



# Market Profile

St. Andrews  
 11212 W 135th St Overland Park KS 66221  
 Drive Times: 5, 10, 15 drive time minute radii

Latitude: 38.8854  
 Longitude: -94.7171

	5 drive time minute	10 drive time minute	15 drive time minute
<b>Population Summary</b>			
2000 Total Population	22,734	120,089	264,997
2010 Total Population	31,387	151,891	316,891
2020 Total Population	37,937	170,741	355,064
2020 Group Quarters	12	1,298	3,036
2025 Total Population	40,272	180,315	374,666
2020-2025 Annual Rate	1.20%	1.10%	1.08%
2020 Total Daytime Population	32,918	173,842	404,898
Workers	14,622	91,717	230,319
Residents	18,296	82,125	174,579
<b>Household Summary</b>			
2000 Households	7,432	43,453	100,261
2000 Average Household Size	3.05	2.74	2.61
2010 Households	11,206	58,379	123,839
2010 Average Household Size	2.80	2.58	2.53
2020 Households	13,472	65,625	138,679
2020 Average Household Size	2.82	2.58	2.54
2025 Households	14,259	69,408	146,348
2025 Average Household Size	2.82	2.58	2.54
2020-2025 Annual Rate	1.14%	1.13%	1.08%
2010 Families	8,590	40,309	83,866
2010 Average Family Size	3.25	3.15	3.10
2020 Families	10,310	44,665	92,543
2020 Average Family Size	3.26	3.17	3.13
2025 Families	10,901	46,993	97,285
2025 Average Family Size	3.28	3.17	3.13
2020-2025 Annual Rate	1.12%	1.02%	1.00%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,804	45,578	104,625
Owner Occupied Housing Units	77.7%	69.2%	66.4%
Renter Occupied Housing Units	17.5%	26.1%	29.5%
Vacant Housing Units	4.8%	4.7%	4.2%
2010 Housing Units	11,652	61,515	131,592
Owner Occupied Housing Units	71.6%	63.0%	62.8%
Renter Occupied Housing Units	24.6%	31.9%	31.3%
Vacant Housing Units	3.8%	5.1%	5.9%
2020 Housing Units	13,838	68,603	146,183
Owner Occupied Housing Units	64.3%	60.3%	60.8%
Renter Occupied Housing Units	33.1%	35.3%	34.1%
Vacant Housing Units	2.6%	4.3%	5.1%
2025 Housing Units	14,643	72,510	154,196
Owner Occupied Housing Units	63.3%	59.2%	60.0%
Renter Occupied Housing Units	34.1%	36.5%	34.9%
Vacant Housing Units	2.6%	4.3%	5.1%
<b>Median Household Income</b>			
2020	\$129,100	\$99,145	\$88,415
2025	\$142,125	\$104,894	\$94,664
<b>Median Home Value</b>			
2020	\$366,592	\$298,451	\$274,271
2025	\$373,999	\$314,976	\$291,941
<b>Per Capita Income</b>			
2020	\$56,679	\$49,459	\$46,561
2025	\$62,555	\$54,539	\$51,116
<b>Median Age</b>			
2010	36.9	35.6	36.1
2020	37.8	37.2	37.6
2025	39.1	38.2	38.3

**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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<b>2020 Households by Income</b>			
Household Income Base	13,472	65,625	138,676
<\$15,000	4.0%	4.9%	5.2%
\$15,000 - \$24,999	3.1%	4.1%	4.8%
\$25,000 - \$34,999	2.9%	4.8%	6.3%
\$35,000 - \$49,999	5.5%	8.7%	9.5%
\$50,000 - \$74,999	10.7%	14.2%	15.9%
\$75,000 - \$99,999	10.3%	13.7%	13.7%
\$100,000 - \$149,999	20.1%	19.7%	18.9%
\$150,000 - \$199,999	19.0%	14.0%	11.9%
\$200,000+	24.4%	15.9%	13.7%
Average Household Income	\$159,875	\$128,851	\$119,324
<b>2025 Households by Income</b>			
Household Income Base	14,259	69,408	146,345
<\$15,000	3.9%	4.4%	4.7%
\$15,000 - \$24,999	2.9%	3.8%	4.4%
\$25,000 - \$34,999	2.5%	4.2%	5.7%
\$35,000 - \$49,999	4.9%	7.9%	8.8%
\$50,000 - \$74,999	9.8%	13.4%	15.3%
\$75,000 - \$99,999	9.7%	13.5%	13.5%
\$100,000 - \$149,999	18.5%	19.6%	19.2%
\$150,000 - \$199,999	19.6%	15.1%	13.0%
\$200,000+	28.3%	18.1%	15.5%
Average Household Income	\$177,010	\$141,902	\$130,989
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	8,892	41,387	88,893
<\$50,000	0.4%	0.8%	1.3%
\$50,000 - \$99,999	0.2%	1.1%	1.8%
\$100,000 - \$149,999	0.3%	3.8%	6.5%
\$150,000 - \$199,999	1.1%	11.1%	16.6%
\$200,000 - \$249,999	4.4%	16.2%	16.9%
\$250,000 - \$299,999	13.6%	17.6%	14.3%
\$300,000 - \$399,999	45.0%	25.8%	19.8%
\$400,000 - \$499,999	22.3%	11.6%	10.6%
\$500,000 - \$749,999	9.3%	8.3%	8.0%
\$750,000 - \$999,999	2.7%	2.5%	2.5%
\$1,000,000 - \$1,499,999	0.3%	0.7%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	0.4%	0.3%	0.4%
Average Home Value	\$401,729	\$346,300	\$331,449
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	9,271	42,938	92,454
<\$50,000	0.2%	0.5%	0.9%
\$50,000 - \$99,999	0.1%	0.8%	1.3%
\$100,000 - \$149,999	0.2%	3.1%	5.3%
\$150,000 - \$199,999	0.6%	9.2%	14.4%
\$200,000 - \$249,999	3.3%	14.8%	16.0%
\$250,000 - \$299,999	12.1%	17.5%	14.5%
\$300,000 - \$399,999	45.3%	27.3%	21.3%
\$400,000 - \$499,999	23.9%	12.8%	12.0%
\$500,000 - \$749,999	10.6%	9.6%	9.5%
\$750,000 - \$999,999	3.1%	3.0%	3.0%
\$1,000,000 - \$1,499,999	0.2%	0.7%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	0.4%	0.3%	0.4%
Average Home Value	\$413,619	\$363,577	\$351,784

**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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<b>2010 Population by Age</b>			
Total	31,387	151,890	316,889
0 - 4	6.4%	6.8%	7.0%
5 - 9	8.6%	7.9%	7.6%
10 - 14	9.7%	8.2%	7.6%
15 - 24	12.8%	12.5%	12.1%
25 - 34	9.9%	13.7%	14.2%
35 - 44	15.4%	15.0%	14.3%
45 - 54	19.0%	16.2%	15.1%
55 - 64	11.3%	11.0%	11.4%
65 - 74	4.4%	4.8%	5.5%
75 - 84	2.0%	2.7%	3.5%
85 +	0.7%	1.1%	1.8%
18 +	69.4%	72.3%	73.4%
<b>2020 Population by Age</b>			
Total	37,938	170,741	355,064
0 - 4	5.8%	6.1%	6.3%
5 - 9	7.1%	6.8%	6.8%
10 - 14	8.2%	7.3%	7.1%
15 - 24	12.8%	12.9%	12.4%
25 - 34	12.4%	13.6%	13.6%
35 - 44	13.4%	14.4%	14.1%
45 - 54	14.9%	13.4%	12.6%
55 - 64	14.7%	12.8%	12.4%
65 - 74	7.4%	8.1%	8.7%
75 - 84	2.5%	3.3%	4.0%
85 +	0.8%	1.4%	2.0%
18 +	74.1%	75.6%	75.8%
<b>2025 Population by Age</b>			
Total	40,271	180,314	374,666
0 - 4	5.8%	6.1%	6.3%
5 - 9	6.7%	6.5%	6.5%
10 - 14	7.4%	6.8%	6.7%
15 - 24	11.2%	11.9%	11.8%
25 - 34	12.7%	14.1%	14.0%
35 - 44	14.4%	14.6%	14.1%
45 - 54	13.5%	12.7%	12.2%
55 - 64	14.4%	12.0%	11.5%
65 - 74	9.2%	9.2%	9.4%
75 - 84	3.7%	4.6%	5.3%
85 +	0.9%	1.5%	2.1%
18 +	75.7%	76.7%	76.6%
<b>2010 Population by Sex</b>			
Males	15,452	74,421	154,393
Females	15,935	77,470	162,498
<b>2020 Population by Sex</b>			
Males	18,649	83,763	173,538
Females	19,288	86,978	181,526
<b>2025 Population by Sex</b>			
Males	19,789	88,425	182,922
Females	20,483	91,890	191,745

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<b>2010 Population by Race/Ethnicity</b>			
Total	31,387	151,891	316,891
White Alone	86.0%	83.7%	83.8%
Black Alone	2.7%	4.5%	5.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	8.4%	7.3%	5.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.8%	1.7%	2.8%
Two or More Races	1.9%	2.4%	2.6%
Hispanic Origin	3.0%	5.5%	7.5%
Diversity Index	29.7	36.6	38.9
<b>2020 Population by Race/Ethnicity</b>			
Total	37,937	170,742	355,064
White Alone	83.0%	80.3%	80.9%
Black Alone	3.1%	5.0%	5.7%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	10.3%	9.4%	6.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	1.9%	3.1%
Two or More Races	2.5%	3.0%	3.2%
Hispanic Origin	3.5%	6.1%	8.3%
Diversity Index	34.6	41.9	43.8
<b>2025 Population by Race/Ethnicity</b>			
Total	40,271	180,316	374,667
White Alone	81.0%	78.1%	78.9%
Black Alone	3.4%	5.4%	6.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	11.6%	10.7%	7.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	2.0%	3.3%
Two or More Races	2.8%	3.4%	3.6%
Hispanic Origin	3.9%	6.7%	9.0%
Diversity Index	37.9	45.3	47.2
<b>2010 Population by Relationship and Household Type</b>			
Total	31,387	151,891	316,891
In Households	100.0%	99.1%	99.0%
In Family Households	89.7%	84.6%	83.6%
Householder	27.3%	26.5%	26.4%
Spouse	24.4%	22.3%	21.7%
Child	35.5%	32.7%	31.7%
Other relative	1.7%	2.1%	2.4%
Nonrelative	0.8%	1.2%	1.4%
In Nonfamily Households	10.3%	14.5%	15.5%
In Group Quarters	0.0%	0.9%	1.0%
Institutionalized Population	0.0%	0.5%	0.7%
Noninstitutionalized Population	0.0%	0.4%	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.

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<b>2020 Population 25+ by Educational Attainment</b>			
Total	25,069	114,258	239,414
Less than 9th Grade	1.0%	1.4%	1.8%
9th - 12th Grade, No Diploma	0.8%	1.5%	2.1%
High School Graduate	7.1%	9.0%	10.9%
GED/Alternative Credential	0.5%	1.1%	1.6%
Some College, No Degree	11.6%	15.5%	17.4%
Associate Degree	5.6%	7.4%	7.6%
Bachelor's Degree	43.2%	38.4%	35.3%
Graduate/Professional Degree	30.1%	25.7%	23.2%
<b>2020 Population 15+ by Marital Status</b>			
Total	29,933	136,249	283,299
Never Married	25.4%	28.6%	28.5%
Married	64.1%	58.5%	57.0%
Widowed	3.2%	3.8%	4.4%
Divorced	7.3%	9.1%	10.1%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	21,986	99,845	204,564
Population 16+ Employed	90.0%	89.4%	88.8%
Population 16+ Unemployment rate	10.0%	10.6%	11.2%
Population 16-24 Employed	11.9%	12.5%	12.5%
Population 16-24 Unemployment rate	17.8%	18.4%	19.2%
Population 25-54 Employed	64.2%	64.7%	64.3%
Population 25-54 Unemployment rate	8.8%	9.4%	9.9%
Population 55-64 Employed	18.9%	16.9%	16.5%
Population 55-64 Unemployment rate	9.4%	9.1%	10.1%
Population 65+ Employed	5.0%	5.9%	6.7%
Population 65+ Unemployment rate	8.3%	9.9%	9.6%
<b>2020 Employed Population 16+ by Industry</b>			
Total	19,783	89,263	181,706
Agriculture/Mining	0.4%	0.4%	0.4%
Construction	3.0%	3.7%	4.8%
Manufacturing	8.4%	8.4%	8.7%
Wholesale Trade	3.9%	3.4%	3.3%
Retail Trade	7.7%	8.7%	8.9%
Transportation/Utilities	4.0%	4.5%	4.9%
Information	3.3%	3.5%	2.9%
Finance/Insurance/Real Estate	13.4%	12.4%	11.6%
Services	52.5%	52.1%	51.6%
Public Administration	3.5%	2.9%	2.9%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	19,783	89,261	181,705
White Collar	84.9%	79.9%	76.5%
Management/Business/Financial	27.9%	24.1%	22.5%
Professional	34.8%	32.4%	31.0%
Sales	12.1%	11.2%	10.5%
Administrative Support	10.2%	12.3%	12.5%
Services	8.1%	10.6%	11.9%
Blue Collar	7.0%	9.5%	11.6%
Farming/Forestry/Fishing	0.1%	0.2%	0.3%
Construction/Extraction	1.0%	1.8%	2.6%
Installation/Maintenance/Repair	1.0%	1.4%	1.8%
Production	2.1%	2.6%	3.3%
Transportation/Material Moving	2.9%	3.5%	3.6%

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<b>2010 Households by Type</b>			
Total	11,205	58,379	123,839
Households with 1 Person	18.6%	25.2%	26.3%
Households with 2+ People	81.4%	74.8%	73.7%
Family Households	76.7%	69.0%	67.7%
Husband-wife Families	68.5%	58.1%	55.5%
With Related Children	38.4%	30.5%	27.6%
Other Family (No Spouse Present)	8.2%	11.0%	12.2%
Other Family with Male Householder	2.3%	3.0%	3.5%
With Related Children	1.6%	1.9%	2.1%
Other Family with Female Householder	5.8%	7.9%	8.7%
With Related Children	4.1%	5.6%	6.0%
Nonfamily Households	4.7%	5.7%	6.0%
All Households with Children	44.3%	38.2%	36.0%
Multigenerational Households	2.0%	2.0%	2.2%
Unmarried Partner Households	3.5%	4.5%	4.9%
Male-female	3.1%	4.0%	4.3%
Same-sex	0.4%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	11,204	58,379	123,839
1 Person Household	18.6%	25.2%	26.3%
2 Person Household	31.9%	31.9%	32.8%
3 Person Household	16.8%	16.2%	15.9%
4 Person Household	20.7%	16.7%	15.2%
5 Person Household	8.5%	7.0%	6.7%
6 Person Household	2.5%	2.2%	2.2%
7 + Person Household	1.0%	0.8%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	11,206	58,379	123,839
Owner Occupied	74.4%	66.4%	66.8%
Owned with a Mortgage/Loan	62.9%	55.4%	53.7%
Owned Free and Clear	11.5%	11.0%	13.1%
Renter Occupied	25.6%	33.6%	33.2%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	183	172	167
Percent of Income for Mortgage	11.9%	12.6%	13.0%
Wealth Index	203	153	144
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	11,652	61,515	131,592
Housing Units Inside Urbanized Area	100.0%	99.5%	98.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.5%	1.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	31,387	151,891	316,891
Population Inside Urbanized Area	100.0%	99.5%	98.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.5%	1.4%

**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.	Professional Pride (1B)	Professional Pride (1B)	Professional Pride (1B)
2.	Boomburbs (1C)	Bright Young Professionals	Bright Young Professionals (8C)
3.	Emerald City (8B)	Boomburbs (1C)	Young and Restless (11B)

### 2020 Consumer Spending

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Apparel & Services: Total \$	\$50,383,357	\$203,048,068	\$398,560,267
Average Spent	\$3,739.86	\$3,094.07	\$2,873.98
Spending Potential Index	174	144	134
Education: Total \$	\$46,865,719	\$173,776,563	\$336,420,767
Average Spent	\$3,478.75	\$2,648.02	\$2,425.90
Spending Potential Index	194	148	136
Entertainment/Recreation: Total \$	\$75,427,193	\$298,285,126	\$586,118,964
Average Spent	\$5,598.81	\$4,545.30	\$4,226.44
Spending Potential Index	172	140	130
Food at Home: Total \$	\$117,986,720	\$483,432,868	\$956,332,297
Average Spent	\$8,757.92	\$7,366.60	\$6,896.01
Spending Potential Index	164	138	129
Food Away from Home: Total \$	\$87,286,780	\$353,877,022	\$694,406,353
Average Spent	\$6,479.13	\$5,392.41	\$5,007.29
Spending Potential Index	172	143	133
Health Care: Total \$	\$128,166,967	\$515,416,021	\$1,022,684,997
Average Spent	\$9,513.58	\$7,853.96	\$7,374.48
Spending Potential Index	166	137	128
HH Furnishings & Equipment: Total \$	\$52,124,184	\$205,877,375	\$404,602,151
Average Spent	\$3,869.08	\$3,137.18	\$2,917.54
Spending Potential Index	177	144	134
Personal Care Products & Services: Total \$	\$21,882,579	\$87,518,340	\$171,937,441
Average Spent	\$1,624.30	\$1,333.61	\$1,239.82
Spending Potential Index	177	145	135
Shelter: Total \$	\$449,039,022	\$1,809,136,374	\$3,554,864,888
Average Spent	\$33,331.28	\$27,567.79	\$25,633.76
Spending Potential Index	172	142	132
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$56,021,209	\$219,113,093	\$431,663,378
Average Spent	\$4,158.34	\$3,338.87	\$3,112.68
Spending Potential Index	178	143	133
Travel: Total \$	\$60,025,279	\$229,499,130	\$446,741,951
Average Spent	\$4,455.56	\$3,497.13	\$3,221.41
Spending Potential Index	185	145	134
Vehicle Maintenance & Repairs: Total \$	\$25,697,667	\$106,841,769	\$213,175,718
Average Spent	\$1,907.49	\$1,628.07	\$1,537.19
Spending Potential Index	165	140	133

**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.

St. Andrews  
11212 W 135th St Overland Park KS 66221  
Drive Time: 5 drive time minute radius

Latitude: 38.8854  
Longitude: -94.7171

