



Economic Overview

January 1, 2025

City of Branson, 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

Industry Clusters..... 12

Education Levels..... 13

Branson, MO Regional Map 14

FAQ 15

Demographic Profile

The population in 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 Branson, MO, 29.1% have a bachelor's degree or higher which compares with 35.8% in the nation.

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

Summary¹

	Percent			Value		
	Branson, MO	Missouri	USA	Branson, MO	Missouri	USA
Demographics						
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 ²	—	—	—	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
Economic						
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 ²	—	—	—	\$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
Educational Attainment, Age 25-64						
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
Housing						
Total Housing Units	—	—	—	8,779	2,795,030	140,943,613

Summary¹

	Percent			Value		
	Branson, MO	Missouri	USA	Branson, MO	Missouri	USA
Median House Value (of owner-occupied units) ^{2,5}	—	—	—	\$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
Total Owner Occupied Housing units	45.1%	67.6%	64.8%	2,521	1,661,854	81,497,760
Social						
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 ³	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.

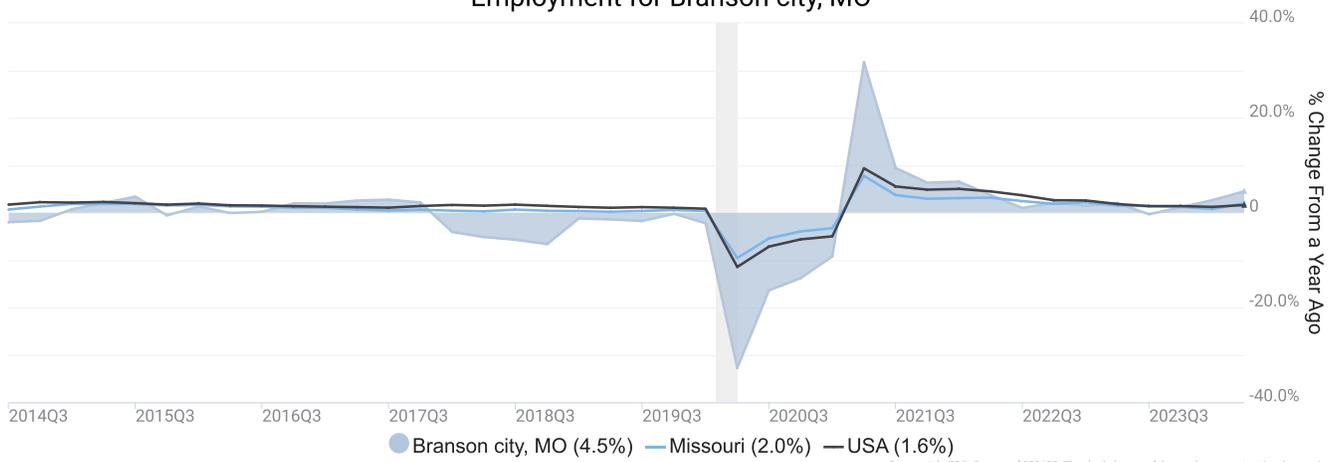
4. Census Population Estimate for 2023, annual average growth rate since 2013.

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 2024Q2, total employment for Branson, MO was 19,600 (based on a four-quarter moving average). Over the year ending 2024Q2, employment increased 4.5% in the region.

Employment for Branson city, MO

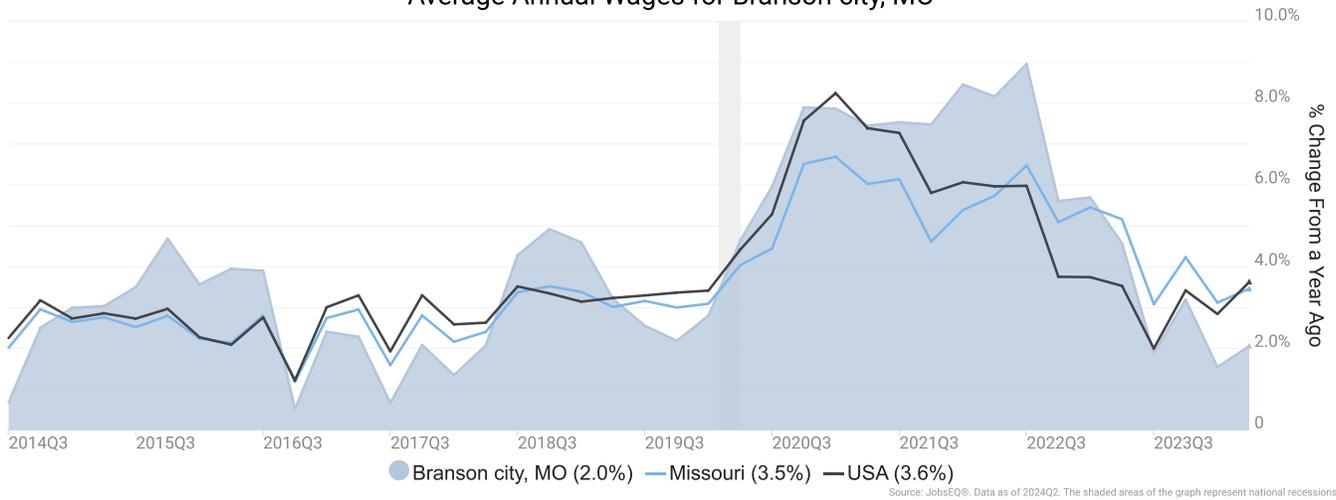


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2024Q1 with preliminary estimates updated to 2024Q2.

Wage Trends

The average worker in Branson, MO earned annual wages of \$40,828 as of 2024Q2. Average annual wages per worker increased 2.0% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$72,405 in the nation as of 2024Q2.

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 2024Q1 with preliminary estimates updated to 2024Q2.

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 11.9% 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	\$40,828	88.1	\$46,367
Missouri	\$61,358	88.2	\$69,545
USA	\$72,405	100.0	\$72,405

Source: [JobsEQ®](#)

Data as of 2024Q2

Cost of Living per [COLI](#), data as of 2024Q3, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in Branson, MO is Accommodation and Food Services, employing 6,619 workers. The next-largest sectors in the region are Retail Trade (3,378 workers) and Arts, Entertainment, and Recreation (2,340). 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 = 5.84), Accommodation and Food Services (3.88), and Real Estate and Rental and Leasing (2.07).

Total Workers for Branson city, MO by Industry



Source: JobsEQ®
Data as of 2024Q2
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 2024Q1 with preliminary estimates updated to 2024Q2.

Sectors in Branson, MO with the highest average wages per worker are Management of Companies and Enterprises (\$78,154), Utilities (\$65,797), and Finance and Insurance (\$63,521). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Health Care and Social Assistance (+315 jobs), Educational Services (+86), and Construction (+58).

Over the next 1 year, employment in Branson, MO is projected to expand by 10 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +0.5% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+12 jobs), Accommodation and Food Services (+10), and Arts, Entertainment, and Recreation (+8).

Branson, MO, 2024Q2¹

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	6,619	\$34,469	3.88	-254	-0.8%	1,185	500	674	10	0.1%
44	Retail Trade	3,378	\$31,883	1.75	-184	-1.1%	439	193	267	-21	-0.6%
71	Arts, Entertainment, and Recreation	2,340	\$30,125	5.84	18	0.2%	352	137	207	8	0.4%
62	Health Care and Social Assistance	2,244	\$61,420	0.77	315	3.1%	231	100	119	12	0.5%
56	Administrative and Support and Waste Management and Remediation Services	1,160	\$41,551	0.96	-699	-9.0%	133	53	79	1	0.1%
61	Educational Services	730	\$43,183	0.46	86	2.6%	67	31	37	-1	-0.2%
53	Real Estate and Rental and Leasing	723	\$47,141	2.07	-83	-2.1%	69	31	38	0	-0.1%
81	Other Services (except Public Administration)	478	\$34,185	0.58	32	1.4%	55	22	32	1	0.1%
52	Finance and Insurance	344	\$63,521	0.44	15	0.9%	28	11	17	-1	-0.2%
54	Professional, Scientific, and Technical Services	307	\$45,048	0.21	-135	-7.0%	25	9	16	1	0.2%
23	Construction	300	\$46,705	0.26	58	4.4%	26	9	16	0	0.1%
92	Public Administration	225	\$46,723	0.25	42	4.2%	20	8	12	0	-0.2%
51	Information	173	\$43,008	0.45	-64	-6.1%	15	5	9	0	-0.2%
48	Transportation and Warehousing	169	\$43,802	0.17	-111	-9.6%	18	7	11	0	0.1%
55	Management of Companies and Enterprises	137	\$78,154	0.45	22	3.5%	12	4	7	1	0.4%
31	Manufacturing	110	\$51,796	0.07	0	0.1%	11	4	7	0	-0.2%
42	Wholesale Trade	71	\$51,630	0.10	-41	-8.7%	7	3	4	0	-0.2%
22	Utilities	48	\$65,797	0.48	-1	-0.4%	4	2	3	0	-0.2%
11	Agriculture, Forestry, Fishing and Hunting	41	\$13,578	0.17	23	18.7%	5	2	3	0	-0.7%
21	Mining, Quarrying, and Oil and Gas Extraction	2	\$44,550	0.03	-8	-25.3%	0	0	0	0	0.2%
Total - All Industries		19,600	\$40,828	1.00	-968	-1.0%	2,135	874	1,250	10	0.1%

Source: [JobsEQ®](#)

Data as of 2024Q2

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 2024Q1 with preliminary estimates updated to 2024Q2. 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 4,357 workers. The next-largest occupation groups in the region are Sales and Related Occupations (2,619 workers) and Office and Administrative Support Occupations (2,141). 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 = 2.71), Building and Grounds Cleaning and Maintenance Occupations (2.48), and Personal Care and Service Occupations (1.80).

Occupation groups in Branson, MO with the highest average wages per worker are Healthcare Practitioners and Technical Occupations (\$87,600), Management Occupations (\$85,200), and Architecture and Engineering Occupations (\$82,300). The unemployment rate in the region varied among the major groups from 2.3% among Healthcare Practitioners and Technical Occupations to 9.2% among Transportation and Material Moving Occupations.

Over the next 1 year, the fastest growing occupation group in Branson, MO is expected to be Healthcare Support Occupations with a +1.0% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Practitioners and Technical Occupations (+5 jobs) and Healthcare Support Occupations (+5). 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 (785 jobs) and Sales and Related Occupations (359).

Branson, MO, 2024Q2¹

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	4,357	\$34,700	2.71	90	8.0%	n/a	-70	-0.3%	788	331	454	3	0.1%
41-0000	Sales and Related	2,619	\$40,200	1.52	58	6.5%	n/a	-633	-4.2%	344	158	201	-15	-0.6%
43-0000	Office and Administrative Support	2,141	\$40,400	0.93	38	4.9%	n/a	-403	-3.4%	246	106	149	-10	-0.5%
37-0000	Building and Grounds Cleaning and Maintenance	1,593	\$34,400	2.48	38	7.5%	n/a	77	1.0%	214	99	116	-2	-0.1%
11-0000	Management	1,284	\$85,200	0.85	15	2.6%	n/a	89	1.5%	108	34	70	4	0.3%
53-0000	Transportation and Material Moving	1,055	\$42,200	0.62	29	9.2%	n/a	-90	-1.6%	145	56	87	2	0.2%
29-0000	Healthcare Practitioners and Technical	1,042	\$87,600	0.89	5	2.3%	n/a	155	3.3%	62	30	27	5	0.5%
39-0000	Personal Care and Service	906	\$33,800	1.80	28	8.9%	n/a	-86	-1.8%	196	77	117	3	0.3%
49-0000	Installation, Maintenance, and Repair	824	\$50,200	1.08	8	4.2%	n/a	27	0.7%	76	32	42	2	0.2%
25-0000	Educational Instruction and Library	646	\$58,100	0.61	8	3.7%	n/a	79	2.6%	59	27	31	0	0.1%
13-0000	Business and Financial Operations	645	\$69,300	0.51	16	4.2%	n/a	-43	-1.3%	55	18	35	2	0.3%
27-0000	Arts, Design, Entertainment, Sports, and Media	579	\$53,600	1.63	19	6.4%	n/a	-78	-2.5%	56	23	33	1	0.2%
31-0000	Healthcare Support	550	\$37,600	0.61	7	4.7%	n/a	75	3.0%	82	33	43	5	1.0%
51-0000	Production	300	\$42,700	0.28	6	6.1%	n/a	-55	-3.3%	36	16	21	0	-0.1%
47-0000	Construction and Extraction	273	\$55,000	0.31	12	8.3%	n/a	10	0.8%	23	8	14	1	0.2%
33-0000	Protective Service	267	\$43,800	0.63	6	5.2%	n/a	1	0.1%	35	16	20	0	-0.1%
21-0000	Community and Social Service	196	\$51,400	0.54	4	5.4%	n/a	29	3.2%	19	7	10	2	0.9%

Branson, MO, 2024Q2¹

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
15-0000	Computer and Mathematical	169	\$78,900	0.27	4	3.2%	n/a	-46	-4.7%	11	4	6	1	0.4%
23-0000	Legal	51	\$81,200	0.31	0	n/a	n/a	-4	-1.4%	3	1	2	0	0.0%
19-0000	Life, Physical, and Social Science	40	\$66,100	0.22	1	3.8%	n/a	4	2.3%	3	1	2	0	0.5%
17-0000	Architecture and Engineering	39	\$82,300	0.12	1	2.5%	n/a	-10	-4.6%	3	1	2	0	0.4%
45-0000	Farming, Fishing, and Forestry	24	\$44,600	0.21	2	8.6%	n/a	4	4.1%	4	1	2	0	-0.3%
Total - All Occupations		19,600	\$48,100	1.00	n/a	n/a	n/a	-968	-1.0%	2,567	1,078	1,485	5	0.0%

Source: [JobsEQ®](#)

Data as of 2024Q2 unless noted otherwise

Note: Figures may not sum due to rounding.

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

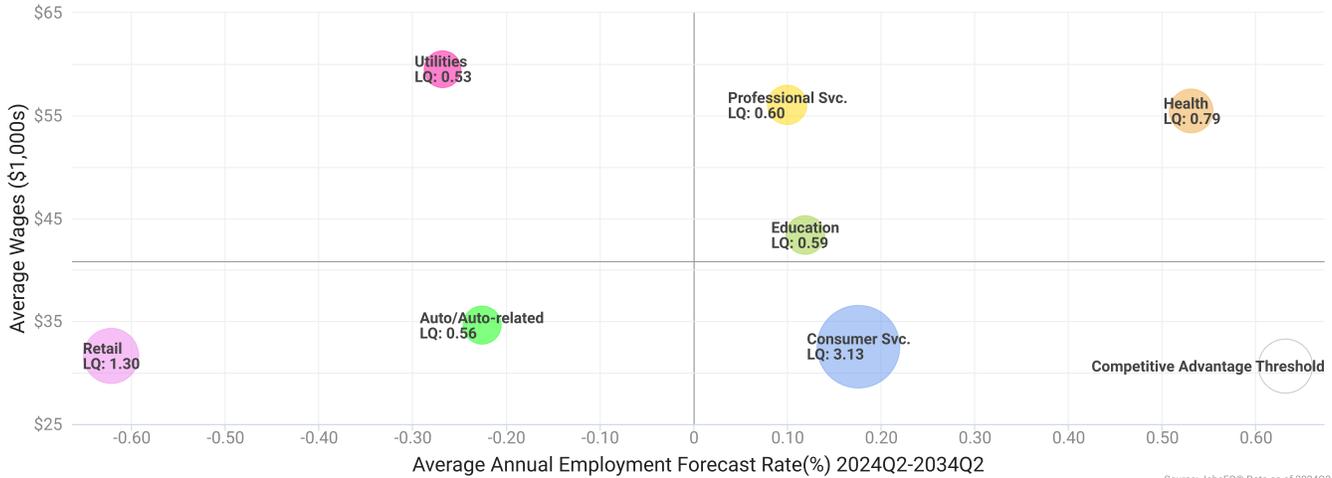
2. Wage data represent the average for all Covered Employment

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 2024Q1, imputed where necessary with preliminary estimates updated to 2024Q2. Wages by occupation are as of 2024 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 3.13. This cluster employs 9,488 workers in the region with an average wage of \$32,551. Employment in the Consumer Svc. cluster is projected to expand in the region about 0.2% per year over the next ten years.

Industry Clusters for Branson city, MO as of 2024Q2



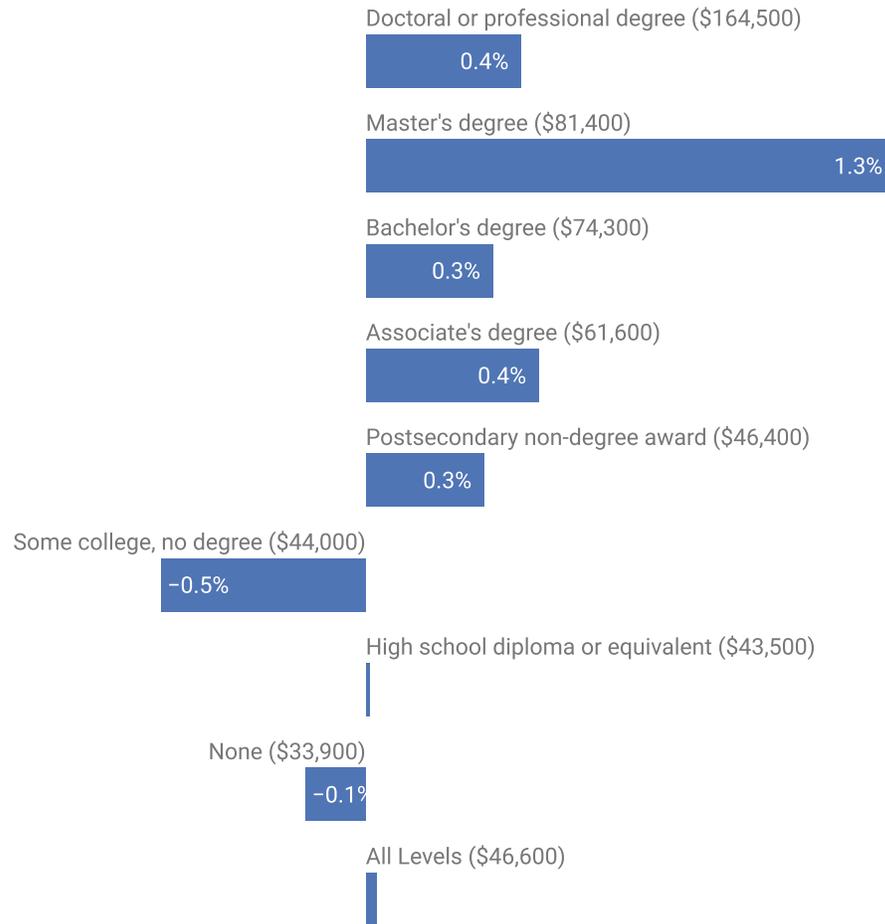
Source: JobsEQ® Data as of 2024Q2

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 2024Q1 with preliminary estimates updated to 2024Q2. 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 grow 0.0% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.4% per year, those requiring a bachelor’s degree are forecast to grow 0.3% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.4% per year.

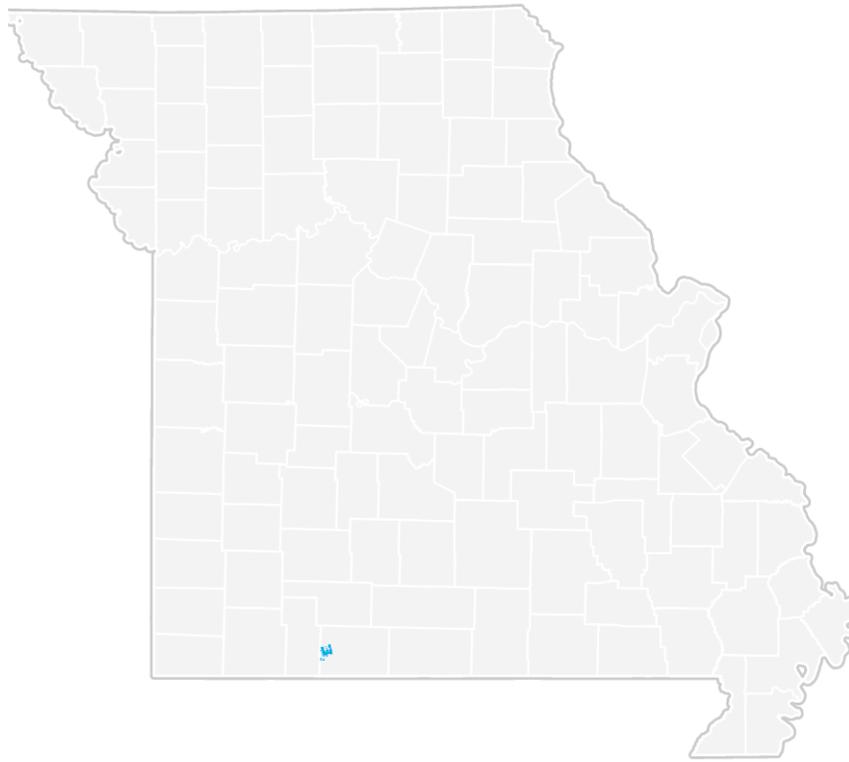
Annual Average Projected Job Growth by Education Levels



Source: JobsEQ®
Data as of 2024Q2

Employment by occupation data are estimates as of 2024Q2. 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.