



Strategic Mapping & Data Services

Saturn System - 1.2

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Market Information

Center ZipCode: 63088

Fips Code: 29189 ST. LOUIS

County Level Data

Population information which assists in qualifying the market size and possible future growth potential.

1980 Population	993529
1990 Population	993529
1997 Population	1004456
2000 Population	994475
2002 Population Projection	1012016
2005 Population Projection	985552
Population Growth	

Households consist of one or more persons who live together in the same housing unit. Only occupied housing units are reported.

1990 Households	380110
1997 Households	382683
2000 Households	384786
2002 Household Projection	384920
2005 Household Projection	383442
% Household Growth	.1
Average household Size	2.5

1990 Families	270421
1997 Families	266363
2000 Families	263161



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Family Growth -0.3

Population by race. Ancestry can be viewed as the nationality, lineage or country of birth for a person.

1990 % White Population	84.2
1997 % White Population	81.3
2000 % White Population	81.1
1990 % Black Population	14
1997 % Black Population	16.2
2000 % Black Population	16.4
1990 % Asian Population	1.4
1997 % Asian Population	2.1
2000 % Asian Population	2
1990 % Hispanic Population	1
1997 % Hispanic Population	1.3
2000 % Hispanic Population	1.7

Population by age. Age provides valuable information as to the maturity or youth of a market. The median age divides the age distribution into two equal parts, one-half falling below the median and one-half above.

1997 % Under Age 5	6.4
1997 % Age 5-9	7.4



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1997 % Age 10-19	7.4
1997 % Age 20-24	5.4
1997 % Age 25-44	30.6
1997 % Age 45-64	22.3
1997 % Age 65-84	12.1
1997 % Age 85+	1.7
2000 % Under Age 5	6
2000 % Age 5-9	6.6
2000 % Age 10-19	7.5
2000 % Age 20-24	5.8
2000 % Age 25-44	29.5
2000 % Age 45-64	23.6
2000 % Age 65-84	12.2
2000 % Age 85+	1.8
1990 Median Age	34.6
1997 Median Age	36.7
2000 Median Age	37.8
1997 Male:Female Ratio	91.5
2000 Male:Female Ratio	91.1
1997 Per Capita Income	24656
2000 Per Capita Income	25430
1997 Household Income	
Base	382683
%<\$15K	9.7
15-25K	31.5
25-50K	36



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2000 Household Income	
%\$50K-100K	9.6
%\$100K-150K	4.8
Base	384785
%<\$15K	10.5
%\$15-25K	32.5
%\$25K-50K	34.9
%\$50K-100K	8.5
%\$100K-150K	4.3
1997 Median Household Income	50321
2000 Median Household Income	47926
2002 Projected Median Household Income	51191
2005 Projected Median Household Income	52309
2000 Average Disposable Income	
Total	46005
Householder <35	37774
Householder 35-44	49278
Householder 45-54	55544
Householder 55-64	48925
Householder 65+	30722