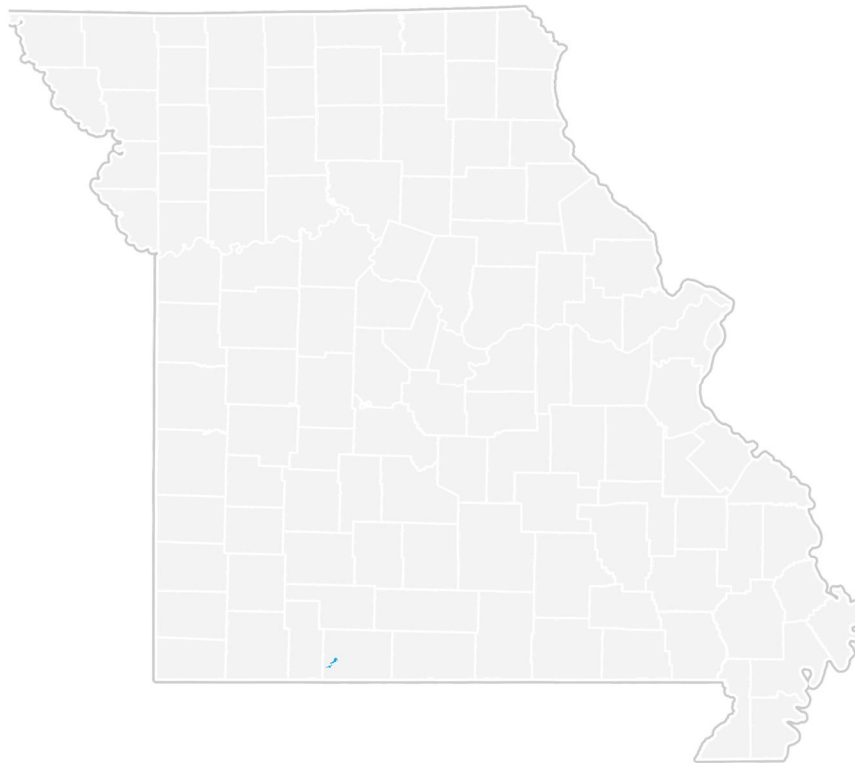


## Economic Overview

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



**January 1, 2019**

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# Demographic Profile

The population in the City of Hollister, MO was 4,444 per American Community Survey data for 2012-2016.

The region has a civilian labor force of 2,258 with a participation rate of 63.4%. Of individuals 25 to 64 in the City of Hollister, MO, 14.1% have a bachelor's degree or higher which compares with 31.8% in the nation.

The median household income in the City of Hollister, MO is \$29,616 and the median house value is \$113,400.

## Summary<sup>1</sup>

	Percent			Value		
	City of Hollister, MO	Missouri	USA	City of Hollister, MO	Missouri	USA
<b>Demographics</b>						
Population (ACS)	—	—	—	4,444	6,059,651	318,558,162
Male	49.2%	49.1%	49.2%	2,187	2,973,317	156,765,322
Female	50.8%	50.9%	50.8%	2,257	3,086,334	161,792,840
Median Age <sup>2</sup>	—	—	—	35.2	38.3	37.7
Under 18 Years	20.9%	23.0%	23.1%	927	1,395,124	73,612,438
18 to 24 Years	14.0%	9.8%	9.8%	623	591,150	31,296,577
25 to 34 Years	15.1%	13.2%	13.6%	669	800,229	43,397,907
35 to 44 Years	7.8%	12.1%	12.7%	346	731,234	40,548,400
45 to 54 Years	17.7%	13.5%	13.6%	786	820,875	43,460,466
55 to 64 Years	6.7%	13.1%	12.6%	297	791,105	40,061,742
65 to 74 Years	10.4%	8.6%	8.3%	461	524,097	26,355,308
75 Years, and Over	7.5%	6.7%	6.2%	335	405,837	19,825,324
Race: White	93.6%	82.5%	73.3%	4,160	5,000,875	233,657,078
Race: Black or African American	0.0%	11.6%	12.6%	0	701,896	40,241,818
Race: American Indian and Alaska Native	2.0%	0.4%	0.8%	91	25,641	2,597,817
Race: Asian	0.0%	1.8%	5.2%	0	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	3.3%	1.1%	4.8%	147	68,766	15,133,856
Race: Two or More Races	1.0%	2.4%	3.1%	46	148,041	9,752,947
Hispanic or Latino (of any race)	7.4%	3.9%	17.3%	329	237,284	55,199,107
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	63.4%	63.2%	63.3%	2,258	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	11.5%	6.1%	5.1%	314	226,639	10,165,671
Veterans Labor Force Participation Rate and Size, Age 18-64	75.5%	72.9%	75.4%	237	165,245	7,664,089
Median Household Income <sup>2</sup>	—	—	—	\$29,616	\$49,593	\$55,322
Per Capita Income	—	—	—	\$20,104	\$27,044	\$29,829
Poverty Level (of all people)	17.2%	15.3%	15.1%	747	897,755	46,932,225
Households Receiving Food Stamps	23.9%	13.0%	13.0%	459	308,375	15,360,951
Mean Commute Time (minutes)	—	—	—	12.6	23.4	26.1
Commute via Public Transportation	0.0%	1.5%	5.1%	0	41,741	7,476,312
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	12.1%	9.5%	11.6%	254	297,839	19,478,050
High School Graduate	35.5%	29.0%	26.1%	745	912,118	43,788,541
Some College, No Degree	27.6%	23.3%	21.5%	578	732,065	36,025,193

## Summary<sup>1</sup>

	Percent			Value		
	City of Hollister, MO	Missouri	USA	City of Hollister, MO	Missouri	USA
Associate's Degree	10.7%	8.6%	8.9%	225	268,895	14,962,488
Bachelor's Degree	12.7%	18.9%	20.2%	267	595,503	33,845,524
Postgraduate Degree	1.4%	10.7%	11.6%	29	337,023	19,368,719
<b>Housing</b>						
Total Housing Units	—	—	—	2,178	2,738,774	134,054,899
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$113,400	\$141,200	\$184,700
Homeowner Vacancy	0.0%	2.0%	1.8%	0	32,260	1,395,797
Rental Vacancy	5.3%	6.7%	6.2%	51	56,925	2,855,844
Renter-Occupied Housing Units (% of Occupied Units)	48.0%	33.2%	36.4%	920	787,627	42,835,169
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	5.3%	7.3%	9.0%	102	172,972	10,562,847
<b>Social</b>						
Enrolled in Grade 12 (% of total population)	1.9%	1.3%	1.4%	85	77,346	4,433,703
Disconnected Youth <sup>4</sup>	13.2%	3.0%	2.8%	16	9,631	485,589
Children in Single Parent Families (% of all children)	38.4%	34.5%	34.7%	318	453,705	24,318,038
With a Disability, Age 18-64	16.2%	12.7%	10.3%	433	463,847	20,188,257
With a Disability, Age 18-64, Labor Force Participation Rate and Size	9.0%	40.0%	41.0%	39	185,483	8,278,834
Foreign Born	3.0%	3.9%	13.2%	134	236,079	42,194,354
Speak English Less Than Very Well (population 5 yrs and over)	0.8%	2.1%	8.5%	32	120,716	25,440,956
<b>Union Membership</b>						
Total <sup>3</sup>	10.2%	8.8%	10.7%	—	—	—
Private Sector <sup>3</sup>	9.6%	7.2%	6.4%	—	—	—
Manufacturing <sup>3</sup>	16.2%	14.4%	8.7%	—	—	—
Public Sector <sup>3</sup>	13.9%	18.2%	35.1%	—	—	—

Source: [JobsEQ®](#)

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

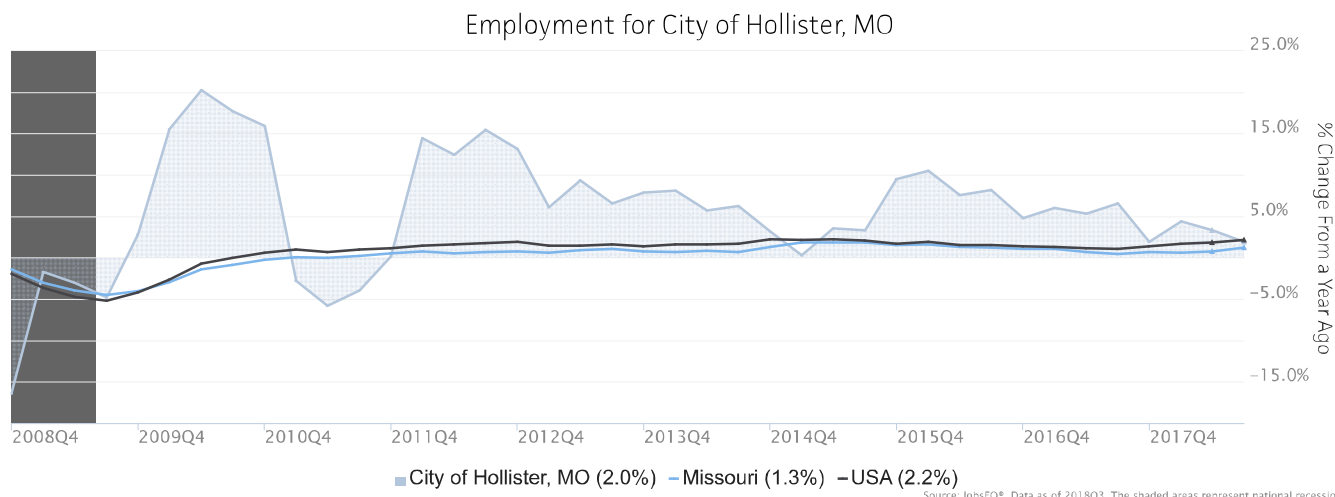
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. 2017; 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

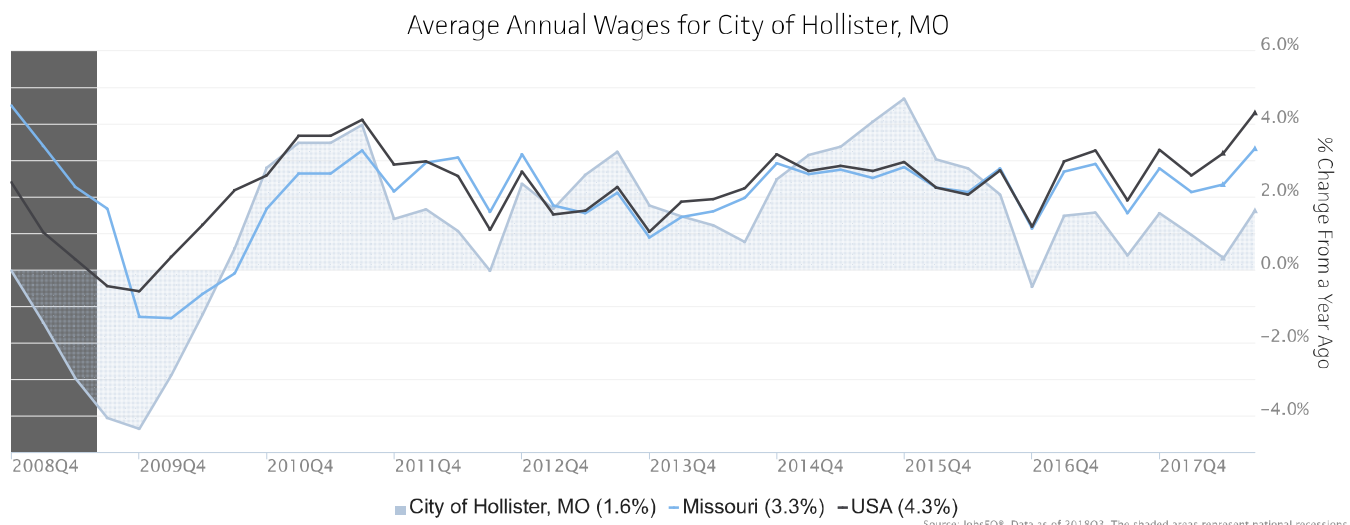
As of 2018Q3, total employment for the City of Hollister, MO was 3,335 (based on a four-quarter moving average). Over the year ending 2018Q3, employment increased 2.0% in the region.



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 2018Q1 with preliminary estimates updated to 2018Q3.

# Wage Trends

The average worker in the City of Hollister, MO earned annual wages of \$29,967 as of 2018Q3. Average annual wages per worker increased 1.6% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$55,994 in the nation as of 2018Q3.



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 2018Q1 with preliminary estimates updated to 2018Q3.

# 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 15.1% 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	\$29,967	84.9	\$35,280
Missouri	\$47,384	88.4	\$53,631
USA	\$55,994	100.0	\$55,994

Source: [JobsEQ®](#)

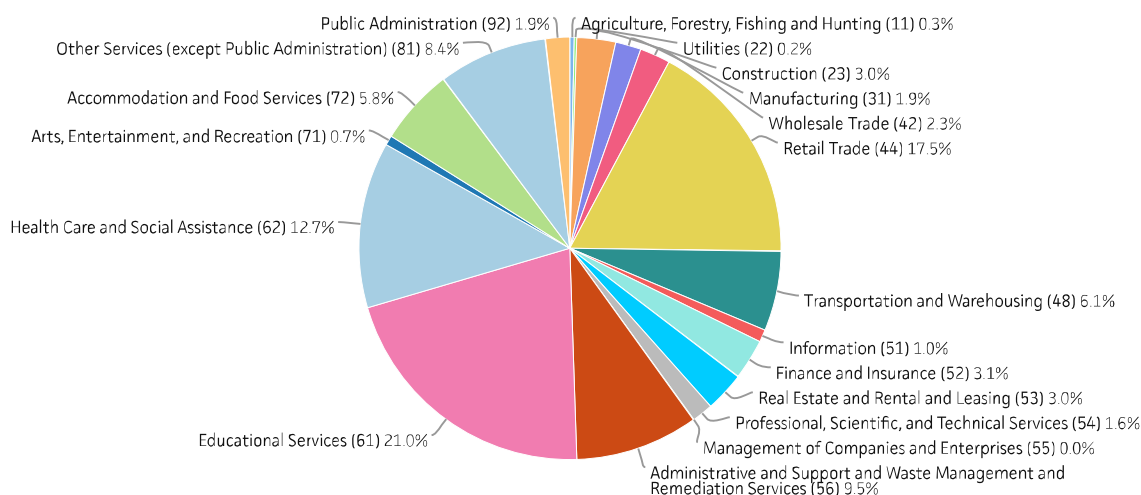
Data as of 2018Q3

Cost of Living per C2ER, data as of 2018q3, 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 (582 workers) and Health Care and Social Assistance (424). 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) (1.91), and Real Estate and Rental and Leasing (1.76).

Total Workers for City of Hollister, MO by Industry



Source: JobsEQ®, Data as of 2018Q3

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 2018Q1 with preliminary estimates updated to 2018Q3.

Sectors in the City of Hollister, MO with the highest average wages per worker are Utilities (\$89,097), Educational Services (\$48,558), and Finance and Insurance (\$48,330). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Educational Services (+528 jobs), Health Care and Social Assistance (+236), and Administrative and Support and Waste Management and Remediation Services (+179).

Over the next 10 years, employment in the City of Hollister, MO is projected to expand by 335 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +2.1% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+99 jobs), Educational Services (+87), and Administrative and Support and Waste Management and Remediation Services (+32).

NAICS	Industry	Current			10-Year History		10-Year Forecast				
		Four Quarters Ending with 2018q3			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	11	\$16,174	0.24	2	2.1%	13	5	7	1	0.9%
21	Mining, Quarrying, and Oil and Gas Extraction	0	n/a	0.00	-3	n/a	0	0	0	0	
22	Utilities	6	\$89,097	0.37	-12	-10.3%	6	2	4	0	0.4%
23	Construction	100	\$36,396	0.53	-236	-11.4%	116	37	67	13	1.2%
31	Manufacturing	65	\$36,522	0.24	28	5.8%	67	25	42	-1	-0.1%
42	Wholesale Trade	77	\$32,157	0.60	29	4.8%	90	32	52	7	0.8%
44	Retail Trade	582	\$22,025	1.65	126	2.5%	814	349	442	23	0.4%
48	Transportation and Warehousing	204	\$29,514	1.39	104	7.4%	247	97	130	20	1.0%
51	Information	32	\$35,647	0.48	7	2.4%	25	10	18	-4	-1.4%
52	Finance and Insurance	104	\$48,330	0.79	57	8.3%	109	39	62	8	0.7%
53	Real Estate and Rental and Leasing	101	\$32,861	1.76	46	6.2%	102	47	56	-1	-0.1%
54	Professional, Scientific, and Technical Services	55	\$46,132	0.25	-23	-3.5%	56	18	31	7	1.2%
55	Management of Companies and Enterprises	0	n/a	0.00	-1	n/a	0	0	0	0	0.8%
56	Administrative and Support and Waste Management and Remediation Services	315	\$38,171	1.46	179	8.7%	413	162	219	32	1.0%
61	Educational Services	700	\$48,558	2.56	528	15.0%	771	329	355	87	1.2%
62	Health Care and Social Assistance	424	\$40,845	0.89	236	8.5%	540	217	224	99	2.1%
71	Arts, Entertainment, and Recreation	24	\$25,289	0.37	-13	-4.1%	40	16	20	3	1.3%
72	Accommodation and Food Services	195	\$23,208	0.65	61	3.8%	357	148	186	23	1.1%
81	Other Services (except Public Administration)	279	\$20,216	1.91	159	8.8%	337	148	176	13	0.5%
92	Public Administration	63	\$35,702	0.40	62	53.4%	62	25	34	3	0.5%
<b>Total - All Industries</b>		<b>3,335</b>	<b>\$29,967</b>	<b>1.00</b>	<b>1,334</b>	<b>5.2%</b>	<b>4,146</b>	<b>1,632</b>	<b>2,179</b>	<b>335</b>	<b>1.0%</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 2018Q1 with preliminary estimates updated to 2018Q3. 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 Office and Administrative Support Occupations, employing 548 workers. The next-largest occupation groups in the region are Sales and Related Occupations (506 workers) and Education, Training, and Library Occupations (377). 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 = 2.02), Community and Social Service Occupations (1.90), and Sales and Related Occupations (1.50).

Occupation groups in the City of Hollister, MO with the highest average wages per worker are Management Occupations (\$80,900), Computer and Mathematical Occupations (\$68,200), and Legal Occupations (\$67,000). The unemployment rate in the region varied among the major groups from 1.4% among Healthcare Practitioners and Technical Occupations to 5.9% among Personal Care and Service Occupations.

Over the next 10 years, the fastest growing occupation group in the City of Hollister, 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 Education, Training, and Library Occupations (+51 jobs) and Healthcare Practitioners and Technical Occupations (+29). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Sales and Related Occupations (718 jobs) and Office and Administrative Support Occupations (610).

Occupation Snapshot in City of Hollister, MO, 2018q3

SOC	Occupation	Current					10-Year History		10-Year Forecast				
		Four Quarters Ending with 2018q3			-----2018q3-----		Total Change	Avg Ann % Chg in Empl					
		Empl	Avg Ann Wages <sup>1</sup>	LQ	Unempl	Rate			--Separations--		---Growth---		
							Empl	Region	Total New Demand	Exits	Transfer	Empl	Avg Ann Rate
11-0000	Management	159	\$80,900	0.79	1	1.4%	47	3.6%	148	45	84	20	1.2%
13-0000	Business and Financial Operations	88	\$57,600	0.52	1	2.6%	37	5.5%	96	28	56	12	1.3%
15-0000	Computer and Mathematical	63	\$68,200	0.64	1	2.7%	37	9.2%	54	12	33	10	1.4%
17-0000	Architecture and Engineering	18	\$63,700	0.32	0	n/a	-12	-4.9%	17	5	9	2	1.2%
19-0000	Life, Physical, and Social Science	21	\$49,700	0.76	0	n/a	16	17.0%	23	6	14	3	1.5%
21-0000	Community and Social Service	101	\$43,000	1.90	0	n/a	80	16.8%	134	45	72	17	1.5%
23-0000	Legal	11	\$67,000	0.42	0	n/a	2	2.1%	9	3	4	2	1.3%
25-0000	Education, Training, and Library	377	\$56,400	2.02	6	4.2%	251	11.6%	376	165	160	51	1.3%
27-0000	Arts, Design, Entertainment, Sports, and Media	84	\$39,500	1.41	2	3.4%	35	5.5%	92	38	48	7	0.8%
29-0000	Healthcare Practitioners and Technical	163	\$54,000	0.87	2	1.4%	90	8.3%	128	46	53	29	1.6%
31-0000	Healthcare Support	113	\$25,400	1.21	1	3.0%	66	9.0%	164	73	66	26	2.1%
33-0000	Protective Service	56	\$34,500	0.78	1	2.0%	38	12.1%	76	37	34	5	0.8%
35-0000	Food Preparation and Serving Related	199	\$21,500	0.69	22	5.4%	40	2.3%	361	152	190	18	0.9%
37-0000	Building and Grounds Cleaning and Maintenance	108	\$25,700	0.92	7	3.9%	50	6.5%	152	69	71	12	1.0%
39-0000	Personal Care and Service	131	\$24,600	1.00	8	5.9%	74	8.7%	247	112	107	28	2.0%
41-0000	Sales and Related	506	\$31,000	1.50	13	3.5%	140	3.3%	736	319	399	19	0.4%

### Occupation Snapshot in City of Hollister, MO, 2018q3

SOC	Occupation	Current					10-Year History		10-Year Forecast				
		Four Quarters Ending with 2018q3			-----2018q3-----		Total Change	Avg Ann % Chg in Empl	--Separations--			---Growth---	
		Empl	Avg Ann Wages <sup>1</sup>	LQ	Unempl	Unempl Rate			Total New Demand	Exits	Transfer	Empl	Avg Ann Rate
43-0000	Office and Administrative Support	548	\$30,900	1.11	13	3.5%	249	6.3%	620	289	321	10	0.2%
45-0000	Farming, Fishing, and Forestry	11	\$31,500	0.48	0	n/a	8	13.4%	17	4	11	1	1.1%
47-0000	Construction and Extraction	92	\$42,300	0.60	2	3.6%	-115	-7.8%	108	35	62	11	1.1%
49-0000	Installation, Maintenance, and Repair	108	\$36,800	0.85	2	1.9%	30	3.3%	119	41	67	12	1.0%
51-0000	Production	99	\$31,200	0.49	2	3.4%	42	5.7%	123	46	72	5	0.5%
53-0000	Transportation and Material Moving	278	\$35,200	1.22	4	4.2%	129	6.4%	365	139	204	23	0.8%
<b>Total - All Occupations</b>		<b>3,335</b>	<b>\$39,500</b>	<b>1.00</b>	<b>n/a</b>	<b>n/a</b>	<b>1,334</b>	<b>5.2%</b>	<b>4,166</b>	<b>1,708</b>	<b>2,138</b>	<b>320</b>	<b>0.9%</b>

Source: [JobsEQ®](#)

Data as of 2018Q3 unless noted otherwise

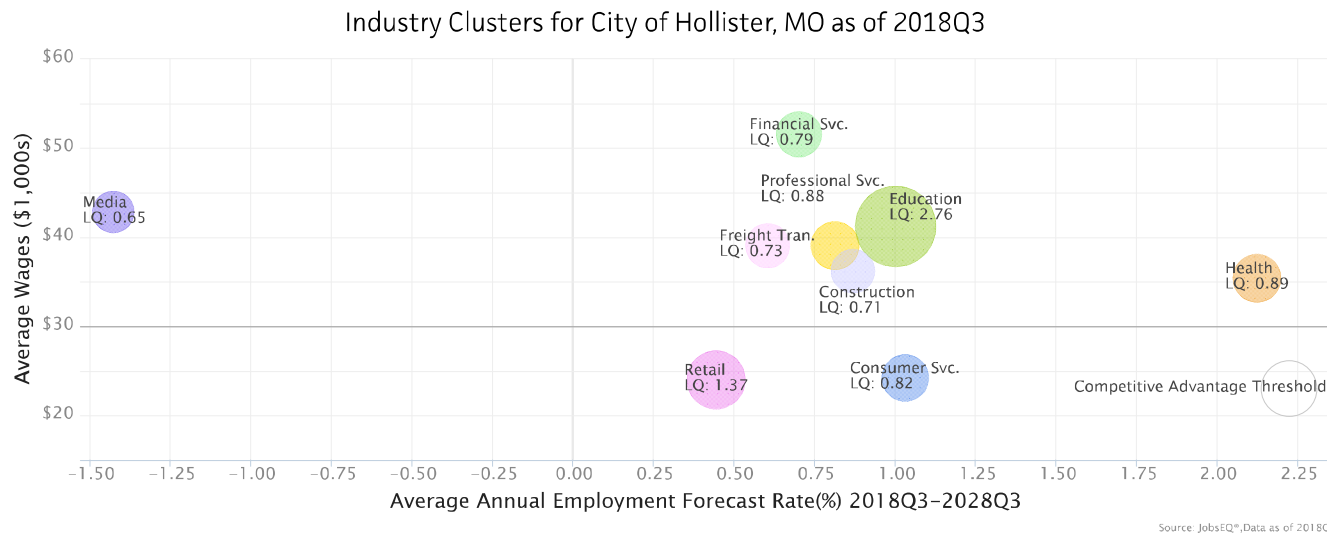
Note: Figures may not sum due to rounding.

1. Occupation wages are as of 2017 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 2018Q1, imputed where necessary with preliminary estimates updated to 2018Q3. Wages by occupation are as of 2017 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 931 workers in the region with an average wage of \$41,209. Employment in the Education cluster is projected to expand in the region about 1.0% per year over the next ten years.

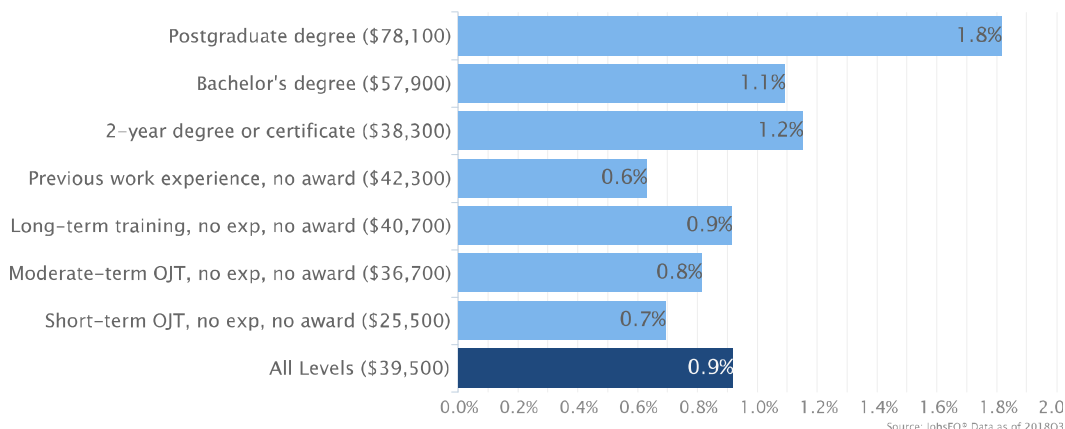


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2018Q1 with preliminary estimates updated to 2018Q3. Forecast employment growth uses national projections from 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 0.9% 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 1.1% 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 2018Q3. 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.

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## About This Report

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