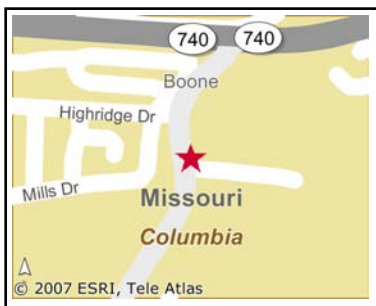


Forum Shopping Center
 1400 Forum Blvd
 Columbia, MO 65203

Enhanced Site Map

Prepared by Forum Development Group
 July 19, 2007

Latitude: 38.935036
 Longitude: -92.360385



Forum Shopping Center
Latitude: 38.935036
Longitude: -92.360385

1400 Forum Blvd
Columbia, MO 65203
Radius: 1.0 miles

1400 Forum Blvd
Columbia, MO 65203
Radius: 3.0 miles

1400 Forum Blvd
Columbia, MO 65203
Radius: 5.0 miles



2000 Total Population	5,043	62,267	87,755
2000 Group Quarters	3	7,520	8,549
2007 Total Population	5,038	68,197	97,844
2012 Total Population	5,152	71,522	103,709
2007 - 2012 Annual Rate	0.45%	0.96%	1.17%



2000 Households	2,097	23,993	34,746
2000 Average Household Size	2.4	2.28	2.28
2007 Households	2,170	26,854	39,978
2007 Average Household Size	2.32	2.24	2.23
2012 Households	2,241	28,441	42,769
2012 Average Household Size	2.3	2.23	2.22
2007 - 2012 Annual Rate	0.65%	1.15%	1.36%
2000 Families	1,403	12,370	18,331
2000 Average Family Size	2.91	2.96	2.94
2007 Families	1,392	13,338	20,325
2007 Average Family Size	2.84	2.91	2.88
2012 Families	1,394	13,717	21,109
2012 Average Family Size	2.84	2.9	2.87
2007 - 2012 Annual Rate	0.03%	0.56%	0.76%



2000 Housing Units	2,166	25,547	37,033
Owner Occupied Housing Units	69.6%	45.1%	46.1%
Renter Occupied Housing Units	26.9%	48.6%	47.7%
Vacant Housing Units	3.4%	6.2%	6.2%
2007 Housing Units	2,249	28,741	42,840
Owner Occupied Housing Units	71.0%	46.8%	48.0%
Renter Occupied Housing Units	25.5%	46.6%	45.3%
Vacant Housing Units	3.5%	6.6%	6.7%
2012 Housing Units	2,335	30,708	46,236
Owner Occupied Housing Units	70.9%	46.1%	47.2%
Renter Occupied Housing Units	25.1%	46.6%	45.3%
Vacant Housing Units	4.0%	7.4%	7.5%

Median Household Income

2000	\$53,616	\$33,673	\$34,354
2007	\$66,933	\$42,383	\$43,376
2012	\$78,407	\$49,455	\$50,857

Median Home Value

2000	\$141,040	\$119,987	\$110,561
2007	\$202,471	\$173,422	\$157,291
2012	\$241,745	\$201,107	\$185,617

Per Capita Income

2000	\$28,302	\$19,656	\$19,726
2007	\$36,941	\$26,121	\$26,231
2012	\$44,597	\$31,477	\$31,699

Median Age

2000	38.2	26.3	27.2
2007	39.4	26.9	27.8
2012	39.1	27.2	28.3

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.

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 Radius: 1.0 miles

1400 Forum Blvd
 Columbia, MO 65203
 Radius: 3.0 miles

1400 Forum Blvd
 Columbia, MO 65203
 Radius: 5.0 miles



2000 Households by Income

Household Income Base	1400 Forum Blvd	1400 Forum Blvd	1400 Forum Blvd
< \$15,000	2,107	23,969	34,842
\$15,000 - \$24,999	9.8%	24.2%	22.3%
\$25,000 - \$34,999	8.8%	14.7%	15.2%
\$35,000 - \$49,999	11.1%	12.6%	13.3%
\$50,000 - \$74,999	16.6%	13.0%	14.2%
\$75,000 - \$99,999	18.9%	15.6%	16.1%
\$100,000 - \$149,999	16.3%	9.1%	9.1%
\$150,000 - \$199,999	13.1%	7.3%	6.7%
\$200,000+	2.2%	1.8%	1.6%
Average Household Income	3.3%	1.8%	1.7%
	\$66,172	\$49,058	\$48,372

2007 Households by Income

Household Income Base	2,172	26,853	39,978
< \$15,000	8.2%	18.9%	17.2%
\$15,000 - \$24,999	5.9%	12.4%	11.9%
\$25,000 - \$34,999	8.1%	11.6%	12.6%
\$35,000 - \$49,999	13.9%	13.3%	13.9%
\$50,000 - \$74,999	19.0%	15.3%	16.5%
\$75,000 - \$99,999	14.1%	10.2%	10.3%
\$100,000 - \$149,999	21.5%	12.2%	11.9%
\$150,000 - \$199,999	4.3%	2.8%	2.7%
\$200,000+	5.1%	3.4%	3.1%
Average Household Income	\$84,749	\$61,998	\$61,629

2012 Households by Income

Household Income Base	2,241	28,442	42,770
< \$15,000	7.6%	16.7%	15.0%
\$15,000 - \$24,999	4.7%	10.6%	10.0%
\$25,000 - \$34,999	6.7%	11.0%	11.3%
\$35,000 - \$49,999	10.1%	12.2%	12.9%
\$50,000 - \$74,999	18.3%	14.7%	15.9%
\$75,000 - \$99,999	14.8%	11.3%	11.6%
\$100,000 - \$149,999	22.3%	14.2%	14.2%
\$150,000 - \$199,999	8.0%	4.5%	4.4%
\$200,000+	7.6%	4.9%	4.6%
Average Household Income	\$101,257	\$74,388	\$74,160

2000 Owner Occupied HUs by Value

Total	1,507	11,570	16,997
<\$50,000	1.1%	6.3%	11.9%
\$50,000 - 99,999	18.8%	30.6%	31.5%
\$100,000 - 149,999	36.8%	30.0%	27.9%
\$150,000 - 199,999	27.6%	17.5%	14.1%
\$200,000 - \$299,999	13.7%	11.3%	10.0%
\$300,000 - 499,999	1.5%	3.4%	3.7%
\$500,000 - 999,999	0.3%	0.6%	0.8%
\$1,000,000+	0.1%	0.3%	0.2%
Average Home Value	\$151,051	\$142,051	\$133,531

2000 Specified Renter Occupied HUs by Contract Rent

Total	592	12,401	17,730
With Cash Rent	95.6%	97.1%	97.4%
No Cash Rent	4.4%	2.9%	2.6%
Median Rent	\$522	\$417	\$428
Average Rent	\$516	\$448	\$451

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.

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1400 Forum Blvd
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 Radius: 1.0 miles

1400 Forum Blvd
 Columbia, MO 65203
 Radius: 3.0 miles

1400 Forum Blvd
 Columbia, MO 65203
 Radius: 5.0 miles



2000 Population by Age

	1400 Forum Blvd Columbia, MO 65203 Radius: 1.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 3.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	5,043	62,267	87,755
0 - 4	5.2%	5.4%	5.8%
5 - 9	6.3%	5.5%	5.8%
10 - 14	7.7%	5.5%	5.6%
15 - 19	6.5%	12.2%	11.0%
20 - 24	6.4%	19.2%	18.0%
25 - 34	13.4%	14.4%	15.4%
35 - 44	16.0%	12.8%	13.3%
45 - 54	17.7%	10.9%	11.0%
55 - 64	9.1%	5.7%	5.9%
65 - 74	6.7%	4.0%	4.0%
75 - 84	4.2%	3.0%	3.0%
85+	0.9%	1.2%	1.3%
18+	76.3%	80.4%	79.5%

2007 Population by Age

	1400 Forum Blvd Columbia, MO 65203 Radius: 1.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 3.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	5,036	68,195	97,845
0 - 4	5.0%	5.4%	5.8%
5 - 9	4.4%	4.5%	4.9%
10 - 14	6.3%	5.0%	5.2%
15 - 19	7.2%	12.3%	11.1%
20 - 24	8.6%	19.3%	17.4%
25 - 34	14.1%	15.3%	16.6%
35 - 44	11.6%	10.5%	11.1%
45 - 54	17.8%	11.7%	11.9%
55 - 64	12.4%	7.5%	7.7%
65 - 74	6.4%	3.9%	4.0%
75 - 84	4.8%	3.1%	2.9%
85+	1.4%	1.5%	1.5%
18+	79.9%	81.7%	80.6%

2012 Population by Age

	1400 Forum Blvd Columbia, MO 65203 Radius: 1.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 3.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	5,153	71,521	103,708
0 - 4	5.2%	5.6%	6.0%
5 - 9	4.2%	4.4%	4.8%
10 - 14	4.9%	4.4%	4.7%
15 - 19	5.6%	11.4%	10.2%
20 - 24	9.7%	20.4%	18.6%
25 - 34	15.7%	15.4%	16.1%
35 - 44	11.6%	9.6%	10.6%
45 - 54	15.3%	11.1%	11.3%
55 - 64	14.5%	9.0%	9.2%
65 - 74	7.1%	4.1%	4.1%
75 - 84	4.6%	2.9%	2.7%
85+	1.5%	1.6%	1.6%
18+	82.4%	82.6%	81.5%

2000 Population by Sex

	1400 Forum Blvd Columbia, MO 65203 Radius: 1.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 3.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 5.0 miles
Males	47.7%	48.0%	48.0%
Females	52.3%	52.0%	52.0%

2007 Population by Sex

	1400 Forum Blvd Columbia, MO 65203 Radius: 1.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 3.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 5.0 miles
Males	47.7%	48.3%	48.1%
Females	52.3%	51.7%	51.9%

2012 Population by Sex

	1400 Forum Blvd Columbia, MO 65203 Radius: 1.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 3.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 5.0 miles
Males	47.9%	48.4%	48.2%
Females	52.1%	51.6%	51.8%

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

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1400 Forum Blvd
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 Radius: 5.0 miles



2000 Population by Race/Ethnicity

Total	5,043	62,267	87,755
White Alone	90.8%	82.0%	82.1%
Black Alone	3.9%	10.3%	10.4%
American Indian Alone	0.1%	0.4%	0.4%
Asian or Pacific Islander Alone	3.4%	4.5%	4.2%
Some Other Race Alone	0.3%	0.8%	0.8%
Two or More Races	1.5%	2.1%	2.1%
Hispanic Origin	1.0%	2.1%	2.0%
Diversity Index	18.8	34.3	34.0

2007 Population by Race/Ethnicity

Total	5,038	68,198	97,843
White Alone	88.4%	78.3%	78.9%
Black Alone	4.5%	11.9%	11.7%
American Indian Alone	0.1%	0.4%	0.4%
Asian or Pacific Islander Alone	5.0%	6.2%	5.9%
Some Other Race Alone	0.4%	0.9%	0.9%
Two or More Races	1.6%	2.3%	2.2%
Hispanic Origin	1.2%	2.5%	2.5%
Diversity Index	23.3	40.0	39.1

2012 Population by Race/Ethnicity

Total	5,152	71,521	103,708
White Alone	86.4%	75.9%	76.6%
Black Alone	4.9%	12.5%	12.3%
American Indian Alone	0.1%	0.4%	0.4%
Asian or Pacific Islander Alone	6.5%	7.8%	7.3%
Some Other Race Alone	0.4%	1.0%	1.0%
Two or More Races	1.7%	2.4%	2.4%
Hispanic Origin	1.4%	2.9%	2.8%
Diversity Index	26.8	43.6	42.5



2000 Population 3+ by School Enrollment

Total	4,870	60,214	84,874
Enrolled in Nursery/Preschool	1.4%	1.9%	1.8%
Enrolled in Kindergarten	0.9%	1.2%	1.3%
Enrolled in Grade 1-8	11.9%	9.0%	9.4%
Enrolled in Grade 9-12	6.7%	4.5%	4.5%
Enrolled in College	4.8%	23.8%	20.8%
Enrolled in Grad/Prof School	5.4%	5.4%	5.1%
Not Enrolled in School	68.9%	54.2%	57.0%

2000 Population 25+ by Educational Attainment

Total	3,457	32,645	47,419
Less than 9th Grade	0.7%	2.6%	2.8%
9th - 12th Grade, No Diploma	1.9%	5.6%	6.1%
High School Graduate	6.8%	15.3%	17.9%
Some College, No Degree	18.1%	18.3%	18.8%
Associate Degree	4.4%	4.1%	4.3%
Bachelor's Degree	30.1%	27.6%	26.3%
Master's/Prof/Doctorate Degree	38.1%	26.5%	23.9%

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.

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 Radius: 3.0 miles

1400 Forum Blvd
 Columbia, MO 65203
 Radius: 5.0 miles



2000 Population 15+ by Sex and Marital Status

	1.0 miles	3.0 miles	5.0 miles
Total	4,077	52,067	72,783
Females	52.6%	52.4%	52.4%
Never Married	13.0%	22.5%	21.5%
Married, not Separated	31.7%	20.8%	21.4%
Married, Separated	0.3%	0.8%	0.8%
Widowed	2.6%	3.1%	3.2%
Divorced	5.0%	5.3%	5.4%
Males	47.4%	47.6%	47.6%
Never Married	14.3%	22.5%	21.5%
Married, not Separated	29.2%	20.6%	21.2%
Married, Separated	0.3%	0.5%	0.5%
Widowed	1.3%	0.8%	0.8%
Divorced	2.4%	3.1%	3.6%



2000 Population 16+ by Employment Status

	1.0 miles	3.0 miles	5.0 miles
Total	3,994	51,458	71,864
In Labor Force	72.3%	68.9%	70.3%
Civilian Employed	71.4%	63.6%	65.6%
Civilian Unemployed	0.9%	5.2%	4.7%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	27.7%	31.1%	29.7%

2007 Civilian Population 16+ in Labor Force

	1.0 miles	3.0 miles	5.0 miles
Civilian Employed	98.2%	93.7%	94.2%
Civilian Unemployed	1.8%	6.3%	5.8%

2012 Civilian Population 16+ in Labor Force

	1.0 miles	3.0 miles	5.0 miles
Civilian Employed	98.1%	93.4%	93.9%
Civilian Unemployed	1.9%	6.6%	6.1%

2000 Females 16+ by Employment Status and Age of Children

	1.0 miles	3.0 miles	5.0 miles
Total	2,109	27,031	37,703
Own Children < 6 Only	7.4%	6.2%	6.7%
Employed/in Armed Forces	6.2%	4.3%	4.6%
Unemployed	0.1%	0.5%	0.4%
Not in Labor Force	1.1%	1.5%	1.7%
Own Children < 6 and 6-17 Only	4.3%	4.7%	4.8%
Employed/in Armed Forces	2.6%	3.1%	3.2%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	1.8%	1.5%	1.5%
Own Children 6-17 Only	19.9%	12.7%	13.3%
Employed/in Armed Forces	15.9%	10.0%	10.6%
Unemployed	0.3%	0.2%	0.3%
Not in Labor Force	3.7%	2.5%	2.4%
No Own Children < 18	68.3%	76.4%	75.1%
Employed/in Armed Forces	42.8%	43.7%	44.1%
Unemployed	0.2%	3.8%	3.3%
Not in Labor Force	25.3%	28.9%	27.7%

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

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 Radius: 3.0 miles

1400 Forum Blvd
 Columbia, MO 65203
 Radius: 5.0 miles



2007 Employed Population 16+ by Industry

	1400 Forum Blvd Columbia, MO 65203 Radius: 1.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 3.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	2,857	34,742	51,099
Agriculture/Mining	0.7%	0.5%	0.6%
Construction	2.6%	3.4%	3.9%
Manufacturing	4.9%	3.4%	4.1%
Wholesale Trade	1.6%	2.6%	2.8%
Retail Trade	7.2%	11.0%	11.2%
Transportation/Utilities	0.8%	1.7%	1.9%
Information	1.8%	2.4%	2.3%
Finance/Insurance/Real Estate	10.2%	8.7%	8.6%
Services	65.1%	61.4%	59.8%
Public Administration	5.2%	4.7%	4.7%

2007 Employed Population 16+ by Occupation

	1400 Forum Blvd Columbia, MO 65203 Radius: 1.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 3.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	2,859	34,742	51,101
White Collar	83.3%	74.1%	72.7%
Management/Business/Financial	16.3%	12.1%	11.9%
Professional	43.9%	34.7%	33.3%
Sales	9.2%	11.6%	11.8%
Administrative Support	13.9%	15.7%	15.6%
Services	8.5%	16.2%	16.0%
Blue Collar	8.3%	9.8%	11.3%
Farming/Forestry/Fishing	0.6%	0.5%	0.5%
Construction/Extraction	2.8%	2.8%	3.2%
Installation/Maintenance/Repair	0.7%	1.3%	1.6%
Production	2.9%	2.7%	3.2%
Transportation/Material Moving	1.3%	2.5%	2.8%



2000 Workers 16+ by Means of Transportation to Work

	1400 Forum Blvd Columbia, MO 65203 Radius: 1.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 3.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	2,835	32,186	46,354
Drove Alone - Car, Truck, or Van	86.6%	74.2%	75.6%
Carpooled - Car, Truck, or Van	8.3%	10.4%	11.7%
Public Transportation	0.0%	1.1%	1.0%
Walked	0.5%	9.0%	6.8%
Other Means	1.4%	2.4%	2.0%
Worked at Home	3.1%	2.8%	2.9%

2000 Workers 16+ by Travel Time to Work

	1400 Forum Blvd Columbia, MO 65203 Radius: 1.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 3.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	2,835	32,182	46,356
Did Not Work at Home	96.9%	97.2%	97.1%
Less than 5 minutes	2.5%	5.1%	4.4%
5 to 9 minutes	16.6%	19.7%	18.6%
10 to 19 minutes	61.3%	52.2%	53.0%
20 to 24 minutes	6.6%	7.7%	8.3%
25 to 34 minutes	2.6%	5.1%	5.7%
35 to 44 minutes	2.8%	2.7%	2.5%
45 to 59 minutes	2.9%	2.5%	2.4%
60 to 89 minutes	0.4%	0.9%	1.0%
90 or more minutes	1.2%	1.3%	1.2%
Worked at Home	3.1%	2.8%	2.9%
Average Travel Time to Work (in min)	14.9	15.4	15.7

2000 Households by Vehicles Available

	1400 Forum Blvd Columbia, MO 65203 Radius: 1.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 3.0 miles	1400 Forum Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	2,097	23,983	34,777
None	1.9%	9.6%	8.1%
1	34.3%	39.5%	39.7%
2	47.6%	38.3%	38.5%
3	12.2%	8.7%	9.9%
4	3.8%	3.3%	3.2%
5+	0.2%	0.6%	0.6%
Average Number of Vehicles Available	1.8	1.6	1.6

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

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 Radius: 3.0 miles

1400 Forum Blvd
 Columbia, MO 65203
 Radius: 5.0 miles



2000 Households by Type

	1.0 miles	3.0 miles	5.0 miles
Total	2,097	23,993	34,747
Family Households	66.9%	51.6%	52.8%
Married-couple Family	57.4%	38.9%	39.5%
With Related Children	26.2%	18.6%	18.9%
Other Family (No Spouse)	9.5%	12.7%	13.3%
With Related Children	6.3%	8.9%	9.5%
Nonfamily Households	33.1%	48.4%	47.2%
Householder Living Alone	25.0%	33.4%	32.4%
Householder Not Living Alone	8.1%	15.0%	14.8%
Households with Related Children	32.5%	27.6%	28.4%
Households with Persons 65+	19.1%	14.9%	14.2%

2000 Households by Size

	1.0 miles	3.0 miles	5.0 miles
Total	2,097	23,993	34,746
1 Person Household	25.0%	33.5%	32.4%
2 Person Household	39.3%	33.5%	33.5%
3 Person Household	15.5%	15.1%	16.1%
4 Person Household	14.0%	12.0%	11.9%
5 Person Household	4.4%	4.2%	4.3%
6 Person Household	1.4%	1.2%	1.3%
7+ Person Household	0.4%	0.5%	0.5%

2000 Households by Year Householder Moved In

	1.0 miles	3.0 miles	5.0 miles
Total	2,099	23,982	34,777
Moved in 1999 to March 2000	19.2%	33.5%	34.3%
Moved in 1995 to 1998	29.7%	33.2%	33.5%
Moved in 1990 to 1994	20.3%	14.5%	14.1%
Moved in 1980 to 1989	15.4%	10.3%	9.8%
Moved in 1970 to 1979	8.1%	4.3%	4.5%
Moved in 1969 or Earlier	7.2%	4.1%	3.7%
Median Year Householder Moved In	1995	1997	1997



2000 Housing Units by Units in Structure

	1.0 miles	3.0 miles	5.0 miles
Total	2,165	25,587	37,078
1, Detached	75.1%	51.9%	48.8%
1, Attached	1.9%	4.8%	5.1%
2	7.6%	8.9%	10.1%
3 or 4	1.9%	8.5%	8.3%
5 to 9	4.8%	9.9%	10.0%
10 to 19	6.5%	6.1%	6.0%
20+	2.1%	8.5%	6.3%
Mobile Home	0.0%	1.4%	5.5%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	1.0 miles	3.0 miles	5.0 miles
Total	2,160	25,545	37,051
1999 to March 2000	0.5%	1.5%	2.1%
1995 to 1998	5.9%	9.8%	11.8%
1990 to 1994	20.6%	11.1%	11.8%
1980 to 1989	12.6%	17.3%	18.7%
1970 to 1979	13.2%	19.0%	20.2%
1969 or Earlier	47.1%	41.3%	35.4%
Median Year Structure Built	1972	1975	1977

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

Forum Shopping Center
 Latitude: 38.935036
 Longitude: -92.360385

1400 Forum Blvd
 Columbia, MO 65203
 Radius: 1.0 miles

1400 Forum Blvd
 Columbia, MO 65203
 Radius: 3.0 miles

1400 Forum Blvd
 Columbia, MO 65203
 Radius: 5.0 miles

Top 3 Tapestry Segments

1.	Enterprising Professio	College Towns	College Towns
2.	Prosperous Empty Neste	Dorms to Diplomas	Aspiring Young Familie
3.	Metropolitans	Enterprising Professio	Enterprising Professio

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 \$	\$6,323,703	\$60,571,416	\$88,912,195
Average Spent	\$2,914.15	\$2,255.58	\$2,224.03
Spending Potential Index	106	82	81
Computers & Accessories: Total \$	\$639,374	\$6,579,958	\$9,596,465
Average Spent	\$294.64	\$245.03	\$240.04
Spending Potential Index	118	98	96
Education: Total \$	\$3,354,473	\$43,129,757	\$60,662,791
Average Spent	\$1,545.84	\$1,606.08	\$1,517.40
Spending Potential Index	120	125	118
Entertainment/Recreation: Total \$	\$8,560,086	\$77,061,179	\$114,075,977
Average Spent	\$3,944.74	\$2,869.64	\$2,853.47
Spending Potential Index	115	84	83
Food at Home: Total \$	\$12,261,892	\$115,358,078	\$170,808,152
Average Spent	\$5,650.64	\$4,295.75	\$4,272.55
Spending Potential Index	112	85	85
Food Away from Home: Total \$	\$8,543,369	\$83,007,991	\$121,776,997
Average Spent	\$3,937.04	\$3,091.08	\$3,046.10
Spending Potential Index	116	91	90
Health Care: Total \$	\$9,426,505	\$80,517,494	\$119,943,442
Average Spent	\$4,344.01	\$2,998.34	\$3,000.24
Spending Potential Index	111	77	77
HH Furnishings & Equipment: Total \$	\$5,545,540	\$48,984,295	\$72,557,936
Average Spent	\$2,555.55	\$1,824.10	\$1,814.95
Spending Potential Index	113	81	80
Investments: Total \$	\$4,183,930	\$31,800,323	\$46,954,916
Average Spent	\$1,928.08	\$1,184.19	\$1,174.52
Spending Potential Index	129	79	79
Retail Goods: Total \$	\$64,292,024	\$592,670,252	\$877,388,302
Average Spent	\$29,627.66	\$22,070.09	\$21,946.78
Spending Potential Index	112	83	83
Shelter: Total \$	\$38,622,786	\$350,363,955	\$518,123,999
Average Spent	\$17,798.52	\$13,046.99	\$12,960.23
Spending Potential Index	118	87	86
TV/Video/Sound Equipment: Total \$	\$2,916,433	\$28,132,306	\$41,367,999
Average Spent	\$1,343.98	\$1,047.60	\$1,034.77
Spending Potential Index	116	90	89
Travel: Total \$	\$4,750,971	\$41,756,932	\$61,579,956
Average Spent	\$2,189.39	\$1,554.96	\$1,540.35
Spending Potential Index	119	84	83
Vehicle Maintenance & Repairs: Total \$	\$2,653,563	\$24,763,871	\$36,718,746
Average Spent	\$1,222.84	\$922.17	\$918.47
Spending Potential Index	115	87	86

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

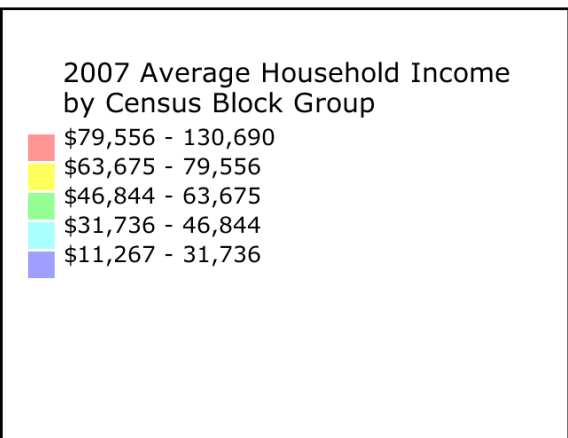
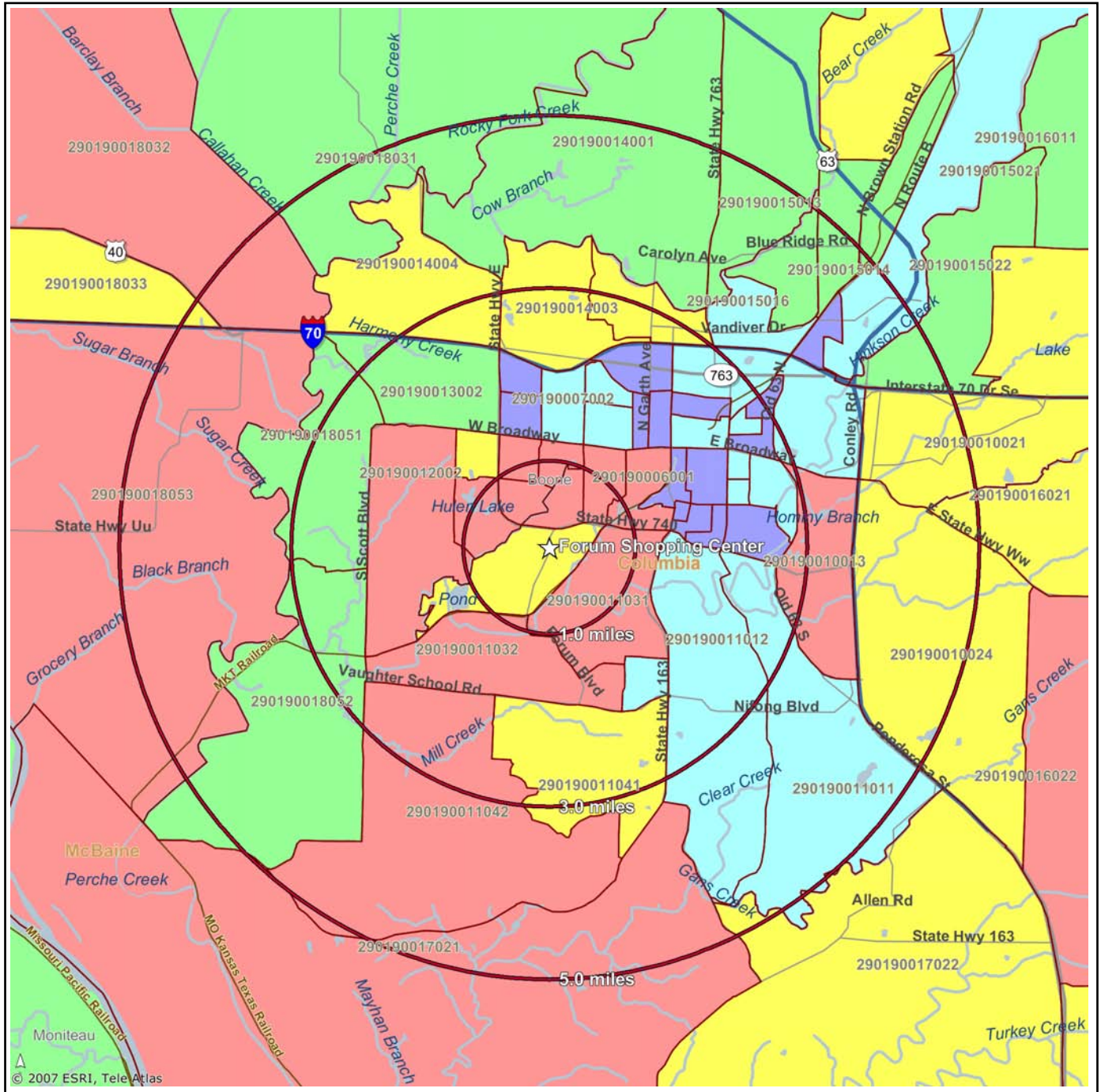
Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.

2007 Average Household Income by Census Block Group

Forum Shopping Center
 1400 Forum Blvd
 Columbia, MO 65203

Prepared by Forum Development Group
 July 19, 2007

Latitude: 38.935036
 Longitude: -92.360385



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.