

2003 Comprehensive Plan

Socio-Economic Factors



The composition and pattern of economic activity in Nixa along with the socio-economic characteristics of the population are reviewed in this chapter. The physical development pattern of Nixa is dependent on the structure of its economic base, as is the City's potential for future growth.

Just as no city operates in isolation, Nixa's current development pattern and future economic development are influenced by larger metropolitan and regional economies. While Nixa has experienced continued economic growth, its interrelationship with the larger Springfield MSA economy is critical. Situated in close proximity to Springfield on a major four-lane highway, Nixa residents are no more than 45 minutes commuting time from any major employment center in Springfield. This has impacted Nixa's growth and economic structure and will most likely continue to do so in the future.

Business Sector Analysis

As Christian County's largest city and the second largest in the Springfield MSA (which includes Greene, Christian and Webster counties), Nixa is an important part of the greater metropolitan area. The City's economic structure reflects this role.

While the economy of Nixa is dominated by retail and service activities, Nixa contains several small- to medium-sized manufacturing firms. Some are typical of smaller communities located in metropolitan areas, such as small printing and publishing, engineering and metal working, and food processing firms. Also included is a relatively large plastics manufacturer. Since the Imagine Nixa report was published in 1996, the Nixa Industrial Park has almost completely built-out and the City is examining possibilities for expanding the current industrial park or developing a new industrial park. Much of Nixa's manufacturing is located on the northern edge of the City in the industrial park and the area along U.S. Highway 160. Nixa is still in a favorable position for growth in manufacturing firms.

Employment Characteristics

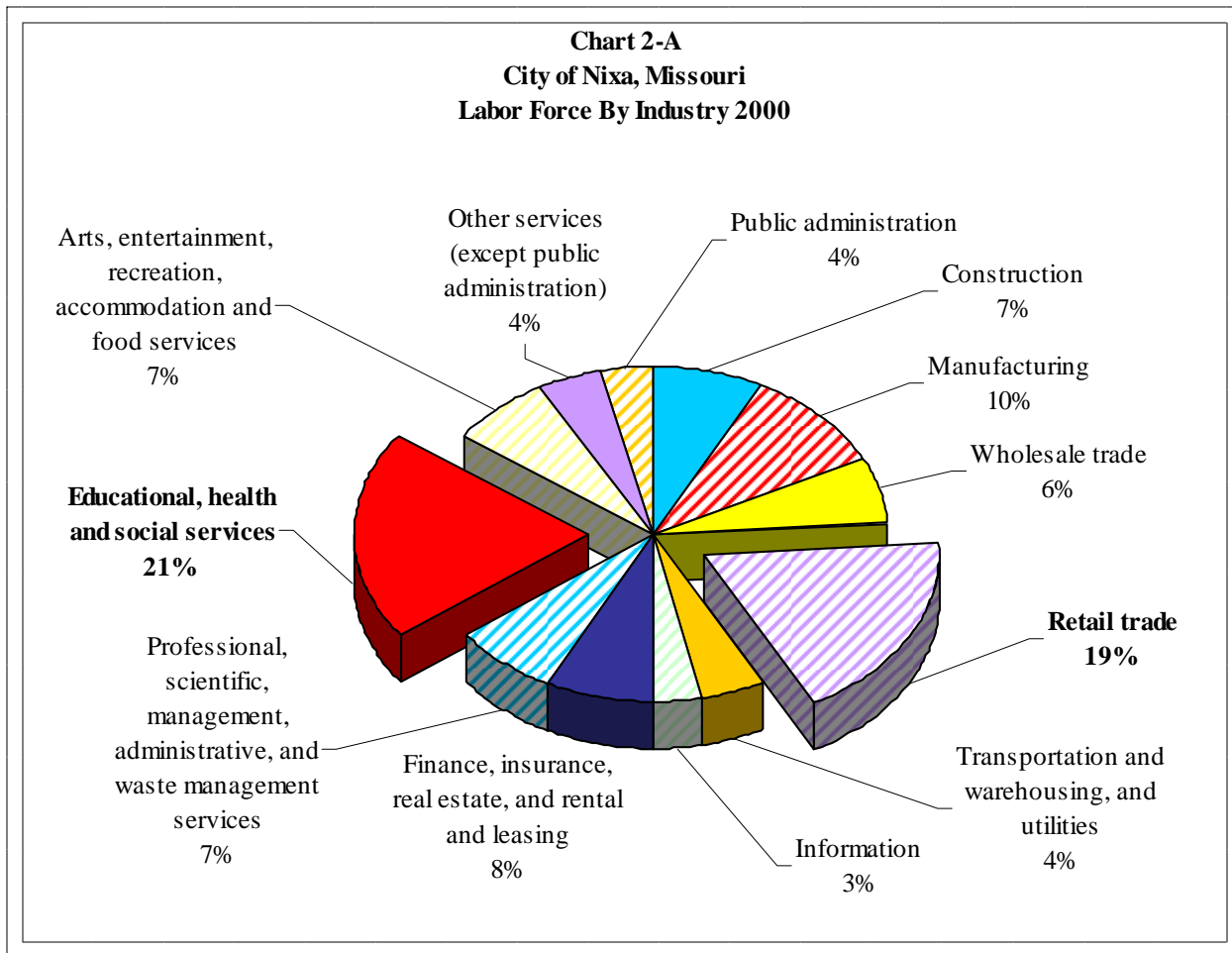
The composition of the labor force is an important factor in determining the potential or focus of future economic development efforts. Data on labor force composition is depicted in two ways. Note that these data are by place of residence, not place of employment, which means that the data are for people who live in Nixa, but may not necessarily work in Nixa.

Table 2-1 and Chart 2-1 depict labor force characteristics categorized by industry. Employment of the labor force is mostly in the educational, health and social services fields (20.3%) and the retail industry (18.2); only 10% of the labor force is in the manufacturing area. This is a shift from the 1990 census, where 15% of the labor force was employed in manufacturing. In contrast, less than 5% of the labor force was employed in public administration activities in both 1990 and 2000. The areas of Agriculture, Forestry, etc. and Information also showed relatively small increases (0.4% and 3.2% respectively).

Table 2-2 on the next page and Chart 2-2 show labor force composition by occupation. The single most important occupation is in sales and office occupations (33.4% of the labor force); this is evidenced by the tourism and service-related businesses in the Springfield MSA. While 28.7% of the labor force is currently involved in management, professional and related occupations, there has been a slight decline in the Services category between 1990 and 2000, from 15.0% to 13.6%. As one might expect for a community in a metropolitan area, less than 1% of Nixa’s workforce is in the farming, fishing and forestry occupational category.

Table 2-1
City of Nixa, Missouri
Labor Force by Industry 2000
Based on sampled data by the U.S. Census Bureau

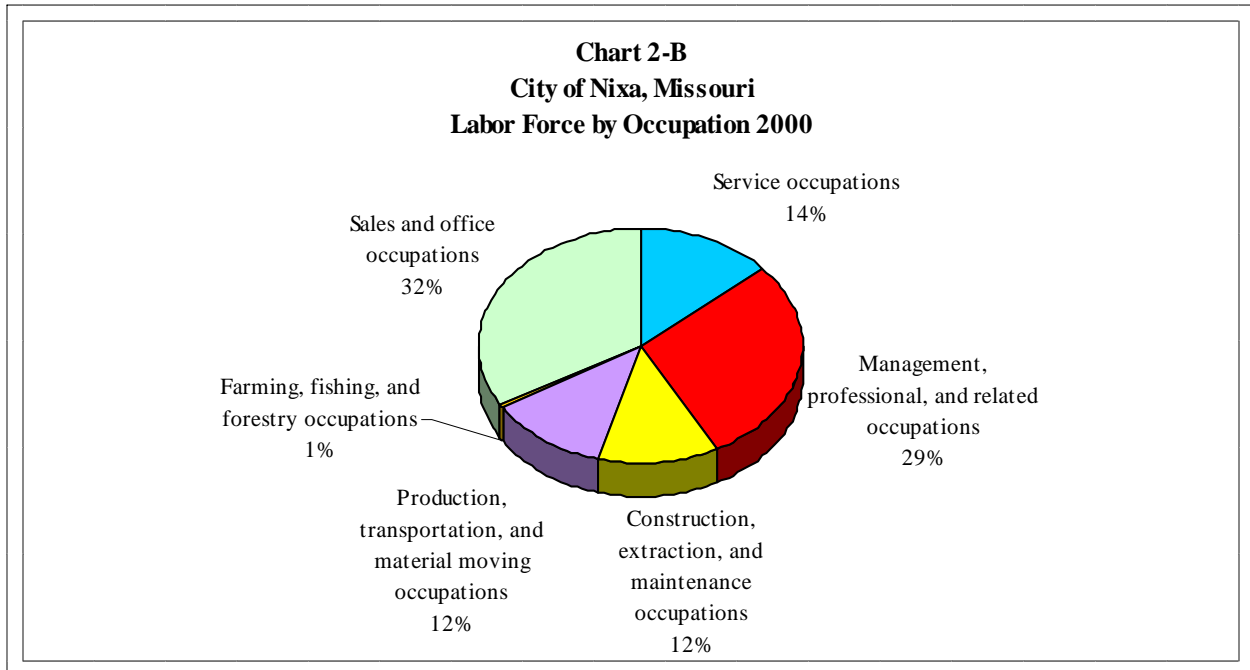
Industry	Number	Percent
Agriculture, forestry, fishing and hunting, and mining	22	0.4%
Construction	444	7.3%
Manufacturing	610	10.1%
Wholesale trade	388	6.4%
Retail trade	1,104	18.2%
Transportation and warehousing, and utilities	268	4.4%
Information	194	3.2%
Finance, insurance, real estate, and rental and leasing	466	7.7%
Professional, scientific, management, administrative, and waste management services	425	7.0%
Educational, health and social services	1,230	20.3%
Arts, entertainment, recreation, accommodation and food services	415	6.9%
Other services (except public administration)	264	4.4%
Public administration	222	3.7%



Data from the 2000 Census indicate that there are 6,052 employed persons in Nixa’s labor force, as opposed to 2,244 employed persons in 1990; this is an increase of 170% over the ten-year period.

Table 2-2
City of Nixa, Missouri
Labor Force by Occupation 1990 - 2000
Based on sampled data by the U.S. Census Bureau

Occupation	1990		2000	
	Count	Percentage	Count	Percentage
Management, professional, and related	464	20.7%	1,738	28.7%
Service	341	15.2%	822	13.6%
Sales and office	767	34.2%	2,022	33.4%
Farming, fishing, and forestry	20	0.9%	33	0.5%
Construction, extraction, and maintenance	371	16.5%	714	11.8%
Production, transportation, and material moving	281	12.5%	723	11.9%
TOTALS	2,244		6,052	



Income Characteristics

As shown in Table 2-3 and Chart 2-C, the 2000 median household income is slightly lower than that of Christian County, while the County’s median household income is slightly higher than that of the state. Even though the City’s median household income is the lowest of the three entities shown, it had the highest percentage of growth between 1989 and 1999 — an increase of 51.8% versus 46.5% for the County and 43.9% for the state. This is in line with the population growth rates and other indicators.

As seen in Table 2-4 and Chart 2-D, Nixa has a slightly higher percentage of people below the poverty level (9.6%) than the County (9.0%); however, it is lower than the state’s percentage of families below the poverty level (11.7%). Nixa’s percentage change between 1989 and 1999 is lower than the County, which had a 13.9% increase in population below poverty level.

Table 2-3
City of Nixa, Missouri
Median Household Income 1989 - 1999
(from 1990 and 2000 census data)

Nixa			Christian County			Missouri		
1989	1999	% Change	1989	1999	% Change	1989	1999	% Change
\$24,798	\$37,655	51.8%	\$25,995	\$38,085	46.5%	\$26,362	\$37,934	43.9%

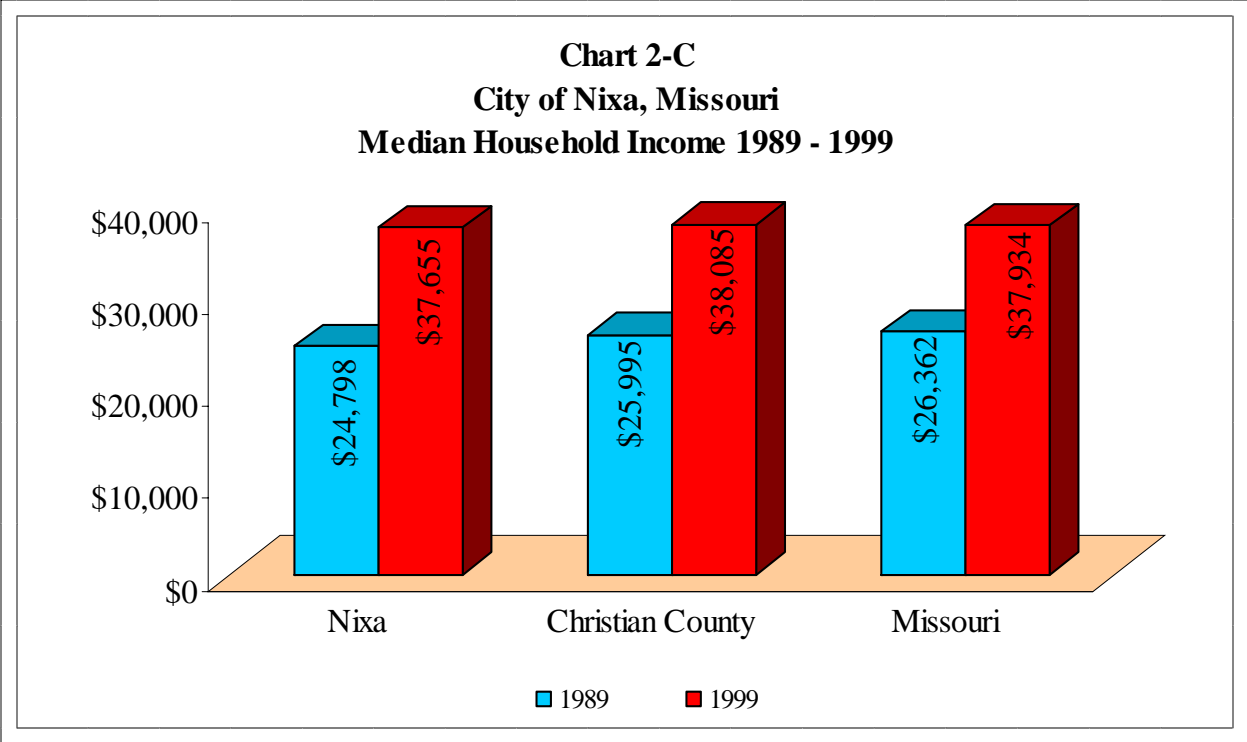


Table 2-4
City of Nixa, Missouri
Percentage of Population Below Poverty Level 1989 - 1999

Nixa			Christian County			Missouri		
1989	1999	% Change	1989	1999	% Change	1989	1999	% Change
9.50%	9.60%	1.1%	7.90%	9.00%	13.9%	13.30%	11.70%	-12.0%

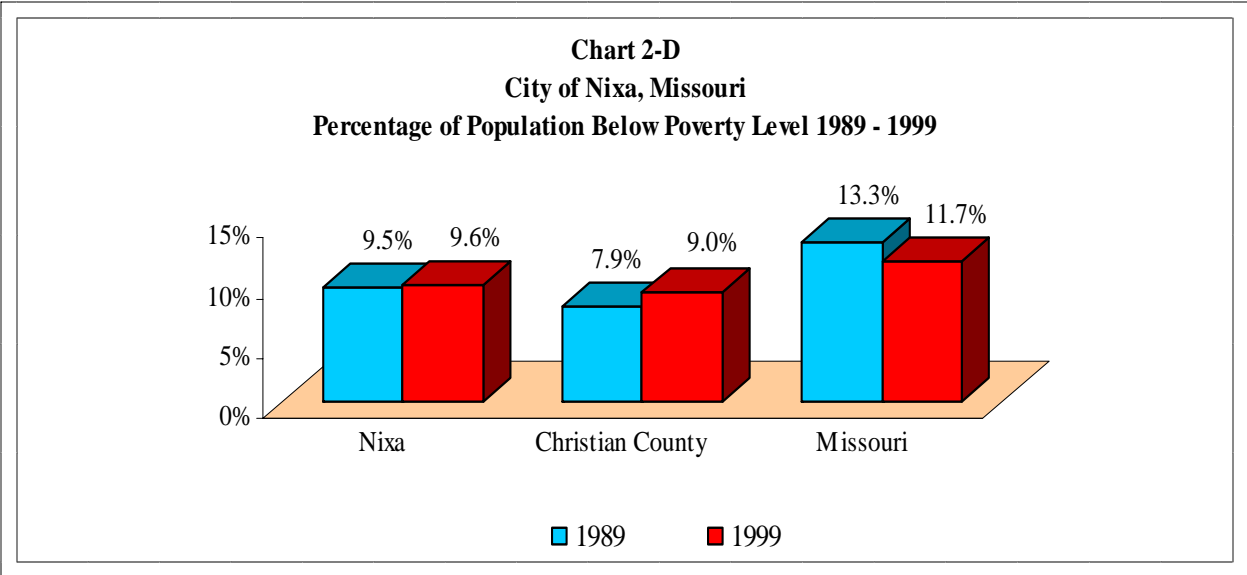


Table 2-5
City of Nixa, Missouri
Persons by Age Below Poverty Level 1989 - 1999

	Nixa			Christian County			Missouri		
	1989	1999	% Change	1989	1999	% Change	1989	1999	% Change
Under 18 years	283	507	79.2%	1,108	2,040	84.1%	230,058	220,556	-4.1%
18 - 64 years	177	565	219.2%	1,500	2,411	60.7%	333,711	346,859	3.9%
65+ years	128	90	-29.7%	656	418	-36.3%	99,306	70,476	-29.0%

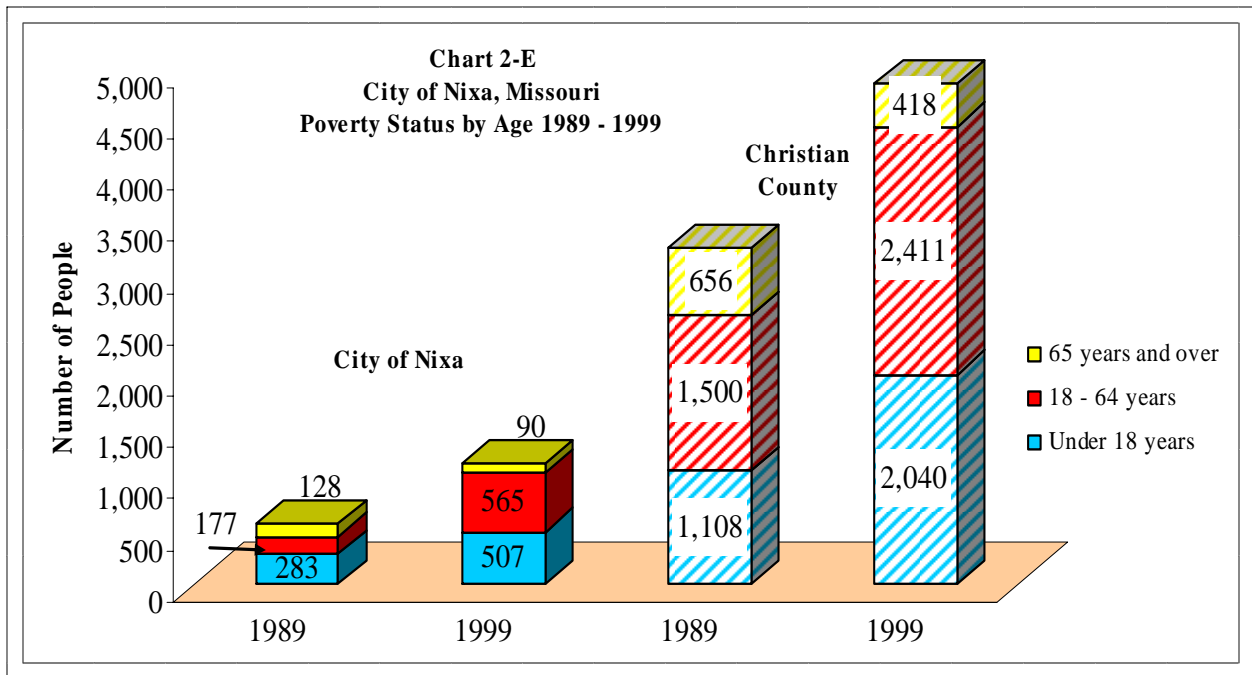
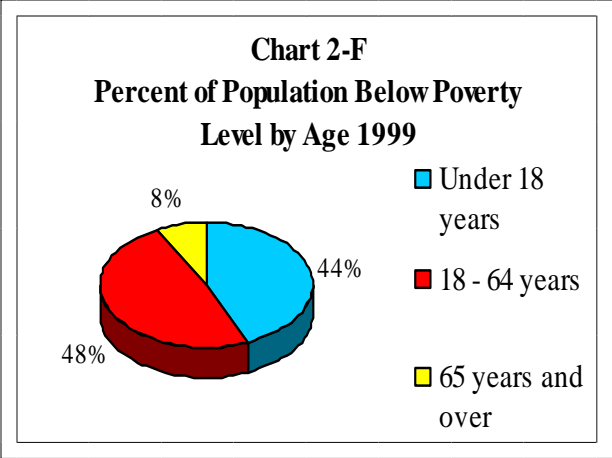


Table 2-5 shows the number of persons below the poverty level in three age groups: under 18 years, 18 to 64 years, and 65 years and older. Of these three age groups, 44% of persons living below the poverty level are under 18 years old, 48% are ages 18 to 64, and only 8% are age 65 and older. This seems to indicate that most of the persons living below the poverty level in the City are parents with children.

There were significant percentage changes in all age groups in the City and the County, as well as in the 65 and older age group for the state. The number of people in Nixa under age 18 who are living below poverty level jumped 79.2% between 1989 and 1999, while the number of people in Nixa ages 18 to 64 who live below poverty level more than doubled (219.2%) during the same time period. However, the number of persons who are 65 years and older living below the poverty level declined by 29.7%. In the County, the number of persons living



below poverty level increased for those under age 18 (84.1%) and those persons 18 to 64 years old (60.7%); similar to the City, the County had a decrease of 36.3% of those persons age 65 and older.

