EXPANDED PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections
Calculated using Weighted Block Centroid from Block Groups

THE BEDRIN ORGANIZATION
Value Oriented Real Estate Managers

Lat/Lon: 38.5922/-90.5412

RF5

Olde Towne Plaza Ballwin, MO 63011	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Population								
Estimated Population (2018)	10,309		83,029		161,875		420,917	
Projected Population (2023)	10,049		81,608		159,214		415,086	
Census Population (2010)	10,249		83,086		160,709		416,597	
Census Population (2000)	10,727		84,345		159,423		406,516	
Projected Annual Growth (2018 to 2023)	-260	-0.5%	-1,421	-0.3%	-2,661	-0.3%	-5,831	-0.3%
Historical Annual Growth (2010 to 2018)	60	0.1%	-57	-	1,166	0.1%	4,320	0.1%
Historical Annual Growth (2000 to 2010)	-478	-0.4%	-1,259	-0.1%	1,286	0.1%	10,081	0.2%
Estimated Population Density (2018)	3,283 *psm*		2,938 *psm*		2,062 *psm*		1,340 *psm*	
Trade Area Size	3.14 *sq mi*		28.26 *sq mi*		78.51 *sq mi*		314.03 *sq mi*	
Households								
Estimated Households (2018)	4,449		33,670		65,573		173,684	
Projected Households (2023)	4,425		33,818		65,894		174,914	
Census Households (2010)	4,228		32,233		62,283		164,401	
Census Households (2000)	4,321		31,112		58,688		155,847	
Estimated Households with Children (2018)	1,277	28.7%	10,586	31.4%	20,170	30.8%	52,329	30.1%
Estimated Average Household Size (2018)	2.30		2.44		2.43		2.39	
Average Household Income								
Estimated Average Household Income (2018)	$94,733		$128,961		$145,689		$138,525	
Projected Average Household Income (2023)	$111,776		$159,065		$181,391		$171,102	
Estimated Average Family Income (2018)	$122,573		$155,676		$179,367		$173,818	
Median Household Income								
Estimated Median Household Income (2018)	$75,319		$98,807		$109,178		$104,816	
Projected Median Household Income (2023)	$85,706		$114,169		$126,555		$120,512	
Estimated Median Family Income (2018)	$93,506		$120,471		$135,491		$132,582	
Per Capita Income								
Estimated Per Capita Income (2018)	$40,929		$52,338		$59,096		$57,225	
Projected Per Capita Income (2023)	$49,269		$65,958		$75,154		$72,167	
Estimated Per Capita Income 5 Year Growth	$8,340	20.4%	$13,620	26.0%	$16,058	27.2%	$14,942	26.1%
Estimated Average Household Net Worth (2018)	$668,978		$1,049,763		$1,208,983		$1,133,389	
Daytime Demos (2018)								
Total Businesses	389		2,672		6,451		22,631	
Total Employees	4,382		27,293		94,753		322,265	
Company Headquarter Businesses	-	-	7	0.3%	65	1.0%	294	1.3%
Company Headquarter Employees	-	-	80	0.3%	27,062	28.6%	67,188	20.8%
Employee Population per Business	11.3		10.2		14.7		14.2	
Residential Population per Business	26.5		31.1		25.1		18.6	

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Demographic Source: Applied Geographic Solutions 10/2018, TIGER Geography

EXPANDED PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections
Calculated using Weighted Block Centroid from Block Groups

THE **BEDRIN** ORGANIZATION
Value Oriented Real Estate Managers

Lat/Lon: 38.5922/-90.5412

Olde Towne Plaza Ballwin, MO 63011	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Race & Ethnicity								
White (2018)	8,752	84.9%	70,159	84.5%	137,067	84.7%	358,391	85.1%
Black or African American (2018)	550	5.3%	3,543	4.3%	6,709	4.1%	22,414	5.3%
American Indian or Alaska Native (2018)	35	0.3%	156	0.2%	282	0.2%	834	0.2%
Asian (2018)	551	5.3%	6,707	8.1%	13,269	8.2%	27,356	6.5%
Hawaiian or Pacific Islander (2018)	6	0.1%	19	-	45	-	135	-
Other Race (2018)	146	1.4%	679	0.8%	1,245	0.8%	3,253	0.8%
Two or More Races (2018)	270	2.6%	1,767	2.1%	3,257	2.0%	8,534	2.0%
Not Hispanic or Latino Population (2018)	9,879	95.8%	80,262	96.7%	156,648	96.8%	407,947	96.9%
Hispanic or Latino Population (2018)	430	4.2%	2,767	3.3%	5,227	3.2%	12,970	3.1%
Not Hispanic or Latino Population (2023)	9,615	95.7%	78,775	96.5%	153,846	96.6%	401,664	96.8%
Hispanic or Latino Population (2023)	434	4.3%	2,833	3.5%	5,368	3.4%	13,421	3.2%
Not Hispanic or Latino Population (2010)	9,900	96.6%	80,869	97.3%	156,667	97.5%	406,666	97.6%
Hispanic or Latino Population (2010)	349	3.4%	2,217	2.7%	4,042	2.5%	9,931	2.4%
Not Hispanic or Latino Population (2000)	10,501	97.9%	82,993	98.4%	157,021	98.5%	400,834	98.6%
Hispanic or Latino Population (2000)	227	2.1%	1,352	1.6%	2,403	1.5%	5,682	1.4%
Projected Hispanic Annual Growth (2018 to 2023)	4	0.2%	66	0.5%	141	0.5%	452	0.7%
Historic Hispanic Annual Growth (2000 to 2018)	204	5.0%	1,415	5.8%	2,824	6.5%	7,288	7.1%
Age Distribution (2018)								
Age Under 5	624	6.1%	4,508	5.4%	8,354	5.2%	22,794	5.4%
Age 5 to 9 Years	638	6.2%	5,281	6.4%	10,025	6.2%	25,996	6.2%
Age 10 to 14 Years	579	5.6%	5,493	6.6%	11,008	6.8%	28,112	6.7%
Age 15 to 19 Years	600	5.8%	5,179	6.2%	10,294	6.4%	25,951	6.2%
Age 20 to 24 Years	642	6.2%	4,111	5.0%	7,860	4.9%	20,265	4.8%
Age 25 to 29 Years	718	7.0%	4,225	5.1%	7,878	4.9%	22,153	5.3%
Age 30 to 34 Years	714	6.9%	4,809	5.8%	8,741	5.4%	24,144	5.7%
Age 35 to 39 Years	735	7.1%	5,516	6.6%	10,245	6.3%	26,984	6.4%
Age 40 to 44 Years	607	5.9%	5,108	6.2%	9,862	6.1%	25,538	6.1%
Age 45 to 49 Years	591	5.7%	5,386	6.5%	10,589	6.5%	27,305	6.5%
Age 50 to 54 Years	614	6.0%	5,671	6.8%	11,128	6.9%	28,747	6.8%
Age 55 to 59 Years	685	6.6%	6,174	7.4%	12,572	7.8%	32,874	7.8%
Age 60 to 64 Years	654	6.3%	6,217	7.5%	12,696	7.8%	31,969	7.6%
Age 65 to 74 Years	1,145	11.1%	9,077	10.9%	17,736	11.0%	45,293	10.8%
Age 75 to 84 Years	544	5.3%	4,276	5.1%	8,287	5.1%	21,826	5.2%
Age 85 Years or Over	219	2.1%	1,999	2.4%	4,598	2.8%	10,966	2.6%
Median Age	38.9		41.8		42.7		42.3	
Gender Age Distribution (2018)								
Female Population	5,304	51.5%	42,673	51.4%	83,514	51.6%	216,578	51.5%
Age 0 to 19 Years	1,206	22.7%	9,958	23.3%	19,403	23.2%	50,084	23.1%
Age 20 to 64 Years	3,010	56.8%	24,168	56.6%	47,037	56.3%	122,933	56.8%
Age 65 Years or Over	1,088	20.5%	8,548	20.0%	17,073	20.4%	43,561	20.1%
Female Median Age	40.3		43.1		43.9		43.6	
Male Population	5,005	48.5%	40,356	48.6%	78,361	48.4%	204,339	48.5%
Age 0 to 19 Years	1,235	24.7%	10,503	26.0%	20,279	25.9%	52,769	25.8%
Age 20 to 64 Years	2,951	59.0%	23,049	57.1%	44,534	56.8%	117,046	57.3%
Age 65 Years or Over	820	16.4%	6,804	16.9%	13,548	17.3%	34,524	16.9%
Male Median Age	37.4		40.3		41.4		40.9	

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Olde Towne Plaza	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Ballwin, MO 63011								
Household Income Distribution (2018)								
HH Income $200,000 or More	315	7.1%	5,088	15.1%	12,369	18.9%	30,447	17.5%
HH Income $150,000 to $199,999	360	8.1%	3,961	11.8%	8,261	12.6%	19,867	11.4%
HH Income $100,000 to $149,999	781	17.6%	6,679	19.8%	12,846	19.6%	33,467	19.3%
HH Income $75,000 to $99,999	702	15.8%	4,391	13.0%	7,857	12.0%	21,478	12.4%
HH Income $50,000 to $74,999	1,010	22.7%	5,442	16.2%	9,794	14.9%	26,200	15.1%
HH Income $35,000 to $49,999	511	11.5%	3,290	9.8%	5,761	8.8%	16,448	9.5%
HH Income $25,000 to $34,999	419	9.4%	2,111	6.3%	3,628	5.5%	10,118	5.8%
HH Income $15,000 to $24,999	253	5.7%	1,652	4.9%	3,020	4.6%	8,723	5.0%
HH Income Under $15,000	98	2.2%	1,057	3.1%	2,035	3.1%	6,935	4.0%
HH Income $35,000 or More	3,679	82.7%	28,850	85.7%	56,889	86.8%	147,908	85.2%
HH Income $75,000 or More	2,158	48.5%	20,118	59.8%	41,333	63.0%	105,260	60.6%
Housing (2018)								
Total Housing Units	4,599		34,511		67,423		179,325	
Housing Units Occupied	4,449	96.7%	33,670	97.6%	65,573	97.3%	173,684	96.9%
Housing Units Owner-Occupied	3,004	67.5%	27,812	82.6%	52,520	80.1%	138,091	79.5%
Housing Units, Renter-Occupied	1,445	32.5%	5,858	17.4%	13,053	19.9%	35,594	20.5%
Housing Units, Vacant	150	3.3%	841	2.4%	1,850	2.7%	5,640	3.1%
Marital Status (2018)								
Never Married	2,318	27.4%	16,579	24.5%	32,540	24.6%	86,407	25.1%
Currently Married	4,429	52.3%	38,610	57.0%	76,586	57.8%	197,058	57.3%
Separated	289	3.4%	1,804	2.7%	3,640	2.7%	8,917	2.6%
Widowed	521	6.1%	4,237	6.3%	8,317	6.3%	20,401	5.9%
Divorced	912	10.8%	6,517	9.6%	11,403	8.6%	31,232	9.1%
Household Type (2018)								
Population Family	8,199	79.5%	70,559	85.0%	135,658	83.8%	350,055	83.2%
Population Non-Family	2,014	19.5%	11,737	14.1%	23,485	14.5%	65,530	15.6%
Population Group Quarters	96	0.9%	733	0.9%	2,732	1.7%	5,332	1.3%
Family Households	2,792	62.7%	23,610	70.1%	45,531	69.4%	117,684	67.8%
Non-Family Households	1,657	37.3%	10,060	29.9%	20,042	30.6%	56,000	32.2%
Married Couple with Children	890	20.1%	8,478	22.0%	16,458	21.5%	41,173	20.9%
Average Family Household Size	2.9		3.0		3.0		3.0	
Household Size (2018)								
1 Person Households	1,361	30.6%	8,681	25.8%	17,277	26.3%	48,140	27.7%
2 Person Households	1,608	36.1%	12,314	36.6%	24,218	36.9%	63,316	36.5%
3 Person Households	652	14.7%	5,254	15.6%	9,829	15.0%	25,654	14.8%
4 Person Households	534	12.0%	4,699	14.0%	9,026	13.8%	23,035	13.3%
5 Person Households	196	4.4%	1,928	5.7%	3,752	5.7%	9,649	5.6%
6 or More Person Households	98	2.2%	794	2.4%	1,471	2.2%	3,892	2.2%
Household Vehicles (2018)								
Households with 0 Vehicles Available	113	2.5%	1,017	3.0%	2,162	3.3%	5,926	3.4%
Households with 1 Vehicles Available	1,415	31.8%	9,118	27.1%	17,318	26.4%	46,931	27.0%
Households with 2 or More Vehicles Available	2,922	65.7%	23,535	69.9%	46,093	70.3%	120,827	69.6%
Total Vehicles Available	8,439		66,041		130,072		345,459	
Average Vehicles Per Household	1.9		2.0		2.0		2.0	

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Olde Towne Plaza Ballwin, MO 63011	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Labor Force (2018)								
Estimated Labor Population Age 16 Years or Over	8,330		66,568		130,178		338,317	
Estimated Civilian Employed	5,881	70.6%	43,663	65.6%	84,339	64.8%	221,971	65.6%
Estimated Civilian Unemployed	132	1.6%	819	1.2%	1,458	1.1%	4,318	1.3%
Estimated in Armed Forces	-	-	26	-	26	-	117	-
Estimated Not in Labor Force	2,317	27.8%	22,060	33.1%	44,355	34.1%	111,912	33.1%
Unemployment Rate	1.6%		1.2%		1.1%		1.3%	
Occupation (2015)								
Occupation: Population Age 16 Years or Over	5,859		43,668		84,465		221,756	
Management, Business, Financial Operations	953	16.3%	9,592	22.0%	20,287	24.0%	51,088	23.0%
Professional, Related	1,627	27.8%	12,945	29.6%	25,561	30.3%	64,936	29.3%
Service	925	15.8%	5,988	13.7%	10,562	12.5%	27,898	12.6%
Sales, Office	1,387	23.7%	10,860	24.9%	20,744	24.6%	54,740	24.7%
Farming, Fishing, Forestry	-	-	49	0.1%	66	0.1%	326	0.1%
Construct, Extraction, Maintenance	418	7.1%	1,719	3.9%	2,681	3.2%	9,261	4.2%
Production, Transport Material Moving	549	9.4%	2,514	5.8%	4,564	5.4%	13,506	6.1%
White Collar Workers	3,967	67.7%	33,397	76.5%	66,592	78.8%	170,765	77.0%
Blue Collar Workers	1,891	32.3%	10,271	23.5%	17,873	21.2%	50,991	23.0%
Consumer Expenditure (2018)								
Total Household Expenditure	$302 M		$2.85 B		$6.08 B		$15.5 B	
Total Non-Retail Expenditure	$157 M	52.1%	$1.51 B	53.0%	$3.24 B	53.3%	$8.25 B	53.2%
Total Retail Expenditure	$145 M	47.9%	$1.34 B	47.0%	$2.84 B	46.7%	$7.25 B	46.8%
Apparel	$10.6 M	3.5%	$100 M	3.5%	$215 M	3.5%	$548 M	3.5%
Contributions	$13.9 M	4.6%	$147 M	5.2%	$327 M	5.4%	$824 M	5.3%
Education	$11.5 M	3.8%	$121 M	4.3%	$268 M	4.4%	$676 M	4.4%
Entertainment	$17.1 M	5.7%	$162 M	5.7%	$348 M	5.7%	$885 M	5.7%
Food and Beverages	$43.6 M	14.5%	$400 M	14.1%	$848 M	13.9%	$2.17 B	14.0%
Furnishings and Equipment	$10.6 M	3.5%	$102 M	3.6%	$220 M	3.6%	$560 M	3.6%
Gifts	$7.77 M	2.6%	$79.5 M	2.8%	$174 M	2.9%	$441 M	2.8%
Health Care	$23.6 M	7.8%	$213 M	7.5%	$449 M	7.4%	$1.15 B	7.4%
Household Operations	$8.89 M	2.9%	$89.8 M	3.2%	$196 M	3.2%	$496 M	3.2%
Miscellaneous Expenses	$4.39 M	1.5%	$40.3 M	1.4%	$85.3 M	1.4%	$218 M	1.4%
Personal Care	$3.91 M	1.3%	$36.5 M	1.3%	$77.8 M	1.3%	$198 M	1.3%
Personal Insurance	$2.33 M	0.8%	$23.8 M	0.8%	$52.3 M	0.9%	$132 M	0.9%
Reading	$676 K	0.2%	$6.38 M	0.2%	$13.7 M	0.2%	$34.8 M	0.2%
Shelter	$62.2 M	20.6%	$591 M	20.8%	$1.27 B	20.8%	$3.23 B	20.8%
Tobacco	$1.72 M	0.6%	$14.5 M	0.5%	$29.7 M	0.5%	$76.9 M	0.5%
Transportation	$57.1 M	18.9%	$520 M	18.3%	$1.10 B	18.0%	$2.80 B	18.1%
Utilities	$22.0 M	7.3%	$198 M	7.0%	$416 M	6.8%	$1.07 B	6.9%
Educational Attainment (2018)								
Adult Population Age 25 Years or Over	7,226		58,457		114,333		297,800	
Elementary (Grade Level 0 to 8)	45	0.6%	529	0.9%	1,138	1.0%	3,410	1.1%
Some High School (Grade Level 9 to 11)	225	3.1%	1,538	2.6%	2,537	2.2%	7,457	2.5%
High School Graduate	1,440	19.9%	9,463	16.2%	15,840	13.9%	44,524	15.0%
Some College	1,618	22.4%	10,114	17.3%	18,874	16.5%	52,144	17.5%
Associate Degree Only	505	7.0%	3,708	6.3%	6,907	6.0%	19,465	6.5%
Bachelor Degree Only	2,230	30.9%	19,179	32.8%	39,561	34.6%	97,379	32.7%
Graduate Degree	1,163	16.1%	13,926	23.8%	29,475	25.8%	73,419	24.7%

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Units In Structure (2015)								
1 Detached Unit	3,212	76.0%	26,447	82.0%	49,437	79.4%	132,823	80.8%
1 Attached Unit	137	3.2%	1,951	6.1%	4,422	7.1%	8,642	5.3%
2 to 4 Units	274	6.5%	1,336	4.1%	2,432	3.9%	6,387	3.9%
5 to 9 Units	460	10.9%	1,766	5.5%	3,345	5.4%	8,190	5.0%
10 to 19 Units	202	4.8%	1,168	3.6%	3,310	5.3%	8,373	5.1%
20 to 49 Units	51	1.2%	368	1.1%	1,028	1.7%	2,977	1.8%
50 or More Units	79	1.9%	590	1.8%	1,542	2.5%	3,858	2.3%
Mobile Home or Trailer	18	0.4%	46	0.1%	157	0.3%	2,264	1.4%
Other Structure	-	-	2	-	8	-	28	-
Homes Built By Year (2015)								
Homes Built 2010 or later	59	1.4%	277	0.9%	619	1.0%	1,775	1.1%
Homes Built 2000 to 2009	251	5.9%	2,061	6.4%	5,490	8.8%	17,129	10.4%
Homes Built 1990 to 1999	229	5.4%	5,078	15.8%	12,180	19.6%	27,881	17.0%
Homes Built 1980 to 1989	398	9.4%	5,861	18.2%	14,350	23.0%	28,942	17.6%
Homes Built 1970 to 1979	1,171	27.7%	9,871	30.6%	17,258	27.7%	34,812	21.2%
Homes Built 1960 to 1969	1,323	31.3%	6,160	19.1%	8,440	13.6%	27,229	16.6%
Homes Built 1950 to 1959	780	18.4%	2,805	8.7%	4,061	6.5%	18,404	11.2%
Homes Built Before 1949	211	5.0%	1,266	3.9%	2,442	3.9%	14,507	8.8%
Home Values (2015)								
Home Values $1,000,000 or More	5	0.2%	76	0.3%	304	0.6%	1,396	1.1%
Home Values $500,000 to $999,999	68	2.3%	1,930	7.2%	6,060	12.0%	17,632	13.4%
Home Values $400,000 to $499,999	67	2.3%	1,868	7.0%	5,211	10.3%	12,209	9.2%
Home Values $300,000 to $399,999	364	12.6%	4,667	17.4%	10,710	21.2%	23,092	17.5%
Home Values $200,000 to $299,999	1,098	37.9%	9,761	36.5%	15,818	31.3%	37,036	28.0%
Home Values $150,000 to $199,999	731	25.3%	4,814	18.0%	7,035	13.9%	21,826	16.5%
Home Values $100,000 to $149,999	460	15.9%	2,922	10.9%	4,274	8.5%	13,561	10.3%
Home Values $70,000 to $99,999	78	2.7%	906	3.4%	1,417	2.8%	4,507	3.4%
Home Values $50,000 to $69,999	23	0.8%	229	0.9%	415	0.8%	1,516	1.1%
Home Values $25,000 to $49,999	32	1.1%	147	0.6%	244	0.5%	854	0.6%
Home Values Under $25,000	44	1.5%	323	1.2%	511	1.0%	2,384	1.8%
Owner-Occupied Median Home Value	$210,520		$256,672		$302,500		$295,842	
Renter-Occupied Median Rent	$860		$998		$991		$916	
Transportation To Work (2015)								
Drive to Work Alone	4,542	86.7%	36,546	86.4%	71,427	86.2%	184,666	85.5%
Drive to Work in Carpool	263	5.0%	2,266	5.4%	3,802	4.6%	11,073	5.1%
Travel to Work by Public Transportation	10	0.2%	242	0.6%	426	0.5%	1,412	0.7%
Drive to Work on Motorcycle	1	-	9	-	37	-	127	0.1%
Walk or Bicycle to Work	19	0.4%	253	0.6%	608	0.7%	2,033	0.9%
Other Means	35	0.7%	164	0.4%	405	0.5%	990	0.5%
Work at Home	367	7.0%	2,800	6.6%	6,142	7.4%	15,662	7.3%
Travel Time (2015)								
Travel to Work in 14 Minutes or Less	1,181	24.2%	7,681	19.5%	16,168	21.1%	43,213	21.6%
Travel to Work in 15 to 29 Minutes	2,563	52.6%	16,659	42.2%	32,549	42.4%	89,426	44.6%
Travel to Work in 30 to 59 Minutes	1,521	31.2%	14,921	37.8%	26,842	35.0%	66,633	33.3%
Travel to Work in 60 Minutes or More	182	3.7%	1,472	3.7%	2,749	3.6%	6,639	3.3%
Average Minutes Travel to Work	22.3		24.9		24.0		23.5	