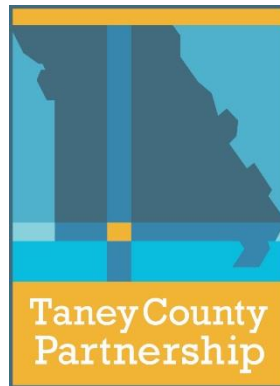
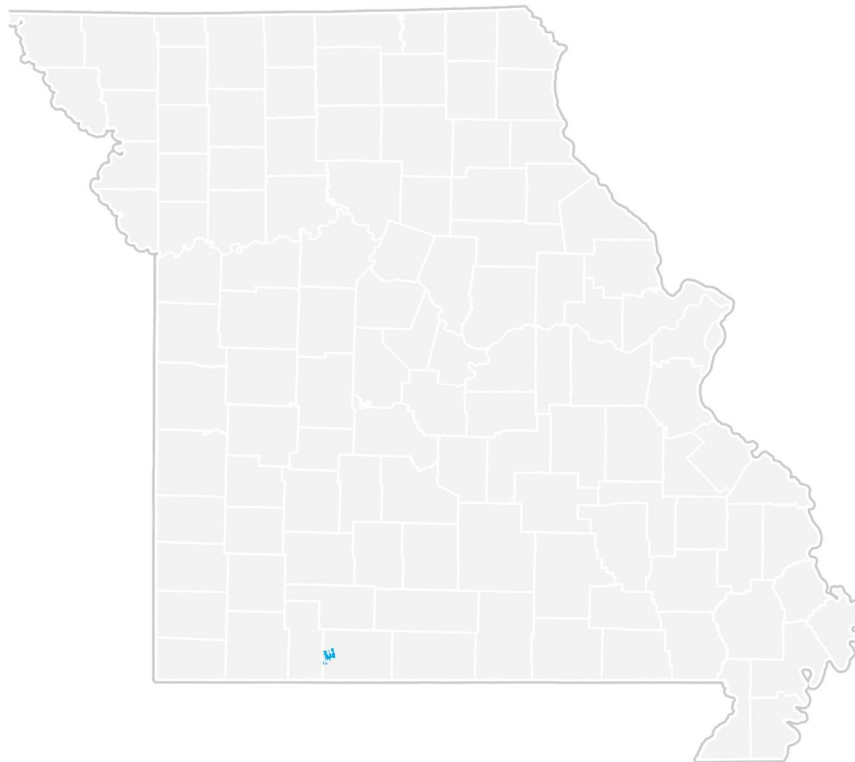


January 16, 2017



Economic Overview

City of Branson, MO



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Demographic Profile

In 2010, the population in the City of Branson, MO was 10,520. Between 2000 and 2010, the region's population grew at an annual average rate of 0.0%.

The region has a civilian labor force of 5,739 with a participation rate of 62.2%. Of individuals 25 to 64 in the City of Branson, MO, 23.5% have a bachelor's degree or higher which compares with 30.9% in the nation.

The median household income in the City of Branson, MO is \$38,425 and the median house value is \$168,400.

Summary ¹						
	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
Demographics						
Population	.	.	.	10,520	5,988,927	308,745,538
Median Age ³	.	.	.	41.2	37.9	37.2
Under 18 Years	18.8%	23.8%	24.0%	1,976	1,425,436	74,181,467
18 to 24 Years	10.3%	9.8%	9.9%	1,081	589,264	30,672,088
25 to 34 Years	13.5%	12.9%	13.3%	1,417	775,467	41,063,948
35 to 44 Years	12.4%	12.5%	13.3%	1,302	748,616	41,070,606
45 to 54 Years	12.9%	14.8%	14.6%	1,356	888,572	45,006,716
55 to 64 Years	12.7%	12.1%	11.8%	1,331	723,278	36,482,729
65 to 74 Years	11.2%	7.5%	7.0%	1,176	450,490	21,713,429
75 Years, and Over	8.4%	6.5%	6.0%	881	387,804	18,554,555
Race: White	89.0%	82.8%	72.4%	9,358	4,958,770	223,553,265
Race: Black or African American	2.0%	11.6%	12.6%	207	693,391	38,929,319
Race: American Indian and Alaska Native	0.9%	0.5%	0.9%	92	27,376	2,932,248
Race: Asian	1.5%	1.6%	4.8%	159	98,083	14,674,252
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.2%	13	6,261	540,013
Race: Some Other Race	3.9%	1.3%	6.2%	413	80,457	19,107,368
Race: Two or More Races	2.6%	2.1%	2.9%	278	124,589	9,009,073
Hispanic or Latino (of any race)	8.8%	3.5%	16.3%	928	212,470	50,477,594
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over) ⁴	62.2%	63.5%	63.5%	5,739	3,034,525	157,940,014
Armed Forces Labor Force ⁴	0.0%	0.4%	0.4%	0	19,994	1,025,497
Veterans, Age 18-64 ⁴	9.6%	7.0%	5.8%	671	258,543	11,371,344
Median Household Income ^{3,4}	.	.	.	\$38,425	\$47,764	\$53,482
Per Capita Income ^{3,4}	.	.	.	\$22,196	\$26,006	\$28,555
Poverty Level (of all people) ⁴	25.0%	15.6%	15.6%	2,709	912,291	47,755,606
Households Receiving Food Stamps ⁴	17.2%	13.7%	13.0%	828	322,657	15,089,358
Mean Commute Time (minutes) ⁴	.	.	.	15.9	23.1	25.7
Commute via Public Transportation ⁴	2.1%	1.5%	5.1%	107	40,785	7,157,671

Summary ¹						
	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
Union Membership ⁵	.	8.5%	11.1%	.	.	.
Educational Attainment, Age 25-64						
No High School Diploma ⁴	11.9%	9.9%	12.0%	691	312,929	19,939,890
High School Graduate ⁴	31.7%	29.4%	26.5%	1,840	923,867	44,000,387
Some College, No Degree ⁴	26.8%	23.6%	21.9%	1,557	743,790	36,270,359
Associate's Degree ⁴	6.0%	8.2%	8.7%	351	258,640	14,487,486
Bachelor's Degree ⁴	18.1%	18.4%	19.7%	1,050	579,945	32,646,533
Postgraduate Degree ⁴	5.5%	10.4%	11.2%	317	327,207	18,533,513
Housing						
Total Housing Units ⁴	.	.	.	9,125	2,723,417	132,741,033
Median House Value (of owner-occupied units) ^{3,4}	.	.	.	\$168,400	\$136,700	\$175,700
Homeowner Vacancy ⁴	6.3%	2.3%	2.1%	123	38,236	1,591,421
Rental Vacancy ⁴	8.8%	7.3%	6.9%	288	60,133	3,105,361
Renter-Occupied Housing Units (% of Occupied Units) ⁴	61.8%	32.1%	35.6%	2,979	756,950	41,423,632
Occupied Housing Units with No Vehicle Available (% of Occupied Units) ⁴	6.7%	7.4%	9.1%	325	173,776	10,594,153
Social						
Enrolled in Grade 12 (% of total population) ⁴	0.4%	1.3%	1.4%	46	77,688	4,443,768
Disconnected Youth ^{4,6}	4.2%	3.5%	3.3%	12	11,458	572,277
Children in Single Parent Families (% of all children) ⁴	51.2%	34.3%	34.7%	908	456,924	24,388,185
Disabled, Age 18-64 ⁴	15.7%	12.4%	10.2%	1,097	454,126	19,703,061
Disabled, Age 18-64, Labor Force Participation Rate and Size ⁴	32.9%	40.4%	41.2%	361	183,420	8,119,295
Foreign Born ⁴	8.2%	3.9%	13.1%	902	235,995	41,056,885
Speak English Less Than Very Well (population 5 yrs and over) ⁴	7.6%	2.2%	8.6%	797	126,737	25,305,202

Source: [JobsEQ®](#)

1, Census 2010, unless noted otherwise

2, Census 2015, annual average growth rate since 2005

3, Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

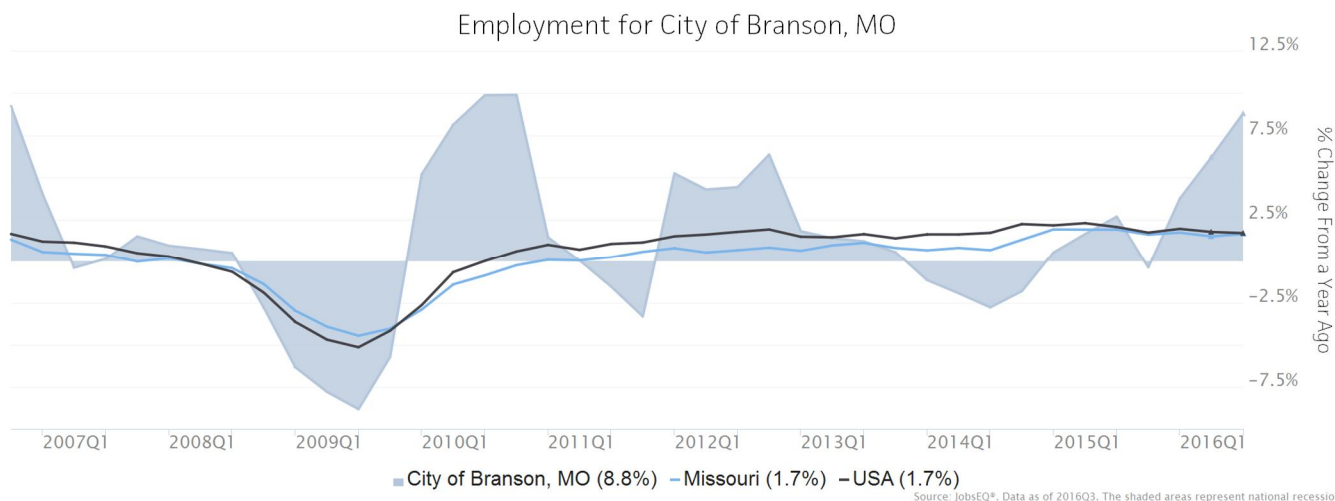
4, ACS 2010-2014

5, 2014; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

6, Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

Employment Trends

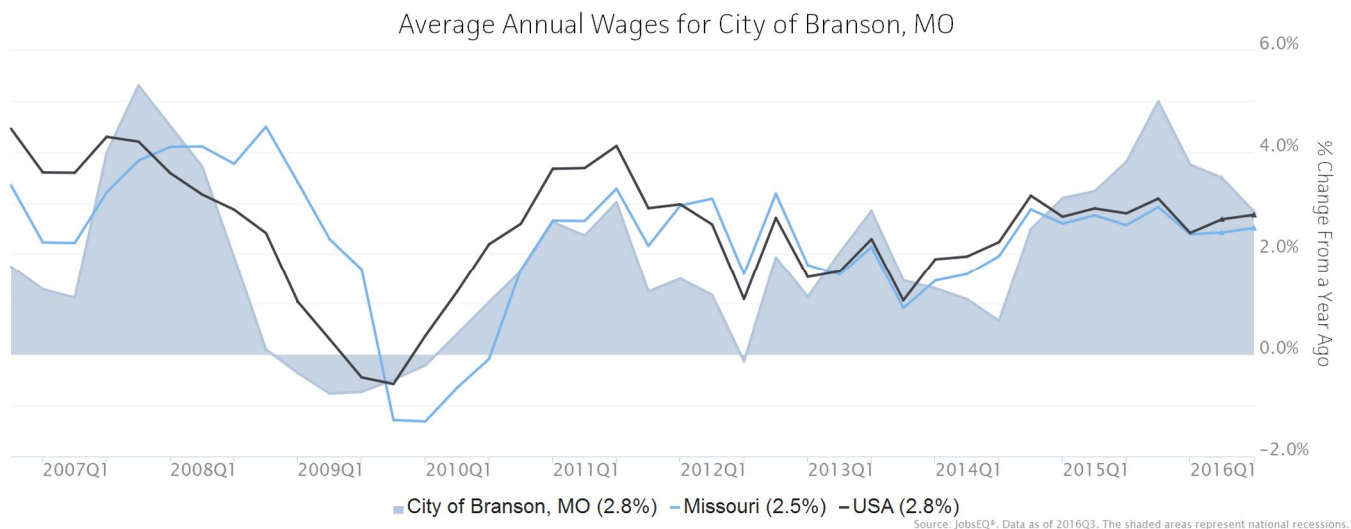
As of 2016Q3, total employment for the City of Branson, MO was 20,073 (based on a four-quarter moving average). Over the year ending 2016Q3, employment increased 8.8% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2016Q1 with preliminary estimates updated to 2016Q3.

Wage Trends

The average worker in the City of Branson, MO earned annual wages of \$29,351 as of 2016Q3. Average annual wages per worker increased 2.8% in the region during the preceding four quarters. For comparison purposes, annual average wages were \$52,724 in the nation as of 2016Q3.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2016Q1 with preliminary estimates updated to 2016Q3.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 11.4% lower in City of Branson, MO than the U.S. average.

Cost of Living Information			
	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
City of Branson, MO	\$29,220	88.6	\$32,996
Missouri	\$46,137	91.4	\$50,459
USA	\$53,758	100.0	\$53,758

Source: [JobsEQ®](#)

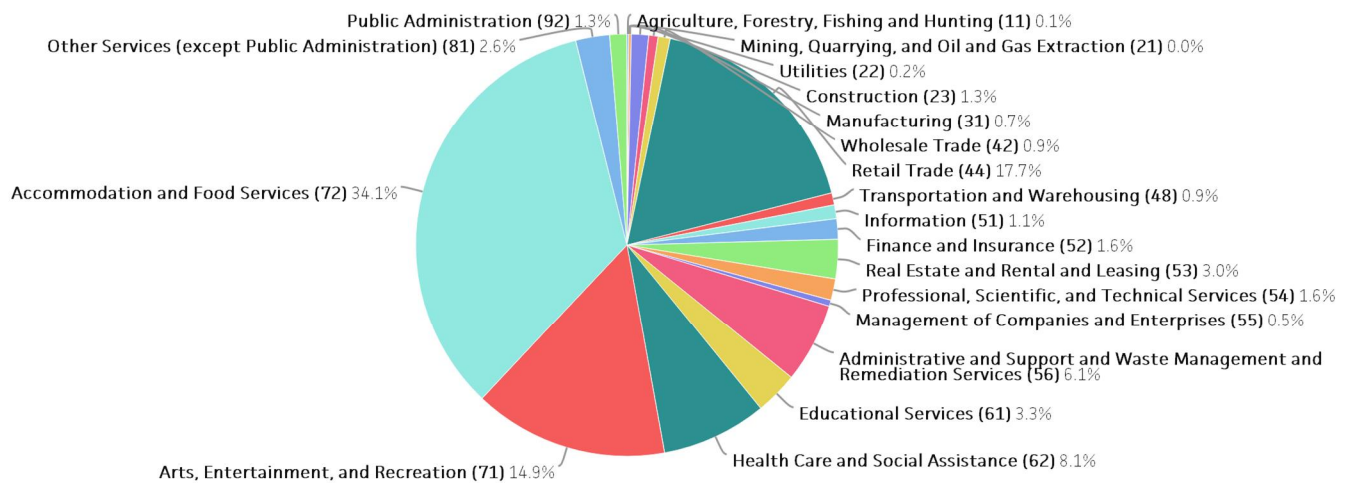
Data as of 2016Q3

The Cost of Living Index is developed by Chmura Economics & Analytics and is updated quarterly.

Industry Snapshot

The largest sector in the City of Branson, MO is Accommodation and Food Services, employing 6,839 workers. The next-largest sectors in the region are Retail Trade (3,561 workers) and Arts, Entertainment, and Recreation (2,987). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Arts, Entertainment, and Recreation (LQ = 7.55), Accommodation and Food Services (3.83), and Real Estate and Rental and Leasing (1.78).

Total Workers for City of Branson, MO by Industry



Source: JobsEQ*, Data as of 2016Q3

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2016Q1 with preliminary estimates updated to 2016Q3.

Sectors in the City of Branson, MO with the highest average wages per worker are Management of Companies and Enterprises (\$79,812), Professional, Scientific, and Technical Services (\$46,873), and Utilities (\$46,795). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Accommodation and Food Services (+1,692 jobs), Arts, Entertainment, and Recreation (+929), and Retail Trade (+725).

Over the next 10 years, employment in the City of Branson, MO is projected to expand by 1,993 jobs. The fastest growing sector in the region is expected to be Other Services (except Public Administration) with a +4.4% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+653 jobs), Arts, Entertainment, and Recreation (+338), and Health Care and Social Assistance (+334).

		Current			Historical				Forecast		
		Four Quarters Ending with 2016q3			Total Change over the Last 10 Years	Average Annual % Change in Employment 2006q3-2016q3			Over the Next 10 Years		
NAICS	Industry	Empl	Avg. Annual Wages	Location Quotient	Empl	City of Branson, MO	Missouri	USA	Total Approx Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11	Agriculture, Forestry, Fishing and Hunting	27	\$12,749	0.09	0	-0.1%	-0.9%	0.1%	9	-1	-0.3%
21	Mining, Quarrying, and Oil and Gas Extraction	1	\$31,849	0.01	0	n/a	-2.8%	0.5%	0	0	0.4%
22	Utilities	38	\$46,795	0.35	-9	-2.1%	-0.1%	0.1%	10	6	1.4%
23	Construction	266	\$35,383	0.24	-978	-14.3%	-2.3%	-1.5%	55	38	1.3%
31	Manufacturing	146	\$39,731	0.09	-10	-0.7%	-1.6%	-1.4%	33	-5	-0.4%
42	Wholesale Trade	186	\$28,551	0.23	57	3.7%	-0.2%	0.0%	42	16	0.8%
44	Retail Trade	3,561	\$20,869	1.63	725	2.3%	-0.2%	0.2%	1,130	220	0.6%
48	Transportation and Warehousing	186	\$34,291	0.22	-104	-4.3%	-0.2%	0.6%	49	5	0.3%
51	Information	212	\$39,130	0.53	-174	-5.8%	-2.1%	-0.9%	50	-6	-0.3%
52	Finance and Insurance	311	\$44,851	0.39	30	1.0%	0.2%	-0.4%	75	21	0.7%
53	Real Estate and Rental and Leasing	604	\$32,879	1.78	-40	-0.6%	-1.6%	-0.9%	135	9	0.2%
54	Professional, Scientific, and Technical Services	329	\$46,873	0.25	-150	-3.7%	1.7%	1.6%	71	33	1.0%
55	Management of Companies and Enterprises	98	\$79,812	0.34	-11	-1.1%	-0.6%	2.2%	21	7	0.7%
56	Administrative and Support and Waste Management and Remediation Services	1,230	\$37,367	0.94	309	2.9%	1.6%	0.8%	273	-10	-0.1%
61	Educational Services	656	\$33,312	0.40	286	5.9%	0.0%	0.6%	140	37	0.5%
62	Health Care and Social Assistance	1,616	\$40,183	0.57	415	3.0%	2.0%	2.2%	338	334	1.9%
71	Arts, Entertainment, and Recreation	2,987	\$23,130	7.55	929	3.8%	-0.3%	1.3%	953	338	1.1%
72	Accommodation and Food Services	6,839	\$21,842	3.83	1,692	2.9%	1.1%	1.8%	2,490	653	0.9%
81	Other Services (except Public Administration)	521	\$26,338	0.58	-628	-7.6%	-0.7%	0.1%	161	280	4.4%
92	Public Administration	262	\$35,022	0.27	79	3.7%	-0.1%	0.1%	65	18	0.7%
	Total - All Industries	20,073	\$29,351	1.00	2,416	1.3%	0.1%	0.5%	5,091	1,993	1.0%

Source: [JobsEQ®](#)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2016Q1 with preliminary estimates updated to 2016Q3. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the City of Branson, MO is Food Preparation and Serving Related Occupations, employing 4,766 workers. The next-largest occupation groups in the region are Sales and Related Occupations (3,451 workers) and Office and Administrative Support Occupations (2,846). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Food Preparation and Serving Related Occupations (LQ = 2.75), Building and Grounds Cleaning and Maintenance Occupations (2.11), and Arts, Design, Entertainment, Sports, and Media Occupations (1.94).

Occupation groups in the City of Branson, MO with the highest average wages per worker are Healthcare Practitioners and Technical Occupations (\$71,100), Legal Occupations (\$67,300), and Architecture and Engineering Occupations (\$66,500). The unemployment rate in the region varied among the major groups from 2.1% among Healthcare Practitioners and Technical Occupations to 8.5% among Food Preparation and Serving Related Occupations.

Over the next 10 years, the fastest growing occupation group in the City of Branson, MO is expected to be Community and Social Service Occupations with a +4.9% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+431 jobs) and Sales and Related Occupations (+227). Over the same period, the highest replacement demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (2,004 jobs) and Sales and Related Occupations (1,210).

Occupation Snapshot in City of Branson, MO													
		Current					Historical				Forecast		
		Four Quarters Ending with 2016q3			2016q3		Total Change over the Last 10 Years	Avg Ann % Chg in Empl 2006q3-2016q3			Over the Next 10 Years		
SOC	Title	Empl	Avg. Annual Wages ¹	LQ	Unempl	Unempl Rate	Empl	City of Branson, MO	Missouri	USA	Total Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11-0000	Management Occupations	847	\$65,700	0.70	7	2.4%	-89	-1.0%	-0.4%	0.2%	262	84	0.9%
13-0000	Business and Financial Operations Occupations	530	\$52,900	0.54	n/a	n/a	-27	-0.5%	0.2%	0.5%	119	63	1.1%
15-0000	Computer and Mathematical Occupations	154	\$64,700	0.28	2	3.9%	1	0.1%	1.2%	1.5%	23	16	1.0%
17-0000	Architecture and Engineering Occupations	78	\$66,500	0.23	1	2.4%	-4	-0.5%	-0.1%	-0.1%	19	8	1.0%
19-0000	Life, Physical, and Social Science Occupations	33	\$66,000	0.21	0	n/a	5	1.7%	0.4%	1.0%	11	5	1.4%
21-0000	Community and Social Service Occupations	133	\$43,000	0.42	1	2.8%	-2	-0.1%	1.2%	1.4%	46	83	4.9%
23-0000	Legal Occupations	52	\$67,300	0.33	0	n/a	-16	-2.7%	-0.7%	-0.4%	11	6	1.1%
25-0000	Education, Training, and Library Occupations	559	\$38,400	0.49	11	6.0%	174	3.8%	0.1%	0.5%	133	76	1.3%

Occupation Snapshot in City of Branson, MO													
		Current					Historical				Forecast		
		Four Quarters Ending with 2016q3			2016q3		Total Change over the Last 10 Years	Avg Ann % Chg in Empl 2006q3-2016q3			Over the Next 10 Years		
SOC	Title	Empl	Avg. Annual Wages ¹	LQ	Unempl	Unempl Rate	Empl	City of Branson, MO	Missouri	USA	Total Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	678	\$36,500	1.94	15	7.1%	-195	-2.5%	-0.7%	0.1%	265	72	1.0%
29-0000	Healthcare Practitioners and Technical Occupations	797	\$71,100	0.70	4	2.1%	171	2.5%	1.2%	1.5%	181	145	1.7%
31-0000	Healthcare Support Occupations	302	\$26,000	0.51	6	5.6%	72	2.7%	1.9%	2.2%	67	68	2.0%
33-0000	Protective Service Occupations	299	\$26,700	0.77	n/a	n/a	56	2.1%	0.5%	0.6%	57	34	1.1%
35-0000	Food Preparation and Serving Related Occupations	4,766	\$20,400	2.75	109	8.5%	1,317	3.3%	1.0%	1.8%	2,004	431	0.9%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	1,531	\$22,000	2.11	30	6.2%	281	2.0%	0.3%	0.7%	389	186	1.2%
39-0000	Personal Care and Service Occupations	1,152	\$22,500	1.44	29	8.2%	299	3.1%	1.5%	1.8%	474	148	1.2%
41-0000	Sales and Related Occupations	3,451	\$27,600	1.65	65	6.2%	632	2.0%	-0.3%	0.0%	1,210	227	0.6%
43-0000	Office and Administrative Support Occupations	2,846	\$28,000	0.94	48	5.4%	329	1.2%	0.1%	0.4%	783	171	0.6%
45-0000	Farming, Fishing, and Forestry Occupations	13	\$25,400	0.10	n/a	n/a	1	1.0%	0.4%	0.7%	5	0	0.3%
47-0000	Construction and Extraction Occupations	280	\$38,000	0.31	9	5.9%	-621	-11.0%	-2.1%	-1.3%	55	37	1.2%
49-0000	Installation, Maintenance, and Repair Occupations	634	\$32,800	0.83	10	4.6%	-39	-0.6%	-0.4%	0.0%	168	71	1.1%
51-0000	Production Occupations	303	\$27,800	0.24	9	7.0%	24	0.8%	-1.3%	-0.9%	78	19	0.6%
53-0000	Transportation and Material Moving Occupations	636	\$26,400	0.47	21	8.2%	45	0.7%	-0.2%	0.3%	179	44	0.7%
00-0000	Total - All Occupations	20,073	\$30,800	1.00	n/a	n/a	2,416	1.3%	0.1%	0.5%	6,540	1,993	1.0%

Source: [JobsEQ®](#)

Data as of 2016Q3 unless noted otherwise

Note: Figures may not sum due to rounding.

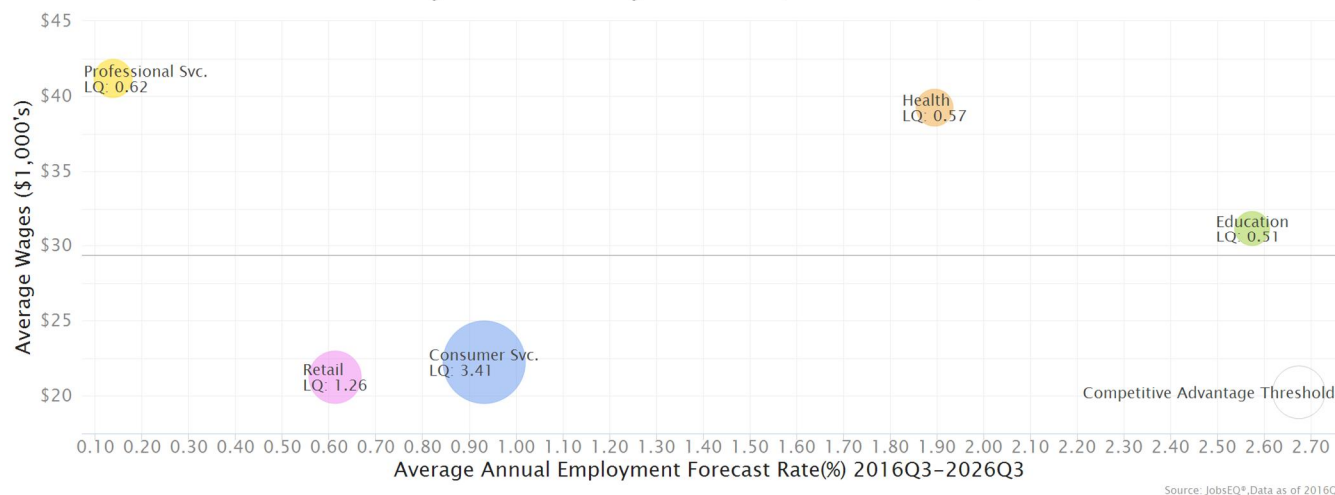
1. Occupation wages are as of 2015 and should be taken as the average for all Covered Employment

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2016Q1, imputed where necessary with preliminary estimates updated to 2016Q3. Wages by occupation are as of 2015 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the City of Branson, MO with the highest relative concentration is Consumer Svc. with a location quotient of 3.41. This cluster employs 10,350 workers in the region with an average wage of \$22,245. Employment in the Consumer Svc. cluster is projected to expand in the region about 0.9% per year over the next ten years.

Industry Clusters for City of Branson, MO as of 2016Q3

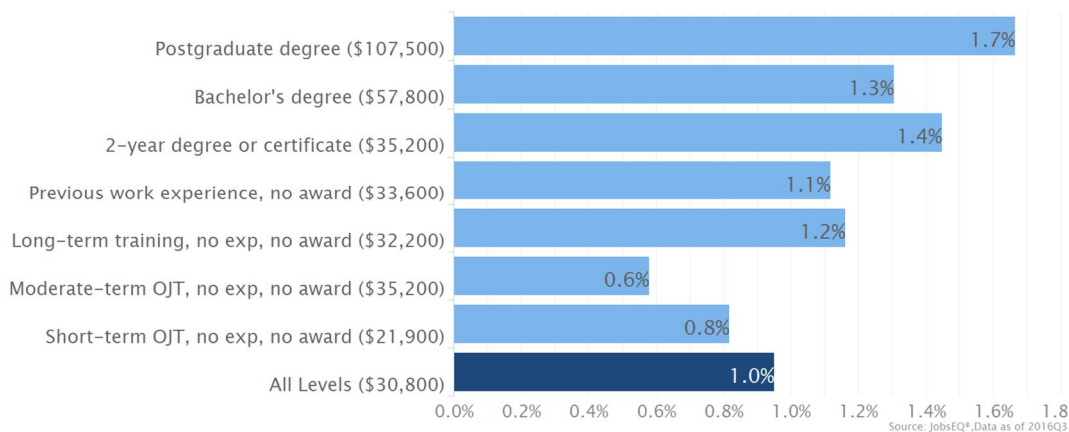


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2016Q1 with preliminary estimates updated to 2016Q3. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the City of Branson, MO is projected to grow 1.0% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.7% per year, those requiring a bachelor's degree are forecast to grow 1.3% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.4% per year.

Annual Average Projected Job Growth by Training Required for City of Branson, MO



Employment by occupation data are estimates as of 2016Q3. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is replacement demand?

Replacement demand is the number of jobs required due to replacements- retirements and turnover resulting from workers moving from one occupation into another. Note that replacement demand does not include all turnover- it does not include when workers stay in the same occupation but switch employers. The replacement demand shown in this report may also be understated; thus, it can be taken to be a minimum measure of the number of workers who will need to be trained for the occupation due to replacements. The total projected demand for an occupation is the sum of the replacement demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the 1-digit level to the 6-digit level. The first two digits define the top level category, known as the *sector*, which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

Source: JobsEQ®, <http://www.chmuraecon.com/jobseq>
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