



Community Profile

Rings: 3, 5, 10 mile radii

15333 Manchester Rd, Ballwin, MO 63011,

Latitude: 38.59
Longitude: -90.56

	3 mile	5 mile	10 mile
Population Summary			
2000 Total Population	77,402	156,947	372,524
2010 Total Population	76,545	158,931	383,187
2017 Total Population	77,982	162,110	392,584
2017 Group Quarters	652	2,391	5,169
2022 Total Population	78,899	164,145	398,988
2017-2022 Annual Rate	0.23%	0.25%	0.32%
2017 Total Daytime Population	59,207	157,967	452,123
Workers	21,624	79,730	260,455
Residents	37,583	78,237	191,668
Household Summary			
2000 Households	27,903	57,791	140,395
2000 Average Household Size	2.75	2.67	2.61
2010 Households	28,986	61,552	149,382
2010 Average Household Size	2.62	2.54	2.53
2017 Households	29,487	62,741	152,786
2017 Average Household Size	2.62	2.55	2.54
2022 Households	29,801	63,488	155,111
2022 Average Household Size	2.63	2.55	2.54
2017-2022 Annual Rate	0.21%	0.24%	0.30%
2010 Families	21,723	44,272	106,142
2010 Average Family Size	3.07	3.04	3.04
2017 Families	21,904	44,656	107,531
2017 Average Family Size	3.08	3.05	3.05
2022 Families	22,048	44,964	108,704
2022 Average Family Size	3.09	3.06	3.05
2017-2022 Annual Rate	0.13%	0.14%	0.22%
Housing Unit Summary			
2000 Housing Units	28,613	59,591	145,510
Owner Occupied Housing Units	85.1%	80.3%	79.6%
Renter Occupied Housing Units	12.4%	16.6%	16.9%
Vacant Housing Units	2.5%	3.0%	3.5%
2010 Housing Units	30,176	64,546	157,955
Owner Occupied Housing Units	82.1%	77.3%	76.8%
Renter Occupied Housing Units	14.0%	18.1%	17.7%
Vacant Housing Units	3.9%	4.6%	5.4%
2017 Housing Units	30,400	64,918	159,984
Owner Occupied Housing Units	81.1%	76.2%	75.7%
Renter Occupied Housing Units	15.9%	20.4%	19.8%
Vacant Housing Units	3.0%	3.4%	4.5%
2022 Housing Units	30,773	65,695	162,506
Owner Occupied Housing Units	81.0%	76.1%	75.6%
Renter Occupied Housing Units	15.8%	20.6%	19.8%
Vacant Housing Units	3.2%	3.4%	4.6%
Median Household Income			
2017	\$96,399	\$96,710	\$91,338
2022	\$101,664	\$102,370	\$98,513
Median Home Value			
2017	\$268,256	\$284,368	\$277,531
2022	\$291,467	\$308,534	\$307,403
Per Capita Income			
2017	\$48,059	\$51,036	\$50,259
2022	\$52,606	\$55,940	\$55,071
Median Age			
2010	42.6	42.4	42.0
2017	44.3	44.1	43.7
2022	45.5	45.3	44.7

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rings: 3, 5, 10 mile radii

15333 Manchester Rd, Ballwin, MO 63011,

Latitude: 38.59
Longitude: -90.56

	3 mile	5 mile	10 mile
2017 Households by Income			
Household Income Base	29,487	62,741	152,786
<\$15,000	3.3%	3.9%	4.3%
\$15,000 - \$24,999	5.0%	4.8%	5.0%
\$25,000 - \$34,999	6.1%	5.5%	5.8%
\$35,000 - \$49,999	8.9%	9.2%	9.5%
\$50,000 - \$74,999	14.7%	14.9%	15.7%
\$75,000 - \$99,999	13.5%	13.1%	13.6%
\$100,000 - \$149,999	22.5%	21.4%	20.5%
\$150,000 - \$199,999	11.5%	11.3%	10.4%
\$200,000+	14.5%	16.0%	15.2%
Average Household Income	\$126,376	\$131,003	\$128,289
2022 Households by Income			
Household Income Base	29,801	63,488	155,111
<\$15,000	3.1%	3.5%	4.0%
\$15,000 - \$24,999	4.3%	4.1%	4.3%
\$25,000 - \$34,999	5.1%	4.5%	4.8%
\$35,000 - \$49,999	7.5%	7.7%	7.9%
\$50,000 - \$74,999	13.4%	13.6%	14.3%
\$75,000 - \$99,999	15.2%	14.9%	15.5%
\$100,000 - \$149,999	23.9%	22.9%	22.2%
\$150,000 - \$199,999	11.9%	11.8%	11.0%
\$200,000+	15.5%	17.0%	16.1%
Average Household Income	\$138,504	\$143,788	\$140,785
2017 Owner Occupied Housing Units by Value			
Total	24,660	49,497	121,087
<\$50,000	1.1%	1.1%	2.0%
\$50,000 - \$99,999	0.9%	0.9%	1.6%
\$100,000 - \$149,999	5.0%	4.6%	6.2%
\$150,000 - \$199,999	15.8%	13.4%	15.3%
\$200,000 - \$249,999	20.8%	18.2%	17.0%
\$250,000 - \$299,999	17.6%	17.2%	14.3%
\$300,000 - \$399,999	20.0%	20.3%	17.6%
\$400,000 - \$499,999	8.7%	10.6%	10.0%
\$500,000 - \$749,999	7.7%	9.5%	10.0%
\$750,000 - \$999,999	1.7%	2.6%	3.5%
\$1,000,000 +	0.7%	1.5%	2.5%
Average Home Value	\$311,105	\$338,592	\$344,552
2022 Owner Occupied Housing Units by Value			
Total	24,931	49,981	122,883
<\$50,000	0.5%	0.4%	1.2%
\$50,000 - \$99,999	0.5%	0.5%	0.9%
\$100,000 - \$149,999	3.3%	3.0%	4.3%
\$150,000 - \$199,999	12.1%	10.4%	12.2%
\$200,000 - \$249,999	18.7%	16.2%	15.2%
\$250,000 - \$299,999	18.0%	17.5%	14.6%
\$300,000 - \$399,999	23.4%	22.8%	20.1%
\$400,000 - \$499,999	10.9%	12.7%	12.2%
\$500,000 - \$749,999	9.5%	11.5%	12.0%
\$750,000 - \$999,999	2.2%	3.3%	4.3%
\$1,000,000 +	1.0%	1.7%	2.9%
Average Home Value	\$338,779	\$365,509	\$376,137

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rings: 3, 5, 10 mile radii

15333 Manchester Rd, Ballwin, MO 63011,

Latitude: 38.59

Longitude: -90.56

	3 mile	5 mile	10 mile
2010 Population by Age			
Total	76,545	158,931	383,185
0 - 4	5.4%	5.2%	5.5%
5 - 9	7.1%	6.8%	6.7%
10 - 14	7.9%	7.7%	7.5%
15 - 24	11.2%	11.4%	11.4%
25 - 34	8.8%	9.7%	10.2%
35 - 44	13.2%	12.9%	12.8%
45 - 54	17.4%	17.0%	16.9%
55 - 64	13.6%	14.0%	13.9%
65 - 74	8.0%	7.8%	7.8%
75 - 84	5.2%	5.0%	5.0%
85 +	2.3%	2.6%	2.3%
18 +	74.7%	75.4%	75.6%
2017 Population by Age			
Total	77,982	162,109	392,586
0 - 4	4.9%	4.7%	5.0%
5 - 9	6.1%	5.9%	6.0%
10 - 14	7.3%	7.1%	7.0%
15 - 24	11.3%	11.3%	11.5%
25 - 34	9.6%	10.3%	10.5%
35 - 44	11.7%	11.7%	11.7%
45 - 54	15.0%	14.6%	14.4%
55 - 64	15.3%	15.4%	15.3%
65 - 74	10.5%	10.6%	10.6%
75 - 84	5.5%	5.4%	5.3%
85 +	2.9%	3.0%	2.8%
18 +	77.4%	78.1%	77.9%
2022 Population by Age			
Total	78,899	164,143	398,988
0 - 4	4.8%	4.7%	4.9%
5 - 9	5.6%	5.4%	5.6%
10 - 14	6.6%	6.4%	6.5%
15 - 24	10.5%	10.6%	10.7%
25 - 34	9.6%	10.1%	10.4%
35 - 44	12.2%	12.5%	12.3%
45 - 54	13.6%	13.1%	13.0%
55 - 64	15.2%	15.0%	14.9%
65 - 74	12.1%	12.3%	12.3%
75 - 84	6.7%	6.7%	6.6%
85 +	3.1%	3.1%	2.9%
18 +	78.8%	79.5%	79.1%
2010 Population by Sex			
Males	36,876	76,366	184,811
Females	39,669	82,565	198,376
2017 Population by Sex			
Males	37,648	78,037	189,697
Females	40,335	84,073	202,887
2022 Population by Sex			
Males	38,184	79,142	193,083
Females	40,715	85,003	205,905

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 02, 2018



Community Profile

Rings: 3, 5, 10 mile radii

15333 Manchester Rd, Ballwin, MO 63011,

Latitude: 38.59
Longitude: -90.56

	3 mile	5 mile	10 mile
2010 Population by Race/Ethnicity			
Total	76,544	158,931	383,188
White Alone	89.5%	88.5%	89.1%
Black Alone	2.2%	2.4%	3.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.9%	6.6%	5.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.6%	0.7%
Two or More Races	1.7%	1.7%	1.6%
Hispanic Origin	2.3%	2.6%	2.4%
Diversity Index	23.1	25.1	24.0
2017 Population by Race/Ethnicity			
Total	77,983	162,110	392,584
White Alone	86.8%	85.6%	86.6%
Black Alone	2.6%	2.8%	3.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	7.6%	8.5%	6.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.8%	0.8%
Two or More Races	2.2%	2.1%	2.1%
Hispanic Origin	2.8%	3.1%	2.9%
Diversity Index	28.2	30.4	28.7
2022 Population by Race/Ethnicity			
Total	78,899	164,147	398,990
White Alone	84.3%	83.0%	84.4%
Black Alone	2.9%	3.1%	4.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	9.2%	10.2%	7.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.9%	0.9%
Two or More Races	2.6%	2.6%	2.5%
Hispanic Origin	3.3%	3.7%	3.5%
Diversity Index	32.6	34.9	32.8
2010 Population by Relationship and Household Type			
Total	76,545	158,931	383,187
In Households	99.1%	98.5%	98.6%
In Family Households	88.0%	85.6%	85.2%
Householder	28.4%	27.8%	27.7%
Spouse	24.4%	23.9%	23.4%
Child	32.7%	31.3%	31.1%
Other relative	1.7%	1.7%	1.8%
Nonrelative	0.9%	0.9%	1.1%
In Nonfamily Households	11.1%	12.9%	13.5%
In Group Quarters	0.9%	1.5%	1.4%
Institutionalized Population	0.8%	1.4%	1.1%
Noninstitutionalized Population	0.1%	0.1%	0.3%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rings: 3, 5, 10 mile radii

15333 Manchester Rd, Ballwin, MO 63011,

Latitude: 38.59

Longitude: -90.56

	3 mile	5 mile	10 mile
2017 Population 25+ by Educational Attainment			
Total	54,939	115,019	277,146
Less than 9th Grade	0.9%	1.1%	1.2%
9th - 12th Grade, No Diploma	2.4%	2.0%	2.3%
High School Graduate	14.6%	12.4%	13.2%
GED/Alternative Credential	1.5%	1.2%	1.8%
Some College, No Degree	18.1%	17.1%	17.7%
Associate Degree	5.6%	5.9%	6.6%
Bachelor's Degree	33.9%	34.9%	32.8%
Graduate/Professional Degree	23.0%	25.3%	24.3%
2017 Population 15+ by Marital Status			
Total	63,752	133,393	322,185
Never Married	23.0%	24.4%	25.0%
Married	61.6%	60.2%	59.6%
Widowed	6.1%	6.1%	5.9%
Divorced	9.2%	9.3%	9.5%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	97.5%	97.7%	97.4%
Civilian Unemployed (Unemployment Rate)	2.5%	2.3%	2.6%
2017 Employed Population 16+ by Industry			
Total	41,123	85,439	204,466
Agriculture/Mining	0.6%	0.7%	0.6%
Construction	4.8%	4.1%	4.7%
Manufacturing	11.4%	10.7%	11.0%
Wholesale Trade	3.0%	3.4%	3.5%
Retail Trade	12.1%	11.6%	10.5%
Transportation/Utilities	2.7%	2.2%	2.8%
Information	2.5%	2.2%	2.0%
Finance/Insurance/Real Estate	10.7%	11.6%	10.7%
Services	50.5%	51.8%	52.3%
Public Administration	1.7%	1.6%	1.9%
2017 Employed Population 16+ by Occupation			
Total	41,122	85,441	204,467
White Collar	79.4%	81.3%	78.9%
Management/Business/Financial	22.7%	24.4%	22.9%
Professional	29.3%	30.3%	30.5%
Sales	16.0%	15.4%	14.3%
Administrative Support	11.5%	11.1%	11.3%
Services	11.1%	11.1%	11.2%
Blue Collar	9.5%	7.6%	9.9%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.5%	2.0%	2.7%
Installation/Maintenance/Repair	2.0%	1.4%	2.0%
Production	2.5%	2.0%	2.5%
Transportation/Material Moving	2.4%	2.1%	2.7%
2010 Population By Urban/ Rural Status			
Total Population	76,545	158,931	383,187
Population Inside Urbanized Area	99.0%	98.4%	94.5%
Population Inside Urbanized Cluster	0.0%	0.0%	2.6%
Rural Population	1.0%	1.6%	2.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rings: 3, 5, 10 mile radii

15333 Manchester Rd, Ballwin, MO 63011,

Latitude: 38.59
Longitude: -90.56

	3 mile	5 mile	10 mile
2010 Households by Type			
Total	28,985	61,552	149,382
Households with 1 Person	21.5%	23.8%	24.3%
Households with 2+ People	78.5%	76.2%	75.7%
Family Households	74.9%	71.9%	71.1%
Husband-wife Families	64.3%	61.9%	60.0%
With Related Children	29.2%	27.9%	26.6%
Other Family (No Spouse Present)	10.7%	10.0%	11.1%
Other Family with Male Householder	2.8%	2.7%	3.1%
With Related Children	1.5%	1.5%	1.8%
Other Family with Female Householder	7.8%	7.3%	7.9%
With Related Children	4.6%	4.3%	4.7%
Nonfamily Households	3.5%	4.3%	4.6%
All Households with Children	35.5%	33.9%	33.4%
Multigenerational Households	2.2%	2.0%	2.1%
Unmarried Partner Households	3.3%	3.5%	4.1%
Male-female	2.8%	3.0%	3.6%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	28,985	61,553	149,382
1 Person Household	21.5%	23.8%	24.3%
2 Person Household	35.0%	35.2%	35.3%
3 Person Household	17.2%	16.5%	16.4%
4 Person Household	16.6%	15.5%	15.0%
5 Person Household	6.8%	6.5%	6.4%
6 Person Household	2.0%	1.8%	1.8%
7 + Person Household	0.8%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	28,986	61,552	149,383
Owner Occupied	85.5%	81.1%	81.3%
Owned with a Mortgage/Loan	65.6%	62.4%	60.7%
Owned Free and Clear	19.8%	18.7%	20.6%
Renter Occupied	14.5%	18.9%	18.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	30,176	64,546	157,955
Housing Units Inside Urbanized Area	99.1%	98.5%	94.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	2.3%
Rural Housing Units	0.9%	1.5%	2.8%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rings: 3, 5, 10 mile radii

15333 Manchester Rd, Ballwin, MO 63011,

Latitude: 38.59
Longitude: -90.56

	3 mile	5 mile	10 mile
Top 3 Tapestry Segments			
1.	Exurbanites (1E)	Exurbanites (1E)	Top Tier (1A)
2.	Savvy Suburbanites (1D)	Professional Pride (1B)	Exurbanites (1E)
3.	Soccer Moms (4A)	Top Tier (1A)	Savvy Suburbanites (1D)
2017 Consumer Spending			
Apparel & Services: Total \$	\$97,792,200	\$216,400,393	\$515,700,334
Average Spent	\$3,316.45	\$3,449.11	\$3,375.31
Spending Potential Index	154	160	156
Education: Total \$	\$72,362,114	\$160,708,918	\$382,189,143
Average Spent	\$2,454.03	\$2,561.47	\$2,501.47
Spending Potential Index	169	176	172
Entertainment/Recreation: Total \$	\$141,412,720	\$311,623,395	\$744,142,306
Average Spent	\$4,795.76	\$4,966.82	\$4,870.49
Spending Potential Index	154	159	156
Food at Home: Total \$	\$212,929,357	\$472,497,234	\$1,135,258,250
Average Spent	\$7,221.13	\$7,530.92	\$7,430.38
Spending Potential Index	143	150	148
Food Away from Home: Total \$	\$147,751,447	\$327,655,108	\$782,507,618
Average Spent	\$5,010.73	\$5,222.34	\$5,121.59
Spending Potential Index	150	157	154
Health Care: Total \$	\$250,525,579	\$549,939,126	\$1,317,700,935
Average Spent	\$8,496.14	\$8,765.23	\$8,624.49
Spending Potential Index	152	157	154
HH Furnishings & Equipment: Total \$	\$88,988,083	\$195,869,212	\$466,816,974
Average Spent	\$3,017.88	\$3,121.87	\$3,055.36
Spending Potential Index	155	161	157
Personal Care Products & Services: Total \$	\$36,510,610	\$80,561,915	\$191,938,121
Average Spent	\$1,238.19	\$1,284.04	\$1,256.25
Spending Potential Index	156	161	158
Shelter: Total \$	\$729,555,647	\$1,619,873,777	\$3,868,855,113
Average Spent	\$24,741.60	\$25,818.42	\$25,322.05
Spending Potential Index	152	159	156
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$111,597,740	\$245,046,793	\$582,743,861
Average Spent	\$3,784.64	\$3,905.69	\$3,814.12
Spending Potential Index	162	167	163
Travel: Total \$	\$102,850,292	\$225,329,998	\$533,714,499
Average Spent	\$3,487.99	\$3,591.43	\$3,493.22
Spending Potential Index	168	173	169
Vehicle Maintenance & Repairs: Total \$	\$47,364,320	\$104,420,607	\$250,007,437
Average Spent	\$1,606.28	\$1,664.31	\$1,636.32
Spending Potential Index	150	155	153

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.