



Market Profile

Cedar Creek
 25600 W Valley Pkwy Olathe KS 66061
 Drive Times: 5, 10, 15 drive time minute radii

Latitude: 38.9452
 Longitude: -94.8847

	5 drive time minute	10 drive time minute	15 drive time minute
Population Summary			
2000 Total Population	1,413	34,354	188,965
2010 Total Population	3,159	56,142	230,239
2020 Total Population	5,125	68,955	257,311
2020 Group Quarters	0	259	1,716
2025 Total Population	5,797	75,350	271,540
2020-2025 Annual Rate	2.49%	1.79%	1.08%
2020 Total Daytime Population	4,770	74,052	282,917
Workers	1,967	39,057	157,402
Residents	2,803	34,995	125,515
Household Summary			
2000 Households	528	12,211	73,260
2000 Average Household Size	2.68	2.78	2.55
2010 Households	1,156	20,118	90,837
2010 Average Household Size	2.73	2.78	2.52
2020 Households	1,844	24,871	101,575
2020 Average Household Size	2.78	2.76	2.52
2025 Households	2,080	27,269	107,151
2025 Average Household Size	2.79	2.75	2.52
2020-2025 Annual Rate	2.44%	1.86%	1.07%
2010 Families	1,000	15,454	60,852
2010 Average Family Size	2.95	3.18	3.08
2020 Families	1,582	18,936	67,045
2020 Average Family Size	3.01	3.17	3.09
2025 Families	1,781	20,694	70,516
2025 Average Family Size	3.02	3.17	3.10
2020-2025 Annual Rate	2.40%	1.79%	1.01%
Housing Unit Summary			
2000 Housing Units	571	12,697	76,474
Owner Occupied Housing Units	91.1%	69.6%	61.9%
Renter Occupied Housing Units	1.2%	26.6%	33.9%
Vacant Housing Units	7.7%	3.8%	4.2%
2010 Housing Units	1,251	21,347	96,884
Owner Occupied Housing Units	89.8%	72.9%	60.1%
Renter Occupied Housing Units	2.6%	21.4%	33.7%
Vacant Housing Units	7.6%	5.8%	6.2%
2020 Housing Units	1,990	26,308	107,781
Owner Occupied Housing Units	85.7%	71.7%	59.2%
Renter Occupied Housing Units	6.9%	22.9%	35.0%
Vacant Housing Units	7.3%	5.5%	5.8%
2025 Housing Units	2,245	28,796	113,652
Owner Occupied Housing Units	85.7%	70.5%	58.8%
Renter Occupied Housing Units	7.0%	24.2%	35.4%
Vacant Housing Units	7.3%	5.3%	5.7%
Median Household Income			
2020	\$148,035	\$102,664	\$81,424
2025	\$153,350	\$109,487	\$87,310
Median Home Value			
2020	\$417,122	\$308,393	\$250,753
2025	\$433,559	\$335,853	\$270,164
Per Capita Income			
2020	\$67,624	\$45,247	\$41,704
2025	\$72,555	\$50,267	\$45,965
Median Age			
2010	43.4	34.8	35.1
2020	42.9	36.1	36.5
2025	43.7	36.3	36.9

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	1,844	24,870	101,569
<\$15,000	1.8%	4.4%	6.0%
\$15,000 - \$24,999	0.8%	3.9%	5.5%
\$25,000 - \$34,999	3.1%	5.3%	6.9%
\$35,000 - \$49,999	3.7%	7.7%	10.3%
\$50,000 - \$74,999	8.0%	13.2%	16.8%
\$75,000 - \$99,999	9.9%	13.7%	14.0%
\$100,000 - \$149,999	23.3%	22.2%	19.8%
\$150,000 - \$199,999	23.6%	15.7%	10.9%
\$200,000+	25.7%	13.9%	9.8%
Average Household Income	\$187,555	\$126,555	\$105,857
2025 Households by Income			
Household Income Base	2,080	27,268	107,145
<\$15,000	1.7%	3.9%	5.2%
\$15,000 - \$24,999	0.7%	3.5%	5.1%
\$25,000 - \$34,999	2.8%	4.7%	6.2%
\$35,000 - \$49,999	3.3%	7.1%	9.5%
\$50,000 - \$74,999	7.6%	12.1%	16.2%
\$75,000 - \$99,999	9.0%	12.8%	13.8%
\$100,000 - \$149,999	22.5%	22.2%	20.5%
\$150,000 - \$199,999	24.5%	17.7%	12.3%
\$200,000+	28.0%	16.1%	11.1%
Average Household Income	\$201,673	\$140,174	\$116,732
2020 Owner Occupied Housing Units by Value			
Total	1,706	18,854	63,828
<\$50,000	0.0%	0.8%	1.6%
\$50,000 - \$99,999	0.5%	1.8%	2.4%
\$100,000 - \$149,999	0.1%	6.0%	8.2%
\$150,000 - \$199,999	2.9%	11.3%	17.5%
\$200,000 - \$249,999	2.5%	15.5%	20.0%
\$250,000 - \$299,999	5.9%	12.8%	15.7%
\$300,000 - \$399,999	32.6%	22.9%	19.1%
\$400,000 - \$499,999	32.2%	16.5%	9.0%
\$500,000 - \$749,999	18.1%	9.6%	4.7%
\$750,000 - \$999,999	4.5%	2.4%	1.4%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.8%	0.1%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$452,008	\$340,435	\$286,037
2025 Owner Occupied Housing Units by Value			
Total	1,923	20,308	66,861
<\$50,000	0.0%	0.5%	1.1%
\$50,000 - \$99,999	0.2%	1.3%	1.8%
\$100,000 - \$149,999	0.0%	4.6%	6.8%
\$150,000 - \$199,999	1.7%	9.1%	15.0%
\$200,000 - \$249,999	1.7%	13.6%	18.8%
\$250,000 - \$299,999	4.8%	12.2%	16.0%
\$300,000 - \$399,999	30.0%	24.2%	21.2%
\$400,000 - \$499,999	34.6%	19.2%	10.9%
\$500,000 - \$749,999	21.4%	11.7%	6.0%
\$750,000 - \$999,999	4.8%	3.1%	1.9%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.7%	0.1%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$469,878	\$364,966	\$307,617

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	3,159	56,143	230,239
0 - 4	7.1%	8.8%	7.6%
5 - 9	8.0%	8.6%	7.4%
10 - 14	7.0%	7.7%	7.0%
15 - 24	7.5%	10.5%	12.1%
25 - 34	8.7%	14.8%	15.8%
35 - 44	14.1%	16.0%	14.3%
45 - 54	15.3%	14.3%	14.2%
55 - 64	20.0%	11.4%	11.6%
65 - 74	9.9%	4.9%	5.3%
75 - 84	1.9%	2.1%	3.1%
85 +	0.6%	0.9%	1.6%
18 +	73.9%	70.7%	73.9%
2020 Population by Age			
Total	5,126	68,956	257,311
0 - 4	6.6%	7.8%	6.9%
5 - 9	7.6%	8.1%	7.0%
10 - 14	8.5%	8.2%	7.0%
15 - 24	10.2%	11.3%	11.9%
25 - 34	7.8%	12.9%	14.7%
35 - 44	12.3%	15.2%	14.9%
45 - 54	13.1%	12.8%	11.9%
55 - 64	13.7%	11.6%	11.7%
65 - 74	13.4%	8.1%	8.5%
75 - 84	6.0%	3.0%	3.7%
85 +	0.9%	0.9%	1.7%
18 +	73.0%	71.8%	75.4%
2025 Population by Age			
Total	5,798	75,348	271,539
0 - 4	6.4%	7.8%	6.9%
5 - 9	7.4%	7.8%	6.8%
10 - 14	8.1%	7.9%	6.7%
15 - 24	10.5%	11.3%	11.8%
25 - 34	8.3%	13.3%	14.9%
35 - 44	10.7%	14.7%	14.8%
45 - 54	13.8%	12.5%	11.6%
55 - 64	12.7%	10.8%	10.6%
65 - 74	12.5%	8.6%	9.0%
75 - 84	8.1%	4.2%	4.9%
85 +	1.5%	1.0%	1.8%
18 +	73.6%	72.3%	75.8%
2010 Population by Sex			
Males	1,561	27,908	112,616
Females	1,598	28,234	117,623
2020 Population by Sex			
Males	2,510	34,118	126,227
Females	2,615	34,837	131,084
2025 Population by Sex			
Males	2,831	37,192	132,996
Females	2,967	38,158	138,544

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	3,159	56,142	230,239
White Alone	92.8%	86.0%	83.8%
Black Alone	1.2%	4.1%	5.5%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.8%	3.3%	3.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.3%	3.5%	3.6%
Two or More Races	1.6%	2.6%	2.8%
Hispanic Origin	2.2%	8.8%	9.0%
Diversity Index	17.5	37.7	41.0
2020 Population by Race/Ethnicity			
Total	5,125	68,955	257,310
White Alone	90.3%	83.7%	81.1%
Black Alone	1.6%	4.6%	6.2%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	5.3%	4.3%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.4%	3.8%	4.1%
Two or More Races	2.1%	3.2%	3.4%
Hispanic Origin	2.7%	9.5%	10.1%
Diversity Index	22.5	41.7	45.7
2025 Population by Race/Ethnicity			
Total	5,797	75,350	271,539
White Alone	88.8%	81.9%	79.2%
Black Alone	1.8%	5.1%	6.8%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.2%	5.0%	5.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.5%	4.0%	4.4%
Two or More Races	2.4%	3.7%	3.9%
Hispanic Origin	3.1%	10.3%	11.0%
Diversity Index	25.5	45.0	49.0
2010 Population by Relationship and Household Type			
Total	3,159	56,142	230,239
In Households	100.0%	99.5%	99.2%
In Family Households	94.0%	89.1%	83.1%
Householder	31.7%	27.5%	26.4%
Spouse	29.9%	23.4%	21.2%
Child	30.0%	34.2%	31.0%
Other relative	1.8%	2.6%	2.7%
Nonrelative	0.5%	1.6%	1.7%
In Nonfamily Households	6.0%	10.4%	16.2%
In Group Quarters	0.0%	0.5%	0.8%
Institutionalized Population	0.0%	0.4%	0.7%
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment			
Total	3,442	44,539	172,719
Less than 9th Grade	0.2%	2.0%	2.4%
9th - 12th Grade, No Diploma	0.6%	3.1%	2.9%
High School Graduate	8.7%	11.8%	13.1%
GED/Alternative Credential	0.6%	2.0%	2.1%
Some College, No Degree	11.6%	17.6%	18.6%
Associate Degree	6.2%	8.8%	8.6%
Bachelor's Degree	42.4%	33.6%	32.5%
Graduate/Professional Degree	29.7%	21.1%	19.7%
2020 Population 15+ by Marital Status			
Total	3,963	52,350	203,386
Never Married	17.8%	24.0%	28.7%
Married	75.2%	64.1%	56.1%
Widowed	1.8%	2.8%	4.1%
Divorced	5.1%	9.0%	11.1%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,595	38,422	149,811
Population 16+ Employed	90.0%	88.9%	88.5%
Population 16+ Unemployment rate	10.0%	11.1%	11.5%
Population 16-24 Employed	9.8%	11.2%	12.4%
Population 16-24 Unemployment rate	16.5%	17.7%	19.1%
Population 25-54 Employed	58.9%	67.5%	66.0%
Population 25-54 Unemployment rate	9.2%	10.1%	10.2%
Population 55-64 Employed	21.4%	16.2%	15.5%
Population 55-64 Unemployment rate	9.6%	10.8%	10.5%
Population 65+ Employed	9.9%	5.1%	6.1%
Population 65+ Unemployment rate	8.7%	9.7%	10.6%
2020 Employed Population 16+ by Industry			
Total	2,336	34,145	132,624
Agriculture/Mining	0.4%	0.5%	0.5%
Construction	4.1%	6.8%	5.6%
Manufacturing	9.5%	9.9%	9.5%
Wholesale Trade	7.1%	4.3%	3.5%
Retail Trade	10.8%	8.5%	9.0%
Transportation/Utilities	6.1%	5.7%	5.3%
Information	2.8%	2.5%	2.7%
Finance/Insurance/Real Estate	11.7%	10.3%	10.4%
Services	44.3%	47.6%	50.1%
Public Administration	3.1%	4.0%	3.5%
2020 Employed Population 16+ by Occupation			
Total	2,339	34,146	132,625
White Collar	86.9%	74.3%	72.7%
Management/Business/Financial	27.2%	23.0%	20.2%
Professional	30.8%	28.1%	28.8%
Sales	14.6%	10.6%	10.2%
Administrative Support	14.2%	12.6%	13.5%
Services	7.3%	11.3%	12.9%
Blue Collar	6.0%	14.5%	14.4%
Farming/Forestry/Fishing	0.0%	0.3%	0.3%
Construction/Extraction	3.1%	4.4%	3.6%
Installation/Maintenance/Repair	0.5%	2.1%	2.1%
Production	0.3%	3.6%	3.9%
Transportation/Material Moving	2.1%	4.0%	4.5%

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2010 Households by Type			
Total	1,156	20,118	90,837
Households with 1 Person	11.0%	18.3%	26.4%
Households with 2+ People	89.0%	81.7%	73.6%
Family Households	86.5%	76.8%	67.0%
Husband-wife Families	81.7%	65.3%	53.9%
With Related Children	33.0%	34.2%	26.1%
Other Family (No Spouse Present)	4.8%	11.5%	13.1%
Other Family with Male Householder	1.8%	3.8%	3.8%
With Related Children	1.0%	2.5%	2.3%
Other Family with Female Householder	2.9%	7.7%	9.3%
With Related Children	1.8%	5.5%	6.5%
Nonfamily Households	2.5%	4.9%	6.6%
All Households with Children	36.0%	42.6%	35.3%
Multigenerational Households	2.4%	2.9%	2.4%
Unmarried Partner Households	2.4%	5.1%	5.5%
Male-female	2.0%	4.4%	4.9%
Same-sex	0.4%	0.7%	0.6%
2010 Households by Size			
Total	1,158	20,116	90,836
1 Person Household	11.0%	18.3%	26.4%
2 Person Household	47.8%	33.7%	33.5%
3 Person Household	14.1%	17.6%	16.1%
4 Person Household	17.3%	18.5%	14.6%
5 Person Household	6.3%	7.8%	6.2%
6 Person Household	2.5%	2.7%	2.1%
7 + Person Household	1.0%	1.4%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	1,156	20,118	90,837
Owner Occupied	97.2%	77.3%	64.1%
Owned with a Mortgage/Loan	77.9%	66.0%	51.9%
Owned Free and Clear	19.4%	11.4%	12.2%
Renter Occupied	2.8%	22.7%	35.9%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	181	169	167
Percent of Income for Mortgage	11.8%	12.6%	12.9%
Wealth Index	308	158	120
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,251	21,347	96,884
Housing Units Inside Urbanized Area	66.1%	83.5%	93.2%
Housing Units Inside Urbanized Cluster	0.0%	6.8%	3.3%
Rural Housing Units	33.9%	9.6%	3.4%
2010 Population By Urban/ Rural Status			
Total Population	3,159	56,142	230,239
Population Inside Urbanized Area	64.3%	83.7%	92.5%
Population Inside Urbanized Cluster	0.1%	6.8%	3.7%
Rural Population	35.7%	9.5%	3.8%

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

	Top Tier (1A)	Soccer Moms (4A)	Bright Young Professionals (8C)
1.			
2.	Soccer Moms (4A)	Boomburbs (1C)	Young and Restless (11B)
3.	Boomburbs (1C) Up and Coming Families (7A)		Soccer Moms (4A)

2020 Consumer Spending

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Apparel & Services: Total \$	\$7,872,381	\$75,807,666	\$262,371,478
Average Spent	\$4,269.19	\$3,048.03	\$2,583.03
Spending Potential Index	199	142	120
Education: Total \$	\$7,761,577	\$62,112,112	\$212,679,051
Average Spent	\$4,209.10	\$2,497.37	\$2,093.81
Spending Potential Index	235	140	117
Entertainment/Recreation: Total \$	\$12,143,944	\$111,938,938	\$382,474,071
Average Spent	\$6,585.65	\$4,500.78	\$3,765.44
Spending Potential Index	203	139	116
Food at Home: Total \$	\$18,620,150	\$180,301,281	\$629,319,332
Average Spent	\$10,097.70	\$7,249.46	\$6,195.61
Spending Potential Index	189	136	116
Food Away from Home: Total \$	\$13,610,628	\$131,695,623	\$456,923,318
Average Spent	\$7,381.03	\$5,295.15	\$4,498.38
Spending Potential Index	196	140	119
Health Care: Total \$	\$20,640,669	\$196,192,494	\$670,721,920
Average Spent	\$11,193.42	\$7,888.40	\$6,603.22
Spending Potential Index	195	137	115
HH Furnishings & Equipment: Total \$	\$8,306,025	\$78,326,248	\$265,316,561
Average Spent	\$4,504.35	\$3,149.30	\$2,612.03
Spending Potential Index	206	144	120
Personal Care Products & Services: Total \$	\$3,435,984	\$32,881,904	\$112,862,087
Average Spent	\$1,863.33	\$1,322.10	\$1,111.12
Spending Potential Index	203	144	121
Shelter: Total \$	\$72,174,439	\$662,215,276	\$2,314,336,202
Average Spent	\$39,140.15	\$26,626.00	\$22,784.51
Spending Potential Index	202	137	118
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,991,191	\$84,272,186	\$282,252,482
Average Spent	\$4,875.92	\$3,388.37	\$2,778.76
Spending Potential Index	208	145	119
Travel: Total \$	\$9,853,323	\$85,346,219	\$286,776,590
Average Spent	\$5,343.45	\$3,431.56	\$2,823.30
Spending Potential Index	222	142	117
Vehicle Maintenance & Repairs: Total \$	\$4,117,111	\$39,863,637	\$140,892,961
Average Spent	\$2,232.71	\$1,602.82	\$1,387.08
Spending Potential Index	193	138	120

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

Cedar Creek
25600 W Valley Pkwy Olathe KS 66061
Drive Time: 5 drive time minute radius

Latitude: 38.9452
Longitude: -94.8847

