



Economic Overview

April 1, 2021

Branson, MO μSA



Taney County Partnership
Branson/Lakes Area Chamber of Commerce
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<https://www.taneycountypartnership.com>

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Demographic Profile

The population in the Branson, MO μSA was 55,114 per American Community Survey data for 2015-2019.

The region has a civilian labor force of 26,555 with a participation rate of 59.3%. Of individuals 25 to 64 in the Branson, MO μSA, 21.3% have a bachelor's degree or higher which compares with 33.5% in the nation.

The median household income in the Branson, MO μSA is \$46,031 and the median house value is \$139,800.

Summary¹

	Percent			Value		
	Branson, MO μSA	Missouri	USA	Branson, MO μSA	Missouri	USA
Demographics						
Population (ACS)	—	—	—	55,114	6,104,910	324,697,795
Male	48.3%	49.1%	49.2%	26,630	2,995,725	159,886,919
Female	51.7%	50.9%	50.8%	28,484	3,109,185	164,810,876
Median Age ²	—	—	—	42.2	38.6	38.1
Under 18 Years	21.2%	22.6%	22.6%	11,708	1,381,612	73,429,392
18 to 24 Years	9.8%	9.4%	9.4%	5,426	573,249	30,646,327
25 to 34 Years	11.2%	13.3%	13.9%	6,166	813,407	45,030,415
35 to 44 Years	10.9%	12.1%	12.6%	6,001	738,183	40,978,831
45 to 54 Years	12.2%	12.6%	13.0%	6,717	769,927	42,072,620
55 to 64 Years	13.4%	13.5%	12.9%	7,367	821,807	41,756,414
65 to 74 Years	12.6%	9.5%	9.1%	6,917	577,726	29,542,266
75 Years, and Over	8.7%	7.0%	6.5%	4,812	428,999	21,241,530
Race: White	91.7%	82.2%	72.5%	50,517	5,015,904	235,377,662
Race: Black or African American	1.5%	11.5%	12.7%	839	701,334	41,234,642
Race: American Indian and Alaska Native	1.0%	0.4%	0.8%	552	27,084	2,750,143
Race: Asian	1.0%	2.0%	5.5%	546	120,654	17,924,209
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	12	8,231	599,868
Race: Some Other Race	2.6%	1.2%	4.9%	1,436	71,335	16,047,369
Race: Two or More Races	2.2%	2.6%	3.3%	1,212	160,368	10,763,902
Hispanic or Latino (of any race)	5.9%	4.2%	18.0%	3,260	254,791	58,479,370
Population Growth						
Population (Pop Estimates) ⁴	—	—	—	55,928	6,137,428	328,239,523
Population Annual Average Growth ⁴	1.0%	0.3%	0.7%	513	17,634	2,146,799
People per Square Mile	—	—	—	88.4	89.3	92.9
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	59.3%	62.8%	63.2%	26,555	3,055,789	163,555,585
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	82.2%	82.6%	82.1%	15,515	1,909,998	104,634,905
Armed Forces Labor Force	0.0%	0.4%	0.4%	6	18,850	1,073,907
Veterans, Age 18-64	5.4%	5.3%	4.6%	1,696	195,582	9,143,042
Veterans Labor Force Participation Rate and Size, Age 18-64	73.5%	74.1%	76.6%	1,246	144,845	7,003,778
Median Household Income ²	—	—	—	\$46,031	\$55,461	\$62,843
Per Capita Income	—	—	—	\$23,776	\$30,810	\$34,103
Mean Commute Time (minutes)	—	—	—	22.7	23.9	26.9
Commute via Public Transportation	0.5%	1.3%	5.0%	132	38,268	7,641,160
Educational Attainment, Age 25-64						
No High School Diploma	11.0%	8.8%	10.9%	2,881	277,718	18,550,150
High School Graduate	31.9%	28.6%	25.7%	8,369	897,440	43,627,868
Some College, No Degree	26.7%	22.6%	20.7%	6,996	709,824	35,174,790

Summary¹

	Percent			Value		
	Branson, MO μSA	Missouri	USA	Branson, MO μSA	Missouri	USA
Associate's Degree	9.2%	8.9%	9.1%	2,415	278,447	15,526,064
Bachelor's Degree	15.0%	19.7%	21.2%	3,943	618,480	35,997,848
Postgraduate Degree	6.3%	11.5%	12.3%	1,647	361,415	20,961,560
Housing						
Total Housing Units	—	—	—	30,833	2,790,397	137,428,986
Median House Value (of owner-occupied units) ²	—	—	—	\$139,800	\$157,200	\$217,500
Homeowner Vacancy	3.3%	1.7%	1.6%	465	27,891	1,257,737
Rental Vacancy	6.5%	6.3%	6.0%	597	54,781	2,793,023
Renter-Occupied Housing Units (% of Occupied Units)	38.3%	33.2%	36.0%	8,532	802,535	43,481,667
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	5.9%	6.9%	8.6%	1,316	165,906	10,395,713
Social						
Poverty Level (of all people)	14.7%	13.7%	13.4%	7,839	810,045	42,510,843
Households Receiving Food Stamps/SNAP	14.6%	11.1%	11.7%	3,243	268,633	14,171,567
Enrolled in Grade 12 (% of total population)	1.1%	1.3%	1.4%	632	78,114	4,422,344
Disconnected Youth ³	3.1%	2.8%	2.5%	95	8,774	423,273
Children in Single Parent Families (% of all children)	35.1%	33.9%	34.1%	3,719	440,546	23,790,005
Uninsured	15.8%	9.3%	8.8%	8,657	559,885	28,248,613
With a Disability, Age 18-64	14.8%	12.5%	10.3%	4,668	453,975	20,187,604
With a Disability, Age 18-64, Labor Force Participation Rate and Size	47.2%	41.1%	42.2%	2,203	186,435	8,509,463
Foreign Born	4.1%	4.2%	13.6%	2,243	255,719	44,011,870
Speak English Less Than Very Well (population 5 yrs and over)	1.8%	2.2%	8.4%	956	126,914	25,615,365

Source: [JobsEQ®](#)

1. American Community Survey 2015-2019, unless noted otherwise

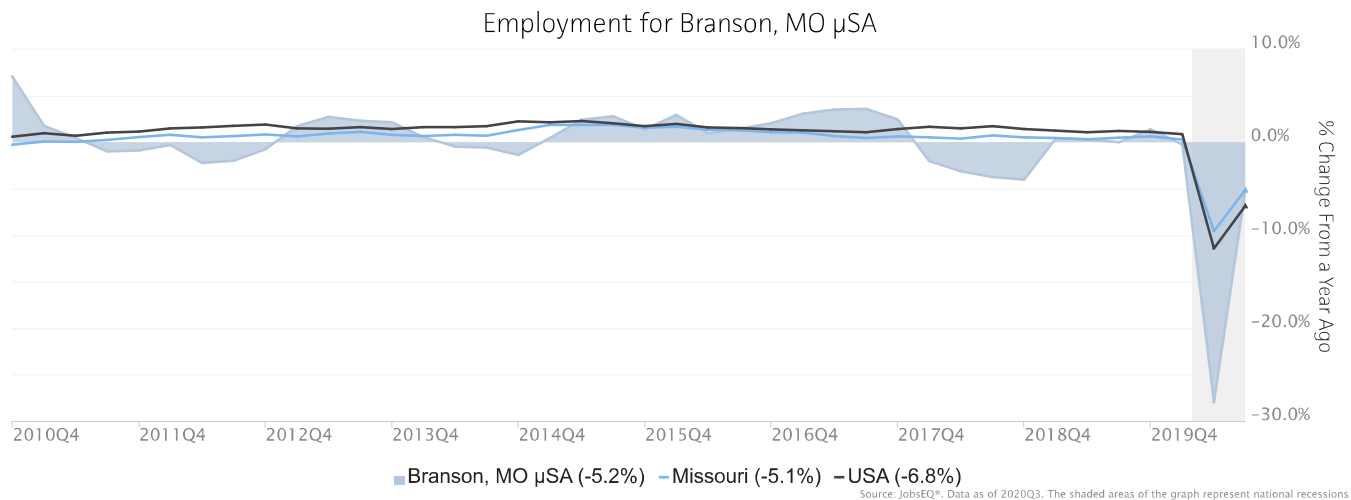
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

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

Employment Trends

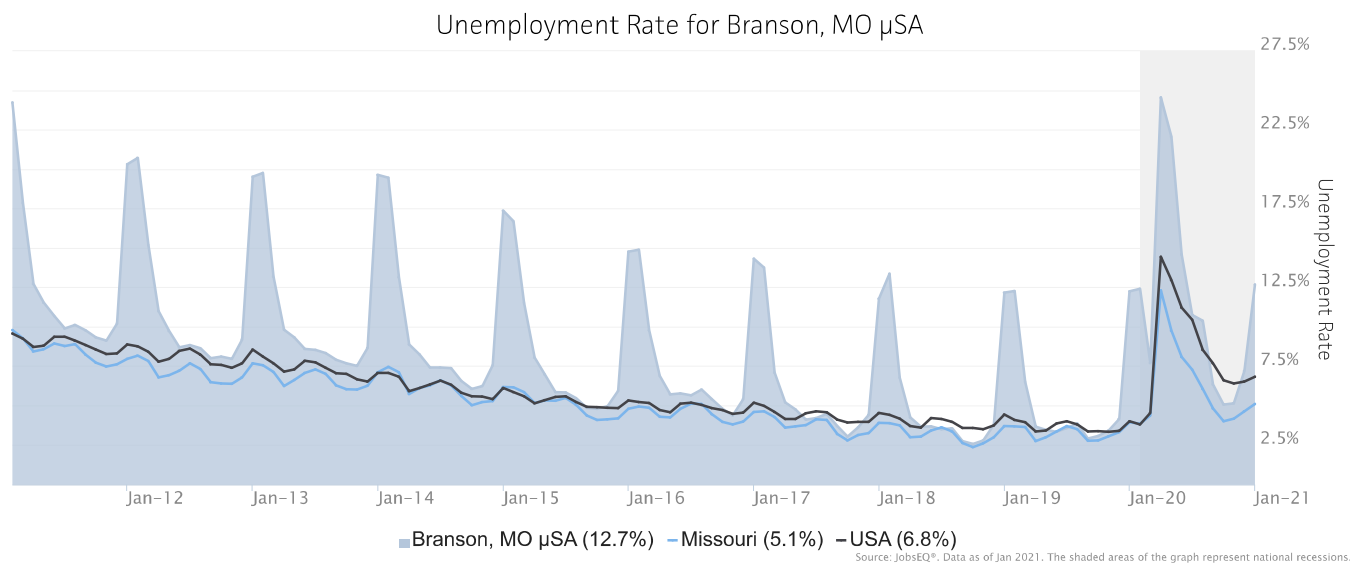
As of 2020Q3, total employment for the Branson, MO μ SA was 28,839 (based on a four-quarter moving average). Over the year ending 2020Q3, employment declined 5.2% in the region.



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 2020Q2 with preliminary estimates updated to 2020Q3.

Unemployment Rate

The unemployment rate for the Branson, MO μ SA was 12.7% as of January 2021. The regional unemployment rate was higher than the national rate of 6.8%. One year earlier, in January 2020, the unemployment rate in the Branson, MO μ SA was 12.2%.

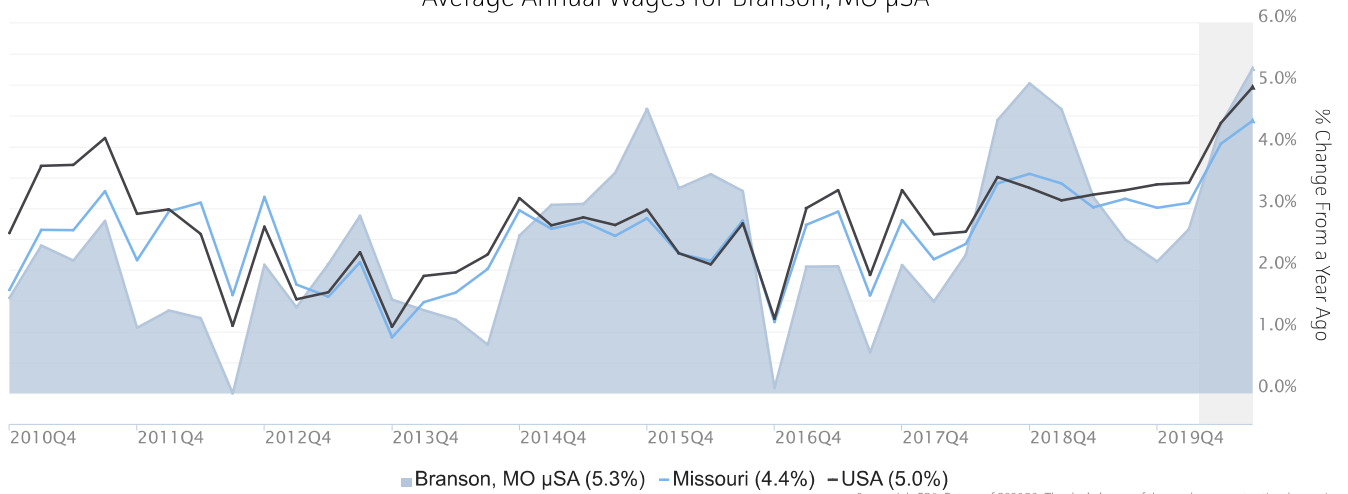


Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through January 2021.

Wage Trends

The average worker in the Branson, MO μSA earned annual wages of \$33,286 as of 2020Q3. Average annual wages per worker increased 5.3% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$60,042 in the nation as of 2020Q3.

Average Annual Wages for Branson, MO μSA



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 2020Q2 with preliminary estimates updated to 2020Q3.

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 14.5% 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	\$33,286	85.5	\$38,935
Missouri	\$50,931	88.1	\$57,824
USA	\$60,042	100.0	\$60,042

Source: [JobsEQ®](#)

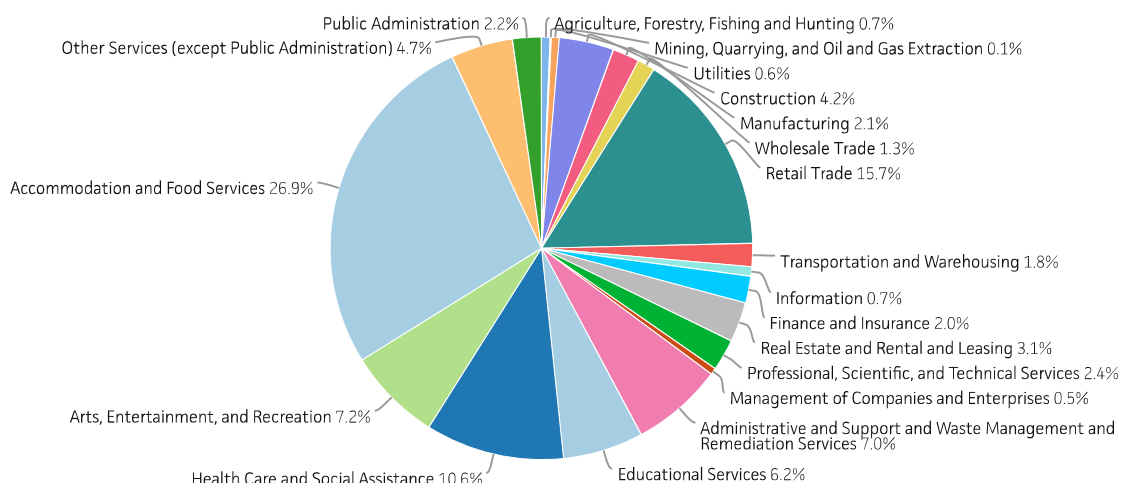
Data as of 2020Q3

Cost of Living per C2ER, data as of 2020q3, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the Branson, MO μ SA is Accommodation and Food Services, employing 7,756 workers. The next-largest sectors in the region are Retail Trade (4,523 workers) and Health Care and Social Assistance (3,058). 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 = 4.19), Accommodation and Food Services (3.35), and Real Estate and Rental and Leasing (1.74).

Total Workers for Branson, MO μ SA by Industry



Source: JobsEQ*, Data as of 2020Q3

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 2020Q2 with preliminary estimates updated to 2020Q3.

Sectors in the Branson, MO μ SA with the highest average wages per worker are Utilities (\$80,051), Management of Companies and Enterprises (\$60,564), and Finance and Insurance (\$59,045). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Health Care and Social Assistance (+800 jobs), Administrative and Support and Waste Management and Remediation Services (+342), and Educational Services (+241).

Over the next 10 years, employment in the Branson, MO μ SA is projected to contract by 346 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +0.9% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+288 jobs), Accommodation and Food Services (+136), and Other Services (except Public Administration) (+20).

NAICS	Industry	Empl	Current	10-Year History			10-Year Forecast				
			Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
72	Accommodation and Food Services	7,756	\$25,325	3.35	-17	0.0%	12,771	5,593	7,042	136	0.2%
44	Retail Trade	4,523	\$25,343	1.53	-512	-1.1%	5,614	2,590	3,275	-251	-0.6%
62	Health Care and Social Assistance	3,058	\$49,365	0.72	800	3.1%	3,292	1,477	1,527	288	0.9%
71	Arts, Entertainment, and Recreation	2,083	\$22,873	4.19	-1,249	-4.6%	2,922	1,307	1,616	-1	0.0%
56	Administrative and Support and Waste Management and Remediation Services	2,028	\$39,229	1.12	342	1.9%	1,854	913	1,247	-306	-1.6%
61	Educational Services	1,778	\$40,737	0.75	241	1.5%	1,651	790	853	8	0.0%
81	Other Services (except Public Administration)	1,366	\$24,863	1.08	-222	-1.5%	1,586	713	852	20	0.1%
23	Construction	1,206	\$37,858	0.71	-39	-0.3%	1,160	421	754	-14	-0.1%
53	Real Estate and Rental and Leasing	880	\$34,509	1.74	-156	-1.6%	822	394	472	-44	-0.5%
54	Professional, Scientific, and Technical Services	699	\$45,621	0.35	54	0.8%	550	216	366	-32	-0.5%
92	Public Administration	637	\$36,230	0.45	30	0.5%	584	247	336	1	0.0%
31	Manufacturing	594	\$39,842	0.25	-46	-0.8%	522	216	369	-63	-1.1%
52	Finance and Insurance	590	\$59,045	0.49	82	1.5%	521	204	336	-19	-0.3%
48	Transportation and Warehousing	509	\$34,074	0.37	-20	-0.4%	541	230	311	0	0.0%
42	Wholesale Trade	388	\$39,613	0.35	96	2.9%	374	149	247	-21	-0.6%
51	Information	210	\$47,024	0.37	-190	-6.2%	177	70	124	-17	-0.9%
11	Agriculture, Forestry, Fishing and Hunting	191	\$10,917	0.48	-14	-0.7%	172	83	112	-23	-1.3%
22	Utilities	177	\$80,051	1.16	-13	-0.7%	142	56	98	-12	-0.7%
55	Management of Companies and Enterprises	143	\$60,564	0.32	-33	-2.1%	133	48	82	3	0.2%
21	Mining, Quarrying, and Oil and Gas Extraction	24	\$28,513	0.21	-25	-6.9%	25	8	16	0	0.1%
Total - All Industries		28,839	\$33,286	1.00	-890	-0.3%	30,838	13,322	17,862	-346	-0.1%

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 2020Q2 with preliminary estimates updated to 2020Q3. 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 4,975 workers. The next-largest occupation groups in the region are Sales and Related Occupations (4,172 workers) and Office and Administrative Support Occupations (3,644). 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 (2.21), and Personal Care and Service Occupations (1.56).

Occupation groups in the Branson, MO μSA with the highest average wages per worker are Management Occupations (\$82,100), Computer and Mathematical Occupations (\$77,300), and Architecture and Engineering Occupations (\$76,600). The unemployment rate in the region varied among the major groups from 3.0% among Legal Occupations to 24.4% among Personal Care and Service Occupations.

Over the next 10 years, the fastest growing occupation group in the Branson, MO μSA is expected to be Healthcare Support Occupations with a +1.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+220 jobs) and Healthcare Support Occupations (+152). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (8,726 jobs) and Sales and Related Occupations (5,831).

Branson, MO μSA, 2020Q3¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			10-Year History			10-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
35-0000	Food Preparation and Serving Related	4,975	\$23,900	2.21	866	17.5%	397	-358	-0.7%	8,945	3,453	5,273	220	0.4%
41-0000	Sales and Related	4,172	\$34,600	1.50	366	9.8%	412	-651	-1.4%	5,541	2,353	3,478	-290	-0.7%
43-0000	Office and Administrative Support	3,644	\$32,100	0.98	240	7.6%	185	-300	-0.8%	3,892	1,727	2,550	-385	-1.1%
37-0000	Building and Grounds Cleaning and Maintenance	2,121	\$26,300	2.22	179	10.1%	217	-137	-0.6%	2,766	1,278	1,503	-14	-0.1%
53-0000	Transportation and Material Moving	1,577	\$32,100	0.65	172	11.5%	174	123	0.8%	1,957	746	1,241	-30	-0.2%
11-0000	Management	1,557	\$82,100	0.82	46	4.0%	72	94	0.6%	1,282	420	894	-33	-0.2%
25-0000	Educational Instruction and Library	1,310	\$47,100	0.81	90	8.1%	17	173	1.4%	1,193	533	636	23	0.2%
29-0000	Healthcare Practitioners and Technical	1,302	\$72,200	0.78	32	3.2%	166	306	2.7%	816	347	409	60	0.5%
39-0000	Personal Care and Service	1,187	\$24,700	1.56	320	24.4%	71	-206	-1.6%	2,129	944	1,149	35	0.3%
49-0000	Installation, Maintenance, and Repair	1,134	\$39,100	1.03	63	6.6%	89	5	0.0%	1,110	370	736	4	0.0%
47-0000	Construction and Extraction	958	\$46,900	0.71	109	12.9%	21	-51	-0.5%	1,036	309	732	-6	-0.1%
13-0000	Business and Financial Operations	937	\$58,000	0.58	29	4.8%	25	114	1.3%	886	258	640	-13	-0.1%
31-0000	Healthcare Support	854	\$26,900	0.66	53	6.6%	95	306	4.5%	1,272	535	585	152	1.7%
51-0000	Production	756	\$35,100	0.45	73	9.7%	41	-9	-0.1%	821	322	551	-53	-0.7%
27-0000	Arts, Design, Entertainment, Sports, and Media	752	\$43,300	1.46	94	16.6%	18	-410	-4.3%	753	295	515	-58	-0.8%
33-0000	Protective Service	453	\$35,800	0.72	23	6.0%	42	-74	-1.5%	541	238	299	4	0.1%
21-0000	Community and Social Service	434	\$42,900	0.86	10	3.1%	33	110	3.0%	536	169	319	48	1.1%

Branson, MO μSA, 2020Q3¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current		Unempl Rate	Online Job Ads ³	10-Year History		Total Demand	10-Year Forecast			Ann % Growth
				LQ	Unempl			Empl Change	Ann %		Exits	Transfers	Empl Growth	
15-0000	Computer and Mathematical	325	\$77,300	0.37	9	4.5%	18	48	1.6%	228	54	183	-8	-0.3%
17-0000	Architecture and Engineering	156	\$76,600	0.31	6	5.5%	1	-6	-0.4%	119	37	86	-4	-0.2%
19-0000	Life, Physical, and Social Science	97	\$67,400	0.38	4	5.1%	8	20	2.4%	93	20	70	2	0.2%
23-0000	Legal	88	\$72,400	0.36	2	3.0%	n/a	-4	-0.4%	60	22	35	2	0.2%
45-0000	Farming, Fishing, and Forestry	49	\$35,300	0.25	6	13.0%	1	18	4.6%	74	19	58	-3	-0.6%
Total - All Occupations		28,839	\$38,600	1.00	2,790	11.0%	2,101	-890	-0.3%	36,050	14,450	21,945	-346	-0.1%

Source: [JobsEQ®](#)

Data as of 2020Q3 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

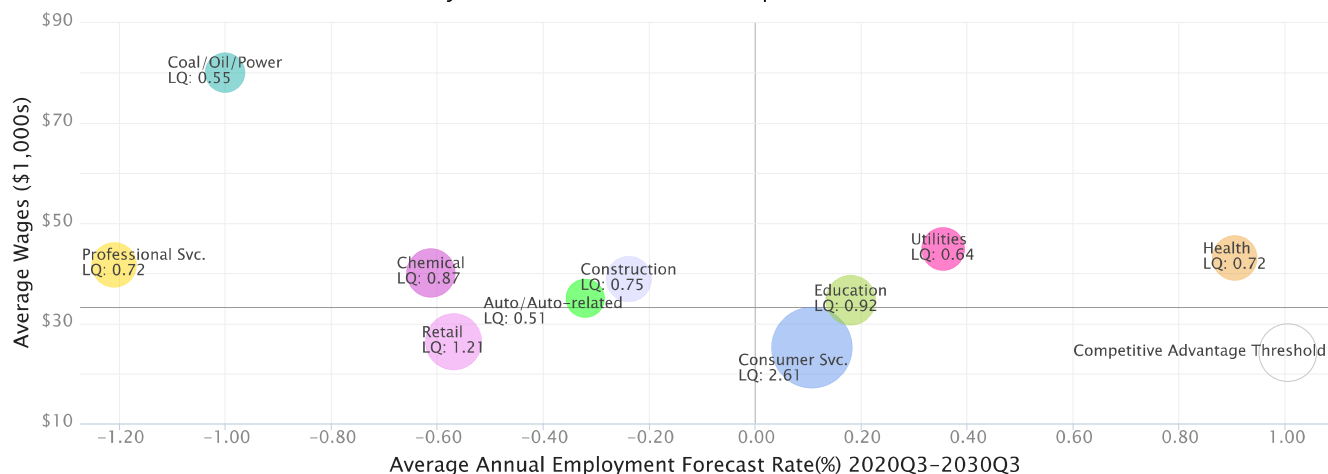
3. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment 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 2020Q2, imputed where necessary with preliminary estimates updated to 2020Q3. 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 Branson, MO μ SA with the highest relative concentration is Consumer Svc. with a location quotient of 2.61. This cluster employs 10,834 workers in the region with an average wage of \$25,163. Employment in the Consumer Svc. cluster is projected to expand in the region about 0.1% per year over the next ten years.

Industry Clusters for Branson, MO μ SA as of 2020Q3



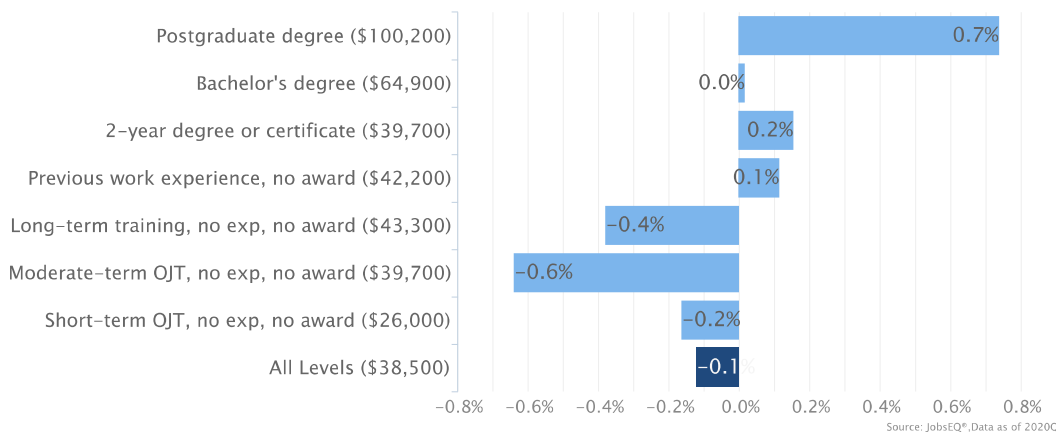
Source: JobsEQ®, Data as of 2020Q3

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 2020Q2 with preliminary estimates updated to 2020Q3. 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 contract 0.1% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.7% per year, those requiring a bachelor's degree are forecast to grow 0.0% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.2% per year.

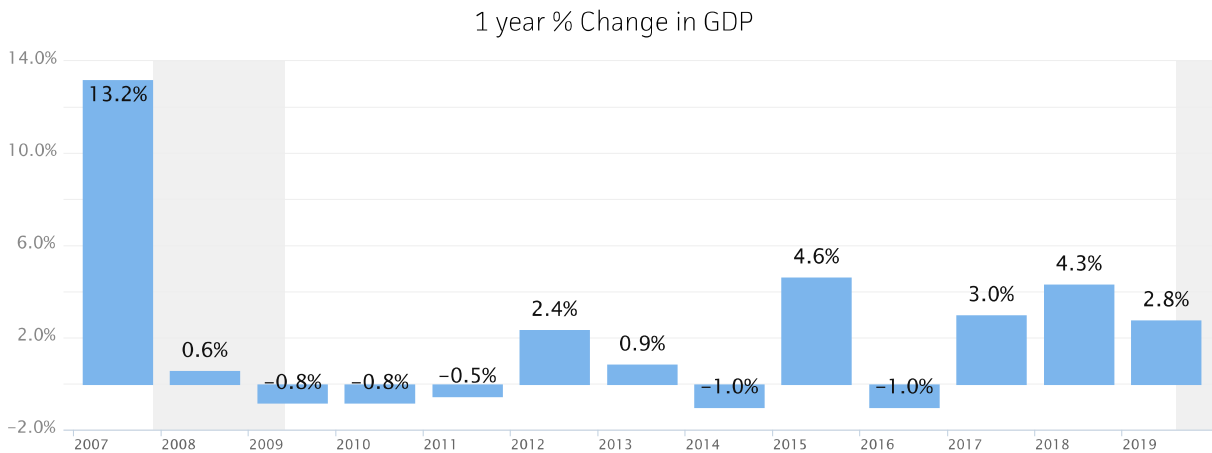
Annual Average Projected Job Growth by Training Required for Branson, MO μSA



Employment by occupation data are estimates as of 2020Q3. 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.

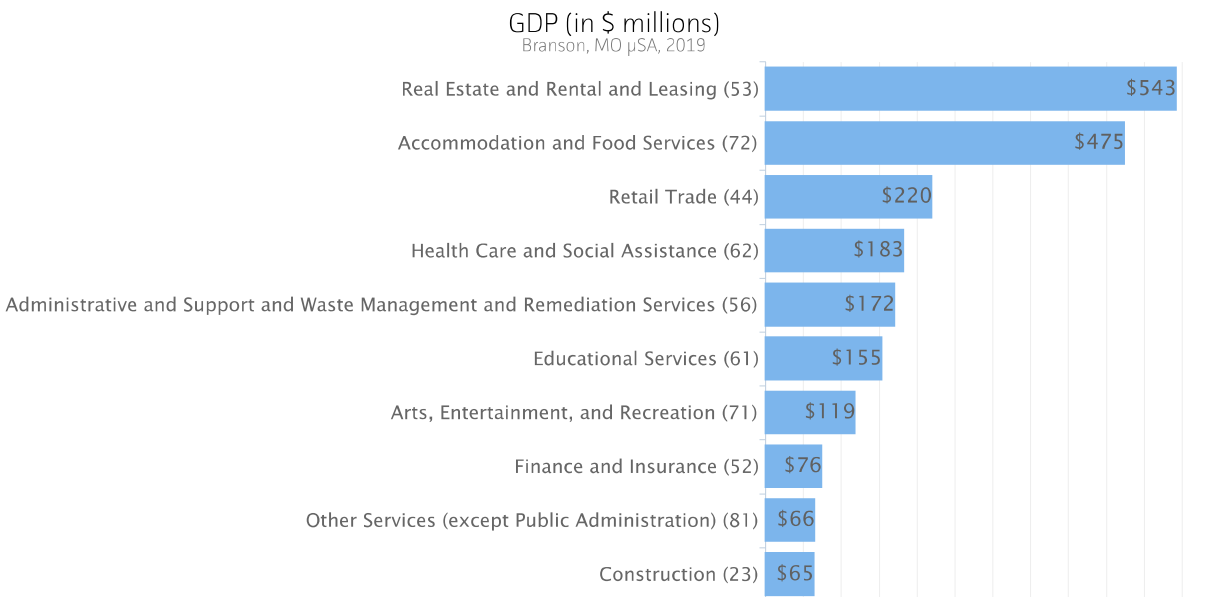
Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2019, nominal GDP in the Branson, MO μSA expanded 2.8%. This follows growth of 4.3% in 2018. As of 2019, total GDP in the Branson, MO μSA was \$2,453,511,000.



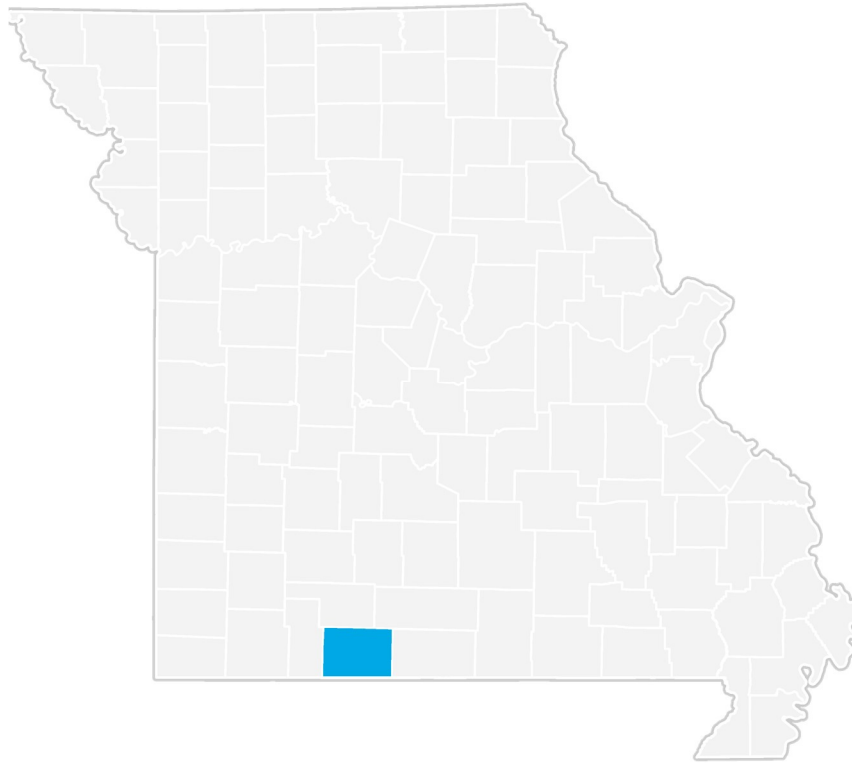
Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2019.

Of the sectors in the Branson, MO μSA, Real Estate and Rental and Leasing contributed the largest portion of GDP in 2019, \$543,133,000. The next-largest contributions came from Accommodation and Food Services (\$474,527,000); Retail Trade (\$220,296,000); and Health Care and Social Assistance (\$183,400,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2019.

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 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.

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