

## Regional Demographic Summary

The Southwest Missouri Council of Governments region covers almost 100 municipalities in southwestern Missouri. The ten counties in this region include Barry, Christian, Dade, Dallas, Greene, Lawrence, Polk, Stone, Taney, and Webster. Three of these are the fastest growing counties in the State: Christian, Taney, and Stone Counties respectively. The SMOG region also includes some of the fastest growing cities in the State: Branson West at number one, Fremont Hills at number six, Arrow Point at number eleven, Nixa at number twelve, and Ozark at number nineteen.

**General Demographics.** The population of the SMOG region has grown over 25 percent since 1990 to a total of 513,872 persons. The incorporated population has grown almost 45 percent and the Hispanic population has grown from 0.76 percent of the population in 1990 to 2.00 percent in the year 2000. That's an increase of 229 percent. Overall, the minority population is 4.91 percent.

<b><u>2000 Demographics</u></b>	
Population	513,872
Incorporated Population	334,200
Male	48.84%
Female	51.16%
White	95.09%
Black	1.24%
Asian	0.66%
American Indian/Alaskan Native	0.69%
Native Hawaiian or other Pacific Islander	0.05%
Other	2.27%
Hispanic	2.00%

Source: US Census Bureau, Census 2000,

The population is evenly divided among males and females, though there are slightly more females. The majority of the population is between the ages of twenty and sixty-four, with the median age at 36.3 years. This is slightly above the median age for both Missouri and the United States.

<b><u>Population by Age</u></b>	
Under 5	6.5%
5 - 19	21.0%
20 - 64	58.3%
65 and Over	14.2%
Median Age	36.3

Source: US Census Bureau, Census 2000, SF1

<b><u>Population Estimates</u></b>			
Area	2000 Base Estimate	2004 Estimates	2000-2003 Percent Change
Barry	34,010	34,314	0.9
Christian	54,285	64,273	18.4
Dade	7,923	7,829	-1.2
Dallas	15,661	16,328	4.3
Greene	240,391	247,932	3.1
Lawrence	35,204	36,710	4.3
Polk	26,992	28,320	4.9
Stone	28,658	30,720	7.2
Taney	39,703	41,939	5.6
Webster	31,045	34,133	9.9
<b>REGION TOTAL</b>	<b>513,872</b>	<b>542,498</b>	<b>5.6</b>

Source: US Census Bureau, Census 2000, SF1

**Population Estimates.** According to the population estimates for 2004, the population in the SMOG region increased 5.6 percent. Christian County ranked as the fastest growing in the region with a population increase of 18.4

percent. Webster County also showed a strong growth rate of 6.7 percent. On the other hand, Dade County demonstrated negative growth of 1.2 percent.

**Median Household Incomes**

SMCOG Region	32,952
Missouri	37,934
United States	41,994
Region as % of State	86.87%
Region as % of Nation	78.47%

**Family Income**

Families in Region	140,003
Under \$10,000	5.36%
\$10,000-24,999	14.55%
\$25,000-34,999	16.86%
\$35,000 and over	57.75%

**Persons in Poverty**

SMCOG Region	12.39%
Missouri	11.74%
United States	12.38%

Source: US Census Bureau, 2000 Census, SF3

**Income and Employment.** Incomes in the SMCOG region are below the State and the Nation. The median household income for the region is just below \$33,000. The State median household income is almost \$38,000 and for the Nation, the median household income is pushing \$42,000. The income level of the SMCOG region is 86.87 percent of the State's and only 78.47% of the Nation's. As for the near 140,000 families in the region, the majority has an income over \$35,000, though this

trend tapers off at \$60,000. Proportionately, the SMCOG region has more persons in poverty. According to the 2000 Census, 12.39 percent of the region's population was in poverty. This is compared to 11.74 percent of Missouri's population and 12.38 of the Nation's.

According to the Missouri Department of Economic Development, unemployment in the ten county region as of September 2005 ranges from 3.2 percent in Christian County to 4.6 percent in Stone County. Compare this to the State at 4.9 percent and the Nation at 5.1 percent for the same period.

**Housing.** The number of housing units in the SMCOG region totals 226,933. A large number of these are occupied, nearing a total of 90 percent. Of those occupied units, practically 70 percent are owner occupied while over 30 percent are renter occupied. Vacant housing accounts for just over 10 percent of the total housing stock.

The majority (26.15 percent) of the housing units in the SMCOG region have been built since the previous Census. The previous building boom before the 1990s occurred during the 1970s, accounting for 20.27 percent of the current housing stock. As for the cost of housing in the SMCOG region, the 2000 Census indicates median gross rent is \$446.25 and the median value for specified owner-occupied housing is \$85,930.96.

**Housing**

Total Housing Units	226,933
Total Occupied	89.65%
Owner Occupied	69.70%
Renter Occupied	30.30%
Total Vacant	10.35%

Source: US Census Bureau, 2000 Census, SF1

**Year Structure Built**

Built:	Percent
1999 to March 2000	3.21
1995 to 1998	11.97
1990 to 1994	10.97
1980 to 1989	16.66
1970 to 1979	20.27
1960 to 1969	11.49
1950 to 1959	8.37
1940 to 1949	5.31
Before 1939	11.75

Source: US Census Bureau, 2000 Census, SF3

**Median Home Values**

Median Gross Rent	\$446.25
Median Value for Specified Owner Occupied Housing	\$85,930.96

Source: US Census Bureau, 2000 Census, SF3

**Education.** The SMCOG region has a high percentage of adults over the age of 25 years with at least a high school diploma. This percentage is higher than for both Missouri and the United States.

**Educational Attainment**

Percent of adults 25 years and older with at least a high school diploma:

SMCOG Region	81.8%
Missouri	81.3%
United States	80.4%

Source: US Census Bureau, 2000 Census, SF3

This speaks highly of the educational institutions in the SMCOG region.

**The SMCOG Economy.** The SMCOG region has a diversified economy with almost 20 percent of persons over the age of sixteen employed in Educational, Health, and Social Services. The numerous educational institutions in this region make a large contribution to the local economy.

Other significant industries include Manufacturing, Retail Trade, and Arts and Entertainment. Together these industries employ nearly another 40 percent of the population aged sixteen years and over. No industry appears insignificant to the local economy, though Public Administration and Agriculture employ the least amount of eligible workers at less than 3 percent each.

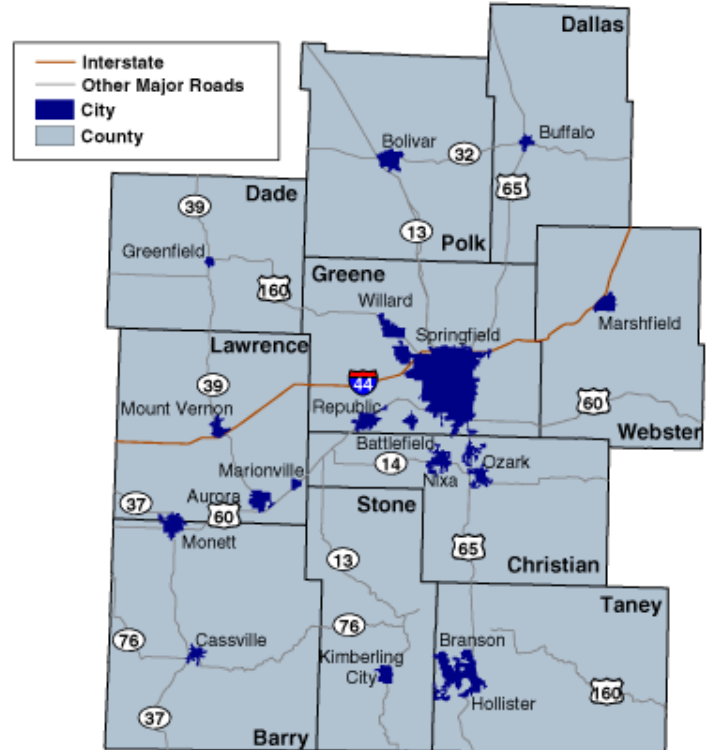
**Employment by Industry**

Ag, Forestry, Fishery, Hunting, Mining	2.61%
Construction	7.13%
Manufacturing	13.98%
Wholesale Trade	4.21%
Retail Trade	13.72%
Transportation and Warehousing, Utilities	5.63%
Information	2.43%
Finance, Insurance, Real Estate, and Rental and Leasing	5.77%
Professional, Scientific, Management, Administration, Waste Management Services	6.16%
Educational, Health, Social Services	19.84%
Arts, Entertainment, Recreation, Accommodation, Food Services	10.35%
Other Services	5.36%
Public Administration	2.80%

Source: US Census Bureau, 2000 Census, SF3

As the Nation’s economy entered a recession in the last few years, the region’s economy continued to grow. This has been attributed to the large number of service industries in the area. Even when times are tough, these services are still necessary to function in daily life, including food, education, health and social services.

**Transportation.** Several major corridors exist within the SMOG region, including Interstate I-44, U.S. Highways 60 and 65, Route 13, among others. Currently, MoDOT is developing a new funding distribution process as well as a decision-making process. As these come together, several gaps in the region will be addressed. In Stone County, plans exist to four-lane Route 13 at the Route 76 South junction. For Route 65 in Taney County, there are plans to four-lane Route 65 from Branson south to the Arkansas border.



Source: OSEDA website, <http://oseda.missouri.edu/modot>

The map to the right highlights some major transportation routes and their proximity to the larger cities in the SMOG region.