




MOBroadbent51015

Latitude: 37.213688

Longitude: -93.359565

Drive Time: 15 Minutes

	15 minutes
	
2000 Total Population	156,225
2000 Group Quarters	10,838
2010 Total Population	171,156
2015 Total Population	180,108
2010 - 2015 Annual Rate	1.02%
	
2000 Households	65,256
2000 Average Household Size	2.23
2010 Households	73,787
2010 Average Household Size	2.17
2015 Households	78,402
2015 Average Household Size	2.16
2010 - 2015 Annual Rate	1.22%
2000 Families	37,112
2000 Average Family Size	2.86
2010 Families	39,953
2010 Average Family Size	2.86
2015 Families	41,541
2015 Average Family Size	2.87
2010 - 2015 Annual Rate	0.78%
	
2000 Housing Units	70,227
Owner Occupied Housing Units	51.0%
Renter Occupied Housing Units	41.9%
Vacant Housing Units	7.1%
2010 Housing Units	81,041
Owner Occupied Housing Units	48.9%
Renter Occupied Housing Units	42.1%
Vacant Housing Units	9.0%
2015 Housing Units	87,476
Owner Occupied Housing Units	48.3%
Renter Occupied Housing Units	41.3%
Vacant Housing Units	10.4%
Median Household Income	
2000	\$29,825
2010	\$39,677
2015	\$45,685
Median Home Value	
2000	\$77,331
2010	\$111,439
2015	\$133,482
Per Capita Income	
2000	\$16,609
2010	\$21,787
2015	\$24,306
Median Age	
2000	32.8
2010	34.7
2015	35.9

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.

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2000 Households by Income

Household Income Base	65,289
< \$15,000	22.3%
\$15,000 - \$24,999	19.4%
\$25,000 - \$34,999	16.6%
\$35,000 - \$49,999	18.0%
\$50,000 - \$74,999	14.3%
\$75,000 - \$99,999	5.2%
\$100,000 - \$149,999	2.7%
\$150,000 - \$199,999	0.7%
\$200,000+	0.9%
Average Household Income	\$38,482

2010 Households by Income

Household Income Base	73,784
< \$15,000	15.3%
\$15,000 - \$24,999	15.2%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	20.5%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	9.5%
\$100,000 - \$149,999	4.6%
\$150,000 - \$199,999	1.1%
\$200,000+	1.1%
Average Household Income	\$48,573

2015 Households by Income

Household Income Base	78,399
< \$15,000	13.1%
\$15,000 - \$24,999	13.0%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	19.5%
\$50,000 - \$74,999	26.1%
\$75,000 - \$99,999	9.7%
\$100,000 - \$149,999	6.0%
\$150,000 - \$199,999	1.5%
\$200,000+	1.5%
Average Household Income	\$53,736

2000 Owner Occupied HUs by Value

Total	35,793
<\$50,000	19.9%
\$50,000 - 99,999	54.9%
\$100,000 - 149,999	16.8%
\$150,000 - 199,999	5.2%
\$200,000 - \$299,999	2.4%
\$300,000 - 499,999	0.4%
\$500,000 - 999,999	0.3%
\$1,000,000+	0.1%
Average Home Value	\$86,917

2000 Specified Renter Occupied HUs by Contract Rent

Total	29,343
With Cash Rent	96.4%
No Cash Rent	3.6%
Median Rent	\$386
Average Rent	\$412

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. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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		2000 Population by Age	
	Total		156,225
	0 - 4		6.2%
	5 - 9		5.8%
	10 - 14		5.5%
	15 - 19		8.1%
	20 - 24		12.3%
	25 - 34		15.2%
	35 - 44		14.1%
	45 - 54		11.8%
	55 - 64		7.7%
	65 - 74		6.3%
	75 - 84		4.9%
	85+		2.0%
	18+		79.2%

2010 Population by Age

Total	171,156
0 - 4	6.2%
5 - 9	5.7%
10 - 14	5.4%
15 - 19	7.6%
20 - 24	10.5%
25 - 34	15.1%
35 - 44	12.9%
45 - 54	12.9%
55 - 64	10.6%
65 - 74	6.4%
75 - 84	4.5%
85+	2.4%
18+	79.5%

2015 Population by Age

Total	180,108
0 - 4	6.1%
5 - 9	5.7%
10 - 14	5.6%
15 - 19	7.3%
20 - 24	10.3%
25 - 34	13.8%
35 - 44	13.5%
45 - 54	11.9%
55 - 64	11.3%
65 - 74	7.9%
75 - 84	4.3%
85+	2.3%
18+	79.5%

2000 Population by Sex

Males	48.4%
Females	51.6%

2010 Population by Sex

Males	48.8%
Females	51.2%

2015 Population by Sex

Males	48.9%
Females	51.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Population 15+ by Marital Status

Total	141,483
Never Married	34.5%
Married	45.6%
Widowed	5.8%
Divorced	14.0%



2000 Population 16+ by Employment Status

Total	127,099
In Labor Force	66.5%
Civilian Employed	62.1%
Civilian Unemployed	4.3%
In Armed Forces	0.1%
Not in Labor Force	33.5%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	89.3%
Civilian Unemployed	10.7%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	91.7%
Civilian Unemployed	8.3%

2000 Females 16+ by Employment Status and Age of Children

Total	66,394
Own Children < 6 Only	6.9%
Employed/in Armed Forces	4.3%
Unemployed	0.2%
Not in Labor Force	2.4%
Own Children < 6 and 6-17 Only	4.4%
Employed/in Armed Forces	2.8%
Unemployed	0.2%
Not in Labor Force	1.5%
Own Children 6-17 Only	13.0%
Employed/in Armed Forces	10.1%
Unemployed	0.4%
Not in Labor Force	2.6%
No Own Children < 18	75.6%
Employed/in Armed Forces	40.1%
Unemployed	3.1%
Not in Labor Force	32.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Industry

Total	76,328
Agriculture/Mining	0.3%
Construction	4.8%
Manufacturing	7.9%
Wholesale Trade	4.2%
Retail Trade	14.5%
Transportation/Utilities	4.8%
Information	2.4%
Finance/Insurance/Real Estate	6.8%
Services	50.9%
Public Administration	3.2%

2010 Employed Population 16+ by Occupation

Total	76,328
White Collar	59.8%
Management/Business/Financial	10.2%
Professional	19.0%
Sales	13.9%
Administrative Support	16.7%
Services	20.4%
Blue Collar	19.8%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.0%
Installation/Maintenance/Repair	3.3%
Production	5.8%
Transportation/Material Moving	6.6%



2000 Workers 16+ by Means of Transportation to Work

Total	77,545
Drove Alone - Car, Truck, or Van	80.0%
Carpooled - Car, Truck, or Van	11.2%
Public Transportation	1.2%
Walked	3.4%
Other Means	1.4%
Worked at Home	2.8%

2000 Workers 16+ by Travel Time to Work

Total	77,545
Did Not Work at Home	97.2%
Less than 5 minutes	3.9%
5 to 9 minutes	14.0%
10 to 19 minutes	45.9%
20 to 24 minutes	17.5%
25 to 34 minutes	10.2%
35 to 44 minutes	1.2%
45 to 59 minutes	1.7%
60 to 89 minutes	1.4%
90 or more minutes	1.4%
Worked at Home	2.8%
Average Travel Time to Work (in min)	17.8

2000 Households by Vehicles Available

Total	65,238
None	9.1%
1	41.1%
2	37.1%
3	9.7%
4	2.1%
5+	0.8%
Average Number of Vehicles Available	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010.

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2000 Households by Type

Total	65,256
Family Households	56.9%
Married-couple Family	42.3%
With Related Children	17.6%
Other Family (No Spouse)	14.6%
With Related Children	9.6%
Nonfamily Households	43.1%
Householder Living Alone	33.7%
Householder Not Living Alone	9.5%
Households with Related Children	27.2%
Households with Persons 65+	22.3%

2000 Households by Size

Total	65,256
1 Person Household	33.7%
2 Person Household	35.2%
3 Person Household	14.7%
4 Person Household	10.4%
5 Person Household	4.0%
6 Person Household	1.3%
7+ Person Household	0.6%

2000 Households by Year Householder Moved In

Total	65,238
Moved in 1999 to March 2000	29.6%
Moved in 1995 to 1998	30.5%
Moved in 1990 to 1994	14.5%
Moved in 1980 to 1989	11.9%
Moved in 1970 to 1979	6.7%
Moved in 1969 or Earlier	6.8%
Median Year Householder Moved In	1996



2000 Housing Units by Units in Structure

Total	70,196
1, Detached	66.4%
1, Attached	3.3%
2	4.9%
3 or 4	3.3%
5 to 9	4.5%
10 to 19	5.0%
20+	8.8%
Mobile Home	3.7%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	70,196
1999 to March 2000	1.7%
1995 to 1998	7.9%
1990 to 1994	8.1%
1980 to 1989	14.9%
1970 to 1979	20.3%
1969 or Earlier	47.1%
Median Year Structure Built	1971

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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2000 Population 3+ by School Enrollment

Total	150,361
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	9.3%
Enrolled in Grade 9-12	4.4%
Enrolled in College	12.6%
Enrolled in Grad/Prof School	1.4%
Not Enrolled in School	69.6%

2010 Population 25+ by Educational Attainment

Total	110,579
Less than 9th Grade	3.4%
9th - 12th Grade, No Diploma	9.9%
High School Graduate	30.2%
Some College, No Degree	25.5%
Associate Degree	6.3%
Bachelor's Degree	16.6%
Graduate/Professional Degree	8.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010.

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Top 3 Tapestry Segments

1.	Home Town
2.	College Towns
3.	Great Expectations



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$88,671,500
Average Spent	\$1,201.72
Spending Potential Index	50
Computers & Accessories: Total \$	\$11,883,869
Average Spent	\$161.06
Spending Potential Index	73
Education: Total \$	\$69,544,654
Average Spent	\$942.51
Spending Potential Index	77
Entertainment/Recreation: Total \$	\$168,851,404
Average Spent	\$2,288.36
Spending Potential Index	71
Food at Home: Total \$	\$239,089,825
Average Spent	\$3,240.27
Spending Potential Index	72
Food Away from Home: Total \$	\$171,699,640
Average Spent	\$2,326.96
Spending Potential Index	72
Health Care: Total \$	\$197,808,317
Average Spent	\$2,680.80
Spending Potential Index	72
HH Furnishings & Equipment: Total \$	\$92,332,101
Average Spent	\$1,251.33
Spending Potential Index	61
Investments: Total \$	\$82,505,826
Average Spent	\$1,118.16
Spending Potential Index	64
Retail Goods: Total \$	\$1,252,853,218
Average Spent	\$16,979.32
Spending Potential Index	68
Shelter: Total \$	\$794,477,672
Average Spent	\$10,767.18
Spending Potential Index	68
TV/Video/Sound Equipment: Total \$	\$66,788,339
Average Spent	\$905.15
Spending Potential Index	73
Travel: Total \$	\$91,155,579
Average Spent	\$1,235.39
Spending Potential Index	65
Vehicle Maintenance & Repairs: Total \$	\$49,504,697
Average Spent	\$670.91
Spending Potential Index	71

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.