

MOBroadbent51015

Latitude: 37.213688

Longitude: -93.359565

Drive Time: 15 minutes

Demographic Summary	2010	2015
Population	171,156	180,108
Households	73,787	78,402
Families	39,953	41,541
Median Household Income	\$39,677	\$45,685
Males per 100 Females	95.3	95.7
<b>Population by Age</b>		
Population <5 Years	6.2%	6.1%
Population 5 - 17 Years	14.3%	14.4%
Population 65+ Years	13.2%	14.5%
Median Age	34.7	35.9

	Spending Potential Index	Average Amount Spent	Total
<b>Health Care</b>	72	\$2,680.80	\$197,808,317
<b>Medical Care</b>	71	\$1,280.72	\$94,500,353
Physician Services	71	\$161.19	\$11,894,004
Dental Services	67	\$218.22	\$16,101,728
Eyecare Services	71	\$35.70	\$2,633,896
Lab Tests, X-Rays	73	\$40.13	\$2,961,304
Hospital Room and Hospital Service	74	\$101.54	\$7,492,368
Convalescent or Nursing Home Care	58	\$13.33	\$983,785
Other Medical Services <sup>1</sup>	70	\$78.40	\$5,785,220
Nonprescription Drugs	72	\$74.65	\$5,508,519
Prescription Drugs	74	\$369.15	\$27,238,323
Nonprescription Vitamins	71	\$40.36	\$2,978,181
Medicare Prescription Drug Premium	76	\$37.95	\$2,800,556
Eyeglasses and Contact Lenses	70	\$54.04	\$3,987,200
Hearing Aids	65	\$14.09	\$1,039,961
Medical Equipment for General Use	75	\$4.73	\$348,910
Other Medical Supplies <sup>2</sup>	73	\$37.22	\$2,746,397
<b>Health Insurance</b>	72	\$1,400.08	\$103,307,963
Blue Cross/Blue Shield	71	\$398.28	\$29,388,107
Commercial Health Insurance	73	\$271.40	\$20,026,047
Health Maintenance Organization	69	\$230.14	\$16,981,510
Medicare Payments	76	\$312.25	\$23,040,252
Long Term Care Insurance	67	\$56.23	\$4,149,256
Other Health Insurance <sup>3</sup>	78	\$131.77	\$9,722,792

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

<sup>1</sup> **Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services.

<sup>2</sup> **Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

<sup>3</sup> **Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.