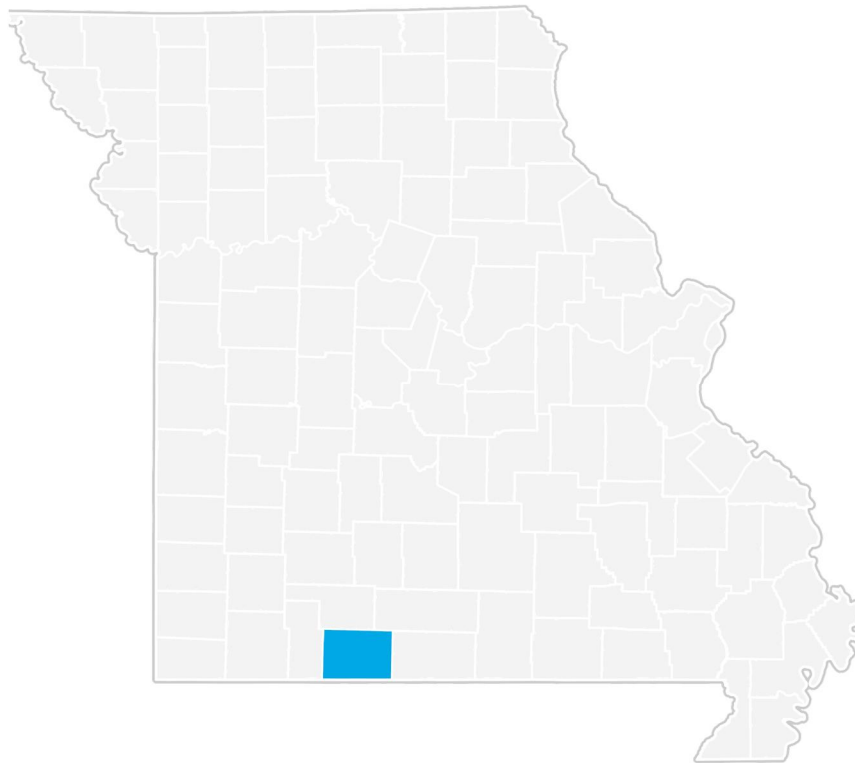


Economic Overview

Branson, MO μ SA



October 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 μSA, 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 μSA is \$39,661 and the median house value is \$124,400.

Summary¹

	Percent			Value		
	Branson, MO μSA	Missouri	USA	Branson, MO 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) ⁴	—	—	—	55,852	6,126,452	327,167,434
Population Annual Average Growth ⁴	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
Commute via Public Transportation	0.7%	1.5%	5.1%	161	41,877	7,607,907
Educational Attainment, Age 25-64						

Summary¹

	Percent			Value		
	Branson, MO μSA	Missouri	USA	Branson, MO μSA	Missouri	USA
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 ³	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

Source: [JobsEQ®](#)

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

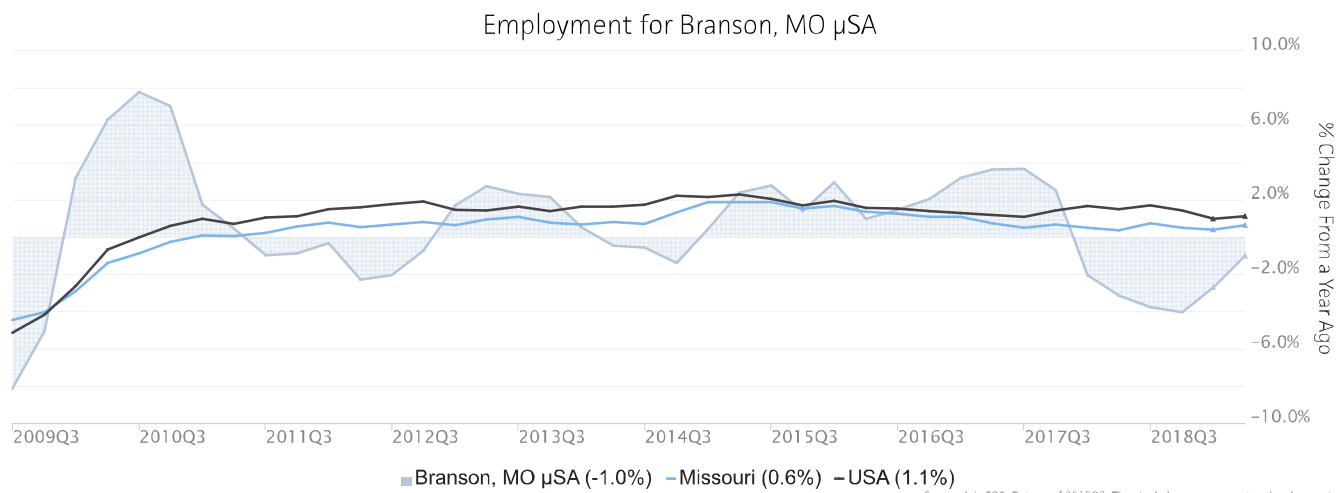
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. 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.

4. Census 2018, annual average growth rate since 2008

Employment Trends

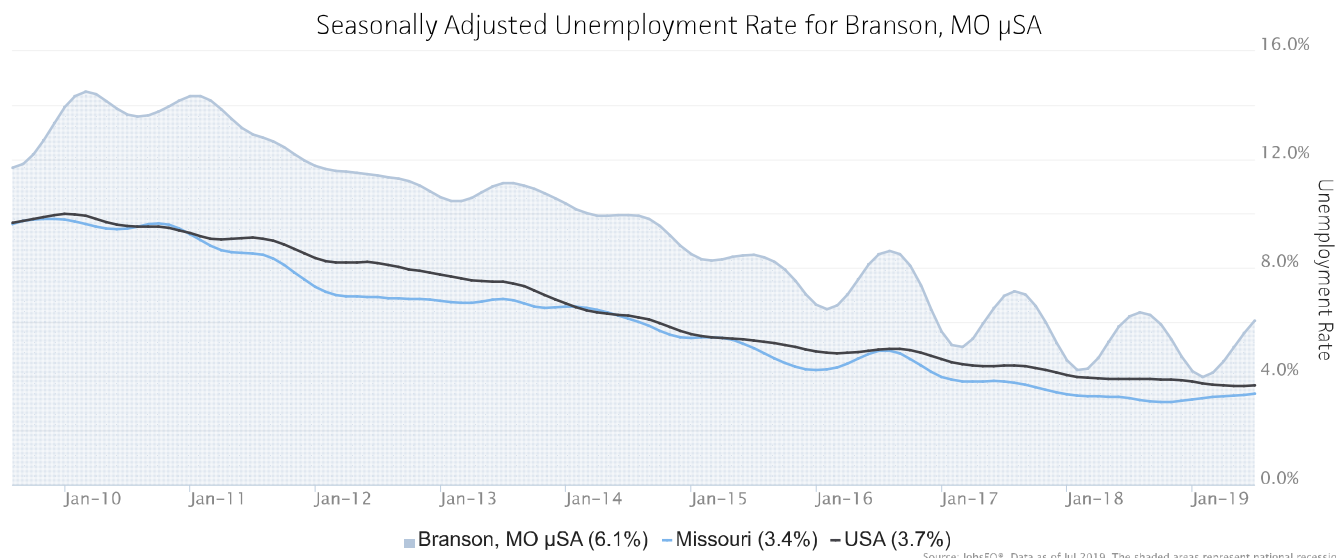
As of 2019Q2, total employment for the Branson, MO μ SA was 31,104 (based on a four-quarter moving average). Over the year ending 2019Q2, employment declined 1.0% in the region.



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 2018Q4 with preliminary estimates updated to 2019Q2.

Unemployment Rate

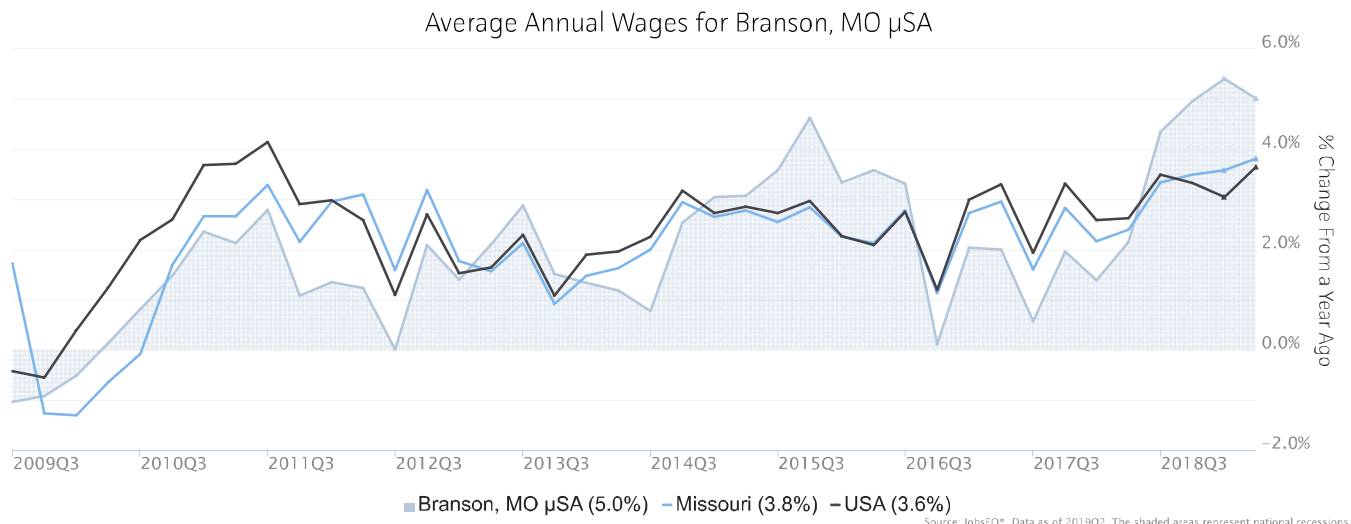
The seasonally adjusted unemployment rate for the Branson, MO μ SA was 6.1% as of July 2019. The regional unemployment rate was higher than the national rate of 3.7%. One year earlier, in July 2018, the unemployment rate in the Branson, MO μ SA was 6.2%.



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

Wage Trends

The average worker in the Branson, MO μSA earned annual wages of \$31,941 as of 2019Q2. Average annual wages per worker increased 5.0% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$57,025 in the nation as of 2019Q2.



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 2018Q4 with preliminary estimates updated to 2019Q2.

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 15.9% lower in Branson, MO μSA than the U.S. average.

Cost of Living Information			
	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Branson, MO μSA	\$31,941	84.1	\$37,971
Missouri	\$48,755	87.3	\$55,823
USA	\$57,025	100.0	\$57,025

Source: [JobsEQ®](#)

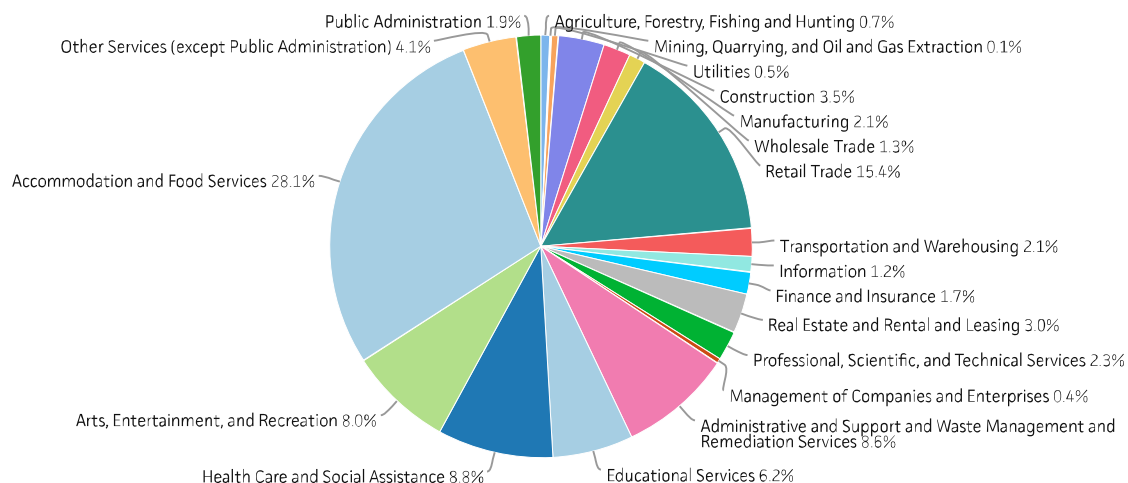
Data as of 2019Q2

Cost of Living per C2ER, data as of 2019q2, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the Branson, MO μ SA is Accommodation and Food Services, employing 8,728 workers. The next-largest sectors in the region are Retail Trade (4,805 workers) and Health Care and Social Assistance (2,751). 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 = 3.98), Accommodation and Food Services (3.11), and Real Estate and Rental and Leasing (1.75).

Total Workers for Branson, MO μ SA by Industry



Source: JobsEQ®, Data as of 2019Q2

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 2018Q4 with preliminary estimates updated to 2019Q2.

Sectors in the Branson, MO μ SA with the highest average wages per worker are Management of Companies and Enterprises (\$86,531), Utilities (\$79,436), and Finance and Insurance (\$54,425). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Administrative and Support and Waste Management and Remediation Services (+1,159 jobs), Accommodation and Food Services (+1,084), and Health Care and Social Assistance (+709).

Over the next 1 year, employment in the Branson, MO μ SA is projected to expand by 166 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 (+50 jobs), Health Care and Social Assistance (+49), and Arts, Entertainment, and Recreation (+20).

NAICS	Industry	Current			10-Year History		1-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
72	Accommodation and Food Services	8,728	\$24,730	3.11	1,084	1.3%	1,465	626	788	50	0.6%
44	Retail Trade	4,805	\$23,055	1.48	-54	-0.1%	646	283	358	5	0.1%
62	Health Care and Social Assistance	2,751	\$42,523	0.62	709	3.0%	309	128	132	49	1.8%
56	Administrative and Support and Waste Management and Remediation Services	2,683	\$44,437	1.34	1,159	5.8%	306	131	178	-3	-0.1%
71	Arts, Entertainment, and Recreation	2,484	\$22,914	3.98	-156	-0.6%	369	157	192	20	0.8%
61	Educational Services	1,919	\$41,366	0.75	420	2.5%	190	86	92	12	0.6%
81	Other Services (except Public Administration)	1,287	\$23,104	0.95	-536	-3.4%	152	67	80	6	0.5%
23	Construction	1,096	\$36,718	0.62	-667	-4.6%	120	39	69	12	1.1%
53	Real Estate and Rental and Leasing	940	\$34,589	1.75	-302	-2.7%	97	44	52	1	0.1%
54	Professional, Scientific, and Technical Services	705	\$38,501	0.34	-71	-1.0%	60	23	38	0	0.0%
48	Transportation and Warehousing	667	\$31,604	0.48	219	4.1%	76	30	41	5	0.8%
31	Manufacturing	640	\$37,239	0.25	-29	-0.4%	65	25	42	-1	-0.2%
92	Public Administration	579	\$36,431	0.40	-16	-0.3%	56	23	31	2	0.4%
52	Finance and Insurance	528	\$54,425	0.43	11	0.2%	52	19	31	2	0.4%
42	Wholesale Trade	392	\$41,868	0.33	92	2.7%	40	16	26	-1	-0.2%
51	Information	369	\$39,599	0.61	-43	-1.1%	35	13	23	-1	-0.3%
11	Agriculture, Forestry, Fishing and Hunting	210	\$11,533	0.50	-11	-0.5%	24	10	13	1	0.7%
22	Utilities	170	\$79,436	1.06	-22	-1.2%	16	6	10	1	0.5%
55	Management of Companies and Enterprises	120	\$86,531	0.26	-130	-7.1%	12	4	7	1	0.6%
21	Mining, Quarrying, and Oil and Gas Extraction	30	\$32,265	0.22	-26	-6.1%	3	1	2	0	-0.7%
Total - All Industries		31,104	\$31,941	1.00	1,630	0.5%	3,567	1,458	1,943	166	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 2018Q4 with preliminary estimates updated to 2019Q2. 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 5,472 workers. The next-largest occupation groups in the region are Sales and Related Occupations (4,768 workers) and Office and Administrative Support Occupations (4,454). 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 = 2.21), Food Preparation and Serving Related Occupations (2.05), and Arts, Design, Entertainment, Sports, and Media Occupations (1.79).

Occupation groups in the Branson, MO μ SA with the highest average wages per worker are Management Occupations (\$82,000), Computer and Mathematical Occupations (\$76,100), and Legal Occupations (\$71,800). The unemployment rate in the region varied among the major groups from 1.6% among Healthcare Practitioners and Technical Occupations to 11.5% among Farming, Fishing, and Forestry Occupations.

Over the next 1 year, the fastest growing occupation group in the Branson, MO μ SA is expected to be Healthcare Support Occupations with a +1.9% 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 (+40 jobs) and Personal Care and Service Occupations (+21). 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 (951 jobs) and Sales and Related Occupations (658).

Occupation Snapshot in Branson, MO μ SA, 2019q2¹

SOC	Occupation	Current						10-Year History		1-Year Forecast				
		Empl	Avg Ann Wages ²	LQ	Unempl	Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
35-0000	Food Preparation and Serving Related	5,472	\$22,700	2.05	325	7.1%	320	282	0.5%	991	416	535	40	0.7%
41-0000	Sales and Related	4,768	\$32,500	1.54	219	5.6%	511	142	0.3%	654	293	365	-4	-0.1%
43-0000	Office and Administrative Support	4,454	\$31,200	1.00	168	4.4%	229	91	0.2%	520	232	290	-3	-0.1%
37-0000	Building and Grounds Cleaning and Maintenance	2,356	\$25,100	2.21	118	6.2%	157	215	1.0%	317	158	145	14	0.6%
11-0000	Management	1,538	\$82,000	0.80	25	2.1%	55	44	0.3%	135	46	79	10	0.7%
39-0000	Personal Care and Service	1,538	\$24,400	1.13	92	6.8%	66	325	2.4%	295	137	137	21	1.3%
25-0000	Education, Training, and Library	1,373	\$46,100	0.79	39	3.6%	21	284	2.3%	129	60	58	11	0.8%
53-0000	Transportation and Material Moving	1,311	\$34,400	0.61	70	5.7%	142	199	1.7%	166	66	94	6	0.4%
29-0000	Healthcare Practitioners and Technical	1,229	\$69,200	0.69	17	1.6%	114	272	2.5%	85	34	34	17	1.4%
49-0000	Installation, Maintenance, and Repair	1,186	\$38,600	0.99	34	3.3%	83	37	0.3%	123	45	71	8	0.7%
27-0000	Arts, Design, Entertainment, Sports, and Media	983	\$40,700	1.79	48	7.2%	18	-304	-2.7%	95	42	51	2	0.2%
13-0000	Business and Financial Operations	946	\$55,800	0.58	24	3.7%	31	86	1.0%	95	29	59	7	0.7%
47-0000	Construction and Extraction	914	\$45,100	0.63	60	7.0%	12	-404	-3.6%	103	33	60	9	1.0%
51-0000	Production	891	\$32,700	0.48	43	5.0%	39	95	1.1%	104	42	62	0	0.0%
31-0000	Healthcare Support	553	\$27,800	0.65	20	3.7%	69	102	2.1%	76	34	32	11	1.9%
33-0000	Protective Service	452	\$34,700	0.67	16	4.1%	29	-19	-0.4%	57	27	28	2	0.5%
21-0000	Community and Social Service	399	\$39,400	0.77	8	2.7%	19	118	3.6%	51	17	28	6	1.5%
15-0000	Computer and Mathematical	371	\$76,100	0.41	7	3.0%	12	86	2.7%	27	7	18	2	0.6%
17-0000	Architecture and Engineering	150	\$69,600	0.28	3	3.3%	3	-30	-1.8%	13	4	7	2	1.0%
23-0000	Legal	89	\$71,800	0.34	1	1.7%	2	-20	-2.0%	6	2	3	1	1.0%
19-0000	Life, Physical, and Social Science	76	\$54,400	0.31	2	3.1%	6	8	1.1%	8	2	5	1	1.0%
45-0000	Farming, Fishing, and Forestry	53	\$33,300	0.27	6	11.5%	1	22	5.6%	8	2	6	0	0.5%

Occupation Snapshot in Branson, MO μSA, 2019q2¹

SOC	Occupation	Current					10-Year History			1-Year Forecast				
		Empl	Avg Ann Wages²	LQ	Unempl	Unempl Rate	Online Job Ads³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
	Total - All Occupations	31,104	\$35,900	1.00	1,343	5.2%	1,939	1,630	0.5%	4,062	1,729	2,168	166	0.5%

Source: [JobsEQ®](#)

Data as of 2019Q2 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

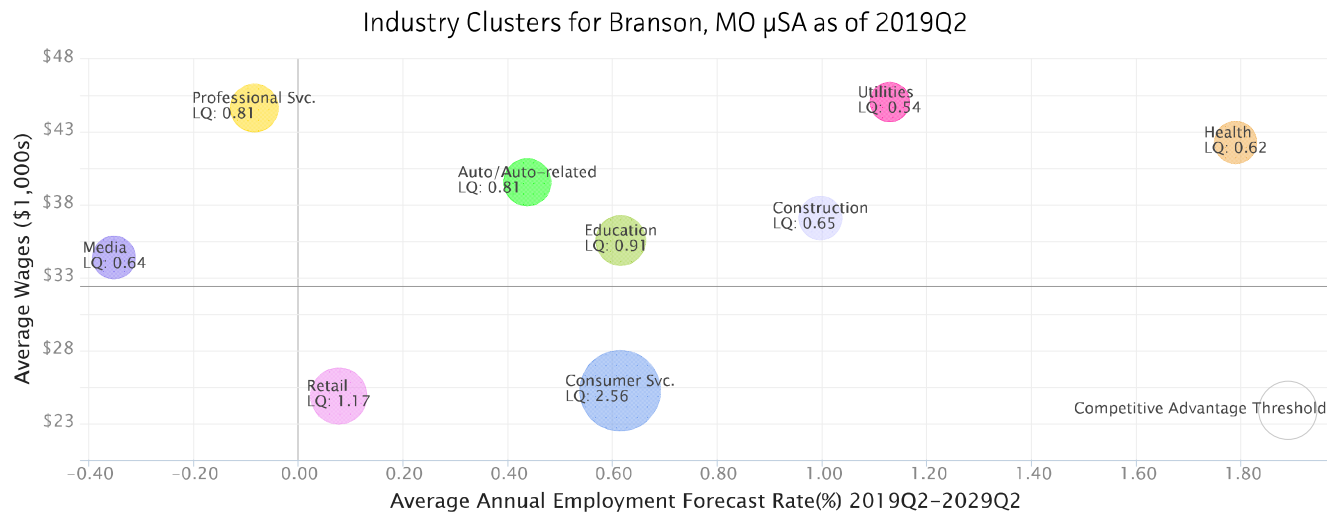
2. Occupation wages are as of 2018 and should be taken as the average for all Covered Employment

3. 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).

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 2018Q4, imputed where necessary with preliminary estimates updated to 2019Q2. Wages by occupation are as of 2018 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 Branson, MO μ SA with the highest relative concentration is Consumer Svc. with a location quotient of 2.56. This cluster employs 12,400 workers in the region with an average wage of \$24,762. Employment in the Consumer Svc. cluster is projected to expand in the region about 0.6% per year over the next ten years.

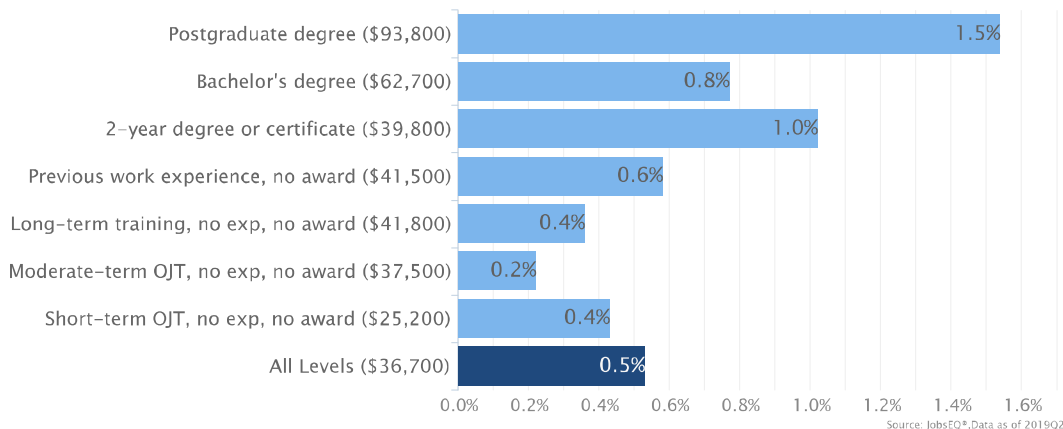


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2018Q4 with preliminary estimates updated to 2019Q2. Forecast employment growth uses national projections from 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 μSA is projected to grow 0.5% 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 0.8% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.0% per year.

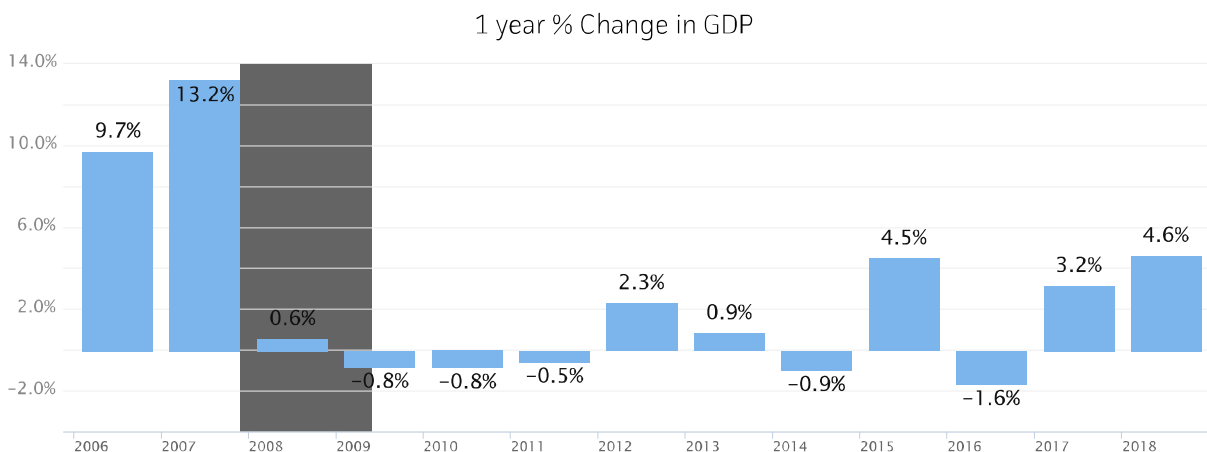
Annual Average Projected Job Growth by Training Required for Branson, MO μSA



Employment by occupation data are estimates as of 2019Q2. 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.

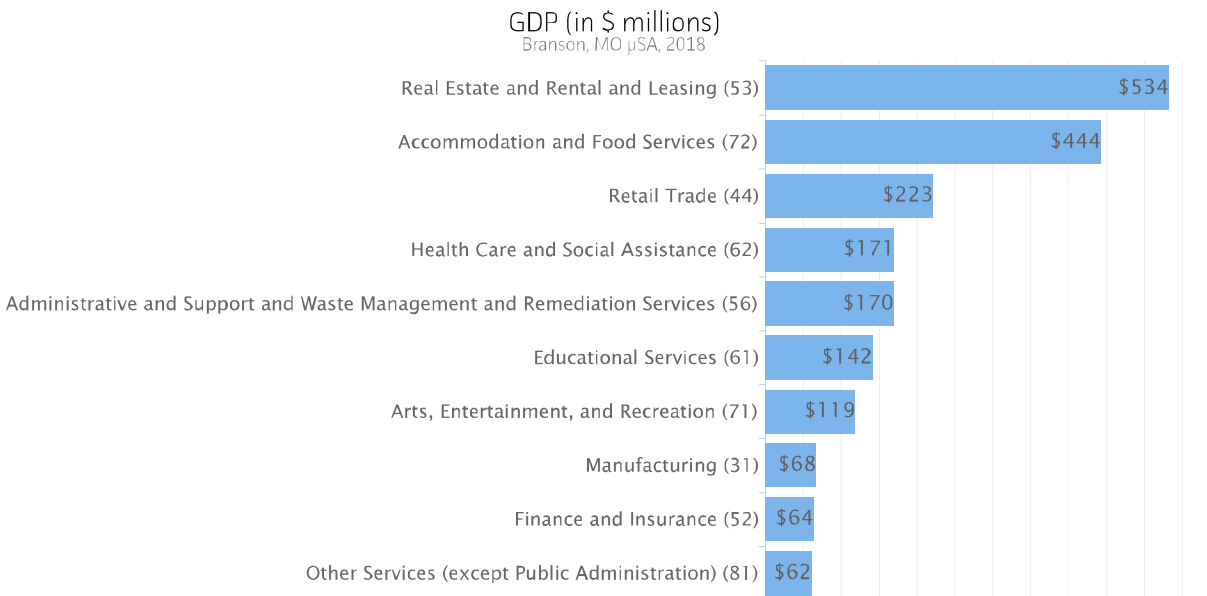
Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2018, nominal GDP in the Branson, MO μSA expanded 4.6%. This follows growth of 3.2% in 2017. As of 2018, total GDP in the Branson, MO μSA was \$2,381,302,000.



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2018.

Of the sectors in the Branson, MO μSA, Real Estate and Rental and Leasing contributed the largest portion of GDP in 2018, \$533,583,000. The next-largest contributions came from Accommodation and Food Services (\$443,988,000); Retail Trade (\$222,569,000); and Health Care and Social Assistance (\$170,538,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2018.

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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