



# Market Profile

Harrisonville Marketplace  
 662 S Commercial St Harrisonville MO 64701  
 Drive Times: 10, 20, 40 drive time minute radii

Latitude: 38.6512  
 Longitude: -94.3580

	10 drive time minute	20 drive time minute	40 drive time minute
<b>Population Summary</b>			
2000 Total Population	12,485	57,093	777,110
2010 Total Population	13,508	70,150	830,984
2019 Total Population	13,957	75,281	894,379
2019 Group Quarters	437	826	11,858
2024 Total Population	14,276	78,519	930,498
2019-2024 Annual Rate	0.45%	0.85%	0.79%
2019 Total Daytime Population	14,930	63,292	983,377
Workers	7,353	23,601	537,416
Residents	7,577	39,691	445,961
<b>Household Summary</b>			
2000 Households	4,697	21,249	310,796
2000 Average Household Size	2.58	2.65	2.46
2010 Households	5,139	26,527	335,457
2010 Average Household Size	2.54	2.61	2.44
2019 Households	5,333	28,648	360,235
2019 Average Household Size	2.54	2.60	2.45
2024 Households	5,468	29,940	374,377
2024 Average Household Size	2.53	2.59	2.45
2019-2024 Annual Rate	0.50%	0.89%	0.77%
2010 Families	3,580	19,254	214,923
2010 Average Family Size	3.04	3.06	3.04
2019 Families	3,671	20,577	228,859
2019 Average Family Size	3.03	3.05	3.05
2024 Families	3,747	21,417	237,233
2024 Average Family Size	3.03	3.04	3.06
2019-2024 Annual Rate	0.41%	0.80%	0.72%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,937	22,484	333,685
Owner Occupied Housing Units	69.7%	74.0%	63.5%
Renter Occupied Housing Units	25.5%	20.5%	29.6%
Vacant Housing Units	4.9%	5.5%	6.9%
2010 Housing Units	5,505	28,753	373,590
Owner Occupied Housing Units	64.3%	68.6%	59.9%
Renter Occupied Housing Units	29.0%	23.7%	29.9%
Vacant Housing Units	6.6%	7.7%	10.2%
2019 Housing Units	5,694	30,846	399,813
Owner Occupied Housing Units	56.2%	62.0%	56.4%
Renter Occupied Housing Units	37.5%	30.9%	33.7%
Vacant Housing Units	6.3%	7.1%	9.9%
2024 Housing Units	5,850	32,335	415,105
Owner Occupied Housing Units	56.8%	62.5%	56.9%
Renter Occupied Housing Units	36.6%	30.1%	33.3%
Vacant Housing Units	6.5%	7.4%	9.8%
<b>Median Household Income</b>			
2019	\$53,984	\$62,181	\$64,462
2024	\$63,981	\$70,746	\$74,569
<b>Median Home Value</b>			
2019	\$174,199	\$180,258	\$204,540
2024	\$213,580	\$210,120	\$239,317
<b>Per Capita Income</b>			
2019	\$27,551	\$29,915	\$37,358
2024	\$32,589	\$34,246	\$42,203
<b>Median Age</b>			
2010	38.4	37.4	37.8
2019	39.8	39.0	39.2
2024	40.4	39.4	39.9

**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 the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	5,333	28,648	360,227
<\$15,000	9.2%	6.2%	8.5%
\$15,000 - \$24,999	10.5%	9.0%	8.2%
\$25,000 - \$34,999	11.6%	9.0%	8.8%
\$35,000 - \$49,999	14.2%	13.2%	12.7%
\$50,000 - \$74,999	19.9%	21.4%	17.7%
\$75,000 - \$99,999	10.7%	14.6%	12.7%
\$100,000 - \$149,999	13.4%	15.7%	16.1%
\$150,000 - \$199,999	8.1%	7.8%	7.0%
\$200,000+	2.4%	3.0%	8.2%
Average Household Income	\$72,089	\$79,214	\$92,716
<b>2024 Households by Income</b>			
Household Income Base	5,468	29,940	374,369
<\$15,000	6.4%	4.6%	6.6%
\$15,000 - \$24,999	8.6%	7.6%	7.1%
\$25,000 - \$34,999	9.5%	7.5%	7.6%
\$35,000 - \$49,999	12.6%	12.1%	11.8%
\$50,000 - \$74,999	19.7%	20.9%	17.2%
\$75,000 - \$99,999	11.9%	15.3%	13.2%
\$100,000 - \$149,999	17.2%	18.3%	18.4%
\$150,000 - \$199,999	11.4%	10.2%	9.0%
\$200,000+	2.7%	3.7%	9.2%
Average Household Income	\$85,088	\$90,508	\$104,857
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	3,199	19,116	225,378
<\$50,000	5.4%	6.3%	6.2%
\$50,000 - \$99,999	10.9%	8.5%	12.2%
\$100,000 - \$149,999	23.3%	22.1%	14.9%
\$150,000 - \$199,999	21.5%	21.7%	15.6%
\$200,000 - \$249,999	11.8%	14.6%	11.4%
\$250,000 - \$299,999	8.7%	9.9%	10.2%
\$300,000 - \$399,999	13.2%	10.7%	13.8%
\$400,000 - \$499,999	4.4%	3.5%	6.8%
\$500,000 - \$749,999	0.6%	1.5%	5.6%
\$750,000 - \$999,999	0.0%	0.7%	1.7%
\$1,000,000 - \$1,499,999	0.3%	0.4%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.2%	0.4%
Average Home Value	\$199,891	\$210,847	\$264,247
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	3,323	20,204	236,006
<\$50,000	3.1%	4.5%	5.1%
\$50,000 - \$99,999	6.4%	5.5%	9.4%
\$100,000 - \$149,999	18.0%	17.4%	12.4%
\$150,000 - \$199,999	19.2%	19.6%	14.5%
\$200,000 - \$249,999	12.2%	15.3%	11.1%
\$250,000 - \$299,999	10.8%	12.2%	10.7%
\$300,000 - \$399,999	20.9%	15.5%	16.1%
\$400,000 - \$499,999	7.6%	5.4%	9.1%
\$500,000 - \$749,999	1.2%	2.5%	7.6%
\$750,000 - \$999,999	0.0%	1.4%	2.1%
\$1,000,000 - \$1,499,999	0.6%	0.5%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.4%
\$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$241,020	\$248,677	\$298,831

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	13,510	70,150	830,985
0 - 4	6.3%	6.9%	6.7%
5 - 9	7.0%	7.4%	6.9%
10 - 14	7.9%	7.8%	7.0%
15 - 24	12.6%	12.4%	12.6%
25 - 34	12.0%	12.5%	13.3%
35 - 44	13.0%	13.3%	13.0%
45 - 54	14.7%	15.2%	15.3%
55 - 64	11.2%	11.1%	12.0%
65 - 74	7.7%	7.3%	6.8%
75 - 84	5.6%	4.5%	4.4%
85 +	2.2%	1.7%	1.9%
18 +	74.2%	73.4%	75.1%
<b>2019 Population by Age</b>			
Total	13,958	75,281	894,378
0 - 4	6.0%	6.4%	6.1%
5 - 9	6.0%	6.5%	6.3%
10 - 14	6.5%	6.8%	6.6%
15 - 24	12.8%	12.3%	12.1%
25 - 34	12.6%	12.9%	13.4%
35 - 44	11.9%	12.6%	12.7%
45 - 54	13.0%	12.9%	12.7%
55 - 64	13.2%	13.4%	13.6%
65 - 74	9.7%	9.4%	9.6%
75 - 84	5.6%	5.0%	4.8%
85 +	2.6%	2.0%	2.2%
18 +	77.3%	76.3%	77.2%
<b>2024 Population by Age</b>			
Total	14,277	78,519	930,500
0 - 4	6.1%	6.4%	6.1%
5 - 9	5.9%	6.4%	6.2%
10 - 14	6.0%	6.6%	6.4%
15 - 24	12.6%	11.9%	11.7%
25 - 34	13.2%	13.2%	13.3%
35 - 44	11.7%	12.6%	13.0%
45 - 54	11.8%	12.0%	12.0%
55 - 64	12.9%	12.6%	12.6%
65 - 74	10.5%	10.4%	10.7%
75 - 84	6.5%	5.8%	5.8%
85 +	2.6%	2.1%	2.2%
18 +	78.0%	76.6%	77.7%
<b>2010 Population by Sex</b>			
Males	6,505	34,118	400,439
Females	7,003	36,032	430,545
<b>2019 Population by Sex</b>			
Males	6,756	36,720	432,082
Females	7,201	38,561	462,298
<b>2024 Population by Sex</b>			
Males	6,936	38,365	450,264
Females	7,340	40,153	480,234

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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 Drive Times: 10, 20, 40 drive time minute radii

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<b>2010 Population by Race/Ethnicity</b>			
Total	13,508	70,150	830,985
White Alone	95.3%	90.8%	73.0%
Black Alone	1.1%	4.2%	19.1%
American Indian Alone	0.7%	0.6%	0.4%
Asian Alone	0.6%	0.6%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.7%	1.6%	2.4%
Two or More Races	1.6%	2.1%	2.6%
Hispanic Origin	2.4%	4.2%	5.9%
Diversity Index	13.3	24.1	49.3
<b>2019 Population by Race/Ethnicity</b>			
Total	13,956	75,281	894,379
White Alone	94.0%	88.8%	71.7%
Black Alone	1.2%	4.7%	18.7%
American Indian Alone	0.8%	0.7%	0.4%
Asian Alone	0.8%	0.8%	3.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	1.9%	2.7%
Two or More Races	2.3%	2.9%	3.2%
Hispanic Origin	2.8%	5.0%	6.7%
Diversity Index	16.4	28.4	51.9
<b>2024 Population by Race/Ethnicity</b>			
Total	14,276	78,520	930,499
White Alone	93.1%	87.5%	70.7%
Black Alone	1.2%	5.0%	18.6%
American Indian Alone	0.8%	0.8%	0.4%
Asian Alone	0.9%	1.0%	3.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.0%	2.1%	3.0%
Two or More Races	2.7%	3.5%	3.6%
Hispanic Origin	3.1%	5.5%	7.5%
Diversity Index	18.5	31.1	53.9
<b>2010 Population by Relationship and Household Type</b>			
Total	13,508	70,150	830,984
In Households	96.8%	98.8%	98.6%
In Family Households	82.9%	86.4%	80.8%
Householder	26.5%	27.3%	25.8%
Spouse	19.8%	21.1%	18.8%
Child	31.8%	32.8%	31.1%
Other relative	2.5%	2.7%	3.0%
Nonrelative	2.3%	2.4%	2.1%
In Nonfamily Households	13.9%	12.4%	17.8%
In Group Quarters	3.2%	1.2%	1.4%
Institutionalized Population	2.9%	1.1%	0.9%
Noninstitutionalized Population	0.3%	0.1%	0.6%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	9,592	51,201	615,993
Less than 9th Grade	1.7%	2.1%	1.9%
9th - 12th Grade, No Diploma	6.6%	6.1%	4.9%
High School Graduate	37.4%	30.6%	20.4%
GED/Alternative Credential	4.1%	4.4%	2.9%
Some College, No Degree	20.3%	23.1%	21.1%
Associate Degree	9.5%	8.7%	7.3%
Bachelor's Degree	15.2%	16.0%	25.1%
Graduate/Professional Degree	5.0%	9.1%	16.3%
<b>2019 Population 15+ by Marital Status</b>			
Total	11,375	60,458	724,267
Never Married	25.0%	23.2%	31.8%
Married	52.3%	57.0%	50.0%
Widowed	7.9%	6.0%	5.6%
Divorced	14.8%	13.8%	12.5%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.6%	96.5%	96.1%
Civilian Unemployed (Unemployment Rate)	5.4%	3.5%	3.9%
<b>2019 Employed Population 16+ by Industry</b>			
Total	6,401	35,979	455,340
Agriculture/Mining	3.0%	1.5%	0.6%
Construction	8.5%	10.5%	6.2%
Manufacturing	12.2%	11.5%	8.3%
Wholesale Trade	1.9%	3.3%	2.8%
Retail Trade	12.4%	10.3%	10.6%
Transportation/Utilities	5.5%	5.8%	5.4%
Information	0.7%	1.5%	2.6%
Finance/Insurance/Real Estate	6.7%	7.5%	9.7%
Services	44.6%	43.2%	49.5%
Public Administration	4.4%	4.8%	4.3%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	6,401	35,982	455,340
White Collar	53.4%	57.8%	68.1%
Management/Business/Financial	10.9%	14.5%	17.6%
Professional	17.2%	20.1%	25.6%
Sales	9.8%	9.0%	11.0%
Administrative Support	15.5%	14.2%	14.0%
Services	20.5%	16.2%	15.2%
Blue Collar	26.2%	26.0%	16.7%
Farming/Forestry/Fishing	1.1%	0.6%	0.3%
Construction/Extraction	5.9%	6.8%	3.8%
Installation/Maintenance/Repair	5.0%	4.6%	2.5%
Production	8.8%	7.7%	4.7%
Transportation/Material Moving	5.5%	6.3%	5.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	13,508	70,150	830,984
Population Inside Urbanized Area	0.2%	49.0%	86.9%
Population Inside Urbanized Cluster	68.5%	18.4%	3.4%
Rural Population	31.3%	32.6%	9.7%

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<b>2010 Households by Type</b>			
Total	5,140	26,528	335,457
Households with 1 Person	25.6%	22.9%	29.5%
Households with 2+ People	74.4%	77.1%	70.5%
Family Households	69.6%	72.6%	64.1%
Husband-wife Families	52.2%	56.1%	46.6%
With Related Children	22.8%	25.2%	20.4%
Other Family (No Spouse Present)	17.5%	16.5%	17.5%
Other Family with Male Householder	5.0%	4.8%	4.3%
With Related Children	3.3%	3.2%	2.5%
Other Family with Female Householder	12.5%	11.6%	13.2%
With Related Children	8.6%	8.2%	8.8%
Nonfamily Households	4.7%	4.5%	6.4%
All Households with Children	35.3%	37.1%	32.2%
Multigenerational Households	3.2%	3.4%	3.2%
Unmarried Partner Households	6.4%	6.4%	6.1%
Male-female	5.9%	5.9%	5.4%
Same-sex	0.5%	0.5%	0.8%
<b>2010 Households by Size</b>			
Total	5,140	26,529	335,458
1 Person Household	25.6%	22.9%	29.5%
2 Person Household	34.2%	34.4%	33.3%
3 Person Household	16.1%	17.0%	15.3%
4 Person Household	13.6%	14.5%	12.6%
5 Person Household	7.0%	7.0%	5.9%
6 Person Household	2.2%	2.7%	2.2%
7 + Person Household	1.2%	1.3%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,139	26,527	335,457
Owner Occupied	68.9%	74.3%	66.7%
Owned with a Mortgage/Loan	48.9%	55.1%	49.5%
Owned Free and Clear	20.0%	19.2%	17.2%
Renter Occupied	31.1%	25.7%	33.3%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,505	28,753	373,590
Housing Units Inside Urbanized Area	0.2%	49.0%	88.0%
Housing Units Inside Urbanized Cluster	68.8%	18.6%	3.2%
Rural Housing Units	30.9%	32.4%	8.9%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Salt of the Earth (6B)	Green Acres (6A)	Rustbelt Traditions (5D)
2.	Bright Young Professionals (8C)	Middleburg (4C)	Professional Pride (1B)
3.	Rustbelt Traditions (5D)	Salt of the Earth (6B)	Modest Income Homes (12D)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$9,288,710	\$55,042,284	\$820,821,858
Average Spent	\$1,741.74	\$1,921.33	\$2,278.57
Spending Potential Index	81	90	106
Education: Total \$	\$6,678,481	\$39,452,925	\$602,396,772
Average Spent	\$1,252.29	\$1,377.16	\$1,672.23
Spending Potential Index	79	86	105
Entertainment/Recreation: Total \$	\$14,723,759	\$86,038,117	\$1,247,865,783
Average Spent	\$2,760.88	\$3,003.29	\$3,464.03
Spending Potential Index	84	92	106
Food at Home: Total \$	\$23,364,385	\$135,634,189	\$1,978,062,417
Average Spent	\$4,381.10	\$4,734.51	\$5,491.03
Spending Potential Index	85	91	106
Food Away from Home: Total \$	\$16,256,054	\$95,891,139	\$1,413,814,219
Average Spent	\$3,048.20	\$3,347.22	\$3,924.70
Spending Potential Index	83	91	107
Health Care: Total \$	\$28,141,120	\$161,620,088	\$2,293,470,974
Average Spent	\$5,276.79	\$5,641.58	\$6,366.60
Spending Potential Index	89	95	107
HH Furnishings & Equipment: Total \$	\$9,547,604	\$56,644,927	\$824,351,798
Average Spent	\$1,790.29	\$1,977.27	\$2,288.37
Spending Potential Index	84	93	107
Personal Care Products & Services: Total \$	\$3,978,932	\$23,634,237	\$346,282,862
Average Spent	\$746.10	\$824.99	\$961.27
Spending Potential Index	84	93	108
Shelter: Total \$	\$79,060,016	\$467,438,843	\$7,024,378,436
Average Spent	\$14,824.68	\$16,316.63	\$19,499.43
Spending Potential Index	80	88	105
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,112,853	\$65,502,804	\$958,261,298
Average Spent	\$2,083.79	\$2,286.47	\$2,660.10
Spending Potential Index	84	92	107
Travel: Total \$	\$9,584,646	\$57,714,035	\$848,847,180
Average Spent	\$1,797.23	\$2,014.59	\$2,356.37
Spending Potential Index	80	90	105
Vehicle Maintenance & Repairs: Total \$	\$5,264,423	\$30,618,750	\$448,748,422
Average Spent	\$987.14	\$1,068.79	\$1,245.71
Spending Potential Index	86	93	109

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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Drive Time: 10 drive time minute radius

Latitude: 38.6512  
Longitude: -94.3580

