

Graphic Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups
 RIVERCITY MARKETPLACE



Lat/Lon: 38.7799/-90.7014

2209 State Hwy K

O'Fallon, MO 63368

	1 mi radius	3 mi radius	5 mi radius
Population			
Estimated Population (2023)	13,620	92,732	171,218
Projected Population (2028)	13,870	94,723	176,332
Census Population (2020)	13,374	90,881	167,405
Census Population (2010)	13,136	85,535	151,328
Projected Annual Growth (2023-2028)	250 0.4%	1,991 0.4%	5,115 0.6%
Historical Annual Growth (2020-2023)	246 0.6%	1,850 0.7%	3,813 0.7%
Historical Annual Growth (2010-2020)	238 0.2%	5,346 0.6%	16,076 1.1%
Estimated Population Density (2023)	4,338 <i>psm</i>	3,281 <i>psm</i>	2,181 <i>psm</i>
Trade Area Size	3.1 <i>sq mi</i>	28.3 <i>sq mi</i>	78.5 <i>sq mi</i>

Race and Ethnicity (2023)						
Not Hispanic or Latino Population						
White	12,847	94.3%	89,212	96.2%	165,034	96.4%
Black or African American	726	5.7%	4,791	5.4%	8,729	5.3%
American Indian or Alaska Native	10	-	61	-	118	-
Asian	334	2.6%	3,262	3.7%	5,979	3.6%
Hawaiian or Pacific Islander	6	-	41	-	58	-
Other Race	11	-	52	-	98	-
Two or More Races	316	2.5%	2,006	2.2%	3,620	2.2%
Hispanic or Latino Population						
White	773	5.7%	3,520	3.8%	6,184	3.6%
Black or African American	173	22.3%	851	24.2%	1,517	24.5%
Black or African American	16	2.1%	54	1.5%	96	1.6%
American Indian or Alaska Native	20	2.6%	54	1.5%	98	1.6%
Asian	2	0.3%	13	0.4%	29	0.5%
Hispanic Hawaiian or Pacific Islander	3	0.4%	10	0.3%	15	0.2%
Other Race	204	26.3%	785	22.3%	1,384	22.4%
Two or More Races	355	45.9%	1,753	49.8%	3,045	49.2%

85.3%

86.1%

86.4%

White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

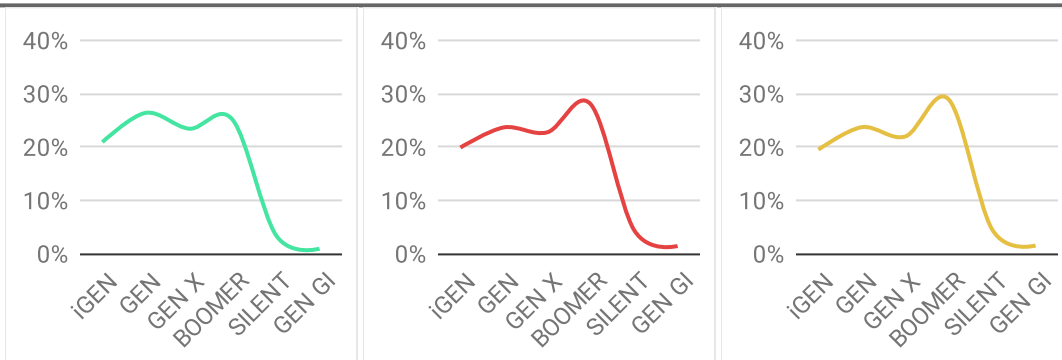
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Age Distribution (2023)							
Age Under 5 Years		834	6.1%	5,029	5.4%	9,253	5.4%
Age 5 to 9 Years		957	7.0%	6,367	6.9%	11,424	6.7%
Age 10 to 14 Years		1,052	7.7%	7,020	7.6%	12,649	7.4%
Age 15 to 19 Years		989	7.3%	6,542	7.1%	11,598	6.8%
Age 20 to 24 Years		746	5.5%	4,741	5.1%	8,793	5.1%
Age 25 to 29 Years		822	6.0%	4,796	5.2%	9,296	5.4%
Age 30 to 34 Years		1,034	7.6%	5,841	6.3%	10,872	6.4%
Age 35 to 39 Years		1,185	8.7%	7,583	8.2%	13,359	7.8%
Age 40 to 44 Years		1,087	8.0%	7,369	7.9%	13,112	7.7%
Age 45 to 49 Years		914	6.7%	6,114	6.6%	11,095	6.5%
Age 50 to 54 Years		821	6.0%	5,890	6.4%	10,932	6.4%
Age 55 to 59 Years		739	5.4%	5,696	6.1%	10,986	6.4%
Age 60 to 64 Years		774	5.7%	5,727	6.2%	11,107	6.5%
Age 65 to 69 Years		615	4.5%	4,733	5.1%	8,924	5.2%
Age 70 to 74 Years		462	3.4%	3,896	4.2%	7,495	4.4%
Age 75 to 79 Years		295	2.2%	2,603	2.8%	4,837	2.8%
Age 80 to 84 Years		168	1.2%	1,467	1.6%	2,903	1.7%
Age 85 Years or Over		125	0.9%	1,317	1.4%	2,585	1.5%
Median Age		35.7		38.5		38.9	
Generation (2023)							
iGeneration (Age Under 15 Years)		2,843	20.9%	18,416	19.9%	33,326	19.5%
Generation 9/11 Millennials (Age 15 to 34 Years)		3,591	26.4%	21,921	23.6%	40,558	23.7%
Gen Xers (Age 35 to 49 Years)		3,186	23.4%	21,066	22.7%	37,566	21.9%
Baby Boomers (Age 50 to 74 Years)		3,411	25.0%	25,942	28.0%	49,443	28.9%
Silent Generation (Age 75 to 84 Years)		463	3.4%	4,070	4.4%	7,739	4.5%
G.I. Generation (Age 85 Years or Over)		125	0.9%	1,317	1.4%	2,585	1.5%



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Household Type (2023)				
Total Households		4,890	33,895	64,276
Family Households		3,786 77.4%	26,293 77.6%	48,715 75.8%
Family Households with Children		2,043 54.0%	13,343 50.7%	24,076 49.4%
Family Households No Children		1,743 46.0%	12,949 49.3%	24,639 50.6%
Non-Family Households		1,104 22.6%	7,603 22.4%	15,561 24.2%
Non-Family Households with Children		8 0.7%	22 0.3%	40 0.3%
Non-Family Households No Children		1,096 99.3%	7,581 99.7%	15,521 99.7%
Education Attainment (2023)				
Elementary or Some High School		427 4.7%	2,607 4.1%	4,923 4.2%
High School Graduate		2,468 27.3%	15,841 25.1%	27,355 23.3%
Some College or Associate Degree		2,637 29.2%	18,654 29.6%	34,228 29.1%
Bachelor or Graduate Degree		3,509 38.8%	25,931 41.1%	50,995 43.4%
Household Income (2023)				
Estimated Average Household Income		\$114,438	\$133,701	\$133,035
Estimated Median Household Income		\$100,270	\$111,274	\$113,016
HH Income Under \$10,000		21 0.4%	319 0.9%	987 1.5%
HH Income \$10,000 to \$34,999		430 8.8%	3,204 9.5%	5,881 9.2%
HH Income \$35,000 to \$49,999		426 8.7%	2,612 7.7%	4,751 7.4%
HH Income \$50,000 to \$74,999		854 17.5%	5,044 14.9%	9,533 14.8%
HH Income \$75,000 to \$99,999		910 18.6%	4,820 14.2%	8,719 13.6%
HH Income \$100,000 to \$149,999		1,080 22.1%	7,278 21.5%	14,000 21.8%
HH Income \$150,000 or More		1,168 23.9%	10,618 31.3%	20,404 31.7%

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5 mi radius

3 mi radius

1 mi radius