

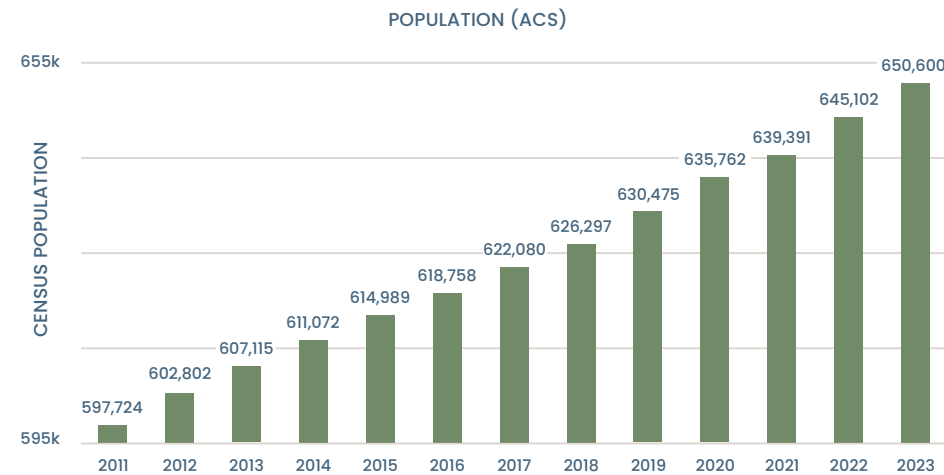
# OZARKS REGIONAL ECONOMIC PARTNERSHIP

## Q3 REGIONAL DEMOGRAPHIC PROFILE



### REGIONAL OVERVIEW

- Resident Population: 650,600 | Day-Time Population: 667,862
- Median household income: \$61,087
- Labor force: 316,055 | Participation rate: 60.6%
- Cost of living index: 87.2 (12.8% lower than US avg.)
- Median home value: \$206,211



### EMPLOYMENT & WAGES

- Total Employment: 306,703
- Unemployment rate: (April 2025): 3.7% (vs. 3.9% U.S.)
- Average annual wage: \$50,952 | Purchasing power: \$58,402

### KEY INDUSTRIES

<b>52,783 JOBS</b> HEALTH CARE & SOCIAL ASSISTANCE	<b>37,851 JOBS</b> RETAIL TRADE	<b>32,250 JOBS</b> ACCOMMODATION & FOOD SERVICES
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### HIGHEST PAYING INDUSTRIES

<b>\$100,311</b> MANAGEMENT OF COMPANIES AND ENTERPRISES	<b>\$80,174</b> UTILITIES	<b>\$78,279</b> WHOLESALE TRADE
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### ECONOMIC STRENGTHS

**\$34.3 BILLION** TOTAL GDP

TOTAL GDP CONTRIBUTORS

<b>\$4.9B</b> REAL ESTATE	<b>\$4.5B</b> HEALTH CARE	<b>\$3.3B</b> MANUFACTURING
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GDP GROWTH

**+ 2.05 BILLION** IN 2023

**+ 2.41 BILLION** IN 2022

### EDUCATION & TALENT

- Home to 45,000 higher education students, the region is a hub for academic growth.
- 128,000 postsecondary awards granted in the past 10 years.
- Almost 30% of residents have earned a bachelor's degree or higher.



**WORKFORCE & OCCUPATIONS**

LARGEST OCCUPATION GROUPS

 **35,577** OFFICE & ADMINISTRATIVE SUPPORT

 **30,276** TRANSPORTATION & MATERIAL MOVING

 **29,385** SALES

HIGHEST PAID OCCUPATIONS

 **\$109,400** LEGAL

 **\$97,400** MANAGEMENT

 **\$90,700** HEALTHCARE PRACTITIONERS & TECHNICAL

FASTEST GROWING OCCUPATIONS (5-YEAR PROJECTION)

 **+1,279** HEALTHCARE SUPPORT

 **+1,171** TRANSPORTATION & MATERIAL MOVING

 **+1,153** HEALTHCARE PRACTITIONERS & TECHNICAL

**INDUSTRIES**

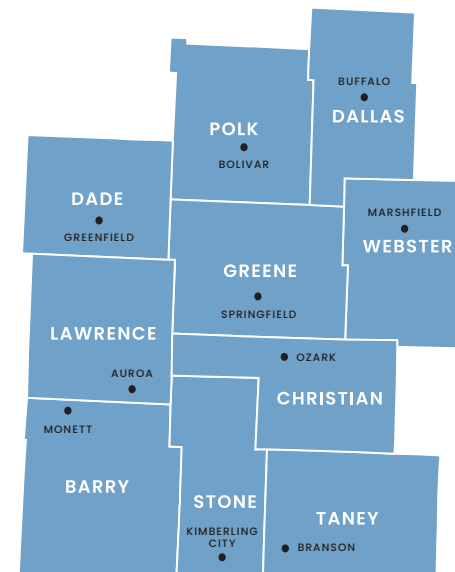
LARGEST INDUSTRIES

1. Health Care and Social Assistance - 53,695
2. Retail Trade - 37,227
3. Accommodation and Food Services - 32,090
4. Manufacturing - 26,309
5. Educational Services - 21,687

MOST CONCENTRATED INDUSTRIES (3-DIGIT NAICS)

- Boiler, tank, and shipping container manufacturing - 8.48
- Dairy product manufacturing - 6.74
- Engine, turbine, and power transmission equipment manufacturing - 5.45
- Travel arrangement and reservation services - 4.97

**THE REGION**



Source: JobsEQ (2024)