



Market Profile

Ridgeview Marketplace
 10450 S Ridgeview Rd Olathe KS 66061
 Drive Times: 5, 10, 15 drive time minute radii

Latitude: 38.9389
 Longitude: -94.7982

	5 drive time minute	10 drive time minute	15 drive time minute
Population Summary			
2000 Total Population	2,645	102,772	321,840
2010 Total Population	3,677	124,153	376,867
2020 Total Population	4,153	140,010	419,071
2020 Group Quarters	91	1,009	3,791
2025 Total Population	4,668	148,175	441,895
2020-2025 Annual Rate	2.37%	1.14%	1.07%
2020 Total Daytime Population	9,076	158,823	462,862
Workers	6,808	91,181	259,892
Residents	2,268	67,642	202,970
Household Summary			
2000 Households	795	40,734	124,924
2000 Average Household Size	3.21	2.49	2.54
2010 Households	1,232	50,631	149,971
2010 Average Household Size	2.91	2.43	2.49
2020 Households	1,402	57,092	167,000
2020 Average Household Size	2.90	2.43	2.49
2025 Households	1,579	60,433	176,142
2025 Average Household Size	2.90	2.44	2.49
2020-2025 Annual Rate	2.41%	1.14%	1.07%
2010 Families	913	32,744	99,893
2010 Average Family Size	3.44	3.03	3.06
2020 Families	1,026	36,429	109,453
2020 Average Family Size	3.44	3.04	3.07
2025 Families	1,153	38,436	114,960
2025 Average Family Size	3.45	3.04	3.08
2020-2025 Annual Rate	2.36%	1.08%	0.99%
Housing Unit Summary			
2000 Housing Units	813	42,734	130,376
Owner Occupied Housing Units	82.3%	60.1%	64.8%
Renter Occupied Housing Units	15.5%	35.3%	31.0%
Vacant Housing Units	2.2%	4.7%	4.2%
2010 Housing Units	1,264	54,187	159,934
Owner Occupied Housing Units	76.0%	57.1%	61.6%
Renter Occupied Housing Units	21.4%	36.3%	32.2%
Vacant Housing Units	2.5%	6.6%	6.2%
2020 Housing Units	1,435	60,867	177,126
Owner Occupied Housing Units	76.0%	55.9%	59.7%
Renter Occupied Housing Units	21.8%	37.9%	34.6%
Vacant Housing Units	2.3%	6.2%	5.7%
2025 Housing Units	1,610	64,389	186,683
Owner Occupied Housing Units	70.9%	55.2%	58.9%
Renter Occupied Housing Units	27.2%	38.6%	35.5%
Vacant Housing Units	1.9%	6.1%	5.6%
Median Household Income			
2020	\$108,852	\$80,163	\$82,724
2025	\$117,809	\$85,486	\$88,019
Median Home Value			
2020	\$272,890	\$246,515	\$254,478
2025	\$283,858	\$264,071	\$274,326
Per Capita Income			
2020	\$44,935	\$42,277	\$43,400
2025	\$50,755	\$46,504	\$47,664
Median Age			
2010	37.4	35.0	36.2
2020	38.1	36.5	37.6
2025	38.3	36.9	38.2

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.



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2020 Households by Income			
Household Income Base	1,402	57,088	166,994
<\$15,000	5.8%	5.8%	5.9%
\$15,000 - \$24,999	5.8%	5.5%	5.2%
\$25,000 - \$34,999	4.0%	6.8%	6.9%
\$35,000 - \$49,999	5.9%	10.9%	9.9%
\$50,000 - \$74,999	12.1%	17.3%	16.8%
\$75,000 - \$99,999	9.6%	14.2%	14.3%
\$100,000 - \$149,999	26.0%	19.4%	19.1%
\$150,000 - \$199,999	16.8%	10.6%	11.2%
\$200,000+	14.1%	9.4%	10.8%
Average Household Income	\$125,946	\$104,535	\$109,396
2025 Households by Income			
Household Income Base	1,579	60,429	176,136
<\$15,000	4.8%	5.1%	5.2%
\$15,000 - \$24,999	5.1%	5.0%	4.7%
\$25,000 - \$34,999	3.4%	6.0%	6.3%
\$35,000 - \$49,999	4.9%	10.1%	9.2%
\$50,000 - \$74,999	10.6%	16.8%	16.2%
\$75,000 - \$99,999	8.8%	14.1%	14.2%
\$100,000 - \$149,999	26.5%	20.2%	19.6%
\$150,000 - \$199,999	19.8%	11.9%	12.4%
\$200,000+	16.3%	10.7%	12.2%
Average Household Income	\$141,466	\$114,939	\$120,106
2020 Owner Occupied Housing Units by Value			
Total	1,090	34,006	105,691
<\$50,000	2.0%	1.9%	1.4%
\$50,000 - \$99,999	0.5%	2.4%	2.1%
\$100,000 - \$149,999	1.9%	8.4%	8.4%
\$150,000 - \$199,999	7.4%	18.2%	18.6%
\$200,000 - \$249,999	25.1%	20.4%	18.3%
\$250,000 - \$299,999	28.3%	15.7%	14.8%
\$300,000 - \$399,999	24.2%	17.5%	20.1%
\$400,000 - \$499,999	7.9%	9.1%	8.7%
\$500,000 - \$749,999	0.6%	4.9%	5.2%
\$750,000 - \$999,999	1.8%	1.1%	1.6%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$291,406	\$280,673	\$297,504
2025 Owner Occupied Housing Units by Value			
Total	1,141	35,551	109,891
<\$50,000	1.7%	1.4%	0.9%
\$50,000 - \$99,999	0.4%	1.9%	1.5%
\$100,000 - \$149,999	1.4%	7.0%	6.7%
\$150,000 - \$199,999	5.9%	15.9%	16.1%
\$200,000 - \$249,999	22.8%	19.3%	17.3%
\$250,000 - \$299,999	26.5%	16.2%	15.2%
\$300,000 - \$399,999	27.9%	19.5%	22.2%
\$400,000 - \$499,999	10.1%	10.8%	10.3%
\$500,000 - \$749,999	0.9%	6.2%	6.5%
\$750,000 - \$999,999	2.6%	1.5%	2.1%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$308,151	\$300,558	\$319,358

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	3,677	124,153	376,868
0 - 4	7.5%	7.5%	7.1%
5 - 9	8.5%	7.0%	7.2%
10 - 14	8.0%	6.6%	7.1%
15 - 24	10.2%	12.3%	12.0%
25 - 34	12.2%	16.6%	14.9%
35 - 44	15.0%	13.8%	14.0%
45 - 54	15.6%	14.2%	14.9%
55 - 64	11.5%	11.8%	11.7%
65 - 74	4.8%	5.2%	5.7%
75 - 84	3.8%	3.1%	3.5%
85 +	3.1%	1.7%	1.8%
18 +	71.7%	74.9%	74.4%
2020 Population by Age			
Total	4,153	140,010	419,069
0 - 4	6.9%	6.8%	6.4%
5 - 9	7.2%	6.7%	6.7%
10 - 14	7.8%	6.8%	6.8%
15 - 24	12.4%	12.4%	12.1%
25 - 34	12.1%	14.9%	14.1%
35 - 44	13.1%	14.4%	14.3%
45 - 54	13.1%	11.9%	12.2%
55 - 64	12.7%	11.8%	12.4%
65 - 74	8.5%	8.6%	8.9%
75 - 84	3.5%	3.8%	4.1%
85 +	2.8%	1.8%	2.0%
18 +	73.9%	76.1%	76.4%
2025 Population by Age			
Total	4,670	148,176	441,895
0 - 4	6.7%	6.8%	6.4%
5 - 9	6.9%	6.5%	6.4%
10 - 14	7.2%	6.5%	6.4%
15 - 24	11.7%	12.3%	11.7%
25 - 34	13.1%	15.2%	14.5%
35 - 44	12.5%	14.3%	14.1%
45 - 54	12.6%	11.6%	11.8%
55 - 64	12.1%	10.7%	11.4%
65 - 74	9.9%	9.1%	9.6%
75 - 84	4.7%	5.0%	5.4%
85 +	2.4%	1.9%	2.1%
18 +	74.8%	76.5%	77.0%
2010 Population by Sex			
Males	1,746	60,574	183,425
Females	1,931	63,579	193,442
2020 Population by Sex			
Males	2,000	68,568	204,399
Females	2,153	71,442	214,672
2025 Population by Sex			
Males	2,261	72,501	215,198
Females	2,407	75,674	226,697

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	3,676	124,153	376,868
White Alone	86.0%	82.9%	83.9%
Black Alone	4.2%	6.1%	5.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	4.1%	3.9%	4.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.2%	3.8%	3.1%
Two or More Races	3.1%	2.9%	2.7%
Hispanic Origin	7.8%	9.2%	8.2%
Diversity Index	36.4	42.3	39.8
2020 Population by Race/Ethnicity			
Total	4,153	140,010	419,071
White Alone	83.5%	80.1%	81.0%
Black Alone	4.8%	6.9%	6.0%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	5.2%	5.0%	5.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.3%	4.1%	3.5%
Two or More Races	3.9%	3.6%	3.3%
Hispanic Origin	8.5%	10.0%	9.2%
Diversity Index	40.8	46.8	44.7
2025 Population by Race/Ethnicity			
Total	4,667	148,174	441,893
White Alone	81.7%	78.1%	79.0%
Black Alone	5.2%	7.5%	6.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.1%	5.7%	6.6%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.3%	4.3%	3.7%
Two or More Races	4.4%	4.0%	3.7%
Hispanic Origin	9.2%	10.8%	10.0%
Diversity Index	43.9	50.1	48.1
2010 Population by Relationship and Household Type			
Total	3,677	124,153	376,867
In Households	97.5%	99.2%	99.0%
In Family Households	86.5%	81.5%	82.7%
Householder	26.4%	26.2%	26.4%
Spouse	23.1%	20.9%	21.3%
Child	33.6%	30.0%	30.8%
Other relative	2.3%	2.7%	2.6%
Nonrelative	1.1%	1.7%	1.6%
In Nonfamily Households	11.0%	17.7%	16.3%
In Group Quarters	2.5%	0.8%	1.0%
Institutionalized Population	2.5%	0.7%	0.8%
Noninstitutionalized Population	0.0%	0.1%	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.



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2020 Population 25+ by Educational Attainment			
Total	2,735	94,287	285,182
Less than 9th Grade	1.7%	2.5%	2.1%
9th - 12th Grade, No Diploma	2.4%	2.8%	2.5%
High School Graduate	11.3%	12.4%	12.4%
GED/Alternative Credential	2.1%	2.1%	1.9%
Some College, No Degree	15.2%	18.6%	18.5%
Associate Degree	6.5%	8.4%	8.3%
Bachelor's Degree	39.1%	32.9%	33.6%
Graduate/Professional Degree	21.6%	20.3%	20.8%
2020 Population 15+ by Marital Status			
Total	3,249	111,662	335,782
Never Married	22.7%	29.1%	29.1%
Married	60.0%	55.1%	55.9%
Widowed	6.0%	4.2%	4.4%
Divorced	11.3%	11.5%	10.6%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,173	82,512	245,434
Population 16+ Employed	86.9%	88.3%	88.6%
Population 16+ Unemployment rate	13.1%	11.7%	11.4%
Population 16-24 Employed	10.7%	13.1%	12.5%
Population 16-24 Unemployment rate	23.2%	19.1%	19.1%
Population 25-54 Employed	67.6%	65.4%	64.1%
Population 25-54 Unemployment rate	11.5%	10.2%	10.1%
Population 55-64 Employed	18.9%	15.7%	16.5%
Population 55-64 Unemployment rate	13.1%	11.0%	10.4%
Population 65+ Employed	2.8%	5.8%	6.9%
Population 65+ Unemployment rate	8.6%	11.3%	9.7%
2020 Employed Population 16+ by Industry			
Total	1,888	72,881	217,573
Agriculture/Mining	0.4%	0.3%	0.4%
Construction	5.1%	5.3%	5.1%
Manufacturing	11.3%	9.7%	8.7%
Wholesale Trade	2.4%	3.6%	3.5%
Retail Trade	8.2%	9.3%	9.1%
Transportation/Utilities	2.4%	5.1%	4.9%
Information	2.1%	2.8%	2.8%
Finance/Insurance/Real Estate	11.7%	10.9%	11.0%
Services	51.7%	49.8%	51.0%
Public Administration	4.7%	3.1%	3.4%
2020 Employed Population 16+ by Occupation			
Total	1,885	72,880	217,572
White Collar	76.6%	73.2%	74.2%
Management/Business/Financial	25.4%	20.2%	20.7%
Professional	32.5%	29.2%	29.9%
Sales	8.3%	10.3%	10.5%
Administrative Support	10.4%	13.6%	13.2%
Services	14.0%	13.1%	12.8%
Blue Collar	9.3%	13.7%	13.0%
Farming/Forestry/Fishing	0.1%	0.3%	0.3%
Construction/Extraction	2.6%	3.1%	3.1%
Installation/Maintenance/Repair	0.6%	1.9%	1.9%
Production	3.6%	4.0%	3.6%
Transportation/Material Moving	2.4%	4.4%	4.1%

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2010 Households by Type			
Total	1,232	50,631	149,971
Households with 1 Person	22.2%	28.4%	27.1%
Households with 2+ People	77.8%	71.6%	72.9%
Family Households	74.1%	64.7%	66.6%
Husband-wife Families	65.4%	51.5%	53.8%
With Related Children	34.9%	24.3%	25.8%
Other Family (No Spouse Present)	8.7%	13.1%	12.8%
Other Family with Male Householder	2.4%	3.8%	3.7%
With Related Children	1.6%	2.2%	2.2%
Other Family with Female Householder	6.2%	9.3%	9.2%
With Related Children	4.6%	6.4%	6.2%
Nonfamily Households	3.7%	6.9%	6.3%
All Households with Children	41.3%	33.3%	34.5%
Multigenerational Households	3.3%	2.3%	2.3%
Unmarried Partner Households	3.3%	5.6%	5.3%
Male-female	2.8%	4.9%	4.6%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	1,231	50,630	149,970
1 Person Household	22.3%	28.4%	27.1%
2 Person Household	29.7%	33.7%	33.5%
3 Person Household	18.1%	15.7%	15.9%
4 Person Household	18.4%	13.5%	14.4%
5 Person Household	7.5%	5.7%	6.1%
6 Person Household	2.4%	2.0%	2.1%
7 + Person Household	1.5%	1.0%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	1,232	50,631	149,971
Owner Occupied	78.0%	61.1%	65.7%
Owned with a Mortgage/Loan	68.3%	49.6%	52.5%
Owned Free and Clear	9.7%	11.5%	13.2%
Renter Occupied	22.0%	38.9%	34.3%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	208	168	168
Percent of Income for Mortgage	10.5%	12.8%	12.9%
Wealth Index	156	117	128
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,264	54,187	159,934
Housing Units Inside Urbanized Area	99.8%	97.8%	97.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.9%
Rural Housing Units	0.2%	2.2%	1.7%
2010 Population By Urban/ Rural Status			
Total Population	3,677	124,153	376,867
Population Inside Urbanized Area	99.7%	97.4%	97.1%
Population Inside Urbanized Cluster	0.0%	0.0%	1.0%
Rural Population	0.3%	2.6%	1.9%

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

Rank	Segment	5 drive time minute	10 drive time minute	15 drive time minute
1.	Soccer Moms (4A)	Bright Young Professionals	Bright Young Professionals (8C)	
2.	Bright Young Professionals (8C)	Young and Restless (11B)	Young and Restless (11B)	
3.	In Style (5B)	Soccer Moms (4A)	Soccer Moms (4A)	

2020 Consumer Spending

Category	5 drive time minute	10 drive time minute	15 drive time minute
Apparel & Services: Total \$	\$4,213,997	\$146,470,435	\$441,982,373
Average Spent	\$3,005.70	\$2,565.52	\$2,646.60
Spending Potential Index	140	120	123
Education: Total \$	\$3,423,090	\$118,177,530	\$367,074,185
Average Spent	\$2,441.58	\$2,069.95	\$2,198.05
Spending Potential Index	137	116	123
Entertainment/Recreation: Total \$	\$6,293,853	\$212,031,821	\$649,033,228
Average Spent	\$4,489.20	\$3,713.86	\$3,886.43
Spending Potential Index	138	114	120
Food at Home: Total \$	\$10,061,044	\$350,764,148	\$1,064,046,327
Average Spent	\$7,176.21	\$6,143.84	\$6,371.53
Spending Potential Index	134	115	119
Food Away from Home: Total \$	\$7,339,827	\$255,090,712	\$770,093,847
Average Spent	\$5,235.25	\$4,468.06	\$4,611.34
Spending Potential Index	139	119	122
Health Care: Total \$	\$11,084,914	\$370,806,886	\$1,137,577,978
Average Spent	\$7,906.50	\$6,494.90	\$6,811.84
Spending Potential Index	138	113	119
HH Furnishings & Equipment: Total \$	\$4,408,687	\$147,125,162	\$448,133,713
Average Spent	\$3,144.57	\$2,576.98	\$2,683.44
Spending Potential Index	144	118	123
Personal Care Products & Services: Total \$	\$1,838,813	\$62,777,176	\$190,561,852
Average Spent	\$1,311.56	\$1,099.58	\$1,141.09
Spending Potential Index	143	120	124
Shelter: Total \$	\$36,711,229	\$1,291,038,505	\$3,934,216,966
Average Spent	\$26,184.90	\$22,613.30	\$23,558.19
Spending Potential Index	135	117	122
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,771,270	\$155,721,792	\$477,509,807
Average Spent	\$3,403.19	\$2,727.56	\$2,859.34
Spending Potential Index	145	116	122
Travel: Total \$	\$4,835,451	\$158,332,365	\$490,515,337
Average Spent	\$3,448.97	\$2,773.28	\$2,937.22
Spending Potential Index	143	115	122
Vehicle Maintenance & Repairs: Total \$	\$2,230,921	\$78,540,661	\$238,132,325
Average Spent	\$1,591.24	\$1,375.69	\$1,425.94
Spending Potential Index	137	119	123

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.

Site Map

Ridgeview Marketplace
10450 S Ridgeview Rd Olathe KS 66061
Drive Time: 5 drive time minute radius

Latitude: 38.9389
Longitude: -94.7982

