



# Economic Overview

July 1, 2023

## City of Branson, MO



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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.

## Summary<sup>1</sup>

	Percent			Value		
	Branson city, MO	Missouri	USA	Branson city, MO	Missouri	USA
<b>Demographics</b>						
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 <sup>2</sup>	—	—	—	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
<b>Economic</b>						
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 <sup>2</sup>	—	—	—	\$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
<b>Educational Attainment, Age 25-64</b>						
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 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
<b>Housing</b>						

## Summary<sup>1</sup>

	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) <sup>2</sup>	—	—	—	\$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
<b>Social</b>						
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 <sup>3</sup>	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

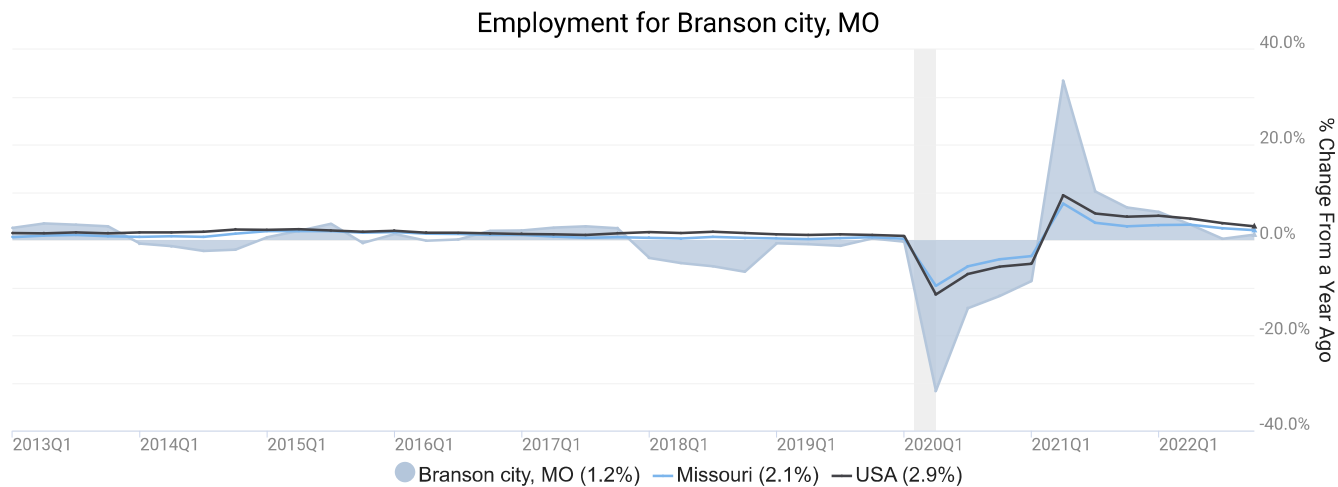
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

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 2022, annual average growth rate since 2012. Post-2019 data for Connecticut counties are imputed by Chmura.

# Employment Trends

As of 2022Q4, total employment for Branson, MO was 19,640 (based on a four-quarter moving average). Over the year ending 2022Q4, employment increased 1.2% in the region.

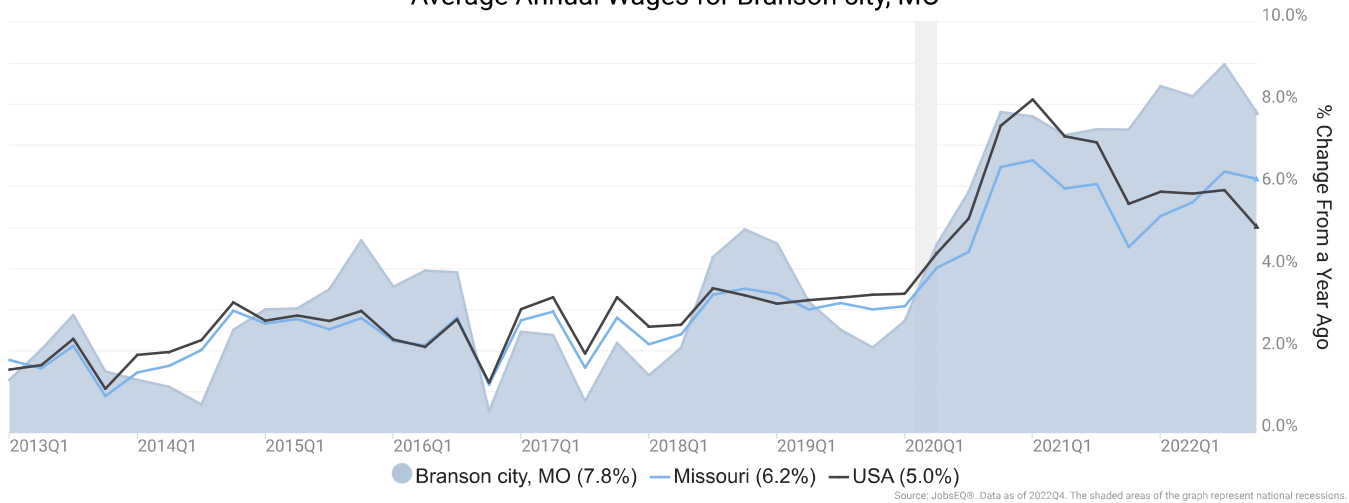


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, and imputed where necessary. Data are updated through 2022Q3 with preliminary estimates updated to 2022Q4.

# Wage Trends

The average worker in Branson, MO earned annual wages of \$39,881 as of 2022Q4. Average annual wages per worker increased 7.8% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$68,838 in the nation as of 2022Q4.

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 2022Q3 with preliminary estimates updated to 2022Q4.

# 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, 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	\$39,881	88.7	\$44,944
Missouri	\$58,064	88.5	\$65,591
USA	\$68,838	100.0	\$68,838

Source: [JobsEQ®](#)

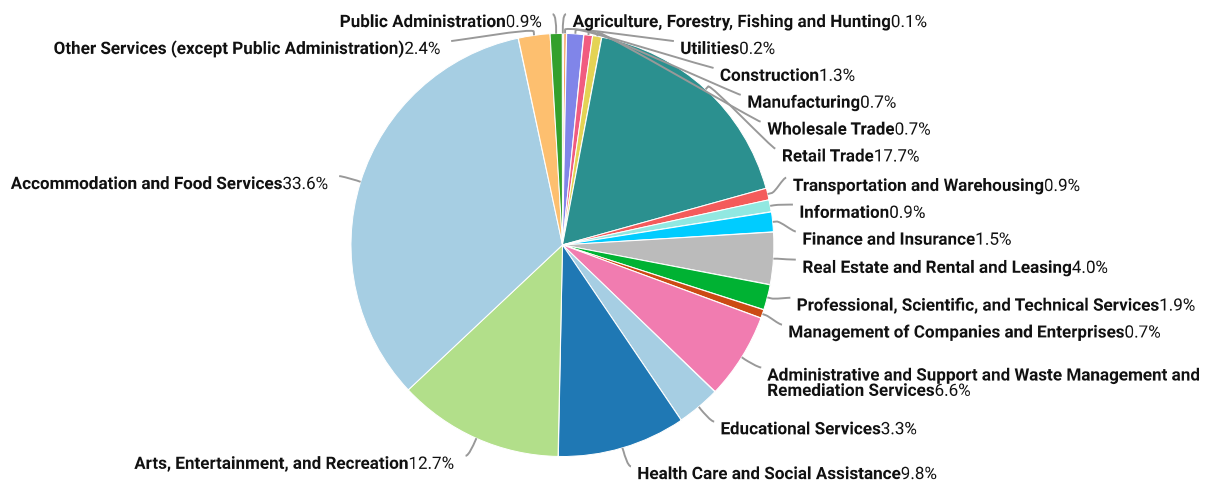
Data as of 2022Q4

Cost of Living per [COLI](#), data as of 2022Q4, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in Branson, MO is Accommodation and Food Services, employing 6,605 workers. The next-largest sectors in the region are Retail Trade (3,478 workers) and Arts, Entertainment, and Recreation (2,494). 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 = 6.54), Accommodation and Food Services (3.95), and Real Estate and Rental and Leasing (2.25).

Total Workers for Branson city, MO by Industry



Source: JobsEQ®, Data as of 2022Q4

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 2022Q3 with preliminary estimates updated to 2022Q4.

Sectors in Branson, MO with the highest average wages per worker are Management of Companies and Enterprises (\$102,463), Finance and Insurance (\$61,455), and Health Care and Social Assistance (\$60,394). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Accommodation and Food Services (+685 jobs), Real Estate and Rental and Leasing (+173), and Professional, Scientific, and Technical Services (+52).

Over the next 10 years, employment in Branson, MO is projected to expand by 572 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 (+535 jobs), Arts, Entertainment, and Recreation (+523), and Information (+37).



# Branson city, MO, 2022Q4<sup>1</sup>

NAICS	Industry	Current			10-Year History		10-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
72	Accommodation and Food Services	6,605	\$33,142	3.95	685	1.1%	12,485	5,403	6,547	535	0.8%
44	Retail Trade	3,478	\$31,349	1.77	-162	-0.5%	4,235	1,994	2,641	-399	-1.2%
71	Arts, Entertainment, and Recreation	2,494	\$27,941	6.54	-756	-2.6%	4,592	1,708	2,361	523	1.9%
62	Health Care and Social Assistance	1,923	\$60,394	0.68	24	0.1%	2,004	913	1,071	20	0.1%
56	Administrative and Support and Waste Management and Remediation Services	1,292	\$48,588	1.01	29	0.2%	1,614	642	940	32	0.2%
53	Real Estate and Rental and Leasing	782	\$44,002	2.25	173	2.5%	712	348	428	-64	-0.9%
61	Educational Services	654	\$42,952	0.42	23	0.4%	630	303	336	-9	-0.1%
81	Other Services (except Public Administration)	476	\$32,482	0.57	-607	-7.9%	553	238	329	-14	-0.3%
54	Professional, Scientific, and Technical Services	383	\$46,250	0.26	52	1.5%	306	122	209	-25	-0.7%
52	Finance and Insurance	301	\$61,455	0.38	-5	-0.2%	251	103	169	-20	-0.7%
23	Construction	255	\$40,848	0.22	-42	-1.5%	224	86	155	-17	-0.7%
92	Public Administration	183	\$43,222	0.20	-84	-3.7%	156	71	102	-17	-1.0%
51	Information	179	\$42,004	0.45	-107	-4.6%	228	68	123	37	1.9%
48	Transportation and Warehousing	177	\$36,040	0.18	-106	-4.6%	255	93	135	27	1.4%
42	Wholesale Trade	134	\$51,080	0.18	-57	-3.5%	132	53	90	-11	-0.8%
31	Manufacturing	132	\$48,717	0.08	-38	-2.5%	124	51	86	-13	-1.0%
55	Management of Companies and Enterprises	129	\$102,463	0.43	28	2.4%	109	43	74	-8	-0.7%
22	Utilities	46	\$54,297	0.46	3	0.8%	38	15	27	-4	-0.9%
11	Agriculture, Forestry, Fishing and Hunting	11	\$9,699	0.04	-35	-13.7%	11	6	7	-1	-1.3%
21	Mining, Quarrying, and Oil and Gas Extraction	6	\$39,687	0.09	-12	-10.5%	6	2	4	0	-0.7%
<b>Total - All Industries</b>		<b>19,640</b>	<b>\$39,881</b>	<b>1.00</b>	<b>-996</b>	<b>-0.5%</b>	<b>23,491</b>	<b>9,569</b>	<b>13,350</b>	<b>572</b>	<b>0.3%</b>

Source: [JobsEQ®](#)

Data as of 2022Q4

Note: Figures may not sum up 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 2022Q3 with preliminary estimates updated to 2022Q4. Forecast employment growth uses national projections adapted for regional growth patterns.

# Occupation Snapshot

The largest major occupation group in Branson, MO is Food Preparation and Serving Related Occupations, employing 4,236 workers. The next-largest occupation groups in the region are Sales and Related Occupations (2,893 workers) and Office and Administrative Support Occupations (2,395). 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 = 2.72), Building and Grounds Cleaning and Maintenance Occupations (2.55), and Personal Care and Service Occupations (1.80).

Occupation groups in Branson, MO with the highest average wages per worker are Computer and Mathematical Occupations (\$83,900), Healthcare Practitioners and Technical Occupations (\$82,700), and Management Occupations (\$81,800). The unemployment rate in the region varied among the major groups from 1.9% among Community and Social Service Occupations to 7.3% among Personal Care and Service Occupations.

Over the next 10 years, the fastest growing occupation group in Branson, 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 (+341 jobs) and Personal Care and Service Occupations (+140). 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 (7,930 jobs) and Sales and Related Occupations (3,976).

Branson city, MO, 2022Q4<sup>1</sup>

SOC	Occupation	Current						10-Year History		10-Year Forecast				
		Empl	Mean Ann Wages <sup>2</sup>	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	4,236	\$30,000	2.72	77	6.5%	n/a	28	0.1%	8,271	3,573	4,357	341	0.8%
41-0000	Sales and Related	2,893	\$38,800	1.58	45	5.2%	n/a	-615	-1.9%	3,744	1,803	2,173	-232	-0.8%
43-0000	Office and Administrative Support	2,395	\$37,300	0.99	34	4.1%	n/a	-398	-1.5%	3,069	1,367	1,795	-93	-0.4%
37-0000	Building and Grounds Cleaning and Maintenance	1,651	\$31,200	2.55	32	6.0%	n/a	171	1.1%	2,309	1,095	1,168	46	0.3%
11-0000	Management	1,125	\$81,800	0.84	9	2.1%	n/a	234	2.4%	1,081	314	690	78	0.7%
53-0000	Transportation and Material Moving	1,003	\$39,300	0.58	19	6.1%	n/a	60	0.6%	1,464	565	889	9	0.1%
49-0000	Installation, Maintenance, and Repair	919	\$45,900	1.21	7	2.8%	n/a	120	1.4%	930	362	543	25	0.3%
29-0000	Healthcare Practitioners and Technical	898	\$82,700	0.79	4	1.9%	n/a	75	0.9%	515	268	252	-5	-0.1%
39-0000	Personal Care and Service	857	\$31,400	1.80	21	7.3%	n/a	-406	-3.8%	2,070	830	1,101	140	1.5%
13-0000	Business and Financial Operations	686	\$65,700	0.54	9	2.9%	n/a	163	2.8%	710	219	428	64	0.9%
27-0000	Arts, Design, Entertainment, Sports, and Media	611	\$48,800	1.77	13	5.5%	n/a	-230	-3.1%	820	290	417	113	1.7%
25-0000	Educational Instruction and Library	588	\$50,000	0.56	6	2.9%	n/a	38	0.7%	598	281	282	35	0.6%
31-0000	Healthcare Support	460	\$31,200	0.53	6	4.1%	n/a	6	0.1%	692	293	371	29	0.6%
51-0000	Production	300	\$41,800	0.27	6	4.6%	n/a	-37	-1.1%	358	162	207	-12	-0.4%
33-0000	Protective Service	251	\$42,600	0.60	4	4.4%	n/a	-160	-4.8%	403	186	200	16	0.6%
47-0000	Construction and Extraction	236	\$52,100	0.27	10	5.9%	n/a	-60	-2.2%	226	82	146	-2	-0.1%

# Branson city, MO, 2022Q4<sup>1</sup>

SOC	Occupation	Current				10-Year History				10-Year Forecast				
		Empl	Mean Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
15-0000	Computer and Mathematical	210	\$83,900	0.31	2	2.4%	n/a	69	4.0%	161	47	104	10	0.5%
21-0000	Community and Social Service	160	\$49,700	0.46	1	1.9%	n/a	-45	-2.5%	168	63	93	12	0.7%
23-0000	Legal	51	\$74,100	0.31	0	n/a	n/a	-2	-0.3%	37	16	19	2	0.4%
17-0000	Architecture and Engineering	48	\$80,800	0.15	0	n/a	n/a	-11	-2.1%	33	14	22	-2	-0.5%
19-0000	Life, Physical, and Social Science	39	\$63,100	0.23	0	n/a	n/a	6	1.7%	35	9	26	0	0.0%
45-0000	Farming, Fishing, and Forestry	23	\$39,100	0.18	1	6.7%	n/a	-4	-1.5%	36	12	25	0	-0.2%
<b>Total - All Occupations</b>		<b>19,640</b>	<b>\$44,400</b>	<b>1.00</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>-996</b>	<b>-0.5%</b>	<b>27,730</b>	<b>11,849</b>	<b>15,309</b>	<b>572</b>	<b>0.3%</b>

Source: [JobsEQ®](#)

Data as of 2022Q4 unless noted otherwise.

Note: Figures may not sum up due to rounding.

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

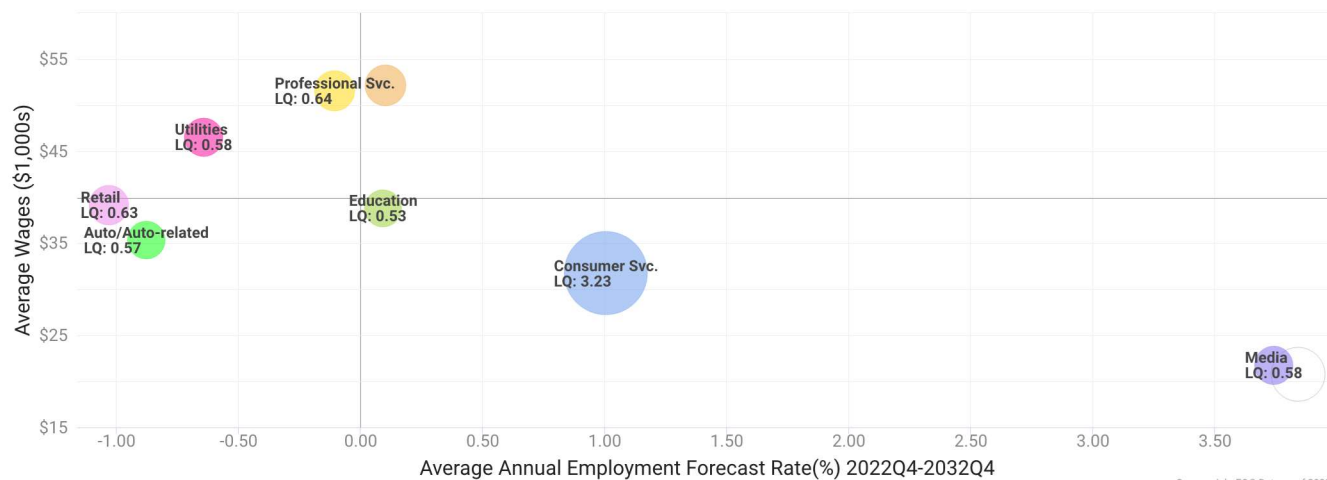
2. Wage data represent the average for all Covered Employment

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 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4. 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 Branson, MO with the highest relative concentration is Consumer Svc. with a location quotient of 3.23. This cluster employs 9,745 workers in the region with an average wage of \$31,732. 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 2022Q4

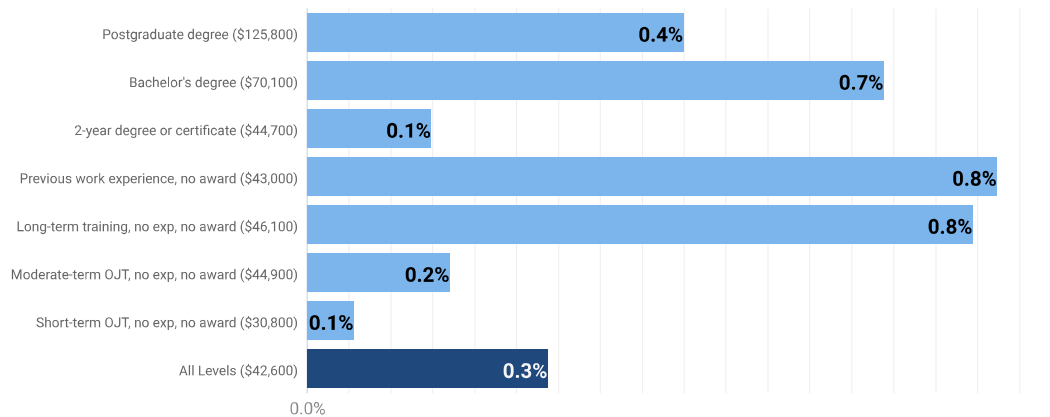


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2022Q3 with preliminary estimates updated to 2022Q4. Forecast employment growth uses national projections from 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 Branson, 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.

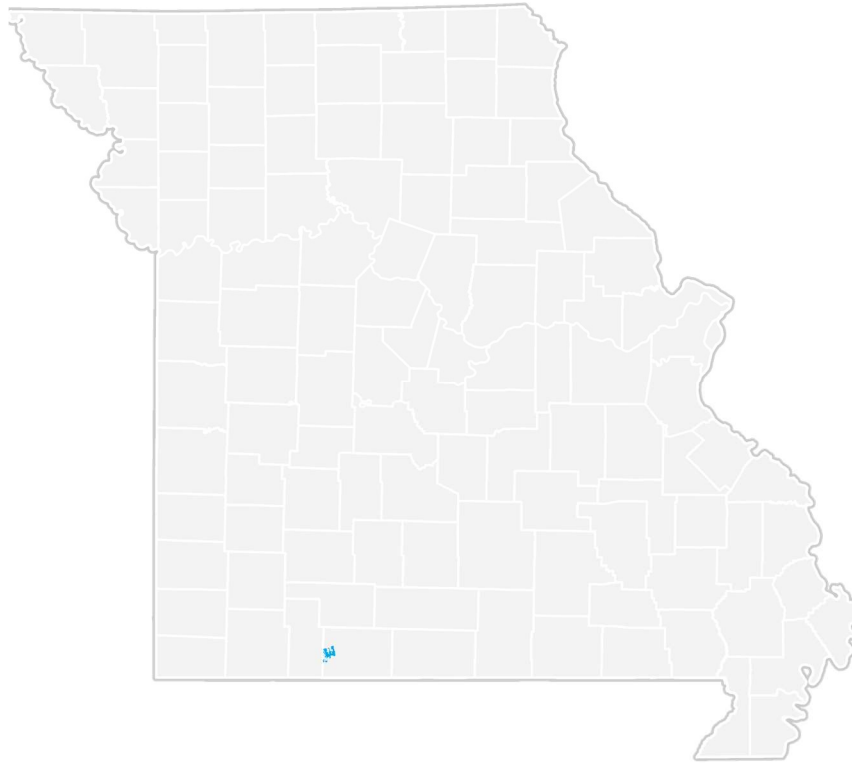
Annual Average Projected Job Growth by Training Required



Source: JobsEQ®, Data as of 2022Q4

Employment by occupation data are estimates as of 2022Q4. 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

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.

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