



Economic Overview

April 1, 2020

Branson, MO μSA



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Demographic Profile

The population in the Branson, MO μSA was 54,720 per American Community Survey data for 2014-2018.

The region has a civilian labor force of 26,131 with a participation rate of 58.7%. Of individuals 25 to 64 in the Branson, MO μSA, 19.5% have a bachelor's degree or higher which compares with 32.9% in the nation.

The median household income in the Branson, MO μSA is \$41,487 and the median house value is \$128,200.

Summary¹

	Percent			Value		
	Branson, MO μSA	Missouri	USA	Branson, MO μSA	Missouri	USA
Demographics						
Population (ACS)	—	—	—	54,720	6,090,062	322,903,030
Male	48.4%	49.1%	49.2%	26,504	2,988,772	158,984,190
Female	51.6%	50.9%	50.8%	28,216	3,101,290	163,918,840
Median Age ²	—	—	—	42.1	38.5	37.9
Under 18 Years	21.3%	22.7%	22.8%	11,651	1,385,063	73,553,240
18 to 24 Years	10.0%	9.5%	9.6%	5,447	580,161	30,903,719
25 to 34 Years	11.3%	13.3%	13.8%	6,205	809,024	44,567,976
35 to 44 Years	10.9%	12.0%	12.6%	5,939	733,520	40,763,210
45 to 54 Years	12.4%	12.9%	13.2%	6,784	787,960	42,589,573
55 to 64 Years	13.4%	13.3%	12.8%	7,338	812,642	41,286,731
65 to 74 Years	12.3%	9.2%	8.8%	6,721	561,486	28,535,419
75 Years, and Over	8.5%	6.9%	6.4%	4,635	420,206	20,703,162
Race: White	92.2%	82.2%	72.7%	50,445	5,008,342	234,904,818
Race: Black or African American	1.2%	11.6%	12.7%	681	704,896	40,916,113
Race: American Indian and Alaska Native	0.9%	0.4%	0.8%	511	26,952	2,699,073
Race: Asian	0.9%	1.9%	5.4%	474	116,720	17,574,550
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	21	6,662	582,718
Race: Some Other Race	2.3%	1.2%	4.9%	1,239	71,162	15,789,961
Race: Two or More Races	2.5%	2.6%	3.2%	1,349	155,328	10,435,797
Hispanic or Latino (of any race)	5.8%	4.1%	17.8%	3,153	249,105	57,517,935
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
People per Square Mile	—	—	—	88.3	89.1	92.6
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over) ⁵	58.7%	62.8%	63.2%	26,131	3,044,052	162,248,196
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) ⁵	80.4%	82.3%	81.8%	15,219	1,909,550	104,136,254
Armed Forces Labor Force ⁵	0.0%	0.4%	0.4%	0	18,444	1,028,133
Veterans, Age 18-64 ⁵	5.5%	5.5%	4.7%	1,732	203,888	9,398,789
Veterans Labor Force Participation Rate and Size, Age 18-64 ⁵	64.3%	73.8%	76.3%	1,114	150,552	7,168,168
Median Household Income ^{2,5}	—	—	—	\$41,487	\$53,560	\$60,293
Per Capita Income ⁵	—	—	—	\$22,106	\$29,537	\$32,621
Mean Commute Time (minutes) ⁵	—	—	—	22.5	23.6	26.6
Commute via Public Transportation ⁵	0.8%	1.4%	5.0%	185	40,311	7,602,145
Educational Attainment, Age 25-64						
No High School Diploma	11.0%	9.1%	11.2%	2,885	285,139	18,885,967
High School Graduate	32.2%	28.6%	25.8%	8,447	897,820	43,699,272
Some College, No Degree	28.7%	22.9%	21.0%	7,551	720,174	35,525,113

Summary¹

	Percent			Value		
	Branson, MO μSA	Missouri	USA	Branson, MO μSA	Missouri	USA
Associate's Degree	8.6%	8.8%	9.1%	2,258	277,838	15,389,737
Bachelor's Degree	13.7%	19.4%	20.8%	3,602	610,001	35,261,652
Postgraduate Degree	5.8%	11.2%	12.1%	1,523	352,174	20,445,749
Housing						
Total Housing Units	—	—	—	30,696	2,775,635	136,384,292
Median House Value (of owner-occupied units) ²	—	—	—	\$128,200	\$151,600	\$204,900
Homeowner Vacancy	3.9%	1.8%	1.7%	541	30,202	1,304,850
Rental Vacancy	6.7%	6.7%	6.0%	649	57,916	2,822,053
Renter-Occupied Housing Units (% of Occupied Units)	40.1%	33.2%	36.2%	8,972	794,426	43,285,318
Occupied Housing Units with No Vehicle Available (% of Occupied Units) ⁵	5.9%	7.0%	8.7%	1,316	167,384	10,424,934
Social						
Poverty Level (of all people) ⁵	17.2%	14.2%	14.1%	9,144	837,930	44,257,979
Households Receiving Food Stamps/SNAP	15.3%	11.6%	12.2%	3,426	278,848	14,635,287
Enrolled in Grade 12 (% of total population)	1.0%	1.3%	1.4%	552	77,672	4,442,295
Disconnected Youth ^{3,5}	3.6%	2.7%	2.6%	107	8,659	438,452
Children in Single Parent Families (% of all children) ⁵	37.8%	34.1%	34.3%	4,056	445,603	23,973,249
Uninsured	17.0%	9.7%	9.4%	9,226	581,002	29,752,767
With a Disability, Age 18-64 ⁵	15.6%	12.6%	10.3%	4,907	459,996	20,240,504
With a Disability, Age 18-64, Labor Force Participation Rate and Size ⁵	41.0%	40.4%	41.6%	2,011	185,695	8,421,018
Foreign Born	3.5%	4.1%	13.5%	1,913	247,788	43,539,499
Speak English Less Than Very Well (population 5 yrs and over)	1.7%	2.2%	8.5%	867	124,173	25,647,781

Source: [JobsEQ®](#)

1. American Community Survey 2014-2018, 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.

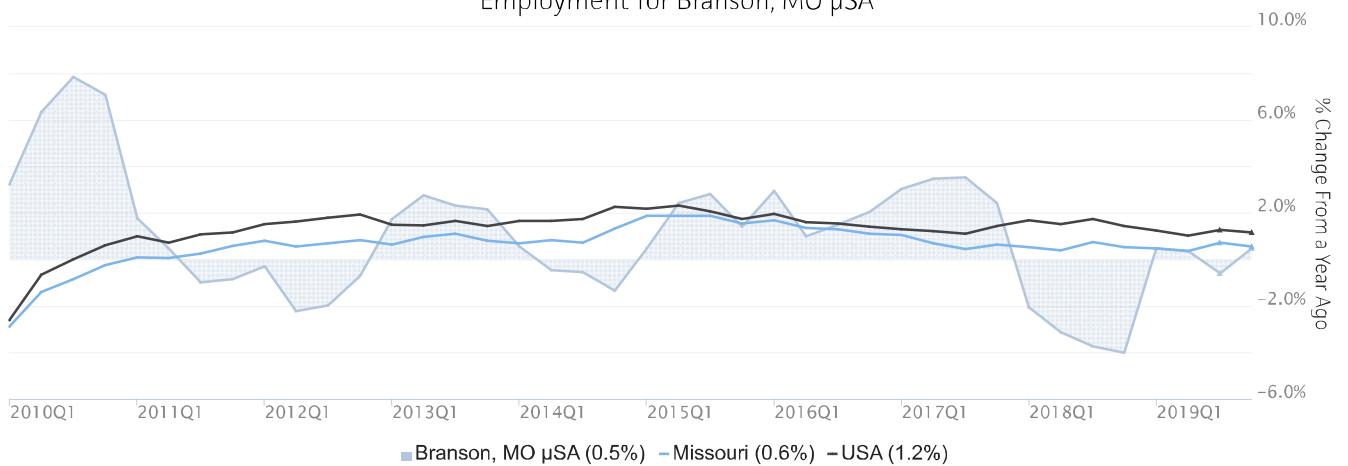
4. Census 2018, annual average growth rate since 2008

5. See Rio Arriba errata note in the Data Dictionary.

Employment Trends

As of 2019Q4, total employment for the Branson, MO μ SA was 31,427 (based on a four-quarter moving average). Over the year ending 2019Q4, employment increased 0.5% in the region.

Employment for Branson, MO μ SA

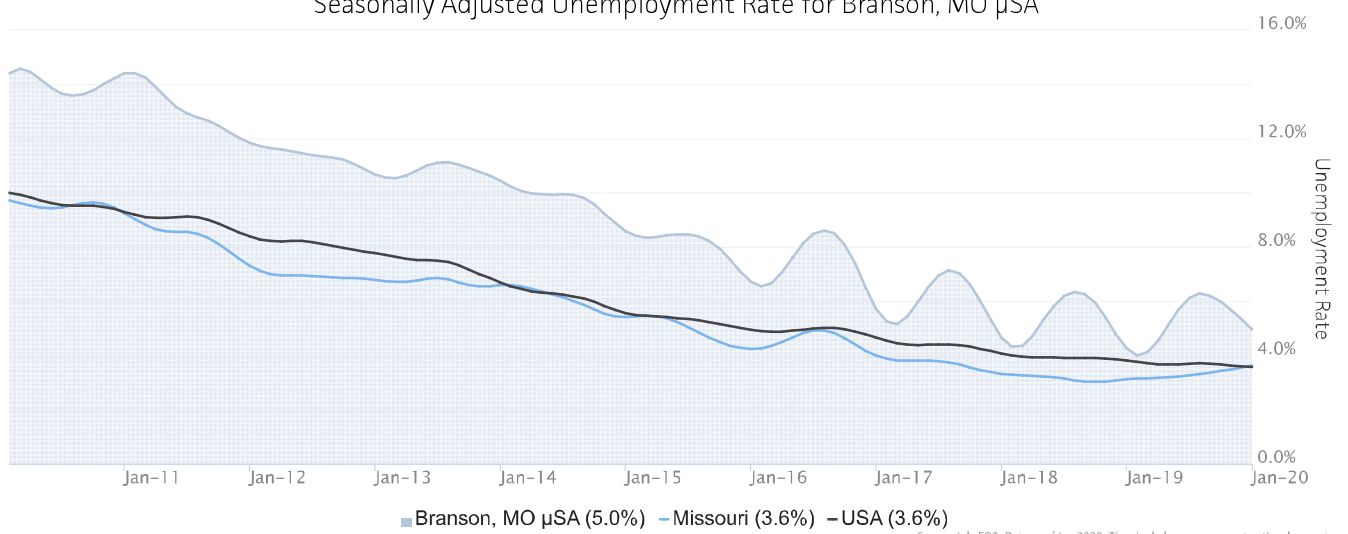


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q2 with preliminary estimates updated to 2019Q4.

Unemployment Rate

The seasonally adjusted unemployment rate for the Branson, MO μ SA was 5.0% as of January 2020. The regional unemployment rate was higher than the national rate of 3.6%. One year earlier, in January 2019, the unemployment rate in the Branson, MO μ SA was 4.3%.

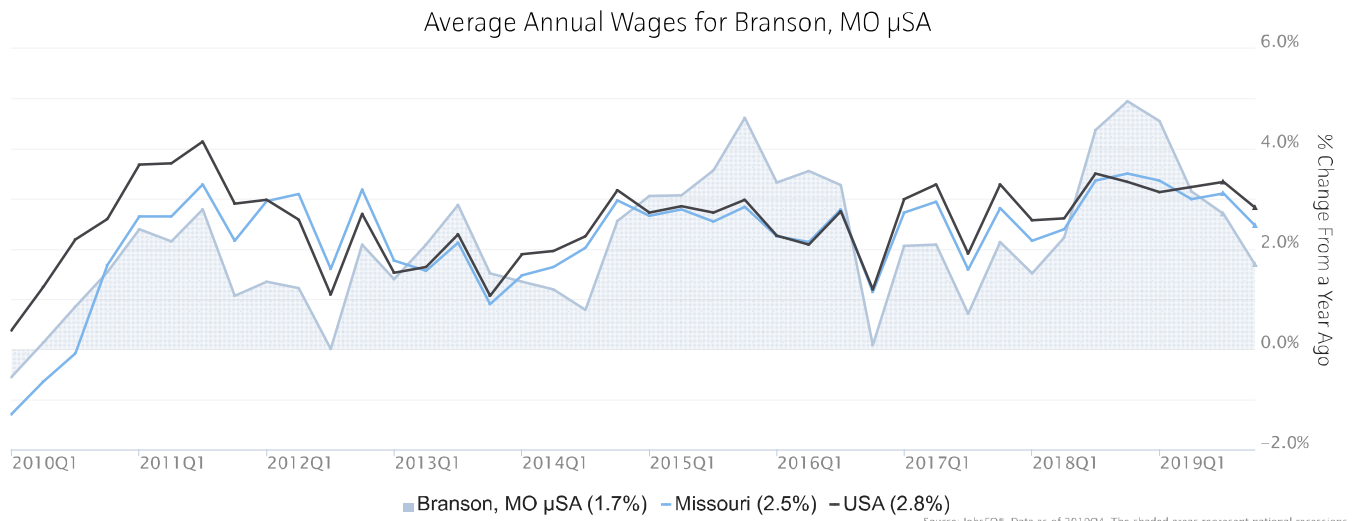
Seasonally Adjusted Unemployment Rate for Branson, MO μ SA



Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through January 2020.

Wage Trends

The average worker in the Branson, MO μSA earned annual wages of \$31,754 as of 2019Q4. Average annual wages per worker increased 1.7% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$57,413 in the nation as of 2019Q4.



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 2019Q2 with preliminary estimates updated to 2019Q4.

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 15.1% lower in Branson, MO μ SA than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Branson, MO μ SA	\$31,754	84.9	\$37,380
Missouri	\$48,894	87.9	\$55,644
USA	\$57,413	100.0	\$57,413

Source: [JobsEQ®](#)

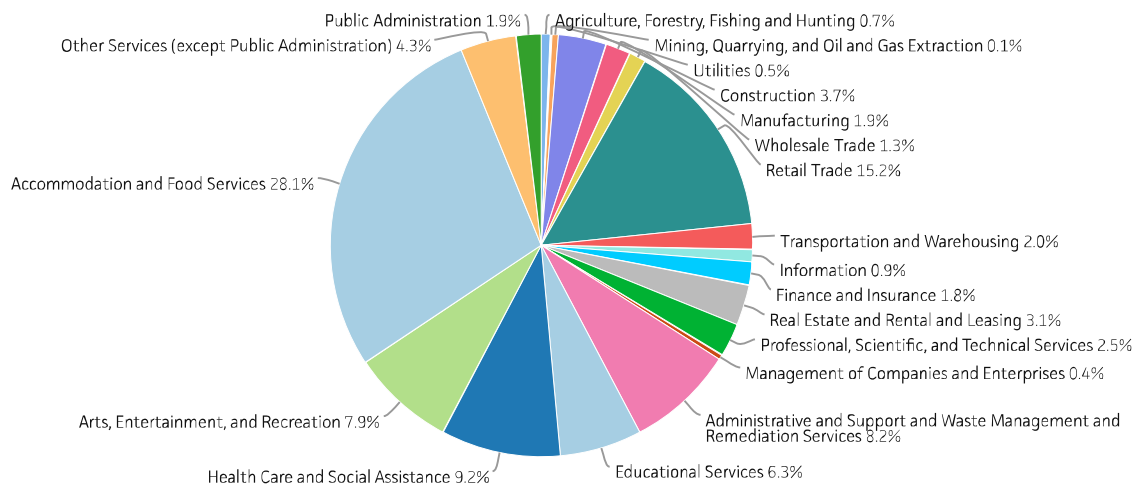
Data as of 2019Q4

Cost of Living per C2ER, data as of 2019q4, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the Branson, MO μ SA is Accommodation and Food Services, employing 8,834 workers. The next-largest sectors in the region are Retail Trade (4,777 workers) and Health Care and Social Assistance (2,880). 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 = 3.96), Accommodation and Food Services (3.12), and Real Estate and Rental and Leasing (1.79).

Total Workers for Branson, MO μ SA by Industry



Source: JobsEQ®, Data as of 2019Q4

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 2019Q2 with preliminary estimates updated to 2019Q4.

Sectors in the Branson, MO μ SA with the highest average wages per worker are Utilities (\$82,403), Management of Companies and Enterprises (\$77,271), and Finance and Insurance (\$54,527). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Accommodation and Food Services (+1,373 jobs), Administrative and Support and Waste Management and Remediation Services (+1,112), and Health Care and Social Assistance (+884).

Over the next 5 years, employment in the Branson, MO μ SA is projected to expand by 581 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.5% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+280 jobs), Health Care and Social Assistance (+216), and Arts, Entertainment, and Recreation (+62).

NAICS	Industry	Current			10-Year History		5-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
72	Accommodation and Food Services	8,834	\$24,310	3.12	1,373	1.7%	7,520	3,205	4,036	280	0.6%
44	Retail Trade	4,777	\$23,083	1.48	-83	-0.2%	3,064	1,395	1,763	-93	-0.4%
62	Health Care and Social Assistance	2,880	\$41,983	0.64	884	3.7%	1,618	689	712	216	1.5%
56	Administrative and Support and Waste Management and Remediation Services	2,586	\$42,214	1.29	1,112	5.8%	1,441	626	853	-38	-0.3%
71	Arts, Entertainment, and Recreation	2,493	\$22,118	3.96	64	0.3%	1,832	792	978	62	0.5%
61	Educational Services	1,973	\$42,356	0.77	453	2.6%	954	442	477	35	0.4%
81	Other Services (except Public Administration)	1,344	\$23,716	0.96	-543	-3.3%	782	350	418	14	0.2%
23	Construction	1,151	\$37,806	0.64	-268	-2.1%	635	207	370	58	1.0%
53	Real Estate and Rental and Leasing	976	\$34,236	1.79	-194	-1.8%	521	227	272	23	0.5%
54	Professional, Scientific, and Technical Services	801	\$39,179	0.38	88	1.2%	344	127	215	2	0.1%
48	Transportation and Warehousing	619	\$30,710	0.43	180	3.5%	352	142	192	19	0.6%
92	Public Administration	609	\$36,134	0.41	18	0.3%	288	119	162	8	0.3%
31	Manufacturing	599	\$38,037	0.23	-31	-0.5%	291	113	194	-16	-0.6%
52	Finance and Insurance	564	\$54,527	0.45	53	1.0%	270	100	164	6	0.2%
42	Wholesale Trade	401	\$40,592	0.34	98	2.8%	207	79	131	-3	-0.1%
51	Information	286	\$43,137	0.46	-120	-3.4%	131	49	87	-5	-0.4%
11	Agriculture, Forestry, Fishing and Hunting	213	\$12,184	0.51	1	0.0%	113	49	66	-2	-0.2%
22	Utilities	166	\$82,403	1.03	-28	-1.5%	76	27	48	1	0.1%
55	Management of Companies and Enterprises	121	\$77,271	0.26	-82	-5.0%	58	20	35	3	0.5%
21	Mining, Quarrying, and Oil and Gas Extraction	32	\$33,013	0.23	-24	-5.4%	17	5	11	1	0.3%
Total - All Industries		31,427	\$31,754	1.00	2,953	1.0%	17,832	7,373	9,878	581	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 2019Q2 with preliminary estimates updated to 2019Q4. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the Branson, MO μSA is Food Preparation and Serving Related Occupations, employing 5,522 workers. The next-largest occupation groups in the region are Sales and Related Occupations (4,682 workers) and Office and Administrative Support Occupations (4,549). 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 = 2.22), Food Preparation and Serving Related Occupations (2.04), and Arts, Design, Entertainment, Sports, and Media Occupations (1.70).

Occupation groups in the Branson, MO μSA with the highest average wages per worker are Management Occupations (\$77,700), Computer and Mathematical Occupations (\$76,000), and Legal Occupations (\$74,500). The unemployment rate in the region varied among the major groups from 1.6% among Legal Occupations to 10.9% among Farming, Fishing, and Forestry Occupations.

Over the next 5 years, the fastest growing occupation group in the Branson, MO μSA is expected to be Healthcare Support Occupations with a +1.5% 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 (+274 jobs) and Personal Care and Service Occupations (+98). 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 (4,882 jobs) and Sales and Related Occupations (3,187).

Branson, MO μSA, 2019q4¹

SOC	Occupation	Current						10-Year History		5-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	5,522	\$22,700	2.04	327	7.0%	389	494	0.9%	5,156	2,134	2,748	274	1.0%
41-0000	Sales and Related	4,682	\$33,300	1.52	220	5.6%	488	136	0.3%	3,100	1,421	1,766	-87	-0.4%
43-0000	Office and Administrative Support	4,549	\$31,200	1.01	187	4.7%	272	326	0.7%	2,510	1,163	1,447	-100	-0.4%
37-0000	Building and Grounds Cleaning and Maintenance	2,409	\$25,500	2.22	123	6.2%	207	309	1.4%	1,543	790	733	20	0.2%
11-0000	Management	1,589	\$77,700	0.81	27	2.2%	93	159	1.1%	689	235	412	43	0.5%
39-0000	Personal Care and Service	1,572	\$24,900	1.15	100	7.1%	123	406	3.0%	1,494	696	700	98	1.2%
25-0000	Education, Training, and Library	1,400	\$46,100	0.80	41	3.7%	35	292	2.4%	629	302	295	33	0.5%
53-0000	Transportation and Material Moving	1,290	\$34,300	0.59	69	5.7%	149	220	1.9%	814	326	464	24	0.4%
29-0000	Healthcare Practitioners and Technical	1,267	\$70,000	0.70	21	2.0%	179	332	3.1%	415	175	175	66	1.0%
49-0000	Installation, Maintenance, and Repair	1,212	\$38,500	1.00	32	3.0%	117	83	0.7%	624	229	361	35	0.6%
13-0000	Business and Financial Operations	981	\$56,100	0.59	25	3.4%	43	161	1.8%	486	152	305	29	0.6%
27-0000	Arts, Design, Entertainment, Sports, and Media	958	\$42,000	1.70	58	8.2%	29	-263	-2.4%	445	203	248	-6	-0.1%
47-0000	Construction and Extraction	919	\$44,400	0.64	55	6.5%	21	-172	-1.7%	518	168	307	43	0.9%
51-0000	Production	829	\$32,900	0.44	40	4.9%	53	66	0.8%	469	192	286	-10	-0.2%
31-0000	Healthcare Support	568	\$27,900	0.66	21	3.8%	74	131	2.7%	378	172	164	43	1.5%
33-0000	Protective Service	466	\$35,900	0.69	19	4.5%	35	-7	-0.1%	290	139	143	9	0.4%

Branson, MO μSA, 2019q4¹

SOC	Occupation	Current				10-Year History				5-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
21-0000	Community and Social Service	434	\$40,800	0.81	6	2.0%	35	138	3.9%	276	94	152	30	1.4%
15-0000	Computer and Mathematical	382	\$76,000	0.41	9	3.3%	12	111	3.5%	139	34	94	12	0.6%
17-0000	Architecture and Engineering	157	\$69,400	0.29	4	3.5%	6	-11	-0.7%	62	20	38	4	0.6%
23-0000	Legal	92	\$74,500	0.35	1	1.6%	2	-9	-1.0%	31	11	16	4	0.8%
19-0000	Life, Physical, and Social Science	87	\$55,200	0.35	2	3.0%	11	21	2.7%	43	12	28	4	0.8%
45-0000	Farming, Fishing, and Forestry	60	\$34,400	0.30	5	10.9%	n/a	29	6.8%	43	11	32	0	0.0%
Total - All Occupations		31,427	\$36,900	1.00	1,393	5.2%	2,370	2,953	1.0%	20,173	8,680	10,912	581	0.4%

Source: [JobsEQ®](#)

Data as of 2019Q4 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

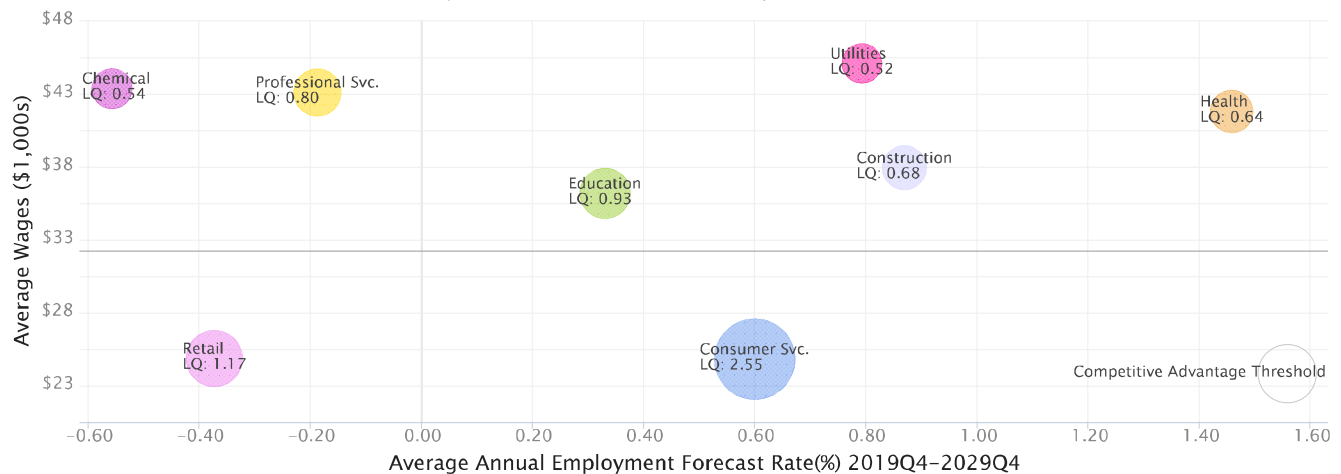
3. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment 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 2019Q2, imputed where necessary with preliminary estimates updated to 2019Q4. 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 2.55. This cluster employs 12,508 workers in the region with an average wage of \$24,326. Employment in the Consumer Svc. cluster is projected to expand in the region about 0.6% per year over the next ten years.

Industry Clusters for Branson, MO μ SA as of 2019Q4



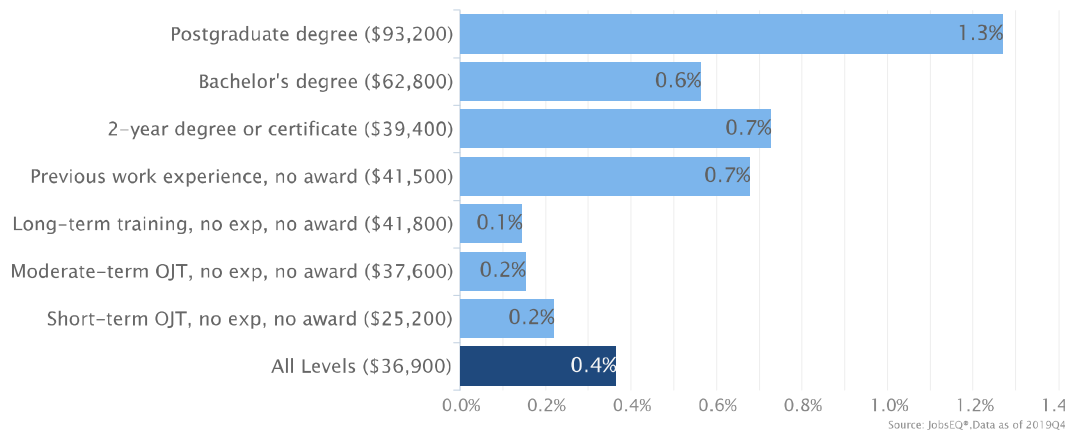
Source: JobsEQ®, Data as of 2019Q4

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 2019Q2 with preliminary estimates updated to 2019Q4. 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 0.4% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.3% 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 0.7% per year.

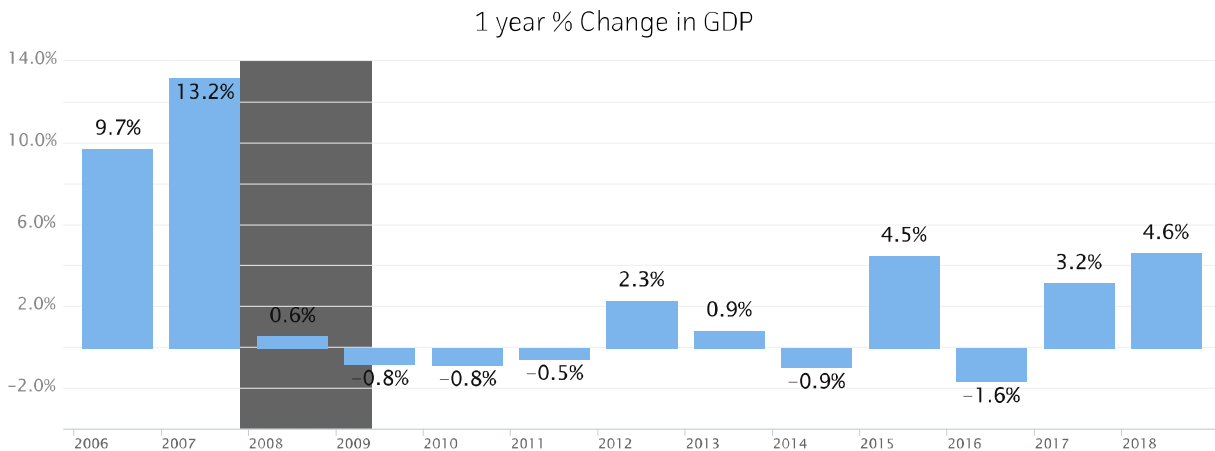
Annual Average Projected Job Growth by Training Required for Branson, MO μSA



Employment by occupation data are estimates as of 2019Q4. 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.



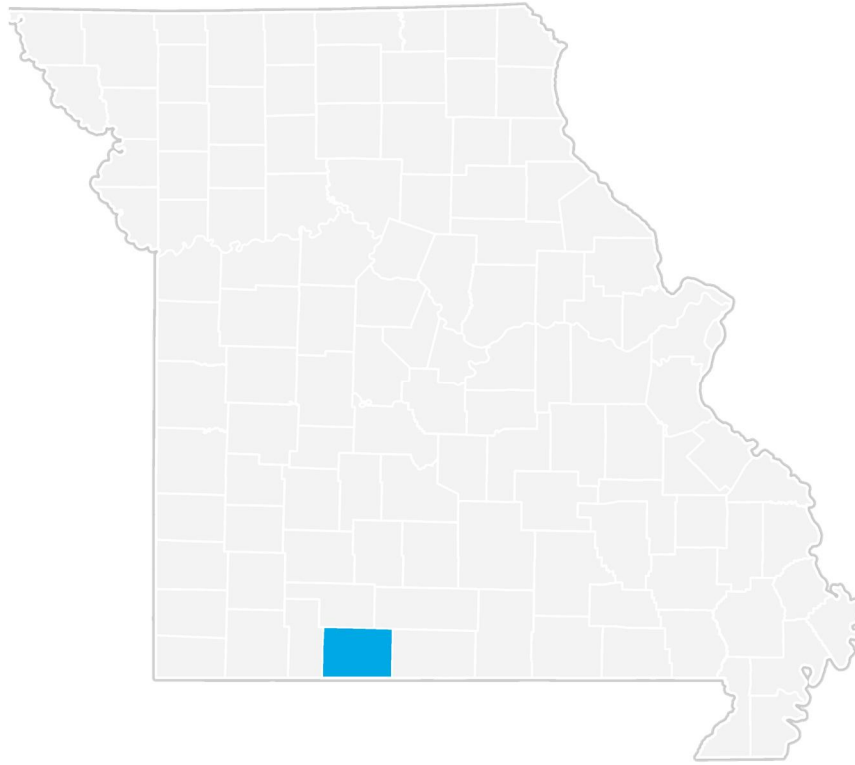
Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2018.

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.

Branson, MO μSA Regional Map



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.

About This Report

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