



Market Profile

3904 S Old Highway 94, Saint Charles, Missouri, 63304
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
 Latitude: 38.74146
 Longitude: -90.58738

	0 - 1 mile	1 - 3 mile	3 - 5 mile
Population Summary			
2000 Total Population	9,915	66,229	63,399
2010 Total Population	10,559	66,757	69,879
2019 Total Population	11,221	72,953	78,714
2019 Group Quarters	2	207	966
2024 Total Population	11,736	77,254	84,135
2019-2024 Annual Rate	0.90%	1.15%	1.34%
2019 Total Daytime Population	8,692	42,915	75,924
Workers	3,506	10,693	38,358
Residents	5,186	32,222	37,566
Household Summary			
2000 Households	3,505	22,634	24,327
2000 Average Household Size	2.82	2.91	2.58
2010 Households	4,027	24,844	28,413
2010 Average Household Size	2.62	2.68	2.43
2019 Households	4,313	27,389	32,044
2019 Average Household Size	2.60	2.66	2.43
2024 Households	4,522	29,090	34,279
2024 Average Household Size	2.59	2.65	2.43
2019-2024 Annual Rate	0.95%	1.21%	1.36%
2010 Families	2,899	18,692	18,513
2010 Average Family Size	3.08	3.10	3.00
2019 Families	3,061	20,333	20,642
2019 Average Family Size	3.06	3.08	3.00
2024 Families	3,193	21,486	21,982
2024 Average Family Size	3.06	3.08	3.00
2019-2024 Annual Rate	0.85%	1.11%	1.27%
Housing Unit Summary			
2000 Housing Units	3,579	22,985	25,287
Owner Occupied Housing Units	89.4%	87.0%	70.0%
Renter Occupied Housing Units	8.5%	11.5%	26.2%
Vacant Housing Units	2.1%	1.5%	3.8%
2010 Housing Units	4,157	25,534	30,098
Owner Occupied Housing Units	85.5%	84.5%	67.0%
Renter Occupied Housing Units	11.4%	12.8%	27.4%
Vacant Housing Units	3.1%	2.7%	5.6%
2019 Housing Units	4,440	28,024	33,549
Owner Occupied Housing Units	86.7%	85.6%	70.3%
Renter Occupied Housing Units	10.4%	12.2%	25.3%
Vacant Housing Units	2.9%	2.3%	4.5%
2024 Housing Units	4,645	29,714	35,811
Owner Occupied Housing Units	87.4%	86.2%	71.5%
Renter Occupied Housing Units	9.9%	11.7%	24.2%
Vacant Housing Units	2.6%	2.1%	4.3%
Median Household Income			
2019	\$83,990	\$89,170	\$74,415
2024	\$92,476	\$98,219	\$81,204
Median Home Value			
2019	\$190,757	\$203,293	\$208,508
2024	\$210,976	\$229,948	\$248,042
Per Capita Income			
2019	\$37,393	\$41,185	\$38,909
2024	\$42,420	\$45,629	\$43,191
Median Age			
2010	37.0	39.3	38.1
2019	39.0	41.1	39.8
2024	40.4	42.1	41.2

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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2019 Households by Income			
Household Income Base	4,313	27,389	32,044
<\$15,000	2.4%	2.0%	4.6%
\$15,000 - \$24,999	4.8%	4.1%	7.3%
\$25,000 - \$34,999	6.0%	5.3%	8.1%
\$35,000 - \$49,999	8.3%	8.7%	11.1%
\$50,000 - \$74,999	18.5%	18.1%	19.1%
\$75,000 - \$99,999	22.1%	18.4%	16.0%
\$100,000 - \$149,999	23.2%	24.2%	17.6%
\$150,000 - \$199,999	10.1%	10.8%	9.0%
\$200,000+	4.5%	8.4%	7.1%
Average Household Income	\$96,922	\$109,062	\$96,102
2024 Households by Income			
Household Income Base	4,522	29,090	34,279
<\$15,000	1.6%	1.4%	3.3%
\$15,000 - \$24,999	3.7%	3.3%	6.0%
\$25,000 - \$34,999	4.5%	4.2%	6.6%
\$35,000 - \$49,999	6.9%	7.6%	10.1%
\$50,000 - \$74,999	16.6%	16.6%	18.9%
\$75,000 - \$99,999	21.7%	17.9%	16.5%
\$100,000 - \$149,999	26.3%	26.6%	20.0%
\$150,000 - \$199,999	13.3%	13.3%	11.1%
\$200,000+	5.3%	9.1%	7.5%
Average Household Income	\$109,699	\$120,434	\$106,635
2019 Owner Occupied Housing Units by Value			
Total	3,851	23,981	23,571
<\$50,000	1.2%	1.2%	4.5%
\$50,000 - \$99,999	4.2%	3.1%	3.8%
\$100,000 - \$149,999	16.4%	12.0%	15.7%
\$150,000 - \$199,999	34.5%	32.5%	23.5%
\$200,000 - \$249,999	25.7%	18.4%	14.5%
\$250,000 - \$299,999	9.5%	13.7%	15.1%
\$300,000 - \$399,999	6.2%	13.0%	15.2%
\$400,000 - \$499,999	1.1%	3.3%	4.8%
\$500,000 - \$749,999	0.6%	1.7%	2.0%
\$750,000 - \$999,999	0.0%	0.6%	0.5%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.3%	0.2%	0.1%
Average Home Value	\$207,621	\$238,273	\$236,779
2024 Owner Occupied Housing Units by Value			
Total	4,061	25,607	25,618
<\$50,000	0.6%	0.6%	2.7%
\$50,000 - \$99,999	2.1%	1.4%	2.2%
\$100,000 - \$149,999	10.7%	8.1%	11.2%
\$150,000 - \$199,999	30.2%	29.0%	20.2%
\$200,000 - \$249,999	28.9%	18.2%	14.3%
\$250,000 - \$299,999	12.6%	15.6%	17.2%
\$300,000 - \$399,999	10.8%	17.6%	21.1%
\$400,000 - \$499,999	2.2%	5.3%	7.3%
\$500,000 - \$749,999	1.2%	2.5%	2.6%
\$750,000 - \$999,999	0.0%	0.8%	0.6%
\$1,000,000 - \$1,499,999	0.1%	0.5%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.6%	0.3%	0.2%
Average Home Value	\$237,965	\$269,698	\$269,097

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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2010 Population by Age			
Total	10,559	66,758	69,881
0 - 4	6.6%	5.7%	6.1%
5 - 9	6.9%	6.6%	6.0%
10 - 14	7.1%	7.2%	6.5%
15 - 24	11.8%	12.7%	13.8%
25 - 34	14.9%	12.3%	13.9%
35 - 44	14.3%	13.2%	12.4%
45 - 54	16.0%	18.1%	16.1%
55 - 64	12.5%	13.8%	12.0%
65 - 74	5.6%	6.1%	6.9%
75 - 84	3.6%	3.0%	4.3%
85 +	0.9%	1.1%	1.9%
18 +	75.0%	75.7%	77.2%
2019 Population by Age			
Total	11,219	72,954	78,715
0 - 4	5.9%	5.2%	5.5%
5 - 9	6.3%	5.6%	5.7%
10 - 14	6.6%	6.3%	6.1%
15 - 24	10.8%	11.3%	11.8%
25 - 34	13.6%	13.4%	14.3%
35 - 44	15.3%	13.1%	13.0%
45 - 54	13.1%	13.4%	12.5%
55 - 64	14.0%	15.9%	14.4%
65 - 74	9.6%	10.6%	9.8%
75 - 84	3.4%	3.9%	4.9%
85 +	1.3%	1.3%	2.1%
18 +	77.6%	79.1%	79.3%
2024 Population by Age			
Total	11,735	77,255	84,134
0 - 4	5.9%	5.2%	5.4%
5 - 9	6.1%	5.4%	5.5%
10 - 14	6.6%	6.0%	5.9%
15 - 24	10.5%	10.5%	11.5%
25 - 34	12.8%	12.8%	12.9%
35 - 44	15.8%	14.1%	14.1%
45 - 54	12.6%	12.5%	12.0%
55 - 64	12.9%	14.2%	13.2%
65 - 74	10.7%	12.2%	11.3%
75 - 84	4.7%	5.6%	6.1%
85 +	1.3%	1.5%	2.2%
18 +	77.6%	79.8%	79.7%
2010 Population by Sex			
Males	5,170	32,758	34,090
Females	5,389	33,999	35,789
2019 Population by Sex			
Males	5,492	35,736	38,417
Females	5,729	37,216	40,298
2024 Population by Sex			
Males	5,762	37,904	41,075
Females	5,974	39,349	43,060

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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2010 Population by Race/Ethnicity			
Total	10,558	66,757	69,879
White Alone	90.8%	91.6%	89.2%
Black Alone	4.1%	3.6%	4.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.0%	2.2%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.1%	0.6%	1.2%
Two or More Races	1.8%	1.8%	1.9%
Hispanic Origin	3.1%	2.2%	3.2%
Diversity Index	22.3	19.5	25.1
2019 Population by Race/Ethnicity			
Total	11,221	72,952	78,715
White Alone	88.6%	89.5%	86.7%
Black Alone	5.1%	4.4%	5.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.4%	2.8%	3.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.3%	0.7%	1.4%
Two or More Races	2.4%	2.4%	2.5%
Hispanic Origin	4.0%	2.8%	3.9%
Diversity Index	27.2	24.0	30.1
2024 Population by Race/Ethnicity			
Total	11,737	77,254	84,134
White Alone	86.9%	88.0%	84.8%
Black Alone	5.8%	5.1%	6.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.7%	3.1%	3.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.6%	0.9%	1.6%
Two or More Races	2.8%	2.8%	3.0%
Hispanic Origin	4.7%	3.3%	4.6%
Diversity Index	30.9	27.3	33.8
2010 Population by Relationship and Household Type			
Total	10,559	66,757	69,879
In Households	100.0%	99.7%	98.6%
In Family Households	86.5%	88.3%	81.4%
Householder	27.5%	28.2%	26.3%
Spouse	21.8%	23.1%	20.4%
Child	32.9%	33.2%	30.3%
Other relative	2.2%	2.2%	2.4%
Nonrelative	2.0%	1.6%	2.0%
In Nonfamily Households	13.5%	11.4%	17.2%
In Group Quarters	0.0%	0.3%	1.4%
Institutionalized Population	0.0%	0.2%	0.7%
Noninstitutionalized Population	0.0%	0.1%	0.7%

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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2019 Population 25+ by Educational Attainment			
Total	7,894	52,235	55,834
Less than 9th Grade	1.1%	1.1%	1.7%
9th - 12th Grade, No Diploma	3.9%	2.5%	3.5%
High School Graduate	21.9%	19.2%	21.9%
GED/Alternative Credential	3.2%	2.3%	3.0%
Some College, No Degree	23.3%	21.7%	21.5%
Associate Degree	10.1%	10.4%	8.8%
Bachelor's Degree	25.3%	28.1%	24.8%
Graduate/Professional Degree	11.2%	14.8%	14.8%
2019 Population 15+ by Marital Status			
Total	9,108	60,463	65,102
Never Married	25.9%	26.7%	27.8%
Married	56.0%	58.4%	54.6%
Widowed	5.7%	4.8%	6.2%
Divorced	12.4%	10.2%	11.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.9%	97.1%	97.2%
Civilian Unemployed (Unemployment Rate)	2.1%	2.9%	2.8%
2019 Employed Population 16+ by Industry			
Total	6,140	41,490	41,887
Agriculture/Mining	0.3%	0.8%	0.6%
Construction	5.7%	5.6%	6.0%
Manufacturing	11.1%	12.3%	13.5%
Wholesale Trade	2.1%	3.2%	2.7%
Retail Trade	10.3%	10.8%	11.4%
Transportation/Utilities	3.9%	4.8%	4.6%
Information	2.6%	2.4%	2.1%
Finance/Insurance/Real Estate	12.4%	11.4%	9.9%
Services	48.3%	45.3%	46.0%
Public Administration	3.3%	3.3%	3.2%
2019 Employed Population 16+ by Occupation			
Total	6,140	41,491	41,886
White Collar	70.5%	73.7%	67.6%
Management/Business/Financial	20.2%	20.1%	17.7%
Professional	25.1%	27.6%	25.3%
Sales	9.7%	11.9%	10.7%
Administrative Support	15.5%	14.0%	13.9%
Services	14.9%	11.7%	15.3%
Blue Collar	14.6%	14.6%	17.1%
Farming/Forestry/Fishing	0.0%	0.2%	0.0%
Construction/Extraction	3.8%	3.7%	3.6%
Installation/Maintenance/Repair	2.3%	2.7%	2.9%
Production	4.7%	3.5%	5.5%
Transportation/Material Moving	3.7%	4.5%	5.1%
2010 Population By Urban/ Rural Status			
Total Population	10,559	66,757	69,879
Population Inside Urbanized Area	100.0%	99.8%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	0.8%

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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2010 Households by Type			
Total	4,028	24,844	28,414
Households with 1 Person	22.5%	20.3%	28.1%
Households with 2+ People	77.5%	79.7%	71.9%
Family Households	72.0%	75.2%	65.2%
Husband-wife Families	57.1%	61.7%	50.6%
With Related Children	26.4%	27.5%	22.1%
Other Family (No Spouse Present)	14.8%	13.6%	14.6%
Other Family with Male Householder	4.1%	4.0%	4.4%
With Related Children	2.5%	2.3%	2.5%
Other Family with Female Householder	10.7%	9.6%	10.2%
With Related Children	6.8%	5.8%	6.3%
Nonfamily Households	5.6%	4.5%	6.8%
All Households with Children	36.1%	36.0%	31.3%
Multigenerational Households	3.1%	3.5%	3.0%
Unmarried Partner Households	5.6%	5.1%	6.5%
Male-female	5.0%	4.5%	6.1%
Same-sex	0.6%	0.5%	0.5%
2010 Households by Size			
Total	4,028	24,844	28,412
1 Person Household	22.5%	20.3%	28.1%
2 Person Household	33.8%	34.6%	33.8%
3 Person Household	18.0%	18.8%	16.3%
4 Person Household	15.6%	16.4%	13.1%
5 Person Household	6.8%	6.7%	5.7%
6 Person Household	2.4%	2.3%	2.0%
7 + Person Household	0.9%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	4,027	24,844	28,413
Owner Occupied	88.2%	86.9%	70.9%
Owned with a Mortgage/Loan	72.9%	71.4%	54.6%
Owned Free and Clear	15.3%	15.5%	16.3%
Renter Occupied	11.8%	13.1%	29.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,157	25,534	30,098
Housing Units Inside Urbanized Area	100.0%	99.8%	99.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.7%

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)	Old and Newcomers (8F)
2.	Middleburg (4C)	Savvy Suburbanites (1D)	In Style (5B)
3.	Green Acres (6A)	Green Acres (6A)	Rustbelt Traditions (5D)
2019 Consumer Spending			
Apparel & Services: Total \$	\$10,139,395	\$71,560,020	\$74,739,661
Average Spent	\$2,350.89	\$2,612.73	\$2,332.41
Spending Potential Index	110	122	109
Education: Total \$	\$7,262,636	\$54,195,461	\$55,818,191
Average Spent	\$1,683.89	\$1,978.73	\$1,741.92
Spending Potential Index	106	124	109
Entertainment/Recreation: Total \$	\$15,604,393	\$111,019,464	\$114,935,908
Average Spent	\$3,617.99	\$4,053.43	\$3,586.82
Spending Potential Index	111	124	110
Food at Home: Total \$	\$24,266,999	\$170,634,645	\$180,063,173
Average Spent	\$5,626.48	\$6,230.04	\$5,619.25
Spending Potential Index	109	120	109
Food Away from Home: Total \$	\$17,625,834	\$123,566,818	\$128,838,162
Average Spent	\$4,086.68	\$4,511.55	\$4,020.66
Spending Potential Index	111	123	109
Health Care: Total \$	\$28,822,545	\$202,909,370	\$211,521,059
Average Spent	\$6,682.71	\$7,408.43	\$6,600.96
Spending Potential Index	113	125	111
HH Furnishings & Equipment: Total \$	\$10,533,534	\$74,507,018	\$76,336,727
Average Spent	\$2,442.28	\$2,720.33	\$2,382.25
Spending Potential Index	115	128	112
Personal Care Products & Services: Total \$	\$4,398,356	\$30,846,307	\$31,936,594
Average Spent	\$1,019.79	\$1,126.23	\$996.65
Spending Potential Index	115	127	112
Shelter: Total \$	\$85,912,117	\$620,308,114	\$646,045,944
Average Spent	\$19,919.34	\$22,648.07	\$20,161.21
Spending Potential Index	108	122	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,008,019	\$85,856,628	\$90,089,691
Average Spent	\$2,784.15	\$3,134.71	\$2,811.44
Spending Potential Index	112	126	113
Travel: Total \$	\$10,917,857	\$79,161,187	\$79,599,389
Average Spent	\$2,531.38	\$2,890.25	\$2,484.07
Spending Potential Index	113	129	111
Vehicle Maintenance & Repairs: Total \$	\$5,473,217	\$38,737,860	\$41,849,682
Average Spent	\$1,269.00	\$1,414.36	\$1,306.01
Spending Potential Index	111	124	114

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.