

# Marshall County Profile

Alabama Department of Labor  
Labor Market Information Division

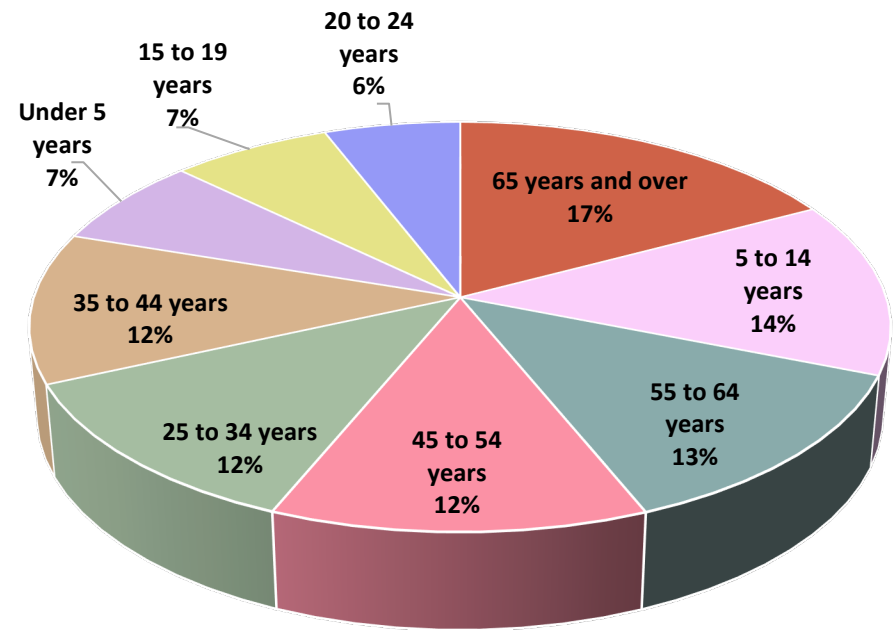
# Demographics

American Community Survey Average Population Estimates for 2018-2022

Age	Estimate
Under 5 years	6,896
5 to 14 years	13,496
15 to 19 years	6,789
20 to 24 years	5,747
25 to 34 years	11,798
35 to 44 years	11,628
45 to 54 years	12,120
55 to 64 years	12,566
65 and older	16,883

*Total Population*  
**97,923**

*Population By Age Group:*



# Demographics

## American Community Survey Average Population Estimates for 2018-2022

School Enrollment	Estimate
Population 3 years and over enrolled in school	23,057
Nursery school, preschool	1,276
Kindergarten	1,371
Elementary school (grades 1-8)	10,586
High school (grades 9-12)	5,931
College or graduate school	3,893
Educational Attainment	Estimate
Population 25 years and over	64,995
Less than 9 <sup>th</sup> grade	5,916
9 <sup>th</sup> to 12 <sup>th</sup> grade, no diploma	5,916
High school graduate (includes equivalency)	20,737
Some college, no degree	13,105
Associate's degree	7,069
Bachelor's degree	9,437
Graduate or professional degree	4,486

# Unemployment Data

## May 2024 Unemployment & Underemployment Data

County	Civilian Labor Force	Employment	Unemployment	Unemployment Rate	Under-Employment	Available Labor Pool
Cullman	39,916	39,127	789	2.0%	8,060	8,849
DeKalb	31,344	30,650	694	2.2%	9,839	10,533
Jackson	23,640	23,092	548	2.3%	4,480	5,028
Limestone	50,718	49,693	1,025	2.0%	11,678	12,703
Madison	210,047	205,900	4,147	2.0%	47,563	51,710
<b>Marshall</b>	<b>47,161</b>	<b>46,236</b>	<b>925</b>	<b>2.0%</b>	<b>7,906</b>	<b>8,831</b>
Morgan	62,846	61,654	1,192	1.9%	12,454	13,646

**Unemployment + Underemployment = Potential Available Labor Pool**

Source: LAUS data, County Unemployment Rates, Unemployment Data for Labor Force, Employment, Unemployment, and Unemployment Rate Data. Underemployment in Alabama WIA Areas, Published September 2023, CBER @ UA, Underemployment and Available Labor Pool Data.

# Unemployment Data

## Initial Claims by Occupation 2023, Annual

Occupation	Number Unemployed	Occupation	Number Unemployed
Helpers--Production Workers	114	Maids and Housekeeping Cleaners	23
Cashiers	61	Supervisors of Production and Operating Workers	23
Team Assemblers	52	Light Truck Drivers	23
Waiters and Waitresses	49	Laborers and Freight, Stock, and Material Movers	23
Retail Salespersons	46	Nursing Assistants	21
Stockers and Order Fillers	43	Medical Assistants	21
Heavy and Tractor-Trailer Truck Drivers	43	Construction Laborers	20
Customer Service Representatives	39	Office and Administrative Support Workers, All Other	19
Office Clerks, General	39	Maintenance and Repair Workers	19
General and Operations Managers	35	Assemblers and Fabricators, All Other	19
Machinists	32	Welders, Cutters, Solderers, and Brazers	19
Industrial Truck and Tractor Operators	28	Food Service Managers	18
Inspectors, Testers, Sorters, Samplers, and Weighers	27	Cooks, Restaurant	18
Production Workers, All Other	26	Carpenters	18
Sales Managers	24	Electricians	18



Source: Unemployment Insurance Reports

# Help Wanted OnLine® Annual Job Postings

## 2023 Top Occupations with Most Ads Posted

Occupation	# of Ads	Occupation	# of Ads
Retail Salespersons	344	Nursing Assistants	74
Supervisors of Retail Sales Workers	232	Supervisors of Food Preparation & Serving Workers	67
Fast Food & Counter Workers	156	Waiters & Waitresses	66
Food Service Managers	145	Postal Service Clerks	64
Customer Service Representatives	134	Supervisors of Production & Operating Workers	63
Laborers & Freight, Stock, & Material Movers, Hand	134	Janitors & Cleaners, Except Maids & Housekeeping Cleaners	56
Registered Nurses	132	Automotive Service Technicians & Mechanics	55
Production Workers, All Other	115	Driver/Sales Workers	55
Cashiers	110	Managers, All Other	51
Sales Reps, Wholesale & Manufacturing, Exc Technical & Scientific Products	97	Industrial Engineering Technologists & Technicians	48
Stockers & Order Fillers	97	Medical Secretaries & Administrative Assistants	45
Merchandise Displayers & Window Trimmers	94	Maids & Housekeeping Cleaners	41
Licensed Practical & Vocational Nurses	91	Light Truck Drivers	38
Maintenance & Repair Workers, General	90	General & Operations Managers	36
Heavy & Tractor-Trailer Truck Drivers	77	Shipping, Receiving, & Inventory Clerks	35



Source: The Conference Board-Burning Glass Help Wanted OnLine

# Expected Worker Shortfall

	2020-2030	2020-2035
Total Population Growth	7.9%	11.5%
Age 20-64 Population Growth	7.7%	11.2%
Nonagricultural Job Growth	20.0%	29.4%
Worker Shortfall	12.3%	18.2%
<b>Worker Shortfall</b>	<b>4,923</b>	<b>7,299</b>

Note: A negative Worker Shortfall indicates a projected surplus of workers versus available jobs.

# Occupational Wages

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## Marshall County Average Hourly Wage All Occupations

Entry	Median	Mean	Experienced
\$12.22	\$17.63	\$21.59	\$26.26

## Marshall County Average Hourly Wage Manufacturing

Entry	Median	Mean	Experienced
\$13.70	\$17.81	\$20.46	\$23.85

Source: Alabama Department of Labor, Labor Market Information Division in cooperation with the U.S. Bureau of Labor Statistics. The data is based on the 2023 release of the Occupational Employment Statistics report, employment and wage estimate file. Wage data has been aged using the latest quarterly Employment Cost Index (ECI) factors. 'NA' indicates data not available for publication.



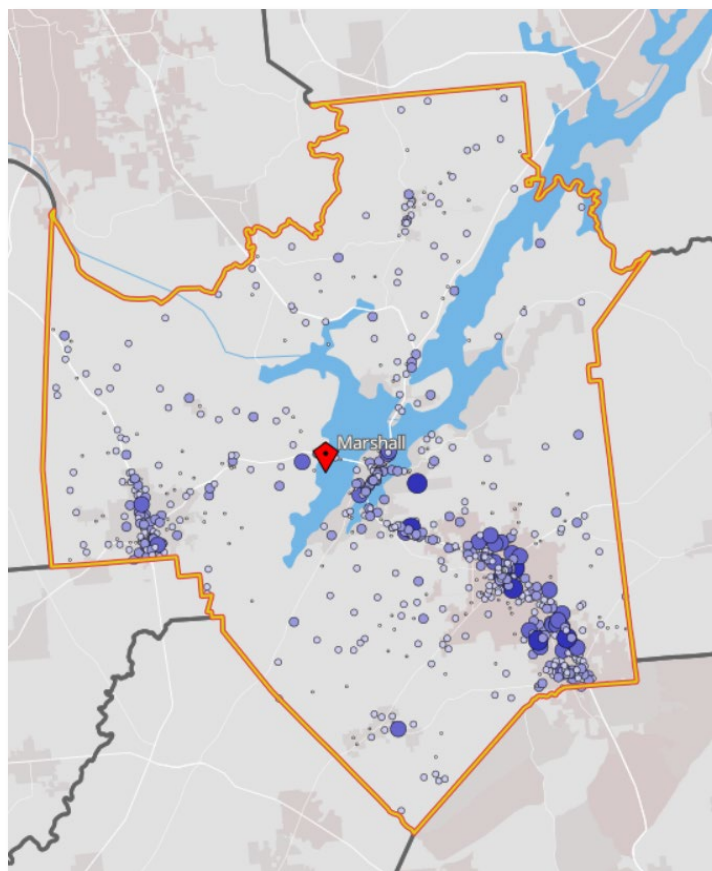
# Occupational Wages

## Annual Salary Area Comparison

	Entry	Median	Mean	Experienced
<b>Alabama</b>				
Total	\$30,109	\$49,126	\$64,093	\$81,086
Manufacturing	\$32,657	\$47,238	\$56,534	\$68,473
<b>Marshall County</b>				
Total	\$25,425	\$36,676	\$44,899	\$54,636
Manufacturing	\$28,492	\$37,048	\$42,568	\$49,606
<b>Jefferson County</b>				
Total	\$28,906	\$47,977	\$60,911	\$76,914
Manufacturing	\$34,896	\$48,607	\$56,721	\$67,634
<b>Madison County</b>				
Total	\$29,953	\$52,917	\$72,240	\$93,384
Manufacturing	\$38,735	\$58,493	\$75,198	\$93,430

Source: Alabama Department of Labor, Labor Market Information Division in cooperation with the U.S. Bureau of Labor Statistics. The data is based on the 2023 release of the Occupational Employment Statistics report, employment and wage estimate file. Wage data has been aged using the latest quarterly Employment Cost Index (ECI) factors. 'NA' indicates data not available for publication.

# 2021 Workforce Characteristics

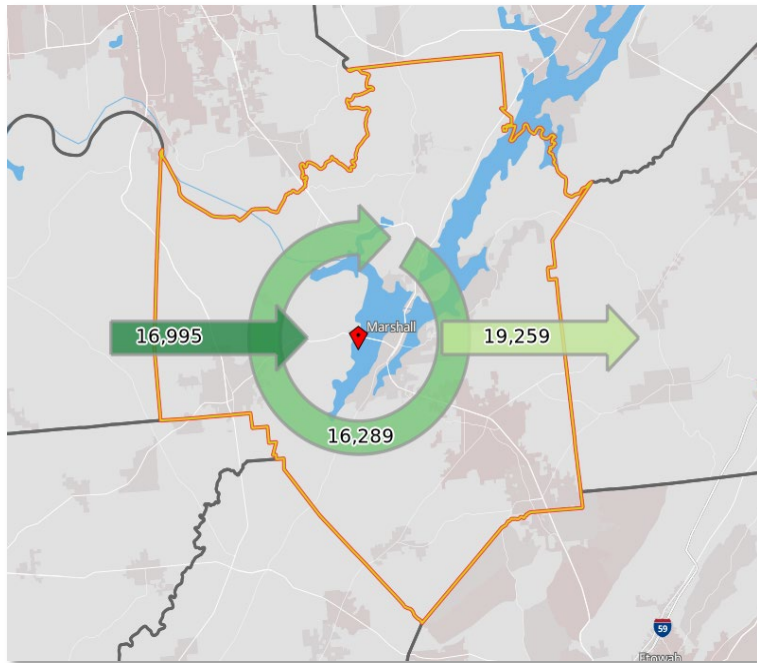


Jobs by Worker Age	Count	Share
Age 29 or younger	8,911	26.8%
Age 30 to 54	16,915	50.8%
Age 55 or older	7,458	22.4%
Jobs by Worker Educational Attainment	Count	Share
Less than high school	3,771	11.3%
High school or equivalent, no college	7,837	23.5%
Some college or Associate degree	7,960	23.9%
Bachelor's degree or advanced degree	4,805	14.4%
Educational attainment not available (workers aged 29 or younger)	8,911	26.8%
Jobs by Worker Sex	Count	Share
Male	16,993	51.1%
Female	16,291	48.9%
Jobs by Earnings	Count	Share
\$1,250 per month or less	5,877	17.7%
\$1,251 to \$3,333 per month	13,551	40.7%
More than \$3,333 per month	13,856	41.6%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Labor, Labor Market Information Division.

# 2021 Commuting Patterns

## Labor Force Characteristics



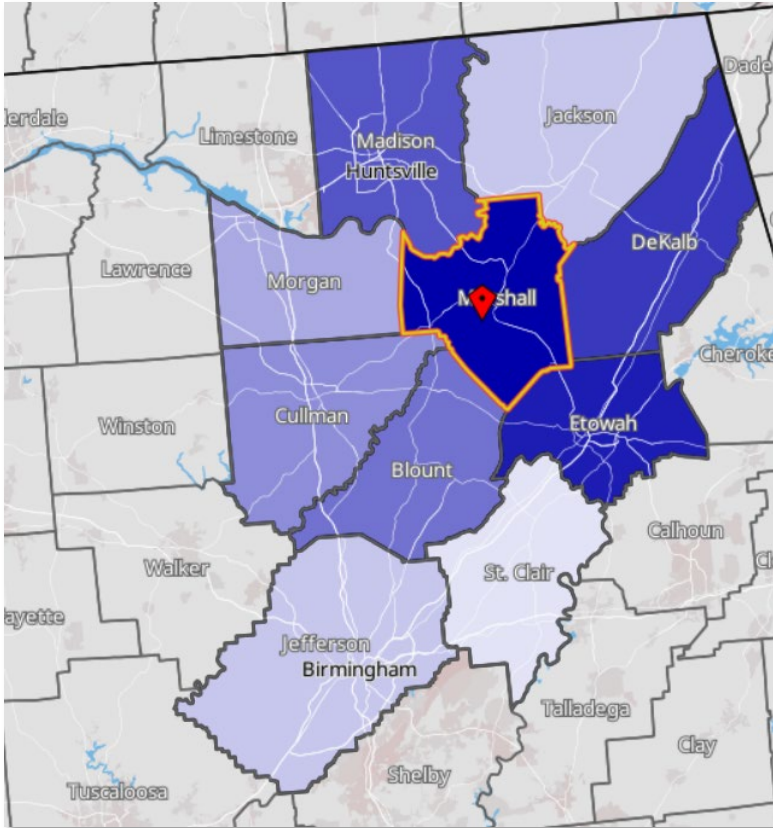
Outflow Job Characteristics	Count	Share
External Jobs Filled by Residents	19,259	100.0%
Workers Aged 29 or younger	5,116	26.6%
Workers Aged 30 to 54	9,826	51.0%
Workers Aged 55 or older	4,317	22.4%
Workers Earning \$1,250 per month or less	3,286	17.1%
Workers Earning \$1,251 to \$3,333 per month	6,358	33.0%
Workers Earning More than \$3,333 per month	9,615	49.9%
Workers in the "Goods Producing" Industry Class	4,435	23.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	4,418	22.9%
Workers in the "All Other Services" Industry Class	10,406	54.0%

**Live in the County  
but Work Elsewhere**  
**54.2%**

**Live and Work  
in the County**  
**45.8%**

# 2021 Commuting Patterns

Where People Live who Work in This County



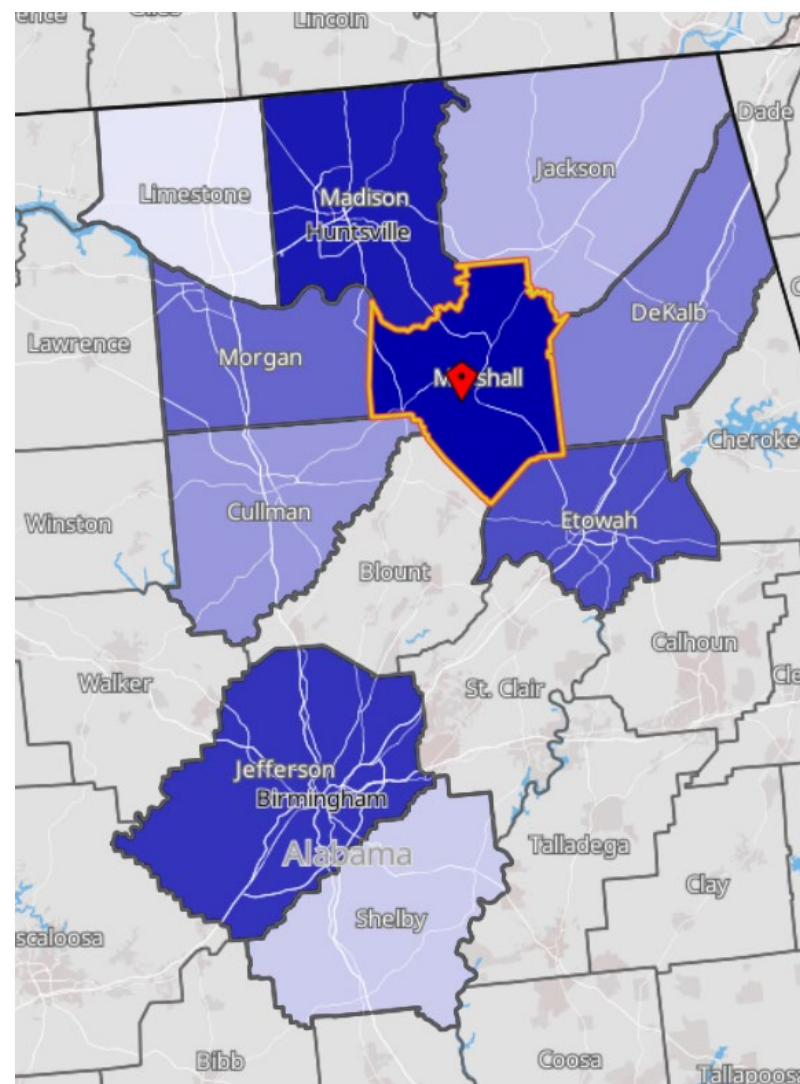
	Count	Share
Marshall County, AL	16,289	48.9%
Etowah County, AL	3,187	9.6%
DeKalb County, AL	2,599	7.8%
Madison County, AL	1,464	4.4%
Blount County, AL	1,125	3.4%
Cullman County, AL	1,098	3.3%
Morgan County, AL	776	2.3%
Jackson County, AL	592	1.8%
Jefferson County, AL	592	1.8%
St. Clair County, AL	386	1.2%
All Other Locations	5,176	15.6%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Labor, Labor Market Information Division.

# 2021 Commuting Patterns

Where People Work who Live in This County

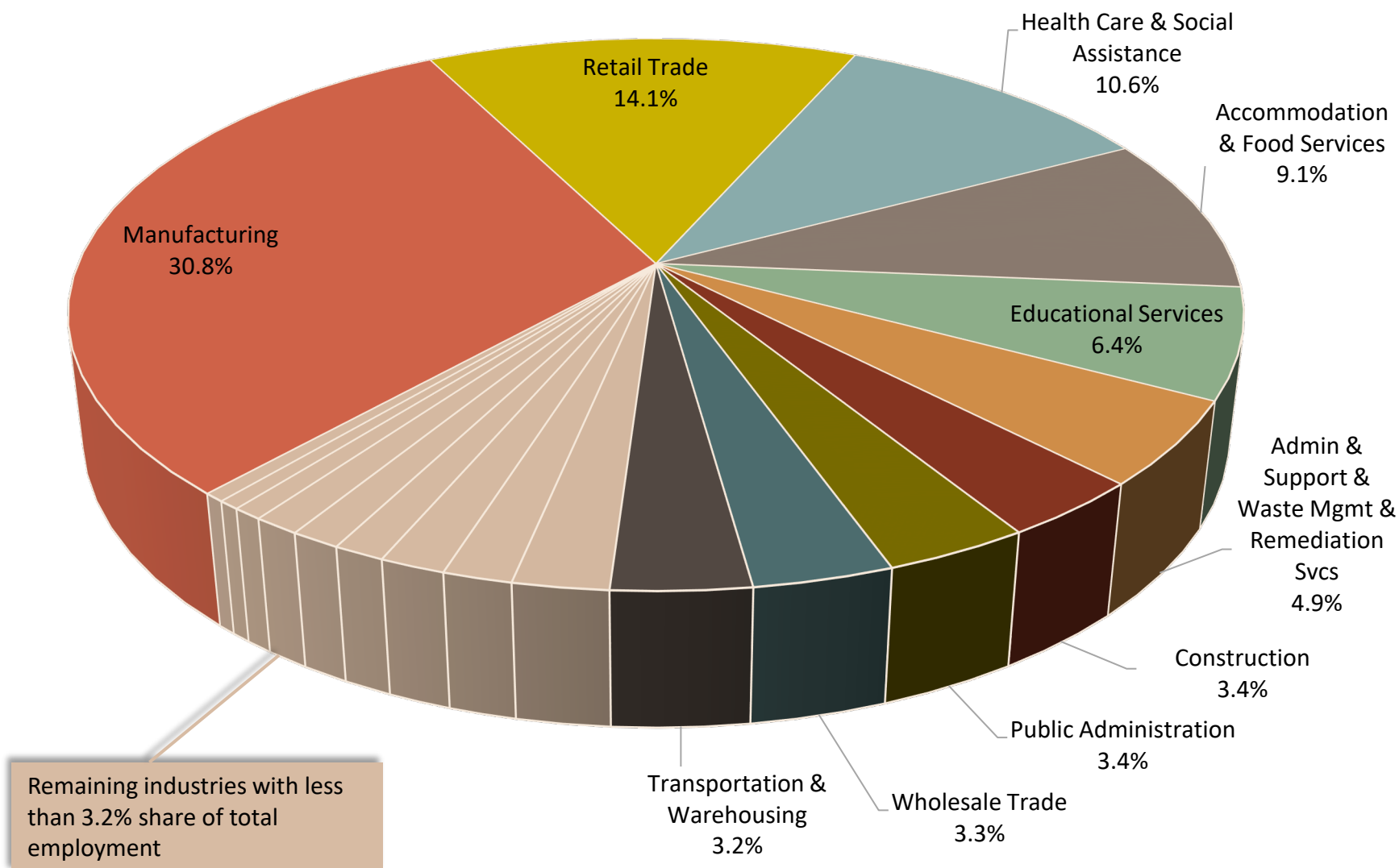
	Count	Share
Marshall County, AL	16,289	45.8%
Madison County, AL	5,987	16.8%
Jefferson County, AL	2,603	7.3%
Etowah County, AL	1,226	3.4%
Morgan County, AL	1,113	3.1%
DeKalb County, AL	1,001	2.8%
Cullman County, AL	893	2.5%
Jackson County, AL	787	2.2%
Shelby County, AL	500	1.4%
Limestone County, AL	403	1.1%
All Other Locations	4,746	13.4%



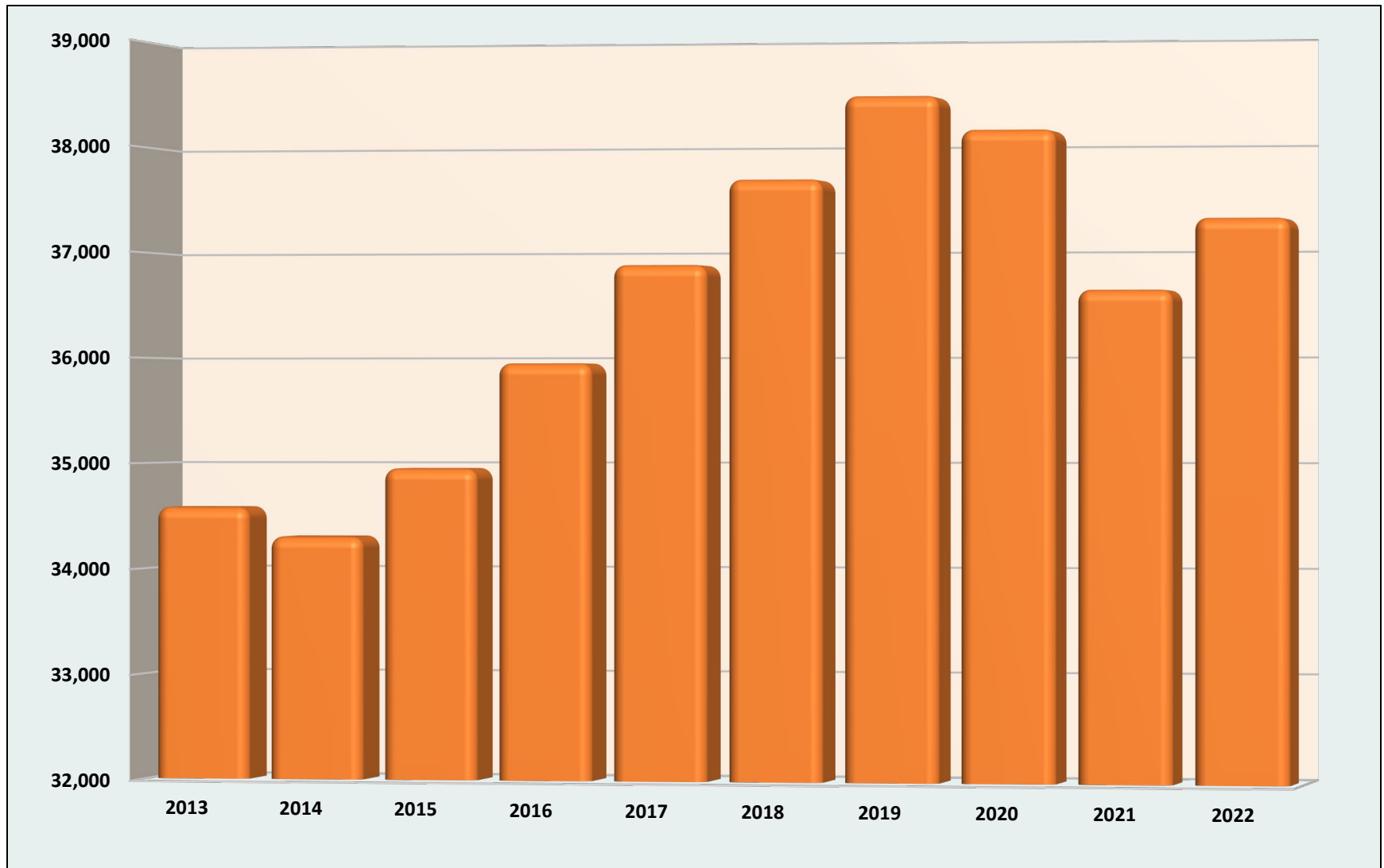
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# Marshall County Industry Distribution 2022

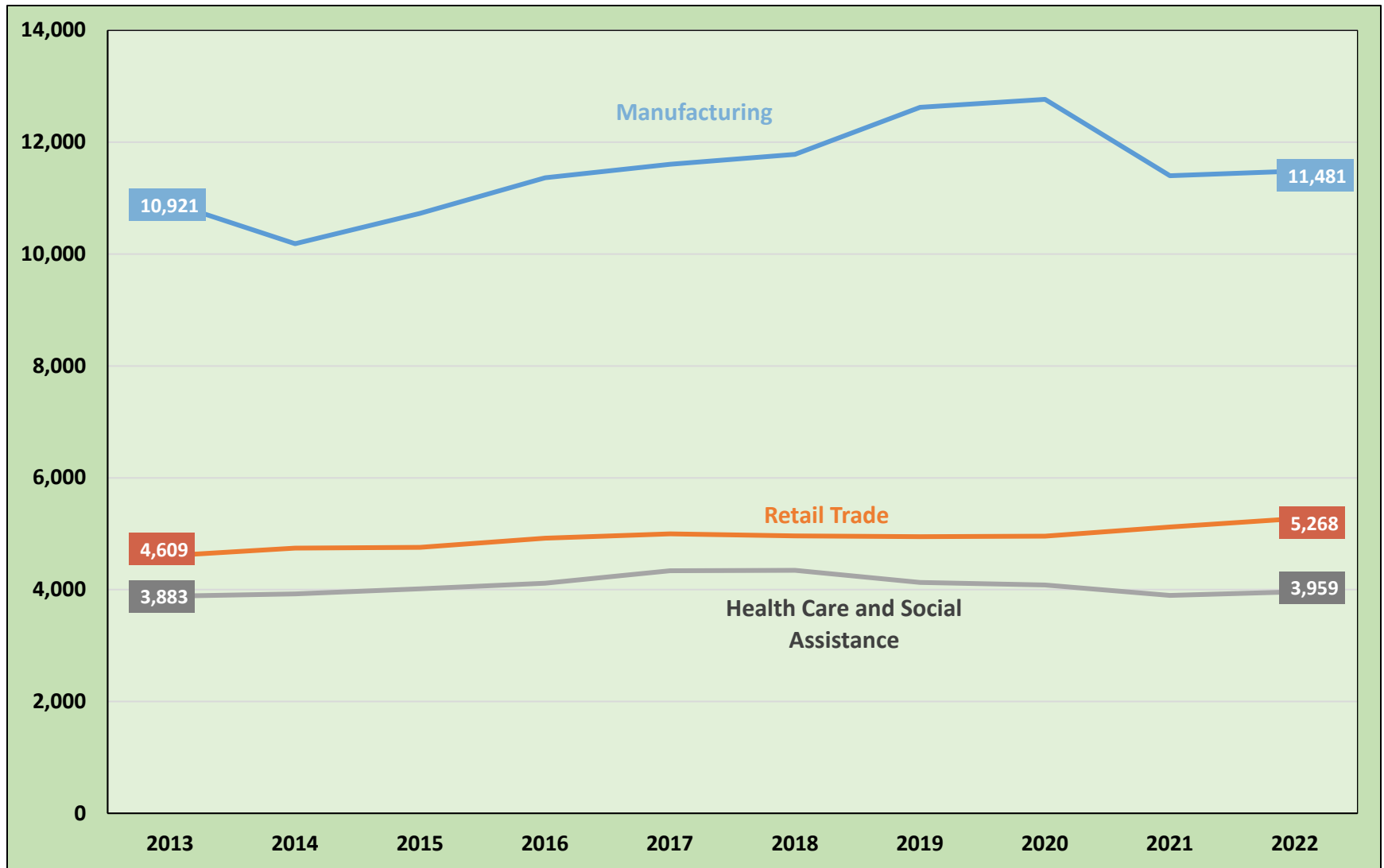


# Industry Total Employment Trend



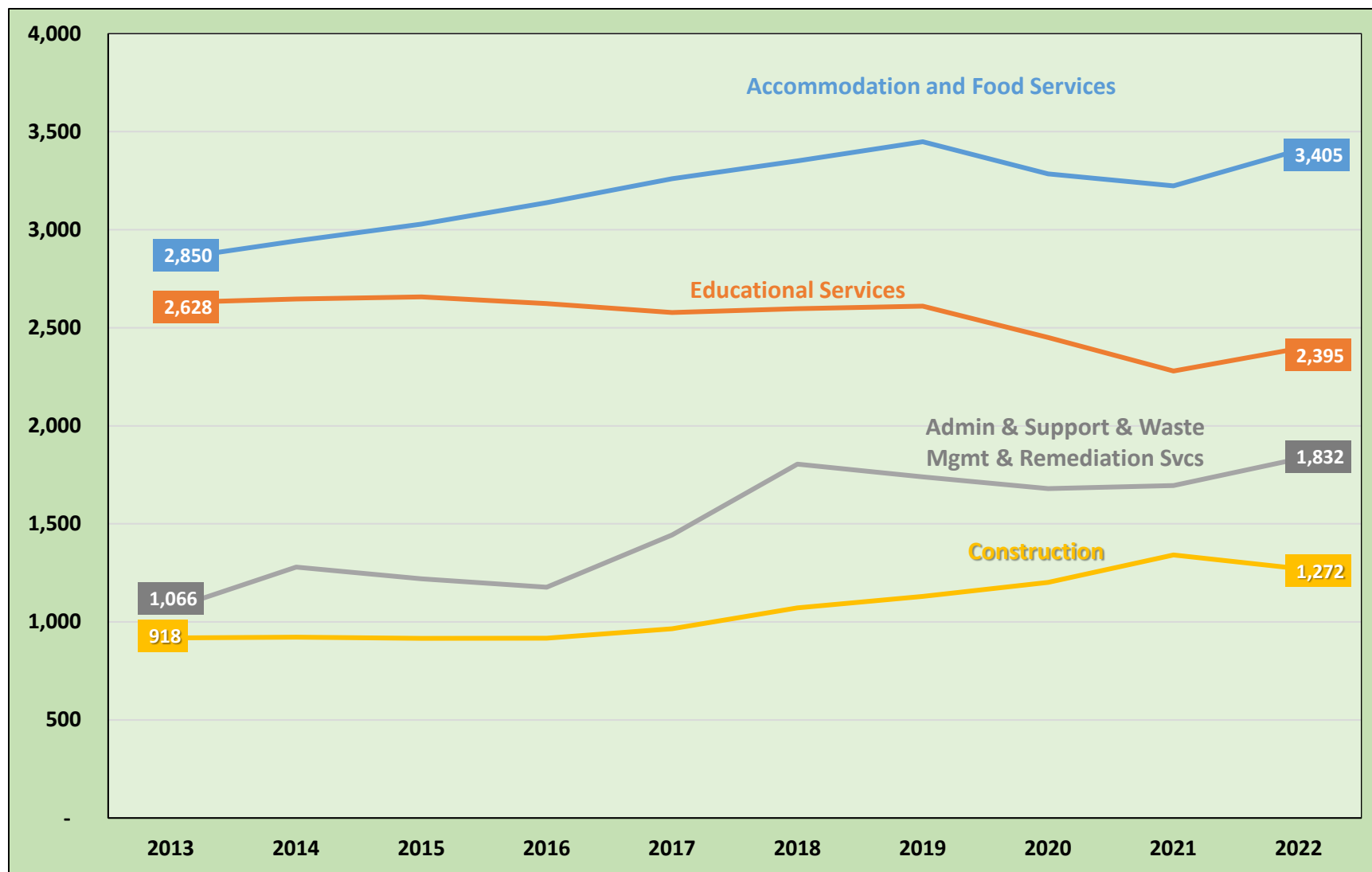
Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Labor, Labor Market Information Division.

# Industry Sector Employment Trends

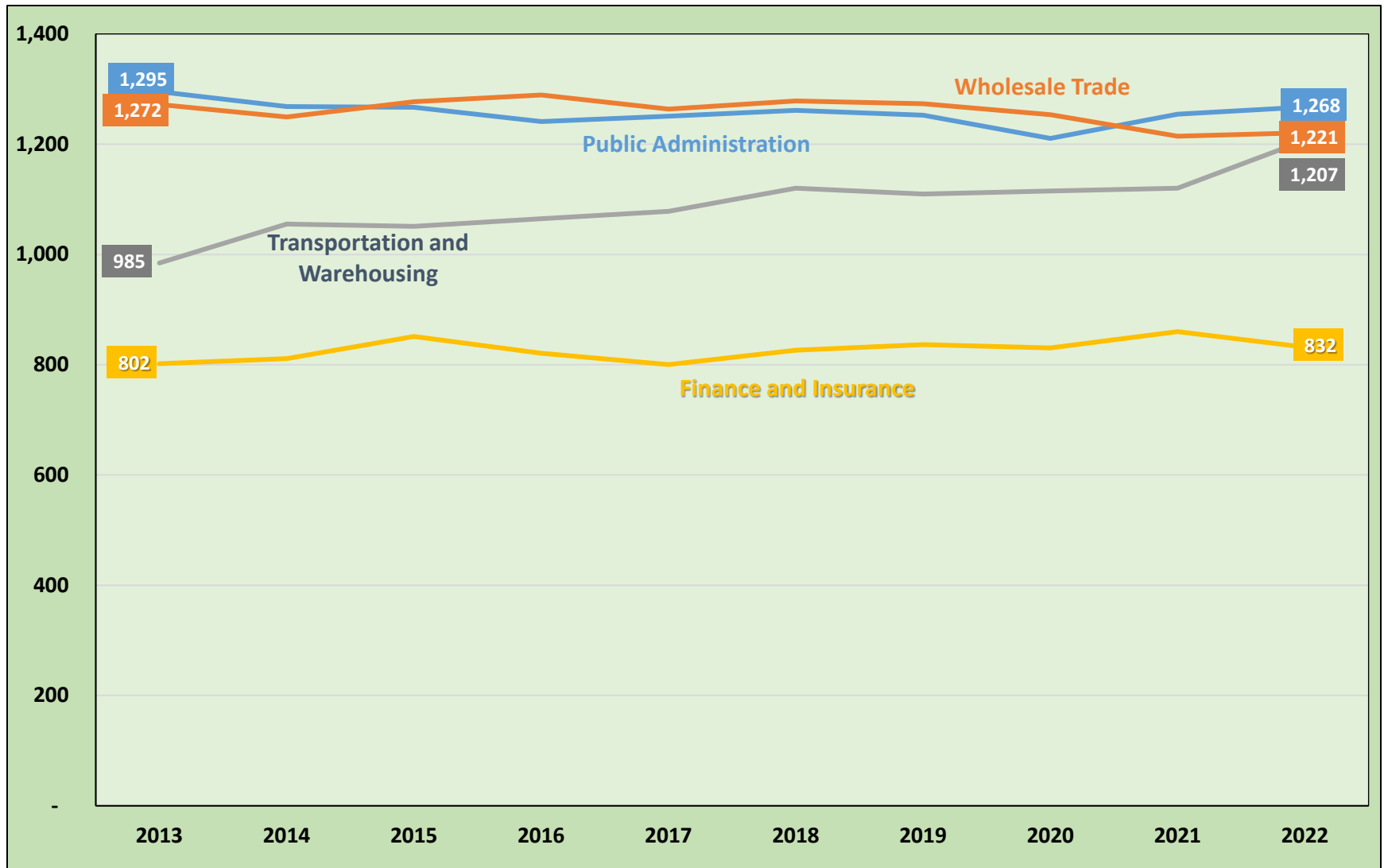




# Industry Sector Employment Trends

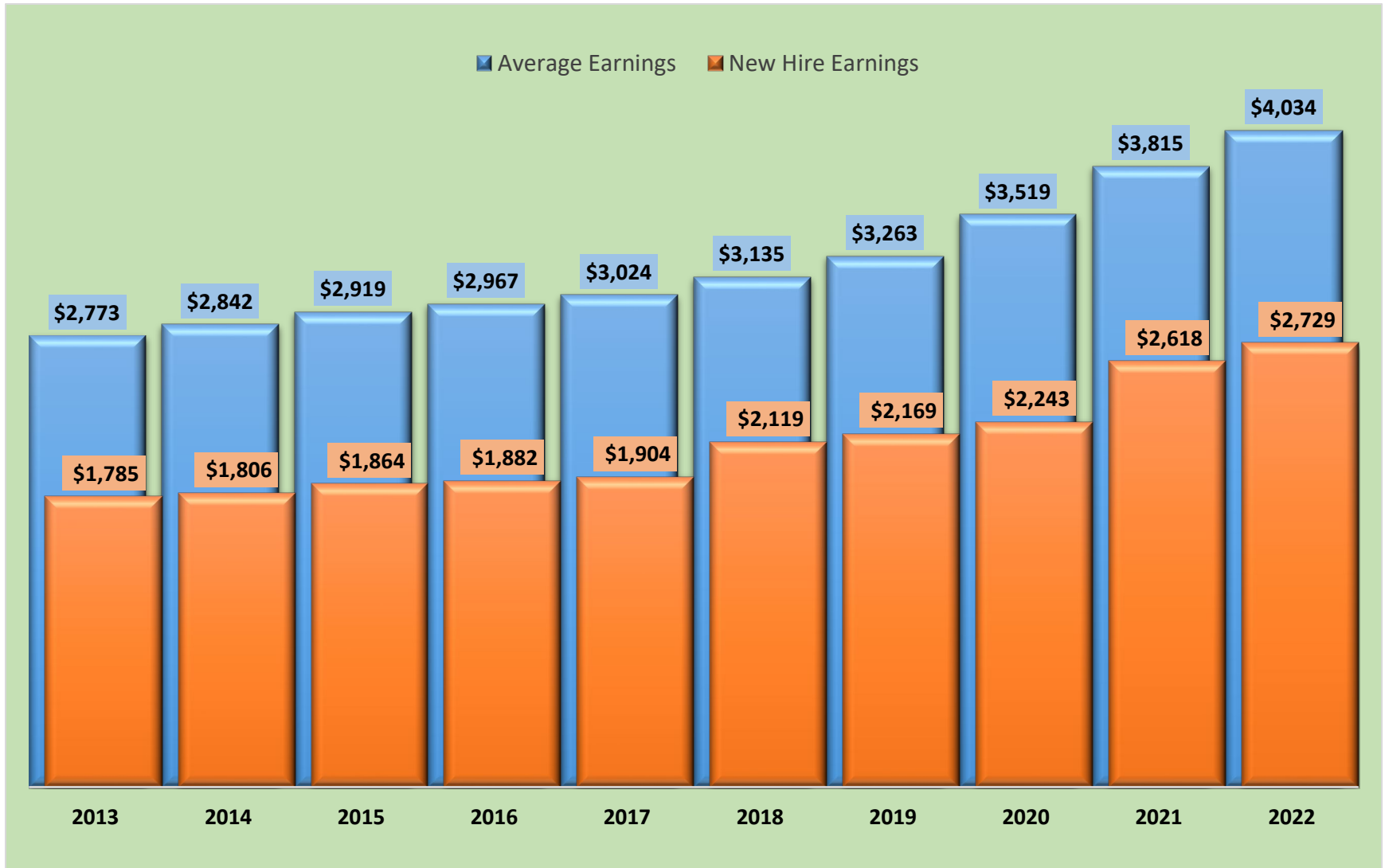


# Industry Sector Employment Trends



Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Labor, Labor Market Information Division.

# Average Monthly Earnings Trend



# Postsecondary Education

## HS Graduates Enrolled in Alabama Public Colleges Fall 2023

High School	HS Grads	Enrolled in AL Public Colleges	Enrolled in Remedial Course(s)				Enrollment Status	
			Math Only	English Only	Both	Total	Full Time	Part Time/ Other
Albertville High School	377	166	23	8	11	42	153	13
Arab High School	187	109	14	3	4	21	103	6
Asbury High School	80	25	7	2	1	10	25	0
Boaz High School	154	82	5	0	3	8	75	7
Brindlee Mountain High School	88	18	5	0	0	5	15	3
Douglas High School	151	72	4	3	0	7	60	12
Guntersville High School	131	84	3	0	2	5	79	5
Kate D Smith DAR High School	88	36	1	2	0	3	35	1



Source: Alabama Commission on Higher Education; 2022-2023 High School Report.

# Postsecondary Education

Fall 2023 Undergraduate Enrollment of Students Attending Alabama Public Two-Year and Four-Year Institutions

Marshall County		# Undergrads	# First-Time Freshman
<b>Major</b>	<b>Grand Total</b>	<b>3,050</b>	<b>664</b>
Undeclared/Not Reported		707	15
General Studies		679	308
Registered Nursing/Registered Nurse		203	39
Business Administration and Management, General		136	35
Elementary Education and Teaching		82	3
Computer and Information Sciences, General		59	12
Psychology, General		56	11
Biology/Biological Sciences, General		49	9
Mechanical Engineering		45	10
Accounting		38	1
Liberal Arts and Sciences/Liberal Studies		29	12
Marketing/Marketing Management, General		27	3
Industrial Mechanics and Maintenance Technology/Technician		24	8
Aerospace, Aeronautical, and Astronautical/Space Engineering, General		23	6
Finance, General		23	1

# Postsecondary Education

Summer 2022 thru Spring 2023 Completions of Students from Alabama Public Two-Year and Four-Year Institutions

Major	Less than 1 year	Less than 2 years	Associate	Less than 4 years	Bachelor	Post-Bachelor	Master	Post-Master	Doctoral	Marshall Total	* State Totals
General Studies	104	-	138	-	-	-	-	-	-	242	5,561
Registered Nursing/Registered Nurse	-	-	31	-	37	-	18	-	-	86	3,873
Business Administration and Management, General	5	4	7	-	20	-	6	-	-	42	2,244
Elementary Education and Teaching	-	-	-	-	21	-	18	-	-	39	1,062
Multi-/Interdisciplinary Studies, Other	33	-	-	-	4	-	1	-	-	38	954
Industrial Mechanics and Maintenance Technology/Technician	19	8	9	-	-	-	-	-	-	36	702
Industrial Electronics Technology/Technician	20	3	3	-	-	-	-	-	-	26	490
Emergency Medical Technology/Technician (EMT Paramedic)	22	-	1	-	-	-	-	-	-	23	786
Computer and Information Sciences, General	11	-	2	-	8	-	-	-	-	21	1,328
Secondary Education and Teaching	-	-	-	-	10	-	9	-	-	19	487
Welding Technology/Welder	16	2	-	-	-	-	-	-	-	18	1,107
Accounting	-	-	-	-	12	-	2	-	-	14	808
Licensed Practical/Vocational Nurse Training	-	13	-	-	-	-	-	-	-	13	1,243
Psychology, General	-	-	-	-	13	-	-	-	-	13	889
Biomedical Sciences, General	-	-	-	-	12	-	-	-	-	12	422

# Questions???

Alabama Department of Labor  
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