



Executive Summary

Prepared by Daniel Sight

Lat: 38.883896, Lon: -94.750...

Latitude: 38.883896

Longitude: -94.750772

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2010 Population			
Total Population	11,014	96,428	205,876
Male Population	49.7%	49.5%	49.5%
Female Population	50.3%	50.5%	50.5%
Median Age	31.8	32.3	33.6
2010 Income			
Median HH Income	\$111,989	\$91,613	\$88,400
Per Capita Income	\$41,478	\$37,786	\$38,315
Average HH Income	\$137,676	\$108,693	\$105,629
2010 Households			
Total Households	3,271	33,184	74,901
Average Household Size	3.36	2.88	2.72
2010 Housing			
Owner Occupied Housing Units	68.4%	68.9%	66.5%
Renter Occupied Housing Units	26.0%	26.9%	28.0%
Vacant Housing Units	5.5%	4.2%	5.5%
Population			
1990 Population	844	44,152	104,100
2000 Population	5,521	76,075	160,046
2010 Population	11,014	96,428	205,876
2015 Population	12,671	104,564	223,798
1990-2000 Annual Rate	20.66%	5.59%	4.39%
2000-2010 Annual Rate	6.97%	2.34%	2.49%
2010-2015 Annual Rate	2.84%	1.63%	1.68%

In the identified market area, the current year population is 205,876. In 2000, the Census count in the market area was 160,046. The rate of change since 2000 was 2.49 percent annually. The five-year projection for the population in the market area is 223,798, representing a change of 1.68 percent annually from 2010 to 2015. Currently, the population is 49.5 percent male and 50.5 percent female.

Households			
1990 Households	277	14,588	36,833
2000 Households	1,679	25,989	57,689
2010 Households	3,271	33,184	74,901
2015 Households	3,799	36,157	81,712
1990-2000 Annual Rate	19.74%	5.94%	4.59%
2000-2010 Annual Rate	6.72%	2.41%	2.58%
2010-2015 Annual Rate	3.04%	1.73%	1.76%

The household count in this market area has changed from 57,689 in 2000 to 74,901 in the current year, a change of 2.58 percent annually. The five-year projection of households is 81,712, a change of 1.76 percent annually from the current year total. Average household size is currently 2.72, compared to 2.74 in the year 2000. The number of families in the current year is 54,894 in the market area.

Housing

Currently, 66.5 percent of the 79,283 housing units in the market area are owner occupied; 28.0 percent, renter occupied; and 5.5 percent are vacant. In 2000, there were 60,355 housing units - 67.9 percent owner occupied, 27.7 percent renter occupied and 4.4 percent vacant. The rate of change in housing units since 2000 is 2.7 percent. Median home value in the market area is \$208,553, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 3.36 percent annually to \$246,041. From 2000 to the current year, median home value changed by 2.61 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



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Median Household Income			
1990 Median HH Income	\$53,264	\$46,682	\$45,592
2000 Median HH Income	\$95,976	\$69,666	\$67,007
2010 Median HH Income	\$111,989	\$91,613	\$88,400
2015 Median HH Income	\$119,213	\$103,466	\$101,990
1990-2000 Annual Rate	6.07%	4.08%	3.93%
2000-2010 Annual Rate	1.52%	2.71%	2.74%
2010-2015 Annual Rate	1.26%	2.46%	2.9%
Per Capita Income			
1990 Per Capita Income	\$20,980	\$17,222	\$18,527
2000 Per Capita Income	\$32,948	\$28,732	\$29,336
2010 Per Capita Income	\$41,478	\$37,786	\$38,315
2015 Per Capita Income	\$44,768	\$41,237	\$42,089
1990-2000 Annual Rate	4.62%	5.25%	4.7%
2000-2010 Annual Rate	2.27%	2.71%	2.64%
2010-2015 Annual Rate	1.54%	1.76%	1.9%
Average Household Income			
1990 Average Household Income	\$60,864	\$51,225	\$52,005
2000 Average Household Income	\$107,719	\$82,791	\$80,827
2010 Average HH Income	\$137,676	\$108,693	\$105,629
2015 Average HH Income	\$146,938	\$118,060	\$115,725
1990-2000 Annual Rate	5.87%	4.92%	4.51%
2000-2010 Annual Rate	2.42%	2.69%	2.65%
2010-2015 Annual Rate	1.31%	1.67%	1.84%

Households by Income

Current median household income is \$88,400 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$101,990 in five years. In 2000, median household income was \$67,007, compared to \$45,592 in 1990.

Current average household income is \$105,629 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$115,725 in five years. In 2000, average household income was \$80,827, compared to \$52,005 in 1990.

Current per capita income is \$38,315 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$42,089 in five years. In 2000, the per capita income was \$29,336, compared to \$18,527 in 1990.

Population by Employment

Total Businesses	262	2,529	8,116
Total Employees	2,757	31,076	127,562

Currently, 94.5 percent of the civilian labor force in the identified market area is employed and 5.5 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 95.4 percent of the civilian labor force, and unemployment will be 4.6 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 77.7 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 77.6 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 10.8 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 11.5 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 86.5 percent of the market area population drove alone to work, and 4.7 percent worked at home. The average travel time to work in 2000 was 20.2 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 4.0 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 14.3 percent were high school graduates only (29.6 percent in the U.S.)
- 7.6 percent had completed an Associate degree (7.7 percent in the U.S.)
- 36.5 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 17.7 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.