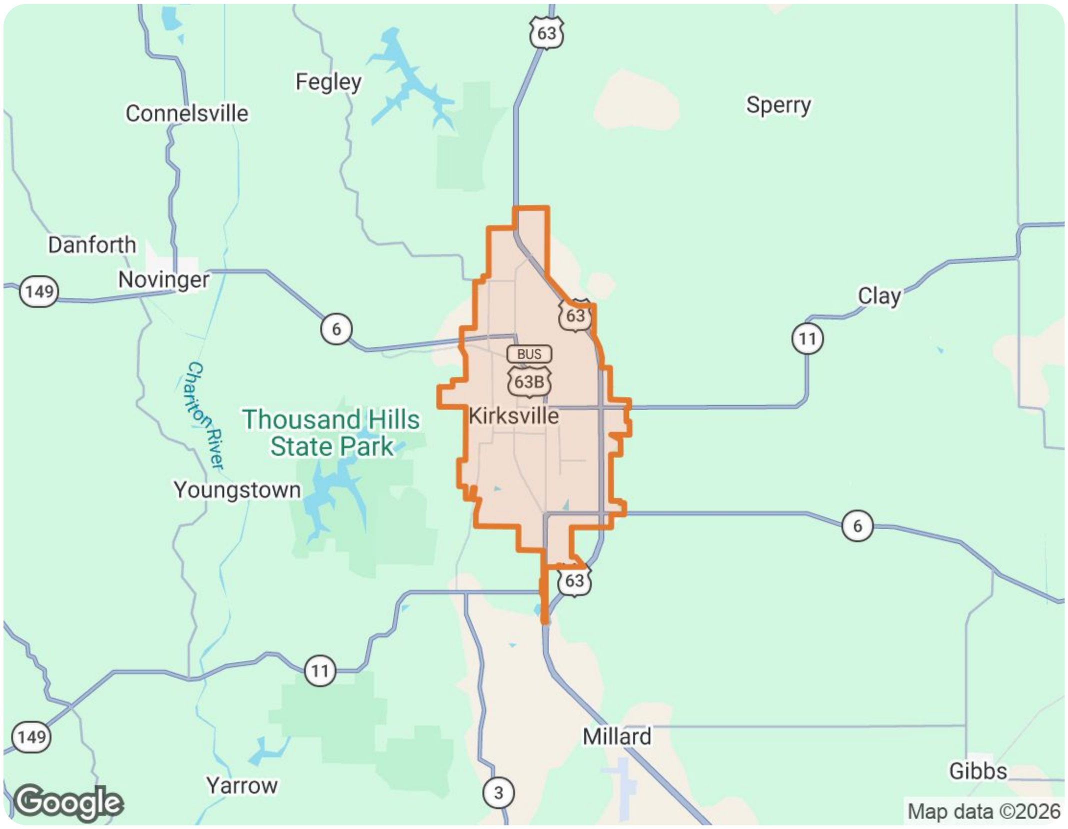
Kirksville, Missouri



Trade Area Summary

Attribute Summary for Kirksville, Missouri

Median Household Income	Median Age	Total Population	1st Dominant Segment
$44,520	26.7	17,613	Old and Newcomers
Source: 2024/2029 Income (Esri)	**Source:** 2024/2029 Age: 5 Year Increments (Esri)	**Source:** 2024 Age: 1 Year Increments (Esri)	**Source:** 2024 Tapestry Market Segmentation (Households)

Consumer Segmentation

LIFE MODE - What are the people like that live in this area?

Middle Ground

Lifestyles of thirtysomethings

URBANIZATION - Where do people like this usually live?

Metro Cities

Affordable city life, including smaller metros, satellite cities

Top Tapestry Segments	Old and Newcomers	In Style	College Towns	Dorms to Diplomas	Set to Impress
% of Households	1,744 (25.5%)	1,656 (24.2%)	1,321 (19.3%)	1,125 (16.4%)	411 (6.0%)
Lifestyle Group	Middle Ground	GenXurban	Scholars and Patriots	Scholars and Patriots	Midtown Singles
Urbanization Group	Metro Cities	Metro Cities	Metro Cities	Metro Cities	Metro Cities
Residence Type	Single Family; Multi-Units	Single Family	Multi-Unit Rentals; Single Family	Multi-Unit Rentals	Multi-Unit Rentals; Single Family
Household Type	Singles	Married Couples w/No Kids	Singles	Nonfam HHs w/ 2+ Persons	Singles
Average Household Size	2.1	2.32	2.06	2.09	2.06
Median Age	39.7	41.7	26	21.8	35
Diversity Index	62.9	51.5	65.4	64.3	72.9
Median Household Income	$60,300	$97,100	$49,000	$27,300	$49,300
Median Net Worth	$93,900	$354,300	$14,500	$9,700	$21,100
Median Home Value	$282,500	$390,100	$309,500	$303,100	$244,500
Homeownership	48.6%	69.8%	26.2%	8.1%	30.1%
Employment	Professional or Services	Professional or Mgmnt/Bus/Financial	Professional or Services	Professional or Services	Services or Professional
Education	Some College No Degree	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree	High School Diploma
Preferred Activities	Strong sense of community volunteer for charities. Food features convenience, frozen and fast food.	Support arts, concerts, theaters, museums. Prefer organic foods, grow their own vegetables.	Go out to the movies and out for drinks. Popular activities: backpacking, Pilates, and Frisbee.	Socializing, having fun, and learning new things are valued. Participate in sports go out to bars for drinks.	Maintain close relationships with family. Enjoy going to rock concerts, night clubs, and the zoo.
Financial	Price aware and coupon clippers, but open to impulse buys	Variety of investments often managed by a financial planner	Limited incomes result in thrifty purchases	Carry a balance on credit cards so they can buy what they want	Prefer name brands, buy generic when it's a better deal
Media	Features the Internet, listening to country music and read the paper	Connected and knowledgeable via smartphones	Use the Internet for social media, blogging, watch movies and TV.	Use a computer for just about everything	Use the Internet for social media, video games and watching TV
Vehicle	View car as transportation only	Partial to late model SUVs and compact SUVs	Prefer vehicle with good gas mileage	Vehicles are just a means of transportation	Own used, imported vehicles

Kirksville, Missouri

Consumer Segment Details

About this segment

Old and Newcomers

Ranked	In this area	In the United States
1st	**25.5%**	**2.3%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

Neighborhood

- Metropolitan city dwellers.
- Predominantly single households, with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent is lower than the US.
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

Socioeconomic Traits

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving income from Social Security.
- 31% have a college degree, 33% have some college education, 9% are still enrolled in college.
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are comfortable with the latest technology.

Market Profile

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

Kirksville, Missouri

Consumer Segment Details

About this segment

In Style

Ranked

2nd

dominant segment for this area

In this area

24.2%

of households fall into this segment

In the United States

2.2%

of households fall into this segment

Who Are They?

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

Socioeconomic Traits

- College educated: 48% are graduates; 77% with some college education.
- Higher labor force participation rate is at 67% with proportionately more 2-worker households.
- Median household income of $73,000 reveals an affluent market with income supplemented by investments and a substantial net worth.
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.

Neighborhood

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children or single households; average household size at 2.35.
- Home ownership average at 68%; nearly half, 47%, mortgaged.
- Primarily single-family homes, in older neighborhoods (built before 1980) with a mix of town homes and smaller (5 –19 units) apartment buildings.
- Median home value at $243,900.
- Vacant housing units at 8.6%.

Market Profile

- Partial to late model SUVs: compact SUVs are gaining popularity.
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.
- Prefer organic foods, including growing their own vegetables.
- Financially active, own a variety of investments often managed by a financial planner.
- Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes.
- Actively support the arts, theater, concerts, and museums.

Kirksville, Missouri

Consumer Segment Details

About this segment

College Towns

Ranked
3rd
dominant segment for this area

In this area
19.3%
of households fall into this segment

In the United States
0.9%
of households fall into this segment

Who Are They?

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, schoolwork, news, social media, and entertainment. College Towns residents are all about new experiences, and they seek out variety and adventure in their lives.

Neighborhood

- These are nonfamily households with many students living alone or with roommates for the first time.
- This segment is a mix of densely developed student housing and dorms with local residences.
- Off-campus, low rent apartments comprise half of the housing stock.
- Over three-quarters of the households are renter occupied, with one in ten remaining vacant.
- One-third of homes are single family; mostly occupied by local residents who own their homes.
- This market is bike and pedestrian friendly.

Socioeconomic Traits

- Limited incomes result in thrifty purchases.
- Dress to impress with the latest fashions of the season.
- Strong preference for environmentally friendly products and vehicles that get good gas mileage.
- Heavily influenced by celebrity endorsements and trends in magazines.
- Most feel anything that can be done online is easier than in person.

Market Profile

- Own laptops/notebooks and video game systems.
- Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNews, ESPN2, and Comedy Central.
- Use the Internet for social media connections, blogging, paying bills, and searching for jobs.
- Have cell phones only (no landlines) and enjoy customizing them.
- Popular activities: backpacking, Pilates, and Frisbee.
- Go out to the movies and out for drinks.

Kirksville, Missouri

Consumer Segment Details

About this segment

Dorms to Diplomas

Ranked	In this area	In the United States
4th	**16.4%**	**0.5%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

On their own for the first time, Dorms to Diplomas residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the internet, and cell phones.

Neighborhood

- Mix of dorms, on-campus and off-campus housing cater to young renters.
- Off-campus householders are commonly students living alone or with roommates; average household size is 2.22.
- More than 80% of the housing are apartments; many older homes in town have been converted into multifamily living units.
- With limited parking on campus, many walk, bike, or car pool to class.
- Less than one in ten homes are owner occupied.

Socioeconomic Traits

- This is the youngest market with half of the population aged 20–24.
- Impulse buyers who experiment with different brands.
- Often purchase trendy clothes on a budget.
- Vehicles are just a means of transportation, economy and environmental impact are factors in purchases; used, imported subcompact cars are a popular choice.
- Socializing, having fun, and learning new things are valued.
- Always connected; their cell phone is never out of reach.

Market Profile

- Going to the movies, out to bars for drinks and maybe a game of billiards are common activities.
- With little experience cooking, fast food and frozen dinners are the “go-to” choices.
- Rely on Internet shopping to express appearance and fashion preferences; hair color and teeth whiteners are commonplace.
- Mobile devices provide access to all the latest music.
- Active on and off campus, residents participate in many sports and activities like Frisbee, bowling, weightlifting, jogging, and yoga.
- Use a computer for just about everything including news, entertainment, shopping, blogging, social media, TV, movies, and homework.

Kirksville, Missouri

Consumer Segment Details

About this segment

Set to Impress

Ranked	In this area	In the United States
5th	**6.0%**	**1.4%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and a large portion are single-person nonfamily households. Although many residents live alone, they preserve close connections with their family. Many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

Socioeconomic Traits

- Residents are educated and mobile. Many are enrolled in college.
- Consumers always have an eye out for a sale and will stock up when the price is right.
- Prefer name brands, but buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- Image-conscious consumers that dress to impress and often make impulse buys.
- Maintain close relationships with family.

Neighborhood

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- Renters make up nearly three quarters of all households.
- Mostly found in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

Market Profile

- Listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- Use the Internet for social media, downloading video games, and watching TV programs.
- Own used, imported vehicles.
- Prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store.
- Enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

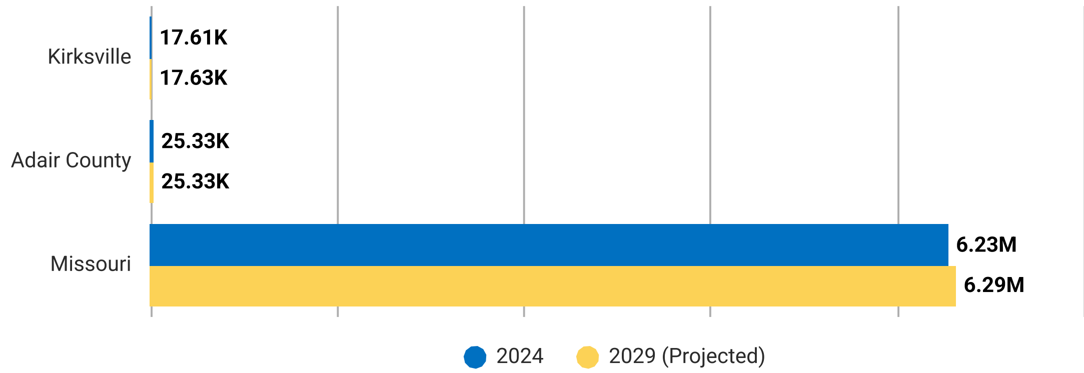
Population

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

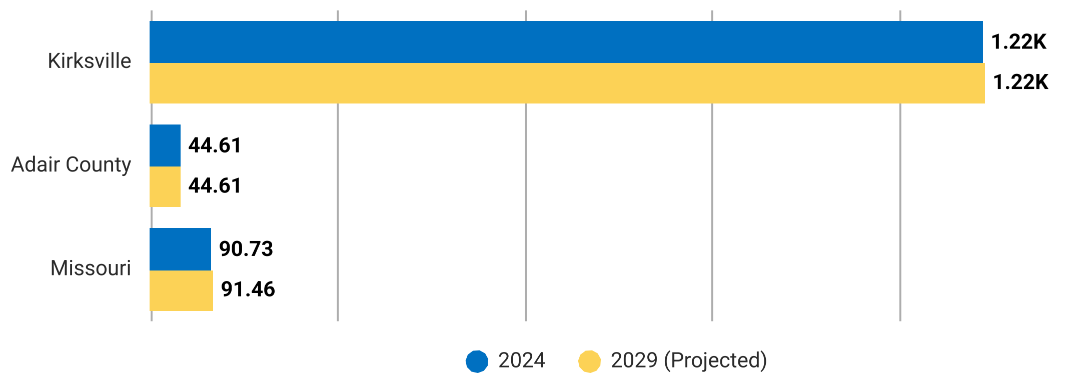
Total Population

This chart shows the total population in an area, compared with other geographies.



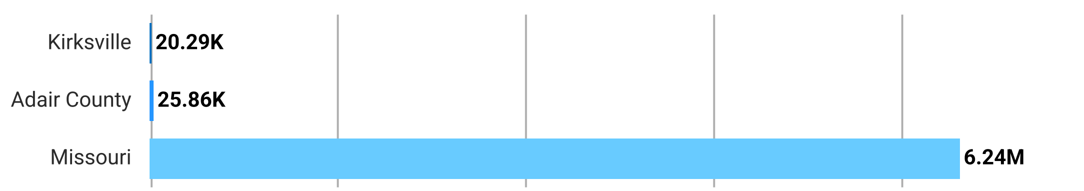
Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

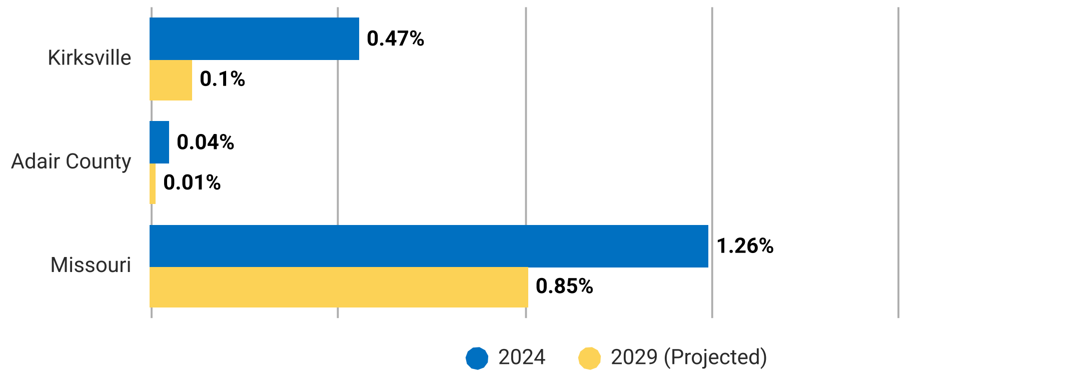


Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

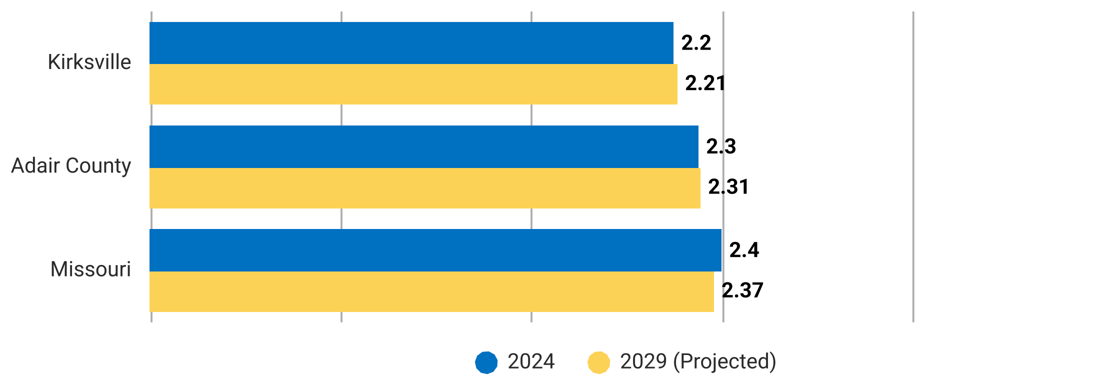
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.



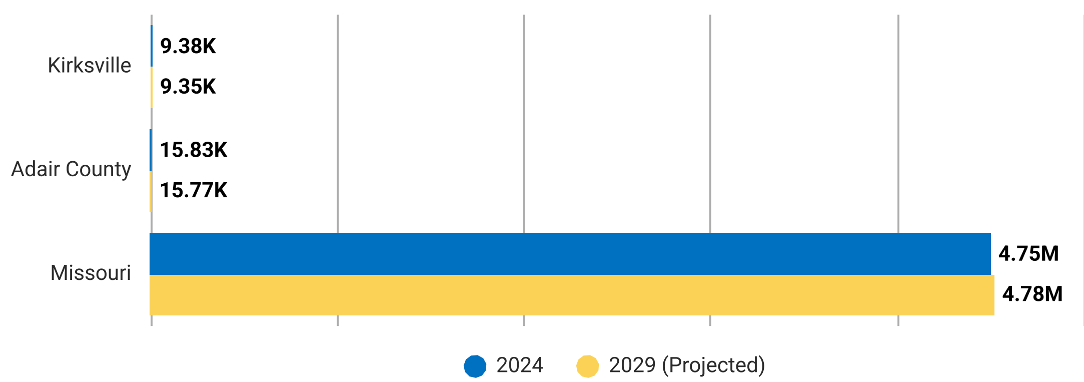
Average Household Size

This chart shows the average household size in an area, compared with other geographies.



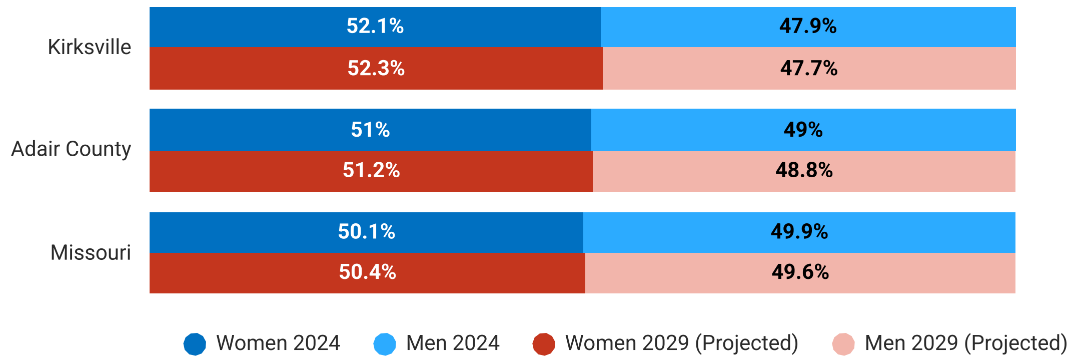
Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

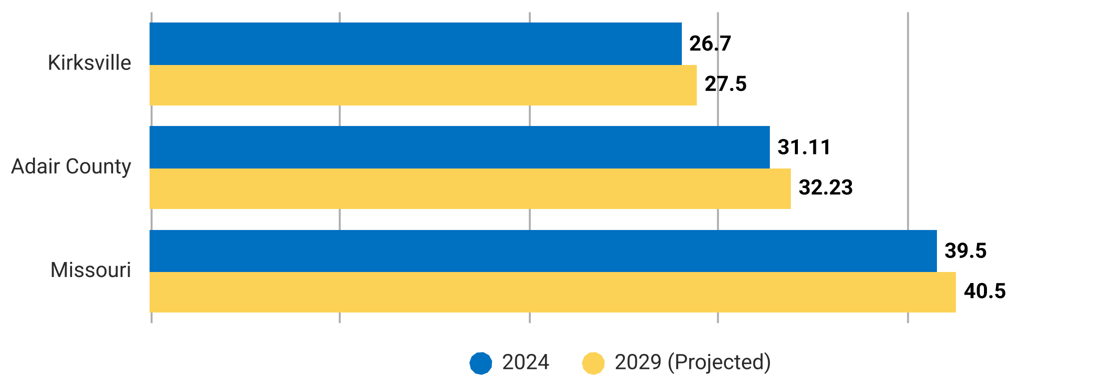


Age

Source: U.S. Census American Community Survey via Esri, 2024
Update Frequency: Annually

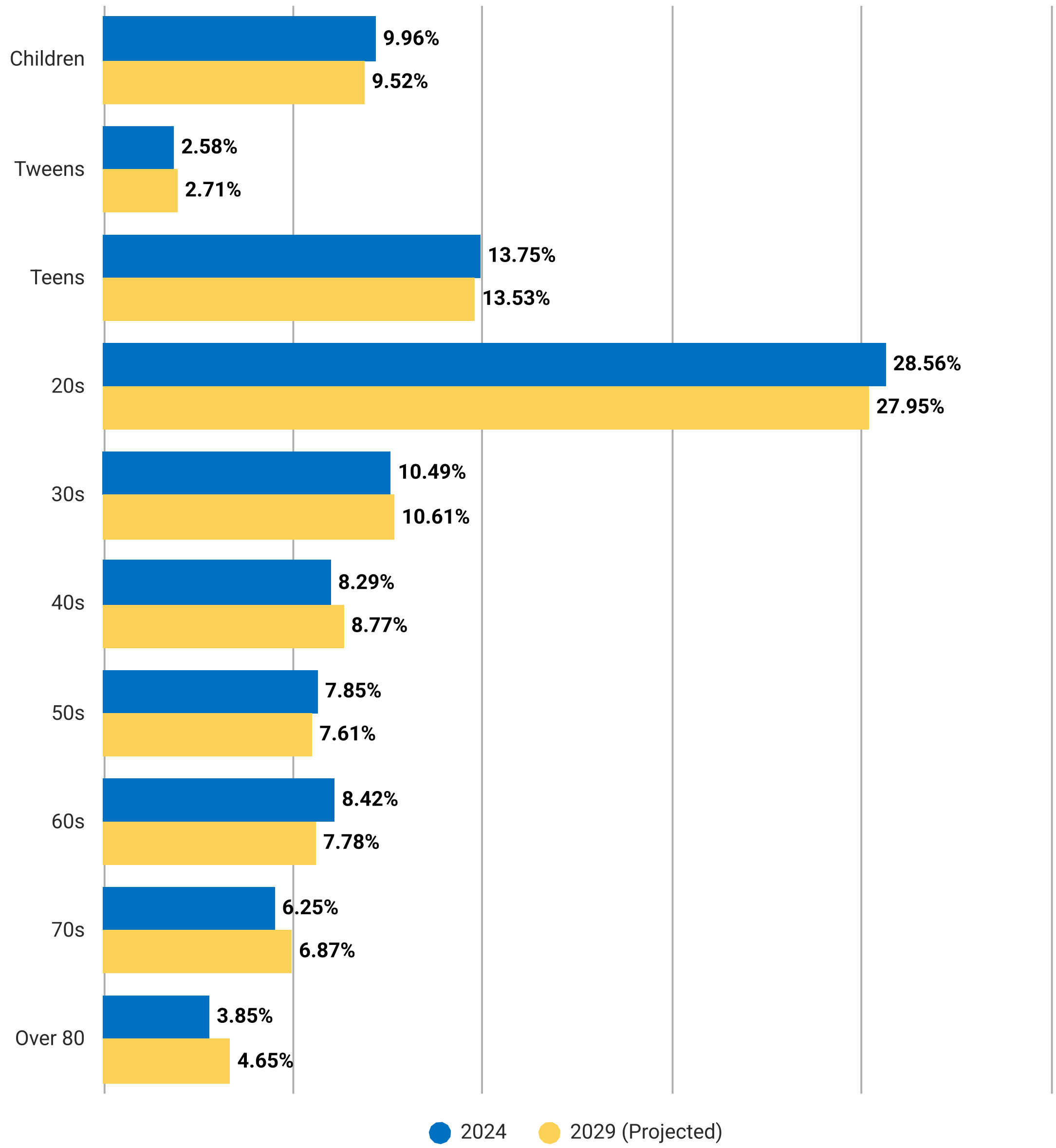
Median Age

This chart shows the median age in an area, compared with other geographies.



Population by Age

This chart breaks down the population of an area by age group.



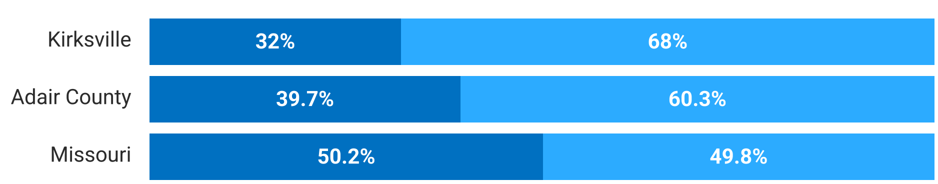
Married

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



Kirksville, Missouri

Never Married

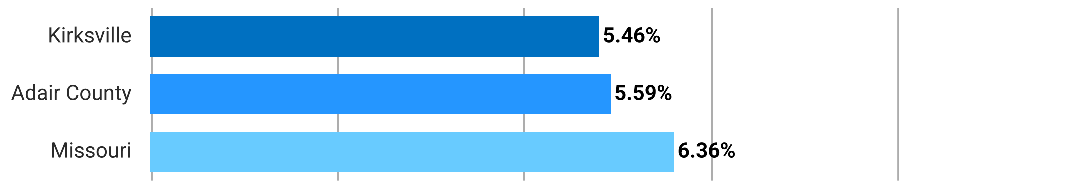
This chart shows the number of people in an area who have never been married, compared with other geographies.

Married

This chart shows the number of people in an area who are married, compared with other geographies.

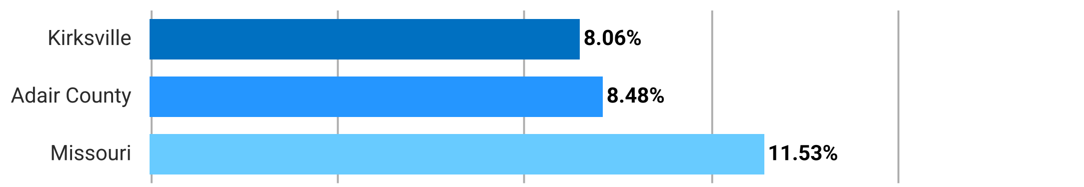
Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.



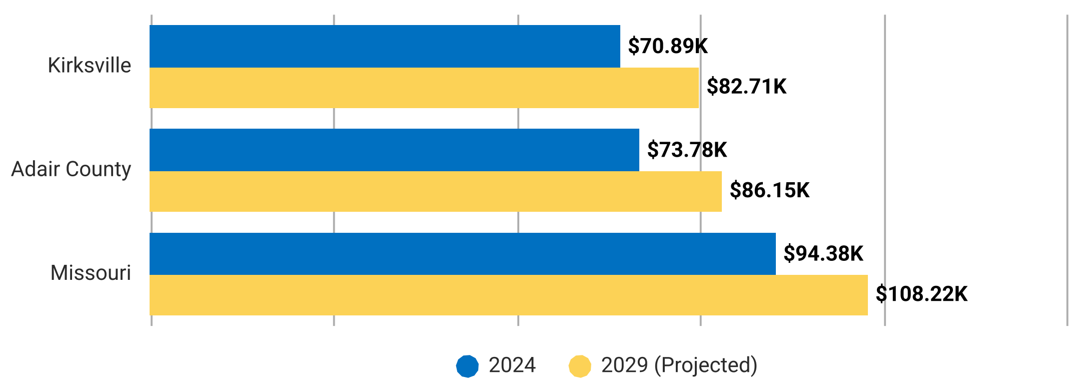
Income

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

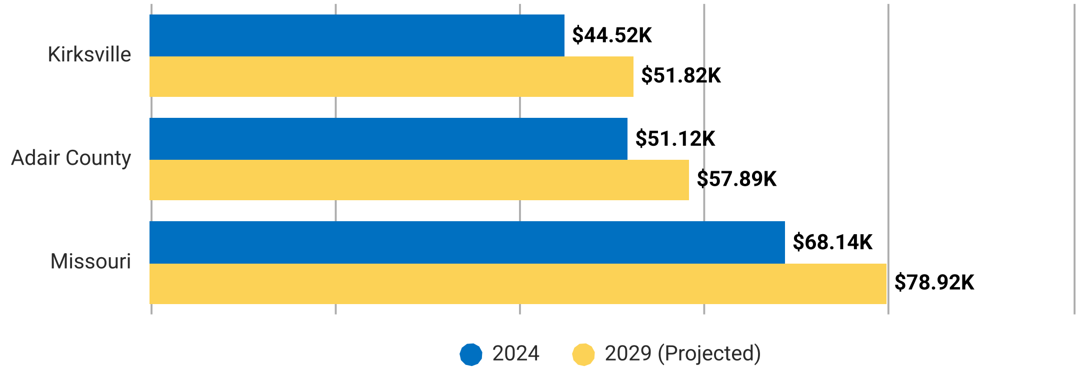
Average Household Income

This chart shows the average household income in an area, compared with other geographies.



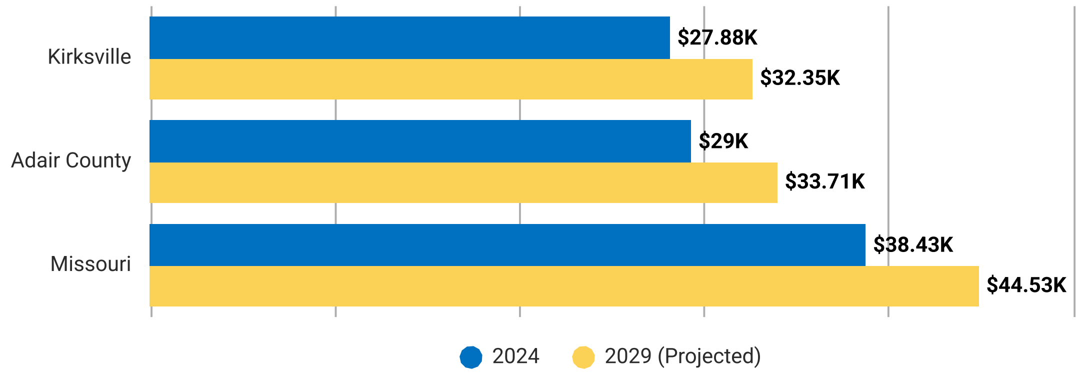
Median Household Income

This chart shows the median household income in an area, compared with other geographies.



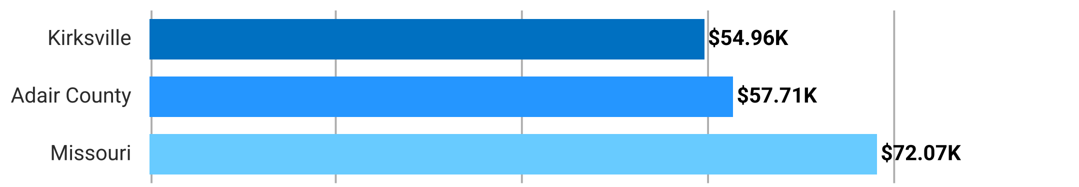
Per Capita Income

This chart shows per capita income in an area, compared with other geographies.



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



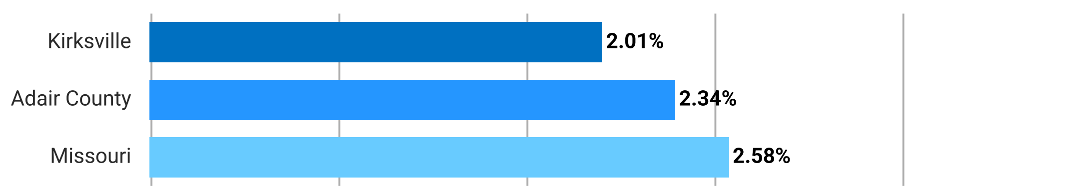
Education

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Less than 9th Grade

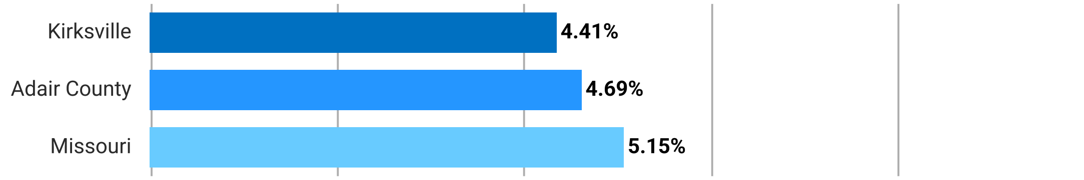
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



Kirksville, Missouri

Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



High School GED

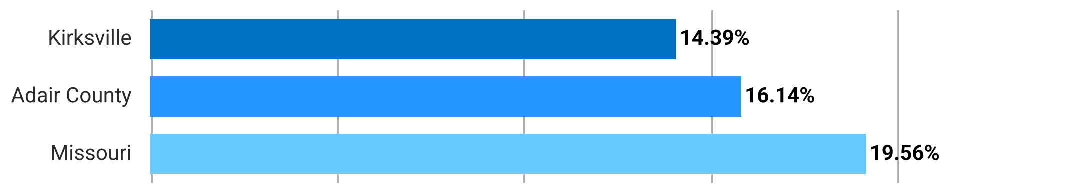
This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

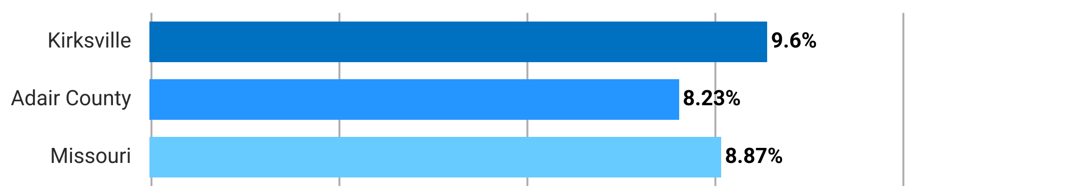
Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



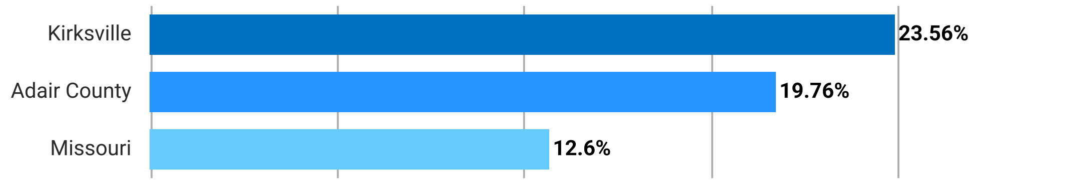
Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Kirksville, Missouri

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



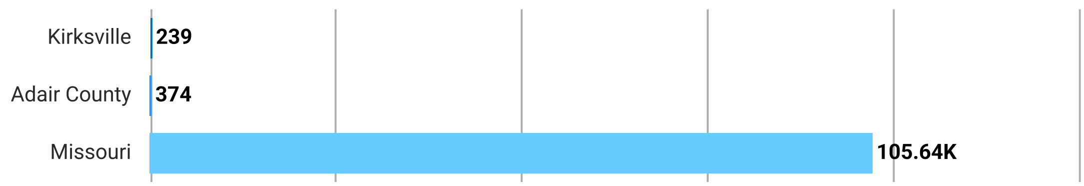
Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

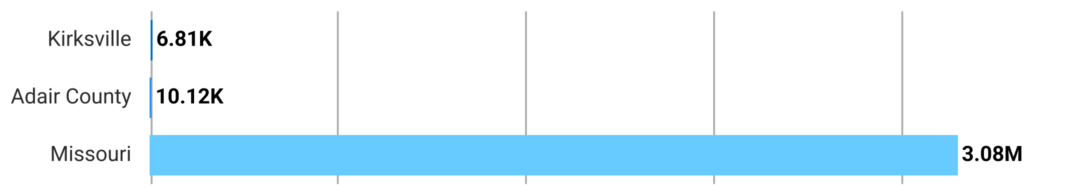


Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

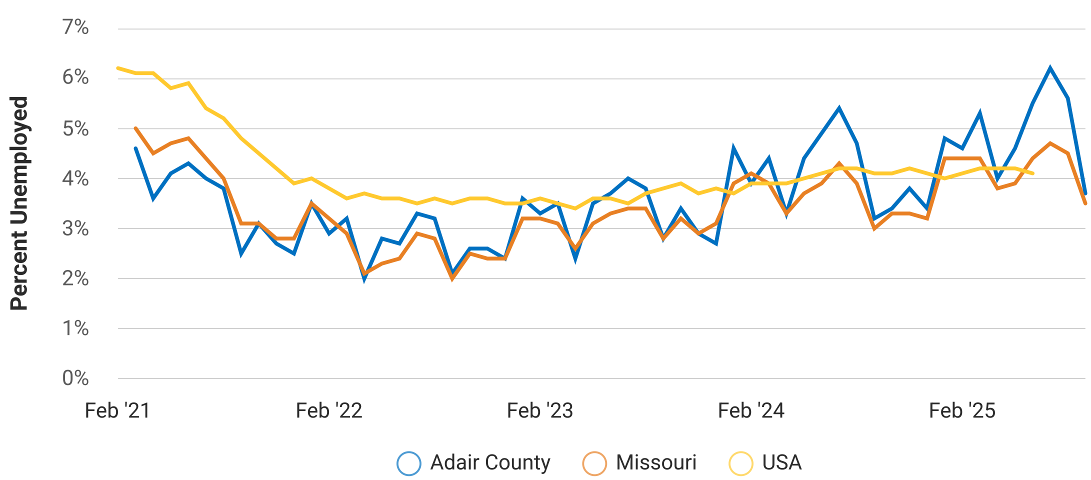


Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly



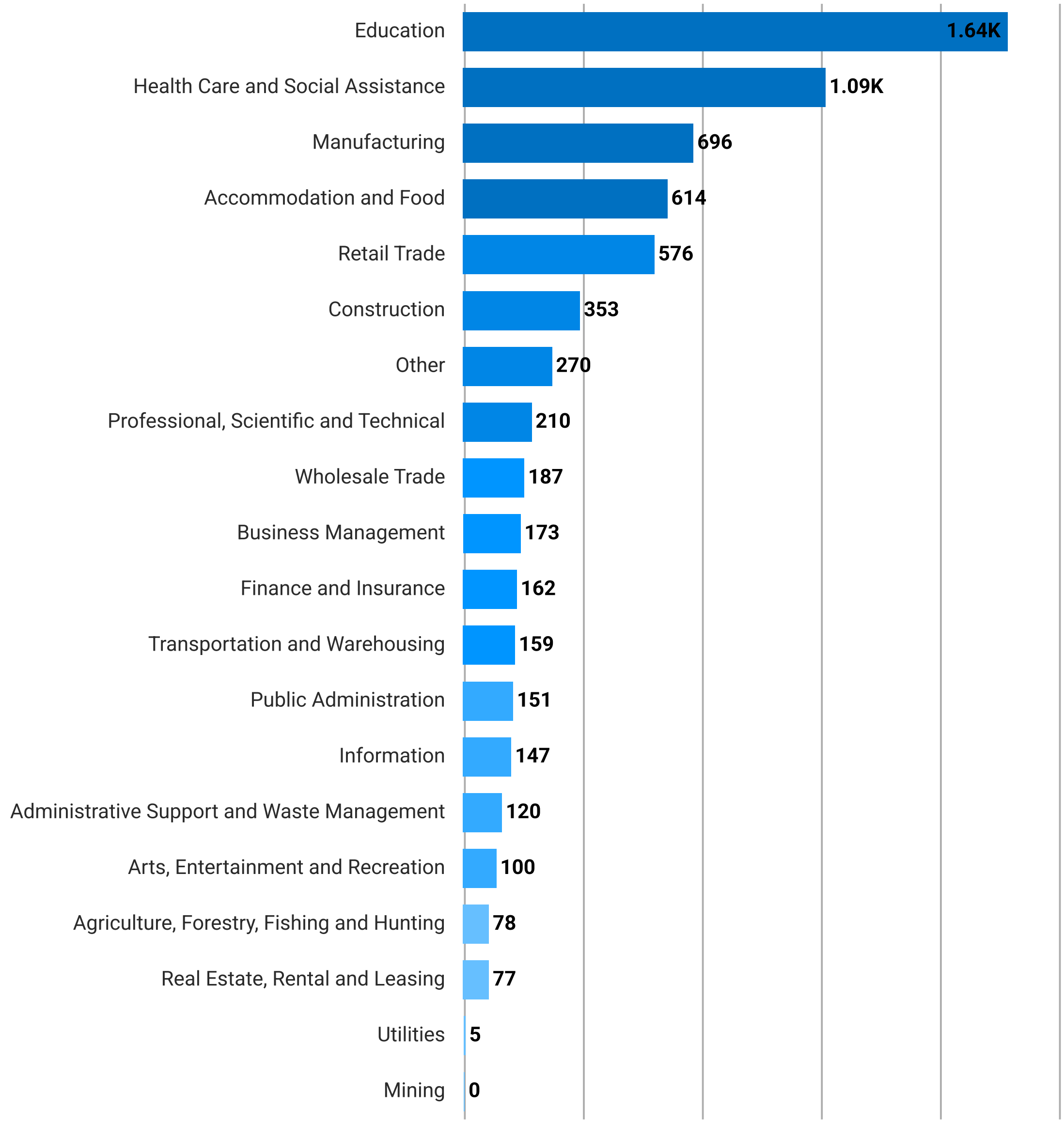
Kirksville, Missouri

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



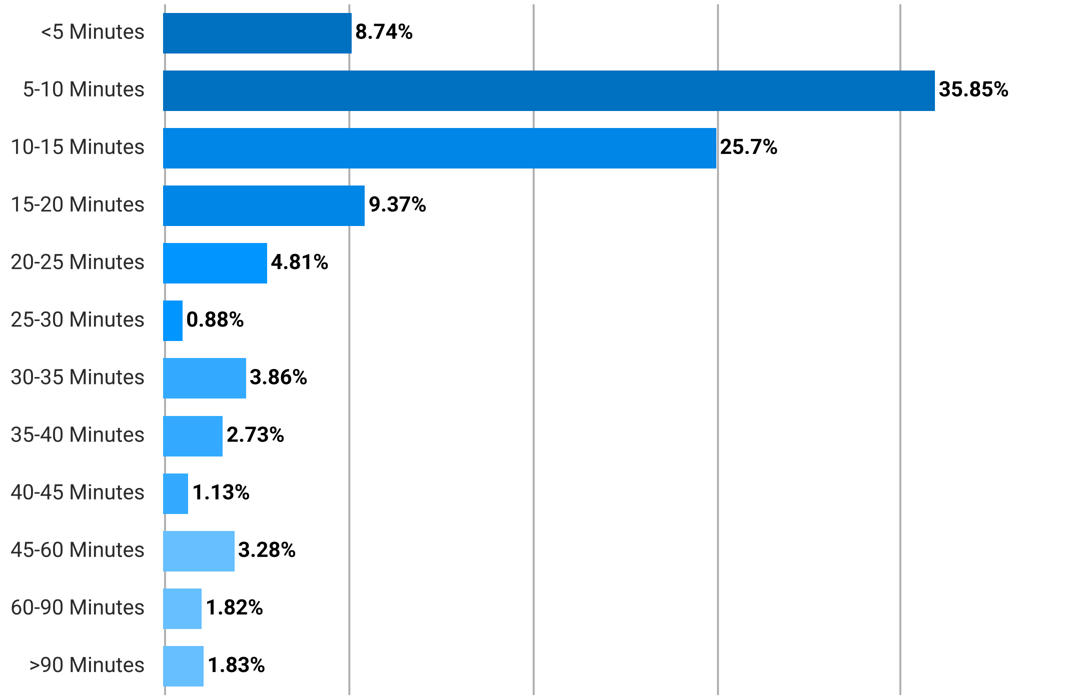
Commute to Work

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

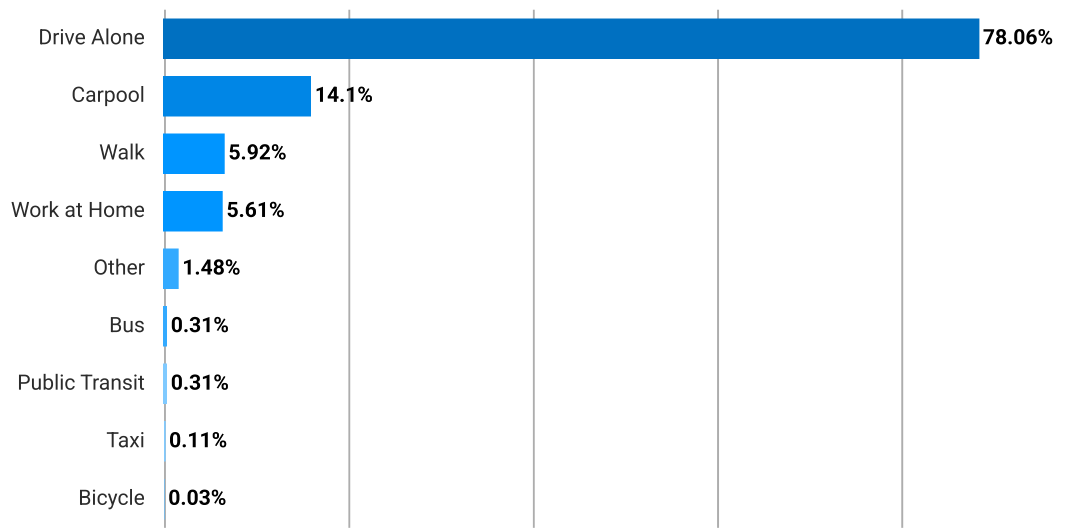


How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



Home Values

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

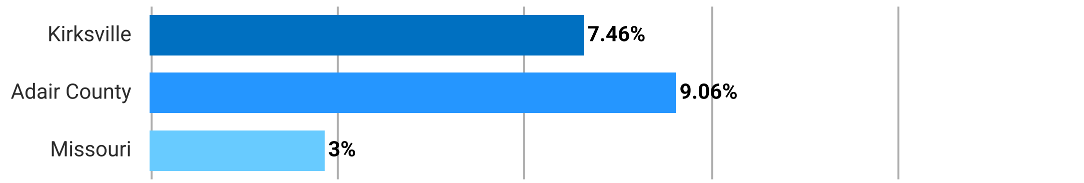
Update Frequency: Monthly

12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

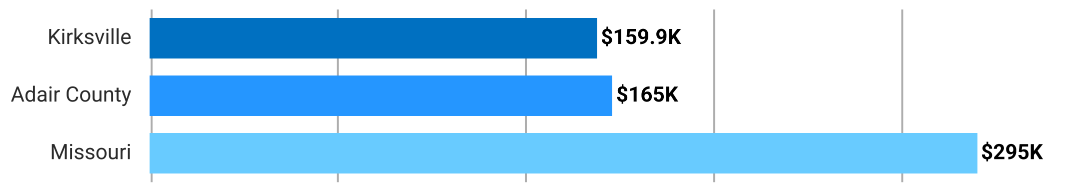


Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly

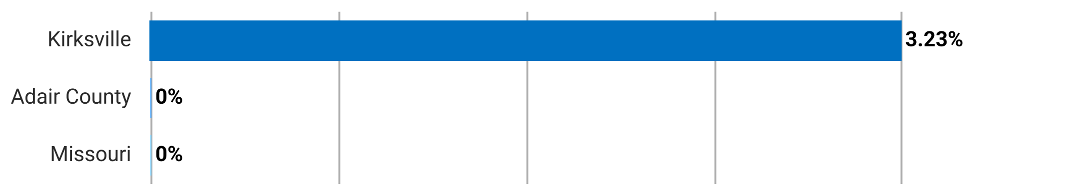


12 mo. Change in Median Listing Price

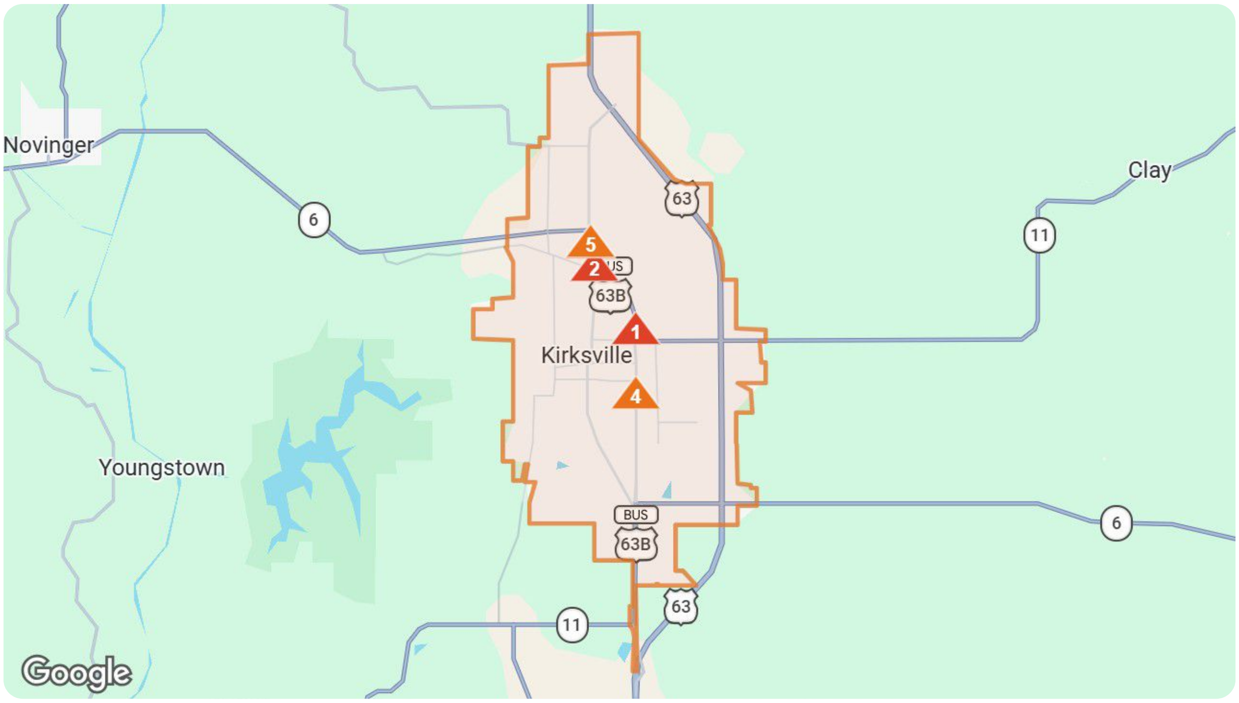
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly



Traffic Counts



Daily Traffic Counts

- Up to 6,000 / day
- 6,001 - 15,000
- 15,001 - 30,000
- 30,001 - 50,000
- 50,001 - 100,000
- Over 100,000 / day

Traffic Counts by Highest Traffic Count

1 19,168

N Baltimore St

2025 Est. daily traffic counts

Cross: E Cottonwood St
Cross Dir: S
Distance: 0.01 miles

Historical counts

Year	Count	Type
2005	19,542	AADT
2004	19,970	AADT
1997	26,237	ADT

2 16,136

N Baltimore St

2025 Est. daily traffic counts

Cross: Potter Ave
Cross Dir: S
Distance: 0.07 miles

Historical counts

Year	Count	Type
2019	16,558	AADT
2014	15,755	AADT
2013	15,946	AADT
2012	16,238	AADT
2011	16,570	AADT

3 15,672

N Baltimore St

2025 Est. daily traffic counts

Cross: Hwy 63
Cross Dir: S
Distance: 0.09 miles

Historical counts

Year	Count	Type
2019	16,309	AADT
2014	15,723	AADT
2013	15,914	AADT
2012	16,220	AADT
2011	15,087	AADT

4 14,890

Ste Hwy 6

2025 Est. daily traffic counts

Cross: PkAve
Cross Dir: N
Distance: 0.01 miles

Historical counts

Year	Count	Type
2014	13,452	AADT
2013	13,506	AADT
2012	13,533	AADT
2011	17,746	AADT
2010	18,680	AADT

5 13,792

North Baltimore Street

2025 Est. daily traffic counts

Cross: Ste Hwy 6
Cross Dir: S
Distance: 0.02 miles

Historical counts

Year	Count	Type
2022	8,119	AADT
2019	17,267	AADT
2014	16,153	AADT
2013	16,349	AADT
2012	16,649	AADT

AADT - Annual Average Daily Traffic **ADT** - Average Daily Traffic **AWDT** - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

Kirksville, Missouri

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