



Economic Overview

July 1, 2020

City of Branson, MO



Taney County Partnership
Branson/Lakes Area Chamber of Commerce
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Demographic Profile

The population in the City of Branson, MO was 11,345 per American Community Survey data for 2014-2018.

The region has a civilian labor force of 5,540 with a participation rate of 60.1%. Of individuals 25 to 64 in the City of Branson, MO, 21.1% have a bachelor's degree or higher which compares with 32.9% in the nation.

The median household income in the City of Branson, MO is \$40,343 and the median house value is \$152,000.

Summary¹

	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
Demographics						
Population (ACS)	—	—	—	11,345	6,090,062	322,903,030
Male	45.7%	49.1%	49.2%	5,181	2,988,772	158,984,190
Female	54.3%	50.9%	50.8%	6,164	3,101,290	163,918,840
Median Age ²	—	—	—	41.8	38.5	37.9
Under 18 Years	20.1%	22.7%	22.8%	2,285	1,385,063	73,553,240
18 to 24 Years	10.1%	9.5%	9.6%	1,144	580,161	30,903,719
25 to 34 Years	10.9%	13.3%	13.8%	1,232	809,024	44,567,976
35 to 44 Years	12.4%	12.0%	12.6%	1,405	733,520	40,763,210
45 to 54 Years	11.7%	12.9%	13.2%	1,322	787,960	42,589,573
55 to 64 Years	10.3%	13.3%	12.8%	1,174	812,642	41,286,731
65 to 74 Years	14.0%	9.2%	8.8%	1,583	561,486	28,535,419
75 Years, and Over	10.6%	6.9%	6.4%	1,200	420,206	20,703,162
Race: White	85.7%	82.2%	72.7%	9,726	5,008,342	234,904,818
Race: Black or African American	4.0%	11.6%	12.7%	454	704,896	40,916,113
Race: American Indian and Alaska Native	0.7%	0.4%	0.8%	84	26,952	2,699,073
Race: Asian	2.4%	1.9%	5.4%	270	116,720	17,574,550
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	2	6,662	582,718
Race: Some Other Race	6.2%	1.2%	4.9%	698	71,162	15,789,961
Race: Two or More Races	1.0%	2.6%	3.2%	111	155,328	10,435,797
Hispanic or Latino (of any race)	11.0%	4.1%	17.8%	1,248	249,105	57,517,935
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over) ⁵	60.1%	62.8%	63.2%	5,540	3,044,052	162,248,196
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) ⁵	81.6%	82.3%	81.8%	3,229	1,909,550	104,136,254
Armed Forces Labor Force ⁵	0.0%	0.4%	0.4%	0	18,444	1,028,133
Veterans, Age 18-64 ⁵	3.6%	5.5%	4.7%	224	203,888	9,398,789
Veterans Labor Force Participation Rate and Size, Age 18-64 ⁵	73.7%	73.8%	76.3%	165	150,552	7,168,168
Median Household Income ^{2,5}	—	—	—	\$40,343	\$53,560	\$60,293
Per Capita Income ⁵	—	—	—	\$21,721	\$29,537	\$32,621
Mean Commute Time (minutes) ⁵	—	—	—	20.8	23.6	26.6
Commute via Public Transportation ⁵	1.7%	1.4%	5.0%	89	40,311	7,602,145
Educational Attainment, Age 25-64						
No High School Diploma	11.8%	9.1%	11.2%	604	285,139	18,885,967
High School Graduate	27.8%	28.6%	25.8%	1,427	897,820	43,699,272
Some College, No Degree	32.7%	22.9%	21.0%	1,676	720,174	35,525,113
Associate's Degree	6.7%	8.8%	9.1%	345	277,838	15,389,737
Bachelor's Degree	16.4%	19.4%	20.8%	844	610,001	35,261,652
Postgraduate Degree	4.6%	11.2%	12.1%	237	352,174	20,445,749
Housing						

Summary¹

	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
Total Housing Units	—	—	—	8,688	2,775,635	136,384,292
Median House Value (of owner-occupied units) ²	—	—	—	\$152,000	\$151,600	\$204,900
Homeowner Vacancy	0.9%	1.8%	1.7%	19	30,202	1,304,850
Rental Vacancy	8.3%	6.7%	6.0%	272	57,916	2,822,053
Renter-Occupied Housing Units (% of Occupied Units)	59.6%	33.2%	36.2%	2,995	794,426	43,285,318
Occupied Housing Units with No Vehicle Available (% of Occupied Units) ⁵	9.7%	7.0%	8.7%	487	167,384	10,424,934
Social						
Poverty Level (of all people) ⁵	20.1%	14.2%	14.1%	2,247	837,930	44,257,979
Households Receiving Food Stamps/SNAP	14.5%	11.6%	12.2%	729	278,848	14,635,287
Enrolled in Grade 12 (% of total population)	0.6%	1.3%	1.4%	65	77,672	4,442,295
Disconnected Youth ^{3,5}	8.9%	2.7%	2.6%	34	8,659	438,452
Children in Single Parent Families (% of all children) ⁵	53.3%	34.1%	34.3%	1,145	445,603	23,973,249
Uninsured	21.6%	9.7%	9.4%	2,437	581,002	29,752,767
With a Disability, Age 18-64 ⁵	10.9%	12.6%	10.3%	680	459,996	20,240,504
With a Disability, Age 18-64, Labor Force Participation Rate and Size ⁵	50.4%	40.4%	41.6%	343	185,695	8,421,018
Foreign Born	7.9%	4.1%	13.5%	891	247,788	43,539,499
Speak English Less Than Very Well (population 5 yrs and over)	3.4%	2.2%	8.5%	364	124,173	25,647,781

Source: [JobsEQ®](#)

1. American Community Survey 2014-2018, 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.

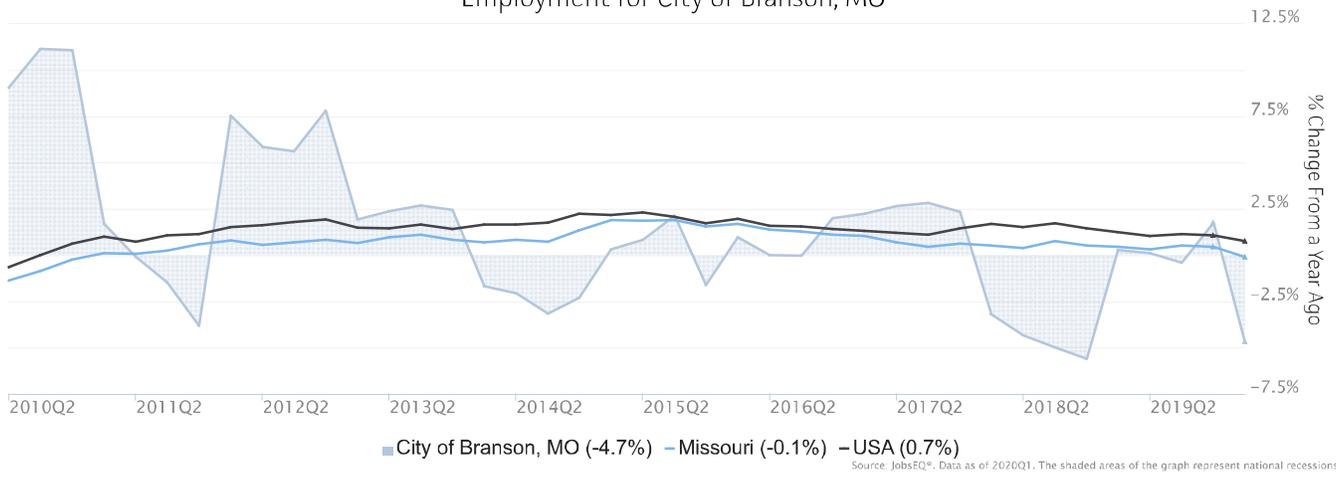
4. Census 2019, annual average growth rate since 2009

5. See Rio Arriba errata note in the Data Dictionary.

Employment Trends

As of 2020Q1, total employment for the City of Branson, MO was 18,639 (based on a four-quarter moving average). Over the year ending 2020Q1, employment declined 4.7% in the region.

Employment for City of Branson, MO

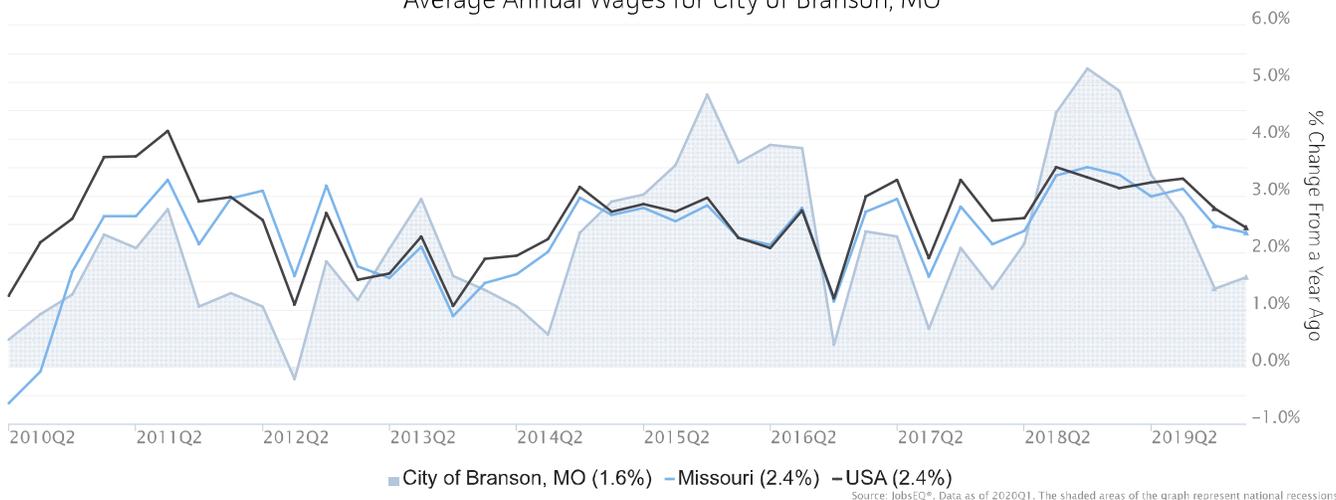


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q3 with preliminary estimates updated to 2020Q1.

Wage Trends

The average worker in the City of Branson, MO earned annual wages of \$31,894 as of 2020Q1. Average annual wages per worker increased 1.6% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$57,624 in the nation as of 2020Q1.

Average Annual Wages for City of Branson, 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 2019Q3 with preliminary estimates updated to 2020Q1.

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 12.5% lower in City of Branson, MO than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
City of Branson, MO	\$31,894	87.5	\$36,464
Missouri	\$49,172	88.0	\$55,877
USA	\$57,624	100.0	\$57,624

Source: [JobsEQ®](#)

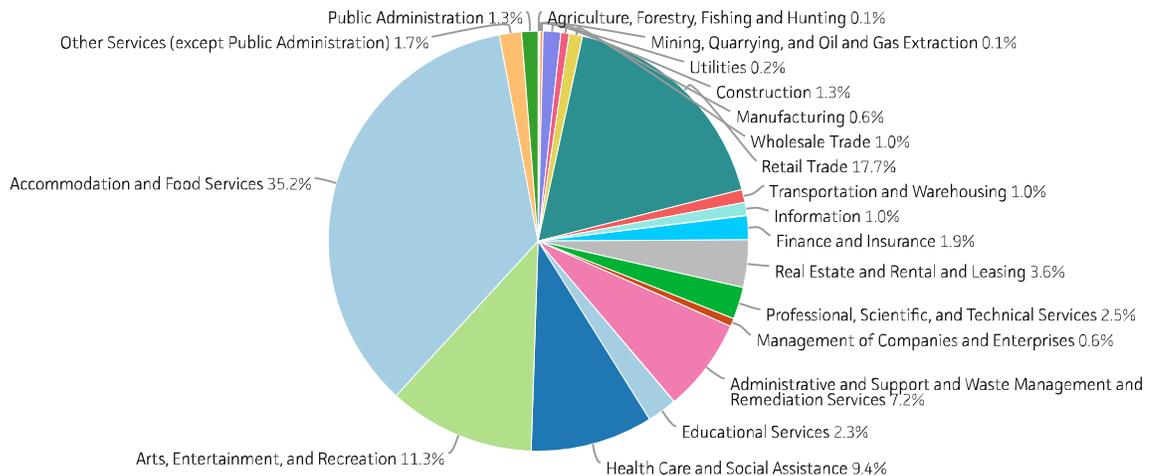
Data as of 2020Q1

Cost of Living per C2ER, data as of 2020q1, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the City of Branson, MO is Accommodation and Food Services, employing 6,556 workers. The next-largest sectors in the region are Retail Trade (3,295 workers) and Arts, Entertainment, and Recreation (2,107). 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 = 5.63), Accommodation and Food Services (3.90), and Real Estate and Rental and Leasing (2.10).

Total Workers for City of Branson, MO by Industry



Source: JobsEQ®, Data as of 2020Q1

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 2019Q3 with preliminary estimates updated to 2020Q1.

Sectors in the City of Branson, MO with the highest average wages per worker are Management of Companies and Enterprises (\$71,152), Utilities (\$56,941), and Finance and Insurance (\$54,740). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Accommodation and Food Services (+1,107 jobs), Administrative and Support and Waste Management and Remediation Services (+470), and Health Care and Social Assistance (+403).

Over the next 10 years, employment in the City of Branson, MO is projected to expand by 430 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 Accommodation and Food Services (+347 jobs), Health Care and Social Assistance (+218), and Arts, Entertainment, and Recreation (+65).

NAICS	Industry	Current			10-Year History		10-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
72	Accommodation and Food Services	6,556	\$24,801	3.90	1,107	1.9%	11,208	4,808	6,053	347	0.5%
44	Retail Trade	3,295	\$23,485	1.73	299	1.0%	4,085	1,886	2,385	-185	-0.6%
71	Arts, Entertainment, and Recreation	2,107	\$21,854	5.63	-51	-0.2%	3,068	1,343	1,660	65	0.3%
62	Health Care and Social Assistance	1,755	\$41,995	0.65	403	2.6%	1,966	859	888	218	1.2%
56	Administrative and Support and Waste Management and Remediation Services	1,340	\$42,998	1.13	470	4.4%	1,447	638	871	-62	-0.5%
53	Real Estate and Rental and Leasing	680	\$35,111	2.10	123	2.0%	728	318	382	29	0.4%
54	Professional, Scientific, and Technical Services	461	\$36,944	0.37	115	2.9%	367	143	242	-18	-0.4%
61	Educational Services	429	\$36,263	0.28	85	2.2%	391	190	205	-3	-0.1%
52	Finance and Insurance	348	\$54,740	0.47	51	1.6%	324	122	201	0	0.0%
81	Other Services (except Public Administration)	314	\$27,252	0.38	-461	-8.6%	369	165	197	8	0.2%
23	Construction	251	\$37,503	0.23	-144	-4.4%	280	92	165	23	0.9%
92	Public Administration	239	\$35,343	0.27	20	0.9%	224	93	127	4	0.2%
42	Wholesale Trade	189	\$39,436	0.27	71	4.8%	190	73	122	-6	-0.3%
51	Information	186	\$44,499	0.51	-81	-3.6%	168	63	113	-7	-0.4%
48	Transportation and Warehousing	183	\$29,518	0.21	-14	-0.7%	221	86	117	18	0.9%
31	Manufacturing	120	\$36,006	0.08	-8	-0.7%	115	45	77	-7	-0.6%
55	Management of Companies and Enterprises	116	\$71,152	0.41	12	1.0%	111	39	67	4	0.4%
22	Utilities	44	\$56,941	0.46	3	0.8%	42	15	26	2	0.4%
21	Mining, Quarrying, and Oil and Gas Extraction	14	\$32,833	0.18	14	36.0%	15	5	10	0	0.2%
11	Agriculture, Forestry, Fishing and Hunting	12	\$8,566	0.05	-15	-7.6%	13	6	7	0	-0.3%
Total - All Industries		18,639	\$31,894	1.00	1,999	1.1%	20,930	8,757	11,742	430	0.2%

Source: [JobsEQ®](#)

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 2019Q3 with preliminary estimates updated to 2020Q1. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the City of Branson, MO is Food Preparation and Serving Related Occupations, employing 4,300 workers. The next-largest occupation groups in the region are Sales and Related Occupations (3,138 workers) and Office and Administrative Support Occupations (2,288). 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 = 2.69), Building and Grounds Cleaning and Maintenance Occupations (2.39), and Arts, Design, Entertainment, Sports, and Media Occupations (1.93).

Occupation groups in the City of Branson, MO with the highest average wages per worker are Management Occupations (\$82,200), Computer and Mathematical Occupations (\$78,300), and Healthcare Practitioners and Technical Occupations (\$75,800). The unemployment rate in the region varied among the major groups from 1.9% among Healthcare Practitioners and Technical Occupations to 7.5% among Arts, Design, Entertainment, Sports, and Media Occupations.

Over the next 10 years, the fastest growing occupation group in the City of Branson, MO 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 (+406 jobs) and Healthcare Support Occupations (+83). 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 (7,743 jobs) and Sales and Related Occupations (4,427).

City of Branson, MO, 2020Q1¹

SOC	Occupation	Current						10-Year History		10-Year Forecast				
		Empl	Avg 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	4,300	\$23,900	2.69	87	6.4%	n/a	563	1.4%	8,149	3,055	4,688	406	0.9%
41-0000	Sales and Related	3,138	\$34,000	1.74	51	5.1%	n/a	302	1.0%	4,261	1,786	2,641	-166	-0.5%
43-0000	Office and Administrative Support	2,288	\$31,700	0.97	36	4.1%	n/a	156	0.7%	2,682	1,113	1,710	-141	-0.6%
37-0000	Building and Grounds Cleaning and Maintenance	1,520	\$25,900	2.39	29	5.6%	n/a	204	1.5%	1,995	939	1,062	-6	0.0%
11-0000	Management	859	\$82,200	0.72	7	2.0%	n/a	179	2.4%	794	221	536	37	0.4%
53-0000	Transportation and Material Moving	853	\$30,900	0.56	19	5.9%	n/a	119	1.5%	1,098	413	683	2	0.0%
39-0000	Personal Care and Service	811	\$24,300	1.53	24	7.2%	n/a	-10	-0.1%	1,593	718	833	42	0.5%
29-0000	Healthcare Practitioners and Technical	800	\$75,800	0.76	4	1.9%	n/a	183	2.6%	537	219	246	72	0.9%
27-0000	Arts, Design, Entertainment, Sports, and Media	655	\$43,000	1.93	15	7.5%	n/a	-161	-2.2%	691	255	461	-25	-0.4%
49-0000	Installation, Maintenance, and Repair	643	\$37,200	0.90	6	2.6%	n/a	64	1.1%	666	217	423	25	0.4%
13-0000	Business and Financial Operations	602	\$57,500	0.59	7	3.1%	n/a	158	3.1%	618	170	423	24	0.4%
25-0000	Educational Instruction and Library	419	\$42,800	0.40	9	3.5%	n/a	95	2.6%	398	179	210	8	0.2%
31-0000	Healthcare Support	418	\$27,800	0.51	6	3.7%	n/a	123	3.5%	631	255	292	83	1.8%
51-0000	Production	338	\$32,700	0.31	5	4.2%	n/a	27	0.8%	403	164	247	-9	-0.3%
47-0000	Construction and Extraction	274	\$46,300	0.32	8	5.8%	n/a	-93	-2.9%	328	92	217	19	0.7%

City of Branson, MO, 2020Q1¹

SOC	Occupation	Current				10-Year History				10-Year Forecast				
		Empl	Avg Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
33-0000	Protective Service	247	\$33,600	0.61	4	4.1%	n/a	-4	-0.2%	329	146	179	5	0.2%
15-0000	Computer and Mathematical	190	\$78,300	0.34	2	2.9%	n/a	56	3.5%	149	32	110	7	0.3%
21-0000	Community and Social Service	130	\$39,700	0.41	1	2.1%	n/a	32	2.9%	168	46	99	23	1.6%
23-0000	Legal	57	\$71,000	0.36	0	n/a	n/a	3	0.6%	43	15	24	4	0.7%
17-0000	Architecture and Engineering	53	\$75,700	0.17	0	n/a	n/a	-4	-0.7%	46	13	30	3	0.5%
19-0000	Life, Physical, and Social Science	36	\$69,100	0.22	0	n/a	n/a	7	2.3%	36	8	26	2	0.7%
45-0000	Farming, Fishing, and Forestry	10	\$34,600	0.09	0	n/a	n/a	-2	-1.6%	17	4	13	0	0.4%
Total - All Occupations		18,639	\$36,400	1.00	323	4.9%	n/a	1,999	1.1%	25,631	10,061	15,154	415	0.2%

Source: [JobsEQ®](#)

Data as of 2020Q1 unless noted otherwise

Note: Figures may not sum due to rounding.

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

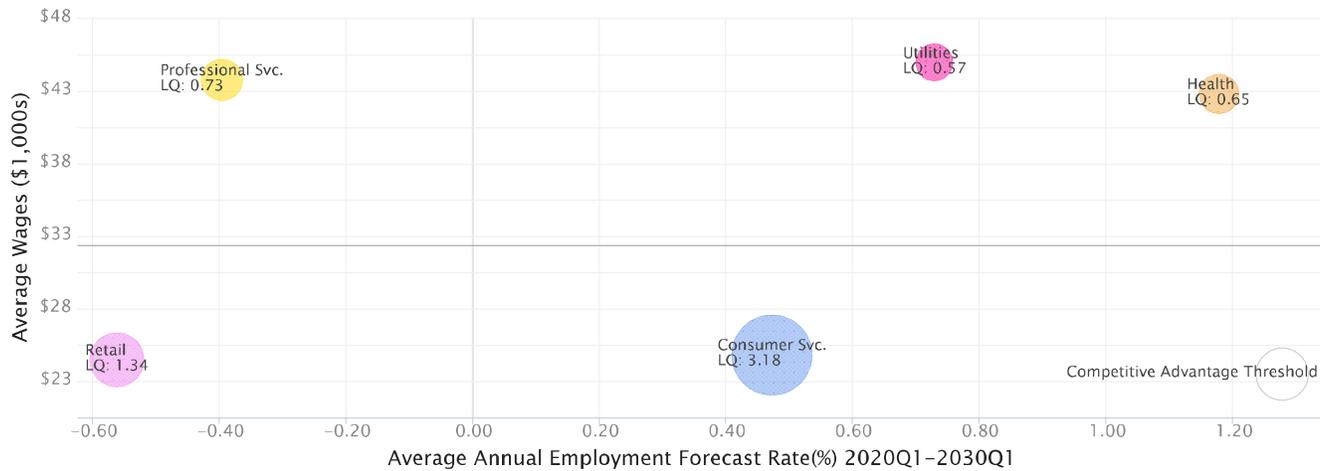
2. Wage data are as of 2019 and represent the average for all Covered Employment

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 2019Q3, imputed where necessary with preliminary estimates updated to 2020Q1. Wages by occupation are as of 2019 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 the City of Branson, MO with the highest relative concentration is Consumer Svc. with a location quotient of 3.18. This cluster employs 9,272 workers in the region with an average wage of \$24,309. Employment in the Consumer Svc. cluster is projected to expand in the region about 0.5% per year over the next ten years.

Industry Clusters for City of Branson, MO as of 2020Q1



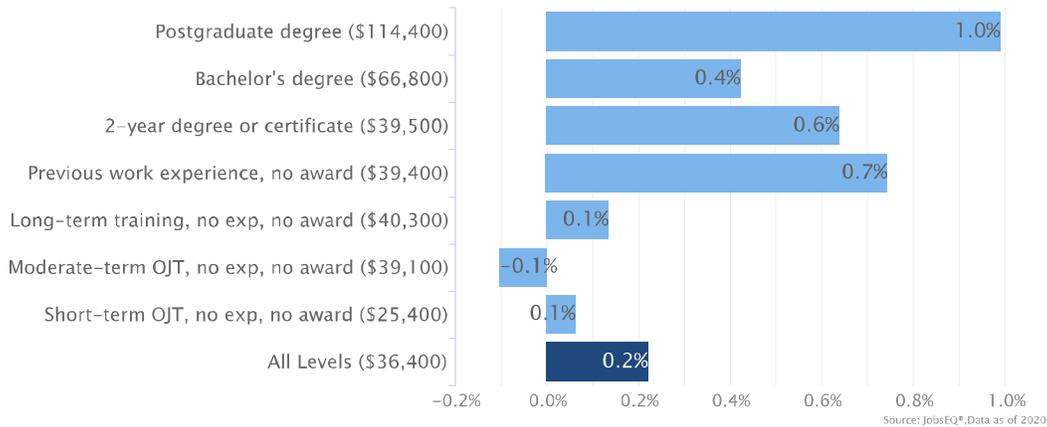
Source: JobsEQ[®], Data as of 2020Q1

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 2019Q3 with preliminary estimates updated to 2020Q1. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

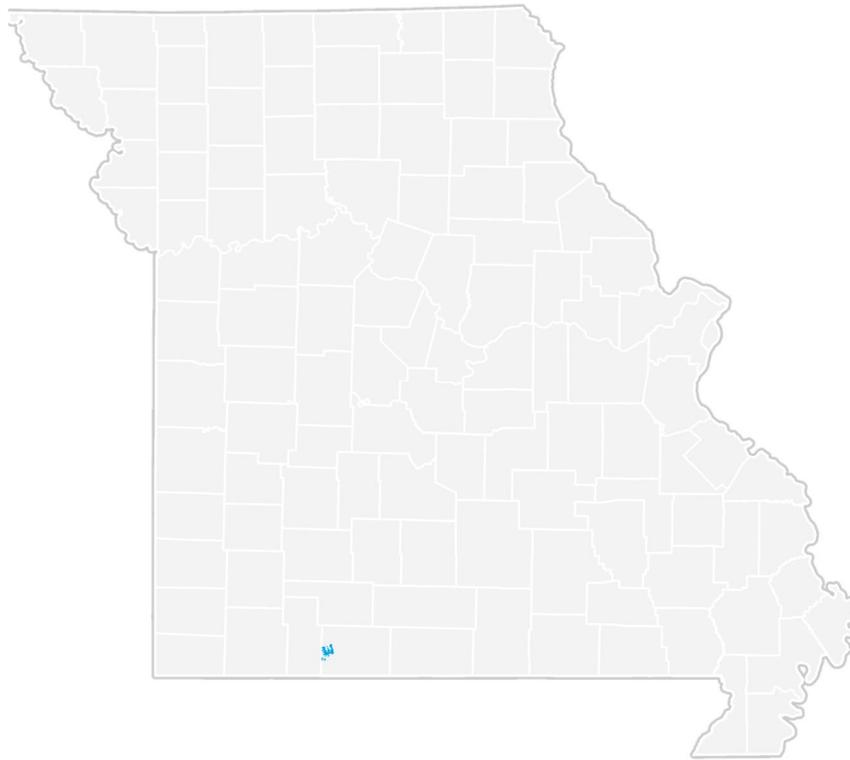
Expected growth rates for occupations vary by the education and training required. While all employment in the City of Branson, MO is projected to grow 0.2% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.0% per year, those requiring a bachelor’s degree are expected to grow 0.4% 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 grow 0.6% per year.

Annual Average Projected Job Growth by Training Required for City of Branson, MO



Employment by occupation data are estimates as of 2020Q1. 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.

City of 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.

Source: JobsEQ®, <http://www.chmuraecon.com/jobseq>
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