



Economic Overview

April 1, 2023

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 Branson city, MO was 11,526 per American Community Survey data for 2016-2020.

The region has a civilian labor force of 6,088 with a participation rate of 64.6%. Of individuals 25 to 64 in the Branson city, MO, 24.1% have a bachelor's degree or higher which compares with 34.3% in the nation.

The median household income in the Branson city, MO is \$44,184 and the median house value is \$168,200.

Summary¹

	Percent			Value		
	Branson city, MO	Missouri	USA	Branson city, MO	Missouri	USA
Demographics						
Population (ACS)	—	—	—	11,526	6,124,160	326,569,308
Male	42.3%	49.1%	49.2%	4,870	3,004,001	160,818,530
Female	57.7%	50.9%	50.8%	6,656	3,120,159	165,750,778
Median Age ²	—	—	—	38.9	38.7	38.2
Under 18 Years	21.2%	22.5%	22.4%	2,440	1,379,423	73,296,738
18 to 24 Years	11.5%	9.3%	9.3%	1,324	567,945	30,435,736
25 to 34 Years	13.3%	13.4%	13.9%	1,531	819,044	45,485,165
35 to 44 Years	10.0%	12.2%	12.7%	1,155	745,789	41,346,677
45 to 54 Years	11.4%	12.3%	12.7%	1,314	752,645	41,540,736
55 to 64 Years	10.4%	13.5%	12.9%	1,194	825,930	42,101,439
65 to 74 Years	13.2%	9.7%	9.4%	1,518	595,770	30,547,950
75 Years and Over	9.1%	7.1%	6.7%	1,050	437,614	21,814,867
Race: White	82.5%	81.3%	70.4%	9,513	4,978,046	229,960,813
Race: Black or African American	7.5%	11.4%	12.6%	859	698,043	41,227,384
Race: American Indian and Alaska Native	0.4%	0.4%	0.8%	43	24,274	2,688,614
Race: Asian	2.2%	2.0%	5.6%	252	123,810	18,421,637
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.2%	11	8,887	611,404
Race: Some Other Race	5.3%	1.3%	5.1%	611	76,782	16,783,914
Race: Two or More Races	2.1%	3.5%	5.2%	237	214,318	16,875,542
Hispanic or Latino (of any race)	12.9%	4.3%	18.2%	1,489	262,677	59,361,020
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	64.6%	62.9%	63.2%	6,088	3,071,591	164,759,496
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	85.1%	83.0%	82.4%	3,396	1,914,826	105,137,520
Armed Forces Labor Force	0.1%	0.4%	0.4%	9	18,662	1,143,342
Veterans, Age 18-64	4.5%	5.1%	4.5%	292	189,180	8,920,267
Veterans Labor Force Participation Rate and Size, Age 18-64	90.1%	75.1%	76.8%	263	142,120	6,853,673
Median Household Income ²	—	—	—	\$44,184	\$57,290	\$64,994
Per Capita Income	—	—	—	\$26,866	\$31,839	\$35,384
Mean Commute Time (minutes)	—	—	—	16.5	23.9	26.9
Commute via Public Transportation	0.1%	1.2%	4.6%	6	33,546	7,044,886
Educational Attainment, Age 25-64						
No High School Diploma	11.7%	8.3%	10.5%	610	261,819	17,929,220
High School Graduate	28.5%	28.6%	25.4%	1,482	899,073	43,289,555
Some College, No Degree	28.8%	22.2%	20.5%	1,494	697,708	34,959,338
Associate's Degree	6.8%	9.0%	9.3%	354	281,386	15,776,790
Bachelor's Degree	19.3%	20.2%	21.6%	1,004	633,729	36,888,244
Postgraduate Degree	4.8%	11.8%	12.7%	250	369,693	21,630,870
Housing						

Summary¹

	Percent			Value		
	Branson city, MO	Missouri	USA	Branson city, MO	Missouri	USA
Total Housing Units	—	—	—	8,347	2,804,664	138,432,751
Median House Value (of owner-occupied units) ²	—	—	—	\$168,200	\$163,600	\$229,800
Homeowner Vacancy	0.6%	1.4%	1.4%	12	24,246	1,129,755
Rental Vacancy	5.7%	5.9%	5.8%	166	51,276	2,704,553
Renter-Occupied Housing Units (% of Occupied Units)	56.7%	32.9%	35.6%	2,756	802,838	43,552,843
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	5.7%	6.6%	8.5%	276	161,814	10,344,521
Social						
Poverty Level (of all people)	22.3%	13.0%	12.8%	2,524	772,992	40,910,326
Households Receiving Food Stamps/SNAP	16.0%	10.5%	11.4%	777	255,682	13,892,407
Enrolled in Grade 12 (% of total population)	0.3%	1.2%	1.3%	32	75,694	4,358,865
Disconnected Youth ³	1.6%	2.8%	2.5%	9	8,960	433,164
Children in Single Parent Families (% of all children)	30.8%	33.5%	34.0%	634	433,210	23,628,508
Uninsured	20.1%	9.4%	8.7%	2,294	565,099	28,058,903
With a Disability, Age 18-64	7.8%	12.2%	10.3%	509	445,939	20,231,217
With a Disability, Age 18-64, Labor Force Participation Rate and Size	68.4%	41.8%	43.2%	348	186,464	8,740,236
Foreign Born	7.7%	4.2%	13.5%	883	256,336	44,125,628
Speak English Less Than Very Well (population 5 yrs and over)	4.1%	2.2%	8.2%	436	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.

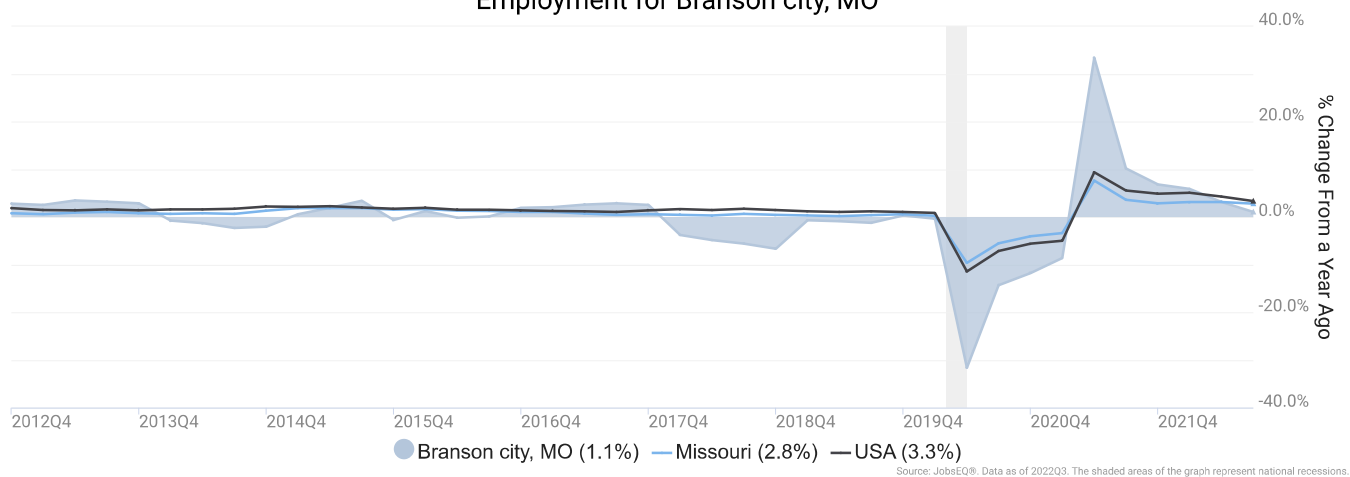
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

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

Employment Trends

As of 2022Q3, total employment for the Branson city, MO was 19,630 (based on a four-quarter moving average). Over the year ending 2022Q3, employment increased 1.1% in the region.

Employment for Branson city, MO

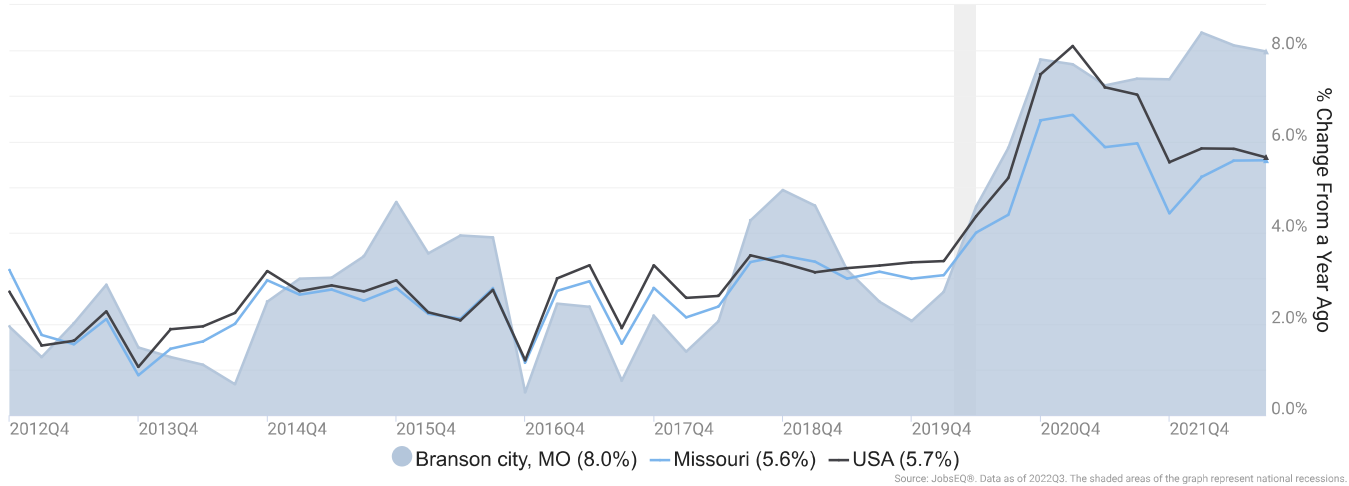


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2022Q2 with preliminary estimates updated to 2022Q3.

Wage Trends

The average worker in the Branson city, MO earned annual wages of \$38,904 as of 2022Q3. Average annual wages per worker increased 8.0% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$68,132 in the nation as of 2022Q3.

Average Annual Wages for Branson city, 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 2022Q2 with preliminary estimates updated to 2022Q3.

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 11.3% lower in Branson city, MO than the U.S. average.

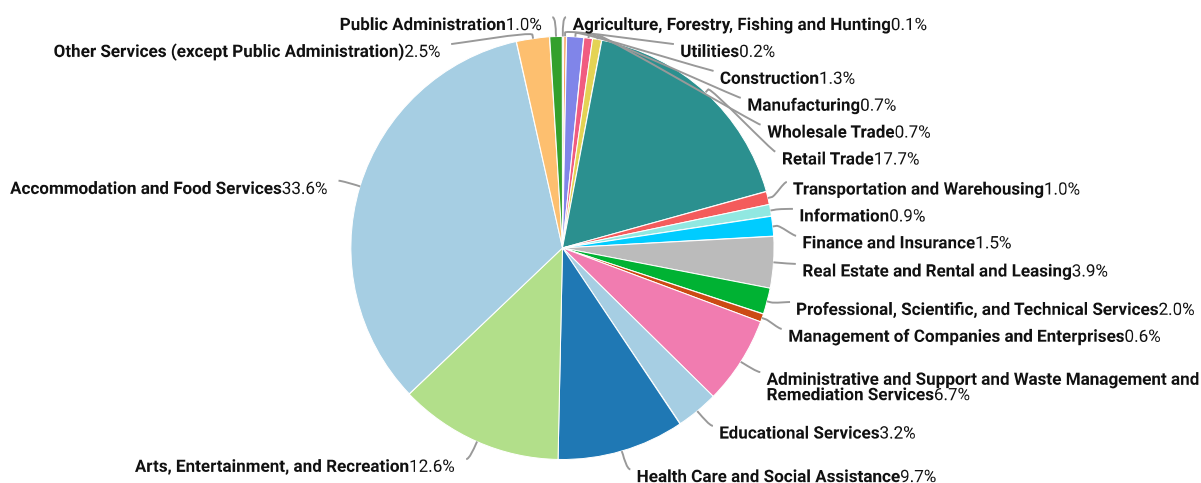
Cost of Living Information			
	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Branson city, MO	\$38,904	88.7	\$43,844
Missouri	\$56,971	88.5	\$64,356
USA	\$68,132	100.0	\$68,132

Source: [JobsEQ®](#)
Data as of 2022Q3
Cost of Living per [COLI](#), data as of 2022Q4, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the Branson city, MO is Accommodation and Food Services, employing 6,600 workers. The next-largest sectors in the region are Retail Trade (3,479 workers) and Arts, Entertainment, and Recreation (2,465). 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 = 6.57), Accommodation and Food Services (3.97), and Real Estate and Rental and Leasing (2.22).

Total Workers for Branson city, MO by Industry



Source: JobsEQ®, Data as of 2022Q3

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 2022Q2 with preliminary estimates updated to 2022Q3.

Sectors in the Branson city, MO with the highest average wages per worker are Management of Companies and Enterprises (\$102,314), Finance and Insurance (\$59,939), and Health Care and Social Assistance (\$59,629). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Accommodation and Food Services (+720 jobs), Real Estate and Rental and Leasing (+161), and Professional, Scientific, and Technical Services (+74).

Over the next 5 years, employment in the Branson city, MO is projected to expand by 291 jobs. The fastest growing sector in the region is expected to be Arts, Entertainment, and Recreation with a +1.9% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+270 jobs), Arts, Entertainment, and Recreation (+248), and Information (+17).

Branson city, MO, 2022Q3¹

NAICS	Industry	Empl	Current Avg Ann Wages	LQ	10-Year History		Total Demand	5-Year Forecast			Ann % Growth
					Empl Change	Ann %		Exits	Transfers	Empl Growth	
72	Accommodation and Food Services	6,600	\$31,816	3.97	720	1.2%	6,135	2,653	3,212	270	0.8%
44	Retail Trade	3,479	\$28,590	1.75	-159	-0.4%	2,184	1,029	1,360	-205	-1.2%
71	Arts, Entertainment, and Recreation	2,465	\$27,176	6.57	-725	-2.5%	2,159	802	1,109	248	1.9%
62	Health Care and Social Assistance	1,909	\$59,629	0.68	22	0.1%	993	453	530	10	0.1%
56	Administrative and Support and Waste Management and Remediation Services	1,315	\$47,307	1.03	48	0.4%	817	325	476	16	0.2%
53	Real Estate and Rental and Leasing	770	\$42,568	2.22	161	2.4%	358	175	215	-32	-0.9%
61	Educational Services	635	\$46,826	0.41	4	0.1%	307	148	163	-5	-0.1%
81	Other Services (except Public Administration)	496	\$31,498	0.59	-579	-7.5%	289	125	172	-8	-0.3%
54	Professional, Scientific, and Technical Services	395	\$46,084	0.28	74	2.1%	161	64	110	-13	-0.7%
52	Finance and Insurance	299	\$59,939	0.38	-11	-0.4%	127	52	86	-10	-0.7%
23	Construction	256	\$39,435	0.22	-50	-1.8%	115	44	79	-9	-0.7%
48	Transportation and Warehousing	196	\$37,885	0.20	-89	-3.7%	136	49	72	14	1.4%
92	Public Administration	188	\$41,877	0.21	-70	-3.1%	83	38	54	-9	-0.9%
51	Information	178	\$41,432	0.45	-110	-4.7%	107	32	58	17	1.8%
42	Wholesale Trade	133	\$48,811	0.18	-54	-3.3%	67	27	46	-6	-0.8%
31	Manufacturing	131	\$48,582	0.08	-34	-2.3%	63	26	44	-6	-1.0%
55	Management of Companies and Enterprises	122	\$102,314	0.41	25	2.3%	52	21	36	-4	-0.7%
22	Utilities	46	\$50,656	0.47	3	0.7%	20	8	14	-2	-0.9%
11	Agriculture, Forestry, Fishing and Hunting	11	\$9,233	0.04	-26	-11.7%	6	3	4	-1	-1.3%
21	Mining, Quarrying, and Oil and Gas Extraction	6	\$38,499	0.09	-9	-8.8%	3	1	2	0	-0.7%
Total - All Industries		19,630	\$38,904	1.00	-859	-0.4%	11,673	4,756	6,626	291	0.3%

Source: [JobsEQ®](#)

Data as of 2022Q3

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 2022Q2 with preliminary estimates updated to 2022Q3. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the Branson city, MO is Food Preparation and Serving Related Occupations, employing 4,233 workers. The next-largest occupation groups in the region are Sales and Related Occupations (2,888 workers) and Office and Administrative Support Occupations (2,398). 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 = 2.73), Building and Grounds Cleaning and Maintenance Occupations (2.56), and Personal Care and Service Occupations (1.77).

Occupation groups in the Branson city, MO with the highest average wages per worker are Computer and Mathematical Occupations (\$83,000), Healthcare Practitioners and Technical Occupations (\$81,500), and Management Occupations (\$81,300). The unemployment rate in the region varied among the major groups from 1.3% among Healthcare Practitioners and Technical Occupations to 10.3% among Personal Care and Service Occupations.

Over the next 5 years, the fastest growing occupation group in the Branson city, MO is expected to be Arts, Design, Entertainment, Sports, and Media Occupations with a +1.7% 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 (+169 jobs) and Personal Care and Service Occupations (+66). 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 (3,961 jobs) and Sales and Related Occupations (1,987).

Branson city, MO, 2022Q3¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			10-Year History			5-Year Forecast				
				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	4,233	\$29,600	2.73	92	7.9%	n/a	68	0.2%	4,130	1,784	2,177	169	0.8%
41-0000	Sales and Related	2,888	\$38,300	1.57	45	5.3%	n/a	-604	-1.9%	1,869	901	1,086	-118	-0.8%
43-0000	Office and Administrative Support	2,398	\$36,900	0.99	35	4.4%	n/a	-389	-1.5%	1,542	686	902	-45	-0.4%
37-0000	Building and Grounds Cleaning and Maintenance	1,656	\$30,900	2.56	32	6.1%	n/a	174	1.1%	1,160	550	586	24	0.3%
11-0000	Management	1,121	\$81,300	0.83	10	2.3%	n/a	235	2.4%	539	156	344	39	0.7%
53-0000	Transportation and Material Moving	1,024	\$39,000	0.59	18	5.7%	n/a	92	0.9%	747	288	454	5	0.1%
49-0000	Installation, Maintenance, and Repair	917	\$45,600	1.21	6	2.5%	n/a	117	1.4%	465	180	271	13	0.3%
29-0000	Healthcare Practitioners and Technical	890	\$81,500	0.78	3	1.3%	n/a	70	0.8%	256	133	125	-2	-0.1%
39-0000	Personal Care and Service	839	\$31,100	1.77	30	10.3%	n/a	-411	-3.9%	1,008	405	537	66	1.5%
13-0000	Business and Financial Operations	692	\$65,300	0.55	8	2.6%	n/a	172	2.9%	357	110	215	31	0.9%
27-0000	Arts, Design, Entertainment, Sports, and Media	612	\$48,400	1.77	15	6.6%	n/a	-214	-3.0%	409	145	209	55	1.7%
25-0000	Educational Instruction and Library	575	\$49,600	0.55	6	2.7%	n/a	29	0.5%	293	138	138	17	0.6%
31-0000	Healthcare Support	459	\$30,900	0.53	5	4.0%	n/a	9	0.2%	344	146	184	14	0.6%
51-0000	Production	305	\$41,300	0.27	6	4.3%	n/a	-29	-0.9%	183	83	106	-6	-0.4%
33-0000	Protective Service	250	\$42,400	0.60	4	4.7%	n/a	-152	-4.6%	197	91	99	8	0.6%

Branson city, MO, 2022Q3¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			10-Year History			5-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
47-0000	Construction and Extraction	239	\$51,600	0.27	9	5.7%	n/a	-60	-2.2%	115	42	74	-1	-0.1%
15-0000	Computer and Mathematical	211	\$83,000	0.31	2	1.6%	n/a	71	4.2%	81	24	52	5	0.5%
21-0000	Community and Social Service	159	\$49,100	0.46	1	1.8%	n/a	-32	-1.8%	83	31	46	6	0.7%
23-0000	Legal	51	\$73,400	0.30	0	n/a	n/a	-2	-0.5%	18	8	9	1	0.4%
17-0000	Architecture and Engineering	50	\$79,600	0.16	0	n/a	n/a	-7	-1.3%	17	7	11	-1	-0.5%
19-0000	Life, Physical, and Social Science	39	\$62,300	0.23	0	n/a	n/a	6	1.8%	18	5	13	0	0.0%
45-0000	Farming, Fishing, and Forestry	22	\$38,800	0.17	1	5.9%	n/a	-2	-0.8%	17	6	12	0	-0.1%
Total - All Occupations		19,630	\$43,900	1.00	n/a	n/a	n/a	-859	-0.4%	13,857	5,917	7,649	291	0.3%

Source: [JobsEQ®](#)

Data as of 2022Q3 unless noted otherwise

Note: Figures may not sum due to rounding.

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

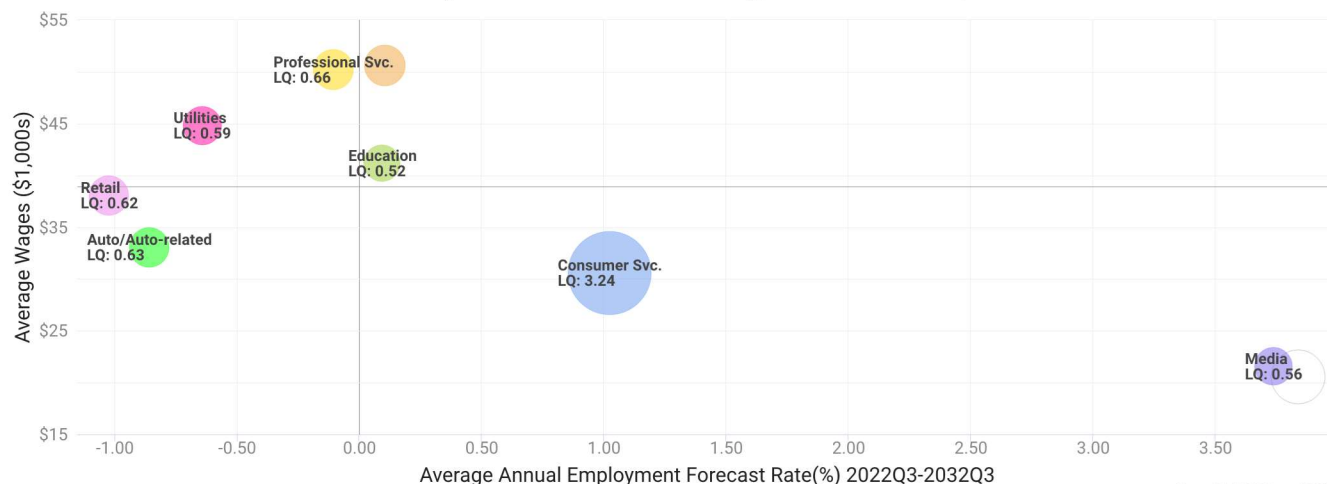
2. Wage data represent the average for all Covered Employment

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 2022Q2, imputed where necessary with preliminary estimates updated to 2022Q3. Wages by occupation are as of 2022 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 city, MO with the highest relative concentration is Consumer Svc. with a location quotient of 3.24. This cluster employs 9,710 workers in the region with an average wage of \$30,603. Employment in the Consumer Svc. cluster is projected to expand in the region about 1.0% per year over the next ten years.

Industry Clusters for Branson city, MO as of 2022Q3

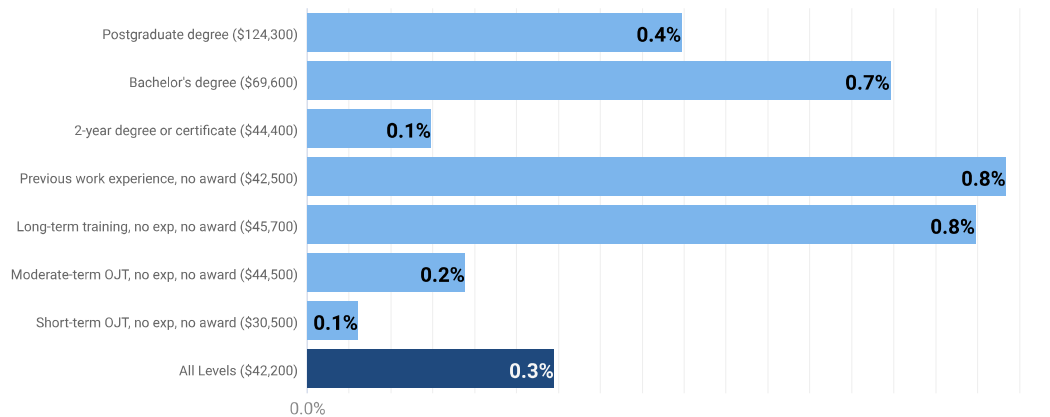


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2022Q2 with preliminary estimates updated to 2022Q3. Forecast employment growth uses national projections from 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 city, MO is projected to grow 0.3% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.4% 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 0.1% per year.

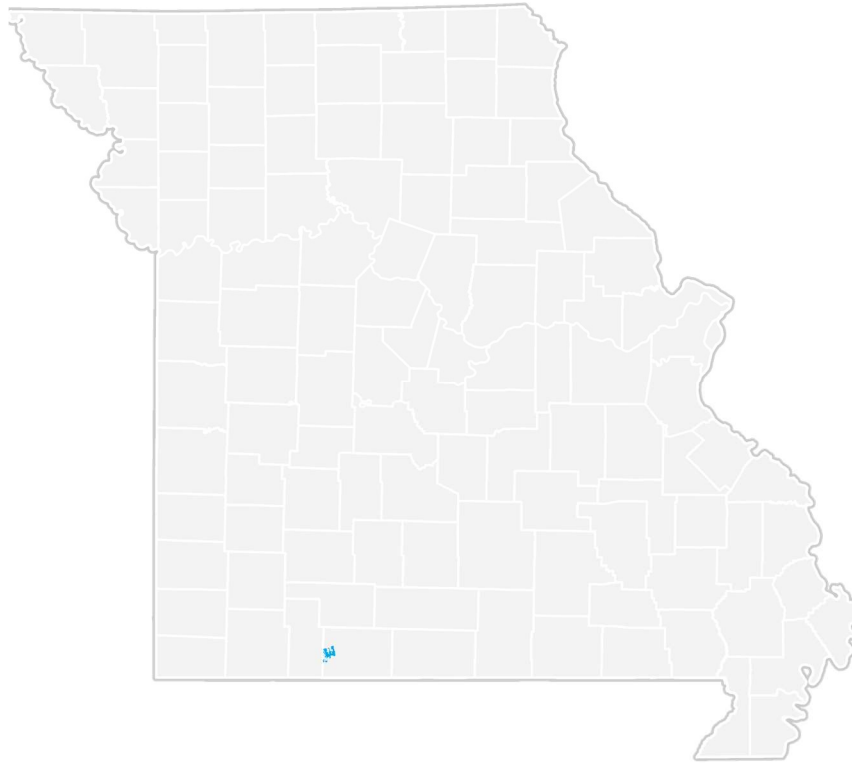
Annual Average Projected Job Growth by Training Required



Source: JobsEQ®, Data as of 2022Q3

Employment by occupation data are estimates as of 2022Q3. 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.

Branson city, 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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