



# Craighead County, AR

Arkansas Department of Workforce Services



POB 2981  
Little Rock, Arkansas 72203

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## Economy Overview

**108,499**

### Population (2018)

Population **grew by 6,985** over the last 5 years and is projected to **grow by 5,244** over the next 5 years.

**56,063**

### Total Regional Employment

Jobs **grew by 6,046** over the last 5 years and are projected to **grow by 5,355** over the next 5 years.

**\$45.7K**

### Median Household Income (2017)

Median household income is **\$12.0K below** the national median household income of \$57.7K.

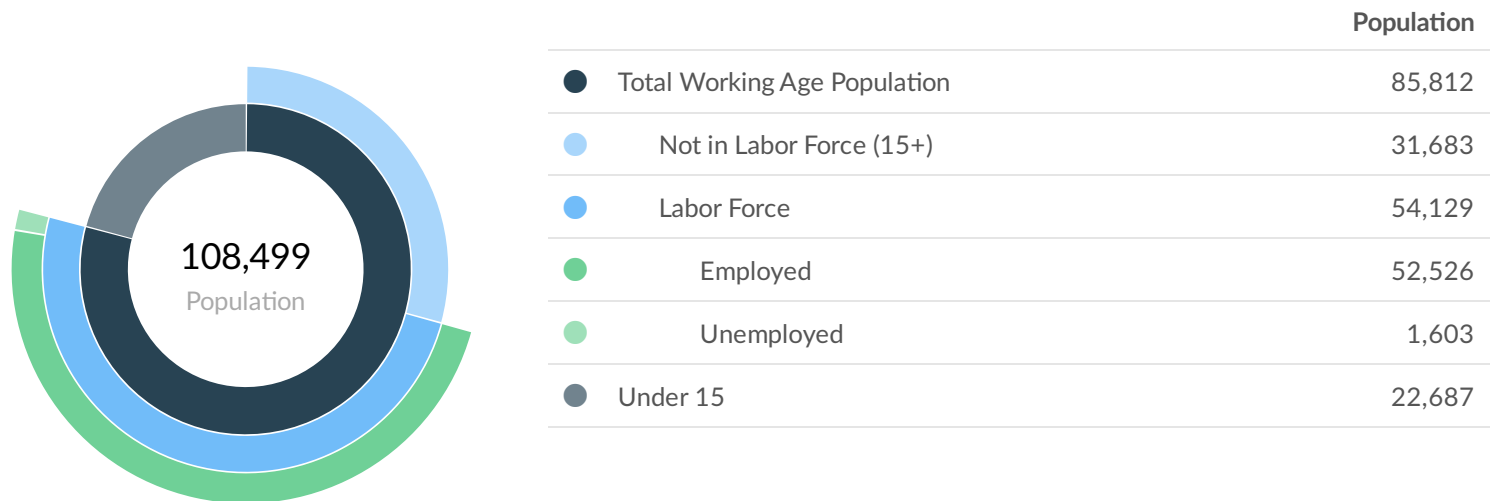
## Takeaways

- As of 2018 the region's population **increased by 6.9%** since 2013, growing by 6,985. Population is expected to **increase by 4.8%** between 2018 and 2023, adding 5,244.
- From 2013 to 2018, jobs **increased by 12.1%** in Craighead County, AR from 50,017 to **56,063**. This change **outpaced the national growth rate of 8.2% by 3.9%**. As the number of jobs increased, the **labor force participation rate increased from 60.6% to 63.1% between 2013 and 2018**.
- Concerning educational attainment, **15.5% of Craighead County, AR residents possess a Bachelor's Degree** (3.1% below the national average), and **5.3% hold an Associate's Degree** (2.7% below the national average).
- The top three industries in 2018 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Education and Hospitals (Local Government).

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	108,499	54,129	56,063	91.0	\$4.75B	\$5.54B	\$5.93B
Little Rock, AR (in Pulaski county)	14,131	N/A	6,302	95.8	\$654.55M	\$1.43B	\$1.78B

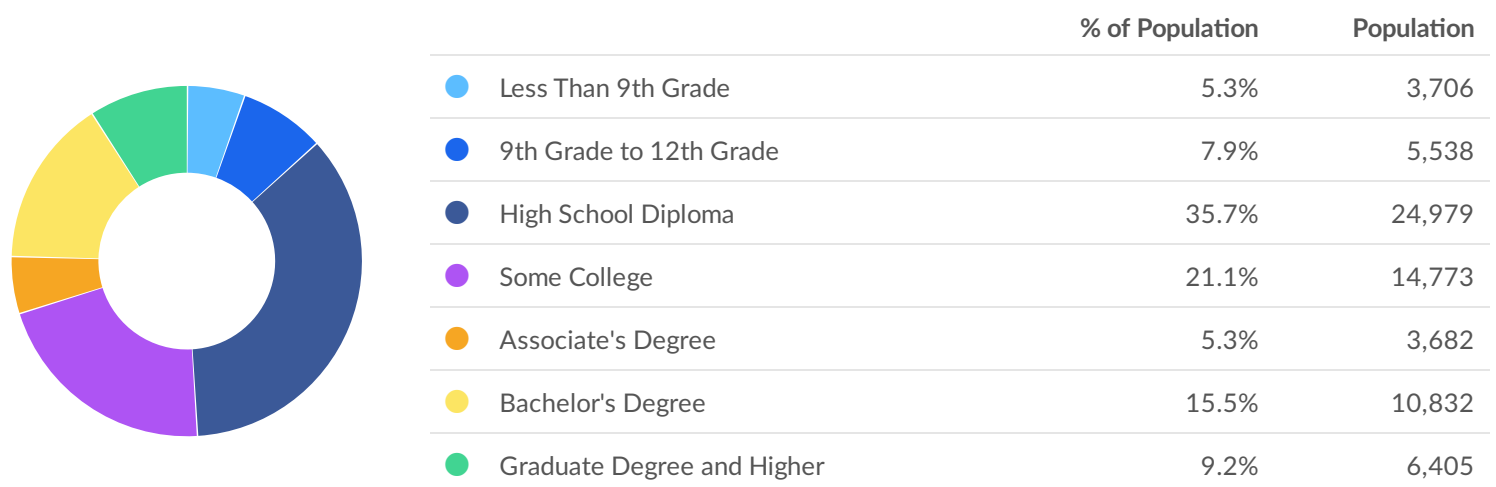
## Economy Overview - Cont.

### 2018 Labor Force Breakdown



### Educational Attainment

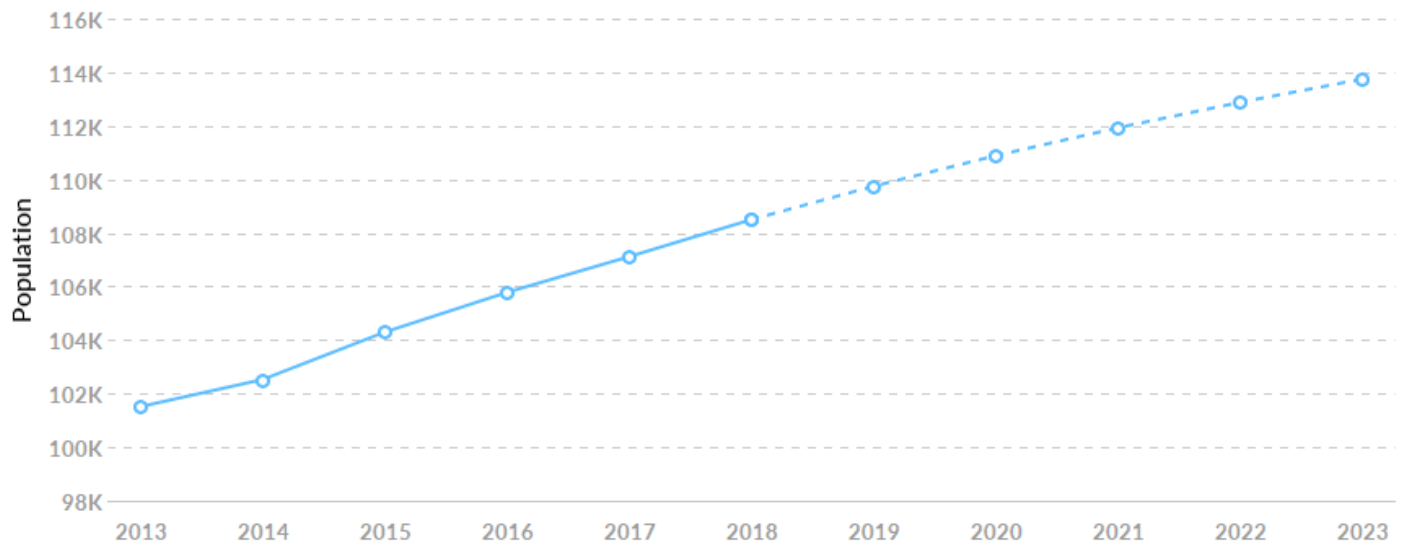
Concerning educational attainment, **15.5% of Craighead County, AR residents possess a Bachelor's Degree** (3.1% below the national average), and **5.3% hold an Associate's Degree** (2.7% below the national average).



# Historic & Projected Trends

## Population Trends

As of 2018 the region's population **increased by 6.9%** since 2013, growing by 6,985. Population is expected to **increase by 4.8%** between 2018 and 2023, adding 5,244.

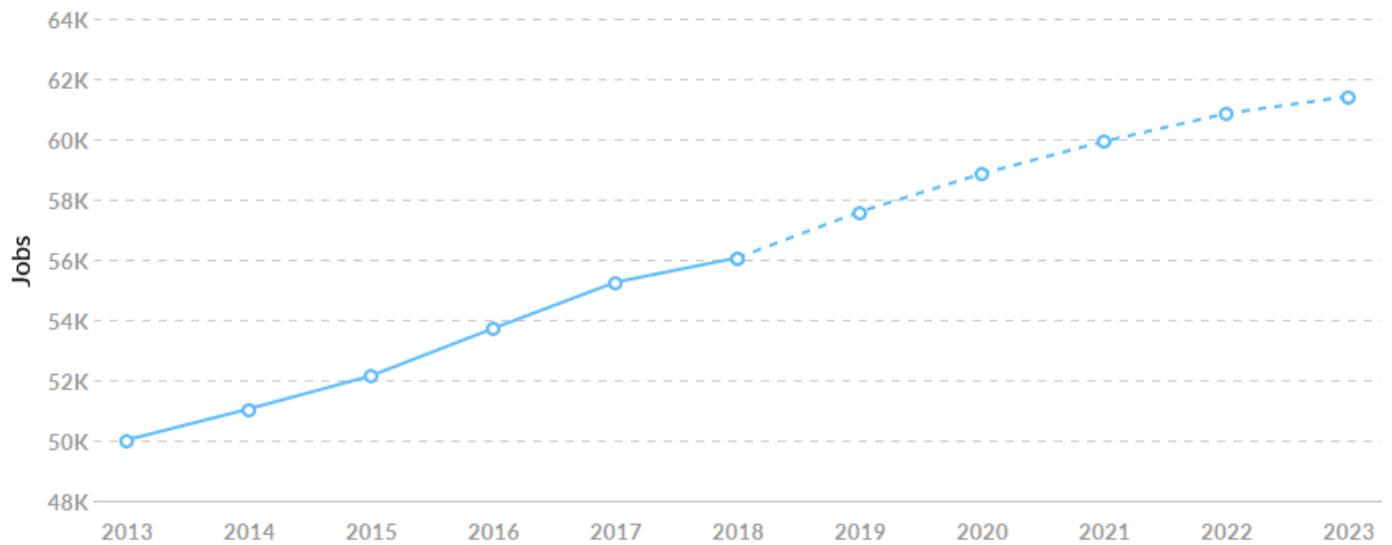


Timeframe	Population
2013	101,514
2014	102,528
2015	104,299
2016	105,782
2017	107,116
2018	108,499
2019	109,743
2020	110,886
2021	111,927
2022	112,877
2023	113,743

## Historic & Projected Trends - Cont.

### Job Trends

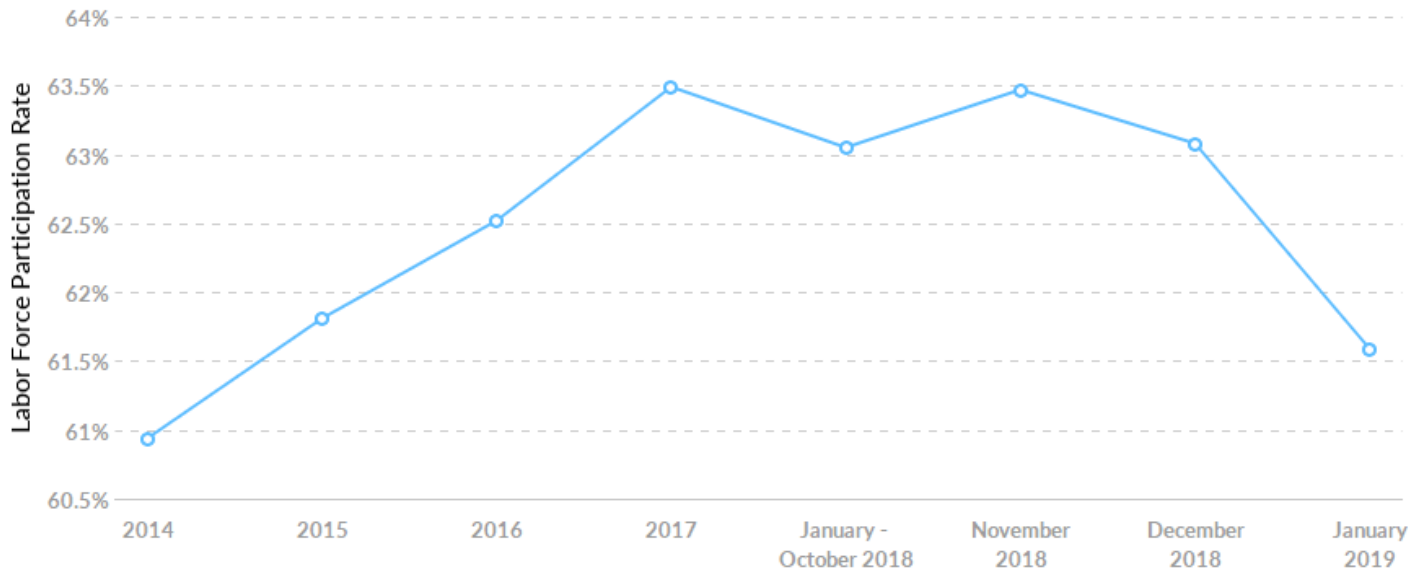
From 2013 to 2018, jobs increased by **12.1%** in Craighead County, AR from 50,017 to **56,063**. This change **outpaced the national growth rate of 8.2% by 3.9%**.



Timeframe	Jobs
2013	50,017
2014	51,047
2015	52,148
2016	53,718
2017	55,253
2018	56,063
2019	57,593
2020	58,853
2021	59,926
2022	60,851
2023	61,418

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

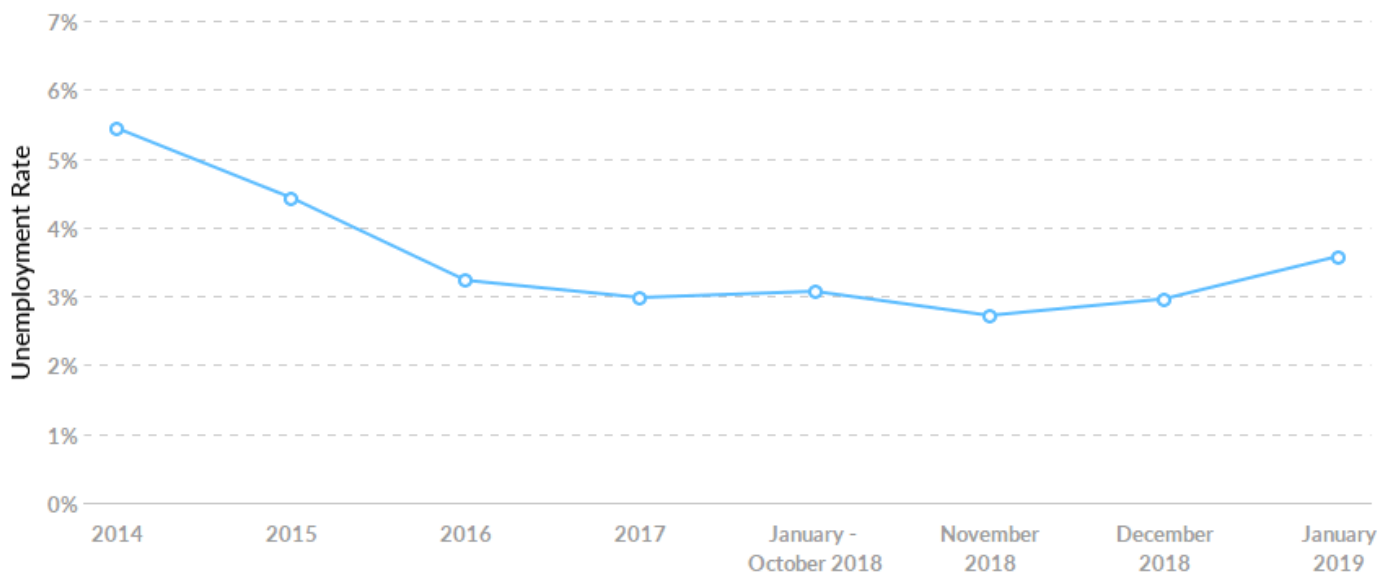


Timeframe	Labor Force Participation Rate
2014	60.94%
2015	61.81%
2016	62.52%
2017	63.49%
January - October 2018	63.05%
November 2018	63.47%
December 2018	63.08%
January 2019	61.59%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

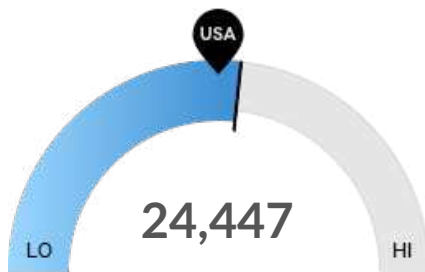
Craighead County, AR had a January 2019 unemployment rate of 3.58%, **decreasing from 5.44%** 5 years before.



Timeframe	Unemployment Rate
2014	5.44%
2015	4.43%
2016	3.23%
2017	2.98%
January - October 2018	3.07%
November 2018	2.72%
December 2018	2.96%
January 2019	3.58%

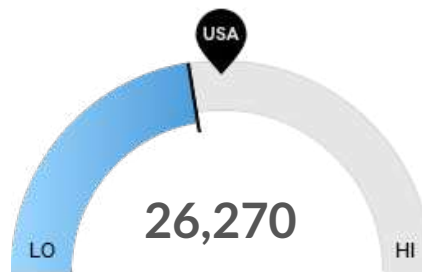


## Population Characteristics



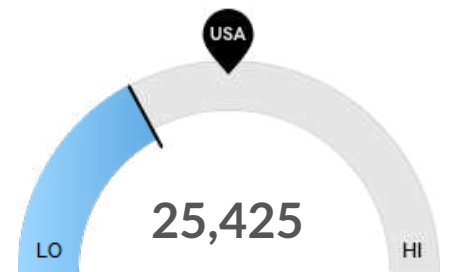
Millennials

Craighead County, AR has 24,447 millennials (ages 20-34). The national average for an area this size is 22,185.



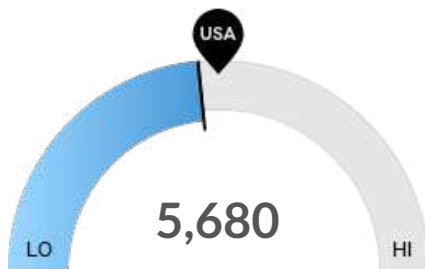
Retiring Soon

Retirement risk is low in Craighead County, AR. The national average for an area this size is 30,536 people 55 or older, while there are 26,270 here.



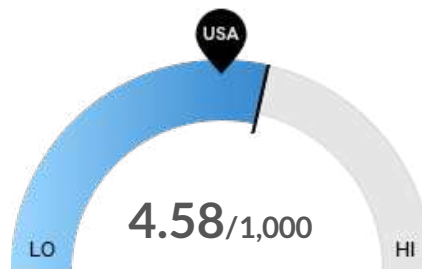
Racial Diversity

Racial diversity is low in Craighead County, AR. The national average for an area this size is 42,066 racially diverse people, while there are 25,425 here.



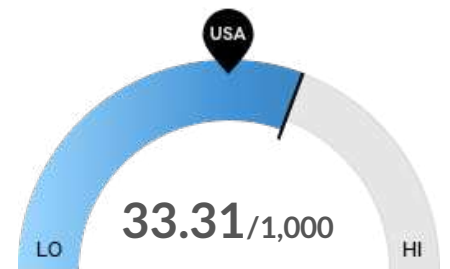
Veterans

Craighead County, AR has 5,680 veterans. The national average for an area this size is 6,228.



Violent Crime

Craighead County, AR has 4.58 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



Property Crime

Craighead County, AR has 33.31 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

## Population Characteristics - Cont.

### Place of Work vs Place of Residence

Understanding where talent in Craighead County, AR currently works compared to where talent lives can help you optimize site decisions.



#### Where Talent Works

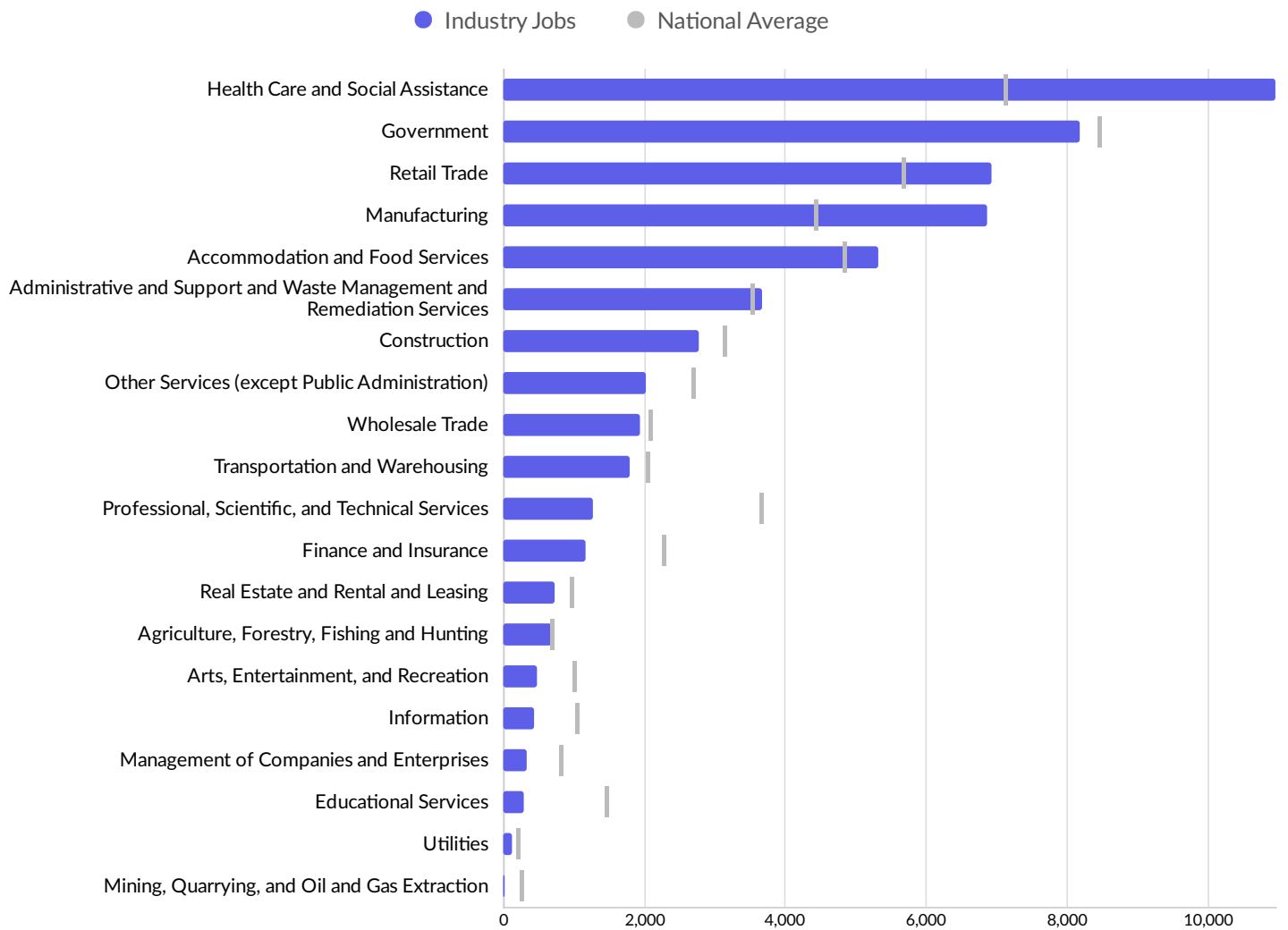
ZIP	Name	2018 Employment
72401	Jonesboro, AR (in Craigh...	43,496
72404	Jonesboro, AR (in Craigh...	7,643
72417	Brookland, AR (in Craigh...	860
72403	Jonesboro, AR (in Craigh...	829
72416	Bono, AR (in Craighead ...	829

#### Where Talent Lives

ZIP	Name	2018 Workers
72401	Jonesboro, AR (in Craigh...	22,731
72404	Jonesboro, AR (in Craigh...	12,307
72416	Bono, AR (in Craighead ...	2,642
72417	Brookland, AR (in Craigh...	2,138
72437	Lake City, AR (in Craighe...	1,486

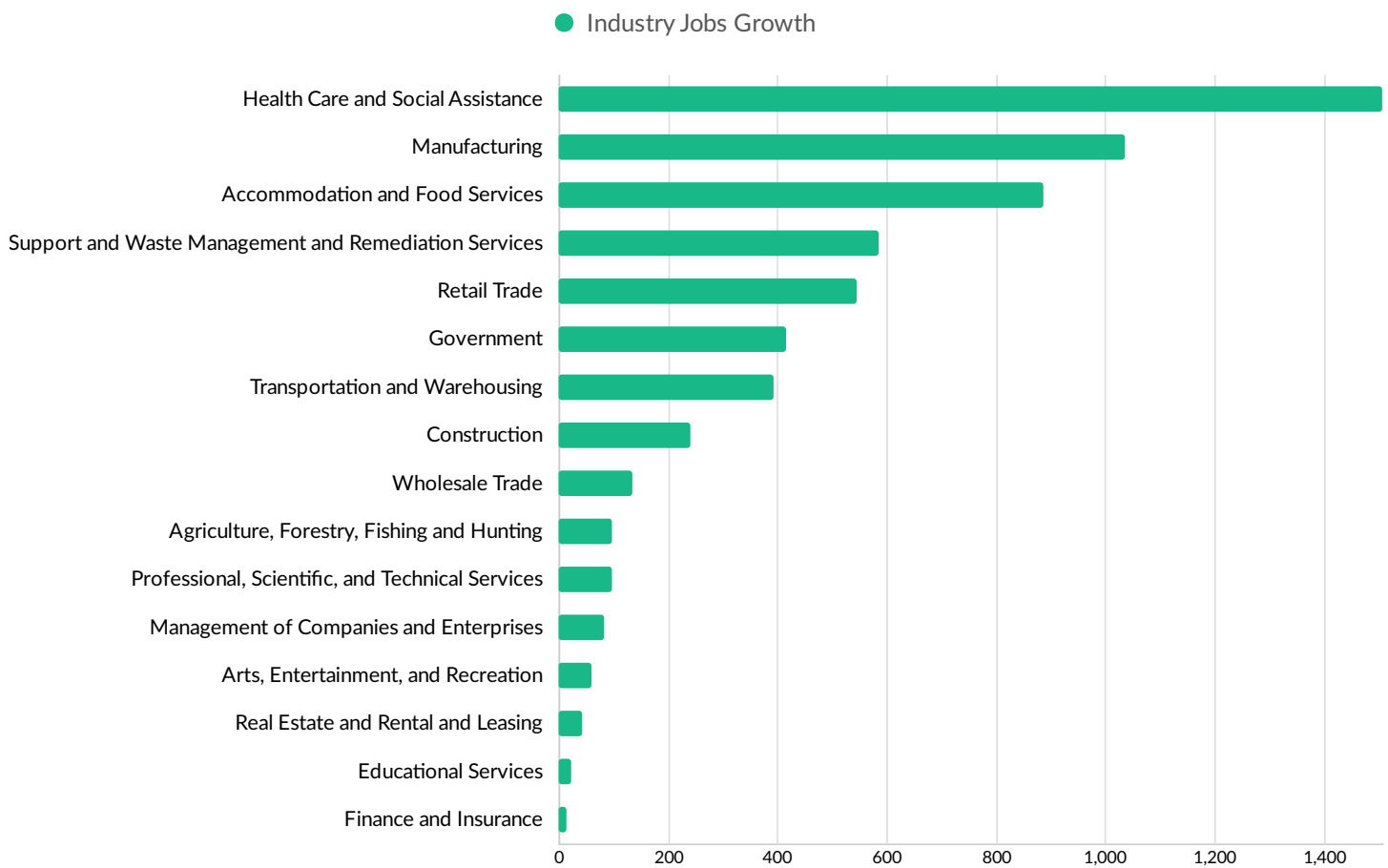
# Industry Characteristics

## Largest Industries



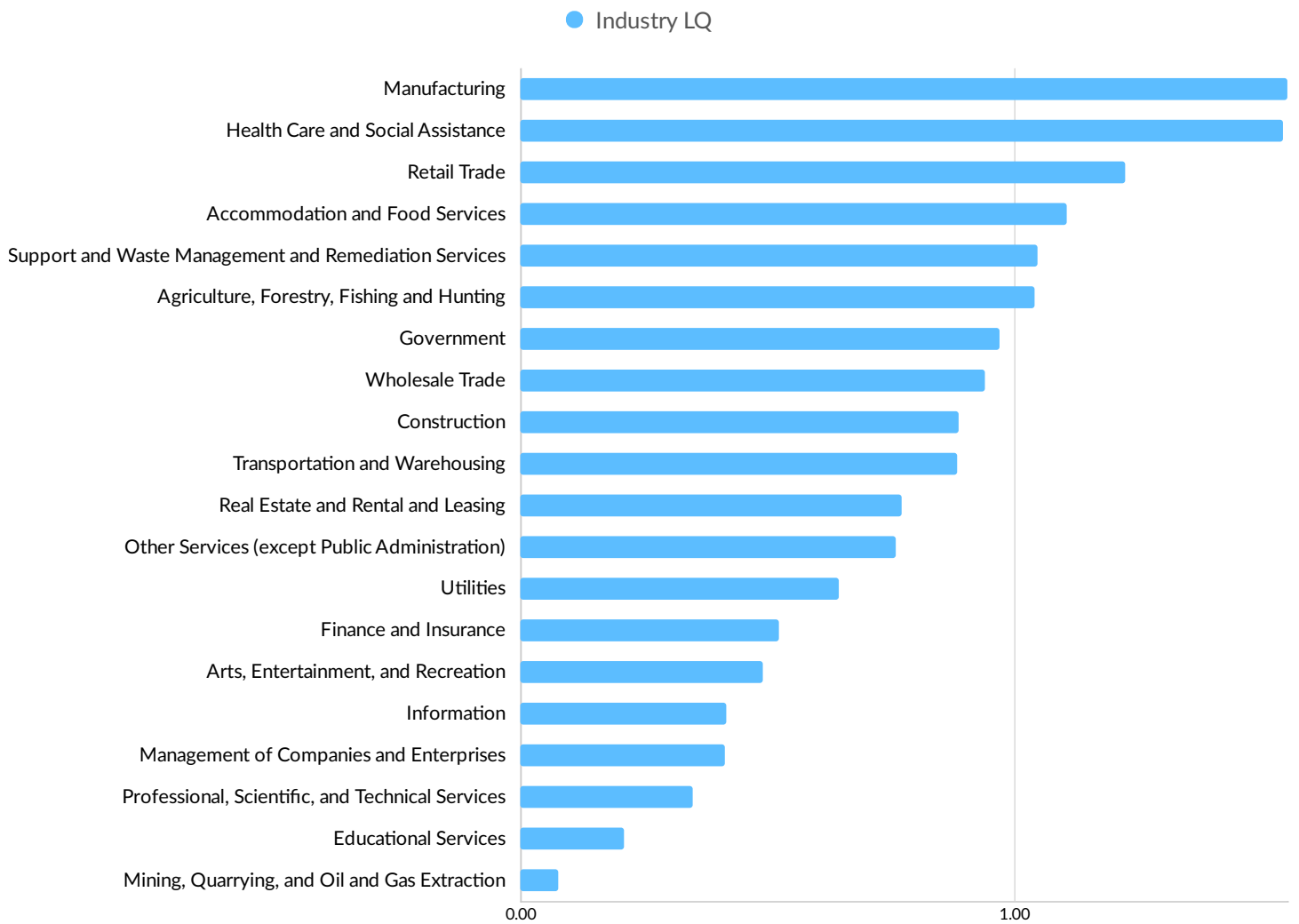
## Industry Characteristics - Cont.

### Top Growing Industries



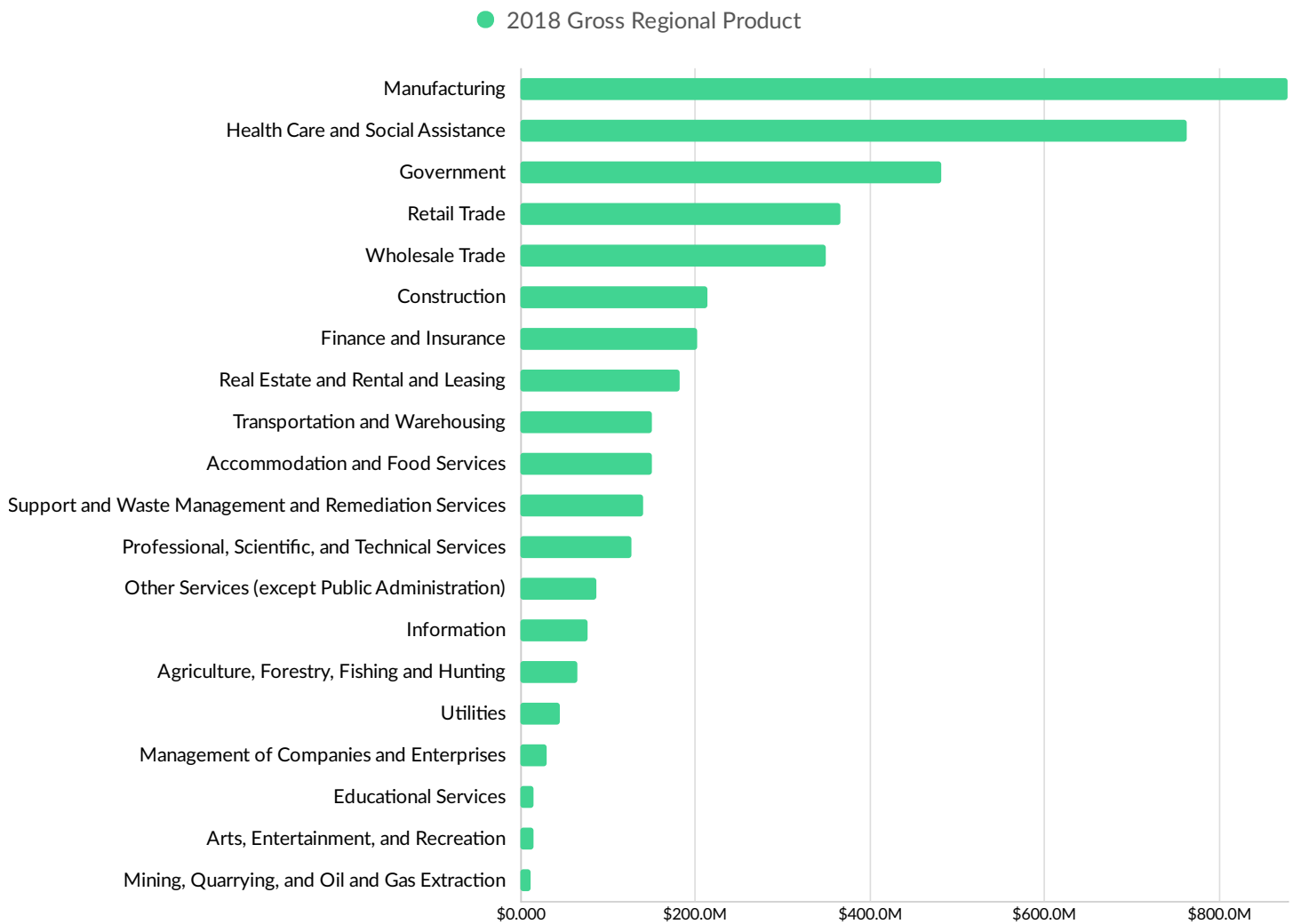
## Industry Characteristics - Cont.

### Top Industry LQ



## Industry Characteristics - Cont.

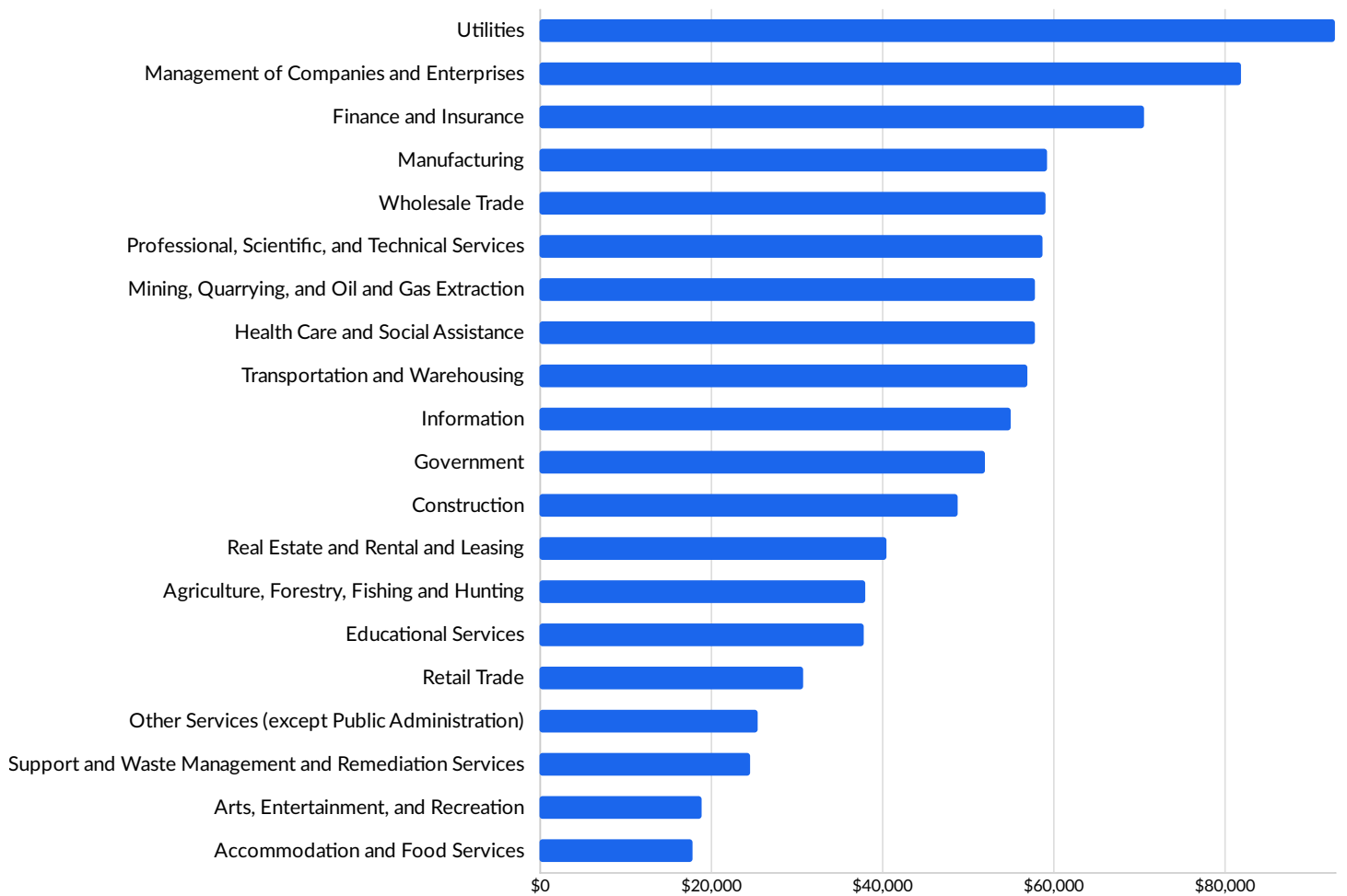
### Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings

● 2018 Earnings Per Worker



## Industry Characteristics - Cont.








Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Health Care and Social Assistance	9,462	10,969	1,507	+16%	1.55	\$57,864	\$763.95M
Government	7,780	8,196	416	+5%	0.97	\$52,109	\$482.16M
Retail Trade	6,400	6,944	544	+9%	1.23	\$30,814	\$366.90M
Manufacturing	5,830	6,865	1,035	+18%	1.55	\$59,360	\$878.88M
Accommodation and Food Services	4,442	5,329	887	+20%	1.11	\$17,850	\$150.52M
Administrative and Support and Waste Management and Remediation Services	3,083	3,670	587	+19%	1.05	\$24,563	\$140.51M
Construction	2,533	2,773	240	+9%	0.89	\$48,881	\$214.07M
Other Services (except Public Administration)	2,048	2,033	-15	-1%	0.76	\$25,483	\$87.07M
Wholesale Trade	1,810	1,944	134	+7%	0.94	\$59,196	\$349.15M
Transportation and Warehousing	1,398	1,790	392	+28%	0.89	\$56,945	\$151.19M
Professional, Scientific, and Technical Services	1,168	1,267	99	+8%	0.35	\$58,766	\$127.50M
Finance and Insurance	1,166	1,180	14	+1%	0.52	\$70,611	\$201.84M
Real Estate and Rental and Leasing	689	731	42	+6%	0.77	\$40,459	\$181.63M
Agriculture, Forestry, Fishing and Hunting	587	686	99	+17%	1.04	\$38,072	\$65.74M
Arts, Entertainment, and Recreation	419	479	60	+14%	0.49	\$18,887	\$14.64M
Information	518	430	-88	-17%	0.42	\$55,105	\$77.61M
Management of Companies and Enterprises	250	332	82	+33%	0.41	\$82,012	\$30.53M
Educational Services	279	302	23	+8%	0.21	\$37,837	\$15.69M
Utilities	134	124	-10	-7%	0.64	\$92,958	\$45.81M
Mining, Quarrying, and Oil and Gas Extraction	19	18	-1	-5%	0.08	\$57,973	\$11.54M



## Business Characteristics

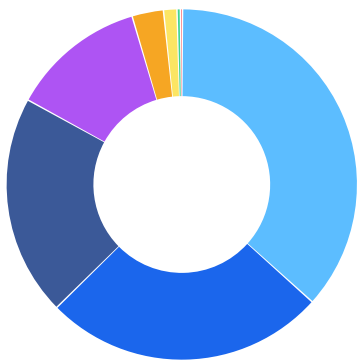
### 9,021 Companies Employ Your Workers

Online profiles for your workers mention 9,021 companies as employers, with the top 10 appearing below. In the last 12 months, 2,208 companies in Craighead County, AR posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Arkansas State University	1,039 	CRST International, Inc.	588 
St. Bernard's Hospital, Inc.	293 	Baptist Memorial Health Care C...	476 
Stbernards Medical Center	203 	St. Bernard's Hospital, Inc.	333 
Wal-Mart Stores, Inc.	183 	USA Truck, Inc.	294 
Baptist Memorial Health Care C...	158 	Stbernards Medical Center	258 
Jonesboro Public Schools	152 	C.R. England, Inc.	229 
Hytrol Conveyor Company, Inc.	151 	Trinity Industries, Inc.	208 
Arkansas Department of Parks a...	123 	Arkansas State University	201 
Ritter Communications	120 	Express Services Inc	175 
UNILEVER PLC	112 	Teach For America, Inc.	165 

## Business Characteristics - Cont.

### Business Size

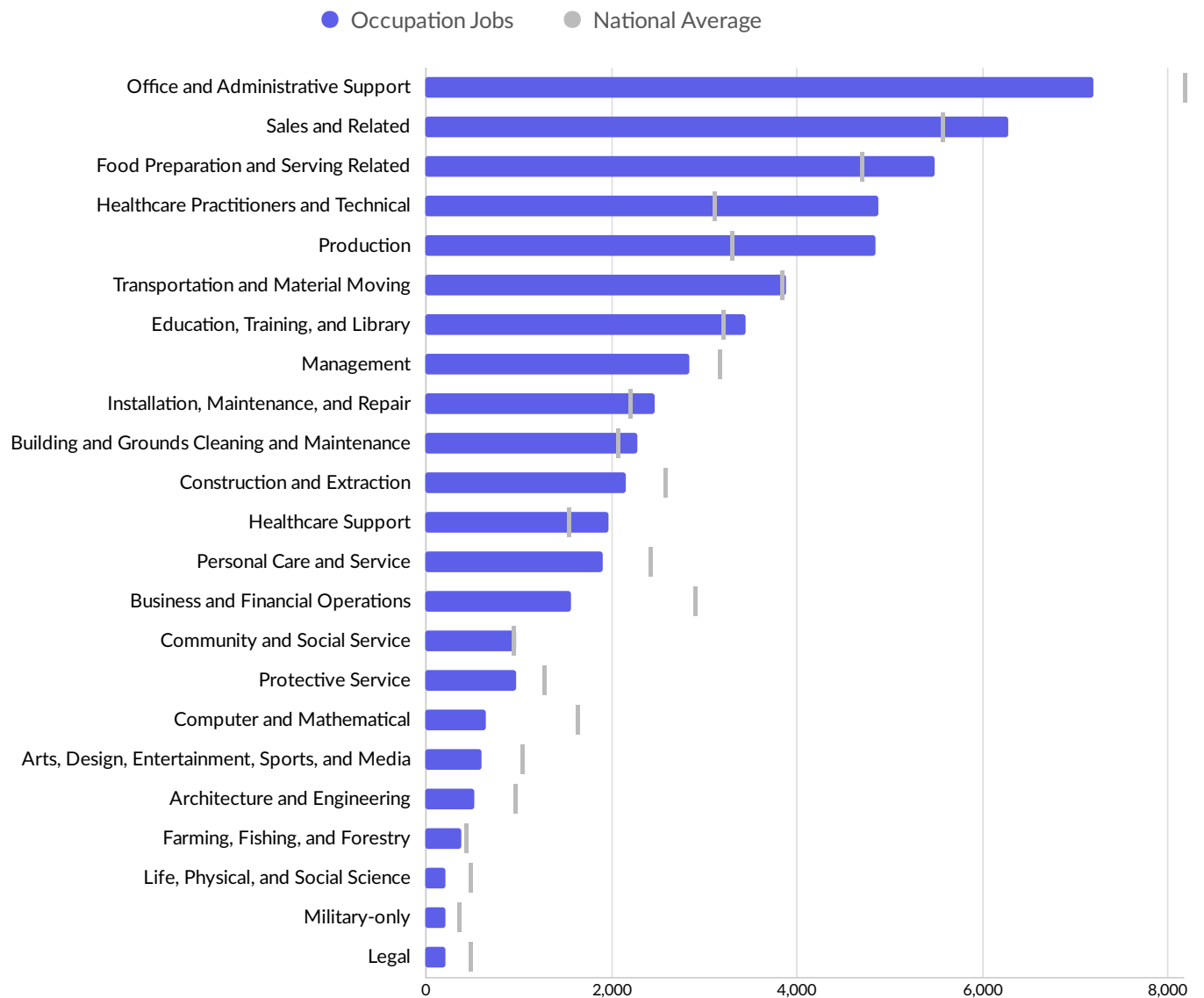


	Percentage	Business Count
1 to 4 employees	36.6%	1,513
5 to 9 employees	26.0%	1,074
10 to 19 employees	20.4%	842
20 to 49 employees	12.4%	514
50 to 99 employees	2.9%	120
100 to 249 employees	1.2%	51
250 to 499 employees	0.3%	13
500+ employees	0.2%	8

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

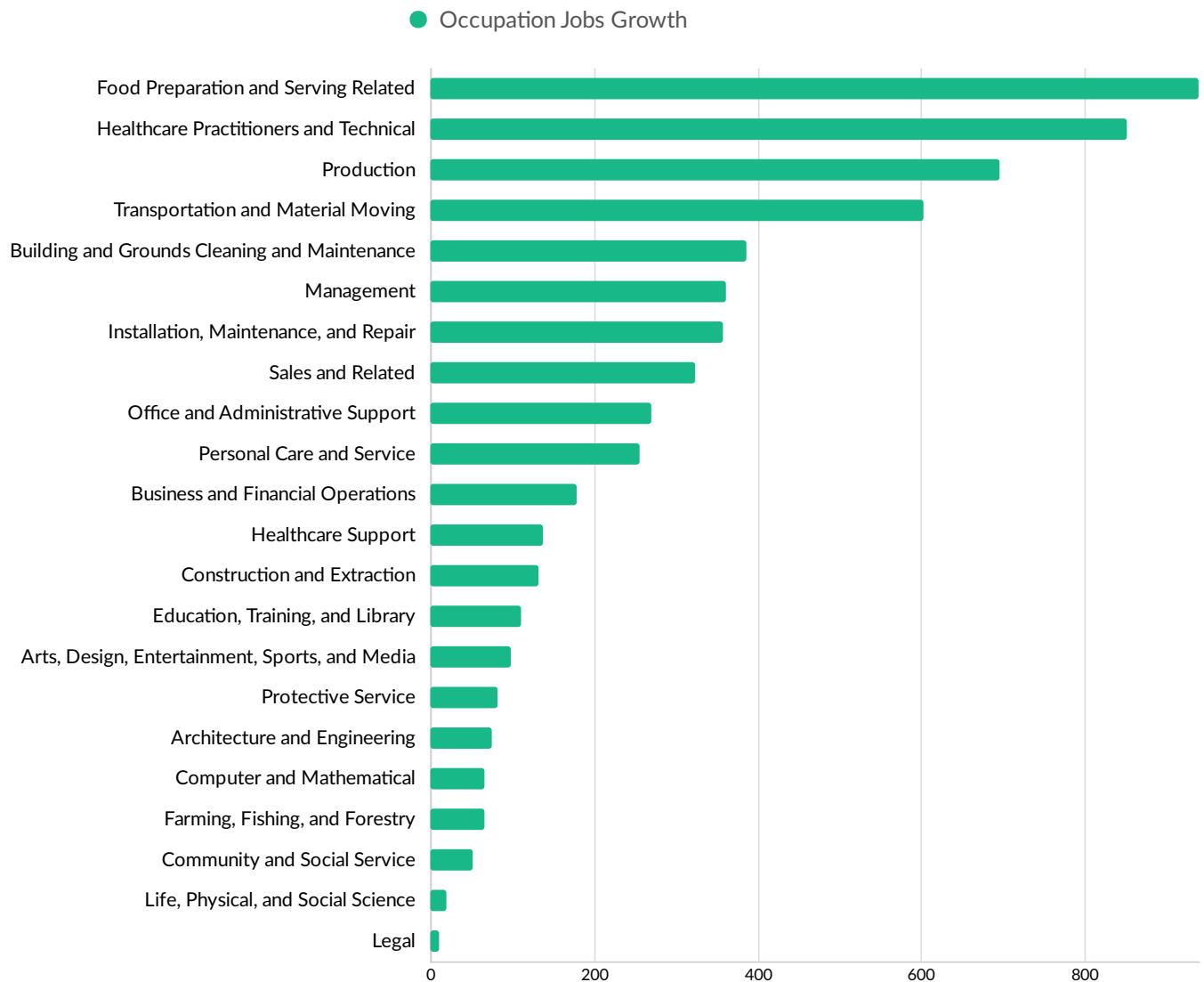
# Workforce Characteristics

## Largest Occupations



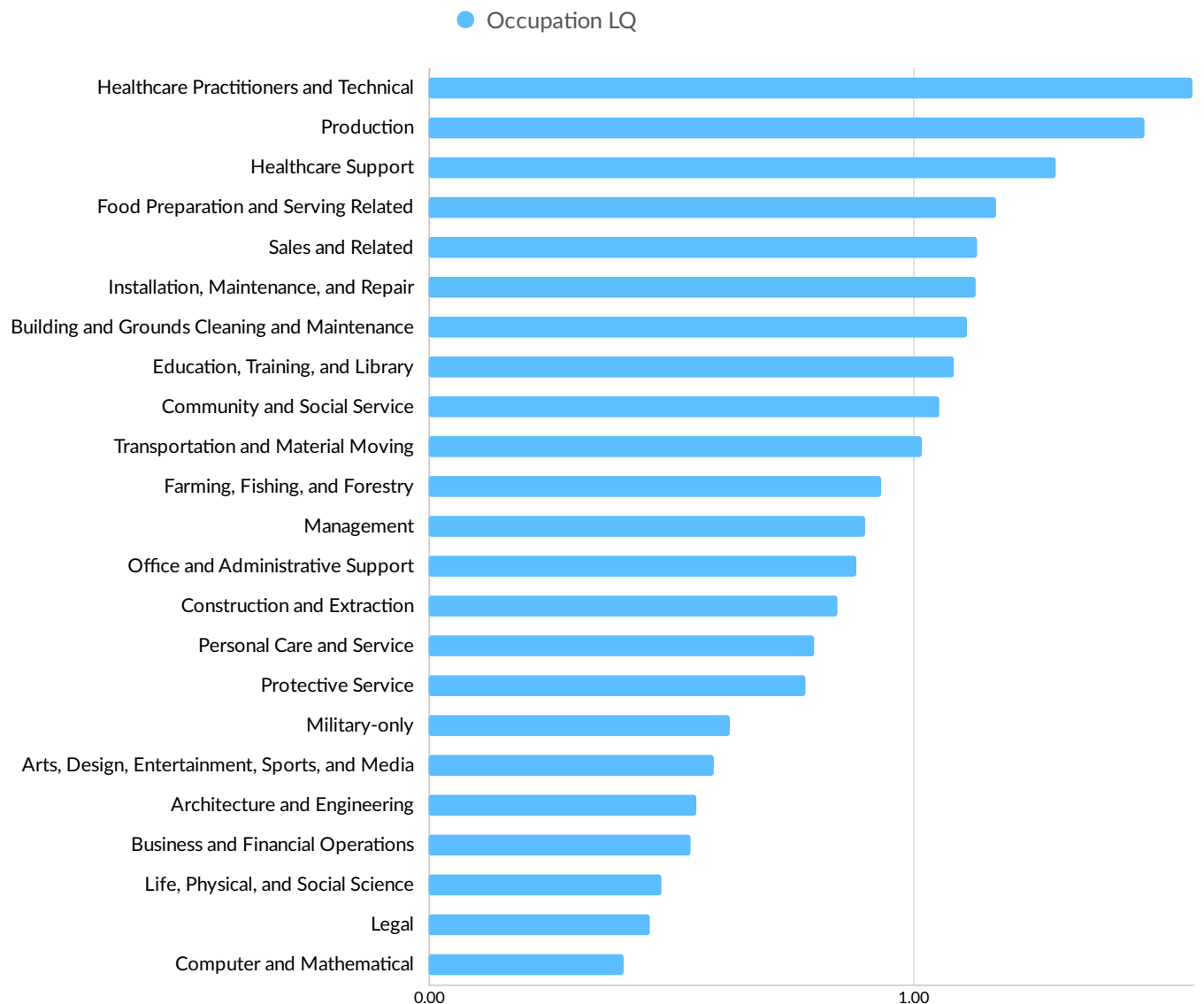
## Workforce Characteristics - Cont.

### Top Growing Occupations



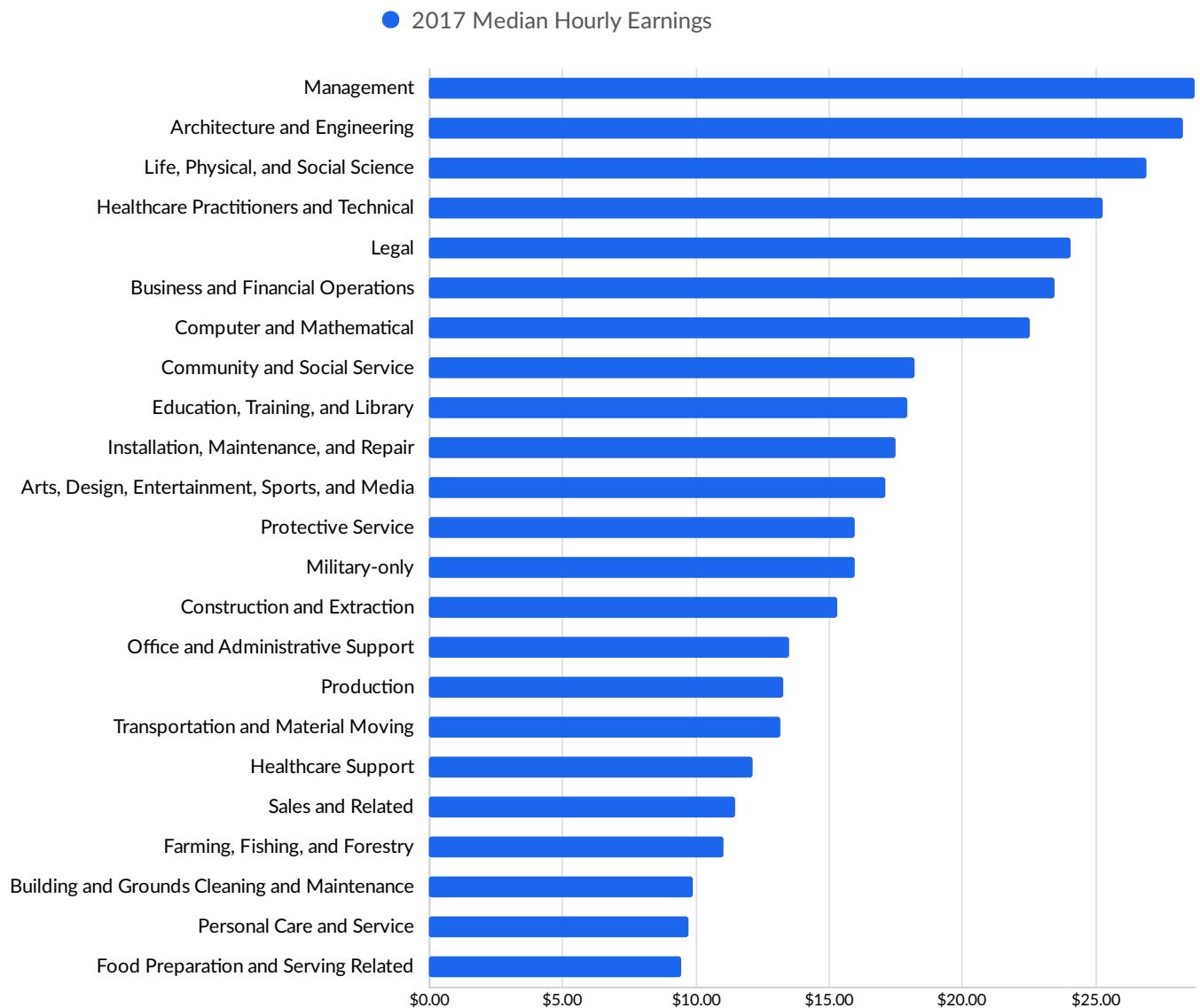
## Workforce Characteristics - Cont.

### Top Occupation LQ



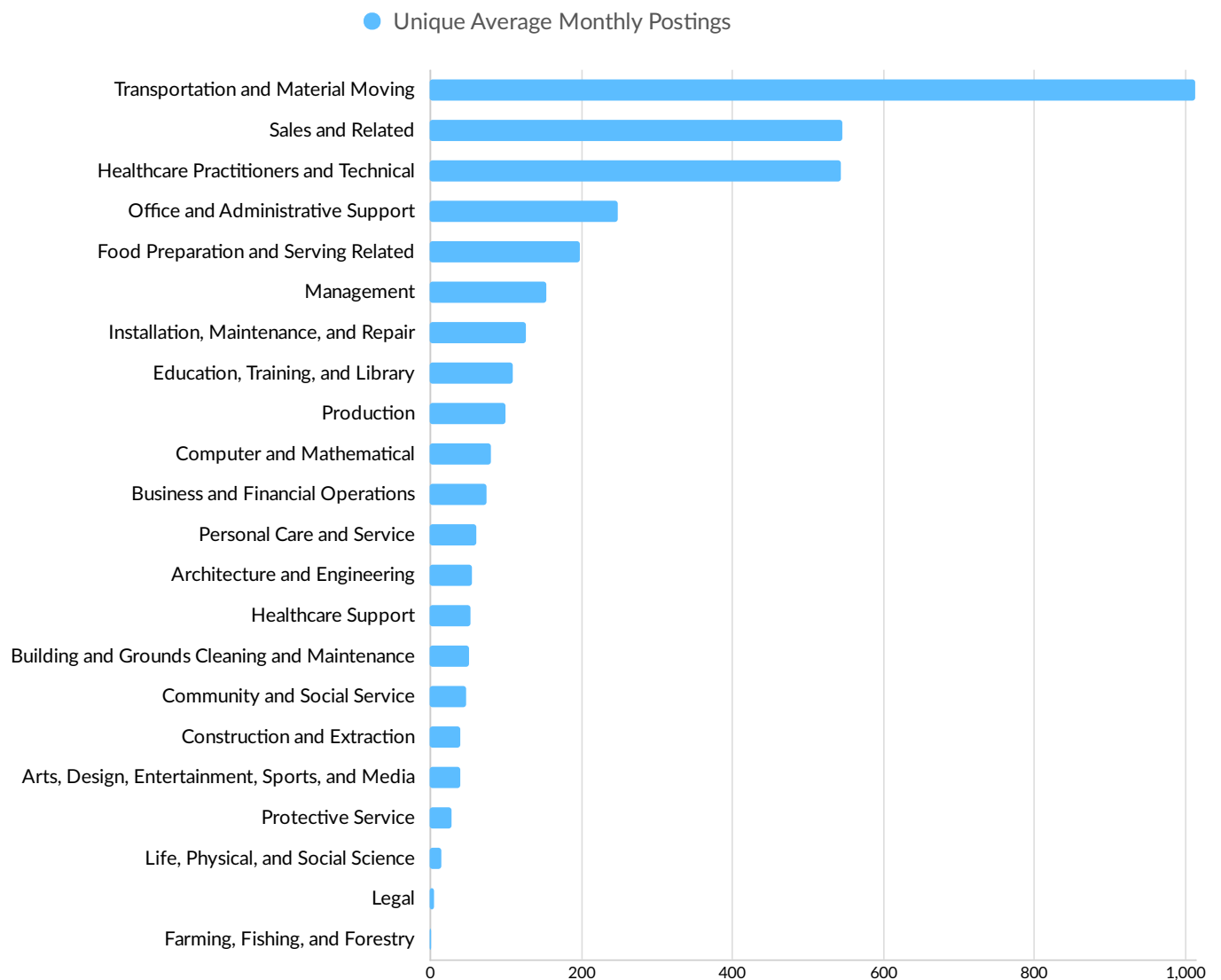
## Workforce Characteristics - Cont.

### Top Occupation Earnings



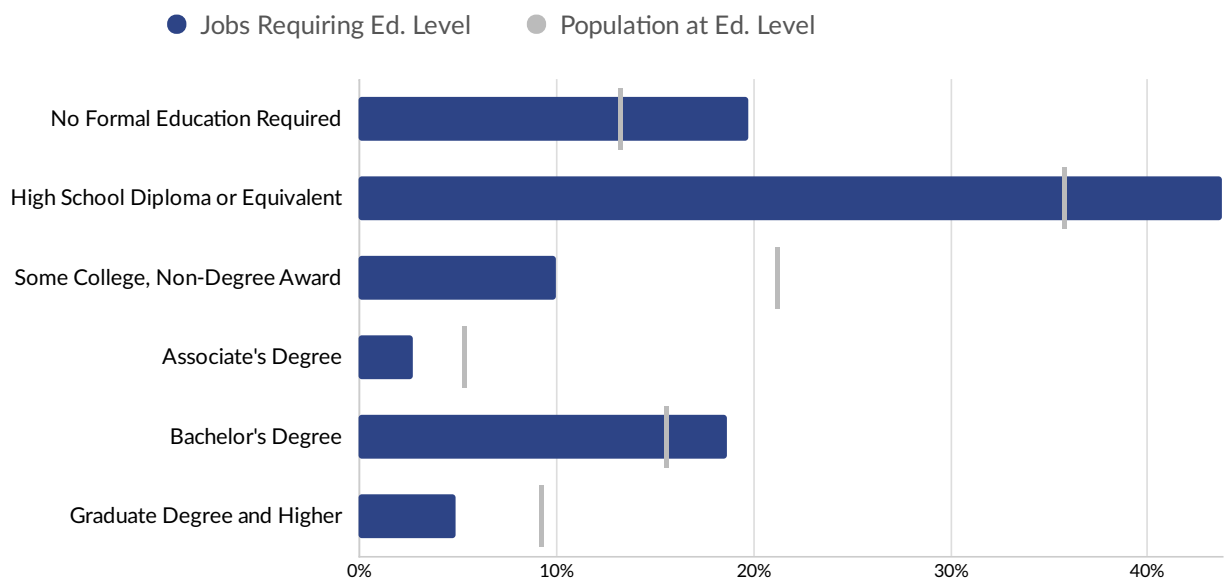
## Workforce Characteristics - Cont.

### Top Posted Occupations



## Workforce Characteristics - Cont.

### Underemployment





## Workforce Characteristics - Cont.



Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	May 2018 - Apr 2019 Unique Average Monthly Postings
Office and Administrative Support	6,933	7,203	270	+4%	0.88	\$13.53	248
Sales and Related	5,962	6,286	324	+5%	1.13	\$11.52	547
Food Preparation and Serving Related	4,550	5,489	939	+21%	1.17	\$9.47	198
Healthcare Practitioners and Technical	4,040	4,892	852	+21%	1.58	\$25.30	544
Production	4,161	4,856	695	+17%	1.48	\$13.31	101
Transportation and Material Moving	3,283	3,886	603	+18%	1.02	\$13.22	1,013
Education, Training, and Library	3,339	3,449	110	+3%	1.08	\$17.95	111
Management	2,483	2,845	362	+15%	0.90	\$28.75	155
Installation, Maintenance, and Repair	2,122	2,479	357	+17%	1.13	\$17.51	127
Building and Grounds Cleaning and Maintenance	1,902	2,289	387	+20%	1.11	\$9.93	51
Construction and Extraction	2,033	2,166	133	+7%	0.84	\$15.32	40
Healthcare Support	1,832	1,970	138	+8%	1.29	\$12.14	53
Personal Care and Service	1,660	1,915	255	+15%	0.80	\$9.73	61
Business and Financial Operations	1,387	1,566	179	+13%	0.54	\$23.48	76
Community and Social Service	925	976	51	+6%	1.05	\$18.23	47
Protective Service	892	974	82	+9%	0.78	\$16.01	29
Computer and Mathematical	586	653	67	+11%	0.40	\$22.59	80

## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	May 2018 - Apr 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	509	608	99	+19%	0.59	\$17.12	40
Architecture and Engineering	451	526	75	+17%	0.55	\$28.31	57
Farming, Fishing, and Forestry	324	390	66	+20%	0.93	\$11.07	2
Life, Physical, and Social Science	203	222	19	+9%	0.48	\$26.95	15
Military-only	238	213	-25	-11%	0.62	\$15.98	0
Legal	200	211	11	+6%	0.46	\$24.12	6

## Educational Pipeline

In 2017, there were 4,054 graduates in Craighead County, AR. This pipeline has grown by 3% over the last 5 years. The highest share of these graduates come from Curriculum and Instruction, Elementary and Middle School Administration/Principalship, and Liberal Arts and Sciences/Liberal Studies.

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Arkansas State University-Main Campus	4,027	
Arthur's Beauty College-Jonesboro	27	

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher