



Community Profile

Rings: 1, 3, 5 mile radii

15305 Manchester Rd, Ballwin, MO 63011,

Latitude: 38.59

Longitude: -90.56

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	9,852	77,402	156,947
2010 Total Population	9,347	76,545	158,931
2018 Total Population	9,610	77,727	162,182
2018 Group Quarters	22	652	2,391
2023 Total Population	9,737	78,406	164,441
2018-2023 Annual Rate	0.26%	0.17%	0.28%
2018 Total Daytime Population	8,945	59,789	159,075
Workers	4,504	22,231	80,615
Residents	4,441	37,558	78,460
Household Summary			
2000 Households	3,826	27,903	57,791
2000 Average Household Size	2.57	2.75	2.67
2010 Households	3,772	28,986	61,552
2010 Average Household Size	2.47	2.62	2.54
2018 Households	3,865	29,341	62,666
2018 Average Household Size	2.48	2.63	2.55
2023 Households	3,910	29,535	63,532
2023 Average Household Size	2.48	2.63	2.55
2018-2023 Annual Rate	0.23%	0.13%	0.27%
2010 Families	2,579	21,723	44,272
2010 Average Family Size	3.01	3.07	3.04
2018 Families	2,619	21,810	44,647
2018 Average Family Size	3.01	3.08	3.05
2023 Families	2,640	21,885	45,021
2023 Average Family Size	3.02	3.09	3.05
2018-2023 Annual Rate	0.16%	0.07%	0.17%
Housing Unit Summary			
2000 Housing Units	3,942	28,613	59,591
Owner Occupied Housing Units	73.7%	85.1%	80.3%
Renter Occupied Housing Units	23.3%	12.4%	16.6%
Vacant Housing Units	2.9%	2.5%	3.0%
2010 Housing Units	3,966	30,176	64,546
Owner Occupied Housing Units	72.3%	82.1%	77.3%
Renter Occupied Housing Units	22.8%	14.0%	18.1%
Vacant Housing Units	4.9%	3.9%	4.6%
2018 Housing Units	3,997	30,403	65,080
Owner Occupied Housing Units	69.5%	79.6%	74.7%
Renter Occupied Housing Units	27.2%	16.9%	21.6%
Vacant Housing Units	3.3%	3.5%	3.7%
2023 Housing Units	4,025	30,599	65,799
Owner Occupied Housing Units	69.1%	79.4%	74.3%
Renter Occupied Housing Units	28.1%	17.1%	22.3%
Vacant Housing Units	2.9%	3.5%	3.4%
Median Household Income			
2018	\$75,421	\$100,163	\$100,815
2023	\$85,928	\$106,531	\$107,615
Median Home Value			
2018	\$229,123	\$276,634	\$291,878
2023	\$251,996	\$298,213	\$317,667
Per Capita Income			
2018	\$38,101	\$49,424	\$52,637
2023	\$43,417	\$54,651	\$58,247
Median Age			
2010	39.1	42.6	42.4
2018	39.8	44.4	44.3
2023	40.6	45.5	45.3

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	3,865	29,341	62,666
<\$15,000	5.3%	3.0%	3.5%
\$15,000 - \$24,999	6.3%	4.5%	4.2%
\$25,000 - \$34,999	9.2%	6.1%	5.3%
\$35,000 - \$49,999	12.1%	9.1%	9.1%
\$50,000 - \$74,999	16.8%	14.1%	14.6%
\$75,000 - \$99,999	12.7%	13.1%	12.7%
\$100,000 - \$149,999	22.8%	22.2%	21.2%
\$150,000 - \$199,999	7.6%	12.6%	12.5%
\$200,000+	7.1%	15.3%	16.8%
Average Household Income	\$94,925	\$130,212	\$135,413
2023 Households by Income			
Household Income Base	3,910	29,535	63,532
<\$15,000	3.6%	2.1%	2.4%
\$15,000 - \$24,999	4.8%	3.4%	3.1%
\$25,000 - \$34,999	7.6%	5.0%	4.4%
\$35,000 - \$49,999	10.9%	8.2%	8.1%
\$50,000 - \$74,999	16.4%	13.5%	13.9%
\$75,000 - \$99,999	13.2%	13.0%	12.8%
\$100,000 - \$149,999	26.4%	24.5%	23.4%
\$150,000 - \$199,999	8.4%	13.1%	13.0%
\$200,000+	8.7%	17.3%	18.9%
Average Household Income	\$108,340	\$144,311	\$149,995
2018 Owner Occupied Housing Units by Value			
Total	2,776	24,195	48,618
<\$50,000	1.4%	1.0%	1.0%
\$50,000 - \$99,999	1.5%	0.7%	0.8%
\$100,000 - \$149,999	9.0%	4.6%	4.3%
\$150,000 - \$199,999	24.0%	14.6%	12.3%
\$200,000 - \$249,999	24.0%	19.4%	16.8%
\$250,000 - \$299,999	15.9%	18.1%	17.7%
\$300,000 - \$399,999	18.5%	21.5%	21.4%
\$400,000 - \$499,999	3.6%	9.0%	10.8%
\$500,000 - \$749,999	1.7%	8.4%	10.4%
\$750,000 - \$999,999	0.0%	1.8%	2.9%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.8%
\$1,500,000 - \$1,999,999	0.3%	0.1%	0.6%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$249,604	\$321,824	\$354,868
2023 Owner Occupied Housing Units by Value			
Total	2,780	24,300	48,872
<\$50,000	0.8%	0.4%	0.4%
\$50,000 - \$99,999	0.7%	0.3%	0.3%
\$100,000 - \$149,999	5.6%	2.7%	2.5%
\$150,000 - \$199,999	19.5%	11.0%	9.4%
\$200,000 - \$249,999	22.7%	17.8%	15.4%
\$250,000 - \$299,999	17.1%	18.4%	17.9%
\$300,000 - \$399,999	24.7%	24.6%	23.5%
\$400,000 - \$499,999	5.4%	11.2%	12.8%
\$500,000 - \$749,999	2.6%	10.3%	12.4%
\$750,000 - \$999,999	0.0%	2.3%	3.5%
\$1,000,000 - \$1,499,999	0.0%	0.7%	0.9%
\$1,500,000 - \$1,999,999	0.8%	0.2%	0.7%
\$2,000,000 +	0.0%	0.1%	0.4%
Average Home Value	\$280,881	\$348,865	\$383,427

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	9,349	76,545	158,931
0 - 4	6.2%	5.4%	5.2%
5 - 9	7.1%	7.1%	6.8%
10 - 14	6.6%	7.9%	7.7%
15 - 24	12.4%	11.2%	11.4%
25 - 34	12.6%	8.8%	9.7%
35 - 44	13.4%	13.2%	12.9%
45 - 54	16.2%	17.4%	17.0%
55 - 64	11.6%	13.6%	14.0%
65 - 74	7.2%	8.0%	7.8%
75 - 84	5.5%	5.2%	5.0%
85 +	1.3%	2.3%	2.6%
18 +	75.9%	74.7%	75.4%
2018 Population by Age			
Total	9,610	77,727	162,184
0 - 4	5.6%	4.9%	4.8%
5 - 9	6.1%	5.9%	5.7%
10 - 14	6.8%	7.2%	6.9%
15 - 24	11.6%	11.4%	11.4%
25 - 34	13.4%	9.9%	10.6%
35 - 44	12.8%	11.4%	11.4%
45 - 54	13.4%	14.4%	14.1%
55 - 64	13.9%	15.4%	15.4%
65 - 74	8.9%	10.8%	11.0%
75 - 84	5.1%	5.8%	5.7%
85 +	2.3%	3.0%	3.1%
18 +	77.5%	77.6%	78.3%
2023 Population by Age			
Total	9,736	78,404	164,443
0 - 4	5.7%	4.8%	4.7%
5 - 9	5.9%	5.6%	5.5%
10 - 14	6.3%	6.5%	6.3%
15 - 24	11.6%	10.5%	10.5%
25 - 34	12.8%	9.9%	10.4%
35 - 44	13.5%	12.1%	12.3%
45 - 54	12.3%	13.1%	12.8%
55 - 64	13.3%	14.9%	14.7%
65 - 74	10.5%	12.3%	12.5%
75 - 84	5.6%	7.1%	7.1%
85 +	2.4%	3.2%	3.3%
18 +	78.3%	78.9%	79.6%
2010 Population by Sex			
Males	4,504	36,876	76,366
Females	4,843	39,669	82,565
2018 Population by Sex			
Males	4,626	37,506	77,969
Females	4,984	40,221	84,213
2023 Population by Sex			
Males	4,684	37,942	79,196
Females	5,053	40,464	85,246

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Community Profile

Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	9,347	76,544	158,931
White Alone	88.3%	89.5%	88.5%
Black Alone	2.7%	2.2%	2.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	5.5%	5.9%	6.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.2%	0.5%	0.6%
Two or More Races	2.0%	1.7%	1.7%
Hispanic Origin	3.3%	2.3%	2.6%
Diversity Index	26.6	23.1	25.1
2018 Population by Race/Ethnicity			
Total	9,611	77,725	162,182
White Alone	85.1%	86.5%	85.3%
Black Alone	3.3%	2.8%	2.9%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	7.0%	7.6%	8.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.5%	0.6%	0.8%
Two or More Races	2.7%	2.3%	2.3%
Hispanic Origin	4.0%	2.8%	3.2%
Diversity Index	32.6	28.7	30.9
2023 Population by Race/Ethnicity			
Total	9,738	78,406	164,441
White Alone	82.4%	83.9%	82.5%
Black Alone	3.8%	3.2%	3.4%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	8.3%	9.1%	10.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.7%	0.8%	0.9%
Two or More Races	3.3%	2.8%	2.8%
Hispanic Origin	4.8%	3.3%	3.8%
Diversity Index	37.5	33.3	35.8
2010 Population by Relationship and Household Type			
Total	9,347	76,545	158,931
In Households	99.8%	99.1%	98.5%
In Family Households	84.2%	88.0%	85.6%
Householder	27.5%	28.4%	27.8%
Spouse	21.8%	24.4%	23.9%
Child	31.6%	32.7%	31.3%
Other relative	2.1%	1.7%	1.7%
Nonrelative	1.2%	0.9%	0.9%
In Nonfamily Households	15.5%	11.1%	12.9%
In Group Quarters	0.2%	0.9%	1.5%
Institutionalized Population	0.0%	0.8%	1.4%
Noninstitutionalized Population	0.2%	0.1%	0.1%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	6,703	54,914	115,419
Less than 9th Grade	1.7%	0.7%	1.0%
9th - 12th Grade, No Diploma	5.2%	2.2%	1.9%
High School Graduate	17.4%	13.6%	11.9%
GED/Alternative Credential	1.6%	1.5%	1.5%
Some College, No Degree	18.6%	17.1%	16.6%
Associate Degree	7.0%	6.0%	6.1%
Bachelor's Degree	30.1%	35.0%	35.5%
Graduate/Professional Degree	18.3%	23.7%	25.7%
2018 Population 15+ by Marital Status			
Total	7,821	63,737	133,882
Never Married	22.9%	22.9%	24.3%
Married	58.8%	61.6%	60.5%
Widowed	6.8%	6.4%	6.3%
Divorced	11.5%	9.1%	8.9%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	97.5%	97.8%	98.0%
Civilian Unemployed (Unemployment Rate)	2.5%	2.2%	2.0%
2018 Employed Population 16+ by Industry			
Total	5,252	40,877	85,248
Agriculture/Mining	0.5%	0.5%	0.6%
Construction	5.0%	4.6%	4.0%
Manufacturing	12.3%	11.3%	10.6%
Wholesale Trade	3.4%	3.1%	3.5%
Retail Trade	14.6%	12.1%	11.6%
Transportation/Utilities	2.4%	2.6%	2.2%
Information	2.9%	2.7%	2.3%
Finance/Insurance/Real Estate	6.8%	10.8%	11.7%
Services	50.7%	50.5%	51.8%
Public Administration	1.5%	1.8%	1.7%
2018 Employed Population 16+ by Occupation			
Total	5,250	40,875	85,249
White Collar	69.7%	79.4%	81.2%
Management/Business/Financial	16.4%	22.8%	24.4%
Professional	22.7%	29.3%	30.4%
Sales	19.1%	15.8%	15.3%
Administrative Support	11.6%	11.5%	11.1%
Services	17.0%	11.2%	11.2%
Blue Collar	13.2%	9.4%	7.5%
Farming/Forestry/Fishing	0.5%	0.1%	0.1%
Construction/Extraction	3.6%	2.5%	2.0%
Installation/Maintenance/Repair	2.6%	1.9%	1.4%
Production	5.3%	2.5%	2.0%
Transportation/Material Moving	1.2%	2.4%	2.1%
2010 Population By Urban/ Rural Status			
Total Population	9,347	76,545	158,931
Population Inside Urbanized Area	100.0%	99.0%	98.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.0%	1.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	3,772	28,985	61,552
Households with 1 Person	25.8%	21.5%	23.8%
Households with 2+ People	74.2%	78.5%	76.2%
Family Households	68.4%	74.9%	71.9%
Husband-wife Families	54.3%	64.3%	61.9%
With Related Children	24.5%	29.2%	27.9%
Other Family (No Spouse Present)	14.1%	10.7%	10.0%
Other Family with Male Householder	3.8%	2.8%	2.7%
With Related Children	2.2%	1.5%	1.5%
Other Family with Female Householder	10.3%	7.8%	7.3%
With Related Children	6.3%	4.6%	4.3%
Nonfamily Households	5.8%	3.5%	4.3%
All Households with Children	33.4%	35.5%	33.9%
Multigenerational Households	2.4%	2.2%	2.0%
Unmarried Partner Households	5.1%	3.3%	3.5%
Male-female	4.6%	2.8%	3.0%
Same-sex	0.6%	0.5%	0.5%
2010 Households by Size			
Total	3,772	28,985	61,553
1 Person Household	25.8%	21.5%	23.8%
2 Person Household	34.0%	35.0%	35.2%
3 Person Household	17.2%	17.2%	16.5%
4 Person Household	15.1%	16.6%	15.5%
5 Person Household	5.6%	6.8%	6.5%
6 Person Household	1.6%	2.0%	1.8%
7 + Person Household	0.7%	0.8%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	3,772	28,986	61,552
Owner Occupied	76.0%	85.5%	81.1%
Owned with a Mortgage/Loan	57.1%	65.6%	62.4%
Owned Free and Clear	19.0%	19.8%	18.7%
Renter Occupied	24.0%	14.5%	18.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,966	30,176	64,546
Housing Units Inside Urbanized Area	100.0%	99.1%	98.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.9%	1.5%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
	1. Bright Young Professionals	Exurbanites (1E)	Exurbanites (1E)
	2. Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Professional Pride (1B)
	3. Exurbanites (1E)	Soccer Moms (4A)	Top Tier (1A)
2018 Consumer Spending			
Apparel & Services: Total \$	\$9,508,810	\$95,903,523	\$213,947,592
Average Spent	\$2,460.24	\$3,268.58	\$3,414.09
Spending Potential Index	113	150	157
Education: Total \$	\$6,524,521	\$70,860,309	\$157,642,482
Average Spent	\$1,688.10	\$2,415.06	\$2,515.60
Spending Potential Index	117	167	174
Entertainment/Recreation: Total \$	\$13,950,939	\$143,862,842	\$319,228,322
Average Spent	\$3,609.56	\$4,903.13	\$5,094.12
Spending Potential Index	112	152	158
Food at Home: Total \$	\$21,387,647	\$211,148,427	\$471,461,587
Average Spent	\$5,533.67	\$7,196.36	\$7,523.40
Spending Potential Index	110	143	150
Food Away from Home: Total \$	\$15,455,950	\$153,854,768	\$343,351,518
Average Spent	\$3,998.95	\$5,243.68	\$5,479.07
Spending Potential Index	114	149	156
Health Care: Total \$	\$24,455,053	\$253,572,984	\$560,776,233
Average Spent	\$6,327.31	\$8,642.27	\$8,948.65
Spending Potential Index	110	151	156
HH Furnishings & Equipment: Total \$	\$9,224,770	\$94,837,287	\$210,031,686
Average Spent	\$2,386.75	\$3,232.24	\$3,351.61
Spending Potential Index	114	155	160
Personal Care Products & Services: Total \$	\$3,681,983	\$37,517,357	\$83,393,095
Average Spent	\$952.65	\$1,278.67	\$1,330.76
Spending Potential Index	115	154	161
Shelter: Total \$	\$73,060,016	\$740,629,721	\$1,656,250,774
Average Spent	\$18,902.98	\$25,242.14	\$26,429.81
Spending Potential Index	113	150	157
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,759,931	\$117,027,085	\$260,140,217
Average Spent	\$2,783.94	\$3,988.52	\$4,151.22
Spending Potential Index	112	160	167
Travel: Total \$	\$9,683,334	\$104,963,859	\$231,671,665
Average Spent	\$2,505.39	\$3,577.38	\$3,696.93
Spending Potential Index	116	166	172
Vehicle Maintenance & Repairs: Total \$	\$4,656,397	\$46,843,277	\$103,997,328
Average Spent	\$1,204.76	\$1,596.51	\$1,659.55
Spending Potential Index	112	148	154

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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