



Market Profile

1400 Main Kansas City MO 64105
 1400 Main Kansas City MO 64105
 Rings: 1.5, 2.5, 3.5 mile radii

Latitude: 39.0970
 Longitude: -94.5834

	1.5 mile	2.5 mile	3.5 mile
Population Summary			
2000 Total Population	16,252	50,597	126,320
2010 Total Population	19,280	49,126	117,223
2017 Total Population	21,762	53,802	125,692
2017 Group Quarters	2,443	3,239	4,059
2022 Total Population	23,259	56,714	131,210
2017-2022 Annual Rate	1.34%	1.06%	0.86%
2017 Total Daytime Population	124,934	171,749	270,569
Workers	114,649	143,212	201,010
Residents	10,285	28,537	69,559
Household Summary			
2000 Households	7,323	21,414	51,638
2000 Average Household Size	1.90	2.20	2.35
2010 Households	9,732	22,220	49,139
2010 Average Household Size	1.72	2.06	2.30
2017 Households	11,295	24,723	53,028
2017 Average Household Size	1.71	2.05	2.29
2022 Households	12,208	26,231	55,535
2022 Average Household Size	1.71	2.04	2.29
2017-2022 Annual Rate	1.57%	1.19%	0.93%
2010 Families	3,095	8,842	22,685
2010 Average Family Size	2.84	3.19	3.34
2017 Families	3,394	9,430	23,724
2017 Average Family Size	2.82	3.19	3.36
2022 Families	3,583	9,820	24,489
2022 Average Family Size	2.82	3.20	3.37
2017-2022 Annual Rate	1.09%	0.81%	0.64%
Housing Unit Summary			
2000 Housing Units	8,536	25,780	61,151
Owner Occupied Housing Units	14.6%	24.4%	32.5%
Renter Occupied Housing Units	71.2%	58.6%	51.9%
Vacant Housing Units	14.2%	16.9%	15.6%
2010 Housing Units	11,387	27,873	61,597
Owner Occupied Housing Units	19.6%	22.7%	28.3%
Renter Occupied Housing Units	65.9%	57.0%	51.4%
Vacant Housing Units	14.5%	20.3%	20.2%
2017 Housing Units	13,094	30,821	66,315
Owner Occupied Housing Units	18.0%	20.8%	26.0%
Renter Occupied Housing Units	68.3%	59.4%	53.9%
Vacant Housing Units	13.7%	19.8%	20.0%
2022 Housing Units	14,115	32,697	69,485
Owner Occupied Housing Units	17.8%	20.6%	25.8%
Renter Occupied Housing Units	68.7%	59.7%	54.2%
Vacant Housing Units	13.5%	19.8%	20.1%
Median Household Income			
2017	\$34,597	\$30,700	\$30,570
2022	\$42,019	\$35,041	\$33,937
Median Home Value			
2017	\$190,782	\$132,117	\$89,103
2022	\$235,108	\$169,453	\$103,436
Per Capita Income			
2017	\$32,690	\$24,568	\$20,698
2022	\$40,615	\$29,671	\$24,505
Median Age			
2010	31.2	32.1	31.8
2017	32.2	33.0	32.7
2022	33.1	33.8	33.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	11,295	24,723	53,027
<\$15,000	24.6%	27.0%	26.1%
\$15,000 - \$24,999	12.8%	14.7%	15.4%
\$25,000 - \$34,999	13.0%	13.0%	13.6%
\$35,000 - \$49,999	13.5%	13.5%	14.0%
\$50,000 - \$74,999	11.4%	12.0%	13.4%
\$75,000 - \$99,999	8.3%	7.2%	7.2%
\$100,000 - \$149,999	8.2%	7.1%	6.5%
\$150,000 - \$199,999	4.2%	2.8%	2.0%
\$200,000+	4.0%	2.6%	1.9%
Average Household Income	\$59,235	\$50,792	\$47,378
2022 Households by Income			
Household Income Base	12,208	26,231	55,534
<\$15,000	22.2%	25.3%	24.8%
\$15,000 - \$24,999	11.3%	13.3%	14.2%
\$25,000 - \$34,999	10.6%	11.3%	12.0%
\$35,000 - \$49,999	11.1%	11.7%	12.3%
\$50,000 - \$74,999	11.5%	12.0%	13.4%
\$75,000 - \$99,999	11.7%	9.7%	9.6%
\$100,000 - \$149,999	10.9%	9.4%	8.5%
\$150,000 - \$199,999	5.5%	3.7%	2.6%
\$200,000+	5.3%	3.5%	2.5%
Average Household Income	\$74,022	\$61,626	\$56,245
2017 Owner Occupied Housing Units by Value			
Total	2,351	6,408	17,255
<\$50,000	6.5%	16.3%	25.6%
\$50,000 - \$99,999	11.0%	25.3%	31.2%
\$100,000 - \$149,999	13.9%	13.2%	14.2%
\$150,000 - \$199,999	22.8%	15.9%	12.3%
\$200,000 - \$249,999	13.0%	10.1%	6.2%
\$250,000 - \$299,999	9.8%	5.2%	2.9%
\$300,000 - \$399,999	10.2%	6.3%	3.3%
\$400,000 - \$499,999	5.1%	3.2%	1.8%
\$500,000 - \$749,999	4.0%	2.4%	1.4%
\$750,000 - \$999,999	2.0%	1.1%	0.6%
\$1,000,000 +	1.6%	1.1%	0.5%
Average Home Value	\$245,351	\$178,909	\$130,904
2022 Owner Occupied Housing Units by Value			
Total	2,513	6,726	17,890
<\$50,000	3.8%	11.8%	20.7%
\$50,000 - \$99,999	7.7%	20.7%	28.3%
\$100,000 - \$149,999	10.3%	11.6%	14.2%
\$150,000 - \$199,999	19.1%	15.1%	13.2%
\$200,000 - \$249,999	12.9%	11.0%	7.2%
\$250,000 - \$299,999	10.9%	6.3%	3.8%
\$300,000 - \$399,999	14.1%	9.8%	5.3%
\$400,000 - \$499,999	8.0%	6.0%	3.2%
\$500,000 - \$749,999	7.5%	4.5%	2.5%
\$750,000 - \$999,999	3.5%	1.8%	1.0%
\$1,000,000 +	2.1%	1.4%	0.6%
Average Home Value	\$301,742	\$224,097	\$158,962

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	19,278	49,126	117,223
0 - 4	6.4%	7.6%	8.2%
5 - 9	4.9%	6.0%	6.8%
10 - 14	3.7%	5.1%	6.0%
15 - 24	15.9%	15.8%	15.5%
25 - 34	27.1%	20.5%	18.7%
35 - 44	13.5%	13.2%	13.0%
45 - 54	12.7%	13.9%	13.5%
55 - 64	8.7%	9.7%	9.6%
65 - 74	3.8%	4.4%	4.5%
75 - 84	2.3%	2.7%	2.9%
85 +	1.0%	1.1%	1.2%
18 +	82.5%	78.1%	75.5%
2017 Population by Age			
Total	21,764	53,802	125,694
0 - 4	5.9%	7.0%	7.6%
5 - 9	5.0%	6.1%	6.9%
10 - 14	4.0%	5.2%	6.1%
15 - 24	13.6%	14.1%	14.2%
25 - 34	28.4%	21.4%	19.2%
35 - 44	14.0%	13.2%	12.9%
45 - 54	11.3%	12.3%	12.1%
55 - 64	9.6%	10.9%	10.9%
65 - 74	4.9%	5.9%	6.1%
75 - 84	2.3%	2.7%	2.8%
85 +	1.0%	1.2%	1.3%
18 +	82.9%	78.8%	76.2%
2022 Population by Age			
Total	23,260	56,713	131,208
0 - 4	5.8%	6.9%	7.5%
5 - 9	4.8%	5.9%	6.6%
10 - 14	4.2%	5.4%	6.2%
15 - 24	11.9%	13.0%	13.6%
25 - 34	28.4%	21.2%	18.7%
35 - 44	15.8%	14.0%	13.5%
45 - 54	10.7%	11.6%	11.4%
55 - 64	9.1%	10.7%	10.8%
65 - 74	5.6%	6.9%	7.1%
75 - 84	2.6%	3.1%	3.2%
85 +	1.0%	1.1%	1.2%
18 +	82.9%	78.8%	76.3%
2010 Population by Sex			
Males	10,566	25,730	60,341
Females	8,714	23,396	56,882
2017 Population by Sex			
Males	11,891	28,125	64,619
Females	9,871	25,677	61,072
2022 Population by Sex			
Males	12,647	29,604	67,382
Females	10,612	27,110	63,827

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	19,279	49,126	117,222
White Alone	49.4%	42.1%	42.0%
Black Alone	37.1%	41.0%	36.7%
American Indian Alone	0.6%	0.7%	0.8%
Asian Alone	3.5%	3.2%	3.3%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	5.6%	9.3%	13.5%
Two or More Races	3.6%	3.6%	3.7%
Hispanic Origin	13.9%	19.3%	26.4%
Diversity Index	70.9	76.2	80.9
2017 Population by Race/Ethnicity			
Total	21,762	53,802	125,693
White Alone	50.4%	42.3%	41.3%
Black Alone	34.8%	39.0%	35.1%
American Indian Alone	0.6%	0.7%	0.7%
Asian Alone	4.1%	4.0%	4.4%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	5.9%	9.9%	14.2%
Two or More Races	4.0%	4.0%	4.2%
Hispanic Origin	14.7%	20.6%	27.8%
Diversity Index	71.8	77.6	82.3
2022 Population by Race/Ethnicity			
Total	23,259	56,714	131,209
White Alone	50.3%	41.8%	40.6%
Black Alone	33.7%	37.9%	34.1%
American Indian Alone	0.6%	0.6%	0.7%
Asian Alone	4.6%	4.5%	5.0%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	6.3%	10.5%	15.0%
Two or More Races	4.4%	4.4%	4.5%
Hispanic Origin	15.7%	22.0%	29.4%
Diversity Index	73.0	78.9	83.4
2010 Population by Relationship and Household Type			
Total	19,280	49,126	117,223
In Households	87.0%	93.2%	96.4%
In Family Households	47.1%	60.1%	68.1%
Householder	15.6%	18.0%	19.3%
Spouse	7.2%	8.1%	9.2%
Child	20.1%	26.6%	30.4%
Other relative	2.7%	4.8%	5.8%
Nonrelative	1.5%	2.6%	3.4%
In Nonfamily Households	39.9%	33.1%	28.3%
In Group Quarters	13.0%	6.8%	3.6%
Institutionalized Population	6.6%	2.9%	1.6%
Noninstitutionalized Population	6.5%	3.9%	2.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	15,557	36,336	82,000
Less than 9th Grade	5.5%	7.9%	9.8%
9th - 12th Grade, No Diploma	8.6%	11.8%	13.4%
High School Graduate	15.6%	19.4%	21.2%
GED/Alternative Credential	3.5%	4.5%	4.9%
Some College, No Degree	18.2%	19.3%	18.9%
Associate Degree	6.0%	6.1%	5.7%
Bachelor's Degree	25.1%	18.5%	15.9%
Graduate/Professional Degree	17.5%	12.5%	10.1%
2017 Population 15+ by Marital Status			
Total	18,527	43,945	99,889
Never Married	59.0%	53.8%	51.1%
Married	23.8%	27.3%	29.3%
Widowed	3.7%	5.3%	5.8%
Divorced	13.5%	13.5%	13.8%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	93.5%	92.3%	91.8%
Civilian Unemployed (Unemployment Rate)	6.5%	7.7%	8.2%
2017 Employed Population 16+ by Industry			
Total	11,103	25,178	56,501
Agriculture/Mining	0.0%	0.4%	0.7%
Construction	3.4%	5.5%	7.1%
Manufacturing	8.1%	8.6%	9.9%
Wholesale Trade	1.8%	2.3%	2.3%
Retail Trade	7.8%	7.8%	8.6%
Transportation/Utilities	4.3%	4.8%	4.6%
Information	2.6%	2.2%	1.9%
Finance/Insurance/Real Estate	10.8%	8.2%	6.6%
Services	57.4%	57.1%	55.3%
Public Administration	3.7%	3.2%	2.9%
2017 Employed Population 16+ by Occupation			
Total	11,103	25,179	56,503
White Collar	68.9%	57.2%	52.5%
Management/Business/Financial	18.0%	12.9%	11.0%
Professional	30.3%	22.8%	20.2%
Sales	10.4%	9.2%	8.7%
Administrative Support	10.1%	12.3%	12.6%
Services	15.5%	22.4%	23.3%
Blue Collar	15.6%	20.4%	24.2%
Farming/Forestry/Fishing	0.0%	0.3%	0.6%
Construction/Extraction	2.3%	4.1%	6.2%
Installation/Maintenance/Repair	1.6%	2.2%	1.9%
Production	3.8%	5.6%	7.5%
Transportation/Material Moving	7.9%	8.2%	8.0%
2010 Population By Urban/ Rural Status			
Total Population	19,280	49,126	117,223
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	9,732	22,220	49,139
Households with 1 Person	56.6%	49.4%	43.2%
Households with 2+ People	43.4%	50.6%	56.8%
Family Households	31.8%	39.8%	46.2%
Husband-wife Families	14.5%	18.0%	22.0%
With Related Children	4.6%	7.8%	10.9%
Other Family (No Spouse Present)	17.3%	21.8%	24.2%
Other Family with Male Householder	3.3%	4.9%	6.0%
With Related Children	1.7%	2.5%	3.2%
Other Family with Female Householder	14.0%	16.9%	18.1%
With Related Children	10.6%	12.1%	12.6%
Nonfamily Households	11.6%	10.8%	10.6%
All Households with Children	17.1%	22.8%	27.1%
Multigenerational Households	1.9%	3.4%	4.5%
Unmarried Partner Households	8.0%	8.4%	8.8%
Male-female	6.8%	6.9%	7.4%
Same-sex	1.3%	1.5%	1.4%
2010 Households by Size			
Total	9,731	22,220	49,140
1 Person Household	56.6%	49.4%	43.2%
2 Person Household	26.9%	25.8%	25.6%
3 Person Household	7.7%	10.3%	11.8%
4 Person Household	4.2%	6.5%	8.3%
5 Person Household	2.5%	4.1%	5.4%
6 Person Household	1.1%	2.0%	2.9%
7 + Person Household	0.9%	1.9%	2.8%
2010 Households by Tenure and Mortgage Status			
Total	9,732	22,220	49,139
Owner Occupied	22.9%	28.4%	35.5%
Owned with a Mortgage/Loan	17.8%	19.1%	21.8%
Owned Free and Clear	5.1%	9.4%	13.7%
Renter Occupied	77.1%	71.6%	64.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,387	27,873	61,597
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Modest Income Homes
2.	City Commons (11E)	Modest Income Homes	Metro Renters (3B)
3.	Set to Impress (11D)	City Commons (11E)	Barrios Urbanos (7D)
2017 Consumer Spending			
Apparel & Services: Total \$	\$19,056,329	\$35,193,651	\$70,268,426
Average Spent	\$1,687.15	\$1,423.52	\$1,325.12
Spending Potential Index	78	66	61
Education: Total \$	\$13,484,427	\$24,522,840	\$47,701,454
Average Spent	\$1,193.84	\$991.90	\$899.55
Spending Potential Index	82	68	62
Entertainment/Recreation: Total \$	\$25,496,141	\$48,319,603	\$96,981,729
Average Spent	\$2,257.29	\$1,954.44	\$1,828.88
Spending Potential Index	72	63	59
Food at Home: Total \$	\$44,350,345	\$83,651,211	\$168,157,433
Average Spent	\$3,926.55	\$3,383.54	\$3,171.11
Spending Potential Index	78	67	63
Food Away from Home: Total \$	\$30,040,000	\$55,314,021	\$110,202,036
Average Spent	\$2,659.58	\$2,237.35	\$2,078.19
Spending Potential Index	80	67	62
Health Care: Total \$	\$41,702,196	\$81,869,801	\$166,497,874
Average Spent	\$3,692.09	\$3,311.48	\$3,139.81
Spending Potential Index	66	59	56
HH Furnishings & Equipment: Total \$	\$16,022,468	\$30,309,747	\$60,892,477
Average Spent	\$1,418.55	\$1,225.97	\$1,148.31
Spending Potential Index	73	63	59
Personal Care Products & Services: Total \$	\$6,718,130	\$12,528,403	\$25,063,245
Average Spent	\$594.79	\$506.75	\$472.64
Spending Potential Index	75	64	59
Shelter: Total \$	\$146,744,181	\$270,734,683	\$538,668,248
Average Spent	\$12,991.96	\$10,950.72	\$10,158.19
Spending Potential Index	80	67	63
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,522,150	\$34,083,302	\$69,085,460
Average Spent	\$1,551.32	\$1,378.61	\$1,302.81
Spending Potential Index	66	59	56
Travel: Total \$	\$15,829,603	\$29,623,014	\$59,266,118
Average Spent	\$1,401.47	\$1,198.20	\$1,117.64
Spending Potential Index	68	58	54
Vehicle Maintenance & Repairs: Total \$	\$8,783,412	\$16,817,775	\$33,945,137
Average Spent	\$777.64	\$680.25	\$640.14
Spending Potential Index	73	63	60

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.