



Market Profile

, Union, MO 63084
 Drive Time Donuts: 0-5, 5-10, 10-15 minutes radii

Latitude: 38.44884110
 Longitude: -91.0091685

	0 - 5 minutes	5 - 10 minutes	10 - 15 minutes
Population Summary			
2000 Total Population	6,585	7,458	22,286
2010 Total Population	7,557	9,458	23,319
2013 Total Population	7,615	9,639	23,402
2013 Group Quarters	138	54	234
2018 Total Population	7,656	9,785	23,420
2013-2018 Annual Rate	0.11%	0.30%	0.02%
Household Summary			
2000 Households	2,565	2,608	8,363
2000 Average Household Size	2.50	2.84	2.63
2010 Households	2,962	3,430	9,207
2010 Average Household Size	2.50	2.74	2.51
2013 Households	2,988	3,509	9,271
2013 Average Household Size	2.50	2.73	2.50
2018 Households	3,012	3,589	9,328
2018 Average Household Size	2.50	2.71	2.49
2013-2018 Annual Rate	0.16%	0.45%	0.12%
2010 Families	2,001	2,578	6,230
2010 Average Family Size	3.01	3.15	3.04
2013 Families	2,009	2,628	6,256
2013 Average Family Size	3.02	3.15	3.03
2018 Families	2,009	2,673	6,260
2018 Average Family Size	3.02	3.13	3.02
2013-2018 Annual Rate	0.00%	0.34%	0.01%
Housing Unit Summary			
2000 Housing Units	2,745	2,740	8,949
Owner Occupied Housing Units	67.5%	81.6%	70.2%
Renter Occupied Housing Units	26.0%	13.6%	23.2%
Vacant Housing Units	6.6%	4.9%	6.5%
2010 Housing Units	3,208	3,626	10,040
Owner Occupied Housing Units	62.8%	76.6%	66.1%
Renter Occupied Housing Units	29.6%	18.0%	25.6%
Vacant Housing Units	7.7%	5.4%	8.3%
2013 Housing Units	3,245	3,703	10,178
Owner Occupied Housing Units	61.5%	76.0%	64.8%
Renter Occupied Housing Units	30.6%	18.8%	26.3%
Vacant Housing Units	7.9%	5.2%	8.9%
2018 Housing Units	3,288	3,812	10,373
Owner Occupied Housing Units	60.2%	76.3%	64.3%
Renter Occupied Housing Units	31.4%	17.9%	25.6%
Vacant Housing Units	8.4%	5.8%	10.1%
Median Household Income			
2013	\$38,123	\$50,311	\$46,260
2018	\$44,295	\$59,176	\$55,350
Median Home Value			
2013	\$160,390	\$217,101	\$190,705
2018	\$200,146	\$248,268	\$233,648
Per Capita Income			
2013	\$20,118	\$25,079	\$25,125
2018	\$23,026	\$29,249	\$29,130
Median Age			
2010	33.4	38.1	39.8
2013	33.8	38.5	40.3
2018	34.4	38.9	40.5

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	2,988	3,509	9,271
<\$15,000	10.3%	8.6%	11.0%
\$15,000 - \$24,999	17.4%	9.8%	10.8%
\$25,000 - \$34,999	17.0%	14.8%	15.1%
\$35,000 - \$49,999	18.8%	16.5%	16.3%
\$50,000 - \$74,999	15.9%	19.3%	18.2%
\$75,000 - \$99,999	10.4%	13.6%	13.1%
\$100,000 - \$149,999	7.6%	12.4%	11.7%
\$150,000 - \$199,999	1.6%	2.6%	1.8%
\$200,000+	0.9%	2.6%	2.0%
Average Household Income	\$52,156	\$67,520	\$62,645
2018 Households by Income			
Household Income Base	3,012	3,589	9,328
<\$15,000	9.8%	7.7%	9.9%
\$15,000 - \$24,999	12.5%	6.5%	7.4%
\$25,000 - \$34,999	14.6%	11.3%	11.9%
\$35,000 - \$49,999	18.7%	14.5%	14.8%
\$50,000 - \$74,999	18.1%	21.3%	20.5%
\$75,000 - \$99,999	12.9%	17.0%	16.4%
\$100,000 - \$149,999	10.0%	15.3%	14.3%
\$150,000 - \$199,999	2.2%	3.4%	2.4%
\$200,000+	1.1%	3.1%	2.5%
Average Household Income	\$59,638	\$78,253	\$72,374
2013 Owner Occupied Housing Units by Value			
Total	1,995	2,814	6,597
<\$50,000	2.3%	2.9%	4.0%
\$50,000 - \$99,999	10.1%	5.3%	6.7%
\$100,000 - \$149,999	31.9%	13.4%	20.0%
\$150,000 - \$199,999	27.6%	20.6%	23.8%
\$200,000 - \$249,999	14.6%	22.5%	17.1%
\$250,000 - \$299,999	6.2%	14.6%	11.3%
\$300,000 - \$399,999	5.2%	12.8%	10.7%
\$400,000 - \$499,999	1.3%	4.7%	3.6%
\$500,000 - \$749,999	0.6%	2.6%	2.3%
\$750,000 - \$999,999	0.1%	0.3%	0.3%
\$1,000,000 +	0.2%	0.1%	0.3%
Average Home Value	\$176,867	\$235,043	\$216,257
2018 Owner Occupied Housing Units by Value			
Total	1,979	2,907	6,668
<\$50,000	1.0%	1.0%	1.6%
\$50,000 - \$99,999	4.0%	1.5%	2.4%
\$100,000 - \$149,999	13.8%	4.0%	7.5%
\$150,000 - \$199,999	31.1%	15.7%	21.7%
\$200,000 - \$249,999	25.9%	28.8%	25.0%
\$250,000 - \$299,999	11.9%	21.9%	18.6%
\$300,000 - \$399,999	8.5%	16.8%	14.8%
\$400,000 - \$499,999	2.2%	5.9%	4.4%
\$500,000 - \$749,999	1.2%	3.7%	3.3%
\$750,000 - \$999,999	0.1%	0.6%	0.5%
\$1,000,000 +	0.4%	0.1%	0.3%
Average Home Value	\$218,090	\$273,563	\$256,845

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	7,558	9,456	23,321
0 - 4	8.5%	6.8%	6.4%
5 - 9	8.2%	7.6%	6.3%
10 - 14	6.6%	7.4%	7.1%
15 - 24	13.4%	12.7%	12.7%
25 - 34	15.7%	11.7%	11.8%
35 - 44	12.1%	13.3%	12.5%
45 - 54	13.2%	16.4%	16.2%
55 - 64	9.9%	11.6%	11.8%
65 - 74	6.4%	7.4%	7.8%
75 - 84	4.1%	4.1%	5.1%
85 +	2.0%	1.0%	2.1%
18 +	72.9%	73.7%	75.7%
2013 Population by Age			
Total	7,616	9,640	23,399
0 - 4	8.3%	6.6%	6.2%
5 - 9	8.0%	7.3%	6.4%
10 - 14	7.3%	7.5%	6.6%
15 - 24	12.8%	12.2%	12.5%
25 - 34	15.4%	12.3%	12.6%
35 - 44	12.5%	12.5%	11.6%
45 - 54	12.6%	15.5%	15.2%
55 - 64	10.5%	12.9%	13.2%
65 - 74	6.7%	8.0%	8.4%
75 - 84	4.0%	4.1%	5.1%
85 +	1.8%	1.1%	2.2%
18 +	72.8%	74.5%	76.9%
2018 Population by Age			
Total	7,656	9,783	23,421
0 - 4	8.3%	6.6%	6.2%
5 - 9	7.7%	7.1%	6.3%
10 - 14	7.6%	7.7%	6.5%
15 - 24	12.6%	11.3%	11.3%
25 - 34	14.6%	12.0%	12.7%
35 - 44	13.3%	13.1%	11.8%
45 - 54	11.5%	13.8%	13.2%
55 - 64	11.1%	14.1%	14.6%
65 - 74	7.5%	8.9%	9.6%
75 - 84	4.1%	4.2%	5.3%
85 +	1.7%	1.3%	2.4%
18 +	72.4%	74.5%	77.4%
2010 Population by Sex			
Males	3,713	4,710	11,364
Females	3,844	4,748	11,955
2013 Population by Sex			
Males	3,751	4,816	11,426
Females	3,864	4,823	11,976
2018 Population by Sex			
Males	3,786	4,919	11,459
Females	3,870	4,866	11,960

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 Race/Ethnicity			
Total	7,557	9,457	23,319
White Alone	95.8%	97.2%	96.9%
Black Alone	1.1%	0.7%	0.8%
American Indian Alone	0.6%	0.2%	0.2%
Asian Alone	0.3%	0.4%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.6%	0.4%	0.4%
Two or More Races	1.6%	0.9%	1.2%
Hispanic Origin	1.5%	1.3%	1.6%
Diversity Index	10.9	7.8	9.0
2013 Population by Race/Ethnicity			
Total	7,616	9,638	23,402
White Alone	94.8%	96.6%	96.1%
Black Alone	1.7%	1.0%	1.2%
American Indian Alone	0.6%	0.2%	0.2%
Asian Alone	0.4%	0.5%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.6%	0.5%	0.5%
Two or More Races	1.9%	1.1%	1.3%
Hispanic Origin	1.8%	1.5%	1.8%
Diversity Index	13.1	9.4	10.8
2018 Population by Race/Ethnicity			
Total	7,655	9,784	23,419
White Alone	93.1%	95.4%	94.7%
Black Alone	2.9%	1.8%	2.1%
American Indian Alone	0.6%	0.3%	0.2%
Asian Alone	0.4%	0.6%	0.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.8%	0.6%	0.6%
Two or More Races	2.2%	1.3%	1.6%
Hispanic Origin	2.2%	1.8%	2.2%
Diversity Index	17.1	12.3	14.1
2010 Population by Relationship and Household Type			
Total	7,557	9,458	23,319
In Households	98.2%	99.4%	99.0%
In Family Households	82.8%	88.2%	83.4%
Householder	25.6%	27.8%	27.0%
Spouse	18.6%	22.9%	21.1%
Child	33.5%	33.4%	31.0%
Other relative	2.1%	1.8%	2.1%
Nonrelative	3.0%	2.3%	2.3%
In Nonfamily Households	15.4%	11.2%	15.6%
In Group Quarters	1.8%	0.6%	1.0%
Institutionalized Population	1.8%	0.6%	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	4,836	6,400	15,990
Less than 9th Grade	4.8%	4.5%	5.5%
9th - 12th Grade, No Diploma	9.7%	7.5%	6.9%
High School Graduate	29.4%	33.9%	33.2%
Some College, No Degree	30.8%	25.2%	24.7%
Associate Degree	8.5%	10.3%	9.4%
Bachelor's Degree	10.8%	11.2%	13.6%
Graduate/Professional Degree	6.1%	7.5%	6.7%
2013 Population 15+ by Marital Status			
Total	5,812	7,574	18,915
Never Married	27.2%	26.1%	23.1%
Married	52.9%	61.0%	59.0%
Widowed	6.0%	5.6%	7.5%
Divorced	13.9%	7.4%	10.4%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	95.2%	92.7%	94.7%
Civilian Unemployed	4.8%	7.3%	5.4%
2013 Employed Population 16+ by Industry			
Total	3,690	4,516	10,963
Agriculture/Mining	0.6%	1.4%	1.5%
Construction	9.3%	8.3%	7.5%
Manufacturing	24.3%	19.4%	19.6%
Wholesale Trade	0.5%	0.9%	1.8%
Retail Trade	10.7%	14.3%	10.5%
Transportation/Utilities	0.9%	4.0%	4.5%
Information	1.2%	0.5%	0.9%
Finance/Insurance/Real Estate	3.3%	5.8%	4.4%
Services	46.7%	41.9%	45.9%
Public Administration	2.7%	3.6%	3.5%
2013 Employed Population 16+ by Occupation			
Total	3,690	4,515	10,962
White Collar	47.8%	54.1%	53.9%
Management/Business/Financial	10.9%	11.2%	11.7%
Professional	17.3%	18.9%	20.2%
Sales	7.8%	9.9%	8.5%
Administrative Support	11.9%	14.1%	13.5%
Services	19.8%	16.3%	19.2%
Blue Collar	32.4%	29.7%	26.9%
Farming/Forestry/Fishing	0.0%	0.4%	0.3%
Construction/Extraction	6.8%	7.3%	5.4%
Installation/Maintenance/Repair	5.0%	4.8%	4.5%
Production	18.2%	12.5%	10.6%
Transportation/Material Moving	2.5%	4.6%	6.0%

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	2,962	3,430	9,207
Households with 1 Person	26.6%	20.7%	26.9%
Households with 2+ People	73.4%	79.3%	73.1%
Family Households	67.6%	75.2%	67.7%
Husband-wife Families	49.2%	61.9%	53.0%
With Related Children	23.8%	27.5%	22.3%
Other Family (No Spouse Present)	18.4%	13.3%	14.7%
Other Family with Male Householder	5.9%	4.4%	4.6%
With Related Children	4.3%	2.9%	3.1%
Other Family with Female Householder	12.5%	8.9%	10.1%
With Related Children	8.7%	5.9%	6.8%
Nonfamily Households	5.8%	4.2%	5.5%
All Households with Children	37.3%	36.9%	32.8%
Multigenerational Households	3.4%	3.2%	3.0%
Unmarried Partner Households	8.1%	6.0%	7.0%
Male-female	7.9%	5.6%	6.5%
Same-sex	0.2%	0.4%	0.5%
2010 Households by Size			
Total	2,962	3,431	9,206
1 Person Household	26.6%	20.7%	26.9%
2 Person Household	30.5%	34.8%	34.6%
3 Person Household	17.5%	17.2%	15.8%
4 Person Household	15.2%	16.6%	13.4%
5 Person Household	6.6%	6.6%	6.1%
6 Person Household	2.2%	2.6%	2.2%
7 + Person Household	1.5%	1.5%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	2,962	3,430	9,207
Owner Occupied	68.0%	80.9%	72.0%
Owned with a Mortgage/Loan	48.1%	57.1%	48.3%
Owned Free and Clear	19.9%	23.8%	23.7%
Renter Occupied	32.0%	19.1%	28.0%

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.

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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Top 3 Tapestry Segments			
1.	Great Expectations	Green Acres	Green Acres
2.	Rustbelt Traditions	Midland Crowd	Midlife Junction
3.	Green Acres	Rustbelt Traditions	Midland Crowd
2013 Consumer Spending			
Apparel & Services: Total \$	\$3,318,843	\$4,845,895	\$11,967,519
Average Spent	\$1,110.72	\$1,380.99	\$1,290.86
Spending Potential Index	49	61	57
Computers & Accessories: Total \$	\$539,086	\$800,384	\$1,972,019
Average Spent	\$180.42	\$228.09	\$212.71
Spending Potential Index	73	92	86
Education: Total \$	\$3,176,917	\$4,521,401	\$11,190,356
Average Spent	\$1,063.23	\$1,288.52	\$1,207.03
Spending Potential Index	73	88	83
Entertainment/Recreation: Total \$	\$7,415,771	\$11,338,922	\$27,785,721
Average Spent	\$2,481.85	\$3,231.38	\$2,997.06
Spending Potential Index	76	99	92
Food at Home: Total \$	\$11,329,948	\$16,474,833	\$41,895,465
Average Spent	\$3,791.82	\$4,695.02	\$4,518.98
Spending Potential Index	75	93	90
Food Away from Home: Total \$	\$6,991,605	\$10,366,833	\$25,679,865
Average Spent	\$2,339.89	\$2,954.36	\$2,769.91
Spending Potential Index	73	92	87
Health Care: Total \$	\$10,131,779	\$15,757,383	\$38,978,462
Average Spent	\$3,390.82	\$4,490.56	\$4,204.34
Spending Potential Index	76	101	94
HH Furnishings & Equipment: Total \$	\$3,520,220	\$5,378,887	\$13,160,611
Average Spent	\$1,178.12	\$1,532.88	\$1,419.55
Spending Potential Index	65	85	79
Investments: Total \$	\$2,724,890	\$5,586,833	\$11,999,263
Average Spent	\$911.94	\$1,592.14	\$1,294.28
Spending Potential Index	44	77	62
Retail Goods: Total \$	\$52,181,433	\$78,742,087	\$196,313,381
Average Spent	\$17,463.67	\$22,440.04	\$21,175.00
Spending Potential Index	72	93	88
Shelter: Total \$	\$34,494,855	\$51,858,971	\$126,110,397
Average Spent	\$11,544.46	\$14,778.85	\$13,602.67
Spending Potential Index	71	91	84
TV/Video/Audio: Total \$	\$2,942,614	\$4,314,760	\$10,856,748
Average Spent	\$984.81	\$1,229.63	\$1,171.04
Spending Potential Index	76	95	91
Travel: Total \$	\$3,910,388	\$6,248,200	\$14,727,905
Average Spent	\$1,308.70	\$1,780.62	\$1,588.60
Spending Potential Index	71	97	87
Vehicle Maintenance & Repairs: Total \$	\$2,447,340	\$3,692,047	\$9,107,692
Average Spent	\$819.06	\$1,052.17	\$982.39
Spending Potential Index	75	96	90

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.