



Market Profile

7 N 9th Street, Columbia, Missouri, 65201
Rings: 1, 3, 5 mile radii

Latitude: 38.95189
Longitude: -92.32759

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	18,460	57,570	97,711
2010 Total Population	18,762	64,090	118,864
2015 Total Population	19,564	67,994	127,213
2015 Group Quarters	6,943	8,174	8,715
2020 Total Population	20,509	72,108	136,014
2015-2020 Annual Rate	0.95%	1.18%	1.35%
Household Summary			
2000 Households	5,788	23,449	38,841
2000 Average Household Size	2.08	2.12	2.29
2010 Households	5,529	25,886	47,289
2010 Average Household Size	2.12	2.16	2.33
2015 Households	5,929	27,656	50,795
2015 Average Household Size	2.13	2.16	2.33
2020 Households	6,342	29,562	54,522
2020 Average Household Size	2.14	2.16	2.33
2015-2020 Annual Rate	1.36%	1.34%	1.43%
2010 Families	1,470	11,320	24,217
2010 Average Family Size	2.88	2.82	2.94
2015 Families	1,535	11,821	25,674
2015 Average Family Size	2.90	2.83	2.94
2020 Families	1,620	12,464	27,338
2020 Average Family Size	2.92	2.83	2.95
2015-2020 Annual Rate	1.08%	1.06%	1.26%
Housing Unit Summary			
2000 Housing Units	6,421	25,086	41,490
Owner Occupied Housing Units	20.5%	40.1%	46.6%
Renter Occupied Housing Units	69.6%	53.4%	47.0%
Vacant Housing Units	9.9%	6.5%	6.4%
2010 Housing Units	6,113	28,122	51,386
Owner Occupied Housing Units	19.3%	38.3%	44.6%
Renter Occupied Housing Units	71.2%	53.7%	47.4%
Vacant Housing Units	9.6%	8.0%	8.0%
2015 Housing Units	6,633	30,110	54,981
Owner Occupied Housing Units	17.5%	36.6%	43.6%
Renter Occupied Housing Units	71.9%	55.3%	48.8%
Vacant Housing Units	10.6%	8.2%	7.6%
2020 Housing Units	7,100	32,142	58,833
Owner Occupied Housing Units	16.8%	35.9%	43.3%
Renter Occupied Housing Units	72.5%	56.1%	49.3%
Vacant Housing Units	10.7%	8.0%	7.3%
Median Household Income			
2015	\$24,146	\$35,507	\$40,912
2020	\$27,017	\$40,582	\$49,275
Median Home Value			
2015	\$136,434	\$166,684	\$181,612
2020	\$185,077	\$205,103	\$225,683
Per Capita Income			
2015	\$16,065	\$21,471	\$23,677
2020	\$17,932	\$24,619	\$27,390
Median Age			
2010	22.6	25.8	27.5
2015	22.8	26.7	28.3
2020	23.1	27.3	29.0

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	5,928	27,655	50,794
<\$15,000	37.0%	25.4%	21.1%
\$15,000 - \$24,999	13.8%	12.3%	11.5%
\$25,000 - \$34,999	11.9%	11.6%	10.9%
\$35,000 - \$49,999	14.1%	14.1%	13.8%
\$50,000 - \$74,999	11.4%	16.6%	17.3%
\$75,000 - \$99,999	4.5%	8.6%	10.1%
\$100,000 - \$149,999	4.0%	7.5%	9.5%
\$150,000 - \$199,999	1.8%	1.9%	3.1%
\$200,000+	1.6%	2.0%	2.7%
Average Household Income	\$38,517	\$50,178	\$57,726
2020 Households by Income			
Household Income Base	6,341	29,561	54,521
<\$15,000	35.9%	24.3%	19.7%
\$15,000 - \$24,999	11.2%	9.8%	8.8%
\$25,000 - \$34,999	11.3%	10.0%	9.1%
\$35,000 - \$49,999	13.9%	13.3%	12.9%
\$50,000 - \$74,999	12.4%	17.4%	17.9%
\$75,000 - \$99,999	6.2%	10.6%	12.2%
\$100,000 - \$149,999	5.4%	9.8%	12.3%
\$150,000 - \$199,999	2.0%	2.4%	3.9%
\$200,000+	1.8%	2.5%	3.3%
Average Household Income	\$43,622	\$57,652	\$66,904
2015 Owner Occupied Housing Units by Value			
Total	1,158	11,016	23,964
<\$50,000	8.4%	2.4%	1.7%
\$50,000 - \$99,999	25.4%	12.1%	9.6%
\$100,000 - \$149,999	22.3%	26.6%	22.2%
\$150,000 - \$199,999	14.2%	26.6%	26.1%
\$200,000 - \$249,999	8.5%	13.2%	16.0%
\$250,000 - \$299,999	5.8%	7.0%	8.7%
\$300,000 - \$399,999	7.9%	5.8%	8.2%
\$400,000 - \$499,999	3.3%	2.5%	3.5%
\$500,000 - \$749,999	2.8%	2.2%	2.5%
\$750,000 - \$999,999	0.3%	0.5%	0.4%
\$1,000,000 +	1.2%	1.1%	1.0%
Average Home Value	\$186,701	\$201,784	\$217,369
2020 Owner Occupied Housing Units by Value			
Total	1,189	11,525	25,494
<\$50,000	5.7%	1.5%	0.9%
\$50,000 - \$99,999	16.9%	7.1%	4.6%
\$100,000 - \$149,999	15.8%	13.4%	9.6%
\$150,000 - \$199,999	16.5%	26.0%	23.1%
\$200,000 - \$249,999	8.3%	19.4%	23.0%
\$250,000 - \$299,999	7.9%	11.2%	13.9%
\$300,000 - \$399,999	12.5%	9.5%	12.3%
\$400,000 - \$499,999	5.7%	4.8%	5.8%
\$500,000 - \$749,999	7.9%	4.3%	4.5%
\$750,000 - \$999,999	1.6%	1.3%	1.0%
\$1,000,000 +	1.1%	1.5%	1.4%
Average Home Value	\$249,853	\$254,221	\$268,989

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	18,758	64,093	118,864
0 - 4	2.6%	5.2%	6.2%
5 - 9	1.9%	4.3%	5.4%
10 - 14	1.7%	3.6%	4.9%
15 - 24	60.7%	35.3%	28.8%
25 - 34	12.7%	16.3%	16.3%
35 - 44	5.5%	9.1%	10.6%
45 - 54	6.0%	9.5%	10.7%
55 - 64	5.1%	8.3%	8.6%
65 - 74	2.0%	4.1%	4.3%
75 - 84	1.3%	2.7%	2.7%
85 +	0.5%	1.6%	1.4%
18 +	92.6%	84.5%	80.5%
2015 Population by Age			
Total	19,565	67,996	127,212
0 - 4	2.5%	4.9%	5.9%
5 - 9	1.9%	4.4%	5.4%
10 - 14	1.7%	3.9%	5.0%
15 - 24	59.3%	33.3%	26.7%
25 - 34	13.6%	17.8%	18.1%
35 - 44	5.5%	9.4%	10.7%
45 - 54	5.6%	8.4%	9.6%
55 - 64	5.5%	8.6%	9.1%
65 - 74	2.7%	5.1%	5.4%
75 - 84	1.2%	2.6%	2.7%
85 +	0.6%	1.6%	1.5%
18 +	92.6%	84.8%	81.0%
2020 Population by Age			
Total	20,507	72,109	136,014
0 - 4	2.6%	5.0%	5.9%
5 - 9	1.9%	4.2%	5.3%
10 - 14	1.7%	3.9%	5.0%
15 - 24	56.7%	32.2%	25.8%
25 - 34	14.9%	17.7%	18.2%
35 - 44	6.0%	10.2%	11.4%
45 - 54	5.3%	7.9%	8.9%
55 - 64	5.8%	8.4%	8.9%
65 - 74	3.2%	6.0%	6.2%
75 - 84	1.4%	2.9%	2.9%
85 +	0.6%	1.6%	1.5%
18 +	92.6%	84.7%	81.0%
2010 Population by Sex			
Males	9,011	30,896	57,463
Females	9,751	33,194	61,401
2015 Population by Sex			
Males	9,485	33,014	61,847
Females	10,079	34,980	65,366
2020 Population by Sex			
Males	10,014	35,165	66,241
Females	10,495	36,943	69,774

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	18,762	64,091	118,863
White Alone	77.6%	78.0%	78.8%
Black Alone	12.1%	12.1%	11.6%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.0%	5.0%	4.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	1.2%	1.1%
Two or More Races	3.0%	3.3%	3.2%
Hispanic Origin	3.4%	3.7%	3.5%
Diversity Index	42.0	41.9	40.5
2015 Population by Race/Ethnicity			
Total	19,565	67,993	127,213
White Alone	75.8%	76.5%	77.5%
Black Alone	12.7%	12.4%	11.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.9%	5.8%	5.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.0%	1.2%	1.1%
Two or More Races	3.2%	3.5%	3.5%
Hispanic Origin	3.7%	4.0%	3.8%
Diversity Index	44.7	44.2	42.8
2020 Population by Race/Ethnicity			
Total	20,509	72,108	136,014
White Alone	73.9%	74.9%	75.9%
Black Alone	13.2%	12.8%	12.2%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	7.8%	6.6%	6.2%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	1.1%	1.3%	1.2%
Two or More Races	3.6%	3.9%	3.9%
Hispanic Origin	4.2%	4.5%	4.3%
Diversity Index	47.6	46.8	45.3
2010 Population by Relationship and Household Type			
Total	18,762	64,090	118,864
In Households	62.5%	87.2%	92.7%
In Family Households	23.7%	51.8%	61.9%
Householder	8.2%	17.5%	20.3%
Spouse	4.4%	11.8%	14.4%
Child	8.5%	18.4%	22.8%
Other relative	1.4%	2.2%	2.4%
Nonrelative	1.2%	1.9%	2.1%
In Nonfamily Households	38.7%	35.5%	30.8%
In Group Quarters	37.5%	12.8%	7.3%
Institutionalized Population	1.1%	0.9%	0.9%
Noninstitutionalized Population	36.5%	11.9%	6.4%

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.

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2015 Population 25+ by Educational Attainment			
Total	6,766	36,405	72,592
Less than 9th Grade	3.0%	2.6%	2.0%
9th - 12th Grade, No Diploma	6.4%	4.4%	3.9%
High School Graduate	16.6%	14.6%	13.3%
GED/Alternative Credential	3.7%	3.1%	3.2%
Some College, No Degree	15.1%	16.7%	17.5%
Associate Degree	4.6%	6.0%	6.5%
Bachelor's Degree	25.8%	28.0%	30.1%
Graduate/Professional Degree	24.8%	24.5%	23.5%
2015 Population 15+ by Marital Status			
Total	18,367	59,044	106,601
Never Married	80.3%	58.3%	50.6%
Married	11.9%	30.5%	37.3%
Widowed	1.6%	2.9%	3.0%
Divorced	6.2%	8.3%	9.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	91.0%	94.3%	94.8%
Civilian Unemployed	9.0%	5.7%	5.2%
2015 Employed Population 16+ by Industry			
Total	9,075	34,980	67,059
Agriculture/Mining	0.4%	0.4%	0.5%
Construction	1.1%	2.8%	3.4%
Manufacturing	2.4%	4.2%	4.8%
Wholesale Trade	0.3%	1.5%	1.9%
Retail Trade	11.6%	14.0%	13.4%
Transportation/Utilities	0.6%	2.0%	2.4%
Information	2.6%	2.1%	1.9%
Finance/Insurance/Real Estate	3.5%	6.5%	7.9%
Services	76.2%	63.1%	60.4%
Public Administration	1.3%	3.4%	3.5%
2015 Employed Population 16+ by Occupation			
Total	9,076	34,982	67,059
White Collar	63.7%	68.8%	71.1%
Management/Business/Financial	5.8%	10.6%	13.3%
Professional	30.5%	32.1%	32.0%
Sales	12.1%	11.0%	11.1%
Administrative Support	15.4%	15.1%	14.7%
Services	29.9%	20.4%	17.7%
Blue Collar	6.4%	10.8%	11.2%
Farming/Forestry/Fishing	0.3%	0.2%	0.3%
Construction/Extraction	0.8%	2.5%	3.0%
Installation/Maintenance/Repair	1.0%	1.4%	1.4%
Production	1.5%	3.3%	3.4%
Transportation/Material Moving	2.7%	3.3%	3.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	5,529	25,886	47,289
Households with 1 Person	46.5%	36.6%	31.3%
Households with 2+ People	53.5%	63.4%	68.7%
Family Households	26.6%	43.7%	51.2%
Husband-wife Families	14.1%	29.5%	36.3%
With Related Children	5.0%	12.2%	16.4%
Other Family (No Spouse Present)	12.5%	14.2%	15.0%
Other Family with Male Householder	3.0%	3.6%	3.7%
With Related Children	1.5%	1.9%	2.2%
Other Family with Female Householder	9.5%	10.6%	11.2%
With Related Children	6.6%	7.4%	8.0%
Nonfamily Households	26.9%	19.7%	17.5%
All Households with Children	13.4%	21.9%	27.1%
Multigenerational Households	1.3%	1.8%	2.0%
Unmarried Partner Households	6.9%	7.7%	7.8%
Male-female	6.2%	6.9%	6.9%
Same-sex	0.7%	0.9%	0.8%
2010 Households by Size			
Total	5,529	25,886	47,289
1 Person Household	46.5%	36.6%	31.3%
2 Person Household	28.6%	32.6%	33.0%
3 Person Household	12.5%	15.0%	16.5%
4 Person Household	8.3%	10.6%	12.7%
5 Person Household	2.2%	3.3%	4.2%
6 Person Household	1.1%	1.2%	1.5%
7 + Person Household	0.8%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	5,529	25,886	47,289
Owner Occupied	21.3%	41.6%	48.5%
Owned with a Mortgage/Loan	14.4%	30.1%	36.0%
Owned Free and Clear	6.9%	11.6%	12.5%
Renter Occupied	78.7%	58.4%	51.5%

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.	Dorms to Diplomas (14C)	Dorms to Diplomas (14C)	Bright Young Professionals
2.	College Towns (14B)	In Style (5B)	In Style (5B)
3.	Set to Impress (11D)	College Towns (14B)	College Towns (14B)
2015 Consumer Spending			
Apparel & Services: Total \$	\$7,667,890	\$45,593,658	\$95,841,577
Average Spent	\$1,293.29	\$1,648.60	\$1,886.83
Spending Potential Index	56	71	82
Computers & Accessories: Total \$	\$907,146	\$5,299,240	\$11,080,940
Average Spent	\$153.00	\$191.61	\$218.15
Spending Potential Index	60	75	86
Education: Total \$	\$6,268,618	\$33,640,698	\$67,924,798
Average Spent	\$1,057.28	\$1,216.40	\$1,337.23
Spending Potential Index	69	80	88
Entertainment/Recreation: Total \$	\$9,776,895	\$59,896,223	\$126,935,469
Average Spent	\$1,649.00	\$2,165.76	\$2,498.98
Spending Potential Index	50	65	75
Food at Home: Total \$	\$16,819,412	\$100,009,173	\$209,069,062
Average Spent	\$2,836.80	\$3,616.18	\$4,115.94
Spending Potential Index	54	69	79
Food Away from Home: Total \$	\$10,798,555	\$64,298,407	\$135,173,972
Average Spent	\$1,821.31	\$2,324.94	\$2,661.17
Spending Potential Index	55	71	81
Health Care: Total \$	\$12,557,129	\$79,714,592	\$169,445,910
Average Spent	\$2,117.92	\$2,882.36	\$3,335.88
Spending Potential Index	45	61	70
HH Furnishings & Equipment: Total \$	\$5,615,662	\$34,345,034	\$72,946,091
Average Spent	\$947.15	\$1,241.87	\$1,436.09
Spending Potential Index	51	67	78
Investments: Total \$	\$6,655,100	\$41,304,630	\$90,016,121
Average Spent	\$1,122.47	\$1,493.51	\$1,772.15
Spending Potential Index	41	54	64
Retail Goods: Total \$	\$77,068,748	\$468,795,250	\$990,310,540
Average Spent	\$12,998.61	\$16,950.94	\$19,496.22
Spending Potential Index	51	66	76
Shelter: Total \$	\$54,543,504	\$323,227,196	\$676,997,987
Average Spent	\$9,199.44	\$11,687.42	\$13,328.04
Spending Potential Index	56	71	81
TV/Video/Audio: Total \$	\$4,326,997	\$25,477,041	\$53,049,577
Average Spent	\$729.80	\$921.21	\$1,044.39
Spending Potential Index	56	70	80
Travel: Total \$	\$5,313,625	\$33,825,617	\$72,829,369
Average Spent	\$896.21	\$1,223.08	\$1,433.79
Spending Potential Index	46	63	73
Vehicle Maintenance & Repairs: Total \$	\$3,435,639	\$20,870,813	\$44,092,362
Average Spent	\$579.46	\$754.66	\$868.05
Spending Potential Index	52	68	78

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.