

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 36.6701/-93.2285

Branson Hills Parkway at US 65									
Branson, MO 65616		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population									
Estimated Population (2025)		2,940		15,332		33,749		47,552	
Projected Population (2030)		2,947		15,022		33,396		46,826	
Census Population (2020)		3,114		15,758		33,553		46,194	
Census Population (2010)		2,105		13,184		29,645		41,785	
Projected Annual Growth (2025-2030)		7	-	-310	-0.4%	-353	-0.2%	-725	-0.3%
Historical Annual Growth (2020-2025)		-174	-1.1%	-426	-0.5%	196	0.1%	1,357	0.6%
Historical Annual Growth (2010-2020)		1,009	4.8%	2,575	2.0%	3,908	1.3%	4,409	1.1%
Estimated Population Density (2025)		936	psm	542	psm	430	psm	309	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi	153.9	sq mi
Households									
Estimated Households (2025)		1,248		6,356		13,463		19,465	
Projected Households (2030)		1,256		6,251		13,442		19,269	
Census Households (2020)		1,322		6,538		13,172		18,617	
Census Households (2010)		849		5,358		11,725		16,880	
Projected Annual Growth (2025-2030)		8	0.1%	-105	-0.3%	-21	-	-196	-0.2%
Historical Annual Change (2010-2025)		399	3.1%	997	1.2%	1,738	1.0%	2,585	1.0%
Average Household Income									
Estimated Average Household Income (2025)		\$112,767		\$91,120		\$84,372		\$85,273	
Projected Average Household Income (2030)		\$112,373		\$90,987		\$84,131		\$84,965	
Census Average Household Income (2010)		\$54,025		\$59,952		\$55,998		\$53,830	
Census Average Household Income (2000)		\$55,968		\$43,690		\$40,164		\$41,771	
Projected Annual Change (2025-2030)		-\$394	-	-\$134	-	-\$241	-	-\$308	-
Historical Annual Change (2000-2025)		\$56,799	4.1%	\$47,430	4.3%	\$44,208	4.4%	\$43,502	4.2%
Median Household Income									
Estimated Median Household Income (2025)		\$75,091		\$63,428		\$60,468		\$60,336	
Projected Median Household Income (2030)		\$75,338		\$63,534		\$60,282		\$60,145	
Census Median Household Income (2010)		\$41,649		\$44,577		\$41,376		\$40,949	
Census Median Household Income (2000)		\$37,912		\$32,823		\$30,977		\$31,413	
Projected Annual Change (2025-2030)		\$247	-	\$106	-	-\$186	-	-\$191	-
Historical Annual Change (2000-2025)		\$37,179	3.9%	\$30,605	3.7%	\$29,491	3.8%	\$28,922	3.7%
Per Capita Income									
Estimated Per Capita Income (2025)		\$48,101		\$37,913		\$33,944		\$35,129	
Projected Per Capita Income (2030)		\$48,116		\$38,004		\$34,154		\$35,190	
Census Per Capita Income (2010)		\$21,776		\$24,359		\$22,134		\$21,728	
Census Per Capita Income (2000)		\$20,183		\$18,031		\$16,347		\$17,059	
Projected Annual Change (2025-2030)		\$15	-	\$91	-	\$210	0.1%	\$60	-
Historical Annual Change (2000-2025)		\$27,917	5.5%	\$19,882	4.4%	\$17,597	4.3%	\$18,071	4.2%
Estimated Average Household Net Worth (2025)		\$904,134		\$737,821		\$734,497		\$845,467	

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Branson Hills Parkway at US 65									
Branson, MO 65616		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity									
Total Population (2025)	2,940		15,332		33,749		47,552		
White (2025)	2,560	87.1%	13,153	85.8%	28,535	84.6%	41,131	86.5%	
Black or African American (2025)	62	2.1%	407	2.7%	928	2.8%	1,108	2.3%	
American Indian or Alaska Native (2025)	6	0.2%	73	0.5%	190	0.6%	266	0.6%	
Asian (2025)	73	2.5%	327	2.1%	537	1.6%	640	1.3%	
Hawaiian or Pacific Islander (2025)	-	-	24	0.2%	196	0.6%	200	0.4%	
Other Race (2025)	78	2.7%	460	3.0%	1,447	4.3%	1,647	3.5%	
Two or More Races (2025)	161	5.5%	890	5.8%	1,916	5.7%	2,561	5.4%	
Population < 18 (2025)	604	20.6%	3,240	21.1%	6,791	20.1%	9,417	19.8%	
White Not Hispanic	461	76.3%	2,496	77.0%	5,301	78.1%	7,480	79.4%	
Black or African American	12	2.0%	73	2.3%	162	2.4%	203	2.2%	
Asian	21	3.5%	87	2.7%	131	1.9%	147	1.6%	
Other Race Not Hispanic	26	4.3%	178	5.5%	378	5.6%	519	5.5%	
Hispanic	84	13.9%	405	12.5%	819	12.1%	1,068	11.3%	
Not Hispanic or Latino Population (2025)	2,696	91.7%	14,029	91.5%	30,451	90.2%	43,521	91.5%	
Not Hispanic White	2,479	92.0%	12,791	91.2%	27,761	91.2%	40,122	92.2%	
Not Hispanic Black or African American	62	2.3%	403	2.9%	911	3.0%	1,089	2.5%	
Not Hispanic American Indian or Alaska Native	3	0.1%	43	0.3%	117	0.4%	169	0.4%	
Not Hispanic Asian	72	2.7%	325	2.3%	534	1.8%	636	1.5%	
Not Hispanic Hawaiian or Pacific Islander	-	-	19	0.1%	155	0.5%	157	0.4%	
Not Hispanic Other Race	-	-	4	-	21	-	23	-	
Not Hispanic Two or More Races	78	2.9%	444	3.2%	952	3.1%	1,325	3.0%	
Hispanic or Latino Population (2025)	245	8.3%	1,304	8.5%	3,298	9.8%	4,030	8.5%	
Hispanic White	80	32.8%	362	27.8%	773	23.4%	1,009	25.0%	
Hispanic Black or African American	-	-	4	0.3%	17	0.5%	19	0.5%	
Hispanic American Indian or Alaska Native	3	1.1%	29	2.3%	73	2.2%	97	2.4%	
Hispanic Asian	-	-	2	0.1%	3	-	4	-	
Hispanic Hawaiian or Pacific Islander	-	-	5	0.4%	41	1.2%	43	1.1%	
Hispanic Other Race	78	31.8%	456	35.0%	1,426	43.2%	1,623	40.3%	
Hispanic Two or More Races	83	33.9%	446	34.2%	964	29.2%	1,236	30.7%	
Not Hispanic or Latino Population (2020)	2,812	90.3%	14,310	90.8%	30,090	89.7%	42,110	91.2%	
Hispanic or Latino Population (2020)	302	9.7%	1,448	9.2%	3,463	10.3%	4,084	8.8%	
Not Hispanic or Latino Population (2010)	1,936	91.9%	12,262	93.0%	27,786	93.7%	39,440	94.4%	
Hispanic or Latino Population (2010)	170	8.1%	921	7.0%	1,859	6.3%	2,345	5.6%	
Not Hispanic or Latino Population (2030)	2,698	91.5%	13,706	91.2%	30,055	90.0%	42,684	91.2%	
Hispanic or Latino Population (2030)	250	8.5%	1,317	8.8%	3,341	10.0%	4,142	8.8%	
Projected Annual Growth (2025-2030)	5	0.4%	13	0.2%	43	0.3%	112	0.6%	
Historical Annual Growth (2010-2020)	133	7.8%	527	5.7%	1,604	8.6%	1,740	7.4%	

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Branson Hills Parkway at US 65									
Branson, MO 65616		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Age Distribution (2025)									
Total Population	2,940		15,332		33,749		47,552		
Age Under 5 Years	141	4.8%	831	5.4%	1,794	5.3%	2,473	5.2%	
Age 5 to 9 Years	179	6.1%	929	6.1%	1,994	5.9%	2,737	5.8%	
Age 10 to 14 Years	181	6.2%	966	6.3%	1,976	5.9%	2,793	5.9%	
Age 15 to 19 Years	159	5.4%	922	6.0%	3,020	8.9%	3,668	7.7%	
Age 20 to 24 Years	233	7.9%	1,191	7.8%	2,797	8.3%	3,499	7.4%	
Age 25 to 29 Years	183	6.2%	961	6.3%	2,020	6.0%	2,659	5.6%	
Age 30 to 34 Years	189	6.4%	918	6.0%	1,979	5.9%	2,627	5.5%	
Age 35 to 39 Years	145	4.9%	857	5.6%	1,825	5.4%	2,514	5.3%	
Age 40 to 44 Years	158	5.4%	928	6.0%	1,965	5.8%	2,685	5.6%	
Age 45 to 49 Years	154	5.2%	845	5.5%	1,824	5.4%	2,515	5.3%	
Age 50 to 54 Years	166	5.6%	867	5.7%	1,882	5.6%	2,651	5.6%	
Age 55 to 59 Years	139	4.7%	825	5.4%	1,817	5.4%	2,697	5.7%	
Age 60 to 64 Years	173	5.9%	917	6.0%	2,050	6.1%	3,135	6.6%	
Age 65 to 69 Years	170	5.8%	935	6.1%	2,021	6.0%	3,236	6.8%	
Age 70 to 74 Years	182	6.2%	861	5.6%	1,811	5.4%	2,933	6.2%	
Age 75 to 79 Years	169	5.7%	714	4.7%	1,435	4.3%	2,278	4.8%	
Age 80 to 84 Years	106	3.6%	452	2.9%	845	2.5%	1,353	2.8%	
Age 85 Years or Over	114	3.9%	414	2.7%	695	2.1%	1,098	2.3%	
Median Age	41.1		39.9		38.7		41.7		
Age 19 Years or Less	660	22.5%	3,647	23.8%	8,784	26.0%	11,671	24.5%	
Age 20 to 64 Years	1,540	52.4%	8,309	54.2%	18,159	53.8%	24,982	52.5%	
Age 65 Years or Over	740	25.2%	3,376	22.0%	6,806	20.2%	10,898	22.9%	
Female Age Distribution (2025)									
Female Population	1,518	51.6%	7,791	50.8%	16,305	48.3%	23,233	48.9%	
Age Under 5 Years	75	4.9%	412	5.3%	870	5.3%	1,210	5.2%	
Age 5 to 9 Years	80	5.3%	434	5.6%	947	5.8%	1,318	5.7%	
Age 10 to 14 Years	81	5.3%	441	5.7%	925	5.7%	1,281	5.5%	
Age 15 to 19 Years	85	5.6%	417	5.4%	858	5.3%	1,181	5.1%	
Age 20 to 24 Years	115	7.6%	583	7.5%	1,201	7.4%	1,542	6.6%	
Age 25 to 29 Years	89	5.9%	473	6.1%	1,001	6.1%	1,318	5.7%	
Age 30 to 34 Years	99	6.5%	466	6.0%	996	6.1%	1,316	5.7%	
Age 35 to 39 Years	75	5.0%	443	5.7%	941	5.8%	1,276	5.5%	
Age 40 to 44 Years	78	5.1%	469	6.0%	1,025	6.3%	1,396	6.0%	
Age 45 to 49 Years	76	5.0%	427	5.5%	941	5.8%	1,301	5.6%	
Age 50 to 54 Years	87	5.7%	446	5.7%	937	5.7%	1,330	5.7%	
Age 55 to 59 Years	75	5.0%	437	5.6%	924	5.7%	1,393	6.0%	
Age 60 to 64 Years	106	7.0%	501	6.4%	1,088	6.7%	1,639	7.1%	
Age 65 to 69 Years	93	6.2%	501	6.4%	1,086	6.7%	1,723	7.4%	
Age 70 to 74 Years	98	6.5%	464	6.0%	962	5.9%	1,533	6.6%	
Age 75 to 79 Years	94	6.2%	401	5.1%	783	4.8%	1,189	5.1%	
Age 80 to 84 Years	55	3.6%	251	3.2%	464	2.8%	742	3.2%	
Age 85 Years or Over	55	3.6%	228	2.9%	356	2.2%	546	2.4%	
Female Median Age	43.6		42.1		41.5		44.0		
Age 19 Years or Less	320	21.1%	1,703	21.9%	3,600	22.1%	4,990	21.5%	
Age 20 to 64 Years	801	52.8%	4,242	54.5%	9,055	55.5%	12,509	53.8%	
Age 65 Years or Over	396	26.1%	1,845	23.7%	3,651	22.4%	5,734	24.7%	

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Branson Hills Parkway at US 65									
Branson, MO 65616		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Male Age Distribution (2025)									
Male Population	1,422	48.4%	7,541	49.2%	17,444	51.7%	24,318	51.1%	
Age Under 5 Years	67	4.7%	419	5.6%	924	5.3%	1,263	5.2%	
Age 5 to 9 Years	99	7.0%	495	6.6%	1,047	6.0%	1,419	5.8%	
Age 10 to 14 Years	101	7.1%	525	7.0%	1,052	6.0%	1,511	6.2%	
Age 15 to 19 Years	74	5.2%	505	6.7%	2,162	12.4%	2,488	10.2%	
Age 20 to 24 Years	118	8.3%	609	8.1%	1,595	9.1%	1,958	8.1%	
Age 25 to 29 Years	94	6.6%	488	6.5%	1,018	5.8%	1,340	5.5%	
Age 30 to 34 Years	90	6.3%	452	6.0%	983	5.6%	1,311	5.4%	
Age 35 to 39 Years	70	4.9%	415	5.5%	884	5.1%	1,238	5.1%	
Age 40 to 44 Years	80	5.6%	459	6.1%	940	5.4%	1,289	5.3%	
Age 45 to 49 Years	78	5.5%	418	5.5%	883	5.1%	1,214	5.0%	
Age 50 to 54 Years	79	5.5%	422	5.6%	945	5.4%	1,321	5.4%	
Age 55 to 59 Years	64	4.5%	388	5.1%	893	5.1%	1,305	5.4%	
Age 60 to 64 Years	67	4.7%	416	5.5%	961	5.5%	1,497	6.2%	
Age 65 to 69 Years	76	5.4%	434	5.8%	934	5.4%	1,512	6.2%	
Age 70 to 74 Years	84	5.9%	397	5.3%	849	4.9%	1,400	5.8%	
Age 75 to 79 Years	75	5.2%	313	4.2%	652	3.7%	1,089	4.5%	
Age 80 to 84 Years	51	3.6%	200	2.7%	380	2.2%	611	2.5%	
Age 85 Years or Over	58	4.1%	186	2.5%	339	1.9%	552	2.3%	
Male Median Age	38.8		37.7		36.4		39.7		
Age 19 Years or Less	340	23.9%	1,944	25.8%	5,184	29.7%	6,681	27.5%	
Age 20 to 64 Years	739	51.9%	4,067	53.9%	9,104	52.2%	12,473	51.3%	
Age 65 Years or Over	344	24.2%	1,531	20.3%	3,156	18.1%	5,164	21.2%	
Males per 100 Females (2025)									
Overall Comparison	94		97		107		105		
Age Under 5 Years	89	47.1%	102	50.4%	106	51.5%	104	51.1%	
Age 5 to 9 Years	124	55.3%	114	53.3%	111	52.5%	108	51.8%	
Age 10 to 14 Years	124	55.4%	119	54.4%	114	53.2%	118	54.1%	
Age 15 to 19 Years	87	46.6%	121	54.8%	252	71.6%	211	67.8%	
Age 20 to 24 Years	103	50.6%	104	51.1%	133	57.0%	127	55.9%	
Age 25 to 29 Years	106	51.5%	103	50.8%	102	50.4%	102	50.4%	
Age 30 to 34 Years	91	47.6%	97	49.3%	99	49.7%	100	49.9%	
Age 35 to 39 Years	93	48.1%	94	48.4%	94	48.5%	97	49.2%	
Age 40 to 44 Years	102	50.5%	98	49.5%	92	47.8%	92	48.0%	
Age 45 to 49 Years	102	50.4%	98	49.5%	94	48.4%	93	48.3%	
Age 50 to 54 Years	91	47.5%	95	48.6%	101	50.2%	99	49.8%	
Age 55 to 59 Years	85	45.9%	89	47.1%	97	49.1%	94	48.4%	
Age 60 to 64 Years	63	38.5%	83	45.3%	88	46.9%	91	47.7%	
Age 65 to 69 Years	82	44.9%	87	46.4%	86	46.2%	88	46.7%	
Age 70 to 74 Years	85	46.0%	86	46.1%	88	46.9%	91	47.7%	
Age 75 to 79 Years	79	44.3%	78	43.9%	83	45.5%	92	47.8%	
Age 80 to 84 Years	92	47.9%	80	44.4%	82	45.0%	82	45.1%	
Age 85 Years or Over	105	51.2%	81	44.9%	95	48.8%	101	50.3%	
Age 19 Years or Less	106	51.5%	114	53.3%	144	59.0%	134	57.2%	
Age 20 to 39 Years	98	49.6%	100	50.0%	108	52.0%	107	51.8%	
Age 40 to 64 Years	87	46.4%	92	48.0%	94	48.5%	94	48.4%	
Age 65 Years or Over	87	46.4%	83	45.3%	86	46.4%	90	47.4%	

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Household Type (2025)									
Total Households	1,248		6,356		13,463		19,465		
Households with Children	343	27.5%	1,793	28.2%	3,689	27.4%	4,972	25.5%	
Average Household Size	2.3		2.4		2.4		2.3		
Household Density per Square Mile	398		225		171		126		
Population Family	2,192	74.5%	11,719	76.4%	24,621	73.0%	34,899	73.4%	
Population Non-Family	670	22.8%	3,304	21.6%	7,149	21.2%	10,442	22.0%	
Population Group Quarters	78	2.7%	309	2.0%	1,978	5.9%	2,211	4.6%	
Family Households	729	58.4%	3,938	62.0%	8,318	61.8%	11,819	60.7%	
Married Couple Households	509	69.9%	2,933	74.5%	6,174	74.2%	8,999	76.1%	
Other Family Households with Children	220	30.1%	1,005	25.5%	2,145	25.8%	2,820	23.9%	
Family Households with Children	342	46.9%	1,788	45.4%	3,673	44.2%	4,952	41.9%	
Married Couple with Children	205	59.9%	1,138	63.7%	2,313	63.0%	3,212	64.9%	
Other Family Households with Children	137	40.1%	650	36.3%	1,360	37.0%	1,740	35.1%	
Family Households No Children	387	53.1%	2,150	54.6%	4,646	55.8%	6,867	58.1%	
Married Couple No Children	304	78.6%	1,795	83.5%	3,861	83.1%	5,787	84.3%	
Other Family Households No Children	83	21.4%	355	16.5%	785	16.9%	1,080	15.7%	
Non-Family Households	519	41.6%	2,418	38.0%	5,144	38.2%	7,646	39.3%	
Non-Family Households with Children	-	-	6	0.2%	16	0.3%	20	0.3%	
Non-Family Households No Children	518	99.8%	2,412	99.8%	5,128	99.7%	7,626	99.7%	
Average Family Household Size	3.0		3.0		3.0		3.0		
Average Family Income	\$149,749		\$114,493		\$106,450		\$109,656		
Median Family Income	\$93,891		\$79,225		\$75,667		\$77,713		
Average Non-Family Household Size	1.3		1.4		1.4		1.4		
Marital Status (2025)									
Population Age 15 Years or Over	2,438		12,607		27,985		39,549		
Never Married	510	20.9%	3,311	26.3%	7,635	27.3%	10,408	26.3%	
Currently Married	1,513	62.1%	6,473	51.3%	14,066	50.3%	20,099	50.8%	
Previously Married	415	17.0%	2,823	22.4%	6,284	22.5%	9,043	22.9%	
Separated	24	5.8%	308	10.9%	673	10.7%	890	9.8%	
Widowed	196	47.2%	841	29.8%	1,640	26.1%	2,608	28.8%	
Divorced	195	47.0%	1,675	59.3%	3,971	63.2%	5,545	61.3%	
Educational Attainment (2025)									
Adult Population Age 25 Years or Over	2,046		10,494		22,168		32,381		
Elementary (Grade Level 0 to 8)	43	2.1%	276	2.6%	698	3.1%	893	2.8%	
Some High School (Grade Level 9 to 11)	200	9.8%	670	6.4%	1,334	6.0%	1,959	6.0%	
High School Graduate	601	29.4%	3,014	28.7%	6,844	30.9%	9,836	30.4%	
Some College	530	25.9%	2,673	25.5%	5,475	24.7%	7,949	24.5%	
Associate Degree Only	138	6.8%	875	8.3%	1,920	8.7%	2,880	8.9%	
Bachelor Degree Only	335	16.4%	1,943	18.5%	4,118	18.6%	5,952	18.4%	
Graduate Degree	200	9.8%	1,042	9.9%	1,781	8.0%	2,913	9.0%	
Any College (Some College or Higher)	1,203	58.8%	6,534	62.3%	13,293	60.0%	19,694	60.8%	
College Degree + (Bachelor Degree or Higher)	535	26.1%	2,985	28.4%	5,898	26.6%	8,865	27.4%	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 36.6701/-93.2285

Branson Hills Parkway at US 65										
Branson, MO 65616			1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Housing										
Total Housing Units (2025)			1,593		8,313		17,789		26,484	
Total Housing Units (2020)			1,410		7,758		16,462		24,741	
Historical Annual Growth (2020-2025)			183	2.6%	555	1.4%	1,327	1.6%	1,744	1.4%
Housing Units Occupied (2025)			1,248	78.4%	6,356	76.5%	13,463	75.7%	19,465	73.5%
Housing Units Owner-Occupied			588	47.1%	3,243	51.0%	6,994	51.9%	11,397	58.6%
Housing Units Renter-Occupied			661	52.9%	3,113	49.0%	6,469	48.1%	8,068	41.4%
Housing Units Vacant (2025)			345	21.6%	1,957	23.5%	4,326	24.3%	7,019	26.5%
Household Size (2025)										
Total Households			1,248		6,356		13,463		19,465	
1 Person Households			433	34.7%	1,889	29.7%	3,957	29.4%	5,959	30.6%
2 Person Households			426	34.1%	2,438	38.4%	5,260	39.1%	7,496	38.5%
3 Person Households			156	12.5%	825	13.0%	1,752	13.0%	2,485	12.8%
4 Person Households			127	10.2%	637	10.0%	1,305	9.7%	1,863	9.6%
5 Person Households			63	5.0%	320	5.0%	679	5.0%	954	4.9%
6 Person Households			29	2.3%	162	2.5%	329	2.4%	460	2.4%
7 or More Person Households			15	1.2%	84	1.3%	181	1.3%	248	1.3%
Household Income Distribution (2025)										
HH Income \$200,000 or More			112	9.0%	404	6.4%	815	6.1%	1,270	6.5%
HH Income \$150,000 to \$199,999			121	9.7%	471	7.4%	687	5.1%	1,008	5.2%
HH Income \$125,000 to \$149,999			62	5.0%	204	3.2%	549	4.1%	853	4.4%
HH Income \$100,000 to \$124,999			86	6.9%	578	9.1%	1,211	9.0%	1,679	8.6%
HH Income \$75,000 to \$99,999			209	16.8%	830	13.1%	1,703	12.6%	2,462	12.6%
HH Income \$50,000 to \$74,999			264	21.2%	1,371	21.6%	2,955	22.0%	4,064	20.9%
HH Income \$35,000 to \$49,999			53	4.2%	742	11.7%	1,751	13.0%	2,625	13.5%
HH Income \$25,000 to \$34,999			101	8.1%	656	10.3%	1,294	9.6%	1,871	9.6%
HH Income \$15,000 to \$24,999			171	13.7%	722	11.4%	1,456	10.8%	2,177	11.2%
HH Income \$10,000 to \$14,999			22	1.8%	207	3.3%	442	3.3%	616	3.2%
HH Income Under \$10,000			47	3.8%	171	2.7%	601	4.5%	840	4.3%
Household Vehicles (2025)										
Households 0 Vehicles Available			48	3.8%	406	6.4%	739	5.5%	935	4.8%
Households 1 Vehicle Available			472	37.8%	2,351	37.0%	5,102	37.9%	7,382	37.9%
Households 2 Vehicles Available			570	45.7%	2,609	41.0%	5,353	39.8%	7,688	39.5%
Households 3 or More Vehicles Available			158	12.7%	989	15.6%	2,269	16.9%	3,459	17.8%
Total Vehicles Available			2,119		10,814		23,506		34,447	
Average Vehicles per Household			1.7		1.7		1.7		1.8	
Owner-Occupied Household Vehicles			1,011	47.7%	6,224	57.6%	13,834	58.9%	22,385	65.0%
Average Vehicles per Owner-Occupied Household			1.7		1.9		2.0		2.0	
Renter-Occupied Household Vehicles			1,107	52.3%	4,590	42.4%	9,673	41.1%	12,062	35.0%
Average Vehicles per Renter-Occupied Household			1.7		1.5		1.5		1.5	
Travel Time (2025)										
Worker Base Age 16 years or Over			1,512		7,749		16,918		22,928	
Travel to Work in 14 Minutes or Less			505	33.4%	2,617	33.8%	4,947	29.2%	6,229	27.2%
Travel to Work in 15 to 29 Minutes			694	45.9%	3,184	41.1%	7,151	42.3%	9,842	42.9%
Travel to Work in 30 to 59 Minutes			110	7.3%	852	11.0%	2,280	13.5%	3,327	14.5%
Travel to Work in 60 Minutes or More			45	3.0%	237	3.1%	666	3.9%	1,044	4.6%
Work at Home			159	10.5%	859	11.1%	1,873	11.1%	2,486	10.8%
Average Minutes Travel to Work			16.0		16.5		18.1		18.8	

Complete Profile

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Branson Hills Parkway at US 65									
Branson, MO 65616		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Transportation To Work (2025)									
Worker Base Age 16 years or Over	1,512		7,749		16,918		22,928		
Drive to Work Alone	1,242	82.2%	5,907	76.2%	12,351	73.0%	16,829	73.4%	
Drive to Work in Carpool	103	6.8%	727	9.4%	1,995	11.8%	2,687	11.7%	
Travel to Work by Public Transportation	-	-	33	0.4%	42	0.2%	58	0.3%	
Drive to Work on Motorcycle	-	-	14	0.2%	28	0.2%	37	0.2%	
Bicycle to Work	-	-	41	0.5%	42	0.2%	44	0.2%	
Walk to Work	8	0.5%	122	1.6%	395	2.3%	529	2.3%	
Other Means	-	-	46	0.6%	191	1.1%	257	1.1%	
Work at Home	159	10.5%	859	11.1%	1,873	11.1%	2,486	10.8%	
Daytime Demographics (2025)									
Total Businesses	309		1,454		2,220		2,639		
Total Employees	2,303		14,021		20,444		24,237		
Company Headquarter Businesses	7	2.2%	36	2.5%	62	2.8%	74	2.8%	
Company Headquarter Employees	158	6.8%	1,292	9.2%	2,006	9.8%	2,225	9.2%	
Employee Population per Business	7.5	to 1	9.6	to 1	9.2	to 1	9.2	to 1	
Residential Population per Business	9.5	to 1	10.5	to 1	15.2	to 1	18.0	to 1	
Adj. Daytime Demographics Age 16 Years or Over	3,198		18,710		31,163		40,382		
Labor Force									
Labor Population Age 16 Years or Over (2025)	2,407		12,446		27,651		39,090		
Labor Force Total Males (2025)	1,141	47.4%	6,025	48.4%	14,252	51.5%	19,898	50.9%	
Male Civilian Employed	831	72.9%	4,079	67.7%	9,101	63.9%	12,259	61.6%	
Male Civilian Unemployed	35	3.1%	180	3.0%	495	3.5%	707	3.6%	
Males in Armed Forces	-	-	8	0.1%	14	0.1%	16	-	
Males Not in Labor Force	275	24.1%	1,758	29.2%	4,642	32.6%	6,916	34.8%	
Labor Force Total Females (2025)	1,266	52.6%	6,421	51.6%	13,400	48.5%	19,192	49.1%	
Female Civilian Employed	681	53.8%	3,670	57.1%	7,818	58.3%	10,669	55.6%	
Female Civilian Unemployed	26	2.1%	111	1.7%	306	2.3%	504	2.6%	
Females in Armed Forces	-	-	-	-	-	-	-	-	
Females Not in Labor Force	559	44.1%	2,641	41.1%	5,276	39.4%	8,019	41.8%	
Unemployment Rate	61	2.5%	291	2.3%	801	2.9%	1,211	3.1%	
Occupation (2025)									
Occupation Population Age 16 Years or Over	1,512		7,749		16,918		22,928		
Occupation Total Males	831	55.0%	4,079	52.6%	9,101	53.8%	12,259	53.5%	
Occupation Total Females	681	45.0%	3,670	47.4%	7,818	46.2%	10,669	46.5%	
Management, Business, Financial Operations	317	20.9%	1,413	18.2%	2,539	15.0%	3,566	15.6%	
Professional, Related	231	15.3%	1,503	19.4%	2,987	17.7%	4,068	17.7%	
Service	258	17.1%	1,357	17.5%	3,458	20.4%	4,677	20.4%	
Sales, Office	488	32.3%	2,171	28.0%	4,381	25.9%	5,776	25.2%	
Farming, Fishing, Forestry	4	0.3%	22	0.3%	44	0.3%	56	0.2%	
Construction, Extraction, Maintenance	67	4.5%	555	7.2%	1,493	8.8%	2,019	8.8%	
Production, Transport, Material Moving	146	9.7%	727	9.4%	2,015	11.9%	2,767	12.1%	
White Collar Workers	1,036	68.5%	5,087	65.6%	9,907	58.6%	13,410	58.5%	
Blue Collar Workers	476	31.5%	2,662	34.4%	7,011	41.4%	9,519	41.5%	

Complete Profile

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Branson Hills Parkway at US 65									
Branson, MO 65616		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Units In Structure (2025)									
Total Units	1,248		6,356		13,463		19,465		
1 Detached Unit	502	40.2%	3,145	49.5%	6,635	49.3%	10,126	52.0%	
1 Attached Unit	154	12.4%	353	5.6%	647	4.8%	853	4.4%	
2 Units	45	3.6%	217	3.4%	286	2.1%	396	2.0%	
3 to 4 Units	172	13.7%	602	9.5%	1,094	8.1%	1,343	6.9%	
5 to 9 Units	121	9.7%	499	7.8%	907	6.7%	1,260	6.5%	
10 to 19 Units	106	8.5%	470	7.4%	1,053	7.8%	1,439	7.4%	
20 to 49 Units	62	5.0%	528	8.3%	1,086	8.1%	1,345	6.9%	
50 or More Units	28	2.2%	194	3.1%	427	3.2%	477	2.5%	
Mobile Home or Trailer	59	4.7%	344	5.4%	1,312	9.7%	2,183	11.2%	
Other Structure	-	-	3	-	16	0.1%	44	0.2%	
Homes Built By Year (2025)									
Homes Built 2020 or later	120	7.5%	220	2.7%	309	1.7%	356	1.3%	
Homes Built 2010 to 2019	276	17.3%	848	10.2%	1,808	10.2%	2,339	8.8%	
Homes Built 2000 to 2009	221	13.9%	1,589	19.1%	3,447	19.4%	4,777	18.0%	
Homes Built 1990 to 1999	302	19.0%	1,484	17.9%	3,065	17.2%	4,539	17.1%	
Homes Built 1980 to 1989	104	6.5%	642	7.7%	1,517	8.5%	2,640	10.0%	
Homes Built 1970 to 1979	150	9.4%	816	9.8%	1,625	9.1%	2,397	9.1%	
Homes Built 1960 to 1969	62	3.9%	274	3.3%	495	2.8%	758	2.9%	
Homes Built 1950 to 1959	7	0.4%	195	2.3%	526	3.0%	715	2.7%	
Homes Built 1940 to 1949	1	-	107	1.3%	215	1.2%	351	1.3%	
Homes Built Before 1939	6	0.4%	180	2.2%	456	2.6%	594	2.2%	
Median Age of Homes	26.4	yrs	32.5	yrs	33.1	yrs	33.8	yrs	
Home Values (2025)									
Owner Specified Housing Units	588		3,243		6,994		11,397		
Home Values \$1,000,000 or More	22	3.7%	88	2.7%	116	1.7%	159	1.4%	
Home Values \$750,000 to \$999,999	-	-	28	0.9%	84	1.2%	144	1.3%	
Home Values \$500,000 to \$749,999	64	10.9%	171	5.3%	353	5.0%	645	5.7%	
Home Values \$400,000 to \$499,999	31	5.2%	201	6.2%	399	5.7%	661	5.8%	
Home Values \$300,000 to \$399,999	108	18.4%	546	16.8%	1,041	14.9%	1,622	14.2%	
Home Values \$250,000 to \$299,999	73	12.5%	426	13.1%	626	9.0%	1,043	9.2%	
Home Values \$200,000 to \$249,999	131	22.4%	666	20.5%	1,181	16.9%	1,838	16.1%	
Home Values \$175,000 to \$199,999	12	2.0%	240	7.4%	436	6.2%	834	7.3%	
Home Values \$150,000 to \$174,999	56	9.5%	374	11.5%	853	12.2%	1,246	10.9%	
Home Values \$125,000 to \$149,999	33	5.6%	164	5.1%	473	6.8%	691	6.1%	
Home Values \$100,000 to \$124,999	19	3.2%	154	4.7%	471	6.7%	722	6.3%	
Home Values \$90,000 to \$99,999	-	-	23	0.7%	78	1.1%	159	1.4%	
Home Values \$80,000 to \$89,999	6	1.0%	48	1.5%	195	2.8%	310	2.7%	
Home Values \$70,000 to \$79,999	-	-	23	0.7%	81	1.2%	197	1.7%	
Home Values \$60,000 to \$69,999	15	2.5%	22	0.7%	113	1.6%	196	1.7%	
Home Values \$50,000 to \$59,999	-	-	3	-	97	1.4%	180	1.6%	
Home Values \$35,000 to \$49,999	19	3.2%	30	0.9%	124	1.8%	151	1.3%	
Home Values \$25,000 to \$34,999	-	-	3	-	64	0.9%	152	1.3%	
Home Values \$10,000 to \$24,999	-	-	18	0.6%	126	1.8%	318	2.8%	
Home Values Under \$10,000	-	-	15	0.5%	82	1.2%	130	1.1%	
Owner-Occupied Median Home Value	\$263,635		\$248,068		\$227,481		\$226,095		
Renter-Occupied Median Rent	\$887		\$812		\$788		\$765		

Complete Profile

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Branson Hills Parkway at US 65 Branson, MO 65616		1 mi radius	3 mi radius	5 mi radius	7 mi radius
Total Annual Consumer Expenditure (2025)					
Total Household Expenditure		\$120.39 M	\$566.88 M	\$1.17 B	\$1.7 B
Total Non-Retail Expenditure		\$60.47 M	\$276.85 M	\$568.07 M	\$817.12 M
Total Retail Expenditure		\$59.92 M	\$290.03 M	\$602.85 M	\$880.63 M
Alcoholic Beverages		\$730.41 K	\$3.44 M	\$7.07 M	\$10.25 M
Apparel		\$2.21 M	\$10.55 M	\$21.77 M	\$31.46 M
Contributions		\$3.78 M	\$17.32 M	\$35.35 M	\$51.54 M
Education		\$2.7 M	\$12.52 M	\$25.62 M	\$37.27 M
Entertainment		\$6.86 M	\$32.73 M	\$67.57 M	\$97.62 M
Food Away From Home		\$5.26 M	\$24.99 M	\$51.5 M	\$74.49 M
Grocery		\$7.96 M	\$40.01 M	\$83.65 M	\$119.57 M
Health Care		\$8.45 M	\$42.48 M	\$89.42 M	\$131.59 M
Household Furnishings and Equipment		\$3.18 M	\$15.02 M	\$30.93 M	\$44.78 M
Household Operations		\$2.24 M	\$10.73 M	\$22.19 M	\$32.01 M
Miscellaneous Expenses		\$2.05 M	\$9.71 M	\$19.99 M	\$28.94 M
Personal Care		\$1.56 M	\$7.72 M	\$16.08 M	\$23.05 M
Shelter		\$20.47 M	\$97.62 M	\$201.31 M	\$284.19 M
Tax and Retirement		\$27.79 M	\$119.34 M	\$240.4 M	\$354.52 M
Tobacco and Related		\$618.48 K	\$3.35 M	\$7.15 M	\$10.07 M
Transportation		\$18.85 M	\$90.65 M	\$190.81 M	\$280.6 M
Utilities		\$5.69 M	\$28.71 M	\$60.1 M	\$85.81 M
Monthly Household Consumer Expenditure (2025)					
Total Household Expenditure		\$8,037	\$7,433	\$7,248	\$7,268
Total Non-Retail Expenditure		\$4,036 50.2%	\$3,630 48.8%	\$3,516 48.5%	\$3,498 48.1%
Total Retail Expenditures		\$4,000 49.8%	\$3,803 51.2%	\$3,732 51.5%	\$3,770 51.9%
Alcoholic Beverages		\$49 0.6%	\$45 0.6%	\$44 0.6%	\$44 0.6%
Apparel		\$148 1.8%	\$138 1.9%	\$135 1.9%	\$135 1.9%
Contributions		\$252 3.1%	\$227 3.1%	\$219 3.0%	\$221 3.0%
Education		\$180 2.2%	\$164 2.2%	\$159 2.2%	\$160 2.2%
Entertainment		\$458 5.7%	\$429 5.8%	\$418 5.8%	\$418 5.7%
Food Away From Home		\$351 4.4%	\$328 4.4%	\$319 4.4%	\$319 4.4%
Grocery		\$532 6.6%	\$525 7.1%	\$518 7.1%	\$512 7.0%
Health Care		\$564 7.0%	\$557 7.5%	\$553 7.6%	\$563 7.8%
Household Furnishings and Equipment		\$212 2.6%	\$197 2.7%	\$191 2.6%	\$192 2.6%
Household Operations		\$149 1.9%	\$141 1.9%	\$137 1.9%	\$137 1.9%
Miscellaneous Expenses		\$137 1.7%	\$127 1.7%	\$124 1.7%	\$124 1.7%
Personal Care		\$104 1.3%	\$101 1.4%	\$100 1.4%	\$99 1.4%
Shelter		\$1,367 17.0%	\$1,280 17.2%	\$1,246 17.2%	\$1,217 16.7%
Tax and Retirement		\$1,855 23.1%	\$1,565 21.1%	\$1,488 20.5%	\$1,518 20.5%
Tobacco and Related		\$41 0.5%	\$44 0.6%	\$44 0.6%	\$43 0.6%
Transportation		\$1,258 15.7%	\$1,189 16.0%	\$1,181 16.3%	\$1,201 16.5%
Utilities		\$380 4.7%	\$376 5.1%	\$372 5.1%	\$367 5.1%