

Economic Overview

April 1, 2024

Stone County, Missouri



Taney County Partnership
Branson/Lakes Area Chamber of Commerce
4100 Gretna Rd
Branson, MO 65616
https://www.taneycountypartnership.com

Demographic Profile	3
Employment Trends	5
Jnemployment Rate	5
Wage Trends	6
Cost of Living Index	7
ndustry Snapshot	8
Occupation Snapshot	10
ndustry Clusters	12
Education Levels	13
Gross Domestic Product	14
Stone County, Missouri Regional Map	16
FAQ	17



Demographic Profile

The population in Stone County, Missouri was 31,018 per American Community Survey data for 2017-2021.

The region has a civilian labor force of 12,939 with a participation rate of 48.6%. Of individuals 25 to 64 in Stone County, Missouri, 19.5% have a bachelor's degree or higher which compares with 35.1% in the nation.

The median household income in Stone County, Missouri is \$54,320 and the median house value is \$193,800.

Summary¹

		Percent		Value				
	Stone County, Missouri	Missouri	USA	Stone County, Missouri	Missouri	USA		
Demographics								
Population (ACS)	_	_	_	31,018	6,141,534	329,725,481		
Male	49.3%	49.3%	49.5%	15,287	3,027,741	163,206,615		
Female	50.7%	50.7%	50.5%	15,731	3,113,793	166,518,866		
Median Age ²	_	_	_	54.2	38.8	38.4		
Under 18 Years	16.6%	22.7%	22.5%	5,163	1,392,375	74,234,075		
18 to 24 Years	5.8%	9.1%	9.2%	1,792	561,340	30,339,089		
25 to 34 Years	7.9%	13.3%	13.8%	2,443	814,351	45,360,942		
35 to 44 Years	9.6%	12.4%	12.9%	2,971	763,084	42,441,883		
45 to 54 Years	11.4%	12.1%	12.6%	3,539	744,131	41,631,458		
55 to 64 Years	18.0%	13.6%	13.0%	5,577	832,417	42,829,413		
65 to 74 Years	19.0%	10.0%	9.6%	5,878	611,609	31,590,619		
75 Years and Over	11.8%	6.9%	6.5%	3,655	422,227	21,298,002		
Race: White	95.8%	80.3%	68.2%	29,703	4,930,466	224,789,109		
Race: Black or African American	0.1%	11.3%	12.6%	45	695,678	41,393,012		
Race: American Indian and Alaska Native	0.2%	0.3%	0.8%	65	19,904	2,722,661		
Race: Asian	0.4%	2.0%	5.7%	133	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%	289	84,084	18,382,796		
Race: Two or More Races	2.5%	4.6%	7.0%	783	279,528	23,039,422		
Hispanic or Latino (of any race)	2.3%	4.4%	18.4%	726	271,566	60,806,969		
Population Growth								
Population (Pop Estimates) ⁴	_	_	_	32,136	6,177,957	333,287,557		
Population Annual Average Growth ⁴	0.1%	0.2%	0.6%	23	15,193	1,940,990		
People per Square Mile	_	_	_	69.3	89.9	94.3		
Economic								
Labor Force Participation Rate and Size (civilian population 16 years and over)	48.6%	63.1%	63.4%	12,939	3,084,786	166,672,597		
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	76.3%	83.3%	82.5%	6,833	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	6.0%	5.0%	4.4%	979	183,888	8,848,937		
Veterans Labor Force Participation Rate and Size, Age 18-64	65.1%	75.7%	77.0%	637	139,144	6,809,906		
Median Household Income ²	_	_	_	\$54,320	\$61,043	\$69,021		
Per Capita Income	_	_	_	\$29,804	\$33,770	\$37,638		
Mean Commute Time (minutes)	_	_	_	28.0	23.8	26.8		
Commute via Public Transportation	0.0%	1.0%	4.2%	4	30,417	6,472,373		
Educational Attainment, Age 25-64								
No High School Diploma	9.5%	8.1%	10.3%	1,382	255,995	17,756,046		
High School Graduate	33.8%	28.6%	25.3%	4,904	902,608	43,535,564		
Some College, No Degree	26.0%	21.6%	20.1%	3,773	682,400	34,637,141		



Summary¹

		Percent			Value	
	Stone County,			Stone County,		
	Missouri	Missouri	USA	Missouri	Missouri	USA
Associate's Degree	11.3%	9.0%	9.3%	1,635	283,994	15,944,395
Bachelor's Degree	12.6%	20.5%	22.0%	1,832	646,564	37,890,674
Postgraduate Degree	6.9%	12.1%	13.1%	1,004	382,422	22,499,876
Housing						
Total Housing Units	_	_	_	20,032	2,782,081	139,647,020
Median House Value (of owner-occupied units) ²	_	_	_	\$193,800	\$171,800	\$244,900
Homeowner Vacancy	1.5%	1.3%	1.2%	158	21,727	1,021,651
Rental Vacancy	3.0%	5.5%	5.7%	61	46,437	2,674,125
Renter-Occupied Housing Units (% of Occupied Units)	15.5%	32.4%	35.4%	1,905	788,386	43,858,831
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	3.4%	6.5%	8.3%	415	157,937	10,349,174
Social						
Poverty Level (of all people)	14.4%	12.8%	12.6%	4,403	762,023	40,661,636
Households Receiving Food Stamps/SNAP	7.0%	10.1%	11.4%	864	246,960	14,105,231
Enrolled in Grade 12 (% of total population)	1.0%	1.2%	1.3%	318	75,800	4,425,322
Disconnected Youth ³	0.6%	3.0%	2.5%	8	9,755	432,389
Children in Single Parent Families (% of all children)	22.2%	33.4%	34.0%	1,050	436,459	23,909,672
Uninsured	9.6%	9.5%	8.8%	2,955	575,152	28,489,142
With a Disability, Age 18-64	13.1%	12.3%	10.3%	2,126	447,983	20,537,729
With a Disability, Age 18-64, Labor Force Participation Rate and Size	39.2%	42.6%	44.2%	834	190,784	9,068,973
Foreign Born	1.7%	4.2%	13.6%	539	256,802	44,844,808
Speak English Less Than Very Well (population 5 yrs and over)	0.4%	2.1%	8.2%	118	122,969	25,535,259

Source: JobsEQ[®]



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

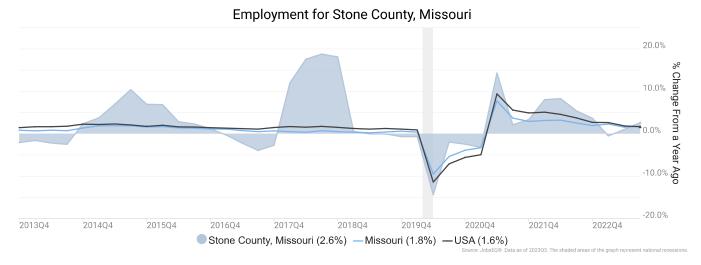
^{2.} Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

^{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

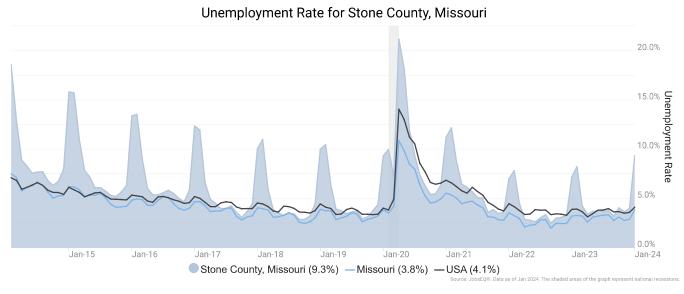
As of 2023Q3, total employment for Stone County, Missouri was 8,593 (based on a four-quarter moving average). Over the year ending 2023Q3, employment increased 2.6% in the region.



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 2023Q2 with preliminary estimates updated to 2023Q3.

Unemployment Rate

The unemployment rate for Stone County, Missouri was 9.3% as of January 2024. The regional unemployment rate was higher than the national rate of 4.1%. One year earlier, in January 2023, the unemployment rate in Stone County, Missouri was 7.2%.

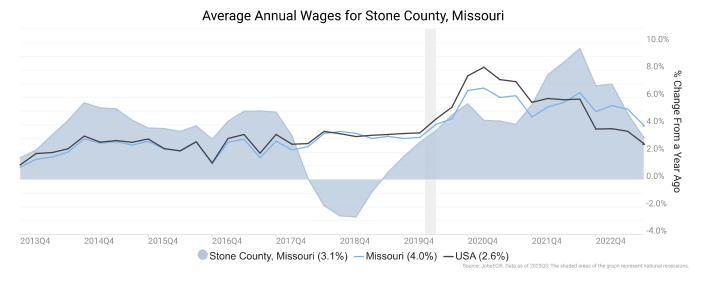


Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through January 2024.



Wage Trends

The average worker in Stone County, Missouri earned annual wages of \$37,432 as of 2023Q3. Average annual wages per worker increased 3.1% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$70,183 in the nation as of 2023Q3.



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 2023Q2 with preliminary estimates updated to 2023Q3.



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 11.1% lower in Stone County, Missouri than the U.S. average.

Cost of Living Information

		Cost of Living Inde	x
	Annual Average Salary	(Base US)	US Purchasing Power
Stone County, Missouri	\$37,432	88.9	\$42,119
Missouri	\$59,767	88.9	\$67,262
USA	\$70,183	100.0	\$70,183

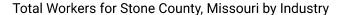
Source: JobsEQ®
Data as of 2023Q3

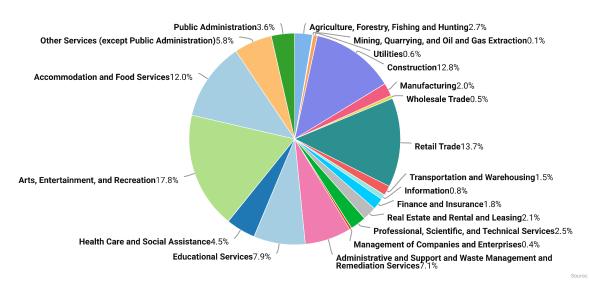
Cost of Living per COLI, data as of 2023Q3, imputed by Chmura where necessary.



Industry Snapshot

The largest sector in Stone County, Missouri is Arts, Entertainment, and Recreation, employing 1,530 workers. The next-largest sectors in the region are Retail Trade (1,175 workers) and Construction (1,101). 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 = 9.11), Agriculture, Forestry, Fishing and Hunting (2.15), and Construction (2.14).





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 2023Q2 with preliminary estimates updated to 2023Q3.

Sectors in Stone County, Missouri with the highest average wages per worker are Utilities (\$81,433), Mining, Quarrying, and Oil and Gas Extraction (\$76,163), and Wholesale Trade (\$60,174). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Arts, Entertainment, and Recreation (+1,328 jobs), Retail Trade (+307), and Construction (+239).

Over the next 10 years, employment in Stone County, Missouri is projected to expand by 289 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.2% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Arts, Entertainment, and Recreation (+120 jobs), Health Care and Social Assistance (+52), and Accommodation and Food Services (+38).



Stone County, Missouri, 2023Q31

			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	
71	Arts, Entertainment, and Recreation	1,530	\$33,875	9.11	1,328	22.4%	2,482	1,001	1,362	120	0.8%	
44	Retail Trade	1,175	\$34,425	1.38	307	3.1%	1,576	707	889	-20	-0.2%	
23	Construction	1,101	\$46,809	2.14	239	2.5%	997	390	573	34	0.3%	
72	Accommodation and Food Services	1,030	\$30,078	1.38	239	2.7%	1,884	831	1,014	38	0.4%	
61	Educational Services	677	\$43,077	0.99	-44	-0.6%	608	308	319	-19	-0.3%	
56	Administrative and Support and Waste Management and Remediation Services	609	\$34,153	1.12	179	3.5%	731	305	404	22	0.4%	
81	Other Services (except Public Administration)	500	\$30,461	1.36	-37	-0.7%	603	254	328	21	0.4%	
62	Health Care and Social Assistance	390	\$38,425	0.31	-160	-3.4%	456	195	210	52	1.2%	
92	Public Administration	306	\$36,411	0.78	-29	-0.9%	295	126	160	9	0.3%	
11	Agriculture, Forestry, Fishing and Hunting	234	\$17,737	2.15	-17	-0.7%	262	132	140	-11	-0.5%	
54	Professional, Scientific, and Technical Services	211	\$43,899	0.33	17	0.8%	192	71	105	15	0.7%	
53	Real Estate and Rental and Leasing	178	\$44,253	1.17	58	4.0%	186	84	92	10	0.5%	
31	Manufacturing	170	\$36,753	0.25	-19	-1.1%	169	68	102	-2	-0.1%	
52	Finance and Insurance	152	\$48,803	0.44	4	0.3%	134	54	75	6	0.4%	
48	Transportation and Warehousing	129	\$59,405	0.30	9	0.8%	145	62	80	3	0.2%	
51	Information	67	\$57,513	0.39	6	1.0%	68	24	38	6	0.9%	
22	Utilities	54	\$81,433	1.24	3	0.5%	48	20	28	1	0.1%	
42	Wholesale Trade	41	\$60,174	0.13	-52	-7.8%	40	16	25	-1	-0.2%	
55	Management of Companies and Enterprises	31	\$54,622	0.23	-7	-2.1%	31	11	16	4	1.1%	
21	Mining, Quarrying, and Oil and Gas Extraction	8	\$76,163	0.27	5	8.5%	8	3	5	0	0.3%	
	Total - All Industries	8,593	\$37,432	1.00	2,028	2.7%	9,787	4,184	5,314	289	0.3%	

Source: JobsEQ® Data as of 2023Q3

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 2023Q2 with preliminary estimates updated to 2023Q3. 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 Stone County, Missouri is Sales and Related Occupations, employing 940 workers. The next-largest occupation groups in the region are Food Preparation and Serving Related Occupations (912 workers) and Office and Administrative Support Occupations (863). 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 Personal Care and Service Occupations (LQ = 3.38), Building and Grounds Cleaning and Maintenance Occupations (2.28), and Construction and Extraction Occupations (1.92).

Occupation groups in Stone County, Missouri with the highest average wages per worker are Legal Occupations (\$92,900), Healthcare Practitioners and Technical Occupations (\$87,500), and Architecture and Engineering Occupations (\$81,600). The unemployment rate in the region varied among the major groups from 1.1% among Legal Occupations to 6.1% among Food Preparation and Serving Related Occupations.

Over the next 10 years, the fastest growing occupation group in Stone County, Missouri is expected to be Healthcare Support Occupations with a +1.8% 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 (+51 jobs) and Personal Care and Service Occupations (+51). 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 (1,716 jobs) and Personal Care and Service Occupations (1,691).

Stone County, Missouri, 2023Q31

			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
41-0000	<u> </u>	940	\$38,600	1.23	72	5.2%	49	272	3.5%	1,315	622	709	-15	-0.2%
35-0000	Food Propagation and	912	\$31,200	1.31	96	6.1%	30	360	5.2%	1,767	766	950	51	0.5%
43-0000	Office and Administrative Support	863	\$39,600	0.83	56	3.5%	16	47	0.6%	937	462	517	-42	-0.5%
47-0000	Construction and Extraction	748	\$52,200	1.92	56	5.4%	6	124	1.8%	665	257	376	32	0.4%
11-0000	Management	727	\$81,500	1.13	14	1.6%	12	145	2.2%	624	279	326	19	0.3%
39-0000	Personal Care and Service	720	\$29,900	3.38	39	5.4%	13	484	11.8%	1,743	675	1,016	51	0.7%
37-0000	Building and Grounds Cleaning and Maintenance	640	\$33,300	2.28	48	5.5%	8	245	4.9%	895	406	464	25	0.4%
25-0000	Educational Instruction and Library	510	\$50,200	1.11	15	2.6%	5	-9	-0.2%	431	218	215	-2	0.0%
53-0000	Transportation and Material Moving	489	\$39,200	0.65	64	5.4%	47	135	3.3%	699	278	389	32	0.6%
49-0000	Installation, Maintenance, and Repair	435	\$47,200	1.30	18	2.3%	9	154	4.5%	418	178	217	23	0.5%
13-0000	Business and Financial Operations	310	\$67,200	0.57	9	2.4%	10	95	3.7%	275	98	158	19	0.6%
27-0000	Arts, Design, Entertainment, Sports, and Media	226	\$49,900	1.43	9	4.5%	5	70	3.8%	250	100	135	14	0.6%
33-0000	Protective Service	223	\$39,800	1.22	12	4.0%	4	77	4.3%	341	161	170	10	0.4%
51-0000	Production	195	\$41,400	0.41	29	4.3%	7	-5	-0.3%	212	92	123	-3	-0.1%
29-0000	Healthcare Practitioners and Technical	174	\$87,500	0.35	8	1.7%	41	-31	-1.6%	123	56	50	16	0.9%
31-0000	Healthcare Support	161	\$32,400	0.42	17	3.7%	16	-38	-2.1%	272	111	129	32	1.8%



Stone County, Missouri, 2023Q31

		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	110	\$47,400	0.71	2	1.5%	14	-17	-1.4%	105	43	53	8	0.7%
15-0000	Computer and Mathematical	90	\$79,400	0.33	3	2.0%	1	16	2.0%	68	21	35	11	1.2%
17-0000	Architecture and Engineering	43	\$81,600	0.31	1	1.7%	0	11	3.1%	30	12	16	2	0.4%
19-0000	Life, Physical, and Social Science	30	\$72,500	0.40	1	1.6%	1	7	2.8%	28	7	19	2	0.8%
23-0000	Legal	26	\$92,900	0.37	1	1.1%	0	-10	-3.2%	16	7	7	2	0.7%
45-0000	Farming, Fishing, and Forestry	21	\$44,000	0.41	3	6.1%	n/a	5	2.6%	30	11	19	-1	-0.3%
	Total - All Occupations	8,593	\$46,100	1.00	572	4.2%	293	2,137	2.9%	11,243	4,861	6,094	289	0.3%

Source: JobsEQ®

Data as of 2023Q3 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

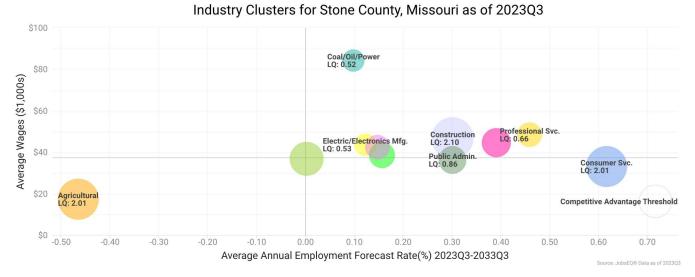
Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2023Q2, imputed where necessary with preliminary estimates updated to 2023Q3. 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 Stone County, Missouri with the highest relative concentration is Construction with a location quotient of 2.10. This cluster employs 1,101 workers in the region with an average wage of \$46,769. Employment in the Construction cluster is projected to expand in the region about 0.3% per year over the next ten years.



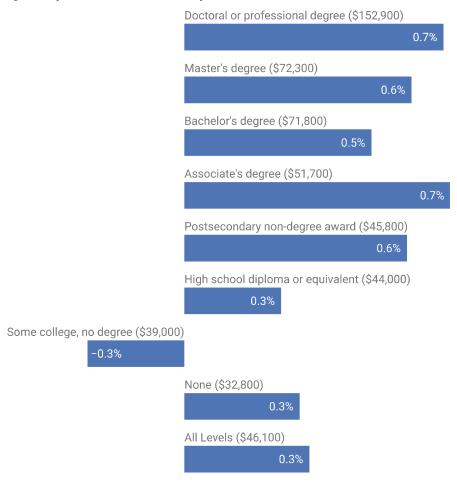
Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2023Q2 with preliminary estimates updated to 2023Q3. Forecast employment growth uses national projections from 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 Stone County, Missouri is projected to grow 0.3% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.7% per year, those requiring a bachelor's degree are forecast to grow 0.5% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.7% per year.

Annual Average Projected Job Growth by Education Levels



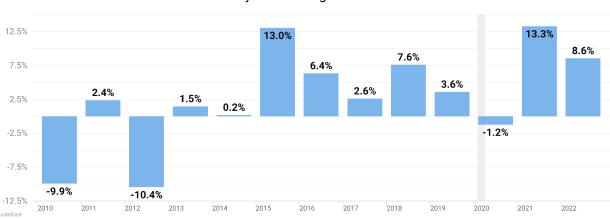
Source: JobsEQ® Data as of 2023Q3

Employment by occupation data are estimates are as of 2023Q3. 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 Stone County, Missouri expanded 8.6%. This follows growth of 13.3% in 2021. As of 2022, total GDP in Stone County, Missouri was \$780,295,000.



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 Stone County, Missouri, Real Estate and Rental and Leasing contributed the largest portion of GDP in 2022, \$129,129,000 The next-largest contributions came from Arts, Entertainment, and Recreation (\$111,278,000); Retail Trade (\$88,028,000); and Construction (\$87,525,000).



GDP (in \$ millions)

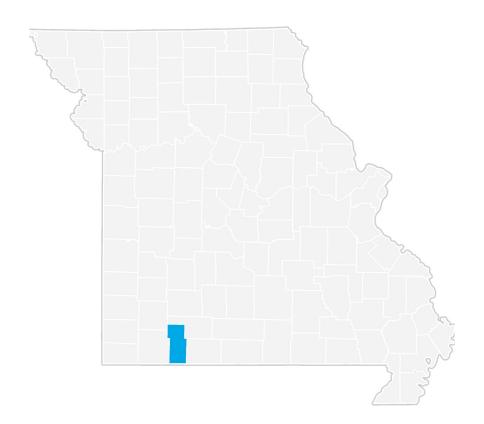
Real Estate and Rental and Leasing (53)

\$129 Arts, Entertainment, and Recreation (71) Retail Trade (44) \$88 Construction (23) \$88 Accommodation and Food Services (72) \$60 Educational Services (61) \$46 Administrative and Support and Waste Management and Remediation Services (56) \$38 Other Services (except Public Administration) (81) \$37 Health Care and Social Assistance (62) Professional, Scientific, and Technical Services (54)

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



Stone County, Missouri 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.

Source: JobsEQ®, http://www.chmuraecon.com/jobseq Copyright © 2024 Chmura Economics & Analytics, All Rights Reserved.

