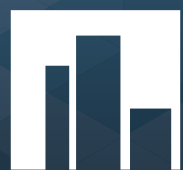


# INSIDE SPRINGFIELD



## Demographic Profile



SBDC

SPRINGFIELD BUSINESS DEVELOPMENT CORPORATION



## EXECUTIVE SUMMARY

### SPRINGFIELD MSA

Greene, Christian, Webster, Polk, Dallas counties in Southwest Missouri.

### NATIONAL RECOGNITION FOR SPRINGFIELD (MSA)

- Top 10 Best Hospitals in Missouri
- Best Places for Food Manufacturing
- Best Places to Retire in the U.S.
- Top 10 Best Mid-Sized Cities for New College Grads
- Best Places to Live in Missouri

[Sources: U.S. News & World Report (2025), checkr (2025)]

### WELL-KNOWN COMPANIES

- 3M
- Bass Pro Shops
- CoxHealth
- Forvis Mazars
- Dairy Farmers of America
- Expedia, Inc.
- Jack Henry & Associates
- JPMorgan Chase
- Kraft Heinz Company
- Mercy Springfield Communities
- O'Reilly Auto Parts
- Paul Mueller Company
- Springfield Remanufacturing Corp.
- T-Mobile



## WORKFORCE

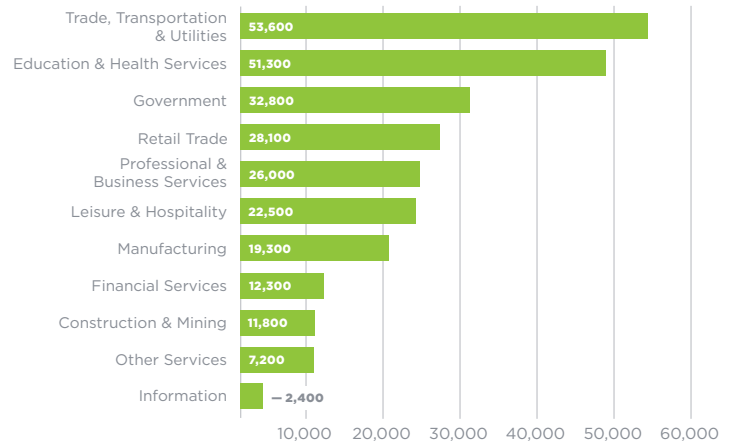
248,975

May 2025 Springfield  
Metro Area Workforce

2.2%

Workforce 1-Year  
Growth Rate

### MAY 2025 EMPLOYMENT SECTOR

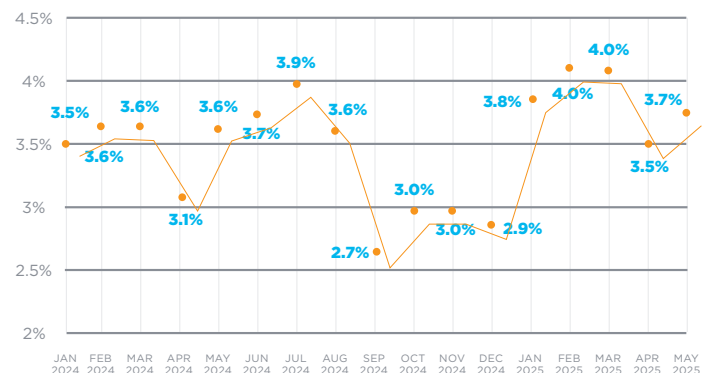


[Source: Bureau of Labor Statistics (2025); WalletHub (2025)]

3.7%

Current Unemployment Rate  
for Springfield Metro

### UNEMPLOYMENT RATE | SPRINGFIELD MSA



[Source: Bureau of Labor Statistics (2025)]

## POPULATION

496,975

Current Springfield  
Metro Area Population

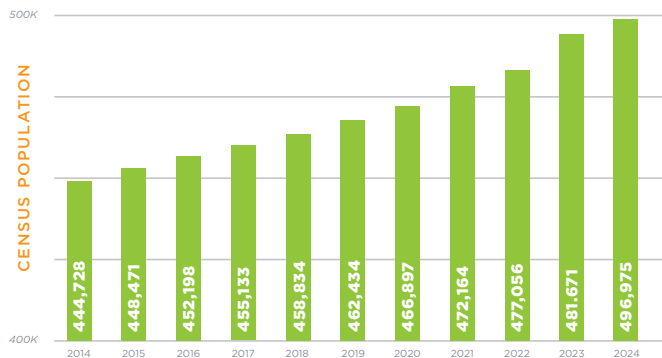
170,596

Springfield City  
Limits

12%

Metro Area Overall  
10-Year Population Growth

### POPULATION | SPRINGFIELD MSA



[Source: JobsEQ (2024); U.S. Census Bureau (2023)]

## MAJOR EMPLOYERS

### LARGEST EMPLOYERS

### # EMPLOYED

CoxHealth	13,297
Mercy Springfield Communities	9,238
State of Missouri	6,298
Walmart & Sam's Club	5,960
United States Government	3,946
Springfield Public Schools	3,735
Bass Pro Shops   White River Marine Group	3,492
O'Reilly Auto Parts	2,305
Citizens Memorial Healthcare	2,258
Missouri State University	2,099
City of Springfield	1,906
SRC Holdings	1,900
Burrell Behavioral Health	1,872
Ozarks Tech	1,610
EFCO	1,600
Jack Henry & Associates, Inc.	1,412
Prime Inc.	1,405
Amazon	1,400
Pyramid Foods	1,350
Greene County	1,110
Lowe's	1,031
The Arc of the Ozarks, Inc.	1,030
Kraft Heinz Company	997
Ozark R-VI School District	960
City Utilities	953

[Source: CCM Economics, LLC (2024)]

**30%**

Top 25 largest employers account for one-third of the total jobs in the Springfield metro area.

**95%**

Percentage of businesses that have fewer than 50 employees in the Springfield metro area.

[Source: U.S. Census Bureau (2022)]



MISSOURI STATE UNIVERSITY

## COLLEGES & UNIVERSITIES

### SPRINGFIELD METRO AREA

### STUDENTS

<b>Springfield Metro Area Total</b>	<b>43,738</b>
Missouri State University	23,418
Ozarks Tech	11,036
Evangel University	2,157
Southwest Baptist University	2,155
Drury University	1,596
Cox College	795
Misson University	377
Midwest Technical Institute	335
Bryan University	159
Boliver Technical College	144

[Source: IPEDS (2023)]

## HEALTHCARE

### HOSPITAL

### BEDS

Mercy Springfield Communities	866
Cox Medical Center South	708
Lakeland Behavioral Health System	100
Citizens Memorial Hospital	86
Meyer Orthopedic & Rehabilitation Hospital	86
Cox Medical Center North	75
Mercy Rehabilitation Hospital Springfield	60
Select Specialty Hospital	60
Mercy Orthopedic Hospital Springfield	48
Perimeter Behavioral Hospital of Springfield	32

[Source: Missouri Department of Health and Senior Services (2025)]

## PUBLIC EDUCATION

### METRO

### SPRINGFIELD PUBLIC SCHOOLS

Enrollment	65,640	23,899
PK Enrollment	3,186	1,098
Average Expenditures Per Student	\$11,437	\$13,499
Average Students Per Teacher	15.6	17.0
Average 4-Year Graduation Rate	92.9	97.6

[Source: Missouri Department of Elementary and Secondary Education (2024)]

## INCOME & WAGE RATES

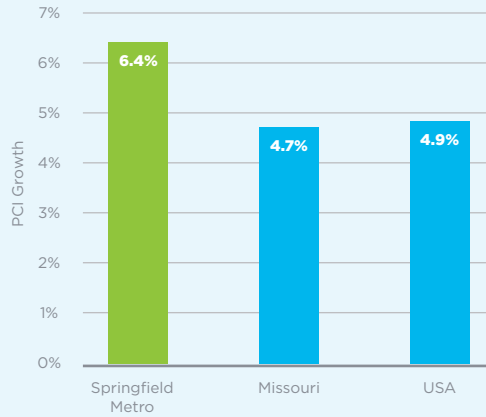
**\$34,596**  
Per Capita  
Income

**\$57,400**  
Average Wage

**\$62,249**  
Median Household  
Income

[Source: JobsEQ (2025); U.S. Census Bureau (2023)]

### 1-YEAR GROWTH IN PER CAPITA INCOME



[Source: JobsEQ (2023)]

### NATIONAL SPRINGFIELD OCCUPATIONAL CODE

#### OFFICE & CLERICAL

Executive Admin Assistant	\$37.59	\$25.84	43-6011
Office Clerk, General	\$22.49	\$20.70	43-9061
Receptionist	\$18.95	\$17.29	43-4171
Office Manager	\$35.31	\$30.41	43-1011

#### PROFESSIONAL & TECHNICAL

Accountant & Auditor	\$45.59	\$35.94	13-2011
Computer Programmer	\$52.02	\$45.82	15-1251
Mechanical Engineer	\$54.09	\$41.10	17-2141
Marketing Manager	\$82.44	\$61.46	11-2021
Human Resources Manager	\$77.26	\$58.78	11-3121

#### MANUFACTURING & MAINTENANCE

Maintenance & Repair Worker	\$26.03	\$24.48	49-9071
Janitor	\$18.53	\$17.59	37-2011
First Line Supervisor (Prod & Oper)	\$36.82	\$32.76	51-1011
Machine Tool Setters, Operators & Tenders	\$23.66	\$22.66	51-4081
Sheet Metal Worker	\$32.42	\$32.69	47-2211

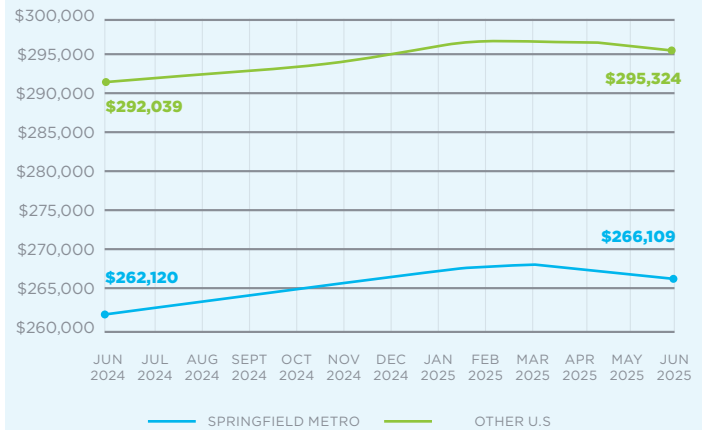
#### MISCELLANEOUS

Welder	\$27.24	\$25.23	51-4121
Truck Driver (Light/Delivery)	\$23.80	\$22.45	53-3033
Mail Clerk	\$19.76	\$18.18	43-9051
Training & Development Specialist	\$36.08	\$29.93	13-1151
Customer Service Representative	\$22.40	\$20.97	43-4051

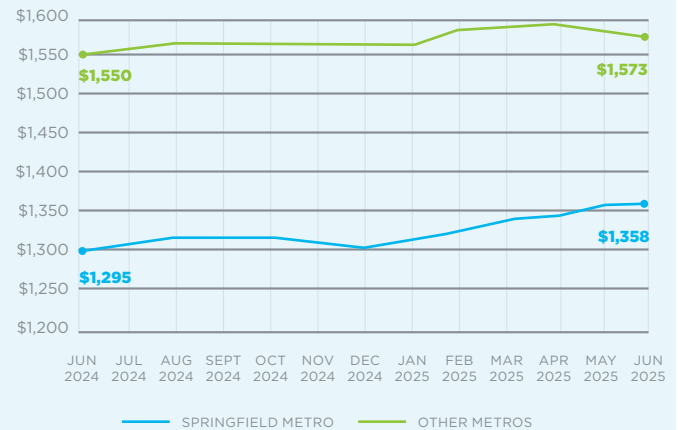
[Source: JobsEQ (2025)]

## HOUSING

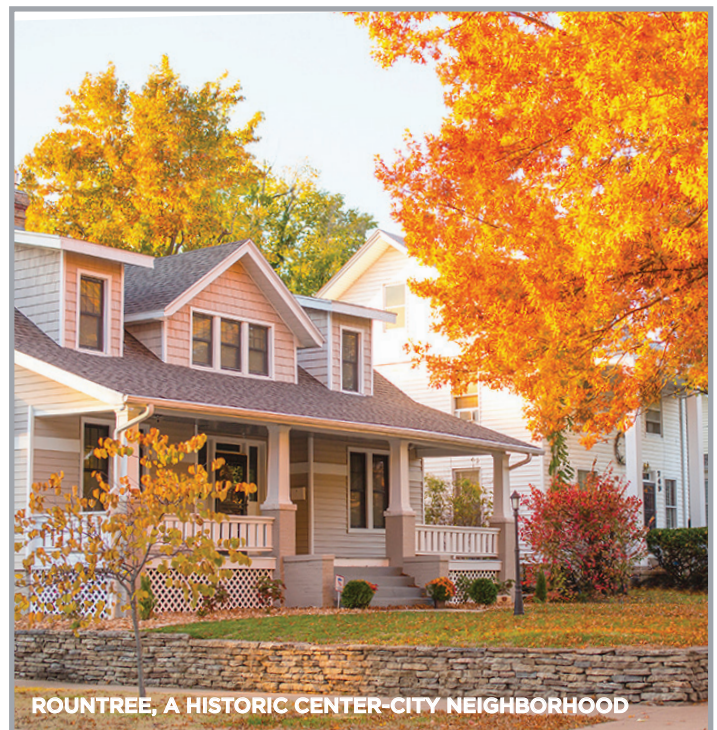
### TYPICAL HOME VALUE



### TYPICAL RENT



[Source: Zillow (2025)]



ROUNTREE, A HISTORIC CENTER-CITY NEIGHBORHOOD

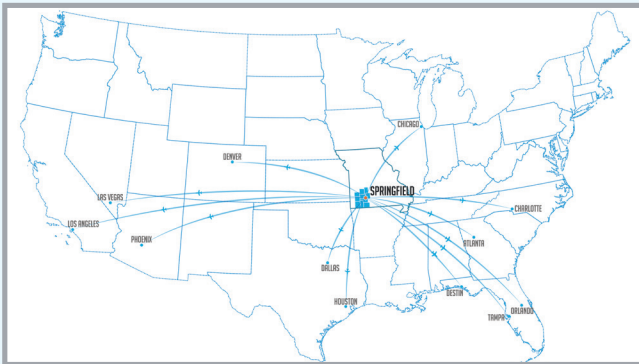


## AIRPORT

### DESTINATION

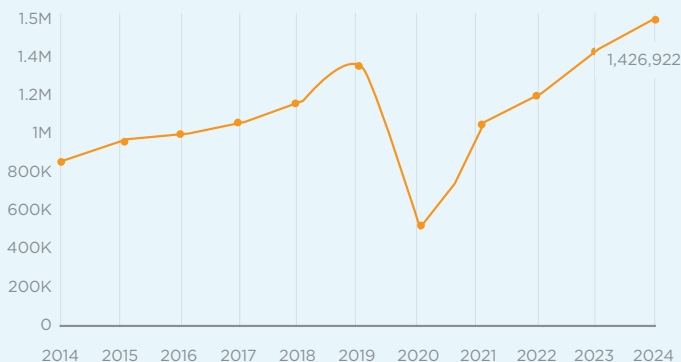
### AIRLINE

Atlanta	Delta
Charlotte	American
Chicago	American/United
Dallas	American/United
Denver	United
Destin	Allegiant
Houston	United
Los Angeles	Allegiant
Las Vegas	Allegiant
Orlando	Allegiant
Phoenix	Allegiant
Punta Gorda	Allegiant (Seasonal)
Tampa	Allegiant
Miami	American (Seasonal)



- Runways are 7,003 ft. and 8,000 ft. in length. The airport offers general aviation (24 hrs.) and cargo services which include FedEx, UPS and Airborne Express as well as U.S. Customs office and a Foreign Trade Zone.
- Springfield offers direct flights to 5 of the 10 busiest airports in the country

### TOTAL PASSENGERS FOR SGF



[Source: Springfield-Branson National Airport (2025)]

## TRANSPORTATION



### DISTANCES TO SPRINGFIELD

CITY	MILES	DAYS/RAIL
Kansas City	174	1
St. Louis	220	1
Memphis	285	1
Dallas	430	2
Chicago	515	3
Detroit	754	4

CITY	MILES	DAYS/RAIL
Denver	780	1
Atlanta	845	1
New York	1,196	1
Boston	1,407	2
Los Angeles	1,651	3
Seattle	2,032	4

## UTILITIES & TELECOMMUNICATION

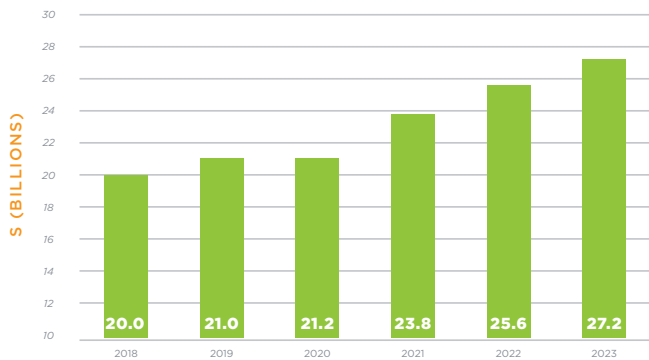
- City Utilities of Springfield provides electric, water, and natural gas in the city; sewer service is handled by the City of Springfield.  
[cityutilities.net](http://cityutilities.net) • [springfield.gov](http://springfield.gov)
- Outlying areas receive electric service from Ozark Electric Cooperative, Southwest Electric Cooperative, Webster Electric Cooperative and White River Valley Cooperative.
- AT&T is a major telecom provider, with Verizon, T-Mobile, Mediacom, and SpringNet also offering fiber, 5G, and broadband.
- Fiber optic internet is widely available in the city and growth areas, with modern Ethernet infrastructure replacing SONET.
- Networks are built for redundancy and resiliency, supporting high-speed connectivity.
- Telecom providers, including AT&T, Verizon, and T-Mobile, maintain interconnection points; connectivity is increasingly cloud-based.
- SpringNet, the broadband arm of City Utilities, provides Metro Ethernet fiber and business-grade

## ECONOMIC OUTPUT

65%

Springfield Gross Metro Product 10-Year Growth

### GROSS METRO PRODUCT | SPRINGFIELD MSA



[Source: JobsEQ (2023)]



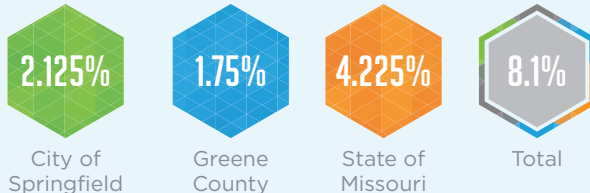
ONE OF EIGHT GREENWAY TRAILS IN SPRINGFIELD

## TAXES

### INCOME TAX

- Missouri Income Tax: Graduated rate; highest is \$248 plus 4.80% over \$8,911. Part of the federal taxes paid are subtracted from the net income to determine the state taxable income.
- Missouri Corporate Income Tax: 4.0%; 50% of the federal taxes paid is subtracted from the net income to determine the net taxable earned in Missouri.

### SALES TAX



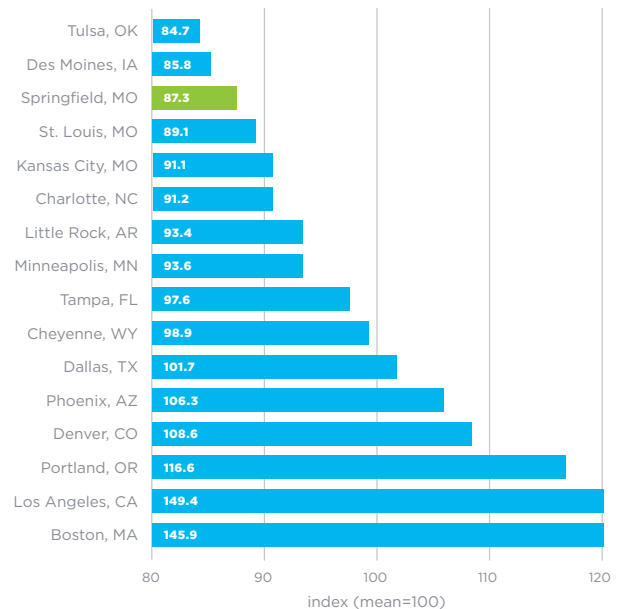
### PROPERTY TAX

- Real Property Tax: 5.3652% 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: 5.3652% per \$100 assessed value. Assessed valuation is one-third (33.3%).

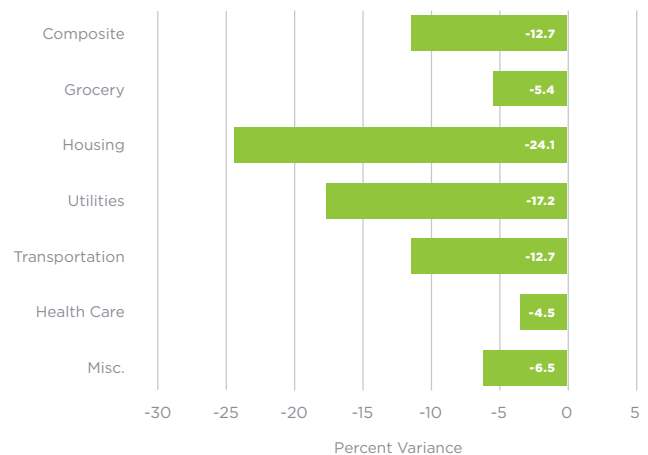
Springfield R-12 School District	\$3.9888
City of Springfield	\$0.6101
Springfield-Greene County Library	\$0.2331
Ozarks Tech	\$0.1871
Greene County	\$0.1120
Roads	\$0.1121
Senior Services	\$0.0472
County Development Disability Programs	\$0.0448
State of Missouri	\$0.0300
<b>Total</b>	<b>\$5.3652</b>

## COST OF LIVING

### COST OF LIVING INDEX COMPARISON



### COST OF LIVING CATEGORIES



[Source: Council for Community & Economic Research (2024)]