



Market Profile

6714 Mexico Rd, Saint Peters, Missouri, 63376
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.78820
Longitude: -90.61740

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	10,017	58,821	144,425
2010 Total Population	9,986	59,970	156,394
2018 Total Population	10,948	66,768	172,074
2018 Group Quarters	164	206	524
2023 Total Population	11,639	71,720	184,084
2018-2023 Annual Rate	1.23%	1.44%	1.36%
2018 Total Daytime Population	12,165	58,522	140,157
Workers	6,762	26,816	58,504
Residents	5,403	31,706	81,653
Household Summary			
2000 Households	3,940	20,082	50,609
2000 Average Household Size	2.52	2.92	2.84
2010 Households	4,237	22,559	59,062
2010 Average Household Size	2.32	2.65	2.64
2018 Households	4,658	25,254	65,350
2018 Average Household Size	2.32	2.64	2.63
2023 Households	4,952	27,194	70,063
2023 Average Household Size	2.32	2.63	2.62
2018-2023 Annual Rate	1.23%	1.49%	1.40%
2010 Families	2,664	16,520	43,084
2010 Average Family Size	2.92	3.10	3.09
2018 Families	2,903	18,316	47,211
2018 Average Family Size	2.90	3.08	3.08
2023 Families	3,072	19,640	50,390
2023 Average Family Size	2.90	3.08	3.07
2018-2023 Annual Rate	1.14%	1.41%	1.31%
Housing Unit Summary			
2000 Housing Units	4,043	20,456	51,944
Owner Occupied Housing Units	74.2%	85.8%	83.3%
Renter Occupied Housing Units	23.3%	12.4%	14.1%
Vacant Housing Units	2.5%	1.8%	2.6%
2010 Housing Units	4,455	23,442	61,384
Owner Occupied Housing Units	69.9%	80.8%	79.7%
Renter Occupied Housing Units	25.2%	15.4%	16.5%
Vacant Housing Units	4.9%	3.8%	3.8%
2018 Housing Units	4,900	26,159	67,548
Owner Occupied Housing Units	72.5%	82.0%	81.0%
Renter Occupied Housing Units	22.6%	14.5%	15.7%
Vacant Housing Units	4.9%	3.5%	3.3%
2023 Housing Units	5,211	28,138	72,277
Owner Occupied Housing Units	72.5%	82.3%	81.4%
Renter Occupied Housing Units	22.5%	14.3%	15.5%
Vacant Housing Units	5.0%	3.4%	3.1%
Median Household Income			
2018	\$63,011	\$78,560	\$79,433
2023	\$73,633	\$85,493	\$87,226
Median Home Value			
2018	\$169,442	\$184,620	\$197,642
2023	\$179,989	\$196,989	\$221,873
Per Capita Income			
2018	\$31,867	\$34,288	\$36,058
2023	\$36,479	\$38,814	\$40,983
Median Age			
2010	39.1	38.6	37.7
2018	40.3	40.0	39.1
2023	41.5	41.1	40.1

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	4,658	25,254	65,350
<\$15,000	6.5%	3.9%	3.7%
\$15,000 - \$24,999	9.3%	5.3%	5.3%
\$25,000 - \$34,999	9.4%	6.5%	6.4%
\$35,000 - \$49,999	13.4%	11.2%	11.3%
\$50,000 - \$74,999	18.5%	19.5%	19.2%
\$75,000 - \$99,999	17.0%	19.0%	17.8%
\$100,000 - \$149,999	17.7%	23.0%	22.2%
\$150,000 - \$199,999	5.5%	7.4%	8.6%
\$200,000+	2.7%	4.2%	5.6%
Average Household Income	\$76,433	\$90,685	\$95,184
2023 Households by Income			
Household Income Base	4,952	27,194	70,063
<\$15,000	4.7%	2.7%	2.5%
\$15,000 - \$24,999	7.0%	4.0%	3.9%
\$25,000 - \$34,999	8.5%	5.4%	5.3%
\$35,000 - \$49,999	12.0%	9.8%	9.9%
\$50,000 - \$74,999	18.5%	18.4%	18.1%
\$75,000 - \$99,999	18.0%	19.2%	18.0%
\$100,000 - \$149,999	21.3%	26.6%	25.4%
\$150,000 - \$199,999	6.4%	8.4%	9.7%
\$200,000+	3.5%	5.4%	7.1%
Average Household Income	\$87,578	\$102,419	\$107,979
2018 Owner Occupied Housing Units by Value			
Total	3,552	21,455	54,719
<\$50,000	8.5%	2.8%	3.3%
\$50,000 - \$99,999	4.3%	2.6%	2.4%
\$100,000 - \$149,999	22.3%	15.8%	14.8%
\$150,000 - \$199,999	38.4%	41.6%	30.9%
\$200,000 - \$249,999	13.7%	16.9%	20.0%
\$250,000 - \$299,999	5.2%	9.7%	13.9%
\$300,000 - \$399,999	3.3%	7.6%	9.9%
\$400,000 - \$499,999	2.0%	1.8%	2.4%
\$500,000 - \$749,999	0.6%	0.4%	1.4%
\$750,000 - \$999,999	0.1%	0.1%	0.4%
\$1,000,000 - \$1,499,999	1.7%	0.5%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$191,807	\$208,305	\$223,686
2023 Owner Occupied Housing Units by Value			
Total	3,780	23,168	58,865
<\$50,000	8.1%	2.1%	2.3%
\$50,000 - \$99,999	3.0%	1.6%	1.4%
\$100,000 - \$149,999	18.1%	11.4%	10.2%
\$150,000 - \$199,999	34.6%	37.1%	26.9%
\$200,000 - \$249,999	15.5%	18.6%	21.2%
\$250,000 - \$299,999	7.5%	12.3%	16.7%
\$300,000 - \$399,999	6.0%	11.7%	14.0%
\$400,000 - \$499,999	2.2%	2.9%	3.6%
\$500,000 - \$749,999	0.6%	0.7%	2.2%
\$750,000 - \$999,999	0.1%	0.2%	0.7%
\$1,000,000 - \$1,499,999	4.2%	1.0%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$231,510	\$236,219	\$252,753

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	9,986	59,972	156,396
0 - 4	5.7%	5.9%	6.3%
5 - 9	5.5%	6.3%	6.9%
10 - 14	6.0%	7.2%	7.4%
15 - 24	13.7%	13.2%	12.8%
25 - 34	14.2%	12.8%	13.1%
35 - 44	12.0%	13.0%	13.8%
45 - 54	15.3%	17.2%	16.7%
55 - 64	12.5%	13.1%	12.2%
65 - 74	7.4%	6.2%	6.2%
75 - 84	5.1%	3.6%	3.4%
85 +	2.7%	1.5%	1.2%
18 +	78.7%	75.8%	74.9%
2018 Population by Age			
Total	10,948	66,767	172,073
0 - 4	5.3%	5.5%	5.8%
5 - 9	5.1%	5.7%	6.2%
10 - 14	5.4%	6.1%	6.6%
15 - 24	11.1%	11.5%	11.6%
25 - 34	15.9%	14.5%	14.0%
35 - 44	12.5%	12.7%	13.4%
45 - 54	11.7%	13.1%	13.5%
55 - 64	13.7%	15.0%	14.3%
65 - 74	10.6%	10.0%	9.2%
75 - 84	5.8%	4.1%	3.9%
85 +	2.9%	1.7%	1.5%
18 +	81.0%	79.1%	77.7%
2023 Population by Age			
Total	11,639	71,718	184,082
0 - 4	5.3%	5.5%	5.8%
5 - 9	5.0%	5.5%	5.9%
10 - 14	5.4%	6.0%	6.4%
15 - 24	10.2%	10.3%	10.7%
25 - 34	14.3%	13.5%	13.4%
35 - 44	14.5%	14.4%	14.6%
45 - 54	10.8%	12.0%	12.3%
55 - 64	12.6%	13.8%	13.4%
65 - 74	11.7%	11.7%	10.8%
75 - 84	7.3%	5.5%	5.1%
85 +	2.9%	1.7%	1.6%
18 +	81.1%	79.4%	78.2%
2010 Population by Sex			
Males	4,724	29,342	76,468
Females	5,262	30,628	79,926
2018 Population by Sex			
Males	5,166	32,639	84,123
Females	5,782	34,129	87,951
2023 Population by Sex			
Males	5,514	35,216	90,320
Females	6,125	36,504	93,763

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	9,985	59,970	156,394
White Alone	92.6%	91.9%	91.0%
Black Alone	3.5%	3.6%	3.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.2%	1.8%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	0.7%	0.9%
Two or More Races	1.6%	1.8%	1.8%
Hispanic Origin	2.7%	2.4%	2.6%
Diversity Index	18.7	19.3	21.3
2018 Population by Race/Ethnicity			
Total	10,948	66,769	172,074
White Alone	91.0%	90.1%	89.0%
Black Alone	4.1%	4.3%	4.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.5%	2.2%	2.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	0.8%	1.1%
Two or More Races	2.1%	2.3%	2.3%
Hispanic Origin	3.4%	2.9%	3.2%
Diversity Index	22.4	23.2	25.4
2023 Population by Race/Ethnicity			
Total	11,640	71,719	184,084
White Alone	89.4%	88.4%	87.2%
Black Alone	4.8%	5.0%	5.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.8%	2.6%	3.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.1%	1.0%	1.3%
Two or More Races	2.6%	2.8%	2.8%
Hispanic Origin	4.1%	3.5%	3.9%
Diversity Index	26.0	26.9	29.3
2010 Population by Relationship and Household Type			
Total	9,986	59,970	156,394
In Households	98.4%	99.7%	99.7%
In Family Households	80.0%	87.4%	87.1%
Householder	25.8%	27.5%	27.4%
Spouse	19.4%	22.0%	22.0%
Child	30.0%	33.4%	33.5%
Other relative	2.6%	2.5%	2.4%
Nonrelative	2.2%	2.0%	1.9%
In Nonfamily Households	18.4%	12.3%	12.5%
In Group Quarters	1.6%	0.3%	0.3%
Institutionalized Population	1.6%	0.3%	0.2%
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	8,006	47,518	120,089
Less than 9th Grade	1.5%	1.1%	1.3%
9th - 12th Grade, No Diploma	5.1%	3.9%	3.5%
High School Graduate	27.4%	22.7%	21.3%
GED/Alternative Credential	3.0%	3.1%	2.9%
Some College, No Degree	19.4%	22.9%	23.7%
Associate Degree	11.2%	10.5%	10.0%
Bachelor's Degree	21.9%	24.0%	24.1%
Graduate/Professional Degree	10.4%	11.8%	13.1%
2018 Population 15+ by Marital Status			
Total	9,218	55,205	140,107
Never Married	27.0%	26.0%	27.1%
Married	52.5%	58.6%	57.5%
Widowed	7.1%	5.3%	5.2%
Divorced	13.5%	10.1%	10.2%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	95.9%	97.0%	97.2%
Civilian Unemployed (Unemployment Rate)	4.1%	3.0%	2.8%
2018 Employed Population 16+ by Industry			
Total	5,653	35,742	92,091
Agriculture/Mining	0.5%	0.7%	0.6%
Construction	4.5%	5.3%	5.4%
Manufacturing	12.2%	12.7%	13.7%
Wholesale Trade	2.2%	3.3%	3.4%
Retail Trade	14.3%	11.9%	11.4%
Transportation/Utilities	6.0%	5.5%	5.0%
Information	2.2%	2.1%	1.9%
Finance/Insurance/Real Estate	9.2%	10.1%	9.4%
Services	45.4%	45.1%	46.3%
Public Administration	3.5%	3.4%	3.0%
2018 Employed Population 16+ by Occupation			
Total	5,649	35,742	92,089
White Collar	69.2%	68.4%	68.8%
Management/Business/Financial	14.8%	16.1%	17.8%
Professional	23.5%	24.5%	25.2%
Sales	15.4%	13.2%	12.7%
Administrative Support	15.5%	14.6%	13.2%
Services	13.5%	13.6%	14.7%
Blue Collar	17.2%	17.9%	16.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.7%	3.8%	3.7%
Installation/Maintenance/Repair	3.2%	3.8%	3.3%
Production	4.8%	5.0%	4.7%
Transportation/Material Moving	6.4%	5.3%	4.7%
2010 Population By Urban/ Rural Status			
Total Population	9,986	59,970	156,394
Population Inside Urbanized Area	99.8%	99.7%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.2%	0.3%	0.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	4,237	22,559	59,062
Households with 1 Person	30.9%	21.8%	22.0%
Households with 2+ People	69.1%	78.2%	78.0%
Family Households	62.9%	73.2%	72.9%
Husband-wife Families	47.2%	58.5%	58.3%
With Related Children	20.0%	26.3%	27.2%
Other Family (No Spouse Present)	15.7%	14.8%	14.6%
Other Family with Male Householder	4.9%	4.7%	4.3%
With Related Children	2.7%	2.5%	2.5%
Other Family with Female Householder	10.8%	10.1%	10.3%
With Related Children	6.3%	6.0%	6.4%
Nonfamily Households	6.2%	4.9%	5.1%
All Households with Children	29.3%	35.3%	36.5%
Multigenerational Households	3.6%	3.8%	3.5%
Unmarried Partner Households	6.8%	5.8%	5.7%
Male-female	6.3%	5.3%	5.2%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	4,235	22,559	59,062
1 Person Household	30.9%	21.8%	22.0%
2 Person Household	32.3%	33.4%	33.3%
3 Person Household	16.5%	18.4%	18.2%
4 Person Household	12.1%	15.9%	16.1%
5 Person Household	5.4%	6.9%	7.0%
6 Person Household	1.8%	2.5%	2.4%
7 + Person Household	1.0%	1.1%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	4,237	22,559	59,062
Owner Occupied	73.5%	84.0%	82.8%
Owned with a Mortgage/Loan	55.9%	67.8%	67.2%
Owned Free and Clear	17.6%	16.2%	15.6%
Renter Occupied	26.5%	16.0%	17.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,455	23,442	61,384
Housing Units Inside Urbanized Area	99.8%	99.5%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.2%	0.5%	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.	Home Improvement (4B)	Home Improvement (4B)	Home Improvement (4B)
2.	Retirement Communities	Comfortable Empty Nesters	Soccer Moms (4A)
3.	Parks and Rec (5C)	Parks and Rec (5C)	Green Acres (6A)
2018 Consumer Spending			
Apparel & Services: Total \$	\$9,162,063	\$58,557,126	\$160,614,628
Average Spent	\$1,966.95	\$2,318.73	\$2,457.76
Spending Potential Index	90	107	113
Education: Total \$	\$5,980,781	\$39,566,535	\$107,888,860
Average Spent	\$1,283.98	\$1,566.74	\$1,650.94
Spending Potential Index	89	108	114
Entertainment/Recreation: Total \$	\$13,746,255	\$87,641,999	\$237,906,664
Average Spent	\$2,951.11	\$3,470.42	\$3,640.50
Spending Potential Index	92	108	113
Food at Home: Total \$	\$21,287,763	\$132,927,692	\$362,292,125
Average Spent	\$4,570.15	\$5,263.63	\$5,543.87
Spending Potential Index	91	105	110
Food Away from Home: Total \$	\$14,877,081	\$94,865,885	\$260,139,520
Average Spent	\$3,193.88	\$3,756.47	\$3,980.71
Spending Potential Index	91	107	113
Health Care: Total \$	\$24,940,783	\$157,285,077	\$423,078,980
Average Spent	\$5,354.40	\$6,228.13	\$6,474.05
Spending Potential Index	94	109	113
HH Furnishings & Equipment: Total \$	\$8,958,727	\$57,699,247	\$157,032,350
Average Spent	\$1,923.30	\$2,284.76	\$2,402.94
Spending Potential Index	92	109	115
Personal Care Products & Services: Total \$	\$3,554,829	\$22,756,036	\$62,127,427
Average Spent	\$763.17	\$901.09	\$950.69
Spending Potential Index	92	109	115
Shelter: Total \$	\$71,517,826	\$451,181,497	\$1,222,852,913
Average Spent	\$15,353.76	\$17,865.74	\$18,712.36
Spending Potential Index	91	106	111
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,733,633	\$67,888,556	\$182,382,215
Average Spent	\$2,304.34	\$2,688.23	\$2,790.85
Spending Potential Index	93	108	112
Travel: Total \$	\$9,195,008	\$60,566,706	\$163,810,865
Average Spent	\$1,974.02	\$2,398.30	\$2,506.67
Spending Potential Index	92	111	116
Vehicle Maintenance & Repairs: Total \$	\$4,600,546	\$29,180,504	\$79,240,579
Average Spent	\$987.67	\$1,155.48	\$1,212.56
Spending Potential Index	92	107	113

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.