

DEMOGRAPHIC PROFILE EXPANDED

2009 Demographics
 Lat/Lon: 38.60052/-90.39754

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Greentree Center Kirkwood, MO	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Population						
Population (2009)	9,399		84,012		231,938	
Trade Area Size	3.13 sq mi		28.30 sq mi		78.45 sq mi	
Households						
Households (2009)	4,748		31,490		86,171	
Household change (1990-2009)	91		1,160		3,125	
Households with Children (2002)	1,434	33.8%	9,725	32.5%	24,384	28.6%
Average Household Size (2002)	2.39		2.38		2.25	
Average Household Income						
Household Income (2009)	\$124,706		\$114,512		\$107,824	
Median Household Income						
Median Family Income (2009)	\$79,203		\$69,871		\$62,847	
Per Capita Income						
Per Capita Income (2009)	\$54,366		\$48,937		\$48,252	
Race & Ethnicity						
White (2009)	10,468	96.1%	64,596	87.6%	167,926	87.2%
Black or African American (2009)	126	1.2%	6,306	8.6%	13,646	7.1%
Asian & Pacific Islander (2009)	140	1.3%	1,354	1.8%	6,672	3.5%
American Indian & Alaska Native (2009)	8	0.1%	180	0.2%	478	0.3%
Other Race (2009)	150	1.4%	1,252	1.7%	3,836	2.0%
Hispanic Population (2009)	165	1.5%	1,201	1.6%	3,701	1.9%
Age Distribution						
Age 0 to 5 yrs (2009)	874	8.0%	5,094	6.9%	11,862	6.2%
Age 6 to 13 yrs (2009)	1,106	10.2%	7,750	10.5%	17,960	9.3%
Age 14 to 17 yrs (2009)	565	5.2%	4,115	5.6%	9,774	5.1%
Age 18 to 20 yrs (2009)	330	3.0%	2,522	3.4%	6,750	3.5%
Age 21 to 24 yrs (2009)	263	2.4%	2,370	3.2%	8,424	4.4%
Age 25 to 29 yrs (2009)	475	4.4%	3,225	4.4%	10,667	5.5%
Age 30 to 34 yrs (2009)	667	6.1%	3,992	5.4%	11,610	6.0%
Age 35 to 39 yrs (2009)	683	6.3%	4,780	6.5%	12,819	6.7%
Age 40 to 44 yrs (2009)	905	8.3%	6,016	8.2%	15,339	8.0%
Age 45 to 49 yrs (2009)	978	9.0%	6,518	8.9%	16,579	8.6%
Age 50 to 54 yrs (2009)	842	7.7%	5,797	7.9%	14,591	7.6%
Age 55 to 59 yrs (2009)	675	6.2%	4,711	6.4%	11,892	6.2%
Age 60-64 (2009)	512	4.7%	3,464	4.7%	9,182	4.8%
Age 65-69 (2009)	454	4.2%	2,976	4.0%	7,959	4.1%
Age 70-74 (2009)	468	4.3%	3,061	4.2%	8,214	4.3%
Age 75-79 (2009)	422	3.9%	2,939	4.0%	7,559	3.9%
Age 80-84 (2009)	338	3.1%	2,307	3.1%	5,832	3.0%
Age 85+ (2009)	335	3.1%	2,051	2.8%	5,544	2.9%
Gender Age Distribution						
Female Population (2009)	5800	53.3%	39244	53.3%	101247	52.6%
Male Population (2009)	4,774	46.5%	33,688	46.5%	92,153	47.1%

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Household Income Distribution						
HH Income \$500,000 (2009)	10	0.2%	59	0.2%	253	0.3%
HH Income \$250,000 to 499,999 (2009)	233	4.9%	1,411	4.5%	3,681	4.3%
HH Income \$200,000 to 249,999 (2009)	165	3.5%	995	3.2%	2,233	2.6%
HH Income \$150,000 to 199,999 (2009)	191	4.0%	1,492	4.7%	3,588	4.2%
HH Income \$125,000 to 149,999 (2009)	313	6.6%	2,139	6.8%	4,921	5.7%
HH Income \$100,000 to 124,999 (2009)	532	11.2%	2,840	9.0%	6,392	7.4%
HH Income \$75,000 to 99,999 (2009)	1,118	23.6%	5,551	17.6%	13,917	16.2%
HH Income \$60,000 to 74,999 (2009)	463	9.8%	3,678	11.7%	9,999	11.6%
HH Income \$50,000 to 59,999 (2009)	276	5.8%	2,532	8.0%	7,340	8.5%
HH Income \$45,000 to 49,999 (2009)	157	3.3%	1,278	4.1%	3,592	4.2%
HH Income \$40,000 to 44,999 (2009)	222	4.7%	1,343	4.3%	3,670	4.3%
HH Income \$35,000 to 39,999 (2009)	176	3.7%	1,187	3.8%	3,552	4.1%
HH Income \$30,000 to 34,999 (2009)	244	5.1%	1,390	4.4%	4,149	4.8%
HH Income \$25,000 to 29,999 (2009)	133	2.8%	959	3.1%	3,505	4.1%
HH Income \$20,000 to 24,999 (2009)	199	4.2%	1,379	4.4%	4,147	4.8%
HH Income \$15,000 to 19,999 (2009)	111	2.3%	1,348	4.3%	4,335	5.0%
HH Income \$10,000 to 14,999 (2009)	151	3.2%	1,125	3.6%	3,560	4.1%
HH Income \$0 to 9,999 (2009)	54	1.1%	783	2.5%	3,337	3.9%
Housing						
Total Housing Units (2002)	4,363		31,086		89,939	
Housing Units, Occupied (2002)	4,239	97.2%	29,957	96.4%	85,255	94.8%
<i>Housing Units, Owner-Occupied (2002)</i>	3,917	92.4%	25,719	85.9%	64,078	75.2%
<i>Housing Units, Renter-Occupied (2002)</i>	323	7.6%	4,238	14.1%	21,177	24.8%
Housing Units, Vacant (2002)	123	2.8%	1,129	3.6%	4,684	5.2%
Median Years in Residence (2002)	5.7 yrs		5.7 yrs		5.2 yrs	
Marital Status						
Never Married (2002)	1,582	19.7%	13,081	22.9%	39,973	25.3%
Now Married (2002)	5,136	63.9%	33,937	59.5%	88,545	56.1%
Separated (2002)	64	0.8%	670	1.2%	2,050	1.3%
Widowed (2002)	620	7.7%	4,495	7.9%	12,341	7.8%
Divorced (2002)	630	7.8%	4,875	8.5%	14,743	9.3%
Household Type						
Population Family (2002)	8,568	83.4%	59,251	81.7%	151,126	77.3%
Population Non-Family (2002)	1,550	15.1%	12,142	16.7%	40,532	20.7%
Population Group Qtrs (2002)	157	1.5%	1,120	1.5%	3,947	2.0%
Family Households (2002)	2,899	68.4%	19,889	66.4%	51,598	60.5%
Married Couple With Children (2002)	1,153	22.5%	7,381	21.7%	18,110	20.5%
Average Family Household Size (2002)	2.96		2.98		2.93	
Non-Family Households (2002)	1,341	31.6%	10,069	33.6%	33,657	39.5%

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Greentree Center Kirkwood, MO	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Household Size						
1 Person Household (2002)	1,204	28.4%	8,743	29.2%	28,804	33.8%
2 Person Households (2002)	1,492	35.2%	10,438	34.8%	29,260	34.3%
3 Person Households (2002)	615	14.5%	4,344	14.5%	11,419	13.4%
4 Person Households (2002)	599	14.1%	3,915	13.1%	9,780	11.5%
5 Person Households (2002)	228	5.4%	1,691	5.6%	4,141	4.9%
6+ Person Households (2002)	101	2.4%	825	2.8%	1,851	2.2%
Household Vehicles						
Total Vehicles Available (2002)	7,936		54,573		148,407	
Household: 0 Vehicles Available (2002)	88	2.1%	1,557	5.2%	5,578	6.5%
Household: 1 Vehicles Available (2002)	1,385	32.7%	9,867	32.9%	31,367	36.8%
Household: 2+ Vehicles Available (2002)	2,766	65.2%	18,532	61.9%	48,311	56.7%
Average Vehicles Per Household (2002)	1.9		1.9		1.8	
Occupation						
Labor: Population 16+ by Occupation (2002)	4,566		32,394		89,543	
Executive & Managers (2002)	1,029	22.5%	6,281	19.4%	16,826	18.8%
Professional & Specialty (2002)	1,165	25.5%	8,109	25.0%	21,906	24.5%
Technical Support (2002)	177	3.9%	1,344	4.1%	3,543	4.0%
Sales (2002)	796	17.4%	5,039	15.6%	14,151	15.8%
Administrative Support (2002)	656	14.4%	4,870	15.0%	13,864	15.5%
Private Household Services (2002)	2	0.0%	112	0.3%	323	0.4%
Protective Services (2002)	49	1.1%	333	1.0%	1,125	1.3%
Other Services (2002)	297	6.5%	2,820	8.7%	7,327	8.2%
Farming, Forestry & Fishing (2002)	2	0.0%	20	0.1%	57	0.1%
Precision Production & Craft (2002)	183	4.0%	1,682	5.2%	4,954	5.5%
Machine Operator (2002)	94	2.1%	775	2.4%	2,273	2.5%
Transportation & Material Moving (2002)	72	1.6%	459	1.4%	1,443	1.6%
Laborers (2002)	44	1.0%	552	1.7%	1,750	2.0%
<i>Occupation: White Collar Workers (2002)</i>		78.0%		73.6%		73.0%
<i>Occupation: Blue Collar Workers (2002)</i>		22.0%		26.4%		27.1%

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Greentree Center Kirkwood, MO	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Consumer Expenditures						
Children/Infants Clothing Stores (2009)	\$3,076,425		\$18,365,911		\$47,557,603	
Jewelry Stores (2009)	\$2,196,353		\$12,861,827		\$33,438,835	
Mens Clothing Stores (2009)	\$4,354,093		\$26,151,332		\$68,775,422	
Shoe Stores (2009)	\$4,156,803		\$25,427,832		\$66,547,579	
Womens Clothing Stores (2009)	\$7,244,553		\$44,416,765		\$118,690,951	
Automobile Dealers (2009)	\$48,033,771		\$301,778,338		\$794,658,611	
Other Motor Vehicle Dealers (2009)	\$2,013,492		\$12,254,396		\$32,082,119	
Tire Dealers (2009)	\$1,664,924		\$9,988,778		\$26,196,550	
Hardware Stores (2009)	\$1,495,410		\$9,897,723		\$24,483,276	
Home Centers (2009)	\$5,197,067		\$35,213,904		\$93,296,943	
Nursery/Garden Centers (2009)	\$1,760,240		\$10,535,627		\$27,473,132	
Outdoor Power Equipment Stores (2009)	\$470,340		\$3,305,326		\$8,865,368	
Paint/Wallpaper Stores (2009)	\$171,848		\$1,174,845		\$3,163,268	
Appliance/TV/Other Electronic Stores (2009)	\$5,051,346		\$29,976,328		\$78,454,726	
Camera/Photographic Supplies Stores (2009)	\$809,720		\$5,024,772		\$13,199,190	
Computer Software Stores (2009)	\$2,298,420		\$14,488,671		\$38,575,163	
Beer/Wine/Liquor Stores (2009)	\$3,339,287		\$20,073,937		\$52,071,436	
Restaurant Expenditures (2009)	\$34,155,135		\$219,872,616		\$557,401,578	
Supermarkets/Other Grocery (2009)	\$34,890,515		\$217,624,122		\$572,583,697	
Furnitures Stores (2009)	\$4,955,282		\$30,313,119		\$79,701,735	
Home Furnishing Stores (2009)	\$3,550,857		\$21,182,197		\$54,891,467	
General Merchandise/Appliance/Furniture	\$44,597,400		\$272,817,695		\$717,811,867	
Pharmacies/Drug Stores (2009)	\$16,538,222		\$103,141,599		\$271,955,164	
Pet/Pet Supplies Stores (2009)	\$2,359,121		\$14,984,051		\$39,793,754	
Book/Periodical/Music Stores (2009)	\$709,049		\$4,015,988		\$11,669,620	
Hobby/Toy/Game Stores (2009)	\$450,731		\$4,543,951		\$13,014,355	
Sporting Goods Stores (2009)	\$3,887,507		\$21,257,455		\$53,229,917	
Video tape Stores - Retail (2009)	\$404,903		\$2,464,770		\$6,469,364	
Educational Attainment						
Adult Population (25 Years or Older) (2002)	7,289		50,687		138,622	
Elementary (0 to 8) (2002)	149	2.0%	1,289	2.5%	4,313	3.1%
Some High School (9 to 11) (2002)	212	2.9%	2,561	5.1%	8,142	5.9%
High School Graduate (12) (2002)	1,052	14.4%	8,299	16.4%	25,566	18.4%
Some College (13 to 16) (2002)	1,388	19.0%	10,251	20.2%	28,217	20.4%
Associate Degree Only (2002)	453	6.2%	2,639	5.2%	6,970	5.0%
Bachelor Degree Only (2002)	2,602	35.7%	15,996	31.6%	40,125	28.9%
Graduate Degree (2002)	1,433	19.7%	9,652	19.0%	25,288	18.2%
Units In Structure						
1 Detached Unit (1990)	4,018	92.7%	26,632	87.3%	63,248	72.6%
1 Attached Unit (1990)	40	0.9%	576	1.9%	2,123	2.4%
2 to 4 Units (1990)	94	2.2%	878	2.9%	6,813	7.8%
5 to 9 Units (1990)	53	1.2%	968	3.2%	4,331	5.0%
10 to 19 Units (1990)	24	0.6%	508	1.7%	4,748	5.4%
20 to 49 Units (1990)	97	2.2%	524	1.7%	3,362	3.9%
50 or more Units (1990)	0		269	0.9%	1,776	2.0%
Mobile Home or Trailer (1990)	0		18	0.1%	210	0.2%
Other Structure (1990)	10	0.2%	148	0.5%	559	0.6%

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Homes Built By Year						
Homes Built 1989 to 1990	39	0.9%	313	1.0%	840	1.0%
Homes Built 1985 to 1988	66	1.5%	744	2.5%	3,138	3.6%
Homes Built 1980 to 1984	138	3.2%	1,071	3.5%	3,551	4.1%
Homes Built 1970 to 1979	205	4.7%	2,209	7.3%	9,174	10.6%
Homes Built 1960 to 1969	639	14.8%	4,628	15.2%	14,943	17.2%
Homes Built 1950 to 1959	1,286	29.8%	8,944	29.5%	23,677	27.3%
Homes Built 1940 to 1949	1,202	27.9%	5,584	18.4%	13,159	15.2%
Homes Built Before 1939	739	17.1%	6,869	22.6%	18,317	21.1%
Home Values						
Home Values \$500,000 or More (1990)	85	2.4%	770	3.3%	1,934	3.5%
Home Values \$400,000 to \$499,999 (1990)	54	1.5%	429	1.8%	1,245	2.2%
Home Values \$300,000 to \$399,999 (1990)	101	2.8%	1,037	4.5%	2,596	4.6%
Home Values \$200,000 to \$299,999 (1990)	367	10.3%	2,653	11.4%	6,140	11.0%
Home Values \$150,000 to \$199,999 (1990)	635	17.8%	3,002	12.9%	6,253	11.2%
Home Values \$100,000 to \$149,999 (1990)	1,042	29.2%	4,742	20.4%	11,305	20.2%
Home Values \$75,000 to \$99,999 (1990)	877	24.6%	5,136	22.1%	12,269	21.9%
Home Values \$50,000 to \$74,999 (1990)	358	10.0%	4,377	18.8%	10,956	19.5%
Home Values \$25,000 to \$49,999 (1990)	45	1.3%	962	4.1%	2,969	5.3%
Home Values \$0 to \$24,999 (1990)	6	0.2%	163	0.7%	388	0.7%
Owner Occupied Median Home Value (1990)	\$131,505		\$135,737		\$141,084	
Renter Occupied Median Rent (1990)	\$562		\$516		\$503	
Transportation To Work						
Drive to Work Alone (1990)	4,392	88.1%	31,101	85.7%	84,415	85.2%
Drive to Work in Carpool (1990)	309	6.2%	2,749	7.6%	7,554	7.6%
Travel to Work - Public Transportation (1990)	35	0.7%	507	1.4%	1,589	1.6%
Drive to Work on Motorcycle (1990)	0		7	0.0%	37	0.0%
Walk or Bicycle to Work (1990)	42	0.8%	630	1.7%	1,940	2.0%
Other Means (1990)	1	0.0%	102	0.3%	376	0.4%
Work at Home (1990)	204	4.1%	1,209	3.3%	3,132	3.2%
Travel Time						
Travel to Work in 10 Minutes or Less (1990)	571	11.5%	4,561	12.6%	12,590	12.7%
Travel to Work in 10 to 29 Minutes (1990)	3,323	66.7%	23,234	64.0%	62,639	63.2%
Travel to Work in 30 to 59 Minutes (1990)	818	16.4%	6,736	18.6%	19,132	19.3%
Travel to Work in 60 to 89 Minutes (1990)	55	1.1%	382	1.1%	982	1.0%
Travel to Work in 90 Minutes or More (1990)	11	0.2%	182	0.5%	565	0.6%
Average Travel Time to Work (1990)	18.9 mins		19.0 mins		19.1 mins	