



Economic Overview

April 1, 2024

Taney County, Missouri



Taney County Partnership
Branson/Lakes Area Chamber of Commerce
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Demographic Profile

The population in Taney County, Missouri was 55,854 per American Community Survey data for 2017-2021.

The region has a civilian labor force of 27,145 with a participation rate of 59.8%. Of individuals 25 to 64 in Taney County, Missouri, 23.0% have a bachelor's degree or higher which compares with 35.1% in the nation.

The median household income in Taney County, Missouri is \$51,031 and the median house value is \$157,500.

Summary¹

Demographics	Percent			Value		
	Taney County, Missouri	Missouri	USA	Taney County, Missouri	Missouri	USA
Population (ACS)	—	—	—	55,854	6,141,534	329,725,481
Male	48.0%	49.3%	49.5%	26,824	3,027,741	163,206,615
Female	52.0%	50.7%	50.5%	29,030	3,113,793	166,518,866
Median Age ²	—	—	—	42.6	38.8	38.4
Under 18 Years	21.3%	22.7%	22.5%	11,871	1,392,375	74,234,075
18 to 24 Years	9.3%	9.1%	9.2%	5,219	561,340	30,339,089
25 to 34 Years	11.2%	13.3%	13.8%	6,250	814,351	45,360,942
35 to 44 Years	10.6%	12.4%	12.9%	5,918	763,084	42,441,883
45 to 54 Years	12.3%	12.1%	12.6%	6,855	744,131	41,631,458
55 to 64 Years	13.5%	13.6%	13.0%	7,515	832,417	42,829,413
65 to 74 Years	12.9%	10.0%	9.6%	7,231	611,609	31,590,619
75 Years and Over	8.9%	6.9%	6.5%	4,995	422,227	21,298,002
Race: White	91.4%	80.3%	68.2%	51,060	4,930,466	224,789,109
Race: Black or African American	1.9%	11.3%	12.6%	1,048	695,678	41,393,012
Race: American Indian and Alaska Native	0.5%	0.3%	0.8%	288	19,904	2,722,661
Race: Asian	0.6%	2.0%	5.7%	352	123,406	18,782,924
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	5	8,468	615,557
Race: Some Other Race	1.3%	1.4%	5.6%	735	84,084	18,382,796
Race: Two or More Races	4.2%	4.6%	7.0%	2,366	279,528	23,039,422
Hispanic or Latino (of any race)	6.3%	4.4%	18.4%	3,517	271,566	60,806,969
Population Growth						
Population (Pop Estimates) ⁴	—	—	—	56,821	6,177,957	333,287,557
Population Annual Average Growth ⁴	0.7%	0.2%	0.6%	389	15,193	1,940,990
People per Square Mile	—	—	—	89.9	89.9	94.3
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	59.8%	63.1%	63.4%	27,145	3,084,786	166,672,597
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	84.3%	83.3%	82.5%	16,033	1,923,985	106,173,534
Armed Forces Labor Force	0.0%	0.4%	0.5%	8	19,409	1,196,529
Veterans, Age 18-64	6.2%	5.0%	4.4%	1,964	183,888	8,848,937
Veterans Labor Force Participation Rate and Size, Age 18-64	83.8%	75.7%	77.0%	1,645	139,144	6,809,906
Median Household Income ²	—	—	—	\$51,031	\$61,043	\$69,021
Per Capita Income	—	—	—	\$26,100	\$33,770	\$37,638
Mean Commute Time (minutes)	—	—	—	22.7	23.8	26.8
Commute via Public Transportation	0.2%	1.0%	4.2%	61	30,417	6,472,373
Educational Attainment, Age 25-64						
No High School Diploma	9.8%	8.1%	10.3%	2,593	255,995	17,756,046
High School Graduate	33.2%	28.6%	25.3%	8,823	902,608	43,535,564
Some College, No Degree	24.6%	21.6%	20.1%	6,534	682,400	34,637,141

Summary¹

	Percent			Value		
	Taney County, Missouri	Missouri	USA	Taney County, Missouri	Missouri	USA
Associate's Degree	9.4%	9.0%	9.3%	2,491	283,994	15,944,395
Bachelor's Degree	16.5%	20.5%	22.0%	4,378	646,564	37,890,674
Postgraduate Degree	6.5%	12.1%	13.1%	1,719	382,422	22,499,876
Housing						
Total Housing Units	—	—	—	29,487	2,782,081	139,647,020
Median House Value (of owner-occupied units) ²	—	—	—	\$157,500	\$171,800	\$244,900
Homeowner Vacancy	2.3%	1.3%	1.2%	334	21,727	1,021,651
Rental Vacancy	5.4%	5.5%	5.7%	394	46,437	2,674,125
Renter-Occupied Housing Units (% of Occupied Units)	32.2%	32.4%	35.4%	6,847	788,386	43,858,831
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	4.2%	6.5%	8.3%	901	157,937	10,349,174
Social						
Poverty Level (of all people)	14.6%	12.8%	12.6%	7,911	762,023	40,661,636
Households Receiving Food Stamps/SNAP	11.8%	10.1%	11.4%	2,515	246,960	14,105,231
Enrolled in Grade 12 (% of total population)	1.0%	1.2%	1.3%	578	75,800	4,425,322
Disconnected Youth ³	4.1%	3.0%	2.5%	120	9,755	432,389
Children in Single Parent Families (% of all children)	31.1%	33.4%	34.0%	3,360	436,459	23,909,672
Uninsured	15.7%	9.5%	8.8%	8,727	575,152	28,489,142
With a Disability, Age 18-64	12.5%	12.3%	10.3%	3,966	447,983	20,537,729
With a Disability, Age 18-64, Labor Force Participation Rate and Size	53.2%	42.6%	44.2%	2,111	190,784	9,068,973
Foreign Born	2.7%	4.2%	13.6%	1,519	256,802	44,844,808
Speak English Less Than Very Well (population 5 yrs and over)	1.4%	2.1%	8.2%	720	122,969	25,535,259

Source: [JobsEQ®](#)

1. American Community Survey 2017-2021, 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.

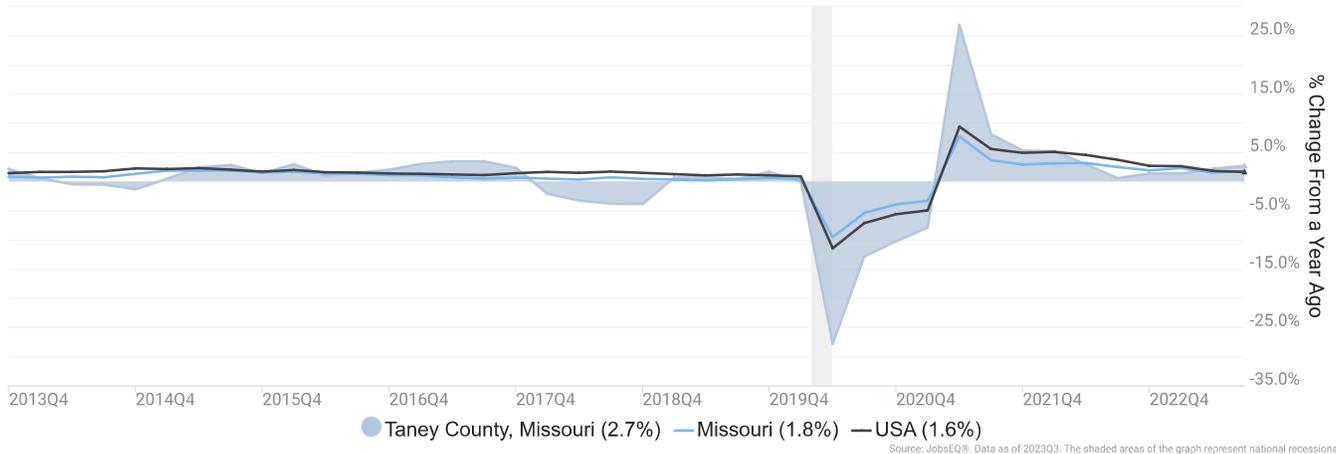
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2022, annual average growth rate since 2012. Post-2019 data for Connecticut counties are imputed by Chmura.

Employment Trends

As of 2023Q3, total employment for Taney County, Missouri was 30,664 (based on a four-quarter moving average). Over the year ending 2023Q3, employment increased 2.7% in the region.

Employment for Taney County, Missouri

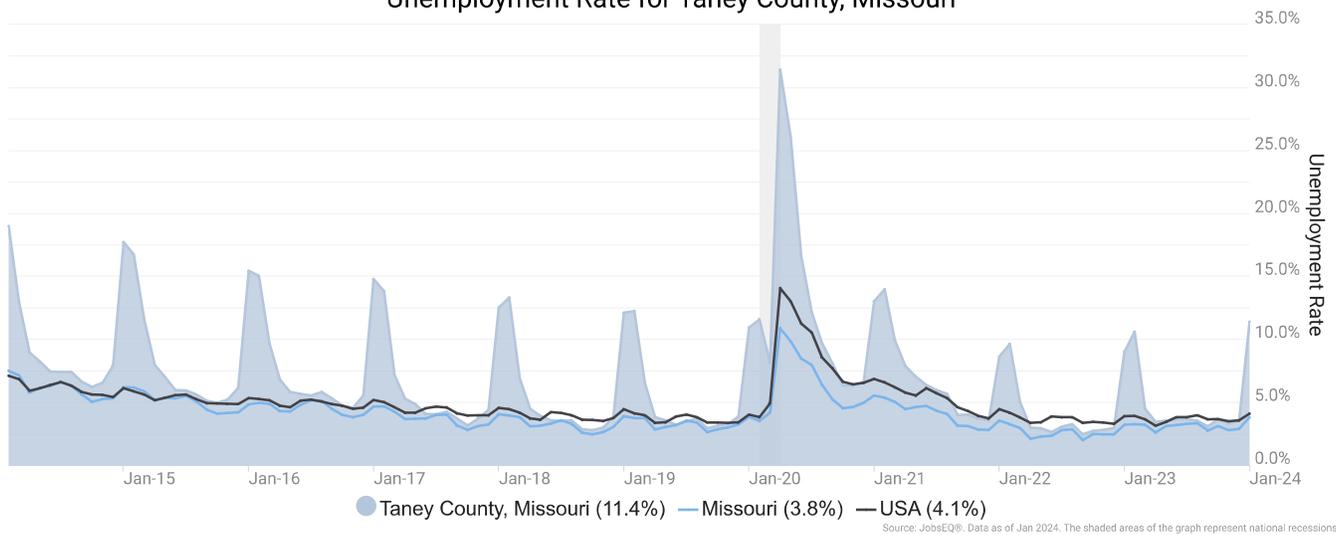


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2023Q2 with preliminary estimates updated to 2023Q3.

Unemployment Rate

The unemployment rate for Taney County, Missouri was 11.4% as of January 2024. The regional unemployment rate was higher than the national rate of 4.1%. One year earlier, in January 2023, the unemployment rate in Taney County, Missouri was 9.0%.

Unemployment Rate for Taney County, Missouri

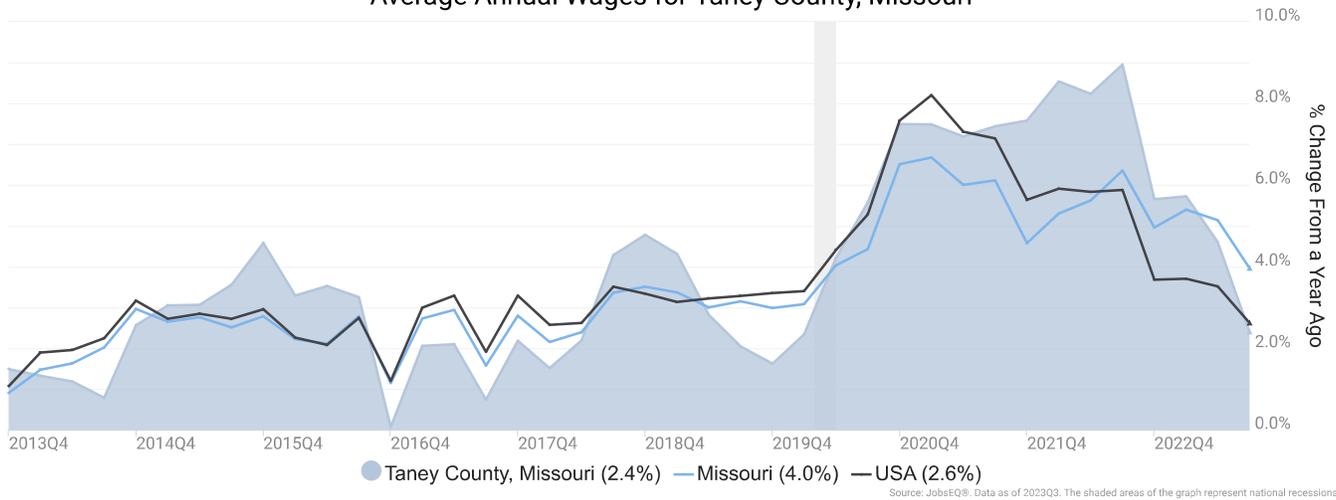


Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through January 2024.

Wage Trends

The average worker in Taney County, Missouri earned annual wages of \$39,858 as of 2023Q3. Average annual wages per worker increased 2.4% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$70,183 in the nation as of 2023Q3.

Average Annual Wages for Taney County, Missouri



Source: JobsEQ®. Data as of 2023Q3. The shaded areas of the graph represent national recessions.

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 2023Q2 with preliminary estimates updated to 2023Q3.

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 15.0% lower in Taney County, Missouri than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Taney County, Missouri	\$39,858	85.0	\$46,886
Missouri	\$59,767	88.9	\$67,262
USA	\$70,183	100.0	\$70,183

Source: [JobsEQ®](#)

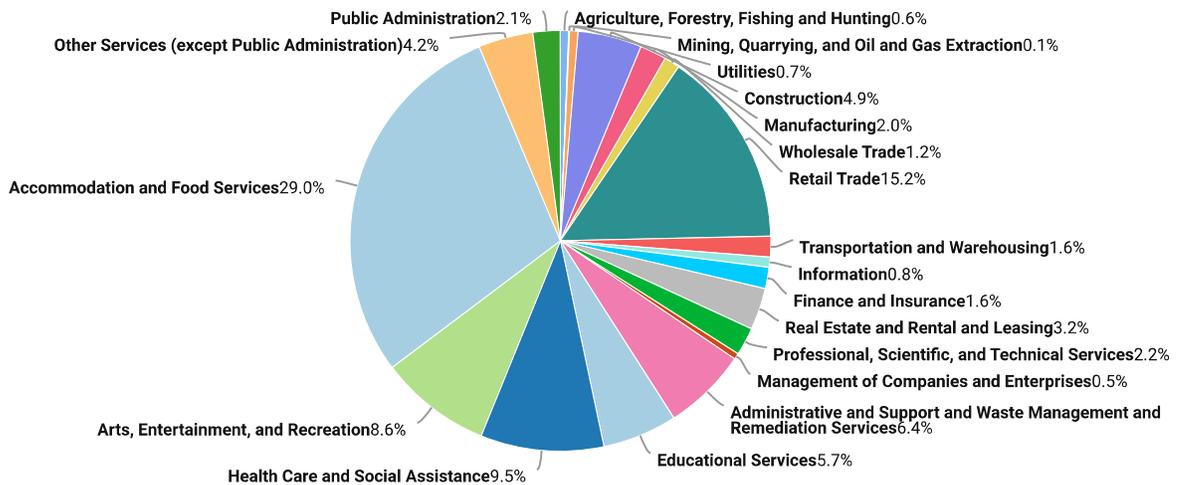
Data as of 2023Q3

Cost of Living per [COLI](#), data as of 2023Q3, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in Taney County, Missouri is Accommodation and Food Services, employing 8,880 workers. The next-largest sectors in the region are Retail Trade (4,647 workers) and Health Care and Social Assistance (2,906). 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 = 4.40), Accommodation and Food Services (3.34), and Real Estate and Rental and Leasing (1.80).

Total Workers for Taney County, Missouri by Industry



Source: JobsEQ® Data as of 2023Q3

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 2023Q2 with preliminary estimates updated to 2023Q3.

Sectors in Taney County, Missouri with the highest average wages per worker are Utilities (\$89,955), Management of Companies and Enterprises (\$86,273), and Finance and Insurance (\$63,721). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Accommodation and Food Services (+1,033 jobs), Health Care and Social Assistance (+341), and Construction (+301).

Over the next 10 years, employment in Taney County, Missouri is projected to contract by 799 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 (+145 jobs), Arts, Entertainment, and Recreation (+19), and Management of Companies and Enterprises (+7).

Taney County, Missouri, 2023Q3¹

NAICS	Industry	Current			10-Year History		10-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
72	Accommodation and Food Services	8,880	\$33,705	3.34	1,033	1.2%	15,212	6,952	8,487	-227	-0.3%
44	Retail Trade	4,647	\$32,681	1.53	-228	-0.5%	5,721	2,706	3,401	-386	-0.9%
62	Health Care and Social Assistance	2,906	\$58,716	0.65	341	1.3%	3,045	1,396	1,504	145	0.5%
71	Arts, Entertainment, and Recreation	2,635	\$28,345	4.40	-924	-3.0%	3,952	1,666	2,267	19	0.1%
56	Administrative and Support and Waste Management and Remediation Services	1,977	\$45,566	1.02	121	0.6%	2,156	956	1,268	-67	-0.3%
61	Educational Services	1,763	\$46,999	0.72	211	1.3%	1,550	796	825	-71	-0.4%
23	Construction	1,505	\$44,903	0.82	301	2.3%	1,228	517	760	-49	-0.3%
81	Other Services (except Public Administration)	1,291	\$30,419	0.99	-401	-2.7%	1,431	636	822	-27	-0.2%
53	Real Estate and Rental and Leasing	984	\$44,981	1.80	90	1.0%	943	452	494	-3	0.0%
54	Professional, Scientific, and Technical Services	663	\$48,999	0.29	5	0.1%	528	216	318	-7	-0.1%
92	Public Administration	640	\$44,887	0.45	60	1.0%	555	254	323	-22	-0.4%
31	Manufacturing	626	\$49,356	0.25	56	0.9%	574	245	367	-37	-0.6%
52	Finance and Insurance	500	\$63,721	0.41	8	0.2%	399	172	238	-12	-0.2%
48	Transportation and Warehousing	489	\$41,022	0.32	-73	-1.4%	538	233	302	3	0.1%
42	Wholesale Trade	363	\$52,819	0.31	-26	-0.7%	325	142	211	-27	-0.8%
51	Information	240	\$43,866	0.39	-129	-4.2%	208	83	129	-4	-0.2%
22	Utilities	203	\$89,955	1.30	11	0.6%	161	70	102	-11	-0.6%
11	Agriculture, Forestry, Fishing and Hunting	198	\$12,363	0.51	-20	-1.0%	201	109	115	-22	-1.2%
55	Management of Companies and Enterprises	139	\$86,273	0.29	-81	-4.5%	129	49	72	7	0.5%
21	Mining, Quarrying, and Oil and Gas Extraction	16	\$40,855	0.14	-38	-11.6%	14	5	9	-1	-0.4%
Total - All Industries		30,664	\$39,858	1.00	317	0.1%	32,129	14,505	18,423	-799	-0.3%

Source: [JobsEQ®](#)

Data as of 2023Q3

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 2023Q2 with preliminary estimates updated to 2023Q3. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in Taney County, Missouri is Food Preparation and Serving Related Occupations, employing 5,214 workers. The next-largest occupation groups in the region are Office and Administrative Support Occupations (3,749 workers) and Sales and Related Occupations (3,709). 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 Building and Grounds Cleaning and Maintenance Occupations (LQ = 2.55), Food Preparation and Serving Related Occupations (2.10), and Personal Care and Service Occupations (1.59).

Occupation groups in Taney County, Missouri with the highest average wages per worker are Legal Occupations (\$92,800), Healthcare Practitioners and Technical Occupations (\$91,400), and Management Occupations (\$89,000). The unemployment rate in the region varied among the major groups from 1.6% among Legal Occupations to 6.7% among Personal Care and Service Occupations.

Over the next 10 years, the fastest growing occupation group in Taney County, Missouri 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 (+83 jobs) and Healthcare Practitioners and Technical Occupations (+43). 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 (9,462 jobs) and Sales and Related Occupations (4,971).

Taney County, Missouri, 2023Q3¹

SOC	Occupation	Current					10-Year History			10-Year Forecast				
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
35-0000	Food Preparation and Serving Related	5,214	\$32,900	2.10	264	6.2%	316	-57	-0.1%	9,390	4,218	5,244	-73	-0.1%
43-0000	Office and Administrative Support	3,749	\$39,600	1.01	130	3.9%	160	-265	-0.7%	3,960	1,979	2,363	-383	-1.1%
41-0000	Sales and Related	3,709	\$40,800	1.36	161	5.0%	285	-698	-1.7%	4,680	2,301	2,670	-290	-0.8%
37-0000	Building and Grounds Cleaning and Maintenance	2,558	\$33,000	2.55	117	5.6%	120	511	2.3%	3,316	1,660	1,750	-93	-0.4%
11-0000	Management	1,969	\$89,000	0.85	33	1.9%	110	469	2.8%	1,528	605	937	-15	-0.1%
53-0000	Transportation and Material Moving	1,800	\$40,300	0.67	105	6.0%	177	105	0.6%	2,372	976	1,393	3	0.0%
49-0000	Installation, Maintenance, and Repair	1,518	\$49,000	1.27	33	2.6%	68	257	1.9%	1,326	609	723	-5	0.0%
25-0000	Educational Instruction and Library	1,338	\$56,900	0.82	29	2.7%	21	191	1.6%	1,143	598	572	-27	-0.2%
29-0000	Healthcare Practitioners and Technical	1,317	\$91,400	0.73	21	1.9%	326	154	1.3%	784	412	330	43	0.3%
39-0000	Personal Care and Service	1,206	\$32,600	1.59	72	6.7%	43	-394	-2.8%	2,496	1,014	1,465	16	0.1%
13-0000	Business and Financial Operations	1,135	\$68,700	0.58	29	2.7%	46	152	1.4%	922	351	567	3	0.0%
47-0000	Construction and Extraction	1,097	\$54,300	0.79	56	5.4%	20	109	1.0%	892	373	537	-18	-0.2%
27-0000	Arts, Design, Entertainment, Sports, and Media	866	\$53,000	1.54	35	4.8%	29	-224	-2.3%	854	375	493	-14	-0.2%
31-0000	Healthcare Support	803	\$34,600	0.59	29	3.8%	70	134	1.8%	1,217	523	611	83	1.0%
51-0000	Production	747	\$43,100	0.44	36	4.5%	27	8	0.1%	787	375	458	-46	-0.6%
33-0000	Protective Service	482	\$43,500	0.73	18	4.2%	25	-41	-0.8%	547	259	307	-19	-0.4%

Taney County, Missouri, 2023Q3¹

SOC	Occupation	Current					10-Year History			10-Year Forecast				
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
21-0000	Community and Social Service	437	\$49,700	0.79	6	1.6%	42	71	1.8%	400	171	208	21	0.5%
15-0000	Computer and Mathematical	322	\$83,100	0.33	8	2.3%	11	0	0.0%	208	73	121	14	0.4%
17-0000	Architecture and Engineering	157	\$85,500	0.32	3	2.2%	5	8	0.5%	103	44	59	0	0.0%
23-0000	Legal	96	\$92,800	0.38	1	1.6%	3	4	0.4%	58	27	29	2	0.2%
19-0000	Life, Physical, and Social Science	92	\$75,600	0.34	2	2.6%	5	6	0.6%	78	19	57	2	0.2%
45-0000	Farming, Fishing, and Forestry	52	\$45,300	0.28	3	5.3%	n/a	-1	-0.2%	70	28	45	-4	-0.7%
Total - All Occupations		30,664	\$47,600	1.00	1,190	4.4%	1,910	497	0.2%	37,129	16,989	20,939	-799	-0.3%

Source: [JobsEQ®](#)

Data as of 2023Q3 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

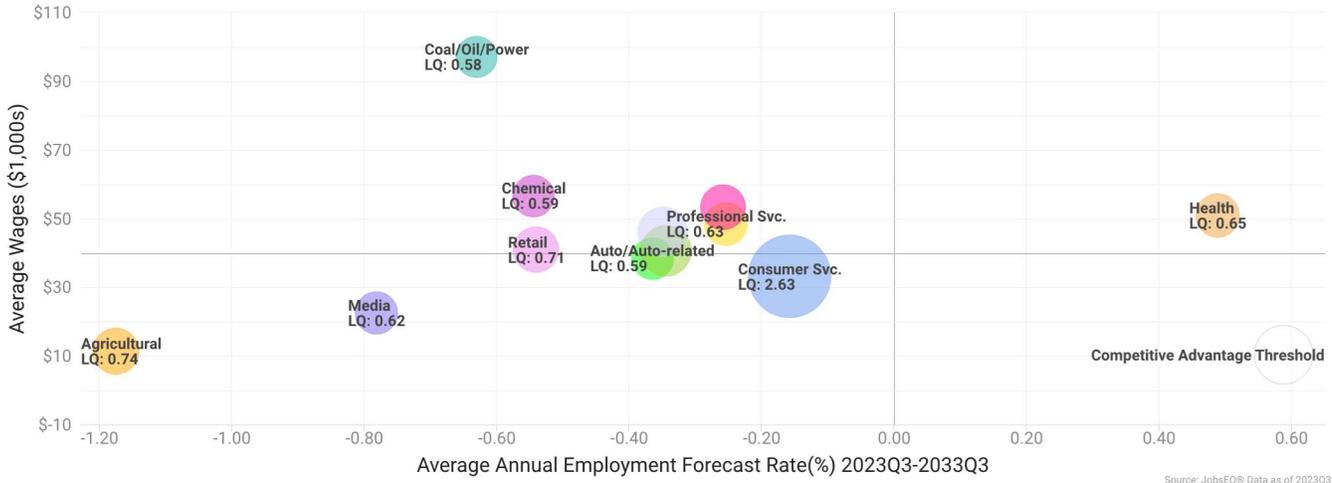
3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.

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 2023Q2, imputed where necessary with preliminary estimates updated to 2023Q3. Wages by occupation are as of 2023 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 Taney County, Missouri with the highest relative concentration is Consumer Svc. with a location quotient of 2.63. This cluster employs 12,451 workers in the region with an average wage of \$33,168. Employment in the Consumer Svc. cluster is projected to contract in the region about 0.2% per year over the next ten years.

Industry Clusters for Taney County, Missouri as of 2023Q3

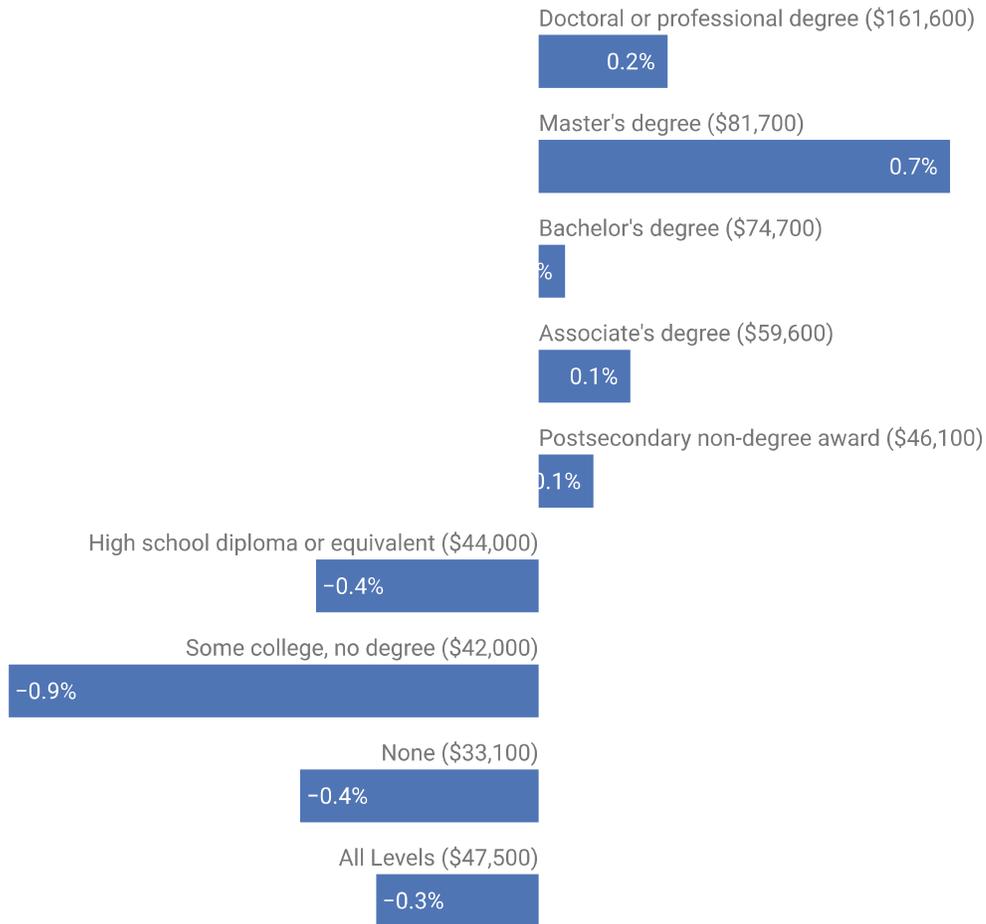


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2023Q2 with preliminary estimates updated to 2023Q3. Forecast employment growth uses national projections from 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 Taney County, Missouri is projected to contract 0.3% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.2% 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

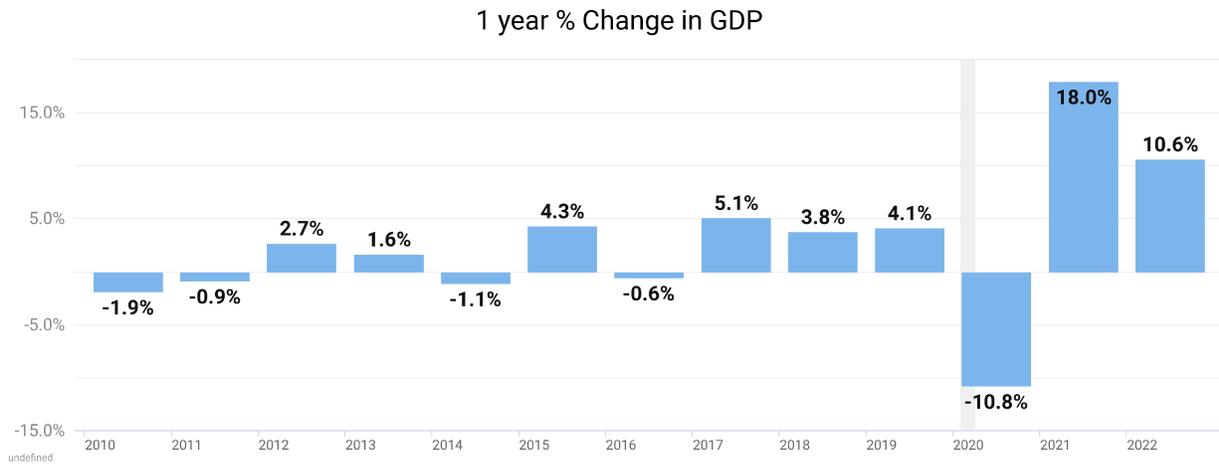


Source: JobsEQ®
Data as of 2023Q3

Employment by occupation data are estimates as of 2023Q3. 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.

Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2022, nominal GDP in Taney County, Missouri expanded 10.6%. This follows growth of 18.0% in 2021. As of 2022, total GDP in Taney County, Missouri was \$2,937,795,000.



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2022.

Of the sectors in Taney County, Missouri, Real Estate and Rental and Leasing contributed the largest portion of GDP in 2022, \$648,505,000. The next-largest contributions came from Accommodation and Food Services (\$593,154,000); Retail Trade (\$279,000,000); and Health Care and Social Assistance (\$248,652,000).

GDP (in \$ millions)

Real Estate and Rental and Leasing (53)



Accommodation and Food Services (72)



Retail Trade (44)



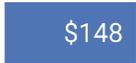
Health Care and Social Assistance (62)



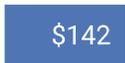
Administrative and Support and Waste Management and Remediation Services (56)



Arts, Entertainment, and Recreation (71)



Educational Services (61)



Manufacturing (31)



Construction (23)

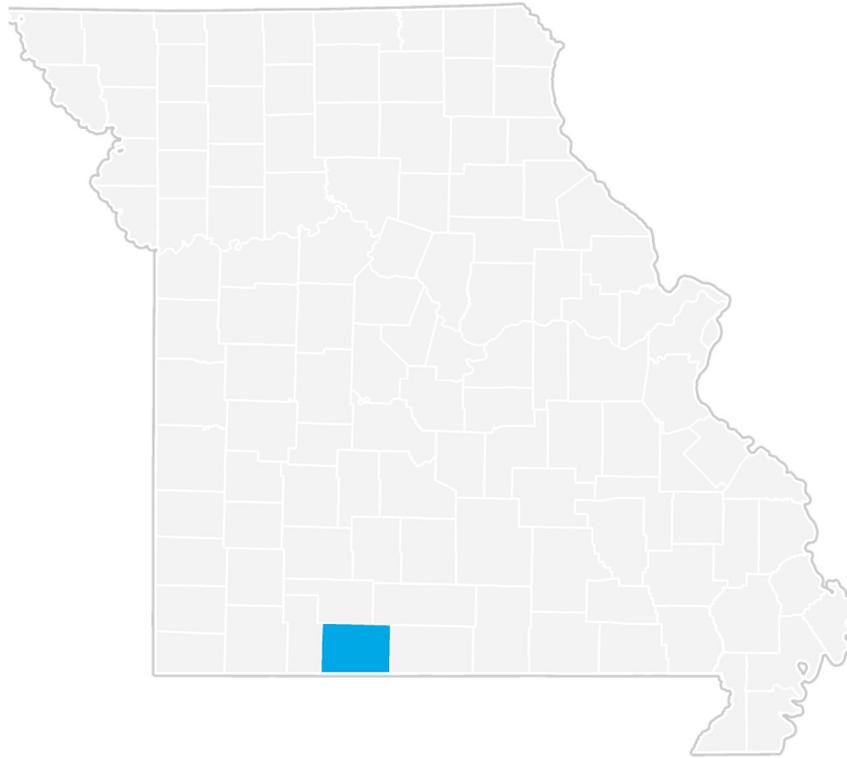


Finance and Insurance (52)



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2022.

Taney County, Missouri 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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