

Full Profile

2010-2020 Census, 2026 Estimates with 2031 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 38.551/-90.3348

Grasso Plaza Affton, MO 63123	1 mi radius	3 mi radius	5 mi radius
Population			
2026 Estimated Population	12,561	109,010	281,655
2031 Projected Population	12,306	105,704	269,778
2020 Census Population	13,166	112,530	296,073
2010 Census Population	12,721	109,060	291,803
Projected Annual Growth 2026 to 2031	-0.4%	-0.6%	-0.8%
Historical Annual Growth 2010 to 2026	-	-	-0.2%
Households			
2026 Estimated Households	5,970	49,381	129,228
2031 Projected Households	5,840	47,609	122,277
2020 Census Households	6,080	50,642	133,933
2010 Census Households	5,765	49,028	130,438
Projected Annual Growth 2026 to 2031	-0.4%	-0.7%	-1.1%
Historical Annual Growth 2010 to 2026	0.2%	-	-
Age			
2026 Est. Population Under 10 Years	11.0%	11.0%	11.1%
2026 Est. Population 10 to 19 Years	9.9%	10.3%	10.2%
2026 Est. Population 20 to 29 Years	12.4%	10.9%	10.9%
2026 Est. Population 30 to 44 Years	22.2%	20.5%	22.2%
2026 Est. Population 45 to 59 Years	16.6%	16.9%	17.0%
2026 Est. Population 60 to 74 Years	19.4%	19.7%	18.9%
2026 Est. Population 75 Years or Over	8.5%	10.8%	9.6%
2026 Est. Median Age	40.2	42.6	41.7
Marital Status & Gender			
2026 Est. Male Population	48.1%	48.6%	49.0%
2026 Est. Female Population	51.9%	51.4%	51.0%
2026 Est. Never Married	32.3%	31.8%	34.1%
2026 Est. Now Married	46.4%	47.8%	46.0%
2026 Est. Separated or Divorced	15.6%	14.0%	13.9%
2026 Est. Widowed	5.7%	6.4%	6.0%
Income			
2026 Est. HH Income \$200,000 or More	12.3%	13.6%	14.2%
2026 Est. HH Income \$150,000 to \$199,999	10.0%	9.4%	9.7%
2026 Est. HH Income \$100,000 to \$149,999	18.1%	19.8%	17.1%
2026 Est. HH Income \$75,000 to \$99,999	12.9%	12.7%	12.4%
2026 Est. HH Income \$50,000 to \$74,999	18.9%	17.6%	17.5%
2026 Est. HH Income \$35,000 to \$49,999	9.7%	9.6%	10.1%
2026 Est. HH Income \$25,000 to \$34,999	7.4%	6.9%	7.2%
2026 Est. HH Income \$15,000 to \$24,999	4.2%	4.7%	5.1%
2026 Est. HH Income Under \$15,000	6.5%	5.7%	6.6%
2026 Est. Average Household Income	\$108,581	\$117,898	\$119,723
2026 Est. Median Household Income	\$87,134	\$92,132	\$91,167
2026 Est. Per Capita Income	\$51,611	\$53,498	\$55,035
2026 Est. Total Businesses	351	4,009	12,150
2026 Est. Total Employees	3,726	42,463	134,566

Full Profile

2010-2020 Census, 2026 Estimates with 2031 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 38.551/-90.3348

Grasso Plaza Affton, MO 63123		1 mi radius	3 mi radius	5 mi radius
Race				
2026 Est. White		84.7%	84.4%	80.0%
2026 Est. Black		6.5%	6.1%	10.3%
2026 Est. Asian or Pacific Islander		3.4%	4.5%	3.8%
2026 Est. American Indian or Alaska Native		0.2%	0.1%	0.2%
2026 Est. Other Races		5.3%	4.9%	5.7%
Hispanic				
2026 Est. Hispanic Population		511	4,270	13,418
2026 Est. Hispanic Population		4.1%	3.9%	4.8%
2031 Proj. Hispanic Population		4.8%	4.8%	5.5%
2020 Hispanic Population		3.7%	3.2%	4.4%
Education (Adults 25 & Older)				
2026 Est. Adult Population (25 Years or Over)		9,272	80,415	208,783
2026 Est. Elementary (Grade Level 0 to 8)		2.9%	2.2%	2.1%
2026 Est. Some High School (Grade Level 9 to 11)		3.0%	3.8%	3.7%
2026 Est. High School Graduate		22.1%	20.5%	20.2%
2026 Est. Some College		19.8%	18.4%	18.0%
2026 Est. Associate Degree Only		11.2%	9.4%	8.4%
2026 Est. Bachelor Degree Only		23.1%	26.1%	27.6%
2026 Est. Graduate Degree		17.8%	19.5%	20.1%
Housing				
2026 Est. Total Housing Units		6,323	53,074	142,595
2026 Est. Owner-Occupied		59.1%	66.9%	61.6%
2026 Est. Renter-Occupied		35.3%	26.2%	29.0%
2026 Est. Vacant Housing		5.6%	7.0%	9.4%
Homes Built by Year				
2026 Homes Built 2010 or later		3.8%	3.0%	3.5%
2026 Homes Built 2000 to 2009		2.4%	2.7%	3.5%
2026 Homes Built 1990 to 1999		5.7%	4.9%	4.2%
2026 Homes Built 1980 to 1989		8.7%	7.3%	6.4%
2026 Homes Built 1970 to 1979		13.9%	10.6%	9.4%
2026 Homes Built 1960 to 1969		19.2%	19.3%	13.9%
2026 Homes Built 1950 to 1959		22.6%	25.6%	19.3%
2026 Homes Built Before 1949		18.1%	19.7%	30.4%
Home Values				
2026 Home Value \$1,000,000 or More		0.9%	1.6%	2.2%
2026 Home Value \$500,000 to \$999,999		9.5%	10.7%	13.4%
2026 Home Value \$400,000 to \$499,999		9.8%	8.8%	9.1%
2026 Home Value \$300,000 to \$399,999		13.1%	18.1%	18.1%
2026 Home Value \$200,000 to \$299,999		36.8%	30.9%	27.2%
2026 Home Value \$150,000 to \$199,999		18.7%	16.9%	16.0%
2026 Home Value \$100,000 to \$149,999		7.8%	8.2%	8.1%
2026 Home Value \$50,000 to \$99,999		1.4%	2.4%	3.5%
2026 Home Value \$25,000 to \$49,999		0.4%	0.7%	0.8%
2026 Home Value Under \$25,000		1.6%	1.8%	1.6%
2026 Median Home Value		\$260,880	\$281,401	\$298,506
2026 Median Rent		\$967	\$1,001	\$969

©2026, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 5/2026, TIGER Geography - RF1

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Full Profile

2010-2020 Census, 2026 Estimates with 2031 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 38.551/-90.3348

Grasso Plaza Affton, MO 63123	1 mi radius	3 mi radius	5 mi radius
Labor Force			
2026 Est. Labor Population Age 16 Years or Over	10,339	90,071	232,477
2026 Est. Civilian Employed	69.8%	64.6%	65.5%
2026 Est. Civilian Unemployed	0.6%	1.1%	1.4%
2026 Est. in Armed Forces	0.1%	0.3%	0.2%
2026 Est. not in Labor Force	29.5%	34.0%	32.8%
2026 Labor Force Males	47.2%	48.0%	48.5%
2026 Labor Force Females	52.8%	52.0%	51.5%
Occupation			
2026 Occupation: Population Age 16 Years or Over	7,215	58,196	152,357
2026 Mgmt, Business, & Financial Operations	19.1%	18.4%	19.4%
2026 Professional, Related	25.6%	30.4%	31.2%
2026 Service	15.3%	15.2%	16.1%
2026 Sales, Office	21.1%	19.2%	18.3%
2026 Farming, Fishing, Forestry	0.2%	0.1%	0.2%
2026 Construction, Extraction, Maintenance	7.4%	5.8%	5.2%
2026 Production, Transport, Material Moving	11.4%	10.9%	9.8%
2026 White Collar Workers	65.8%	68.0%	68.8%
2026 Blue Collar Workers	34.2%	32.0%	31.2%
Transportation to Work			
2026 Drive to Work Alone	74.7%	73.6%	72.6%
2026 Drive to Work in Carpool	9.4%	8.8%	8.1%
2026 Travel to Work by Public Transportation	2.5%	1.8%	2.6%
2026 Drive to Work on Motorcycle	-	-	-
2026 Walk or Bicycle to Work	1.5%	1.6%	2.0%
2026 Other Means	1.0%	0.6%	0.6%
2026 Work at Home	10.9%	13.7%	14.1%
Travel Time			
2026 Travel to Work in 14 Minutes or Less	22.4%	23.0%	23.5%
2026 Travel to Work in 15 to 29 Minutes	47.8%	46.3%	47.6%
2026 Travel to Work in 30 to 59 Minutes	26.8%	27.8%	26.3%
2026 Travel to Work in 60 Minutes or More	2.9%	2.9%	2.6%
2026 Average Travel Time to Work	21.8	21.9	21.6
Consumer Expenditure			
2026 Est. Total Household Expenditure	\$552.89 M	\$4.7 B	\$12.16 B
2026 Est. Apparel	\$11.93 M	\$100.98 M	\$261.66 M
2026 Est. Contributions, Tax and Retirement	\$150.72 M	\$1.3 B	\$3.4 B
2026 Est. Education	\$9.51 M	\$80.98 M	\$209.94 M
2026 Est. Entertainment	\$26.95 M	\$228.17 M	\$591.25 M
2026 Est. Food, Beverages, Tobacco	\$68.77 M	\$579.57 M	\$1.5 B
2026 Est. Health Care	\$39.78 M	\$336.9 M	\$856.94 M
2026 Est. Household Furnishings and Equipment	\$14.29 M	\$121.26 M	\$314.24 M
2026 Est. Household Operations, Shelter, Utilities	\$134.82 M	\$1.13 B	\$2.94 B
2026 Est. Miscellaneous Expenses	\$8.38 M	\$71.05 M	\$184 M
2026 Est. Personal Care	\$5.91 M	\$49.78 M	\$128.88 M
2026 Est. Transportation	\$81.83 M	\$695.05 M	\$1.78 B

©2026, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 5/2026, TIGER Geography - RF1

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.