



1001 Hwy K, O Fallon, MO, 63366
 Site Type: Ring

38.796189, -90.700033
 Radius: 1 Miles

38.796189, -90.700033
 Radius: 3 Miles

38.796189, -90.700033
 Radius: 5 Miles

2009 Population

Total Population	9,437	74,262	140,720
Male Population	48.3%	48.8%	49.1%
Female Population	51.7%	51.2%	50.9%
Median Age	33.1	32.7	33.3

2009 Income

Median HH Income	\$64,060	\$76,258	\$81,710
Per Capita Income	\$28,411	\$30,670	\$33,366
Average HH Income	\$74,854	\$86,468	\$95,052

2009 Households

Total Households	3,535	26,236	49,034
Average Household Size	2.66	2.82	2.86

2009 Housing

Owner Occupied Housing Units	76.2%	84.0%	84.4%
Renter Occupied Housing Units	16.9%	11.3%	10.6%
Vacant Housing Units	6.9%	4.7%	4.9%

Population

1990 Population	5,853	32,753	61,443
2000 Population	8,930	56,174	102,597
2009 Population	9,437	74,262	140,720
2014 Population	10,030	83,562	160,663
1990-2000 Annual Rate	4.32%	5.54%	5.26%
2000-2009 Annual Rate	0.6%	3.06%	3.47%
2009-2014 Annual Rate	1.23%	2.39%	2.69%

In the identified market area, the current year population is 140,720. In 2000, the Census count in the market area was 102,597. The rate of change since 2000 was 3.47 percent annually. The five-year projection for the population in the market area is 160,663, representing a change of 2.69 percent annually from 2009 to 2014. Currently, the population is 49.1 percent male and 50.9 percent female.

Households

1990 Households	2,106	10,791	20,326
2000 Households	3,265	19,062	34,800
2009 Households	3,535	26,236	49,034
2014 Households	3,792	29,851	56,368
1990-2000 Annual Rate	4.48%	5.85%	5.52%
2000-2009 Annual Rate	0.86%	3.51%	3.78%
2009-2014 Annual Rate	1.41%	2.62%	2.83%

The household count in this market area has changed from 34,800 in 2000 to 49,034 in the current year, a change of 3.78 percent annually. The five-year projection of households is 56,368, a change of 2.83 percent annually from the current year total. Average household size is currently 2.86, compared to 2.94 in the year 2000. The number of families in the current year is 38,535 in the market area.

Housing

Currently, 84.4 percent of the 51,582 housing units in the market area are owner occupied; 10.6 percent, renter occupied; and 4.9 percent are vacant. In 2000, there were 35,905 housing units—86.6 percent owner occupied, 10.2 percent renter occupied and 3.2 percent vacant. The rate of change in housing units since 2000 is 3.99 percent. Median home value in the market area is \$188,318, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 3.99 percent annually to \$229,060. From 2000 to the current year, median home value changed by 4.64 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.



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Median Household Income			
1990 Median HH Income	\$33,782	\$39,473	\$41,045
2000 Median HH Income	\$49,581	\$57,213	\$60,075
2009 Median HH Income	\$64,060	\$76,258	\$81,710
2014 Median HH Income	\$62,336	\$80,915	\$90,734
1990-2000 Annual Rate	3.91%	3.78%	3.88%
2000-2009 Annual Rate	2.81%	3.16%	3.38%
2009-2014 Annual Rate	-0.54%	1.19%	2.12%
Per Capita Income			
1990 Per Capita Income	\$12,937	\$13,859	\$14,752
2000 Per Capita Income	\$20,389	\$21,464	\$22,812
2009 Per Capita Income	\$28,411	\$30,670	\$33,366
2014 Per Capita Income	\$29,719	\$32,230	\$35,139
1990-2000 Annual Rate	4.65%	4.47%	4.46%
2000-2009 Annual Rate	3.65%	3.93%	4.2%
2009-2014 Annual Rate	0.9%	1%	1.04%
Average Household Income			
1990 Average Household Income	\$35,898	\$41,777	\$44,205
2000 Average Household Income	\$55,173	\$62,677	\$66,204
2009 Average HH Income	\$74,854	\$86,468	\$95,052
2014 Average HH Income	\$77,355	\$89,841	\$99,428
1990-2000 Annual Rate	4.39%	4.14%	4.12%
2000-2009 Annual Rate	3.35%	3.54%	3.99%
2009-2014 Annual Rate	0.66%	0.77%	0.9%

Households by Income

Current median household income is \$81,710 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$90,734 in five years. In 2000, median household income was \$60,075, compared to \$41,045 in 1990.

Current average household income is \$95,052 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$99,428 in five years. In 2000, average household income was \$66,204, compared to \$44,205 in 1990.

Current per capita income is \$33,366 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$35,139 in five years. In 2000, the per capita income was \$22,812, compared to \$14,752 in 1990.

Population by Employment

Total Businesses	527	2,136	4,384
Total Employees	5,333	23,565	47,117

Currently, 93.0 percent of the civilian labor force in the identified market area is employed and 7.0 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 95.5 percent of the civilian labor force, and unemployment will be 4.5 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 76.4 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 66.0 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 13.7 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 20.3 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 86.9 percent of the market area population drove alone to work, and 3.0 percent worked at home. The average travel time to work in 2000 was 27.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 7.4 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 28.9 percent were high school graduates only (29.8 percent in the U.S.)
- 8.7 percent had completed an Associate degree (7.2 percent in the U.S.)
- 20.9 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 8.6 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)