



Market Profile

Hwy 50/47, Union, MO 63084
Rings: 1, 3, 5 mile radii

Latitude: 38.4429
Longitude: -90.9901

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	1,802	11,074	15,367
2010 Total Population	1,897	13,570	18,999
2016 Total Population	1,958	14,226	19,886
2016 Group Quarters	58	192	210
2021 Total Population	2,001	14,673	20,495
2016-2021 Annual Rate	0.44%	0.62%	0.61%
2016 Total Daytime Population	4,316	15,184	18,837
Workers	3,377	8,063	8,993
Residents	939	7,121	9,844
Household Summary			
2000 Households	640	4,105	5,643
2000 Average Household Size	2.73	2.64	2.68
2010 Households	672	5,091	7,107
2010 Average Household Size	2.74	2.63	2.64
2016 Households	697	5,375	7,500
2016 Average Household Size	2.73	2.61	2.62
2021 Households	715	5,567	7,767
2021 Average Household Size	2.72	2.60	2.61
2016-2021 Annual Rate	0.51%	0.70%	0.70%
2010 Families	479	3,586	5,119
2010 Average Family Size	3.21	3.10	3.10
2016 Families	492	3,749	5,353
2016 Average Family Size	3.21	3.09	3.08
2021 Families	502	3,864	5,518
2021 Average Family Size	3.20	3.08	3.07
2016-2021 Annual Rate	0.40%	0.61%	0.61%
Housing Unit Summary			
2000 Housing Units	698	4,378	6,026
Owner Occupied Housing Units	73.8%	72.0%	73.9%
Renter Occupied Housing Units	17.9%	21.8%	19.7%
Vacant Housing Units	8.3%	6.2%	6.4%
2010 Housing Units	741	5,468	7,645
Owner Occupied Housing Units	67.6%	67.1%	69.9%
Renter Occupied Housing Units	23.1%	26.0%	23.1%
Vacant Housing Units	9.3%	6.9%	7.0%
2016 Housing Units	772	5,791	8,088
Owner Occupied Housing Units	66.2%	65.7%	68.7%
Renter Occupied Housing Units	24.1%	27.1%	24.1%
Vacant Housing Units	9.7%	7.2%	7.3%
2021 Housing Units	794	6,011	8,392
Owner Occupied Housing Units	66.5%	65.2%	68.2%
Renter Occupied Housing Units	23.6%	27.4%	24.3%
Vacant Housing Units	9.9%	7.4%	7.4%
Median Household Income			
2016	\$44,877	\$48,501	\$51,327
2021	\$48,940	\$53,533	\$56,519
Median Home Value			
2016	\$148,109	\$155,308	\$167,779
2021	\$194,604	\$196,468	\$211,106
Per Capita Income			
2016	\$21,942	\$24,246	\$25,398
2021	\$24,086	\$27,169	\$28,530
Median Age			
2010	36.5	34.7	36.0
2016	37.3	35.4	36.8
2021	37.3	35.9	37.3

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	697	5,375	7,500
<\$15,000	15.6%	11.1%	9.9%
\$15,000 - \$24,999	11.3%	11.6%	11.0%
\$25,000 - \$34,999	12.5%	12.2%	11.4%
\$35,000 - \$49,999	14.6%	16.4%	16.1%
\$50,000 - \$74,999	21.2%	20.2%	20.4%
\$75,000 - \$99,999	11.2%	12.1%	12.9%
\$100,000 - \$149,999	10.2%	11.2%	12.3%
\$150,000 - \$199,999	1.6%	2.8%	3.1%
\$200,000+	1.9%	2.5%	2.9%
Average Household Income	\$57,385	\$63,291	\$66,725
2021 Households by Income			
Household Income Base	715	5,567	7,767
<\$15,000	15.7%	10.9%	9.8%
\$15,000 - \$24,999	10.9%	11.1%	10.4%
\$25,000 - \$34,999	15.1%	14.3%	13.3%
\$35,000 - \$49,999	8.8%	10.0%	9.9%
\$50,000 - \$74,999	20.0%	18.9%	19.1%
\$75,000 - \$99,999	11.6%	13.3%	13.9%
\$100,000 - \$149,999	13.6%	14.9%	16.0%
\$150,000 - \$199,999	2.0%	3.6%	4.0%
\$200,000+	2.4%	3.1%	3.6%
Average Household Income	\$63,010	\$70,691	\$74,657
2016 Owner Occupied Housing Units by Value			
Total	511	3,807	5,554
<\$50,000	7.8%	9.0%	9.2%
\$50,000 - \$99,999	19.8%	14.1%	11.5%
\$100,000 - \$149,999	23.3%	24.7%	21.6%
\$150,000 - \$199,999	15.1%	20.9%	21.4%
\$200,000 - \$249,999	10.8%	11.4%	12.1%
\$250,000 - \$299,999	8.8%	6.2%	6.9%
\$300,000 - \$399,999	8.8%	6.4%	7.9%
\$400,000 - \$499,999	3.7%	4.3%	5.1%
\$500,000 - \$749,999	1.0%	1.9%	2.5%
\$750,000 - \$999,999	0.4%	0.2%	0.6%
\$1,000,000 +	0.6%	0.9%	1.1%
Average Home Value	\$185,127	\$189,349	\$206,825
2021 Owner Occupied Housing Units by Value			
Total	528	3,919	5,725
<\$50,000	4.2%	4.9%	4.8%
\$50,000 - \$99,999	9.7%	7.9%	6.3%
\$100,000 - \$149,999	12.7%	11.6%	9.4%
\$150,000 - \$199,999	26.3%	27.6%	25.2%
\$200,000 - \$249,999	14.6%	18.3%	19.3%
\$250,000 - \$299,999	10.2%	9.8%	11.3%
\$300,000 - \$399,999	13.8%	10.0%	11.7%
\$400,000 - \$499,999	5.5%	6.0%	6.6%
\$500,000 - \$749,999	1.5%	2.4%	3.2%
\$750,000 - \$999,999	0.6%	0.3%	0.8%
\$1,000,000 +	0.9%	1.3%	1.4%
Average Home Value	\$230,540	\$233,363	\$251,297

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	1,897	13,570	18,998
0 - 4	7.1%	8.0%	7.5%
5 - 9	8.0%	8.1%	7.9%
10 - 14	6.6%	6.9%	7.0%
15 - 24	13.8%	13.3%	12.9%
25 - 34	12.8%	14.3%	13.3%
35 - 44	12.5%	12.9%	13.0%
45 - 54	15.4%	14.2%	15.0%
55 - 64	11.3%	10.5%	10.9%
65 - 74	6.8%	6.6%	7.0%
75 - 84	3.8%	3.8%	3.9%
85 +	1.8%	1.5%	1.4%
18 +	74.2%	73.1%	73.4%
2016 Population by Age			
Total	1,956	14,227	19,886
0 - 4	6.9%	7.6%	7.2%
5 - 9	7.3%	7.7%	7.4%
10 - 14	6.9%	7.5%	7.5%
15 - 24	12.7%	12.3%	12.1%
25 - 34	13.7%	14.4%	13.6%
35 - 44	12.1%	13.0%	12.7%
45 - 54	13.9%	12.9%	13.6%
55 - 64	12.4%	11.5%	12.2%
65 - 74	8.5%	7.8%	8.3%
75 - 84	3.8%	3.8%	4.1%
85 +	1.8%	1.4%	1.4%
18 +	75.4%	73.5%	74.2%
2021 Population by Age			
Total	2,002	14,672	20,495
0 - 4	6.8%	7.5%	7.0%
5 - 9	6.5%	7.4%	7.1%
10 - 14	7.0%	7.7%	7.5%
15 - 24	12.1%	12.1%	11.8%
25 - 34	14.3%	14.0%	13.2%
35 - 44	13.0%	13.9%	13.6%
45 - 54	12.0%	11.6%	12.0%
55 - 64	12.4%	11.7%	12.6%
65 - 74	10.0%	8.5%	9.1%
75 - 84	4.2%	4.2%	4.5%
85 +	1.5%	1.4%	1.5%
18 +	75.5%	73.2%	74.2%
2010 Population by Sex			
Males	963	6,712	9,410
Females	934	6,858	9,589
2016 Population by Sex			
Males	995	7,066	9,888
Females	963	7,161	9,998
2021 Population by Sex			
Males	1,015	7,297	10,208
Females	986	7,375	10,287

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	1,897	13,569	18,999
White Alone	96.0%	96.2%	96.6%
Black Alone	1.5%	1.0%	0.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	0.2%	0.4%	0.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.6%	0.5%	0.5%
Two or More Races	1.3%	1.4%	1.2%
Hispanic Origin	1.1%	1.4%	1.4%
Diversity Index	9.8	10.0	9.1
2016 Population by Race/Ethnicity			
Total	1,958	14,225	19,885
White Alone	95.0%	95.3%	95.8%
Black Alone	1.9%	1.3%	1.1%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	0.3%	0.4%	0.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.8%	0.7%	0.6%
Two or More Races	1.6%	1.7%	1.5%
Hispanic Origin	1.5%	2.0%	1.9%
Diversity Index	12.4	12.7	11.6
2021 Population by Race/Ethnicity			
Total	2,003	14,672	20,494
White Alone	94.1%	94.5%	95.0%
Black Alone	2.3%	1.5%	1.3%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	0.3%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.9%	0.9%	0.8%
Two or More Races	1.9%	2.0%	1.8%
Hispanic Origin	2.0%	2.6%	2.5%
Diversity Index	14.8	15.2	14.0
2010 Population by Relationship and Household Type			
Total	1,897	13,570	18,999
In Households	96.9%	98.6%	98.9%
In Family Households	84.3%	84.8%	86.0%
Householder	26.5%	26.4%	26.9%
Spouse	19.5%	20.0%	21.1%
Child	33.0%	33.5%	33.4%
Other relative	2.1%	2.1%	2.0%
Nonrelative	3.2%	2.8%	2.6%
In Nonfamily Households	12.7%	13.8%	12.9%
In Group Quarters	3.1%	1.4%	1.1%
Institutionalized Population	3.1%	1.4%	1.1%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment			
Total	1,300	9,240	13,111
Less than 9th Grade	5.0%	3.3%	3.5%
9th - 12th Grade, No Diploma	10.9%	6.6%	5.8%
High School Graduate	24.7%	24.7%	25.5%
GED/Alternative Credential	5.5%	5.0%	4.4%
Some College, No Degree	28.7%	28.5%	27.2%
Associate Degree	8.4%	9.4%	9.8%
Bachelor's Degree	9.2%	13.8%	14.3%
Graduate/Professional Degree	7.7%	8.7%	9.5%
2016 Population 15+ by Marital Status			
Total	1,547	10,984	15,514
Never Married	29.2%	23.8%	23.4%
Married	45.1%	55.8%	58.1%
Widowed	9.0%	6.7%	6.1%
Divorced	16.6%	13.7%	12.4%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	95.2%	94.4%	94.9%
Civilian Unemployed	4.8%	5.6%	5.1%
2016 Employed Population 16+ by Industry			
Total	927	7,132	10,111
Agriculture/Mining	1.0%	0.3%	0.7%
Construction	9.0%	5.5%	5.9%
Manufacturing	19.3%	25.0%	23.5%
Wholesale Trade	0.0%	0.9%	1.1%
Retail Trade	12.9%	13.6%	12.9%
Transportation/Utilities	1.6%	3.8%	4.2%
Information	0.0%	0.4%	0.7%
Finance/Insurance/Real Estate	6.5%	7.9%	7.4%
Services	42.5%	39.5%	40.7%
Public Administration	7.2%	3.0%	2.9%
2016 Employed Population 16+ by Occupation			
Total	928	7,132	10,109
White Collar	50.2%	57.5%	57.9%
Management/Business/Financial	9.6%	12.9%	13.6%
Professional	19.5%	19.6%	19.9%
Sales	6.4%	10.2%	10.3%
Administrative Support	14.7%	14.8%	14.1%
Services	18.9%	11.8%	12.8%
Blue Collar	31.1%	30.7%	29.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	8.4%	4.3%	4.6%
Installation/Maintenance/Repair	1.4%	3.7%	3.9%
Production	17.0%	17.1%	15.0%
Transportation/Material Moving	4.2%	5.6%	5.6%
2010 Population By Urban/ Rural Status			
Total Population	1,897	13,570	18,999
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	61.4%	58.7%	51.8%
Rural Population	38.6%	41.3%	48.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	672	5,092	7,107
Households with 1 Person	24.6%	24.3%	23.0%
Households with 2+ People	75.4%	75.7%	77.0%
Family Households	71.3%	70.4%	72.0%
Husband-wife Families	52.4%	53.4%	56.5%
With Related Children	22.5%	25.1%	25.9%
Other Family (No Spouse Present)	18.9%	17.0%	15.5%
Other Family with Male Householder	6.5%	5.6%	5.2%
With Related Children	4.5%	3.9%	3.6%
Other Family with Female Householder	12.2%	11.4%	10.4%
With Related Children	8.0%	7.9%	7.1%
Nonfamily Households	4.2%	5.3%	5.0%
All Households with Children	35.6%	37.6%	37.2%
Multigenerational Households	3.6%	3.4%	3.3%
Unmarried Partner Households	7.9%	7.7%	7.0%
Male-female	7.6%	7.3%	6.7%
Same-sex	0.3%	0.3%	0.4%
2010 Households by Size			
Total	671	5,090	7,107
1 Person Household	24.6%	24.3%	23.0%
2 Person Household	33.2%	32.0%	33.1%
3 Person Household	16.4%	17.5%	17.4%
4 Person Household	15.1%	15.8%	16.0%
5 Person Household	6.6%	6.7%	6.7%
6 Person Household	2.5%	2.3%	2.4%
7 + Person Household	1.6%	1.5%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	672	5,091	7,107
Owner Occupied	74.6%	72.1%	75.2%
Owned with a Mortgage/Loan	48.7%	51.4%	53.4%
Owned Free and Clear	25.9%	20.7%	21.8%
Renter Occupied	25.4%	27.9%	24.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	741	5,468	7,645
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	64.1%	61.2%	53.5%
Rural Housing Units	35.9%	38.8%	46.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Southern Satellites (10A)	Middleburg (4C)	Middleburg (4C)
2.	Parks and Rec (5C)	Front Porches (8E)	Salt of the Earth (6B)
3.	Middleburg (4C)	Rustbelt Traditions (5D)	Front Porches (8E)
2016 Consumer Spending			
Apparel & Services: Total \$	\$1,034,071	\$8,830,979	\$12,891,949
Average Spent	\$1,483.60	\$1,642.97	\$1,718.93
Spending Potential Index	74	82	85
Education: Total \$	\$696,794	\$5,984,034	\$8,739,606
Average Spent	\$999.70	\$1,113.31	\$1,165.28
Spending Potential Index	71	79	82
Entertainment/Recreation: Total \$	\$1,521,495	\$12,921,914	\$19,021,022
Average Spent	\$2,182.92	\$2,404.08	\$2,536.14
Spending Potential Index	75	82	87
Food at Home: Total \$	\$2,596,783	\$22,085,077	\$32,402,343
Average Spent	\$3,725.66	\$4,108.85	\$4,320.31
Spending Potential Index	75	82	87
Food Away from Home: Total \$	\$1,603,958	\$13,708,732	\$20,053,704
Average Spent	\$2,301.23	\$2,550.46	\$2,673.83
Spending Potential Index	74	82	86
Health Care: Total \$	\$2,834,635	\$23,797,459	\$35,370,355
Average Spent	\$4,066.91	\$4,427.43	\$4,716.05
Spending Potential Index	77	84	89
HH Furnishings & Equipment: Total \$	\$918,387	\$7,858,039	\$11,562,351
Average Spent	\$1,317.63	\$1,461.96	\$1,541.65
Spending Potential Index	75	83	87
Personal Care Products & Services: Total \$	\$373,798	\$3,210,302	\$4,720,099
Average Spent	\$536.30	\$597.27	\$629.35
Spending Potential Index	73	82	86
Shelter: Total \$	\$7,870,481	\$68,001,087	\$98,724,421
Average Spent	\$11,291.94	\$12,651.37	\$13,163.26
Spending Potential Index	73	81	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,220,181	\$10,346,000	\$15,393,138
Average Spent	\$1,750.62	\$1,924.84	\$2,052.42
Spending Potential Index	75	83	88
Travel: Total \$	\$938,546	\$8,114,453	\$12,020,337
Average Spent	\$1,346.55	\$1,509.67	\$1,602.71
Spending Potential Index	72	81	86
Vehicle Maintenance & Repairs: Total \$	\$539,627	\$4,588,742	\$6,773,446
Average Spent	\$774.21	\$853.72	\$903.13
Spending Potential Index	75	82	87

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.