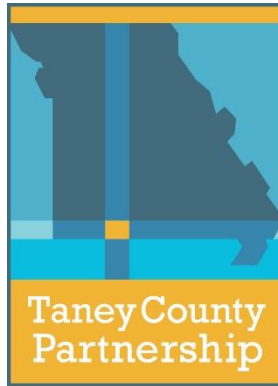
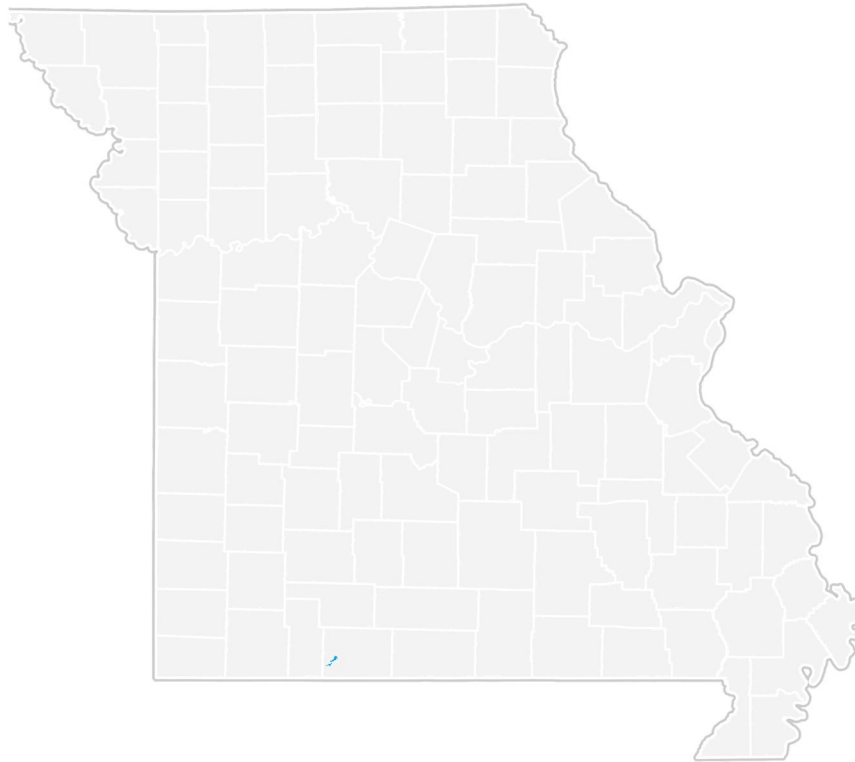


January 16, 2017



## **Economic Overview**

### **City of Hollister, MO**



**DEMOGRAPHIC PROFILE.....3**

**EMPLOYMENT TRENDS.....5**

**WAGE TRENDS .....5**

**COST OF LIVING INDEX .....6**

**INDUSTRY SNAPSHOT.....7**

**OCCUPATION SNAPSHOT .....9**

**INDUSTRY CLUSTERS .....11**

**EDUCATION LEVELS .....11**

**FAQ .....12**

# Demographic Profile

In 2010, the population in the City of Hollister, MO was 4,426. 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 2,004 with a participation rate of 57.3%. Of individuals 25 to 64 in the City of Hollister, MO, 14.3% have a bachelor's degree or higher which compares with 30.9% in the nation.

The median household income in the City of Hollister, MO is \$28,116 and the median house value is \$113,600.

Summary <sup>1</sup>						
	Percent			Value		
	City of Hollister, MO	Missouri	USA	City of Hollister, MO	Missouri	USA
<b>Demographics</b>						
Population	.	.	.	4,426	5,988,927	308,745,538
Median Age <sup>3</sup>	.	.	.	36.6	37.9	37.2
Under 18 Years	23.2%	23.8%	24.0%	1,027	1,425,436	74,181,467
18 to 24 Years	10.2%	9.8%	9.9%	451	589,264	30,672,088
25 to 34 Years	14.5%	12.9%	13.3%	643	775,467	41,063,948
35 to 44 Years	12.1%	12.5%	13.3%	535	748,616	41,070,606
45 to 54 Years	12.8%	14.8%	14.6%	568	888,572	45,006,716
55 to 64 Years	10.8%	12.1%	11.8%	479	723,278	36,482,729
65 to 74 Years	9.2%	7.5%	7.0%	408	450,490	21,713,429
75 Years, and Over	7.1%	6.5%	6.0%	315	387,804	18,554,555
Race: White	92.5%	82.8%	72.4%	4,093	4,958,770	223,553,265
Race: Black or African American	0.9%	11.6%	12.6%	42	693,391	38,929,319
Race: American Indian and Alaska Native	1.2%	0.5%	0.9%	53	27,376	2,932,248
Race: Asian	0.5%	1.6%	4.8%	23	98,083	14,674,252
Race: Native Hawaiian and Other Pacific Islander	0.2%	0.1%	0.2%	8	6,261	540,013
Race: Some Other Race	2.8%	1.3%	6.2%	124	80,457	19,107,368
Race: Two or More Races	1.9%	2.1%	2.9%	83	124,589	9,009,073
Hispanic or Latino (of any race)	6.4%	3.5%	16.3%	283	212,470	50,477,594
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over) <sup>4</sup>	57.3%	63.5%	63.5%	2,004	3,034,525	157,940,014
Armed Forces Labor Force <sup>4</sup>	0.7%	0.4%	0.4%	23	19,994	1,025,497
Veterans, Age 18-64 <sup>4</sup>	8.9%	7.0%	5.8%	226	258,543	11,371,344
Median Household Income <sup>3,4</sup>	.	.	.	\$28,116	\$47,764	\$53,482
Per Capita Income <sup>3,4</sup>	.	.	.	\$14,799	\$26,006	\$28,555
Poverty Level (of all people) <sup>4</sup>	27.8%	15.6%	15.6%	1,202	912,291	47,755,606
Households Receiving Food Stamps <sup>4</sup>	31.9%	13.7%	13.0%	554	322,657	15,089,358
Mean Commute Time (minutes) <sup>4</sup>	.	.	.	13.7	23.1	25.7
Commute via Public Transportation <sup>4</sup>	2.5%	1.5%	5.1%	41	40,785	7,157,671

Summary <sup>1</sup>						
	Percent			Value		
	City of Hollister, MO	Missouri	USA	City of Hollister, MO	Missouri	USA
Union Membership <sup>5</sup>	.	8.5%	11.1%	.	.	.
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma <sup>4</sup>	15.6%	9.9%	12.0%	285	312,929	19,939,890
High School Graduate <sup>4</sup>	37.7%	29.4%	26.5%	690	923,867	44,000,387
Some College, No Degree <sup>4</sup>	21.6%	23.6%	21.9%	395	743,790	36,270,359
Associate's Degree <sup>4</sup>	10.9%	8.2%	8.7%	199	258,640	14,487,486
Bachelor's Degree <sup>4</sup>	13.7%	18.4%	19.7%	251	579,945	32,646,533
Postgraduate Degree <sup>4</sup>	0.6%	10.4%	11.2%	11	327,207	18,533,513
<b>Housing</b>						
Total Housing Units <sup>4</sup>	.	.	.	2,045	2,723,417	132,741,033
Median House Value (of owner-occupied units) <sup>3,4</sup>	.	.	.	\$113,600	\$136,700	\$175,700
Homeowner Vacancy <sup>4</sup>	0.0%	2.3%	2.1%	0	38,236	1,591,421
Rental Vacancy <sup>4</sup>	8.4%	7.3%	6.9%	83	60,133	3,105,361
Renter-Occupied Housing Units (% of Occupied Units) <sup>4</sup>	52.2%	32.1%	35.6%	907	756,950	41,423,632
Occupied Housing Units with No Vehicle Available (% of Occupied Units) <sup>4</sup>	4.0%	7.4%	9.1%	70	173,776	10,594,153
<b>Social</b>						
Enrolled in Grade 12 (% of total population) <sup>4</sup>	2.5%	1.3%	1.4%	112	77,688	4,443,768
Disconnected Youth <sup>4,6</sup>	26.9%	3.5%	3.3%	54	11,458	572,277
Children in Single Parent Families (% of all children) <sup>4</sup>	67.5%	34.3%	34.7%	662	456,924	24,388,185
Disabled, Age 18-64 <sup>4</sup>	21.9%	12.4%	10.2%	549	454,126	19,703,061
Disabled, Age 18-64, Labor Force Participation Rate and Size <sup>4</sup>	9.1%	40.4%	41.2%	50	183,420	8,119,295
Foreign Born <sup>4</sup>	4.5%	3.9%	13.1%	199	235,995	41,056,885
Speak English Less Than Very Well (population 5 yrs and over) <sup>4</sup>	1.9%	2.2%	8.6%	75	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.

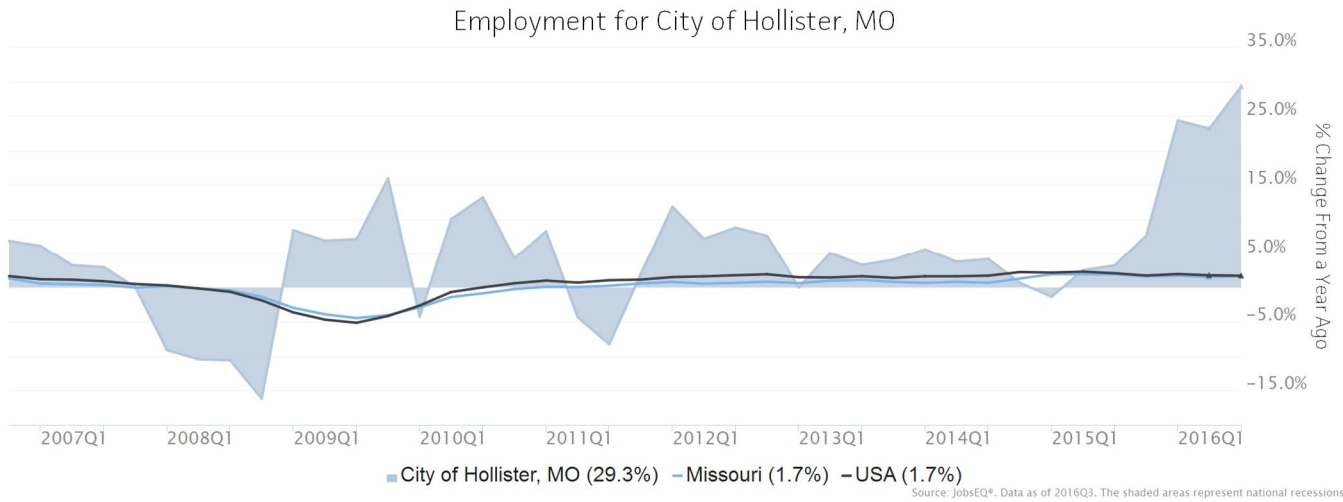
4, ACS 2010-2014

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

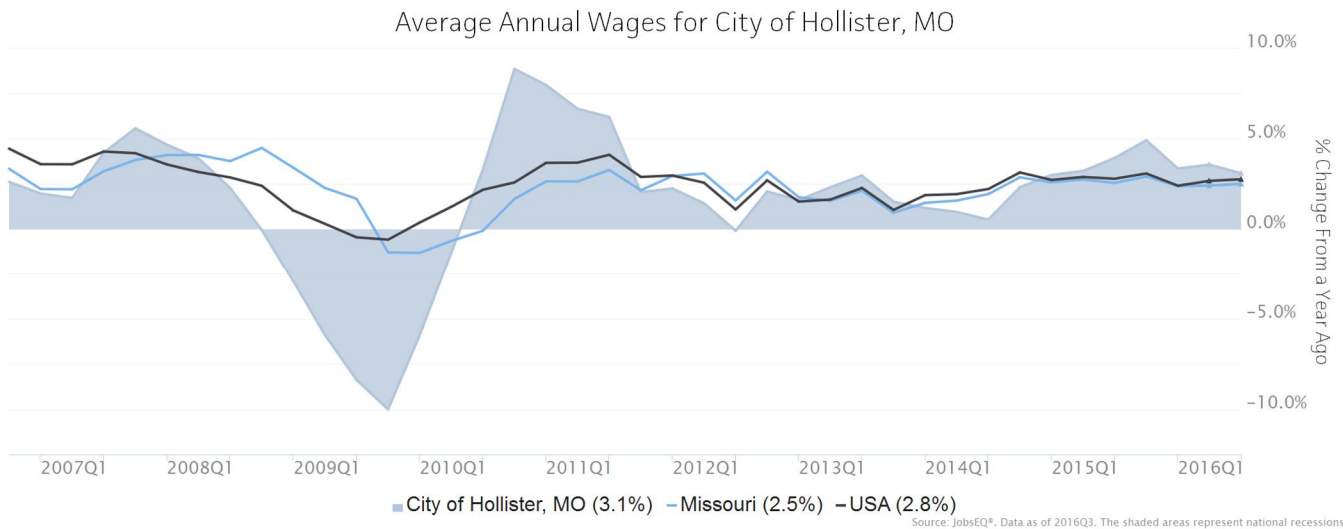
As of 2016Q3, total employment for the City of Hollister, MO was 3,018 (based on a four-quarter moving average). Over the year ending 2016Q3, employment increased 29.3% in the region.



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 Hollister, MO earned annual wages of \$29,519 as of 2016Q3. Average annual wages per worker increased 3.1% 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 Hollister, MO than the U.S. average.

Cost of Living Information			
	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
City of Hollister, MO	\$29,477	88.6	\$33,286
Missouri	\$46,137	91.4	\$50,459
USA	\$53,758	100.0	\$53,758

Source: [JobsEQ®](#)

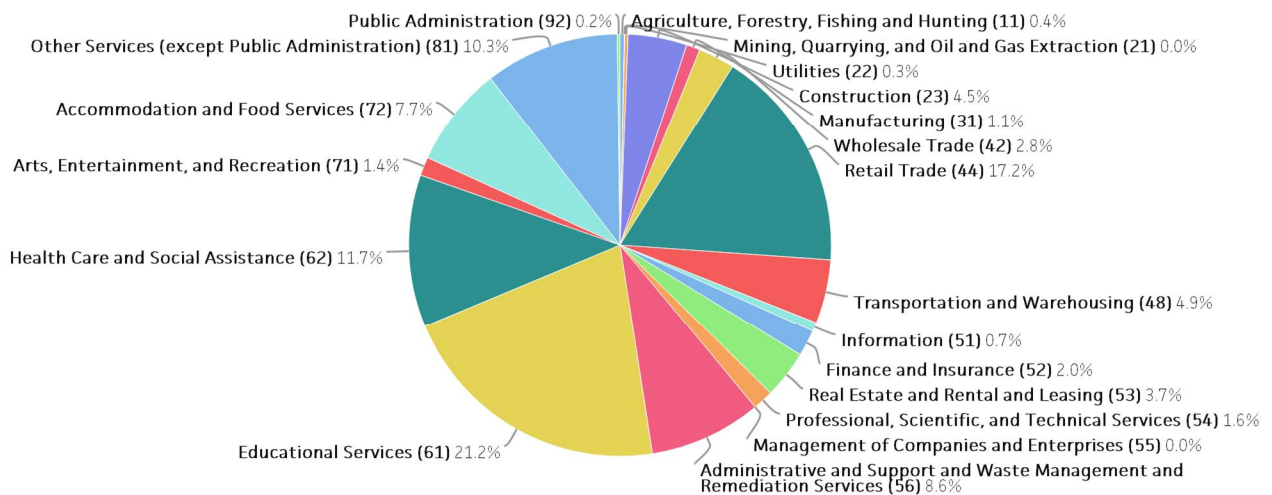
Data as of 2016Q3

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

# Industry Snapshot

The largest sector in the City of Hollister, MO is Educational Services, employing 639 workers. The next-largest sectors in the region are Retail Trade (519 workers) and Health Care and Social Assistance (352). 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 Educational Services (LQ = 2.56), Other Services (except Public Administration) (2.31), and Real Estate and Rental and Leasing (2.16).

Total Workers for City of Hollister, 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 Hollister, MO with the highest average wages per worker are Utilities (\$87,482), Professional, Scientific, and Technical Services (\$45,388), and Finance and Insurance (\$44,328). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Educational Services (+355 jobs), Other Services (except Public Administration) (+218), and Health Care and Social Assistance (+169).

Over the next 10 years, employment in the City of Hollister, MO is projected to expand by 542 jobs. The fastest growing sector in the region is expected to be Other Services (except Public Administration) with a +5.2% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Other Services (except Public Administration) (+205 jobs), Health Care and Social Assistance (+108), and Educational Services (+76).

		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 Hollister, MO	Missouri	USA	Total Approx Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11	Agriculture, Forestry, Fishing and Hunting	11	\$12,443	0.24	1	0.7%	-0.9%	0.1%	4	0	-0.1%
22	Utilities	8	\$87,482	0.49	8	n/a	-0.1%	0.1%	2	-1	-0.7%
23	Construction	136	\$34,844	0.82	-169	-7.8%	-2.3%	-1.5%	28	20	1.4%
31	Manufacturing	32	\$38,864	0.13	-5	-1.4%	-1.6%	-1.4%	7	-2	-0.5%
42	Wholesale Trade	83	\$28,528	0.70	36	5.9%	-0.2%	0.0%	20	18	2.0%
44	Retail Trade	519	\$21,244	1.58	89	1.9%	-0.2%	0.2%	164	28	0.5%
48	Transportation and Warehousing	148	\$30,983	1.19	-5	-0.4%	-0.2%	0.6%	40	13	0.9%
51	Information	21	\$39,185	0.34	1	0.7%	-2.1%	-0.9%	5	-3	-1.6%
52	Finance and Insurance	61	\$44,328	0.51	26	5.6%	0.2%	-0.4%	15	5	0.8%
53	Real Estate and Rental and Leasing	110	\$32,815	2.16	73	11.4%	-1.6%	-0.9%	25	2	0.1%
54	Professional, Scientific, and Technical Services	47	\$45,388	0.24	-12	-2.2%	1.7%	1.6%	10	7	1.5%
55	Management of Companies and Enterprises	0	n/a	0.00	-2	n/a	-0.6%	2.2%	0	0	0.7%
56	Administrative and Support and Waste Management and Remediation Services	259	\$36,930	1.32	129	7.1%	1.6%	0.8%	61	32	1.2%
61	Educational Services	639	\$44,270	2.56	355	8.5%	0.0%	0.6%	140	76	1.1%
62	Health Care and Social Assistance	352	\$38,681	0.83	169	6.7%	2.0%	2.2%	77	108	2.7%
71	Arts, Entertainment, and Recreation	43	\$26,580	0.72	-15	-3.0%	-0.3%	1.3%	14	4	1.0%
72	Accommodation and Food Services	233	\$22,556	0.87	122	7.7%	1.1%	1.8%	86	28	1.1%
81	Other Services (except Public Administration)	311	\$25,891	2.31	218	12.8%	-0.7%	0.1%	100	205	5.2%
92	Public Administration	6	\$34,697	0.04	4	11.6%	-0.1%	0.1%	1	0	0.7%
	Total - All Industries	3,018	\$29,519	1.00	1,023	4.2%	0.1%	0.5%	793	542	1.7%

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 Hollister, MO is Sales and Related Occupations, employing 454 workers. The next-largest occupation groups in the region are Office and Administrative Support Occupations (436 workers) and Education, Training, and Library Occupations (378). 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 Education, Training, and Library Occupations (LQ = 2.22), Community and Social Service Occupations (1.78), and Sales and Related Occupations (1.44).

Occupation groups in the City of Hollister, MO with the highest average wages per worker are Management Occupations (\$72,900), Legal Occupations (\$71,000), and Architecture and Engineering Occupations (\$68,100). The unemployment rate in the region varied among the major groups from 2.2% 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 Hollister, MO is expected to be Community and Social Service Occupations with a +5.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Education, Training, and Library Occupations (+72 jobs) and Office and Administrative Support Occupations (+71). Over the same period, the highest replacement demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Sales and Related Occupations (157 jobs) and Office and Administrative Support Occupations (102).

Occupation Snapshot in City of Hollister, 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 <sup>1</sup>	LQ	Unempl	Unempl Rate	Empl	City of Hollister, MO	Missouri	USA	Total Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11-0000	Management Occupations	164	\$72,900	0.90	3	2.3%	48	3.5%	-0.4%	0.2%	56	27	1.5%
13-0000	Business and Financial Operations Occupations	87	\$53,300	0.59	n/a	n/a	26	3.7%	0.2%	0.5%	20	19	2.0%
15-0000	Computer and Mathematical Occupations	43	\$65,200	0.52	1	4.0%	22	7.2%	1.2%	1.5%	7	9	2.0%
17-0000	Architecture and Engineering Occupations	15	\$68,100	0.29	0	n/a	-4	-2.4%	-0.1%	-0.1%	4	2	1.2%
19-0000	Life, Physical, and Social Science Occupations	16	\$67,700	0.67	0	n/a	9	8.1%	0.4%	1.0%	6	3	1.7%
21-0000	Community and Social Service Occupations	85	\$46,800	1.78	1	2.9%	64	15.1%	1.2%	1.4%	27	58	5.3%
23-0000	Legal Occupations	7	\$71,000	0.29	0	n/a	-2	-2.9%	-0.7%	-0.4%	1	1	1.7%
25-0000	Education, Training, and Library Occupations	378	\$47,600	2.22	5	5.9%	208	8.3%	0.1%	0.5%	84	72	1.8%
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	74	\$36,600	1.40	4	6.6%	24	4.0%	-0.7%	0.1%	32	21	2.6%

### Occupation Snapshot in City of Hollister, MO

		Current					Total Change over the Last 10 Years	Historical			Forecast		
		Four Quarters Ending with 2016q3			2016q3			Avg Ann % Chg in Empl 2006q3-2016q3			Over the Next 10 Years		
SOC	Title	Empl	Avg. Annual Wages <sup>1</sup>	LQ	Unempl	Unempl Rate	Empl	City of Hollister, MO	Missouri	USA	Total Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
29-0000	Healthcare Practitioners and Technical Occupations	132	\$57,700	0.78	2	2.2%	56	5.7%	1.2%	1.5%	31	35	2.4%
31-0000	Healthcare Support Occupations	106	\$24,000	1.20	3	6.0%	58	8.3%	1.9%	2.2%	25	32	2.7%
33-0000	Protective Service Occupations	27	\$28,100	0.47	n/a	n/a	16	9.5%	0.5%	0.6%	5	4	1.3%
35-0000	Food Preparation and Serving Related Occupations	238	\$20,500	0.91	33	8.5%	108	6.2%	1.0%	1.8%	91	27	1.1%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	130	\$23,900	1.19	10	6.2%	73	8.6%	0.3%	0.7%	33	31	2.2%
39-0000	Personal Care and Service Occupations	140	\$22,600	1.16	9	7.8%	84	9.6%	1.5%	1.8%	42	38	2.4%
41-0000	Sales and Related Occupations	454	\$29,200	1.44	21	6.1%	101	2.6%	-0.3%	0.0%	157	32	0.7%
43-0000	Office and Administrative Support Occupations	436	\$29,500	0.96	17	5.4%	142	4.0%	0.1%	0.4%	102	71	1.5%
45-0000	Farming, Fishing, and Forestry Occupations	4	\$25,300	0.21	n/a	n/a	2	7.5%	0.4%	0.7%	1	0	0.2%
47-0000	Construction and Extraction Occupations	103	\$37,200	0.76	4	5.9%	-100	-6.6%	-2.1%	-1.3%	20	16	1.4%
49-0000	Installation, Maintenance, and Repair Occupations	92	\$34,800	0.79	3	4.6%	26	3.4%	-0.4%	0.0%	25	16	1.6%
51-0000	Production Occupations	78	\$29,300	0.42	4	7.1%	19	2.8%	-1.3%	-0.9%	21	6	0.7%
53-0000	Transportation and Material Moving Occupations	209	\$29,000	1.03	8	8.3%	42	2.3%	-0.2%	0.3%	61	22	1.0%
00-0000	Total - All Occupations	3,018	\$36,600	1.00	n/a	n/a	1,023	4.2%	0.1%	0.5%	852	542	1.7%

Source: [JobsEQ®](#)

Data as of 2016Q3 unless noted otherwise

Note: Figures may not sum due to rounding.

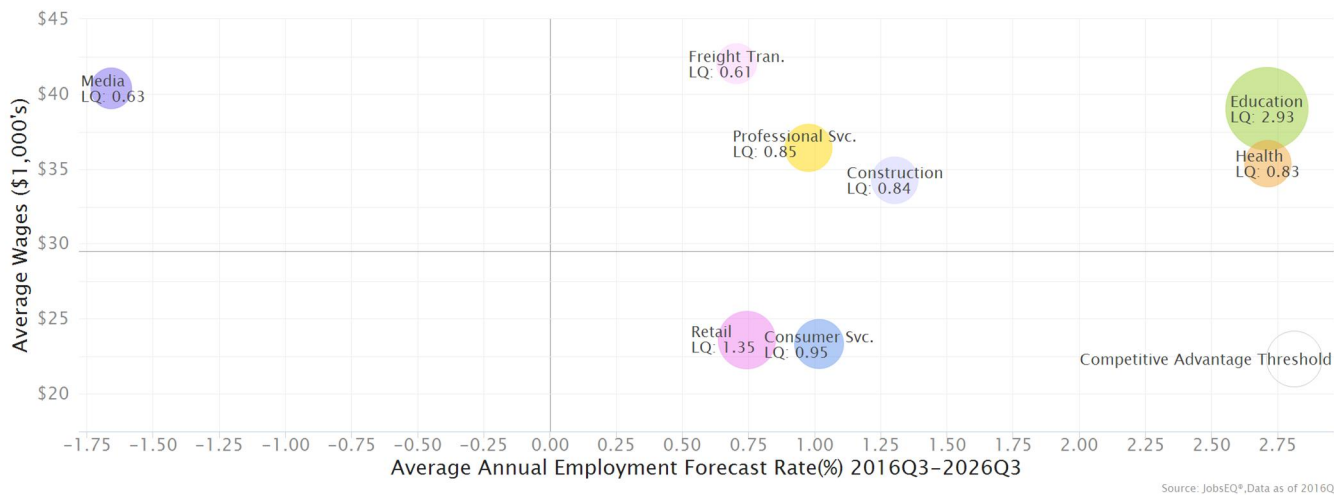
1. Occupation wages are as of 2015 and should be taken as the average for all Covered Employment

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 Hollister, MO with the highest relative concentration is Education with a location quotient of 2.93. This cluster employs 905 workers in the region with an average wage of \$39,030. Employment in the Education cluster is projected to expand in the region about 2.7% per year over the next ten years.

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

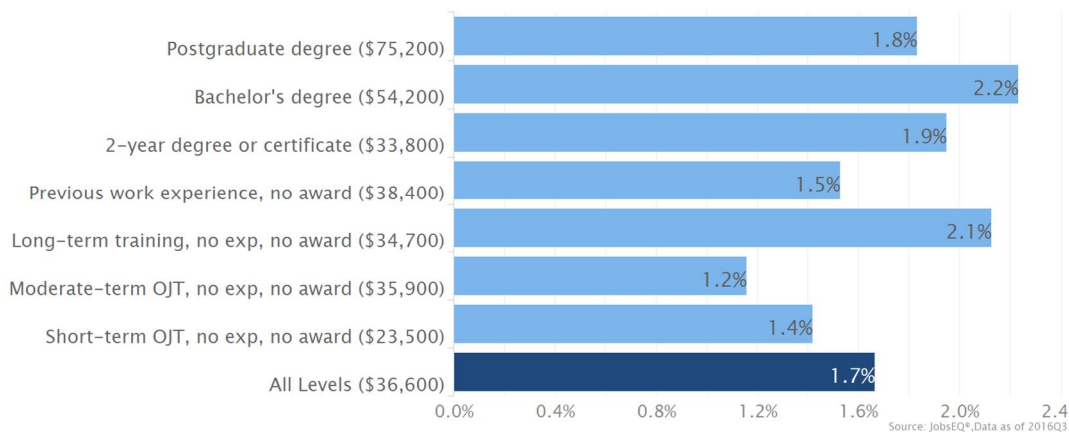


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2016Q1 with preliminary estimates updated to 2016Q3. Forecast employment growth uses national projections from 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 Hollister, MO is projected to grow 1.7% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.8% per year, those requiring a bachelor's degree are forecast to grow 2.2% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.9% per year.

Annual Average Projected Job Growth by Training Required for City of Hollister, 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 industry 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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