



Market Profile

1 Mid Rivers Mall Dr, St Peters, Missouri, 63376
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.79874
Longitude: -90.62054

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,702	47,693	128,740
2010 Total Population	5,721	49,346	140,990
2016 Total Population	6,136	52,814	148,806
2016 Group Quarters	102	195	458
2021 Total Population	6,386	55,932	156,685
2016-2021 Annual Rate	0.80%	1.15%	1.04%
Household Summary			
2000 Households	2,448	16,395	45,178
2000 Average Household Size	2.32	2.90	2.84
2010 Households	2,621	18,658	53,314
2010 Average Household Size	2.14	2.63	2.64
2016 Households	2,814	20,176	56,831
2016 Average Household Size	2.14	2.61	2.61
2021 Households	2,944	21,487	60,135
2021 Average Household Size	2.13	2.59	2.60
2016-2021 Annual Rate	0.91%	1.27%	1.14%
2010 Families	1,473	13,490	38,607
2010 Average Family Size	2.82	3.10	3.10
2016 Families	1,573	14,447	40,728
2016 Average Family Size	2.82	3.08	3.08
2021 Families	1,633	15,306	42,856
2021 Average Family Size	2.81	3.07	3.07
2016-2021 Annual Rate	0.75%	1.16%	1.02%
Housing Unit Summary			
2000 Housing Units	2,554	16,708	46,411
Owner Occupied Housing Units	69.2%	84.8%	82.8%
Renter Occupied Housing Units	26.7%	13.4%	14.5%
Vacant Housing Units	4.1%	1.9%	2.7%
2010 Housing Units	2,798	19,409	55,424
Owner Occupied Housing Units	63.4%	79.7%	78.8%
Renter Occupied Housing Units	30.3%	16.4%	17.4%
Vacant Housing Units	6.3%	3.9%	3.8%
2016 Housing Units	3,000	21,015	59,097
Owner Occupied Housing Units	62.0%	78.1%	77.4%
Renter Occupied Housing Units	31.8%	17.9%	18.8%
Vacant Housing Units	6.2%	4.0%	3.8%
2021 Housing Units	3,138	22,372	62,507
Owner Occupied Housing Units	61.4%	77.9%	77.3%
Renter Occupied Housing Units	32.4%	18.1%	18.9%
Vacant Housing Units	6.2%	4.0%	3.8%
Median Household Income			
2016	\$47,793	\$72,685	\$73,960
2021	\$52,524	\$80,149	\$80,639
Median Home Value			
2016	\$131,092	\$180,831	\$190,337
2021	\$155,435	\$202,720	\$221,129
Per Capita Income			
2016	\$25,780	\$31,494	\$32,545
2021	\$28,171	\$35,058	\$35,996
Median Age			
2010	40.1	38.6	37.4
2016	40.4	39.6	38.4
2021	41.2	40.4	39.3

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	2,814	20,176	56,831
<\$15,000	13.2%	5.4%	5.1%
\$15,000 - \$24,999	12.3%	6.2%	6.2%
\$25,000 - \$34,999	12.2%	8.4%	7.9%
\$35,000 - \$49,999	13.8%	12.5%	12.2%
\$50,000 - \$74,999	22.6%	18.7%	19.3%
\$75,000 - \$99,999	13.4%	18.1%	18.0%
\$100,000 - \$149,999	9.0%	21.6%	20.9%
\$150,000 - \$199,999	2.3%	6.2%	6.9%
\$200,000+	1.1%	2.9%	3.6%
Average Household Income	\$57,415	\$82,437	\$85,183
2021 Households by Income			
Household Income Base	2,944	21,487	60,135
<\$15,000	13.3%	5.0%	4.7%
\$15,000 - \$24,999	11.6%	5.6%	5.6%
\$25,000 - \$34,999	12.8%	7.9%	7.7%
\$35,000 - \$49,999	8.5%	6.6%	6.5%
\$50,000 - \$74,999	24.2%	20.0%	20.0%
\$75,000 - \$99,999	14.4%	18.6%	18.7%
\$100,000 - \$149,999	11.0%	25.5%	24.5%
\$150,000 - \$199,999	2.9%	7.7%	8.3%
\$200,000+	1.3%	3.3%	4.0%
Average Household Income	\$62,476	\$91,299	\$93,781
2016 Owner Occupied Housing Units by Value			
Total	1,859	16,417	45,747
<\$50,000	16.2%	4.1%	4.2%
\$50,000 - \$99,999	10.0%	3.6%	3.3%
\$100,000 - \$149,999	38.2%	16.7%	16.6%
\$150,000 - \$199,999	21.9%	41.6%	32.1%
\$200,000 - \$249,999	6.6%	16.5%	19.3%
\$250,000 - \$299,999	2.5%	8.0%	11.8%
\$300,000 - \$399,999	1.2%	6.7%	9.0%
\$400,000 - \$499,999	1.5%	1.6%	1.9%
\$500,000 - \$749,999	0.7%	0.3%	0.9%
\$750,000 - \$999,999	0.1%	0.2%	0.4%
\$1,000,000 +	1.1%	0.7%	0.5%
Average Home Value	\$148,561	\$199,922	\$211,951
2021 Owner Occupied Housing Units by Value			
Total	1,926	17,437	48,313
<\$50,000	16.2%	3.0%	2.7%
\$50,000 - \$99,999	8.5%	2.2%	1.8%
\$100,000 - \$149,999	22.3%	6.4%	6.0%
\$150,000 - \$199,999	27.5%	37.1%	27.2%
\$200,000 - \$249,999	13.3%	25.1%	29.0%
\$250,000 - \$299,999	5.6%	13.6%	18.1%
\$300,000 - \$399,999	1.9%	9.2%	10.9%
\$400,000 - \$499,999	2.0%	1.9%	2.0%
\$500,000 - \$749,999	1.1%	0.4%	1.0%
\$750,000 - \$999,999	0.4%	0.3%	0.5%
\$1,000,000 +	1.3%	0.9%	0.6%
Average Home Value	\$173,610	\$226,055	\$238,237

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	5,722	49,346	140,989
0 - 4	6.3%	5.9%	6.4%
5 - 9	5.0%	6.4%	6.8%
10 - 14	5.5%	7.2%	7.3%
15 - 24	12.9%	13.2%	12.9%
25 - 34	14.8%	12.9%	13.4%
35 - 44	11.1%	13.1%	13.8%
45 - 54	13.2%	17.0%	16.5%
55 - 64	11.5%	12.8%	12.0%
65 - 74	8.7%	6.3%	6.2%
75 - 84	7.3%	3.8%	3.5%
85 +	3.8%	1.5%	1.2%
18 +	79.7%	75.9%	74.9%
2016 Population by Age			
Total	6,135	52,815	148,807
0 - 4	5.8%	5.5%	6.0%
5 - 9	5.4%	5.8%	6.4%
10 - 14	5.1%	6.4%	6.8%
15 - 24	11.8%	12.4%	12.2%
25 - 34	15.3%	14.0%	14.0%
35 - 44	11.5%	12.6%	13.4%
45 - 54	11.6%	14.1%	14.2%
55 - 64	12.1%	14.6%	13.7%
65 - 74	10.1%	8.8%	8.2%
75 - 84	7.4%	3.9%	3.7%
85 +	3.8%	1.7%	1.4%
18 +	80.4%	78.4%	77.0%
2021 Population by Age			
Total	6,385	55,931	156,684
0 - 4	5.8%	5.5%	5.9%
5 - 9	5.1%	5.5%	6.0%
10 - 14	5.6%	6.1%	6.6%
15 - 24	11.0%	11.0%	11.2%
25 - 34	14.3%	14.0%	13.7%
35 - 44	12.8%	13.8%	14.4%
45 - 54	10.2%	12.3%	12.5%
55 - 64	12.2%	14.5%	13.8%
65 - 74	11.3%	10.8%	10.0%
75 - 84	8.1%	4.8%	4.4%
85 +	3.7%	1.7%	1.5%
18 +	80.4%	79.2%	77.7%
2010 Population by Sex			
Males	2,653	24,068	68,876
Females	3,068	25,278	72,114
2016 Population by Sex			
Males	2,862	25,768	72,787
Females	3,275	27,047	76,019
2021 Population by Sex			
Males	2,986	27,403	76,907
Females	3,400	28,529	79,777

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

December 03, 2016



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2010 Population by Race/Ethnicity			
Total	5,722	49,347	140,989
White Alone	92.8%	91.8%	91.0%
Black Alone	3.3%	3.6%	4.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.8%	1.8%	2.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.0%	0.7%	0.9%
Two or More Races	1.9%	1.8%	1.8%
Hispanic Origin	3.2%	2.5%	2.6%
Diversity Index	19.1	19.7	21.2
2016 Population by Race/Ethnicity			
Total	6,136	52,815	148,806
White Alone	91.5%	90.3%	89.4%
Black Alone	3.9%	4.3%	4.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.0%	2.1%	2.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.1%	0.9%	1.0%
Two or More Races	2.3%	2.2%	2.2%
Hispanic Origin	3.9%	3.0%	3.2%
Diversity Index	22.5	23.1	24.8
2021 Population by Race/Ethnicity			
Total	6,385	55,931	156,684
White Alone	90.0%	88.6%	87.7%
Black Alone	4.5%	5.0%	5.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.2%	2.5%	2.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.3%	1.1%	1.2%
Two or More Races	2.8%	2.6%	2.6%
Hispanic Origin	4.7%	3.7%	3.8%
Diversity Index	26.1	26.7	28.5
2010 Population by Relationship and Household Type			
Total	5,721	49,346	140,990
In Households	98.2%	99.6%	99.7%
In Family Households	75.5%	86.8%	86.9%
Householder	24.7%	27.3%	27.3%
Spouse	17.1%	21.7%	21.7%
Child	28.3%	33.2%	33.5%
Other relative	2.6%	2.6%	2.4%
Nonrelative	2.8%	2.0%	1.9%
In Nonfamily Households	22.7%	12.8%	12.8%
In Group Quarters	1.8%	0.4%	0.3%
Institutionalized Population	1.7%	0.4%	0.2%
Noninstitutionalized Population	0.1%	0.0%	0.1%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment			
Total	4,408	36,909	102,167
Less than 9th Grade	1.9%	1.4%	1.5%
9th - 12th Grade, No Diploma	8.3%	4.8%	4.2%
High School Graduate	26.6%	22.7%	22.2%
GED/Alternative Credential	7.3%	3.9%	3.3%
Some College, No Degree	25.5%	24.1%	24.0%
Associate Degree	9.8%	9.3%	9.4%
Bachelor's Degree	15.3%	23.2%	23.3%
Graduate/Professional Degree	5.5%	10.5%	12.0%
2016 Population 15+ by Marital Status			
Total	5,132	43,445	120,375
Never Married	27.5%	26.4%	27.6%
Married	43.6%	57.2%	56.9%
Widowed	10.2%	5.5%	5.0%
Divorced	18.8%	10.8%	10.5%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	95.0%	96.8%	96.8%
Civilian Unemployed	5.0%	3.2%	3.2%
2016 Employed Population 16+ by Industry			
Total	3,050	29,621	83,973
Agriculture/Mining	0.2%	0.7%	0.6%
Construction	4.3%	4.7%	4.8%
Manufacturing	11.8%	12.2%	12.9%
Wholesale Trade	2.2%	3.7%	3.7%
Retail Trade	18.7%	12.9%	12.5%
Transportation/Utilities	4.6%	4.9%	4.6%
Information	1.4%	2.2%	2.0%
Finance/Insurance/Real Estate	7.3%	10.6%	9.8%
Services	45.7%	44.9%	46.1%
Public Administration	3.6%	3.2%	2.9%
2016 Employed Population 16+ by Occupation			
Total	3,047	29,620	83,973
White Collar	64.5%	69.1%	68.5%
Management/Business/Financial	13.1%	16.1%	17.1%
Professional	18.6%	24.7%	25.2%
Sales	15.2%	13.4%	12.7%
Administrative Support	17.5%	15.0%	13.5%
Services	15.3%	13.4%	14.9%
Blue Collar	20.1%	17.5%	16.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.8%	3.4%	3.5%
Installation/Maintenance/Repair	3.8%	3.6%	3.2%
Production	6.2%	5.0%	4.9%
Transportation/Material Moving	6.3%	5.5%	4.8%
2010 Population By Urban/ Rural Status			
Total Population	5,721	49,346	140,990
Population Inside Urbanized Area	97.2%	99.6%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.8%	0.4%	0.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	2,621	18,658	53,314
Households with 1 Person	37.6%	22.6%	22.4%
Households with 2+ People	62.4%	77.4%	77.6%
Family Households	56.2%	72.3%	72.4%
Husband-wife Families	38.8%	57.5%	57.5%
With Related Children	15.7%	25.9%	26.9%
Other Family (No Spouse Present)	17.4%	14.8%	14.9%
Other Family with Male Householder	5.3%	4.7%	4.4%
With Related Children	3.2%	2.6%	2.5%
Other Family with Female Householder	12.1%	10.1%	10.5%
With Related Children	6.8%	6.0%	6.5%
Nonfamily Households	6.2%	5.1%	5.2%
All Households with Children	25.9%	35.0%	36.4%
Multigenerational Households	3.5%	3.8%	3.5%
Unmarried Partner Households	7.0%	5.9%	5.8%
Male-female	6.6%	5.4%	5.3%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	2,621	18,658	53,313
1 Person Household	37.6%	22.6%	22.4%
2 Person Household	30.8%	33.3%	33.0%
3 Person Household	14.8%	18.0%	18.2%
4 Person Household	9.7%	15.8%	16.1%
5 Person Household	4.4%	6.8%	6.9%
6 Person Household	1.9%	2.4%	2.4%
7 + Person Household	0.9%	1.2%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	2,621	18,658	53,314
Owner Occupied	67.7%	82.9%	81.9%
Owned with a Mortgage/Loan	45.9%	67.0%	66.7%
Owned Free and Clear	21.9%	15.9%	15.3%
Renter Occupied	32.3%	17.1%	18.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,798	19,409	55,424
Housing Units Inside Urbanized Area	96.9%	99.4%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.1%	0.6%	0.3%

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.	Retirement Communities	Home Improvement (4B)	Home Improvement (4B)
2.	Rustbelt Traditions (5D)	Parks and Rec (5C)	Soccer Moms (4A)
3.	Small Town Simplicity	Soccer Moms (4A)	Green Acres (6A)
2016 Consumer Spending			
Apparel & Services: Total \$	\$4,151,936	\$42,285,882	\$124,102,708
Average Spent	\$1,475.46	\$2,095.85	\$2,183.72
Spending Potential Index	73	104	108
Education: Total \$	\$2,893,467	\$30,738,268	\$87,670,874
Average Spent	\$1,028.24	\$1,523.51	\$1,542.66
Spending Potential Index	73	108	109
Entertainment/Recreation: Total \$	\$6,138,725	\$62,451,609	\$182,187,740
Average Spent	\$2,181.49	\$3,095.34	\$3,205.78
Spending Potential Index	75	106	110
Food at Home: Total \$	\$10,688,852	\$102,874,742	\$301,709,053
Average Spent	\$3,798.45	\$5,098.87	\$5,308.88
Spending Potential Index	76	102	107
Food Away from Home: Total \$	\$6,445,640	\$65,083,136	\$191,897,299
Average Spent	\$2,290.56	\$3,225.77	\$3,376.63
Spending Potential Index	74	104	109
Health Care: Total \$	\$11,565,310	\$113,709,631	\$329,151,352
Average Spent	\$4,109.92	\$5,635.89	\$5,791.76
Spending Potential Index	78	106	109
HH Furnishings & Equipment: Total \$	\$3,714,412	\$38,297,593	\$111,893,336
Average Spent	\$1,319.98	\$1,898.18	\$1,968.88
Spending Potential Index	75	108	112
Personal Care Products & Services: Total \$	\$1,548,932	\$15,666,558	\$45,772,872
Average Spent	\$550.44	\$776.49	\$805.42
Spending Potential Index	75	106	110
Shelter: Total \$	\$33,054,247	\$335,229,932	\$970,423,787
Average Spent	\$11,746.36	\$16,615.28	\$17,075.61
Spending Potential Index	75	107	110
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,083,505	\$50,633,274	\$147,112,780
Average Spent	\$1,806.50	\$2,509.58	\$2,588.60
Spending Potential Index	78	108	112
Travel: Total \$	\$3,837,774	\$41,850,661	\$120,777,811
Average Spent	\$1,363.81	\$2,074.28	\$2,125.21
Spending Potential Index	73	111	114
Vehicle Maintenance & Repairs: Total \$	\$2,198,565	\$21,972,688	\$64,132,992
Average Spent	\$781.30	\$1,089.05	\$1,128.49
Spending Potential Index	75	105	109

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.