



Economic Overview

June 1, 2025

City of Branson, MO



Taney County Partnership
Branson/Lakes Area Chamber of Commerce
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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 12,760 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.

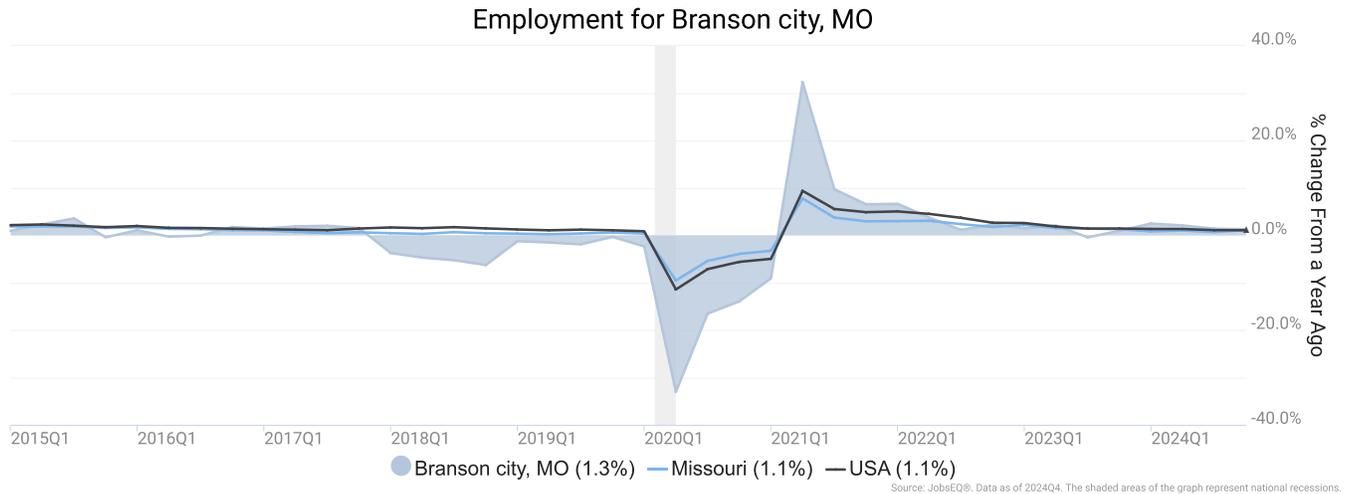
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 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 2024Q4, total employment for Branson, MO was 19,241 (based on a four-quarter moving average). Over the year ending 2024Q4, employment increased 1.3% in the region.

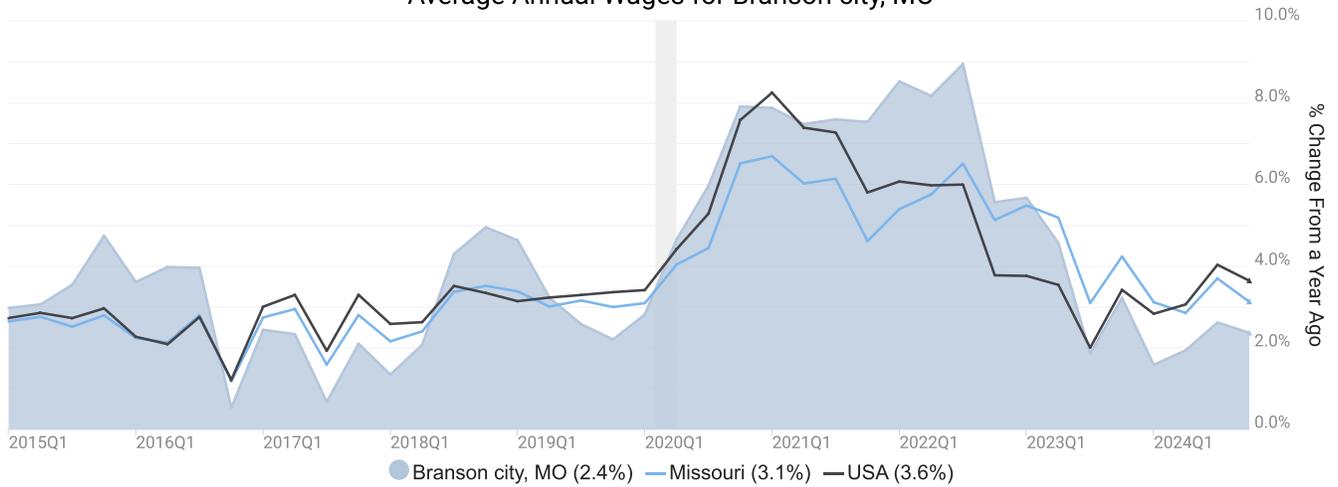


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2024Q3 with preliminary estimates updated to 2024Q4.

Wage Trends

The average worker in Branson, MO earned annual wages of \$41,324 as of 2024Q4. Average annual wages per worker increased 2.4% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$73,145 in the nation as of 2024Q4.

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 2024Q3 with preliminary estimates updated to 2024Q4.

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 11.4% 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	\$41,324	88.6	\$46,657
Missouri	\$61,907	87.9	\$70,419
USA	\$73,145	100.0	\$73,145

Source: [JobsEQ®](#)

Data as of 2024Q4

Cost of Living per [COLI](#), data as of 2024Q4, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in Branson, MO is Accommodation and Food Services, employing 6,408 workers. The next-largest sectors in the region are Retail Trade (3,343 workers) and Health Care and Social Assistance (2,323). 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 = 5.58), Accommodation and Food Services (3.83), and Real Estate and Rental and Leasing (1.94).

Total Workers for Branson city, MO by Industry



Source: JobsEQ®
Data as of 2024Q4
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 2024Q3 with preliminary estimates updated to 2024Q4.

Sectors in Branson, MO with the highest average wages per worker are Utilities (\$99,810), Management of Companies and Enterprises (\$83,443), and Mining, Quarrying, and Oil and Gas Extraction (\$70,855). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Health Care and Social Assistance (+345 jobs), Educational Services (+80), and Other Services (except Public Administration) (+75).

Over the next 1 year, employment in Branson, MO is projected to expand by 17 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +0.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+13 jobs), Accommodation and Food Services (+11), and Arts, Entertainment, and Recreation (+9).

Branson, MO, 2024Q4¹

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	6,408	\$35,253	3.83	-490	-1.5%	1,148	484	653	11	0.2%
44	Retail Trade	3,343	\$32,188	1.79	-148	-0.9%	436	191	265	-20	-0.6%
62	Health Care and Social Assistance	2,323	\$61,790	0.80	345	3.3%	240	103	123	13	0.6%
71	Arts, Entertainment, and Recreation	2,252	\$29,217	5.58	69	0.6%	339	132	199	9	0.4%
56	Administrative and Support and Waste Management and Remediation Services	1,364	\$43,067	1.17	-398	-5.0%	156	62	93	2	0.1%
53	Real Estate and Rental and Leasing	659	\$47,551	1.94	-150	-4.0%	63	28	35	0	0.0%
61	Educational Services	649	\$44,973	0.42	80	2.7%	60	27	33	-1	-0.1%
81	Other Services (except Public Administration)	525	\$34,923	0.64	75	3.1%	61	24	35	1	0.2%
52	Finance and Insurance	331	\$65,927	0.44	2	0.1%	27	10	17	0	-0.1%
54	Professional, Scientific, and Technical Services	319	\$46,776	0.23	-123	-6.3%	27	10	16	1	0.3%
23	Construction	200	\$46,437	0.17	44	5.1%	17	6	11	0	0.2%
48	Transportation and Warehousing	193	\$40,599	0.20	-47	-4.2%	21	8	12	0	0.1%
92	Public Administration	176	\$48,317	0.19	-9	-1.0%	16	6	10	0	-0.1%
51	Information	163	\$39,155	0.44	-35	-3.8%	14	5	9	0	-0.1%
55	Management of Companies and Enterprises	146	\$83,443	0.49	3	0.4%	13	5	8	1	0.4%
42	Wholesale Trade	79	\$52,602	0.11	-31	-6.4%	8	3	5	0	-0.2%
31	Manufacturing	77	\$52,483	0.05	-30	-6.4%	8	3	5	0	-0.2%
11	Agriculture, Forestry, Fishing and Hunting	24	\$15,611	0.10	14	18.5%	3	1	2	0	-0.6%
22	Utilities	8	\$99,810	0.08	3	8.1%	1	0	0	0	0.6%
21	Mining, Quarrying, and Oil and Gas Extraction	1	\$70,855	0.02	-8	-33.2%	0	0	0	0	0.2%
Total - All Industries		19,241	\$41,324	1.00	-836	-0.8%	2,103	859	1,227	17	0.1%

Source: [JobsEQ®](#)

Data as of 2024Q4

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 2024Q3 with preliminary estimates updated to 2024Q4. 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 4,281 workers. The next-largest occupation groups in the region are Sales and Related Occupations (2,595 workers) and Office and Administrative Support Occupations (2,087). 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 = 2.72), Building and Grounds Cleaning and Maintenance Occupations (2.57), and Personal Care and Service Occupations (1.79).

Occupation groups in Branson, MO with the highest average wages per worker are Healthcare Practitioners and Technical Occupations (\$89,200), Management Occupations (\$86,400), and Architecture and Engineering Occupations (\$83,600). The unemployment rate in the region varied among the major groups from 2.1% among Healthcare Practitioners and Technical Occupations to 11.6% 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 +1.0% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+6 jobs) and Management 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 (772 jobs) and Sales and Related Occupations (356).

Branson, MO, 2024Q4¹

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	4,281	\$35,300	2.72	101	8.5%	n/a	-215	-1.0%	776	325	447	4	0.1%
41-0000	Sales and Related	2,595	\$40,700	1.56	67	7.2%	n/a	-546	-3.7%	342	157	199	-14	-0.5%
43-0000	Office and Administrative Support	2,087	\$41,000	0.93	54	6.1%	n/a	-374	-3.2%	240	103	145	-9	-0.4%
37-0000	Building and Grounds Cleaning and Maintenance	1,626	\$35,100	2.57	41	7.6%	n/a	132	1.7%	219	101	119	-1	-0.1%
11-0000	Management	1,241	\$86,400	0.84	16	2.7%	n/a	86	1.4%	105	32	68	5	0.4%
29-0000	Healthcare Practitioners and Technical	1,080	\$89,200	0.94	6	2.1%	n/a	173	3.6%	65	31	28	5	0.5%
53-0000	Transportation and Material Moving	1,064	\$43,200	0.64	33	9.0%	n/a	-40	-0.7%	147	56	89	2	0.2%
39-0000	Personal Care and Service	893	\$34,200	1.79	38	10.8%	n/a	-32	-0.7%	194	76	116	3	0.3%
49-0000	Installation, Maintenance, and Repair	784	\$51,300	1.05	9	4.3%	n/a	0	0.0%	72	30	40	2	0.3%
13-0000	Business and Financial Operations	636	\$70,100	0.51	17	4.4%	n/a	-40	-1.2%	55	18	34	2	0.4%
25-0000	Educational Instruction and Library	581	\$58,900	0.56	11	4.2%	n/a	74	2.7%	53	24	28	1	0.1%
31-0000	Healthcare Support	575	\$38,100	0.64	9	4.8%	n/a	87	3.3%	86	35	45	6	1.0%
27-0000	Arts, Design, Entertainment, Sports, and Media	559	\$54,600	1.59	19	6.5%	n/a	-65	-2.2%	55	22	32	1	0.2%
51-0000	Production	269	\$43,500	0.26	10	7.5%	n/a	-60	-4.0%	33	15	19	0	0.0%
33-0000	Protective Service	251	\$44,300	0.60	7	6.0%	n/a	-4	-0.3%	34	15	19	0	-0.1%
47-0000	Construction and Extraction	205	\$56,000	0.24	14	8.3%	n/a	1	0.1%	17	6	11	1	0.3%

Branson, MO, 2024Q4¹

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	196	\$52,400	0.55	4	3.9%	n/a	34	3.9%	19	7	10	2	0.9%
15-0000	Computer and Mathematical	169	\$80,300	0.28	6	4.3%	n/a	-40	-4.2%	11	4	6	1	0.5%
23-0000	Legal	52	\$82,800	0.33	1	2.5%	n/a	-2	-0.8%	3	1	2	0	0.1%
19-0000	Life, Physical, and Social Science	39	\$67,600	0.22	1	5.4%	n/a	4	2.2%	3	1	2	0	0.5%
17-0000	Architecture and Engineering	36	\$83,600	0.12	1	2.8%	n/a	-13	-6.1%	3	1	2	0	0.4%
45-0000	Farming, Fishing, and Forestry	23	\$45,700	0.21	2	11.6%	n/a	4	4.4%	3	1	2	0	-0.2%
Total - All Occupations		19,241	\$49,000	1.00	n/a	n/a	n/a	-836	-0.8%	2,537	1,063	1,462	11	0.1%

Source: [JobsEQ®](#)

Data as of 2024Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

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

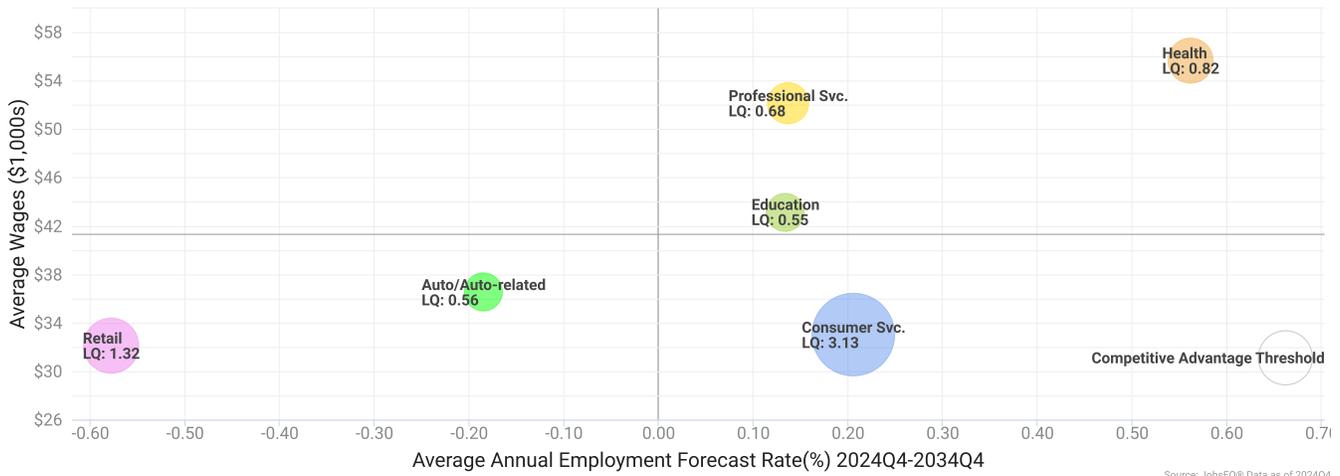
2. Wage data represent the average for all Covered Employment

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 2024Q3, imputed where necessary with preliminary estimates updated to 2024Q4. 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 9,233 workers in the region with an average wage of \$33,032. 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 2024Q4



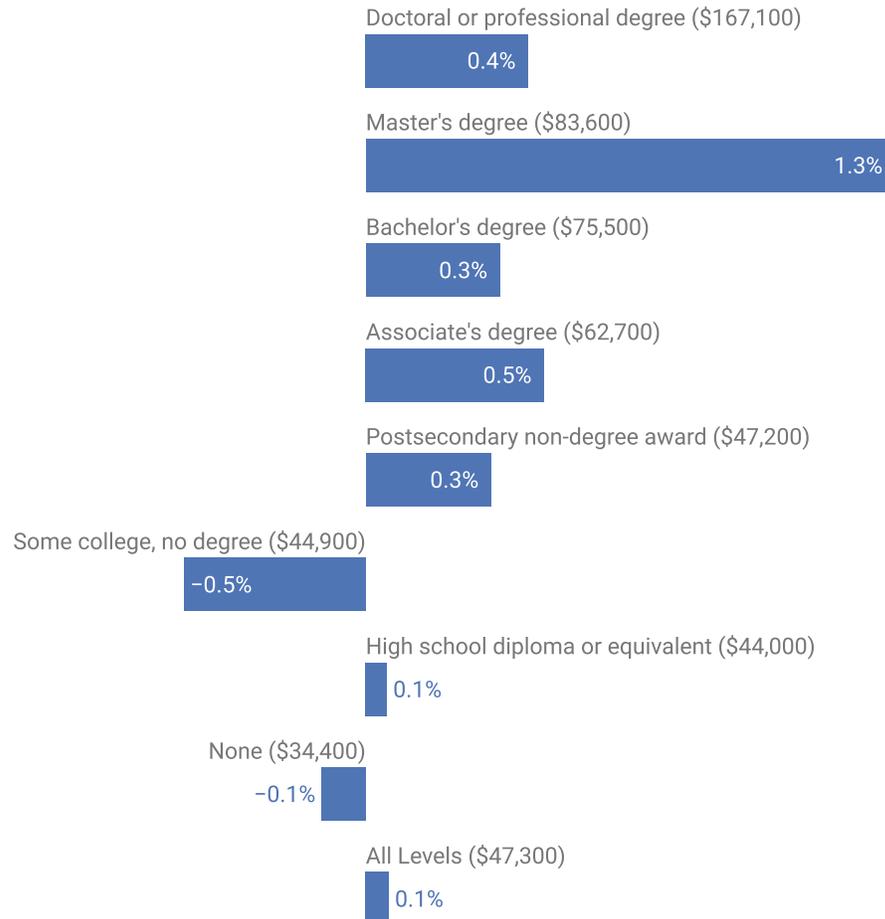
Source: JobsEQ® Data as of 2024Q4

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 2024Q3 with preliminary estimates updated to 2024Q4. 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 0.1% 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 0.5% per year.

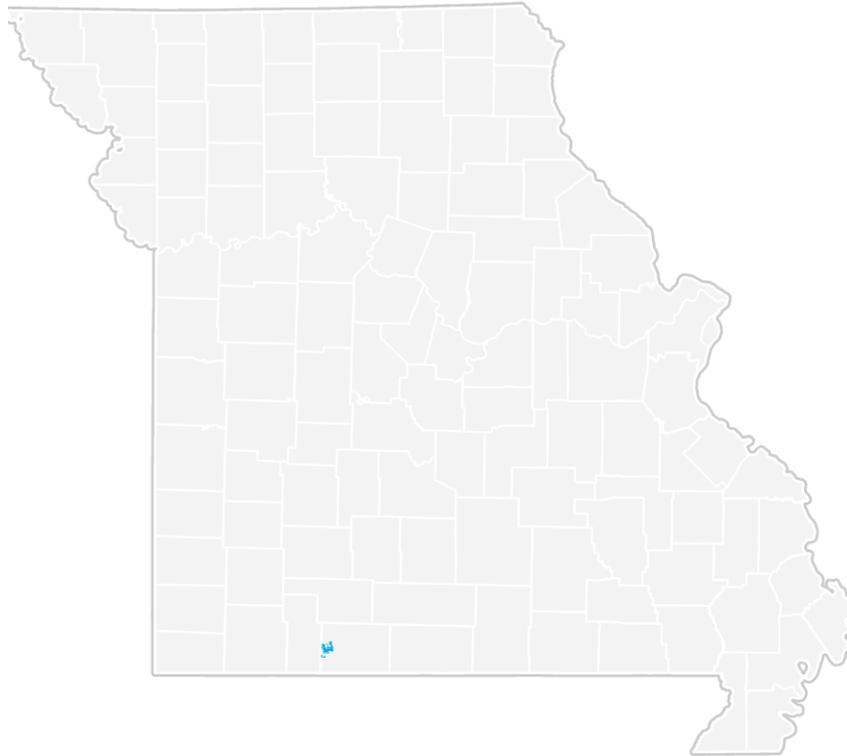
Annual Average Projected Job Growth by Education Levels



Source: JobsEQ®
Data as of 2024Q4

Employment by occupation data are estimates as of 2024Q4. 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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