



Economic Overview

November 1, 2025

City of Branson, MO



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Demographic Profile

The population in Branson, MO was 12,760 per American Community Survey data for 2018-2022.

The region has a civilian labor force of 6,582 with a participation rate of 61.1%. Of individuals 25 to 64 in Branson, MO, 31.8% have a bachelor's degree or higher which compares with 36.5% in the nation.

The median household income in Branson, MO is \$54,961 and the median house value is \$237,900.

Summary¹

| | Percent | | | Value | | |
|---|-------------|----------|-------|-------------|-----------|-------------|
| | Branson, MO | Missouri | USA | Branson, MO | Missouri | USA |
| Demographics | | | | | | |
| Population (ACS) | — | — | — | 12,760 | 6,168,181 | 332,387,540 |
| Male | 45.1% | 49.3% | 49.5% | 5,758 | 3,040,690 | 164,545,087 |
| Female | 54.9% | 50.7% | 50.5% | 7,002 | 3,127,491 | 167,842,453 |
| Median Age ² | — | — | — | 38.2 | 38.9 | 38.7 |
| Under 18 Years | 18.9% | 22.5% | 22.2% | 2,418 | 1,386,571 | 73,645,238 |
| 18 to 24 Years | 11.4% | 9.1% | 9.1% | 1,452 | 564,178 | 30,307,641 |
| 25 to 34 Years | 16.2% | 13.2% | 13.7% | 2,069 | 813,041 | 45,497,632 |
| 35 to 44 Years | 9.3% | 12.7% | 13.1% | 1,186 | 783,391 | 43,492,887 |
| 45 to 54 Years | 7.7% | 11.7% | 12.3% | 984 | 723,910 | 40,847,713 |
| 55 to 64 Years | 12.5% | 13.3% | 12.8% | 1,592 | 817,961 | 42,626,382 |
| 65 to 74 Years | 13.0% | 10.4% | 10.0% | 1,653 | 640,198 | 33,293,127 |
| 75 Years and Over | 11.0% | 7.1% | 6.8% | 1,406 | 438,931 | 22,676,920 |
| Race: White | 81.4% | 78.3% | 63.4% | 10,387 | 4,831,646 | 210,875,446 |
| Race: Black or African American | 4.6% | 11.1% | 12.4% | 589 | 686,616 | 41,070,890 |
| Race: American Indian and Alaska Native | 0.1% | 0.3% | 0.9% | 16 | 16,830 | 2,924,996 |
| Race: Asian | 3.3% | 2.1% | 5.8% | 419 | 127,846 | 19,352,659 |
| Race: Native Hawaiian and Other Pacific Islander | 0.0% | 0.2% | 0.2% | 0 | 9,681 | 629,292 |
| Race: Some Other Race | 2.1% | 1.7% | 6.6% | 265 | 106,663 | 21,940,536 |
| Race: Two or More Races | 8.5% | 6.3% | 10.7% | 1,084 | 388,899 | 35,593,721 |
| Hispanic or Latino (of any race) | 7.4% | 5.1% | 19.0% | 943 | 311,924 | 63,131,589 |
| Economic | | | | | | |
| Labor Force Participation Rate and Size (civilian population 16 years and over) | 61.1% | 63.0% | 63.3% | 6,582 | 3,102,218 | 168,567,852 |
| Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) | 87.3% | 83.7% | 83.0% | 3,693 | 1,933,617 | 107,055,165 |
| Work from Home | 11.4% | 11.6% | 13.5% | 698 | 340,575 | 21,267,373 |
| Armed Forces Labor Force | 0.1% | 0.4% | 0.5% | 10 | 19,503 | 1,287,774 |
| Veterans, Age 18-64 | 5.1% | 4.7% | 4.2% | 369 | 172,139 | 8,410,268 |
| Veterans Labor Force Participation Rate and Size, Age 18-64 | 83.2% | 75.3% | 77.0% | 307 | 129,625 | 6,478,181 |
| Median Household Income ² | — | — | — | \$54,961 | \$68,920 | \$78,538 |
| Per Capita Income | — | — | — | \$35,892 | \$38,497 | \$43,289 |
| Mean Commute Time (minutes) | — | — | — | 17.7 | 23.7 | 26.6 |
| Commute via Public Transportation | 0.0% | 0.9% | 3.5% | 2 | 25,326 | 5,528,841 |
| Educational Attainment, Age 25-64 | | | | | | |
| No High School Diploma | 7.0% | 7.7% | 10.0% | 408 | 241,744 | 17,176,172 |
| High School Graduate | 28.0% | 28.6% | 25.0% | 1,630 | 896,454 | 43,057,491 |
| Some College, No Degree | 26.3% | 20.9% | 19.3% | 1,531 | 654,389 | 33,315,654 |
| Associate's Degree | 7.0% | 9.0% | 9.2% | 406 | 283,253 | 15,894,085 |
| Bachelor's Degree | 24.2% | 21.2% | 22.8% | 1,411 | 664,227 | 39,256,774 |
| Postgraduate Degree | 7.6% | 12.7% | 13.8% | 445 | 398,236 | 23,764,438 |

Summary¹

| | Percent | | | Value | | |
|--|-------------|----------|-------|-------------|-----------|-------------|
| | Branson, MO | Missouri | USA | Branson, MO | Missouri | USA |
| Housing | | | | | | |
| Total Housing Units | — | — | — | 8,723 | 2,809,501 | 142,332,876 |
| Median House Value (of owner-occupied units) ^{2,5} | — | — | — | \$237,900 | \$215,600 | \$303,400 |
| Homeowner Vacancy | 0.8% | 1.0% | 1.0% | 22 | 16,517 | 850,724 |
| Rental Vacancy | 0.6% | 5.0% | 5.5% | 20 | 42,161 | 2,605,688 |
| Renter-Occupied Housing Units (% of Occupied Units) | 54.1% | 32.1% | 35.0% | 3,060 | 796,762 | 44,590,828 |
| Owner-Occupied Housing Units (% of Occupied Units) | 45.9% | 67.9% | 65.0% | 2,600 | 1,688,072 | 82,892,037 |
| Occupied Housing Units with No Vehicle Available (% of Occupied Units) | 6.7% | 6.6% | 8.3% | 380 | 163,178 | 10,602,826 |
| Social | | | | | | |
| Poverty Level (of all people) | 19.0% | 12.6% | 12.4% | 2,392 | 756,528 | 40,390,045 |
| Households Receiving Food Stamps/SNAP | 13.2% | 9.9% | 11.8% | 749 | 246,339 | 15,004,950 |
| Enrolled in Grade 12 (% of total population) | 0.9% | 1.2% | 1.3% | 110 | 75,371 | 4,405,676 |
| Disconnected Youth ³ | 0.0% | 2.9% | 2.4% | 0 | 9,568 | 420,352 |
| Children in Single Parent Families (% of all children) | 17.9% | 32.8% | 34.0% | 388 | 426,081 | 23,701,745 |
| Uninsured | 18.1% | 9.2% | 8.6% | 2,285 | 556,180 | 28,000,876 |
| With a Disability, Age 18-64 | 12.3% | 12.6% | 10.7% | 893 | 457,446 | 21,269,700 |
| With a Disability, Age 18-64, Labor Force Participation Rate and Size | 64.5% | 45.3% | 47.0% | 576 | 207,247 | 10,001,264 |
| Foreign Born | 5.0% | 4.4% | 13.9% | 636 | 269,902 | 46,108,901 |
| Speak English Less Than Very Well (population 5 yrs and over) | 4.8% | 2.2% | 8.4% | 570 | 128,088 | 26,299,012 |

Source: [JobsEQ®](#)

1. American Community Survey 2019-2023, 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.

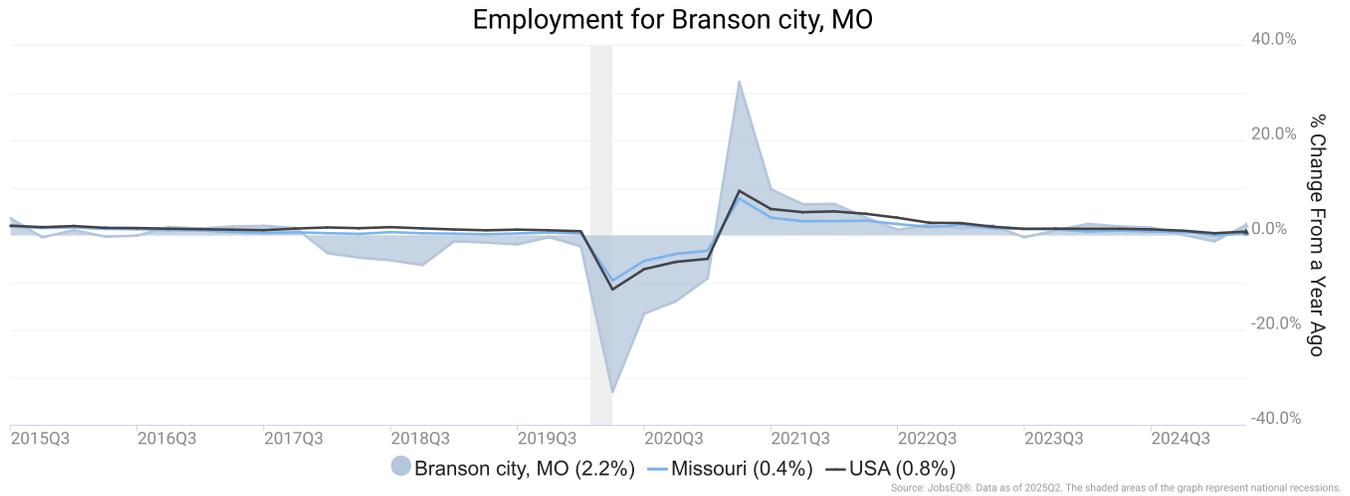
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2024, annual average growth rate since 2014.

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

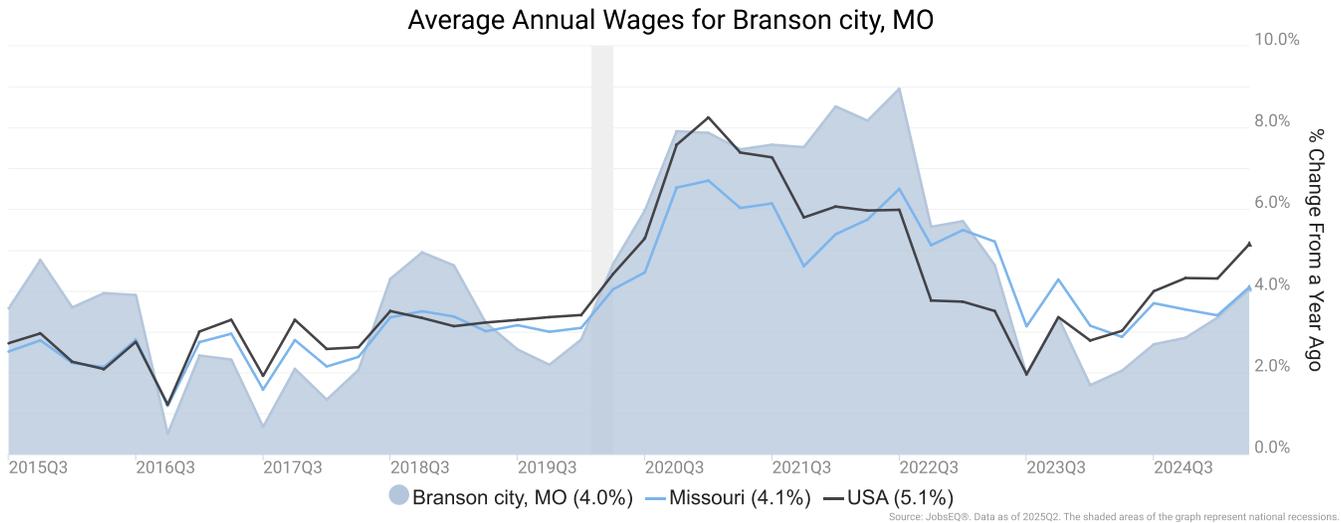
As of 2025Q2, total employment for Branson, MO was 19,240 (based on a four-quarter moving average). Over the year ending 2025Q2, employment increased 2.2% in the region.



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 2025Q1 with preliminary estimates updated to 2025Q2.

Wage Trends

The average worker in Branson, MO earned annual wages of \$42,477 as of 2025Q2. Average annual wages per worker increased 4.0% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$75,686 in the nation as of 2025Q2.



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 2025Q1 with preliminary estimates updated to 2025Q2.

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 8.7% 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, MO | \$42,477 | 91.3 | \$46,506 |
| Missouri | \$63,552 | 89.4 | \$71,087 |
| USA | \$75,686 | 100.0 | \$75,686 |

Source: [JobsEQ®](#)

Data as of 2025Q2

Cost of Living per [COLI](#), data as of 2025Q2, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in Branson, MO is Accommodation and Food Services, employing 6,522 workers. The next-largest sectors in the region are Retail Trade (3,341 workers) and Health Care and Social Assistance (2,396). 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 = 5.55), Accommodation and Food Services (3.91), and Retail Trade (1.80).

Total Workers for Branson city, MO by Industry



Source: JobsEQ®
 Data as of 2025Q2
 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 2025Q1 with preliminary estimates updated to 2025Q2.

Sectors in Branson, MO with the highest average wages per worker are Utilities (\$103,215), Management of Companies and Enterprises (\$78,902), and Finance and Insurance (\$69,870). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Accommodation and Food Services (+509 jobs), Arts, Entertainment, and Recreation (+410), and Health Care and Social Assistance (+357).

Over the next 1 year, employment in Branson, MO is projected to contract by 35 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +0.2% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+6 jobs), Arts, Entertainment, and Recreation (+1), and Professional, Scientific, and Technical Services (0).

Branson, MO, 2025Q2¹

| NAICS | Industry | Current | | | 5-Year History | | 1-Year Forecast | | | | |
|-------------------------------|--|---------------|-----------------|-------------|----------------|-------------|-----------------|------------|--------------|-------------|--------------|
| | | Empl | Avg Ann Wages | LQ | Empl Change | Ann % | Total Demand | Exits | Transfers | Empl Growth | Ann % Growth |
| 72 | Accommodation and Food Services | 6,522 | \$36,707 | 3.91 | 509 | 1.6% | 1,115 | 500 | 625 | -10 | -0.2% |
| 44 | Retail Trade | 3,341 | \$32,610 | 1.80 | 122 | 0.7% | 425 | 204 | 244 | -23 | -0.7% |
| 62 | Health Care and Social Assistance | 2,396 | \$63,842 | 0.81 | 357 | 3.3% | 236 | 111 | 119 | 6 | 0.2% |
| 71 | Arts, Entertainment, and Recreation | 2,258 | \$29,190 | 5.55 | 410 | 4.1% | 323 | 137 | 185 | 1 | 0.0% |
| 56 | Administrative and Support and Waste Management and Remediation Services | 1,330 | \$45,937 | 1.15 | -199 | -2.7% | 146 | 64 | 84 | -2 | -0.2% |
| 61 | Educational Services | 625 | \$45,220 | 0.40 | 73 | 2.5% | 56 | 28 | 30 | -3 | -0.4% |
| 53 | Real Estate and Rental and Leasing | 548 | \$45,378 | 1.63 | -218 | -6.5% | 51 | 25 | 27 | -1 | -0.2% |
| 81 | Other Services (except Public Administration) | 535 | \$36,000 | 0.65 | 72 | 2.9% | 59 | 26 | 33 | -1 | -0.1% |
| 52 | Finance and Insurance | 315 | \$69,870 | 0.42 | -22 | -1.4% | 25 | 11 | 15 | -1 | -0.2% |
| 54 | Professional, Scientific, and Technical Services | 308 | \$50,627 | 0.22 | -97 | -5.3% | 24 | 10 | 15 | 0 | -0.1% |
| 48 | Transportation and Warehousing | 221 | \$35,797 | 0.23 | 21 | 2.0% | 23 | 10 | 13 | -1 | -0.3% |
| 23 | Construction | 206 | \$48,877 | 0.18 | 56 | 6.5% | 17 | 7 | 10 | 0 | 0.0% |
| 92 | Public Administration | 179 | \$50,027 | 0.20 | -5 | -0.5% | 16 | 7 | 9 | -1 | -0.3% |
| 51 | Information | 158 | \$36,202 | 0.43 | -8 | -1.0% | 13 | 5 | 8 | 0 | -0.3% |
| 55 | Management of Companies and Enterprises | 113 | \$78,902 | 0.38 | -31 | -4.7% | 9 | 4 | 6 | 0 | -0.1% |
| 42 | Wholesale Trade | 78 | \$53,933 | 0.11 | -21 | -4.6% | 7 | 3 | 5 | 0 | -0.3% |
| 31 | Manufacturing | 75 | \$52,637 | 0.05 | -31 | -6.7% | 7 | 3 | 4 | 0 | -0.5% |
| 11 | Agriculture, Forestry, Fishing and Hunting | 22 | \$16,482 | 0.10 | 12 | 17.2% | 2 | 1 | 1 | 0 | -0.9% |
| 22 | Utilities | 8 | \$103,215 | 0.08 | 4 | 15.8% | 1 | 0 | 0 | 0 | 0.1% |
| 21 | Mining, Quarrying, and Oil and Gas Extraction | 1 | \$36,130 | 0.01 | -8 | -35.7% | 0 | 0 | 0 | 0 | 0.2% |
| Total - All Industries | | 19,240 | \$42,477 | 1.00 | 996 | 1.1% | 2,012 | 904 | 1,143 | -35 | -0.2% |

Source: [JobsEQ®](#)

Data as of 2025Q2

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 2025Q1 with preliminary estimates updated to 2025Q2. 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 4,377 workers. The next-largest occupation groups in the region are Sales and Related Occupations (2,543 workers) and Office and Administrative Support Occupations (2,048). 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 = 2.76), Building and Grounds Cleaning and Maintenance Occupations (2.54), and Arts, Design, Entertainment, Sports, and Media Occupations (1.81).

Occupation groups in Branson, MO with the highest average wages per worker are Healthcare Practitioners and Technical Occupations (\$91,700), Computer and Mathematical Occupations (\$88,300), and Management Occupations (\$88,000). The unemployment rate in the region varied among the major groups from 2.0% among Healthcare Practitioners and Technical Occupations to 11.4% among Farming, Fishing, and Forestry Occupations.

Over the next 1 year, the fastest growing occupation group in Branson, MO is expected to be Healthcare Support Occupations with a +0.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+4 jobs) and Healthcare Practitioners and Technical Occupations (+2). 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 (759 jobs) and Sales and Related Occupations (342).

Branson, MO, 2025Q2¹

| SOC | Occupation | Current | | | | | | 5-Year History | | 1-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 | 4,377 | \$34,500 | 2.76 | 105 | 8.7% | n/a | 332 | 1.6% | 748 | 335 | 424 | -12 | -0.3% |
| 41-0000 | Sales and Related | 2,543 | \$40,200 | 1.53 | 66 | 7.2% | n/a | -228 | -1.7% | 322 | 162 | 180 | -19 | -0.8% |
| 43-0000 | Office and Administrative Support | 2,048 | \$41,700 | 0.94 | 52 | 6.1% | n/a | -144 | -1.3% | 227 | 110 | 131 | -14 | -0.7% |
| 37-0000 | Building and Grounds Cleaning and Maintenance | 1,606 | \$35,700 | 2.54 | 40 | 7.5% | n/a | 257 | 3.5% | 212 | 108 | 109 | -5 | -0.3% |
| 11-0000 | Management | 1,312 | \$88,000 | 0.87 | 17 | 2.7% | n/a | 174 | 2.9% | 103 | 35 | 67 | 1 | 0.1% |
| 29-0000 | Healthcare Practitioners and Technical | 1,108 | \$91,700 | 0.96 | 6 | 2.0% | n/a | 188 | 3.8% | 61 | 32 | 27 | 2 | 0.2% |
| 53-0000 | Transportation and Material Moving | 1,014 | \$44,100 | 0.62 | 31 | 9.1% | n/a | 48 | 1.0% | 138 | 60 | 77 | 2 | 0.2% |
| 39-0000 | Personal Care and Service | 847 | \$36,100 | 1.70 | 37 | 10.8% | n/a | 103 | 2.6% | 166 | 70 | 97 | 0 | 0.0% |
| 49-0000 | Installation, Maintenance, and Repair | 748 | \$53,500 | 1.01 | 8 | 4.3% | n/a | 46 | 1.3% | 67 | 31 | 36 | 0 | 0.0% |
| 13-0000 | Business and Financial Operations | 619 | \$73,500 | 0.49 | 17 | 4.3% | n/a | 3 | 0.1% | 50 | 19 | 30 | 1 | 0.1% |
| 27-0000 | Arts, Design, Entertainment, Sports, and Media | 612 | \$64,100 | 1.81 | 27 | 8.8% | n/a | 29 | 1.0% | 57 | 25 | 33 | -1 | -0.2% |
| 31-0000 | Healthcare Support | 592 | \$38,700 | 0.64 | 9 | 4.8% | n/a | 86 | 3.2% | 83 | 37 | 42 | 4 | 0.6% |
| 25-0000 | Educational Instruction and Library | 583 | \$53,800 | 0.56 | 10 | 4.2% | n/a | 88 | 3.3% | 52 | 26 | 27 | -1 | -0.2% |
| 33-0000 | Protective Service | 253 | \$45,800 | 0.60 | 7 | 5.9% | n/a | 28 | 2.4% | 33 | 15 | 19 | -1 | -0.4% |
| 51-0000 | Production | 251 | \$46,200 | 0.24 | 8 | 7.4% | n/a | -24 | -1.8% | 31 | 15 | 17 | -1 | -0.2% |
| 47-0000 | Construction and Extraction | 214 | \$57,300 | 0.25 | 15 | 8.4% | n/a | 21 | 2.1% | 17 | 7 | 10 | 0 | 0.0% |

Branson, MO, 2025Q2¹

| SOC | Occupation | Current | | | | | | 5-Year History | | 1-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 |
| 21-0000 | Community and Social Service | 198 | \$56,400 | 0.55 | 4 | 4.3% | n/a | 21 | 2.3% | 19 | 8 | 10 | 1 | 0.6% |
| 15-0000 | Computer and Mathematical | 166 | \$88,300 | 0.27 | 6 | 4.3% | n/a | -25 | -2.8% | 9 | 4 | 5 | 0 | 0.1% |
| 23-0000 | Legal | 52 | \$75,000 | 0.32 | 1 | 2.6% | n/a | -2 | -0.7% | 3 | 1 | 2 | 0 | -0.2% |
| 19-0000 | Life, Physical, and Social Science | 41 | \$73,300 | 0.23 | 2 | 5.5% | n/a | 3 | 1.7% | 3 | 1 | 2 | 0 | 0.2% |
| 17-0000 | Architecture and Engineering | 31 | \$84,000 | 0.10 | 1 | 2.8% | n/a | -16 | -7.8% | 2 | 1 | 1 | 0 | 0.1% |
| 45-0000 | Farming, Fishing, and Forestry | 27 | \$46,000 | 0.24 | 2 | 11.4% | n/a | 7 | 6.7% | 4 | 2 | 2 | 0 | -0.7% |
| Total - All Occupations | | 19,240 | \$50,000 | 1.00 | n/a | n/a | n/a | 996 | 1.1% | 2,407 | 1,101 | 1,349 | -43 | -0.2% |

Source: [JobsEQ®](#)

Data as of 2025Q2 unless noted otherwise

Note: Figures may not sum due to rounding.

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

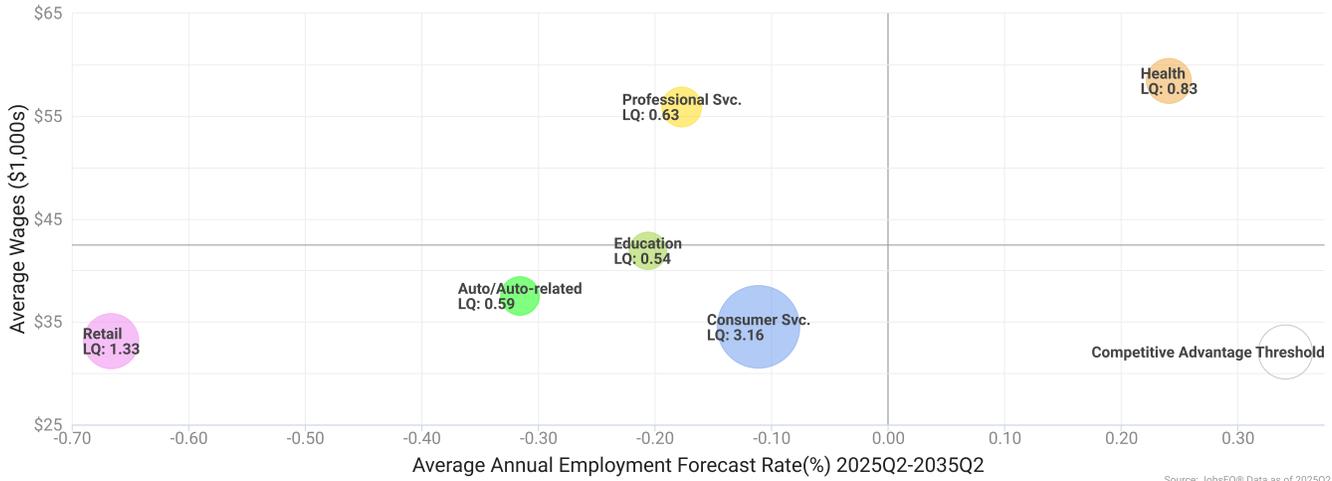
2. Wage data represent the average for all Covered Employment

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 2025Q1, imputed where necessary with preliminary estimates updated to 2025Q2. Wages by occupation are as of 2025 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 3.16. This cluster employs 9,354 workers in the region with an average wage of \$34,514. 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 2025Q2



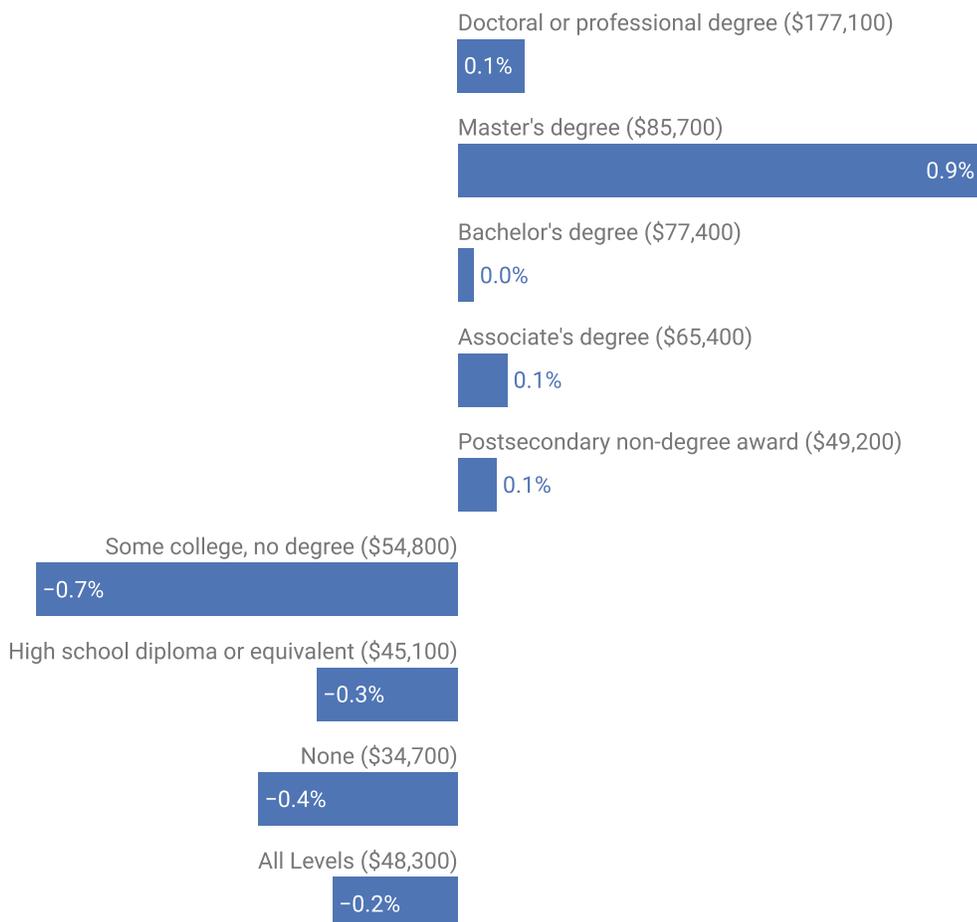
Source: JobsEQ® Data as of 2025Q2

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 2025Q1 with preliminary estimates updated to 2025Q2. 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 0.2% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.1% per year, those requiring a bachelor’s degree are forecast to grow 0.0% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.1% per year.

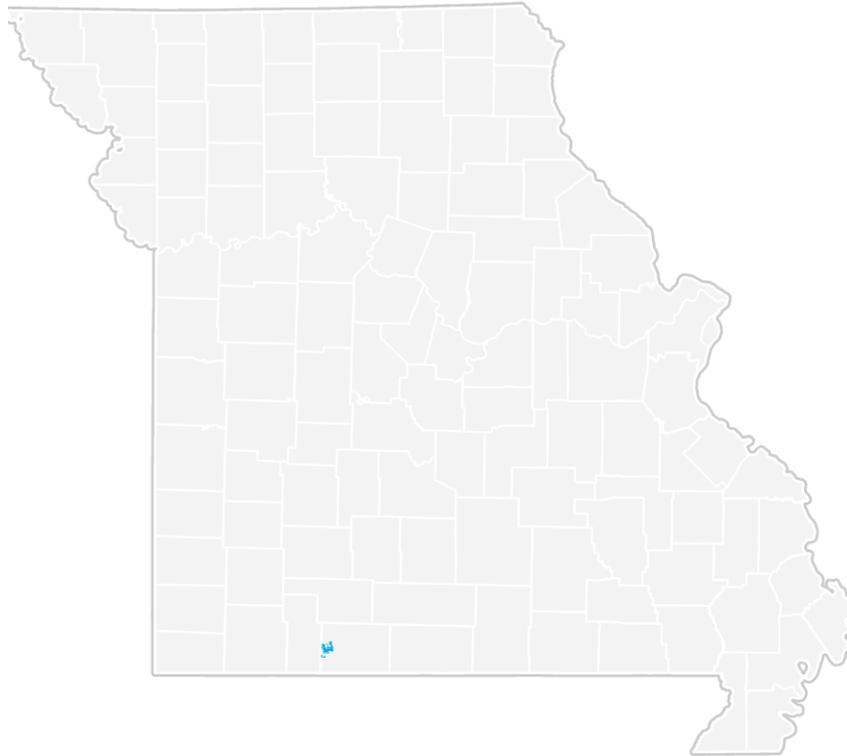
Annual Average Projected Job Growth by Education Levels



Source: JobsEQ®
Data as of 2025Q2

Employment by occupation data are estimates as of 2025Q2. 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

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