

Audience Profile

Jan 1 - Dec 31, 2023

Manchester Plaza

14244 Manchester Avenue, Manchester, MO 63011

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

| | 1 Mile | 3 Mile | 5 Mile |
|---------------------------------------|--------------------------------|---------------------------------|----------------------------------|
| Population | 7,755 | 87,067 | 163,225 |
| Households | 3,092 | 34,696 | 63,618 |
| Persons per Household | 2.51 97 | 2.47 96 | 2.52 97 |
| Household Median Income | \$79,949.01 115 | \$98,158.6 141 | \$109,820.28 158 |
| Household Median Disposable Income | \$68,119.03 113 | \$83,397.63 139 | \$91,087.1 151 |
| Household Median Discretionary Income | \$49,515.22 115 | \$64,536.52 150 | \$71,968.37 168 |
| Average Income Per Person | \$38,625.75 103 | \$55,787.88 149 | \$59,865.66 160 |
| Median Rent | \$1,301.55 103 | \$1,255.82 99 | \$1,300.46 102 |
| Median House Value | \$323,255.81 7 | \$412,144.01 100 | \$465,318.58 113 |
| Households in Poverty | 287 (9.3%) 74 | 2,008 (5.8%) 46 | 3,015 (4.7%) 38 |
| Household Median Wealth | \$80,191.09 102 | \$110,616.57 141 | \$120,463.88 153 |
| Average Age | 37.82 94 | 42.44 106 | 43.24 108 |
| Median Age | 37.05 96 | 42.31 110 | 43.43 113 |
| Households with Children | 871 (28.2%) 102 | 10,480 (30.2%) 110 | 19,691 (31%) 112 |
| High School Graduate or Higher | 4,969 (95.8%) 108 | 59,986 (97.3%) 110 | 113,593 (97.4%) 110 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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| Bachelor's Degree or Higher | 2,350 (45.3%) | 38,439 (62.3%) | 74,630 (64%) |
| Pop density (per sq mi) | 3,316 | 2,722 | 2,273 |
| Area (based on blockgroups) | 2 | 32 | 72 |

Population

| | | | |
|------------------------------|-----------|-----------|-----------|
| Population 2022 Q4 | 7,755 | 87,067 | 163,225 |
| Population 2022 Q3 | 7,733 | 86,761 | 162,677 |
| Population 2022 Q2 | 7,750 | 87,037 | 162,456 |
| Population 2022 Q1 | 7,754 | 87,114 | 162,663 |
| Population 2021 Q4 | 7,746 | 87,231 | 162,824 |
| Population 2021 Q3 | 7,757 | 87,313 | 162,790 |
| Population 2021 Q2 | 7,744 | 87,315 | 162,907 |
| Population 2021 Q1 | 7,713 | 87,526 | 163,073 |
| Population 2020 Q4 | 7,706 | 87,712 | 163,440 |
| Population 5 Years Forecast | 7,704 | 87,054 | 163,257 |
| Population 10 Years Forecast | 7,669 | 86,910 | 162,896 |
| Persons per Household | 2.51 (97) | 2.47 (96) | 2.52 (97) |

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| Group Quarters | 1,409 (1.6%) | 69 | 2,977 (1.8%) |
| Transient Population - Average Last 4 Quarters | | | 1,505 (0.9%) |

Households

| | | | |
|------------------------------|-------|--------|--------|
| Households 2022 Q4 | 3,092 | 34,696 | 63,618 |
| Households 2022 Q3 | 3,084 | 34,584 | 63,418 |
| Households 2022 Q2 | 3,091 | 34,690 | 63,331 |
| Households 2022 Q1 | 3,092 | 34,723 | 63,416 |
| Households 2021 Q4 | 3,090 | 34,773 | 63,490 |
| Households 2021 Q3 | 3,092 | 34,804 | 63,472 |
| Households 2021 Q2 | 3,088 | 34,810 | 63,522 |
| Households 2021 Q1 | 3,076 | 34,895 | 63,581 |
| Households 2020 Q4 | 3,074 | 34,972 | 63,729 |
| Households 5 Years Forecast | 3,072 | 34,696 | 63,638 |
| Households 10 Years Forecast | 3,057 | 34,634 | 63,494 |

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Gender

| Gender | 1 Mile | 3 Mile | 5 Mile |
|--------|---------------|----------------|----------------|
| Male | 3,832 (49.4%) | 41,725 (47.9%) | 78,063 (47.8%) |
| Female | 3,923 (50.6%) | 45,342 (52.1%) | 85,162 (52.2%) |

Ethnicity

| Ethnicity | 1 Mile | 3 Mile | 5 Mile |
|-------------------|---------------|----------------|-----------------|
| White | 5,808 (74.9%) | 72,521 (83.3%) | 138,909 (85.1%) |
| Asian | 677 (8.7%) | 6,547 (7.5%) | 10,810 (6.6%) |
| Hispanic (Ethnic) | 676 (8.7%) | 2,428 (2.8%) | 4,139 (2.5%) |
| Black | 337 (4.3%) | 2,618 (3%) | 3,802 (2.3%) |
| Other | 257 (3.3%) | 2,953 (3.4%) | 5,565 (3.4%) |

Household by Ethnicity

| Ethnicity | 1 Mile | 3 Mile | 5 Mile |
|-------------------|---------------|----------------|----------------|
| White | 2,415 (78.1%) | 29,220 (84.2%) | 54,285 (85.3%) |
| Hispanic (Ethnic) | 247 (8%) | 970 (2.8%) | 1,644 (2.6%) |
| Asian | 219 (7.1%) | 2,281 (6.6%) | 3,923 (6.2%) |
| Other | 126 (4.1%) | 1,436 (4.1%) | 2,585 (4.1%) |
| Black | 85 (2.7%) | 789 (2.3%) | 1,181 (1.9%) |

Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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| | 1 Mile | | 3 Mile | | 5 Mile | |
|---------------------------|-------------|-----|---------------|-----|----------------|-----|
| Household Average Income | \$96,876.67 | 99 | \$136,759.09 | 140 | \$149,796.1 | 154 |
| Average Income Per Person | \$38,625.75 | 103 | \$55,787.88 | 149 | \$59,865.66 | 160 |
| Household Median Income | \$79,949.01 | 115 | \$98,158.6 | 141 | \$109,820.28 | 158 |
| <\$15K | 185 (6%) | 65 | 1,677 (4.8%) | 53 | 2,385 (3.7%) | 41 |
| \$15K - \$25K | 165 (5.3%) | 69 | 1,539 (4.4%) | 58 | 2,607 (4.1%) | 53 |
| \$25K - \$35K | 169 (5.5%) | 68 | 2,023 (5.8%) | 72 | 2,856 (4.5%) | 55 |
| \$35K - \$50K | 256 (8.3%) | 72 | 2,985 (8.6%) | 75 | 5,008 (7.9%) | 69 |
| \$50K - \$75K | 672 (21.7%) | 129 | 5,198 (15%) | 89 | 8,951 (14.1%) | 83 |
| \$75K - \$100K | 457 (14.8%) | 114 | 4,215 (12.1%) | 94 | 7,209 (11.3%) | 87 |
| \$100K - \$150K | 702 (22.7%) | 137 | 6,985 (20.1%) | 122 | 13,203 (20.8%) | 126 |
| \$150K - \$175K | 113 (3.7%) | 70 | 2,427 (7%) | 133 | 4,967 (7.8%) | 149 |
| \$175K - \$200K | 292 (9.4%) | 175 | 3,115 (9%) | 166 | 6,680 (10.5%) | 195 |
| \$200K - \$250K | 45 (1.5%) | 39 | 2,540 (7.3%) | 196 | 5,463 (8.6%) | 230 |
| \$250K - \$500K | 19 (0.6%) | 39 | 1,085 (3.1%) | 196 | 2,340 (3.7%) | 231 |
| >\$500K | 17 (0.5%) | 41 | 907 (2.6%) | 196 | 1,949 (3.1%) | 230 |

Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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| Household Average Disposable Income | \$76,835.56 | 104 | \$95,100.29 | 129 | \$102,336.67 | 138 |
| Household Median Disposable Income | \$68,119.03 | 113 | \$83,397.63 | 139 | \$91,087.1 | 151 |
| <\$15K | 210 (6.8%) | 68 | 1,822 (5.3%) | 53 | 2,622 (4.1%) | 41 |
| \$15K - \$25K | 196 (6.3%) | 70 | 1,886 (5.4%) | 60 | 3,057 (4.8%) | 53 |
| \$25K - \$35K | 208 (6.7%) | 72 | 2,477 (7.1%) | 77 | 3,610 (5.7%) | 61 |
| \$35K - \$50K | 444 (14.4%) | 107 | 4,086 (11.8%) | 88 | 6,890 (10.8%) | 8 |
| \$50K - \$75K | 640 (20.7%) | 112 | 5,504 (15.9%) | 86 | 9,670 (15.2%) | 8 |
| \$75K - \$100K | 556 (18%) | 129 | 5,081 (14.6%) | 105 | 9,125 (14.3%) | 103 |
| \$100K - \$150K | 514 (16.6%) | 106 | 6,928 (20%) | 127 | 13,797 (21.7%) | 138 |
| \$150K - \$175K | 261 (8.4%) | 175 | 3,303 (9.5%) | 198 | 7,088 (11.1%) | 231 |
| \$175K - \$200K | 18 (0.6%) | 37 | 1,010 (2.9%) | 187 | 2,172 (3.4%) | 219 |
| \$200K - \$250K | 18 (0.6%) | 38 | 1,044 (3%) | 197 | 2,245 (3.5%) | 231 |
| \$250K - \$500K | 25 (0.8%) | 39 | 1,427 (4.1%) | 196 | 3,073 (4.8%) | 231 |
| >\$500K | 2 (<0.5%) | 35 | 128 (<0.5%) | 201 | 269 (<0.5%) | 230 |

Discretionary Households Income

| | | | | | | |
|--|------------|-----|-------------|-----|------------|-----|
| Household Average Discretionary Income | \$56,356.1 | 109 | \$72,170.29 | 139 | \$78,241.7 | 151 |
|--|------------|-----|-------------|-----|------------|-----|

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| Household Median Discretionary Income | \$49,515.22 | 115 | \$64,536.52 | 150 | \$71,968.37 | 168 |
| <\$10K | 193 (6.2%) | 61 | 1,610 (4.6%) | 45 | 2,258 (3.5%) | 35 |
| \$10K - \$20K | 276 (8.9%) | 69 | 2,419 (7%) | 54 | 3,767 (5.9%) | 46 |
| \$20K - \$30K | 249 (8.1%) | 64 | 3,235 (9.3%) | 74 | 4,777 (7.5%) | 60 |
| \$30K - \$40K | 499 (16.1%) | 142 | 3,496 (10.1%) | 89 | 5,918 (9.3%) | 8 |
| \$40K - \$50K | 344 (11.1%) | 116 | 2,850 (8.2%) | 86 | 5,101 (8%) | 84 |
| \$50K - \$75K | 740 (23.9%) | 132 | 6,432 (18.5%) | 103 | 11,366 (17.9%) | 99 |
| \$75K - \$100K | 385 (12.5%) | 118 | 5,268 (15.2%) | 143 | 10,030 (15.8%) | 149 |
| \$100K - \$125K | 127 (4.1%) | 61 | 3,368 (9.7%) | 143 | 6,948 (10.9%) | 161 |
| \$125K - \$150K | 233 (7.5%) | 171 | 3,048 (8.8%) | 199 | 6,741 (10.6%) | 241 |
| >\$150K | 46 (1.5%) | 59 | 2,970 (8.6%) | 340 | 6,712 (10.6%) | 420 |

Households Income by Ethnicity

| | | | | | | |
|------------------------|--------------|-----|-------------|-----|--------------|-----|
| Average Income - White | \$82,676.97 | 95 | \$102,430.6 | 118 | \$110,639.72 | 127 |
| Median Income - White | \$73,388.53 | 97 | \$95,989.39 | 126 | \$109,070.75 | 144 |
| Average Income - Black | \$107,268.48 | 175 | \$90,549.05 | 148 | \$99,649.35 | 163 |
| Median Income - Black | \$111,028.97 | 232 | \$96,343.49 | 201 | \$103,285.95 | 216 |

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| Average Income - Asian | \$94,515.87 (91) | \$128,315.99 (124) | \$128,390.51 (124) |
| Median Income - Asian | \$101,171.83 (102) | \$139,395.16 (141) | \$135,718.24 (137) |
| Average Income - Hispanic | \$119,659.23 (168) | \$114,886.52 (161) | \$112,213.61 (158) |
| Median Income - Hispanic | \$132,499.7 (224) | \$114,505.59 (194) | \$110,483.45 (187) |
| Average Income - Other | \$86,167.68 (109) | \$91,966.84 (116) | \$97,287.36 (123) |
| Median Income - Other | \$83,783.43 (124) | \$84,111.79 (125) | \$89,092.23 (32) |

Age

| | | | |
|-------------|-------------------|--------------------|---------------------|
| Average Age | 37.82 (94) | 42.44 (106) | 43.24 (108) |
| Median Age | 37.05 (96) | 42.31 (110) | 43.43 (113) |
| 0-4 | 548 (7.1%) (116) | 4,838 (5.6%) (91) | 8,445 (5.2%) (85) |
| 5-13 | 955 (12.3%) (112) | 8,612 (9.9%) (90) | 14,769 (9%) (8) |
| 14-17 | 391 (5%) (102) | 3,959 (4.5%) (92) | 7,175 (4.4%) (89) |
| 18-21 | 396 (5.1%) (85) | 4,419 (5.1%) (84) | 8,865 (5.4%) (90) |
| 22-24 | 280 (3.6%) (88) | 3,572 (4.1%) (100) | 7,343 (4.5%) (110) |
| 25-29 | 442 (5.7%) (88) | 5,750 (6.6%) (102) | 11,534 (7.1%) (109) |
| 30-34 | 520 (6.7%) (110) | 4,934 (5.7%) (93) | 9,197 (5.6%) (92) |

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| 35-39 | 673 | (8.7%) | 144 | 4,629 | (5.3%) | 88 | 7,557 | (4.6%) | 7 |
| 40-44 | 630 | (8.1%) | 34 | 4,875 | (5.6%) | 92 | 7,842 | (4.8%) | 7 |
| 45-49 | 498 | (6.4%) | 107 | 4,810 | (5.5%) | 92 | 8,450 | (5.2%) | 86 |
| 50-54 | 438 | (5.6%) | 92 | 5,150 | (5.9%) | 96 | 9,761 | (6%) | 98 |
| 55-59 | 431 | (5.6%) | 87 | 5,937 | (6.8%) | 106 | 11,643 | (7.1%) | 111 |
| 60-64 | 446 | (5.8%) | 89 | 6,495 | (7.5%) | 116 | 12,808 | (7.8%) | 122 |
| 65-69 | 399 | (5.1%) | 88 | 6,231 | (7.2%) | 122 | 12,265 | (7.5%) | 29 |
| 70-74 | 303 | (3.9%) | 8 | 5,191 | (6%) | 124 | 10,290 | (6.3%) | 31 |
| 75-79 | 201 | (2.6%) | 74 | 3,654 | (4.2%) | 119 | 7,389 | (4.5%) | 29 |
| 80-84 | 122 | (1.6%) | 71 | 2,235 | (2.6%) | 115 | 4,475 | (2.7%) | 123 |
| 85+ | 82 | (1.1%) | 62 | 1,776 | (2%) | 119 | 3,417 | (2.1%) | 122 |

Age - Male

| | | | | | | | | | |
|------------------|-------|---------|-----|-------|---------|-----|-------|--------|-----|
| Male Average Age | 36.89 | | 95 | 40.72 | | 105 | 41.54 | | 107 |
| Male Median Age | 36.62 | | 99 | 40.32 | | 109 | 41.01 | | 110 |
| 0-4 | 282 | (7.4%) | 116 | 2,488 | (6%) | 94 | 4,344 | (5.6%) | 88 |
| 5-13 | 488 | (12.7%) | 111 | 4,432 | (10.6%) | 93 | 7,607 | (9.7%) | 85 |

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| 14-17 | 193 | (5%) | 98 | 2,023 | (4.8%) | 94 | 3,669 | (4.7%) | 91 |
| 18-21 | 190 | (5%) | 92 | 2,225 | (5.3%) | 85 | 4,432 | (5.7%) | 91 |
| 22-24 | 138 | (3.6%) | 83 | 1,810 | (4.3%) | 100 | 3,716 | (4.8%) | 109 |
| 25-29 | 221 | (5.8%) | 84 | 2,918 | (7%) | 102 | 5,862 | (7.5%) | 110 |
| 30-34 | 262 | (6.8%) | 107 | 2,464 | (5.9%) | 93 | 4,633 | (5.9%) | 93 |
| 35-39 | 350 | (9.1%) | 143 | 2,310 | (5.5%) | 90 | 3,800 | (4.9%) | 7 |
| 40-44 | 330 | (8.6%) | 140 | 2,410 | (5.8%) | 94 | 3,851 | (4.9%) | 6 |
| 45-49 | 257 | (6.7%) | 111 | 2,344 | (5.6%) | 93 | 4,035 | (5.2%) | 86 |
| 50-54 | 229 | (6%) | 98 | 2,473 | (5.9%) | 97 | 4,620 | (5.9%) | 97 |
| 55-59 | 205 | (5.3%) | 85 | 2,776 | (6.7%) | 105 | 5,427 | (7%) | 110 |
| 60-64 | 201 | (5.2%) | 83 | 3,013 | (7.2%) | 115 | 5,961 | (7.6%) | 121 |
| 65-69 | 188 | (4.9%) | 88 | 2,838 | (6.8%) | 122 | 5,615 | (7.2%) | 20 |
| 70-74 | 141 | (3.7%) | 6 | 2,281 | (5.5%) | 122 | 4,551 | (5.8%) | 30 |
| 75-79 | 85 | (2.2%) | 70 | 1,541 | (3.7%) | 117 | 3,169 | (4.1%) | 20 |
| 80-84 | 46 | (1.2%) | 65 | 876 | (2.1%) | 113 | 1,800 | (2.3%) | 31 |
| 85+ | 26 | (0.7%) | 60 | 503 | (1.2%) | 107 | 971 | (1.2%) | 110 |

Age - Female

| | | | | | | | | | |
|--------------------|-------|---------|-----|-------|--------|-----|-------|--------|-----|
| Female Average Age | 38.73 | | 94 | 44.02 | | 107 | 44.79 | | 109 |
| Female Median Age | 37.52 | | 92 | 45.26 | | 111 | 46.6 | | 114 |
| 0-4 | 266 | (6.8%) | 116 | 2,350 | (5.2%) | 89 | 4,101 | (4.8%) | 6 |
| 5-13 | 467 | (11.9%) | 112 | 4,180 | (9.2%) | 87 | 7,162 | (8.4%) | 7 |
| 14-17 | 198 | (5%) | 106 | 1,936 | (4.3%) | 90 | 3,506 | (4.1%) | 87 |
| 18-21 | 206 | (5.3%) | 90 | 2,194 | (4.8%) | 83 | 4,433 | (5.2%) | 89 |
| 22-24 | 142 | (3.6%) | 94 | 1,762 | (3.9%) | 101 | 3,627 | (4.3%) | 110 |
| 25-29 | 221 | (5.6%) | 92 | 2,832 | (6.2%) | 102 | 5,672 | (6.7%) | 109 |
| 30-34 | 258 | (6.6%) | 113 | 2,470 | (5.4%) | 93 | 4,564 | (5.4%) | 92 |
| 35-39 | 323 | (8.2%) | 140 | 2,319 | (5.1%) | 87 | 3,757 | (4.4%) | 7 |
| 40-44 | 300 | (7.6%) | 127 | 2,465 | (5.4%) | 90 | 3,991 | (4.7%) | 7 |
| 45-49 | 241 | (6.1%) | 103 | 2,466 | (5.4%) | 91 | 4,415 | (5.2%) | 87 |
| 50-54 | 209 | (5.3%) | 87 | 2,677 | (5.9%) | 96 | 5,141 | (6%) | 98 |
| 55-59 | 226 | (5.8%) | 89 | 3,161 | (7%) | 108 | 6,216 | (7.3%) | 113 |
| 60-64 | 245 | (6.2%) | 94 | 3,482 | (7.7%) | 116 | 6,847 | (8%) | 122 |
| 65-69 | 211 | (5.4%) | 88 | 3,393 | (7.5%) | 122 | 6,650 | (7.8%) | 20 |
| 70-74 | 162 | (4.1%) | 6 | 2,910 | (6.4%) | 23 | 5,739 | (6.7%) | 31 |
| 75-79 | 116 | (3%) | 72 | 2,113 | (4.7%) | 120 | 4,220 | (5%) | 23 |
| 80-84 | 76 | (1.9%) | 72 | 1,359 | (3%) | 116 | 2,675 | (3.1%) | 122 |
| 85+ | 56 | (1.4%) | 63 | 1,273 | (2.8%) | 123 | 2,446 | (2.9%) | 26 |

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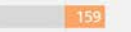
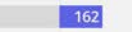



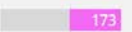

























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Employment by Occupation

| Occupation | 1 Mile | 3 Mile | 5 Mile |
|---------------------------------|---|--|--|
| Total Employees (16+ Years Old) | 3,859 | 46,883 | 87,115 |
| Professional Specialty | 1,094 (28.3%)  | 16,752 (35.7%)  | 30,772 (35.3%)  |
| Managerial/Executive | 874 (22.6%)  | 12,187 (26%)  | 23,159 (26.6%)  |
| Sales | 532 (13.8%)  | 5,232 (11.2%)  | 10,179 (11.7%)  |
| Food Preparation & Serving | 357 (9.3%)  | 1,457 (3.1%)  | 2,415 (2.8%)  |
| Production & Transportation | 354 (9.2%)  | 2,508 (5.3%)  | 4,985 (5.7%)  |
| Construction | 265 (6.9%)  | 1,747 (3.7%)  | 3,171 (3.6%)  |
| Office Admin | 193 (5%)  | 4,123 (8.8%)  | 7,366 (8.5%)  |
| Personal Care | 73 (1.9%)  | 1,204 (2.6%)  | 2,091 (2.4%)  |
| Protective | 52 (1.3%)  | 584 (1.2%)  | 1,070 (1.2%)  |
| Healthcare support | 42 (1.1%)  | 433 (0.9%)  | 721 (0.8%)  |
| Building Maintenance & Cleaning | 23 (0.6%)  | 623 (1.3%)  | 1,153 (1.3%)  |
| Farming, Fishing & Forestry | | 33 (<0.5%)  | 33 (<0.5%)  |

Employment by Industry

| | | | |
|---------------------------------|-------|--------|--------|
| Total Employees (16+ Years Old) | 3,859 | 46,883 | 87,115 |
|---------------------------------|-------|--------|--------|

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|------------------------------------|----------|---------|----------|---------|----------|---------|
| Educational Services | 839 | (21.7%) | 12,290 | (26.2%) | 21,525 | (24.7%) |
| Wholesale Retail | 696 | (18%) | 6,719 | (14.3%) | 11,552 | (13.3%) |
| Entertainment Services | 372 | (9.6%) | 3,131 | (6.7%) | 5,463 | (6.3%) |
| Financial, Insurance & Real Estate | 371 | (9.6%) | 5,804 | (12.4%) | 10,352 | (11.9%) |
| Professional Services | 318 | (8.2%) | 5,122 | (10.9%) | 10,476 | (12%) |
| Manufacturing | 301 | (7.8%) | 4,543 | (9.7%) | 9,854 | (11.3%) |
| Agriculture/Mining/Construction | 267 | (6.9%) | 2,064 | (4.4%) | 4,436 | (5.1%) |
| Transportation | 189 | (4.9%) | 1,130 | (2.4%) | 2,160 | (2.5%) |
| Other Professional Services | 171 | (4.4%) | 1,992 | (4.2%) | 3,681 | (4.2%) |
| Administrative/Waste Services | 138 | (3.6%) | 1,276 | (2.7%) | 2,564 | (2.9%) |
| Public Administration | 125 | (3.2%) | 1,188 | (2.5%) | 2,184 | (2.5%) |
| Information | 72 | (1.9%) | 1,377 | (2.9%) | 2,497 | (2.9%) |
| Management Services | | | 247 | (0.5%) | 371 | (<0.5%) |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Manchester Plaza

14244 Manchester Avenue, Manchester, MO 63011

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Language Spoken

| | | | | | | | | | |
|------------------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Speak English at Home | 5,970 | (82.8%) | 106 | 71,854 | (87.4%) | 112 | 137,241 | (88.7%) | 114 |
| Speak Other Language at Home | 953 | (13.2%) | 163 | 8,699 | (10.6%) | 130 | 14,888 | (9.6%) | 119 |
| Speak Spanish at Home | 284 | (3.9%) | 28 | 1,676 | (2%) | 15 | 2,651 | (1.7%) | 12 |

Ancestry

| | | | | | | | | | |
|-------------------------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| German | 1,350 | (17.4%) | 217 | 17,719 | (20.4%) | 254 | 33,528 | (20.5%) | 256 |
| Unclassified | 1,162 | (15%) | 90 | 13,193 | (15.2%) | 91 | 25,708 | (15.8%) | 94 |
| Other | 1,080 | (13.9%) | 64 | 12,220 | (14%) | 65 | 21,903 | (13.4%) | 62 |
| Scottish/Irish | 765 | (9.9%) | 145 | 9,765 | (11.2%) | 165 | 19,001 | (11.6%) | 171 |
| Mexican | 564 | (7.3%) | 70 | 1,525 | (1.8%) | 17 | 2,349 | (1.4%) | 14 |
| South Central Asian (e.g. Indian) | 503 | (6.5%) | 495 | 3,602 | (4.1%) | 315 | 5,464 | (3.3%) | 255 |
| British | 497 | (6.4%) | 118 | 6,540 | (7.5%) | 139 | 13,268 | (8.1%) | 150 |
| Other European (e.g. Greek/Russian) | 379 | (4.9%) | 152 | 4,627 | (5.3%) | 165 | 9,376 | (5.7%) | 179 |
| American | 287 | (3.7%) | 75 | 3,571 | (4.1%) | 83 | 6,585 | (4%) | 8 |
| Italian | 274 | (3.5%) | 118 | 3,500 | (4%) | 134 | 6,371 | (3.9%) | 31 |
| Middle Eastern | 224 | (2.9%) | 458 | 1,407 | (1.6%) | 256 | 1,955 | (1.2%) | 190 |

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Audience Profile

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Manchester Plaza

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Benchmark: Nationwide

| | ● 1 Mile | | ● 3 Mile | | ● 5 Mile | |
|------------------------------------|----------|---------|----------|---------|----------|---------|
| Scandinavian | 123 | (1.6%) | 1,685 | (1.9%) | 2,971 | (1.8%) |
| French | 122 | (1.6%) | 1,446 | (1.7%) | 3,140 | (1.9%) |
| Polish | 95 | (1.2%) | 1,606 | (1.8%) | 2,871 | (1.8%) |
| Chinese | 90 | (1.2%) | 1,643 | (1.9%) | 3,126 | (1.9%) |
| South East Asian (e.g. Vietnamese) | 39 | (0.5%) | 669 | (0.8%) | 1,084 | (0.7%) |
| Central American | 30 | (<0.5%) | 103 | (<0.5%) | 243 | (<0.5%) |
| Korean | 28 | (<0.5%) | 306 | (<0.5%) | 660 | (<0.5%) |
| Cuban | 26 | (<0.5%) | 194 | (<0.5%) | 307 | (<0.5%) |
| Other Hispanic | 25 | (<0.5%) | 253 | (<0.5%) | 427 | (<0.5%) |
| Dutch | 23 | (<0.5%) | 571 | (0.7%) | 1,083 | (0.7%) |
| South American | 21 | (<0.5%) | 201 | (<0.5%) | 381 | (<0.5%) |
| Native American (Indian/Eskimo) | 20 | (<0.5%) | 194 | (<0.5%) | 418 | (<0.5%) |
| Other Asian | 15 | (<0.5%) | 267 | (<0.5%) | 373 | (<0.5%) |
| Puerto Rican | 10 | (<0.5%) | 147 | (<0.5%) | 397 | (<0.5%) |
| Japanese | 2 | (<0.5%) | 60 | (<0.5%) | 103 | (<0.5%) |
| Hawaiian/Pacific Islander | 1 | (<0.5%) | 48 | (<0.5%) | 98 | (<0.5%) |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

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Manchester Plaza

14244 Manchester Avenue, Manchester, MO 63011

Benchmark: Nationwide



| | | | | | | |
|-----------|---|---------|---|----|---------|---|
| Dominican | 5 | (<0.5%) | 1 | 35 | (<0.5%) | 4 |
|-----------|---|---------|---|----|---------|---|

Education (Age 25+)

| | 1 Mile | % | 3 Mile | % | 5 Mile | % |
|----------------------------------|--------|---------|--------|---------|---------|---------|
| Total Educated Population | 5,185 | | 61,667 | | 116,628 | |
| Elementary (0 to 8 Years) | 20 | (<0.5%) | 649 | (1.1%) | 1,177 | (1%) |
| Some High School (9 to 11 Years) | 196 | (3.8%) | 1,032 | (1.7%) | 1,858 | (1.6%) |
| High School Graduate (12 Years) | 1,288 | (24.8%) | 7,787 | (12.6%) | 13,857 | (11.9%) |
| Some College (13 to 16 Years) | 883 | (17%) | 9,807 | (15.9%) | 17,802 | (15.3%) |
| Associates Degree Only | 448 | (8.6%) | 3,953 | (6.4%) | 7,304 | (6.3%) |
| Bachelor's Degree Only | 1,411 | (27.2%) | 21,365 | (34.6%) | 41,270 | (35.4%) |
| Graduate Degree | 939 | (18.1%) | 17,074 | (27.7%) | 33,360 | (28.6%) |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Manchester Plaza

14244 Manchester Avenue, Manchester, MO 63011

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

| Household Type | 1 Mile | 3 Mile | 5 Mile |
|-----------------------|---------------|----------------|----------------|
| Households | 3,092 | 34,696 | 63,618 |
| One Person Households | 807 (26.1%) | 9,020 (26%) | 15,136 (23.8%) |
| Married Couple | 1,588 (51.4%) | 20,604 (59.4%) | 40,068 (63%) |
| Male Householder | 97 (3.1%) | 816 (2.4%) | 1,615 (2.5%) |
| Female Householder | 402 (13%) | 2,637 (7.6%) | 4,466 (7%) |
| Non Family Households | 198 (6.4%) | 1,619 (4.7%) | 2,333 (3.7%) |

Household Size

| Household Size | 1 Mile | 3 Mile | 5 Mile |
|---------------------|-------------|----------------|----------------|
| Households | 3,092 | 34,696 | 63,618 |
| 1 Person Household | 807 (26.1%) | 9,020 (26%) | 15,136 (23.8%) |
| 2 Person Household | 1,019 (33%) | 12,223 (35.2%) | 23,088 (36.3%) |
| 3 Person Household | 573 (18.5%) | 5,710 (16.5%) | 10,431 (16.4%) |
| 4 Person Household | 419 (13.6%) | 4,883 (14.1%) | 9,444 (14.8%) |
| 5 Person Household | 185 (6%) | 2,033 (5.9%) | 3,955 (6.2%) |
| 6 Person Household | 60 (1.9%) | 584 (1.7%) | 1,138 (1.8%) |
| 7+ Person Household | 29 (0.9%) | 243 (0.7%) | 426 (0.7%) |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Manchester Plaza

14244 Manchester Avenue, Manchester, MO 63011

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

| | | | |
|-------------------------|-------|--------|--------|
| Total Housing Units | 3,228 | 36,343 | 66,673 |
| Owner Occupied Housing | 1,802 | 27,180 | 52,576 |
| Renter Occupied Housing | 1,290 | 7,516 | 11,042 |
| Vacant Housing | 136 | 1,647 | 3,055 |

Housing Rent

| | | | | | | | | | |
|--------------------------|------------|---------|------------|---------|------------|-----|---------|---------|-----|
| Average Rent | \$1,370.59 | 98 | \$1,396.29 | 100 | \$1,467.82 | 105 | | | |
| Median Rent | \$1,301.55 | 103 | \$1,255.82 | 99 | \$1,300.46 | 102 | | | |
| Total Cash Rents Housing | 1,275 | | 7,156 | | 10,270 | | | | |
| <\$300 | | | 15 | (<0.5%) | 7 | 15 | (<0.5%) | 5 | |
| \$300-\$500 | | | 34 | (<0.5%) | 11 | 44 | (<0.5%) | 10 | |
| \$500-\$750 | 3 | (<0.5%) | 2 | 287 | (4%) | 37 | 357 | (3.5%) | 32 |
| \$750-\$1000 | 225 | (17.6%) | 111 | 1,549 | (21.6%) | 136 | 1,968 | (19.2%) | 121 |
| \$1000-\$1500 | 679 | (53.3%) | 184 | 3,309 | (46.2%) | 160 | 4,578 | (44.6%) | 154 |
| \$1500-\$2000 | 279 | (21.9%) | 114 | 970 | (13.6%) | 70 | 1,554 | (15.1%) | 7 |
| \$2000-\$2500 | 67 | (5.3%) | 57 | 509 | (7.1%) | 77 | 913 | (8.9%) | 97 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

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Manchester Plaza

14244 Manchester Avenue, Manchester, MO 63011

Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | |
|---------------|--------|---------|--------|--------|--------|--------|
| \$2500-\$3000 | 21 | (1.6%) | 283 | (4%) | 410 | (4%) |
| \$3000-\$3500 | 1 | (<0.5%) | 132 | (1.8%) | 261 | (2.5%) |
| >\$3500 | | | 68 | (1%) | 170 | (1.7%) |

Value of Owner-Occupied Housing Units

| | | | | | | |
|------------------------|--------------|---------|--------------|---------|--------------|---------|
| Average House Value | \$349,279.38 | | \$524,006.65 | | \$547,465.64 | |
| Median House Value | \$323,255.81 | | \$412,144.01 | | \$465,318.58 | |
| Owner Occupied Housing | 1,802 | | 27,180 | | 52,576 | |
| <\$100K | 56 | (3.1%) | 383 | (1.4%) | 759 | (1.4%) |
| \$100K - \$200K | 161 | (8.9%) | 1,537 | (5.7%) | 2,270 | (4.3%) |
| \$200K - \$300K | 584 | (32.4%) | 5,069 | (18.6%) | 7,634 | (14.5%) |
| \$300K - \$400K | 430 | (23.9%) | 6,004 | (22.1%) | 9,310 | (17.7%) |
| \$400K - \$500K | 278 | (15.4%) | 4,916 | (18.1%) | 9,668 | (18.4%) |
| \$500K - \$1000K | 293 | (16.3%) | 7,222 | (26.6%) | 17,684 | (33.6%) |
| >\$1000K | | | 2,049 | (7.5%) | 5,251 | (10%) |

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

| | | | | | | | | | |
|--|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| Households in Poverty | 287 | (9.3%) | 74 | 2,008 | (5.8%) | 46 | 3,015 | (4.7%) | 38 |
| Households Above Poverty | 2,805 | (90.7%) | 104 | 32,688 | (94.2%) | 108 | 60,603 | (95.3%) | 109 |
| Households in Poverty (Married) | 126 | (4.1%) | 183 | 406 | (1.2%) | 53 | 577 | (0.9%) | 41 |
| Households in Poverty (Male Householder) | | | | 24 | (<0.5%) | 11 | 61 | (<0.5%) | 15 |
| Households in Poverty (Female Householder) | 79 | (2.6%) | 83 | 461 | (1.3%) | 43 | 710 | (1.1%) | 36 |
| Households in Poverty (Non-Family) | 75 | (2.4%) | 40 | 1,020 | (2.9%) | 49 | 1,534 | (2.4%) | 40 |
| Households in Poverty (Non-Family Student) | 7 | (<0.5%) | 36 | 97 | (<0.5%) | 45 | 133 | (<0.5%) | 33 |

Wealth per Household

| | | | | | | | | | |
|--------------------------|--------------|---------|-----|--------------|---------|-----|--------------|---------|-----|
| Household Average Wealth | \$241,917.85 | | 102 | \$276,892.44 | | 117 | \$285,227.77 | | 120 |
| Household Median Wealth | \$80,191.09 | | 102 | \$110,616.57 | | 141 | \$120,463.88 | | 153 |
| <\$0K | 545 | (17.6%) | 100 | 5,338 | (15.4%) | 88 | 9,455 | (14.9%) | 85 |
| \$0K - \$5K | 259 | (8.4%) | 96 | 2,321 | (6.7%) | 7 | 3,996 | (6.3%) | 72 |
| \$5K - \$10K | 143 | (4.6%) | 100 | 1,344 | (3.9%) | 84 | 2,351 | (3.7%) | 8 |
| \$10K - \$25K | 198 | (6.4%) | 100 | 2,028 | (5.8%) | 91 | 3,627 | (5.7%) | 89 |
| \$25K - \$50K | 212 | (6.9%) | 100 | 2,309 | (6.7%) | 97 | 4,204 | (6.6%) | 96 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

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Manchester Plaza

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Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|-----------------|--------|---------|-----|--------|---------|-----|--------|---------|-----|
| \$50K - \$100K | 313 | (10.1%) | 98 | 3,542 | (10.2%) | 99 | 6,506 | (10.2%) | 99 |
| \$100K - \$250K | 553 | (17.9%) | 99 | 6,584 | (19%) | 105 | 12,241 | (19.2%) | 107 |
| \$250K - \$500K | 407 | (13.2%) | 101 | 5,086 | (14.7%) | 112 | 9,554 | (15%) | 115 |
| >\$500K | 462 | (14.9%) | 103 | 6,144 | (17.7%) | 122 | 11,684 | (18.4%) | 127 |

Vehicles per Household

| | | | | | | | | | |
|----------------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Total Number of Vehicles | 6,042 | | | 65,401 | | | 124,708 | | |
| Average Number of Vehicles | 1.95 | | 106 | 1.88 | | 103 | 1.96 | | 107 |
| No Vehicles | 62 | (2%) | 24 | 1,230 | (3.5%) | 43 | 1,976 | (3.1%) | 38 |
| 1 Vehicle | 924 | (29.9%) | 92 | 10,936 | (31.5%) | 98 | 17,540 | (27.6%) | 85 |
| 2 Vehicles | 1,514 | (49%) | 32 | 15,665 | (45.1%) | 122 | 30,055 | (47.2%) | 127 |
| 3 or more Vehicles | 592 | (19.1%) | 86 | 6,865 | (19.8%) | 89 | 14,047 | (22.1%) | 99 |

Population Change

| | | | | | | | | | |
|-----------|----|--|--|-------|--|--|-------|--|--|
| Births | 85 | | | 927 | | | 1,789 | | |
| Deaths | 76 | | | 1,154 | | | 2,286 | | |
| Migration | | | | 63 | | | 898 | | |

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Manchester Plaza

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Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

| | | | |
|------------------|-------|--------|--------|
| Total Businesses | 441 | 2,374 | 5,958 |
| Total Employees | 3,392 | 25,595 | 77,921 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats