



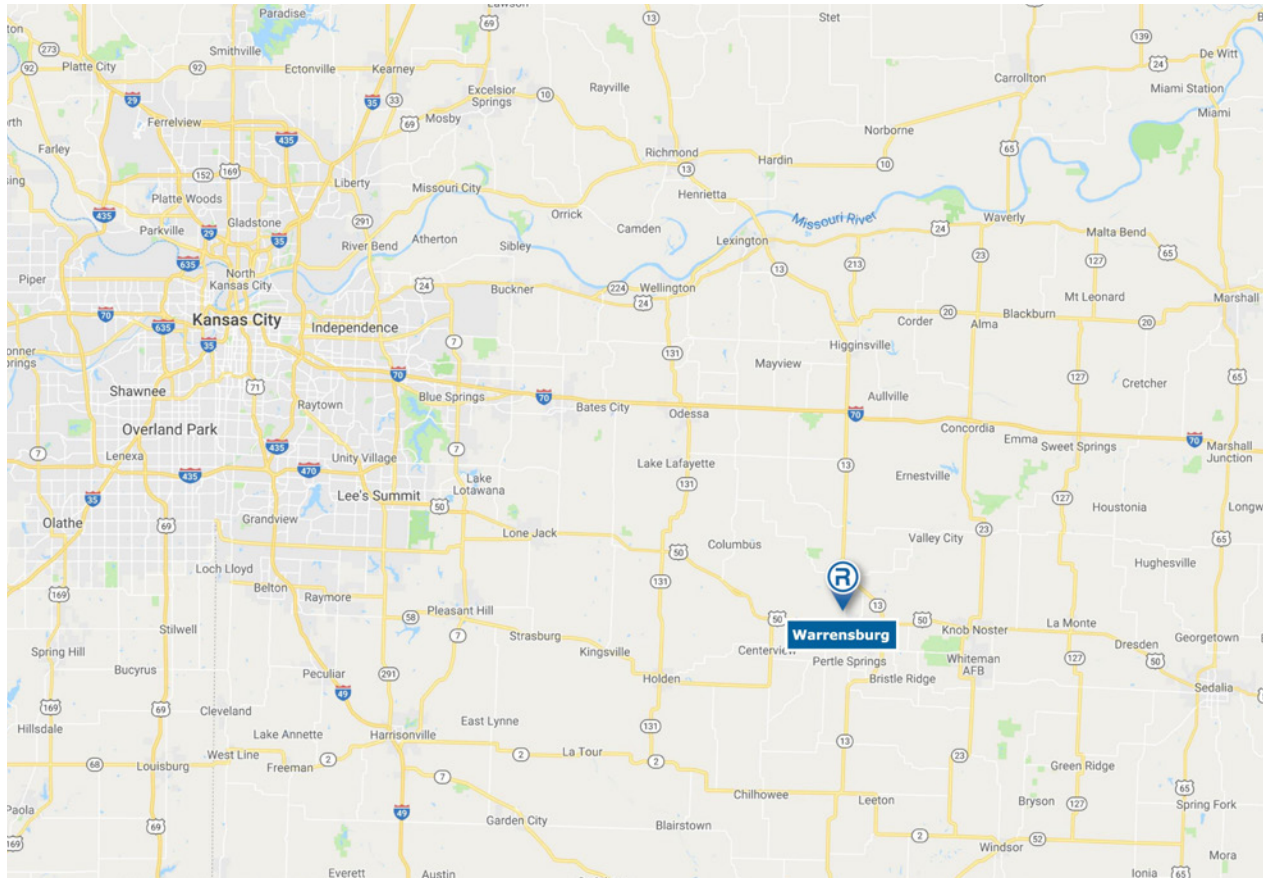
WARRENSBURG, MISSOURI

Community Demographic Profile

 The**Retail**Coach.

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About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



Community • Demographic Profile

Warrensburg, Missouri

DESCRIPTION	DATA	%
Population		
2025 Projection	19,647	
2020 Estimate	19,417	
2010 Census	18,838	
2000 Census	16,683	
Growth 2020 - 2025		1.19%
Growth 2010 - 2020		3.07%
Growth 2000 - 2010		12.92%
2020 Est. Population by Single-Classification Race	19,417	
White Alone	16,044	82.63%
Black or African American Alone	1,667	8.59%
Amer. Indian and Alaska Native Alone	105	0.54%
Asian Alone	545	2.81%
Native Hawaiian and Other Pacific Island Alone	60	0.31%
Some Other Race Alone	214	1.10%
Two or More Races	782	4.03%
2020 Est. Population by Hispanic or Latino Origin	19,417	
Not Hispanic or Latino	18,454	95.04%
Hispanic or Latino	963	4.96%
Mexican	609	63.24%
Puerto Rican	92	9.55%
Cuban	33	3.43%
All Other Hispanic or Latino	229	23.78%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	963	
White Alone	584	60.64%
Black or African American Alone	67	6.96%
American Indian and Alaska Native Alone	26	2.70%
Asian Alone	10	1.04%
Native Hawaiian and Other Pacific Islander Alone	3	0.31%
Some Other Race Alone	196	20.35%
Two or More Races	77	8.00%
2020 Est. Pop by Race, Asian Alone, by Category	545	
Chinese, except Taiwanese	5	0.92%
Filipino	93	17.06%
Japanese	50	9.17%
Asian Indian	305	55.96%
Korean	5	0.92%
Vietnamese	44	8.07%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	7	1.28%
All Other Asian Races Including 2+ Category	36	6.61%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	19,417	
Arab	60	0.31%
Czech	29	0.15%
Danish	83	0.43%
Dutch	193	0.99%
English	1,414	7.28%
French (except Basque)	400	2.06%
French Canadian	61	0.31%
German	4,207	21.67%
Greek	15	0.08%
Hungarian	15	0.08%
Irish	1,755	9.04%
Italian	457	2.35%
Lithuanian	0	0.00%
United States or American	1,472	7.58%
Norwegian	222	1.14%
Polish	131	0.68%
Portuguese	26	0.13%
Russian	41	0.21%
Scottish	286	1.47%
Scotch-Irish	324	1.67%
Slovak	12	0.06%
Subsaharan African	241	1.24%
Swedish	185	0.95%
Swiss	21	0.11%
Ukrainian	23	0.12%
Welsh	51	0.26%
West Indian (except Hisp. groups)	40	0.21%
Other ancestries	3,442	17.73%
Ancestry Unclassified	4,211	21.69%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	16,606	90.40%
Speak Asian/Pacific Island Language at Home	334	1.82%
Speak IndoEuropean Language at Home	326	1.78%
Speak Spanish at Home	920	5.01%
Speak Other Language at Home	183	1.00%

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Warrensburg, Missouri

DESCRIPTION	DATA	%
2020 Est. Population by Age	19,417	
Age 0 - 4	1,048	5.40%
Age 5 - 9	1,064	5.48%
Age 10 - 14	1,038	5.35%
Age 15 - 17	690	3.55%
Age 18 - 20	2,587	13.32%
Age 21 - 24	3,326	17.13%
Age 25 - 34	2,685	13.83%
Age 35 - 44	2,108	10.86%
Age 45 - 54	1,439	7.41%
Age 55 - 64	1,378	7.10%
Age 65 - 74	1,079	5.56%
Age 75 - 84	585	3.01%
Age 85 and over	390	2.01%
Age 16 and over	16,043	82.62%
Age 18 and over	15,577	80.22%
Age 21 and over	12,990	66.90%
Age 65 and over	2,054	10.58%
2020 Est. Median Age		24.94
2020 Est. Average Age		32.90
2020 Est. Population by Sex	19,417	
Male	9,935	51.17%
Female	9,482	48.83%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	9,935	
Age 0 - 4	534	5.38%
Age 5 - 9	549	5.53%
Age 10 - 14	540	5.44%
Age 15 - 17	351	3.53%
Age 18 - 20	1,297	13.06%
Age 21 - 24	1,872	18.84%
Age 25 - 34	1,446	14.56%
Age 35 - 44	1,111	11.18%
Age 45 - 54	706	7.11%
Age 55 - 64	643	6.47%
Age 65 - 74	490	4.93%
Age 75 - 84	255	2.57%
Age 85 and over	141	1.42%
2020 Est. Median Age, Male		24.57
2020 Est. Average Age, Male		31.70
2020 Est. Female Population by Age	9,482	
Age 0 - 4	514	5.42%
Age 5 - 9	515	5.43%
Age 10 - 14	498	5.25%
Age 15 - 17	339	3.58%
Age 18 - 20	1,290	13.61%
Age 21 - 24	1,454	15.33%
Age 25 - 34	1,239	13.07%
Age 35 - 44	997	10.52%
Age 45 - 54	733	7.73%
Age 55 - 64	735	7.75%
Age 65 - 74	589	6.21%
Age 75 - 84	330	3.48%
Age 85 and over	249	2.63%
2020 Est. Median Age, Female		25.61
2020 Est. Average Age, Female		34.10

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,844	54.37%
Males, Never Married	4,903	30.14%
Females, Never Married	3,941	24.23%
Married, Spouse present	5,130	31.54%
Married, Spouse absent	588	3.62%
Widowed	568	3.49%
Males Widowed	156	0.96%
Females Widowed	412	2.53%
Divorced	1,137	6.99%
Males Divorced	456	2.80%
Females Divorced	681	4.19%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	198	2.0%
Some High School, no diploma	384	4.0%
High School Graduate (or GED)	2,240	23.2%
Some College, no degree	2,124	22.0%
Associate Degree	864	8.9%
Bachelor's Degree	2,145	22.2%
Master's Degree	1,201	12.4%
Professional School Degree	208	2.2%
Doctorate Degree	300	3.1%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	30	8.52%
High School Graduate	35	9.94%
Some College or Associate's Degree	104	29.55%
Bachelor's Degree or Higher	183	51.99%
Households		
2025 Projection	7,308	
2020 Estimate	7,183	
2010 Census	6,848	
2000 Census	6,121	
Growth 2020 - 2025		1.74%
Growth 2010 - 2020		4.89%
Growth 2000 - 2010		11.88%
2020 Est. Households by Household Type	7,183	
Family Households	3,721	51.80%
Nonfamily Households	3,462	48.20%
2020 Est. Group Quarters Population	2,929	
2020 Households by Ethnicity, Hispanic/Latino	275	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	7,183	
Income < \$15,000	1,184	16.48%
Income \$15,000 - \$24,999	907	12.63%
Income \$25,000 - \$34,999	684	9.52%
Income \$35,000 - \$49,999	1,078	15.01%
Income \$50,000 - \$74,999	1,315	18.31%
Income \$75,000 - \$99,999	855	11.90%
Income \$100,000 - \$124,999	463	6.45%
Income \$125,000 - \$149,999	277	3.86%
Income \$150,000 - \$199,999	269	3.75%
Income \$200,000 - \$249,999	102	1.42%
Income \$250,000 - \$499,999	40	0.56%
Income \$500,000+	9	0.13%
2020 Est. Average Household Income		\$59,792
2020 Est. Median Household Income		\$46,194
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$48,737
Black or African American Alone		\$36,185
American Indian and Alaska Native Alone		\$41,170
Asian Alone		\$33,749
Native Hawaiian and Other Pacific Islander Alone		\$32,546
Some Other Race Alone		\$88,931
Two or More Races		\$41,038
Hispanic or Latino		\$35,911
Not Hispanic or Latino		\$46,672
2020 Est. Family HH Type by Presence of Own Child.	3,721	
Married-Couple Family, own children	1,185	31.85%
Married-Couple Family, no own children	1,536	41.28%
Male Householder, own children	141	3.79%
Male Householder, no own children	120	3.23%
Female Householder, own children	487	13.09%
Female Householder, no own children	252	6.77%
2020 Est. Households by Household Size	7,183	
1-person	2,275	31.67%
2-person	2,448	34.08%
3-person	1,191	16.58%
4-person	796	11.08%
5-person	332	4.62%
6-person	101	1.41%
7-or-more-person	40	0.56%
2020 Est. Average Household Size		2.3

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	7,183	
Households with 1 or More People under Age 18:	1,940	27.01%
Married-Couple Family	1,229	63.35%
Other Family, Male Householder	153	7.89%
Other Family, Female Householder	527	27.17%
Nonfamily, Male Householder	22	1.13%
Nonfamily, Female Householder	9	0.46%
Households with No People under Age 18:	5,243	72.99%
Married-Couple Family	1,493	28.48%
Other Family, Male Householder	104	1.98%
Other Family, Female Householder	213	4.06%
Nonfamily, Male Householder	1,668	31.81%
Nonfamily, Female Householder	1,765	33.66%
2020 Est. Households by Number of Vehicles	7,183	
No Vehicles	580	8.08%
1 Vehicle	2,346	32.66%
2 Vehicles	2,668	37.14%
3 Vehicles	1,094	15.23%
4 Vehicles	358	4.98%
5 or more Vehicles	137	1.91%
2020 Est. Average Number of Vehicles		1.8
Family Households		
2025 Projection	3,805	
2020 Estimate	3,721	
2010 Census	3,475	
2000 Census	3,171	
Growth 2020 - 2025		2.26%
Growth 2010 - 2020		7.08%
Growth 2000 - 2010		9.59%

2020 Est. Families by Poverty Status	3,721	
2020 Families at or Above Poverty	3,378	90.78%
2020 Families at or Above Poverty with Children	1,652	44.40%
2020 Families Below Poverty	343	9.22%
2020 Families Below Poverty with Children	258	6.93%
2020 Est. Pop 16+ by Employment Status	16,043	
Civilian Labor Force, Employed	9,472	59.04%
Civilian Labor Force, Unemployed	678	4.23%
Armed Forces	566	3.53%
Not in Labor Force	5,327	33.20%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	9,454	
For-Profit Private Workers	5,417	57.30%
Non-Profit Private Workers	1,108	11.72%
Local Government Workers	530	5.61%
State Government Workers	1,191	12.60%
Federal Government Workers	487	5.15%
Self-Employed Workers	704	7.45%
Unpaid Family Workers	17	0.18%
2020 Est. Civ. Employed Pop 16+ by Occupation	9,454	
Architect/Engineer	80	0.85%
Arts/Entertainment/Sports	290	3.07%
Building Grounds Maintenance	408	4.32%
Business/Financial Operations	278	2.94%
Community/Social Services	271	2.87%
Computer/Mathematical	176	1.86%
Construction/Extraction	192	2.03%
Education/Training/Library	1,184	12.52%
Farming/Fishing/Forestry	47	0.50%
Food Prep/Serving	923	9.76%
Health Practitioner/Technician	355	3.76%
Healthcare Support	262	2.77%
Maintenance Repair	230	2.43%
Legal	63	0.67%
Life/Physical/Social Science	39	0.41%
Management	422	4.46%
Office/Admin. Support	1,267	13.40%
Production	519	5.49%
Protective Services	174	1.84%
Sales/Related	1,097	11.60%
Personal Care/Service	568	6.01%
Transportation/Moving	609	6.44%

2020 Est. Pop 16+ by Occupation Classification	9,454	
White Collar	5,522	58.41%
Blue Collar	1,550	16.40%
Service and Farm	2,382	25.20%
2020 Est. Workers Age 16+ by Transp. to Work	9,783	
Drove Alone	7,229	73.89%
Car Pooled	760	7.77%
Public Transportation	19	0.19%
Walked	1,033	10.56%
Bicycle	70	0.72%
Other Means	107	1.09%
Worked at Home	565	5.78%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,809	
15 - 29 Minutes	1,835	
30 - 44 Minutes	831	
45 - 59 Minutes	307	
60 or more Minutes	450	
2020 Est. Avg Travel Time to Work in Minutes		18
2020 Est. Occupied Housing Units by Tenure	7,183	
Owner Occupied	3,171	44.15%
Renter Occupied	4,012	55.85%
2020 Owner Occ. HUs: Avg. Length of Residence		14.7
2020 Renter Occ. HUs: Avg. Length of Residence		5.4
2020 Est. Owner-Occupied Housing Units by Value	7,183	
Value Less than \$20,000	35	1.10%
Value \$20,000 - \$39,999	45	1.42%
Value \$40,000 - \$59,999	32	1.01%
Value \$60,000 - \$79,999	106	3.34%
Value \$80,000 - \$99,999	236	7.44%
Value \$100,000 - \$149,999	692	21.82%
Value \$150,000 - \$199,999	757	23.87%
Value \$200,000 - \$299,999	676	21.32%
Value \$300,000 - \$399,999	372	11.73%
Value \$400,000 - \$499,999	125	3.94%
Value \$500,000 - \$749,999	32	1.01%
Value \$750,000 - \$999,999	0	0.00%
Value \$1,000,000 or \$1,499,999	9	0.28%
Value \$1,500,000 or \$1,999,999	4	0.13%
Value \$2,000,000+	50	1.58%
2020 Est. Median All Owner-Occupied Housing Value		\$177,947

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	144	1.83%
Housing Units Built 2010 to 2014	334	4.24%
Housing Units Built 2000 to 2009	1,411	17.90%
Housing Units Built 1990 to 1999	1,303	16.53%
Housing Units Built 1980 to 1989	1,458	18.50%
Housing Units Built 1970 to 1979	1,145	14.53%
Housing Units Built 1960 to 1969	656	8.32%
Housing Units Built 1950 to 1959	619	7.85%
Housing Units Built 1940 to 1949	100	1.27%
Housing Unit Built 1939 or Earlier	713	9.05%
2020 Est. Median Year Structure Built		1985

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Attached	3,999	50.73%
1 Unit Detached	463	5.87%
2 Units	569	7.22%
3 or 4 Units	1,402	17.79%
5 to 19 Units	1,062	13.47%
20 to 49 Units	192	2.44%
50 or More Units	16	0.20%
Mobile Home or Trailer	180	2.28%
Boat, RV, Van, etc.	0	0.00%



ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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