



Community Profile

Rings: 1, 3, 5 mile radii

104 S Westwood Blvd, Poplar Bluff, MO

Latitude: 36.7574

Longitude: -90.40758

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	6,043	19,448	26,202
2010 Total Population	5,893	19,810	27,523
2018 Total Population	5,532	18,685	26,863
2018 Group Quarters	152	604	743
2023 Total Population	5,372	18,168	26,452
2018-2023 Annual Rate	-0.59%	-0.56%	-0.31%
2018 Total Daytime Population	8,959	27,737	34,386
Workers	5,443	16,011	17,976
Residents	3,516	11,726	16,410
Household Summary			
2000 Households	2,650	8,174	10,835
2000 Average Household Size	2.20	2.30	2.34
2010 Households	2,601	8,345	11,390
2010 Average Household Size	2.21	2.30	2.35
2018 Households	2,436	7,843	11,072
2018 Average Household Size	2.21	2.31	2.36
2023 Households	2,361	7,612	10,880
2023 Average Household Size	2.21	2.31	2.36
2018-2023 Annual Rate	-0.62%	-0.60%	-0.35%
2010 Families	1,449	4,960	7,126
2010 Average Family Size	2.87	2.94	2.93
2018 Families	1,325	4,568	6,838
2018 Average Family Size	2.87	2.94	2.94
2023 Families	1,273	4,398	6,684
2023 Average Family Size	2.87	2.95	2.94
2018-2023 Annual Rate	-0.80%	-0.76%	-0.45%
Housing Unit Summary			
2000 Housing Units	3,079	9,095	11,990
Owner Occupied Housing Units	43.0%	52.1%	56.9%
Renter Occupied Housing Units	43.0%	37.8%	33.4%
Vacant Housing Units	14.0%	10.1%	9.6%
2010 Housing Units	3,029	9,311	12,587
Owner Occupied Housing Units	39.8%	48.6%	54.0%
Renter Occupied Housing Units	46.1%	41.0%	36.5%
Vacant Housing Units	14.1%	10.4%	9.5%
2018 Housing Units	3,029	9,334	12,722
Owner Occupied Housing Units	32.9%	41.2%	48.3%
Renter Occupied Housing Units	47.5%	42.8%	38.7%
Vacant Housing Units	19.6%	16.0%	13.0%
2023 Housing Units	3,051	9,409	12,870
Owner Occupied Housing Units	31.2%	39.0%	46.5%
Renter Occupied Housing Units	46.2%	41.9%	38.1%
Vacant Housing Units	22.6%	19.1%	15.5%
Median Household Income			
2018	\$31,704	\$35,162	\$37,363
2023	\$36,201	\$38,081	\$40,947
Median Home Value			
2018	\$78,646	\$91,150	\$111,096
2023	\$83,580	\$98,609	\$127,996
Per Capita Income			
2018	\$17,694	\$19,832	\$21,906
2023	\$19,908	\$22,292	\$24,736
Median Age			
2010	35.8	38.1	39.1
2018	37.1	39.1	40.3
2023	38.0	39.6	41.0

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	2,436	7,843	11,072
<\$15,000	25.0%	22.2%	19.9%
\$15,000 - \$24,999	17.0%	15.1%	14.0%
\$25,000 - \$34,999	10.9%	12.3%	12.2%
\$35,000 - \$49,999	20.1%	18.9%	18.1%
\$50,000 - \$74,999	15.7%	15.2%	15.9%
\$75,000 - \$99,999	6.1%	8.0%	8.7%
\$100,000 - \$149,999	3.4%	5.3%	6.6%
\$150,000 - \$199,999	1.1%	1.6%	2.6%
\$200,000+	0.5%	1.1%	1.9%
Average Household Income	\$40,488	\$46,363	\$52,410
2023 Households by Income			
Household Income Base	2,361	7,612	10,880
<\$15,000	21.6%	18.9%	16.7%
\$15,000 - \$24,999	15.0%	13.5%	12.4%
\$25,000 - \$34,999	10.8%	12.1%	11.8%
\$35,000 - \$49,999	21.4%	20.0%	18.8%
\$50,000 - \$74,999	17.7%	16.8%	17.2%
\$75,000 - \$99,999	7.0%	9.0%	9.7%
\$100,000 - \$149,999	4.6%	6.7%	8.3%
\$150,000 - \$199,999	1.2%	1.8%	3.0%
\$200,000+	0.6%	1.3%	2.2%
Average Household Income	\$45,720	\$52,272	\$59,378
2018 Owner Occupied Housing Units by Value			
Total	997	3,850	6,143
<\$50,000	22.5%	19.0%	16.2%
\$50,000 - \$99,999	48.1%	37.7%	29.6%
\$100,000 - \$149,999	12.4%	17.1%	18.6%
\$150,000 - \$199,999	7.6%	11.5%	16.2%
\$200,000 - \$249,999	2.9%	4.9%	7.5%
\$250,000 - \$299,999	2.9%	4.2%	5.1%
\$300,000 - \$399,999	0.9%	3.2%	4.1%
\$400,000 - \$499,999	1.4%	1.0%	1.6%
\$500,000 - \$749,999	0.3%	0.2%	0.2%
\$750,000 - \$999,999	0.0%	0.3%	0.2%
\$1,000,000 - \$1,499,999	1.0%	1.0%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$108,943	\$128,727	\$141,089
2023 Owner Occupied Housing Units by Value			
Total	951	3,672	5,982
<\$50,000	18.9%	15.7%	12.7%
\$50,000 - \$99,999	46.3%	35.2%	26.8%
\$100,000 - \$149,999	13.4%	17.8%	18.7%
\$150,000 - \$199,999	8.4%	13.0%	18.1%
\$200,000 - \$249,999	3.6%	5.6%	8.5%
\$250,000 - \$299,999	3.9%	5.0%	6.1%
\$300,000 - \$399,999	1.3%	4.0%	5.1%
\$400,000 - \$499,999	2.4%	1.6%	2.5%
\$500,000 - \$749,999	0.6%	0.3%	0.4%
\$750,000 - \$999,999	0.0%	0.4%	0.3%
\$1,000,000 - \$1,499,999	1.3%	1.2%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$124,606	\$143,757	\$157,355

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	5,891	19,808	27,521
0 - 4	7.7%	7.4%	7.1%
5 - 9	7.4%	7.3%	7.1%
10 - 14	5.7%	6.1%	6.2%
15 - 24	14.4%	13.0%	12.5%
25 - 34	13.8%	12.6%	12.2%
35 - 44	12.0%	11.4%	11.7%
45 - 54	13.1%	13.0%	13.7%
55 - 64	11.3%	12.0%	12.5%
65 - 74	7.4%	8.3%	8.6%
75 - 84	5.0%	6.4%	6.1%
85 +	2.2%	2.5%	2.2%
18 +	75.9%	75.8%	76.1%
2018 Population by Age			
Total	5,533	18,686	26,863
0 - 4	7.0%	6.8%	6.5%
5 - 9	6.7%	6.6%	6.5%
10 - 14	6.2%	6.4%	6.4%
15 - 24	12.3%	12.1%	11.6%
25 - 34	15.1%	13.2%	12.7%
35 - 44	11.6%	11.2%	11.5%
45 - 54	11.9%	11.5%	12.0%
55 - 64	11.6%	12.3%	13.0%
65 - 74	9.7%	10.4%	10.8%
75 - 84	5.3%	6.6%	6.4%
85 +	2.5%	3.0%	2.6%
18 +	76.8%	76.8%	77.2%
2023 Population by Age			
Total	5,373	18,169	26,453
0 - 4	6.8%	6.7%	6.4%
5 - 9	6.6%	6.5%	6.4%
10 - 14	6.3%	6.5%	6.5%
15 - 24	12.4%	12.5%	11.8%
25 - 34	13.8%	12.4%	11.7%
35 - 44	12.4%	11.6%	12.0%
45 - 54	11.2%	10.9%	11.4%
55 - 64	11.6%	11.7%	12.3%
65 - 74	10.3%	11.1%	11.7%
75 - 84	6.1%	7.3%	7.2%
85 +	2.3%	2.9%	2.7%
18 +	76.7%	76.7%	77.1%
2010 Population by Sex			
Males	2,780	9,237	12,969
Females	3,113	10,573	14,554
2018 Population by Sex			
Males	2,621	8,743	12,695
Females	2,911	9,942	14,167
2023 Population by Sex			
Males	2,566	8,552	12,570
Females	2,805	9,616	13,882

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	5,892	19,811	27,522
White Alone	82.6%	85.9%	88.1%
Black Alone	11.7%	9.0%	7.2%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	0.5%	0.9%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.3%	0.9%	0.7%
Two or More Races	3.3%	2.7%	2.5%
Hispanic Origin	2.8%	2.2%	2.0%
Diversity Index	34.2	28.6	24.9
2018 Population by Race/Ethnicity			
Total	5,533	18,686	26,863
White Alone	79.1%	83.0%	85.8%
Black Alone	13.2%	10.1%	8.0%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	0.5%	1.0%	1.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.9%	1.4%	1.1%
Two or More Races	4.4%	3.6%	3.3%
Hispanic Origin	4.2%	3.3%	3.0%
Diversity Index	40.9	34.5	30.0
2023 Population by Race/Ethnicity			
Total	5,373	18,167	26,451
White Alone	76.8%	81.0%	84.2%
Black Alone	13.8%	10.7%	8.4%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	0.6%	1.1%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	1.9%	1.5%
Two or More Races	5.3%	4.3%	3.9%
Hispanic Origin	5.6%	4.4%	3.9%
Diversity Index	45.6	38.8	33.9
2010 Population by Relationship and Household Type			
Total	5,893	19,810	27,523
In Households	97.4%	97.0%	97.3%
In Family Households	74.3%	76.8%	78.9%
Householder	23.9%	25.0%	25.9%
Spouse	13.7%	15.7%	17.4%
Child	28.9%	29.3%	29.2%
Other relative	4.0%	3.5%	3.4%
Nonrelative	3.7%	3.2%	2.9%
In Nonfamily Households	23.1%	20.2%	18.4%
In Group Quarters	2.6%	3.0%	2.7%
Institutionalized Population	1.8%	2.0%	1.7%
Noninstitutionalized Population	0.8%	1.0%	1.0%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	3,748	12,719	18,545
Less than 9th Grade	4.2%	4.8%	4.6%
9th - 12th Grade, No Diploma	10.8%	9.5%	9.5%
High School Graduate	23.0%	25.4%	26.0%
GED/Alternative Credential	9.5%	7.8%	7.8%
Some College, No Degree	27.3%	25.3%	24.8%
Associate Degree	10.9%	10.3%	10.3%
Bachelor's Degree	7.4%	10.1%	10.3%
Graduate/Professional Degree	6.9%	6.7%	6.8%
2018 Population 15+ by Marital Status			
Total	4,430	14,984	21,656
Never Married	30.4%	28.2%	26.4%
Married	41.4%	45.3%	48.3%
Widowed	8.9%	9.0%	9.3%
Divorced	19.3%	17.4%	16.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	95.3%	93.9%	94.3%
Civilian Unemployed (Unemployment Rate)	4.7%	6.1%	5.7%
2018 Employed Population 16+ by Industry			
Total	1,979	6,964	10,522
Agriculture/Mining	0.0%	0.3%	0.4%
Construction	6.1%	6.5%	6.5%
Manufacturing	10.6%	11.3%	11.5%
Wholesale Trade	2.6%	2.3%	2.7%
Retail Trade	9.2%	8.8%	9.2%
Transportation/Utilities	4.4%	4.4%	5.0%
Information	0.6%	0.4%	0.3%
Finance/Insurance/Real Estate	5.8%	5.1%	5.2%
Services	57.9%	56.3%	54.9%
Public Administration	2.7%	4.5%	4.4%
2018 Employed Population 16+ by Occupation			
Total	1,981	6,964	10,522
White Collar	42.7%	53.8%	56.1%
Management/Business/Financial	6.1%	6.9%	8.3%
Professional	15.0%	22.0%	22.5%
Sales	7.6%	8.0%	9.2%
Administrative Support	14.0%	17.1%	16.1%
Services	32.9%	23.8%	21.0%
Blue Collar	24.5%	22.4%	22.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.6%	4.4%	4.4%
Installation/Maintenance/Repair	1.4%	2.5%	3.4%
Production	7.7%	7.3%	7.5%
Transportation/Material Moving	11.8%	8.1%	7.5%
2010 Population By Urban/ Rural Status			
Total Population	5,893	19,810	27,523
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	93.4%	89.9%	72.6%
Rural Population	6.6%	10.1%	27.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	2,600	8,345	11,390
Households with 1 Person	36.6%	34.4%	31.8%
Households with 2+ People	63.4%	65.6%	68.2%
Family Households	55.7%	59.4%	62.6%
Husband-wife Families	31.9%	37.1%	42.0%
With Related Children	13.3%	14.9%	16.6%
Other Family (No Spouse Present)	23.8%	22.3%	20.6%
Other Family with Male Householder	5.7%	5.3%	5.1%
With Related Children	3.7%	3.3%	3.2%
Other Family with Female Householder	18.1%	17.1%	15.5%
With Related Children	12.5%	12.0%	10.8%
Nonfamily Households	7.7%	6.1%	5.7%
All Households with Children	30.2%	30.8%	31.2%
Multigenerational Households	3.9%	3.8%	3.8%
Unmarried Partner Households	9.0%	8.1%	7.7%
Male-female	8.0%	7.3%	6.9%
Same-sex	1.0%	0.8%	0.8%
2010 Households by Size			
Total	2,602	8,347	11,390
1 Person Household	36.6%	34.4%	31.8%
2 Person Household	31.1%	32.3%	33.7%
3 Person Household	14.6%	14.8%	15.3%
4 Person Household	9.7%	10.5%	11.2%
5 Person Household	4.8%	4.9%	4.9%
6 Person Household	2.3%	2.2%	2.2%
7 + Person Household	1.0%	0.9%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	2,601	8,345	11,390
Owner Occupied	46.3%	54.2%	59.7%
Owned with a Mortgage/Loan	27.3%	31.2%	34.7%
Owned Free and Clear	19.0%	23.0%	25.0%
Renter Occupied	53.7%	45.8%	40.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,029	9,311	12,587
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	94.2%	90.9%	74.4%
Rural Housing Units	5.8%	9.1%	25.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
	1. Small Town Simplicity	Hardscrabble Road (8G)	Small Town Simplicity
	2. Hardscrabble Road (8G)	Small Town Simplicity	Hardscrabble Road (8G)
	3. Heartland Communities	Midlife Constants (5E)	Heartland Communities
2018 Consumer Spending			
Apparel & Services: Total \$	\$2,613,268	\$9,534,089	\$15,095,425
Average Spent	\$1,072.77	\$1,215.62	\$1,363.39
Spending Potential Index	49	56	63
Education: Total \$	\$1,563,637	\$5,896,115	\$9,342,053
Average Spent	\$641.89	\$751.77	\$843.75
Spending Potential Index	44	52	58
Entertainment/Recreation: Total \$	\$4,016,468	\$14,590,747	\$23,262,782
Average Spent	\$1,648.80	\$1,860.35	\$2,101.05
Spending Potential Index	51	58	65
Food at Home: Total \$	\$6,542,982	\$23,543,497	\$37,184,170
Average Spent	\$2,685.95	\$3,001.85	\$3,358.40
Spending Potential Index	54	60	67
Food Away from Home: Total \$	\$4,208,463	\$15,442,140	\$24,518,556
Average Spent	\$1,727.61	\$1,968.91	\$2,214.46
Spending Potential Index	49	56	63
Health Care: Total \$	\$7,424,577	\$26,952,230	\$43,134,935
Average Spent	\$3,047.86	\$3,436.47	\$3,895.86
Spending Potential Index	53	60	68
HH Furnishings & Equipment: Total \$	\$2,491,830	\$9,166,408	\$14,636,639
Average Spent	\$1,022.92	\$1,168.74	\$1,321.95
Spending Potential Index	49	56	63
Personal Care Products & Services: Total \$	\$966,463	\$3,585,215	\$5,730,300
Average Spent	\$396.74	\$457.12	\$517.55
Spending Potential Index	48	55	63
Shelter: Total \$	\$19,728,515	\$72,944,965	\$114,872,958
Average Spent	\$8,098.73	\$9,300.65	\$10,375.09
Spending Potential Index	48	55	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,933,009	\$10,878,919	\$17,462,130
Average Spent	\$1,204.03	\$1,387.09	\$1,577.14
Spending Potential Index	48	56	63
Travel: Total \$	\$2,275,518	\$8,635,550	\$13,943,282
Average Spent	\$934.12	\$1,101.05	\$1,259.33
Spending Potential Index	43	51	58
Vehicle Maintenance & Repairs: Total \$	\$1,358,347	\$4,926,664	\$7,835,780
Average Spent	\$557.61	\$628.16	\$707.71
Spending Potential Index	52	58	66

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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