



Market Profile

4311 Telegraph Rd, Saint Louis, Missouri, 63129 3
 4311 Telegraph Rd, Saint Louis, Missouri, 63129
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.48737
 Longitude: -90.30414

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	11,279	63,755	156,136
2010 Total Population	10,612	63,736	156,390
2015 Total Population	10,567	63,432	155,770
2015 Group Quarters	52	628	1,506
2020 Total Population	10,601	63,580	156,138
2015-2020 Annual Rate	0.06%	0.05%	0.05%
Household Summary			
2000 Households	4,352	25,973	63,847
2000 Average Household Size	2.57	2.43	2.42
2010 Households	4,393	27,136	65,914
2010 Average Household Size	2.40	2.33	2.35
2015 Households	4,419	27,248	66,117
2015 Average Household Size	2.38	2.30	2.33
2020 Households	4,444	27,378	66,393
2020 Average Household Size	2.37	2.30	2.33
2015-2020 Annual Rate	0.11%	0.10%	0.08%
2010 Families	3,046	17,314	42,781
2010 Average Family Size	2.89	2.93	2.93
2015 Families	3,046	17,261	42,619
2015 Average Family Size	2.87	2.90	2.91
2020 Families	3,052	17,267	42,615
2020 Average Family Size	2.86	2.90	2.91
2015-2020 Annual Rate	0.04%	0.01%	0.00%
Housing Unit Summary			
2000 Housing Units	4,451	26,881	66,227
Owner Occupied Housing Units	80.7%	71.2%	75.2%
Renter Occupied Housing Units	17.0%	25.4%	21.2%
Vacant Housing Units	2.2%	3.4%	3.6%
2010 Housing Units	4,600	28,698	69,840
Owner Occupied Housing Units	79.2%	69.6%	72.8%
Renter Occupied Housing Units	16.3%	24.9%	21.5%
Vacant Housing Units	4.5%	5.4%	5.6%
2015 Housing Units	4,619	28,765	70,158
Owner Occupied Housing Units	78.7%	69.0%	72.0%
Renter Occupied Housing Units	17.0%	25.7%	22.3%
Vacant Housing Units	4.3%	5.3%	5.8%
2020 Housing Units	4,664	28,944	70,541
Owner Occupied Housing Units	78.5%	68.8%	71.8%
Renter Occupied Housing Units	16.8%	25.8%	22.3%
Vacant Housing Units	4.7%	5.4%	5.9%
Median Household Income			
2015	\$65,173	\$56,783	\$56,080
2020	\$76,541	\$67,253	\$65,781
Median Home Value			
2015	\$192,488	\$196,879	\$196,269
2020	\$219,810	\$224,887	\$225,548
Per Capita Income			
2015	\$33,016	\$32,260	\$31,785
2020	\$37,763	\$37,282	\$36,580
Median Age			
2010	45.3	42.6	42.9
2015	46.3	43.5	43.8
2020	46.1	43.8	44.1

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	4,419	27,248	66,117
<\$15,000	5.5%	7.9%	7.9%
\$15,000 - \$24,999	9.4%	10.0%	10.1%
\$25,000 - \$34,999	8.3%	11.3%	11.0%
\$35,000 - \$49,999	11.2%	13.9%	14.7%
\$50,000 - \$74,999	22.2%	19.2%	19.5%
\$75,000 - \$99,999	18.6%	13.9%	13.4%
\$100,000 - \$149,999	15.2%	14.6%	13.6%
\$150,000 - \$199,999	6.8%	5.3%	6.0%
\$200,000+	2.6%	3.9%	3.9%
Average Household Income	\$77,672	\$74,976	\$74,991
2020 Households by Income			
Household Income Base	4,444	27,378	66,393
<\$15,000	4.6%	6.9%	6.9%
\$15,000 - \$24,999	6.4%	7.1%	7.2%
\$25,000 - \$34,999	6.5%	9.2%	8.9%
\$35,000 - \$49,999	9.7%	12.5%	13.4%
\$50,000 - \$74,999	20.7%	18.6%	19.1%
\$75,000 - \$99,999	22.5%	16.8%	16.5%
\$100,000 - \$149,999	17.4%	16.9%	15.8%
\$150,000 - \$199,999	9.0%	7.4%	7.8%
\$200,000+	3.1%	4.5%	4.5%
Average Household Income	\$88,635	\$86,461	\$86,182
2015 Owner Occupied Housing Units by Value			
Total	3,636	19,845	50,493
<\$50,000	0.1%	0.7%	1.2%
\$50,000 - \$99,999	1.1%	5.7%	6.9%
\$100,000 - \$149,999	13.5%	15.6%	16.0%
\$150,000 - \$199,999	41.6%	29.9%	28.0%
\$200,000 - \$249,999	23.9%	21.8%	18.5%
\$250,000 - \$299,999	9.5%	12.3%	12.3%
\$300,000 - \$399,999	7.2%	8.9%	10.7%
\$400,000 - \$499,999	2.2%	3.1%	3.8%
\$500,000 - \$749,999	0.8%	1.6%	1.9%
\$750,000 - \$999,999	0.0%	0.1%	0.2%
\$1,000,000 +	0.2%	0.3%	0.4%
Average Home Value	\$212,919	\$219,368	\$224,146
2020 Owner Occupied Housing Units by Value			
Total	3,661	19,912	50,678
<\$50,000	0.0%	0.4%	0.8%
\$50,000 - \$99,999	0.4%	2.8%	4.1%
\$100,000 - \$149,999	4.6%	7.1%	7.8%
\$150,000 - \$199,999	33.1%	27.0%	26.1%
\$200,000 - \$249,999	30.1%	25.6%	22.0%
\$250,000 - \$299,999	15.5%	17.0%	16.4%
\$300,000 - \$399,999	11.1%	12.7%	13.9%
\$400,000 - \$499,999	3.1%	3.8%	4.5%
\$500,000 - \$749,999	1.8%	2.9%	3.2%
\$750,000 - \$999,999	0.2%	0.4%	0.6%
\$1,000,000 +	0.2%	0.4%	0.6%
Average Home Value	\$241,831	\$250,385	\$255,007

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	10,612	63,737	156,391
0 - 4	4.8%	5.3%	5.3%
5 - 9	4.9%	5.3%	5.4%
10 - 14	5.6%	6.0%	6.0%
15 - 24	11.8%	12.2%	11.9%
25 - 34	11.4%	12.6%	12.2%
35 - 44	11.0%	11.5%	11.7%
45 - 54	15.9%	15.7%	16.2%
55 - 64	15.0%	13.7%	13.6%
65 - 74	10.4%	8.9%	8.7%
75 - 84	7.1%	6.3%	6.4%
85 +	2.1%	2.4%	2.5%
18 +	81.0%	79.7%	79.3%
2015 Population by Age			
Total	10,566	63,433	155,769
0 - 4	4.5%	4.9%	5.0%
5 - 9	5.0%	5.4%	5.4%
10 - 14	5.1%	5.4%	5.5%
15 - 24	10.3%	11.1%	11.1%
25 - 34	12.8%	13.7%	13.0%
35 - 44	10.8%	11.2%	11.3%
45 - 54	13.7%	13.8%	14.0%
55 - 64	15.5%	14.9%	15.2%
65 - 74	12.4%	10.5%	10.2%
75 - 84	7.3%	6.3%	6.3%
85 +	2.7%	2.9%	3.0%
18 +	82.2%	80.9%	80.6%
2020 Population by Age			
Total	10,600	63,581	156,140
0 - 4	4.6%	4.9%	4.9%
5 - 9	4.8%	5.1%	5.2%
10 - 14	5.5%	5.6%	5.7%
15 - 24	9.2%	10.2%	10.1%
25 - 34	12.0%	12.6%	12.4%
35 - 44	12.8%	13.0%	12.8%
45 - 54	11.5%	11.7%	11.9%
55 - 64	15.3%	14.9%	15.3%
65 - 74	13.4%	12.0%	11.9%
75 - 84	7.8%	6.8%	6.7%
85 +	3.1%	3.1%	3.2%
18 +	82.2%	81.3%	80.9%
2010 Population by Sex			
Males	5,143	30,621	75,197
Females	5,469	33,115	81,193
2015 Population by Sex			
Males	5,113	30,608	75,237
Females	5,454	32,824	80,533
2020 Population by Sex			
Males	5,140	30,811	75,750
Females	5,461	32,770	80,388

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

March 25, 2016



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2010 Population by Race/Ethnicity			
Total	10,612	63,736	156,389
White Alone	94.7%	93.7%	93.8%
Black Alone	1.2%	2.2%	2.1%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	1.9%	1.9%	2.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.8%	0.6%	0.5%
Two or More Races	1.3%	1.4%	1.4%
Hispanic Origin	2.0%	2.3%	2.1%
Diversity Index	13.8	16.2	15.5
2015 Population by Race/Ethnicity			
Total	10,568	63,432	155,772
White Alone	93.8%	92.7%	93.0%
Black Alone	1.3%	2.4%	2.2%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	2.2%	2.2%	2.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.9%	0.7%	0.6%
Two or More Races	1.7%	1.7%	1.7%
Hispanic Origin	2.3%	2.7%	2.4%
Diversity Index	15.9	18.5	17.5
2020 Population by Race/Ethnicity			
Total	10,601	63,581	156,139
White Alone	92.6%	91.5%	91.9%
Black Alone	1.5%	2.8%	2.4%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	2.6%	2.6%	2.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.1%	0.9%	0.7%
Two or More Races	2.0%	2.1%	2.0%
Hispanic Origin	2.7%	3.2%	2.8%
Diversity Index	18.6	21.4	20.0
2010 Population by Relationship and Household Type			
Total	10,612	63,736	156,390
In Households	99.5%	99.0%	99.0%
In Family Households	84.2%	81.0%	81.7%
Householder	29.1%	27.2%	27.3%
Spouse	23.3%	21.1%	21.2%
Child	28.6%	28.8%	29.0%
Other relative	2.1%	2.4%	2.6%
Nonrelative	1.2%	1.5%	1.6%
In Nonfamily Households	15.3%	18.0%	17.3%
In Group Quarters	0.5%	1.0%	1.0%
Institutionalized Population	0.4%	0.7%	0.7%
Noninstitutionalized Population	0.1%	0.3%	0.3%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Population 25+ by Educational Attainment			
Total	7,931	46,461	113,587
Less than 9th Grade	2.2%	3.3%	3.2%
9th - 12th Grade, No Diploma	3.2%	4.7%	5.2%
High School Graduate	26.9%	26.3%	25.2%
GED/Alternative Credential	3.2%	4.0%	4.0%
Some College, No Degree	24.4%	23.9%	22.5%
Associate Degree	8.4%	8.7%	8.9%
Bachelor's Degree	23.3%	20.2%	21.3%
Graduate/Professional Degree	8.3%	8.9%	9.7%
2015 Population 15+ by Marital Status			
Total	9,021	53,487	130,895
Never Married	29.1%	30.8%	29.0%
Married	51.6%	50.8%	52.5%
Widowed	8.6%	7.9%	7.8%
Divorced	10.7%	10.5%	10.7%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	96.8%	94.6%	94.8%
Civilian Unemployed	3.2%	5.4%	5.2%
2015 Employed Population 16+ by Industry			
Total	5,646	32,923	80,742
Agriculture/Mining	0.0%	0.3%	0.3%
Construction	6.3%	5.5%	6.0%
Manufacturing	11.1%	11.0%	11.2%
Wholesale Trade	1.9%	2.8%	3.0%
Retail Trade	14.8%	14.2%	13.1%
Transportation/Utilities	4.2%	5.2%	4.9%
Information	2.4%	2.3%	2.3%
Finance/Insurance/Real Estate	6.7%	8.3%	8.2%
Services	48.4%	47.3%	48.1%
Public Administration	4.0%	3.1%	2.9%
2015 Employed Population 16+ by Occupation			
Total	5,647	32,924	80,744
White Collar	63.5%	65.3%	63.9%
Management/Business/Financial	14.7%	15.0%	15.0%
Professional	22.1%	21.7%	20.9%
Sales	11.0%	13.4%	12.8%
Administrative Support	15.7%	15.2%	15.2%
Services	17.8%	16.8%	17.3%
Blue Collar	18.7%	17.9%	18.8%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	3.9%	3.9%	4.9%
Installation/Maintenance/Repair	4.3%	3.1%	3.0%
Production	5.3%	4.8%	5.3%
Transportation/Material Moving	4.9%	6.0%	5.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	4,393	27,136	65,914
Households with 1 Person	25.5%	30.8%	29.8%
Households with 2+ People	74.5%	69.2%	70.2%
Family Households	69.3%	63.8%	64.9%
Husband-wife Families	55.5%	49.6%	50.5%
With Related Children	18.8%	18.8%	19.6%
Other Family (No Spouse Present)	13.8%	14.2%	14.4%
Other Family with Male Householder	4.1%	3.9%	4.0%
With Related Children	2.1%	2.1%	2.2%
Other Family with Female Householder	9.8%	10.4%	10.3%
With Related Children	5.0%	5.9%	5.8%
Nonfamily Households	5.2%	5.3%	5.3%
All Households with Children	26.2%	27.1%	27.9%
Multigenerational Households	2.8%	2.6%	2.8%
Unmarried Partner Households	5.3%	5.6%	5.7%
Male-female	4.8%	5.1%	5.2%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	4,392	27,136	65,914
1 Person Household	25.5%	30.8%	29.8%
2 Person Household	39.4%	34.9%	35.0%
3 Person Household	16.7%	15.5%	15.5%
4 Person Household	11.7%	11.8%	12.3%
5 Person Household	4.6%	4.8%	5.0%
6 Person Household	1.5%	1.5%	1.6%
7 + Person Household	0.5%	0.7%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	4,393	27,136	65,914
Owner Occupied	82.9%	73.6%	77.2%
Owned with a Mortgage/Loan	54.1%	49.9%	52.3%
Owned Free and Clear	28.8%	23.7%	24.8%
Renter Occupied	17.1%	26.4%	22.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
	1. Comfortable Empty Nesters	Comfortable Empty Nesters	Comfortable Empty Nesters
	2. Parks and Rec (5C)	Midlife Constants (5E)	Parks and Rec (5C)
	3. Midlife Constants (5E)	Parks and Rec (5C)	Midlife Constants (5E)
2015 Consumer Spending			
Apparel & Services: Total \$	\$10,233,548	\$62,141,447	\$149,886,923
Average Spent	\$2,315.81	\$2,280.59	\$2,267.00
Spending Potential Index	100	99	98
Computers & Accessories: Total \$	\$1,172,766	\$7,088,073	\$17,083,738
Average Spent	\$265.39	\$260.13	\$258.39
Spending Potential Index	102	100	99
Education: Total \$	\$7,261,406	\$42,591,658	\$103,537,587
Average Spent	\$1,643.22	\$1,563.11	\$1,565.98
Spending Potential Index	108	103	103
Entertainment/Recreation: Total \$	\$15,198,854	\$90,311,920	\$219,629,525
Average Spent	\$3,439.43	\$3,314.44	\$3,321.83
Spending Potential Index	104	100	100
Food at Home: Total \$	\$23,240,051	\$140,851,904	\$340,668,865
Average Spent	\$5,259.12	\$5,169.26	\$5,152.52
Spending Potential Index	101	99	99
Food Away from Home: Total \$	\$14,691,801	\$88,801,618	\$214,459,707
Average Spent	\$3,324.69	\$3,259.01	\$3,243.64
Spending Potential Index	101	99	99
Health Care: Total \$	\$22,577,341	\$132,371,635	\$323,745,559
Average Spent	\$5,109.15	\$4,858.03	\$4,896.56
Spending Potential Index	108	102	103
HH Furnishings & Equipment: Total \$	\$8,338,867	\$50,071,104	\$121,324,185
Average Spent	\$1,887.05	\$1,837.61	\$1,834.99
Spending Potential Index	102	100	100
Investments: Total \$	\$10,783,022	\$65,656,819	\$155,859,995
Average Spent	\$2,440.15	\$2,409.60	\$2,357.34
Spending Potential Index	89	87	86
Retail Goods: Total \$	\$115,195,184	\$691,469,343	\$1,677,445,933
Average Spent	\$26,068.16	\$25,376.88	\$25,370.87
Spending Potential Index	102	100	99
Shelter: Total \$	\$75,859,587	\$450,913,089	\$1,090,151,975
Average Spent	\$17,166.69	\$16,548.48	\$16,488.23
Spending Potential Index	104	101	100
TV/Video/Audio: Total \$	\$5,932,722	\$35,685,744	\$86,482,561
Average Spent	\$1,342.55	\$1,309.66	\$1,308.02
Spending Potential Index	103	100	100
Travel: Total \$	\$9,302,790	\$54,168,075	\$132,017,577
Average Spent	\$2,105.18	\$1,987.97	\$1,996.73
Spending Potential Index	108	102	102
Vehicle Maintenance & Repairs: Total \$	\$5,107,664	\$30,489,143	\$73,924,254
Average Spent	\$1,155.84	\$1,118.95	\$1,118.08
Spending Potential Index	104	100	100

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.