



1917 Rutger St, St Louis, MO...




Market Profile

Prepared by Patricia McKelvey

Latitude: 38.618469

Longitude: -90.212471

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	14,354	120,617	303,943
2000 Group Quarters	274	6,193	8,838
2010 Total Population	15,580	123,283	303,293
2015 Total Population	15,973	124,690	303,907
2010 - 2015 Annual Rate	0.5%	0.23%	0.04%
 2000 Households	6,760	50,233	127,853
2000 Average Household Size	2.08	2.28	2.31
2010 Households	7,282	51,002	126,783
2010 Average Household Size	2.1	2.3	2.32
2015 Households	7,451	51,655	127,055
2015 Average Household Size	2.11	2.29	2.32
2010 - 2015 Annual Rate	0.46%	0.25%	0.04%
2000 Families	2,947	24,395	66,909
2000 Average Family Size	3.09	3.28	3.2
2010 Families	3,050	23,306	63,064
2010 Average Family Size	3.18	3.41	3.31
2015 Families	3,057	23,002	61,752
2015 Average Family Size	3.22	3.45	3.34
2010 - 2015 Annual Rate	0.05%	-0.26%	-0.42%
 2000 Housing Units	8,403	64,441	154,796
Owner Occupied Housing Units	23.7%	24.6%	36.2%
Renter Occupied Housing Units	56.6%	53.4%	46.4%
Vacant Housing Units	19.7%	22.0%	17.4%
2010 Housing Units	9,192	68,615	161,679
Owner Occupied Housing Units	23.2%	22.6%	33.6%
Renter Occupied Housing Units	56.0%	51.7%	44.8%
Vacant Housing Units	20.8%	25.7%	21.6%
2015 Housing Units	9,461	70,251	164,256
Owner Occupied Housing Units	23.1%	22.2%	33.0%
Renter Occupied Housing Units	55.6%	51.3%	44.4%
Vacant Housing Units	21.2%	26.5%	22.6%
Median Household Income			
2000	\$27,384	\$22,666	\$25,911
2010	\$32,958	\$28,760	\$32,465
2015	\$38,581	\$34,463	\$37,948
Median Home Value			
2000	\$89,505	\$64,297	\$59,721
2010	\$133,129	\$97,015	\$88,971
2015	\$158,374	\$116,483	\$108,854
Per Capita Income			
2000	\$20,167	\$14,500	\$15,547
2010	\$22,259	\$17,784	\$18,833
2015	\$25,181	\$19,956	\$20,960
Median Age			
2000	31.9	30.7	33.1
2010	32.7	31.8	34.6
2015	32.4	31.9	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

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2000 Households by Income			
 Household Income Base	6,853	50,371	127,813
< \$15,000	30.7%	35.4%	30.6%
\$15,000 - \$24,999	15.9%	18.3%	17.8%
\$25,000 - \$34,999	14.2%	13.5%	14.6%
\$35,000 - \$49,999	14.9%	13.6%	15.2%
\$50,000 - \$74,999	11.9%	10.7%	12.5%
\$75,000 - \$99,999	5.9%	4.3%	5.1%
\$100,000 - \$149,999	3.5%	2.5%	2.7%
\$150,000 - \$199,999	1.3%	0.9%	0.7%
\$200,000+	1.6%	0.8%	0.9%
Average Household Income	\$42,810	\$33,963	\$36,250
2010 Households by Income			
Household Income Base	7,278	50,998	126,776
< \$15,000	24.9%	28.5%	24.4%
\$15,000 - \$24,999	14.5%	15.3%	14.6%
\$25,000 - \$34,999	12.8%	13.6%	13.9%
\$35,000 - \$49,999	15.4%	13.5%	14.8%
\$50,000 - \$74,999	15.3%	14.5%	16.6%
\$75,000 - \$99,999	8.3%	7.8%	8.9%
\$100,000 - \$149,999	5.3%	4.3%	4.6%
\$150,000 - \$199,999	1.6%	1.3%	1.1%
\$200,000+	2.0%	1.2%	1.1%
Average Household Income	\$47,627	\$41,618	\$44,114
2015 Households by Income			
Household Income Base	7,451	51,650	127,049
< \$15,000	20.7%	24.7%	20.8%
\$15,000 - \$24,999	11.8%	13.2%	12.5%
\$25,000 - \$34,999	11.9%	12.7%	12.9%
\$35,000 - \$49,999	14.4%	12.5%	13.2%
\$50,000 - \$74,999	21.2%	20.2%	22.5%
\$75,000 - \$99,999	8.6%	8.0%	9.1%
\$100,000 - \$149,999	6.8%	5.4%	5.9%
\$150,000 - \$199,999	2.1%	1.8%	1.5%
\$200,000+	2.4%	1.5%	1.4%
Average Household Income	\$53,980	\$46,648	\$49,067
2000 Owner Occupied HUs by Value			
Total	2,088	15,839	55,986
<\$50,000	18.2%	35.1%	38.1%
\$50,000 - 99,999	40.1%	41.3%	46.0%
\$100,000 - 149,999	19.5%	12.0%	9.4%
\$150,000 - 199,999	11.7%	5.5%	2.9%
\$200,000 - \$299,999	8.1%	4.0%	1.9%
\$300,000 - 499,999	2.0%	1.7%	1.1%
\$500,000 - 999,999	0.4%	0.3%	0.5%
\$1,000,000+	0.0%	0.1%	0.1%
Average Home Value	\$111,394	\$84,567	\$75,276
2000 Specified Renter Occupied HUs by Contract Rent			
Total	4,663	34,337	71,768
With Cash Rent	97.1%	97.5%	96.6%
No Cash Rent	2.9%	2.5%	3.4%
Median Rent	\$383	\$338	\$339
Average Rent	\$376	\$352	\$354

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	14,354	120,619	303,944
Age 0 - 4	8.2%	7.6%	7.1%
Age 5 - 9	8.4%	8.7%	8.0%
Age 10 - 14	6.6%	7.4%	7.3%
Age 15 - 19	5.7%	7.8%	7.1%
Age 20 - 24	8.0%	8.9%	7.7%
Age 25 - 34	18.7%	16.1%	15.6%
Age 35 - 44	15.9%	14.9%	15.2%
Age 45 - 54	13.0%	11.5%	11.7%
Age 55 - 64	6.4%	6.3%	6.9%
Age 65 - 74	4.4%	5.3%	6.5%
Age 75 - 84	3.2%	3.8%	4.9%
Age 85+	1.4%	1.7%	2.1%
Age 18+	73.3%	72.1%	73.4%
2010 Population by Age			
Total	15,580	123,281	303,293
Age 0 - 4	8.0%	7.7%	7.2%
Age 5 - 9	7.6%	7.4%	7.0%
Age 10 - 14	6.4%	6.2%	6.2%
Age 15 - 19	6.4%	8.0%	7.3%
Age 20 - 24	8.5%	9.9%	8.5%
Age 25 - 34	16.5%	14.9%	14.3%
Age 35 - 44	13.4%	12.6%	12.9%
Age 45 - 54	13.7%	12.8%	13.7%
Age 55 - 64	9.7%	9.6%	10.3%
Age 65 - 74	4.7%	5.2%	5.8%
Age 75 - 84	3.2%	3.6%	4.3%
Age 85+	1.8%	2.0%	2.4%
Age 18+	74.1%	74.4%	75.4%
2015 Population by Age			
Total	15,973	124,691	303,908
Age 0 - 4	8.1%	7.7%	7.2%
Age 5 - 9	7.5%	7.4%	7.0%
Age 10 - 14	6.6%	6.5%	6.5%
Age 15 - 19	5.6%	6.7%	6.2%
Age 20 - 24	8.6%	10.0%	8.5%
Age 25 - 34	17.6%	16.0%	15.1%
Age 35 - 44	12.3%	11.6%	11.9%
Age 45 - 54	12.5%	11.4%	12.1%
Age 55 - 64	10.1%	10.5%	11.8%
Age 65 - 74	6.2%	6.7%	7.3%
Age 75 - 84	3.1%	3.5%	4.0%
Age 85+	1.8%	2.0%	2.4%
Age 18+	74.5%	74.9%	75.9%
2000 Population by Sex			
Males	48.5%	47.4%	46.9%
Females	51.5%	52.6%	53.1%
2010 Population by Sex			
Males	48.7%	47.7%	47.4%
Females	51.3%	52.3%	52.6%
2015 Population by Sex			
Males	48.7%	47.9%	47.6%
Females	51.3%	52.1%	52.4%

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	14,355	120,619	303,943
White Alone	37.4%	34.8%	41.5%
Black Alone	58.9%	58.9%	53.4%
American Indian Alone	0.4%	0.3%	0.3%
Asian or Pacific Islander Alone	0.9%	2.8%	2.1%
Some Other Race Alone	0.6%	1.0%	0.8%
Two or More Races	1.9%	2.2%	1.9%
Hispanic Origin	2.0%	2.4%	2.1%
Diversity Index	53.2	55.4	56.1
2010 Population by Race/Ethnicity			
Total	15,581	123,283	303,293
White Alone	38.5%	36.2%	42.1%
Black Alone	56.8%	56.3%	51.7%
American Indian Alone	0.4%	0.4%	0.3%
Asian or Pacific Islander Alone	1.0%	3.1%	2.4%
Some Other Race Alone	0.9%	1.5%	1.2%
Two or More Races	2.3%	2.5%	2.3%
Hispanic Origin	3.2%	3.9%	3.3%
Diversity Index	55.8	58.5	58.4
2015 Population by Race/Ethnicity			
Total	15,973	124,690	303,908
White Alone	39.6%	37.2%	42.7%
Black Alone	55.3%	54.7%	50.7%
American Indian Alone	0.4%	0.4%	0.3%
Asian or Pacific Islander Alone	1.1%	3.3%	2.5%
Some Other Race Alone	1.1%	1.7%	1.4%
Two or More Races	2.5%	2.7%	2.4%
Hispanic Origin	3.9%	4.7%	4.0%
Diversity Index	57.3	60.1	59.5
2000 Population 3+ by School Enrollment			
 Total	13,741	115,300	290,929
Enrolled in Nursery/Preschool	2.5%	2.2%	2.0%
Enrolled in Kindergarten	1.3%	1.5%	1.5%
Enrolled in Grade 1-8	13.2%	14.0%	13.3%
Enrolled in Grade 9-12	5.7%	6.1%	5.9%
Enrolled in College	4.9%	7.1%	5.4%
Enrolled in Grad/Prof School	2.7%	1.9%	1.8%
Not Enrolled in School	69.7%	67.3%	70.1%
2010 Population 25+ by Educational Attainment			
Total	9,830	74,803	193,354
Less than 9th Grade	5.0%	7.0%	6.8%
9th - 12th Grade, No Diploma	8.8%	15.1%	13.9%
High School Graduate	21.9%	26.4%	28.5%
Some College, No Degree	19.2%	19.3%	20.7%
Associate Degree	6.9%	5.0%	5.6%
Bachelor's Degree	23.6%	15.3%	14.2%
Graduate/Professional Degree	14.7%	11.8%	10.4%

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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

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2010 Population 15+ by Marital Status			
 Total	12,146	96,957	241,314
Never Married	53.6%	51.4%	46.5%
Married	26.6%	29.0%	32.5%
Widowed	6.3%	7.3%	8.4%
Divorced	13.5%	12.3%	12.7%
2000 Population 16+ by Employment Status			
 Total	10,974	90,376	231,142
In Labor Force	64.2%	60.8%	59.9%
Civilian Employed	57.3%	51.6%	52.8%
Civilian Unemployed	6.7%	9.1%	7.1%
In Armed Forces	0.2%	0.1%	0.1%
Not in Labor Force	35.8%	39.2%	40.1%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	83.7%	81.5%	82.7%
Civilian Unemployed	16.3%	18.5%	17.3%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	87.2%	85.5%	86.3%
Civilian Unemployed	12.8%	14.5%	13.7%
2000 Females 16+ by Employment Status and Age of Children			
Total	5,654	48,520	125,625
Own Children < 6 Only	8.5%	6.4%	6.3%
Employed/in Armed Forces	6.3%	3.7%	3.7%
Unemployed	0.8%	0.8%	0.7%
Not in Labor Force	1.4%	1.9%	1.9%
Own Children < 6 and 6-17 Only	6.7%	6.9%	6.2%
Employed/in Armed Forces	3.3%	3.5%	3.3%
Unemployed	1.4%	1.1%	0.8%
Not in Labor Force	2.0%	2.4%	2.1%
Own Children 6-17 Only	15.0%	15.7%	15.1%
Employed/in Armed Forces	10.4%	9.8%	9.8%
Unemployed	1.6%	1.3%	1.1%
Not in Labor Force	3.0%	4.6%	4.2%
No Own Children < 18	69.8%	71.0%	72.3%
Employed/in Armed Forces	33.5%	31.2%	32.3%
Unemployed	2.3%	5.5%	3.8%
Not in Labor Force	34.0%	34.4%	36.2%
2010 Employed Population 16+ by Industry			
 Total	6,063	44,104	111,062
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	2.7%	2.8%	3.4%
Manufacturing	6.7%	7.7%	8.5%
Wholesale Trade	1.9%	2.2%	2.5%
Retail Trade	8.0%	8.7%	9.2%
Transportation/Utilities	5.8%	5.5%	5.5%
Information	3.6%	2.6%	2.6%
Finance/Insurance/Real Estate	7.9%	6.6%	6.9%
Services	55.9%	57.6%	54.6%
Public Administration	7.1%	6.1%	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	6,060	44,104	111,062
White Collar	66.2%	56.7%	57.1%
Management/Business/Financial	14.0%	10.0%	9.9%
Professional	26.8%	22.1%	21.0%
Sales	10.7%	8.6%	9.2%
Administrative Support	14.7%	16.0%	17.0%
Services	20.1%	26.4%	24.7%
Blue Collar	13.6%	16.9%	18.2%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	2.2%	2.9%	3.4%
Installation/Maintenance/Repair	2.3%	2.0%	2.3%
Production	4.1%	5.7%	6.2%
Transportation/Material Moving	5.0%	6.0%	6.1%
2000 Workers 16+ by Means of Transportation to Work			
 Total	6,216	45,504	119,454
Drove Alone - Car, Truck, or Van	66.9%	60.8%	68.1%
Carpooled - Car, Truck, or Van	14.1%	15.3%	13.4%
Public Transportation	10.5%	14.2%	11.2%
Walked	5.8%	6.4%	4.4%
Other Means	1.0%	1.3%	1.1%
Worked at Home	1.8%	2.1%	1.9%
2000 Workers 16+ by Travel Time to Work			
Total	6,217	45,505	119,454
Did Not Work at Home	98.2%	97.9%	98.1%
Less than 5 minutes	3.1%	2.7%	2.4%
5 to 9 minutes	11.5%	9.0%	8.1%
10 to 19 minutes	36.5%	34.1%	34.0%
20 to 24 minutes	15.3%	15.4%	17.0%
25 to 34 minutes	18.5%	19.3%	20.5%
35 to 44 minutes	4.3%	4.4%	4.3%
45 to 59 minutes	4.2%	5.6%	5.7%
60 to 89 minutes	2.9%	3.7%	3.4%
90 or more minutes	2.0%	3.6%	2.7%
Worked at Home	1.8%	2.1%	1.9%
Average Travel Time to Work (in min)	22.0	25.4	24.7
2000 Households by Vehicles Available			
Total	6,782	50,278	127,880
None	30.7%	33.2%	26.9%
1	44.9%	44.5%	45.3%
2	19.4%	17.5%	21.6%
3	4.1%	3.6%	4.7%
4	0.6%	0.7%	1.1%
5+	0.2%	0.5%	0.4%
Average Number of Vehicles Available	1.0	1.0	1.1

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	6,761	50,235	127,853
Family Households	43.6%	48.6%	52.3%
Married-couple Family	17.6%	19.6%	24.8%
With Related Children	7.6%	9.5%	11.4%
Other Family (No Spouse)	26.0%	28.9%	27.6%
With Related Children	19.5%	21.2%	18.9%
Nonfamily Households	56.4%	51.4%	47.7%
Householder Living Alone	46.1%	43.0%	40.2%
Householder Not Living Alone	10.3%	8.5%	7.4%
Households with Related Children	27.1%	30.7%	30.4%
Households with Persons 65+	16.6%	20.4%	24.4%
2000 Households by Size			
Total	6,760	50,233	127,853
1 Person Household	46.1%	43.0%	40.2%
2 Person Household	26.5%	24.5%	26.3%
3 Person Household	11.8%	13.1%	13.9%
4 Person Household	8.0%	9.5%	9.9%
5 Person Household	4.5%	5.3%	5.3%
6 Person Household	1.7%	2.4%	2.3%
7+ Person Household	1.5%	2.2%	2.0%
2000 Households by Year Householder Moved In			
Total	6,782	50,279	127,880
Moved in 1999 to March 2000	27.1%	28.1%	23.5%
Moved in 1995 to 1998	34.6%	33.6%	30.1%
Moved in 1990 to 1994	15.9%	13.4%	13.5%
Moved in 1980 to 1989	12.6%	12.0%	12.5%
Moved in 1970 to 1979	5.3%	5.7%	7.6%
Moved in 1969 or Earlier	4.6%	7.2%	12.9%
Median Year Householder Moved In	1996	1996	1995
2000 Housing Units by Units in Structure			
 Total	8,391	64,465	154,756
1, Detached	16.5%	22.1%	37.4%
1, Attached	9.6%	5.2%	3.7%
2	19.6%	21.8%	19.1%
3 or 4	18.4%	19.9%	16.6%
5 to 9	9.3%	7.7%	6.3%
10 to 19	4.6%	3.4%	3.2%
20+	21.8%	19.6%	13.3%
Mobile Home	0.1%	0.1%	0.5%
Other	0.1%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	8,379	64,509	154,740
1999 to March 2000	0.6%	0.5%	0.4%
1995 to 1998	1.4%	1.7%	1.1%
1990 to 1994	2.8%	1.4%	1.0%
1980 to 1989	8.3%	5.9%	4.3%
1970 to 1979	6.2%	5.9%	5.2%
1969 or Earlier	80.8%	84.7%	87.9%
Median Year Structure Built	1937	1938	1941

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



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Top 3 Tapestry Segments			
1.	Old and Newcomers	City Dimensions	Modest Income Homes
2.	Social Security Set	City Commons	City Dimensions
3.	Metropolitans	Great Expectations	Great Expectations



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 \$	\$8,904,760	\$54,974,480	\$141,738,843
Average Spent	\$1,222.85	\$1,077.89	\$1,117.96
Spending Potential Index	51	45	47
Computers & Accessories: Total \$	\$1,126,837	\$6,942,784	\$17,963,109
Average Spent	\$154.74	\$136.13	\$141.68
Spending Potential Index	70	62	64
Education: Total \$	\$6,506,597	\$40,468,400	\$104,680,286
Average Spent	\$893.52	\$793.47	\$825.67
Spending Potential Index	73	65	68
Entertainment/Recreation: Total \$	\$15,894,196	\$97,128,959	\$257,800,596
Average Spent	\$2,182.67	\$1,904.41	\$2,033.40
Spending Potential Index	68	59	63
Food at Home: Total \$	\$23,835,739	\$147,340,193	\$383,114,851
Average Spent	\$3,273.24	\$2,888.91	\$3,021.82
Spending Potential Index	73	65	68
Food Away from Home: Total \$	\$16,921,198	\$104,436,548	\$272,135,068
Average Spent	\$2,323.70	\$2,047.70	\$2,146.46
Spending Potential Index	72	64	67
Health Care: Total \$	\$18,290,040	\$111,696,919	\$304,352,818
Average Spent	\$2,511.68	\$2,190.05	\$2,400.58
Spending Potential Index	67	59	64
HH Furnishings & Equipment: Total \$	\$8,630,359	\$52,764,551	\$140,138,864
Average Spent	\$1,185.16	\$1,034.56	\$1,105.34
Spending Potential Index	58	50	54
Investments: Total \$	\$7,171,451	\$41,897,334	\$113,809,248
Average Spent	\$984.82	\$821.48	\$897.67
Spending Potential Index	57	47	52
Retail Goods: Total \$	\$116,915,457	\$719,985,889	\$1,915,680,467
Average Spent	\$16,055.40	\$14,116.82	\$15,109.92
Spending Potential Index	65	57	61
Shelter: Total \$	\$82,072,072	\$498,285,594	\$1,280,033,905
Average Spent	\$11,270.54	\$9,769.92	\$10,096.26
Spending Potential Index	71	62	64
TV/Video/Audio: Total \$	\$6,577,416	\$40,729,056	\$106,420,151
Average Spent	\$903.24	\$798.58	\$839.39
Spending Potential Index	73	64	68
Travel: Total \$	\$8,687,275	\$51,979,004	\$138,139,766
Average Spent	\$1,192.98	\$1,019.16	\$1,089.58
Spending Potential Index	63	54	58
Vehicle Maintenance & Repairs: Total \$	\$4,716,001	\$29,005,153	\$76,673,410
Average Spent	\$647.62	\$568.71	\$604.76
Spending Potential Index	69	60	64

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.