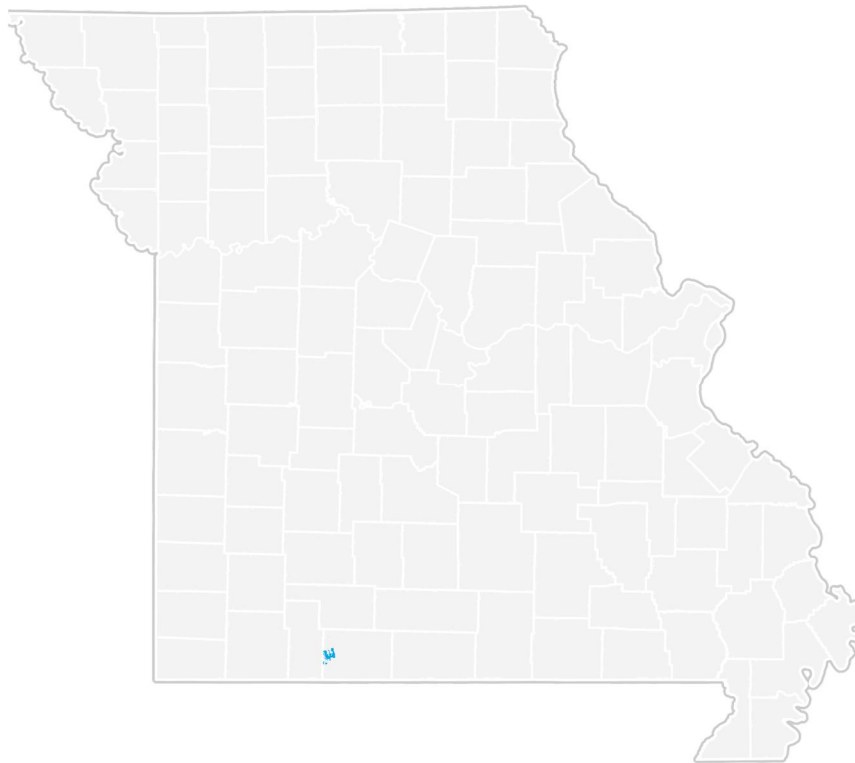


Economic Overview

City of Branson, MO



January 1, 2020

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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.

Summary¹

	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
Demographics						
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 ²	—	—	—	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
Population Growth						
People per Square Mile	—	—	—	—	89.1	92.6
Economic						
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 ²	—	—	—	\$40,738	\$51,542	\$57,652
Per Capita Income	—	—	—	\$21,614	\$28,282	\$31,177
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
Educational Attainment, Age 25-64						
No High School Diploma	7.6%	9.2%	11.4%	393	290,557	19,230,541

Summary¹

	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
Housing						
Total Housing Units	—	—	—	8,838	2,763,250	135,393,564
Median House Value (of owner-occupied units) ²	—	—	—	\$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
Social						
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
Enrolled in Grade 12 (% of total population)	0.3%	1.3%	1.4%	36	77,901	4,437,324
Disconnected Youth ³	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
Uninsured	22.5%	10.4%	10.5%	2,521	621,543	33,177,146
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

Source: [JobsEQ®](#)

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

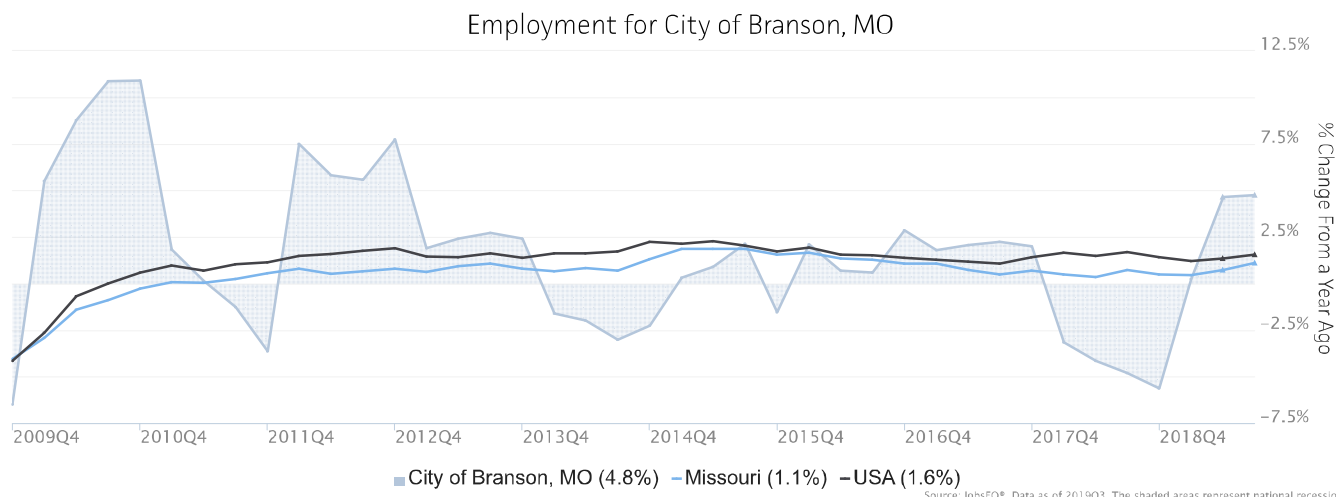
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

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

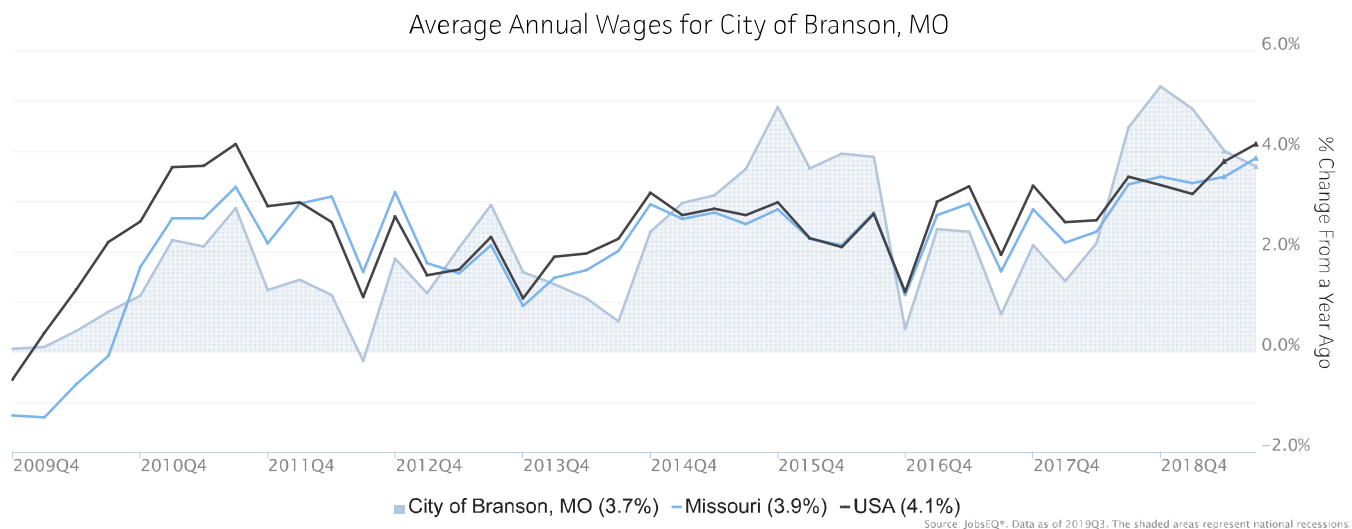
As of 2019Q3, total employment for the City of Branson, MO was 19,452 (based on a four-quarter moving average). Over the year ending 2019Q3, employment increased 4.8% in the region.



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 2019Q1 with preliminary estimates updated to 2019Q3.

Wage Trends

The average worker in the City of Branson, MO earned annual wages of \$32,159 as of 2019Q3. Average annual wages per worker increased 3.7% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$57,681 in the nation as of 2019Q3.



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 2019Q1 with preliminary estimates updated to 2019Q3.

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 13.5% 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	\$32,159	86.5	\$37,193
Missouri	\$49,089	87.4	\$56,154
USA	\$57,681	100.0	\$57,681

Source: [JobsEQ®](#)

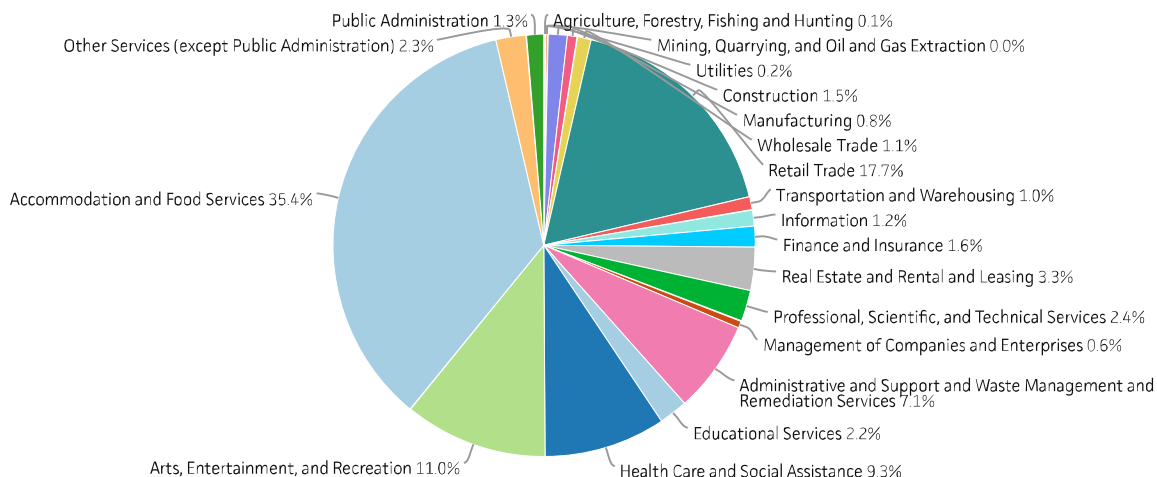
Data as of 2019Q3

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

Industry Snapshot

The largest sector in the City of Branson, MO is Accommodation and Food Services, employing 6,889 workers. The next-largest sectors in the region are Retail Trade (3,446 workers) and Arts, Entertainment, and Recreation (2,134). 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 = 5.50), Accommodation and Food Services (3.93), and Real Estate and Rental and Leasing (1.91).

Total Workers for City of Branson, MO by Industry



Source: JobsEQ®, Data as of 2019Q3

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 2019Q1 with preliminary estimates updated to 2019Q3.

Sectors in the City of Branson, MO with the highest average wages per worker are Management of Companies and Enterprises (\$70,570), Finance and Insurance (\$54,280), and Utilities (\$50,684). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Accommodation and Food Services (+1,455 jobs), Administrative and Support and Waste Management and Remediation Services (+514), and Health Care and Social Assistance (+486).

Over the next 10 years, employment in the City of Branson, MO is projected to expand by 779 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+500 jobs), Health Care and Social Assistance (+258), and Arts, Entertainment, and Recreation (+104).

NAICS	Industry	Current			10-Year History		10-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
72	Accommodation and Food Services	6,889	\$24,395	3.93	1,455	2.4%	12,017	5,098	6,419	500	0.7%
44	Retail Trade	3,446	\$23,123	1.71	449	1.4%	4,374	1,990	2,517	-133	-0.4%
71	Arts, Entertainment, and Recreation	2,134	\$22,691	5.50	58	0.3%	3,170	1,371	1,695	104	0.5%
62	Health Care and Social Assistance	1,812	\$42,379	0.65	486	3.2%	2,077	894	924	258	1.3%
56	Administrative and Support and Waste Management and Remediation Services	1,374	\$43,909	1.10	514	4.8%	1,503	657	897	-50	-0.4%
53	Real Estate and Rental and Leasing	643	\$35,023	1.91	84	1.4%	711	304	365	42	0.6%
54	Professional, Scientific, and Technical Services	467	\$39,046	0.36	72	1.7%	379	145	247	-13	-0.3%
81	Other Services (except Public Administration)	452	\$26,509	0.52	-426	-6.4%	542	239	285	18	0.4%
61	Educational Services	423	\$35,654	0.27	89	2.4%	387	187	202	-2	-0.1%
52	Finance and Insurance	309	\$54,280	0.40	12	0.4%	295	109	180	6	0.2%
23	Construction	286	\$36,129	0.26	-206	-5.3%	326	106	189	31	1.0%
92	Public Administration	262	\$36,197	0.29	49	2.1%	253	103	141	9	0.3%
51	Information	242	\$41,425	0.63	-14	-0.6%	225	83	148	-5	-0.2%
42	Wholesale Trade	205	\$42,113	0.28	85	5.4%	212	81	134	-2	-0.1%
48	Transportation and Warehousing	194	\$33,511	0.22	-51	-2.3%	225	90	122	12	0.6%
31	Manufacturing	146	\$36,832	0.09	21	1.6%	147	55	95	-3	-0.2%
55	Management of Companies and Enterprises	108	\$70,570	0.37	-19	-1.6%	106	37	63	6	0.6%
22	Utilities	37	\$50,684	0.37	-5	-1.3%	37	13	22	3	0.7%
11	Agriculture, Forestry, Fishing and Hunting	20	\$15,653	0.08	-6	-2.6%	21	9	12	0	-0.2%
21	Mining, Quarrying, and Oil and Gas Extraction	2	\$32,904	0.02	1	6.6%	2	1	1	0	0.4%
Total - All Industries		19,452	\$32,159	1.00	2,647	1.5%	22,346	9,214	12,354	779	0.4%

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 2019Q1 with preliminary estimates updated to 2019Q3. 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 4,555 workers. The next-largest occupation groups in the region are Sales and Related Occupations (3,309 workers) and Office and Administrative Support Occupations (2,691). 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 = 2.72), Building and Grounds Cleaning and Maintenance Occupations (2.35), and Arts, Design, Entertainment, Sports, and Media Occupations (2.01).

Occupation groups in the City of Branson, MO with the highest average wages per worker are Management Occupations (\$78,100), Computer and Mathematical Occupations (\$75,900), and Legal Occupations (\$73,500). The unemployment rate in the region varied among the major groups from 1.4% among Healthcare Practitioners and Technical Occupations to 7.3% among Arts, Design, Entertainment, Sports, and Media 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 +1.7% 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 (+515 jobs) and Personal Care and Service Occupations (+105). 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 (8,127 jobs) and Sales and Related Occupations (4,544).

City of Branson, MO, 2019q3¹

SOC	Occupation	Current						10-Year History		10-Year Forecast				
		Empl	Avg Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
35-0000	Food Preparation and Serving Related	4,555	\$22,700	2.72	80	6.3%	n/a	818	2.0%	8,642	3,544	4,583	515	1.1%
41-0000	Sales and Related	3,309	\$32,400	1.72	48	4.9%	n/a	489	1.6%	4,421	2,033	2,511	-123	-0.4%
43-0000	Office and Administrative Support	2,691	\$30,800	0.97	37	3.9%	n/a	282	1.1%	3,020	1,378	1,756	-114	-0.4%
37-0000	Building and Grounds Cleaning and Maintenance	1,580	\$25,200	2.35	25	5.4%	n/a	261	1.8%	2,015	1,048	950	16	0.1%
39-0000	Personal Care and Service	952	\$24,700	1.12	22	6.3%	n/a	153	1.8%	1,865	875	885	105	1.1%
29-0000	Healthcare Practitioners and Technical	854	\$73,400	0.77	3	1.4%	n/a	229	3.2%	555	238	226	91	1.0%
11-0000	Management	832	\$78,100	0.69	5	1.9%	n/a	157	2.1%	749	230	468	51	0.6%
27-0000	Arts, Design, Entertainment, Sports, and Media	702	\$41,600	2.01	12	7.3%	n/a	-188	-2.3%	642	294	362	-14	-0.2%
49-0000	Installation, Maintenance, and Repair	676	\$37,000	0.90	6	2.9%	n/a	88	1.4%	700	260	403	37	0.5%
53-0000	Transportation and Material Moving	613	\$32,000	0.46	12	5.0%	n/a	76	1.3%	780	312	445	23	0.4%
13-0000	Business and Financial Operations	576	\$55,700	0.56	5	3.0%	n/a	132	2.6%	570	179	358	32	0.6%
25-0000	Education, Training, and Library	405	\$40,400	0.37	7	3.3%	n/a	85	2.4%	369	182	175	12	0.3%
51-0000	Production	353	\$31,300	0.30	5	3.8%	n/a	37	1.1%	417	179	241	-3	-0.1%
31-0000	Healthcare Support	323	\$28,800	0.61	3	3.3%	n/a	56	1.9%	431	192	190	49	1.4%
47-0000	Construction and Extraction	283	\$44,300	0.32	8	5.9%	n/a	-138	-3.9%	317	104	187	26	0.9%
33-0000	Protective Service	248	\$34,200	0.59	3	3.8%	n/a	12	0.5%	329	157	163	10	0.4%

City of Branson, MO, 2019q3¹

SOC	Occupation	Current						10-Year History		10-Year Forecast				
		Empl	Avg Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
15-0000	Computer and Mathematical	194	\$75,900	0.34	1	2.5%	n/a	58	3.6%	137	34	95	8	0.4%
21-0000	Community and Social Service	134	\$37,900	0.41	1	2.2%	n/a	28	2.3%	176	56	95	25	1.7%
17-0000	Architecture and Engineering	70	\$67,900	0.21	0	n/a	n/a	4	0.5%	57	18	34	5	0.7%
23-0000	Legal	57	\$73,500	0.35	0	n/a	n/a	1	0.2%	40	14	21	5	0.8%
19-0000	Life, Physical, and Social Science	30	\$55,900	0.20	0	n/a	n/a	4	1.6%	29	8	19	3	0.8%
45-0000	Farming, Fishing, and Forestry	14	\$34,600	0.12	0	n/a	n/a	2	1.8%	20	5	15	0	0.0%
Total - All Occupations		19,452	\$34,900	1.00	284	4.7%	n/a	2,647	1.5%	26,284	11,340	14,182	761	0.4%

Source: [JobsEQ®](#)

Data as of 2019Q3 unless noted otherwise

Note: Figures may not sum due to rounding.

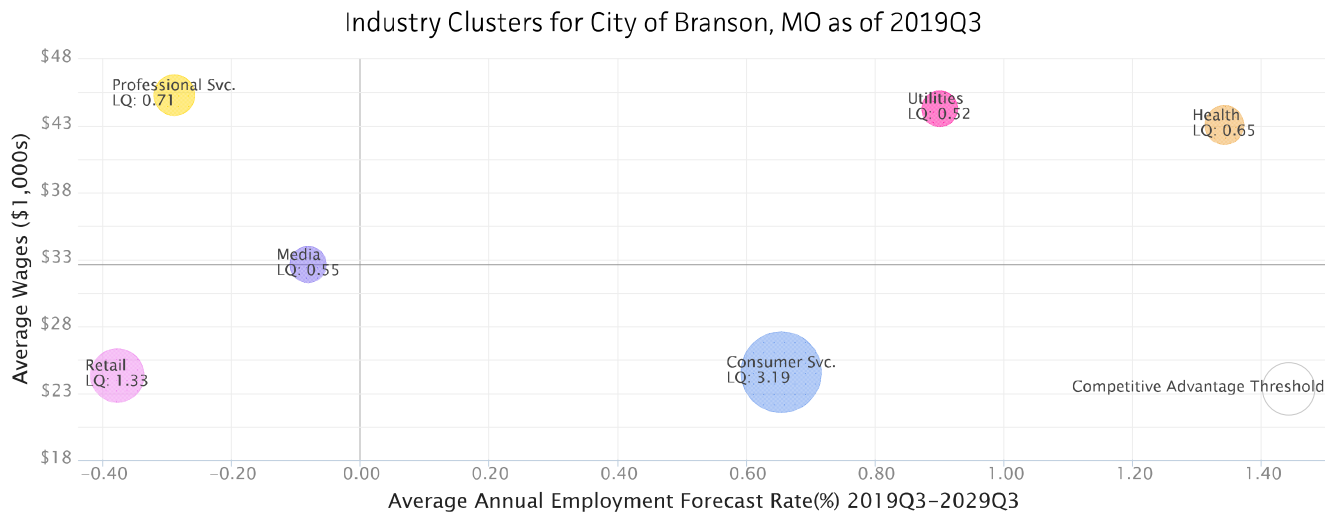
1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data are as of 2018 and represent 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 2019Q1, imputed where necessary with preliminary estimates updated to 2019Q3. 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 City of Branson, MO with the highest relative concentration is Consumer Svc. with a location quotient of 3.19. This cluster employs 9,663 workers in the region with an average wage of \$24,077. Employment in the Consumer Svc. cluster is projected to expand in the region about 0.7% per year over the next ten years.

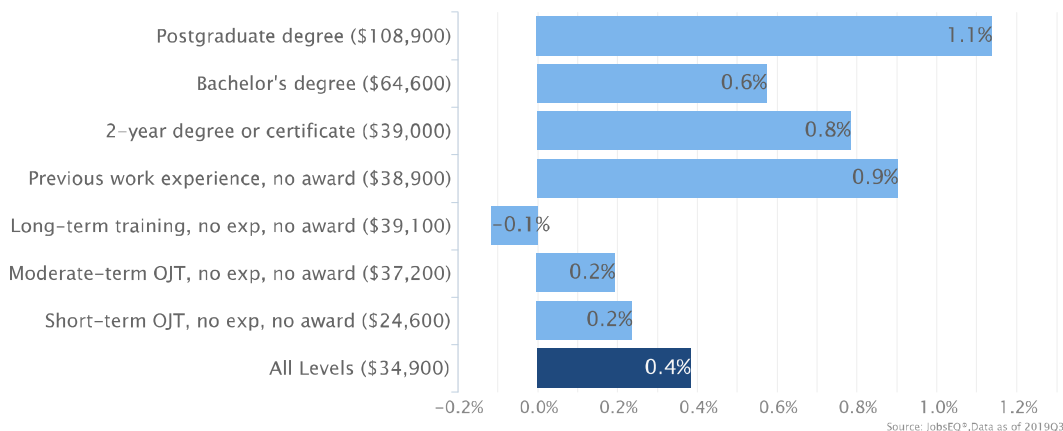


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2019Q1 with preliminary estimates updated to 2019Q3. Forecast employment growth uses national projections from 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 0.4% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.1% per year, those requiring a bachelor's degree are forecast to grow 0.6% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.8% per year.

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



Employment by occupation data are estimates as of 2019Q3. 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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