



2022 MARKET SNAPSHOT



City of Union

10 E. Locust Street

Union, MO 63084

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www.unionmissouri.gov

www.facebook.com/CityofUnionMO





DEMOGRAPHICS

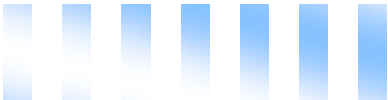
Population	City Limits	Market Area
2010 Census	10,204	59,243
2022	12,458	62,645
Growth	22%	6%
Daytime Population	City Limits	Market Area
Workers	7,365	29,281
Residents	6,249	31,221
Median Age	City Limits	Market Area
2010 Census	34.1	38.5
2022	36.3	40.1
Households	City Limits	Market Area
2010 Census	4,089	22,746
2022	4,841	24,794
Growth	18.4%	9%
Median HH Income	City Limits	Market Area
2022	\$62,453	\$69,822
Employed Civilians 16+	City Limits	Market Area
2022	6,170	31,774
White Collar	48.7%	53.8%
Services	13.7%	13.4%
Blue Collar	37.6%	32.8%
Source: census.gov / Esri		

¹ Market Area = 10 Mile Radius from “center” of city limits (Highway 47N & 50 intersection)



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





CUSTOMER PROFILE

Customer profiling goes deeper than demographics to provide psychographic information on the lifestyles of core customer groups, using the Buxton Mosaic segmentation system. Following are the largest groups representing (2,442) 50% of the households within the primary Union Market Area (10-min drive-time).

O-Singles and Starters (812) 16.6%

Young singles starting out and some starter families living a city lifestyle

E-Thriving Boomers (736) 15.1%

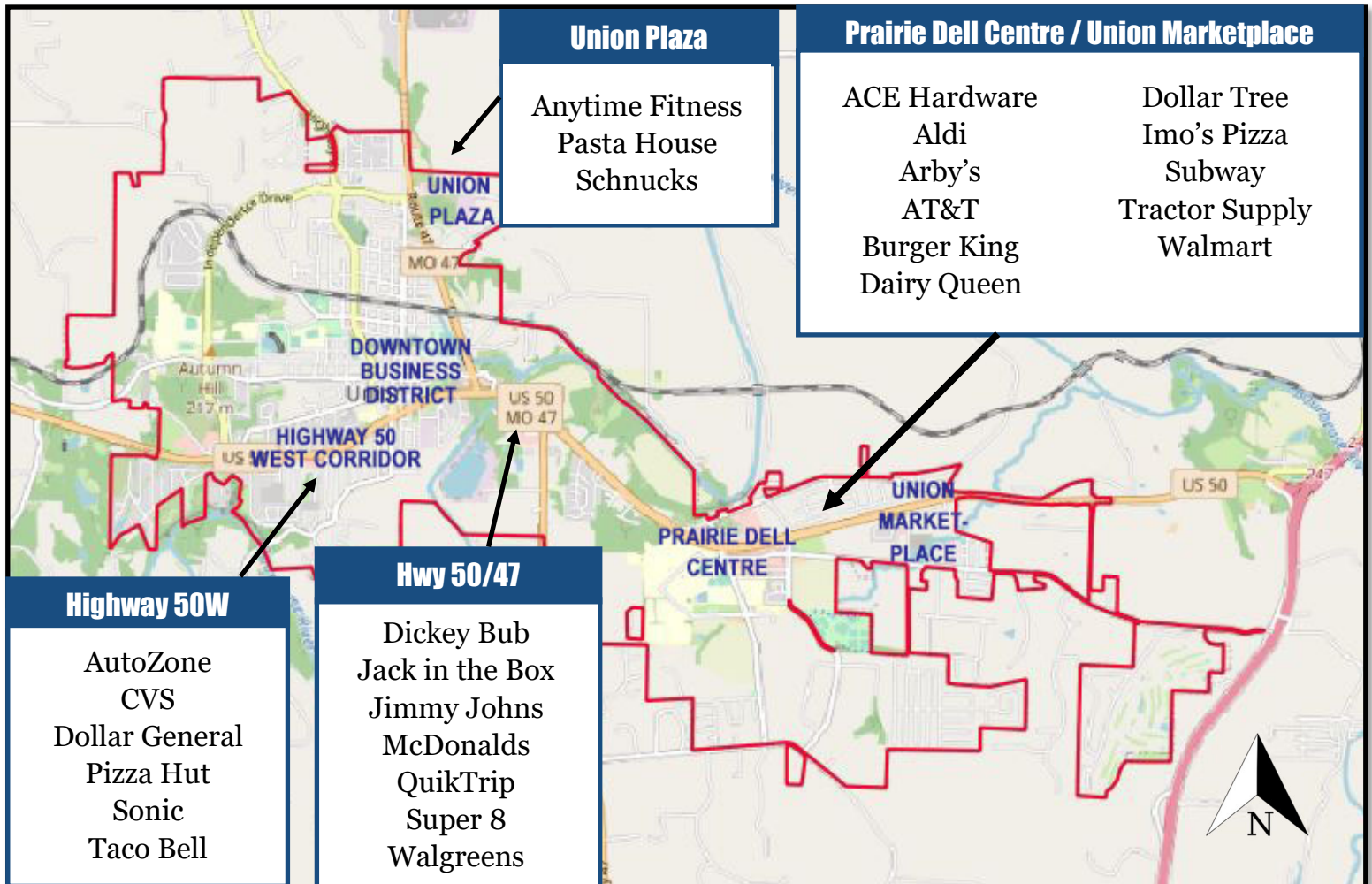
Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes.

Q-Golden Year Guardians (450) 9.2%

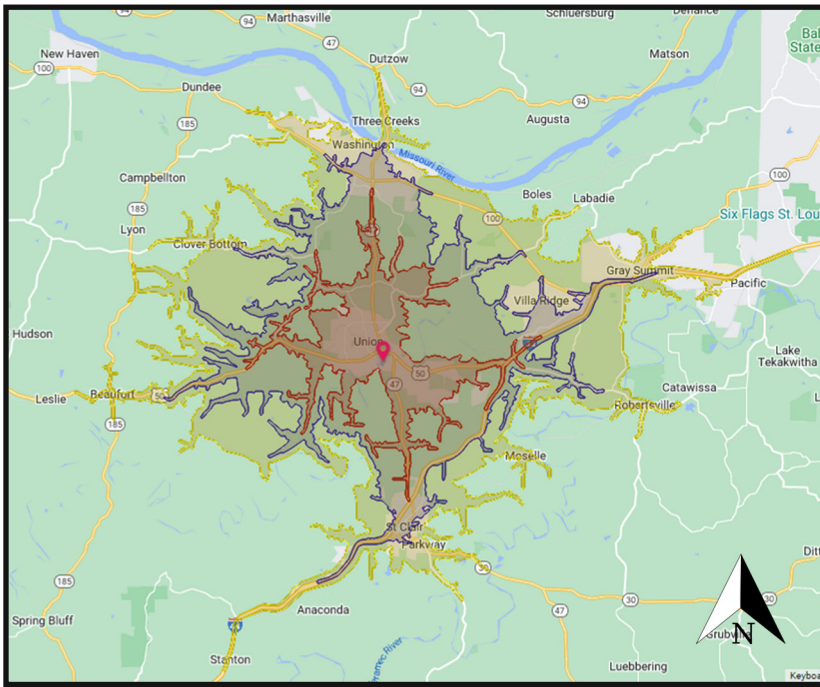
Retirees living in old homes, settled residences and communities

I-Family Union (444) 9.1%

Middle income, middle-aged families living in homes supported by solid blue-collar occupations



Retail Analysis



Union Market	Potential Sales \$MM	Estimated Sales \$MM
10 min	\$170.8	\$165.5
15 min	\$478.0	\$488.8
20 min	\$771.4	\$686.7

Source: Buxton Scout 2022

Depicted drive-times are from the heart of Union where US Hwy 50 and Hwy 47N intersect. Typically, residents west and south of Union often drive 20-30 minutes to shop.

Leakage/Surplus Index

The following table shows trade area sales surplus and leakage in the twelve major store types.

A value of 1.0 means demand and sales in the area are in balance.

A value below 1 means demand exceeds sales and that consumers are leaving Union to shop.

A value above 1 indicates sales exceed demand, and that consumers are coming to Union to shop.



LEAKAGE / SURPLUS

