



# Economic Overview

June 1, 2024

# City of Branson, MO



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Demographic Profile..... 3

Employment Trends ..... 5

Wage Trends..... 6

Cost of Living Index..... 7

Industry Snapshot..... 8

Occupation Snapshot ..... 10

Industry Clusters..... 12

Education Levels..... 13

Branson city, MO Regional Map ..... 14

FAQ ..... 15

# Demographic Profile

The population in the Branson, MO was 12,651 per American Community Survey data for 2018-2022.

The region has a civilian labor force of 6,104 with a participation rate of 57.4%. Of individuals 25 to 64 in the Branson, MO, 29.1% have a bachelor's degree or higher which compares with 35.8% in the nation.

The median household income in the Branson, MO is \$49,790 and the median house value is \$201,900.

## Summary<sup>1</sup>

Demographics	Percent			Value		
	Branson city, MO	Missouri	USA	Branson city, MO	Missouri	USA
Population (ACS)	—	—	—	12,651	6,154,422	331,097,593
Male	42.5%	49.4%	49.6%	5,383	3,039,220	164,200,298
Female	57.5%	50.6%	50.4%	7,268	3,115,202	166,897,295
Median Age <sup>2</sup>	—	—	—	41.2	38.8	38.5
Under 18 Years	19.0%	22.3%	22.1%	2,404	1,374,475	73,213,705
18 to 24 Years	9.2%	9.4%	9.4%	1,169	580,838	31,282,896
25 to 34 Years	14.4%	13.2%	13.7%	1,817	812,096	45,388,153
35 to 44 Years	10.5%	12.5%	12.9%	1,331	770,906	42,810,359
45 to 54 Years	9.2%	11.9%	12.4%	1,159	730,378	41,087,357
55 to 64 Years	13.1%	13.4%	12.9%	1,662	823,246	42,577,475
65 to 74 Years	13.6%	10.1%	9.7%	1,716	622,430	32,260,679
75 Years and Over	11.0%	7.2%	6.8%	1,393	440,053	22,476,969
Race: White	86.3%	79.4%	65.9%	10,915	4,884,165	218,123,424
Race: Black or African American	5.9%	11.3%	12.5%	745	693,892	41,288,572
Race: American Indian and Alaska Native	0.3%	0.3%	0.8%	34	17,559	2,786,431
Race: Asian	2.9%	2.1%	5.8%	368	127,044	19,112,979
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	0	8,831	624,863
Race: Some Other Race	1.8%	1.5%	6.0%	224	91,703	20,018,544
Race: Two or More Races	2.9%	5.4%	8.8%	365	331,228	29,142,780
Hispanic or Latino (of any race)	8.5%	4.6%	18.7%	1,078	280,078	61,755,866
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	57.4%	62.7%	63.3%	6,104	3,087,517	167,857,207
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	85.1%	83.4%	82.8%	3,658	1,920,400	106,380,520
Armed Forces Labor Force	0.1%	0.4%	0.5%	10	19,997	1,236,378
Veterans, Age 18-64	4.2%	4.7%	4.3%	302	174,078	8,636,019
Veterans Labor Force Participation Rate and Size, Age 18-64	88.7%	75.5%	77.1%	268	131,354	6,656,238
Median Household Income <sup>2</sup>	—	—	—	\$49,790	\$65,920	\$75,149
Per Capita Income	—	—	—	\$30,706	\$36,754	\$41,261
Mean Commute Time (minutes)	—	—	—	16.4	23.8	26.7
Commute via Public Transportation	0.0%	1.0%	3.8%	0	28,476	5,945,723
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	9.3%	7.9%	10.1%	557	246,959	17,373,867
High School Graduate	29.4%	28.6%	25.1%	1,756	897,682	43,176,248
Some College, No Degree	26.4%	21.3%	19.7%	1,574	669,553	33,916,989
Associate's Degree	5.8%	9.0%	9.2%	345	281,650	15,886,884
Bachelor's Degree	24.3%	20.8%	22.4%	1,452	653,352	38,451,123
Postgraduate Degree	4.8%	12.4%	13.4%	285	387,430	23,058,233
<b>Housing</b>						

## Summary<sup>1</sup>

	Percent			Value		
	Branson city, MO	Missouri	USA	Branson city, MO	Missouri	USA
Total Housing Units	—	—	—	8,779	2,795,030	140,943,613
Median House Value (of owner-occupied units) <sup>2,5</sup>	—	—	—	\$201,900	\$199,400	\$281,900
Homeowner Vacancy	1.1%	1.1%	1.1%	27	19,349	931,393
Rental Vacancy	1.6%	5.3%	5.5%	51	45,300	2,623,236
Renter-Occupied Housing Units (% of Occupied Units)	54.9%	32.4%	35.2%	3,072	796,470	44,238,593
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	8.0%	6.6%	8.3%	447	161,956	10,474,870
<b>Social</b>						
Poverty Level (of all people)	26.8%	12.8%	12.5%	3,349	766,582	40,521,584
Households Receiving Food Stamps/SNAP	16.7%	10.0%	11.5%	932	246,792	14,486,880
Enrolled in Grade 12 (% of total population)	0.3%	1.2%	1.4%	34	76,034	4,476,703
Disconnected Youth <sup>3</sup>	1.7%	3.0%	2.5%	10	9,879	430,795
Children in Single Parent Families (% of all children)	15.0%	33.3%	34.0%	314	429,586	23,568,955
Uninsured	19.6%	9.5%	8.7%	2,457	574,110	28,315,092
With a Disability, Age 18-64	9.6%	12.3%	10.5%	684	449,967	20,879,820
With a Disability, Age 18-64, Labor Force Participation Rate and Size	56.7%	43.6%	45.5%	388	196,340	9,492,098
Foreign Born	5.4%	4.2%	13.7%	686	258,202	45,281,071
Speak English Less Than Very Well (population 5 yrs and over)	4.0%	2.1%	8.2%	467	122,789	25,704,846

Source: [JobsEQ®](#)

1. American Community Survey 2018-2022, 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.

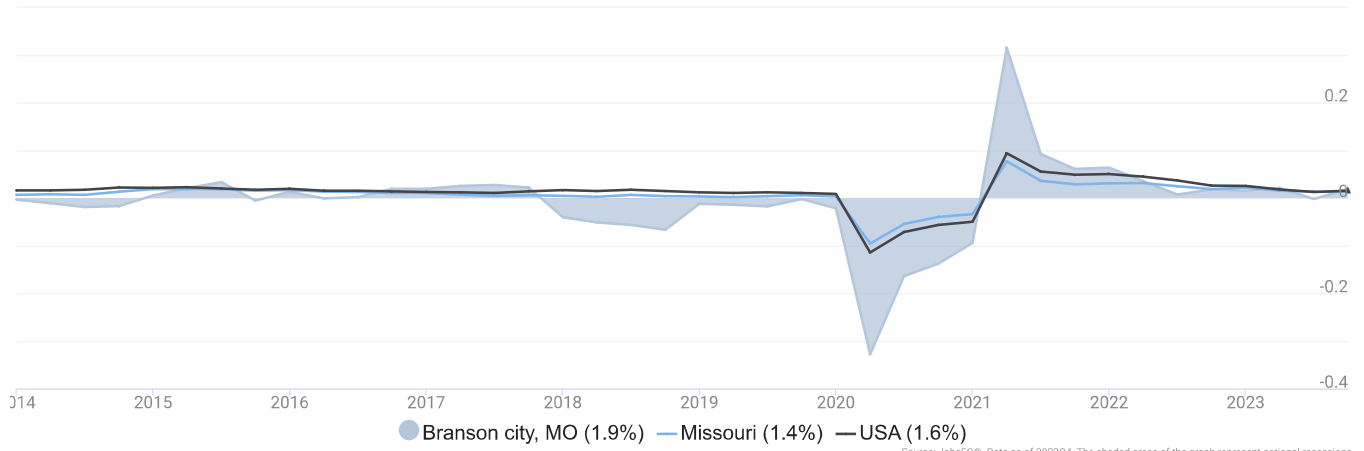
4. Census Population Estimate for 2022, annual average growth rate since 2012. Post-2019 data for Connecticut counties are imputed by Chmura.

5. The Census's method for calculating median house values changed with the 2022 data set, so pre-2022 values are not directly comparable with later data.

# Employment Trends

As of 2023Q4, total employment for Branson, MO was 19,218 (based on a four-quarter moving average). Over the year ending 2023Q4, employment increased 1.9% in the region.

### Employment for Branson city, MO

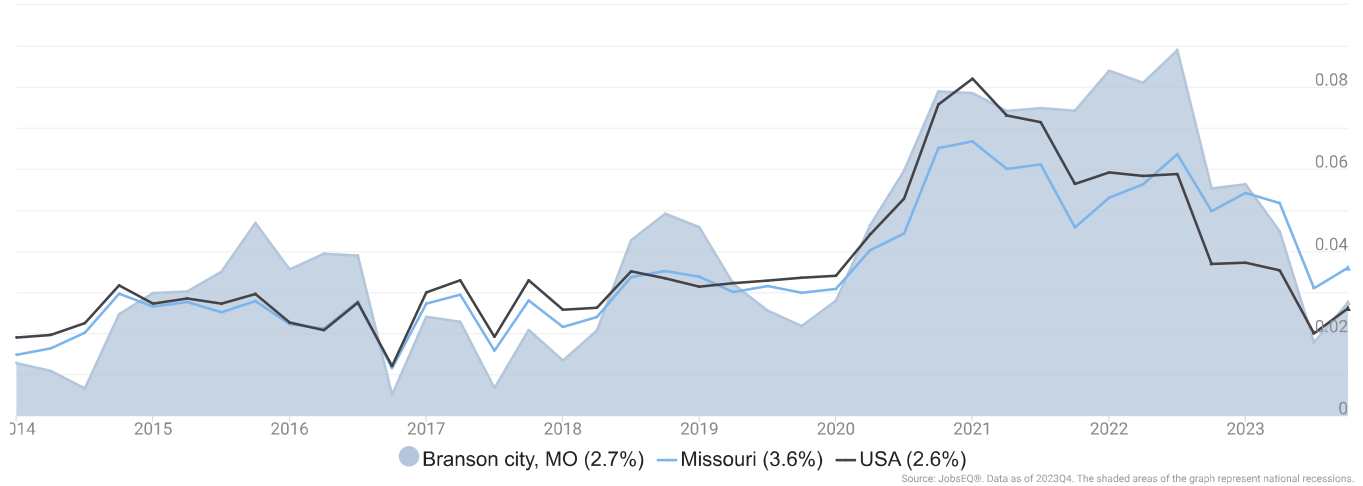


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, and imputed where necessary. Data are updated through 2023Q3 with preliminary estimates updated to 2023Q4.

# Wage Trends

The average worker in Branson, MO earned annual wages of \$40,171 as of 2023Q4. Average annual wages per worker increased 2.7% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$69,861 in the nation as of 2023Q4.

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 2023Q3 with preliminary estimates updated to 2023Q4.

# 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 15.1% 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	\$40,171	84.9	\$47,297
Missouri	\$59,553	88.2	\$67,502
USA	\$69,861	100.0	\$69,861

Source: [JobsEQ®](#)

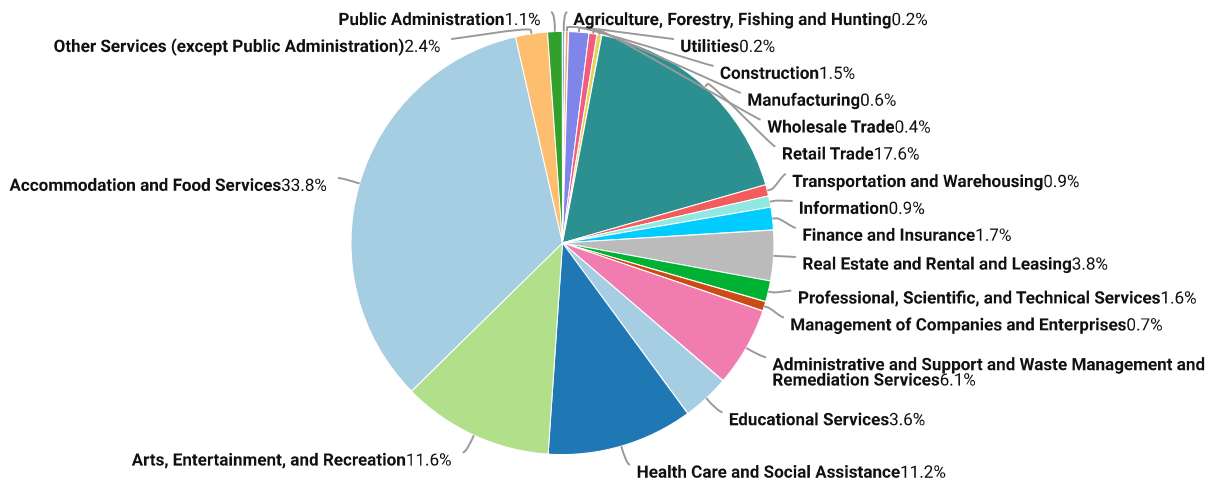
Data as of 2023Q4

Cost of Living per [COLI](#), data as of 2023Q4, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in Branson, MO is Accommodation and Food Services, employing 6,494 workers. The next-largest sectors in the region are Retail Trade (3,379 workers) and Arts, Entertainment, and Recreation (2,223). 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 = 5.79), Accommodation and Food Services (3.89), and Real Estate and Rental and Leasing (2.15).

Total Workers for Branson city, MO by Industry



Source: JobsEQ® Data as of 2023Q4

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 2023Q3 with preliminary estimates updated to 2023Q4.

Sectors in Branson, MO with the highest average wages per worker are Management of Companies and Enterprises (\$81,198), Utilities (\$61,717), and Finance and Insurance (\$61,508). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Health Care and Social Assistance (+274 jobs), Construction (+57), and Educational Services (+54).

Over the next 5 years, employment in Branson, MO is projected to contract by 135 jobs. The fastest growing sector in the region is expected to be Management of Companies and Enterprises with a +0.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+57 jobs), Arts, Entertainment, and Recreation (+19), and Management of Companies and Enterprises (+4).



## Branson, MO, 2023Q4<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
72	Accommodation and Food Services	6,494	\$33,970	3.89	-353	-1.1%	5,650	2,569	3,134	-53	-0.2%
44	Retail Trade	3,379	\$32,308	1.78	-275	-1.6%	2,146	1,009	1,266	-130	-0.8%
71	Arts, Entertainment, and Recreation	2,223	\$28,603	5.79	-104	-0.9%	1,677	703	956	19	0.2%
62	Health Care and Social Assistance	2,146	\$60,020	0.76	274	2.8%	1,117	511	550	57	0.5%
56	Administrative and Support and Waste Management and Remediation Services	1,170	\$43,380	0.97	-727	-9.2%	650	286	379	-16	-0.3%
53	Real Estate and Rental and Leasing	738	\$45,308	2.15	-77	-2.0%	359	170	186	3	0.1%
61	Educational Services	697	\$43,800	0.45	54	1.6%	323	160	166	-4	-0.1%
81	Other Services (except Public Administration)	469	\$33,843	0.58	32	1.4%	268	117	151	0	0.0%
52	Finance and Insurance	333	\$61,508	0.44	-1	-0.1%	136	58	80	-3	-0.2%
54	Professional, Scientific, and Technical Services	307	\$44,656	0.22	-129	-6.8%	123	50	74	-1	-0.1%
23	Construction	297	\$45,126	0.26	57	4.4%	124	52	76	-3	-0.2%
92	Public Administration	216	\$46,069	0.24	28	2.8%	96	43	55	-3	-0.3%
48	Transportation and Warehousing	169	\$41,046	0.18	-150	-11.9%	94	40	52	1	0.1%
51	Information	166	\$42,624	0.44	-98	-8.8%	73	29	45	-1	-0.1%
55	Management of Companies and Enterprises	139	\$81,198	0.47	30	5.0%	64	25	36	4	0.6%
31	Manufacturing	117	\$48,807	0.08	5	1.0%	55	23	35	-3	-0.5%
42	Wholesale Trade	69	\$51,853	0.09	-45	-9.6%	32	14	20	-2	-0.7%
22	Utilities	46	\$61,717	0.47	-2	-0.9%	19	8	12	-1	-0.4%
11	Agriculture, Forestry, Fishing and Hunting	41	\$13,225	0.17	16	10.9%	22	12	12	-2	-1.0%
21	Mining, Quarrying, and Oil and Gas Extraction	2	\$39,258	0.03	-8	-26.4%	1	0	1	0	-0.3%
<b>Total - All Industries</b>		<b>19,218</b>	<b>\$40,171</b>	<b>1.00</b>	<b>-1,472</b>	<b>-1.5%</b>	<b>10,296</b>	<b>4,599</b>	<b>5,833</b>	<b>-135</b>	<b>-0.1%</b>

Source: [JobsEQ®](#)

Data as of 2023Q4

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 2023Q3 with preliminary estimates updated to 2023Q4. 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 4,134 workers. The next-largest occupation groups in the region are Sales and Related Occupations (2,609 workers) and Office and Administrative Support Occupations (2,236). 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 = 2.65), Building and Grounds Cleaning and Maintenance Occupations (2.59), and Personal Care and Service Occupations (1.77).

Occupation groups in Branson, MO with the highest average wages per worker are Legal Occupations (\$93,000), Healthcare Practitioners and Technical Occupations (\$91,900), and Management Occupations (\$89,000). The unemployment rate in the region varied among the major groups from 1.9% among Healthcare Practitioners and Technical Occupations to 7.7% among Transportation and Material Moving Occupations.

Over the next 5 years, the fastest growing occupation group in Branson, MO is expected to be Healthcare Support Occupations with a +0.9% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+24 jobs) and Healthcare Practitioners and Technical Occupations (+22). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (3,773 jobs) and Sales and Related Occupations (1,779).

## Branson, MO, 2023Q4<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
35-0000	Food Preparation and Serving Related	4,134	\$33,000	2.65	75	6.9%	n/a	-152	-0.7%	3,762	1,681	2,092	-11	-0.1%
41-0000	Sales and Related	2,609	\$41,000	1.54	49	5.5%	n/a	-626	-4.2%	1,684	825	954	-94	-0.7%
43-0000	Office and Administrative Support	2,236	\$39,800	0.97	35	4.1%	n/a	-461	-3.7%	1,212	595	720	-104	-0.9%
37-0000	Building and Grounds Cleaning and Maintenance	1,628	\$33,100	2.59	33	6.3%	n/a	52	0.7%	1,072	533	560	-20	-0.3%
11-0000	Management	1,113	\$89,000	0.77	11	2.2%	n/a	40	0.7%	448	164	276	8	0.1%
53-0000	Transportation and Material Moving	1,042	\$40,700	0.62	25	7.7%	n/a	-131	-2.3%	716	292	419	6	0.1%
29-0000	Healthcare Practitioners and Technical	999	\$91,900	0.88	5	1.9%	n/a	129	2.8%	300	158	121	22	0.4%
49-0000	Installation, Maintenance, and Repair	869	\$49,800	1.16	8	3.6%	n/a	20	0.5%	392	180	208	4	0.1%
39-0000	Personal Care and Service	840	\$32,800	1.77	22	7.1%	n/a	-127	-2.8%	907	369	529	9	0.2%
13-0000	Business and Financial Operations	660	\$68,700	0.54	14	3.5%	n/a	-54	-1.6%	276	103	167	6	0.2%
25-0000	Educational Instruction and Library	626	\$56,900	0.61	7	3.1%	n/a	59	2.0%	286	144	140	3	0.1%
27-0000	Arts, Design, Entertainment, Sports, and Media	586	\$53,200	1.66	16	5.3%	n/a	-119	-3.6%	292	126	168	-2	-0.1%
31-0000	Healthcare Support	511	\$34,700	0.59	6	4.0%	n/a	61	2.6%	385	163	197	24	0.9%
51-0000	Production	308	\$43,300	0.29	6	5.3%	n/a	-62	-3.6%	178	88	96	-6	-0.4%
47-0000	Construction and Extraction	273	\$54,500	0.31	11	7.1%	n/a	7	0.5%	114	47	67	-1	-0.1%
33-0000	Protective Service	254	\$43,800	0.62	5	4.3%	n/a	-18	-1.3%	162	77	89	-4	-0.3%

Branson, MO, 2023Q4<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
21-0000	Community and Social Service	194	\$49,900	0.56	4	4.8%	n/a	29	3.3%	93	37	47	9	0.9%
15-0000	Computer and Mathematical	177	\$83,400	0.29	4	2.8%	n/a	-55	-5.3%	59	20	33	5	0.5%
23-0000	Legal	52	\$93,000	0.33	0	n/a	n/a	-5	-1.7%	16	8	8	1	0.3%
17-0000	Architecture and Engineering	41	\$86,000	0.13	1	2.1%	n/a	-9	-3.8%	14	6	8	0	0.2%
19-0000	Life, Physical, and Social Science	41	\$75,900	0.25	1	3.2%	n/a	1	0.6%	17	4	12	1	0.4%
45-0000	Farming, Fishing, and Forestry	24	\$45,200	0.21	1	7.5%	n/a	3	3.0%	17	7	11	-1	-0.5%
<b>Total - All Occupations</b>		<b>19,218</b>	<b>\$47,800</b>	<b>1.00</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>-1,417</b>	<b>-1.4%</b>	<b>12,405</b>	<b>5,625</b>	<b>6,919</b>	<b>-140</b>	<b>-0.1%</b>

Source: [JobsEQ®](#)

Data as of 2023Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

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

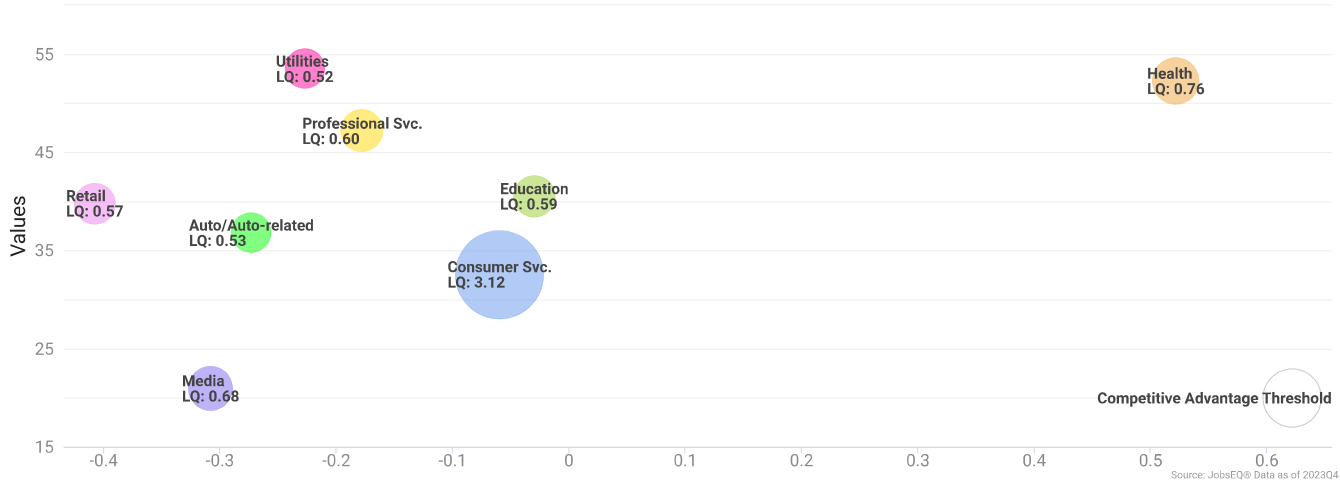
2. Wage data represent the average for all Covered Employment

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 2023Q3, imputed where necessary with preliminary estimates updated to 2023Q4. 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 Branson, MO with the highest relative concentration is Consumer Svc. with a location quotient of 3.12. This cluster employs 9,271 workers in the region with an average wage of \$32,563. Employment in the Consumer Svc. cluster is projected to contract in the region about 0.1% per year over the next ten years.

Industry Clusters for Branson city, MO as of 2023Q4

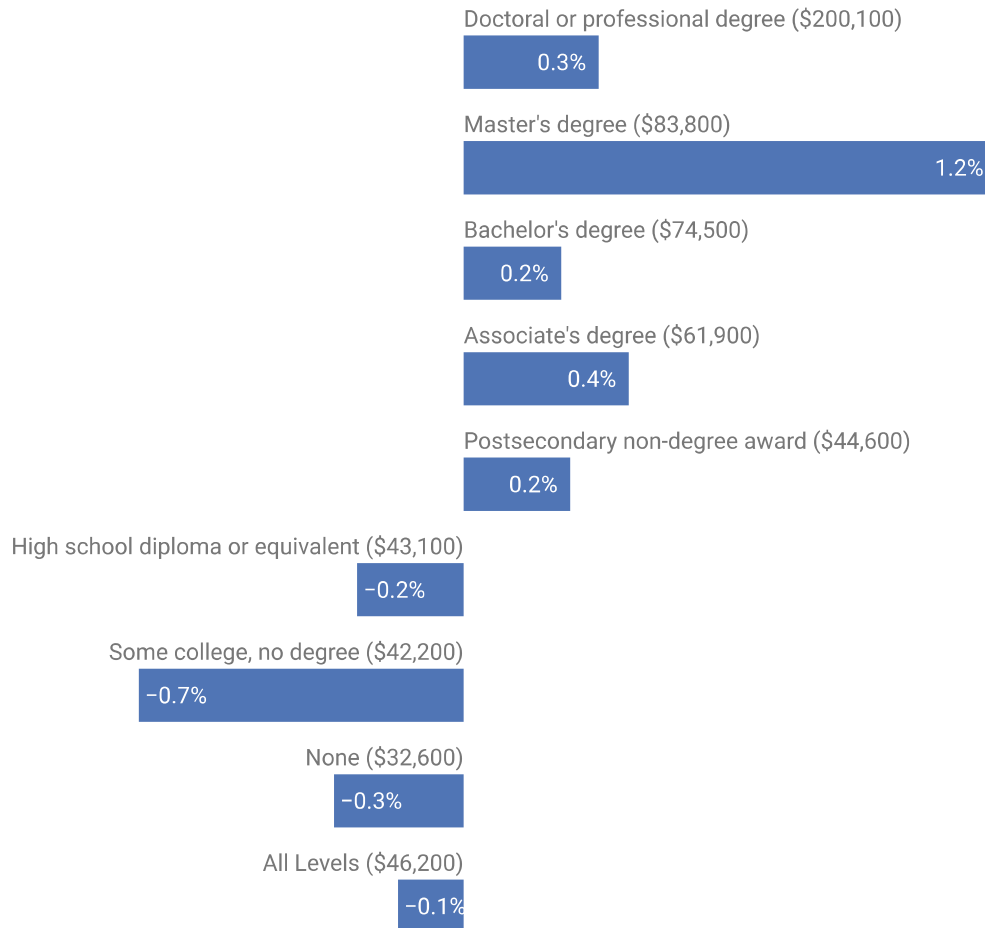


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2023Q3 with preliminary estimates updated to 2023Q4. Forecast employment growth uses national projections from 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 contract 0.1% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.3% per year, those requiring a bachelor’s degree are forecast to grow 0.2% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.4% per year.

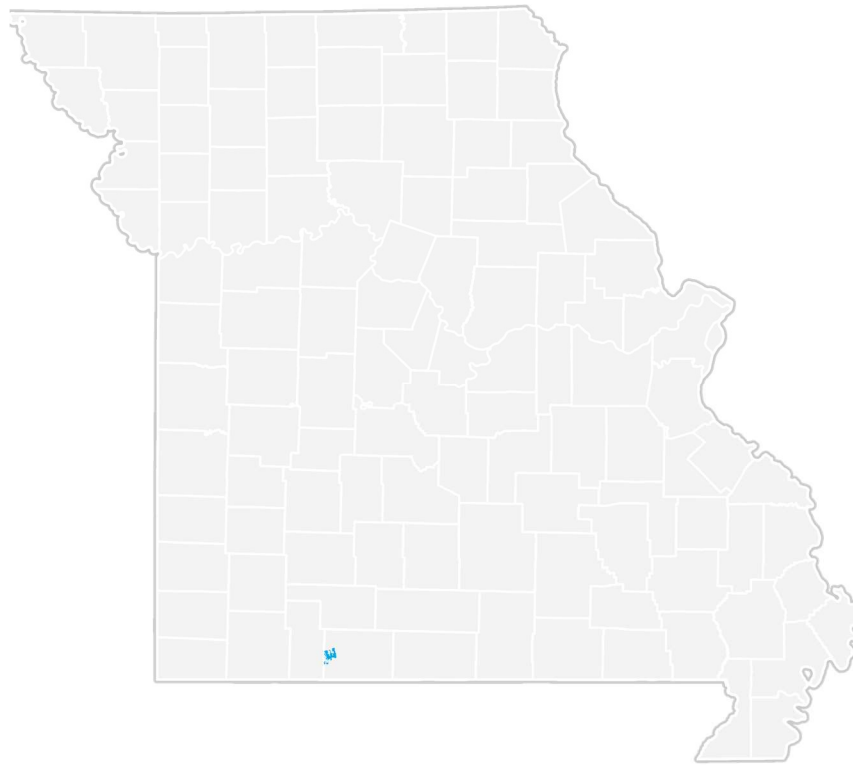
## Annual Average Projected Job Growth by Education Levels



Source: JobsEQ®  
Data as of 2023Q4

Employment by occupation data are estimates as of 2023Q4. 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, 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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