






Belleau Wood Dr, O'Fallon, M...

Latitude: 38.789621
Longitude: -90.674504

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	11,228	58,569	126,948
2000 Group Quarters	85	360	695
2010 Total Population	12,740	76,282	169,529
2015 Total Population	13,670	83,693	187,184
2010 - 2015 Annual Rate	1.42%	1.87%	2%
 2000 Households	3,704	19,842	42,774
2000 Average Household Size	3.01	2.93	2.95
2010 Households	4,369	26,742	58,741
2010 Average Household Size	2.9	2.84	2.87
2015 Households	4,733	29,614	65,334
2015 Average Household Size	2.87	2.81	2.85
2010 - 2015 Annual Rate	1.61%	2.06%	2.15%
2000 Families	3,105	16,017	34,782
2000 Average Family Size	3.29	3.27	3.29
2010 Families	3,563	20,929	46,457
2010 Average Family Size	3.22	3.22	3.26
2015 Families	3,818	22,877	51,052
2015 Average Family Size	3.21	3.21	3.26
2010 - 2015 Annual Rate	1.39%	1.8%	1.9%
 2000 Housing Units	3,779	20,414	43,947
Owner Occupied Housing Units	91.8%	86.7%	86.8%
Renter Occupied Housing Units	6.0%	10.5%	10.5%
Vacant Housing Units	2.2%	2.8%	2.7%
2010 Housing Units	4,511	27,951	61,454
Owner Occupied Housing Units	89.2%	84.8%	84.1%
Renter Occupied Housing Units	7.6%	10.9%	11.5%
Vacant Housing Units	3.1%	4.3%	4.4%
2015 Housing Units	4,932	31,395	69,390
Owner Occupied Housing Units	88.2%	83.5%	82.8%
Renter Occupied Housing Units	7.8%	10.8%	11.4%
Vacant Housing Units	4.0%	5.7%	5.8%
Median Household Income			
2000	\$62,344	\$57,677	\$60,941
2010	\$81,512	\$76,359	\$80,118
2015	\$96,887	\$86,514	\$95,113
Median Home Value			
2000	\$119,295	\$114,293	\$121,832
2010	\$174,920	\$169,663	\$179,733
2015	\$217,115	\$205,584	\$220,123
Per Capita Income			
2000	\$22,268	\$21,488	\$22,916
2010	\$31,207	\$30,097	\$31,594
2015	\$34,649	\$33,438	\$34,919
Median Age			
2000	32.1	32.2	32.9
2010	32.4	32.8	33.6
2015	32.8	32.9	33.5

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

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2000 Households by Income			
Household Income Base	3,726	19,872	42,822
< \$15,000	1.8%	4.7%	4.3%
\$15,000 - \$24,999	5.4%	7.0%	6.4%
\$25,000 - \$34,999	9.6%	10.2%	9.1%
\$35,000 - \$49,999	16.3%	17.5%	16.1%
\$50,000 - \$74,999	33.1%	31.5%	30.7%
\$75,000 - \$99,999	20.0%	17.4%	18.4%
\$100,000 - \$149,999	10.7%	9.3%	11.2%
\$150,000 - \$199,999	1.6%	1.3%	2.3%
\$200,000+	1.5%	1.1%	1.3%
Average Household Income	\$67,903	\$62,679	\$67,242
2010 Households by Income			
Household Income Base	4,370	26,742	58,741
< \$15,000	0.9%	2.8%	2.5%
\$15,000 - \$24,999	2.8%	3.9%	3.5%
\$25,000 - \$34,999	4.1%	4.6%	4.3%
\$35,000 - \$49,999	10.6%	12.4%	11.5%
\$50,000 - \$74,999	24.1%	24.6%	22.7%
\$75,000 - \$99,999	22.0%	20.3%	20.2%
\$100,000 - \$149,999	28.4%	25.1%	27.0%
\$150,000 - \$199,999	4.2%	3.6%	5.0%
\$200,000+	2.9%	2.6%	3.3%
Average Household Income	\$91,997	\$85,381	\$90,628
2015 Households by Income			
Household Income Base	4,732	29,614	65,333
< \$15,000	0.7%	2.2%	1.9%
\$15,000 - \$24,999	1.9%	3.0%	2.6%
\$25,000 - \$34,999	2.7%	3.2%	3.0%
\$35,000 - \$49,999	7.6%	9.2%	8.5%
\$50,000 - \$74,999	24.2%	25.3%	22.9%
\$75,000 - \$99,999	14.3%	13.5%	13.2%
\$100,000 - \$149,999	40.1%	36.4%	38.4%
\$150,000 - \$199,999	5.0%	4.3%	5.7%
\$200,000+	3.5%	3.0%	3.7%
Average Household Income	\$101,220	\$93,983	\$99,440
2000 Owner Occupied HUs by Value			
Total	3,451	17,673	38,136
<\$50,000	2.8%	6.8%	5.1%
\$50,000 - 99,999	21.3%	30.1%	23.5%
\$100,000 - 149,999	53.5%	38.1%	42.4%
\$150,000 - 199,999	15.8%	17.4%	19.2%
\$200,000 - \$299,999	5.4%	6.7%	7.7%
\$300,000 - 499,999	1.1%	0.7%	1.6%
\$500,000 - 999,999	0.1%	0.2%	0.3%
\$1,000,000+	0.0%	0.1%	0.1%
Average Home Value	\$128,215	\$123,711	\$133,660
2000 Specified Renter Occupied HUs by Contract Rent			
Total	259	2,127	4,565
With Cash Rent	96.9%	94.2%	95.0%
No Cash Rent	3.1%	5.8%	5.0%
Median Rent	\$558	\$534	\$549
Average Rent	\$622	\$535	\$584

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	11,227	58,568	126,947
Age 0 - 4	9.0%	9.1%	8.7%
Age 5 - 9	9.1%	9.0%	9.0%
Age 10 - 14	9.1%	8.7%	9.1%
Age 15 - 19	7.6%	7.1%	7.3%
Age 20 - 24	4.8%	5.0%	4.6%
Age 25 - 34	15.9%	16.4%	15.0%
Age 35 - 44	20.1%	19.2%	19.6%
Age 45 - 54	12.4%	11.6%	12.8%
Age 55 - 64	6.2%	6.8%	6.9%
Age 65 - 74	3.4%	4.3%	4.2%
Age 75 - 84	1.7%	2.2%	2.1%
Age 85+	0.6%	0.6%	0.6%
Age 18+	67.5%	68.5%	68.3%
2010 Population by Age			
Total	12,742	76,283	169,527
Age 0 - 4	9.2%	9.3%	9.0%
Age 5 - 9	8.7%	8.7%	8.7%
Age 10 - 14	8.1%	8.1%	8.4%
Age 15 - 19	6.7%	6.8%	7.1%
Age 20 - 24	5.2%	5.2%	4.9%
Age 25 - 34	16.2%	15.1%	13.8%
Age 35 - 44	15.6%	16.1%	16.1%
Age 45 - 54	15.1%	14.5%	15.4%
Age 55 - 64	8.6%	8.5%	9.0%
Age 65 - 74	3.9%	4.5%	4.5%
Age 75 - 84	1.9%	2.4%	2.3%
Age 85+	0.7%	0.8%	0.8%
Age 18+	69.5%	69.3%	69.2%
2015 Population by Age			
Total	13,670	83,691	187,183
Age 0 - 4	9.2%	9.2%	8.9%
Age 5 - 9	8.7%	8.7%	8.8%
Age 10 - 14	8.3%	8.4%	8.6%
Age 15 - 19	6.6%	6.7%	6.9%
Age 20 - 24	4.9%	5.2%	4.9%
Age 25 - 34	16.6%	15.4%	14.4%
Age 35 - 44	15.0%	15.1%	15.0%
Age 45 - 54	13.6%	13.4%	14.1%
Age 55 - 64	9.6%	9.5%	9.9%
Age 65 - 74	4.8%	5.1%	5.4%
Age 75 - 84	1.9%	2.3%	2.3%
Age 85+	0.8%	0.8%	0.8%
Age 18+	69.4%	69.2%	69.1%
2000 Population by Sex			
Males	49.3%	49.2%	49.3%
Females	50.7%	50.8%	50.7%
2010 Population by Sex			
Males	49.0%	48.7%	49.0%
Females	51.0%	51.3%	51.0%
2015 Population by Sex			
Males	48.9%	48.5%	48.8%
Females	51.1%	51.5%	51.2%



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 Race/Ethnicity			
 Total	11,228	58,568	126,947
White Alone	95.2%	95.4%	95.3%
Black Alone	2.1%	2.1%	2.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.8%	0.8%	0.9%
Some Other Race Alone	0.4%	0.4%	0.4%
Two or More Races	1.2%	1.1%	1.0%
Hispanic Origin	1.7%	1.6%	1.4%
Diversity Index	12.4	11.8	11.8
2010 Population by Race/Ethnicity			
Total	12,739	76,281	169,530
White Alone	91.6%	91.9%	91.8%
Black Alone	3.4%	3.6%	3.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	2.0%	1.9%	2.1%
Some Other Race Alone	0.8%	0.7%	0.7%
Two or More Races	1.9%	1.6%	1.6%
Hispanic Origin	3.3%	3.0%	2.7%
Diversity Index	21.4	20.3	20.0
2015 Population by Race/Ethnicity			
Total	13,670	83,693	187,185
White Alone	90.6%	90.9%	90.9%
Black Alone	3.9%	4.1%	3.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	2.3%	2.1%	2.3%
Some Other Race Alone	0.8%	0.7%	0.8%
Two or More Races	2.1%	1.8%	1.8%
Hispanic Origin	4.0%	3.6%	3.2%
Diversity Index	24.1	22.8	22.4
2000 Population 3+ by School Enrollment			
 Total	10,762	55,469	120,567
Enrolled in Nursery/Preschool	2.5%	2.4%	2.6%
Enrolled in Kindergarten	1.8%	1.7%	1.8%
Enrolled in Grade 1-8	16.4%	15.3%	15.5%
Enrolled in Grade 9-12	7.6%	6.7%	6.9%
Enrolled in College	3.9%	4.2%	4.2%
Enrolled in Grad/Prof School	0.5%	0.7%	1.0%
Not Enrolled in School	67.3%	69.1%	68.1%
2010 Population 25+ by Educational Attainment			
Total	7,909	47,171	104,907
Less than 9th Grade	1.8%	2.4%	1.8%
9th - 12th Grade, No Diploma	5.3%	5.5%	5.0%
High School Graduate	24.9%	28.7%	26.3%
Some College, No Degree	26.4%	24.7%	24.4%
Associate Degree	8.0%	9.3%	9.0%
Bachelor's Degree	24.2%	20.7%	23.9%
Graduate/Professional Degree	9.4%	8.7%	9.5%

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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

Market Profile

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2010 Population 15+ by Marital Status			
 Total	9,422	56,304	125,264
Never Married	24.1%	24.0%	23.8%
Married	61.8%	63.0%	63.9%
Widowed	3.6%	3.8%	3.6%
Divorced	10.5%	9.2%	8.8%
2000 Population 16+ by Employment Status			
 Total	7,976	41,940	90,718
In Labor Force	79.5%	77.0%	77.0%
Civilian Employed	77.4%	74.5%	74.7%
Civilian Unemployed	2.0%	2.4%	2.2%
In Armed Forces	0.2%	0.2%	0.1%
Not in Labor Force	20.5%	23.0%	23.0%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	90.9%	91.2%	91.3%
Civilian Unemployed	9.1%	8.8%	8.7%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	93.0%	93.2%	93.3%
Civilian Unemployed	7.0%	6.8%	6.7%
2000 Females 16+ by Employment Status and Age of Children			
Total	4,050	21,636	46,763
Own Children < 6 Only	10.9%	11.8%	11.1%
Employed/in Armed Forces	8.2%	8.4%	7.7%
Unemployed	0.6%	0.4%	0.3%
Not in Labor Force	2.1%	3.0%	3.2%
Own Children < 6 and 6-17 Only	9.7%	9.2%	9.4%
Employed/in Armed Forces	5.7%	5.6%	5.8%
Unemployed	0.2%	0.3%	0.2%
Not in Labor Force	3.8%	3.3%	3.4%
Own Children 6-17 Only	25.5%	22.1%	22.4%
Employed/in Armed Forces	21.5%	17.9%	18.1%
Unemployed	0.7%	0.4%	0.3%
Not in Labor Force	3.3%	3.7%	4.0%
No Own Children < 18	53.9%	56.9%	57.1%
Employed/in Armed Forces	33.5%	35.0%	35.6%
Unemployed	0.8%	1.5%	1.6%
Not in Labor Force	19.6%	20.4%	19.9%
2010 Employed Population 16+ by Industry			
 Total	5,819	34,138	75,736
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	5.8%	6.8%	6.6%
Manufacturing	11.4%	12.9%	12.2%
Wholesale Trade	3.4%	3.6%	3.9%
Retail Trade	15.9%	13.7%	13.5%
Transportation/Utilities	7.2%	6.0%	5.6%
Information	3.0%	3.0%	3.0%
Finance/Insurance/Real Estate	8.2%	8.0%	8.4%
Services	41.6%	42.1%	42.7%
Public Administration	3.6%	3.9%	3.9%


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	5,818	34,140	75,739
White Collar	69.3%	64.6%	67.2%
Management/Business/Financial	15.1%	14.4%	16.0%
Professional	21.3%	19.9%	21.0%
Sales	13.6%	12.5%	13.3%
Administrative Support	19.3%	17.8%	16.9%
Services	13.0%	14.7%	14.0%
Blue Collar	17.7%	20.7%	18.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.1%	6.1%	5.7%
Installation/Maintenance/Repair	3.6%	3.9%	3.6%
Production	4.6%	5.7%	4.9%
Transportation/Material Moving	4.5%	4.9%	4.5%
2000 Workers 16+ by Means of Transportation to Work			
 Total	6,137	30,931	67,035
Drove Alone - Car, Truck, or Van	85.7%	86.2%	87.5%
Carpooled - Car, Truck, or Van	9.4%	9.6%	8.2%
Public Transportation	0.2%	0.3%	0.2%
Walked	1.4%	0.9%	0.6%
Other Means	0.6%	0.7%	0.6%
Worked at Home	2.7%	2.4%	2.9%
2000 Workers 16+ by Travel Time to Work			
Total	6,137	30,930	67,037
Did Not Work at Home	97.3%	97.6%	97.1%
Less than 5 minutes	1.8%	1.9%	1.7%
5 to 9 minutes	8.9%	8.7%	7.5%
10 to 19 minutes	24.9%	25.1%	23.0%
20 to 24 minutes	12.9%	12.8%	13.1%
25 to 34 minutes	24.6%	23.9%	24.9%
35 to 44 minutes	10.5%	9.3%	10.7%
45 to 59 minutes	10.0%	11.2%	11.2%
60 to 89 minutes	2.6%	3.9%	3.9%
90 or more minutes	1.1%	0.9%	1.1%
Worked at Home	2.7%	2.4%	2.9%
Average Travel Time to Work (in min)	25.6	26.3	27.3
2000 Households by Vehicles Available			
Total	3,715	19,841	42,751
None	1.8%	3.1%	2.7%
1	20.0%	22.2%	21.1%
2	55.8%	51.4%	52.8%
3	16.6%	17.5%	17.6%
4	4.4%	4.4%	4.5%
5+	1.3%	1.4%	1.4%
Average Number of Vehicles Available	2.1	2.0	2.0

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	3,705	19,842	42,775
Family Households	83.8%	80.7%	81.3%
Married-couple Family	71.6%	67.2%	69.0%
With Related Children	43.9%	39.2%	40.0%
Other Family (No Spouse)	12.2%	13.5%	12.3%
With Related Children	8.6%	9.6%	8.7%
Nonfamily Households	16.2%	19.3%	18.7%
Householder Living Alone	12.3%	15.2%	14.8%
Householder Not Living Alone	3.9%	4.1%	3.9%
Households with Related Children	52.6%	48.8%	48.7%
Households with Persons 65+	11.2%	14.3%	13.9%
2000 Households by Size			
Total	3,704	19,842	42,774
1 Person Household	12.3%	15.2%	14.8%
2 Person Household	28.8%	30.1%	30.3%
3 Person Household	21.6%	20.6%	20.1%
4 Person Household	22.7%	20.8%	21.3%
5 Person Household	10.1%	9.2%	9.4%
6 Person Household	3.3%	3.0%	2.9%
7+ Person Household	1.3%	1.2%	1.1%
2000 Households by Year Householder Moved In			
Total	3,713	19,843	42,750
Moved in 1999 to March 2000	14.9%	18.1%	18.4%
Moved in 1995 to 1998	42.0%	39.5%	36.7%
Moved in 1990 to 1994	21.6%	18.2%	20.4%
Moved in 1980 to 1989	14.0%	13.1%	15.4%
Moved in 1970 to 1979	6.3%	7.3%	6.4%
Moved in 1969 or Earlier	1.2%	3.7%	2.6%
Median Year Householder Moved In	1996	1996	1996
2000 Housing Units by Units in Structure			
 Total	3,799	20,417	43,941
1, Detached	90.2%	83.4%	83.3%
1, Attached	2.7%	3.4%	4.4%
2	2.2%	0.8%	0.6%
3 or 4	1.3%	1.5%	1.8%
5 to 9	0.6%	1.5%	2.0%
10 to 19	0.1%	1.5%	2.0%
20+	0.0%	0.9%	1.1%
Mobile Home	2.9%	6.9%	4.9%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	3,792	20,412	43,930
1999 to March 2000	4.1%	7.6%	7.0%
1995 to 1998	25.6%	23.2%	19.1%
1990 to 1994	20.2%	14.5%	15.7%
1980 to 1989	24.0%	21.1%	28.7%
1970 to 1979	20.0%	18.3%	18.6%
1969 or Earlier	6.1%	15.2%	10.7%
Median Year Structure Built	1990	1988	1987

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.	Sophisticated Squires	Midland Crowd	Sophisticated Squires
3.		Sophisticated Squires	Boomburbs



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 \$	\$9,592,163	\$54,565,926	\$127,278,142
Average Spent	\$2,195.51	\$2,040.46	\$2,166.77
Spending Potential Index	92	85	90
Computers & Accessories: Total \$	\$1,310,379	\$7,373,850	\$17,183,974
Average Spent	\$299.93	\$275.74	\$292.54
Spending Potential Index	136	125	133
Education: Total \$	\$6,970,049	\$39,686,812	\$94,472,057
Average Spent	\$1,595.34	\$1,484.06	\$1,608.28
Spending Potential Index	131	122	132
Entertainment/Recreation: Total \$	\$19,098,680	\$108,193,714	\$252,753,281
Average Spent	\$4,371.41	\$4,045.83	\$4,302.84
Spending Potential Index	136	126	133
Food at Home: Total \$	\$24,305,738	\$140,388,554	\$323,968,124
Average Spent	\$5,563.23	\$5,249.74	\$5,515.20
Spending Potential Index	124	117	123
Food Away from Home: Total \$	\$18,471,932	\$105,601,090	\$244,435,289
Average Spent	\$4,227.95	\$3,948.89	\$4,161.24
Spending Potential Index	131	123	129
Health Care: Total \$	\$19,434,908	\$114,642,828	\$263,345,863
Average Spent	\$4,448.37	\$4,287.00	\$4,483.17
Spending Potential Index	119	115	120
HH Furnishings & Equipment: Total \$	\$10,793,706	\$60,703,202	\$142,220,800
Average Spent	\$2,470.52	\$2,269.96	\$2,421.15
Spending Potential Index	120	110	118
Investments: Total \$	\$8,774,694	\$49,892,047	\$119,425,808
Average Spent	\$2,008.40	\$1,865.68	\$2,033.09
Spending Potential Index	115	107	117
Retail Goods: Total \$	\$136,365,463	\$779,329,110	\$1,807,489,493
Average Spent	\$31,212.05	\$29,142.51	\$30,770.49
Spending Potential Index	126	117	124
Shelter: Total \$	\$94,283,900	\$527,891,547	\$1,237,162,797
Average Spent	\$21,580.20	\$19,740.17	\$21,061.32
Spending Potential Index	137	125	133
TV/Video/Audio: Total \$	\$6,929,887	\$39,936,541	\$92,052,516
Average Spent	\$1,586.15	\$1,493.40	\$1,567.09
Spending Potential Index	128	120	126
Travel: Total \$	\$11,349,453	\$63,147,772	\$149,967,523
Average Spent	\$2,597.72	\$2,361.37	\$2,553.03
Spending Potential Index	137	125	135
Vehicle Maintenance & Repairs: Total \$	\$5,357,451	\$30,650,129	\$71,013,684
Average Spent	\$1,226.24	\$1,146.14	\$1,208.93
Spending Potential Index	130	122	128

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.