






# Market Profile

Prepared By STDBonline

8400 Veterans Memorial Pkwy,...

Latitude: 38.800561  
 Longitude: -90.691566  
 Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
 2000 Total Population	7,400	54,816	102,817
2000 Group Quarters	208	386	518
2009 Total Population	7,542	72,607	139,108
2014 Total Population	7,683	81,218	157,757
2009 - 2014 Annual Rate	0.37%	2.27%	2.55%
 2000 Households	2,605	18,666	34,807
2000 Average Household Size	2.76	2.92	2.94
2009 Households	2,758	25,744	48,484
2009 Average Household Size	2.66	2.81	2.86
2014 Households	2,845	29,137	55,383
2014 Average Household Size	2.63	2.77	2.84
2009 - 2014 Annual Rate	0.62%	2.51%	2.7%
2000 Families	1,969	15,068	28,155
2000 Average Family Size	3.17	3.25	3.28
2009 Families	1,982	19,990	38,085
2009 Average Family Size	3.12	3.18	3.24
2014 Families	1,991	22,156	42,798
2014 Average Family Size	3.12	3.18	3.25
2009 - 2014 Annual Rate	0.09%	2.08%	2.36%
 <b>2000 Housing Units</b>	2,700	19,239	35,857
Owner Occupied Housing Units	81.9%	86.5%	86.3%
Renter Occupied Housing Units	14.9%	10.6%	10.7%
Vacant Housing Units	3.2%	2.9%	3.0%
<b>2009 Housing Units</b>	2,896	26,996	50,909
Owner Occupied Housing Units	78.8%	84.2%	84.2%
Renter Occupied Housing Units	16.5%	11.1%	11.1%
Vacant Housing Units	4.8%	4.6%	4.8%
<b>2014 Housing Units</b>	2,995	30,591	58,235
Owner Occupied Housing Units	78.2%	83.9%	84.0%
Renter Occupied Housing Units	16.8%	11.4%	11.1%
Vacant Housing Units	5.0%	4.8%	4.9%
<b>Median Household Income</b>			
2000	\$52,340	\$56,982	\$60,272
2009	\$67,566	\$75,909	\$81,426
2014	\$65,290	\$80,331	\$90,315
<b>Median Home Value</b>			
2000	\$106,732	\$115,804	\$122,864
2009	\$160,225	\$177,270	\$187,546
2014	\$193,392	\$215,015	\$228,532
<b>Per Capita Income</b>			
2000	\$19,996	\$21,346	\$22,655
2009	\$27,699	\$30,391	\$33,024
2014	\$28,684	\$31,921	\$34,793
<b>Median Age</b>			
2000	33.1	32.0	32.6
2009	33.2	32.8	33.3
2014	33.1	32.8	33.2

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 2009 and 2014.



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	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2000 Households by Income</b>			
Household Income Base	2,609	18,623	34,921
< \$15,000	6.5%	4.7%	4.4%
\$15,000 - \$24,999	8.6%	7.1%	6.6%
\$25,000 - \$34,999	13.0%	10.4%	9.4%
\$35,000 - \$49,999	18.9%	17.9%	16.5%
\$50,000 - \$74,999	30.5%	31.0%	31.0%
\$75,000 - \$99,999	14.9%	17.7%	18.0%
\$100,000 - \$149,999	6.2%	8.6%	10.5%
\$150,000 - \$199,999	0.6%	1.3%	2.3%
\$200,000+	0.8%	1.2%	1.3%
Average Household Income	\$56,278	\$62,306	\$66,046
<b>2009 Households by Income</b>			
Household Income Base	2,757	25,745	48,486
< \$15,000	4.2%	2.8%	2.4%
\$15,000 - \$24,999	4.7%	4.0%	3.7%
\$25,000 - \$34,999	8.1%	5.4%	5.0%
\$35,000 - \$49,999	14.1%	12.2%	10.7%
\$50,000 - \$74,999	25.2%	24.5%	21.5%
\$75,000 - \$99,999	20.2%	20.6%	20.4%
\$100,000 - \$149,999	19.0%	23.7%	25.9%
\$150,000 - \$199,999	3.0%	4.2%	6.1%
\$200,000+	1.5%	2.7%	4.4%
Average Household Income	\$75,594	\$85,634	\$94,257
<b>2014 Households by Income</b>			
Household Income Base	2,844	29,138	55,382
< \$15,000	4.5%	2.8%	2.4%
\$15,000 - \$24,999	4.6%	3.9%	3.4%
\$25,000 - \$34,999	7.1%	4.6%	4.2%
\$35,000 - \$49,999	13.5%	11.3%	9.9%
\$50,000 - \$74,999	25.1%	23.0%	19.8%
\$75,000 - \$99,999	15.6%	16.0%	15.2%
\$100,000 - \$149,999	24.9%	31.1%	34.1%
\$150,000 - \$199,999	3.2%	4.4%	6.4%
\$200,000+	1.5%	2.8%	4.7%
Average Household Income	\$77,301	\$88,900	\$98,602
<b>2000 Owner Occupied HUs by Value</b>			
Total	2,181	16,548	30,975
<\$50,000	6.8%	8.2%	6.0%
\$50,000 - 99,999	34.8%	28.6%	24.6%
\$100,000 - 149,999	47.4%	36.7%	38.6%
\$150,000 - 199,999	8.8%	18.5%	20.3%
\$200,000 - \$299,999	1.8%	6.9%	8.4%
\$300,000 - 499,999	0.3%	0.8%	1.8%
\$500,000 - 999,999	0.0%	0.2%	0.3%
\$1,000,000+	0.0%	0.1%	0.1%
Average Home Value	\$108,025	\$124,608	\$134,090
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	409	2,088	3,770
With Cash Rent	92.7%	94.3%	94.4%
No Cash Rent	7.3%	5.7%	5.6%
Median Rent	\$501	\$528	\$546
Average Rent	\$485	\$535	\$557


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 Housing Units 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 2009 and 2014.



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	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2000 Population by Age</b>			
 Total	7,401	54,816	102,813
Age 0 - 4	8.9%	9.2%	8.9%
Age 5 - 9	8.7%	9.0%	9.0%
Age 10 - 14	7.6%	8.6%	8.9%
Age 15 - 19	6.9%	7.0%	7.0%
Age 20 - 24	5.4%	5.1%	4.6%
Age 25 - 34	16.1%	16.8%	15.8%
Age 35 - 44	18.9%	19.1%	19.6%
Age 45 - 54	10.2%	11.3%	12.2%
Age 55 - 64	6.8%	6.8%	7.0%
Age 65 - 74	5.4%	4.4%	4.4%
Age 75 - 84	3.6%	2.1%	2.1%
Age 85+	1.6%	0.6%	0.6%
Age 18+	70.2%	68.5%	68.4%
<b>2009 Population by Age</b>			
Total	7,542	72,606	139,110
Age 0 - 4	9.2%	9.4%	9.3%
Age 5 - 9	8.4%	8.7%	8.8%
Age 10 - 14	7.6%	8.1%	8.4%
Age 15 - 19	6.5%	6.8%	7.0%
Age 20 - 24	5.5%	5.3%	5.1%
Age 25 - 34	15.5%	15.0%	13.9%
Age 35 - 44	14.9%	16.7%	16.8%
Age 45 - 54	14.3%	14.3%	14.9%
Age 55 - 64	7.5%	8.2%	8.6%
Age 65 - 74	5.0%	4.3%	4.4%
Age 75 - 84	3.8%	2.3%	2.3%
Age 85+	1.9%	0.7%	0.7%
Age 18+	70.6%	69.2%	69.0%
<b>2014 Population by Age</b>			
Total	7,683	81,217	157,757
Age 0 - 4	9.1%	9.3%	9.2%
Age 5 - 9	8.4%	8.8%	8.9%
Age 10 - 14	7.8%	8.4%	8.5%
Age 15 - 19	6.4%	6.7%	6.8%
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Age 45 - 54	13.1%	13.6%	14.2%
Age 55 - 64	9.0%	9.2%	9.4%
Age 65 - 74	5.3%	4.9%	5.1%
Age 75 - 84	3.7%	2.3%	2.3%
Age 85+	2.0%	0.8%	0.7%
Age 18+	70.7%	69.1%	68.9%
<b>2000 Population by Sex</b>			
Males	47.3%	49.3%	49.4%
Females	52.7%	50.7%	50.6%
<b>2009 Population by Sex</b>			
Males	46.7%	48.9%	49.1%
Females	53.3%	51.1%	50.9%
<b>2014 Population by Sex</b>			
Males	46.4%	48.6%	48.9%
Females	53.6%	51.4%	51.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Population by Race/Ethnicity

Table with 4 columns: Race/Ethnicity, 1 Mile Radius, 3 Mile Radius, 5 Mile Radius. Rows include Total, White Alone, Black Alone, American Indian Alone, Asian or Pacific Islander Alone, Some Other Race Alone, Two or More Races, Hispanic Origin, and Diversity Index.

2009 Population by Race/Ethnicity

Table with 4 columns: Race/Ethnicity, 1 Mile Radius, 3 Mile Radius, 5 Mile Radius. Rows include Total, White Alone, Black Alone, American Indian Alone, Asian or Pacific Islander Alone, Some Other Race Alone, Two or More Races, Hispanic Origin, and Diversity Index.

2014 Population by Race/Ethnicity

Table with 4 columns: Race/Ethnicity, 1 Mile Radius, 3 Mile Radius, 5 Mile Radius. Rows include Total, White Alone, Black Alone, American Indian Alone, Asian or Pacific Islander Alone, Some Other Race Alone, Two or More Races, Hispanic Origin, and Diversity Index.



2000 Population 3+ by School Enrollment

Table with 4 columns: School Enrollment, 1 Mile Radius, 3 Mile Radius, 5 Mile Radius. Rows include Total, Enrolled in Nursery/Preschool, Enrolled in Kindergarten, Enrolled in Grade 1-8, Enrolled in Grade 9-12, Enrolled in College, Enrolled in Grad/Prof School, and Not Enrolled in School.

2009 Population 25+ by Educational Attainment

Table with 4 columns: Educational Attainment, 1 Mile Radius, 3 Mile Radius, 5 Mile Radius. Rows include Total, Less than 9th Grade, 9th - 12th Grade, No Diploma, High School Graduate, Some College, No Degree, Associate Degree, Bachelor's Degree, and Graduate/Professional Degree.



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 2009 and 2014.



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	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2009 Population 15+ by Marital Status</b>			
 Total	5,649	53,515	102,376
Never Married	24.6%	23.1%	22.2%
Married	56.8%	64.1%	65.8%
Widowed	5.9%	3.5%	3.5%
Divorced	12.7%	9.4%	8.6%
<b>2000 Population 16+ by Employment Status</b>			
 Total	5,437	39,162	73,662
In Labor Force	73.3%	76.6%	76.6%
Civilian Employed	71.1%	74.0%	74.3%
Civilian Unemployed	1.9%	2.5%	2.2%
In Armed Forces	0.3%	0.2%	0.1%
Not in Labor Force	26.7%	23.4%	23.4%
<b>2009 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.6%	92.5%	92.9%
Civilian Unemployed	8.4%	7.5%	7.1%
<b>2014 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.5%	95.4%	95.5%
Civilian Unemployed	4.5%	4.6%	4.5%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	2,906	20,132	37,912
Own Children < 6 Only	12.7%	11.9%	11.5%
Employed/in Armed Forces	9.7%	8.1%	7.9%
Unemployed	0.1%	0.4%	0.3%
Not in Labor Force	2.8%	3.3%	3.3%
Own Children < 6 and 6-17 Only	6.3%	9.0%	9.5%
Employed/in Armed Forces	4.1%	5.3%	5.8%
Unemployed	0.0%	0.3%	0.2%
Not in Labor Force	2.2%	3.4%	3.5%
Own Children 6-17 Only	20.4%	22.5%	22.0%
Employed/in Armed Forces	17.1%	18.2%	17.8%
Unemployed	0.8%	0.4%	0.3%
Not in Labor Force	2.5%	3.8%	3.9%
No Own Children < 18	60.6%	56.7%	57.0%
Employed/in Armed Forces	32.9%	34.8%	35.0%
Unemployed	1.3%	1.6%	1.5%
Not in Labor Force	26.4%	20.2%	20.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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**2009 Employed Population 16+ by Industry**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,199	33,703	64,588
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	6.3%	7.9%	7.5%
Manufacturing	10.8%	13.1%	12.4%
Wholesale Trade	2.4%	3.5%	3.7%
Retail Trade	14.5%	13.6%	13.5%
Transportation/Utilities	8.5%	5.9%	5.6%
Information	3.3%	3.0%	3.1%
Finance/Insurance/Real Estate	8.8%	7.6%	8.3%
Services	40.8%	41.6%	41.8%
Public Administration	4.5%	3.6%	3.9%

**2009 Employed Population 16+ by Occupation**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,199	33,702	64,588
White Collar	63.3%	63.1%	66.1%
Management/Business/Financial	12.9%	13.8%	15.6%
Professional	18.8%	19.2%	20.3%
Sales	12.2%	12.3%	13.3%
Administrative Support	19.5%	17.7%	17.0%
Services	14.5%	14.9%	13.8%
Blue Collar	22.1%	22.0%	20.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.9%	6.9%	6.4%
Installation/Maintenance/Repair	5.1%	4.1%	3.8%
Production	5.3%	5.9%	5.3%
Transportation/Material Moving	5.8%	5.1%	4.6%



**2000 Workers 16+ by Means of Transportation to Work**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,854	28,698	54,175
Drove Alone - Car, Truck, or Van	84.1%	86.2%	87.1%
Carpooled - Car, Truck, or Van	8.6%	9.5%	8.5%
Public Transportation	0.2%	0.3%	0.2%
Walked	3.3%	0.9%	0.7%
Other Means	1.0%	0.6%	0.6%
Worked at Home	2.8%	2.4%	2.9%

**2000 Workers 16+ by Travel Time to Work**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,853	28,697	54,174
Did Not Work at Home	97.2%	97.6%	97.1%
Less than 5 minutes	2.1%	1.8%	1.7%
5 to 9 minutes	11.1%	8.6%	8.0%
10 to 19 minutes	24.2%	24.9%	23.7%
20 to 24 minutes	14.5%	12.6%	12.7%
25 to 34 minutes	21.9%	23.8%	24.0%
35 to 44 minutes	9.3%	9.3%	10.6%
45 to 59 minutes	9.0%	11.5%	11.4%
60 to 89 minutes	4.4%	3.9%	3.8%
90 or more minutes	0.9%	1.0%	1.1%
Worked at Home	2.8%	2.4%	2.9%
Average Travel Time to Work (in min)	25.1	26.6	27.1

**2000 Households by Vehicles Available**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	2,593	18,653	34,804
None	5.0%	3.0%	2.6%
1	24.6%	22.2%	21.3%
2	51.0%	52.1%	52.8%
3	15.4%	17.3%	17.9%
4	3.2%	4.3%	4.3%
5+	0.9%	1.1%	1.2%
Average Number of Vehicles Available	1.9	2.0	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.





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<b>2000 Households by Type</b>			
 Total	2,605	18,666	34,808
Family Households	75.6%	80.7%	80.9%
Married-couple Family	60.8%	67.1%	68.7%
With Related Children	35.2%	39.0%	39.8%
Other Family (No Spouse)	14.8%	13.6%	12.2%
With Related Children	10.7%	9.8%	8.7%
Nonfamily Households	24.4%	19.3%	19.1%
Householder Living Alone	19.0%	15.0%	15.1%
Householder Not Living Alone	5.4%	4.3%	4.0%
Households with Related Children	45.9%	48.8%	48.4%
Households with Persons 65+	17.2%	13.8%	14.0%
<b>2000 Households by Size</b>			
Total	2,605	18,666	34,807
1 Person Household	19.0%	15.0%	15.1%
2 Person Household	29.4%	30.6%	30.5%
3 Person Household	21.7%	20.8%	20.0%
4 Person Household	18.9%	20.5%	21.0%
5 Person Household	7.4%	9.0%	9.3%
6 Person Household	2.4%	3.0%	2.9%
7+ Person Household	1.2%	1.2%	1.1%
<b>2000 Households by Year Householder Moved In</b>			
Total	2,591	18,652	34,805
Moved in 1999 to March 2000	15.6%	19.5%	19.4%
Moved in 1995 to 1998	36.4%	40.6%	38.4%
Moved in 1990 to 1994	21.8%	17.6%	19.1%
Moved in 1980 to 1989	12.9%	12.7%	13.5%
Moved in 1970 to 1979	5.4%	6.1%	6.6%
Moved in 1969 or Earlier	8.1%	3.4%	2.9%
Median Year Householder Moved In	1995	1996	1996
<b>2000 Housing Units by Units in Structure</b>			
 Total	2,675	19,196	35,916
1, Detached	83.7%	81.6%	82.6%
1, Attached	1.5%	3.5%	4.2%
2	1.1%	0.8%	0.6%
3 or 4	0.8%	1.0%	1.5%
5 to 9	1.3%	2.0%	2.2%
10 to 19	3.4%	1.6%	2.0%
20+	2.2%	0.9%	0.9%
Mobile Home	5.8%	8.4%	5.9%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	2,686	19,217	35,882
1999 to March 2000	1.7%	8.4%	8.2%
1995 to 1998	14.7%	24.5%	21.5%
1990 to 1994	19.5%	14.5%	16.3%
1980 to 1989	20.0%	21.8%	24.2%
1970 to 1979	14.0%	16.5%	17.6%
1969 or Earlier	30.1%	14.3%	12.2%
Median Year Structure Built	1983	1989	1988

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



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**Top 3 Tapestry Segments**

1.	Up and Coming Families	Up and Coming Families	Up and Coming Families
2.	Rustbelt Retirees	Midland Crowd	Boomburbs
3.	Old and Newcomers	Green Acres	Sophisticated Squires

 **2009 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.

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Apparel & Services: Total \$	\$5,157,774	\$54,246,523	\$112,605,642
Average Spent	\$1,870.11	\$2,107.15	\$2,322.53
Spending Potential Index	75	84	93
Computers & Accessories: Total \$	\$685,363	\$7,268,992	\$15,046,204
Average Spent	\$248.50	\$282.36	\$310.33
Spending Potential Index	109	124	136
Education: Total \$	\$3,647,951	\$38,465,239	\$81,164,864
Average Spent	\$1,322.68	\$1,494.14	\$1,674.05
Spending Potential Index	105	119	133
Entertainment/Recreation: Total \$	\$9,580,383	\$101,675,132	\$210,885,373
Average Spent	\$3,473.67	\$3,949.47	\$4,349.59
Spending Potential Index	107	122	134
Food at Home: Total \$	\$12,994,817	\$135,120,783	\$277,873,243
Average Spent	\$4,711.68	\$5,248.63	\$5,731.24
Spending Potential Index	103	115	126
Food Away from Home: Total \$	\$9,814,386	\$102,996,154	\$212,252,297
Average Spent	\$3,558.52	\$4,000.78	\$4,377.78
Spending Potential Index	107	120	132
Health Care: Total \$	\$10,671,771	\$109,908,442	\$225,256,257
Average Spent	\$3,869.39	\$4,269.28	\$4,645.99
Spending Potential Index	103	113	123
HH Furnishings & Equipment: Total \$	\$5,880,550	\$63,105,536	\$131,077,397
Average Spent	\$2,132.18	\$2,451.27	\$2,703.52
Spending Potential Index	98	113	124
Investments: Total \$	\$3,915,253	\$42,247,462	\$89,633,889
Average Spent	\$1,419.60	\$1,641.06	\$1,848.73
Spending Potential Index	99	114	129
Retail Goods: Total \$	\$72,381,489	\$766,645,344	\$1,582,356,739
Average Spent	\$26,244.19	\$29,779.57	\$32,636.68
Spending Potential Index	102	116	127
Shelter: Total \$	\$46,620,771	\$492,690,818	\$1,026,150,860
Average Spent	\$16,903.83	\$19,138.08	\$21,164.73
Spending Potential Index	108	122	135
TV/Video/Sound Equipment: Total \$	\$3,546,634	\$37,056,455	\$76,236,122
Average Spent	\$1,285.94	\$1,439.42	\$1,572.40
Spending Potential Index	106	118	129
Travel: Total \$	\$5,458,860	\$58,299,619	\$122,178,254
Average Spent	\$1,979.28	\$2,264.59	\$2,519.97
Spending Potential Index	107	123	136
Vehicle Maintenance & Repairs: Total \$	\$2,713,208	\$28,561,406	\$58,862,933
Average Spent	\$983.76	\$1,109.44	\$1,214.07
Spending Potential Index	105	119	130

**Data Note:** 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.