



Market Profile

Shannon Valley
 11104 Antioch Rd Overland Park KS 66210
 Drive Times: 5, 10, 15 drive time minute radii

Latitude: 38.9272
 Longitude: -94.6864

	5 drive time minute	10 drive time minute	15 drive time minute
Population Summary			
2000 Total Population	28,263	166,150	425,817
2010 Total Population	27,532	176,383	471,152
2020 Total Population	29,201	195,307	517,838
2020 Group Quarters	54	1,763	4,991
2025 Total Population	30,429	205,997	543,083
2020-2025 Annual Rate	0.83%	1.07%	0.96%
2020 Total Daytime Population	43,241	250,989	562,805
Workers	30,359	157,386	309,596
Residents	12,882	93,603	253,209
Household Summary			
2000 Households	12,387	68,510	171,876
2000 Average Household Size	2.28	2.39	2.44
2010 Households	12,744	76,649	193,874
2010 Average Household Size	2.16	2.28	2.40
2020 Households	13,637	85,491	213,051
2020 Average Household Size	2.14	2.26	2.41
2025 Households	14,208	90,394	223,293
2025 Average Household Size	2.14	2.26	2.41
2020-2025 Annual Rate	0.82%	1.12%	0.94%
2010 Families	7,320	46,468	123,044
2010 Average Family Size	2.81	2.92	3.02
2020 Families	7,617	50,734	133,368
2020 Average Family Size	2.81	2.92	3.03
2025 Families	7,879	53,351	139,364
2025 Average Family Size	2.82	2.92	3.04
2020-2025 Annual Rate	0.68%	1.01%	0.88%
Housing Unit Summary			
2000 Housing Units	13,112	72,142	179,638
Owner Occupied Housing Units	53.7%	61.0%	64.0%
Renter Occupied Housing Units	40.8%	34.0%	31.7%
Vacant Housing Units	5.5%	5.0%	4.3%
2010 Housing Units	13,756	82,259	208,486
Owner Occupied Housing Units	50.3%	56.2%	60.3%
Renter Occupied Housing Units	42.4%	37.0%	32.7%
Vacant Housing Units	7.4%	6.8%	7.0%
2020 Housing Units	14,602	91,070	228,006
Owner Occupied Housing Units	49.3%	53.1%	58.3%
Renter Occupied Housing Units	44.1%	40.7%	35.1%
Vacant Housing Units	6.6%	6.1%	6.6%
2025 Housing Units	15,206	96,142	238,747
Owner Occupied Housing Units	48.7%	51.9%	57.6%
Renter Occupied Housing Units	44.7%	42.1%	35.9%
Vacant Housing Units	6.6%	6.0%	6.5%
Median Household Income			
2020	\$75,341	\$79,321	\$78,532
2025	\$79,379	\$83,383	\$83,081
Median Home Value			
2020	\$268,354	\$268,715	\$253,034
2025	\$278,585	\$284,847	\$275,310
Per Capita Income			
2020	\$46,334	\$47,933	\$44,714
2025	\$49,824	\$52,074	\$48,945
Median Age			
2010	37.2	39.0	37.1
2020	38.6	39.9	38.6
2025	39.7	40.9	39.4

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	13,637	85,489	213,047
<\$15,000	7.6%	6.0%	6.4%
\$15,000 - \$24,999	5.0%	5.2%	5.8%
\$25,000 - \$34,999	6.7%	7.4%	7.8%
\$35,000 - \$49,999	11.4%	10.5%	10.6%
\$50,000 - \$74,999	19.1%	17.7%	17.0%
\$75,000 - \$99,999	13.7%	13.9%	13.8%
\$100,000 - \$149,999	17.6%	17.1%	17.1%
\$150,000 - \$199,999	9.5%	10.5%	10.1%
\$200,000+	9.5%	11.6%	11.5%
Average Household Income	\$101,766	\$110,652	\$108,689
2025 Households by Income			
Household Income Base	14,208	90,392	223,289
<\$15,000	6.7%	5.4%	5.7%
\$15,000 - \$24,999	4.7%	4.8%	5.3%
\$25,000 - \$34,999	6.0%	6.8%	7.1%
\$35,000 - \$49,999	10.5%	9.9%	9.9%
\$50,000 - \$74,999	18.9%	17.4%	16.5%
\$75,000 - \$99,999	14.2%	14.1%	13.9%
\$100,000 - \$149,999	18.8%	17.6%	17.7%
\$150,000 - \$199,999	10.5%	11.3%	11.0%
\$200,000+	9.7%	12.6%	12.8%
Average Household Income	\$109,356	\$119,971	\$119,049
2020 Owner Occupied Housing Units by Value			
Total	7,199	48,379	133,019
<\$50,000	0.9%	1.1%	1.9%
\$50,000 - \$99,999	1.3%	1.9%	4.4%
\$100,000 - \$149,999	5.1%	7.3%	10.7%
\$150,000 - \$199,999	13.0%	17.1%	17.3%
\$200,000 - \$249,999	19.4%	16.9%	15.0%
\$250,000 - \$299,999	28.3%	15.3%	12.6%
\$300,000 - \$399,999	24.8%	21.8%	17.3%
\$400,000 - \$499,999	4.9%	8.9%	9.5%
\$500,000 - \$749,999	1.6%	6.2%	7.4%
\$750,000 - \$999,999	0.1%	1.7%	2.5%
\$1,000,000 - \$1,499,999	0.1%	1.0%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.5%	0.5%	0.3%
Average Home Value	\$284,926	\$320,031	\$309,763
2025 Owner Occupied Housing Units by Value			
Total	7,412	49,872	137,589
<\$50,000	0.5%	0.7%	1.3%
\$50,000 - \$99,999	0.8%	1.3%	3.4%
\$100,000 - \$149,999	4.0%	5.8%	8.7%
\$150,000 - \$199,999	11.1%	15.0%	15.5%
\$200,000 - \$249,999	17.5%	16.3%	14.4%
\$250,000 - \$299,999	28.2%	15.6%	13.2%
\$300,000 - \$399,999	28.3%	23.6%	18.8%
\$400,000 - \$499,999	6.2%	10.1%	11.0%
\$500,000 - \$749,999	2.3%	7.4%	9.0%
\$750,000 - \$999,999	0.2%	2.1%	3.1%
\$1,000,000 - \$1,499,999	0.1%	1.1%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.8%	0.7%	0.4%
Average Home Value	\$304,830	\$340,283	\$333,512

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	27,534	176,383	471,154
0 - 4	5.8%	5.9%	6.8%
5 - 9	5.6%	6.0%	6.8%
10 - 14	5.5%	6.3%	6.8%
15 - 24	13.6%	12.0%	12.1%
25 - 34	16.8%	14.8%	14.8%
35 - 44	12.1%	12.4%	13.3%
45 - 54	14.3%	15.1%	15.1%
55 - 64	14.1%	12.9%	12.1%
65 - 74	6.8%	6.8%	6.1%
75 - 84	3.8%	5.0%	4.1%
85 +	1.7%	2.7%	2.1%
18 +	79.5%	77.7%	75.5%
2020 Population by Age			
Total	29,199	195,306	517,838
0 - 4	5.3%	5.3%	6.0%
5 - 9	5.2%	5.4%	6.3%
10 - 14	5.3%	5.8%	6.6%
15 - 24	11.9%	12.1%	12.1%
25 - 34	16.0%	14.1%	13.8%
35 - 44	14.8%	13.3%	13.6%
45 - 54	11.1%	12.0%	12.3%
55 - 64	12.3%	13.3%	12.9%
65 - 74	11.2%	10.2%	9.4%
75 - 84	4.9%	5.4%	4.6%
85 +	1.9%	3.0%	2.4%
18 +	81.2%	79.9%	77.4%
2025 Population by Age			
Total	30,430	205,997	543,082
0 - 4	5.4%	5.4%	6.0%
5 - 9	5.1%	5.3%	6.1%
10 - 14	5.0%	5.4%	6.2%
15 - 24	11.8%	11.5%	11.8%
25 - 34	15.8%	14.7%	14.1%
35 - 44	15.6%	13.3%	13.5%
45 - 54	11.2%	11.7%	12.0%
55 - 64	10.6%	11.9%	11.8%
65 - 74	11.1%	11.0%	10.3%
75 - 84	6.5%	6.8%	5.9%
85 +	2.1%	3.1%	2.4%
18 +	81.7%	80.6%	78.0%
2010 Population by Sex			
Males	13,408	84,425	227,538
Females	14,124	91,958	243,614
2020 Population by Sex			
Males	14,349	94,080	251,029
Females	14,851	101,227	266,809
2025 Population by Sex			
Males	14,921	99,041	263,198
Females	15,508	106,957	279,885

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	27,533	176,382	471,153
White Alone	81.7%	83.4%	80.7%
Black Alone	5.4%	5.9%	9.1%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	7.2%	5.4%	4.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.8%	2.4%	2.8%
Two or More Races	2.6%	2.5%	2.6%
Hispanic Origin	7.0%	6.5%	7.5%
Diversity Index	41.3	38.3	43.0
2020 Population by Race/Ethnicity			
Total	29,201	195,306	517,840
White Alone	78.1%	80.3%	78.2%
Black Alone	6.3%	6.6%	9.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	8.9%	7.0%	5.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.3%	2.7%	3.2%
Two or More Races	3.2%	3.1%	3.3%
Hispanic Origin	8.1%	7.4%	8.5%
Diversity Index	47.1	43.5	47.3
2025 Population by Race/Ethnicity			
Total	30,429	205,998	543,083
White Alone	75.6%	78.2%	76.5%
Black Alone	6.9%	7.1%	9.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	10.0%	7.9%	6.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.6%	2.9%	3.5%
Two or More Races	3.7%	3.5%	3.7%
Hispanic Origin	8.9%	8.1%	9.3%
Diversity Index	50.9	47.0	50.2
2010 Population by Relationship and Household Type			
Total	27,532	176,383	471,152
In Households	99.8%	99.0%	98.9%
In Family Households	76.2%	78.4%	80.5%
Householder	26.0%	26.1%	26.1%
Spouse	20.8%	21.1%	20.4%
Child	25.7%	27.4%	29.8%
Other relative	2.3%	2.3%	2.6%
Nonrelative	1.5%	1.4%	1.6%
In Nonfamily Households	23.6%	20.6%	18.4%
In Group Quarters	0.2%	1.0%	1.1%
Institutionalized Population	0.2%	0.9%	0.8%
Noninstitutionalized Population	0.0%	0.1%	0.3%

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	21,126	139,265	357,029
Less than 9th Grade	1.2%	1.3%	1.9%
9th - 12th Grade, No Diploma	1.9%	2.0%	2.5%
High School Graduate	9.8%	11.1%	12.7%
GED/Alternative Credential	1.3%	1.5%	1.9%
Some College, No Degree	19.1%	17.6%	18.6%
Associate Degree	7.6%	7.3%	7.7%
Bachelor's Degree	35.7%	35.5%	33.1%
Graduate/Professional Degree	23.5%	23.7%	21.6%
2020 Population 15+ by Marital Status			
Total	24,596	162,845	419,927
Never Married	31.1%	29.5%	31.0%
Married	51.1%	53.7%	53.4%
Widowed	5.0%	5.5%	4.8%
Divorced	12.8%	11.3%	10.8%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	18,425	115,138	300,050
Population 16+ Employed	89.2%	88.9%	88.8%
Population 16+ Unemployment rate	10.8%	11.1%	11.2%
Population 16-24 Employed	12.7%	12.6%	12.4%
Population 16-24 Unemployment rate	16.4%	18.5%	18.5%
Population 25-54 Employed	62.3%	61.6%	63.0%
Population 25-54 Unemployment rate	9.8%	10.0%	10.2%
Population 55-64 Employed	15.6%	17.4%	17.0%
Population 55-64 Unemployment rate	10.4%	10.2%	10.1%
Population 65+ Employed	9.4%	8.4%	7.6%
Population 65+ Unemployment rate	10.5%	9.1%	9.4%
2020 Employed Population 16+ by Industry			
Total	16,429	102,345	266,372
Agriculture/Mining	0.4%	0.4%	0.4%
Construction	2.9%	3.9%	5.0%
Manufacturing	8.3%	7.5%	8.3%
Wholesale Trade	3.3%	3.0%	3.4%
Retail Trade	8.6%	9.0%	9.1%
Transportation/Utilities	3.2%	4.3%	4.7%
Information	2.9%	3.2%	2.7%
Finance/Insurance/Real Estate	11.7%	12.4%	11.3%
Services	56.1%	53.4%	51.8%
Public Administration	2.7%	3.1%	3.3%
2020 Employed Population 16+ by Occupation			
Total	16,428	102,347	266,371
White Collar	78.9%	78.0%	74.7%
Management/Business/Financial	21.0%	22.1%	20.9%
Professional	33.1%	32.5%	30.2%
Sales	11.0%	10.7%	10.5%
Administrative Support	13.7%	12.8%	13.2%
Services	11.0%	11.8%	12.8%
Blue Collar	10.1%	10.1%	12.5%
Farming/Forestry/Fishing	0.3%	0.2%	0.2%
Construction/Extraction	2.2%	2.2%	2.9%
Installation/Maintenance/Repair	1.3%	1.6%	1.7%
Production	2.6%	3.0%	3.6%
Transportation/Material Moving	3.7%	3.1%	4.1%

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2010 Households by Type			
Total	12,744	76,649	193,874
Households with 1 Person	34.5%	32.4%	29.8%
Households with 2+ People	65.5%	67.6%	70.2%
Family Households	57.4%	60.6%	63.5%
Husband-wife Families	45.9%	48.9%	49.7%
With Related Children	18.3%	20.8%	22.7%
Other Family (No Spouse Present)	11.5%	11.8%	13.8%
Other Family with Male Householder	3.2%	3.2%	3.7%
With Related Children	1.7%	1.8%	2.1%
Other Family with Female Householder	8.3%	8.6%	10.1%
With Related Children	5.5%	5.4%	6.7%
Nonfamily Households	8.1%	6.9%	6.7%
All Households with Children	25.8%	28.3%	31.9%
Multigenerational Households	1.6%	1.8%	2.2%
Unmarried Partner Households	5.5%	5.1%	5.5%
Male-female	4.9%	4.4%	4.8%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	12,745	76,648	193,875
1 Person Household	34.5%	32.4%	29.8%
2 Person Household	35.3%	34.7%	33.8%
3 Person Household	13.8%	14.1%	15.1%
4 Person Household	10.9%	11.8%	12.9%
5 Person Household	3.8%	4.8%	5.6%
6 Person Household	1.3%	1.6%	1.9%
7 + Person Household	0.5%	0.7%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	12,744	76,649	193,874
Owner Occupied	54.3%	60.3%	64.8%
Owned with a Mortgage/Loan	40.9%	45.2%	50.1%
Owned Free and Clear	13.4%	15.2%	14.7%
Renter Occupied	45.7%	39.7%	35.2%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	146	154	160
Percent of Income for Mortgage	14.9%	14.2%	13.5%
Wealth Index	114	134	132
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	13,756	82,259	208,486
Housing Units Inside Urbanized Area	100.0%	100.0%	99.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	1.0%
2010 Population By Urban/ Rural Status			
Total Population	27,532	176,383	471,152
Population Inside Urbanized Area	100.0%	100.0%	98.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	1.1%

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.



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Top 3 Tapestry Segments

1.	In Style (5B)	Young and Restless (11B)	Young and Restless (11B)
2.	Bright Young Professionals (8C)	Professional Pride (1B)	Professional Pride (1B)
3.	Young and Restless (11B)	In Style (5B)	In Style (5B)

2020 Consumer Spending

	5 drive time minute	10 drive time minute	15 drive time minute
Apparel & Services: Total \$	\$34,179,107	\$228,562,941	\$559,627,738
Average Spent	\$2,506.35	\$2,673.53	\$2,626.73
Spending Potential Index	117	125	122
Education: Total \$	\$27,433,751	\$193,445,014	\$468,071,361
Average Spent	\$2,011.71	\$2,262.75	\$2,196.99
Spending Potential Index	112	127	123
Entertainment/Recreation: Total \$	\$49,455,225	\$335,251,435	\$823,837,142
Average Spent	\$3,626.55	\$3,921.48	\$3,866.85
Spending Potential Index	112	121	119
Food at Home: Total \$	\$82,336,389	\$552,427,757	\$1,351,837,364
Average Spent	\$6,037.72	\$6,461.82	\$6,345.14
Spending Potential Index	113	121	119
Food Away from Home: Total \$	\$59,581,759	\$398,743,960	\$974,564,101
Average Spent	\$4,369.13	\$4,664.16	\$4,574.32
Spending Potential Index	116	124	121
Health Care: Total \$	\$86,493,629	\$586,383,314	\$1,446,298,028
Average Spent	\$6,342.57	\$6,859.01	\$6,788.51
Spending Potential Index	110	119	118
HH Furnishings & Equipment: Total \$	\$34,110,579	\$229,722,888	\$566,713,957
Average Spent	\$2,501.33	\$2,687.10	\$2,659.99
Spending Potential Index	114	123	122
Personal Care Products & Services: Total \$	\$14,600,558	\$98,340,223	\$241,250,076
Average Spent	\$1,070.66	\$1,150.30	\$1,132.36
Spending Potential Index	117	125	123
Shelter: Total \$	\$302,886,461	\$2,056,827,320	\$4,998,659,207
Average Spent	\$22,210.64	\$24,058.99	\$23,462.27
Spending Potential Index	115	124	121
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$36,407,351	\$244,037,343	\$603,344,831
Average Spent	\$2,669.75	\$2,854.54	\$2,831.93
Spending Potential Index	114	122	121
Travel: Total \$	\$36,620,483	\$253,555,031	\$620,603,754
Average Spent	\$2,685.38	\$2,965.87	\$2,912.94
Spending Potential Index	111	123	121
Vehicle Maintenance & Repairs: Total \$	\$18,765,458	\$124,294,392	\$303,758,302
Average Spent	\$1,376.07	\$1,453.89	\$1,425.75
Spending Potential Index	119	125	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

Shannon Valley
11104 Antioch Rd Overland Park KS 66210
Drive Time: 5 drive time minute radius

Latitude: 38.9272
Longitude: -94.6864

