



Market Profile

Fox
 5400 Antioch Rd Merriam KS 66203
 Drive Times: 5, 10, 15 drive time minute radii

Latitude: 39.0313
 Longitude: -94.6865

	5 drive time minute	10 drive time minute	15 drive time minute
Population Summary			
2000 Total Population	23,916	187,683	470,358
2010 Total Population	23,216	184,349	465,448
2020 Total Population	24,211	194,096	499,888
2020 Group Quarters	228	1,453	6,875
2025 Total Population	24,738	201,325	523,884
2020-2025 Annual Rate	0.43%	0.73%	0.94%
2020 Total Daytime Population	25,537	207,879	610,659
Workers	14,367	113,030	362,486
Residents	11,170	94,849	248,173
Household Summary			
2000 Households	10,159	79,603	196,764
2000 Average Household Size	2.33	2.34	2.35
2010 Households	9,921	78,863	198,610
2010 Average Household Size	2.32	2.32	2.31
2020 Households	10,410	83,703	215,898
2020 Average Household Size	2.30	2.30	2.28
2025 Households	10,655	87,158	227,839
2025 Average Household Size	2.30	2.29	2.27
2020-2025 Annual Rate	0.47%	0.81%	1.08%
2010 Families	5,801	45,644	112,504
2010 Average Family Size	2.99	3.00	3.04
2020 Families	5,925	46,853	117,778
2020 Average Family Size	3.00	3.00	3.04
2025 Families	6,013	48,165	122,306
2025 Average Family Size	3.00	3.01	3.04
2020-2025 Annual Rate	0.30%	0.55%	0.76%
Housing Unit Summary			
2000 Housing Units	10,594	83,876	213,895
Owner Occupied Housing Units	58.5%	58.6%	54.1%
Renter Occupied Housing Units	37.4%	36.3%	37.9%
Vacant Housing Units	4.1%	5.1%	8.0%
2010 Housing Units	10,720	85,944	222,854
Owner Occupied Housing Units	55.9%	54.7%	50.6%
Renter Occupied Housing Units	36.7%	37.1%	38.5%
Vacant Housing Units	7.5%	8.2%	10.9%
2020 Housing Units	11,169	91,087	241,652
Owner Occupied Housing Units	54.9%	52.8%	47.6%
Renter Occupied Housing Units	38.3%	39.1%	41.8%
Vacant Housing Units	6.8%	8.1%	10.7%
2025 Housing Units	11,429	94,732	254,207
Owner Occupied Housing Units	54.8%	52.0%	46.3%
Renter Occupied Housing Units	38.5%	40.0%	43.3%
Vacant Housing Units	6.8%	8.0%	10.4%
Median Household Income			
2020	\$57,987	\$59,227	\$59,653
2025	\$61,312	\$62,821	\$63,566
Median Home Value			
2020	\$155,330	\$180,920	\$205,027
2025	\$165,822	\$194,484	\$226,261
Per Capita Income			
2020	\$31,151	\$34,153	\$37,602
2025	\$33,412	\$37,242	\$41,258
Median Age			
2010	34.8	34.6	35.3
2020	37.1	36.8	37.1
2025	37.6	37.3	37.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	10,410	83,697	215,889
<\$15,000	9.0%	9.2%	10.9%
\$15,000 - \$24,999	7.2%	7.7%	8.4%
\$25,000 - \$34,999	10.1%	10.2%	9.4%
\$35,000 - \$49,999	15.1%	13.3%	12.5%
\$50,000 - \$74,999	20.6%	20.5%	18.3%
\$75,000 - \$99,999	16.6%	14.1%	12.5%
\$100,000 - \$149,999	13.6%	14.9%	14.4%
\$150,000 - \$199,999	5.1%	5.4%	6.4%
\$200,000+	2.7%	4.7%	7.1%
Average Household Income	\$72,943	\$79,263	\$86,989
2025 Households by Income			
Household Income Base	10,655	87,152	227,830
<\$15,000	8.0%	8.3%	9.8%
\$15,000 - \$24,999	6.7%	7.2%	7.9%
\$25,000 - \$34,999	9.4%	9.4%	8.7%
\$35,000 - \$49,999	14.4%	12.6%	12.0%
\$50,000 - \$74,999	20.7%	20.5%	18.2%
\$75,000 - \$99,999	17.6%	14.7%	13.0%
\$100,000 - \$149,999	15.0%	16.2%	15.4%
\$150,000 - \$199,999	5.6%	6.2%	7.1%
\$200,000+	2.6%	5.0%	7.8%
Average Household Income	\$78,111	\$86,079	\$94,792
2020 Owner Occupied Housing Units by Value			
Total	6,134	48,089	114,972
<\$50,000	4.0%	4.6%	6.7%
\$50,000 - \$99,999	14.4%	10.7%	11.0%
\$100,000 - \$149,999	28.6%	19.1%	13.2%
\$150,000 - \$199,999	28.4%	25.2%	17.7%
\$200,000 - \$249,999	10.6%	15.1%	13.8%
\$250,000 - \$299,999	5.7%	8.8%	11.3%
\$300,000 - \$399,999	5.2%	8.1%	12.6%
\$400,000 - \$499,999	1.1%	3.4%	5.6%
\$500,000 - \$749,999	0.7%	2.6%	4.2%
\$750,000 - \$999,999	0.7%	1.4%	2.1%
\$1,000,000 - \$1,499,999	0.1%	0.6%	0.9%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.3%
\$2,000,000 +	0.3%	0.3%	0.5%
Average Home Value	\$180,796	\$223,506	\$261,567
2025 Owner Occupied Housing Units by Value			
Total	6,259	49,245	117,778
<\$50,000	3.2%	3.8%	5.6%
\$50,000 - \$99,999	12.7%	9.5%	9.8%
\$100,000 - \$149,999	25.4%	16.2%	11.4%
\$150,000 - \$199,999	27.4%	23.1%	16.0%
\$200,000 - \$249,999	11.9%	15.6%	13.6%
\$250,000 - \$299,999	7.2%	10.1%	12.1%
\$300,000 - \$399,999	7.5%	10.3%	14.6%
\$400,000 - \$499,999	1.7%	4.4%	6.8%
\$500,000 - \$749,999	1.1%	3.9%	5.5%
\$750,000 - \$999,999	1.0%	1.8%	2.6%
\$1,000,000 - \$1,499,999	0.3%	0.7%	1.0%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.3%
\$2,000,000 +	0.4%	0.4%	0.6%
Average Home Value	\$202,532	\$249,021	\$285,124

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	23,216	184,349	465,449
0 - 4	7.1%	7.4%	7.1%
5 - 9	6.5%	6.2%	6.3%
10 - 14	5.9%	5.9%	6.1%
15 - 24	12.8%	12.7%	13.2%
25 - 34	18.0%	18.4%	17.0%
35 - 44	13.1%	12.7%	12.5%
45 - 54	13.9%	13.4%	14.1%
55 - 64	11.2%	11.3%	11.8%
65 - 74	5.9%	6.2%	6.1%
75 - 84	3.7%	4.0%	3.9%
85 +	1.8%	1.9%	1.9%
18 +	76.6%	77.0%	76.8%
2020 Population by Age			
Total	24,211	194,094	499,888
0 - 4	6.4%	6.5%	6.3%
5 - 9	6.2%	6.2%	6.1%
10 - 14	6.1%	6.0%	6.1%
15 - 24	12.9%	12.4%	12.5%
25 - 34	15.0%	16.1%	15.9%
35 - 44	14.5%	14.3%	13.6%
45 - 54	11.9%	11.3%	11.6%
55 - 64	12.0%	11.7%	12.3%
65 - 74	8.8%	8.9%	9.1%
75 - 84	4.2%	4.5%	4.4%
85 +	2.0%	2.2%	2.2%
18 +	77.8%	78.0%	78.2%
2025 Population by Age			
Total	24,739	201,325	523,883
0 - 4	6.4%	6.5%	6.3%
5 - 9	6.0%	6.0%	5.9%
10 - 14	5.9%	5.8%	5.8%
15 - 24	13.2%	12.6%	12.5%
25 - 34	15.4%	16.1%	15.8%
35 - 44	13.0%	13.6%	13.5%
45 - 54	12.3%	11.5%	11.5%
55 - 64	10.9%	10.6%	11.1%
65 - 74	9.5%	9.5%	9.8%
75 - 84	5.3%	5.6%	5.5%
85 +	2.0%	2.2%	2.2%
18 +	78.1%	78.3%	78.6%
2010 Population by Sex			
Males	11,333	89,872	228,258
Females	11,883	94,477	237,190
2020 Population by Sex			
Males	11,819	94,846	245,828
Females	12,392	99,250	254,060
2025 Population by Sex			
Males	12,081	98,218	257,279
Females	12,657	103,106	266,605

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	23,215	184,349	465,449
White Alone	80.9%	77.2%	70.2%
Black Alone	6.1%	8.2%	16.0%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	2.7%	2.7%	3.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.4%	7.8%	6.7%
Two or More Races	3.4%	3.4%	3.0%
Hispanic Origin	15.4%	18.0%	14.9%
Diversity Index	51.3	57.5	61.1
2020 Population by Race/Ethnicity			
Total	24,210	194,096	499,887
White Alone	76.9%	74.2%	68.0%
Black Alone	6.6%	8.1%	15.2%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	4.2%	4.2%	5.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.7%	8.9%	7.5%
Two or More Races	4.0%	4.0%	3.6%
Hispanic Origin	18.4%	20.4%	16.6%
Diversity Index	58.2	62.3	64.7
2025 Population by Race/Ethnicity			
Total	24,738	201,325	523,883
White Alone	74.4%	72.4%	66.6%
Black Alone	7.0%	8.1%	14.9%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	5.0%	4.9%	5.9%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	8.6%	9.5%	8.0%
Two or More Races	4.5%	4.4%	4.0%
Hispanic Origin	20.5%	22.0%	17.9%
Diversity Index	62.2	64.9	66.9
2010 Population by Relationship and Household Type			
Total	23,216	184,349	465,448
In Households	99.0%	99.2%	98.5%
In Family Households	77.4%	76.6%	75.6%
Householder	24.9%	24.7%	24.1%
Spouse	17.1%	17.2%	16.9%
Child	29.1%	28.5%	28.8%
Other relative	3.8%	3.7%	3.6%
Nonrelative	2.6%	2.5%	2.2%
In Nonfamily Households	21.6%	22.6%	22.9%
In Group Quarters	1.0%	0.8%	1.5%
Institutionalized Population	0.8%	0.5%	0.9%
Noninstitutionalized Population	0.2%	0.2%	0.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment			
Total	16,564	133,721	345,208
Less than 9th Grade	4.5%	4.7%	4.4%
9th - 12th Grade, No Diploma	7.0%	5.4%	5.4%
High School Graduate	21.2%	16.9%	16.1%
GED/Alternative Credential	3.8%	3.4%	3.1%
Some College, No Degree	22.7%	20.4%	18.9%
Associate Degree	8.6%	8.5%	7.3%
Bachelor's Degree	22.0%	25.6%	26.9%
Graduate/Professional Degree	10.3%	15.2%	17.9%
2020 Population 15+ by Marital Status			
Total	19,699	157,733	407,612
Never Married	37.1%	37.0%	37.7%
Married	45.0%	45.8%	45.6%
Widowed	4.9%	4.8%	4.9%
Divorced	13.0%	12.4%	11.8%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	14,895	113,888	288,627
Population 16+ Employed	88.3%	87.7%	87.6%
Population 16+ Unemployment rate	11.7%	12.3%	12.4%
Population 16-24 Employed	14.4%	13.2%	13.0%
Population 16-24 Unemployment rate	17.0%	20.4%	21.2%
Population 25-54 Employed	62.6%	64.6%	64.1%
Population 25-54 Unemployment rate	10.6%	10.9%	11.1%
Population 55-64 Employed	15.6%	15.0%	15.6%
Population 55-64 Unemployment rate	12.1%	11.4%	11.0%
Population 65+ Employed	7.3%	7.1%	7.3%
Population 65+ Unemployment rate	9.0%	9.7%	9.5%
2020 Employed Population 16+ by Industry			
Total	13,153	99,927	252,755
Agriculture/Mining	0.4%	0.5%	0.4%
Construction	8.8%	7.2%	6.5%
Manufacturing	9.8%	9.3%	8.8%
Wholesale Trade	4.4%	3.4%	3.1%
Retail Trade	10.5%	9.8%	8.8%
Transportation/Utilities	6.4%	5.2%	5.0%
Information	1.4%	1.9%	2.4%
Finance/Insurance/Real Estate	7.3%	8.8%	9.4%
Services	46.3%	50.5%	52.4%
Public Administration	4.5%	3.3%	3.3%
2020 Employed Population 16+ by Occupation			
Total	13,154	99,928	252,754
White Collar	62.2%	65.1%	67.4%
Management/Business/Financial	10.8%	15.1%	16.9%
Professional	24.2%	26.0%	27.8%
Sales	9.0%	9.5%	9.6%
Administrative Support	18.2%	14.5%	13.1%
Services	14.8%	16.2%	15.5%
Blue Collar	23.0%	18.7%	17.1%
Farming/Forestry/Fishing	0.1%	0.2%	0.3%
Construction/Extraction	6.1%	4.8%	4.3%
Installation/Maintenance/Repair	3.3%	2.5%	2.0%
Production	6.2%	5.7%	5.3%
Transportation/Material Moving	7.3%	5.6%	5.3%

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2010 Households by Type			
Total	9,921	78,863	198,610
Households with 1 Person	33.4%	33.5%	35.0%
Households with 2+ People	66.6%	66.5%	65.0%
Family Households	58.5%	57.9%	56.6%
Husband-wife Families	40.2%	40.3%	39.5%
With Related Children	17.4%	17.2%	17.0%
Other Family (No Spouse Present)	18.3%	17.5%	17.1%
Other Family with Male Householder	5.1%	4.9%	4.5%
With Related Children	3.0%	2.8%	2.5%
Other Family with Female Householder	13.2%	12.6%	12.6%
With Related Children	8.8%	8.4%	8.5%
Nonfamily Households	8.1%	8.6%	8.4%
All Households with Children	29.8%	29.0%	28.4%
Multigenerational Households	3.2%	2.9%	3.0%
Unmarried Partner Households	7.7%	7.3%	6.7%
Male-female	6.9%	6.5%	5.8%
Same-sex	0.8%	0.8%	0.9%
2010 Households by Size			
Total	9,919	78,864	198,610
1 Person Household	33.5%	33.5%	35.0%
2 Person Household	32.5%	33.2%	32.3%
3 Person Household	15.2%	14.6%	13.9%
4 Person Household	10.7%	10.4%	10.4%
5 Person Household	5.0%	5.0%	5.0%
6 Person Household	1.9%	2.0%	2.1%
7 + Person Household	1.4%	1.2%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	9,921	78,863	198,610
Owner Occupied	60.4%	59.6%	56.8%
Owned with a Mortgage/Loan	44.9%	43.5%	41.0%
Owned Free and Clear	15.5%	16.1%	15.8%
Renter Occupied	39.6%	40.4%	43.2%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	186	166	149
Percent of Income for Mortgage	11.2%	12.8%	14.4%
Wealth Index	63	81	95
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	10,720	85,944	222,854
Housing Units Inside Urbanized Area	100.0%	99.8%	99.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.7%
2010 Population By Urban/ Rural Status			
Total Population	23,216	184,349	465,448
Population Inside Urbanized Area	100.0%	99.8%	99.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	0.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments

	Old and Newcomers (8F)	In Style (5B)	In Style (5B)
1.			
2.	Traditional Living (12B)	Young and Restless (11B)	Young and Restless (11B)
3.	Front Porches (8E)	Emerald City (8B)	Metro Renters (3B)

2020 Consumer Spending

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Apparel & Services: Total \$	\$18,650,401	\$163,836,569	\$462,863,897
Average Spent	\$1,791.59	\$1,957.36	\$2,143.90
Spending Potential Index	84	91	100
Education: Total \$	\$14,677,890	\$130,732,698	\$375,239,274
Average Spent	\$1,409.98	\$1,561.86	\$1,738.04
Spending Potential Index	79	87	97
Entertainment/Recreation: Total \$	\$27,503,314	\$237,701,583	\$670,654,092
Average Spent	\$2,642.01	\$2,839.82	\$3,106.35
Spending Potential Index	81	87	96
Food at Home: Total \$	\$45,746,027	\$397,976,297	\$1,123,468,351
Average Spent	\$4,394.43	\$4,754.62	\$5,203.70
Spending Potential Index	82	89	97
Food Away from Home: Total \$	\$32,447,238	\$285,077,588	\$806,104,076
Average Spent	\$3,116.93	\$3,405.82	\$3,733.73
Spending Potential Index	83	90	99
Health Care: Total \$	\$49,090,866	\$420,774,521	\$1,182,081,398
Average Spent	\$4,715.74	\$5,026.99	\$5,475.18
Spending Potential Index	82	87	95
HH Furnishings & Equipment: Total \$	\$18,815,042	\$163,471,421	\$459,700,255
Average Spent	\$1,807.40	\$1,952.99	\$2,129.25
Spending Potential Index	83	89	97
Personal Care Products & Services: Total \$	\$8,016,829	\$69,934,870	\$197,154,273
Average Spent	\$770.11	\$835.51	\$913.18
Spending Potential Index	84	91	99
Shelter: Total \$	\$164,684,976	\$1,451,263,135	\$4,109,511,998
Average Spent	\$15,819.88	\$17,338.25	\$19,034.51
Spending Potential Index	82	90	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,903,986	\$171,199,964	\$479,538,497
Average Spent	\$1,912.01	\$2,045.33	\$2,221.13
Spending Potential Index	82	87	95
Travel: Total \$	\$19,843,563	\$173,113,501	\$489,356,993
Average Spent	\$1,906.20	\$2,068.19	\$2,266.61
Spending Potential Index	79	86	94
Vehicle Maintenance & Repairs: Total \$	\$10,422,433	\$89,935,993	\$251,414,974
Average Spent	\$1,001.19	\$1,074.47	\$1,164.51
Spending Potential Index	86	93	100

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Fox
5400 Antioch Rd Merriam KS 66203
Drive Time: 5 drive time minute radius

Latitude: 39.0313
Longitude: -94.6865

