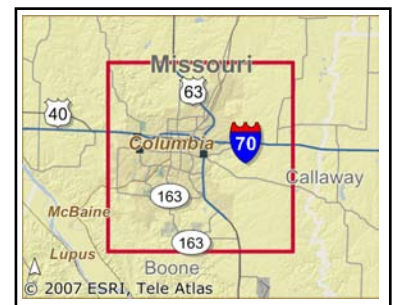
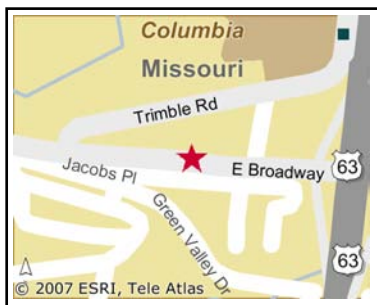


Broadway Shops and Broadway Bluffs
 2703 E Broadway
 Columbia, MO 65201

Enhanced Site Map

Prepared by Forum Development Group
 July 19, 2007

Latitude: 38.946836
 Longitude: -92.297736



Broadway Shops and Broadway Bluffs

Latitude: 38.946836

Longitude: -92.297736

2703 E Broadway
Columbia, MO 65201
Radius: 1.0 miles

2703 E Broadway
Columbia, MO 65201
Radius: 3.0 miles

2703 E Broadway
Columbia, MO 65201
Radius: 5.0 miles



2000 Total Population	4,560	50,293	91,363
2000 Group Quarters	112	8,112	8,670
2007 Total Population	4,826	54,187	100,425
2012 Total Population	5,032	56,575	105,875
2007 - 2012 Annual Rate	0.84%	0.87%	1.06%



2000 Households	2,384	19,846	36,551
2000 Average Household Size	1.87	2.13	2.26
2007 Households	2,623	22,112	41,487
2007 Average Household Size	1.8	2.08	2.21
2012 Households	2,766	23,348	44,153
2012 Average Household Size	1.78	2.07	2.2
2007 - 2012 Annual Rate	1.07%	1.09%	1.25%
2000 Families	1,088	8,754	19,067
2000 Average Family Size	2.53	2.81	2.91
2007 Families	1,139	9,228	20,669
2007 Average Family Size	2.46	2.75	2.86
2012 Families	1,153	9,352	21,262
2012 Average Family Size	2.45	2.73	2.85
2007 - 2012 Annual Rate	0.24%	0.27%	0.57%



2000 Housing Units	2,526	21,391	39,019
Owner Occupied Housing Units	37.1%	36.4%	45.8%
Renter Occupied Housing Units	57.3%	56.4%	47.9%
Vacant Housing Units	5.6%	7.1%	6.4%
2007 Housing Units	2,789	23,948	44,518
Owner Occupied Housing Units	39.1%	38.2%	47.6%
Renter Occupied Housing Units	55.0%	54.1%	45.6%
Vacant Housing Units	6.0%	7.7%	6.8%
2012 Housing Units	2,965	25,530	47,802
Owner Occupied Housing Units	37.8%	37.0%	46.7%
Renter Occupied Housing Units	55.5%	54.4%	45.6%
Vacant Housing Units	6.7%	8.5%	7.6%

Median Household Income

2000	\$36,973	\$26,990	\$33,624
2007	\$47,686	\$33,455	\$41,965
2012	\$56,707	\$38,669	\$48,920

Median Home Value

2000	\$123,742	\$86,792	\$99,387
2007	\$179,963	\$124,185	\$143,848
2012	\$209,827	\$144,467	\$169,809

Per Capita Income

2000	\$24,314	\$15,965	\$19,246
2007	\$33,806	\$22,005	\$25,466
2012	\$41,734	\$26,408	\$30,574

Median Age

2000	31.7	24.6	27.4
2007	32.8	25.1	28.2
2012	34.8	24.9	28.8

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 2007 and 2012.

Broadway Shops and Broadway Bluffs

Latitude: 38.946836

Longitude: -92.297736

2703 E Broadway

Columbia, MO 65201

Radius: 1.0 miles

2703 E Broadway

Columbia, MO 65201

Radius: 3.0 miles

2703 E Broadway

Columbia, MO 65201

Radius: 5.0 miles


2000 Households by Income

Household Income Base	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
< \$15,000	2,373 19.6%	19,918 29.2%	36,568 22.2%
\$15,000 - \$24,999	13.5%	17.4%	15.9%
\$25,000 - \$34,999	13.7%	13.8%	13.5%
\$35,000 - \$49,999	18.3%	13.6%	14.7%
\$50,000 - \$74,999	15.5%	14.1%	16.3%
\$75,000 - \$99,999	8.5%	6.1%	8.6%
\$100,000 - \$149,999	8.0%	3.7%	5.9%
\$150,000 - \$199,999	1.1%	1.0%	1.3%
\$200,000+	1.9%	1.1%	1.5%
Average Household Income	\$50,039	\$38,644	\$46,662

2007 Households by Income

Household Income Base	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
< \$15,000	2,621 14.4%	22,111 23.3%	41,488 17.3%
\$15,000 - \$24,999	9.6%	14.4%	12.1%
\$25,000 - \$34,999	13.0%	14.1%	13.5%
\$35,000 - \$49,999	15.4%	13.9%	14.3%
\$50,000 - \$74,999	17.7%	15.0%	16.8%
\$75,000 - \$99,999	11.3%	8.3%	10.2%
\$100,000 - \$149,999	12.2%	7.3%	10.9%
\$150,000 - \$199,999	3.5%	1.7%	2.3%
\$200,000+	2.8%	2.0%	2.7%
Average Household Income	\$65,584	\$49,633	\$59,046

2012 Households by Income

Household Income Base	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
< \$15,000	2,767 12.3%	23,346 20.5%	44,151 15.2%
\$15,000 - \$24,999	8.4%	12.7%	10.2%
\$25,000 - \$34,999	9.1%	12.7%	12.0%
\$35,000 - \$49,999	14.1%	13.5%	13.4%
\$50,000 - \$74,999	19.0%	14.8%	16.3%
\$75,000 - \$99,999	11.4%	9.9%	11.5%
\$100,000 - \$149,999	15.0%	10.1%	13.7%
\$150,000 - \$199,999	5.7%	2.6%	3.7%
\$200,000+	4.9%	3.0%	3.9%
Average Household Income	\$80,112	\$59,467	\$70,559

2000 Owner Occupied HUs by Value

Total	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
<\$50,000	927 12.5%	7,736 24.1%	17,895 14.8%
\$50,000 - 99,999	22.2%	39.9%	35.9%
\$100,000 - 149,999	31.7%	20.6%	25.6%
\$150,000 - 199,999	11.8%	6.5%	11.8%
\$200,000 - \$299,999	11.9%	5.5%	8.2%
\$300,000 - 499,999	7.8%	2.5%	2.7%
\$500,000 - 999,999	2.2%	0.7%	0.7%
\$1,000,000+	0.0%	0.2%	0.3%
Average Home Value	\$156,359	\$103,706	\$122,753

2000 Specified Renter Occupied HUs by Contract Rent

Total	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
With Cash Rent	1,443 97.4%	12,106 97.8%	18,611 97.5%
No Cash Rent	2.6%	2.2%	2.5%
Median Rent	\$455	\$414	\$424
Average Rent	\$441	\$425	\$447

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 2007 and 2012.

Broadway Shops and Broadway Bluffs
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2703 E Broadway
 Columbia, MO 65201
 Radius: 1.0 miles

2703 E Broadway
 Columbia, MO 65201
 Radius: 3.0 miles

2703 E Broadway
 Columbia, MO 65201
 Radius: 5.0 miles



2000 Population by Age

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Total	4,560	50,291	91,364
0 - 4	5.3%	5.0%	5.8%
5 - 9	3.9%	4.4%	5.6%
10 - 14	3.9%	4.1%	5.5%
15 - 19	4.8%	14.0%	10.7%
20 - 24	18.1%	24.2%	18.0%
25 - 34	19.2%	16.2%	16.0%
35 - 44	12.6%	11.0%	13.2%
45 - 54	12.4%	8.8%	10.8%
55 - 64	7.1%	4.9%	5.9%
65 - 74	5.3%	3.4%	4.1%
75 - 84	5.0%	2.7%	3.0%
85+	2.3%	1.3%	1.3%
18+	84.1%	84.0%	79.9%

2007 Population by Age

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Total	4,826	54,184	100,423
0 - 4	5.4%	5.0%	5.8%
5 - 9	4.4%	4.2%	4.8%
10 - 14	3.4%	3.9%	5.0%
15 - 19	4.0%	13.9%	10.9%
20 - 24	11.5%	22.8%	16.9%
25 - 34	25.9%	17.4%	17.5%
35 - 44	11.2%	10.0%	11.3%
45 - 54	12.8%	9.6%	11.7%
55 - 64	9.5%	6.2%	7.6%
65 - 74	5.6%	3.3%	4.1%
75 - 84	3.7%	2.3%	2.9%
85+	2.7%	1.4%	1.5%
18+	84.5%	84.4%	81.1%

2012 Population by Age

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Total	5,033	56,573	105,879
0 - 4	5.1%	5.0%	5.9%
5 - 9	4.2%	4.0%	4.8%
10 - 14	4.2%	3.8%	4.6%
15 - 19	3.6%	13.1%	9.9%
20 - 24	12.3%	24.6%	18.6%
25 - 34	21.1%	15.3%	16.4%
35 - 44	15.1%	10.3%	11.1%
45 - 54	11.4%	9.4%	11.2%
55 - 64	10.4%	7.3%	9.0%
65 - 74	5.8%	3.5%	4.2%
75 - 84	4.1%	2.3%	2.8%
85+	2.7%	1.4%	1.6%
18+	84.5%	84.8%	81.9%

2000 Population by Sex

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Males	47.3%	48.3%	48.1%
Females	52.7%	51.7%	51.9%

2007 Population by Sex

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Males	47.1%	48.5%	48.2%
Females	52.9%	51.5%	51.8%

2012 Population by Sex

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Males	47.2%	48.5%	48.3%
Females	52.8%	51.5%	51.7%

Broadway Shops and Broadway Bluffs
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2703 E Broadway
 Columbia, MO 65201
 Radius: 1.0 miles

2703 E Broadway
 Columbia, MO 65201
 Radius: 3.0 miles

2703 E Broadway
 Columbia, MO 65201
 Radius: 5.0 miles



2000 Population by Race/Ethnicity

Total	4,560	50,293	91,363
White Alone	86.3%	79.5%	81.8%
Black Alone	5.9%	12.9%	11.0%
American Indian Alone	0.4%	0.5%	0.4%
Asian or Pacific Islander Alone	5.1%	4.2%	3.9%
Some Other Race Alone	0.4%	0.8%	0.8%
Two or More Races	2.0%	2.1%	2.1%
Hispanic Origin	1.7%	2.0%	2.0%
Diversity Index	27.4	37.4	34.5

2007 Population by Race/Ethnicity

Total	4,826	54,188	100,425
White Alone	83.1%	76.2%	78.7%
Black Alone	6.5%	14.4%	12.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	7.5%	5.9%	5.5%
Some Other Race Alone	0.4%	0.9%	0.9%
Two or More Races	2.1%	2.3%	2.3%
Hispanic Origin	2.0%	2.4%	2.5%
Diversity Index	32.7	42.4	39.4

2012 Population by Race/Ethnicity

Total	5,033	56,574	105,875
White Alone	80.4%	73.9%	76.4%
Black Alone	7.0%	15.0%	12.8%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	9.6%	7.3%	6.9%
Some Other Race Alone	0.5%	1.0%	1.1%
Two or More Races	2.2%	2.4%	2.4%
Hispanic Origin	2.2%	2.7%	2.8%
Diversity Index	36.8	45.6	42.8



2000 Population 3+ by School Enrollment

Total	4,489	48,946	88,186
Enrolled in Nursery/Preschool	1.9%	1.5%	1.7%
Enrolled in Kindergarten	1.4%	1.2%	1.3%
Enrolled in Grade 1-8	6.4%	7.1%	9.4%
Enrolled in Grade 9-12	4.5%	3.1%	4.2%
Enrolled in College	12.8%	30.4%	20.4%
Enrolled in Grad/Prof School	6.9%	5.8%	5.0%
Not Enrolled in School	66.1%	51.0%	58.1%

2000 Population 25+ by Educational Attainment

Total	2,869	24,675	49,985
Less than 9th Grade	1.7%	3.4%	3.0%
9th - 12th Grade, No Diploma	3.6%	8.2%	7.0%
High School Graduate	14.6%	21.3%	19.8%
Some College, No Degree	16.0%	18.9%	19.0%
Associate Degree	3.8%	4.4%	4.4%
Bachelor's Degree	28.4%	23.6%	25.1%
Master's/Prof/Doctorate Degree	31.9%	20.3%	21.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

Broadway Shops and Broadway Bluffs
 Latitude: 38.946836
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2703 E Broadway
 Columbia, MO 65201
 Radius: 1.0 miles

2703 E Broadway
 Columbia, MO 65201
 Radius: 3.0 miles

2703 E Broadway
 Columbia, MO 65201
 Radius: 5.0 miles


2000 Population 15+ by Sex and Marital Status

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Total	3,953	43,489	75,840
Females	55.4%	52.1%	52.4%
Never Married	22.9%	26.0%	21.2%
Married, not Separated	21.3%	16.8%	21.1%
Married, Separated	0.4%	0.9%	0.9%
Widowed	5.0%	3.0%	3.4%
Divorced	5.7%	5.3%	5.7%
Males	44.6%	47.9%	47.6%
Never Married	17.9%	25.6%	21.4%
Married, not Separated	22.2%	17.1%	21.0%
Married, Separated	0.6%	0.4%	0.5%
Widowed	0.4%	0.7%	0.8%
Divorced	3.5%	4.2%	4.0%


2000 Population 16+ by Employment Status

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Total	3,904	43,147	74,938
In Labor Force	72.6%	68.9%	70.5%
Civilian Employed	70.5%	62.8%	65.8%
Civilian Unemployed	2.0%	6.1%	4.6%
In Armed Forces	0.0%	0.0%	0.1%
Not in Labor Force	27.4%	31.1%	29.5%

2007 Civilian Population 16+ in Labor Force

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Civilian Employed	96.2%	93.4%	94.3%
Civilian Unemployed	3.8%	6.6%	5.7%

2012 Civilian Population 16+ in Labor Force

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Civilian Employed	96.0%	93.1%	93.9%
Civilian Unemployed	4.0%	6.9%	6.1%

2000 Females 16+ by Employment Status and Age of Children

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Total	2,163	22,487	39,284
Own Children < 6 Only	7.0%	5.7%	6.7%
Employed/in Armed Forces	4.3%	3.9%	4.6%
Unemployed	0.3%	0.4%	0.4%
Not in Labor Force	2.5%	1.4%	1.7%
Own Children < 6 and 6-17 Only	2.8%	3.6%	4.6%
Employed/in Armed Forces	1.3%	2.3%	3.1%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	1.4%	1.0%	1.3%
Own Children 6-17 Only	10.4%	9.4%	12.7%
Employed/in Armed Forces	8.6%	7.3%	10.2%
Unemployed	0.1%	0.3%	0.4%
Not in Labor Force	1.7%	1.7%	2.2%
No Own Children < 18	79.8%	81.4%	76.0%
Employed/in Armed Forces	49.9%	46.4%	44.7%
Unemployed	2.4%	4.4%	3.3%
Not in Labor Force	27.5%	30.6%	28.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007.

Broadway Shops and Broadway Bluffs
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2703 E Broadway
 Columbia, MO 65201
 Radius: 1.0 miles

2703 E Broadway
 Columbia, MO 65201
 Radius: 3.0 miles

2703 E Broadway
 Columbia, MO 65201
 Radius: 5.0 miles



2007 Employed Population 16+ by Industry

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Total	2,817	27,928	52,809
Agriculture/Mining	0.4%	0.6%	0.6%
Construction	2.6%	4.3%	4.3%
Manufacturing	2.9%	4.3%	4.7%
Wholesale Trade	1.8%	2.7%	2.9%
Retail Trade	10.2%	10.9%	10.9%
Transportation/Utilities	1.7%	2.1%	2.2%
Information	1.9%	2.7%	2.4%
Finance/Insurance/Real Estate	4.9%	5.8%	8.0%
Services	68.2%	62.2%	59.4%
Public Administration	5.5%	4.4%	4.7%

2007 Employed Population 16+ by Occupation

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Total	2,818	27,927	52,809
White Collar	79.7%	68.8%	71.4%
Management/Business/Financial	14.3%	9.8%	11.9%
Professional	43.4%	31.9%	32.2%
Sales	9.5%	10.7%	11.3%
Administrative Support	12.5%	16.4%	15.9%
Services	12.8%	18.7%	16.2%
Blue Collar	7.5%	12.4%	12.4%
Farming/Forestry/Fishing	0.1%	0.6%	0.5%
Construction/Extraction	2.3%	3.5%	3.5%
Installation/Maintenance/Repair	1.0%	1.8%	1.8%
Production	2.5%	3.4%	3.6%
Transportation/Material Moving	1.6%	3.1%	3.0%



2000 Workers 16+ by Means of Transportation to Work

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Total	2,734	26,545	48,543
Drove Alone - Car, Truck, or Van	74.2%	69.5%	75.5%
Carpooled - Car, Truck, or Van	14.2%	12.4%	12.0%
Public Transportation	2.1%	1.3%	1.0%
Walked	4.0%	11.0%	6.5%
Other Means	2.8%	2.9%	2.0%
Worked at Home	2.7%	2.9%	3.0%

2000 Workers 16+ by Travel Time to Work

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Total	2,734	26,546	48,543
Did Not Work at Home	97.3%	97.1%	97.0%
Less than 5 minutes	6.2%	5.6%	4.4%
5 to 9 minutes	23.7%	21.3%	18.1%
10 to 19 minutes	48.6%	51.7%	53.0%
20 to 24 minutes	7.1%	7.0%	8.5%
25 to 34 minutes	6.8%	5.8%	6.2%
35 to 44 minutes	2.2%	2.3%	2.6%
45 to 59 minutes	0.8%	2.0%	2.3%
60 to 89 minutes	1.1%	0.7%	0.9%
90 or more minutes	0.7%	0.9%	1.1%
Worked at Home	2.7%	2.9%	3.0%
Average Travel Time to Work (in min)	14.1	14.5	15.6

2000 Households by Vehicles Available

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Total	2,372	19,862	36,554
None	5.1%	10.6%	8.1%
1	48.5%	43.4%	40.1%
2	33.7%	32.6%	38.0%
3	9.5%	9.6%	10.1%
4	2.7%	3.1%	3.0%
5+	0.5%	0.6%	0.7%
Average Number of Vehicles Available	1.6	1.5	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

Broadway Shops and Broadway Bluffs
 Latitude: 38.946836
 Longitude: -92.297736

2703 E Broadway
 Columbia, MO 65201
 Radius: 1.0 miles

2703 E Broadway
 Columbia, MO 65201
 Radius: 3.0 miles

2703 E Broadway
 Columbia, MO 65201
 Radius: 5.0 miles



2000 Households by Type

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Total	2,384	19,846	36,550
Family Households	45.7%	44.1%	52.2%
Married-couple Family	34.8%	29.9%	38.3%
With Related Children	12.9%	12.6%	17.6%
Other Family (No Spouse)	10.9%	14.2%	13.8%
With Related Children	7.0%	10.1%	9.8%
Nonfamily Households	54.3%	55.9%	47.8%
Householder Living Alone	41.9%	37.5%	32.9%
Householder Not Living Alone	12.4%	18.4%	14.9%
Households with Related Children	20.0%	22.7%	27.5%
Households with Persons 65+	15.8%	12.8%	14.5%

2000 Households by Size

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Total	2,384	19,846	36,551
1 Person Household	42.0%	37.5%	32.9%
2 Person Household	34.4%	32.9%	33.9%
3 Person Household	13.1%	15.7%	16.0%
4 Person Household	6.8%	9.1%	11.3%
5 Person Household	2.7%	3.2%	4.1%
6 Person Household	0.5%	1.1%	1.3%
7+ Person Household	0.4%	0.5%	0.6%

2000 Households by Year Householder Moved In

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Total	2,373	19,863	36,553
Moved in 1999 to March 2000	40.8%	39.2%	34.3%
Moved in 1995 to 1998	32.5%	32.4%	33.5%
Moved in 1990 to 1994	11.3%	11.8%	13.6%
Moved in 1980 to 1989	9.0%	9.1%	10.0%
Moved in 1970 to 1979	2.4%	4.0%	4.8%
Moved in 1969 or Earlier	3.9%	3.5%	3.8%
Median Year Householder Moved In	1998	1998	1997



2000 Housing Units by Units in Structure

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Total	2,516	21,391	39,049
1, Detached	41.0%	38.2%	47.0%
1, Attached	2.5%	4.7%	5.0%
2	5.6%	11.4%	10.5%
3 or 4	9.2%	10.3%	8.6%
5 to 9	27.9%	12.4%	9.8%
10 to 19	5.7%	7.8%	5.7%
20+	5.3%	6.5%	6.1%
Mobile Home	2.8%	8.7%	7.4%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	2703 E Broadway Columbia, MO 65201 Radius: 1.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 3.0 miles	2703 E Broadway Columbia, MO 65201 Radius: 5.0 miles
Total	2,516	21,411	39,030
1999 to March 2000	1.7%	1.9%	2.1%
1995 to 1998	6.1%	10.6%	12.4%
1990 to 1994	7.9%	8.5%	10.9%
1980 to 1989	26.0%	17.7%	18.3%
1970 to 1979	28.2%	20.0%	20.3%
1969 or Earlier	30.1%	41.4%	35.9%
Median Year Structure Built	1977	1974	1977

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

Broadway Shops and Broadway Bluffs
 Latitude: 38.946836
 Longitude: -92.297736


2703 E Broadway
 Columbia, MO 65201
 Radius: 1.0 miles

2703 E Broadway
 Columbia, MO 65201
 Radius: 3.0 miles

2703 E Broadway
 Columbia, MO 65201
 Radius: 5.0 miles

Top 3 Tapestry Segments

1.	Metropolitans	College Towns	Aspiring Young Familie
2.	College Towns	Dorms to Diplomas	College Towns
3.	Old and Newcomers	Metropolitans	Metropolitans

 **2007 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 \$	\$6,081,624	\$40,367,866	\$88,284,941
Average Spent	\$2,318.58	\$1,825.61	\$2,128.01
Spending Potential Index	84	66	77
Computers & Accessories: Total \$	\$650,330	\$4,442,508	\$9,523,056
Average Spent	\$247.93	\$200.91	\$229.54
Spending Potential Index	100	81	92
Education: Total \$	\$3,854,652	\$29,805,639	\$60,023,203
Average Spent	\$1,469.56	\$1,347.94	\$1,446.80
Spending Potential Index	114	105	113
Entertainment/Recreation: Total \$	\$7,969,297	\$50,594,126	\$113,378,384
Average Spent	\$3,038.24	\$2,288.08	\$2,732.87
Spending Potential Index	89	67	80
Food at Home: Total \$	\$11,848,773	\$77,760,015	\$170,777,806
Average Spent	\$4,517.26	\$3,516.64	\$4,116.42
Spending Potential Index	90	70	82
Food Away from Home: Total \$	\$8,328,721	\$55,720,708	\$121,227,760
Average Spent	\$3,175.27	\$2,519.93	\$2,922.07
Spending Potential Index	94	74	86
Health Care: Total \$	\$8,615,119	\$53,168,692	\$120,386,260
Average Spent	\$3,284.45	\$2,404.52	\$2,901.78
Spending Potential Index	84	62	74
HH Furnishings & Equipment: Total \$	\$5,079,221	\$31,834,186	\$71,936,412
Average Spent	\$1,936.42	\$1,439.68	\$1,733.95
Spending Potential Index	86	64	77
Investments: Total \$	\$3,567,328	\$19,438,807	\$46,146,505
Average Spent	\$1,360.02	\$879.11	\$1,112.31
Spending Potential Index	91	59	75
Retail Goods: Total \$	\$60,819,030	\$394,681,042	\$875,032,588
Average Spent	\$23,186.82	\$17,849.18	\$21,091.73
Spending Potential Index	87	67	80
Shelter: Total \$	\$36,242,420	\$229,893,762	\$513,211,089
Average Spent	\$13,817.16	\$10,396.79	\$12,370.41
Spending Potential Index	92	69	82
TV/Video/Sound Equipment: Total \$	\$2,851,322	\$18,935,476	\$41,298,140
Average Spent	\$1,087.05	\$856.34	\$995.45
Spending Potential Index	93	74	86
Travel: Total \$	\$4,342,409	\$26,964,516	\$60,906,601
Average Spent	\$1,655.51	\$1,219.45	\$1,468.09
Spending Potential Index	90	66	80
Vehicle Maintenance & Repairs: Total \$	\$2,553,674	\$16,576,204	\$36,609,809
Average Spent	\$973.57	\$749.65	\$882.44
Spending Potential Index	91	70	83

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

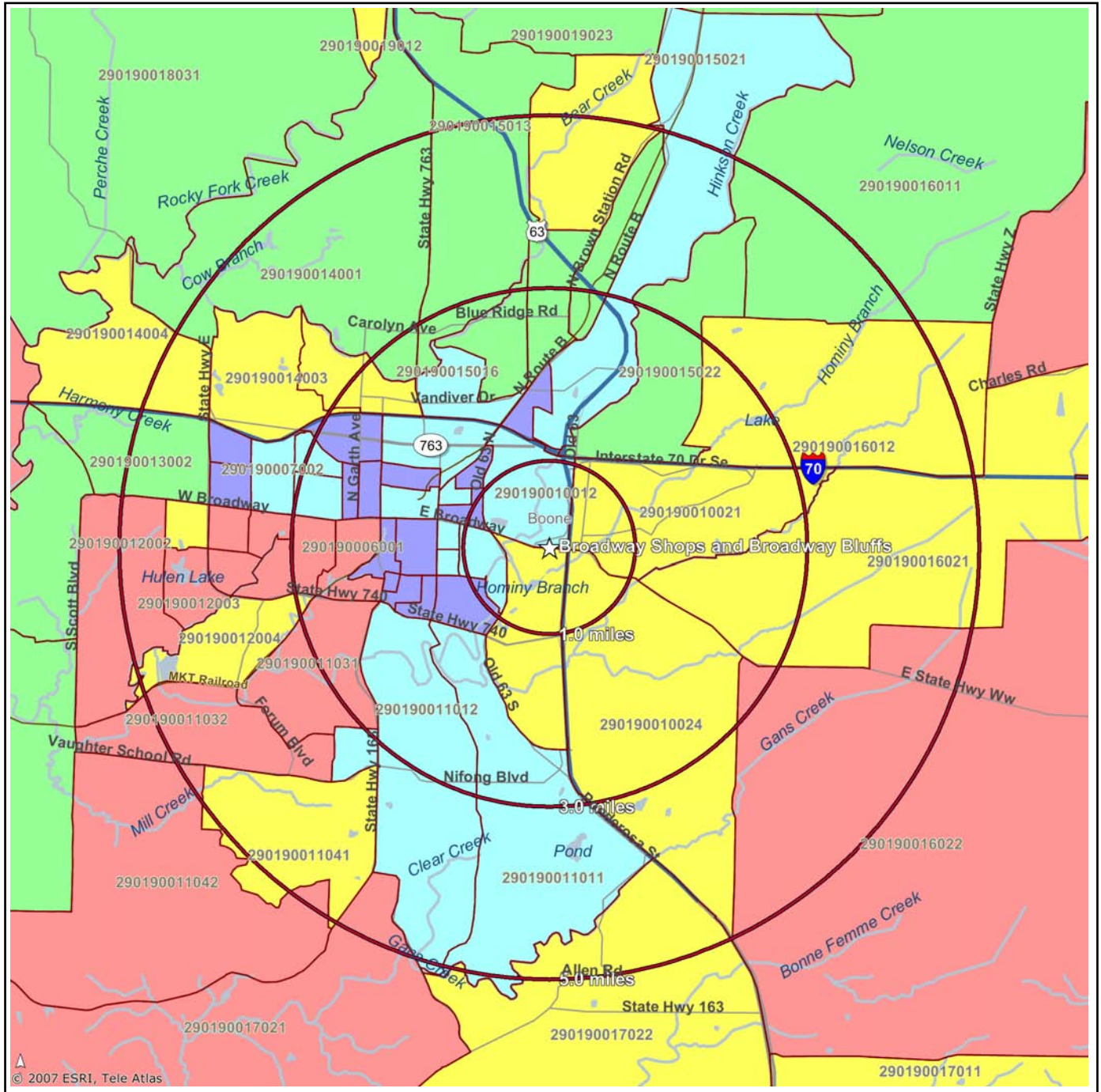
Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.

2007 Average Household Income by Census Block Group

Broadway Shops and Broadway Bluffs
 2703 E Broadway
 Columbia, MO 65201

Prepared by Forum Development Group
 July 19, 2007

Latitude: 38.946836
 Longitude: -92.297736



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2007 Average Household Income by Census Block Group

- \$83,716 - 130,690
- \$63,675 - 83,716
- \$46,844 - 63,675
- \$31,736 - 46,844
- \$11,267 - 31,736



About Your Map...

This map shows 2007 Average Household Income by Census Block Group.

The map divides the range of values into quantiles — each class contains an equal number of features.