



Economic Overview

October 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	—	—	—	56,104	6,151,548	329,484,123
Population Annual Average Growth ⁴	0.8%	0.3%	0.6%	420	15,546	2,015,698
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.

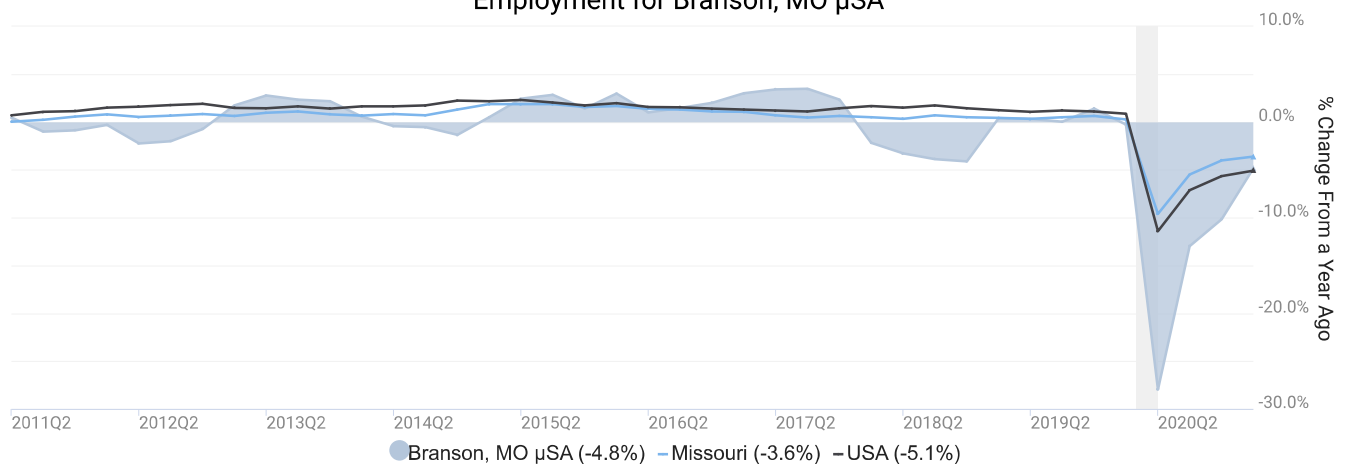
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census 2020, annual average growth rate since 2010

Employment Trends

As of 2021Q1, total employment for the Branson, MO μ SA was 26,973 (based on a four-quarter moving average). Over the year ending 2021Q1, employment declined 4.8% in the region.

Employment for Branson, MO μ SA

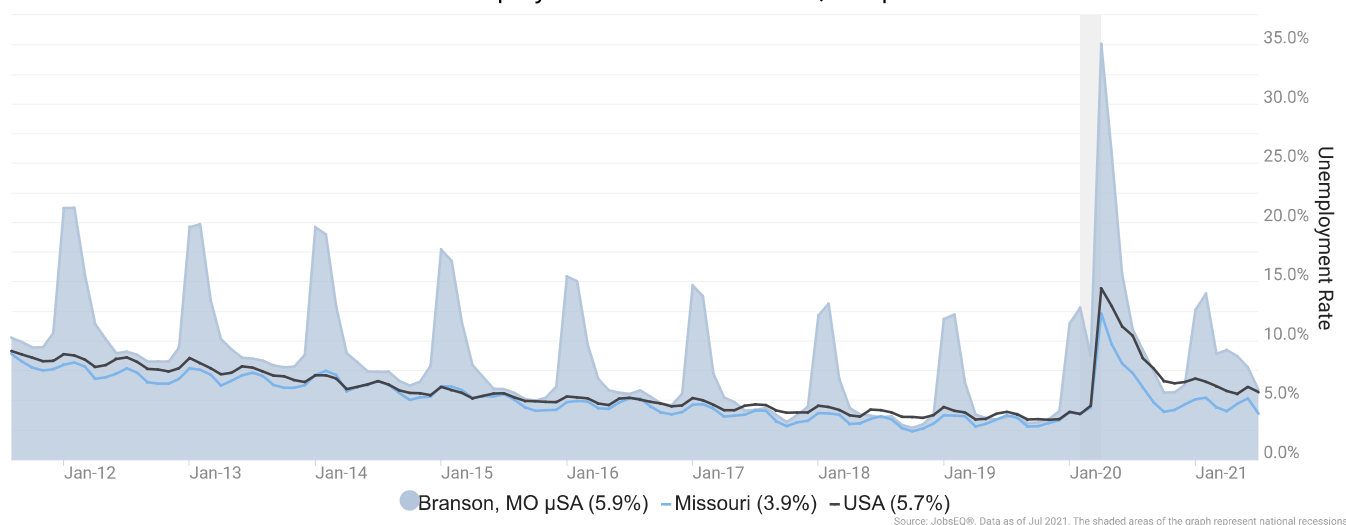


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2020Q4 with preliminary estimates updated to 2021Q1.

Unemployment Rate

The unemployment rate for the Branson, MO μ SA was 5.9% as of July 2021. The regional unemployment rate was higher than the national rate of 5.7%. One year earlier, in July 2020, the unemployment rate in the Branson, MO μ SA was 11.0%.

Unemployment Rate for Branson, MO μ SA

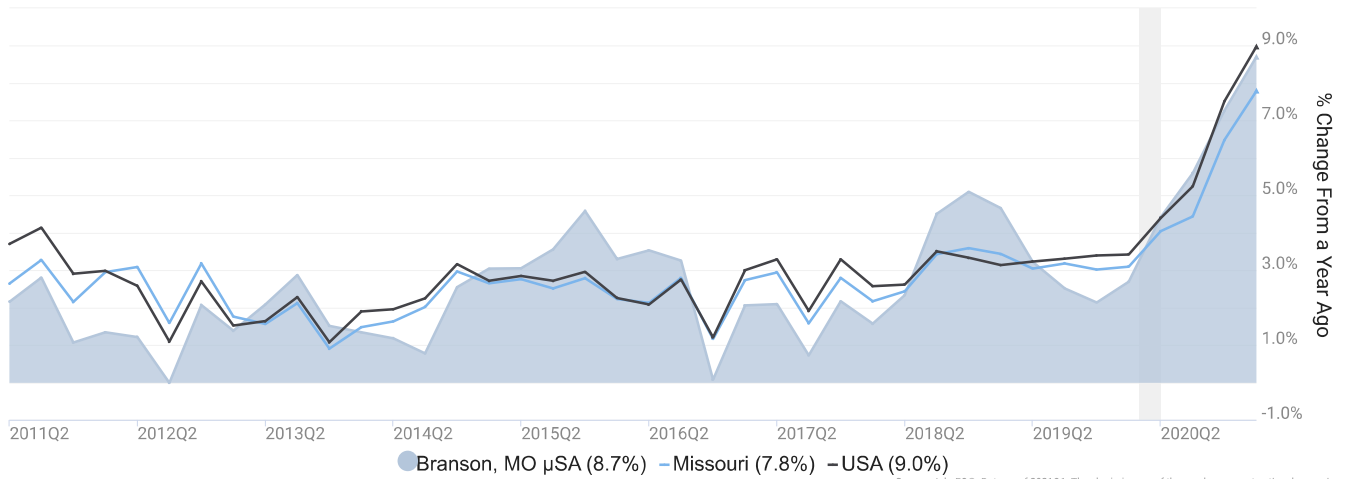


Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through July 2021.

Wage Trends

The average worker in the Branson, MO μSA earned annual wages of \$35,039 as of 2021Q1. Average annual wages per worker increased 8.7% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$63,393 in the nation as of 2021Q1.

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 2020Q4 with preliminary estimates updated to 2021Q1.

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 11.1% lower in Branson, MO μ SA than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Branson, MO μ SA	\$35,039	88.9	\$39,435
Missouri	\$53,396	88.3	\$60,489
USA	\$63,393	100.0	\$63,393

Source: [JobsEQ®](#)

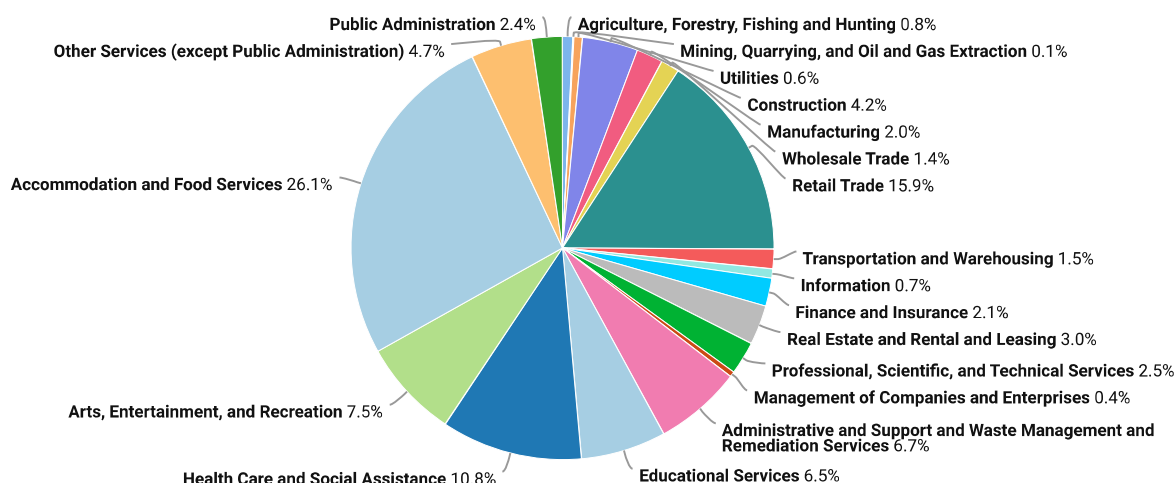
Data as of 2021Q1

Cost of Living per C2ER, data as of 2021Q1, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the Branson, MO μ SA is Accommodation and Food Services, employing 7,042 workers. The next-largest sectors in the region are Retail Trade (4,278 workers) and Health Care and Social Assistance (2,912). 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 = 4.98), Accommodation and Food Services (3.59), and Real Estate and Rental and Leasing (1.72).

Total Workers for Branson, MO μ SA by Industry



Source: JobsEQ®, Data as of 2021Q1

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 2020Q4 with preliminary estimates updated to 2021Q1.

Sectors in the Branson, MO μ SA with the highest average wages per worker are Management of Companies and Enterprises (\$85,820), Utilities (\$79,581), and Finance and Insurance (\$73,206). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Health Care and Social Assistance (+498 jobs), Educational Services (+193), and Wholesale Trade (+80).

Over the next 10 years, employment in the Branson, MO μ SA is projected to contract by 906 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +0.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+207 jobs), Management of Companies and Enterprises (0), and Mining, Quarrying, and Oil and Gas Extraction (0).

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	7,042	\$26,802	3.59	-772	-1.0%	11,308	5,022	6,324	-37	-0.1%
44	Retail Trade	4,278	\$27,539	1.52	-795	-1.7%	5,106	2,413	3,052	-360	-0.9%
62	Health Care and Social Assistance	2,912	\$52,710	0.72	498	1.9%	3,038	1,392	1,439	207	0.7%
71	Arts, Entertainment, and Recreation	2,029	\$22,816	4.98	-1,587	-5.6%	2,763	1,258	1,555	-51	-0.3%
56	Administrative and Support and Waste Management and Remediation Services	1,798	\$38,061	1.06	-84	-0.5%	1,655	811	1,107	-264	-1.6%
61	Educational Services	1,755	\$41,758	0.80	193	1.2%	1,598	775	837	-14	-0.1%
81	Other Services (except Public Administration)	1,255	\$26,480	1.09	-338	-2.4%	1,410	648	774	-12	-0.1%
23	Construction	1,145	\$38,222	0.72	-43	-0.4%	1,059	394	707	-42	-0.4%
53	Real Estate and Rental and Leasing	811	\$35,615	1.72	-107	-1.2%	730	359	430	-59	-0.8%
54	Professional, Scientific, and Technical Services	682	\$45,797	0.35	54	0.8%	513	208	353	-48	-0.7%
92	Public Administration	634	\$36,830	0.47	28	0.5%	558	243	331	-15	-0.2%
52	Finance and Insurance	578	\$73,206	0.50	69	1.3%	492	198	325	-31	-0.5%
31	Manufacturing	547	\$44,625	0.24	-92	-1.5%	460	196	336	-71	-1.4%
48	Transportation and Warehousing	405	\$39,586	0.30	-168	-3.4%	412	180	244	-12	-0.3%
42	Wholesale Trade	381	\$42,852	0.37	80	2.4%	354	144	240	-30	-0.8%
11	Agriculture, Forestry, Fishing and Hunting	212	\$11,327	0.55	-1	-0.1%	183	91	122	-30	-1.5%
51	Information	194	\$49,777	0.36	-197	-6.7%	158	64	114	-20	-1.1%
22	Utilities	175	\$79,581	1.19	-12	-0.7%	134	54	96	-16	-1.0%
55	Management of Companies and Enterprises	113	\$85,820	0.27	-91	-5.7%	102	38	64	0	0.0%
21	Mining, Quarrying, and Oil and Gas Extraction	25	\$33,162	0.25	-21	-6.0%	24	8	17	0	-0.1%
Total - All Industries		26,973	\$35,039	1.00	-3,387	-1.2%	27,949	12,327	16,528	-906	-0.3%

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 2020Q4 with preliminary estimates updated to 2021Q1. 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 4,669 workers. The next-largest occupation groups in the region are Sales and Related Occupations (3,766 workers) and Office and Administrative Support Occupations (3,336). 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 = 2.40), Building and Grounds Cleaning and Maintenance Occupations (2.29), and Personal Care and Service Occupations (1.61).

Occupation groups in the Branson, MO μSA with the highest average wages per worker are Legal Occupations (\$86,600), Architecture and Engineering Occupations (\$82,600), and Management Occupations (\$80,800). The unemployment rate in the region varied among the major groups from 3.3% among Legal Occupations to 22.2% among Food Preparation and Serving Related 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 +1.5% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+129 jobs) and Food Preparation and Serving Related Occupations (+90). 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 (8,074 jobs) and Sales and Related Occupations (5,206).

Branson, MO μSA, 2021Q1¹

SOC	Occupation	Empl	Mean Ann Wages ²	LQ	Current		Online Job Ads ³	10-Year History		Total Demand	10-Year Forecast			Ann % Growth
					Unempl	Unempl Rate		Empl Change	Ann %		Exits	Transfers	Empl Growth	
35-0000	Food Preparation and Serving Related	4,669	\$25,400	2.40	1,031	22.2%	334	-901	-1.7%	8,164	3,186	4,888	90	0.2%
41-0000	Sales and Related	3,766	\$36,500	1.46	465	13.5%	515	-1,139	-2.6%	4,853	2,106	3,100	-353	-1.0%
43-0000	Office and Administrative Support	3,336	\$33,000	0.97	323	10.6%	220	-664	-1.8%	3,480	1,566	2,322	-408	-1.3%
37-0000	Building and Grounds Cleaning and Maintenance	2,003	\$27,100	2.29	238	13.4%	193	-246	-1.2%	2,549	1,186	1,413	-50	-0.3%
11-0000	Management	1,507	\$80,800	0.83	72	5.3%	66	22	0.1%	1,185	407	848	-70	-0.5%
53-0000	Transportation and Material Moving	1,459	\$33,200	0.63	176	12.3%	160	-16	-0.1%	1,752	683	1,134	-65	-0.5%
29-0000	Healthcare Practitioners and Technical	1,280	\$74,800	0.79	40	3.8%	207	195	1.7%	760	335	396	29	0.2%
25-0000	Educational Instruction and Library	1,249	\$46,100	0.83	90	9.1%	19	107	0.9%	1,098	496	598	4	0.0%
49-0000	Installation, Maintenance, and Repair	1,116	\$41,900	1.07	80	8.3%	103	-23	-0.2%	1,047	358	714	-25	-0.2%
39-0000	Personal Care and Service	1,072	\$27,000	1.61	246	21.9%	45	-398	-3.1%	1,876	844	1,022	9	0.1%
13-0000	Business and Financial Operations	917	\$61,800	0.58	51	6.3%	56	48	0.5%	835	250	618	-32	-0.4%
47-0000	Construction and Extraction	912	\$46,000	0.72	102	11.8%	27	-70	-0.7%	949	291	687	-29	-0.3%
31-0000	Healthcare Support	818	\$28,800	0.67	60	7.9%	117	230	3.4%	1,195	511	556	129	1.5%
27-0000	Arts, Design, Entertainment, Sports, and Media	702	\$41,200	1.48	123	18.0%	17	-417	-4.6%	674	271	473	-70	-1.0%
51-0000	Production	681	\$37,000	0.43	79	11.3%	29	-73	-1.0%	708	287	487	-66	-1.0%
33-0000	Protective Service	439	\$38,900	0.75	51	12.0%	53	-94	-1.9%	506	227	285	-6	-0.1%

Branson, MO μSA, 2021Q1¹

SOC	Occupation	Empl	Current				10-Year History			10-Year Forecast				
			Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
21-0000	Community and Social Service	377	\$46,800	0.78	10	3.4%	31	54	1.5%	449	144	273	32	0.8%
15-0000	Computer and Mathematical	299	\$77,700	0.35	11	4.1%	21	4	0.1%	203	49	167	-13	-0.4%
17-0000	Architecture and Engineering	148	\$82,600	0.32	6	5.1%	9	-22	-1.4%	108	35	81	-8	-0.5%
19-0000	Life, Physical, and Social Science	86	\$68,400	0.34	4	7.3%	2	10	1.2%	76	17	60	-1	-0.1%
23-0000	Legal	86	\$86,600	0.36	2	3.3%	0	-6	-0.7%	55	21	35	-1	-0.1%
45-0000	Farming, Fishing, and Forestry	51	\$35,500	0.28	8	12.0%	2	13	3.1%	77	19	61	-3	-0.7%
Total - All Occupations		26,973	\$40,100	1.00	3,268	13.1%	2,224	-3,387	-1.2%	32,602	13,290	20,218	-906	-0.3%

Source: [JobsEQ®](#)

Data as of 2021Q1 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 2020 and represent the average for all Covered Employment

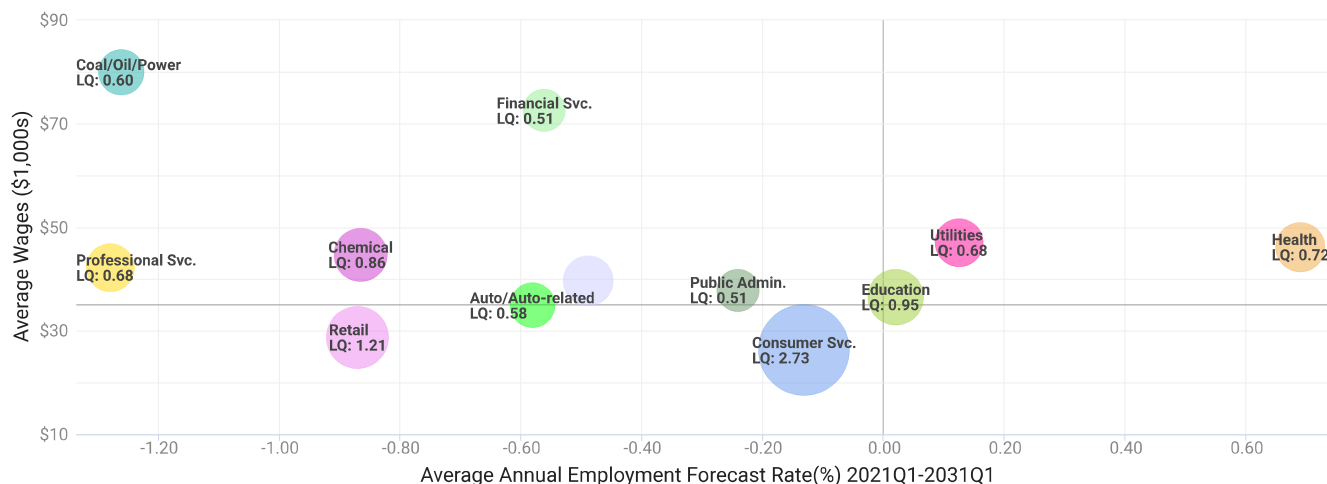
3. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment 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 2020Q4, imputed where necessary with preliminary estimates updated to 2021Q1. Wages by occupation are as of 2020 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 μSA with the highest relative concentration is Consumer Svc. with a location quotient of 2.73. This cluster employs 9,912 workers in the region with an average wage of \$26,261. Employment in the Consumer Svc. cluster is projected to contract in the region about 0.1% per year over the next ten years.

Industry Clusters for Branson, MO μSA as of 2021Q1



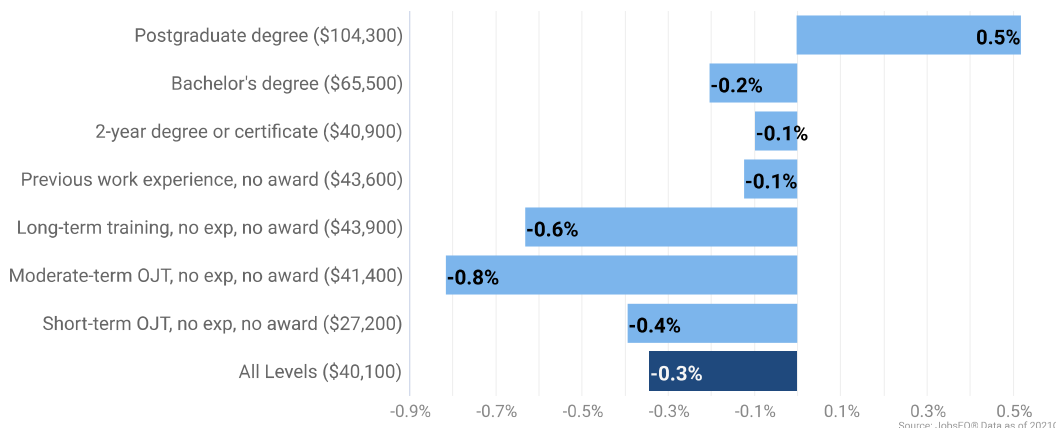
Source: JobsEQ®, Data as of 2021Q1

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 2020Q4 with preliminary estimates updated to 2021Q1. 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 μ SA is projected to contract 0.3% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.5% per year, those requiring a bachelor's degree are forecast to contract 0.2% per year, and occupations typically needing a 2-year degree or certificate are expected to contract 0.1% per year.

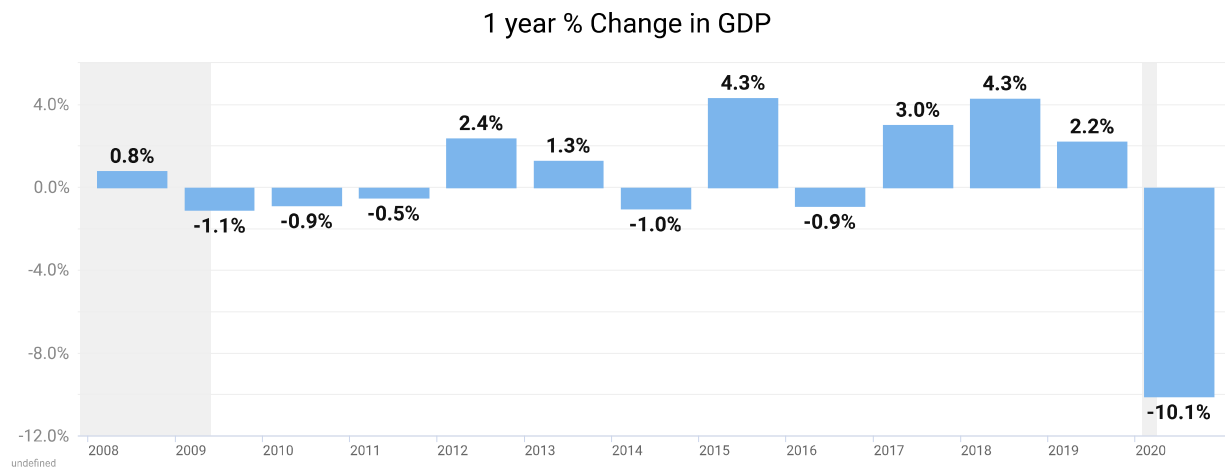
Annual Average Projected Job Growth by Training Required for Branson, MO μ SA



Employment by occupation data are estimates as of 2021Q1. 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.

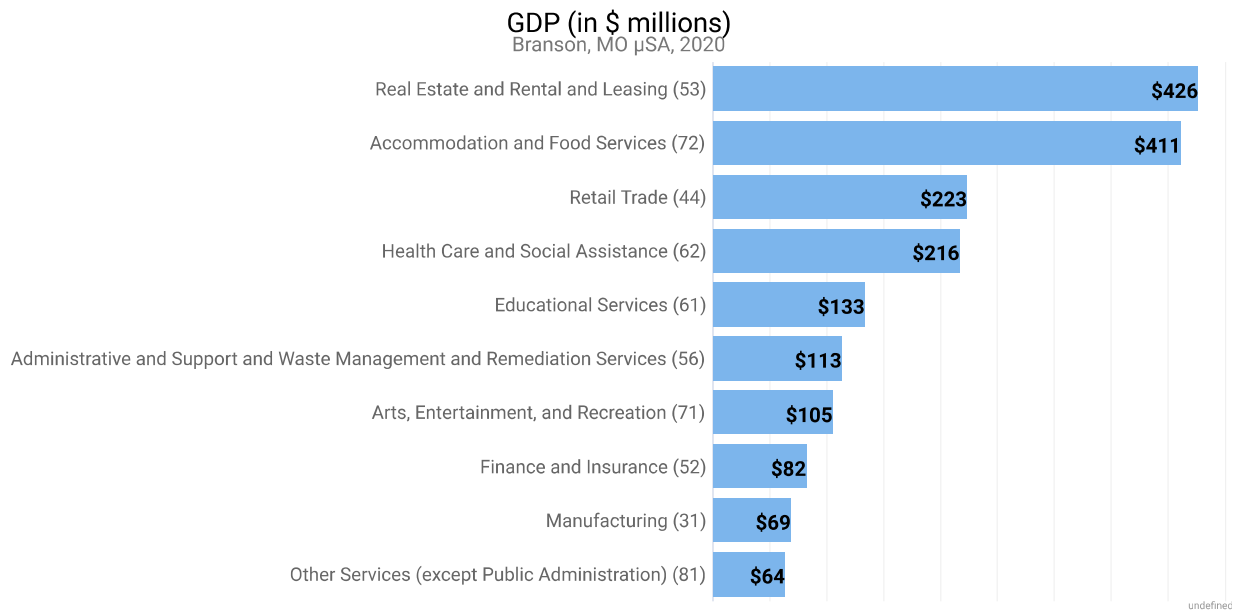
Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2020, nominal GDP in the Branson, MO μSA contracted 10.1%. This follows growth of 2.2% in 2019. As of 2020, total GDP in the Branson, MO μSA was \$2,199,362,000.



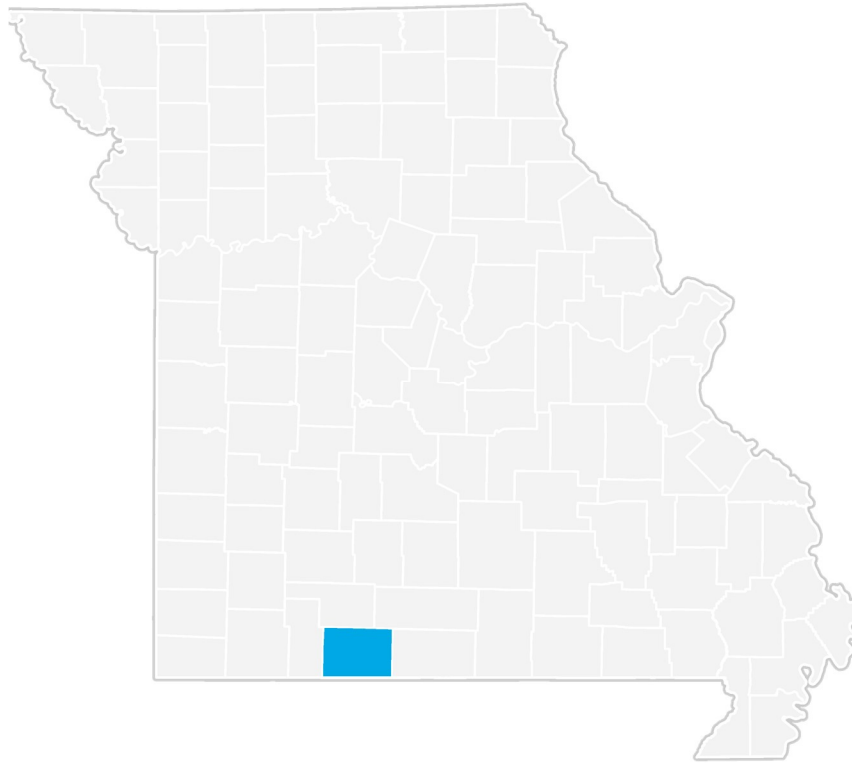
Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2020.

Of the sectors in the Branson, MO μSA, Real Estate and Rental and Leasing contributed the largest portion of GDP in 2020, \$426,175,000. The next-largest contributions came from Accommodation and Food Services (\$411,073,000); Retail Trade (\$223,378,000); and Health Care and Social Assistance (\$216,316,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2020.

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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