



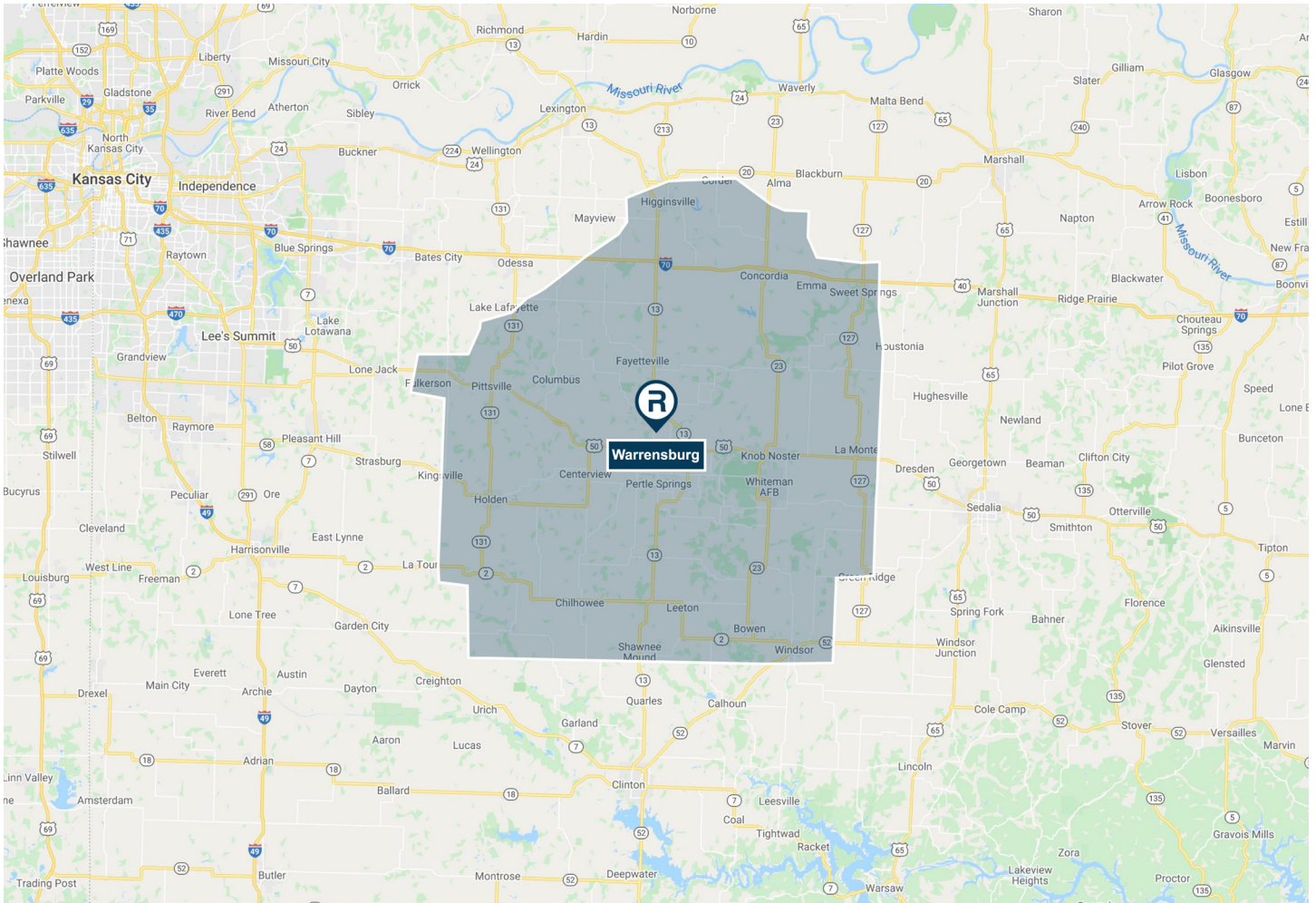
The**Retail**Coach.®

# Retail Trade Area Demographic Profile

WARRENSBURG, MISSOURI

Prepared for City of Warrensburg, Missouri  
September 2021

# Retail Trade Area



Prepared for:



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# Retail Trade Area • Demographic Profile

Warrensburg, Missouri

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	70,849	
2021 Estimate	70,259	
2010 Census	69,318	
2000 Census	65,338	
Growth 2021 - 2026		0.84%
Growth 2010 - 2021		1.36%
Growth 2000 - 2010		6.09%
<b>2021 Est. Population by Single-Classification Race</b>	<b>70,259</b>	
White Alone	62,340	88.73%
Black or African American Alone	2,986	4.25%
Amer. Indian and Alaska Native Alone	432	0.62%
Asian Alone	1,026	1.46%
Native Hawaiian and Other Pacific Island Alone	212	0.30%
Some Other Race Alone	1,155	1.64%
Two or More Races	2,107	3.00%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>70,259</b>	
Not Hispanic or Latino	66,444	94.57%
Hispanic or Latino	3,814	5.43%
Mexican	2,599	68.14%
Puerto Rican	353	9.26%
Cuban	90	2.36%
All Other Hispanic or Latino	773	20.27%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>3,814</b>	
White Alone	2,129	55.82%
Black or African American Alone	92	2.41%
American Indian and Alaska Native Alone	64	1.68%
Asian Alone	39	1.02%
Native Hawaiian and Other Pacific Islander Alone	11	0.29%
Some Other Race Alone	1,105	28.97%
Two or More Races	376	9.86%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>1,026</b>	
Chinese, except Taiwanese	35	3.41%
Filipino	246	23.98%
Japanese	78	7.60%
Asian Indian	380	37.04%
Korean	113	11.01%
Vietnamese	100	9.75%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	40	3.90%
All Other Asian Races Including 2+ Category	33	3.22%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>70,259</b>	
Arab	67	0.10%
Czech	198	0.28%
Danish	229	0.33%
Dutch	706	1.01%
English	4,903	6.98%
French (except Basque)	1,405	2.00%
French Canadian	203	0.29%
German	16,329	23.24%
Greek	33	0.05%
Hungarian	157	0.22%
Irish	8,162	11.62%
Italian	1,419	2.02%
Lithuanian	35	0.05%
United States or American	4,647	6.61%
Norwegian	609	0.87%
Polish	816	1.16%
Portuguese	86	0.12%
Russian	138	0.20%
Scottish	1,063	1.51%
Scotch-Irish	729	1.04%
Slovak	3	0.00%
Subsaharan African	129	0.18%
Swedish	904	1.29%
Swiss	170	0.24%
Ukrainian	60	0.09%
Welsh	282	0.40%
West Indian (except Hisp. groups)	63	0.09%
Other ancestries	13,174	18.75%
Ancestry Unclassified	13,538	19.27%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	61,181	92.93%
Speak Asian/Pacific Island Language at Home	581	0.88%
Speak IndoEuropean Language at Home	1,151	1.75%
Speak Spanish at Home	2,658	4.04%
Speak Other Language at Home	268	0.41%

# Retail Trade Area • Demographic Profile

Warrensburg, Missouri

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>70,259</b>	
Age 0 - 4	4,420	6.29%
Age 5 - 9	4,308	6.13%
Age 10 - 14	4,247	6.05%
Age 15 - 17	2,667	3.80%
Age 18 - 20	4,768	6.79%
Age 21 - 24	6,636	9.45%
Age 25 - 34	9,801	13.95%
Age 35 - 44	7,996	11.38%
Age 45 - 54	6,914	9.84%
Age 55 - 64	7,886	11.22%
Age 65 - 74	5,908	8.41%
Age 75 - 84	3,252	4.63%
Age 85 and over	1,458	2.08%
Age 16 and over	56,409	80.29%
Age 18 and over	54,617	77.74%
Age 21 and over	49,849	70.95%
Age 65 and over	10,617	15.11%
2021 Est. Median Age		32.92
2021 Est. Average Age		37.24
<b>2021 Est. Population by Sex</b>	<b>70,259</b>	
Male	35,680	50.78%
Female	34,579	49.22%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>35,680</b>	
Age 0 - 4	2,261	6.34%
Age 5 - 9	2,214	6.21%
Age 10 - 14	2,205	6.18%
Age 15 - 17	1,354	3.80%
Age 18 - 20	2,461	6.90%
Age 21 - 24	3,714	10.41%
Age 25 - 34	5,170	14.49%
Age 35 - 44	4,101	11.49%
Age 45 - 54	3,424	9.60%
Age 55 - 64	3,853	10.80%
Age 65 - 74	2,842	7.97%
Age 75 - 84	1,523	4.27%
Age 85 and over	558	1.56%
2021 Est. Median Age, Male		31.44
2021 Est. Average Age, Male		36.40
<b>2021 Est. Female Population by Age</b>	<b>34,579</b>	
Age 0 - 4	2,159	6.24%
Age 5 - 9	2,094	6.06%
Age 10 - 14	2,042	5.91%
Age 15 - 17	1,312	3.79%
Age 18 - 20	2,307	6.67%
Age 21 - 24	2,921	8.45%
Age 25 - 34	4,631	13.39%
Age 35 - 44	3,895	11.26%
Age 45 - 54	3,490	10.09%
Age 55 - 64	4,032	11.66%
Age 65 - 74	3,066	8.87%
Age 75 - 84	1,729	5.00%
Age 85 and over	900	2.60%
2021 Est. Median Age, Female		34.55
2021 Est. Average Age, Female		38.07

# Retail Trade Area • Demographic Profile

Warrensburg, Missouri

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	19,146	33.42%
Males, Never Married	10,897	19.02%
Females, Never Married	8,249	14.40%
Married, Spouse present	27,862	48.64%
Married, Spouse absent	2,063	3.60%
Widowed	2,940	5.13%
Males Widowed	800	1.40%
Females Widowed	2,140	3.74%
Divorced	5,272	9.20%
Males Divorced	2,588	4.52%
Females Divorced	2,684	4.69%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,468	3.4%
Some High School, no diploma	2,421	5.6%
High School Graduate (or GED)	14,132	32.7%
Some College, no degree	9,847	22.8%
Associate Degree	3,974	9.2%
Bachelor's Degree	6,857	15.9%
Master's Degree	3,471	8.0%
Professional School Degree	475	1.1%
Doctorate Degree	570	1.3%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	368	22.24%
High School Graduate	419	25.32%
Some College or Associate's Degree	370	22.36%
Bachelor's Degree or Higher	498	30.09%
<b>Households</b>		
2026 Projection	26,923	
2021 Estimate	26,614	
2010 Census	25,975	
2000 Census	24,033	
Growth 2021 - 2026		1.16%
Growth 2010 - 2021		2.46%
Growth 2000 - 2010		8.08%
<b>2021 Est. Households by Household Type</b>	<b>26,614</b>	
Family Households	17,637	66.27%
Nonfamily Households	8,977	33.73%
2021 Est. Group Quarters Population	4,066	
2021 Households by Ethnicity, Hispanic/Latino	1,017	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>26,614</b>	
Income < \$15,000	2,359	8.86%
Income \$15,000 - \$24,999	2,580	9.69%
Income \$25,000 - \$34,999	2,323	8.73%
Income \$35,000 - \$49,999	3,982	14.96%
Income \$50,000 - \$74,999	5,280	19.84%
Income \$75,000 - \$99,999	3,827	14.38%
Income \$100,000 - \$124,999	2,644	9.94%
Income \$125,000 - \$149,999	1,666	6.26%
Income \$150,000 - \$199,999	1,266	4.76%
Income \$200,000 - \$249,999	428	1.61%
Income \$250,000 - \$499,999	208	0.78%
Income \$500,000+	51	0.19%
2021 Est. Average Household Income		\$72,092
2021 Est. Median Household Income		\$58,904
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$60,349
Black or African American Alone		\$43,602
American Indian and Alaska Native Alone		\$46,650
Asian Alone		\$34,243
Native Hawaiian and Other Pacific Islander Alone		\$30,009
Some Other Race Alone		\$69,697
Two or More Races		\$44,879
Hispanic or Latino		\$56,913
Not Hispanic or Latino		\$59,037
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>17,637</b>	
Married-Couple Family, own children	5,690	32.26%
Married-Couple Family, no own children	8,292	47.02%
Male Householder, own children	639	3.62%
Male Householder, no own children	493	2.80%
Female Householder, own children	1,581	8.96%
Female Householder, no own children	942	5.34%
<b>2021 Est. Households by Household Size</b>	<b>26,614</b>	
1-person	6,890	25.89%
2-person	9,563	35.93%
3-person	4,357	16.37%
4-person	3,368	12.66%
5-person	1,540	5.79%
6-person	594	2.23%
7-or-more-person	302	1.14%
2021 Est. Average Household Size		2.49

# Retail Trade Area • Demographic Profile

Warrensburg, Missouri

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>26,614</b>	
Households with 1 or More People under Age 18:	8,684	32.63%
Married-Couple Family	6,034	69.48%
Other Family, Male Householder	731	8.42%
Other Family, Female Householder	1,795	20.67%
Nonfamily, Male Householder	96	1.11%
Nonfamily, Female Householder	28	0.32%
<b>Households with No People under Age 18:</b>	<b>17,930</b>	<b>67.37%</b>
Married-Couple Family	7,950	44.34%
Other Family, Male Householder	396	2.21%
Other Family, Female Householder	729	4.07%
Nonfamily, Male Householder	4,573	25.51%
Nonfamily, Female Householder	4,282	23.88%
<b>2021 Est. Households by Number of Vehicles</b>	<b>26,614</b>	
No Vehicles	1,577	5.93%
1 Vehicle	6,805	25.57%
2 Vehicles	10,448	39.26%
3 Vehicles	5,183	19.48%
4 Vehicles	1,780	6.69%
5 or more Vehicles	821	3.09%
2021 Est. Average Number of Vehicles		2.07
<b>Family Households</b>		
2026 Projection	17,858	
2021 Estimate	17,637	
2010 Census	17,149	
2000 Census	16,415	
Growth 2021 - 2026		1.25%
Growth 2010 - 2021		2.85%
Growth 2000 - 2010		4.47%
<b>2021 Est. Families by Poverty Status</b>	<b>17,637</b>	
2021 Families at or Above Poverty	16,101	91.29%
2021 Families at or Above Poverty with Children	7,449	42.24%
2021 Families Below Poverty	1,536	8.71%
2021 Families Below Poverty with Children	1,123	6.37%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>56,409</b>	
Civilian Labor Force, Employed	31,863	56.49%
Civilian Labor Force, Unemployed	1,557	2.76%
Armed Forces	2,882	5.11%
Not in Labor Force	20,107	35.65%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>32,663</b>	
For-Profit Private Workers	19,957	61.10%
Non-Profit Private Workers	3,125	9.57%
Local Government Workers	1,956	5.99%
State Government Workers	2,427	7.43%
Federal Government Workers	1,885	5.77%
Self-Employed Workers	3,221	9.86%
Unpaid Family Workers	92	0.28%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>32,663</b>	
Architect/Engineer	432	1.32%
Arts/Entertainment/Sports	421	1.29%
Building Grounds Maintenance	1,391	4.26%
Business/Financial Operations	913	2.80%
Community/Social Services	790	2.42%
Computer/Mathematical	495	1.52%
Construction/Extraction	1,856	5.68%
Education/Training/Library	2,694	8.25%
Farming/Fishing/Forestry	321	0.98%
Food Prep/Serving	2,169	6.64%
Health Practitioner/Technician	1,581	4.84%
Healthcare Support	1,109	3.40%
Maintenance Repair	1,059	3.24%
Legal	125	0.38%
Life/Physical/Social Science	103	0.32%
Management	2,588	7.92%
Office/Admin. Support	3,734	11.43%
Production	2,654	8.13%
Protective Services	644	1.97%
Sales/Related	3,114	9.53%
Personal Care/Service	1,182	3.62%
Transportation/Moving	3,289	10.07%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>32,663</b>	
White Collar	16,990	52.02%
Blue Collar	8,858	27.12%
Service and Farm	6,816	20.87%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>33,934</b>	
Drove Alone	27,162	80.04%
Car Pooled	3,054	9.00%
Public Transportation	31	0.09%
Walked	1,394	4.11%
Bicycle	126	0.37%
Other Means	294	0.87%
Worked at Home	1,873	5.52%

# Retail Trade Area • Demographic Profile

Warrensburg, Missouri

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	14,760	
15 - 29 Minutes	8,553	
30 - 44 Minutes	4,203	
45 - 59 Minutes	1,935	
60 or more Minutes	2,653	
2021 Est. Avg Travel Time to Work in Minutes		24
2021 Est. Occupied Housing Units by Tenure	26,614	
Owner Occupied	16,981	63.81%
Renter Occupied	9,634	36.20%
2021 Owner Occ. HUs: Avg. Length of Residence		16.04
2021 Renter Occ. HUs: Avg. Length of Residence		6.38
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>26,614</b>	
Value Less than \$20,000	584	3.44%
Value \$20,000 - \$39,999	420	2.47%
Value \$40,000 - \$59,999	640	3.77%
Value \$60,000 - \$79,999	957	5.64%
Value \$80,000 - \$99,999	1,434	8.45%
Value \$100,000 - \$149,999	3,868	22.78%
Value \$150,000 - \$199,999	3,309	19.49%
Value \$200,000 - \$299,999	3,214	18.93%
Value \$300,000 - \$399,999	1,517	8.93%
Value \$400,000 - \$499,999	595	3.50%
Value \$500,000 - \$749,999	245	1.44%
Value \$750,000 - \$999,999	64	0.38%
Value \$1,000,000 or \$1,499,999	44	0.26%
Value \$1,500,000 or \$1,999,999	16	0.09%
Value \$2,000,000+	73	0.43%
2021 Est. Median All Owner-Occupied Housing Value		\$158,103
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	20,389	67.85%
1 Unit Attached	1,528	5.09%
2 Units	1,061	3.53%
3 or 4 Units	2,351	7.82%
5 to 19 Units	1,625	5.41%
20 to 49 Units	420	1.40%
50 or More Units	169	0.56%
Mobile Home or Trailer	2,499	8.32%
Boat, RV, Van, etc.	7	0.02%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	1,210	4.03%
Housing Units Built 2010 to 2014	1,240	4.13%
Housing Units Built 2000 to 2009	4,551	15.15%
Housing Units Built 1990 to 1999	4,750	15.81%
Housing Units Built 1980 to 1989	4,441	14.78%
Housing Units Built 1970 to 1979	4,864	16.19%
Housing Units Built 1960 to 1969	2,561	8.52%
Housing Units Built 1950 to 1959	2,341	7.79%
Housing Units Built 1940 to 1949	1,012	3.37%
Housing Unit Built 1939 or Earlier	3,078	10.24%
2021 Est. Median Year Structure Built		1983

# 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.

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