

Economic Overview

January 1, 2022

City of Branson, MO



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

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Demographic Profile

The population in the City of Branson, MO was 11,416 per American Community Survey data for 2015-2019.

The region has a civilian labor force of 5,724 with a participation rate of 61.3%. Of individuals 25 to 64 in the City of Branson, MO, 23.8% have a bachelor's degree or higher which compares with 33.5% in the nation.

The median household income in the City of Branson, MO is \$46,319 and the median house value is \$157,500.

| Male 47.0% 49.1% 49.2% 5.362 2,99,725 159,80 Female 53.0% 50.9% 50.8% 6.054 31.09,185 164.8 Median Age ² - - - - 40.6 38.6 Under 18 Vears 19.4% 22.6% 2.213 1.381,1612 77.44 18 to 24 Vears 11.6% 9.4% 9.4% 1.211 181.84.07 45.00 25 to 34 Vears 12.4% 13.3% 11.07 179.927 42.00 35 to 44 Vears 9.9% 12.6% 13.0% 1.117 1821.807 44.70 45 to 54 Vears 9.9% 13.5% 12.2% 1.117 1821.807 44.70 55 to 64 Vears 9.8% 13.5% 12.2% 1.138 40.9 42.2 75 Vears, and Over 10.7% 7.0% 6.5% 1.26 42.8.99 21.2 Race: Alwind American American 4.9% 1.15% 1.27% 58.05 5.015.94 21.5 | | ••••• | | | | | | | |
|---|---|-------|----------|-------|----------|-----------|-------------|--|--|
| ModMissouriUSAModMissouriMisso | | | Percent | | Value | | | | |
| Demographics Population (ACS) - - - 11.41 6.10.4.910 224.68 Male 47.0% 49.1% 5.362 2.995.725 158.88 Male 57.0% 50.88 6.064 3.10.818 168.85 Median Age ² - - 40.66 38.65 7.73.49 30.08.18 168.65 Under 18 Vears 11.6% 94.4% 9.4% 1.381.612 7.73.44 30.65 7.73.49 30.65 25 to 34 Years 11.6% 9.4% 1.338 1.391.612 7.73.44 30.65 7.73.49 30.65 25 to 34 Years 12.6% 12.33% 13.9% 1.411 813.407 45.05 25 to 44 Years 12.6% 13.2% 12.87 42.187 42 | | • | Missouri | | - | Missouri | 1154 | | |
| Population (ACS) — — — — — … 1.1416 6.104.910 324.64 Male 47.0% 49.1% 49.2% 5.362 2.995.72 155.88 Female 33.0% 50.9% 50.694 31.09.185 164.86 Under 18 Years 19.4% 22.6% 22.13 13.81.612 73.44 18 to 24 Years 11.6% 9.4% 13.3% 13.3% 13.9% 1.411 813.407 45.05 25 to 34 Years 12.0% 12.15% 13.3% 13.3% 14.97 73.418 40.9 45 to 54 Years 9.9% 12.6% 13.0% 1.127 769.927 44.00 55 to 64 Years 9.9% 12.6% 13.0% 1.127 769.927 44.00 55 to 54 Years 9.9% 12.6% 13.0% 1.127 769.927 44.00 55 to 64 Years 9.9% 12.6% 13.0% 1.127 769.927 42.00 55 to 64 Years 9.9% 1.5% 0.1% 82.77 27.08 22.33 33.36 42.125 <th< td=""><td>Demographics</td><td>ino</td><td>missouri</td><td>USA</td><td></td><td>missouri</td><td>054</td></th<> | Demographics | ino | missouri | USA | | missouri | 054 | | |
| Male 47.0% 49.1% 49.2% 5.362 2.995,725 159.80 Female 53.0% 50.9% 50.8% 6.054 3.109.185 164.8 Median Age ² — — — — 40.6 33.6 Under 18 Years 11.6% 9.4% 9.22.6% 2.21.8 1.381, 152 73.4 18 to 24 Years 11.6% 9.4% 9.4% 1.321 573,249 30.6 25 to 34 Years 12.4% 13.3% 11.27 748,183 49.9 35 to 44 Years 9.9% 12.6% 13.3% 11.27 769,927 42.0 55 to 64 Years 9.9% 12.6% 13.3% 11.27 768,992 21.2 Race: White 83.4% 82.2% 72.5% 9,513 641.94 49.7 Race: White 83.4% 82.2% 72.5% 9,513 40.1 42.1 Race: Same Other Race 0.5% 0.4% 0.8% 52 2.07.04 17.97 | | _ | _ | _ | 11 416 | 6 104 910 | 324,697,795 | | |
| Female 53.0% 50.9% 50.8% 6.054 3,109,185 164,87 Median Age ² — … | | 47.0% | | | | | 159,886,919 | | |
| Median Age ¹ — — 40.5 38.6 Under 18 Years 19.4% 22.6% 22.6% 2,213 1,381,612 73.44 18 to 24 Years 11.6% 9.4% 9.4% 1,321 573.249 30.6 25 to 34 Years 12.4% 13.3% 13.9% 1,411 813.407 45.03 35 to 44 Years 20.6% 13.2% 12.6% 13.0% 1,127 769.927 42.00 55 to 64 Years 9.9% 12.6% 13.0% 1,127 769.927 42.00 55 to 64 Years 9.9% 12.6% 13.0% 1,127 769.927 42.00 55 to 64 Years 9.9% 12.6% 13.0% 1,127 769.927 42.00 75 Years, and Over 10.3% 0.5% 9.1% 1,638 577.72 59.59 75 Years, and Over 10.3% 0.0% 6.5% 1,216 42.99 22.25 Race: White 83.4% 82.2% 72.5% 50.15,904 22.53 Race: Vater Afrikan American 4.9% 11.5% 12.7% 50.05,504 | | | | | | | 164,810,876 | | |
| Under 18 Years 19.4% 22.6% 22.13 1,381.612 73.44 18 to 24 Years 11.6% 9.4% 9.4% 1,321 573.249 30.6 25 to 34 Years 12.4% 13.3% 13.3% 1.41 81.3407 45.0 35 to 44 Years 12.0% 12.1% 12.6% 1,373 73.8,183 40.9 45 to 54 Years 9.9% 12.6% 13.0% 1,177 78.183 40.9 45 to 54 Years 9.9% 13.5% 12.9% 1,117 821.807 74.72 55 to 64 Years 9.8% 13.5% 12.9% 1,117 821.807 41.72 65 to 74 Years 9.8% 13.5% 12.9% 1,216 428.99 21.24 Race: Marke Marian and Alaska Native 0.84 82.2% 72.5% 9,523 50.15.904 423.5 Race: Native Hawaiian and Other Pacific Islander 0.1% 0.4% 0.8% 52 77.94 1.7.9 Race: Native Hawaiian and Other Pacific Islander 0.1% 0.4% 0.8 1,351 16.0 Race: Native Hawaiian and Other Pacific Isla | | | | | | | 38.1 | | |
| 11.6% 9.4% 9.4% 1.321 573.249 30.6 25 to 34 Years 12.4% 13.3% 13.9% 1.411 813.407 45.03 35 to 44 Years 12.0% 12.1% 12.6% 1.373 778.183 40.93 45 to 54 Years 9.9% 12.6% 13.0% 1,127 769.927 42.00 55 to 64 Years 9.9% 13.5% 12.2% 1.117 821.807 42.17 65 to 74 Years 14.3% 9.5% 9.1% 1.688 577.726 29.55 75 Years, and Over 10.7% 7.0% 6.5% 1.216 428.999 21.2.2 Race: White 83.4% 82.2% 72.5% 9.523 50.15.90 425.53.3 Race: Anarican American 4.9% 11.5% 12.7% 55.8 70.1334 41.2 Race: Asian 3.0% 2.0% 5.5% 3.47 120.654 17.9% Race: Asian 3.0% 2.0% 5.5% 3.47 120.654 17.9% Race: Nore More Raceo 7.4% 1.2% 4.9% 850 | • | 19.4% | 22.6% | 22.6% | | | 73,429,392 | | |
| 25 to 34 Years 12.4% 13.3% 13.9% 1,411 813.407 45.05 35 to 44 Years 12.0% 12.1% 12.6% 13.3% 1,127 769.27 42.00 55 to 64 Years 9.9% 12.6% 13.0% 1,117 821.807 44.07 55 to 64 Years 9.8% 13.5% 12.9% 1,117 821.807 44.77 55 to 74 Years 9.8% 9.5% 9.4% 16.68 57.726 25.53 75 Years, and Over 10.7% 7.0% 6.5% 1,216 428.999 21.24 Race: White 83.4% 82.2% 72.5% 9,523 5.015.904 425.33 Race: Marican Indian and Alaska Native 0.5% 0.44 0.8% 52 72.044 42.75 Race: Asian 3.0% 2.0% 0.4% 0.86 71.33 16.06 Race: Native Hawaiian and Other Pacific Islander 0.1% 0.1% 0.2% 13.51 25.61 15.97 Race: Noro More Races 0.6% 2.6% 3.3% 74 16.08 10.07 Race: Noro More | | | | | | | 30,646,327 | | |
| 35 to 44 Years 12.0% 12.1% 12.6% 1,373 738,183 40.97 45 to 54 Years 9.9% 12.6% 13.0% 1,127 759,927 42.00 55 to 64 Years 9.8% 13.5% 12.9% 1,117 821,807 44.77 65 to 74 Years 14.3% 9.5% 9.1% 1,638 577,26 29.57 75 Years, and Over 10.7% 7.0% 6.5% 1.216 428,999 21.25 Race: Mihe 83.4% 82.2% 72.5% 9.523 5.015,904 23.53 Race: American Indian and Alaska Native 0.5% 0.4% 0.8% 52 27.084 27.75 Race: American Indian and Alaska Native 0.5% 0.4% 0.8% 52 27.084 27.75 Race: Asian 3.0% 2.0% 5.5% 3.47 12.065 17.935 Race: Sane Other Race 7.4% 1.2% 4.9% 850 71.335 16.00 Race: Sane Other Race 7.4% 1.2% 4.9% 850 71.335 16.00 Race: Sane Other Race 0.6%< | 25 to 34 Years | | | | | | 45,030,415 | | |
| 45 to 54 Years9.9%12.6%13.0%1.127769.92742.0055 to 64 Years9.8%13.5%12.9%1.117821.80741.7265 to 74 Years14.3%9.5%9.1%1.638577.72622.5475 Years, and Over10.7%7.0%6.5%1.216428.99921.24Race: White83.4%82.2%72.5%9.52350.15,904225.33Race: Black or African American4.9%11.5%12.7%55870.1,33441.22Race: American Indian and Alaska Native0.5%0.4%0.8%5227.04827.94Race: Some Other Race7.4%1.2%4.9%85071.33316.00Race: Native Hawaian and Other Pacific Islander0.1%0.1%0.2%13.51120.65417.93Race: Native Hawaian and Other Pacific Islander0.1%0.1%0.2%12.882.1116.08Race: Native Hawaian and Other Pacific Islander0.1%0.1%0.2%12.58.05.7418.65Race: Native Hawaian and Other Pacific Islander0.1%0.4%0.6%3.3%74160.36810.07Hispanic Ot Latino (of any race)11.8%4.2%18.0%13.51154.79158.47Prime-Age Labor Force Participation Rate and Size (civilian population 16 years 25-54)63.2%5.7243.055.789163.57Prime-Age Labor Force Participation Rate and Size, Age 18-644.2%5.3%4.6%2.66195.5829.14 | 35 to 44 Years | 12.0% | 12.1% | 12.6% | 1,373 | 738,183 | 40,978,831 | | |
| 65 to 74 Years14.3%9.5%9.1%1.638577,72629.5775 Years, and Over10.7%7.0%6.5%1.216428,99921.24Race: White83.4%82.2%72.5%9,5235,015,904235.37Race: Black or African American4.9%11.5%12.7%558701,33441.27Race: American Indian and Alaska Native0.5%0.4%0.8%5227,0842.77Race: Asian3.0%2.0%5.5%347120,65417,97Race: Asian0.1%0.1%0.2%128.23155Race: Native Hawalian and Other Pacific Islander0.1%0.1%0.2%128.23155Race: Smo Other Race7.4%1.2%4.9%8507.1,33516,00Race: Two or More Races0.6%2.6%3.3%74160,36810,77Hispanic or Latino (of any race)11.8%4.2%18.0%1,351254,97158,47EdomoticLabor Force Participation Rate and Size (civilian population 16 years and over)61.3%62.8%63.2%5,7243,055,789163,57Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)82.4%5.3%4.6%2.66195,829,14Veterans, Age 18-644.2%5.3%4.6%2.66195,829,144.48,457,00Median Household Income ² 446,31955,4615,575,5 | 45 to 54 Years | 9.9% | 12.6% | 13.0% | | 769,927 | 42,072,620 | | |
| TS Years, and Over 10.7% 7.0% 6.5% 1.216 428,999 1.212 Race: White 83.4% 82.2% 72.5% 9,523 5,015,904 235,33 Race: Black or African American 4.9% 11.5% 12.7% 558 701,334 41,22 Race: American Indian and Alaska Native 0.5% 0.4% 0.8% 52 27,084 2,77 Race: Asian 3.0% 2.0% 5.5% 347 120,654 17,97 Race: Native Hawaiian and Other Pacific Islander 0.1% 0.1% 0.2% 312 58,31 16,00 Race: No or More Races 0.6% 2.6% 3.3% 74 160,386 10,77 Hispanic or Latino (of any race) 11.8% 4.2% 4.9% 850 17,315 16,00 Stand over) Prime-Age Labor Force Participation Rate and Size (civilian population 16 years and over) 61.3% 62.8% 63.2% 3,218 1,909,998 104,67 Veterans, Age 18-64 4.2% 5.3% 4.6% 266 195,582 9,14 Veterans, Age 18-64 95.5% 74.1% < | 55 to 64 Years | 9.8% | 13.5% | 12.9% | 1,117 | 821,807 | 41,756,414 | | |
| Race: White83.4%82.2%72.5%9,5235,015,904225.37Race: Black or African American4.9%11.5%12.7%558701,33441.22Race: American Indian and Alaska Native0.5%0.4%0.8%5227,0842.7%Race: Asian3.0%2.0%5.5%347120,65417,92Race: Native Hawaiian and Other Pacific Islander0.1%0.1%0.2%128,23155Race: Some Other Race7.4%1.2%4.9%85071,33516,00Race: Iwo or More Races0.6%2.6%3.3%74160,36810.77Hispanic or Latino (of any race)11.8%4.2%18.0%1,351254,79158.4Economic12bor Force Participation Rate and Size (civilian population 16 years and over)61.3%62.8%63.2%5,7243,055,789163,55Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)82.4%82.6%82.1%3,2181,909,9881,00Veterans, Labor Force Participation Rate and Size, Age 18-6495.5%74.1%76.6%264144,8457,00Veterans, Labor Force Participation Rate and Size, Age 18-6495.5%74.1%76.6%243144,8457,00Median Household Income ² ————240,315530,81055530,81055Median Household Income ² ————242,82\$30,81055530,81055 <tr< td=""><td>65 to 74 Years</td><td>14.3%</td><td>9.5%</td><td>9.1%</td><td>1,638</td><td>577,726</td><td>29,542,266</td></tr<> | 65 to 74 Years | 14.3% | 9.5% | 9.1% | 1,638 | 577,726 | 29,542,266 | | |
| Race:Black or African American4.9%11.5%12.7%558701,334712,27Race:American Indian and Alaska Native0.5%0.4%0.8%5227,0842,77Race:Asian3.0%2.0%5.5%347120,65417,92Race:Native Hawaiian and Other Pacific Islander0.1%0.1%0.2%128,23155Race:Some Other Race7.4%1.2%4.9%85071,33516,00Race:Tor More Races0.6%2.6%3.3%74160,36810,77Hispanic or Latino (of any race)11.8%4.2%18.0%1,351254,791584,47EconomicUnit in the participation Rate and Size (civilian population 16 years and over)61.3%62.8%63.2%5,7243,055,789163,57Prime-Age Labor Force Participation Rate and Size (civilian population 16 years and over)61.3%62.8%63.2%5,7243,055,789164,6725-54)Armed Forces Labor Force0.1%0.4%0.4%618,8501,0010,46Veterans, Age 18-6495.5%74.1%76.6%25414,4457,00Veterans, Labor Force Participation Rate and Size, Age 18-6495.5%74.1%76.6%25414,4457,00Veterans, Labor Force Participation Rate and Size, Age 18-6495.5%74.1%76.6%25414,4457,00Price Labor Force Participation Rate and Size, Age 18-6495.5%74.1% <t< td=""><td>75 Years, and Over</td><td>10.7%</td><td>7.0%</td><td>6.5%</td><td>1,216</td><td>428,999</td><td>21,241,530</td></t<> | 75 Years, and Over | 10.7% | 7.0% | 6.5% | 1,216 | 428,999 | 21,241,530 | | |
| Race: American Indian and Alaska Native 0.5% 0.4% 0.8% 5.2 27,084 2,7 Race: Asian 3.0% 2.0% 5.5% 347 120,654 17,93 Race: Native Hawaiian and Other Pacific Islander 0.1% 0.1% 0.2% 12 8,231 55 Race: Some Other Race 7.4% 1.2% 4.9% 850 71,335 16,00 Race: Some Other Race 0.6% 2.6% 3.3% 74 160,368 10,70 Race: Tow of More Races 0.6% 2.6% 3.3% 74 160,368 10,70 Race: Tow of More Races 0.6% 2.6% 3.3% 74 160,368 10,70 Race: Tow of More Races 0.6% 2.6% 3.3% 74 160,368 10,70 Race: Tow of More Races 0.6% 2.6% 3.3% 74 160,368 10,70 Race: Station of Torce Participation Rate and Size (civilian population 16 years 61.3% 62.8% 63.2% \$,724 3,055,789 163,57 | Race: White | 83.4% | 82.2% | 72.5% | 9,523 | 5,015,904 | 235,377,662 | | |
| Race: Asian 3.0% 2.0% 5.5% 347 120,654 17,92 Race: Native Hawaiian and Other Pacific Islander 0.1% 0.1% 0.2% 12 8,231 55 Race: Some Other Race 7.4% 1.2% 4.9% 850 71,335 16,00 Race: Two or More Races 0.6% 2.6% 3.3% 74 160,368 10,77 Hispanic or Latino (of any race) 11.8% 4.2% 18.0% 1,351 254,791 58,47 Economic 12 2.574 3,055,789 163,55 340 1,351 254,791 164,55 Prime-Age Labor Force Participation Rate and Size (civilian population 16 years and over) 61.3% 62.8% 63.2% 5,724 3,055,789 163,55 Prime-Age Labor Force Participation Rate and Size (civilian population 15 years and over) 82.4% 82.6% 82.1% 3,218 1,909,998 104,65 Veterans, Age 18-64 9.5% 74.1% 0.6% 254 144,845 7,00 Veterans Labor Force Participation Rate and Size, Age 18-64 95.5% 74.1% 76.6% 254 144,845 7,00 | Race: Black or African American | 4.9% | 11.5% | 12.7% | 558 | 701,334 | 41,234,642 | | |
| Race: Native Hawaiian and Other Pacific Islander 0.1% 0.1% 0.2% 12 $8,231$ $5,231$ Race: Some Other Race 7.4% 1.2% 4.9% 850 $71,335$ $16,00$ Race: Two or More Races 0.6% 2.6% 3.3% 74 $160,368$ 0.77 Hispanic or Latino (of any race) 11.8% 4.2% 18.0% $1,351$ $254,791$ $58,475$ Economic Labor Force Participation Rate and Size (civilian population 16 years) and over) 61.3% 62.8% 63.2% $5,724$ $3,055,789$ $163,557$ Prime-Age Labor Force Participation Rate and Size (civilian population $25-541$ 82.4% 82.6% 82.1% $3,218$ $1,909,998$ $104,657$ Armed Forces Labor Force 0.1% 0.4% 0.4% 6 $18,850$ $1,070$ Veterans, Age 18-64 95.5% 74.1% 76.6% 254 $144,845$ $7,007$ Veterans Labor Force Participation Rate and Size, Age 18-64 95.5% 74.1% 76.6% 254 $144,845$ $7,007$ Veterans Labor Force Participation Rate and Size, Age 18-64 95.5% 74.1% 76.6% 254 $144,845$ $7,007$ Median Household Income ² $ 524,285$ $53,0810$ 55 Mean Commute Time (minutes) $ -$ Commute via Public Transportation 0.1% 1.3% 5.0% 5 $38,268$ $7,66$ | Race: American Indian and Alaska Native | 0.5% | 0.4% | 0.8% | 52 | 27,084 | 2,750,143 | | |
| Race: Some Other Race 7.4% 1.2% 4.9% 850 71,335 16,04 Race: Two or More Races 0.6% 2.6% 3.3% 74 160,368 10,70 Hispanic or Latino (of any race) 11.8% 4.2% 18.0% 1,351 254,791 58,47 Economic Labor Force Participation Rate and Size (civilian population 16 years and over) 61.3% 62.8% 63.2% 5,724 3,055,789 163,51 Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) 61.3% 62.8% 63.2% 5,724 3,055,789 163,51 Armed Force Participation Rate and Size (civilian population 25-54) 82.4% 82.6% 82.1% 3,218 1,909,998 104,62 Armed Force Labor Force Participation Rate and Size, Age 18-64 9.5% 74.1% 7.66% 264 144,845 7.00 Veterans Labor Force Participation Rate and Size, Age 18-64 95.5% 74.1% 76.6% 254 144,845 7.00 Median Household Income ² — — — — \$24,285 \$30,810 \$24,285 \$30,810 \$24,285 \$30,810 | Race: Asian | 3.0% | 2.0% | 5.5% | 347 | 120,654 | 17,924,209 | | |
| Race: Two or More Races0.6%2.6%3.3%74160,36810,74Hispanic or Latino (of any race)11.8%4.2%18.0%1,351254,79158,43EconomicLabor Force Participation Rate and Size (civilian population 16 years and over)61.3%62.8%63.2%5,7243,055,789163,55Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)82.4%82.6%82.1%3,2181,909,998104,62Armed Forces Labor Force0.1%0.4%0.4%6.618,8501,00Veterans, Age 18-644.2%5.3%4.6%266195,5829,12Veterans Labor Force Participation Rate and Size, Age 18-6495.5%74.1%76.6%254144,8457,00Median Household Income ² \$46,319\$55,461\$40Per Capita Incom20.523.910Commute Time (minutes)20.523.910Commute Via Public Transportation0.1%1.3%5.0%538,2687,64 | Race: Native Hawaiian and Other Pacific Islander | 0.1% | 0.1% | 0.2% | 12 | 8,231 | 599,868 | | |
| Hispanic or Latino (of any race) 11.8% 4.2% 18.0% 1,351 254,791 58.4 Economic Economic <theconomic< th=""> Economic <th< td=""><td>Race: Some Other Race</td><td>7.4%</td><td>1.2%</td><td>4.9%</td><td>850</td><td>71,335</td><td>16,047,369</td></th<></theconomic<> | Race: Some Other Race | 7.4% | 1.2% | 4.9% | 850 | 71,335 | 16,047,369 | | |
| EconomicLabor Force Participation Rate and Size (civilian population 16 years and over)61.3%62.8%63.2%5,7243,055,789163,53Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)82.6%82.1%3,2181,909,998104,63Armed Forces Labor Force0.1%0.4%0.4%618,8501,00Veterans, Age 18-644.2%5.3%4.6%266195,5829,14Veterans Labor Force Participation Rate and Size, Age 18-6495.5%74.1%76.6%254144,8457,00Median Household Income ² \$46,319\$55,461\$40Per Capita Income\$24,285\$30,810\$30Mean Commute Time (minutes)20.523.9160Commute via Public Transportation0.1%1.3%5.0%538,2687,64Educational Attainment, Age 25-6420.523.9160 | Race: Two or More Races | 0.6% | 2.6% | 3.3% | 74 | 160,368 | 10,763,902 | | |
| Labor Force Participation Rate and Size (civilian population 16 years and over)61.3%62.8%63.2%5,7243,055,789163,59Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)82.4%82.6%82.1%3,2181,909,998104,63Armed Forces Labor Force0.1%0.4%0.4%618,8501,00Veterans, Age 18-644.2%5.3%4.6%266195,5829,14Veterans Labor Force Participation Rate and Size, Age 18-6495.5%74.1%76.6%254144,8457,00Median Household Income ² \$46,319\$55,461\$4Per Capita Income\$24,285\$30,810\$5Mean Commute Time (minutes)20.523.956Commute via Public Transportation0.1%1.3%5.0%538,2687,64Herr20.523.956Commute Via Public Transportation0.1%1.3%5.0%538,2687,64Herr20.523.956Herr20.523.956Commute Via Public Transportation0.1%1.3%5.0%538,2687,64Herr | Hispanic or Latino (of any race) | 11.8% | 4.2% | 18.0% | 1,351 | 254,791 | 58,479,370 | | |
| and over)61.3%62.8%63.2%5,7243,055,789163,51Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)82.4%82.6%82.1%3,2181,909,998104,62Armed Forces Labor Force0.1%0.4%0.4%618,8501,00Veterans, Age 18-644.2%5.3%4.6%266195,5829,14Veterans Labor Force Participation Rate and Size, Age 18-6495.5%74.1%76.6%254144,8457,00Median Household Income ² \$46,319\$55,461\$40Per Capita Income20.523.950%5338,2687,64Mean Commute Time (minutes)20.523.950%547,64Educational Attainment, Age 25-64 | Economic | | | | | | | | |
| 25-54) 82.4% 82.6% 82.1% 3,218 1,909,998 104,65 Armed Forces Labor Force 0.1% 0.4% 0.4% 6 18,850 1,00 Veterans, Age 18-64 4.2% 5.3% 4.6% 266 195,582 9,14 Veterans Labor Force Participation Rate and Size, Age 18-64 95.5% 74.1% 76.6% 254 144,845 7,00 Median Household Income ² - - - \$46,319 \$55,461 \$46 Per Capita Income - - - \$24,285 \$30,810 \$55 Mean Commute Time (minutes) - - - 20.5 23.9 23.9 Commute via Public Transportation 0.1% 1.3% 5.0% 5 38,268 7,64 | | 61.3% | 62.8% | 63.2% | 5,724 | 3,055,789 | 163,555,585 | | |
| Veterans, Age 18-64 4.2% 5.3% 4.6% 266 195,582 9,14 Veterans Labor Force Participation Rate and Size, Age 18-64 95.5% 74.1% 76.6% 254 144,845 7,00 Median Household Income ² - - - \$46,319 \$55,461 \$6 Per Capita Income - - - \$24,285 \$30,810 \$5 Mean Commute Time (minutes) - - - 20.5 23.9 5 Commute via Public Transportation 0.1% 1.3% 5.0% 5 38,268 7,64 | | 82.4% | 82.6% | 82.1% | 3,218 | 1,909,998 | 104,634,905 | | |
| Veterans Labor Force Participation Rate and Size, Age 18-64 95.5% 74.1% 76.6% 254 144,845 7,00 Median Household Income ² — — — — \$46,319 \$55,461 \$46 | Armed Forces Labor Force | 0.1% | 0.4% | 0.4% | 6 | 18,850 | 1,073,907 | | |
| Median Household Income ² - - \$46,319 \$55,461 \$46 Per Capita Income - - - \$24,285 \$30,810 \$30 Mean Commute Time (minutes) - - - 20.5 23.9 23.9 Commute via Public Transportation 0.1% 1.3% 5.0% 5 38,268 7,64 Educational Attainment, Age 25-64 - | Veterans, Age 18-64 | 4.2% | 5.3% | 4.6% | 266 | 195,582 | 9,143,042 | | |
| Per Capita Income - - \$24,285 \$30,810 | Veterans Labor Force Participation Rate and Size, Age 18-64 | 95.5% | 74.1% | 76.6% | 254 | 144,845 | 7,003,778 | | |
| Mean Commute Time (minutes) - - - 20.5 23.9 Commute via Public Transportation 0.1% 1.3% 5.0% 5 38,268 7,64 Educational Attainment, Age 25-64 - 3 3 - | Median Household Income ² | _ | _ | _ | \$46,319 | \$55,461 | \$62,843 | | |
| Commute via Public Transportation 0.1% 1.3% 5.0% 5 38,268 7,64 Educational Attainment, Age 25-64 | Per Capita Income | - | _ | - | \$24,285 | \$30,810 | \$34,103 | | |
| Educational Attainment, Age 25-64 | Mean Commute Time (minutes) | _ | _ | _ | 20.5 | 23.9 | 26.9 | | |
| | Commute via Public Transportation | 0.1% | 1.3% | 5.0% | 5 | 38,268 | 7,641,160 | | |
| No Ligh School Diploma | Educational Attainment, Age 25-64 | | | | | | | | |
| No nigh school pipulina 13.8% 10.9% 694 2/7,718 18,5 | No High School Diploma | 13.8% | 8.8% | 10.9% | 694 | 277,718 | 18,550,150 | | |
| High School Graduate 28.1% 28.6% 25.7% 1,412 897,440 43,62 | High School Graduate | 28.1% | 28.6% | 25.7% | 1,412 | 897,440 | 43,627,868 | | |
| Some College, No Degree 27.9% 22.6% 20.7% 1,402 709,824 35,12 | Some College, No Degree | 27.9% | 22.6% | 20.7% | 1,402 | 709,824 | 35,174,790 | | |
| Associate's Degree 6.4% 8.9% 9.1% 323 278,447 15,52 | Associate's Degree | 6.4% | 8.9% | 9.1% | 323 | 278,447 | 15,526,064 | | |
| Bachelor's Degree 19.3% 19.7% 21.2% 971 618,480 35,99 | Bachelor's Degree | 19.3% | 19.7% | 21.2% | 971 | 618,480 | 35,997,848 | | |
| Postgraduate Degree 4.5% 11.5% 12.3% 226 361,415 20,90 | Postgraduate Degree | 4.5% | 11.5% | 12.3% | 226 | 361,415 | 20,961,560 | | |
| Housing | Housing | | | | | | | | |







Summary¹

| City of Branson, MO – – | Missouri — — | Ci USA — | ty of Branson, MO 8,389 | Missouri | USA |
|----------------------------------|--|---|--|---|--|
| - | _ | | | | USA |
| - | | - | 8,389 | 2 700 207 | |
| | - | | | 2,790,397 | 137,428,986 |
| 1.8% | | - | \$157,500 | \$157,200 | \$217,500 |
| 210/0 | 1.7% | 1.6% | 36 | 27,891 | 1,257,737 |
| 7.2% | 6.3% | 6.0% | 227 | 54,781 | 2,793,023 |
| 59.0% | 33.2% | 36.0% | 2,902 | 802,535 | 43,481,667 |
| 9.6% | 6.9% | 8.6% | 472 | 165,906 | 10,395,713 |
| | | | | | |
| 16.7% | 13.7% | 13.4% | 1,867 | 810,045 | 42,510,843 |
| 15.0% | 11.1% | 11.7% | 736 | 268,633 | 14,171,567 |
| 0.8% | 1.3% | 1.4% | 88 | 78,114 | 4,422,344 |
| 6.0% | 2.8% | 2.5% | 30 | 8,774 | 423,273 |
| 46.2% | 33.9% | 34.1% | 954 | 440,546 | 23,790,005 |
| 20.9% | 9.3% | 8.8% | 2,368 | 559,885 | 28,248,613 |
| 9.4% | 12.5% | 10.3% | 594 | 453,975 | 20,187,604 |
| 55.4% | 41.1% | 42.2% | 329 | 186,435 | 8,509,463 |
| 10.7% | 4.2% | 13.6% | 1,217 | 255,719 | 44,011,870 |
| 4.2% | 2.2% | 8.4% | 447 | 126,914 | 25,615,365 |
| | 59.0% 9.6% 16.7% 15.0% 0.8% 6.0% 46.2% 20.9% 9.4% 55.4% | 7.2% 6.3% 59.0% 33.2% 9.6% 6.9% 16.7% 13.7% 15.0% 11.1% 0.8% 1.3% 6.0% 2.8% 46.2% 33.9% 20.9% 9.3% 9.4% 12.5% 55.4% 41.1% 10.7% 4.2% | 7.2% 6.3% 6.0% 59.0% 33.2% 36.0% 9.6% 6.9% 8.6% 9.6% 6.9% 8.6% 10.7% 13.7% 13.4% 15.0% 11.1% 11.7% 0.8% 1.3% 1.4% 6.0% 2.8% 2.5% 46.2% 33.9% 34.1% 20.9% 9.3% 8.8% 9.4% 12.5% 10.3% 55.4% 41.1% 42.2% 10.7% 4.2% 13.6% | 7.2% 6.3% 6.0% 227 59.0% 33.2% 36.0% 2,902 9.6% 6.9% 8.6% 472 9.6% 6.9% 8.6% 472 16.7% 13.7% 13.4% 1,867 15.0% 11.1% 11.7% 736 0.8% 1.3% 1.4% 88 6.0% 2.8% 2.5% 30 46.2% 33.9% 34.1% 954 20.9% 9.3% 8.8% 2,368 9.4% 12.5% 10.3% 594 55.4% 41.1% 42.2% 329 10.7% 4.2% 13.6% 1,217 | 7.2% 6.3% 6.0% 227 54,781 59.0% 33.2% 36.0% 2,902 802,535 9.6% 6.9% 8.6% 472 165,906 9.6% 6.9% 8.6% 472 268,633 16.7% 13.7% 13.4% 1,867 810,045 15.0% 11.1% 11.7% 736 268,633 0.8% 1.3% 1.4% 88 78,114 6.0% 2.8% 2.5% 30 8,774 46.2% 33.9% 34.1% 954 440,546 20.9% 9.3% 8.8% 2,368 559,885 9.4% 12.5% 10.3% 594 453,975 55.4% 41.1% 42.2% 329 186,435 10.7% 4.2% 13.6% 1,217 255,719 |

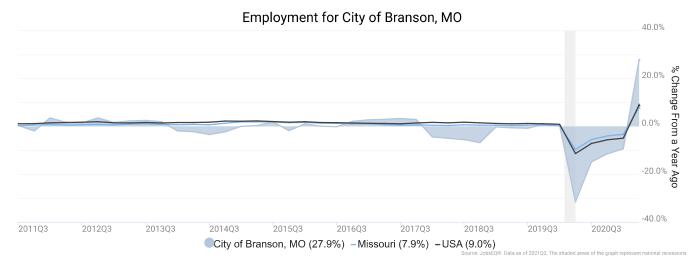
Source: JobsEQ[®] 1. American Community Survey 2015-2019, unless noted otherwise 2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties. 3. Disconnected Youth are 16-19 year olds who are (1) not in school, (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 2021Q2, total employment for the City of Branson, MO was 16,760 (based on a four-quarter moving average). Over the year ending 2021Q2, employment increased 27.9% in the region.



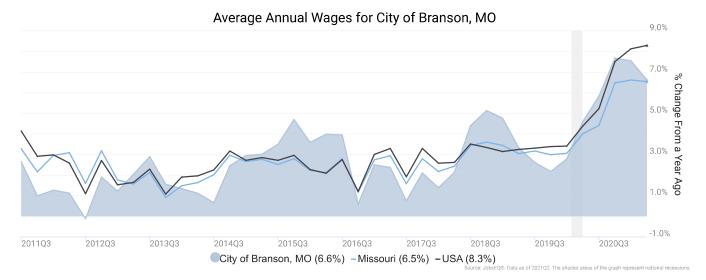
Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2021Q1 with preliminary estimates updated to 2021Q2.





Wage Trends

The average worker in the City of Branson, MO earned annual wages of \$35,192 as of 2021Q2. Average annual wages per worker increased 6.6% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$64,141 in the nation as of 2021Q2.



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 2021Q1 with preliminary estimates updated to 2021Q2.





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 8.4% lower in City of Branson, MO than the U.S. average.

Cost of Living Information

| | | Cost of Living Inde | ĸ |
|---------------------|-----------------------|---------------------|---------------------|
| | Annual Average Salary | (Base US) | US Purchasing Power |
| City of Branson, MO | \$35,192 | 91.6 | \$38,433 |
| Missouri | \$53,569 | 88.4 | \$60,583 |
| USA | \$64,141 | 100.0 | \$64,141 |

Source: JobsEQ® Data as of 2021Q2

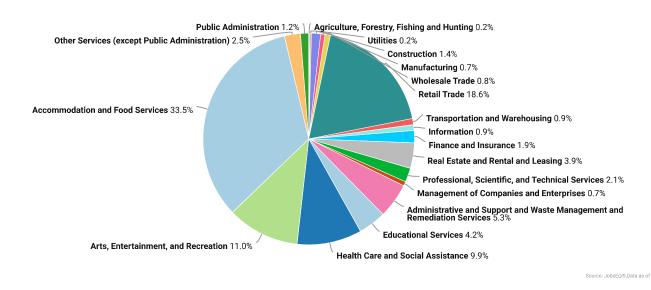
Cost of Living per C2ER, data as of 2021Q2, imputed by Chmura where necessary.





Industry Snapshot

The largest sector in the City of Branson, MO is Accommodation and Food Services, employing 5,613 workers. The next-largest sectors in the region are Retail Trade (3,114 workers) and Arts, Entertainment, and Recreation (1,850). 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 = 6.92), Accommodation and Food Services (4.40), and Real Estate and Rental and Leasing (2.24).



Total Workers for City of Branson, MO by Industry

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 2021Q1 with preliminary estimates updated to 2021Q2.

Sectors in the City of Branson, MO with the highest average wages per worker are Management of Companies and Enterprises (\$74,753), Finance and Insurance (\$71,810), and Utilities (\$57,110). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Real Estate and Rental and Leasing (+137 jobs), Health Care and Social Assistance (+69), and Professional, Scientific, and Technical Services (+67).

Over the next 10 years, employment in the City of Branson, MO is projected to contract by 513 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +0.5% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+90 jobs), Transportation and Warehousing (+2), and Other Services (except Public Administration) (+1).





City of Branson, MO, 2021Q2¹

| | | | Current | | 10-Year | History | | 10-Year Forecast | | | | |
|-------|--|--------|------------------|------|----------------|---------|-----------------|------------------|-----------|----------------|-----------------|--|
| NAICS | Industry | Empl | Avg Ann Wages | LQ | Empl Change | Ann % | Total Demand | Exits | Transfers | Empl Growth | Ann % Growth | |
| 72 | Accommodation and Food Services | 5,613 | \$26,479 | 4.40 | -387 | -0.7% | 9,001 | 4,001 | 5,037 | -37 | -0.1% | |
| 44 | Retail Trade | 3,114 | \$27,631 | 1.78 | -194 | -0.6% | 3,755 | 1,764 | 2,231 | -239 | -0.8% | |
| 71 | Arts, Entertainment, and Recreation | 1,850 | \$22,420 | 6.92 | -1,148 | -4.7% | 2,466 | 1,137 | 1,406 | -77 | -0.4% | |
| 62 | Health Care and Social Assistance | 1,663 | \$53,422 | 0.67 | 69 | 0.4% | 1,694 | 789 | 815 | 90 | 0.5% | |
| 56 | Administrative and Support and Waste Management and Remediation Services | 894 | \$38,474 | 0.84 | -139 | -1.4% | 871 | 411 | 561 | -101 | -1.2% | |
| 61 | Educational Services | 709 | \$39,685 | 0.53 | 61 | 0.9% | 630 | 311 | 336 | -17 | -0.2% | |
| 53 | Real Estate and Rental and Leasing | 653 | \$36,086 | 2.24 | 137 | 2.4% | 595 | 290 | 348 | -42 | -0.7% | |
| 81 | Other Services (except Public Administration) | 411 | \$29,182 | 0.57 | -471 | -7.4% | 470 | 213 | 255 | 1 | 0.0% | |
| 54 | Professional, Scientific, and Technical Services | 359 | \$42,169 | 0.30 | 67 | 2.1% | 263 | 109 | 184 | -30 | -0.9% | |
| 52 | Finance and Insurance | 313 | \$71,810 | 0.45 | 1 | 0.0% | 269 | 107 | 177 | -15 | -0.5% | |
| 23 | Construction | 234 | \$37,155 | 0.24 | -150 | -4.8% | 218 | 81 | 145 | -8 | -0.3% | |
| 92 | Public Administration | 209 | \$38,032 | 0.25 | -30 | -1.3% | 186 | 80 | 109 | -4 | -0.2% | |
| 48 | Transportation and Warehousing | 158 | \$36,471 | 0.19 | -50 | -2.7% | 171 | 72 | 97 | 2 | 0.1% | |
| 51 | Information | 147 | \$50,937 | 0.45 | -152 | -6.9% | 127 | 49 | 88 | -10 | -0.7% | |
| 42 | Wholesale Trade | 138 | \$43,364 | 0.22 | -7 | -0.5% | 129 | 52 | 87 | -10 | -0.8% | |
| 55 | Management of Companies and Enterprises | 112 | \$74,753 | 0.44 | 31 | 3.2% | 102 | 37 | 64 | 1 | 0.1% | |
| 31 | Manufacturing | 110 | \$44,632 | 0.08 | -20 | -1.6% | 94 | 40 | 68 | -13 | -1.3% | |
| 22 | Utilities | 40 | \$57,110 | 0.44 | -2 | -0.4% | 34 | 13 | 22 | -1 | -0.3% | |
| 11 | Agriculture, Forestry, Fishing and Hunting | 26 | \$10,333 | 0.11 | 5 | 2.4% | 22 | 11 | 15 | -4 | -1.6% | |
| 21 | Mining, Quarrying, and Oil and Gas Extraction | 7 | \$36,019 | 0.12 | -2 | -2.4% | 7 | 2 | 5 | 0 | -0.1% | |
| | Total - All Industries | 16,760 | \$35,192 | 1.00 | -2,380 | -1.3% | 17,442 | 7,671 | 10,285 | -513 | -0.3% | |

Source: JobsEQ®

Data as of 2021Q2

Note: Figures may not sum due to rounding.

1. All data based upon a four-quarter moving average Exits and transfers are approximate estimates based upon occupation separation rates.

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 2021Q1 with preliminary estimates updated to 2021Q2. 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 3,799 workers. The next-largest occupation groups in the region are Sales and Related Occupations (2,655 workers) and Office and Administrative Support Occupations (1,924). 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 = 3.03), Building and Grounds Cleaning and Maintenance Occupations (2.67), and Arts, Design, Entertainment, Sports, and Media Occupations (1.70).

Occupation groups in the City of Branson, MO with the highest average wages per worker are Legal Occupations (\$87,100), Architecture and Engineering Occupations (\$82,700), and Management Occupations (\$80,200). The unemployment rate in the region varied among the major groups from 2.3% among Community and Social Service Occupations to 15.4% 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 +1.2% 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 (+91 jobs) and Healthcare Support Occupations (+46). 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 (6,602 jobs) and Sales and Related Occupations (3,738).

| | | | Current | | | | | 10-Year | History | | 1 | | | |
|---------|--|-------|--------------------------------|------|--------|----------------|-------------------|----------------|---------|-----------------|-------|-----------|----------------|-----------------|
| SOC | Occupation | Empl | Mean Ann Wages ² | LQ | Unempl | Unempl Rate | Online Job Ads | Empl Change | Ann % | Total Demand | Exits | Transfers | Empl Growth | Ann % Growth |
| 35-0000 | Food Preparation and Serving Related | 3,799 | \$25,400 | 3.03 | 179 | 15.0% | n/a | -503 | -1.2% | 6,693 | 2,598 | 4,004 | 91 | 0.2% |
| 41-0000 | Sales and Related | 2,655 | \$36,300 | 1.65 | 72 | 8.6% | n/a | -550 | -1.9% | 3,531 | 1,516 | 2,222 | -207 | -0.8% |
| 43-0000 | Office and Administrative Support | 1,924 | \$32,800 | 0.90 | 50 | 7.1% | n/a | -474 | -2.2% | 2,102 | 914 | 1,412 | -224 | -1.2% |
| 37-0000 | Building and Grounds Cleaning and Maintenance | 1,451 | \$27,000 | 2.67 | 40 | 8.6% | n/a | -109 | -0.7% | 1,825 | 872 | 1,005 | -52 | -0.4% |
| 53-0000 | Transportation and Material Moving | 845 | \$33,200 | 0.59 | 21 | 7.6% | n/a | 50 | 0.6% | 1,025 | 401 | 661 | -37 | -0.4% |
| 29-0000 | Healthcare Practitioners and Technical | 823 | \$74,800 | 0.83 | 5 | 2.3% | n/a | 76 | 1.0% | 481 | 217 | 246 | 18 | 0.2% |
| 11-0000 | Management | 779 | \$80,200 | 0.69 | 13 | 3.5% | n/a | 32 | 0.4% | 634 | 196 | 462 | -24 | -0.3% |
| 39-0000 | Personal Care and Service | 705 | \$26,900 | 1.65 | 46 | 15.4% | n/a | -362 | -4.1% | 1,287 | 591 | 694 | 2 | 0.0% |
| 49-0000 | Installation, Maintenance, and Repair | 641 | \$41,600 | 1.00 | 10 | 5.2% | n/a | -14 | -0.2% | 606 | 209 | 411 | -14 | -0.2% |
| 25-0000 | Educational Instruction and Library | 572 | \$45,800 | 0.62 | 15 | 5.8% | n/a | 23 | 0.4% | 497 | 229 | 274 | -7 | -0.1% |
| 13-0000 | Business and Financial Operations | 509 | \$61,500 | 0.52 | 10 | 4.1% | n/a | 17 | 0.3% | 469 | 139 | 345 | -15 | -0.3% |
| 27-0000 | Arts, Design, Entertainment, Sports, and Media | 505 | \$41,100 | 1.70 | 25 | 11.4% | n/a | -309 | -4.7% | 462 | 188 | 339 | -65 | -1.4% |
| 31-0000 | Healthcare Support | 375 | \$28,800 | 0.50 | 7 | 5.0% | n/a | 43 | 1.2% | 520 | 220 | 254 | 46 | 1.2% |
| 51-0000 | Production | 294 | \$36,700 | 0.30 | 10 | 7.7% | n/a | -36 | -1.2% | 328 | 140 | 208 | -21 | -0.7% |
| 47-0000 | Construction and Extraction | 249 | \$45,900 | 0.32 | 12 | 7.5% | n/a | -127 | -4.0% | 257 | 80 | 187 | -10 | -0.4% |
| 33-0000 | Protective Service | 221 | \$38,600 | 0.62 | 9 | 9.1% | n/a | -94 | -3.5% | 288 | 131 | 160 | -4 | -0.2% |
| | | | | | | | | | | | | | | |

City of Branson, MO, 2021Q2¹





City of Branson, MO, 2021Q2¹

| | | | | urrent | | | 10-Year History | | | | 10-Year Forecast | | | |
|---------|---------------------------------------|--------|--------------------------------|--------|--------|----------------|-------------------|----------------|-------|-----------------|------------------|-----------|----------------|-----------------|
| SOC | Occupation | Empl | Mean Ann Wages ² | LQ | Unempl | Unempl Rate | Online Job Ads | Empl Change | Ann % | Total Demand | Exits | Transfers | Empl Growth | Ann % Growth |
| 15-0000 | Computer and Mathematical | 155 | \$77,800 | 0.29 | 2 | 2.5% | n/a | 4 | 0.3% | 109 | 26 | 88 | -4 | -0.3% |
| 21-0000 | Community and Social Service | 115 | \$47,200 | 0.39 | 2 | 2.3% | n/a | -39 | -2.8% | 140 | 40 | 86 | 14 | 1.1% |
| 17-0000 | Architecture and Engineering | 49 | \$82,700 | 0.17 | 0 | n/a | n/a | -9 | -1.7% | 37 | 12 | 27 | -2 | -0.4% |
| 23-0000 | Legal | 46 | \$87,100 | 0.32 | 0 | n/a | n/a | -3 | -0.6% | 31 | 12 | 19 | 0 | 0.0% |
| 19-0000 | Life, Physical, and Social Science | 33 | \$68,400 | 0.21 | 0 | n/a | n/a | 3 | 1.0% | 30 | 7 | 23 | 0 | 0.1% |
| 45-0000 | Farming, Fishing, and Forestry | 13 | \$35,700 | 0.11 | 1 | 6.9% | n/a | 1 | 1.0% | 20 | 5 | 16 | 0 | -0.2% |
| | Total - All Occupations | 16,760 | \$39,700 | 1.00 | n/a | n/a | n/a | -2,380 | -1.3% | 21,371 | 8,742 | 13,143 | -513 | -0.3% |

Source: JobsEQ®

Data as of 2021Q2 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

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

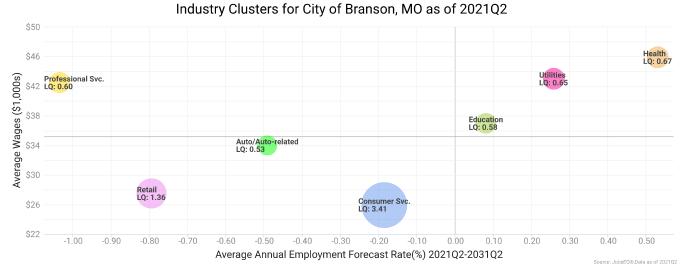
Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2021Q1, imputed where necessary with preliminary estimates updated to 2021Q2. Wages by occupation are as of 2020 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections 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 City of Branson, MO with the highest relative concentration is Consumer Svc. with a location quotient of 3.41. This cluster employs 7,981 workers in the region with an average wage of \$25,952. Employment in the Consumer Svc. cluster is projected to contract in the region about 0.2% per year over the next ten years.



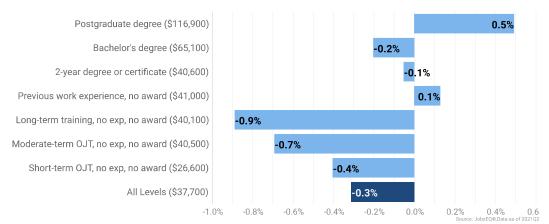
Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2021Q1 with preliminary estimates updated to 2021Q2. Forecast employment growth uses national projections from 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 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.



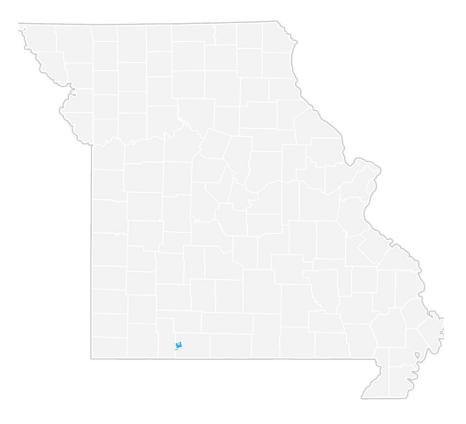
Annual Average Projected Job Growth by Training Required for City of Branson, MO

Employment by occupation data are estimates are as of 2021Q2. 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







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.

About This Report

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