



# Economic Overview

January 1, 2021

## City of Branson, MO



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# Demographic Profile

The population in the City of Branson, MO was 11,345 per American Community Survey data for 2014-2018.

The region has a civilian labor force of 5,540 with a participation rate of 60.1%. Of individuals 25 to 64 in the City of Branson, MO, 21.1% have a bachelor's degree or higher which compares with 32.9% in the nation.

The median household income in the City of Branson, MO is \$40,343 and the median house value is \$152,000.

## Summary<sup>1</sup>

|  | Percent                |          |       | Value                  |           |             |
|--|------------------------|----------|-------|------------------------|-----------|-------------|
|  | City of Branson,<br>MO | Missouri | USA   | City of Branson,<br>MO | Missouri  | USA         |
| <b>Demographics</b>  |                        |          |       |                        |           |             |
| Population (ACS)   | —                      | —        | —     | 11,345                 | 6,090,062 | 322,903,030 |
| Male   | 45.7%                  | 49.1%    | 49.2% | 5,181                  | 2,988,772 | 158,984,190 |
| Female   | 54.3%                  | 50.9%    | 50.8% | 6,164                  | 3,101,290 | 163,918,840 |
| Median Age <sup>2</sup>  | —                      | —        | —     | 41.8                   | 38.5      | 37.9        |
| Under 18 Years   | 20.1%                  | 22.7%    | 22.8% | 2,285                  | 1,385,063 | 73,553,240  |
| 18 to 24 Years   | 10.1%                  | 9.5%     | 9.6%  | 1,144                  | 580,161   | 30,903,719  |
| 25 to 34 Years   | 10.9%                  | 13.3%    | 13.8% | 1,232                  | 809,024   | 44,567,976  |
| 35 to 44 Years   | 12.4%                  | 12.0%    | 12.6% | 1,405                  | 733,520   | 40,763,210  |
| 45 to 54 Years   | 11.7%                  | 12.9%    | 13.2% | 1,322                  | 787,960   | 42,589,573  |
| 55 to 64 Years   | 10.3%                  | 13.3%    | 12.8% | 1,174                  | 812,642   | 41,286,731  |
| 65 to 74 Years   | 14.0%                  | 9.2%     | 8.8%  | 1,583                  | 561,486   | 28,535,419  |
| 75 Years, and Over   | 10.6%                  | 6.9%     | 6.4%  | 1,200                  | 420,206   | 20,703,162  |
| Race: White  | 85.7%                  | 82.2%    | 72.7% | 9,726                  | 5,008,342 | 234,904,818 |
| Race: Black or African American  | 4.0%                   | 11.6%    | 12.7% | 454                    | 704,896   | 40,916,113  |
| Race: American Indian and Alaska Native  | 0.7%                   | 0.4%     | 0.8%  | 84                     | 26,952    | 2,699,073   |
| Race: Asian  | 2.4%                   | 1.9%     | 5.4%  | 270                    | 116,720   | 17,574,550  |
| Race: Native Hawaiian and Other Pacific Islander   | 0.0%                   | 0.1%     | 0.2%  | 2                      | 6,662     | 582,718     |
| Race: Some Other Race  | 6.2%                   | 1.2%     | 4.9%  | 698                    | 71,162    | 15,789,961  |
| Race: Two or More Races  | 1.0%                   | 2.6%     | 3.2%  | 111                    | 155,328   | 10,435,797  |
| Hispanic or Latino (of any race)   | 11.0%                  | 4.1%     | 17.8% | 1,248                  | 249,105   | 57,517,935  |
| <b>Economic</b>  |                        |          |       |                        |           |             |
| Labor Force Participation Rate and Size (civilian population 16 years and over) <sup>5</sup> | 60.1%                  | 62.8%    | 63.2% | 5,540                  | 3,044,052 | 162,248,196 |
| Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) <sup>5</sup>   | 81.6%                  | 82.3%    | 81.8% | 3,229                  | 1,909,550 | 104,136,254 |
| Armed Forces Labor Force <sup>5</sup>  | 0.0%                   | 0.4%     | 0.4%  | 0                      | 18,444    | 1,028,133   |
| Veterans, Age 18-64 <sup>5</sup>   | 3.6%                   | 5.5%     | 4.7%  | 224                    | 203,888   | 9,398,789   |
| Veterans Labor Force Participation Rate and Size, Age 18-64 <sup>5</sup>                     | 73.7%                  | 73.8%    | 76.3% | 165                    | 150,552   | 7,168,168   |
| Median Household Income <sup>2,5</sup>   | —                      | —        | —     | \$40,343               | \$53,560  | \$60,293    |
| Per Capita Income <sup>5</sup>   | —                      | —        | —     | \$21,721               | \$29,537  | \$32,621    |
| Mean Commute Time (minutes) <sup>5</sup>   | —                      | —        | —     | 20.8                   | 23.6      | 26.6        |
| Commute via Public Transportation <sup>5</sup>   | 1.7%                   | 1.4%     | 5.0%  | 89                     | 40,311    | 7,602,145   |
| <b>Educational Attainment, Age 25-64</b>   |                        |          |       |                        |           |             |
| No High School Diploma   | 11.8%                  | 9.1%     | 11.2% | 604                    | 285,139   | 18,885,967  |
| High School Graduate   | 27.8%                  | 28.6%    | 25.8% | 1,427                  | 897,820   | 43,699,272  |
| Some College, No Degree  | 32.7%                  | 22.9%    | 21.0% | 1,676                  | 720,174   | 35,525,113  |
| Associate's Degree   | 6.7%                   | 8.8%     | 9.1%  | 345                    | 277,838   | 15,389,737  |
| Bachelor's Degree  | 16.4%                  | 19.4%    | 20.8% | 844                    | 610,001   | 35,261,652  |
| Postgraduate Degree  | 4.6%                   | 11.2%    | 12.1% | 237                    | 352,174   | 20,445,749  |
| <b>Housing</b>   |                        |          |       |                        |           |             |

## Summary<sup>1</sup>

|   | Percent                |          |       | Value                  |           |             |
|---|------------------------|----------|-------|------------------------|-----------|-------------|
|   | City of Branson,<br>MO | Missouri | USA   | City of Branson,<br>MO | Missouri  | USA         |
| Total Housing Units   | —                      | —        | —     | 8,688                  | 2,775,635 | 136,384,292 |
| Median House Value (of owner-occupied units) <sup>2</sup>                           | —                      | —        | —     | \$152,000              | \$151,600 | \$204,900   |
| Homeowner Vacancy   | 0.9%                   | 1.8%     | 1.7%  | 19                     | 30,202    | 1,304,850   |
| Rental Vacancy  | 8.3%                   | 6.7%     | 6.0%  | 272                    | 57,916    | 2,822,053   |
| Renter-Occupied Housing Units (% of Occupied Units)                                 | 59.6%                  | 33.2%    | 36.2% | 2,995                  | 794,426   | 43,285,318  |
| Occupied Housing Units with No Vehicle Available (% of Occupied Units) <sup>5</sup> | 9.7%                   | 7.0%     | 8.7%  | 487                    | 167,384   | 10,424,934  |
| <b>Social</b>   |                        |          |       |                        |           |             |
| Poverty Level (of all people) <sup>5</sup>  | 20.1%                  | 14.2%    | 14.1% | 2,247                  | 837,930   | 44,257,979  |
| Households Receiving Food Stamps/SNAP   | 14.5%                  | 11.6%    | 12.2% | 729                    | 278,848   | 14,635,287  |
| Enrolled in Grade 12 (% of total population)  | 0.6%                   | 1.3%     | 1.4%  | 65                     | 77,672    | 4,442,295   |
| Disconnected Youth <sup>3,5</sup>   | 8.9%                   | 2.7%     | 2.6%  | 34                     | 8,659     | 438,452     |
| Children in Single Parent Families (% of all children) <sup>5</sup>                 | 53.3%                  | 34.1%    | 34.3% | 1,145                  | 445,603   | 23,973,249  |
| Uninsured   | 21.6%                  | 9.7%     | 9.4%  | 2,437                  | 581,002   | 29,752,767  |
| With a Disability, Age 18-64 <sup>5</sup>   | 10.9%                  | 12.6%    | 10.3% | 680                    | 459,996   | 20,240,504  |
| With a Disability, Age 18-64, Labor Force Participation Rate and Size <sup>5</sup>  | 50.4%                  | 40.4%    | 41.6% | 343                    | 185,695   | 8,421,018   |
| Foreign Born  | 7.9%                   | 4.1%     | 13.5% | 891                    | 247,788   | 43,539,499  |
| Speak English Less Than Very Well (population 5 yrs and over)                       | 3.4%                   | 2.2%     | 8.5%  | 364                    | 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.

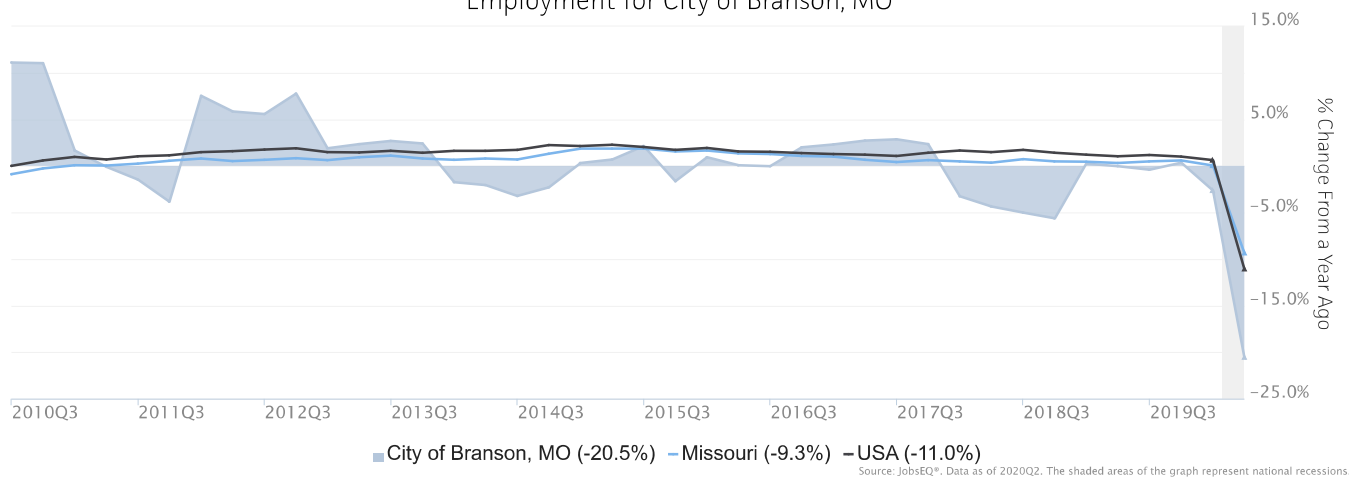
4. Census 2019, annual average growth rate since 2009

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

# Employment Trends

As of 2020Q2, total employment for the City of Branson, MO was 17,656 (based on a four-quarter moving average). Over the year ending 2020Q2, employment declined 20.5% in the region.

Employment for City of Branson, MO

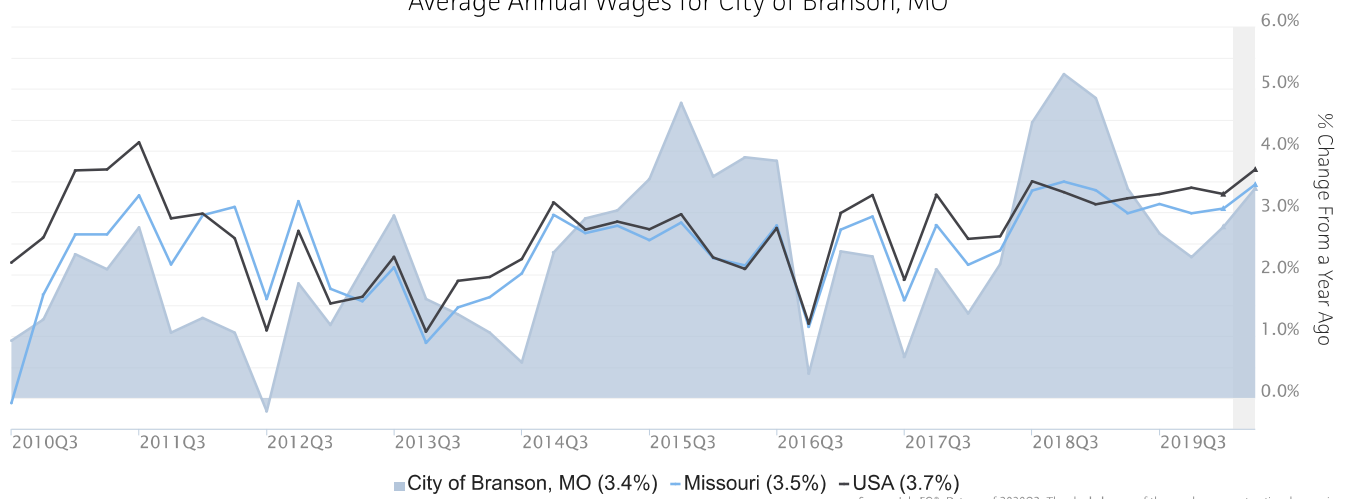


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q4 with preliminary estimates updated to 2020Q2.

# Wage Trends

The average worker in the City of Branson, MO earned annual wages of \$32,524 as of 2020Q2. Average annual wages per worker increased 3.4% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$58,849 in the nation as of 2020Q2.

Average Annual Wages for City of Branson, 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 2019Q4 with preliminary estimates updated to 2020Q2.

# 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 12.5% lower in City of Branson, MO than the U.S. average.

## Cost of Living Information

|                     | Annual Average Salary | Cost of Living Index<br>(Base US) | US Purchasing Power |
|---------------------|-----------------------|-----------------------------------|---------------------|
| City of Branson, MO | \$32,524              | 87.5                              | \$37,184            |
| Missouri            | \$50,000              | 88.0                              | \$56,819            |
| USA                 | \$58,849              | 100.0                             | \$58,849            |

Source: [JobsEQ®](#)

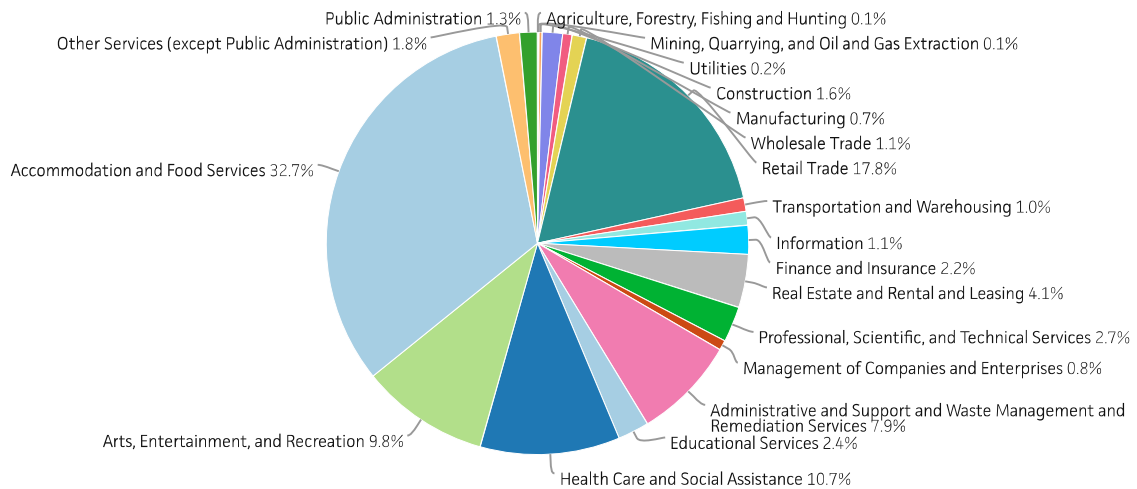
Data as of 2020Q2

Cost of Living per C2ER, data as of 2020Q1, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in the City of Branson, MO is Accommodation and Food Services, employing 5,771 workers. The next-largest sectors in the region are Retail Trade (3,141 workers) and Health Care and Social Assistance (1,887). 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 = 5.27), Accommodation and Food Services (3.89), and Real Estate and Rental and Leasing (2.31).

Total Workers for City of Branson, MO by Industry



Source: JobsEQ\*, Data as of 2020Q2

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 2019Q4 with preliminary estimates updated to 2020Q2.

Sectors in the City of Branson, MO with the highest average wages per worker are Management of Companies and Enterprises (\$76,239), Utilities (\$58,459), and Finance and Insurance (\$56,021). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Health Care and Social Assistance (+483 jobs), Administrative and Support and Waste Management and Remediation Services (+473), and Accommodation and Food Services (+189).

Over the next 10 years, employment in the City of Branson, MO is projected to expand by 289 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.1% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+263 jobs), Health Care and Social Assistance (+219), and Arts, Entertainment, and Recreation (+41).

| NAICS                         | Industry   | Empl          | Current         | LQ          | 10-Year History |             | Total Demand  | 10-Year Forecast |               |             | Ann % Growth |
|-------------------------------|--|---------------|-----------------|-------------|-----------------|-------------|---------------|------------------|---------------|-------------|--------------|
|                               |  |               | Avg Ann Wages   |             | Empl Change     | Ann %       |               | Exits            | Transfers     | Empl Growth |              |
| 72                            | Accommodation and Food Services  | 5,771         | \$25,677        | 3.89        | 189             | 0.3%        | 9,791         | 4,217            | 5,310         | 263         | 0.4%         |
| 44                            | Retail Trade   | 3,141         | \$23,860        | 1.74        | 168             | 0.6%        | 3,891         | 1,797            | 2,273         | -179        | -0.6%        |
| 62                            | Health Care and Social Assistance  | 1,887         | \$42,602        | 0.73        | 483             | 3.0%        | 2,092         | 921              | 952           | 219         | 1.1%         |
| 71                            | Arts, Entertainment, and Recreation                                      | 1,734         | \$22,482        | 5.27        | -692            | -3.3%       | 2,502         | 1,101            | 1,361         | 41          | 0.2%         |
| 56                            | Administrative and Support and Waste Management and Remediation Services | 1,393         | \$42,890        | 1.25        | 473             | 4.2%        | 1,493         | 661              | 903           | -71         | -0.5%        |
| 53                            | Real Estate and Rental and Leasing                                       | 716           | \$34,657        | 2.31        | 164             | 2.6%        | 758           | 334              | 400           | 24          | 0.3%         |
| 54                            | Professional, Scientific, and Technical Services                         | 482           | \$40,512        | 0.40        | 152             | 3.9%        | 389           | 150              | 254           | -15         | -0.3%        |
| 61                            | Educational Services   | 423           | \$36,458        | 0.29        | 73              | 1.9%        | 381           | 186              | 201           | -6          | -0.1%        |
| 52                            | Finance and Insurance  | 390           | \$56,021        | 0.54        | 87              | 2.6%        | 355           | 136              | 224           | -4          | -0.1%        |
| 81                            | Other Services (except Public Administration)                            | 315           | \$27,212        | 0.41        | -381            | -7.6%       | 364           | 164              | 196           | 4           | 0.1%         |
| 23                            | Construction   | 274           | \$37,397        | 0.27        | -129            | -3.8%       | 302           | 100              | 179           | 23          | 0.8%         |
| 92                            | Public Administration  | 236           | \$35,333        | 0.28        | 10              | 0.4%        | 218           | 92               | 125           | 1           | 0.1%         |
| 42                            | Wholesale Trade  | 197           | \$38,247        | 0.29        | 77              | 5.1%        | 194           | 76               | 126           | -8          | -0.4%        |
| 51                            | Information  | 187           | \$45,462        | 0.54        | -91             | -3.9%       | 161           | 63               | 111           | -13         | -0.7%        |
| 48                            | Transportation and Warehousing   | 182           | \$29,845        | 0.22        | 1               | 0.1%        | 214           | 85               | 115           | 14          | 0.7%         |
| 55                            | Management of Companies and Enterprises                                  | 137           | \$76,239        | 0.50        | 41              | 3.6%        | 128           | 46               | 79            | 4           | 0.3%         |
| 31                            | Manufacturing  | 128           | \$35,915        | 0.09        | 4               | 0.3%        | 121           | 48               | 82            | -8          | -0.7%        |
| 22                            | Utilities  | 42            | \$58,459        | 0.46        | 2               | 0.6%        | 40            | 14               | 25            | 1           | 0.3%         |
| 11                            | Agriculture, Forestry, Fishing and Hunting                               | 12            | \$8,588         | 0.05        | -14             | -7.3%       | 13            | 6                | 7             | 0           | -0.4%        |
| 21                            | Mining, Quarrying, and Oil and Gas Extraction                            | 11            | \$26,600        | 0.15        | 10              | n/a         | 11            | 4                | 7             | 0           | 0.1%         |
| <b>Total - All Industries</b> |  | <b>17,656</b> | <b>\$32,524</b> | <b>1.00</b> | <b>630</b>      | <b>0.4%</b> | <b>19,647</b> | <b>8,269</b>     | <b>11,088</b> | <b>289</b>  | <b>0.2%</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 2019Q4 with preliminary estimates updated to 2020Q2. 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 3,822 workers. The next-largest occupation groups in the region are Sales and Related Occupations (2,966 workers) and Office and Administrative Support Occupations (2,233). 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 = 2.69), Building and Grounds Cleaning and Maintenance Occupations (2.33), and Arts, Design, Entertainment, Sports, and Media Occupations (1.76).

Occupation groups in the City of Branson, MO with the highest average wages per worker are Management Occupations (\$82,500), Computer and Mathematical Occupations (\$78,100), and Architecture and Engineering Occupations (\$76,700). The unemployment rate in the region varied among the major groups from 2.7% among Healthcare Practitioners and Technical Occupations to 18.0% among Personal Care and Service Occupations.

Over the next 10 years, the fastest growing occupation group in the City of Branson, MO is expected to be Healthcare Support Occupations with a +1.8% 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 (+329 jobs) and Healthcare Support Occupations (+85). 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 (6,855 jobs) and Sales and Related Occupations (4,183).

City of Branson, MO, 2020Q2<sup>1</sup>

| SOC     | Occupation                                     | Empl  | Mean Ann Wages <sup>2</sup> | Current |        |             | Online Job Ads | 10-Year History |       | Total Demand | 10-Year Forecast |           |             | Ann % Growth |
|---------|--|-------|-----------------------------|---------|--------|-------------|----------------|-----------------|-------|--------------|------------------|-----------|-------------|--------------|
|         |  |       |                             | LQ      | Unempl | Unempl Rate |                | Empl Change     | Ann % |              | Exits            | Transfers | Empl Growth |              |
| 35-0000 | Food Preparation and Serving Related           | 3,822 | \$23,900                    | 2.69    | 165    | 12.2%       | n/a            | -10             | 0.0%  | 7,184        | 2,722            | 4,133     | 329         | 0.8%         |
| 41-0000 | Sales and Related                              | 2,966 | \$35,300                    | 1.74    | 78     | 7.8%        | n/a            | 95              | 0.3%  | 4,021        | 1,693            | 2,490     | -162        | -0.6%        |
| 43-0000 | Office and Administrative Support              | 2,233 | \$32,300                    | 0.99    | 52     | 6.2%        | n/a            | 58              | 0.3%  | 2,561        | 1,079            | 1,637     | -155        | -0.7%        |
| 37-0000 | Building and Grounds Cleaning and Maintenance  | 1,392 | \$26,400                    | 2.33    | 40     | 8.6%        | n/a            | -3              | 0.0%  | 1,818        | 847              | 980       | -9          | -0.1%        |
| 29-0000 | Healthcare Practitioners and Technical         | 864   | \$72,600                    | 0.85    | 5      | 2.7%        | n/a            | 227             | 3.1%  | 572          | 235              | 266       | 71          | 0.8%         |
| 53-0000 | Transportation and Material Moving             | 864   | \$32,500                    | 0.59    | 31     | 9.4%        | n/a            | 141             | 1.8%  | 1,100        | 417              | 689       | -6          | -0.1%        |
| 11-0000 | Management                                     | 836   | \$82,500                    | 0.73    | 10     | 3.1%        | n/a            | 145             | 1.9%  | 760          | 214              | 515       | 30          | 0.4%         |
| 39-0000 | Personal Care and Service                      | 708   | \$24,600                    | 1.47    | 63     | 18.0%       | n/a            | -176            | -2.2% | 1,361        | 614              | 717       | 30          | 0.4%         |
| 49-0000 | Installation, Maintenance, and Repair          | 624   | \$39,200                    | 0.92    | 11     | 5.2%        | n/a            | 46              | 0.8%  | 637          | 209              | 410       | 18          | 0.3%         |
| 13-0000 | Business and Financial Operations              | 610   | \$58,100                    | 0.62    | 8      | 3.7%        | n/a            | 166             | 3.2%  | 616          | 172              | 425       | 19          | 0.3%         |
| 27-0000 | Arts, Design, Entertainment, Sports, and Media | 562   | \$43,400                    | 1.76    | 25     | 14.2%       | n/a            | -265            | -3.8% | 583          | 217              | 393       | -26         | -0.5%        |
| 31-0000 | Healthcare Support                             | 443   | \$27,000                    | 0.57    | 8      | 5.2%        | n/a            | 138             | 3.8%  | 664          | 270              | 309       | 85          | 1.8%         |
| 25-0000 | Educational Instruction and Library            | 401   | \$49,100                    | 0.40    | 18     | 7.0%        | n/a            | 73              | 2.0%  | 374          | 169              | 199       | 5           | 0.1%         |
| 51-0000 | Production                                     | 324   | \$35,000                    | 0.31    | 10     | 8.0%        | n/a            | 9               | 0.3%  | 379          | 153              | 237       | -11         | -0.3%        |
| 47-0000 | Construction and Extraction                    | 277   | \$46,900                    | 0.34    | 16     | 10.9%       | n/a            | -98             | -3.0% | 329          | 93               | 219       | 18          | 0.6%         |
| 33-0000 | Protective Service                             | 230   | \$36,000                    | 0.60    | 4      | 5.2%        | n/a            | -36             | -1.5% | 296          | 131              | 162       | 2           | 0.1%         |

### City of Branson, MO, 2020Q2<sup>1</sup>

| SOC                            | Occupation                         | Empl          | Mean Ann Wages <sup>2</sup> | Current     |            |             | Online Job Ads | 10-Year History |             | Total Demand  | 10-Year Forecast |               |             | Ann % Growth |
|--------------------------------|------------------------------------|---------------|-----------------------------|-------------|------------|-------------|----------------|-----------------|-------------|---------------|------------------|---------------|-------------|--------------|
|                                |                                    |               |                             | LQ          | Unempl     | Unempl Rate |                | Empl Change     | Ann %       |               | Exits            | Transfers     | Empl Growth |              |
| 15-0000                        | Computer and Mathematical          | 199           | \$78,100                    | 0.37        | 2          | 3.6%        | n/a            | 64              | 3.9%        | 153           | 34               | 115           | 5           | 0.2%         |
| 21-0000                        | Community and Social Service       | 138           | \$43,100                    | 0.45        | 2          | 2.8%        | n/a            | 40              | 3.5%        | 177           | 49               | 105           | 23          | 1.6%         |
| 23-0000                        | Legal                              | 61            | \$72,600                    | 0.40        | 0          | n/a         | n/a            | 9               | 1.6%        | 45            | 16               | 26            | 4           | 0.6%         |
| 17-0000                        | Architecture and Engineering       | 58            | \$76,700                    | 0.19        | 1          | 3.9%        | n/a            | 1               | 0.2%        | 50            | 14               | 33            | 2           | 0.4%         |
| 19-0000                        | Life, Physical, and Social Science | 36            | \$67,700                    | 0.24        | 0          | n/a         | n/a            | 8               | 2.5%        | 36            | 8                | 26            | 2           | 0.6%         |
| 45-0000                        | Farming, Fishing, and Forestry     | 10            | \$34,700                    | 0.09        | 1          | 12.3%       | n/a            | -1              | -1.2%       | 17            | 4                | 13            | 0           | 0.3%         |
| <b>Total - All Occupations</b> |                                    | <b>17,656</b> | <b>\$39,000</b>             | <b>1.00</b> | <b>550</b> | <b>8.6%</b> | <b>n/a</b>     | <b>630</b>      | <b>0.4%</b> | <b>23,733</b> | <b>9,359</b>     | <b>14,099</b> | <b>275</b>  | <b>0.2%</b>  |

Source: [JobsEQ®](#)

Data as of 2020Q2 unless noted otherwise

Note: Figures may not sum due to rounding.

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

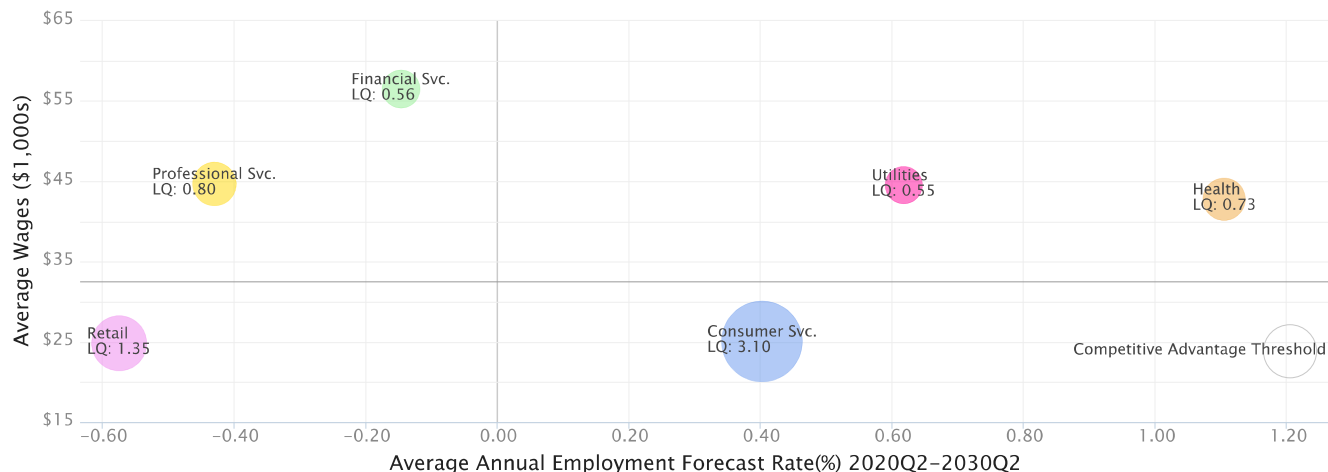
2. Wage data are as of 2019 and represent the average for all Covered Employment

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 2019Q4, imputed where necessary with preliminary estimates updated to 2020Q2. 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 Branson, MO with the highest relative concentration is Consumer Svc. with a location quotient of 3.10. This cluster employs 8,151 workers in the region with an average wage of \$25,065. Employment in the Consumer Svc. cluster is projected to expand in the region about 0.4% per year over the next ten years.

Industry Clusters for City of Branson, MO as of 2020Q2



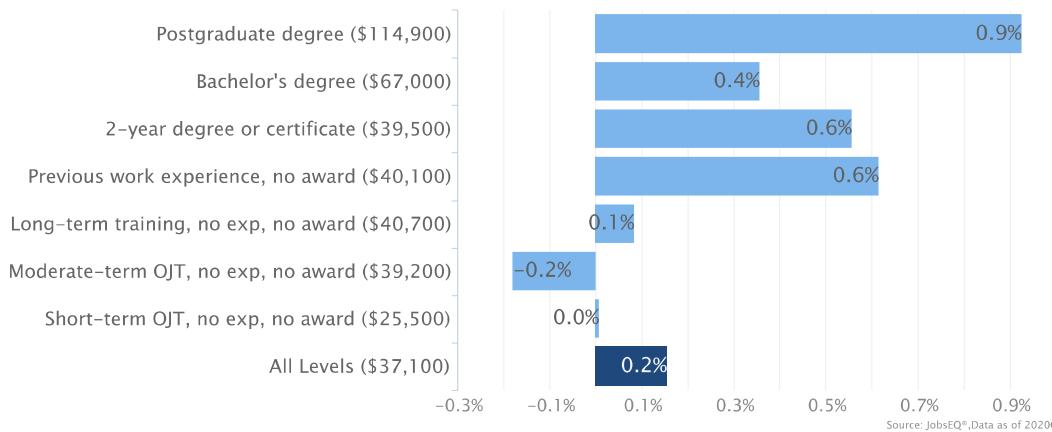
Source: JobsEQ®, Data as of 2020Q2

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 2019Q4 with preliminary estimates updated to 2020Q2. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Education Levels

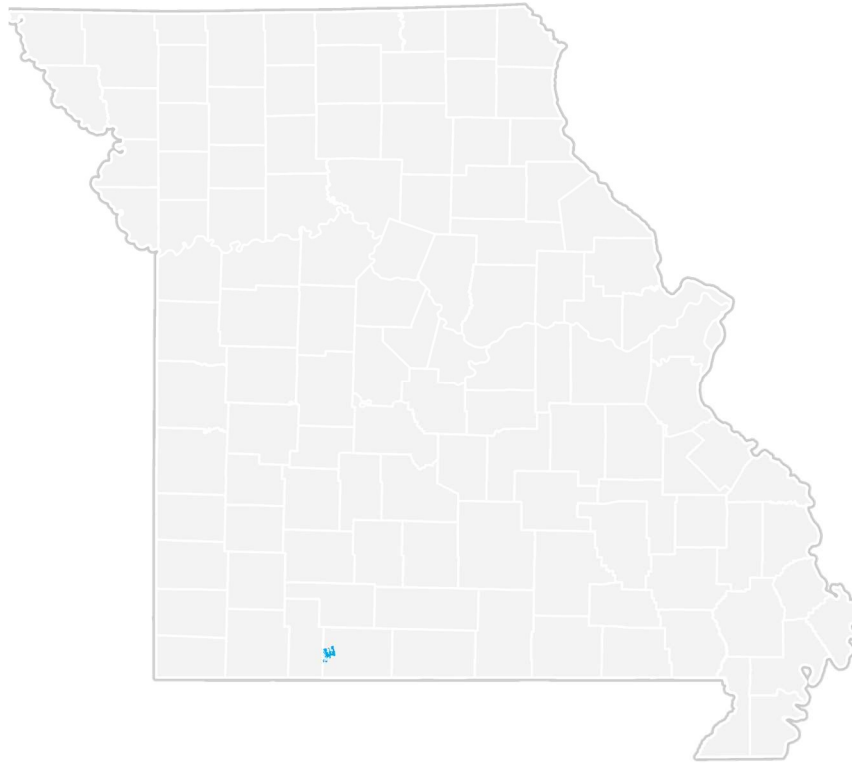
Expected growth rates for occupations vary by the education and training required. While all employment in the City of Branson, MO is projected to grow 0.2% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.9% per year, those requiring a bachelor's degree are forecast to grow 0.4% 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 Branson, MO



Employment by occupation data are estimates as of 2020Q2. 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 Branson, 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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