



Market Profile

, Union, MO 63084
Rings: 1, 3, 5 mile radii

Latitude: 38.44884110
Longitude: -91.0091685

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4,897	10,839	16,232
2010 Total Population	5,412	12,739	19,810
2013 Total Population	5,431	12,811	20,148
2013 Group Quarters	114	192	197
2018 Total Population	5,439	12,841	20,428
2013-2018 Annual Rate	0.03%	0.05%	0.28%
Household Summary			
2000 Households	1,922	4,012	5,905
2000 Average Household Size	2.48	2.65	2.71
2010 Households	2,150	4,768	7,381
2010 Average Household Size	2.46	2.63	2.66
2013 Households	2,160	4,804	7,525
2013 Average Household Size	2.46	2.63	2.65
2018 Households	2,170	4,839	7,671
2018 Average Household Size	2.45	2.61	2.64
2013-2018 Annual Rate	0.09%	0.15%	0.39%
2010 Families	1,439	3,325	5,363
2010 Average Family Size	2.98	3.13	3.10
2013 Families	1,438	3,334	5,450
2013 Average Family Size	2.99	3.13	3.10
2018 Families	1,432	3,333	5,523
2018 Average Family Size	2.99	3.12	3.09
2013-2018 Annual Rate	-0.08%	-0.01%	0.27%
Housing Unit Summary			
2000 Housing Units	2,052	4,262	6,276
Owner Occupied Housing Units	68.3%	71.5%	75.4%
Renter Occupied Housing Units	25.3%	22.6%	18.7%
Vacant Housing Units	6.3%	5.8%	5.9%
2010 Housing Units	2,328	5,111	7,914
Owner Occupied Housing Units	62.3%	66.6%	71.1%
Renter Occupied Housing Units	30.0%	26.7%	22.2%
Vacant Housing Units	7.6%	6.7%	6.7%
2013 Housing Units	2,355	5,170	8,073
Owner Occupied Housing Units	60.8%	65.3%	70.3%
Renter Occupied Housing Units	31.0%	27.6%	23.0%
Vacant Housing Units	8.3%	7.1%	6.8%
2018 Housing Units	2,386	5,250	8,231
Owner Occupied Housing Units	59.2%	64.5%	70.3%
Renter Occupied Housing Units	31.7%	27.7%	22.9%
Vacant Housing Units	9.1%	7.8%	6.8%
Median Household Income			
2013	\$37,584	\$39,898	\$45,227
2018	\$43,811	\$47,222	\$54,021
Median Home Value			
2013	\$153,794	\$173,767	\$194,966
2018	\$193,964	\$216,740	\$233,535
Per Capita Income			
2013	\$20,150	\$20,947	\$23,398
2018	\$23,215	\$24,145	\$27,138
Median Age			
2010	33.7	34.5	36.4
2013	34.0	34.8	36.7
2018	34.5	35.6	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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Households by Income			
Household Income Base	2,160	4,804	7,525
<\$15,000	11.4%	10.8%	9.1%
\$15,000 - \$24,999	17.6%	14.7%	13.1%
\$25,000 - \$34,999	16.5%	16.8%	14.9%
\$35,000 - \$49,999	19.0%	18.5%	17.2%
\$50,000 - \$74,999	16.1%	17.1%	18.6%
\$75,000 - \$99,999	10.0%	10.7%	12.2%
\$100,000 - \$149,999	6.6%	8.1%	10.7%
\$150,000 - \$199,999	1.8%	2.0%	2.1%
\$200,000+	1.1%	1.2%	2.0%
Average Household Income	\$51,527	\$54,859	\$62,041
2018 Households by Income			
Household Income Base	2,170	4,839	7,671
<\$15,000	10.9%	10.2%	8.4%
\$15,000 - \$24,999	12.8%	10.5%	9.0%
\$25,000 - \$34,999	13.9%	14.0%	12.0%
\$35,000 - \$49,999	18.6%	17.8%	15.9%
\$50,000 - \$74,999	18.8%	19.4%	20.8%
\$75,000 - \$99,999	12.7%	13.4%	15.3%
\$100,000 - \$149,999	8.7%	10.5%	13.5%
\$150,000 - \$199,999	2.4%	2.7%	2.8%
\$200,000+	1.3%	1.5%	2.4%
Average Household Income	\$59,269	\$63,003	\$71,620
2013 Owner Occupied Housing Units by Value			
Total	1,431	3,376	5,672
<\$50,000	1.7%	2.8%	2.9%
\$50,000 - \$99,999	11.2%	8.9%	6.9%
\$100,000 - \$149,999	34.9%	26.0%	19.5%
\$150,000 - \$199,999	28.1%	25.8%	23.1%
\$200,000 - \$249,999	12.0%	16.9%	19.8%
\$250,000 - \$299,999	4.8%	8.2%	11.8%
\$300,000 - \$399,999	5.0%	7.8%	10.0%
\$400,000 - \$499,999	1.3%	2.1%	3.6%
\$500,000 - \$749,999	0.6%	1.1%	2.0%
\$750,000 - \$999,999	0.1%	0.1%	0.3%
\$1,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$172,519	\$192,871	\$215,951
2018 Owner Occupied Housing Units by Value			
Total	1,413	3,385	5,788
<\$50,000	0.8%	1.1%	1.0%
\$50,000 - \$99,999	4.5%	3.3%	2.3%
\$100,000 - \$149,999	15.5%	10.4%	7.2%
\$150,000 - \$199,999	33.1%	26.1%	20.9%
\$200,000 - \$249,999	23.5%	27.0%	27.8%
\$250,000 - \$299,999	9.8%	14.5%	18.7%
\$300,000 - \$399,999	8.6%	12.0%	13.8%
\$400,000 - \$499,999	2.4%	3.2%	4.7%
\$500,000 - \$749,999	1.3%	1.8%	3.0%
\$750,000 - \$999,999	0.1%	0.3%	0.5%
\$1,000,000 +	0.4%	0.3%	0.2%
Average Home Value	\$215,357	\$235,470	\$256,219

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	5,412	12,739	19,809
0 - 4	8.5%	8.0%	7.4%
5 - 9	8.0%	8.2%	7.7%
10 - 14	6.4%	6.8%	7.1%
15 - 24	13.5%	13.3%	13.0%
25 - 34	15.4%	14.4%	13.1%
35 - 44	11.9%	12.6%	13.0%
45 - 54	13.2%	14.2%	15.4%
55 - 64	9.9%	10.4%	11.0%
65 - 74	6.5%	6.6%	7.0%
75 - 84	4.4%	4.0%	4.0%
85 +	2.3%	1.6%	1.4%
18 +	73.4%	73.1%	73.5%
2013 Population by Age			
Total	5,432	12,809	20,149
0 - 4	8.3%	7.8%	7.2%
5 - 9	8.0%	7.9%	7.5%
10 - 14	7.2%	7.5%	7.4%
15 - 24	12.8%	12.6%	12.4%
25 - 34	15.4%	14.6%	13.3%
35 - 44	12.5%	12.6%	12.6%
45 - 54	12.4%	13.5%	14.6%
55 - 64	10.6%	11.2%	12.1%
65 - 74	6.8%	7.0%	7.5%
75 - 84	4.2%	3.9%	4.0%
85 +	2.0%	1.5%	1.3%
18 +	73.1%	73.2%	74.0%
2018 Population by Age			
Total	5,441	12,839	20,428
0 - 4	8.3%	7.8%	7.2%
5 - 9	7.7%	7.5%	7.3%
10 - 14	7.6%	7.7%	7.6%
15 - 24	12.5%	12.2%	11.7%
25 - 34	14.6%	13.9%	12.9%
35 - 44	13.3%	13.3%	13.1%
45 - 54	11.3%	12.2%	13.2%
55 - 64	11.1%	11.9%	13.1%
65 - 74	7.6%	7.9%	8.4%
75 - 84	4.1%	4.0%	4.1%
85 +	1.9%	1.5%	1.4%
18 +	72.5%	73.0%	73.9%
2010 Population by Sex			
Males	2,650	6,302	9,823
Females	2,762	6,437	9,987
2013 Population by Sex			
Males	2,668	6,357	10,017
Females	2,763	6,454	10,131
2018 Population by Sex			
Males	2,686	6,403	10,204
Females	2,753	6,439	10,224

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

May 06, 2014



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2010 Population by Race/Ethnicity			
Total	5,413	12,739	19,809
White Alone	95.8%	96.3%	96.8%
Black Alone	1.2%	1.0%	0.8%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	0.3%	0.3%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.6%	0.5%
Two or More Races	1.5%	1.4%	1.2%
Hispanic Origin	1.4%	1.5%	1.3%
Diversity Index	10.7	10.1	8.8
2013 Population by Race/Ethnicity			
Total	5,431	12,812	20,148
White Alone	94.8%	95.4%	96.0%
Black Alone	1.9%	1.6%	1.3%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	0.3%	0.4%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.6%	0.5%
Two or More Races	1.7%	1.6%	1.4%
Hispanic Origin	1.6%	1.7%	1.5%
Diversity Index	13.0	12.1	10.5
2018 Population by Race/Ethnicity			
Total	5,440	12,842	20,428
White Alone	92.9%	93.7%	94.6%
Black Alone	3.2%	2.7%	2.1%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	0.4%	0.4%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.8%	0.6%
Two or More Races	2.1%	1.9%	1.6%
Hispanic Origin	2.1%	2.2%	1.9%
Diversity Index	17.0	15.9	13.7
2010 Population by Relationship and Household Type			
Total	5,412	12,739	19,810
In Households	97.9%	98.5%	99.0%
In Family Households	82.2%	84.5%	86.4%
Householder	25.6%	26.2%	27.1%
Spouse	18.5%	19.8%	21.5%
Child	33.0%	33.6%	33.4%
Other relative	2.1%	2.1%	2.0%
Nonrelative	3.0%	2.8%	2.5%
In Nonfamily Households	15.7%	14.0%	12.6%
In Group Quarters	2.1%	1.5%	1.0%
Institutionalized Population	2.1%	1.5%	1.0%
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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Population 25+ by Educational Attainment			
Total	3,465	8,232	13,191
Less than 9th Grade	4.8%	4.7%	4.7%
9th - 12th Grade, No Diploma	9.7%	9.7%	8.1%
High School Graduate	30.2%	32.4%	32.0%
Some College, No Degree	30.7%	28.2%	27.3%
Associate Degree	7.3%	9.3%	9.3%
Bachelor's Degree	10.8%	9.7%	11.6%
Graduate/Professional Degree	6.6%	5.9%	7.0%
2013 Population 15+ by Marital Status			
Total	4,159	9,853	15,694
Never Married	28.7%	27.5%	26.0%
Married	51.5%	54.7%	59.0%
Widowed	6.4%	6.2%	5.4%
Divorced	13.4%	11.6%	9.6%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	95.0%	94.0%	93.8%
Civilian Unemployed	5.0%	6.0%	6.2%
2013 Employed Population 16+ by Industry			
Total	2,579	6,088	9,622
Agriculture/Mining	0.3%	0.7%	0.9%
Construction	9.8%	9.1%	8.9%
Manufacturing	23.8%	22.0%	21.6%
Wholesale Trade	0.5%	0.5%	0.9%
Retail Trade	10.0%	12.8%	12.7%
Transportation/Utilities	0.8%	2.0%	3.1%
Information	0.9%	0.9%	0.8%
Finance/Insurance/Real Estate	3.8%	4.5%	4.6%
Services	47.3%	44.8%	43.3%
Public Administration	2.8%	2.8%	3.2%
2013 Employed Population 16+ by Occupation			
Total	2,580	6,088	9,621
White Collar	48.0%	49.7%	50.7%
Management/Business/Financial	11.4%	10.7%	10.7%
Professional	17.0%	17.5%	18.0%
Sales	6.9%	8.7%	9.1%
Administrative Support	12.7%	12.9%	12.9%
Services	19.8%	18.8%	17.6%
Blue Collar	32.3%	31.4%	31.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	7.2%	7.4%	7.2%
Installation/Maintenance/Repair	4.5%	4.8%	4.9%
Production	18.0%	16.3%	15.1%
Transportation/Material Moving	2.6%	3.0%	4.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	2,151	4,768	7,381
Households with 1 Person	27.6%	25.0%	22.5%
Households with 2+ People	72.4%	75.0%	77.5%
Family Households	66.9%	69.7%	72.7%
Husband-wife Families	48.4%	52.5%	57.6%
With Related Children	23.1%	24.7%	26.3%
Other Family (No Spouse Present)	18.5%	17.2%	15.1%
Other Family with Male Householder	6.0%	5.7%	5.0%
With Related Children	4.3%	3.9%	3.4%
Other Family with Female Householder	12.5%	11.5%	10.1%
With Related Children	8.7%	8.0%	6.9%
Nonfamily Households	5.5%	5.3%	4.9%
All Households with Children	36.7%	37.2%	37.2%
Multigenerational Households	3.3%	3.4%	3.3%
Unmarried Partner Households	8.1%	7.7%	6.9%
Male-female	7.9%	7.4%	6.5%
Same-sex	0.2%	0.3%	0.4%
2010 Households by Size			
Total	2,150	4,769	7,382
1 Person Household	27.6%	25.0%	22.5%
2 Person Household	30.5%	31.6%	33.4%
3 Person Household	17.3%	17.3%	17.5%
4 Person Household	14.7%	15.7%	16.1%
5 Person Household	6.3%	6.5%	6.7%
6 Person Household	2.0%	2.3%	2.4%
7 + Person Household	1.5%	1.6%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	2,150	4,768	7,381
Owner Occupied	67.5%	71.4%	76.2%
Owned with a Mortgage/Loan	47.3%	50.6%	53.9%
Owned Free and Clear	20.1%	20.8%	22.3%
Renter Occupied	32.5%	28.6%	23.8%

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.	Great Expectations	Midland Crowd	Green Acres
2.	Rustbelt Traditions	Rustbelt Traditions	Midland Crowd
3.	Green Acres	Great Expectations	Rustbelt Traditions
2013 Consumer Spending			
Apparel & Services: Total \$	\$2,368,871	\$5,533,037	\$9,701,544
Average Spent	\$1,096.70	\$1,151.76	\$1,289.24
Spending Potential Index	48	51	57
Computers & Accessories: Total \$	\$385,759	\$902,821	\$1,592,481
Average Spent	\$178.59	\$187.93	\$211.63
Spending Potential Index	72	76	85
Education: Total \$	\$2,276,209	\$5,182,795	\$9,184,990
Average Spent	\$1,053.80	\$1,078.85	\$1,220.60
Spending Potential Index	72	74	84
Entertainment/Recreation: Total \$	\$5,300,706	\$12,562,802	\$22,300,661
Average Spent	\$2,454.03	\$2,615.07	\$2,963.54
Spending Potential Index	75	80	91
Food at Home: Total \$	\$8,089,170	\$18,892,596	\$33,032,913
Average Spent	\$3,744.99	\$3,932.68	\$4,389.76
Spending Potential Index	74	78	87
Food Away from Home: Total \$	\$4,993,881	\$11,751,388	\$20,610,229
Average Spent	\$2,311.98	\$2,446.17	\$2,738.90
Spending Potential Index	72	77	86
Health Care: Total \$	\$7,236,113	\$17,272,760	\$30,793,772
Average Spent	\$3,350.05	\$3,595.50	\$4,092.20
Spending Potential Index	75	81	92
HH Furnishings & Equipment: Total \$	\$2,515,719	\$5,969,677	\$10,576,005
Average Spent	\$1,164.68	\$1,242.65	\$1,405.45
Spending Potential Index	65	69	78
Investments: Total \$	\$1,998,872	\$5,090,283	\$9,944,288
Average Spent	\$925.40	\$1,059.59	\$1,321.50
Spending Potential Index	45	51	64
Retail Goods: Total \$	\$37,294,495	\$88,168,746	\$155,573,544
Average Spent	\$17,265.97	\$18,353.19	\$20,674.23
Spending Potential Index	72	76	86
Shelter: Total \$	\$24,670,973	\$57,939,094	\$102,716,983
Average Spent	\$11,421.75	\$12,060.59	\$13,650.10
Spending Potential Index	70	74	84
TV/Video/Audio: Total \$	\$2,098,881	\$4,935,193	\$8,613,142
Average Spent	\$971.70	\$1,027.31	\$1,144.60
Spending Potential Index	75	80	89
Travel: Total \$	\$2,800,572	\$6,679,769	\$12,110,628
Average Spent	\$1,296.56	\$1,390.46	\$1,609.39
Spending Potential Index	71	76	88
Vehicle Maintenance & Repairs: Total \$	\$1,749,228	\$4,127,402	\$7,298,191
Average Spent	\$809.83	\$859.16	\$969.86
Spending Potential Index	74	79	89

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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.