



Market Profile

11075 Bellefontaine Rd, Saint Louis, Missouri, 63138
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.77242
Longitude: -90.22030

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	8,053	75,513	158,540
2010 Total Population	7,316	70,368	150,026
2016 Total Population	7,309	68,186	147,123
2016 Group Quarters	211	1,049	2,902
2021 Total Population	7,334	67,387	146,083
2016-2021 Annual Rate	0.07%	-0.24%	-0.14%
2016 Total Daytime Population	6,388	52,251	121,126
Workers	2,294	12,319	36,563
Residents	4,094	39,932	84,563
Household Summary			
2000 Households	3,131	28,390	60,451
2000 Average Household Size	2.48	2.62	2.57
2010 Households	2,883	26,628	57,777
2010 Average Household Size	2.46	2.60	2.55
2016 Households	2,884	25,717	56,558
2016 Average Household Size	2.46	2.61	2.55
2021 Households	2,892	25,382	56,107
2021 Average Household Size	2.46	2.61	2.55
2016-2021 Annual Rate	0.06%	-0.26%	-0.16%
2010 Families	1,827	17,945	38,282
2010 Average Family Size	3.09	3.19	3.15
2016 Families	1,806	17,159	37,088
2016 Average Family Size	3.10	3.21	3.16
2021 Families	1,801	16,852	36,602
2021 Average Family Size	3.11	3.22	3.17
2016-2021 Annual Rate	-0.06%	-0.36%	-0.26%
Housing Unit Summary			
2000 Housing Units	3,262	30,097	64,377
Owner Occupied Housing Units	58.7%	66.5%	65.5%
Renter Occupied Housing Units	37.3%	27.8%	28.4%
Vacant Housing Units	4.0%	5.7%	6.1%
2010 Housing Units	3,267	30,292	65,186
Owner Occupied Housing Units	53.1%	56.9%	56.8%
Renter Occupied Housing Units	35.2%	31.0%	31.9%
Vacant Housing Units	11.8%	12.1%	11.4%
2016 Housing Units	3,293	30,390	65,488
Owner Occupied Housing Units	49.9%	53.5%	54.0%
Renter Occupied Housing Units	37.7%	31.1%	32.4%
Vacant Housing Units	12.4%	15.4%	13.6%
2021 Housing Units	3,340	30,562	65,821
Owner Occupied Housing Units	48.4%	52.3%	53.2%
Renter Occupied Housing Units	38.2%	30.8%	32.1%
Vacant Housing Units	13.4%	16.9%	14.8%
Median Household Income			
2016	\$35,359	\$37,865	\$38,234
2021	\$34,446	\$38,805	\$39,181
Median Home Value			
2016	\$98,765	\$97,358	\$97,551
2021	\$105,054	\$103,301	\$103,475
Per Capita Income			
2016	\$19,145	\$19,080	\$19,938
2021	\$20,755	\$20,659	\$21,684
Median Age			
2010	35.3	35.1	35.7
2016	34.8	36.2	36.8
2021	35.2	37.2	37.8

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	2,884	25,717	56,558
<\$15,000	16.7%	16.7%	16.8%
\$15,000 - \$24,999	14.5%	13.8%	14.2%
\$25,000 - \$34,999	18.2%	15.7%	14.7%
\$35,000 - \$49,999	15.7%	15.2%	15.4%
\$50,000 - \$74,999	17.7%	19.2%	18.8%
\$75,000 - \$99,999	7.2%	9.9%	10.0%
\$100,000 - \$149,999	8.5%	6.9%	6.9%
\$150,000 - \$199,999	1.0%	1.7%	2.0%
\$200,000+	0.5%	0.9%	1.2%
Average Household Income	\$47,033	\$49,736	\$51,074
2021 Households by Income			
Household Income Base	2,892	25,382	56,107
<\$15,000	17.1%	16.4%	16.5%
\$15,000 - \$24,999	13.8%	13.0%	13.5%
\$25,000 - \$34,999	19.8%	17.7%	16.8%
\$35,000 - \$49,999	9.4%	9.6%	9.6%
\$50,000 - \$74,999	19.0%	20.7%	19.9%
\$75,000 - \$99,999	8.2%	11.0%	11.2%
\$100,000 - \$149,999	10.9%	8.5%	8.7%
\$150,000 - \$199,999	1.2%	2.2%	2.6%
\$200,000+	0.5%	1.0%	1.4%
Average Household Income	\$51,197	\$53,993	\$55,663
2016 Owner Occupied Housing Units by Value			
Total	1,643	16,265	35,345
<\$50,000	4.4%	8.9%	9.7%
\$50,000 - \$99,999	46.8%	43.4%	42.3%
\$100,000 - \$149,999	33.8%	29.9%	28.1%
\$150,000 - \$199,999	10.0%	12.7%	12.3%
\$200,000 - \$249,999	1.9%	2.1%	3.3%
\$250,000 - \$299,999	0.8%	0.9%	1.4%
\$300,000 - \$399,999	1.3%	1.5%	1.7%
\$400,000 - \$499,999	1.0%	0.3%	0.6%
\$500,000 - \$749,999	0.0%	0.2%	0.2%
\$750,000 - \$999,999	0.0%	0.1%	0.3%
\$1,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$111,588	\$110,595	\$115,386
2021 Owner Occupied Housing Units by Value			
Total	1,618	15,976	35,006
<\$50,000	3.8%	8.2%	9.0%
\$50,000 - \$99,999	43.9%	40.6%	39.8%
\$100,000 - \$149,999	22.9%	18.2%	17.3%
\$150,000 - \$199,999	16.5%	20.0%	18.5%
\$200,000 - \$249,999	5.1%	5.8%	6.9%
\$250,000 - \$299,999	2.0%	2.2%	3.2%
\$300,000 - \$399,999	3.7%	3.8%	3.5%
\$400,000 - \$499,999	2.1%	0.7%	1.0%
\$500,000 - \$749,999	0.0%	0.4%	0.4%
\$750,000 - \$999,999	0.0%	0.2%	0.4%
\$1,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$130,744	\$129,436	\$133,741

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	7,315	70,368	150,026
0 - 4	7.9%	7.2%	6.9%
5 - 9	6.5%	7.4%	7.1%
10 - 14	7.3%	8.0%	7.5%
15 - 24	15.7%	15.3%	15.7%
25 - 34	12.3%	11.9%	12.0%
35 - 44	13.1%	12.7%	12.2%
45 - 54	13.8%	14.0%	14.4%
55 - 64	10.3%	11.7%	11.8%
65 - 74	5.5%	6.3%	6.4%
75 - 84	4.6%	3.8%	4.2%
85 +	3.1%	1.6%	1.8%
18 +	73.3%	71.8%	73.0%
2016 Population by Age			
Total	7,310	68,188	147,123
0 - 4	7.6%	6.9%	6.6%
5 - 9	7.1%	7.1%	6.8%
10 - 14	6.5%	7.4%	7.0%
15 - 24	14.6%	14.5%	14.6%
25 - 34	14.5%	12.7%	12.8%
35 - 44	11.3%	11.6%	11.6%
45 - 54	12.4%	12.7%	12.7%
55 - 64	12.2%	12.9%	13.3%
65 - 74	6.7%	8.5%	8.5%
75 - 84	4.1%	3.8%	4.1%
85 +	3.1%	1.8%	2.0%
18 +	74.7%	74.1%	75.2%
2021 Population by Age			
Total	7,334	67,386	146,083
0 - 4	7.4%	6.7%	6.5%
5 - 9	7.4%	6.9%	6.6%
10 - 14	7.1%	7.2%	6.9%
15 - 24	12.6%	13.3%	13.2%
25 - 34	15.2%	13.2%	13.4%
35 - 44	11.6%	11.8%	11.9%
45 - 54	11.6%	12.0%	11.8%
55 - 64	11.6%	12.8%	13.1%
65 - 74	8.5%	9.8%	10.1%
75 - 84	4.2%	4.4%	4.6%
85 +	2.7%	1.8%	2.0%
18 +	74.3%	74.8%	75.8%
2010 Population by Sex			
Males	3,277	31,718	67,807
Females	4,039	38,650	82,219
2016 Population by Sex			
Males	3,282	30,751	66,673
Females	4,028	37,435	80,449
2021 Population by Sex			
Males	3,296	30,492	66,533
Females	4,038	36,895	79,550

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	7,315	70,368	150,024
White Alone	22.6%	16.8%	20.3%
Black Alone	74.4%	80.6%	77.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.3%	0.3%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.3%	0.4%
Two or More Races	2.0%	1.8%	1.7%
Hispanic Origin	1.2%	0.9%	1.0%
Diversity Index	40.9	33.3	37.8
2016 Population by Race/Ethnicity			
Total	7,309	68,186	147,122
White Alone	19.7%	14.8%	18.5%
Black Alone	77.0%	82.3%	78.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.3%	0.3%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.3%	0.4%
Two or More Races	2.3%	2.1%	2.0%
Hispanic Origin	1.3%	0.9%	1.1%
Diversity Index	38.5	31.3	36.5
2021 Population by Race/Ethnicity			
Total	7,334	67,386	146,082
White Alone	17.4%	13.1%	16.9%
Black Alone	79.0%	83.8%	79.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.3%	0.3%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.3%	0.5%
Two or More Races	2.6%	2.3%	2.2%
Hispanic Origin	1.4%	1.0%	1.2%
Diversity Index	36.3	29.4	35.1
2010 Population by Relationship and Household Type			
Total	7,316	70,368	150,026
In Households	97.1%	98.5%	98.1%
In Family Households	80.0%	84.2%	83.1%
Householder	25.0%	25.5%	25.5%
Spouse	12.3%	12.0%	12.0%
Child	35.7%	39.0%	37.9%
Other relative	4.3%	4.9%	4.9%
Nonrelative	2.8%	2.8%	2.7%
In Nonfamily Households	17.1%	14.3%	15.0%
In Group Quarters	2.9%	1.5%	1.9%
Institutionalized Population	2.9%	1.4%	1.8%
Noninstitutionalized Population	0.0%	0.1%	0.2%

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.

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2016 Population 25+ by Educational Attainment			
Total	4,696	43,720	95,487
Less than 9th Grade	2.0%	2.2%	2.6%
9th - 12th Grade, No Diploma	7.0%	9.3%	9.5%
High School Graduate	29.6%	25.6%	24.9%
GED/Alternative Credential	7.1%	5.4%	5.3%
Some College, No Degree	27.3%	27.4%	27.8%
Associate Degree	11.0%	11.4%	9.7%
Bachelor's Degree	12.2%	12.7%	13.3%
Graduate/Professional Degree	3.8%	6.1%	6.9%
2016 Population 15+ by Marital Status			
Total	5,761	53,634	117,031
Never Married	45.6%	46.7%	45.7%
Married	36.5%	33.6%	33.9%
Widowed	6.1%	6.1%	6.9%
Divorced	11.8%	13.6%	13.5%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	88.1%	88.2%	89.4%
Civilian Unemployed	11.9%	11.8%	10.6%
2016 Employed Population 16+ by Industry			
Total	3,294	28,998	64,075
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	2.6%	2.9%	2.4%
Manufacturing	13.8%	10.2%	9.2%
Wholesale Trade	2.3%	1.7%	1.9%
Retail Trade	19.3%	12.2%	11.7%
Transportation/Utilities	9.0%	7.2%	7.5%
Information	2.0%	2.1%	2.1%
Finance/Insurance/Real Estate	3.1%	6.7%	7.3%
Services	44.7%	53.0%	53.4%
Public Administration	3.2%	3.8%	4.5%
2016 Employed Population 16+ by Occupation			
Total	3,291	28,997	64,074
White Collar	55.5%	55.5%	57.0%
Management/Business/Financial	5.0%	8.0%	8.9%
Professional	17.3%	17.3%	19.2%
Sales	16.0%	10.7%	10.4%
Administrative Support	17.2%	19.6%	18.5%
Services	19.3%	24.4%	24.0%
Blue Collar	25.0%	20.1%	19.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.6%	2.3%	2.4%
Installation/Maintenance/Repair	3.8%	2.7%	3.1%
Production	8.5%	6.9%	5.7%
Transportation/Material Moving	10.2%	8.2%	7.8%
2010 Population By Urban/ Rural Status			
Total Population	7,316	70,368	150,026
Population Inside Urbanized Area	100.0%	99.2%	99.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.8%	1.0%

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	2,883	26,628	57,778
Households with 1 Person	31.9%	28.6%	29.7%
Households with 2+ People	68.1%	71.4%	70.3%
Family Households	63.4%	67.4%	66.3%
Husband-wife Families	31.2%	31.8%	31.3%
With Related Children	13.2%	13.1%	12.8%
Other Family (No Spouse Present)	32.2%	35.6%	35.0%
Other Family with Male Householder	5.0%	5.8%	5.7%
With Related Children	3.4%	3.4%	3.2%
Other Family with Female Householder	27.2%	29.9%	29.3%
With Related Children	20.1%	21.2%	20.2%
Nonfamily Households	4.7%	4.0%	4.1%
All Households with Children	37.2%	38.2%	36.7%
Multigenerational Households	5.8%	7.5%	7.1%
Unmarried Partner Households	7.2%	7.0%	6.7%
Male-female	6.8%	6.4%	6.2%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	2,882	26,628	57,776
1 Person Household	32.0%	28.6%	29.7%
2 Person Household	28.2%	28.4%	28.8%
3 Person Household	18.0%	18.0%	17.7%
4 Person Household	12.4%	12.8%	12.6%
5 Person Household	5.5%	7.0%	6.5%
6 Person Household	2.4%	3.0%	2.8%
7 + Person Household	1.5%	2.1%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	2,883	26,628	57,777
Owner Occupied	60.1%	64.7%	64.0%
Owned with a Mortgage/Loan	47.9%	51.9%	50.4%
Owned Free and Clear	12.2%	12.8%	13.6%
Renter Occupied	39.9%	35.3%	36.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,267	30,292	65,186
Housing Units Inside Urbanized Area	100.0%	99.1%	99.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.9%	1.0%

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.	Metro Fusion (11C)	Family Foundations (12A)	Family Foundations (12A)
2.	American Dreamers (7C)	City Commons (11E)	Modest Income Homes
3.	Family Foundations (12A)	Modest Income Homes	City Commons (11E)
2016 Consumer Spending			
Apparel & Services: Total \$	\$3,622,184	\$33,157,468	\$74,956,826
Average Spent	\$1,255.96	\$1,289.32	\$1,325.31
Spending Potential Index	62	64	66
Education: Total \$	\$2,332,186	\$22,239,324	\$51,137,768
Average Spent	\$808.66	\$864.77	\$904.17
Spending Potential Index	57	61	64
Entertainment/Recreation: Total \$	\$5,131,541	\$48,220,325	\$108,795,539
Average Spent	\$1,779.31	\$1,875.04	\$1,923.61
Spending Potential Index	61	64	66
Food at Home: Total \$	\$9,101,367	\$85,695,842	\$193,649,841
Average Spent	\$3,155.81	\$3,332.26	\$3,423.92
Spending Potential Index	63	67	69
Food Away from Home: Total \$	\$5,643,703	\$51,822,189	\$116,614,830
Average Spent	\$1,956.90	\$2,015.09	\$2,061.86
Spending Potential Index	63	65	67
Health Care: Total \$	\$9,258,164	\$90,169,822	\$203,614,778
Average Spent	\$3,210.18	\$3,506.23	\$3,600.11
Spending Potential Index	61	66	68
HH Furnishings & Equipment: Total \$	\$3,127,766	\$29,318,279	\$66,098,775
Average Spent	\$1,084.52	\$1,140.03	\$1,168.69
Spending Potential Index	61	65	66
Personal Care Products & Services: Total \$	\$1,306,858	\$12,087,936	\$27,234,818
Average Spent	\$453.14	\$470.04	\$481.54
Spending Potential Index	62	64	66
Shelter: Total \$	\$28,303,514	\$262,524,327	\$593,478,360
Average Spent	\$9,813.98	\$10,208.20	\$10,493.27
Spending Potential Index	63	66	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,052,656	\$39,460,976	\$89,075,045
Average Spent	\$1,405.22	\$1,534.43	\$1,574.93
Spending Potential Index	61	66	68
Travel: Total \$	\$3,125,118	\$29,112,549	\$65,806,844
Average Spent	\$1,083.61	\$1,132.04	\$1,163.53
Spending Potential Index	58	61	63
Vehicle Maintenance & Repairs: Total \$	\$1,849,715	\$17,370,641	\$39,143,450
Average Spent	\$641.37	\$675.45	\$692.09
Spending Potential Index	62	65	67

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.