

DEMOGRAPHIC PROFILE EXPANDED

1990 - 2000 Census, 2006 Estimates & 2011 Projections

Calculated using Proportional Block Groups

October 2006

RF5

W 123rd St & Metcalf Ave Overland Park, Kansas	1.00 mi radius		3.00 mi radius		5.00 mi radius	
Population						
Estimated Population (2006)	9,416		80,827		210,821	
Census Population (1990)	4,716		42,148		130,172	
Census Population (2000)	8,021		68,506		181,770	
Projected Population (2011)	10,633		90,090		233,046	
Forecasted Population (2016)	12,074		99,759		255,563	
Historical Annual Growth (1990 to 2000)	3,304	7.0%	26,358	6.3%	51,597	4.0%
Historical Annual Growth (2000 to 2006)	1,396	2.9%	12,321	3.0%	29,051	2.7%
Projected Annual Growth (2006 to 2011)	1,216	2.6%	9,263	2.3%	22,226	2.1%
Est. Population Density (2006)	2,998.88 psm		2,862.64 psm		2,689.28 psm	
Trade Area Size	3.14 sq mi		28.24 sq mi		78.39 sq mi	
Households						
Estimated Households (2006)	3,907		30,340		81,439	
Census Households (1990)	1,942		15,723		50,624	
Census Households (2000)	3,290		25,920		71,202	
Projected Households (2011)	4,458		33,875		89,765	
Forecasted Households (2016)	5,080		37,170		97,623	
Households with Children (2006)	1,128	28.9%	10,485	34.6%	26,073	32.0%
Average Household Size (2006)	2.34		2.64		2.56	
Average Household Income						
Est. Average Household Income (2006)	\$116,080		\$119,697		\$100,744	
Proj. Average Household Income (2011)	\$123,887		\$128,423		\$109,607	
Average Family Income (2006)	\$154,225		\$144,713		\$122,324	
Median Household Income						
Est. Median Household Income (2006)	\$87,201		\$100,224		\$87,701	
Proj. Median Household Income (2011)	\$95,327		\$110,128		\$97,272	
Median Family Income (2006)	\$118,963		\$122,818		\$107,702	
Per Capita Income						
Est. Per Capita Income (2006)	\$50,120		\$45,361		\$39,478	
Proj. Per Capita Income (2011)	\$53,674		\$48,676		\$42,738	
Per Capita Income Est. 5 year change	\$3,554	7.1%	\$3,315	7.3%	\$3,259	8.3%
Other Income						
Est. Median Disposable Income (2006)	\$69,169		\$78,642		\$69,571	
Est. Median Disposable Income (2011)	\$75,368		\$85,912		\$76,560	
Disposable Income Est. 5 year change	\$6,199	9.0%	\$7,270	9.2%	\$6,989	10.0%
Est. Median Household Net Worth (2006)	\$53,569		\$58,692		\$55,582	
Daytime Demos						
Total Number of Businesses (2006)	798		5,182		10,266	
Total Number of Employees (2006)	10,731		66,873		125,012	
Company Headqtrs: Businesses (2006)	10	1.2%	51	1.0%	75	0.7%
Company Headqtrs: Employees (2006)	1,660	15.5%	6,450	9.6%	8,940	7.2%
Unemployment Rate (2006)	4.10%		3.50%		3.10%	
Employee Population per Business	13.4 to 1		12.9 to 1		12.2 to 1	
Residential Population per Business	11.8 to 1		15.6 to 1		20.5 to 1	

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Race & Ethnicity

White (2006)	8,492	90.2%	73,126	90.5%	191,400	90.8%
Black or African American (2006)	197	2.1%	1,560	1.9%	5,150	2.4%
American Indian & Alaska Native (2006)	24	0.3%	171	0.2%	478	0.2%
Asian (2006)	547	5.8%	4,665	5.8%	9,849	4.7%
Hawaiian & Pacific Islander (2006)	12	0.1%	63	0.1%	161	0.1%
Other Race (2006)	52	0.5%	503	0.6%	1,564	0.7%
Two or More Races (2006)	92	1.0%	738	0.9%	2,218	1.1%
Not Hispanic or Latino Population (2006)	9,125	96.9%	77,688	96.1%	201,983	95.8%
Hispanic or Latino Population (2006)	291	3.1%	3,138	3.9%	8,838	4.2%
Not of Hispanic Origin Population (1990)	4,651	98.6%	41,532	98.5%	128,162	98.5%
Hispanic Origin Population (1990)	65	1.4%	616	1.5%	2,010	1.5%
Not Hispanic or Latino Population (2000)	7,847	97.8%	66,580	97.2%	176,303	97.0%
Hispanic or Latino Population (2000)	174	2.2%	1,926	2.8%	5,467	3.0%
Not Hispanic or Latino Population (2011)	10,239	96.3%	85,987	95.4%	221,534	95.1%
Hispanic or Latino Population (2011)	394	3.7%	4,103	4.6%	11,513	4.9%
Hist. Hispanic Ann Growth (1990 to 2006)	226	21.7%	2,522	25.6%	6,828	21.2%
Proj. Hispanic Ann Growth (2006 to 2011)	103	7.1%	965	6.1%	2,674	6.1%

Age Distribution

Age 0 to 4 yrs (2006)	546	5.8%	5,520	6.8%	14,325	6.8%
Age 5 to 9 yrs (2006)	619	6.6%	6,055	7.5%	14,802	7.0%
Age 10 to 14 yrs (2006)	669	7.1%	6,232	7.7%	15,036	7.1%
Age 15 to 19 yrs (2006)	611	6.5%	5,681	7.0%	13,934	6.6%
Age 20 to 24 yrs (2006)	539	5.7%	4,386	5.4%	11,689	5.5%
Age 25 to 29 yrs (2006)	548	5.8%	4,204	5.2%	11,161	5.3%
Age 30 to 34 yrs (2006)	548	5.8%	4,906	6.1%	13,082	6.2%
Age 35 to 39 yrs (2006)	647	6.9%	6,142	7.6%	15,643	7.4%
Age 40 to 44 yrs (2006)	775	8.2%	6,939	8.6%	17,324	8.2%
Age 45 to 49 yrs (2006)	823	8.7%	7,450	9.2%	17,853	8.5%
Age 50 to 54 yrs (2006)	734	7.8%	6,611	8.2%	16,369	7.8%
Age 55 to 59 yrs (2006)	564	6.0%	5,129	6.3%	13,560	6.4%
Age 60 to 64 yrs (2006)	410	4.4%	3,636	4.5%	10,136	4.8%
Age 65 to 74 yrs (2006)	472	5.0%	4,093	5.1%	12,965	6.1%
Age 75 to 84 yrs (2006)	464	4.9%	2,487	3.1%	8,753	4.2%
Age 85 yrs plus (2006)	447	4.7%	1,355	1.7%	4,188	2.0%
Median Age (2006)	39.1	yrs	37.6	yrs	38.6	yrs

Gender Age Distribution

Female Population (2006)	4,949	52.6%	40,870	50.6%	107,604	51.0%
Age 0 to 19 yrs (2006)	1,194	24.1%	11,419	27.9%	28,164	26.2%
Age 20 to 64 yrs (2006)	2,887	58.3%	24,928	61.0%	64,487	59.9%
Age 65 yrs plus (2006)	868	17.5%	4,522	11.1%	14,953	13.9%
Female Median Age (2006)	41.3	yrs	38.6	yrs	40.0	yrs
Male Population (2006)	4,468	47.4%	39,957	49.4%	103,217	49.0%
Age 0 to 19 yrs (2006)	1,252	28.0%	12,069	30.2%	29,933	29.0%
Age 20 to 64 yrs (2006)	2,702	60.5%	24,475	61.3%	62,331	60.4%
Age 65 yrs plus (2006)	514	11.5%	3,413	8.5%	10,953	10.6%
Male Median Age (2006)	37.2	yrs	36.7	yrs	37.3	yrs

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Household Income Distribution						
HH Income \$200,000 or More (2006)	547	14.0%	4,304	14.2%	8,085	9.9%
HH Income \$150,000 to \$199,999 (2006)	276	7.1%	3,225	10.6%	6,908	8.5%
HH Income \$100,000 to \$149,999 (2006)	795	20.4%	7,131	23.5%	17,184	21.1%
HH Income \$75,000 to \$99,999 (2006)	541	13.9%	4,309	14.2%	12,352	15.2%
HH Income \$50,000 to \$74,999 (2006)	660	16.9%	4,608	15.2%	14,319	17.6%
HH Income \$35,000 to \$49,999 (2006)	411	10.5%	2,892	9.5%	9,360	11.5%
HH Income \$25,000 to \$34,999 (2006)	227	5.8%	1,626	5.4%	5,680	7.0%
HH Income \$15,000 to \$24,999 (2006)	221	5.7%	1,212	4.0%	4,233	5.2%
HH Income \$0 to \$14,999 (2006)	228	5.8%	1,033	3.4%	3,319	4.1%
HH Income \$35,000+ (2006)	3,231	82.7%	26,468	87.2%	68,208	83.8%
HH Income \$75,000+ (2006)	2,160	55.3%	18,969	62.5%	44,529	54.7%
Housing						
Total Housing Units (2006)	4,344		33,122		88,424	
Housing Units, Occupied (2006)	3,907	89.9%	30,340	91.6%	81,439	92.1%
Housing Units, Owner-Occupied (2006)	2,308	59.1%	21,825	71.9%	58,979	72.4%
Housing Units, Renter-Occupied (2006)	1,599	40.9%	8,515	28.1%	22,461	27.6%
Housing Units, Vacant (2006)	437	10.1%	2,782	8.4%	6,985	7.9%
Median Years in Residence (2006)	3.3	yrs	3.7	yrs	4.2	yrs
Marital Status						
Never Married (2006)	1,633	21.5%	13,710	21.8%	35,865	21.5%
Now Married (2006)	4,465	58.9%	41,236	65.4%	105,972	63.6%
Separated (2006)	299	3.9%	1,523	2.4%	3,612	2.2%
Widowed (2006)	637	8.4%	2,624	4.2%	8,732	5.2%
Divorced (2006)	549	7.2%	3,925	6.2%	12,476	7.5%
Household Type						
Population Family (2006)	7,268	77.2%	68,553	84.8%	176,459	83.7%
Population Non-Family (2006)	1,876	19.9%	11,485	14.2%	32,125	15.2%
Population Group Qtrs (2006)	272	2.9%	789	1.0%	2,236	1.1%
Family Households (2006)	2,250	57.6%	20,536	67.7%	53,895	66.2%
Married Couple With Children (2006)	867	19.4%	8,680	21.0%	21,021	19.8%
Average Family Household Size (2006)	3.23		3.34		3.27	
Non-Family Households (2006)	1,657	42.4%	9,804	32.3%	27,544	33.8%
Household Size						
1 Person Household (2006)	1,292	33.1%	7,395	24.4%	20,758	25.5%
2 Person Households (2006)	1,237	31.7%	9,697	32.0%	27,371	33.6%
3 Person Households (2006)	506	13.0%	4,634	15.3%	12,170	14.9%
4 Person Households (2006)	573	14.7%	5,472	18.0%	13,361	16.4%
5 Person Households (2006)	230	5.9%	2,335	7.7%	5,675	7.0%
6+ Person Households (2006)	69	1.8%	807	2.7%	2,103	2.6%
Household Vehicles						
Total Vehicles Available (2006)	7,117		62,798		165,785	
Household: 0 Vehicles Available (2006)	174	4.5%	762	2.5%	2,292	2.8%
Household: 1 Vehicles Available (2006)	1,313	33.6%	8,143	26.8%	23,030	28.3%
Household: 2+ Vehicles Available (2006)	2,419	61.9%	21,435	70.6%	56,118	68.9%
Average Vehicles Per Household (2006)	1.8		2.1		2.0	

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Labor Force

Est. Labor: Population Age 16+ (2006)	7,439		61,791		163,713	
Est. Civilian Employed (2006)	4,712	63.3%	42,132	68.2%	110,276	67.4%
Est. Civilian Unemployed (2006)	304	4.1%	2,170	3.5%	5,117	3.1%
Est. in Armed Forces (2006)	1	0.0%	22	0.0%	64	0.0%
Est. not in Labor Force (2006)	2,423	32.6%	17,468	28.3%	48,256	29.5%

Occupation

Occupation: Population Age 16+ (2000)	4,003		35,876		95,339	
Mgmt, Business, & Financial Operations (2000)	1,114	27.8%	10,061	28.0%	23,453	24.6%
Professional and Related (2000)	1,232	30.8%	10,919	30.4%	27,971	29.3%
Service (2000)	190	4.7%	2,608	7.3%	8,296	8.7%
Sales and Office (2000)	1,261	31.5%	10,193	28.4%	28,052	29.4%
Farming, Fishing, and Forestry (2000)	0		6	0.0%	33	0.0%
Construct, Extraction, & Maintenance (2000)	93	2.3%	868	2.4%	3,278	3.4%
Production, Transp. & Material Moving (2000)	113	2.8%	1,221	3.4%	4,255	4.5%
<i>Percent White Collar Workers (2000)</i>		90.1%		86.9%		83.4%
<i>Percent Blue Collar Workers (2000)</i>		9.9%		13.1%		16.6%

Consumer Expenditure (in \$,000,000s)

Total Household Expenditure (2006)	\$306		\$2,425		\$5,725	
<i>Total Non-Retail Expenditures (2006)</i>	\$172	56.3%	\$1,369	56.5%	\$3,228	56.4%
<i>Total Retail Expenditures (2006)</i>	\$133	43.7%	\$1,055	43.5%	\$2,497	43.6%
Apparel (2006)	\$5	1.5%	\$36	1.5%	\$84	1.5%
Contributions (2006)	\$14	4.5%	\$112	4.6%	\$252	4.4%
Education (2006)	\$9	2.9%	\$73	3.0%	\$163	2.9%
Entertainment (2006)	\$18	5.9%	\$143	5.9%	\$336	5.9%
Food And Beverages (2006)	\$47	15.2%	\$366	15.1%	\$874	15.3%
Furnishings And Equipment (2006)	\$15	4.7%	\$116	4.8%	\$272	4.7%
Gifts (2006)	\$9	3.1%	\$76	3.2%	\$174	3.0%
Health Care (2006)	\$18	5.9%	\$139	5.7%	\$337	5.9%
Household Operations (2006)	\$13	4.1%	\$102	4.2%	\$232	4.1%
Miscellaneous Expenses (2006)	\$5	1.7%	\$40	1.6%	\$95	1.7%
Personal Care (2006)	\$5	1.5%	\$36	1.5%	\$85	1.5%
Personal Insurance (2006)	\$4	1.2%	\$29	1.2%	\$67	1.2%
Reading (2006)	\$1	0.3%	\$8	0.3%	\$20	0.3%
Shelter (2006)	\$62	20.3%	\$493	20.3%	\$1,158	20.2%
Tobacco (2006)	\$2	0.6%	\$13	0.5%	\$32	0.6%
Transportation (2006)	\$61	20.0%	\$483	19.9%	\$1,156	20.2%
Utilities (2006)	\$21	6.7%	\$160	6.6%	\$386	6.7%

Educational Attainment

Adult Population (25 Years or Older) (2006)	6,433		52,953		141,035	
Elementary (0 to 8) (2006)	29	0.5%	249	0.5%	814	0.6%
Some High School (9 to 11) (2006)	49	0.8%	449	0.8%	1,703	1.2%
High School Graduate (12) (2006)	729	11.3%	4,793	9.1%	16,746	11.9%
Some College (13 to 16) (2006)	1,083	16.8%	8,654	16.3%	26,171	18.6%
Associate Degree Only (2006)	599	9.3%	4,810	9.1%	13,354	9.5%
Bachelor Degree Only (2006)	2,416	37.6%	21,293	40.2%	52,730	37.4%
Graduate Degree (2006)	1,527	23.7%	12,704	24.0%	29,517	20.9%

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Units In Structure							
1 Detached Unit (2000)	1,592	44.9%	16,923	61.9%	48,233	64.6%	
1 Attached Unit (2000)	496	14.0%	2,456	9.0%	6,076	8.1%	
2 to 4 Units (2000)	201	5.7%	1,340	4.9%	4,286	5.7%	
5 to 9 Units (2000)	490	13.8%	2,947	10.8%	6,554	8.8%	
10 to 19 Units (2000)	296	8.4%	2,219	8.1%	4,530	6.1%	
20 to 49 Units (2000)	61	1.7%	267	1.0%	1,546	2.1%	
50 or more Units (2000)	406	11.5%	1,186	4.3%	3,339	4.5%	
Mobile Home or Trailer (2000)	4	0.1%	20	0.1%	53	0.1%	
Other Structure (2000)	0		0		11	0.0%	
Homes Built By Year							
Homes Built 1999 to 2000	52	1.5%	1,047	3.8%	2,614	3.5%	
Homes Built 1995 to 1998	763	21.5%	4,882	17.8%	10,479	14.0%	
Homes Built 1990 to 1994	706	19.9%	5,175	18.9%	9,545	12.8%	
Homes Built 1980 to 1989	1,919	54.1%	10,895	39.8%	19,345	25.9%	
Homes Built 1970 to 1979	84	2.4%	3,125	11.4%	12,918	17.3%	
Homes Built 1960 to 1969	6	0.2%	1,800	6.6%	13,468	18.0%	
Homes Built 1950 to 1959	15	0.4%	311	1.1%	4,903	6.6%	
Homes Built Before 1949	2	0.1%	124	0.5%	1,355	1.8%	
Home Values							
Home Values \$1,000,000 or More (2000)	3	0.1%	97	0.5%	177	0.4%	
Home Values \$500,000 to \$999,999 (2000)	61	3.2%	667	3.8%	1,186	2.5%	
Home Values \$400,000 to \$499,999 (2000)	47	2.5%	671	3.8%	1,445	3.0%	
Home Values \$300,000 to \$399,999 (2000)	85	4.5%	2,086	11.8%	4,162	8.6%	
Home Values \$200,000 to \$299,999 (2000)	866	46.0%	7,153	40.4%	13,016	27.0%	
Home Values \$150,000 to \$199,999 (2000)	623	33.0%	4,690	26.5%	12,837	26.7%	
Home Values \$100,000 to \$149,999 (2000)	185	9.8%	2,005	11.3%	12,394	25.8%	
Home Values \$70,000 to \$99,999 (2000)	10	0.5%	265	1.5%	2,423	5.0%	
Home Values \$50,000 to \$69,999 (2000)	0		25	0.1%	268	0.6%	
Home Values \$25,000 to \$49,999 (2000)	2	0.1%	20	0.1%	140	0.3%	
Home Values \$0 to \$24,999 (2000)	3	0.1%	31	0.2%	75	0.2%	
Owner Occupied Median Home Value (2000)	\$217,134		\$237,722		\$203,475		
Renter Occupied Median Rent (2000)	\$1,020		\$803		\$764		
Transportation To Work							
Drive to Work Alone (2000)	3,517	87.9%	31,423	87.5%	82,912	86.9%	
Drive to Work in Carpool (2000)	216	5.4%	1,863	5.2%	5,703	6.0%	
Travel to Work - Public Transportation (2000)	18	0.4%	142	0.4%	445	0.5%	
Drive to Work on Motorcycle (2000)	0		21	0.1%	53	0.1%	
Walk or Bicycle to Work (2000)	27	0.7%	160	0.4%	612	0.6%	
Other Means (2000)	11	0.3%	134	0.4%	320	0.3%	
Work at Home (2000)	215	5.4%	2,151	6.0%	5,344	5.6%	
Travel Time							
Travel to Work in 14 Minutes or Less (2000)	1,342	35.4%	11,915	35.3%	30,565	33.9%	
Travel to Work in 14 to 29 Minutes (2000)	1,594	42.1%	14,378	42.6%	39,774	44.2%	
Travel to Work in 30 to 59 Minutes (2000)	777	20.5%	6,792	20.1%	17,845	19.8%	
Travel to Work in 60 Minutes or More (2000)	74	2.0%	659	2.0%	1,861	2.1%	
Average Travel Time to Work (2000)	17.5	mins	18.3	mins	18.5	mins	

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