

2008 St. Louis Area Demographics

	<b>Designated Market Area (DMA)</b>	<b>Metro Statistical Area (MSA)</b>	<b>Illinois Zone</b>	<b>Jefferson Zone</b>	<b>North Zone</b>	<b>South Zone</b>	<b>St. Charles Zone</b>	<b>West Zone</b>
<b>Total Adults</b>	<b>2,414,000</b>	<b>2,125,800</b>	<b>651,400</b>	<b>229,900</b>	<b>348,100</b>	<b>326,900</b>	<b>329,100</b>	<b>487,200</b>
	% of Total	% of Total	% of Total	% of Total	% of Total	% of Total	% of Total	% of Total
<b>Gender</b>								
Men	48	48	48	50	46	47	49	48
Women	52	53	52	50	54	53	51	52
<b>Age</b>								
18-34	30	29	30	31	30	28	32	29
35-44	19	19	18	20	19	19	20	17
45-54	20	20	19	20	19	20	20	19
55+	32	32	33	29	32	33	28	35
25-54	55	56	54	61	55	56	58	52
<b>Level of Education</b>								
Not High School Grad	9	9	11	10	10	8	5	8
High School Graduate	38	36	40	48	41	39	41	26
Some College	30	31	32	31	31	29	32	27
College Graduate (4 Yr)	13	14	10	5	11	14	14	20
Post Graduate (>4yrs)	10	11	7	6	7	10	9	19
<b>Marital Status</b>								
Married	56	56	57	57	41	50	64	64
Not Married	44	44	43	43	59	51	36	36
<b>Household Income</b>								
Less than \$20,000	7	6	9	7	7	10	3	5
\$20,000 - \$34,999	18	18	20	16	25	21	11	15
\$35,000 - \$49,999	21	20	22	28	26	19	13	18
\$50,000 - \$74,999	20	20	19	22	18	16	30	23
\$75,000 or More	34	36	31	27	23	34	43	39
<b>Own or Rent Residence</b>								
Own	76	77	77	84	68	73	81	77
Rent Or Other	24	24	23	16	32	27	19	23
<b>Value of Owned Home</b>								
Under \$75,000	10	8	16	10	10	6	4	7
\$75,000 - \$99,999	8	8	11	6	12	5	4	3
\$100,000 - \$149,999	16	16	15	28	24	14	12	11
\$150,000 - \$249,999	25	27	22	28	16	31	36	26
\$250,000 or More	18	19	13	12	6	17	24	31
<b>Ethnicity</b>								
White/Caucasian	83	81	85	98	45	82	96	89
Black/African American	15	16	12	1	53	14	2	10
Other	2	2	3	1	2	4	1	2
<b>Children in HHLD (&lt;18)</b>								
No Children	59	59	58	58	60	66	55	63
One or More Children	41	41	42	42	40	34	45	37

Source: 2007 R2 St. Louis Scarborough Report; DMA/MSA  
2007 R2 St. Louis Custom Scarborough Report; Zones