



6806 W Florissant Ave, Jenni...




Market Profile

Prepared by Patricia McKelvey

Latitude: 38.71632

Longitude: -90.260078

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	21,206	120,823	302,409
2000 Group Quarters	31	2,411	5,444
2010 Total Population	20,830	117,205	292,115
2015 Total Population	20,639	115,861	289,115
2010 - 2015 Annual Rate	-0.18%	-0.23%	-0.21%
 2000 Households	7,926	45,671	116,741
2000 Average Household Size	2.67	2.59	2.54
2010 Households	7,797	44,487	113,720
2010 Average Household Size	2.67	2.58	2.52
2015 Households	7,730	44,042	112,786
2015 Average Household Size	2.67	2.58	2.52
2010 - 2015 Annual Rate	-0.17%	-0.2%	-0.16%
2000 Families	5,461	30,488	74,179
2000 Average Family Size	3.26	3.2	3.21
2010 Families	5,197	28,712	69,599
2010 Average Family Size	3.32	3.25	3.25
2015 Families	5,075	27,980	67,837
2015 Average Family Size	3.34	3.27	3.27
2010 - 2015 Annual Rate	-0.47%	-0.52%	-0.51%
 2000 Housing Units	8,714	51,246	134,084
Owner Occupied Housing Units	65.0%	56.2%	51.7%
Renter Occupied Housing Units	26.0%	33.0%	35.4%
Vacant Housing Units	9.1%	10.8%	12.9%
2010 Housing Units	8,936	52,591	138,079
Owner Occupied Housing Units	61.3%	52.5%	48.0%
Renter Occupied Housing Units	25.9%	32.1%	34.3%
Vacant Housing Units	12.7%	15.4%	17.6%
2015 Housing Units	9,002	53,056	139,546
Owner Occupied Housing Units	60.2%	51.5%	47.1%
Renter Occupied Housing Units	25.7%	31.5%	33.7%
Vacant Housing Units	14.1%	17.0%	19.2%
Median Household Income			
2000	\$29,648	\$28,869	\$29,550
2010	\$38,732	\$37,245	\$38,133
2015	\$45,279	\$43,133	\$44,613
Median Home Value			
2000	\$50,043	\$53,636	\$56,646
2010	\$67,872	\$71,601	\$75,492
2015	\$78,796	\$82,179	\$86,040
Per Capita Income			
2000	\$14,658	\$14,491	\$15,639
2010	\$18,278	\$18,064	\$19,335
2015	\$20,602	\$20,469	\$21,898
Median Age			
2000	32.9	32.5	33.4
2010	34.8	34.1	35.0
2015	35.1	34.3	35.2

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 2010 and 2015.




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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	7,889	45,573	116,913
< \$15,000	22.6%	24.6%	25.0%
\$15,000 - \$24,999	20.0%	18.7%	17.6%
\$25,000 - \$34,999	14.9%	16.0%	15.2%
\$35,000 - \$49,999	16.3%	16.9%	16.5%
\$50,000 - \$74,999	16.4%	14.6%	14.8%
\$75,000 - \$99,999	6.2%	5.4%	6.1%
\$100,000 - \$149,999	2.6%	2.7%	3.2%
\$150,000 - \$199,999	0.3%	0.3%	0.6%
\$200,000+	0.8%	0.7%	1.0%
Average Household Income	\$38,493	\$37,790	\$39,921
2010 Households by Income			
Household Income Base	7,797	44,483	113,719
< \$15,000	17.8%	19.3%	19.9%
\$15,000 - \$24,999	16.0%	14.4%	13.5%
\$25,000 - \$34,999	11.4%	13.0%	12.3%
\$35,000 - \$49,999	17.1%	17.7%	17.4%
\$50,000 - \$74,999	17.5%	18.2%	17.8%
\$75,000 - \$99,999	12.9%	10.7%	10.9%
\$100,000 - \$149,999	5.3%	4.9%	5.6%
\$150,000 - \$199,999	0.8%	0.7%	1.1%
\$200,000+	1.1%	1.1%	1.4%
Average Household Income	\$48,646	\$46,913	\$49,057
2015 Households by Income			
Household Income Base	7,732	44,040	112,782
< \$15,000	15.1%	16.5%	17.0%
\$15,000 - \$24,999	13.4%	12.6%	11.8%
\$25,000 - \$34,999	10.9%	11.3%	10.6%
\$35,000 - \$49,999	14.6%	15.7%	15.2%
\$50,000 - \$74,999	21.9%	22.0%	21.6%
\$75,000 - \$99,999	13.8%	12.2%	12.3%
\$100,000 - \$149,999	7.6%	7.2%	8.0%
\$150,000 - \$199,999	1.2%	1.0%	1.5%
\$200,000+	1.6%	1.5%	1.8%
Average Household Income	\$54,783	\$53,063	\$55,437
2000 Owner Occupied HUs by Value			
Total	5,601	28,780	69,361
<\$50,000	49.9%	41.7%	37.4%
\$50,000 - 99,999	48.7%	54.0%	53.4%
\$100,000 - 149,999	1.1%	2.7%	5.0%
\$150,000 - 199,999	0.3%	1.1%	1.8%
\$200,000 - \$299,999	0.0%	0.2%	1.0%
\$300,000 - 499,999	0.0%	0.1%	0.9%
\$500,000 - 999,999	0.0%	0.0%	0.4%
\$1,000,000+	0.0%	0.0%	0.2%
Average Home Value	\$52,208	\$57,725	\$69,262
2000 Specified Renter Occupied HUs by Contract Rent			
Total	2,280	16,817	47,385
With Cash Rent	97.2%	97.1%	96.3%
No Cash Rent	2.8%	2.9%	3.7%
Median Rent	\$359	\$379	\$377
Average Rent	\$336	\$360	\$381

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 2010 and 2015.




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2000 Population by Age			
 Total	21,210	120,824	302,411
Age 0 - 4	7.2%	7.2%	6.9%
Age 5 - 9	9.2%	9.2%	8.7%
Age 10 - 14	8.9%	8.7%	8.4%
Age 15 - 19	8.3%	8.2%	7.8%
Age 20 - 24	6.5%	6.8%	7.0%
Age 25 - 34	12.6%	13.1%	13.2%
Age 35 - 44	15.0%	14.6%	14.7%
Age 45 - 54	13.2%	12.2%	12.2%
Age 55 - 64	8.4%	8.1%	7.9%
Age 65 - 74	6.3%	6.4%	6.9%
Age 75 - 84	3.5%	4.0%	4.6%
Age 85+	1.0%	1.3%	1.7%
Age 18+	69.5%	69.8%	71.2%
2010 Population by Age			
Total	20,828	117,207	292,113
Age 0 - 4	7.2%	7.3%	7.0%
Age 5 - 9	7.4%	7.8%	7.3%
Age 10 - 14	7.1%	7.2%	6.8%
Age 15 - 19	8.8%	8.6%	8.0%
Age 20 - 24	7.2%	7.6%	7.9%
Age 25 - 34	12.5%	12.6%	13.0%
Age 35 - 44	12.1%	12.1%	11.9%
Age 45 - 54	14.2%	13.5%	13.7%
Age 55 - 64	12.0%	11.1%	11.0%
Age 65 - 74	6.5%	6.5%	6.7%
Age 75 - 84	3.6%	4.0%	4.5%
Age 85+	1.4%	1.8%	2.1%
Age 18+	72.9%	72.5%	74.1%
2015 Population by Age			
Total	20,640	115,862	289,115
Age 0 - 4	7.3%	7.4%	7.0%
Age 5 - 9	7.4%	7.7%	7.3%
Age 10 - 14	7.5%	7.5%	7.1%
Age 15 - 19	6.8%	7.0%	6.5%
Age 20 - 24	7.8%	8.0%	8.0%
Age 25 - 34	13.0%	13.3%	13.8%
Age 35 - 44	11.8%	11.4%	11.4%
Age 45 - 54	12.3%	12.0%	12.0%
Age 55 - 64	13.1%	12.2%	12.3%
Age 65 - 74	8.0%	8.0%	8.2%
Age 75 - 84	3.5%	3.8%	4.2%
Age 85+	1.4%	1.8%	2.1%
Age 18+	73.7%	73.2%	74.7%
2000 Population by Sex			
Males	44.8%	45.1%	45.6%
Females	55.2%	54.9%	54.4%
2010 Population by Sex			
Males	44.4%	45.1%	45.7%
Females	55.6%	54.9%	54.3%
2015 Population by Sex			
Males	44.3%	45.1%	45.7%
Females	55.7%	54.9%	54.3%



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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Ring: 1, 3, 5 Miles

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2000 Population by Race/Ethnicity			
 Total	21,205	120,823	302,408
White Alone	12.1%	15.1%	22.7%
Black Alone	86.2%	82.9%	74.8%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.2%	0.4%	0.7%
Some Other Race Alone	0.2%	0.2%	0.3%
Two or More Races	1.2%	1.2%	1.3%
Hispanic Origin	0.6%	0.6%	0.9%
Diversity Index	25.2	29.8	40.1
2010 Population by Race/Ethnicity			
Total	20,830	117,205	292,116
White Alone	7.8%	10.8%	17.9%
Black Alone	90.2%	87.1%	79.2%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.3%	0.4%	0.8%
Some Other Race Alone	0.2%	0.3%	0.4%
Two or More Races	1.3%	1.3%	1.5%
Hispanic Origin	0.9%	1.0%	1.4%
Diversity Index	19.4	24.5	36.0
2015 Population by Race/Ethnicity			
Total	20,638	115,861	289,115
White Alone	6.8%	9.7%	16.4%
Black Alone	91.3%	88.1%	80.4%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.3%	0.4%	0.9%
Some Other Race Alone	0.2%	0.3%	0.4%
Two or More Races	1.4%	1.3%	1.6%
Hispanic Origin	1.0%	1.1%	1.6%
Diversity Index	17.9	23.1	34.7
2000 Population 3+ by School Enrollment			
 Total	20,409	115,694	290,503
Enrolled in Nursery/Preschool	2.4%	2.6%	2.3%
Enrolled in Kindergarten	1.5%	1.7%	1.7%
Enrolled in Grade 1-8	16.2%	15.7%	14.9%
Enrolled in Grade 9-12	7.1%	7.4%	6.8%
Enrolled in College	4.0%	4.5%	4.9%
Enrolled in Grad/Prof School	0.4%	0.6%	1.2%
Not Enrolled in School	68.4%	67.5%	68.2%
2010 Population 25+ by Educational Attainment			
Total	12,971	72,099	184,071
Less than 9th Grade	4.8%	5.7%	5.9%
9th - 12th Grade, No Diploma	14.4%	14.7%	13.6%
High School Graduate	38.7%	34.2%	32.1%
Some College, No Degree	24.2%	25.4%	23.9%
Associate Degree	7.0%	6.9%	6.4%
Bachelor's Degree	7.6%	9.0%	10.7%
Graduate/Professional Degree	3.3%	4.3%	7.4%

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 2010 and 2015.






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2010 Population 15+ by Marital Status			
 Total	16,301	91,069	230,434
Never Married	44.4%	43.4%	43.0%
Married	35.3%	35.4%	35.8%
Widowed	6.8%	7.7%	8.2%
Divorced	13.4%	13.6%	13.0%
2000 Population 16+ by Employment Status			
 Total	15,467	88,115	225,047
In Labor Force	62.8%	60.1%	59.9%
Civilian Employed	55.2%	53.0%	53.3%
Civilian Unemployed	7.4%	7.0%	6.5%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	37.2%	39.9%	40.1%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	77.7%	79.3%	80.4%
Civilian Unemployed	22.3%	20.7%	19.6%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	82.2%	83.6%	84.5%
Civilian Unemployed	17.8%	16.4%	15.5%
2000 Females 16+ by Employment Status and Age of Children			
Total	8,828	50,155	126,186
Own Children < 6 Only	6.2%	6.9%	6.3%
Employed/in Armed Forces	3.7%	4.3%	3.9%
Unemployed	1.4%	0.7%	0.6%
Not in Labor Force	1.2%	1.9%	1.8%
Own Children < 6 and 6-17 Only	7.0%	6.9%	6.4%
Employed/in Armed Forces	4.1%	4.3%	4.0%
Unemployed	1.2%	0.7%	0.6%
Not in Labor Force	1.7%	1.9%	1.8%
Own Children 6-17 Only	20.2%	18.7%	17.6%
Employed/in Armed Forces	14.1%	13.1%	12.2%
Unemployed	1.0%	1.1%	1.1%
Not in Labor Force	5.2%	4.5%	4.3%
No Own Children < 18	66.5%	67.5%	69.7%
Employed/in Armed Forces	31.2%	30.8%	31.7%
Unemployed	3.7%	3.6%	3.4%
Not in Labor Force	31.6%	33.0%	34.7%
2010 Employed Population 16+ by Industry			
 Total	7,644	40,977	104,313
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	2.9%	2.8%	3.0%
Manufacturing	9.3%	9.2%	8.8%
Wholesale Trade	2.9%	2.5%	2.5%
Retail Trade	9.9%	9.5%	9.3%
Transportation/Utilities	7.5%	7.8%	7.3%
Information	2.7%	2.3%	2.7%
Finance/Insurance/Real Estate	7.1%	7.8%	7.4%
Services	49.3%	51.0%	52.4%
Public Administration	8.4%	6.8%	6.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.




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2010 Employed Population 16+ by Occupation			
Total	7,646	40,976	104,312
White Collar	52.3%	54.6%	57.2%
Management/Business/Financial	6.0%	7.8%	8.9%
Professional	13.6%	16.3%	19.2%
Sales	9.5%	9.5%	9.3%
Administrative Support	23.2%	21.0%	19.8%
Services	28.3%	25.9%	24.3%
Blue Collar	19.4%	19.5%	18.5%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.3%	3.0%	3.1%
Installation/Maintenance/Repair	1.7%	2.4%	2.4%
Production	6.9%	6.6%	5.9%
Transportation/Material Moving	7.4%	7.3%	6.9%
2000 Workers 16+ by Means of Transportation to Work			
 Total	8,384	45,378	117,033
Drove Alone - Car, Truck, or Van	70.2%	71.6%	72.1%
Carpooled - Car, Truck, or Van	16.8%	15.9%	13.9%
Public Transportation	9.7%	9.0%	9.4%
Walked	1.8%	1.4%	2.2%
Other Means	0.4%	0.8%	0.9%
Worked at Home	1.2%	1.3%	1.5%
2000 Workers 16+ by Travel Time to Work			
Total	8,384	45,379	117,034
Did Not Work at Home	98.8%	98.7%	98.5%
Less than 5 minutes	0.8%	1.1%	1.6%
5 to 9 minutes	4.9%	4.8%	6.0%
10 to 19 minutes	21.1%	24.4%	27.6%
20 to 24 minutes	23.1%	21.9%	19.8%
25 to 34 minutes	26.8%	27.5%	26.1%
35 to 44 minutes	4.7%	5.2%	5.1%
45 to 59 minutes	7.4%	6.3%	6.1%
60 to 89 minutes	3.1%	3.6%	3.4%
90 or more minutes	7.0%	3.9%	2.8%
Worked at Home	1.2%	1.3%	1.5%
Average Travel Time to Work (in min)	33.5	29.0	26.7
2000 Households by Vehicles Available			
Total	7,891	45,662	116,871
None	18.2%	17.9%	19.6%
1	43.1%	45.5%	44.4%
2	28.1%	26.7%	26.4%
3	8.2%	7.9%	7.3%
4	1.9%	1.5%	1.7%
5+	0.6%	0.5%	0.6%
Average Number of Vehicles Available	1.4	1.3	1.3

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.





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2000 Households by Type			
 Total	7,927	45,671	116,741
Family Households	68.9%	66.8%	63.5%
Married-couple Family	29.4%	28.9%	29.6%
With Related Children	14.2%	13.4%	13.5%
Other Family (No Spouse)	39.5%	37.8%	33.9%
With Related Children	27.5%	26.9%	23.5%
Nonfamily Households	31.1%	33.2%	36.5%
Householder Living Alone	27.4%	29.1%	31.1%
Householder Not Living Alone	3.7%	4.1%	5.4%
Households with Related Children	41.7%	40.3%	37.0%
Households with Persons 65+	23.5%	23.7%	25.5%
2000 Households by Size			
Total	7,926	45,671	116,741
1 Person Household	27.4%	29.1%	31.1%
2 Person Household	27.2%	27.9%	28.0%
3 Person Household	19.4%	18.4%	17.2%
4 Person Household	13.7%	12.8%	12.2%
5 Person Household	6.9%	6.6%	6.3%
6 Person Household	3.1%	3.0%	2.8%
7+ Person Household	2.4%	2.2%	2.3%
2000 Households by Year Householder Moved In			
Total	7,890	45,662	116,872
Moved in 1999 to March 2000	14.5%	17.0%	18.2%
Moved in 1995 to 1998	25.1%	26.7%	26.4%
Moved in 1990 to 1994	13.2%	13.6%	13.5%
Moved in 1980 to 1989	17.3%	14.4%	13.9%
Moved in 1970 to 1979	20.9%	15.6%	13.0%
Moved in 1969 or Earlier	9.0%	12.7%	15.0%
Median Year Householder Moved In	1991	1993	1993
2000 Housing Units by Units in Structure			
 Total	8,718	51,195	134,247
1, Detached	85.7%	71.1%	61.5%
1, Attached	1.5%	1.7%	2.5%
2	2.7%	5.6%	9.9%
3 or 4	4.5%	8.1%	9.1%
5 to 9	1.6%	5.7%	5.7%
10 to 19	1.5%	3.3%	3.6%
20+	2.1%	4.3%	7.4%
Mobile Home	0.4%	0.2%	0.2%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	8,716	51,222	134,267
1999 to March 2000	0.3%	0.1%	0.2%
1995 to 1998	0.2%	0.6%	0.9%
1990 to 1994	1.4%	1.0%	1.0%
1980 to 1989	1.9%	3.3%	4.4%
1970 to 1979	6.2%	9.3%	8.8%
1969 or Earlier	90.0%	85.7%	84.7%
Median Year Structure Built	1952	1954	1953

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



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	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	Metro City Edge	Metro City Edge	Family Foundations
2.	Family Foundations	Family Foundations	Modest Income Homes
3.	City Commons	Modest Income Homes	Metro City Edge



2010 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 \$	\$9,277,018	\$51,389,394	\$137,803,110
Average Spent	\$1,189.82	\$1,155.16	\$1,211.78
Spending Potential Index	50	48	51
Computers & Accessories: Total \$	\$1,145,076	\$6,390,110	\$17,307,071
Average Spent	\$146.86	\$143.64	\$152.19
Spending Potential Index	67	65	69
Education: Total \$	\$6,830,571	\$37,393,657	\$101,111,049
Average Spent	\$876.05	\$840.55	\$889.12
Spending Potential Index	72	69	73
Entertainment/Recreation: Total \$	\$17,543,327	\$96,398,881	\$257,976,757
Average Spent	\$2,250.01	\$2,166.90	\$2,268.53
Spending Potential Index	70	67	70
Food at Home: Total \$	\$25,246,688	\$140,456,562	\$375,115,104
Average Spent	\$3,238.00	\$3,157.25	\$3,298.59
Spending Potential Index	72	71	74
Food Away from Home: Total \$	\$18,231,789	\$100,598,798	\$268,529,775
Average Spent	\$2,338.31	\$2,261.31	\$2,361.32
Spending Potential Index	73	70	73
Health Care: Total \$	\$21,378,963	\$117,598,385	\$312,933,591
Average Spent	\$2,741.95	\$2,643.43	\$2,751.79
Spending Potential Index	74	71	74
HH Furnishings & Equipment: Total \$	\$9,489,942	\$52,272,706	\$140,275,333
Average Spent	\$1,217.13	\$1,175.01	\$1,233.52
Spending Potential Index	59	57	60
Investments: Total \$	\$6,966,219	\$39,673,777	\$111,110,172
Average Spent	\$893.45	\$891.81	\$977.05
Spending Potential Index	51	51	56
Retail Goods: Total \$	\$130,251,516	\$719,407,750	\$1,920,226,612
Average Spent	\$16,705.34	\$16,171.19	\$16,885.57
Spending Potential Index	67	65	68
Shelter: Total \$	\$83,840,021	\$463,069,578	\$1,247,222,577
Average Spent	\$10,752.86	\$10,409.10	\$10,967.49
Spending Potential Index	68	66	69
TV/Video/Audio: Total \$	\$7,097,727	\$39,321,293	\$104,875,940
Average Spent	\$910.32	\$883.88	\$922.23
Spending Potential Index	73	71	74
Travel: Total \$	\$9,509,574	\$51,744,889	\$139,506,560
Average Spent	\$1,219.65	\$1,163.15	\$1,226.75
Spending Potential Index	64	61	65
Vehicle Maintenance & Repairs: Total \$	\$5,224,794	\$28,824,862	\$76,819,680
Average Spent	\$670.10	\$647.94	\$675.52
Spending Potential Index	71	69	72

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.