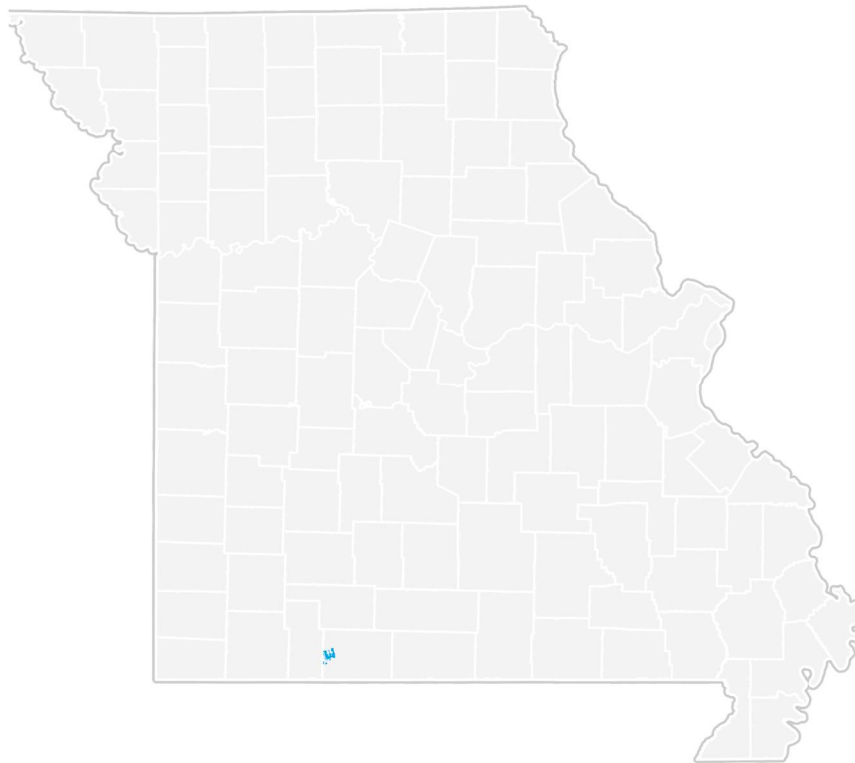


## Economic Overview

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



**July 1, 2019**

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.....	12
FAQ .....	13

# Demographic Profile

The population in the City of Branson, MO was 11,228 per American Community Survey data for 2013-2017.

The region has a civilian labor force of 5,506 with a participation rate of 60.3%. Of individuals 25 to 64 in the City of Branson, MO, 23.6% have a bachelor's degree or higher which compares with 32.3% in the nation.

The median household income in the City of Branson, MO is \$40,738 and the median house value is \$156,600.

## Summary<sup>1</sup>

	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
<b>Demographics</b>						
Population (ACS)	—	—	—	11,228	6,075,300	321,004,407
Male	46.0%	49.1%	49.2%	5,167	2,981,332	158,018,753
Female	54.0%	50.9%	50.8%	6,061	3,093,968	162,985,654
Median Age <sup>2</sup>	—	—	—	41.9	38.4	37.8
Under 18 Years	20.3%	22.9%	22.9%	2,283	1,389,409	73,601,279
18 to 24 Years	10.1%	9.6%	9.7%	1,135	585,682	31,131,484
25 to 34 Years	10.8%	13.3%	13.7%	1,213	805,939	44,044,173
35 to 44 Years	12.4%	12.0%	12.7%	1,394	730,170	40,656,419
45 to 54 Years	11.0%	13.3%	13.4%	1,240	805,345	43,091,143
55 to 64 Years	11.9%	13.2%	12.7%	1,339	802,723	40,747,520
65 to 74 Years	12.9%	9.0%	8.6%	1,451	544,197	27,503,389
75 Years, and Over	10.4%	6.8%	6.3%	1,173	411,835	20,229,000
Race: White	85.6%	82.4%	73.0%	9,615	5,004,537	234,370,202
Race: Black or African American	3.5%	11.6%	12.7%	389	703,061	40,610,815
Race: American Indian and Alaska Native	0.4%	0.4%	0.8%	44	25,933	2,632,102
Race: Asian	2.2%	1.9%	5.4%	252	112,959	17,186,320
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	2	6,336	570,116
Race: Some Other Race	5.4%	1.2%	4.8%	610	71,084	15,553,808
Race: Two or More Races	2.8%	2.5%	3.1%	316	151,390	10,081,044
Hispanic or Latino (of any race)	9.4%	4.0%	17.6%	1,057	244,420	56,510,571
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	60.3%	63.1%	63.3%	5,506	3,043,312	161,159,470
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	81.6%	82.0%	81.6%	3,139	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	6.6%	5.8%	4.9%	417	214,484	9,667,749
Veterans Labor Force Participation Rate and Size, Age 18-64	56.4%	73.3%	75.8%	235	157,134	7,326,514
Median Household Income <sup>2</sup>	—	—	—	\$40,738	\$51,542	\$57,652
Per Capita Income	—	—	—	\$21,614	\$28,282	\$31,177
Poverty Level (of all people)	20.0%	14.6%	14.6%	2,215	861,679	45,650,345
Households Receiving Food Stamps/SNAP	12.6%	12.2%	12.6%	637	291,916	15,029,498
Mean Commute Time (minutes)	—	—	—	19.8	23.5	26.4
Commute via Public Transportation	1.1%	1.5%	5.1%	56	41,877	7,607,907
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	7.6%	9.2%	11.4%	393	290,557	19,230,541

## Summary<sup>1</sup>

	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
High School Graduate	29.9%	28.9%	26.0%	1,549	907,184	43,784,920
Some College, No Degree	33.0%	23.0%	21.2%	1,709	723,304	35,803,629
Associate's Degree	6.0%	8.7%	9.0%	313	274,211	15,199,517
Bachelor's Degree	17.4%	19.2%	20.5%	900	604,680	34,602,913
Postgraduate Degree	6.2%	10.9%	11.8%	322	344,241	19,917,735
<b>Housing</b>						
Total Housing Units	—	—	—	8,838	2,763,250	135,393,564
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$156,600	\$145,400	\$193,500
Homeowner Vacancy	3.0%	1.9%	1.7%	61	31,770	1,346,331
Rental Vacancy	8.6%	6.7%	6.1%	288	57,886	2,838,344
Renter-Occupied Housing Units (% of Occupied Units)	60.7%	33.1%	36.2%	3,057	788,878	42,992,786
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	10.6%	7.0%	8.8%	532	167,957	10,468,418
<b>Social</b>						
Enrolled in Grade 12 (% of total population)	0.3%	1.3%	1.4%	36	77,901	4,437,324
Disconnected Youth <sup>4</sup>	8.7%	2.6%	2.7%	31	8,384	456,548
Children in Single Parent Families (% of all children)	49.4%	34.1%	34.5%	1,065	446,272	24,106,567
With a Disability, Age 18-64	11.6%	12.7%	10.3%	734	463,456	20,276,199
With a Disability, Age 18-64, Labor Force Participation Rate and Size	47.7%	40.5%	41.4%	350	187,659	8,395,884
Foreign Born	7.4%	4.0%	13.4%	827	242,835	43,028,127
Speak English Less Than Very Well (population 5 yrs and over)	4.2%	2.2%	8.5%	437	122,608	25,654,421
<b>Union Membership</b>						
Total <sup>3</sup>	3.7%	8.8%	10.7%	—	—	—
Private Sector <sup>3</sup>	3.3%	7.2%	6.4%	—	—	—
Manufacturing <sup>3</sup>	15.6%	14.4%	8.7%	—	—	—
Public Sector <sup>3</sup>	11.9%	18.2%	35.1%	—	—	—

Source: [JobsEQ®](#)

1. American Community Survey 2013-2017, unless noted otherwise

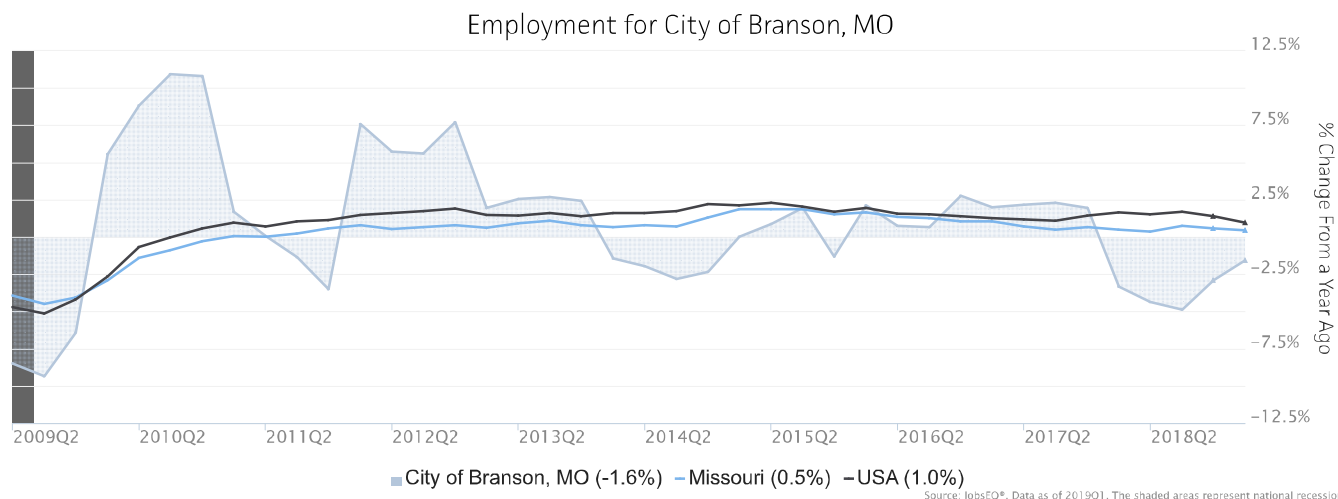
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

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

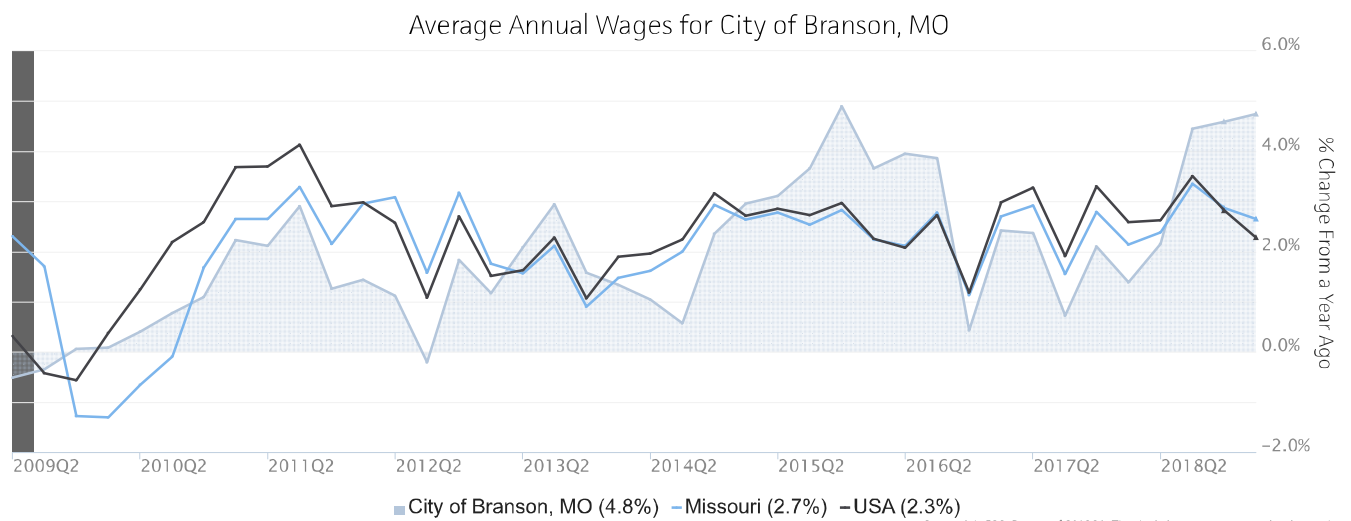
As of 2019Q1, total employment for the City of Branson, MO was 19,062 (based on a four-quarter moving average). Over the year ending 2019Q1, employment declined 1.6% in the region.



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.

# Wage Trends

The average worker in the City of Branson, MO earned annual wages of \$31,527 as of 2019Q1. Average annual wages per worker increased 4.8% 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 13.1% 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	\$31,527	86.9	\$36,293
Missouri	\$47,727	87.8	\$54,363
USA	\$55,825	100.0	\$55,825

Source: [JobsEQ®](#)

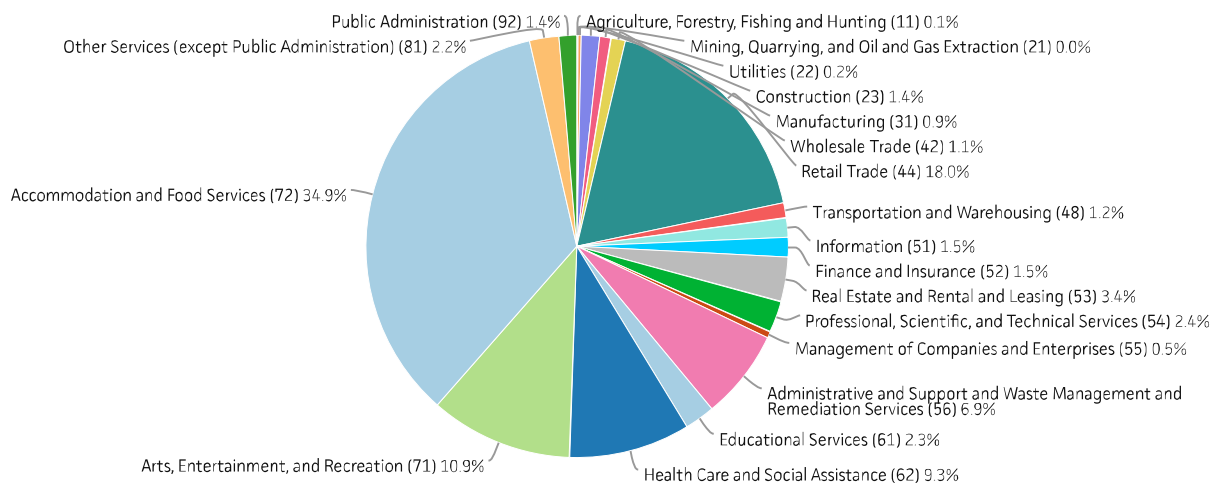
Data as of 2019Q1

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

# Industry Snapshot

The largest sector in the City of Branson, MO is Accommodation and Food Services, employing 6,646 workers. The next-largest sectors in the region are Retail Trade (3,431 workers) and Arts, Entertainment, and Recreation (2,083). 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 = 5.47), Accommodation and Food Services (3.87), and Real Estate and Rental and Leasing (1.96).

Total Workers for City of Branson, MO by Industry



Source: JobsEQ<sup>2</sup>, Data as of 2019Q1

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 City of Branson, MO with the highest average wages per worker are Management of Companies and Enterprises (\$87,014), Finance and Insurance (\$53,975), and Utilities (\$49,366). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Accommodation and Food Services (+1,129 jobs), Administrative and Support and Waste Management and Remediation Services (+415), and Health Care and Social Assistance (+400).

Over the next 10 years, employment in the City of Branson, MO is projected to expand by 959 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+378 jobs), Health Care and Social Assistance (+314), and Arts, Entertainment, and Recreation (+168).

NAICS	Industry	Current			10-Year History		10-Year Forecast				
		Four Quarters Ending with 2019Q1			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
72	Accommodation and Food Services	6,646	\$23,903	3.87	1,129	1.9%	11,431	4,894	6,159	378	0.6%
44	Retail Trade	3,431	\$22,635	1.72	398	1.2%	4,612	2,025	2,562	25	0.1%
71	Arts, Entertainment, and Recreation	2,083	\$21,973	5.47	-235	-1.1%	3,197	1,361	1,669	168	0.8%
62	Health Care and Social Assistance	1,773	\$42,880	0.65	400	2.6%	2,117	886	917	314	1.6%
56	Administrative and Support and Waste Management and Remediation Services	1,309	\$43,765	1.06	415	3.9%	1,463	633	859	-28	-0.2%
53	Real Estate and Rental and Leasing	645	\$33,605	1.96	45	0.7%	675	302	359	13	0.2%
54	Professional, Scientific, and Technical Services	459	\$38,709	0.36	9	0.2%	370	144	242	-16	-0.4%
61	Educational Services	442	\$35,190	0.28	108	2.8%	435	200	216	18	0.4%
81	Other Services (except Public Administration)	427	\$26,630	0.51	-473	-7.2%	528	228	272	28	0.6%
52	Finance and Insurance	292	\$53,975	0.39	-7	-0.2%	281	106	171	4	0.1%
51	Information	280	\$38,332	0.75	25	0.9%	260	97	170	-8	-0.3%
23	Construction	271	\$36,258	0.25	-502	-10.0%	310	100	179	30	1.1%
92	Public Administration	260	\$35,608	0.29	42	1.8%	255	103	140	11	0.4%
48	Transportation and Warehousing	222	\$33,060	0.26	-29	-1.2%	266	105	141	20	0.9%
42	Wholesale Trade	208	\$38,796	0.29	83	5.2%	207	81	134	-7	-0.4%
31	Manufacturing	162	\$37,594	0.10	49	3.6%	165	62	106	-3	-0.2%
55	Management of Companies and Enterprises	94	\$87,014	0.33	-43	-3.7%	94	32	55	6	0.7%
22	Utilities	41	\$49,366	0.41	-3	-0.6%	42	14	24	4	0.9%
11	Agriculture, Forestry, Fishing and Hunting	16	\$12,313	0.06	-8	-4.0%	20	8	10	1	0.8%
21	Mining, Quarrying, and Oil and Gas Extraction	2	\$31,088	0.02	1	4.8%	2	1	1	0	-0.6%
Total - All Industries		19,062	\$31,527	1.00	1,404	0.8%	22,248	9,117	12,171	959	0.5%

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 City of Branson, MO is Food Preparation and Serving Related Occupations, employing 4,312 workers. The next-largest occupation groups in the region are Sales and Related Occupations (3,408 workers) and Office and Administrative Support Occupations (2,609). 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 = 2.65), Building and Grounds Cleaning and Maintenance Occupations (2.29), and Arts, Design, Entertainment, Sports, and Media Occupations (1.85).

Occupation groups in the City of Branson, MO with the highest average wages per worker are Management Occupations (\$76,700), Healthcare Practitioners and Technical Occupations (\$70,900), and Legal Occupations (\$68,700). The unemployment rate in the region varied among the major groups from 2.8% among Community and Social Service Occupations to 17.1% among Farming, Fishing, and Forestry Occupations.

Over the next 10 years, the fastest growing occupation group in the City of Branson, MO is expected to be Community and Social Service Occupations with a +2.0% 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 (+327 jobs) and Healthcare Practitioners and Technical Occupations (+121). 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 (7,577 jobs) and Sales and Related Occupations (4,747).

Occupation Snapshot in City of Branson, MO, 2019q1

SOC      Occupation		Current					10-Year History		10-Year Forecast				
		Four Quarters Ending with					Total Change	Avg Ann % Chg in Empl					
		2019q1											
		-----2019q1-----											
Empl	Avg Ann Wages¹	LQ	Unempl	Unempl Rate	Empl	Region	Total New Demand	--Separations--		---Growth---		Avg Ann Rate	
35-0000	Food Preparation and Serving Related	4,312	\$21,300	2.65	178	13.0%	566	1.4%	7,904	3,300	4,277	327	0.7%
41-0000	Sales and Related	3,408	\$29,700	1.79	115	10.2%	464	1.5%	4,711	2,117	2,630	-36	-0.1%
43-0000	Office and Administrative Support	2,609	\$29,800	0.94	82	8.4%	205	0.8%	3,025	1,362	1,689	-26	-0.1%
37-0000	Building and Grounds Cleaning and Maintenance	1,512	\$24,000	2.29	64	12.8%	250	1.8%	2,046	1,032	928	86	0.6%
39-0000	Personal Care and Service	943	\$24,200	1.16	47	13.0%	31	0.3%	1,877	880	889	108	1.1%
29-0000	Healthcare Practitioners and Technical	830	\$70,900	0.77	8	3.9%	137	1.8%	579	233	225	121	1.4%
11-0000	Management	802	\$76,700	0.70	12	4.1%	1	0.0%	720	222	449	49	0.6%
49-0000	Installation, Maintenance, and Repair	746	\$34,400	1.02	16	6.2%	5	0.1%	781	290	446	45	0.6%
27-0000	Arts, Design, Entertainment, Sports, and Media	628	\$39,600	1.85	16	10.5%	-142	-2.0%	589	266	323	0	0.0%
53-0000	Transportation and Material Moving	604	\$29,700	0.46	28	10.2%	31	0.5%	772	313	434	25	0.4%
13-0000	Business and Financial Operations	504	\$55,900	0.51	8	5.5%	-6	-0.1%	506	157	312	36	0.7%
25-0000	Education, Training, and Library	418	\$39,700	0.39	9	4.0%	58	1.5%	404	191	182	31	0.7%
51-0000	Production	334	\$30,200	0.29	11	8.1%	74	2.5%	392	169	225	-2	-0.1%
31-0000	Healthcare Support	320	\$27,900	0.60	6	6.0%	65	2.3%	454	195	191	68	1.9%
33-0000	Protective Service	305	\$29,900	0.75	12	11.1%	-10	-0.3%	475	237	225	14	0.4%

### Occupation Snapshot in City of Branson, MO, 2019q1

SOC	Occupation	Current					10-Year History		10-Year Forecast				
		Four Quarters Ending with 2019q1			-----2019q1-----		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
47-0000	Construction and Extraction	297	\$42,400	0.34	19	11.9%	-335	-7.3%	336	111	197	29	0.9%
15-0000	Computer and Mathematical	176	\$66,200	0.31	3	6.4%	11	0.7%	127	32	87	8	0.5%
21-0000	Community and Social Service	145	\$39,100	0.47	2	2.8%	17	1.2%	196	61	104	31	2.0%
17-0000	Architecture and Engineering	71	\$62,600	0.22	1	6.2%	-9	-1.2%	62	19	35	8	1.0%
23-0000	Legal	52	\$68,700	0.33	0	n/a	-9	-1.5%	38	13	19	6	1.0%
19-0000	Life, Physical, and Social Science	32	\$52,200	0.20	0	n/a	1	0.4%	32	8	20	4	1.1%
45-0000	Farming, Fishing, and Forestry	15	\$35,100	0.12	1	17.1%	-1	-0.8%	22	6	16	1	0.4%
<b>Total - All Occupations</b>		<b>19,062</b>	<b>\$33,100</b>	<b>1.00</b>	<b>n/a</b>	<b>n/a</b>	<b>1,404</b>	<b>0.8%</b>	<b>26,047</b>	<b>11,213</b>	<b>13,904</b>	<b>930</b>	<b>0.5%</b>

Source: [JobsEQ®](#)

Data as of 2019Q1 unless noted otherwise

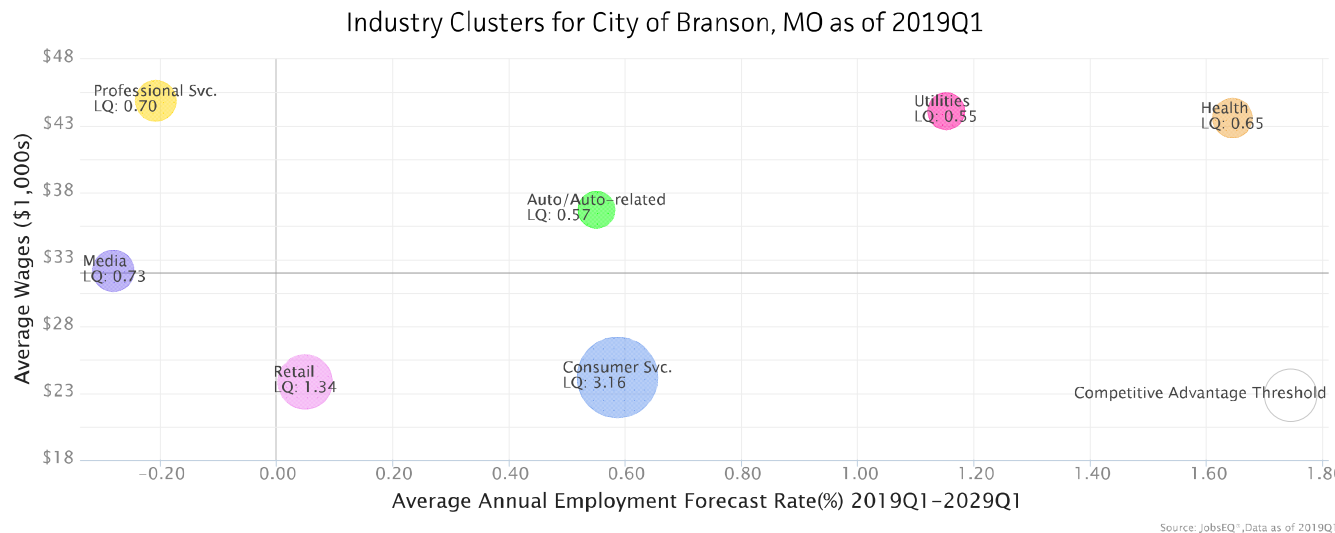
Note: Figures may not sum due to rounding.

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 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.

# 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 3.16. This cluster employs 9,367 workers in the region with an average wage of \$23,686. Employment in the Consumer Svc. cluster is projected to expand in the region about 0.6% per year over the next ten years.

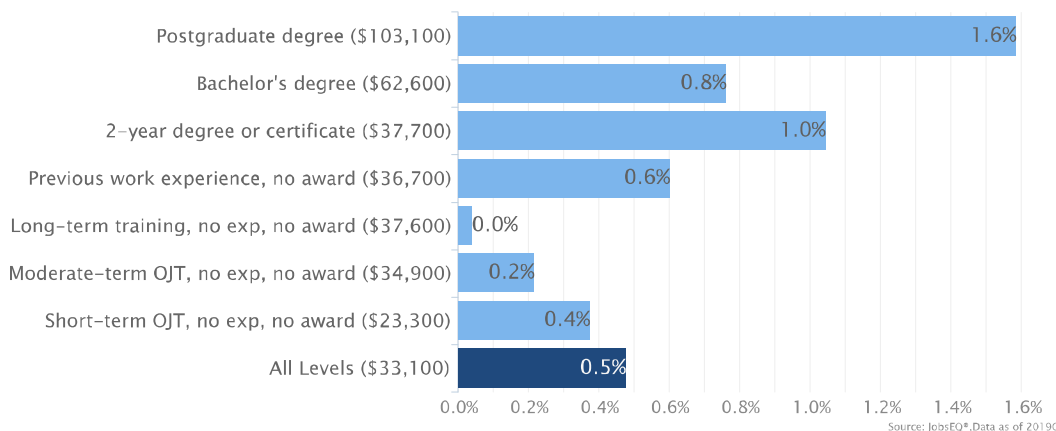


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2018Q3 with preliminary estimates updated to 2019Q1. Forecast employment growth uses national projections from 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 City of Branson, MO is projected to grow 0.5% 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 1.0% per year.

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



Employment by occupation data are estimates 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.

# 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.



J O B S e Q

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