



Market Profile

North K-10
 Latitude : 38.954759 - -94.794159
 Rings: 1, 3, 5 mile radii

Latitude: 38.9548
 Longitude: -94.7942

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	97	23,469	117,909
2010 Total Population	1,023	32,760	144,185
2019 Total Population	2,458	38,533	159,916
2019 Group Quarters	0	260	1,013
2024 Total Population	2,853	41,829	168,819
2019-2024 Annual Rate	3.03%	1.66%	1.09%
2019 Total Daytime Population	4,294	57,749	180,318
Workers	3,082	40,195	108,570
Residents	1,212	17,554	71,748
Household Summary			
2000 Households	36	8,652	45,303
2000 Average Household Size	2.69	2.67	2.57
2010 Households	427	12,733	57,302
2010 Average Household Size	2.40	2.55	2.50
2019 Households	1,041	14,965	63,576
2019 Average Household Size	2.36	2.56	2.50
2024 Households	1,207	16,239	67,061
2024 Average Household Size	2.36	2.56	2.50
2019-2024 Annual Rate	3.00%	1.65%	1.07%
2010 Families	308	8,979	38,353
2010 Average Family Size	2.80	3.07	3.06
2019 Families	745	10,387	42,018
2019 Average Family Size	2.78	3.09	3.07
2024 Families	861	11,219	44,172
2024 Average Family Size	2.79	3.09	3.08
2019-2024 Annual Rate	2.94%	1.55%	1.00%
Housing Unit Summary			
2000 Housing Units	34	9,031	47,196
Owner Occupied Housing Units	97.1%	67.3%	63.5%
Renter Occupied Housing Units	5.9%	28.5%	32.4%
Vacant Housing Units	-2.9%	4.2%	4.0%
2010 Housing Units	475	13,710	60,889
Owner Occupied Housing Units	57.1%	63.6%	60.6%
Renter Occupied Housing Units	32.8%	29.3%	33.6%
Vacant Housing Units	10.1%	7.1%	5.9%
2019 Housing Units	1,163	15,925	67,141
Owner Occupied Housing Units	44.4%	59.5%	58.4%
Renter Occupied Housing Units	45.1%	34.4%	36.3%
Vacant Housing Units	10.5%	6.0%	5.3%
2024 Housing Units	1,347	17,270	70,803
Owner Occupied Housing Units	46.3%	59.1%	59.3%
Renter Occupied Housing Units	43.3%	34.9%	35.4%
Vacant Housing Units	10.4%	6.0%	5.3%
Median Household Income			
2019	\$114,028	\$100,065	\$79,368
2024	\$127,399	\$108,846	\$91,354
Median Home Value			
2019	\$376,357	\$284,442	\$238,686
2024	\$399,259	\$307,014	\$263,804
Per Capita Income			
2019	\$56,163	\$47,202	\$40,583
2024	\$63,349	\$53,143	\$46,232
Median Age			
2010	37.7	37.7	35.2
2019	37.6	38.5	36.7
2024	37.2	38.8	37.2

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	1,041	14,960	63,570
<\$15,000	0.0%	3.0%	4.4%
\$15,000 - \$24,999	2.3%	4.0%	5.8%
\$25,000 - \$34,999	4.1%	5.3%	8.0%
\$35,000 - \$49,999	6.1%	9.4%	12.1%
\$50,000 - \$74,999	15.5%	16.1%	16.6%
\$75,000 - \$99,999	11.9%	12.2%	13.7%
\$100,000 - \$149,999	26.1%	24.3%	21.0%
\$150,000 - \$199,999	13.0%	12.6%	9.5%
\$200,000+	21.0%	13.1%	8.8%
Average Household Income	\$146,474	\$121,133	\$102,082
2024 Households by Income			
Household Income Base	1,207	16,234	67,055
<\$15,000	0.0%	2.3%	3.5%
\$15,000 - \$24,999	2.1%	3.2%	4.6%
\$25,000 - \$34,999	3.2%	4.2%	6.6%
\$35,000 - \$49,999	4.9%	8.0%	10.8%
\$50,000 - \$74,999	12.5%	14.3%	15.1%
\$75,000 - \$99,999	10.3%	11.4%	13.3%
\$100,000 - \$149,999	25.9%	25.6%	23.3%
\$150,000 - \$199,999	16.3%	16.2%	12.6%
\$200,000+	24.7%	14.9%	10.3%
Average Household Income	\$165,813	\$136,413	\$116,393
2019 Owner Occupied Housing Units by Value			
Total	516	9,478	39,197
<\$50,000	0.0%	0.7%	1.6%
\$50,000 - \$99,999	0.0%	0.8%	2.2%
\$100,000 - \$149,999	0.2%	2.3%	7.6%
\$150,000 - \$199,999	0.6%	12.4%	20.4%
\$200,000 - \$249,999	3.5%	21.3%	23.6%
\$250,000 - \$299,999	7.6%	18.2%	14.8%
\$300,000 - \$399,999	50.0%	22.9%	16.4%
\$400,000 - \$499,999	29.7%	11.7%	7.8%
\$500,000 - \$749,999	7.9%	8.1%	4.7%
\$750,000 - \$999,999	0.6%	1.2%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$393,072	\$322,756	\$272,050
2024 Owner Occupied Housing Units by Value			
Total	623	10,211	42,004
<\$50,000	0.0%	0.3%	1.0%
\$50,000 - \$99,999	0.0%	0.5%	1.4%
\$100,000 - \$149,999	0.0%	1.6%	5.4%
\$150,000 - \$199,999	0.2%	9.6%	16.3%
\$200,000 - \$249,999	1.9%	18.9%	21.8%
\$250,000 - \$299,999	4.8%	17.6%	14.8%
\$300,000 - \$399,999	43.3%	23.4%	18.7%
\$400,000 - \$499,999	38.0%	15.9%	11.7%
\$500,000 - \$749,999	10.9%	10.7%	7.7%
\$750,000 - \$999,999	0.6%	1.3%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$415,233	\$346,163	\$304,639

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 11, 2020



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2010 Population by Age			
Total	1,022	32,761	144,186
0 - 4	6.8%	7.0%	7.5%
5 - 9	6.8%	7.4%	7.2%
10 - 14	5.4%	7.4%	6.9%
15 - 24	11.6%	11.1%	12.3%
25 - 34	15.0%	13.2%	15.8%
35 - 44	15.6%	14.3%	13.9%
45 - 54	16.6%	16.3%	14.6%
55 - 64	15.0%	13.2%	11.8%
65 - 74	5.4%	4.7%	5.3%
75 - 84	1.6%	3.1%	3.0%
85 +	0.3%	2.4%	1.6%
18 +	76.7%	73.9%	74.2%
2019 Population by Age			
Total	2,457	38,534	159,915
0 - 4	6.2%	6.4%	6.8%
5 - 9	6.8%	6.7%	6.8%
10 - 14	7.4%	7.1%	7.0%
15 - 24	11.0%	12.1%	12.3%
25 - 34	14.7%	12.8%	14.5%
35 - 44	14.3%	13.4%	14.3%
45 - 54	14.6%	13.0%	12.3%
55 - 64	13.6%	13.7%	12.2%
65 - 74	8.3%	8.8%	8.5%
75 - 84	2.6%	3.6%	3.6%
85 +	0.6%	2.4%	1.8%
18 +	75.7%	76.0%	75.7%
2024 Population by Age			
Total	2,854	41,834	168,819
0 - 4	6.7%	6.5%	6.8%
5 - 9	6.9%	6.5%	6.6%
10 - 14	6.6%	6.7%	6.7%
15 - 24	10.1%	11.5%	12.2%
25 - 34	15.3%	13.5%	14.6%
35 - 44	17.8%	14.1%	14.4%
45 - 54	11.7%	11.8%	11.7%
55 - 64	11.6%	12.1%	11.0%
65 - 74	9.0%	10.2%	9.3%
75 - 84	3.6%	4.9%	4.8%
85 +	0.7%	2.3%	1.8%
18 +	76.2%	76.6%	76.1%
2010 Population by Sex			
Males	504	15,861	70,315
Females	519	16,899	73,870
2019 Population by Sex			
Males	1,209	18,729	78,281
Females	1,249	19,804	81,635
2024 Population by Sex			
Males	1,414	20,347	82,519
Females	1,439	21,482	86,300

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	1,024	32,760	144,184
White Alone	89.6%	87.8%	83.2%
Black Alone	2.9%	4.5%	6.2%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	4.7%	3.8%	4.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.9%	1.2%	3.2%
Two or More Races	1.7%	2.4%	2.8%
Hispanic Origin	3.4%	4.5%	8.4%
Diversity Index	24.5	29.3	40.9
2019 Population by Race/Ethnicity			
Total	2,457	38,533	159,915
White Alone	85.8%	84.8%	80.6%
Black Alone	3.1%	5.5%	7.0%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	7.1%	5.0%	5.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.2%	1.4%	3.5%
Two or More Races	2.5%	3.0%	3.4%
Hispanic Origin	4.0%	5.1%	9.1%
Diversity Index	31.5	34.6	45.2
2024 Population by Race/Ethnicity			
Total	2,853	41,829	168,819
White Alone	83.8%	82.8%	78.7%
Black Alone	3.5%	6.1%	7.7%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	8.2%	5.7%	5.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.4%	1.5%	3.7%
Two or More Races	2.9%	3.5%	3.8%
Hispanic Origin	4.6%	5.7%	9.9%
Diversity Index	35.1	38.3	48.4
2010 Population by Relationship and Household Type			
Total	1,023	32,760	144,185
In Households	100.0%	99.2%	99.3%
In Family Households	85.3%	85.2%	83.0%
Householder	29.4%	27.4%	26.6%
Spouse	26.0%	23.6%	21.3%
Child	27.4%	31.1%	30.9%
Other relative	1.5%	1.9%	2.6%
Nonrelative	1.1%	1.1%	1.6%
In Nonfamily Households	14.7%	14.1%	16.3%
In Group Quarters	0.0%	0.8%	0.7%
Institutionalized Population	0.0%	0.8%	0.6%
Noninstitutionalized Population	0.0%	0.0%	0.1%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	1,688	26,106	107,358
Less than 9th Grade	0.4%	1.0%	2.1%
9th - 12th Grade, No Diploma	0.0%	1.8%	2.7%
High School Graduate	6.5%	9.5%	12.7%
GED/Alternative Credential	0.0%	1.2%	1.8%
Some College, No Degree	9.7%	15.8%	18.6%
Associate Degree	8.2%	5.5%	8.5%
Bachelor's Degree	42.7%	39.6%	33.1%
Graduate/Professional Degree	32.6%	25.7%	20.5%
2019 Population 15+ by Marital Status			
Total	1,959	30,753	127,037
Never Married	29.6%	24.9%	28.5%
Married	65.7%	62.2%	56.6%
Widowed	0.8%	4.5%	4.4%
Divorced	3.8%	8.4%	10.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.6%	96.1%	96.3%
Civilian Unemployed (Unemployment Rate)	2.4%	3.9%	3.7%
2019 Employed Population 16+ by Industry			
Total	1,271	21,363	89,785
Agriculture/Mining	0.0%	0.1%	0.4%
Construction	2.7%	4.4%	5.2%
Manufacturing	10.8%	9.0%	8.9%
Wholesale Trade	3.2%	3.5%	3.6%
Retail Trade	12.6%	10.6%	11.6%
Transportation/Utilities	1.8%	3.8%	4.7%
Information	3.0%	2.5%	2.9%
Finance/Insurance/Real Estate	12.4%	11.6%	10.0%
Services	50.2%	51.2%	49.3%
Public Administration	3.2%	3.2%	3.5%
2019 Employed Population 16+ by Occupation			
Total	1,269	21,361	89,784
White Collar	91.1%	80.3%	72.4%
Management/Business/Financial	34.6%	23.8%	19.1%
Professional	35.2%	32.1%	28.3%
Sales	15.4%	13.0%	12.0%
Administrative Support	5.8%	11.5%	13.1%
Services	6.9%	11.9%	14.6%
Blue Collar	1.8%	7.8%	13.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	0.0%	1.3%	2.6%
Installation/Maintenance/Repair	1.3%	1.3%	2.2%
Production	0.6%	2.5%	3.9%
Transportation/Material Moving	0.0%	2.6%	4.1%
2010 Population By Urban/ Rural Status			
Total Population	1,023	32,760	144,185
Population Inside Urbanized Area	94.7%	97.2%	97.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	5.3%	2.8%	2.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	427	12,733	57,301
Households with 1 Person	20.1%	23.6%	26.5%
Households with 2+ People	79.9%	76.4%	73.5%
Family Households	72.1%	70.5%	66.9%
Husband-wife Families	63.7%	60.6%	53.5%
With Related Children	26.2%	29.0%	25.6%
Other Family (No Spouse Present)	8.4%	10.0%	13.4%
Other Family with Male Householder	3.0%	2.8%	3.8%
With Related Children	2.3%	1.8%	2.3%
Other Family with Female Householder	5.4%	7.2%	9.6%
With Related Children	4.0%	5.1%	6.7%
Nonfamily Households	7.7%	5.9%	6.6%
All Households with Children	32.8%	36.1%	34.9%
Multigenerational Households	1.9%	2.0%	2.3%
Unmarried Partner Households	5.4%	5.0%	5.5%
Male-female	4.9%	4.4%	4.8%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	427	12,734	57,303
1 Person Household	20.1%	23.6%	26.5%
2 Person Household	43.8%	35.2%	33.9%
3 Person Household	17.3%	16.7%	16.3%
4 Person Household	12.2%	15.5%	14.2%
5 Person Household	4.4%	6.2%	6.1%
6 Person Household	1.9%	2.0%	2.1%
7 + Person Household	0.2%	0.8%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	427	12,733	57,302
Owner Occupied	63.5%	68.4%	64.3%
Owned with a Mortgage/Loan	54.8%	56.8%	52.3%
Owned Free and Clear	8.7%	11.6%	12.0%
Renter Occupied	36.5%	31.6%	35.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	475	13,710	60,889
Housing Units Inside Urbanized Area	96.8%	97.6%	97.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.2%	2.4%	2.2%

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			
1.	Boomburbs (1C)	Savvy Suburbanites (1D)	Bright Young Professionals
2.	In Style (5B)	Boomburbs (1C)	Young and Restless (11B)
3.	Top Tier (1A)	Young and Restless (11B)	Soccer Moms (4A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$3,751,473	\$44,915,244	\$162,023,668
Average Spent	\$3,603.72	\$3,001.35	\$2,548.50
Spending Potential Index	168	140	119
Education: Total \$	\$2,760,986	\$33,554,530	\$117,716,542
Average Spent	\$2,652.24	\$2,242.20	\$1,851.59
Spending Potential Index	166	141	116
Entertainment/Recreation: Total \$	\$5,615,647	\$66,676,777	\$239,241,334
Average Spent	\$5,394.47	\$4,455.51	\$3,763.08
Spending Potential Index	165	136	115
Food at Home: Total \$	\$8,524,354	\$104,589,562	\$380,548,893
Average Spent	\$8,188.62	\$6,988.95	\$5,985.73
Spending Potential Index	158	135	116
Food Away from Home: Total \$	\$6,453,792	\$77,222,041	\$279,045,973
Average Spent	\$6,199.61	\$5,160.18	\$4,389.17
Spending Potential Index	169	140	119
Health Care: Total \$	\$9,841,053	\$118,233,380	\$426,503,128
Average Spent	\$9,453.46	\$7,900.66	\$6,708.56
Spending Potential Index	159	133	113
HH Furnishings & Equipment: Total \$	\$3,837,140	\$44,922,710	\$160,988,236
Average Spent	\$3,686.01	\$3,001.85	\$2,532.22
Spending Potential Index	173	141	119
Personal Care Products & Services: Total \$	\$1,607,145	\$18,970,595	\$68,049,587
Average Spent	\$1,543.85	\$1,267.66	\$1,070.37
Spending Potential Index	174	143	121
Shelter: Total \$	\$31,192,706	\$380,496,548	\$1,376,554,149
Average Spent	\$29,964.17	\$25,425.76	\$21,652.10
Spending Potential Index	162	137	117
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,318,751	\$50,942,290	\$182,276,114
Average Spent	\$4,148.66	\$3,404.10	\$2,867.06
Spending Potential Index	167	137	116
Travel: Total \$	\$4,075,024	\$47,028,544	\$166,565,278
Average Spent	\$3,914.53	\$3,142.57	\$2,619.94
Spending Potential Index	174	140	117
Vehicle Maintenance & Repairs: Total \$	\$1,957,301	\$23,977,049	\$86,806,041
Average Spent	\$1,880.21	\$1,602.21	\$1,365.39
Spending Potential Index	164	140	119

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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