

# Complete Profile

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



Lat/Lon: 36.6732/-93.2252

<b>Branson Hills Parkway at US 65</b>	<b>1 mi radius</b>		<b>3 mi radius</b>		<b>5 mi radius</b>		<b>7 mi radius</b>	
<b>Branson, MO 65616</b>								
<b>Population</b>								
Estimated Population (2025)	2,988		14,603		33,708		47,852	
Projected Population (2030)	2,957		14,311		33,290		47,130	
Census Population (2020)	3,191		15,108		33,654		46,549	
Census Population (2010)	2,012		12,517		29,801		42,139	
Projected Annual Growth (2025-2030)	-31	-0.2%	-292	-0.4%	-418	-0.2%	-722	-0.3%
Historical Annual Growth (2020-2025)	-203	-1.3%	-504	-0.7%	55	-	1,303	0.6%
Historical Annual Growth (2010-2020)	1,179	5.9%	2,591	2.1%	3,853	1.3%	4,409	1.0%
Estimated Population Density (2025)	952 <i>psm</i>		517 <i>psm</i>		429 <i>psm</i>		311 <i>psm</i>	
Trade Area Size	3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		78.5 <i>sq mi</i>		153.9 <i>sq mi</i>	
<b>Households</b>								
Estimated Households (2025)	1,334		6,035		13,428		19,582	
Projected Households (2030)	1,320		5,935		13,377		19,386	
Census Households (2020)	1,398		6,266		13,221		18,762	
Census Households (2010)	808		5,079		11,803		17,029	
Projected Annual Growth (2025-2030)	-13	-0.2%	-100	-0.3%	-51	-	-195	-0.2%
Historical Annual Change (2010-2025)	526	4.3%	955	1.3%	1,625	0.9%	2,552	1.0%
<b>Average Household Income</b>								
Estimated Average Household Income (2025)	\$126,084		\$91,396		\$84,370		\$84,958	
Projected Average Household Income (2030)	\$125,960		\$91,264		\$84,171		\$84,654	
Census Average Household Income (2010)	\$60,494		\$60,139		\$55,770		\$53,628	
Census Average Household Income (2000)	\$54,832		\$44,263		\$40,099		\$41,797	
Projected Annual Change (2025-2030)	-\$124	-	-\$132	-	-\$198	-	-\$304	-
Historical Annual Change (2000-2025)	\$71,252	5.2%	\$47,133	4.3%	\$44,271	4.4%	\$43,160	4.1%
<b>Median Household Income</b>								
Estimated Median Household Income (2025)	\$76,794		\$63,095		\$60,512		\$60,232	
Projected Median Household Income (2030)	\$77,186		\$63,213		\$60,357		\$60,041	
Census Median Household Income (2010)	\$43,288		\$44,498		\$41,223		\$40,809	
Census Median Household Income (2000)	\$36,958		\$33,165		\$30,856		\$31,461	
Projected Annual Change (2025-2030)	\$391	0.1%	\$118	-	-\$155	-	-\$191	-
Historical Annual Change (2000-2025)	\$39,836	4.3%	\$29,930	3.6%	\$29,656	3.8%	\$28,771	3.7%
<b>Per Capita Income</b>								
Estimated Per Capita Income (2025)	\$56,498		\$37,916		\$33,897		\$34,988	
Projected Per Capita Income (2030)	\$56,460		\$37,998		\$34,113		\$35,047	
Census Per Capita Income (2010)	\$24,278		\$24,398		\$22,077		\$21,654	
Census Per Capita Income (2000)	\$20,348		\$18,232		\$16,318		\$17,064	
Projected Annual Change (2025-2030)	-\$38	-	\$82	-	\$216	0.1%	\$59	-
Historical Annual Change (2000-2025)	\$36,150	7.1%	\$19,684	4.3%	\$17,579	4.3%	\$17,924	4.2%
Estimated Average Household Net Worth (2025)	\$998,737		\$747,132		\$736,741		\$841,867	

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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	
<b>Race and Ethnicity</b>									
Total Population (2025)		2,988		14,603		33,708		47,852	
White (2025)		2,624	87.8%	12,557	86.0%	28,544	84.7%	41,411	86.5%
Black or African American (2025)		55	1.8%	378	2.6%	918	2.7%	1,110	2.3%
American Indian or Alaska Native (2025)		6	0.2%	68	0.5%	188	0.6%	268	0.6%
Asian (2025)		77	2.6%	301	2.1%	533	1.6%	641	1.3%
Hawaiian or Pacific Islander (2025)		-	-	23	0.2%	196	0.6%	200	0.4%
Other Race (2025)		69	2.3%	436	3.0%	1,431	4.2%	1,649	3.4%
Two or More Races (2025)		157	5.3%	841	5.8%	1,899	5.6%	2,573	5.4%
Population < 18 (2025)		586	19.6%	3,077	21.1%	6,775	20.1%	9,480	19.8%
White Not Hispanic		462	78.7%	2,378	77.3%	5,305	78.3%	7,536	79.5%
Black or African American		10	1.8%	73	2.4%	159	2.3%	203	2.1%
Asian		20	3.4%	78	2.6%	131	1.9%	147	1.6%
Other Race Not Hispanic		27	4.6%	163	5.3%	375	5.5%	523	5.5%
Hispanic		67	11.5%	386	12.5%	804	11.9%	1,071	11.3%
Not Hispanic or Latino Population (2025)		2,772	92.8%	13,360	91.5%	30,450	90.3%	43,811	91.6%
Not Hispanic White		2,556	92.2%	12,208	91.4%	27,780	91.2%	40,397	92.2%
Not Hispanic Black or African American		54	1.9%	375	2.8%	900	3.0%	1,091	2.5%
Not Hispanic American Indian or Alaska Native		3	0.1%	40	0.3%	116	0.4%	170	0.4%
Not Hispanic Asian		76	2.7%	300	2.2%	530	1.7%	638	1.5%
Not Hispanic Hawaiian or Pacific Islander		-	-	19	0.1%	154	0.5%	157	0.4%
Not Hispanic Other Race		-	-	3	-	21	-	23	-
Not Hispanic Two or More Races		82	2.9%	415	3.1%	948	3.1%	1,334	3.0%
Hispanic or Latino Population (2025)		217	7.2%	1,243	8.5%	3,259	9.7%	4,041	8.4%
Hispanic White		67	31.2%	348	28.0%	764	23.4%	1,014	25.1%
Hispanic Black or African American		1	0.5%	3	0.3%	17	0.5%	19	0.5%
Hispanic American Indian or Alaska Native		3	1.3%	28	2.3%	72	2.2%	98	2.4%
Hispanic Asian		-	-	1	-	3	-	4	-
Hispanic Hawaiian or Pacific Islander		-	-	4	0.3%	41	1.3%	43	1.1%
Hispanic Other Race		69	31.7%	433	34.8%	1,410	43.3%	1,626	40.2%
Hispanic Two or More Races		76	35.0%	425	34.2%	951	29.2%	1,238	30.6%
Not Hispanic or Latino Population (2020)		2,939	92.1%	13,725	90.8%	30,222	89.8%	42,454	91.2%
Hispanic or Latino Population (2020)		252	7.9%	1,383	9.2%	3,432	10.2%	4,095	8.8%
Not Hispanic or Latino Population (2010)		1,861	92.5%	11,654	93.1%	27,962	93.8%	39,784	94.4%
Hispanic or Latino Population (2010)		151	7.5%	862	6.9%	1,839	6.2%	2,355	5.6%
Not Hispanic or Latino Population (2030)		2,728	92.2%	13,051	91.2%	29,988	90.1%	42,975	91.2%
Hispanic or Latino Population (2030)		230	7.8%	1,260	8.8%	3,303	9.9%	4,156	8.8%
Projected Annual Growth (2025-2030)		13	1.2%	17	0.3%	44	0.3%	115	0.6%
Historical Annual Growth (2010-2020)		101	6.7%	520	6.0%	1,592	8.7%	1,740	7.4%

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Branson Hills Parkway at US 65		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Branson, MO 65616									
<b>Total Age Distribution (2025)</b>									
Total Population	2,988		14,603		33,708		47,852		
Age Under 5 Years	128	4.3%	781	5.3%	1,778	5.3%	2,488	5.2%	
Age 5 to 9 Years	180	6.0%	880	6.0%	1,983	5.9%	2,756	5.8%	
Age 10 to 14 Years	172	5.7%	926	6.3%	1,985	5.9%	2,812	5.9%	
Age 15 to 19 Years	157	5.3%	885	6.1%	3,018	9.0%	3,682	7.7%	
Age 20 to 24 Years	240	8.0%	1,138	7.8%	2,783	8.3%	3,519	7.4%	
Age 25 to 29 Years	184	6.1%	916	6.3%	2,011	6.0%	2,675	5.6%	
Age 30 to 34 Years	192	6.4%	865	5.9%	1,969	5.8%	2,646	5.5%	
Age 35 to 39 Years	137	4.6%	814	5.6%	1,823	5.4%	2,532	5.3%	
Age 40 to 44 Years	151	5.1%	881	6.0%	1,967	5.8%	2,700	5.6%	
Age 45 to 49 Years	159	5.3%	791	5.4%	1,822	5.4%	2,534	5.3%	
Age 50 to 54 Years	172	5.8%	825	5.7%	1,879	5.6%	2,667	5.6%	
Age 55 to 59 Years	133	4.4%	776	5.3%	1,820	5.4%	2,715	5.7%	
Age 60 to 64 Years	198	6.6%	878	6.0%	2,052	6.1%	3,148	6.6%	
Age 65 to 69 Years	186	6.2%	902	6.2%	2,019	6.0%	3,259	6.8%	
Age 70 to 74 Years	203	6.8%	819	5.6%	1,810	5.4%	2,951	6.2%	
Age 75 to 79 Years	183	6.1%	683	4.7%	1,440	4.3%	2,294	4.8%	
Age 80 to 84 Years	107	3.6%	440	3.0%	854	2.5%	1,365	2.9%	
Age 85 Years or Over	105	3.5%	404	2.8%	695	2.1%	1,108	2.3%	
Median Age	42.5		40.0		38.8		41.7		
Age 19 Years or Less	638	21.3%	3,472	23.8%	8,765	26.0%	11,738	24.5%	
Age 20 to 64 Years	1,566	52.4%	7,884	54.0%	18,125	53.8%	25,137	52.5%	
Age 65 Years or Over	785	26.3%	3,248	22.2%	6,818	20.2%	10,977	22.9%	
<b>Female Age Distribution (2025)</b>									
Female Population	1,554	52.0%	7,411	50.7%	16,277	48.3%	23,381	48.9%	
Age Under 5 Years	65	4.2%	388	5.2%	861	5.3%	1,216	5.2%	
Age 5 to 9 Years	82	5.3%	414	5.6%	939	5.8%	1,325	5.7%	
Age 10 to 14 Years	75	4.8%	424	5.7%	924	5.7%	1,290	5.5%	
Age 15 to 19 Years	74	4.8%	400	5.4%	857	5.3%	1,187	5.1%	
Age 20 to 24 Years	114	7.4%	552	7.5%	1,194	7.3%	1,552	6.6%	
Age 25 to 29 Years	86	5.5%	448	6.1%	997	6.1%	1,328	5.7%	
Age 30 to 34 Years	106	6.8%	437	5.9%	992	6.1%	1,323	5.7%	
Age 35 to 39 Years	69	4.4%	420	5.7%	939	5.8%	1,286	5.5%	
Age 40 to 44 Years	71	4.5%	441	5.9%	1,026	6.3%	1,404	6.0%	
Age 45 to 49 Years	78	5.0%	396	5.3%	939	5.8%	1,309	5.6%	
Age 50 to 54 Years	93	6.0%	426	5.8%	935	5.7%	1,335	5.7%	
Age 55 to 59 Years	75	4.9%	410	5.5%	926	5.7%	1,407	6.0%	
Age 60 to 64 Years	125	8.0%	480	6.5%	1,089	6.7%	1,645	7.0%	
Age 65 to 69 Years	103	6.7%	484	6.5%	1,086	6.7%	1,734	7.4%	
Age 70 to 74 Years	116	7.5%	441	5.9%	961	5.9%	1,543	6.6%	
Age 75 to 79 Years	107	6.9%	383	5.2%	785	4.8%	1,200	5.1%	
Age 80 to 84 Years	58	3.7%	244	3.3%	470	2.9%	748	3.2%	
Age 85 Years or Over	57	3.7%	223	3.0%	356	2.2%	551	2.4%	
Female Median Age	46.5		42.2		41.6		44.0		
Age 19 Years or Less	296	19.1%	1,626	21.9%	3,582	22.0%	5,017	21.5%	
Age 20 to 64 Years	817	52.5%	4,010	54.1%	9,037	55.5%	12,588	53.8%	
Age 65 Years or Over	441	28.4%	1,776	24.0%	3,658	22.5%	5,776	24.7%	

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Branson Hills Parkway at US 65		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Branson, MO 65616									
<b>Male Age Distribution (2025)</b>									
Male Population	1,434	48.0%	7,192	49.3%	17,432	51.7%	24,471	51.1%	
Age Under 5 Years	63	4.4%	393	5.5%	918	5.3%	1,272	5.2%	
Age 5 to 9 Years	99	6.9%	466	6.5%	1,044	6.0%	1,431	5.8%	
Age 10 to 14 Years	97	6.8%	502	7.0%	1,061	6.1%	1,523	6.2%	
Age 15 to 19 Years	83	5.8%	485	6.7%	2,161	12.4%	2,495	10.2%	
Age 20 to 24 Years	126	8.8%	586	8.1%	1,589	9.1%	1,967	8.0%	
Age 25 to 29 Years	98	6.8%	467	6.5%	1,014	5.8%	1,347	5.5%	
Age 30 to 34 Years	86	6.0%	428	5.9%	977	5.6%	1,323	5.4%	
Age 35 to 39 Years	68	4.7%	394	5.5%	884	5.1%	1,247	5.1%	
Age 40 to 44 Years	80	5.6%	440	6.1%	941	5.4%	1,297	5.3%	
Age 45 to 49 Years	81	5.7%	396	5.5%	883	5.1%	1,225	5.0%	
Age 50 to 54 Years	79	5.5%	399	5.5%	944	5.4%	1,332	5.4%	
Age 55 to 59 Years	57	4.0%	366	5.1%	894	5.1%	1,308	5.3%	
Age 60 to 64 Years	73	5.1%	399	5.5%	963	5.5%	1,504	6.1%	
Age 65 to 69 Years	83	5.8%	418	5.8%	933	5.4%	1,525	6.2%	
Age 70 to 74 Years	87	6.1%	378	5.3%	849	4.9%	1,409	5.8%	
Age 75 to 79 Years	76	5.3%	300	4.2%	655	3.8%	1,094	4.5%	
Age 80 to 84 Years	50	3.5%	196	2.7%	383	2.2%	617	2.5%	
Age 85 Years or Over	47	3.3%	181	2.5%	339	1.9%	556	2.3%	
Male Median Age	38.6		37.8		36.5		39.7		
Age 19 Years or Less	341	23.8%	1,846	25.7%	5,183	29.7%	6,721	27.5%	
Age 20 to 64 Years	749	52.2%	3,875	53.9%	9,089	52.1%	12,549	51.3%	
Age 65 Years or Over	343	23.9%	1,472	20.5%	3,160	18.1%	5,200	21.3%	
<b>Males per 100 Females (2025)</b>									
Overall Comparison	92		97		107		105		
Age Under 5 Years	96	48.9%	101	50.3%	107	51.6%	105	51.1%	
Age 5 to 9 Years	121	54.7%	113	52.9%	111	52.6%	108	51.9%	
Age 10 to 14 Years	129	56.4%	119	54.2%	115	53.4%	118	54.1%	
Age 15 to 19 Years	112	52.9%	121	54.8%	252	71.6%	210	67.8%	
Age 20 to 24 Years	110	52.4%	106	51.5%	133	57.1%	127	55.9%	
Age 25 to 29 Years	113	53.1%	104	51.0%	102	50.4%	101	50.4%	
Age 30 to 34 Years	81	44.9%	98	49.4%	99	49.6%	100	50.0%	
Age 35 to 39 Years	99	49.8%	94	48.4%	94	48.5%	97	49.2%	
Age 40 to 44 Years	114	53.3%	100	49.9%	92	47.8%	92	48.0%	
Age 45 to 49 Years	104	51.1%	100	50.0%	94	48.4%	94	48.3%	
Age 50 to 54 Years	85	46.0%	94	48.3%	101	50.2%	100	49.9%	
Age 55 to 59 Years	76	43.2%	89	47.2%	97	49.1%	93	48.2%	
Age 60 to 64 Years	59	36.9%	83	45.4%	88	46.9%	91	47.8%	
Age 65 to 69 Years	80	44.5%	86	46.3%	86	46.2%	88	46.8%	
Age 70 to 74 Years	75	43.0%	86	46.2%	88	46.9%	91	47.7%	
Age 75 to 79 Years	71	41.5%	78	43.9%	83	45.5%	91	47.7%	
Age 80 to 84 Years	86	46.2%	80	44.5%	82	44.9%	82	45.2%	
Age 85 Years or Over	83	45.4%	81	44.7%	95	48.8%	101	50.2%	
Age 19 Years or Less	115	53.5%	114	53.2%	145	59.1%	134	57.3%	
Age 20 to 39 Years	101	50.2%	101	50.2%	108	52.0%	107	51.7%	
Age 40 to 64 Years	84	45.7%	93	48.2%	94	48.5%	94	48.4%	
Age 65 Years or Over	78	43.8%	83	45.3%	86	46.3%	90	47.4%	

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<b>Household Type (2025)</b>									
Total Households		1,334		6,035		13,428		19,582	
Households with Children		328	24.6%	1,703	28.2%	3,693	27.5%	5,009	25.6%
Average Household Size		2.2		2.4		2.4		2.3	
Household Density per Square Mile		425		214		171		127	
Population Family		2,167	72.5%	11,194	76.7%	24,638	73.1%	35,134	73.4%
Population Non-Family		761	25.5%	3,101	21.2%	7,095	21.0%	10,500	21.9%
Population Group Quarters		60	2.0%	309	2.1%	1,976	5.9%	2,217	4.6%
Family Households		726	54.4%	3,752	62.2%	8,320	62.0%	11,896	60.7%
Married Couple Households		529	72.8%	2,801	74.6%	6,168	74.1%	9,056	76.1%
Other Family Households with Children		197	27.2%	951	25.4%	2,152	25.9%	2,840	23.9%
Family Households with Children		328	45.1%	1,699	45.3%	3,677	44.2%	4,989	41.9%
Married Couple with Children		204	62.3%	1,088	64.0%	2,319	63.1%	3,236	64.9%
Other Family Households with Children		123	37.7%	611	36.0%	1,358	36.9%	1,753	35.1%
Family Households No Children		398	54.9%	2,054	54.7%	4,643	55.8%	6,907	58.1%
Married Couple No Children		325	81.5%	1,713	83.4%	3,850	82.9%	5,820	84.3%
Other Family Households No Children		74	18.5%	341	16.6%	793	17.1%	1,087	15.7%
Non-Family Households		608	45.6%	2,282	37.8%	5,108	38.0%	7,686	39.3%
Non-Family Households with Children		-	-	5	0.2%	16	0.3%	20	0.3%
Non-Family Households No Children		607	99.9%	2,278	99.8%	5,092	99.7%	7,666	99.7%
Average Family Household Size		3.0		3.0		3.0		3.0	
Average Family Income		\$181,290		\$114,798		\$106,381		\$109,202	
Median Family Income		\$107,658		\$79,103		\$75,806		\$77,619	
Average Non-Family Household Size		1.3		1.4		1.4		1.4	
<b>Marital Status (2025)</b>									
Population Age 15 Years or Over		2,508		12,016		27,962		39,796	
Never Married		433	17.3%	3,061	25.5%	7,569	27.1%	10,480	26.3%
Currently Married		1,606	64.1%	6,261	52.1%	14,160	50.6%	20,204	50.8%
Previously Married		469	18.7%	2,695	22.4%	6,233	22.3%	9,112	22.9%
Separated		27	5.8%	255	9.5%	673	10.8%	890	9.8%
Widowed		245	52.3%	826	30.7%	1,625	26.1%	2,645	29.0%
Divorced		196	41.9%	1,613	59.9%	3,935	63.1%	5,577	61.2%
<b>Educational Attainment (2025)</b>									
Adult Population Age 25 Years or Over		2,110		9,994		22,161		32,595	
Elementary (Grade Level 0 to 8)		26	1.2%	248	2.5%	684	3.1%	895	2.7%
Some High School (Grade Level 9 to 11)		227	10.7%	657	6.6%	1,333	6.0%	1,979	6.1%
High School Graduate		545	25.8%	2,834	28.4%	6,875	31.0%	9,908	30.4%
Some College		543	25.7%	2,591	25.9%	5,498	24.8%	8,012	24.6%
Associate Degree Only		167	7.9%	792	7.9%	1,917	8.6%	2,915	8.9%
Bachelor Degree Only		366	17.3%	1,857	18.6%	4,064	18.3%	5,980	18.3%
Graduate Degree		237	11.2%	1,016	10.2%	1,790	8.1%	2,905	8.9%
Any College (Some College or Higher)		1,312	62.2%	6,255	62.6%	13,269	59.9%	19,813	60.8%
College Degree + (Bachelor Degree or Higher)		602	28.6%	2,873	28.7%	5,854	26.4%	8,885	27.3%

# Complete Profile

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



Lat/Lon: 36.6732/-93.2252

Branson Hills Parkway at US 65		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Branson, MO 65616									
<b>Housing</b>									
Total Housing Units (2025)		1,711		7,888		17,728		26,611	
Total Housing Units (2020)		1,528		7,311		16,459		24,851	
Historical Annual Growth (2020-2025)		183	2.4%	577	1.6%	1,269	1.5%	1,760	1.4%
Housing Units Occupied (2025)		1,334	78.0%	6,035	76.5%	13,428	75.7%	19,582	73.6%
Housing Units Owner-Occupied		644	48.3%	3,113	51.6%	7,044	52.5%	11,479	58.6%
Housing Units Renter-Occupied		690	51.7%	2,922	48.4%	6,384	47.5%	8,103	41.4%
Housing Units Vacant (2025)		377	22.0%	1,854	23.5%	4,300	24.3%	7,029	26.4%
<b>Household Size (2025)</b>									
Total Households		1,334		6,035		13,428		19,582	
1 Person Households		513	38.5%	1,797	29.8%	3,933	29.3%	5,987	30.6%
2 Person Households		433	32.5%	2,298	38.1%	5,246	39.1%	7,542	38.5%
3 Person Households		156	11.7%	788	13.1%	1,754	13.1%	2,502	12.8%
4 Person Households		129	9.7%	612	10.1%	1,304	9.7%	1,876	9.6%
5 Person Households		59	4.4%	305	5.1%	680	5.1%	961	4.9%
6 Person Households		29	2.2%	155	2.6%	329	2.5%	464	2.4%
7 or More Person Households		14	1.1%	79	1.3%	183	1.4%	249	1.3%
<b>Household Income Distribution (2025)</b>									
HH Income \$200,000 or More		127	9.5%	384	6.4%	806	6.0%	1,262	6.4%
HH Income \$150,000 to \$199,999		172	12.9%	459	7.6%	685	5.1%	1,012	5.2%
HH Income \$125,000 to \$149,999		82	6.1%	189	3.1%	558	4.2%	852	4.3%
HH Income \$100,000 to \$124,999		95	7.1%	538	8.9%	1,201	8.9%	1,690	8.6%
HH Income \$75,000 to \$99,999		192	14.4%	778	12.9%	1,690	12.6%	2,494	12.7%
HH Income \$50,000 to \$74,999		281	21.0%	1,291	21.4%	2,957	22.0%	4,078	20.8%
HH Income \$35,000 to \$49,999		63	4.8%	691	11.4%	1,763	13.1%	2,650	13.5%
HH Income \$25,000 to \$34,999		48	3.6%	622	10.3%	1,291	9.6%	1,887	9.6%
HH Income \$15,000 to \$24,999		221	16.5%	714	11.8%	1,452	10.8%	2,194	11.2%
HH Income \$10,000 to \$14,999		20	1.5%	202	3.3%	441	3.3%	619	3.2%
HH Income Under \$10,000		35	2.6%	168	2.8%	585	4.4%	843	4.3%
<b>Household Vehicles (2025)</b>									
Households 0 Vehicles Available		84	6.3%	391	6.5%	739	5.5%	939	4.8%
Households 1 Vehicle Available		540	40.5%	2,212	36.6%	5,114	38.1%	7,414	37.9%
Households 2 Vehicles Available		512	38.4%	2,499	41.4%	5,319	39.6%	7,731	39.5%
Households 3 or More Vehicles Available		198	14.8%	933	15.5%	2,256	16.8%	3,497	17.9%
Total Vehicles Available		2,208		10,255		23,390		34,694	
Average Vehicles per Household		1.7		1.7		1.7		1.8	
Owner-Occupied Household Vehicles		1,123	50.9%	5,930	57.8%	13,905	59.4%	22,575	65.1%
Average Vehicles per Owner-Occupied Household		1.7		1.9		2.0		2.0	
Renter-Occupied Household Vehicles		1,085	49.1%	4,325	42.2%	9,485	40.6%	12,119	34.9%
Average Vehicles per Renter-Occupied Household		1.6		1.5		1.5		1.5	
<b>Travel Time (2025)</b>									
Worker Base Age 16 years or Over		1,458		7,330		16,842		23,047	
Travel to Work in 14 Minutes or Less		530	36.4%	2,470	33.7%	4,913	29.2%	6,266	27.2%
Travel to Work in 15 to 29 Minutes		614	42.1%	2,993	40.8%	7,137	42.4%	9,886	42.9%
Travel to Work in 30 to 59 Minutes		106	7.3%	818	11.2%	2,293	13.6%	3,340	14.5%
Travel to Work in 60 Minutes or More		47	3.2%	219	3.0%	658	3.9%	1,067	4.6%
Work at Home		161	11.0%	829	11.3%	1,842	10.9%	2,489	10.8%
Average Minutes Travel to Work		15.7		16.5		18.1		18.8	

# Complete Profile

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



Lat/Lon: 36.6732/-93.2252

Branson Hills Parkway at US 65 Branson, MO 65616		1 mi radius	3 mi radius	5 mi radius	7 mi radius
<b>Transportation To Work (2025)</b>					
Worker Base Age 16 years or Over		1,458	7,330	16,842	23,047
Drive to Work Alone		1,185 81.2%	5,587 76.2%	12,341 73.3%	16,945 73.5%
Drive to Work in Carpool		103 7.0%	668 9.1%	1,969 11.7%	2,687 11.7%
Travel to Work by Public Transportation		- -	32 0.4%	42 0.2%	59 0.3%
Drive to Work on Motorcycle		- -	13 0.2%	28 0.2%	37 0.2%
Bicycle to Work		- -	41 0.6%	42 0.2%	44 0.2%
Walk to Work		10 0.7%	120 1.6%	388 2.3%	529 2.3%
Other Means		- -	40 0.5%	190 1.1%	257 1.1%
Work at Home		161 11.0%	829 11.3%	1,842 10.9%	2,489 10.8%
<b>Daytime Demographics (2025)</b>					
Total Businesses		281	1,354	2,188	2,652
Total Employees		2,265	12,743	20,215	24,330
Company Headquarter Businesses		6 2.3%	32 2.4%	62 2.8%	74 2.8%
Company Headquarter Employees		166 7.3%	1,187 9.3%	1,975 9.8%	2,225 9.1%
Employee Population per Business		8.1 to 1	9.4 to 1	9.2 to 1	9.2 to 1
Residential Population per Business		10.6 to 1	10.8 to 1	15.4 to 1	18.0 to 1
Adj. Daytime Demographics Age 16 Years or Over		3,286	17,272	30,985	40,601
<b>Labor Force</b>					
Labor Population Age 16 Years or Over (2025)		2,479	11,865	27,626	39,335
Labor Force Total Males (2025)		1,159 46.8%	5,759 48.5%	14,239 51.5%	20,017 50.9%
Male Civilian Employed		777 67.0%	3,874 67.3%	9,054 63.6%	12,325 61.6%
Male Civilian Unemployed		41 3.6%	179 3.1%	486 3.4%	708 3.5%
Males in Armed Forces		- -	6 0.1%	15 0.1%	16 -
Males Not in Labor Force		341 29.4%	1,699 29.5%	4,684 32.9%	6,967 34.8%
Labor Force Total Females (2025)		1,320 53.2%	6,107 51.5%	13,387 48.5%	19,318 49.1%
Female Civilian Employed		681 51.6%	3,456 56.6%	7,787 58.2%	10,722 55.5%
Female Civilian Unemployed		37 2.8%	102 1.7%	292 2.2%	503 2.6%
Females in Armed Forces		- -	- -	- -	- -
Females Not in Labor Force		601 45.6%	2,548 41.7%	5,308 39.6%	8,094 41.9%
Unemployment Rate		79 3.2%	282 2.4%	778 2.8%	1,211 3.1%
<b>Occupation (2025)</b>					
Occupation Population Age 16 Years or Over		1,458	7,330	16,842	23,047
Occupation Total Males		777 53.3%	3,874 52.9%	9,054 53.8%	12,325 53.5%
Occupation Total Females		681 46.7%	3,456 47.1%	7,787 46.2%	10,722 46.5%
Management, Business, Financial Operations		411 28.2%	1,353 18.5%	2,540 15.1%	3,577 15.5%
Professional, Related		209 14.3%	1,396 19.0%	2,982 17.7%	4,086 17.7%
Service		160 11.0%	1,292 17.6%	3,441 20.4%	4,713 20.4%
Sales, Office		446 30.6%	2,094 28.6%	4,349 25.8%	5,802 25.2%
Farming, Fishing, Forestry		7 0.5%	22 0.3%	44 0.3%	56 0.2%
Construction, Extraction, Maintenance		100 6.8%	506 6.9%	1,485 8.8%	2,027 8.8%
Production, Transport, Material Moving		124 8.5%	667 9.1%	2,001 11.9%	2,787 12.1%
White Collar Workers		1,067 73.2%	4,843 66.1%	9,870 58.6%	13,465 58.4%
Blue Collar Workers		391 26.8%	2,487 33.9%	6,971 41.4%	9,582 41.6%

# Complete Profile

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



Lat/Lon: 36.6732/-93.2252

Branson Hills Parkway at US 65		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Branson, MO 65616									
<b>Units In Structure (2025)</b>									
Total Units		1,334		6,035		13,428		19,582	
1 Detached Unit	508	38.1%	3,019	50.0%	6,664	49.6%	10,192	52.0%	
1 Attached Unit	190	14.2%	350	5.8%	626	4.7%	855	4.4%	
2 Units	52	3.9%	204	3.4%	285	2.1%	396	2.0%	
3 to 4 Units	93	7.0%	569	9.4%	1,081	8.1%	1,343	6.9%	
5 to 9 Units	164	12.3%	484	8.0%	895	6.7%	1,259	6.4%	
10 to 19 Units	129	9.6%	453	7.5%	1,046	7.8%	1,438	7.3%	
20 to 49 Units	90	6.8%	472	7.8%	1,087	8.1%	1,346	6.9%	
50 or More Units	52	3.9%	178	3.0%	417	3.1%	477	2.4%	
Mobile Home or Trailer	55	4.1%	302	5.0%	1,312	9.8%	2,232	11.4%	
Other Structure	-	-	3	-	16	0.1%	43	0.2%	
<b>Homes Built By Year (2025)</b>									
Homes Built 2020 or later	126	7.4%	205	2.6%	308	1.7%	356	1.3%	
Homes Built 2010 to 2019	355	20.7%	815	10.3%	1,783	10.1%	2,351	8.8%	
Homes Built 2000 to 2009	278	16.2%	1,482	18.8%	3,442	19.4%	4,771	17.9%	
Homes Built 1990 to 1999	270	15.8%	1,416	17.9%	3,058	17.3%	4,550	17.1%	
Homes Built 1980 to 1989	88	5.1%	608	7.7%	1,496	8.4%	2,658	10.0%	
Homes Built 1970 to 1979	164	9.6%	778	9.9%	1,646	9.3%	2,441	9.2%	
Homes Built 1960 to 1969	41	2.4%	263	3.3%	494	2.8%	762	2.9%	
Homes Built 1950 to 1959	5	0.3%	191	2.4%	520	2.9%	727	2.7%	
Homes Built 1940 to 1949	2	0.1%	106	1.3%	230	1.3%	358	1.3%	
Homes Built Before 1939	7	0.4%	171	2.2%	449	2.5%	609	2.3%	
Median Age of Homes	24.5	yrs	32.6	yrs	33.2	yrs	33.9	yrs	
<b>Home Values (2025)</b>									
Owner Specified Housing Units	644		3,113		7,044		11,479		
Home Values \$1,000,000 or More	31	4.8%	87	2.8%	113	1.6%	157	1.4%	
Home Values \$750,000 to \$999,999	-	-	23	0.8%	85	1.2%	144	1.3%	
Home Values \$500,000 to \$749,999	52	8.1%	160	5.1%	354	5.0%	637	5.5%	
Home Values \$400,000 to \$499,999	29	4.5%	192	6.2%	400	5.7%	656	5.7%	
Home Values \$300,000 to \$399,999	104	16.1%	525	16.9%	1,020	14.5%	1,630	14.2%	
Home Values \$250,000 to \$299,999	92	14.2%	411	13.2%	624	8.9%	1,063	9.3%	
Home Values \$200,000 to \$249,999	127	19.7%	657	21.1%	1,180	16.7%	1,849	16.1%	
Home Values \$175,000 to \$199,999	18	2.8%	226	7.2%	453	6.4%	848	7.4%	
Home Values \$150,000 to \$174,999	87	13.6%	358	11.5%	882	12.5%	1,251	10.9%	
Home Values \$125,000 to \$149,999	40	6.3%	154	5.0%	475	6.7%	690	6.0%	
Home Values \$100,000 to \$124,999	33	5.2%	153	4.9%	479	6.8%	747	6.5%	
Home Values \$90,000 to \$99,999	-	-	22	0.7%	77	1.1%	160	1.4%	
Home Values \$80,000 to \$89,999	6	0.9%	39	1.2%	199	2.8%	309	2.7%	
Home Values \$70,000 to \$79,999	-	-	22	0.7%	87	1.2%	197	1.7%	
Home Values \$60,000 to \$69,999	17	2.6%	22	0.7%	123	1.8%	198	1.7%	
Home Values \$50,000 to \$59,999	-	-	2	-	99	1.4%	180	1.6%	
Home Values \$35,000 to \$49,999	8	1.3%	29	0.9%	122	1.7%	150	1.3%	
Home Values \$25,000 to \$34,999	-	-	2	-	53	0.8%	152	1.3%	
Home Values \$10,000 to \$24,999	-	-	13	0.4%	133	1.9%	331	2.9%	
Home Values Under \$10,000	-	-	15	0.5%	85	1.2%	130	1.1%	
Owner-Occupied Median Home Value	\$254,253		\$247,627		\$226,611		\$225,165		
Renter-Occupied Median Rent	\$931		\$813		\$787		\$764		

# Complete Profile

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



Lat/Lon: 36.6732/-93.2252

Branson Hills Parkway at US 65 Branson, MO 65616		1 mi radius	3 mi radius	5 mi radius	7 mi radius
<b>Total Annual Consumer Expenditure (2025)</b>					
Total Household Expenditure		\$132.3 M	\$537.49 M	\$1.17 B	\$1.71 B
Total Non-Retail Expenditure		\$66.95 M	\$262.23 M	\$565.84 M	\$820.45 M
Total Retail Expenditure		\$65.35 M	\$275.26 M	\$601.78 M	\$885.35 M
Alcoholic Beverages		\$807.66 K	\$3.26 M	\$7.05 M	\$10.29 M
Apparel		\$2.43 M	\$10 M	\$21.72 M	\$31.61 M
Contributions		\$4.25 M	\$16.41 M	\$35.25 M	\$51.75 M
Education		\$3.02 M	\$11.86 M	\$25.56 M	\$37.43 M
Entertainment		\$7.51 M	\$31.04 M	\$67.41 M	\$98.1 M
Food Away From Home		\$5.78 M	\$23.69 M	\$51.38 M	\$74.85 M
Grocery		\$8.41 M	\$37.99 M	\$83.52 M	\$120.29 M
Health Care		\$9.09 M	\$40.41 M	\$89.29 M	\$132.39 M
Household Furnishings and Equipment		\$3.5 M	\$14.25 M	\$30.86 M	\$45 M
Household Operations		\$2.44 M	\$10.18 M	\$22.14 M	\$32.17 M
Miscellaneous Expenses		\$2.26 M	\$9.2 M	\$19.94 M	\$29.07 M
Personal Care		\$1.66 M	\$7.33 M	\$16.06 M	\$23.18 M
Shelter		\$22.12 M	\$92.44 M	\$200.6 M	\$285.61 M
Tax and Retirement		\$32.18 M	\$113.1 M	\$239.41 M	\$355.37 M
Tobacco and Related		\$612.14 K	\$3.19 M	\$7.15 M	\$10.15 M
Transportation		\$20.27 M	\$85.86 M	\$190.29 M	\$282.19 M
Utilities		\$5.98 M	\$27.27 M	\$60.01 M	\$86.34 M
<b>Monthly Household Consumer Expenditure (2025)</b>					
Total Household Expenditure		\$8,266	\$7,422	\$7,246	\$7,259
Total Non-Retail Expenditure		\$4,183 50.6%	\$3,621 48.8%	\$3,512 48.5%	\$3,492 48.1%
Total Retail Expenditures		\$4,083 49.4%	\$3,801 51.2%	\$3,735 51.5%	\$3,768 51.9%
Alcoholic Beverages		\$50 0.6%	\$45 0.6%	\$44 0.6%	\$44 0.6%
Apparel		\$152 1.8%	\$138 1.9%	\$135 1.9%	\$135 1.9%
Contributions		\$266 3.2%	\$227 3.1%	\$219 3.0%	\$220 3.0%
Education		\$189 2.3%	\$164 2.2%	\$159 2.2%	\$159 2.2%
Entertainment		\$469 5.7%	\$429 5.8%	\$418 5.8%	\$417 5.8%
Food Away From Home		\$361 4.4%	\$327 4.4%	\$319 4.4%	\$319 4.4%
Grocery		\$525 6.4%	\$525 7.1%	\$518 7.2%	\$512 7.1%
Health Care		\$568 6.9%	\$558 7.5%	\$554 7.6%	\$563 7.8%
Household Furnishings and Equipment		\$219 2.6%	\$197 2.7%	\$192 2.6%	\$191 2.6%
Household Operations		\$152 1.8%	\$141 1.9%	\$137 1.9%	\$137 1.9%
Miscellaneous Expenses		\$141 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		\$1,382 16.7%	\$1,277 17.2%	\$1,245 17.2%	\$1,215 16.7%
Tax and Retirement		\$2,011 24.3%	\$1,562 21.0%	\$1,486 20.5%	\$1,512 20.5%
Tobacco and Related		\$38 0.5%	\$44 0.6%	\$44 0.6%	\$43 0.6%
Transportation		\$1,266 15.3%	\$1,186 16.0%	\$1,181 16.3%	\$1,201 16.5%
Utilities		\$374 4.5%	\$377 5.1%	\$372 5.1%	\$367 5.1%