

Economic Overview

October 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 55,854 per American Community Survey data for 2017-2021.

The region has a civilian labor force of 27,145 with a participation rate of 59.8%. Of individuals 25 to 64 in the Branson, MO μ SA, 23.0% have a bachelor's degree or higher which compares with 35.1% in the nation.

The median household income in the Branson, MO μ SA is \$51,031 and the median house value is \$157,500.

Summary¹

		Percent		Value				
	Branson, MO μSA	Missouri	USA	Branson, MO μSA	Missouri	USA		
Demographics								
Population (ACS)	_	_	_	55,854	6,141,534	329,725,481		
Male	48.0%	49.3%	49.5%	26,824	3,027,741	163,206,615		
Female	52.0%	50.7%	50.5%	29,030	3,113,793	166,518,866		
Median Age ²	_	_	_	42.6	38.8	38.4		
Under 18 Years	21.3%	22.7%	22.5%	11,871	1,392,375	74,234,075		
18 to 24 Years	9.3%	9.1%	9.2%	5,219	561,340	30,339,089		
25 to 34 Years	11.2%	13.3%	13.8%	6,250	814,351	45,360,942		
35 to 44 Years	10.6%	12.4%	12.9%	5,918	763,084	42,441,883		
45 to 54 Years	12.3%	12.1%	12.6%	6,855	744,131	41,631,458		
55 to 64 Years	13.5%	13.6%	13.0%	7,515	832,417	42,829,413		
65 to 74 Years	12.9%	10.0%	9.6%	7,231	611,609	31,590,619		
75 Years and Over	8.9%	6.9%	6.5%	4,995	422,227	21,298,002		
Race: White	91.4%	80.3%	68.2%	51,060	4,930,466	224,789,109		
Race: Black or African American	1.9%	11.3%	12.6%	1,048	695,678	41,393,012		
Race: American Indian and Alaska Native	0.5%	0.3%	0.8%	288	19,904	2,722,661		
Race: Asian	0.6%	2.0%	5.7%	352	123,406	18,782,924		
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	5	8,468	615,557		
Race: Some Other Race	1.3%	1.4%	5.6%	735	84,084	18,382,796		
Race: Two or More Races	4.2%	4.6%	7.0%	2,366	279,528	23,039,422		
Hispanic or Latino (of any race)	6.3%	4.4%	18.4%	3,517	271,566	60,806,969		
Population Growth								
Population (Pop Estimates) ⁴	_	_	_	56,821	6,177,957	333,287,557		
Population Annual Average Growth ⁴	0.7%	0.2%	0.6%	389	15,193	1,940,990		
People per Square Mile	_	_	_	89.9	89.9	94.3		
Economic								
Labor Force Participation Rate and Size (civilian population 16 years and over)	59.8%	63.1%	63.4%	27,145	3,084,786	166,672,597		
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	84.3%	83.3%	82.5%	16,033	1,923,985	106,173,534		
Armed Forces Labor Force	0.0%	0.4%	0.5%	8	19,409	1,196,529		
Veterans, Age 18-64	6.2%	5.0%	4.4%	1,964	183,888	8,848,937		
Veterans Labor Force Participation Rate and Size, Age 18-64	83.8%	75.7%	77.0%	1,645	139,144	6,809,906		
Median Household Income ²	_	_	_	\$51,031	\$61,043	\$69,021		
Per Capita Income	_	_	_	\$26,100	\$33,770	\$37,638		
Mean Commute Time (minutes)	_	_	-	22.7	23.8	26.8		
Commute via Public Transportation	0.2%	1.0%	4.2%	61	30,417	6,472,373		
Educational Attainment, Age 25-64								
No High School Diploma	9.8%	8.1%	10.3%	2,593	255,995	17,756,046		
High School Graduate	33.2%	28.6%	25.3%	8,823	902,608	43,535,564		
Some College, No Degree	24.6%	21.6%	20.1%	6,534	682,400	34,637,141		



Summary¹

		Percent			Value	
	Branson, MO			Branson, MO		
	μSA	Missouri	USA	μSA	Missouri	USA
Associate's Degree	9.4%	9.0%	9.3%	2,491	283,994	15,944,395
Bachelor's Degree	16.5%	20.5%	22.0%	4,378	646,564	37,890,674
Postgraduate Degree	6.5%	12.1%	13.1%	1,719	382,422	22,499,876
Housing						
Total Housing Units	_	_	_	29,487	2,782,081	139,647,020
Median House Value (of owner-occupied units) ²	_	_	_	\$157,500	\$171,800	\$244,900
Homeowner Vacancy	2.3%	1.3%	1.2%	334	21,727	1,021,651
Rental Vacancy	5.4%	5.5%	5.7%	394	46,437	2,674,125
Renter-Occupied Housing Units (% of Occupied Units)	32.2%	32.4%	35.4%	6,847	788,386	43,858,831
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	4.2%	6.5%	8.3%	901	157,937	10,349,174
Social						
Poverty Level (of all people)	14.6%	12.8%	12.6%	7,911	762,023	40,661,636
Households Receiving Food Stamps/SNAP	11.8%	10.1%	11.4%	2,515	246,960	14,105,231
Enrolled in Grade 12 (% of total population)	1.0%	1.2%	1.3%	578	75,800	4,425,322
Disconnected Youth ³	4.1%	3.0%	2.5%	120	9,755	432,389
Children in Single Parent Families (% of all children)	31.1%	33.4%	34.0%	3,360	436,459	23,909,672
Uninsured	15.7%	9.5%	8.8%	8,727	575,152	28,489,142
With a Disability, Age 18-64	12.5%	12.3%	10.3%	3,966	447,983	20,537,729
With a Disability, Age 18-64, Labor Force Participation Rate and Size	53.2%	42.6%	44.2%	2,111	190,784	9,068,973
Foreign Born	2.7%	4.2%	13.6%	1,519	256,802	44,844,808
Speak English Less Than Very Well (population 5 yrs and over)	1.4%	2.1%	8.2%	720	122,969	25,535,259

Source: JobsEQ[®]



^{1.} American Community Survey 2017-2021, unless noted otherwise

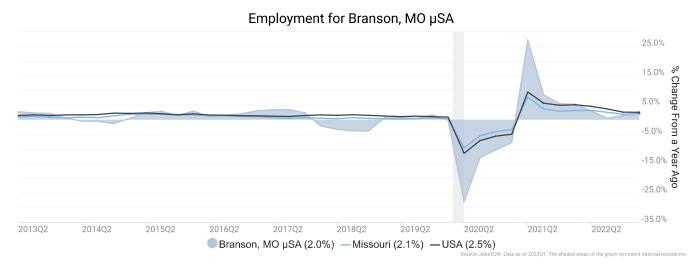
^{2.} Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

^{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

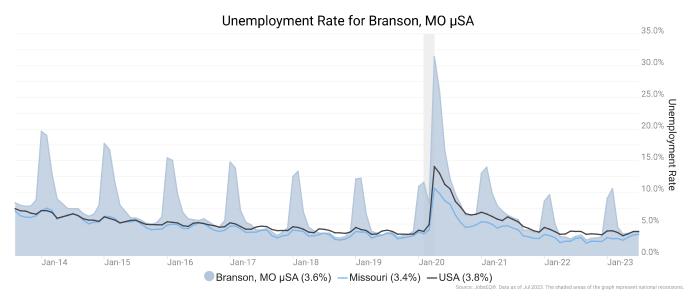
As of 2023Q1, total employment for the Branson, MO μ SA was 30,383 (based on a four-quarter moving average). Over the year ending 2023Q1, employment increased 2.0% in the region.



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 2022Q4 with preliminary estimates updated to 2023Q1.

Unemployment Rate

The unemployment rate for the Branson, MO μ SA was 3.6% as of July 2023. The regional unemployment rate was lower than the national rate of 3.8%. One year earlier, in July 2022, the unemployment rate in the Branson, MO μ SA was 3.0%.

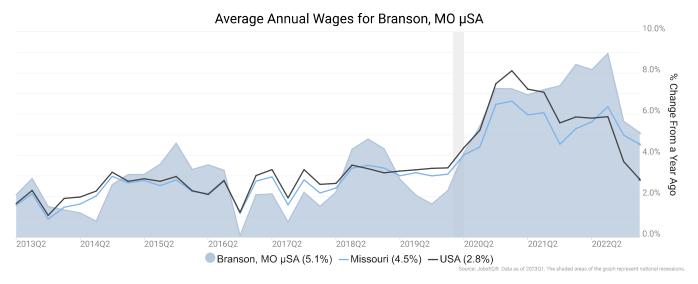


Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through July 2023.



Wage Trends

The average worker in the Branson, MO μ SA earned annual wages of \$39,124 as of 2023Q1. Average annual wages per worker increased 5.1% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$68,501 in the nation as of 2023Q1.



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 2022Q4 with preliminary estimates updated to 2023Q1.



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 14.0% lower in Branson, MO μ SA than the U.S. average.

Cost of Living Information

		Cost of Living Index	x
	Annual Average Salary	(Base US)	US Purchasing Power
Branson, MO μSA	\$39,124	86.0	\$45,491
Missouri	\$58,116	88.6	\$65,563
USA	\$68,501	100.0	\$68,501

Source: JobsEQ®
Data as of 2023Q1

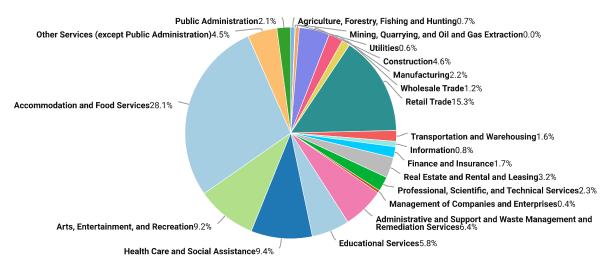
Cost of Living per COLI, data as of 2023Q1, imputed by Chmura where necessary.



Industry Snapshot

The largest sector in the Branson, MO μ SA is Accommodation and Food Services, employing 8,539 workers. The next-largest sectors in the region are Retail Trade (4,641 workers) and Health Care and Social Assistance (2,848). 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 = 4.71), Accommodation and Food Services (3.28), and Real Estate and Rental and Leasing (1.78).

Total Workers for Branson, MO µSA by Industry



Source: JobsEQ@,Data as of 2023Q

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 2022Q4 with preliminary estimates updated to 2023Q1.

Sectors in the Branson, MO μ SA with the highest average wages per worker are Management of Companies and Enterprises (\$100,871), Utilities (\$85,234), and Finance and Insurance (\$63,993). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Accommodation and Food Services (+862 jobs), Health Care and Social Assistance (+317), and Educational Services (+253).

Over the next 10 years, employment in the Branson, MO μ SA is projected to expand by 412 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 (+748 jobs), Arts, Entertainment, and Recreation (+576), and Health Care and Social Assistance (+44).



Branson, MO μSA, 2023Q1¹

			Current		10-Year History			10-Year Forecast				
			Avg Ann		Empl		Total	Total		Empl	Ann %	
NAICS	Industry	Empl	Wages	LQ	Change	Ann %	Demand	Exits	Transfers	Growth	Growth	
72	Accommodation and Food Services	8,539	\$33,294	3.28	862	1.1%	16,238	7,004	8,486	748	0.8%	
44	Retail Trade	4,641	\$32,967	1.53	-186	-0.4%	5,645	2,660	3,523	-538	-1.2%	
62	Health Care and Social Assistance	2,848	\$58,020	0.65	317	1.2%	2,991	1,356	1,591	44	0.2%	
71	Arts, Entertainment, and Recreation	2,798	\$27,762	4.71	-743	-2.3%	5,134	1,912	2,645	576	1.9%	
56	Administrative and Support and Waste Management and Remediation Services	1,931	\$47,116	0.99	222	1.2%	2,393	957	1,401	36	0.2%	
61	Educational Services	1,764	\$45,374	0.73	253	1.6%	1,711	820	907	-16	-0.1%	
23	Construction	1,408	\$41,364	0.78	203	1.6%	1,234	476	853	-95	-0.7%	
81	Other Services (except Public Administration)	1,369	\$28,502	1.05	-368	-2.4%	1,590	684	946	-40	-0.3%	
53	Real Estate and Rental and Leasing	959	\$43,392	1.78	37	0.4%	872	426	526	-80	-0.9%	
54	Professional, Scientific, and Technical Services	686	\$50,304	0.31	63	1.0%	557	219	377	-39	-0.6%	
31	Manufacturing	658	\$46,705	0.27	59	0.9%	605	250	426	-71	-1.1%	
92	Public Administration	634	\$43,441	0.46	52	0.9%	543	248	353	-58	-0.9%	
52	Finance and Insurance	505	\$63,993	0.42	15	0.3%	421	172	284	-35	-0.7%	
48	Transportation and Warehousing	494	\$39,080	0.33	-64	-1.2%	638	248	362	29	0.6%	
42	Wholesale Trade	377	\$51,837	0.33	12	0.3%	371	148	253	-30	-0.8%	
51	Information	251	\$42,083	0.40	-129	-4.1%	302	93	169	39	1.5%	
11	Agriculture, Forestry, Fishing and Hunting	199	\$11,286	0.50	-15	-0.7%	214	105	134	-24	-1.3%	
22	Utilities	190	\$85,234	1.24	0	0.0%	145	62	109	-26	-1.4%	
55	Management of Companies and Enterprises	119	\$100,871	0.25	-128	-7.0%	100	40	68	-8	-0.7%	
21	Mining, Quarrying, and Oil and Gas Extraction	13	\$40,214	0.12	-29	-11.1%	12	4	9	-1	-0.7%	
	Total - All Industries	30,383	\$39,124	1.00	433	0.1%	35,609	14,697	20,500	412	0.1%	

Source: JobsEQ® Data as of 2023Q1

Note: Figures may not sum due to rounding.

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 2022Q4 with preliminary estimates updated to 2023Q1. Forecast employment growth uses national projections adapted for regional growth patterns.



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

Occupation Snapshot

The largest major occupation group in the Branson, MO μ SA is Food Preparation and Serving Related Occupations, employing 5,080 workers. The next-largest occupation groups in the region are Office and Administrative Support Occupations (3,940 workers) and Sales and Related Occupations (3,908). 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 = 2.51), Food Preparation and Serving Related Occupations (2.10), and Arts, Design, Entertainment, Sports, and Media Occupations (1.63).

Occupation groups in the Branson, MO μ SA with the highest average wages per worker are Legal Occupations (\$91,200), Healthcare Practitioners and Technical Occupations (\$89,800), and Management Occupations (\$85,600). The unemployment rate in the region varied among the major groups from 1.4% among Legal Occupations to 6.4% among Personal Care and Service Occupations.

Over the next 10 years, the fastest growing occupation group in the Branson, MO μ SA is expected to be Personal Care and Service Occupations with a +1.4% 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 (+409 jobs) and Personal Care and Service Occupations (+168). 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 (9,499 jobs) and Sales and Related Occupations (5,325).

Branson, MO µSA, 2023Q11

		Current					10-Year History				10-Year Forecast			
soc	Occupation	Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
35-0000	Food Preparation and Serving Related	5,080	\$31,900	2.10	248	5.7%	360	-234	-0.4%	9,908	4,284	5,215	409	0.8%
43-0000	Office and Administrative Support	3,940	\$38,500	1.05	124	3.6%	230	-272	-0.7%	4,901	2,224	2,885	-209	-0.5%
41-0000	Sales and Related	3,908	\$39,800	1.38	160	4.7%	409	-704	-1.6%	5,002	2,407	2,918	-323	-0.9%
37-0000	Building and Grounds Cleaning and Maintenance	2,514	\$32,100	2.51	110	5.3%	188	461	2.0%	3,516	1,679	1,770	66	0.3%
11-0000	Management	1,904	\$85,600	0.92	29	1.8%	109	401	2.4%	1,744	573	1,102	68	0.4%
53-0000	Transportation and Material Moving	1,670	\$40,300	0.63	87	5.4%	207	174	1.1%	2,351	914	1,438	-2	0.0%
49-0000	Installation, Maintenance, and Repair	1,490	\$47,500	1.27	31	2.5%	105	215	1.6%	1,470	571	877	22	0.1%
25-0000	Educational Instruction and Library	1,327	\$55,400	0.82	29	2.5%	34	212	1.8%	1,277	619	613	45	0.3%
29-0000	Healthcare Practitioners and Technical	1,251	\$89,800	0.71	19	1.8%	328	173	1.5%	725	370	363	-8	-0.1%
13-0000	Business and Financial Operations	1,153	\$67,500	0.59	25	2.5%	63	329	3.4%	1,125	358	703	64	0.5%
39-0000	Personal Care and Service	1,151	\$31,900	1.55	67	6.4%	52	-385	-2.8%	2,655	1,062	1,425	168	1.4%
47-0000	Construction and Extraction	986	\$53,500	0.72	47	5.0%	17	47	0.5%	892	334	600	-42	-0.4%
27-0000	Arts, Design, Entertainment, Sports, and Media	871	\$52,500	1.63	35	4.8%	26	-205	-2.1%	1,119	415	580	124	1.3%
31-0000	Healthcare Support	776	\$33,800	0.58	26	3.6%	95	118	1.7%	1,178	504	614	60	0.7%
51-0000	Production	714	\$42,800	0.42	31	4.2%	30	-10	-0.1%	775	344	484	-53	-0.8%
33-0000	Protective Service	465	\$41,300	0.72	15	3.8%	32	-111	-2.1%	620	283	328	10	0.2%



Branson, MO μSA, 2023Q11

		Current						10-Year	History		10-Year Forecast			
soc	Occupation	Empl	Mean Ann Wages ²	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	\$48,300	0.79	6	1.6%	41	81	2.1%	428	172	241	15	0.3%
15-0000	Computer and Mathematical	367	\$82,500	0.35	7	2.1%	22	129	4.4%	269	81	179	9	0.2%
17-0000	Architecture and Engineering	163	\$82,900	0.33	3	2.1%	6	11	0.7%	110	45	74	-9	-0.6%
19-0000	Life, Physical, and Social Science	94	\$71,200	0.35	2	2.8%	7	14	1.7%	86	21	66	-1	-0.1%
23-0000	Legal	87	\$91,200	0.34	1	1.4%	4	-6	-0.7%	59	27	31	2	0.2%
45-0000	Farming, Fishing, and Forestry	48	\$43,600	0.25	3	5.0%	n/a	-4	-0.9%	73	25	50	-2	-0.5%
	Total - All Occupations	30,383	\$46,300	1.00	1,106	4.1%	2,367	433	0.1%	40,280	17,313	22,556	412	0.1%

Source: JobsEQ®

Data as of 2023Q1 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

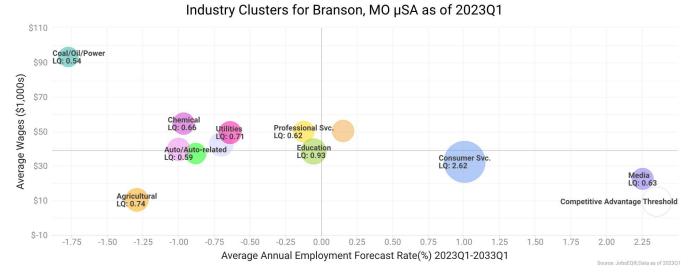
Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q4, imputed where necessary with preliminary estimates updated to 2023Q1. Wages by occupation are as of 2023 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.



^{3.} Data represent found online ads active within the last thirty days in the selected region. 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). Ad counts for ZCTA-based regions are estimates.

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 2.62. This cluster employs 12,287 workers in the region with an average wage of \$32,496. Employment in the Consumer Svc. cluster is projected to expand in the region about 1.0% per year over the next ten years.



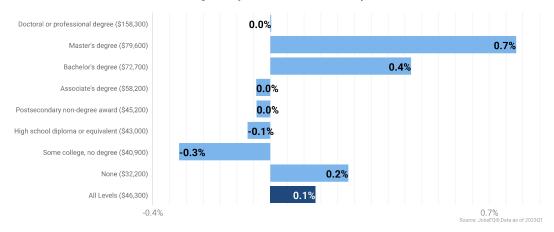
Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2022Q4 with preliminary estimates updated to 2023Q1. Forecast employment growth uses national projections from 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 μ SA is projected to grow 0.1% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.0% per year, those requiring a bachelor's degree are forecast to grow 0.4% 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 Education Levels



Employment by occupation data are estimates are as of 2023Q1. 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

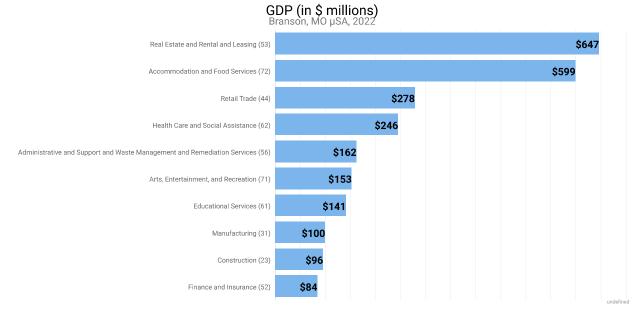
Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2022, nominal GDP in the Branson, MO μ SA expanded 10.6%. This follows growth of 18.1% in 2021. As of 2022, total GDP in the Branson, MO μ SA was \$2,942,236,000.

18.1% 15.0% 10.6% 5.0% 4.3% 4.1% 3.8% 5.0% 1.7% -0.6% -0.9% -1.1% -5.0% -10.7% -15.0% 2010 2019 2020 2021 2022

1 year % Change in GDP

Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2022.

Of the sectors in the Branson, MO μ SA, Real Estate and Rental and Leasing contributed the largest portion of GDP in 2022, \$646,525,000 The next-largest contributions came from Accommodation and Food Services (\$599,184,000); Retail Trade (\$278,446,000); and Health Care and Social Assistance (\$245,509,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2022.



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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