



TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Eureka, Missouri

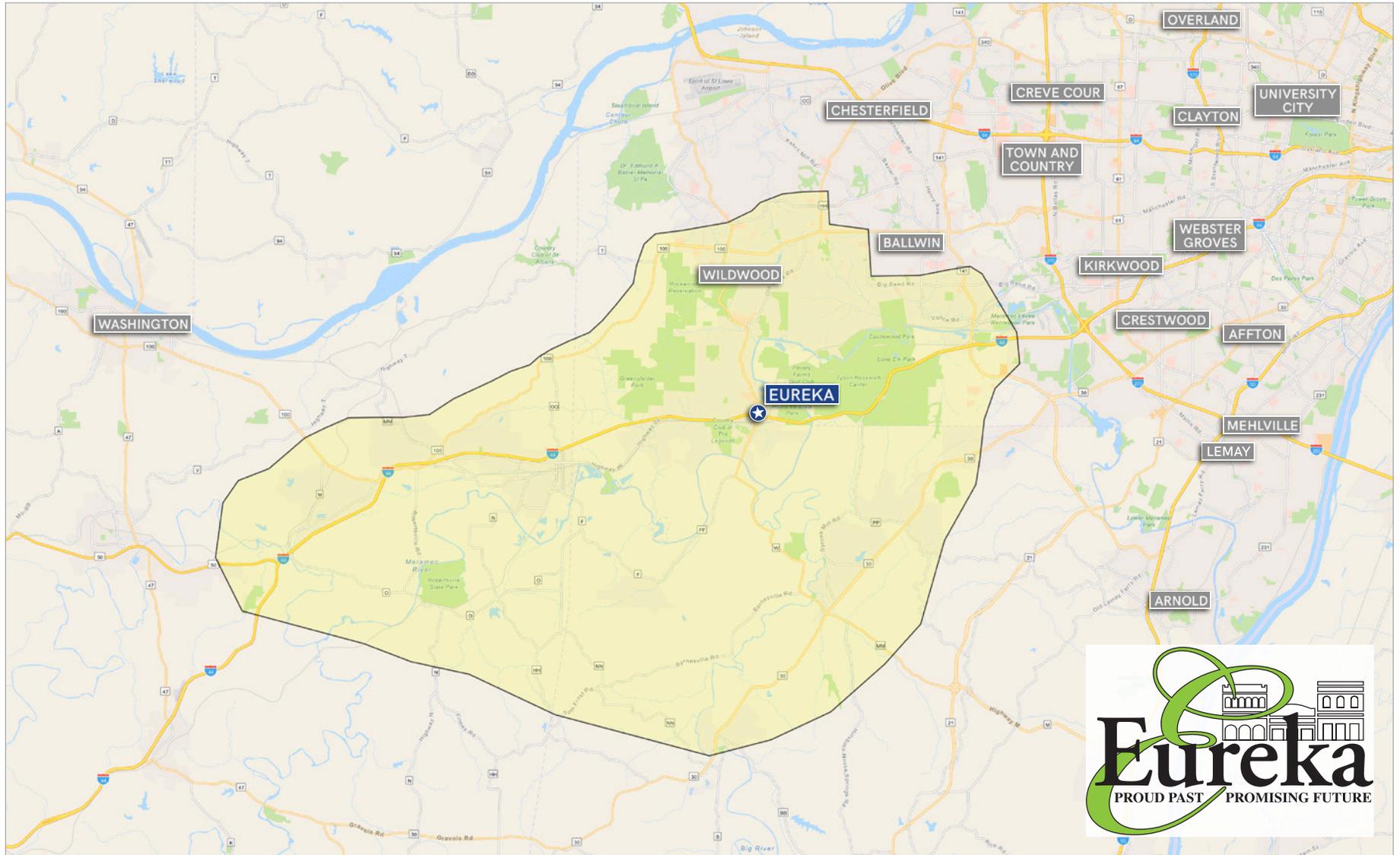
Prepared for
City of Eureka
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PRIMARY RETAIL TRADE AREA

Eureka, Missouri



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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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



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DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	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	%
2017 Est. Pop Age 5+ by Language Spoken At Home	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%
2017 Est. Population by Age	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%
2017 Est. Median Age	40.7	
2017 Est. Average Age	39.6	



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DESCRIPTION	DATA	%
2017 Est. Population by Sex	151,064	
Male	74,286	49.18%
Female	76,778	50.82%
2017 Est. Male Population by Age	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%
2017 Est. Median Age, Male	39.4	
2017 Est. Average Age, Male	38.7	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	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%
2017 Est. Median Age, Female	42.0	
2017 Est. Average Age, Female	40.5	
2017 Est. Pop Age 15+ by Marital Status	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%



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DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	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%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	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%
Households		
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	%
2017 Est. Households by Household Type	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	
2017 Est. Households by HH Income	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%
2017 Est. Average Household Income	\$103,384	
2017 Est. Median Household Income	\$78,688	



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DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
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	
2017 Est. Family HH Type by Presence of Own Child.	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%
2017 Est. Households by Household Size	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%
2017 Est. Average Household Size	2.66	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	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%
Households with No People under Age 18:	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%
2017 Est. Households by Number of Vehicles	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%
2017 Est. Average Number of Vehicles	2.1	



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DESCRIPTION	DATA	%
Family Households		
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%
2017 Est. Families by Poverty Status	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%
2017 Est. Pop Age 16+ by Employment Status	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%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	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	%
2017 Est. Civ. Employed Pop 16+ by Occupation	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%
2017 Est. Pop 16+ by Occupation Classification	78,430	
Blue Collar	12,387	15.79%
White Collar	54,866	69.96%
Service and Farm	11,176	14.25%



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DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	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%
2017 Est. Workers Age 16+ by Travel Time to Work		
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	
2017 Est. Occupied Housing Units by Tenure	56,055	
Owner Occupied	47,291	84.37%
Renter Occupied	8,764	15.63%
2017 Owner Occ. HUs: Avg. Length of Residence	15.4	
2017 Renter Occ. HUs: Avg. Length of Residence	6.8	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	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%
2017 Est. Median All Owner-Occupied Housing Value	\$233,805	
2017 Est. Housing Units by Units in Structure	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%



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DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	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%
2017 Est. Median Year Structure Built	1988	



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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