



Community Profile

Tammy Square
 15624 Manchester Rd, Ballwin, Missouri, 63011
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.59268
 Longitude: -90.57401

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,893	73,991	146,692
2010 Total Population	9,617	73,016	147,768
2016 Total Population	9,712	73,389	149,021
2016 Group Quarters	118	575	1,687
2021 Total Population	9,785	73,788	150,092
2016-2021 Annual Rate	0.15%	0.11%	0.14%
2016 Total Daytime Population	15,584	58,648	131,277
Workers	11,096	24,296	61,113
Residents	4,488	34,352	70,164
Household Summary			
2000 Households	3,564	26,193	53,436
2000 Average Household Size	2.74	2.80	2.71
2010 Households	3,694	27,183	56,445
2010 Average Household Size	2.57	2.66	2.59
2016 Households	3,730	27,334	56,954
2016 Average Household Size	2.57	2.66	2.59
2021 Households	3,757	27,481	57,361
2021 Average Household Size	2.57	2.66	2.59
2016-2021 Annual Rate	0.14%	0.11%	0.14%
2010 Families	2,617	20,702	41,419
2010 Average Family Size	3.09	3.10	3.07
2016 Families	2,616	20,661	41,433
2016 Average Family Size	3.10	3.10	3.08
2021 Families	2,622	20,694	41,543
2021 Average Family Size	3.11	3.11	3.08
2016-2021 Annual Rate	0.05%	0.03%	0.05%
Housing Unit Summary			
2000 Housing Units	3,650	26,815	55,062
Owner Occupied Housing Units	82.4%	85.3%	81.4%
Renter Occupied Housing Units	15.3%	12.4%	15.6%
Vacant Housing Units	2.4%	2.3%	3.0%
2010 Housing Units	3,851	28,223	59,099
Owner Occupied Housing Units	79.6%	83.0%	79.1%
Renter Occupied Housing Units	16.4%	13.4%	16.4%
Vacant Housing Units	4.1%	3.7%	4.5%
2016 Housing Units	3,877	28,352	59,336
Owner Occupied Housing Units	78.6%	82.0%	78.3%
Renter Occupied Housing Units	17.6%	14.4%	17.7%
Vacant Housing Units	3.8%	3.6%	4.0%
2021 Housing Units	3,916	28,616	59,879
Owner Occupied Housing Units	78.5%	81.7%	78.0%
Renter Occupied Housing Units	17.5%	14.4%	17.8%
Vacant Housing Units	4.1%	4.0%	4.2%
Median Household Income			
2016	\$77,889	\$95,903	\$93,689
2021	\$89,106	\$104,891	\$103,977
Median Home Value			
2016	\$231,869	\$278,081	\$284,526
2021	\$254,159	\$283,423	\$288,571
Per Capita Income			
2016	\$38,612	\$46,553	\$48,488
2021	\$42,320	\$50,326	\$52,598
Median Age			
2010	41.0	42.0	42.1
2016	42.0	43.3	43.4
2021	43.1	44.9	44.9

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	3,730	27,334	56,954
<\$15,000	4.6%	4.2%	4.8%
\$15,000 - \$24,999	5.7%	4.7%	4.7%
\$25,000 - \$34,999	8.9%	6.2%	6.0%
\$35,000 - \$49,999	12.3%	9.0%	9.6%
\$50,000 - \$74,999	16.5%	14.2%	14.6%
\$75,000 - \$99,999	13.3%	13.4%	13.1%
\$100,000 - \$149,999	22.7%	21.9%	20.9%
\$150,000 - \$199,999	7.8%	12.5%	11.6%
\$200,000+	8.2%	13.8%	14.7%
Average Household Income	\$98,774	\$124,419	\$126,334
2021 Households by Income			
Household Income Base	3,757	27,481	57,361
<\$15,000	4.2%	3.8%	4.2%
\$15,000 - \$24,999	5.1%	4.2%	4.2%
\$25,000 - \$34,999	10.0%	6.3%	5.9%
\$35,000 - \$49,999	8.0%	4.7%	5.1%
\$50,000 - \$74,999	14.9%	13.7%	14.6%
\$75,000 - \$99,999	12.6%	13.5%	13.1%
\$100,000 - \$149,999	27.0%	25.2%	24.1%
\$150,000 - \$199,999	9.3%	14.2%	13.4%
\$200,000+	8.9%	14.4%	15.5%
Average Household Income	\$108,373	\$134,529	\$137,101
2016 Owner Occupied Housing Units by Value			
Total	3,047	23,250	46,440
<\$50,000	2.0%	1.7%	1.8%
\$50,000 - \$99,999	2.1%	1.0%	1.1%
\$100,000 - \$149,999	11.6%	4.8%	4.7%
\$150,000 - \$199,999	21.2%	13.8%	12.8%
\$200,000 - \$249,999	20.5%	19.5%	18.4%
\$250,000 - \$299,999	13.4%	16.4%	16.4%
\$300,000 - \$399,999	20.2%	21.7%	20.3%
\$400,000 - \$499,999	4.2%	9.8%	10.5%
\$500,000 - \$749,999	3.8%	7.9%	9.3%
\$750,000 - \$999,999	0.5%	2.5%	3.4%
\$1,000,000 +	0.5%	0.9%	1.3%
Average Home Value	\$260,382	\$322,727	\$339,079
2021 Owner Occupied Housing Units by Value			
Total	3,073	23,374	46,694
<\$50,000	0.9%	0.7%	0.7%
\$50,000 - \$99,999	0.9%	0.4%	0.4%
\$100,000 - \$149,999	3.6%	1.4%	1.3%
\$150,000 - \$199,999	16.6%	9.7%	8.7%
\$200,000 - \$249,999	26.4%	23.6%	22.3%
\$250,000 - \$299,999	18.6%	21.1%	21.5%
\$300,000 - \$399,999	24.0%	23.1%	21.8%
\$400,000 - \$499,999	4.3%	9.0%	9.7%
\$500,000 - \$749,999	3.7%	7.5%	8.8%
\$750,000 - \$999,999	0.5%	2.6%	3.6%
\$1,000,000 +	0.6%	0.8%	1.2%
Average Home Value	\$282,208	\$331,366	\$347,827

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	9,616	73,020	147,768
0 - 4	5.5%	5.4%	5.3%
5 - 9	7.2%	7.3%	7.1%
10 - 14	7.2%	8.2%	8.0%
15 - 24	11.9%	11.4%	11.4%
25 - 34	10.3%	8.7%	9.4%
35 - 44	13.9%	13.5%	13.2%
45 - 54	17.5%	17.7%	17.3%
55 - 64	11.7%	13.6%	13.8%
65 - 74	7.0%	7.5%	7.6%
75 - 84	5.3%	4.6%	4.7%
85 +	2.4%	2.0%	2.3%
18 +	75.2%	73.9%	74.7%
2016 Population by Age			
Total	9,713	73,388	149,021
0 - 4	5.1%	5.0%	4.9%
5 - 9	6.0%	6.3%	6.2%
10 - 14	7.4%	7.8%	7.6%
15 - 24	11.5%	11.9%	11.6%
25 - 34	11.5%	9.4%	10.0%
35 - 44	12.3%	11.9%	11.9%
45 - 54	15.5%	15.8%	15.3%
55 - 64	14.2%	15.1%	15.0%
65 - 74	8.5%	9.8%	9.9%
75 - 84	5.1%	4.8%	5.0%
85 +	2.9%	2.3%	2.6%
18 +	77.4%	76.3%	76.9%
2021 Population by Age			
Total	9,785	73,788	150,092
0 - 4	5.0%	4.8%	4.8%
5 - 9	5.5%	5.7%	5.5%
10 - 14	6.4%	6.9%	6.7%
15 - 24	11.0%	11.2%	11.0%
25 - 34	11.6%	9.5%	9.9%
35 - 44	13.0%	12.1%	12.3%
45 - 54	13.7%	14.2%	13.8%
55 - 64	15.1%	15.6%	15.3%
65 - 74	10.3%	11.7%	11.8%
75 - 84	5.4%	5.8%	6.1%
85 +	3.1%	2.5%	2.9%
18 +	78.8%	78.2%	78.8%
2010 Population by Sex			
Males	4,555	35,294	71,316
Females	5,062	37,722	76,452
2016 Population by Sex			
Males	4,600	35,533	72,035
Females	5,112	37,856	76,987
2021 Population by Sex			
Males	4,655	35,787	72,627
Females	5,130	38,001	77,464

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	9,617	73,016	147,768
White Alone	88.5%	90.1%	88.6%
Black Alone	2.1%	2.2%	2.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.6%	5.3%	6.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.5%	0.6%
Two or More Races	1.8%	1.6%	1.6%
Hispanic Origin	2.5%	2.3%	2.6%
Diversity Index	24.9	22.1	24.9
2016 Population by Race/Ethnicity			
Total	9,712	73,389	149,020
White Alone	86.0%	88.0%	86.3%
Black Alone	2.4%	2.5%	2.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	8.2%	6.6%	8.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.6%	0.7%
Two or More Races	2.3%	2.1%	2.1%
Hispanic Origin	3.0%	2.8%	3.1%
Diversity Index	29.6	26.2	29.3
2021 Population by Race/Ethnicity			
Total	9,785	73,787	150,092
White Alone	83.5%	85.8%	83.9%
Black Alone	2.7%	2.8%	3.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	9.8%	7.9%	9.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.7%	0.9%
Two or More Races	2.8%	2.5%	2.5%
Hispanic Origin	3.5%	3.3%	3.6%
Diversity Index	34.0	30.4	33.7
2010 Population by Relationship and Household Type			
Total	9,617	73,016	147,768
In Households	98.8%	99.2%	98.9%
In Family Households	85.1%	88.7%	86.9%
Householder	27.5%	28.4%	28.0%
Spouse	22.3%	24.4%	24.2%
Child	32.3%	33.4%	32.1%
Other relative	2.0%	1.7%	1.7%
Nonrelative	1.1%	0.9%	0.9%
In Nonfamily Households	13.6%	10.5%	12.0%
In Group Quarters	1.2%	0.8%	1.1%
Institutionalized Population	1.0%	0.7%	1.1%
Noninstitutionalized Population	0.3%	0.1%	0.0%

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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2016 Population 25+ by Educational Attainment			
Total	6,796	50,622	103,984
Less than 9th Grade	1.0%	0.8%	0.9%
9th - 12th Grade, No Diploma	3.2%	1.8%	1.6%
High School Graduate	20.7%	13.5%	12.4%
GED/Alternative Credential	1.4%	1.2%	1.2%
Some College, No Degree	16.9%	18.6%	17.0%
Associate Degree	6.5%	5.9%	6.2%
Bachelor's Degree	32.5%	35.5%	35.5%
Graduate/Professional Degree	17.8%	22.6%	25.2%
2016 Population 15+ by Marital Status			
Total	7,915	59,357	121,270
Never Married	23.9%	24.2%	24.6%
Married	57.5%	62.3%	60.7%
Widowed	6.3%	5.1%	5.2%
Divorced	12.2%	8.4%	9.4%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	96.6%	97.3%	97.5%
Civilian Unemployed	3.4%	2.7%	2.5%
2016 Employed Population 16+ by Industry			
Total	5,299	39,757	80,356
Agriculture/Mining	0.0%	0.5%	0.7%
Construction	6.9%	4.0%	3.7%
Manufacturing	11.0%	11.3%	10.2%
Wholesale Trade	3.7%	3.6%	4.0%
Retail Trade	14.8%	13.1%	12.7%
Transportation/Utilities	2.4%	2.2%	2.0%
Information	1.7%	2.9%	2.5%
Finance/Insurance/Real Estate	8.2%	11.0%	12.1%
Services	49.9%	49.6%	50.6%
Public Administration	1.5%	1.7%	1.6%
2016 Employed Population 16+ by Occupation			
Total	5,300	39,756	80,356
White Collar	74.9%	79.8%	81.3%
Management/Business/Financial	20.9%	23.1%	24.3%
Professional	24.8%	28.9%	30.2%
Sales	17.2%	16.6%	15.7%
Administrative Support	12.0%	11.2%	11.1%
Services	13.7%	11.3%	11.2%
Blue Collar	11.4%	8.9%	7.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.0%
Construction/Extraction	5.7%	2.4%	2.0%
Installation/Maintenance/Repair	1.9%	1.7%	1.3%
Production	1.8%	2.5%	2.0%
Transportation/Material Moving	1.9%	2.2%	2.1%
2010 Population By Urban/ Rural Status			
Total Population	9,617	73,016	147,768
Population Inside Urbanized Area	100.0%	98.8%	98.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.2%	1.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	3,695	27,183	56,445
Households with 1 Person	24.5%	20.3%	22.6%
Households with 2+ People	75.5%	79.7%	77.4%
Family Households	70.8%	76.2%	73.4%
Husband-wife Families	57.5%	65.4%	63.3%
With Related Children	27.2%	30.6%	29.1%
Other Family (No Spouse Present)	13.3%	10.7%	10.1%
Other Family with Male Householder	3.5%	2.9%	2.7%
With Related Children	1.9%	1.6%	1.5%
Other Family with Female Householder	9.9%	7.8%	7.4%
With Related Children	5.9%	4.7%	4.4%
Nonfamily Households	4.7%	3.5%	4.0%
All Households with Children	35.3%	37.1%	35.2%
Multigenerational Households	2.4%	2.2%	2.0%
Unmarried Partner Households	4.6%	3.3%	3.4%
Male-female	4.0%	2.9%	2.9%
Same-sex	0.6%	0.5%	0.5%
2010 Households by Size			
Total	3,695	27,184	56,446
1 Person Household	24.5%	20.3%	22.6%
2 Person Household	33.4%	34.7%	34.8%
3 Person Household	17.5%	17.5%	16.9%
4 Person Household	16.2%	17.4%	16.2%
5 Person Household	6.1%	7.2%	6.8%
6 Person Household	1.7%	2.1%	2.0%
7 + Person Household	0.6%	0.8%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	3,694	27,183	56,445
Owner Occupied	82.9%	86.1%	82.8%
Owned with a Mortgage/Loan	64.6%	67.3%	64.3%
Owned Free and Clear	18.3%	18.8%	18.5%
Renter Occupied	17.1%	13.9%	17.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,851	28,223	59,099
Housing Units Inside Urbanized Area	100.0%	98.8%	98.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.2%	1.9%

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. Comfortable Empty Nesters	Exurbanites (1E)	Exurbanites (1E)
	2. Savvy Suburbanites (1D)	Professional Pride (1B)	Professional Pride (1B)
	3. Bright Young Professionals	Savvy Suburbanites (1D)	Top Tier (1A)
2016 Consumer Spending			
Apparel & Services: Total \$	\$9,343,557	\$85,492,313	\$181,651,607
Average Spent	\$2,504.98	\$3,127.69	\$3,189.44
Spending Potential Index	124	155	158
Education: Total \$	\$7,041,330	\$67,836,917	\$143,483,433
Average Spent	\$1,887.76	\$2,481.78	\$2,519.29
Spending Potential Index	133	175	178
Entertainment/Recreation: Total \$	\$13,712,572	\$125,943,470	\$266,477,955
Average Spent	\$3,676.29	\$4,607.58	\$4,678.83
Spending Potential Index	126	158	160
Food at Home: Total \$	\$22,237,425	\$199,460,538	\$424,792,864
Average Spent	\$5,961.78	\$7,297.16	\$7,458.53
Spending Potential Index	120	146	150
Food Away from Home: Total \$	\$14,324,845	\$130,032,729	\$276,433,732
Average Spent	\$3,840.44	\$4,757.18	\$4,853.63
Spending Potential Index	124	154	157
Health Care: Total \$	\$24,775,229	\$224,711,696	\$474,973,841
Average Spent	\$6,642.15	\$8,220.96	\$8,339.60
Spending Potential Index	125	155	157
HH Furnishings & Equipment: Total \$	\$8,448,391	\$77,492,852	\$163,806,785
Average Spent	\$2,264.98	\$2,835.04	\$2,876.12
Spending Potential Index	128	161	163
Personal Care Products & Services: Total \$	\$3,468,812	\$31,898,288	\$67,589,772
Average Spent	\$929.98	\$1,166.98	\$1,186.74
Spending Potential Index	127	159	162
Shelter: Total \$	\$73,231,593	\$670,933,882	\$1,428,032,406
Average Spent	\$19,633.13	\$24,545.76	\$25,073.43
Spending Potential Index	126	158	161
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,330,330	\$104,342,791	\$220,229,533
Average Spent	\$3,037.62	\$3,817.33	\$3,866.80
Spending Potential Index	131	165	167
Travel: Total \$	\$9,471,408	\$89,570,620	\$188,230,668
Average Spent	\$2,539.25	\$3,276.89	\$3,304.96
Spending Potential Index	136	176	178
Vehicle Maintenance & Repairs: Total \$	\$4,798,433	\$43,668,537	\$92,436,012
Average Spent	\$1,286.44	\$1,597.59	\$1,622.99
Spending Potential Index	124	154	157

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.