

# Franklin County Profile

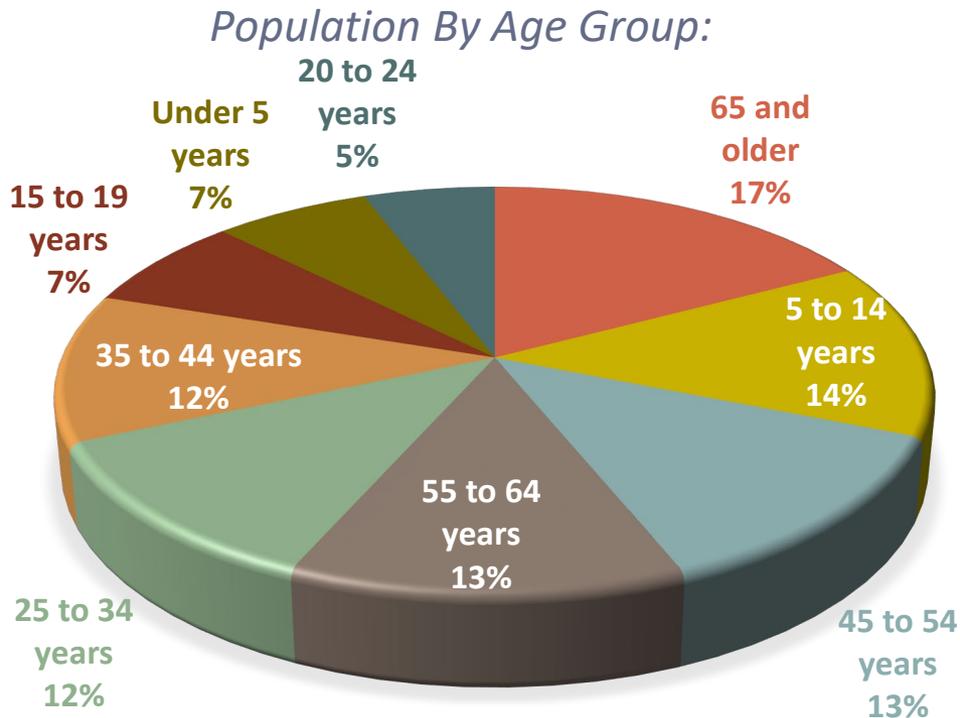
Alabama Department of Workforce  
Labor Market Information Division

# Demographics

American Community Survey Average Population Estimates for 2019-2023

Age	Estimate
Under 5 years	2,162
5 to 14 years	4,475
15 to 19 years	2,375
20 to 24 years	1,810
25 to 34 years	3,768
35 to 44 years	3,763
45 to 54 years	4,072
55 to 64 years	4,060
65 and older	5,493

*Total Population*  
**31,978**



# Demographics

## American Community Survey Average Population Estimates for 2019-2023

School Enrollment	Estimate
Population 3 years and over enrolled in school	7,453
Nursery school, preschool	232
Kindergarten	266
Elementary school (grades 1-8)	3,910
High school (grades 9-12)	1,917
College or graduate school	1,128
Educational Attainment	Estimate
Population 25 years and over	21,156
Less than 9 <sup>th</sup> grade	1,429
9 <sup>th</sup> to 12 <sup>th</sup> grade, no diploma	2,911
High school graduate (includes equivalency)	8,336
Some college, no degree	3,931
Associate's degree	1,399
Bachelor's degree	2,036
Graduate or professional degree	1,114

# Unemployment Data

## November 2024 Unemployment & Underemployment Data

County	Civilian Labor Force	Employment	Unemployment	Unemployment Rate	Under-Employment	Available Labor Pool
Colbert	24,619	23,719	900	3.8%	3,463	4,363
<b>Franklin</b>	<b>14,679</b>	<b>14,201</b>	<b>478</b>	<b>2.9%</b>	<b>3,437</b>	<b>3,915</b>
Lauderdale	44,373	42,897	1,476	3.3%	12,397	13,873
Lawrence	15,282	14,797	485	3.2%	2,249	2,734
Marion	12,998	12,507	491	3.6%	2,414	2,905
Winston	10,015	9,624	391	3.4%	1,877	2,268

**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 2024, Annual

Occupation	Number Unemployed	Occupation	Number Unemployed
Helpers--Production Workers	31	Management Occupations	10
Production Workers, All Other	27	Heavy and Tractor-Trailer Truck Drivers	9
Laborers and Material Movers, Hand	22	Industrial Machinery Installation, Repair, and Maintenance Workers	9
Production Occupations	18	Driver/Sales Workers and Truck Drivers	8
Construction Laborers	16	Other Management Occupations	7
Customer Service Representatives	16	Cabinetmakers and Bench Carpenters	6
General and Operations Managers	14	Fast Food and Counter Workers	6
Carpenters	12	Millwrights	6
Cashiers	12	Retail Salespersons	6
Laborers and Freight, Stock, and Material Movers, Hand	12	Stockers and Order Fillers	6
Electricians	11	Assemblers and Fabricators	5
Retail Sales Workers	11	Food Service Managers	5
Team Assemblers	11	Industrial Production Managers	5
Inspectors, Testers, Sorters, Samplers, and Weighers	10	Industrial Truck and Tractor Operators	5
Maintenance and Repair Workers, General	10	Maids and Housekeeping Cleaners	5



# Help Wanted OnLine<sup>®</sup> Annual Job Postings

## 2024 Top Occupations with Most Ads Posted

Occupation	# of Ads	Occupation	# of Ads
Slaughterers and Meat Packers	62	Licensed Practical & Vocational Nurses	17
Retail Salespersons	58	Postal Service Clerks	17
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	49	Maintenance and Repair Workers, General	16
Supervisors of Retail Sales Workers	38	Helpers--Installation, Maintenance, and Repair Workers	16
Speech-Language Pathologists	34	Supervisors of Office and Administrative Support Workers	13
Heavy and Tractor-Trailer Truck Drivers	30	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	12
Food Service Managers	29	Driver/Sales Workers	12
Customer Service Representatives	26	Financial Managers	11
Laborers and Freight, Stock, and Material Movers, Hand	25	Precision Instrument and Equipment Repairers, All Other	11
Medical and Clinical Laboratory Technicians	23	Fast Food and Counter Workers	11
Supervisors of Production and Operating Workers	22	Merchandise Displayers and Window Trimmers	10
General and Operations Managers	21	Insurance Sales Agents	10
Team Assemblers	20	Sales Reps, Wholesale and Manufacturing, Except Technical and Scientific Products	10
Registered Nurses	18	Construction Laborers	10
Cooks, Restaurant	18	Chief Executives	9



# Expected Worker Shortfall

	2022-2032	2022-2040	2022-2045
Total Population Growth	-1.2%	-2.4%	-3.6%
Age 20-64 Population Growth	-3.6%	-5.5%	-8.2%
Nonagricultural Job Growth	0.0%	0.8%	1.5%
Worker Shortfall	3.7%	6.3%	9.7%
<b>Worker Shortfall</b>	<b>437</b>	<b>751</b>	<b>1,157</b>

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



Source: Center for Business and Economic Research (CBER), University of Alabama

# Occupational Wages

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## Franklin County Average Hourly Wage All Occupations

Entry	Median	Mean	Experienced
\$13.00	\$19.19	\$22.10	\$26.64

## Franklin County Average Hourly Wage Manufacturing

Entry	Median	Mean	Experienced
\$16.97	\$19.58	\$22.62	\$25.44

Source: Alabama Department of Workforce, Labor Market Information Division in cooperation with the U.S. Bureau of Labor Statistics. The data is based on the 2024 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

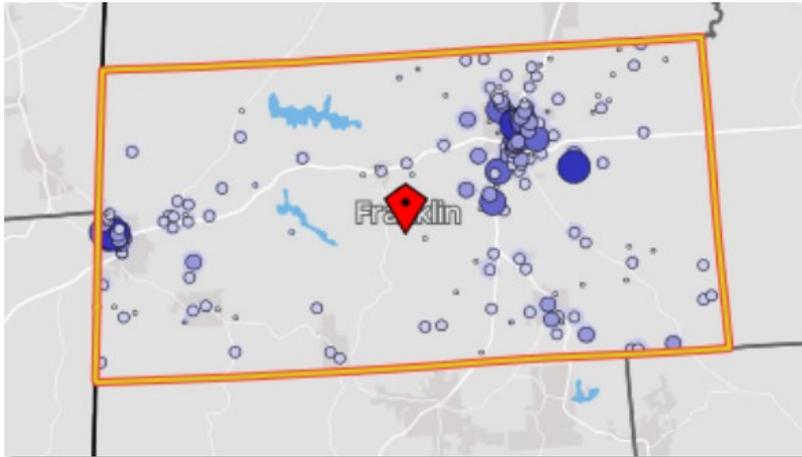
	Entry	Median	Mean	Experienced
<b>Alabama</b>				
Total	\$27,814	\$45,371	\$57,292	\$72,030
Manufacturing	\$33,704	\$48,848	\$58,571	\$71,005
<b>Franklin County</b>				
Total	\$27,048	\$39,911	\$45,964	\$55,422
Manufacturing	\$35,288	\$40,731	\$47,051	\$52,933
<b>Colbert County</b>				
Total	\$27,730	\$44,853	\$54,119	\$67,313
Manufacturing	\$36,408	\$51,000	\$58,060	\$68,886
<b>Marion County</b>				
Total	\$27,111	\$40,287	\$47,508	\$57,706
Manufacturing	\$33,350	\$47,151	\$49,498	\$57,572

Source: Alabama Department of Workforce, Labor Market Information Division in cooperation with the U.S. Bureau of Labor Statistics. The data is based on the 2024 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.

# 2022 Workforce Characteristics

Jobs by Worker Age	Count	Share
Age 29 or younger	2,352	23.4%
Age 30 to 54	5,238	52.2%
Age 55 or older	2,444	24.4%

Jobs by Worker Educational Attainment	Count	Share
Less than high school	1,247	12.4%
High school or equivalent, no college	2,543	25.3%
Some college or Associate degree	2,461	24.5%
Bachelor's degree or advanced degree	1,431	14.3%
Educational attainment not available (workers aged 29 or younger)	2,352	23.4%

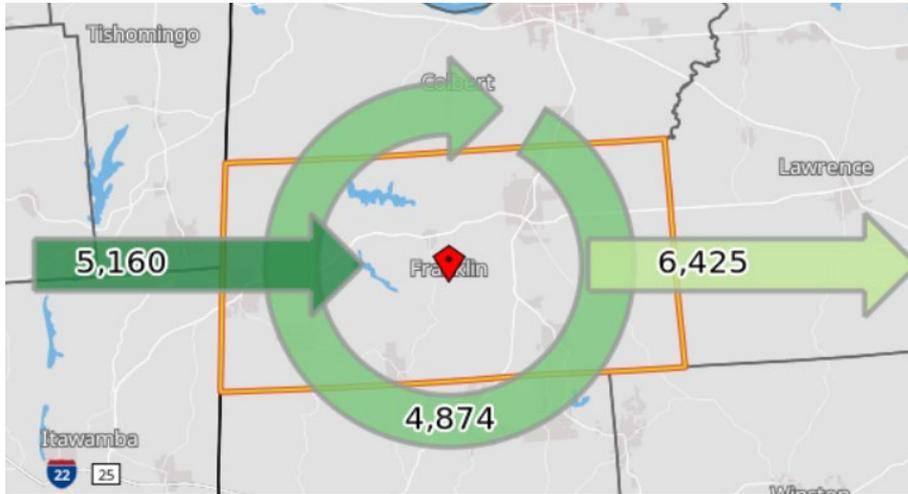


Jobs by Worker Sex	Count	Share
Male	5,261	52.4%
Female	4,773	47.6%

Jobs by Earnings	Count	Share
\$1,250 per month or less	1,347	13.4%
\$1,251 to \$3,333 per month	3,475	34.6%
More than \$3,333 per month	5,212	51.9%

# 2022 Commuting Patterns

## Labor Force Characteristics



Outflow Job Characteristics	Count	Share
External Jobs Filled by Residents	6,425	100.0%
Workers Aged 29 or younger	1,767	27.5%
Workers Aged 30 to 54	3,198	49.8%
Workers Aged 55 or older	1,460	22.7%
Workers Earning \$1,250 per month or less	1,064	16.6%
Workers Earning \$1,251 to \$3,333 per month	2,208	34.4%
Workers Earning More than \$3,333 per month	3,153	49.1%
Workers in the "Goods Producing" Industry Class	2,073	32.3%
Workers in the "Trade, Transportation, and Utilities" Industry Class	1,451	22.6%
Workers in the "All Other Services" Industry Class	2,901	45.2%

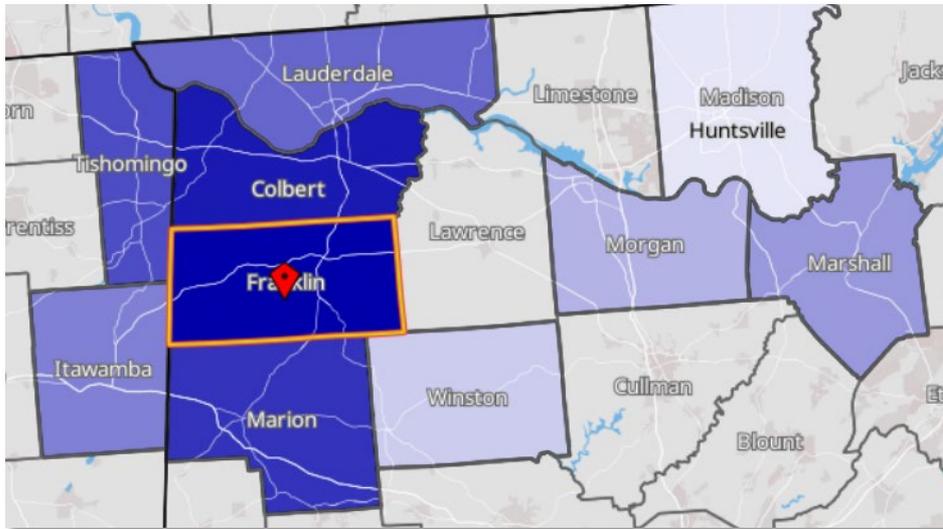
Live in the County but Work Elsewhere  
39.0%

Live Elsewhere but Work in the  
County  
31.4%

Live and Work in the County  
29.6%

# 2022 Commuting Patterns

## Where People Live who Work in This County

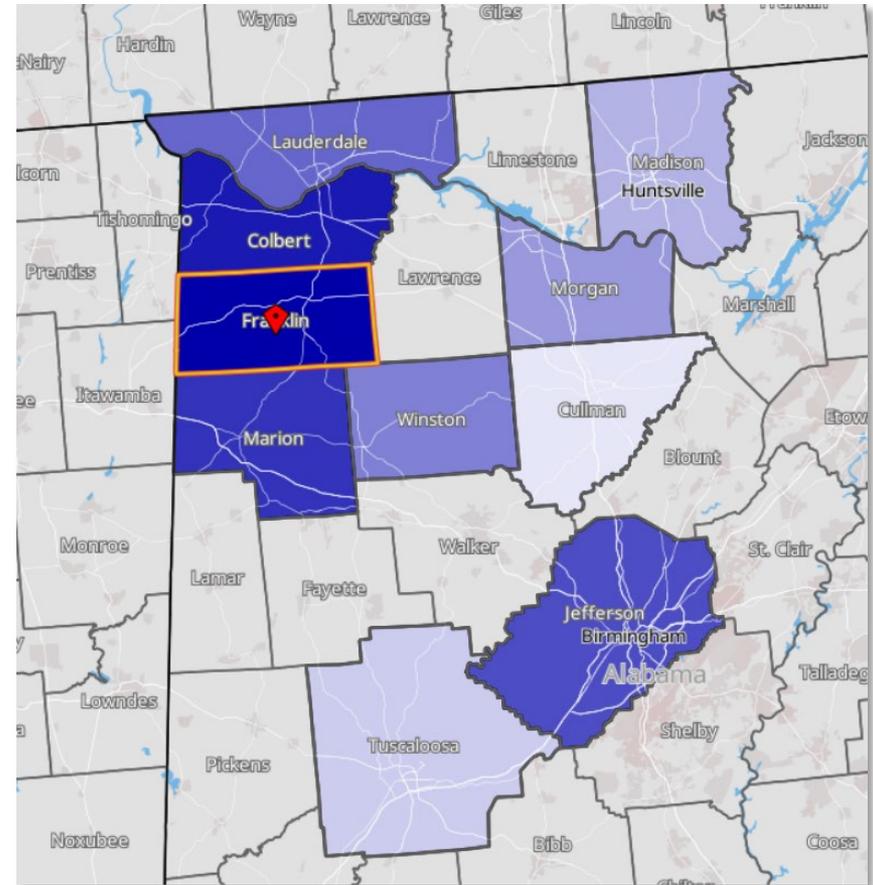


	Count	Share
Franklin County, AL	4,874	48.6%
Colbert County, AL	1,041	10.4%
Marion County, AL	698	7.0%
Tishomingo County, MS	551	5.5%
Lauderdale County, AL	415	4.1%
Itawamba County, MS	381	3.8%
Marshall County, AL	192	1.9%
Morgan County, AL	189	1.9%
Winston County, AL	151	1.5%
Madison County, AL	144	1.4%
All Other Locations	1,398	13.9%

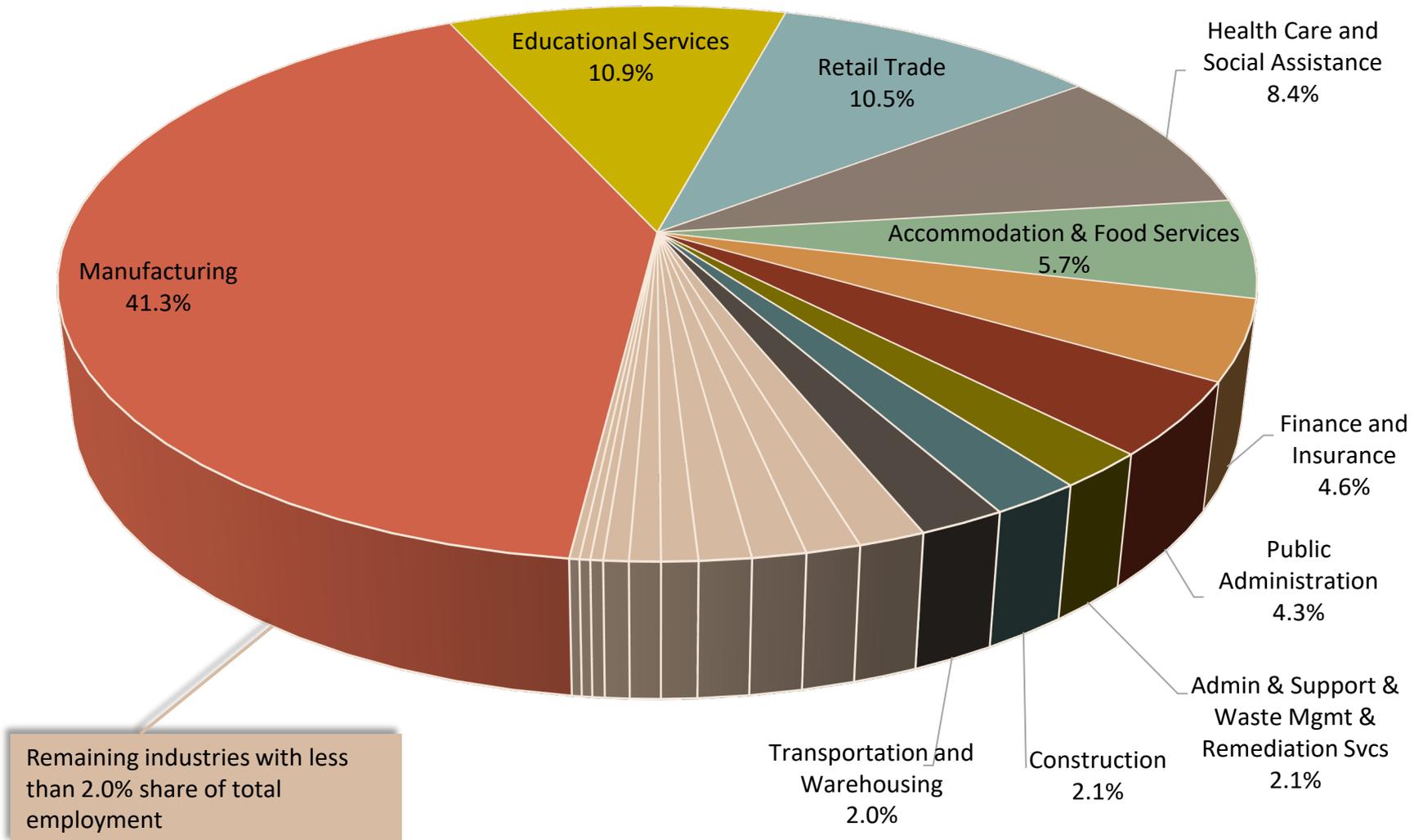
# 2022 Commuting Patterns

## Where People Work who Live in This County

	Count	Share
Franklin County, AL	4,874	43.1%
Colbert County, AL	1,153	10.2%
Marion County, AL	700	6.2%
Jefferson County, AL	656	5.8%
Lauderdale County, AL	610	5.4%
Winston County, AL	472	4.2%
Morgan County, AL	426	3.8%
Madison County, AL	272	2.4%
Tuscaloosa County, AL	271	2.4%
Cullman County, AL	152	1.3%
All Other Locations	1,713	15.2%

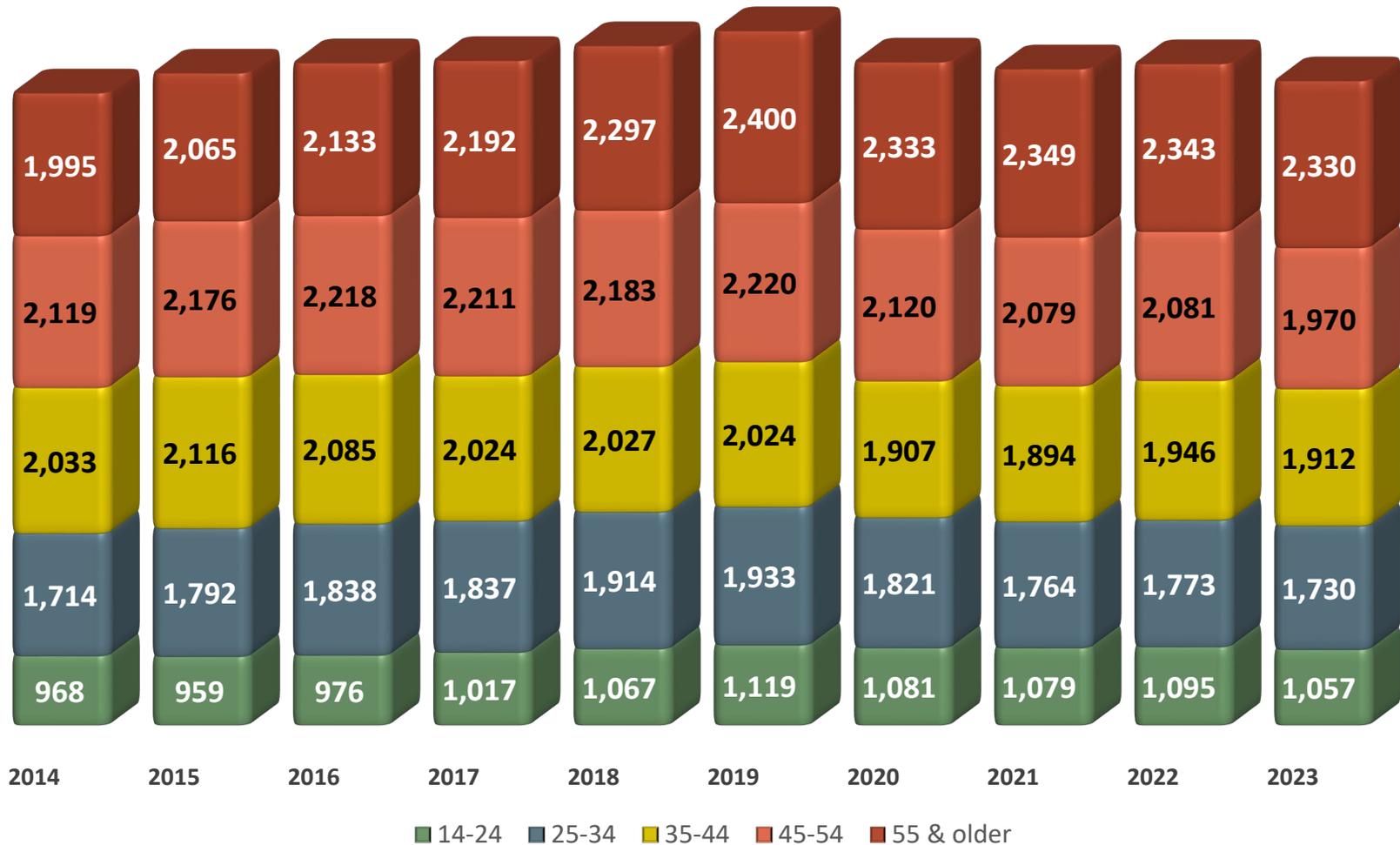


# Franklin County Industry Distribution 2023



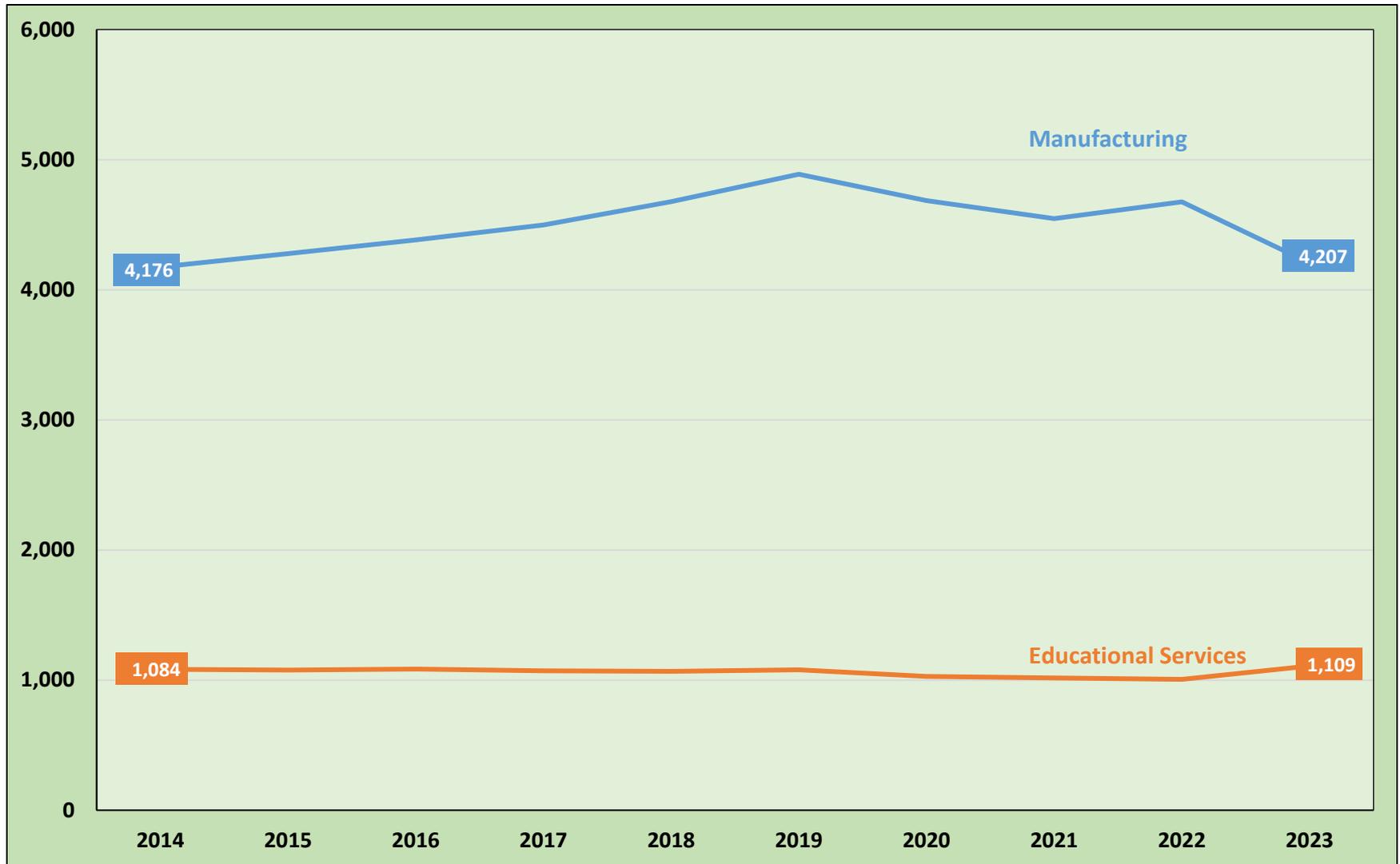
# Employment by Age Group

## Total All Industries

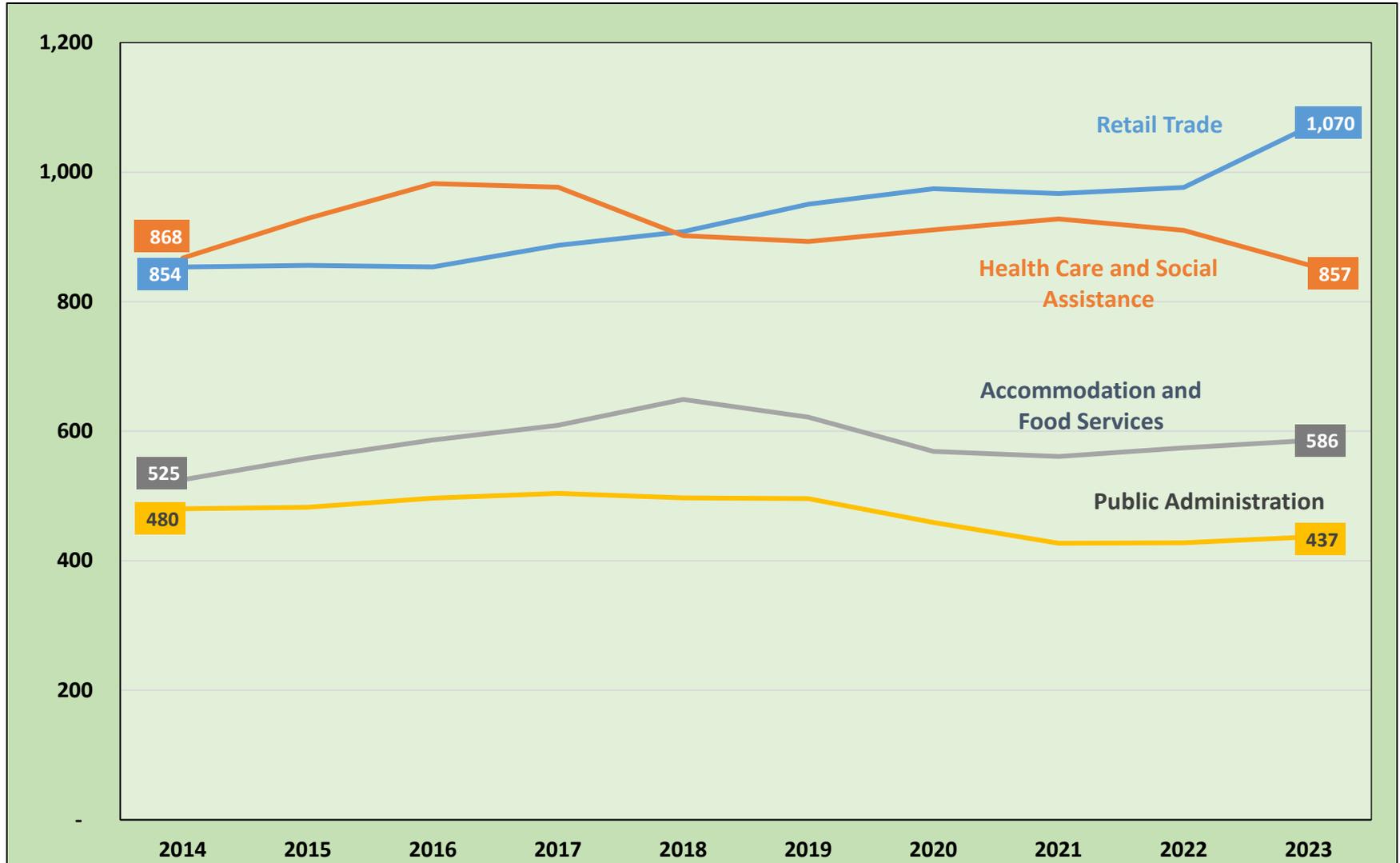


Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Workforce, Labor Market Information Division.

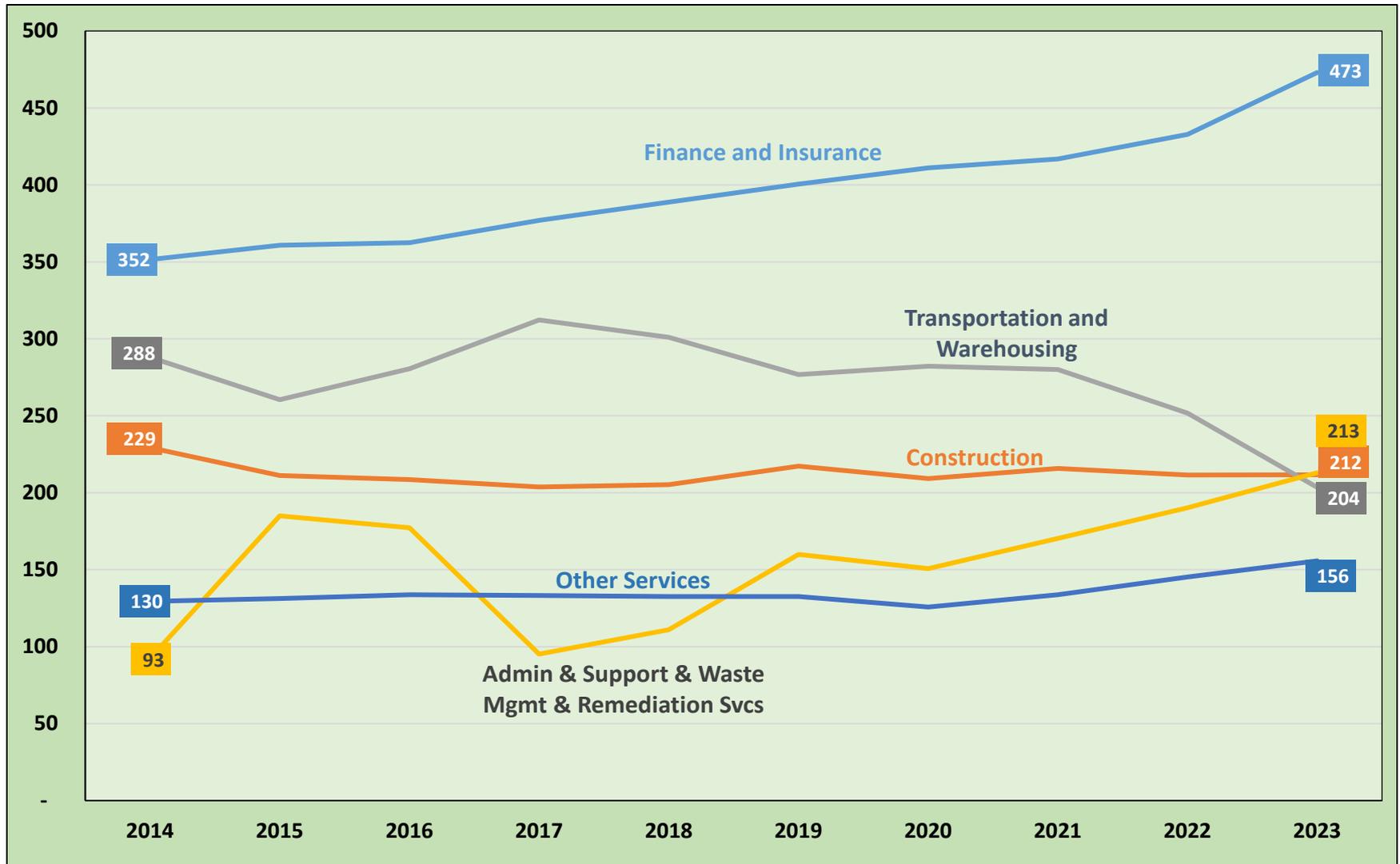
# Industry Sector Employment Trends



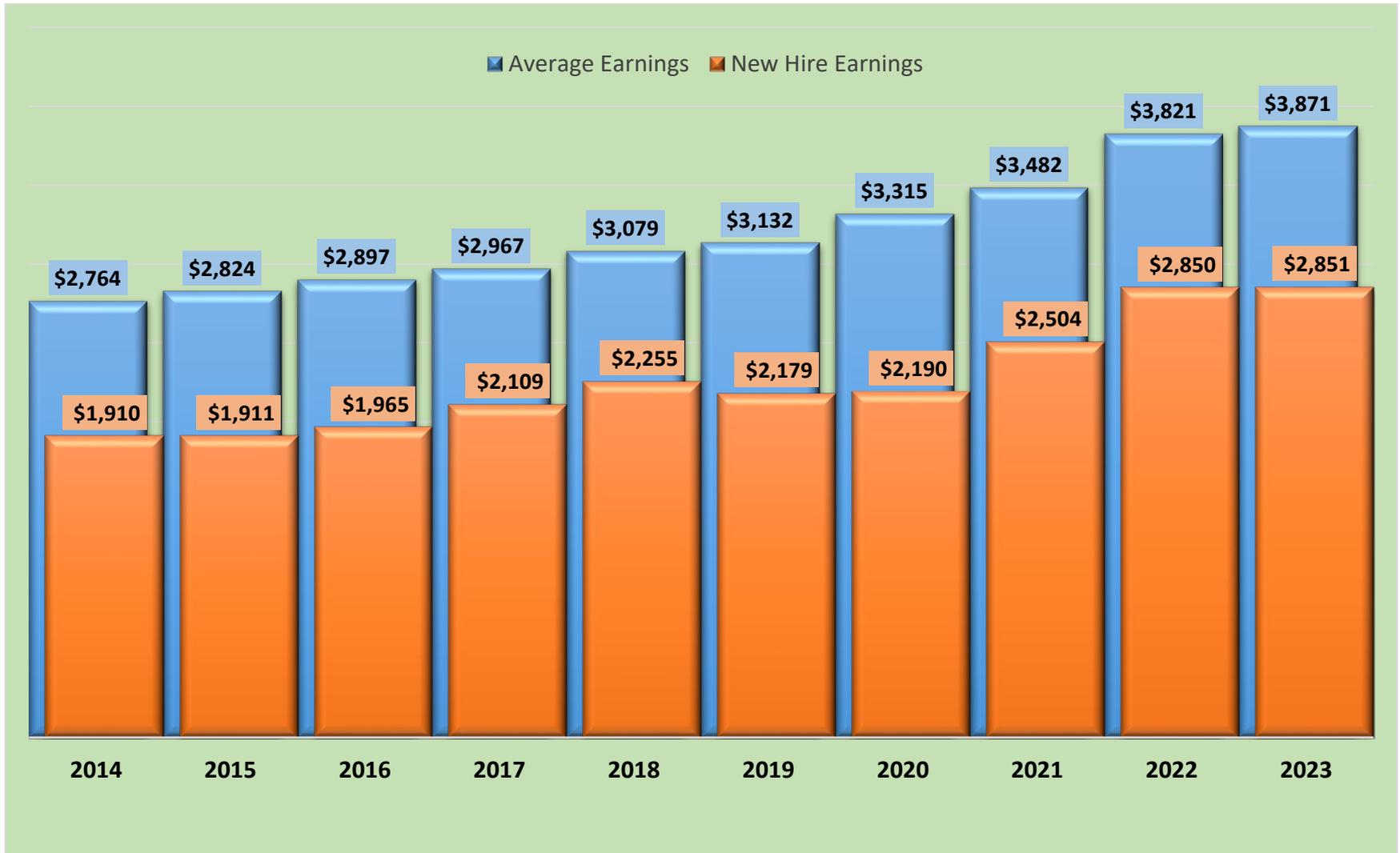
# Industry Sector Employment Trends



# Industry Sector Employment Trends



# Average Monthly Earnings Trend



# Postsecondary Education

## HS Graduates Enrolled in Alabama Public Colleges Fall 2024

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
Belgreen High School	28	11	0	0	1	1	9	2
Phil Campbell High School	63	22	1	1	0	2	19	3
Red Bay High School	66	12	0	0	0	0	10	2
Russellville High School	213	102	6	1	0	7	86	16
Tharptown High School	55	25	1	0	1	2	19	6
Vina High School	23	9	0	0	0	0	7	2

# Postsecondary Education

Fall 2024 Undergraduate Enrollment of Students Attending Alabama Public Two-Year and Four-Year Institutions

Franklin County		# Undergrads	# First-Time Freshman
<b>Major</b>	<b>Grand Total</b>	<b>1,323</b>	<b>203</b>
	Undeclared	546	0
	General Studies	143	53
	Registered Nursing/Registered Nurse	128	35
	Multi-/Interdisciplinary Studies, Other	40	14
	Elementary Education and Teaching	35	4
	Liberal Arts and Sciences/Liberal Studies	26	8
	Computer and Information Sciences, General	22	5
	Business Administration and Management, General	20	2
	Biology/Biological Sciences, General	19	5
	Accounting	16	1
	Salon/Beauty Salon Management/Manager	16	10
	Secondary Education and Teaching	16	1
	Diagnostic Medical Sonography/Sonographer and Ultrasound Technician	15	7
	Management Information Systems, General	12	0
	Child Care and Support Services Management	11	3

Source: Alabama Commission on Higher Education: Workforce Development, Potential Workforce by County.

# Postsecondary Education

Summer 2023 thru Spring 2024 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	Franklin Total	* State Totals
General Studies	34	-	38	-	-	-	-	-	-	72	6,081
Welding Technology/Welder	42	3	-	-	-	-	-	-	-	45	1,280
Registered Nursing/Registered Nurse	-	-	6	-	8	-	5	2	-	21	3,947
Electrician	13	1	1	-	-	-	-	-	-	15	557
Computer and Information Sciences, General	11	-	3	-	-	-	-	-	-	14	1,429
Multi-/Interdisciplinary Studies, Other	2	-	8	-	3	-	-	-	-	13	1,155
Elementary Education and Teaching	-	-	-	-	9	-	2	1	-	12	1,071
Heating, Ventilation, Air Conditioning and Refrigeration Engineering Technology/Technician	10	1	-	-	-	-	-	-	-	11	395
Licensed Practical/Vocational Nurse Training	-	11	-	-	-	-	-	-	-	11	1,501
Accounting	-	-	-	-	8	-	1	-	-	9	793
Business Administration and Management, General	-	-	-	-	7	-	2	-	-	9	2,265
Child Care and Support Services Management	7	-	1	-	-	-	-	-	-	8	540
Salon/Beauty Salon Management/Manager	-	4	4	-	-	-	-	-	-	8	398
Carpentry/Carpenter	7	-	-	-	-	-	-	-	-	7	307
Educational Leadership and Administration, General	-	-	-	-	-	-	2	5	-	7	362

# Questions???

Alabama Department of Workforce  
Labor Market Information Division  
[LMI.LABOR@labor.Alabama.gov](mailto:LMI.LABOR@labor.Alabama.gov)