

**DEMOGRAPHIC PROFILE EXPANDED**  
**2008 Demographics**



Lat/Lon: 38.607141/-90.3660025

RF5

<b>Market at McKnight Rock Hill, Missouri</b>	<b>1.00 mi radius</b>		<b>3.00 mi radius</b>		<b>5.00 mi radius</b>	
<b>Population</b>						
Population (2008)	10,333		97,494		305,947	
Trade Area Size	3.15 <i>sq mi</i>		28.28 <i>sq mi</i>		78.51 <i>sq mi</i>	
<b>Households</b>						
Households 2008	4,318		41,755		120,722	
Household change 2000-2008	25		855		1,222	
Average Household Size (2003)	2.35		2.19		2.17	
<b>Average Household Income</b>						
Average Household Income (2008)	\$88,829		\$103,397		\$91,992	
Average Family Income (2003)	\$85,788		\$107,615		\$98,800	
<b>Median Household Income</b>						
Median Household Income (2008)	\$56,626		\$60,652		\$54,605	
Median Family Income (2003)	\$74,185		\$82,381		\$76,269	
<b>Per Capita Income</b>						
Per Capita Income (2008)	\$38,003		\$47,407		\$41,266	
<b>Daytime Demos</b>						
Total Daytime Population (2008)	10,333		97,494		305,947	
Total Daytime Work Population (2008)	5,947		55,647		181,959	
<b>Race &amp; Ethnicity</b>						
White (2008)	6630	65.7%	77558	85.2%	82.6	86.5%
Black or African American (2008)	2898	28.7%	8041	8.8%	10.1	9.0%
American Indian & Alaska Native (2008)	12	0.1%	87	0.1%	271	10.0%
Asian/Hawaiian/Pacific Islander (2008)	217	2.2%	2712	3.0%	8100	3.0%
Hispanic (2008)	151	1.5%	1741	1.9%	5464	2.0%
<b>Age Distribution</b>						
Age 0 to 5 yrs (2008)	738	7.3%	5489	6.0%	15885	5.9%
Age 6 to 13 yrs (2008)	923	9.1%	7071	7.8%	20754	7.7%
Age 14 to 17 yrs (2008)	529	5.2%	4105	4.5%	11264	4.2%
Age 18 to 20 yrs (2008)	314	3.1%	3116	3.4%	10906	4.1%
Age 21 to 24 yrs (2008)	382	3.8%	4705	5.2%	14050	5.2%
Age 25 to 29 yrs (2008)	559	5.5%	5822	6.4%	17066	6.3%
Age 30 to 34 yrs (2008)	636	6.3%	5640	6.2%	17617	6.6%
Age 35 to 39 yrs (2008)	647	6.4%	5388	5.9%	17106	6.4%
Age 40 to 44 yrs (2008)	817	8.1%	6997	7.7%	20083	7.5%
Age 45 to 49 yrs (2008)	789	7.8%	7361	8.1%	20764	7.7%
Age 50 to 54 yrs (2008)	724	7.2%	6874	7.6%	20028	7.4%
Age 55 to 59 yrs (2008)	645	6.4%	6009	6.6%	18277	6.8%
Age 60 to 64 yrs (2008)	516	5.1%	4361	4.8%	13648	5.1%
Age 65 to 69 yrs (2008)	451	4.5%	3628	4.0%	11489	4.3%
Age 70 to 75 yrs (2008)	468	4.6%	3540	3.9%	10682	4.0%
Age 75 to 79 yrs (2008)	364	3.6%	3471	3.8%	10390	3.9%
Age 80-84 yrs (2008)	305	3.0%	3415	3.8%	9151	3.4%
Age 85+ (2008)	286	2.8%	4079	4.5%	9961	3.7%
Median Age (2008)	48 <i>yrs</i>		48 <i>yrs</i>		47 <i>yrs</i>	

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<b>Gender Age Distribution</b>						
Female Population (2008)	5,351	53.0%	48,298	53.0%	141,968	52.8%
Male Population (2008)	4,742	47.0%	42,771	47.0%	127,152	47.3%
<b>Household Income Distribution</b>						
HH Income \$500,000+ ('08)	3		148		238	
HH Income \$250,000-\$499,999 ('08)	88		1550		3595	
HH Income \$200,000-249,999 ('08)	71		1058		2144	
HH Income \$150,000 to \$199,999 ('08)	108	2.5%	1421	3.4%	3838	3.2%
HH Income \$125,000 to \$149,999 ('08)	191	4.4%	2068	5.0%	5323	4.4%
HH Income \$100,000 to \$124,999 ('08)	271	6.3%	3060	7.3%	7299	6.1%
HH Income \$75,000 to \$99,999 ('08)	662	15.3%	6816	16.3%	17297	14.3%
HH Income \$60,000 to \$74,999 ('08)	608	14.1%	4973	11.9%	14511	12.0%
HH Income \$50,000 to \$59,999 ('08)	464	10.8%	3528	8.5%	11338	9.4%
HH Income \$45,000 to \$49,999 ('08)	220	5.1%	1825	4.4%	5999	5.0%
HH Income \$40,000 to \$45,999 ('08)	232	5.4%	2044	4.9%	6374	5.3%
HH Income \$35,000 to \$39,999 ('08)	256	5.9%	1883	4.5%	5794	4.8%
HH Income \$30,000 to \$34,999 ('08)	156	3.6%	2028	4.9%	6709	5.6%
HH Income \$25,000 to \$29,999 ('08)	173	4.0%	1673	4.0%	5774	4.8%
HH Income \$20,000 to \$24,999 ('08)	292	6.8%	2112	5.1%	6795	5.6%
HH Income \$15,000 to \$19,999 ('08)	168	3.9%	2128	5.1%	6811	5.6%
HH Income \$0 to \$14,999 ('08)	354	8.2%	3440	8.2%	10882	9.0%
<b>Housing</b>						
Total Housing Units (2003)	4,595		43,022		126,459	
Housing Units, Occupied (2003)	4,386	95.5%	41,030	95.4%	120,498	95.3%
<i>Housing Units, Owner-Occupied (2003)</i>	3,689	84.1%	30,777	75.0%	84,529	70.1%
<i>Housing Units, Renter-Occupied (2003)</i>	697	15.9%	10,253	25.0%	35,969	29.9%
Housing Units, Vacant (2003)	209	4.5%	1,992	4.6%	5,961	4.7%
Median Years in Residence (2003)	5.1	<i>yrs</i>	4.6	<i>yrs</i>	4.5	<i>yrs</i>
<b>Marital Status</b>						
Never Married (2003)	2,367	27.2%	21,668	27.2%	67,884	28.8%
Now Married (2003)	4,458	51.2%	40,981	51.4%	114,618	48.7%
Separated (2003)	258	3.0%	2,873	3.6%	10,588	4.5%
Widowed (2003)	939	10.8%	7,465	9.4%	23,266	9.9%
Divorced (2003)	687	7.9%	6,816	8.5%	19,209	8.2%
<b>Household Type</b>						
Population Family (2003)	8,354	80.5%	68,174	74.0%	195,106	72.3%
Population Non-Family (2003)	1,957	18.9%	21,704	23.6%	66,530	24.7%
Population Group Qtrs (2003)	66	0.6%	2,261	2.5%	8,103	3.0%
Family Households (2003)	2,795	63.7%	23,349	56.9%	67,400	55.9%
Married Couple With Children (2003)	1,130	25.4%	10,400	25.4%	30,462	26.6%
Average Family Household Size (2003)	2.99		2.92		2.89	
Non-Family Households (2003)	1,591	36.3%	17,682	43.1%	53,098	44.1%

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<b>Household Size</b>							
1 Person Household (2003)	1,409	32.1%	15,182	37.0%	44,895	37.3%	
2 Person Households (2003)	1,418	32.3%	13,349	32.5%	39,704	33.0%	
3 Person Households (2003)	672	15.3%	5,385	13.1%	15,941	13.2%	
4 Person Households (2003)	531	12.1%	4,457	10.9%	12,508	10.4%	
5 Person Households (2003)	232	5.3%	1,854	4.5%	5,187	4.3%	
6+ Person Households (2003)	125	2.8%	804	2.0%	2,263	1.9%	
<b>Household Vehicles</b>							
Total Vehicles Available (2003)	7,336		68,211		194,906		
Household: 0 Vehicles Available (2003)	261	6.0%	2,702	6.6%	9,232	7.7%	
Household: 1 Vehicles Available (2003)	1,599	36.5%	16,163	39.4%	48,895	40.6%	
Household: 2+ Vehicles Available (2003)	2,525	57.6%	22,166	54.0%	62,371	51.8%	
Average Vehicles Per Household (2003)	1.7		1.7		1.6		
<b>Occupation</b>							
Occupation: Population Age 16+ (2000)	5,300		47,598		140,156		
Mgmt, Business, & Financial Operations (2000)	851	19.4%	9,424	23.0%	25,328	21.0%	
Professional and Related (2000)	1,668	31.5%	15,744	33.1%	43,606	31.1%	
Service (2000)	664	12.5%	4,973	10.4%	16,468	11.7%	
Sales and Office (2000)	1,470	27.7%	12,500	26.3%	37,732	26.9%	
Farming, Fishing, and Forestry (2000)	5	0.1%	47	0.1%	132	0.1%	
Construction, Extraction, & Maintenance (2000)	174	3.3%	1,895	4.0%	6,606	4.7%	
Production, Transport, & Material Moving (2000)	467	8.8%	3,016	6.3%	10,284	7.3%	
Percent White Collar Workers (2000)		75.3%		79.1%		76.1%	
Percent Blue Collar Workers (2000)		24.7%		20.9%		23.9%	
<b>Consumer Expenditure (in \$,000,000s)</b>							
Children/Infants Clothing Stores (2008)	\$2,093,836		\$22,528,844		\$58,609,940		
Jewelry Stores (2008)	\$1,522,120		\$16,086,820		\$42,206,185		
Men's Clothing Stores (2008)	\$3,102,958		\$32,717,261		\$85,873,112		
Shoe Stores (2008)	\$2,957,879		\$31,333,433		\$81,888,476		
Women's Clothing Stores (2008)	\$5,584,582		\$56,699,352		\$150,805,928		
Hardware Stores (2008)	\$830,458		\$10,494,504		\$25,413,696		
Home Centers (2008)	\$4,435,428		\$43,255,120		\$115,325,624		
Nursery/Garden Centers (2008)	\$1,310,434		\$13,278,108		\$35,257,648		
Paint/Wallpaper Stores (2008)	\$166,544		\$1,507,714		\$4,136,203		
Appliance/TV/Other Electronic Stores ('08)	\$3,512,376		\$37,404,675		\$97,892,926		
Camera/Photographic Supplies Stores ('08)	\$611,599		\$6,252,348		\$16,518,154		
Computer/Software Stores (2008)	\$1,870,534		\$18,408,401		\$49,306,771		
Beer/Wine/Liquor Stores (2008)	\$2,280,027		\$24,572,111		\$63,868,712		
Convenience/Specialty Food Stores ('08)	\$3,461,842		\$42,650,577		\$116,561,271		
Restaurant Expenditures (2008)	\$19,822,789		\$252,216,707		\$645,256,262		
Supermarkets/Other Grocery excl Conv ('08)	\$26,769,567		\$271,417,656		\$718,878,884		
Furniture Stores (2008)	\$3,740,421		\$38,068,669		\$100,880,682		
Home Furnishing Stores (2008)	\$2,334,284		\$25,785,189		\$66,456,311		
Department Stores excl Leased Depts ('08)	\$36,730,764		\$378,983,674		\$1,000,149,543		
General Merchandise Stores (2008)	\$29,477,968		\$303,510,331		\$801,375,934		
Pharmacies/Drug Stores (2008)	\$12,854,255		\$129,304,840		\$343,521,762		
Sporting Goods Stores (2008)	\$1,743,759		\$24,432,685		\$59,103,686		
Video Tape Store -Retail (2008)	\$300,575		\$3,086,887		\$8,157,248		

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<b>Educational Attainment</b>							
Adult Population (25 Years or Older) (2003)		7,153		64,634		188,188	
Elementary (0 to 8) (2003)	200	2.8%	1,706	2.6%	7,045	3.7%	
Some High School (9 to 11) (2003)	514	7.2%	3,290	5.1%	12,318	6.5%	
High School Graduate (12) (2003)	1,141	15.9%	10,017	15.5%	34,933	18.6%	
Some College (13 to 16) (2003)	1,438	20.1%	12,515	19.4%	38,938	20.7%	
Associate Degree Only (2003)	406	5.7%	3,174	4.9%	9,241	4.9%	
Bachelor Degree Only (2003)	2,177	30.4%	19,833	30.7%	49,202	26.1%	
Graduate Degree (2003)	1,277	17.9%	14,098	21.8%	36,511	19.4%	
<b>Units In Structure</b>							
1 Detached Unit (2000)	3,992	88.6%	30,482	71.7%	85,732	67.5%	
1 Attached Unit (2000)	45	1.0%	1,171	2.8%	2,625	2.1%	
2 to 4 Units (2000)	153	3.4%	3,105	7.3%	17,933	14.1%	
5 to 9 Units (2000)	37	0.8%	2,042	4.8%	7,037	5.5%	
10 to 19 Units (2000)	100	2.2%	2,140	5.0%	5,241	4.1%	
20 to 49 Units (2000)	161	3.6%	1,820	4.3%	4,046	3.2%	
50 or more Units (2000)	17	0.4%	1,698	4.0%	4,162	3.3%	
Mobile Home or Trailer (2000)	0		49	0.1%	182	0.1%	
Other Structure (2000)	0		0		0		
<b>Homes Built By Year</b>							
Homes Built 1999 to 2000	37	0.8%	213	0.5%	586	0.5%	
Homes Built 1995 to 1998	55	1.2%	784	1.8%	2,057	1.6%	
Homes Built 1990 to 1994	84	1.9%	889	2.1%	2,221	1.7%	
Homes Built 1980 to 1989	188	4.2%	2,791	6.6%	6,275	4.9%	
Homes Built 1970 to 1979	212	4.7%	2,645	6.2%	8,839	7.0%	
Homes Built 1960 to 1969	575	12.8%	5,212	12.3%	17,390	13.7%	
Homes Built 1950 to 1959	1,474	32.7%	10,410	24.5%	31,866	25.1%	
Homes Built 1940 to 1949	1,880	41.7%	19,564	46.0%	57,724	45.5%	
<b>Home Values</b>							
Home Values \$1,000,000 or More (2000)	24	0.7%	462	1.7%	894	1.2%	
Home Values \$500,000 to \$999,999 (2000)	94	2.7%	1,722	6.3%	3,959	5.1%	
Home Values \$400,000 to \$499,999 (2000)	57	1.6%	1,008	3.7%	2,627	3.4%	
Home Values \$300,000 to \$399,999 (2000)	162	4.6%	1,837	6.7%	4,981	6.5%	
Home Values \$200,000 to \$299,999 (2000)	453	13.0%	4,325	15.7%	9,980	13.0%	
Home Values \$150,000 to \$199,999 (2000)	394	11.3%	4,124	15.0%	9,618	12.5%	
Home Values \$100,000 to \$149,999 (2000)	1,092	31.3%	7,299	26.6%	18,581	24.1%	
Home Values \$75,000 to \$99,999 (2000)	909	26.0%	4,597	16.7%	16,239	21.1%	
Home Values \$50,000 to \$74,999 (2000)	214	6.1%	1,535	5.6%	7,222	9.4%	
Home Values \$25,000 to \$49,999 (2000)	91	2.6%	520	1.9%	2,544	3.3%	
Home Values \$0 to \$24,999 (2000)	3	0.1%	62	0.2%	318	0.4%	
Owner Occupied Median Home Value (2000)	\$146,797		\$195,108		\$177,472		
Renter Occupied Median Rent (2000)	\$513		\$487		\$451		

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<b>Transportation To Work</b>							
Drive to Work Alone (2000)		4,417	84.1%	40,756	85.8%	117,873	84.2%
Drive to Work in Carpool (2000)		385	7.3%	3,077	6.5%	10,581	7.6%
Travel to Work - Public Transportation (2000)		82	1.6%	661	1.4%	2,606	1.9%
Drive to Work on Motorcycle (2000)		7	0.1%	13	0.0%	53	0.0%
Walk or Bicycle to Work (2000)		63	1.2%	785	1.7%	3,558	2.5%
Other Means (2000)		30	0.6%	170	0.4%	448	0.3%
Work at Home (2000)		268	5.1%	2,014	4.2%	4,842	3.5%
<b>Travel Time</b>							
Travel to Work in 14 Minutes or Less (2000)		1,224	24.6%	13,949	30.7%	39,397	29.2%
Travel to Work in 14 to 29 Minutes (2000)		2,729	54.8%	23,590	51.9%	67,533	50.0%
Travel to Work in 30 to 59 Minutes (2000)		917	18.4%	6,944	15.3%	24,972	18.5%
Travel to Work in 60 Minutes or More (2000)		113	2.3%	981	2.2%	3,215	2.4%
Average Travel Time to Work (2000)		19.6	<i>mins</i>	18.3	<i>mins</i>	19.5	<i>mins</i>

This report was produced using data from pri