

DEMOGRAPHICS

POPULATION. Harrisonville and Cass County are characterized by a stable growth population. The area experienced a 25% growth rate during the 1980s, 28% growth rate in the 1990s, and a 21% growth this last decade.

POPULATION TRENDS						
	1960	1970	1980	1990	2000	2010
Harrisonville	3,510	5,052	6,372	7,683	8,946	10,019
Cass County	29,700	39,500	51,000	63,808	82,092	99,478

According to the 2010 U.S. Census, 53% of Harrisonville's population is female, while 47% is male. The median age of the community's population is 35 years, with almost 28% under age 18. About 15% of the town's total population is over 65. Harrisonville has an average population per household of 2.5 persons. Approximately 3,457 households exist within the community.



Cass Regional Medical Center



Lawrence Smith Memorial Airport

INCOME. The average household income within a 15 minute drive time is \$64,052. The average household income within a 30 minute drive time is \$65,116. The median family income within the City limits of Harrisonville is \$47,761.

LABOR FORCE. Population stability is affirmed by labor force statistics. The work force in Cass County is 46,792, with an unemployment rate of 7.5% (January 2012). An abundant labor supply exists within a 30-mile radius of Harrisonville.

Approximately 65% of Cass County workers are employed outside of the county. This statistic indicates a significant demand for jobs closer to home. Harrisonville draws its labor force from as many as 12 counties.

MARKET CENTER. Harrisonville has historically been a primary market center for Cass County and the surrounding counties. Harrisonville is the County Seat and is conveniently located at the intersection of several highways (U.S. 71 (I-49), State Routes 2, 7, and 291). It is estimated that Harrisonville has 90,000 people within their market area.



New 100,000+ Square Foot Sutherlands Home Improvement Center