



Market Profile

1120 Wolfrum Rd, Saint Charles, Missouri, 63304
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.72976
Longitude: -90.64443

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	6,157	41,760	129,399
2010 Total Population	6,538	46,333	146,143
2016 Total Population	6,693	49,027	154,405
2016 Group Quarters	133	148	487
2021 Total Population	6,940	51,755	162,623
2016-2021 Annual Rate	0.73%	1.09%	1.04%
2016 Total Daytime Population	5,645	39,054	126,105
Workers	2,331	16,651	55,971
Residents	3,314	22,403	70,134
Household Summary			
2000 Households	2,074	13,687	43,653
2000 Average Household Size	2.86	3.03	2.95
2010 Households	2,455	16,360	52,726
2010 Average Household Size	2.61	2.82	2.76
2016 Households	2,540	17,477	56,265
2016 Average Household Size	2.58	2.80	2.74
2021 Households	2,653	18,525	59,556
2021 Average Household Size	2.57	2.79	2.72
2016-2021 Annual Rate	0.87%	1.17%	1.14%
2010 Families	1,841	13,109	40,465
2010 Average Family Size	3.07	3.17	3.17
2016 Families	1,882	13,908	42,788
2016 Average Family Size	3.05	3.15	3.15
2021 Families	1,954	14,689	45,070
2021 Average Family Size	3.04	3.14	3.14
2016-2021 Annual Rate	0.75%	1.10%	1.04%
Housing Unit Summary			
2000 Housing Units	2,107	13,985	44,630
Owner Occupied Housing Units	90.7%	89.8%	88.8%
Renter Occupied Housing Units	7.6%	8.0%	9.1%
Vacant Housing Units	1.6%	2.1%	2.2%
2010 Housing Units	2,567	16,947	54,511
Owner Occupied Housing Units	83.3%	85.1%	84.2%
Renter Occupied Housing Units	12.3%	11.4%	12.5%
Vacant Housing Units	4.4%	3.5%	3.3%
2016 Housing Units	2,653	18,081	58,201
Owner Occupied Housing Units	82.1%	84.2%	82.9%
Renter Occupied Housing Units	13.7%	12.5%	13.7%
Vacant Housing Units	4.3%	3.3%	3.3%
2021 Housing Units	2,770	19,152	61,555
Owner Occupied Housing Units	81.9%	84.1%	82.8%
Renter Occupied Housing Units	13.9%	12.6%	14.0%
Vacant Housing Units	4.2%	3.3%	3.2%
Median Household Income			
2016	\$88,867	\$90,869	\$81,748
2021	\$99,299	\$100,178	\$89,978
Median Home Value			
2016	\$260,650	\$229,828	\$205,880
2021	\$266,863	\$245,184	\$230,104
Per Capita Income			
2016	\$42,915	\$38,203	\$34,794
2021	\$47,317	\$41,725	\$38,301
Median Age			
2010	43.7	38.4	37.5
2016	45.1	39.2	38.5
2021	46.6	40.4	39.6

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 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	2,540	17,477	56,265
<\$15,000	4.4%	4.5%	4.3%
\$15,000 - \$24,999	6.9%	4.4%	4.8%
\$25,000 - \$34,999	6.9%	5.2%	6.4%
\$35,000 - \$49,999	9.2%	8.3%	10.5%
\$50,000 - \$74,999	14.8%	15.2%	18.0%
\$75,000 - \$99,999	12.6%	17.7%	17.8%
\$100,000 - \$149,999	19.3%	26.0%	24.0%
\$150,000 - \$199,999	15.4%	11.2%	9.1%
\$200,000+	10.6%	7.6%	5.2%
Average Household Income	\$113,820	\$107,403	\$95,519
2021 Households by Income			
Household Income Base	2,653	18,525	59,556
<\$15,000	3.8%	3.8%	3.9%
\$15,000 - \$24,999	6.0%	3.7%	4.2%
\$25,000 - \$34,999	6.2%	4.8%	6.0%
\$35,000 - \$49,999	4.1%	4.1%	5.2%
\$50,000 - \$74,999	15.3%	15.1%	18.3%
\$75,000 - \$99,999	14.9%	18.3%	18.4%
\$100,000 - \$149,999	21.1%	29.5%	27.8%
\$150,000 - \$199,999	17.1%	12.6%	10.6%
\$200,000+	11.5%	8.1%	5.6%
Average Household Income	\$124,802	\$116,837	\$104,649
2016 Owner Occupied Housing Units by Value			
Total	2,177	15,221	48,264
<\$50,000	0.1%	1.6%	3.1%
\$50,000 - \$99,999	0.8%	1.4%	2.3%
\$100,000 - \$149,999	5.2%	8.3%	12.6%
\$150,000 - \$199,999	11.1%	24.1%	29.4%
\$200,000 - \$249,999	26.3%	24.5%	22.4%
\$250,000 - \$299,999	30.4%	15.1%	12.8%
\$300,000 - \$399,999	14.9%	13.9%	11.3%
\$400,000 - \$499,999	3.5%	5.7%	3.3%
\$500,000 - \$749,999	5.5%	3.4%	1.7%
\$750,000 - \$999,999	1.4%	1.5%	0.7%
\$1,000,000 +	0.7%	0.5%	0.5%
Average Home Value	\$292,946	\$266,025	\$232,231
2021 Owner Occupied Housing Units by Value			
Total	2,269	16,113	50,941
<\$50,000	0.0%	0.7%	1.9%
\$50,000 - \$99,999	0.3%	0.6%	1.2%
\$100,000 - \$149,999	1.1%	2.2%	4.6%
\$150,000 - \$199,999	6.7%	17.5%	23.8%
\$200,000 - \$249,999	29.2%	32.1%	30.7%
\$250,000 - \$299,999	37.4%	20.9%	18.6%
\$300,000 - \$399,999	15.2%	15.6%	13.1%
\$400,000 - \$499,999	3.1%	5.2%	3.2%
\$500,000 - \$749,999	4.8%	3.0%	1.6%
\$750,000 - \$999,999	1.6%	1.7%	0.8%
\$1,000,000 +	0.5%	0.5%	0.5%
Average Home Value	\$299,350	\$281,371	\$252,691

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	6,537	46,333	146,144
0 - 4	4.7%	6.2%	6.4%
5 - 9	6.5%	7.5%	7.5%
10 - 14	8.4%	8.6%	8.1%
15 - 24	12.0%	12.8%	12.6%
25 - 34	7.7%	10.6%	11.9%
35 - 44	12.9%	14.1%	14.7%
45 - 54	18.5%	18.2%	17.3%
55 - 64	12.7%	12.2%	11.7%
65 - 74	7.4%	5.7%	5.8%
75 - 84	5.1%	3.0%	3.1%
85 +	4.3%	1.1%	1.1%
18 +	75.2%	72.5%	73.1%
2016 Population by Age			
Total	6,694	49,025	154,405
0 - 4	4.3%	5.7%	5.9%
5 - 9	6.0%	6.6%	6.7%
10 - 14	7.4%	7.9%	7.5%
15 - 24	11.8%	12.9%	12.3%
25 - 34	9.5%	11.8%	12.8%
35 - 44	10.8%	12.7%	13.6%
45 - 54	16.8%	16.0%	15.1%
55 - 64	16.4%	14.5%	13.6%
65 - 74	9.0%	7.6%	7.9%
75 - 84	4.4%	3.1%	3.3%
85 +	3.7%	1.2%	1.2%
18 +	77.8%	75.2%	75.6%
2021 Population by Age			
Total	6,941	51,756	162,622
0 - 4	4.1%	5.6%	5.8%
5 - 9	5.0%	5.9%	6.2%
10 - 14	6.9%	7.1%	6.9%
15 - 24	10.7%	11.8%	11.3%
25 - 34	9.7%	12.4%	12.9%
35 - 44	11.7%	13.1%	14.4%
45 - 54	14.0%	13.7%	13.2%
55 - 64	17.7%	15.4%	14.2%
65 - 74	11.7%	9.9%	9.8%
75 - 84	5.3%	3.8%	4.1%
85 +	3.3%	1.3%	1.3%
18 +	79.7%	77.0%	76.9%
2010 Population by Sex			
Males	3,118	22,713	71,739
Females	3,420	23,620	74,404
2016 Population by Sex			
Males	3,221	24,054	75,774
Females	3,473	24,972	78,631
2021 Population by Sex			
Males	3,352	25,436	79,981
Females	3,589	26,319	82,642

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 Race/Ethnicity			
Total	6,538	46,333	146,143
White Alone	94.4%	91.3%	91.4%
Black Alone	2.2%	3.8%	3.6%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.9%	2.5%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.6%	0.7%
Two or More Races	1.0%	1.7%	1.8%
Hispanic Origin	1.5%	2.1%	2.3%
Diversity Index	13.4	19.8	20.2
2016 Population by Race/Ethnicity			
Total	6,693	49,028	154,406
White Alone	93.3%	89.7%	89.8%
Black Alone	2.6%	4.4%	4.2%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	2.2%	3.0%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.7%	0.8%
Two or More Races	1.3%	2.0%	2.2%
Hispanic Origin	1.9%	2.5%	2.8%
Diversity Index	16.1	23.2	23.6
2021 Population by Race/Ethnicity			
Total	6,941	51,756	162,624
White Alone	92.0%	88.1%	88.1%
Black Alone	3.1%	5.1%	4.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	2.6%	3.4%	3.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.8%	0.9%
Two or More Races	1.6%	2.4%	2.6%
Hispanic Origin	2.3%	3.1%	3.4%
Diversity Index	18.9	26.7	27.2
2010 Population by Relationship and Household Type			
Total	6,538	46,333	146,143
In Households	98.0%	99.7%	99.7%
In Family Households	87.4%	91.1%	89.4%
Householder	27.6%	28.2%	27.6%
Spouse	24.5%	23.8%	22.8%
Child	32.6%	35.8%	35.1%
Other relative	1.8%	1.9%	2.2%
Nonrelative	0.9%	1.4%	1.7%
In Nonfamily Households	10.6%	8.6%	10.3%
In Group Quarters	2.0%	0.3%	0.3%
Institutionalized Population	2.0%	0.3%	0.3%
Noninstitutionalized Population	0.0%	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	4,720	32,804	104,348
Less than 9th Grade	1.3%	1.0%	1.2%
9th - 12th Grade, No Diploma	1.9%	2.4%	3.5%
High School Graduate	17.2%	18.3%	20.3%
GED/Alternative Credential	2.9%	2.6%	2.9%
Some College, No Degree	21.0%	22.6%	23.0%
Associate Degree	5.8%	8.3%	9.1%
Bachelor's Degree	28.6%	27.8%	26.2%
Graduate/Professional Degree	21.1%	17.0%	13.9%
2016 Population 15+ by Marital Status			
Total	5,506	39,111	123,374
Never Married	22.8%	23.9%	26.0%
Married	63.9%	63.6%	60.5%
Widowed	7.7%	5.1%	4.8%
Divorced	5.6%	7.4%	8.8%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	97.5%	97.1%	96.9%
Civilian Unemployed	2.5%	2.9%	3.1%
2016 Employed Population 16+ by Industry			
Total	3,444	27,139	85,901
Agriculture/Mining	0.1%	0.5%	0.6%
Construction	4.9%	4.5%	4.8%
Manufacturing	12.0%	14.7%	12.9%
Wholesale Trade	3.8%	4.2%	4.0%
Retail Trade	9.3%	11.8%	12.3%
Transportation/Utilities	3.6%	3.8%	4.1%
Information	1.0%	2.0%	2.0%
Finance/Insurance/Real Estate	13.6%	10.9%	10.5%
Services	49.8%	45.2%	45.7%
Public Administration	1.9%	2.5%	3.1%
2016 Employed Population 16+ by Occupation			
Total	3,443	27,140	85,900
White Collar	79.4%	74.2%	71.8%
Management/Business/Financial	18.8%	21.0%	19.7%
Professional	36.1%	28.3%	26.1%
Sales	12.8%	12.7%	12.7%
Administrative Support	11.7%	12.2%	13.3%
Services	9.7%	11.8%	13.5%
Blue Collar	10.8%	14.0%	14.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.9%	3.9%	3.5%
Installation/Maintenance/Repair	2.6%	2.8%	2.9%
Production	1.8%	3.5%	4.0%
Transportation/Material Moving	2.5%	3.9%	4.3%
2010 Population By Urban/ Rural Status			
Total Population	6,538	46,333	146,143
Population Inside Urbanized Area	98.8%	98.8%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.2%	1.2%	0.4%

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

January 01, 2017



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2010 Households by Type			
Total	2,455	16,361	52,726
Households with 1 Person	21.5%	16.1%	18.9%
Households with 2+ People	78.5%	83.9%	81.1%
Family Households	75.0%	80.1%	76.7%
Husband-wife Families	66.4%	67.7%	63.3%
With Related Children	29.6%	33.2%	31.3%
Other Family (No Spouse Present)	8.6%	12.5%	13.4%
Other Family with Male Householder	2.3%	3.4%	4.0%
With Related Children	1.3%	2.1%	2.4%
Other Family with Female Householder	6.3%	9.0%	9.4%
With Related Children	4.0%	6.0%	5.9%
Nonfamily Households	3.5%	3.8%	4.3%
All Households with Children	35.2%	41.6%	40.0%
Multigenerational Households	2.7%	3.2%	3.5%
Unmarried Partner Households	3.3%	4.4%	5.0%
Male-female	2.9%	3.9%	4.5%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	2,455	16,360	52,727
1 Person Household	21.5%	16.1%	18.9%
2 Person Household	34.8%	33.5%	32.6%
3 Person Household	15.9%	19.4%	18.6%
4 Person Household	16.7%	18.7%	18.1%
5 Person Household	7.3%	8.5%	8.0%
6 Person Household	2.5%	2.8%	2.6%
7 + Person Household	1.2%	1.1%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	2,455	16,360	52,726
Owner Occupied	87.1%	88.1%	87.1%
Owned with a Mortgage/Loan	71.1%	74.0%	72.8%
Owned Free and Clear	16.0%	14.1%	14.3%
Renter Occupied	12.9%	11.9%	12.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,567	16,947	54,511
Housing Units Inside Urbanized Area	98.9%	98.8%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.1%	1.2%	0.4%

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.	Green Acres (6A)	Soccer Moms (4A)	Soccer Moms (4A)
2.	Savvy Suburbanites (1D)	Home Improvement (4B)	Home Improvement (4B)
3.	Top Tier (1A)	Professional Pride (1B)	Green Acres (6A)
2016 Consumer Spending			
Apparel & Services: Total \$	\$7,198,727	\$47,600,219	\$136,775,383
Average Spent	\$2,834.14	\$2,723.59	\$2,430.91
Spending Potential Index	141	135	121
Education: Total \$	\$5,675,304	\$35,607,150	\$98,878,023
Average Spent	\$2,234.37	\$2,037.37	\$1,757.36
Spending Potential Index	158	144	124
Entertainment/Recreation: Total \$	\$10,707,352	\$69,936,745	\$201,429,977
Average Spent	\$4,215.49	\$4,001.64	\$3,580.02
Spending Potential Index	145	137	123
Food at Home: Total \$	\$17,132,218	\$112,471,469	\$327,752,897
Average Spent	\$6,744.97	\$6,435.40	\$5,825.16
Spending Potential Index	135	129	117
Food Away from Home: Total \$	\$10,967,863	\$73,163,845	\$210,986,299
Average Spent	\$4,318.06	\$4,186.29	\$3,749.87
Spending Potential Index	140	135	121
Health Care: Total \$	\$19,655,776	\$124,408,694	\$361,028,006
Average Spent	\$7,738.49	\$7,118.42	\$6,416.56
Spending Potential Index	146	134	121
HH Furnishings & Equipment: Total \$	\$6,593,290	\$43,107,560	\$123,956,183
Average Spent	\$2,595.78	\$2,466.53	\$2,203.08
Spending Potential Index	147	140	125
Personal Care Products & Services: Total \$	\$2,683,044	\$17,564,046	\$50,557,683
Average Spent	\$1,056.32	\$1,004.98	\$898.56
Spending Potential Index	144	137	123
Shelter: Total \$	\$55,998,285	\$370,513,023	\$1,069,542,395
Average Spent	\$22,046.57	\$21,200.04	\$19,009.02
Spending Potential Index	142	136	122
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,960,651	\$56,687,270	\$162,616,185
Average Spent	\$3,527.82	\$3,243.54	\$2,890.18
Spending Potential Index	152	140	125
Travel: Total \$	\$7,564,255	\$48,237,963	\$136,422,674
Average Spent	\$2,978.05	\$2,760.08	\$2,424.65
Spending Potential Index	160	148	130
Vehicle Maintenance & Repairs: Total \$	\$3,746,594	\$24,335,043	\$70,400,010
Average Spent	\$1,475.04	\$1,392.40	\$1,251.22
Spending Potential Index	142	134	121

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.