



Economic Overview

June 1, 2024

City of Rockaway Beach, MO



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

Wage Trends..... 6

Cost of Living Index..... 7

Industry Snapshot..... 8

Occupation Snapshot 10

Education Levels..... 12

Rockaway Beach city, MO Regional Map 13

FAQ..... 14

Demographic Profile

The population in Rockaway Beach, MO was 649 per American Community Survey data for 2018-2022.

The region has a civilian labor force of 254 with a participation rate of 44.6%. Of individuals 25 to 64 in Rockaway Beach, MO, 11.4% have a bachelor's degree or higher which compares with 35.8% in the nation.

The median household income in Rockaway Beach, MO is \$52,813 and the median house value is \$110,600.

Summary¹

Demographics	Percent			Value		
	Rockaway Beach city, MO	Missouri	USA	Rockaway Beach city, MO	Missouri	USA
Population (ACS)	—	—	—	649	6,154,422	331,097,593
Male	48.2%	49.4%	49.6%	313	3,039,220	164,200,298
Female	51.8%	50.6%	50.4%	336	3,115,202	166,897,295
Median Age ²	—	—	—	55.4	38.8	38.5
Under 18 Years	11.6%	22.3%	22.1%	75	1,374,475	73,213,705
18 to 24 Years	15.1%	9.4%	9.4%	98	580,838	31,282,896
25 to 34 Years	6.8%	13.2%	13.7%	44	812,096	45,388,153
35 to 44 Years	7.1%	12.5%	12.9%	46	770,906	42,810,359
45 to 54 Years	8.6%	11.9%	12.4%	56	730,378	41,087,357
55 to 64 Years	23.6%	13.4%	12.9%	153	823,246	42,577,475
65 to 74 Years	10.9%	10.1%	9.7%	71	622,430	32,260,679
75 Years and Over	16.3%	7.2%	6.8%	106	440,053	22,476,969
Race: White	91.4%	79.4%	65.9%	593	4,884,165	218,123,424
Race: Black or African American	7.1%	11.3%	12.5%	46	693,892	41,288,572
Race: American Indian and Alaska Native	0.2%	0.3%	0.8%	1	17,559	2,786,431
Race: Asian	0.0%	2.1%	5.8%	0	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	0.0%	1.5%	6.0%	0	91,703	20,018,544
Race: Two or More Races	1.4%	5.4%	8.8%	9	331,228	29,142,780
Hispanic or Latino (of any race)	0.0%	4.6%	18.7%	0	280,078	61,755,866
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	44.6%	62.7%	63.3%	254	3,087,517	167,857,207
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	85.6%	83.4%	82.8%	125	1,920,400	106,380,520
Armed Forces Labor Force	0.9%	0.4%	0.5%	5	19,997	1,236,378
Veterans, Age 18-64	11.5%	4.7%	4.3%	45	174,078	8,636,019
Veterans Labor Force Participation Rate and Size, Age 18-64	40.0%	75.5%	77.1%	18	131,354	6,656,238
Median Household Income ²	—	—	—	\$52,813	\$65,920	\$75,149
Per Capita Income	—	—	—	\$22,816	\$36,754	\$41,261
Mean Commute Time (minutes)	—	—	—	31.6	23.8	26.7
Commute via Public Transportation	0.0%	1.0%	3.8%	0	28,476	5,945,723
Educational Attainment, Age 25-64						
No High School Diploma	13.4%	7.9%	10.1%	40	246,959	17,373,867
High School Graduate	44.5%	28.6%	25.1%	133	897,682	43,176,248
Some College, No Degree	21.7%	21.3%	19.7%	65	669,553	33,916,989
Associate's Degree	9.0%	9.0%	9.2%	27	281,650	15,886,884
Bachelor's Degree	10.0%	20.8%	22.4%	30	653,352	38,451,123
Postgraduate Degree	1.3%	12.4%	13.4%	4	387,430	23,058,233
Housing						

Summary¹

	Percent			Value		
	Rockaway Beach city, MO	Missouri	USA	Rockaway Beach city, MO	Missouri	USA
Total Housing Units	—	—	—	464	2,795,030	140,943,613
Median House Value (of owner-occupied units) ^{2,5}	—	—	—	\$110,600	\$199,400	\$281,900
Homeowner Vacancy	5.6%	1.1%	1.1%	11	19,349	931,393
Rental Vacancy	19.3%	5.3%	5.5%	16	45,300	2,623,236
Renter-Occupied Housing Units (% of Occupied Units)	26.4%	32.4%	35.2%	67	796,470	44,238,593
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	10.2%	6.6%	8.3%	26	161,956	10,474,870
Social						
Poverty Level (of all people)	11.9%	12.8%	12.5%	77	766,582	40,521,584
Households Receiving Food Stamps/SNAP	19.3%	10.0%	11.5%	49	246,792	14,486,880
Enrolled in Grade 12 (% of total population)	4.5%	1.2%	1.4%	29	76,034	4,476,703
Disconnected Youth ³	0.0%	3.0%	2.5%	0	9,879	430,795
Children in Single Parent Families (% of all children)	18.1%	33.3%	34.0%	13	429,586	23,568,955
Uninsured	21.0%	9.5%	8.7%	135	574,110	28,315,092
With a Disability, Age 18-64	12.8%	12.3%	10.5%	50	449,967	20,879,820
With a Disability, Age 18-64, Labor Force Participation Rate and Size	14.0%	43.6%	45.5%	7	196,340	9,492,098
Foreign Born	0.0%	4.2%	13.7%	0	258,202	45,281,071
Speak English Less Than Very Well (population 5 yrs and over)	0.0%	2.1%	8.2%	0	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.

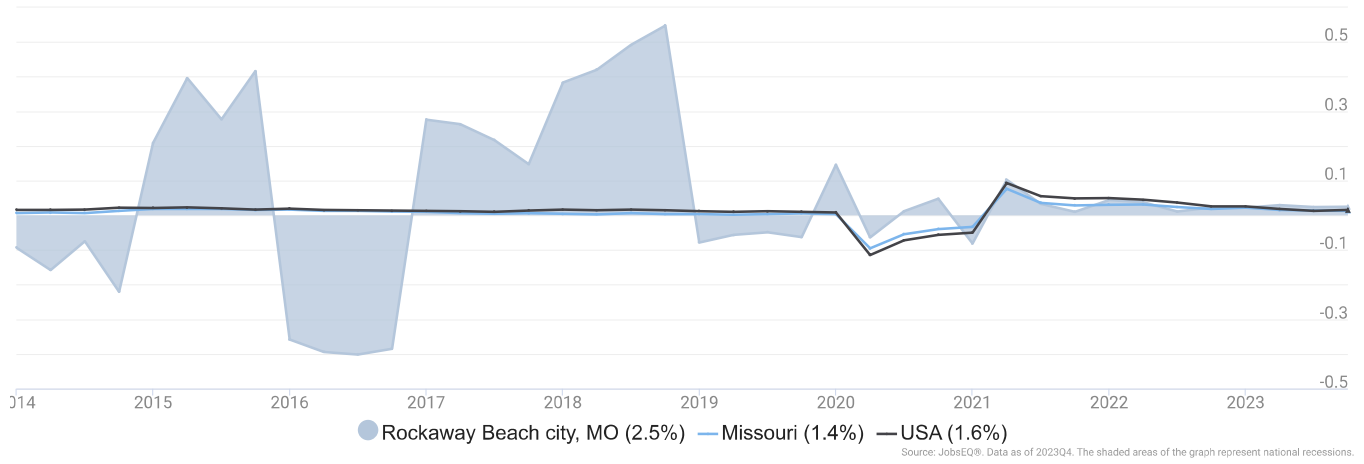
4. Census Population Estimate for 2022, annual average growth rate since 2012. Post-2019 data for Connecticut counties are imputed by Chmura.

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 Rockaway Beach, MO was 77 (based on a four-quarter moving average). Over the year ending 2023Q4, employment increased 2.5% in the region.

Employment for Rockaway Beach city, MO

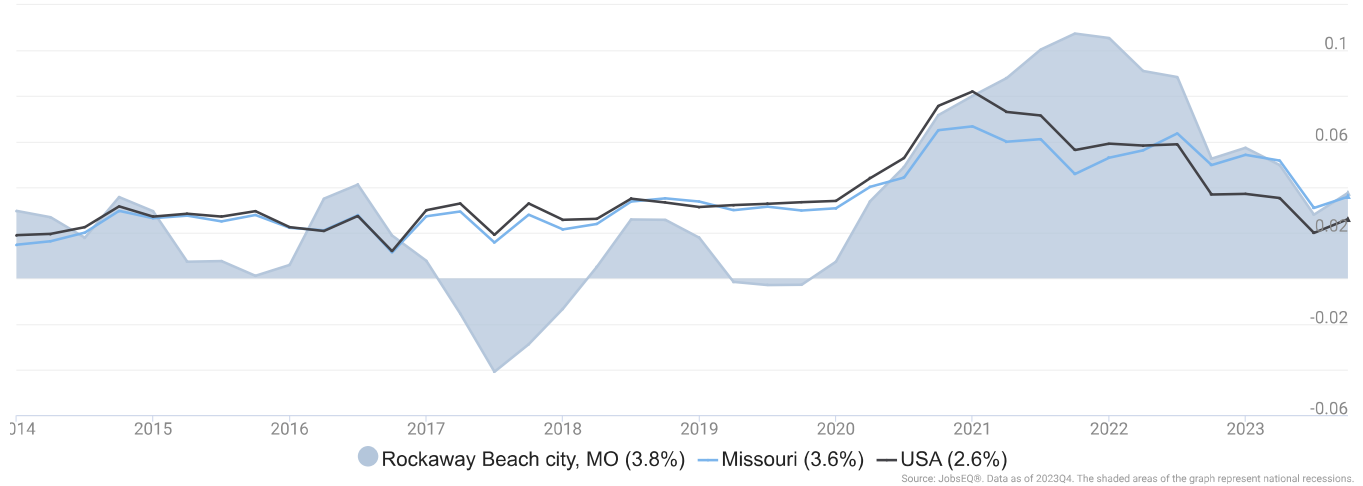


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2023Q3 with preliminary estimates updated to 2023Q4.

Wage Trends

The average worker in Rockaway Beach, MO earned annual wages of \$39,408 as of 2023Q4. Average annual wages per worker increased 3.8% 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 Rockaway Beach 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 16.5% lower in Rockaway Beach, MO than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Rockaway Beach city, MO	\$39,408	83.5	\$47,168
Missouri	\$59,553	88.2	\$67,502
USA	\$69,861	100.0	\$69,861

Source: [JobsEQ®](#)

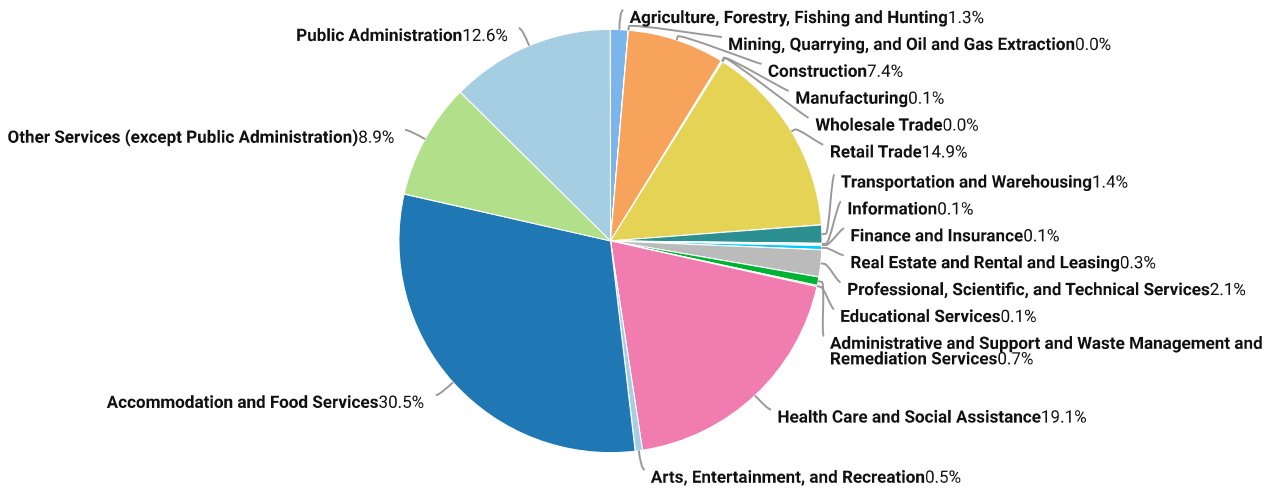
Data as of 2023Q4

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

Industry Snapshot

The largest sector in Rockaway Beach, MO is Accommodation and Food Services, employing 23 workers. The next-largest sectors in the region are Health Care and Social Assistance (15 workers) and Retail Trade (11). 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 Accommodation and Food Services (LQ = 3.51), Public Administration (2.72), and Other Services (except Public Administration) (2.10).

Total Workers for Rockaway Beach 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 Rockaway Beach, MO with the highest average wages per worker are Professional, Scientific, and Technical Services (\$80,623), Transportation and Warehousing (\$60,501), and Health Care and Social Assistance (\$57,480). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Retail Trade (+5 jobs), Construction (+3), and Professional, Scientific, and Technical Services (+1).

Over the next 5 years, employment in Rockaway Beach, MO is projected to expand by 1 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +2.0% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+2 jobs), Accommodation and Food Services (0), and Retail Trade (0).

Rockaway Beach, MO, 2023Q4¹

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	23	\$33,977	3.51	0	-0.3%	20	9	11	0	-0.2%
62	Health Care and Social Assistance	15	\$57,480	1.30	-4	-4.2%	9	4	4	2	2.0%
44	Retail Trade	11	\$32,197	1.50	5	13.7%	7	3	4	0	-0.8%
92	Public Administration	10	\$46,380	2.72	-1	-1.2%	4	2	2	0	-0.3%
81	Other Services (except Public Administration)	7	\$23,225	2.10	-2	-4.2%	4	2	2	0	-0.4%
23	Construction	6	\$44,115	1.24	3	13.3%	2	1	1	0	-0.2%
54	Professional, Scientific, and Technical Services	2	\$80,623	0.28	1	n/a	1	0	0	0	0.0%
11	Agriculture, Forestry, Fishing and Hunting	1	\$10,304	1.09	0	2.2%	1	0	0	0	-1.2%
48	Transportation and Warehousing	1	\$60,501	0.28	0	0.0%	1	0	0	0	-0.9%
56	Administrative and Support and Waste Management and Remediation Services	1	\$34,243	0.11	0	-7.7%	0	0	0	0	-0.2%
Total - All Industries		77	\$39,408	1.00	3	0.7%	42	18	23	1	0.2%

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 Rockaway Beach, MO is Food Preparation and Serving Related Occupations, employing 21 workers. The next-largest occupation groups in the region are Healthcare Support Occupations (11 workers) and Sales and Related Occupations (7). 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 = 3.35), Healthcare Support Occupations (3.18), and Community and Social Service Occupations (2.32).

Occupation groups in Rockaway Beach, MO with the highest average wages per worker are Healthcare Practitioners and Technical Occupations (\$91,900), Management Occupations (\$89,000), and Architecture and Engineering Occupations (\$86,000). The unemployment rate in the region varied among the major groups from 3.8% among Installation, Maintenance, and Repair Occupations to 8.8% among Transportation and Material Moving Occupations.

Over the next 5 years, the fastest growing occupation group in Rockaway Beach, MO is expected to be Healthcare Support Occupations with a +2.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+1 jobs) and Food Preparation and Serving Related Occupations (0). 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 (19 jobs) and Healthcare Support Occupations (8).

Rockaway Beach, MO, 2023Q4¹

SOC	Occupation	Current						5-Year History		5-Year Forecast				
		Empl	Mean Ann Wages ²	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	21	\$33,000	3.35	10	8.7%	n/a	-1	-0.6%	19	8	11	0	-0.1%
31-0000	Healthcare Support	11	\$34,700	3.18	1	5.5%	n/a	0	-0.2%	9	4	4	1	2.3%
41-0000	Sales and Related	7	\$41,000	1.10	4	7.6%	n/a	3	10.3%	5	3	3	0	-1.0%
43-0000	Office and Administrative Support	6	\$39,800	0.68	2	5.1%	n/a	0	-1.3%	3	2	2	0	-1.0%
11-0000	Management	4	\$89,000	0.71	0	n/a	n/a	0	1.6%	2	1	1	0	-0.2%
47-0000	Construction and Extraction	4	\$54,500	1.24	3	8.4%	n/a	2	9.6%	2	1	1	0	-0.1%
53-0000	Transportation and Material Moving	4	\$40,700	0.59	4	8.8%	n/a	1	8.5%	3	1	2	0	0.2%
21-0000	Community and Social Service	3	\$49,900	2.32	0	n/a	n/a	-1	-6.4%	2	1	1	0	0.3%
33-0000	Protective Service	3	\$43,800	2.08	0	n/a	n/a	0	-0.9%	1	1	1	0	-0.2%
13-0000	Business and Financial Operations	2	\$68,700	0.36	0	n/a	n/a	0	0.6%	1	0	0	0	0.0%
37-0000	Building and Grounds Cleaning and Maintenance	2	\$33,100	0.66	4	7.6%	n/a	0	-1.1%	1	1	1	0	-0.1%
39-0000	Personal Care and Service	2	\$32,800	0.86	1	7.7%	n/a	-1	-7.8%	1	1	1	0	0.0%
49-0000	Installation, Maintenance, and Repair	2	\$49,800	0.57	1	3.8%	n/a	0	2.6%	1	0	0	0	-0.3%
17-0000	Architecture and Engineering	1	\$86,000	0.54	0	n/a	n/a	0	n/a	0	0	0	0	0.0%
25-0000	Educational Instruction and Library	1	\$56,900	0.23	0	n/a	n/a	0	-4.7%	1	0	0	0	0.1%
27-0000	Arts, Design, Entertainment, Sports, and Media	1	\$53,200	0.99	0	n/a	n/a	0	-3.0%	1	0	0	0	-0.1%

Rockaway Beach, MO, 2023Q4¹

SOC	Occupation	Current						5-Year History		5-Year Forecast				
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
29-0000	Healthcare Practitioners and Technical	1	\$91,900	0.19	0	n/a	n/a	0	-3.1%	0	0	0	0	0.6%
51-0000	Production	1	\$43,300	0.14	2	6.6%	n/a	0	n/a	0	0	0	0	-0.5%
Total - All Occupations		77	\$47,800	1.00	n/a	n/a	n/a	3	0.8%	52	23	28	1	0.2%

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.

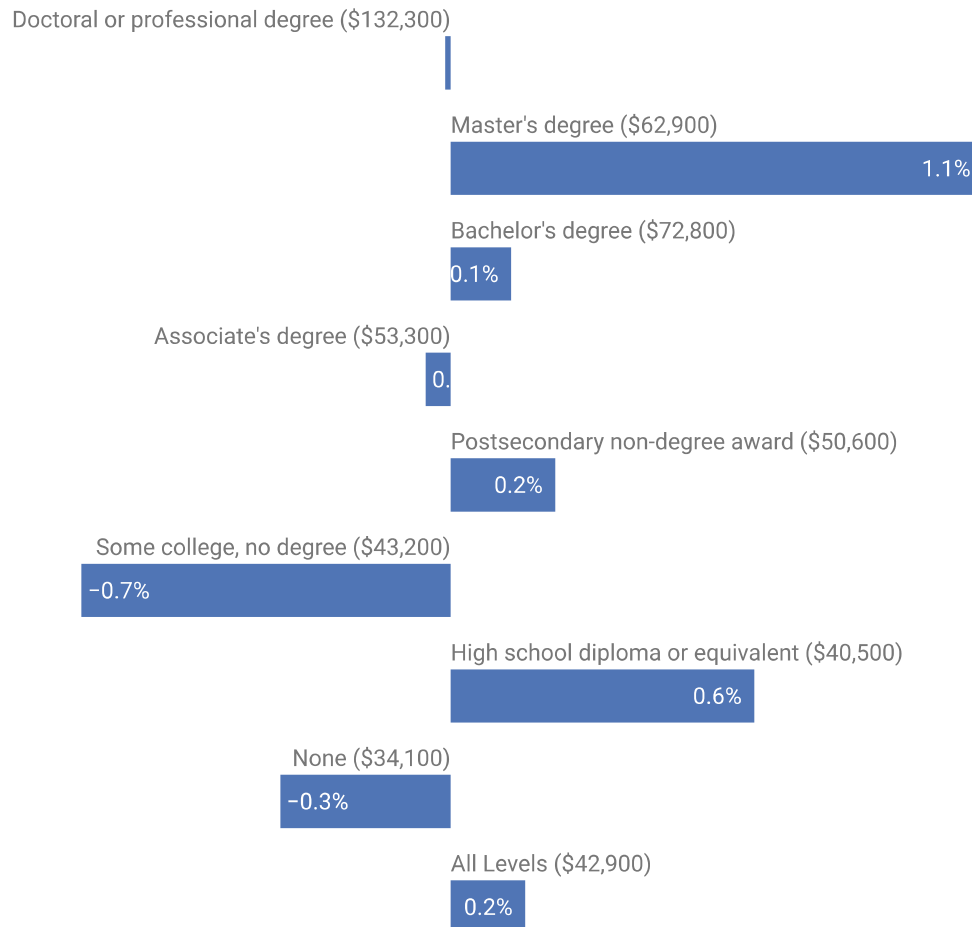
2. Wage data represent the average for all Covered Employment

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.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in Rockaway Beach, MO is projected to grow 0.2% over the next ten years, occupations typically requiring a postgraduate degree are expected to contract 0.0% per year, those requiring a bachelor's degree are forecast to grow 0.1% per year, and occupations typically needing a 2-year degree or certificate are expected to contract 0.0% per year.

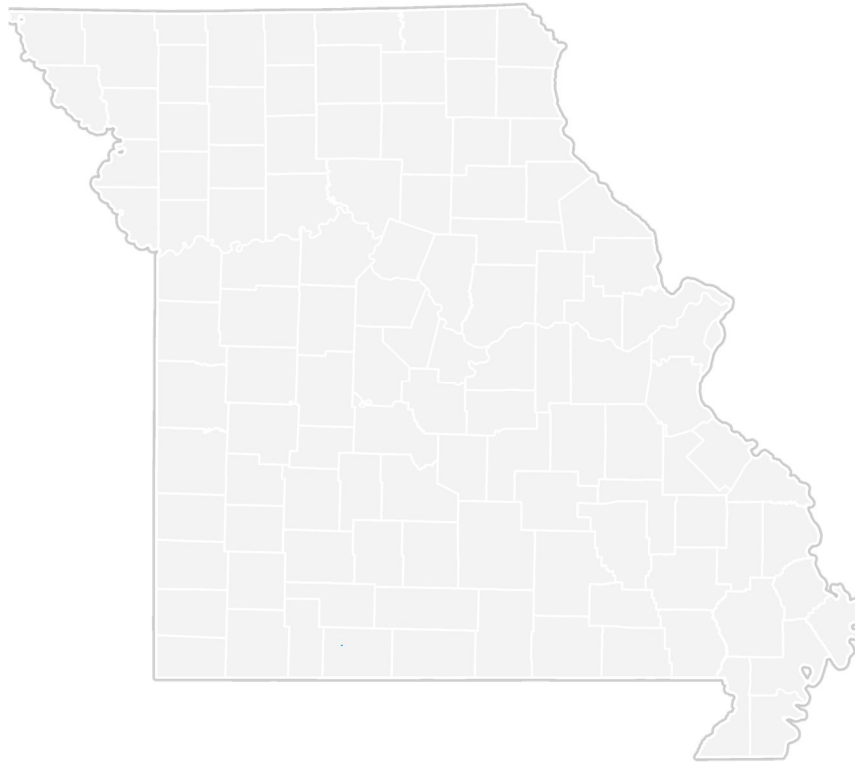
Annual Average Projected Job Growth by Education Levels



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.

Rockaway Beach city, MO Regional Map



FAQ

What is a location quotient?

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

What is separation demand?

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

What is a cluster?

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

What is the difference between industry wages and occupation wages?

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

What is NAICS?

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

What is SOC?

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

About This Report

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

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