



Market Profile

New Metcalf
 12601 Metcalf Ave Overland Park KS 66213
 Drive Times: 5, 10, 15 drive time minute radii

Latitude: 38.9004
 Longitude: -94.6672

	5 drive time minute	10 drive time minute	15 drive time minute
Population Summary			
2000 Total Population	16,635	115,308	274,516
2010 Total Population	19,323	135,793	313,232
2020 Total Population	22,862	153,315	347,916
2020 Group Quarters	468	931	3,125
2025 Total Population	24,836	162,309	365,903
2020-2025 Annual Rate	1.67%	1.15%	1.01%
2020 Total Daytime Population	39,811	185,432	397,942
Workers	28,827	109,968	228,354
Residents	10,984	75,464	169,588
Household Summary			
2000 Households	6,978	43,702	110,011
2000 Average Household Size	2.33	2.62	2.46
2010 Households	9,088	54,630	128,630
2010 Average Household Size	2.07	2.47	2.41
2020 Households	10,752	61,861	142,781
2020 Average Household Size	2.08	2.46	2.41
2025 Households	11,795	65,602	150,095
2025 Average Household Size	2.07	2.46	2.42
2020-2025 Annual Rate	1.87%	1.18%	1.00%
2010 Families	5,197	36,935	82,696
2010 Average Family Size	2.74	3.05	3.02
2020 Families	5,987	41,188	90,579
2020 Average Family Size	2.78	3.06	3.04
2025 Families	6,533	43,456	94,938
2025 Average Family Size	2.76	3.06	3.05
2020-2025 Annual Rate	1.76%	1.08%	0.94%
Housing Unit Summary			
2000 Housing Units	7,715	46,030	115,145
Owner Occupied Housing Units	57.1%	69.6%	65.1%
Renter Occupied Housing Units	33.3%	25.3%	30.4%
Vacant Housing Units	9.6%	5.1%	4.5%
2010 Housing Units	10,002	58,079	137,701
Owner Occupied Housing Units	46.8%	64.8%	61.3%
Renter Occupied Housing Units	44.1%	29.2%	32.1%
Vacant Housing Units	9.1%	5.9%	6.6%
2020 Housing Units	11,653	65,081	151,853
Owner Occupied Housing Units	43.9%	61.1%	59.0%
Renter Occupied Housing Units	48.4%	33.9%	35.0%
Vacant Housing Units	7.7%	4.9%	6.0%
2025 Housing Units	12,720	68,941	159,482
Owner Occupied Housing Units	41.6%	59.7%	58.2%
Renter Occupied Housing Units	51.1%	35.5%	35.9%
Vacant Housing Units	7.3%	4.8%	5.9%
Median Household Income			
2020	\$87,511	\$102,617	\$85,453
2025	\$91,113	\$107,959	\$90,959
Median Home Value			
2020	\$348,181	\$339,037	\$282,279
2025	\$359,861	\$354,996	\$300,777
Per Capita Income			
2020	\$54,765	\$55,825	\$49,045
2025	\$59,020	\$60,863	\$53,654
Median Age			
2010	41.3	39.6	38.0
2020	41.4	40.4	39.3
2025	42.6	41.4	40.2

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.



Market Profile

New Metcalf
 12601 Metcalf Ave Overland Park KS 66213
 Drive Times: 5, 10, 15 drive time minute radii

Latitude: 38.9004
 Longitude: -94.6672

	5 drive time minute	10 drive time minute	15 drive time minute
2020 Households by Income			
Household Income Base	10,752	61,861	142,779
<\$15,000	5.7%	4.8%	5.4%
\$15,000 - \$24,999	4.1%	3.9%	5.1%
\$25,000 - \$34,999	5.7%	5.4%	6.9%
\$35,000 - \$49,999	10.5%	8.0%	9.9%
\$50,000 - \$74,999	15.2%	14.1%	16.3%
\$75,000 - \$99,999	15.4%	12.5%	13.1%
\$100,000 - \$149,999	16.8%	18.2%	17.6%
\$150,000 - \$199,999	12.8%	13.9%	11.5%
\$200,000+	13.8%	19.3%	14.2%
Average Household Income	\$120,367	\$138,737	\$119,626
2025 Households by Income			
Household Income Base	11,795	65,602	150,093
<\$15,000	5.1%	4.4%	4.9%
\$15,000 - \$24,999	3.7%	3.5%	4.6%
\$25,000 - \$34,999	5.2%	4.9%	6.3%
\$35,000 - \$49,999	9.8%	7.3%	9.2%
\$50,000 - \$74,999	15.0%	13.4%	15.8%
\$75,000 - \$99,999	16.0%	12.4%	13.1%
\$100,000 - \$149,999	17.5%	18.2%	17.8%
\$150,000 - \$199,999	13.5%	14.7%	12.3%
\$200,000+	14.3%	21.2%	15.9%
Average Household Income	\$128,508	\$150,984	\$130,943
2020 Owner Occupied Housing Units by Value			
Total	5,114	39,768	89,595
<\$50,000	0.5%	0.7%	1.1%
\$50,000 - \$99,999	0.2%	0.7%	2.0%
\$100,000 - \$149,999	0.8%	2.1%	7.5%
\$150,000 - \$199,999	4.9%	7.5%	15.5%
\$200,000 - \$249,999	9.0%	12.6%	15.1%
\$250,000 - \$299,999	16.8%	15.8%	13.7%
\$300,000 - \$399,999	37.1%	27.1%	19.6%
\$400,000 - \$499,999	12.7%	15.4%	11.1%
\$500,000 - \$749,999	12.3%	12.1%	9.5%
\$750,000 - \$999,999	3.6%	3.3%	3.0%
\$1,000,000 - \$1,499,999	0.7%	1.7%	1.3%
\$1,500,000 - \$1,999,999	0.3%	0.4%	0.3%
\$2,000,000 +	1.1%	0.6%	0.5%
Average Home Value	\$411,029	\$398,218	\$344,881
2025 Owner Occupied Housing Units by Value			
Total	5,290	41,133	92,829
<\$50,000	0.3%	0.3%	0.7%
\$50,000 - \$99,999	0.1%	0.5%	1.3%
\$100,000 - \$149,999	0.4%	1.5%	5.9%
\$150,000 - \$199,999	3.6%	6.0%	13.6%
\$200,000 - \$249,999	7.4%	11.0%	14.4%
\$250,000 - \$299,999	15.4%	15.2%	14.0%
\$300,000 - \$399,999	38.1%	28.1%	20.9%
\$400,000 - \$499,999	13.9%	16.8%	12.3%
\$500,000 - \$749,999	14.2%	14.0%	11.3%
\$750,000 - \$999,999	4.2%	3.8%	3.6%
\$1,000,000 - \$1,499,999	0.7%	1.7%	1.3%
\$1,500,000 - \$1,999,999	0.3%	0.4%	0.3%
\$2,000,000 +	1.4%	0.7%	0.5%
Average Home Value	\$432,500	\$417,369	\$367,150

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.



Market Profile

New Metcalf
 12601 Metcalf Ave Overland Park KS 66213
 Drive Times: 5, 10, 15 drive time minute radii

Latitude: 38.9004
 Longitude: -94.6672

	5 drive time minute	10 drive time minute	15 drive time minute
2010 Population by Age			
Total	19,324	135,792	313,230
0 - 4	4.9%	5.8%	6.4%
5 - 9	5.2%	7.2%	6.9%
10 - 14	5.9%	7.8%	7.1%
15 - 24	11.7%	11.7%	11.8%
25 - 34	14.8%	11.7%	13.8%
35 - 44	11.9%	13.5%	13.5%
45 - 54	15.2%	16.7%	15.4%
55 - 64	14.0%	13.1%	12.2%
65 - 74	7.1%	6.4%	6.2%
75 - 84	5.7%	4.1%	4.3%
85 +	3.5%	2.0%	2.3%
18 +	80.0%	74.3%	75.3%
2020 Population by Age			
Total	22,864	153,316	347,917
0 - 4	4.7%	5.3%	5.7%
5 - 9	4.6%	6.1%	6.2%
10 - 14	4.9%	6.9%	6.7%
15 - 24	12.2%	11.9%	12.1%
25 - 34	14.3%	12.3%	13.2%
35 - 44	13.6%	13.2%	13.4%
45 - 54	12.1%	13.2%	12.6%
55 - 64	13.5%	14.0%	13.1%
65 - 74	10.7%	10.1%	9.6%
75 - 84	5.7%	4.7%	4.8%
85 +	3.8%	2.3%	2.6%
18 +	82.5%	77.6%	77.6%
2025 Population by Age			
Total	24,836	162,308	365,904
0 - 4	4.8%	5.3%	5.7%
5 - 9	4.5%	5.9%	6.0%
10 - 14	4.4%	6.4%	6.2%
15 - 24	10.7%	10.8%	11.5%
25 - 34	15.4%	13.0%	13.8%
35 - 44	13.6%	13.7%	13.4%
45 - 54	11.4%	12.5%	12.1%
55 - 64	12.2%	12.7%	12.0%
65 - 74	11.6%	11.0%	10.4%
75 - 84	7.4%	6.2%	6.1%
85 +	4.0%	2.4%	2.6%
18 +	83.4%	78.6%	78.4%
2010 Population by Sex			
Males	9,072	65,866	151,252
Females	10,251	69,927	161,980
2020 Population by Sex			
Males	10,880	74,615	168,811
Females	11,982	78,700	179,105
2025 Population by Sex			
Males	11,767	78,899	177,409
Females	13,069	83,410	188,494

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



Market Profile

New Metcalf
 12601 Metcalf Ave Overland Park KS 66213
 Drive Times: 5, 10, 15 drive time minute radii

Latitude: 38.9004
 Longitude: -94.6672

	5 drive time minute	10 drive time minute	15 drive time minute
2010 Population by Race/Ethnicity			
Total	19,323	135,793	313,233
White Alone	83.1%	85.5%	83.4%
Black Alone	4.1%	3.7%	6.5%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	9.1%	7.1%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.3%	1.2%	2.1%
Two or More Races	2.1%	2.1%	2.4%
Hispanic Origin	4.1%	4.3%	6.1%
Diversity Index	35.4	32.3	37.8
2020 Population by Race/Ethnicity			
Total	22,862	153,315	347,915
White Alone	78.1%	82.2%	80.7%
Black Alone	4.8%	4.3%	6.9%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	12.6%	9.2%	6.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.4%	2.4%
Two or More Races	2.7%	2.7%	3.0%
Hispanic Origin	4.8%	4.9%	6.9%
Diversity Index	42.9	37.8	42.4
2025 Population by Race/Ethnicity			
Total	24,837	162,309	365,903
White Alone	75.8%	80.0%	78.8%
Black Alone	5.2%	4.7%	7.3%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	14.0%	10.4%	7.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	1.5%	2.6%
Two or More Races	3.0%	3.0%	3.4%
Hispanic Origin	5.3%	5.4%	7.6%
Diversity Index	46.2	41.3	45.6
2010 Population by Relationship and Household Type			
Total	19,323	135,793	313,232
In Households	97.6%	99.3%	99.0%
In Family Households	74.7%	83.9%	81.2%
Householder	25.9%	27.1%	26.4%
Spouse	21.6%	23.2%	21.4%
Child	24.6%	30.8%	29.8%
Other relative	1.8%	1.8%	2.2%
Nonrelative	0.9%	0.9%	1.3%
In Nonfamily Households	22.8%	15.5%	17.8%
In Group Quarters	2.4%	0.7%	1.0%
Institutionalized Population	2.4%	0.7%	0.8%
Noninstitutionalized Population	0.0%	0.0%	0.2%

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.



Market Profile

New Metcalf
 12601 Metcalf Ave Overland Park KS 66213
 Drive Times: 5, 10, 15 drive time minute radii

Latitude: 38.9004
 Longitude: -94.6672

	5 drive time minute	10 drive time minute	15 drive time minute
2020 Population 25+ by Educational Attainment			
Total	16,848	106,999	241,091
Less than 9th Grade	1.0%	0.7%	1.3%
9th - 12th Grade, No Diploma	1.2%	1.1%	1.9%
High School Graduate	8.6%	8.4%	10.7%
GED/Alternative Credential	1.0%	0.8%	1.4%
Some College, No Degree	15.2%	14.7%	17.3%
Associate Degree	6.3%	6.1%	7.3%
Bachelor's Degree	37.3%	39.2%	35.7%
Graduate/Professional Degree	29.4%	28.9%	24.5%
2020 Population 15+ by Marital Status			
Total	19,627	125,188	283,147
Never Married	29.1%	26.7%	29.3%
Married	53.4%	59.2%	55.4%
Widowed	6.8%	4.8%	5.0%
Divorced	10.7%	9.3%	10.4%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	13,488	87,462	201,378
Population 16+ Employed	88.7%	89.6%	89.1%
Population 16+ Unemployment rate	11.3%	10.4%	10.9%
Population 16-24 Employed	11.2%	11.4%	12.3%
Population 16-24 Unemployment rate	17.6%	17.2%	18.4%
Population 25-54 Employed	61.3%	61.7%	62.3%
Population 25-54 Unemployment rate	10.9%	9.5%	9.9%
Population 55-64 Employed	18.0%	18.5%	17.4%
Population 55-64 Unemployment rate	8.8%	9.8%	9.7%
Population 65+ Employed	9.4%	8.4%	8.0%
Population 65+ Unemployment rate	9.9%	8.9%	9.0%
2020 Employed Population 16+ by Industry			
Total	11,968	78,336	179,397
Agriculture/Mining	0.6%	0.4%	0.4%
Construction	2.4%	3.1%	4.2%
Manufacturing	6.1%	7.7%	7.9%
Wholesale Trade	3.1%	3.4%	3.2%
Retail Trade	9.6%	8.3%	8.9%
Transportation/Utilities	3.1%	3.6%	4.5%
Information	4.6%	3.4%	3.0%
Finance/Insurance/Real Estate	14.7%	13.3%	12.1%
Services	53.6%	53.9%	52.8%
Public Administration	2.2%	2.8%	3.0%
2020 Employed Population 16+ by Occupation			
Total	11,966	78,336	179,397
White Collar	83.9%	83.5%	78.1%
Management/Business/Financial	24.5%	26.3%	23.0%
Professional	35.0%	34.3%	31.9%
Sales	13.2%	11.8%	10.8%
Administrative Support	11.2%	11.0%	12.4%
Services	9.3%	9.0%	11.6%
Blue Collar	6.8%	7.6%	10.3%
Farming/Forestry/Fishing	0.2%	0.1%	0.2%
Construction/Extraction	1.2%	1.5%	2.2%
Installation/Maintenance/Repair	1.0%	1.1%	1.5%
Production	2.2%	2.1%	2.9%
Transportation/Material Moving	2.2%	2.6%	3.5%

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



Market Profile

New Metcalf
 12601 Metcalf Ave Overland Park KS 66213
 Drive Times: 5, 10, 15 drive time minute radii

Latitude: 38.9004
 Longitude: -94.6672

	5 drive time minute	10 drive time minute	15 drive time minute
2010 Households by Type			
Total	9,088	54,630	128,630
Households with 1 Person	36.1%	27.1%	29.3%
Households with 2+ People	63.9%	72.9%	70.7%
Family Households	57.2%	67.6%	64.3%
Husband-wife Families	47.7%	58.0%	52.2%
With Related Children	19.0%	27.5%	24.3%
Other Family (No Spouse Present)	9.5%	9.6%	12.1%
Other Family with Male Householder	2.2%	2.6%	3.3%
With Related Children	1.2%	1.5%	1.9%
Other Family with Female Householder	7.3%	7.0%	8.8%
With Related Children	4.8%	4.6%	5.8%
Nonfamily Households	6.7%	5.3%	6.4%
All Households with Children	25.2%	33.9%	32.2%
Multigenerational Households	1.4%	1.7%	1.9%
Unmarried Partner Households	4.5%	3.9%	5.0%
Male-female	4.0%	3.3%	4.3%
Same-sex	0.5%	0.5%	0.7%
2010 Households by Size			
Total	9,089	54,630	128,629
1 Person Household	36.1%	27.1%	29.3%
2 Person Household	35.1%	34.1%	33.9%
3 Person Household	13.0%	15.0%	14.9%
4 Person Household	10.6%	15.0%	13.5%
5 Person Household	3.8%	6.2%	5.8%
6 Person Household	1.0%	1.9%	1.8%
7 + Person Household	0.4%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	9,088	54,630	128,630
Owner Occupied	51.5%	68.9%	65.6%
Owned with a Mortgage/Loan	37.9%	53.4%	50.7%
Owned Free and Clear	13.5%	15.5%	14.9%
Renter Occupied	48.5%	31.1%	34.4%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	130	157	157
Percent of Income for Mortgage	16.6%	13.8%	13.8%
Wealth Index	139	182	151
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	10,002	58,079	137,701
Housing Units Inside Urbanized Area	100.0%	99.7%	98.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	1.3%
2010 Population By Urban/ Rural Status			
Total Population	19,323	135,793	313,232
Population Inside Urbanized Area	100.0%	99.7%	98.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	1.5%

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.

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



Market Profile

New Metcalf
 12601 Metcalf Ave Overland Park KS 66213
 Drive Times: 5, 10, 15 drive time minute radii

Latitude: 38.9004
 Longitude: -94.6672

5 drive time minute 10 drive time minute 15 drive time minute

Top 3 Tapestry Segments

1.	Golden Years (9B)	Professional Pride (1B)	Professional Pride (1B)
2.	Young and Restless (11B)	In Style (5B)	Young and Restless (11B)
3.	Bright Young Professionals (8C)	Enterprising Professionals	Emerald City (8B)

2020 Consumer Spending

	5 drive time minute	10 drive time minute	15 drive time minute
Apparel & Services: Total \$	\$31,391,822	\$203,387,652	\$410,327,506
Average Spent	\$2,919.63	\$3,287.82	\$2,873.82
Spending Potential Index	136	153	134
Education: Total \$	\$26,536,503	\$179,423,380	\$349,789,410
Average Spent	\$2,468.05	\$2,900.43	\$2,449.83
Spending Potential Index	138	162	137
Entertainment/Recreation: Total \$	\$45,510,612	\$302,659,568	\$605,394,382
Average Spent	\$4,232.76	\$4,892.57	\$4,240.02
Spending Potential Index	130	151	130
Food at Home: Total \$	\$76,060,304	\$487,236,810	\$988,518,168
Average Spent	\$7,074.06	\$7,876.32	\$6,923.32
Spending Potential Index	132	147	130
Food Away from Home: Total \$	\$55,012,125	\$354,484,729	\$715,066,702
Average Spent	\$5,116.46	\$5,730.34	\$5,008.14
Spending Potential Index	136	152	133
Health Care: Total \$	\$79,096,818	\$524,430,768	\$1,057,576,372
Average Spent	\$7,356.47	\$8,477.57	\$7,406.98
Spending Potential Index	128	147	129
HH Furnishings & Equipment: Total \$	\$30,995,057	\$207,811,591	\$416,000,377
Average Spent	\$2,882.72	\$3,359.33	\$2,913.56
Spending Potential Index	132	154	133
Personal Care Products & Services: Total \$	\$13,449,653	\$88,067,111	\$177,122,678
Average Spent	\$1,250.90	\$1,423.63	\$1,240.52
Spending Potential Index	136	155	135
Shelter: Total \$	\$285,993,884	\$1,835,205,875	\$3,682,061,865
Average Spent	\$26,599.13	\$29,666.61	\$25,788.18
Spending Potential Index	137	153	133
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$32,503,319	\$223,374,293	\$444,277,851
Average Spent	\$3,023.00	\$3,610.91	\$3,111.60
Spending Potential Index	129	154	133
Travel: Total \$	\$34,574,859	\$235,322,387	\$461,171,283
Average Spent	\$3,215.67	\$3,804.05	\$3,229.92
Spending Potential Index	133	158	134
Vehicle Maintenance & Repairs: Total \$	\$16,951,413	\$108,538,033	\$221,663,377
Average Spent	\$1,576.58	\$1,754.55	\$1,552.47
Spending Potential Index	136	151	134

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.

New Metcalf
12601 Metcalf Ave Overland Park KS 66213
Drive Time: 5 drive time minute radius

Latitude: 38.9004
Longitude: -94.6672

