



Demographic and Income Profile

Business Loop
 303 Business Loop 70 E, Columbia, Missouri, 65201
 Ring: 1 mile radius

Latitude: 38.96494
 Longitude: -92.33324

Summary	Census 2010	2014	2019
Population	7,779	8,294	8,924
Households	3,544	3,800	4,101
Families	1,434	1,506	1,607
Average Household Size	2.06	2.05	2.06
Owner Occupied Housing Units	1,324	1,368	1,450
Renter Occupied Housing Units	2,220	2,432	2,651
Median Age	30.2	31.0	32.1
Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	1.48%	0.39%	0.73%
Households	1.54%	0.43%	0.75%
Families	1.31%	0.30%	0.66%
Owner HHs	1.17%	0.42%	0.69%
Median Household Income	3.10%	2.81%	2.74%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
<\$15,000	1,101	29.0%	1,151	28.1%
\$15,000 - \$24,999	828	21.8%	691	16.8%
\$25,000 - \$34,999	470	12.4%	496	12.1%
\$35,000 - \$49,999	428	11.3%	533	13.0%
\$50,000 - \$74,999	558	14.7%	596	14.5%
\$75,000 - \$99,999	175	4.6%	260	6.3%
\$100,000 - \$149,999	181	4.8%	273	6.7%
\$150,000 - \$199,999	34	0.9%	60	1.5%
\$200,000+	25	0.7%	40	1.0%
Median Household Income	\$24,470		\$28,502	
Average Household Income	\$37,040		\$43,029	
Per Capita Income	\$17,607		\$20,509	

Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	504	6.5%	495	6.0%	526	5.9%
5 - 9	397	5.1%	438	5.3%	446	5.0%
10 - 14	336	4.3%	354	4.3%	406	4.6%
15 - 19	526	6.8%	529	6.4%	555	6.2%
20 - 24	1,186	15.2%	1,223	14.8%	1,219	13.7%
25 - 34	1,539	19.8%	1,664	20.1%	1,737	19.5%
35 - 44	852	10.9%	952	11.5%	1,095	12.3%
45 - 54	1,004	12.9%	976	11.8%	949	10.6%
55 - 64	757	9.7%	853	10.3%	940	10.5%
65 - 74	338	4.3%	443	5.3%	622	7.0%
75 - 84	218	2.8%	226	2.7%	273	3.1%
85+	124	1.6%	138	1.7%	154	1.7%

Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,917	63.2%	5,222	63.0%	5,547	62.2%
Black Alone	2,159	27.8%	2,261	27.3%	2,420	27.1%
American Indian Alone	45	0.6%	54	0.7%	64	0.7%
Asian Alone	181	2.3%	218	2.6%	261	2.9%
Pacific Islander Alone	8	0.1%	12	0.1%	15	0.2%
Some Other Race Alone	126	1.6%	146	1.8%	174	1.9%
Two or More Races	343	4.4%	381	4.6%	443	5.0%
Hispanic Origin (Any Race)	386	5.0%	455	5.5%	561	6.3%

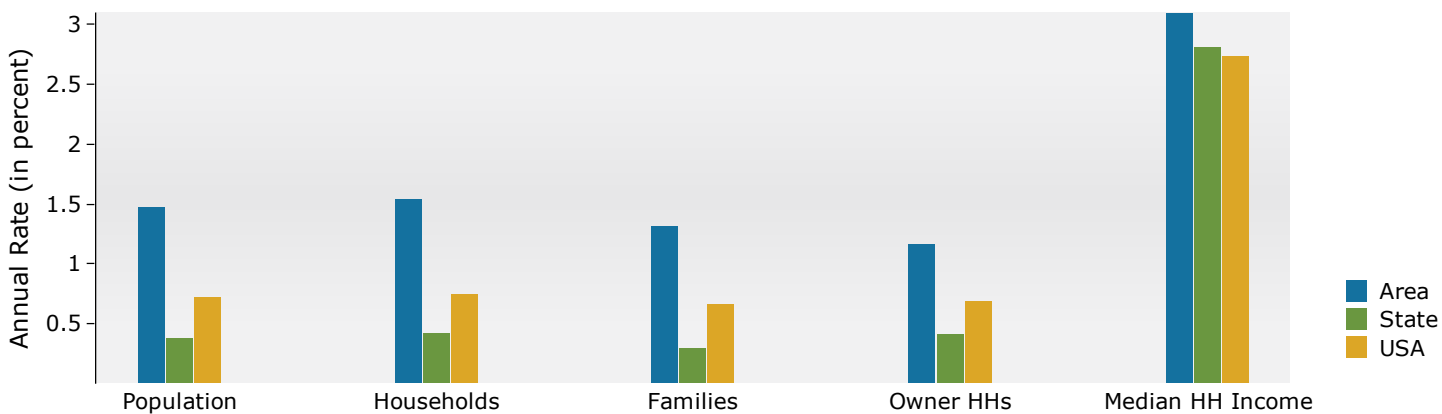
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

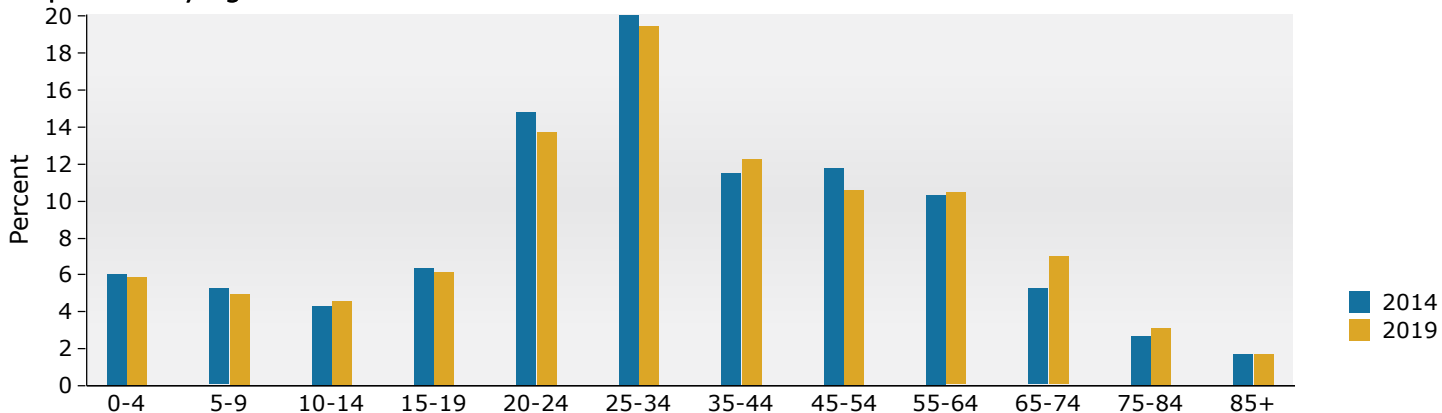
Business Loop
 303 Business Loop 70 E, Columbia, Missouri, 65201
 Ring: 1 mile radius

Latitude: 38.96494
 Longitude: -92.33324

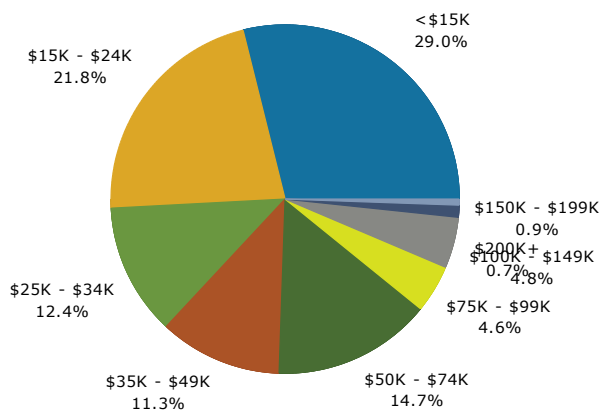
Trends 2014-2019



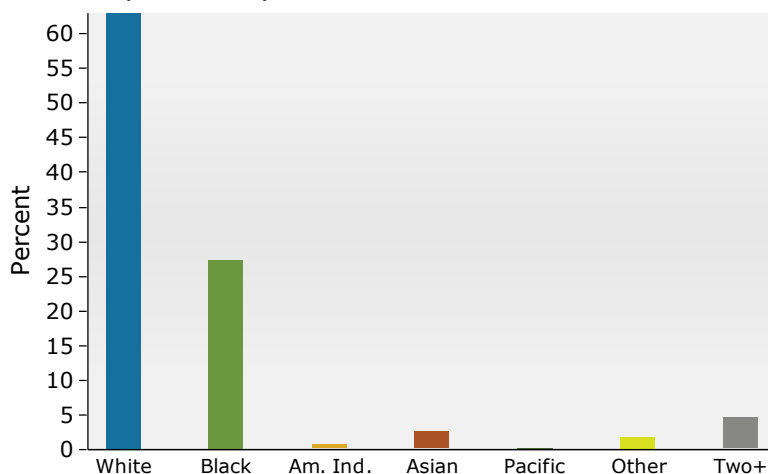
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 5.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



Demographic and Income Profile

Business Loop
 303 Business Loop 70 E, Columbia, Missouri, 65201
 Ring: 3 mile radius

Latitude: 38.96494
 Longitude: -92.33324

Summary	Census 2010	2014	2019
Population	61,481	64,555	68,677
Households	24,657	26,047	27,944
Families	11,308	11,701	12,365
Average Household Size	2.16	2.17	2.17
Owner Occupied Housing Units	10,666	10,954	11,577
Renter Occupied Housing Units	13,991	15,093	16,367
Median Age	26.2	27.1	28.0
Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	1.25%	0.39%	0.73%
Households	1.42%	0.43%	0.75%
Families	1.11%	0.30%	0.66%
Owner HHs	1.11%	0.42%	0.69%
Median Household Income	3.01%	2.81%	2.74%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
<\$15,000	6,315	24.2%	6,501	23.3%
\$15,000 - \$24,999	4,021	15.4%	3,289	11.8%
\$25,000 - \$34,999	2,938	11.3%	2,909	10.4%
\$35,000 - \$49,999	3,107	11.9%	3,569	12.8%
\$50,000 - \$74,999	4,728	18.2%	4,774	17.1%
\$75,000 - \$99,999	2,180	8.4%	2,975	10.6%
\$100,000 - \$149,999	1,913	7.3%	2,609	9.3%
\$150,000 - \$199,999	345	1.3%	615	2.2%
\$200,000+	499	1.9%	703	2.5%
Median Household Income	\$33,910		\$39,329	
Average Household Income	\$48,513		\$55,834	
Per Capita Income	\$20,558		\$23,878	

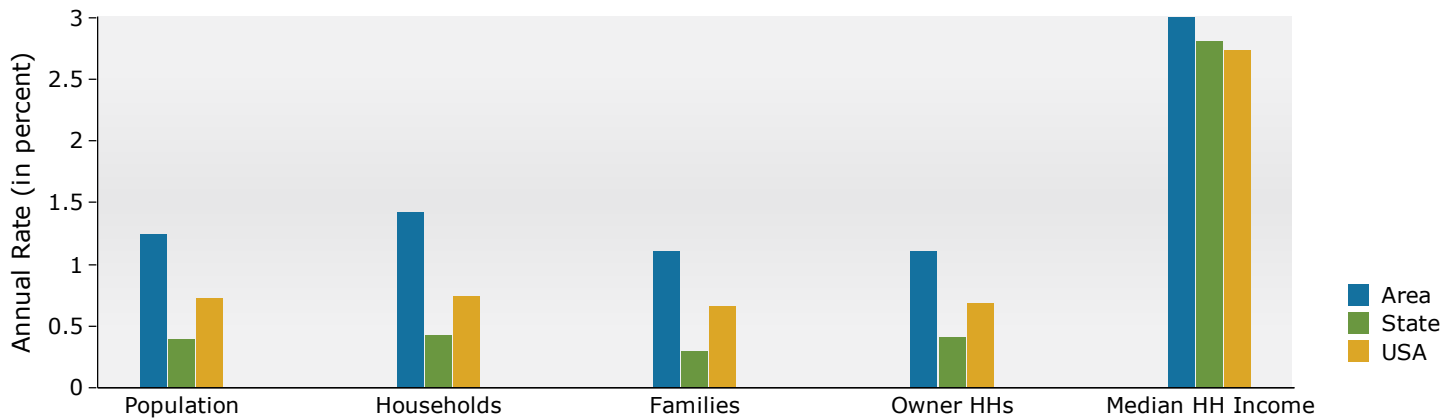
Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,539	5.8%	3,536	5.5%	3,806	5.5%
5 - 9	2,943	4.8%	3,097	4.8%	3,210	4.7%
10 - 14	2,495	4.1%	2,720	4.2%	2,892	4.2%
15 - 19	7,855	12.8%	7,849	12.2%	8,156	11.9%
20 - 24	12,360	20.1%	12,157	18.8%	12,108	17.6%
25 - 34	10,354	16.8%	11,839	18.3%	12,790	18.6%
35 - 44	6,033	9.8%	6,476	10.0%	7,195	10.5%
45 - 54	6,015	9.8%	5,780	9.0%	5,773	8.4%
55 - 64	4,970	8.1%	5,464	8.5%	5,901	8.6%
65 - 74	2,433	4.0%	3,061	4.7%	3,929	5.7%
75 - 84	1,635	2.7%	1,648	2.6%	1,901	2.8%
85+	848	1.4%	928	1.4%	1,016	1.5%

Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	47,112	76.6%	48,941	75.8%	51,146	74.5%
Black Alone	8,125	13.2%	8,446	13.1%	9,018	13.1%
American Indian Alone	240	0.4%	279	0.4%	326	0.5%
Asian Alone	3,070	5.0%	3,612	5.6%	4,364	6.4%
Pacific Islander Alone	35	0.1%	57	0.1%	80	0.1%
Some Other Race Alone	776	1.3%	877	1.4%	1,028	1.5%
Two or More Races	2,123	3.5%	2,342	3.6%	2,714	4.0%
Hispanic Origin (Any Race)	2,364	3.8%	2,718	4.2%	3,310	4.8%

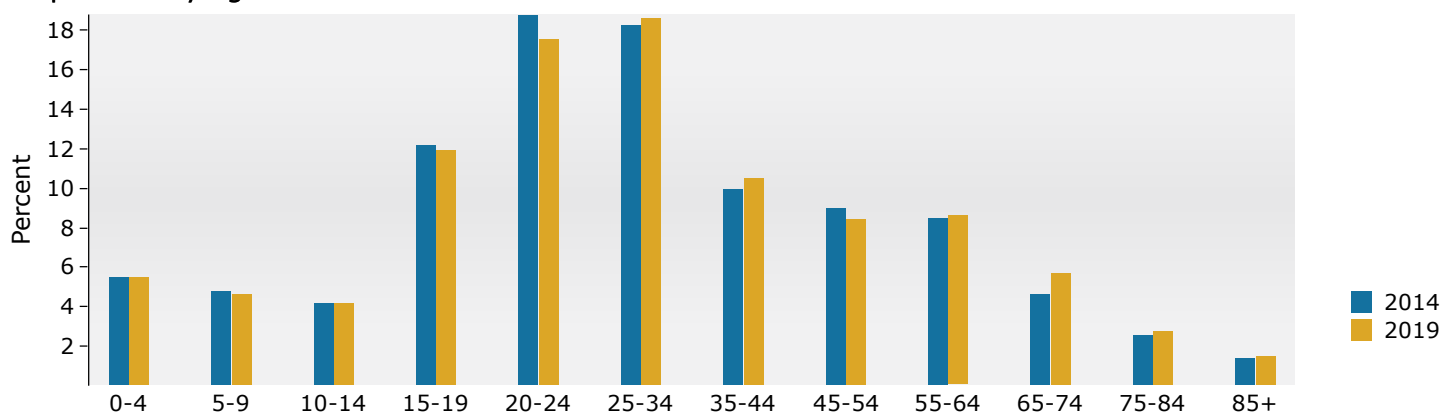
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

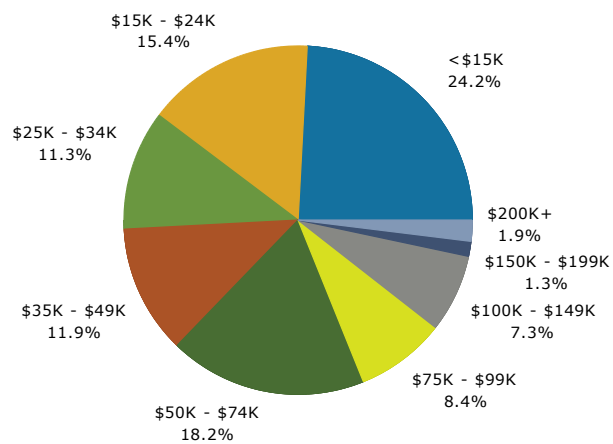
Trends 2014-2019



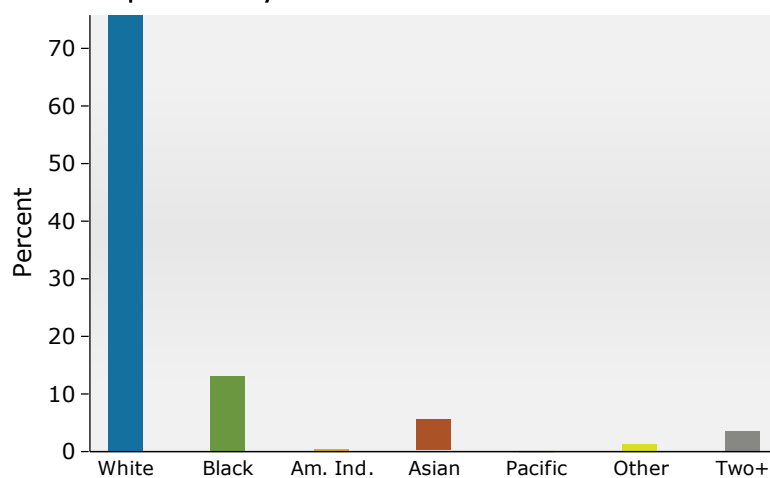
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 4.2%



Demographic and Income Profile

Business Loop
 303 Business Loop 70 E, Columbia, Missouri, 65201
 Ring: 7 mile radius

Latitude: 38.96494
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Summary	Census 2010	2014	2019
Population	132,001	139,818	150,656
Households	52,213	55,468	59,973
Families	27,670	28,992	31,024
Average Household Size	2.36	2.36	2.37
Owner Occupied Housing Units	26,581	27,673	29,734
Renter Occupied Housing Units	25,632	27,795	30,239
Median Age	28.0	28.7	29.7
Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	1.50%	0.39%	0.73%
Households	1.57%	0.43%	0.75%
Families	1.36%	0.30%	0.66%
Owner HHs	1.45%	0.42%	0.69%
Median Household Income	3.47%	2.81%	2.74%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
<\$15,000	11,027	19.9%	11,328	18.9%
\$15,000 - \$24,999	7,768	14.0%	6,269	10.5%
\$25,000 - \$34,999	6,128	11.0%	5,781	9.6%
\$35,000 - \$49,999	6,835	12.3%	7,570	12.6%
\$50,000 - \$74,999	9,982	18.0%	10,020	16.7%
\$75,000 - \$99,999	5,208	9.4%	7,115	11.9%
\$100,000 - \$149,999	5,511	9.9%	7,332	12.2%
\$150,000 - \$199,999	1,494	2.7%	2,399	4.0%
\$200,000+	1,514	2.7%	2,159	3.6%
Median Household Income	\$40,095		\$47,554	
Average Household Income	\$57,407		\$66,741	
Per Capita Income	\$23,411		\$27,307	

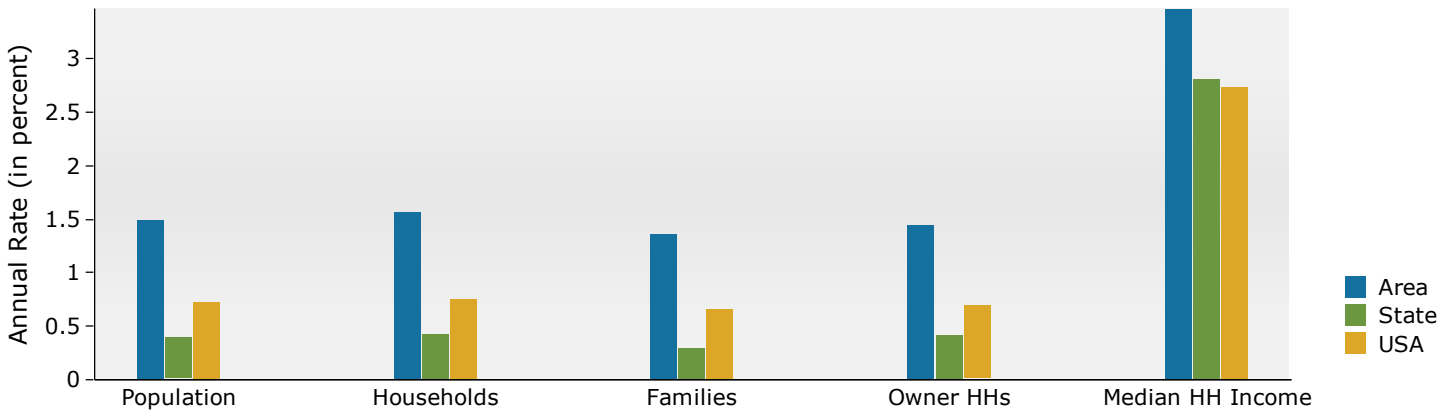
Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,293	6.3%	8,401	6.0%	9,230	6.1%
5 - 9	7,393	5.6%	7,790	5.6%	8,222	5.5%
10 - 14	6,784	5.1%	7,228	5.2%	7,762	5.2%
15 - 19	12,572	9.5%	12,643	9.0%	13,311	8.8%
20 - 24	23,445	17.8%	23,124	16.5%	23,014	15.3%
25 - 34	21,218	16.1%	24,708	17.7%	27,209	18.1%
35 - 44	14,457	11.0%	15,330	11.0%	17,079	11.3%
45 - 54	14,751	11.2%	14,165	10.1%	14,090	9.4%
55 - 64	11,870	9.0%	13,153	9.4%	14,433	9.6%
65 - 74	5,849	4.4%	7,479	5.3%	9,605	6.4%
75 - 84	3,555	2.7%	3,790	2.7%	4,472	3.0%
85+	1,814	1.4%	2,006	1.4%	2,229	1.5%

Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	105,259	79.7%	110,421	79.0%	117,113	77.7%
Black Alone	14,689	11.1%	15,432	11.0%	16,707	11.1%
American Indian Alone	481	0.4%	564	0.4%	668	0.4%
Asian Alone	5,994	4.5%	7,100	5.1%	8,702	5.8%
Pacific Islander Alone	78	0.1%	127	0.1%	185	0.1%
Some Other Race Alone	1,360	1.0%	1,549	1.1%	1,845	1.2%
Two or More Races	4,140	3.1%	4,623	3.3%	5,437	3.6%
Hispanic Origin (Any Race)	4,463	3.4%	5,185	3.7%	6,408	4.3%

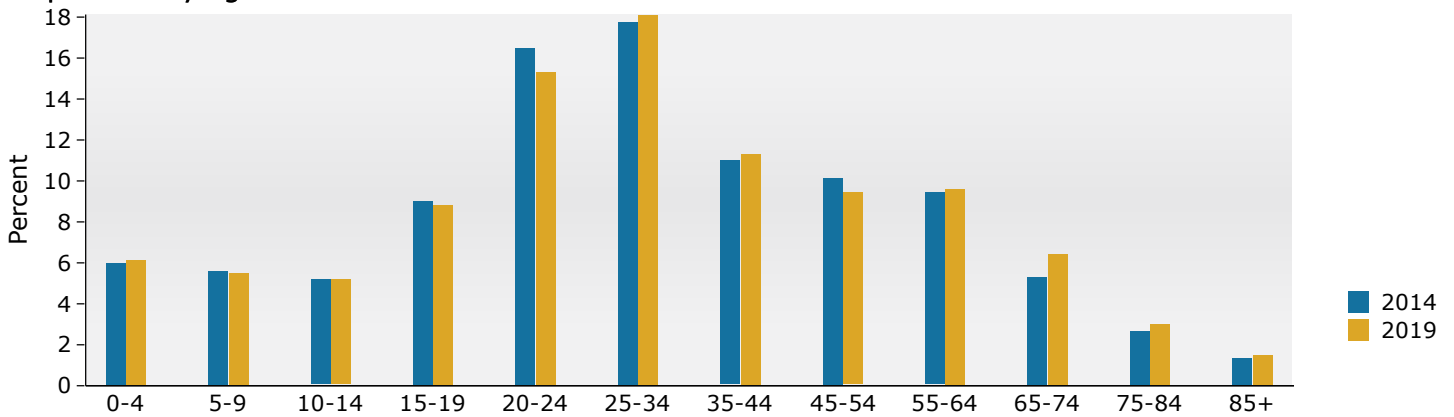
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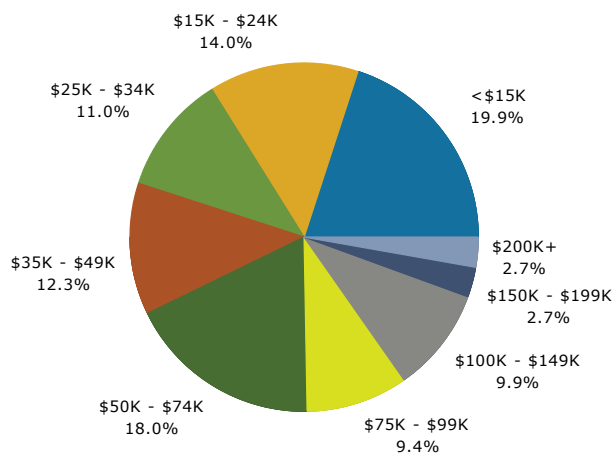
Trends 2014-2019



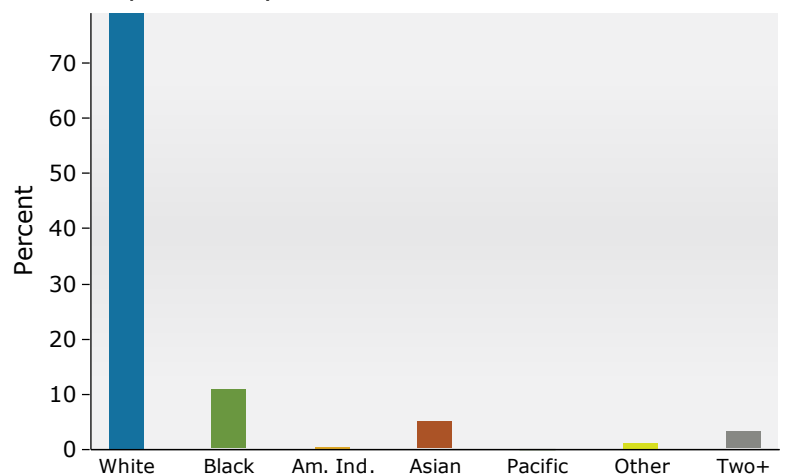
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 3.7%

CONSUMER PROFILES

BRIGHT YOUNG PROFESSIONALS

[Bright Young Professionals](#) is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

COLLEGE TOWNS

About half the residents of [College Towns](#) are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

DORMS TO DIPLOMAS

On their own for the first time, [Dorms to Diplomas](#) residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the Internet, cell phones, and MP3 players.

EMERALD CITY

The denizens of [Emerald City](#) live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the “foodie” culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

IN STYLE

In Style consumers embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

SOCIAL SECURITY SET

Social Security Set is an older market located in metropolitan cities across the country. Over one-third of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

YOUNG AND THE RESTLESS

Gen Y comes of age. **The Young and the Restless** are well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. Close to half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. Young and Restless consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

All Consumer Profiles are based on ESRI's top Tapestry Segments for the Business Loop. More information about Tapestry Segmentation can be found at www.esri.com/data/tapestry.