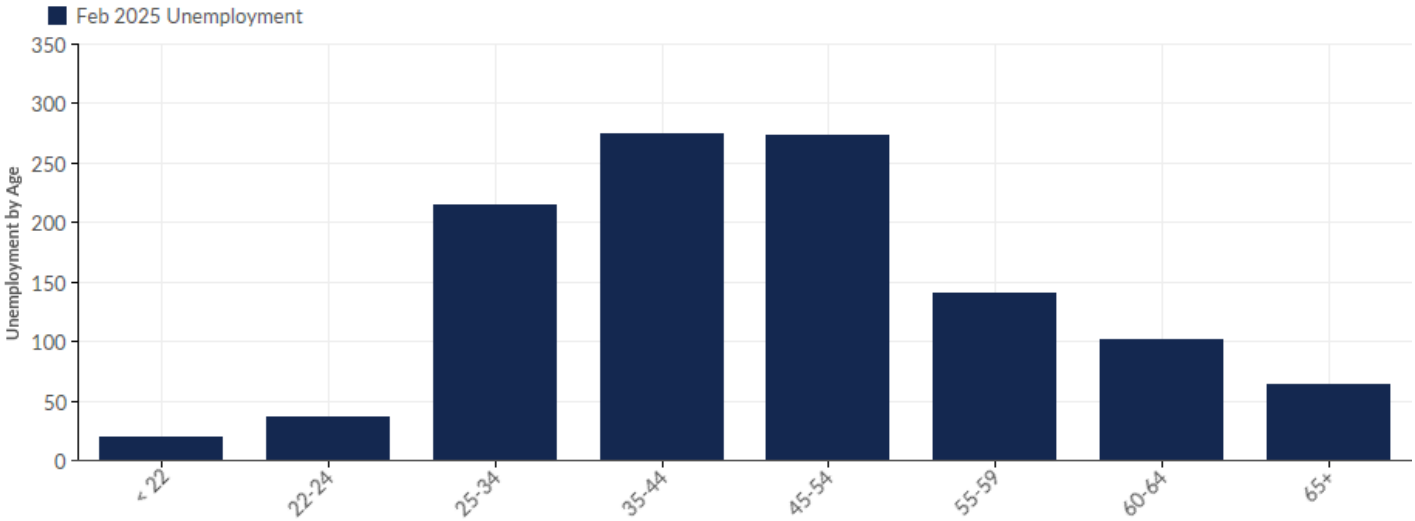
Concerning educational attainment, **11.7% of the selected regions' residents possess a Bachelor's Degree** (9.7% below the national average), and **11.6% hold an Associate's Degree** (2.7% above the national average).



	% of Population	Population
Less Than 9th Grade	2.9%	1,331
9th Grade to 12th Grade	7.8%	3,629
High School Diploma	35.6%	16,590
Some College	24.6%	11,475
Associate's Degree	11.6%	5,405
Bachelor's Degree	11.7%	5,475
Graduate Degree and Higher	5.9%	2,743

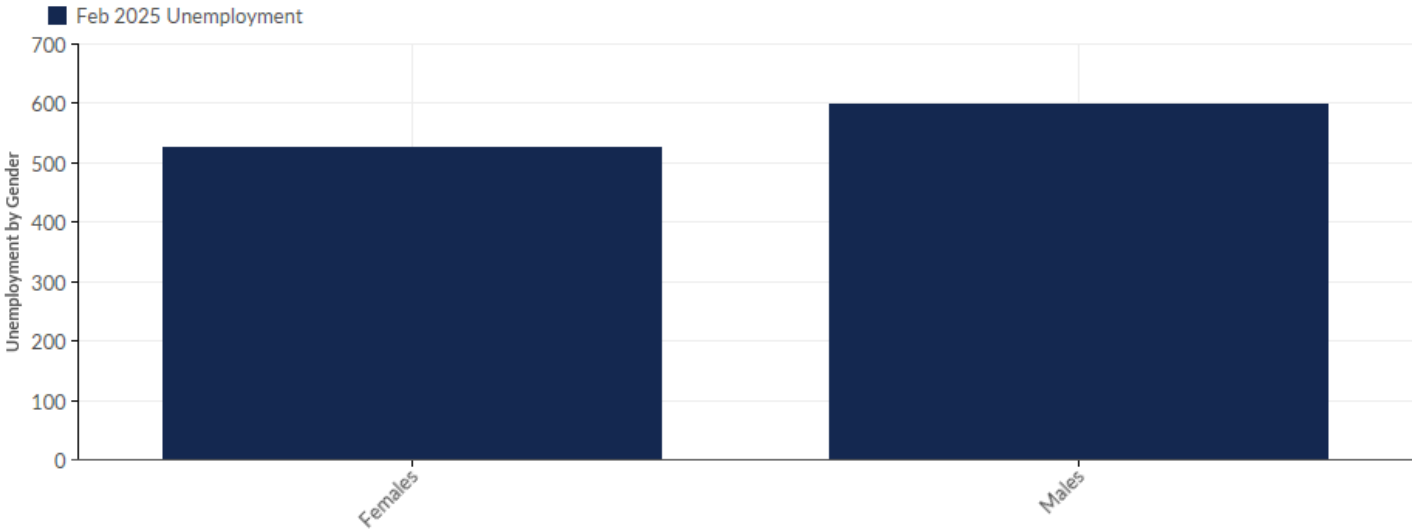
Unemployment by Demographics

Unemployment by Age



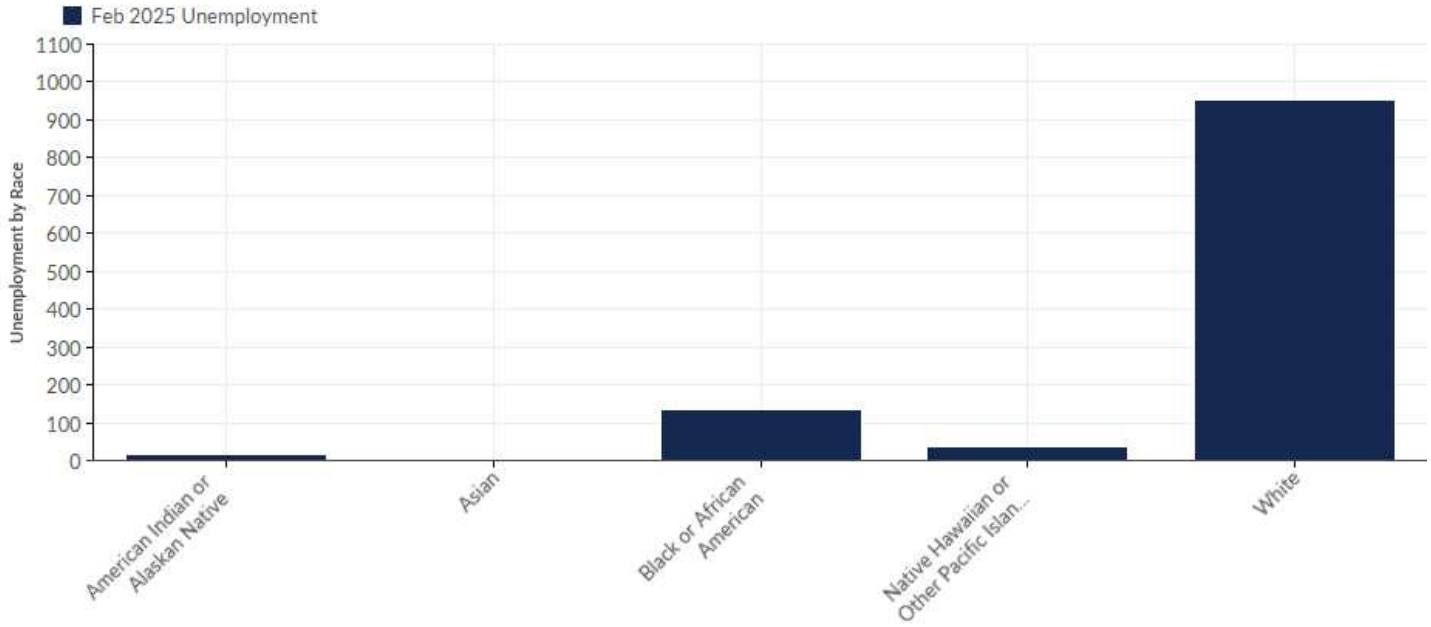
Age		Unemployment (Feb 2025)	% of Unemployed
< 22		20	1.78%
22-24		36	3.20%
25-34		215	19.13%
35-44		275	24.47%
45-54		273	24.29%
55-59		140	12.46%
60-64		101	8.99%
65+		64	5.69%
	Total	1,124	100.00%

Unemployment by Gender



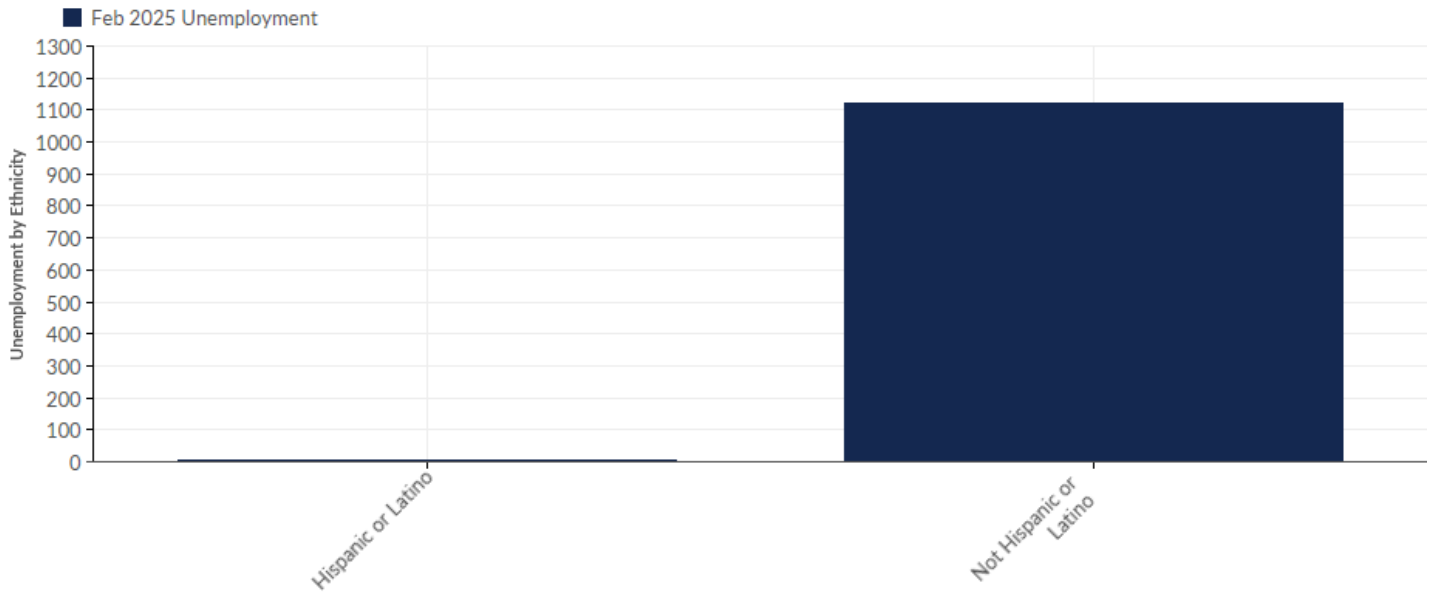
Gender		Unemployment (Feb 2025)	% of Unemployed
Females		525	46.71%
Males		599	53.29%
	Total	1,124	100.00%

Unemployment by Race



Race	Unemployment (Feb 2025)	% of Unemployed
American Indian or Alaskan Native	14	1.25%
Asian	1	0.09%
Black or African American	129	11.48%
Native Hawaiian or Other Pacific Islander	33	2.94%
White	947	84.25%
Total	1,124	100.00%

Unemployment by Ethnicity

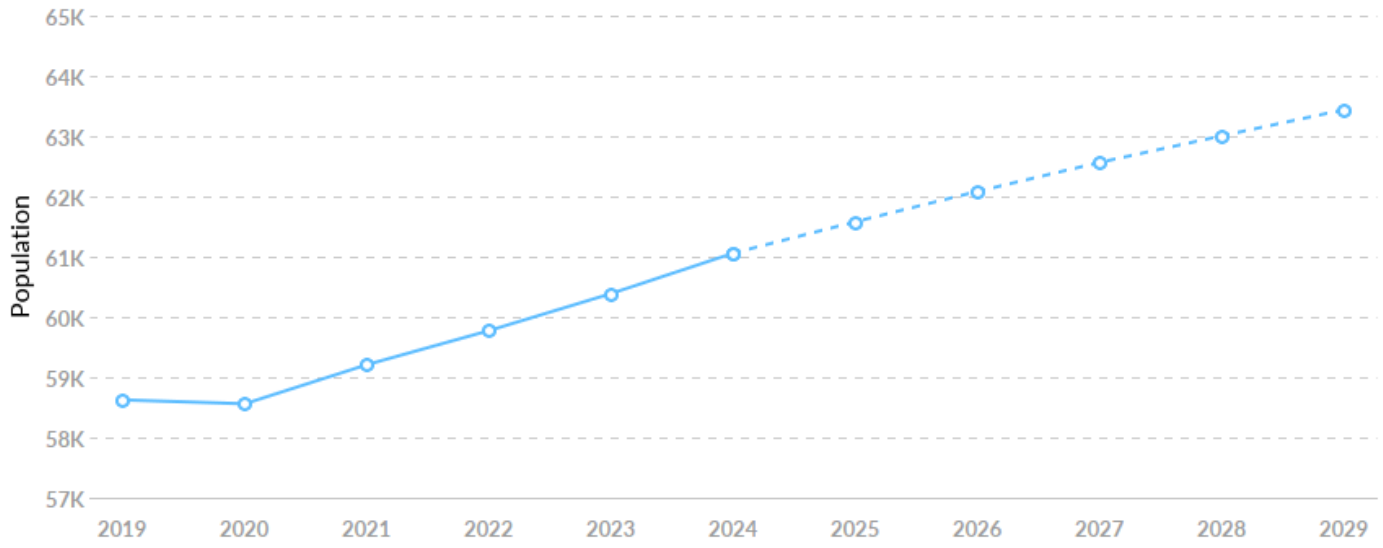


Ethnicity		Unemployment (Feb 2025)	% of Unemployed
Hispanic or Latino		4	0.36%
Not Hispanic or Latino		1,120	99.64%
	Total	1,124	100.00%

Historic & Projected Trends

Population Trends

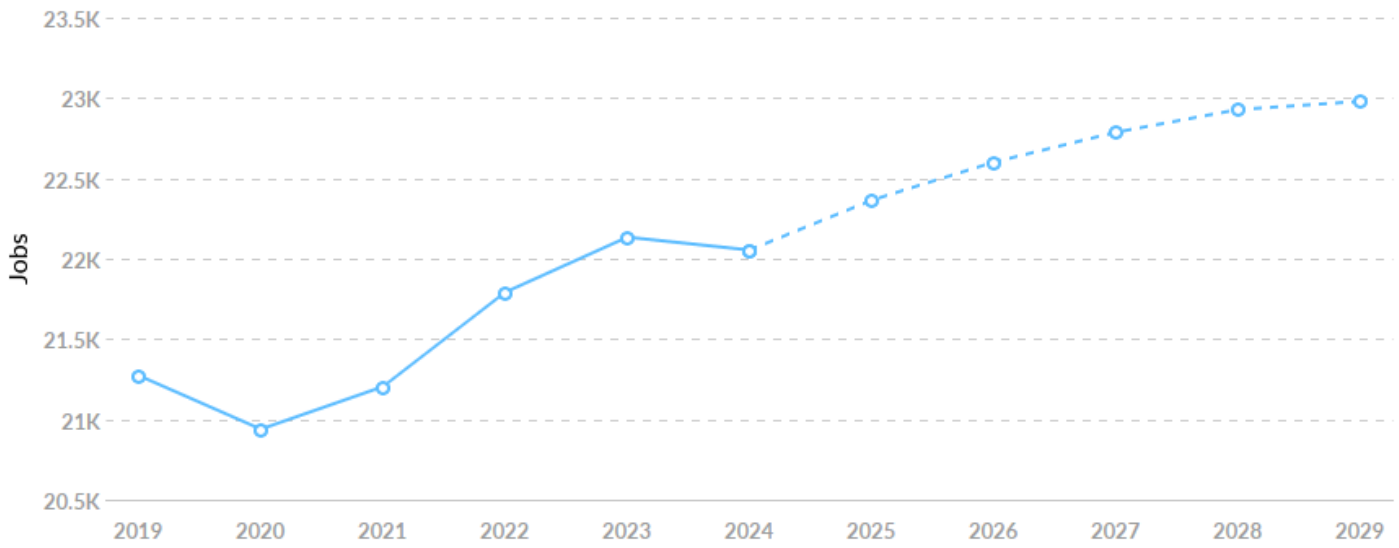
As of 2024 the region's population **increased by 4.2%** since 2019, growing by 2,437. Population is expected to **increase by 3.9%** between 2024 and 2029, adding 2,380.



Timeframe	Population
2019	58,623
2020	58,559
2021	59,208
2022	59,774
2023	60,389
2024	61,060
2025	61,581
2026	62,085
2027	62,566
2028	63,007
2029	63,440

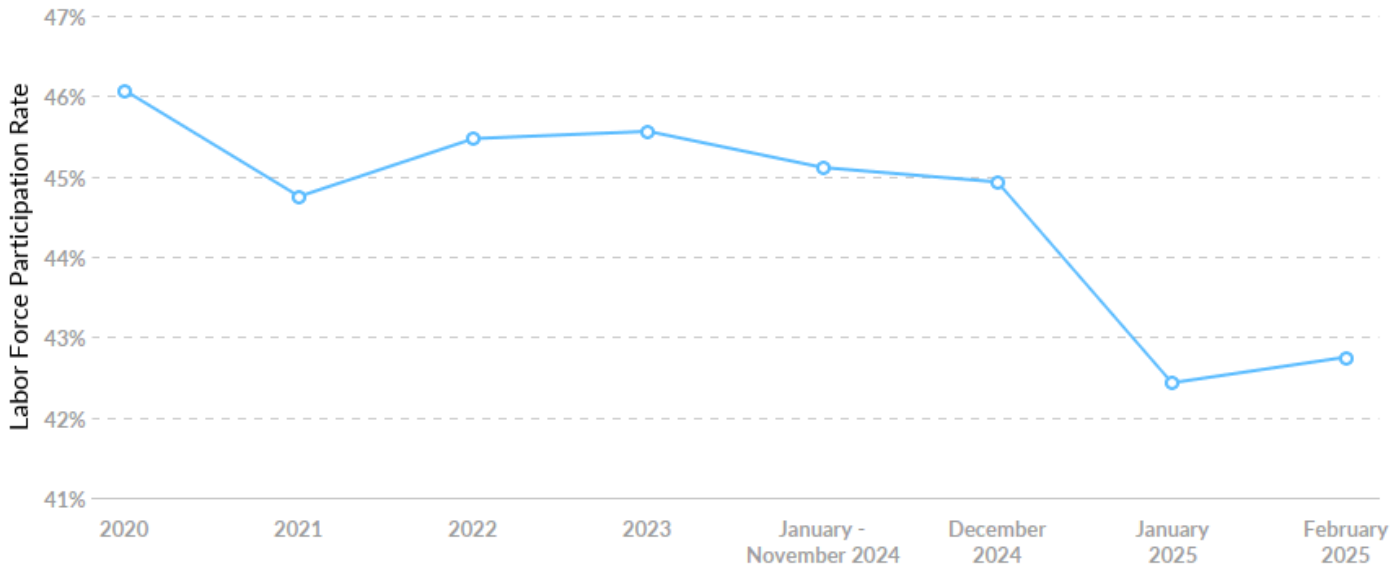
Job Trends

From 2019 to 2024, jobs **increased by 3.7%** in 2 Arkansas Counties from 21,273 to **22,054**. This change **fell short of the national growth rate of 3.9% by 0.2%**.



Timeframe	Jobs
2019	21,273
2020	20,939
2021	21,204
2022	21,791
2023	22,134
2024	22,054
2025	22,364
2026	22,601
2027	22,787
2028	22,928
2029	22,979

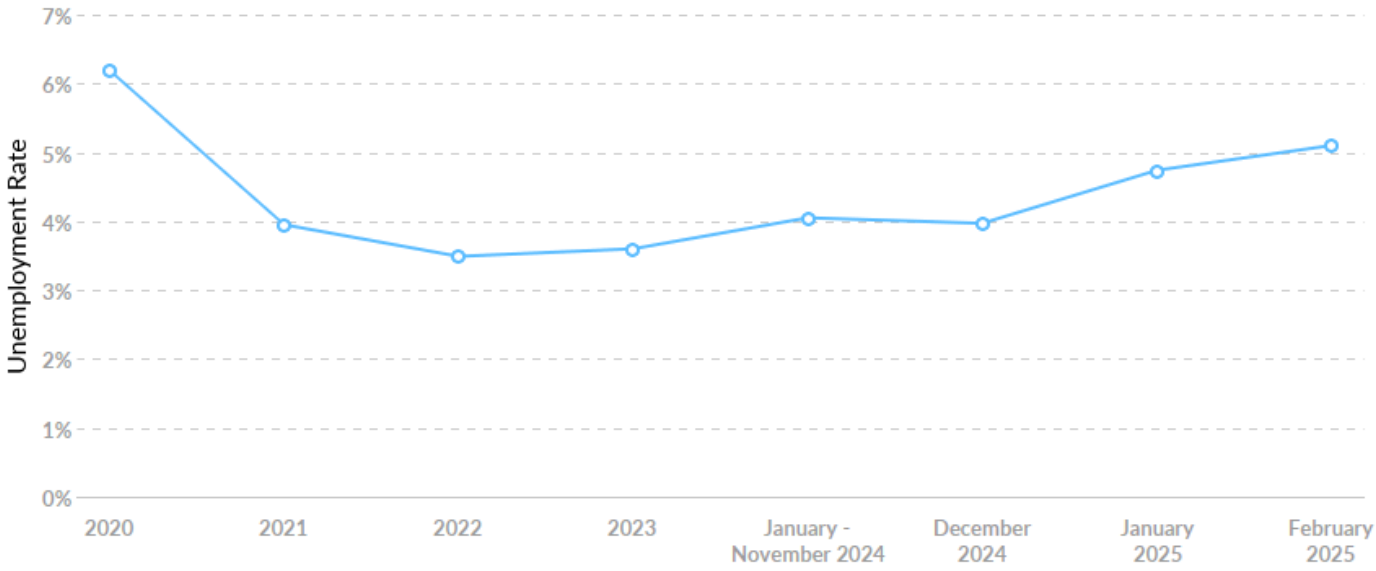
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	46.07%
2021	44.75%
2022	45.47%
2023	45.56%
January - November 2024	45.11%
December 2024	44.93%
January 2025	42.43%
February 2025	42.75%

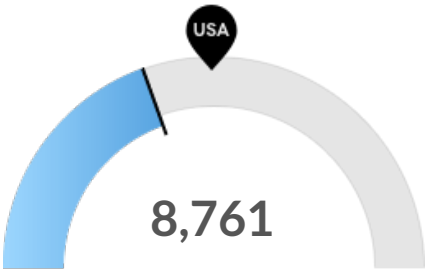
Unemployment Rate Trends

Your areas had a February 2025 unemployment rate of 5.10%, **decreasing from 6.19%** 5 years before.



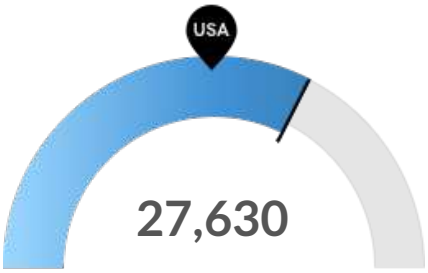
Timeframe	Unemployment Rate
2020	6.19%
2021	3.95%
2022	3.49%
2023	3.60%
January - November 2024	4.05%
December 2024	3.97%
January 2025	4.74%
February 2025	5.10%

Population Characteristics



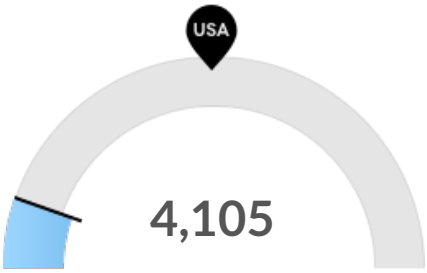
Millennials

Your area has 8,761 millennials (ages 25-39). The national average for an area this size is 12,270.



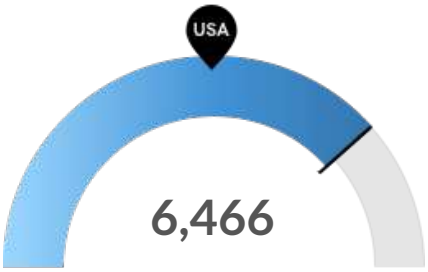
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 18,230 people 55 or older, while there are 27,630 here.



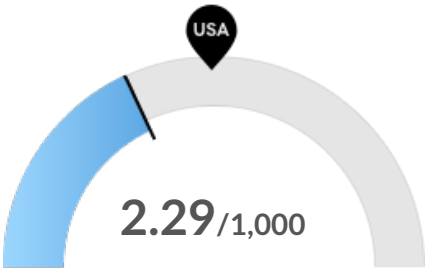
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 25,150 racially diverse people, while there are 4,105 here.



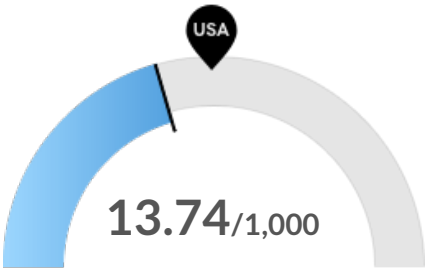
Veterans

Your area has 6,466 veterans. The national average for an area this size is 3,056.



Violent Crime

Your area has 2.29 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

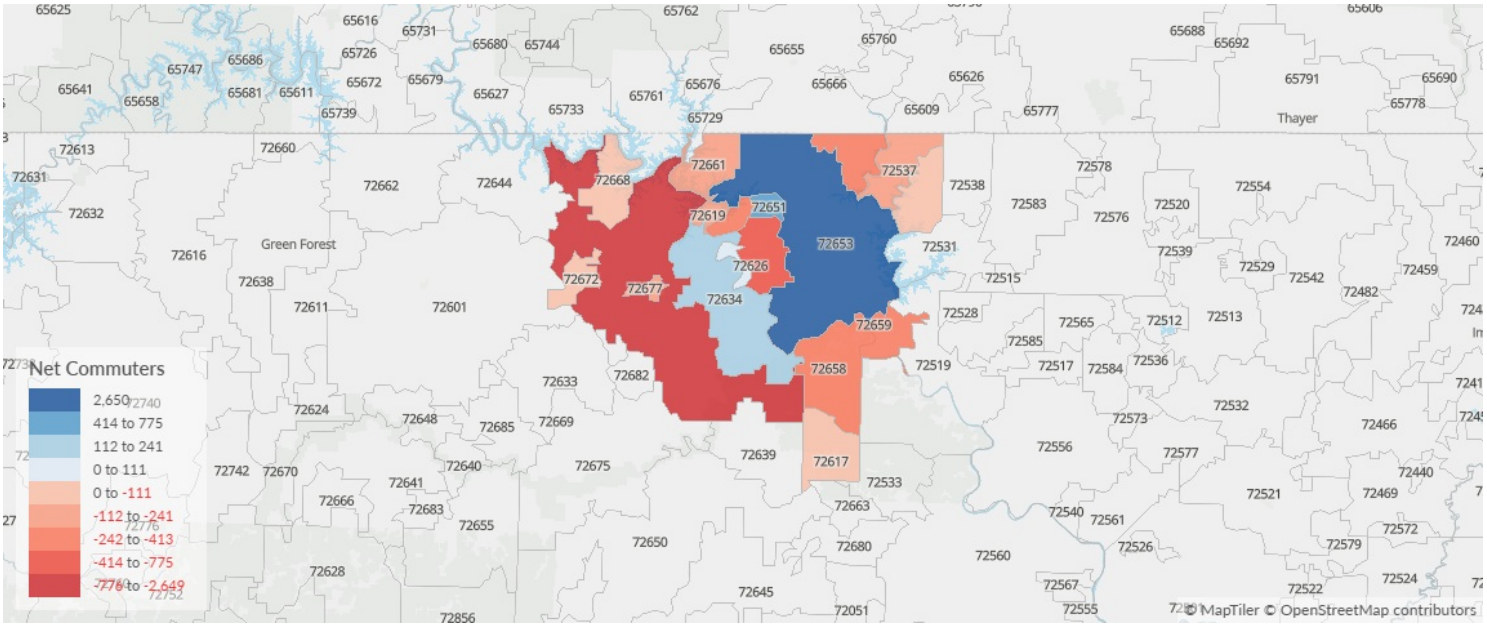


Property Crime

Your area has 13.74 property crimes per 1,000 people. The national rate is 18.02 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2024 Employment
72653	Mountain Home, AR (in ...	14,288
72634	Flippin, AR (in Marion c...	1,889
72687	Yellville, AR (in Marion c...	1,238
72635	Gassville, AR (in Baxter ...	1,075
72651	Midway, AR (in Baxter c...	915

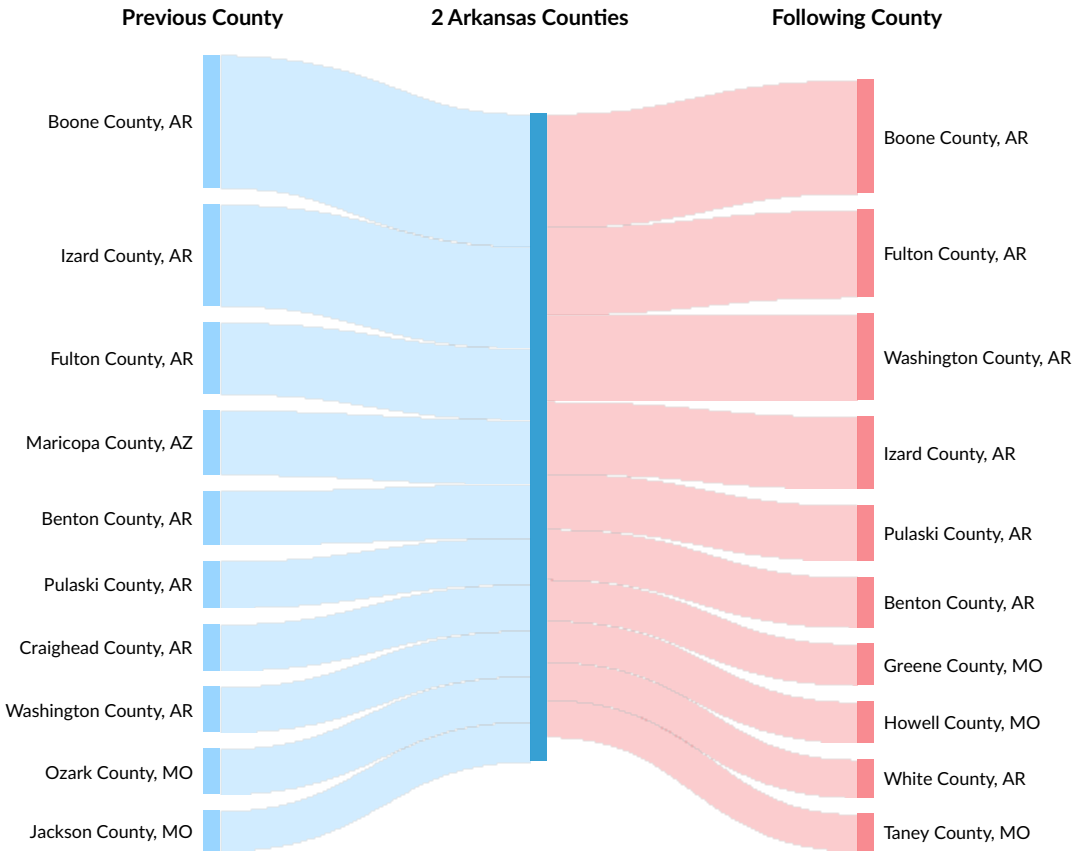
Where Talent Lives

ZIP	Name	2024 Workers
72653	Mountain Home, AR (in ...	11,638
72687	Yellville, AR (in Marion c...	2,014
72634	Flippin, AR (in Marion c...	1,777
72635	Gassville, AR (in Baxter ...	1,596
72642	Lakeview, AR (in Baxter ...	804

Inbound and Outbound Migration

The table below analyzes past and current residents of 2 Arkansas Counties. The left column shows residents of other counties migrating to 2 Arkansas Counties. The right column shows residents migrating from 2 Arkansas Counties to other counties.

As of 2022, 120 people have migrated from Boone County, AR to 2 Arkansas Counties. In the same year, 102 people left 2 Arkansas Counties migrating to Boone County, AR. The total Net Migration for 2 Arkansas Counties in 2022 was 1,076.



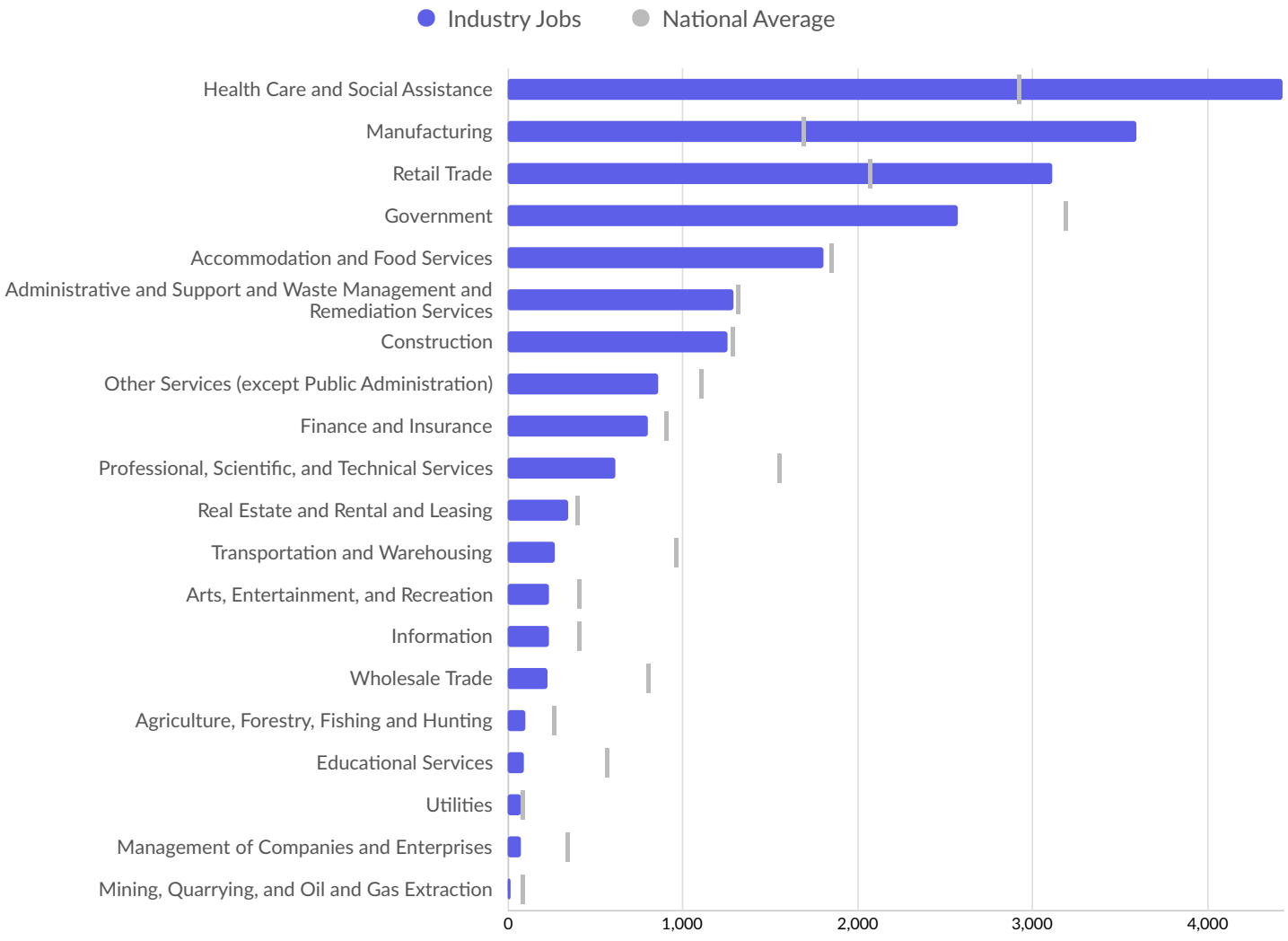
Top Previous Counties	Migrations
Boone County, AR	120
Izard County, AR	92
Fulton County, AR	65
Maricopa County, AZ	58
Benton County, AR	48
Pulaski County, AR	42

Top Previous Counties	Migrations
Craighead County, AR	42
Washington County, AR	41
Ozark County, MO	41
Jackson County, MO	36
Independence County, AR	36
St. Louis County, MO	35
Faulkner County, AR	34
Montgomery County, TX	34
Oklahoma County, OK	34

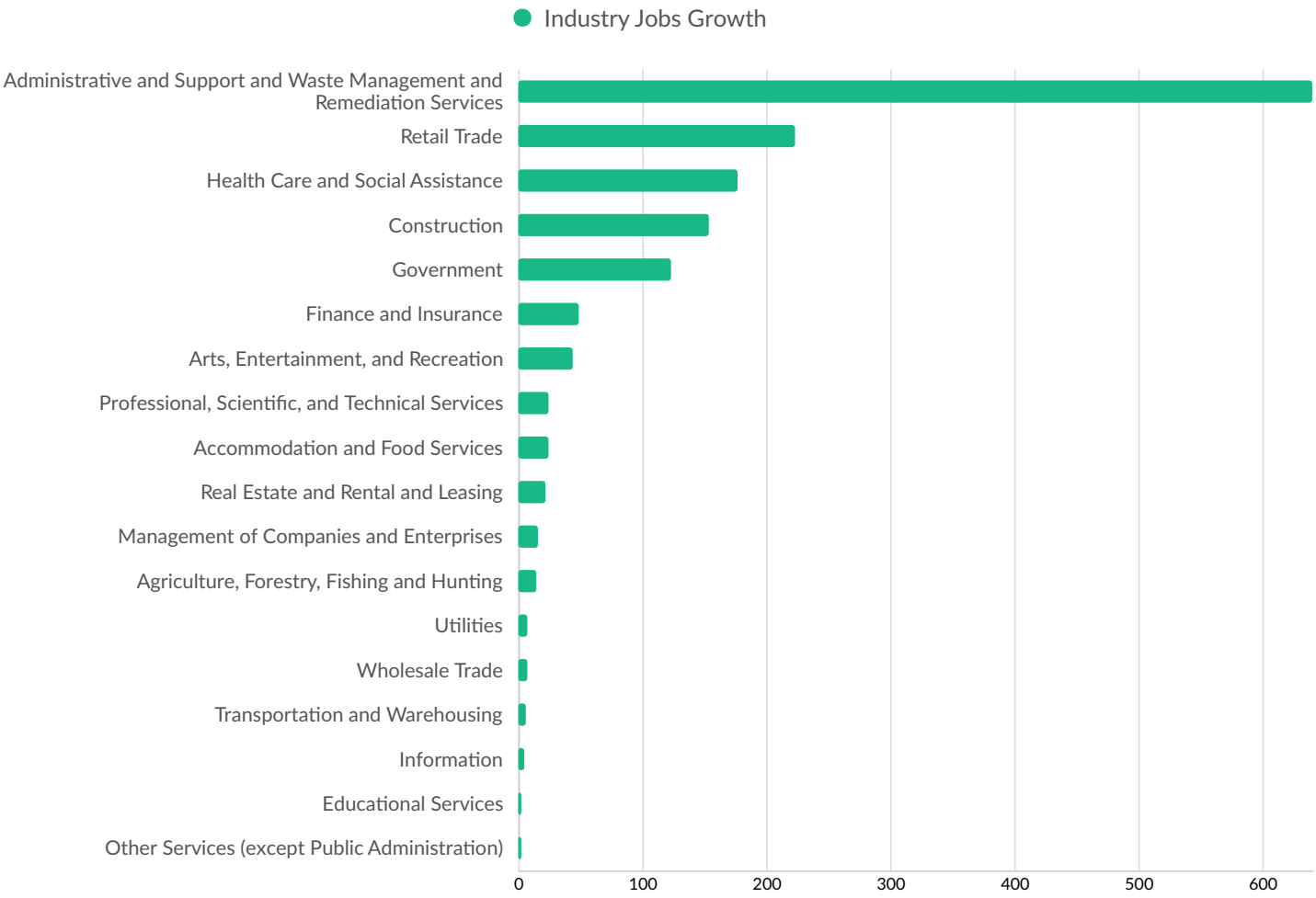
Top Following Counties	Migrations
Boone County, AR	102
Fulton County, AR	79
Washington County, AR	78
Izard County, AR	65
Pulaski County, AR	50
Benton County, AR	45
Greene County, MO	37
Howell County, MO	37
White County, AR	34
Taney County, MO	33
Comanche County, OK	33
Collin County, TX	32
DuPage County, IL	30
Coryell County, TX	30
Craighead County, AR	26

Industry Characteristics

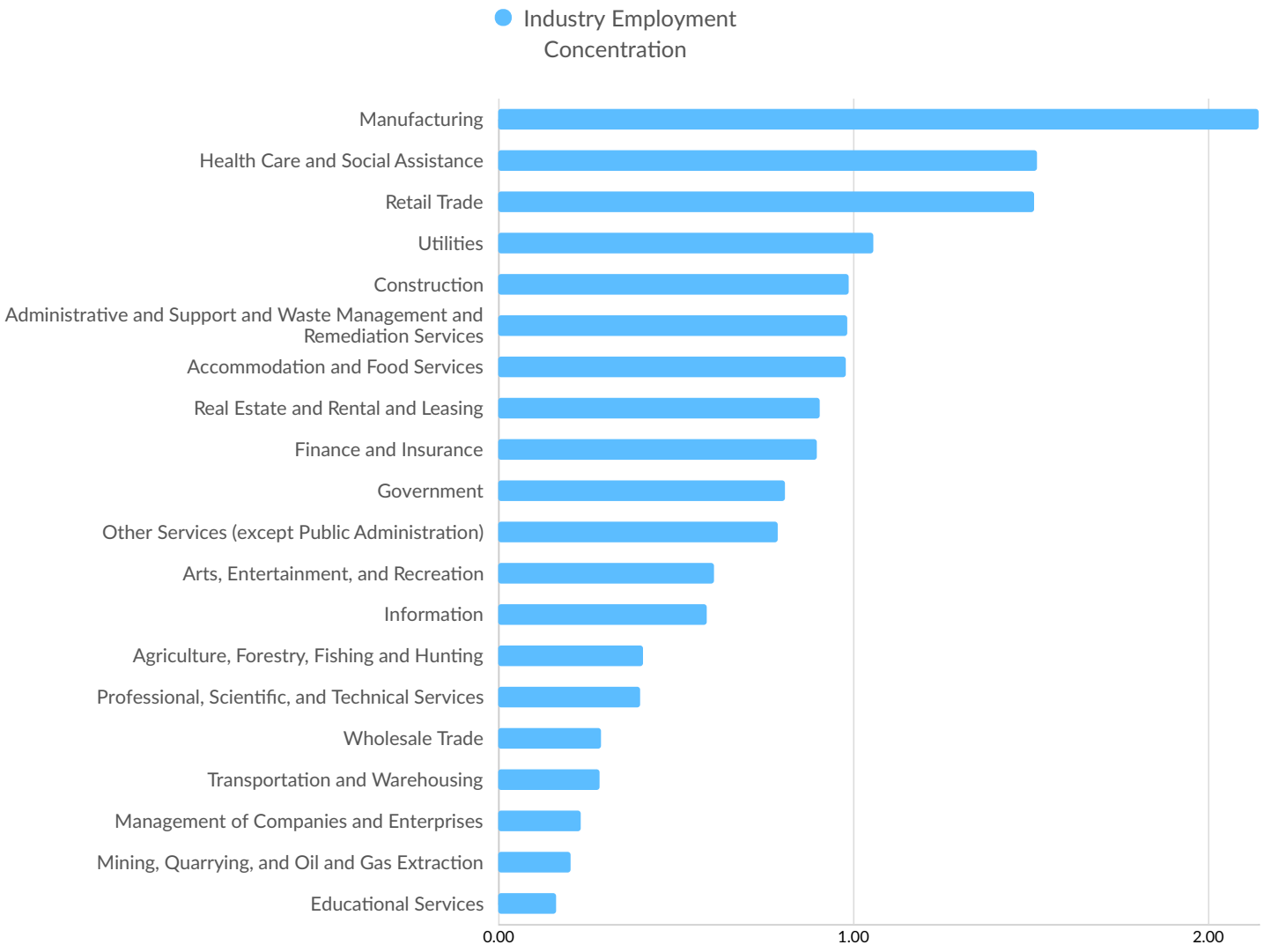
Largest Industries



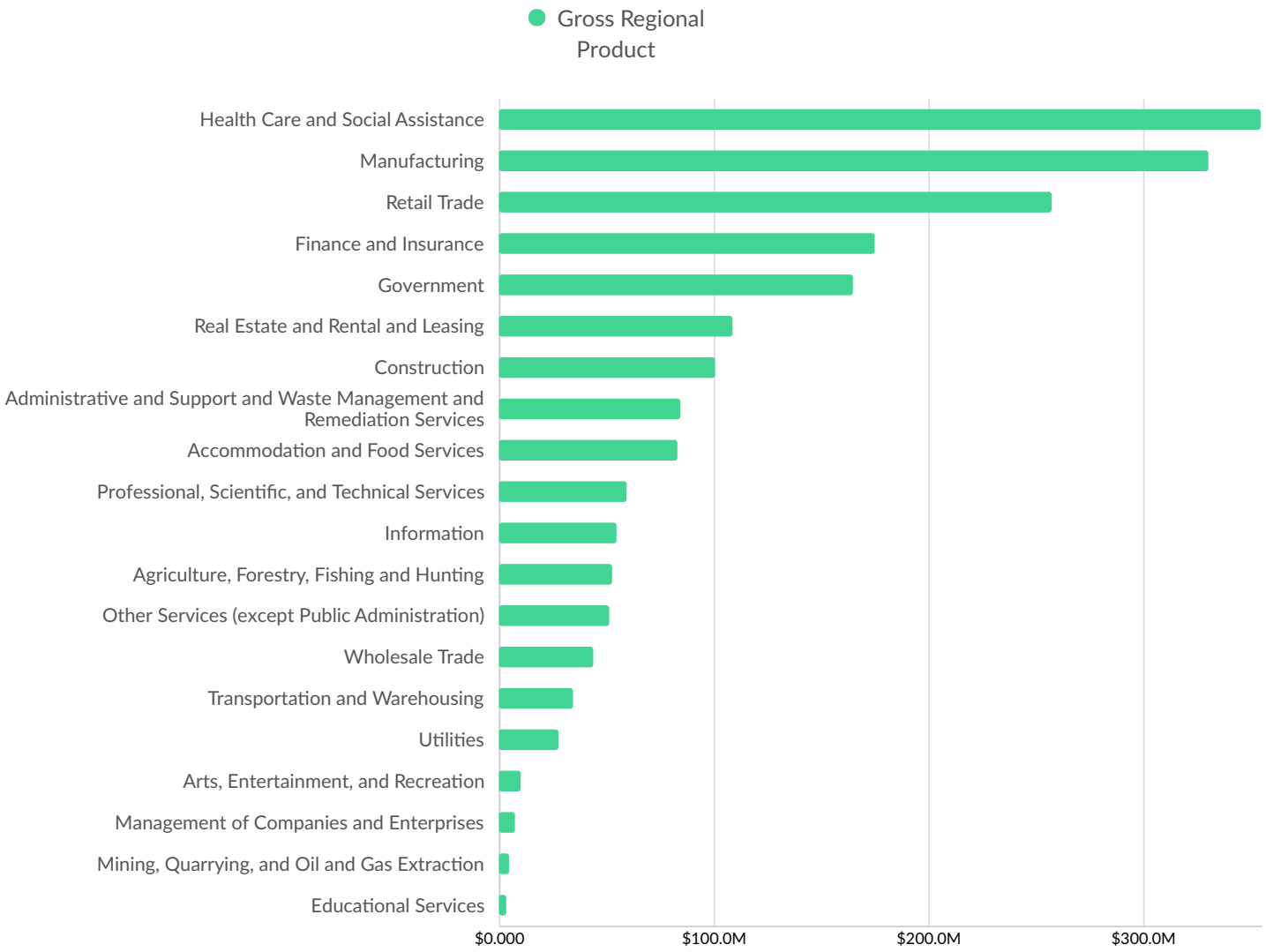
Top Growing Industries



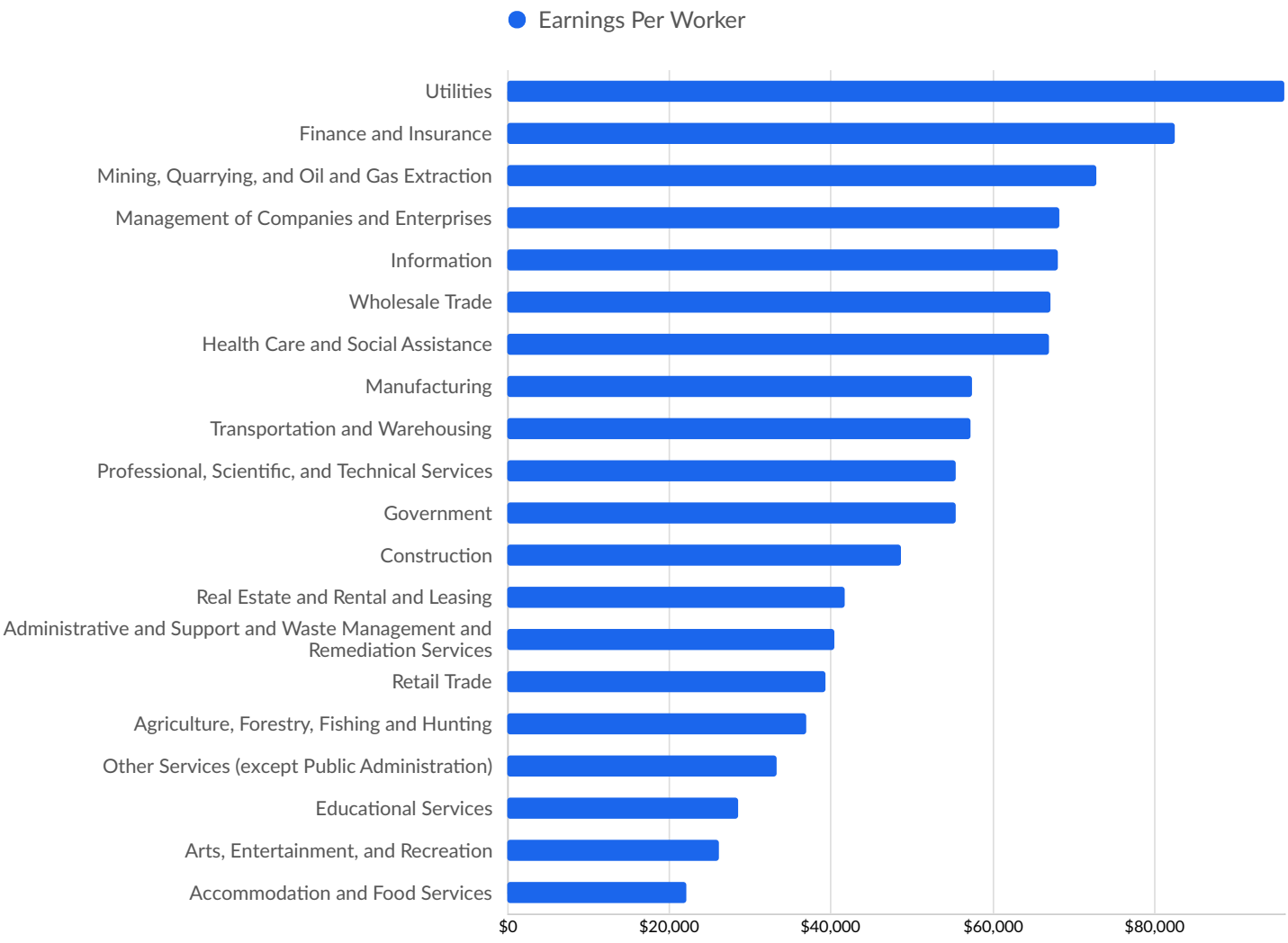
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

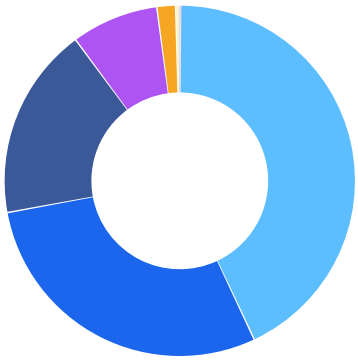
4,643 Companies Employ Your Workers

Online profiles for your workers mention 4,643 companies as employers, with the top 10 appearing below. In the last 12 months, 297 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Baxter Regional Medical Center	355
Baxter International	267
Arkansas State University-Moun...	143
Walmart	119
Mountain Home Public Schools	85
Ranger Boats	85
State of Arkansas	59
Arvest Bank	58
Eaton Corporation	46
Brmc	44

Top Companies Posting	Unique Postings
Baxter Regional Medical Center	353
Baxter International	266
Walmart	113
Entergy	85
Archway Physician Recruitment	76
Arkansas State University-Moun...	67
Norman Regional Hospital	61
ManpowerGroup	50
LHC Group	41
Apac-Central	40

Business Size

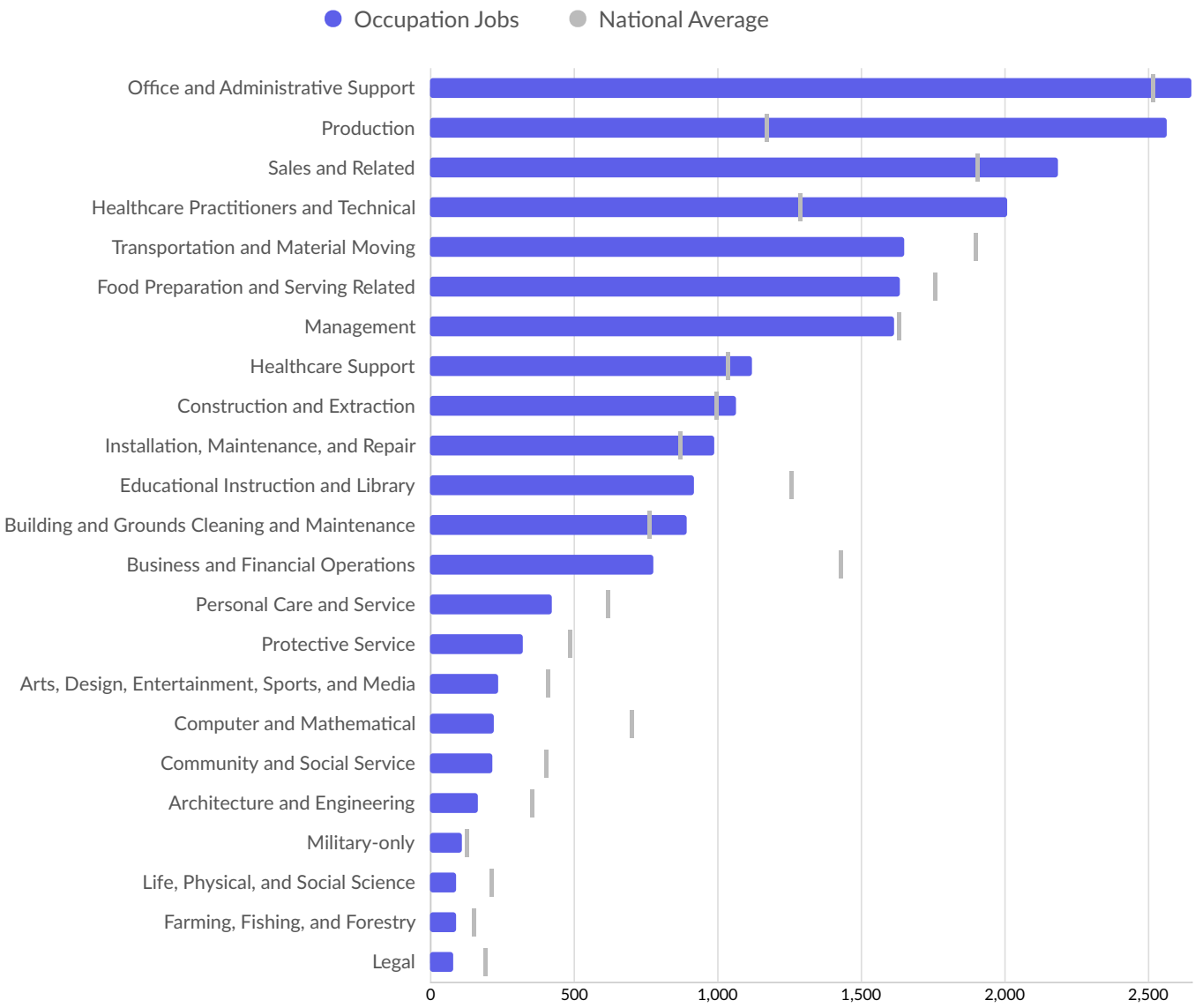


	Percentage	Business Count
1 to 4 employees	42.9%	1,348
5 to 9 employees	29.1%	913
10 to 19 employees	17.8%	558
20 to 49 employees	8.0%	252
50 to 99 employees	1.7%	54
100 to 249 employees	0.2%	6
250 to 499 employees	0.2%	5
500+ employees	0.1%	3

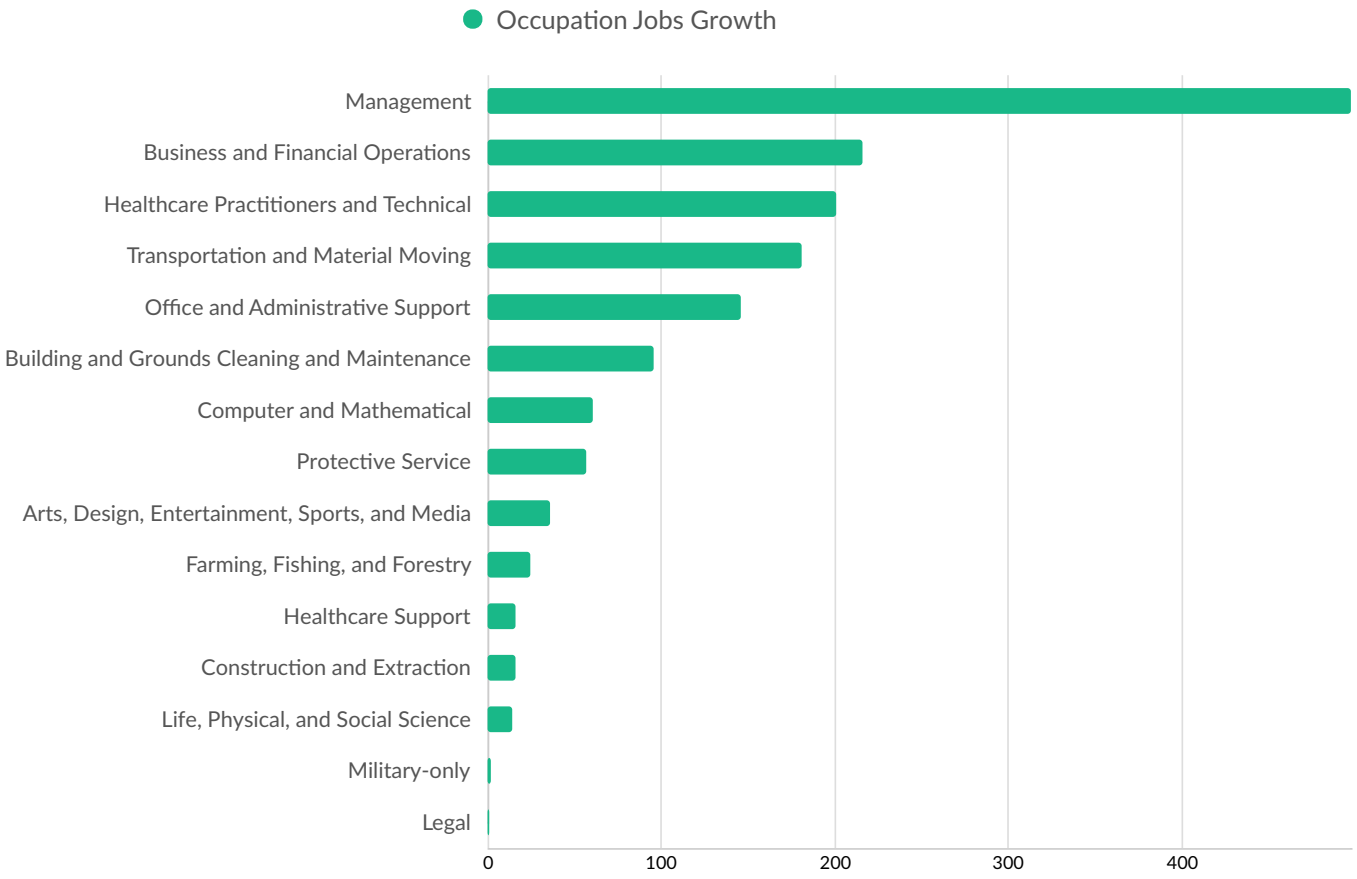
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

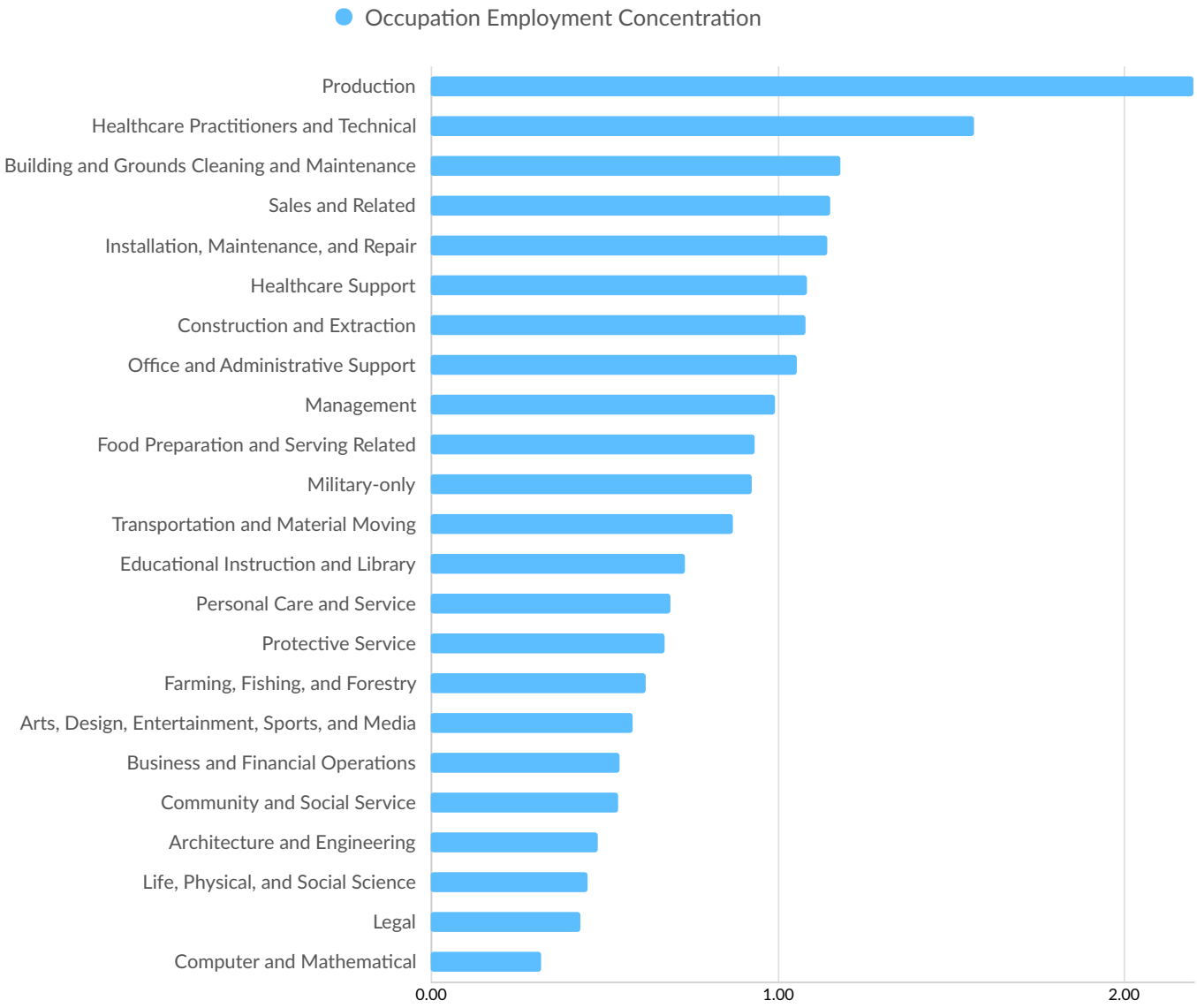
Largest Occupations



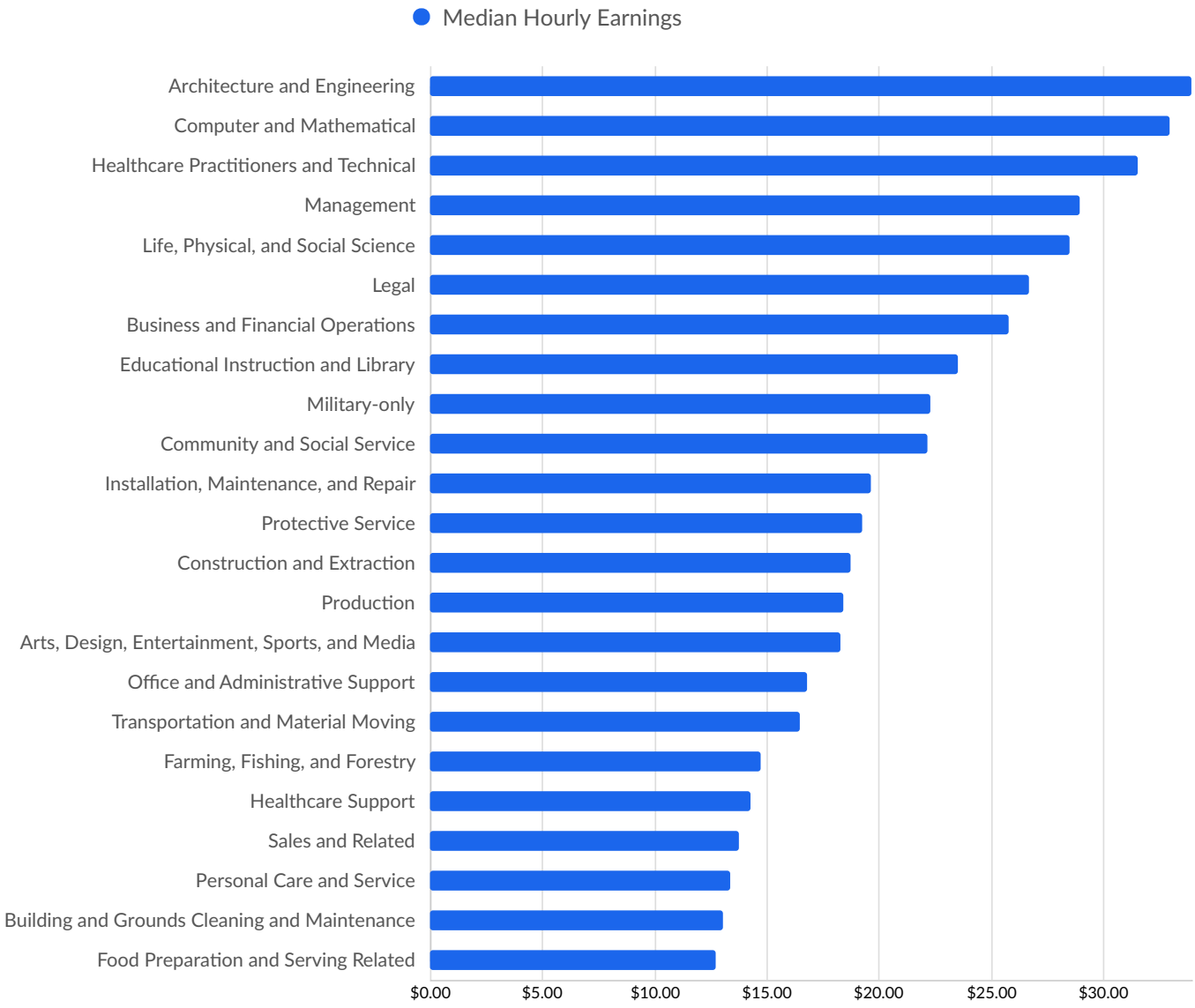
Top Growing Occupations



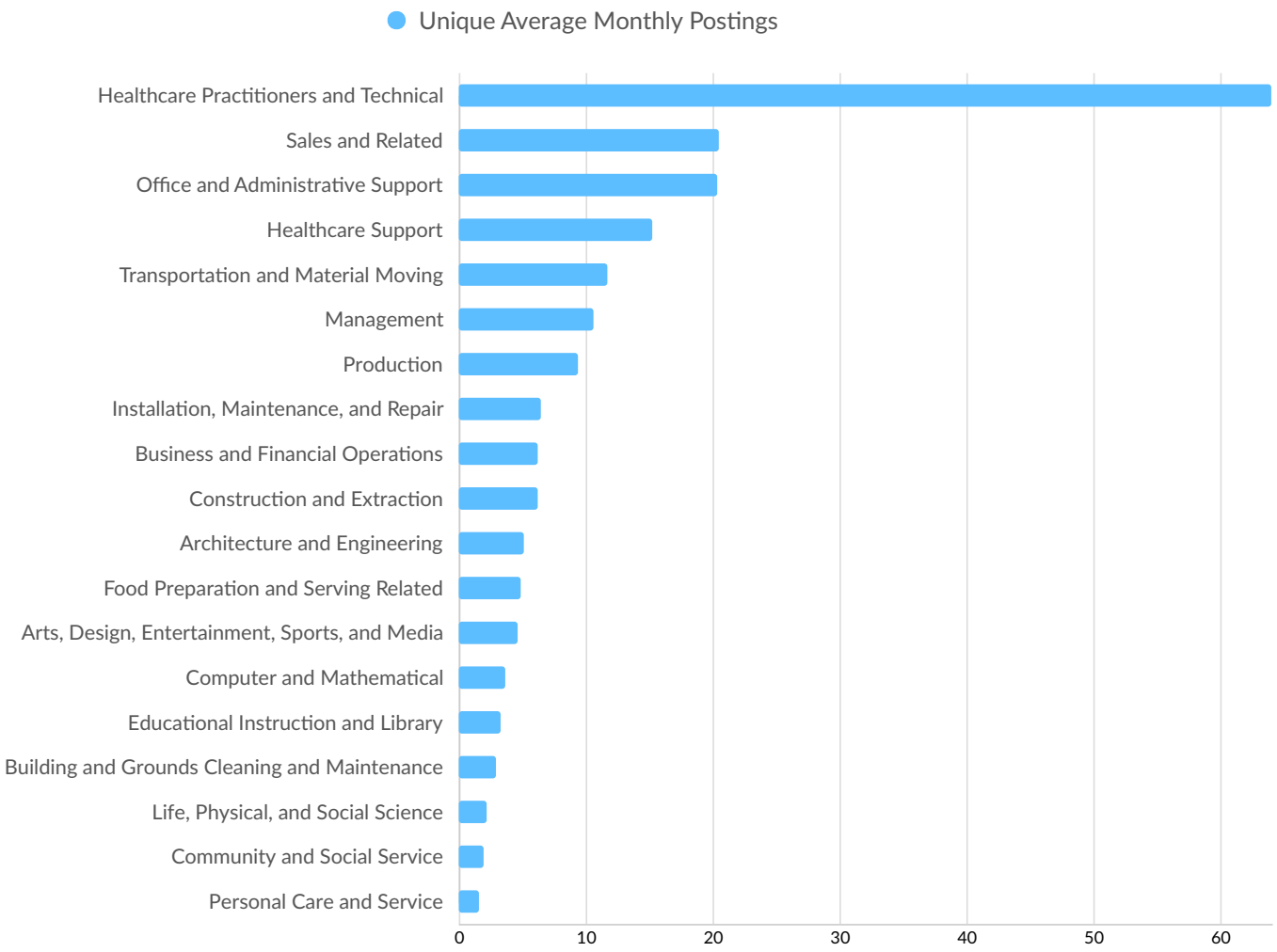
Top Occupation Employment Concentration



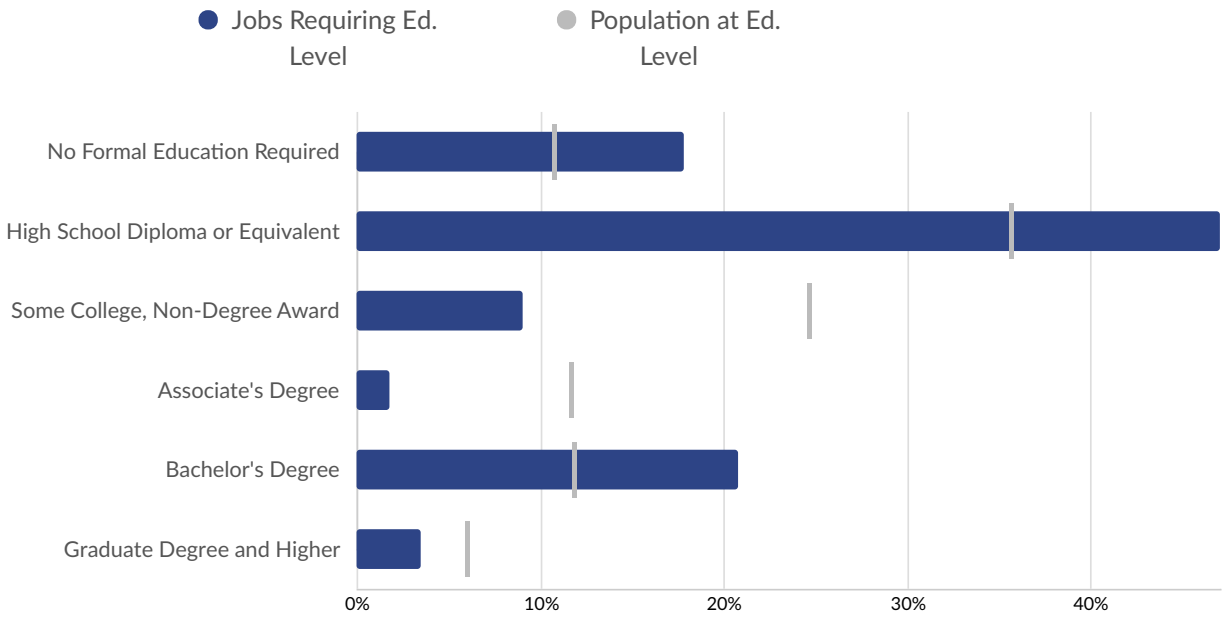
Top Occupation Earnings



Top Posted Occupations

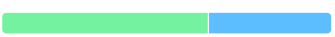
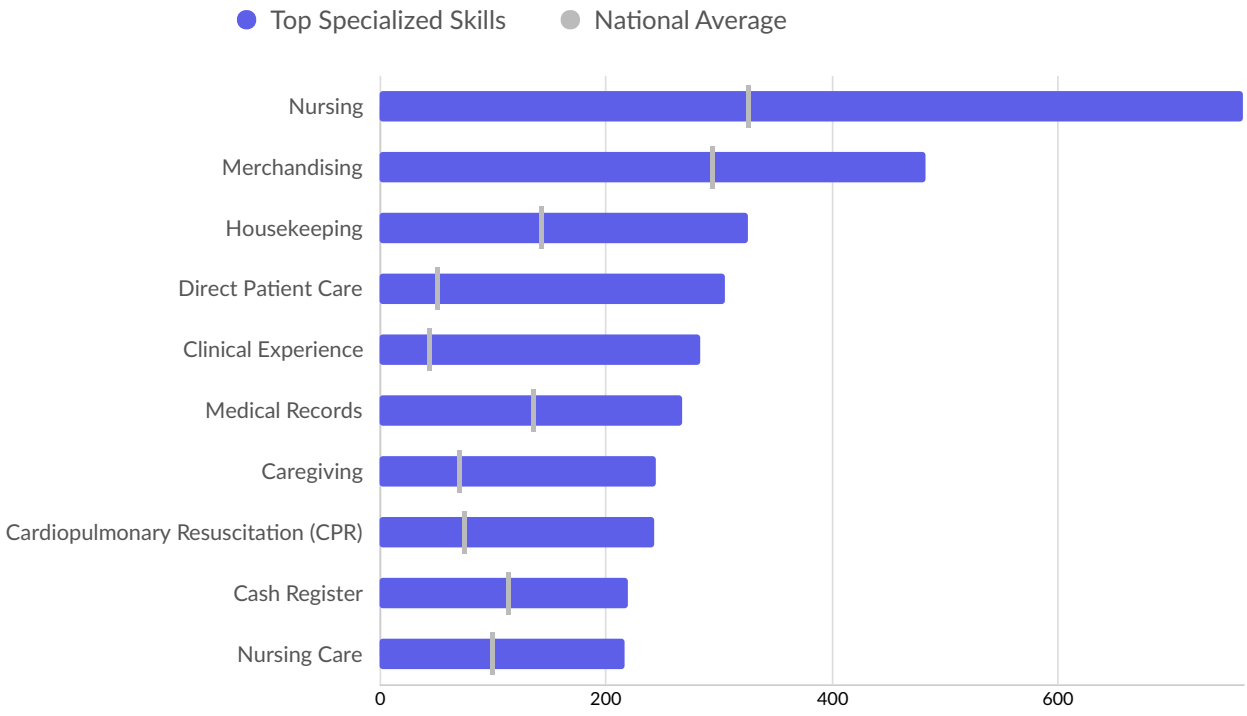


Underemployment



Educational Pipeline

In 2023, there were 551 graduates in 2 Arkansas Counties. This pipeline has grown by 2% over the last 5 years. The highest share of these graduates come from "Nursing Assistant/Aide and Patient Care Assistant/Aide" (Certificate), "General Studies" (Associate's), and "Welding Technology/Welder" (Certificate).

School	Total Graduates (2023)	Graduate Trend (2019 - 2023)
Arkansas State University-Mountain Home	551	
The Beauty School (not current)	0	

In-Demand Skills