



4651 Hampton Ave, St Louis, ...




# Market Profile

Prepared by Patricia McKelvey

Latitude: 38.588132

Longitude: -90.293826

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	26,664	177,650	384,592
2000 Group Quarters	177	2,235	13,673
2010 Total Population	26,683	176,292	382,170
2015 Total Population	26,640	175,499	380,878
2010 - 2015 Annual Rate	-0.03%	-0.09%	-0.07%
 2000 Households	12,686	80,949	169,722
2000 Average Household Size	2.09	2.17	2.19
2010 Households	12,517	79,677	168,686
2010 Average Household Size	2.12	2.18	2.18
2015 Households	12,458	79,236	168,295
2015 Average Household Size	2.12	2.19	2.18
2010 - 2015 Annual Rate	-0.09%	-0.11%	-0.05%
2000 Families	6,637	42,496	88,559
2000 Average Family Size	2.91	2.98	3.01
2010 Families	6,297	40,064	83,905
2010 Average Family Size	3.01	3.07	3.08
2015 Families	6,144	39,022	81,869
2015 Average Family Size	3.05	3.1	3.11
2010 - 2015 Annual Rate	-0.49%	-0.53%	-0.49%
 <b>2000 Housing Units</b>	13,228	87,847	188,660
Owner Occupied Housing Units	64.6%	55.1%	51.0%
Renter Occupied Housing Units	31.3%	37.0%	39.0%
Vacant Housing Units	4.1%	7.9%	10.0%
<b>2010 Housing Units</b>	13,340	89,324	194,618
Owner Occupied Housing Units	63.0%	52.9%	48.3%
Renter Occupied Housing Units	30.8%	36.3%	38.3%
Vacant Housing Units	6.2%	10.8%	13.3%
<b>2015 Housing Units</b>	13,343	89,714	196,493
Owner Occupied Housing Units	62.5%	52.3%	47.6%
Renter Occupied Housing Units	30.8%	36.1%	38.0%
Vacant Housing Units	6.6%	11.7%	14.4%
<b>Median Household Income</b>			
2000	\$42,421	\$35,190	\$35,516
2010	\$52,694	\$46,131	\$46,359
2015	\$56,921	\$52,711	\$53,604
<b>Median Home Value</b>			
2000	\$94,503	\$79,352	\$89,520
2010	\$141,451	\$112,216	\$121,848
2015	\$168,914	\$134,205	\$142,987
<b>Per Capita Income</b>			
2000	\$24,591	\$20,171	\$22,073
2010	\$28,746	\$24,934	\$27,215
2015	\$30,731	\$27,316	\$30,301
<b>Median Age</b>			
2000	37.6	36.0	35.3
2010	40.2	38.3	37.2
2015	41.2	38.8	37.5

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

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Income</b>			
 Household Income Base	12,619	80,933	169,788
< \$15,000	10.4%	17.4%	19.6%
\$15,000 - \$24,999	14.0%	16.4%	15.2%
\$25,000 - \$34,999	16.0%	16.0%	14.5%
\$35,000 - \$49,999	18.0%	18.3%	16.8%
\$50,000 - \$74,999	21.5%	18.4%	17.0%
\$75,000 - \$99,999	12.0%	8.1%	7.9%
\$100,000 - \$149,999	6.2%	4.0%	5.4%
\$150,000 - \$199,999	0.9%	0.8%	1.6%
\$200,000+	1.0%	0.7%	2.0%
Average Household Income	\$51,908	\$43,860	\$49,288
<b>2010 Households by Income</b>			
Household Income Base	12,520	79,677	168,687
< \$15,000	7.6%	12.2%	14.6%
\$15,000 - \$24,999	9.2%	11.6%	11.1%
\$25,000 - \$34,999	13.6%	13.3%	11.8%
\$35,000 - \$49,999	15.9%	17.2%	16.1%
\$50,000 - \$74,999	24.0%	21.9%	20.1%
\$75,000 - \$99,999	16.6%	14.5%	13.1%
\$100,000 - \$149,999	10.3%	6.8%	8.2%
\$150,000 - \$199,999	1.9%	1.5%	2.4%
\$200,000+	0.9%	1.0%	2.6%
Average Household Income	\$61,387	\$54,864	\$60,620
<b>2015 Households by Income</b>			
Household Income Base	12,459	79,237	168,295
< \$15,000	5.7%	9.7%	11.9%
\$15,000 - \$24,999	6.9%	9.4%	9.1%
\$25,000 - \$34,999	11.7%	11.7%	10.2%
\$35,000 - \$49,999	13.5%	14.4%	13.5%
\$50,000 - \$74,999	30.8%	27.9%	24.9%
\$75,000 - \$99,999	15.9%	14.9%	13.5%
\$100,000 - \$149,999	12.2%	8.8%	10.6%
\$150,000 - \$199,999	2.3%	2.0%	3.1%
\$200,000+	1.1%	1.2%	3.1%
Average Household Income	\$65,829	\$60,155	\$67,396
<b>2000 Owner Occupied HUs by Value</b>			
Total	8,459	48,399	95,982
<\$50,000	4.4%	14.9%	13.9%
\$50,000 - 99,999	52.5%	57.4%	45.6%
\$100,000 - 149,999	30.7%	18.6%	20.1%
\$150,000 - 199,999	8.0%	5.4%	7.9%
\$200,000 - \$299,999	3.7%	2.8%	6.2%
\$300,000 - 499,999	0.6%	0.7%	4.2%
\$500,000 - 999,999	0.1%	0.1%	1.8%
\$1,000,000+	0.0%	0.0%	0.3%
Average Home Value	\$105,538	\$90,552	\$124,878
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	4,153	32,506	73,668
With Cash Rent	96.6%	97.0%	97.1%
No Cash Rent	3.4%	3.0%	2.9%
Median Rent	\$389	\$371	\$388
Average Rent	\$405	\$399	\$422

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	26,664	177,650	384,592
Age 0 - 4	6.1%	6.3%	6.1%
Age 5 - 9	5.6%	6.1%	6.4%
Age 10 - 14	5.2%	5.9%	6.1%
Age 15 - 19	4.9%	5.8%	6.8%
Age 20 - 24	5.4%	6.7%	7.8%
Age 25 - 34	18.2%	17.3%	16.2%
Age 35 - 44	17.5%	16.7%	15.9%
Age 45 - 54	12.3%	12.4%	12.5%
Age 55 - 64	7.1%	7.0%	7.4%
Age 65 - 74	7.5%	6.8%	6.8%
Age 75 - 84	7.1%	6.2%	5.7%
Age 85+	3.1%	2.6%	2.4%
Age 18+	80.0%	78.1%	77.8%
<b>2010 Population by Age</b>			
Total	26,684	176,294	382,171
Age 0 - 4	6.0%	6.3%	6.0%
Age 5 - 9	5.7%	5.9%	5.9%
Age 10 - 14	5.6%	5.6%	5.5%
Age 15 - 19	5.2%	5.8%	6.8%
Age 20 - 24	6.3%	7.2%	8.4%
Age 25 - 34	12.7%	14.4%	14.4%
Age 35 - 44	16.4%	14.6%	13.6%
Age 45 - 54	16.3%	15.2%	14.5%
Age 55 - 64	11.2%	11.0%	11.0%
Age 65 - 74	6.0%	5.8%	6.1%
Age 75 - 84	5.2%	5.0%	4.9%
Age 85+	3.3%	3.1%	2.9%
Age 18+	79.5%	78.8%	79.1%
<b>2015 Population by Age</b>			
Total	26,642	175,498	380,877
Age 0 - 4	5.7%	6.2%	6.0%
Age 5 - 9	5.6%	5.8%	5.8%
Age 10 - 14	5.7%	5.7%	5.6%
Age 15 - 19	5.4%	5.5%	6.3%
Age 20 - 24	6.1%	7.0%	8.2%
Age 25 - 34	14.0%	15.1%	15.2%
Age 35 - 44	13.5%	12.9%	12.3%
Age 45 - 54	15.7%	13.9%	13.2%
Age 55 - 64	13.3%	13.0%	12.4%
Age 65 - 74	7.6%	7.5%	7.7%
Age 75 - 84	4.5%	4.5%	4.5%
Age 85+	2.9%	2.9%	2.8%
Age 18+	79.8%	79.1%	79.4%
<b>2000 Population by Sex</b>			
Males	46.3%	47.4%	47.5%
Females	53.7%	52.6%	52.5%
<b>2010 Population by Sex</b>			
Males	47.5%	48.2%	48.1%
Females	52.5%	51.8%	51.9%
<b>2015 Population by Sex</b>			
Males	48.0%	48.6%	48.3%
Females	52.0%	51.4%	51.7%



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 Race/Ethnicity</b>			
 Total	26,665	177,650	384,593
White Alone	94.1%	81.5%	74.2%
Black Alone	2.5%	12.3%	19.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	1.3%	2.8%	2.7%
Some Other Race Alone	0.7%	1.0%	0.9%
Two or More Races	1.4%	2.1%	2.0%
Hispanic Origin	1.9%	2.5%	2.3%
Diversity Index	14.7	35.3	43.6
<b>2010 Population by Race/Ethnicity</b>			
Total	26,683	176,293	382,170
White Alone	93.8%	80.2%	72.2%
Black Alone	2.2%	12.1%	20.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	1.3%	3.3%	3.4%
Some Other Race Alone	0.9%	1.5%	1.4%
Two or More Races	1.6%	2.6%	2.5%
Hispanic Origin	3.1%	4.2%	3.8%
Diversity Index	17.4	39.5	47.8
<b>2015 Population by Race/Ethnicity</b>			
Total	26,640	175,499	380,877
White Alone	93.7%	79.9%	71.7%
Black Alone	2.1%	11.7%	19.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	1.4%	3.6%	3.8%
Some Other Race Alone	1.0%	1.7%	1.6%
Two or More Races	1.6%	2.8%	2.8%
Hispanic Origin	3.8%	5.1%	4.7%
Diversity Index	18.6	41.1	49.5
<b>2000 Population 3+ by School Enrollment</b>			
 Total	25,635	170,412	370,108
Enrolled in Nursery/Preschool	1.6%	1.8%	1.8%
Enrolled in Kindergarten	1.0%	1.1%	1.2%
Enrolled in Grade 1-8	9.5%	10.4%	10.8%
Enrolled in Grade 9-12	4.5%	4.7%	5.0%
Enrolled in College	5.9%	5.2%	6.8%
Enrolled in Grad/Prof School	2.2%	2.1%	2.6%
Not Enrolled in School	75.3%	74.6%	71.7%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	18,987	121,944	257,372
Less than 9th Grade	3.6%	5.3%	5.0%
9th - 12th Grade, No Diploma	5.2%	8.9%	9.3%
High School Graduate	22.5%	27.7%	24.5%
Some College, No Degree	19.7%	20.6%	19.4%
Associate Degree	7.1%	6.7%	5.7%
Bachelor's Degree	25.7%	19.2%	20.7%
Graduate/Professional Degree	16.3%	11.6%	15.4%

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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<b>2010 Population 15+ by Marital Status</b>			
 Total	22,062	144,901	315,582
Never Married	36.0%	38.2%	39.5%
Married	44.8%	41.6%	41.3%
Widowed	8.3%	7.9%	7.5%
Divorced	10.9%	12.4%	11.8%
<b>2000 Population 16+ by Employment Status</b>			
 Total	21,941	142,632	308,074
In Labor Force	69.0%	66.7%	65.0%
Civilian Employed	66.8%	63.3%	60.0%
Civilian Unemployed	2.1%	3.3%	5.0%
In Armed Forces	0.1%	0.0%	0.0%
Not in Labor Force	31.0%	33.3%	35.0%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.1%	90.0%	88.9%
Civilian Unemployed	6.9%	10.0%	11.1%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.7%	92.2%	91.4%
Civilian Unemployed	5.3%	7.8%	8.6%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	12,068	76,516	164,848
Own Children < 6 Only	7.0%	7.1%	6.4%
Employed/in Armed Forces	4.9%	4.8%	4.2%
Unemployed	0.0%	0.3%	0.3%
Not in Labor Force	2.1%	2.0%	1.9%
Own Children < 6 and 6-17 Only	3.9%	4.7%	4.9%
Employed/in Armed Forces	2.7%	2.8%	2.9%
Unemployed	0.1%	0.3%	0.4%
Not in Labor Force	1.1%	1.6%	1.7%
Own Children 6-17 Only	12.0%	13.8%	13.8%
Employed/in Armed Forces	9.1%	10.4%	10.0%
Unemployed	0.5%	0.5%	0.6%
Not in Labor Force	2.3%	2.9%	3.3%
No Own Children < 18	77.1%	74.4%	74.9%
Employed/in Armed Forces	44.4%	39.6%	37.9%
Unemployed	1.1%	1.8%	3.2%
Not in Labor Force	31.6%	33.0%	33.7%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	12,769	79,066	164,047
Agriculture/Mining	0.4%	0.3%	0.2%
Construction	3.4%	4.2%	3.7%
Manufacturing	6.8%	8.8%	8.1%
Wholesale Trade	3.3%	3.2%	3.0%
Retail Trade	10.7%	11.1%	10.2%
Transportation/Utilities	3.9%	4.5%	4.3%
Information	2.9%	2.5%	2.8%
Finance/Insurance/Real Estate	9.0%	7.7%	7.9%
Services	49.7%	50.8%	54.2%
Public Administration	9.9%	6.9%	5.5%

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	12,768	79,066	164,048
White Collar	70.5%	63.4%	66.8%
Management/Business/Financial	13.7%	12.1%	13.4%
Professional	27.5%	23.1%	26.6%
Sales	11.6%	10.7%	11.0%
Administrative Support	17.6%	17.5%	15.8%
Services	17.5%	19.5%	18.4%
Blue Collar	12.0%	17.1%	14.9%
Farming/Forestry/Fishing	0.3%	0.2%	0.1%
Construction/Extraction	2.7%	3.8%	3.2%
Installation/Maintenance/Repair	1.8%	2.6%	2.2%
Production	4.3%	5.6%	4.8%
Transportation/Material Moving	2.9%	4.9%	4.5%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	14,520	88,912	181,743
Drove Alone - Car, Truck, or Van	82.9%	79.7%	77.3%
Carpooled - Car, Truck, or Van	8.9%	11.4%	10.8%
Public Transportation	3.9%	4.4%	5.3%
Walked	1.6%	2.2%	3.5%
Other Means	0.6%	0.6%	0.8%
Worked at Home	2.1%	1.8%	2.3%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	14,519	88,914	181,741
Did Not Work at Home	97.9%	98.2%	97.7%
Less than 5 minutes	2.0%	2.0%	2.5%
5 to 9 minutes	6.4%	7.9%	9.2%
10 to 19 minutes	33.5%	35.0%	35.2%
20 to 24 minutes	20.9%	19.9%	18.8%
25 to 34 minutes	23.2%	20.8%	20.1%
35 to 44 minutes	4.8%	4.5%	4.2%
45 to 59 minutes	4.0%	4.7%	4.2%
60 to 89 minutes	2.0%	2.1%	2.0%
90 or more minutes	1.1%	1.3%	1.5%
Worked at Home	2.1%	1.8%	2.3%
Average Travel Time to Work (in min)	22.7	22.5	22.0
<b>2000 Households by Vehicles Available</b>			
Total	12,609	80,918	169,691
None	10.3%	13.2%	15.3%
1	45.7%	46.6%	45.0%
2	34.8%	31.2%	30.7%
3	6.5%	6.8%	6.9%
4	2.1%	1.8%	1.6%
5+	0.7%	0.4%	0.5%
Average Number of Vehicles Available	1.5	1.4	1.4



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	12,685	80,948	169,723
Family Households	52.3%	52.5%	52.2%
Married-couple Family	40.9%	36.4%	35.2%
With Related Children	18.6%	16.4%	15.6%
Other Family (No Spouse)	11.4%	16.1%	17.0%
With Related Children	5.4%	9.8%	10.8%
Nonfamily Households	47.7%	47.5%	47.8%
Householder Living Alone	41.2%	40.0%	39.9%
Householder Not Living Alone	6.5%	7.5%	7.9%
Households with Related Children	24.0%	26.2%	26.4%
Households with Persons 65+	28.0%	25.5%	24.6%
<b>2000 Households by Size</b>			
Total	12,686	80,949	169,722
1 Person Household	41.2%	40.0%	39.9%
2 Person Household	30.9%	30.0%	30.0%
3 Person Household	12.5%	13.4%	13.2%
4 Person Household	9.8%	9.9%	9.8%
5 Person Household	4.1%	4.4%	4.5%
6 Person Household	1.2%	1.5%	1.6%
7+ Person Household	0.4%	0.8%	1.0%
<b>2000 Households by Year Householder Moved In</b>			
Total	12,609	80,919	169,693
Moved in 1999 to March 2000	16.5%	20.6%	22.1%
Moved in 1995 to 1998	30.3%	29.9%	29.7%
Moved in 1990 to 1994	16.4%	14.4%	14.3%
Moved in 1980 to 1989	12.5%	13.8%	13.6%
Moved in 1970 to 1979	9.1%	7.5%	7.7%
Moved in 1969 or Earlier	15.2%	13.7%	12.5%
Median Year Householder Moved In	1994	1995	1995
<b>2000 Housing Units by Units in Structure</b>			
 Total	13,128	87,846	188,708
1, Detached	63.8%	57.0%	50.7%
1, Attached	1.0%	1.7%	2.8%
2	12.0%	12.9%	12.1%
3 or 4	17.1%	14.1%	13.5%
5 to 9	2.7%	4.4%	6.3%
10 to 19	2.1%	4.3%	4.3%
20+	1.4%	5.5%	10.2%
Mobile Home	0.0%	0.2%	0.1%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	13,131	87,833	188,701
1999 to March 2000	0.1%	0.1%	0.3%
1995 to 1998	0.1%	0.8%	1.0%
1990 to 1994	0.3%	1.0%	1.4%
1980 to 1989	0.2%	3.3%	3.8%
1970 to 1979	1.1%	4.0%	5.4%
1969 or Earlier	98.3%	90.9%	88.2%
Median Year Structure Built	1943	1943	1944

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



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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>Top 3 Tapestry Segments</b>			
1.	Rustbelt Traditions	Great Expectations	Great Expectations
2.	Metropolitans	Rustbelt Traditions	Rustbelt Traditions
3.	Cozy and Comfortable	City Dimensions	City Dimensions

 **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 \$	\$18,743,515	\$108,444,624	\$255,160,523
Average Spent	\$1,497.44	\$1,361.05	\$1,512.64
Spending Potential Index	63	57	63
Computers & Accessories: Total \$	\$2,455,426	\$14,126,235	\$33,075,528
Average Spent	\$196.17	\$177.29	\$196.08
Spending Potential Index	89	81	89
Education: Total \$	\$14,532,372	\$84,140,085	\$194,864,137
Average Spent	\$1,161.01	\$1,056.01	\$1,155.19
Spending Potential Index	95	87	95
Entertainment/Recreation: Total \$	\$35,981,719	\$203,724,287	\$475,812,333
Average Spent	\$2,874.63	\$2,556.88	\$2,820.70
Spending Potential Index	89	79	87
Food at Home: Total \$	\$49,720,364	\$289,693,757	\$675,827,830
Average Spent	\$3,972.23	\$3,635.85	\$4,006.43
Spending Potential Index	89	81	90
Food Away from Home: Total \$	\$36,205,252	\$208,478,483	\$487,596,134
Average Spent	\$2,892.49	\$2,616.55	\$2,890.55
Spending Potential Index	90	81	90
Health Care: Total \$	\$41,980,010	\$238,537,347	\$548,532,280
Average Spent	\$3,353.84	\$2,993.80	\$3,251.79
Spending Potential Index	90	80	87
HH Furnishings & Equipment: Total \$	\$19,741,033	\$111,365,462	\$261,187,354
Average Spent	\$1,577.14	\$1,397.71	\$1,548.36
Spending Potential Index	77	68	75
Investments: Total \$	\$18,154,903	\$99,659,902	\$236,771,019
Average Spent	\$1,450.42	\$1,250.80	\$1,403.62
Spending Potential Index	83	72	81
Retail Goods: Total \$	\$261,599,760	\$1,493,181,124	\$3,475,384,939
Average Spent	\$20,899.56	\$18,740.43	\$20,602.69
Spending Potential Index	84	75	83
Shelter: Total \$	\$175,124,698	\$997,812,397	\$2,364,365,886
Average Spent	\$13,990.95	\$12,523.22	\$14,016.37
Spending Potential Index	89	79	89
TV/Video/Audio: Total \$	\$13,894,872	\$80,603,177	\$187,818,382
Average Spent	\$1,110.08	\$1,011.62	\$1,113.42
Spending Potential Index	89	81	90
Travel: Total \$	\$20,686,652	\$114,101,034	\$269,871,558
Average Spent	\$1,652.68	\$1,432.04	\$1,599.85
Spending Potential Index	87	76	85
Vehicle Maintenance & Repairs: Total \$	\$10,396,728	\$59,366,484	\$138,553,209
Average Spent	\$830.61	\$745.09	\$821.37
Spending Potential Index	88	79	87

**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.