



Market Profile

7 N 9th St Columbia MO 65201
 7 N 9th St Columbia MO 65201
 Rings: 1, 5, 10 mile radii

Latitude: 38.9519
 Longitude: -92.3276

	1 mile	5 mile	10 mile
Population Summary			
2000 Total Population	18,460	97,712	115,259
2010 Total Population	18,762	118,864	139,754
2016 Total Population	20,037	129,990	153,145
2016 Group Quarters	6,982	8,715	8,822
2021 Total Population	21,121	139,686	164,965
2016-2021 Annual Rate	1.06%	1.45%	1.50%
2016 Total Daytime Population	50,490	148,933	164,179
Workers	40,103	88,699	93,622
Residents	10,387	60,234	70,557
Household Summary			
2000 Households	5,788	38,841	45,400
2000 Average Household Size	2.08	2.29	2.35
2010 Households	5,529	47,289	55,207
2010 Average Household Size	2.12	2.33	2.37
2016 Households	6,119	51,463	60,116
2016 Average Household Size	2.13	2.36	2.40
2021 Households	6,585	55,257	64,637
2021 Average Household Size	2.15	2.37	2.42
2016-2021 Annual Rate	1.48%	1.43%	1.46%
2010 Families	1,470	24,217	29,870
2010 Average Family Size	2.88	2.94	2.95
2016 Families	1,580	25,928	32,082
2016 Average Family Size	2.91	2.97	2.99
2021 Families	1,675	27,591	34,245
2021 Average Family Size	2.94	2.99	3.01
2016-2021 Annual Rate	1.17%	1.25%	1.31%
Housing Unit Summary			
2000 Housing Units	6,421	41,490	48,412
Owner Occupied Housing Units	20.5%	46.6%	50.4%
Renter Occupied Housing Units	69.6%	47.0%	43.4%
Vacant Housing Units	9.9%	6.4%	6.2%
2010 Housing Units	6,113	51,386	59,934
Owner Occupied Housing Units	19.3%	44.6%	48.4%
Renter Occupied Housing Units	71.2%	47.4%	43.7%
Vacant Housing Units	9.6%	8.0%	7.9%
2016 Housing Units	6,832	55,909	65,273
Owner Occupied Housing Units	17.1%	42.9%	46.8%
Renter Occupied Housing Units	72.5%	49.1%	45.3%
Vacant Housing Units	10.4%	8.0%	7.9%
2021 Housing Units	7,363	59,944	70,081
Owner Occupied Housing Units	16.4%	42.7%	46.6%
Renter Occupied Housing Units	73.1%	49.5%	45.6%
Vacant Housing Units	10.6%	7.8%	7.8%
Median Household Income			
2016	\$18,835	\$43,326	\$46,390
2021	\$18,760	\$49,189	\$52,503
Median Home Value			
2016	\$111,050	\$176,549	\$180,112
2021	\$132,767	\$212,374	\$217,524
Per Capita Income			
2016	\$14,312	\$25,580	\$26,700
2021	\$14,853	\$27,838	\$29,241
Median Age			
2010	22.6	27.5	28.5
2016	22.9	28.4	29.5
2021	23.2	29.1	30.4

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	6,118	51,462	60,115
<\$15,000	41.1%	18.7%	17.1%
\$15,000 - \$24,999	18.2%	11.6%	11.0%
\$25,000 - \$34,999	11.7%	11.2%	10.9%
\$35,000 - \$49,999	10.4%	13.5%	13.5%
\$50,000 - \$74,999	8.8%	15.5%	15.9%
\$75,000 - \$99,999	3.4%	11.6%	12.3%
\$100,000 - \$149,999	3.8%	10.6%	11.2%
\$150,000 - \$199,999	1.2%	3.8%	4.1%
\$200,000+	1.5%	3.5%	4.0%
Average Household Income	\$34,740	\$63,204	\$66,568
2021 Households by Income			
Household Income Base	6,584	55,256	64,636
<\$15,000	41.6%	18.5%	16.8%
\$15,000 - \$24,999	17.4%	10.9%	10.4%
\$25,000 - \$34,999	13.5%	12.0%	11.6%
\$35,000 - \$49,999	8.2%	9.0%	8.9%
\$50,000 - \$74,999	8.6%	16.2%	16.4%
\$75,000 - \$99,999	3.6%	12.6%	13.2%
\$100,000 - \$149,999	4.3%	12.2%	13.1%
\$150,000 - \$199,999	1.5%	4.8%	5.2%
\$200,000+	1.4%	3.8%	4.5%
Average Household Income	\$35,958	\$69,130	\$73,281
2016 Owner Occupied Housing Units by Value			
Total	1,164	23,989	30,521
<\$50,000	11.2%	6.6%	7.0%
\$50,000 - \$99,999	35.4%	11.6%	11.1%
\$100,000 - \$149,999	15.5%	20.8%	20.0%
\$150,000 - \$199,999	11.8%	20.7%	19.6%
\$200,000 - \$249,999	6.5%	15.1%	14.1%
\$250,000 - \$299,999	6.0%	8.1%	8.4%
\$300,000 - \$399,999	6.4%	9.2%	9.8%
\$400,000 - \$499,999	4.9%	3.9%	4.5%
\$500,000 - \$749,999	2.1%	2.6%	3.5%
\$750,000 - \$999,999	0.1%	0.7%	1.1%
\$1,000,000 +	0.0%	0.6%	0.8%
Average Home Value	\$159,364	\$208,492	\$220,330
2021 Owner Occupied Housing Units by Value			
Total	1,201	25,564	32,653
<\$50,000	10.8%	4.4%	4.3%
\$50,000 - \$99,999	33.6%	8.3%	7.6%
\$100,000 - \$149,999	8.6%	11.0%	11.0%
\$150,000 - \$199,999	11.6%	20.7%	19.8%
\$200,000 - \$249,999	11.2%	22.5%	20.6%
\$250,000 - \$299,999	10.1%	12.9%	13.0%
\$300,000 - \$399,999	7.4%	11.4%	12.4%
\$400,000 - \$499,999	4.8%	4.2%	4.9%
\$500,000 - \$749,999	1.9%	3.0%	4.1%
\$750,000 - \$999,999	0.1%	0.9%	1.3%
\$1,000,000 +	0.0%	0.6%	0.9%
Average Home Value	\$172,023	\$237,177	\$251,592

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	18,758	118,864	139,755
0 - 4	2.6%	6.2%	6.2%
5 - 9	1.9%	5.4%	5.7%
10 - 14	1.7%	4.9%	5.2%
15 - 24	60.7%	28.8%	26.4%
25 - 34	12.7%	16.3%	15.8%
35 - 44	5.5%	10.6%	11.1%
45 - 54	6.0%	10.7%	11.6%
55 - 64	5.1%	8.6%	9.4%
65 - 74	2.0%	4.3%	4.6%
75 - 84	1.3%	2.7%	2.7%
85 +	0.5%	1.4%	1.3%
18 +	92.6%	80.5%	79.7%
2016 Population by Age			
Total	20,037	129,991	153,146
0 - 4	2.5%	5.8%	5.9%
5 - 9	1.9%	5.4%	5.6%
10 - 14	1.7%	5.0%	5.3%
15 - 24	58.6%	26.9%	24.5%
25 - 34	13.8%	17.7%	17.2%
35 - 44	5.6%	10.8%	11.2%
45 - 54	5.7%	9.6%	10.2%
55 - 64	5.7%	9.2%	9.9%
65 - 74	2.6%	5.4%	5.9%
75 - 84	1.3%	2.8%	2.9%
85 +	0.6%	1.5%	1.4%
18 +	92.5%	81.0%	80.3%
2021 Population by Age			
Total	21,123	139,686	164,964
0 - 4	2.6%	5.9%	6.0%
5 - 9	1.9%	5.2%	5.4%
10 - 14	1.8%	5.0%	5.2%
15 - 24	55.6%	26.0%	23.7%
25 - 34	15.2%	17.8%	17.4%
35 - 44	6.2%	11.4%	11.8%
45 - 54	5.4%	9.0%	9.5%
55 - 64	6.1%	8.9%	9.6%
65 - 74	3.1%	6.2%	6.9%
75 - 84	1.5%	3.0%	3.2%
85 +	0.6%	1.5%	1.5%
18 +	92.4%	81.1%	80.5%
2010 Population by Sex			
Males	9,011	57,463	67,811
Females	9,751	61,401	71,943
2016 Population by Sex			
Males	9,724	63,164	74,608
Females	10,313	66,826	78,537
2021 Population by Sex			
Males	10,322	67,936	80,369
Females	10,799	71,750	84,595

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	18,762	118,863	139,753
White Alone	77.6%	78.8%	80.5%
Black Alone	12.1%	11.6%	10.6%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.0%	4.8%	4.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	1.1%	1.0%
Two or More Races	3.0%	3.2%	3.1%
Hispanic Origin	3.4%	3.5%	3.3%
Diversity Index	42.0	40.5	38.0
2016 Population by Race/Ethnicity			
Total	20,036	129,990	153,144
White Alone	74.9%	76.8%	78.7%
Black Alone	12.9%	12.0%	11.0%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	7.5%	6.0%	5.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.0%	1.2%	1.1%
Two or More Races	3.3%	3.5%	3.4%
Hispanic Origin	3.8%	3.9%	3.7%
Diversity Index	45.9	43.7	41.1
2021 Population by Race/Ethnicity			
Total	21,121	139,687	164,965
White Alone	72.6%	74.9%	76.9%
Black Alone	13.4%	12.4%	11.3%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	8.8%	7.1%	6.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.1%	1.3%	1.2%
Two or More Races	3.6%	3.9%	3.7%
Hispanic Origin	4.3%	4.3%	4.1%
Diversity Index	49.2	46.7	44.0
2010 Population by Relationship and Household Type			
Total	18,762	118,864	139,754
In Households	62.5%	92.7%	93.7%
In Family Households	23.7%	61.9%	65.3%
Householder	8.2%	20.3%	21.4%
Spouse	4.4%	14.4%	15.6%
Child	8.5%	22.8%	23.9%
Other relative	1.4%	2.4%	2.3%
Nonrelative	1.2%	2.1%	2.1%
In Nonfamily Households	38.7%	30.8%	28.4%
In Group Quarters	37.5%	7.3%	6.3%
Institutionalized Population	1.1%	0.9%	0.8%
Noninstitutionalized Population	36.5%	6.4%	5.5%

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	7,058	74,088	89,998
Less than 9th Grade	3.4%	1.9%	1.8%
9th - 12th Grade, No Diploma	6.2%	4.0%	4.0%
High School Graduate	14.0%	12.8%	14.0%
GED/Alternative Credential	2.5%	2.8%	3.0%
Some College, No Degree	16.9%	17.7%	18.0%
Associate Degree	3.7%	5.9%	6.2%
Bachelor's Degree	26.0%	30.2%	29.5%
Graduate/Professional Degree	27.3%	24.7%	23.6%
2016 Population 15+ by Marital Status			
Total	18,792	109,022	127,565
Never Married	81.4%	49.7%	46.3%
Married	10.8%	38.0%	41.1%
Widowed	1.6%	3.1%	3.2%
Divorced	6.2%	9.2%	9.4%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	95.2%	96.1%	96.2%
Civilian Unemployed	4.8%	3.9%	3.8%
2016 Employed Population 16+ by Industry			
Total	9,935	71,081	84,117
Agriculture/Mining	0.6%	0.5%	0.6%
Construction	1.3%	2.3%	2.6%
Manufacturing	2.1%	3.7%	3.9%
Wholesale Trade	0.8%	1.9%	2.1%
Retail Trade	13.7%	13.5%	13.2%
Transportation/Utilities	0.5%	2.6%	3.0%
Information	2.7%	2.0%	2.1%
Finance/Insurance/Real Estate	2.3%	7.2%	7.5%
Services	74.0%	62.9%	61.6%
Public Administration	1.9%	3.3%	3.5%
2016 Employed Population 16+ by Occupation			
Total	9,935	71,083	84,115
White Collar	64.0%	72.2%	71.9%
Management/Business/Financial	5.9%	14.9%	15.1%
Professional	30.7%	33.5%	33.2%
Sales	13.5%	11.0%	10.7%
Administrative Support	13.9%	12.7%	12.9%
Services	29.4%	17.8%	17.3%
Blue Collar	6.6%	10.1%	10.9%
Farming/Forestry/Fishing	0.8%	0.5%	0.5%
Construction/Extraction	1.2%	1.8%	2.0%
Installation/Maintenance/Repair	1.0%	1.7%	2.0%
Production	1.0%	2.7%	2.7%
Transportation/Material Moving	2.5%	3.4%	3.7%
2010 Population By Urban/ Rural Status			
Total Population	18,762	118,864	139,754
Population Inside Urbanized Area	100.0%	97.2%	88.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	2.8%	11.0%

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	5,529	47,289	55,207
Households with 1 Person	46.5%	31.3%	29.8%
Households with 2+ People	53.5%	68.7%	70.2%
Family Households	26.6%	51.2%	54.1%
Husband-wife Families	14.1%	36.3%	39.5%
With Related Children	5.0%	16.4%	17.7%
Other Family (No Spouse Present)	12.5%	15.0%	14.7%
Other Family with Male Householder	3.0%	3.7%	3.8%
With Related Children	1.5%	2.2%	2.2%
Other Family with Female Householder	9.5%	11.2%	10.9%
With Related Children	6.6%	8.0%	7.8%
Nonfamily Households	26.9%	17.5%	16.1%
All Households with Children	13.4%	27.1%	28.2%
Multigenerational Households	1.3%	2.0%	2.1%
Unmarried Partner Households	6.9%	7.8%	7.7%
Male-female	6.2%	6.9%	6.8%
Same-sex	0.7%	0.8%	0.8%
2010 Households by Size			
Total	5,529	47,289	55,207
1 Person Household	46.5%	31.3%	29.8%
2 Person Household	28.6%	33.0%	33.7%
3 Person Household	12.5%	16.5%	16.7%
4 Person Household	8.3%	12.7%	13.1%
5 Person Household	2.2%	4.2%	4.4%
6 Person Household	1.1%	1.5%	1.6%
7 + Person Household	0.8%	0.7%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	5,529	47,289	55,207
Owner Occupied	21.3%	48.5%	52.6%
Owned with a Mortgage/Loan	14.4%	36.0%	38.9%
Owned Free and Clear	6.9%	12.5%	13.6%
Renter Occupied	78.7%	51.5%	47.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,113	51,386	59,934
Housing Units Inside Urbanized Area	100.0%	97.1%	89.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	2.9%	10.9%

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.	College Towns (14B)	Bright Young Professionals	Bright Young Professionals
2.	Dorms to Diplomas (14C)	In Style (5B)	In Style (5B)
3.	Set to Impress (11D)	College Towns (14B)	College Towns (14B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$6,278,584	\$91,087,461	\$110,774,305
Average Spent	\$1,026.08	\$1,769.96	\$1,842.68
Spending Potential Index	51	88	92
Education: Total \$	\$5,804,997	\$70,447,506	\$84,507,004
Average Spent	\$948.68	\$1,368.90	\$1,405.73
Spending Potential Index	67	97	99
Entertainment/Recreation: Total \$	\$8,040,765	\$122,599,340	\$150,811,903
Average Spent	\$1,314.07	\$2,382.28	\$2,508.68
Spending Potential Index	45	82	86
Food at Home: Total \$	\$15,108,844	\$220,049,295	\$267,828,394
Average Spent	\$2,469.17	\$4,275.87	\$4,455.19
Spending Potential Index	50	86	89
Food Away from Home: Total \$	\$9,674,411	\$140,758,496	\$171,259,952
Average Spent	\$1,581.04	\$2,735.14	\$2,848.82
Spending Potential Index	51	88	92
Health Care: Total \$	\$12,975,434	\$206,839,047	\$256,933,548
Average Spent	\$2,120.52	\$4,019.18	\$4,273.96
Spending Potential Index	40	76	81
HH Furnishings & Equipment: Total \$	\$4,923,071	\$75,341,923	\$92,670,695
Average Spent	\$804.55	\$1,464.00	\$1,541.53
Spending Potential Index	46	83	87
Personal Care Products & Services: Total \$	\$1,997,094	\$30,977,045	\$38,067,034
Average Spent	\$326.38	\$601.93	\$633.23
Spending Potential Index	45	82	86
Shelter: Total \$	\$47,899,921	\$699,260,189	\$850,936,326
Average Spent	\$7,828.06	\$13,587.63	\$14,154.91
Spending Potential Index	50	87	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,643,737	\$91,780,751	\$114,194,045
Average Spent	\$922.33	\$1,783.43	\$1,899.56
Spending Potential Index	40	77	82
Travel: Total \$	\$4,474,693	\$73,625,090	\$91,814,952
Average Spent	\$731.28	\$1,430.64	\$1,527.30
Spending Potential Index	39	77	82
Vehicle Maintenance & Repairs: Total \$	\$2,918,859	\$44,003,177	\$53,967,639
Average Spent	\$477.02	\$855.04	\$897.73
Spending Potential Index	46	83	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.