

# 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
<b>Population</b>			
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%
<b>Households</b>			
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%
<b>Age</b>			
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
<b>Marital Status &amp; Gender</b>			
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%
<b>Income</b>			
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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<b>Race</b>			
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%
<b>Hispanic</b>			
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%
<b>Education (Adults 25 &amp; Older)</b>			
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%
<b>Housing</b>			
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%
<b>Homes Built by Year</b>			
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%
<b>Home Values</b>			
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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<b>Labor Force</b>			
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%
<b>Occupation</b>			
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%
<b>Transportation to Work</b>			
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%
<b>Travel Time</b>			
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
<b>Consumer Expenditure</b>			
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