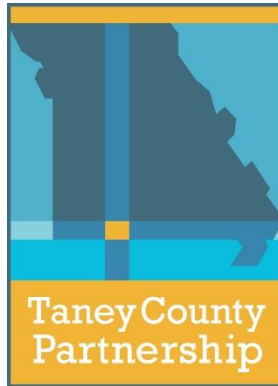
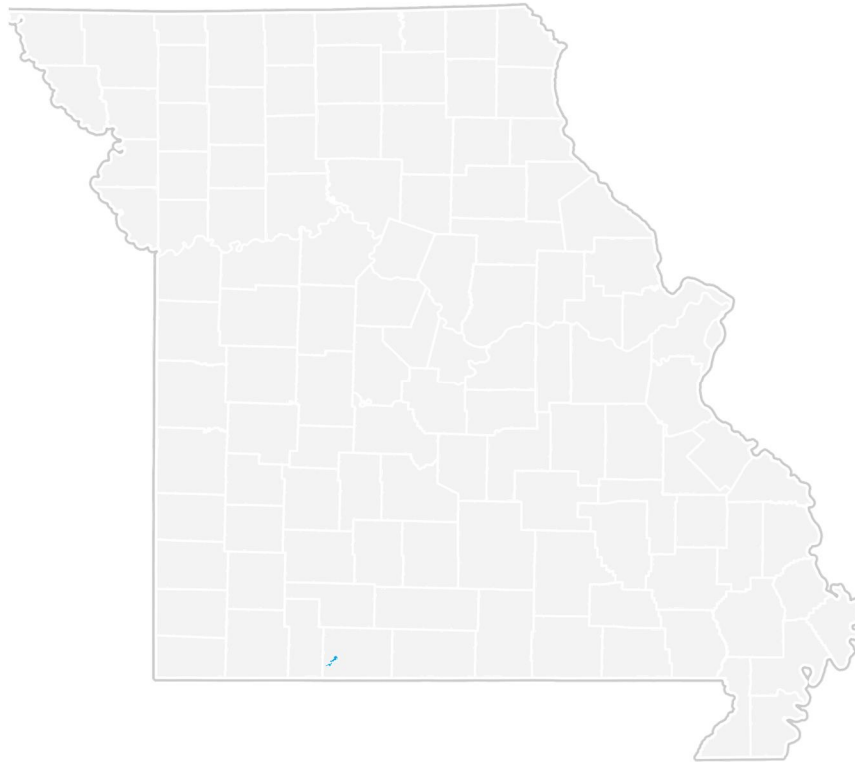


October 1, 2017



## **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.

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 <sup>1</sup>  |                       |          |       |                       |           |             |
|---|-----------------------|----------|-------|-----------------------|-----------|-------------|
|   | Percent               |          |       | Value                 |           |             |
|   | City of Hollister, MO | Missouri | USA   | City of Hollister, MO | Missouri  | USA         |
| <b>Demographics</b>   |                       |          |       |                       |           |             |
| Population <sup>4</sup>   | .                     | .        | .     | 4,426                 | 5,988,927 | 308,745,538 |
| Median Age <sup>2,4</sup>   | .                     | .        | .     | 36.6                  | 37.9      | 37.2        |
| Under 18 Years <sup>4</sup>   | 23.2%                 | 23.8%    | 24.0% | 1,027                 | 1,425,436 | 74,181,467  |
| 18 to 24 Years <sup>4</sup>   | 10.2%                 | 9.8%     | 9.9%  | 451                   | 589,264   | 30,672,088  |
| 25 to 34 Years <sup>4</sup>   | 14.5%                 | 12.9%    | 13.3% | 643                   | 775,467   | 41,063,948  |
| 35 to 44 Years <sup>4</sup>   | 12.1%                 | 12.5%    | 13.3% | 535                   | 748,616   | 41,070,606  |
| 45 to 54 Years <sup>4</sup>   | 12.8%                 | 14.8%    | 14.6% | 568                   | 888,572   | 45,006,716  |
| 55 to 64 Years <sup>4</sup>   | 10.8%                 | 12.1%    | 11.8% | 479                   | 723,278   | 36,482,729  |
| 65 to 74 Years <sup>4</sup>   | 9.2%                  | 7.5%     | 7.0%  | 408                   | 450,490   | 21,713,429  |
| 75 Years, and Over <sup>4</sup>   | 7.1%                  | 6.5%     | 6.0%  | 315                   | 387,804   | 18,554,555  |
| Race: White <sup>4</sup>  | 92.5%                 | 82.8%    | 72.4% | 4,093                 | 4,958,770 | 223,553,265 |
| Race: Black or African American <sup>4</sup>                                    | 0.9%                  | 11.6%    | 12.6% | 42                    | 693,391   | 38,929,319  |
| Race: American Indian and Alaska Native <sup>4</sup>                            | 1.2%                  | 0.5%     | 0.9%  | 53                    | 27,376    | 2,932,248   |
| Race: Asian <sup>4</sup>  | 0.5%                  | 1.6%     | 4.8%  | 23                    | 98,083    | 14,674,252  |
| Race: Native Hawaiian and Other Pacific Islander <sup>4</sup>                   | 0.2%                  | 0.1%     | 0.2%  | 8                     | 6,261     | 540,013     |
| Race: Some Other Race <sup>4</sup>  | 2.8%                  | 1.3%     | 6.2%  | 124                   | 80,457    | 19,107,368  |
| Race: Two or More Races <sup>4</sup>  | 1.9%                  | 2.1%     | 2.9%  | 83                    | 124,589   | 9,009,073   |
| Hispanic or Latino (of any race) <sup>4</sup>                                   | 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) | 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 <sup>2</sup>  | .                     | .        | .     | \$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 <sup>3</sup>   | 7.5%                  | 8.9%     | 10.7% | .                     | .         | .           |

| Summary <sup>1</sup>   |                       |          |       |                       |           |             |
|--|-----------------------|----------|-------|-----------------------|-----------|-------------|
|  | Percent               |          |       | Value                 |           |             |
|  | City of Hollister, MO | Missouri | USA   | City of Hollister, MO | Missouri  | USA         |
| <b>Educational Attainment, Age 25-64</b>                               |                       |          |       |                       |           |             |
| 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  |
| <b>Housing</b>   |                       |          |       |                       |           |             |
| Total Housing Units  | .                     | .        | .     | 2,219                 | 2,729,862 | 133,351,840 |
| Median House Value (of owner-occupied units) <sup>2</sup>              | .                     | .        | .     | \$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  |
| <b>Social</b>  |                       |          |       |                       |           |             |
| Enrolled in Grade 12 (% of total population)                           | 2.9%                  | 1.3%     | 1.4%  | 129                   | 76,819    | 4,451,334   |
| Disconnected Youth <sup>5</sup>  | 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.

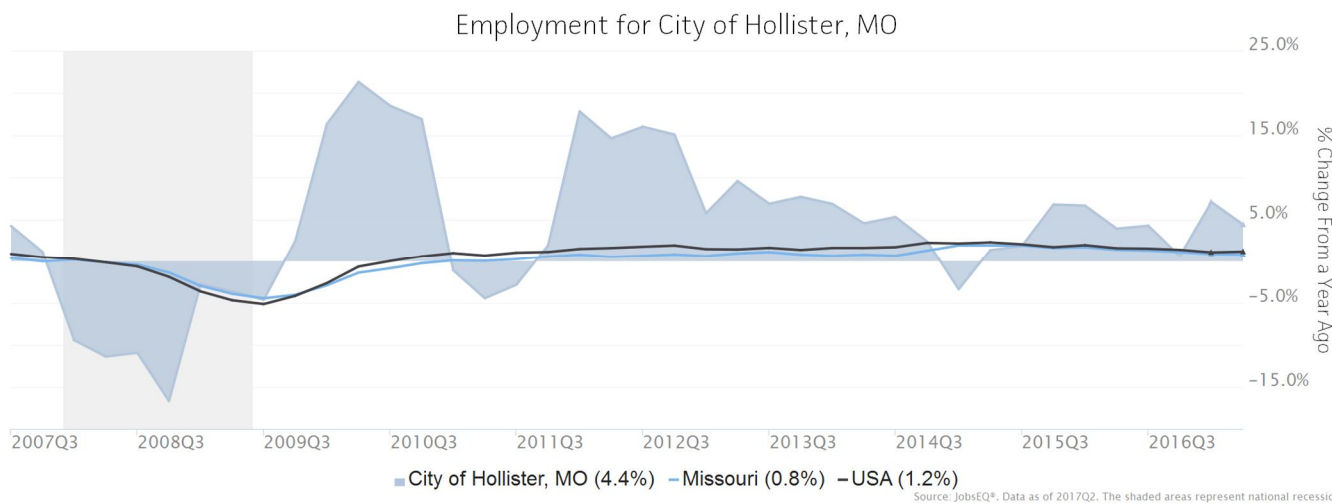
3. 2016; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

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

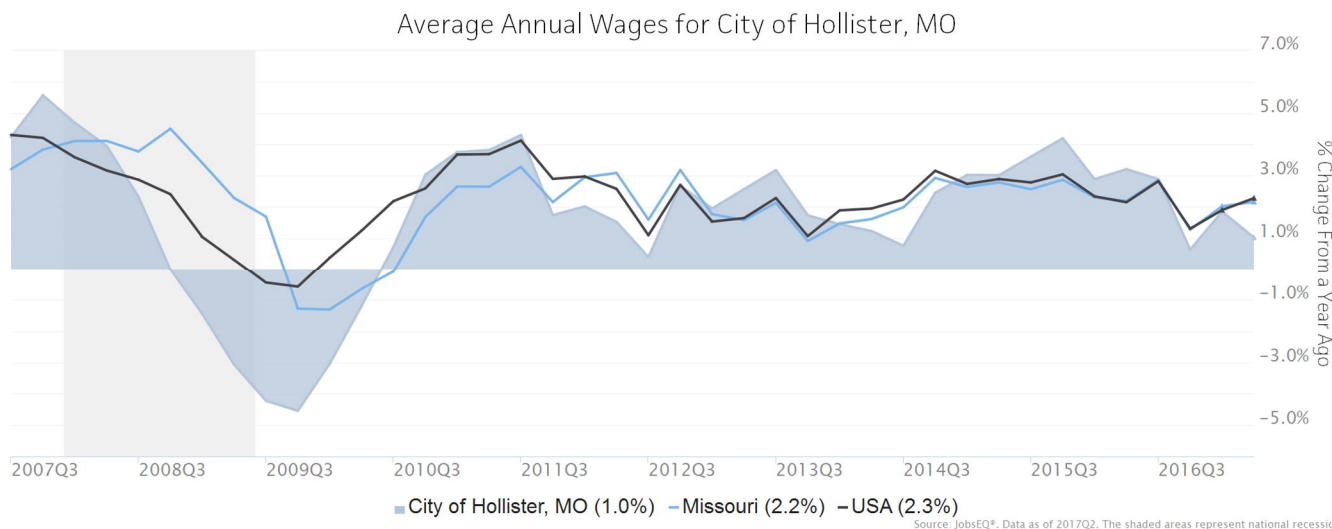
As of 2017Q2, total employment for the City of Hollister, MO was 3,040 (based on a four-quarter moving average). Over the year ending 2017Q2, employment increased 4.4% in the region.



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 2016Q4 with preliminary estimates updated to 2017Q2.

# Wage Trends

The average worker in the City of Hollister, MO earned annual wages of \$29,755 as of 2017Q2. Average annual wages per worker increased 1.0% in the region during the preceding four quarters. For comparison purposes, annual average wages were \$53,284 in the nation as of 2017Q2.



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 2016Q4 with preliminary estimates updated to 2017Q2.

# 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 12.5% 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      | \$29,755              | 87.5                           | \$34,010            |
| Missouri                   | \$45,659              | 89.3                           | \$51,142            |
| USA                        | \$53,284              | 100.0                          | \$53,284            |

Source: [JobsEQ®](#)

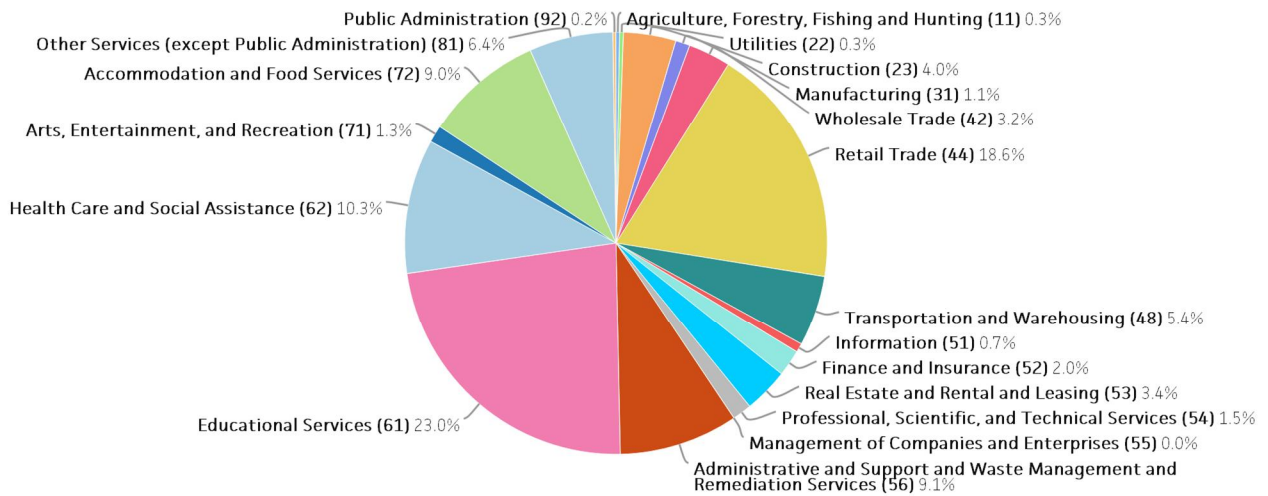
Data as of 2017Q2

Cost of Living per C2ER, data as of 2017q1, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in the City of Hollister, MO is Educational Services, employing 700 workers. The next-largest sectors in the region are Retail Trade (566 workers) and Health Care and Social Assistance (313). 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 = 2.79), Real Estate and Rental and Leasing (2.03), and Retail Trade (1.73).

Total Workers for City of Hollister, MO by Industry



Source: JobsEQ\*, Data as of 2017Q2

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 2016Q4 with preliminary estimates updated to 2017Q2.

Sectors in the City of Hollister, MO with the highest average wages per worker are Utilities (\$86,347), Professional, Scientific, and Technical Services (\$46,734), and Finance and Insurance (\$46,420). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Educational Services (+486 jobs), Accommodation and Food Services (+157), and Health Care and Social Assistance (+127).

Over the next 10 years, employment in the City of Hollister, MO is projected to expand by 255 jobs. The fastest growing sector in the region is expected to be Wholesale Trade with a +1.9% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Educational Services (+70 jobs), Health Care and Social Assistance (+59), and Accommodation and Food Services (+28).

|       |  | Current                          |                   |                   | Historical                          |   |             |             | Forecast                 |                     |                            |
|-------|--|----------------------------------|-------------------|-------------------|-------------------------------------|---|-------------|-------------|--------------------------|---------------------|----------------------------|
|       |  | Four Quarters Ending with 2017q2 |                   |                   | Total Change over the Last 10 Years | Average Annual % Change in Employment 2007q2-2017q2 |             |             | 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                               | 9                                | \$10,289          | 0.20              | -1                                  | -0.8%   | -0.6%       | 0.1%        | 3                        | 0                   | -0.3%                      |
| 21    | Mining, Quarrying, and Oil and Gas Extraction                            | 0                                | n/a               | 0.00              | -2                                  | n/a   | -2.7%       | -0.7%       | 0                        | 0                   |                            |
| 22    | Utilities  | 9                                | \$86,347          | 0.55              | -2                                  | -2.4%   | -0.2%       | 0.1%        | 2                        | -1                  | -0.9%                      |
| 23    | Construction   | 122                              | \$37,118          | 0.73              | -225                                | -9.9%   | -2.2%       | -1.4%       | 25                       | 15                  | 1.1%                       |
| 31    | Manufacturing  | 33                               | \$37,235          | 0.13              | -10                                 | -2.6%   | -1.4%       | -1.3%       | 8                        | -1                  | -0.4%                      |
| 42    | Wholesale Trade  | 98                               | \$29,123          | 0.83              | 53                                  | 8.1%  | -0.3%       | -0.2%       | 24                       | 20                  | 1.9%                       |
| 44    | Retail Trade   | 566                              | \$21,500          | 1.73              | 103                                 | 2.0%  | -0.1%       | 0.2%        | 177                      | 15                  | 0.3%                       |
| 48    | Transportation and Warehousing   | 165                              | \$30,010          | 1.29              | 13                                  | 0.8%  | -0.3%       | 0.7%        | 44                       | 8                   | 0.5%                       |
| 51    | Information  | 21                               | \$36,618          | 0.35              | -4                                  | -1.9%   | -2.4%       | -0.8%       | 5                        | -3                  | -1.5%                      |
| 52    | Finance and Insurance  | 61                               | \$46,420          | 0.51              | 17                                  | 3.3%  | 0.2%        | -0.3%       | 15                       | 4                   | 0.6%                       |
| 53    | Real Estate and Rental and Leasing                                       | 104                              | \$31,217          | 2.03              | 74                                  | 13.4%   | -1.5%       | -0.8%       | 23                       | -3                  | -0.3%                      |
| 54    | Professional, Scientific, and Technical Services                         | 45                               | \$46,734          | 0.23              | -21                                 | -3.8%   | 1.8%        | 1.4%        | 10                       | 6                   | 1.3%                       |
| 55    | Management of Companies and Enterprises                                  | 0                                | n/a               | 0.00              | -3                                  | n/a   | -0.3%       | 2.2%        | 0                        | 0                   | 0.5%                       |
| 56    | Administrative and Support and Waste Management and Remediation Services | 277                              | \$37,077          | 1.40              | 66                                  | 2.8%  | 1.0%        | 0.7%        | 65                       | 27                  | 0.9%                       |
| 61    | Educational Services   | 700                              | \$45,320          | 2.79              | 486                                 | 12.6%   | 0.0%        | 0.5%        | 153                      | 70                  | 1.0%                       |
| 62    | Health Care and Social Assistance  | 313                              | \$39,170          | 0.72              | 127                                 | 5.3%  | 2.1%        | 2.2%        | 65                       | 59                  | 1.7%                       |
| 71    | Arts, Entertainment, and Recreation                                      | 40                               | \$25,750          | 0.66              | -5                                  | -1.1%   | -0.5%       | 1.2%        | 13                       | 3                   | 0.8%                       |
| 72    | Accommodation and Food Services  | 275                              | \$22,434          | 1.01              | 157                                 | 8.9%  | 0.9%        | 1.8%        | 100                      | 28                  | 1.0%                       |
| 81    | Other Services (except Public Administration)                            | 195                              | \$23,919          | 1.45              | 94                                  | 6.8%  | -0.8%       | 0.0%        | 49                       | 6                   | 0.3%                       |
| 92    | Public Administration  | 7                                | \$36,384          | 0.05              | 5                                   | 15.6%   | -0.2%       | 0.1%        | 2                        | 0                   | 0.5%                       |
|       | <b>Total - All Industries</b>  | <b>3,040</b>                     | <b>\$29,755</b>   | <b>1.00</b>       | <b>921</b>                          | <b>3.7%</b>   | <b>0.1%</b> | <b>0.5%</b> | <b>766</b>               | <b>255</b>          | <b>0.8%</b>                |

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 2016Q4 with preliminary estimates updated to 2017Q2. 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 499 workers. The next-largest occupation groups in the region are Office and Administrative Support Occupations (465 workers) and Education, Training, and Library Occupations (385). 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 = 2.24), Sales and Related Occupations (1.60), and Arts, Design, Entertainment, Sports, and Media Occupations (1.33).

Occupation groups in the City of Hollister, MO with the highest average wages per worker are Management Occupations (\$79,400), Computer and Mathematical Occupations (\$66,900), and Architecture and Engineering Occupations (\$62,900). The unemployment rate in the region varied among the major groups from 1.6% among Healthcare Practitioners and Technical Occupations to 8.0% 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 Healthcare Practitioners and Technical Occupations with a +1.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Education, Training, and Library Occupations (+40 jobs) and Healthcare Practitioners and Technical Occupations (+24). 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 (170 jobs) and Food Preparation and Serving Related Occupations (98).

| Occupation Snapshot in City of Hollister, MO |  |                                  |                                |      |        |             |                                     |                                     |                       |          |                        |                   |                     |
|--|--|----------------------------------|--------------------------------|------|--------|-------------|-------------------------------------|-------------------------------------|-----------------------|----------|------------------------|-------------------|---------------------|
|  |  | Current                          |                                |      |        |             | Historical                          |                                     |                       |          | Forecast               |                   |                     |
|  |  | Four Quarters Ending with 2017q2 |                                |      | 2017q2 |             | Total Change over the Last 10 Years | Avg Ann % Chg in Empl 2007q2-2017q2 |                       |          | 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 |
| 11-0000                                      | Management Occupations                         | 150                              | \$79,400                       | 0.81 | 2      | 1.6%        | 36                                  | 2.8%                                | -0.3%                 | 0.3%     | 50                     | 14                | 0.9%                |
| 13-0000                                      | Business and Financial Operations Occupations  | 75                               | \$52,200                       | 0.48 | n/a    | n/a         | 18                                  | 2.8%                                | 0.2%                  | 0.5%     | 17                     | 10                | 1.3%                |
| 15-0000                                      | Computer and Mathematical Occupations          | 55                               | \$66,900                       | 0.62 | 1      | 3.3%        | 25                                  | 6.2%                                | 1.2%                  | 1.4%     | 8                      | 9                 | 1.5%                |
| 17-0000                                      | Architecture and Engineering Occupations       | 15                               | \$62,900                       | 0.29 | 0      | n/a         | -9                                  | -4.5%                               | -0.1%                 | -0.2%    | 4                      | 1                 | 0.9%                |
| 19-0000                                      | Life, Physical, and Social Science Occupations | 17                               | \$47,600                       | 0.68 | 0      | n/a         | 11                                  | 10.7%                               | 0.4%                  | 0.9%     | 6                      | 3                 | 1.5%                |
| 21-0000                                      | Community and Social Service Occupations       | 60                               | \$44,500                       | 1.23 | 0      | n/a         | 38                                  | 10.5%                               | 1.2%                  | 1.4%     | 14                     | 7                 | 1.1%                |
| 23-0000                                      | Legal Occupations                              | 7                                | \$58,000                       | 0.29 | 0      | n/a         | -3                                  | -3.0%                               | -0.6%                 | -0.3%    | 2                      | 1                 | 1.1%                |
| 25-0000                                      | Education, Training, and Library Occupations   | 385                              | \$50,300                       | 2.24 | 2      | 2.7%        | 248                                 | 10.9%                               | 0.1%                  | 0.5%     | 80                     | 40                | 1.0%                |

**Occupation Snapshot in City of Hollister, MO**

|         |  | Current                          |                                |      |        |             | Total Change over the Last 10 Years | Historical                          |          |       | Forecast               |                     |                            |
|---------|--|----------------------------------|--------------------------------|------|--------|-------------|-------------------------------------|-------------------------------------|----------|-------|------------------------|---------------------|----------------------------|
|         |  | Four Quarters Ending with 2017q2 |                                |      | 2017q2 |             |                                     | Avg Ann % Chg in Empl 2007q2-2017q2 |          |       | 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 |
| 27-0000 | Arts, Design, Entertainment, Sports, and Media Occupations | 73                               | \$35,900                       | 1.33 | 4      | 6.0%        | 22                                  | 3.7%                                | -0.8%    | 0.0%  | 26                     | 4                   | 0.5%                       |
| 29-0000 | Healthcare Practitioners and Technical Occupations         | 135                              | \$53,100                       | 0.78 | 1      | 1.6%        | 58                                  | 5.8%                                | 1.2%     | 1.5%  | 29                     | 24                  | 1.7%                       |
| 31-0000 | Healthcare Support Occupations                             | 83                               | \$25,000                       | 0.97 | 2      | 4.8%        | 35                                  | 5.7%                                | 1.8%     | 2.1%  | 19                     | 13                  | 1.4%                       |
| 33-0000 | Protective Service Occupations                             | 44                               | \$31,800                       | 0.67 | 2      | 4.7%        | 28                                  | 10.5%                               | 0.3%     | 0.5%  | 9                      | 4                   | 0.9%                       |
| 35-0000 | Food Preparation and Serving Related Occupations           | 273                              | \$20,500                       | 1.05 | 29     | 8.0%        | 130                                 | 6.7%                                | 0.9%     | 1.7%  | 98                     | 19                  | 0.7%                       |
| 37-0000 | Building and Grounds Cleaning and Maintenance Occupations  | 98                               | \$24,700                       | 0.92 | 8      | 5.5%        | 42                                  | 5.7%                                | 0.0%     | 0.6%  | 23                     | 10                  | 0.9%                       |
| 39-0000 | Personal Care and Service Occupations                      | 108                              | \$24,600                       | 0.92 | 8      | 7.1%        | 52                                  | 6.7%                                | 1.8%     | 1.7%  | 36                     | 12                  | 1.0%                       |
| 41-0000 | Sales and Related Occupations                              | 499                              | \$30,600                       | 1.60 | 19     | 5.5%        | 111                                 | 2.6%                                | -0.3%    | -0.1% | 170                    | 19                  | 0.4%                       |
| 43-0000 | Office and Administrative Support Occupations              | 465                              | \$30,100                       | 1.03 | 13     | 4.4%        | 140                                 | 3.7%                                | 0.1%     | 0.4%  | 98                     | 19                  | 0.4%                       |
| 45-0000 | Farming, Fishing, and Forestry Occupations                 | 8                                | \$27,300                       | 0.39 | 0      | n/a         | 4                                   | 7.6%                                | 0.3%     | 0.6%  | 4                      | 1                   | 1.0%                       |
| 47-0000 | Construction and Extraction Occupations                    | 95                               | \$39,800                       | 0.70 | 5      | 7.0%        | -126                                | -8.1%                               | -2.0%    | -1.3% | 19                     | 11                  | 1.1%                       |
| 49-0000 | Installation, Maintenance, and Repair Occupations          | 97                               | \$36,400                       | 0.84 | 3      | 4.2%        | 16                                  | 1.8%                                | -0.4%    | 0.1%  | 25                     | 9                   | 0.9%                       |
| 51-0000 | Production Occupations                                     | 72                               | \$29,000                       | 0.39 | 3      | 5.6%        | 4                                   | 0.6%                                | -1.2%    | -0.9% | 19                     | 3                   | 0.4%                       |
| 53-0000 | Transportation and Material Moving Occupations             | 227                              | \$32,400                       | 1.11 | 7      | 6.5%        | 41                                  | 2.0%                                | -0.2%    | 0.4%  | 63                     | 16                  | 0.7%                       |
| 00-0000 | Total - All Occupations                                    | 3,040                            | \$37,500                       | 1.00 | n/a    | n/a         | 921                                 | 3.7%                                | 0.1%     | 0.5%  | 819                    | 248                 | 0.8%                       |

Source: [JobsEQ®](#)

Data as of 2017Q2 unless noted otherwise

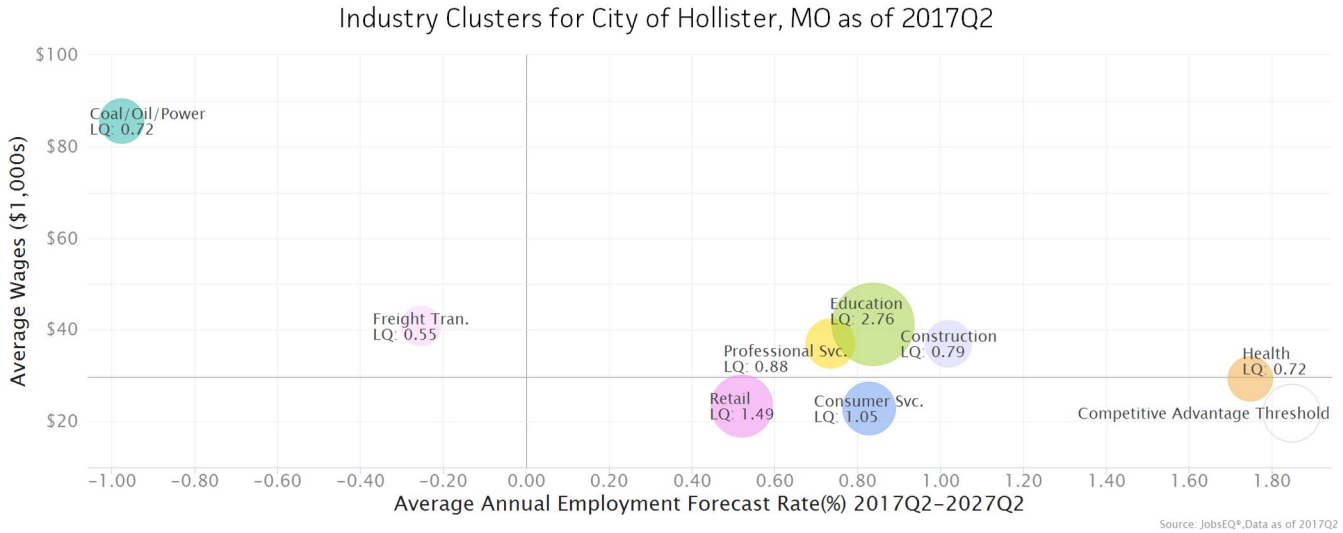
Note: Figures may not sum due to rounding.

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 2016Q4, imputed where necessary with preliminary estimates updated to 2017Q2. 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 2.76. This cluster employs 858 workers in the region with an average wage of \$41,157. Employment in the Education cluster is projected to expand in the region about 0.8% per year over the next ten years.

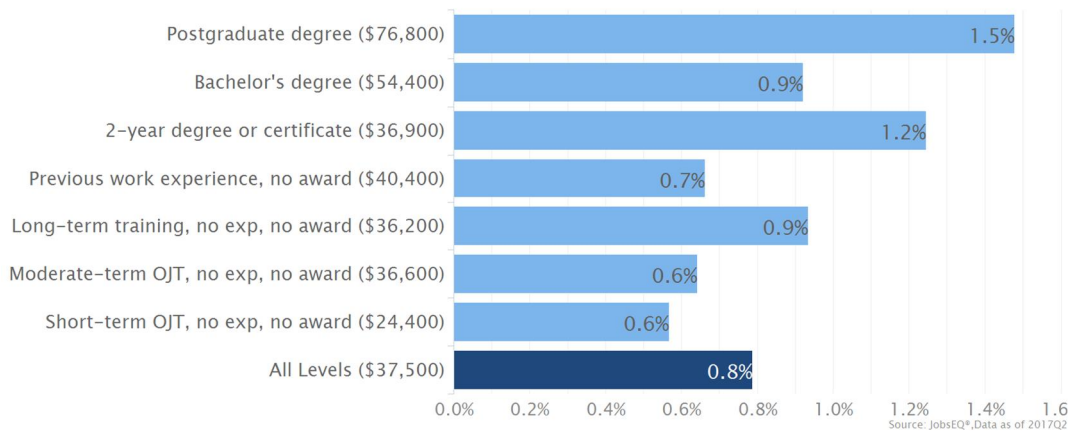


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2016Q4 with preliminary estimates updated to 2017Q2. Forecast employment growth uses national projections from 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 1.2% per year.

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



Employment by occupation data are estimates as of 2017Q2. 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>  
Copyright ©2016 Chmura Economics & Analytics, All Rights Reserved.



## About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.