

# Springfield, Missouri

## Demographic & Statistical Profile



3rd Quarter, 2012

Full profile available at  
[www.springfieldregion.com](http://www.springfieldregion.com)



Springfield Area Chamber of Commerce Springfield Business Development Corporation  
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## Executive Summary

### Springfield Metro Area

The Springfield Metropolitan Statistical Area includes Greene, Christian, Webster, Polk and Dallas counties in Southwest Missouri.

### National Recognition For Springfield

- Top 10 Hot City for Entrepreneurs (Entrepreneur Magazine)
- Top 12 Metros for Recruitment & Attraction (Expansion Management)
- Top 20 Mid-Sized City for Entrepreneurs (Inc. Magazine)
- Top Place for Business & Careers (Forbes Magazine)
- Top 40 Best Quality of Life (bizjournals)
- Top 50 Best Performing City (Milken Institute)
- 100 Best Community for Young People (America's Promise)
- 5-Star Quality of Life (Expansion Management Magazine)
- Top 50 Adventure Towns (National Geographic Adventure Magazine)

### Well-Known Companies Operating In Springfield

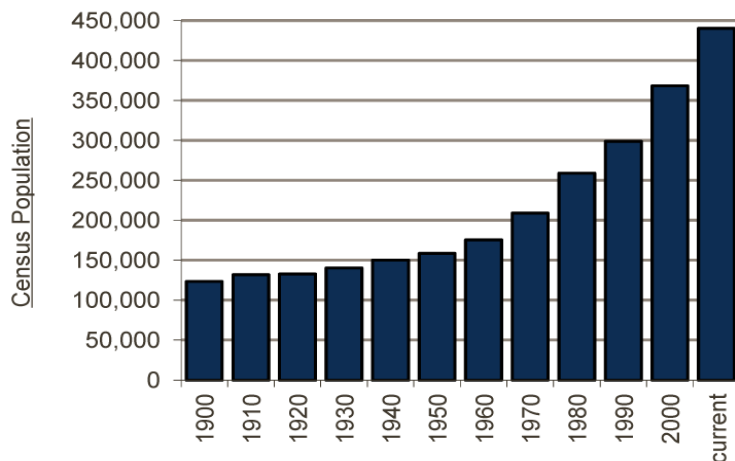
- |                         |                              |
|-------------------------|------------------------------|
| Bass Pro                | 3M                           |
| Kraft Foods             | JPMorgan Chase               |
| T-Mobile                | Dairy Farmers of America     |
| Jack Henry & Associates | O'Reilly Auto Parts          |
| Paul Mueller Company    | Burlington Northern Santa Fe |
| BKD, LLP                | Springfield Remanufacturing  |
|                         | Expedia, Inc.                |

## Population

Current Springfield Metro Area Population: 440,142

Average Annual Population Growth Rate: 2.0%

### Population for Springfield Metro Area



SOURCE: Bureau Of The Census

Springfield City Limits: 159,498

Springfield's Economic Area: 993,942

(defined by the U.S. Dept of Commerce, Bureau Of Economic Analysis includes: Missouri counties of Barry, Christian, Dade, Dallas, Dent, Douglas, Greene, Hickory, Howell, Laclede, Lawrence, Oregon, Ozark, Phelps, Polk, Pulaski, Shannon, Stone, Taney, Texas, Webster and Wright, and the Arkansas counties of Baxter, Boone, Carroll, Marion and Newton)

Springfield Regional Economic Partnership: 602,703

(10-county area includes: Barry, Christian, Dade, Dallas, Lawrence, Greene, Polk, Stone, Taney and Webster counties)



WATER FEATURE AT JORDAN VALLEY PARK

## Workforce

Current Springfield Metro Area Workforce: 223,933

Average Annual Workforce Growth Rate: 2.2%

### Average Employment By Sector

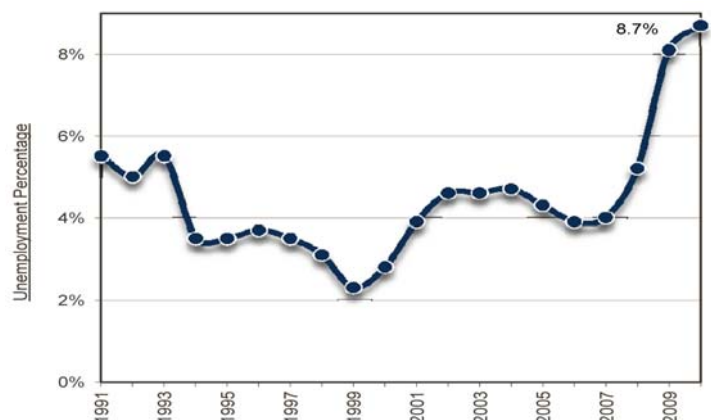


Source: Bureau of Labor Statistics

## Employment

Current Unemployment Rate for Springfield Metro: 6.3%

### Unemployment Rate for Springfield Metro Area



Source: Bureau Of Labor Statistics

## Income & Wage Rates

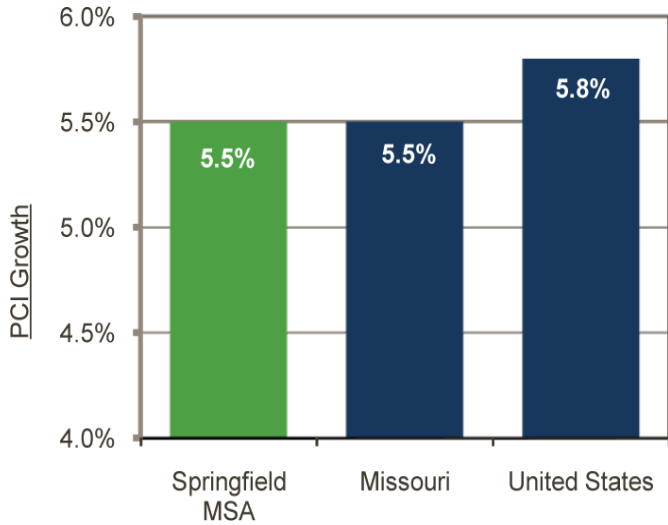
Springfield Metro Area Per Capita Income: \$31,754

Springfield Metro Area Average Wage Per Job: \$35,299

Springfield Metro Mean Household Income: \$52,659

SOURCE: Bureau Of Economic Analysis, Bureau Of The Census

### Per Capita Income Annual Growth



SOURCE: Bureau Of Economic Analysis

### Office & Clerical

	National	Springfield
Administrative Assistant	\$21.16	\$17.49
General Office Clerk	\$13.32	\$12.10
Receptionist	\$12.50	\$10.19
Accounting Clerk	\$16.71	\$13.69
Office Manager	\$24.04	\$20.27

### Professional & Technical

	National	Springfield
Accountant / Auditor	\$32.42	\$25.19
Computer Programmer	\$35.91	\$22.22
Mechanical Engineer	\$38.74	\$30.52
Marketing Manager	\$57.73	\$38.42
Human Resources Manager	\$50.73	\$39.84

### Manufacturing & Maintenance

	National	Springfield
Maintenance & Repair Worker	\$17.56	\$14.54
Janitor	\$11.60	\$10.93
First Line Supervisor (Prod. & Oper.)	\$26.51	\$16.53
Tool / Die Maker	\$23.43	\$17.00
Sheet Metal Worker	\$21.58	\$17.37

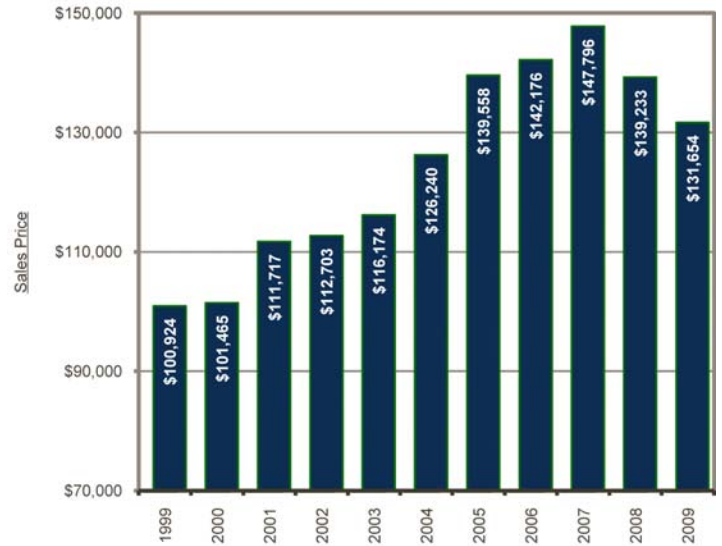
### Miscellaneous

	National	Springfield
Welder	\$17.61	\$17.02
Truck Driver (Light/Delivery)	\$14.96	\$13.26
Mail Clerk	\$13.05	\$10.59
Training & Development Specialist	\$26.59	\$21.08
Customer Service Representative	\$15.58	\$12.62

SOURCE: Bureau of Labor Statistics

## Housing

### Average Home Sales Price Trends

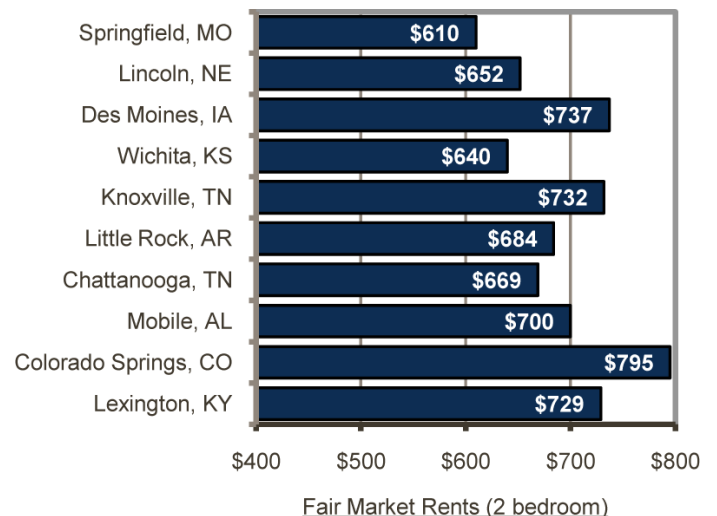


SOURCE: Greater Springfield Board Of Realtors



MILLWOOD GOLF COMMUNITY

### Fair Market Rents Comparison



SOURCE: U.S. Dept. of Housing & Urban Development





## Major Employers

Mercy Health Springfield Community	9,036
Cox Health Systems	7,560
Wal-Mart Stores	4,000
Springfield Public Schools	2,911
United States Government	5,500
Bass Pro Shops / Tracker Marine	2,306
State of Missouri	2,149
Missouri State University	1,673
O'Reilly Auto Parts	1,600
Citizens Memorial Healthcare	1,526
City of Springfield	1,250
Chase Card Services	1,071
Kraft Foods	1,000
SRC Holdings	996
City Utilities of Springfield	900
Expedia, Inc.	850
General Council of the Assemblies of God	850
American National Property & Casualty	730
Ozark R-VI School District	700
Prime	700
Associated Wholesale Grocers	697
Greene County	660
Burrell Behavioral Health	626
Great Southern Bank	600
Burlington Northern Santa Fe Railroad	600
Nixa R-II School District	600

Employment within the Springfield Metro Area

- The top 25 largest employers account for one-quarter of the total workforce in the Springfield metro area.
- In the Springfield metro area, 95% of businesses have fewer than 50 employees.



COX MEDICAL CENTER, PART OF MEDICAL MILE



## Health Care

<u>Hospital</u>	<u>Beds</u>
Mercy Hospital Springfield	1,016
Cox Medical Center South / Walnut Lawn	759
Cox Medical Center North	274
Lakeland Regional Hospital	138
Ozarks Community Hospital	45
Select Specialty Hospital	44

- Springfield's health care system offers every specialty listed by the American Medical Association.
- The health care sector employs nearly 30,000 people and provides an annual economic impact of \$4.5 billion.



MISSOURI STATE UNIVERSITY



## Colleges & Universities

Missouri State University	20,949
Ozarks Technical Community College	13,907
Drury University	5,625
Evangel University	2,072
Southwest Baptist University - Bolivar	1,588
University of Phoenix	1,700
Central Bible College	722
St. John's School of Nursing, SBU - Springfield	640
Baptist Bible College	549
Cox College of Nursing	626
Vatterott College	381
Everest College	402
Assemblies of God Theological Seminary	247
Forest Institute of Professional Psychology	303
Webster University	235
Bryan Career College	158



## Schools

	<u>Schools</u>	<u>Teachers</u>	<u>Enrollment</u>
Public Elementary School	36	607	11,311
Public Middle School	11	260	5,341
Public High School	5	349	7,307
Private Elem. / Middle	12	183	2,674
Private High School	5		

### Student-Teacher Ratio

Public Elementary School	18.6 : 1
Public Middle School	20.5 : 1
Public High School	20.9 : 1
Private Elem. / Middle	
Private High School	14.4 : 1

- The average teacher experience in the SPS system is 13 years and 60% of faculty have a Masters Degree.



RECENTLY RENOVATED CENTRAL HIGH SCHOOL



## Airport

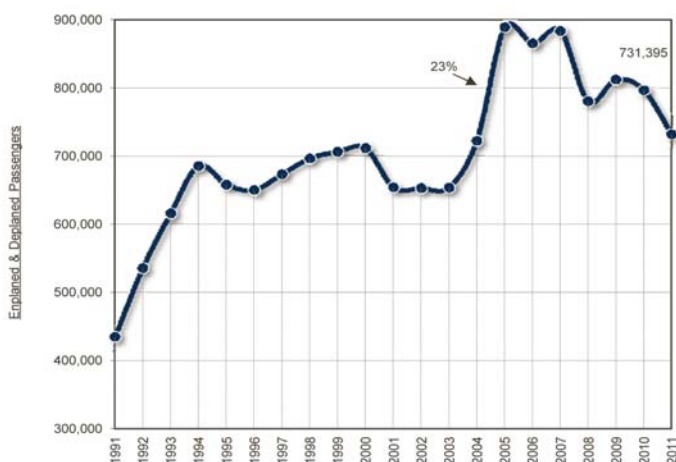
Airline	Connections	Flights Daily
American	Chicago	4
American	Dallas/Ft. Worth	8
Delta	Memphis	3
Delta	Atlanta	4
Delta	Detroit	1
Delta	Minneapolis	1
United	Chicago	4
United	Denver	3
Allegiant	Las Vegas	4 weekly
Allegiant	Los Angeles	3 weekly
Allegiant	Orlando	3 weekly
Allegiant	Phoenix	3 weekly
Allegiant	Tampa	3 weekly



✓ In 2005 the Springfield-Branson National Airport (SGF) was the 4th fastest growing airport in the U.S. and the only airport within 500 miles to show passenger growth in 2009.

✓ Runways are 7,003 ft. and 8,000 ft. in length. The airport offers general aviation (24hrs.) and cargo services which include FedEx, UPS and Airborne Express as well as a U.S. Customs office and a Foreign Trade Zone.

### Total Passengers for SGF



Source: Springfield-Branson National Airport



## Transportation



### Distances To Springfield

City	Miles	Days by Rail	City	Miles	Days by Rail
Kansas City	174	1	Denver	780	4
St. Louis	220	1	Atlanta	845	3
Memphis	285	1	New York	1,196	5
Dallas	430	2	Boston	1,407	4
Chicago	515	3	Los Angeles	1,651	5
Detroit	754	4	Seattle	2,032	6

✓ All cities are one day by motor freight except New York, Boston, Los Angeles and Seattle which are two days.



## Utilities & Telecommunications

✓ Electric, water, and natural gas are provided through City Utilities of Springfield within the city limits and the general vicinity. [www.cityutilities.net](http://www.cityutilities.net)

✓ Sewer service is provided by the City of Springfield within the urban service area. [www.springfieldmo.gov](http://www.springfieldmo.gov)

✓ Electric service in the outlying areas is provided by Ozark Electric Cooperative, Southwest Electric Cooperative, Webster Electric Cooperative and White River Valley Electric Cooperative.

✓ AT&T is the primary provider of telecommunications infrastructure and services. Many other companies also provide similar services throughout the Springfield area.

✓ Fiber optic services are available within the city limits and in additional areas of increased development. High-speed internet, Sonet rings and redundant capabilities are also available in these areas.

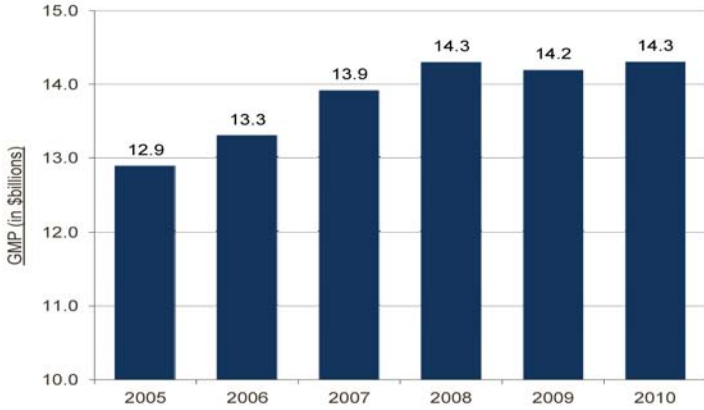
✓ Numerous companies, including Verizon (MCI), Sprint and AT&T, have long distance points of presence (POP's) located in Springfield. Mostly POP's are situated within the downtown / center city area.

✓ Metro Ethernet fiber services are available to the business community from SpringNet, the broadband business division of City Utilities. It provides self-healing private networking and Internet access connectivity at speeds of up to 1 Gbps.



## Economic Output

### Gross Metro Product for Springfield Metro Area



Source: Source: Bureau of Economic Analysis

- Springfield's GMP (Gross Metro Product) grew 100% between 1990 and 2000.



## Taxes

### Income Tax

Missouri Income Tax: Graduated rate; highest is \$315 plus 6% over \$9,000. Part of the federal taxes paid are subtracted from the net income to determine the state taxable income.

Missouri Corporate Income Tax: 6.25%; 50% of the federal taxes paid is subtracted from the net income to determine the net taxable income earned in Missouri.

### Sales Tax

City of Springfield	2.125%
Greene County	1.250%
<u>State of Missouri</u>	<u>4.225%</u>
<b>Total</b>	<b>7.600%</b>

### Property Tax

Real Property Tax: \$4.9825 per \$100 of assessed value. (A \$1.04 surcharge is added to commercial property.) Property is assessed at the following percentages of their appraised value: commercial - 32%; residential - 19%; agricultural - 12%

Personal Property Tax: \$4.9825 per \$100 of assessed value. Assessed valuation is one-third (33.3%).

Springfield R-12 School District	\$ 3.6226
City of Springfield	\$ 0.6016
Springfield-Greene County Library	\$ 0.2412
Ozarks Technical Community College	\$ 0.1396
Greene County	\$ 0.1321
Roads & Bridges	\$ 0.1321
Senior Services	\$ 0.0492
Sheltered Workshop	\$ 0.0462
<u>State of Missouri</u>	<u>\$ 0.0300</u>
<b>Total</b>	<b>\$ 4.9946</b>

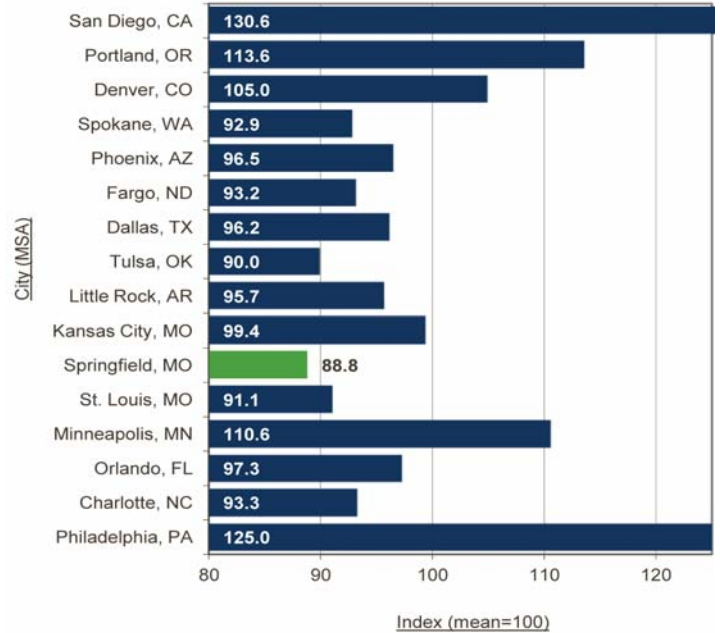


GALLOWAY CREEK GREENWAY TRAIL AT SEQUIOTA PARK

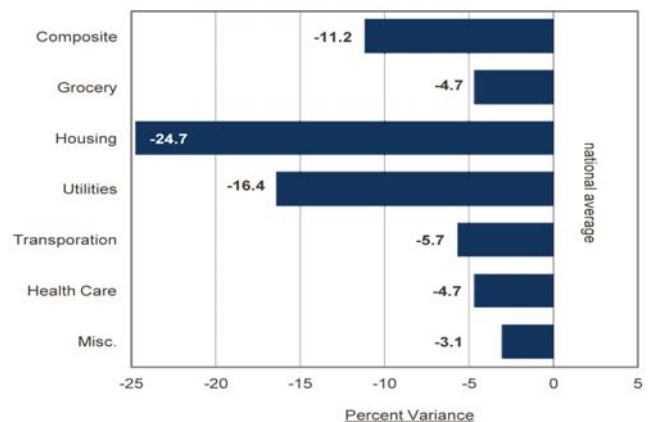


## Cost of Living

### Cost Of Living Index Comparison



### Cost Of Living Categories For Springfield



SOURCE: Council for Community & Economic Research