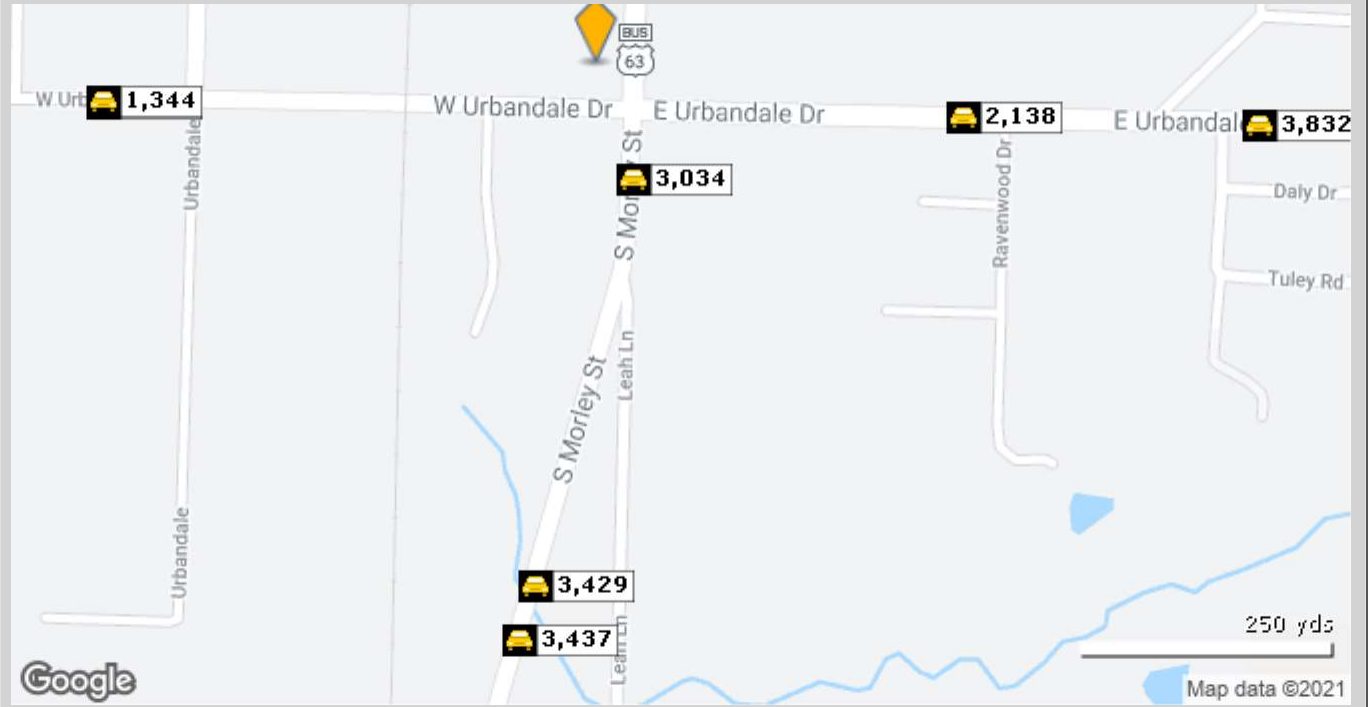


# Traffic Count Report

## S Morley St @ Hwy M, Moberly, MO 65270

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



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 S Morley St	E Urbandale Dr	0.04 N	2018	3,306	MPSI	.07
2 S Morley St	E Urbandale Dr	0.04 N	2020	3,034	MPSI	.07
3 State Highway M	Ravenwood Dr	0.03 E	2020	2,138	MPSI	.21
4 W Urbandale Dr	Louisa Ln	0.05 W	2018	1,319	MPSI	.28
5 W Urbandale Dr	Louisa Ln	0.05 W	2020	1,344	MPSI	.28
6 S Morley St	Leah Ln	0.19 N	2016	3,598	MPSI	.30
7 3294	Leah Ln	0.19 N	2015	3,429	MPSI	.30
8 S Morley St	Leah Ln	0.22 N	2020	3,510	MPSI	.33
9 S Morley St	Leah Ln	0.22 N	2018	3,437	MPSI	.33
10 E Urbandale Dr	Thomas St	0.02 W	2018	3,832	MPSI	.38

# Demographic Trend Report

1 Mile Radius

## S Morley St @ Hwy M, Moberly, MO 65270

Building Type: **Land**  
 Class: -  
 RBA: -  
 Typical Floor: -

Total Available: **0 SF**  
 % Leased: **0%**  
 Rent/SF/Yr: -



Description	2010	2020	2025
<b>Population</b>	<b>2,254</b>	<b>2,142</b>	<b>2,126</b>
Age 0 - 4	133 5.90%	132 6.16%	126 5.93%
Age 5 - 9	137 6.08%	126 5.88%	127 5.97%
Age 10 - 14	147 6.52%	129 6.02%	127 5.97%
Age 15 - 19	138 6.12%	128 5.98%	128 6.02%
Age 20 - 24	218 9.67%	159 7.42%	138 6.49%
Age 25 - 29	134 5.94%	176 8.22%	155 7.29%
Age 30 - 34	125 5.55%	150 7.00%	159 7.48%
Age 35 - 39	125 5.55%	132 6.16%	148 6.96%
Age 40 - 44	134 5.94%	116 5.42%	131 6.16%
Age 45 - 49	137 6.08%	127 5.93%	124 5.83%
Age 50 - 54	121 5.37%	114 5.32%	117 5.50%
Age 55 - 59	133 5.90%	124 5.79%	116 5.46%
Age 60 - 64	120 5.32%	111 5.18%	112 5.27%
Age 65 - 69	95 4.21%	110 5.14%	106 4.99%
Age 70 - 74	80 3.55%	88 4.11%	95 4.47%
Age 75 - 79	88 3.90%	73 3.41%	77 3.62%
Age 80 - 84	76 3.37%	58 2.71%	57 2.68%
Age 85+	113 5.01%	87 4.06%	85 4.00%
<b>Age 15+</b>	<b>1,837 81.50%</b>	<b>1,753 81.84%</b>	<b>1,748 82.22%</b>
<b>Age 20+</b>	<b>1,699 75.38%</b>	<b>1,625 75.86%</b>	<b>1,620 76.20%</b>
<b>Age 65+</b>	<b>452 20.05%</b>	<b>416 19.42%</b>	<b>420 19.76%</b>
<b>Median Age</b>	<b>39</b>	<b>38</b>	<b>39</b>
<b>Average Age</b>	<b>40.30</b>	<b>39.90</b>	<b>40.30</b>
<b>Population By Race</b>	<b>2,254</b>	<b>2,142</b>	<b>2,126</b>
White	2,085 92.50%	1,953 91.18%	1,928 90.69%
Black	91 4.04%	80 3.73%	74 3.48%
Am. Indian & Alaskan	4 0.18%	7 0.33%	9 0.42%
Asian	26 1.15%	43 2.01%	53 2.49%
Hawaiian & Pacific Islander	1 0.04%	1 0.05%	1 0.05%
Other	47 2.09%	57 2.66%	60 2.82%

# Demographic Trend Report

1 Mile Radius

S Morley St @ Hwy M, Moberly, MO 65270

Description	2010	2020	2025
<b>Population by Race (Hispanic)</b>	<b>45</b>	<b>57</b>	<b>62</b>
White	42 93.33%	55 96.49%	60 96.77%
Black	0 0.00%	0 0.00%	0 0.00%
Am. Indian & Alaskan	0 0.00%	0 0.00%	0 0.00%
Asian	0 0.00%	0 0.00%	0 0.00%
Hawaiian & Pacific Islander	0 0.00%	0 0.00%	0 0.00%
Other	3 6.67%	2 3.51%	2 3.23%
<b>Household by Household Income</b>	<b>814</b>	<b>776</b>	<b>770</b>
<\$25,000	232 28.50%	155 19.97%	143 18.57%
\$25,000 - \$50,000	231 28.38%	134 17.27%	124 16.10%
\$50,000 - \$75,000	149 18.30%	183 23.58%	186 24.16%
\$75,000 - \$100,000	108 13.27%	111 14.30%	110 14.29%
\$100,000 - \$125,000	28 3.44%	107 13.79%	116 15.06%
\$125,000 - \$150,000	21 2.58%	49 6.31%	53 6.88%
\$150,000 - \$200,000	13 1.60%	26 3.35%	29 3.77%
\$200,000+	32 3.93%	11 1.42%	9 1.17%
<b>Average Household Income</b>	<b>\$59,424</b>	<b>\$71,494</b>	<b>\$73,556</b>
<b>Median Household Income</b>	<b>\$42,580</b>	<b>\$65,454</b>	<b>\$67,608</b>

# Demographic Summary Report

## S Morley St @ Hwy M, Moberly, MO 65270

Building Type: **Land**  
 Class: -  
 RBA: -  
 Typical Floor: -

Total Available: **0 SF**  
 % Leased: **0%**  
 Rent/SF/Yr: -



Radius	1 Mile	3 Mile	5 Mile
<b>Population</b>			
2025 Projection	2,126	13,664	16,129
2020 Estimate	2,142	13,697	16,173
2010 Census	2,254	14,066	16,640
Growth 2020 - 2025	-0.75%	-0.24%	-0.27%
Growth 2010 - 2020	-4.97%	-2.62%	-2.81%
<b>2020 Population by Hispanic Origin</b>	57	383	426
<b>2020 Population</b>	2,142	13,697	16,173
White	1,953 91.18%	12,017 87.73%	14,243 88.07%
Black	80 3.73%	1,020 7.45%	1,211 7.49%
Am. Indian & Alaskan	7 0.33%	85 0.62%	95 0.59%
Asian	43 2.01%	150 1.10%	164 1.01%
Hawaiian & Pacific Island	1 0.05%	4 0.03%	4 0.02%
Other	57 2.66%	420 3.07%	455 2.81%
U.S. Armed Forces	0	0	0
<b>Households</b>			
2025 Projection	770	5,220	5,949
2020 Estimate	776	5,233	5,964
2010 Census	813	5,332	6,082
Growth 2020 - 2025	-0.77%	-0.25%	-0.25%
Growth 2010 - 2020	-4.55%	-1.86%	-1.94%
Owner Occupied	581 74.87%	3,234 61.80%	3,834 64.29%
Renter Occupied	195 25.13%	1,999 38.20%	2,130 35.71%
<b>2020 Households by HH Income</b>			
Income: <\$25,000	155 19.97%	1,768 33.79%	1,899 31.85%
Income: \$25,000 - \$50,000	134 17.27%	1,167 22.31%	1,326 22.24%
Income: \$50,000 - \$75,000	183 23.58%	970 18.54%	1,145 19.20%
Income: \$75,000 - \$100,000	111 14.30%	598 11.43%	743 12.46%
Income: \$100,000 - \$125,000	107 13.79%	395 7.55%	444 7.45%
Income: \$125,000 - \$150,000	49 6.31%	147 2.81%	186 3.12%
Income: \$150,000 - \$200,000	26 3.35%	122 2.33%	136 2.28%
Income: \$200,000+	11 1.42%	65 1.24%	84 1.41%
<b>2020 Avg Household Income</b>	\$71,494	\$54,672	\$56,481
<b>2020 Med Household Income</b>	\$65,454	\$42,072	\$44,272

# Consumer Spending Report

S Morley St @ Hwy M, 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
<b>Total Specified Consumer Spending</b>	<b>\$18,778</b>	<b>\$107,834</b>	<b>\$126,411</b>
<b>Total Apparel</b>	<b>\$1,058</b>	<b>\$6,600</b>	<b>\$7,684</b>
Women's Apparel	407	2,479	2,879
Men's Apparel	224	1,359	1,623
Girl's Apparel	86	549	625
Boy's Apparel	62	386	442
Infant Apparel	55	347	394
Footwear	224	1,480	1,721
<b>Total Entertainment &amp; Hobbies</b>	<b>\$3,057</b>	<b>\$18,135</b>	<b>\$21,179</b>
Entertainment	251	1,489	1,751
Audio & Visual Equipment/Service	711	4,218	4,880
Reading Materials	83	441	515
Pets, Toys, & Hobbies	527	3,097	3,597
Personal Items	1,485	8,890	10,436
<b>Total Food and Alcohol</b>	<b>\$5,182</b>	<b>\$31,133</b>	<b>\$36,250</b>
Food At Home	2,907	18,440	21,485
Food Away From Home	1,922	10,644	12,380
Alcoholic Beverages	354	2,050	2,386
<b>Total Household</b>	<b>\$2,566</b>	<b>\$13,612</b>	<b>\$16,020</b>
House Maintenance & Repair	528	2,833	3,366
Household Equip & Furnishings	1,064	5,784	6,810
Household Operations	749	3,978	4,625
Housing Costs	224	1,016	1,219

## Consumer Spending Report

S Morley St @ Hwy M, Moberly, MO 65270

2020 Annual Spending (000s)	1 Mile	3 Mile	5 Mile
<b>Total Transportation/Maint.</b>	<b>\$4,673</b>	<b>\$26,037</b>	<b>\$30,766</b>
Vehicle Purchases	2,068	11,175	13,368
Gasoline	1,633	9,726	11,357
Vehicle Expenses	120	576	673
Transportation	273	1,215	1,448
Automotive Repair & Maintenance	580	3,345	3,920
<b>Total Health Care</b>	<b>\$1,179</b>	<b>\$6,932</b>	<b>\$8,149</b>
Medical Services	661	3,773	4,425
Prescription Drugs	413	2,564	3,024
Medical Supplies	104	595	700
<b>Total Education/Day Care</b>	<b>\$1,062</b>	<b>\$5,385</b>	<b>\$6,361</b>
Education	691	3,606	4,263
Fees & Admissions	372	1,779	2,098

# Demographic Detail Report

## S Morley St @ Hwy M, Moberly, MO 65270

Building Type: **Land**  
 Class: -  
 RBA: -  
 Typical Floor: -

Total Available: **0 SF**  
 % Leased: **0%**  
 Rent/SF/Yr: -



Radius	1 Mile	3 Mile	5 Mile
<b>Population</b>			
2025 Projection	2,126	13,664	16,129
2020 Estimate	2,142	13,697	16,173
2010 Census	2,254	14,066	16,640
Growth 2020 - 2025	-0.75%	-0.24%	-0.27%
Growth 2010 - 2020	-4.97%	-2.62%	-2.81%
<b>2020 Population by Age</b>	<b>2,142</b>	<b>13,697</b>	<b>16,173</b>
Age 0 - 4	132 6.16%	872 6.37%	980 6.06%
Age 5 - 9	126 5.88%	861 6.29%	976 6.03%
Age 10 - 14	129 6.02%	868 6.34%	994 6.15%
Age 15 - 19	128 5.98%	833 6.08%	961 5.94%
Age 20 - 24	159 7.42%	954 6.97%	1,102 6.81%
Age 25 - 29	176 8.22%	1,050 7.67%	1,226 7.58%
Age 30 - 34	150 7.00%	979 7.15%	1,160 7.17%
Age 35 - 39	132 6.16%	944 6.89%	1,129 6.98%
Age 40 - 44	116 5.42%	837 6.11%	1,016 6.28%
Age 45 - 49	127 5.93%	895 6.53%	1,099 6.80%
Age 50 - 54	114 5.32%	806 5.88%	990 6.12%
Age 55 - 59	124 5.79%	858 6.26%	1,053 6.51%
Age 60 - 64	111 5.18%	728 5.32%	886 5.48%
Age 65 - 69	110 5.14%	668 4.88%	807 4.99%
Age 70 - 74	88 4.11%	511 3.73%	611 3.78%
Age 75 - 79	73 3.41%	399 2.91%	471 2.91%
Age 80 - 84	58 2.71%	286 2.09%	328 2.03%
Age 85+	87 4.06%	349 2.55%	384 2.37%
Age 65+	416 19.42%	2,213 16.16%	2,601 16.08%
<b>Median Age</b>	<b>37.70</b>	<b>37.30</b>	<b>38.00</b>
<b>Average Age</b>	<b>39.90</b>	<b>38.60</b>	<b>38.90</b>

## Demographic Detail Report

### S Morley St @ Hwy M, Moberly, MO 65270

Radius	1 Mile	3 Mile	5 Mile
<b>2020 Population By Race</b>	<b>2,142</b>	<b>13,697</b>	<b>16,173</b>
White	1,953 91.18%	12,017 87.73%	14,243 88.07%
Black	80 3.73%	1,020 7.45%	1,211 7.49%
Am. Indian & Alaskan	7 0.33%	85 0.62%	95 0.59%
Asian	43 2.01%	150 1.10%	164 1.01%
Hawaiian & Pacific Island	1 0.05%	4 0.03%	4 0.02%
Other	57 2.66%	420 3.07%	455 2.81%
<b>Population by Hispanic Origin</b>	<b>2,142</b>	<b>13,697</b>	<b>16,173</b>
Non-Hispanic Origin	2,084 97.29%	13,314 97.20%	15,747 97.37%
Hispanic Origin	57 2.66%	382 2.79%	425 2.63%
<b>2020 Median Age, Male</b>	<b>34.30</b>	<b>35.40</b>	<b>36.50</b>
<b>2020 Average Age, Male</b>	<b>37.10</b>	<b>36.70</b>	<b>37.40</b>
<b>2020 Median Age, Female</b>	<b>41.80</b>	<b>39.50</b>	<b>40.00</b>
<b>2020 Average Age, Female</b>	<b>42.60</b>	<b>40.40</b>	<b>40.60</b>
<b>2020 Population by Occupation Classification</b>	<b>1,729</b>	<b>10,930</b>	<b>13,029</b>
Civilian Employed	949 54.89%	5,700 52.15%	6,693 51.37%
Civilian Unemployed	57 3.30%	251 2.30%	286 2.20%
Civilian Non-Labor Force	723 41.82%	4,979 45.55%	6,050 46.43%
Armed Forces	0 0.00%	0 0.00%	0 0.00%
<b>Households by Marital Status</b>			
Married	408	2,186	2,617
Married No Children	252	1,349	1,628
Married w/Children	155	837	989
<b>2020 Population by Education</b>	<b>1,539</b>	<b>9,647</b>	<b>11,537</b>
Some High School, No Diploma	226 14.68%	1,359 14.09%	1,666 14.44%
High School Grad (Incl Equivalency)	388 25.21%	3,342 34.64%	4,107 35.60%
Some College, No Degree	448 29.11%	3,170 32.86%	3,778 32.75%
Associate Degree	71 4.61%	336 3.48%	378 3.28%
Bachelor Degree	249 16.18%	937 9.71%	1,064 9.22%
Advanced Degree	157 10.20%	503 5.21%	544 4.72%



## Demographic Detail Report

S Morley St @ Hwy M, Moberly, MO 65270							
Radius	1 Mile		3 Mile		5 Mile		
<b>2020 Population by Occupation</b>	<b>1,801</b>		<b>10,820</b>		<b>12,695</b>		
Real Estate & Finance	78	4.33%	361	3.34%	433	3.41%	
Professional & Management	450	24.99%	2,080	19.22%	2,388	18.81%	
Public Administration	32	1.78%	260	2.40%	360	2.84%	
Education & Health	234	12.99%	1,098	10.15%	1,309	10.31%	
Services	115	6.39%	982	9.08%	1,134	8.93%	
Information	7	0.39%	132	1.22%	148	1.17%	
Sales	278	15.44%	1,732	16.01%	1,971	15.53%	
Transportation	0	0.00%	17	0.16%	17	0.13%	
Retail	242	13.44%	1,155	10.67%	1,311	10.33%	
Wholesale	33	1.83%	232	2.14%	273	2.15%	
Manufacturing	59	3.28%	548	5.06%	622	4.90%	
Production	105	5.83%	882	8.15%	1,062	8.37%	
Construction	47	2.61%	424	3.92%	556	4.38%	
Utilities	45	2.50%	355	3.28%	405	3.19%	
Agriculture & Mining	16	0.89%	70	0.65%	112	0.88%	
Farming, Fishing, Forestry	3	0.17%	4	0.04%	8	0.06%	
Other Services	57	3.16%	488	4.51%	586	4.62%	
<b>2020 Worker Travel Time to Job</b>	<b>903</b>		<b>5,506</b>		<b>6,459</b>		
<30 Minutes	731	80.95%	4,097	74.41%	4,768	73.82%	
30-60 Minutes	148	16.39%	1,084	19.69%	1,312	20.31%	
60+ Minutes	24	2.66%	325	5.90%	379	5.87%	
<b>2010 Households by HH Size</b>	<b>814</b>		<b>5,332</b>		<b>6,081</b>		
1-Person Households	240	29.48%	1,719	32.24%	1,871	30.77%	
2-Person Households	308	37.84%	1,770	33.20%	2,061	33.89%	
3-Person Households	111	13.64%	786	14.74%	915	15.05%	
4-Person Households	86	10.57%	570	10.69%	669	11.00%	
5-Person Households	47	5.77%	308	5.78%	360	5.92%	
6-Person Households	15	1.84%	125	2.34%	142	2.34%	
7 or more Person Households	7	0.86%	54	1.01%	63	1.04%	
<b>2020 Average Household Size</b>	<b>2.30</b>		<b>2.40</b>		<b>2.40</b>		
<b>Households</b>							
2025 Projection	770		5,220		5,949		
2020 Estimate	776		5,233		5,964		
2010 Census	813		5,332		6,082		
Growth 2020 - 2025	-0.77%		-0.25%		-0.25%		
Growth 2010 - 2020	-4.55%		-1.86%		-1.94%		

# Demographic Detail Report

S Morley St @ Hwy M, Moberly, MO 65270						
Radius	1 Mile		3 Mile		5 Mile	
<b>2020 Households by HH Income</b>	<b>776</b>		<b>5,232</b>		<b>5,963</b>	
<\$25,000	155	19.97%	1,768	33.79%	1,899	31.85%
\$25,000 - \$50,000	134	17.27%	1,167	22.31%	1,326	22.24%
\$50,000 - \$75,000	183	23.58%	970	18.54%	1,145	19.20%
\$75,000 - \$100,000	111	14.30%	598	11.43%	743	12.46%
\$100,000 - \$125,000	107	13.79%	395	7.55%	444	7.45%
\$125,000 - \$150,000	49	6.31%	147	2.81%	186	3.12%
\$150,000 - \$200,000	26	3.35%	122	2.33%	136	2.28%
\$200,000+	11	1.42%	65	1.24%	84	1.41%
<b>2020 Avg Household Income</b>	<b>\$71,494</b>		<b>\$54,672</b>		<b>\$56,481</b>	
<b>2020 Med Household Income</b>	<b>\$65,454</b>		<b>\$42,072</b>		<b>\$44,272</b>	
<b>2020 Occupied Housing</b>	<b>776</b>		<b>5,233</b>		<b>5,964</b>	
Owner Occupied	581	74.87%	3,234	61.80%	3,834	64.29%
Renter Occupied	195	25.13%	1,999	38.20%	2,130	35.71%
<b>2010 Housing Units</b>	<b>842</b>		<b>5,808</b>		<b>6,418</b>	
1 Unit	673	79.93%	4,658	80.20%	5,244	81.71%
2 - 4 Units	169	20.07%	930	16.01%	949	14.79%
5 - 19 Units	0	0.00%	55	0.95%	56	0.87%
20+ Units	0	0.00%	165	2.84%	169	2.63%
<b>2020 Housing Value</b>	<b>581</b>		<b>3,233</b>		<b>3,834</b>	
<\$100,000	135	23.24%	1,772	54.81%	1,991	51.93%
\$100,000 - \$200,000	274	47.16%	974	30.13%	1,156	30.15%
\$200,000 - \$300,000	137	23.58%	371	11.48%	511	13.33%
\$300,000 - \$400,000	14	2.41%	45	1.39%	63	1.64%
\$400,000 - \$500,000	13	2.24%	43	1.33%	47	1.23%
\$500,000 - \$1,000,000	8	1.38%	27	0.84%	64	1.67%
\$1,000,000+	0	0.00%	1	0.03%	2	0.05%
<b>2020 Median Home Value</b>	<b>\$156,751</b>		<b>\$91,224</b>		<b>\$96,282</b>	
<b>2020 Housing Units by Yr Built</b>	<b>869</b>		<b>6,155</b>		<b>6,991</b>	
Built 2010+	7	0.81%	70	1.14%	72	1.03%
Built 2000 - 2010	110	12.66%	218	3.54%	252	3.60%
Built 1990 - 1999	190	21.86%	475	7.72%	624	8.93%
Built 1980 - 1989	120	13.81%	580	9.42%	736	10.53%
Built 1970 - 1979	196	22.55%	956	15.53%	1,147	16.41%
Built 1960 - 1969	86	9.90%	767	12.46%	848	12.13%
Built 1950 - 1959	73	8.40%	843	13.70%	907	12.97%
Built <1949	87	10.01%	2,246	36.49%	2,405	34.40%
<b>2020 Median Year Built</b>	<b>1979</b>		<b>1959</b>		<b>1961</b>	