



342 Mid Rivers Mall Dr, St P...




# Market Profile

Prepared By STDBonline

Latitude: 38.790588

Longitude: -90.624809

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	9,833	54,813	143,924
2000 Group Quarters	23	163	714
2010 Total Population	10,058	61,413	165,887
2015 Total Population	10,391	64,053	176,062
2010 - 2015 Annual Rate	0.65%	0.85%	1.2%
 2000 Households	3,845	18,699	50,178
2000 Average Household Size	2.55	2.92	2.85
2010 Households	4,076	21,749	59,790
2010 Average Household Size	2.46	2.82	2.76
2015 Households	4,229	22,860	63,997
2015 Average Household Size	2.45	2.79	2.74
2010 - 2015 Annual Rate	0.74%	1%	1.37%
2000 Families	2,736	14,942	39,426
2000 Average Family Size	3.05	3.29	3.24
2010 Families	2,776	16,775	45,441
2010 Average Family Size	3.02	3.24	3.2
2015 Families	2,842	17,399	47,968
2015 Average Family Size	3.02	3.23	3.2
2010 - 2015 Annual Rate	0.47%	0.73%	1.09%
 <b>2000 Housing Units</b>	3,944	19,033	51,434
Owner Occupied Housing Units	76.7%	85.6%	84.0%
Renter Occupied Housing Units	20.2%	12.4%	13.5%
Vacant Housing Units	3.1%	2.0%	2.5%
<b>2010 Housing Units</b>	4,257	22,486	62,317
Owner Occupied Housing Units	73.0%	82.3%	81.0%
Renter Occupied Housing Units	22.7%	14.4%	14.9%
Vacant Housing Units	4.3%	3.3%	4.1%
<b>2015 Housing Units</b>	4,490	23,910	67,598
Owner Occupied Housing Units	71.9%	81.3%	79.8%
Renter Occupied Housing Units	22.3%	14.3%	14.9%
Vacant Housing Units	5.8%	4.4%	5.3%
<b>Median Household Income</b>			
2000	\$49,353	\$60,490	\$59,636
2010	\$61,937	\$79,412	\$78,314
2015	\$66,524	\$92,524	\$91,109
<b>Median Home Value</b>			
2000	\$94,225	\$112,612	\$117,400
2010	\$139,453	\$166,297	\$172,752
2015	\$167,368	\$202,564	\$211,650
<b>Per Capita Income</b>			
2000	\$20,713	\$22,319	\$23,076
2010	\$28,096	\$31,362	\$31,697
2015	\$31,359	\$34,708	\$35,172
<b>Median Age</b>			
2000	35.3	34.0	33.4
2010	36.9	35.3	34.6
2015	37.1	35.6	34.6

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	3,914	18,734	50,290
< \$15,000	8.0%	4.2%	4.6%
\$15,000 - \$24,999	12.1%	6.8%	7.1%
\$25,000 - \$34,999	12.8%	9.2%	9.9%
\$35,000 - \$49,999	17.7%	16.1%	16.7%
\$50,000 - \$74,999	29.9%	31.8%	29.2%
\$75,000 - \$99,999	10.6%	18.2%	18.3%
\$100,000 - \$149,999	7.1%	10.7%	10.9%
\$150,000 - \$199,999	1.4%	2.0%	2.1%
\$200,000+	0.4%	0.8%	1.2%
Average Household Income	\$53,467	\$64,832	\$65,671
<b>2010 Households by Income</b>			
Household Income Base	4,076	21,750	59,785
< \$15,000	5.0%	2.3%	2.6%
\$15,000 - \$24,999	7.1%	3.6%	3.9%
\$25,000 - \$34,999	7.9%	4.7%	4.7%
\$35,000 - \$49,999	16.9%	11.9%	12.8%
\$50,000 - \$74,999	23.7%	22.3%	22.4%
\$75,000 - \$99,999	18.4%	21.6%	20.3%
\$100,000 - \$149,999	17.3%	26.7%	26.3%
\$150,000 - \$199,999	2.2%	4.2%	4.2%
\$200,000+	1.5%	2.7%	3.0%
Average Household Income	\$71,211	\$88,005	\$87,717
<b>2015 Households by Income</b>			
Household Income Base	4,229	22,858	63,997
< \$15,000	4.0%	1.8%	1.9%
\$15,000 - \$24,999	5.7%	2.8%	2.9%
\$25,000 - \$34,999	5.9%	3.3%	3.3%
\$35,000 - \$49,999	13.3%	8.9%	9.5%
\$50,000 - \$74,999	26.7%	22.4%	23.0%
\$75,000 - \$99,999	13.0%	14.3%	13.4%
\$100,000 - \$149,999	26.7%	38.4%	37.7%
\$150,000 - \$199,999	2.8%	5.0%	4.9%
\$200,000+	1.9%	3.1%	3.4%
Average Household Income	\$79,067	\$96,618	\$96,486
<b>2000 Owner Occupied HUs by Value</b>			
Total	3,112	16,276	43,191
<\$50,000	11.2%	2.9%	4.1%
\$50,000 - 99,999	49.7%	27.3%	27.4%
\$100,000 - 149,999	36.1%	56.5%	44.3%
\$150,000 - 199,999	2.6%	9.8%	16.9%
\$200,000 - \$299,999	0.4%	3.1%	5.9%
\$300,000 - 499,999	0.1%	0.4%	1.1%
\$500,000 - 999,999	0.0%	0.0%	0.2%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$91,834	\$117,606	\$127,343
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	738	2,416	6,978
With Cash Rent	96.9%	97.4%	96.1%
No Cash Rent	3.1%	2.6%	3.9%
Median Rent	\$565	\$555	\$555
Average Rent	\$539	\$578	\$576

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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<b>2000 Population by Age</b>			
 Total	9,833	54,813	143,923
Age 0 - 4	6.9%	7.3%	7.9%
Age 5 - 9	7.1%	8.4%	8.6%
Age 10 - 14	8.3%	9.4%	9.0%
Age 15 - 19	7.4%	8.1%	7.6%
Age 20 - 24	5.7%	5.0%	5.1%
Age 25 - 34	14.0%	13.2%	14.3%
Age 35 - 44	17.2%	19.2%	19.1%
Age 45 - 54	14.0%	14.9%	13.8%
Age 55 - 64	8.6%	7.3%	7.2%
Age 65 - 74	5.7%	4.1%	4.4%
Age 75 - 84	4.0%	2.4%	2.3%
Age 85+	1.2%	0.6%	0.6%
Age 18+	72.9%	69.5%	69.4%
<b>2010 Population by Age</b>			
Total	10,060	61,415	165,888
Age 0 - 4	6.8%	7.5%	8.1%
Age 5 - 9	6.5%	7.4%	7.9%
Age 10 - 14	6.6%	7.4%	7.7%
Age 15 - 19	6.5%	7.1%	7.1%
Age 20 - 24	6.6%	5.6%	5.5%
Age 25 - 34	14.5%	14.6%	14.5%
Age 35 - 44	12.9%	14.4%	15.0%
Age 45 - 54	14.7%	15.8%	15.6%
Age 55 - 64	11.9%	11.4%	10.4%
Age 65 - 74	6.9%	5.3%	5.0%
Age 75 - 84	4.4%	2.7%	2.5%
Age 85+	1.7%	0.9%	0.9%
Age 18+	76.1%	73.2%	71.8%
<b>2015 Population by Age</b>			
Total	10,391	64,054	176,063
Age 0 - 4	6.7%	7.4%	8.0%
Age 5 - 9	6.6%	7.5%	7.9%
Age 10 - 14	6.9%	7.7%	7.9%
Age 15 - 19	6.1%	6.4%	6.6%
Age 20 - 24	5.9%	5.2%	5.3%
Age 25 - 34	15.0%	14.9%	14.9%
Age 35 - 44	13.1%	15.0%	14.8%
Age 45 - 54	12.8%	13.4%	13.9%
Age 55 - 64	12.1%	11.9%	11.1%
Age 65 - 74	8.5%	6.9%	6.2%
Age 75 - 84	4.7%	2.8%	2.6%
Age 85+	1.7%	1.0%	0.9%
Age 18+	76.1%	73.3%	71.8%
<b>2000 Population by Sex</b>			
Males	47.9%	49.2%	49.2%
Females	52.1%	50.8%	50.8%
<b>2010 Population by Sex</b>			
Males	47.7%	49.0%	48.8%
Females	52.3%	51.0%	51.2%
<b>2015 Population by Sex</b>			
Males	47.8%	49.0%	48.7%
Females	52.2%	51.0%	51.3%

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



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<b>2000 Population by Race/Ethnicity</b>			
 Total	9,832	54,814	143,924
White Alone	94.8%	94.8%	94.9%
Black Alone	2.2%	2.5%	2.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.0%	1.0%	1.0%
Some Other Race Alone	0.5%	0.4%	0.4%
Two or More Races	1.2%	1.0%	1.1%
Hispanic Origin	1.9%	1.5%	1.4%
Diversity Index	13.4	12.6	12.4
<b>2010 Population by Race/Ethnicity</b>			
Total	10,058	61,413	165,885
White Alone	90.8%	90.8%	91.0%
Black Alone	3.6%	4.1%	4.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	2.6%	2.5%	2.3%
Some Other Race Alone	1.0%	0.8%	0.7%
Two or More Races	1.8%	1.6%	1.7%
Hispanic Origin	3.7%	2.9%	2.7%
Diversity Index	23.3	21.9	21.3
<b>2015 Population by Race/Ethnicity</b>			
Total	10,391	64,052	176,062
White Alone	89.7%	89.7%	90.0%
Black Alone	4.1%	4.6%	4.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	3.0%	2.8%	2.6%
Some Other Race Alone	1.1%	0.8%	0.8%
Two or More Races	2.0%	1.8%	1.9%
Hispanic Origin	4.4%	3.5%	3.3%
Diversity Index	26.2	24.6	23.9
<b>2000 Population 3+ by School Enrollment</b>			
 Total	9,453	52,456	137,357
Enrolled in Nursery/Preschool	1.8%	2.1%	2.4%
Enrolled in Kindergarten	1.2%	1.6%	1.7%
Enrolled in Grade 1-8	12.7%	15.5%	15.0%
Enrolled in Grade 9-12	6.2%	7.5%	7.0%
Enrolled in College	4.5%	4.6%	4.2%
Enrolled in Grad/Prof School	0.9%	1.1%	1.1%
Not Enrolled in School	72.6%	67.6%	68.5%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	6,744	39,949	105,904
Less than 9th Grade	2.8%	1.7%	1.8%
9th - 12th Grade, No Diploma	7.0%	4.8%	4.9%
High School Graduate	32.3%	26.4%	26.4%
Some College, No Degree	26.4%	26.1%	24.7%
Associate Degree	8.6%	8.3%	9.2%
Bachelor's Degree	15.4%	23.6%	23.5%
Graduate/Professional Degree	7.5%	9.1%	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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

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<b>2010 Population 15+ by Marital Status</b>			
 Total	8,057	47,723	126,703
Never Married	26.0%	26.0%	25.6%
Married	55.0%	59.8%	60.5%
Widowed	7.5%	4.1%	4.0%
Divorced	11.5%	10.1%	9.9%
<b>2000 Population 16+ by Employment Status</b>			
 Total	7,561	39,968	104,683
In Labor Force	73.1%	77.8%	76.7%
Civilian Employed	71.1%	76.0%	74.5%
Civilian Unemployed	2.0%	1.7%	2.1%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	26.9%	22.2%	23.3%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.1%	91.2%	90.8%
Civilian Unemployed	9.9%	8.8%	9.2%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.3%	93.1%	92.9%
Civilian Unemployed	7.7%	6.9%	7.1%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	4,067	20,729	54,108
Own Children < 6 Only	8.2%	8.7%	9.9%
Employed/in Armed Forces	6.6%	6.5%	7.0%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	1.4%	2.0%	2.6%
Own Children < 6 and 6-17 Only	7.0%	8.6%	8.4%
Employed/in Armed Forces	5.0%	5.4%	5.2%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	2.0%	3.1%	3.0%
Own Children 6-17 Only	18.2%	22.6%	22.5%
Employed/in Armed Forces	14.6%	18.6%	18.3%
Unemployed	0.4%	0.3%	0.3%
Not in Labor Force	3.1%	3.7%	3.8%
No Own Children < 18	66.6%	60.1%	59.3%
Employed/in Armed Forces	37.8%	38.6%	37.1%
Unemployed	1.4%	1.2%	1.4%
Not in Labor Force	27.5%	20.3%	20.7%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	4,417	28,368	75,031
Agriculture/Mining	0.4%	0.2%	0.2%
Construction	6.3%	6.0%	6.2%
Manufacturing	13.0%	12.1%	12.0%
Wholesale Trade	3.5%	3.8%	3.9%
Retail Trade	13.4%	14.0%	13.9%
Transportation/Utilities	7.0%	6.4%	6.0%
Information	2.6%	2.8%	2.9%
Finance/Insurance/Real Estate	7.8%	8.1%	8.4%
Services	40.7%	42.6%	42.5%
Public Administration	5.2%	4.1%	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	4,418	28,368	75,032
White Collar	61.8%	67.8%	67.7%
Management/Business/Financial	12.1%	15.4%	15.6%
Professional	17.0%	21.1%	21.5%
Sales	12.5%	13.1%	13.2%
Administrative Support	20.1%	18.2%	17.4%
Services	15.5%	13.6%	13.8%
Blue Collar	22.7%	18.7%	18.5%
Farming/Forestry/Fishing	0.5%	0.1%	0.1%
Construction/Extraction	6.3%	5.5%	5.4%
Installation/Maintenance/Repair	4.6%	3.5%	3.6%
Production	7.0%	5.1%	4.7%
Transportation/Material Moving	4.4%	4.5%	4.8%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	5,291	30,055	77,229
Drove Alone - Car, Truck, or Van	88.5%	88.6%	87.8%
Carpooled - Car, Truck, or Van	7.8%	7.8%	8.0%
Public Transportation	0.1%	0.2%	0.4%
Walked	0.8%	0.5%	0.6%
Other Means	1.0%	0.5%	0.5%
Worked at Home	1.8%	2.4%	2.7%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	5,291	30,055	77,228
Did Not Work at Home	98.2%	97.6%	97.3%
Less than 5 minutes	2.2%	1.5%	1.6%
5 to 9 minutes	11.8%	8.2%	7.4%
10 to 19 minutes	28.2%	25.4%	24.4%
20 to 24 minutes	15.0%	14.3%	14.1%
25 to 34 minutes	22.5%	24.7%	25.2%
35 to 44 minutes	7.3%	9.8%	10.0%
45 to 59 minutes	7.7%	9.4%	9.8%
60 to 89 minutes	2.9%	3.4%	3.4%
90 or more minutes	0.5%	0.9%	1.2%
Worked at Home	1.8%	2.4%	2.7%
Average Travel Time to Work (in min)	23.1	25.7	26.6
<b>2000 Households by Vehicles Available</b>			
Total	3,866	18,721	50,214
None	5.0%	2.8%	2.9%
1	30.9%	22.6%	24.3%
2	39.5%	49.8%	50.5%
3	18.2%	17.8%	16.2%
4	4.7%	5.2%	4.5%
5+	1.7%	1.8%	1.6%
Average Number of Vehicles Available	1.9	2.1	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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<b>2000 Households by Type</b>			
 Total	3,844	18,699	50,179
Family Households	71.2%	79.9%	78.6%
Married-couple Family	54.6%	66.6%	65.4%
With Related Children	27.4%	37.5%	36.9%
Other Family (No Spouse)	16.6%	13.3%	13.1%
With Related Children	11.2%	9.1%	9.1%
Nonfamily Households	28.8%	20.1%	21.4%
Householder Living Alone	24.5%	16.3%	17.2%
Householder Not Living Alone	4.3%	3.8%	4.2%
Households with Related Children	38.6%	46.7%	46.1%
Households with Persons 65+	21.5%	14.8%	14.6%
<b>2000 Households by Size</b>			
Total	3,845	18,699	50,178
1 Person Household	24.5%	16.3%	17.2%
2 Person Household	30.7%	29.7%	30.6%
3 Person Household	18.4%	19.9%	19.4%
4 Person Household	15.9%	20.4%	20.1%
5 Person Household	7.5%	9.6%	8.9%
6 Person Household	2.1%	2.9%	2.7%
7+ Person Household	0.9%	1.1%	1.1%
<b>2000 Households by Year Householder Moved In</b>			
Total	3,866	18,721	50,213
Moved in 1999 to March 2000	14.2%	14.4%	17.4%
Moved in 1995 to 1998	29.5%	30.8%	34.0%
Moved in 1990 to 1994	17.1%	20.8%	20.3%
Moved in 1980 to 1989	17.5%	21.6%	17.8%
Moved in 1970 to 1979	16.6%	10.4%	7.7%
Moved in 1969 or Earlier	5.1%	2.1%	2.9%
Median Year Householder Moved In	1993	1994	1995
<b>2000 Housing Units by Units in Structure</b>			
 Total	3,999	19,090	51,479
1, Detached	69.4%	83.5%	79.9%
1, Attached	5.1%	4.5%	5.4%
2	0.7%	0.8%	0.6%
3 or 4	4.8%	3.4%	2.9%
5 to 9	3.0%	2.4%	3.0%
10 to 19	5.3%	2.7%	3.3%
20+	2.1%	0.6%	1.4%
Mobile Home	9.4%	2.1%	3.5%
Other	0.2%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	3,976	19,052	51,456
1999 to March 2000	0.7%	2.0%	4.1%
1995 to 1998	6.2%	8.9%	14.4%
1990 to 1994	9.6%	10.7%	14.4%
1980 to 1989	22.3%	37.4%	32.5%
1970 to 1979	37.5%	31.3%	22.4%
1969 or Earlier	23.7%	9.6%	12.1%
Median Year Structure Built	1977	1982	1985

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



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<b>Top 3 Tapestry Segments</b>			
1.	Milk and Cookies	Sophisticated Squires	Up and Coming Families
2.	Old and Newcomers	Milk and Cookies	Sophisticated Squires
3.	Rustbelt Traditions	Up and Coming Families	Milk and Cookies



**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 \$	\$7,036,249	\$45,887,503	\$125,638,817
Average Spent	\$1,726.26	\$2,109.87	\$2,101.33
Spending Potential Index	72	88	88
Computers & Accessories: Total \$	\$936,639	\$6,152,675	\$16,900,509
Average Spent	\$229.79	\$282.89	\$282.66
Spending Potential Index	104	129	128
Education: Total \$	\$5,209,767	\$34,566,705	\$93,548,511
Average Spent	\$1,278.16	\$1,589.35	\$1,564.62
Spending Potential Index	105	130	128
Entertainment/Recreation: Total \$	\$13,589,967	\$90,531,079	\$248,280,337
Average Spent	\$3,334.14	\$4,162.54	\$4,152.54
Spending Potential Index	103	129	129
Food at Home: Total \$	\$18,603,997	\$117,725,275	\$322,120,053
Average Spent	\$4,564.28	\$5,412.91	\$5,387.52
Spending Potential Index	102	121	120
Food Away from Home: Total \$	\$13,672,796	\$88,144,141	\$241,833,042
Average Spent	\$3,354.46	\$4,052.79	\$4,044.71
Spending Potential Index	104	126	126
Health Care: Total \$	\$15,294,873	\$95,662,898	\$261,688,844
Average Spent	\$3,752.42	\$4,398.50	\$4,376.80
Spending Potential Index	101	118	117
HH Furnishings & Equipment: Total \$	\$7,527,359	\$50,788,920	\$139,384,658
Average Spent	\$1,846.75	\$2,335.23	\$2,331.24
Spending Potential Index	90	113	113
Investments: Total \$	\$6,380,922	\$43,419,361	\$118,102,941
Average Spent	\$1,565.49	\$1,996.38	\$1,975.30
Spending Potential Index	90	115	114
Retail Goods: Total \$	\$99,230,691	\$648,054,400	\$1,779,950,633
Average Spent	\$24,345.12	\$29,796.97	\$29,770.04
Spending Potential Index	98	120	120
Shelter: Total \$	\$66,585,201	\$446,222,157	\$1,220,716,981
Average Spent	\$16,335.92	\$20,516.90	\$20,416.74
Spending Potential Index	103	130	129
TV/Video/Audio: Total \$	\$5,217,390	\$33,167,252	\$91,062,244
Average Spent	\$1,280.03	\$1,525.00	\$1,523.03
Spending Potential Index	103	123	123
Travel: Total \$	\$7,766,998	\$54,024,417	\$147,468,672
Average Spent	\$1,905.54	\$2,484.00	\$2,466.44
Spending Potential Index	101	131	130
Vehicle Maintenance & Repairs: Total \$	\$3,952,243	\$25,609,103	\$70,248,417
Average Spent	\$969.64	\$1,177.48	\$1,174.92
Spending Potential Index	103	125	125

**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.