



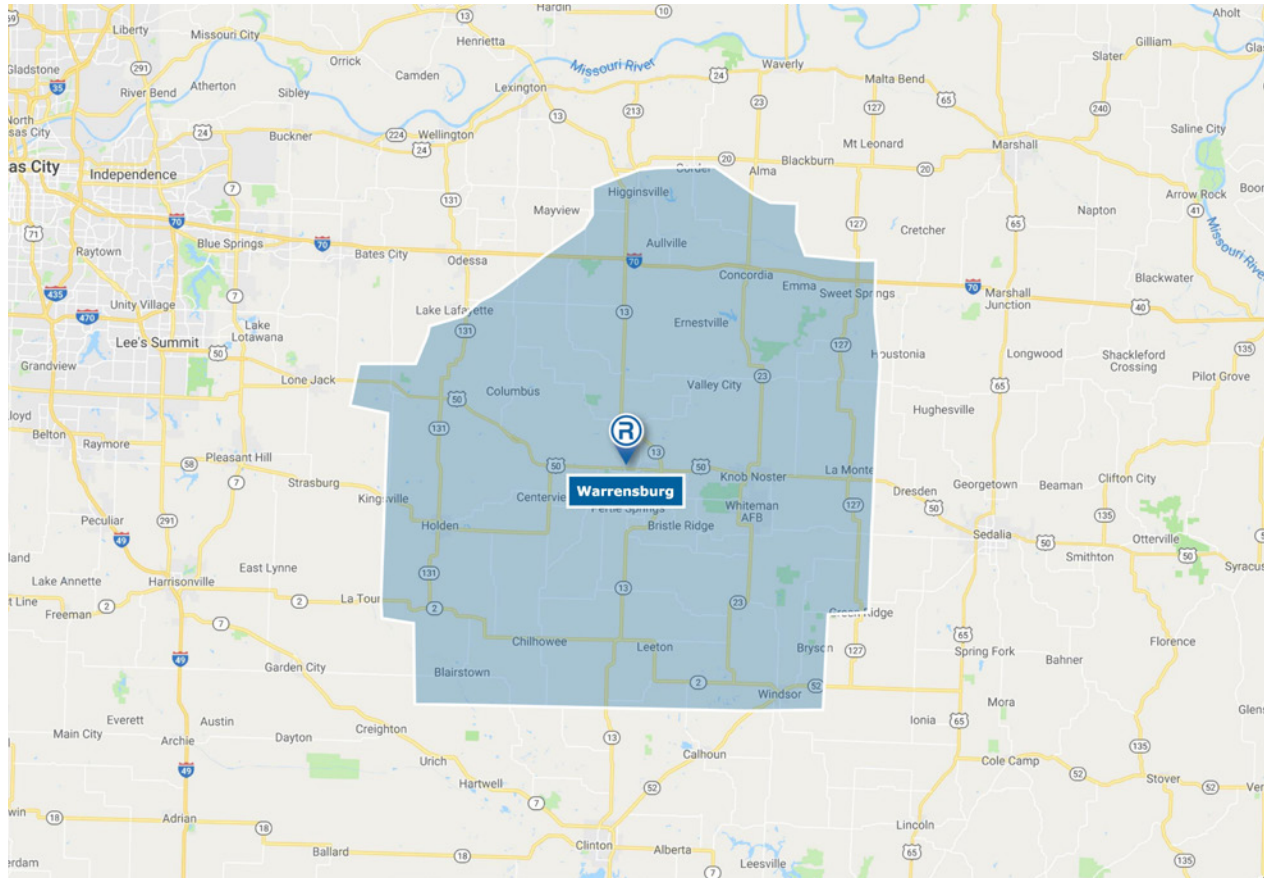
WARRENSBURG, MISSOURI

Retail Trade Area Demographic Profile

 **TheRetailCoach.**

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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.



Retail Trade Area • Demographic Profile

Warrensburg, Missouri

DESCRIPTION	DATA	%
Population		
2025 Projection	70,072	
2020 Estimate	69,711	
2010 Census	69,345	
2000 Census	65,353	
Growth 2020 - 2025		0.52%
Growth 2010 - 2020		0.53%
Growth 2000 - 2010		6.11%
2020 Est. Population by Single-Classification Race	69,711	
White Alone	61,724	88.54%
Black or African American Alone	3,081	4.42%
Amer. Indian and Alaska Native Alone	409	0.59%
Asian Alone	961	1.38%
Native Hawaiian and Other Pacific Island Alone	206	0.30%
Some Other Race Alone	1,148	1.65%
Two or More Races	2,181	3.13%
2020 Est. Population by Hispanic or Latino Origin	69,711	
Not Hispanic or Latino	65,954	94.61%
Hispanic or Latino	3,756	5.39%
Mexican	2,572	68.48%
Puerto Rican	341	9.08%
Cuban	85	2.26%
All Other Hispanic or Latino	758	20.18%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	3,756	
White Alone	2,086	55.54%
Black or African American Alone	90	2.40%
American Indian and Alaska Native Alone	62	1.65%
Asian Alone	38	1.01%
Native Hawaiian and Other Pacific Islander Alone	11	0.29%
Some Other Race Alone	1,097	29.21%
Two or More Races	371	9.88%
2020 Est. Pop by Race, Asian Alone, by Category	961	
Chinese, except Taiwanese	40	4.16%
Filipino	256	26.64%
Japanese	104	10.82%
Asian Indian	355	36.94%
Korean	35	3.64%
Vietnamese	88	9.16%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	38	3.95%
All Other Asian Races Including 2+ Category	46	4.79%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	69,711	
Arab	83	0.12%
Czech	103	0.15%
Danish	244	0.35%
Dutch	898	1.29%
English	5,636	8.09%
French (except Basque)	1,235	1.77%
French Canadian	250	0.36%
German	16,000	22.95%
Greek	95	0.14%
Hungarian	46	0.07%
Irish	5,712	8.19%
Italian	1,097	1.57%
Lithuanian	13	0.02%
United States or American	5,892	8.45%
Norwegian	570	0.82%
Polish	472	0.68%
Portuguese	108	0.16%
Russian	104	0.15%
Scottish	952	1.37%
Scotch-Irish	1,155	1.66%
Slovak	13	0.02%
Subsaharan African	301	0.43%
Swedish	470	0.67%
Swiss	116	0.17%
Ukrainian	59	0.09%
Welsh	220	0.32%
West Indian (except Hisp. groups)	55	0.08%
Other ancestries	10,682	15.32%
Ancestry Unclassified	17,127	24.57%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	60,626	92.90%
Speak Asian/Pacific Island Language at Home	575	0.88%
Speak IndoEuropean Language at Home	1,148	1.76%
Speak Spanish at Home	2,646	4.05%
Speak Other Language at Home	267	0.41%

Retail Trade Area • Demographic Profile

Warrensburg, Missouri

DESCRIPTION	DATA	%
2020 Est. Population by Age	69,711	
Age 0 - 4	4,448	6.38%
Age 5 - 9	4,302	6.17%
Age 10 - 14	4,197	6.02%
Age 15 - 17	2,641	3.79%
Age 18 - 20	4,750	6.81%
Age 21 - 24	6,683	9.59%
Age 25 - 34	9,791	14.05%
Age 35 - 44	7,846	11.26%
Age 45 - 54	6,935	9.95%
Age 55 - 64	7,802	11.19%
Age 65 - 74	5,766	8.27%
Age 75 - 84	3,114	4.47%
Age 85 and over	1,434	2.06%
Age 16 and over	55,899	80.19%
Age 18 and over	54,122	77.64%
Age 21 and over	49,372	70.82%
Age 65 and over	10,314	14.80%
2020 Est. Median Age		32.62
2020 Est. Average Age		37.06
2020 Est. Population by Sex	69,711	
Male	35,488	50.91%
Female	34,222	49.09%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	35,488	
Age 0 - 4	2,275	6.41%
Age 5 - 9	2,211	6.23%
Age 10 - 14	2,178	6.14%
Age 15 - 17	1,337	3.77%
Age 18 - 20	2,471	6.96%
Age 21 - 24	3,764	10.61%
Age 25 - 34	5,174	14.58%
Age 35 - 44	4,037	11.38%
Age 45 - 54	3,431	9.67%
Age 55 - 64	3,832	10.80%
Age 65 - 74	2,766	7.79%
Age 75 - 84	1,464	4.13%
Age 85 and over	548	1.54%
2020 Est. Median Age, Male		31.14
2020 Est. Average Age, Male		36.20
2020 Est. Female Population by Age	34,222	
Age 0 - 4	2,173	6.35%
Age 5 - 9	2,091	6.11%
Age 10 - 14	2,019	5.90%
Age 15 - 17	1,304	3.81%
Age 18 - 20	2,279	6.66%
Age 21 - 24	2,919	8.53%
Age 25 - 34	4,618	13.49%
Age 35 - 44	3,810	11.13%
Age 45 - 54	3,504	10.24%
Age 55 - 64	3,970	11.60%
Age 65 - 74	3,000	8.77%
Age 75 - 84	1,650	4.82%
Age 85 and over	886	2.59%
2020 Est. Median Age, Female		34.26
2020 Est. Average Age, Female		37.87

Retail Trade Area • Demographic Profile

Warrensburg, Missouri

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	19,252	33.92%
Males, Never Married	11,111	19.57%
Females, Never Married	8,141	14.34%
Married, Spouse present	27,520	48.48%
Married, Spouse absent	1,972	3.47%
Widowed	2,782	4.90%
Males Widowed	650	1.15%
Females Widowed	2,132	3.76%
Divorced	5,237	9.23%
Males Divorced	2,575	4.54%
Females Divorced	2,662	4.69%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,507	3.5%
Some High School, no diploma	2,593	6.1%
High School Graduate (or GED)	13,916	32.6%
Some College, no degree	9,495	22.2%
Associate Degree	4,092	9.6%
Bachelor's Degree	6,878	16.1%
Master's Degree	3,090	7.2%
Professional School Degree	510	1.2%
Doctorate Degree	606	1.4%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	428	26.07%
High School Graduate	295	17.97%
Some College or Associate's Degree	417	25.40%
Bachelor's Degree or Higher	502	30.57%
Households		
2025 Projection	26,586	
2020 Estimate	26,375	
2010 Census	25,992	
2000 Census	24,043	
Growth 2020 - 2025		0.80%
Growth 2010 - 2020		1.47%
Growth 2000 - 2010		8.11%
2020 Est. Households by Household Type	26,375	
Family Households	17,471	66.24%
Nonfamily Households	8,905	33.76%
2020 Est. Group Quarters Population	4,058	
2020 Households by Ethnicity, Hispanic/Latino	1,004	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	26,375	
Income < \$15,000	2,674	10.14%
Income \$15,000 - \$24,999	2,585	9.80%
Income \$25,000 - \$34,999	2,446	9.27%
Income \$35,000 - \$49,999	3,953	14.99%
Income \$50,000 - \$74,999	5,584	21.17%
Income \$75,000 - \$99,999	3,733	14.15%
Income \$100,000 - \$124,999	2,354	8.93%
Income \$125,000 - \$149,999	1,348	5.11%
Income \$150,000 - \$199,999	1,027	3.89%
Income \$200,000 - \$249,999	400	1.52%
Income \$250,000 - \$499,999	217	0.82%
Income \$500,000+	55	0.21%
2020 Est. Average Household Income		\$68,744
2020 Est. Median Household Income		\$56,233
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$57,884
Black or African American Alone		\$40,234
American Indian and Alaska Native Alone		\$43,196
Asian Alone		\$45,105
Native Hawaiian and Other Pacific Islander Alone		\$33,442
Some Other Race Alone		\$65,333
Two or More Races		\$45,330
Hispanic or Latino		\$52,793
Not Hispanic or Latino		\$56,408
2020 Est. Family HH Type by Presence of Own Child.	17,471	
Married-Couple Family, own children	5,639	32.28%
Married-Couple Family, no own children	8,205	46.96%
Male Householder, own children	633	3.62%
Male Householder, no own children	486	2.78%
Female Householder, own children	1,574	9.01%
Female Householder, no own children	934	5.35%
2020 Est. Households by Household Size	26,375	
1-person	6,807	25.81%
2-person	9,480	35.94%
3-person	4,317	16.37%
4-person	3,349	12.70%
5-person	1,528	5.79%
6-person	585	2.22%
7-or-more-person	308	1.17%
2020 Est. Average Household Size		2.49

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Warrensburg, Missouri

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	26,375	
Households with 1 or More People under Age 18:	8,608	32.64%
Married-Couple Family	5,975	69.41%
Other Family, Male Householder	723	8.40%
Other Family, Female Householder	1,787	20.76%
Nonfamily, Male Householder	96	1.12%
Nonfamily, Female Householder	27	0.31%
Households with No People under Age 18:	17,768	67.37%
Married-Couple Family	7,868	44.28%
Other Family, Male Householder	391	2.20%
Other Family, Female Householder	721	4.06%
Nonfamily, Male Householder	4,535	25.52%
Nonfamily, Female Householder	4,253	23.94%
2020 Est. Households by Number of Vehicles	26,375	
No Vehicles	1,673	6.34%
1 Vehicle	6,880	26.09%
2 Vehicles	10,350	39.24%
3 Vehicles	4,936	18.72%
4 Vehicles	1,778	6.74%
5 or more Vehicles	758	2.87%
2020 Est. Average Number of Vehicles		2.05
Family Households		
2025 Projection	17,633	
2020 Estimate	17,471	
2010 Census	17,163	
2000 Census	16,424	
Growth 2020 - 2025		0.93%
Growth 2010 - 2020		1.80%
Growth 2000 - 2010		4.50%

2020 Est. Families by Poverty Status	17,471	
2020 Families at or Above Poverty	15,959	91.35%
2020 Families at or Above Poverty with Children	7,136	40.85%
2020 Families Below Poverty	1,512	8.65%
2020 Families Below Poverty with Children	1,167	6.68%
2020 Est. Pop 16+ by Employment Status	55,899	
Civilian Labor Force, Employed	31,798	56.89%
Civilian Labor Force, Unemployed	1,994	3.57%
Armed Forces	2,775	4.96%
Not in Labor Force	19,332	34.58%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	32,137	
For-Profit Private Workers	19,590	60.96%
Non-Profit Private Workers	2,847	8.86%
Local Government Workers	2,060	6.41%
State Government Workers	2,571	8.00%
Federal Government Workers	1,790	5.57%
Self-Employed Workers	3,153	9.81%
Unpaid Family Workers	126	0.39%
2020 Est. Civ. Employed Pop 16+ by Occupation	32,137	
Architect/Engineer	369	1.15%
Arts/Entertainment/Sports	524	1.63%
Building Grounds Maintenance	1,502	4.67%
Business/Financial Operations	900	2.80%
Community/Social Services	680	2.12%
Computer/Mathematical	573	1.78%
Construction/Extraction	1,725	5.37%
Education/Training/Library	2,735	8.51%
Farming/Fishing/Forestry	238	0.74%
Food Prep/Serving	2,186	6.80%
Health Practitioner/Technician	1,480	4.61%
Healthcare Support	826	2.57%
Maintenance Repair	1,277	3.97%
Legal	119	0.37%
Life/Physical/Social Science	91	0.28%
Management	2,520	7.84%
Office/Admin. Support	4,197	13.06%
Production	2,505	7.80%
Protective Services	682	2.12%
Sales/Related	3,108	9.67%
Personal Care/Service	1,357	4.22%
Transportation/Moving	2,543	7.91%

2020 Est. Pop 16+ by Occupation Classification	32,137	
White Collar	17,296	53.82%
Blue Collar	8,051	25.05%
Service and Farm	6,790	21.13%
2020 Est. Workers Age 16+ by Transp. to Work	33,804	
Drove Alone	26,938	79.69%
Car Pooled	3,099	9.17%
Public Transportation	39	0.12%
Walked	1,522	4.50%
Bicycle	115	0.34%
Other Means	267	0.79%
Worked at Home	1,824	5.40%

Retail Trade Area • Demographic Profile

Warrensburg, Missouri

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,021	
15 - 29 Minutes	8,177	
30 - 44 Minutes	4,286	
45 - 59 Minutes	1,971	
60 or more Minutes	2,590	
2020 Est. Avg Travel Time to Work in Minutes		24
2020 Est. Occupied Housing Units by Tenure	26,375	
Owner Occupied	16,808	63.73%
Renter Occupied	9,567	36.27%
2020 Owner Occ. HUs: Avg. Length of Residence		16.33
2020 Renter Occ. HUs: Avg. Length of Residence		6.26
2020 Est. Owner-Occupied Housing Units by Value	26,375	
Value Less than \$20,000	535	3.18%
Value \$20,000 - \$39,999	470	2.80%
Value \$40,000 - \$59,999	636	3.78%
Value \$60,000 - \$79,999	1,096	6.52%
Value \$80,000 - \$99,999	1,387	8.25%
Value \$100,000 - \$149,999	3,653	21.73%
Value \$150,000 - \$199,999	3,114	18.53%
Value \$200,000 - \$299,999	3,275	19.49%
Value \$300,000 - \$399,999	1,518	9.03%
Value \$400,000 - \$499,999	581	3.46%
Value \$500,000 - \$749,999	241	1.43%
Value \$750,000 - \$999,999	77	0.46%
Value \$1,000,000 or \$1,499,999	71	0.42%
Value \$1,500,000 or \$1,999,999	22	0.13%
Value \$2,000,000+	132	0.79%
2020 Est. Median All Owner-Occupied Housing Value		\$159,236

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	690	2.31%
Housing Units Built 2010 to 2014	1,226	4.11%
Housing Units Built 2000 to 2009	4,509	15.11%
Housing Units Built 1990 to 1999	4,990	16.72%
Housing Units Built 1980 to 1989	4,171	13.97%
Housing Units Built 1970 to 1979	5,123	17.16%
Housing Units Built 1960 to 1969	2,708	9.07%
Housing Units Built 1950 to 1959	2,258	7.57%
Housing Units Built 1940 to 1949	1,028	3.44%
Housing Unit Built 1939 or Earlier	3,146	10.54%
2020 Est. Median Year Structure Built		1982

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Attached	19,857	66.52%
1 Unit Detached	1,506	5.05%
2 Units	1,148	3.85%
3 or 4 Units	2,607	8.73%
5 to 19 Units	1,619	5.42%
20 to 49 Units	330	1.11%
50 or More Units	144	0.48%
Mobile Home or Trailer	2,619	8.77%
Boat, RV, Van, etc.	20	0.07%



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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