

# Demographic Profile

Jefferson City, Missouri centrally located in the middle of the United States, is a great place to live, work and play.

## VIBRANT MARKET

The city offers a vibrant market for job growth, with a low cost of living, and a high quality of life. Jefferson City, located on the banks of the Missouri River, was voted "Most Beautiful Small Town in America" by Rand McNally.

## HEART OF MISSOURI

Located in the heart of Missouri, Jefferson City has a population of 44,170 with the metro population of more than 155,000 including four counties: Callaway, Cole, Moniteau and Osage Counties. With a cost of living index of 89%, well below the national average, Jefferson City residents and businesses enjoy a comfortable lifestyle with the opportunity to invest in the future.

## SKILLED WORKFORCE

Jefferson City, the seat of Cole County, is home of the Missouri Legislature, Missouri Supreme Court, and many offices that house various state departments. As the state capital, Jefferson City attracts and retains a highly skilled and educated workforce. More than 20 different industry sectors make up the economic base of Jefferson City, including government, manufacturing, healthcare, finance, hospitality and education. The city assures a strong pool of talent for area businesses and continues to attract new businesses resulting in new job growth.



## People QuickFacts

Category	Cole County	Missouri	USA
Male	50.4%	49.1%	49.2%
Female	49.6%	50.9%	50.8%
Under Age 4	6.1%	6.0%	6.0%
Age 5 - 19	18.6%	18.7%	18.9%
Age 20 - 34	20.2%	20.2%	20.8%
Age 35 - 54	25.8%	24.7%	25.3%
Age 55 - 64	13.4%	13.5%	13.0%
Age 65 & Over	15.9%	16.9%	16.0%
Median Age	38.8	39.0	38.3
White	82.6%	81.4%	69.9%
Black	12.3%	11.7%	12.9%
Hispanic	3.1%	4.3%	18.3%
Asian	1.2%	2.0%	5.7%
American Indian	0.4%	0.5%	1.0%
Two or More Races	2.3%	2.6%	3.4%
Other	1.2%	1.6%	6.9%
High School Graduates Age 25+	31.4%	31.1%	27.5%
Bachelors Degree or Higher Age 25+	31.8%	27.6%	30.3%

Source: U.S. Census Bureau



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[www.jeffersoncitychamber.org](http://www.jeffersoncitychamber.org)

## Community Information

Ambulance Service	1
Bands/Orchestras/Choirs	6
Baseball/Softball Fields	35
Basketball Courts	56
Bocce Ball Courts	2
Bowling Alleys	1
Campgrounds	2
Churches	98
Community Parks	26
Community Recreational Centers	5
Country Clubs	1
Driving Ranges	4
Fire Stations	20
Golf Courses	4
Health Clubs	15
Hospitals	2
Hotels	15
Ice Skating Arena	1
Law Enforcement Departments	3
Libraries	5
Miniature Golf Courses	1
Museums/Art Galleries	17
Nature & Fitness Trails	42.49 miles
Performing Arts Companies	8
Restaurants	172
Roller Skating	1
Shopping Centers	21
Shopping Malls	1
Skate Board Park	1
Soccer Fields	43
Swimming Facilities	5
Tennis Courts	23
Theaters	9 screens
Volleyball Courts	38

## Jefferson City Attractions

Carl R. Noren MO River Access	Cottonwood Drive
Camahan Memorial Garden	Corner of Capitol Avenue & Jefferson Street
Central Dairy	611 Madison Street
Cole County Historical Museum	109 Madison Street
Colonel Alvin Lubker Memorial Safety & Education Center	1510 E. Elm Street
Elizabeth Rozier Gallery	101 Jefferson Street
Freedom Corner	Intersection of E. High Street & E. McCarty Street
Governor's Mansion	100 Madison Street
Katy Trail State Park	Jefferson City Trailhead
Lewis & Clark Monument	Corner of Capitol Avenue & Jefferson Street
Lohman Building Store and Warehouse	100 Jefferson Street
Missouri Farm Bureau Log Home	701 S. Country Club Drive
Missouri River Pedestrian/Bike Bridge	Missouri River Bridge
Missouri State Archives	600 W. Main Street
Missouri State Capitol & Museum	201 W. Capitol Avenue
Missouri State Penitentiary	115 Lafayette Street
Missouri State Penitentiary Museum	700 E. Capitol Avenue
Missouri Supreme Court Building	207 W. High Street
Missouri Veterinary Medical Foundation Museum	2500 Country Club Drive
Museum of Missouri Military History	2405 Logistics Road
Runge Nature Center	330 Commerce Drive
Soldier's Memorial Plaza	820 Chestnut Street
Veteran's Plaza	401 Monroe Street

## Higher Education

### Lincoln University

Lincoln University is part of the Missouri state system of higher education. With its enrollment of nearly 2,500 students and 62 degreed programs, Lincoln is a major contributor to the community not only because of its undergraduate and graduate programs of study, but also for its leadership role in the community.

### State Technical College of Missouri

State Technical College of Missouri is the only public two-year technical college in the state of Missouri with a state-wide mission. Granting the Associate of Applied Science degree, State Tech offers to the entire state of Missouri, as well as area business and industry, graduates that are trained in highly technical fields. With an enrollment of over 1,400 students, State Tech provides education in over 35 technical programs.

### Columbia College

With its main campus just 30 miles away and a satellite location in Jefferson City, Columbia College offers a wide range of fully accredited college degree programs in accelerated eight-week courses that are convenient and affordable for students of all ages. The college enrolls 8,122 students in its Missouri campuses including 1,002 students in the Jefferson City location.

### Merrell University of Beauty Arts & Science

Merrell University provides education in arts and sciences of cosmetology and esthetics. The University offers programs and training to fulfill all requirements of the Missouri State Board of Cosmetology, preparing the student to successfully complete the Board Examination and become a quality licensed professional.

### Metro Business College

Metro Business College, one of Missouri's top business schools, has three locations throughout Missouri including a campus in Jefferson City. Associate degrees or certification programs focusing on business, health care and information technology are offered at all campuses.

### Nichols Career Center

Nichols Career Center, one of nearly 60 area career centers in Missouri, is located on the Jefferson City High School campus. Nichols offers a variety of career and technical programs that prepare students to enter the workforce, military, or technical colleges and universities upon graduation. With an enrollment of 552, Nichols is a valuable contributor to the Jefferson City labor force.

Fall 2018 Enrollment



## Higher Education in Surrounding Counties

University of Missouri, Columbia	30,844
Central Methodist University, Fayette	3,663
Moberly Area Community College, Columbia & Mexico	2,465
William Woods University, Fulton	2,284
Stephens College, Columbia	862
Westminster College, Fulton	767
State Fair Community College, Boonville	175
Columbia Career Center, Columbia	57

Fall 2018 Enrollment  
Surrounding Counties: Audrain, Boone, Callaway, Cole and Cooper

## School Enrollment

Jefferson City Public Schools	8,901
Catholic Schools	2,456
Blair Oaks School District	1,230
Other Private Schools	1,045
Cole County R-I Russellville	596
Cole County R-V Eugene	586

Fall 2018 Enrollment

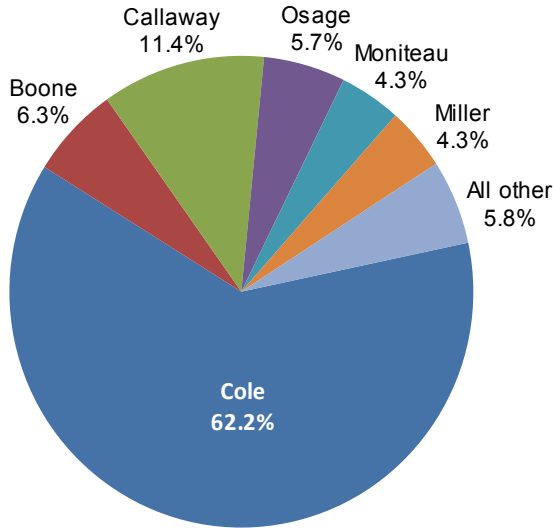
## Area of Influence Population

	2018	2017	2016	2015	2014
Jefferson City	44,170	43,137	43,245	44,561	43,884
Cole County	79,021	76,766	77,099	76,734	76,362
4-County MSA	155,132	151,266	151,293	149,697	150,009
Missouri	6,223,738	6,099,913	6,093,653	6,074,563	6,050,392

4-County MSA: Callaway, Cole, Moniteau and Osage Counties

Source: U.S. Census Bureau

## Residing County and Working in Cole County



Source: U.S. Census Bureau

## Largest Employers

State of Missouri	14,174
Jefferson City Public Schools	1,627
Capital Region Medical Center	1,527
Scholastic Inc.	1,500
Quaker Window Products	1,051
Central Banccompany	1,020
SSM Health - St. Mary's Hospital	982
ABB Power T & D Company	865
City of Jefferson	830
Walmart Supercenter (2)	665
Jefferson City Medical Group	629
Unilever Home & Personal Care	467
WIPRO Infocrossing	461
Hy-Vee Food Stores	455
Lincoln University	369
County of Cole	363
Gerbes Super Market (2)	294
Missouri Farm Bureau	283
McDonald's Restaurants (6)	250
State Technical College of Missouri	229
Meyer Electric Company	216
Command Web	200
Modern Litho/Brown Printing	193
Modine Manufacturing	191
Sam's Club	182
Learfield Communications	171
Lowe's Home Improvement	171
DeLong's Inc.	154

Includes full and part-time employees

## Industry Sector Employment

	Cole	MSA	Missouri
Construction	2,445	3,967	123,127
Manufacturing	2,439	6,280	264,639
Trade, Trans, and Utilities	8,933	12,634	538,370
Information	1,101	1,247	48,271
Finance and Insurance	1,901	2,346	126,131
Prof. & Business Services	5,602	6,584	418,397
Education & Health	6,181	8,577	451,041
Leisure & Hospitality	3,950	5,706	303,280
Government	19,059	24,634	414,942
Other Services	1,663	2,485	92,707

Source: MO Dept. of Economic Development

## Civilian Employment

	MSA
2018	74,412
2017	74,875
2016	76,023
2015	75,639

Source: MO Dept. of Economic Development

## Unemployment Rates

	Cole
2018	2.7%
2017	2.9%
2016	3.6%

Source: MO Dept. of Economic Development

## Industrial Employers

ABB Power T & D Company
Alpha Inc. of Jefferson City
Axiom Plastics
Central Dairy
Command Web
Continental Commercial Products
DeLong's Inc.
Metal Culverts, Inc.
Mid America Truss
Modern Litho/Brown Printing
Modine Manufacturing
Morris Packaging
Porite Jefferson Corporation
Scholastic Inc.
Unilever Home & Personal Care

## Household Income

### Jefferson City

\$29,658

Per Capita Income

\$53,055

Median Household Income

\$70,031

Average Household Income

Source: U.S. Census Bureau

### Cole County

\$29,906

Per Capita Income

\$58,434

Median Household Income

\$74,562

Average Household Income

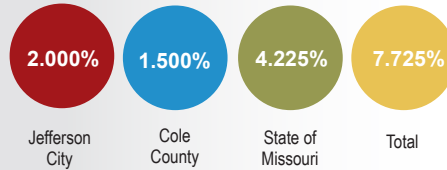
## Taxes

### Income Tax

Missouri Income Tax: Graduated rate; highest is \$274, plus 5.4% over \$8,424. Taxpayers may deduct a portion of their federal income tax to determine state taxable income.

Missouri Corporate Income Tax: 6.25%; 50% of the federal taxes paid is subtracted from the net income to determine the net taxable income earned in Missouri.

### Sales Tax



### Property Tax

	2018
City	0.5561
County	0.6341
Jefferson City School District	4.6928
State	0.0300
Surcharge	0.5800
Total Commercial Real Estate	6.4930

Real Property Tax: Property tax rates are per \$100 of Assessed Value. Assessed value is determined by multiplying appraised value x assessment rate (32% for commercial, 19% for Residential, 12% for Agricultural). A \$0.58 surcharge is added to the overall tax rate for commercial real estate property.

### Sales Tax Rate Comparison

Columbia, MO	7.975%
Holts Summit, MO	8.725%
Jefferson City, MO	7.725%
Lake Ozark, MO	8.225%
Springfield, MO	8.100%

Source: Cole County Assessor's Office & MO Dept. of Revenue

## Housing Information

	2018	2017	2016
\$0 - \$49,999	51	44	53
\$50,000-\$79,999	75	91	83
\$80,000-\$99,999	106	90	97
\$100,000-\$159,999	372	373	364
\$160,000-\$249,999	236	253	206
\$250,000+	164	136	116
Total	1,013	987	919
Average Sales Price	\$167,259	\$161,404	\$154,416

Source: Jefferson City Area Board of Realtors

## Climate

### Year Average

Temperature	59°
Warmest Month - July	88°
Coollest Month - January	40°
Rainfall	43.11"
Snowfall	12"

Source: U.S. Climate Data and National Centers for Environmental Information

## Transportation

### Jefferson City Memorial Airport

Primary Concrete Runway 6,000 ft.  
Crosswind Runway 3,400 ft.

### Columbia Regional Airport

Primary Concrete Runway 6,501 ft.  
Crosswind Runway 5,500 ft.

### Roadways

Highway 50 E/W  
Highway 63 N/S  
Highway 54 N/S

### Bus Service

JEFFTRAN public transportation  
Greyhound Connect

### Railroads

Union Pacific  
Amtrak

### Motor Freight

Jefferson City/Cole County is a crossroad location served by multiple interstate motor freight lines. Overnight service providers include: FedEx, UPS, DHL and USPS.

### Area in Square Miles

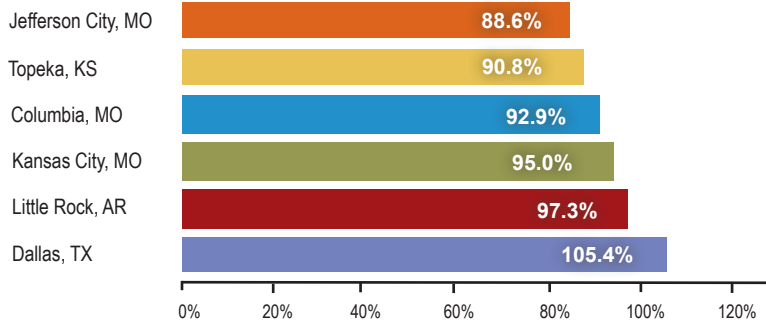
Jefferson City - 37.58 sq mi  
Cole County - 399 sq mi  
Missouri - 69,704 sq mi



### Distance to Jefferson City

Location	Miles
Columbia, MO	30
Lake Ozark, MO	40
St. Louis, MO	130
Springfield, MO	135
Kansas City, MO	146
Chicago, IL	328
Wichita, KS	287
Omaha, NE	275
Tulsa, OK	265
Memphis, TN	268
Madison, WI	344

## Cost of Living Index



Source: Council for Community and Economic Research

## Utilities

### Electricity

Ameren Missouri  
Central Electric Power Co-Op  
Three Rivers Electric Co-Op

### Water

Missouri American Water Company  
Public Water Supply District 1  
Public Water Supply District 2  
Public Water Supply District 3  
Public Water Supply District 4

### Natural Gas

Ameren Missouri

### Sewer

City of Jefferson Wastewater Division

### Telecommunications

AT&T, Boost Mobile, CenturyLink, Cricket Wireless, DirecTV, DISH Network, Frontier Communications, Medicacom, RadioWire, Socket, Sprint, Spyder Technologies, Suddenlink Communications, U.S. Cellular, Verizon Wireless

### Trash & Recycling

Republic Services  
Federal Recycling  
Gold Star Recycling  
Midwest Recycling Center  
New World Recycling

## Government Offices

County of Cole  
301 E. High Street  
Jefferson City, MO 65101  
573-634-9100  
www.colecounty.org

City of Jefferson  
320 E. McCarty Street  
Jefferson City, MO 65101  
573-634-6304  
www.jeffcitymo.org

Village of Wardsville  
5805 Wardsville Road  
Jefferson City, MO 65101  
573-635-2625  
www.wardsville.org

City of St. Martins  
6909A 50 West  
Jefferson City, MO 65109  
573-893-6465  
www.stmartinsmo.us

City of Taos  
4909 Countryside Park  
Jefferson City, MO 65101  
573-680-5659  
www.cityoftaos.com