

ZIP CODE DEMOGRAPHIC REPORT

ZIP Code 63088
Post Office Name VALLEY PARK MO

<u>Population</u>		<u>1998 Age Distribution</u>		<u>1998 Average Disposable Income</u>	
1980	3,480	0-4	7.6	Total	\$33,775
1990	5,068	5-9	6.8	Householder <35	\$32,328
1998	5,906	10-14	5.8	Householder 35-44	\$34,426
2003	6,194	15-19	5.9	Householder 45-54	\$39,536
		20-24	8.6	Householder 55-64	\$39,910
Population Growth Rate	1.9	25-44	38.4	Householder 65+	\$22,490
		45-64	17.1		
<u>Households</u>		65-84	8.2		
1990	2,086	85+	1.6	<u>Spending Potential Index*</u>	
1998	2,446	18+	76.2	Auto Loan	94
2003	2,572			Home Loan	96
		<u>Median Age</u>		Investments	82
Household Growth Rate	1.9	1990	30.2	Retirement Plans	86
Average Household Size	2.37	1998	31.7	Home Repair	95
				Lawn & Garden	92
<u>Families</u>		Male/Female Ratio	96.4	Remodeling	92
1990	1,256	Per Capita Income	\$18,137	Appliances	95
1998	1,414			Electronics	93
				Furniture	94
Family Growth Rate	1.4	<u>1998 Household Income*</u>		Restaurants	97
		Base	2,445	Sporting Goods	92
<u>Race</u>	<u>1990</u>	<u>1998</u>		Theater/Concerts	94
% White	94.9	92.4	% <\$15K	Toys & Hobbies	95
% Black	3.4	5.3	% \$15K-25K	Travel	95
% Asian			% \$25K-50K	Video Rental	100
/Pacific Isl.	1.1	1.6	% \$50K-100K	Apparel	93
% Hispanic*	1.1	1.5	% \$100K-150K	Auto Aftermarket	94
			% >\$150K	Health Insurance	94
				Pets & Supplies	95
			<u>Median Household Income</u>		
			1998		
			2003		

* 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.