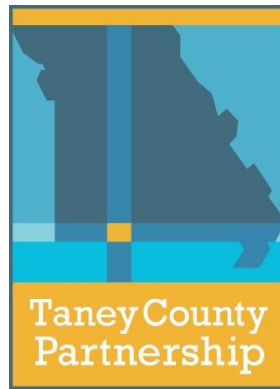
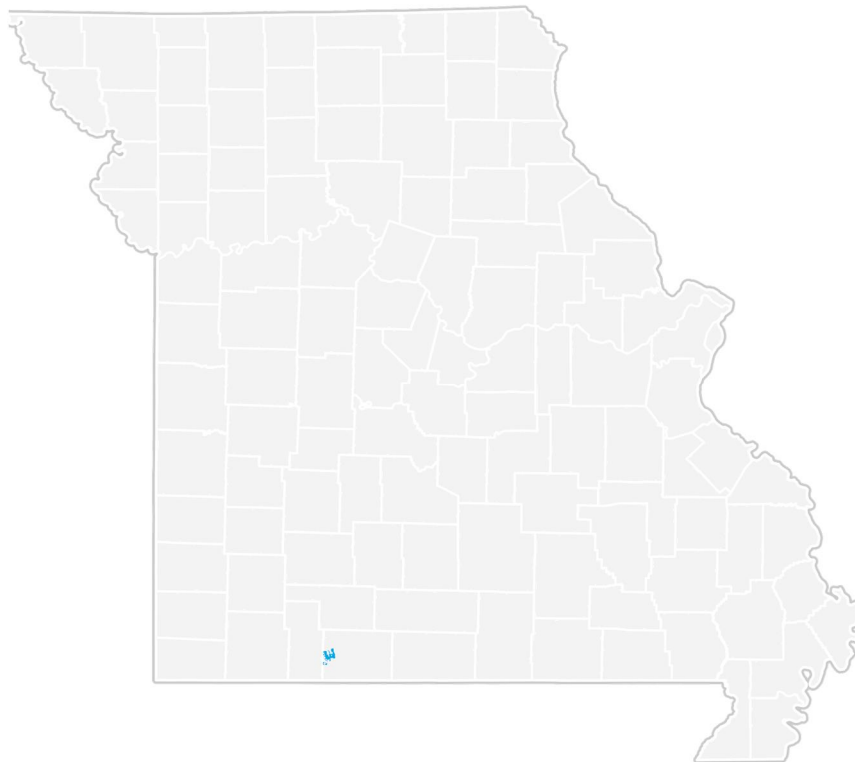


April 1, 2017



## **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 <sup>1</sup>						
	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
<b>Demographics</b>						
Population <sup>4</sup>	.	.	.	10,520	5,988,927	308,745,538
Median Age <sup>2,4</sup>	.	.	.	41.2	37.9	37.2
Under 18 Years <sup>4</sup>	18.8%	23.8%	24.0%	1,976	1,425,436	74,181,467
18 to 24 Years <sup>4</sup>	10.3%	9.8%	9.9%	1,081	589,264	30,672,088
25 to 34 Years <sup>4</sup>	13.5%	12.9%	13.3%	1,417	775,467	41,063,948
35 to 44 Years <sup>4</sup>	12.4%	12.5%	13.3%	1,302	748,616	41,070,606
45 to 54 Years <sup>4</sup>	12.9%	14.8%	14.6%	1,356	888,572	45,006,716
55 to 64 Years <sup>4</sup>	12.7%	12.1%	11.8%	1,331	723,278	36,482,729
65 to 74 Years <sup>4</sup>	11.2%	7.5%	7.0%	1,176	450,490	21,713,429
75 Years, and Over <sup>4</sup>	8.4%	6.5%	6.0%	881	387,804	18,554,555
Race: White <sup>4</sup>	89.0%	82.8%	72.4%	9,358	4,958,770	223,553,265
Race: Black or African American <sup>4</sup>	2.0%	11.6%	12.6%	207	693,391	38,929,319
Race: American Indian and Alaska Native <sup>4</sup>	0.9%	0.5%	0.9%	92	27,376	2,932,248
Race: Asian <sup>4</sup>	1.5%	1.6%	4.8%	159	98,083	14,674,252
Race: Native Hawaiian and Other Pacific Islander <sup>4</sup>	0.1%	0.1%	0.2%	13	6,261	540,013
Race: Some Other Race <sup>4</sup>	3.9%	1.3%	6.2%	413	80,457	19,107,368
Race: Two or More Races <sup>4</sup>	2.6%	2.1%	2.9%	278	124,589	9,009,073
Hispanic or Latino (of any race) <sup>4</sup>	8.8%	3.5%	16.3%	928	212,470	50,477,594
<b>Economic</b>						
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 <sup>2</sup>	.	.	.	\$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 <sup>3</sup>	4.7%	8.5%	11.1%	.	.	.

Summary <sup>1</sup>						
	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
<b>Educational Attainment, Age 25-64</b>						
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
<b>Housing</b>						
Total Housing Units	.	.	.	8,982	2,729,862	133,351,840
Median House Value (of owner-occupied units) <sup>2</sup>	.	.	.	\$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
<b>Social</b>						
Enrolled in Grade 12 (% of total population)	0.8%	1.3%	1.4%	85	76,819	4,451,334
Disconnected Youth <sup>5</sup>	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
Disabled, Age 18-64	16.0%	12.6%	10.3%	1,090	460,526	19,985,588
Disabled, 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.

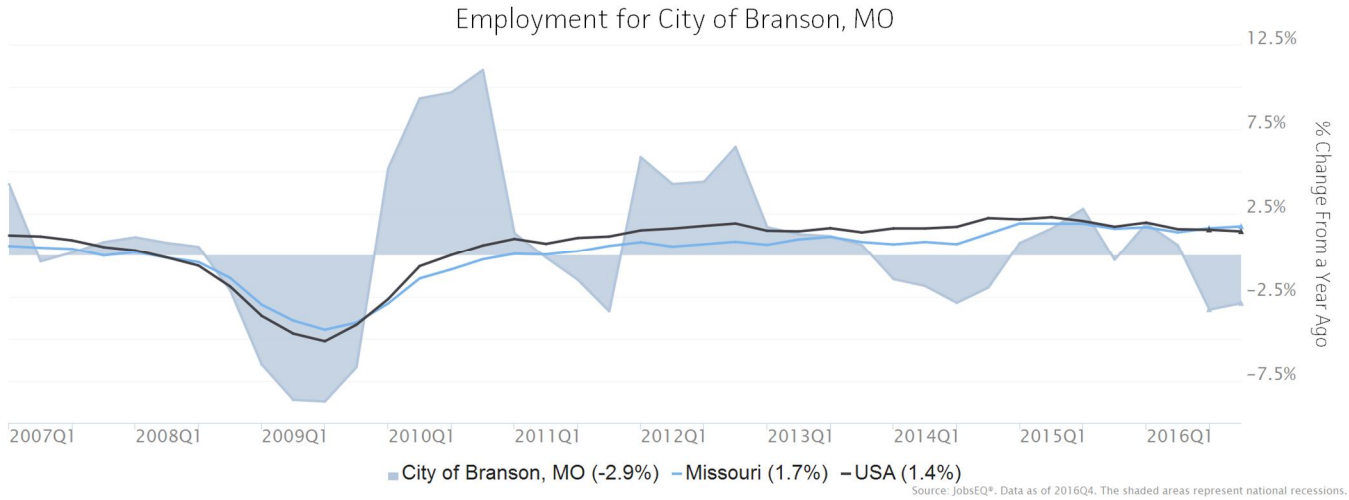
3. 2014; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

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

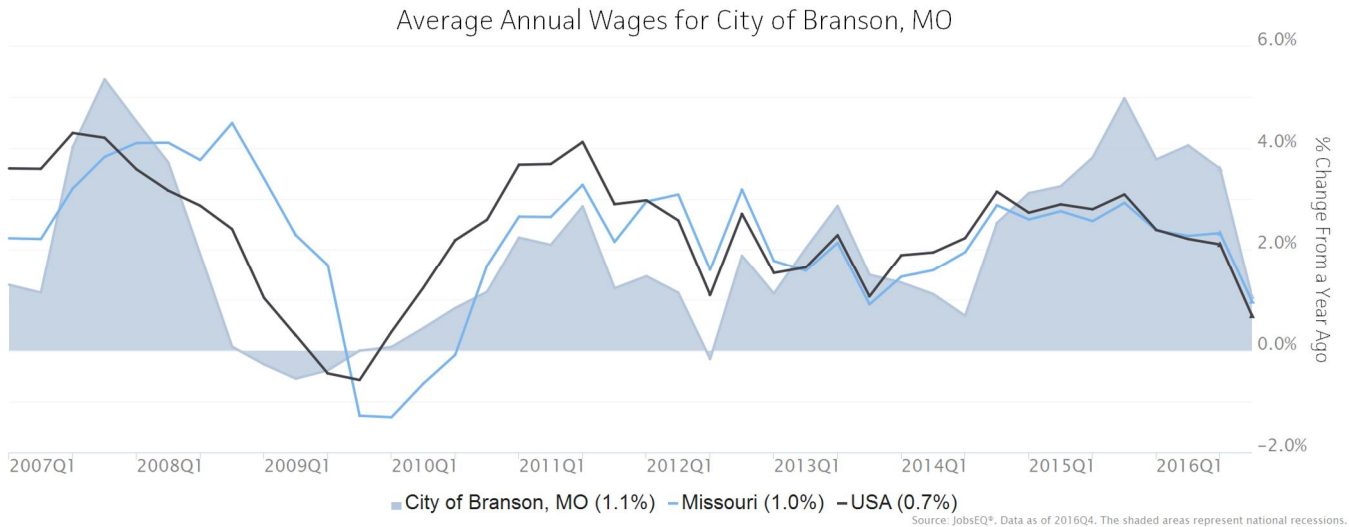
As of 2016Q4, total employment for the City of Branson, MO was 18,952 (based on a four-quarter moving average). Over the year ending 2016Q4, employment declined 2.9% in the region.



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 2016Q2 with preliminary estimates updated to 2016Q4.

# Wage Trends

The average worker in the City of Branson, MO earned annual wages of \$29,592 as of 2016Q4. Average annual wages per worker increased 1.1% in the region during the preceding four quarters. For comparison purposes, annual average wages were \$52,285 in the nation as of 2016Q4.



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 2016Q2 with preliminary estimates updated to 2016Q4.

# 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 13.6% 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	\$29,592	86.4	\$34,247
Missouri	\$44,922	91.2	\$49,258
USA	\$52,285	100.0	\$52,285

Source: [JobsEQ®](#)

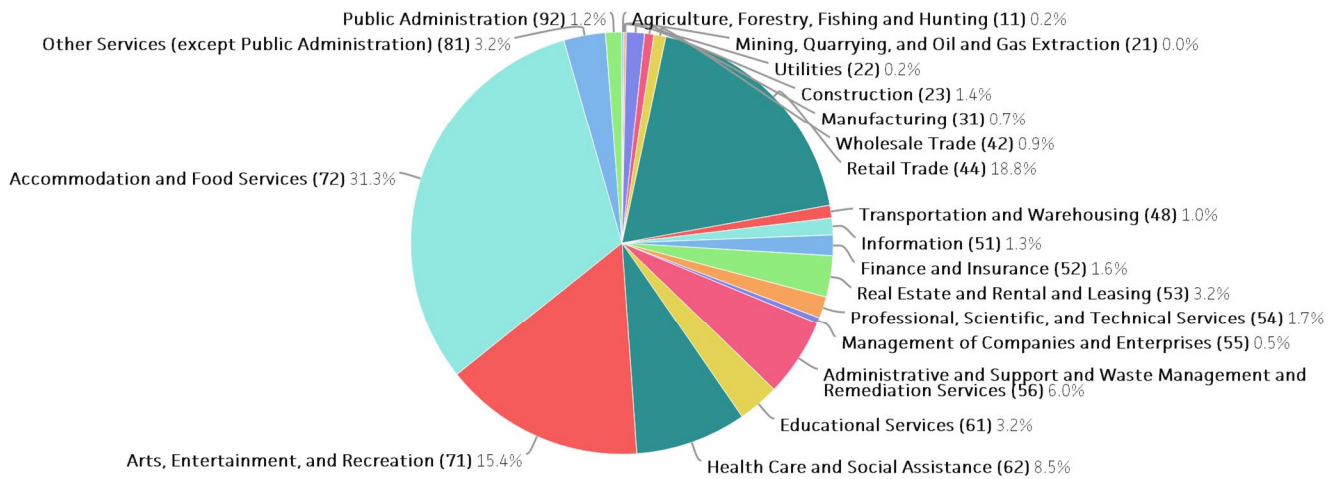
Data as of 2016Q4

The Cost of Living Index is developed by Chmura Economics & Analytics and is updated quarterly.

# Industry Snapshot

The largest sector in the City of Branson, MO is Accommodation and Food Services, employing 5,930 workers. The next-largest sectors in the region are Retail Trade (3,561 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 = 7.81), Accommodation and Food Services (3.51), and Real Estate and Rental and Leasing (1.86).

Total Workers for City of Branson, MO by Industry



Source: JobsEQ®, Data as of 2016Q4

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 2016Q2 with preliminary estimates updated to 2016Q4.

Sectors in the City of Branson, MO with the highest average wages per worker are Management of Companies and Enterprises (\$79,801), Utilities (\$47,401), and Professional, Scientific, and Technical Services (\$47,008). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Arts, Entertainment, and Recreation (+828 jobs), Accommodation and Food Services (+788), and Retail Trade (+588).

Over the next 10 years, employment in the City of Branson, MO is projected to expand by 1,383 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 (+468 jobs), Health Care and Social Assistance (+317), and Arts, Entertainment, and Recreation (+280).

		Current			Historical				Forecast		
		Four Quarters Ending with 2016q4			Total Change over the Last 10 Years	Average Annual % Change in Employment 2006q4-2016q4			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	29	\$13,090	0.10	1	0.5%	-0.8%	0.1%	10	-1	-0.5%
21	Mining, Quarrying, and Oil and Gas Extraction	1	\$30,871	0.01	1	n/a	-2.9%	-0.2%	0	0	0.1%
22	Utilities	34	\$47,401	0.34	-11	-2.8%	-0.2%	0.2%	9	4	1.2%
23	Construction	260	\$36,072	0.25	-1,030	-14.8%	-2.3%	-1.5%	54	33	1.2%
31	Manufacturing	137	\$43,855	0.09	-19	-1.3%	-1.5%	-1.3%	31	-7	-0.5%
42	Wholesale Trade	173	\$28,514	0.23	42	2.8%	-0.2%	-0.1%	39	12	0.7%
44	Retail Trade	3,561	\$21,261	1.73	588	1.8%	-0.1%	0.2%	1,124	173	0.5%
48	Transportation and Warehousing	184	\$33,836	0.23	-115	-4.7%	-0.3%	0.6%	48	7	0.3%
51	Information	245	\$37,911	0.64	-148	-4.6%	-2.1%	-0.8%	58	-10	-0.4%
52	Finance and Insurance	300	\$45,280	0.40	20	0.7%	0.2%	-0.4%	72	15	0.5%
53	Real Estate and Rental and Leasing	597	\$32,677	1.86	-86	-1.3%	-1.6%	-0.9%	132	-1	0.0%
54	Professional, Scientific, and Technical Services	315	\$47,008	0.25	-178	-4.4%	1.7%	1.5%	67	23	0.7%
55	Management of Companies and Enterprises	86	\$79,801	0.31	-22	-2.3%	-0.5%	2.2%	19	5	0.6%
56	Administrative and Support and Waste Management and Remediation Services	1,134	\$37,894	0.93	150	1.4%	1.4%	0.8%	251	-13	-0.1%
61	Educational Services	600	\$34,065	0.38	222	4.7%	0.0%	0.6%	128	26	0.4%
62	Health Care and Social Assistance	1,610	\$40,349	0.60	387	2.8%	2.1%	2.2%	335	317	1.8%
71	Arts, Entertainment, and Recreation	2,917	\$23,063	7.81	828	3.4%	-0.1%	1.2%	923	280	0.9%
72	Accommodation and Food Services	5,930	\$21,700	3.51	788	1.4%	1.0%	1.8%	2,143	468	0.8%
81	Other Services (except Public Administration)	604	\$25,848	0.72	-551	-6.3%	-0.8%	0.0%	156	40	0.6%
92	Public Administration	235	\$36,156	0.26	50	2.4%	-0.2%	0.1%	58	13	0.5%
	<b>Total - All Industries</b>	<b>18,952</b>	<b>\$29,592</b>	<b>1.00</b>	<b>917</b>	<b>0.5%</b>	<b>0.1%</b>	<b>0.5%</b>	<b>4,750</b>	<b>1,383</b>	<b>0.7%</b>

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 2016Q2 with preliminary estimates updated to 2016Q4. 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 4,187 workers. The next-largest occupation groups in the region are Sales and Related Occupations (3,396 workers) and Office and Administrative Support Occupations (2,674). 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 = 2.56), Building and Grounds Cleaning and Maintenance Occupations (2.11), and Arts, Design, Entertainment, Sports, and Media Occupations (2.01).

Occupation groups in the City of Branson, MO with the highest average wages per worker are Healthcare Practitioners and Technical Occupations (\$71,500), Architecture and Engineering Occupations (\$67,600), and Legal Occupations (\$67,400). The unemployment rate in the region varied among the major groups from 1.3% among Healthcare Practitioners and Technical Occupations to 8.3% among Farming, Fishing, and Forestry 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 +1.9% 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 (+308 jobs) and Sales and Related Occupations (+167). 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 (1,737 jobs) and Sales and Related Occupations (1,183).

Occupation Snapshot in City of Branson, MO													
		Current					Historical				Forecast		
		Four Quarters Ending with 2016q4			2016q4		Total Change over the Last 10 Years	Avg Ann % Chg in Empl 2006q4-2016q4			Over the Next 10 Years		
SOC	Title	Empl	Avg. Annual Wages <sup>1</sup>	LQ	Unempl	Unempl Rate		Empl	City of Branson, MO	Missouri	USA	Total Repl Demand	Total Growth Demand
11-0000	Management Occupations	818	\$65,700	0.71	6	2.0%	-153	-1.7%	-0.4%	0.2%	250	58	0.7%
13-0000	Business and Financial Operations Occupations	516	\$52,800	0.55	5	3.2%	-71	-1.3%	0.2%	0.5%	115	47	0.9%
15-0000	Computer and Mathematical Occupations	149	\$64,800	0.28	2	3.6%	-11	-0.7%	1.2%	1.5%	23	12	0.8%
17-0000	Architecture and Engineering Occupations	70	\$67,600	0.22	1	2.7%	-14	-1.9%	-0.2%	-0.2%	17	6	0.8%
19-0000	Life, Physical, and Social Science Occupations	32	\$67,300	0.21	0	n/a	2	0.6%	0.4%	0.9%	10	4	1.3%
21-0000	Community and Social Service Occupations	162	\$44,300	0.53	1	1.6%	23	1.5%	1.2%	1.3%	37	25	1.4%
23-0000	Legal Occupations	48	\$67,400	0.32	0	n/a	-22	-3.7%	-0.7%	-0.4%	10	5	0.9%
25-0000	Education, Training, and Library Occupations	535	\$38,300	0.50	3	1.9%	143	3.1%	0.1%	0.5%	122	34	0.6%

**Occupation Snapshot in City of Branson, MO**

		Current					Total Change over the Last 10 Years	Historical			Forecast		
		Four Quarters Ending with 2016q4			2016q4			Avg Ann % Chg in Empl 2006q4-2016q4			Over the Next 10 Years		
SOC	Title	Empl	Avg. Annual Wages <sup>1</sup>	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	671	\$36,600	2.01	14	7.1%	-214	-2.7%	-0.7%	0.1%	258	36	0.5%
29-0000	Healthcare Practitioners and Technical Occupations	781	\$71,500	0.72	3	1.3%	140	2.0%	1.2%	1.5%	177	137	1.6%
31-0000	Healthcare Support Occupations	298	\$26,100	0.54	5	5.1%	65	2.5%	1.9%	2.2%	65	61	1.9%
33-0000	Protective Service Occupations	281	\$26,700	0.76	3	4.0%	32	1.2%	0.5%	0.6%	53	26	0.9%
35-0000	Food Preparation and Serving Related Occupations	4,187	\$20,500	2.56	87	7.1%	689	1.8%	0.9%	1.7%	1,737	308	0.7%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	1,429	\$22,200	2.11	28	6.2%	213	1.6%	0.2%	0.7%	356	129	0.9%
39-0000	Personal Care and Service Occupations	1,111	\$22,600	1.45	26	7.4%	255	2.6%	1.7%	1.9%	452	112	1.0%
41-0000	Sales and Related Occupations	3,396	\$27,500	1.72	50	4.9%	455	1.4%	-0.3%	0.0%	1,183	167	0.5%
43-0000	Office and Administrative Support Occupations	2,674	\$28,100	0.95	38	4.6%	126	0.5%	0.1%	0.4%	717	83	0.3%
45-0000	Farming, Fishing, and Forestry Occupations	13	\$25,400	0.11	1	8.3%	0	-0.1%	0.1%	0.6%	5	0	0.0%
47-0000	Construction and Extraction Occupations	268	\$38,100	0.32	10	6.8%	-659	-11.7%	-2.1%	-1.4%	52	31	1.1%
49-0000	Installation, Maintenance, and Repair Occupations	615	\$32,800	0.85	7	3.7%	-82	-1.2%	-0.4%	0.0%	160	51	0.8%
51-0000	Production Occupations	286	\$27,700	0.25	7	5.6%	3	0.1%	-1.2%	-0.9%	74	13	0.4%
53-0000	Transportation and Material Moving Occupations	614	\$26,400	0.48	15	6.3%	-2	0.0%	-0.3%	0.3%	170	39	0.6%
00-0000	Total - All Occupations	18,952	\$31,100	1.00	n/a	n/a	917	0.5%	0.1%	0.5%	6,043	1,383	0.7%

Source: [JobsEQ®](#)

Data as of 2016Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

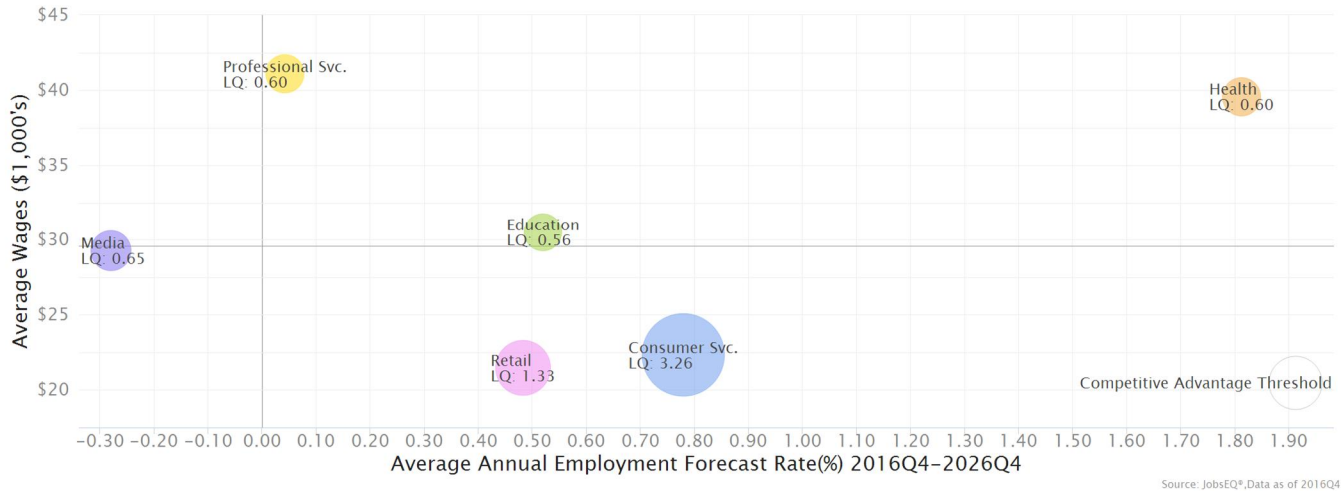
1. Occupation wages are as of 2015 and should be taken as the average for all Covered Employment

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 2016Q2, imputed where necessary with preliminary estimates updated to 2016Q4. Wages by occupation are as of 2015 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 3.26. This cluster employs 9,386 workers in the region with an average wage of \$22,335. Employment in the Consumer Svc. cluster is projected to expand in the region about 0.8% per year over the next ten years.

Industry Clusters for City of Branson, MO as of 2016Q4



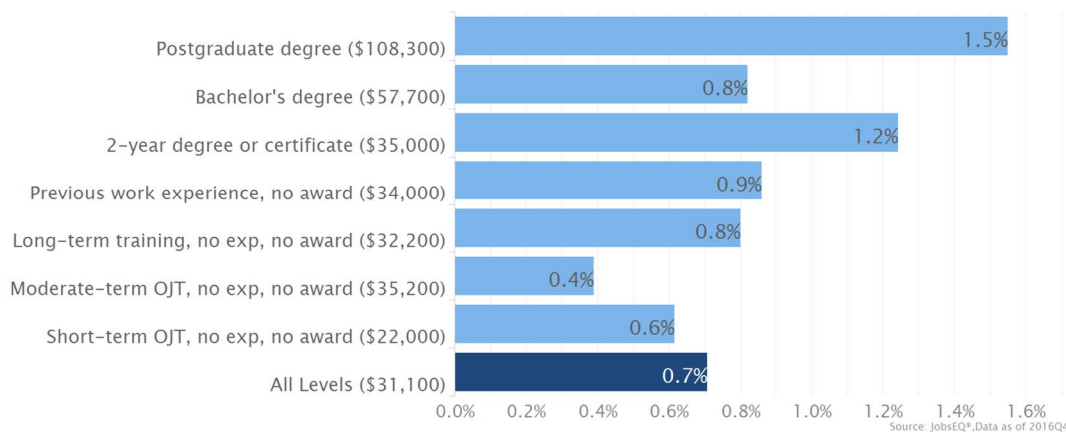
Source: JobsEQ®, Data as of 2016Q4

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 2016Q2 with preliminary estimates updated to 2016Q4. 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 0.7% 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 1.2% per year.

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



Source: JobsEQ®, Data as of 2016Q4

Employment by occupation data are estimates as of 2016Q4. 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.

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