



TheRetailCoach®

# PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Eureka, Missouri

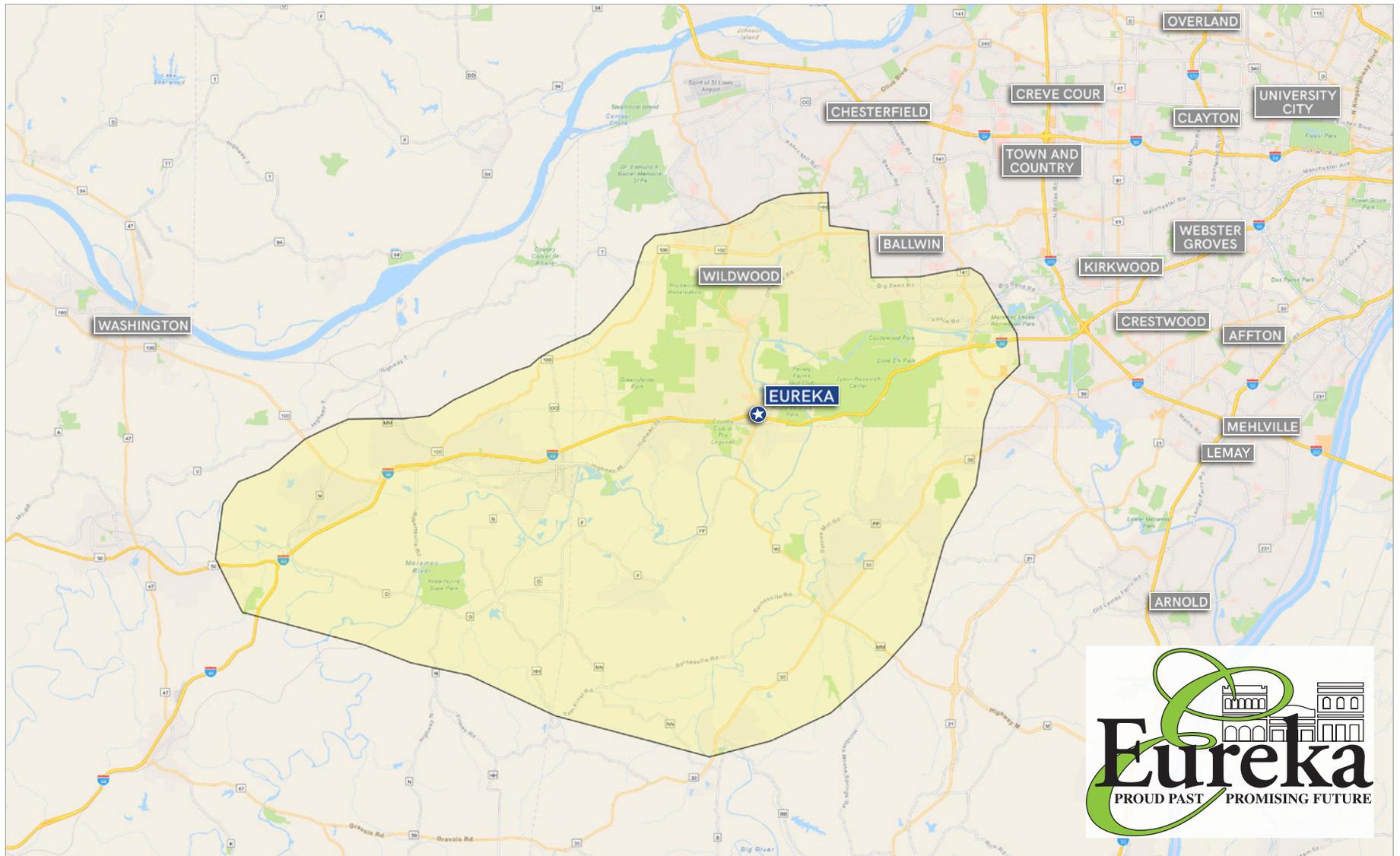
Prepared for  
City of Eureka  
April 2017





# PRIMARY RETAIL TRADE AREA

Eureka, Missouri



**CONTACT** JULIE WOOD, DIRECTOR OF ECONOMIC DEVELOPMENT

City of Eureka | 22 Dreyer Avenue | Eureka, Missouri 63025-0125 | (P) 636.938.5233 | (C) 314.920.0212 | (F) 636.938.4080  
jwood@eureka.mo.us | www.eureka.mo.us



# PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Eureka, Missouri

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>\$3,766,832,344.13</b>	<b>\$206,940,074.00</b>	<b>\$3,559,892,270.13</b>	<b>0.055</b>
441	Motor Vehicle and Parts Dealers	\$731,075,654.42	\$12,529,127.00	\$718,546,527.42	0.017
4411	Automotive Dealers	\$626,792,025.86	\$8,386,990.00	\$618,405,035.86	0.013
4412	Other Motor Vehicle Dealers	\$42,533,827.99	\$187,318.00	\$42,346,509.99	0.004
4413	Automotive Parts/Accsrs, Tire Stores	\$61,749,800.57	\$3,954,819.00	\$57,794,981.57	0.064
442	Furniture and Home Furnishings Stores	\$60,402,191.58	\$1,085,106.00	\$59,317,085.58	0.018
4421	Furniture Stores	\$29,623,820.03	\$506,620.00	\$29,117,200.03	0.017
4422	Home Furnishing Stores	\$30,778,371.55	\$578,486.00	\$30,199,885.55	0.019
443	Electronics and Appliance Stores	\$127,296,746.58	\$2,359,412.00	\$124,937,334.58	0.019
44311	Appliances, TVs, Electronics Stores	\$63,648,373.29	\$1,179,706.00	\$62,468,667.29	0.019
443111	Household Appliances Stores	\$9,545,369.02	\$1,278.00	\$9,544,091.02	0.000
443112	Electronics Stores	\$54,103,004.28	\$1,178,428.00	\$52,924,576.28	0.022
444	Building Material, Garden Equip Stores	\$463,689,753.85	\$18,002,441.00	\$445,687,312.85	0.039
4441	Building Material and Supply Dealers	\$405,607,329.72	\$16,850,551.00	\$388,756,778.72	0.042
44411	Home Centers	\$193,680,436.44	\$1,537,981.00	\$192,142,455.44	0.008
44412	Paint and Wallpaper Stores	\$7,235,212.60	\$650,043.00	\$6,585,169.60	0.090
44413	Hardware Stores	\$42,019,442.77	\$7,747,871.00	\$34,271,571.77	0.184
44419	Other Building Materials Dealers	\$162,672,237.90	\$6,914,656.00	\$155,757,581.90	0.043
444191	Building Materials, Lumberyards	\$60,693,371.85	\$2,579,877.00	\$58,113,494.85	0.043
4442	Lawn, Garden Equipment, Supplies Stores	\$58,082,424.13	\$1,151,890.00	\$56,930,534.13	0.020
44421	Outdoor Power Equipment Stores	\$8,633,924.22	\$0.00	\$8,633,924.22	0.000
44422	Nursery and Garden Centers	\$49,448,499.92	\$1,151,890.00	\$48,296,609.92	0.023



# PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Eureka, Missouri

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	\$395,059,749.94	\$11,617,954.00	\$383,441,795.94	0.029
4451	Grocery Stores	\$368,275,516.37	\$11,501,202.00	\$356,774,314.37	0.031
44511	Supermarkets, Grocery (Ex Conv) Stores	\$344,361,541.16	\$11,501,202.00	\$332,860,339.16	0.033
44512	Convenience Stores	\$23,913,975.21	\$0.00	\$23,913,975.21	0.000
4452	Specialty Food Stores	\$12,473,516.32	\$598.00	\$12,472,918.32	0.000
4453	Beer, Wine and Liquor Stores	\$14,310,717.24	\$116,154.00	\$14,194,563.24	0.008
446	Health and Personal Care Stores	\$208,073,281.21	\$9,533,269.00	\$198,540,012.21	0.046
44611	Pharmacies and Drug Stores	\$168,321,490.39	\$8,559,802.00	\$159,761,688.39	0.051
44612	Cosmetics, Beauty Supplies, Perfume Stores	\$20,270,189.43	\$189,109.00	\$20,081,080.43	0.009
44613	Optical Goods Stores	\$6,901,157.06	\$465,629.00	\$6,435,528.06	0.067
44619	Other Health and Personal Care Stores	\$12,580,444.31	\$318,729.00	\$12,261,715.31	0.025
447	Gasoline Stations	\$333,213,423.23	\$38,163,598.00	\$295,049,825.23	0.115
44711	Gasoline Stations With Conv Stores	\$154,118,694.93	\$37,718,475.00	\$116,400,219.93	0.245
44719	Other Gasoline Stations	\$179,094,728.30	\$445,123.00	\$178,649,605.30	0.002
448	Clothing and Clothing Accessories Stores	\$122,624,112.30	\$2,594,635.00	\$120,029,477.30	0.021
4481	Clothing Stores	\$88,496,094.25	\$2,146,315.00	\$86,349,779.25	0.024
44811	Men's Clothing Stores	\$3,537,690.16	\$0.00	\$3,537,690.16	0.000
44812	Women's Clothing Stores	\$19,896,285.82	\$1,264,738.00	\$18,631,547.82	0.064
44813	Childrens, Infants Clothing Stores	\$6,396,374.88	\$0.00	\$6,396,374.88	0.000
44814	Family Clothing Stores	\$43,964,330.51	\$357,896.00	\$43,606,434.51	0.008
44815	Clothing Accessories Stores	\$5,721,495.07	\$523,681.00	\$5,197,814.07	0.092
44819	Other Clothing Stores	\$8,979,917.80	\$0.00	\$8,979,917.80	0.000
4482	Shoe Stores	\$19,097,532.93	\$0.00	\$19,097,532.93	0.000
4483	Jewelry, Luggage, Leather Goods Stores	\$15,030,485.12	\$448,320.00	\$14,582,165.12	0.030
44831	Jewelry Stores	\$14,159,595.58	\$448,320.00	\$13,711,275.58	0.032
44832	Luggage and Leather Goods Stores	\$870,889.54	\$0.00	\$870,889.54	0.000



# PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Eureka, Missouri

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	\$60,429,552.23	\$6,358,663.00	\$54,070,889.23	0.105
4511	Sportng Goods, Hobby, Musical Inst Stores	\$53,500,740.28	\$6,300,781.00	\$47,199,959.28	0.118
45111	Sporting Goods Stores	\$32,311,243.44	\$3,604,070.00	\$28,707,173.44	0.112
45112	Hobby, Toys and Games Stores	\$14,852,178.16	\$692,731.00	\$14,159,447.16	0.047
45113	Sew/Needlework/Piece Goods Stores	\$2,423,420.75	\$323,023.00	\$2,100,397.75	0.133
45114	Musical Instrument and Supplies Stores	\$3,913,897.93	\$1,680,957.00	\$2,232,940.93	0.429
4512	Book, Periodical and Music Stores	\$6,928,811.95	\$57,882.00	\$6,870,929.95	0.008
45121	Book Stores and News Dealers	\$6,928,811.95	\$57,882.00	\$6,870,929.95	0.008
451211	Book Stores	\$6,302,192.53	\$0.00	\$6,302,192.53	0.000
451212	News Dealers and Newsstands	\$626,619.41	\$57,882.00	\$568,737.41	0.092
452	General Merchandise Stores	\$345,705,052.06	\$37,757,140.00	\$307,947,912.06	0.109
4521	Department Stores Excl Leased Depts	\$216,968,090.59	\$27,191,108.00	\$189,776,982.59	0.125
4529	Other General Merchandise Stores	\$128,736,961.47	\$10,566,032.00	\$118,170,929.47	0.082
453	Miscellaneous Store Retailers	\$89,079,764.74	\$1,325,315.00	\$87,754,449.74	0.015
4531	Florists	\$5,191,865.77	\$232,981.00	\$4,958,884.77	0.045
4532	Office Supplies, Stationery, Gift Stores	\$25,327,214.41	\$49,326.00	\$25,277,888.41	0.002
45321	Office Supplies and Stationery Stores	\$14,515,166.61	\$49,326.00	\$14,465,840.61	0.003
45322	Gift, Novelty and Souvenir Stores	\$10,812,047.81	\$0.00	\$10,812,047.81	0.000
4533	Used Merchandise Stores	\$11,661,544.89	\$181,278.00	\$11,480,266.89	0.016
4539	Other Miscellaneous Store Retailers	\$46,899,139.66	\$861,730.00	\$46,037,409.66	0.018
454	Non-Store Retailers	\$440,971,684.11	\$40,776,947.00	\$400,194,737.11	0.092



# PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Eureka, Missouri

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
722	Foodservice and Drinking Places	\$389,211,377.88	\$24,836,467.00	\$364,374,910.88	0.064
7223	Special Foodservices	\$32,541,330.85	\$269,126.00	\$32,272,204.85	0.008
7224	Drinking Places -Alcoholic Beverages	\$10,767,650.36	\$851,752.00	\$9,915,898.36	0.079
722511	Full Service Restaurants	\$198,102,619.14	\$22,643,498.00	\$175,459,121.14	0.114
722513	Limited Service Eating Places	\$126,489,563.84	\$0.00	\$126,489,563.84	0.000
722514	Cafeterias, Grill Buffets, and Buffets	\$4,273,091.92	\$0.00	\$4,273,091.92	0.000
722515	Snack and Non-alcoholic Beverage Bars	\$17,037,121.76	\$1,072,091.00	\$15,965,030.76	0.063



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Eureka, Missouri

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	155,569	
2017 Estimate	151,064	
2010 Census	145,085	
2000 Census	134,642	
Growth 2017 - 2022		2.98%
Growth 2010 - 2017		4.12%
Growth 2000 - 2010		7.76%
<b>2017 Est. Population by Single-Classification Race</b>	151,064	
White Alone	138,213	91.49%
Black or African American Alone	2,572	1.70%
Amer. Indian and Alaska Native Alone	413	0.27%
Asian Alone	6,221	4.12%
Native Hawaiian and Other Pac. Isl. Alone	45	0.03%
Some Other Race Alone	799	0.53%
Two or More Races	2,801	1.85%
<b>2017 Est. Population by Hispanic or Latino Origin</b>	151,064	
Not Hispanic or Latino	147,590	97.70%
Hispanic or Latino	3,474	2.30%
Mexican	2,004	57.68%
Puerto Rican	270	7.77%
Cuban	106	3.06%
All Other Hispanic or Latino	1,094	31.49%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>	3,474	
White Alone	2,317	66.71%
Black or African American Alone	45	1.28%
American Indian and Alaska Native Alone	65	1.87%
Asian Alone	9	0.25%
Native Hawaiian and Other Pacific Islander Alone	4	0.10%
Some Other Race Alone	718	20.66%
Two or More Races	317	9.13%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>	6,221	
Chinese, except Taiwanese	2,272	36.52%
Filipino	348	5.60%
Japanese	99	1.59%
Asian Indian	1,572	25.26%
Korean	404	6.49%
Vietnamese	401	6.44%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	56	0.90%
All Other Asian Races Including 2+ Category	1,070	17.20%



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Eureka, Missouri

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	151,064	
Arab	927	0.61%
Czech	539	0.36%
Danish	181	0.12%
Dutch	835	0.55%
English	9,516	6.30%
French (except Basque)	3,042	2.01%
French Canadian	338	0.22%
German	39,385	26.07%
Greek	492	0.33%
Hungarian	528	0.35%
Irish	14,455	9.57%
Italian	6,987	4.63%
Lithuanian	141	0.09%
United States or American	16,823	11.14%
Norwegian	730	0.48%
Polish	2,794	1.85%
Portuguese	145	0.10%
Russian	846	0.56%
Scottish	1,480	0.98%
Scotch-Irish	1,054	0.70%
Slovak	105	0.07%
Subsaharan African	261	0.17%
Swedish	605	0.40%
Swiss	283	0.19%
Ukrainian	222	0.15%
Welsh	516	0.34%
West Indian (except Hisp. groups)	49	0.03%
Other ancestries	24,760	16.39%
Ancestry Unclassified	23,024	15.24%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	142,173	
Speak Only English at Home	133,775	94.09%
Speak Asian/Pac. Isl. Lang. at Home	2,591	1.82%
Speak IndoEuropean Language at Home	3,752	2.64%
Speak Spanish at Home	1,343	0.94%
Speak Other Language at Home	712	0.50%
<b>2017 Est. Population by Age</b>	151,064	
Age 0 - 4	8,891	5.89%
Age 5 - 9	9,262	6.13%
Age 10 - 14	10,641	7.04%
Age 15 - 17	6,525	4.32%
Age 18 - 20	5,887	3.90%
Age 21 - 24	7,808	5.17%
Age 25 - 34	16,425	10.87%
Age 35 - 44	17,620	11.66%
Age 45 - 54	23,111	15.30%
Age 55 - 64	22,962	15.20%
Age 65 - 74	13,749	9.10%
Age 75 - 84	5,512	3.65%
Age 85 and over	2,669	1.77%
Age 16 and over	120,127	79.52%
Age 18 and over	115,744	76.62%
Age 21 and over	109,857	72.72%
Age 65 and over	21,931	14.52%
<b>2017 Est. Median Age</b>	40.7	
<b>2017 Est. Average Age</b>	39.6	



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Eureka, Missouri

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	151,064	
Male	74,286	49.18%
Female	76,778	50.82%
<b>2017 Est. Male Population by Age</b>	74,286	
Age 0 - 4	4,551	6.13%
Age 5 - 9	4,710	6.34%
Age 10 - 14	5,337	7.18%
Age 15 - 17	3,336	4.49%
Age 18 - 20	3,062	4.12%
Age 21 - 24	4,041	5.44%
Age 25 - 34	8,298	11.17%
Age 35 - 44	8,620	11.60%
Age 45 - 54	11,243	15.13%
Age 55 - 64	11,237	15.13%
Age 65 - 74	6,540	8.80%
Age 75 - 84	2,419	3.26%
Age 85 and over	894	1.20%
<b>2017 Est. Median Age, Male</b>	39.4	
<b>2017 Est. Average Age, Male</b>	38.7	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	76,778	
Age 0 - 4	4,340	5.65%
Age 5 - 9	4,552	5.93%
Age 10 - 14	5,304	6.91%
Age 15 - 17	3,190	4.15%
Age 18 - 20	2,825	3.68%
Age 21 - 24	3,767	4.91%
Age 25 - 34	8,128	10.59%
Age 35 - 44	9,000	11.72%
Age 45 - 54	11,869	15.46%
Age 55 - 64	11,726	15.27%
Age 65 - 74	7,209	9.39%
Age 75 - 84	3,093	4.03%
Age 85 and over	1,775	2.31%
<b>2017 Est. Median Age, Female</b>	42.0	
<b>2017 Est. Average Age, Female</b>	40.5	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	122,270	
Total, Never Married	30,611	25.04%
Males, Never Married	16,176	13.23%
Females, Never Married	14,436	11.81%
Married, Spouse present	69,363	56.73%
Married, Spouse absent	3,936	3.22%
Widowed	5,899	4.82%
Males Widowed	1,315	1.08%
Females Widowed	4,584	3.75%
Divorced	12,460	10.19%
Males Divorced	5,335	4.36%
Females Divorced	7,124	5.83%



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Eureka, Missouri

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	102,049	
Less than 9th grade	2,114	2.07%
Some High School, no diploma	4,710	4.62%
High School Graduate (or GED)	23,542	23.07%
Some College, no degree	21,757	21.32%
Associate Degree	8,548	8.38%
Bachelor's Degree	26,148	25.62%
Master's Degree	11,522	11.29%
Professional School Degree	2,118	2.08%
Doctorate Degree	1,590	1.56%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	1,809	
No High School Diploma	362	19.99%
High School Graduate	474	26.21%
Some College or Associate's Degree	430	23.76%
Bachelor's Degree or Higher	543	30.04%
<b>Households</b>		
2022 Projection	57,858	
2017 Estimate	56,055	
2010 Census	53,674	
2000 Census	47,362	
Growth 2017 - 2022		3.22%
Growth 2010 - 2017		4.44%
Growth 2000 - 2010		13.33%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	56,055	
Family Households	41,626	74.26%
Nonfamily Households	14,429	25.74%
2017 Est. Group Quarters Population	2,047	
2017 HHs by Ethnicity, Hispanic/Latino	957	
<b>2017 Est. Households by HH Income</b>	56,055	
Income < \$15,000	2,664	4.75%
Income \$15,000 - \$24,999	3,388	6.04%
Income \$25,000 - \$34,999	3,932	7.01%
Income \$35,000 - \$49,999	6,753	12.05%
Income \$50,000 - \$74,999	10,140	18.09%
Income \$75,000 - \$99,999	7,803	13.92%
Income \$100,000 - \$124,999	6,445	11.50%
Income \$125,000 - \$149,999	4,507	8.04%
Income \$150,000 - \$199,999	5,034	8.98%
Income \$200,000 - \$249,999	2,216	3.95%
Income \$250,000 - \$499,999	2,407	4.29%
Income \$500,000+	766	1.37%
<b>2017 Est. Average Household Income</b>	\$103,384	
<b>2017 Est. Median Household Income</b>	\$78,688	



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Eureka, Missouri

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$78,357	
Black or African American Alone	\$51,309	
American Indian and Alaska Native Alone	\$41,829	
Asian Alone	\$120,766	
Native Hawaiian and Other Pacific Islander Alone	\$137,676	
Some Other Race Alone	\$41,493	
Two or More Races	\$56,350	
Hispanic or Latino	\$73,146	
Not Hispanic or Latino	\$78,749	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	41,626	
Married-Couple Family, own children	15,693	37.70%
Married-Couple Family, no own children	18,644	44.79%
Male Householder, own children	1,237	2.97%
Male Householder, no own children	1,019	2.45%
Female Householder, own children	2,840	6.82%
Female Householder, no own children	2,193	5.27%
<b>2017 Est. Households by Household Size</b>	56,055	
1-person	12,233	21.82%
2-person	18,494	32.99%
3-person	10,118	18.05%
4-person	9,248	16.50%
5-person	4,125	7.36%
6-person	1,346	2.40%
7-or-more-person	490	0.87%
<b>2017 Est. Average Household Size</b>	2.66	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	56,055	
Households with 1 or More People under Age 18:	21,132	37.70%
Married-Couple Family	16,358	77.41%
Other Family, Male Householder	1,350	6.39%
Other Family, Female Householder	3,224	15.26%
Nonfamily, Male Householder	171	0.81%
Nonfamily, Female Householder	29	0.14%
<b>Households with No People under Age 18:</b>	34,923	62.30%
Married-Couple Family	17,976	51.47%
Other Family, Male Householder	906	2.59%
Other Family, Female Householder	1,806	5.17%
Nonfamily, Male Householder	6,337	18.14%
Nonfamily, Female Householder	7,898	22.62%
<b>2017 Est. Households by Number of Vehicles</b>	56,055	
No Vehicles	1,896	3.38%
1 Vehicle	13,287	23.70%
2 Vehicles	25,935	46.27%
3 Vehicles	10,980	19.59%
4 Vehicles	2,968	5.29%
5 or more Vehicles	989	1.76%
<b>2017 Est. Average Number of Vehicles</b>	2.1	



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Eureka, Missouri

DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	42,958	
2017 Estimate	41,626	
2010 Census	39,877	
2000 Census	36,829	
Growth 2017 - 2022		3.20%
Growth 2010 - 2017		4.39%
Growth 2000 - 2010		8.28%
<b>2017 Est. Families by Poverty Status</b>	41,626	
2017 Families at or Above Poverty	39,603	95.14%
2017 Families at or Above Poverty with Children	18,388	44.17%
2017 Families Below Poverty	2,023	4.86%
2017 Families Below Poverty with Children	1,526	3.67%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	120,127	
In Armed Forces	86	0.07%
Civilian - Employed	78,332	65.21%
Civilian - Unemployed	4,649	3.87%
Not in Labor Force	37,060	30.85%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	78,430	
For-Profit Private Workers	56,944	72.60%
Non-Profit Private Workers	8,109	10.34%
Local Government Workers	4,016	5.12%
State Government Workers	1,600	2.04%
Federal Government Workers	898	1.15%
Self-Employed Workers	6,695	8.54%
Unpaid Family Workers	168	0.21%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	78,430	
Architect/Engineer	1,774	2.26%
Arts/Entertainment/Sports	1,344	1.71%
Building Grounds Maintenance	2,131	2.72%
Business/Financial Operations	4,926	6.28%
Community/Social Services	1,060	1.35%
Computer/Mathematical	2,986	3.81%
Construction/Extraction	3,736	4.76%
Education/Training/Library	5,613	7.16%
Farming/Fishing/Forestry	58	0.07%
Food Prep/Serving	3,953	5.04%
Health Practitioner/Technician	5,084	6.48%
Healthcare Support	1,118	1.43%
Maintenance Repair	2,317	2.95%
Legal	905	1.15%
Life/Physical/Social Science	746	0.95%
Management	10,042	12.80%
Office/Admin. Support	9,520	12.14%
Production	3,377	4.31%
Protective Services	1,544	1.97%
Sales/Related	10,865	13.85%
Personal Care/Service	2,373	3.03%
Transportation/Moving	2,957	3.77%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	78,430	
Blue Collar	12,387	15.79%
White Collar	54,866	69.96%
Service and Farm	11,176	14.25%



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Eureka, Missouri

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	77,432	
Drove Alone	67,027	86.56%
Car Pooled	5,178	6.69%
Public Transportation	521	0.67%
Walked	501	0.65%
Bicycle	48	0.06%
Other Means	451	0.58%
Worked at Home	3,705	4.79%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	12,279	
15 - 29 Minutes	25,131	
30 - 44 Minutes	22,929	
45 - 59 Minutes	9,498	
60 or more Minutes	3,813	
2017 Est. Avg Travel Time to Work in Minutes	31.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	56,055	
Owner Occupied	47,291	84.37%
Renter Occupied	8,764	15.63%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	15.4	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	6.8	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	47,291	
Value Less than \$20,000	1,707	3.61%
Value \$20,000 - \$39,999	819	1.73%
Value \$40,000 - \$59,999	394	0.83%
Value \$60,000 - \$79,999	648	1.37%
Value \$80,000 - \$99,999	1,298	2.74%
Value \$100,000 - \$149,999	5,685	12.02%
Value \$150,000 - \$199,999	8,563	18.11%
Value \$200,000 - \$299,999	13,408	28.35%
Value \$300,000 - \$399,999	8,078	17.08%
Value \$400,000 - \$499,999	3,712	7.85%
Value \$500,000 - \$749,999	1,982	4.19%
Value \$750,000 - \$999,999	608	1.29%
Value \$1,000,000 or more	390	0.82%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$233,805	
<b>2017 Est. Housing Units by Units in Structure</b>	59,320	
1 Unit Attached	2,427	4.09%
1 Unit Detached	47,033	79.29%
2 Units	338	0.57%
3 or 4 Units	1,398	2.36%
5 to 19 Units	3,484	5.87%
20 to 49 Units	465	0.78%
50 or More Units	1,269	2.14%
Mobile Home or Trailer	2,906	4.90%
Boat, RV, Van, etc.	0	0.00%



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

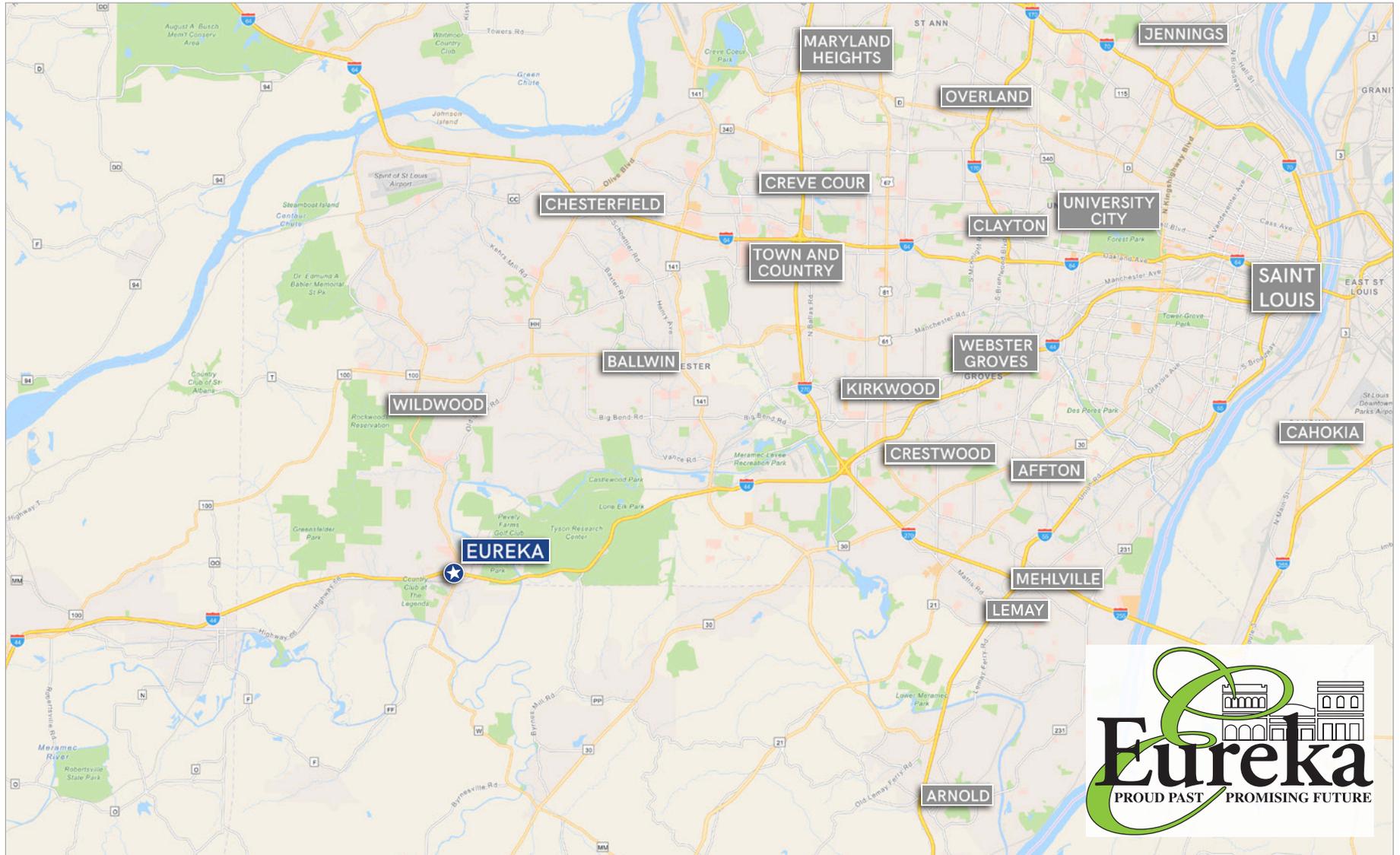
Eureka, Missouri

DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	59,320	
Housing Units Built 2010 or later	3,469	5.85%
Housing Units Built 2000 to 2009	9,262	15.61%
Housing Units Built 1990 to 1999	15,017	25.32%
Housing Units Built 1980 to 1989	11,662	19.66%
Housing Units Built 1970 to 1979	9,921	16.72%
Housing Units Built 1960 to 1969	4,323	7.29%
Housing Units Built 1950 to 1959	2,763	4.66%
Housing Units Built 1940 to 1949	1,252	2.11%
Housing Unit Built 1939 or Earlier	1,650	2.78%
<b>2017 Est. Median Year Structure Built</b>	1988	



# LOCATION

Eureka, Missouri



## CONTACT JULIE WOOD, DIRECTOR OF ECONOMIC DEVELOPMENT

City of Eureka | 22 Dreyer Avenue | Eureka, Missouri 63025-0125 | (P) 636.938.5233 | (C) 314.920.0212 | (F) 636.938.4080

[jwood@eureka.mo.us](mailto:jwood@eureka.mo.us) | [www.eureka.mo.us](http://www.eureka.mo.us)



# COMMUNITY • DEMOGRAPHIC PROFILE

Eureka, Missouri

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	12,466	
2017 Estimate	11,565	
2010 Census	10,189	
2000 Census	5,366	
Growth 2017 - 2022		7.79%
Growth 2010 - 2017		13.50%
Growth 2000 - 2010		89.88%
<b>2017 Est. Population by Single-Classification Race</b>		
White Alone	10,890	94.16%
Black or African American Alone	88	0.76%
Amer. Indian and Alaska Native Alone	41	0.35%
Asian Alone	270	2.33%
Native Hawaiian and Other Pac. Isl. Alone	3	0.03%
Some Other Race Alone	34	0.29%
Two or More Races	239	2.07%
<b>2017 Est. Population by Hispanic or Latino Origin</b>		
Not Hispanic or Latino	11,294	97.66%
Hispanic or Latino	271	2.34%
Mexican	155	57.20%
Puerto Rican	21	7.75%
Cuban	7	2.58%
All Other Hispanic or Latino	88	32.47%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>		
White Alone	192	70.85%
Black or African American Alone	1	0.37%
American Indian and Alaska Native Alone	2	0.74%
Asian Alone	3	1.11%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	28	10.33%
Two or More Races	45	16.61%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>		
Chinese, except Taiwanese	76	28.15%
Filipino	8	2.96%
Japanese	0	0.00%
Asian Indian	79	29.26%
Korean	68	25.19%
Vietnamese	39	14.44%
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%



# COMMUNITY • DEMOGRAPHIC PROFILE

Eureka, Missouri

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	11,565	
Arab	26	0.22%
Czech	36	0.31%
Danish	36	0.31%
Dutch	21	0.18%
English	831	7.19%
French (except Basque)	217	1.88%
French Canadian	0	0.00%
German	3,183	27.52%
Greek	48	0.42%
Hungarian	17	0.15%
Irish	963	8.33%
Italian	454	3.93%
Lithuanian	0	0.00%
United States or American	855	7.39%
Norwegian	24	0.21%
Polish	186	1.61%
Portuguese	0	0.00%
Russian	101	0.87%
Scottish	136	1.18%
Scotch-Irish	31	0.27%
Slovak	4	0.03%
Subsaharan African	31	0.27%
Swedish	80	0.69%
Swiss	8	0.07%
Ukrainian	16	0.14%
Welsh	25	0.22%
West Indian (except Hisp. groups)	3	0.03%
Other ancestries	2,233	19.31%
Ancestry Unclassified	2,000	17.29%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	10,791	
Speak Only English at Home	10,219	94.70%
Speak Asian/Pac. Isl. Lang. at Home	140	1.30%
Speak IndoEuropean Language at Home	247	2.29%
Speak Spanish at Home	117	1.08%
Speak Other Language at Home	68	0.63%
<b>2017 Est. Population by Age</b>	11,565	
Age 0 - 4	774	6.69%
Age 5 - 9	802	6.93%
Age 10 - 14	927	8.02%
Age 15 - 17	594	5.14%
Age 18 - 20	521	4.50%
Age 21 - 24	659	5.70%
Age 25 - 34	1,082	9.36%
Age 35 - 44	1,424	12.31%
Age 45 - 54	1,871	16.18%
Age 55 - 64	1,505	13.01%
Age 65 - 74	836	7.23%
Age 75 - 84	357	3.09%
Age 85 and over	213	1.84%
Age 16 and over	8,867	76.67%
Age 18 and over	8,468	73.22%
Age 21 and over	7,947	68.72%
Age 65 and over	1,406	12.16%
<b>2017 Est. Median Age</b>	38.0	
<b>2017 Est. Average Age</b>	37.5	



# COMMUNITY • DEMOGRAPHIC PROFILE

Eureka, Missouri

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	11,565	
Male	5,714	49.41%
Female	5,851	50.59%
<b>2017 Est. Male Population by Age</b>	5,714	
Age 0 - 4	394	6.90%
Age 5 - 9	414	7.25%
Age 10 - 14	480	8.40%
Age 15 - 17	311	5.44%
Age 18 - 20	280	4.90%
Age 21 - 24	348	6.09%
Age 25 - 34	535	9.36%
Age 35 - 44	675	11.81%
Age 45 - 54	905	15.84%
Age 55 - 64	744	13.02%
Age 65 - 74	398	6.97%
Age 75 - 84	170	2.98%
Age 85 and over	60	1.05%
<b>2017 Est. Median Age, Male</b>	36.4	
<b>2017 Est. Average Age, Male</b>	36.4	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	5,851	
Age 0 - 4	380	6.49%
Age 5 - 9	388	6.63%
Age 10 - 14	447	7.64%
Age 15 - 17	283	4.84%
Age 18 - 20	241	4.12%
Age 21 - 24	311	5.32%
Age 25 - 34	547	9.35%
Age 35 - 44	749	12.80%
Age 45 - 54	966	16.51%
Age 55 - 64	761	13.01%
Age 65 - 74	438	7.49%
Age 75 - 84	187	3.20%
Age 85 and over	153	2.61%
<b>2017 Est. Median Age, Female</b>	39.4	
<b>2017 Est. Average Age, Female</b>	38.5	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	9,062	
Total, Never Married	2,316	25.56%
Males, Never Married	1,139	12.57%
Females, Never Married	1,177	12.99%
Married, Spouse present	5,151	56.84%
Married, Spouse absent	307	3.39%
Widowed	449	4.95%
Males Widowed	158	1.74%
Females Widowed	291	3.21%
Divorced	839	9.26%
Males Divorced	320	3.53%
Females Divorced	519	5.73%



# COMMUNITY • DEMOGRAPHIC PROFILE

Eureka, Missouri

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	7,288	
Less than 9th grade	113	1.55%
Some High School, no diploma	200	2.74%
High School Graduate (or GED)	1,590	21.82%
Some College, no degree	1,479	20.29%
Associate Degree	543	7.45%
Bachelor's Degree	2,120	29.09%
Master's Degree	898	12.32%
Professional School Degree	192	2.63%
Doctorate Degree	153	2.10%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	129	
No High School Diploma	12	9.30%
High School Graduate	69	53.49%
Some College or Associate's Degree	27	20.93%
Bachelor's Degree or Higher	21	16.28%
<b>Households</b>		
2022 Projection	4,065	
2017 Estimate	3,820	
2010 Census	3,494	
2000 Census	1,754	
Growth 2017 - 2022		6.41%
Growth 2010 - 2017		9.33%
Growth 2000 - 2010		99.20%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	3,820	
Family Households	3,034	79.42%
Nonfamily Households	786	20.58%
2017 Est. Group Quarters Population	205	
2017 HHs by Ethnicity, Hispanic/Latino	57	
<b>2017 Est. Households by HH Income</b>	3,820	
Income < \$15,000	197	5.16%
Income \$15,000 - \$24,999	133	3.48%
Income \$25,000 - \$34,999	260	6.81%
Income \$35,000 - \$49,999	448	11.73%
Income \$50,000 - \$74,999	530	13.87%
Income \$75,000 - \$99,999	458	11.99%
Income \$100,000 - \$124,999	505	13.22%
Income \$125,000 - \$149,999	295	7.72%
Income \$150,000 - \$199,999	442	11.57%
Income \$200,000 - \$249,999	206	5.39%
Income \$250,000 - \$499,999	266	6.96%
Income \$500,000+	80	2.09%
<b>2017 Est. Average Household Income</b>	\$121,111	
<b>2017 Est. Median Household Income</b>	\$93,668	



# COMMUNITY • DEMOGRAPHIC PROFILE

Eureka, Missouri

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$94,196	
Black or African American Alone	\$38,750	
American Indian and Alaska Native Alone	\$42,500	
Asian Alone	\$200,001	
Native Hawaiian and Other Pacific Islander Alone	\$20,000	
Some Other Race Alone	\$42,500	
Two or More Races	\$22,143	
Hispanic or Latino	\$27,273	
Not Hispanic or Latino	\$95,224	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	3,034	
Married-Couple Family, own children	1,365	44.99%
Married-Couple Family, no own children	1,176	38.76%
Male Householder, own children	88	2.90%
Male Householder, no own children	59	1.94%
Female Householder, own children	218	7.19%
Female Householder, no own children	128	4.22%
<b>2017 Est. Households by Household Size</b>	3,820	
1-person	625	16.36%
2-person	1,116	29.21%
3-person	702	18.38%
4-person	764	20.00%
5-person	433	11.34%
6-person	132	3.46%
7-or-more-person	48	1.26%
<b>2017 Est. Average Household Size</b>	2.97	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	3,820	
Households with 1 or More People under Age 18:	1,755	45.94%
Married-Couple Family	1,403	79.94%
Other Family, Male Householder	94	5.36%
Other Family, Female Householder	244	13.90%
Nonfamily, Male Householder	11	0.63%
Nonfamily, Female Householder	3	0.17%
<b>Households with No People under Age 18:</b>	2,065	54.06%
Married-Couple Family	1,137	55.06%
Other Family, Male Householder	51	2.47%
Other Family, Female Householder	105	5.08%
Nonfamily, Male Householder	357	17.29%
Nonfamily, Female Householder	415	20.10%
<b>2017 Est. Households by Number of Vehicles</b>	3,820	
No Vehicles	86	2.25%
1 Vehicle	744	19.48%
2 Vehicles	1,891	49.50%
3 Vehicles	795	20.81%
4 Vehicles	245	6.41%
5 or more Vehicles	59	1.54%
<b>2017 Est. Average Number of Vehicles</b>	2.2	



# COMMUNITY • DEMOGRAPHIC PROFILE

Eureka, Missouri

DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	3,228	
2017 Estimate	3,034	
2010 Census	2,778	
2000 Census	1,444	
Growth 2017 - 2022		6.39%
Growth 2010 - 2017		9.22%
Growth 2000 - 2010		92.38%
<b>2017 Est. Families by Poverty Status</b>	3,034	
2017 Families at or Above Poverty	2,945	97.07%
2017 Families at or Above Poverty with Children	1,737	57.25%
2017 Families Below Poverty	89	2.93%
2017 Families Below Poverty with Children	49	1.62%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	8,867	
In Armed Forces	0	0.00%
Civilian - Employed	5,191	58.54%
Civilian - Unemployed	273	3.08%
Not in Labor Force	3,403	38.38%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	5,193	
For-Profit Private Workers	3,628	69.86%
Non-Profit Private Workers	527	10.15%
Local Government Workers	476	9.17%
State Government Workers	102	1.96%
Federal Government Workers	43	0.83%
Self-Employed Workers	416	8.01%
Unpaid Family Workers	1	0.02%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	5,193	
Architect/Engineer	223	4.29%
Arts/Entertainment/Sports	85	1.64%
Building Grounds Maintenance	45	0.87%
Business/Financial Operations	343	6.61%
Community/Social Services	91	1.75%
Computer/Mathematical	119	2.29%
Construction/Extraction	261	5.03%
Education/Training/Library	401	7.72%
Farming/Fishing/Forestry	14	0.27%
Food Prep/Serving	256	4.93%
Health Practitioner/Technician	260	5.01%
Healthcare Support	67	1.29%
Maintenance Repair	168	3.24%
Legal	218	4.20%
Life/Physical/Social Science	17	0.33%
Management	660	12.71%
Office/Admin. Support	601	11.57%
Production	97	1.87%
Protective Services	124	2.39%
Sales/Related	719	13.85%
Personal Care/Service	259	4.99%
Transportation/Moving	165	3.18%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	5,193	
Blue Collar	691	13.31%
White Collar	3,737	71.96%
Service and Farm	765	14.73%



# COMMUNITY • DEMOGRAPHIC PROFILE

Eureka, Missouri

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	5,090	
Drove Alone	4,401	86.46%
Car Pooled	230	4.52%
Public Transportation	39	0.77%
Walked	3	0.06%
Bicycle	1	0.02%
Other Means	28	0.55%
Worked at Home	388	7.62%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	796	
15 - 29 Minutes	1,135	
30 - 44 Minutes	1,758	
45 - 59 Minutes	839	
60 or more Minutes	242	
2017 Est. Avg Travel Time to Work in Minutes	33.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	3,820	
Owner Occupied	3,273	85.68%
Renter Occupied	547	14.32%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	14.1	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	5.9	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	3,273	
Value Less than \$20,000	52	1.59%
Value \$20,000 - \$39,999	11	0.34%
Value \$40,000 - \$59,999	16	0.49%
Value \$60,000 - \$79,999	24	0.73%
Value \$80,000 - \$99,999	33	1.01%
Value \$100,000 - \$149,999	198	6.05%
Value \$150,000 - \$199,999	553	16.90%
Value \$200,000 - \$299,999	1,124	34.34%
Value \$300,000 - \$399,999	707	21.60%
Value \$400,000 - \$499,999	288	8.80%
Value \$500,000 - \$749,999	164	5.01%
Value \$750,000 - \$999,999	42	1.28%
Value \$1,000,000 or more	61	1.86%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$266,681	
<b>2017 Est. Housing Units by Units in Structure</b>	4,046	
1 Unit Attached	217	5.36%
1 Unit Detached	3,317	81.98%
2 Units	44	1.09%
3 or 4 Units	75	1.85%
5 to 19 Units	206	5.09%
20 to 49 Units	86	2.13%
50 or More Units	91	2.25%
Mobile Home or Trailer	10	0.25%
Boat, RV, Van, etc.	0	0.00%



# COMMUNITY • DEMOGRAPHIC PROFILE

Eureka, Missouri

DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	4,046	
Housing Units Built 2010 or later	432	10.68%
Housing Units Built 2000 to 2009	1,080	26.69%
Housing Units Built 1990 to 1999	1,047	25.88%
Housing Units Built 1980 to 1989	315	7.79%
Housing Units Built 1970 to 1979	538	13.30%
Housing Units Built 1960 to 1969	228	5.64%
Housing Units Built 1950 to 1959	197	4.87%
Housing Units Built 1940 to 1949	81	2.00%
Housing Unit Built 1939 or Earlier	128	3.16%
<b>2017 Est. Median Year Structure Built</b>	1995	



# 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 Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## Retail360®

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 Retail360® 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.”*



# 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.

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

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2016/2017, ESRI 2016, 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.