



Economic Overview

January 1, 2023

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 μ SA was 55,563 per American Community Survey data for 2016-2020.

The region has a civilian labor force of 27,141 with a participation rate of 60.0%. Of individuals 25 to 64 in the Branson, MO μ SA, 22.5% have a bachelor's degree or higher which compares with 34.3% in the nation.

The median household income in the Branson, MO μ SA is \$47,860 and the median house value is \$149,900.

Summary¹

	Percent			Value		
	Branson, MO μ SA	Missouri	USA	Branson, MO μ SA	Missouri	USA
Demographics						
Population (ACS)	—	—	—	55,563	6,124,160	326,569,308
Male	47.6%	49.1%	49.2%	26,447	3,004,001	160,818,530
Female	52.4%	50.9%	50.8%	29,116	3,120,159	165,750,778
Median Age ²	—	—	—	43.2	38.7	38.2
Under 18 Years	21.1%	22.5%	22.4%	11,717	1,379,423	73,296,738
18 to 24 Years	9.2%	9.3%	9.3%	5,133	567,945	30,435,736
25 to 34 Years	11.4%	13.4%	13.9%	6,333	819,044	45,485,165
35 to 44 Years	10.6%	12.2%	12.7%	5,872	745,789	41,346,677
45 to 54 Years	12.5%	12.3%	12.7%	6,932	752,645	41,540,736
55 to 64 Years	13.5%	13.5%	12.9%	7,503	825,930	42,101,439
65 to 74 Years	12.7%	9.7%	9.4%	7,051	595,770	30,547,950
75 Years and Over	9.0%	7.1%	6.7%	5,022	437,614	21,814,867
Race: White	91.6%	81.3%	70.4%	50,874	4,978,046	229,960,813
Race: Black or African American	1.9%	11.4%	12.6%	1,049	698,043	41,227,384
Race: American Indian and Alaska Native	1.0%	0.4%	0.8%	553	24,274	2,688,614
Race: Asian	0.7%	2.0%	5.6%	395	123,810	18,421,637
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	11	8,887	611,404
Race: Some Other Race	2.3%	1.3%	5.1%	1,261	76,782	16,783,914
Race: Two or More Races	2.6%	3.5%	5.2%	1,420	214,318	16,875,542
Hispanic or Latino (of any race)	6.1%	4.3%	18.2%	3,404	262,677	59,361,020
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)	60.0%	62.9%	63.2%	27,141	3,071,591	164,759,496
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	84.5%	83.0%	82.4%	16,154	1,914,826	105,137,520
Armed Forces Labor Force	0.0%	0.4%	0.4%	9	18,662	1,143,342
Veterans, Age 18-64	5.8%	5.1%	4.5%	1,843	189,180	8,920,267
Veterans Labor Force Participation Rate and Size, Age 18-64	79.3%	75.1%	76.8%	1,462	142,120	6,853,673
Median Household Income ²	—	—	—	\$47,860	\$57,290	\$64,994
Per Capita Income	—	—	—	\$24,659	\$31,839	\$35,384
Mean Commute Time (minutes)	—	—	—	21.9	23.9	26.9
Commute via Public Transportation	0.2%	1.2%	4.6%	55	33,546	7,044,886
Educational Attainment, Age 25-64						
No High School Diploma	10.0%	8.3%	10.5%	2,663	261,819	17,929,220
High School Graduate	32.4%	28.6%	25.4%	8,643	899,073	43,289,555
Some College, No Degree	25.8%	22.2%	20.5%	6,877	697,708	34,959,338

Summary¹

	Percent			Value		
	Branson, MO μSA	Missouri	USA	Branson, MO μSA	Missouri	USA
Associate's Degree	9.2%	9.0%	9.3%	2,454	281,386	15,776,790
Bachelor's Degree	16.4%	20.2%	21.6%	4,364	633,729	36,888,244
Postgraduate Degree	6.2%	11.8%	12.7%	1,639	369,693	21,630,870
Housing						
Total Housing Units	—	—	—	30,999	2,804,664	138,432,751
Median House Value (of owner-occupied units) ²	—	—	—	\$149,900	\$163,600	\$229,800
Homeowner Vacancy	2.4%	1.4%	1.4%	362	24,246	1,129,755
Rental Vacancy	6.1%	5.9%	5.8%	509	51,276	2,704,553
Renter-Occupied Housing Units (% of Occupied Units)	34.5%	32.9%	35.6%	7,721	802,838	43,552,843
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	4.1%	6.6%	8.5%	908	161,814	10,344,521
Social						
Poverty Level (of all people)	15.7%	13.0%	12.8%	8,453	772,992	40,910,326
Households Receiving Food Stamps/SNAP	13.6%	10.5%	11.4%	3,046	255,682	13,892,407
Enrolled in Grade 12 (% of total population)	1.0%	1.2%	1.3%	577	75,694	4,358,865
Disconnected Youth ³	3.5%	2.8%	2.5%	103	8,960	433,164
Children in Single Parent Families (% of all children)	33.6%	33.5%	34.0%	3,565	433,210	23,628,508
Uninsured	15.8%	9.4%	8.7%	8,729	565,099	28,058,903
With a Disability, Age 18-64	14.5%	12.2%	10.3%	4,571	445,939	20,231,217
With a Disability, Age 18-64, Labor Force Participation Rate and Size	51.5%	41.8%	43.2%	2,355	186,464	8,740,236
Foreign Born	2.9%	4.2%	13.5%	1,624	256,336	44,125,628
Speak English Less Than Very Well (population 5 yrs and over)	1.5%	2.2%	8.2%	798	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.

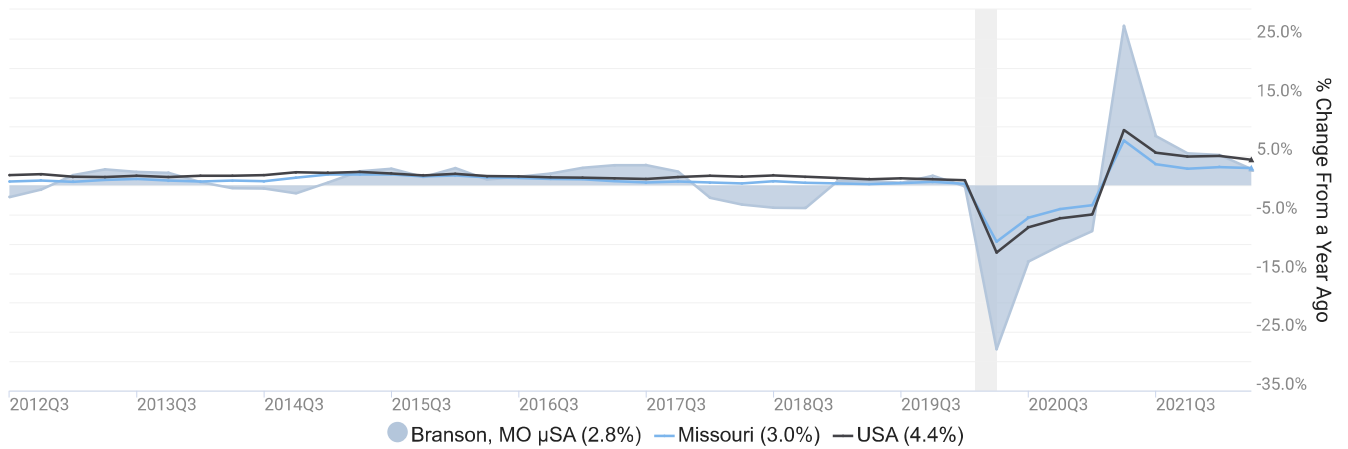
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

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

Employment Trends

As of 2022Q2, total employment for the Branson, MO μ SA was 30,074 (based on a four-quarter moving average). Over the year ending 2022Q2, employment increased 2.8% in the region.

Employment for Branson, MO μ SA

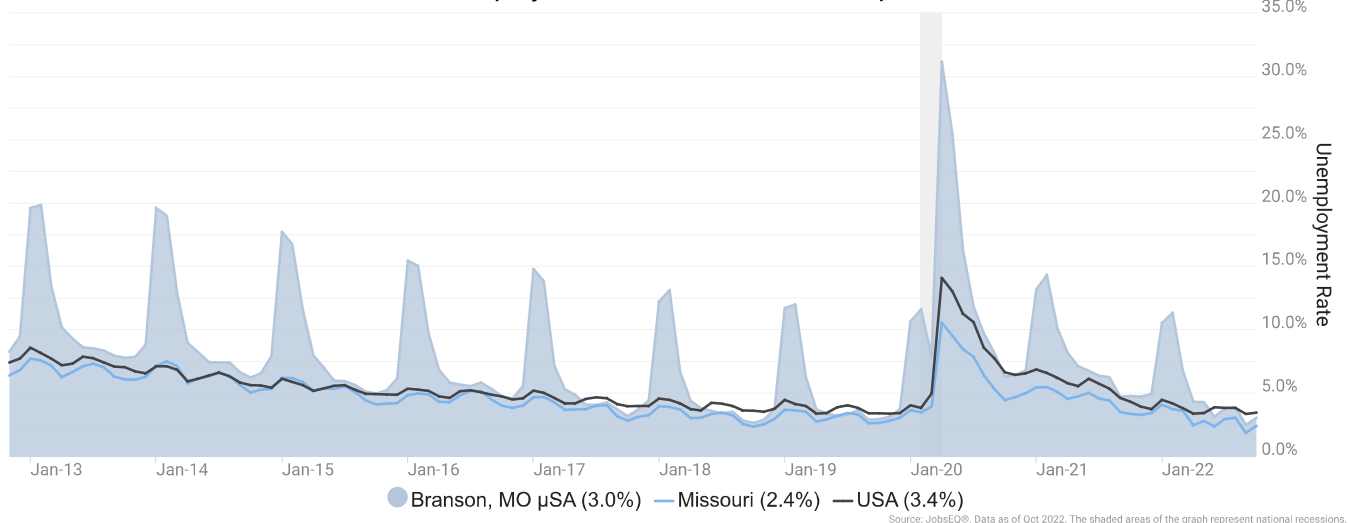


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q1 with preliminary estimates updated to 2022Q2.

Unemployment Rate

The unemployment rate for the Branson, MO μ SA was 3.0% as of October 2022. The regional unemployment rate was lower than the national rate of 3.4%. One year earlier, in October 2021, the unemployment rate in the Branson, MO μ SA was 4.8%.

Unemployment Rate for Branson, MO μ SA

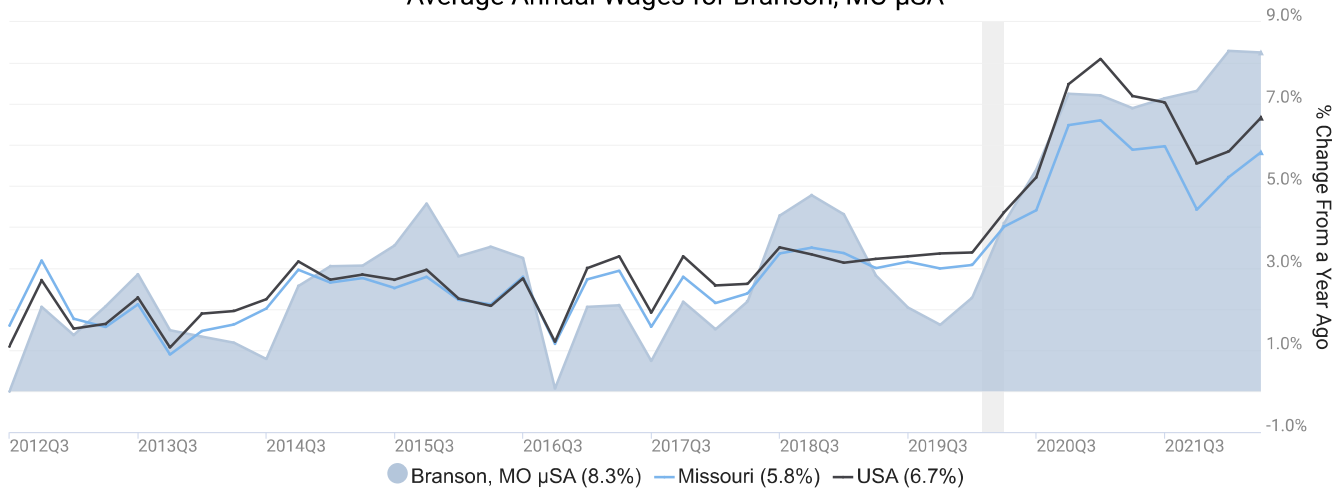


Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through October 2022.

Wage Trends

The average worker in the Branson, MO μSA earned annual wages of \$37,733 as of 2022Q2. Average annual wages per worker increased 8.3% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$67,777 in the nation as of 2022Q2.

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 2022Q1 with preliminary estimates updated to 2022Q2.

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 13.5% lower in Branson, MO μ SA than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Branson, MO μ SA	\$37,733	86.5	\$43,632
Missouri	\$56,343	88.8	\$63,484
USA	\$67,777	100.0	\$67,777

Source: [JobsEQ®](#)

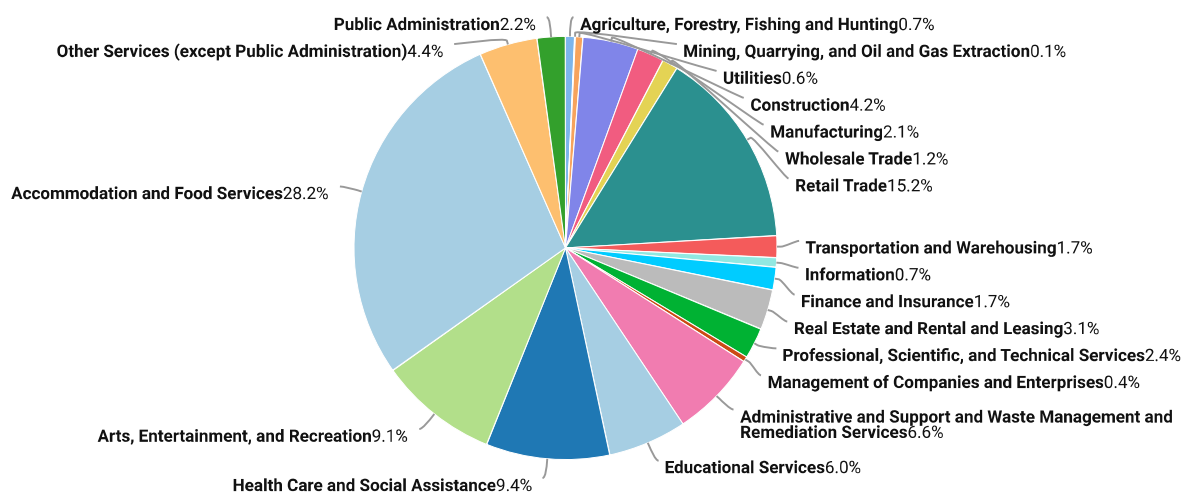
Data as of 2022Q2

Cost of Living per [COLI](#), data as of 2022Q3, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the Branson, MO μ SA is Accommodation and Food Services, employing 8,481 workers. The next-largest sectors in the region are Retail Trade (4,579 workers) and Health Care and Social Assistance (2,838). 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 = 4.86), Accommodation and Food Services (3.36), and Real Estate and Rental and Leasing (1.74).

Total Workers for Branson, MO μ SA by Industry



Source: JobsEQ®, Data as of 2022Q2

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 2022Q1 with preliminary estimates updated to 2022Q2.

Sectors in the Branson, MO μ SA with the highest average wages per worker are Management of Companies and Enterprises (\$97,508), Utilities (\$82,408), and Finance and Insurance (\$59,492). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Accommodation and Food Services (+811 jobs), Health Care and Social Assistance (+289), and Educational Services (+234).

Over the next 10 years, employment in the Branson, MO μ SA is projected to expand by 1,327 jobs. The fastest growing sector in the region is expected to be Arts, Entertainment, and Recreation with a +3.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+1,191 jobs), Arts, Entertainment, and Recreation (+1,157), and Transportation and Warehousing (+86).

Branson, MO μSA, 2022Q2¹

NAICS	Industry	Empl	Current Avg Ann Wages	LQ	10-Year History		Total Demand	10-Year Forecast			Ann % Growth
					Empl Change	Ann %		Exits	Transfers	Empl Growth	
72	Accommodation and Food Services	8,481	\$31,388	3.36	811	1.0%	16,036	6,219	8,626	1,191	1.3%
44	Retail Trade	4,579	\$26,964	1.49	-373	-0.8%	4,947	2,255	3,377	-685	-1.6%
62	Health Care and Social Assistance	2,838	\$56,727	0.66	289	1.1%	2,806	1,231	1,498	77	0.3%
71	Arts, Entertainment, and Recreation	2,746	\$26,763	4.86	-754	-2.4%	5,548	1,799	2,592	1,157	3.6%
56	Administrative and Support and Waste Management and Remediation Services	1,983	\$47,675	1.02	231	1.2%	2,085	838	1,365	-117	-0.6%
61	Educational Services	1,809	\$42,967	0.75	234	1.4%	1,762	761	950	51	0.3%
81	Other Services (except Public Administration)	1,332	\$26,989	1.03	-399	-2.6%	1,448	596	863	-11	-0.1%
23	Construction	1,270	\$37,652	0.71	152	1.3%	1,079	372	798	-91	-0.7%
53	Real Estate and Rental and Leasing	925	\$41,521	1.74	6	0.1%	813	360	513	-61	-0.7%
54	Professional, Scientific, and Technical Services	713	\$49,392	0.33	119	1.8%	535	202	388	-55	-0.8%
92	Public Administration	650	\$40,804	0.46	79	1.3%	541	223	361	-43	-0.7%
31	Manufacturing	623	\$48,785	0.26	-8	-0.1%	536	208	398	-69	-1.2%
52	Finance and Insurance	517	\$59,492	0.42	7	0.1%	375	148	285	-58	-1.2%
48	Transportation and Warehousing	498	\$40,356	0.34	-76	-1.4%	678	228	364	86	1.6%
42	Wholesale Trade	365	\$47,920	0.32	19	0.5%	323	125	237	-39	-1.1%
51	Information	220	\$40,479	0.36	-174	-5.7%	291	76	156	60	2.4%
11	Agriculture, Forestry, Fishing and Hunting	208	\$10,415	0.51	-10	-0.4%	204	93	140	-29	-1.5%
22	Utilities	179	\$82,408	1.17	4	0.2%	127	49	103	-26	-1.6%
55	Management of Companies and Enterprises	120	\$97,508	0.26	-130	-7.1%	91	35	68	-11	-1.0%
21	Mining, Quarrying, and Oil and Gas Extraction	16	\$38,223	0.16	-19	-7.4%	15	5	11	-1	-0.7%
Total - All Industries		30,074	\$37,733	1.00	10	0.0%	34,555	13,001	20,227	1,327	0.4%

Source: [JobsEQ®](#)

Data as of 2022Q2

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 2022Q1 with preliminary estimates updated to 2022Q2. 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 5,037 workers. The next-largest occupation groups in the region are Office and Administrative Support Occupations (3,918 workers) and Sales and Related Occupations (3,852). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Building and Grounds Cleaning and Maintenance Occupations (LQ = 2.48), Food Preparation and Serving Related Occupations (2.14), and Arts, Design, Entertainment, Sports, and Media Occupations (1.60).

Occupation groups in the Branson, MO μSA with the highest average wages per worker are Computer and Mathematical Occupations (\$77,900), Management Occupations (\$76,700), and Healthcare Practitioners and Technical Occupations (\$76,600). The unemployment rate in the region varied among the major groups from 1.5% among Healthcare Practitioners and Technical Occupations to 11.3% among Personal Care and Service Occupations.

Over the next 10 years, the fastest growing occupation group in the Branson, MO μSA is expected to be Personal Care and Service Occupations with a +2.5% 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 (+787 jobs) and Personal Care and Service Occupations (+325). 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 (9,204 jobs) and Sales and Related Occupations (4,995).

Branson, MO μSA, 2022Q2¹

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	5,037	\$26,900	2.14	400	9.2%	337	-280	-0.5%	9,991	3,791	5,413	787	1.5%
43-0000	Office and Administrative Support	3,918	\$34,300	1.06	168	5.0%	137	-337	-0.8%	4,435	1,925	2,696	-186	-0.5%
41-0000	Sales and Related	3,852	\$35,500	1.36	206	6.3%	396	-831	-1.9%	4,600	2,042	2,953	-394	-1.1%
37-0000	Building and Grounds Cleaning and Maintenance	2,468	\$28,000	2.48	143	7.2%	160	364	1.6%	3,400	1,499	1,773	128	0.5%
11-0000	Management	1,886	\$76,700	0.92	42	2.6%	95	363	2.2%	1,718	503	1,086	128	0.7%
53-0000	Transportation and Material Moving	1,679	\$36,000	0.64	107	6.9%	179	206	1.3%	2,172	807	1,355	10	0.1%
49-0000	Installation, Maintenance, and Repair	1,424	\$42,500	1.23	36	3.2%	99	161	1.2%	1,461	482	894	85	0.6%
25-0000	Educational Instruction and Library	1,357	\$46,300	0.85	31	3.0%	17	194	1.6%	1,353	585	651	117	0.8%
29-0000	Healthcare Practitioners and Technical	1,245	\$76,600	0.71	15	1.5%	327	163	1.4%	681	312	372	-3	0.0%
13-0000	Business and Financial Operations	1,160	\$61,500	0.60	30	3.1%	38	333	3.4%	1,128	319	721	88	0.7%
39-0000	Personal Care and Service	1,145	\$28,200	1.58	121	11.3%	35	-403	-3.0%	2,452	981	1,146	325	2.5%
47-0000	Construction and Extraction	907	\$48,400	0.67	57	6.9%	25	30	0.3%	822	264	593	-35	-0.4%
27-0000	Arts, Design, Entertainment, Sports, and Media	847	\$45,600	1.60	56	7.8%	26	-211	-2.2%	1,149	362	592	195	2.1%
31-0000	Healthcare Support	787	\$28,700	0.59	34	4.7%	108	127	1.8%	1,102	500	526	76	0.9%
51-0000	Production	718	\$38,200	0.42	40	5.7%	14	-5	-0.1%	733	297	489	-53	-0.8%
33-0000	Protective Service	472	\$39,400	0.74	20	4.7%	42	-101	-1.9%	655	269	344	42	0.9%

Branson, MO μSA, 2022Q2¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			10-Year History			10-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
21-0000	Community and Social Service	422	\$46,300	0.79	6	1.9%	28	93	2.5%	447	154	272	21	0.5%
15-0000	Computer and Mathematical	367	\$77,900	0.36	6	1.9%	13	132	4.6%	260	76	181	2	0.1%
17-0000	Architecture and Engineering	151	\$74,300	0.31	4	3.2%	6	4	0.3%	100	36	73	-10	-0.7%
19-0000	Life, Physical, and Social Science	95	\$58,700	0.36	3	4.7%	3	13	1.5%	88	21	65	1	0.1%
23-0000	Legal	85	\$69,100	0.33	1	2.0%	1	-11	-1.2%	54	23	32	-1	-0.1%
45-0000	Farming, Fishing, and Forestry	52	\$36,300	0.26	5	8.3%	n/a	3	0.5%	83	22	58	2	0.4%
Total - All Occupations		30,074	\$40,800	1.00	1,532	6.0%	2,085	10	0.0%	38,882	15,270	22,285	1,327	0.4%

Source: [JobsEQ®](#)

Data as of 2022Q2 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

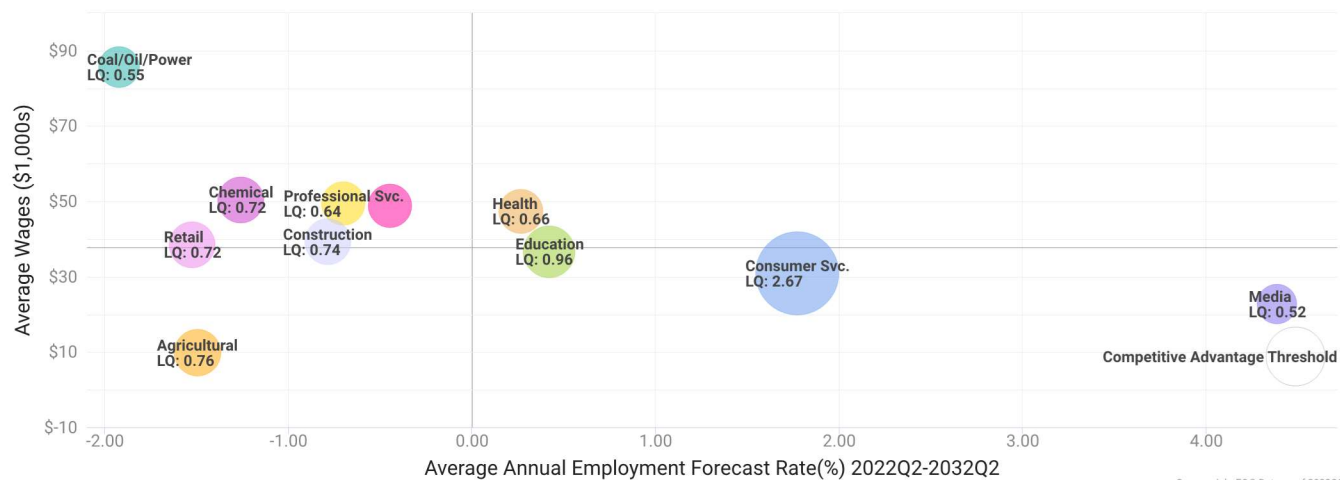
3. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment 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 2022Q1, imputed where necessary with preliminary estimates updated to 2022Q2. 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 Branson, MO μ SA with the highest relative concentration is Consumer Svc. with a location quotient of 2.67. This cluster employs 12,158 workers in the region with an average wage of \$30,899. Employment in the Consumer Svc. cluster is projected to expand in the region about 1.8% per year over the next ten years.

Industry Clusters for Branson, MO μ SA as of 2022Q2

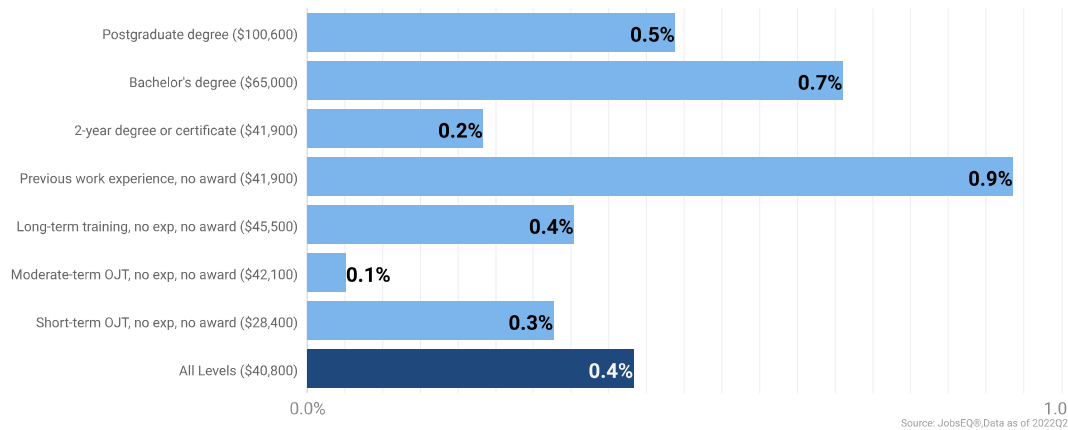


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2022Q1 with preliminary estimates updated to 2022Q2. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Branson, MO μSA is projected to grow 0.4% 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 0.7% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.2% per year.

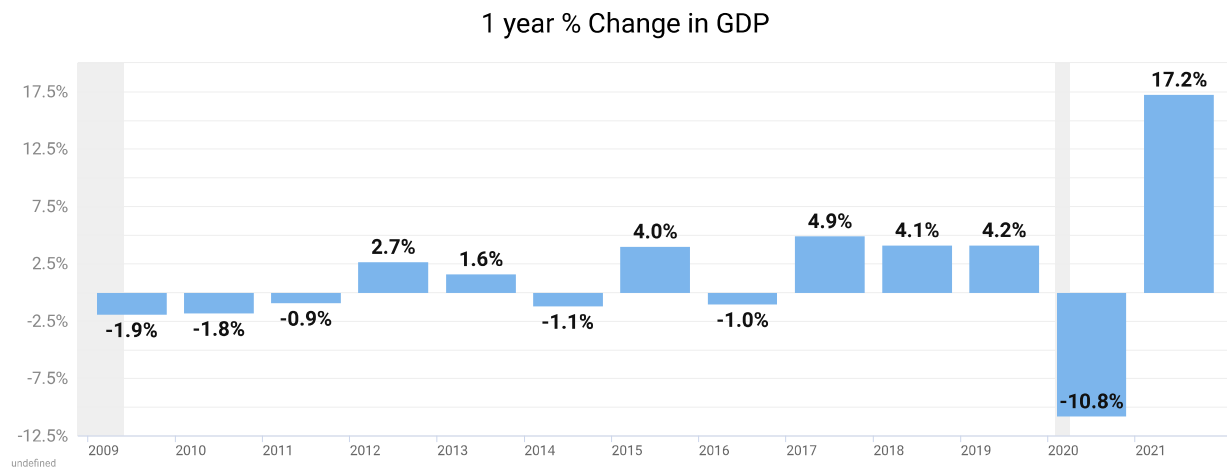
Annual Average Projected Job Growth by Training Required



Employment by occupation data are estimates as of 2022Q2. 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.

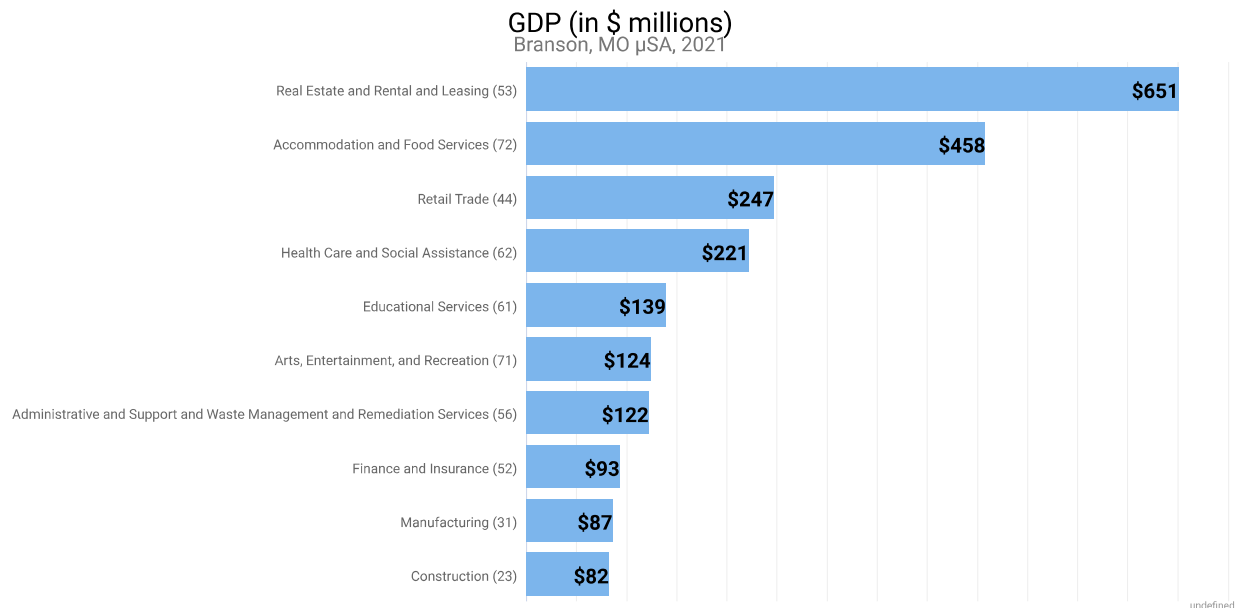
Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2021, nominal GDP in the Branson, MO μSA expanded 17.2%. This follows a contraction of 10.8% in 2020. As of 2021, total GDP in the Branson, MO μSA was \$2,626,699,000.



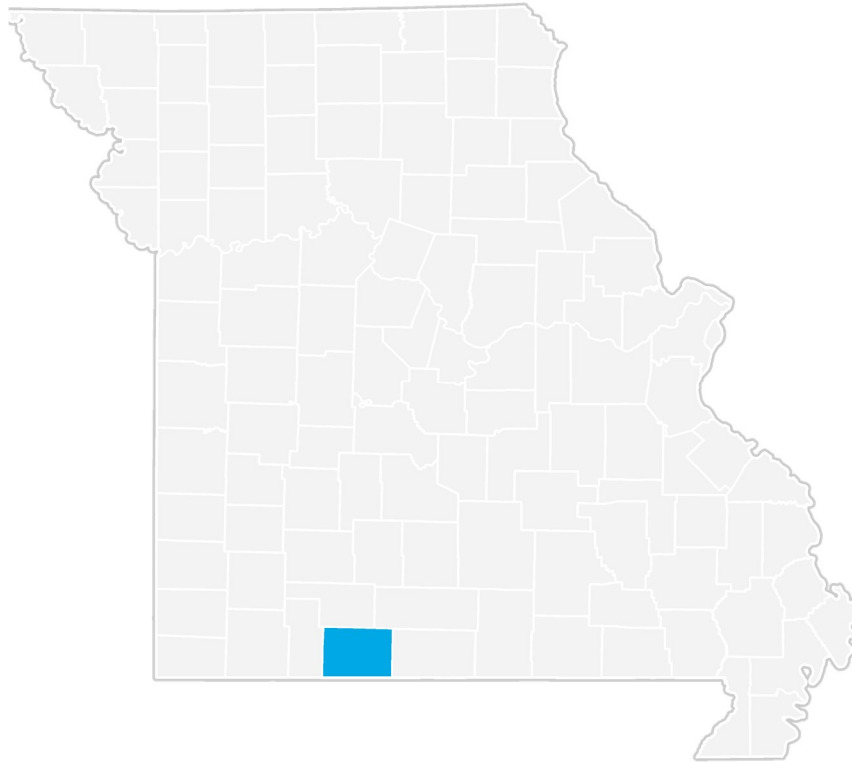
Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2021.

Of the sectors in the Branson, MO μSA, Real Estate and Rental and Leasing contributed the largest portion of GDP in 2021, \$650,789,000. The next-largest contributions came from Accommodation and Food Services (\$458,182,000); Retail Trade (\$247,443,000); and Health Care and Social Assistance (\$221,324,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2021.

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.

About This Report

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