

Full Profile

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



Lat/Lon: 38.7603/-90.801

W Willow Nest Land			
Lake St. Louis, MO 63367			
	1 mi radius	3 mi radius	5 mi radius
Population			
2025 Estimated Population	9,516	44,375	101,475
2030 Projected Population	10,328	49,233	108,671
2020 Census Population	7,668	37,521	92,431
2010 Census Population	3,890	28,489	75,506
Projected Annual Growth 2025 to 2030	1.7%	2.2%	1.4%
Historical Annual Growth 2010 to 2025	9.6%	3.7%	2.3%
Households			
2025 Estimated Households	3,195	16,574	37,742
2030 Projected Households	3,535	18,813	41,366
2020 Census Households	2,872	14,054	33,785
2010 Census Households	1,457	10,488	27,030
Projected Annual Growth 2025 to 2030	2.1%	2.7%	1.9%
Historical Annual Growth 2010 to 2025	7.9%	3.9%	2.6%
Age			
2025 Est. Population Under 10 Years	16.8%	12.7%	12.1%
2025 Est. Population 10 to 19 Years	15.3%	14.9%	14.7%
2025 Est. Population 20 to 29 Years	7.4%	9.5%	10.2%
2025 Est. Population 30 to 44 Years	28.8%	22.5%	21.5%
2025 Est. Population 45 to 59 Years	15.5%	18.4%	19.2%
2025 Est. Population 60 to 74 Years	12.3%	15.5%	15.5%
2025 Est. Population 75 Years or Over	3.9%	6.4%	6.7%
2025 Est. Median Age	36.0	39.2	39.3
Marital Status & Gender			
2025 Est. Male Population	48.9%	49.1%	49.2%
2025 Est. Female Population	51.1%	50.9%	50.8%
2025 Est. Never Married	22.7%	24.8%	25.4%
2025 Est. Now Married	67.8%	61.3%	59.4%
2025 Est. Separated or Divorced	8.0%	10.3%	10.9%
2025 Est. Widowed	1.6%	3.6%	4.3%
Income			
2025 Est. HH Income \$200,000 or More	23.9%	26.1%	22.2%
2025 Est. HH Income \$150,000 to \$199,999	23.9%	16.6%	15.1%
2025 Est. HH Income \$100,000 to \$149,999	28.2%	24.1%	24.1%
2025 Est. HH Income \$75,000 to \$99,999	9.2%	8.9%	11.2%
2025 Est. HH Income \$50,000 to \$74,999	5.5%	10.8%	11.8%
2025 Est. HH Income \$35,000 to \$49,999	4.9%	6.5%	7.1%
2025 Est. HH Income \$25,000 to \$34,999	0.6%	1.5%	2.4%
2025 Est. HH Income \$15,000 to \$24,999	0.9%	1.9%	2.2%
2025 Est. HH Income Under \$15,000	2.8%	3.6%	3.8%
2025 Est. Average Household Income	\$186,042	\$178,195	\$163,099
2025 Est. Median Household Income	\$147,863	\$136,603	\$125,048
2025 Est. Per Capita Income	\$62,456	\$66,572	\$60,711
2025 Est. Total Businesses	158	941	2,789
2025 Est. Total Employees	1,687	8,614	29,497

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Race				
2025 Est. White	85.2%	85.8%	85.5%	
2025 Est. Black	5.8%	5.5%	5.7%	
2025 Est. Asian or Pacific Islander	4.0%	3.5%	3.7%	
2025 Est. American Indian or Alaska Native	-	0.2%	0.1%	
2025 Est. Other Races	4.8%	5.0%	4.9%	
Hispanic				
2025 Est. Hispanic Population	398	1,863	4,045	
2025 Est. Hispanic Population	4.2%	4.2%	4.0%	
2030 Proj. Hispanic Population	5.4%	5.4%	5.2%	
2020 Hispanic Population	7.2%	5.2%	4.5%	
Education (Adults 25 & Older)				
2025 Est. Adult Population (25 Years or Over)	6,136	29,902	68,843	
2025 Est. Elementary (Grade Level 0 to 8)	0.3%	0.5%	1.1%	
2025 Est. Some High School (Grade Level 9 to 11)	1.6%	2.2%	2.5%	
2025 Est. High School Graduate	17.6%	18.8%	19.9%	
2025 Est. Some College	19.1%	20.9%	20.8%	
2025 Est. Associate Degree Only	12.1%	9.4%	9.6%	
2025 Est. Bachelor Degree Only	29.7%	30.9%	29.2%	
2025 Est. Graduate Degree	19.6%	17.3%	17.0%	
Housing				
2025 Est. Total Housing Units	3,298	17,242	39,172	
2025 Est. Owner-Occupied	89.1%	78.2%	77.6%	
2025 Est. Renter-Occupied	7.8%	18.0%	18.7%	
2025 Est. Vacant Housing	3.1%	3.9%	3.6%	
Homes Built by Year				
2025 Homes Built 2010 or later	50.0%	30.3%	25.8%	
2025 Homes Built 2000 to 2009	34.5%	34.8%	30.9%	
2025 Homes Built 1990 to 1999	4.0%	11.4%	17.6%	
2025 Homes Built 1980 to 1989	3.9%	9.4%	10.3%	
2025 Homes Built 1970 to 1979	1.7%	5.9%	5.9%	
2025 Homes Built 1960 to 1969	1.2%	2.5%	2.6%	
2025 Homes Built 1950 to 1959	0.5%	0.7%	1.4%	
2025 Homes Built Before 1949	1.0%	1.0%	1.7%	
Home Values				
2025 Home Value \$1,000,000 or More	0.2%	0.8%	0.8%	
2025 Home Value \$500,000 to \$999,999	29.4%	24.8%	19.9%	
2025 Home Value \$400,000 to \$499,999	21.2%	21.3%	18.9%	
2025 Home Value \$300,000 to \$399,999	32.2%	28.1%	29.9%	
2025 Home Value \$200,000 to \$299,999	13.2%	16.0%	19.7%	
2025 Home Value \$150,000 to \$199,999	2.8%	3.6%	4.7%	
2025 Home Value \$100,000 to \$149,999	0.3%	0.9%	1.4%	
2025 Home Value \$50,000 to \$99,999	-	0.3%	0.6%	
2025 Home Value \$25,000 to \$49,999	0.3%	1.6%	2.0%	
2025 Home Value Under \$25,000	0.4%	2.5%	2.0%	
2025 Median Home Value	\$418,866	\$388,604	\$368,547	
2025 Median Rent	\$1,502	\$1,388	\$1,310	

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Labor Force			
2025 Est. Labor Population Age 16 Years or Over	6,910	34,526	79,996
2025 Est. Civilian Employed	76.1%	70.6%	69.4%
2025 Est. Civilian Unemployed	1.6%	4.0%	3.4%
2025 Est. in Armed Forces	-	-	-
2025 Est. not in Labor Force	22.3%	25.4%	27.1%
2025 Labor Force Males	47.9%	48.7%	48.9%
2025 Labor Force Females	52.1%	51.3%	51.1%
Occupation			
2025 Occupation: Population Age 16 Years or Over	5,259	24,380	55,556
2025 Mgmt, Business, & Financial Operations	27.5%	25.5%	23.4%
2025 Professional, Related	23.0%	23.2%	23.2%
2025 Service	14.1%	15.4%	15.1%
2025 Sales, Office	19.1%	19.4%	21.7%
2025 Farming, Fishing, Forestry	-	-	-
2025 Construction, Extraction, Maintenance	6.4%	5.2%	5.5%
2025 Production, Transport, Material Moving	10.0%	11.1%	11.0%
2025 White Collar Workers	69.5%	68.2%	68.3%
2025 Blue Collar Workers	30.5%	31.8%	31.7%
Transportation to Work			
2025 Drive to Work Alone	69.3%	72.3%	73.2%
2025 Drive to Work in Carpool	4.1%	6.3%	6.2%
2025 Travel to Work by Public Transportation	-	-	0.1%
2025 Drive to Work on Motorcycle	-	-	-
2025 Walk or Bicycle to Work	0.2%	0.6%	0.6%
2025 Other Means	0.8%	1.0%	1.1%
2025 Work at Home	25.4%	19.6%	18.8%
Travel Time			
2025 Travel to Work in 14 Minutes or Less	22.7%	25.4%	25.9%
2025 Travel to Work in 15 to 29 Minutes	32.8%	32.5%	34.7%
2025 Travel to Work in 30 to 59 Minutes	39.5%	36.6%	34.9%
2025 Travel to Work in 60 Minutes or More	5.1%	5.5%	4.5%
2025 Average Travel Time to Work	26.6	23.9	23.4
Consumer Expenditure			
2025 Est. Total Household Expenditure	\$467.71 M	\$2.29 B	\$4.96 B
2025 Est. Apparel	\$8.7 M	\$41.87 M	\$91.1 M
2025 Est. Contributions, Tax and Retirement	\$151.1 M	\$752.77 M	\$1.58 B
2025 Est. Education	\$11.2 M	\$54.6 M	\$117.42 M
2025 Est. Entertainment	\$26.83 M	\$129.01 M	\$280.95 M
2025 Est. Food, Beverages, Tobacco	\$53.48 M	\$252.51 M	\$558.48 M
2025 Est. Health Care	\$21.35 M	\$112.33 M	\$255.33 M
2025 Est. Household Furnishings and Equipment	\$12.67 M	\$61.17 M	\$132.68 M
2025 Est. Household Operations, Shelter, Utilities	\$96.4 M	\$468.25 M	\$1.03 B
2025 Est. Miscellaneous Expenses	\$8.08 M	\$38.98 M	\$84.71 M
2025 Est. Personal Care	\$5.65 M	\$26.52 M	\$58.89 M
2025 Est. Transportation	\$72.25 M	\$354.74 M	\$770.47 M

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