



Market Profile

Kennett city, MO (2938306)

Geography: Place

Kennett city, MO (2938306...

Population Summary

2000 Total Population	11,260
2000 Group Quarters	368
2010 Total Population	10,880
2015 Total Population	10,651
2010-2015 Annual Rate	-0.43%

Household Summary

2000 Households	4,540
2000 Average Household Size	2.40
2010 Households	4,420
2010 Average Household Size	2.38
2015 Households	4,332
2015 Average Household Size	2.38
2010-2015 Annual Rate	-0.40%
2000 Families	3,068
2000 Average Family Size	2.93
2010 Families	2,884
2010 Average Family Size	2.97
2015 Families	2,785
2015 Average Family Size	2.98
2010-2015 Annual Rate	-0.70%

Housing Unit Summary

2000 Housing Units	4,875
Owner Occupied Housing Units	56.0%
Renter Occupied Housing Units	37.2%
Vacant Housing Units	6.9%
2010 Housing Units	4,953
Owner Occupied Housing Units	53.3%
Renter Occupied Housing Units	36.0%
Vacant Housing Units	10.8%
2015 Housing Units	4,945
Owner Occupied Housing Units	52.2%
Renter Occupied Housing Units	35.4%
Vacant Housing Units	12.4%

Median Household Income

2000	\$26,132
2010	\$34,334
2015	\$41,412

Median Home Value

2000	\$62,796
2010	\$95,859
2015	\$114,357

Per Capita Income

2000	\$14,397
2010	\$17,735
2015	\$19,786

Median Age

2000	36.7
2010	37.0
2015	37.4

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. 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	4,537
<\$15,000	34.1%
\$15,000 - \$24,999	14.3%
\$25,000 - \$34,999	12.3%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	14.4%
\$75,000 - \$99,999	5.5%
\$100,000 - \$149,999	2.9%
\$150,000 - \$199,999	0.7%
\$200,000+	0.7%

Average Household Income \$34,900

2010 Households by Income

Household Income Base	4,420
<\$15,000	26.2%
\$15,000 - \$24,999	15.9%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	14.6%
\$50,000 - \$74,999	21.5%
\$75,000 - \$99,999	6.6%
\$100,000 - \$149,999	5.1%
\$150,000 - \$199,999	0.8%
\$200,000+	0.8%

Average Household Income \$42,623

2015 Households by Income

Household Income Base	4,332
<\$15,000	22.0%
\$15,000 - \$24,999	13.6%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	28.3%
\$75,000 - \$99,999	6.7%
\$100,000 - \$149,999	6.6%
\$150,000 - \$199,999	1.0%
\$200,000+	1.0%

Average Household Income \$47,445

2000 Owner Occupied Housing Units by Value

Total	2,714
<\$50,000	34.7%
\$50,000 - \$99,999	52.0%
\$100,000 - \$149,999	8.0%
\$150,000 - \$199,999	2.1%
\$200,000 - \$299,999	2.6%
\$300,000 - \$499,999	0.6%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.0%

Average Home Value \$70,985

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	1,830
With Cash Rent	92.1%
No Cash Rent	7.9%
Median Rent	\$255
Average Rent	\$236

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.

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



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2000 Population by Age

Total	11,260
0 - 4	7.9%
5 - 9	7.2%
10 - 14	7.3%
15 - 24	13.2%
25 - 34	12.2%
35 - 44	13.1%
45 - 54	12.6%
55 - 64	10.3%
65 - 74	7.5%
75 - 84	6.5%
85 +	2.2%
18 +	73.1%

2010 Population by Age

Total	10,879
0 - 4	8.0%
5 - 9	7.2%
10 - 14	7.0%
15 - 24	13.2%
25 - 34	12.1%
35 - 44	11.8%
45 - 54	12.3%
55 - 64	11.7%
65 - 74	8.4%
75 - 84	5.3%
85 +	2.9%
18 +	73.5%

2015 Population by Age

Total	10,651
0 - 4	7.9%
5 - 9	7.2%
10 - 14	7.1%
15 - 24	13.1%
25 - 34	11.8%
35 - 44	11.9%
45 - 54	11.3%
55 - 64	11.7%
65 - 74	9.7%
75 - 84	5.5%
85 +	2.8%
18 +	73.6%

2000 Population by Sex

Males	45.6%
Females	54.4%

2010 Population by Sex

Males	46.3%
Females	53.7%

2015 Population by Sex

Males	46.4%
Females	53.6%

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

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Market Profile

Kennett city, MO (2938306)

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2000 Population by Race/Ethnicity

Total	11,260
White Alone	84.4%
Black Alone	13.3%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.4%
Two or More Races	1.2%
Hispanic Origin	1.8%
Diversity Index	29.5

2010 Population by Race/Ethnicity

Total	10,880
White Alone	82.2%
Black Alone	14.0%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	1.0%
Two or More Races	1.7%
Hispanic Origin	3.7%
Diversity Index	35.3

2015 Population by Race/Ethnicity

Total	10,652
White Alone	81.2%
Black Alone	14.5%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	1.2%
Two or More Races	2.0%
Hispanic Origin	4.6%
Diversity Index	37.9

2000 Population 3+ by School Enrollment

Total	10,759
Enrolled in Nursery/Preschool	2.4%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	12.3%
Enrolled in Grade 9-12	5.7%
Enrolled in College	2.5%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	75.2%

2010 Population 25+ by Educational Attainment

Total	7,029
Less Than 9th Grade	10.6%
9th to 12th Grade, No Diploma	14.9%
High School Graduate	40.0%
Some College, No Degree	16.8%
Associate Degree	3.0%
Bachelor's Degree	10.0%
Graduate/Professional Degree	4.6%

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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2010 Population 15+ by Marital Status

Total	8,466
Never Married	22.0%
Married	54.6%
Widowed	10.6%
Divorced	12.8%

2000 Population 16+ by Employment Status

Total	8,618
In Labor Force	54.8%
Civilian Employed	51.3%
Civilian Unemployed	3.5%
In Armed Forces	0.0%
Not In Labor Force	45.2%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	86.0%
Civilian Unemployed	14.0%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	89.1%
Civilian Unemployed	10.9%

2000 Females 16+ by Employment Status and Age of Children

Total	4,827
Own Children < 6 Only	8.0%
Employed/in Armed Forces	4.4%
Unemployed	0.4%
Not in Labor Force	3.3%
Own Children <6 and 6-17 Only	5.7%
Employed/in Armed Forces	3.3%
Unemployed	0.9%
Not in Labor Force	1.6%
Own Children 6-17 Only	16.4%
Employed/in Armed Forces	11.0%
Unemployed	0.5%
Not in Labor Force	4.9%
No Own Children < 18	69.9%
Employed/in Armed Forces	25.1%
Unemployed	1.1%
Not in Labor Force	43.7%

2010 Employed Population 16+ by Industry

Total	3,762
Agriculture/Mining	1.7%
Construction	4.4%
Manufacturing	16.7%
Wholesale Trade	3.0%
Retail Trade	12.9%
Transportation/Utilities	5.3%
Information	0.9%
Finance/Insurance/Real Estate	5.0%
Services	42.9%
Public Administration	7.2%

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

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2010 Employed Population 16+ by Occupation

Total	3,762
White Collar	53.7%
Management/Business/Financial	8.1%
Professional	19.6%
Sales	12.2%
Administrative Support	13.8%
Services	17.2%
Blue Collar	29.2%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	4.4%
Production	12.3%
Transportation/Material Moving	7.7%

2000 Workers 16+ by Means of Transportation to Work

Total	4,347
Drove Alone - Car, Truck, or Van	82.7%
Carpooled - Car, Truck, or Van	10.4%
Public Transportation	1.4%
Walked	1.9%
Other Means	1.4%
Worked at Home	2.1%

2000 Workers 16+ by Travel Time to Work

Total	4,347
Did not Work at Home	97.9%
Less than 5 minutes	9.3%
5 to 9 minutes	35.5%
10 to 19 minutes	28.0%
20 to 24 minutes	2.8%
25 to 34 minutes	7.5%
35 to 44 minutes	3.7%
45 to 59 minutes	7.8%
60 to 89 minutes	1.8%
90 or more minutes	1.5%
Worked at Home	2.1%
Average Travel Time to Work (in min)	17.1

2000 Households by Vehicles Available

Total	4,544
None	14.4%
1	37.7%
2	34.6%
3	10.6%
4	2.3%
5+	0.5%
Average Number of Vehicles Available	1.5

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 Type

Total	4,540
Family Households	67.6%
Married-couple Family	49.0%
With Related Children	21.4%
Other Family (No Spouse)	18.6%
With Related Children	13.8%
Nonfamily Households	32.4%
Householder Living Alone	28.9%
Householder Not Living Alone	3.5%
Households with Related Children	35.2%
Households with Persons 65+	27.2%

2000 Households by Size

Total	4,540
1 Person Household	28.9%
2 Person Household	34.0%
3 Person Household	17.2%
4 Person Household	12.6%
5 Person Household	4.6%
6 Person Household	1.7%
7 + Person Household	1.0%

2000 Households by Year Householder Moved In

Total	4,544
Moved in 1999 to March 2000	21.3%
Moved in 1995 to 1998	25.3%
Moved in 1990 to 1994	14.9%
Moved in 1980 to 1989	16.9%
Moved in 1970 to 1979	12.1%
Moved in 1969 or Earlier	9.6%
Median Year Householder Moved In	1994

2000 Housing Units by Units in Structure

Total	4,883
1, Detached	80.5%
1, Attached	2.4%
2	3.1%
3 or 4	6.7%
5 to 9	0.6%
10 to 19	0.6%
20 +	0.8%
Mobile Home	4.9%
Other	0.3%

2000 Housing Units by Year Structure Built

Total	4,883
1999 to March 2000	0.7%
1995 to 1998	2.5%
1990 to 1994	4.1%
1980 to 1989	12.7%
1970 to 1979	17.0%
1969 or Earlier	62.9%
Median Year Structure Built	1964

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

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Top 3 Tapestry Segments

1. Home Town
2. City Dimensions
3. Heartland Communities

2010 Consumer Spending

Apparel & Services: Total \$	\$4,563,324
Average Spent	\$1,032.43
Spending Potential Index	43
Computers & Accessories: Total \$	\$587,664
Average Spent	\$132.96
Spending Potential Index	60
Education: Total \$	\$3,335,496
Average Spent	\$754.64
Spending Potential Index	62
Entertainment/Recreation: Total \$	\$8,978,671
Average Spent	\$2,031.37
Spending Potential Index	63
Food at Home: Total \$	\$12,905,635
Average Spent	\$2,919.83
Spending Potential Index	65
Food Away from Home: Total \$	\$8,931,192
Average Spent	\$2,020.63
Spending Potential Index	63
Health Care: Total \$	\$11,292,896
Average Spent	\$2,554.95
Spending Potential Index	69
HH Furnishings & Equipment: Total \$	\$4,831,873
Average Spent	\$1,093.18
Spending Potential Index	53
Investments: Total \$	\$4,600,307
Average Spent	\$1,040.79
Spending Potential Index	60
Retail Goods: Total \$	\$67,607,667
Average Spent	\$15,295.85
Spending Potential Index	62
Shelter: Total \$	\$39,582,951
Average Spent	\$8,955.42
Spending Potential Index	57
TV/Video/Audio: Total \$	\$3,552,426
Average Spent	\$803.72
Spending Potential Index	65
Travel: Total \$	\$4,635,250
Average Spent	\$1,048.70
Spending Potential Index	55
Vehicle Maintenance & Repairs: Total \$	\$2,625,867
Average Spent	\$594.09
Spending Potential Index	63

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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

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