Branson, Missouri.

Current market data.

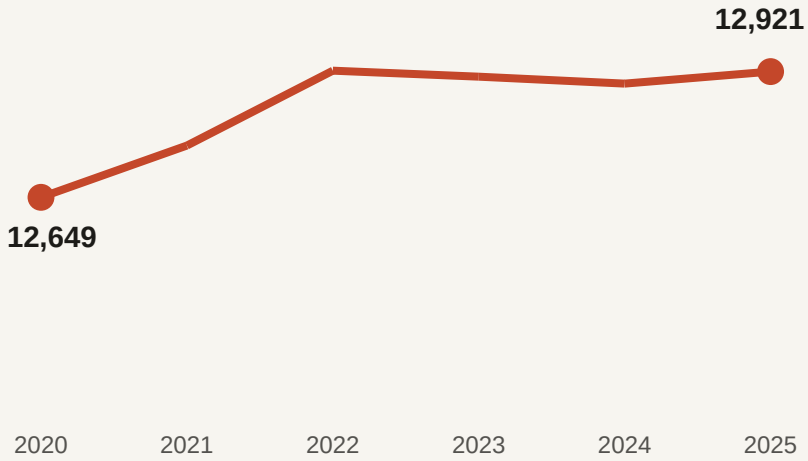
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 2.2% since 2020.

12,921

people, the 64th-largest of Missouri's cities and towns.



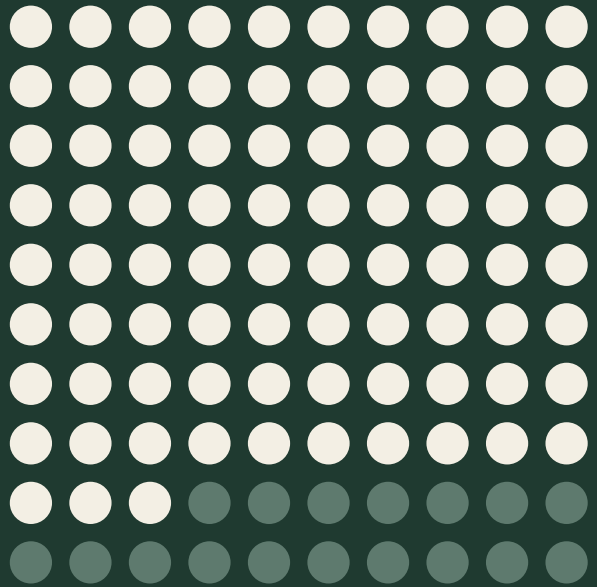
Source: Census Population Estimates, 2025

THE WORKDAY

8 in 10 jobs here go to people who live somewhere else.

82.9%

of 17,577 jobs located in Branson are filled by in-commuters.



Each dot is 1% of jobs. Filled: held by in-commuters.

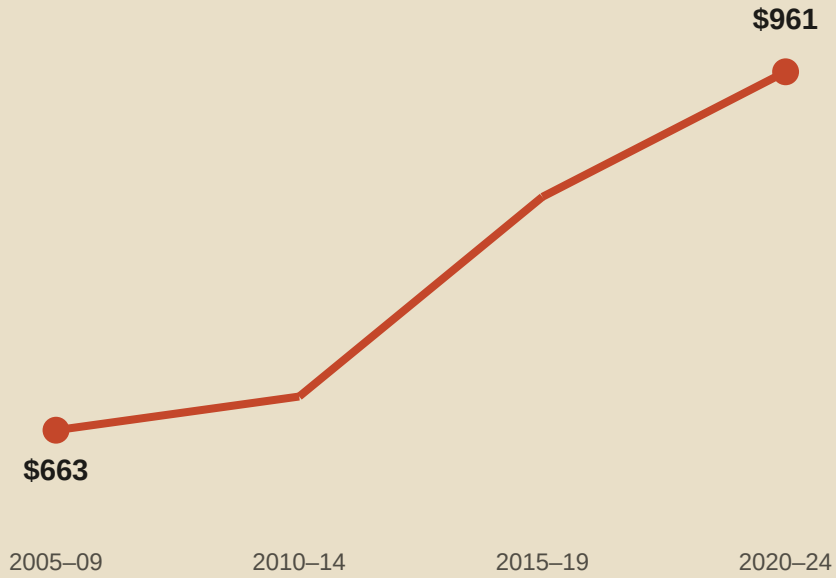
Source: Census LEHD LODES, 2023

RENT

Median rent is up 45% since the 2005–2009 survey, before inflation.

$961

a month. Missouri's median is $1,033.

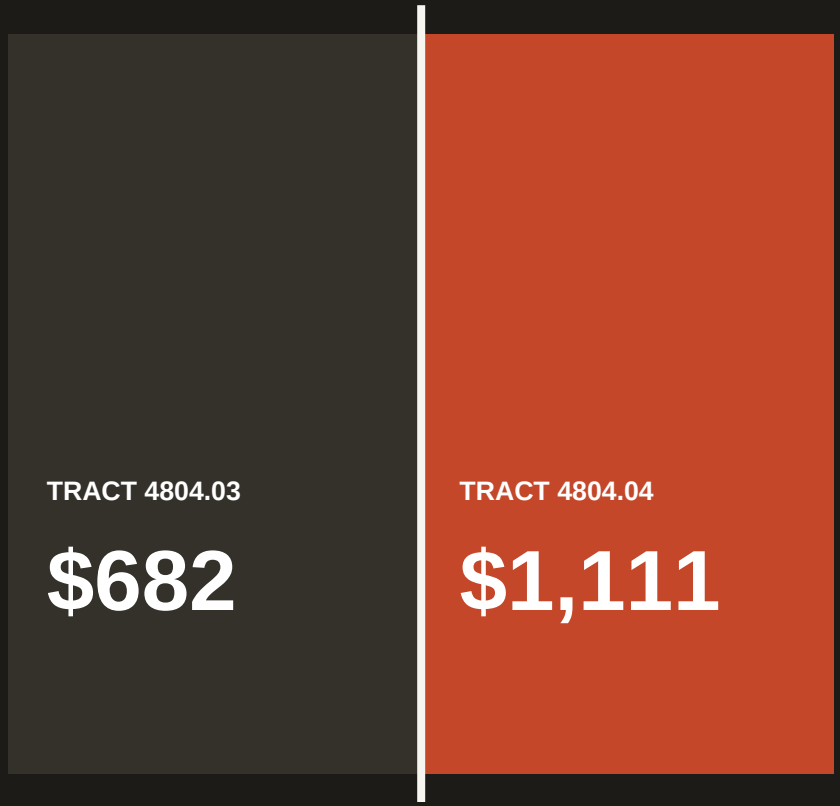


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent jumps $429.

A $429 gap between neighbors, the sharpest rent edge between adjacent tracts in Taney County.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

The median rent sits inside what local wages can carry.

is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

61% of the housing here was built before 2000.

921

homes permitted in ten years, 2016–2025

55%

of those were in multifamily buildings

61%

of all homes were built before 2000

Source: Census Building Permits Survey, 2016-2025; Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.3–2.0% to the 9,006 homes here.

28–176

is the estimated number of missing housing units, from the lowest to the highest of three estimates.

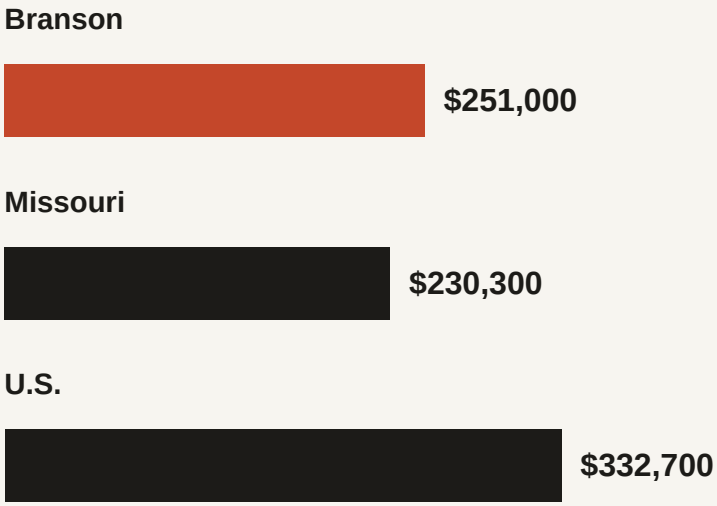
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 9% more than Missouri's.

$251,000

median home value in Branson.



Source: Census ACS 5-year, 2020-2024

THAT WAS BRANSON'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at **almanacdata.ai/e/mo/branson/**