



Economic Overview

October 1, 2022

City of Hollister, MO



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Demographic Profile.....	3
Employment Trends	5
Wage Trends.....	6
Cost of Living Index.....	7
Industry Snapshot.....	8
Occupation Snapshot	10
Industry Clusters.....	12
Education Levels.....	13
City of Hollister, MO Regional Map.....	14
FAQ	15

Demographic Profile

The population in the City of Hollister, MO was 4,564 per American Community Survey data for 2016-2020.

The region has a civilian labor force of 2,103 with a participation rate of 58.6%. Of individuals 25 to 64 in the City of Hollister, MO, 15.4% have a bachelor's degree or higher which compares with 34.3% in the nation.

The median household income in the City of Hollister, MO is \$46,823 and the median house value is \$127,700.

Summary¹

	Percent			Value		
	City of Hollister, MO	Missouri	USA	City of Hollister, MO	Missouri	USA
Demographics						
Population (ACS)	—	—	—	4,564	6,124,160	326,569,308
Male	45.6%	49.1%	49.2%	2,081	3,004,001	160,818,530
Female	54.4%	50.9%	50.8%	2,483	3,120,159	165,750,778
Median Age ²	—	—	—	37.9	38.7	38.2
Under 18 Years	23.1%	22.5%	22.4%	1,054	1,379,423	73,296,738
18 to 24 Years	6.7%	9.3%	9.3%	304	567,945	30,435,736
25 to 34 Years	16.0%	13.4%	13.9%	731	819,044	45,485,165
35 to 44 Years	14.2%	12.2%	12.7%	650	745,789	41,346,677
45 to 54 Years	13.1%	12.3%	12.7%	600	752,645	41,540,736
55 to 64 Years	12.0%	13.5%	12.9%	549	825,930	42,101,439
65 to 74 Years	7.2%	9.7%	9.4%	328	595,770	30,547,950
75 Years and Over	7.6%	7.1%	6.7%	348	437,614	21,814,867
Race: White	90.8%	81.3%	70.4%	4,144	4,978,046	229,960,813
Race: Black or African American	0.0%	11.4%	12.6%	0	698,043	41,227,384
Race: American Indian and Alaska Native	2.7%	0.4%	0.8%	123	24,274	2,688,614
Race: Asian	0.2%	2.0%	5.6%	10	123,810	18,421,637
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	0	8,887	611,404
Race: Some Other Race	2.6%	1.3%	5.1%	117	76,782	16,783,914
Race: Two or More Races	3.7%	3.5%	5.2%	170	214,318	16,875,542
Hispanic or Latino (of any race)	5.5%	4.3%	18.2%	250	262,677	59,361,020
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	58.6%	62.9%	63.2%	2,103	3,071,591	164,759,496
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	73.5%	83.0%	82.4%	1,456	1,914,826	105,137,520
Armed Forces Labor Force	0.0%	0.4%	0.4%	0	18,662	1,143,342
Veterans, Age 18-64	2.8%	5.1%	4.5%	79	189,180	8,920,267
Veterans Labor Force Participation Rate and Size, Age 18-64	100.0%	75.1%	76.8%	79	142,120	6,853,673
Median Household Income ²	—	—	—	\$46,823	\$57,290	\$64,994
Per Capita Income	—	—	—	\$20,178	\$31,839	\$35,384
Mean Commute Time (minutes)	—	—	—	14.1	23.9	26.9
Commute via Public Transportation	0.0%	1.2%	4.6%	0	33,546	7,044,886
Educational Attainment, Age 25-64						
No High School Diploma	8.1%	8.3%	10.5%	206	261,819	17,929,220
High School Graduate	47.0%	28.6%	25.4%	1,189	899,073	43,289,555
Some College, No Degree	21.5%	22.2%	20.5%	544	697,708	34,959,338
Associate's Degree	7.9%	9.0%	9.3%	201	281,386	15,776,790
Bachelor's Degree	12.6%	20.2%	21.6%	318	633,729	36,888,244
Postgraduate Degree	2.8%	11.8%	12.7%	72	369,693	21,630,870
Housing						

Summary¹

	Percent			Value		
	City of Hollister, MO	Missouri	USA	City of Hollister, MO	Missouri	USA
Total Housing Units	—	—	—	2,243	2,804,664	138,432,751
Median House Value (of owner-occupied units) ²	—	—	—	\$127,700	\$163,600	\$229,800
Homeowner Vacancy	0.0%	1.4%	1.4%	0	24,246	1,129,755
Rental Vacancy	20.1%	5.9%	5.8%	232	51,276	2,704,553
Renter-Occupied Housing Units (% of Occupied Units)	47.1%	32.9%	35.6%	870	802,838	43,552,843
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	2.9%	6.6%	8.5%	54	161,814	10,344,521
Social						
Poverty Level (of all people)	11.8%	13.0%	12.8%	523	772,992	40,910,326
Households Receiving Food Stamps/SNAP	18.6%	10.5%	11.4%	343	255,682	13,892,407
Enrolled in Grade 12 (% of total population)	2.1%	1.2%	1.3%	96	75,694	4,358,865
Disconnected Youth ³	7.3%	2.8%	2.5%	9	8,960	433,164
Children in Single Parent Families (% of all children)	14.7%	33.5%	34.0%	123	433,210	23,628,508
Uninsured	18.6%	9.4%	8.7%	830	565,099	28,058,903
With a Disability, Age 18-64	14.5%	12.2%	10.3%	408	445,939	20,231,217
With a Disability, Age 18-64, Labor Force Participation Rate and Size	44.1%	41.8%	43.2%	180	186,464	8,740,236
Foreign Born	0.7%	4.2%	13.5%	32	256,336	44,125,628
Speak English Less Than Very Well (population 5 yrs and over)	0.2%	2.2%	8.2%	10	125,479	25,312,024

Source: [JobsEQ®](#)

1. American Community Survey 2016-2020, 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.

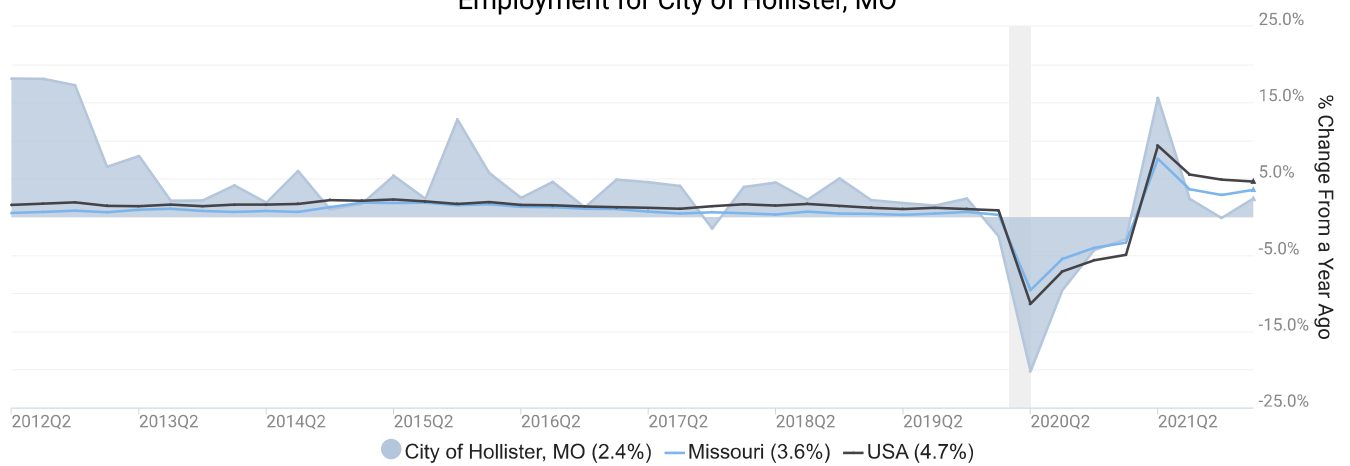
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2020, annual average growth rate since 2010.

Employment Trends

As of 2022Q1, total employment for the City of Hollister, MO was 2,681 (based on a four-quarter moving average). Over the year ending 2022Q1, employment increased 2.4% in the region.

Employment for City of Hollister, MO

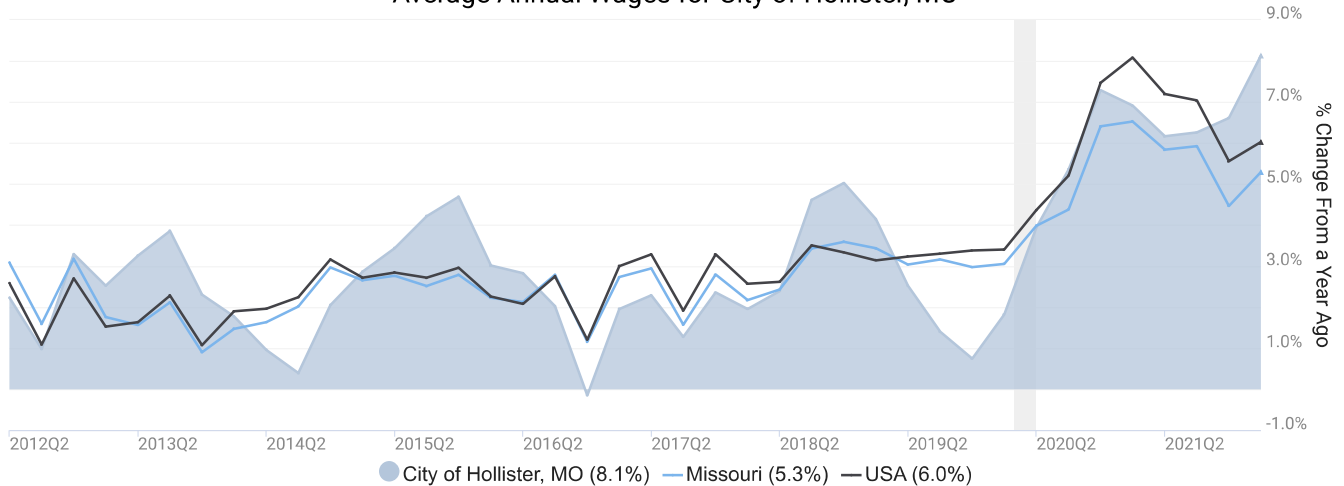


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2021Q4 with preliminary estimates updated to 2022Q1.

Wage Trends

The average worker in the City of Hollister, MO earned annual wages of \$36,818 as of 2022Q1. Average annual wages per worker increased 8.1% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$66,637 in the nation as of 2022Q1.

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 2021Q4 with preliminary estimates updated to 2022Q1.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 12.3% lower in City of Hollister, MO than the U.S. average.

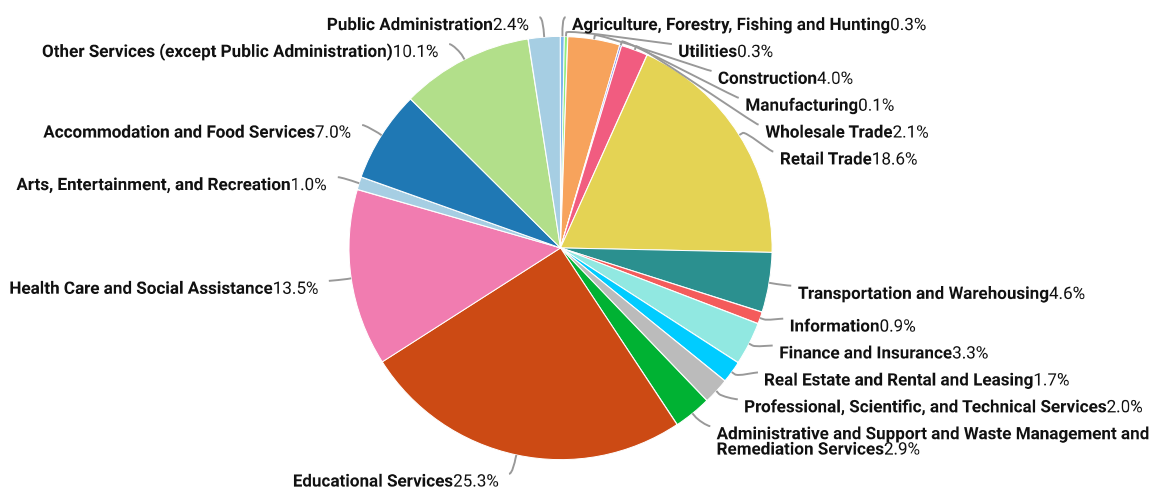
Cost of Living Information			
	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
City of Hollister, MO	\$36,818	87.7	\$41,997
Missouri	\$55,525	88.2	\$62,950
USA	\$66,637	100.0	\$66,637

Source: [JobsEQ®](#)
Data as of 2022Q1
Cost of Living per [COLI](#), data as of 2022Q1, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the City of Hollister, MO is Educational Services, employing 677 workers. The next-largest sectors in the region are Retail Trade (498 workers) and Health Care and Social Assistance (362). 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 Educational Services (LQ = 3.16), Other Services (except Public Administration) (2.34), and Retail Trade (1.80).

Total Workers for City of Hollister, MO by Industry



Source: JobsEQ®, Data as of 2022Q1

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 2021Q4 with preliminary estimates updated to 2022Q1.

Sectors in the City of Hollister, MO with the highest average wages per worker are Utilities (\$93,951), Finance and Insurance (\$58,652), and Health Care and Social Assistance (\$54,184). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Educational Services (+305 jobs), Health Care and Social Assistance (+179), and Other Services (except Public Administration) (+161).

Over the next 10 years, employment in the City of Hollister, MO is projected to contract by 41 jobs. The fastest growing sector in the region is expected to be Arts, Entertainment, and Recreation with a +3.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+20 jobs), Health Care and Social Assistance (+19), and Educational Services (+16).

City of Hollister, MO, 2022Q1¹

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
61	Educational Services	677	\$47,106	3.16	305	6.2%	659	287	356	16	0.2%
44	Retail Trade	498	\$29,458	1.80	21	0.4%	535	247	366	-78	-1.7%
62	Health Care and Social Assistance	362	\$54,184	0.93	179	7.1%	372	159	194	19	0.5%
81	Other Services (except Public Administration)	271	\$25,351	2.34	161	9.5%	304	123	178	2	0.1%
72	Accommodation and Food Services	188	\$31,231	0.85	52	3.3%	351	140	191	20	1.0%
48	Transportation and Warehousing	123	\$37,590	0.91	29	2.8%	144	53	85	6	0.5%
23	Construction	107	\$39,716	0.68	-19	-1.6%	91	31	67	-8	-0.7%
52	Finance and Insurance	88	\$58,652	0.80	29	4.1%	68	26	49	-8	-0.9%
56	Administrative and Support and Waste Management and Remediation Services	77	\$49,066	0.45	-40	-4.1%	88	34	55	-1	-0.1%
92	Public Administration	66	\$40,699	0.52	43	11.1%	55	23	37	-4	-0.7%
42	Wholesale Trade	55	\$48,457	0.55	16	3.6%	50	19	36	-5	-1.0%
54	Professional, Scientific, and Technical Services	54	\$43,970	0.28	20	4.6%	45	16	30	-1	-0.2%
53	Real Estate and Rental and Leasing	46	\$39,422	0.97	-14	-2.6%	40	18	25	-3	-0.7%
71	Arts, Entertainment, and Recreation	27	\$27,348	0.55	6	2.8%	56	18	26	12	3.7%
51	Information	24	\$41,046	0.45	13	8.1%	18	7	14	-4	-1.7%
11	Agriculture, Forestry, Fishing and Hunting	8	\$11,929	0.22	-1	-0.7%	8	4	5	-1	-1.4%
22	Utilities	7	\$93,951	0.49	7	n/a	4	2	4	-1	-2.1%
31	Manufacturing	4	\$49,096	0.02	-68	-25.4%	3	1	2	-1	-1.4%
21	Mining, Quarrying, and Oil and Gas Extraction	0	n/a	0.00	-7	n/a	0	0	0	0	
55	Management of Companies and Enterprises	0	n/a	0.00	-3	n/a	0	0	0	0	
Total - All Industries		2,681	\$36,818	1.00	731	3.2%	2,854	1,138	1,756	-41	-0.2%

Source: [JobsEQ®](#)

Data as of 2022Q1

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 2021Q4 with preliminary estimates updated to 2022Q1. 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 Educational Instruction and Library Occupations, employing 396 workers. The next-largest occupation groups in the region are Sales and Related Occupations (343 workers) and Office and Administrative Support Occupations (338). 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 Educational Instruction and Library Occupations (LQ = 2.76), Community and Social Service Occupations (2.03), and Arts, Design, Entertainment, Sports, and Media Occupations (1.54).

Occupation groups in the City of Hollister, MO with the highest average wages per worker are Computer and Mathematical Occupations (\$77,700), Healthcare Practitioners and Technical Occupations (\$76,700), and Management Occupations (\$76,400). The unemployment rate in the region varied among the major groups from 1.9% among Healthcare Practitioners and Technical Occupations to 13.5% 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 +1.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Educational Instruction and Library Occupations (+18 jobs) and Healthcare Support Occupations (+18). 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 (441 jobs) and Office and Administrative Support Occupations (354).

City of Hollister, MO, 2022Q1¹

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	
25-0000	Educational Instruction and Library	396	\$46,300	2.76	3	3.7%	n/a	187	6.6%	371	168	185	18	0.4%
41-0000	Sales and Related	343	\$35,300	1.35	23	8.0%	n/a	-8	-0.2%	390	182	259	-51	-1.6%
43-0000	Office and Administrative Support	338	\$34,300	1.02	21	6.4%	n/a	33	1.0%	316	156	198	-38	-1.2%
53-0000	Transportation and Material Moving	234	\$36,000	1.00	12	8.2%	n/a	73	3.8%	289	109	184	-3	-0.1%
35-0000	Food Preparation and Serving Related	184	\$26,900	0.88	41	11.2%	n/a	41	2.6%	330	135	183	12	0.6%
11-0000	Management	153	\$76,400	0.84	4	3.3%	n/a	59	4.9%	122	37	84	1	0.1%
31-0000	Healthcare Support	132	\$28,700	1.11	4	5.8%	n/a	70	7.8%	194	89	87	18	1.3%
29-0000	Healthcare Practitioners and Technical	126	\$76,700	0.80	2	1.9%	n/a	58	6.4%	75	30	44	0	0.0%
13-0000	Business and Financial Operations	111	\$61,500	0.64	2	3.6%	n/a	59	8.0%	94	29	65	0	0.0%
49-0000	Installation, Maintenance, and Repair	100	\$42,400	0.97	5	3.9%	n/a	24	2.8%	91	32	61	-2	-0.2%
21-0000	Community and Social Service	97	\$46,300	2.03	0	n/a	n/a	62	10.9%	102	36	62	4	0.4%
37-0000	Building and Grounds Cleaning and Maintenance	82	\$28,000	0.92	14	8.7%	n/a	12	1.7%	106	48	58	0	0.0%
47-0000	Construction and Extraction	78	\$48,400	0.64	5	7.7%	n/a	-15	-1.8%	69	22	51	-4	-0.6%
27-0000	Arts, Design, Entertainment, Sports, and Media	72	\$45,700	1.54	3	9.0%	n/a	28	5.0%	78	30	46	2	0.2%
39-0000	Personal Care and Service	72	\$28,200	1.13	12	13.5%	n/a	25	4.4%	108	45	56	7	0.9%

City of Hollister, MO, 2022Q1¹

SOC	Occupation	Empl	Current				10-Year History			10-Year Forecast				
			Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
51-0000	Production	46	\$38,100	0.30	4	6.4%	n/a	-28	-4.7%	47	19	31	-3	-0.8%
15-0000	Computer and Mathematical	42	\$77,700	0.46	0	n/a	n/a	24	8.8%	30	9	21	0	0.1%
33-0000	Protective Service	38	\$39,300	0.65	2	5.4%	n/a	20	7.9%	40	17	24	0	-0.1%
19-0000	Life, Physical, and Social Science	18	\$59,300	0.77	0	n/a	n/a	9	6.7%	18	4	13	1	0.5%
17-0000	Architecture and Engineering	9	\$73,900	0.20	0	n/a	n/a	-3	-3.1%	6	2	4	0	-0.5%
23-0000	Legal	8	\$69,100	0.32	0	n/a	n/a	0	0.6%	4	2	3	0	-0.2%
45-0000	Farming, Fishing, and Forestry	2	\$36,200	0.13	0	n/a	n/a	0	1.5%	3	1	2	0	-0.5%
Total - All Occupations		2,681	\$40,800	1.00	n/a	n/a	n/a	731	3.2%	2,883	1,204	1,720	-41	-0.2%

Source: [JobsEQ®](#)

Data as of 2022Q1 unless noted otherwise

Note: Figures may not sum due to rounding.

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

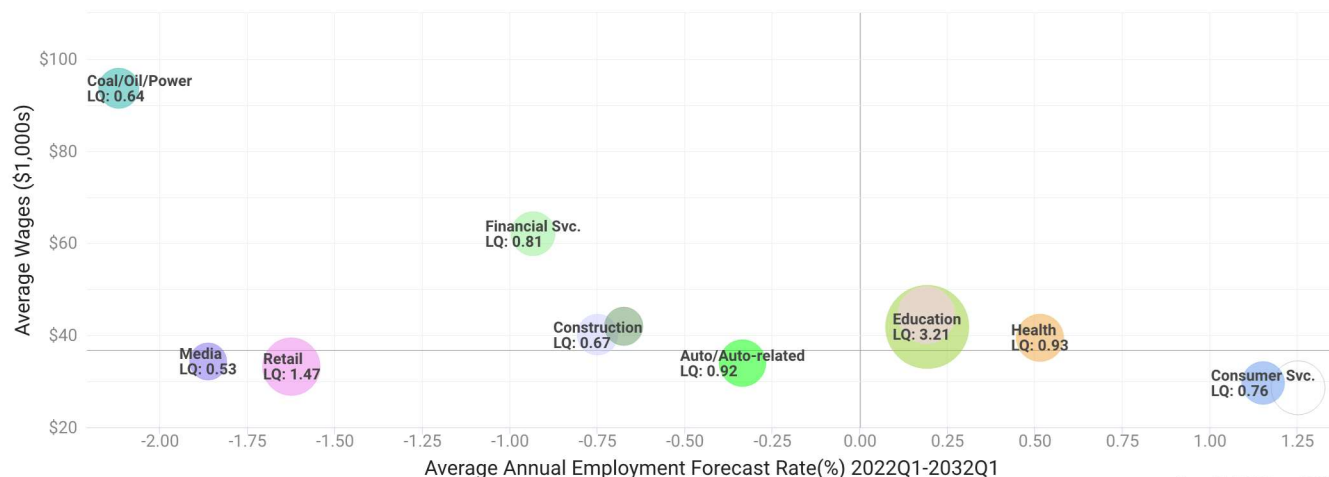
2. Wage data are as of 2021 and represent the average for all Covered Employment

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 2021Q4, imputed where necessary with preliminary estimates updated to 2022Q1. Wages by occupation are as of 2021 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 3.21. This cluster employs 856 workers in the region with an average wage of \$41,844. Employment in the Education cluster is projected to expand in the region about 0.2% per year over the next ten years.

Industry Clusters for City of Hollister, MO as of 2022Q1



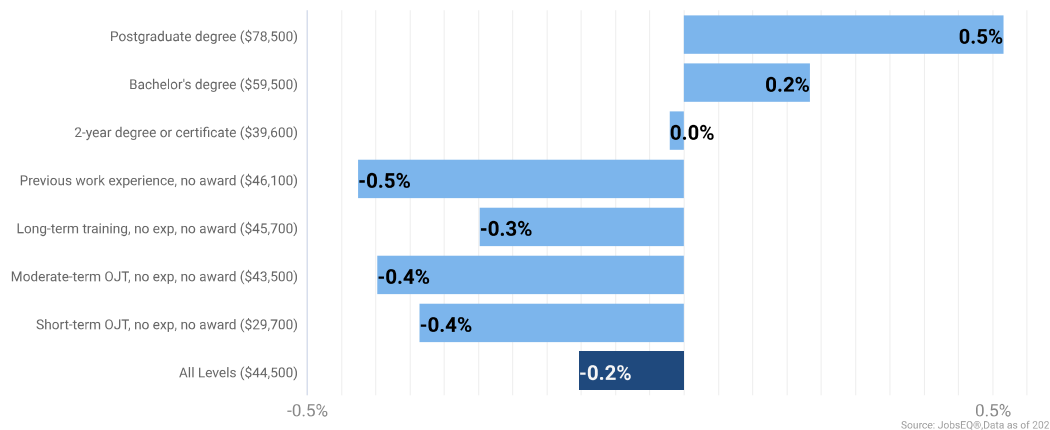
Source: JobsEQ®, Data as of 2022Q1

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 2021Q4 with preliminary estimates updated to 2022Q1. 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 contract 0.2% 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 grow 0.2% per year, and occupations typically needing a 2-year degree or certificate are expected to contract 0.0% per year.

Annual Average Projected Job Growth by Training Required



Employment by occupation data are estimates as of 2022Q1. 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.

About This Report

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