



TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

Eureka, Missouri

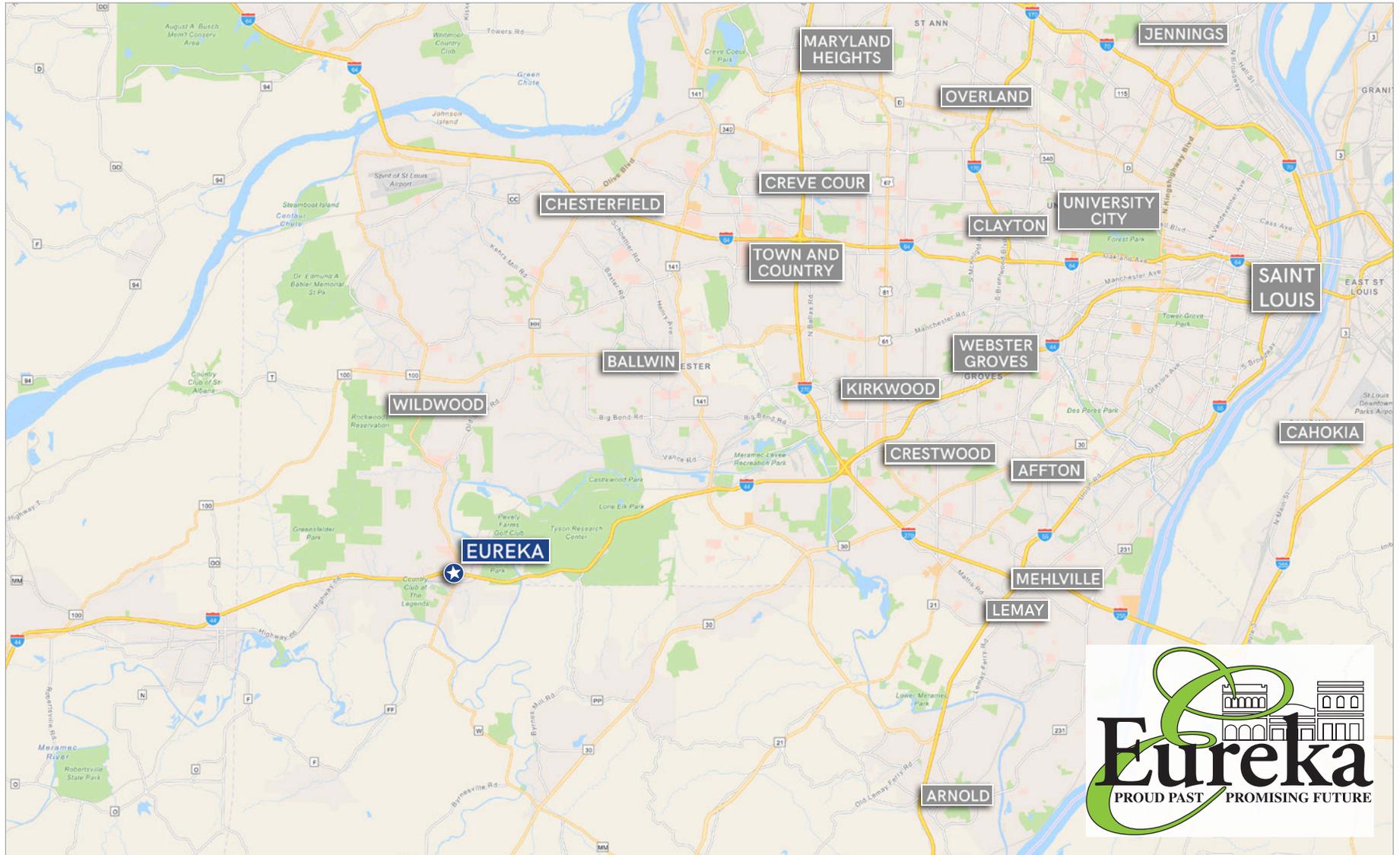
Prepared for
City of Eureka
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LOCATION

Eureka, Missouri



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COMMUNITY • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
Population		
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%
2017 Est. Population by Single-Classification Race		
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%
2017 Est. Population by Hispanic or Latino Origin		
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	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race		
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%
2017 Est. Pop by Race, Asian Alone, by Category		
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%



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DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	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	%
2017 Est. Pop Age 5+ by Language Spoken At Home	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%
2017 Est. Population by Age	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%
2017 Est. Median Age	38.0	
2017 Est. Average Age	37.5	



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DESCRIPTION	DATA	%
2017 Est. Population by Sex	11,565	
Male	5,714	49.41%
Female	5,851	50.59%
2017 Est. Male Population by Age	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%
2017 Est. Median Age, Male	36.4	
2017 Est. Average Age, Male	36.4	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	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%
2017 Est. Median Age, Female	39.4	
2017 Est. Average Age, Female	38.5	
2017 Est. Pop Age 15+ by Marital Status	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%



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DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	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%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	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%
Households		
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	%
2017 Est. Households by Household Type	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	
2017 Est. Households by HH Income	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%
2017 Est. Average Household Income	\$121,111	
2017 Est. Median Household Income	\$93,668	



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DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
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	
2017 Est. Family HH Type by Presence of Own Child.	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%
2017 Est. Households by Household Size	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%
2017 Est. Average Household Size	2.97	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	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%
Households with No People under Age 18:	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%
2017 Est. Households by Number of Vehicles	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%
2017 Est. Average Number of Vehicles	2.2	



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DESCRIPTION	DATA	%
Family Households		
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%
2017 Est. Families by Poverty Status	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%
2017 Est. Pop Age 16+ by Employment Status	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%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	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	%
2017 Est. Civ. Employed Pop 16+ by Occupation	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%
2017 Est. Pop 16+ by Occupation Classification	5,193	
Blue Collar	691	13.31%
White Collar	3,737	71.96%
Service and Farm	765	14.73%



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DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	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%
2017 Est. Workers Age 16+ by Travel Time to Work		
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	
2017 Est. Occupied Housing Units by Tenure	3,820	
Owner Occupied	3,273	85.68%
Renter Occupied	547	14.32%
2017 Owner Occ. HUs: Avg. Length of Residence	14.1	
2017 Renter Occ. HUs: Avg. Length of Residence	5.9	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	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%
2017 Est. Median All Owner-Occupied Housing Value	\$266,681	
2017 Est. Housing Units by Units in Structure	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%



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DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	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%
2017 Est. Median Year Structure Built	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.

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