

*A Profile of the Trade Area*  
**Within a Five-Mile Radius**  
**From the Intersection of**  
**87<sup>th</sup> Street Parkway and Renner Boulevard**

*Prepared For The:*  
**Lenexa Economic Development Council**  
January 23, 2008

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## TRADE AREA PROFILE

This report was prepared for the Lenexa Economic Development Council. It provides an overview of the salient socioeconomic and consumer market characteristics of the trade area within a five-mile radius from the intersection of 87<sup>th</sup> Street Parkway and Renner Boulevard. The study produced estimates of the demographic characteristics of the trade area's current residents; an estimate of the rate of household growth since 2000; estimates of annual household expenditures; markets for selected consumer goods and services; and estimates of current business activity. The latest available weekday traffic counts on key arterial streets and highways are also provided.

## METHODOLOGY

Demographic data presented in this report were derived from a mathematical model formulated by CERI Inc. The model provides estimates of the current demographic characteristics and spending patterns of the populations of the zip codes or portions of zip codes located within any trade area in Johnson County. Table 1 provides detailed demographic characteristics for each zip code within the trade area as well as summary statistics for the trade area in total. Table 2 shows estimates of annual household and per capita expenditures in the trade area for selected goods and services.

Estimates of the current number of business establishments and jobs within the trade area, shown in Table 3, came from a business activity model also developed by CERI. The 24-hour weekday traffic counts, shown in Table 4, are taken from the Transportation File of the *CERI Economic Data Service*. The file contains a compilation of the latest traffic counts taken by the Kansas Department of Transportation, the Johnson County Public Works Department, and cities in Johnson County. A glossary of the terms used in CERI's socio-economic model is included as an appendix.

### ***Expiration Date:***

The CERI Trade Area Demographic and Business Activity Models used to develop this report are updated annually. The information contained in this report is current through September 31, 2008.

***Please Note:*** The base data used as independent variables in CERI's demographic and business activity models are discrete with each new update of the models and the methodology employed is constantly being refined. Therefore, direct comparison between figures presented in this report and in earlier reports for the same trade area might prove misleading and is not recommended.

## SUMMARY

### ***Demographic Characteristics:***

- Approximately 150,667 people currently reside in 62,631 households within the trade area.
- The average trade area household is composed of 2.41 persons vs. 2.50 in the Kansas City Metropolitan Area and 2.59 in the Nation.
- The number of households in the trade area has increased at an average annual rate of approximately 1.87% since 2000.
- It is estimated that families make up 42,589 (68.0%) of the trade area's households while 20,043 (32.0%) are non-family households.
- Homeowners occupy 38,775 dwelling units, 61.9% of the trade area's total. The average value of homes in the trade area is \$211,464.
- Renters occupy 23,857 dwelling units, 38.1% of the trade area's total. The average monthly rent in the area is approximately \$847.
- The median age of the trade area's population is 37.4 years vs. 36.6 in the Kansas City Metropolitan Area and 36.7 in the U.S.
- Approximately 56.8% of the trade area's residents are in the "Household & Family Formation" (ages 25 to 44) and "Peak Earning" (ages 45 to 64) cohorts vs. 54.1% in the Kansas City Metropolitan Area and 53.0% in the nation.
- Annual per capita income of the population in the trade area is approximately \$38,414 - 128% of the Kansas City Metropolitan Area average and 138% of the national average.
- The average gross annual income of trade area households is \$92,410 - 121% of the Kansas City Metropolitan Area average and 125% of the national average.
- Median household income in the trade area is estimated to be \$74,977 – 127% of the Kansas City Metropolitan Area median and 141% of the national median.
- Approximately 8.7% of the trade area's households have gross annual incomes of less than \$25,000 vs. 17.0% in the Kansas City Metropolitan Area and 21.9% in the nation.
- Approximately 13.7% of the trade area's households have gross annual incomes greater than \$150,000 vs. 8.5% in the Kansas City Metropolitan Area and 8.4% in the nation.
- The annual market within the trade area for food consumed at home is estimated to total approximately \$265 million. Markets for other goods and services are shown in Table 2.

### ***Business Activity:***

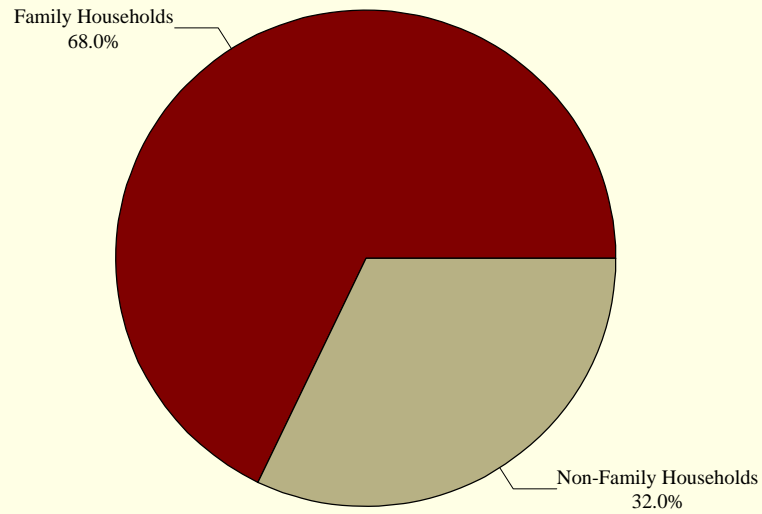
- It is estimated that 6,881 business establishments are located within the trade area employing approximately 147,806 workers (see Table 3).

### ***Traffic Volume:***

- According to the latest available traffic counts, an average of approximately 25,200 vehicles pass through the intersection of 87<sup>th</sup> Street Parkway and Renner Boulevard each weekday. (see Table 4)

## Figure 1

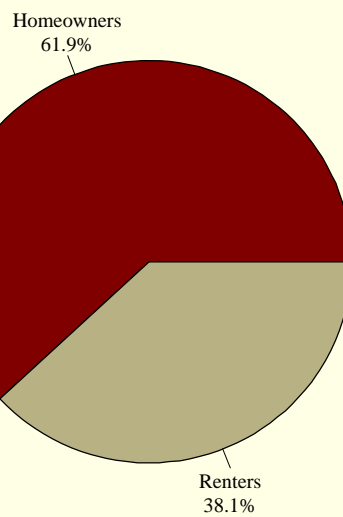
### Household Composition



**Avg. Trade Area HH: 2.41 Persons - K.C. Metro Average: 2.50 Persons**

## Figure 2

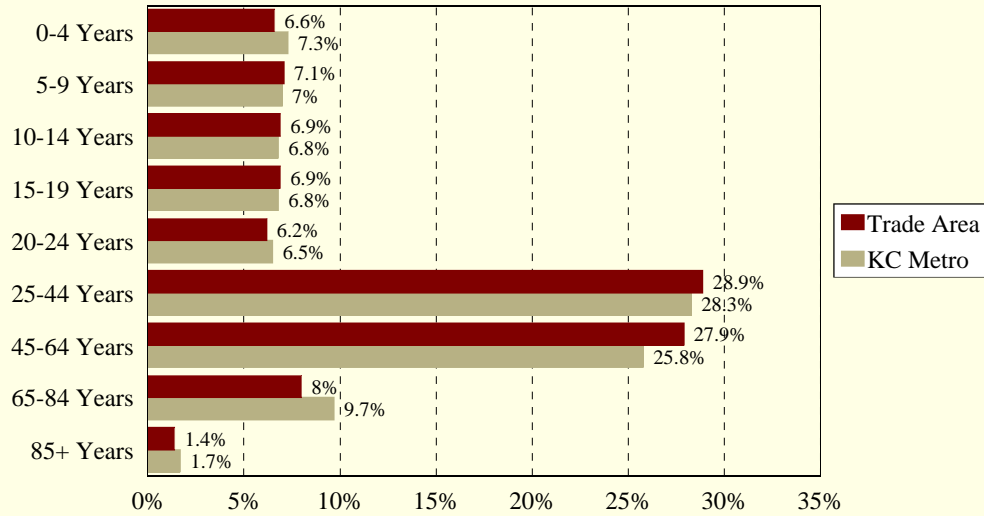
### Residential Tenure



**Avg. Home Value: \$211,464 -- Avg. Monthly Rent: \$847**

## Figure 3

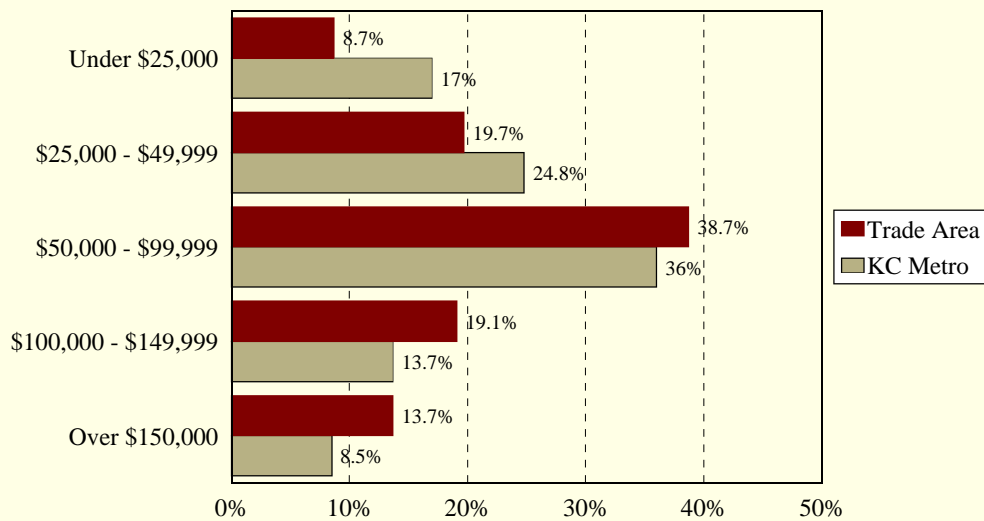
### Age Distribution



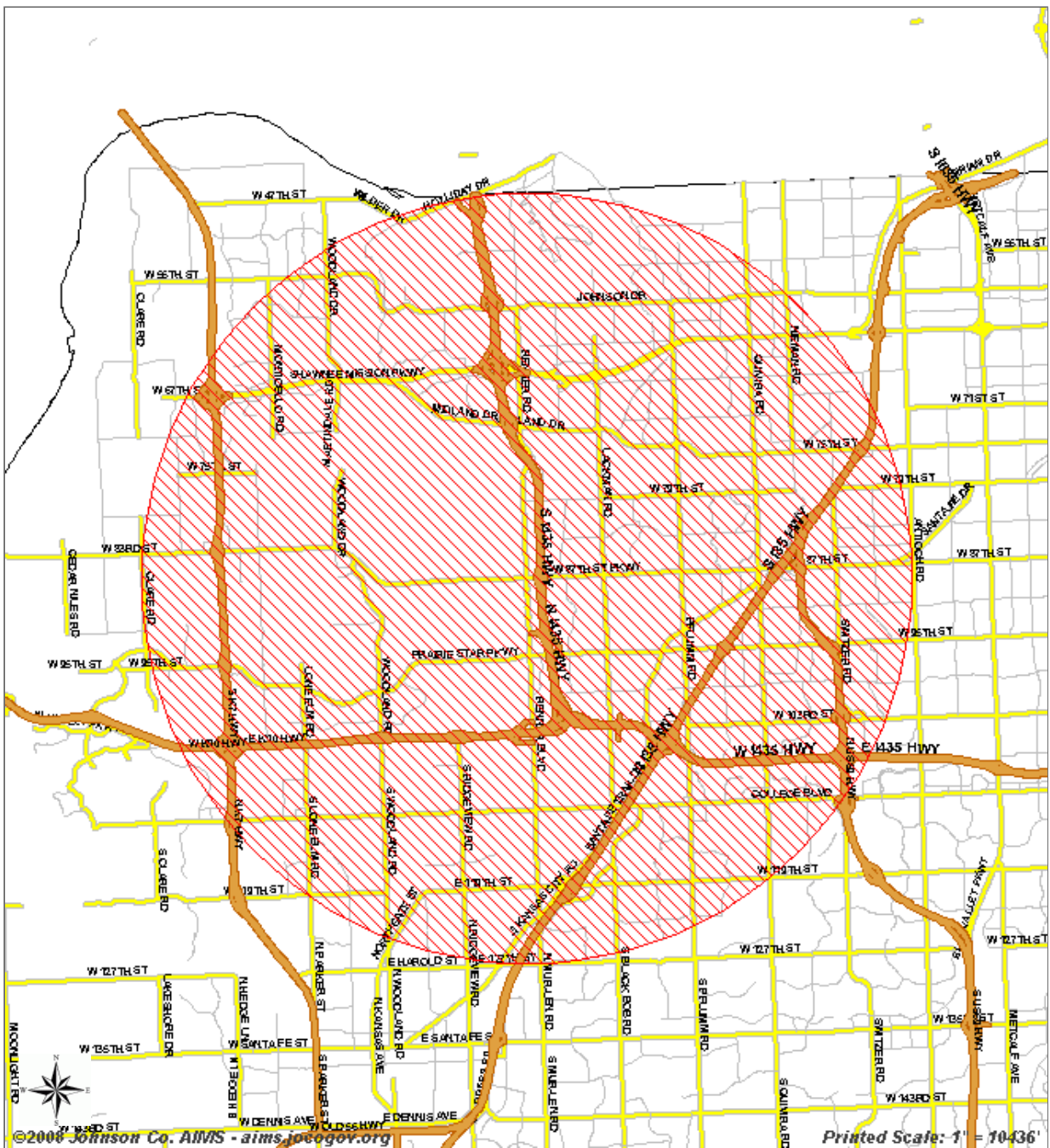
**Median Age: 37.4 Years -- K.C. Metro Median Age: 36.6 Years**

## Figure 4

### Income Distribution

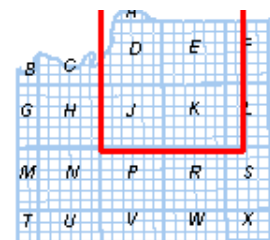


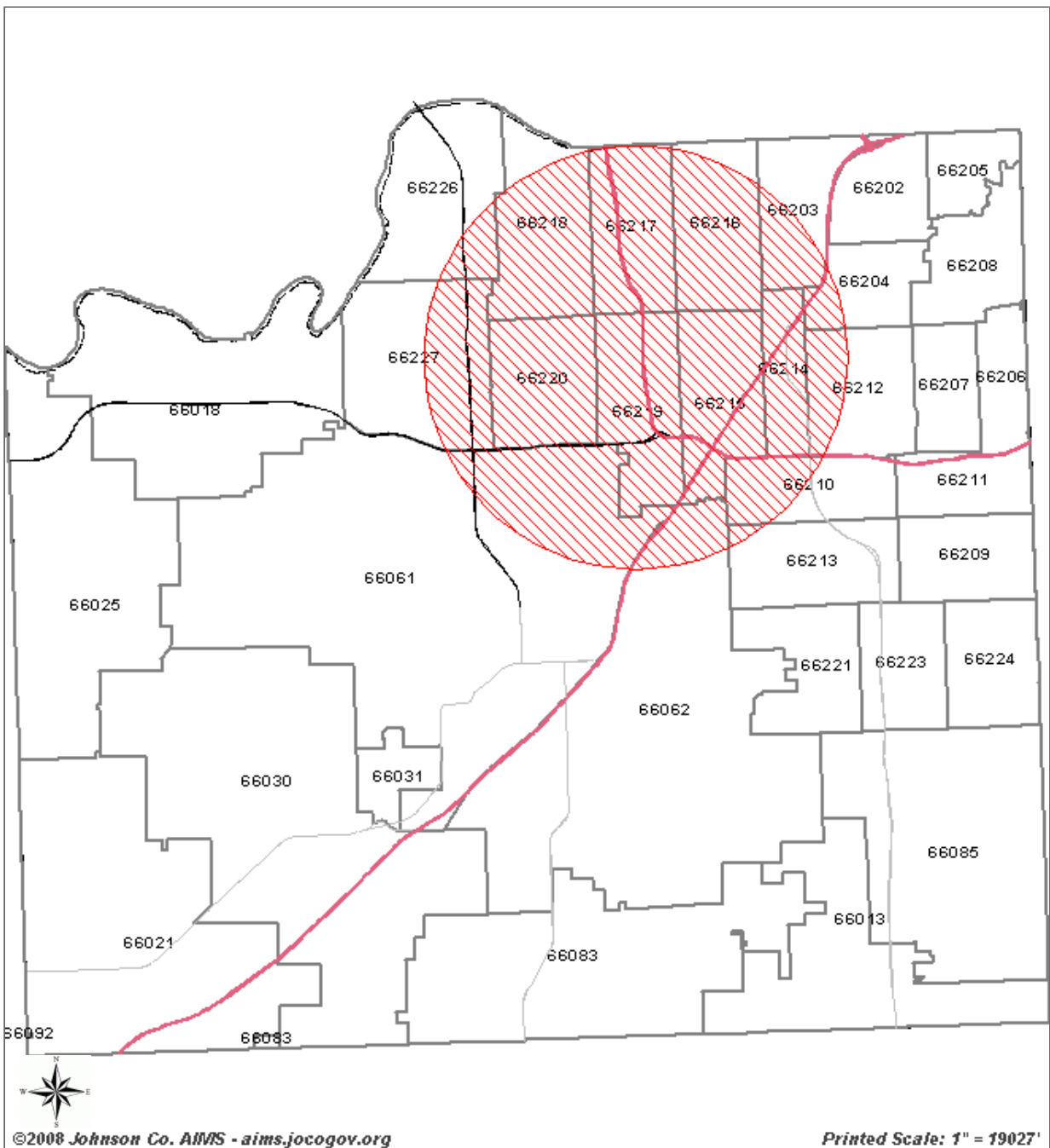
**Average Household Income: \$92,410 -- KC Metro Average: \$76,337**



**Figure 5: 5-Mile Radius from 87th and Renner Blvd**

 Analysis Extent





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Printed Scale: 1" = 19027'

**Figure 6: Zip Code Overview**

 Analysis Extent



\* Scale accurate only when printed. MAP/DATA Disclaimer: It is understood that while, the AIMS participating agencies and information suppliers have no indication and reason to believe that there are inaccuracies in information incorporated in the base map, AIMS AND ITS SUPPLIER MAKE NO REPRESENTATIONS OF ANY KIND, INCLUDING BUT NOT LIMITED TO WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR USE, NOR ARE ANY SUCH WARRANTIES TO BE IMPLIED WITH RESPECT TO THE INFORMATION, DATA, OR SERVICE FURNISHED HEREIN. 1/24/2008





**Table 1: Page 1**  
**Demographic Characteristics**

|   | <u>66061</u>  | <u>66062</u>  | <u>66203</u>  | <u>66204</u>  |
|---|---------------|---------------|---------------|---------------|
| <b>Population</b>                       | 12,244        | 11,333        | 9,744         | 5,658         |
| <b>Households:</b>                      | 4,548         | 4,408         | 4,455         | 2,846         |
| <b>Family Households</b>                | 3,284         | 3,487         | 2,729         | 1,530         |
| <b>Non-Family Households</b>            | 1,263         | 921           | 1,726         | 1,316         |
| <b>Average Household Size</b>           | 2.69          | 2.57          | 2.19          | 1.99          |
| <b>Annual HH Growth Rate</b>            | 1.88%         | 4.49%         | 0.09%         | 0.63%         |
| <b>Homeowner Households:</b>            | 3,113         | 2,063         | 2,292         | 749           |
| <b>Average Value of Homes</b>           | \$195,204     | \$190,330     | \$147,903     | \$132,185     |
| <b>Renter Households:</b>               | 1,434         | 2,345         | 2,163         | 2,097         |
| <b>Average Rent</b>                     | \$668         | \$888         | \$677         | \$939         |
| <b>White</b>                            | 10,371        | 10,041        | 8,439         | 4,973         |
| <b>Black</b>                            | 490           | 397           | 390           | 175           |
| <b>Asian or Pacific Islander</b>        | 404           | 465           | 234           | 187           |
| <b>American Indian or Alaska Native</b> | 61            | 45            | 39            | 34            |
| <b>Two or More Races</b>                | 294           | 181           | 273           | 124           |
| <b>Some Other Race</b>                  | 624           | 204           | 370           | 164           |
| <b>Hispanic of Any Race</b>             | 1,188         | 544           | 838           | 453           |
| <b>Population Age 0-4</b>               | 1,041         | 1,099         | 624           | 351           |
| <b>Population Age 5-9</b>               | 1,053         | 1,065         | 604           | 339           |
| <b>Population Age 10-14</b>             | 931           | 929           | 536           | 300           |
| <b>Population Age 15-19</b>             | 820           | 827           | 575           | 306           |
| <b>Population Age 20-24</b>             | 686           | 691           | 575           | 424           |
| <b>Population Age 25-44</b>             | 4,028         | 3,887         | 2,884         | 1,867         |
| <b>Population Age 45-64</b>             | 2,853         | 2,357         | 2,534         | 1,301         |
| <b>Population Age 65-84</b>             | 735           | 419           | 1,208         | 628           |
| <b>Population Over 85</b>               | 98            | 57            | 205           | 141           |
| <b>Median Age</b>                       | 33.2          | 31.8          | 38.7          | 36.4          |
| <b>Percapita Income:</b>                | \$32,698      | \$35,657      | \$31,955      | \$30,609      |
| <b>Percent Of Kansas City MSA</b>       | 109%          | 119%          | 106%          | 102%          |
| <b>Percent Of US</b>                    | 117%          | 128%          | 114%          | 110%          |
| <b>Average Household Income:</b>        | \$88,034      | \$91,680      | \$69,894      | \$60,849      |
| <b>Percent Of Kansas City MSA</b>       | 115%          | 120%          | 92%           | 80%           |
| <b>Percent Of US</b>                    | 119%          | 124%          | 94%           | 82%           |
| <b>Median Household Income:</b>         | \$70,832      | \$77,542      | \$59,808      | \$52,268      |
| <b>Percent Of Kansas City MSA</b>       | 120%          | 131%          | 101%          | 89%           |
| <b>Percent Of US</b>                    | 133%          | 146%          | 113%          | 98%           |
| <b>HHs Earning Less Than \$25,000</b>   | 464           | 256           | 615           | 339           |
| <b>HHs \$25,000 to \$49,999</b>         | 1,014         | 564           | 1,163         | 859           |
| <b>HHs \$50,000 to \$99,999</b>         | 1,837         | 1,834         | 1,933         | 1,281         |
| <b>HHs \$100,000 to \$149,999</b>       | 791           | 1,089         | 544           | 273           |
| <b>HHs Earning More Than \$150,000</b>  | 441           | 666           | 200           | 94            |
| <b>Total Household Income</b>           | \$400,354,619 | \$404,116,060 | \$311,379,084 | \$173,176,185 |

**Table 1: Page 2**  
**Demographic Characteristics**

|   | <u>66210</u>  | <u>66212</u>  | <u>66213</u> | <u>66214</u>  |
|---|---------------|---------------|--------------|---------------|
| <b>Population</b>                       | 8,616         | 12,189        | 1,564        | 11,540        |
| <b>Households:</b>                      | 3,961         | 5,487         | 621          | 5,439         |
| <b>Family Households</b>                | 2,372         | 3,209         | 441          | 3,041         |
| <b>Non-Family Households</b>            | 1,589         | 2,278         | 180          | 2,398         |
| <b>Average Household Size</b>           | 2.18          | 2.22          | 2.52         | 2.12          |
| <b>Annual HH Growth Rate</b>            | 1.59%         | -0.06%        | 1.18%        | -0.21%        |
| <b>Homeowner Households:</b>            | 2,127         | 3,431         | 390          | 2,733         |
| <b>Average Value of Homes</b>           | \$187,227     | \$158,036     | \$273,248    | \$179,336     |
| <b>Renter Households:</b>               | 1,834         | 2,057         | 231          | 2,706         |
| <b>Average Rent</b>                     | \$914         | \$827         | \$999        | \$688         |
| <b>White</b>                            | 7,470         | 10,434        | 1,367        | 9,613         |
| <b>Black</b>                            | 241           | 414           | 42           | 473           |
| <b>Asian or Pacific Islander</b>        | 586           | 756           | 119          | 785           |
| <b>American Indian or Alaska Native</b> | 26            | 37            | 5            | 35            |
| <b>Two or More Races</b>                | 164           | 219           | 19           | 265           |
| <b>Some Other Race</b>                  | 129           | 329           | 13           | 369           |
| <b>Hispanic of Any Race</b>             | 396           | 939           | 50           | 866           |
| <b>Population Age 0-4</b>               | 474           | 646           | 136          | 658           |
| <b>Population Age 5-9</b>               | 526           | 670           | 149          | 669           |
| <b>Population Age 10-14</b>             | 534           | 670           | 150          | 704           |
| <b>Population Age 15-19</b>             | 620           | 804           | 106          | 796           |
| <b>Population Age 20-24</b>             | 594           | 756           | 63           | 900           |
| <b>Population Age 25-44</b>             | 2,550         | 3,352         | 515          | 3,497         |
| <b>Population Age 45-64</b>             | 2,645         | 3,242         | 375          | 3,116         |
| <b>Population Age 65-84</b>             | 594           | 1,743         | 61           | 1,096         |
| <b>Population Over 85</b>               | 78            | 305           | 9            | 104           |
| <b>Median Age</b>                       | 37.5          | 40.5          | 33.8         | 35.8          |
| <b>Percapita Income:</b>                | \$40,398      | \$31,155      | \$54,185     | \$35,920      |
| <b>Percent Of Kansas City MSA</b>       | 135%          | 104%          | 180%         | 120%          |
| <b>Percent Of US</b>                    | 145%          | 112%          | 194%         | 129%          |
| <b>Average Household Income:</b>        | \$87,870      | \$69,206      | \$136,526    | \$76,216      |
| <b>Percent Of Kansas City MSA</b>       | 115%          | 91%           | 179%         | 100%          |
| <b>Percent Of US</b>                    | 119%          | 93%           | 184%         | 103%          |
| <b>Median Household Income:</b>         | \$71,669      | \$56,605      | \$110,532    | \$59,434      |
| <b>Percent Of Kansas City MSA</b>       | 121%          | 96%           | 187%         | 101%          |
| <b>Percent Of US</b>                    | 135%          | 106%          | 208%         | 112%          |
| <b>HHs Earning Less Than \$25,000</b>   | 242           | 735           | 36           | 712           |
| <b>HHs \$25,000 to \$49,999</b>         | 642           | 1,410         | 69           | 1,539         |
| <b>HHs \$50,000 to \$99,999</b>         | 1,727         | 2,222         | 160          | 1,963         |
| <b>HHs \$100,000 to \$149,999</b>       | 840           | 768           | 143          | 789           |
| <b>HHs Earning More Than \$150,000</b>  | 511           | 351           | 213          | 435           |
| <b>Total Household Income</b>           | \$348,065,464 | \$379,764,728 | \$84,765,447 | \$414,527,248 |

**Table 1: Page 3**  
**Demographic Characteristics**

|   | <u>66215</u>  | <u>66216</u>  | <u>66217</u>  | <u>66218</u>  |
|---|---------------|---------------|---------------|---------------|
| <b>Population</b>                       | 23,478        | 23,566        | 4,382         | 5,134         |
| <b>Households:</b>                      | 9,921         | 8,658         | 2,068         | 1,840         |
| <b>Family Households</b>                | 6,527         | 6,743         | 1,496         | 1,595         |
| <b>Non-Family Households</b>            | 3,394         | 1,915         | 572           | 245           |
| <b>Average Household Size</b>           | 2.37          | 2.72          | 2.12          | 2.79          |
| <b>Annual HH Growth Rate</b>            | 0.00%         | 1.48%         | 4.24%         | 11.59%        |
| <b>Homeowner Households:</b>            | 6,610         | 6,888         | 1,158         | 1,614         |
| <b>Average Value of Homes</b>           | \$190,563     | \$220,597     | \$349,227     | \$253,023     |
| <b>Renter Households:</b>               | 3,311         | 1,770         | 910           | 226           |
| <b>Average Rent</b>                     | \$920         | \$647         | \$808         | \$760         |
| <b>White</b>                            | 20,661        | 20,408        | 3,927         | 4,754         |
| <b>Black</b>                            | 775           | 848           | 127           | 77            |
| <b>Asian or Pacific Islander</b>        | 986           | 1,343         | 131           | 72            |
| <b>American Indian or Alaska Native</b> | 70            | 71            | 9             | 15            |
| <b>Two or More Races</b>                | 399           | 424           | 110           | 108           |
| <b>Some Other Race</b>                  | 587           | 471           | 79            | 108           |
| <b>Hispanic of Any Race</b>             | 1,362         | 1,225         | 228           | 272           |
| <b>Population Age 0-4</b>               | 1,338         | 1,485         | 250           | 508           |
| <b>Population Age 5-9</b>               | 1,456         | 1,626         | 259           | 596           |
| <b>Population Age 10-14</b>             | 1,643         | 1,720         | 307           | 395           |
| <b>Population Age 15-19</b>             | 1,690         | 1,767         | 364           | 308           |
| <b>Population Age 20-24</b>             | 1,620         | 1,485         | 219           | 180           |
| <b>Population Age 25-44</b>             | 6,034         | 5,726         | 1,293         | 1,787         |
| <b>Population Age 45-64</b>             | 6,903         | 7,541         | 1,354         | 1,176         |
| <b>Population Age 65-84</b>             | 1,996         | 1,980         | 316           | 175           |
| <b>Population Over 85</b>               | 798           | 236           | 22            | 10            |
| <b>Median Age</b>                       | 39.3          | 39.7          | 37.6          | 34.6          |
| <b>Percapita Income:</b>                | \$39,584      | \$38,892      | \$58,548      | \$43,945      |
| <b>Percent Of Kansas City MSA</b>       | 132%          | 130%          | 195%          | 146%          |
| <b>Percent Of US</b>                    | 142%          | 139%          | 210%          | 157%          |
| <b>Average Household Income:</b>        | \$93,673      | \$105,859     | \$124,094     | \$122,622     |
| <b>Percent Of Kansas City MSA</b>       | 123%          | 139%          | 163%          | 161%          |
| <b>Percent Of US</b>                    | 126%          | 143%          | 167%          | 165%          |
| <b>Median Household Income:</b>         | \$74,394      | \$83,056      | \$92,703      | \$108,757     |
| <b>Percent Of Kansas City MSA</b>       | 126%          | 141%          | 157%          | 184%          |
| <b>Percent Of US</b>                    | 140%          | 156%          | 174%          | 205%          |
| <b>HHs Earning Less Than \$25,000</b>   | 853           | 667           | 134           | 70            |
| <b>HHs \$25,000 to \$49,999</b>         | 2,064         | 1,420         | 271           | 120           |
| <b>HHs \$50,000 to \$99,999</b>         | 3,721         | 3,273         | 699           | 637           |
| <b>HHs \$100,000 to \$149,999</b>       | 1,905         | 1,688         | 428           | 631           |
| <b>HHs Earning More Than \$150,000</b>  | 1,379         | 1,610         | 536           | 383           |
| <b>Total Household Income</b>           | \$929,371,657 | \$916,514,500 | \$256,576,219 | \$225,616,630 |

**Table 1: Page 4**  
**Demographic Characteristics**

|   | <u>66219</u>  | <u>66220</u>  | <u>66226</u> | <u>66227</u> |
|---|---------------|---------------|--------------|--------------|
| <b>Population</b>                       | 10,298        | 5,702         | 2,415        | 2,804        |
| <b>Households:</b>                      | 4,249         | 2,100         | 876          | 1,154        |
| <b>Family Households</b>                | 2,607         | 1,790         | 770          | 966          |
| <b>Non-Family Households</b>            | 1,642         | 310           | 106          | 188          |
| <b>Average Household Size</b>           | 2.42          | 2.72          | 2.76         | 2.43         |
| <b>Annual HH Growth Rate</b>            | 2.47%         | 17.24%        | 7.73%        | 11.16%       |
| <b>Homeowner Households:</b>            | 2,167         | 2,058         | 460          | 921          |
| <b>Average Value of Homes</b>           | \$226,045     | \$404,501     | \$228,760    | \$221,992    |
| <b>Renter Households:</b>               | 2,082         | 42            | 416          | 233          |
| <b>Average Rent</b>                     | \$1,190       | \$708         | \$1,190      | \$658        |
| <b>White</b>                            | 9,041         | 5,377         | 2,250        | 2,703        |
| <b>Black</b>                            | 330           | 125           | 46           | 17           |
| <b>Asian or Pacific Islander</b>        | 535           | 114           | 51           | 17           |
| <b>American Indian or Alaska Native</b> | 31            | 11            | 7            | 20           |
| <b>Two or More Races</b>                | 185           | 34            | 31           | 31           |
| <b>Some Other Race</b>                  | 175           | 40            | 29           | 17           |
| <b>Hispanic of Any Race</b>             | 412           | 177           | 101          | 76           |
| <b>Population Age 0-4</b>               | 700           | 268           | 278          | 160          |
| <b>Population Age 5-9</b>               | 680           | 456           | 307          | 191          |
| <b>Population Age 10-14</b>             | 762           | 445           | 212          | 224          |
| <b>Population Age 15-19</b>             | 762           | 336           | 128          | 219          |
| <b>Population Age 20-24</b>             | 669           | 222           | 75           | 135          |
| <b>Population Age 25-44</b>             | 3,666         | 981           | 838          | 673          |
| <b>Population Age 45-64</b>             | 2,719         | 2,412         | 488          | 973          |
| <b>Population Age 65-84</b>             | 319           | 553           | 82           | 196          |
| <b>Population Over 85</b>               | 21            | 29            | 7            | 34           |
| <b>Median Age</b>                       | 32.3          | 46.6          | 34.3         | 41.3         |
| <b>Percapita Income:</b>                | \$39,860      | \$59,744      | \$38,289     | \$35,662     |
| <b>Percent Of Kansas City MSA</b>       | 133%          | 199%          | 128%         | 119%         |
| <b>Percent Of US</b>                    | 143%          | 214%          | 137%         | 128%         |
| <b>Average Household Income:</b>        | \$96,599      | \$162,216     | \$105,519    | \$86,627     |
| <b>Percent Of Kansas City MSA</b>       | 127%          | 212%          | 138%         | 113%         |
| <b>Percent Of US</b>                    | 130%          | 219%          | 142%         | 117%         |
| <b>Median Household Income:</b>         | \$82,487      | \$130,108     | \$89,457     | \$68,752     |
| <b>Percent Of Kansas City MSA</b>       | 140%          | 220%          | 151%         | 116%         |
| <b>Percent Of US</b>                    | 155%          | 245%          | 168%         | 129%         |
| <b>HHs Earning Less Than \$25,000</b>   | 204           | 27            | 23           | 93           |
| <b>HHs \$25,000 to \$49,999</b>         | 799           | 155           | 74           | 203          |
| <b>HHs \$50,000 to \$99,999</b>         | 1,555         | 552           | 348          | 489          |
| <b>HHs \$100,000 to \$149,999</b>       | 1,028         | 546           | 268          | 247          |
| <b>HHs Earning More Than \$150,000</b>  | 663           | 819           | 164          | 121          |
| <b>Total Household Income</b>           | \$410,461,208 | \$340,656,247 | \$92,454,851 | \$99,987,360 |

**Table 1: Page 5**  
**Demographic Characteristics**

|   | <u>Trade Area</u> |       | <u>K.C.</u>  | <u>U.S.</u> |
|---|-------------------|-------|--------------|-------------|
|   | <u>Summary</u>    |       | <u>Metro</u> |             |
| <b>Population</b>                       | 150,667           |       | 1,997,567    | 306,348,230 |
| <b>Households:</b>                      | 62,631            |       | 785,712      | 115,337,039 |
| <b>Family Households</b>                | 42,589            | 68.0% | 65.9%        | 67.0%       |
| <b>Non-Family Households</b>            | 20,043            | 32.0% | 34.1%        | 33.0%       |
| <b>Average Household Size</b>           | 2.41              |       | 2.50         | 2.59        |
| <b>Annual HH Growth Rate</b>            | 1.87%             |       | 1.3%         | 1.2%        |
| <b>Homeowner Households:</b>            | 38,775            |       | 70.2%        | 68.1%       |
| <b>Average Value of Homes</b>           | \$211,464         |       |              |             |
| <b>Renter Households:</b>               | 23,857            |       | 29.8%        | 31.9%       |
| <b>Average Rent</b>                     | \$847             |       |              |             |
| <b>White</b>                            | 131,829           | 87.5% | 79.9%        | 72.7%       |
| <b>Black</b>                            | 4,968             | 3.3%  | 12.5%        | 12.6%       |
| <b>Asian or Pacific Islander</b>        | 6,784             | 4.5%  | 2.3%         | 4.5%        |
| <b>American Indian or Alaska Native</b> | 516               | 0.3%  | 0.5%         | 0.9%        |
| <b>Two or More Races</b>                | 2,862             | 1.9%  | 2.1%         | 2.8%        |
| <b>Some Other Race</b>                  | 3,709             | 2.5%  | 2.7%         | 6.5%        |
| <b>Hispanic of Any Race</b>             | 9,126             | 6.1%  | 6.3%         | 15.0%       |
| <b>Population Age 0-4</b>               | 10,015            | 6.6%  | 7.3%         | 6.9%        |
| <b>Population Age 5-9</b>               | 10,645            | 7.1%  | 7.0%         | 6.5%        |
| <b>Population Age 10-14</b>             | 10,464            | 6.9%  | 6.8%         | 6.8%        |
| <b>Population Age 15-19</b>             | 10,430            | 6.9%  | 6.8%         | 7.1%        |
| <b>Population Age 20-24</b>             | 9,294             | 6.2%  | 6.5%         | 7.0%        |
| <b>Population Age 25-44</b>             | 43,578            | 28.9% | 28.3%        | 27.6%       |
| <b>Population Age 45-64</b>             | 41,988            | 27.9% | 25.8%        | 25.4%       |
| <b>Population Age 65-84</b>             | 12,101            | 8.0%  | 9.7%         | 10.7%       |
| <b>Population Over 85</b>               | 2,152             | 1.4%  | 1.7%         | 1.9%        |
| <b>Median Age</b>                       | 37.4              |       | 36.6         | 36.7        |
| <b>Percapita Income:</b>                | \$38,414          |       | \$30,026     | \$27,916    |
| <b>Percent Of Kansas City MSA</b>       | 128%              |       | 100%         | 93%         |
| <b>Percent Of US</b>                    | 138%              |       | 108%         | 100%        |
| <b>Average Household Income:</b>        | \$92,410          |       | \$76,337     | \$74,148    |
| <b>Percent Of Kansas City MSA</b>       | 121%              |       | 100%         | 97%         |
| <b>Percent Of US</b>                    | 125%              |       | 103%         | 100%        |
| <b>Median Household Income:</b>         | \$74,977          |       | \$59,055     | \$53,154    |
| <b>Percent Of Kansas City MSA</b>       | 127%              |       | 100%         | 90%         |
| <b>Percent Of US</b>                    | 141%              |       | 111%         | 100%        |
| <b>HHs Earning Less Than \$25,000</b>   | 5,470             | 8.7%  | 17.0%        | 21.9%       |
| <b>HHs \$25,000 to \$49,999</b>         | 12,366            | 19.7% | 24.8%        | 25.0%       |
| <b>HHs \$50,000 to \$99,999</b>         | 24,232            | 38.7% | 36.0%        | 32.3%       |
| <b>HHs \$100,000 to \$149,999</b>       | 11,978            | 19.1% | 13.7%        | 12.3%       |
| <b>HHs Earning More Than \$150,000</b>  | 8,586             | 13.7% | 8.5%         | 8.4%        |
| <b>Total Household Income</b>           | \$5,787,787,505   |       |              |             |

**Table 2: Page 1**  
**Annual Market Potential**

|  | <u>66061</u> | <u>66062</u> | <u>66203</u> | <u>66204</u> |
|--|--------------|--------------|--------------|--------------|
| <b>Food &amp; Beverages:</b>                         |              |              |              |              |
| Food Consumed at Home                                | \$18,833,120 | \$18,631,902 | \$17,062,956 | \$9,489,712  |
| Food Consumed Away From Home                         | \$15,949,691 | \$16,458,056 | \$13,632,796 | \$7,581,998  |
| Alcoholic Beverages (consumed at, or away from home) | \$3,270,059  | \$2,690,366  | \$2,580,987  | \$1,435,438  |
| <b>Housing &amp; Household Expenses:</b>             |              |              |              |              |
| Shelter (owned & rented dwellings)                   | \$54,789,798 | \$47,828,322 | \$42,722,229 | \$23,760,339 |
| Utilities, Fuels & Public Services                   | \$18,180,971 | \$14,778,435 | \$14,858,451 | \$8,263,657  |
| Household Operations                                 | \$6,204,728  | \$5,228,378  | \$3,743,895  | \$2,082,200  |
| Housekeeping & Garden Supplies                       | \$4,015,372  | \$3,318,366  | \$2,831,974  | \$1,575,027  |
| Household Textiles                                   | \$1,239,082  | \$1,177,964  | \$694,398    | \$386,196    |
| Furniture  | \$2,683,126  | \$2,939,337  | \$2,455,493  | \$1,365,644  |
| Floor Coverings                                      | \$372,656    | \$327,006    | \$188,241    | \$104,692    |
| Major Appliances                                     | \$1,504,600  | \$1,174,248  | \$1,342,782  | \$746,800    |
| Small Appliances, Misc. Housewares                   | \$698,731    | \$813,799    | \$543,806    | \$302,442    |
| Misc. Household Equipment                            | \$5,328,986  | \$5,180,070  | \$3,501,273  | \$1,947,264  |
| <b>Apparel:</b>                                      |              |              |              |              |
| Men's Apparel (16 and over)                          | \$2,235,938  | \$2,504,568  | \$1,752,728  | \$974,795    |
| Boys' Apparel (2 to 15)                              | \$619,541    | \$650,296    | \$527,073    | \$293,136    |
| Women's Apparel (16 and over)                        | \$4,639,571  | \$4,652,401  | \$2,907,270  | \$1,616,904  |
| Girls' Apparel (2 to 15)                             | \$754,629    | \$884,402    | \$665,116    | \$369,910    |
| Children Under 2                                     | \$428,555    | \$538,816    | \$493,608    | \$274,525    |
| Footwear   | \$1,779,434  | \$2,355,929  | \$1,589,587  | \$884,062    |
| Other Apparel Products & Services                    | \$1,956,446  | \$1,954,603  | \$1,351,149  | \$751,453    |
| <b>Transportation:</b>                               |              |              |              |              |
| Vehicle Purchases                                    | \$25,694,654 | \$22,344,161 | \$17,644,410 | \$9,813,092  |
| Vehicle Finance Charges                              | \$2,627,227  | \$2,136,686  | \$2,338,365  | \$1,300,502  |
| Gasoline & Motor Oil                                 | \$11,021,311 | \$9,111,572  | \$8,914,234  | \$4,957,729  |
| Vehicle Maintenance & Repairs                        | \$4,881,798  | \$4,024,402  | \$3,471,992  | \$1,930,978  |
| Other Transportation                                 | \$3,577,501  | \$3,418,698  | \$2,300,717  | \$1,279,564  |
| <b>Medical Care:</b>                                 |              |              |              |              |
| Medical Services (hospital & medical professional)   | \$4,402,003  | \$4,321,680  | \$3,626,767  | \$2,017,058  |
| Medicine (prescription & nonprescription drugs)      | \$2,459,532  | \$2,114,390  | \$2,137,576  | \$1,188,831  |
| Medical Supplies                                     | \$675,440    | \$824,947    | \$497,792    | \$276,851    |
| <b>Insurance:</b>                                    |              |              |              |              |
| Health Insurance                                     | \$8,226,389  | \$6,607,005  | \$6,408,544  | \$3,564,167  |
| Vehicle Insurance                                    | \$6,665,890  | \$5,886,105  | \$5,207,987  | \$2,896,467  |
| Life & Other Personal Insurance                      | \$3,004,542  | \$2,917,041  | \$1,798,743  | \$1,000,386  |
| <b>Entertainment:</b>                                |              |              |              |              |
| Fees & Admissions                                    | \$4,304,181  | \$3,920,354  | \$2,815,241  | \$1,565,721  |
| Television, Radios & Sound Equipment                 | \$5,319,669  | \$4,466,603  | \$4,250,052  | \$2,363,704  |
| Pets, Toys, & Playground Equipment                   | \$2,813,555  | \$2,285,325  | \$2,342,549  | \$1,302,829  |
| Other Entertainment Supplies, Equipment & Services   | \$4,690,812  | \$2,757,254  | \$2,597,719  | \$1,444,744  |
| <b>Education:</b>                                    |              |              |              |              |
| Tuition, Fees, Textbooks, Supplies                   | \$7,173,634  | \$6,930,294  | \$3,932,135  | \$2,186,891  |
| Books, Newspapers & Magazines                        | \$917,666    | \$843,526    | \$665,116    | \$369,910    |
| <b>Personal Care Products &amp; Services:</b>        |              |              |              |              |
|  | \$3,968,790  | \$3,827,455  | \$2,752,495  | \$1,530,824  |
| <b>Miscellaneous</b>                                 |              |              |              |              |
|  | \$4,164,435  | \$4,206,484  | \$3,384,146  | \$1,882,122  |
| <b>Cash Contributions:</b>                           |              |              |              |              |
|  | \$9,558,635  | \$9,085,560  | \$6,488,023  | \$3,608,370  |

**Table 2: Page 2**  
**Annual Market Potential**

|  | <u>66210</u> | <u>66212</u> | <u>66213</u> | <u>66214</u> |
|--|--------------|--------------|--------------|--------------|
| <b>Food &amp; Beverages:</b>                         |              |              |              |              |
| Food Consumed at Home                                | \$16,047,671 | \$17,864,549 | \$3,780,107  | \$19,499,816 |
| Food Consumed Away From Home                         | \$14,175,336 | \$15,129,412 | \$3,326,521  | \$16,514,313 |
| Alcoholic Beverages (consumed at, or away from home) | \$2,317,215  | \$3,101,883  | \$605,008    | \$3,385,820  |
| <b>Housing &amp; Household Expenses:</b>             |              |              |              |              |
| Shelter (owned & rented dwellings)                   | \$41,194,569 | \$51,972,006 | \$10,141,899 | \$56,729,367 |
| Utilities, Fuels & Public Services                   | \$12,728,677 | \$17,245,939 | \$3,032,543  | \$18,824,581 |
| Household Operations                                 | \$4,503,206  | \$5,885,624  | \$1,227,068  | \$6,424,377  |
| Housekeeping & Garden Supplies                       | \$2,858,111  | \$3,808,865  | \$716,870    | \$4,157,517  |
| Household Textiles                                   | \$1,014,581  | \$1,175,357  | \$259,192    | \$1,282,946  |
| Furniture  | \$2,531,653  | \$2,545,135  | \$898,986    | \$2,778,109  |
| Floor Coverings                                      | \$281,650    | \$353,491    | \$63,434     | \$385,848    |
| Major Appliances                                     | \$1,011,381  | \$1,427,220  | \$266,013    | \$1,557,863  |
| Small Appliances, Misc. Housewares                   | \$700,925    | \$662,796    | \$160,290    | \$723,466    |
| Misc. Household Equipment                            | \$4,461,598  | \$5,054,920  | \$1,199,785  | \$5,517,633  |
| <b>Apparel:</b>                                      |              |              |              |              |
| Men's Apparel (16 and over)                          | \$2,157,186  | \$2,120,946  | \$468,591    | \$2,315,091  |
| Boys' Apparel (2 to 15)                              | \$560,100    | \$587,679    | \$105,041    | \$641,473    |
| Women's Apparel (16 and over)                        | \$4,007,117  | \$4,400,962  | \$934,454    | \$4,803,813  |
| Girls' Apparel (2 to 15)                             | \$761,736    | \$715,819    | \$154,151    | \$781,343    |
| Children Under 2                                     | \$464,083    | \$406,515    | \$100,948    | \$443,726    |
| Footwear   | \$2,029,163  | \$1,687,919  | \$386,059    | \$1,842,426  |
| Other Apparel Products & Services                    | \$1,683,501  | \$1,855,827  | \$356,730    | \$2,025,704  |
| <b>Transportation:</b>                               |              |              |              |              |
| Vehicle Purchases                                    | \$19,245,043 | \$24,373,201 | \$4,793,683  | \$26,604,250 |
| Vehicle Finance Charges                              | \$1,840,329  | \$2,492,111  | \$446,765    | \$2,720,232  |
| Gasoline & Motor Oil                                 | \$7,847,804  | \$10,454,495 | \$1,832,076  | \$11,411,468 |
| Vehicle Maintenance & Repairs                        | \$3,466,220  | \$4,630,731  | \$836,916    | \$5,054,615  |
| Other Transportation                                 | \$2,944,527  | \$3,393,513  | \$652,072    | \$3,704,145  |
| <b>Medical Care:</b>                                 |              |              |              |              |
| Medical Services (hospital & medical professional)   | \$3,722,266  | \$4,175,612  | \$832,824    | \$4,557,835  |
| Medicine (prescription & nonprescription drugs)      | \$1,821,126  | \$2,333,040  | \$405,158    | \$2,546,600  |
| Medical Supplies                                     | \$710,527    | \$640,702    | \$134,370    | \$699,350    |
| <b>Insurance:</b>                                    |              |              |              |              |
| Health Insurance                                     | \$5,690,618  | \$7,803,313  | \$1,227,068  | \$8,517,604  |
| Vehicle Insurance                                    | \$5,069,707  | \$6,323,069  | \$1,189,554  | \$6,901,864  |
| Life & Other Personal Insurance                      | \$2,512,449  | \$2,850,021  | \$616,603    | \$3,110,903  |
| <b>Entertainment:</b>                                |              |              |              |              |
| Fees & Admissions                                    | \$3,376,604  | \$4,082,820  | \$1,006,755  | \$4,456,549  |
| Television, Radios & Sound Equipment                 | \$3,847,088  | \$5,046,083  | \$901,032    | \$5,507,986  |
| Pets, Toys, & Playground Equipment                   | \$1,968,352  | \$2,668,857  | \$553,170    | \$2,913,156  |
| Other Entertainment Supplies, Equipment & Services   | \$2,374,825  | \$4,449,567  | \$755,748    | \$4,856,867  |
| <b>Education:</b>                                    |              |              |              |              |
| Tuition, Fees, Textbooks, Supplies                   | \$5,969,068  | \$6,804,701  | \$1,477,393  | \$7,427,582  |
| Books, Newspapers & Magazines                        | \$726,530    | \$870,471    | \$203,261    | \$950,152    |
| <b>Personal Care Products &amp; Services:</b>        |              |              |              |              |
|  | \$3,296,590  | \$3,764,679  | \$812,361    | \$4,109,286  |
| <b>Miscellaneous</b>                                 |              |              |              |              |
|  | \$3,623,048  | \$3,950,261  | \$777,575    | \$4,311,856  |
| <b>Cash Contributions:</b>                           |              |              |              |              |
|  | \$7,825,400  | \$9,067,043  | \$1,822,527  | \$9,897,012  |

**Table 2: Page 3**  
**Annual Market Potential**

|  | <u>66215</u>  | <u>66216</u>  | <u>66217</u> | <u>66218</u> |
|--|---------------|---------------|--------------|--------------|
| <b>Food &amp; Beverages:</b>                         |               |               |              |              |
| Food Consumed at Home                                | \$42,848,981  | \$42,256,197  | \$11,441,991 | \$10,402,128 |
| Food Consumed Away From Home                         | \$37,849,648  | \$37,326,027  | \$10,069,034 | \$9,188,477  |
| Alcoholic Beverages (consumed at, or away from home) | \$6,187,208   | \$6,101,613   | \$1,831,297  | \$1,502,022  |
| <b>Housing &amp; Household Expenses:</b>             |               |               |              |              |
| Shelter (owned & rented dwellings)                   | \$109,993,863 | \$108,472,181 | \$30,698,477 | \$26,702,390 |
| Utilities, Fuels & Public Services                   | \$33,986,916  | \$33,516,732  | \$9,179,193  | \$8,250,750  |
| Household Operations                                 | \$12,024,036  | \$11,857,692  | \$3,714,208  | \$2,918,986  |
| Housekeeping & Garden Supplies                       | \$7,631,460   | \$7,525,884   | \$2,169,890  | \$1,852,633  |
| Household Textiles                                   | \$2,709,040   | \$2,671,563   | \$784,546    | \$657,653    |
| Furniture  | \$6,759,781   | \$6,666,265   | \$2,721,137  | \$1,641,022  |
| Floor Coverings                                      | \$752,036     | \$741,632     | \$192,007    | \$182,566    |
| Major Appliances                                     | \$2,700,494   | \$2,663,135   | \$805,192    | \$655,579    |
| Small Appliances, Misc. Housewares                   | \$1,871,545   | \$1,845,654   | \$485,180    | \$454,341    |
| Misc. Household Equipment                            | \$11,912,940  | \$11,748,133  | \$3,631,624  | \$2,892,016  |
| <b>Apparel:</b>                                      |               |               |              |              |
| Men's Apparel (16 and over)                          | \$5,759,915   | \$5,680,231   | \$1,418,377  | \$1,398,292  |
| Boys' Apparel (2 to 15)                              | \$1,495,527   | \$1,474,837   | \$317,948    | \$363,058    |
| Women's Apparel (16 and over)                        | \$10,699,426  | \$10,551,408  | \$2,828,496  | \$2,597,420  |
| Girls' Apparel (2 to 15)                             | \$2,033,917   | \$2,005,779   | \$466,599    | \$493,759    |
| Children Under 2                                     | \$1,239,151   | \$1,222,008   | \$305,560    | \$300,819    |
| Footwear   | \$5,418,080   | \$5,343,125   | \$1,168,561  | \$1,315,307  |
| Other Apparel Products & Services                    | \$4,495,126   | \$4,432,940   | \$1,079,784  | \$1,091,248  |
| <b>Transportation:</b>                               |               |               |              |              |
| Vehicle Purchases                                    | \$51,386,302  | \$50,675,412  | \$14,509,980 | \$12,474,670 |
| Vehicle Finance Charges                              | \$4,913,874   | \$4,845,894   | \$1,352,310  | \$1,192,905  |
| Gasoline & Motor Oil                                 | \$20,954,468  | \$20,664,578  | \$5,545,505  | \$5,086,960  |
| Vehicle Maintenance & Repairs                        | \$9,255,175   | \$9,127,136   | \$2,533,259  | \$2,246,810  |
| Other Transportation                                 | \$7,862,198   | \$7,753,431   | \$1,973,754  | \$1,908,647  |
| <b>Medical Care:</b>                                 |               |               |              |              |
| Medical Services (hospital & medical professional)   | \$9,938,844   | \$9,801,348   | \$2,520,872  | \$2,412,779  |
| Medicine (prescription & nonprescription drugs)      | \$4,862,599   | \$4,795,328   | \$1,226,370  | \$1,180,457  |
| Medical Supplies                                     | \$1,897,183   | \$1,870,937   | \$406,725    | \$460,565    |
| <b>Insurance:</b>                                    |               |               |              |              |
| Health Insurance                                     | \$15,194,553  | \$14,984,348  | \$3,714,208  | \$3,688,668  |
| Vehicle Insurance                                    | \$13,536,654  | \$13,349,385  | \$3,600,655  | \$3,286,193  |
| Life & Other Personal Insurance                      | \$6,708,506   | \$6,615,699   | \$1,866,395  | \$1,628,574  |
| <b>Entertainment:</b>                                |               |               |              |              |
| Fees & Admissions                                    | \$9,015,890   | \$8,891,162   | \$3,047,344  | \$2,188,721  |
| Television, Radios & Sound Equipment                 | \$10,272,133  | \$10,130,026  | \$2,727,331  | \$2,493,689  |
| Pets, Toys, & Playground Equipment                   | \$5,255,709   | \$5,183,000   | \$1,674,387  | \$1,275,889  |
| Other Entertainment Supplies, Equipment & Services   | \$6,341,034   | \$6,253,310   | \$2,287,572  | \$1,539,366  |
| <b>Education:</b>                                    |               |               |              |              |
| Tuition, Fees, Textbooks, Supplies                   | \$15,938,043  | \$15,717,552  | \$4,471,915  | \$3,869,160  |
| Books, Newspapers & Magazines                        | \$1,939,912   | \$1,913,075   | \$615,250    | \$470,938    |
| <b>Personal Care Products &amp; Services:</b>        |               |               |              |              |
|  | \$8,802,244   | \$8,680,471   | \$2,458,934  | \$2,136,855  |
| <b>Miscellaneous</b>                                 |               |               |              |              |
|  | \$9,673,922   | \$9,540,091   | \$2,353,639  | \$2,348,466  |
| <b>Cash Contributions:</b>                           |               |               |              |              |
|  | \$20,894,647  | \$20,605,585  | \$5,516,600  | \$5,072,438  |



**Table 2: Page 4**  
**Annual Market Potential**

|  | <u>66219</u> | <u>66220</u> | <u>66226</u> | <u>66227</u> |
|--|--------------|--------------|--------------|--------------|
| <b>Food &amp; Beverages:</b>                         |              |              |              |              |
| Food Consumed at Home                                | \$18,924,447 | \$9,006,222  | \$4,262,661  | \$4,609,950  |
| Food Consumed Away From Home                         | \$16,716,469 | \$10,355,613 | \$3,765,322  | \$4,072,091  |
| Alcoholic Beverages (consumed at, or away from home) | \$2,732,609  | \$2,166,737  | \$615,510    | \$665,657    |
| <b>Housing &amp; Household Expenses:</b>             |              |              |              |              |
| Shelter (owned & rented dwellings)                   | \$48,579,289 | \$32,144,810 | \$10,942,303 | \$11,833,797 |
| Utilities, Fuels & Public Services                   | \$15,010,476 | \$7,956,010  | \$3,381,053  | \$3,656,516  |
| Household Operations                                 | \$5,310,470  | \$4,651,158  | \$1,196,163  | \$1,293,618  |
| Housekeeping & Garden Supplies                       | \$3,370,469  | \$2,253,098  | \$759,185    | \$821,038    |
| Household Textiles                                   | \$1,196,460  | \$707,852    | \$269,498    | \$291,455    |
| Furniture  | \$2,985,488  | \$2,558,446  | \$672,470    | \$727,258    |
| Floor Coverings                                      | \$332,140    | \$467,275    | \$74,813     | \$80,909     |
| Major Appliances                                     | \$1,192,686  | \$831,225    | \$268,648    | \$290,535    |
| Small Appliances, Misc. Housewares                   | \$826,576    | \$414,841    | \$186,183    | \$201,352    |
| Misc. Household Equipment                            | \$5,261,404  | \$3,914,005  | \$1,185,112  | \$1,281,665  |
| <b>Apparel:</b>                                      |              |              |              |              |
| Men's Apparel (16 and over)                          | \$2,543,893  | \$1,782,738  | \$573,002    | \$619,686    |
| Boys' Apparel (2 to 15)                              | \$660,506    | \$285,300    | \$148,777    | \$160,898    |
| Women's Apparel (16 and over)                        | \$4,725,450  | \$2,812,902  | \$1,064,390  | \$1,151,108  |
| Girls' Apparel (2 to 15)                             | \$898,288    | \$385,540    | \$202,336    | \$218,821    |
| Children Under 2                                     | \$547,277    | \$248,288    | \$123,272    | \$133,315    |
| Footwear   | \$2,392,920  | \$1,156,621  | \$538,996    | \$582,909    |
| Other Apparel Products & Services                    | \$1,985,293  | \$1,812,040  | \$447,180    | \$483,613    |
| <b>Transportation:</b>                               |              |              |              |              |
| Vehicle Purchases                                    | \$22,694,994 | \$12,929,480 | \$5,111,962  | \$5,528,446  |
| Vehicle Finance Charges                              | \$2,170,235  | \$866,695    | \$488,837    | \$528,664    |
| Gasoline & Motor Oil                                 | \$9,254,636  | \$3,967,981  | \$2,084,572  | \$2,254,407  |
| Vehicle Maintenance & Repairs                        | \$4,087,590  | \$2,132,809  | \$920,714    | \$995,727    |
| Other Transportation                                 | \$3,472,376  | \$2,487,506  | \$782,140    | \$845,862    |
| <b>Medical Care:</b>                                 |              |              |              |              |
| Medical Services (hospital & medical professional)   | \$4,389,536  | \$2,391,892  | \$988,726    | \$1,069,280  |
| Medicine (prescription & nonprescription drugs)      | \$2,147,589  | \$970,019    | \$483,736    | \$523,147    |
| Medical Supplies                                     | \$837,899    | \$351,613    | \$188,734    | \$204,110    |
| <b>Insurance:</b>                                    |              |              |              |              |
| Health Insurance                                     | \$6,710,743  | \$3,351,116  | \$1,511,570  | \$1,634,721  |
| Vehicle Insurance                                    | \$5,978,525  | \$2,652,517  | \$1,346,640  | \$1,456,354  |
| Life & Other Personal Insurance                      | \$2,962,842  | \$2,320,953  | \$667,369    | \$721,741    |
| <b>Entertainment:</b>                                |              |              |              |              |
| Fees & Admissions                                    | \$3,981,909  | \$3,516,128  | \$896,910    | \$969,983    |
| Television, Radios & Sound Equipment                 | \$4,536,734  | \$2,510,639  | \$1,021,882  | \$1,105,137  |
| Pets, Toys, & Playground Equipment                   | \$2,321,208  | \$1,489,728  | \$522,843    | \$565,441    |
| Other Entertainment Supplies, Equipment & Services   | \$2,800,546  | \$2,615,506  | \$630,813    | \$682,206    |
| <b>Education:</b>                                    |              |              |              |              |
| Tuition, Fees, Textbooks, Supplies                   | \$7,039,109  | \$6,757,751  | \$1,585,533  | \$1,714,710  |
| Books, Newspapers & Magazines                        | \$856,771    | \$544,383    | \$192,984    | \$208,707    |
| <b>Personal Care Products &amp; Services:</b>        |              |              |              |              |
|  | \$3,887,551  | \$2,200,664  | \$875,656    | \$946,998    |
| <b>Miscellaneous</b>                                 |              |              |              |              |
|  | \$4,272,532  | \$3,034,973  | \$962,372    | \$1,040,778  |
| <b>Cash Contributions:</b>                           |              |              |              |              |
|  | \$9,228,215  | \$10,852,189 | \$2,078,621  | \$2,247,971  |

**Table 2: Page 5**  
**Annual Market Potential**

|  | <b>Trade Area Summary</b> |                     |                     |
|--|---------------------------|---------------------|---------------------|
|  | <b>Trade Area</b>         | <b>Household</b>    | <b>Per Capita</b>   |
|  | <b>Expenditures</b>       | <b>Expenditures</b> | <b>Expenditures</b> |
| <b>Food &amp; Beverages:</b>                         |                           |                     |                     |
| Food Consumed at Home                                | \$264,962,405             | \$4,231             | \$1,759             |
| Food Consumed Away From Home                         | \$232,110,804             | \$3,706             | \$1,541             |
| Alcoholic Beverages (consumed at, or away from home) | \$41,189,428              | \$658               | \$273               |
| <b>Housing &amp; Household Expenses:</b>             |                           |                     |                     |
| Shelter (owned & rented dwellings)                   | \$708,505,638             | \$11,312            | \$4,702             |
| Utilities, Fuels & Public Services                   | \$222,850,900             | \$3,558             | \$1,479             |
| Household Operations                                 | \$78,265,806              | \$1,250             | \$519               |
| Housekeeping & Garden Supplies                       | \$49,665,759              | \$793               | \$330               |
| Household Textiles                                   | \$16,517,784              | \$264               | \$110               |
| Furniture  | \$42,929,348              | \$685               | \$285               |
| Floor Coverings                                      | \$4,900,397               | \$78                | \$33                |
| Major Appliances                                     | \$18,438,401              | \$294               | \$122               |
| Small Appliances, Misc. Housewares                   | \$10,891,927              | \$174               | \$72                |
| Misc. Household Equipment                            | \$74,018,427              | \$1,182             | \$491               |
| <b>Apparel:</b>                                      |                           |                     |                     |
| Men's Apparel (16 and over)                          | \$34,305,976              | \$548               | \$228               |
| Boys' Apparel (2 to 15)                              | \$8,891,190               | \$142               | \$59                |
| Women's Apparel (16 and over)                        | \$64,393,094              | \$1,028             | \$427               |
| Girls' Apparel (2 to 15)                             | \$11,792,146              | \$188               | \$78                |
| Children Under 2                                     | \$7,270,466               | \$116               | \$48                |
| Footwear   | \$30,471,099              | \$487               | \$202               |
| Other Apparel Products & Services                    | \$27,762,636              | \$443               | \$184               |
| <b>Transportation:</b>                               |                           |                     |                     |
| Vehicle Purchases                                    | \$325,823,739             | \$5,202             | \$2,163             |
| Vehicle Finance Charges                              | \$32,261,631              | \$515               | \$214               |
| Gasoline & Motor Oil                                 | \$135,363,794             | \$2,161             | \$898               |
| Vehicle Maintenance & Repairs                        | \$59,596,872              | \$952               | \$396               |
| Other Transportation                                 | \$48,356,650              | \$772               | \$321               |
| <b>Medical Care:</b>                                 |                           |                     |                     |
| Medical Services (hospital & medical professional)   | \$61,169,321              | \$977               | \$406               |
| Medicine (prescription & nonprescription drugs)      | \$31,195,498              | \$498               | \$207               |
| Medical Supplies                                     | \$10,677,745              | \$170               | \$71                |
| <b>Insurance:</b>                                    |                           |                     |                     |
| Health Insurance                                     | \$98,834,634              | \$1,578             | \$656               |
| Vehicle Insurance                                    | \$85,347,568              | \$1,363             | \$566               |
| Life & Other Personal Insurance                      | \$41,302,767              | \$659               | \$274               |
| <b>Entertainment:</b>                                |                           |                     |                     |
| Fees & Admissions                                    | \$58,036,273              | \$927               | \$385               |
| Television, Radios & Sound Equipment                 | \$66,499,790              | \$1,062             | \$441               |
| Pets, Toys, & Playground Equipment                   | \$35,135,996              | \$561               | \$233               |
| Other Entertainment Supplies, Equipment & Services   | \$47,077,889              | \$752               | \$312               |
| <b>Education:</b>                                    |                           |                     |                     |
| Tuition, Fees, Textbooks, Supplies                   | \$98,995,472              | \$1,581             | \$657               |
| Books, Newspapers & Magazines                        | \$12,288,653              | \$196               | \$82                |
| <b>Personal Care Products &amp; Services:</b>        | \$54,051,852              | \$863               | \$359               |
| <b>Miscellaneous</b>                                 | \$59,526,702              | \$950               | \$395               |
| <b>Cash Contributions:</b>                           | \$133,848,836             | \$2,137             | \$888               |

**Table 3:  
Business Activity**

| <b>NAICS Code</b>        | <b>Industry</b>                                  | <b>No. of Firms</b> | <b>Percent Firms</b> | <b>Jobs</b>    | <b>Percent Jobs</b> |
|--------------------------|--|---------------------|----------------------|----------------|---------------------|
| 11                       | Forestry, Fishing, Hunting & Agriculture Support | 2                   | 0.0%                 | 6              | 0.0%                |
| 21                       | Mining/Extraction                                | 6                   | 0.1%                 | 288            | 0.2%                |
| 22                       | Utilities  | 10                  | 0.1%                 | 376            | 0.3%                |
| 23                       | Construction                                     | 700                 | 10.2%                | 10,816         | 7.3%                |
| 31                       | Manufacturing                                    | 315                 | 4.6%                 | 14,957         | 10.1%               |
| 42                       | Wholesale Trade                                  | 778                 | 11.3%                | 13,174         | 8.9%                |
| 44                       | Retail Trade                                     | 897                 | 13.0%                | 18,756         | 12.7%               |
| 48                       | Transportation & Warehousing                     | 146                 | 2.1%                 | 6,000          | 4.1%                |
| 51                       | Information                                      | 204                 | 3.0%                 | 9,322          | 6.3%                |
| 52                       | Finance & Insurance                              | 542                 | 7.9%                 | 8,847          | 6.0%                |
| 53                       | Real Estate & Rental & Leasing                   | 318                 | 4.6%                 | 2,702          | 1.8%                |
| 54                       | Professional, Scientific & Technical Services    | 930                 | 13.5%                | 12,331         | 8.3%                |
| 55                       | Management of Companies & Enterprises            | 90                  | 1.3%                 | 3,865          | 2.6%                |
| 56                       | Admin, Support, Waste Mgt, Remediation Services  | 407                 | 5.9%                 | 12,046         | 8.2%                |
| 61                       | Educational Services                             | 68                  | 1.0%                 | 1,638          | 1.1%                |
| 62                       | Health Care & Social Assistance                  | 506                 | 7.4%                 | 12,368         | 8.4%                |
| 71                       | Arts, Entertainment & Recreation                 | 87                  | 1.3%                 | 1,580          | 1.1%                |
| 72                       | Accommodation & Food Services                    | 378                 | 5.5%                 | 9,696          | 6.6%                |
| 81                       | Other Services                                   | 497                 | 7.2%                 | 9,040          | 6.1%                |
| <b>Trade Area Totals</b> |  | <b>6,881</b>        | <b>100.0%</b>        | <b>147,806</b> | <b>100.0%</b>       |

**Table 4**  
**24-Hour Weekday Traffic Counts**

| <b>Location</b>                                  | <b>Average Daily<br/>Traffic Count<br/>(Year Taken)</b> |
|--|---|
| <b><i>ON 87<sup>TH</sup> STREET PARKWAY:</i></b> |   |
| East of Renner Boulevard                         | 21,029 (2002)   |
| West of Renner Boulevard                         | 14,790 (2004)   |
| <b><i>ON RENNER BOULEVARD:</i></b>               |   |
| North of 87 <sup>th</sup> Street Boulevard       | 7,060 (2004)  |
| South of 87 <sup>th</sup> Street Boulevard       | 7,593 (2004)  |

## Glossary:

### Demographic Characteristics

**Household:** All individuals occupying a single dwelling unit.

**Family Household:** All members of a particular household related by blood, marriage, adoption or other legal arrangement. Includes households, with or without children, occupied by married couples or a male or female householder with no spouse present.

**Non-Family Household:** Unrelated persons sharing a household or a single person living alone. They may be independent consumers or two or more persons living together who use their incomes to make joint expenditures.

**Average Household Size:** An estimate of the average number of persons in a household as calculated by dividing total population by the total number of households.

**Average Annual Household Growth Rate:** The annual compound rate of change in the number of households.

**Homeowner Household:** One or more individuals living in their own home, townhouse or condominium.

**Renter Household:** Those paying rent for their dwelling unit as well as those living rent free in lieu of wages.

**Race:** The racial composition of the population is expressed as a percentage of the population. It is reported for six categories: White, Black or African American, Asian or Pacific Islander, American Indian or Alaskan Native, Two or More Races for persons identifying themselves as multiracial, and Some Other Race for those who do not identify with any of the specified groups.

**Hispanic of Any Race:** Hispanic origin refers to ethnicity, not race, and is a self-identified category. As such, persons of Hispanic origin may be of any race.

**Age:** Estimates of the percentage of the population falling within each of nine age groups.

**Median Age:** An estimate of the point at which the population distribution is divided into two equal parts. Half the population is younger than this point and half the population is older than this point.

**Per Capita Income:** Defined as total household income divided by total population. (See Total Household Income)

**Average Household Income:** Defined as total household income divided by total number of households. (See Total Household Income)

**Median Household Income:** An estimate of the point at which the household income distribution is divided into two equal parts. Half the households have annual earnings below this point and half the households have annual earnings above this point.

**Total Household Income:** The aggregate of all wages and salaries, other labor-related income, proprietor's income, rental income, interest income and transfer payments of all households within the specified geography.

### Expenditure Categories

#### Food & Beverages:

**Food consumed at home:** Total expenditures for food at grocery stores or other food stores and food prepared by the household on trips. It excludes the purchase of nonfood items.

**Food consumed away from home:** All meals (breakfast, lunch, brunch and dinner) at restaurants, carryouts, and vending machines, including tips, plus meals as pay, special catered affairs such as weddings, and meals away from home on trips.

**Alcoholic beverages:** Includes beer and ale, wine, whiskey, gin, vodka, rum and other alcoholic beverages consumed at or away from home.

## **Housing & Household Expenses:**

**Shelter:** For owned dwellings: includes interest on mortgages, interest on home equity loans and lines of credit, property taxes and insurance, refinancing and prepayment charges, ground rent, expenses for property management and security, homeowners coverage, expenses for repairs and maintenance for dwellings used or maintained by the consumer unit. Note: Mortgage principal repayments are payments of loans and are not included in this category. For rented dwellings: includes rent paid for primary dwelling and also includes all expenses for vacation homes, schools, college, hotels, motels, and other lodging while out of town.

**Utilities, fuels, and public services:** Includes natural gas, electricity, fuel oil, wood, kerosene, coal, bottled gas, water, garbage and trash collection, sewerage maintenance, septic tank cleaning, telephone charges, and other public services.

**Household Operations:** Includes baby-sitting; day care, nursery school, and preschool tuition; care of the elderly, invalids and handicapped; adult day care; and domestic and other duties. This category also includes housekeeping services, gardening and lawn care services, coin-operated laundry and dry-cleaning, termite and pest control products and services, home security system service fees, moving, storage, and freight expenses, repair of household appliances and other household equipment, repair of computer systems for home use, computer information services, reupholstering and furniture repair, rental and repair of lawn and gardening tools, and rental of other household equipment.

**Housekeeping and garden supplies:** Includes laundry and cleaning supplies, cleaning and toilet tissues, stationary supplies, postage, miscellaneous household products and lawn and garden supplies.

**Household Textiles:** Includes bathroom, bedroom, kitchen and dining room, other linens, curtains and drapes, slipcovers and decorative pillows, and sewing materials.

**Furniture:** Includes living room, dining room, kitchen, bedroom, nursery, porch, lawn, and outdoor furniture.

**Floor Coverings:** Includes new and replacement wall-to-wall carpets, room-size rugs, and other non-permanent floor coverings.

**Major Appliances:** Includes refrigerators and freezers, dishwashers and garbage disposals, stoves and ovens, vacuum cleaners, microwaves, air-conditioners, sewing machines, washing machines and dryers, and floor cleaning equipment.

**Small Appliances/Misc. Housewares:** Includes small electrical kitchen appliances, portable heating and cooling equipment, china and other dinnerware, flatware, glassware, silver and other serving pieces, non-electric cookware, and plastic dinnerware (excludes personal care appliances).

**Miscellaneous Household Equipment:** Includes typewriters, luggage, lamps and light fixtures, window coverings, clocks, lawnmowers and gardening equipment, other hand and power tools, telephone answering devices, telephones and accessories, computers and computer hardware for home use, computer software and accessories for home use, calculators, business equipment for home use, floral arrangements and house plants, rental furniture, closet and storage items, other household decorative items, infants' equipment, outdoor equipment, smoke alarms, other household appliances, and other small miscellaneous furnishings.

## **Apparel and Services**

**Men's and boys' apparel:** Includes coats, jackets, sweaters, vests, sport coats, tailored jackets, trousers, slacks, shorts, sportswear, shirts, underwear, nightwear, hosiery, uniforms and other accessories.

**Women's and girls' apparel:** Includes coats, jackets, furs, sport coats, tailored jackets, sweaters, vests, blouses, shirts, dresses, dungarees, culottes, slacks, shorts, sportswear, underwear, nightwear, uniforms, hosiery and other accessories.

**Children Under 2:** Includes coats, jackets, snowsuits, underwear, diapers, dresses, crawlers and other sleeping garments, hosiery, footwear, and accessories.

**Other apparel products & services:** Includes material for making clothes, shoe repair, alterations and repairs, sewing patterns and notions, clothing rental, clothing storage, dry cleaning and sent-out laundry, watches, jewelry, and repairs to watches and jewelry.

## **Transportation**

**Vehicle purchases:** Includes the net outlay (purchase price minus trade-in value) on new and used domestic and imported cars and trucks and other vehicles, including motorcycles and private planes.

**Vehicle Finance Charges:** Includes the dollar amount of interest paid for a loan contracted for the purchase of vehicles described above.

**Gasoline and motor oil:** Includes purchases of gasoline, diesel fuel and motor oil.

**Vehicle maintenance and repairs:** Includes tires, batteries, lubrication, filters, coolant, additives, brake and transmission fluids, oil change, brake adjustment and repair, front-end alignment, wheel balancing, steering repair, shock absorber replacement, clutch and transmission repair, electrical system repair, exhaust system repair, body work and painting, engine repair, repair to cooling system, drive train repair, drive shaft and rear-end repair, tire repair, other maintenance and services, and auto repair policies.

**Other transportation:** Includes fares for mass transit, buses, trains, airlines, taxis, school buses for which a fee is charged, and boats.

## **Medical Care:**

**Medical services:** Includes hospital room and services, physicians' services, service by a professional other than physician, eye and dental care, lab tests, x rays, medical care in a retirement community, care in convalescent or nursing home and other medical care.

**Medicine:** Includes prescription and nonprescription drugs, internal and respiratory over-the-counter drugs.

**Medical supplies:** Includes topicals and dressings, antiseptics, bandages, cotton, first aid kits, contraceptives, syringes, ice bags, thermometers, sunlamps, vaporizers, heating pads, medical appliances (such as braces, canes, crutches and walkers, eyeglasses and hearing aids) and rental and repair of medical equipment.

## **Insurance:**

**Health insurance:** Includes health maintenance plans, Blue Cross/Blue Shield, commercial health insurance, Medicare, Medicare supplemental insurance and other health insurance.

**Vehicle insurance:** Includes the premiums paid for insuring cars, trucks and other vehicles.

**Life and other personal insurance:** Includes premiums for whole life and term insurance; endowments; income and other life insurance; mortgage guarantee insurance; mortgage life insurance; premiums for personal liability, accident and disability, and other nonhealth insurance other than for homes and

## **Education**

**Tuition, Fees, Textbooks & Supplies:** Includes tuition, fees, textbooks, supplies, and equipment for public and private elementary and high schools, colleges and universities and other schools.

**Books, Newspapers & Magazines:** Includes subscriptions for newspapers, magazines and books through book clubs; the purchase of single copy newspapers and magazines, newsletters, books and encyclopedias and other reference books.

## **Other Expenditures**

**Personal care products and services:** Includes products for the hair, oral hygiene products, shaving needs, cosmetics and bath products, electric personal care appliances, other personal care products and personal care services for males and females.

**Miscellaneous:** Includes safe deposit box rental, checking account fees and other bank service charges, credit card memberships, legal fees, accounting fees, funerals, cemetery lots, union dues, occupational expenses, expenses for other properties, and finance charges other than those for mortgages and vehicles.

**Cash Contributions:** Includes cash contributed to persons or organizations outside the consumer unit, including alimony and child support payments; care of students away from home; and contributions to religious, educational, charitable or political organizations.