



Community Profile

Rings: 1, 3, 5 mile radii

12595 Olive Blvd, St. Louis, MO 63141, USA

Latitude: 38.6775

Longitude: -90.46222

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	9,447	58,644	139,020
2020 Total Population	9,503	62,182	145,349
2020 Group Quarters	324	1,473	3,801
2022 Total Population	9,429	62,299	145,523
2022 Group Quarters	324	1,473	3,801
2027 Total Population	9,275	61,900	144,664
2022-2027 Annual Rate	-0.33%	-0.13%	-0.12%
2022 Total Daytime Population	15,400	103,752	221,619
Workers	11,196	76,109	152,693
Residents	4,204	27,643	68,926
Household Summary			
2010 Households	4,051	26,207	58,185
2010 Average Household Size	2.27	2.20	2.33
2020 Total Households	4,163	27,421	60,198
2020 Average Household Size	2.20	2.21	2.35
2022 Households	4,135	27,430	60,236
2022 Average Household Size	2.20	2.22	2.35
2027 Households	4,081	27,322	60,016
2027 Average Household Size	2.19	2.21	2.35
2022-2027 Annual Rate	-0.26%	-0.08%	-0.07%
2010 Families	2,441	15,504	37,155
2010 Average Family Size	2.90	2.84	2.91
2022 Families	2,400	15,644	37,294
2022 Average Family Size	2.86	2.90	2.98
2027 Families	2,362	15,546	37,062
2027 Average Family Size	2.85	2.88	2.97
2022-2027 Annual Rate	-0.32%	-0.13%	-0.12%
Housing Unit Summary			
2000 Housing Units	4,229	27,039	60,121
Owner Occupied Housing Units	55.1%	63.7%	69.1%
Renter Occupied Housing Units	37.5%	31.4%	26.5%
Vacant Housing Units	7.3%	4.9%	4.4%
2010 Housing Units	4,360	28,391	62,792
Owner Occupied Housing Units	56.3%	60.0%	66.1%
Renter Occupied Housing Units	36.6%	32.3%	26.6%
Vacant Housing Units	7.1%	7.7%	7.3%
2020 Housing Units	4,386	29,265	64,049
Vacant Housing Units	5.1%	6.3%	6.0%
2022 Housing Units	4,381	29,379	64,250
Owner Occupied Housing Units	57.7%	59.9%	65.5%
Renter Occupied Housing Units	36.7%	33.5%	28.3%
Vacant Housing Units	5.6%	6.6%	6.2%
2027 Housing Units	4,307	29,260	64,022
Owner Occupied Housing Units	59.2%	60.7%	66.2%
Renter Occupied Housing Units	35.5%	32.6%	27.6%
Vacant Housing Units	5.2%	6.6%	6.3%
Median Household Income			
2022	\$101,404	\$94,796	\$91,678
2027	\$111,286	\$108,735	\$107,489
Median Home Value			
2022	\$289,498	\$324,601	\$330,223
2027	\$313,326	\$354,105	\$362,515
Per Capita Income			
2022	\$56,849	\$61,423	\$59,743
2027	\$66,126	\$71,050	\$68,663
Median Age			
2010	39.9	41.4	43.1
2022	40.3	42.8	44.8
2027	40.5	43.6	45.3

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	4,135	27,430	60,236
<\$15,000	2.2%	4.5%	5.2%
\$15,000 - \$24,999	3.6%	4.3%	4.9%
\$25,000 - \$34,999	3.8%	5.0%	5.2%
\$35,000 - \$49,999	7.8%	9.1%	9.5%
\$50,000 - \$74,999	17.3%	16.9%	16.0%
\$75,000 - \$99,999	14.0%	12.4%	12.7%
\$100,000 - \$149,999	25.5%	19.7%	18.5%
\$150,000 - \$199,999	14.9%	11.9%	10.5%
\$200,000+	10.8%	16.4%	17.5%
Average Household Income	\$128,645	\$140,723	\$143,742
2027 Households by Income			
Household Income Base	4,081	27,322	60,016
<\$15,000	1.4%	2.9%	3.5%
\$15,000 - \$24,999	2.3%	2.9%	3.4%
\$25,000 - \$34,999	2.4%	3.0%	3.5%
\$35,000 - \$49,999	5.7%	6.9%	7.8%
\$50,000 - \$74,999	15.8%	16.3%	14.9%
\$75,000 - \$99,999	13.7%	12.7%	12.3%
\$100,000 - \$149,999	26.8%	21.0%	20.9%
\$150,000 - \$199,999	18.6%	15.2%	13.7%
\$200,000+	13.3%	19.0%	19.9%
Average Household Income	\$149,173	\$162,236	\$164,893
2022 Owner Occupied Housing Units by Value			
Total	2,527	17,590	42,043
<\$50,000	0.2%	0.2%	0.5%
\$50,000 - \$99,999	0.3%	0.5%	3.3%
\$100,000 - \$149,999	1.0%	2.4%	6.9%
\$150,000 - \$199,999	10.8%	10.8%	11.7%
\$200,000 - \$249,999	19.4%	15.1%	11.5%
\$250,000 - \$299,999	23.3%	15.2%	10.4%
\$300,000 - \$399,999	30.1%	23.9%	19.2%
\$400,000 - \$499,999	5.0%	13.3%	14.0%
\$500,000 - \$749,999	6.5%	13.2%	14.5%
\$750,000 - \$999,999	2.9%	2.8%	4.5%
\$1,000,000 - \$1,499,999	0.6%	1.2%	1.8%
\$1,500,000 - \$1,999,999	0.0%	0.6%	0.8%
\$2,000,000 +	0.0%	0.9%	0.9%
Average Home Value	\$330,006	\$393,087	\$403,996
2027 Owner Occupied Housing Units by Value			
Total	2,550	17,761	42,360
<\$50,000	0.0%	0.0%	0.2%
\$50,000 - \$99,999	0.0%	0.1%	1.4%
\$100,000 - \$149,999	0.2%	0.8%	3.4%
\$150,000 - \$199,999	5.1%	6.0%	8.6%
\$200,000 - \$249,999	14.4%	11.4%	10.7%
\$250,000 - \$299,999	25.3%	15.2%	10.7%
\$300,000 - \$399,999	37.4%	30.6%	24.3%
\$400,000 - \$499,999	6.0%	16.2%	16.8%
\$500,000 - \$749,999	7.8%	14.6%	15.7%
\$750,000 - \$999,999	3.1%	3.1%	5.2%
\$1,000,000 - \$1,499,999	0.7%	1.3%	2.2%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.6%
\$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$354,196	\$407,860	\$425,899

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	9,446	58,644	139,020
0 - 4	5.2%	5.1%	5.1%
5 - 9	5.4%	5.2%	5.5%
10 - 14	5.7%	5.7%	6.4%
15 - 24	10.9%	12.4%	11.8%
25 - 34	16.6%	14.3%	12.1%
35 - 44	12.5%	11.8%	11.4%
45 - 54	13.9%	14.6%	15.3%
55 - 64	12.4%	13.2%	13.7%
65 - 74	8.1%	8.9%	9.0%
75 - 84	6.3%	6.3%	6.5%
85 +	2.9%	2.7%	3.2%
18 +	79.9%	80.1%	78.9%
2022 Population by Age			
Total	9,427	62,298	145,522
0 - 4	4.8%	4.6%	4.5%
5 - 9	4.5%	4.7%	5.0%
10 - 14	4.5%	5.1%	5.6%
15 - 24	11.5%	11.8%	11.3%
25 - 34	15.9%	13.8%	11.9%
35 - 44	14.6%	12.6%	12.0%
45 - 54	10.9%	11.0%	11.4%
55 - 64	12.1%	13.4%	14.5%
65 - 74	10.5%	12.1%	12.5%
75 - 84	6.7%	7.5%	7.6%
85 +	3.8%	3.4%	3.6%
18 +	82.6%	82.4%	81.3%
2027 Population by Age			
Total	9,274	61,898	144,664
0 - 4	5.0%	4.6%	4.5%
5 - 9	4.7%	4.7%	5.0%
10 - 14	4.3%	4.9%	5.4%
15 - 24	9.7%	11.1%	10.5%
25 - 34	19.3%	13.8%	11.7%
35 - 44	13.5%	12.9%	12.5%
45 - 54	11.0%	11.1%	11.5%
55 - 64	10.4%	11.7%	12.8%
65 - 74	10.7%	12.6%	13.3%
75 - 84	7.4%	8.8%	8.9%
85 +	3.9%	3.9%	4.0%
18 +	83.2%	82.7%	81.8%
2010 Population by Sex			
Males	4,520	28,048	66,180
Females	4,927	30,597	72,840
2022 Population by Sex			
Males	4,528	29,909	69,974
Females	4,901	32,390	75,548
2027 Population by Sex			
Males	4,468	29,672	69,622
Females	4,807	32,227	75,043

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	9,448	58,643	139,019
White Alone	74.9%	76.7%	78.3%
Black Alone	10.8%	9.5%	10.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	10.9%	10.2%	8.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.2%	1.5%
Two or More Races	2.2%	2.2%	2.0%
Hispanic Origin	3.2%	3.3%	3.6%
Diversity Index	45.2	43.1	41.4
2020 Population by Race/Ethnicity			
Total	9,503	62,182	145,349
White Alone	66.2%	65.9%	67.2%
Black Alone	13.8%	11.8%	12.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	10.9%	14.4%	11.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	1.8%	2.3%
Two or More Races	6.5%	5.9%	6.5%
Hispanic Origin	4.6%	4.0%	5.0%
Diversity Index	56.8	56.4	56.2
2022 Population by Race/Ethnicity			
Total	9,429	62,299	145,523
White Alone	65.6%	65.2%	66.6%
Black Alone	13.9%	11.9%	12.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	11.1%	14.7%	11.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	1.8%	2.3%
Two or More Races	6.8%	6.1%	6.8%
Hispanic Origin	4.7%	4.1%	5.1%
Diversity Index	57.5	57.1	56.9
2027 Population by Race/Ethnicity			
Total	9,274	61,900	144,665
White Alone	63.1%	63.0%	64.4%
Black Alone	14.3%	12.2%	12.7%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	11.8%	15.5%	12.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	2.0%	2.5%
Two or More Races	7.8%	7.0%	7.8%
Hispanic Origin	4.8%	4.2%	5.3%
Diversity Index	60.1	59.4	59.3
2010 Population by Relationship and Household Type			
Total	9,447	58,644	139,020
In Households	97.1%	98.3%	97.4%
In Family Households	75.9%	76.2%	79.2%
Householder	26.0%	26.2%	26.7%
Spouse	20.9%	21.2%	21.3%
Child	25.4%	25.3%	27.4%
Other relative	2.6%	2.3%	2.5%
Nonrelative	1.0%	1.1%	1.3%
In Nonfamily Households	21.3%	22.1%	18.2%
In Group Quarters	2.9%	1.7%	2.6%
Institutionalized Population	2.7%	0.9%	1.8%
Noninstitutionalized Population	0.1%	0.8%	0.8%

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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2022 Population 25+ by Educational Attainment			
Total	7,029	46,028	107,156
Less than 9th Grade	0.6%	0.9%	1.2%
9th - 12th Grade, No Diploma	1.3%	1.4%	2.2%
High School Graduate	11.0%	10.3%	13.5%
GED/Alternative Credential	1.2%	1.1%	1.7%
Some College, No Degree	12.2%	13.5%	14.9%
Associate Degree	5.7%	6.5%	6.4%
Bachelor's Degree	36.6%	34.8%	31.7%
Graduate/Professional Degree	31.3%	31.5%	28.5%
2022 Population 15+ by Marital Status			
Total	8,117	53,388	123,529
Never Married	34.4%	29.4%	28.3%
Married	47.9%	54.6%	55.3%
Widowed	7.5%	6.9%	7.2%
Divorced	10.2%	9.1%	9.2%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,440	36,134	80,153
Population 16+ Employed	97.3%	97.3%	97.0%
Population 16+ Unemployment rate	2.7%	2.7%	3.0%
Population 16-24 Employed	9.7%	11.8%	11.1%
Population 16-24 Unemployment rate	6.6%	5.9%	7.8%
Population 25-54 Employed	65.8%	59.0%	58.4%
Population 25-54 Unemployment rate	2.4%	2.1%	2.3%
Population 55-64 Employed	14.8%	18.4%	19.7%
Population 55-64 Unemployment rate	3.1%	3.3%	3.0%
Population 65+ Employed	9.7%	10.8%	10.8%
Population 65+ Unemployment rate	0.2%	1.6%	1.7%
2022 Employed Population 16+ by Industry			
Total	5,292	35,156	77,728
Agriculture/Mining	0.0%	0.4%	0.3%
Construction	3.8%	3.3%	3.8%
Manufacturing	8.7%	9.3%	9.8%
Wholesale Trade	5.6%	3.1%	2.7%
Retail Trade	7.3%	9.4%	9.5%
Transportation/Utilities	3.9%	4.5%	4.6%
Information	1.9%	2.7%	2.1%
Finance/Insurance/Real Estate	10.7%	10.9%	11.0%
Services	53.9%	54.4%	54.1%
Public Administration	4.3%	2.2%	2.1%
2022 Employed Population 16+ by Occupation			
Total	5,292	35,159	77,729
White Collar	82.6%	81.4%	78.1%
Management/Business/Financial	26.4%	24.5%	23.8%
Professional	40.1%	37.9%	34.7%
Sales	8.8%	10.1%	9.8%
Administrative Support	7.3%	8.8%	9.7%
Services	6.1%	8.8%	10.3%
Blue Collar	11.2%	9.8%	11.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.4%	1.5%	2.3%
Installation/Maintenance/Repair	0.9%	1.3%	1.4%
Production	2.8%	2.3%	2.6%
Transportation/Material Moving	5.1%	4.7%	5.1%

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2010 Households by Type			
Total	4,052	26,211	58,184
Households with 1 Person	31.9%	33.8%	30.3%
Households with 2+ People	68.1%	66.2%	69.7%
Family Households	60.2%	59.2%	63.9%
Husband-wife Families	48.3%	47.9%	50.9%
With Related Children	19.5%	18.9%	20.1%
Other Family (No Spouse Present)	11.9%	11.2%	13.0%
Other Family with Male Householder	3.4%	3.1%	3.4%
With Related Children	1.7%	1.6%	1.8%
Other Family with Female Householder	8.5%	8.1%	9.6%
With Related Children	5.0%	4.8%	5.8%
Nonfamily Households	7.9%	7.1%	5.8%
All Households with Children	26.4%	25.6%	27.9%
Multigenerational Households	1.9%	1.7%	2.2%
Unmarried Partner Households	4.7%	4.6%	4.7%
Male-female	4.2%	4.1%	4.1%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	4,052	26,207	58,186
1 Person Household	31.9%	33.7%	30.3%
2 Person Household	36.7%	35.6%	35.9%
3 Person Household	14.5%	14.0%	14.8%
4 Person Household	10.8%	11.0%	11.9%
5 Person Household	4.2%	4.1%	4.9%
6 Person Household	1.4%	1.2%	1.5%
7 + Person Household	0.4%	0.4%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	4,051	26,204	58,184
Owner Occupied	60.6%	65.0%	71.3%
Owned with a Mortgage/Loan	41.6%	44.5%	49.2%
Owned Free and Clear	19.0%	20.5%	22.1%
Renter Occupied	39.4%	35.0%	28.7%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	151	125	117
Percent of Income for Mortgage	15.0%	18.0%	19.0%
Wealth Index	115	157	169
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,360	28,391	62,792
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%
2010 Population By Urban/ Rural Status			
Total Population	9,447	58,644	139,020
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

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.	In Style (5B)	In Style (5B)	Top Tier (1A)
2.	Laptops and Lattes (3A)	Golden Years (9B)	In Style (5B)
3.	Golden Years (9B)	Top Tier (1A)	Golden Years (9B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$12,238,524	\$88,021,378	\$195,232,970
Average Spent	\$2,959.74	\$3,208.95	\$3,241.13
Spending Potential Index	123	133	135
Education: Total \$	\$10,497,831	\$77,866,899	\$174,457,930
Average Spent	\$2,538.77	\$2,838.75	\$2,896.24
Spending Potential Index	129	145	148
Entertainment/Recreation: Total \$	\$18,281,455	\$132,240,816	\$297,645,128
Average Spent	\$4,421.15	\$4,821.03	\$4,941.32
Spending Potential Index	120	131	135
Food at Home: Total \$	\$29,999,833	\$220,386,122	\$491,852,885
Average Spent	\$7,255.10	\$8,034.49	\$8,165.43
Spending Potential Index	117	130	132
Food Away from Home: Total \$	\$21,546,914	\$155,771,924	\$344,915,060
Average Spent	\$5,210.86	\$5,678.89	\$5,726.06
Spending Potential Index	121	132	133
Health Care: Total \$	\$33,997,997	\$251,970,530	\$571,589,206
Average Spent	\$8,222.01	\$9,185.95	\$9,489.16
Spending Potential Index	116	130	134
HH Furnishings & Equipment: Total \$	\$12,857,556	\$93,710,149	\$210,605,072
Average Spent	\$3,109.45	\$3,416.34	\$3,496.33
Spending Potential Index	121	133	136
Personal Care Products & Services: Total \$	\$5,155,103	\$37,637,495	\$84,046,712
Average Spent	\$1,246.70	\$1,372.13	\$1,395.29
Spending Potential Index	122	135	137
Shelter: Total \$	\$117,106,966	\$850,062,455	\$1,891,790,704
Average Spent	\$28,320.91	\$30,990.25	\$31,406.31
Spending Potential Index	124	135	137
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,805,240	\$100,225,667	\$224,890,222
Average Spent	\$3,338.63	\$3,653.87	\$3,733.49
Spending Potential Index	123	135	137
Travel: Total \$	\$14,864,078	\$108,116,168	\$243,834,121
Average Spent	\$3,594.70	\$3,941.53	\$4,047.98
Spending Potential Index	125	137	141
Vehicle Maintenance & Repairs: Total \$	\$6,032,240	\$44,656,333	\$99,886,922
Average Spent	\$1,458.82	\$1,628.01	\$1,658.26
Spending Potential Index	116	129	132

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 28, 2022