



Market Profile

Todd George Marketplace
 1600 SE Blue Parkway Lee's Summit MO 64086
 Drive Times: 5, 10, 15 drive time minute radii

Latitude: 38.9028
 Longitude: -94.3448

	5 drive time minute	10 drive time minute	15 drive time minute
Population Summary			
2000 Total Population	20,853	57,149	113,894
2010 Total Population	22,168	63,035	136,155
2020 Total Population	22,710	66,956	146,946
2020 Group Quarters	24	476	1,241
2025 Total Population	22,953	68,622	151,526
2020-2025 Annual Rate	0.21%	0.49%	0.62%
2020 Total Daytime Population	20,316	70,649	141,842
Workers	9,720	37,601	68,535
Residents	10,596	33,048	73,307
Household Summary			
2000 Households	7,420	21,649	42,882
2000 Average Household Size	2.81	2.61	2.62
2010 Households	8,109	24,358	51,616
2010 Average Household Size	2.73	2.57	2.61
2020 Households	8,347	25,853	55,699
2020 Average Household Size	2.72	2.57	2.62
2025 Households	8,409	26,388	57,217
2025 Average Household Size	2.73	2.58	2.63
2020-2025 Annual Rate	0.15%	0.41%	0.54%
2010 Families	6,145	17,109	37,397
2010 Average Family Size	3.15	3.08	3.08
2020 Families	6,299	18,063	40,263
2020 Average Family Size	3.13	3.08	3.08
2025 Families	6,362	18,490	41,512
2025 Average Family Size	3.13	3.09	3.08
2020-2025 Annual Rate	0.20%	0.47%	0.61%
Housing Unit Summary			
2000 Housing Units	7,563	22,358	44,509
Owner Occupied Housing Units	78.5%	69.8%	74.7%
Renter Occupied Housing Units	19.6%	27.0%	21.7%
Vacant Housing Units	1.9%	3.2%	3.7%
2010 Housing Units	8,403	26,048	55,696
Owner Occupied Housing Units	77.2%	67.5%	70.6%
Renter Occupied Housing Units	19.3%	26.0%	22.1%
Vacant Housing Units	3.5%	6.5%	7.3%
2020 Housing Units	8,606	27,605	60,074
Owner Occupied Housing Units	76.7%	64.9%	68.6%
Renter Occupied Housing Units	20.3%	28.7%	24.1%
Vacant Housing Units	3.0%	6.3%	7.3%
2025 Housing Units	8,669	28,174	61,662
Owner Occupied Housing Units	77.0%	64.9%	68.7%
Renter Occupied Housing Units	20.0%	28.8%	24.1%
Vacant Housing Units	3.0%	6.3%	7.2%
Median Household Income			
2020	\$86,135	\$81,828	\$84,068
2025	\$93,242	\$87,697	\$91,018
Median Home Value			
2020	\$187,490	\$195,881	\$215,287
2025	\$211,050	\$230,170	\$250,459
Per Capita Income			
2020	\$36,866	\$38,932	\$39,630
2025	\$40,932	\$43,336	\$44,222
Median Age			
2010	34.7	36.8	37.6
2020	36.5	38.6	39.3
2025	37.5	39.5	39.9

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	8,347	25,851	55,697
<\$15,000	3.1%	5.0%	4.4%
\$15,000 - \$24,999	4.0%	6.1%	5.7%
\$25,000 - \$34,999	4.7%	5.8%	6.2%
\$35,000 - \$49,999	9.6%	10.3%	10.2%
\$50,000 - \$74,999	19.5%	17.4%	17.2%
\$75,000 - \$99,999	17.4%	15.9%	14.8%
\$100,000 - \$149,999	26.3%	22.4%	22.8%
\$150,000 - \$199,999	9.6%	9.5%	10.1%
\$200,000+	5.9%	7.5%	8.7%
Average Household Income	\$100,501	\$100,328	\$104,799
2025 Households by Income			
Household Income Base	8,409	26,386	57,215
<\$15,000	2.7%	4.5%	3.9%
\$15,000 - \$24,999	3.6%	5.7%	5.1%
\$25,000 - \$34,999	4.2%	5.4%	5.7%
\$35,000 - \$49,999	8.4%	9.5%	9.4%
\$50,000 - \$74,999	18.2%	16.0%	15.9%
\$75,000 - \$99,999	16.4%	15.2%	14.2%
\$100,000 - \$149,999	27.6%	23.2%	23.5%
\$150,000 - \$199,999	11.4%	10.9%	11.4%
\$200,000+	7.5%	9.4%	10.9%
Average Household Income	\$111,992	\$112,068	\$117,388
2020 Owner Occupied Housing Units by Value			
Total	6,598	17,927	41,215
<\$50,000	1.1%	1.4%	2.2%
\$50,000 - \$99,999	2.6%	2.9%	7.1%
\$100,000 - \$149,999	17.6%	16.5%	15.0%
\$150,000 - \$199,999	38.3%	31.9%	21.2%
\$200,000 - \$249,999	21.0%	16.7%	14.6%
\$250,000 - \$299,999	5.1%	8.1%	11.5%
\$300,000 - \$399,999	9.3%	12.7%	16.4%
\$400,000 - \$499,999	2.7%	4.7%	6.0%
\$500,000 - \$749,999	2.2%	4.4%	4.7%
\$750,000 - \$999,999	0.0%	0.4%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$211,994	\$241,540	\$254,811
2025 Owner Occupied Housing Units by Value			
Total	6,676	18,281	42,353
<\$50,000	0.4%	0.5%	1.3%
\$50,000 - \$99,999	1.1%	1.3%	4.9%
\$100,000 - \$149,999	10.1%	9.6%	10.2%
\$150,000 - \$199,999	32.8%	27.2%	18.3%
\$200,000 - \$249,999	25.3%	19.0%	15.2%
\$250,000 - \$299,999	6.3%	9.5%	12.5%
\$300,000 - \$399,999	14.4%	17.1%	20.2%
\$400,000 - \$499,999	4.3%	7.0%	8.4%
\$500,000 - \$749,999	5.2%	7.7%	7.4%
\$750,000 - \$999,999	0.1%	0.5%	1.1%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$248,293	\$282,737	\$290,435

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	22,166	63,033	136,158
0 - 4	7.1%	6.8%	6.7%
5 - 9	8.2%	7.5%	7.6%
10 - 14	8.9%	8.1%	8.1%
15 - 24	12.9%	12.5%	12.1%
25 - 34	13.2%	12.8%	12.0%
35 - 44	15.2%	14.2%	14.2%
45 - 54	16.5%	15.9%	15.8%
55 - 64	10.2%	10.5%	11.4%
65 - 74	4.7%	5.8%	6.5%
75 - 84	2.4%	3.9%	3.9%
85 +	0.7%	2.2%	1.7%
18 +	70.5%	72.9%	72.9%
2020 Population by Age			
Total	22,711	66,957	146,946
0 - 4	6.5%	6.2%	6.1%
5 - 9	7.0%	6.5%	6.5%
10 - 14	7.5%	6.9%	7.0%
15 - 24	12.6%	11.8%	11.9%
25 - 34	14.1%	13.6%	12.7%
35 - 44	14.3%	13.5%	13.1%
45 - 54	13.1%	12.8%	13.3%
55 - 64	13.1%	13.3%	13.6%
65 - 74	7.7%	8.6%	9.3%
75 - 84	3.1%	4.3%	4.4%
85 +	1.0%	2.5%	2.0%
18 +	74.8%	76.5%	76.2%
2025 Population by Age			
Total	22,954	68,622	151,526
0 - 4	6.4%	6.1%	6.1%
5 - 9	6.8%	6.3%	6.4%
10 - 14	7.4%	6.8%	6.8%
15 - 24	11.5%	10.8%	11.0%
25 - 34	14.2%	13.5%	13.0%
35 - 44	14.8%	14.1%	13.5%
45 - 54	12.7%	12.0%	12.3%
55 - 64	11.8%	12.3%	12.8%
65 - 74	9.4%	10.1%	10.5%
75 - 84	4.0%	5.5%	5.6%
85 +	1.1%	2.5%	2.1%
18 +	75.4%	77.0%	76.8%
2010 Population by Sex			
Males	10,674	30,064	65,466
Females	11,494	32,971	70,689
2020 Population by Sex			
Males	10,942	32,060	70,749
Females	11,768	34,897	76,197
2025 Population by Sex			
Males	11,109	32,940	73,095
Females	11,845	35,683	78,431

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	22,169	63,034	136,155
White Alone	87.3%	87.4%	79.9%
Black Alone	7.2%	7.1%	14.5%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	1.3%	1.3%	1.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.2%	1.2%	1.2%
Two or More Races	2.6%	2.5%	2.5%
Hispanic Origin	4.5%	4.2%	4.0%
Diversity Index	29.7	29.2	39.0
2020 Population by Race/Ethnicity			
Total	22,709	66,956	146,946
White Alone	86.2%	86.1%	79.2%
Black Alone	7.2%	7.3%	14.0%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	1.6%	1.7%	1.8%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	1.3%	1.4%	1.4%
Two or More Races	3.2%	3.1%	3.1%
Hispanic Origin	5.2%	4.8%	4.6%
Diversity Index	32.5	32.2	41.0
2025 Population by Race/Ethnicity			
Total	22,953	68,624	151,527
White Alone	85.4%	85.2%	78.5%
Black Alone	7.2%	7.4%	13.9%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	1.8%	1.9%	2.0%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	1.5%	1.5%	1.5%
Two or More Races	3.7%	3.5%	3.5%
Hispanic Origin	5.8%	5.4%	5.1%
Diversity Index	34.7	34.3	42.6
2010 Population by Relationship and Household Type			
Total	22,168	63,035	136,155
In Households	99.9%	99.2%	99.1%
In Family Households	89.1%	85.5%	86.5%
Householder	27.7%	27.1%	27.4%
Spouse	21.3%	21.1%	21.2%
Child	36.1%	33.3%	33.6%
Other relative	2.2%	2.2%	2.5%
Nonrelative	1.9%	1.8%	1.8%
In Nonfamily Households	10.8%	13.7%	12.6%
In Group Quarters	0.1%	0.8%	0.9%
Institutionalized Population	0.0%	0.6%	0.8%
Noninstitutionalized Population	0.1%	0.1%	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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment			
Total	15,083	45,910	100,558
Less than 9th Grade	0.4%	0.8%	1.0%
9th - 12th Grade, No Diploma	1.6%	2.4%	2.4%
High School Graduate	17.3%	18.3%	19.6%
GED/Alternative Credential	2.8%	2.6%	2.5%
Some College, No Degree	26.1%	24.2%	23.4%
Associate Degree	8.4%	9.1%	8.8%
Bachelor's Degree	28.3%	27.7%	26.2%
Graduate/Professional Degree	15.0%	14.9%	16.1%
2020 Population 15+ by Marital Status			
Total	17,948	53,825	118,022
Never Married	24.1%	25.3%	26.1%
Married	61.0%	58.4%	58.8%
Widowed	2.7%	5.0%	4.8%
Divorced	12.1%	11.3%	10.3%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	13,359	37,527	81,746
Population 16+ Employed	90.5%	90.5%	90.5%
Population 16+ Unemployment rate	9.5%	9.5%	9.5%
Population 16-24 Employed	11.4%	11.1%	11.3%
Population 16-24 Unemployment rate	19.2%	17.7%	16.4%
Population 25-54 Employed	66.6%	65.7%	63.9%
Population 25-54 Unemployment rate	8.2%	8.5%	8.8%
Population 55-64 Employed	17.1%	17.9%	18.5%
Population 55-64 Unemployment rate	7.1%	7.8%	7.8%
Population 65+ Employed	4.9%	5.3%	6.3%
Population 65+ Unemployment rate	9.8%	8.1%	8.3%
2020 Employed Population 16+ by Industry			
Total	12,085	33,965	73,965
Agriculture/Mining	0.4%	0.3%	0.4%
Construction	6.9%	6.6%	6.7%
Manufacturing	10.0%	9.5%	9.4%
Wholesale Trade	3.8%	3.5%	2.9%
Retail Trade	11.1%	9.4%	9.2%
Transportation/Utilities	4.7%	4.5%	5.4%
Information	2.2%	2.6%	2.6%
Finance/Insurance/Real Estate	10.0%	9.6%	9.5%
Services	46.6%	49.6%	49.0%
Public Administration	4.3%	4.4%	5.0%
2020 Employed Population 16+ by Occupation			
Total	12,085	33,969	73,966
White Collar	69.9%	71.3%	70.1%
Management/Business/Financial	17.6%	19.1%	18.7%
Professional	25.6%	26.3%	26.2%
Sales	9.9%	10.2%	10.1%
Administrative Support	16.9%	15.7%	15.2%
Services	12.2%	12.4%	12.6%
Blue Collar	17.9%	16.2%	17.3%
Farming/Forestry/Fishing	0.5%	0.3%	0.2%
Construction/Extraction	4.2%	4.0%	4.3%
Installation/Maintenance/Repair	3.1%	2.8%	2.6%
Production	5.2%	4.8%	4.8%
Transportation/Material Moving	4.9%	4.4%	5.3%

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2010 Households by Type			
Total	8,109	24,359	51,617
Households with 1 Person	20.0%	25.1%	22.9%
Households with 2+ People	80.0%	74.9%	77.1%
Family Households	75.8%	70.2%	72.5%
Husband-wife Families	58.3%	54.5%	56.1%
With Related Children	30.3%	26.4%	26.2%
Other Family (No Spouse Present)	17.5%	15.7%	16.4%
Other Family with Male Householder	4.6%	4.1%	4.1%
With Related Children	3.1%	2.8%	2.6%
Other Family with Female Householder	12.9%	11.6%	12.3%
With Related Children	9.3%	8.2%	8.6%
Nonfamily Households	4.2%	4.6%	4.7%
All Households with Children	43.2%	37.8%	37.9%
Multigenerational Households	2.8%	2.6%	3.1%
Unmarried Partner Households	5.6%	5.4%	5.3%
Male-female	4.9%	4.8%	4.8%
Same-sex	0.7%	0.6%	0.5%
2010 Households by Size			
Total	8,110	24,358	51,614
1 Person Household	20.0%	25.1%	22.9%
2 Person Household	31.5%	32.2%	33.9%
3 Person Household	19.5%	17.5%	17.3%
4 Person Household	17.9%	15.5%	15.5%
5 Person Household	7.6%	6.5%	6.8%
6 Person Household	2.6%	2.2%	2.4%
7 + Person Household	0.9%	0.9%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	8,109	24,358	51,616
Owner Occupied	80.0%	72.2%	76.2%
Owned with a Mortgage/Loan	68.3%	59.3%	61.3%
Owned Free and Clear	11.7%	12.9%	14.9%
Renter Occupied	20.0%	27.8%	23.8%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	227	206	195
Percent of Income for Mortgage	9.1%	10.0%	10.7%
Wealth Index	108	114	127
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	8,403	26,048	55,696
Housing Units Inside Urbanized Area	98.6%	95.7%	91.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	1.6%
Rural Housing Units	1.4%	4.3%	6.8%
2010 Population By Urban/ Rural Status			
Total Population	22,168	63,035	136,155
Population Inside Urbanized Area	98.7%	95.6%	91.1%
Population Inside Urbanized Cluster	0.0%	0.0%	1.8%
Rural Population	1.3%	4.4%	7.1%

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.

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Top 3 Tapestry Segments

1.	Soccer Moms (4A)	Soccer Moms (4A)	Soccer Moms (4A)
2.	Home Improvement (4B)	Old and Newcomers (8F)	Rustbelt Traditions (5D)
3.	Old and Newcomers (8F)	Home Improvement (4B)	Professional Pride (1B)

2020 Consumer Spending

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Apparel & Services: Total \$	\$19,997,038	\$61,725,385	\$138,649,153
Average Spent	\$2,395.72	\$2,387.55	\$2,489.26
Spending Potential Index	112	111	116
Education: Total \$	\$16,183,059	\$49,865,269	\$113,701,972
Average Spent	\$1,938.79	\$1,928.80	\$2,041.36
Spending Potential Index	108	108	114
Entertainment/Recreation: Total \$	\$30,041,658	\$93,258,662	\$210,066,465
Average Spent	\$3,599.10	\$3,607.27	\$3,771.46
Spending Potential Index	111	111	116
Food at Home: Total \$	\$48,342,765	\$150,852,836	\$337,835,910
Average Spent	\$5,791.63	\$5,835.02	\$6,065.39
Spending Potential Index	108	109	114
Food Away from Home: Total \$	\$34,879,918	\$107,909,346	\$241,767,156
Average Spent	\$4,178.74	\$4,173.96	\$4,340.60
Spending Potential Index	111	111	115
Health Care: Total \$	\$53,590,148	\$167,629,864	\$377,048,946
Average Spent	\$6,420.29	\$6,483.96	\$6,769.40
Spending Potential Index	112	113	118
HH Furnishings & Equipment: Total \$	\$20,981,755	\$64,577,282	\$145,261,237
Average Spent	\$2,513.69	\$2,497.86	\$2,607.97
Spending Potential Index	115	114	119
Personal Care Products & Services: Total \$	\$8,762,116	\$27,207,123	\$60,918,222
Average Spent	\$1,049.73	\$1,052.38	\$1,093.70
Spending Potential Index	114	115	119
Shelter: Total \$	\$176,004,833	\$546,099,312	\$1,223,197,694
Average Spent	\$21,086.00	\$21,123.25	\$21,960.86
Spending Potential Index	109	109	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,851,361	\$71,314,477	\$158,600,919
Average Spent	\$2,737.67	\$2,758.46	\$2,847.46
Spending Potential Index	117	118	122
Travel: Total \$	\$22,895,396	\$70,727,603	\$158,875,370
Average Spent	\$2,742.95	\$2,735.76	\$2,852.39
Spending Potential Index	114	113	118
Vehicle Maintenance & Repairs: Total \$	\$10,760,918	\$33,845,918	\$75,609,960
Average Spent	\$1,289.20	\$1,309.17	\$1,357.47
Spending Potential Index	111	113	117

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.

Todd George Marketplace
1600 SE Blue Parkway Lee's Summit MO 64086
Drive Time: 5 drive time minute radius

Latitude: 38.9028
Longitude: -94.3448

