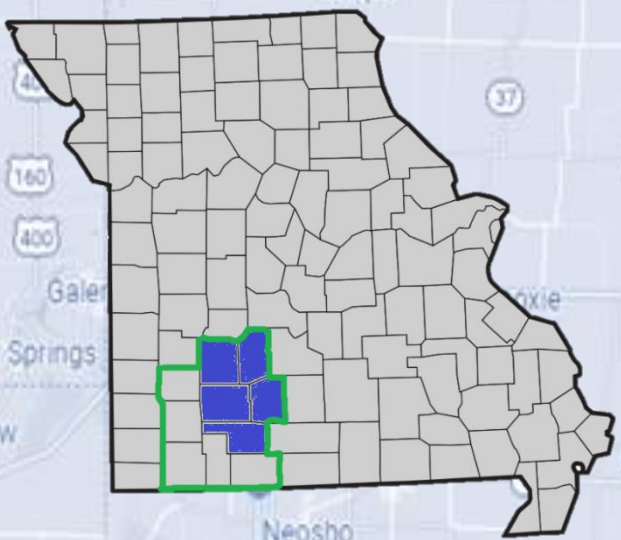


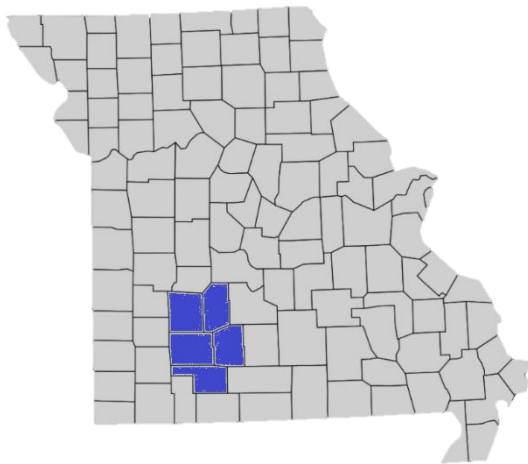
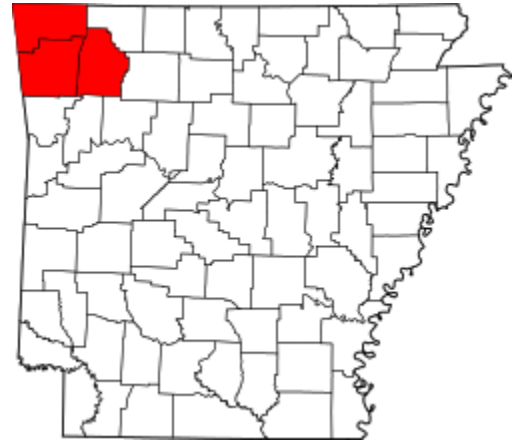
2022 Community Leadership Visit Northwest Arkansas



Facts in Brief

Northwest Arkansas MSA

Population (2021)	560,709
Pop Change (2010-2021)	120,588
Pop Growth Percentage	27.4%
Average Household Income	\$87,521
Employment (2022 average)	278,241
GDP	\$28,674,482,000
Taxable Sales	\$12,987 million

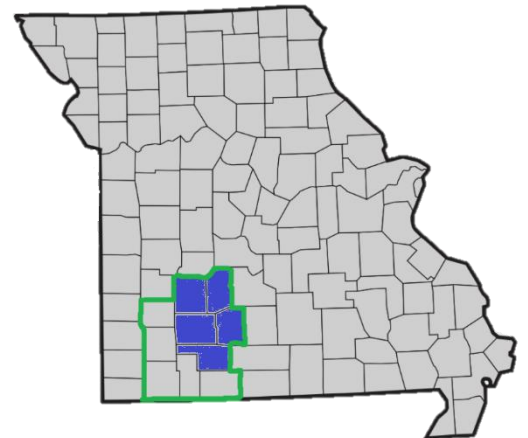


Springfield MSA

Population (2021)	481,483
Pop Change (2010-2021)	44,771
Pop Growth Percentage	10.3%
Average Household Income	\$67,384
Employment (2022 average)	235,189
GDP	\$21,523,039,000
Taxable Sales	\$9,017 million

Springfield 10- County Region

Population (2021)	650,050
Pop Growth (2010-2021)	47,347
Pop Growth Percentage	7.9%
Average Household Income	\$66,179
Employment (2022 average)	305,801
GDP	\$27,207,861,000
Taxable Sales	\$12,777 million

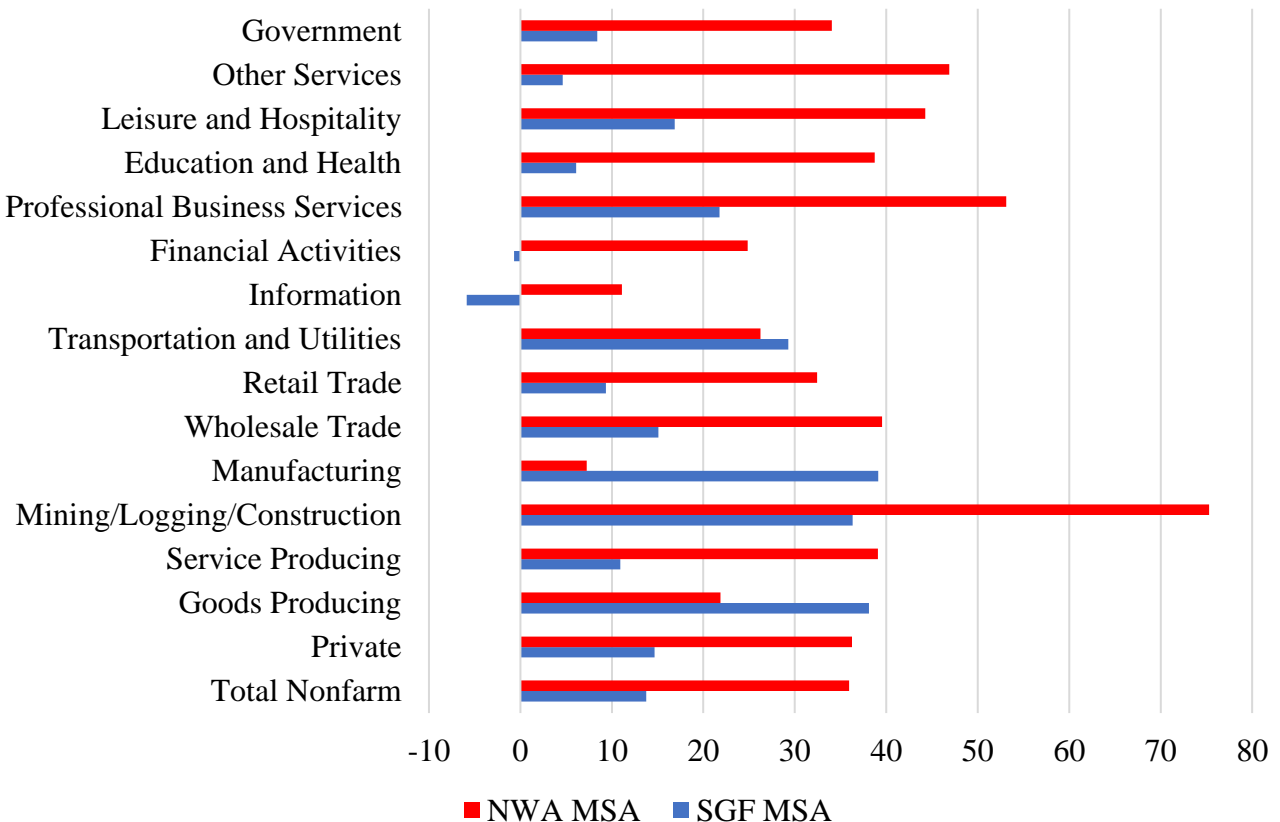


Employment in Thousands by Industry with Percent Change from 2010 to 2021

	Springfield MSA			Northwest Arkansas MSA		
	2010	2021	Percent Change	2010	2021	Percent Change
Total Nonfarm	192.4	218.9	13.8%	200.2	272.2	35.9%
Private	164.7	188.9	14.7%	171.5	233.6	36.2%
Goods Producing	20.2	27.9	38.1%	36.7	44.8	21.9%
Service Producing	172.2	191.0	10.9%	163.5	227.4	39.1%
Mining/Logging/Construction	7.4	10.0	36.3%	7.9	13.8	75.3%
Manufacturing	12.8	17.8	39.1%	28.8	30.9	7.3%
Wholesale Trade	10.2	11.7	15.1%	9.1	12.7	39.5%
Retail Trade	23.8	26.0	9.3%	20.7	27.4	32.4%
Transportation and Utilities	10.2	13.2	29.3%	14.9	18.8	26.2%
Information	4.0	3.7	-5.9%	1.8	2.0	11.1%
Financial Activities	11.8	11.7	-0.7%	7.1	8.9	24.9%
Professional Business Services	19.5	23.7	21.8%	34.5	52.7	53.1%
Education and Health	38.5	40.9	6.1%	21.9	30.3	38.7%
Leisure and Hospitality	18.0	21.1	16.9%	18.0	26.0	44.2%
Other Services	8.5	8.9	4.6%	6.7	9.8	46.9%
Government	27.7	30.0	8.4%	28.7	38.4	34.1%

Source: Bureau of Labor Statistics (Note that the employment numbers have been rounded)

Percent Change in Employment 2010 to 2021

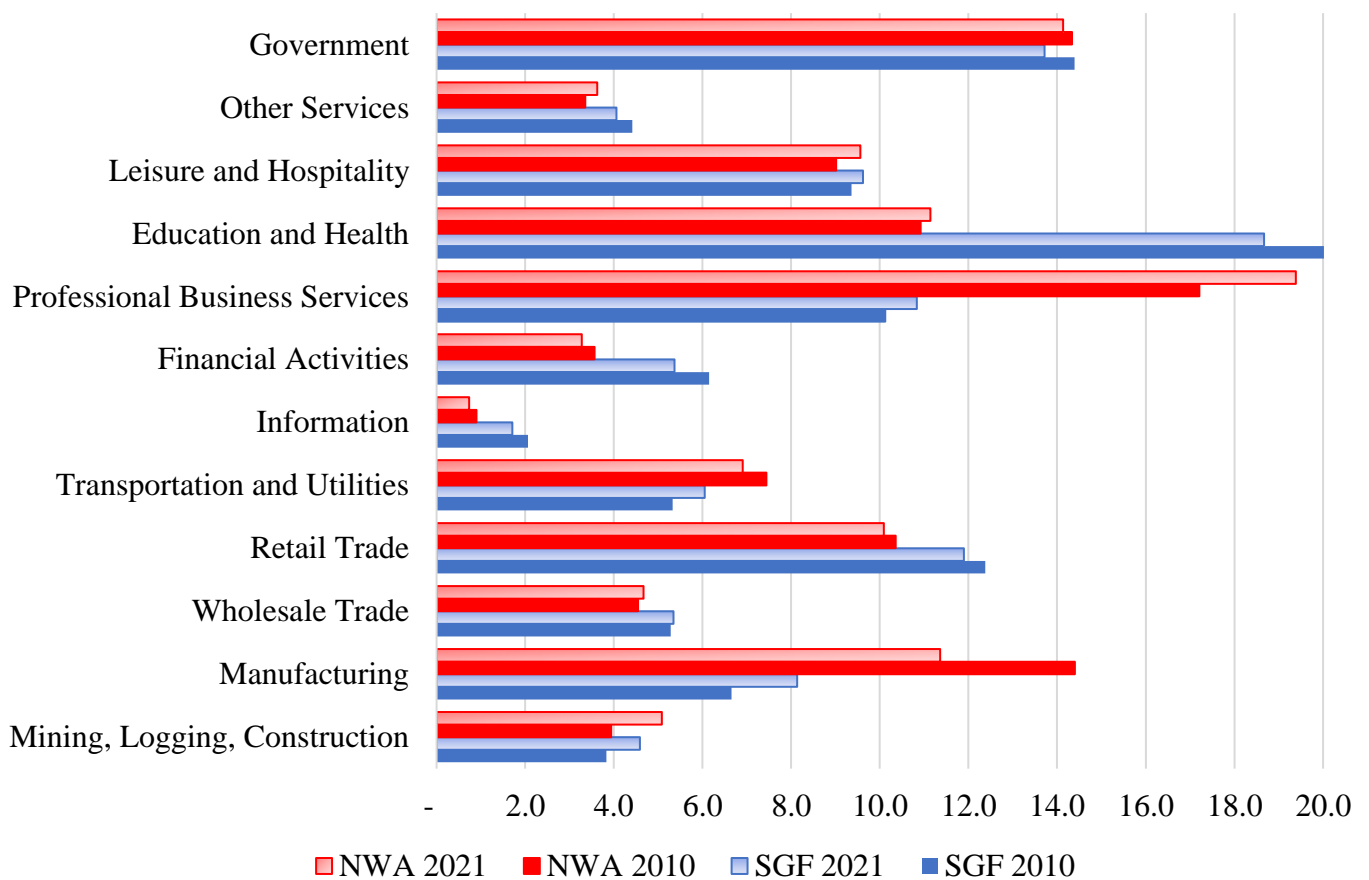


Industry Share of Total Employment

	Springfield MSA	Northwest Arkansas MSA
	2021	2021
Private	86.3	85.8
Goods Producing	12.7	16.4
Service Producing	87.3	83.5
Mining/Logging/Construction	4.6	5.1
Manufacturing	8.1	11.4
Wholesale Trade	5.3	4.7
Retail Trade	11.9	10.1
Transportation and Utilities	6.0	6.9
Information	1.7	0.7
Financial Activities	5.4	3.3
Professional Business Services	10.8	19.4
Education and Health	18.7	11.1
Leisure and Hospitality	9.6	9.6
Other Services	4.1	3.6
Government	13.7	14.1

Source: Bureau of Labor Statistics

Industry Employment as a Percent of Total Employment in 2010 and 2021



2020 Industry Average Weekly Wages

	NWA	SGF MSA	10 County Region
All Industries	\$1,063	\$769	\$746
Construction	\$1,001	\$849	\$863
Manufacturing	\$944	\$885	\$876
Wholesale trade	\$1,871	\$873	\$993
Retail trade	\$644	\$582	\$572
Transportation and warehousing	\$1,096	\$621	\$936
Information	\$1,575	\$893	\$952
Finance, insurance, real estate	\$1,171	\$968	\$928
Professional and business services	\$1,680	\$751	\$847
Educational services and health care	\$903	\$698	\$760
Leisure and Hospitality	\$379	\$347	\$379
Government	\$1,119	\$916	\$850

Source: Bureau of Labor Statistics

2020 GDP (thousands of dollars)

	NWA	SGF MSA	10 County Region
GDP	28,674,482	21,523,039	27,207,861
Construction	1,260,301	988,033	1,218,065
Manufacturing	3,154,705	2,005,569	2,785,602
Durable goods manufacturing	954,594	1,180,897	1,520,582
Nondurable goods manufacturing	2,200,111	824,672	1,265,021
Wholesale trade	3,413,883	1,793,168	1,971,790
Retail trade	1,794,408	1,747,471	2,214,954
Transportation and warehousing	1,410,606	1,133,758	1,220,060
Information	445,455	498,733	586,812
Finance, insurance, real estate	4,159,120	4,053,750	5,243,253
Professional and business services	6,527,366	2,148,117	2,680,312
Educational services and health care	1,997,264	3,064,016	3,385,728
Leisure and Hospitality	943,369	691,272	1,398,578
Government	2,701,774	2,357,504	2,900,143

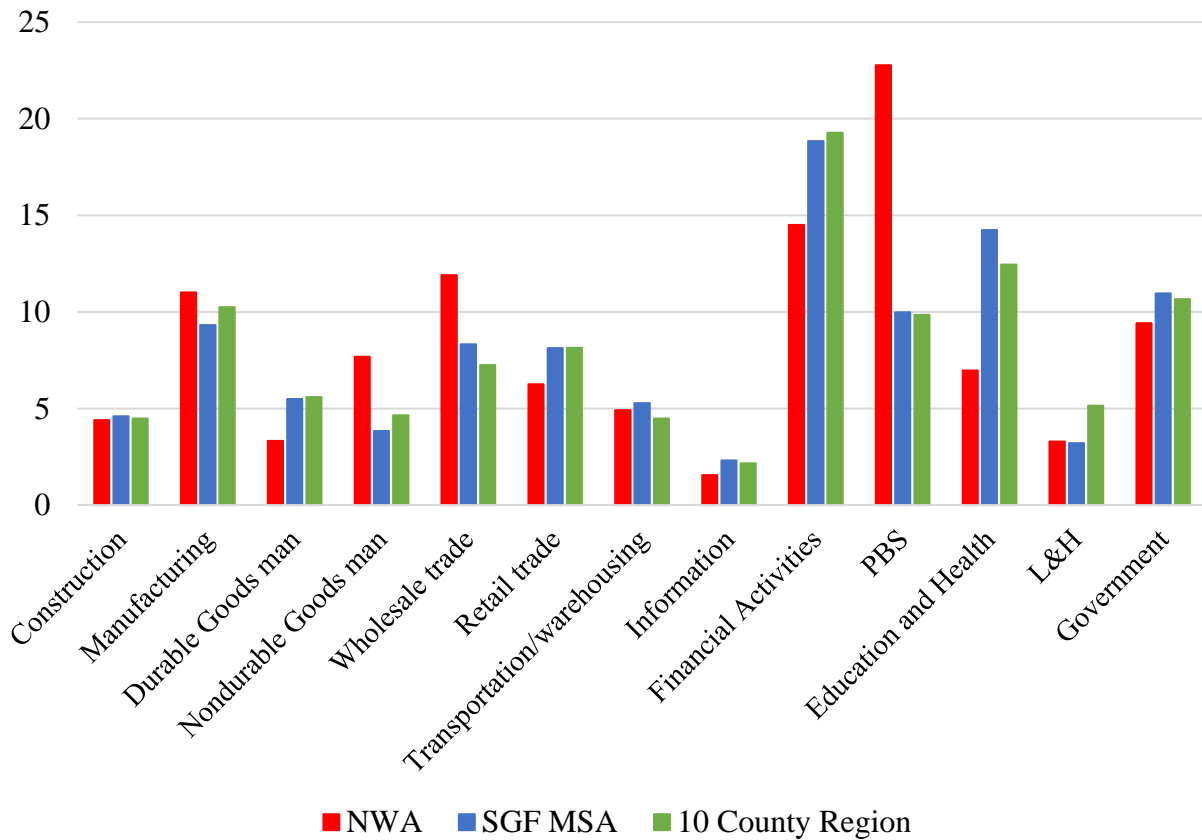
Source: Bureau of Economic Analysis

2020 Industry Contribution to GDP by Percentage

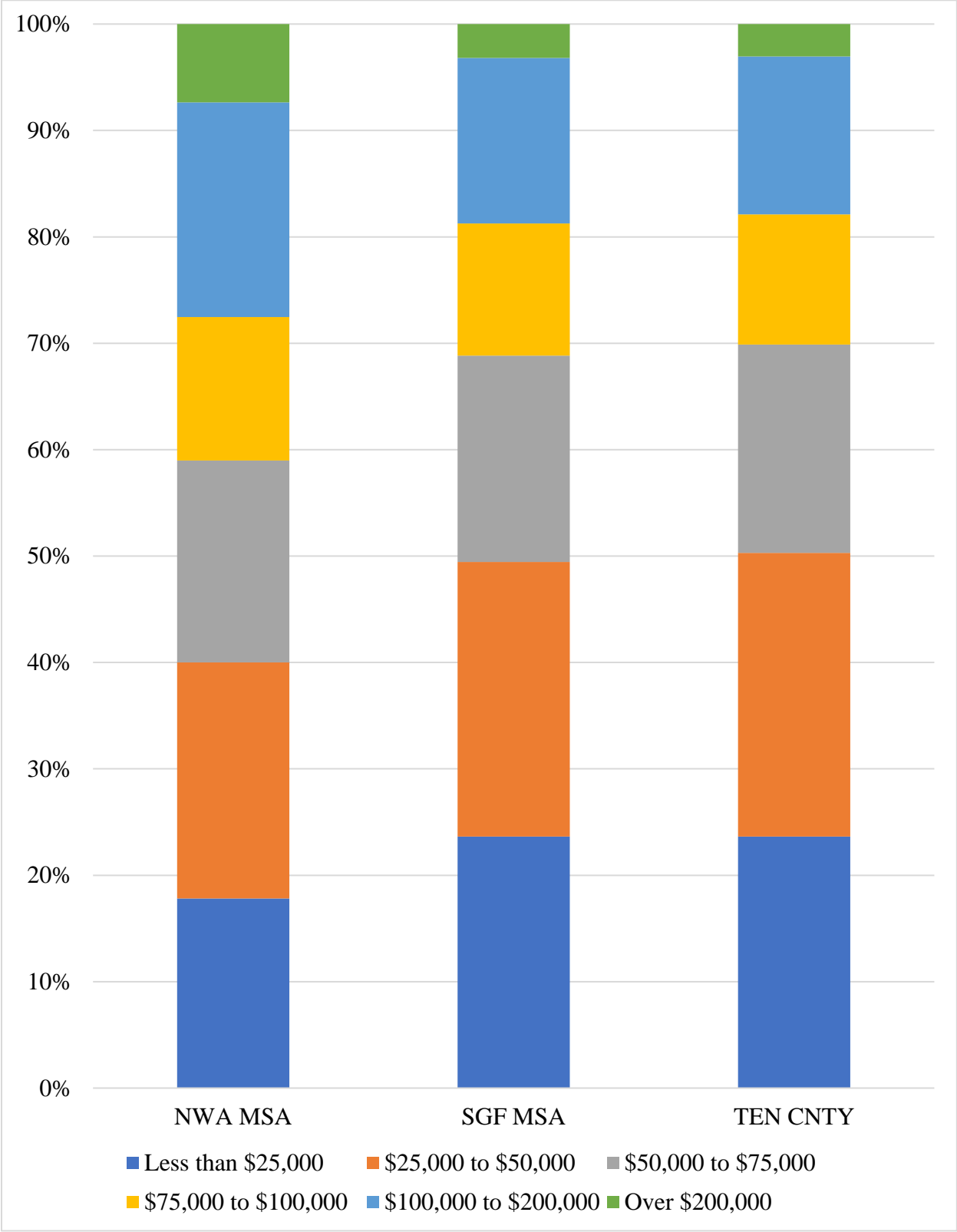
	NWA	SGF MSA	10 County Region
Construction	4.4%	4.6%	4.5%
Manufacturing	11.0%	9.3%	10.2%
Durable goods manufacturing	3.3%	5.5%	5.6%
Nondurable goods manufacturing	7.7%	3.8%	4.6%
Wholesale trade	11.9%	8.3%	7.2%
Retail trade	6.3%	8.1%	8.1%
Transportation and warehousing	4.9%	5.3%	4.5%
Information	1.6%	2.3%	2.2%
Finance, insurance, real estate	14.5%	18.8%	19.3%
Professional and business services	22.8%	10.0%	9.9%
Educational services and health care	7.0%	14.2%	12.4%
Leisure and Hospitality	3.3%	3.2%	5.1%
Government	9.4%	11.0%	10.7%

Source: Bureau of Economic Analysis

2020 Industry Contribution to GDP

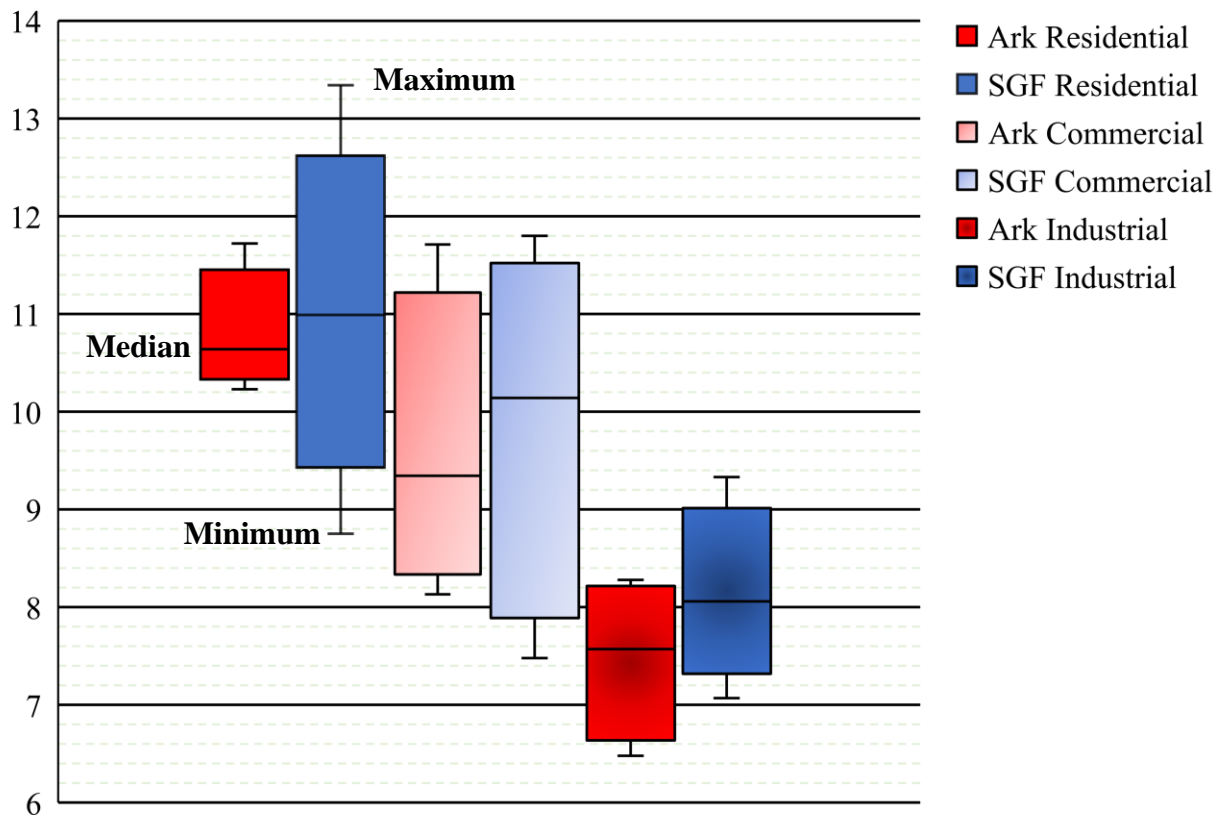


2020 Household Income Distribution



Source: Census Bureau

2020 Electric Rates from All Electric Utilities Offering Service Throughout the Northwest Arkansas and Springfield Metro Areas (Cents per KWH)

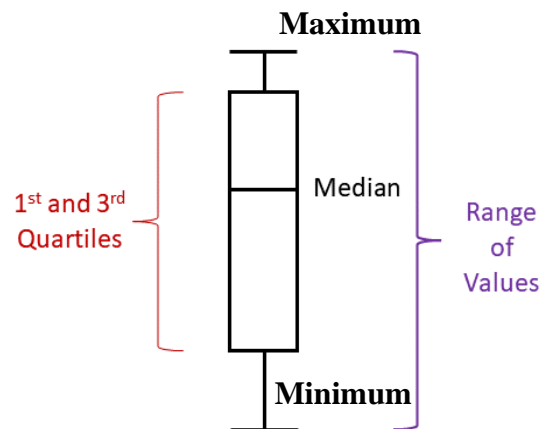


Source: Energy Information Administration

Maximum: Highest rate among all utilities in the area

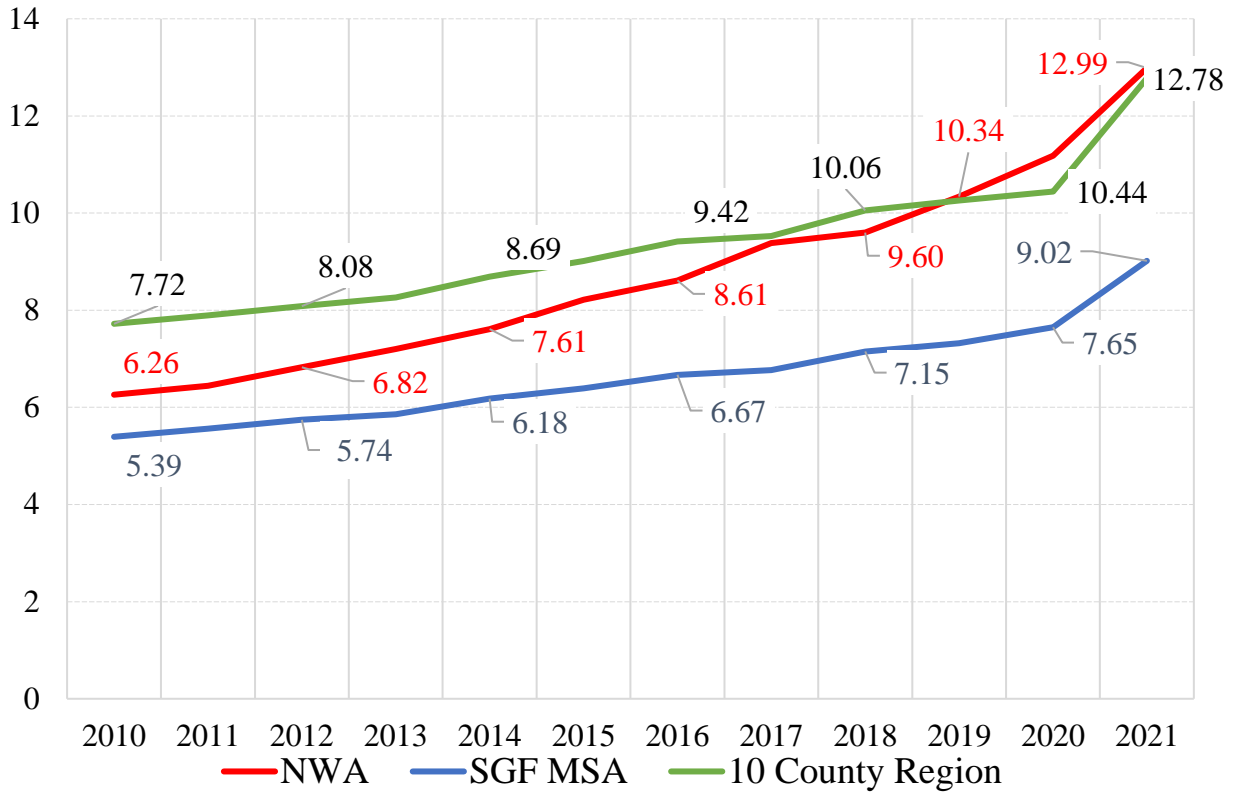
Median: Middle rate among all utilities in the area

Minimum: Lowest rate among all utilities in the area



	Northwest Arkansas MSA Utilities			Springfield MSA Utilities		
	Minimum	Average	Maximum	Minimum	Average	Maximum
Residential	10.23	10.81	11.72	8.75	11.0	13.34
Commercial	8.13	9.63	11.71	7.48	9.79	11.80
Industrial	6.48	7.48	8.28	7.07	8.12	9.33

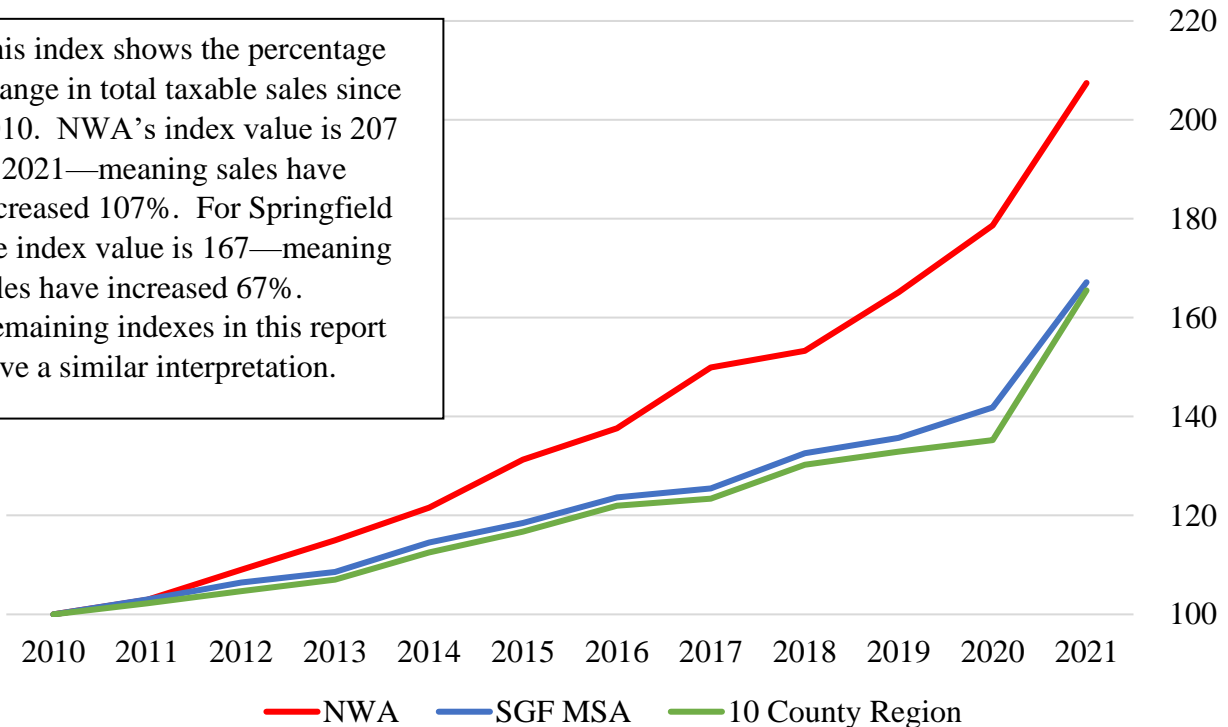
Taxable Sales in Billions of Dollars



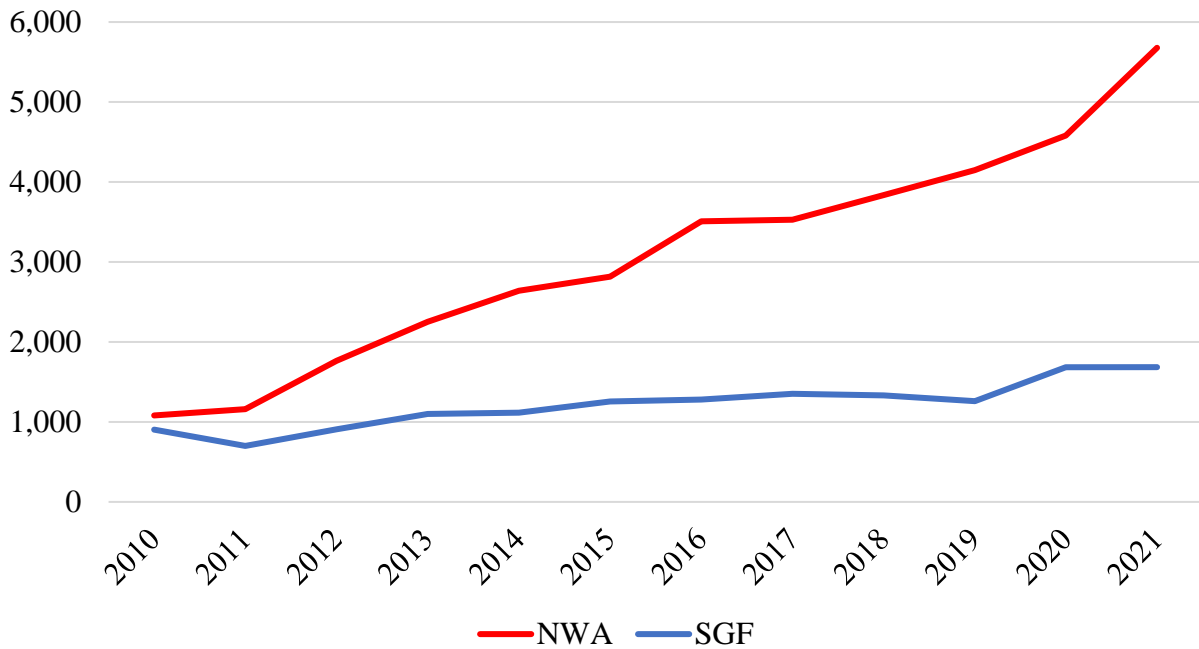
Source: Arkansas and Missouri Department of Revenue

Index of Taxable Sales (2010 Taxable Sales = 100)

This index shows the percentage change in total taxable sales since 2010. NWA's index value is 207 in 2021—meaning sales have increased 107%. For Springfield the index value is 167—meaning sales have increased 67%. Remaining indexes in this report have a similar interpretation.

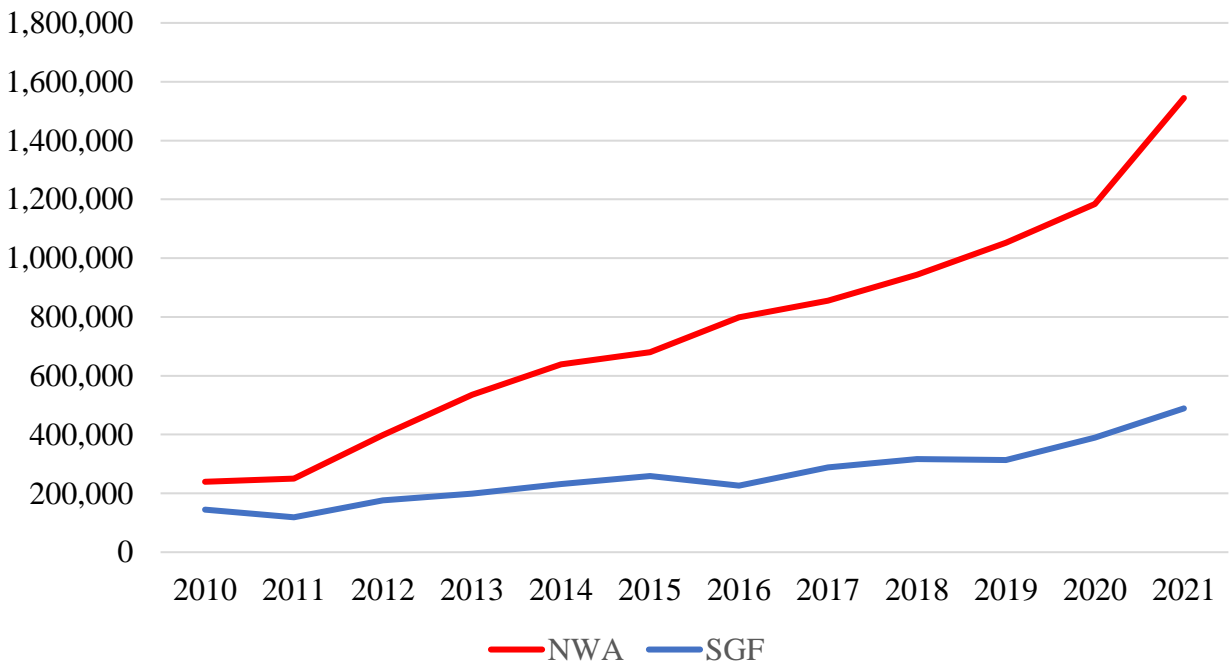


Annual Single Family Home Housing Construction Permits



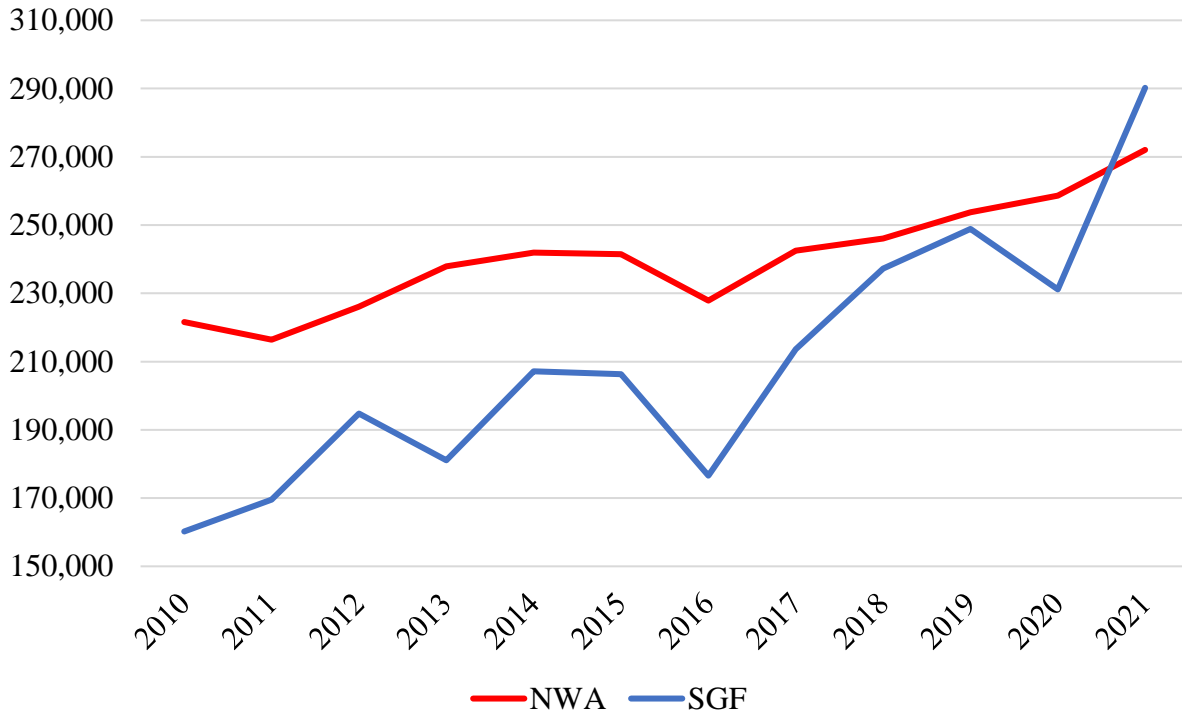
Source: Census Bureau

Total Valuation of New Single Family Home Construction (thousands of dollars)



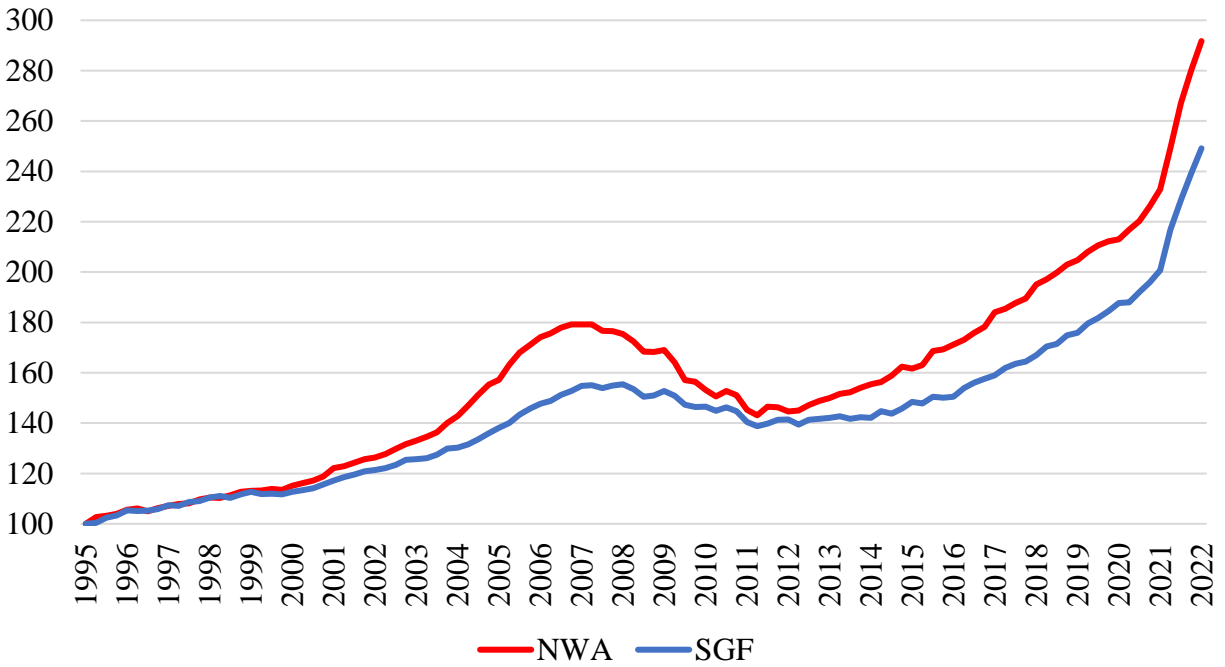
Source: Census Bureau

Average Valuation of Newly Constructed Single-Family Home



Source: Census Bureau

Housing Price Index (1995:1st Quarter =100)



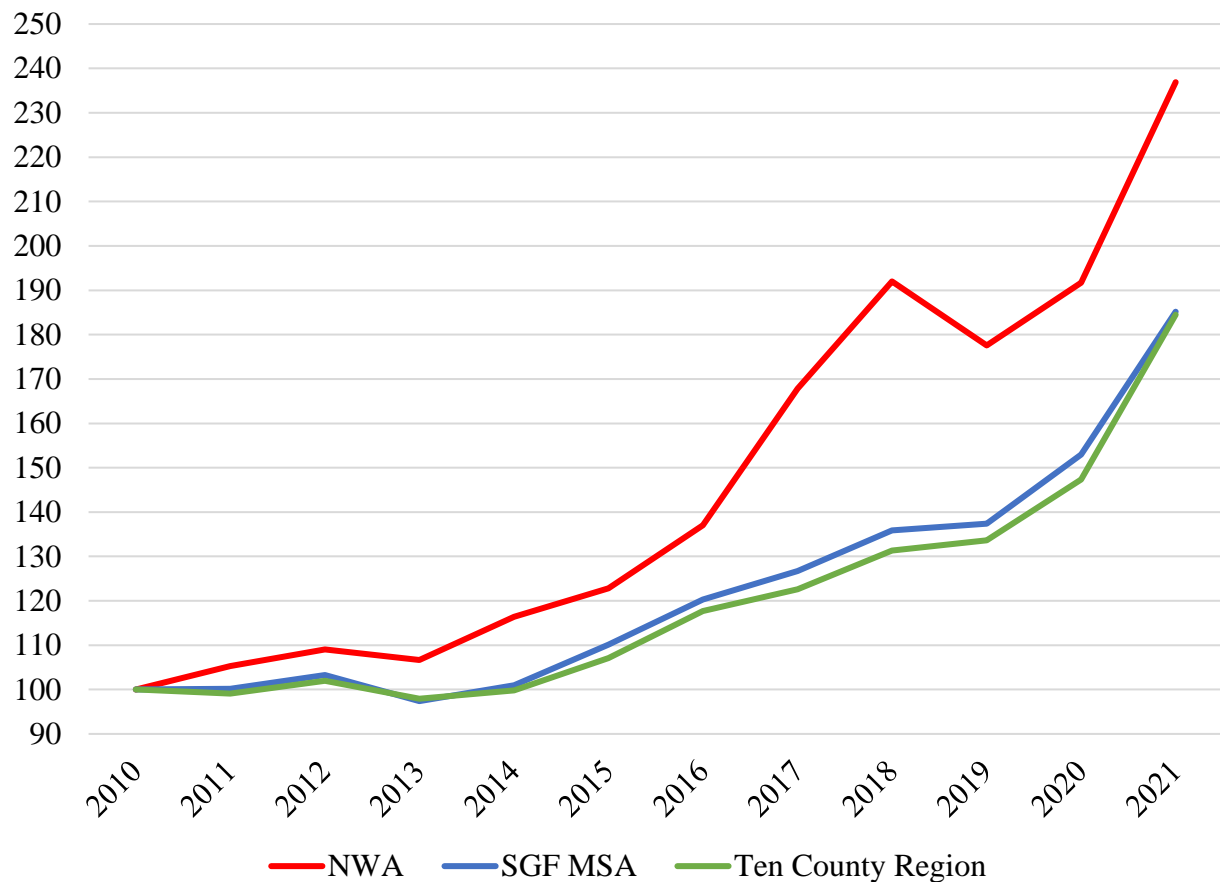
Source: Federal Housing Finance Agency

Annual Applications to Form a New Business

	Northwest Arkansas	Springfield MSA	10 County Region
2010	2924	3148	4308
2011	3079	3153	4269
2012	3189	3252	4394
2013	3119	3066	4219
2014	3404	3178	4300
2015	3591	3467	4613
2016	4006	3786	5069
2017	4908	3988	5283
2018	5614	4278	5657
2019	5191	4326	5756
2020	5606	4816	6349
2021	6927	5829	7948

Source: Census Bureau

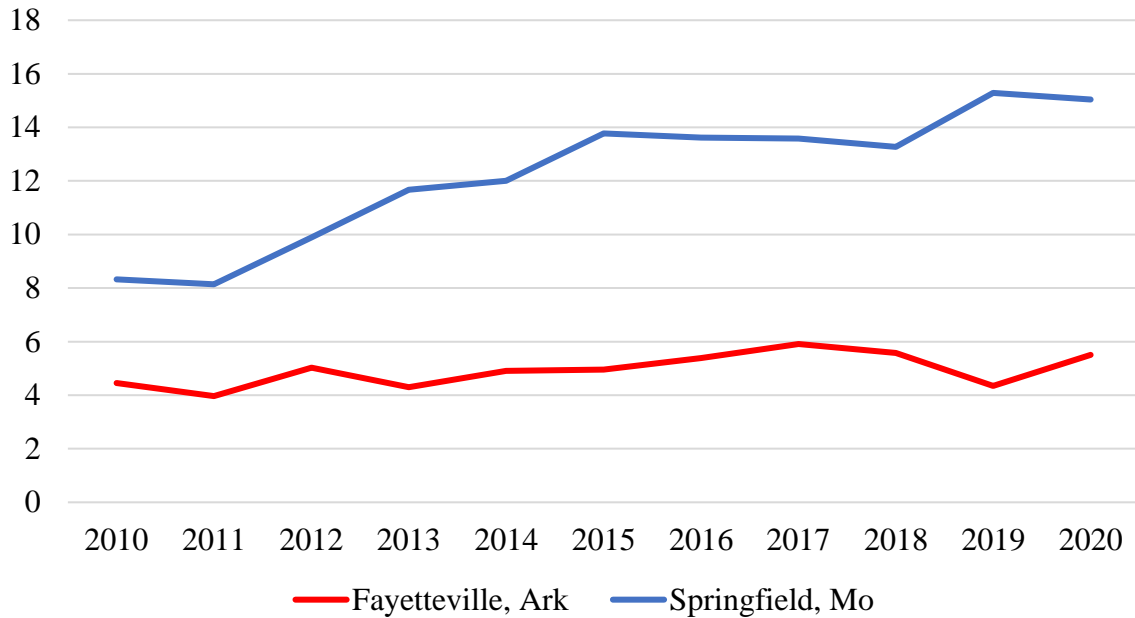
Index of Applications to Form a New Business (2010=100)



Crime Statistics

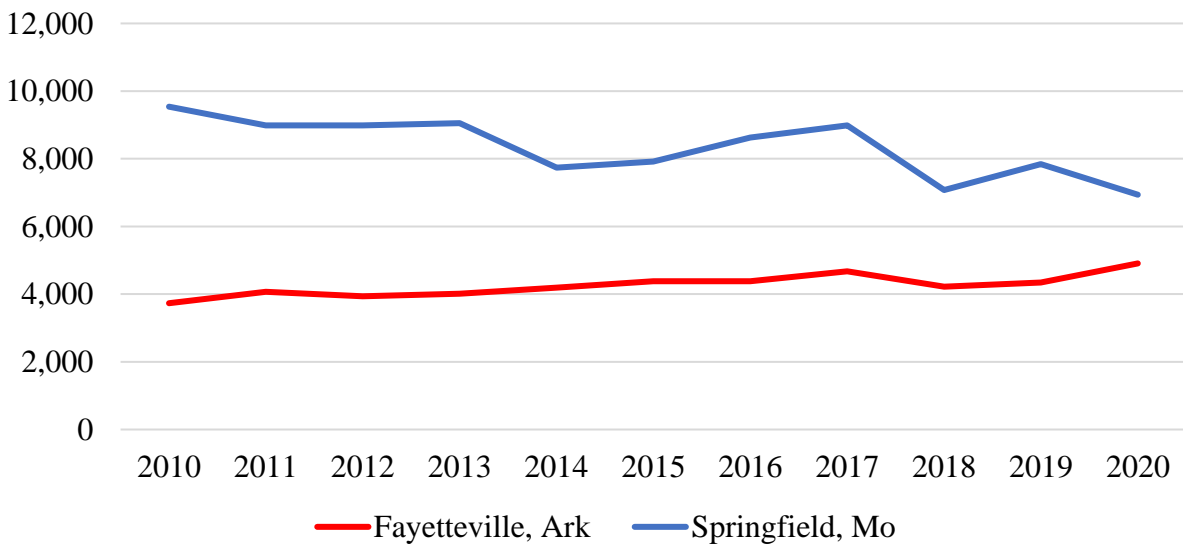
City of Fayetteville, Arkansas compared to City of Springfield, Missouri

Crimes against Persons (Incident/1,000 persons) (Includes: Murder, Rape, Robbery, Aggravated Assault)



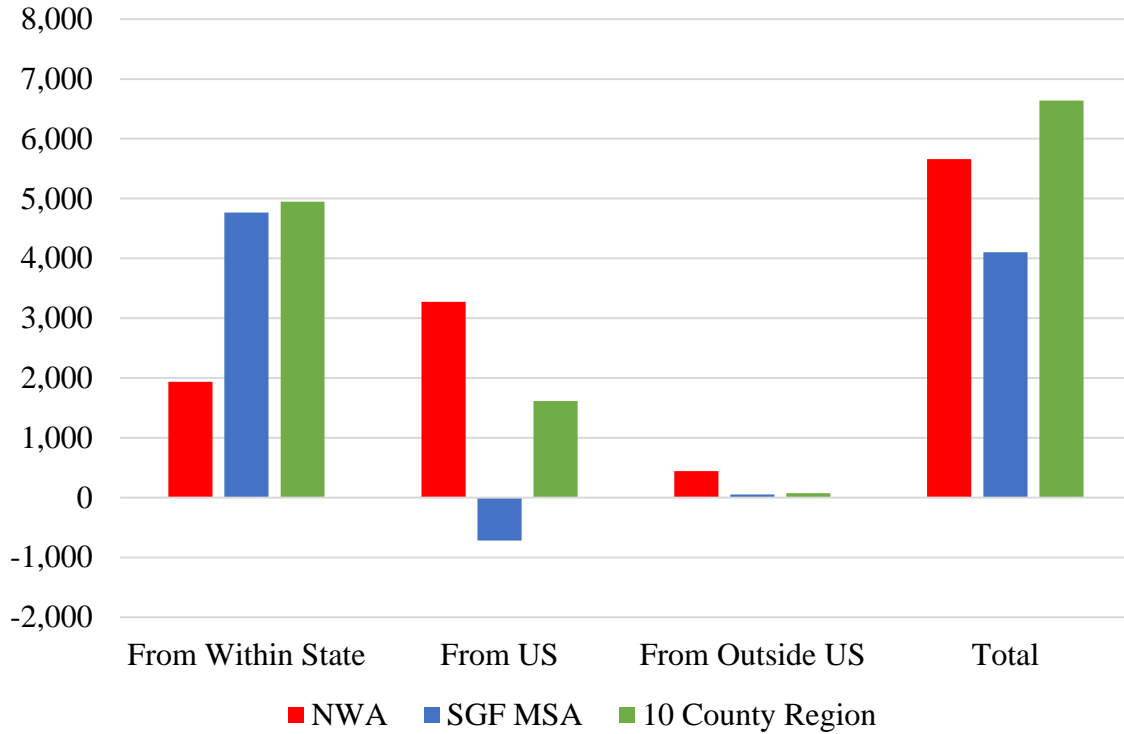
Source: FBI Uniform Crime Statistics

Crimes against Property (Incident/100,000 Persons) (Includes: Arson, Burglary, Larceny, Motor-Vehicle Theft)



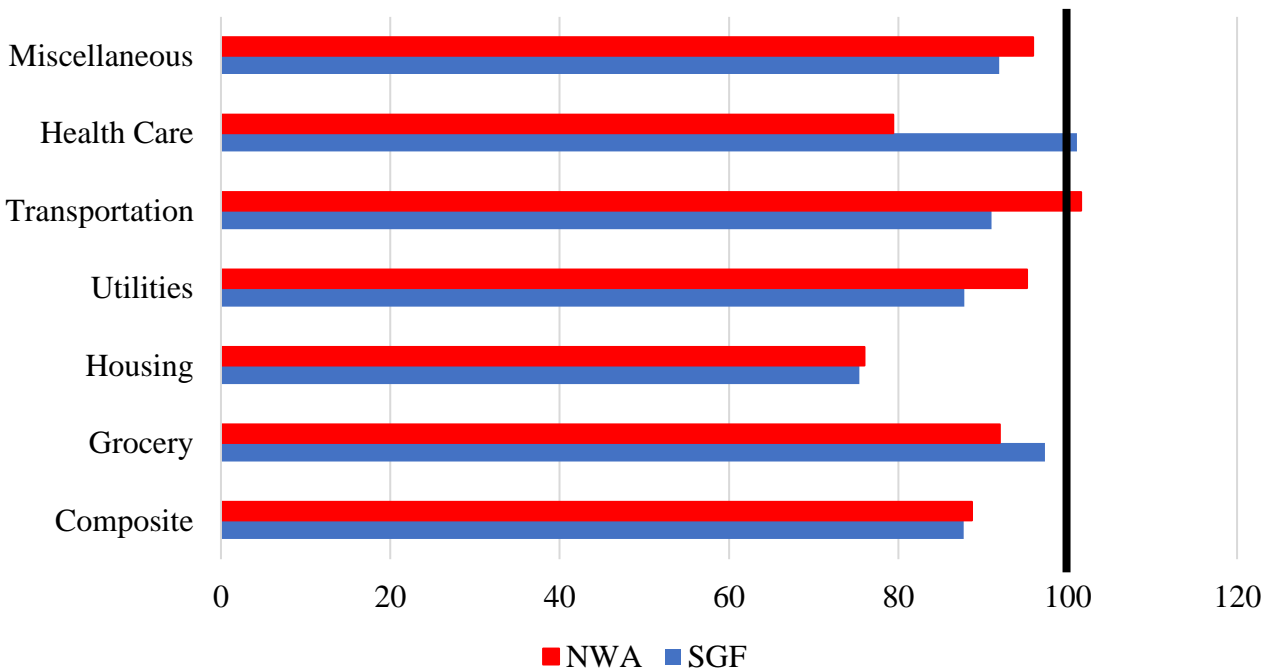
Source: FBI Uniform Crime Statistics

MSA and Region Migration (2015-2019)



Source: Census Bureau

Cost Of Living Index Comparison (National Average for each category is 100)



Source: Council for Community and Economic Research

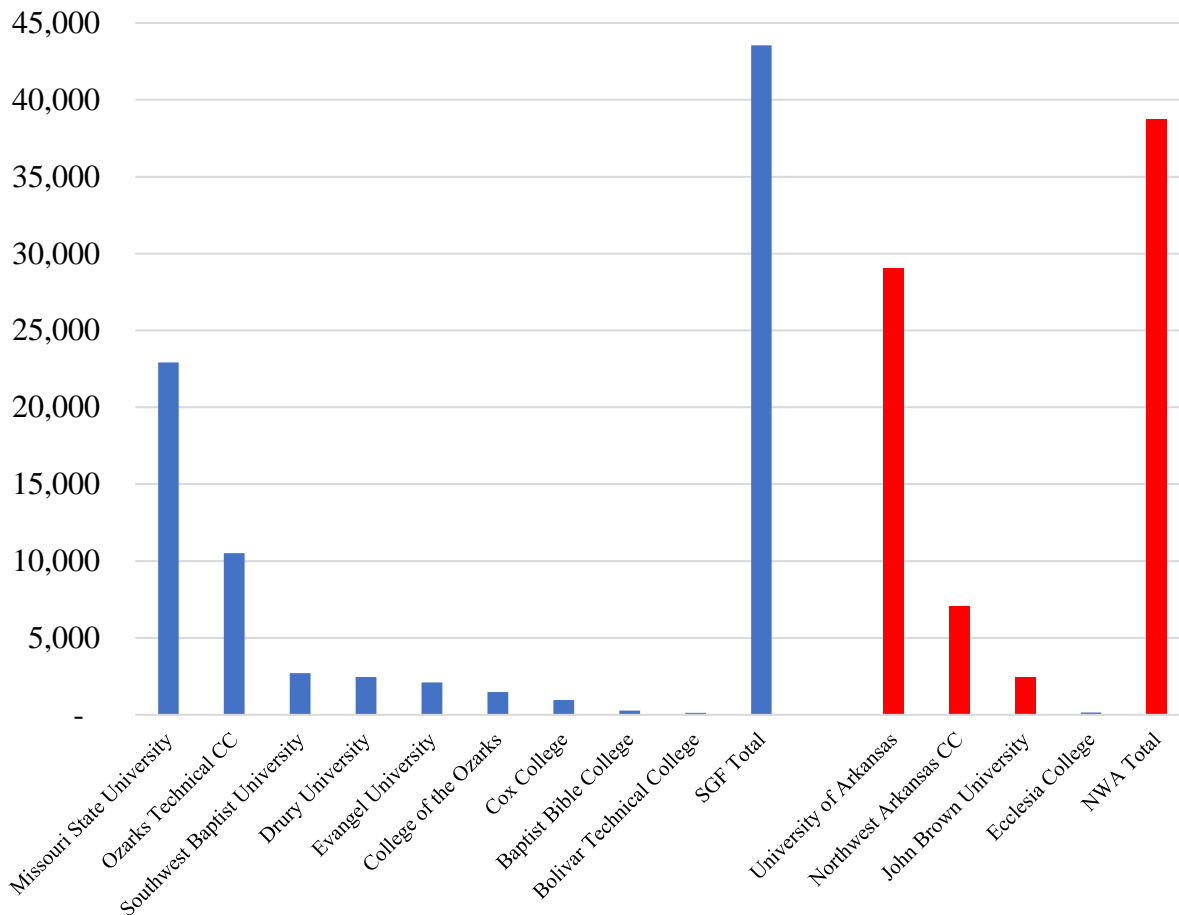
Higher Education Enrollment Fall 2021

Springfield MSA and Branson Micro Statistical Area

Northwest Arkansas MSA

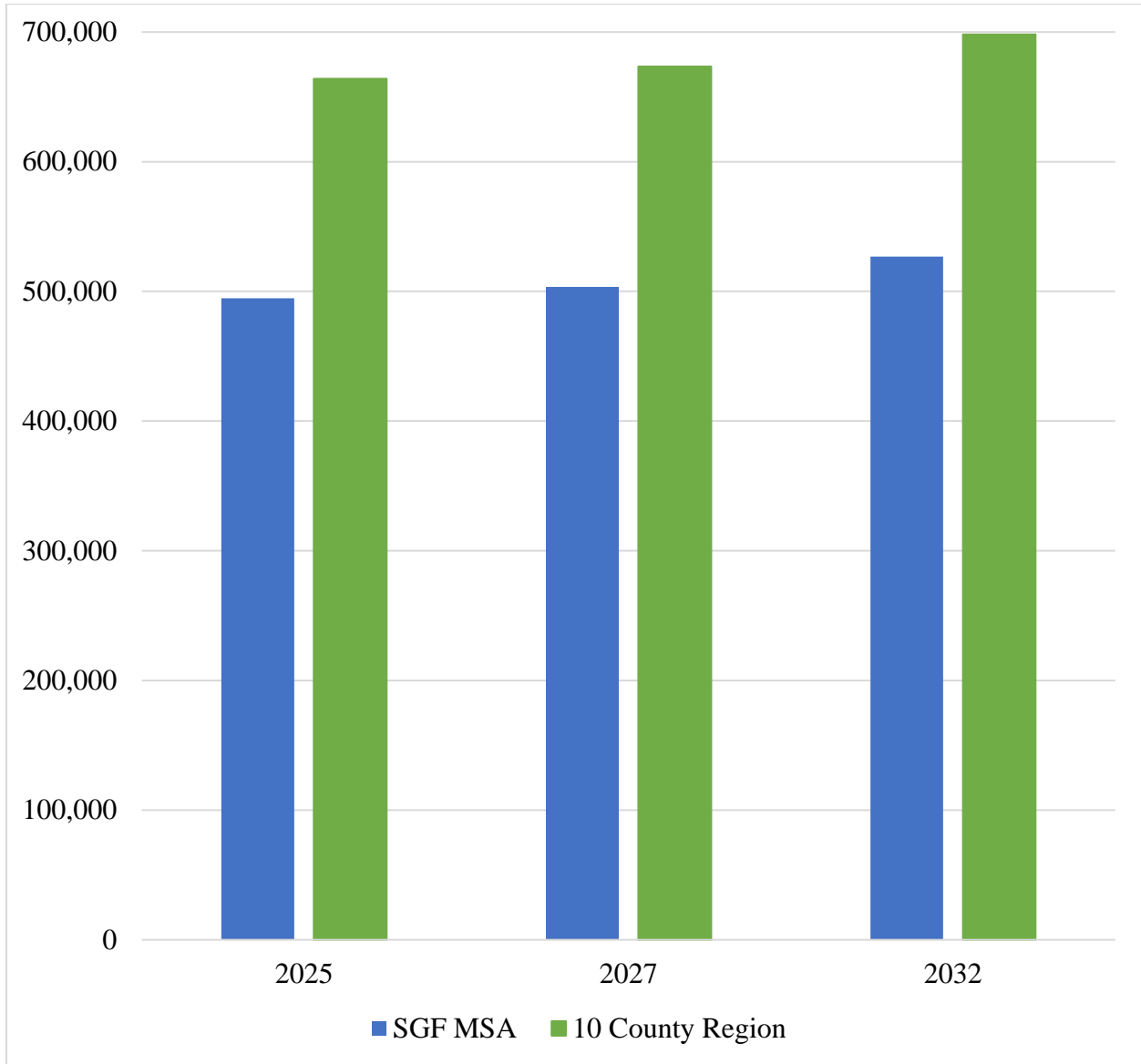
Missouri State University	22,925	University of Arkansas	29,068
Ozarks Technical CC	10,506	Northwest Arkansas CC	7,037
Southwest Baptist University	2,709	John Brown University	2,459
Drury University	2,462	Ecclesia College	148
Evangel University	2,100		
College of the Ozarks	1,479		
Cox College	956		
Baptist Bible College	280		
Bolivar Technical College	134		
Total	43,551	Total	38,712

Source: National Center for Education Statistics



Source: National Center for Education Statistics

Population Projections for 2025, 2027, and 2032



Source: Author's Calculations based upon historical population trends and probable future trends