

Consumer Spending Report

County Road 1325 @ N. Morley St., Moberly, MO 65270

Building Type: **Land**
 Class: -
 RBA: -
 Typical Floor: -
 Total Available: **0 SF**
 % Leased: **0%**
 Rent/SF/Yr: -



2020 Annual Spending (\$000s)	1 Mile	3 Mile	5 Mile
Total Specified Consumer Spending	\$1,482	\$74,377	\$130,993
Total Apparel	\$93	\$4,639	\$7,820
Women's Apparel	35	1,749	2,977
Men's Apparel	18	904	1,584
Girl's Apparel	8	398	648
Boy's Apparel	6	278	459
Infant Apparel	5	247	403
Footwear	21	1,063	1,748
Total Entertainment & Hobbies	\$256	\$12,598	\$21,737
Entertainment	20	992	1,778
Audio & Visual Equipment/Service	60	2,984	5,080
Reading Materials	6	302	541
Pets, Toys, & Hobbies	44	2,158	3,729
Personal Items	126	6,161	10,609
Total Food and Alcohol	\$437	\$21,730	\$37,139
Food At Home	264	13,018	21,814
Food Away From Home	145	7,287	12,860
Alcoholic Beverages	28	1,425	2,465
Total Household	\$181	\$9,195	\$16,693
House Maintenance & Repair	35	1,888	3,477
Household Equip & Furnishings	80	3,954	7,095
Household Operations	54	2,710	4,843
Housing Costs	12	643	1,277

Consumer Spending Report

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2020 Annual Spending (000s)	1 Mile	3 Mile	5 Mile
Total Transportation/Maint.	\$349	\$17,864	\$32,666
Vehicle Purchases	145	7,573	14,527
Gasoline	135	6,827	11,842
Vehicle Expenses	6	346	645
Transportation	16	794	1,542
Automotive Repair & Maintenance	46	2,324	4,110
Total Health Care	\$98	\$4,769	\$8,270
Medical Services	52	2,576	4,518
Prescription Drugs	37	1,788	3,040
Medical Supplies	8	406	711
Total Education/Day Care	\$68	\$3,582	\$6,669
Education	45	2,409	4,441
Fees & Admissions	23	1,173	2,229

Daytime Employment Report

1 Mile Radius

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Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	84	1,362	16
Retail & Wholesale Trade	30	637	21
Hospitality & Food Service	6	162	27
Real Estate, Renting, Leasing	5	31	6
Finance & Insurance	8	23	3
Information	3	22	7
Scientific & Technology Services	4	16	4
Management of Companies	0	0	0
Health Care & Social Assistance	12	181	15
Educational Services	0	0	0
Public Administration & Sales	4	20	5
Arts, Entertainment, Recreation	0	0	0
Utilities & Waste Management	1	7	7
Construction	1	23	23
Manufacturing	3	194	65
Agriculture, Mining, Fishing	2	14	7
Other Services	5	32	6

Demographic Detail Report

County Road 1325 @ N. Morley St., Moberly, MO 65270

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 Typical Floor: -



Radius	1 Mile	3 Mile	5 Mile
Population			
2025 Projection	193	9,319	15,494
2020 Estimate	193	9,287	15,478
2010 Census	199	9,325	15,744
Growth 2020 - 2025	0.00%	0.34%	0.10%
Growth 2010 - 2020	-3.02%	-0.41%	-1.69%
2020 Population by Age			
	193	9,287	15,478
Age 0 - 4	13 6.74%	637 6.86%	1,006 6.50%
Age 5 - 9	14 7.25%	636 6.85%	1,006 6.50%
Age 10 - 14	13 6.74%	637 6.86%	1,025 6.62%
Age 15 - 19	12 6.22%	603 6.49%	991 6.40%
Age 20 - 24	13 6.74%	658 7.09%	1,098 7.09%
Age 25 - 29	13 6.74%	685 7.38%	1,143 7.38%
Age 30 - 34	12 6.22%	623 6.71%	1,024 6.62%
Age 35 - 39	12 6.22%	610 6.57%	987 6.38%
Age 40 - 44	11 5.70%	535 5.76%	882 5.70%
Age 45 - 49	12 6.22%	576 6.20%	968 6.25%
Age 50 - 54	11 5.70%	532 5.73%	903 5.83%
Age 55 - 59	12 6.22%	576 6.20%	982 6.34%
Age 60 - 64	10 5.18%	492 5.30%	849 5.49%
Age 65 - 69	9 4.66%	453 4.88%	791 5.11%
Age 70 - 74	8 4.15%	352 3.79%	616 3.98%
Age 75 - 79	6 3.11%	272 2.93%	480 3.10%
Age 80 - 84	5 2.59%	190 2.05%	334 2.16%
Age 85+	6 3.11%	221 2.38%	394 2.55%
Age 65+	34 17.62%	1,488 16.02%	2,615 16.89%
Median Age	37.50	36.40	37.30
Average Age	38.70	37.90	38.60

Demographic Detail Report

County Road 1325 @ N. Morley St., Moberly, MO 65270

Radius	1 Mile	3 Mile	5 Mile
2020 Population By Race	193	9,287	15,478
White	172 89.12%	8,150 87.76%	13,869 89.60%
Black	13 6.74%	670 7.21%	888 5.74%
Am. Indian & Alaskan	1 0.52%	70 0.75%	94 0.61%
Asian	1 0.52%	80 0.86%	161 1.04%
Hawaiian & Pacific Island	0 0.00%	2 0.02%	4 0.03%
Other	7 3.63%	316 3.40%	463 2.99%
Population by Hispanic Origin	193	9,287	15,478
Non-Hispanic Origin	187 96.89%	9,021 97.14%	15,078 97.42%
Hispanic Origin	5 2.59%	266 2.86%	400 2.58%
2020 Median Age, Male	35.00	33.60	34.50
2020 Average Age, Male	36.90	35.70	36.50
2020 Median Age, Female	40.00	38.90	40.00
2020 Average Age, Female	40.70	39.80	40.60
2020 Population by Occupation Classification	150	7,254	12,242
Civilian Employed	80 53.33%	3,981 54.88%	6,811 55.64%
Civilian Unemployed	3 2.00%	152 2.10%	270 2.21%
Civilian Non-Labor Force	67 44.67%	3,118 42.98%	5,153 42.09%
Armed Forces	0 0.00%	3 0.04%	8 0.07%
Households by Marital Status			
Married	29	1,463	2,711
Married No Children	17	898	1,685
Married w/Children	11	566	1,026
2020 Population by Education	131	6,362	10,698
Some High School, No Diploma	18 13.74%	858 13.49%	1,342 12.54%
High School Grad (Incl Equivalency)	37 28.24%	1,901 29.88%	3,194 29.86%
Some College, No Degree	57 43.51%	2,478 38.95%	3,952 36.94%
Associate Degree	4 3.05%	246 3.87%	345 3.22%
Bachelor Degree	11 8.40%	578 9.09%	1,214 11.35%
Advanced Degree	4 3.05%	301 4.73%	651 6.09%

Demographic Detail Report

County Road 1325 @ N. Morley St., Moberly, MO 65270

Radius	1 Mile		3 Mile		5 Mile	
2020 Population by Occupation	151		7,523		12,900	
Real Estate & Finance	5	3.31%	265	3.52%	464	3.60%
Professional & Management	28	18.54%	1,345	17.88%	2,458	19.05%
Public Administration	3	1.99%	127	1.69%	315	2.44%
Education & Health	18	11.92%	1,008	13.40%	1,734	13.44%
Services	14	9.27%	799	10.62%	1,281	9.93%
Information	0	0.00%	31	0.41%	79	0.61%
Sales	21	13.91%	897	11.92%	1,637	12.69%
Transportation	0	0.00%	23	0.31%	29	0.22%
Retail	11	7.28%	670	8.91%	1,172	9.09%
Wholesale	2	1.32%	88	1.17%	133	1.03%
Manufacturing	15	9.93%	373	4.96%	638	4.95%
Production	18	11.92%	795	10.57%	1,221	9.47%
Construction	6	3.97%	383	5.09%	596	4.62%
Utilities	6	3.97%	425	5.65%	631	4.89%
Agriculture & Mining	0	0.00%	15	0.20%	39	0.30%
Farming, Fishing, Forestry	0	0.00%	1	0.01%	6	0.05%
Other Services	4	2.65%	278	3.70%	467	3.62%
2020 Worker Travel Time to Job	80		3,887		6,622	
<30 Minutes	52	65.00%	2,615	67.28%	4,610	69.62%
30-60 Minutes	26	32.50%	1,173	30.18%	1,776	26.82%
60+ Minutes	2	2.50%	99	2.55%	236	3.56%
2010 Households by HH Size	82		3,839		6,212	
1-Person Households	29	35.37%	1,295	33.73%	1,904	30.65%
2-Person Households	25	30.49%	1,205	31.39%	2,108	33.93%
3-Person Households	12	14.63%	569	14.82%	929	14.95%
4-Person Households	9	10.98%	412	10.73%	686	11.04%
5-Person Households	4	4.88%	221	5.76%	370	5.96%
6-Person Households	2	2.44%	97	2.53%	151	2.43%
7 or more Person Households	1	1.22%	40	1.04%	64	1.03%
2020 Average Household Size	2.40		2.40		2.40	
Households						
2025 Projection	78		3,848		6,136	
2020 Estimate	78		3,837		6,134	
2010 Census	81		3,840		6,212	
Growth 2020 - 2025	0.00%		0.29%		0.03%	
Growth 2010 - 2020	-3.70%		-0.08%		-1.26%	

Demographic Detail Report

County Road 1325 @ N. Morley St., Moberly, MO 65270

Radius	1 Mile	3 Mile	5 Mile
2020 Households by HH Income	79	3,838	6,135
<\$25,000	34 43.04%	1,432 37.31%	1,882 30.68%
\$25,000 - \$50,000	14 17.72%	948 24.70%	1,407 22.93%
\$50,000 - \$75,000	14 17.72%	678 17.67%	1,174 19.14%
\$75,000 - \$100,000	9 11.39%	349 9.09%	724 11.80%
\$100,000 - \$125,000	6 7.59%	196 5.11%	455 7.42%
\$125,000 - \$150,000	1 1.27%	73 1.90%	192 3.13%
\$150,000 - \$200,000	0 0.00%	78 2.03%	161 2.62%
\$200,000+	1 1.27%	84 2.19%	140 2.28%
2020 Avg Household Income	\$47,278	\$51,719	\$59,291
2020 Med Household Income	\$32,500	\$35,464	\$45,011
2020 Occupied Housing	78	3,838	6,134
Owner Occupied	40 51.28%	2,189 57.03%	3,961 64.57%
Renter Occupied	38 48.72%	1,649 42.97%	2,173 35.43%
2010 Housing Units	78	4,270	6,580
1 Unit	52 66.67%	3,195 74.82%	5,181 78.74%
2 - 4 Units	14 17.95%	651 15.25%	906 13.77%
5 - 19 Units	1 1.28%	103 2.41%	172 2.61%
20+ Units	11 14.10%	321 7.52%	321 4.88%
2020 Housing Value	39	2,189	3,959
<\$100,000	27 69.23%	1,426 65.14%	1,966 49.66%
\$100,000 - \$200,000	8 20.51%	495 22.61%	1,241 31.35%
\$200,000 - \$300,000	3 7.69%	164 7.49%	537 13.56%
\$300,000 - \$400,000	1 2.56%	71 3.24%	111 2.80%
\$400,000 - \$500,000	0 0.00%	28 1.28%	60 1.52%
\$500,000 - \$1,000,000	0 0.00%	5 0.23%	44 1.11%
\$1,000,000+	0 0.00%	0 0.00%	0 0.00%
2020 Median Home Value	\$72,222	\$76,752	\$101,088
2020 Housing Units by Yr Built	92	4,542	7,153
Built 2010+	1 1.09%	60 1.32%	75 1.05%
Built 2000 - 2010	5 5.43%	84 1.85%	272 3.80%
Built 1990 - 1999	7 7.61%	193 4.25%	622 8.70%
Built 1980 - 1989	11 11.96%	369 8.12%	745 10.42%
Built 1970 - 1979	19 20.65%	640 14.09%	1,170 16.36%
Built 1960 - 1969	17 18.48%	631 13.89%	880 12.30%
Built 1950 - 1959	10 10.87%	644 14.18%	906 12.67%
Built <1949	22 23.91%	1,921 42.29%	2,483 34.71%
2020 Median Year Built	1967	1954	1961

Demographic Market Comparison Report

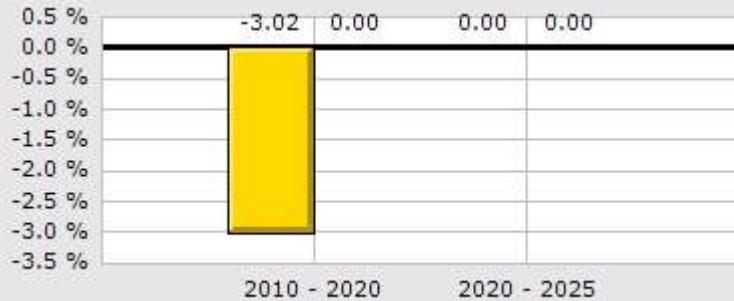
1 mile radius

County Road 1325 @ N. Morley St., Moberly, MO 65270

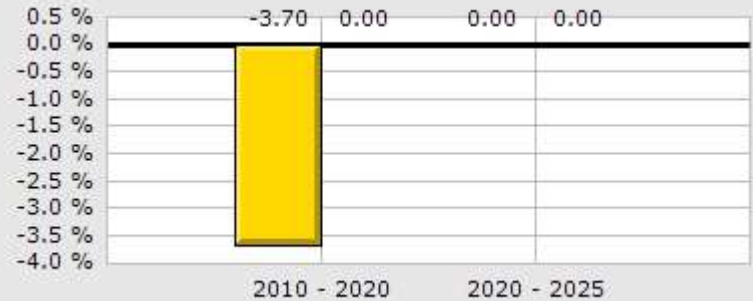
Type: **Land**
County: **Randolph**

■ 1 Mile
■ County

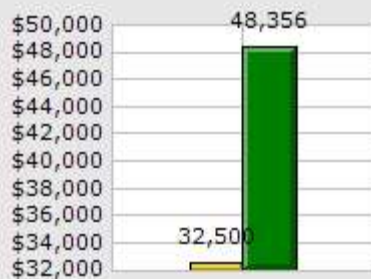
Population Growth



Household Growth



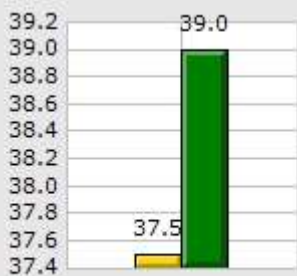
2020 Med Household Inc



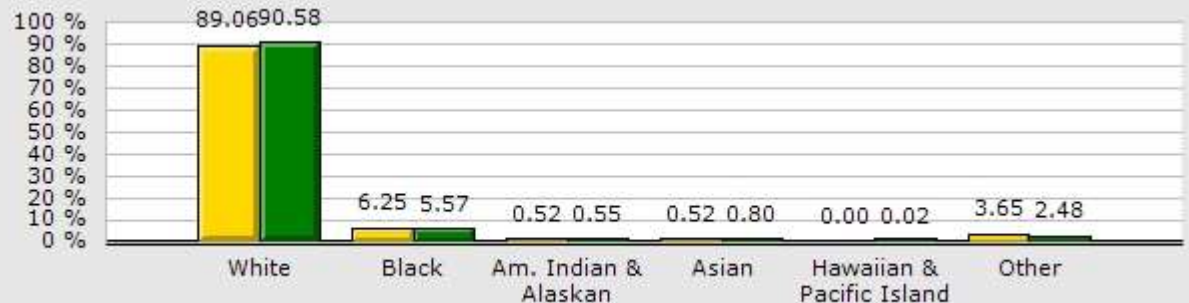
2020 Households by Household Income



2020 Median Age



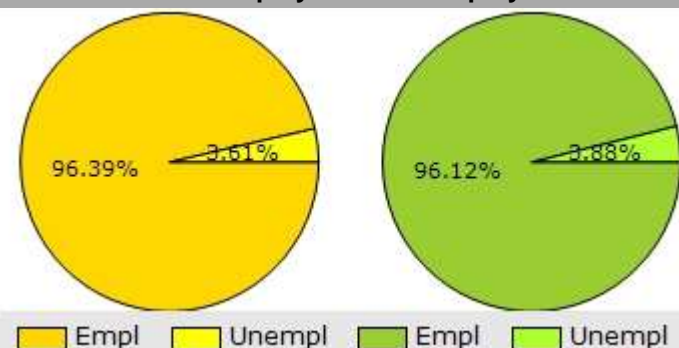
2020 Population by Race



2020 Renter vs. Owner



2020 Employed vs. Unemployed



Demographic Market Comparison Report

1 mile radius

County Road 1325 @ N. Morley St., Moberly, MO 65270

Type: **Land**
County: **Randolph**

	1 Mile		County	
Population Growth				
Growth 2010 - 2020	-3.02%		0.00%	
Growth 2020 - 2025	0.00%		0.00%	
Empl	80	96.39%	10,438	96.12%
Unempl	3	3.61%	421	3.88%
2020 Population by Race				
	192		24,743	
White	171	89.06%	22,412	90.58%
Black	12	6.25%	1,378	5.57%
Am. Indian & Alaskan	1	0.52%	137	0.55%
Asian	1	0.52%	197	0.80%
Hawaiian & Pacific Island	0	0.00%	6	0.02%
Other	7	3.65%	613	2.48%
Household Growth				
Growth 2010 - 2020	-3.70%		0.00%	
Growth 2020 - 2025	0.00%		0.00%	
Renter Occupied	38	48.72%	2,692	29.38%
Owner Occupied	40	51.28%	6,472	70.62%
2020 Households by Household Income				
	79		9,164	
Income <\$25K	34	43.04%	2,438	26.60%
Income \$25K - \$50K	14	17.72%	2,262	24.68%
Income \$50K - \$75K	14	17.72%	1,784	19.47%
Income \$75K - \$100K	9	11.39%	1,233	13.45%
Income \$100K - \$125K	6	7.59%	707	7.71%
Income \$125K - \$150K	1	1.27%	348	3.80%
Income \$150K - \$200K	0	0.00%	214	2.34%
Income \$200K+	1	1.27%	178	1.94%
2020 Med Household Inc	\$32,500		\$48,356	
2020 Median Age	37.50		39.00	

Demographic Summary Report

County Road 1325 @ N. Morley St., Moberly, MO 65270

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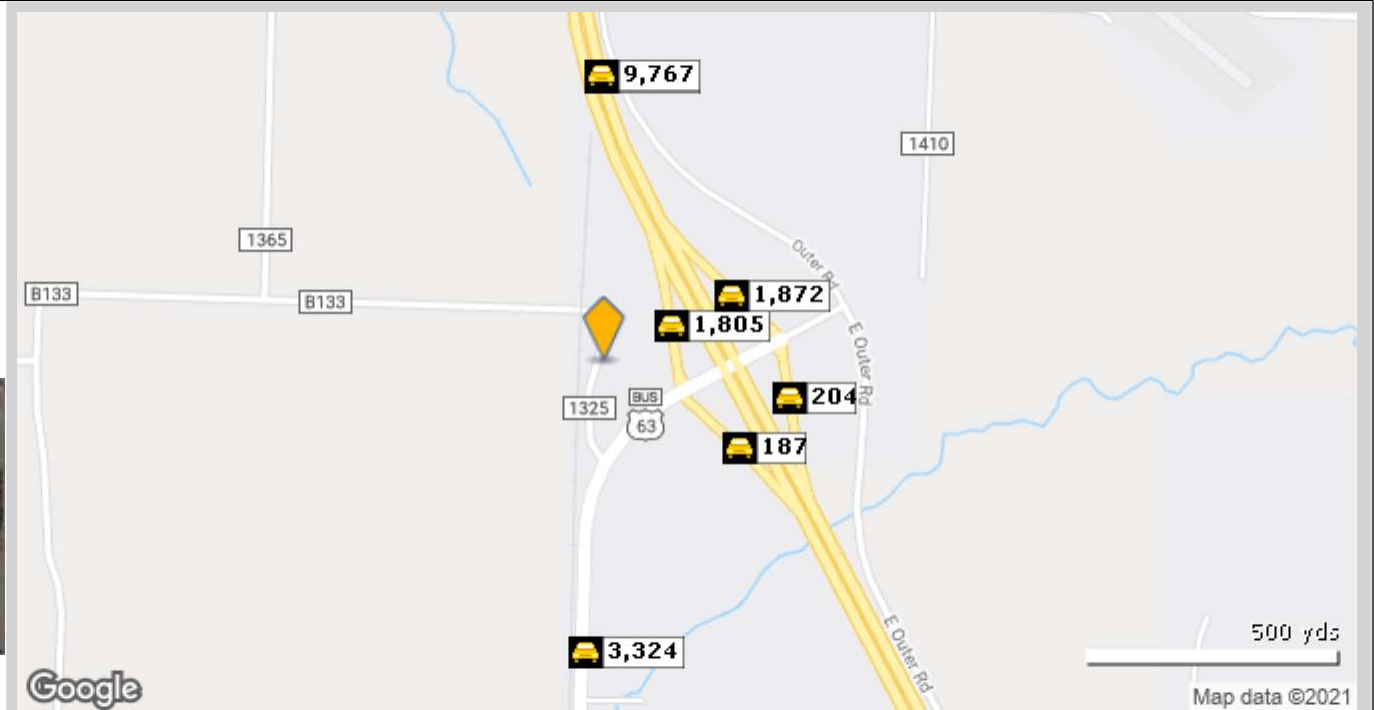


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Hawaiian & Pacific Island	0 0.00%	2 0.02%	4 0.03%
Other	7 3.63%	316 3.40%	463 2.99%
U.S. Armed Forces	0	3	8
Households			
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Income: \$150,000 - \$200,000	0 0.00%	78 2.03%	161 2.62%
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Traffic Count Report

County Road 1325 @ N. Morley St., Moberly, MO 65270

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 Rent/SF/Yr: -



	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	Not Available	Not Available	0.00 No	2020	1,805	MPSI	.09
2	Not Available	Not Available	0.00 No	2020	1,872	MPSI	.17
3	Not Available	Not Available	0.00 No	2020	187	MPSI	.18
4	Not Available	Not Available	0.00 No	2020	204	MPSI	.22
5	N Morley St	Outer Rd	0.16 N	2020	3,292	MPSI	.33
6	N Morley St	E Fowler Rd	0.45 S	2016	3,534	MPSI	.33
7	3300	E Fowler Rd	0.45 S	2015	3,296	MPSI	.33
8	N Morley St	Outer Rd	0.16 N	2018	3,324	MPSI	.33
9	US Hwy 63	Outer Rd	0.37 SE	2018	9,588	MPSI	.33
10	US Hwy 63	Outer Rd	0.37 SE	2020	9,767	MPSI	.33