



Market Profile

3767 New Town Blvd, Saint Charles, Missouri, 63301
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.82624
 Longitude: -90.51831

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,985	34,398	78,417
2010 Total Population	1,728	35,299	83,591
2018 Total Population	1,953	37,817	90,788
2018 Group Quarters	0	807	4,552
2023 Total Population	2,064	39,901	96,274
2018-2023 Annual Rate	1.11%	1.08%	1.18%
2018 Total Daytime Population	6,882	32,710	101,085
Workers	5,856	13,829	56,807
Residents	1,026	18,881	44,278
Household Summary			
2000 Households	807	13,287	31,081
2000 Average Household Size	2.46	2.44	2.44
2010 Households	779	14,704	34,135
2010 Average Household Size	2.22	2.35	2.32
2018 Households	907	15,822	37,250
2018 Average Household Size	2.15	2.34	2.32
2023 Households	962	16,751	39,638
2023 Average Household Size	2.15	2.33	2.31
2018-2023 Annual Rate	1.18%	1.15%	1.25%
2010 Families	546	9,557	21,049
2010 Average Family Size	2.61	2.88	2.90
2018 Families	622	10,133	22,571
2018 Average Family Size	2.55	2.87	2.89
2023 Families	655	10,654	23,838
2023 Average Family Size	2.54	2.86	2.89
2018-2023 Annual Rate	1.04%	1.01%	1.10%
Housing Unit Summary			
2000 Housing Units	856	13,794	32,416
Owner Occupied Housing Units	85.4%	71.2%	64.5%
Renter Occupied Housing Units	8.9%	25.1%	31.3%
Vacant Housing Units	5.7%	3.7%	4.1%
2010 Housing Units	845	15,670	36,416
Owner Occupied Housing Units	81.8%	68.0%	62.2%
Renter Occupied Housing Units	10.4%	25.9%	31.6%
Vacant Housing Units	7.8%	6.2%	6.3%
2018 Housing Units	989	16,787	39,613
Owner Occupied Housing Units	81.7%	70.6%	63.9%
Renter Occupied Housing Units	10.0%	23.7%	30.2%
Vacant Housing Units	8.3%	5.7%	6.0%
2023 Housing Units	1,050	17,771	42,094
Owner Occupied Housing Units	81.7%	71.0%	64.5%
Renter Occupied Housing Units	9.9%	23.3%	29.7%
Vacant Housing Units	8.4%	5.7%	5.8%
Median Household Income			
2018	\$65,750	\$63,390	\$62,145
2023	\$74,824	\$72,879	\$71,621
Median Home Value			
2018	\$175,329	\$184,416	\$190,009
2023	\$190,649	\$199,177	\$214,175
Per Capita Income			
2018	\$36,279	\$35,357	\$34,615
2023	\$41,507	\$40,780	\$39,898
Median Age			
2010	44.8	40.6	37.1
2018	44.5	41.8	38.9
2023	44.1	42.3	39.9

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	907	15,822	37,250
<\$15,000	5.4%	6.4%	6.6%
\$15,000 - \$24,999	7.6%	7.2%	7.3%
\$25,000 - \$34,999	7.6%	8.0%	8.9%
\$35,000 - \$49,999	13.9%	14.5%	15.0%
\$50,000 - \$74,999	21.5%	21.9%	20.9%
\$75,000 - \$99,999	12.2%	14.4%	14.4%
\$100,000 - \$149,999	16.3%	16.3%	15.6%
\$150,000 - \$199,999	9.5%	6.7%	6.6%
\$200,000+	5.8%	4.5%	4.7%
Average Household Income	\$89,368	\$82,765	\$82,135
2023 Households by Income			
Household Income Base	962	16,751	39,638
<\$15,000	3.7%	4.4%	4.5%
\$15,000 - \$24,999	5.7%	5.4%	5.5%
\$25,000 - \$34,999	6.2%	6.6%	7.6%
\$35,000 - \$49,999	12.8%	13.1%	13.6%
\$50,000 - \$74,999	21.6%	21.8%	20.9%
\$75,000 - \$99,999	13.1%	15.6%	15.5%
\$100,000 - \$149,999	18.8%	19.6%	18.7%
\$150,000 - \$199,999	10.5%	7.7%	7.6%
\$200,000+	7.5%	5.8%	6.1%
Average Household Income	\$102,104	\$95,338	\$94,840
2018 Owner Occupied Housing Units by Value			
Total	808	11,844	25,300
<\$50,000	32.8%	7.1%	6.1%
\$50,000 - \$99,999	0.2%	2.3%	3.3%
\$100,000 - \$149,999	7.4%	20.2%	18.8%
\$150,000 - \$199,999	18.8%	29.6%	27.2%
\$200,000 - \$249,999	15.6%	16.3%	17.6%
\$250,000 - \$299,999	11.5%	10.8%	13.0%
\$300,000 - \$399,999	8.5%	9.8%	9.5%
\$400,000 - \$499,999	3.8%	2.8%	2.5%
\$500,000 - \$749,999	0.7%	0.5%	1.2%
\$750,000 - \$999,999	0.4%	0.3%	0.5%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$173,917	\$205,234	\$211,215
2023 Owner Occupied Housing Units by Value			
Total	858	12,610	27,135
<\$50,000	32.8%	6.0%	4.3%
\$50,000 - \$99,999	0.1%	1.4%	1.9%
\$100,000 - \$149,999	4.7%	14.9%	13.4%
\$150,000 - \$199,999	15.3%	28.2%	25.1%
\$200,000 - \$249,999	15.7%	17.0%	18.9%
\$250,000 - \$299,999	12.7%	12.6%	15.6%
\$300,000 - \$399,999	11.1%	13.6%	13.4%
\$400,000 - \$499,999	5.1%	4.3%	4.1%
\$500,000 - \$749,999	1.3%	0.7%	2.1%
\$750,000 - \$999,999	0.9%	0.5%	0.9%
\$1,000,000 - \$1,499,999	0.2%	0.5%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.2%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$192,299	\$230,633	\$241,479

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	1,728	35,299	83,591
0 - 4	5.4%	5.9%	5.9%
5 - 9	5.2%	5.3%	5.3%
10 - 14	6.7%	5.7%	5.4%
15 - 24	12.3%	13.2%	16.3%
25 - 34	10.2%	13.7%	14.7%
35 - 44	10.5%	11.4%	11.3%
45 - 54	18.7%	15.1%	14.9%
55 - 64	15.3%	12.8%	12.0%
65 - 74	9.7%	9.3%	7.3%
75 - 84	4.6%	5.7%	4.7%
85 +	1.4%	2.0%	2.1%
18 +	78.6%	79.6%	79.8%
2018 Population by Age			
Total	1,955	37,819	90,788
0 - 4	5.2%	5.4%	5.4%
5 - 9	5.6%	5.6%	5.4%
10 - 14	5.8%	5.6%	5.5%
15 - 24	10.4%	11.3%	14.2%
25 - 34	11.9%	13.0%	14.2%
35 - 44	11.6%	12.9%	12.6%
45 - 54	12.9%	12.2%	12.0%
55 - 64	17.1%	14.1%	13.5%
65 - 74	12.0%	10.9%	9.7%
75 - 84	5.8%	6.4%	5.2%
85 +	1.7%	2.6%	2.4%
18 +	79.9%	80.3%	80.6%
2023 Population by Age			
Total	2,065	39,900	96,274
0 - 4	5.3%	5.4%	5.4%
5 - 9	5.7%	5.6%	5.3%
10 - 14	6.1%	5.9%	5.6%
15 - 24	9.9%	11.2%	14.0%
25 - 34	11.2%	11.7%	12.9%
35 - 44	13.0%	14.0%	13.6%
45 - 54	11.0%	11.3%	11.2%
55 - 64	15.3%	13.0%	12.5%
65 - 74	13.8%	11.8%	11.0%
75 - 84	6.9%	7.3%	6.1%
85 +	1.9%	2.8%	2.4%
18 +	79.5%	79.8%	80.5%
2010 Population by Sex			
Males	844	16,786	41,026
Females	884	18,513	42,565
2018 Population by Sex			
Males	955	18,001	44,679
Females	998	19,816	46,109
2023 Population by Sex			
Males	1,011	19,013	47,404
Females	1,053	20,888	48,870

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	1,727	35,299	83,591
White Alone	94.8%	91.4%	88.4%
Black Alone	1.3%	4.7%	5.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.4%	1.0%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.2%	0.9%	1.6%
Two or More Races	1.7%	1.7%	2.0%
Hispanic Origin	3.4%	2.7%	4.0%
Diversity Index	16.0	20.6	27.4
2018 Population by Race/Ethnicity			
Total	1,955	37,816	90,788
White Alone	93.4%	89.6%	86.1%
Black Alone	1.8%	5.6%	6.6%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	0.7%	1.3%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.4%	1.1%	1.9%
Two or More Races	2.3%	2.2%	2.5%
Hispanic Origin	4.0%	3.3%	4.8%
Diversity Index	19.4	24.6	32.2
2023 Population by Race/Ethnicity			
Total	2,064	39,902	96,273
White Alone	92.2%	87.8%	83.9%
Black Alone	2.2%	6.5%	7.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.8%	1.5%	2.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.7%	1.3%	2.2%
Two or More Races	2.8%	2.6%	3.0%
Hispanic Origin	4.9%	4.0%	5.6%
Diversity Index	22.9	28.3	36.4
2010 Population by Relationship and Household Type			
Total	1,728	35,299	83,591
In Households	100.0%	97.7%	94.6%
In Family Households	84.7%	79.9%	75.1%
Householder	28.8%	27.2%	25.2%
Spouse	21.4%	20.7%	18.7%
Child	30.2%	27.8%	26.8%
Other relative	2.0%	2.2%	2.3%
Nonrelative	2.2%	2.0%	2.1%
In Nonfamily Households	15.3%	17.8%	19.4%
In Group Quarters	0.0%	2.3%	5.4%
Institutionalized Population	0.0%	0.5%	1.1%
Noninstitutionalized Population	0.0%	1.8%	4.3%

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	1,424	27,269	63,089
Less than 9th Grade	2.5%	2.2%	2.3%
9th - 12th Grade, No Diploma	7.6%	4.1%	4.3%
High School Graduate	22.6%	23.3%	21.9%
GED/Alternative Credential	6.5%	3.7%	3.7%
Some College, No Degree	23.9%	24.6%	22.9%
Associate Degree	6.5%	9.9%	10.1%
Bachelor's Degree	18.4%	19.9%	22.5%
Graduate/Professional Degree	12.0%	12.2%	12.4%
2018 Population 15+ by Marital Status			
Total	1,627	31,541	75,995
Never Married	25.5%	29.7%	32.4%
Married	51.4%	51.1%	49.1%
Widowed	6.5%	6.5%	6.6%
Divorced	16.7%	12.8%	12.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	93.7%	96.9%	96.8%
Civilian Unemployed (Unemployment Rate)	6.3%	3.1%	3.2%
2018 Employed Population 16+ by Industry			
Total	948	19,250	47,130
Agriculture/Mining	0.5%	0.3%	0.5%
Construction	6.9%	5.4%	5.4%
Manufacturing	13.8%	15.1%	13.8%
Wholesale Trade	3.8%	3.1%	2.7%
Retail Trade	12.4%	13.4%	11.9%
Transportation/Utilities	6.3%	5.8%	5.1%
Information	2.4%	2.0%	2.0%
Finance/Insurance/Real Estate	7.6%	6.9%	8.2%
Services	44.3%	46.1%	48.2%
Public Administration	2.0%	1.9%	2.4%
2018 Employed Population 16+ by Occupation			
Total	951	19,250	47,131
White Collar	74.5%	68.0%	66.9%
Management/Business/Financial	21.0%	16.6%	16.1%
Professional	21.1%	23.9%	25.0%
Sales	11.7%	13.1%	12.3%
Administrative Support	20.7%	14.3%	13.5%
Services	11.6%	14.5%	16.2%
Blue Collar	14.2%	17.5%	16.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.2%	3.1%	3.7%
Installation/Maintenance/Repair	3.0%	3.9%	3.4%
Production	1.6%	4.6%	4.6%
Transportation/Material Moving	5.5%	5.8%	5.0%
2010 Population By Urban/ Rural Status			
Total Population	1,728	35,299	83,591
Population Inside Urbanized Area	98.8%	99.4%	99.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.2%	0.6%	0.9%

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	780	14,704	34,135
Households with 1 Person	24.6%	28.7%	30.7%
Households with 2+ People	75.4%	71.3%	69.3%
Family Households	70.0%	65.0%	61.7%
Husband-wife Families	53.1%	49.4%	46.0%
With Related Children	19.1%	18.1%	18.1%
Other Family (No Spouse Present)	16.9%	15.6%	15.7%
Other Family with Male Householder	5.0%	4.2%	4.5%
With Related Children	2.9%	2.4%	2.6%
Other Family with Female Householder	11.9%	11.5%	11.2%
With Related Children	6.8%	6.9%	7.0%
Nonfamily Households	5.4%	6.3%	7.6%
All Households with Children	29.3%	27.8%	28.1%
Multigenerational Households	3.7%	2.9%	2.7%
Unmarried Partner Households	6.5%	6.4%	7.2%
Male-female	6.2%	6.1%	6.7%
Same-sex	0.4%	0.3%	0.4%
2010 Households by Size			
Total	779	14,704	34,136
1 Person Household	24.6%	28.7%	30.7%
2 Person Household	38.8%	37.2%	35.3%
3 Person Household	17.2%	16.1%	15.8%
4 Person Household	11.7%	11.1%	11.3%
5 Person Household	5.8%	4.9%	4.7%
6 Person Household	1.3%	1.4%	1.6%
7 + Person Household	0.6%	0.6%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	779	14,704	34,135
Owner Occupied	88.7%	72.4%	66.3%
Owned with a Mortgage/Loan	49.2%	49.0%	47.3%
Owned Free and Clear	39.5%	23.4%	19.0%
Renter Occupied	11.3%	27.6%	33.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	845	15,670	36,416
Housing Units Inside Urbanized Area	98.8%	99.3%	98.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.2%	0.7%	1.2%

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. Comfortable Empty Nesters	Old and Newcomers (8F)	Old and Newcomers (8F)
	2. Down the Road (10D)	Comfortable Empty Nesters	In Style (5B)
	3. Savvy Suburbanites (1D)	Midlife Constants (5E)	Rustbelt Traditions (5D)
2018 Consumer Spending			
Apparel & Services: Total \$	\$2,089,832	\$33,542,572	\$79,505,796
Average Spent	\$2,304.11	\$2,120.00	\$2,134.38
Spending Potential Index	106	97	98
Education: Total \$	\$1,359,264	\$22,535,887	\$53,600,881
Average Spent	\$1,498.64	\$1,424.34	\$1,438.95
Spending Potential Index	104	98	99
Entertainment/Recreation: Total \$	\$3,130,749	\$50,507,347	\$117,673,476
Average Spent	\$3,451.76	\$3,192.22	\$3,159.02
Spending Potential Index	107	99	98
Food at Home: Total \$	\$4,824,509	\$78,175,708	\$184,285,048
Average Spent	\$5,319.19	\$4,940.95	\$4,947.25
Spending Potential Index	106	98	99
Food Away from Home: Total \$	\$3,400,801	\$54,705,354	\$129,587,593
Average Spent	\$3,749.50	\$3,457.55	\$3,478.86
Spending Potential Index	107	98	99
Health Care: Total \$	\$5,692,095	\$91,744,878	\$210,039,951
Average Spent	\$6,275.74	\$5,798.56	\$5,638.66
Spending Potential Index	110	101	98
HH Furnishings & Equipment: Total \$	\$2,060,498	\$32,913,607	\$76,841,146
Average Spent	\$2,271.77	\$2,080.24	\$2,062.85
Spending Potential Index	109	100	99
Personal Care Products & Services: Total \$	\$817,318	\$13,057,762	\$30,596,050
Average Spent	\$901.12	\$825.29	\$821.37
Spending Potential Index	109	100	99
Shelter: Total \$	\$15,837,212	\$261,350,661	\$619,368,805
Average Spent	\$17,461.09	\$16,518.18	\$16,627.35
Spending Potential Index	104	98	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,425,275	\$39,340,937	\$90,046,944
Average Spent	\$2,673.95	\$2,486.47	\$2,417.37
Spending Potential Index	108	100	97
Travel: Total \$	\$2,109,340	\$33,772,379	\$78,262,800
Average Spent	\$2,325.62	\$2,134.52	\$2,101.01
Spending Potential Index	108	99	98
Vehicle Maintenance & Repairs: Total \$	\$1,055,638	\$16,911,028	\$39,575,668
Average Spent	\$1,163.88	\$1,068.83	\$1,062.43
Spending Potential Index	108	99	99

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.