




Market Profile
 11 South Water Street, Liberty, MO 64068
 Ring: 1, 3, 5 Miles

Latitude: 39.246461
 Longitude: -94.419458

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	9,006	26,721	38,279
2000 Group Quarters	845	1,253	1,391
2010 Total Population	9,152	33,806	55,545
2015 Total Population	9,481	37,161	63,655
2010 - 2015 Annual Rate	0.71%	1.91%	2.76%
 2000 Households	3,383	9,713	13,811
2000 Average Household Size	2.41	2.62	2.67
2010 Households	3,461	12,136	19,582
2010 Average Household Size	2.4	2.68	2.77
2015 Households	3,607	13,360	22,386
2015 Average Household Size	2.39	2.69	2.78
2010 - 2015 Annual Rate	0.83%	1.94%	2.71%
2000 Families	2,234	7,124	10,334
2000 Average Family Size	2.96	3.08	3.09
2010 Families	2,149	8,706	14,521
2010 Average Family Size	3.04	3.19	3.22
2015 Families	2,184	9,457	16,445
2015 Average Family Size	3.06	3.22	3.26
2010 - 2015 Annual Rate	0.32%	1.67%	2.52%
 2000 Housing Units	3,598	10,170	14,465
Owner Occupied Housing Units	57.5%	70.9%	73.7%
Renter Occupied Housing Units	36.7%	24.5%	21.8%
Vacant Housing Units	5.8%	4.6%	4.5%
2010 Housing Units	3,793	12,993	20,961
Owner Occupied Housing Units	52.2%	69.9%	73.8%
Renter Occupied Housing Units	39.0%	23.6%	19.6%
Vacant Housing Units	8.8%	6.6%	6.6%
2015 Housing Units	3,958	14,293	23,897
Owner Occupied Housing Units	52.8%	70.7%	74.8%
Renter Occupied Housing Units	38.3%	22.7%	18.9%
Vacant Housing Units	8.9%	6.5%	6.3%
Median Household Income			
2000	\$40,522	\$52,288	\$54,849
2010	\$55,187	\$68,648	\$71,099
2015	\$61,709	\$77,809	\$79,289
Median Home Value			
2000	\$89,836	\$119,395	\$120,726
2010	\$119,861	\$158,380	\$163,023
2015	\$139,102	\$179,130	\$185,984
Per Capita Income			
2000	\$18,786	\$23,773	\$23,795
2010	\$26,161	\$29,621	\$29,187
2015	\$29,387	\$32,828	\$32,023
Median Age			
2000	31.1	34.8	33.7
2010	32.6	35.7	34.5
2015	33.2	35.5	34.0


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	3,354	9,752	13,820
< \$15,000	12.8%	8.9%	7.8%
\$15,000 - \$24,999	13.3%	10.3%	8.8%
\$25,000 - \$34,999	14.2%	11.8%	11.1%
\$35,000 - \$49,999	21.6%	16.4%	16.6%
\$50,000 - \$74,999	20.9%	24.5%	26.4%
\$75,000 - \$99,999	10.3%	14.6%	15.5%
\$100,000 - \$149,999	5.3%	8.8%	9.7%
\$150,000 - \$199,999	0.7%	2.3%	2.2%
\$200,000+	0.9%	2.4%	2.0%
Average Household Income	\$48,433	\$63,435	\$64,557
2010 Households by Income			
Household Income Base	3,464	12,134	19,580
< \$15,000	7.8%	5.2%	4.5%
\$15,000 - \$24,999	7.1%	5.4%	4.6%
\$25,000 - \$34,999	7.4%	6.2%	5.5%
\$35,000 - \$49,999	19.8%	15.1%	14.8%
\$50,000 - \$74,999	25.0%	22.8%	23.6%
\$75,000 - \$99,999	17.7%	21.3%	21.6%
\$100,000 - \$149,999	11.3%	16.8%	18.7%
\$150,000 - \$199,999	2.4%	3.7%	3.6%
\$200,000+	1.4%	3.5%	3.1%
Average Household Income	\$65,722	\$80,460	\$81,502
2015 Households by Income			
Household Income Base	3,606	13,360	22,386
< \$15,000	6.0%	3.9%	3.3%
\$15,000 - \$24,999	5.5%	4.0%	3.4%
\$25,000 - \$34,999	5.4%	4.3%	3.7%
\$35,000 - \$49,999	15.5%	11.3%	10.9%
\$50,000 - \$74,999	27.0%	23.0%	23.3%
\$75,000 - \$99,999	19.9%	22.7%	22.8%
\$100,000 - \$149,999	15.7%	22.3%	24.6%
\$150,000 - \$199,999	3.0%	4.5%	4.4%
\$200,000+	1.8%	4.1%	3.6%
Average Household Income	\$73,460	\$89,092	\$89,692
2000 Owner Occupied HUs by Value			
Total	2,078	7,214	10,627
<\$50,000	4.4%	5.1%	7.0%
\$50,000 - 99,999	56.7%	31.7%	28.1%
\$100,000 - 149,999	20.4%	31.4%	33.3%
\$150,000 - 199,999	11.0%	18.8%	18.1%
\$200,000 - \$299,999	5.3%	9.6%	9.7%
\$300,000 - 499,999	1.7%	2.9%	3.1%
\$500,000 - 999,999	0.1%	0.3%	0.4%
\$1,000,000+	0.3%	0.3%	0.3%
Average Home Value	\$114,765	\$137,448	\$137,592
2000 Specified Renter Occupied HUs by Contract Rent			
Total	1,297	2,466	3,128
With Cash Rent	96.7%	95.7%	96.2%
No Cash Rent	3.3%	4.3%	3.8%
Median Rent	\$422	\$459	\$476
Average Rent	\$422	\$473	\$492


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.

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2000 Population by Age			
 Total	9,004	26,719	38,281
Age 0 - 4	6.3%	6.5%	7.4%
Age 5 - 9	7.0%	7.6%	8.0%
Age 10 - 14	7.0%	8.1%	8.1%
Age 15 - 19	10.1%	8.6%	7.9%
Age 20 - 24	10.1%	6.5%	5.9%
Age 25 - 34	15.1%	13.0%	14.9%
Age 35 - 44	14.9%	16.8%	17.7%
Age 45 - 54	12.0%	14.1%	13.4%
Age 55 - 64	7.4%	8.2%	7.6%
Age 65 - 74	5.1%	5.4%	4.8%
Age 75 - 84	3.9%	3.8%	3.2%
Age 85+	1.1%	1.3%	1.2%
Age 18+	75.2%	72.7%	71.8%
2010 Population by Age			
Total	9,151	33,807	55,544
Age 0 - 4	6.7%	7.2%	8.2%
Age 5 - 9	6.1%	6.9%	7.7%
Age 10 - 14	5.6%	6.7%	7.3%
Age 15 - 19	9.2%	7.7%	7.3%
Age 20 - 24	10.8%	6.9%	6.3%
Age 25 - 34	14.7%	13.6%	13.9%
Age 35 - 44	13.0%	14.1%	15.4%
Age 45 - 54	12.7%	14.9%	14.7%
Age 55 - 64	10.0%	11.2%	10.1%
Age 65 - 74	5.9%	5.9%	5.1%
Age 75 - 84	3.7%	3.4%	2.7%
Age 85+	1.6%	1.5%	1.2%
Age 18+	77.7%	74.8%	72.5%
2015 Population by Age			
Total	9,478	37,159	63,655
Age 0 - 4	6.8%	7.3%	8.2%
Age 5 - 9	6.3%	7.1%	7.9%
Age 10 - 14	5.8%	7.0%	7.6%
Age 15 - 19	8.3%	7.0%	6.9%
Age 20 - 24	10.1%	6.5%	6.1%
Age 25 - 34	15.4%	14.5%	15.0%
Age 35 - 44	12.7%	13.4%	14.0%
Age 45 - 54	11.7%	13.5%	13.6%
Age 55 - 64	10.4%	11.6%	10.5%
Age 65 - 74	7.3%	7.4%	6.4%
Age 75 - 84	3.7%	3.3%	2.7%
Age 85+	1.6%	1.5%	1.1%
Age 18+	77.6%	74.7%	72.2%
2000 Population by Sex			
Males	47.3%	48.0%	48.4%
Females	52.7%	52.0%	51.6%
2010 Population by Sex			
Males	47.4%	48.1%	48.4%
Females	52.6%	51.9%	51.6%
2015 Population by Sex			
Males	47.4%	48.1%	48.3%
Females	52.6%	51.9%	51.7%

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

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

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	9,006	26,720	38,279
White Alone	92.3%	94.0%	93.9%
Black Alone	3.5%	2.5%	2.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	0.7%	0.7%	0.7%
Some Other Race Alone	1.3%	1.0%	1.0%
Two or More Races	1.9%	1.6%	1.5%
Hispanic Origin	3.2%	2.6%	2.7%
Diversity Index	19.9	16.1	16.3
2010 Population by Race/Ethnicity			
Total	9,152	33,806	55,545
White Alone	87.1%	90.1%	90.1%
Black Alone	6.5%	4.6%	4.6%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	1.2%	1.2%	1.3%
Some Other Race Alone	2.2%	1.6%	1.5%
Two or More Races	2.7%	2.2%	2.1%
Hispanic Origin	5.4%	4.5%	4.7%
Diversity Index	31.5	25.7	25.9
2015 Population by Race/Ethnicity			
Total	9,480	37,161	63,655
White Alone	85.6%	88.9%	88.9%
Black Alone	7.3%	5.2%	5.2%
American Indian Alone	0.4%	0.4%	0.5%
Asian or Pacific Islander Alone	1.3%	1.3%	1.4%
Some Other Race Alone	2.4%	1.8%	1.7%
Two or More Races	3.0%	2.4%	2.3%
Hispanic Origin	6.2%	5.4%	5.6%
Diversity Index	34.8	28.7	29.1
2000 Population 3+ by School Enrollment			
 Total	8,538	25,693	36,535
Enrolled in Nursery/Preschool	2.2%	2.3%	2.5%
Enrolled in Kindergarten	1.3%	1.3%	1.4%
Enrolled in Grade 1-8	11.4%	13.3%	13.8%
Enrolled in Grade 9-12	4.8%	6.3%	6.0%
Enrolled in College	11.2%	6.1%	5.5%
Enrolled in Grad/Prof School	0.9%	0.9%	1.0%
Not Enrolled in School	68.2%	69.7%	69.9%
2010 Population 25+ by Educational Attainment			
Total	5,637	21,824	35,151
Less than 9th Grade	1.9%	1.7%	1.7%
9th - 12th Grade, No Diploma	6.8%	4.7%	4.6%
High School Graduate	32.4%	27.6%	27.7%
Some College, No Degree	26.1%	23.2%	23.0%
Associate Degree	5.8%	7.7%	8.0%
Bachelor's Degree	18.2%	23.6%	23.7%
Graduate/Professional Degree	8.8%	11.5%	11.2%

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	7,468	26,752	42,696
Never Married	33.1%	25.4%	24.3%
Married	47.2%	56.9%	59.1%
Widowed	6.1%	5.8%	5.2%
Divorced	13.6%	11.8%	11.4%
2000 Population 16+ by Employment Status			
 Total	6,983	20,420	28,762
In Labor Force	69.2%	70.2%	72.5%
Civilian Employed	66.0%	67.8%	70.0%
Civilian Unemployed	3.1%	2.5%	2.5%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	30.8%	29.8%	27.5%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	86.7%	90.3%	91.2%
Civilian Unemployed	13.3%	9.7%	8.8%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	89.5%	92.5%	93.3%
Civilian Unemployed	10.5%	7.5%	6.7%
2000 Females 16+ by Employment Status and Age of Children			
Total	3,727	10,806	15,116
Own Children < 6 Only	8.6%	7.7%	9.2%
Employed/in Armed Forces	5.4%	4.9%	5.8%
Unemployed	0.6%	0.3%	0.3%
Not in Labor Force	2.6%	2.5%	3.1%
Own Children < 6 and 6-17 Only	5.9%	6.8%	7.4%
Employed/in Armed Forces	3.7%	4.4%	5.0%
Unemployed	0.1%	0.1%	0.2%
Not in Labor Force	2.1%	2.4%	2.2%
Own Children 6-17 Only	17.2%	20.5%	20.3%
Employed/in Armed Forces	14.2%	17.0%	16.8%
Unemployed	0.3%	0.2%	0.2%
Not in Labor Force	2.7%	3.3%	3.3%
No Own Children < 18	68.3%	65.0%	63.1%
Employed/in Armed Forces	38.8%	36.2%	36.6%
Unemployed	1.2%	1.6%	1.7%
Not in Labor Force	28.3%	27.1%	24.9%
2010 Employed Population 16+ by Industry			
 Total	3,928	15,012	25,098
Agriculture/Mining	0.2%	0.5%	0.5%
Construction	6.4%	5.9%	5.7%
Manufacturing	7.9%	8.1%	8.3%
Wholesale Trade	4.4%	4.5%	4.6%
Retail Trade	11.9%	10.9%	11.3%
Transportation/Utilities	5.7%	6.4%	6.8%
Information	3.6%	3.6%	3.4%
Finance/Insurance/Real Estate	7.8%	9.4%	9.7%
Services	46.9%	45.7%	44.3%
Public Administration	5.3%	5.0%	5.3%

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2010 Employed Population 16+ by Occupation			
Total	3,927	15,009	25,103
White Collar	63.9%	68.6%	68.0%
Management/Business/Financial	11.3%	15.8%	15.7%
Professional	19.7%	22.9%	22.2%
Sales	11.5%	11.1%	11.4%
Administrative Support	21.5%	18.7%	18.7%
Services	17.8%	14.7%	14.7%
Blue Collar	18.3%	16.7%	17.2%
Farming/Forestry/Fishing	0.3%	0.2%	0.2%
Construction/Extraction	4.6%	4.0%	4.2%
Installation/Maintenance/Repair	3.2%	3.3%	3.5%
Production	4.9%	4.1%	4.2%
Transportation/Material Moving	5.3%	5.1%	5.2%
2000 Workers 16+ by Means of Transportation to Work			
 Total	4,540	13,655	19,808
Drove Alone - Car, Truck, or Van	80.1%	84.0%	84.5%
Carpooled - Car, Truck, or Van	10.7%	9.4%	9.4%
Public Transportation	0.6%	0.3%	0.2%
Walked	4.3%	2.0%	1.5%
Other Means	0.7%	0.7%	0.6%
Worked at Home	3.6%	3.7%	3.7%
2000 Workers 16+ by Travel Time to Work			
Total	4,540	13,654	19,809
Did Not Work at Home	96.4%	96.3%	96.3%
Less than 5 minutes	7.3%	4.7%	3.8%
5 to 9 minutes	18.2%	16.4%	13.5%
10 to 19 minutes	21.8%	23.5%	25.8%
20 to 24 minutes	15.7%	16.8%	17.8%
25 to 34 minutes	21.1%	21.2%	21.2%
35 to 44 minutes	5.8%	6.5%	6.7%
45 to 59 minutes	4.1%	4.7%	4.9%
60 to 89 minutes	1.4%	1.7%	1.6%
90 or more minutes	0.9%	0.9%	1.1%
Worked at Home	3.6%	3.7%	3.7%
Average Travel Time to Work (in min)	20.2	21.1	21.9
2000 Households by Vehicles Available			
Total	3,379	9,718	13,814
None	7.6%	4.7%	4.1%
1	34.9%	29.4%	27.2%
2	42.5%	46.5%	49.1%
3	10.8%	14.1%	14.4%
4	3.3%	4.1%	3.8%
5+	0.8%	1.2%	1.3%
Average Number of Vehicles Available	1.7	1.9	1.9

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2000 Households by Type			
 Total	3,383	9,713	13,812
Family Households	66.0%	73.3%	74.8%
Married-couple Family	49.2%	60.2%	61.9%
With Related Children	23.9%	30.5%	32.7%
Other Family (No Spouse)	16.8%	13.2%	13.0%
With Related Children	12.4%	9.5%	9.3%
Nonfamily Households	34.0%	26.7%	25.2%
Householder Living Alone	28.4%	22.2%	20.4%
Householder Not Living Alone	5.6%	4.4%	4.8%
Households with Related Children	36.4%	40.0%	41.9%
Households with Persons 65+	19.8%	19.1%	16.7%
2000 Households by Size			
Total	3,383	9,713	13,811
1 Person Household	28.4%	22.2%	20.4%
2 Person Household	33.8%	33.7%	33.6%
3 Person Household	17.1%	17.8%	18.6%
4 Person Household	13.2%	16.8%	17.6%
5 Person Household	5.1%	6.7%	7.0%
6 Person Household	1.7%	2.0%	2.1%
7+ Person Household	0.7%	0.8%	0.8%
2000 Households by Year Householder Moved In			
Total	3,376	9,719	13,812
Moved in 1999 to March 2000	23.8%	19.6%	21.4%
Moved in 1995 to 1998	33.4%	32.5%	35.5%
Moved in 1990 to 1994	15.0%	17.8%	16.4%
Moved in 1980 to 1989	13.0%	14.7%	13.6%
Moved in 1970 to 1979	6.5%	7.1%	6.0%
Moved in 1969 or Earlier	8.3%	8.3%	7.0%
Median Year Householder Moved In	1996	1995	1996
2000 Housing Units by Units in Structure			
 Total	3,589	10,180	14,465
1, Detached	64.6%	74.6%	74.6%
1, Attached	6.0%	4.6%	5.0%
2	3.9%	2.1%	2.2%
3 or 4	3.8%	1.6%	1.4%
5 to 9	6.1%	4.3%	4.0%
10 to 19	8.2%	5.2%	3.9%
20+	6.0%	3.6%	2.6%
Mobile Home	1.3%	4.0%	6.1%
Other	0.0%	0.1%	0.1%
2000 Housing Units by Year Structure Built			
Total	3,596	10,166	14,462
1999 to March 2000	1.2%	3.5%	5.7%
1995 to 1998	4.4%	10.9%	15.8%
1990 to 1994	6.6%	11.1%	11.4%
1980 to 1989	14.1%	18.4%	18.7%
1970 to 1979	14.0%	16.5%	14.9%
1969 or Earlier	59.6%	39.6%	33.5%
Median Year Structure Built	1964	1976	1981

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Top 3 Tapestry Segments			
1.	Midlife Junction	Up and Coming Families	Up and Coming Families
2.	Great Expectations	Midlife Junction	Midlife Junction
3.	Aspiring Young Familie	Sophisticated Squires	Sophisticated Squires



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 \$	\$5,538,671	\$23,333,925	\$38,191,018
Average Spent	\$1,600.31	\$1,922.70	\$1,950.31
Spending Potential Index	67	80	81
Computers & Accessories: Total \$	\$748,279	\$3,141,878	\$5,159,922
Average Spent	\$216.20	\$258.89	\$263.50
Spending Potential Index	98	118	120
Education: Total \$	\$4,250,194	\$17,608,531	\$28,337,159
Average Spent	\$1,228.02	\$1,450.93	\$1,447.10
Spending Potential Index	101	119	119
Entertainment/Recreation: Total \$	\$10,748,318	\$46,345,783	\$75,723,374
Average Spent	\$3,105.55	\$3,818.87	\$3,866.99
Spending Potential Index	96	118	120
Food at Home: Total \$	\$14,887,333	\$61,323,566	\$99,380,661
Average Spent	\$4,301.45	\$5,053.03	\$5,075.10
Spending Potential Index	96	113	113
Food Away from Home: Total \$	\$10,749,415	\$45,160,525	\$73,777,271
Average Spent	\$3,105.87	\$3,721.20	\$3,767.61
Spending Potential Index	96	116	117
Health Care: Total \$	\$12,486,404	\$51,662,310	\$82,238,381
Average Spent	\$3,607.74	\$4,256.95	\$4,199.69
Spending Potential Index	97	114	113
HH Furnishings & Equipment: Total \$	\$5,900,513	\$25,751,494	\$42,275,890
Average Spent	\$1,704.86	\$2,121.91	\$2,158.92
Spending Potential Index	83	103	105
Investments: Total \$	\$5,394,190	\$23,269,087	\$36,992,914
Average Spent	\$1,558.56	\$1,917.36	\$1,889.13
Spending Potential Index	90	110	109
Retail Goods: Total \$	\$79,176,228	\$335,603,603	\$546,123,887
Average Spent	\$22,876.69	\$27,653.56	\$27,889.08
Spending Potential Index	92	111	112
Shelter: Total \$	\$50,776,692	\$222,006,187	\$367,183,130
Average Spent	\$14,671.10	\$18,293.19	\$18,751.05
Spending Potential Index	93	116	119
TV/Video/Audio: Total \$	\$4,166,031	\$17,244,991	\$28,037,643
Average Spent	\$1,203.71	\$1,420.98	\$1,431.81
Spending Potential Index	97	114	115
Travel: Total \$	\$5,942,702	\$26,887,198	\$44,202,231
Average Spent	\$1,717.05	\$2,215.49	\$2,257.29
Spending Potential Index	91	117	119
Vehicle Maintenance & Repairs: Total \$	\$3,135,117	\$13,231,069	\$21,512,569
Average Spent	\$905.84	\$1,090.23	\$1,098.59
Spending Potential Index	96	116	117

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.