



15634 Manchester Rd, Ballwin, MO, 63011      38.592695, -90.573241      38.592695, -90.573241      38.592695, -90.573241  
 Site Type: Ring      Radius: 1 Miles      Radius: 3 Miles      Radius: 5 Miles

### 2009 Population

Total Population	10,590	74,699	149,131
Male Population	48.5%	48.6%	48.5%
Female Population	51.5%	51.4%	51.5%
Median Age	36.6	39.9	39.7

### 2009 Income

Median HH Income	\$82,188	\$94,510	\$91,522
Per Capita Income	\$35,563	\$44,709	\$46,617
Average HH Income	\$96,323	\$122,880	\$124,378

### 2009 Households

Total Households	3,978	26,915	55,720
Average Household Size	2.65	2.75	2.64

### 2009 Housing

Owner Occupied Housing Units	80.6%	84.0%	79.5%
Renter Occupied Housing Units	16.1%	12.3%	16.3%
Vacant Housing Units	3.3%	3.7%	4.3%

### Population

1990 Population	9,946	60,330	119,906
2000 Population	10,453	74,416	147,756
2009 Population	10,590	74,699	149,131
2014 Population	10,549	74,324	148,609
1990-2000 Annual Rate	0.5%	2.12%	2.11%
2000-2009 Annual Rate	0.14%	0.04%	0.1%
2009-2014 Annual Rate	-0.08%	-0.1%	-0.07%

In the identified market area, the current year population is 149,131. In 2000, the Census count in the market area was 147,756. The rate of change since 2000 was 0.1 percent annually. The five-year projection for the population in the market area is 148,609, representing a change of -0.07 percent annually from 2009 to 2014. Currently, the population is 48.5 percent male and 51.5 percent female.

### Households

1990 Households	3,576	20,473	41,693
2000 Households	3,864	26,320	54,134
2009 Households	3,978	26,915	55,720
2014 Households	3,986	26,946	55,896
1990-2000 Annual Rate	0.78%	2.54%	2.65%
2000-2009 Annual Rate	0.31%	0.24%	0.31%
2009-2014 Annual Rate	0.04%	0.02%	0.06%

The household count in this market area has changed from 54,134 in 2000 to 55,720 in the current year, a change of 0.31 percent annually. The five-year projection of households is 55,896, a change of 0.06 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 41,074 in the market area.

### Housing

Currently, 79.5 percent of the 58,206 housing units in the market area are owner occupied; 16.3 percent, renter occupied; and 4.3 percent are vacant. In 2000, there were 55,784 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 0.46 percent. Median home value in the market area is \$231,318, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 2.2 percent annually to \$257,878. From 2000 to the current year, median home value changed by 2.97 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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Site Type: Ring	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>Median Household Income</b>			
1990 Median HH Income	\$41,713	\$53,097	\$54,082
2000 Median HH Income	\$62,791	\$73,936	\$73,483
2009 Median HH Income	\$82,188	\$94,510	\$91,522
2014 Median HH Income	\$84,465	\$96,901	\$94,010
1990-2000 Annual Rate	4.17%	3.37%	3.11%
2000-2009 Annual Rate	2.95%	2.69%	2.4%
2009-2014 Annual Rate	0.55%	0.5%	0.54%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$17,148	\$21,378	\$22,526
2000 Per Capita Income	\$25,459	\$32,852	\$34,910
2009 Per Capita Income	\$35,563	\$44,709	\$46,617
2014 Per Capita Income	\$36,855	\$47,284	\$49,236
1990-2000 Annual Rate	4.03%	4.39%	4.48%
2000-2009 Annual Rate	3.68%	3.39%	3.18%
2009-2014 Annual Rate	0.72%	1.13%	1.1%
<b>Average Household Income</b>			
1990 Average Household Income	\$46,809	\$62,275	\$64,613
2000 Average Household Income	\$70,736	\$91,329	\$94,019
2009 Average HH Income	\$96,323	\$122,880	\$124,378
2014 Average HH Income	\$99,247	\$129,115	\$130,455
1990-2000 Annual Rate	4.22%	3.9%	3.82%
2000-2009 Annual Rate	3.39%	3.26%	3.07%
2009-2014 Annual Rate	0.6%	0.99%	0.96%

### Households by Income

Current median household income is \$91,522 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$94,010 in five years. In 2000, median household income was \$73,483, compared to \$54,082 in 1990.

Current average household income is \$124,378 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$130,455 in five years. In 2000, average household income was \$94,019, compared to \$64,613 in 1990.

Current per capita income is \$46,617 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$49,236 in five years. In 2000, the per capita income was \$34,910, compared to \$22,526 in 1990.

### Population by Employment

Total Businesses	850	2,360	5,194
Total Employees	6,362	20,411	54,199

Currently, 93.5 percent of the civilian labor force in the identified market area is employed and 6.5 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 96.1 percent of the civilian labor force, and unemployment will be 3.9 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, 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:

- 82.6 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 9.4 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 8.0 percent in blue collar jobs (compared to 21.4 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 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 3.8 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 14.3 percent were high school graduates only (29.8 percent in the U.S.)
- 6.1 percent had completed an Associate degree (7.2 percent in the U.S.)
- 35.8 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 21.3 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)



# Executive Summary

Prepared By STDBonline

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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. Business data provided by InfoUSA, Omaha NE Copyright 2009, all rights reserved.