

Business Profile Report & Analysis

ZIP Code: 63088
 Post Office Name: VALLEY PARK
 County Name: ST. LOUIS, MO
 Sectional Postal Center Name: 630 SAINT LOUIS, FLORISSANT, MO
 State Name: MISSOURI
 Metropolitan Area Name: ST. LOUIS, MO-IL
 TV Market Name: ST. LOUIS
 Bureau of Economic Area Name: ST. LOUIS, MO-IL
 Division Name: WEST NORTH CENTRAL
 Region Name: MIDWEST

<u>Description</u>	<u>Value</u>	<u>EASI</u> <u>S</u>	<u>EASI</u> <u>Rank</u> <u>(of 29467)</u>
Latitude:	38539050		
Longitude:	-90507600		
Population:	5,031		
Total Employees (employed 16+):	2,756	A	2,706
EASI Quality of Life Index (US Ave=100):	138	B	9,180
B - Amusement (US Ave=100):	182	A	2,644
B - Culture (US Ave=100):	168	A	4,702
B - Earthquake (US Ave=100):	43	D	23,196
B - EASI Best Weather (US Ave=100):	81	C	17,473
B - EASI Quality of Life (US Ave=100):	138	B	9,180
B - Religious Propensity (US Ave=100):	186	A	2,057
B - Open Spaces (US Ave=100):	35	E	24,311
B - Restaurants (US Ave=100):	182	A	2,679
B - EASI Total Crime (US Ave=100):	104	C	14,167
B - Working Singles (US Ave=100):	187	A	1,915
B - Blacks - Urban (US Ave=100):	169	A	4,567
B - Blacks - Rural (US Ave=100):	44	D	22,996
B - Well Educated Families (US Ave=100):	54	D	21,512
B - College Market (US Ave=100):	194	A	884
B - Foreign Born Market (US Ave=100):	143	B	8,398
B - Reasonably Priced Older Homes (US Ave=100):	82	C	17,385
B - Reasonably Priced Newer Homes (US Ave=100):	136	B	9,430
B - Asians with Money (US Ave=100):	168	A	4,715
B - Blacks with Money (US Ave=100):	76	D	18,201
B - Hispanics with Money (US Ave=100):	78	D	17,982
B - Young and with Money (US Ave=100):	171	A	4,273
B - Old and with Money (US Ave=100):	101	C	14,587
B - Drive to Job (US Ave=100):	190	A	1,473
B - Easy Commute (US Ave=100):	181	A	2,799
B - Work at Home (US Ave=100):	37	E	24,016
B - Young Homeowners (US Ave=100):	131	B	10,167

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B - Young Renters (US Ave=100):	194	A	884
B - Households with Children (US Ave=100):	71	D	19,008
B - Households without Children (US Ave=100):	76	D	18,270
B - Population in Nursing Homes (US Ave=100):	191	A	1,326
B - Population in Military Barracks (US Ave=100):	98	C	15,003
B - The Homeless (US Ave=100):	91	C	16,132
B - Large Families (US Ave=100):	75	D	18,418
B - Divorced (US Ave=100):	193	A	1,031
B - Widows and Widowers (US Ave=100):	116	C	12,377
B - Highly Educated (US Ave=100):	113	C	12,818
B - Civil Service Workers (US Ave=100):	79	D	17,829
B - Bargain Seekers Market (US Ave=100):	188	A	1,767
B - Average Priced Product Market (US Ave=100):	148	B	7,662
B - Higher Priced Product Market (US Ave=100):	148	B	7,662
B - Luxury Priced Product Market (US Ave=100):	92	C	15,913
B - White Collar Employment (US Ave=100):	159	B	6,041
B - Service Employment (US Ave=100):	191	A	1,326
B - Blue Collar Employment (US Ave=100):	98	C	15,029
B - Civil Service Jobs (US Ave=100):	79	D	17,829
B - Nursery School Market (US Ave=100):	88	C	16,503
B - Young (US Ave=100):	88	C	16,502
B - Average Age Market (US Ave=100):	89	C	16,355
B - Older Market (US Ave=100):	30	E	25,048
B - Very Old Market (US Ave=100):	82	C	17,386
B - Self Employed (US Ave=100):	25	E	25,784
B - Intelligent Affordable America (US Ave=100):	109	C	13,407
B - Collegetown-Intellgnt-Affordable (US Ave=100):	182	A	2,651
B - Single & Money (US Ave=100):	144	B	8,251
B - Single & Together (US Ave=100):	190	A	1,473
B - Median Age (US Ave=100):	34	E	24,463
B - Median Income (US Ave=100):	138	B	9,135
B - Median Income - Whites (US Ave=100):	137	B	9,282
B - Median Income - Blacks (US Ave=100):	123	B	11,344
B - Median Income - Asians (US Ave=100):	148	B	7,666
B - Median Income - Hispanics (US Ave=100):	122	B	11,499
B - Median Age - Whites (US Ave=100):	29	E	25,263
B - Median Age - Blacks (US Ave=100):	136	B	9,410
B - Median Age - Asians (US Ave=100):	137	B	9,272
B - Median Age - Hispanics (US Ave=100):	102	C	14,439
B - Large Houses (US Ave=100):	37	E	24,016

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B - Homeowner Expenses - No Mortgage (US Ave=100):	127	B	10,753
B - Homeowner Expenses with Mortgage (US Ave=100):	135	B	9,575
B - Median Rent (US Ave=100):	161	A	5,740
B - Median Home Value (US Ave=100):	116	C	12,378
B - Manufacturing Jobs (US Ave=100):	145	B	8,104
B - Retail Jobs (US Ave=100):	192	A	1,179
B - Construction Jobs (US Ave=100):	152	B	7,072
B - Finance-Insurance-Real Est. Jobs (US Ave=100):	132	B	10,019
B - Entertain.-Recreation Servs Jobs (US Ave=100):	173	A	3,978
B - Health Services Jobs (US Ave=100):	185	A	2,210
B - Sales Jobs (US Ave=100):	126	B	10,902
B - Exec-Admin-Manangement Jobs (US Ave=100):	176	A	3,536
B - Private Household Workers (US Ave=100):	78	D	17,975
B - Farm, Forestry, Fishery Workers (US Ave=100):	66	D	19,743
B - Protective Service Workers (US Ave=100):	177	A	3,389
B - Families & High Income (US Ave=100):	76	D	18,270
B - Trailer Park City (US Ave=100):	15	E	27,224
B - Homeless Population (US Ave=100):	91	C	16,132
B - Group Quarters Population (US Ave=100):	169	A	4,567
B - Military Population (US Ave=100):	98	C	15,003
B - Speaks Only English (US Ave=100):	70	D	19,154
B - Speaks Spanish (US Ave=100):	123	B	11,345
B - Speaks Asian (US Ave=100):	50	D	22,132

Footnotes:

EASI Rank: based on the concentration of the variable with a "1" being the highest rank and the number of areas in a geography being the lowest rank. (ZIP codes=29,467; Cities = 3,733; Counties=3,141; Sectional Postal Centers=881; Metropolitan Areas=318; TV Markets=211; Bureau of Economic Areas=174; Area Codes=122).

EASI Score: arranges EASI Rank into a quintile frequency distribution ranging from "A" (the highest concentration group and top 20%) through "E" (the lowest concentration group and bottom 20%).

"(US Ave=100)" indicates an index value that has a range of 0 (low) to 200 (high).

All data are derived from the US Census and other official government sources.

"B -" in a variable description means it is a Business Profile.

"P -" in a variable description means it is a Personal Profile.

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