



Executive Summary

Prepared by STDBonline

Hawthorne Village Site Type: Ring	17109 Hawthorne Village Pkwy, Grover, MO Auto Village Radius: 1 Miles	17109 Hawthorne Village Pkwy, Grover, MO Auto Village Radius: 3 Miles	17109 Hawthorne Village Pkwy, Grover, MO Auto Village Radius: 4 Miles
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2009 Population

Total Population	3,908	29,343	42,961
Male Population	48.2%	48.9%	48.9%
Female Population	51.8%	51.1%	51.1%
Median Age	34.5	37.7	38.3

2009 Income

Median HH Income	\$116,777	\$125,121	\$123,623
Per Capita Income	\$46,096	\$51,510	\$53,621
Average HH Income	\$133,052	\$150,662	\$157,350

2009 Households

Total Households	1,368	9,973	14,599
Average Household Size	2.85	2.91	2.91

2009 Housing

Owner Occupied Housing Units	86.3%	83.5%	85.6%
Renter Occupied Housing Units	10.7%	12.1%	10.3%
Vacant Housing Units	3.0%	4.4%	4.1%

Population

1990 Population	872	15,456	23,487
2000 Population	3,912	28,314	40,693
2009 Population	3,908	29,343	42,961
2014 Population	3,884	29,376	43,204
1990-2000 Annual Rate	16.2%	6.24%	5.65%
2000-2009 Annual Rate	-0.01%	0.39%	0.59%
2009-2014 Annual Rate	-0.12%	0.02%	0.11%

In the identified market area, the current year population is 42,961. In 2000, the Census count in the market area was 40,693. The rate of change since 2000 was 0.59 percent annually. The five-year projection for the population in the market area is 43,204, representing a change of 0.11 percent annually from 2009 to 2014. Currently, the population is 48.9 percent male and 51.1 percent female.

Households

1990 Households	286	4,956	7,617
2000 Households	1,344	9,451	13,660
2009 Households	1,368	9,973	14,599
2014 Households	1,367	10,053	14,763
1990-2000 Annual Rate	16.74%	6.67%	6.01%
2000-2009 Annual Rate	0.19%	0.58%	0.72%
2009-2014 Annual Rate	-0.01%	0.16%	0.22%

The household count in this market area has changed from 13,660 in 2000 to 14,599 in the current year, a change of 0.72 percent annually. The five-year projection of households is 14,763, a change of 0.22 percent annually from the current year total. Average household size is currently 2.91, compared to 2.95 in the year 2000. The number of families in the current year is 11,915 in the market area.

Housing

Currently, 85.6 percent of the 15,226 housing units in the market area are owner occupied; 10.3 percent, renter occupied; and 4.1 percent are vacant. In 2000, there were 14,111 housing units—86.4 percent owner occupied, 10.3 percent renter occupied and 3.3 percent vacant. The rate of change in housing units since 2000 is 0.83 percent. Median home value in the market area is \$294,161, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 2.42 percent annually to \$331,535. From 2000 to the current year, median home value changed by 3.11 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.



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Median Household Income			
1990 Median HH Income	\$63,074	\$63,787	\$60,658
2000 Median HH Income	\$79,382	\$85,863	\$85,796
2009 Median HH Income	\$116,777	\$125,121	\$123,623
2014 Median HH Income	\$119,392	\$126,848	\$126,128
1990-2000 Annual Rate	2.33%	3.02%	3.53%
2000-2009 Annual Rate	4.26%	4.15%	4.03%
2009-2014 Annual Rate	0.44%	0.27%	0.4%
Per Capita Income			
1990 Per Capita Income	\$23,740	\$23,518	\$22,586
2000 Per Capita Income	\$31,424	\$36,047	\$37,335
2009 Per Capita Income	\$46,096	\$51,510	\$53,621
2014 Per Capita Income	\$48,479	\$54,719	\$56,782
1990-2000 Annual Rate	2.84%	4.36%	5.15%
2000-2009 Annual Rate	4.23%	3.93%	3.99%
2009-2014 Annual Rate	1.01%	1.22%	1.15%
Average Household Income			
1990 Average Household Income	\$71,920	\$73,227	\$69,280
2000 Average Household Income	\$91,414	\$106,402	\$109,930
2009 Average HH Income	\$133,052	\$150,662	\$157,350
2014 Average HH Income	\$139,171	\$158,887	\$165,643
1990-2000 Annual Rate	2.43%	3.81%	4.73%
2000-2009 Annual Rate	4.14%	3.83%	3.95%
2009-2014 Annual Rate	0.9%	1.07%	1.03%

Households by Income

Current median household income is \$123,623 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$126,128 in five years. In 2000, median household income was \$85,796, compared to \$60,658 in 1990.

Current average household income is \$157,350 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$165,643 in five years. In 2000, average household income was \$109,930, compared to \$69,280 in 1990.

Current per capita income is \$53,621 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$56,782 in five years. In 2000, the per capita income was \$37,335, compared to \$22,586 in 1990.

Population by Employment

Total Businesses	109	757	1,525
Total Employees	811	6,914	12,810

Currently, 93.3 percent of the civilian labor force in the identified market area is employed and 6.7 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 96.0 percent of the civilian labor force, and unemployment will be 4.0 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 71.2 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 83.3 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 8.5 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 8.1 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 86.9 percent of the market area population drove alone to work, and 6.2 percent worked at home. The average travel time to work in 2000 was 29.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 3.6 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 12.9 percent were high school graduates only (29.8 percent in the U.S.)
- 6.4 percent had completed an Associate degree (7.2 percent in the U.S.)
- 37.5 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 20.9 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)



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Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography. Business data provided by InfoUSA, Omaha NE Copyright 2009, all rights reserved.