



Date: 01/14/11

Current Geography Selection: (3 Selected) 1, 3, 5 mile radii: 201 E BROADWAY ST, EXCELSIOR SPRINGS, MO 64024

Lat: 39.342213 Long: -94.222337
 City: Excelsior Springs Pop: 10,769
 County: Clay County Pop: 221,100
 Zip: 64024 Pop: 15,886

Business Summary Report

2010 Business Summary

| | |
|-----------------------|-------|
| Total Employees | 5,222 |
| Total Establishments | 528 |
| Average Employee Size | 10 |

2010 Employees By Occupation

| | Count | % |
|--|-------|-------|
| <i>"White Collar" Employees</i> | 2,839 | 54.5% |
| Administrative Support Workers | 900 | 17.3% |
| Executive Managers & Administrators | 505 | 9.7% |
| Professional Specialty Occupations | 708 | 13.6% |
| Sales Professionals | 102 | 1.9% |
| Sales Workers & Clerks | 451 | 8.7% |
| Technical Sales & Administrative | 14 | 0.3% |
| Technologies & Technicians | 159 | 3.0% |
| <i>"Blue Collar" Employees</i> | 2,370 | 45.5% |
| Construction, Repair & Mining | 121 | 2.3% |
| Farming, Forestry & Fishing | 107 | 2.1% |
| Handlers, Helpers & Laborers | 198 | 3.8% |
| Machine Operators, Assemblers & Inspectors | 197 | 3.8% |
| Other Services Field Based | 52 | 1.0% |
| Other Services Site Based | 782 | 15.0% |
| Precision Craft & Repair | 619 | 11.9% |
| Private Household Service | 1 | 0.0% |
| Protective Services | 81 | 1.6% |
| Transportation & Materials Moving Workers | 212 | 4.1% |

2010 Establishments by Employee Size

| Employee Size | Count | % |
|-------------------|-------|-------|
| 1-4 Employees | 350 | 66.3% |
| 5-9 Employees | 84 | 15.8% |
| 10-19 Employees | 40 | 7.6% |
| 20-49 Employees | 35 | 6.7% |
| 50-99 Employees | 10 | 2.0% |
| 100-249 Employees | 4 | 0.8% |
| 250-499 Employees | 4 | 0.8% |
| 500-999 Employees | 1 | 0.1% |
| 1,000+ Employees | 0 | 0.0% |

2010 Major Industry

| Industry | Employees | % | Establishments | % | Avg Size |
|--|-----------|-------|----------------|-------|----------|
| Agricultural, Forestry, Fishing (SIC 01-09) | 44 | 0.8% | 12 | 2.3% | 2.0 |
| Construction (SIC 15-17) | 114 | 2.2% | 37 | 7.0% | 3.0 |
| Finance, Insurance & Real Estate (SIC 60-69) | 205 | 3.9% | 45 | 8.4% | 4.0 |
| Manufacturing (SIC 20-39) | 1,149 | 22.0% | 24 | 4.5% | 37.0 |
| Mining (SIC 10-14) | 5 | 0.1% | 1 | 0.1% | 0.0 |
| Public Administration (SIC 90-98) | 148 | 2.8% | 24 | 4.6% | 5.0 |
| Retail Trade (SIC 52-59) | 1,055 | 20.2% | 114 | 21.6% | 9.0 |
| Services (SIC 70-89) | 1,630 | 31.2% | 221 | 41.8% | 7.0 |
| Transportation & Communications (SIC 40-49) | 341 | 6.5% | 24 | 4.5% | 12.0 |
| Unclassified (SIC 99) | 13 | 0.2% | 6 | 1.2% | 1.0 |
| Wholesale Trade (SIC 50-51) | 519 | 9.9% | 21 | 4.0% | 13.0 |

2010 Retail Trade (SIC 52-59)

| Industry | Employees | % | Establishments | % | Avg Size |
|-----------------------------|-----------|-------|----------------|-------|----------|
| Auto Dealers & Gas Stations | 153 | 14.5% | 17 | 15.2% | 8.8 |

| | | | | | |
|--|------------------|----------|-----------------------|----------|-----------------|
| Bars | 2 | 0.2% | 1 | 0.9% | 2.0 |
| Building Materials Hardware & Garden | 65 | 6.1% | 11 | 9.4% | 6.0 |
| Catalog & Direct Sales | 28 | 2.7% | 1 | 0.9% | 28.0 |
| Clothing Stores | 12 | 1.1% | 4 | 3.5% | 3.0 |
| Convenience Stores | 31 | 2.9% | 5 | 4.4% | 6.1 |
| Drug Stores | 44 | 4.2% | 4 | 3.5% | 11.0 |
| Electronics & Computer Stores | 4 | 0.3% | 2 | 2.0% | 1.6 |
| Food Markets | 117 | 11.1% | 3 | 2.6% | 39.0 |
| Furniture Stores | 38 | 3.6% | 7 | 6.3% | 5.3 |
| General Merchandise Stores | 28 | 2.6% | 4 | 3.1% | 7.9 |
| Home Furnishings | 10 | 0.9% | 3 | 2.6% | 3.3 |
| Liquor Stores | 6 | 0.5% | 2 | 1.4% | 3.7 |
| Music Stores | 3 | 0.3% | 1 | 0.9% | 3.0 |
| Other Food Service | 39 | 3.7% | 2 | 1.8% | 19.5 |
| Other Food Stores | 10 | 1.0% | 3 | 2.9% | 3.0 |
| Restaurants | 420 | 39.9% | 24 | 21.2% | 17.5 |
| Specialty Stores | 46 | 4.3% | 20 | 17.4% | 2.3 |
| Total Retail Trade (SIC 52-59) | 1,055 | 100.0% | 114 | 100.0% | 9.3 |
| 2010 Services (SIC 70-89) | Employees | % | Establishments | % | Avg Size |
| Advertising | 25 | 1.5% | 3 | 1.4% | 8.3 |
| Auto Repair/Services | 60 | 3.7% | 22 | 10.0% | 2.7 |
| Beauty & Barber Shops | 71 | 4.4% | 21 | 9.5% | 3.4 |
| Child Care Services | 14 | 0.9% | 6 | 2.7% | 2.3 |
| Colleges & Universities | 0 | 0.0% | 0 | 0.0% | N/A |
| Computer Services | 2 | 0.1% | 2 | 0.7% | 1.0 |
| Dry Cleaning & Laundry | 9 | 0.6% | 4 | 2.0% | 2.2 |
| Entertainment & Recreation Services | 28 | 1.7% | 7 | 3.0% | 4.3 |
| Health & Medical Services | 128 | 7.8% | 29 | 13.1% | 4.4 |
| Hospitals | 370 | 22.7% | 4 | 1.8% | 92.5 |
| Hotels & Lodging | 10 | 0.6% | 4 | 1.9% | 2.5 |
| Legal Services | 16 | 1.0% | 8 | 3.6% | 2.0 |
| Membership Organizations | 136 | 8.4% | 42 | 19.0% | 3.3 |
| Miscellaneous Repair Services | 8 | 0.5% | 5 | 2.1% | 1.7 |
| Motion Pictures | 12 | 0.7% | 2 | 0.9% | 6.0 |
| Museums & Zoos | 53 | 3.3% | 1 | 0.6% | 37.3 |
| Other Business Services | 93 | 5.7% | 16 | 7.2% | 5.9 |
| Other Other Education & Library Services | 31 | 1.9% | 3 | 1.4% | 5.9 |
| Other Personal Service | 31 | 1.9% | 11 | 4.8% | 2.9 |
| Primary & Secondary Education | 408 | 25.0% | 11 | 4.8% | 38.7 |
| Professional Services | 39 | 2.4% | 11 | 5.0% | 3.5 |
| Social Services | 86 | 5.3% | 10 | 4.6% | 8.4 |
| Total Services (SIC 70-89) | 1,630 | 100.0% | 221 | 100.0% | 7.4 |

Executive Demographic Summary Report

Population

The current year population in this selected geography is 16,637. The 2000 Census revealed a population of 16,480, and in 1990 it was 15,591 representing a 5.7% change. It is estimated that the population in this area will be 16,769 in 2015, representing a change of 0.8% from 2010. The current population is 49.5% male and 50.5% female. In 2010, the median age of the population in this area was 39.0, compared to the US median age which was 37.1. The population density in your area is 211.8 people per square mile.

Households

There are currently 6,048 households in this selected geography. The Census revealed household counts of 6,141 in 2000, up from 5,643 in 1990, representing a change of 8.8%. It is estimated that the number of households in this area will be 5,944 in 2015, representing a change of -1.7% from the current year. For the current year, the average household size in this area is 2.750900 persons.

In 2010, the median number of years in residence in this geography's population is 3.6. The average household size in this geography was 2.6 people and the average family size was 3.2 people. The average number of vehicles per household in this geography was 2.0.

Income

In 2010, the median household income in this selected geography was \$53,649, compared to the US median which was \$51,517. The Census revealed median household incomes of \$42,280 in 2000 and \$27,465 in 1990 representing a change of 53.9%. It is estimated that the median household income in this area will be \$57,373 in 2015, which would represent a change of 6.9% from the current year.

In 2010, the per capita income in this area was \$23,637, compared to the US per capita, which was \$27,867. The 2010 average household income for this area was \$61,884, compared to the US average which was \$72,148.

Race & Ethnicity

In 2010, the racial makeup of this selected area was as follows: 92.4% White; 3.3% Black; 0.1% Native American; 0.8% Asian/Pacific Islander; and 0.8% Other. Compare these to the US racial makeup which was: 73.5% White, 12.4% Black, 0.8% Native American, 4.6% Asian/Pacific Islander and 5.7% Other.

People of Hispanic ethnicity are counted independently of race. People of Hispanic origin make up 2.3% of the current year population in this selected area. Compare this to the US makeup of 15.5%. Changes in the population within each race and ethnicity category from the 1990 Census to the 2000 Census are as follows: -24.2% American Indian, Eskimo, Aleut Population; 8.8% Asian, Pacific Islander; 16.9% Black; 91.2% Hispanic Ethnicity; 21.8% Other; White 3.8%.

Housing

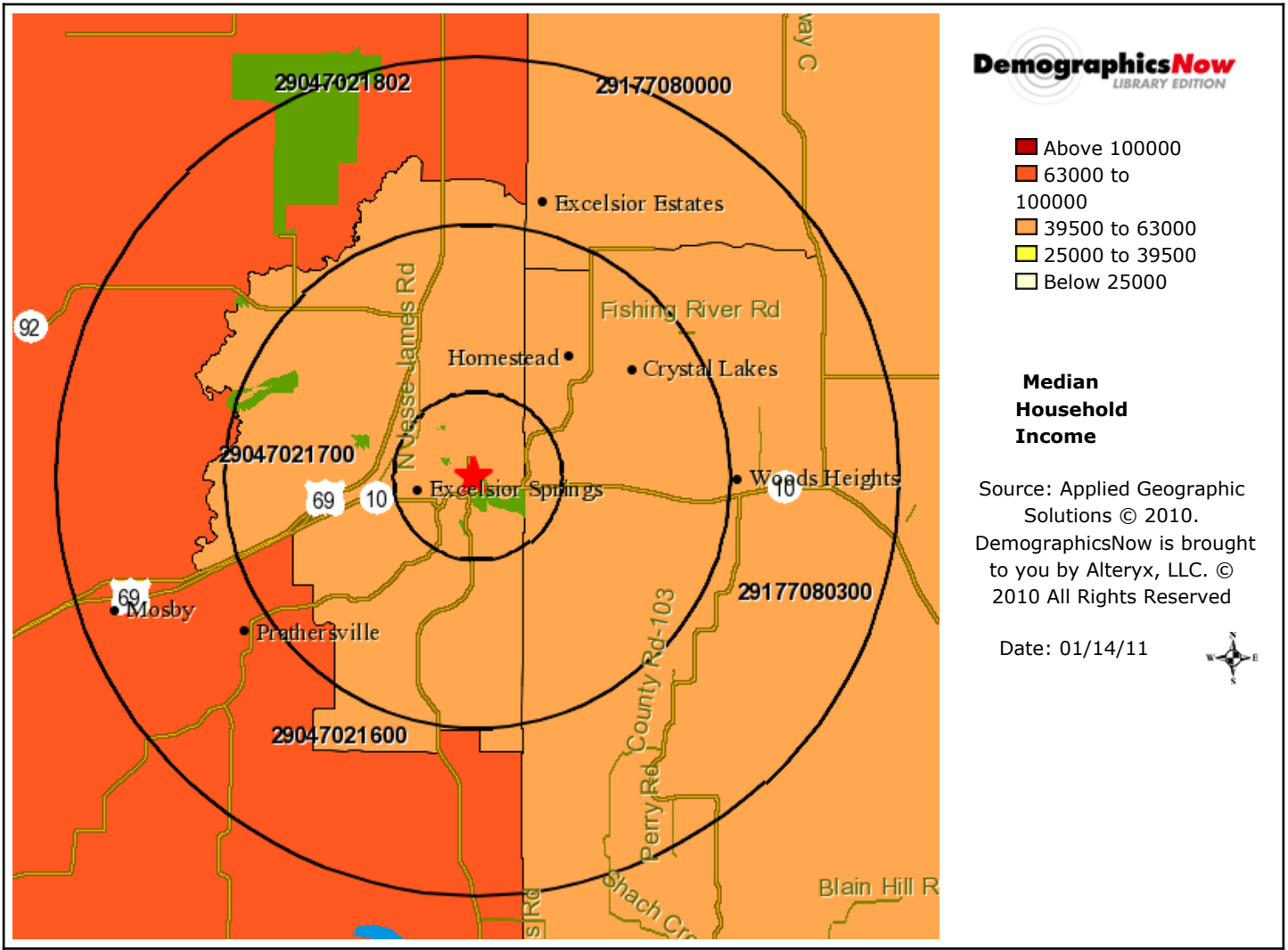
The median housing value in this area was \$54,605 in 1990, compare this to the US median of \$78,382 for the same year. The 2000 Census median housing value was \$87,719, which is a 60.6% change from 1990. In 1990, there were 4,057 owner occupied housing units in this area vs. 4,597 in 2000. Also in 1990, there were 1,589 renter occupied housing units in this area vs. 1,544 in 2000. The average rent in 1990 was \$256 vs. \$377 in 2000.

Employment

In 2010, there were 8,704 people over the age of 16 in the labor force in your geography. Of these 90.8% were employed, 8.9% were unemployed, 33.8% were not in the labor force and 0.3% were in the Armed Forces. In 1990, unemployment in this area was 5.8% and in 2000 it was 4.4%.

In 2010, there were 5,222 employees in this selected area (daytime population) and there were 528 establishments. For this area in 1990, 50.2% of employees were employed in white-collar occupations and 49.8% were employed in blue-collar occupations. In 2000, white collar workers made up 48.6% of the population, and those employed in blue collar occupations made up 51.4%. In 1990, the average time traveled to work was 15 minutes and in 2000 it was 26 minutes.

Median Household Income



- Above 100000
- 63000 to 100000
- 39500 to 63000
- 25000 to 39500
- Below 25000

Median Household Income

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Current year data is for the year **2010**, 5 year projected data is for the year **2015**. More About Our Data.
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