

DEMOGRAPHIC PROFILE 2004
Kirkwood MO

	<i>Swoboda's Trade Area</i>		<i>Chain Operating Counties</i>		<i>St. Louis County</i>		<i>St. Louis MSA</i>	
	#	%	#	%	#	%	#	%
1980 Population (Census)	46,424		2,232,493		973,896		2,521,849	
1990 Population (Census)	46,646	0%	2,286,593	2%	993,531	2%	2,600,072	3%
yearly Change 1990-2000	-177	-0.4%	7,492	0.3%	2,278	0.2%	12,142	0.5%
2000 Population (Census)	44,881		2,361,509		1,016,315		2,721,491	
yearly Change 2000-2004	-136	-0.3%	7,340	0.3%	-1,076	-0.1%	12,413	0.5%
2004 Population (Est.)	44,336		2,390,869		1,012,010		2,771,144	
in households	43,466	98%	2,344,402	98%	992,738	98%	2,713,840	98%
in group quarters	870	2%	46,467	2%	19,272	2%	57,304	2%
2009 Population (Proj.)	43,699		2,425,975		1,006,248		2,830,151	
yearly Change 2004-2009	-127	-0.3%	7,021	0.3%	-1,152	-0.1%	11,801	0.4%
Race								
White	39,954	90%	1,827,380	76%	771,098	76%	2,194,603	79%
Black	3,346	8%	477,687	20%	198,802	20%	484,256	17%
Amer. Indian	69	0%	5,285	0%	1,684	0%	6,441	0%
Asian/Pac.Is.	415	1%	37,297	2%	22,941	2%	38,336	1%
Other/Multiple	552	1%	43,220	2%	17,485	2%	47,508	2%
Hispanic Origin	548	1%	44,321	2%	16,302	2%	48,474	2%
Median Age	43.0		37.1		38.9		37.2	
< 20 years	11,014	25%	660,535	28%	268,114	26%	763,818	28%
20-64 years	25,280	57%	1,421,374	59%	599,416	59%	1,646,076	59%
65 and over	8,042	18%	308,960	13%	144,480	14%	361,250	13%
Households 1980 (Census)	16,981		796,202		344,530		896,229	
Households 1990 (Census)	18,177		868,766		380,114		982,280	
Households 2000 (Census)	18,440		923,313		404,312		1,057,137	
Households 2004 (Est.)	18,997		974,139		419,881		1,117,527	
Family Households	12,204	64%	639,426	66%	274,484	65%	743,034	66%
HH w/children	5,905	31%	341,383	35%	140,516	33%	394,693	35%
Households 2009 (Proj.)	19,650		1,033,933		438,197		1,188,576	
Average household size	2.3		2.4		2.4		2.4	
1 person	5,042	27%	238,658	24%	103,691	25%	267,731	24%
5+ persons	1,566	8%	96,395	10%	38,331	9%	111,604	10%
Owner Occupied	16,112	82%	697,132	66%	312,306	71%	811,404	67%
Renter Occupied	2,885	15%	277,007	26%	107,575	24%	306,123	25%
Vacant	692	4%	75,225	7%	20,556	5%	92,208	8%
Per capita income	\$38,212		\$25,521		\$30,597		\$24,760	
Median hshld income	\$67,068		\$48,660		\$54,380		\$48,077	
Avg hshld income	\$88,034		\$62,073		\$73,138		\$60,769	
Hshld Income < 35k	4,508	24%	349,609	36%	127,187	30%	405,957	36%
> 34.5k	14,489	76%	624,530	64%	292,694	70%	711,570	64%
>74.9k	7,987	42%	270,905	28%	142,020	34%	300,047	27%
>150k	2,148	11%	50,199	5%	33,730	8%	53,404	5%
Avg vehicles/household	1.7		1.7		1.7		1.7	
0 vehicles	860	5%	89,995	9%	26,785	6%	98,055	9%
Education - 25 years and older:								
High School Grads	29,475	93%	1,318,356	84%	598,484	88%	1,511,855	83%
College Degree	15,932	50%	416,273	26%	240,892	35%	446,770	25%
Post Graduate Degree	6,377	20%	151,979	10%	91,185	13%	161,967	9%
Population 16 yrs and older	35,480		1,866,824		800,535		2,166,196	
Employed	22,734	64%	1,170,849	63%	511,493	64%	1,354,762	63%
Unemployed	567	2%	69,794	4%	24,887	3%	78,430	4%
Not in Work Force	12,168	34%	619,842	33%	263,467	33%	726,400	34%
Active Military	11	0%	6,339	0%	688	0%	6,604	0%
White Collar ('00)	18,243	80%	725,177	64%	359,382	71%	807,163	62%
Blue Collar ('00)	4,466	20%	409,800	36%	146,263	29%	497,748	38%