






# Market Profile

Prepared by Patricia McKelvey

1282 Jungermann Rd, St Peter...

Latitude: 38.758965  
Longitude: -90.586853

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	10,292	88,020	151,707
2000 Group Quarters	34	255	1,182
2010 Total Population	10,865	95,125	164,619
2015 Total Population	11,167	98,294	170,997
2010 - 2015 Annual Rate	0.55%	0.66%	0.76%
 2000 Households	3,573	30,906	55,186
2000 Average Household Size	2.87	2.84	2.73
2010 Households	3,933	34,798	62,160
2010 Average Household Size	2.75	2.73	2.63
2015 Households	4,081	36,318	65,140
2015 Average Household Size	2.73	2.7	2.61
2010 - 2015 Annual Rate	0.74%	0.86%	0.94%
2000 Families	2,889	24,113	41,151
2000 Average Family Size	3.22	3.24	3.19
2010 Families	3,074	26,084	44,495
2010 Average Family Size	3.15	3.19	3.14
2015 Families	3,146	26,796	45,885
2015 Average Family Size	3.14	3.18	3.14
2010 - 2015 Annual Rate	0.46%	0.54%	0.62%
 <b>2000 Housing Units</b>	3,617	31,530	56,709
Owner Occupied Housing Units	88.7%	84.1%	77.8%
Renter Occupied Housing Units	9.8%	13.8%	19.4%
Vacant Housing Units	1.5%	2.0%	2.8%
<b>2010 Housing Units</b>	4,022	36,057	65,119
Owner Occupied Housing Units	85.8%	80.2%	73.8%
Renter Occupied Housing Units	12.0%	16.3%	21.6%
Vacant Housing Units	2.2%	3.5%	4.5%
<b>2015 Housing Units</b>	4,210	38,067	69,240
Owner Occupied Housing Units	84.6%	79.0%	72.5%
Renter Occupied Housing Units	12.3%	16.4%	21.5%
Vacant Housing Units	3.1%	4.6%	5.9%
<b>Median Household Income</b>			
2000	\$63,431	\$61,144	\$58,071
2010	\$83,760	\$79,873	\$77,413
2015	\$101,381	\$95,185	\$90,536
<b>Median Home Value</b>			
2000	\$115,835	\$119,116	\$118,600
2010	\$169,947	\$174,207	\$174,741
2015	\$209,987	\$214,420	\$215,285
<b>Per Capita Income</b>			
2000	\$23,252	\$24,102	\$24,105
2010	\$32,279	\$32,830	\$33,392
2015	\$35,800	\$36,465	\$37,151
<b>Median Age</b>			
2000	34.4	34.4	34.7
2010	36.9	36.1	36.1
2015	37.3	36.3	36.2

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
<b>2000 Households by Income</b>			
 Household Income Base	3,581	30,960	55,209
< \$15,000	2.9%	4.2%	5.6%
\$15,000 - \$24,999	5.0%	7.1%	8.0%
\$25,000 - \$34,999	9.6%	9.3%	10.1%
\$35,000 - \$49,999	16.9%	16.6%	17.1%
\$50,000 - \$74,999	27.8%	27.8%	26.6%
\$75,000 - \$99,999	21.8%	19.0%	17.1%
\$100,000 - \$149,999	13.1%	12.2%	11.5%
\$150,000 - \$199,999	1.8%	2.7%	2.6%
\$200,000+	1.1%	1.1%	1.4%
Average Household Income	\$68,743	\$67,970	\$65,972
<b>2010 Households by Income</b>			
Household Income Base	3,936	34,797	62,158
< \$15,000	1.9%	2.3%	3.2%
\$15,000 - \$24,999	2.4%	3.8%	4.7%
\$25,000 - \$34,999	4.0%	4.6%	5.2%
\$35,000 - \$49,999	12.7%	13.2%	13.5%
\$50,000 - \$74,999	20.4%	21.0%	21.0%
\$75,000 - \$99,999	20.0%	19.8%	18.6%
\$100,000 - \$149,999	31.6%	27.4%	25.5%
\$150,000 - \$199,999	4.4%	4.7%	4.6%
\$200,000+	2.7%	3.3%	3.7%
Average Household Income	\$91,168	\$89,391	\$88,288
<b>2015 Households by Income</b>			
Household Income Base	4,085	36,317	65,138
< \$15,000	1.3%	1.6%	2.4%
\$15,000 - \$24,999	1.6%	2.8%	3.5%
\$25,000 - \$34,999	2.6%	3.2%	3.7%
\$35,000 - \$49,999	9.0%	9.7%	10.1%
\$50,000 - \$74,999	20.2%	21.7%	22.0%
\$75,000 - \$99,999	12.7%	12.9%	12.2%
\$100,000 - \$149,999	44.3%	38.8%	36.3%
\$150,000 - \$199,999	5.2%	5.6%	5.6%
\$200,000+	3.0%	3.6%	4.2%
Average Household Income	\$100,259	\$98,305	\$97,366
<b>2000 Owner Occupied HUs by Value</b>			
Total	3,222	26,545	44,128
<\$50,000	1.0%	3.1%	3.9%
\$50,000 - 99,999	20.1%	24.0%	27.0%
\$100,000 - 149,999	65.1%	49.4%	42.7%
\$150,000 - 199,999	9.4%	16.3%	16.4%
\$200,000 - \$299,999	3.8%	6.3%	8.0%
\$300,000 - 499,999	0.5%	0.8%	1.7%
\$500,000 - 999,999	0.2%	0.1%	0.4%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$123,957	\$128,566	\$132,543
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	346	4,373	11,025
With Cash Rent	99.1%	97.6%	96.8%
No Cash Rent	0.9%	2.4%	3.2%
Median Rent	\$617	\$589	\$561
Average Rent	\$614	\$592	\$581

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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Ring: 1, 3, 5 Miles

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<b>2000 Population by Age</b>			
 Total	10,293	88,021	151,709
Age 0 - 4	6.9%	7.1%	7.2%
Age 5 - 9	8.8%	8.3%	8.0%
Age 10 - 14	9.4%	9.2%	8.6%
Age 15 - 19	8.5%	7.9%	7.6%
Age 20 - 24	4.9%	5.2%	5.6%
Age 25 - 34	12.3%	13.2%	13.5%
Age 35 - 44	19.4%	19.1%	18.6%
Age 45 - 54	16.5%	15.5%	14.6%
Age 55 - 64	7.1%	7.4%	7.9%
Age 65 - 74	3.8%	4.2%	4.8%
Age 75 - 84	2.0%	2.3%	2.8%
Age 85+	0.3%	0.5%	0.8%
Age 18+	69.1%	70.1%	71.2%
<b>2010 Population by Age</b>			
Total	10,863	95,125	164,619
Age 0 - 4	6.6%	7.0%	7.2%
Age 5 - 9	7.1%	7.2%	7.2%
Age 10 - 14	7.3%	7.3%	7.2%
Age 15 - 19	7.7%	7.2%	7.0%
Age 20 - 24	5.3%	5.6%	5.9%
Age 25 - 34	13.4%	14.2%	14.0%
Age 35 - 44	13.9%	14.2%	14.2%
Age 45 - 54	17.1%	16.5%	15.9%
Age 55 - 64	13.2%	12.0%	11.5%
Age 65 - 74	5.2%	5.4%	5.7%
Age 75 - 84	2.3%	2.6%	3.1%
Age 85+	0.8%	0.9%	1.2%
Age 18+	73.7%	74.0%	74.0%
<b>2015 Population by Age</b>			
Total	11,167	98,295	170,999
Age 0 - 4	6.5%	7.0%	7.1%
Age 5 - 9	7.0%	7.2%	7.2%
Age 10 - 14	7.7%	7.5%	7.4%
Age 15 - 19	6.7%	6.5%	6.5%
Age 20 - 24	5.3%	5.4%	5.6%
Age 25 - 34	13.1%	14.4%	14.3%
Age 35 - 44	14.7%	14.7%	14.4%
Age 45 - 54	14.8%	14.3%	14.0%
Age 55 - 64	13.6%	12.4%	12.0%
Age 65 - 74	7.2%	7.1%	7.1%
Age 75 - 84	2.5%	2.8%	3.1%
Age 85+	0.9%	1.0%	1.2%
Age 18+	74.3%	74.2%	74.2%
<b>2000 Population by Sex</b>			
Males	49.5%	49.3%	49.1%
Females	50.5%	50.7%	50.9%
<b>2010 Population by Sex</b>			
Males	49.1%	48.9%	48.9%
Females	50.9%	51.1%	51.1%
<b>2015 Population by Sex</b>			
Males	48.9%	48.8%	48.9%
Females	51.1%	51.2%	51.1%



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
<b>2000 Population by Race/Ethnicity</b>			
 Total	10,292	88,020	151,708
White Alone	94.5%	94.6%	94.4%
Black Alone	2.6%	2.6%	2.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.3%	1.1%	1.1%
Some Other Race Alone	0.2%	0.4%	0.5%
Two or More Races	1.2%	1.1%	1.1%
Hispanic Origin	1.1%	1.3%	1.5%
Diversity Index	12.5	12.9	13.4
<b>2010 Population by Race/Ethnicity</b>			
Total	10,864	95,124	164,620
White Alone	90.3%	90.3%	90.3%
Black Alone	4.2%	4.3%	4.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	3.2%	2.8%	2.6%
Some Other Race Alone	0.3%	0.7%	0.9%
Two or More Races	1.8%	1.6%	1.6%
Hispanic Origin	2.0%	2.6%	2.9%
Diversity Index	21.5	22.4	22.9
<b>2015 Population by Race/Ethnicity</b>			
Total	11,168	98,295	170,997
White Alone	89.0%	89.1%	89.1%
Black Alone	4.7%	4.8%	4.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	3.7%	3.2%	3.0%
Some Other Race Alone	0.4%	0.8%	0.9%
Two or More Races	2.0%	1.8%	1.8%
Hispanic Origin	2.4%	3.1%	3.4%
Diversity Index	24.1	25.1	25.6
<b>2000 Population 3+ by School Enrollment</b>			
 Total	9,965	84,412	145,450
Enrolled in Nursery/Preschool	2.5%	2.4%	2.3%
Enrolled in Kindergarten	2.0%	1.7%	1.6%
Enrolled in Grade 1-8	16.2%	14.9%	14.1%
Enrolled in Grade 9-12	7.9%	7.2%	6.8%
Enrolled in College	4.7%	4.4%	4.5%
Enrolled in Grad/Prof School	0.9%	1.3%	1.2%
Not Enrolled in School	65.9%	68.0%	69.4%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	7,159	62,516	107,893
Less than 9th Grade	0.8%	1.5%	2.0%
9th - 12th Grade, No Diploma	5.0%	4.3%	5.0%
High School Graduate	23.3%	24.5%	25.5%
Some College, No Degree	24.4%	24.5%	24.4%
Associate Degree	9.1%	9.4%	8.9%
Bachelor's Degree	24.8%	25.5%	24.0%
Graduate/Professional Degree	12.5%	10.4%	10.2%

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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

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<b>2010 Population 15+ by Marital Status</b>			
 Total	8,573	74,710	129,129
Never Married	26.7%	26.7%	26.3%
Married	59.4%	58.9%	58.7%
Widowed	3.4%	3.9%	4.5%
Divorced	10.6%	10.4%	10.5%
<b>2000 Population 16+ by Employment Status</b>			
 Total	7,448	64,701	112,932
In Labor Force	79.1%	76.8%	75.7%
Civilian Employed	77.4%	74.9%	73.3%
Civilian Unemployed	1.6%	1.8%	2.3%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	20.9%	23.2%	24.3%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.7%	90.9%	89.7%
Civilian Unemployed	9.3%	9.1%	10.3%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.7%	92.9%	91.9%
Civilian Unemployed	7.3%	7.1%	8.1%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	3,792	33,401	58,461
Own Children < 6 Only	8.2%	8.8%	8.8%
Employed/in Armed Forces	5.9%	6.2%	6.3%
Unemployed	0.0%	0.0%	0.2%
Not in Labor Force	2.3%	2.6%	2.4%
Own Children < 6 and 6-17 Only	7.8%	7.9%	7.5%
Employed/in Armed Forces	5.1%	5.0%	4.8%
Unemployed	0.3%	0.1%	0.1%
Not in Labor Force	2.3%	2.8%	2.5%
Own Children 6-17 Only	27.8%	22.9%	21.3%
Employed/in Armed Forces	22.3%	18.7%	17.4%
Unemployed	0.4%	0.3%	0.2%
Not in Labor Force	5.2%	4.0%	3.6%
No Own Children < 18	56.3%	60.4%	62.4%
Employed/in Armed Forces	38.6%	39.0%	38.2%
Unemployed	0.8%	1.1%	1.7%
Not in Labor Force	16.9%	20.3%	22.5%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	4,997	43,607	73,712
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	4.5%	5.9%	6.1%
Manufacturing	11.1%	11.7%	11.9%
Wholesale Trade	3.8%	4.0%	4.1%
Retail Trade	14.2%	13.4%	13.6%
Transportation/Utilities	5.5%	6.3%	6.1%
Information	2.1%	3.0%	2.9%
Finance/Insurance/Real Estate	8.2%	9.0%	8.6%
Services	45.7%	42.3%	42.6%
Public Administration	4.9%	4.2%	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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<b>2010 Employed Population 16+ by Occupation</b>			
Total	4,997	43,611	73,713
White Collar	68.9%	69.7%	68.8%
Management/Business/Financial	15.0%	16.3%	15.9%
Professional	23.8%	22.7%	21.9%
Sales	13.8%	13.3%	13.3%
Administrative Support	16.3%	17.2%	17.6%
Services	14.0%	13.5%	13.8%
Blue Collar	17.1%	16.8%	17.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.6%	5.0%	5.1%
Installation/Maintenance/Repair	3.1%	3.4%	3.3%
Production	4.7%	3.9%	4.2%
Transportation/Material Moving	4.6%	4.5%	4.8%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	5,688	47,951	81,776
Drove Alone - Car, Truck, or Van	87.7%	89.0%	88.2%
Carpooled - Car, Truck, or Van	6.7%	7.0%	7.7%
Public Transportation	0.8%	0.4%	0.4%
Walked	0.6%	0.3%	0.5%
Other Means	1.0%	0.5%	0.5%
Worked at Home	3.2%	2.8%	2.7%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	5,687	47,950	81,774
Did Not Work at Home	96.8%	97.2%	97.3%
Less than 5 minutes	1.8%	1.4%	1.6%
5 to 9 minutes	6.7%	6.5%	7.6%
10 to 19 minutes	20.9%	23.5%	25.6%
20 to 24 minutes	15.7%	15.3%	15.3%
25 to 34 minutes	27.1%	26.8%	25.2%
35 to 44 minutes	10.1%	10.3%	9.2%
45 to 59 minutes	9.7%	9.0%	8.4%
60 to 89 minutes	4.0%	3.2%	3.1%
90 or more minutes	0.7%	1.3%	1.3%
Worked at Home	3.2%	2.8%	2.7%
Average Travel Time to Work (in min)	26.5	26.8	25.9
<b>2000 Households by Vehicles Available</b>			
Total	3,569	30,932	55,204
None	1.6%	2.6%	3.6%
1	22.1%	24.5%	26.7%
2	53.6%	50.4%	48.4%
3	15.5%	16.1%	15.4%
4	5.5%	4.7%	4.3%
5+	1.7%	1.8%	1.6%
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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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Type</b>			
 Total	3,572	30,906	55,186
Family Households	80.9%	78.0%	74.6%
Married-couple Family	68.1%	65.3%	61.9%
With Related Children	39.1%	36.1%	33.1%
Other Family (No Spouse)	12.8%	12.7%	12.7%
With Related Children	8.6%	8.7%	8.6%
Nonfamily Households	19.1%	22.0%	25.4%
Householder Living Alone	15.5%	17.7%	20.5%
Householder Not Living Alone	3.6%	4.3%	5.0%
Households with Related Children	47.7%	44.8%	41.7%
Households with Persons 65+	12.8%	14.4%	16.2%
<b>2000 Households by Size</b>			
Total	3,573	30,906	55,186
1 Person Household	15.6%	17.7%	20.5%
2 Person Household	29.8%	30.9%	31.8%
3 Person Household	19.5%	19.0%	17.9%
4 Person Household	21.8%	20.0%	18.4%
5 Person Household	9.5%	8.9%	8.1%
6 Person Household	2.8%	2.5%	2.4%
7+ Person Household	1.0%	0.9%	0.9%
<b>2000 Households by Year Householder Moved In</b>			
Total	3,567	30,934	55,204
Moved in 1999 to March 2000	14.0%	15.7%	18.4%
Moved in 1995 to 1998	26.2%	31.7%	32.6%
Moved in 1990 to 1994	24.6%	21.7%	19.7%
Moved in 1980 to 1989	26.4%	20.8%	17.7%
Moved in 1970 to 1979	8.0%	8.1%	8.1%
Moved in 1969 or Earlier	0.8%	1.9%	3.5%
Median Year Householder Moved In	1993	1994	1995
<b>2000 Housing Units by Units in Structure</b>			
 Total	3,604	31,567	56,785
1, Detached	86.8%	79.0%	72.7%
1, Attached	4.7%	5.8%	6.1%
2	0.8%	0.4%	1.3%
3 or 4	3.4%	3.5%	4.0%
5 to 9	2.3%	3.5%	4.5%
10 to 19	1.3%	3.8%	4.9%
20+	0.6%	2.1%	3.7%
Mobile Home	0.1%	2.1%	2.8%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	3,594	31,551	56,728
1999 to March 2000	1.6%	2.0%	2.3%
1995 to 1998	2.9%	9.2%	11.8%
1990 to 1994	14.5%	14.2%	13.8%
1980 to 1989	46.3%	40.1%	33.8%
1970 to 1979	31.7%	27.1%	23.6%
1969 or Earlier	2.9%	7.3%	14.6%
Median Year Structure Built	1983	1984	1983

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
<b>Top 3 Tapestry Segments</b>			
1.	Sophisticated Squires	Sophisticated Squires	Sophisticated Squires
2.	Milk and Cookies	Up and Coming Families	Up and Coming Families
3.	In Style	Milk and Cookies	Aspiring Young Familie



**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 \$	\$8,545,205	\$74,533,838	\$132,482,055
Average Spent	\$2,172.69	\$2,141.90	\$2,131.31
Spending Potential Index	91	89	89
Computers & Accessories: Total \$	\$1,142,716	\$9,992,653	\$17,702,319
Average Spent	\$290.55	\$287.16	\$284.79
Spending Potential Index	132	130	129
Education: Total \$	\$6,567,365	\$56,406,397	\$100,259,608
Average Spent	\$1,669.81	\$1,620.97	\$1,612.93
Spending Potential Index	137	133	132
Entertainment/Recreation: Total \$	\$16,985,973	\$147,230,229	\$259,134,934
Average Spent	\$4,318.83	\$4,231.00	\$4,168.84
Spending Potential Index	134	131	129
Food at Home: Total \$	\$21,862,066	\$190,833,867	\$340,264,534
Average Spent	\$5,558.62	\$5,484.05	\$5,474.01
Spending Potential Index	124	123	122
Food Away from Home: Total \$	\$16,391,880	\$142,990,158	\$253,779,357
Average Spent	\$4,167.78	\$4,109.15	\$4,082.68
Spending Potential Index	129	128	127
Health Care: Total \$	\$17,867,305	\$154,820,554	\$275,076,672
Average Spent	\$4,542.92	\$4,449.12	\$4,425.30
Spending Potential Index	122	119	119
HH Furnishings & Equipment: Total \$	\$9,542,849	\$82,659,942	\$145,092,843
Average Spent	\$2,426.35	\$2,375.42	\$2,334.18
Spending Potential Index	118	115	113
Investments: Total \$	\$8,350,901	\$71,615,413	\$126,419,348
Average Spent	\$2,123.29	\$2,058.03	\$2,033.77
Spending Potential Index	122	118	117
Retail Goods: Total \$	\$121,113,384	\$1,051,896,415	\$1,857,002,206
Average Spent	\$30,794.15	\$30,228.65	\$29,874.55
Spending Potential Index	124	122	120
Shelter: Total \$	\$83,627,201	\$726,770,942	\$1,281,185,036
Average Spent	\$21,262.95	\$20,885.42	\$20,611.08
Spending Potential Index	135	132	131
TV/Video/Audio: Total \$	\$6,141,557	\$53,692,092	\$95,592,876
Average Spent	\$1,561.55	\$1,542.96	\$1,537.85
Spending Potential Index	126	124	124
Travel: Total \$	\$10,299,826	\$88,534,914	\$154,534,313
Average Spent	\$2,618.82	\$2,544.25	\$2,486.07
Spending Potential Index	138	134	131
Vehicle Maintenance & Repairs: Total \$	\$4,794,079	\$41,623,003	\$73,553,898
Average Spent	\$1,218.94	\$1,196.13	\$1,183.30
Spending Potential Index	129	127	126

**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.