

# Full Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 38.561/-90.3729

| <b>9147 Watson Rd</b>                      |  | <b>1 mi radius</b> | <b>3 mi radius</b> | <b>5 mi radius</b> |
|--|--|--------------------|--------------------|--------------------|
| <b>St. Louis, MO 63126</b>                 |  |                    |                    |                    |
| <b>Population</b>                          |  |                    |                    |                    |
| 2025 Estimated Population                  |  | 10,328             | 93,380             | 227,993            |
| 2030 Projected Population                  |  | 10,044             | 91,234             | 220,195            |
| 2020 Census Population                     |  | 10,534             | 96,416             | 235,903            |
| 2010 Census Population                     |  | 10,113             | 91,476             | 227,914            |
| Projected Annual Growth 2025 to 2030       |  | -0.5%              | -0.5%              | -0.7%              |
| Historical Annual Growth 2010 to 2025      |  | 0.1%               | 0.1%               | -                  |
| <b>Households</b>                          |  |                    |                    |                    |
| 2025 Estimated Households                  |  | 4,428              | 40,122             | 100,873            |
| 2030 Projected Households                  |  | 4,350              | 39,594             | 98,009             |
| 2020 Census Households                     |  | 4,511              | 40,862             | 104,156            |
| 2010 Census Households                     |  | 4,451              | 39,524             | 101,228            |
| Projected Annual Growth 2025 to 2030       |  | -0.4%              | -0.3%              | -0.6%              |
| Historical Annual Growth 2010 to 2025      |  | -                  | 0.1%               | -                  |
| <b>Age</b>                                 |  |                    |                    |                    |
| 2025 Est. Population Under 10 Years        |  | 12.1%              | 11.7%              | 11.3%              |
| 2025 Est. Population 10 to 19 Years        |  | 10.9%              | 11.6%              | 10.7%              |
| 2025 Est. Population 20 to 29 Years        |  | 8.3%               | 9.4%               | 10.4%              |
| 2025 Est. Population 30 to 44 Years        |  | 20.0%              | 19.5%              | 20.7%              |
| 2025 Est. Population 45 to 59 Years        |  | 16.8%              | 16.5%              | 16.8%              |
| 2025 Est. Population 60 to 74 Years        |  | 21.1%              | 19.8%              | 19.6%              |
| 2025 Est. Population 75 Years or Over      |  | 10.7%              | 11.4%              | 10.5%              |
| 2025 Est. Median Age                       |  | 43.3               | 43.0               | 42.5               |
| <b>Marital Status &amp; Gender</b>         |  |                    |                    |                    |
| 2025 Est. Male Population                  |  | 47.1%              | 48.3%              | 48.7%              |
| 2025 Est. Female Population                |  | 52.9%              | 51.7%              | 51.3%              |
| 2025 Est. Never Married                    |  | 23.4%              | 27.4%              | 29.8%              |
| 2025 Est. Now Married                      |  | 59.9%              | 54.3%              | 51.9%              |
| 2025 Est. Separated or Divorced            |  | 12.4%              | 12.2%              | 12.7%              |
| 2025 Est. Widowed                          |  | 4.3%               | 6.0%               | 5.7%               |
| <b>Income</b>                              |  |                    |                    |                    |
| 2025 Est. HH Income \$200,000 or More      |  | 23.9%              | 21.3%              | 18.3%              |
| 2025 Est. HH Income \$150,000 to \$199,999 |  | 11.9%              | 11.0%              | 10.0%              |
| 2025 Est. HH Income \$100,000 to \$149,999 |  | 21.5%              | 18.8%              | 18.3%              |
| 2025 Est. HH Income \$75,000 to \$99,999   |  | 10.2%              | 12.0%              | 13.1%              |
| 2025 Est. HH Income \$50,000 to \$74,999   |  | 16.3%              | 15.2%              | 15.7%              |
| 2025 Est. HH Income \$35,000 to \$49,999   |  | 7.3%               | 7.5%               | 9.6%               |
| 2025 Est. HH Income \$25,000 to \$34,999   |  | 3.2%               | 5.4%               | 6.0%               |
| 2025 Est. HH Income \$15,000 to \$24,999   |  | 3.2%               | 4.0%               | 4.2%               |
| 2025 Est. HH Income Under \$15,000         |  | 2.5%               | 4.8%               | 4.7%               |
| 2025 Est. Average Household Income         |  | \$148,357          | \$154,531          | \$144,494          |
| 2025 Est. Median Household Income          |  | \$117,653          | \$113,570          | \$104,877          |
| 2025 Est. Per Capita Income                |  | \$63,646           | \$66,510           | \$64,030           |
| 2025 Est. Total Businesses                 |  | 571                | 4,692              | 11,996             |
| 2025 Est. Total Employees                  |  | 3,812              | 49,354             | 135,009            |

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| <b>Race</b>                                      |  |             |             |             |
| 2025 Est. White                                  |  | 88.1%       | 86.0%       | 84.0%       |
| 2025 Est. Black                                  |  | 4.3%        | 6.2%        | 7.1%        |
| 2025 Est. Asian or Pacific Islander              |  | 2.7%        | 3.0%        | 3.9%        |
| 2025 Est. American Indian or Alaska Native       |  | 0.1%        | 0.1%        | 0.1%        |
| 2025 Est. Other Races                            |  | 4.8%        | 4.7%        | 4.8%        |
| <b>Hispanic</b>                                  |  |             |             |             |
| 2025 Est. Hispanic Population                    |  | 344         | 3,447       | 8,675       |
| 2025 Est. Hispanic Population                    |  | 3.3%        | 3.7%        | 3.8%        |
| 2030 Proj. Hispanic Population                   |  | 3.8%        | 4.2%        | 4.4%        |
| 2020 Hispanic Population                         |  | 3.0%        | 3.2%        | 3.3%        |
| <b>Education (Adults 25 &amp; Older)</b>         |  |             |             |             |
| 2025 Est. Adult Population (25 Years or Over)    |  | 7,534       | 67,236      | 167,342     |
| 2025 Est. Elementary (Grade Level 0 to 8)        |  | 0.6%        | 1.2%        | 1.6%        |
| 2025 Est. Some High School (Grade Level 9 to 11) |  | 1.3%        | 1.8%        | 2.4%        |
| 2025 Est. High School Graduate                   |  | 16.5%       | 15.8%       | 16.9%       |
| 2025 Est. Some College                           |  | 16.7%       | 15.6%       | 16.7%       |
| 2025 Est. Associate Degree Only                  |  | 6.3%        | 7.2%        | 7.5%        |
| 2025 Est. Bachelor Degree Only                   |  | 33.4%       | 31.9%       | 30.8%       |
| 2025 Est. Graduate Degree                        |  | 25.3%       | 26.5%       | 24.0%       |
| <b>Housing</b>                                   |  |             |             |             |
| 2025 Est. Total Housing Units                    |  | 4,741       | 43,044      | 109,667     |
| 2025 Est. Owner-Occupied                         |  | 76.9%       | 69.3%       | 67.0%       |
| 2025 Est. Renter-Occupied                        |  | 16.5%       | 23.9%       | 25.0%       |
| 2025 Est. Vacant Housing                         |  | 6.6%        | 6.8%        | 8.0%        |
| <b>Homes Built by Year</b>                       |  |             |             |             |
| 2025 Homes Built 2010 or later                   |  | 4.0%        | 5.7%        | 5.1%        |
| 2025 Homes Built 2000 to 2009                    |  | 3.3%        | 4.4%        | 4.5%        |
| 2025 Homes Built 1990 to 1999                    |  | 2.0%        | 6.3%        | 5.6%        |
| 2025 Homes Built 1980 to 1989                    |  | 5.5%        | 7.0%        | 6.7%        |
| 2025 Homes Built 1970 to 1979                    |  | 8.2%        | 9.9%        | 8.9%        |
| 2025 Homes Built 1960 to 1969                    |  | 17.1%       | 15.3%       | 14.8%       |
| 2025 Homes Built 1950 to 1959                    |  | 35.8%       | 22.1%       | 20.1%       |
| 2025 Homes Built Before 1949                     |  | 17.5%       | 22.7%       | 26.2%       |
| <b>Home Values</b>                               |  |             |             |             |
| 2025 Home Value \$1,000,000 or More              |  | 0.4%        | 3.4%        | 3.3%        |
| 2025 Home Value \$500,000 to \$999,999           |  | 9.3%        | 19.0%       | 16.4%       |
| 2025 Home Value \$400,000 to \$499,999           |  | 18.1%       | 12.6%       | 10.2%       |
| 2025 Home Value \$300,000 to \$399,999           |  | 24.5%       | 20.0%       | 17.7%       |
| 2025 Home Value \$200,000 to \$299,999           |  | 29.9%       | 25.2%       | 25.6%       |
| 2025 Home Value \$150,000 to \$199,999           |  | 11.8%       | 11.5%       | 15.3%       |
| 2025 Home Value \$100,000 to \$149,999           |  | 3.9%        | 4.7%        | 6.7%        |
| 2025 Home Value \$50,000 to \$99,999             |  | 0.7%        | 1.5%        | 2.5%        |
| 2025 Home Value \$25,000 to \$49,999             |  | 0.8%        | 0.8%        | 0.9%        |
| 2025 Home Value Under \$25,000                   |  | 0.7%        | 1.3%        | 1.4%        |
| 2025 Median Home Value                           |  | \$320,101   | \$354,737   | \$331,629   |
| 2025 Median Rent                                 |  | \$973       | \$1,043     | \$1,017     |

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| <b>Labor Force</b>                                 |             |             |             |
| 2025 Est. Labor Population Age 16 Years or Over    | 8,374       | 75,696      | 186,992     |
| 2025 Est. Civilian Employed                        | 66.6%       | 64.8%       | 66.5%       |
| 2025 Est. Civilian Unemployed                      | 1.8%        | 1.9%        | 2.0%        |
| 2025 Est. in Armed Forces                          | 0.5%        | 0.2%        | 0.2%        |
| 2025 Est. not in Labor Force                       | 31.1%       | 33.1%       | 31.3%       |
| 2025 Labor Force Males                             | 46.6%       | 47.6%       | 48.0%       |
| 2025 Labor Force Females                           | 53.4%       | 52.4%       | 52.0%       |
| <b>Occupation</b>                                  |             |             |             |
| 2025 Occupation: Population Age 16 Years or Over   | 5,577       | 49,054      | 124,304     |
| 2025 Mgmt, Business, & Financial Operations        | 20.8%       | 23.6%       | 22.2%       |
| 2025 Professional, Related                         | 38.4%       | 34.8%       | 34.4%       |
| 2025 Service                                       | 9.7%        | 11.7%       | 12.2%       |
| 2025 Sales, Office                                 | 19.0%       | 17.7%       | 18.1%       |
| 2025 Farming, Fishing, Forestry                    | 0.2%        | 0.4%        | 0.2%        |
| 2025 Construction, Extraction, Maintenance         | 5.2%        | 4.5%        | 4.6%        |
| 2025 Production, Transport, Material Moving        | 6.6%        | 7.2%        | 8.2%        |
| 2025 White Collar Workers                          | 78.2%       | 76.2%       | 74.7%       |
| 2025 Blue Collar Workers                           | 21.8%       | 23.8%       | 25.3%       |
| <b>Transportation to Work</b>                      |             |             |             |
| 2025 Drive to Work Alone                           | 72.4%       | 72.1%       | 73.5%       |
| 2025 Drive to Work in Carpool                      | 5.7%        | 5.2%        | 5.6%        |
| 2025 Travel to Work by Public Transportation       | 0.4%        | 0.7%        | 0.9%        |
| 2025 Drive to Work on Motorcycle                   | -           | -           | -           |
| 2025 Walk or Bicycle to Work                       | 0.5%        | 2.1%        | 1.7%        |
| 2025 Other Means                                   | 0.4%        | 0.9%        | 0.8%        |
| 2025 Work at Home                                  | 20.7%       | 18.9%       | 17.3%       |
| <b>Travel Time</b>                                 |             |             |             |
| 2025 Travel to Work in 14 Minutes or Less          | 20.7%       | 26.7%       | 23.9%       |
| 2025 Travel to Work in 15 to 29 Minutes            | 55.8%       | 48.6%       | 50.4%       |
| 2025 Travel to Work in 30 to 59 Minutes            | 22.6%       | 22.1%       | 23.2%       |
| 2025 Travel to Work in 60 Minutes or More          | 0.9%        | 2.6%        | 2.5%        |
| 2025 Average Travel Time to Work                   | 20.5        | 20.3        | 20.8        |
| <b>Consumer Expenditure</b>                        |             |             |             |
| 2025 Est. Total Household Expenditure              | \$557.07 M  | \$4.78 B    | \$11.38 B   |
| 2025 Est. Apparel                                  | \$10.15 M   | \$87.08 M   | \$208.36 M  |
| 2025 Est. Contributions, Tax and Retirement        | \$182.81 M  | \$1.53 B    | \$3.55 B    |
| 2025 Est. Education                                | \$13.34 M   | \$113.42 M  | \$268.94 M  |
| 2025 Est. Entertainment                            | \$31.26 M   | \$268.43 M  | \$642.83 M  |
| 2025 Est. Food, Beverages, Tobacco                 | \$60.6 M    | \$526.23 M  | \$1.28 B    |
| 2025 Est. Health Care                              | \$31.13 M   | \$279.23 M  | \$684.44 M  |
| 2025 Est. Household Furnishings and Equipment      | \$14.87 M   | \$127.22 M  | \$303.69 M  |
| 2025 Est. Household Operations, Shelter, Utilities | \$112.52 M  | \$986.23 M  | \$2.39 B    |
| 2025 Est. Miscellaneous Expenses                   | \$9.5 M     | \$81.33 M   | \$194.57 M  |
| 2025 Est. Personal Care                            | \$6.34 M    | \$55.22 M   | \$134.21 M  |
| 2025 Est. Transportation                           | \$84.56 M   | \$717.32 M  | \$1.73 B    |

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