




Market Profile
Highway 92 & Highway 169, Smithville, MO
Drive Time: 5, 10, 15 Minutes

Latitude: 39.369263
Longitude: -94.583566

	5 minutes	10 minutes	15 minutes
 2000 Total Population	2,624	6,244	23,779
2000 Group Quarters	70	116	271
2010 Total Population	3,175	7,918	32,905
2015 Total Population	3,610	9,086	37,854
2010 - 2015 Annual Rate	2.6%	2.79%	2.84%
 2000 Households	1,012	2,329	8,620
2000 Average Household Size	2.52	2.63	2.73
2010 Households	1,252	3,020	12,152
2010 Average Household Size	2.48	2.58	2.68
2015 Households	1,433	3,486	14,057
2015 Average Household Size	2.47	2.57	2.67
2010 - 2015 Annual Rate	2.74%	2.91%	2.96%
2000 Families	725	1,756	6,625
2000 Average Family Size	3.02	3.06	3.13
2010 Families	845	2,180	8,944
2010 Average Family Size	3.07	3.07	3.14
2015 Families	946	2,472	10,177
2015 Average Family Size	3.1	3.09	3.16
2010 - 2015 Annual Rate	2.28%	2.55%	2.62%
 2000 Housing Units	1,104	2,498	9,103
Owner Occupied Housing Units	66.9%	73.6%	79.0%
Renter Occupied Housing Units	25.3%	20.0%	15.6%
Vacant Housing Units	7.7%	6.4%	5.5%
2010 Housing Units	1,363	3,253	13,024
Owner Occupied Housing Units	63.1%	70.6%	76.1%
Renter Occupied Housing Units	28.8%	22.2%	17.2%
Vacant Housing Units	8.1%	7.2%	6.7%
2015 Housing Units	1,556	3,742	14,996
Owner Occupied Housing Units	62.8%	70.7%	76.2%
Renter Occupied Housing Units	29.3%	22.5%	17.5%
Vacant Housing Units	7.9%	6.8%	6.3%
Median Household Income			
2000	\$48,497	\$54,245	\$59,652
2010	\$60,571	\$68,080	\$76,661
2015	\$69,601	\$77,419	\$83,106
Median Home Value			
2000	\$111,975	\$126,073	\$120,572
2010	\$140,895	\$159,488	\$158,030
2015	\$161,021	\$180,182	\$178,417
Per Capita Income			
2000	\$21,814	\$23,807	\$24,296
2010	\$27,426	\$29,395	\$31,921
2015	\$30,684	\$32,445	\$34,615
Median Age			
2000	35.4	35.8	34.3
2010	35.1	36.1	35.7
2015	34.2	35.0	35.5


Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Households by Income			
 Household Income Base	1,006	2,314	8,617
< \$15,000	11.0%	8.8%	5.3%
\$15,000 - \$24,999	9.5%	8.3%	6.8%
\$25,000 - \$34,999	13.3%	10.9%	10.1%
\$35,000 - \$49,999	17.9%	16.8%	16.7%
\$50,000 - \$74,999	24.6%	25.9%	28.4%
\$75,000 - \$99,999	14.6%	16.7%	19.0%
\$100,000 - \$149,999	6.9%	9.2%	10.5%
\$150,000 - \$199,999	1.2%	2.1%	2.1%
\$200,000+	1.0%	1.3%	1.1%
Average Household Income	\$56,488	\$63,808	\$66,567
2010 Households by Income			
Household Income Base	1,252	3,020	12,151
< \$15,000	7.6%	5.9%	3.5%
\$15,000 - \$24,999	6.6%	5.6%	3.8%
\$25,000 - \$34,999	7.4%	6.0%	4.5%
\$35,000 - \$49,999	16.6%	14.2%	13.4%
\$50,000 - \$74,999	24.2%	23.5%	22.7%
\$75,000 - \$99,999	18.1%	20.4%	22.1%
\$100,000 - \$149,999	16.1%	19.4%	23.0%
\$150,000 - \$199,999	1.9%	2.6%	4.0%
\$200,000+	1.5%	2.4%	3.1%
Average Household Income	\$69,910	\$77,777	\$85,727
2015 Households by Income			
Household Income Base	1,431	3,483	14,057
< \$15,000	5.7%	4.4%	2.7%
\$15,000 - \$24,999	5.1%	4.2%	2.9%
\$25,000 - \$34,999	5.2%	4.1%	3.1%
\$35,000 - \$49,999	12.8%	10.7%	10.3%
\$50,000 - \$74,999	25.0%	23.6%	22.3%
\$75,000 - \$99,999	19.9%	21.2%	21.5%
\$100,000 - \$149,999	22.1%	25.8%	29.2%
\$150,000 - \$199,999	2.4%	3.2%	4.7%
\$200,000+	1.7%	2.7%	3.4%
Average Household Income	\$77,887	\$85,422	\$92,423
2000 Owner Occupied HUs by Value			
Total	732	1,833	7,211
<\$50,000	4.6%	3.4%	5.8%
\$50,000 - 99,999	37.6%	28.0%	23.6%
\$100,000 - 149,999	29.8%	32.5%	43.1%
\$150,000 - 199,999	20.9%	22.3%	17.7%
\$200,000 - \$299,999	5.7%	11.3%	8.1%
\$300,000 - 499,999	1.0%	1.7%	1.1%
\$500,000 - 999,999	0.1%	0.5%	0.4%
\$1,000,000+	0.3%	0.2%	0.0%
Average Home Value	\$126,269	\$141,930	\$132,269
2000 Specified Renter Occupied HUs by Contract Rent			
Total	274	480	1,359
With Cash Rent	98.9%	96.0%	96.7%
No Cash Rent	1.1%	4.0%	3.3%
Median Rent	\$404	\$402	\$526
Average Rent	\$400	\$399	\$506


Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Population by Age			
 Total	2,628	6,245	23,777
Age 0 - 4	7.8%	7.7%	8.1%
Age 5 - 9	7.8%	7.6%	8.1%
Age 10 - 14	7.5%	7.7%	7.8%
Age 15 - 19	7.3%	7.3%	6.9%
Age 20 - 24	4.1%	4.0%	4.5%
Age 25 - 34	14.7%	14.2%	15.8%
Age 35 - 44	18.2%	18.7%	19.7%
Age 45 - 54	11.6%	13.1%	14.0%
Age 55 - 64	7.1%	7.7%	7.3%
Age 65 - 74	7.0%	6.5%	4.2%
Age 75 - 84	5.0%	4.1%	2.5%
Age 85+	1.8%	1.5%	1.0%
Age 18+	72.0%	72.2%	71.3%
2010 Population by Age			
Total	3,174	7,917	32,904
Age 0 - 4	8.5%	8.1%	8.1%
Age 5 - 9	8.0%	7.8%	7.8%
Age 10 - 14	7.2%	7.3%	7.5%
Age 15 - 19	6.1%	6.2%	6.5%
Age 20 - 24	5.1%	5.0%	4.8%
Age 25 - 34	14.9%	14.0%	14.3%
Age 35 - 44	14.7%	14.6%	15.9%
Age 45 - 54	14.7%	15.5%	15.5%
Age 55 - 64	9.0%	10.2%	10.5%
Age 65 - 74	5.3%	5.6%	5.2%
Age 75 - 84	4.4%	4.0%	2.8%
Age 85+	2.1%	1.7%	1.2%
Age 18+	72.2%	72.8%	72.5%
2015 Population by Age			
Total	3,612	9,089	37,853
Age 0 - 4	8.4%	8.1%	7.9%
Age 5 - 9	8.0%	7.8%	7.8%
Age 10 - 14	7.6%	7.6%	7.7%
Age 15 - 19	6.1%	6.2%	6.5%
Age 20 - 24	5.1%	4.9%	5.0%
Age 25 - 34	16.3%	15.3%	14.4%
Age 35 - 44	13.5%	13.4%	14.9%
Age 45 - 54	13.0%	13.7%	14.1%
Age 55 - 64	10.2%	11.0%	11.1%
Age 65 - 74	6.2%	6.7%	6.6%
Age 75 - 84	3.5%	3.4%	2.8%
Age 85+	2.0%	1.7%	1.2%
Age 18+	72.0%	72.5%	72.4%
2000 Population by Sex			
Males	47.6%	48.2%	49.4%
Females	52.4%	51.8%	50.6%
2010 Population by Sex			
Males	47.8%	48.3%	49.1%
Females	52.2%	51.7%	50.9%
2015 Population by Sex			
Males	48.0%	48.4%	48.9%
Females	52.0%	51.6%	51.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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

	5 minutes	10 minutes	15 minutes
2000 Population by Race/Ethnicity			
 Total	2,624	6,245	23,778
White Alone	97.3%	96.9%	94.6%
Black Alone	0.3%	0.3%	1.7%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	0.6%	0.6%	1.0%
Some Other Race Alone	0.7%	0.7%	0.9%
Two or More Races	0.8%	1.1%	1.5%
Hispanic Origin	1.8%	1.7%	2.9%
Diversity Index	8.6	9.2	15.6
2010 Population by Race/Ethnicity			
Total	3,176	7,918	32,905
White Alone	95.7%	95.2%	91.2%
Black Alone	0.6%	0.6%	3.1%
American Indian Alone	0.4%	0.4%	0.5%
Asian or Pacific Islander Alone	1.1%	1.0%	1.6%
Some Other Race Alone	1.0%	1.0%	1.4%
Two or More Races	1.2%	1.7%	2.2%
Hispanic Origin	3.1%	3.1%	5.0%
Diversity Index	13.9	14.8	24.6
2015 Population by Race/Ethnicity			
Total	3,610	9,087	37,853
White Alone	95.2%	94.6%	90.1%
Black Alone	0.7%	0.7%	3.5%
American Indian Alone	0.4%	0.5%	0.5%
Asian or Pacific Islander Alone	1.2%	1.2%	1.8%
Some Other Race Alone	1.2%	1.2%	1.6%
Two or More Races	1.4%	1.9%	2.5%
Hispanic Origin	3.8%	3.8%	6.0%
Diversity Index	16.0	17.0	27.8
2000 Population 3+ by School Enrollment			
 Total	2,505	5,953	22,589
Enrolled in Nursery/Preschool	1.9%	1.9%	2.6%
Enrolled in Kindergarten	1.5%	1.7%	2.1%
Enrolled in Grade 1-8	12.9%	13.0%	13.3%
Enrolled in Grade 9-12	6.5%	6.5%	6.3%
Enrolled in College	2.8%	3.2%	3.8%
Enrolled in Grad/Prof School	0.8%	0.8%	0.9%
Not Enrolled in School	73.7%	72.9%	71.0%
2010 Population 25+ by Educational Attainment			
Total	2,068	5,194	21,499
Less than 9th Grade	1.9%	1.8%	1.3%
9th - 12th Grade, No Diploma	6.6%	5.6%	4.5%
High School Graduate	35.9%	33.5%	29.0%
Some College, No Degree	25.2%	25.6%	26.2%
Associate Degree	9.2%	8.9%	9.9%
Bachelor's Degree	16.5%	18.3%	21.4%
Graduate/Professional Degree	4.7%	6.4%	7.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2010 Population 15+ by Marital Status			
 Total	2,425	6,080	25,216
Never Married	22.8%	21.6%	22.5%
Married	56.5%	61.3%	63.2%
Widowed	7.3%	5.7%	3.8%
Divorced	13.4%	11.4%	10.6%
2000 Population 16+ by Employment Status			
 Total	1,965	4,695	17,660
In Labor Force	68.5%	69.5%	75.6%
Civilian Employed	66.3%	67.6%	73.8%
Civilian Unemployed	2.2%	1.9%	1.7%
In Armed Forces	0.1%	0.0%	0.1%
Not in Labor Force	31.5%	30.5%	24.4%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	90.3%	91.6%	92.9%
Civilian Unemployed	9.7%	8.4%	7.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	92.4%	93.4%	94.5%
Civilian Unemployed	7.6%	6.6%	5.5%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,048	2,455	8,930
Own Children < 6 Only	9.3%	9.0%	9.0%
Employed/in Armed Forces	7.0%	6.8%	6.4%
Unemployed	0.1%	0.2%	0.1%
Not in Labor Force	2.2%	2.1%	2.5%
Own Children < 6 and 6-17 Only	6.4%	6.8%	7.8%
Employed/in Armed Forces	3.7%	3.9%	4.6%
Unemployed	0.3%	0.2%	0.3%
Not in Labor Force	2.4%	2.6%	3.0%
Own Children 6-17 Only	21.0%	21.2%	22.5%
Employed/in Armed Forces	16.3%	16.2%	18.7%
Unemployed	0.4%	0.2%	0.2%
Not in Labor Force	4.3%	4.7%	3.5%
No Own Children < 18	63.4%	63.0%	60.7%
Employed/in Armed Forces	32.3%	33.5%	37.7%
Unemployed	1.0%	1.1%	0.7%
Not in Labor Force	30.1%	28.4%	22.3%
2010 Employed Population 16+ by Industry			
 Total	1,289	3,384	15,358
Agriculture/Mining	0.9%	0.9%	0.7%
Construction	7.9%	7.1%	5.7%
Manufacturing	6.6%	7.4%	8.1%
Wholesale Trade	5.2%	4.8%	4.8%
Retail Trade	13.3%	12.7%	11.1%
Transportation/Utilities	7.3%	8.3%	9.5%
Information	2.4%	2.5%	2.4%
Finance/Insurance/Real Estate	8.5%	8.1%	8.5%
Services	43.6%	43.3%	42.0%
Public Administration	4.3%	4.7%	7.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation			
Total	1,291	3,382	15,358
White Collar	62.3%	63.2%	64.6%
Management/Business/Financial	13.8%	14.9%	16.6%
Professional	17.4%	18.4%	19.9%
Sales	12.5%	11.9%	11.0%
Administrative Support	18.7%	17.9%	17.2%
Services	15.8%	15.2%	16.0%
Blue Collar	21.9%	21.6%	19.3%
Farming/Forestry/Fishing	0.2%	0.1%	0.2%
Construction/Extraction	7.0%	6.2%	4.5%
Installation/Maintenance/Repair	4.3%	4.5%	4.6%
Production	4.4%	4.4%	4.5%
Transportation/Material Moving	6.0%	6.5%	5.6%
2000 Workers 16+ by Means of Transportation to Work			
 Total	1,285	3,134	12,943
Drove Alone - Car, Truck, or Van	84.7%	86.3%	87.3%
Carpooled - Car, Truck, or Van	10.7%	9.3%	8.3%
Public Transportation	0.1%	0.1%	0.3%
Walked	1.1%	0.8%	0.8%
Other Means	0.8%	0.7%	0.6%
Worked at Home	2.6%	2.7%	2.7%
2000 Workers 16+ by Travel Time to Work			
Total	1,287	3,136	12,944
Did Not Work at Home	97.4%	97.3%	97.3%
Less than 5 minutes	5.3%	4.1%	2.1%
5 to 9 minutes	11.8%	10.2%	6.9%
10 to 19 minutes	16.9%	17.6%	26.9%
20 to 24 minutes	19.2%	17.0%	18.6%
25 to 34 minutes	24.5%	26.3%	25.2%
35 to 44 minutes	8.7%	10.4%	8.2%
45 to 59 minutes	8.2%	8.7%	6.5%
60 to 89 minutes	1.9%	1.7%	1.5%
90 or more minutes	1.0%	1.2%	1.5%
Worked at Home	2.6%	2.7%	2.7%
Average Travel Time to Work (in min)	24.4	25.5	24.7
2000 Households by Vehicles Available			
Total	1,012	2,330	8,624
None	5.1%	4.1%	2.4%
1	31.8%	26.6%	25.0%
2	42.7%	44.5%	48.8%
3	15.2%	18.1%	17.4%
4	3.9%	5.2%	5.2%
5+	1.3%	1.6%	1.2%
Average Number of Vehicles Available	1.9	2.0	2.0

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2000 Households by Type			
 Total	1,012	2,329	8,621
Family Households	71.6%	75.4%	76.9%
Married-couple Family	59.3%	64.6%	66.5%
With Related Children	30.8%	33.2%	35.9%
Other Family (No Spouse)	12.4%	10.8%	10.4%
With Related Children	9.2%	7.9%	7.3%
Nonfamily Households	28.4%	24.6%	23.1%
Householder Living Alone	24.9%	21.0%	18.5%
Householder Not Living Alone	3.5%	3.6%	4.7%
Households with Related Children	40.0%	41.1%	43.2%
Households with Persons 65+	22.6%	20.4%	13.4%
2000 Households by Size			
Total	1,012	2,329	8,620
1 Person Household	24.9%	21.0%	18.5%
2 Person Household	32.4%	33.7%	33.8%
3 Person Household	17.1%	18.0%	18.7%
4 Person Household	16.4%	17.8%	19.3%
5 Person Household	6.6%	6.8%	7.1%
6 Person Household	2.2%	2.1%	1.9%
7+ Person Household	0.5%	0.6%	0.7%
2000 Households by Year Householder Moved In			
Total	1,011	2,330	8,627
Moved in 1999 to March 2000	21.8%	19.5%	19.3%
Moved in 1995 to 1998	34.9%	36.1%	36.5%
Moved in 1990 to 1994	18.4%	18.9%	19.9%
Moved in 1980 to 1989	11.1%	12.8%	15.0%
Moved in 1970 to 1979	6.1%	5.7%	5.6%
Moved in 1969 or Earlier	7.7%	6.9%	3.7%
Median Year Householder Moved In	1996	1996	1996
2000 Housing Units by Units in Structure			
 Total	1,096	2,488	9,126
1, Detached	69.7%	77.0%	78.8%
1, Attached	9.9%	7.5%	5.3%
2	4.3%	3.5%	1.3%
3 or 4	11.6%	8.6%	3.4%
5 to 9	1.7%	1.2%	2.2%
10 to 19	1.1%	0.8%	3.1%
20+	1.3%	1.0%	1.6%
Mobile Home	0.4%	0.3%	4.3%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	1,104	2,498	9,106
1999 to March 2000	10.7%	9.8%	7.5%
1995 to 1998	18.8%	22.0%	21.1%
1990 to 1994	11.0%	11.7%	13.3%
1980 to 1989	13.4%	14.7%	23.1%
1970 to 1979	11.3%	11.0%	16.8%
1969 or Earlier	34.9%	30.9%	18.2%
Median Year Structure Built	1983	1986	1986

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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Top 3 Tapestry Segments			
1.	Up and Coming Families	Up and Coming Families	Up and Coming Families
2.	Midlife Junction	Midlife Junction	Sophisticated Squires
3.	Sophisticated Squires	Sophisticated Squires	Milk and Cookies

 **2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$2,083,446	\$5,587,255	\$24,821,034
Average Spent	\$1,664.09	\$1,850.08	\$2,042.55
Spending Potential Index	70	77	85
Computers & Accessories: Total \$	\$284,140	\$760,264	\$3,357,086
Average Spent	\$226.95	\$251.74	\$276.26
Spending Potential Index	103	114	126
Education: Total \$	\$1,509,013	\$4,099,067	\$18,134,739
Average Spent	\$1,205.28	\$1,357.31	\$1,492.33
Spending Potential Index	99	111	122
Entertainment/Recreation: Total \$	\$4,164,685	\$11,181,035	\$49,445,997
Average Spent	\$3,326.43	\$3,702.33	\$4,068.96
Spending Potential Index	103	115	126
Food at Home: Total \$	\$5,445,361	\$14,532,983	\$64,103,555
Average Spent	\$4,349.33	\$4,812.25	\$5,275.14
Spending Potential Index	97	108	118
Food Away from Home: Total \$	\$4,043,221	\$10,817,214	\$47,995,216
Average Spent	\$3,229.41	\$3,581.86	\$3,949.57
Spending Potential Index	100	111	123
Health Care: Total \$	\$4,527,765	\$12,057,957	\$52,671,321
Average Spent	\$3,616.43	\$3,992.70	\$4,334.37
Spending Potential Index	97	107	116
HH Furnishings & Equipment: Total \$	\$2,326,961	\$6,253,194	\$27,729,820
Average Spent	\$1,858.60	\$2,070.59	\$2,281.91
Spending Potential Index	90	101	111
Investments: Total \$	\$2,011,656	\$5,434,595	\$23,575,311
Average Spent	\$1,606.75	\$1,799.53	\$1,940.04
Spending Potential Index	92	103	112
Retail Goods: Total \$	\$30,154,942	\$80,631,724	\$355,884,898
Average Spent	\$24,085.42	\$26,699.25	\$29,286.12
Spending Potential Index	97	107	118
Shelter: Total \$	\$19,993,732	\$53,839,212	\$240,682,231
Average Spent	\$15,969.43	\$17,827.55	\$19,805.98
Spending Potential Index	101	113	125
TV/Video/Audio: Total \$	\$1,541,805	\$4,110,802	\$18,161,177
Average Spent	\$1,231.47	\$1,361.19	\$1,494.50
Spending Potential Index	99	110	120
Travel: Total \$	\$2,397,784	\$6,506,362	\$29,013,731
Average Spent	\$1,915.16	\$2,154.42	\$2,387.57
Spending Potential Index	101	114	126
Vehicle Maintenance & Repairs: Total \$	\$1,184,683	\$3,168,149	\$14,003,246
Average Spent	\$946.23	\$1,049.06	\$1,152.34
Spending Potential Index	100	111	122

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.