



# Executive Summary

Prepared by Charles St. Onge

**Tammy Square Center**  
**15620 Manchester Rd, Ellisville, MO 63011-2276, Retail Study**  
**Ring: 1, 3, 5 Miles**

**Latitude: 38.592319**  
**Longitude: -90.573402**

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Population</b>			
Total Population	10,682	73,845	146,736
Male Population	48.4%	48.6%	48.5%
Female Population	51.6%	51.4%	51.5%
Median Age	37.0	39.8	39.8
<b>2010 Income</b>			
Median HH Income	\$82,245	\$91,444	\$88,499
Per Capita Income	\$34,083	\$41,044	\$42,918
Average HH Income	\$92,008	\$112,281	\$114,078
<b>2010 Households</b>			
Total Households	4,022	26,708	55,010
Average Household Size	2.64	2.74	2.64
<b>2010 Housing</b>			
Owner Occupied Housing Units	80.1%	82.8%	78.6%
Renter Occupied Housing Units	16.5%	13.2%	16.7%
Vacant Housing Units	3.4%	4.0%	4.6%
<b>Population</b>			
1990 Population	9,909	60,070	119,866
2000 Population	10,528	74,353	147,675
2010 Population	10,682	73,845	146,736
2015 Population	10,643	73,361	145,773
1990-2000 Annual Rate	0.61%	2.16%	2.11%
2000-2010 Annual Rate	0.14%	-0.07%	-0.06%
2010-2015 Annual Rate	-0.07%	-0.13%	-0.13%

In the identified market area, the current year population is 146,736. In 2000, the Census count in the market area was 147,675. The rate of change since 2000 was -0.06 percent annually. The five-year projection for the population in the market area is 145,773, representing a change of -0.13 percent annually from 2010 to 2015. Currently, the population is 48.5 percent male and 51.5 percent female.

<b>Households</b>			
1990 Households	3,571	20,394	41,684
2000 Households	3,891	26,285	54,115
2010 Households	4,022	26,708	55,010
2015 Households	4,030	26,697	54,981
1990-2000 Annual Rate	0.86%	2.57%	2.64%
2000-2010 Annual Rate	0.32%	0.16%	0.16%
2010-2015 Annual Rate	0.04%	-0.01%	-0.01%

The household count in this market area has changed from 54,115 in 2000 to 55,010 in the current year, a change of 0.16 percent annually. The five-year projection of households is 54,981, a change of -0.01 percent annually from the current year total. Average household size is currently 2.64, compared to 2.70 in the year 2000. The number of families in the current year is 40,809 in the market area.

## Housing

Currently, 78.6 percent of the 57,684 housing units in the market area are owner occupied; 16.7 percent, renter occupied; and 4.6 percent are vacant. In 2000, there were 55,765 housing units - 80.8 percent owner occupied, 16.2 percent renter occupied and 3.0 percent vacant. The rate of change in housing units since 2000 is 0.33 percent. Median home value in the market area is \$227,603, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 2.75 percent annually to \$260,650. From 2000 to the current year, median home value changed by 2.51 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.



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<b>Median Household Income</b>			
1990 Median HH Income	\$41,636	\$53,008	\$54,078
2000 Median HH Income	\$62,929	\$73,861	\$73,468
2010 Median HH Income	\$82,245	\$91,444	\$88,499
2015 Median HH Income	\$91,115	\$103,764	\$101,204
1990-2000 Annual Rate	4.22%	3.37%	3.11%
2000-2010 Annual Rate	2.65%	2.11%	1.83%
2010-2015 Annual Rate	2.07%	2.56%	2.72%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$17,082	\$21,350	\$22,522
2000 Per Capita Income	\$25,438	\$32,801	\$34,900
2010 Per Capita Income	\$34,083	\$41,044	\$42,918
2015 Per Capita Income	\$37,179	\$45,407	\$47,418
1990-2000 Annual Rate	4.06%	4.39%	4.48%
2000-2010 Annual Rate	2.9%	2.21%	2.04%
2010-2015 Annual Rate	1.75%	2.04%	2.01%
<b>Average Household Income</b>			
1990 Average Household Income	\$46,651	\$62,176	\$64,607
2000 Average Household Income	\$70,768	\$91,202	\$93,993
2010 Average HH Income	\$92,008	\$112,281	\$114,078
2015 Average HH Income	\$99,897	\$123,416	\$125,268
1990-2000 Annual Rate	4.26%	3.91%	3.82%
2000-2010 Annual Rate	2.59%	2.05%	1.91%
2010-2015 Annual Rate	1.66%	1.91%	1.89%

### Households by Income

Current median household income is \$88,499 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$101,204 in five years. In 2000, median household income was \$73,468, compared to \$54,078 in 1990.

Current average household income is \$114,078 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$125,268 in five years. In 2000, average household income was \$93,993, compared to \$64,607 in 1990.

Current per capita income is \$42,918 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$47,418 in five years. In 2000, the per capita income was \$34,900, compared to \$22,522 in 1990.

### Population by Employment

Total Businesses	679	2,288	5,077
Total Employees	5,717	19,668	52,784

Currently, 92.7 percent of the civilian labor force in the identified market area is employed and 7.3 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 94.4 percent of the civilian labor force, and unemployment will be 5.6 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 70.0 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:

- 82.9 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 9.5 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 7.6 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 87.5 percent of the market area population drove alone to work, and 5.0 percent worked at home. The average travel time to work in 2000 was 26.7 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 3.7 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 14.6 percent were high school graduates only (29.6 percent in the U.S.)
- 6.3 percent had completed an Associate degree (7.7 percent in the U.S.)
- 35.5 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 21.1 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)