

# COUNTY DEMOGRAPHIC REPORT

State/County 29189  
 County Name ST. LOUIS

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<u>Population</u>		<u>1998 Age Distribution</u>		<u>1998 Average Disposable Income</u>	
1980	974,180	0-4	6.3	Total	\$43,747
1990	993,529	5-9	7.2	Householder <35	\$36,552
1998	1,003,848	10-14	7.2	Householder 35-44	\$48,146
2003	1,009,493	15-19	6.7	Householder 45-54	\$54,833
		20-24	5.5	Householder 55-64	\$48,246
Population Growth Rate	0.1	25-44	31.2	Householder 65+	\$29,240
		45-64	22.5		
<u>Households</u>		65-84	11.7		
1990	380,110	85+	1.6	<u>Spending Potential Index*</u>	
1998	385,178	18+	75.3	Auto Loan	102
2003	388,074			Home Loan	111
		<u>Median Age</u>		Investments	109
Household Growth Rate	0.2	1990	34.6	Retirement Plans	111
Average Household Size	2.56	1998	36.7	Home Repair	108
				Lawn & Garden	110
<u>Families</u>		Male/Female Ratio	91.6	Remodeling	101
1990	270,421	Per Capita Income	\$22,367	Appliances	103
1998	266,462			Electronics	104
		<u>1998 Household Income*</u>		Furniture	110
Family Growth Rate	-0.2	Base	385,167	Restaurants	111
		% <\$15K	9.9	Sporting Goods	105
<u>Race</u>	<u>1990</u>	<u>1998</u>		Theater/Concerts	112
% White	84.2	81	% \$15K-25K	11	112
% Black	14	16.5	% \$25K-50K	33.2	105
% Asian			% \$50K-100K	34.1	115
/Pacific Isl.	1.4	2	% \$100K-150K	7.9	104
% Hispanic*	1	1.3	% >\$150K	4	112
			<u>Median Household Income</u>	Auto Aftermarket	107
			1998	\$46,561	101
			2003	\$51,929	102
				Pets & Supplies	

\* Persons of Hispanic Origin may be of any race.

\* Income represents the annual income for the preceding year in current dollars, including an adjustment for inflation or cost-of-living increase.

\* The Spending Potential Index (SPI) is calculated by CACI from the Consumer Expenditure Survey, Bureau of Labor Statistics. The index represents the ratio of the average amount spent locally to the average U.S. spending for a product or service, multiplied by 100.