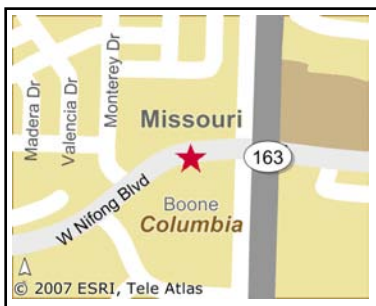


Nifong Shopping Center
 204 E Nifong Blvd
 Columbia, MO 65203

Enhanced Site Map

Prepared by Forum Development Group
 July 19, 2007

Latitude: 38.910063
 Longitude: -92.336749



Nifong Shopping Center
Latitude: 38.910063
Longitude: -92.336749

204 E Nifong Blvd
Columbia, MO 65203
Radius: 1.0 miles

204 E Nifong Blvd
Columbia, MO 65203
Radius: 3.0 miles

204 E Nifong Blvd
Columbia, MO 65203
Radius: 5.0 miles



2000 Total Population	7,026	42,322	82,676
2000 Group Quarters	17	7,343	8,421
2007 Total Population	8,189	46,872	90,899
2012 Total Population	8,829	49,503	95,815
2007 - 2012 Annual Rate	1.52%	1.1%	1.06%



2000 Households	2,993	15,290	32,728
2000 Average Household Size	2.34	2.29	2.27
2007 Households	3,548	17,573	37,141
2007 Average Household Size	2.3	2.25	2.22
2012 Households	3,834	18,787	39,520
2012 Average Household Size	2.3	2.24	2.21
2007 - 2012 Annual Rate	1.56%	1.34%	1.25%
2000 Families	1,444	7,433	17,149
2000 Average Family Size	2.88	2.92	2.93
2007 Families	1,577	8,082	18,695
2007 Average Family Size	2.8	2.87	2.87
2012 Families	1,621	8,318	19,291
2012 Average Family Size	2.78	2.85	2.86
2007 - 2012 Annual Rate	0.55%	0.58%	0.63%



2000 Housing Units	3,152	16,183	34,903
Owner Occupied Housing Units	42.6%	44.3%	46.0%
Renter Occupied Housing Units	52.8%	50.2%	47.8%
Vacant Housing Units	4.5%	5.5%	6.2%
2007 Housing Units	3,754	18,692	39,828
Owner Occupied Housing Units	43.4%	45.7%	47.6%
Renter Occupied Housing Units	51.1%	48.4%	45.6%
Vacant Housing Units	5.5%	6.0%	6.7%
2012 Housing Units	4,090	20,150	42,756
Owner Occupied Housing Units	43.3%	44.9%	46.7%
Renter Occupied Housing Units	50.5%	48.3%	45.8%
Vacant Housing Units	6.3%	6.8%	7.6%

Median Household Income

2000	\$33,074	\$33,877	\$34,256
2007	\$40,108	\$42,155	\$43,161
2012	\$45,672	\$48,954	\$50,531

Median Home Value

2000	\$125,288	\$134,238	\$114,250
2007	\$185,917	\$191,834	\$163,911
2012	\$220,921	\$227,834	\$191,967

Per Capita Income

2000	\$23,474	\$20,106	\$19,993
2007	\$27,670	\$26,826	\$26,614
2012	\$33,440	\$32,401	\$32,186

Median Age

2000	25.0	24.2	27.0
2007	25.1	24.6	27.7
2012	25.0	24.7	28.2

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.

Nifong Shopping Center
 Latitude: 38.910063
 Longitude: -92.336749

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 1.0 miles

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 3.0 miles

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 5.0 miles



2000 Households by Income

Household Income Base	204 E Nifong Blvd (1.0 mi)	204 E Nifong Blvd (3.0 mi)	204 E Nifong Blvd (5.0 mi)
< \$15,000	3,065 (23.2%)	15,386 (25.1%)	32,725 (22.7%)
\$15,000 - \$24,999	17.5%	14.8%	15.0%
\$25,000 - \$34,999	11.8%	11.2%	13.2%
\$35,000 - \$49,999	8.5%	11.3%	13.9%
\$50,000 - \$74,999	17.9%	15.2%	15.8%
\$75,000 - \$99,999	8.8%	9.6%	8.9%
\$100,000 - \$149,999	7.4%	8.1%	6.9%
\$150,000 - \$199,999	2.3%	2.0%	1.7%
\$200,000+	2.5%	2.7%	1.9%
Average Household Income	\$54,668	\$52,507	\$49,091

2007 Households by Income

Household Income Base	204 E Nifong Blvd (1.0 mi)	204 E Nifong Blvd (3.0 mi)	204 E Nifong Blvd (5.0 mi)
< \$15,000	3,547 (17.6%)	17,574 (20.0%)	37,140 (17.7%)
\$15,000 - \$24,999	16.3%	13.3%	12.1%
\$25,000 - \$34,999	11.3%	10.6%	12.2%
\$35,000 - \$49,999	11.0%	11.7%	13.8%
\$50,000 - \$74,999	13.1%	14.3%	16.1%
\$75,000 - \$99,999	11.7%	9.8%	10.2%
\$100,000 - \$149,999	11.5%	12.9%	11.9%
\$150,000 - \$199,999	3.2%	3.2%	2.8%
\$200,000+	4.3%	4.3%	3.4%
Average Household Income	\$65,311	\$65,546	\$62,414

2012 Households by Income

Household Income Base	204 E Nifong Blvd (1.0 mi)	204 E Nifong Blvd (3.0 mi)	204 E Nifong Blvd (5.0 mi)
< \$15,000	3,833 (15.7%)	18,788 (17.7%)	39,519 (15.5%)
\$15,000 - \$24,999	12.9%	11.3%	10.3%
\$25,000 - \$34,999	13.9%	10.8%	11.1%
\$35,000 - \$49,999	10.3%	10.8%	12.7%
\$50,000 - \$74,999	10.8%	13.0%	15.6%
\$75,000 - \$99,999	11.2%	10.8%	11.4%
\$100,000 - \$149,999	14.8%	14.4%	13.9%
\$150,000 - \$199,999	4.3%	5.1%	4.6%
\$200,000+	6.2%	6.0%	4.9%
Average Household Income	\$78,791	\$78,875	\$75,149

2000 Owner Occupied HUs by Value

Total	204 E Nifong Blvd (1.0 mi)	204 E Nifong Blvd (3.0 mi)	204 E Nifong Blvd (5.0 mi)
<\$50,000	1,359 (2.1%)	7,157 (9.3%)	15,995 (11.7%)
\$50,000 - 99,999	28.6%	21.3%	29.7%
\$100,000 - 149,999	28.8%	28.2%	27.3%
\$150,000 - 199,999	16.4%	19.2%	15.0%
\$200,000 - \$299,999	14.2%	14.9%	11.1%
\$300,000 - 499,999	7.1%	5.5%	4.1%
\$500,000 - 999,999	2.1%	1.4%	0.9%
\$1,000,000+	0.7%	0.3%	0.3%
Average Home Value	\$173,151	\$158,395	\$138,560

2000 Specified Renter Occupied HUs by Contract Rent

Total	204 E Nifong Blvd (1.0 mi)	204 E Nifong Blvd (3.0 mi)	204 E Nifong Blvd (5.0 mi)
With Cash Rent	1,667 (97.8%)	8,130 (98.4%)	16,684 (97.4%)
No Cash Rent	2.2%	1.6%	2.6%
Median Rent	\$474	\$455	\$428
Average Rent	\$540	\$484	\$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.

Nifong Shopping Center
 Latitude: 38.910063
 Longitude: -92.336749

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 1.0 miles

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 3.0 miles

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 5.0 miles



2000 Population by Age

	204 E Nifong Blvd (1.0 miles)	204 E Nifong Blvd (3.0 miles)	204 E Nifong Blvd (5.0 miles)
Total	7,025	42,318	82,677
0 - 4	5.2%	4.1%	5.6%
5 - 9	5.3%	4.6%	5.7%
10 - 14	5.2%	4.6%	5.6%
15 - 19	7.0%	15.4%	11.2%
20 - 24	27.4%	25.1%	18.4%
25 - 34	14.8%	13.1%	14.9%
35 - 44	11.5%	10.8%	13.1%
45 - 54	11.3%	10.2%	11.1%
55 - 64	6.1%	5.3%	5.9%
65 - 74	3.4%	3.3%	4.0%
75 - 84	2.1%	2.5%	3.0%
85+	0.6%	1.1%	1.3%
18+	81.2%	84.0%	79.9%

2007 Population by Age

	204 E Nifong Blvd (1.0 miles)	204 E Nifong Blvd (3.0 miles)	204 E Nifong Blvd (5.0 miles)
Total	8,193	46,871	90,900
0 - 4	5.0%	4.2%	5.6%
5 - 9	3.7%	3.3%	4.7%
10 - 14	4.4%	4.1%	5.2%
15 - 19	7.2%	15.1%	11.4%
20 - 24	29.5%	25.4%	17.9%
25 - 34	16.3%	15.1%	16.3%
35 - 44	8.5%	8.3%	10.8%
45 - 54	11.4%	10.4%	12.0%
55 - 64	7.6%	7.1%	7.8%
65 - 74	3.3%	3.3%	4.0%
75 - 84	2.2%	2.4%	2.9%
85+	0.9%	1.3%	1.5%
18+	83.9%	85.6%	81.1%

2012 Population by Age

	204 E Nifong Blvd (1.0 miles)	204 E Nifong Blvd (3.0 miles)	204 E Nifong Blvd (5.0 miles)
Total	8,831	49,504	95,816
0 - 4	5.0%	4.3%	5.7%
5 - 9	3.7%	3.4%	4.6%
10 - 14	3.5%	3.2%	4.6%
15 - 19	6.6%	14.1%	10.6%
20 - 24	31.2%	26.7%	19.2%
25 - 34	16.7%	15.2%	15.6%
35 - 44	7.5%	8.0%	10.4%
45 - 54	10.8%	9.5%	11.3%
55 - 64	8.5%	8.2%	9.3%
65 - 74	3.5%	3.6%	4.2%
75 - 84	2.1%	2.4%	2.7%
85+	0.9%	1.3%	1.6%
18+	85.2%	86.6%	82.0%

2000 Population by Sex

	204 E Nifong Blvd (1.0 miles)	204 E Nifong Blvd (3.0 miles)	204 E Nifong Blvd (5.0 miles)
Males	48.8%	48.3%	47.9%
Females	51.2%	51.7%	52.1%

2007 Population by Sex

	204 E Nifong Blvd (1.0 miles)	204 E Nifong Blvd (3.0 miles)	204 E Nifong Blvd (5.0 miles)
Males	49.3%	48.5%	48.0%
Females	50.7%	51.5%	52.0%

2012 Population by Sex

	204 E Nifong Blvd (1.0 miles)	204 E Nifong Blvd (3.0 miles)	204 E Nifong Blvd (5.0 miles)
Males	49.7%	48.6%	48.1%
Females	50.3%	51.4%	51.9%

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

Nifong Shopping Center
 Latitude: 38.910063
 Longitude: -92.336749

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 1.0 miles

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 3.0 miles

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 5.0 miles



2000 Population by Race/Ethnicity

Total	7,027	42,322	82,677
White Alone	85.4%	86.3%	82.5%
Black Alone	6.4%	6.1%	10.0%
American Indian Alone	0.3%	0.3%	0.4%
Asian or Pacific Islander Alone	5.4%	5.1%	4.2%
Some Other Race Alone	0.8%	0.6%	0.8%
Two or More Races	1.7%	1.6%	2.0%
Hispanic Origin	2.1%	1.8%	2.0%
Diversity Index	29.4	27.5	33.4

2007 Population by Race/Ethnicity

Total	8,189	46,872	90,899
White Alone	82.3%	82.7%	79.4%
Black Alone	7.2%	7.5%	11.2%
American Indian Alone	0.3%	0.3%	0.4%
Asian or Pacific Islander Alone	7.3%	7.1%	6.0%
Some Other Race Alone	1.0%	0.7%	0.9%
Two or More Races	1.9%	1.7%	2.2%
Hispanic Origin	2.7%	2.2%	2.4%
Diversity Index	34.8	33.5	38.5

2012 Population by Race/Ethnicity

Total	8,828	49,502	95,817
White Alone	79.8%	80.4%	77.1%
Black Alone	7.7%	7.9%	11.8%
American Indian Alone	0.3%	0.3%	0.4%
Asian or Pacific Islander Alone	9.1%	8.8%	7.4%
Some Other Race Alone	1.1%	0.8%	1.0%
Two or More Races	2.1%	1.8%	2.3%
Hispanic Origin	3.1%	2.5%	2.8%
Diversity Index	38.9	37.2	41.9



2000 Population 3+ by School Enrollment

Total	6,862	41,549	79,976
Enrolled in Nursery/Preschool	2.2%	1.5%	1.9%
Enrolled in Kindergarten	0.9%	1.0%	1.2%
Enrolled in Grade 1-8	8.5%	7.7%	9.3%
Enrolled in Grade 9-12	3.9%	3.7%	4.6%
Enrolled in College	25.6%	33.2%	21.7%
Enrolled in Grad/Prof School	4.8%	6.5%	5.2%
Not Enrolled in School	54.0%	46.5%	56.2%

2000 Population 25+ by Educational Attainment

Total	3,603	19,879	44,314
Less than 9th Grade	2.0%	1.7%	2.7%
9th - 12th Grade, No Diploma	4.3%	4.4%	5.9%
High School Graduate	12.3%	12.0%	17.3%
Some College, No Degree	18.3%	17.3%	18.5%
Associate Degree	3.4%	3.8%	4.2%
Bachelor's Degree	32.9%	29.8%	26.8%
Master's/Prof/Doctorate Degree	26.8%	31.0%	24.7%

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.

Nifong Shopping Center
 Latitude: 38.910063
 Longitude: -92.336749

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 1.0 miles

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 3.0 miles

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 5.0 miles



2000 Population 15+ by Sex and Marital Status

	204 E Nifong Blvd Columbia, MO 65203 Radius: 1.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 3.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	5,991	36,865	68,776
Females	51.7%	51.9%	52.5%
Never Married	22.3%	25.7%	21.9%
Married, not Separated	21.2%	19.6%	21.3%
Married, Separated	0.6%	0.5%	0.8%
Widowed	2.6%	2.3%	3.2%
Divorced	5.1%	3.7%	5.3%
Males	48.3%	48.1%	47.5%
Never Married	23.7%	25.2%	21.8%
Married, not Separated	20.5%	19.4%	21.0%
Married, Separated	0.7%	0.5%	0.5%
Widowed	0.5%	0.6%	0.8%
Divorced	2.9%	2.5%	3.5%



2000 Population 16+ by Employment Status

	204 E Nifong Blvd Columbia, MO 65203 Radius: 1.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 3.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	5,956	36,527	67,911
In Labor Force	71.8%	67.9%	69.9%
Civilian Employed	68.2%	62.3%	65.1%
Civilian Unemployed	3.6%	5.6%	4.8%
In Armed Forces	0.0%	0.0%	0.1%
Not in Labor Force	28.2%	32.1%	30.1%

2007 Civilian Population 16+ in Labor Force

	204 E Nifong Blvd Columbia, MO 65203 Radius: 1.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 3.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 5.0 miles
Civilian Employed	92.4%	94.2%	94.2%
Civilian Unemployed	7.6%	5.8%	5.8%

2012 Civilian Population 16+ in Labor Force

	204 E Nifong Blvd Columbia, MO 65203 Radius: 1.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 3.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 5.0 miles
Civilian Employed	91.8%	93.8%	93.8%
Civilian Unemployed	8.2%	6.2%	6.2%

2000 Females 16+ by Employment Status and Age of Children

	204 E Nifong Blvd Columbia, MO 65203 Radius: 1.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 3.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	3,080	18,970	35,701
Own Children < 6 Only	6.2%	4.9%	6.4%
Employed/in Armed Forces	4.5%	3.6%	4.3%
Unemployed	0.0%	0.2%	0.4%
Not in Labor Force	1.7%	1.1%	1.7%
Own Children < 6 and 6-17 Only	6.1%	3.7%	4.7%
Employed/in Armed Forces	4.2%	2.2%	3.1%
Unemployed	0.0%	0.2%	0.1%
Not in Labor Force	1.9%	1.3%	1.5%
Own Children 6-17 Only	10.4%	10.7%	13.2%
Employed/in Armed Forces	8.4%	8.4%	10.5%
Unemployed	0.0%	0.1%	0.3%
Not in Labor Force	2.0%	2.2%	2.4%
No Own Children < 18	77.3%	80.7%	75.7%
Employed/in Armed Forces	48.6%	46.0%	44.0%
Unemployed	2.8%	4.5%	3.4%
Not in Labor Force	25.8%	30.1%	28.3%

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

Nifong Shopping Center
 Latitude: 38.910063
 Longitude: -92.336749

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 1.0 miles

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 3.0 miles

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 5.0 miles



2007 Employed Population 16+ by Industry

	204 E Nifong Blvd Columbia, MO 65203 Radius: 1.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 3.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	4,542	24,327	47,291
Agriculture/Mining	0.8%	0.7%	0.6%
Construction	2.0%	3.0%	3.8%
Manufacturing	3.4%	2.9%	3.8%
Wholesale Trade	3.1%	2.4%	2.7%
Retail Trade	12.1%	10.5%	11.2%
Transportation/Utilities	2.2%	1.4%	2.0%
Information	1.7%	2.5%	2.3%
Finance/Insurance/Real Estate	9.9%	8.1%	8.4%
Services	58.7%	63.8%	60.5%
Public Administration	6.2%	4.6%	4.7%

2007 Employed Population 16+ by Occupation

	204 E Nifong Blvd Columbia, MO 65203 Radius: 1.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 3.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	4,540	24,326	47,293
White Collar	75.0%	75.4%	73.2%
Management/Business/Financial	13.9%	11.9%	12.1%
Professional	31.6%	37.3%	33.9%
Sales	12.5%	11.1%	11.6%
Administrative Support	16.9%	15.1%	15.6%
Services	16.2%	15.8%	15.9%
Blue Collar	8.8%	8.8%	10.9%
Farming/Forestry/Fishing	0.4%	0.6%	0.5%
Construction/Extraction	1.4%	2.5%	3.2%
Installation/Maintenance/Repair	1.9%	1.3%	1.5%
Production	3.2%	2.1%	3.0%
Transportation/Material Moving	1.9%	2.2%	2.7%



2000 Workers 16+ by Means of Transportation to Work

	204 E Nifong Blvd Columbia, MO 65203 Radius: 1.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 3.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	3,961	22,203	43,399
Drove Alone - Car, Truck, or Van	83.0%	73.5%	75.3%
Carpooled - Car, Truck, or Van	11.2%	9.7%	11.6%
Public Transportation	1.7%	0.8%	1.0%
Walked	0.5%	10.4%	7.2%
Other Means	0.9%	2.4%	2.0%
Worked at Home	2.8%	3.1%	2.9%

2000 Workers 16+ by Travel Time to Work

	204 E Nifong Blvd Columbia, MO 65203 Radius: 1.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 3.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	3,962	22,201	43,398
Did Not Work at Home	97.2%	96.9%	97.1%
Less than 5 minutes	3.5%	5.1%	4.6%
5 to 9 minutes	16.5%	20.6%	18.9%
10 to 19 minutes	52.8%	51.7%	52.2%
20 to 24 minutes	9.2%	7.6%	8.4%
25 to 34 minutes	6.4%	5.1%	5.8%
35 to 44 minutes	2.7%	2.3%	2.7%
45 to 59 minutes	3.8%	2.5%	2.4%
60 to 89 minutes	1.0%	0.8%	0.9%
90 or more minutes	1.5%	1.1%	1.2%
Worked at Home	2.8%	3.1%	2.9%
Average Travel Time to Work (in min)	16.9	14.9	15.7

2000 Households by Vehicles Available

	204 E Nifong Blvd Columbia, MO 65203 Radius: 1.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 3.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	3,028	15,296	32,731
None	3.5%	6.6%	8.2%
1	33.2%	37.8%	39.6%
2	46.8%	39.1%	38.2%
3	8.7%	11.6%	10.0%
4	6.9%	4.2%	3.3%
5+	1.0%	0.7%	0.7%
Average Number of Vehicles Available	1.9	1.7	1.6

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

Nifong Shopping Center
 Latitude: 38.910063
 Longitude: -92.336749

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 1.0 miles

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 3.0 miles

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 5.0 miles



2000 Households by Type

	204 E Nifong Blvd Columbia, MO 65203 Radius: 1.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 3.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	2,992	15,292	32,729
Family Households	48.3%	48.6%	52.4%
Married-couple Family	38.7%	38.9%	39.4%
With Related Children	18.7%	18.1%	18.7%
Other Family (No Spouse)	9.5%	9.7%	13.0%
With Related Children	6.1%	6.5%	9.2%
Nonfamily Households	51.7%	51.4%	47.6%
Householder Living Alone	25.6%	31.3%	32.6%
Householder Not Living Alone	26.2%	20.1%	15.0%
Households with Related Children	24.8%	24.6%	27.9%
Households with Persons 65+	10.1%	12.4%	14.3%

2000 Households by Size

	204 E Nifong Blvd Columbia, MO 65203 Radius: 1.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 3.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	2,993	15,290	32,728
1 Person Household	25.6%	31.3%	32.6%
2 Person Household	36.8%	34.5%	33.7%
3 Person Household	17.3%	17.0%	15.9%
4 Person Household	15.2%	11.8%	11.8%
5 Person Household	4.0%	3.9%	4.2%
6 Person Household	0.8%	1.1%	1.2%
7+ Person Household	0.3%	0.5%	0.5%

2000 Households by Year Householder Moved In

	204 E Nifong Blvd Columbia, MO 65203 Radius: 1.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 3.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	3,029	15,297	32,730
Moved in 1999 to March 2000	36.5%	36.3%	34.2%
Moved in 1995 to 1998	36.6%	34.2%	33.3%
Moved in 1990 to 1994	13.4%	13.5%	14.3%
Moved in 1980 to 1989	10.5%	9.6%	10.1%
Moved in 1970 to 1979	2.3%	3.5%	4.4%
Moved in 1969 or Earlier	0.8%	2.8%	3.7%
Median Year Householder Moved In	1998	1997	1997



2000 Housing Units by Units in Structure

	204 E Nifong Blvd Columbia, MO 65203 Radius: 1.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 3.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	3,174	16,180	34,872
1, Detached	38.8%	43.4%	49.0%
1, Attached	9.2%	5.8%	5.0%
2	10.6%	10.0%	9.9%
3 or 4	10.3%	7.6%	8.2%
5 to 9	18.2%	12.6%	10.2%
10 to 19	8.0%	8.6%	6.2%
20+	3.2%	7.0%	6.5%
Mobile Home	1.7%	4.9%	5.0%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	204 E Nifong Blvd Columbia, MO 65203 Radius: 1.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 3.0 miles	204 E Nifong Blvd Columbia, MO 65203 Radius: 5.0 miles
Total	3,189	16,188	34,893
1999 to March 2000	1.5%	1.1%	1.8%
1995 to 1998	15.8%	13.0%	11.2%
1990 to 1994	16.8%	15.6%	12.0%
1980 to 1989	35.2%	21.3%	19.2%
1970 to 1979	23.1%	19.3%	20.0%
1969 or Earlier	7.5%	29.7%	35.8%
Median Year Structure Built	1986	1980	1977

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

Nifong Shopping Center
 Latitude: 38.910063
 Longitude: -92.336749


204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 1.0 miles

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 3.0 miles

204 E Nifong Blvd
 Columbia, MO 65203
 Radius: 5.0 miles

Top 3 Tapestry Segments

1.	Metropolitans	Dorms to Diplomas	College Towns
2.	Dorms to Diplomas	College Towns	Enterprising Professio
3.	College Towns	Enterprising Professio	Dorms to Diplomas

 **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 \$	\$8,651,973	\$42,438,646	\$83,716,545
Average Spent	\$2,438.55	\$2,414.99	\$2,254.02
Spending Potential Index	89	88	82
Computers & Accessories: Total \$	\$975,829	\$4,711,236	\$9,045,893
Average Spent	\$275.04	\$268.10	\$243.56
Spending Potential Index	110	108	98
Education: Total \$	\$6,925,269	\$32,363,842	\$57,875,714
Average Spent	\$1,951.88	\$1,841.68	\$1,558.27
Spending Potential Index	152	143	121
Entertainment/Recreation: Total \$	\$10,723,096	\$53,443,262	\$107,479,015
Average Spent	\$3,022.29	\$3,041.21	\$2,893.81
Spending Potential Index	88	89	84
Food at Home: Total \$	\$16,108,468	\$79,593,283	\$160,484,950
Average Spent	\$4,540.15	\$4,529.29	\$4,320.96
Spending Potential Index	90	90	86
Food Away from Home: Total \$	\$11,928,108	\$58,326,609	\$114,700,962
Average Spent	\$3,361.92	\$3,319.10	\$3,088.26
Spending Potential Index	99	98	91
Health Care: Total \$	\$10,708,042	\$54,285,420	\$113,097,892
Average Spent	\$3,018.05	\$3,089.14	\$3,045.10
Spending Potential Index	77	79	78
HH Furnishings & Equipment: Total \$	\$6,785,842	\$33,904,580	\$68,323,546
Average Spent	\$1,912.58	\$1,929.36	\$1,839.57
Spending Potential Index	85	85	81
Investments: Total \$	\$4,042,535	\$20,966,842	\$44,543,388
Average Spent	\$1,139.38	\$1,193.13	\$1,199.31
Spending Potential Index	76	80	80
Retail Goods: Total \$	\$82,936,942	\$411,492,306	\$826,031,619
Average Spent	\$23,375.69	\$23,416.17	\$22,240.42
Spending Potential Index	88	88	84
Shelter: Total \$	\$48,800,679	\$241,854,761	\$486,420,400
Average Spent	\$13,754.42	\$13,762.86	\$13,096.59
Spending Potential Index	92	92	87
TV/Video/Sound Equipment: Total \$	\$4,000,036	\$19,610,051	\$38,937,204
Average Spent	\$1,127.41	\$1,115.92	\$1,048.36
Spending Potential Index	97	96	90
Travel: Total \$	\$5,779,887	\$28,903,138	\$58,102,230
Average Spent	\$1,629.05	\$1,644.75	\$1,564.37
Spending Potential Index	88	89	85
Vehicle Maintenance & Repairs: Total \$	\$3,490,999	\$17,233,866	\$34,479,825
Average Spent	\$983.93	\$980.70	\$928.35
Spending Potential Index	92	92	87

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

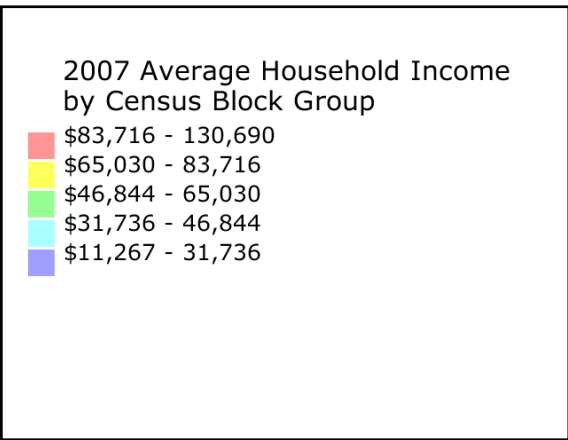
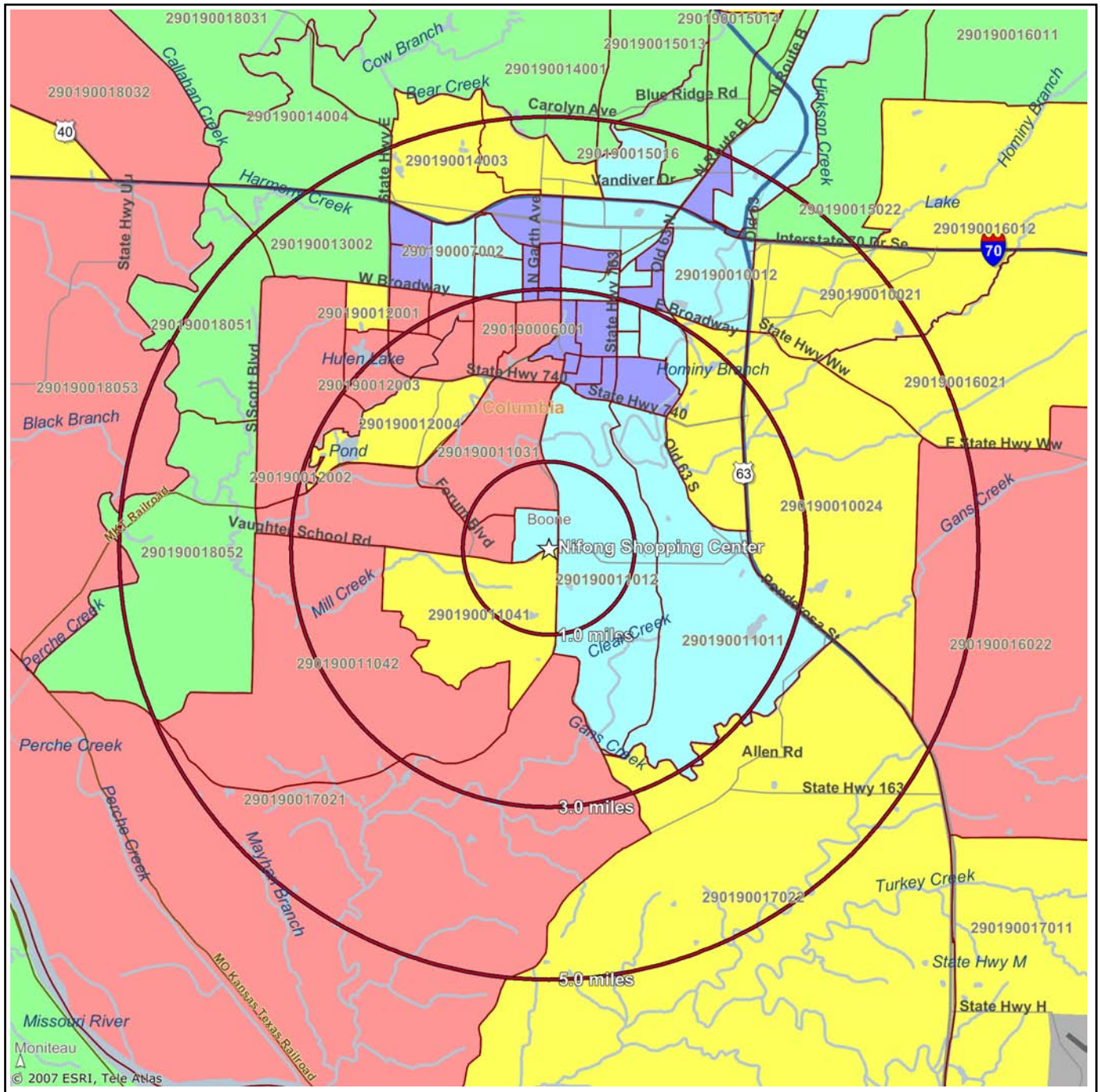
Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.

2007 Average Household Income by Census Block Group

Nifong Shopping Center
 204 E Nifong Blvd
 Columbia, MO 65203

Prepared by Forum Development Group
 July 19, 2007

Latitude: 38.910063
 Longitude: -92.336749



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.