

# Full Profile

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

**#REF!**

Lat/Lon: 38.4846/-90.7704

Pacific, MO 63069			
	3 mi radius	5 mi radius	10 mi radius
<b>Population</b>			
2023 Estimated Population	10,574	16,928	60,386
2028 Projected Population	11,154	17,984	64,536
2020 Census Population	10,350	16,598	58,177
2010 Census Population	9,902	16,114	55,172
Projected Annual Growth 2023 to 2028	1.1%	1.2%	1.4%
Historical Annual Growth 2010 to 2023	0.5%	0.4%	0.7%
<b>Households</b>			
2023 Estimated Households	4,486	6,838	23,045
2028 Projected Households	4,694	7,225	24,645
2020 Census Households	4,260	6,518	21,744
2010 Census Households	3,894	6,033	19,874
Projected Annual Growth 2023 to 2028	0.9%	1.1%	1.4%
Historical Annual Growth 2010 to 2023	1.2%	1.0%	1.2%
<b>Age</b>			
2023 Est. Population Under 10 Years	11.5%	10.8%	10.6%
2023 Est. Population 10 to 19 Years	11.6%	11.8%	12.9%
2023 Est. Population 20 to 29 Years	12.8%	11.9%	9.8%
2023 Est. Population 30 to 44 Years	20.2%	20.2%	20.5%
2023 Est. Population 45 to 59 Years	18.9%	20.5%	21.9%
2023 Est. Population 60 to 74 Years	18.7%	19.0%	19.0%
2023 Est. Population 75 Years or Over	6.3%	5.9%	5.3%
2023 Est. Median Age	39.1	40.6	41.8
<b>Marital Status &amp; Gender</b>			
2023 Est. Male Population	49.8%	51.5%	51.9%
2023 Est. Female Population	50.2%	48.5%	48.1%
2023 Est. Never Married	26.1%	26.4%	24.5%
2023 Est. Now Married	46.8%	49.3%	56.4%
2023 Est. Separated or Divorced	19.3%	18.5%	14.2%
2023 Est. Widowed	7.7%	5.8%	4.8%
<b>Income</b>			
2023 Est. HH Income \$200,000 or More	6.3%	10.3%	18.4%
2023 Est. HH Income \$150,000 to \$199,999	5.6%	7.2%	12.2%
2023 Est. HH Income \$100,000 to \$149,999	14.9%	15.7%	18.0%
2023 Est. HH Income \$75,000 to \$99,999	16.8%	15.4%	13.8%
2023 Est. HH Income \$50,000 to \$74,999	15.9%	16.3%	13.9%
2023 Est. HH Income \$35,000 to \$49,999	13.0%	11.6%	8.2%
2023 Est. HH Income \$25,000 to \$34,999	9.9%	8.1%	6.0%
2023 Est. HH Income \$15,000 to \$24,999	12.1%	10.2%	5.5%
2023 Est. HH Income Under \$15,000	5.5%	5.2%	4.0%
2023 Est. Average Household Income	\$88,459	\$101,750	\$137,937
2023 Est. Median Household Income	\$66,002	\$78,759	\$108,016
2023 Est. Per Capita Income	\$37,594	\$41,455	\$52,919
2023 Est. Total Businesses	397	549	1,752
2023 Est. Total Employees	4,018	5,171	16,882

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<b>Race</b>			
2023 Est. White	93.5%	91.5%	90.2%
2023 Est. Black	1.9%	4.2%	4.5%
2023 Est. Asian or Pacific Islander	0.8%	0.9%	1.7%
2023 Est. American Indian or Alaska Native	0.2%	0.2%	0.1%
2023 Est. Other Races	3.6%	3.3%	3.5%
<b>Hispanic</b>			
2023 Est. Hispanic Population	277	387	1,507
2023 Est. Hispanic Population	2.6%	2.3%	2.5%
2028 Proj. Hispanic Population	2.7%	2.3%	2.5%
2020 Hispanic Population	3.0%	2.6%	2.7%
<b>Education (Adults 25 &amp; Older)</b>			
2023 Est. Adult Population (25 Years or Over)	7,482	12,097	43,129
2023 Est. Elementary (Grade Level 0 to 8)	4.5%	3.4%	1.9%
2023 Est. Some High School (Grade Level 9 to 11)	6.3%	6.6%	4.8%
2023 Est. High School Graduate	30.9%	28.9%	23.5%
2023 Est. Some College	24.0%	23.9%	22.2%
2023 Est. Associate Degree Only	9.8%	9.8%	9.2%
2023 Est. Bachelor Degree Only	18.0%	19.1%	24.6%
2023 Est. Graduate Degree	6.5%	8.3%	13.8%
<b>Housing</b>			
2023 Est. Total Housing Units	4,822	7,377	24,937
2023 Est. Owner-Occupied	67.4%	68.0%	68.4%
2023 Est. Renter-Occupied	25.7%	24.6%	24.0%
2023 Est. Vacant Housing	7.0%	7.3%	7.6%
<b>Homes Built by Year</b>			
2023 Homes Built 2010 or later	8.0%	8.9%	11.7%
2023 Homes Built 2000 to 2009	14.5%	13.6%	16.5%
2023 Homes Built 1990 to 1999	18.2%	17.6%	17.2%
2023 Homes Built 1980 to 1989	13.5%	14.6%	15.1%
2023 Homes Built 1970 to 1979	11.7%	13.0%	12.6%
2023 Homes Built 1960 to 1969	11.5%	10.7%	7.6%
2023 Homes Built 1950 to 1959	6.1%	5.2%	4.7%
2023 Homes Built Before 1949	9.5%	9.0%	6.9%
<b>Home Values</b>			
2023 Home Value \$1,000,000 or More	1.2%	1.4%	2.2%
2023 Home Value \$500,000 to \$999,999	5.3%	10.0%	13.0%
2023 Home Value \$400,000 to \$499,999	2.9%	5.7%	10.6%
2023 Home Value \$300,000 to \$399,999	13.5%	13.7%	21.0%
2023 Home Value \$200,000 to \$299,999	30.3%	27.8%	23.1%
2023 Home Value \$150,000 to \$199,999	18.3%	15.6%	11.9%
2023 Home Value \$100,000 to \$149,999	13.4%	12.4%	8.7%
2023 Home Value \$50,000 to \$99,999	6.9%	6.1%	4.3%
2023 Home Value \$25,000 to \$49,999	1.2%	1.5%	1.5%
2023 Home Value Under \$25,000	7.1%	5.8%	3.6%
2023 Median Home Value	\$206,880	\$242,269	\$294,568
2023 Median Rent	\$652	\$713	\$791

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<b>Labor Force</b>			
2023 Est. Labor Population Age 16 Years or Over	8,647	13,918	49,061
2023 Est. Civilian Employed	67.3%	65.2%	66.2%
2023 Est. Civilian Unemployed	1.5%	1.7%	1.9%
2023 Est. in Armed Forces	-	-	-
2023 Est. not in Labor Force	31.2%	33.1%	31.9%
2023 Labor Force Males	49.3%	51.5%	51.8%
2023 Labor Force Females	50.7%	48.5%	48.2%
<b>Occupation</b>			
2023 Occupation: Population Age 16 Years or Over	5,815	9,072	32,475
2023 Mgmt, Business, & Financial Operations	11.3%	13.6%	17.9%
2023 Professional, Related	21.4%	23.0%	26.5%
2023 Service	13.4%	14.2%	13.7%
2023 Sales, Office	24.3%	23.1%	21.3%
2023 Farming, Fishing, Forestry	0.4%	0.6%	0.5%
2023 Construction, Extraction, Maintenance	14.9%	12.5%	9.4%
2023 Production, Transport, Material Moving	14.2%	13.1%	10.8%
2023 White Collar Workers	57.1%	59.7%	65.6%
2023 Blue Collar Workers	42.9%	40.3%	34.4%
<b>Transportation to Work</b>			
2023 Drive to Work Alone	79.0%	77.6%	69.8%
2023 Drive to Work in Carpool	8.8%	7.8%	6.4%
2023 Travel to Work by Public Transportation	-	-	0.2%
2023 Drive to Work on Motorcycle	-	-	-
2023 Walk or Bicycle to Work	2.3%	1.7%	1.2%
2023 Other Means	-	0.1%	0.3%
2023 Work at Home	9.9%	12.8%	22.2%
<b>Travel Time</b>			
2023 Travel to Work in 14 Minutes or Less	16.4%	15.7%	16.9%
2023 Travel to Work in 15 to 29 Minutes	32.1%	32.0%	30.7%
2023 Travel to Work in 30 to 59 Minutes	46.5%	46.4%	45.8%
2023 Travel to Work in 60 Minutes or More	5.0%	6.0%	6.6%
2023 Average Travel Time to Work	29.3	28.9	28.5
<b>Consumer Expenditure</b>			
2023 Est. Total Household Expenditure	\$288.82 M	\$484.7 M	\$2.05 B
2023 Est. Apparel	\$10.12 M	\$17.14 M	\$73.65 M
2023 Est. Contributions, Gifts	\$16.42 M	\$28.54 M	\$127.55 M
2023 Est. Education, Reading	\$9.03 M	\$16.05 M	\$74.55 M
2023 Est. Entertainment	\$16.31 M	\$27.68 M	\$119.33 M
2023 Est. Food, Beverages, Tobacco	\$44.38 M	\$73.77 M	\$306.34 M
2023 Est. Furnishings, Equipment	\$10.13 M	\$17.15 M	\$73.76 M
2023 Est. Health Care, Insurance	\$26.77 M	\$44.35 M	\$182.98 M
2023 Est. Household Operations, Shelter, Utilities	\$93.6 M	\$156.2 M	\$653.93 M
2023 Est. Miscellaneous Expenses	\$5.46 M	\$9.19 M	\$39.06 M
2023 Est. Personal Care	\$3.88 M	\$6.5 M	\$27.44 M
2023 Est. Transportation	\$52.73 M	\$88.13 M	\$369.47 M

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