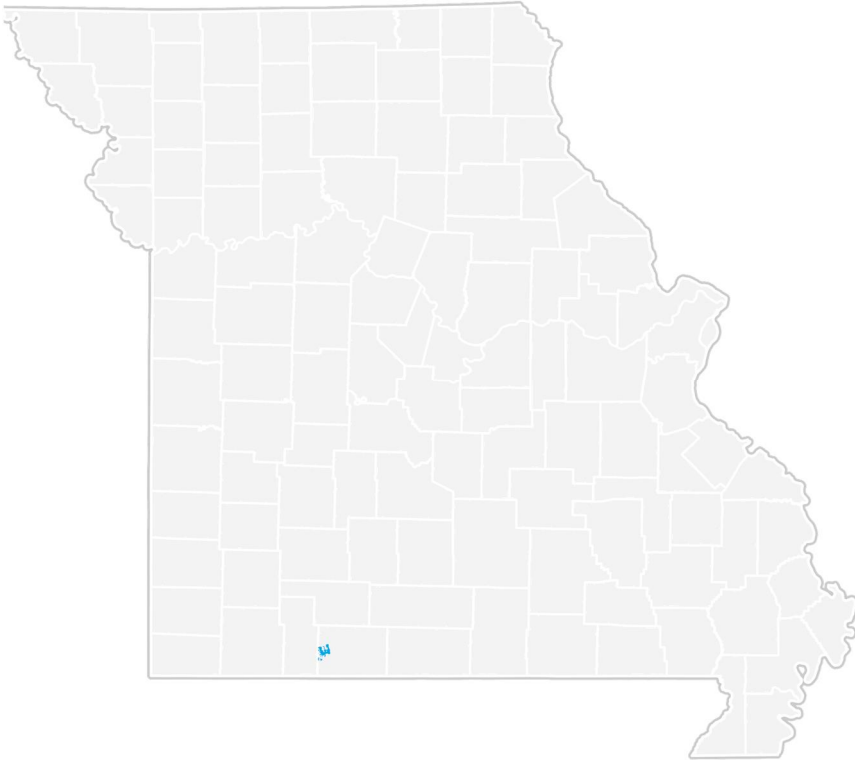


Economic Overview

City of Branson, MO



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Demographic Profile

In 2010, the population in the City of Branson, MO was 10,520.

The region has a civilian labor force of 5,398 with a participation rate of 58.6%. Of individuals 25 to 64 in the City of Branson, MO, 25.5% have a bachelor's degree or higher which compares with 31.3% in the nation.

The median household income in the City of Branson, MO is \$40,303 and the median house value is \$167,800.

Summary ¹						
	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
Demographics						
Population ⁴	.	.	.	10,520	5,988,927	308,745,538
Median Age ^{2,4}	.	.	.	41.2	37.9	37.2
Under 18 Years ⁴	18.8%	23.8%	24.0%	1,976	1,425,436	74,181,467
18 to 24 Years ⁴	10.3%	9.8%	9.9%	1,081	589,264	30,672,088
25 to 34 Years ⁴	13.5%	12.9%	13.3%	1,417	775,467	41,063,948
35 to 44 Years ⁴	12.4%	12.5%	13.3%	1,302	748,616	41,070,606
45 to 54 Years ⁴	12.9%	14.8%	14.6%	1,356	888,572	45,006,716
55 to 64 Years ⁴	12.7%	12.1%	11.8%	1,331	723,278	36,482,729
65 to 74 Years ⁴	11.2%	7.5%	7.0%	1,176	450,490	21,713,429
75 Years, and Over ⁴	8.4%	6.5%	6.0%	881	387,804	18,554,555
Race: White ⁴	89.0%	82.8%	72.4%	9,358	4,958,770	223,553,265
Race: Black or African American ⁴	2.0%	11.6%	12.6%	207	693,391	38,929,319
Race: American Indian and Alaska Native ⁴	0.9%	0.5%	0.9%	92	27,376	2,932,248
Race: Asian ⁴	1.5%	1.6%	4.8%	159	98,083	14,674,252
Race: Native Hawaiian and Other Pacific Islander ⁴	0.1%	0.1%	0.2%	13	6,261	540,013
Race: Some Other Race ⁴	3.9%	1.3%	6.2%	413	80,457	19,107,368
Race: Two or More Races ⁴	2.6%	2.1%	2.9%	278	124,589	9,009,073
Hispanic or Latino (of any race) ⁴	8.8%	3.5%	16.3%	928	212,470	50,477,594
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	58.6%	63.2%	63.3%	5,398	3,034,524	158,897,824
Armed Forces Labor Force	0.0%	0.4%	0.4%	0	19,414	1,015,464
Veterans, Age 18-64	9.1%	6.5%	5.5%	624	241,564	10,750,884
Median Household Income ²	.	.	.	\$40,303	\$48,173	\$53,889
Per Capita Income	.	.	.	\$23,017	\$26,259	\$28,930
Poverty Level (of all people)	19.9%	15.6%	15.5%	2,173	915,972	47,749,043
Households Receiving Food Stamps	17.0%	13.5%	13.2%	840	319,109	15,399,651
Mean Commute Time (minutes)	.	.	.	20.2	23.2	25.9
Commute via Public Transportation	1.2%	1.5%	5.1%	57	41,297	7,362,038
Union Membership ³	5.5%	8.9%	10.7%	.	.	.

Summary ¹						
	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
Educational Attainment, Age 25-64						
No High School Diploma	9.4%	9.8%	11.8%	528	307,374	19,736,243
High School Graduate	29.6%	29.1%	26.4%	1,660	917,250	43,982,863
Some College, No Degree	29.6%	23.5%	21.7%	1,657	739,546	36,187,232
Associate's Degree	5.9%	8.4%	8.8%	329	264,519	14,742,654
Bachelor's Degree	20.5%	18.6%	19.9%	1,150	586,306	33,245,950
Postgraduate Degree	4.9%	10.6%	11.4%	277	332,704	18,952,103
Housing						
Total Housing Units	.	.	.	8,982	2,729,862	133,351,840
Median House Value (of owner-occupied units) ²	.	.	.	\$167,800	\$138,400	\$178,600
Homeowner Vacancy	5.3%	2.1%	1.9%	103	35,183	1,492,691
Rental Vacancy	7.6%	6.9%	6.4%	252	58,395	2,949,366
Renter-Occupied Housing Units (% of Occupied Units)	62.4%	32.8%	36.1%	3,083	774,668	42,214,214
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	9.4%	7.4%	9.1%	466	174,302	10,628,474
Social						
Enrolled in Grade 12 (% of total population)	0.8%	1.3%	1.4%	85	76,819	4,451,334
Disconnected Youth ⁵	7.4%	3.3%	3.0%	30	10,475	518,859
Children in Single Parent Families (% of all children)	57.9%	34.6%	34.8%	1,080	457,493	24,408,909
With a Disability, Age 18-64	16.0%	12.6%	10.3%	1,090	460,526	19,985,588
With a Disability, Age 18-64, Labor Force Participation Rate and Size	30.3%	40.2%	41.0%	330	185,012	8,185,456
Foreign Born	7.5%	3.9%	13.2%	826	237,480	41,717,420
Speak English Less Than Very Well (population 5 yrs and over)	5.2%	2.2%	8.6%	549	125,133	25,410,756

Source: [JobsEQ®](#)

1. ACS 2011-2015, 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.

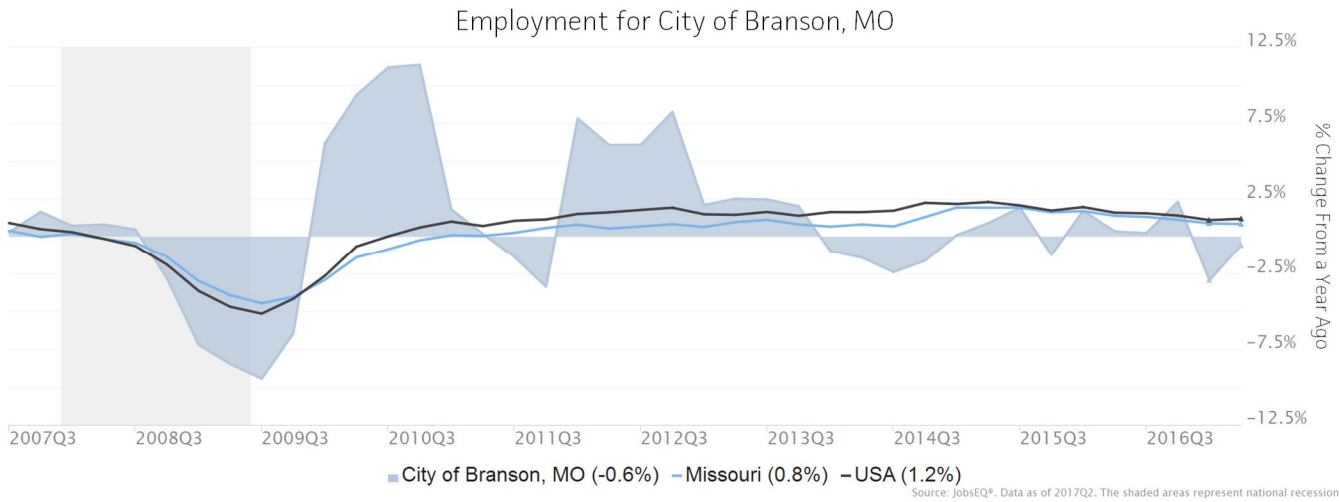
3. 2016; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

4. Census 2010

5. 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.

Employment Trends

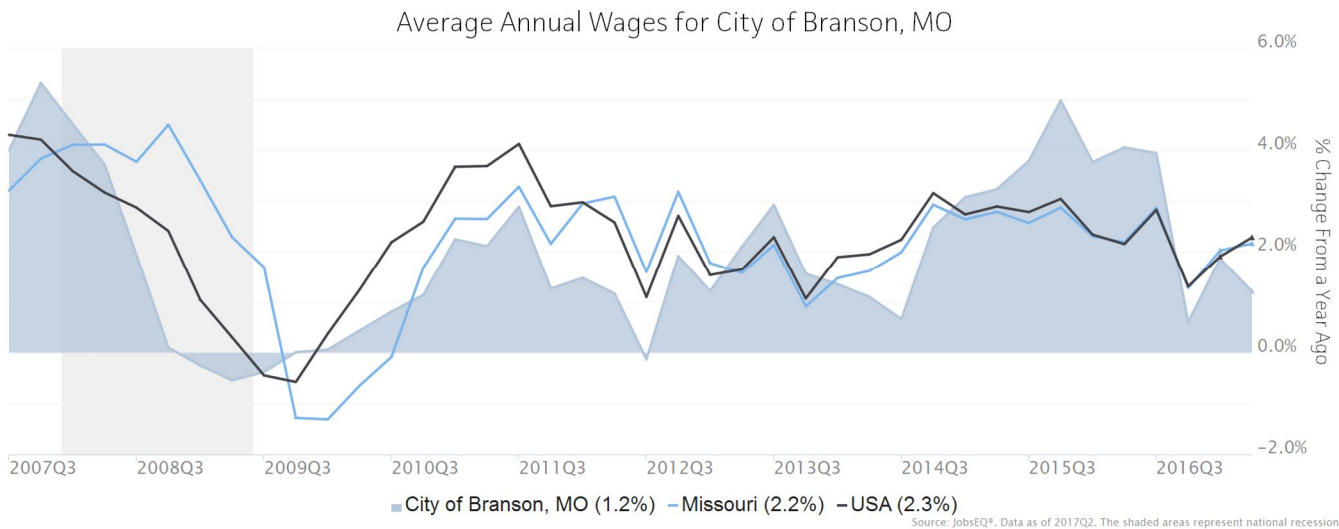
As of 2017Q2, total employment for the City of Branson, MO was 19,579 (based on a four-quarter moving average). Over the year ending 2017Q2, employment declined 0.6% in the region.



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 2016Q4 with preliminary estimates updated to 2017Q2.

Wage Trends

The average worker in the City of Branson, MO earned annual wages of \$29,806 as of 2017Q2. Average annual wages per worker increased 1.2% in the region during the preceding four quarters. For comparison purposes, annual average wages were \$53,284 in the nation as of 2017Q2.



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 2016Q4 with preliminary estimates updated to 2017Q2.

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 10.5% 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	\$29,806	89.5	\$33,319
Missouri	\$45,659	89.3	\$51,142
USA	\$53,284	100.0	\$53,284

Source: [JobsEQ®](#)

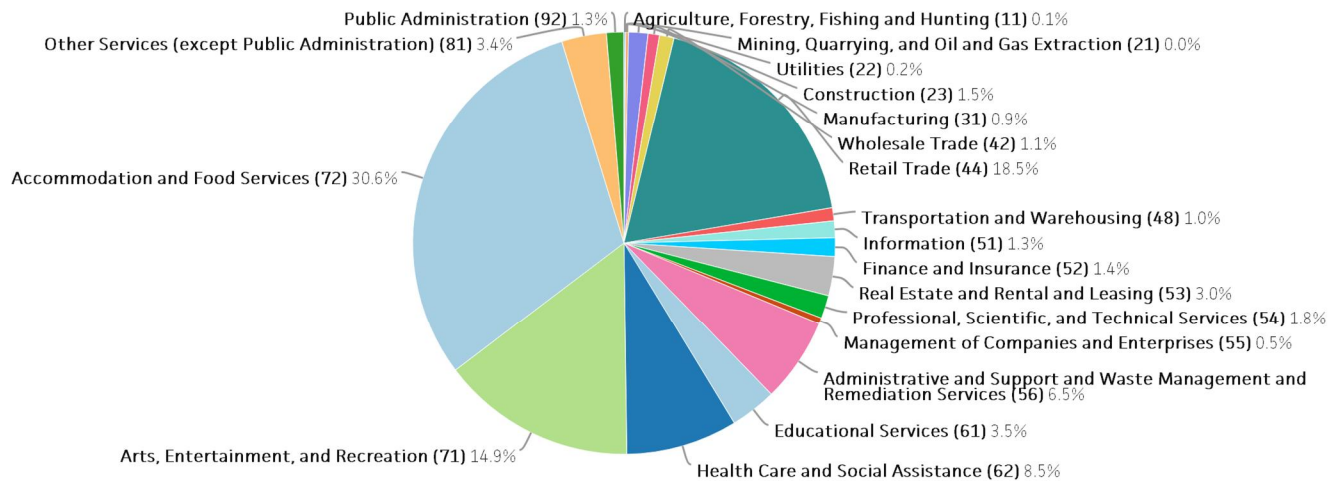
Data as of 2017Q2

Cost of Living per C2ER, data as of 2017q1, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the City of Branson, MO is Accommodation and Food Services, employing 5,984 workers. The next-largest sectors in the region are Retail Trade (3,623 workers) and Arts, Entertainment, and Recreation (2,917). 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 = 7.51), Accommodation and Food Services (3.41), and Real Estate and Rental and Leasing (1.76).

Total Workers for City of Branson, MO by Industry



Source: JobsEQ®, Data as of 2017Q2

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 2016Q4 with preliminary estimates updated to 2017Q2.

Sectors in the City of Branson, MO with the highest average wages per worker are Management of Companies and Enterprises (\$75,987), Finance and Insurance (\$47,538), and Professional, Scientific, and Technical Services (\$47,488). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Arts, Entertainment, and Recreation (+785 jobs), Retail Trade (+744), and Accommodation and Food Services (+603).

Over the next 10 years, employment in the City of Branson, MO is projected to expand by 1,310 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.8% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+427 jobs), Health Care and Social Assistance (+318), and Arts, Entertainment, and Recreation (+258).

		Current			Historical				Forecast		
		Four Quarters Ending with 2017q2			Total Change over the Last 10 Years	Average Annual % Change in Employment 2007q2-2017q2			Over the Next 10 Years		
NAICS	Industry	Empl	Avg. Annual Wages	Location Quotient	Empl	City of Branson, MO	Missouri	USA	Total Approx Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11	Agriculture, Forestry, Fishing and Hunting	25	\$12,662	0.09	-5	-1.9%	-0.6%	0.1%	9	-1	-0.3%
21	Mining, Quarrying, and Oil and Gas Extraction	1	\$31,449	0.01	1	n/a	-2.7%	-0.7%	0	0	0.1%
22	Utilities	42	\$47,408	0.40	-5	-1.1%	-0.2%	0.1%	11	5	1.2%
23	Construction	291	\$36,875	0.27	-869	-12.9%	-2.2%	-1.4%	60	35	1.2%
31	Manufacturing	171	\$37,273	0.11	37	2.4%	-1.4%	-1.3%	38	-10	-0.6%
42	Wholesale Trade	218	\$29,650	0.28	87	5.2%	-0.3%	-0.2%	49	13	0.6%
44	Retail Trade	3,623	\$21,430	1.71	744	2.3%	-0.1%	0.2%	1,142	168	0.5%
48	Transportation and Warehousing	199	\$34,146	0.24	-107	-4.2%	-0.3%	0.7%	52	3	0.1%
51	Information	249	\$38,265	0.64	-76	-2.6%	-2.4%	-0.8%	58	-11	-0.5%
52	Finance and Insurance	281	\$47,538	0.36	-3	-0.1%	0.2%	-0.3%	68	14	0.5%
53	Real Estate and Rental and Leasing	583	\$32,208	1.76	-161	-2.4%	-1.5%	-0.8%	129	-2	0.0%
54	Professional, Scientific, and Technical Services	352	\$47,488	0.27	-138	-3.3%	1.8%	1.4%	75	26	0.7%
55	Management of Companies and Enterprises	91	\$75,987	0.32	-29	-2.7%	-0.3%	2.2%	20	5	0.5%
56	Administrative and Support and Waste Management and Remediation Services	1,265	\$37,207	1.00	296	2.7%	1.0%	0.7%	280	-19	-0.1%
61	Educational Services	691	\$33,876	0.43	329	6.7%	0.0%	0.5%	147	30	0.4%
62	Health Care and Social Assistance	1,670	\$40,781	0.60	387	2.7%	2.1%	2.2%	347	318	1.8%
71	Arts, Entertainment, and Recreation	2,917	\$24,136	7.51	785	3.2%	-0.5%	1.2%	920	258	0.9%
72	Accommodation and Food Services	5,984	\$22,287	3.41	603	1.1%	0.9%	1.8%	2,155	427	0.7%
81	Other Services (except Public Administration)	670	\$24,383	0.77	-344	-4.1%	-0.8%	0.0%	172	40	0.6%
92	Public Administration	260	\$36,384	0.28	65	2.9%	-0.2%	0.1%	64	12	0.5%
	Total - All Industries	19,579	\$29,806	1.00	1,596	0.9%	0.1%	0.5%	4,893	1,310	0.6%

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 2016Q4 with preliminary estimates updated to 2017Q2. 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 4,097 workers. The next-largest occupation groups in the region are Sales and Related Occupations (3,489 workers) and Office and Administrative Support Occupations (2,599). 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 = 2.44), Building and Grounds Cleaning and Maintenance Occupations (2.22), and Arts, Design, Entertainment, Sports, and Media Occupations (2.17).

Occupation groups in the City of Branson, MO with the highest average wages per worker are Management Occupations (\$69,000), Computer and Mathematical Occupations (\$66,400), and Healthcare Practitioners and Technical Occupations (\$65,100). The unemployment rate in the region varied among the major groups from 1.1% among Community and Social Service Occupations to 7.9% among Food Preparation and Serving Related 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 +2.0% 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 (+274 jobs) and Building and Grounds Cleaning and Maintenance Occupations (+132). Over the same period, the highest replacement demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (1,665 jobs) and Sales and Related Occupations (1,211).

Occupation Snapshot in City of Branson, MO													
SOC	Title	Current					Total Change over the Last 10 Years	Historical			Forecast		
		Four Quarters Ending with 2017q2			2017q2			Avg Ann % Chg in Empl 2007q2-2017q2			Over the Next 10 Years		
		Empl	Avg. Annual Wages ¹	LQ	Unempl	Unempl Rate	Empl	City of Branson, MO	Missouri	USA	Total Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11-0000	Management Occupations	780	\$69,000	0.66	4	1.6%	-64	-0.8%	-0.3%	0.3%	246	52	0.7%
13-0000	Business and Financial Operations Occupations	437	\$51,100	0.43	n/a	n/a	-39	-0.9%	0.2%	0.5%	97	39	0.9%
15-0000	Computer and Mathematical Occupations	185	\$66,400	0.33	2	3.3%	3	0.2%	1.2%	1.4%	28	14	0.7%
17-0000	Architecture and Engineering Occupations	76	\$62,900	0.23	1	3.6%	-9	-1.1%	-0.1%	-0.2%	18	5	0.7%
19-0000	Life, Physical, and Social Science Occupations	35	\$50,000	0.21	0	n/a	5	1.6%	0.4%	0.9%	11	4	1.2%
21-0000	Community and Social Service Occupations	182	\$41,800	0.58	1	1.1%	43	2.8%	1.2%	1.4%	42	26	1.4%
23-0000	Legal Occupations	57	\$56,000	0.35	0	n/a	-13	-2.0%	-0.6%	-0.3%	12	4	0.8%
25-0000	Education, Training, and Library Occupations	579	\$38,500	0.52	5	2.7%	221	4.9%	0.1%	0.5%	131	35	0.6%

Occupation Snapshot in City of Branson, MO

		Current					Total Change over the Last 10 Years	Historical			Forecast		
		Four Quarters Ending with 2017q2			2017q2			Avg Ann % Chg in Empl 2007q2-2017q2			Over the Next 10 Years		
SOC	Title	Empl	Avg. Annual Wages ¹	LQ	Unempl	Unempl Rate	Empl	City of Branson, MO	Missouri	USA	Total Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	760	\$35,300	2.17	15	6.6%	-174	-2.0%	-0.8%	0.0%	284	40	0.5%
29-0000	Healthcare Practitioners and Technical Occupations	798	\$65,100	0.72	3	1.5%	158	2.2%	1.2%	1.5%	178	128	1.5%
31-0000	Healthcare Support Occupations	303	\$26,700	0.55	4	4.6%	75	2.9%	1.8%	2.1%	67	66	2.0%
33-0000	Protective Service Occupations	398	\$27,600	0.94	6	4.8%	85	2.4%	0.3%	0.5%	76	36	0.9%
35-0000	Food Preparation and Serving Related Occupations	4,097	\$20,500	2.44	97	7.9%	463	1.2%	0.9%	1.7%	1,665	274	0.6%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	1,533	\$23,200	2.22	26	5.5%	309	2.3%	0.0%	0.6%	384	132	0.8%
39-0000	Personal Care and Service Occupations	1,228	\$23,700	1.61	28	7.3%	326	3.1%	1.8%	1.7%	518	124	1.0%
41-0000	Sales and Related Occupations	3,489	\$29,000	1.73	58	5.6%	587	1.9%	-0.3%	-0.1%	1,211	123	0.3%
43-0000	Office and Administrative Support Occupations	2,599	\$28,900	0.89	37	4.4%	132	0.5%	0.1%	0.4%	644	55	0.2%
45-0000	Farming, Fishing, and Forestry Occupations	28	\$28,700	0.21	1	5.3%	-2	-0.6%	0.3%	0.6%	15	2	0.6%
47-0000	Construction and Extraction Occupations	305	\$40,000	0.35	11	7.0%	-543	-9.7%	-2.0%	-1.3%	61	33	1.0%
49-0000	Installation, Maintenance, and Repair Occupations	679	\$34,200	0.91	9	4.2%	-87	-1.2%	-0.4%	0.1%	177	55	0.8%
51-0000	Production Occupations	385	\$27,200	0.32	8	5.5%	68	2.0%	-1.2%	-0.9%	114	11	0.3%
53-0000	Transportation and Material Moving Occupations	647	\$27,400	0.49	17	6.6%	50	0.8%	-0.2%	0.4%	173	40	0.6%
00-0000	Total - All Occupations	19,579	\$31,400	1.00	n/a	n/a	1,596	0.9%	0.1%	0.5%	6,152	1,299	0.6%

Source: [JobsEQ®](#)

Data as of 2017Q2 unless noted otherwise

Note: Figures may not sum due to rounding.

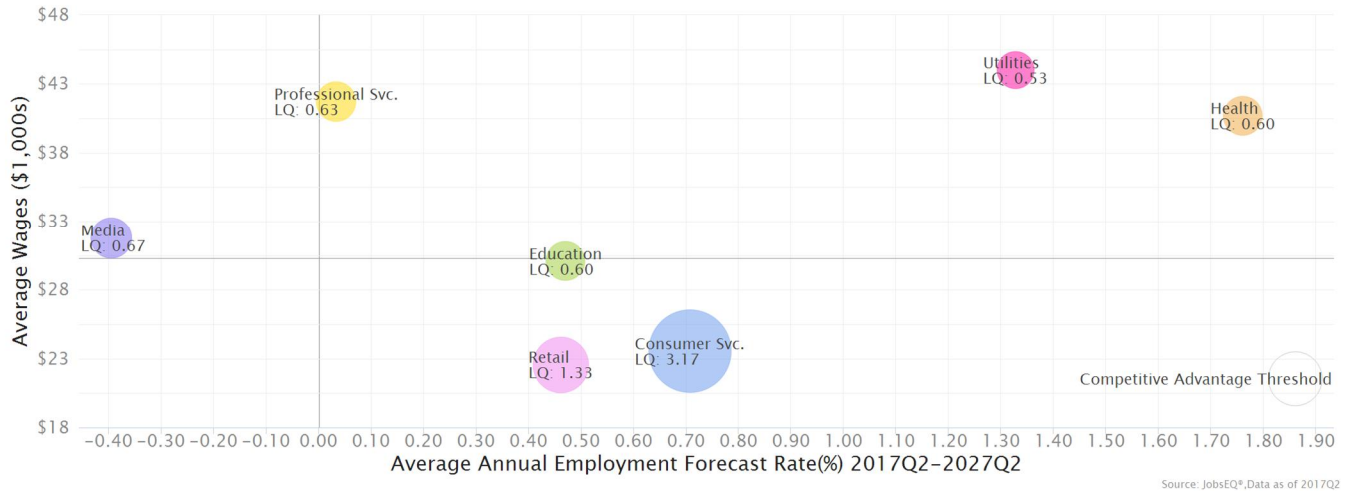
1. Occupation wages are as of 2016 and should be taken as the average for all Covered Employment

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 2016Q4, imputed where necessary with preliminary estimates updated to 2017Q2. Wages by occupation are as of 2016 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 3.17. This cluster employs 9,475 workers in the region with an average wage of \$23,046. Employment in the Consumer Svc. cluster is projected to expand in the region about 0.7% per year over the next ten years.

Industry Clusters for City of Branson, MO as of 2017Q2

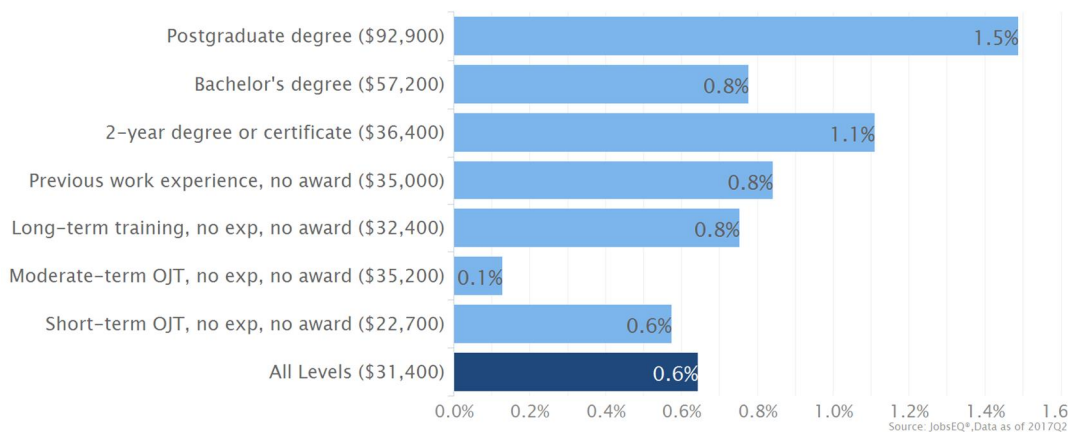


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2016Q4 with preliminary estimates updated to 2017Q2. Forecast employment growth uses national projections from 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 0.6% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.5% per year, those requiring a bachelor's degree are forecast to grow 0.8% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.1% per year.

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



Employment by occupation data are estimates as of 2017Q2. 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.

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 replacement demand?

Replacement demand is the number of jobs required due to replacements- retirements and turnover resulting from workers moving from one occupation into another. Note that replacement demand does not include all turnover- it does not include when workers stay in the same occupation but switch employers. The replacement demand shown in this report may also be understated; thus, it can be taken to be a minimum measure of the number of workers who will need to be trained for the occupation due to replacements. The total projected demand for an occupation is the sum of the replacement 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 1-digit 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 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 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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