

Full Profile

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



Lat/Lon: 38.5519/-90.3345

Grasso Plaza Affton, MO 63123	1 mi radius	3 mi radius	5 mi radius
Population			
2025 Estimated Population	12,626	109,068	283,683
2030 Projected Population	12,247	105,015	270,950
2020 Census Population	13,128	112,656	297,963
2010 Census Population	12,836	109,216	293,746
Projected Annual Growth 2025 to 2030	-0.6%	-0.7%	-0.9%
Historical Annual Growth 2010 to 2025	-0.1%	-	-0.2%
Households			
2025 Estimated Households	6,023	48,831	128,718
2030 Projected Households	5,899	47,210	122,762
2020 Census Households	6,139	50,748	134,845
2010 Census Households	5,864	49,122	131,348
Projected Annual Growth 2025 to 2030	-0.4%	-0.7%	-0.9%
Historical Annual Growth 2010 to 2025	0.2%	-	-0.1%
Age			
2025 Est. Population Under 10 Years	10.6%	11.1%	11.2%
2025 Est. Population 10 to 19 Years	9.8%	10.3%	10.2%
2025 Est. Population 20 to 29 Years	12.9%	10.8%	11.0%
2025 Est. Population 30 to 44 Years	21.9%	20.3%	22.0%
2025 Est. Population 45 to 59 Years	17.1%	17.1%	17.3%
2025 Est. Population 60 to 74 Years	19.5%	19.9%	19.1%
2025 Est. Population 75 Years or Over	8.2%	10.4%	9.3%
2025 Est. Median Age	40.3	42.7	41.6
Marital Status & Gender			
2025 Est. Male Population	48.1%	48.7%	49.0%
2025 Est. Female Population	51.9%	51.3%	51.0%
2025 Est. Never Married	35.1%	30.5%	33.4%
2025 Est. Now Married	43.9%	48.8%	45.6%
2025 Est. Separated or Divorced	16.6%	14.5%	14.7%
2025 Est. Widowed	4.4%	6.2%	6.3%
Income			
2025 Est. HH Income \$200,000 or More	7.1%	12.2%	12.8%
2025 Est. HH Income \$150,000 to \$199,999	9.6%	8.5%	8.5%
2025 Est. HH Income \$100,000 to \$149,999	18.9%	20.7%	17.8%
2025 Est. HH Income \$75,000 to \$99,999	12.7%	13.0%	12.9%
2025 Est. HH Income \$50,000 to \$74,999	21.7%	18.8%	18.5%
2025 Est. HH Income \$35,000 to \$49,999	10.8%	10.3%	11.3%
2025 Est. HH Income \$25,000 to \$34,999	7.0%	6.7%	7.2%
2025 Est. HH Income \$15,000 to \$24,999	4.9%	4.7%	4.9%
2025 Est. HH Income Under \$15,000	7.3%	5.1%	6.2%
2025 Est. Average Household Income	\$101,099	\$119,337	\$119,803
2025 Est. Median Household Income	\$78,182	\$89,122	\$88,248
2025 Est. Per Capita Income	\$48,233	\$53,526	\$54,475
2025 Est. Total Businesses	400	3,951	12,342
2025 Est. Total Employees	4,249	38,073	129,393

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Race			
2025 Est. White	85.9%	86.3%	81.4%
2025 Est. Black	5.7%	4.9%	9.6%
2025 Est. Asian or Pacific Islander	3.2%	4.0%	3.4%
2025 Est. American Indian or Alaska Native	0.2%	0.1%	0.2%
2025 Est. Other Races	5.0%	4.6%	5.5%
Hispanic			
2025 Est. Hispanic Population	486	3,917	12,603
2025 Est. Hispanic Population	3.9%	3.6%	4.4%
2030 Proj. Hispanic Population	4.3%	4.2%	4.9%
2020 Hispanic Population	3.9%	3.3%	4.5%
Education (Adults 25 & Older)			
2025 Est. Adult Population (25 Years or Over)	9,357	80,522	210,096
2025 Est. Elementary (Grade Level 0 to 8)	2.6%	2.1%	2.2%
2025 Est. Some High School (Grade Level 9 to 11)	3.2%	3.6%	3.3%
2025 Est. High School Graduate	23.0%	21.0%	21.1%
2025 Est. Some College	19.4%	18.5%	18.5%
2025 Est. Associate Degree Only	11.5%	9.2%	7.9%
2025 Est. Bachelor Degree Only	22.8%	26.4%	27.7%
2025 Est. Graduate Degree	17.4%	19.3%	19.3%
Housing			
2025 Est. Total Housing Units	6,412	52,849	143,269
2025 Est. Owner-Occupied	57.3%	66.7%	61.0%
2025 Est. Renter-Occupied	36.7%	25.7%	28.9%
2025 Est. Vacant Housing	6.1%	7.6%	10.2%
Homes Built by Year			
2025 Homes Built 2010 or later	4.1%	3.6%	3.9%
2025 Homes Built 2000 to 2009	2.2%	2.8%	3.8%
2025 Homes Built 1990 to 1999	6.0%	5.6%	4.8%
2025 Homes Built 1980 to 1989	7.2%	6.5%	6.1%
2025 Homes Built 1970 to 1979	13.3%	9.5%	8.2%
2025 Homes Built 1960 to 1969	18.6%	18.0%	12.7%
2025 Homes Built 1950 to 1959	21.8%	23.8%	17.5%
2025 Homes Built Before 1949	20.7%	22.6%	33.0%
Home Values			
2025 Home Value \$1,000,000 or More	0.4%	1.4%	2.2%
2025 Home Value \$500,000 to \$999,999	5.4%	7.6%	10.7%
2025 Home Value \$400,000 to \$499,999	7.0%	8.0%	8.0%
2025 Home Value \$300,000 to \$399,999	12.4%	16.4%	16.4%
2025 Home Value \$200,000 to \$299,999	34.9%	30.2%	27.3%
2025 Home Value \$150,000 to \$199,999	27.1%	21.2%	18.0%
2025 Home Value \$100,000 to \$149,999	7.8%	9.3%	9.6%
2025 Home Value \$50,000 to \$99,999	1.8%	3.2%	4.7%
2025 Home Value \$25,000 to \$49,999	0.7%	0.9%	1.1%
2025 Home Value Under \$25,000	2.3%	1.8%	2.0%
2025 Median Home Value	\$235,559	\$261,299	\$276,037
2025 Median Rent	\$955	\$969	\$936

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Labor Force			
2025 Est. Labor Population Age 16 Years or Over	10,452	90,016	233,788
2025 Est. Civilian Employed	69.4%	63.1%	64.4%
2025 Est. Civilian Unemployed	1.2%	1.6%	2.0%
2025 Est. in Armed Forces	0.1%	0.3%	0.2%
2025 Est. not in Labor Force	29.3%	35.0%	33.4%
2025 Labor Force Males	47.4%	48.1%	48.5%
2025 Labor Force Females	52.6%	51.9%	51.5%
Occupation			
2025 Occupation: Population Age 16 Years or Over	7,249	56,816	150,583
2025 Mgmt, Business, & Financial Operations	17.0%	18.7%	20.0%
2025 Professional, Related	27.2%	31.2%	31.9%
2025 Service	16.2%	13.8%	14.4%
2025 Sales, Office	19.3%	18.9%	18.5%
2025 Farming, Fishing, Forestry	0.3%	0.3%	0.2%
2025 Construction, Extraction, Maintenance	7.7%	6.2%	5.2%
2025 Production, Transport, Material Moving	12.5%	10.9%	9.7%
2025 White Collar Workers	63.4%	68.9%	70.4%
2025 Blue Collar Workers	36.6%	31.1%	29.6%
Transportation to Work			
2025 Drive to Work Alone	74.4%	74.8%	74.0%
2025 Drive to Work in Carpool	10.5%	6.8%	6.2%
2025 Travel to Work by Public Transportation	1.1%	0.8%	1.4%
2025 Drive to Work on Motorcycle	-	-	-
2025 Walk or Bicycle to Work	1.4%	1.7%	1.9%
2025 Other Means	1.5%	0.7%	0.9%
2025 Work at Home	11.1%	15.2%	15.4%
Travel Time			
2025 Travel to Work in 14 Minutes or Less	23.7%	22.7%	22.6%
2025 Travel to Work in 15 to 29 Minutes	49.0%	48.0%	49.0%
2025 Travel to Work in 30 to 59 Minutes	24.6%	27.1%	25.6%
2025 Travel to Work in 60 Minutes or More	2.7%	2.2%	2.8%
2025 Average Travel Time to Work	21.0	21.4	21.3
Consumer Expenditure			
2025 Est. Total Household Expenditure	\$569.29 M	\$5.03 B	\$13.07 B
2025 Est. Apparel	\$10.53 M	\$92.88 M	\$241.54 M
2025 Est. Contributions, Tax and Retirement	\$154.57 M	\$1.46 B	\$3.81 B
2025 Est. Education	\$13.09 M	\$117.52 M	\$305.23 M
2025 Est. Entertainment	\$32.6 M	\$287.08 M	\$746.62 M
2025 Est. Food, Beverages, Tobacco	\$67.72 M	\$584.39 M	\$1.52 B
2025 Est. Health Care	\$39.69 M	\$331.04 M	\$848.82 M
2025 Est. Household Furnishings and Equipment	\$15.2 M	\$134.68 M	\$350.07 M
2025 Est. Household Operations, Shelter, Utilities	\$127.78 M	\$1.09 B	\$2.85 B
2025 Est. Miscellaneous Expenses	\$9.83 M	\$86.71 M	\$225.24 M
2025 Est. Personal Care	\$7.2 M	\$61.86 M	\$161.11 M
2025 Est. Transportation	\$91.08 M	\$786.75 M	\$2 B

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