



# Market Profile

Former ABJ's Restaurant Cherryvale, KS  
 Drive Times: 5, 15, 30 minute radii

Latitude: 37.2703  
 Longitude: -95.5557

	5 minute	15 minute	30 minute
<b>Population Summary</b>			
2000 Total Population	2,541	8,994	57,434
2010 Total Population	2,501	8,861	55,035
2018 Total Population	2,370	8,371	52,557
2018 Group Quarters	43	201	1,483
2023 Total Population	2,258	7,956	50,367
2018-2023 Annual Rate	-0.96%	-1.01%	-0.85%
2018 Total Daytime Population	2,198	7,795	56,120
Workers	693	2,670	26,012
Residents	1,505	5,125	30,108
<b>Household Summary</b>			
2000 Households	1,040	3,707	23,379
2000 Average Household Size	2.40	2.37	2.39
2010 Households	985	3,569	22,369
2010 Average Household Size	2.50	2.43	2.39
2018 Households	921	3,320	21,120
2018 Average Household Size	2.53	2.46	2.42
2023 Households	872	3,136	20,144
2023 Average Household Size	2.54	2.47	2.43
2018-2023 Annual Rate	-1.09%	-1.13%	-0.94%
2010 Families	669	2,299	14,590
2010 Average Family Size	3.01	3.00	2.94
2018 Families	617	2,114	13,634
2018 Average Family Size	3.08	3.07	2.99
2023 Families	581	1,987	12,949
2023 Average Family Size	3.10	3.10	3.01
2018-2023 Annual Rate	-1.20%	-1.23%	-1.03%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,203	4,209	26,588
Owner Occupied Housing Units	65.3%	61.4%	63.5%
Renter Occupied Housing Units	21.2%	26.7%	24.4%
Vacant Housing Units	13.5%	11.9%	12.1%
2010 Housing Units	1,147	4,083	25,570
Owner Occupied Housing Units	62.4%	59.7%	61.2%
Renter Occupied Housing Units	23.5%	27.7%	26.3%
Vacant Housing Units	14.1%	12.6%	12.5%
2018 Housing Units	1,148	4,036	25,366
Owner Occupied Housing Units	57.5%	55.7%	57.9%
Renter Occupied Housing Units	22.7%	26.6%	25.4%
Vacant Housing Units	19.8%	17.7%	16.7%
2023 Housing Units	1,148	4,028	25,198
Owner Occupied Housing Units	54.9%	53.3%	56.2%
Renter Occupied Housing Units	21.1%	24.6%	23.8%
Vacant Housing Units	24.0%	22.1%	20.1%
<b>Median Household Income</b>			
2018	\$35,539	\$41,509	\$42,773
2023	\$36,256	\$42,885	\$44,259
<b>Median Home Value</b>			
2018	\$65,613	\$80,724	\$85,199
2023	\$69,082	\$86,903	\$92,815
<b>Per Capita Income</b>			
2018	\$17,971	\$21,770	\$22,525
2023	\$19,245	\$23,199	\$23,943
<b>Median Age</b>			
2010	38.2	39.0	39.9
2018	39.8	40.2	40.8
2023	40.8	40.8	41.2

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Households by Income</b>			
Household Income Base	921	3,320	21,120
<\$15,000	19.7%	15.2%	15.7%
\$15,000 - \$24,999	17.2%	14.0%	13.0%
\$25,000 - \$34,999	12.4%	12.0%	11.5%
\$35,000 - \$49,999	16.0%	16.9%	16.2%
\$50,000 - \$74,999	20.4%	20.3%	20.9%
\$75,000 - \$99,999	7.9%	10.5%	10.6%
\$100,000 - \$149,999	5.0%	8.2%	8.9%
\$150,000 - \$199,999	0.5%	1.1%	1.6%
\$200,000+	1.0%	1.8%	1.6%
Average Household Income	\$45,631	\$54,091	\$55,097
<b>2023 Households by Income</b>			
Household Income Base	872	3,136	20,144
<\$15,000	19.8%	15.6%	15.8%
\$15,000 - \$24,999	16.9%	13.8%	13.0%
\$25,000 - \$34,999	11.7%	11.4%	11.1%
\$35,000 - \$49,999	14.6%	15.1%	14.8%
\$50,000 - \$74,999	20.6%	20.2%	20.6%
\$75,000 - \$99,999	8.6%	11.1%	11.2%
\$100,000 - \$149,999	6.2%	9.5%	10.2%
\$150,000 - \$199,999	0.6%	1.2%	1.8%
\$200,000+	1.1%	1.9%	1.6%
Average Household Income	\$49,186	\$58,004	\$58,861
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	660	2,247	14,683
<\$50,000	37.3%	29.2%	27.6%
\$50,000 - \$99,999	40.8%	33.8%	31.9%
\$100,000 - \$149,999	13.2%	17.5%	18.4%
\$150,000 - \$199,999	5.8%	9.1%	11.7%
\$200,000 - \$249,999	0.2%	3.6%	3.4%
\$250,000 - \$299,999	1.7%	2.3%	2.7%
\$300,000 - \$399,999	0.0%	3.2%	2.7%
\$400,000 - \$499,999	0.0%	0.2%	0.4%
\$500,000 - \$749,999	0.0%	0.3%	0.4%
\$750,000 - \$999,999	0.0%	0.4%	0.4%
\$1,000,000 - \$1,499,999	0.9%	0.3%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.3%	0.1%	0.1%
Average Home Value	\$89,545	\$107,840	\$113,583
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	630	2,147	14,152
<\$50,000	35.2%	27.0%	25.3%
\$50,000 - \$99,999	38.9%	31.2%	28.8%
\$100,000 - \$149,999	14.6%	18.3%	19.1%
\$150,000 - \$199,999	7.6%	11.2%	13.8%
\$200,000 - \$249,999	0.3%	4.8%	4.3%
\$250,000 - \$299,999	2.1%	2.4%	3.0%
\$300,000 - \$399,999	0.0%	3.8%	3.2%
\$400,000 - \$499,999	0.0%	0.2%	0.5%
\$500,000 - \$749,999	0.0%	0.3%	0.6%
\$750,000 - \$999,999	0.0%	0.4%	0.9%
\$1,000,000 - \$1,499,999	1.1%	0.4%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.3%	0.1%	0.1%
Average Home Value	\$96,830	\$116,220	\$125,362

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	2,500	8,860	55,037
0 - 4	7.5%	7.1%	7.0%
5 - 9	7.8%	7.4%	6.7%
10 - 14	7.2%	7.0%	6.4%
15 - 24	12.2%	12.2%	13.4%
25 - 34	11.4%	11.7%	11.2%
35 - 44	12.0%	12.0%	11.2%
45 - 54	14.4%	14.6%	14.5%
55 - 64	11.2%	12.0%	12.8%
65 - 74	9.1%	8.3%	8.5%
75 - 84	4.6%	5.0%	5.4%
85 +	2.8%	2.8%	2.9%
18 +	73.6%	74.5%	75.8%
<b>2018 Population by Age</b>			
Total	2,367	8,370	52,558
0 - 4	6.1%	6.2%	6.4%
5 - 9	6.5%	6.6%	6.3%
10 - 14	7.1%	6.9%	6.2%
15 - 24	12.3%	11.8%	12.6%
25 - 34	12.5%	12.7%	12.2%
35 - 44	11.5%	11.2%	10.6%
45 - 54	12.2%	12.4%	12.2%
55 - 64	13.0%	13.2%	13.8%
65 - 74	10.2%	10.4%	10.8%
75 - 84	5.8%	5.8%	5.9%
85 +	2.7%	2.9%	3.1%
18 +	76.5%	76.5%	77.5%
<b>2023 Population by Age</b>			
Total	2,258	7,956	50,366
0 - 4	6.0%	6.1%	6.3%
5 - 9	6.2%	6.3%	6.3%
10 - 14	6.8%	6.8%	6.5%
15 - 24	12.4%	11.8%	12.1%
25 - 34	12.0%	12.2%	11.9%
35 - 44	11.5%	11.6%	11.2%
45 - 54	11.7%	11.3%	11.0%
55 - 64	12.7%	12.7%	13.0%
65 - 74	11.1%	11.3%	11.8%
75 - 84	7.2%	7.1%	7.0%
85 +	2.6%	2.8%	3.0%
18 +	76.8%	76.9%	77.2%
<b>2010 Population by Sex</b>			
Males	1,243	4,423	27,040
Females	1,258	4,438	27,995
<b>2018 Population by Sex</b>			
Males	1,186	4,197	25,851
Females	1,184	4,174	26,706
<b>2023 Population by Sex</b>			
Males	1,133	4,004	24,846
Females	1,124	3,952	25,520

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<b>2010 Population by Race/Ethnicity</b>			
Total	2,501	8,861	55,035
White Alone	94.7%	89.5%	85.5%
Black Alone	0.8%	3.4%	5.5%
American Indian Alone	1.2%	1.7%	2.6%
Asian Alone	0.2%	0.4%	0.5%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	0.8%	1.5%	1.5%
Two or More Races	2.0%	3.4%	4.4%
Hispanic Origin	3.6%	4.5%	4.8%
Diversity Index	16.5	26.7	33.3
<b>2018 Population by Race/Ethnicity</b>			
Total	2,368	8,370	52,557
White Alone	93.8%	88.1%	84.0%
Black Alone	0.9%	3.6%	5.8%
American Indian Alone	1.3%	1.7%	2.6%
Asian Alone	0.4%	0.6%	0.8%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.0%	2.0%	1.8%
Two or More Races	2.4%	4.0%	4.9%
Hispanic Origin	4.6%	5.9%	5.9%
Diversity Index	20.0	30.8	37.0
<b>2023 Population by Race/Ethnicity</b>			
Total	2,257	7,955	50,366
White Alone	92.7%	86.9%	82.7%
Black Alone	0.9%	3.8%	5.9%
American Indian Alone	1.4%	1.7%	2.6%
Asian Alone	0.5%	0.7%	1.0%
Pacific Islander Alone	0.3%	0.1%	0.1%
Some Other Race Alone	1.3%	2.4%	2.1%
Two or More Races	2.8%	4.5%	5.5%
Hispanic Origin	5.7%	7.0%	7.0%
Diversity Index	23.3	34.2	40.1
<b>2010 Population by Relationship and Household Type</b>			
Total	2,501	8,861	55,035
In Households	98.3%	97.7%	97.3%
In Family Households	83.8%	80.7%	80.5%
Householder	26.7%	25.9%	26.5%
Spouse	19.5%	19.2%	19.8%
Child	31.5%	30.2%	29.2%
Other relative	2.6%	2.5%	2.4%
Nonrelative	3.4%	2.9%	2.6%
In Nonfamily Households	14.5%	17.0%	16.8%
In Group Quarters	1.7%	2.3%	2.7%
Institutionalized Population	1.7%	2.2%	1.2%
Noninstitutionalized Population	0.0%	0.0%	1.5%

**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.

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<b>2018 Population 25+ by Educational Attainment</b>			
Total	1,611	5,730	35,993
Less than 9th Grade	2.0%	3.7%	3.5%
9th - 12th Grade, No Diploma	9.1%	8.8%	7.5%
High School Graduate	28.6%	26.1%	25.2%
GED/Alternative Credential	7.9%	5.6%	5.9%
Some College, No Degree	25.5%	25.8%	26.6%
Associate Degree	10.2%	12.4%	12.2%
Bachelor's Degree	11.7%	12.3%	12.0%
Graduate/Professional Degree	5.0%	5.1%	7.1%
<b>2018 Population 15+ by Marital Status</b>			
Total	1,902	6,716	42,594
Never Married	20.9%	26.9%	26.3%
Married	53.4%	49.3%	52.5%
Widowed	9.5%	8.9%	8.0%
Divorced	16.2%	14.9%	13.2%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.6%	91.8%	94.4%
Civilian Unemployed (Unemployment Rate)	7.4%	8.2%	5.6%
<b>2018 Employed Population 16+ by Industry</b>			
Total	867	3,189	22,423
Agriculture/Mining	3.2%	3.8%	3.5%
Construction	3.7%	3.7%	4.8%
Manufacturing	18.8%	22.5%	22.5%
Wholesale Trade	2.7%	2.1%	2.1%
Retail Trade	15.2%	11.4%	10.2%
Transportation/Utilities	9.7%	7.7%	4.9%
Information	1.0%	0.5%	0.9%
Finance/Insurance/Real Estate	4.4%	3.2%	3.8%
Services	40.6%	41.7%	44.5%
Public Administration	0.7%	3.5%	2.8%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	867	3,187	22,423
White Collar	43.7%	47.4%	48.4%
Management/Business/Financial	5.8%	10.4%	10.8%
Professional	15.5%	17.6%	17.9%
Sales	12.5%	8.6%	8.1%
Administrative Support	10.0%	10.8%	11.6%
Services	19.5%	19.0%	20.0%
Blue Collar	36.8%	33.5%	31.6%
Farming/Forestry/Fishing	0.7%	0.6%	1.2%
Construction/Extraction	9.0%	5.8%	4.9%
Installation/Maintenance/Repair	6.0%	6.2%	3.5%
Production	10.6%	12.2%	13.5%
Transportation/Material Moving	10.5%	8.7%	8.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,501	8,861	55,035
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	0.0%	44.7%	61.3%
Rural Population	100.0%	55.3%	38.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	985	3,568	22,369
Households with 1 Person	27.9%	30.5%	29.8%
Households with 2+ People	72.1%	69.5%	70.2%
Family Households	67.9%	64.4%	65.2%
Husband-wife Families	49.5%	47.8%	48.6%
With Related Children	20.7%	19.4%	18.3%
Other Family (No Spouse Present)	18.5%	16.6%	16.6%
Other Family with Male Householder	7.2%	5.9%	5.0%
With Related Children	4.2%	4.0%	3.3%
Other Family with Female Householder	11.3%	10.7%	11.6%
With Related Children	7.5%	7.8%	8.3%
Nonfamily Households	4.2%	5.0%	5.0%
All Households with Children	33.3%	32.1%	30.6%
Multigenerational Households	2.9%	2.9%	2.9%
Unmarried Partner Households	6.9%	6.7%	6.5%
Male-female	6.4%	6.2%	6.1%
Same-sex	0.5%	0.6%	0.4%
<b>2010 Households by Size</b>			
Total	985	3,568	22,368
1 Person Household	27.9%	30.5%	29.8%
2 Person Household	35.0%	33.8%	35.8%
3 Person Household	14.9%	14.7%	14.4%
4 Person Household	10.7%	10.8%	11.1%
5 Person Household	7.3%	6.3%	5.7%
6 Person Household	2.5%	2.4%	2.1%
7 + Person Household	1.6%	1.5%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	985	3,569	22,369
Owner Occupied	72.7%	68.3%	69.9%
Owned with a Mortgage/Loan	42.3%	39.8%	38.5%
Owned Free and Clear	30.3%	28.5%	31.4%
Renter Occupied	27.3%	31.7%	30.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,147	4,083	25,570
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	0.0%	47.1%	63.1%
Rural Housing Units	100.0%	52.9%	36.9%

**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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Heartland Communities	Heartland Communities	Traditional Living (12B)
<b>2.</b>	Small Town Simplicity	Small Town Simplicity	Heartland Communities
<b>3.</b>	Rooted Rural (10B)	Salt of the Earth (6B)	Midlife Constants (5E)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,067,814	\$4,594,341	\$29,545,737
Average Spent	\$1,159.41	\$1,383.84	\$1,398.95
Spending Potential Index	53	64	64
Education: Total \$	\$612,025	\$2,816,567	\$18,326,981
Average Spent	\$664.52	\$848.36	\$867.75
Spending Potential Index	46	59	60
Entertainment/Recreation: Total \$	\$1,766,136	\$7,317,543	\$47,358,837
Average Spent	\$1,917.63	\$2,204.08	\$2,242.37
Spending Potential Index	60	68	70
Food at Home: Total \$	\$2,814,667	\$11,600,071	\$74,713,677
Average Spent	\$3,056.10	\$3,494.00	\$3,537.58
Spending Potential Index	61	70	70
Food Away from Home: Total \$	\$1,751,364	\$7,517,975	\$48,534,454
Average Spent	\$1,901.59	\$2,264.45	\$2,298.03
Spending Potential Index	54	64	65
Health Care: Total \$	\$3,373,485	\$13,748,593	\$89,106,625
Average Spent	\$3,662.85	\$4,141.14	\$4,219.06
Spending Potential Index	64	72	74
HH Furnishings & Equipment: Total \$	\$1,069,262	\$4,563,064	\$29,644,643
Average Spent	\$1,160.98	\$1,374.42	\$1,403.63
Spending Potential Index	56	66	67
Personal Care Products & Services: Total \$	\$406,273	\$1,754,139	\$11,343,914
Average Spent	\$441.12	\$528.36	\$537.12
Spending Potential Index	53	64	65
Shelter: Total \$	\$7,921,875	\$34,516,499	\$222,135,207
Average Spent	\$8,601.38	\$10,396.54	\$10,517.77
Spending Potential Index	51	62	63
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,278,368	\$5,365,157	\$34,663,979
Average Spent	\$1,388.02	\$1,616.01	\$1,641.29
Spending Potential Index	56	65	66
Travel: Total \$	\$971,546	\$4,296,913	\$28,131,872
Average Spent	\$1,054.88	\$1,294.25	\$1,332.00
Spending Potential Index	49	60	62
Vehicle Maintenance & Repairs: Total \$	\$586,792	\$2,447,305	\$15,793,316
Average Spent	\$637.12	\$737.14	\$747.79
Spending Potential Index	59	69	70

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.