



Executive Summary

Prepared by

Hilltop Village Center
Site Type: Donut

85 Hilltop Village Center Dr
Eureka, MO 63025
Donut: 0-3.0 mile

85 Hilltop Village Center Dr
Eureka, MO 63025
Donut: 3.0-5.0 mile

85 Hilltop Village Center Dr
Eureka, MO 63025
Donut: 5.0-10.0 mile

2007 Population

Total Population	11,380	12,904	200,920
Male Population	48.8%	54.1%	49.1%
Female Population	51.2%	45.9%	50.9%
Median Age	35.8	36.5	38.3

2007 Income

Median HH Income	\$106,141	\$101,116	\$80,452
Per Capita Income	\$43,190	\$40,737	\$39,952
Average HH Income	\$133,075	\$124,172	\$108,502

2007 Households

Total Households	3,670	4,070	73,794
Average Household Size	3.03	2.89	2.71
1990-2000 Annual Rate	4.64%	6.67%	2.34%

2007 Housing

Owner Occupied Housing Units	84.6%	83.1%	81.5%
Renter Occupied Housing Units	7.4%	10.0%	13.9%
Vacant Housing Units	8.0%	6.9%	4.6%

Population

1990 Population	6,234	6,983	161,659
2000 Population	9,580	12,101	194,629
2007 Population	11,380	12,904	200,920
2012 Population	11,787	13,232	203,999
1990-2000 Annual Rate	4.39%	5.65%	1.87%
2000-2007 Annual Rate	2.4%	0.89%	0.44%
2007-2012 Annual Rate	0.71%	0.5%	0.3%

In the identified market area, the current year population is 200,920. In 2000, the Census count in the market area was 194,629. The rate of change since 2000 was 0.44 percent annually. The five-year projection for the population in the market area is 203,999, representing a change of 0.3 percent annually from 2007 to 2012. Currently, the population is 49.1 percent male and 50.9 percent female.

Households

1990 Households	1,994	1,977	55,715
2000 Households	3,138	3,769	70,239
2007 Households	3,670	4,070	73,794
2012 Households	3,800	4,198	75,490
1990-2000 Annual Rate	4.64%	6.67%	2.34%
2000-2007 Annual Rate	2.18%	1.07%	0.68%
2007-2012 Annual Rate	0.7%	0.62%	0.46%

The household count in this market area has changed from 70,239 in 2000 to 73,794 in the current year, a change of 0.68 percent annually. The five-year projection of households is 75,490, a change of 0.46 percent annually from the current year total. Average household size is currently 2.71, compared to 2.75 in the year 2000. The number of families in the current year is 55,588 in the market area.

Housing

Currently, 81.5 percent of the 77,380 housing units in the market area are owner occupied; 13.9 percent, renter occupied; and 4.6 percent are vacant. In 2000, there were 72,768 housing units— 81.7 percent owner occupied, 14.8 percent renter occupied and 3.6 percent vacant. The rate of change in housing units since 2000 is 0.85 percent. Median home value in the market area is \$223,725, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 3.65 percent annually to \$267,586. From 2000 to the current year, median home value changed by 5.87 percent annually.



Hilltop Village Center
Site Type: Donut

85 Hilltop Village Center Dr
Eureka, MO 63025
Donut: 0-3.0 mile

85 Hilltop Village Center Dr
Eureka, MO 63025
Donut: 3.0-5.0 mile

85 Hilltop Village Center Dr
Eureka, MO 63025
Donut: 5.0-10.0 mile

Median Household Income

	85 Hilltop Village Center Dr Eureka, MO 63025 Donut: 0-3.0 mile	85 Hilltop Village Center Dr Eureka, MO 63025 Donut: 3.0-5.0 mile	85 Hilltop Village Center Dr Eureka, MO 63025 Donut: 5.0-10.0 mile
1990 Median HH Income	\$41,310	\$47,813	\$44,866
2000 Median HH Income	\$77,295	\$75,288	\$63,631
2007 Median HH Income	\$106,141	\$101,116	\$80,452
2012 Median HH Income	\$131,046	\$123,080	\$96,866
1990-2000 Annual Rate	6.47%	4.64%	3.56%
2000-2007 Annual Rate	4.47%	4.15%	3.29%
2007-2012 Annual Rate	4.31%	4.01%	3.78%

Per Capita Income

	85 Hilltop Village Center Dr Eureka, MO 63025 Donut: 0-3.0 mile	85 Hilltop Village Center Dr Eureka, MO 63025 Donut: 3.0-5.0 mile	85 Hilltop Village Center Dr Eureka, MO 63025 Donut: 5.0-10.0 mile
1990 Per Capita Income	\$13,155	\$16,754	\$18,302
2000 Per Capita Income	\$29,341	\$28,611	\$29,335
2007 Per Capita Income	\$43,190	\$40,737	\$39,952
2012 Per Capita Income	\$57,712	\$53,386	\$50,572
1990-2000 Annual Rate	8.35%	5.5%	4.83%
2000-2007 Annual Rate	5.48%	4.99%	4.35%
2007-2012 Annual Rate	5.97%	5.56%	4.83%

Average Household Income

	85 Hilltop Village Center Dr Eureka, MO 63025 Donut: 0-3.0 mile	85 Hilltop Village Center Dr Eureka, MO 63025 Donut: 3.0-5.0 mile	85 Hilltop Village Center Dr Eureka, MO 63025 Donut: 5.0-10.0 mile
1990 Average Household Income	\$45,880	\$52,844	\$52,750
2000 Average Household Income	\$88,431	\$86,691	\$80,672
2007 Average HH Income	\$133,075	\$124,172	\$108,502
2012 Average HH Income	\$178,084	\$162,623	\$136,369
1990-2000 Annual Rate	6.78%	5.07%	4.34%
2000-2007 Annual Rate	5.8%	5.08%	4.17%
2007-2012 Annual Rate	6%	5.54%	4.68%

Households by Income

Current median household income is \$80,452 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$96,866 in five years. In 2000, median household income was \$63,631, compared to \$44,866 in 1990.

Current average household income is \$108,502 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$136,369 in five years. In 2000, average household income was \$80,672, compared to \$52,750 in 1990.

Current per capita income is \$39,952 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$50,572 in five years. In 2000, the per capita income was \$29,335, compared to \$18,302 in 1990.

Population by Employment

	85 Hilltop Village Center Dr Eureka, MO 63025 Donut: 0-3.0 mile	85 Hilltop Village Center Dr Eureka, MO 63025 Donut: 3.0-5.0 mile	85 Hilltop Village Center Dr Eureka, MO 63025 Donut: 5.0-10.0 mile
Total Businesses	530	383	7,141
Total Employees	5,700	5,225	70,590

Currently, 95.2 percent of the civilian labor force in the identified market area is employed and 4.8 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 94.9 percent of the civilian labor force, and unemployment will be 5.1 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 72.6 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:

- 72.4 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 11.3 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 16.3 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 87.2 percent of the market area population drove alone to work, and 4.0 percent worked at home. The average travel time to work in 2000 was 27.9 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 9.3 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 21.6 percent were high school graduates only (28.6 percent in the U.S.)
- 6.1 percent had completed an Associate degree (6.3 percent in the U.S.)
- 26.1 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 13.8 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)