

EXPANDED PROFILE

2000-2010 Census, 2015 Estimates with 2020 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 38.5930/-90.5388

RF5

Olde Towne Plaza

	1 mi radius	3 mi radius	5 mi radius
Population			
Estimated Population (2015)	10,653	81,604	157,468
Projected Population (2020)	10,618	81,531	157,585
Census Population (2010)	10,699	83,468	160,524
Census Population (2000)	11,253	84,861	159,214
Projected Annual Growth (2015 to 2020)	-35 -0.1%	-73 -	117 -
Historical Annual Growth (2010 to 2015)	-46 -0.1%	-1,864 -0.4%	-3,055 -0.4%
Historical Annual Growth (2000 to 2010)	-554 -0.5%	-1,393 -0.2%	1,310 0.1%
Estimated Population Density (2015)	3,392 <i>psm</i>	2,887 <i>psm</i>	2,006 <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 (2015)	4,527	32,792	63,143
Projected Households (2020)	4,581	33,293	64,194
Census Households (2010)	4,398	32,470	62,242
Census Households (2000)	4,505	31,394	58,631
Estimated Households with Children (2015)	1,331 29.4%	10,541 32.1%	19,923 31.6%
Estimated Average Household Size (2015)	2.33	2.47	2.45
Average Household Income			
Estimated Average Household Income (2015)	\$74,280	\$104,512	\$119,485
Projected Average Household Income (2020)	\$78,747	\$110,812	\$126,686
Estimated Average Family Income (2015)	\$101,595	\$132,429	\$153,503
Median Household Income			
Estimated Median Household Income (2015)	\$62,351	\$84,210	\$92,497
Projected Median Household Income (2020)	\$64,624	\$88,938	\$97,257
Estimated Median Family Income (2015)	\$80,324	\$103,015	\$114,451
Per Capita Income			
Estimated Per Capita Income (2015)	\$31,612	\$42,041	\$47,998
Projected Per Capita Income (2020)	\$34,019	\$45,293	\$51,693
Estimated Per Capita income 5 Year Growth	\$2,407 7.6%	\$3,252 7.7%	\$3,694 7.7%
Estimated Average Household Net Worth (2015)	\$510,039	\$652,060	\$702,792
Daytime Demos (2015)			
Total Businesses	415	2,734	6,475
Total Employees	4,000	27,446	83,926
Company Headquarter Businesses	- -	4 0.2%	64 1.0%
Company Headquarter Employees	- -	914 3.3%	9,413 11.2%
Employee Population per Business	9.6	10.0	13.0
Residential Population per Business	25.7	29.8	24.3

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Race & Ethnicity						
White (2015)	9,368	87.9%	71,048	87.1%	137,778	87.5%
Black or African American (2015)	360	3.4%	2,134	2.6%	3,807	2.4%
American Indian or Alaska Native (2015)	33	0.3%	144	0.2%	249	0.2%
Asian (2015)	498	4.7%	6,138	7.5%	11,772	7.5%
Hawaiian or Pacific Islander (2015)	6	0.1%	18	-	41	-
Other Race (2015)	132	1.2%	595	0.7%	1,091	0.7%
Two or More Races (2015)	256	2.4%	1,528	1.9%	2,730	1.7%
Not Hispanic or Latino Population (2015)	10,257	96.3%	79,165	97.0%	152,993	97.2%
Hispanic or Latino Population (2015)	396	3.7%	2,439	3.0%	4,476	2.8%
Not Hispanic or Latino Population (2020)	10,121	95.3%	78,458	96.2%	151,857	96.4%
Hispanic or Latino Population (2020)	497	4.7%	3,073	3.8%	5,728	3.6%
Not Hispanic or Latino Population (2010)	10,342	96.7%	81,248	97.3%	156,498	97.5%
Hispanic or Latino Population (2010)	357	3.3%	2,220	2.7%	4,026	2.5%
Not Hispanic or Latino Population (2000)	11,018	97.9%	83,498	98.4%	156,821	98.5%
Hispanic or Latino Population (2000)	235	2.1%	1,363	1.6%	2,393	1.5%
Projected Hispanic Annual Growth (2015 to 2020)	101	5.1%	634	5.2%	1,252	5.6%
Historic Hispanic Annual Growth (2000 to 2015)	161	4.6%	1,076	5.3%	2,083	5.8%
Age Distribution (2015)						
Age Under 5	641	6.0%	4,505	5.5%	8,242	5.2%
Age 5 to 9 Years	678	6.4%	5,336	6.5%	10,000	6.4%
Age 10 to 14 Years	612	5.7%	5,497	6.7%	10,963	7.0%
Age 15 to 19 Years	661	6.2%	5,420	6.6%	10,714	6.8%
Age 20 to 24 Years	665	6.2%	4,050	5.0%	7,617	4.8%
Age 25 to 29 Years	725	6.8%	4,080	5.0%	7,474	4.7%
Age 30 to 34 Years	732	6.9%	4,690	5.7%	8,373	5.3%
Age 35 to 39 Years	689	6.5%	4,950	6.1%	9,090	5.8%
Age 40 to 44 Years	648	6.1%	5,228	6.4%	10,004	6.4%
Age 45 to 49 Years	651	6.1%	5,575	6.8%	10,885	6.9%
Age 50 to 54 Years	724	6.8%	6,303	7.7%	12,268	7.8%
Age 55 to 59 Years	727	6.8%	6,203	7.6%	12,502	7.9%
Age 60 to 64 Years	643	6.0%	5,748	7.0%	11,641	7.4%
Age 65 to 74 Years	1,062	10.0%	7,851	9.6%	15,175	9.6%
Age 75 to 84 Years	556	5.2%	4,049	5.0%	7,749	4.9%
Age 85 Years or Over	241	2.3%	2,118	2.6%	4,771	3.0%
Median Age	38.8		41.5		42.3	
Gender Age Distribution (2015)						
Female Population	5,506	51.7%	42,207	51.7%	81,768	51.9%
Age 0 to 19 Years	1,286	23.4%	10,165	24.1%	19,624	24.0%
Age 20 to 64 Years	3,161	57.4%	24,164	57.3%	46,435	56.8%
Age 65 Years or Over	1,059	19.2%	7,878	18.7%	15,708	19.2%
Female Median Age	40.0		42.7		43.6	
Male Population	5,147	48.3%	39,398	48.3%	75,701	48.1%
Age 0 to 19 Years	1,306	25.4%	10,593	26.9%	20,295	26.8%
Age 20 to 64 Years	3,042	59.1%	22,664	57.5%	43,420	57.4%
Age 65 Years or Over	799	15.5%	6,141	15.6%	11,986	15.8%
Male Median Age	37.4		40.1		41.1	

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Household Income Distribution (2015)						
HH Income \$200,000 or More	120	2.6%	2,872	8.8%	7,759	12.3%
HH Income \$150,000 to \$199,999	235	5.2%	3,502	10.7%	7,223	11.4%
HH Income \$100,000 to \$149,999	775	17.1%	6,724	20.5%	12,766	20.2%
HH Income \$75,000 to \$99,999	625	13.8%	4,458	13.6%	7,912	12.5%
HH Income \$50,000 to \$74,999	943	20.8%	5,686	17.3%	10,577	16.8%
HH Income \$35,000 to \$49,999	686	15.2%	3,818	11.6%	6,626	10.5%
HH Income \$25,000 to \$34,999	534	11.8%	2,458	7.5%	3,999	6.3%
HH Income \$15,000 to \$24,999	339	7.5%	1,716	5.2%	3,322	5.3%
HH Income Under \$15,000	269	6.0%	1,557	4.7%	2,960	4.7%
HH Income \$35,000 or More	3,385	74.8%	27,061	82.5%	52,862	83.7%
HH Income \$75,000 or More	1,755	38.8%	17,557	53.5%	35,659	56.5%
Housing (2015)						
Total Housing Units	4,686		33,814		65,143	
Housing Units Occupied	4,527	96.6%	32,792	97.0%	63,143	96.9%
Housing Units Owner-Occupied	3,101	68.5%	26,923	82.1%	50,610	80.2%
Housing Units, Renter-Occupied	1,427	31.5%	5,869	17.9%	12,533	19.8%
Housing Units, Vacant	159	3.4%	1,022	3.0%	2,000	3.1%
Marital Status (2015)						
Never Married	2,779	31.9%	16,916	25.5%	31,746	24.8%
Currently Married	4,139	47.5%	37,343	56.4%	73,724	57.5%
Separated	346	4.0%	1,664	2.5%	3,217	2.5%
Widowed	423	4.8%	4,008	6.0%	8,074	6.3%
Divorced	1,035	11.9%	6,336	9.6%	11,503	9.0%
Household Type (2015)						
Population Family	7,937	74.5%	65,966	80.8%	125,992	80.0%
Population Non-Family	2,619	24.6%	14,911	18.3%	28,685	18.2%
Population Group Quarters	97	0.9%	728	0.9%	2,792	1.8%
Family Households	2,886	63.7%	23,110	70.5%	44,179	70.0%
Non-Family Households	1,642	36.3%	9,682	29.5%	18,964	30.0%
Married Couple with Children	935	22.6%	8,431	22.6%	16,277	22.1%
Average Family Household Size	2.8		2.9		2.9	
Household Size (2015)						
1 Person Households	1,344	29.7%	8,306	25.3%	16,231	25.7%
2 Person Households	1,619	35.8%	11,799	36.0%	23,065	36.5%
3 Person Households	692	15.3%	5,254	16.0%	9,718	15.4%
4 Person Households	559	12.3%	4,715	14.4%	8,949	14.2%
5 Person Households	209	4.6%	1,929	5.9%	3,716	5.9%
6 or More Person Households	106	2.3%	789	2.4%	1,465	2.3%
Household Vehicles (2015)						
Households with 0 Vehicles Available	124	2.7%	951	2.9%	2,112	3.3%
Households with 1 Vehicles Available	1,452	32.1%	8,901	27.1%	16,645	26.4%
Households with 2 or More Vehicles Available	2,951	65.2%	22,939	70.0%	44,386	70.3%
Total Vehicles Available	8,563		64,702		124,961	
Average Vehicles Per Household	1.9		2.0		2.0	

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Labor Force (2015)			
Estimated Labor Population Age 16 Years or Over	8,568	65,025	125,851
Estimated Civilian Employed	5,985 69.8%	42,970 66.1%	81,974 65.1%
Estimated Civilian Unemployed	192 2.2%	1,341 2.1%	2,463 2.0%
Estimated in Armed Forces	1 -	42 0.1%	76 0.1%
Estimated Not in Labor Force	2,390 27.9%	20,672 31.8%	41,338 32.8%
Unemployment Rate	2.2%	2.1%	2.0%
Occupation (2010)			
Occupation: Population Age 16 Years or Over	5,663	41,260	78,458
Management, Business, Financial Operations	917 16.2%	8,584 20.8%	17,614 22.4%
Professional, Related	1,499 26.5%	11,726 28.4%	22,797 29.1%
Service	1,128 19.9%	5,605 13.6%	9,799 12.5%
Sales, Office	1,374 24.3%	11,283 27.3%	21,123 26.9%
Farming, Fishing, Forestry	26 0.5%	71 0.2%	128 0.2%
Construct, Extraction, Maintenance	340 6.0%	1,844 4.5%	3,084 3.9%
Production, Transport Material Moving	379 6.7%	2,147 5.2%	3,913 5.0%
White Collar Workers	66.9%	76.6%	78.4%
Blue Collar Workers	33.1%	23.4%	21.6%
Consumer Expenditure (2015)			
Total Household Expenditure	\$260 M	\$2.39 B	\$5.05 B
Total Non-Retail Expenditure	\$141 M 54.2%	\$1.30 B 54.6%	\$2.76 B 54.7%
Total Retail Expenditure	\$119 M 45.8%	\$1.08 B 45.4%	\$2.29 B 45.3%
Apparel	\$8.99 M 3.5%	\$83.6 M 3.5%	\$178 M 3.5%
Contributions	\$10.9 M 4.2%	\$115 M 4.8%	\$254 M 5.0%
Education	\$9.11 M 3.5%	\$95.8 M 4.0%	\$211 M 4.2%
Entertainment	\$14.6 M 5.6%	\$136 M 5.7%	\$287 M 5.7%
Food and Beverages	\$38.2 M 14.7%	\$342 M 14.3%	\$715 M 14.2%
Furnishings and Equipment	\$8.93 M 3.4%	\$84.8 M 3.6%	\$181 M 3.6%
Gifts	\$6.31 M 2.4%	\$63.6 M 2.7%	\$139 M 2.7%
Health Care	\$21.0 M 8.1%	\$183 M 7.7%	\$381 M 7.6%
Household Operations	\$7.27 M 2.8%	\$72.5 M 3.0%	\$157 M 3.1%
Miscellaneous Expenses	\$3.87 M 1.5%	\$34.4 M 1.4%	\$71.9 M 1.4%
Personal Care	\$3.38 M 1.3%	\$30.8 M 1.3%	\$64.8 M 1.3%
Personal Insurance	\$1.88 M 0.7%	\$19.0 M 0.8%	\$41.5 M 0.8%
Reading	\$579 K 0.2%	\$5.34 M 0.2%	\$11.3 M 0.2%
Shelter	\$53.5 M 20.6%	\$495 M 20.7%	\$1.05 B 20.8%
Tobacco	\$1.62 M 0.6%	\$13.0 M 0.5%	\$26.4 M 0.5%
Transportation	\$50.0 M 19.3%	\$445 M 18.6%	\$928 M 18.4%
Utilities	\$19.6 M 7.6%	\$171 M 7.1%	\$355 M 7.0%
Educational Attainment (2015)			
Adult Population Age 25 Years or Over	8,918	70,562	139,107
Elementary (Grade Level 0 to 8)	138 1.5%	1,124 1.6%	2,857 2.1%
Some High School (Grade Level 9 to 11)	449 5.0%	2,374 3.4%	4,099 2.9%
High School Graduate	1,467 16.5%	9,148 13.0%	15,393 11.1%
Some College	1,929 21.6%	10,983 15.6%	19,566 14.1%
Associate Degree Only	507 5.7%	4,019 5.7%	7,279 5.2%
Bachelor Degree Only	1,959 22.0%	18,700 26.5%	37,794 27.2%
Graduate Degree	2,470 27.7%	24,212 34.3%	52,120 37.5%

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Units In Structure (2010)						
1 Detached Unit	3,192	72.6%	25,092	77.3%	46,298	74.4%
1 Attached Unit	171	3.9%	2,071	6.4%	4,437	7.1%
2 to 4 Units	415	9.4%	1,501	4.6%	2,311	3.7%
5 to 9 Units	353	8.0%	1,430	4.4%	2,585	4.2%
10 to 19 Units	117	2.7%	1,126	3.5%	3,076	4.9%
20 to 49 Units	74	1.7%	250	0.8%	891	1.4%
50 or More Units	32	0.7%	677	2.1%	1,884	3.0%
Mobile Home or Trailer	43	1.0%	322	1.0%	740	1.2%
Other Structure	-	-	1	-	21	-
Homes Built By Year (2010)						
Homes Built 2005 or later	142	3.2%	1,126	3.5%	2,522	4.1%
Homes Built 2000 to 2004	136	3.1%	1,964	6.0%	4,139	6.7%
Homes Built 1990 to 1999	334	7.6%	5,027	15.5%	11,396	18.3%
Homes Built 1980 to 1989	525	11.9%	5,325	16.4%	12,544	20.2%
Homes Built 1970 to 1979	1,186	27.0%	8,522	26.2%	14,895	23.9%
Homes Built 1960 to 1969	976	22.2%	5,073	15.6%	7,264	11.7%
Homes Built 1950 to 1959	715	16.3%	2,874	8.9%	4,595	7.4%
Homes Built Before 1949	383	8.7%	2,560	7.9%	4,888	7.9%
Home Values (2010)						
Home Values \$1,000,000 or More	6	0.2%	150	0.6%	831	1.6%
Home Values \$500,000 to \$999,999	32	1.1%	1,498	5.6%	4,967	9.9%
Home Values \$400,000 to \$499,999	44	1.4%	1,574	5.9%	4,088	8.1%
Home Values \$300,000 to \$399,999	170	5.5%	3,514	13.1%	8,424	16.7%
Home Values \$200,000 to \$299,999	1,248	40.7%	9,623	35.8%	15,802	31.3%
Home Values \$150,000 to \$199,999	926	30.2%	5,922	22.0%	8,401	16.7%
Home Values \$100,000 to \$149,999	422	13.7%	2,769	10.3%	4,478	8.9%
Home Values \$70,000 to \$99,999	95	3.1%	793	3.0%	1,418	2.8%
Home Values \$50,000 to \$69,999	35	1.2%	316	1.2%	623	1.2%
Home Values \$25,000 to \$49,999	27	0.9%	296	1.1%	578	1.1%
Home Values Under \$25,000	64	2.1%	414	1.5%	806	1.6%
Owner-Occupied Median Home Value	\$201,004		\$241,322		\$287,000	
Renter-Occupied Median Rent	\$667		\$840		\$848	
Transportation To Work (2010)						
Drive to Work Alone	4,627	84.2%	35,032	86.0%	66,199	85.8%
Drive to Work in Carpool	432	7.9%	2,564	6.3%	4,379	5.7%
Travel to Work by Public Transportation	27	0.5%	198	0.5%	445	0.6%
Drive to Work on Motorcycle	10	0.2%	50	0.1%	73	0.1%
Walk or Bicycle to Work	152	2.8%	564	1.4%	918	1.2%
Other Means	16	0.3%	183	0.4%	497	0.6%
Work at Home	231	4.2%	2,161	5.3%	4,664	6.0%
Travel Time (2010)						
Travel to Work in 14 Minutes or Less	1,520	28.9%	8,961	23.2%	17,418	24.0%
Travel to Work in 15 to 29 Minutes	1,986	37.7%	15,387	39.9%	29,130	40.2%
Travel to Work in 30 to 59 Minutes	1,598	30.4%	12,989	33.7%	23,738	32.7%
Travel to Work in 60 Minutes or More	159	3.0%	1,254	3.2%	2,224	3.1%
Average Minutes Travel to Work	20.8		22.8		22.7	

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