



Strategic Mapping & Data Services

Saturn System - 1.2

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Market Information

Center ZipCode: 63088

Radius 1: 3 Miles
 Radius 2: 5 Miles
 Radius 3: 15 Miles

	Radius 1	Radius 2	Radius 3
Population information which assists in qualifying the market size and possible future growth potential.			
1980 Population	51602	167381	1177099
1990 Population	51602	168516	1178662
1997 Population	60197	182572	1198133
2000 Population	56771	179196	1177484
2002 Population Projection	63619	189114	1222282
2005 Population Projection	57497	181346	1174243
Population Growth	1	.7	.1
Households consist of one or more persons who live together in the same housing unit. Only occupied housing units are reported.			
1990 Households	18395	60592	462265
1997 Households	21482	65766	464771
2000 Households	20702	65855	463947
2002 Household Projection	22709	68058	471496
2005 Household Projection	21137	67092	463574
% Household Growth	1.4	1.1	.3
Average household Size	2.7	2.7	2.5
1990 Families	14019	46667	308456
1997 Families	16133	49670	307482
2000 Families	15035	48840	302226



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Family Growth	.9	.6	-.2
<p>Population by race. Ancestry can be viewed as the nationality, lineage or country of birth for a person.</p>			
1990 % White Population	95.5	95.8	85.6
1997 % White Population	94	94.6	82.7
2000 % White Population	93.3	94.2	82.5
1990 % Black Population	2.1	2.6	12.6
1997 % Black Population	2.8	3.1	14.8
2000 % Black Population	3.4	3.6	15
1990 % Asian Population	2	1.3	1.4
1997 % Asian Population	2.8	1.9	2
2000 % Asian Population	2.9	1.9	2
1990 % Hispanic Population	1.1	.9	1.1
1997 % Hispanic Population	1.4	1.2	1.4
2000 % Hispanic Population	2	1.7	1.9
<p>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.</p>			
1997 % Under Age 5	8.4	7.4	6.9
1997 % Age 5-9	9.1	8.4	7.5



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	Radius 1	Radius 2	Radius 3
1997 % Age 10-19	8.2	8.1	7.3
1997 % Age 20-24	4.8	4.6	5.7
1997 % Age 25-44	37.4	32.9	31.8
1997 % Age 45-64	18.8	21.1	21
1997 % Age 65-84	6	9.1	11.5
1997 % Age 85+	1	1.9	1.8
2000 % Under Age 5	8	7	6.5
2000 % Age 5-9	8.2	7.5	6.8
2000 % Age 10-19	8.3	8.1	7.4
2000 % Age 20-24	5.5	5.1	6.2
2000 % Age 25-44	37	32.3	30.8
2000 % Age 45-64	19.5	22.2	22.4
2000 % Age 65-84	5.8	9.2	11.3
2000 % Age 85+	1	1.7	1.8
1990 Median Age	31.4	33.9	34.2
1997 Median Age	33.2	35.8	36.1
2000 Median Age	33.8	36.5	36.9
1997 Male:Female Ratio	97.1	94.3	92.2
2000 Male:Female Ratio	95.7	94	91.9
1997 Per Capita Income	24412.4	26266.1	23507
2000 Per Capita Income	23986.1	26514.8	24858.1
1997 Household Income			
Base	16884	14618	11913.1
%<\$15K	5.9	6.7	10.8
15-25K	28.3	27.4	31.7
25K-50K	44.8	41.1	33.3



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	Radius 1	Radius 2	Radius 3
2000 Household Income			
Base	15958.6	14493.6	11917.8
%<\$15K	6.8	7.1	10.9
%\$15-25K	32.2	29.3	31.7
%\$25K-50K	42.7	41.3	33.4
%\$50K-100K	11.3	11.7	8.8
%\$100K-150K	2.8	4.7	4.2
1997 Median Household Income	59534.7	60028.7	49171.6
2000 Median Household Income	55603.8	57020.1	48736
2002 Projected Median Household Income	60257	61471.4	50999.8
2005 Projected Median Household Income	60254.7	62586.2	54113.4
2000 Average Disposable Income			
Total	48778.5	51157.9	45035.2
Householder <35	42362.1	44096.7	38408.4
Householder 35-44	52796.7	54433	48201
Householder 45-54	54551.2	58751.4	52771
Householder 55-64	47816.2	52042.9	46961
Householder 65+	29412.7	32011.9	29721.1