



Market Profile

8275 Veterans Memorial Pkwy, O Fallon, Missouri, 63366
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.79954
Longitude: -90.68574

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	7,003	56,746	105,575
2010 Total Population	7,186	72,423	139,839
2016 Total Population	7,893	76,980	149,453
2016 Group Quarters	112	129	477
2021 Total Population	8,510	81,496	158,398
2016-2021 Annual Rate	1.52%	1.15%	1.17%
2016 Total Daytime Population	9,742	60,206	120,012
Workers	6,256	24,534	50,372
Residents	3,486	35,672	69,640
Household Summary			
2000 Households	2,391	19,183	35,617
2000 Average Household Size	2.88	2.94	2.95
2010 Households	2,531	25,863	49,842
2010 Average Household Size	2.79	2.80	2.80
2016 Households	2,808	27,778	53,741
2016 Average Household Size	2.77	2.77	2.77
2021 Households	3,042	29,568	57,225
2021 Average Household Size	2.76	2.75	2.76
2016-2021 Annual Rate	1.61%	1.26%	1.26%
2010 Families	1,963	19,767	38,070
2010 Average Family Size	3.16	3.20	3.21
2016 Families	2,156	21,009	40,698
2016 Average Family Size	3.15	3.18	3.19
2021 Families	2,323	22,241	43,135
2021 Average Family Size	3.14	3.17	3.18
2016-2021 Annual Rate	1.50%	1.15%	1.17%
Housing Unit Summary			
2000 Housing Units	2,454	19,748	36,675
Owner Occupied Housing Units	88.3%	87.1%	86.6%
Renter Occupied Housing Units	9.1%	10.1%	10.5%
Vacant Housing Units	2.6%	2.9%	2.9%
2010 Housing Units	2,669	26,790	51,780
Owner Occupied Housing Units	83.3%	82.8%	81.3%
Renter Occupied Housing Units	11.5%	13.7%	15.0%
Vacant Housing Units	5.2%	3.5%	3.7%
2016 Housing Units	2,975	28,742	55,818
Owner Occupied Housing Units	81.8%	81.4%	79.9%
Renter Occupied Housing Units	12.6%	15.2%	16.4%
Vacant Housing Units	5.6%	3.4%	3.7%
2021 Housing Units	3,224	30,587	59,426
Owner Occupied Housing Units	81.7%	81.1%	79.6%
Renter Occupied Housing Units	12.7%	15.6%	16.7%
Vacant Housing Units	5.6%	3.3%	3.7%
Median Household Income			
2016	\$64,440	\$75,209	\$77,626
2021	\$71,492	\$80,867	\$84,869
Median Home Value			
2016	\$173,996	\$199,444	\$208,404
2021	\$201,086	\$229,871	\$232,791
Per Capita Income			
2016	\$27,272	\$30,731	\$32,686
2021	\$29,855	\$33,717	\$35,966
Median Age			
2010	36.0	36.0	36.5
2016	37.0	37.0	37.4
2021	38.1	37.9	38.4

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	2,808	27,778	53,741
<\$15,000	5.6%	4.8%	4.8%
\$15,000 - \$24,999	5.5%	5.9%	5.7%
\$25,000 - \$34,999	9.4%	7.6%	7.0%
\$35,000 - \$49,999	12.8%	12.0%	11.3%
\$50,000 - \$74,999	24.6%	19.5%	18.9%
\$75,000 - \$99,999	16.7%	17.9%	16.9%
\$100,000 - \$149,999	19.9%	22.0%	22.9%
\$150,000 - \$199,999	3.4%	7.1%	8.1%
\$200,000+	2.0%	3.2%	4.4%
Average Household Income	\$75,663	\$85,142	\$90,195
2021 Households by Income			
Household Income Base	3,042	29,568	57,225
<\$15,000	5.3%	4.5%	4.4%
\$15,000 - \$24,999	5.1%	5.5%	5.2%
\$25,000 - \$34,999	9.2%	7.4%	6.7%
\$35,000 - \$49,999	7.1%	6.7%	6.0%
\$50,000 - \$74,999	25.8%	20.4%	19.5%
\$75,000 - \$99,999	17.8%	18.6%	17.4%
\$100,000 - \$149,999	23.5%	25.3%	26.5%
\$150,000 - \$199,999	4.0%	8.3%	9.5%
\$200,000+	2.2%	3.5%	4.8%
Average Household Income	\$82,522	\$92,928	\$98,814
2016 Owner Occupied Housing Units by Value			
Total	2,434	23,403	44,587
<\$50,000	7.6%	6.0%	4.5%
\$50,000 - \$99,999	3.0%	2.8%	2.3%
\$100,000 - \$149,999	20.7%	16.2%	13.3%
\$150,000 - \$199,999	38.9%	25.3%	26.1%
\$200,000 - \$249,999	17.1%	21.7%	22.3%
\$250,000 - \$299,999	6.2%	13.2%	13.7%
\$300,000 - \$399,999	3.2%	10.8%	12.3%
\$400,000 - \$499,999	0.1%	2.0%	3.1%
\$500,000 - \$749,999	1.6%	1.3%	1.4%
\$750,000 - \$999,999	0.9%	0.4%	0.5%
\$1,000,000 +	0.7%	0.4%	0.4%
Average Home Value	\$192,389	\$216,606	\$228,982
2021 Owner Occupied Housing Units by Value			
Total	2,633	24,802	47,325
<\$50,000	4.2%	3.1%	2.5%
\$50,000 - \$99,999	1.8%	1.7%	1.4%
\$100,000 - \$149,999	7.1%	6.9%	5.4%
\$150,000 - \$199,999	36.2%	20.0%	20.8%
\$200,000 - \$249,999	29.7%	30.8%	30.3%
\$250,000 - \$299,999	11.2%	20.2%	19.9%
\$300,000 - \$399,999	4.3%	12.9%	14.0%
\$400,000 - \$499,999	0.3%	2.0%	3.0%
\$500,000 - \$749,999	2.3%	1.6%	1.6%
\$750,000 - \$999,999	1.7%	0.5%	0.6%
\$1,000,000 +	1.1%	0.4%	0.5%
Average Home Value	\$232,099	\$244,418	\$251,632

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	7,184	72,424	139,842
0 - 4	7.1%	7.2%	6.9%
5 - 9	7.4%	8.0%	8.1%
10 - 14	7.8%	8.1%	8.2%
15 - 24	12.2%	12.3%	12.2%
25 - 34	14.1%	12.9%	12.3%
35 - 44	15.0%	15.5%	15.5%
45 - 54	16.5%	15.8%	16.0%
55 - 64	9.2%	9.9%	10.3%
65 - 74	5.8%	5.9%	5.9%
75 - 84	3.3%	3.3%	3.3%
85 +	1.6%	1.0%	1.1%
18 +	73.2%	72.1%	72.0%
2016 Population by Age			
Total	7,891	76,980	149,454
0 - 4	6.6%	6.7%	6.5%
5 - 9	7.1%	7.3%	7.2%
10 - 14	7.1%	7.6%	7.8%
15 - 24	12.1%	12.2%	12.3%
25 - 34	14.2%	13.4%	12.9%
35 - 44	14.1%	14.3%	14.2%
45 - 54	14.6%	14.6%	14.7%
55 - 64	12.2%	12.0%	12.2%
65 - 74	6.6%	7.2%	7.4%
75 - 84	3.8%	3.5%	3.5%
85 +	1.6%	1.2%	1.3%
18 +	75.2%	74.2%	74.2%
2021 Population by Age			
Total	8,511	81,496	158,399
0 - 4	6.4%	6.5%	6.3%
5 - 9	6.6%	6.9%	6.7%
10 - 14	7.2%	7.4%	7.3%
15 - 24	11.2%	11.3%	11.4%
25 - 34	13.7%	13.4%	13.0%
35 - 44	15.1%	14.8%	14.7%
45 - 54	12.9%	13.2%	13.3%
55 - 64	13.2%	12.8%	13.0%
65 - 74	7.8%	8.4%	8.7%
75 - 84	4.1%	4.0%	4.1%
85 +	1.8%	1.3%	1.4%
18 +	75.9%	75.0%	75.3%
2010 Population by Sex			
Males	3,520	35,597	68,504
Females	3,666	36,826	71,335
2016 Population by Sex			
Males	3,868	37,921	73,278
Females	4,025	39,060	76,175
2021 Population by Sex			
Males	4,183	40,301	77,864
Females	4,327	41,194	80,534

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	7,186	72,423	139,839
White Alone	91.2%	91.2%	91.2%
Black Alone	3.4%	3.6%	3.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.4%	2.2%	2.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.9%	0.8%	0.7%
Two or More Races	1.9%	1.8%	1.7%
Hispanic Origin	2.8%	2.6%	2.5%
Diversity Index	21.1	21.0	20.7
2016 Population by Race/Ethnicity			
Total	7,895	76,979	149,454
White Alone	89.7%	89.6%	89.6%
Black Alone	3.9%	4.2%	4.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.8%	2.6%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.0%	1.0%	0.9%
Two or More Races	2.3%	2.2%	2.1%
Hispanic Origin	3.3%	3.2%	3.1%
Diversity Index	24.4	24.6	24.2
2021 Population by Race/Ethnicity			
Total	8,511	81,496	158,397
White Alone	88.2%	87.9%	87.9%
Black Alone	4.5%	4.9%	4.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.1%	3.0%	3.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.2%	1.2%	1.0%
Two or More Races	2.7%	2.7%	2.6%
Hispanic Origin	4.0%	3.9%	3.7%
Diversity Index	27.9	28.3	27.9
2010 Population by Relationship and Household Type			
Total	7,186	72,423	139,839
In Households	98.4%	99.8%	99.7%
In Family Households	88.6%	89.3%	89.2%
Householder	27.3%	27.3%	27.3%
Spouse	21.7%	22.0%	22.4%
Child	34.7%	35.6%	35.5%
Other relative	2.7%	2.5%	2.2%
Nonrelative	2.1%	2.0%	1.7%
In Nonfamily Households	9.9%	10.5%	10.4%
In Group Quarters	1.6%	0.2%	0.3%
Institutionalized Population	1.2%	0.1%	0.3%
Noninstitutionalized Population	0.4%	0.1%	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.

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 Population 25+ by Educational Attainment			
Total	5,296	50,961	99,045
Less than 9th Grade	2.0%	1.6%	1.2%
9th - 12th Grade, No Diploma	5.4%	5.0%	4.1%
High School Graduate	22.2%	23.9%	21.9%
GED/Alternative Credential	3.7%	3.9%	3.4%
Some College, No Degree	26.3%	24.5%	23.6%
Associate Degree	9.7%	9.7%	9.1%
Bachelor's Degree	19.1%	20.4%	24.0%
Graduate/Professional Degree	11.7%	11.0%	12.6%
2016 Population 15+ by Marital Status			
Total	6,248	60,323	117,374
Never Married	28.2%	27.2%	26.3%
Married	55.4%	58.3%	59.3%
Widowed	5.2%	4.3%	4.6%
Divorced	11.2%	10.2%	9.8%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	97.8%	97.0%	96.9%
Civilian Unemployed	2.2%	3.0%	3.1%
2016 Employed Population 16+ by Industry			
Total	4,496	42,118	81,346
Agriculture/Mining	0.9%	0.6%	0.5%
Construction	3.9%	5.6%	5.5%
Manufacturing	12.5%	13.1%	13.0%
Wholesale Trade	5.0%	4.0%	4.2%
Retail Trade	13.5%	13.5%	12.8%
Transportation/Utilities	4.7%	4.0%	3.8%
Information	1.8%	1.7%	1.9%
Finance/Insurance/Real Estate	7.9%	9.5%	10.0%
Services	48.2%	44.6%	45.0%
Public Administration	1.8%	3.3%	3.2%
2016 Employed Population 16+ by Occupation			
Total	4,497	42,116	81,345
White Collar	66.6%	65.9%	68.7%
Management/Business/Financial	12.7%	17.0%	18.4%
Professional	26.2%	22.5%	24.2%
Sales	14.7%	12.1%	12.8%
Administrative Support	12.9%	14.2%	13.3%
Services	17.6%	16.4%	14.9%
Blue Collar	15.8%	17.7%	16.4%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	2.1%	3.5%	3.5%
Installation/Maintenance/Repair	4.4%	3.4%	3.2%
Production	5.9%	5.9%	5.2%
Transportation/Material Moving	3.4%	4.6%	4.3%
2010 Population By Urban/ Rural Status			
Total Population	7,186	72,423	139,839
Population Inside Urbanized Area	100.0%	99.4%	98.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.6%	1.2%

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	2,530	25,863	49,843
Households with 1 Person	17.5%	18.9%	19.1%
Households with 2+ People	82.5%	81.1%	80.9%
Family Households	77.6%	76.4%	76.4%
Husband-wife Families	61.5%	61.6%	62.5%
With Related Children	31.0%	31.7%	32.0%
Other Family (No Spouse Present)	16.0%	14.8%	13.9%
Other Family with Male Householder	5.3%	4.6%	4.3%
With Related Children	3.2%	2.7%	2.6%
Other Family with Female Householder	10.8%	10.1%	9.6%
With Related Children	6.7%	6.5%	6.3%
Nonfamily Households	4.9%	4.7%	4.5%
All Households with Children	41.5%	41.5%	41.3%
Multigenerational Households	3.6%	3.6%	3.4%
Unmarried Partner Households	6.4%	5.8%	5.5%
Male-female	6.1%	5.4%	5.0%
Same-sex	0.3%	0.5%	0.5%
2010 Households by Size			
Total	2,532	25,862	49,842
1 Person Household	17.5%	18.9%	19.1%
2 Person Household	32.2%	31.5%	31.9%
3 Person Household	19.9%	18.8%	18.4%
4 Person Household	19.0%	18.6%	18.5%
5 Person Household	7.6%	8.3%	8.2%
6 Person Household	2.5%	2.7%	2.7%
7 + Person Household	1.2%	1.3%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	2,531	25,863	49,842
Owner Occupied	87.8%	85.8%	84.4%
Owned with a Mortgage/Loan	73.5%	71.7%	70.7%
Owned Free and Clear	14.3%	14.1%	13.8%
Renter Occupied	12.2%	14.2%	15.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,669	26,790	51,780
Housing Units Inside Urbanized Area	100.0%	99.2%	98.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.8%	1.3%

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)	Soccer Moms (4A)	Soccer Moms (4A)
2.	Soccer Moms (4A)	Middleburg (4C)	Home Improvement (4B)
3.	Rustbelt Traditions (5D)	Green Acres (6A)	Middleburg (4C)
2016 Consumer Spending			
Apparel & Services: Total \$	\$5,410,031	\$60,408,837	\$123,463,375
Average Spent	\$1,926.65	\$2,174.70	\$2,297.38
Spending Potential Index	96	108	114
Education: Total \$	\$3,760,905	\$42,369,948	\$87,951,940
Average Spent	\$1,339.35	\$1,525.31	\$1,636.59
Spending Potential Index	95	108	116
Entertainment/Recreation: Total \$	\$8,005,799	\$89,035,710	\$182,076,870
Average Spent	\$2,851.07	\$3,205.26	\$3,388.04
Spending Potential Index	98	110	116
Food at Home: Total \$	\$13,105,959	\$146,611,433	\$297,334,372
Average Spent	\$4,667.36	\$5,277.97	\$5,532.73
Spending Potential Index	94	106	111
Food Away from Home: Total \$	\$8,392,554	\$93,547,228	\$190,838,915
Average Spent	\$2,988.80	\$3,367.67	\$3,551.09
Spending Potential Index	97	109	115
Health Care: Total \$	\$14,417,839	\$161,029,757	\$327,384,941
Average Spent	\$5,134.56	\$5,797.02	\$6,091.90
Spending Potential Index	97	109	115
HH Furnishings & Equipment: Total \$	\$4,940,730	\$54,712,974	\$111,957,779
Average Spent	\$1,759.52	\$1,969.65	\$2,083.28
Spending Potential Index	100	112	118
Personal Care Products & Services: Total \$	\$2,008,855	\$22,251,574	\$45,581,636
Average Spent	\$715.40	\$801.05	\$848.17
Spending Potential Index	98	109	116
Shelter: Total \$	\$42,441,437	\$468,684,310	\$960,794,071
Average Spent	\$15,114.47	\$16,872.50	\$17,878.23
Spending Potential Index	97	108	115
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,476,517	\$71,932,163	\$147,105,799
Average Spent	\$2,306.45	\$2,589.54	\$2,737.31
Spending Potential Index	99	112	118
Travel: Total \$	\$5,365,749	\$59,096,560	\$122,316,434
Average Spent	\$1,910.88	\$2,127.46	\$2,276.04
Spending Potential Index	103	114	122
Vehicle Maintenance & Repairs: Total \$	\$2,808,785	\$31,231,376	\$63,638,569
Average Spent	\$1,000.28	\$1,124.32	\$1,184.17
Spending Potential Index	97	109	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 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.