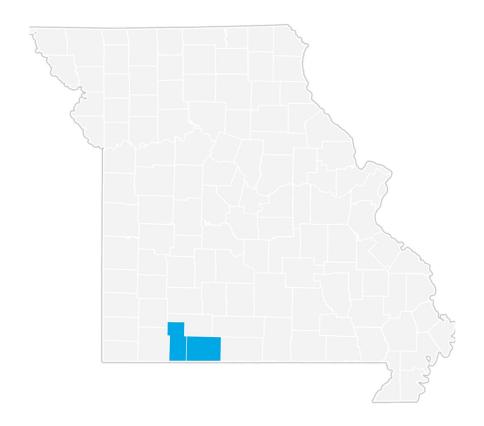


Economic Overview

Branson, MO µSA



July 1, 2019

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Demographic Profile

The population in the Branson, MO µSA was 54,308 per American Community Survey data for 2013-2017.

The region has a civilian labor force of 26,069 with a participation rate of 59.1%. Of individuals 25 to 64 in the Branson, MO μ SA, 18.5% have a bachelor's degree or higher which compares with 32.3% in the nation.

The median household income in the Branson, MO μ SA is \$39,661 and the median house value is \$124,400.

Summary¹

		Percent		Value				
	Branson, MO			Branson, MO				
	μSA	Missouri	USA	μSA	Missouri	USA		
Demographics								
Population (ACS)	_	_	_	54,308	6,075,300	321,004,407		
Male	48.5%	49.1%	49.2%	26,360	2,981,332	158,018,753		
Female	51.5%	50.9%	50.8%	27,948	3,093,968	162,985,654		
Median Age ²	_	_	_	41.9	38.4	37.8		
Under 18 Years	21.3%	22.9%	22.9%	11,555	1,389,409	73,601,279		
18 to 24 Years	10.1%	9.6%	9.7%	5,468	585,682	31,131,484		
25 to 34 Years	11.4%	13.3%	13.7%	6,180	805,939	44,044,173		
35 to 44 Years	11.0%	12.0%	12.7%	5,952	730,170	40,656,419		
45 to 54 Years	12.7%	13.3%	13.4%	6,909	805,345	43,091,143		
55 to 64 Years	13.3%	13.2%	12.7%	7,248	802,723	40,747,520		
65 to 74 Years	12.1%	9.0%	8.6%	6,548	544,197	27,503,389		
75 Years, and Over	8.2%	6.8%	6.3%	4,448	411,835	20,229,000		
Race: White	92.5%	82.4%	73.0%	50,238	5,004,537	234,370,202		
Race: Black or African American	1.0%	11.6%	12.7%	548	703,061	40,610,815		
Race: American Indian and Alaska Native	0.8%	0.4%	0.8%	437	25,933	2,632,102		
Race: Asian	0.9%	1.9%	5.4%	468	112,959	17,186,320		
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.2%	29	6,336	570,116		
Race: Some Other Race	2.2%	1.2%	4.8%	1,216	71,084	15,553,808		
Race: Two or More Races	2.5%	2.5%	3.1%	1,372	151,390	10,081,044		
Hispanic or Latino (of any race)	5.6%	4.0%	17.6%	3,019	244,420	56,510,571		
Population Growth								
Population (Pop Estimates) ⁵	_	_	_	55,852	6,126,452	327,167,434		
Population Annual Average Growth ⁵	1.2%	0.3%	0.7%	614	20,254	2,307,347		
Economic								
Labor Force Participation Rate and Size (civilian population 16 years and over)	59.1%	63.1%	63.3%	26,069	3,043,312	161,159,470		
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	80.9%	82.0%	81.6%	15,411	1,913,643	103,761,701		
Armed Forces Labor Force	0.0%	0.4%	0.4%	0	19,345	1,024,855		
Veterans, Age 18-64	7.0%	5.8%	4.9%	2,230	214,484	9,667,749		
Veterans Labor Force Participation Rate and Size, Age 18-64	60.8%	73.3%	75.8%	1,356	157,134	7,326,514		
Median Household Income ²	_	_	_	\$39,661	\$51,542	\$57,652		
Per Capita Income	_	_	_	\$21,381	\$28,282	\$31,177		
Poverty Level (of all people)	17.1%	14.6%	14.6%	8,996	861,679	45,650,345		
Households Receiving Food Stamps/SNAP	15.3%	12.2%	12.6%	3,380	291,916	15,029,498		
Mean Commute Time (minutes)	_	_	_	21.2	23.5	26.4		



Summary¹

		Percent		Value			
	Branson, MO			Branson, MO			
	μSA	Missouri	USA	μSA	Missouri	USA	
Commute via Public Transportation	0.7%	1.5%	5.1%	161	41,877	7,607,907	
Educational Attainment, Age 25-64							
No High School Diploma	10.4%	9.2%	11.4%	2,721	290,557	19,230,541	
High School Graduate	34.3%	28.9%	26.0%	9,030	907,184	43,784,920	
Some College, No Degree	29.3%	23.0%	21.2%	7,699	723,304	35,803,629	
Associate's Degree	7.5%	8.7%	9.0%	1,968	274,211	15,199,517	
Bachelor's Degree	12.8%	19.2%	20.5%	3,372	604,680	34,602,913	
Postgraduate Degree	5.7%	10.9%	11.8%	1,499	344,241	19,917,735	
Housing							
Total Housing Units	_	_	_	30,535	2,763,250	135,393,564	
Median House Value (of owner-occupied units) ²	_	_	_	\$124,400	\$145,400	\$193,500	
Homeowner Vacancy	3.7%	1.9%	1.7%	504	31,770	1,346,331	
Rental Vacancy	6.9%	6.7%	6.1%	667	57,886	2,838,344	
Renter-Occupied Housing Units (% of Occupied Units)	40.5%	33.1%	36.2%	8,965	788,878	42,992,786	
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	5.6%	7.0%	8.8%	1,231	167,957	10,468,418	
Social							
Enrolled in Grade 12 (% of total population)	1.2%	1.3%	1.4%	639	77,901	4,437,324	
Disconnected Youth ⁴	3.1%	2.6%	2.7%	90	8,384	456,548	
Children in Single Parent Families (% of all children)	34.5%	34.1%	34.5%	3,630	446,272	24,106,567	
With a Disability, Age 18-64	15.6%	12.7%	10.3%	4,920	463,456	20,276,199	
With a Disability, Age 18-64, Labor Force Participation Rate and Size	36.4%	40.5%	41.4%	1,793	187,659	8,395,884	
Foreign Born	3.5%	4.0%	13.4%	1,895	242,835	43,028,127	
Speak English Less Than Very Well (population 5 yrs and over)	2.0%	2.2%	8.5%	1,027	122,608	25,654,421	
Union Membership							
Total ³	5.8%	8.8%	10.7%	_	_	_	
Private Sector ³	5.2%	7.2%	6.4%	_	_	_	
Manufacturing ³	17.0%	14.4%	8.7%	_	_	_	
Public Sector ³	13.5%	18.2%	35.1%	_	_	_	

Source: JobsEQ®



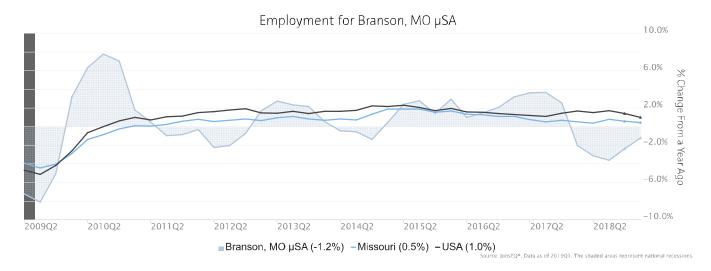
American Community Survey 2013-2017, unless noted otherwise
 Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

^{2.} Modality and so the character and aggregate regions (study as modality and state) and a state-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.

5. Census 2018, annual average growth rate since 2008

Employment Trends

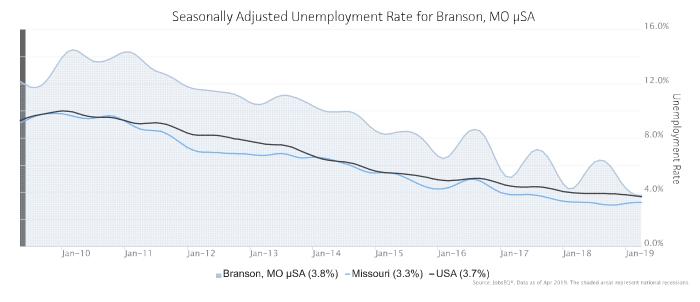
As of 2019Q1, total employment for the Branson, MO μ SA was 31,433 (based on a four-quarter moving average). Over the year ending 2019Q1, employment declined 1.2% in the region.



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 2018Q3 with preliminary estimates updated to 2019Q1.

Unemployment Rate

The seasonally adjusted unemployment rate for the Branson, MO μ SA was 3.8% as of April 2019. The regional unemployment rate was higher than the national rate of 3.7%. One year earlier, in April 2018, the unemployment rate in the Branson, MO μ SA was 4.7%.

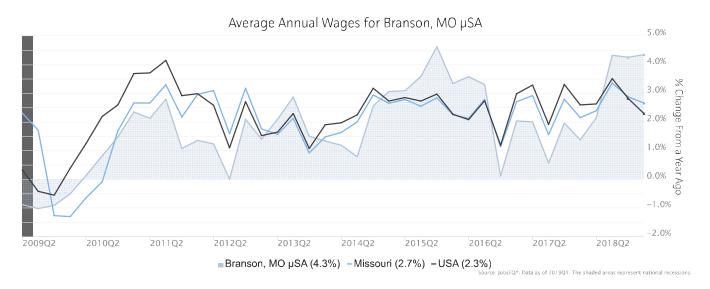


Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through April 2019.



Wage Trends

The average worker in the Branson, MO μ SA earned annual wages of \$31,252 as of 2019Q1. Average annual wages per worker increased 4.3% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$55,825 in the nation as of 2019Q1.



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 2018Q3 with preliminary estimates updated to 2019Q1.



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 15.2% lower in Branson, MO μ SA than the U.S. average.

Cost of Living Information

		Cost of Living Index					
	Annual Average Salary	(Base US)	US Purchasing Power				
Branson, MO µSA	\$31,252	84.8	\$36,849				
Missouri	\$47,727	87.8	\$54,363				
USA	\$55,825	100.0	\$55,825				

Source: JobsEQ® Data as of 2019Q1

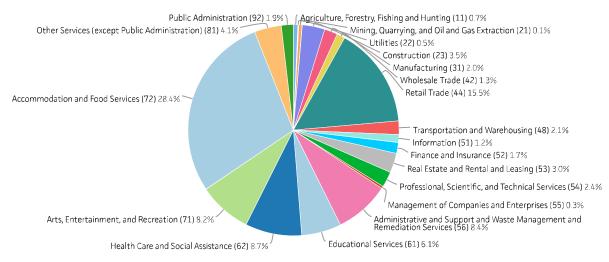
Cost of Living per C2ER, data as of 2019q1, imputed by Chmura where necessary.



Industry Snapshot

The largest sector in the Branson, MO μ SA is Accommodation and Food Services, employing 8,939 workers. The next-largest sectors in the region are Retail Trade (4,883 workers) and Health Care and Social Assistance (2,724). 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 = 4.09), Accommodation and Food Services (3.15), and Real Estate and Rental and Leasing (1.75).

Total Workers for Branson, MO µSA by Industry



Source: JobsEQ®,Data as of 20190

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 2018Q3 with preliminary estimates updated to 2019Q1.

Sectors in the Branson, MO μ SA with the highest average wages per worker are Management of Companies and Enterprises (\$87,062), Utilities (\$78,686), and Finance and Insurance (\$53,580). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Accommodation and Food Services (+1,213 jobs), Administrative and Support and Waste Management and Remediation Services (+1,100), and Health Care and Social Assistance (+649).

Over the next 10 years, employment in the Branson, MO μ SA is projected to expand by 1,806 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 (+557 jobs), Health Care and Social Assistance (+542), and Arts, Entertainment, and Recreation (+225).



			Current		10-Yea	r History		10-Year Forecast					
		Four Quarters Ending with 2019q1		Total Change	Avg Ann % Chg in Empl		rations oximate)	Gra	wth				
		roui Qua	Avg Ann	ui 2015q1	Change	Cilg ili Ellipi	Total New	(Appro	Jamatej		Avg Ann		
NAICS	Industry	Empl	Wages	LQ	Empl	Region	Demand	Exits	Transfers	Empl	Rate		
72	Accommodation and Food Services	8,939	\$23,956	3.15	1,213	1.5%	15,459	6,598	8,304	557	0.6%		
44	Retail Trade	4,883	\$22,715	1.48	-12	0.0%	6,615	2,891	3,657	67	0.1%		
62	Health Care and Social Assistance	2,724	\$42,290	0.60	649	2.8%	3,337	1,374	1,422	542	1.8%		
56	Administrative and Support and Waste Management and Remediation Services	2,642	\$43,698	1.30	1,100	5.5%	3,018	1,288	1,747	-16	-0.1%		
71	Arts, Entertainment, and Recreation	2,565	\$22,285	4.09	-195	-0.7%	3,969	1,681	2,063	225	0.8%		
61	Educational Services	1,907	\$41,280	0.74	428	2.6%	1,957	877	944	137	0.7%		
81	Other Services (except Public Administration)	1,295	\$23,057	0.94	-533	-3.4%	1,570	687	818	65	0.5%		
23	Construction	1,092	\$36,347	0.61	-890	-5.8%	1,261	406	726	129	1.1%		
53	Real Estate and Rental and Leasing	945	\$33,580	1.75	-304	-2.7%	977	441	525	12	0.1%		
54	Professional, Scientific, and Technical Services	753	\$39,155	0.36	-53	-0.7%	632	239	401	-8	-0.1%		
48	Transportation and Warehousing	656	\$31,763	0.47	205	3.8%	784	310	415	59	0.9%		
31	Manufacturing	629	\$37,705	0.24	-69	-1.0%	629	239	408	-17	-0.3%		
92	Public Administration	584	\$35,508	0.39	-12	-0.2%	573	232	315	26	0.4%		
52	Finance and Insurance	535	\$53,580	0.43	13	0.3%	534	196	317	21	0.4%		
42	Wholesale Trade	396	\$38,598	0.33	91	2.6%	405	155	257	-7	-0.2%		
51	Information	368	\$38,238	0.60	-44	-1.1%	340	128	224	-12	-0.3%		
11	Agriculture, Forestry, Fishing and Hunting	212	\$11,513	0.50	-5	-0.2%	251	102	134	15	0.7%		
22	Utilities	171	\$78,686	1.05	-20	-1.1%	166	57	101	9	0.5%		
55	Management of Companies and Enterprises	107	\$87,062	0.23	-147	-8.3%	107	37	63	7	0.7%		
21	Mining, Quarrying, and Oil and Gas Extraction	30	\$31,602	0.22	-27	-6.2%	28	10	20	-2	-0.7%		
	Total - All Industries	31,433	\$31,252	1.00	1,388	0.5%	37,027	15,085	20,137	1,806	0.6%		

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 2018Q3 with preliminary estimates updated to 2019Q1. Forecast employment growth uses national projections adapted for regional growth patterns.



Occupation Snapshot

The largest major occupation group in the Branson, MO μ SA is Food Preparation and Serving Related Occupations, employing 5,551 workers. The next-largest occupation groups in the region are Sales and Related Occupations (5,039 workers) and Office and Administrative Support Occupations (4,452). 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 Building and Grounds Cleaning and Maintenance Occupations (LQ = 2.11), Food Preparation and Serving Related Occupations (2.07), and Arts, Design, Entertainment, Sports, and Media Occupations (1.67).

Occupation groups in the Branson, MO µSA with the highest average wages per worker are Management Occupations (\$75,900), Legal Occupations (\$69,800), and Healthcare Practitioners and Technical Occupations (\$66,800). The unemployment rate in the region varied among the major groups from 2.8% among Community and Social Service Occupations to 21.9% among Farming, Fishing, and Forestry Occupations.

Over the next 10 years, the fastest growing occupation group in the Branson, MO μ SA 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 (+430 jobs) and Personal Care and Service Occupations (+211). 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 (9,732 jobs) and Sales and Related Occupations (6,981).

Occupation Snapshot in Branson, MO µSA, 2019q1

				Cu	urrent			10-Year	History Avg Ann	10-Year Forecast				
		Four Qu	arters Ending 2019q1	ers Ending with 19q12019q1				Total Change	% Chg in Empl	Separations			Growth	
soc	Occupation	Empl	Avg Ann Wages ¹	LQ	Unempl	Unempl Rate	Online Job Ads ²	Empl	Region	Total New Demand	Exits	Transfer	Empl	Avg Ann Rate
35-0000	Food Preparation and Serving Related	5,551	\$21,300	2.07	656	13.1%	373	400	0.8%	10,162	4,250	5,482	430	0.7%
41-0000	Sales and Related	5,039	\$30,500	1.60	452	10.2%	510	276	0.6%	6,958	3,105	3,876	-24	0.0%
43-0000	Office and Administrative Support	4,452	\$30,100	0.98	338	8.3%	270	251	0.6%	5,120	2,325	2,823	-27	-0.1%
37-0000	Building and Grounds Cleaning and Maintenance	2,301	\$24,300	2.11	264	12.9%	191	309	1.5%	3,141	1,556	1,430	155	0.7%
11-0000	Management	1,543	\$75,900	0.81	47	3.9%	70	-115	-0.7%	1,373	464	799	109	0.7%
39-0000	Personal Care and Service	1,530	\$24,200	1.15	180	12.5%	113	224	1.6%	2,995	1,391	1,392	211	1.3%
25-0000	Education, Training, and Library	1,395	\$44,400	0.79	44	4.0%	29	261	2.1%	1,334	615	595	123	0.9%
49-0000	Installation, Maintenance, and Repair	1,340	\$35,800	1.11	77	6.4%	87	-45	-0.3%	1,425	514	807	104	0.8%
53-0000	Transportation and Material Moving	1,309	\$32,000	0.60	134	10.4%	88	186	1.5%	1,682	672	942	68	0.5%
29-0000	Healthcare Practitioners and Technical	1,188	\$66,800	0.67	40	3.9%	133	165	1.5%	855	334	337	184	1.4%
47-0000	Construction and Extraction	951	\$42,500	0.65	118	12.6%	19	-577	-4.6%	1,091	354	637	100	1.0%
27-0000	Arts, Design, Entertainment, Sports, and Media	932	\$39,600	1.67	59	9.3%	27	-198	-1.9%	891	399	483	9	0.1%
13-0000	Business and Financial Operations	857	\$56,500	0.52	34	5.6%	33	-62	-0.7%	871	267	534	70	0.8%



Occupation Snapshot in Branson, MO µSA, 2019q1

				Cı	urrent			10-Year	History	10-Year Forecast				
		Four Quarters Ending with 2019q12019q1-			9q1		Total Change	Avg Ann % Chg in Empl				Growth		
soc	Occupation	Empl	Avg Ann Wages ¹	LQ	Unempl	Unempl Rate	Online Job Ads ²	Empl	Region	Total New Demand	Exits	Transfer	Empl	Avg Ann Rate
51-0000	Production	785	\$31,500	0.41	69	8.5%	42	84	1.1%	903	368	539	-4	-0.1%
31-0000	Healthcare Support	560	\$27,100	0.64	33	6.0%	62	140	2.9%	814	352	332	130	2.1%
33-0000	Protective Service	532	\$31,600	0.79	53	10.5%	46	-25	-0.5%	784	387	369	28	0.5%
21-0000	Community and Social Service	417	\$41,400	0.82	9	2.8%	23	127	3.7%	551	182	297	72	1.6%
15-0000	Computer and Mathematical	350	\$66,500	0.38	15	6.2%	21	27	0.8%	264	64	175	25	0.7%
17-0000	Architecture and Engineering	166	\$63,800	0.31	7	6.3%	3	-41	-2.2%	144	45	82	17	1.0%
23-0000	Legal	88	\$69,800	0.34	3	3.6%	0	-29	-2.8%	65	22	32	11	1.2%
19-0000	Life, Physical, and Social Science	85	\$51,200	0.33	2	3.2%	2	10	1.2%	87	23	54	10	1.1%
45-0000	Farming, Fishing, and Forestry	62	\$33,100	0.31	13	21.9%	0	21	4.1%	92	23	66	3	0.5%
	Total - All Occupations	31,433	\$34,800	1.00	n/a	n/a	2,142	1,388	0.5%	41,601	17,711	22,085	1,806	0.6%

Source: JobsEQ®

Data as of 2019Q1 unless noted otherwise

Note: Figures may not sum due to rounding.

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 2018Q3, imputed where necessary with preliminary estimates updated to 2019Q1. 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.

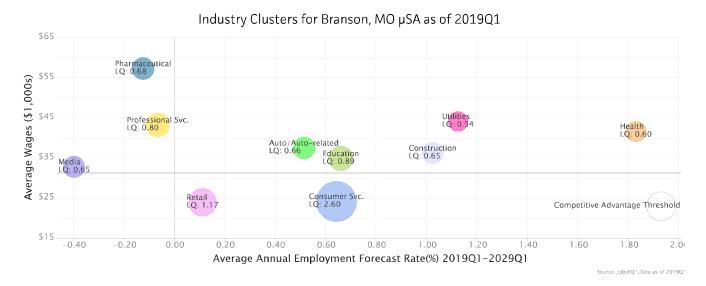


^{1.} Occupation wages are as of 2017 and should be taken as the average for all Covered Employment

^{2.} Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment in that place for queries in this analytic. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list).

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Branson, MO μ SA with the highest relative concentration is Consumer Svc. with a location quotient of 2.60. This cluster employs 12,689 workers in the region with an average wage of \$24,104. Employment in the Consumer Svc. cluster is projected to expand in the region about 0.6% per year over the next ten years.

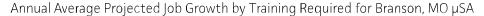


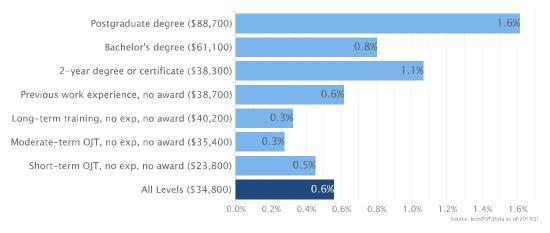
Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2018Q3 with preliminary estimates updated to 2019Q1. Forecast employment growth uses national projections from 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 Branson, MO μ SA is projected to grow 0.6% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.6% per year, those requiring a bachelor's degree are forecast to grow 0.8% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.1% per year.



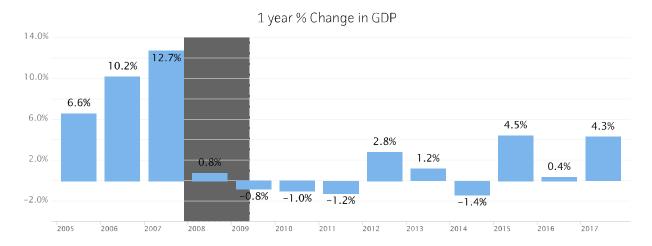


Employment by occupation data are estimates are as of 2019Q1. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.



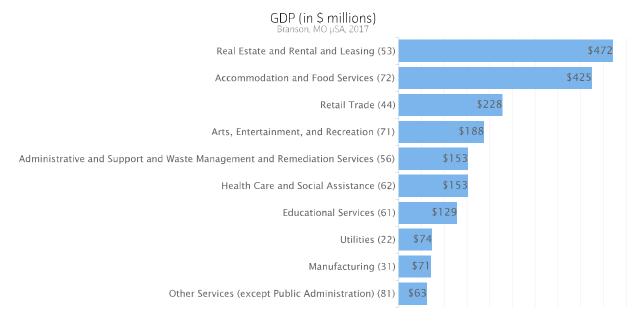
Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2017, nominal GDP in the Branson, MO μ SA expanded 4.3%. This follows growth of 0.4% in 2016. As of 2017, total GDP in the Branson, MO μ SA was \$2,335,354,000.



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2017.

Of the sectors in the Branson, MO μ SA, Real Estate and Rental and Leasing contributed the largest portion of GDP in 2017, \$471,503,000 The next-largest contributions came from Accommodation and Food Services (\$425,111,000); Retail Trade (\$228,371,000); and Arts, Entertainment, and Recreation (\$187,755,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2017.



Region Definition

Branson, MO µSA is defined as the following counties:

Taney County, Missouri



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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