



# Economic Overview

January 1, 2024

## City of Hollister, MO



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# Demographic Profile

The population in Hollister, MO was 4,608 per American Community Survey data for 2017-2021.

The region has a civilian labor force of 2,413 with a participation rate of 64.5%. Of individuals 25 to 64 in Hollister, MO, 18.5% have a bachelor's degree or higher which compares with 35.1% in the nation.

The median household income in Hollister, MO is \$46,496 and the median house value is \$125,300.

## Summary<sup>1</sup>

	Percent			Value		
	Hollister, MO	Missouri	USA	Hollister, MO	Missouri	USA
<b>Demographics</b>						
Population (ACS)	—	—	—	4,608	6,141,534	329,725,481
Male	43.6%	49.3%	49.5%	2,007	3,027,741	163,206,615
Female	56.4%	50.7%	50.5%	2,601	3,113,793	166,518,866
Median Age <sup>2</sup>	—	—	—	39.5	38.8	38.4
Under 18 Years	20.6%	22.7%	22.5%	950	1,392,375	74,234,075
18 to 24 Years	11.3%	9.1%	9.2%	519	561,340	30,339,089
25 to 34 Years	12.9%	13.3%	13.8%	596	814,351	45,360,942
35 to 44 Years	14.4%	12.4%	12.9%	663	763,084	42,441,883
45 to 54 Years	13.8%	12.1%	12.6%	634	744,131	41,631,458
55 to 64 Years	11.9%	13.6%	13.0%	550	832,417	42,829,413
65 to 74 Years	7.1%	10.0%	9.6%	329	611,609	31,590,619
75 Years and Over	8.0%	6.9%	6.5%	367	422,227	21,298,002
Race: White	90.1%	80.3%	68.2%	4,153	4,930,466	224,789,109
Race: Black or African American	0.0%	11.3%	12.6%	0	695,678	41,393,012
Race: American Indian and Alaska Native	0.9%	0.3%	0.8%	41	19,904	2,722,661
Race: Asian	0.1%	2.0%	5.7%	5	123,406	18,782,924
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	0	8,468	615,557
Race: Some Other Race	0.9%	1.4%	5.6%	42	84,084	18,382,796
Race: Two or More Races	8.0%	4.6%	7.0%	367	279,528	23,039,422
Hispanic or Latino (of any race)	7.4%	4.4%	18.4%	343	271,566	60,806,969
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	64.5%	63.1%	63.4%	2,413	3,084,786	166,672,597
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	78.3%	83.3%	82.5%	1,483	1,923,985	106,173,534
Armed Forces Labor Force	0.0%	0.4%	0.5%	0	19,409	1,196,529
Veterans, Age 18-64	2.8%	5.0%	4.4%	82	183,888	8,848,937
Veterans Labor Force Participation Rate and Size, Age 18-64	100.0%	75.7%	77.0%	82	139,144	6,809,906
Median Household Income <sup>2</sup>	—	—	—	\$46,496	\$61,043	\$69,021
Per Capita Income	—	—	—	\$20,738	\$33,770	\$37,638
Mean Commute Time (minutes)	—	—	—	16.0	23.8	26.8
Commute via Public Transportation	0.0%	1.0%	4.2%	0	30,417	6,472,373
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	8.1%	8.1%	10.3%	198	255,995	17,756,046
High School Graduate	39.3%	28.6%	25.3%	960	902,608	43,535,564
Some College, No Degree	18.6%	21.6%	20.1%	455	682,400	34,637,141
Associate's Degree	15.5%	9.0%	9.3%	378	283,994	15,944,395
Bachelor's Degree	15.6%	20.5%	22.0%	380	646,564	37,890,674
Postgraduate Degree	2.9%	12.1%	13.1%	72	382,422	22,499,876
<b>Housing</b>						

## Summary<sup>1</sup>

	Percent			Value		
	Hollister, MO	Missouri	USA	Hollister, MO	Missouri	USA
Total Housing Units	—	—	—	2,183	2,782,081	139,647,020
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$125,300	\$171,800	\$244,900
Homeowner Vacancy	0.0%	1.3%	1.2%	0	21,727	1,021,651
Rental Vacancy	15.9%	5.5%	5.7%	160	46,437	2,674,125
Renter-Occupied Housing Units (% of Occupied Units)	42.1%	32.4%	35.4%	781	788,386	43,858,831
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	2.5%	6.5%	8.3%	46	157,937	10,349,174
<b>Social</b>						
Poverty Level (of all people)	10.8%	12.8%	12.6%	488	762,023	40,661,636
Households Receiving Food Stamps/SNAP	11.7%	10.1%	11.4%	218	246,960	14,105,231
Enrolled in Grade 12 (% of total population)	2.5%	1.2%	1.3%	113	75,800	4,425,322
Disconnected Youth <sup>3</sup>	0.0%	3.0%	2.5%	0	9,755	432,389
Children in Single Parent Families (% of all children)	19.0%	33.4%	34.0%	153	436,459	23,909,672
Uninsured	23.5%	9.5%	8.8%	1,061	575,152	28,489,142
With a Disability, Age 18-64	8.9%	12.3%	10.3%	262	447,983	20,537,729
With a Disability, Age 18-64, Labor Force Participation Rate and Size	73.3%	42.6%	44.2%	192	190,784	9,068,973
Foreign Born	2.3%	4.2%	13.6%	106	256,802	44,844,808
Speak English Less Than Very Well (population 5 yrs and over)	0.1%	2.1%	8.2%	5	122,969	25,535,259

Source: [JobsEQ®](#)

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

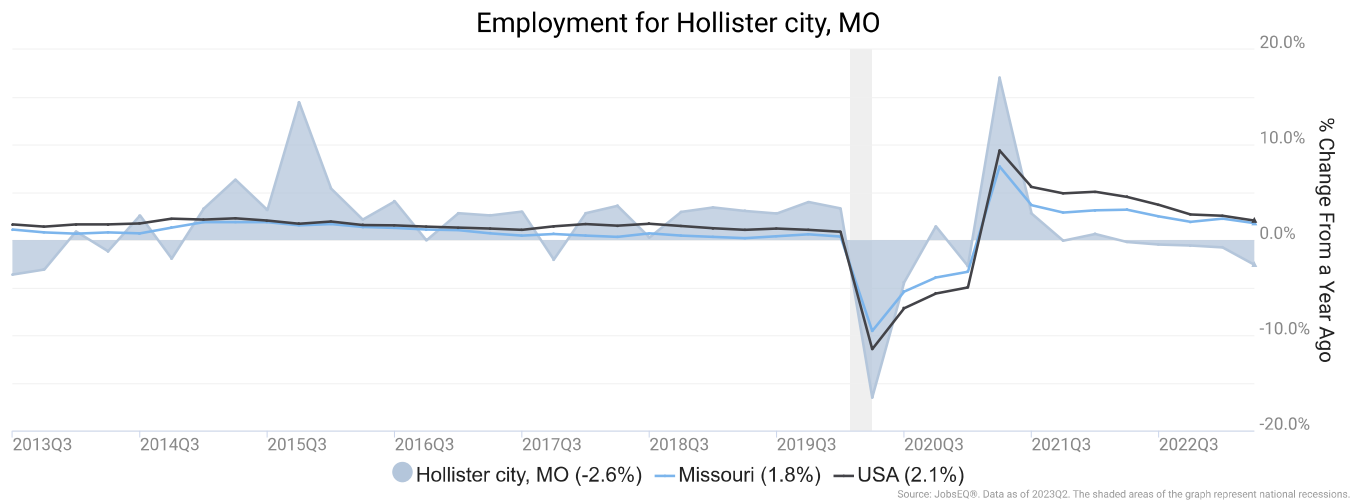
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

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 2023Q2, total employment for Hollister, MO was 2,605 (based on a four-quarter moving average). Over the year ending 2023Q2, employment declined 2.6% in the region.

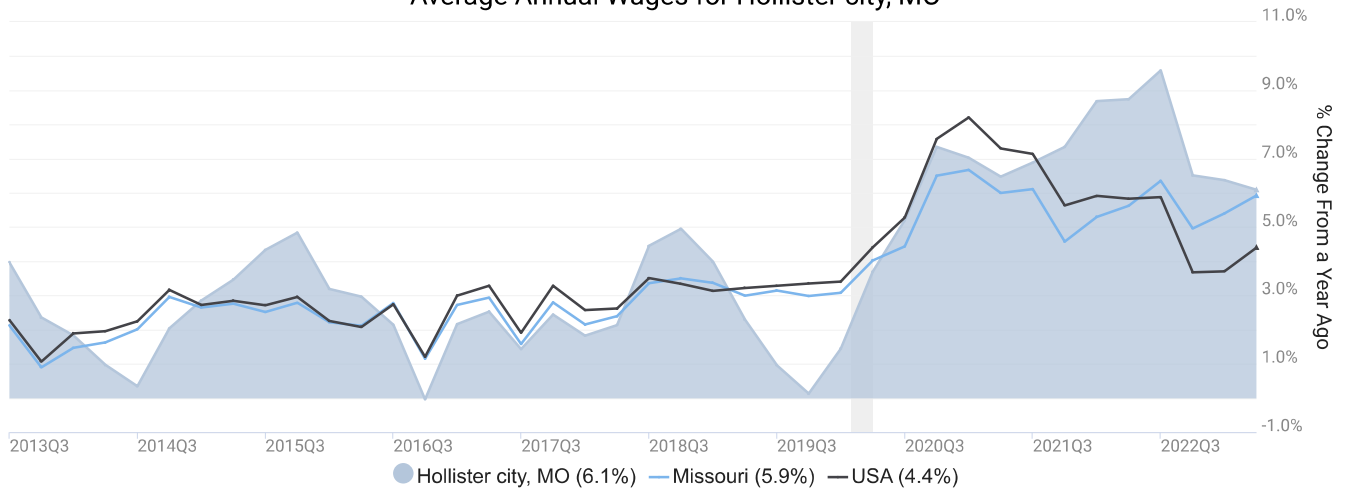


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2023Q1 with preliminary estimates updated to 2023Q2.

# Wage Trends

The average worker in Hollister, MO earned annual wages of \$39,776 as of 2023Q2. Average annual wages per worker increased 6.1% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$70,318 in the nation as of 2023Q2.

Average Annual Wages for Hollister 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 2023Q1 with preliminary estimates updated to 2023Q2.

# 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 15.0% lower in Hollister, MO than the U.S. average.

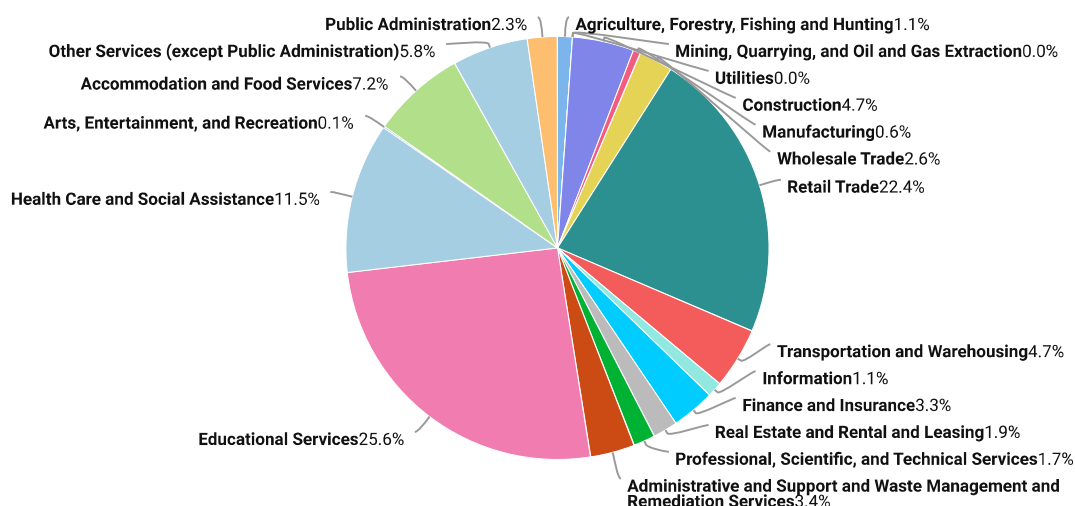
Cost of Living Information			
	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Hollister, MO	\$39,776	85.0	\$46,789
Missouri	\$59,651	88.9	\$67,132
USA	\$70,318	100.0	\$70,318

Source: [JobsEQ®](#)  
Data as of 2023Q2  
Cost of Living per [COLI](#), data as of 2023Q3, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in Hollister, MO is Educational Services, employing 668 workers. The next-largest sectors in the region are Retail Trade (584 workers) and Health Care and Social Assistance (300). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Educational Services (LQ = 3.23), Retail Trade (2.25), and Other Services (except Public Administration) (1.36).

Total Workers for Hollister city, MO by Industry



Source: JobsEQ® Data as of 2023Q2

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 2023Q1 with preliminary estimates updated to 2023Q2.

Sectors in Hollister, MO with the highest average wages per worker are Finance and Insurance (\$62,093), Health Care and Social Assistance (\$56,594), and Wholesale Trade (\$53,906). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Retail Trade (+71 jobs), Construction (+34), and Transportation and Warehousing (+29).

Over the next 5 years, employment in Hollister, MO is projected to contract by 31 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +0.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+10 jobs), Transportation and Warehousing (+3), and Finance and Insurance (0).



## Hollister, MO, 2023Q2<sup>1</sup>

NAICS	Industry	Current			5-Year History		5-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
61	Educational Services	668	\$50,547	3.23	2	0.1%	315	154	171	-11	-0.3%
44	Retail Trade	584	\$32,984	2.25	71	2.6%	386	174	232	-20	-0.7%
62	Health Care and Social Assistance	300	\$56,594	0.80	-17	-1.1%	166	72	84	10	0.7%
72	Accommodation and Food Services	187	\$33,925	0.83	-22	-2.2%	159	73	89	-3	-0.3%
81	Other Services (except Public Administration)	151	\$30,434	1.36	-45	-5.1%	89	38	53	-2	-0.2%
23	Construction	123	\$44,201	0.79	34	6.8%	57	21	38	-2	-0.4%
48	Transportation and Warehousing	122	\$34,833	0.94	29	5.6%	76	30	44	3	0.5%
56	Administrative and Support and Waste Management and Remediation Services	89	\$47,898	0.53	-39	-7.1%	53	22	32	-1	-0.2%
52	Finance and Insurance	86	\$62,093	0.83	9	2.3%	40	15	25	0	-0.1%
42	Wholesale Trade	68	\$53,906	0.69	8	2.6%	34	14	23	-2	-0.7%
92	Public Administration	59	\$45,575	0.50	-2	-0.7%	28	12	17	-1	-0.4%
53	Real Estate and Rental and Leasing	49	\$45,531	1.06	15	7.4%	25	11	14	0	-0.2%
54	Professional, Scientific, and Technical Services	43	\$46,250	0.23	-3	-1.2%	20	7	12	0	0.0%
11	Agriculture, Forestry, Fishing and Hunting	30	\$11,455	0.89	24	38.8%	16	8	10	-2	-1.2%
51	Information	30	\$43,691	0.56	-3	-1.6%	14	5	9	-1	-0.5%
31	Manufacturing	14	\$46,968	0.07	13	55.8%	7	3	5	-1	-0.8%
71	Arts, Entertainment, and Recreation	3	\$24,440	0.05	-6	-21.1%	2	1	1	0	0.1%
22	Utilities	0	n/a	0.00	-2	n/a	0	0	0	0	-0.2%
<b>Total - All Industries</b>		<b>2,605</b>	<b>\$39,776</b>	<b>1.00</b>	<b>65</b>	<b>0.5%</b>	<b>1,459</b>	<b>622</b>	<b>869</b>	<b>-31</b>	<b>-0.2%</b>

Source: [JobsEQ®](#)

Data as of 2023Q2

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 2023Q1 with preliminary estimates updated to 2023Q2. Forecast employment growth uses national projections adapted for regional growth patterns.

# Occupation Snapshot

The largest major occupation group in Hollister, MO is Educational Instruction and Library Occupations, employing 387 workers. The next-largest occupation groups in the region are Sales and Related Occupations (376 workers) and Office and Administrative Support Occupations (295). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Educational Instruction and Library Occupations (LQ = 2.80), Sales and Related Occupations (1.63), and Community and Social Service Occupations (1.46).

Occupation groups in Hollister, MO with the highest average wages per worker are Legal Occupations (\$91,600), Healthcare Practitioners and Technical Occupations (\$89,900), and Management Occupations (\$87,800). The unemployment rate in the region varied among the major groups from 2.4% among Healthcare Practitioners and Technical Occupations to 8.4% among Personal Care and Service Occupations.

Over the next 5 years, the fastest growing occupation group in Hollister, MO is expected to be Healthcare Support Occupations with a +1.2% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+7 jobs) and Transportation and Material Moving Occupations (+3). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Sales and Related Occupations (261 jobs) and Transportation and Material Moving Occupations (187).

## Hollister, MO, 2023Q2<sup>1</sup>

SOC	Occupation	Current						5-Year History		5-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
25-0000	Educational Instruction and Library	387	\$55,800	2.80	4	3.8%	n/a	5	0.3%	167	86	83	-2	-0.1%
41-0000	Sales and Related	376	\$40,500	1.63	23	6.6%	n/a	43	2.5%	248	118	143	-14	-0.7%
43-0000	Office and Administrative Support	295	\$39,200	0.94	18	5.1%	n/a	-27	-1.7%	151	76	93	-18	-1.2%
53-0000	Transportation and Material Moving	265	\$40,000	1.16	13	7.6%	n/a	41	3.4%	190	72	115	3	0.2%
35-0000	Food Preparation and Serving Related	189	\$32,500	0.90	33	8.0%	n/a	-2	-0.2%	162	76	90	-4	-0.4%
11-0000	Management	175	\$87,800	0.89	4	2.5%	n/a	45	6.1%	71	27	45	-2	-0.2%
29-0000	Healthcare Practitioners and Technical	125	\$89,900	0.82	3	2.4%	n/a	-9	-1.4%	40	18	22	1	0.1%
31-0000	Healthcare Support	111	\$34,200	0.96	4	4.9%	n/a	2	0.4%	87	38	42	7	1.2%
13-0000	Business and Financial Operations	97	\$67,800	0.59	3	3.4%	n/a	6	1.2%	42	14	28	0	0.0%
49-0000	Installation, Maintenance, and Repair	91	\$48,300	0.89	4	3.4%	n/a	9	2.1%	42	16	27	-1	-0.2%
47-0000	Construction and Extraction	89	\$53,800	0.75	6	7.2%	n/a	15	3.8%	42	15	27	-1	-0.2%
21-0000	Community and Social Service	68	\$49,000	1.46	0	n/a	n/a	-10	-2.6%	34	13	19	2	0.5%
37-0000	Building and Grounds Cleaning and Maintenance	61	\$32,700	0.71	14	7.5%	n/a	-14	-4.2%	39	19	21	-1	-0.3%
39-0000	Personal Care and Service	60	\$32,100	0.94	9	8.4%	n/a	-9	-2.8%	49	20	29	0	0.2%
27-0000	Arts, Design, Entertainment, Sports, and Media	59	\$52,200	1.21	4	6.0%	n/a	-3	-1.0%	31	13	19	-1	-0.3%
51-0000	Production	51	\$42,800	0.35	3	5.5%	n/a	-12	-4.3%	28	12	18	-2	-0.8%

## Hollister, MO, 2023Q2<sup>1</sup>

SOC	Occupation	Current						5-Year History		5-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	37	\$81,800	0.44	1	3.1%	n/a	-1	-0.6%	14	4	9	1	0.4%
33-0000	Protective Service	35	\$42,800	0.63	2	6.0%	n/a	-2	-1.2%	18	8	10	-1	-0.5%
19-0000	Life, Physical, and Social Science	15	\$74,600	0.67	0	n/a	n/a	-3	-3.0%	7	2	5	0	0.2%
17-0000	Architecture and Engineering	8	\$84,300	0.20	0	n/a	n/a	1	3.0%	3	1	2	0	-0.1%
23-0000	Legal	7	\$91,600	0.34	0	n/a	n/a	-1	-3.1%	2	1	1	0	0.1%
45-0000	Farming, Fishing, and Forestry	4	\$45,000	0.24	0	n/a	n/a	1	6.6%	3	1	2	0	-0.9%
<b>Total - All Occupations</b>		<b>2,605</b>	<b>\$46,900</b>	<b>1.00</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>74</b>	<b>0.6%</b>	<b>1,471</b>	<b>653</b>	<b>851</b>	<b>-32</b>	<b>-0.2%</b>

Source: [JobsEQ®](#)

Data as of 2023Q2 unless noted otherwise

Note: Figures may not sum due to rounding.

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

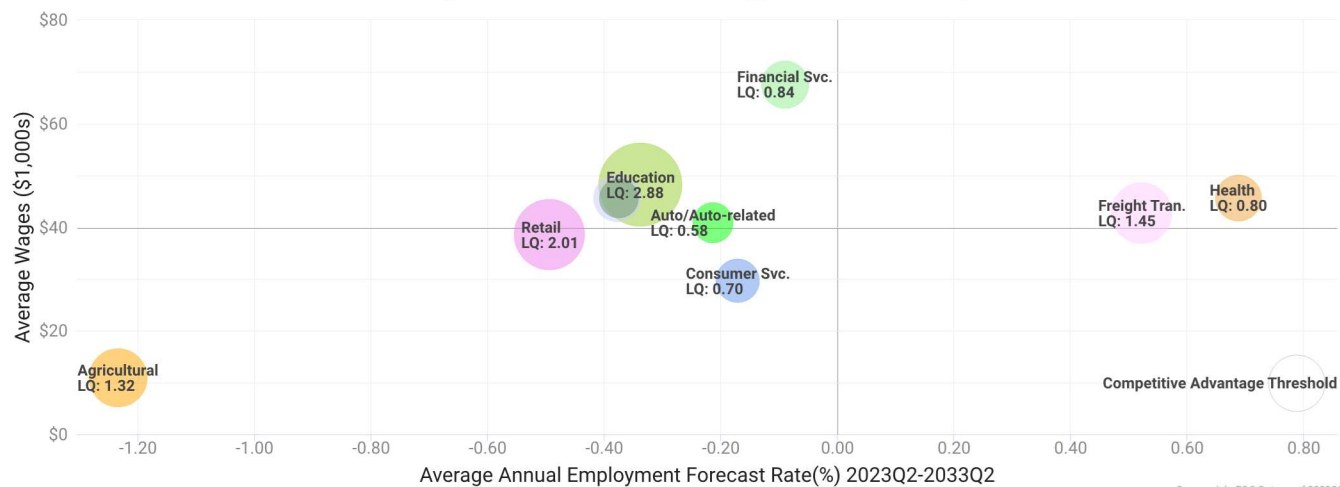
2. Wage data represent the average for all Covered Employment

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 2023Q1, imputed where necessary with preliminary estimates updated to 2023Q2. 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.

# Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in Hollister, MO with the highest relative concentration is Education with a location quotient of 2.88. This cluster employs 740 workers in the region with an average wage of \$48,184. Employment in the Education cluster is projected to contract in the region about 0.3% per year over the next ten years.

Industry Clusters for Hollister city, MO as of 2023Q2

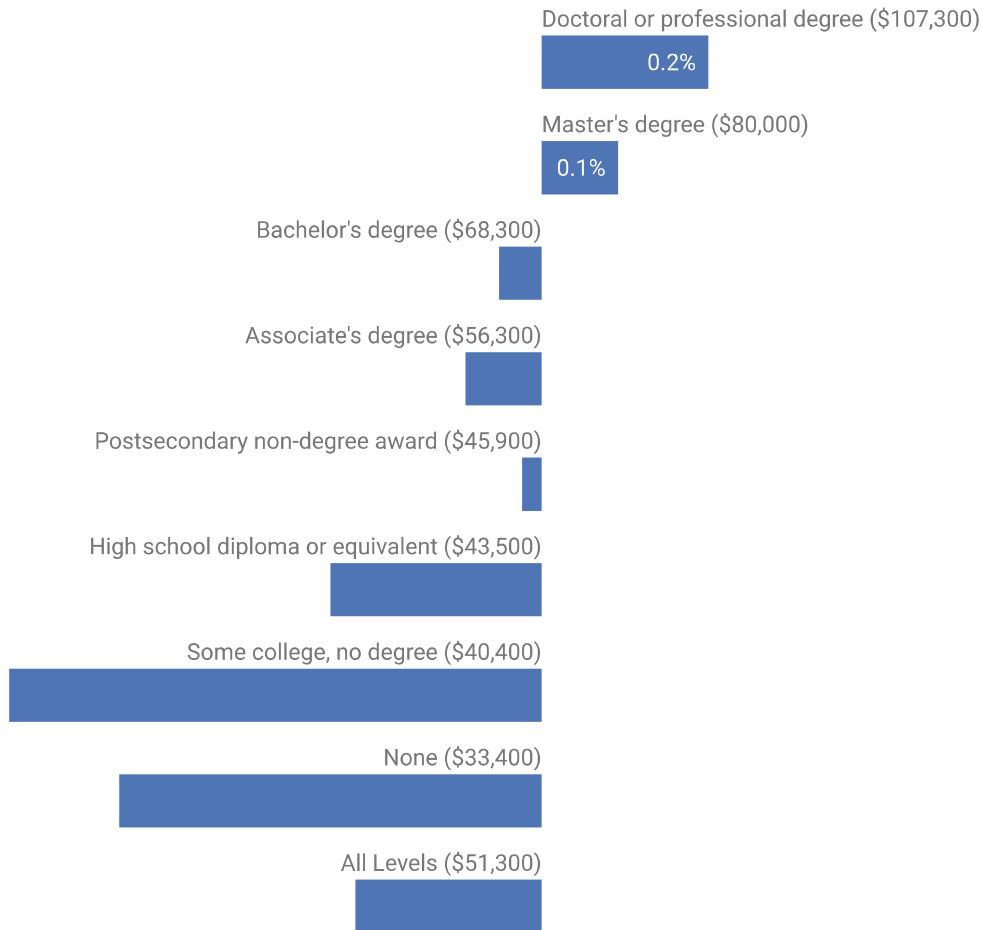


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2023Q1 with preliminary estimates updated to 2023Q2. Forecast employment growth uses national projections from 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 Hollister, MO is projected to contract 0.2% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.2% per year, those requiring a bachelor's degree are forecast to contract 0.1% per year, and occupations typically needing a 2-year degree or certificate are expected to contract 0.1% per year.

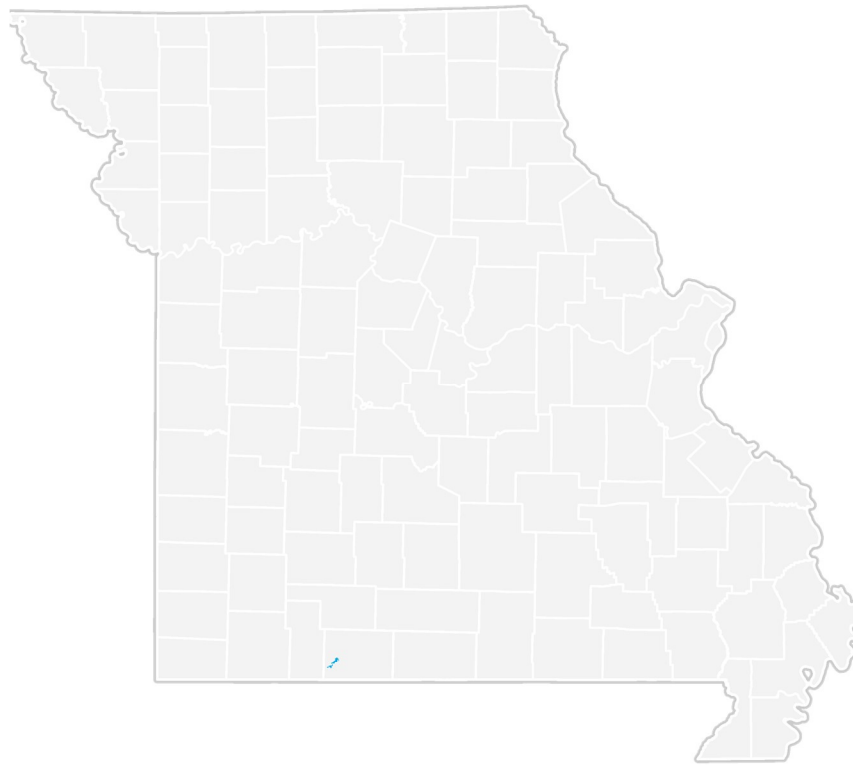
## Annual Average Projected Job Growth by Education Levels



Source: JobsEQ®  
Data as of 2023Q2

Employment by occupation data are estimates as of 2023Q2. 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.

# Hollister, MO Regional Map



# FAQ

## What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

## What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

## What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

## What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

## What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

## What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

### About This Report

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