

Valpak® Custom Demographic Profile
Greater St. Louis Custom Demographic Profile

Mail Qty: 310,000

Current Year Household Income

% 150,000 Plus	13.17%
% 100,000 - \$149,999	19.12%
% 75,000 - 99,999	16.83%
% 50,000 - 74,999	20.87%
% 35,000 - 49,999	12.82%
% 25,000 - 34,999	7.05%
% Less Than 25,000	10.15%
Avg HH Income	\$95,084

Current Year Household Vehicles

% No Vehicles	3.70%
% 1 Vehicle	26.92%
% 2 Vehicles	48.97%
% 3 - 4 Vehicles	19.22%
% 5+ Vehicles	1.18%

Current Year Head of Household Age

% Age 24 and under	3.24%
% Age 25 - 34	13.35%
% Age 35 - 44	20.07%
% Age 45 - 54	24.73%
% Age 55 - 64	18.85%
% Age 65 Plus	19.76%
Median Age	39.56

2000 Population - Marital Status

% Married	60.99%
% Single/Divorced/Widowed	39.01%

Current Year Population - Race

% White	90.58%
% Black	4.61%
% Asian/Pacific Islander	2.59%
% Hispanic	1.29%
% Other (all others)	0.93%

Current Year Adult Population

% Age 18 - 49	56.84%
% Age 25 - 54	55.49%
% Age 55+	32.46%
Median Adult Age	47.03

Current Year Population - Education
Persons 25+ years

% College 4+ Years	41.03%
% College 1 - 3 Years	29.23%
% High School Graduate	21.64%
% Less than HS Graduate	8.10%

2000 HHs with Children

% Total HHs w/Child	38.10%
% Married w/Child	31.56%

Current Year Population - Occupation
Persons 16+ years

% White Collar	73.62%
% Blue Collar	15.55%

2000 Household Size

% 1 Person HH	22.67%
% 2 Person HH	33.44%
% 3 - 4 Person HH	33.83%
% 5 Plus Person HH	10.06%
Current Year Avg HH Size	2.57

2000 Population - Employment

% Families w/ 0 Workers	9.16%
% Families w/ 1 Worker	25.47%
% Families w/ 2 Workers	51.53%
% Families w/ 3+ Workers	13.84%

Current Year Housing Units
Year Structure Built

% 1999 - Current Year	12.92%
% 1990 - 1998	16.54%
% 1980 - 1989	18.56%
% 1970 - 1979	18.50%
% Before 1970	33.48%
% Owner Occupied	82.32%
Avg Home Value	\$257,159

2000 Population - Speaks at Home
Persons 5+ years

% English	93.52%
% Spanish	1.71%
% French	0.47%
% German	0.63%

Source: Claritas, Inc. - 2000 Census with current year projections