



Date: 01/14/11

Current Geography Selection: (3 Selected) 1, 3, 5 mile radii: I-35 S & MO-152, LIBERTY, MO 64068

Lat: 39.244560 Long: -94.456120  
 City: Liberty Pop: 29,134  
 County: Clay County Pop: 221,100  
 Zip: 64068 Pop: 37,473

## Business Summary Report

### 2010 Business Summary

Total Employees	31,226
Total Establishments	1,891
Average Employee Size	17

### 2010 Employees By Occupation

	Count	%
<i>"White Collar" Employees</i>	17,221	55.3%
Administrative Support Workers	5,184	16.6%
Executive Managers & Administrators	3,041	9.8%
Professional Specialty Occupations	4,529	14.5%
Sales Professionals	653	2.1%
Sales Workers & Clerks	2,776	8.9%
Technical Sales & Administrative	13	0.0%
Technologies & Technicians	1,024	3.3%
<i>"Blue Collar" Employees</i>	13,924	44.7%
Construction, Repair & Mining	1,016	3.3%
Farming, Forestry & Fishing	662	2.1%
Handlers, Helpers & Laborers	1,034	3.3%
Machine Operators, Assemblers & Inspectors	1,198	3.8%
Other Services Field Based	406	1.3%
Other Services Site Based	4,487	14.4%
Precision Craft & Repair	3,562	11.4%
Private Household Service	0	0.0%
Protective Services	531	1.7%
Transportation & Materials Moving Workers	1,029	3.3%

### 2010 Establishments by Employee Size

Employee Size	Count	%
1-4 Employees	1,068	56.5%
5-9 Employees	359	19.0%
10-19 Employees	221	11.7%
20-49 Employees	129	6.8%
50-99 Employees	67	3.5%
100-249 Employees	38	2.0%
250-499 Employees	4	0.2%
500-999 Employees	2	0.1%
1,000+ Employees	3	0.2%

### 2010 Major Industry

Industry	Employees	%	Establishments	%	Avg Size
Agricultural, Forestry, Fishing (SIC 01-09)	178	0.6%	34	1.8%	3.0
Construction (SIC 15-17)	1,429	4.6%	139	7.3%	10.0
Finance, Insurance & Real Estate (SIC 60-69)	1,545	4.9%	220	11.6%	7.0
Manufacturing (SIC 20-39)	5,560	17.8%	36	1.9%	114.0
Mining (SIC 10-14)	9	0.0%	1	0.1%	0.0
Public Administration (SIC 90-98)	2,236	7.2%	96	5.1%	10.0
Retail Trade (SIC 52-59)	6,775	21.7%	342	18.1%	23.0
Services (SIC 70-89)	10,851	34.8%	875	46.3%	12.0
Transportation & Communications (SIC 40-49)	455	1.5%	58	3.1%	5.0
Unclassified (SIC 99)	80	0.3%	25	1.3%	2.0
Wholesale Trade (SIC 50-51)	2,107	6.7%	65	3.4%	15.0

### 2010 Retail Trade (SIC 52-59)

Industry	Employees	%	Establishments	%	Avg Size
Auto Dealers & Gas Stations	332	4.9%	35	10.2%	9.5

Bars	17	0.2%	3	0.8%	5.9
Building Materials Hardware & Garden	638	9.4%	30	8.8%	21.2
Catalog & Direct Sales	346	5.1%	6	1.8%	56.9
Clothing Stores	109	1.6%	18	5.3%	6.1
Convenience Stores	111	1.6%	10	3.0%	10.8
Drug Stores	273	4.0%	8	2.2%	36.0
Electronics & Computer Stores	164	2.4%	10	2.9%	16.8
Food Markets	617	9.1%	7	2.0%	88.8
Furniture Stores	65	1.0%	7	2.1%	8.9
General Merchandise Stores	1,309	19.3%	15	4.3%	89.9
Home Furnishings	40	0.6%	12	3.5%	3.4
Liquor Stores	23	0.3%	4	1.2%	5.8
Music Stores	23	0.3%	2	0.7%	9.6
Other Food Service	257	3.8%	21	6.3%	12.0
Other Food Stores	48	0.7%	10	2.9%	4.8
Restaurants	2,000	29.5%	72	21.0%	27.9
Specialty Stores	405	6.0%	72	21.1%	5.6
Total Retail Trade (SIC 52-59)	6,775	100.0%	342	100.0%	19.8
<b>2010 Services (SIC 70-89)</b>	<b>Employees</b>	<b>%</b>	<b>Establishments</b>	<b>%</b>	<b>Avg Size</b>
Advertising	34	0.3%	8	0.9%	4.5
Auto Repair/Services	570	5.3%	58	6.6%	9.8
Beauty & Barber Shops	250	2.3%	51	5.8%	4.9
Child Care Services	268	2.5%	22	2.5%	12.0
Colleges & Universities	275	2.5%	4	0.5%	67.3
Computer Services	48	0.4%	21	2.3%	2.3
Dry Cleaning & Laundry	68	0.6%	15	1.7%	4.7
Entertainment & Recreation Services	1,087	10.0%	50	5.7%	21.9
Health & Medical Services	1,397	12.9%	168	19.2%	8.3
Hospitals	2,263	20.9%	32	3.6%	71.4
Hotels & Lodging	162	1.5%	14	1.6%	11.2
Legal Services	268	2.5%	72	8.2%	3.7
Membership Organizations	357	3.3%	80	9.2%	4.5
Miscellaneous Repair Services	28	0.3%	14	1.6%	2.0
Motion Pictures	77	0.7%	8	1.0%	9.2
Museums & Zoos	20	0.2%	4	0.5%	5.0
Other Business Services	456	4.2%	68	7.8%	6.7
Other Other Education & Library Services	258	2.4%	13	1.5%	6.7
Other Personal Service	228	2.1%	46	5.3%	4.9
Primary & Secondary Education	1,629	15.0%	27	3.1%	60.9
Professional Services	397	3.7%	54	6.2%	7.3
Social Services	712	6.6%	46	5.3%	15.4
Total Services (SIC 70-89)	10,851	100.0%	875	100.0%	12.4

## Executive Demographic Summary Report

### Population

The current year population in this selected geography is 73,225. The 2000 Census revealed a population of 53,109, and in 1990 it was 41,091 representing a 29.2% change. It is estimated that the population in this area will be 84,857 in 2015, representing a change of 15.9% from 2010. The current population is 48.9% male and 51.1% female. In 2010, the median age of the population in this area was 35.0, compared to the US median age which was 37.1. The population density in your area is 932.3 people per square mile.

### Households

There are currently 25,208 households in this selected geography. The Census revealed household counts of 19,708 in 2000, up from 14,712 in 1990, representing a change of 34.0%. It is estimated that the number of households in this area will be 27,631 in 2015, representing a change of 9.6% from the current year. For the current year, the average household size in this area is 2.904800 persons.

In 2010, the median number of years in residence in this geography's population is 3.0. The average household size in this geography was 2.8 people and the average family size was 3.4 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 \$65,002, compared to the US median which was \$51,517. The Census revealed median household incomes of \$53,214 in 2000 and \$36,479 in 1990 representing a change of 45.9%. It is estimated that the median household income in this area will be \$70,036 in 2015, which would represent a change of 7.7% from the current year.

In 2010, the per capita income in this area was \$26,832, compared to the \$US per capita, which was \$27,867. The 2010 average household income for this area was \$77,797, compared to the US average which was \$72,148.

### Race & Ethnicity

In 2010, the racial makeup of this selected area was as follows: 90.7% White; 3.4% Black; 0.0% Native American; 1.7% Asian/Pacific Islander; and 1.6% 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 4.2% 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: 10.4% American Indian, Eskimo, Aleut Population; 150.8% Asian, Pacific Islander; 55.2% Black; 108.6% Hispanic Ethnicity; 122.9% Other; White 25.6%.

### Housing

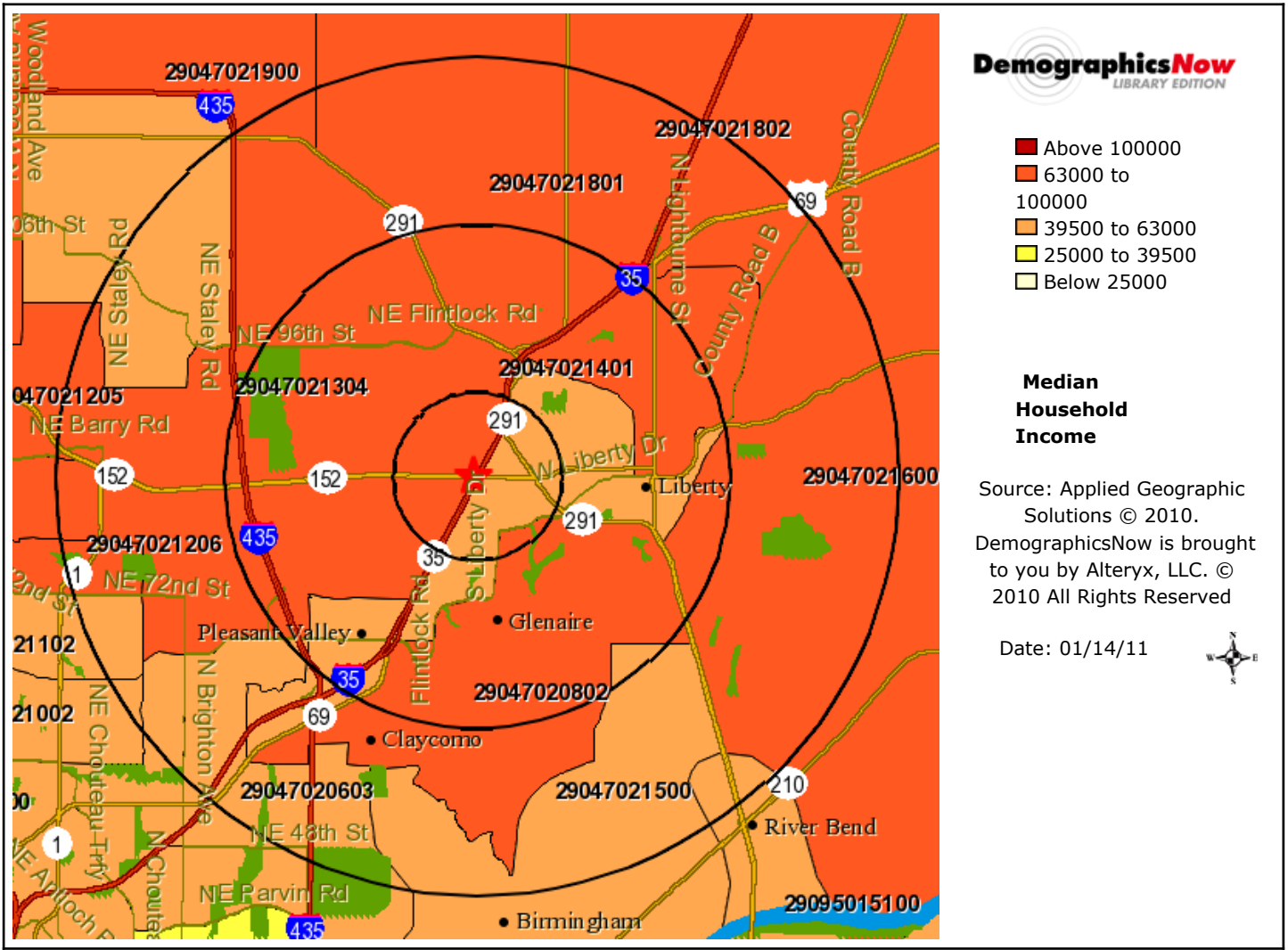
The median housing value in this area was \$67,682 in 1990, compare this to the US median of \$78,382 for the same year. The 2000 Census median housing value was \$108,831, which is a 60.8% change from 1990. In 1990, there were 10,669 owner occupied housing units in this area vs. 15,266 in 2000. Also in 1990, there were 4,042 renter occupied housing units in this area vs. 4,442 in 2000. The average rent in 1990 was \$360 vs. \$508 in 2000.

### Employment

In 2010, there were 40,760 people over the age of 16 in the labor force in your geography. Of these 92.2% were employed, 7.8% were unemployed, 26.1% were not in the labor force and 0.0% were in the Armed Forces. In 1990, unemployment in this area was 4.2% and in 2000 it was 3.5%.

In 2010, there were 31,226 employees in this selected area (daytime population) and there were 1,891 establishments. For this area in 1990, 59.5% of employees were employed in white-collar occupations and 40.5% were employed in blue-collar occupations. In 2000, white collar workers made up 64.5% of the population, and those employed in blue collar occupations made up 35.5%. In 1990, the average time traveled to work was 14 minutes and in 2000 it was 21 minutes.

Median Household Income



Current year data is for the year **2010**, 5 year projected data is for the year **2015**. More About Our Data.  
Demographic data © 2010 by Experian/Applied Geographic Solutions.

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