






1514 Caulks Hill Rd, St Char...

Latitude: 38.744076
Longitude: -90.580719

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	9,077	79,937	141,007
2000 Group Quarters	48	233	1,046
2010 Total Population	9,856	85,988	153,342
2015 Total Population	10,276	89,010	159,227
2010 - 2015 Annual Rate	0.84%	0.69%	0.76%
 2000 Households	3,548	27,602	51,522
2000 Average Household Size	2.54	2.89	2.72
2010 Households	4,022	30,941	58,167
2010 Average Household Size	2.44	2.77	2.62
2015 Households	4,242	32,379	60,946
2015 Average Household Size	2.41	2.74	2.6
2010 - 2015 Annual Rate	1.07%	0.91%	0.94%
2000 Families	2,582	21,973	38,148
2000 Average Family Size	3.02	3.26	3.18
2010 Families	2,780	23,717	41,314
2010 Average Family Size	2.98	3.2	3.14
2015 Families	2,872	24,427	42,579
2015 Average Family Size	2.98	3.2	3.14
2010 - 2015 Annual Rate	0.65%	0.59%	0.61%
 2000 Housing Units	3,612	28,118	52,995
Owner Occupied Housing Units	86.8%	86.7%	77.1%
Renter Occupied Housing Units	11.3%	11.3%	20.1%
Vacant Housing Units	1.9%	2.0%	2.8%
2010 Housing Units	4,147	31,972	61,016
Owner Occupied Housing Units	83.3%	83.0%	73.0%
Renter Occupied Housing Units	13.7%	13.7%	22.3%
Vacant Housing Units	3.0%	3.2%	4.7%
2015 Housing Units	4,407	33,811	64,881
Owner Occupied Housing Units	82.3%	81.7%	71.7%
Renter Occupied Housing Units	14.0%	14.0%	22.2%
Vacant Housing Units	3.7%	4.2%	6.1%
Median Household Income			
2000	\$55,853	\$62,644	\$57,650
2010	\$75,587	\$82,842	\$77,165
2015	\$91,991	\$100,514	\$89,963
Median Home Value			
2000	\$114,412	\$121,481	\$119,092
2010	\$167,333	\$179,266	\$175,454
2015	\$201,983	\$220,429	\$216,037
Per Capita Income			
2000	\$23,396	\$24,341	\$24,125
2010	\$33,049	\$33,477	\$33,414
2015	\$36,702	\$37,086	\$37,181
Median Age			
2000	34.6	34.5	34.7
2010	37.0	36.2	36.1
2015	37.0	36.4	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
2000 Households by Income			
 Household Income Base	3,605	27,609	51,567
< \$15,000	4.8%	3.9%	5.8%
\$15,000 - \$24,999	8.3%	6.5%	8.1%
\$25,000 - \$34,999	10.2%	8.7%	10.2%
\$35,000 - \$49,999	18.9%	16.4%	17.2%
\$50,000 - \$74,999	25.9%	27.3%	26.4%
\$75,000 - \$99,999	19.5%	20.1%	17.1%
\$100,000 - \$149,999	10.8%	13.2%	11.3%
\$150,000 - \$199,999	1.3%	2.8%	2.6%
\$200,000+	0.4%	1.1%	1.3%
Average Household Income	\$62,070	\$69,737	\$65,632
2010 Households by Income			
Household Income Base	4,022	30,938	58,164
< \$15,000	2.0%	2.1%	3.3%
\$15,000 - \$24,999	3.9%	3.4%	4.7%
\$25,000 - \$34,999	4.6%	4.1%	5.2%
\$35,000 - \$49,999	12.7%	12.5%	13.6%
\$50,000 - \$74,999	26.3%	20.1%	20.9%
\$75,000 - \$99,999	15.4%	19.7%	18.5%
\$100,000 - \$149,999	29.4%	29.1%	25.4%
\$150,000 - \$199,999	4.1%	5.3%	4.6%
\$200,000+	1.5%	3.7%	3.7%
Average Household Income	\$84,503	\$92,622	\$87,871
2015 Households by Income			
Household Income Base	4,242	32,377	60,947
< \$15,000	1.3%	1.5%	2.5%
\$15,000 - \$24,999	2.7%	2.4%	3.6%
\$25,000 - \$34,999	3.0%	2.9%	3.7%
\$35,000 - \$49,999	8.9%	9.1%	10.2%
\$50,000 - \$74,999	26.9%	20.6%	22.0%
\$75,000 - \$99,999	9.7%	12.7%	12.2%
\$100,000 - \$149,999	41.0%	40.3%	36.1%
\$150,000 - \$199,999	4.7%	6.5%	5.6%
\$200,000+	1.6%	4.0%	4.1%
Average Household Income	\$92,810	\$101,514	\$96,899
2000 Owner Occupied HUs by Value			
Total	3,145	24,337	40,897
<\$50,000	1.7%	1.9%	4.2%
\$50,000 - 99,999	35.2%	22.8%	26.6%
\$100,000 - 149,999	44.5%	49.2%	42.4%
\$150,000 - 199,999	15.0%	16.9%	16.5%
\$200,000 - \$299,999	3.2%	8.0%	8.0%
\$300,000 - 499,999	0.2%	1.0%	1.8%
\$500,000 - 999,999	0.2%	0.3%	0.4%
\$1,000,000+	0.0%	0.1%	0.1%
Average Home Value	\$121,039	\$133,994	\$133,118
2000 Specified Renter Occupied HUs by Contract Rent			
Total	393	3,244	10,616
With Cash Rent	95.7%	96.8%	96.7%
No Cash Rent	4.3%	3.2%	3.3%
Median Rent	\$602	\$587	\$564
Average Rent	\$581	\$610	\$585

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	9,078	79,937	141,006
Age 0 - 4	7.4%	7.3%	7.2%
Age 5 - 9	8.2%	8.6%	8.0%
Age 10 - 14	8.0%	9.3%	8.6%
Age 15 - 19	7.1%	7.9%	7.5%
Age 20 - 24	4.8%	4.8%	5.6%
Age 25 - 34	15.2%	13.0%	13.6%
Age 35 - 44	18.5%	19.4%	18.6%
Age 45 - 54	14.7%	15.6%	14.6%
Age 55 - 64	7.5%	7.4%	7.9%
Age 65 - 74	5.3%	4.1%	4.8%
Age 75 - 84	2.8%	2.2%	2.9%
Age 85+	0.5%	0.5%	0.8%
Age 18+	71.6%	69.5%	71.3%
2010 Population by Age			
Total	9,859	85,988	153,341
Age 0 - 4	7.3%	7.2%	7.2%
Age 5 - 9	7.2%	7.4%	7.2%
Age 10 - 14	7.4%	7.6%	7.2%
Age 15 - 19	6.9%	7.3%	7.0%
Age 20 - 24	4.8%	5.2%	5.9%
Age 25 - 34	13.4%	13.6%	14.0%
Age 35 - 44	16.0%	14.6%	14.2%
Age 45 - 54	15.9%	16.7%	15.9%
Age 55 - 64	11.5%	11.9%	11.4%
Age 65 - 74	5.4%	5.2%	5.7%
Age 75 - 84	3.1%	2.5%	3.1%
Age 85+	1.1%	0.9%	1.2%
Age 18+	73.5%	73.2%	74.0%
2015 Population by Age			
Total	10,280	89,010	159,226
Age 0 - 4	7.2%	7.1%	7.1%
Age 5 - 9	7.3%	7.5%	7.2%
Age 10 - 14	7.5%	7.8%	7.4%
Age 15 - 19	6.5%	6.6%	6.5%
Age 20 - 24	5.1%	5.1%	5.6%
Age 25 - 34	13.4%	13.8%	14.3%
Age 35 - 44	14.7%	14.8%	14.4%
Age 45 - 54	15.5%	14.6%	14.1%
Age 55 - 64	11.9%	12.3%	12.0%
Age 65 - 74	6.9%	6.9%	7.1%
Age 75 - 84	2.8%	2.6%	3.1%
Age 85+	1.2%	0.9%	1.2%
Age 18+	73.8%	73.5%	74.1%
2000 Population by Sex			
Males	49.1%	49.2%	49.1%
Females	50.9%	50.8%	50.9%
2010 Population by Sex			
Males	48.9%	48.9%	48.9%
Females	51.1%	51.1%	51.1%
2015 Population by Sex			
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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2000 Population by Race/Ethnicity			
 Total	9,078	79,936	141,007
White Alone	94.2%	94.7%	94.3%
Black Alone	2.5%	2.6%	2.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.4%	1.1%	1.1%
Some Other Race Alone	0.4%	0.4%	0.5%
Two or More Races	1.3%	1.0%	1.1%
Hispanic Origin	1.3%	1.3%	1.5%
Diversity Index	13.4	12.6	13.6
2010 Population by Race/Ethnicity			
Total	9,857	85,988	153,342
White Alone	89.8%	90.6%	90.1%
Black Alone	4.0%	4.2%	4.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	3.2%	2.7%	2.7%
Some Other Race Alone	0.8%	0.7%	0.8%
Two or More Races	2.0%	1.6%	1.6%
Hispanic Origin	2.6%	2.5%	2.9%
Diversity Index	23.2	21.8	23.1
2015 Population by Race/Ethnicity			
Total	10,277	89,009	159,227
White Alone	88.5%	89.4%	88.9%
Black Alone	4.5%	4.7%	5.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	3.7%	3.0%	3.1%
Some Other Race Alone	0.8%	0.8%	0.9%
Two or More Races	2.2%	1.8%	1.8%
Hispanic Origin	3.0%	3.0%	3.4%
Diversity Index	25.9	24.5	25.8
2000 Population 3+ by School Enrollment			
 Total	8,767	76,482	135,229
Enrolled in Nursery/Preschool	2.6%	2.5%	2.4%
Enrolled in Kindergarten	1.5%	1.8%	1.7%
Enrolled in Grade 1-8	13.5%	15.2%	14.1%
Enrolled in Grade 9-12	6.6%	7.2%	6.7%
Enrolled in College	4.2%	4.4%	4.4%
Enrolled in Grad/Prof School	1.1%	1.2%	1.3%
Not Enrolled in School	70.5%	67.6%	69.5%
2010 Population 25+ by Educational Attainment			
Total	6,547	56,145	100,480
Less than 9th Grade	1.7%	1.4%	2.0%
9th - 12th Grade, No Diploma	5.7%	4.1%	5.0%
High School Graduate	25.2%	24.0%	25.4%
Some College, No Degree	26.2%	24.3%	24.3%
Associate Degree	9.8%	9.4%	9.0%
Bachelor's Degree	22.5%	26.3%	24.1%
Graduate/Professional Degree	9.0%	10.5%	10.1%

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	7,699	66,930	120,255
Never Married	25.7%	26.1%	26.3%
Married	57.4%	60.2%	58.4%
Widowed	5.0%	3.6%	4.5%
Divorced	12.0%	10.1%	10.7%
2000 Population 16+ by Employment Status			
 Total	6,881	58,239	105,053
In Labor Force	73.3%	76.8%	75.5%
Civilian Employed	71.7%	74.9%	73.2%
Civilian Unemployed	1.6%	1.8%	2.3%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	26.7%	23.2%	24.5%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	90.8%	90.7%	89.6%
Civilian Unemployed	9.2%	9.3%	10.4%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	92.8%	92.7%	91.8%
Civilian Unemployed	7.2%	7.3%	8.2%
2000 Females 16+ by Employment Status and Age of Children			
Total	3,482	29,999	54,393
Own Children < 6 Only	8.9%	9.1%	9.0%
Employed/in Armed Forces	6.4%	6.2%	6.4%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	2.5%	2.8%	2.4%
Own Children < 6 and 6-17 Only	5.7%	8.1%	7.6%
Employed/in Armed Forces	3.4%	5.3%	4.9%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	2.2%	2.7%	2.5%
Own Children 6-17 Only	22.2%	23.6%	21.0%
Employed/in Armed Forces	17.4%	19.1%	17.2%
Unemployed	0.4%	0.3%	0.2%
Not in Labor Force	4.4%	4.2%	3.6%
No Own Children < 18	63.2%	59.3%	62.4%
Employed/in Armed Forces	39.2%	38.3%	38.2%
Unemployed	1.3%	1.2%	1.7%
Not in Labor Force	22.7%	19.8%	22.5%
2010 Employed Population 16+ by Industry			
 Total	4,191	39,027	68,501
Agriculture/Mining	0.4%	0.2%	0.3%
Construction	6.1%	5.8%	6.1%
Manufacturing	10.2%	11.8%	11.9%
Wholesale Trade	3.7%	4.0%	4.1%
Retail Trade	12.4%	13.4%	13.5%
Transportation/Utilities	5.3%	6.1%	6.1%
Information	3.3%	3.1%	2.9%
Finance/Insurance/Real Estate	8.7%	9.0%	8.7%
Services	45.8%	42.4%	42.5%
Public Administration	4.0%	4.2%	4.0%

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	4,190	39,027	68,501
White Collar	66.4%	70.1%	68.8%
Management/Business/Financial	15.3%	16.9%	16.0%
Professional	22.5%	22.9%	21.9%
Sales	11.9%	13.4%	13.4%
Administrative Support	16.7%	16.9%	17.5%
Services	16.2%	13.5%	13.8%
Blue Collar	17.4%	16.4%	17.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.9%	4.9%	5.1%
Installation/Maintenance/Repair	4.4%	3.4%	3.2%
Production	2.9%	3.6%	4.1%
Transportation/Material Moving	5.3%	4.4%	4.8%
2000 Workers 16+ by Means of Transportation to Work			
 Total	4,877	43,153	75,987
Drove Alone - Car, Truck, or Van	89.3%	89.1%	88.2%
Carpooled - Car, Truck, or Van	7.1%	6.9%	7.6%
Public Transportation	0.2%	0.3%	0.4%
Walked	0.3%	0.3%	0.5%
Other Means	0.4%	0.5%	0.5%
Worked at Home	2.7%	2.9%	2.8%
2000 Workers 16+ by Travel Time to Work			
Total	4,877	43,152	75,988
Did Not Work at Home	97.3%	97.1%	97.2%
Less than 5 minutes	1.8%	1.2%	1.6%
5 to 9 minutes	5.2%	5.9%	7.5%
10 to 19 minutes	21.4%	22.7%	25.1%
20 to 24 minutes	18.7%	15.1%	15.4%
25 to 34 minutes	25.4%	27.4%	25.4%
35 to 44 minutes	10.9%	10.8%	9.4%
45 to 59 minutes	9.1%	9.2%	8.4%
60 to 89 minutes	3.6%	3.3%	3.1%
90 or more minutes	1.1%	1.4%	1.3%
Worked at Home	2.7%	2.9%	2.8%
Average Travel Time to Work (in min)	26.9	27.3	26.1
2000 Households by Vehicles Available			
Total	3,540	27,590	51,561
None	1.7%	2.4%	3.6%
1	31.0%	22.9%	26.9%
2	49.1%	51.2%	48.4%
3	12.3%	16.5%	15.2%
4	4.3%	4.9%	4.3%
5+	1.6%	2.0%	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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2000 Households by Type			
 Total	3,547	27,601	51,522
Family Households	72.8%	79.6%	74.0%
Married-couple Family	60.1%	67.4%	61.3%
With Related Children	32.5%	37.7%	32.8%
Other Family (No Spouse)	12.7%	12.2%	12.7%
With Related Children	8.2%	8.4%	8.7%
Nonfamily Households	27.2%	20.4%	26.0%
Householder Living Alone	22.8%	16.4%	20.9%
Householder Not Living Alone	4.4%	4.0%	5.1%
Households with Related Children	40.7%	46.1%	41.5%
Households with Persons 65+	16.3%	14.1%	16.1%
2000 Households by Size			
Total	3,548	27,602	51,522
1 Person Household	22.8%	16.4%	20.9%
2 Person Household	31.3%	30.7%	31.8%
3 Person Household	18.0%	19.4%	17.8%
4 Person Household	17.6%	20.7%	18.3%
5 Person Household	7.4%	9.2%	8.0%
6 Person Household	2.0%	2.6%	2.3%
7+ Person Household	0.9%	1.0%	0.9%
2000 Households by Year Householder Moved In			
Total	3,539	27,591	51,559
Moved in 1999 to March 2000	16.6%	15.0%	18.8%
Moved in 1995 to 1998	35.3%	32.1%	32.8%
Moved in 1990 to 1994	20.6%	22.3%	19.9%
Moved in 1980 to 1989	16.8%	21.0%	17.2%
Moved in 1970 to 1979	8.2%	7.5%	7.9%
Moved in 1969 or Earlier	2.5%	1.9%	3.4%
Median Year Householder Moved In	1995	1994	1995
2000 Housing Units by Units in Structure			
 Total	3,614	28,137	53,078
1, Detached	74.3%	82.2%	71.7%
1, Attached	12.8%	5.9%	6.2%
2	0.4%	0.4%	1.2%
3 or 4	5.4%	3.1%	4.1%
5 to 9	3.4%	2.9%	4.7%
10 to 19	2.5%	2.3%	5.2%
20+	0.9%	2.2%	3.9%
Mobile Home	0.2%	0.9%	2.9%
Other	0.0%	0.0%	0.1%
2000 Housing Units by Year Structure Built			
Total	3,606	28,102	53,044
1999 to March 2000	2.1%	2.2%	2.4%
1995 to 1998	16.6%	10.3%	11.8%
1990 to 1994	15.9%	14.8%	14.3%
1980 to 1989	33.5%	40.1%	33.9%
1970 to 1979	20.7%	25.5%	23.5%
1969 or Earlier	11.1%	7.2%	14.1%
Median Year Structure Built	1985	1984	1984

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	Sophisticated Squires	Sophisticated Squires
2.	Cozy and Comfortable	Up and Coming Families	Aspiring Young Familie
3.	Sophisticated Squires	In Style	Up and Coming Families



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 \$	\$8,107,497	\$68,488,783	\$123,512,931
Average Spent	\$2,015.79	\$2,213.53	\$2,123.42
Spending Potential Index	84	92	89
Computers & Accessories: Total \$	\$1,079,160	\$9,178,846	\$16,518,471
Average Spent	\$268.31	\$296.66	\$283.98
Spending Potential Index	122	135	129
Education: Total \$	\$6,167,584	\$52,246,807	\$93,320,875
Average Spent	\$1,533.46	\$1,688.59	\$1,604.36
Spending Potential Index	126	138	132
Entertainment/Recreation: Total \$	\$16,111,354	\$135,930,915	\$241,287,503
Average Spent	\$4,005.81	\$4,393.23	\$4,148.19
Spending Potential Index	124	136	129
Food at Home: Total \$	\$20,760,875	\$174,470,464	\$317,149,709
Average Spent	\$5,161.83	\$5,638.81	\$5,452.40
Spending Potential Index	115	126	122
Food Away from Home: Total \$	\$15,573,382	\$131,030,784	\$236,555,215
Average Spent	\$3,872.05	\$4,234.86	\$4,066.83
Spending Potential Index	120	132	126
Health Care: Total \$	\$17,203,834	\$142,010,879	\$255,596,749
Average Spent	\$4,277.43	\$4,589.73	\$4,394.19
Spending Potential Index	115	123	118
HH Furnishings & Equipment: Total \$	\$9,032,510	\$76,422,410	\$135,120,211
Average Spent	\$2,245.78	\$2,469.94	\$2,322.97
Spending Potential Index	109	120	113
Investments: Total \$	\$7,926,839	\$66,889,595	\$117,419,077
Average Spent	\$1,970.87	\$2,161.84	\$2,018.65
Spending Potential Index	113	124	116
Retail Goods: Total \$	\$114,830,650	\$967,069,773	\$1,729,575,329
Average Spent	\$28,550.63	\$31,255.28	\$29,734.65
Spending Potential Index	115	126	120
Shelter: Total \$	\$79,131,856	\$670,465,348	\$1,194,116,823
Average Spent	\$19,674.75	\$21,669.16	\$20,529.11
Spending Potential Index	125	137	130
TV/Video/Audio: Total \$	\$5,853,187	\$49,121,979	\$89,095,554
Average Spent	\$1,455.29	\$1,587.60	\$1,531.72
Spending Potential Index	117	128	123
Travel: Total \$	\$9,740,037	\$82,385,060	\$143,766,366
Average Spent	\$2,421.69	\$2,662.65	\$2,471.61
Spending Potential Index	128	141	131
Vehicle Maintenance & Repairs: Total \$	\$4,525,511	\$38,173,531	\$68,542,203
Average Spent	\$1,125.19	\$1,233.75	\$1,178.37
Spending Potential Index	119	131	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.