



Economic Overview

April 1, 2021

City of Hollister, MO



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Demographic Profile

The population in the City of Hollister, MO was 4,532 per American Community Survey data for 2015-2019.

The region has a civilian labor force of 2,232 with a participation rate of 62.6%. Of individuals 25 to 64 in the City of Hollister, MO, 16.9% have a bachelor's degree or higher which compares with 33.5% in the nation.

The median household income in the City of Hollister, MO is \$40,327 and the median house value is \$100,200.

Summary¹

	Percent			Value		
	City of Hollister, MO	Missouri	USA	City of Hollister, MO	Missouri	USA
Demographics						
Population (ACS)	—	—	—	4,532	6,104,910	324,697,795
Male	45.3%	49.1%	49.2%	2,055	2,995,725	159,886,919
Female	54.7%	50.9%	50.8%	2,477	3,109,185	164,810,876
Median Age ²	—	—	—	37.4	38.6	38.1
Under 18 Years	23.7%	22.6%	22.6%	1,074	1,381,612	73,429,392
18 to 24 Years	9.5%	9.4%	9.4%	430	573,249	30,646,327
25 to 34 Years	14.4%	13.3%	13.9%	653	813,407	45,030,415
35 to 44 Years	12.3%	12.1%	12.6%	558	738,183	40,978,831
45 to 54 Years	13.4%	12.6%	13.0%	608	769,927	42,072,620
55 to 64 Years	8.2%	13.5%	12.9%	372	821,807	41,756,414
65 to 74 Years	8.9%	9.5%	9.1%	402	577,726	29,542,266
75 Years, and Over	9.6%	7.0%	6.5%	435	428,999	21,241,530
Race: White	90.0%	82.2%	72.5%	4,080	5,015,904	235,377,662
Race: Black or African American	0.0%	11.5%	12.7%	0	701,334	41,234,642
Race: American Indian and Alaska Native	4.1%	0.4%	0.8%	187	27,084	2,750,143
Race: Asian	0.3%	2.0%	5.5%	12	120,654	17,924,209
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	0	8,231	599,868
Race: Some Other Race	2.0%	1.2%	4.9%	89	71,335	16,047,369
Race: Two or More Races	3.6%	2.6%	3.3%	164	160,368	10,763,902
Hispanic or Latino (of any race)	3.4%	4.2%	18.0%	155	254,791	58,479,370
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	62.6%	62.8%	63.2%	2,232	3,055,789	163,555,585
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	79.8%	82.6%	82.1%	1,451	1,909,998	104,634,905
Armed Forces Labor Force	0.0%	0.4%	0.4%	0	18,850	1,073,907
Veterans, Age 18-64	4.5%	5.3%	4.6%	117	195,582	9,143,042
Veterans Labor Force Participation Rate and Size, Age 18-64	100.0%	74.1%	76.6%	117	144,845	7,003,778
Median Household Income ²	—	—	—	\$40,327	\$55,461	\$62,843
Per Capita Income	—	—	—	\$21,700	\$30,810	\$34,103
Mean Commute Time (minutes)	—	—	—	13.3	23.9	26.9
Commute via Public Transportation	0.0%	1.3%	5.0%	0	38,268	7,641,160
Educational Attainment, Age 25-64						
No High School Diploma	13.1%	8.8%	10.9%	286	277,718	18,550,150
High School Graduate	34.4%	28.6%	25.7%	754	897,440	43,627,868
Some College, No Degree	27.3%	22.6%	20.7%	598	709,824	35,174,790
Associate's Degree	8.3%	8.9%	9.1%	182	278,447	15,526,064
Bachelor's Degree	11.0%	19.7%	21.2%	241	618,480	35,997,848
Postgraduate Degree	5.9%	11.5%	12.3%	130	361,415	20,961,560
Housing						

Summary¹

	Percent			Value		
	City of Hollister, MO	Missouri	USA	City of Hollister, MO	Missouri	USA
Total Housing Units	—	—	—	2,293	2,790,397	137,428,986
Median House Value (of owner-occupied units) ²	—	—	—	\$100,200	\$157,200	\$217,500
Homeowner Vacancy	0.0%	1.7%	1.6%	0	27,891	1,257,737
Rental Vacancy	18.8%	6.3%	6.0%	230	54,781	2,793,023
Renter-Occupied Housing Units (% of Occupied Units)	51.0%	33.2%	36.0%	946	802,535	43,481,667
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	8.7%	6.9%	8.6%	162	165,906	10,395,713
Social						
Poverty Level (of all people)	17.9%	13.7%	13.4%	790	810,045	42,510,843
Households Receiving Food Stamps/SNAP	20.2%	11.1%	11.7%	375	268,633	14,171,567
Enrolled in Grade 12 (% of total population)	2.1%	1.3%	1.4%	97	78,114	4,422,344
Disconnected Youth ³	13.0%	2.8%	2.5%	24	8,774	423,273
Children in Single Parent Families (% of all children)	18.7%	33.9%	34.1%	140	440,546	23,790,005
Uninsured	9.2%	9.3%	8.8%	408	559,885	28,248,613
With a Disability, Age 18-64	19.5%	12.5%	10.3%	505	453,975	20,187,604
With a Disability, Age 18-64, Labor Force Participation Rate and Size	39.4%	41.1%	42.2%	199	186,435	8,509,463
Foreign Born	0.3%	4.2%	13.6%	12	255,719	44,011,870
Speak English Less Than Very Well (population 5 yrs and over)	0.3%	2.2%	8.4%	12	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.

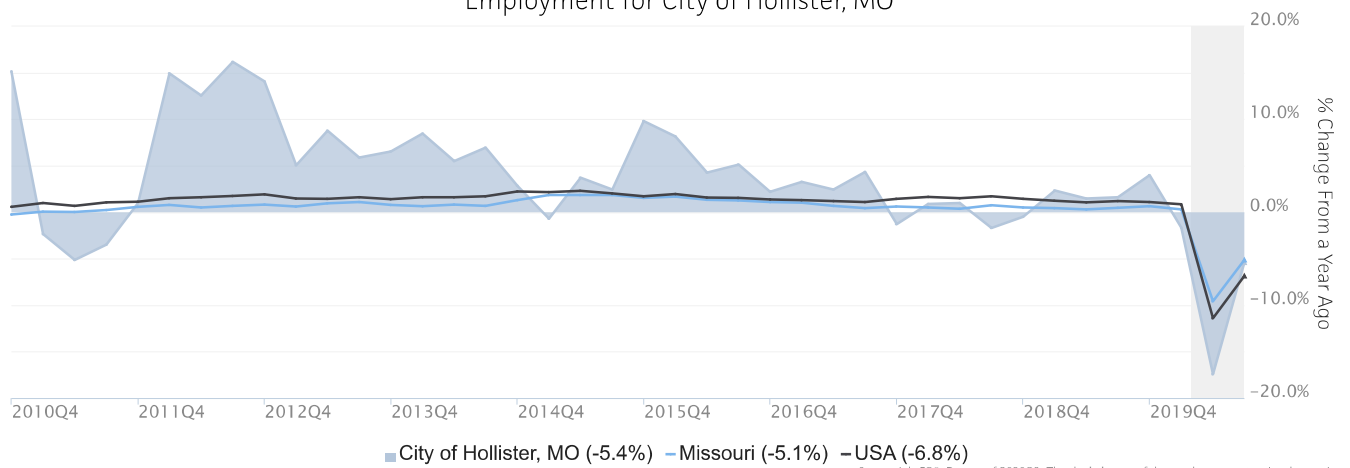
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census 2019, annual average growth rate since 2009

Employment Trends

As of 2020Q3, total employment for the City of Hollister, MO was 2,929 (based on a four-quarter moving average). Over the year ending 2020Q3, employment declined 5.4% in the region.

Employment for City of Hollister, MO

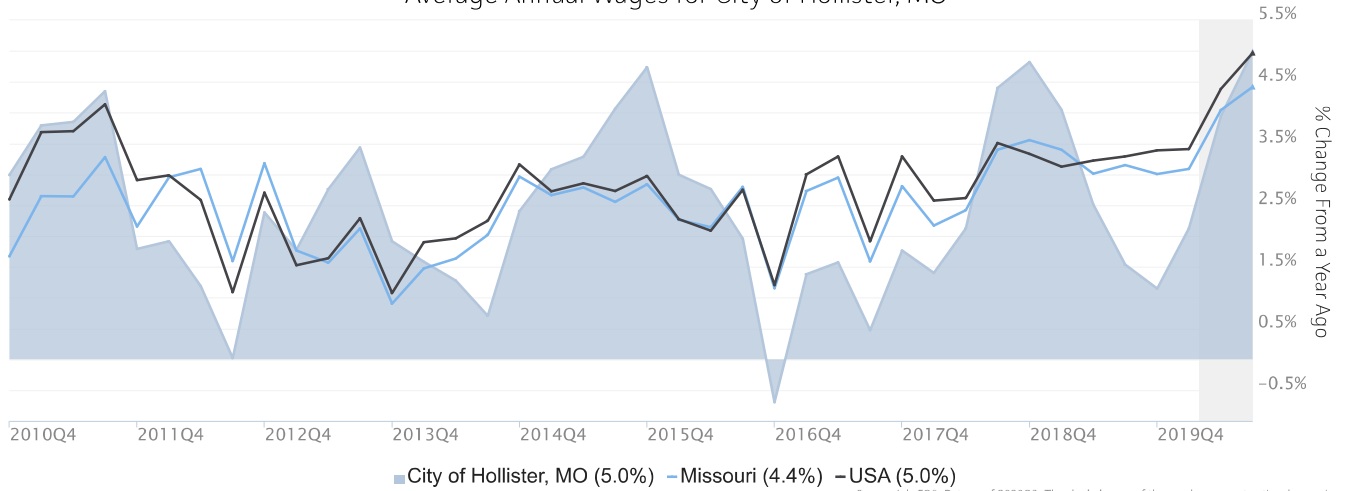


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2020Q2 with preliminary estimates updated to 2020Q3.

Wage Trends

The average worker in the City of Hollister, MO earned annual wages of \$32,499 as of 2020Q3. Average annual wages per worker increased 5.0% 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 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 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 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	\$32,499	85.5	\$38,014
Missouri	\$50,931	88.1	\$57,824
USA	\$60,042	100.0	\$60,042

Source: [JobsEQ®](#)

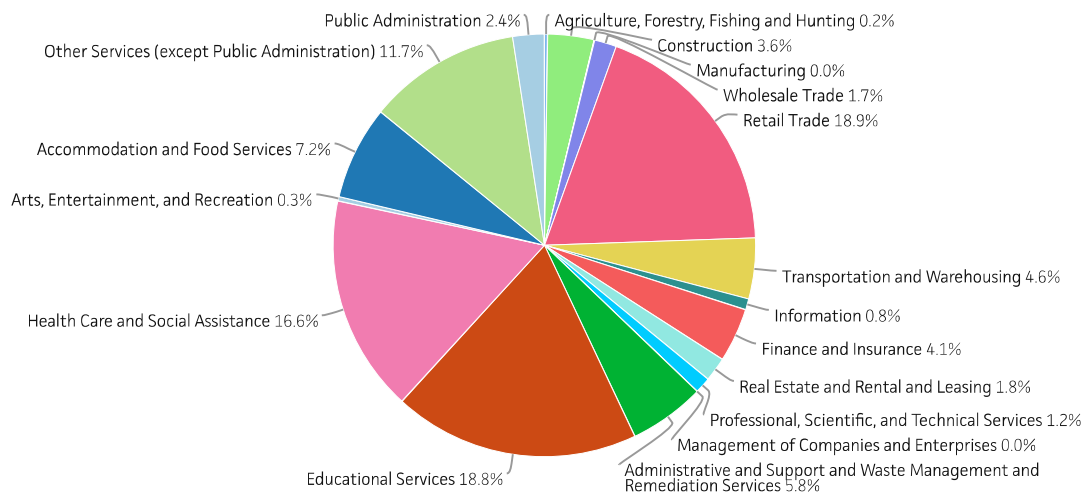
Data as of 2020Q3

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

Industry Snapshot

The largest sector in the City of Hollister, MO is Retail Trade, employing 554 workers. The next-largest sectors in the region are Educational Services (551 workers) and Health Care and Social Assistance (486). 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 Other Services (except Public Administration) (LQ = 2.68), Educational Services (2.29), and Retail Trade (1.85).

Total Workers for City of Hollister, MO 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 City of Hollister, MO with the highest average wages per worker are Finance and Insurance (\$58,004), Health Care and Social Assistance (\$47,952), and Educational Services (\$46,442). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Health Care and Social Assistance (+284 jobs), Educational Services (+234), and Other Services (except Public Administration) (+139).

Over the next 10 years, employment in the City of Hollister, MO is projected to expand by 47 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 Health Care and Social Assistance (+56 jobs), Educational Services (+19), and Accommodation and Food Services (+11).

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	
44	Retail Trade	554	\$25,312	1.85	29	0.5%	690	318	402	-30	-0.5%
61	Educational Services	551	\$46,442	2.29	234	5.7%	536	249	268	19	0.3%
62	Health Care and Social Assistance	486	\$47,952	1.12	284	9.2%	538	237	245	56	1.1%
81	Other Services (except Public Administration)	343	\$23,075	2.68	139	5.4%	396	179	214	4	0.1%
72	Accommodation and Food Services	210	\$25,312	0.89	128	9.9%	358	154	193	11	0.5%
56	Administrative and Support and Waste Management and Remediation Services	171	\$39,470	0.93	34	2.3%	195	83	113	-1	-0.1%
48	Transportation and Warehousing	136	\$30,469	0.98	7	0.5%	145	62	83	0	0.0%
52	Finance and Insurance	121	\$58,004	1.00	79	11.1%	111	42	70	-1	-0.1%
23	Construction	104	\$37,785	0.61	-34	-2.8%	100	36	65	-1	-0.1%
92	Public Administration	71	\$36,569	0.49	65	29.4%	65	27	37	0	0.0%
53	Real Estate and Rental and Leasing	54	\$34,686	1.05	-29	-4.2%	49	24	29	-4	-0.7%
42	Wholesale Trade	50	\$39,933	0.45	8	1.8%	50	19	32	-2	-0.3%
54	Professional, Scientific, and Technical Services	36	\$45,287	0.18	-3	-0.7%	31	11	19	0	0.1%
51	Information	24	\$44,581	0.42	8	4.2%	17	8	14	-5	-2.1%
71	Arts, Entertainment, and Recreation	10	\$25,706	0.19	-71	-19.0%	14	6	8	0	0.4%
11	Agriculture, Forestry, Fishing and Hunting	7	\$11,894	0.17	-2	-2.5%	6	3	4	-1	-1.4%
31	Manufacturing	1	\$39,442	0.00	-40	-32.2%	1	0	1	0	-1.2%
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	0.2%
Total - All Industries		2,929	\$32,499	1.00	819	3.3%	3,257	1,371	1,839	47	0.2%

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 City of Hollister, MO is Sales and Related Occupations, employing 405 workers. The next-largest occupation groups in the region are Office and Administrative Support Occupations (401 workers) and Educational Instruction and Library Occupations (320). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Community and Social Service Occupations (LQ = 2.23), Educational Instruction and Library Occupations (1.94), and Healthcare Support Occupations (1.44).

Occupation groups in the City of Hollister, MO 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 3.7% among Community and Social Service Occupations to 26.6% among Personal Care and Service 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 +1.9% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+38 jobs) and Educational Instruction and Library Occupations (+17). 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 (571 jobs) and Office and Administrative Support Occupations (451).

City of Hollister, MO, 2020Q3¹

SOC	Occupation	Empl	Mean Ann Wages ²	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	
41-0000	Sales and Related	405	\$34,600	1.43	33	12.4%	n/a	32	0.8%	549	231	340	-21	-0.5%
43-0000	Office and Administrative Support	401	\$32,100	1.07	26	9.4%	n/a	99	2.9%	421	191	260	-30	-0.8%
25-0000	Educational Instruction and Library	320	\$47,100	1.94	12	10.6%	n/a	124	5.0%	304	130	156	17	0.5%
53-0000	Transportation and Material Moving	245	\$32,100	1.00	16	14.6%	n/a	36	1.6%	308	114	195	-1	0.0%
35-0000	Food Preparation and Serving Related	204	\$23,900	0.89	83	21.4%	n/a	69	4.2%	357	143	207	7	0.3%
31-0000	Healthcare Support	188	\$26,900	1.44	6	7.9%	n/a	123	11.1%	290	125	127	38	1.9%
29-0000	Healthcare Practitioners and Technical	178	\$72,200	1.05	5	4.0%	n/a	94	7.8%	118	47	64	7	0.4%
11-0000	Management	147	\$82,100	0.76	4	5.0%	n/a	49	4.1%	127	37	86	4	0.3%
21-0000	Community and Social Service	115	\$42,900	2.23	1	3.7%	n/a	57	7.1%	140	47	83	10	0.8%
39-0000	Personal Care and Service	103	\$24,700	1.34	26	26.6%	n/a	37	4.5%	161	69	87	4	0.4%
13-0000	Business and Financial Operations	99	\$58,000	0.60	2	6.4%	n/a	44	6.1%	100	27	68	4	0.4%
37-0000	Building and Grounds Cleaning and Maintenance	97	\$26,300	0.99	18	12.7%	n/a	6	0.7%	133	57	72	4	0.4%
49-0000	Installation, Maintenance, and Repair	86	\$39,100	0.77	6	8.0%	n/a	3	0.3%	85	28	56	1	0.1%
47-0000	Construction and Extraction	85	\$46,900	0.62	11	16.0%	n/a	-11	-1.2%	93	28	65	0	0.0%
27-0000	Arts, Design, Entertainment, Sports, and Media	66	\$43,300	1.26	6	20.2%	n/a	11	1.8%	75	29	47	0	0.0%
51-0000	Production	60	\$35,100	0.35	6	12.4%	n/a	-6	-0.9%	70	27	45	-2	-0.3%
33-0000	Protective Service	45	\$35,800	0.70	2	5.7%	n/a	20	6.0%	49	21	27	1	0.1%

City of Hollister, MO, 2020Q3¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current		Unempl Rate	Online Job Ads	10-Year History		Total Demand	10-Year Forecast			Ann % Growth
				LQ	Unempl			Empl Change	Ann %		Exits	Transfers	Empl Growth	
15-0000	Computer and Mathematical	44	\$77,300	0.49	1	5.7%	n/a	23	7.5%	36	8	26	3	0.6%
19-0000	Life, Physical, and Social Science	19	\$67,400	0.71	0	n/a	n/a	10	7.8%	19	4	14	1	0.5%
17-0000	Architecture and Engineering	10	\$76,600	0.19	1	7.2%	n/a	-5	-4.3%	8	2	5	0	0.0%
23-0000	Legal	10	\$72,400	0.39	0	n/a	n/a	5	6.5%	6	2	4	0	0.2%
45-0000	Farming, Fishing, and Forestry	3	\$35,300	0.16	1	16.0%	n/a	1	5.2%	5	1	4	0	-0.2%
Total - All Occupations		2,929	\$38,600	1.00	n/a	n/a	n/a	819	3.3%	3,455	1,369	2,039	47	0.2%

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.

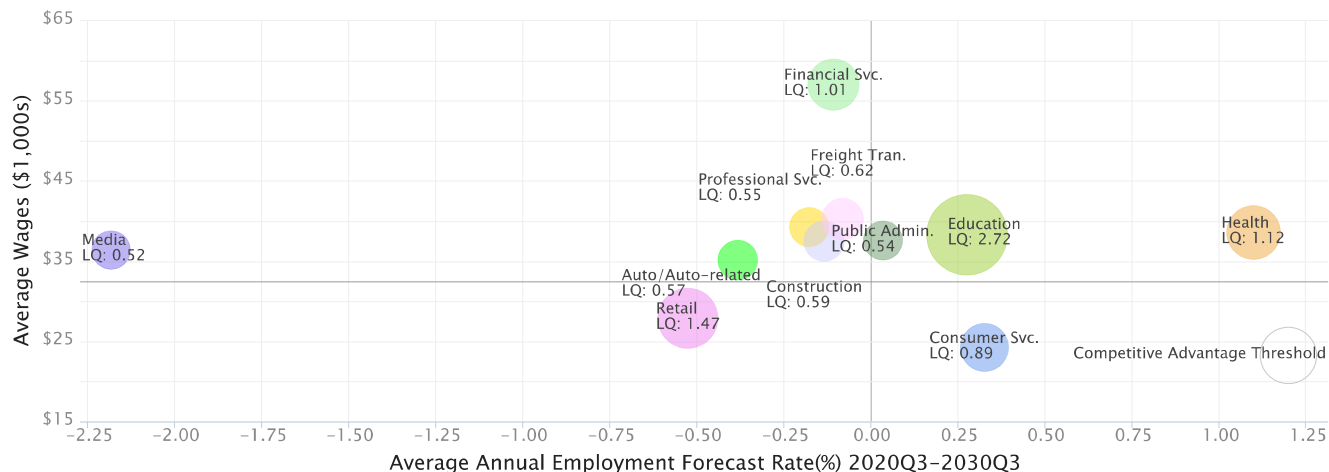
2. Wage data are as of 2019 and represent the average for all Covered Employment

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 City of Hollister, MO with the highest relative concentration is Education with a location quotient of 2.72. This cluster employs 819 workers in the region with an average wage of \$38,307. Employment in the Education cluster is projected to expand in the region about 0.3% per year over the next ten years.

Industry Clusters for City of Hollister, MO as of 2020Q3

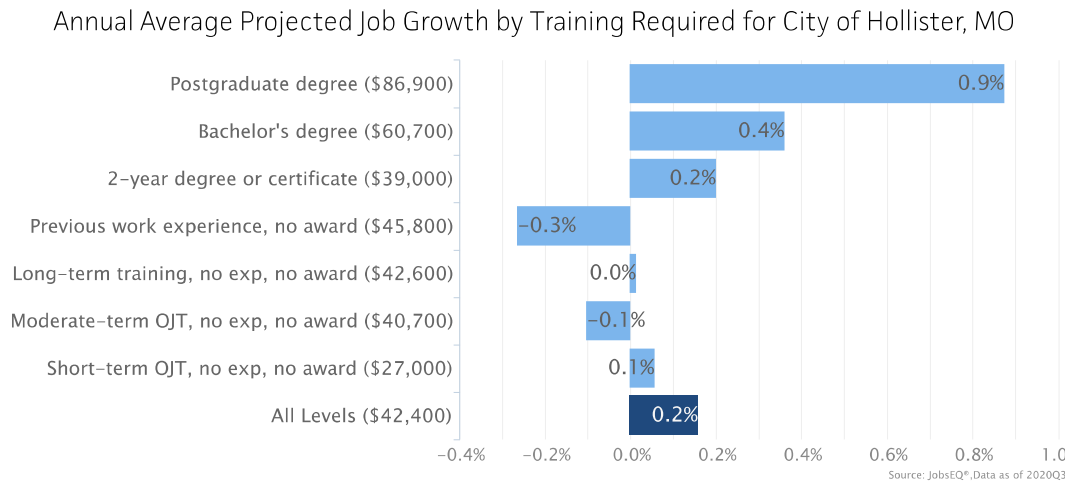


Source: JobsEQ®, Data as of 2020Q3

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.

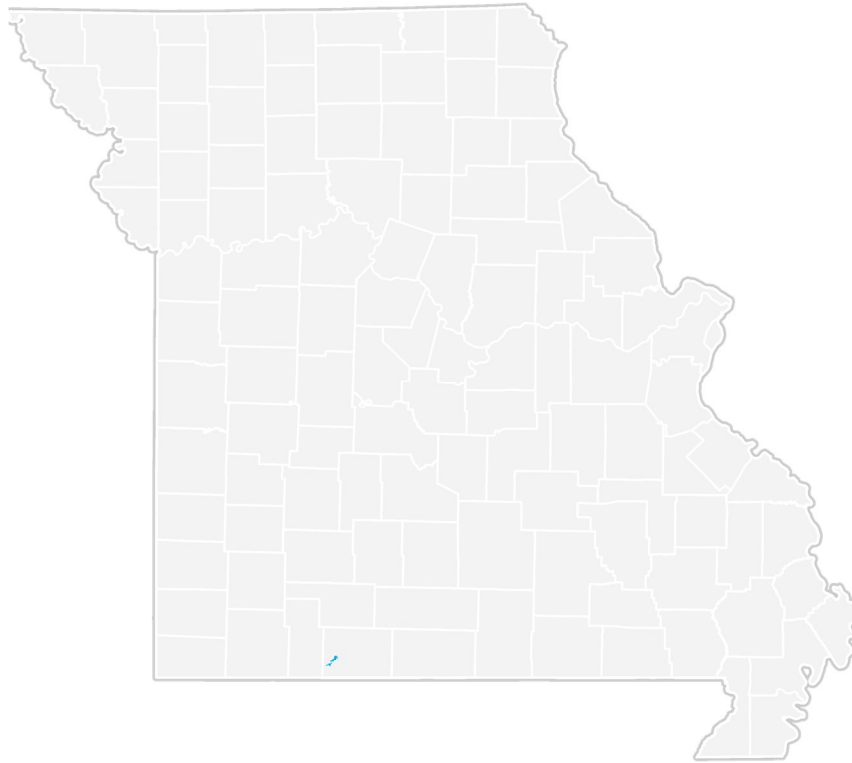
Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the City of Hollister, 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 0.2% per year.



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.

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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