



Southwestern Electric Power Company-Served Arkansas Counties



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Report Parameters

13 Counties

5007	Benton County, AR	5083	Logan County, AR
5015	Carroll County, AR	5091	Miller County, AR
5057	Hempstead County, AR	5109	Pike County, AR
5061	Howard County, AR	5113	Polk County, AR
5081	Little River County, AR	See Appendix A for all 13 Counties	

Class of Worker

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

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

Economy Overview

920,089

Population (2025)

Population **grew by 67,272** over the last 5 years and is projected to **grow by 65,313** over the next 5 years.

452,388

Total Regional Employment

Jobs **grew by 52,570** over the last 5 years and are projected to **grow by 27,674** over the next 5 years.

\$79.1K

Avg. Earnings Per Job (2025)

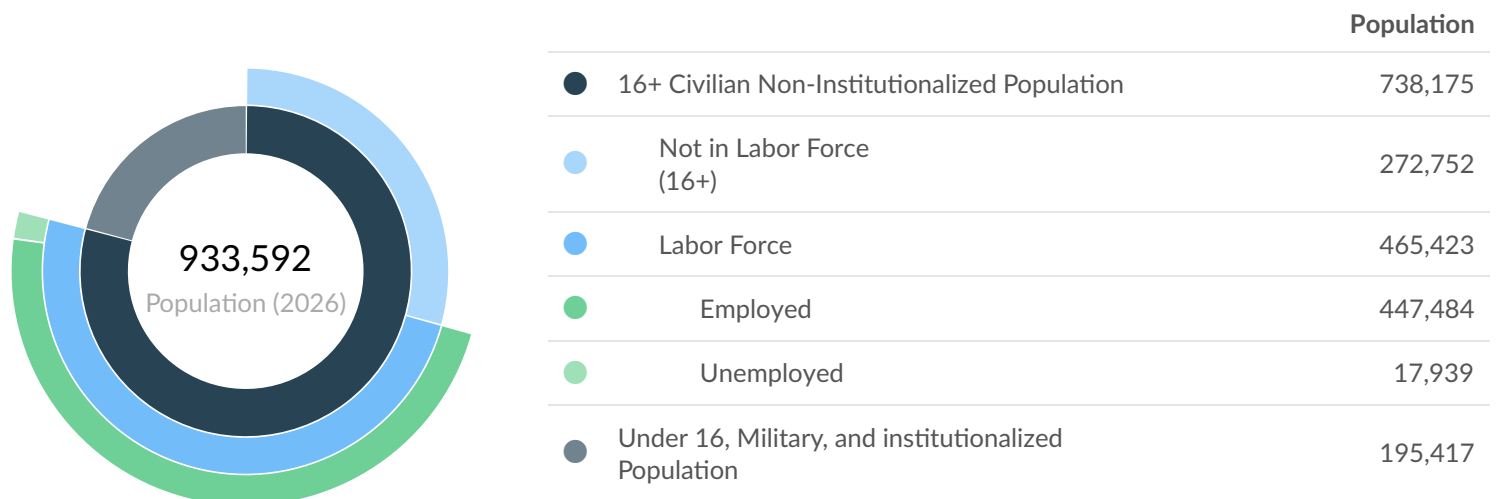
Regional average earnings per job are **\$11.5K below** the national average earnings of \$90.6K per job.

Takeaways

- As of 2025 the region's population **increased by 7.9%** since 2020, growing by 67,272. Population is expected to **increase by 7.1%** between 2025 and 2030, adding 65,313.
- From 2020 to 2025, jobs **increased by 13.1%** in Southwestern Electric Power Company-Served Arkansas Counties from 399,818 to **452,388**. This change **outpaced the national growth rate of 10.7% by 2.4%**. As the number of jobs increased, the **labor force participation rate increased from 60.6% to 62.1% between 2020 and 2025**.
- Concerning educational attainment, **19.7% of the selected regions' residents possess a Bachelor's Degree** (2.2% below the national average), and **7.5% hold an Associate's Degree** (1.4% below the national average).
- The top three industries in 2025 are Restaurants and Other Eating Places, Management of Companies and Enterprises, and Education and Hospitals (Local Government).

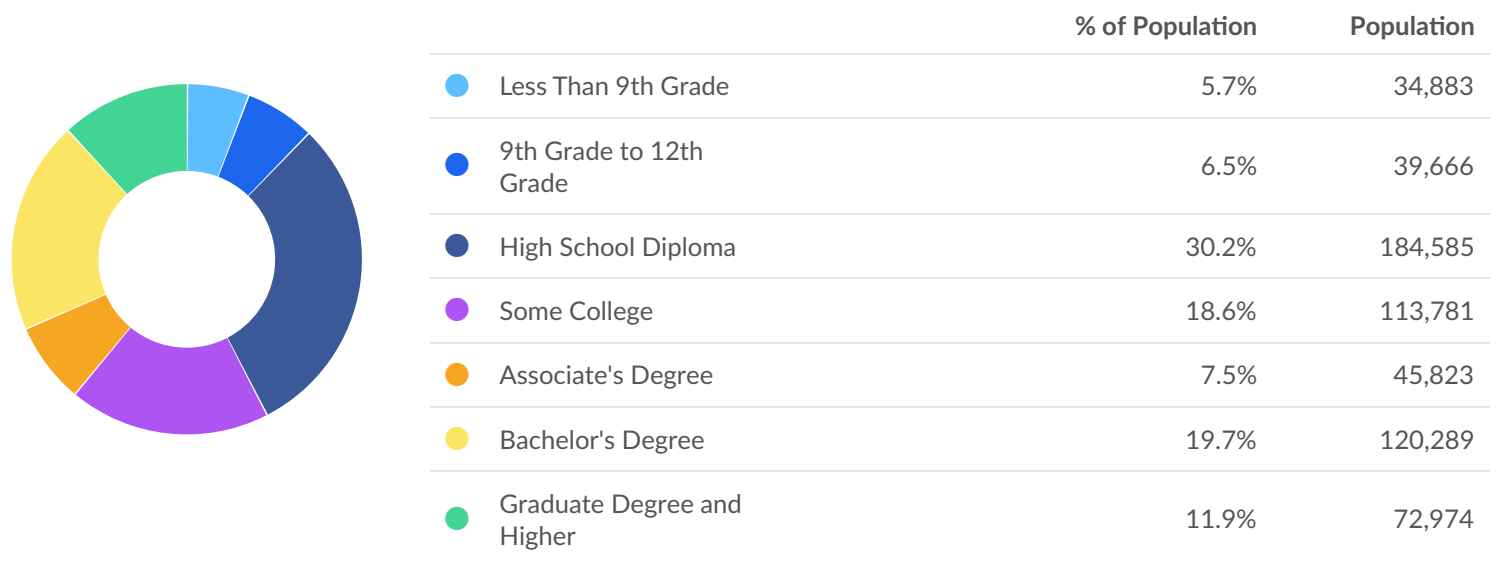
	Population (2026)	Labor Force (Jun 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	933,592	465,423	452,388	91.1	\$66.74B	\$76.51B	\$67.63B
State	3,119,693	1,481,558	1,482,280	90.0	\$197.43B	\$211.32B	\$228.43B

Jun 2026 Labor Force Breakdown



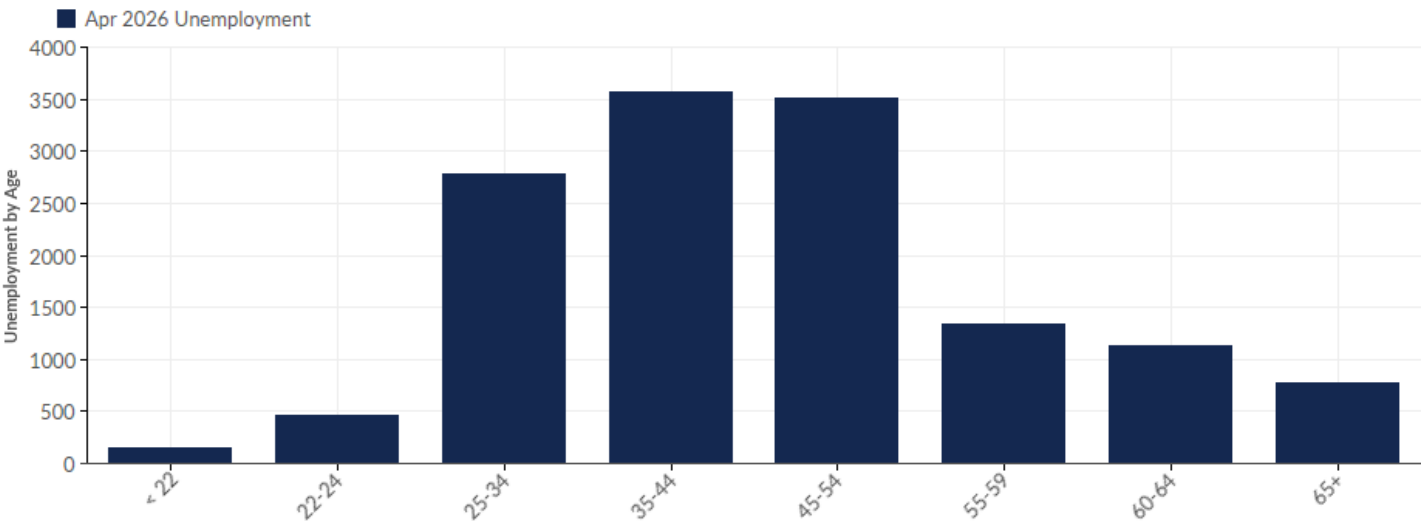
Educational Attainment

Concerning educational attainment, **19.7% of the selected regions' residents possess a Bachelor's Degree** (2.2% below the national average), and **7.5% hold an Associate's Degree** (1.4% below the national average).



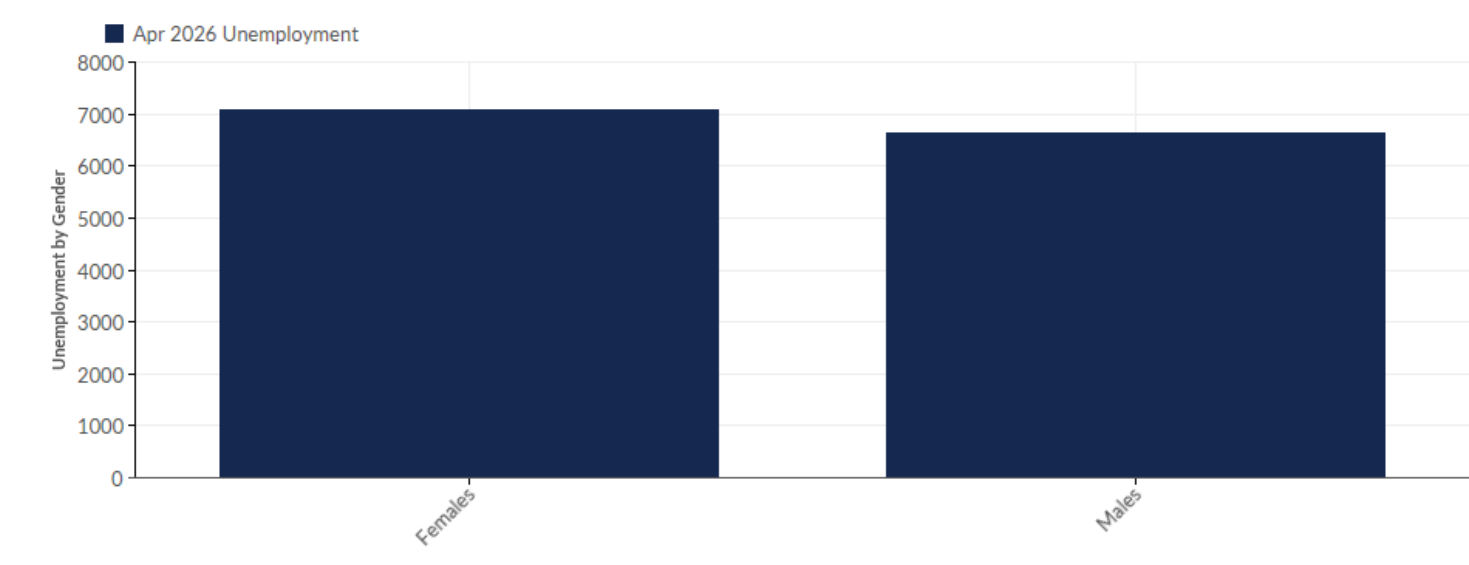
Unemployment by Demographics

Unemployment by Age



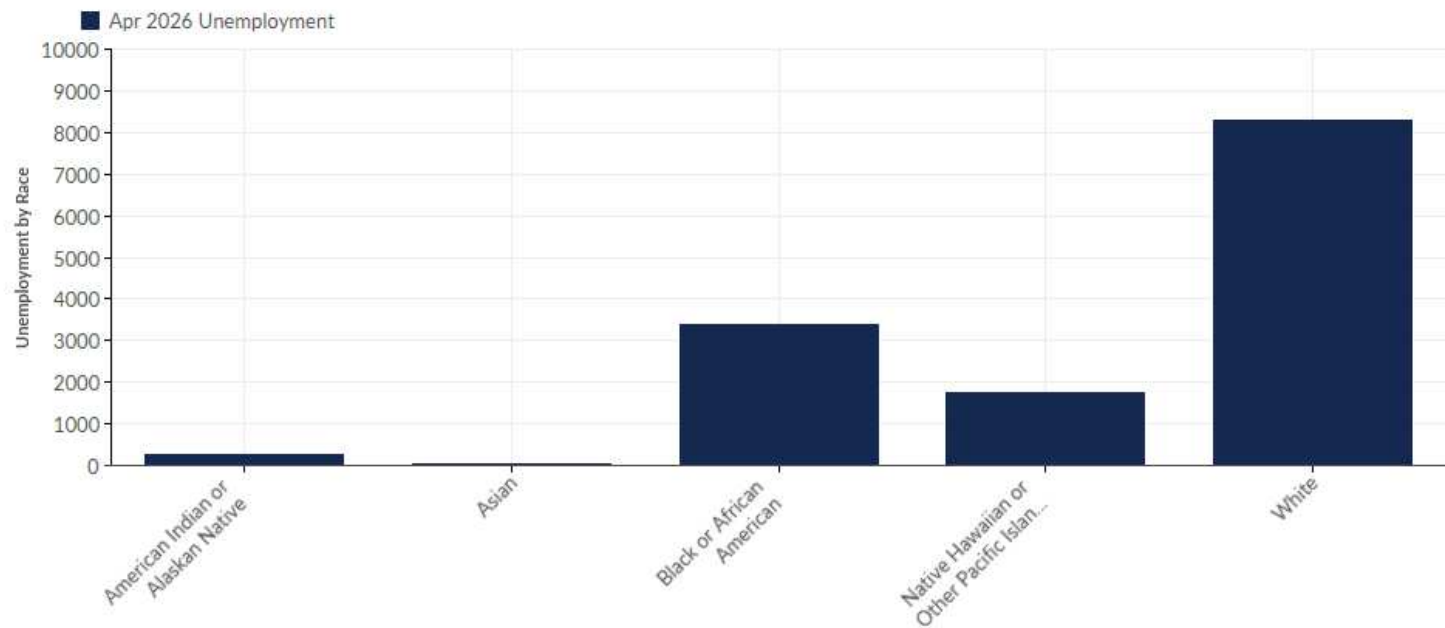
Age	Unemployment (Apr 2026)	% of Unemployed
< 22	150	1.09%
22-24	463	3.37%
25-34	2,777	20.24%
35-44	3,573	26.04%
45-54	3,510	25.58%
55-59	1,344	9.80%
60-64	1,127	8.21%
65+	775	5.65%
Total	13,719	100.00%

Unemployment by Gender



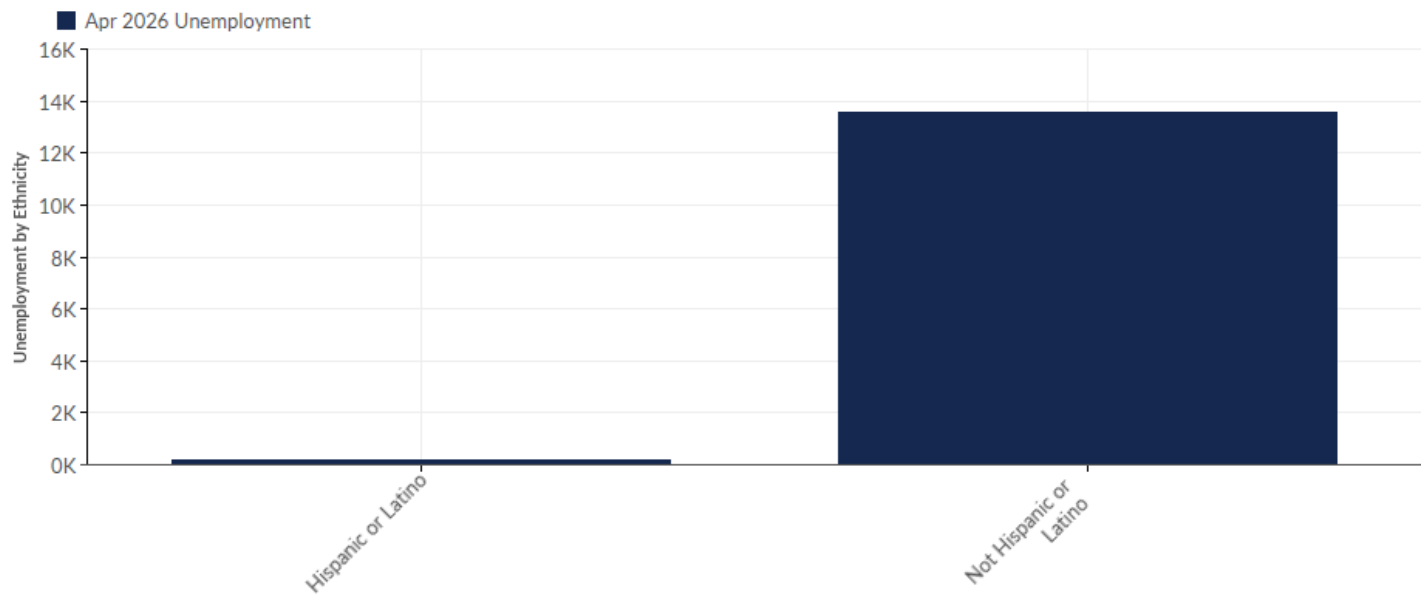
Gender	Unemployment (Apr 2026)	% of Unemployed
Females	7,079	51.60%
Males	6,640	48.40%
Total	13,719	100.00%

Unemployment by Race



Race	Unemployment (Apr 2026)	% of Unemployed
American Indian or Alaskan Native	277	2.02%
Asian	31	0.23%
Black or African American	3,387	24.69%
Native Hawaiian or Other Pacific Islander	1,731	12.62%
White	8,293	60.45%
Total	13,719	100.00%

Unemployment by Ethnicity

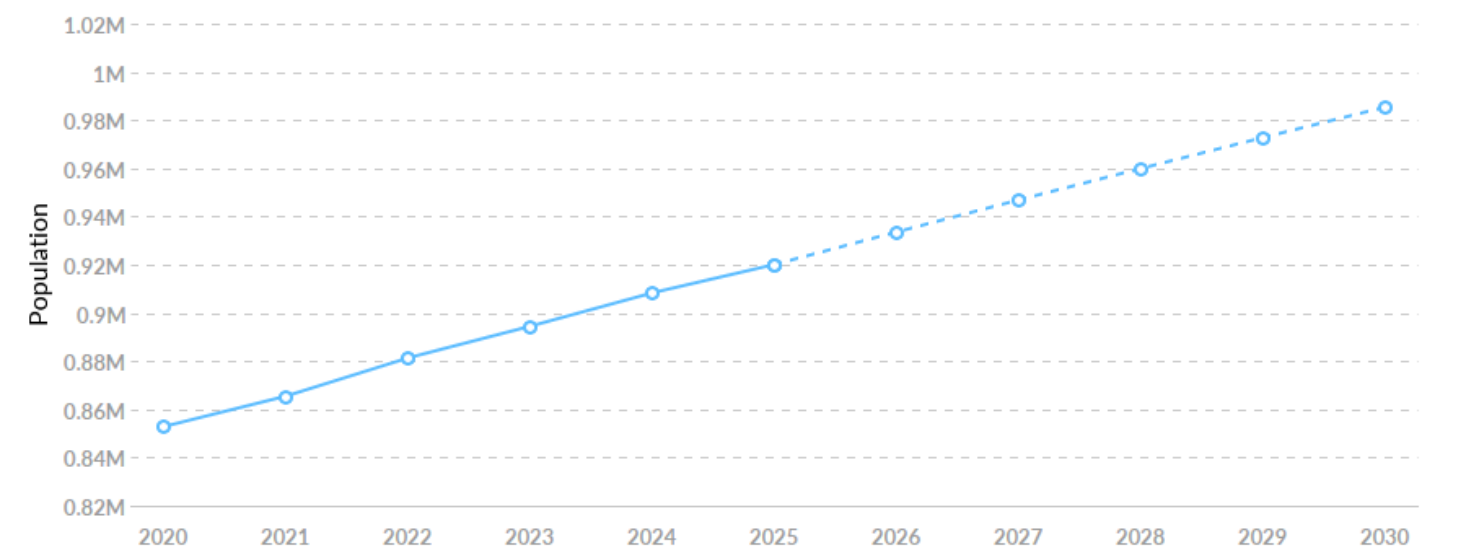


Ethnicity	Unemployment (Apr 2026)	% of Unemployed
Hispanic or Latino	181	1.32%
Not Hispanic or Latino	13,538	98.68%
Total	13,719	100.00%

Historic & Projected Trends

Population Trends

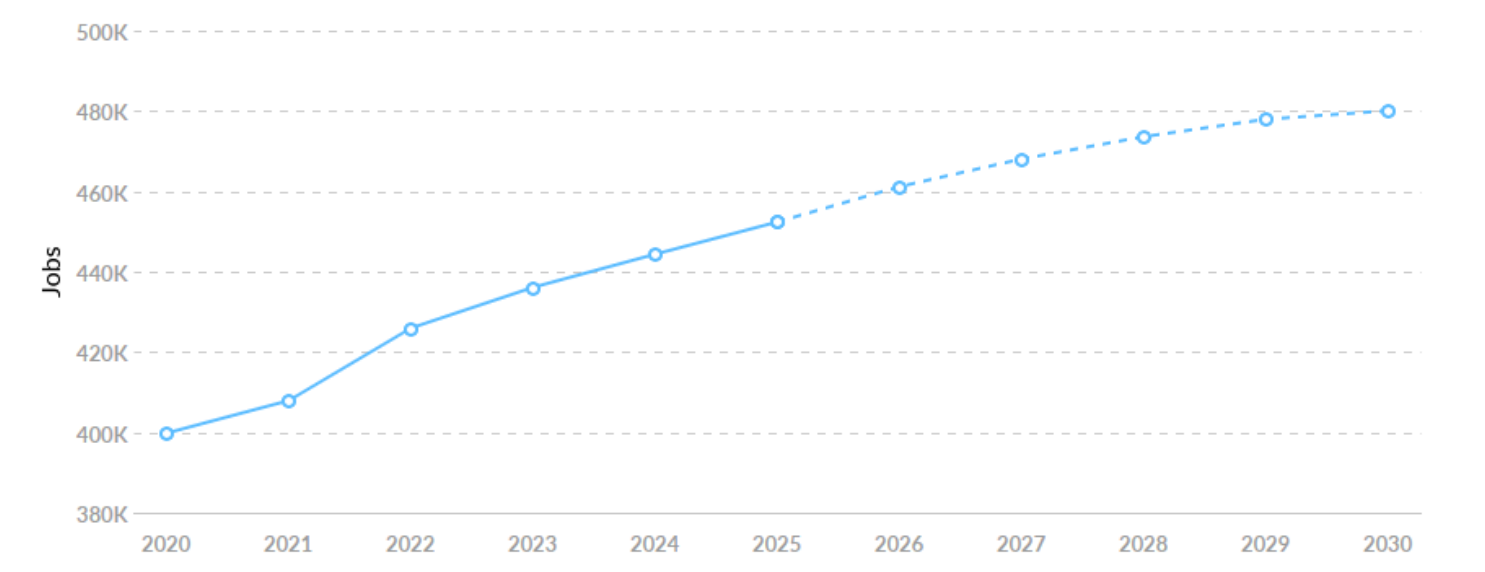
As of 2025 the region's population **increased by 7.9%** since 2020, growing by 67,272. Population is expected to **increase by 7.1%** between 2025 and 2030, adding 65,313.



Timeframe	Population
2020	852,817
2021	865,459
2022	881,315
2023	894,462
2024	908,319
2025	920,089
2026	933,592
2027	946,889
2028	959,924
2029	972,768
2030	985,402

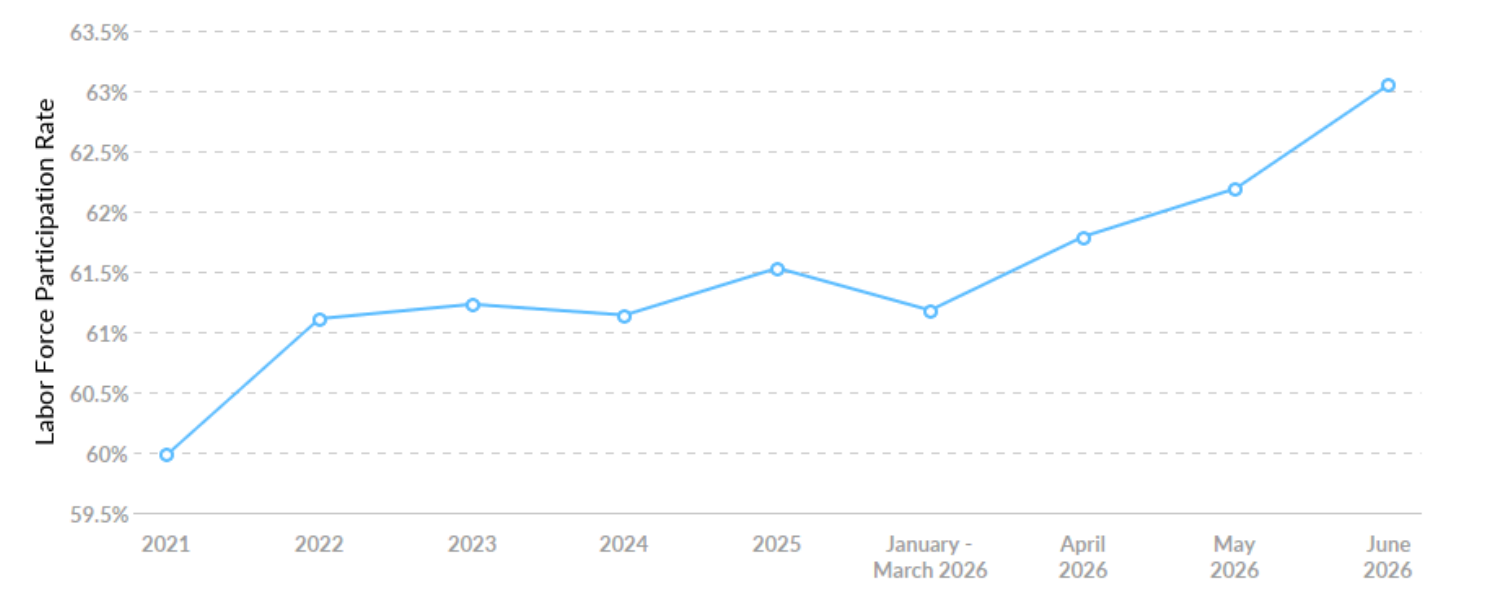
Job Trends

From 2020 to 2025, jobs **increased by 13.1%** in Southwestern Electric Power Company-Served Arkansas Counties from 399,818 to 452,388. This change **outpaced the national growth rate of 10.7% by 2.4%**.



Timeframe	Jobs
2020	399,818
2021	407,929
2022	425,961
2023	436,106
2024	444,368
2025	452,388
2026	461,185
2027	468,075
2028	473,622
2029	477,961
2030	480,063

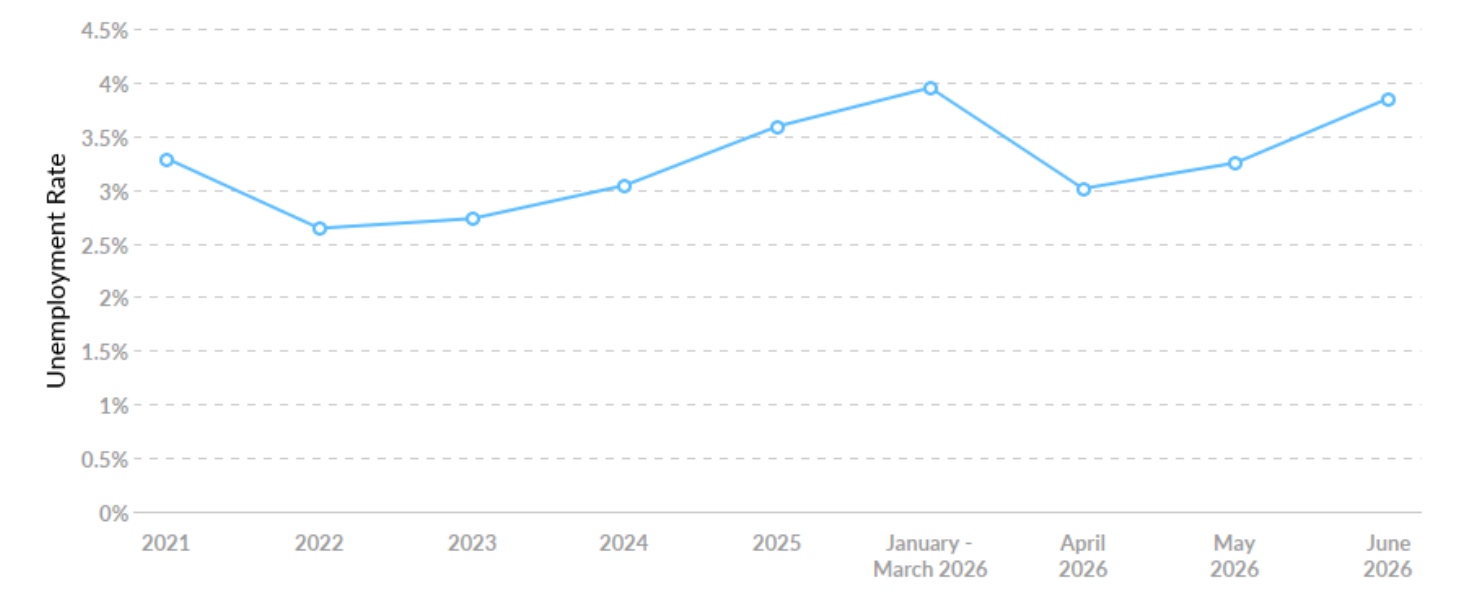
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	59.98%
2022	61.11%
2023	61.23%
2024	61.14%
2025	61.53%
January - March 2026	61.18%
April 2026	61.79%
May 2026	62.19%
June 2026	63.05%

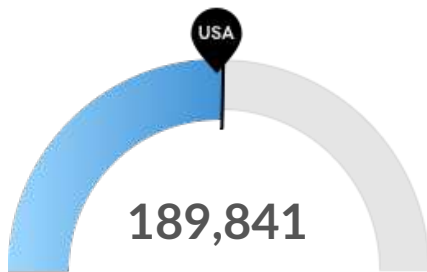
Unemployment Rate Trends

Your areas had a June 2026 unemployment rate of 3.85%, **increasing from 3.29%** 5 years before.



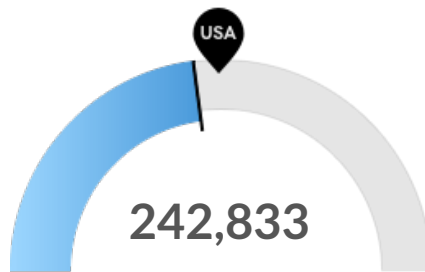
Timeframe	Unemployment Rate
2021	3.29%
2022	2.64%
2023	2.73%
2024	3.04%
2025	3.59%
January - March 2026	3.95%
April 2026	3.01%
May 2026	3.25%
June 2026	3.85%

Population Characteristics



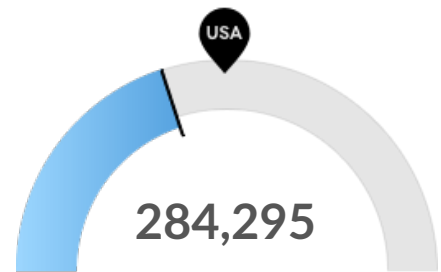
Millennials

Your area has 189,841 millennials (ages 25-39). The national average for an area this size is 185,941.



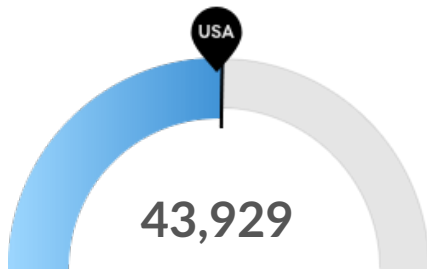
Retiring Soon

Retirement risk is low in your area. The national average for an area this size is 274,655 people 55 or older, while there are 242,833 here.



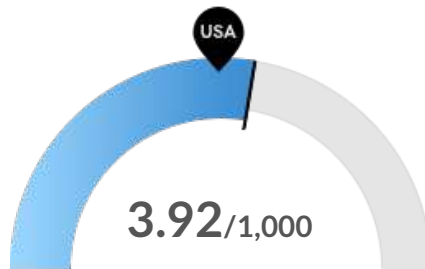
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 386,384 racially diverse people, while there are 284,295 here.



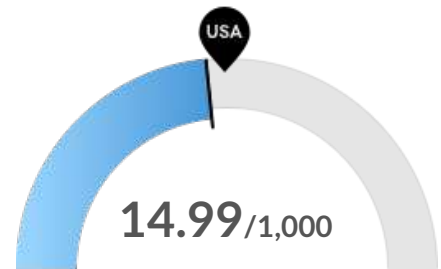
Veterans

Your area has 43,929 veterans. The national average for an area this size is 43,227.



Violent Crime

Your area has 3.92 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

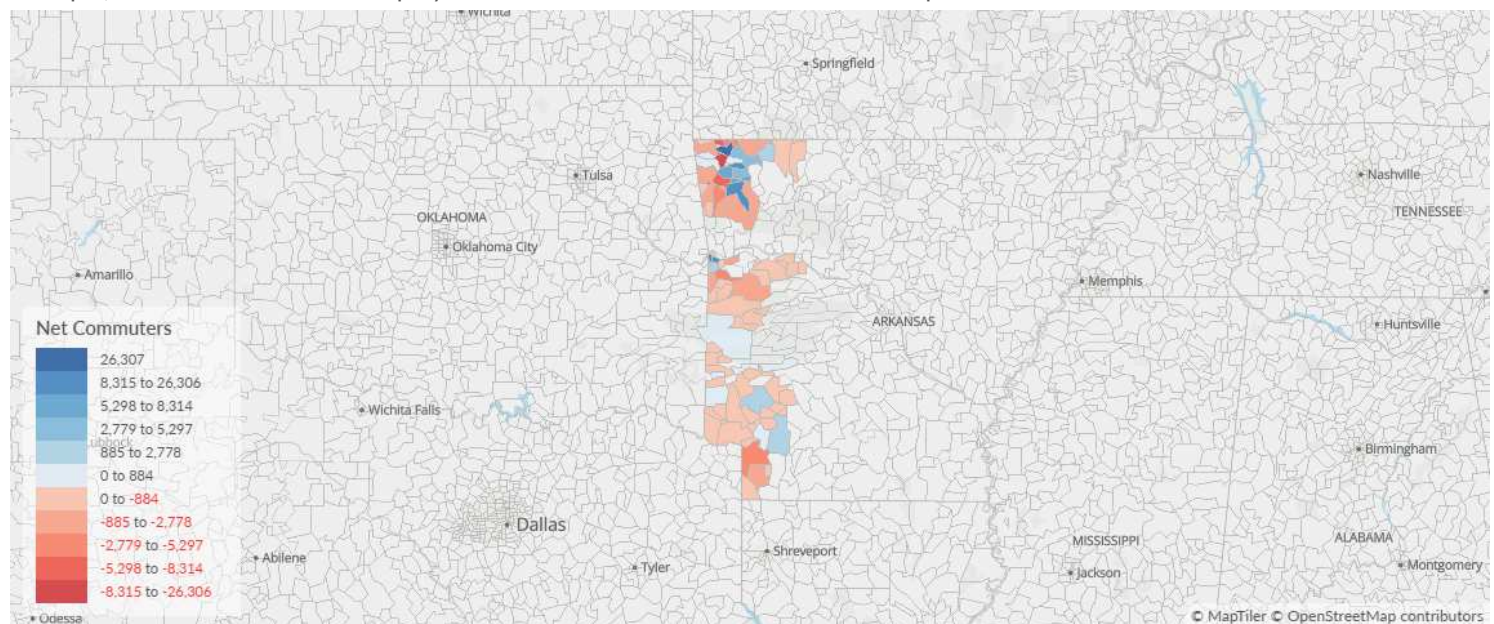


Property Crime

Your area has 14.99 property crimes per 1,000 people. The national rate is 16.44 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. For example, the #1 ranked ZIP for employment ranks #6 for resident workers. The top ZIP for resident workers is 72764.



Where Talent Works

ZIP	Name	2025 Employment
72712	Bentonville, AR (in Bent...	47,698
72701	Fayetteville, AR (in Was...	31,903
72764	Springdale, AR (in Wash...	28,890
72762	Springdale, AR (in Wash...	27,674
72703	Fayetteville, AR (in Was...	24,279

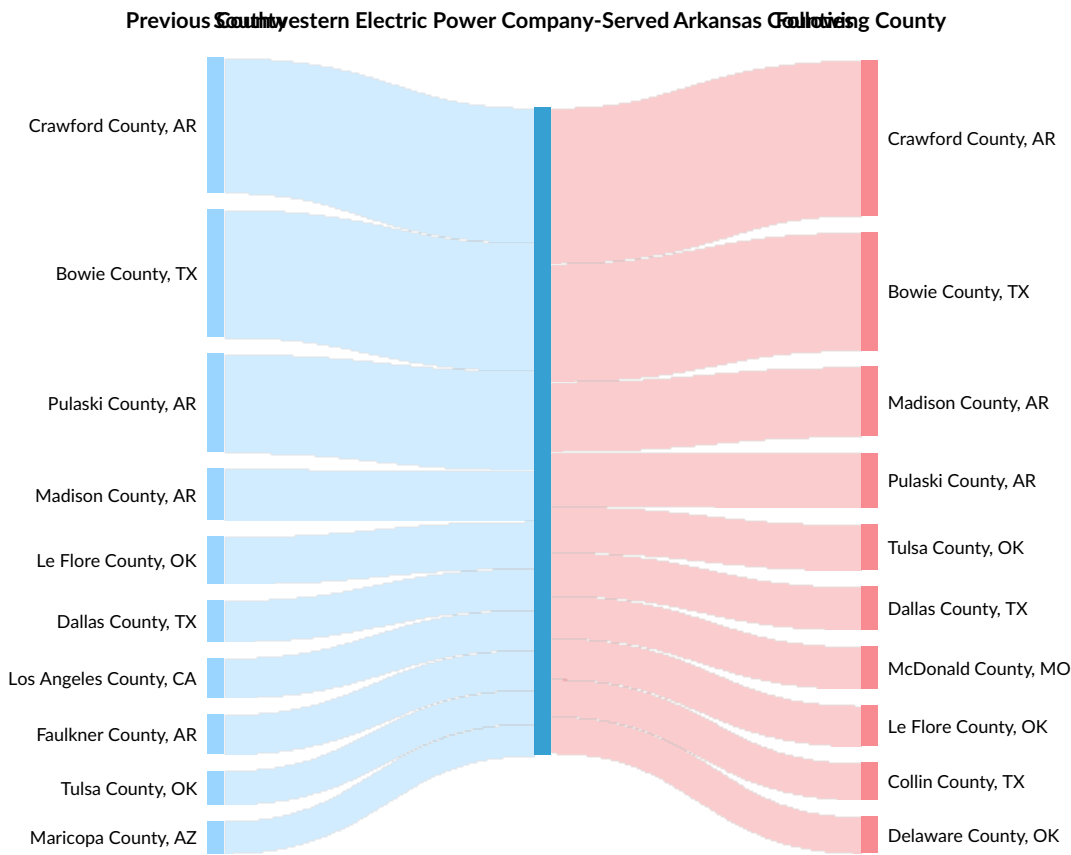
Where Talent Lives

ZIP	Name	2025 Workers
72764	Springdale, AR (in Wash...	26,024
72758	Rogers, AR (in Benton c...	24,045
72762	Springdale, AR (in Wash...	22,376
72701	Fayetteville, AR (in Was...	21,601
72756	Rogers, AR (in Benton c...	21,465

Inbound and Outbound Migration

The table below analyzes past and current residents of Southwestern Electric Power Company-Served Arkansas Counties. The left column shows residents of other counties migrating to Southwestern Electric Power Company-Served Arkansas Counties. The right column shows residents migrating from Southwestern Electric Power Company-Served Arkansas Counties to other counties.

As of 2023, 1,420 people have migrated from Crawford County, AR to Southwestern Electric Power Company-Served Arkansas Counties. In the same year, 1,636 people left Southwestern Electric Power Company-Served Arkansas Counties migrating to Crawford County, AR. The total Net Migration for Southwestern Electric Power Company-Served Arkansas Counties in 2023 was 6,489.



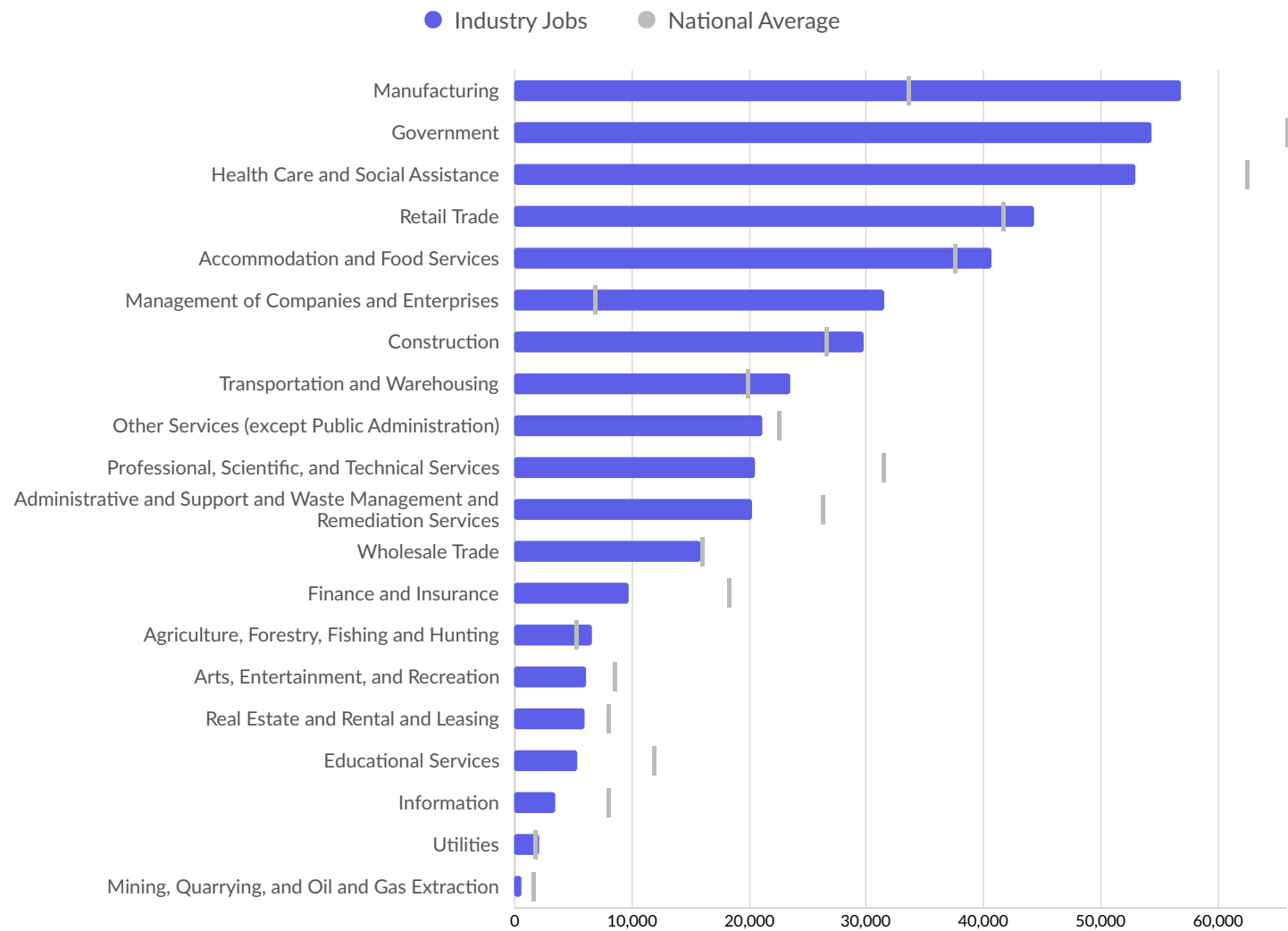
Top Previous Counties	Migrations
Crawford County, AR	1,420
Bowie County, TX	1,344
Pulaski County, AR	1,038
Madison County, AR	538

Top Previous Counties	Migrations
Le Flore County, OK	495
Dallas County, TX	434
Los Angeles County, CA	420
Faulkner County, AR	418
Tulsa County, OK	356
Maricopa County, AZ	339
Pope County, AR	339
Garland County, AR	335
Tarrant County, TX	333
Delaware County, OK	326
Harris County, TX	320
Top Following Counties	Migrations
Crawford County, AR	1,636
Bowie County, TX	1,240
Madison County, AR	733
Pulaski County, AR	577
Tulsa County, OK	481
Dallas County, TX	455
McDonald County, MO	446
Le Flore County, OK	430
Collin County, TX	391
Delaware County, OK	388
Faulkner County, AR	332
Sequoyah County, OK	296
Franklin County, AR	293

Top Following Counties	Migrations
Boone County, AR	286
Garland County, AR	284

Industry Characteristics

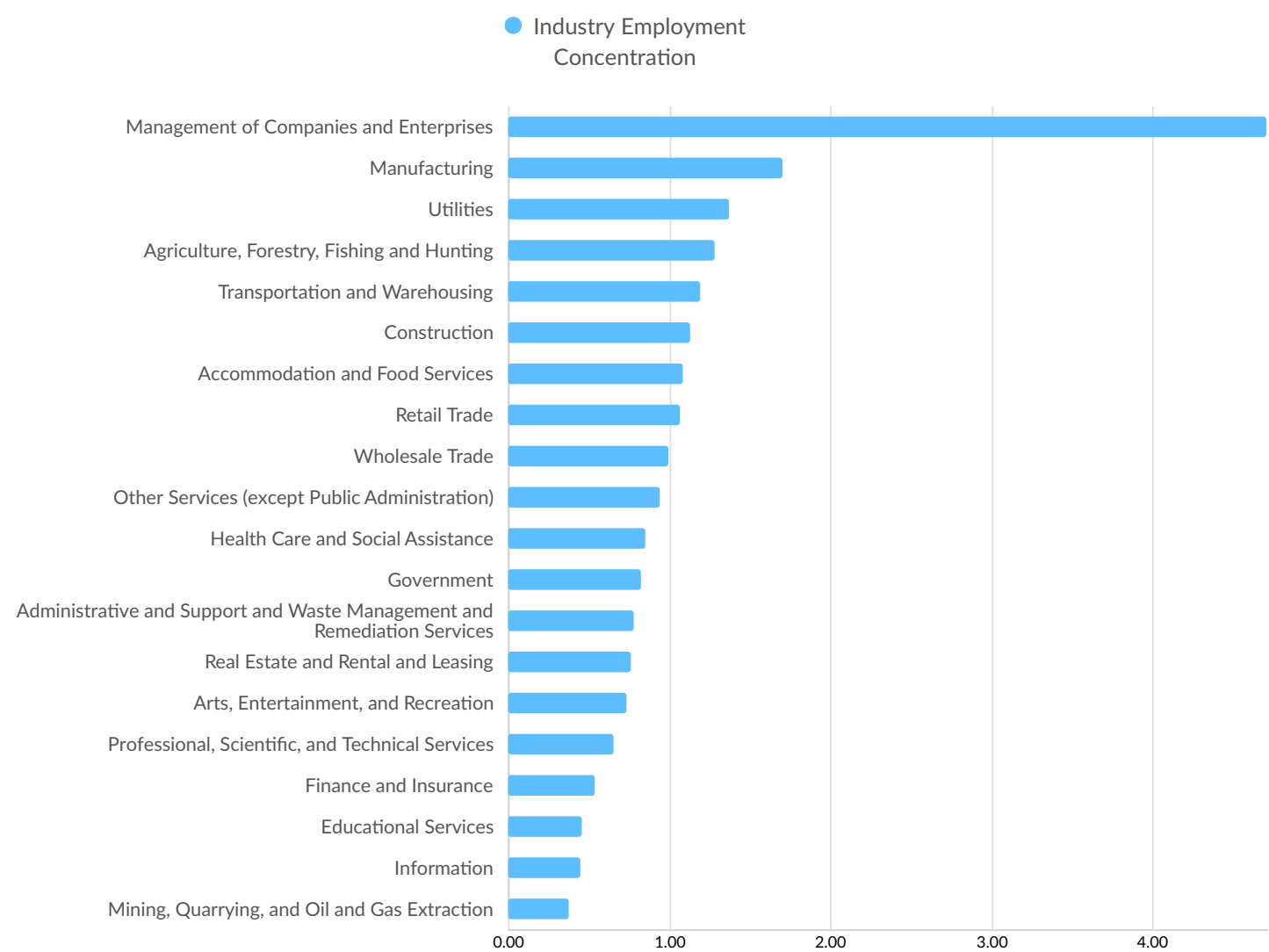
Largest Industries



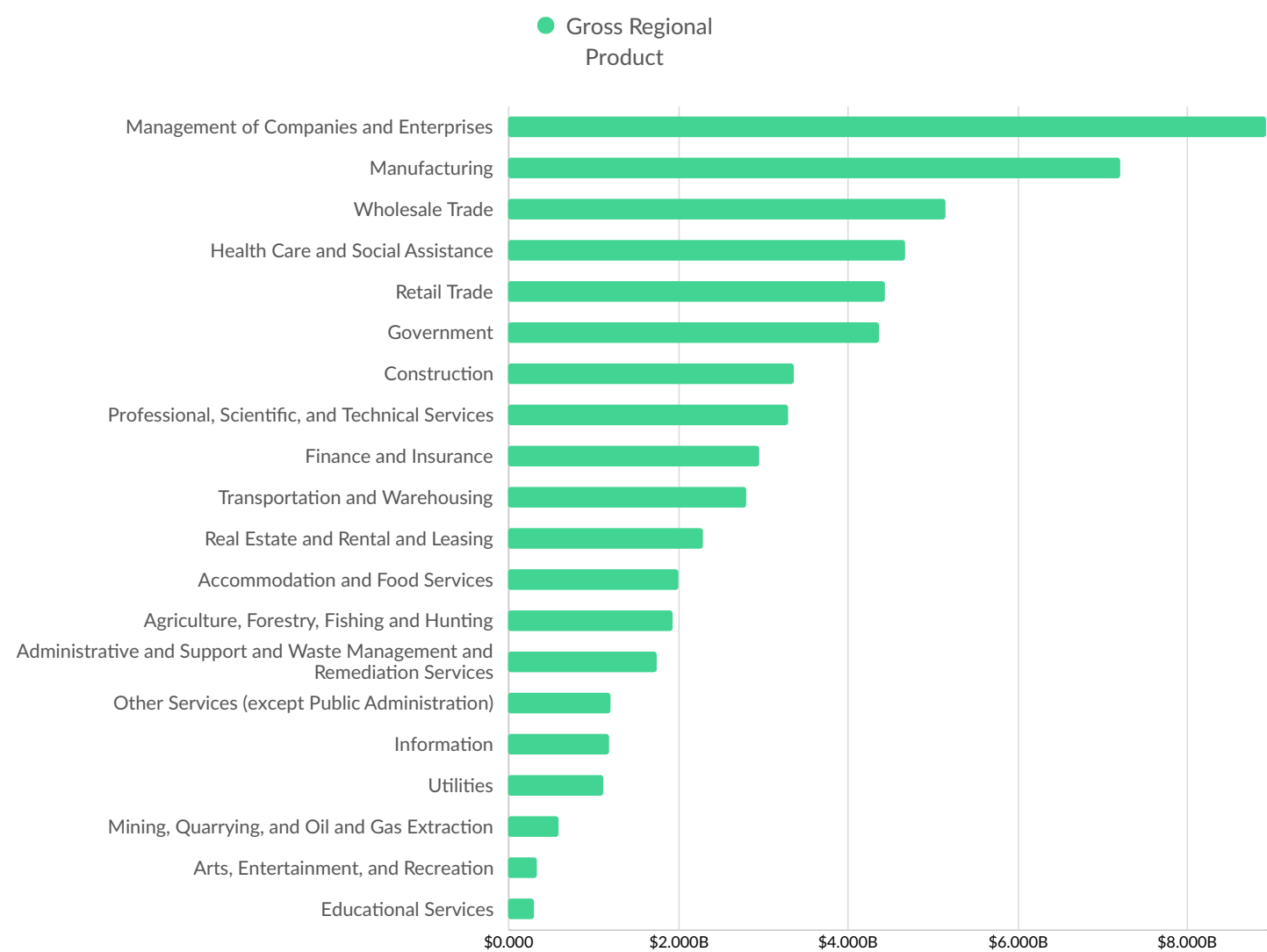
Top Growing Industries



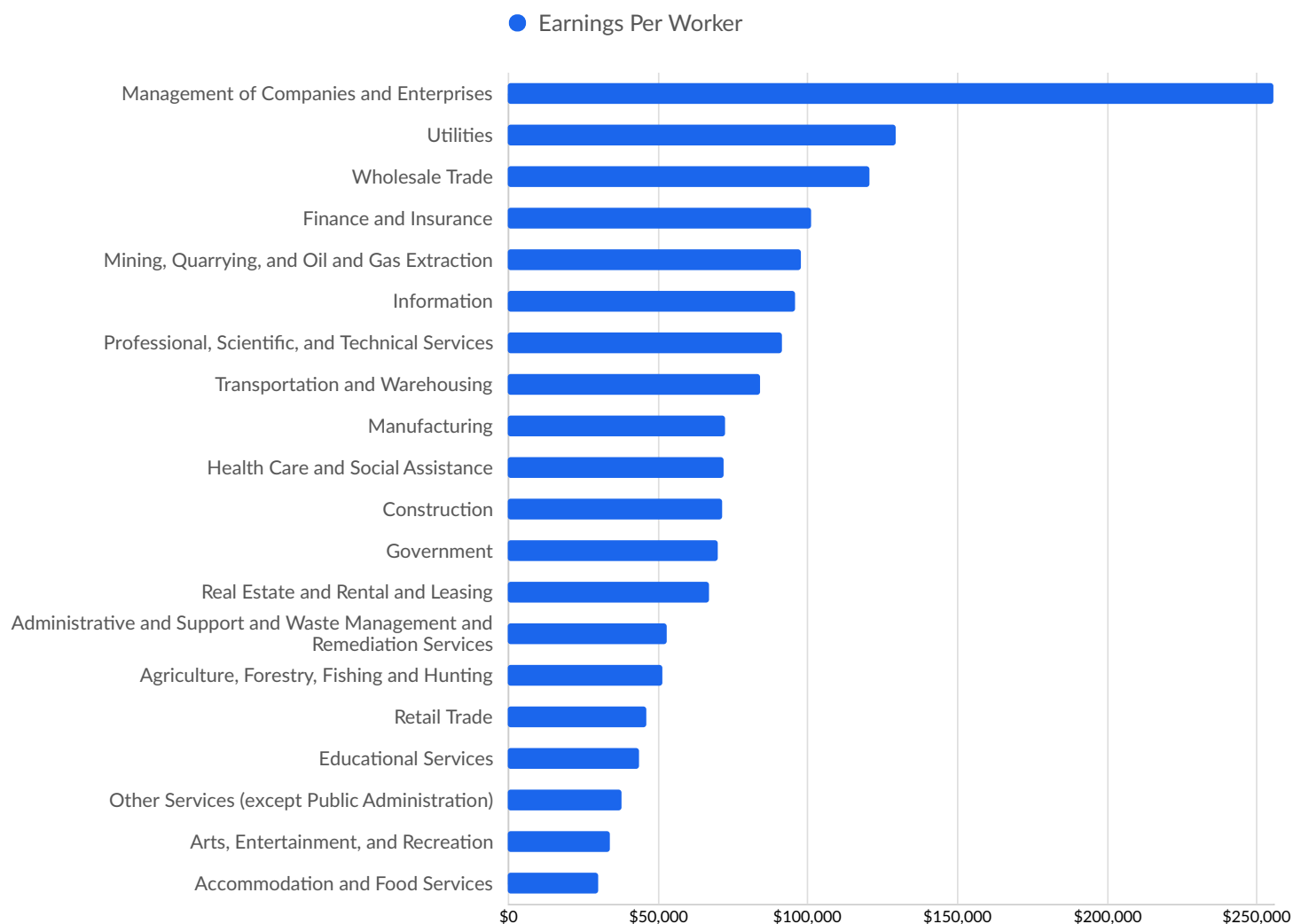
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



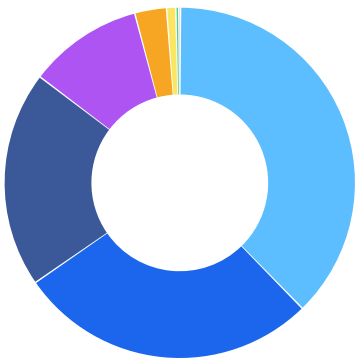
Business Characteristics

57,370 Companies Employ Your Workers

Online profiles for your workers mention 57,370 companies as employers, with the top 10 appearing below. In the last 12 months, 7,053 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Walmart	24,477 	Walmart	6,719 
University of Arkansas	9,151 	Mercy	3,526 
Tyson Foods	6,359 	University of Arkansas	1,819 
JB Hunt	4,815 	Accenture	1,386 
Mercy	2,496 	Tyson Foods	1,300 
Arvest Bank	2,150 	Our Lady Of Mercy Healthcare ...	1,260 
Sam's Club	2,097 	Community Health Systems Pro...	953 
Simmons Foods	1,463 	Dollar General	734 
Fort Smith Public Schools	1,324 	Staffmark	731 
Washington Regional Medical C...	1,323 	GPAC	673 

Business Size

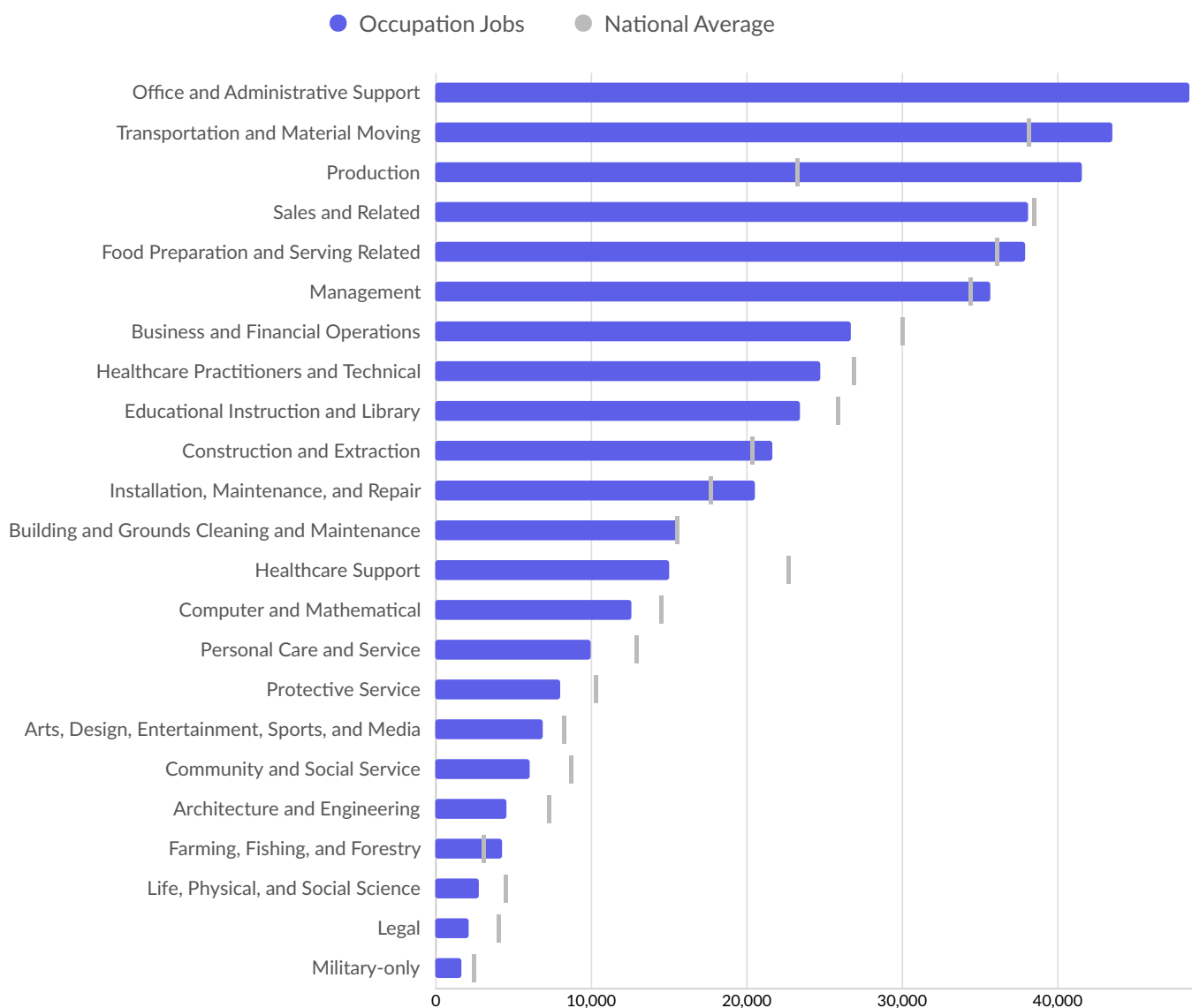


	Percentage	Business Count
1 to 4 employees	37.6%	13,665
5 to 9 employees	27.7%	10,058
10 to 19 employees	19.9%	7,244
20 to 49 employees	10.5%	3,829
50 to 99 employees	2.9%	1,064
100 to 249 employees	0.8%	307
250 to 499 employees	0.3%	99
500+ employees	0.2%	58

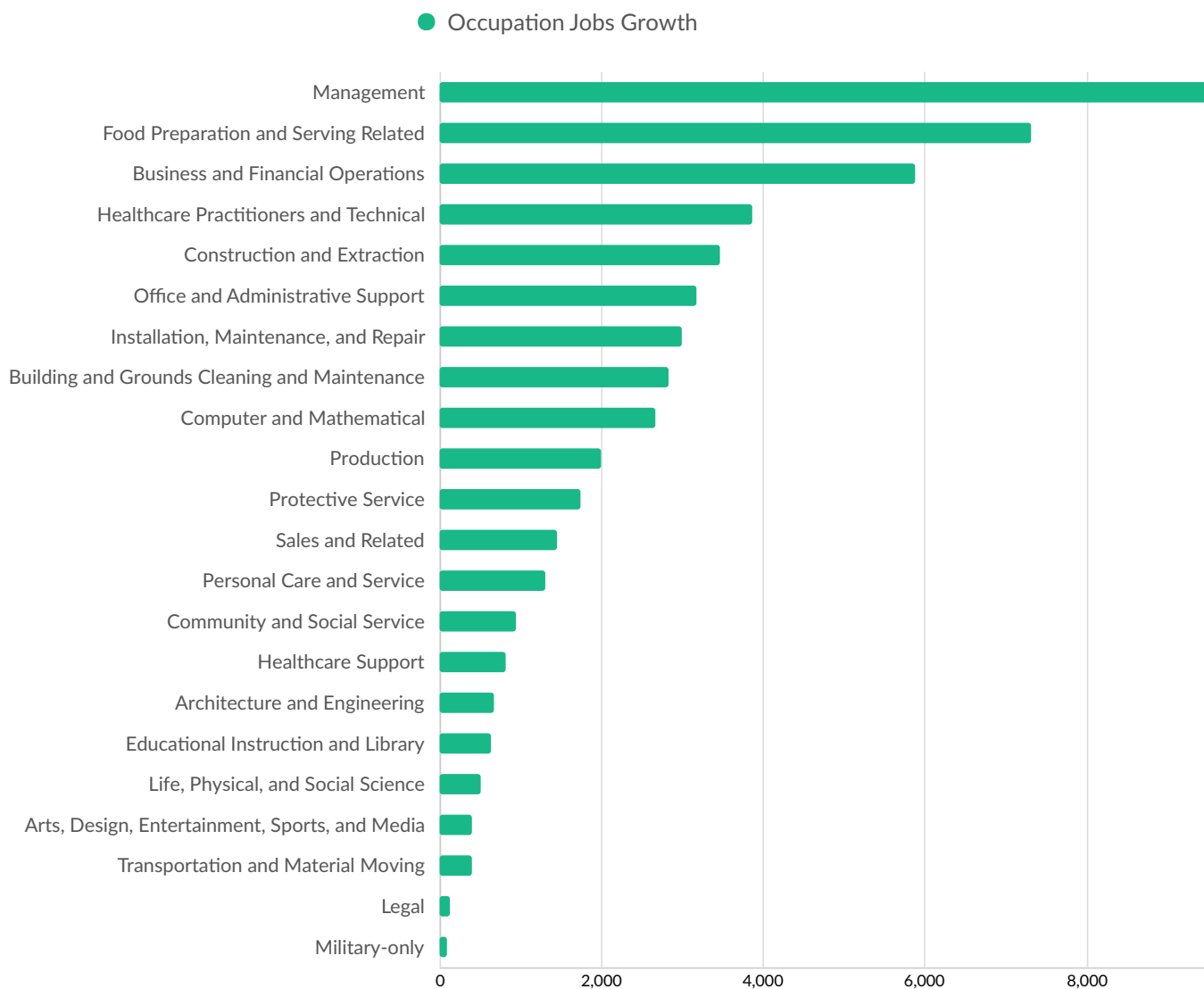
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

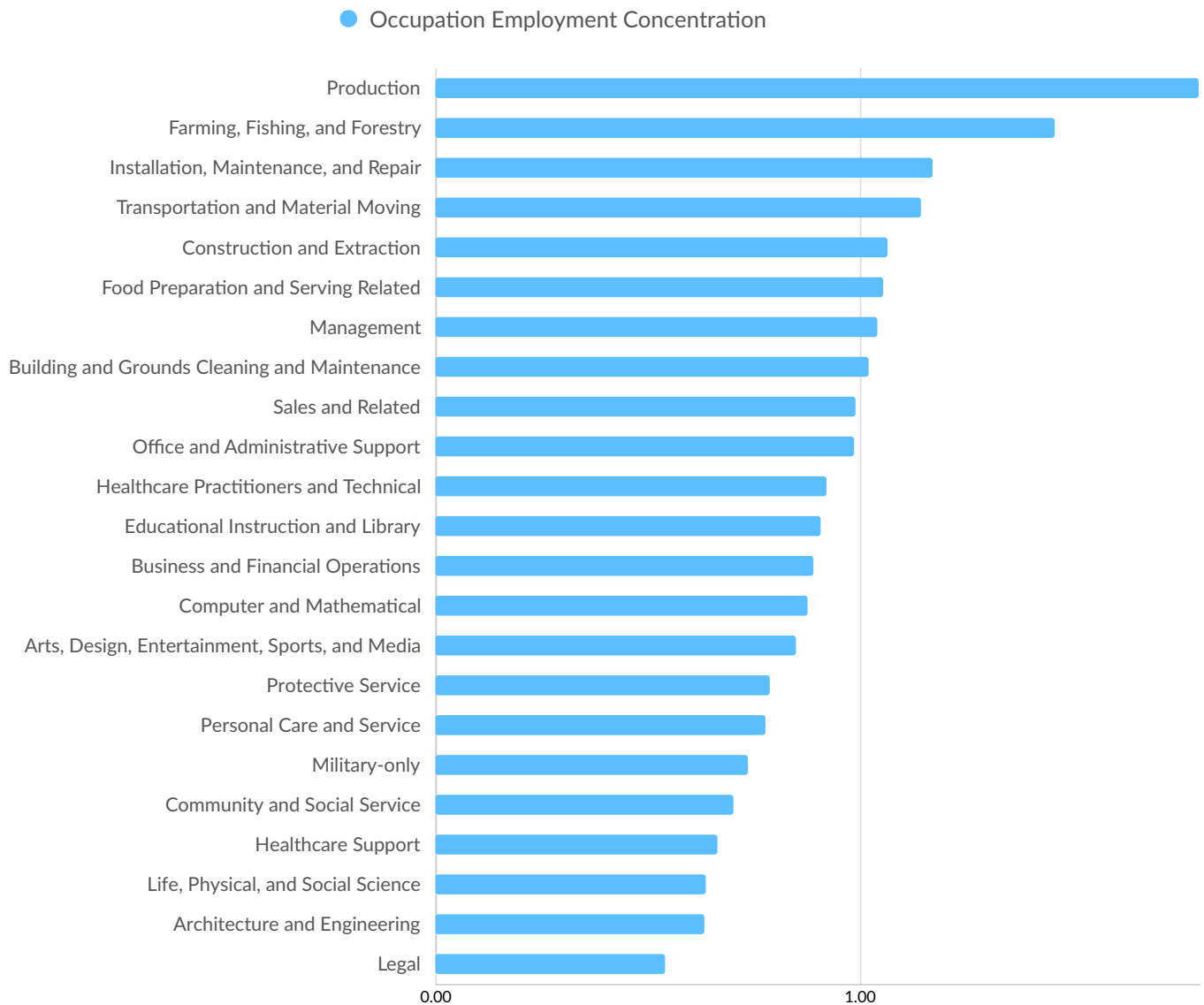
Largest Occupations



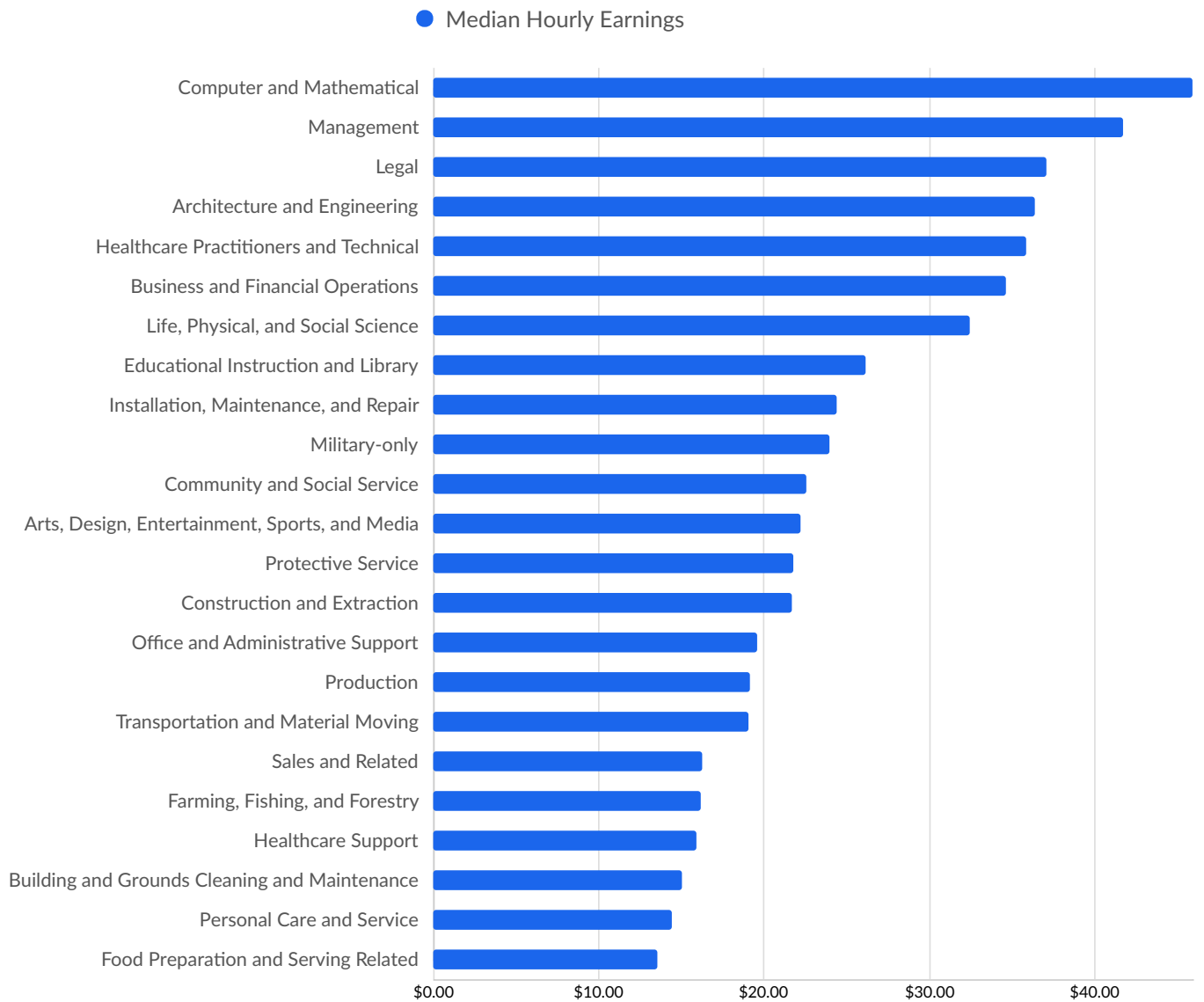
Top Growing Occupations



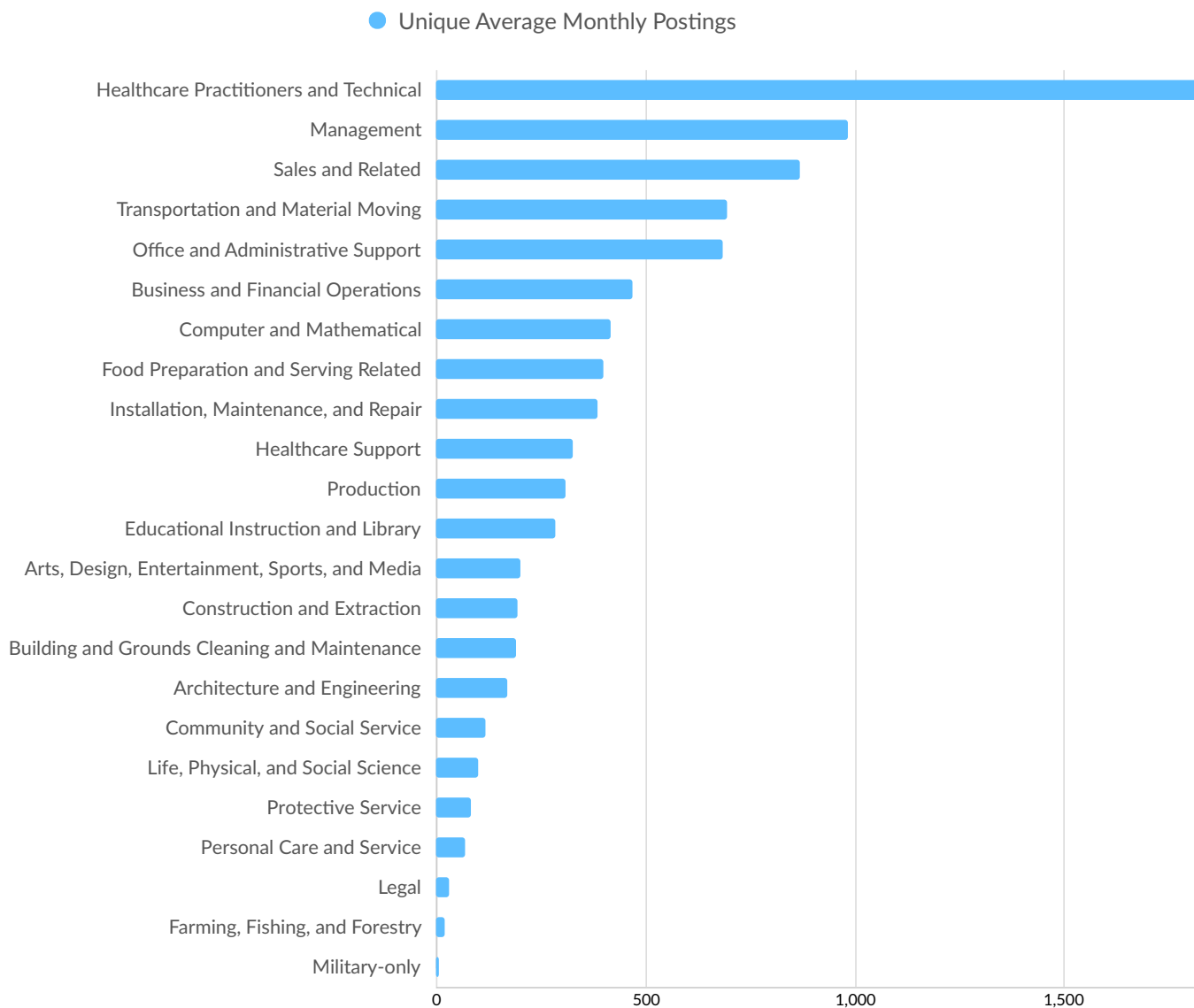
Top Occupation Employment Concentration



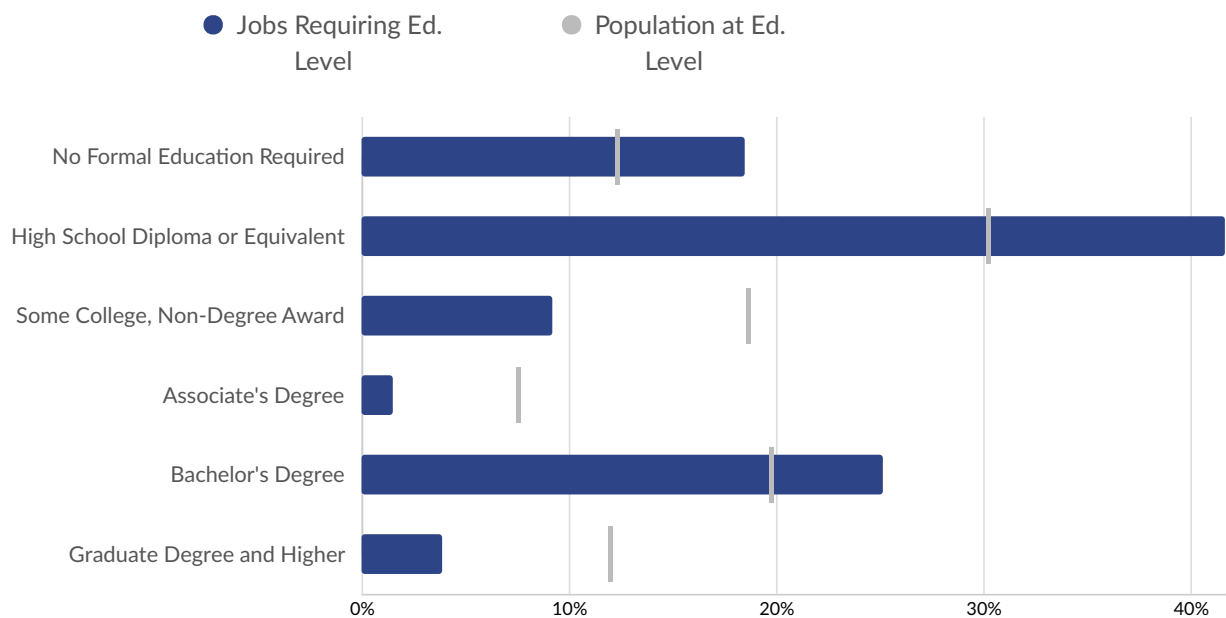
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 2025, there were 15,105 graduates in Southwestern Electric Power Company-Served Arkansas Counties. This pipeline has grown by 12% over the last 5 years. The highest share of these graduates come from "Liberal Arts and Sciences/Liberal Studies" (Associate's), "General Studies" (Associate's), and "Registered Nursing/Registered Nurse" (Bachelor's).

School	Total Graduates (2025)		Graduate Trend (2021 - 2025)
University of Arkansas	7,949		
NorthWest Arkansas Community College	2,315		
University of Arkansas-Fort Smith	1,607		
Cossatot Community College of the University of Arkansas	751		
University of Arkansas Hope-Texarkana	683		
John Brown University	490		
University of Arkansas Community College Rich Mountain	485		
Arkansas Colleges of Health Education	240		
Career Academy of Hair Design	165		
Northwest Technical Institute	137		

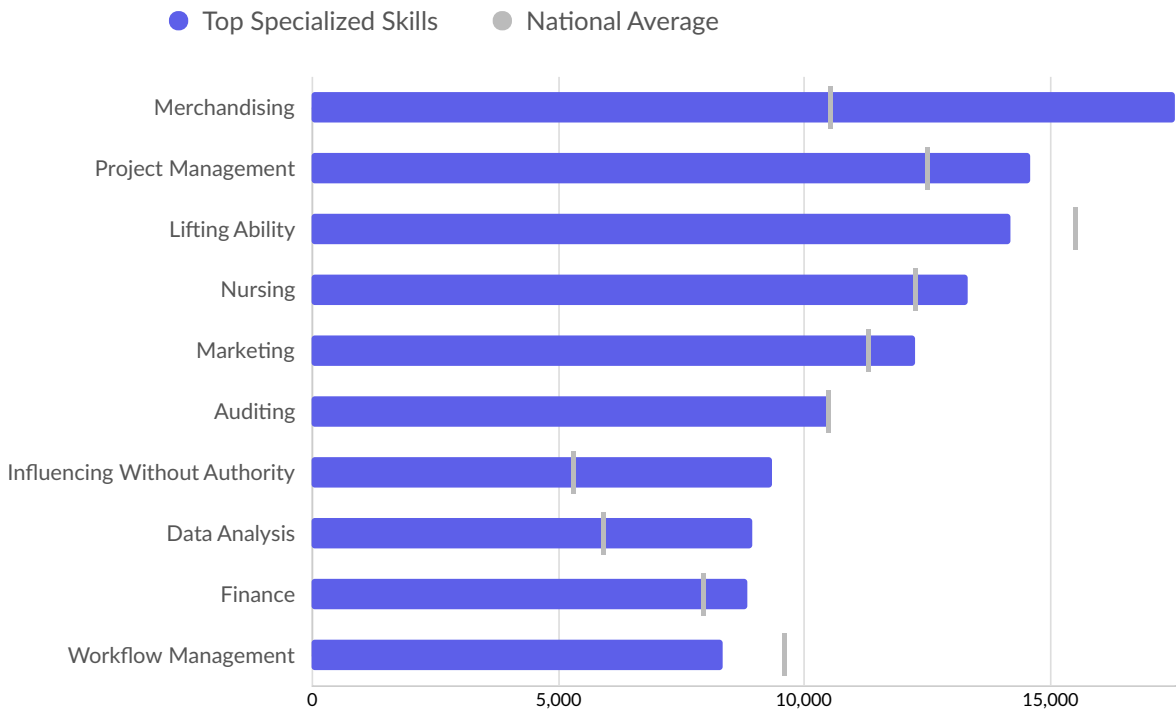
Certificate

Associate's

Bachelor's

Master's or Higher

In-Demand Skills



Appendix A (Geographies)

Code	Description
5007	Benton County, AR
5015	Carroll County, AR
5057	Hempstead County, AR
5061	Howard County, AR
5081	Little River County, AR
5083	Logan County, AR
5091	Miller County, AR

Code	Description
5109	Pike County, AR
5113	Polk County, AR
5127	Scott County, AR
5131	Sebastian County, AR
5133	Sevier County, AR
5143	Washington County, AR