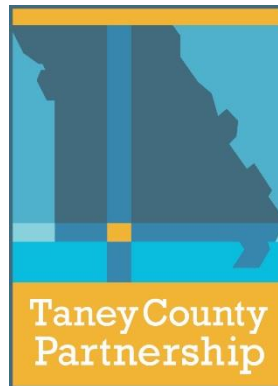
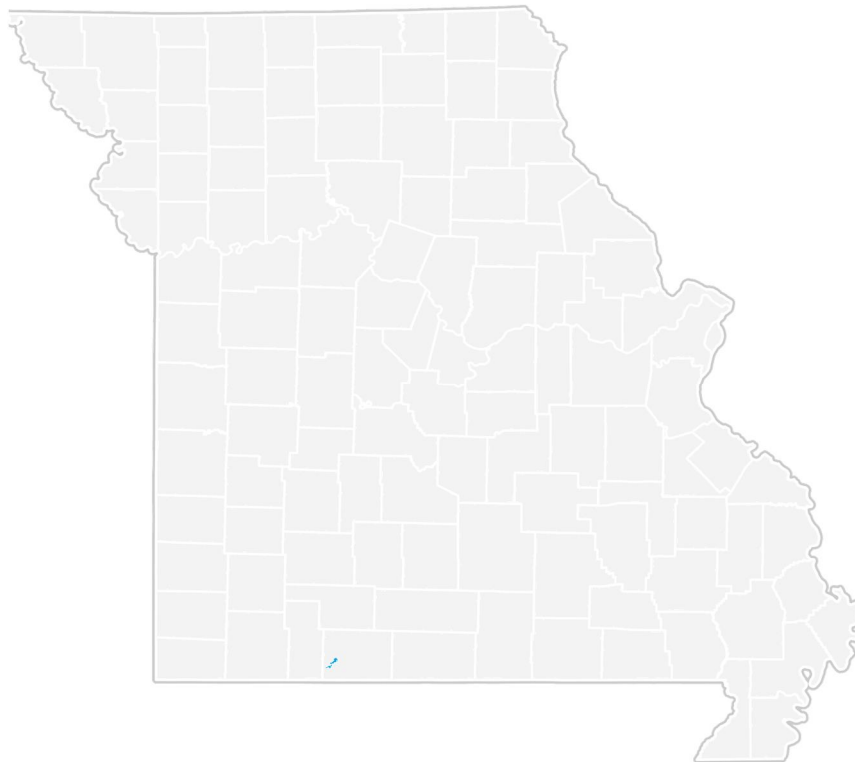


July 1, 2017



Economic Overview

City of Hollister, MO



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Demographic Profile

In 2010, the population in the City of Hollister, MO was 4,426.

The region has a civilian labor force of 2,092 with a participation rate of 60.9%. Of individuals 25 to 64 in the City of Hollister, MO, 16.7% have a bachelor's degree or higher which compares with 31.3% in the nation.

The median household income in the City of Hollister, MO is \$27,178 and the median house value is \$116,200.

Summary ¹						
	Percent			Value		
	City of Hollister, MO	Missouri	USA	City of Hollister, MO	Missouri	USA
Demographics						
Population ⁴	.	.	.	4,426	5,988,927	308,745,538
Median Age ^{2,4}	.	.	.	36.6	37.9	37.2
Under 18 Years ⁴	23.2%	23.8%	24.0%	1,027	1,425,436	74,181,467
18 to 24 Years ⁴	10.2%	9.8%	9.9%	451	589,264	30,672,088
25 to 34 Years ⁴	14.5%	12.9%	13.3%	643	775,467	41,063,948
35 to 44 Years ⁴	12.1%	12.5%	13.3%	535	748,616	41,070,606
45 to 54 Years ⁴	12.8%	14.8%	14.6%	568	888,572	45,006,716
55 to 64 Years ⁴	10.8%	12.1%	11.8%	479	723,278	36,482,729
65 to 74 Years ⁴	9.2%	7.5%	7.0%	408	450,490	21,713,429
75 Years, and Over ⁴	7.1%	6.5%	6.0%	315	387,804	18,554,555
Race: White ⁴	92.5%	82.8%	72.4%	4,093	4,958,770	223,553,265
Race: Black or African American ⁴	0.9%	11.6%	12.6%	42	693,391	38,929,319
Race: American Indian and Alaska Native ⁴	1.2%	0.5%	0.9%	53	27,376	2,932,248
Race: Asian ⁴	0.5%	1.6%	4.8%	23	98,083	14,674,252
Race: Native Hawaiian and Other Pacific Islander ⁴	0.2%	0.1%	0.2%	8	6,261	540,013
Race: Some Other Race ⁴	2.8%	1.3%	6.2%	124	80,457	19,107,368
Race: Two or More Races ⁴	1.9%	2.1%	2.9%	83	124,589	9,009,073
Hispanic or Latino (of any race) ⁴	6.4%	3.5%	16.3%	283	212,470	50,477,594
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	60.9%	63.2%	63.3%	2,092	3,034,524	158,897,824
Armed Forces Labor Force	0.0%	0.4%	0.4%	0	19,414	1,015,464
Veterans, Age 18-64	10.1%	6.5%	5.5%	259	241,564	10,750,884
Median Household Income ²	.	.	.	\$27,178	\$48,173	\$53,889
Per Capita Income	.	.	.	\$17,508	\$26,259	\$28,930
Poverty Level (of all people)	28.3%	15.6%	15.5%	1,226	915,972	47,749,043
Households Receiving Food Stamps	30.8%	13.5%	13.2%	572	319,109	15,399,651
Mean Commute Time (minutes)	.	.	.	13.7	23.2	25.9
Commute via Public Transportation	0.0%	1.5%	5.1%	0	41,297	7,362,038
Union Membership ³	7.5%	8.9%	10.7%	.	.	.

Summary ¹						
	Percent			Value		
	City of Hollister, MO	Missouri	USA	City of Hollister, MO	Missouri	USA
Educational Attainment, Age 25-64						
No High School Diploma	13.7%	9.8%	11.8%	253	307,374	19,736,243
High School Graduate	34.5%	29.1%	26.4%	636	917,250	43,982,863
Some College, No Degree	26.7%	23.5%	21.7%	492	739,546	36,187,232
Associate's Degree	8.5%	8.4%	8.8%	156	264,519	14,742,654
Bachelor's Degree	15.1%	18.6%	19.9%	279	586,306	33,245,950
Postgraduate Degree	1.6%	10.6%	11.4%	29	332,704	18,952,103
Housing						
Total Housing Units	.	.	.	2,219	2,729,862	133,351,840
Median House Value (of owner-occupied units) ²	.	.	.	\$116,200	\$138,400	\$178,600
Homeowner Vacancy	0.0%	2.1%	1.9%	0	35,183	1,492,691
Rental Vacancy	5.0%	6.9%	6.4%	49	58,395	2,949,366
Renter-Occupied Housing Units (% of Occupied Units)	49.8%	32.8%	36.1%	925	774,668	42,214,214
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	5.7%	7.4%	9.1%	106	174,302	10,628,474
Social						
Enrolled in Grade 12 (% of total population)	2.9%	1.3%	1.4%	129	76,819	4,451,334
Disconnected Youth ⁵	35.5%	3.3%	3.0%	86	10,475	518,859
Children in Single Parent Families (% of all children)	54.9%	34.6%	34.8%	581	457,493	24,408,909
With a Disability, Age 18-64	15.5%	12.6%	10.3%	392	460,526	19,985,588
With a Disability, Age 18-64, Labor Force Participation Rate and Size	4.3%	40.2%	41.0%	17	185,012	8,185,456
Foreign Born	3.9%	3.9%	13.2%	171	237,480	41,717,420
Speak English Less Than Very Well (population 5 yrs and over)	1.8%	2.2%	8.6%	72	125,133	25,410,756

Source: [JobsEQ®](#)

1. ACS 2011-2015, unless noted otherwise

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

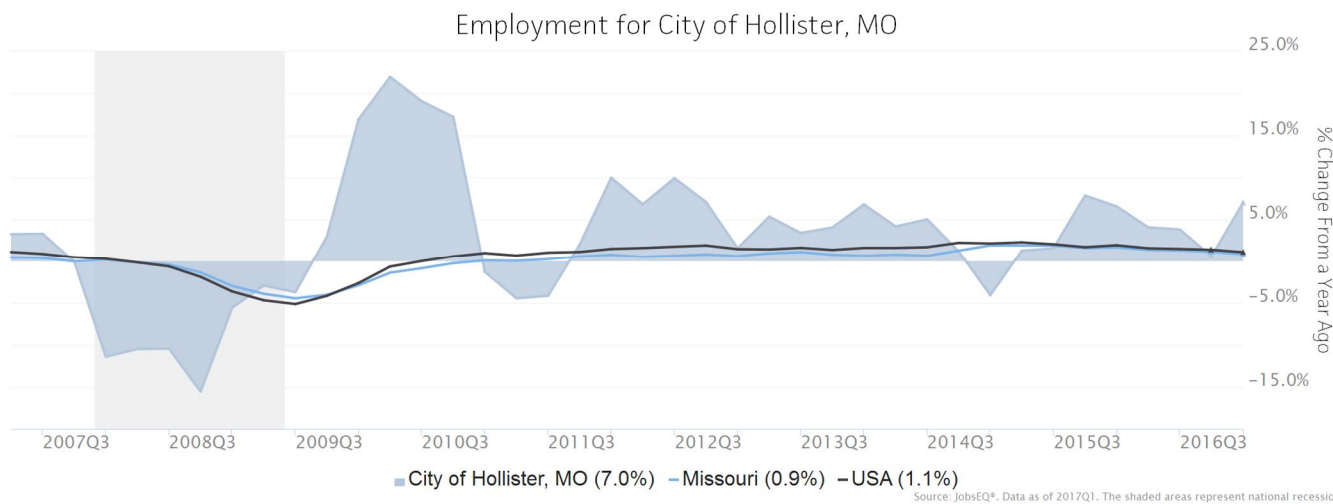
3. 2016; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

4. Census 2010

5. 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

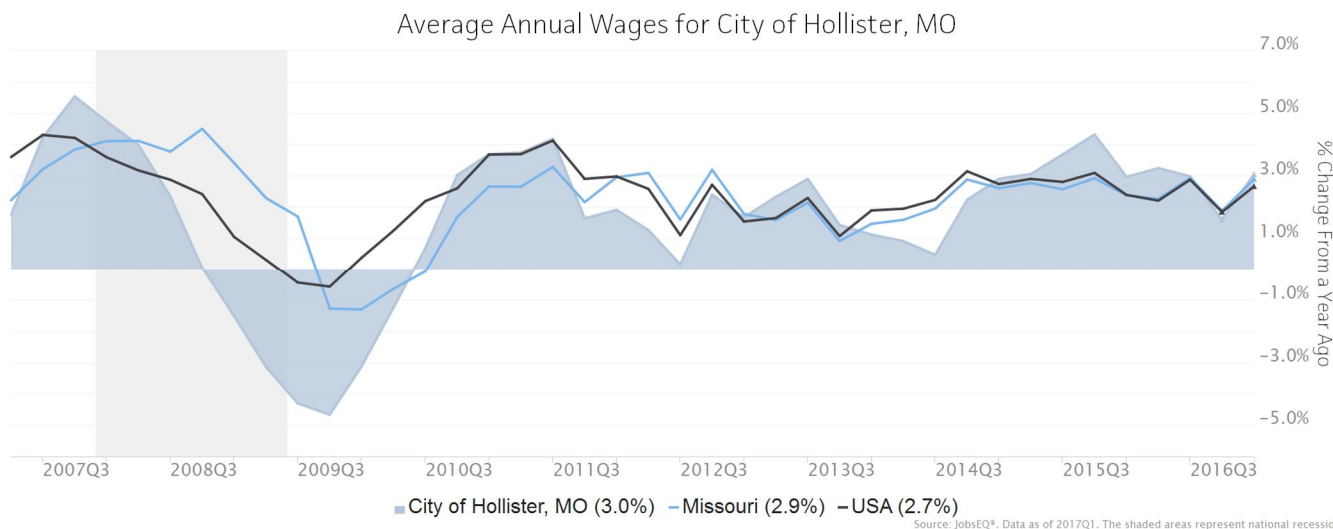
As of 2017Q1, total employment for the City of Hollister, MO was 2,669 (based on a four-quarter moving average). Over the year ending 2017Q1, employment increased 7.0% in the region.



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 2016Q3 with preliminary estimates updated to 2017Q1.

Wage Trends

The average worker in the City of Hollister, MO earned annual wages of \$29,851 as of 2017Q1. Average annual wages per worker increased 3.0% in the region during the preceding four quarters. For comparison purposes, annual average wages were \$53,246 in the nation as of 2017Q1.



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 2016Q3 with preliminary estimates updated to 2017Q1.

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 12.4% 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	\$29,851	87.6	\$34,081
Missouri	\$45,733	89.3	\$51,198
USA	\$53,246	100.0	\$53,246

Source: [JobsEQ®](#)

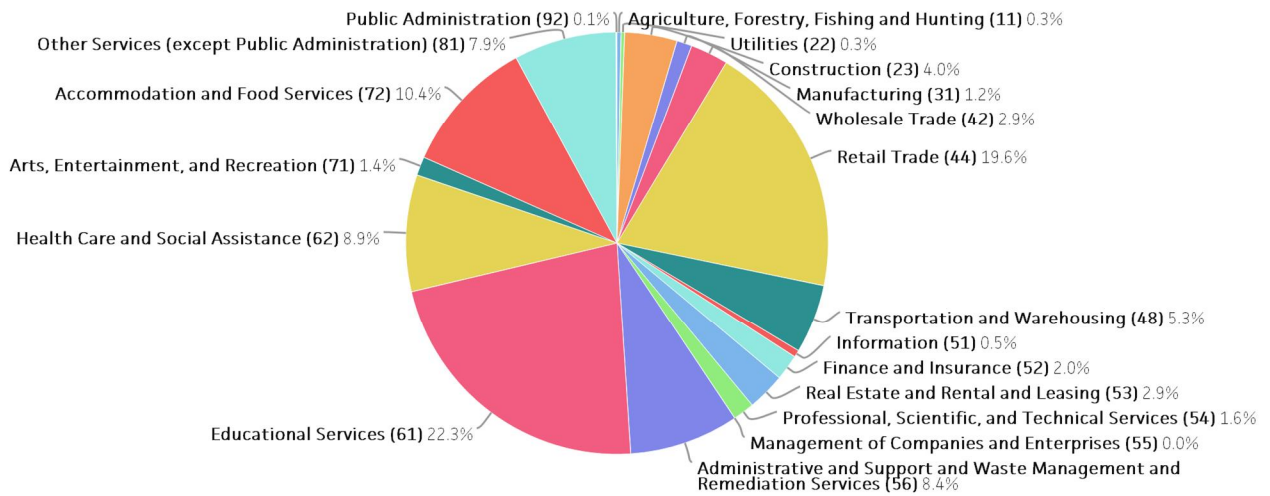
Data as of 2017Q1

Cost of Living per C2ER, data as of 2016q4, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the City of Hollister, MO is Educational Services, employing 596 workers. The next-largest sectors in the region are Retail Trade (523 workers) and Accommodation and Food Services (278). 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 = 2.69), Retail Trade (1.81), and Other Services (except Public Administration) (1.77).

Total Workers for City of Hollister, MO by Industry



Source: JobsEQ*, Data as of 2017Q1

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 2016Q3 with preliminary estimates updated to 2017Q1.

Sectors in the City of Hollister, MO with the highest average wages per worker are Utilities (\$90,864), Professional, Scientific, and Technical Services (\$47,361), and Educational Services (\$46,840). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Educational Services (+340 jobs), Accommodation and Food Services (+166), and Other Services (except Public Administration) (+107).

Over the next 10 years, employment in the City of Hollister, MO is projected to expand by 217 jobs. The fastest growing sector in the region is expected to be Wholesale Trade with a +1.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Educational Services (+65 jobs), Health Care and Social Assistance (+38), and Accommodation and Food Services (+28).

		Current			Historical				Forecast		
		Four Quarters Ending with 2017q1			Total Change over the Last 10 Years	Average Annual % Change in Employment 2007q1-2017q1			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	8	\$11,171	0.22	-1	-1.1%	-0.8%	0.1%	3	0	-0.2%
21	Mining, Quarrying, and Oil and Gas Extraction	0	n/a	0.00	-2	n/a	-2.7%	-0.6%	0	0	
22	Utilities	7	\$90,864	0.50	2	4.4%	-0.3%	0.1%	2	-1	-0.9%
23	Construction	107	\$36,445	0.73	-226	-10.7%	-2.2%	-1.5%	22	13	1.2%
31	Manufacturing	31	\$45,060	0.14	-11	-3.1%	-1.5%	-1.3%	7	-1	-0.4%
42	Wholesale Trade	77	\$29,534	0.74	30	5.1%	-0.3%	-0.1%	18	14	1.7%
44	Retail Trade	523	\$21,848	1.81	64	1.3%	-0.1%	0.2%	163	14	0.3%
48	Transportation and Warehousing	142	\$30,466	1.28	-8	-0.6%	-0.4%	0.6%	38	8	0.5%
51	Information	14	\$37,831	0.27	-8	-4.1%	-2.2%	-0.8%	3	-4	-3.1%
52	Finance and Insurance	52	\$45,532	0.49	13	2.8%	0.2%	-0.4%	13	3	0.6%
53	Real Estate and Rental and Leasing	77	\$31,766	1.72	46	9.3%	-1.5%	-0.9%	17	-2	-0.2%
54	Professional, Scientific, and Technical Services	44	\$47,361	0.25	-20	-3.6%	1.8%	1.5%	10	6	1.3%
55	Management of Companies and Enterprises	0	n/a	0.00	-2	n/a	-0.4%	2.3%	0	0	0.5%
56	Administrative and Support and Waste Management and Remediation Services	223	\$38,654	1.29	45	2.3%	1.3%	0.7%	52	24	1.0%
61	Educational Services	596	\$46,840	2.69	340	8.8%	-0.1%	0.6%	130	65	1.0%
62	Health Care and Social Assistance	238	\$39,944	0.63	52	2.5%	2.1%	2.2%	49	38	1.5%
71	Arts, Entertainment, and Recreation	38	\$25,233	0.73	-8	-1.9%	-0.2%	1.2%	12	3	0.9%
72	Accommodation and Food Services	278	\$22,454	1.17	166	9.5%	0.9%	1.8%	102	28	1.0%
81	Other Services (except Public Administration)	210	\$24,280	1.77	107	7.4%	-0.8%	0.0%	53	8	0.4%
92	Public Administration	2	\$35,213	0.01	0	0.7%	-0.1%	0.1%	0	0	0.5%
	Total - All Industries	2,669	\$29,851	1.00	579	2.5%	0.1%	0.5%	671	217	0.8%

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 2016Q3 with preliminary estimates updated to 2017Q1. 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 444 workers. The next-largest occupation groups in the region are Office and Administrative Support Occupations (403 workers) and Education, Training, and Library Occupations (322). 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 = 2.12), Sales and Related Occupations (1.62), and Arts, Design, Entertainment, Sports, and Media Occupations (1.40).

Occupation groups in the City of Hollister, MO with the highest average wages per worker are Management Occupations (\$79,200), Computer and Mathematical Occupations (\$66,500), and Architecture and Engineering Occupations (\$63,000). The unemployment rate in the region varied among the major groups from 2.5% among Healthcare Practitioners and Technical Occupations to 18.7% among Construction and Extraction Occupations.

Over the next 10 years, the fastest growing occupation group in the City of Hollister, MO is expected to be Life, Physical, and Social Science Occupations with a +1.5% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Education, Training, and Library Occupations (+36 jobs) and Food Preparation and Serving Related Occupations (+21). 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 (153 jobs) and Food Preparation and Serving Related Occupations (97).

Occupation Snapshot in City of Hollister, MO													
		Current					Historical					Forecast	
		Four Quarters Ending with 2017q1			2017q1		Total Change over the Last 10 Years	Avg Ann % Chg in Empl 2007q1-2017q1			Over the Next 10 Years		
SOC	Title	Empl	Avg. Annual Wages ¹	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	134	\$79,200	0.82	4	3.9%	20	1.7%	-0.4%	0.3%	45	12	0.9%
13-0000	Business and Financial Operations Occupations	64	\$52,200	0.47	n/a	n/a	9	1.5%	0.2%	0.5%	14	8	1.2%
15-0000	Computer and Mathematical Occupations	46	\$66,500	0.60	2	7.1%	18	4.9%	1.2%	1.4%	7	7	1.4%
17-0000	Architecture and Engineering Occupations	14	\$63,000	0.30	1	6.1%	-9	-5.0%	-0.1%	-0.2%	3	1	0.9%
19-0000	Life, Physical, and Social Science Occupations	16	\$47,400	0.71	0	n/a	9	8.1%	0.4%	0.9%	5	3	1.5%
21-0000	Community and Social Service Occupations	58	\$44,800	1.36	0	n/a	34	9.3%	1.2%	1.4%	13	7	1.1%
23-0000	Legal Occupations	7	\$58,300	0.30	0	n/a	-3	-3.6%	-0.6%	-0.3%	1	1	1.3%
25-0000	Education, Training, and Library Occupations	322	\$51,800	2.12	3	3.8%	168	7.7%	0.0%	0.6%	67	36	1.1%
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	67	\$36,000	1.40	6	9.3%	17	3.0%	-0.7%	0.1%	24	3	0.5%

Occupation Snapshot in City of Hollister, MO

		Current					Total Change over the Last 10 Years	Historical			Forecast		
		Four Quarters Ending with 2017q1			2017q1			Avg Ann % Chg in Empl 2007q1-2017q1			Over the Next 10 Years		
SOC	Title	Empl	Avg. Annual Wages ¹	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	97	\$57,500	0.64	2	2.5%	21	2.4%	1.2%	1.6%	21	13	1.2%
31-0000	Healthcare Support Occupations	69	\$24,900	0.92	4	10.2%	22	3.9%	1.8%	2.1%	15	10	1.4%
33-0000	Protective Service Occupations	35	\$31,000	0.61	4	10.7%	20	8.6%	0.4%	0.5%	7	3	0.9%
35-0000	Food Preparation and Serving Related Occupations	267	\$20,500	1.17	61	15.0%	132	7.0%	0.8%	1.7%	97	21	0.7%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	90	\$24,600	0.96	28	16.2%	36	5.2%	0.0%	0.7%	21	9	0.9%
39-0000	Personal Care and Service Occupations	101	\$24,900	0.98	16	14.2%	44	6.0%	1.8%	1.7%	33	11	1.1%
41-0000	Sales and Related Occupations	444	\$30,100	1.62	36	10.2%	64	1.6%	-0.3%	-0.1%	153	16	0.4%
43-0000	Office and Administrative Support Occupations	403	\$30,000	1.02	34	11.1%	84	2.4%	0.1%	0.4%	85	16	0.4%
45-0000	Farming, Fishing, and Forestry Occupations	7	\$27,400	0.39	1	13.9%	3	5.9%	0.2%	0.6%	4	1	1.0%
47-0000	Construction and Extraction Occupations	82	\$39,900	0.69	14	18.7%	-133	-9.2%	-2.0%	-1.4%	16	11	1.2%
49-0000	Installation, Maintenance, and Repair Occupations	86	\$36,300	0.85	7	8.1%	7	0.9%	-0.4%	0.0%	22	8	0.9%
51-0000	Production Occupations	67	\$28,600	0.41	7	12.3%	4	0.6%	-1.2%	-1.0%	18	3	0.4%
53-0000	Transportation and Material Moving Occupations	192	\$32,100	1.07	14	14.3%	13	0.7%	-0.3%	0.4%	53	13	0.6%
00-0000	Total - All Occupations	2,669	\$37,300	1.00	n/a	n/a	579	2.5%	0.1%	0.5%	726	212	0.8%

Source: [JobsEQ®](#)

Data as of 2017Q1 unless noted otherwise

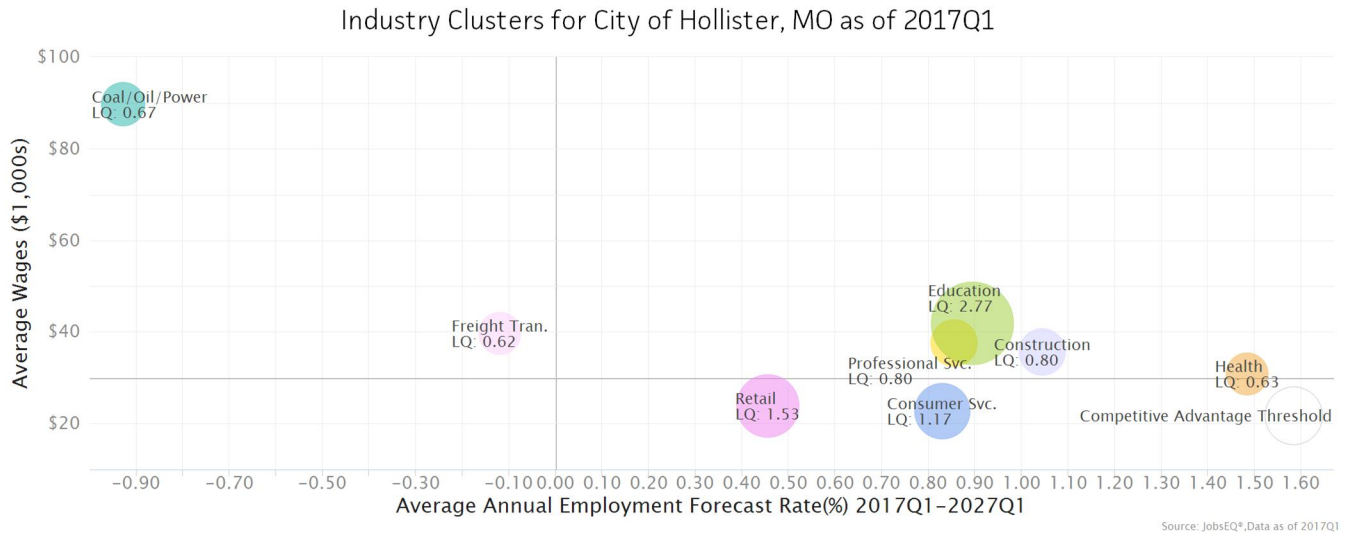
Note: Figures may not sum due to rounding.

1. Occupation wages are as of 2016 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 2016Q3, imputed where necessary with preliminary estimates updated to 2017Q1. Wages by occupation are as of 2016 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 2.77. This cluster employs 761 workers in the region with an average wage of \$41,811. Employment in the Education cluster is projected to expand in the region about 0.9% per year over the next ten years.

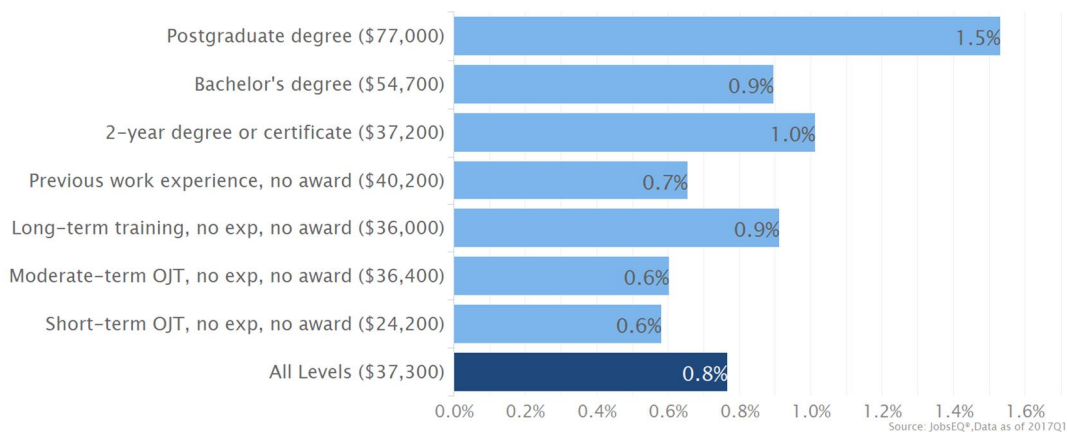


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2016Q3 with preliminary estimates updated to 2017Q1. Forecast employment growth uses national projections from 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 0.8% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.5% per year, those requiring a bachelor's degree are forecast to grow 0.9% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.0% per year.

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



Employment by occupation data are estimates as of 2017Q1. 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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