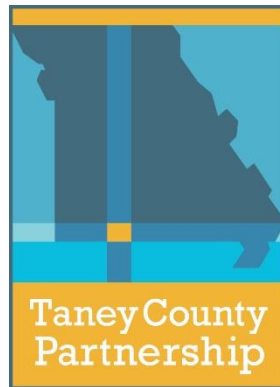
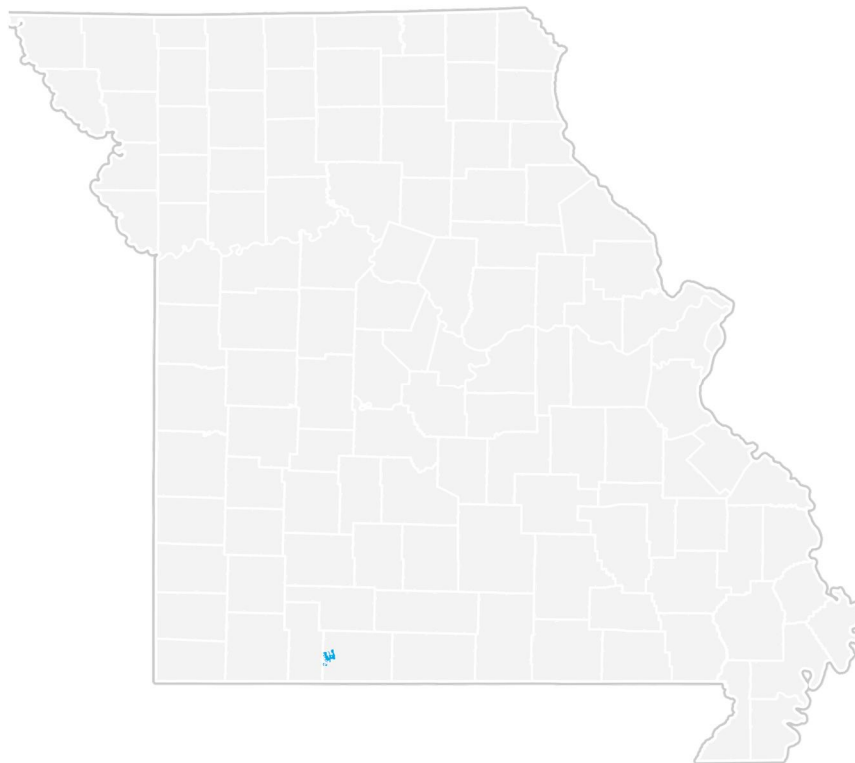


April 1, 2018



## **Economic Overview**

### **City of Branson, MO**



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# Demographic Profile

The population in the City of Branson, MO was 11,158 per American Community Survey data for 2012-2016.

The region has a civilian labor force of 5,431 with a participation rate of 58.7%. Of individuals 25 to 64 in the City of Branson, MO, 26.8% have a bachelor's degree or higher which compares with 31.8% in the nation.

The median household income in the City of Branson, MO is \$38,880 and the median house value is \$157,800.

## Summary<sup>1</sup>

	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
<b>Demographics</b>						
Population (ACS)	—	—	—	11,158	6,059,651	318,558,162
Male	45.4%	49.1%	49.2%	5,061	2,973,317	156,765,322
Female	54.6%	50.9%	50.8%	6,097	3,086,334	161,792,840
Median Age <sup>2</sup>	—	—	—	43.5	38.3	37.7
Under 18 Years	18.5%	23.0%	23.1%	2,069	1,395,124	73,612,438
18 to 24 Years	9.5%	9.8%	9.8%	1,064	591,150	31,296,577
25 to 34 Years	9.8%	13.2%	13.6%	1,099	800,229	43,397,907
35 to 44 Years	14.1%	12.1%	12.7%	1,575	731,234	40,548,400
45 to 54 Years	12.2%	13.5%	13.6%	1,362	820,875	43,460,466
55 to 64 Years	13.2%	13.1%	12.6%	1,478	791,105	40,061,742
65 to 74 Years	12.9%	8.6%	8.3%	1,439	524,097	26,355,308
75 Years, and Over	9.6%	6.7%	6.2%	1,072	405,837	19,825,324
Race: White	87.5%	82.5%	73.3%	9,767	5,000,875	233,657,078
Race: Black or African American	2.5%	11.6%	12.6%	281	701,896	40,241,818
Race: American Indian and Alaska Native	0.4%	0.4%	0.8%	46	25,641	2,597,817
Race: Asian	1.4%	1.8%	5.2%	160	107,953	16,614,625
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	0	6,479	560,021
Race: Some Other Race	5.8%	1.1%	4.8%	650	68,766	15,133,856
Race: Two or More Races	2.3%	2.4%	3.1%	254	148,041	9,752,947
Hispanic or Latino (of any race)	8.5%	3.9%	17.3%	952	237,284	55,199,107
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	58.7%	63.2%	63.3%	5,431	3,035,326	159,807,099
Armed Forces Labor Force	0.0%	0.4%	0.4%	0	19,699	1,011,641
Veterans, Age 18-64	7.0%	6.1%	5.1%	462	226,639	10,165,671
Median Household Income <sup>2</sup>	—	—	—	\$38,880	\$49,593	\$55,322
Per Capita Income	—	—	—	\$21,705	\$27,044	\$29,829
Poverty Level (of all people)	20.9%	15.3%	15.1%	2,296	897,755	46,932,225
Households Receiving Food Stamps	15.0%	13.0%	13.0%	775	308,375	15,360,951
Mean Commute Time (minutes)	—	—	—	20.1	23.4	26.1
Commute via Public Transportation	1.2%	1.5%	5.1%	61	41,741	7,476,312
Union Membership <sup>3</sup>	5.5%	8.9%	10.7%	—	—	—
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	8.5%	9.5%	11.6%	467	297,839	19,478,050
High School Graduate	27.3%	29.0%	26.1%	1,508	912,118	43,788,541
Some College, No Degree	30.3%	23.3%	21.5%	1,673	732,065	36,025,193

## Summary<sup>1</sup>

	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
Associate's Degree	7.0%	8.6%	8.9%	388	268,895	14,962,488
Bachelor's Degree	21.7%	18.9%	20.2%	1,198	595,503	33,845,524
Postgraduate Degree	5.1%	10.7%	11.6%	280	337,023	19,368,719
<b>Housing</b>						
Total Housing Units	—	—	—	9,129	2,738,774	134,054,899
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$157,800	\$141,200	\$184,700
Homeowner Vacancy	5.2%	2.0%	1.8%	106	32,260	1,395,797
Rental Vacancy	6.6%	6.7%	6.2%	229	56,925	2,855,844
Renter-Occupied Housing Units (% of Occupied Units)	62.7%	33.2%	36.4%	3,233	787,627	42,835,169
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	11.4%	7.3%	9.0%	589	172,972	10,562,847
<b>Social</b>						
Enrolled in Grade 12 (% of total population)	0.4%	1.3%	1.4%	44	77,346	4,433,703
Disconnected Youth <sup>4</sup>	9.4%	3.0%	2.8%	38	9,631	485,589
Children in Single Parent Families (% of all children)	50.2%	34.5%	34.7%	974	453,705	24,318,038
With a Disability, Age 18-64	16.7%	12.7%	10.3%	1,096	463,847	20,188,257
With a Disability, Age 18-64, Labor Force Participation Rate and Size	40.2%	40.0%	41.0%	441	185,483	8,278,834
Foreign Born	6.4%	3.9%	13.2%	717	236,079	42,194,354
Speak English Less Than Very Well (population 5 yrs and over)	4.0%	2.1%	8.5%	416	120,716	25,440,956

Source: [JobsEQ®](#)

1. American Community Survey 2012-2016, unless noted otherwise

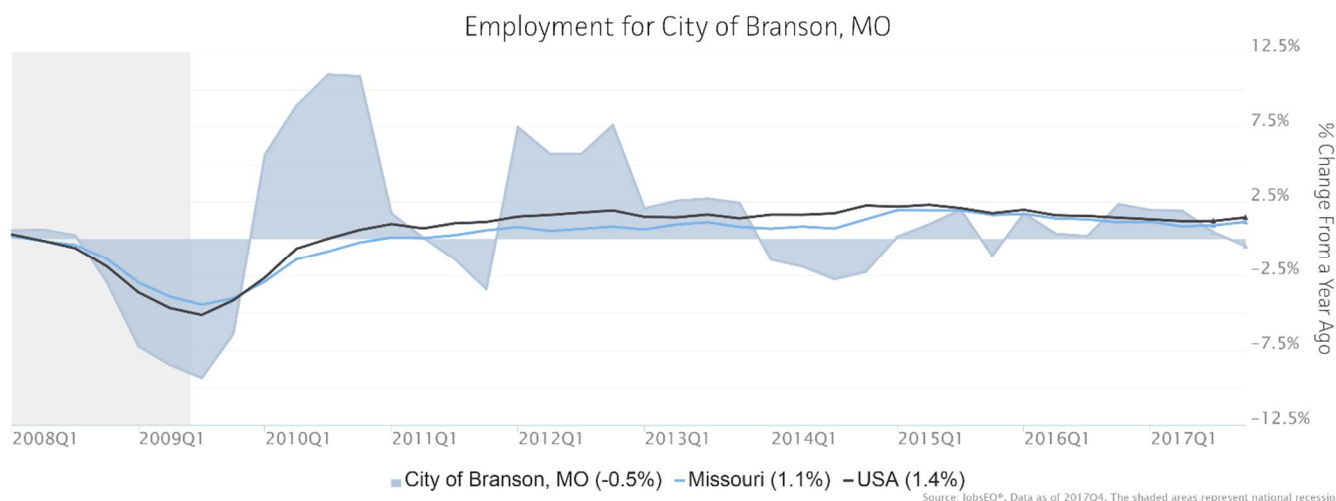
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

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. 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

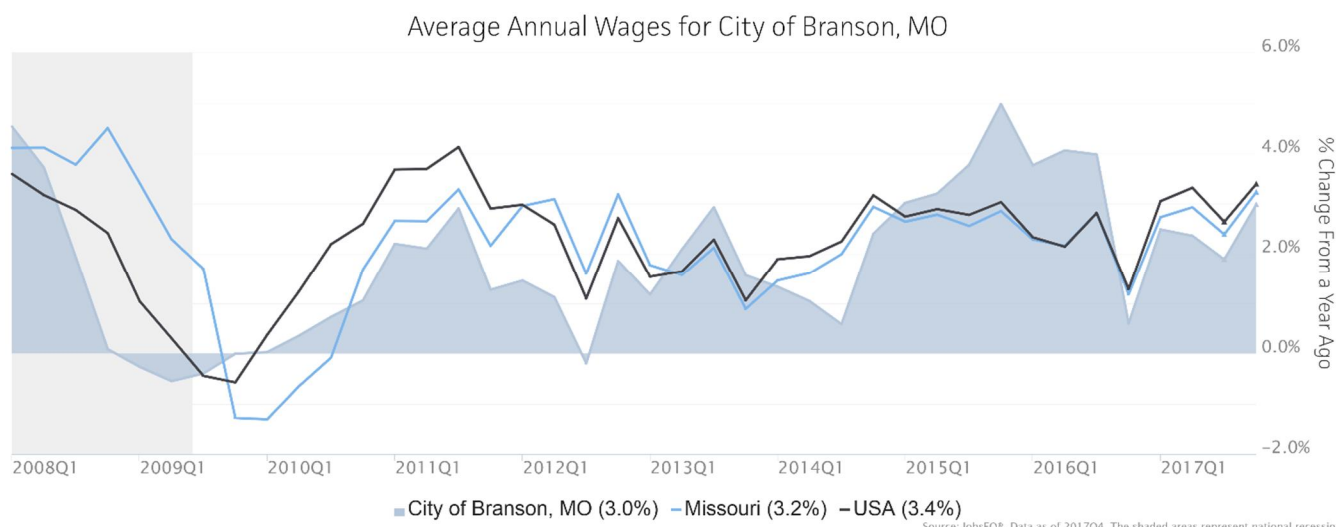
As of 2017Q4, total employment for the City of Branson, MO was 19,615 (based on a four-quarter moving average). Over the year ending 2017Q4, employment declined 0.5% in the region.



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 2017Q2 with preliminary estimates updated to 2017Q4.

# Wage Trends

The average worker in the City of Branson, MO earned annual wages of \$30,265 as of 2017Q4. Average annual wages per worker increased 3.0% in the region during the preceding four quarters. For comparison purposes, annual average wages were \$54,343 in the nation as of 2017Q4.



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 2017Q2 with preliminary estimates updated to 2017Q4.

# 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 11.1% 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	\$30,265	88.9	\$34,060
Missouri	\$46,446	89.6	\$51,851
USA	\$54,343	100.0	\$54,343

Source: [JobsEQ®](#)

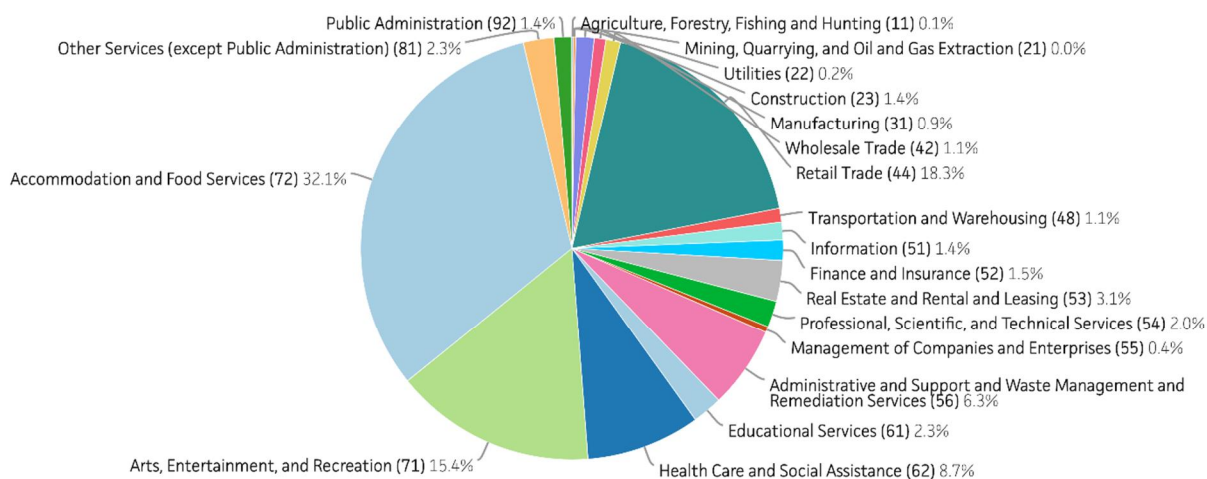
Data as of 2017Q4

Cost of Living per C2ER, data as of 2017q4, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in the City of Branson, MO is Accommodation and Food Services, employing 6,297 workers. The next-largest sectors in the region are Retail Trade (3,582 workers) and Arts, Entertainment, and Recreation (3,021). 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 = 7.78), Accommodation and Food Services (3.58), and Real Estate and Rental and Leasing (1.83).

Total Workers for City of Branson, MO by Industry



Source: JobsEQ®, Data as of 2017Q4

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 2017Q2 with preliminary estimates updated to 2017Q4.

Sectors in the City of Branson, MO with the highest average wages per worker are Management of Companies and Enterprises (\$81,234), Professional, Scientific, and Technical Services (\$48,527), and Utilities (\$48,186). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Arts, Entertainment, and Recreation (+826 jobs), Retail Trade (+808), and Accommodation and Food Services (+710).

Over the next 1 year, employment in the City of Branson, MO is projected to expand by 136 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.8% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+45 jobs), Health Care and Social Assistance (+30), and Arts, Entertainment, and Recreation (+28).

NAICS	Industry	Current			10-Year History		1-Year Forecast				
		Four Quarters Ending with 2017Q4			Total Change	Avg Ann % Chg in Empl	Separations (Approximate)			---Growth---	
		Empl	Avg Ann Wages	LQ	Empl	Region	Total New Demand	Exits	Transfers	Empl	Avg Ann Rate
11	Agriculture, Forestry, Fishing and Hunting	17	\$10,168	0.06	-17	-6.6%	2	1	1	0	0.9%
21	Mining, Quarrying, and Oil and Gas Extraction	1	\$31,364	0.02	1	n/a	0	0	0	0	-0.3%
22	Utilities	41	\$48,186	0.39	-7	-1.6%	4	1	2	0	1.1%
23	Construction	273	\$37,615	0.25	-772	-12.6%	30	10	17	3	1.2%
31	Manufacturing	176	\$36,876	0.11	75	5.7%	18	7	12	0	0.0%
42	Wholesale Trade	220	\$30,905	0.29	90	5.4%	23	9	14	0	0.0%
44	Retail Trade	3,582	\$22,031	1.70	808	2.6%	486	211	267	8	0.2%
48	Transportation and Warehousing	208	\$34,613	0.25	-102	-3.9%	25	9	13	3	1.2%
51	Information	265	\$38,635	0.68	-4	-0.1%	26	9	16	0	0.1%
52	Finance and Insurance	301	\$47,809	0.39	13	0.5%	30	11	18	1	0.4%
53	Real Estate and Rental and Leasing	612	\$33,238	1.83	-223	-3.1%	64	29	34	2	0.3%
54	Professional, Scientific, and Technical Services	397	\$48,527	0.31	-81	-1.8%	35	13	21	1	0.3%
55	Management of Companies and Enterprises	88	\$81,234	0.30	-57	-4.9%	9	3	5	1	0.8%
56	Administrative and Support and Waste Management and Remediation Services	1,229	\$35,509	0.97	239	2.2%	147	60	82	5	0.4%
61	Educational Services	447	\$34,232	0.28	134	3.6%	43	20	21	2	0.4%
62	Health Care and Social Assistance	1,711	\$41,629	0.61	359	2.4%	192	79	82	30	1.8%
71	Arts, Entertainment, and Recreation	3,021	\$23,512	7.78	826	3.2%	452	191	234	28	0.9%
72	Accommodation and Food Services	6,297	\$22,891	3.58	710	1.2%	1,066	452	569	45	0.7%
81	Other Services (except Public Administration)	461	\$26,220	0.53	-460	-6.7%	56	24	28	4	0.8%
92	Public Administration	265	\$36,125	0.29	68	3.0%	26	10	14	2	0.6%
<b>Total - All Industries</b>		<b>19,615</b>	<b>\$30,265</b>	<b>1.00</b>	<b>1,600</b>	<b>0.9%</b>	<b>2,282</b>	<b>920</b>	<b>1,226</b>	<b>136</b>	<b>0.7%</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 2017Q2 with preliminary estimates updated to 2017Q4. 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 4,215 workers. The next-largest occupation groups in the region are Sales and Related Occupations (3,477 workers) and Office and Administrative Support Occupations (2,597). 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 = 2.50), Building and Grounds Cleaning and Maintenance Occupations (2.36), and Arts, Design, Entertainment, Sports, and Media Occupations (2.14).

Occupation groups in the City of Branson, MO with the highest average wages per worker are Management Occupations (\$68,900), Computer and Mathematical Occupations (\$66,600), and Healthcare Practitioners and Technical Occupations (\$66,300). The unemployment rate in the region varied among the major groups from 1.2% among Management Occupations to 5.4% among Food Preparation and Serving Related Occupations.

Over the next 1 year, the fastest growing occupation group in the City of Branson, MO is expected to be Healthcare Support Occupations with a +2.1% 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 (+39 jobs) and Personal Care and Service Occupations (+14). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (739 jobs) and Sales and Related Occupations (497).

Occupation Snapshot in City of Branson, MO, 2017q4

SOC	Occupation	Current					10-Year History		1-Year Forecast				
		Four Quarters Ending with 2017q4					Total Change	Avg Ann % Chg in Empl	--Separations--				
		Empl	Avg Ann Wages <sup>1</sup>	LQ	Unempl	Rate			Total New Demand	Exits	Transfer	Empl	Avg Ann Rate
11-0000	Management	770	\$68,900	0.65	3	1.2%	-53	-0.7%	71	21	43	6	0.8%
13-0000	Business and Financial Operations	443	\$51,400	0.44	3	2.4%	-34	-0.7%	46	14	28	4	0.9%
15-0000	Computer and Mathematical	191	\$66,600	0.33	2	2.7%	11	0.6%	14	3	9	1	0.8%
17-0000	Architecture and Engineering	79	\$62,600	0.24	1	2.3%	-7	-0.8%	7	2	4	1	1.2%
19-0000	Life, Physical, and Social Science	34	\$49,400	0.21	0	n/a	5	1.5%	3	1	2	0	1.3%
21-0000	Community and Social Service	127	\$39,200	0.41	1	1.3%	-1	-0.1%	16	5	9	2	1.7%
23-0000	Legal	63	\$55,600	0.39	0	n/a	-4	-0.6%	5	2	2	1	1.1%
25-0000	Education, Training, and Library	402	\$38,100	0.36	3	1.3%	80	2.2%	38	18	17	3	0.7%
27-0000	Arts, Design, Entertainment, Sports, and Media	753	\$35,200	2.14	10	4.5%	-161	-1.9%	76	32	40	4	0.5%
29-0000	Healthcare Practitioners and Technical	799	\$66,300	0.72	3	1.5%	146	2.0%	56	22	22	12	1.5%
31-0000	Healthcare Support	317	\$26,900	0.57	3	3.5%	81	3.0%	44	19	19	7	2.1%
33-0000	Protective Service	402	\$27,600	0.95	4	3.7%	91	2.6%	71	36	32	3	0.7%
35-0000	Food Preparation and Serving Related	4,215	\$20,500	2.50	68	5.4%	398	1.0%	778	323	416	39	0.9%
37-0000	Building and Grounds Cleaning and Maintenance	1,627	\$23,100	2.36	23	4.4%	367	2.6%	224	111	101	13	0.8%

### Occupation Snapshot in City of Branson, MO, 2017q4

		Current					10-Year History		1-Year Forecast				
		Four Quarters Ending with					Total Change	Avg Ann % Chg in Empl					
		2017q4											
		-----2017q4-----							--Separations--			---Growth---	
SOC	Occupation	Empl	Avg Ann Wages <sup>1</sup>	LQ	Unempl	Unempl Rate	Empl	Region	Total New Demand	Exits	Transfer	Empl	Avg Ann Rate
39-0000	Personal Care and Service	1,248	\$23,700	1.63	21	5.4%	362	3.5%	259	119	125	14	1.1%
41-0000	Sales and Related	3,477	\$29,100	1.73	36	3.6%	613	2.0%	501	222	275	4	0.1%
43-0000	Office and Administrative Support	2,597	\$28,900	0.89	29	3.5%	121	0.5%	308	137	168	2	0.1%
45-0000	Farming, Fishing, and Forestry	25	\$28,000	0.19	1	5.0%	-2	-0.6%	4	1	3	0	0.9%
47-0000	Construction and Extraction	298	\$39,900	0.34	7	4.7%	-490	-9.3%	34	11	20	3	1.1%
49-0000	Installation, Maintenance, and Repair	696	\$34,100	0.93	7	2.9%	-75	-1.0%	74	27	42	6	0.8%
51-0000	Production	401	\$27,000	0.34	5	3.1%	101	3.0%	48	20	26	1	0.3%
53-0000	Transportation and Material Moving	650	\$27,300	0.49	12	4.5%	51	0.8%	84	34	47	4	0.6%
Total - All Occupations		19,615	\$31,200	1.00	n/a	n/a	1,600	0.9%	2,764	1,182	1,449	133	0.7%

Source: [JobsEQ®](#)

Data as of 2017Q4 unless noted otherwise

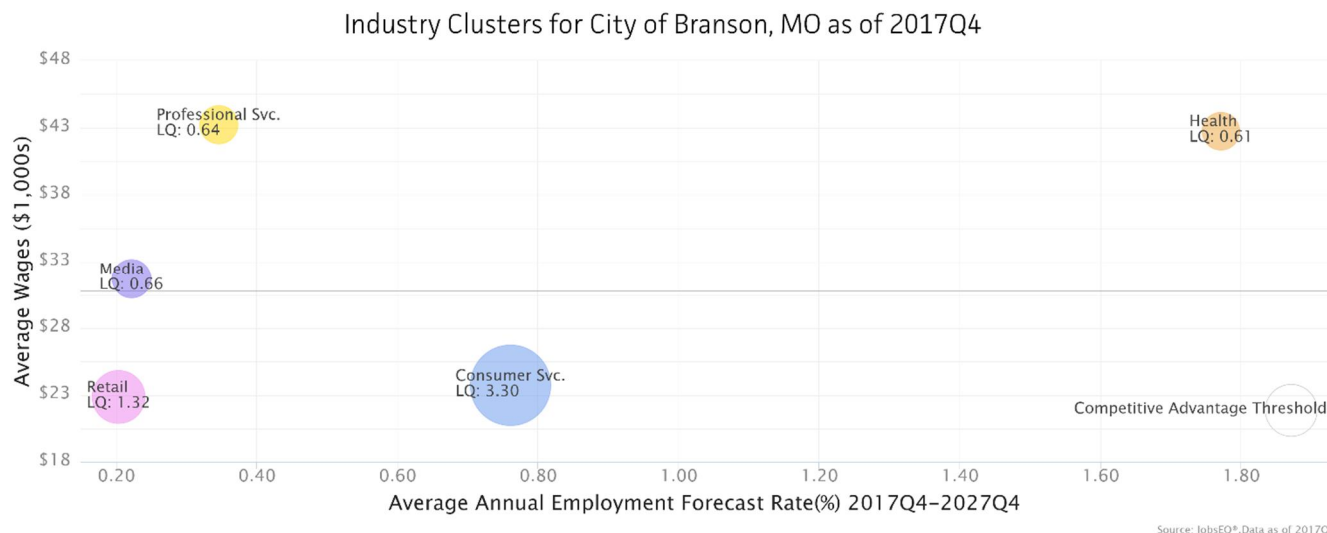
Note: Figures may not sum due to rounding.

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 2017Q2, imputed where necessary with preliminary estimates updated to 2017Q4. 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

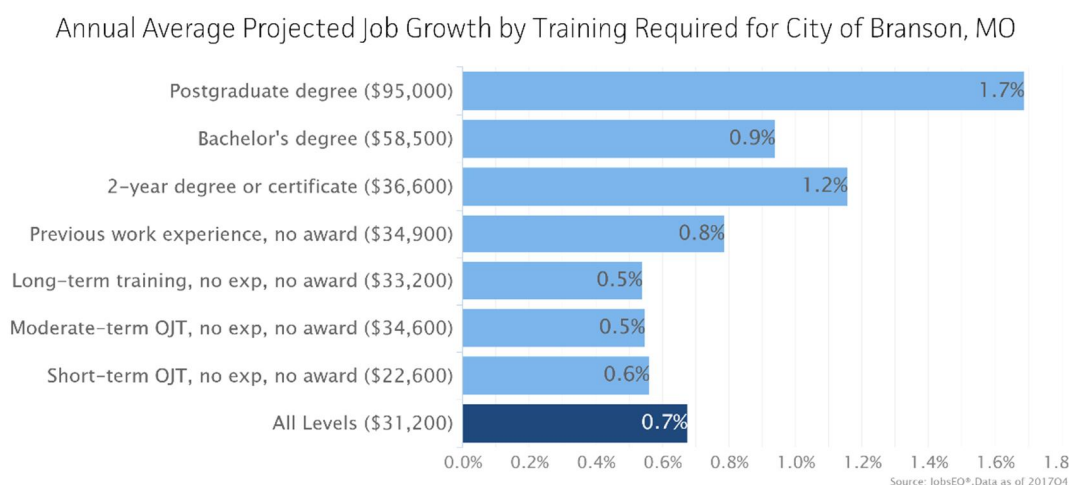
A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the City of Branson, MO with the highest relative concentration is Consumer Svc. with a location quotient of 3.30. This cluster employs 9,911 workers in the region with an average wage of \$23,231. Employment in the Consumer Svc. 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 2017Q2 with preliminary estimates updated to 2017Q4. 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 0.7% 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 0.9% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.2% per year.



Employment by occupation data are estimates as of 2017Q4. 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 separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation 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 “all 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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