



Springfield, Missouri, Market Profile

Overview

Springfield, known as the “Queen City of the Ozarks,” is the third largest city in Missouri, recently ranked by Forbes magazine as one of the top 50 Best Places for Business and Career, and known as one of the best cities for relocating families and retiring.

Springfield’s economy is based on health care, manufacturing, retail, education, and tourism. Springfield is a regional center for medicine with six hospitals and offers a variety of education opportunities, including the state’s second-largest university, Missouri State University. It also is a regional shopping center serving a large geographic area, including Southwest Missouri and Northwest Arkansas.

Springfield is an active arts community; is the home to their own minor-league baseball team, the Springfield Cardinals; and offers bountiful opportunities for outdoor recreation.

Demographics

Designated Market Area (DMA) Ranking 74

Springfield Area Facts

Metro Area (5-County) Population: 426,144

Urban Population: 154,777

Average Household Income: \$54,768

Source: Missouri Census Data Center

Transit

The Springfield transit system is owned and operated by the locally-owned utility company. The system provides 14 fixed-route lines, providing service within the city limits. The para-transit system offers individualized service to the disabled community who are unable to ride the regular route buses. Service is offered Monday through Saturday from 6:30 a.m. to 11:30 p.m., with a modified schedule on Sundays and holidays.





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**Average Monthly
Ridership: 122,800**

**Average Miles
per Day: 3,331**

Transit Opportunities
Transit advertising will supplement and complement the strategic objectives of virtually any mixed media campaign.

Delivers messages constantly—18 hours on buses, 24 hours for shelters and benches.

Delivers repeated exposures of your messages to today's highly mobile consumers who are driving more miles and spending more time in their cars than ever before.

