

A Profile of the Trade Area
Within a Five-Mile Radius
From the Intersection of
Prairie Star Parkway and K-7 Highway

Prepared For The:
Lenexa Economic Development Council
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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 Prairie Star Parkway and K-7 Highway. 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 58,605 people currently reside in 22,055 households within the trade area.
- The average trade area household is composed of 2.66 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 4.41% since 2000.
- It is estimated that families make up 16,455 (74.6%) of the trade area's households while 5,600 (25.4%) are non-family households.
- Homeowners occupy 16,504 dwelling units, 74.8% of the trade area's total. The average value of homes in the trade area is \$254,361.
- Renters occupy 5,552 dwelling units, 25.2% of the trade area's total. The average monthly rent in the area is approximately \$906.
- The median age of the trade area's population is 35.2 years vs. 36.6 in the Kansas City Metropolitan Area and 36.7 in the U.S.
- Approximately 57.6% 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 \$40,456 - 136% of the Kansas City Metropolitan Area average and 146% of the national average.
- The average gross annual income of trade area households is \$108,299 - 142% of the Kansas City Metropolitan Area average and 146% of the national average.
- Median household income in the trade area is estimated to be \$77,828 – 150% of the Kansas City Metropolitan Area median and 167% of the national median.
- Approximately 7.1% 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 15.4% 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 \$104 million. Markets for other goods and services are shown in Table 2.

Business Activity:

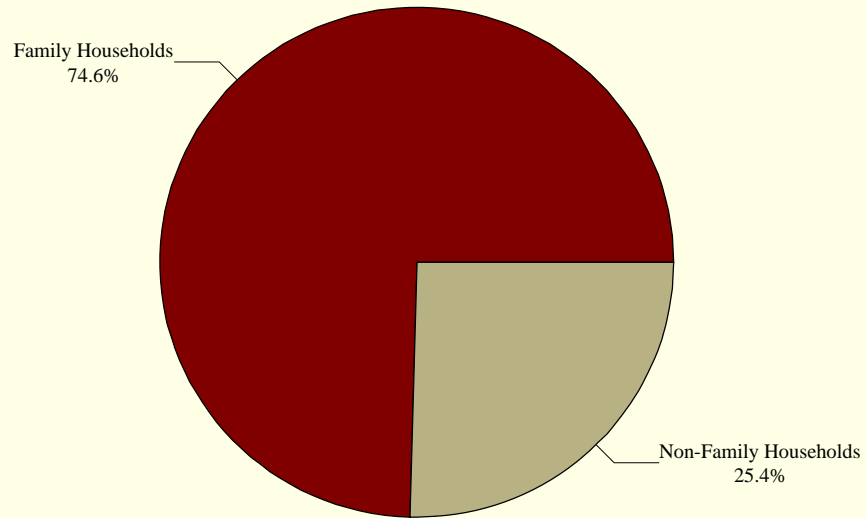
- It is estimated that 1,562 business establishments are located within the trade area employing approximately 40,232 workers (see Table 3).

Traffic Volume:

- According to the latest available traffic counts, an average of approximately 21,260 vehicles pass through the intersection of Prairie Star Parkway and K-7 Highway each weekday. (see Table 4)

Figure 1

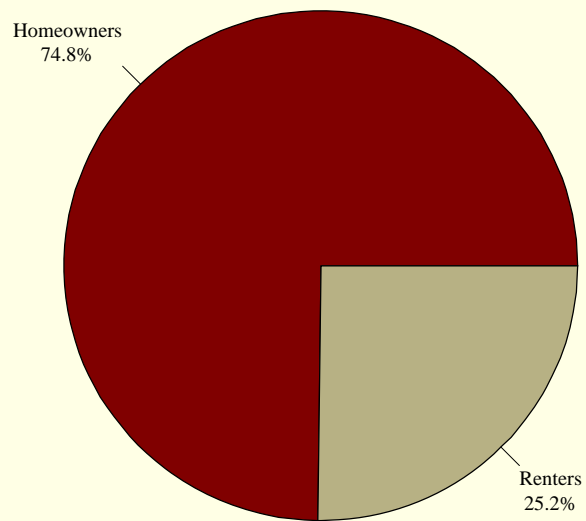
Household Composition



Avg. Trade Area HH: 2.66 Persons - K.C. Metro Average: 2.50 Persons

Figure 2

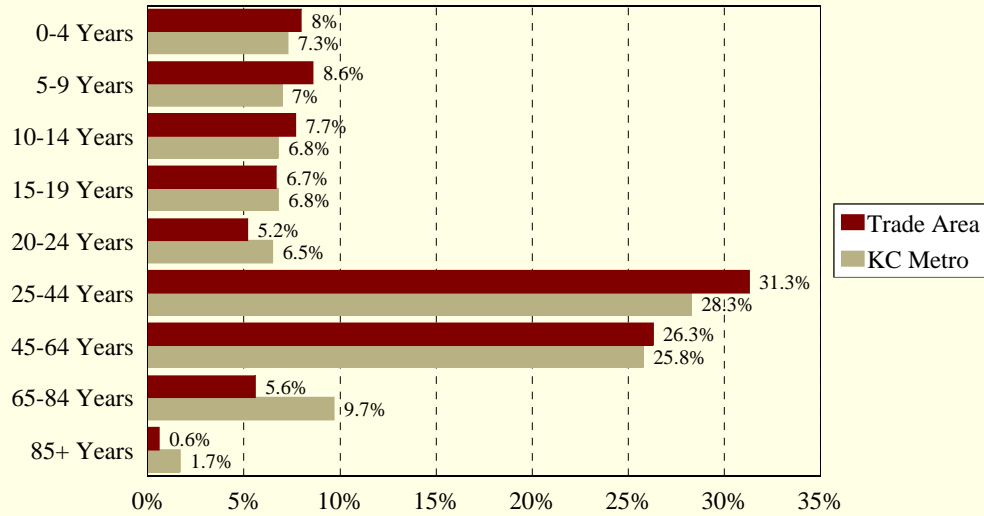
Residential Tenure



Avg. Home Value: \$254,361 -- Avg. Monthly Rent: \$906

Figure 3

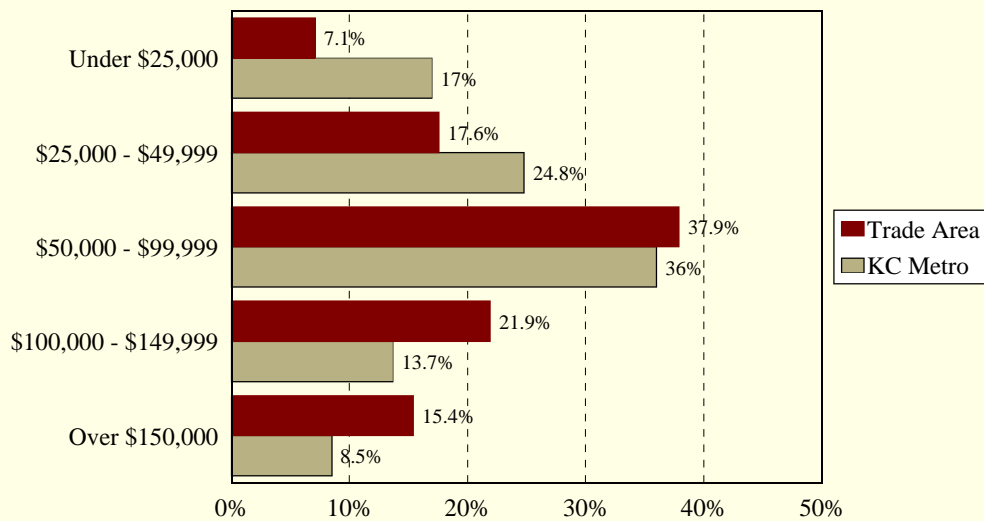
Age Distribution



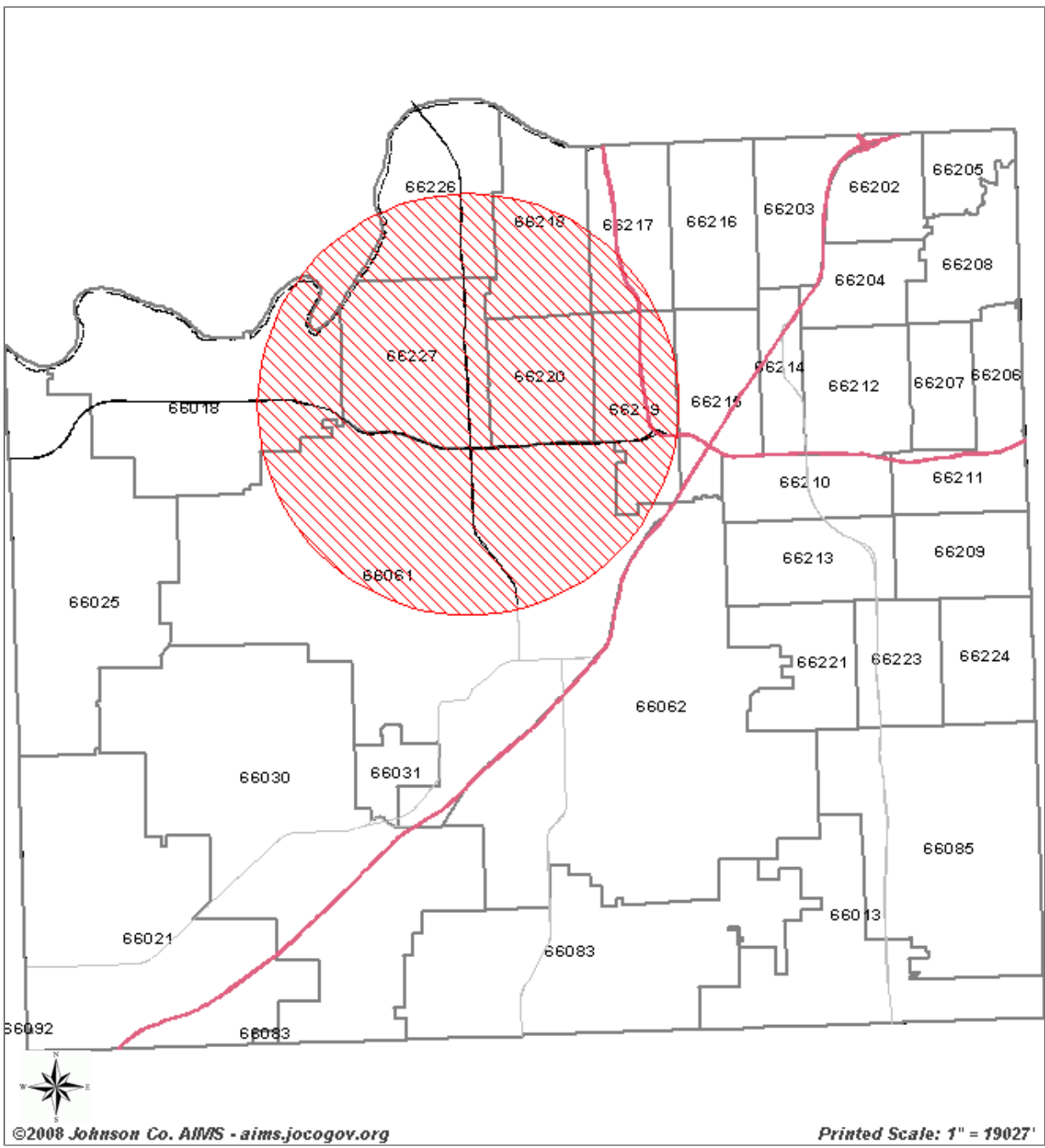
Median Age: 35.2 Years -- K.C. Metro Median Age: 36.6 Years

Figure 4

Income Distribution



Average Household Income: \$108,299 -- KC Metro Average: \$76,337



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Printed Scale: 1" = 19027'

Figure 6: Zip Code Overview

 Analysis Extent



AIMS * 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



Figure 7: Aerial Photo, Prairie Star Pkwy and K-7

 Analysis Extent

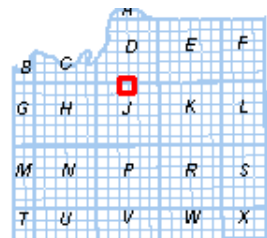


Table 1: Page 1
Demographic Characteristics

	<u>66018</u>	<u>66061</u>	<u>66215</u>	<u>66217</u>
Population	1,047	28,262	85	1,226
Households:	377	10,356	34	527
Family Households	293	7,479	22	381
Non-Family Households	84	2,877	12	146
Average Household Size	2.78	2.73	2.53	2.32
Annual HH Growth Rate	1.08%	1.88%	0.00%	4.24%
Homeowner Households:	317	7,850	31	414
Average Value of Homes	\$277,913	\$216,806	\$172,791	\$273,314
Renter Households:	60	2,506	3	113
Average Rent	\$703	\$668	\$920	\$808
White	981	23,938	75	1,098
Black	2	1,130	3	36
Asian or Pacific Islander	9	933	4	37
American Indian or Alaska Native	8	141	0	2
Two or More Races	23	678	1	31
Some Other Race	23	1,441	2	22
Hispanic of Any Race	95	2,741	5	64
Population Age 0-4	84	2,402	5	70
Population Age 5-9	77	2,431	5	72
Population Age 10-14	91	2,148	6	86
Population Age 15-19	69	1,894	6	102
Population Age 20-24	65	1,583	6	61
Population Age 25-44	279	9,298	22	362
Population Age 45-64	285	6,585	25	379
Population Age 65-84	87	1,696	7	88
Population Over 85	10	226	3	6
Median Age	35.3	33.2	39.3	37.6
Percapita Income:	\$43,450	\$35,829	\$33,588	\$41,772
Percent Of Kansas City MSA	145%	119%	112%	139%
Percent Of US	156%	128%	120%	150%
Average Household Income:	\$120,618	\$97,776	\$84,937	\$97,119
Percent Of Kansas City MSA	158%	128%	111%	127%
Percent Of US	163%	132%	115%	131%
Median Household Income:	\$93,885	\$78,670	\$67,456	\$72,552
Percent Of Kansas City MSA	159%	133%	114%	123%
Percent Of US	177%	148%	127%	136%
HHs Earning Less Than \$25,000	37	1,056	3	34
HHs \$25,000 to \$49,999	89	2,309	7	69
HHs \$50,000 to \$99,999	160	4,184	13	178
HHs \$100,000 to \$149,999	61	1,802	6	109
HHs Earning More Than \$150,000	30	1,005	5	137
Total Household Income	\$45,495,981	\$1,012,582,813	\$2,858,990	\$51,210,818

Table 1: Page 2
Demographic Characteristics

	<u>66218</u>	<u>66219</u>	<u>66220</u>	<u>66226</u>
Population	4,293	9,358	5,702	4,955
Households:	1,513	3,931	2,100	1,712
Family Households	1,312	2,412	1,790	1,506
Non-Family Households	201	1,519	310	207
Average Household Size	2.84	2.38	2.72	2.89
Annual HH Growth Rate	11.59%	2.47%	17.24%	7.73%
Homeowner Households:	1,423	1,880	2,058	1,280
Average Value of Homes	\$257,746	\$230,588	\$404,501	\$270,757
Renter Households:	90	2,051	42	432
Average Rent	\$760	\$1,190	\$708	\$1,190
White	3,975	8,216	5,377	4,618
Black	64	299	125	94
Asian or Pacific Islander	60	487	114	104
American Indian or Alaska Native	13	28	11	15
Two or More Races	90	168	34	64
Some Other Race	90	159	40	59
Hispanic of Any Race	228	374	177	208
Population Age 0-4	425	636	268	570
Population Age 5-9	498	618	456	629
Population Age 10-14	331	692	445	436
Population Age 15-19	258	692	336	263
Population Age 20-24	150	608	222	154
Population Age 25-44	1,494	3,331	981	1,719
Population Age 45-64	983	2,470	2,412	1,001
Population Age 65-84	146	290	553	168
Population Over 85	9	19	29	15
Median Age	34.6	32.3	46.6	34.3
Percapita Income:	\$44,036	\$41,395	\$59,744	\$43,164
Percent Of Kansas City MSA	147%	138%	199%	144%
Percent Of US	158%	148%	214%	155%
Average Household Income:	\$124,911	\$98,541	\$162,216	\$124,890
Percent Of Kansas City MSA	164%	129%	212%	164%
Percent Of US	168%	133%	219%	168%
Median Household Income:	\$110,788	\$84,145	\$130,108	\$105,880
Percent Of Kansas City MSA	188%	142%	220%	179%
Percent Of US	208%	158%	245%	199%
HHs Earning Less Than \$25,000	58	189	27	45
HHs \$25,000 to \$49,999	98	739	155	144
HHs \$50,000 to \$99,999	524	1,439	552	680
HHs \$100,000 to \$149,999	519	951	546	524
HHs Earning More Than \$150,000	315	613	819	320
Total Household Income	\$189,043,119	\$387,359,287	\$340,656,247	\$213,869,559

Table 1: Page 3
Demographic Characteristics

	<u>66227</u>
Population	3,678
Households:	1,504
Family Households	1,259
Non-Family Households	245
Average Household Size	2.45
Annual HH Growth Rate	11.16%
Homeowner Households:	1,250
Average Value of Homes	\$247,885
Renter Households:	254
Average Rent	\$658
White	3,545
Black	22
Asian or Pacific Islander	22
American Indian or Alaska Native	26
Two or More Races	40
Some Other Race	22
Hispanic of Any Race	99
Population Age 0-4	210
Population Age 5-9	250
Population Age 10-14	294
Population Age 15-19	287
Population Age 20-24	177
Population Age 25-44	883
Population Age 45-64	1,276
Population Age 65-84	257
Population Over 85	44
Median Age	41.3
Percapita Income:	\$39,554
Percent Of Kansas City MSA	132%
Percent Of US	142%
Average Household Income:	\$96,731
Percent Of Kansas City MSA	127%
Percent Of US	130%
Median Household Income:	\$76,771
Percent Of Kansas City MSA	130%
Percent Of US	144%
HHs Earning Less Than \$25,000	122
HHs \$25,000 to \$49,999	265
HHs \$50,000 to \$99,999	638
HHs \$100,000 to \$149,999	322
HHs Earning More Than \$150,000	158
Total Household Income	\$145,474,377

Table 1: Page 4
Demographic Characteristics

	<u>Trade Area</u>		<u>K.C.</u>	<u>U.S.</u>
	<u>Summary</u>		<u>Metro</u>	
Population	58,605		1,997,567	306,348,230
Households:	22,055		785,712	115,337,039
Family Households	16,455	74.6%	65.9%	67.0%
Non-Family Households	5,600	25.4%	34.1%	33.0%
Average Household Size	2.66		2.50	2.59
Annual HH Growth Rate	4.41%		1.3%	1.2%
Homeowner Households:	16,504	74.8%	70.2%	68.1%
Average Value of Homes	\$254,361			
Renter Households:	5,552	25.2%	29.8%	31.9%
Average Rent	\$906			
White	51,824	88.4%	79.9%	72.7%
Black	1,776	3.0%	12.5%	12.6%
Asian or Pacific Islander	1,769	3.0%	2.3%	4.5%
American Indian or Alaska Native	245	0.4%	0.5%	0.9%
Two or More Races	1,131	1.9%	2.1%	2.8%
Some Other Race	1,859	3.2%	2.7%	6.5%
Hispanic of Any Race	3,991	6.8%	6.3%	15.0%
Population Age 0-4	4,670	8.0%	7.3%	6.9%
Population Age 5-9	5,037	8.6%	7.0%	6.5%
Population Age 10-14	4,529	7.7%	6.8%	6.8%
Population Age 15-19	3,906	6.7%	6.8%	7.1%
Population Age 20-24	3,026	5.2%	6.5%	7.0%
Population Age 25-44	18,368	31.3%	28.3%	27.6%
Population Age 45-64	15,416	26.3%	25.8%	25.4%
Population Age 65-84	3,293	5.6%	9.7%	10.7%
Population Over 85	360	0.6%	1.7%	1.9%
Median Age	35.2		36.6	36.7
Percapita Income:	\$40,756		\$30,026	\$27,916
Percent Of Kansas City MSA	136%		100%	93%
Percent Of US	146%		108%	100%
Average Household Income:	\$108,299		\$76,337	\$74,148
Percent Of Kansas City MSA	142%		100%	97%
Percent Of US	146%		103%	100%
Median Household Income:	\$88,828		\$59,055	\$53,154
Percent Of Kansas City MSA	150%		100%	90%
Percent Of US	167%		111%	100%
HHs Earning Less Than \$25,000	1,570	7.1%	17.0%	21.9%
HHs \$25,000 to \$49,999	3,875	17.6%	24.8%	25.0%
HHs \$50,000 to \$99,999	8,367	37.9%	36.0%	32.3%
HHs \$100,000 to \$149,999	4,841	21.9%	13.7%	12.3%
HHs Earning More Than \$150,000	3,401	15.4%	8.5%	8.4%
Total Household Income	\$2,388,551,192			

Table 2: Page 1
Annual Market Potential

	<u>66018</u>	<u>66061</u>	<u>66215</u>	<u>66217</u>
Food & Beverages:				
Food Consumed at Home	\$2,140,181	\$47,633,004	\$131,815	\$2,283,741
Food Consumed Away From Home	\$1,812,510	\$40,340,194	\$116,435	\$2,009,709
Alcoholic Beverages (consumed at, or away from home)	\$371,607	\$8,270,682	\$19,033	\$365,514
Housing & Household Expenses:				
Shelter (owned & rented dwellings)	\$6,226,269	\$138,575,165	\$338,370	\$6,127,201
Utilities, Fuels & Public Services	\$2,066,071	\$45,983,580	\$104,553	\$1,832,103
Household Operations	\$705,100	\$15,693,090	\$36,989	\$741,330
Housekeeping & Garden Supplies	\$456,304	\$10,155,738	\$23,476	\$433,095
Household Textiles	\$140,808	\$3,133,905	\$8,334	\$156,590
Furniture	\$304,908	\$6,786,201	\$20,795	\$543,120
Floor Coverings	\$42,348	\$942,528	\$2,313	\$38,323
Major Appliances	\$170,982	\$3,805,456	\$8,307	\$160,711
Small Appliances, Misc. Housewares	\$79,403	\$1,767,240	\$5,757	\$96,839
Misc. Household Equipment	\$605,582	\$13,478,149	\$36,647	\$724,847
Apparel:				
Men's Apparel (16 and over)	\$254,090	\$5,655,167	\$17,719	\$283,098
Boys' Apparel (2 to 15)	\$70,404	\$1,566,953	\$4,601	\$63,460
Women's Apparel (16 and over)	\$527,237	\$11,734,472	\$32,914	\$564,548
Girls' Apparel (2 to 15)	\$85,755	\$1,908,619	\$6,257	\$93,130
Children Under 2	\$48,701	\$1,083,907	\$3,812	\$60,988
Footwear	\$202,213	\$4,500,571	\$16,667	\$233,237
Other Apparel Products & Services	\$222,329	\$4,948,272	\$13,828	\$215,517
Transportation:				
Vehicle Purchases	\$2,919,920	\$64,987,299	\$158,078	\$2,896,091
Vehicle Finance Charges	\$298,556	\$6,644,822	\$15,116	\$269,912
Gasoline & Motor Oil	\$1,252,453	\$27,875,263	\$64,461	\$1,106,844
Vehicle Maintenance & Repairs	\$554,764	\$12,347,116	\$28,471	\$505,621
Other Transportation	\$406,544	\$9,048,268	\$24,186	\$393,947
Medical Care:				
Medical Services (hospital & medical professional)	\$500,240	\$11,133,611	\$30,574	\$503,148
Medicine (prescription & nonprescription drugs)	\$279,499	\$6,220,684	\$14,959	\$244,775
Medical Supplies	\$76,756	\$1,708,332	\$5,836	\$81,180
Insurance:				
Health Insurance	\$934,840	\$20,806,304	\$46,742	\$741,330
Vehicle Insurance	\$757,506	\$16,859,468	\$41,642	\$718,666
Life & Other Personal Insurance	\$341,434	\$7,599,131	\$20,637	\$372,519
Entertainment:				
Fees & Admissions	\$489,124	\$10,886,197	\$27,735	\$608,228
Television, Radios & Sound Equipment	\$604,523	\$13,454,586	\$31,600	\$544,356
Pets, Toys, & Playground Equipment	\$319,730	\$7,116,086	\$16,168	\$334,196
Other Entertainment Supplies, Equipment & Services	\$533,060	\$11,864,070	\$19,507	\$456,583
Education:				
Tuition, Fees, Textbooks, Supplies	\$815,206	\$18,143,662	\$49,030	\$892,563
Books, Newspapers & Magazines	\$104,283	\$2,320,975	\$5,968	\$122,800
Personal Care Products & Services:				
	\$451,010	\$10,037,922	\$27,078	\$490,786
Miscellaneous				
	\$473,243	\$10,532,749	\$29,760	\$469,770
Cash Contributions:				
	\$1,086,236	\$24,175,841	\$64,277	\$1,101,075

Table 2: Page 2
Annual Market Potential

	<u>66218</u>	<u>66219</u>	<u>66220</u>	<u>66226</u>
Food & Beverages:				
Food Consumed at Home	\$8,715,894	\$17,859,325	\$9,006,222	\$9,860,525
Food Consumed Away From Home	\$7,698,982	\$15,775,618	\$10,355,613	\$8,710,065
Alcoholic Beverages (consumed at, or away from home)	\$1,258,538	\$2,578,810	\$2,166,737	\$1,423,817
Housing & Household Expenses:				
Shelter (owned & rented dwellings)	\$22,373,808	\$45,845,108	\$32,144,810	\$25,312,090
Utilities, Fuels & Public Services	\$6,913,265	\$14,165,643	\$7,956,010	\$7,821,162
Household Operations	\$2,445,804	\$5,011,582	\$4,651,158	\$2,767,004
Housekeeping & Garden Supplies	\$1,552,312	\$3,180,769	\$2,253,098	\$1,756,173
Household Textiles	\$551,045	\$1,129,120	\$707,852	\$623,412
Furniture	\$1,375,004	\$2,817,456	\$2,558,446	\$1,555,579
Floor Coverings	\$152,971	\$313,446	\$467,275	\$173,061
Major Appliances	\$549,306	\$1,125,558	\$831,225	\$621,445
Small Appliances, Misc. Housewares	\$380,690	\$780,054	\$414,841	\$430,685
Misc. Household Equipment	\$2,423,206	\$4,965,277	\$3,914,005	\$2,741,438
Apparel:				
Men's Apparel (16 and over)	\$1,171,622	\$2,400,715	\$1,782,738	\$1,325,487
Boys' Apparel (2 to 15)	\$304,205	\$623,331	\$285,300	\$344,155
Women's Apparel (16 and over)	\$2,176,366	\$4,459,488	\$2,812,902	\$2,462,181
Girls' Apparel (2 to 15)	\$413,718	\$847,730	\$385,540	\$468,050
Children Under 2	\$252,055	\$516,474	\$248,288	\$285,157
Footwear	\$1,102,090	\$2,258,239	\$1,156,621	\$1,246,823
Other Apparel Products & Services	\$914,352	\$1,873,555	\$1,812,040	\$1,034,431
Transportation:				
Vehicle Purchases	\$10,452,467	\$21,417,655	\$12,929,480	\$11,825,157
Vehicle Finance Charges	\$999,529	\$2,048,088	\$866,695	\$1,130,794
Gasoline & Motor Oil	\$4,262,340	\$8,733,759	\$3,967,981	\$4,822,100
Vehicle Maintenance & Repairs	\$1,882,591	\$3,857,529	\$2,132,809	\$2,129,826
Other Transportation	\$1,599,247	\$3,276,940	\$2,487,506	\$1,809,271
Medical Care:				
Medical Services (hospital & medical professional)	\$2,021,656	\$4,142,480	\$2,391,892	\$2,287,154
Medicine (prescription & nonprescription drugs)	\$989,099	\$2,026,716	\$970,019	\$1,118,995
Medical Supplies	\$385,905	\$790,740	\$351,613	\$436,585
Insurance:				
Health Insurance	\$3,090,718	\$6,333,043	\$3,351,116	\$3,496,612
Vehicle Insurance	\$2,753,485	\$5,642,036	\$2,652,517	\$3,115,092
Life & Other Personal Insurance	\$1,364,575	\$2,796,085	\$2,320,953	\$1,543,780
Entertainment:				
Fees & Admissions	\$1,833,919	\$3,757,796	\$3,516,128	\$2,074,761
Television, Radios & Sound Equipment	\$2,089,450	\$4,281,394	\$2,510,639	\$2,363,851
Pets, Toys, & Playground Equipment	\$1,069,062	\$2,190,563	\$1,489,728	\$1,209,458
Other Entertainment Supplies, Equipment & Services	\$1,289,827	\$2,642,924	\$2,615,506	\$1,459,216
Education:				
Tuition, Fees, Textbooks, Supplies	\$3,241,951	\$6,642,928	\$6,757,751	\$3,667,706
Books, Newspapers & Magazines	\$394,597	\$808,549	\$544,383	\$446,418
Personal Care Products & Services:				
	\$1,790,461	\$3,668,748	\$2,200,664	\$2,025,597
Miscellaneous				
	\$1,967,769	\$4,032,061	\$3,034,973	\$2,226,190
Cash Contributions:				
	\$4,250,172	\$8,708,825	\$10,852,189	\$4,808,333

Table 2: Page 3
Annual Market Potential

	<u>66227</u>
Food & Beverages:	
Food Consumed at Home	\$6,707,143
Food Consumed Away From Home	\$5,924,599
Alcoholic Beverages (consumed at, or away from home)	\$968,483
Housing & Household Expenses:	
Shelter (owned & rented dwellings)	\$17,217,319
Utilities, Fuels & Public Services	\$5,319,966
Household Operations	\$1,882,120
Housekeeping & Garden Supplies	\$1,194,551
Household Textiles	\$424,046
Furniture	\$1,058,107
Floor Coverings	\$117,716
Major Appliances	\$422,708
Small Appliances, Misc. Housewares	\$292,953
Misc. Household Equipment	\$1,864,730
Apparel:	
Men's Apparel (16 and over)	\$901,598
Boys' Apparel (2 to 15)	\$234,095
Women's Apparel (16 and over)	\$1,674,779
Girls' Apparel (2 to 15)	\$318,369
Children Under 2	\$193,964
Footwear	\$848,091
Other Apparel Products & Services	\$703,621
Transportation:	
Vehicle Purchases	\$8,043,489
Vehicle Finance Charges	\$769,168
Gasoline & Motor Oil	\$3,279,999
Vehicle Maintenance & Repairs	\$1,448,711
Other Transportation	\$1,230,668
Medical Care:	
Medical Services (hospital & medical professional)	\$1,555,725
Medicine (prescription & nonprescription drugs)	\$761,142
Medical Supplies	\$296,966
Insurance:	
Health Insurance	\$2,378,401
Vehicle Insurance	\$2,118,890
Life & Other Personal Insurance	\$1,050,081
Entertainment:	
Fees & Admissions	\$1,411,256
Television, Radios & Sound Equipment	\$1,607,895
Pets, Toys, & Playground Equipment	\$822,675
Other Entertainment Supplies, Equipment & Services	\$992,561
Education:	
Tuition, Fees, Textbooks, Supplies	\$2,494,779
Books, Newspapers & Magazines	\$303,654
Personal Care Products & Services:	\$1,377,814
Miscellaneous	\$1,514,257
Cash Contributions:	\$3,270,635

Table 2: Page 4
Annual Market Potential

	Trade Area Summary		
	Trade Area Expenditures	Household Expenditures	Per Capita Expenditures
Food & Beverages:			
Food Consumed at Home	\$104,337,850	\$4,731	\$1,780
Food Consumed Away From Home	\$92,743,726	\$4,205	\$1,583
Alcoholic Beverages (consumed at, or away from home)	\$17,423,220	\$790	\$297
Housing & Household Expenses:			
Shelter (owned & rented dwellings)	\$294,160,141	\$13,338	\$5,019
Utilities, Fuels & Public Services	\$92,162,353	\$4,179	\$1,573
Household Operations	\$33,934,178	\$1,539	\$579
Housekeeping & Garden Supplies	\$21,005,516	\$952	\$358
Household Textiles	\$6,875,111	\$312	\$117
Furniture	\$17,019,617	\$772	\$290
Floor Coverings	\$2,249,983	\$102	\$38
Major Appliances	\$7,695,698	\$349	\$131
Small Appliances, Misc. Housewares	\$4,248,463	\$193	\$72
Misc. Household Equipment	\$30,753,882	\$1,394	\$525
Apparel:			
Men's Apparel (16 and over)	\$13,792,236	\$625	\$235
Boys' Apparel (2 to 15)	\$3,496,502	\$159	\$60
Women's Apparel (16 and over)	\$26,444,889	\$1,199	\$451
Girls' Apparel (2 to 15)	\$4,527,169	\$205	\$77
Children Under 2	\$2,693,346	\$122	\$46
Footwear	\$11,564,553	\$524	\$197
Other Apparel Products & Services	\$11,737,944	\$532	\$200
Transportation:			
Vehicle Purchases	\$135,629,636	\$6,150	\$2,314
Vehicle Finance Charges	\$13,042,679	\$591	\$223
Gasoline & Motor Oil	\$55,365,199	\$2,510	\$945
Vehicle Maintenance & Repairs	\$24,887,438	\$1,128	\$425
Other Transportation	\$20,276,578	\$919	\$346
Medical Care:			
Medical Services (hospital & medical professional)	\$24,566,482	\$1,114	\$419
Medicine (prescription & nonprescription drugs)	\$12,625,888	\$572	\$215
Medical Supplies	\$4,133,912	\$187	\$71
Insurance:			
Health Insurance	\$41,179,107	\$1,867	\$703
Vehicle Insurance	\$34,659,304	\$1,571	\$591
Life & Other Personal Insurance	\$17,409,195	\$789	\$297
Entertainment:			
Fees & Admissions	\$24,605,144	\$1,116	\$420
Television, Radios & Sound Equipment	\$27,488,294	\$1,246	\$469
Pets, Toys, & Playground Equipment	\$14,567,666	\$661	\$249
Other Entertainment Supplies, Equipment & Services	\$21,873,254	\$992	\$373
Education:			
Tuition, Fees, Textbooks, Supplies	\$42,705,576	\$1,936	\$729
Books, Newspapers & Magazines	\$5,051,626	\$229	\$86
Personal Care Products & Services:	\$22,070,080	\$1,001	\$377
Miscellaneous	\$24,280,772	\$1,101	\$414
Cash Contributions:	\$58,317,583	\$2,644	\$995

**Table 3:
Business Activity**

NAICS Code	Industry	No. of Firms	Percent Firms	Jobs	Percent Jobs
11	Forestry, Fishing, Hunting & Agriculture Support	1	0.1%	2	0.0%
21	Mining/Extraction	4	0.3%	228	0.6%
22	Utilities	3	0.2%	75	0.2%
23	Construction	246	15.8%	3,850	9.6%
31	Manufacturing	102	6.5%	7,859	19.5%
42	Wholesale Trade	159	10.2%	3,987	9.9%
44	Retail Trade	176	11.2%	2,722	6.8%
48	Transportation & Warehousing	49	3.1%	2,240	5.6%
51	Information	50	3.2%	3,920	9.7%
52	Finance & Insurance	63	4.1%	1,453	3.6%
53	Real Estate & Rental & Leasing	71	4.5%	395	1.0%
54	Professional, Scientific & Technical Services	190	12.2%	3,087	7.7%
55	Management of Companies & Enterprises	17	1.1%	1,589	3.9%
56	Admin, Support, Waste Mgt, Remediation Services	100	6.4%	2,204	5.5%
61	Educational Services	18	1.1%	245	0.6%
62	Health Care & Social Assistance	100	6.4%	3,411	8.5%
71	Arts, Entertainment & Recreation	30	1.9%	469	1.2%
72	Accommodation & Food Services	74	4.8%	1,509	3.7%
81	Other Services	108	6.9%	984	2.4%
	Trade Area Totals	1,562	100.0%	40,232	100.0%

Table 4
24-Hour Weekday Traffic Counts

Location	Average Daily Traffic Count (Year Taken)
<i>ON PRAIRIE STAR PARKWAY:</i>	
East of K-7 Highway	611 (1998)
West of K-7 Highway	210 (1998)
<i>ON K-7 HIGHWAY:</i>	
North of Prairie Star Parkway	20,900 (2006)
South of Prairie Star Parkway	20,800 (2006)

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.