



# Market Profile

5950 S MO-94, Saint Charles, Missouri, 63304  
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
 Latitude: 38.71458  
 Longitude: -90.67636

	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>Population Summary</b>			
2000 Total Population	2,708	18,186	56,177
2010 Total Population	2,793	24,023	70,584
2019 Total Population	2,916	27,222	78,562
2019 Group Quarters	3	145	177
2024 Total Population	3,136	29,029	83,821
2019-2024 Annual Rate	1.47%	1.29%	1.30%
2019 Total Daytime Population	5,128	24,452	65,334
Workers	3,763	11,392	28,057
Residents	1,365	13,060	37,277
<b>Household Summary</b>			
2000 Households	916	5,910	17,977
2000 Average Household Size	2.91	3.04	3.12
2010 Households	1,007	8,459	24,020
2010 Average Household Size	2.77	2.82	2.93
2019 Households	1,054	9,652	26,964
2019 Average Household Size	2.76	2.81	2.91
2024 Households	1,132	10,321	28,857
2024 Average Household Size	2.77	2.80	2.90
2019-2024 Annual Rate	1.44%	1.35%	1.37%
2010 Families	855	6,715	19,405
2010 Average Family Size	3.04	3.20	3.28
2019 Families	887	7,593	21,550
2019 Average Family Size	3.05	3.19	3.26
2024 Families	951	8,088	22,968
2024 Average Family Size	3.05	3.18	3.26
2019-2024 Annual Rate	1.40%	1.27%	1.28%
<b>Housing Unit Summary</b>			
2000 Housing Units	910	6,076	18,448
Owner Occupied Housing Units	97.0%	92.1%	91.2%
Renter Occupied Housing Units	3.6%	5.2%	6.3%
Vacant Housing Units	-0.7%	2.7%	2.6%
2010 Housing Units	1,044	8,805	24,811
Owner Occupied Housing Units	94.2%	81.3%	86.3%
Renter Occupied Housing Units	2.3%	14.8%	10.5%
Vacant Housing Units	3.5%	3.9%	3.2%
2019 Housing Units	1,094	9,910	27,753
Owner Occupied Housing Units	94.2%	84.0%	87.2%
Renter Occupied Housing Units	2.1%	13.4%	9.9%
Vacant Housing Units	3.7%	2.6%	2.8%
2024 Housing Units	1,172	10,579	29,651
Owner Occupied Housing Units	94.6%	84.7%	87.8%
Renter Occupied Housing Units	2.0%	12.9%	9.6%
Vacant Housing Units	3.4%	2.4%	2.7%
<b>Median Household Income</b>			
2019	\$109,775	\$108,308	\$98,324
2024	\$113,620	\$115,882	\$105,758
<b>Median Home Value</b>			
2019	\$237,267	\$278,835	\$230,527
2024	\$263,566	\$298,525	\$257,928
<b>Per Capita Income</b>			
2019	\$46,703	\$48,078	\$40,365
2024	\$49,407	\$52,573	\$44,827
<b>Median Age</b>			
2010	39.6	38.5	36.2
2019	40.7	39.3	37.7
2024	41.8	40.3	38.8

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	1,054	9,652	26,963
<\$15,000	1.2%	2.0%	2.5%
\$15,000 - \$24,999	1.9%	2.8%	3.4%
\$25,000 - \$34,999	1.9%	4.1%	4.9%
\$35,000 - \$49,999	5.8%	6.5%	6.4%
\$50,000 - \$74,999	15.4%	13.0%	16.2%
\$75,000 - \$99,999	15.6%	15.4%	17.4%
\$100,000 - \$149,999	28.3%	25.1%	25.0%
\$150,000 - \$199,999	16.8%	16.3%	14.3%
\$200,000+	13.2%	14.8%	9.8%
Average Household Income	\$137,526	\$135,975	\$117,430
<b>2024 Households by Income</b>			
Household Income Base	1,132	10,321	28,856
<\$15,000	0.9%	1.5%	1.8%
\$15,000 - \$24,999	1.6%	2.3%	2.8%
\$25,000 - \$34,999	1.6%	3.2%	3.9%
\$35,000 - \$49,999	5.4%	5.6%	5.5%
\$50,000 - \$74,999	15.0%	11.9%	14.6%
\$75,000 - \$99,999	14.7%	14.4%	16.6%
\$100,000 - \$149,999	28.3%	25.9%	26.5%
\$150,000 - \$199,999	19.1%	19.3%	17.4%
\$200,000+	13.5%	15.9%	10.9%
Average Household Income	\$145,823	\$148,304	\$130,003
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,031	8,322	24,207
<\$50,000	0.3%	0.6%	1.9%
\$50,000 - \$99,999	0.4%	0.8%	1.6%
\$100,000 - \$149,999	4.5%	2.8%	9.8%
\$150,000 - \$199,999	21.5%	13.9%	24.1%
\$200,000 - \$249,999	31.2%	18.3%	20.8%
\$250,000 - \$299,999	10.7%	23.6%	16.9%
\$300,000 - \$399,999	15.6%	24.9%	17.2%
\$400,000 - \$499,999	8.5%	7.6%	4.8%
\$500,000 - \$749,999	5.4%	5.3%	1.7%
\$750,000 - \$999,999	1.4%	1.2%	0.6%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.1%	0.6%	0.2%
Average Home Value	\$288,228	\$319,524	\$257,279
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,109	8,959	26,020
<\$50,000	0.2%	0.2%	1.1%
\$50,000 - \$99,999	0.2%	0.3%	0.8%
\$100,000 - \$149,999	2.3%	1.4%	6.7%
\$150,000 - \$199,999	14.9%	9.3%	19.1%
\$200,000 - \$249,999	29.4%	15.6%	19.5%
\$250,000 - \$299,999	11.6%	23.8%	18.4%
\$300,000 - \$399,999	21.0%	29.8%	22.9%
\$400,000 - \$499,999	12.4%	10.3%	7.5%
\$500,000 - \$749,999	6.2%	6.4%	2.5%
\$750,000 - \$999,999	1.5%	1.4%	0.7%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.1%	0.9%	0.2%
Average Home Value	\$314,122	\$348,884	\$286,365

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	2,794	24,025	70,582
0 - 4	5.6%	6.2%	6.9%
5 - 9	8.0%	8.4%	8.4%
10 - 14	9.9%	9.0%	9.0%
15 - 24	12.6%	12.1%	12.5%
25 - 34	8.3%	9.6%	11.4%
35 - 44	14.5%	15.2%	15.9%
45 - 54	20.4%	17.8%	16.9%
55 - 64	12.0%	11.0%	10.4%
65 - 74	5.1%	6.0%	5.1%
75 - 84	2.9%	3.2%	2.7%
85 +	0.6%	1.5%	0.9%
18 +	70.5%	71.2%	70.5%
<b>2019 Population by Age</b>			
Total	2,917	27,223	78,563
0 - 4	5.4%	5.8%	6.2%
5 - 9	6.1%	6.7%	7.1%
10 - 14	7.5%	7.8%	7.8%
15 - 24	12.8%	11.8%	12.2%
25 - 34	12.1%	12.2%	12.9%
35 - 44	11.6%	13.0%	13.9%
45 - 54	14.9%	14.1%	14.4%
55 - 64	16.7%	14.7%	13.1%
65 - 74	8.7%	8.8%	8.0%
75 - 84	3.2%	3.7%	3.3%
85 +	1.1%	1.4%	1.1%
18 +	76.1%	75.1%	74.4%
<b>2024 Population by Age</b>			
Total	3,133	29,028	83,820
0 - 4	5.2%	5.8%	6.2%
5 - 9	6.0%	6.5%	6.7%
10 - 14	6.7%	7.0%	7.4%
15 - 24	10.6%	10.6%	11.1%
25 - 34	12.1%	11.6%	12.7%
35 - 44	13.2%	15.0%	14.9%
45 - 54	13.4%	12.4%	13.1%
55 - 64	15.8%	14.1%	12.8%
65 - 74	11.4%	10.6%	9.4%
75 - 84	4.4%	5.0%	4.5%
85 +	1.3%	1.6%	1.2%
18 +	77.9%	76.4%	75.5%
<b>2010 Population by Sex</b>			
Males	1,377	11,750	34,798
Females	1,416	12,273	35,786
<b>2019 Population by Sex</b>			
Males	1,436	13,303	38,729
Females	1,480	13,919	39,833
<b>2024 Population by Sex</b>			
Males	1,547	14,198	41,399
Females	1,589	14,830	42,423

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	2,794	24,023	70,585
White Alone	91.9%	91.0%	90.7%
Black Alone	3.6%	3.3%	3.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.1%	3.6%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.5%	0.6%
Two or More Races	1.9%	1.4%	1.8%
Hispanic Origin	1.9%	1.9%	2.3%
Diversity Index	18.4	20.0	21.2
<b>2019 Population by Race/Ethnicity</b>			
Total	2,916	27,224	78,562
White Alone	89.9%	88.8%	88.5%
Black Alone	4.5%	4.1%	4.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.6%	4.4%	3.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.6%	0.8%
Two or More Races	2.5%	2.0%	2.5%
Hispanic Origin	2.4%	2.4%	2.9%
Diversity Index	22.6	24.6	25.8
<b>2024 Population by Race/Ethnicity</b>			
Total	3,136	29,030	83,822
White Alone	88.3%	87.2%	86.9%
Black Alone	5.3%	4.7%	5.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.9%	4.8%	3.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.7%	0.9%
Two or More Races	3.0%	2.4%	2.9%
Hispanic Origin	2.8%	2.9%	3.4%
Diversity Index	25.9	27.8	29.1
<b>2010 Population by Relationship and Household Type</b>			
Total	2,793	24,023	70,584
In Households	99.9%	99.4%	99.8%
In Family Households	94.0%	90.6%	91.6%
Householder	28.6%	27.9%	27.6%
Spouse	25.6%	24.1%	23.1%
Child	37.1%	35.7%	37.3%
Other relative	1.9%	1.7%	2.1%
Nonrelative	0.9%	1.1%	1.5%
In Nonfamily Households	5.9%	8.8%	8.1%
In Group Quarters	0.1%	0.6%	0.2%
Institutionalized Population	0.1%	0.6%	0.2%
Noninstitutionalized Population	0.0%	0.0%	0.0%

**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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<b>2019 Population 25+ by Educational Attainment</b>			
Total	1,988	18,485	52,375
Less than 9th Grade	0.2%	0.6%	0.6%
9th - 12th Grade, No Diploma	1.0%	1.6%	2.5%
High School Graduate	13.1%	14.6%	19.0%
GED/Alternative Credential	1.9%	1.8%	2.4%
Some College, No Degree	20.2%	19.2%	21.2%
Associate Degree	7.8%	7.1%	9.1%
Bachelor's Degree	32.8%	34.8%	29.3%
Graduate/Professional Degree	22.9%	20.4%	15.7%
<b>2019 Population 15+ by Marital Status</b>			
Total	2,362	21,694	61,945
Never Married	21.5%	21.9%	26.4%
Married	68.3%	66.9%	60.9%
Widowed	4.1%	4.7%	4.4%
Divorced	6.1%	6.4%	8.3%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.1%	97.6%	97.2%
Civilian Unemployed (Unemployment Rate)	3.9%	2.4%	2.8%
<b>2019 Employed Population 16+ by Industry</b>			
Total	1,582	14,409	41,991
Agriculture/Mining	0.8%	0.9%	0.5%
Construction	6.3%	6.5%	5.5%
Manufacturing	12.6%	12.2%	13.0%
Wholesale Trade	3.5%	3.5%	3.6%
Retail Trade	11.3%	9.9%	10.6%
Transportation/Utilities	3.7%	2.6%	3.7%
Information	3.0%	2.8%	2.3%
Finance/Insurance/Real Estate	10.1%	12.6%	12.3%
Services	45.4%	47.0%	45.1%
Public Administration	3.4%	1.9%	3.5%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	1,583	14,411	41,991
White Collar	80.2%	79.7%	72.6%
Management/Business/Financial	24.1%	23.8%	20.5%
Professional	30.2%	32.1%	27.0%
Sales	15.5%	12.6%	12.2%
Administrative Support	10.4%	11.2%	12.9%
Services	8.9%	9.5%	12.7%
Blue Collar	10.9%	10.8%	14.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.2%	3.6%	3.6%
Installation/Maintenance/Repair	1.9%	1.9%	2.6%
Production	2.7%	2.2%	4.3%
Transportation/Material Moving	3.2%	3.2%	4.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,793	24,023	70,584
Population Inside Urbanized Area	97.7%	98.3%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.3%	1.7%	0.3%

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<b>2010 Households by Type</b>			
Total	1,007	8,458	24,020
Households with 1 Person	12.5%	16.8%	15.5%
Households with 2+ People	87.5%	83.2%	84.5%
Family Households	84.9%	79.4%	80.8%
Husband-wife Families	75.9%	68.7%	67.9%
With Related Children	39.3%	35.2%	36.4%
Other Family (No Spouse Present)	9.0%	10.7%	12.9%
Other Family with Male Householder	2.9%	3.3%	3.6%
With Related Children	1.9%	2.1%	2.2%
Other Family with Female Householder	6.2%	7.4%	9.3%
With Related Children	3.7%	5.1%	6.1%
Nonfamily Households	2.6%	3.8%	3.7%
All Households with Children	45.2%	42.7%	45.2%
Multigenerational Households	2.8%	2.6%	3.6%
Unmarried Partner Households	3.3%	4.0%	4.6%
Male-female	2.9%	3.6%	4.0%
Same-sex	0.4%	0.4%	0.5%
<b>2010 Households by Size</b>			
Total	1,007	8,458	24,021
1 Person Household	12.5%	16.8%	15.5%
2 Person Household	33.1%	33.5%	30.8%
3 Person Household	19.3%	17.7%	19.4%
4 Person Household	21.1%	19.5%	20.6%
5 Person Household	9.7%	8.7%	9.5%
6 Person Household	3.3%	2.8%	3.0%
7 + Person Household	1.1%	1.1%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,007	8,459	24,020
Owner Occupied	97.6%	84.6%	89.1%
Owned with a Mortgage/Loan	84.5%	71.3%	76.6%
Owned Free and Clear	13.1%	13.3%	12.5%
Renter Occupied	2.4%	15.4%	10.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,044	8,805	24,811
Housing Units Inside Urbanized Area	97.7%	98.3%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.3%	1.7%	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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<b>Top 3 Tapestry Segments</b>			
1.	Professional Pride (1B)	Soccer Moms (4A)	Soccer Moms (4A)
2.	Soccer Moms (4A)	Green Acres (6A)	Home Improvement (4B)
3.	Top Tier (1A)	Top Tier (1A)	Professional Pride (1B)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,425,942	\$31,175,693	\$76,379,919
Average Spent	\$3,250.42	\$3,229.97	\$2,832.66
Spending Potential Index	152	151	132
Education: Total \$	\$2,909,171	\$24,877,014	\$57,606,481
Average Spent	\$2,760.12	\$2,577.39	\$2,136.42
Spending Potential Index	173	162	134
Entertainment/Recreation: Total \$	\$5,300,519	\$48,421,152	\$117,216,041
Average Spent	\$5,028.96	\$5,016.70	\$4,347.13
Spending Potential Index	154	153	133
Food at Home: Total \$	\$7,825,291	\$72,715,270	\$179,365,978
Average Spent	\$7,424.37	\$7,533.70	\$6,652.05
Spending Potential Index	143	146	129
Food Away from Home: Total \$	\$5,861,933	\$53,743,921	\$131,880,615
Average Spent	\$5,561.61	\$5,568.16	\$4,890.99
Spending Potential Index	151	152	133
Health Care: Total \$	\$9,312,775	\$86,973,224	\$212,156,418
Average Spent	\$8,835.65	\$9,010.90	\$7,868.14
Spending Potential Index	149	152	133
HH Furnishings & Equipment: Total \$	\$3,524,723	\$32,443,042	\$79,060,870
Average Spent	\$3,344.14	\$3,361.28	\$2,932.09
Spending Potential Index	157	158	138
Personal Care Products & Services: Total \$	\$1,483,482	\$13,542,527	\$33,089,433
Average Spent	\$1,407.48	\$1,403.08	\$1,227.17
Spending Potential Index	159	158	138
Shelter: Total \$	\$29,211,769	\$266,529,521	\$648,384,952
Average Spent	\$27,715.15	\$27,613.92	\$24,046.32
Spending Potential Index	150	149	130
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,144,752	\$37,391,208	\$90,116,115
Average Spent	\$3,932.40	\$3,873.93	\$3,342.09
Spending Potential Index	159	156	135
Travel: Total \$	\$3,931,989	\$35,277,441	\$84,083,341
Average Spent	\$3,730.54	\$3,654.94	\$3,118.36
Spending Potential Index	166	163	139
Vehicle Maintenance & Repairs: Total \$	\$1,783,729	\$16,509,229	\$40,445,132
Average Spent	\$1,692.34	\$1,710.45	\$1,499.97
Spending Potential Index	148	150	131

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.