



Economic Overview

July 1, 2020

City of Hollister, MO



Taney County Partnership
Branson/Lakes Area Chamber of Commerce
4100 Gretna Rd
Branson, MO 65616
<https://www.taneycountypartnership.com>

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
City of Hollister, MO Regional Map.....	13
FAQ.....	14

Demographic Profile

The population in the City of Hollister, MO was 4,504 per American Community Survey data for 2014-2018.

The region has a civilian labor force of 2,114 with a participation rate of 57.9%. Of individuals 25 to 64 in the City of Hollister, MO, 17.3% have a bachelor's degree or higher which compares with 32.9% in the nation.

The median household income in the City of Hollister, MO is \$32,087 and the median house value is \$113,700.

Summary¹

	Percent			Value		
	City of Hollister, MO	Missouri	USA	City of Hollister, MO	Missouri	USA
Demographics						
Population (ACS)	—	—	—	4,504	6,090,062	322,903,030
Male	44.8%	49.1%	49.2%	2,017	2,988,772	158,984,190
Female	55.2%	50.9%	50.8%	2,487	3,101,290	163,918,840
Median Age ²	—	—	—	37.2	38.5	37.9
Under 18 Years	20.7%	22.7%	22.8%	932	1,385,063	73,553,240
18 to 24 Years	13.2%	9.5%	9.6%	595	580,161	30,903,719
25 to 34 Years	13.9%	13.3%	13.8%	624	809,024	44,567,976
35 to 44 Years	11.1%	12.0%	12.6%	499	733,520	40,763,210
45 to 54 Years	14.9%	12.9%	13.2%	670	787,960	42,589,573
55 to 64 Years	6.9%	13.3%	12.8%	309	812,642	41,286,731
65 to 74 Years	10.4%	9.2%	8.8%	469	561,486	28,535,419
75 Years, and Over	9.0%	6.9%	6.4%	406	420,206	20,703,162
Race: White	92.3%	82.2%	72.7%	4,157	5,008,342	234,904,818
Race: Black or African American	0.0%	11.6%	12.7%	0	704,896	40,916,113
Race: American Indian and Alaska Native	2.8%	0.4%	0.8%	128	26,952	2,699,073
Race: Asian	0.0%	1.9%	5.4%	0	116,720	17,574,550
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	0	6,662	582,718
Race: Some Other Race	1.3%	1.2%	4.9%	58	71,162	15,789,961
Race: Two or More Races	3.6%	2.6%	3.2%	161	155,328	10,435,797
Hispanic or Latino (of any race)	6.0%	4.1%	17.8%	269	249,105	57,517,935
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over) ⁵	57.9%	62.8%	63.2%	2,114	3,044,052	162,248,196
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) ⁵	72.4%	82.3%	81.8%	1,298	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	7.9%	5.5%	4.7%	214	203,888	9,398,789
Veterans Labor Force Participation Rate and Size, Age 18-64 ⁵	88.3%	73.8%	76.3%	189	150,552	7,168,168
Median Household Income ^{2,5}	—	—	—	\$32,087	\$53,560	\$60,293
Per Capita Income ⁵	—	—	—	\$20,882	\$29,537	\$32,621
Mean Commute Time (minutes) ⁵	—	—	—	13.4	23.6	26.6
Commute via Public Transportation ⁵	0.0%	1.4%	5.0%	0	40,311	7,602,145
Educational Attainment, Age 25-64						
No High School Diploma	15.2%	9.1%	11.2%	319	285,139	18,885,967
High School Graduate	32.8%	28.6%	25.8%	690	897,820	43,699,272
Some College, No Degree	26.7%	22.9%	21.0%	562	720,174	35,525,113
Associate's Degree	7.9%	8.8%	9.1%	167	277,838	15,389,737
Bachelor's Degree	13.1%	19.4%	20.8%	276	610,001	35,261,652
Postgraduate Degree	4.2%	11.2%	12.1%	88	352,174	20,445,749
Housing						

Summary¹

	Percent			Value		
	City of Hollister, MO	Missouri	USA	City of Hollister, MO	Missouri	USA
Total Housing Units	—	—	—	2,315	2,775,635	136,384,292
Median House Value (of owner-occupied units) ²	—	—	—	\$113,700	\$151,600	\$204,900
Homeowner Vacancy	0.0%	1.8%	1.7%	0	30,202	1,304,850
Rental Vacancy	18.6%	6.7%	6.0%	227	57,916	2,822,053
Renter-Occupied Housing Units (% of Occupied Units)	51.4%	33.2%	36.2%	992	794,426	43,285,318
Occupied Housing Units with No Vehicle Available (% of Occupied Units) ⁵	6.8%	7.0%	8.7%	132	167,384	10,424,934
Social						
Poverty Level (of all people) ⁵	20.0%	14.2%	14.1%	880	837,930	44,257,979
Households Receiving Food Stamps/SNAP	24.7%	11.6%	12.2%	476	278,848	14,635,287
Enrolled in Grade 12 (% of total population)	1.5%	1.3%	1.4%	68	77,672	4,442,295
Disconnected Youth ^{3,5}	18.5%	2.7%	2.6%	33	8,659	438,452
Children in Single Parent Families (% of all children) ⁵	15.2%	34.1%	34.3%	97	445,603	23,973,249
Uninsured	11.7%	9.7%	9.4%	515	581,002	29,752,767
With a Disability, Age 18-64 ⁵	21.6%	12.6%	10.3%	578	459,996	20,240,504
With a Disability, Age 18-64, Labor Force Participation Rate and Size ⁵	31.0%	40.4%	41.6%	179	185,695	8,421,018
Foreign Born	1.1%	4.1%	13.5%	48	247,788	43,539,499
Speak English Less Than Very Well (population 5 yrs and over)	0.0%	2.2%	8.5%	0	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.

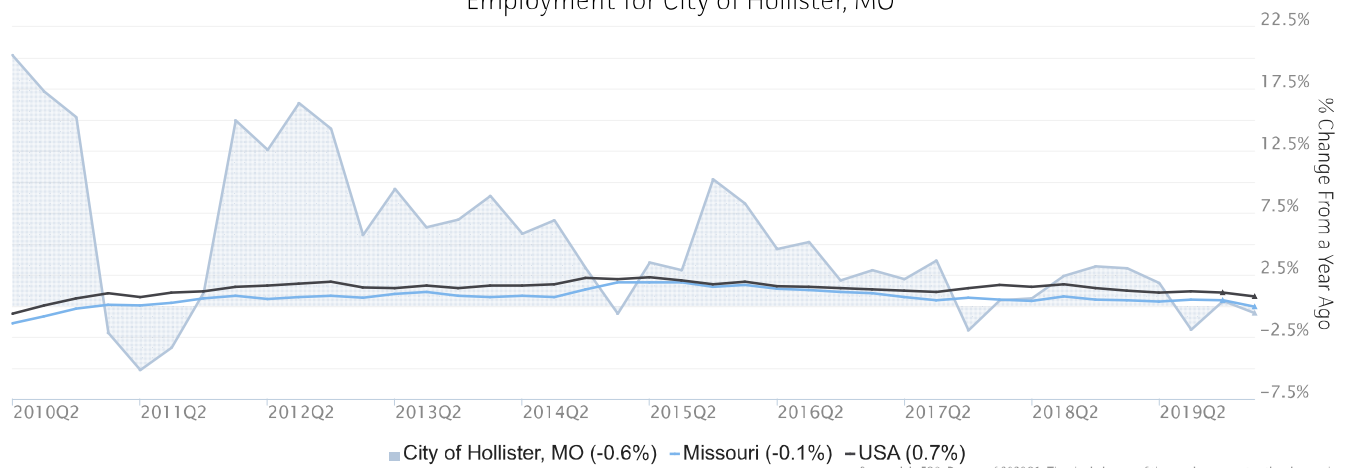
4. Census 2019, annual average growth rate since 2009

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

Employment Trends

As of 2020Q1, total employment for the City of Hollister, MO was 3,139 (based on a four-quarter moving average). Over the year ending 2020Q1, employment declined 0.6% in the region.

Employment for City of Hollister, MO

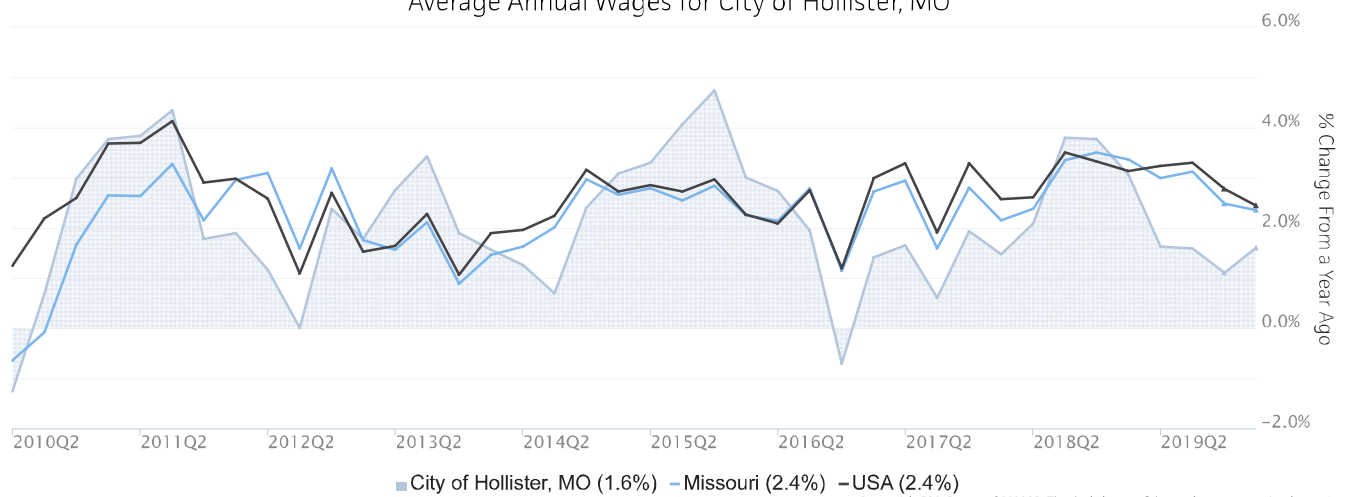


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q3 with preliminary estimates updated to 2020Q1.

Wage Trends

The average worker in the City of Hollister, MO earned annual wages of \$31,087 as of 2020Q1. Average annual wages per worker increased 1.6% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$57,624 in the nation as of 2020Q1.

Average Annual Wages for City of Hollister, MO



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 2019Q3 with preliminary estimates updated to 2020Q1.

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 14.6% 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	\$31,087	85.4	\$36,385
Missouri	\$49,172	88.0	\$55,877
USA	\$57,624	100.0	\$57,624

Source: [JobsEQ®](#)

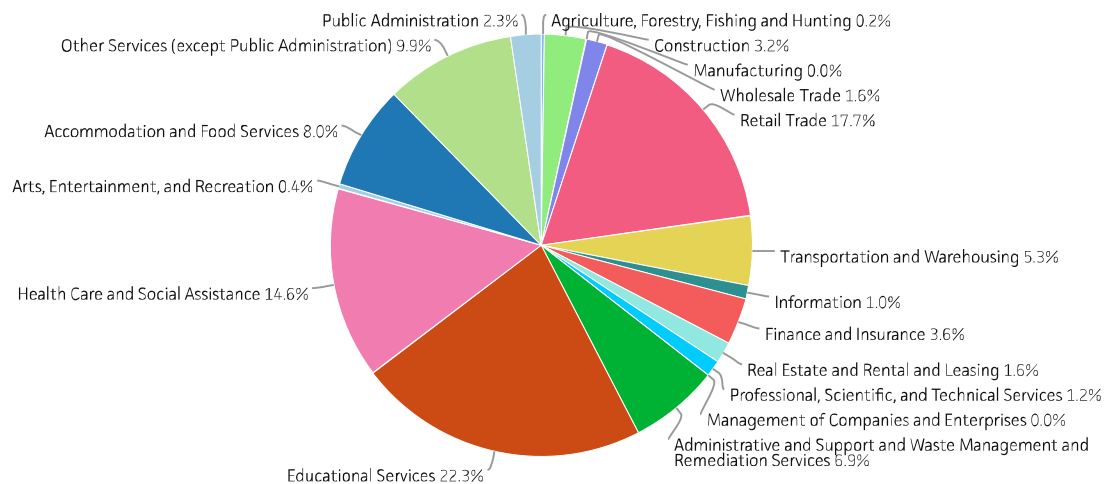
Data as of 2020Q1

Cost of Living per C2ER, data as of 2020q1, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the City of Hollister, MO is Educational Services, employing 700 workers. The next-largest sectors in the region are Retail Trade (556 workers) and Health Care and Social Assistance (460). 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 = 2.73), Other Services (except Public Administration) (2.23), and Retail Trade (1.73).

Total Workers for City of Hollister, MO by Industry



Source: JobsEQ®, Data as of 2020Q1

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 2019Q3 with preliminary estimates updated to 2020Q1.

Sectors in the City of Hollister, MO with the highest average wages per worker are Finance and Insurance (\$53,671), Educational Services (\$52,318), and Administrative and Support and Waste Management and Remediation Services (\$42,845). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Educational Services (+442 jobs), Health Care and Social Assistance (+285), and Accommodation and Food Services (+166).

Over the next 10 years, employment in the City of Hollister, MO is projected to expand by 192 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 Health Care and Social Assistance (+81 jobs), Educational Services (+62), and Accommodation and Food Services (+25).

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	700	\$52,318	2.73	442	10.5%	735	323	349	62	0.9%
44	Retail Trade	556	\$23,426	1.73	62	1.2%	731	326	412	-7	-0.1%
62	Health Care and Social Assistance	460	\$41,715	1.01	285	10.1%	549	230	238	81	1.6%
81	Other Services (except Public Administration)	312	\$21,677	2.23	121	5.0%	356	162	194	1	0.0%
72	Accommodation and Food Services	252	\$24,870	0.89	166	11.3%	452	189	238	25	1.0%
56	Administrative and Support and Waste Management and Remediation Services	216	\$42,845	1.08	77	4.5%	258	106	145	7	0.3%
48	Transportation and Warehousing	166	\$27,872	1.15	79	6.6%	191	77	104	9	0.5%
52	Finance and Insurance	113	\$53,671	0.91	73	10.8%	113	41	67	6	0.5%
23	Construction	100	\$37,601	0.55	-39	-3.3%	111	37	65	9	0.9%
92	Public Administration	73	\$35,614	0.50	70	36.9%	69	29	39	1	0.2%
42	Wholesale Trade	51	\$39,652	0.43	7	1.6%	53	20	33	0	0.0%
53	Real Estate and Rental and Leasing	51	\$34,426	0.93	-29	-4.4%	52	24	28	1	0.1%
54	Professional, Scientific, and Technical Services	39	\$40,274	0.18	2	0.6%	36	13	21	2	0.5%
51	Information	32	\$42,032	0.52	12	4.9%	24	10	18	-5	-1.7%
71	Arts, Entertainment, and Recreation	11	\$25,827	0.18	-62	-17.2%	17	7	9	1	0.5%
11	Agriculture, Forestry, Fishing and Hunting	7	\$12,096	0.16	-2	-2.8%	7	3	4	0	-0.3%
31	Manufacturing	1	\$41,353	0.00	-34	-31.0%	1	0	1	0	0.5%
22	Utilities	0	n/a	0.00	-20	n/a	0	0	0	0	
55	Management of Companies and Enterprises	0	n/a	0.00	-1	n/a	0	0	0	0	0.4%
Total - All Industries		3,139	\$31,087	1.00	1,208	5.0%	3,708	1,502	2,014	192	0.6%

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 2019Q3 with preliminary estimates updated to 2020Q1. 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 430 workers. The next-largest occupation groups in the region are Sales and Related Occupations (421 workers) and Educational Instruction and Library Occupations (384). 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 Educational Instruction and Library Occupations (LQ = 2.18), Community and Social Service Occupations (2.12), and Sales and Related Occupations (1.38).

Occupation groups in the City of Hollister, MO with the highest average wages per worker are Management Occupations (\$87,600), Architecture and Engineering Occupations (\$77,000), and Computer and Mathematical Occupations (\$76,600). The unemployment rate in the region varied among the major groups from 2.6% among Healthcare Practitioners and Technical Occupations to 13.3% among Farming, Fishing, and Forestry Occupations.

Over the next 10 years, the fastest growing occupation group in the City of Hollister, MO is expected to be Healthcare Support Occupations with a +2.2% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+44 jobs) and Educational Instruction and Library Occupations (+39). 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 (606 jobs) and Office and Administrative Support Occupations (496).

City of Hollister, MO, 2020Q1¹

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
43-0000	Office and Administrative Support	430	\$33,200	1.08	18	5.7%	n/a	153	4.5%	484	210	286	-12	-0.3%
41-0000	Sales and Related	421	\$34,600	1.38	20	7.3%	n/a	71	1.9%	604	245	361	-2	-0.1%
25-0000	Educational Instruction and Library	384	\$62,800	2.18	7	5.0%	n/a	215	8.6%	390	160	191	39	1.0%
53-0000	Transportation and Material Moving	264	\$35,200	1.02	9	8.3%	n/a	76	3.4%	340	123	212	6	0.2%
35-0000	Food Preparation and Serving Related	235	\$23,700	0.87	34	9.1%	n/a	106	6.2%	436	169	246	21	0.9%
31-0000	Healthcare Support	183	\$25,800	1.34	4	5.1%	n/a	130	13.1%	294	124	126	44	2.2%
29-0000	Healthcare Practitioners and Technical	170	\$62,500	0.95	3	2.6%	n/a	94	8.4%	127	46	63	18	1.0%
11-0000	Management	160	\$87,600	0.79	3	2.8%	n/a	68	5.7%	152	42	97	14	0.8%
21-0000	Community and Social Service	113	\$45,700	2.12	1	2.9%	n/a	67	9.3%	143	47	83	13	1.1%
13-0000	Business and Financial Operations	109	\$58,400	0.63	3	4.6%	n/a	59	8.2%	118	31	78	10	0.9%
37-0000	Building and Grounds Cleaning and Maintenance	103	\$26,700	0.96	13	8.1%	n/a	27	3.0%	144	61	77	6	0.5%
39-0000	Personal Care and Service	97	\$25,300	1.09	9	9.2%	n/a	35	4.6%	160	67	86	7	0.7%
49-0000	Installation, Maintenance, and Repair	91	\$39,200	0.76	3	3.8%	n/a	13	1.6%	96	30	61	5	0.5%
47-0000	Construction and Extraction	84	\$46,600	0.58	6	8.5%	n/a	-10	-1.1%	103	28	67	7	0.8%
51-0000	Production	73	\$32,800	0.40	3	6.3%	n/a	10	1.5%	89	34	56	0	0.0%
27-0000	Arts, Design, Entertainment, Sports, and Media	72	\$42,600	1.26	5	10.1%	n/a	16	2.5%	86	32	52	2	0.3%

City of Hollister, MO, 2020Q1¹

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	52	\$76,600	0.56	1	4.2%	n/a	33	10.4%	47	9	32	6	1.1%
33-0000	Protective Service	50	\$38,600	0.73	3	5.2%	n/a	26	7.9%	56	23	30	2	0.4%
19-0000	Life, Physical, and Social Science	23	\$66,100	0.85	0	n/a	n/a	16	12.5%	26	5	18	3	1.1%
17-0000	Architecture and Engineering	11	\$77,000	0.20	1	4.6%	n/a	-4	-3.1%	9	3	6	1	0.6%
23-0000	Legal	11	\$75,400	0.42	0	n/a	n/a	6	8.1%	8	3	4	1	0.7%
45-0000	Farming, Fishing, and Forestry	3	\$32,500	0.17	1	13.3%	n/a	2	7.3%	5	1	4	0	0.2%
Total - All Occupations		3,139	\$43,300	1.00	145	6.6%	n/a	1,208	5.0%	3,918	1,492	2,236	190	0.6%

Source: [JobsEQ®](#)

Data as of 2020Q1 unless noted otherwise

Note: Figures may not sum due to rounding.

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

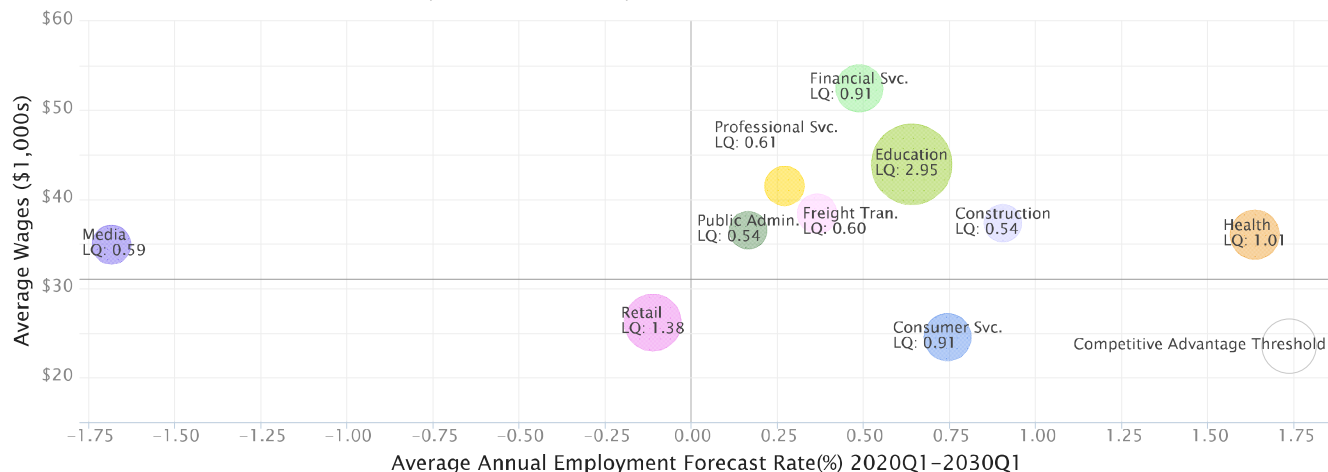
2. Wage data are as of 2019 and represent the average for all Covered Employment

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 2019Q3, imputed where necessary with preliminary estimates updated to 2020Q1. Wages by occupation are as of 2019 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 2.95. This cluster employs 943 workers in the region with an average wage of \$43,919. Employment in the Education cluster is projected to expand in the region about 0.6% per year over the next ten years.

Industry Clusters for City of Hollister, MO as of 2020Q1



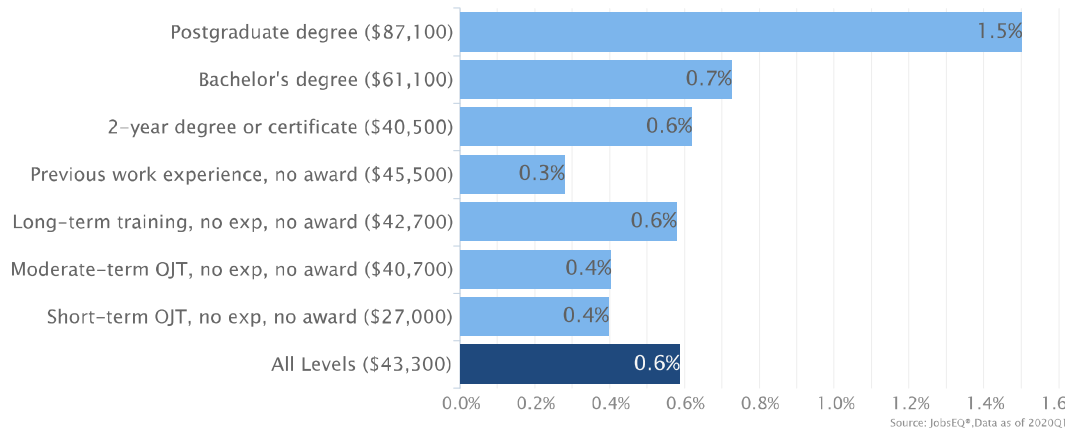
Source: JobsEQ™, Data as of 2020Q1

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 2019Q3 with preliminary estimates updated to 2020Q1. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

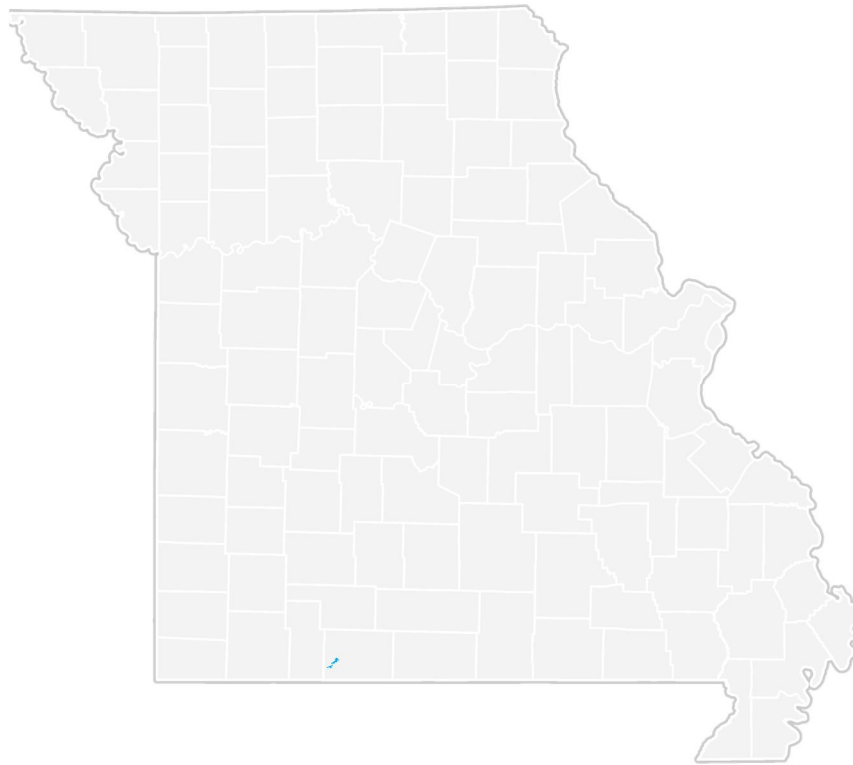
Expected growth rates for occupations vary by the education and training required. While all employment in the City of Hollister, MO is projected to grow 0.6% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.5% per year, those requiring a bachelor's degree are forecast to grow 0.7% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.6% per year.

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



Employment by occupation data are estimates as of 2020Q1. 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.

City of Hollister, MO Regional Map



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 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

Source: JobsEQ®, <http://www.chmuraecon.com/jobseq>

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