



# COMMUNITY DEMOGRAPHIC PROFILE

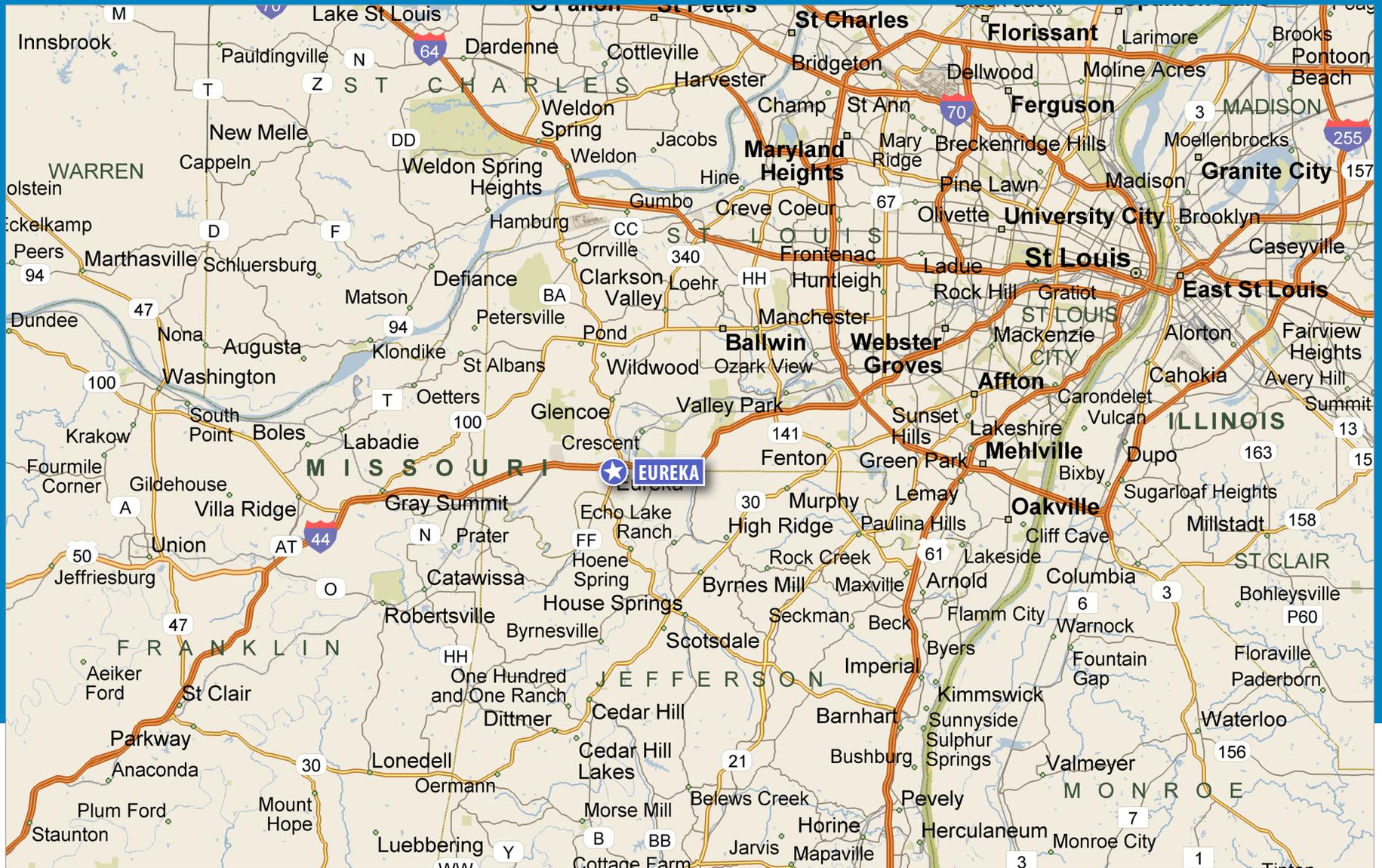
## Eureka, Missouri



Prepared for  
City of Eureka, Missouri  
May 2015



## Location Map Eureka, Missouri



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## Community Demographics

### Eureka, Missouri

DESCRIPTION	DATA	%
Population		
2020 Projection	12,349	
2015 Estimate	11,329	
2010 Census	10,189	
2000 Census	5,366	
Growth 2015-2020	9.00%	
Growth 2010-2015	11.19%	
Growth 2000-2010	89.88%	
2015 Est. Population by Single-Classification Race	11,329	
White Alone	10,699	94.44
Black or African American Alone	84	0.74
Amer. Indian and Alaska Native Alone	38	0.34
Asian Alone	245	2.16
Native Hawaiian and Other Pac. Isl. Alone	11	0.10
Some Other Race Alone	35	0.31
Two or More Races	217	1.92
2015 Est. Population by Hispanic or Latino Origin	11,329	
Not Hispanic or Latino	11,070	97.71
Hispanic or Latino:	259	2.29
Mexican	147	56.76
Puerto Rican	19	7.34
Cuban	8	3.09
All Other Hispanic or Latino	85	32.82

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	259	
White Alone	181	69.88
Black or African American Alone	1	0.39
American Indian and Alaska Native Alone	2	0.77
Asian Alone	2	0.77
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	29	11.20
Two or More Races	44	16.99
2015 Est. Pop by Race, Asian Alone, by Category	245	
Chinese, except Taiwanese	68	27.76
Filipino	8	3.27
Japanese	0	0.00
Asian Indian	72	29.39
Korean	61	24.90
Vietnamese	36	14.69
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
All Other Asian Races Including 2+ Category	0	0.00
2015 Est. Population by Ancestry	11,329	
Arab	94	0.83
Czech	44	0.39
Danish	24	0.21
Dutch	21	0.19
English	816	7.20
French (except Basque)	267	2.36
French Canadian	0	0.00
German	2,441	21.55
Greek	80	0.71

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DESCRIPTION	DATA	%
Hungarian	29	0.26
Irish	1,053	9.29
Italian	396	3.50
Lithuanian	0	0.00
United States or American	948	8.37
Norwegian	18	0.16
Polish	294	2.60
Portuguese	15	0.13
Russian	82	0.72
Scottish	66	0.58
Scotch-Irish	149	1.32
Slovak	1	0.01
Subsaharan African	11	0.10
Swedish	87	0.77
Swiss	11	0.10
Ukrainian	15	0.13
Welsh	6	0.05
West Indian (except Hisp. groups)	1	0.01
Other ancestries	2,326	20.53
Ancestry Unclassified	2,034	17.95
2015 Est. Pop Age 5+ by Language Spoken at Home	10,576	
Speak Only English at Home	10,011	94.66
Speak Asian/Pac. Isl. Lang. at Home	27	0.26
Speak IndoEuropean Language at Home	242	2.29
Speak Spanish at Home	210	1.99
Speak Other Language at Home	86	0.81
2015 Est. Population by Sex	11,329	
Male	5,611	49.53
Female	5,718	50.47

DESCRIPTION	DATA	%
2015 Est. Population by Age	11,329	
Age 0 - 4	753	6.65
Age 5 - 9	807	7.12
Age 10 - 14	984	8.69
Age 15 - 17	598	5.28
Age 18 - 20	506	4.47
Age 21 - 24	609	5.38
Age 25 - 34	955	8.43
Age 35 - 44	1,505	13.28
Age 45 - 54	1,967	17.36
Age 55 - 64	1,358	11.99
Age 65 - 74	750	6.62
Age 75 - 84	332	2.93
Age 85 and over	205	1.81
Age 16 and over	8,589	75.81
Age 18 and over	8,187	72.27
Age 21 and over	7,681	67.80
Age 65 and over	1,287	11.36
2015 Est. Median Age	38.0	
2015 Est. Average Age	37.0	

## Community Demographics

### Eureka, Missouri

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	5,611	
Age 0 - 4	384	6.84
Age 5 - 9	420	7.49
Age 10 - 14	504	8.98
Age 15 - 17	320	5.70
Age 18 - 20	271	4.83
Age 21 - 24	323	5.76
Age 25 - 34	468	8.34
Age 35 - 44	713	12.71
Age 45 - 54	958	17.07
Age 55 - 64	674	12.01
Age 65 - 74	361	6.43
Age 75 - 84	157	2.80
Age 85 and over	58	1.03
2015 Est. Median Age, Male	36.6	
2015 Est. Average Age, Male	36.0	
2015 Est. Female Population by Age	5,718	
Age 0 - 4	369	6.45
Age 5 - 9	387	6.77
Age 10 - 14	480	8.39
Age 15 - 17	278	4.86
Age 18 - 20	235	4.11
Age 21 - 24	286	5.00
Age 25 - 34	487	8.52
Age 35 - 44	792	13.85
Age 45 - 54	1,009	17.65
Age 55 - 64	684	11.96
Age 65 - 74	389	6.80
Age 75 - 84	175	3.06
Age 85 and over	147	2.57

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	39.3	
2015 Est. Average Age, Female	38.1	
2015 Est. Pop Age 15+ by Marital Status	8,785	
Total, Never Married	2,368	26.96
Males, Never Married	1,145	13.03
Females, Never Married	1,223	13.92
Married, Spouse present	4,952	56.37
Married, Spouse absent	210	2.39
Widowed	498	5.67
Males Widowed	124	1.41
Females Widowed	374	4.26
Divorced	757	8.62
Males Divorced	266	3.03
Females Divorced	491	5.59
2015 Est. Pop Age 25+ by Edu. Attainment	7,072	
Less than 9th grade	74	1.05
Some High School, no diploma	172	2.43
High School Graduate (or GED)	1,689	23.88
Some College, no degree	1,489	21.05
Associate Degree	473	6.69
Bachelor's Degree	2,037	28.80
Master's Degree	970	13.72
Professional School Degree	106	1.50
Doctorate Degree	62	0.88
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	121	
No High School Diploma	0	0.00
High School Graduate	65	53.72
Some College or Associate's Degree	14	11.57
Bachelor's Degree or Higher	42	34.71

## Community Demographics

### Eureka, Missouri

DESCRIPTION	DATA	%
Households		
2020 Projection	4,028	
2015 Estimate	3,744	
2010 Census	3,494	
2000 Census	1,754	
Growth 2015-2020	7.59%	
Growth 2010-2015	7.16%	
Growth 2000-2010	99.20%	
2015 Est. Households by Household Type	3,744	
Family Households	2,974	79.43
Nonfamily Households	770	20.57
2015 Est. Group Quarters Population	207	
2015 HHs by Ethnicity, Hispanic/Latino	55	1.47
2015 Est. Households by HH Income	3,744	
Income < \$15,000	193	5.15
Income \$15,000 - \$24,999	213	5.69
Income \$25,000 - \$34,999	306	8.17
Income \$35,000 - \$49,999	318	8.49
Income \$50,000 - \$74,999	494	13.19
Income \$75,000 - \$99,999	536	14.32
Income \$100,000 - \$124,999	475	12.69
Income \$125,000 - \$149,999	335	8.95
Income \$150,000 - \$199,999	541	14.45
Income \$200,000 - \$249,999	136	3.63
Income \$250,000 - \$499,999	175	4.67
Income \$500,000+	22	0.59

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$107,244	
2015 Est. Median Household Income	\$91,231	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	92,343	
Black or African American Alone	37,500	
American Indian and Alaska Native Alone	30,000	
Asian Alone	120,833	
Native Hawaiian and Other Pacific Islander Alone	100,000	
Some Other Race Alone	25,000	
Two or More Races	22,500	
Hispanic or Latino	29,167	
Not Hispanic or Latino	92,048	
2015 Est. Family HH Type by Presence of Own Child.	2,974	
Married-Couple Family, own children	1,337	44.96
Married-Couple Family, no own children	1,155	38.84
Male Householder, own children	84	2.82
Male Householder, no own children	56	1.88
Female Householder, own children	215	7.23
Female Householder, no own children	127	4.27
2015 Est. Households by Household Size	3,744	
1-person	614	16.40
2-person	1,098	29.33
3-person	688	18.38
4-person	749	20.01
5-person	421	11.24
6-person	127	3.39
7-or-more-person	47	1.26

## Community Demographics

### Eureka, Missouri

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.97	
2015 Est. Households by Presence of People Under 18	3,744	
Households with 1 or More People under Age 18:	1,719	45.91
Married-Couple Family	1,375	79.99
Other Family, Male Householder	94	5.47
Other Family, Female Householder	238	13.85
Nonfamily, Male Householder	9	0.52
Nonfamily, Female Householder	3	0.17
Households with No People under Age 18:	2,025	54.09
Married-Couple Family	1,115	55.06
Other Family, Male Householder	49	2.42
Other Family, Female Householder	103	5.09
Nonfamily, Male Householder	351	17.33
Nonfamily, Female Householder	407	20.10
2015 Est. Households by Number of Vehicles	3,744	
No Vehicles	108	2.88
1 Vehicle	769	20.54
2 Vehicles	1,952	52.14
3 Vehicles	695	18.56
4 Vehicles	182	4.86
5 or more Vehicles	38	1.01
2015 Est. Average Number of Vehicles	2.1	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	3,199	
2015 Estimate	2,974	
2010 Census	2,778	
2000 Census	1,444	
Growth 2015-2020	7.57%	
Growth 2010-2015	7.06%	
Growth 2000-2010	92.38%	
2015 Est. Families by Poverty Status	2,974	
2015 Families at or Above Poverty	2,881	96.87
2015 Families at or Above Poverty with Children	1,688	56.76
2015 Families Below Poverty	93	3.13
2015 Families Below Poverty with Children	37	1.24
2015 Est. Pop Age 16+ by Employment Status	8,589	
In Armed Forces	0	0.00
Civilian - Employed	5,062	58.94
Civilian - Unemployed	334	3.89
Not in Labor Force	3,193	37.18
2015 Est. Civ. Employed Pop 16+ by Class of Worker	5,087	
For-Profit Private Workers	3,581	70.40
Non-Profit Private Workers	471	9.26
Local Government Workers	417	8.20
State Government Workers	152	2.99
Federal Government Workers	52	1.02
Self-Employed Workers	414	8.14
Unpaid Family Workers	0	0.00

## Community Demographics

### Eureka, Missouri

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	5,087	
Architect/Engineer	160	3.15
Arts/Entertainment/Sports	43	0.85
Building Grounds Maintenance	49	0.96
Business/Financial Operations	212	4.17
Community/Social Services	81	1.59
Computer/Mathematical	117	2.30
Construction/Extraction	225	4.42
Education/Training/Library	420	8.26
Farming/Fishing/Forestry	8	0.16
Food Prep/Serving	280	5.50
Health Practitioner/Technician	278	5.46
Healthcare Support	48	0.94
Maintenance Repair	124	2.44
Legal	132	2.59
Life/Physical/Social Science	41	0.81
Management	653	12.84
Office/Admin. Support	567	11.15
Production	115	2.26
Protective Services	109	2.14
Sales/Related	893	17.55
Personal Care/Service	314	6.17
Transportation/Moving	218	4.29
2015 Est. Pop 16+ by Occupation Classification	5,087	
Blue Collar	682	13.41
White Collar	3,597	70.71
Service and Farm	808	15.88

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	4,999	
Drove Alone	4,205	84.12
Car Pooled	283	5.66
Public Transportation	39	0.78
Walked	3	0.06
Bicycle	1	0.02
Other Means	43	0.86
Worked at Home	425	8.50
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	954	
15 - 29 Minutes	1,286	
30 - 44 Minutes	1,631	
45 - 59 Minutes	485	
60 or more Minutes	248	
2015 Est. Avg. Travel Time to Work in Minutes	29.70	
2015 Est. Occupied Housing Units by Tenure	3,744	
Owner Occupied	3,206	85.63
Renter Occupied	538	14.37
2015 Owner Occ. HUs: Avg. Length of Residence	13.4	
2015 Renter Occ. HUs: Avg. Length of Residence	6.3	

## Community Demographics

### Eureka, Missouri

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	3,206	
Value Less than \$20,000	73	2.28
Value \$20,000 - \$39,999	31	0.97
Value \$40,000 - \$59,999	34	1.06
Value \$60,000 - \$79,999	53	1.65
Value \$80,000 - \$99,999	60	1.87
Value \$100,000 - \$149,999	232	7.24
Value \$150,000 - \$199,999	581	18.12
Value \$200,000 - \$299,999	1,018	31.75
Value \$300,000 - \$399,999	699	21.80
Value \$400,000 - \$499,999	291	9.08
Value \$500,000 - \$749,999	89	2.78
Value \$750,000 - \$999,999	24	0.75
Value \$1,000,000 or more	21	0.66
2015 Est. Median All Owner-Occupied Housing Value	\$252,947	
2015 Est. Housing Units by Units in Structure	3,966	
1 Unit Attached	222	5.60
1 Unit Detached	3,244	81.80
2 Units	63	1.59
3 or 4 Units	145	3.66
5 to 19 Units	165	4.16
20 to 49 Units	53	1.34
50 or More Units	66	1.66
Mobile Home or Trailer	8	0.20
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	3,966	
Housing Units Built 2010 or later	311	7.84
Housing Units Built 2000 to 2009	1,133	28.57
Housing Units Built 1990 to 1999	1,194	30.11
Housing Units Built 1980 to 1989	328	8.27
Housing Units Built 1970 to 1979	459	11.57
Housing Units Built 1960 to 1969	192	4.84
Housing Units Built 1950 to 1959	198	4.99
Housing Units Built 1940 to 1949	50	1.26
Housing Unit Built 1939 or Earlier	101	2.55
2015 Est. Median Year Structure Built**	1995	



C. Kelly Cofer  
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The Retail Coach, LLC

## About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

**The Retail Coach -  
It’s not about data. It’s about your success.**

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## Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2014/2015, ESRI 2014, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.