

EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 38.5930/-90.5388

RF5

Olde Towne Plaza

Ballwin, MO

Population

	1 mi radius	3 mi radius	5 mi radius
Estimated Population (2011)	11,666	82,730	160,399
Projected Population (2016)	12,071	83,254	161,386
Forecasted Population (2021)	12,071	82,734	162,828
Census Population (2010)	11,517	82,362	159,844
Census Population (2000)	12,066	84,157	158,729
Projected Annual Growth (2011 to 2016)	406 0.7%	524 0.1%	987 0.1%
Historical Annual Growth (2010 to 2011)	149 1.3%	368 0.4%	555 0.3%
Historical Annual Growth (2000 to 2010)	-550 -0.4%	-1,795 -0.2%	1,115 0.1%
Estimated Population Density (2011)	3,715 <i>psm</i>	2,927 <i>psm</i>	2,043 <i>psm</i>
Trade Area Size	3.14 <i>sq mi</i>	28.26 <i>sq mi</i>	78.51 <i>sq mi</i>

Households

Estimated Households (2011)	4,774	32,213	62,161
Projected Households (2016)	4,989	32,745	63,182
Forecasted Households (2021)	5,098	33,642	65,836
Census Households (2010)	4,703	32,009	61,820
Census Households (2000)	4,787	31,096	58,350
Estimated Households with Children (2011)	1,475 30.9%	11,094 34.4%	20,945 33.7%
Estimated Average Household Size (2011)	2.42	2.55	2.54

Average Household Income

Estimated Average Household Income (2011)	\$76,749	\$102,919	\$117,382
Projected Average Household Income (2016)	\$83,596	\$111,501	\$126,573
Estimated Average Family Income (2011)	\$94,579	\$121,250	\$140,736

Median Household Income

Estimated Median Household Income (2011)	\$63,227	\$84,183	\$94,198
Projected Median Household Income (2016)	\$66,848	\$88,789	\$99,405
Estimated Median Family Income (2011)	\$81,733	\$100,886	\$115,734

Per Capita Income

Estimated Per Capita Income (2011)	\$31,640	\$40,458	\$46,348
Projected Per Capita Income (2016)	\$34,811	\$44,294	\$50,536
Estimated Per Capita income 5 Year Growth	\$3,171 10.0%	\$3,837 9.5%	\$4,187 9.0%

Other Income

Estimated Median Disposable Income (2011)	\$51,819	\$66,770	\$73,939
Projected Median Disposable Income (2016)	\$54,295	\$69,987	\$77,732
Disposable Income Estimated 5 Year Growth	\$2,476 4.8%	\$3,217 4.8%	\$3,794 5.1%
Estimated Average Household Net Worth (2011)	\$538,914	\$660,286	\$711,014

Daytime Demos (2011)

Total Businesses	381	2,455	6,028
Total Employees	3,845	26,190	81,772
Company Headquarter Businesses	- -	1 -	17 0.3%
Company Headquarter Employees	- -	30 0.1%	1,808 2.2%
Employee Population per Business	10.1	10.7	13.6
Residential Population per Business	30.7	33.7	26.6

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Race & Ethnicity

White (2011)	10,312	88.4%	72,707	87.9%	141,588	88.3%
Black or African American (2011)	427	3.7%	2,448	3.0%	4,411	2.7%
American Indian or Alaska Native (2011)	38	0.3%	149	0.2%	272	0.2%
Asian (2011)	490	4.2%	5,360	6.5%	10,401	6.5%
Hawaiian or Pacific Islander (2011)	6	0.1%	18	-	43	-
Other Race (2011)	102	0.9%	557	0.7%	1,048	0.7%
Two or More Races (2011)	290	2.5%	1,491	1.8%	2,636	1.6%
Not Hispanic or Latino Population (2011)	11,265	96.6%	80,404	97.2%	156,126	97.3%
Hispanic or Latino Population (2011)	400	3.4%	2,326	2.8%	4,272	2.7%
Not Hispanic or Latino Population (2016)	11,559	95.8%	80,407	96.6%	156,159	96.8%
Hispanic or Latino Population (2016)	512	4.2%	2,847	3.4%	5,227	3.2%
Not Hispanic or Latino Population (2010)	11,146	96.8%	80,170	97.3%	155,814	97.5%
Hispanic or Latino Population (2010)	371	3.2%	2,192	2.7%	4,030	2.5%
Not Hispanic or Latino Population (2000)	11,809	97.9%	82,808	98.4%	156,344	98.5%
Hispanic or Latino Population (2000)	258	2.1%	1,348	1.6%	2,386	1.5%
Projected Hispanic Annual Growth (2011 to 2016)	112	5.6%	521	4.5%	954	4.5%
Historic Hispanic Annual Growth (2000 to 2011)	143	5.0%	978	6.6%	1,887	7.2%

Age Distribution (2011)

Age Under 5	715	6.1%	5,157	6.2%	9,925	6.2%
Age 5 to 9 Years	712	6.1%	5,266	6.4%	10,354	6.5%
Age 10 to 14 Years	807	6.9%	5,752	7.0%	11,326	7.1%
Age 15 to 19 Years	811	7.0%	6,074	7.3%	11,867	7.4%
Age 20 to 24 Years	737	6.3%	5,562	6.7%	10,831	6.8%
Age 25 to 29 Years	663	5.7%	5,052	6.1%	9,726	6.1%
Age 30 to 34 Years	629	5.4%	4,808	5.8%	9,257	5.8%
Age 35 to 39 Years	662	5.7%	5,046	6.1%	9,717	6.1%
Age 40 to 44 Years	804	6.9%	5,061	6.1%	9,713	6.1%
Age 45 to 49 Years	1,046	9.0%	5,933	7.2%	11,614	7.2%
Age 50 to 54 Years	921	7.9%	6,353	7.7%	12,175	7.6%
Age 55 to 59 Years	847	7.3%	5,557	6.7%	10,696	6.7%
Age 60 to 64 Years	668	5.7%	4,544	5.5%	8,749	5.5%
Age 65 to 74 Years	829	7.1%	6,185	7.5%	11,948	7.4%
Age 75 to 84 Years	544	4.7%	4,308	5.2%	8,406	5.2%
Age 85 Years or Over	272	2.3%	2,071	2.5%	4,089	2.5%
Median Age	39.0		37.7		37.7	

Gender Age Distribution (2011)

Female Population	5,912	50.7%	42,250	51.1%	83,169	51.9%
Age 0 to 19 Years	1,433	24.2%	10,549	25.0%	21,098	25.4%
Age 20 to 64 Years	3,543	59.9%	24,453	57.9%	47,824	57.5%
Age 65 Years or Over	936	15.8%	7,250	17.2%	14,249	17.1%
Female Median Age	40.9		39.7		39.5	
Male Population	5,754	49.3%	40,481	48.9%	77,229	48.1%
Age 0 to 19 Years	1,612	28.0%	11,699	28.9%	22,374	29.0%
Age 20 to 64 Years	3,433	59.7%	23,463	58.0%	44,654	57.8%
Age 65 Years or Over	709	12.3%	5,315	13.1%	10,193	13.2%
Male Median Age	36.6		35.5		35.6	

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Household Income Distribution (2011)

HH Income \$200,000 or More	163	3.4%	2,756	8.6%	7,482	12.0%
HH Income \$150,000 to \$199,999	279	5.8%	2,895	9.0%	6,640	10.7%
HH Income \$100,000 to \$149,999	787	16.5%	6,737	20.9%	12,844	20.7%
HH Income \$75,000 to \$99,999	726	15.2%	5,442	16.9%	9,613	15.5%
HH Income \$50,000 to \$74,999	949	19.9%	5,563	17.3%	9,771	15.7%
HH Income \$35,000 to \$49,999	558	11.7%	3,433	10.7%	5,890	9.5%
HH Income \$25,000 to \$34,999	700	14.7%	2,206	6.8%	3,653	5.9%
HH Income \$15,000 to \$24,999	354	7.4%	1,688	5.2%	3,231	5.2%
HH Income Under \$15,000	258	5.4%	1,493	4.6%	3,035	4.9%
HH Income \$35,000 or More	3,461	72.5%	26,826	83.3%	52,240	84.0%
HH Income \$75,000 or More	1,954	40.9%	17,830	55.3%	36,579	58.8%

Housing (2011)

Total Housing Units	5,064		33,584		65,210	
Housing Units Occupied	4,774	94.3%	32,213	95.9%	62,159	95.3%
Housing Units Owner-Occupied	3,329	69.7%	27,000	83.8%	51,380	82.7%
Housing Units, Renter-Occupied	1,444	30.3%	5,213	16.2%	10,779	17.3%
Housing Units, Vacant	290	5.7%	1,371	4.1%	3,051	4.7%
Median Years in Residence	4.8		5.0		4.6	

Marital Status (2011)

Never Married	2,378	25.3%	13,874	20.9%	27,048	21.0%
Currently Married	5,551	59.0%	42,946	64.6%	82,795	64.4%
Separated	110	1.2%	1,083	1.6%	2,350	1.8%
Widowed	511	5.4%	3,312	5.0%	6,885	5.4%
Divorced	854	9.1%	5,218	7.9%	9,512	7.4%

Household Type (2011)

Population Family	9,402	80.6%	71,583	86.5%	137,394	85.7%
Population Non-Family	2,166	18.6%	10,444	12.6%	20,331	12.7%
Population Group Quarters	98	0.8%	703	0.9%	2,673	1.7%
Family Households	3,055	64.0%	23,235	72.1%	44,443	71.5%
Non-Family Households	1,719	36.0%	8,982	27.9%	17,721	28.5%
Married Couple with Children	1,027	18.5%	8,670	20.2%	17,048	20.6%
Average Family Household Size	3.1		3.1		3.1	

Household Size (2011)

1 Person Households	1,347	28.2%	7,601	23.6%	15,134	24.3%
2 Person Households	1,648	34.5%	10,928	33.9%	21,022	33.8%
3 Person Households	732	15.3%	5,688	17.7%	10,109	16.3%
4 Person Households	631	13.2%	5,006	15.5%	9,979	16.1%
5 Person Households	248	5.2%	2,072	6.4%	4,102	6.6%
6 or More Person Households	168	3.5%	918	2.8%	1,815	2.9%

Household Vehicles (2011)

Households with 0 Vehicles Available	94	2.0%	711	2.2%	1,732	2.8%
Households with 1 Vehicles Available	1,743	36.5%	9,038	28.1%	16,487	26.5%
Households with 2 or More Vehicles Available	2,936	61.5%	22,466	69.7%	43,942	70.7%
Total Vehicles Available	9,141		65,067		126,272	
Average Vehicles Per Household	1.9		2.0		2.0	

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1 mi radius 3 mi radius 5 mi radius

Labor Force (2011)

Estimated Labor Population Age 16 Years or Over	9,251		65,262		126,268
Estimated Civilian Employed	5,941	64.2%	41,578	63.7%	79,670
Estimated Civilian Unemployed	364	3.9%	2,958	4.5%	5,835
Estimated in Armed Forces	9	0.1%	76	0.1%	122
Estimated Not in Labor Force	2,938	31.8%	20,650	31.6%	40,641
Unemployment Rate	3.9%		4.5%		4.6%

Occupation (2000)

Occupation: Population Age 16 Years or Over	6,534		43,677		81,418
Management, Business, Financial Operations	1,147	17.6%	9,690	22.2%	19,285
Professional, Related	1,496	22.9%	12,259	28.1%	23,523
Service	920	14.1%	4,358	10.0%	7,016
Sales, Office	2,014	30.8%	12,850	29.4%	23,744
Farming, Fishing, Forestry	2	-	53	0.1%	102
Construct, Extraction, Maintenance	438	6.7%	1,933	4.4%	3,373
Production, Transport Material Moving	517	7.9%	2,534	5.8%	4,375
White Collar Workers		71.3%		79.7%	
Blue Collar Workers		28.7%		20.3%	

Consumer Expenditure (2011)

Total Household Expenditure	\$279 M		\$2.31 B		\$4.91 B
Total Non-Retail Expenditure	\$161 M	57.7%	\$1.34 B	57.9%	\$2.84 B
Total Retail Expenditure	\$118 M	42.3%	\$973 M	42.1%	\$2.07 B
Apparel	\$13.3 M	4.8%	\$111 M	4.8%	\$237 M
Contributions	\$10.7 M	3.8%	\$97.2 M	4.2%	\$218 M
Education	\$6.85 M	2.5%	\$62.4 M	2.7%	\$139 M
Entertainment	\$15.7 M	5.6%	\$131 M	5.7%	\$279 M
Food and Beverages	\$42.2 M	15.1%	\$341 M	14.8%	\$716 M
Furnishings and Equipment	\$12.5 M	4.5%	\$106 M	4.6%	\$228 M
Gifts	\$7.58 M	2.7%	\$67.1 M	2.9%	\$148 M
Health Care	\$16.8 M	6.0%	\$133 M	5.8%	\$277 M
Household Operations	\$10.2 M	3.7%	\$89.8 M	3.9%	\$196 M
Miscellaneous Expenses	\$4.62 M	1.7%	\$37.3 M	1.6%	\$78.0 M
Personal Care	\$4.03 M	1.4%	\$33.1 M	1.4%	\$69.9 M
Personal Insurance	\$2.93 M	1.0%	\$25.9 M	1.1%	\$57.1 M
Reading	\$919 K	0.3%	\$7.61 M	0.3%	\$16.2 M
Shelter	\$53.9 M	19.3%	\$451 M	19.5%	\$962 M
Tobacco	\$1.73 M	0.6%	\$12.8 M	0.6%	\$25.9 M
Transportation	\$55.9 M	20.0%	\$453 M	19.6%	\$946 M
Utilities	\$19.1 M	6.8%	\$151 M	6.5%	\$314 M

Educational Attainment (2011)

Adult Population Age 25 Years or Over	7,884		54,918		106,093
Elementary (Grade Level 0 to 8)	106	1.3%	688	1.3%	1,692
Some High School (Grade Level 9 to 11)	140	1.8%	1,310	2.4%	2,518
High School Graduate	1,548	19.6%	9,432	17.2%	17,367
Some College	2,093	26.5%	12,313	22.4%	20,836
Associate Degree Only	646	8.2%	4,143	7.5%	7,252
Bachelor Degree Only	2,365	30.0%	17,169	31.3%	35,232
Graduate Degree	986	12.5%	9,863	18.0%	21,195

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Units In Structure (2000)

	1 mi radius		3 mi radius		5 mi radius	
1 Detached Unit	3,555	72.2%	24,939	78.3%	45,594	75.8%
1 Attached Unit	201	4.1%	2,182	6.9%	4,067	6.8%
2 to 4 Units	485	9.8%	1,333	4.2%	2,032	3.4%
5 to 9 Units	376	7.6%	1,448	4.5%	2,902	4.8%
10 to 19 Units	218	4.4%	1,415	4.4%	3,286	5.5%
20 to 49 Units	46	0.9%	270	0.8%	1,136	1.9%
50 or More Units	45	0.9%	233	0.7%	985	1.6%
Mobile Home or Trailer	-	-	22	0.1%	169	0.3%
Other Structure	-	-	2	-	2	-

Homes Built By Year (2000)

Homes Built 1999 to 2000	23	0.5%	391	1.2%	1,066	1.8%
Homes Built 1995 to 1998	45	0.9%	1,561	4.9%	4,538	7.5%
Homes Built 1990 to 1994	74	1.5%	3,034	9.5%	7,437	12.4%
Homes Built 1980 to 1989	508	10.3%	6,545	20.6%	15,789	26.2%
Homes Built 1970 to 1979	1,599	32.5%	10,970	34.5%	18,102	30.1%
Homes Built 1960 to 1969	1,628	33.1%	6,198	19.5%	8,015	13.3%
Homes Built 1950 to 1959	841	17.1%	2,377	7.5%	3,328	5.5%
Homes Built Before 1949	207	4.2%	770	2.4%	1,899	3.2%

Home Values (2000)

Home Values \$1,000,000 or More	-	-	39	0.2%	180	0.4%
Home Values \$500,000 to \$999,999	3	0.1%	464	1.9%	1,677	3.7%
Home Values \$400,000 to \$499,999	16	0.5%	467	1.9%	1,417	3.1%
Home Values \$300,000 to \$399,999	12	0.4%	1,020	4.1%	3,698	8.1%
Home Values \$200,000 to \$299,999	286	8.7%	4,616	18.6%	11,488	25.3%
Home Values \$150,000 to \$199,999	757	23.1%	7,160	28.8%	11,768	25.9%
Home Values \$100,000 to \$149,999	1,459	44.5%	8,469	34.1%	11,294	24.9%
Home Values \$70,000 to \$99,999	660	20.1%	2,283	9.2%	3,295	7.3%
Home Values \$50,000 to \$69,999	66	2.0%	212	0.9%	361	0.8%
Home Values \$25,000 to \$49,999	15	0.5%	78	0.3%	198	0.4%
Home Values Under \$25,000	1	-	28	0.1%	44	0.1%
Owner-Occupied Median Home Value	\$132,070		\$173,791		\$205,516	
Renter-Occupied Median Rent	\$555		\$677		\$679	

Transportation To Work (2000)

Drive to Work Alone	5,698	87.1%	38,264	87.5%	71,430	87.6%
Drive to Work in Carpool	430	6.6%	2,815	6.4%	4,678	5.7%
Travel to Work by Public Transportation	55	0.8%	237	0.5%	398	0.5%
Drive to Work on Motorcycle	4	0.1%	28	0.1%	28	-
Walk or Bicycle to Work	66	1.0%	319	0.7%	635	0.8%
Other Means	42	0.6%	183	0.4%	367	0.5%
Work at Home	245	3.7%	1,902	4.3%	3,978	4.9%

Travel Time (2000)

Travel to Work in 14 Minutes or Less	1,446	23.0%	8,712	20.8%	16,410	21.2%
Travel to Work in 15 to 29 Minutes	2,175	34.6%	15,473	37.0%	29,741	38.4%
Travel to Work in 30 to 59 Minutes	2,390	38.0%	16,027	38.3%	28,562	36.8%
Travel to Work in 60 Minutes or More	283	4.5%	1,633	3.9%	2,824	3.6%
Average Minutes Travel to Work	25.1		25.2		24.4	

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