






bluestone		38.759886, -90.529821	38.759886, -90.529821	38.759886, -90.529821
Latitude: 38.759886		Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Longitude: -90.529821				
	2000 Total Population	9,447	71,871	152,106
	2000 Group Quarters	140	2,460	3,106
	2009 Total Population	11,237	76,983	163,263
	2014 Total Population	12,166	79,957	169,728
	2009 - 2014 Annual Rate	1.6%	0.76%	0.78%
	2000 Households	3,871	28,153	57,345
	2000 Average Household Size	2.4	2.47	2.6
	2009 Households	4,722	31,366	64,047
	2009 Average Household Size	2.35	2.38	2.5
	2014 Households	5,162	32,961	67,312
	2014 Average Household Size	2.33	2.35	2.48
	2009 - 2014 Annual Rate	1.8%	1%	1%
	2000 Families	2,412	18,440	40,420
	2000 Average Family Size	3.01	3.05	3.11
	2009 Families	2,724	19,311	42,919
	2009 Average Family Size	3.04	3.02	3.07
	2014 Families	2,861	19,647	43,911
	2014 Average Family Size	3.06	3.03	3.07
	2009 - 2014 Annual Rate	0.99%	0.35%	0.46%
	2000 Housing Units	4,032	29,162	59,161
	Owner Occupied Housing Units	64.1%	66.3%	74.2%
	Renter Occupied Housing Units	31.5%	30.1%	22.7%
	Vacant Housing Units	4.4%	3.6%	3.1%
	2009 Housing Units	5,043	33,215	67,371
	Owner Occupied Housing Units	59.6%	62.2%	70.6%
	Renter Occupied Housing Units	34.0%	32.3%	24.5%
	Vacant Housing Units	6.4%	5.6%	4.9%
	2014 Housing Units	5,524	34,994	71,013
	Owner Occupied Housing Units	58.7%	61.6%	69.9%
	Renter Occupied Housing Units	34.7%	32.6%	24.9%
	Vacant Housing Units	6.6%	5.8%	5.2%
	Median Household Income			
	2000	\$46,974	\$49,692	\$54,178
	2009	\$58,841	\$62,550	\$68,747
	2014	\$58,184	\$59,537	\$69,312
	Median Home Value			
	2000	\$115,171	\$113,223	\$114,370
	2009	\$175,711	\$173,619	\$172,066
	2014	\$213,503	\$211,672	\$208,600
	Per Capita Income			
	2000	\$23,998	\$23,544	\$23,787
	2009	\$31,211	\$31,377	\$31,837
	2014	\$32,584	\$32,718	\$33,103
	Median Age			
	2000	34.7	34.6	35.1
	2009	35.8	36.1	36.6
	2014	35.6	36.3	36.7

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 2009 and 2014.



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2000 Households by Income

Household Income Base	3,859	28,186	57,455
< \$15,000	7.5%	8.3%	6.7%
\$15,000 - \$24,999	10.4%	10.4%	9.0%
\$25,000 - \$34,999	13.1%	12.7%	11.4%
\$35,000 - \$49,999	22.4%	19.0%	17.9%
\$50,000 - \$74,999	20.8%	22.5%	25.4%
\$75,000 - \$99,999	13.6%	14.5%	15.9%
\$100,000 - \$149,999	8.8%	9.3%	10.4%
\$150,000 - \$199,999	1.9%	2.1%	2.2%
\$200,000+	1.4%	1.2%	1.2%
Average Household Income	\$57,548	\$59,024	\$62,169

2009 Households by Income

Household Income Base	4,722	31,364	64,045
< \$15,000	5.3%	5.2%	4.2%
\$15,000 - \$24,999	5.2%	6.7%	5.6%
\$25,000 - \$34,999	10.5%	9.0%	7.7%
\$35,000 - \$49,999	16.3%	14.9%	13.7%
\$50,000 - \$74,999	24.8%	23.5%	23.3%
\$75,000 - \$99,999	13.9%	15.0%	17.6%
\$100,000 - \$149,999	18.7%	19.6%	21.0%
\$150,000 - \$199,999	2.7%	3.4%	4.1%
\$200,000+	2.5%	2.7%	2.8%
Average Household Income	\$73,716	\$75,990	\$80,457

2014 Households by Income

Household Income Base	5,162	32,959	67,312
< \$15,000	5.1%	5.2%	4.2%
\$15,000 - \$24,999	4.6%	6.3%	5.3%
\$25,000 - \$34,999	8.7%	7.5%	6.5%
\$35,000 - \$49,999	13.7%	13.6%	12.6%
\$50,000 - \$74,999	28.4%	25.0%	23.9%
\$75,000 - \$99,999	10.3%	11.4%	14.0%
\$100,000 - \$149,999	24.1%	25.0%	26.5%
\$150,000 - \$199,999	2.7%	3.4%	4.2%
\$200,000+	2.5%	2.7%	2.8%
Average Household Income	\$76,218	\$78,242	\$82,722

2000 Owner Occupied HUs by Value

Total	2,580	19,352	43,929
<\$50,000	15.7%	6.3%	5.5%
\$50,000 - 99,999	22.7%	32.8%	30.0%
\$100,000 - 149,999	34.2%	34.9%	42.2%
\$150,000 - 199,999	18.0%	18.0%	14.6%
\$200,000 - \$299,999	7.6%	6.9%	6.4%
\$300,000 - 499,999	1.7%	1.0%	1.1%
\$500,000 - 999,999	0.1%	0.2%	0.2%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$121,041	\$123,712	\$124,760

2000 Specified Renter Occupied HUs by Contract Rent


Total	1,273	8,784	13,426
With Cash Rent	96.9%	97.0%	96.6%
No Cash Rent	3.1%	3.0%	3.4%
Median Rent	\$612	\$532	\$539
Average Rent	\$654	\$535	\$549

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 Housing Units 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 2009 and 2014.



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2000 Population by Age				
	Total	9,450	71,873	152,107
	0 - 4	7.0%	6.4%	6.7%
	5 - 9	7.1%	6.9%	7.3%
	10 - 14	6.6%	7.2%	7.9%
	15 - 19	6.3%	7.6%	7.6%
	20 - 24	7.3%	8.0%	6.5%
	25 - 34	16.3%	14.4%	13.9%
	35 - 44	17.4%	17.1%	17.7%
	45 - 54	13.0%	13.8%	14.5%
	55 - 64	8.1%	8.3%	8.5%
	65 - 74	5.4%	5.6%	5.4%
	75 - 84	3.8%	3.6%	3.2%
	85+	1.7%	1.1%	0.9%
	18+	75.7%	75.1%	73.4%

2009 Population by Age				
	Total	11,236	76,983	163,263
	0 - 4	7.1%	6.4%	6.7%
	5 - 9	6.6%	6.2%	6.6%
	10 - 14	6.3%	6.3%	6.7%
	15 - 19	6.5%	7.3%	7.1%
	20 - 24	7.1%	7.8%	6.7%
	25 - 34	15.4%	14.6%	14.0%
	35 - 44	14.3%	13.8%	14.2%
	45 - 54	15.0%	15.3%	15.7%
	55 - 64	10.3%	11.1%	11.5%
	65 - 74	5.9%	6.0%	6.1%
	75 - 84	3.8%	3.7%	3.4%
	85+	1.8%	1.5%	1.3%
	18+	76.1%	77.1%	75.8%

2014 Population by Age				
	Total	12,168	79,956	169,725
	0 - 4	7.1%	6.4%	6.7%
	5 - 9	6.7%	6.3%	6.7%
	10 - 14	6.4%	6.3%	6.7%
	15 - 19	5.9%	6.7%	6.5%
	20 - 24	7.4%	7.6%	6.5%
	25 - 34	15.7%	14.8%	14.5%
	35 - 44	13.7%	13.7%	13.9%
	45 - 54	13.9%	13.8%	14.1%
	55 - 64	10.9%	11.8%	12.2%
	65 - 74	6.8%	7.4%	7.5%
	75 - 84	3.7%	3.6%	3.5%
	85+	1.8%	1.5%	1.3%
	18+	76.3%	77.4%	76.1%

2000 Population by Sex				
	Males	48.4%	49.0%	49.1%
	Females	51.6%	51.0%	50.9%

2009 Population by Sex				
	Males	48.8%	48.9%	49.0%
	Females	51.2%	51.1%	51.0%

2014 Population by Sex				
	Males	49.0%	48.9%	49.0%
	Females	51.0%	51.1%	51.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2009 Employed Population 16+ by Industry

Total	5,351	36,170	77,184
Agriculture/Mining	0.1%	0.3%	0.3%
Construction	7.0%	7.2%	6.7%
Manufacturing	12.5%	11.4%	11.8%
Wholesale Trade	4.3%	3.6%	3.9%
Retail Trade	13.5%	13.7%	13.5%
Transportation/Utilities	6.3%	6.3%	6.1%
Information	3.5%	2.7%	2.8%
Finance/Insurance/Real Estate	8.5%	8.4%	8.6%
Services	41.2%	42.6%	42.6%
Public Administration	3.0%	3.8%	3.7%

2009 Employed Population 16+ by Occupation

Total	5,349	36,170	77,185
White Collar	68.1%	66.0%	67.4%
Management/Business/Financial	15.3%	14.5%	15.3%
Professional	20.8%	21.2%	21.7%
Sales	14.0%	13.2%	13.0%
Administrative Support	18.0%	17.2%	17.5%
Services	14.8%	15.0%	14.1%
Blue Collar	17.1%	18.9%	18.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.4%	5.9%	5.6%
Installation/Maintenance/Repair	2.1%	3.0%	3.3%
Production	4.1%	4.6%	4.2%
Transportation/Material Moving	5.6%	5.4%	5.3%



2000 Workers 16+ by Means of Transportation to Work

Total	5,130	38,480	81,746
Drove Alone - Car, Truck, or Van	86.5%	87.0%	88.3%
Carpooled - Car, Truck, or Van	8.4%	8.2%	7.4%
Public Transportation	0.6%	0.5%	0.4%
Walked	1.3%	1.0%	0.7%
Other Means	0.3%	0.6%	0.5%
Worked at Home	3.0%	2.7%	2.7%

2000 Workers 16+ by Travel Time to Work

Total	5,130	38,479	81,747
Did Not Work at Home	97.0%	97.3%	97.3%
Less than 5 minutes	3.4%	2.2%	2.0%
5 to 9 minutes	8.8%	9.3%	8.4%
10 to 19 minutes	27.9%	28.5%	28.1%
20 to 24 minutes	17.0%	16.5%	16.1%
25 to 34 minutes	25.0%	23.7%	23.6%
35 to 44 minutes	5.4%	7.3%	8.3%
45 to 59 minutes	5.8%	6.4%	7.0%
60 to 89 minutes	1.8%	2.0%	2.5%
90 or more minutes	1.8%	1.5%	1.3%
Worked at Home	3.0%	2.7%	2.7%
Average Travel Time to Work (in min)	23.5	24.0	24.6

2000 Households by Vehicles Available

Total	3,861	28,163	57,379
None	6.9%	5.0%	4.2%
1	34.2%	33.6%	29.5%
2	46.2%	45.2%	46.8%
3	10.4%	12.3%	14.4%
4	1.7%	2.8%	3.9%
5+	0.6%	1.1%	1.3%
Average Number of Vehicles Available	1.7	1.8	1.9


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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Top 3 Tapestry Segments

1.	Aspiring Young Familie	Aspiring Young Familie	Sophisticated Squires
2.	Main Street, USA	Sophisticated Squires	Aspiring Young Familie
3.	In Style	In Style	Up and Coming Families

 **2009 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 \$	\$8,831,587	\$59,991,563	\$128,564,093
Average Spent	\$1,870.31	\$1,912.63	\$2,007.34
Spending Potential Index	75	76	80
Computers & Accessories: Total \$	\$1,161,996	\$7,897,159	\$16,893,332
Average Spent	\$246.08	\$251.77	\$263.76
Spending Potential Index	108	110	116
Education: Total \$	\$6,457,137	\$44,104,123	\$95,171,666
Average Spent	\$1,367.46	\$1,406.11	\$1,485.97
Spending Potential Index	109	112	118
Entertainment/Recreation: Total \$	\$15,888,441	\$109,051,475	\$236,538,472
Average Spent	\$3,364.77	\$3,476.74	\$3,693.20
Spending Potential Index	104	107	114
Food at Home: Total \$	\$22,297,727	\$151,675,866	\$323,927,095
Average Spent	\$4,722.09	\$4,835.68	\$5,057.65
Spending Potential Index	104	106	111
Food Away from Home: Total \$	\$16,600,514	\$113,219,191	\$242,758,517
Average Spent	\$3,515.57	\$3,609.62	\$3,790.32
Spending Potential Index	106	108	114
Health Care: Total \$	\$17,441,478	\$120,955,973	\$262,678,416
Average Spent	\$3,693.66	\$3,856.28	\$4,101.34
Spending Potential Index	98	102	109
HH Furnishings & Equipment: Total \$	\$9,593,993	\$65,865,086	\$143,256,695
Average Spent	\$2,031.76	\$2,099.89	\$2,236.74
Spending Potential Index	93	97	103
Investments: Total \$	\$6,540,616	\$44,661,282	\$99,439,477
Average Spent	\$1,385.14	\$1,423.88	\$1,552.60
Spending Potential Index	96	99	108
Retail Goods: Total \$	\$119,842,449	\$822,112,857	\$1,777,097,456
Average Spent	\$25,379.60	\$26,210.32	\$27,746.77
Spending Potential Index	99	102	108
Shelter: Total \$	\$79,852,022	\$539,247,745	\$1,159,684,971
Average Spent	\$16,910.64	\$17,192.11	\$18,106.78
Spending Potential Index	108	110	116
TV/Video/Sound Equipment: Total \$	\$5,975,973	\$40,817,247	\$87,368,512
Average Spent	\$1,265.56	\$1,301.32	\$1,364.13
Spending Potential Index	104	107	112
Travel: Total \$	\$9,203,824	\$62,739,031	\$137,121,001
Average Spent	\$1,949.14	\$2,000.22	\$2,140.94
Spending Potential Index	106	108	116
Vehicle Maintenance & Repairs: Total \$	\$4,591,794	\$31,320,309	\$67,298,188
Average Spent	\$972.43	\$998.54	\$1,050.76
Spending Potential Index	104	107	112

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. ESRI.