Market Profile

Hwy 50/47, Union, MO 63084
Drive Time Bands: 0-5, 5-10, 10-15 minute radii

Latitude: 38.4429
Longitude: -90.9901

	0 - 5 minute	5 - 10 minute	10 - 15 minute
Population Summary			
2000 Total Population	5,578	10,212	28,686
2010 Total Population	6,499	12,843	30,163
2016 Total Population	6,757	13,442	30,685
2016 Group Quarters	95	174	194
2021 Total Population	6,938	13,855	31,156
2016-2021 Annual Rate	0.53%	0.61%	0.31%
2016 Total Daytime Population	7,978	12,781	27,391
Workers	4,526	6,120	11,910
Residents	3,452	6,661	15,481
Household Summary			
2000 Households	2,169	3,670	10,838
2000 Average Household Size	2.52	2.73	2.62
2010 Households	2,573	4,702	11,929
2010 Average Household Size	2.49	2.69	2.51
2016 Households	2,696	4,963	12,285
2016 Average Household Size	2.47	2.67	2.48
2021 Households	2,782	5,140	12,547
2021 Average Household Size	2.46	2.66	2.47
2016-2021 Annual Rate	0.63%	0.70%	0.42%
2010 Families	1,800	3,368	8,249
2010 Average Family Size	2.95	3.16	3.01
2016 Families	1,866	3,525	8,421
2016 Average Family Size	2.93	3.14	2.98
2021 Families	1,916	3,636	8,563
2021 Average Family Size	2.92	3.13	2.96
2016-2021 Annual Rate	0.53%	0.62%	0.34%
Housing Unit Summary			
2000 Housing Units	2,340	3,902	11,630
Owner Occupied Housing Units	71.9%	72.0%	71.9%
Renter Occupied Housing Units	20.8%	22.1%	21.3%
Vacant Housing Units	7.3%	5.9%	6.8%
2010 Housing Units	2,804	5,034	12,986
Owner Occupied Housing Units	65.6%	69.1%	68.4%
Renter Occupied Housing Units	26.2%	24.3%	23.5%
Vacant Housing Units	8.2%	6.6%	8.1%
2016 Housing Units	2,949	5,325	13,406
Owner Occupied Housing Units	64.1%	68.0%	67.2%
Renter Occupied Housing Units	27.3%	25.2%	24.4%
Vacant Housing Units	8.6%	6.8%	8.4%
2021 Housing Units	3,051	5,525	13,712
Owner Occupied Housing Units	63.6%	67.5%	67.1%
Renter Occupied Housing Units	27.6%	25.5%	24.4%
Vacant Housing Units	8.8%	7.0%	8.5%
Median Household Income			
2016	$46,941	$51,364	$51,578
2021	$52,098	$56,257	$56,464
Median Home Value			
2016	$150,000	$173,969	$171,730
2021	$192,145	$219,082	$212,655
Per Capita Income			
2016	$23,237	$25,541	$26,524
2021	$25,893	$28,562	$29,644
Median Age			
2010	34.8	36.5	39.8
2016	35.5	37.2	40.9
2021	35.9	37.8	41.8

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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	0 - 5 minute	5 - 10 minute	10 - 15 minute
2016 Households by Income			
Household Income Base	2,696	4,963	12,285
<$15,000	11.9%	9.8%	10.7%
$15,000 - $24,999	12.1%	10.8%	9.5%
$25,000 - $34,999	12.2%	11.6%	11.5%
$35,000 - $49,999	16.4%	16.1%	16.4%
$50,000 - $74,999	20.1%	21.0%	20.2%
$75,000 - $99,999	11.9%	12.2%	14.0%
$100,000 - $149,999	11.0%	12.4%	12.4%
$150,000 - $199,999	2.7%	3.2%	2.6%
$200,000+	1.7%	3.0%	2.8%
Average Household Income	$60,424	$66,996	$66,450
2021 Households by Income			
Household Income Base	2,782	5,140	12,547
<$15,000	11.8%	9.7%	10.6%
$15,000 - $24,999	11.5%	10.2%	9.0%
$25,000 - $34,999	14.4%	13.2%	13.3%
$35,000 - $49,999	10.0%	10.1%	10.5%
$50,000 - $74,999	19.0%	20.1%	19.3%
$75,000 - $99,999	13.1%	13.2%	15.1%
$100,000 - $149,999	14.7%	15.6%	15.3%
$150,000 - $199,999	3.4%	4.1%	3.5%
$200,000+	2.2%	3.7%	3.5%
Average Household Income	$67,070	$74,715	$73,884
2016 Owner Occupied Housing Units by Value			
Total	1,891	3,621	9,014
<$50,000	8.1%	9.6%	10.1%
$50,000 - $99,999	15.4%	10.1%	11.7%
$100,000 - $149,999	26.5%	20.0%	19.8%
$150,000 - $199,999	20.2%	21.4%	19.2%
$200,000 - $249,999	11.1%	11.8%	11.7%
$250,000 - $299,999	6.0%	7.5%	7.9%
$300,000 - $399,999	6.6%	9.0%	8.6%
$400,000 - $499,999	3.5%	4.7%	4.8%
$500,000 - $749,999	1.4%	3.7%	3.1%
$750,000 - $999,999	0.1%	0.7%	1.7%
$1,000,000 +	1.1%	1.4%	1.4%
Average Home Value	$185,386	$219,254	$220,698
2021 Owner Occupied Housing Units by Value			
Total	1,940	3,732	9,205
<$50,000	4.6%	5.0%	6.0%
$50,000 - $99,999	8.5%	5.7%	7.3%
$100,000 - $149,999	12.7%	8.4%	11.9%
$150,000 - $199,999	28.7%	23.4%	20.7%
$200,000 - $249,999	17.4%	19.7%	16.6%
$250,000 - $299,999	8.9%	12.4%	11.8%
$300,000 - $399,999	10.5%	12.2%	12.2%
$400,000 - $499,999	5.3%	5.9%	5.7%
$500,000 - $749,999	1.9%	4.7%	4.1%
$750,000 - $999,999	0.2%	0.9%	2.2%
$1,000,000 +	1.5%	1.7%	1.5%
Average Home Value	$229,126	$263,280	$260,391

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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	0 - 5 minute	5 - 10 minute	10 - 15 minute
2010 Population by Age			
Total	6,498	12,840	30,161
0 - 4	7.8%	7.5%	6.4%
5 - 9	8.1%	7.7%	6.5%
10 - 14	6.8%	7.0%	7.3%
15 - 24	13.5%	12.8%	12.7%
25 - 34	14.1%	13.2%	11.5%
35 - 44	12.7%	13.1%	12.6%
45 - 54	14.3%	15.0%	16.5%
55 - 64	10.6%	10.9%	11.9%
65 - 74	6.6%	7.2%	7.7%
75 - 84	3.9%	4.1%	4.9%
85 +	1.6%	1.6%	1.9%
18 +	73.4%	73.7%	75.3%
2016 Population by Age			
Total	6,759	13,443	30,685
0 - 4	7.5%	7.1%	5.9%
5 - 9	7.6%	7.2%	6.2%
10 - 14	7.4%	7.4%	6.6%
15 - 24	12.3%	12.0%	12.1%
25 - 34	14.6%	13.5%	12.5%
35 - 44	12.8%	12.6%	11.5%
45 - 54	12.8%	13.7%	14.6%
55 - 64	11.7%	12.3%	13.9%
65 - 74	7.8%	8.4%	9.5%
75 - 84	3.9%	4.3%	5.0%
85 +	1.6%	1.6%	2.1%
18 +	73.8%	74.6%	77.4%
2021 Population by Age			
Total	6,936	13,853	31,156
0 - 4	7.4%	6.9%	5.7%
5 - 9	7.3%	7.0%	5.9%
10 - 14	7.6%	7.4%	6.6%
15 - 24	12.1%	11.8%	11.1%
25 - 34	14.3%	12.9%	12.2%
35 - 44	13.8%	13.5%	12.1%
45 - 54	11.4%	12.1%	12.8%
55 - 64	11.8%	12.9%	14.7%
65 - 74	8.7%	9.2%	10.9%
75 - 84	4.1%	4.7%	5.7%
85 +	1.5%	1.6%	2.2%
18 +	73.6%	74.5%	77.9%
2010 Population by Sex			
Males	3,211	6,338	14,791
Females	3,288	6,505	15,372
2016 Population by Sex			
Males	3,357	6,661	15,067
Females	3,400	6,781	15,617
2021 Population by Sex			
Males	3,455	6,880	15,342
Females	3,483	6,975	15,815

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	0 - 5 minute	5 - 10 minute	10 - 15 minute
2010 Population by Race/Ethnicity			
Total	6,500	12,843	30,162
White Alone	96.2%	96.8%	96.8%
Black Alone	1.1%	0.7%	0.9%
American Indian Alone	0.4%	0.4%	0.2%
Asian Alone	0.3%	0.4%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.4%	0.4%
Two or More Races	1.4%	1.2%	1.2%
Hispanic Origin	1.4%	1.3%	1.4%
Diversity Index	10.1	8.8	8.9
2016 Population by Race/Ethnicity			
Total	6,756	13,442	30,685
White Alone	95.2%	96.0%	96.0%
Black Alone	1.5%	1.0%	1.2%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	0.4%	0.5%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.8%	0.5%	0.5%
Two or More Races	1.7%	1.5%	1.4%
Hispanic Origin	2.0%	1.9%	2.0%
Diversity Index	12.8	11.2	11.4
2021 Population by Race/Ethnicity			
Total	6,937	13,854	31,159
White Alone	94.3%	95.3%	95.2%
Black Alone	1.7%	1.1%	1.4%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	0.4%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.0%	0.7%	0.7%
Two or More Races	2.0%	1.8%	1.7%
Hispanic Origin	2.6%	2.4%	2.5%
Diversity Index	15.4	13.5	13.8
2010 Population by Relationship and Household Type			
Total	6,499	12,843	30,163
In Households	98.5%	98.6%	99.4%
In Family Households	84.6%	85.4%	84.7%
Householder	26.4%	26.9%	27.1%
Spouse	19.8%	21.0%	21.3%
Child	33.3%	33.0%	31.6%
Other relative	2.2%	2.1%	2.2%
Nonrelative	2.9%	2.5%	2.4%
In Nonfamily Households	14.0%	13.2%	14.7%
In Group Quarters	1.5%	1.4%	0.6%
Institutionalized Population	1.5%	1.3%	0.6%
Noninstitutionalized Population	0.0%	0.1%	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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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	0 - 5 minute	5 - 10 minute	10 - 15 minute
2016 Population 25+ by Educational Attainment			
Total	4,407	8,911	21,219
Less than 9th Grade	3.3%	4.4%	4.7%
9th - 12th Grade, No Diploma	7.2%	5.7%	6.3%
High School Graduate	26.1%	26.7%	28.8%
GED/Alternative Credential	4.6%	4.5%	4.0%
Some College, No Degree	29.0%	25.9%	24.2%
Associate Degree	9.6%	9.6%	10.2%
Bachelor's Degree	12.1%	13.9%	13.5%
Graduate/Professional Degree	8.0%	9.3%	8.3%
2016 Population 15+ by Marital Status			
Total	5,238	10,528	24,948
Never Married	25.2%	22.6%	24.8%
Married	52.7%	60.2%	57.4%
Widowed	7.4%	5.5%	7.1%
Divorced	14.6%	11.7%	10.7%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	93.7%	95.1%	95.5%
Civilian Unemployed	6.3%	4.9%	4.6%
2016 Employed Population 16+ by Industry			
Total	3,357	6,788	15,471
Agriculture/Mining	0.3%	0.9%	2.0%
Construction	5.6%	5.6%	8.4%
Manufacturing	25.5%	22.0%	17.8%
Wholesale Trade	0.6%	1.6%	3.3%
Retail Trade	12.9%	13.3%	11.8%
Transportation/Utilities	3.7%	4.2%	4.1%
Information	0.3%	1.0%	1.3%
Finance/Insurance/Real Estate	8.5%	6.4%	4.8%
Services	39.0%	42.6%	44.1%
Public Administration	3.7%	2.4%	2.4%
2016 Employed Population 16+ by Occupation			
Total	3,356	6,788	15,472
White Collar	55.5%	58.0%	55.5%
Management/Business/Financial	12.8%	13.2%	13.6%
Professional	18.2%	19.6%	18.7%
Sales	8.8%	11.2%	11.4%
Administrative Support	15.6%	14.0%	11.8%
Services	13.1%	14.3%	16.9%
Blue Collar	31.4%	27.7%	27.7%
Farming/Forestry/Fishing	0.0%	0.2%	0.5%
Construction/Extraction	4.5%	4.3%	7.0%
Installation/Maintenance/Repair	3.6%	4.4%	4.9%
Production	17.8%	13.2%	10.3%
Transportation/Material Moving	5.5%	5.6%	5.0%
2010 Population By Urban/ Rural Status			
Total Population	6,499	12,843	30,163
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	62.1%	52.5%	61.0%
Rural Population	37.9%	47.5%	39.0%

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	0 - 5 minute	5 - 10 minute	10 - 15 minute
2010 Households by Type			
Total	2,573	4,702	11,928
Households with 1 Person	24.9%	23.2%	25.5%
Households with 2+ People	75.1%	76.8%	74.5%
Family Households	70.0%	71.6%	69.2%
Husband-wife Families	52.6%	56.0%	54.4%
With Related Children	24.4%	25.6%	23.0%
Other Family (No Spouse Present)	17.4%	15.7%	14.7%
Other Family with Male Householder	5.8%	5.1%	4.7%
With Related Children	4.0%	3.5%	3.0%
Other Family with Female Householder	11.6%	10.5%	10.1%
With Related Children	8.0%	7.1%	6.7%
Nonfamily Households	5.2%	5.2%	5.3%
All Households with Children	37.1%	36.8%	33.3%
Multigenerational Households	3.4%	3.3%	3.3%
Unmarried Partner Households	7.8%	7.1%	7.0%
Male-female	7.5%	6.7%	6.4%
Same-sex	0.3%	0.4%	0.6%
2010 Households by Size			
Total	2,572	4,703	11,928
1 Person Household	24.9%	23.2%	25.5%
2 Person Household	31.9%	33.5%	34.7%
3 Person Household	17.3%	17.5%	15.9%
4 Person Household	15.5%	15.4%	13.9%
5 Person Household	6.5%	6.6%	6.4%
6 Person Household	2.3%	2.4%	2.4%
7 + Person Household	1.6%	1.4%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	2,573	4,702	11,929
Owner Occupied	71.5%	74.0%	74.4%
Owned with a Mortgage/Loan	50.4%	52.4%	50.4%
Owned Free and Clear	21.1%	21.6%	24.0%
Renter Occupied	28.5%	26.0%	25.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,804	5,034	12,986
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	64.2%	53.4%	63.2%
Rural Housing Units	35.8%	46.6%	36.8%

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.

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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	0 - 5 minute	5 - 10 minute	10 - 15 minute
Top 3 Tapestry Segments			
1.	Middleburg (4C)	Middleburg (4C)	Salt of the Earth (6B)
2.	Front Porches (8E)	Salt of the Earth (6B)	Green Acres (6A)
3.	Salt of the Earth (6B)	Green Acres (6A)	Midlife Constants (5E)
2016 Consumer Spending			
Apparel & Services: Total $	$4,224,940	$8,607,314	$20,842,347
Average Spent	$1,567.11	$1,734.30	$1,696.57
Spending Potential Index	78	86	84
Education: Total $	$2,872,578	$5,707,059	$14,345,871
Average Spent	$1,065.50	$1,149.92	$1,167.76
Spending Potential Index	75	81	83
Entertainment/Recreation: Total $	$6,195,327	$12,689,464	$31,224,463
Average Spent	$2,297.97	$2,556.81	$2,541.67
Spending Potential Index	79	88	87
Food at Home: Total $	$10,604,992	$21,793,810	$53,750,594
Average Spent	$3,933.60	$4,391.26	$4,375.30
Spending Potential Index	79	88	88
Food Away from Home: Total $	$6,555,355	$13,413,695	$32,396,745
Average Spent	$2,431.51	$2,702.74	$2,637.10
Spending Potential Index	79	87	85
Health Care: Total $	$11,457,765	$23,630,153	$59,400,430
Average Spent	$4,249.91	$4,761.26	$4,835.20
Spending Potential Index	80	90	91
HH Furnishings & Equipment: Total $	$3,760,357	$7,698,598	$18,787,360
Average Spent	$1,394.79	$1,551.20	$1,529.29
Spending Potential Index	79	88	87
Personal Care Products & Services: Total $	$1,536,189	$3,153,313	$7,706,489
Average Spent	$569.80	$635.36	$627.31
Spending Potential Index	78	87	86
Shelter: Total $	$32,509,554	$65,430,991	$158,909,050
Average Spent	$12,058.44	$13,183.76	$12,935.21
Spending Potential Index	77	85	83
Support Payments/Cash Contributions/Gifts in Kind: Total $	$4,963,998	$10,252,999	$25,600,717
Average Spent	$1,841.25	$2,065.89	$2,083.90
Spending Potential Index	79	89	90
Travel: Total $	$3,880,999	$7,913,605	$19,543,119
Average Spent	$1,439.54	$1,594.52	$1,590.81
Spending Potential Index	77	86	85
Vehicle Maintenance & Repairs: Total $	$2,203,184	$4,536,773	$11,251,708
Average Spent	$817.20	$914.12	$915.89
Spending Potential Index	79	88	88

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