

## Market Profile

Sample St. Louis Drive Time Summary Report  
 -90.5151002786 38.6262112529626  
 Drive Time: 3 minutes

Prepared By Business Analyst Desktop

Latitude: 38.626211

Longitude: -90.5151

**0 - 3 minutes**

Population Summary	
2000 Total Population	5,846
2000 Group Quarters	277
2010 Total Population	5,723
2015 Total Population	5,654
2010-2015 Annual Rate	-0.24%
Household Summary	
2000 Households	2,396
2000 Average Household Size	2.32
2010 Households	2,384
2010 Average Household Size	2.29
2015 Households	2,368
2015 Average Household Size	2.27
2010-2015 Annual Rate	-0.13%
2000 Families	1,655
2000 Average Family Size	2.85
2010 Families	1,588
2010 Average Family Size	2.86
2015 Families	1,551
2015 Average Family Size	2.87
2010-2015 Annual Rate	-0.47%
Housing Unit Summary	
2000 Housing Units	2,497
Owner Occupied Housing Units	68.6%
Renter Occupied Housing Units	27.9%
Vacant Housing Units	3.5%
2010 Housing Units	2,544
Owner Occupied Housing Units	65.0%
Renter Occupied Housing Units	28.7%
Vacant Housing Units	6.3%
2015 Housing Units	2,557
Owner Occupied Housing Units	64.1%
Renter Occupied Housing Units	28.5%
Vacant Housing Units	7.4%
Median Household Income	
2000	\$73,614
2010	\$86,515
2015	\$100,918
Median Home Value	
2000	\$197,500
2010	\$257,265
2015	\$309,280
Per Capita Income	
2000	\$42,934
2010	\$48,159
2015	\$54,235
Median Age	
2000	43.7
2010	46.9
2015	47.4

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. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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2000 Households by Income	
Household Income Base	2,353
<\$15,000	3.7%
\$15,000 - \$24,999	5.8%
\$25,000 - \$34,999	9.2%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	14.5%
\$150,000 - \$199,999	8.8%
\$200,000+	11.1%
Average Household Income	\$104,577
2010 Households by Income	
Household Income Base	2,382
<\$15,000	2.8%
\$15,000 - \$24,999	4.2%
\$25,000 - \$34,999	6.1%
\$35,000 - \$49,999	12.9%
\$50,000 - \$74,999	15.7%
\$75,000 - \$99,999	15.5%
\$100,000 - \$149,999	20.3%
\$150,000 - \$199,999	8.3%
\$200,000+	14.2%
Average Household Income	\$117,105
2015 Households by Income	
Household Income Base	2,368
<\$15,000	1.9%
\$15,000 - \$24,999	3.0%
\$25,000 - \$34,999	3.9%
\$35,000 - \$49,999	9.0%
\$50,000 - \$74,999	15.5%
\$75,000 - \$99,999	15.8%
\$100,000 - \$149,999	25.2%
\$150,000 - \$199,999	9.2%
\$200,000+	16.6%
Average Household Income	\$131,112
2000 Owner Occupied Housing Units by Value	
Total	1,709
<\$50,000	0.5%
\$50,000 - \$99,999	5.3%
\$100,000 - \$149,999	21.4%
\$150,000 - \$199,999	24.0%
\$200,000 - \$299,999	20.7%
\$300,000 - \$499,999	14.7%
\$500,000 - \$999,999	12.9%
\$1,000,000 +	0.5%
Average Home Value	\$273,128
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	674
With Cash Rent	98.8%
No Cash Rent	1.2%
Median Rent	\$727
Average Rent	\$824

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

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2000 Population by Age		
Total		5,845
0 - 4		4.5%
5 - 9		5.7%
10 - 14		7.5%
15 - 24		10.7%
25 - 34		9.4%
35 - 44		14.3%
45 - 54		16.2%
55 - 64		12.3%
65 - 74		8.8%
75 - 84		6.6%
85 +		4.0%
18 +		78.0%
2010 Population by Age		
Total		5,723
0 - 4		4.4%
5 - 9		4.6%
10 - 14		5.8%
15 - 24		11.3%
25 - 34		10.4%
35 - 44		10.6%
45 - 54		15.7%
55 - 64		14.7%
65 - 74		10.2%
75 - 84		7.5%
85 +		4.7%
18 +		81.3%
2015 Population by Age		
Total		5,654
0 - 4		4.4%
5 - 9		4.7%
10 - 14		5.6%
15 - 24		10.2%
25 - 34		11.4%
35 - 44		10.7%
45 - 54		13.9%
55 - 64		14.4%
65 - 74		12.1%
75 - 84		7.7%
85 +		4.9%
18 +		81.8%
2000 Population by Sex		
Males		46.9%
Females		53.1%
2010 Population by Sex		
Males		46.9%
Females		53.1%
2015 Population by Sex		
Males		46.7%
Females		53.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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2000 Population by Race/Ethnicity	
Total	5,847
White Alone	89.4%
Black Alone	2.1%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	6.7%
Some Other Race Alone	0.4%
Two or More Races	1.2%
Hispanic Origin	1.6%
Diversity Index	22.1
2010 Population by Race/Ethnicity	
Total	5,724
White Alone	83.4%
Black Alone	3.4%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	10.5%
Some Other Race Alone	0.8%
Two or More Races	1.9%
Hispanic Origin	3.1%
Diversity Index	33.5
2015 Population by Race/Ethnicity	
Total	5,654
White Alone	80.5%
Black Alone	3.9%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	12.4%
Some Other Race Alone	0.9%
Two or More Races	2.1%
Hispanic Origin	3.8%
Diversity Index	38.4
2000 Population 3+ by School Enrollment	
Total	5,609
Enrolled in Nursery/Preschool	2.5%
Enrolled in Kindergarten	1.2%
Enrolled in Grade 1-8	12.2%
Enrolled in Grade 9-12	5.6%
Enrolled in College	2.9%
Enrolled in Grad/Prof School	2.1%
Not Enrolled in School	73.6%
2010 Population 25+ by Educational Attainment	
Total	4,227
Less Than 9th Grade	1.8%
9th to 12th Grade, No Diploma	3.4%
High School Graduate	14.9%
Some College, No Degree	17.4%
Associate Degree	4.9%
Bachelor's Degree	33.6%
Graduate/Professional Degree	24.0%

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. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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2010 Population 15+ by Marital Status	
Total	4,873
Never Married	22.5%
Married	60.1%
Widowed	9.2%
Divorced	8.2%
2000 Population 16+ by Employment Status	
Total	4,580
In Labor Force	57.9%
Civilian Employed	56.6%
Civilian Unemployed	1.3%
In Armed Forces	0.0%
Not In Labor Force	42.1%
2010 Civilian Population 16+ in Labor Force	
Civilian Employed	93.1%
Civilian Unemployed	6.9%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	94.7%
Civilian Unemployed	5.3%
2000 Females 16+ by Employment Status and Age of Children	
Total	2,482
Own Children < 6 Only	5.9%
Employed/in Armed Forces	2.9%
Unemployed	0.0%
Not in Labor Force	3.1%
Own Children <6 and 6-17 Only	3.9%
Employed/in Armed Forces	1.7%
Unemployed	0.0%
Not in Labor Force	2.2%
Own Children 6-17 Only	18.0%
Employed/in Armed Forces	10.6%
Unemployed	0.2%
Not in Labor Force	7.1%
No Own Children < 18	72.2%
Employed/in Armed Forces	30.6%
Unemployed	1.3%
Not in Labor Force	40.3%
2010 Employed Population 16+ by Industry	
Total	2,361
Agriculture/Mining	0.4%
Construction	2.2%
Manufacturing	6.5%
Wholesale Trade	4.0%
Retail Trade	12.2%
Transportation/Utilities	1.4%
Information	2.5%
Finance/Insurance/Real Estate	11.9%
Services	56.8%
Public Administration	2.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation	
Total	2,364
White Collar	84.8%
Management/Business/Financial	26.4%
Professional	33.5%
Sales	15.1%
Administrative Support	9.8%
Services	9.7%
Blue Collar	5.5%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	1.0%
Installation/Maintenance/Repair	0.6%
Production	1.6%
Transportation/Material Moving	1.6%
2000 Workers 16+ by Means of Transportation to Work	
Total	2,548
Drove Alone - Car, Truck, or Van	87.8%
Carpooled - Car, Truck, or Van	5.0%
Public Transportation	0.2%
Walked	1.3%
Other Means	0.5%
Worked at Home	5.2%
2000 Workers 16+ by Travel Time to Work	
Total	2,548
Did not Work at Home	94.8%
Less than 5 minutes	1.7%
5 to 9 minutes	6.6%
10 to 19 minutes	27.2%
20 to 24 minutes	16.2%
25 to 34 minutes	29.4%
35 to 44 minutes	6.6%
45 to 59 minutes	5.1%
60 to 89 minutes	1.2%
90 or more minutes	0.8%
Worked at Home	5.2%
Average Travel Time to Work (in min)	23.2
2000 Households by Vehicles Available	
Total	2,380
None	5.6%
1	32.7%
2	45.4%
3	11.4%
4	3.7%
5+	1.3%
Average Number of Vehicles Available	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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2000 Households by Type	
Total	2,395
Family Households	69.1%
Married-couple Family	61.5%
With Related Children	26.2%
Other Family (No Spouse)	7.6%
With Related Children	4.4%
Nonfamily Households	30.9%
Householder Living Alone	27.0%
Householder Not Living Alone	3.9%
Households with Related Children	30.6%
Households with Persons 65+	26.8%
2000 Households by Size	
Total	2,396
1 Person Household	27.0%
2 Person Household	36.0%
3 Person Household	15.4%
4 Person Household	13.4%
5 Person Household	6.2%
6 Person Household	1.6%
7 + Person Household	0.5%
2000 Households by Year Householder Moved In	
Total	2,381
Moved in 1999 to March 2000	21.3%
Moved in 1995 to 1998	26.8%
Moved in 1990 to 1994	15.5%
Moved in 1980 to 1989	17.8%
Moved in 1970 to 1979	13.4%
Moved in 1969 or Earlier	5.2%
Median Year Householder Moved In	1994
2000 Housing Units by Units in Structure	
Total	2,477
1, Detached	60.6%
1, Attached	9.8%
2	0.2%
3 or 4	2.2%
5 to 9	5.7%
10 to 19	11.7%
20 +	10.0%
Mobile Home	0.0%
Other	0.0%
2000 Housing Units by Year Structure Built	
Total	2,478
1999 to March 2000	1.9%
1995 to 1998	5.2%
1990 to 1994	6.7%
1980 to 1989	28.7%
1970 to 1979	34.4%
1969 or Earlier	23.1%
Median Year Structure Built	1978

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### Top 3 Tapestry Segments

1. Laptops and Lattes
2. Exurbanites
3. Urban Chic

### 2010 Consumer Spending

Apparel & Services: Total \$	\$6,745,277
Average Spent	\$2,829.78
Spending Potential Index	118
Computers & Accessories: Total \$	\$894,426
Average Spent	\$375.23
Spending Potential Index	171
Education: Total \$	\$5,058,416
Average Spent	\$2,122.11
Spending Potential Index	174
Entertainment/Recreation: Total \$	\$13,289,852
Average Spent	\$5,575.36
Spending Potential Index	173
Food at Home: Total \$	\$16,853,853
Average Spent	\$7,070.53
Spending Potential Index	158
Food Away from Home: Total \$	\$12,529,778
Average Spent	\$5,256.49
Spending Potential Index	163
Health Care: Total \$	\$13,865,611
Average Spent	\$5,816.90
Spending Potential Index	156
HH Furnishings & Equipment: Total \$	\$7,550,055
Average Spent	\$3,167.40
Spending Potential Index	154
Investments: Total \$	\$8,345,862
Average Spent	\$3,501.26
Spending Potential Index	201
Retail Goods: Total \$	\$93,045,180
Average Spent	\$39,034.30
Spending Potential Index	157
Shelter: Total \$	\$66,910,402
Average Spent	\$28,070.24
Spending Potential Index	178
TV/Video/Audio: Total \$	\$4,696,605
Average Spent	\$1,970.32
Spending Potential Index	159
Travel: Total \$	\$8,504,560
Average Spent	\$3,567.83
Spending Potential Index	188
Vehicle Maintenance & Repairs: Total \$	\$3,696,483
Average Spent	\$1,550.75
Spending Potential Index	165

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. 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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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