

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
- Top 100 Best Places to Live
- Best Places for Food Manufacturing
- Best City for Remote Workers
- Top 10 Best Mid-Sized Cities for New College Grads
- Best Places to Live in Missouri

[Sources: U.S. News & World Report (2026), checkr (2025), Wall Street Journal (2023), Global Locations Strategies (2025), Livability (2026)]

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

POPULATION

500,694

Current Springfield Metro Area Population

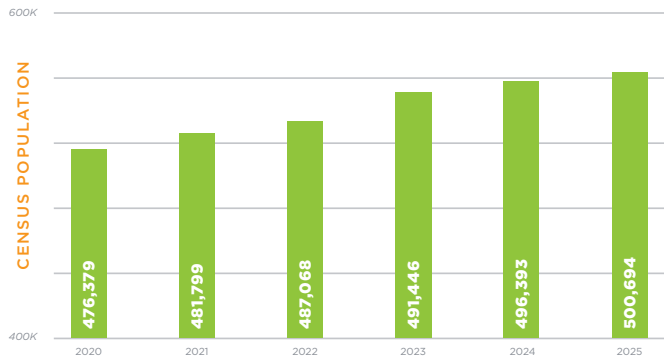
170,596

Springfield City Limits

5.1%

Metro Area Overall 5-Year Population Growth

POPULATION | SPRINGFIELD MSA



[Source: JobsEQ (2023); U.S. Census Bureau (2026)]

WORKFORCE

248,529

January 2026 Springfield Area Labor Force

0.9%

Labor Force 1-Year Growth Rate

2025 Q3 INDUSTRY SECTOR

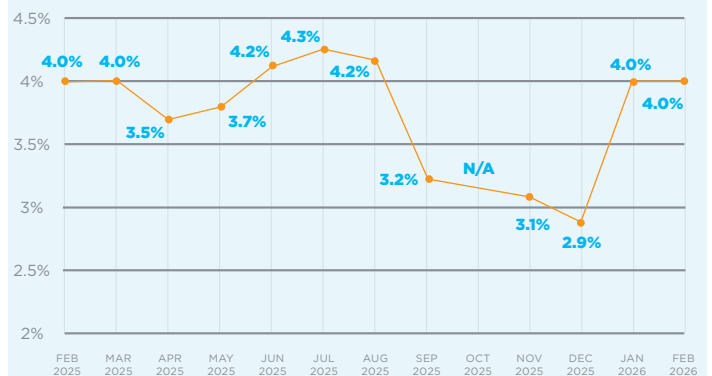
Health Care and Social Assistance	48,103
Retail Trade	28,181
Accommodation and Food Services	20,460
Manufacturing	18,935
Educational Services	16,946
Transportation and Warehousing	15,655
Construction	15,061
Administrative and Support and Waste Management and Remediation Services	11,263
Other Services (except Public Administration)	11,177
Wholesale Trade	11,033
Professional, Scientific, and Technical Services	9,784
Finance and Insurance	7,384
Public Administration	7,241
Arts, Entertainment, and Recreation	4,253
Real Estate and Rental and Leasing	4,219
Management of Companies and Enterprises	3,681
Agriculture, Forestry, Fishing and Hunting	3,011
Information	2,623
Utilities	898
Mining, Quarrying, and Oil and Gas Extraction	168

[Source: Bureau of Labor Statistics (2026), JobsEQ (2025)]

4.0%

Current Unemployment Rate for Springfield Metro

UNEMPLOYMENT RATE | SPRINGFIELD MSA



[Source: Bureau of Labor Statistics (2026)]

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 (2023)]



MISSOURI STATE UNIVERSITY

COLLEGES & UNIVERSITIES

SPRINGFIELD METRO AREA	STUDENTS
Springfield Metro Area Total	45,346
MSU	24,360
Ozarks Tech	11,380
Evangel University	2,289
SBU	2,199
Drury	1,615
Cox College	724
Mission University	434
MTI	396
Bryan University	153
Bolivar Tech	144

[Source: IPEDS (Fall 2024)]

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	65,590	24,004
PK Enrollment	3,372	1,110
Average Expenditures Per Student	\$11,867	\$13,645
Average Students Per Teacher	15.6	17
Average 4-Year Graduation Rate	95.2	98.9

[Source: Missouri Department of Elementary and Secondary Education (2024-2025)]

INCOME & WAGE RATES

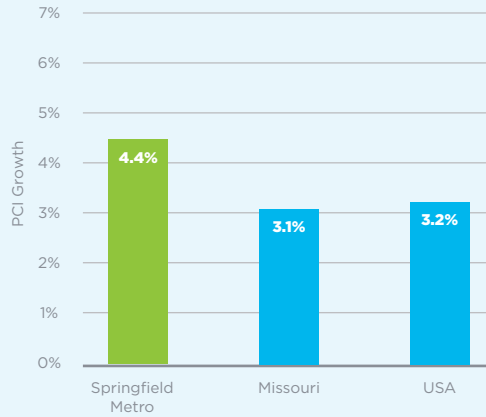
\$36,122
Per Capita
Income

\$58,400
Occupation
Average Wage

\$65,654
Median Household
Income

[Source: JobsEQ (2024)]

1-YEAR GROWTH IN PER CAPITA INCOME



[Source: JobsEQ (2024)]

NATIONAL **SPRINGFIELD**

OFFICE & CLERICAL

Executive Admin Assistant	\$26.27	\$38.26
Office Clerk, General	\$21.05	\$22.91
Receptionist	\$17.57	\$19.30
Office Manager	\$30.95	\$35.99

PROFESSIONAL & TECHNICAL

Accountant & Auditor	\$36.53	\$46.45
Computer Programmer	\$46.76	\$53.22
Mechanical Engineer	\$41.95	\$55.21
Marketing Manager	\$62.48	\$83.83
Human Resources Manager	\$59.76	\$78.68

MANUFACTURING & MAINTENANCE

Maintenance & Repair Worker	\$25.04	\$26.65
Janitor	\$17.87	\$18.84
First Line Supervisor	\$33.32	\$37.56
Machine Tool Setters, Operators & Tenders	\$23.05	\$24.05
Sheet Metal Worker	\$33.35	\$33.07

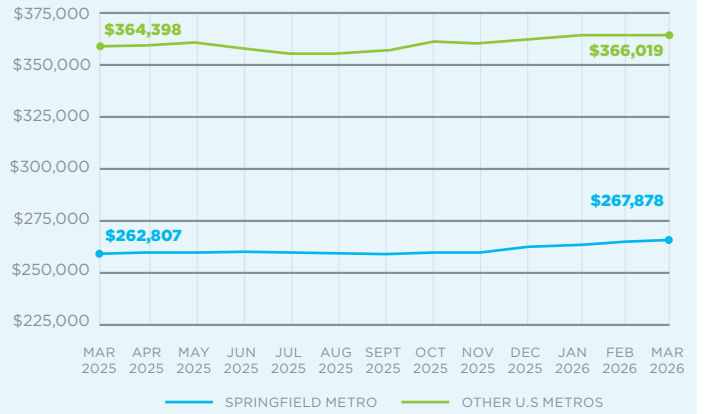
MISCELLANEOUS

Welder	\$25.65	\$27.72
Truck Driver (Light/Delivery)	\$22.85	\$24.23
Mail Clerk	\$18.48	\$20.13
Training & Development Specialist	\$30.44	\$36.72
Customer Service Representative	\$21.33	\$22.80

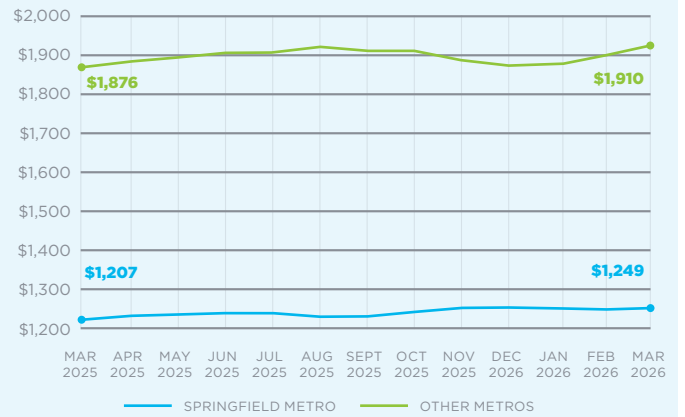
[Source: JobsEQ (2025)]

HOUSING

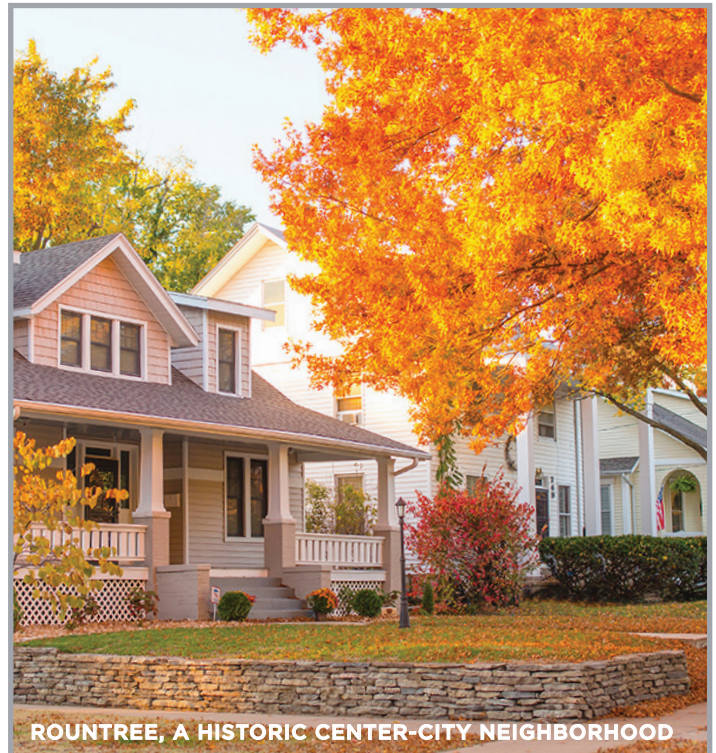
TYPICAL HOME VALUE



TYPICAL RENT



[Source: Zillow (2025)]



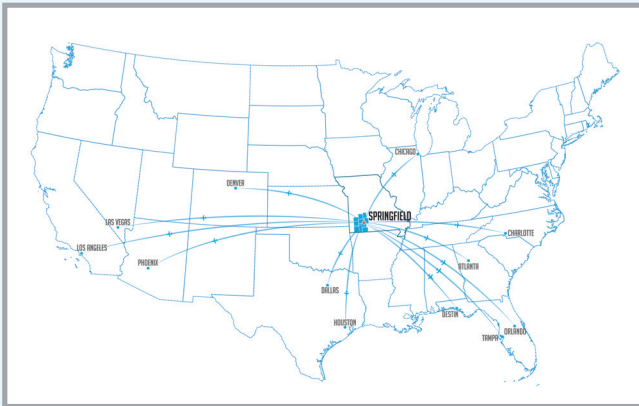
ROUNTREE, A HISTORIC CENTER-CITY NEIGHBORHOOD

AIRPORT

DESTINATION

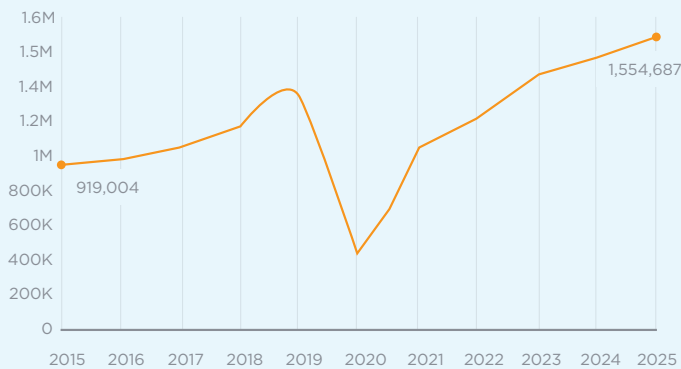
AIRLINE

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

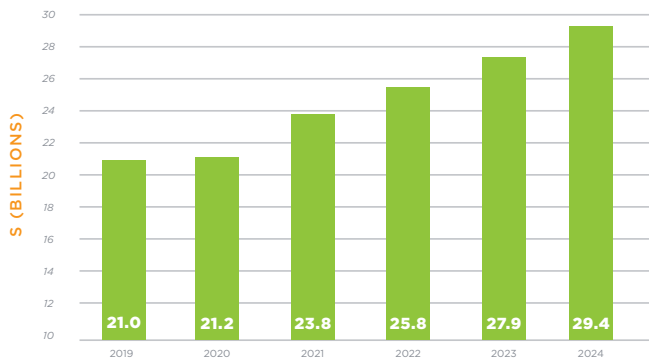
- City Utilities of Springfield provides electric, water, and natural gas in the city; sewer service is handled by the City of Springfield. cityutilities.net • springfield.gov
- Outlying areas receive electric service from Ozark Electric Cooperative, Southwest Electric Cooperative, Webster Electric Cooperative 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 SNET.
- 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

73%

Springfield Gross Metro Product 10-Year Growth

GROSS METRO PRODUCT | SPRINGFIELD MSA



[Source: JobsEQ (2024)]

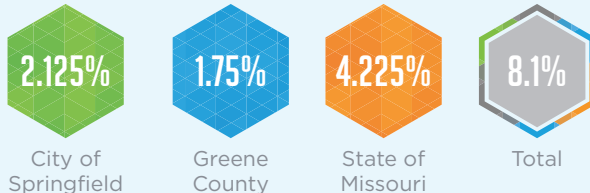


TAXES

INCOME TAX

- Missouri Income Tax: Graduated rate; highest is \$256 plus 4.70% over \$9,191. 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



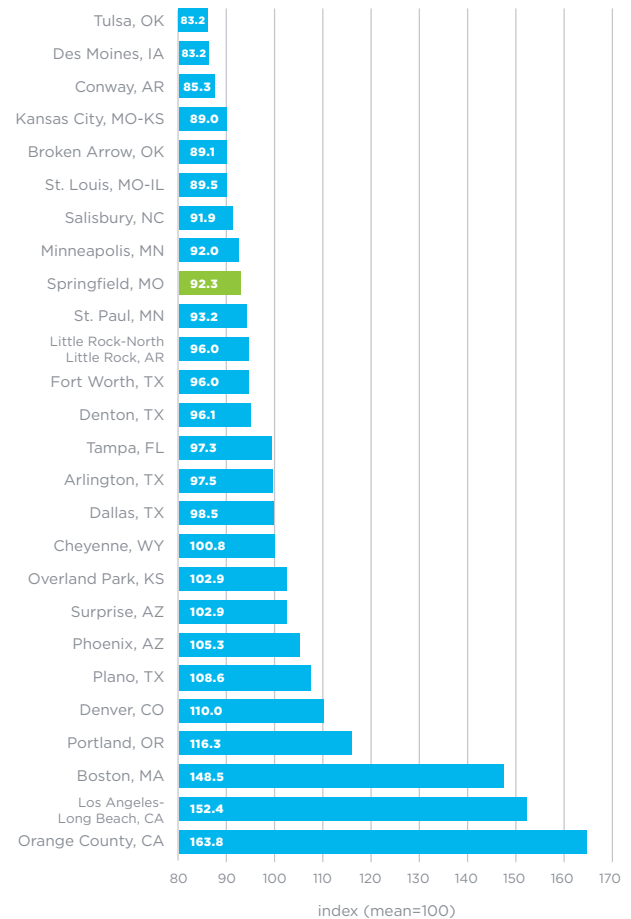
PROPERTY TAX

- Real Property Tax: \$4.982 per \$100 assessed value (A \$1.04 subcharge 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: \$4.982 per \$100 assessed value. Assessed valuation is one-third (33.3%).

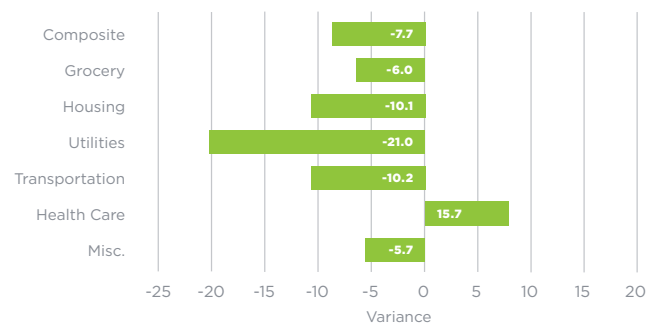
Springfield R-12 School District	\$3.7036
City of Springfield	\$0.5636
Springfield-Greene County Library	\$0.2149
Ozarks Tech	\$0.1773
Greene County	\$0.1039
Roads	\$0.1039
Senior Services	\$0.0435
County Development Disability Programs	\$0.0413
State of Missouri	\$0.0300
Total	\$4.9820

COST OF LIVING

COST OF LIVING INDEX COMPARISON



COST OF LIVING CATEGORIES



[Source: Council for Community & Economic Research (2025)]