

# STATE DEMOGRAPHIC REPORT

State 29  
State Name MISSOURI

|                        |             |                               |                                |                                       |          |
|------------------------|-------------|-------------------------------|--------------------------------|---------------------------------------|----------|
| <u>Population</u>      |             | <u>1998 Age Distribution</u>  |                                | <u>1998 Average Disposable Income</u> |          |
| 1980                   | 4,916,765   | 0-4                           | 6.7                            | Total                                 | \$34,412 |
| 1990                   | 5,117,073   | 5-9                           | 7.2                            | Householder <35                       | \$30,088 |
| 1998                   | 5,443,400   | 10-14                         | 7.4                            | Householder 35-44                     | \$40,077 |
| 2003                   | 5,643,760   | 15-19                         | 7.4                            | Householder 45-54                     | \$44,197 |
|                        |             | 20-24                         | 6.4                            | Householder 55-64                     | \$37,426 |
| Population Growth Rate | 0.8         | 25-44                         | 29.9                           | Householder 65+                       | \$22,564 |
|                        |             | 45-64                         | 21.2                           |                                       |          |
| <u>Households</u>      |             | 65-84                         | 12                             |                                       |          |
| 1990                   | 1,961,206   | 85+                           | 1.8                            | <u>Spending Potential Index*</u>      |          |
| 1998                   | 2,086,514   | 18+                           | 74.4                           | Auto Loan                             | 98       |
| 2003                   | 2,164,674   |                               |                                | Home Loan                             | 92       |
|                        |             | <u>Median Age</u>             |                                | Investments                           | 94       |
| Household Growth Rate  | 0.8         | 1990                          | 33.5                           | Retirement Plans                      | 95       |
| Average Household Size | 2.54        | 1998                          | 35.7                           | Home Repair                           | 100      |
|                        |             |                               |                                | Lawn & Garden                         | 99       |
| <u>Families</u>        |             | Male/Female Ratio             | 94.2                           | Remodeling                            | 104      |
| 1990                   | 1,368,334   | Per Capita Income             | \$17,278                       | Appliances                            | 99       |
| 1998                   | 1,431,011   |                               |                                | Electronics                           | 98       |
|                        |             |                               |                                | Furniture                             | 95       |
| Family Growth Rate     | 0.5         | <u>1998 Household Income*</u> |                                | Restaurants                           | 96       |
|                        |             | Base                          | 2,086,421                      | Sporting Goods                        | 98       |
| <u>Race</u>            | <u>1990</u> | <u>1998</u>                   |                                | Theater/Concerts                      | 98       |
| % White                | 87.7        | 86.9                          | % <\$15K                       | Toys & Hobbies                        | 99       |
| % Black                | 10.7        | 11.1                          | % \$15K-25K                    | Travel                                | 99       |
| % Asian                |             |                               | % \$25K-50K                    | Video Rental                          | 102      |
| /Pacific Isl.          | 0.8         | 1.1                           | % \$50K-100K                   | Apparel                               | 96       |
| % Hispanic*            | 1.2         | 1.6                           | % \$100K-150K                  | Auto Aftermarket                      | 98       |
|                        |             |                               | % >\$150K                      | Health Insurance                      | 100      |
|                        |             |                               | <u>Median Household Income</u> | Pets & Supplies                       | 99       |
|                        |             |                               | 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.