



# UNION, MISSOURI

## 2017 MARKET SNAPSHOT

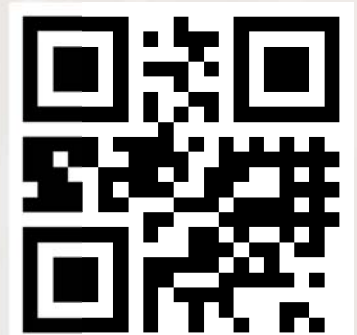
a GREAT PLACE FOR 



### City of Union

500 E. Locust Street  
Union, MO 63084  
(636) 583-3600  
[www.unionmissouri.org](http://www.unionmissouri.org)  
[www.facebook.com/CityofUnionMO](https://www.facebook.com/CityofUnionMO)

A Successful  
Union  
Starts Here





# Fast Facts

Union is ...

- County Seat of Franklin County. Franklin County is Home to Approximately 101,000 Residents
- Located 45 Minutes from St. Louis, MO and 1.5 Miles West of Interstate 44
- Home to East Central College with 4,000 Students and Faculty
- Pro Business within City Government — Quick and Uncomplicated Permitting Process
- Over 30 Consecutive Years of Retail Sales Growth
- Numerous New Subdivisions Under Construction
- Strategically Located in the Center of Growing Franklin County
- Several Retail Sites Available Throughout Community

Population	Primary <sup>1</sup>	Secondary <sup>2</sup>	Tertiary <sup>3</sup>
2016 Estimate	10,677	13,442	30,685
2021 Projection	11,007	13,855	31,156
Change 2016-2021	0.61%	0.61%	0.31%

Median Age	Primary <sup>1</sup>	Secondary <sup>2</sup>	Tertiary <sup>3</sup>
2016 Estimate	35	37.2	40.9
2021 Projection	35.4	37.8	41.8

Households	Primary <sup>1</sup>	Secondary <sup>2</sup>	Tertiary <sup>3</sup>
2016 Estimate	4,110	4,963	12,285
2021 Projection	4,253	5,140	12,547
Change 2016-2021	0.69%	0.62%	0.34%

Median HH Income	Primary <sup>1</sup>	Secondary <sup>2</sup>	Tertiary <sup>3</sup>
2016 Estimate	\$47,855	\$51,364	\$51,578
2021 Projection	\$52,961	\$56,257	\$56,464

Employed Civilians 16+	Primary <sup>1</sup>	Secondary <sup>2</sup>	Tertiary <sup>3</sup>
2016 Total	5,342	6,788	15,472
White Collar	57.6%	58.0%	55.5%
Services	11.3%	14.3%	16.9%
Blue Collar	31.1%	27.7%	27.7%

Source: Esri 2016

<sup>1</sup> Primary Market Area = Union City Limits

<sup>2</sup> Secondary Market Area Ring = 5 to 10 Minute Radii

<sup>3</sup> Tertiary Market Area Ring = 10 to 15 Minute Radii





## Lifestyle Profile

The Esri Community Tapestry consumer segmentation system adds color to the demographic profile of residents and households within the defined trade area geographies.

The Tapestry Household Distribution Report identifies prevalent segments and describes the population's likes, dislikes, lifestyles and purchase behaviors for households within the defined geographies. The information can be particularly helpful for assessing opportunities for business growth and for designing marketing strategies and messages to reach targeted segments.

The following tables show concentrations of the three most prevalent Tapestry LifeMode Groups found within the Union primary, secondary, and tertiary market study areas.

Primary Trade Area Households	Count	Pct.
Family Landscapes (4C)		33.1%
Middle Ground (8E)		26.6%
GenXurban (5C & 5D)		23.2%
Count/Percent of Primary Market		82.9%



## Top Tapestry LifeMode Groups

### Family Landscapes

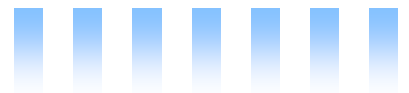
- ▶ Successful young families in their first homes
- ▶ Non-diverse, prosperous married-couple families, residing in suburban or semi-rural areas with a low vacancy rate (second lowest)
- ▶ Homeowners (80%) with mortgages (second highest %), living in newer single-family homes, with a median home value slightly higher than the U.S.
- ▶ Two workers in the family, contributing to the second highest labor force participation rate, as well as low unemployment
- ▶ Do-it-yourselfers, who work on home improvement projects, as well as their lawns and gardens
- ▶ Sports enthusiasts, typically owning newer sedans or SUVs, dogs, and savings accounts/plans, comfortable with the latest technology
- ▶ Eat out frequently at fast food or family restaurants to accommodate their busy lifestyle
- ▶ Especially enjoy bowling, swimming, playing golf, playing video games, watching movies rented via Redbox, and taking trips to a zoo or theme park

### Middle Ground

- ▶ Lifestyles of thirtysomethings
- ▶ Millennials in the middle: single/married, renters/homeowners, middle class/working class
- ▶ Urban market mix of single-family, townhome, and multi-unit dwellings
- ▶ Majority of residents attended college or attained a college degree
- ▶ Householders have ditched their landlines for cell phones, which they use to listen to music (generally contemporary hits), read the news, and get the latest sports updates of their favorite teams
- ▶ Online all the time: use the Internet for entertainment (downloading music, watching YouTube, finding dates), social media (Facebook, Twitter, LinkedIn), shopping and news
- ▶ Leisure includes night life (clubbing, movies), going to the beach, some travel and hiking

### GenXurban

- ▶ Gen X in middle age; families with fewer kids and a mortgage
- ▶ Second largest Tapestry group, comprised of Gen X married couples, and a growing population of retirees
- ▶ About a fifth of residents are 65 or older; about a fourth of households have retirement income
- ▶ Own older single-family homes in urban areas, with 1 or 2 vehicles
- ▶ Live and work in the same county, creating shorter commute times
- ▶ Invest wisely, well-insured, comfortable banking online or in person
- ▶ News junkies (read a daily newspaper, watch news on TV, and go online for news)
- ▶ Enjoy reading, photo album/scrapbooking, playing board games and cards, doing crossword puzzles, going to museums and rock concerts, dining out, and walking for exercise





# Retail Performance



# Total Retail Sales

## Union Market (\$MM)

Primary	Secondary	Tertiary
\$183.5	\$202.2	\$575.7

Source: Esri Retail MarketPlace Report 2016

Totals shown for all North American Industrial Classification System (NAICS) Retail categories (NAICS 441 — 454) and Foodservice and Drinking Places (NAICS 722).



# Sales Surplus and Leakage Estimates

Sales Surplus & Leakage (\$MM)	Primary	Secondary	Tertiary
	Surplus / (Leakage)	Surplus / (Leakage)	Surplus / (Leakage)
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	(94.9)	(20.2)	(128.3)
Total Retail Trade (NAICS 44-45)	(91.3)	(20.9)	(124.6)
Total Food & Drink (NAICS 722)	(3.6)	0.7	(3.8)
Source: Esri, 2016			

Comparisons of Retail Trade and Food & Drink sectors demand versus sales estimates for the study area rings reveal sales leakage totaling an estimated \$94.9 million in the primary trade area. Leakage is reduced in the secondary trade area but rises again in the tertiary trade area. The patterns could suggest that at least some portion of the primary trade area's consumer demand and potential sales are being captured by businesses in the secondary trade area (10-15 minute drive), while most needs are met outside of the market trade areas.

Leakage within a specified trade area represents a condition where supply is less than demand—retailers outside of the trade area are fulfilling demand for retail products. Surplus within a specified trade area represents a condition where supply exceeds demand—thus, retailers are attracting customers that reside outside the trade area.



# Target Retail Categories

The following table shows trade area sales surplus and leakage factors for select retail and food & drink categories and subcategories that could be appropriate to, and targeted for expansion and recruitment in Union, Missouri.

A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represent a surplus of retail sales, a market where customers are drawn in from outside the trade area.

Category/Subcategory	Primary	Secondary	Tertiary
Furniture Stores	(65.3)	48.2	(12.8)
Building Material/Supplies	(26.8)	(10.8)	(3.2)
Lawn & Garden Equipment / Supplies	(23.8)	48.7	(60.5)
Grocery Stores	(4.3)	(23.9)	38.4
Specialty Food Stores	(10.3)	35.2	37.3
Health & Personal Care Stores	(25.9)	11.6	5.6
Clothing Stores	31.0	64.4	32.0
Shoe Stores	100.0	18.5	(30.6)
Sporting Goods, Hobby, Musical Instr.	85.5	4.5	(20.5)
Book, Periodical, and Music Stores	16.0	100.0	52.2
Office Supplies, Stationery, Gift Stores	100.0	(5.7)	(7.5)
Restaurants/Other Eating Places	(17)	3.0	(5.0)