



# Market Profile

Smithville city, MO (2968420)  
Place

Smithville city,...

Population Summary	
2000 Total Population	5,751
2010 Total Population	8,425
2015 Total Population	8,870
2015 Group Quarters	86
2020 Total Population	9,439
2015-2020 Annual Rate	1.25%
Household Summary	
2000 Households	2,143
2000 Average Household Size	2.64
2010 Households	3,115
2010 Average Household Size	2.68
2015 Households	3,281
2015 Average Household Size	2.68
2020 Households	3,492
2020 Average Household Size	2.68
2015-2020 Annual Rate	1.25%
2010 Families	2,321
2010 Average Family Size	3.13
2015 Families	2,443
2015 Average Family Size	3.13
2020 Families	2,587
2020 Average Family Size	3.14
2015-2020 Annual Rate	1.15%
Housing Unit Summary	
2000 Housing Units	2,292
Owner Occupied Housing Units	72.9%
Renter Occupied Housing Units	20.6%
Vacant Housing Units	6.5%
2010 Housing Units	3,280
Owner Occupied Housing Units	77.3%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	5.0%
2015 Housing Units	3,349
Owner Occupied Housing Units	79.4%
Renter Occupied Housing Units	18.5%
Vacant Housing Units	2.0%
2020 Housing Units	3,563
Owner Occupied Housing Units	79.8%
Renter Occupied Housing Units	18.2%
Vacant Housing Units	2.0%
Median Household Income	
2015	\$70,788
2020	\$80,482
Median Home Value	
2015	\$212,297
2020	\$258,415
Per Capita Income	
2015	\$30,605
2020	\$34,386
Median Age	
2010	36.7
2015	39.3
2020	40.2

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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## 2015 Households by Income

Household Income Base	3,281
<\$15,000	8.7%
\$15,000 - \$24,999	6.8%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	10.4%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	16.3%
\$100,000 - \$149,999	22.8%
\$150,000 - \$199,999	5.1%
\$200,000+	3.4%

Average Household Income \$82,200

## 2020 Households by Income

Household Income Base	3,491
<\$15,000	7.6%
\$15,000 - \$24,999	4.6%
\$25,000 - \$34,999	4.6%
\$35,000 - \$49,999	9.0%
\$50,000 - \$74,999	18.8%
\$75,000 - \$99,999	19.2%
\$100,000 - \$149,999	25.8%
\$150,000 - \$199,999	6.6%
\$200,000+	3.9%

Average Household Income \$92,412

## 2015 Owner Occupied Housing Units by Value

Total	2,659
<\$50,000	0.5%
\$50,000 - \$99,999	4.1%
\$100,000 - \$149,999	17.1%
\$150,000 - \$199,999	23.2%
\$200,000 - \$249,999	20.9%
\$250,000 - \$299,999	14.1%
\$300,000 - \$399,999	12.7%
\$400,000 - \$499,999	4.9%
\$500,000 - \$749,999	2.1%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	0.2%

Average Home Value \$235,201

## 2020 Owner Occupied Housing Units by Value

Total	2,844
<\$50,000	0.1%
\$50,000 - \$99,999	1.2%
\$100,000 - \$149,999	4.9%
\$150,000 - \$199,999	15.0%
\$200,000 - \$249,999	25.1%
\$250,000 - \$299,999	21.5%
\$300,000 - \$399,999	19.4%
\$400,000 - \$499,999	7.3%
\$500,000 - \$749,999	4.5%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.3%

Average Home Value \$286,797

**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.

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## 2010 Population by Age

Total	8,425
0 - 4	7.0%
5 - 9	8.5%
10 - 14	8.9%
15 - 24	10.5%
25 - 34	12.4%
35 - 44	16.8%
45 - 54	15.5%
55 - 64	10.3%
65 - 74	5.3%
75 - 84	3.4%
85 +	1.5%
18 +	71.0%

## 2015 Population by Age

Total	8,871
0 - 4	6.0%
5 - 9	6.8%
10 - 14	8.1%
15 - 24	12.8%
25 - 34	10.3%
35 - 44	14.9%
45 - 54	16.0%
55 - 64	12.4%
65 - 74	7.5%
75 - 84	3.4%
85 +	1.7%
18 +	74.2%

## 2020 Population by Age

Total	9,439
0 - 4	5.9%
5 - 9	6.4%
10 - 14	7.2%
15 - 24	12.5%
25 - 34	11.4%
35 - 44	13.5%
45 - 54	14.7%
55 - 64	14.0%
65 - 74	8.8%
75 - 84	3.9%
85 +	1.7%
18 +	75.9%

## 2010 Population by Sex

Males	4,130
Females	4,295

## 2015 Population by Sex

Males	4,357
Females	4,514

## 2020 Population by Sex

Males	4,634
Females	4,805

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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## 2010 Population by Race/Ethnicity

Total	8,425
White Alone	96.0%
Black Alone	0.7%
American Indian Alone	0.5%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.7%
Hispanic Origin	2.6%
Diversity Index	12.6

## 2015 Population by Race/Ethnicity

Total	8,870
White Alone	95.1%
Black Alone	0.9%
American Indian Alone	0.5%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	2.0%
Hispanic Origin	2.8%
Diversity Index	14.5

## 2020 Population by Race/Ethnicity

Total	9,438
White Alone	94.2%
Black Alone	1.1%
American Indian Alone	0.6%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	2.3%
Hispanic Origin	3.3%
Diversity Index	16.8

## 2010 Population by Relationship and Household Type

Total	8,425
In Households	99.0%
In Family Households	88.0%
Householder	27.5%
Spouse	22.5%
Child	34.3%
Other relative	1.9%
Nonrelative	1.7%
In Nonfamily Households	11.0%
In Group Quarters	1.0%
Institutionalized Population	0.9%
Noninstitutionalized Population	0.1%

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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**2015 Population 25+ by Educational Attainment**

Total	5,879
Less than 9th Grade	1.3%
9th - 12th Grade, No Diploma	4.6%
High School Graduate	30.1%
GED/Alternative Credential	5.2%
Some College, No Degree	22.1%
Associate Degree	8.6%
Bachelor's Degree	20.8%
Graduate/Professional Degree	7.3%

**2015 Population 15+ by Marital Status**

Total	7,016
Never Married	19.7%
Married	64.5%
Widowed	5.2%
Divorced	10.5%

**2015 Civilian Population 16+ in Labor Force**

Civilian Employed	96.9%
Civilian Unemployed	3.1%

**2015 Employed Population 16+ by Industry**

Total	4,577
Agriculture/Mining	0.5%
Construction	8.4%
Manufacturing	11.1%
Wholesale Trade	2.6%
Retail Trade	9.4%
Transportation/Utilities	10.7%
Information	2.4%
Finance/Insurance/Real Estate	7.6%
Services	43.6%
Public Administration	3.8%

**2015 Employed Population 16+ by Occupation**

Total	4,578
White Collar	60.3%
Management/Business/Financial	17.0%
Professional	21.0%
Sales	8.5%
Administrative Support	13.8%
Services	15.2%
Blue Collar	24.6%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	7.5%
Installation/Maintenance/Repair	3.4%
Production	5.5%
Transportation/Material Moving	7.4%



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### 2010 Households by Type

Total	3,115
Households with 1 Person	21.9%
Households with 2+ People	78.1%
Family Households	74.5%
Husband-wife Families	61.0%
With Related Children	32.0%
Other Family (No Spouse Present)	13.5%
Other Family with Male Householder	4.5%
With Related Children	3.2%
Other Family with Female Householder	9.1%
With Related Children	6.5%
Nonfamily Households	3.6%
All Households with Children	42.0%

### 2010 Households by Size

Total	3,115
1 Person Household	21.9%
2 Person Household	31.8%
3 Person Household	17.9%
4 Person Household	18.0%
5 Person Household	7.4%
6 Person Household	2.0%
7 + Person Household	1.0%

### 2010 Households by Tenure and Mortgage Status

Total	3,115
Owner Occupied	81.3%
Owned with a Mortgage/Loan	68.7%
Owned Free and Clear	12.6%
Renter Occupied	18.7%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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## Top 3 Tapestry Segments

1. Middleburg (4C)
2. Soccer Moms (4A)
3. Midlife Constants (5E)

## 2015 Consumer Spending

Apparel & Services: Total \$	\$8,239,537
Average Spent	\$2,511.29
Spending Potential Index	109
Computers & Accessories: Total \$	\$929,881
Average Spent	\$283.41
Spending Potential Index	111
Education: Total \$	\$5,233,049
Average Spent	\$1,594.96
Spending Potential Index	105
Entertainment/Recreation: Total \$	\$12,025,648
Average Spent	\$3,665.24
Spending Potential Index	111
Food at Home: Total \$	\$18,447,137
Average Spent	\$5,622.41
Spending Potential Index	108
Food Away from Home: Total \$	\$11,843,348
Average Spent	\$3,609.68
Spending Potential Index	110
Health Care: Total \$	\$17,506,803
Average Spent	\$5,335.81
Spending Potential Index	113
HH Furnishings & Equipment: Total \$	\$6,808,262
Average Spent	\$2,075.06
Spending Potential Index	113
Investments: Total \$	\$7,939,043
Average Spent	\$2,419.70
Spending Potential Index	88
Retail Goods: Total \$	\$92,639,971
Average Spent	\$28,235.29
Spending Potential Index	111
Shelter: Total \$	\$57,531,935
Average Spent	\$17,534.88
Spending Potential Index	107
TV/Video/Audio: Total \$	\$4,683,932
Average Spent	\$1,427.59
Spending Potential Index	109
Travel: Total \$	\$7,174,486
Average Spent	\$2,186.68
Spending Potential Index	112
Vehicle Maintenance & Repairs: Total \$	\$4,044,403
Average Spent	\$1,232.67
Spending Potential Index	110

**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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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