



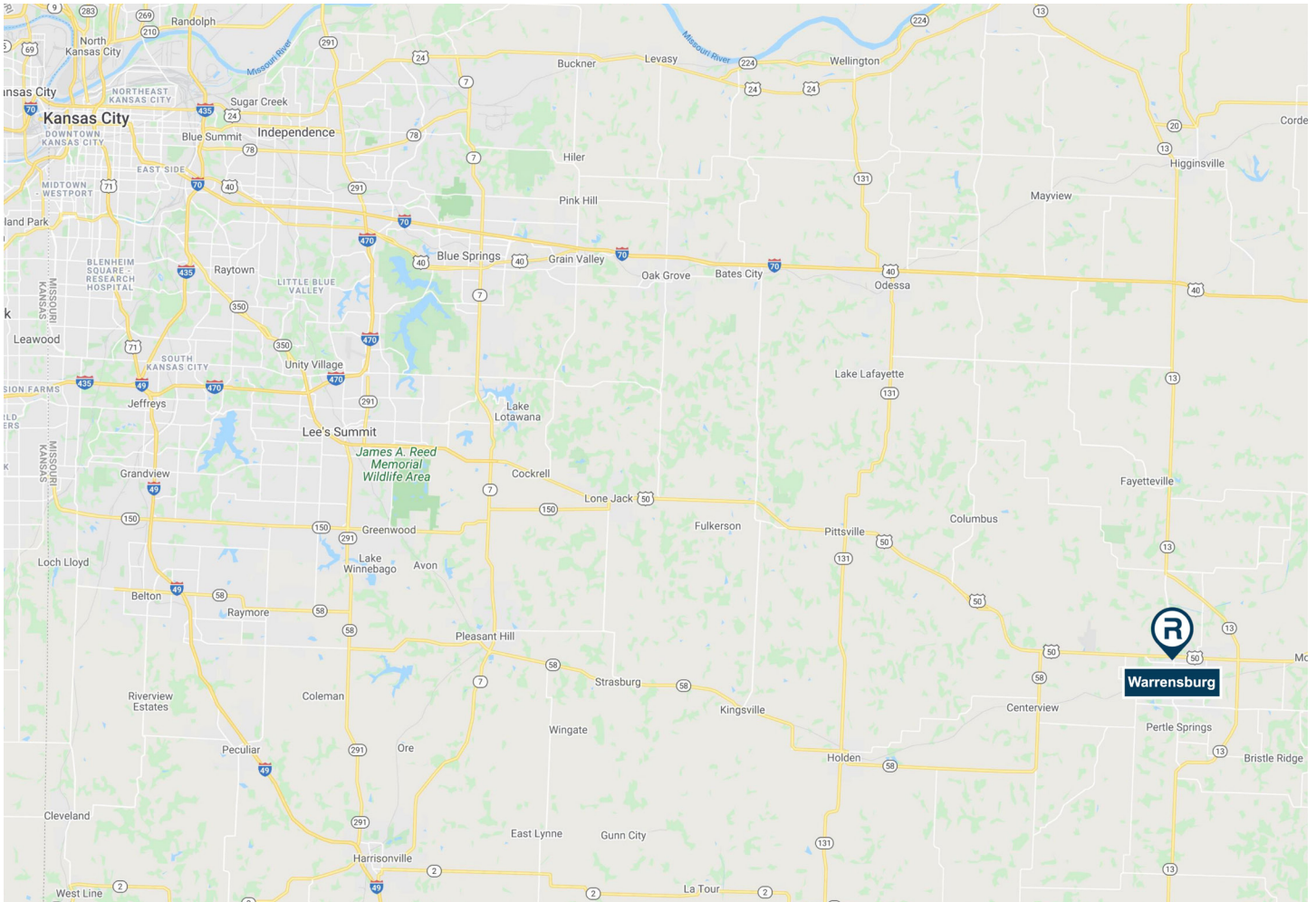
The **Retail** Coach.®

Community Demographic Profile

WARRENSBURG, MISSOURI

Prepared for City of Warrensburg, Missouri
February 2021

Community



Prepared for:



City of Warrensburg, Missouri

Danielle Dulin

Interim City Manager

102 S. Holden Street

Warrensburg, Missouri 64093

Phone 660.262.4660

danielle.dulin@warrensburg-mo.com

www.warrensburg-mo.com



Community • Demographic Profile

Warrensburg, Missouri

DESCRIPTION	DATA	%
Population		
2026 Projection	19,917	
2021 Estimate	19,634	
2010 Census	18,838	
2000 Census	16,683	
Growth 2021 - 2026		1.44%
Growth 2010 - 2021		4.23%
Growth 2000 - 2010		12.92%
2021 Est. Population by Single-Classification Race	19,634	
White Alone	16,290	82.97%
Black or African American Alone	1,625	8.28%
Amer. Indian and Alaska Native Alone	113	0.58%
Asian Alone	585	2.98%
Native Hawaiian and Other Pacific Island Alone	63	0.32%
Some Other Race Alone	216	1.10%
Two or More Races	742	3.78%
2021 Est. Population by Hispanic or Latino Origin	19,634	
Not Hispanic or Latino	18,647	94.97%
Hispanic or Latino	987	5.03%
Mexican	623	63.12%
Puerto Rican	94	9.52%
Cuban	34	3.45%
All Other Hispanic or Latino	236	23.91%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	987	
White Alone	598	60.59%
Black or African American Alone	68	6.89%
American Indian and Alaska Native Alone	28	2.84%
Asian Alone	12	1.22%
Native Hawaiian and Other Pacific Islander Alone	3	0.30%
Some Other Race Alone	200	20.26%
Two or More Races	78	7.90%
2021 Est. Pop by Race, Asian Alone, by Category	585	
Chinese, except Taiwanese	10	1.71%
Filipino	81	13.85%
Japanese	43	7.35%
Asian Indian	344	58.80%
Korean	28	4.79%
Vietnamese	43	7.35%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	11	1.88%
All Other Asian Races Including 2+ Category	25	4.27%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	19,634	
Arab	54	0.28%
Czech	112	0.57%
Danish	87	0.44%
Dutch	177	0.90%
English	1,293	6.59%
French (except Basque)	391	1.99%
French Canadian	106	0.54%
German	4,280	21.80%
Greek	7	0.04%
Hungarian	29	0.15%
Irish	2,224	11.33%
Italian	497	2.53%
Lithuanian	32	0.16%
United States or American	828	4.22%
Norwegian	171	0.87%
Polish	313	1.59%
Portuguese	7	0.04%
Russian	26	0.13%
Scottish	267	1.36%
Scotch-Irish	186	0.95%
Slovak	0	0.00%
Subsaharan African	66	0.34%
Swedish	424	2.16%
Swiss	24	0.12%
Ukrainian	7	0.04%
Welsh	106	0.54%
West Indian (except Hisp. groups)	35	0.18%
Other ancestries	4,335	22.08%
Ancestry Unclassified	3,550	18.08%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	16,826	90.42%
Speak Asian/Pacific Island Language at Home	339	1.82%
Speak IndoEuropean Language at Home	328	1.76%
Speak Spanish at Home	931	5.00%
Speak Other Language at Home	185	0.99%

Community • Demographic Profile

Warrensburg, Missouri

DESCRIPTION	DATA	%
2021 Est. Population by Age	19,634	
Age 0 - 4	1,025	5.22%
Age 5 - 9	1,066	5.43%
Age 10 - 14	1,062	5.41%
Age 15 - 17	717	3.65%
Age 18 - 20	2,626	13.38%
Age 21 - 24	3,338	17.00%
Age 25 - 34	2,588	13.18%
Age 35 - 44	2,219	11.30%
Age 45 - 54	1,468	7.48%
Age 55 - 64	1,409	7.18%
Age 65 - 74	1,109	5.65%
Age 75 - 84	611	3.11%
Age 85 and over	396	2.02%
Age 16 and over	16,251	82.77%
Age 18 and over	15,764	80.29%
Age 21 and over	13,138	66.92%
Age 65 and over	2,116	10.78%
2021 Est. Median Age		24.98
2021 Est. Average Age		33.10
2021 Est. Population by Sex	19,634	
Male	10,010	50.98%
Female	9,624	49.02%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	10,010	
Age 0 - 4	521	5.21%
Age 5 - 9	550	5.50%
Age 10 - 14	552	5.52%
Age 15 - 17	365	3.65%
Age 18 - 20	1,301	13.00%
Age 21 - 24	1,864	18.62%
Age 25 - 34	1,392	13.91%
Age 35 - 44	1,167	11.66%
Age 45 - 54	726	7.25%
Age 55 - 64	653	6.52%
Age 65 - 74	508	5.08%
Age 75 - 84	268	2.68%
Age 85 and over	143	1.43%
2021 Est. Median Age, Male		24.64
2021 Est. Average Age, Male		31.90
2021 Est. Female Population by Age	9,624	
Age 0 - 4	504	5.24%
Age 5 - 9	516	5.36%
Age 10 - 14	510	5.30%
Age 15 - 17	352	3.66%
Age 18 - 20	1,325	13.77%
Age 21 - 24	1,474	15.32%
Age 25 - 34	1,196	12.43%
Age 35 - 44	1,052	10.93%
Age 45 - 54	742	7.71%
Age 55 - 64	756	7.86%
Age 65 - 74	601	6.25%
Age 75 - 84	343	3.56%
Age 85 and over	253	2.63%
2021 Est. Median Age, Female		25.62
2021 Est. Average Age, Female		34.20

Community • Demographic Profile

Warrensburg, Missouri

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,603	52.20%
Males, Never Married	4,821	29.25%
Females, Never Married	3,782	22.95%
Married, Spouse present	5,395	32.74%
Married, Spouse absent	671	4.07%
Widowed	614	3.73%
Males Widowed	163	0.99%
Females Widowed	451	2.74%
Divorced	1,198	7.27%
Males Divorced	470	2.85%
Females Divorced	728	4.42%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	226	2.3%
Some High School, no diploma	303	3.1%
High School Graduate (or GED)	2,312	23.6%
Some College, no degree	2,249	22.9%
Associate Degree	770	7.9%
Bachelor's Degree	2,146	21.9%
Master's Degree	1,364	13.9%
Professional School Degree	157	1.6%
Doctorate Degree	273	2.8%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	63	17.95%
High School Graduate	87	24.79%
Some College or Associate's Degree	50	14.25%
Bachelor's Degree or Higher	151	43.02%
Households		
2026 Projection	7,416	
2021 Estimate	7,270	
2010 Census	6,848	
2000 Census	6,121	
Growth 2021 - 2026		2.01%
Growth 2010 - 2021		6.16%
Growth 2000 - 2010		11.88%
2021 Est. Households by Household Type	7,270	
Family Households	3,761	51.73%
Nonfamily Households	3,509	48.27%
2021 Est. Group Quarters Population	2,948	
2021 Households by Ethnicity, Hispanic/Latino	283	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	7,270	
Income < \$15,000	913	12.56%
Income \$15,000 - \$24,999	955	13.14%
Income \$25,000 - \$34,999	712	9.79%
Income \$35,000 - \$49,999	1,128	15.52%
Income \$50,000 - \$74,999	1,251	17.21%
Income \$75,000 - \$99,999	924	12.71%
Income \$100,000 - \$124,999	561	7.72%
Income \$125,000 - \$149,999	360	4.95%
Income \$150,000 - \$199,999	325	4.47%
Income \$200,000 - \$249,999	99	1.36%
Income \$250,000 - \$499,999	36	0.50%
Income \$500,000+	6	0.08%
2021 Est. Average Household Income		\$63,611
2021 Est. Median Household Income		\$48,944
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$50,899
Black or African American Alone		\$42,138
American Indian and Alaska Native Alone		\$42,244
Asian Alone		\$29,654
Native Hawaiian and Other Pacific Islander Alone		\$26,157
Some Other Race Alone		\$92,574
Two or More Races		\$41,399
Hispanic or Latino		\$24,069
Not Hispanic or Latino		\$49,569
2021 Est. Family HH Type by Presence of Own Child.	3,761	
Married-Couple Family, own children	1,193	31.72%
Married-Couple Family, no own children	1,553	41.29%
Male Householder, own children	144	3.83%
Male Householder, no own children	124	3.30%
Female Householder, own children	491	13.06%
Female Householder, no own children	256	6.81%
2021 Est. Households by Household Size	7,270	
1-person	2,303	31.68%
2-person	2,478	34.09%
3-person	1,209	16.63%
4-person	800	11.00%
5-person	337	4.64%
6-person	102	1.40%
7-or-more-person	41	0.56%
2021 Est. Average Household Size		2.3

Community • Demographic Profile

Warrensburg, Missouri

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	7,270	
Households with 1 or More People under Age 18:	1,962	26.99%
Married-Couple Family	1,243	63.35%
Other Family, Male Householder	157	8.00%
Other Family, Female Householder	530	27.01%
Nonfamily, Male Householder	23	1.17%
Nonfamily, Female Householder	9	0.46%
Households with No People under Age 18:	5,308	73.01%
Married-Couple Family	1,508	28.41%
Other Family, Male Householder	106	2.00%
Other Family, Female Householder	219	4.13%
Nonfamily, Male Householder	1,689	31.82%
Nonfamily, Female Householder	1,786	33.65%
2021 Est. Households by Number of Vehicles	7,270	
No Vehicles	559	7.69%
1 Vehicle	2,213	30.44%
2 Vehicles	2,740	37.69%
3 Vehicles	1,279	17.59%
4 Vehicles	350	4.81%
5 or more Vehicles	129	1.77%
2021 Est. Average Number of Vehicles		1.9
Family Households		
2026 Projection	3,855	
2021 Estimate	3,761	
2010 Census	3,475	
2000 Census	3,171	
Growth 2021 - 2026		2.50%
Growth 2010 - 2021		8.23%
Growth 2000 - 2010		9.59%
2021 Est. Families by Poverty Status	3,761	
2021 Families at or Above Poverty	3,419	90.91%
2021 Families at or Above Poverty with Children	1,800	47.86%
2021 Families Below Poverty	342	9.09%
2021 Families Below Poverty with Children	245	6.51%
2021 Est. Pop 16+ by Employment Status	16,251	
Civilian Labor Force, Employed	9,499	58.45%
Civilian Labor Force, Unemployed	502	3.09%
Armed Forces	649	3.99%
Not in Labor Force	5,601	34.47%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	9,592	
For-Profit Private Workers	5,587	58.25%
Non-Profit Private Workers	1,176	12.26%
Local Government Workers	506	5.28%
State Government Workers	1,047	10.92%
Federal Government Workers	525	5.47%
Self-Employed Workers	731	7.62%
Unpaid Family Workers	20	0.21%
2021 Est. Civ. Employed Pop 16+ by Occupation	9,592	
Architect/Engineer	111	1.16%
Arts/Entertainment/Sports	254	2.65%
Building Grounds Maintenance	322	3.36%
Business/Financial Operations	268	2.79%
Community/Social Services	311	3.24%
Computer/Mathematical	149	1.55%
Construction/Extraction	248	2.59%
Education/Training/Library	1,112	11.59%
Farming/Fishing/Forestry	95	0.99%
Food Prep/Serving	875	9.12%
Health Practitioner/Technician	385	4.01%
Healthcare Support	325	3.39%
Maintenance Repair	207	2.16%
Legal	61	0.64%
Life/Physical/Social Science	38	0.40%
Management	438	4.57%
Office/Admin. Support	1,097	11.44%
Production	609	6.35%
Protective Services	154	1.61%
Sales/Related	1,040	10.84%
Personal Care/Service	589	6.14%
Transportation/Moving	904	9.43%
2021 Est. Pop 16+ by Occupation Classification	9,592	
White Collar	5,264	54.88%
Blue Collar	1,968	20.52%
Service and Farm	2,360	24.60%
2021 Est. Workers Age 16+ by Transp. to Work	9,823	
Drove Alone	7,424	75.58%
Car Pooled	737	7.50%
Public Transportation	17	0.17%
Walked	862	8.78%
Bicycle	79	0.80%
Other Means	124	1.26%
Worked at Home	580	5.90%

Community • Demographic Profile

Warrensburg, Missouri

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,781	
15 - 29 Minutes	1,818	
30 - 44 Minutes	966	
45 - 59 Minutes	251	
60 or more Minutes	440	
2021 Est. Avg Travel Time to Work in Minutes		18
2021 Est. Occupied Housing Units by Tenure	7,270	
Owner Occupied	3,211	44.17%
Renter Occupied	4,059	55.83%
2021 Owner Occ. HUs: Avg. Length of Residence		14
2021 Renter Occ. HUs: Avg. Length of Residence		5.5
2021 Est. Owner-Occupied Housing Units by Value	7,270	
Value Less than \$20,000	43	1.34%
Value \$20,000 - \$39,999	16	0.50%
Value \$40,000 - \$59,999	25	0.78%
Value \$60,000 - \$79,999	96	2.99%
Value \$80,000 - \$99,999	283	8.81%
Value \$100,000 - \$149,999	807	25.13%
Value \$150,000 - \$199,999	768	23.92%
Value \$200,000 - \$299,999	692	21.55%
Value \$300,000 - \$399,999	322	10.03%
Value \$400,000 - \$499,999	104	3.24%
Value \$500,000 - \$749,999	18	0.56%
Value \$750,000 - \$999,999	0	0.00%
Value \$1,000,000 or \$1,499,999	6	0.19%
Value \$1,500,000 or \$1,999,999	1	0.03%
Value \$2,000,000+	30	0.93%
2021 Est. Median All Owner-Occupied Housing Value		\$170,673
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	4,133	51.93%
1 Unit Attached	640	8.04%
2 Units	472	5.93%
3 or 4 Units	1,252	15.73%
5 to 19 Units	1,087	13.66%
20 to 49 Units	183	2.30%
50 or More Units	21	0.26%
Mobile Home or Trailer	171	2.15%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	373	4.69%
Housing Units Built 2010 to 2014	411	5.16%
Housing Units Built 2000 to 2009	1,301	16.35%
Housing Units Built 1990 to 1999	1,080	13.57%
Housing Units Built 1980 to 1989	1,610	20.23%
Housing Units Built 1970 to 1979	1,116	14.02%
Housing Units Built 1960 to 1969	570	7.16%
Housing Units Built 1950 to 1959	675	8.48%
Housing Units Built 1940 to 1949	130	1.63%
Housing Unit Built 1939 or Earlier	693	8.71%
2021 Est. Median Year Structure Built		1985

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.

Retail:360® 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 Retail:360® 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.



The**RetailCoach**.®

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.

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