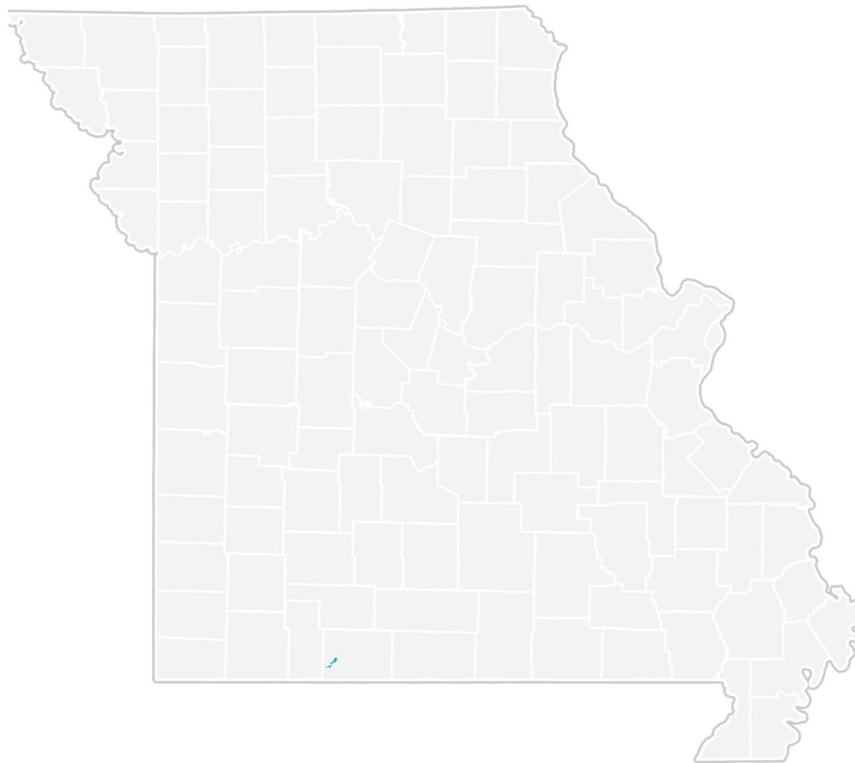


## Economic Overview

### City of Hollister, MO



**January 1, 2020**

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# Demographic Profile

The population in the City of Hollister, MO was 4,475 per American Community Survey data for 2013-2017.

The region has a civilian labor force of 2,194 with a participation rate of 61.9%. Of individuals 25 to 64 in the City of Hollister, MO, 16.8% have a bachelor's degree or higher which compares with 32.3% in the nation.

The median household income in the City of Hollister, MO is \$29,083 and the median house value is \$122,900.

## Summary<sup>1</sup>

	Percent			Value		
	City of Hollister, MO	Missouri	USA	City of Hollister, MO	Missouri	USA
<b>Demographics</b>						
Population (ACS)	—	—	—	4,475	6,075,300	321,004,407
Male	47.3%	49.1%	49.2%	2,116	2,981,332	158,018,753
Female	52.7%	50.9%	50.8%	2,359	3,093,968	162,985,654
Median Age <sup>2</sup>	—	—	—	34.1	38.4	37.8
Under 18 Years	22.1%	22.9%	22.9%	990	1,389,409	73,601,279
18 to 24 Years	14.7%	9.6%	9.7%	659	585,682	31,131,484
25 to 34 Years	13.8%	13.3%	13.7%	619	805,939	44,044,173
35 to 44 Years	9.2%	12.0%	12.7%	413	730,170	40,656,419
45 to 54 Years	15.8%	13.3%	13.4%	708	805,345	43,091,143
55 to 64 Years	6.7%	13.2%	12.7%	301	802,723	40,747,520
65 to 74 Years	8.9%	9.0%	8.6%	400	544,197	27,503,389
75 Years, and Over	8.6%	6.8%	6.3%	385	411,835	20,229,000
Race: White	94.8%	82.4%	73.0%	4,243	5,004,537	234,370,202
Race: Black or African American	0.1%	11.6%	12.7%	3	703,061	40,610,815
Race: American Indian and Alaska Native	2.4%	0.4%	0.8%	107	25,933	2,632,102
Race: Asian	0.0%	1.9%	5.4%	0	112,959	17,186,320
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	0	6,336	570,116
Race: Some Other Race	1.7%	1.2%	4.8%	75	71,084	15,553,808
Race: Two or More Races	1.1%	2.5%	3.1%	47	151,390	10,081,044
Hispanic or Latino (of any race)	8.2%	4.0%	17.6%	366	244,420	56,510,571
<b>Population Growth</b>						
People per Square Mile	—	—	—	—	89.1	92.6
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	61.9%	63.1%	63.3%	2,194	3,043,312	161,159,470
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	79.8%	82.0%	81.6%	1,388	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	12.6%	5.8%	4.9%	341	214,484	9,667,749
Veterans Labor Force Participation Rate and Size, Age 18-64	76.5%	73.3%	75.8%	261	157,134	7,326,514
Median Household Income <sup>2</sup>	—	—	—	\$29,083	\$51,542	\$57,652
Per Capita Income	—	—	—	\$19,891	\$28,282	\$31,177
Mean Commute Time (minutes)	—	—	—	12.9	23.5	26.4
Commute via Public Transportation	0.0%	1.5%	5.1%	0	41,877	7,607,907
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	15.4%	9.2%	11.4%	315	290,557	19,230,541

## Summary<sup>1</sup>

	Percent			Value		
	City of Hollister, MO	Missouri	USA	City of Hollister, MO	Missouri	USA
High School Graduate	35.0%	28.9%	26.0%	715	907,184	43,784,920
Some College, No Degree	26.3%	23.0%	21.2%	537	723,304	35,803,629
Associate's Degree	6.5%	8.7%	9.0%	132	274,211	15,199,517
Bachelor's Degree	13.5%	19.2%	20.5%	275	604,680	34,602,913
Postgraduate Degree	3.3%	10.9%	11.8%	67	344,241	19,917,735
<b>Housing</b>						
Total Housing Units	—	—	—	2,246	2,763,250	135,393,564
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$122,900	\$145,400	\$193,500
Homeowner Vacancy	0.0%	1.9%	1.7%	0	31,770	1,346,331
Rental Vacancy	12.8%	6.7%	6.1%	139	57,886	2,838,344
Renter-Occupied Housing Units (% of Occupied Units)	51.0%	33.1%	36.2%	951	788,878	42,992,786
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	4.3%	7.0%	8.8%	81	167,957	10,468,418
<b>Social</b>						
Poverty Level (of all people)	16.3%	14.6%	14.6%	713	861,679	45,650,345
Households Receiving Food Stamps/SNAP	26.3%	12.2%	12.6%	491	291,916	15,029,498
Enrolled in Grade 12 (% of total population)	2.2%	1.3%	1.4%	100	77,901	4,437,324
Disconnected Youth <sup>3</sup>	20.3%	2.6%	2.7%	30	8,384	456,548
Children in Single Parent Families (% of all children)	23.2%	34.1%	34.5%	192	446,272	24,106,567
Uninsured	14.0%	10.4%	10.5%	613	621,543	33,177,146
With a Disability, Age 18-64	16.3%	12.7%	10.3%	437	463,456	20,276,199
With a Disability, Age 18-64, Labor Force Participation Rate and Size	25.2%	40.5%	41.4%	110	187,659	8,395,884
Foreign Born	1.0%	4.0%	13.4%	44	242,835	43,028,127
Speak English Less Than Very Well (population 5 yrs and over)	0.0%	2.2%	8.5%	0	122,608	25,654,421

Source: [JobsEQ®](#)

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

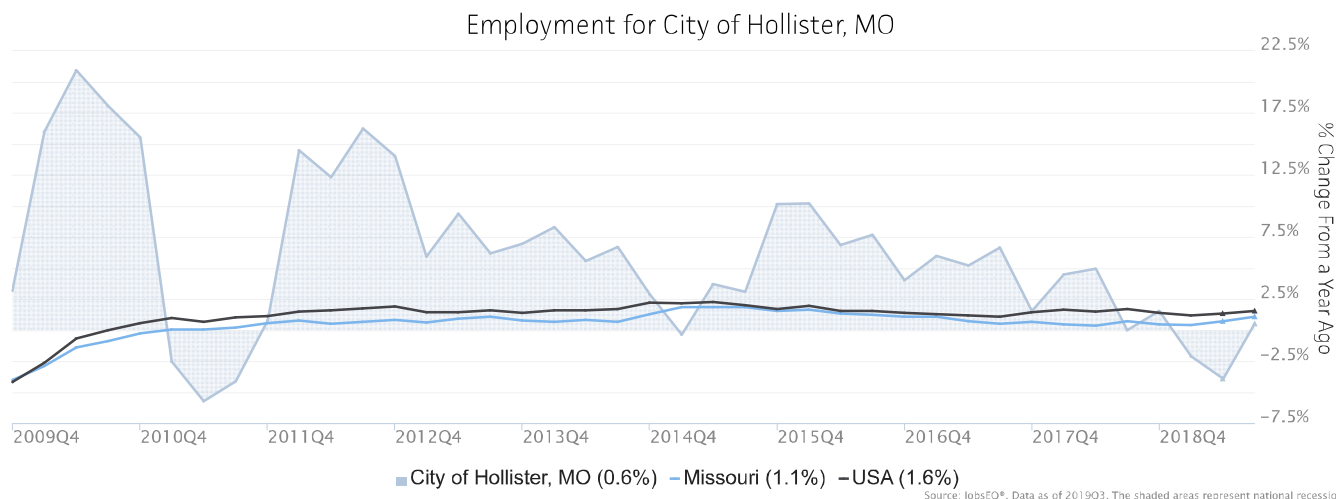
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

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

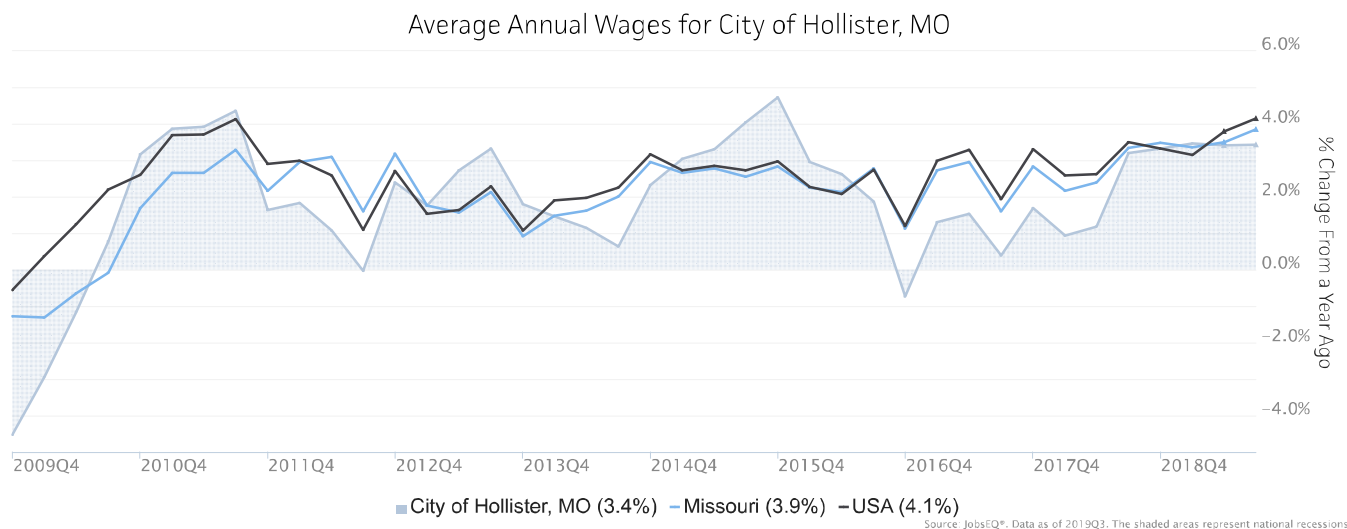
As of 2019Q3, total employment for the City of Hollister, MO was 3,271 (based on a four-quarter moving average). Over the year ending 2019Q3, employment increased 0.6% in the region.



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 2019Q1 with preliminary estimates updated to 2019Q3.

# Wage Trends

The average worker in the City of Hollister, MO earned annual wages of \$31,219 as of 2019Q3. Average annual wages per worker increased 3.4% 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 15.6% 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	\$31,219	84.4	\$36,983
Missouri	\$49,089	87.4	\$56,154
USA	\$57,681	100.0	\$57,681

Source: [JobsEQ®](#)

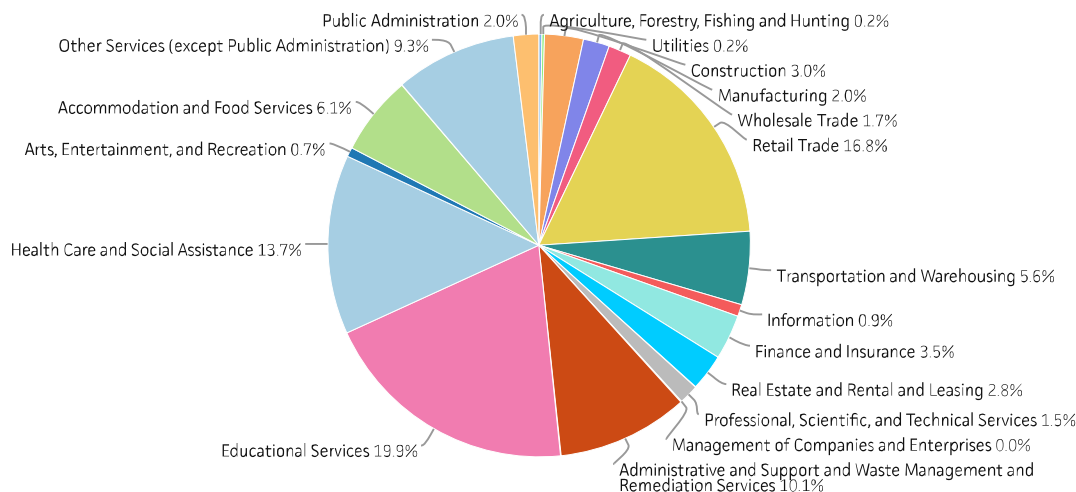
Data as of 2019Q3

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

# Industry Snapshot

The largest sector in the City of Hollister, MO is Educational Services, employing 650 workers. The next-largest sectors in the region are Retail Trade (550 workers) and Health Care and Social Assistance (449). 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 = 2.44), Other Services (except Public Administration) (2.08), and Real Estate and Rental and Leasing (1.63).

Total Workers for City of Hollister, 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 Hollister, MO with the highest average wages per worker are Utilities (\$96,869), Finance and Insurance (\$52,182), and Educational Services (\$50,623). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Educational Services (+440 jobs), Health Care and Social Assistance (+283), and Administrative and Support and Waste Management and Remediation Services (+194).

Over the next 10 years, employment in the City of Hollister, MO is projected to expand by 235 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+85 jobs), Educational Services (+66), and Accommodation and Food Services (+23).

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
61	Educational Services	650	\$50,623	2.44	440	12.0%	695	302	326	66	1.0%
44	Retail Trade	550	\$23,096	1.62	81	1.6%	738	324	410	3	0.1%
62	Health Care and Social Assistance	449	\$41,253	0.95	283	10.4%	545	226	234	85	1.7%
56	Administrative and Support and Waste Management and Remediation Services	331	\$43,809	1.57	194	9.3%	403	164	224	14	0.4%
81	Other Services (except Public Administration)	304	\$20,493	2.08	135	6.0%	355	159	190	6	0.2%
72	Accommodation and Food Services	200	\$24,650	0.68	101	7.3%	364	151	190	23	1.1%
48	Transportation and Warehousing	184	\$28,772	1.26	100	8.2%	215	86	116	12	0.7%
52	Finance and Insurance	113	\$52,182	0.88	72	10.8%	116	41	67	7	0.6%
23	Construction	97	\$36,083	0.52	-59	-4.6%	111	36	65	11	1.1%
53	Real Estate and Rental and Leasing	92	\$34,395	1.63	12	1.4%	99	43	52	4	0.4%
31	Manufacturing	65	\$37,532	0.24	32	7.1%	63	24	42	-3	-0.4%
92	Public Administration	64	\$36,195	0.42	62	43.6%	62	25	34	2	0.3%
42	Wholesale Trade	56	\$42,256	0.45	13	2.6%	60	22	37	0	0.1%
54	Professional, Scientific, and Technical Services	51	\$40,892	0.23	4	0.8%	50	17	28	5	0.9%
51	Information	29	\$40,130	0.45	7	2.9%	23	10	17	-3	-1.2%
71	Arts, Entertainment, and Recreation	22	\$25,786	0.34	-42	-9.9%	35	15	18	2	0.8%
11	Agriculture, Forestry, Fishing and Hunting	7	\$11,358	0.17	-2	-2.2%	8	3	5	0	-0.2%
22	Utilities	7	\$96,869	0.40	-12	-9.7%	6	2	4	0	0.0%
21	Mining, Quarrying, and Oil and Gas Extraction	0	n/a	0.00	-1	n/a	0	0	0	0	
55	Management of Companies and Enterprises	0	n/a	0.00	-1	n/a	0	0	0	0	0.6%
<b>Total - All Industries</b>		<b>3,271</b>	<b>\$31,219</b>	<b>1.00</b>	<b>1,420</b>	<b>5.9%</b>	<b>3,917</b>	<b>1,573</b>	<b>2,109</b>	<b>235</b>	<b>0.7%</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 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 Hollister, MO is Office and Administrative Support Occupations, employing 533 workers. The next-largest occupation groups in the region are Sales and Related Occupations (437 workers) and Education, Training, and Library Occupations (346). 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 Community and Social Service Occupations (LQ = 1.97), Education, Training, and Library Occupations (1.90), and Sales and Related Occupations (1.35).

Occupation groups in the City of Hollister, MO with the highest average wages per worker are Management Occupations (\$84,100), Legal Occupations (\$76,100), and Computer and Mathematical Occupations (\$75,100). The unemployment rate in the region varied among the major groups from 1.4% among Healthcare Practitioners and Technical Occupations to 5.6% among Food Preparation and Serving Related Occupations.

Over the next 10 years, the fastest growing occupation group in the City of Hollister, MO is expected to be Personal Care and Service Occupations with a +2.1% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Personal Care and Service Occupations (+39 jobs) and Education, Training, and Library Occupations (+38). 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 (612 jobs) and Office and Administrative Support Occupations (592).

City of Hollister, MO, 2019q3<sup>1</sup>

SOC	Occupation	Current						10-Year History		10-Year Forecast				
		Empl	Avg Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads <sup>3</sup>	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support	533	\$32,400	1.14	11	3.4%	n/a	223	5.6%	586	276	316	-7	-0.1%
41-0000	Sales and Related	437	\$33,200	1.35	13	4.4%	n/a	101	2.7%	616	272	340	4	0.1%
25-0000	Education, Training, and Library	346	\$59,200	1.90	4	2.8%	n/a	201	9.1%	333	149	146	38	1.0%
53-0000	Transportation and Material Moving	254	\$36,800	1.12	4	4.6%	n/a	113	6.1%	327	128	186	13	0.5%
35-0000	Food Preparation and Serving Related	204	\$22,900	0.73	20	5.6%	n/a	67	4.0%	375	159	197	20	0.9%
29-0000	Healthcare Practitioners and Technical	179	\$58,500	0.95	2	1.4%	n/a	107	9.6%	126	49	57	21	1.1%
39-0000	Personal Care and Service	166	\$25,100	1.16	6	5.3%	n/a	105	10.5%	310	142	129	39	2.1%
11-0000	Management	157	\$84,100	0.77	2	1.6%	n/a	71	6.2%	142	43	84	15	0.9%
51-0000	Production	121	\$32,700	0.62	2	3.6%	n/a	56	6.5%	142	54	87	1	0.1%
13-0000	Business and Financial Operations	112	\$56,500	0.65	1	2.7%	n/a	67	9.5%	117	35	71	12	1.0%
37-0000	Building and Grounds Cleaning and Maintenance	112	\$26,100	0.99	8	4.8%	n/a	41	4.7%	151	71	72	8	0.7%
31-0000	Healthcare Support	111	\$26,300	1.24	1	2.6%	n/a	64	9.0%	147	69	62	16	1.3%
21-0000	Community and Social Service	109	\$42,900	1.97	0	n/a	n/a	72	11.5%	140	49	76	15	1.3%
49-0000	Installation, Maintenance, and Repair	103	\$39,500	0.82	2	2.5%	n/a	29	3.3%	107	38	62	7	0.6%
47-0000	Construction and Extraction	87	\$44,200	0.58	4	5.5%	n/a	-16	-1.7%	98	32	58	9	0.9%
27-0000	Arts, Design, Entertainment, Sports, and Media	78	\$41,700	1.32	3	5.3%	n/a	22	3.4%	83	35	43	4	0.5%

### City of Hollister, MO, 2019q3<sup>1</sup>

SOC	Occupation	Current						10-Year History		10-Year Forecast				
		Empl	Avg Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads <sup>3</sup>	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
15-0000	Computer and Mathematical	58	\$75,100	0.61	1	2.3%	n/a	41	12.6%	48	11	30	8	1.3%
33-0000	Protective Service	53	\$38,400	0.76	1	2.9%	n/a	35	11.2%	63	30	29	3	0.6%
19-0000	Life, Physical, and Social Science	20	\$53,400	0.76	0	n/a	n/a	15	15.2%	22	6	13	3	1.3%
17-0000	Architecture and Engineering	16	\$69,300	0.28	0	n/a	n/a	-2	-1.0%	13	4	8	1	0.7%
23-0000	Legal	12	\$76,100	0.44	0	n/a	n/a	6	7.1%	8	3	4	1	0.9%
45-0000	Farming, Fishing, and Forestry	3	\$33,300	0.16	0	n/a	n/a	2	6.3%	5	1	4	0	0.2%
<b>Total - All Occupations</b>		<b>3,271</b>	<b>\$41,500</b>	<b>1.00</b>	<b>87</b>	<b>3.9%</b>	<b>n/a</b>	<b>1,420</b>	<b>5.9%</b>	<b>3,958</b>	<b>1,657</b>	<b>2,072</b>	<b>229</b>	<b>0.7%</b>

Source: [JobsEQ®](#)

Data as of 2019Q3 unless noted otherwise

Note: Figures may not sum due to rounding.

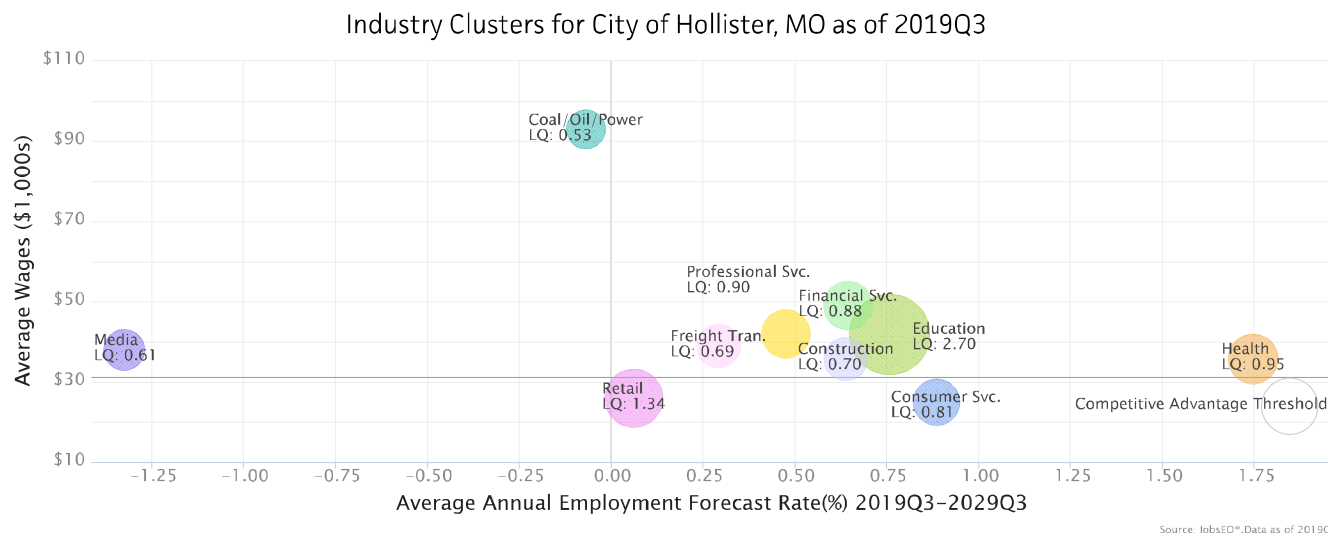
1. Data based on a four-quarter moving average unless noted otherwise.

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 Hollister, MO with the highest relative concentration is Education with a location quotient of 2.70. This cluster employs 900 workers in the region with an average wage of \$41,839. Employment in the Education cluster is projected to expand in the region about 0.8% per year over the next ten years.

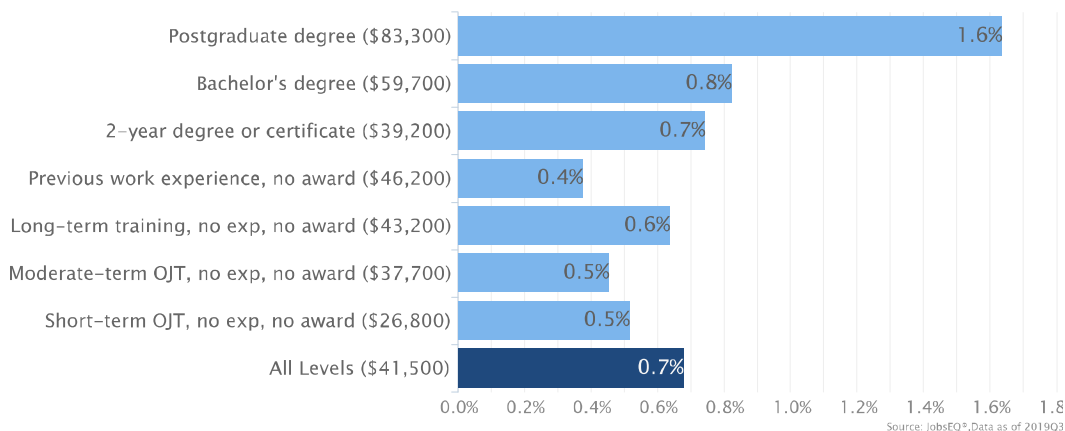


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2019Q1 with preliminary estimates updated to 2019Q3. Forecast employment growth uses national projections from 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 Hollister, MO is projected to grow 0.7% 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 0.7% per year.

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