Market Profile

Litwin's Building Independence , KS
Drive Times: 5, 15, 30 minute radii

Latitude: 37.2250
Longitude: -95.7066

	5 minute	15 minute	30 minute
Population Summary			
2000 Total Population	8,782	15,738	49,056
2010 Total Population	8,397	15,491	47,882
2018 Total Population	7,777	14,713	45,433
2018 Group Quarters	197	445	1,216
2023 Total Population	7,304	13,981	43,347
2018-2023 Annual Rate	-1.25%	-1.02%	-0.94%
2018 Total Daytime Population	7,593	16,051	45,956
Workers	2,783	7,017	19,234
Residents	4,810	9,034	26,722
Household Summary			
2000 Households	3,725	6,436	20,016
2000 Average Household Size	2.30	2.38	2.39
2010 Households	3,483	6,240	19,418
2010 Average Household Size	2.35	2.41	2.40
2018 Households	3,174	5,832	18,174
2018 Average Household Size	2.39	2.45	2.43
2023 Households	2,961	5,505	17,247
2023 Average Household Size	2.40	2.46	2.44
2018-2023 Annual Rate	-1.38%	-1.15%	-1.04%
2010 Families	2,144	4,126	12,867
2010 Average Family Size	2.95	2.93	2.94
2018 Families	1,925	3,819	11,928
2018 Average Family Size	3.02	3.00	3.00
2023 Families	1,784	3,589	11,276
2023 Average Family Size	3.05	3.02	3.02
2018-2023 Annual Rate	-1.51%	-1.23%	-1.12%
Housing Unit Summary			
2000 Housing Units	4,267	7,365	22,912
Owner Occupied Housing Units	56.2%	61.8%	64.2%
Renter Occupied Housing Units	31.1%	25.5%	23.1%
Vacant Housing Units	12.7%	12.6%	12.6%
2010 Housing Units	4,015	7,101	22,283
Owner Occupied Housing Units	53.9%	60.4%	62.7%
Renter Occupied Housing Units	32.8%	27.4%	24.4%
Vacant Housing Units	13.3%	12.1%	12.9%
2018 Housing Units	3,947	7,060	22,067
Owner Occupied Housing Units	49.4%	56.5%	59.0%
Renter Occupied Housing Units	31.0%	26.1%	23.3%
Vacant Housing Units	19.6%	17.4%	17.6%
2023 Housing Units	3,929	7,008	21,895
Owner Occupied Housing Units	47.1%	54.6%	57.0%
Renter Occupied Housing Units	28.3%	23.9%	21.8%
Vacant Housing Units	24.6%	21.4%	21.2%
Median Household Income			
2018	$41,697	$45,087	$43,450
2023	$42,128	$46,284	$45,303
Median Home Value			
2018	$81,102	$93,045	$86,758
2023	$87,154	$103,571	$94,902
Per Capita Income			
2018	$22,991	$23,637	$22,692
2023	$24,078	$24,779	$24,181
Median Age			
2010	36.4	39.2	40.3
2018	37.0	39.9	41.3
2023	37.2	40.1	41.7

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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	5 minute	15 minute	30 minute
2018 Households by Income			
Household Income Base	3,174	5,832	18,174
<$15,000	14.7%	12.8%	14.7%
$15,000 - $24,999	13.3%	12.2%	12.8%
$25,000 - $34,999	12.5%	12.7%	12.2%
$35,000 - $49,999	17.6%	16.6%	16.0%
$50,000 - $74,999	19.6%	21.2%	21.4%
$75,000 - $99,999	9.8%	10.7%	10.5%
$100,000 - $149,999	8.8%	10.2%	9.2%
$150,000 - $199,999	1.5%	1.5%	1.6%
$200,000+	2.1%	2.0%	1.6%
Average Household Income	$55,888	$58,611	$55,847
2023 Households by Income			
Household Income Base	2,961	5,505	17,247
<$15,000	15.5%	13.4%	14.6%
$15,000 - $24,999	13.4%	12.2%	12.7%
$25,000 - $34,999	12.2%	12.3%	11.7%
$35,000 - $49,999	16.0%	15.1%	14.7%
$50,000 - $74,999	19.3%	20.9%	21.1%
$75,000 - $99,999	10.0%	11.0%	11.1%
$100,000 - $149,999	10.0%	11.6%	10.6%
$150,000 - $199,999	1.6%	1.6%	1.8%
$200,000+	2.1%	2.0%	1.6%
Average Household Income	$58,898	$61,863	$59,844
2018 Owner Occupied Housing Units by Value			
Total	1,949	3,989	13,029
<$50,000	27.1%	22.5%	26.7%
$50,000 - $99,999	36.8%	32.0%	31.7%
$100,000 - $149,999	14.2%	18.3%	18.7%
$150,000 - $199,999	10.3%	14.0%	11.6%
$200,000 - $249,999	3.8%	3.2%	3.3%
$250,000 - $299,999	2.2%	4.1%	3.2%
$300,000 - $399,999	4.1%	3.8%	3.0%
$400,000 - $499,999	0.0%	0.2%	0.2%
$500,000 - $749,999	0.4%	0.4%	0.6%
$750,000 - $999,999	0.5%	1.0%	0.6%
$1,000,000 - $1,499,999	0.2%	0.5%	0.2%
$1,500,000 - $1,999,999	0.4%	0.2%	0.1%
$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	$114,643	$130,885	$116,515
2023 Owner Occupied Housing Units by Value			
Total	1,851	3,829	12,484
<$50,000	25.3%	20.5%	24.3%
$50,000 - $99,999	33.2%	28.2%	28.6%
$100,000 - $149,999	14.7%	18.5%	19.4%
$150,000 - $199,999	12.1%	16.2%	13.8%
$200,000 - $249,999	5.2%	4.1%	4.2%
$250,000 - $299,999	2.1%	4.4%	3.5%
$300,000 - $399,999	4.9%	4.4%	3.5%
$400,000 - $499,999	0.0%	0.2%	0.2%
$500,000 - $749,999	0.9%	0.6%	0.8%
$750,000 - $999,999	1.1%	2.3%	1.2%
$1,000,000 - $1,499,999	0.2%	0.4%	0.2%
$1,500,000 - $1,999,999	0.3%	0.2%	0.1%
$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	$128,429	$149,015	$129,722

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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	5 minute	15 minute	30 minute
2010 Population by Age			
Total	8,398	15,489	47,884
0 - 4	8.3%	7.4%	6.8%
5 - 9	7.5%	7.1%	6.8%
10 - 14	6.3%	6.3%	6.4%
15 - 24	12.9%	13.0%	13.2%
25 - 34	13.6%	11.7%	11.2%
35 - 44	11.5%	11.2%	11.1%
45 - 54	14.0%	14.4%	14.4%
55 - 64	11.0%	12.2%	12.7%
65 - 74	7.3%	8.4%	9.0%
75 - 84	4.8%	5.3%	5.6%
85 +	2.9%	2.9%	2.9%
18 +	74.2%	75.2%	75.9%
2018 Population by Age			
Total	7,778	14,714	45,433
0 - 4	7.5%	6.6%	6.2%
5 - 9	7.3%	6.7%	6.3%
10 - 14	6.8%	6.6%	6.3%
15 - 24	12.2%	12.4%	12.4%
25 - 34	13.7%	12.2%	12.0%
35 - 44	11.4%	10.8%	10.7%
45 - 54	11.8%	11.9%	11.9%
55 - 64	12.0%	13.3%	13.8%
65 - 74	9.0%	10.4%	11.2%
75 - 84	5.3%	5.9%	6.1%
85 +	3.1%	3.1%	3.0%
18 +	74.7%	76.4%	77.7%
2023 Population by Age			
Total	7,304	13,979	43,349
0 - 4	7.5%	6.5%	6.1%
5 - 9	7.2%	6.6%	6.2%
10 - 14	7.0%	6.8%	6.5%
15 - 24	12.5%	12.5%	12.1%
25 - 34	13.2%	11.7%	11.5%
35 - 44	12.0%	11.4%	11.3%
45 - 54	10.6%	10.7%	10.8%
55 - 64	11.3%	12.4%	13.0%
65 - 74	9.7%	11.4%	12.2%
75 - 84	6.1%	7.0%	7.3%
85 +	2.9%	3.0%	3.0%
18 +	74.5%	76.1%	77.4%
2010 Population by Sex			
Males	4,115	7,652	23,528
Females	4,282	7,839	24,354
2018 Population by Sex			
Males	3,820	7,294	22,372
Females	3,957	7,420	23,061
2023 Population by Sex			
Males	3,608	6,965	21,413
Females	3,696	7,015	21,933

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	5 minute	15 minute	30 minute
2010 Population by Race/Ethnicity			
Total	8,396	15,490	47,882
White Alone	83.8%	87.3%	85.7%
Black Alone	6.5%	4.9%	4.4%
American Indian Alone	1.8%	1.6%	3.2%
Asian Alone	0.8%	0.7%	0.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.4%	1.7%	1.5%
Two or More Races	4.6%	3.8%	4.6%
Hispanic Origin	6.7%	5.1%	4.5%
Diversity Index	38.1	30.9	32.7
2018 Population by Race/Ethnicity			
Total	7,776	14,714	45,433
White Alone	81.4%	85.5%	83.9%
Black Alone	7.0%	5.2%	4.7%
American Indian Alone	1.8%	1.6%	3.2%
Asian Alone	1.2%	1.0%	0.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.2%	2.2%	1.9%
Two or More Races	5.3%	4.4%	5.4%
Hispanic Origin	8.8%	6.7%	5.8%
Diversity Index	43.9	35.7	37.1
2023 Population by Race/Ethnicity			
Total	7,305	13,981	43,346
White Alone	79.5%	84.1%	82.4%
Black Alone	7.3%	5.4%	4.9%
American Indian Alone	1.9%	1.7%	3.3%
Asian Alone	1.5%	1.2%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	3.9%	2.7%	2.3%
Two or More Races	6.0%	4.9%	6.1%
Hispanic Origin	10.6%	8.0%	7.0%
Diversity Index	48.3	39.5	40.7
2010 Population by Relationship and Household Type			
Total	8,397	15,491	47,882
In Households	97.7%	97.1%	97.5%
In Family Households	78.6%	80.9%	81.4%
Householder	25.3%	26.6%	26.9%
Spouse	17.0%	19.6%	20.5%
Child	30.6%	29.5%	29.2%
Other relative	2.4%	2.4%	2.4%
Nonrelative	3.3%	2.8%	2.4%
In Nonfamily Households	19.1%	16.2%	16.1%
In Group Quarters	2.3%	2.9%	2.5%
Institutionalized Population	2.0%	1.6%	1.3%
Noninstitutionalized Population	0.4%	1.2%	1.3%

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

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Drive Times: 5, 15, 30 minute radii

Latitude: 37.2250
Longitude: -95.7066

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2018 Population 25+ by Educational Attainment			
Total	5,147	9,944	31,281
Less than 9th Grade	3.8%	3.0%	3.3%
9th - 12th Grade, No Diploma	7.8%	6.5%	7.6%
High School Graduate	24.7%	23.5%	25.6%
GED/Alternative Credential	4.3%	4.5%	5.8%
Some College, No Degree	28.2%	27.7%	26.8%
Associate Degree	12.0%	12.7%	12.1%
Bachelor's Degree	12.3%	13.8%	12.3%
Graduate/Professional Degree	6.9%	8.3%	6.5%
2018 Population 15+ by Marital Status			
Total	6,096	11,771	36,893
Never Married	31.9%	26.7%	24.1%
Married	45.3%	52.7%	54.5%
Widowed	7.6%	7.6%	8.2%
Divorced	15.2%	13.0%	13.3%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	89.5%	91.7%	93.6%
Civilian Unemployed (Unemployment Rate)	10.5%	8.3%	6.4%
2018 Employed Population 16+ by Industry			
Total	2,916	5,636	18,665
Agriculture/Mining	1.0%	1.8%	3.3%
Construction	3.5%	3.5%	5.2%
Manufacturing	26.7%	25.7%	23.9%
Wholesale Trade	3.3%	3.1%	2.0%
Retail Trade	9.9%	10.3%	11.1%
Transportation/Utilities	4.5%	5.4%	4.9%
Information	0.1%	0.4%	1.0%
Finance/Insurance/Real Estate	2.0%	2.8%	2.7%
Services	45.8%	44.1%	43.5%
Public Administration	3.3%	3.0%	2.6%
2018 Employed Population 16+ by Occupation			
Total	2,918	5,635	18,667
White Collar	41.9%	49.6%	47.2%
Management/Business/Financial	9.8%	10.8%	10.4%
Professional	17.1%	19.8%	17.8%
Sales	5.6%	7.0%	8.2%
Administrative Support	9.4%	12.0%	10.9%
Services	23.3%	19.0%	19.5%
Blue Collar	34.9%	31.5%	33.3%
Farming/Forestry/Fishing	0.3%	0.5%	0.9%
Construction/Extraction	3.8%	4.1%	5.3%
Installation/Maintenance/Repair	5.7%	4.9%	3.7%
Production	15.4%	13.6%	14.7%
Transportation/Material Moving	9.7%	8.4%	8.7%
2010 Population By Urban/ Rural Status			
Total Population	8,397	15,491	47,882
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	94.5%	64.5%	49.0%
Rural Population	5.5%	35.5%	51.0%

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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	5 minute	15 minute	30 minute
2010 Households by Type			
Total	3,483	6,239	19,417
Households with 1 Person	32.7%	28.9%	29.1%
Households with 2+ People	67.3%	71.1%	70.9%
Family Households	61.6%	66.1%	66.3%
Husband-wife Families	41.3%	48.6%	50.6%
With Related Children	16.6%	18.5%	19.3%
Other Family (No Spouse Present)	20.2%	17.5%	15.7%
Other Family with Male Householder	5.9%	5.2%	4.9%
With Related Children	4.3%	3.6%	3.2%
Other Family with Female Householder	14.4%	12.3%	10.8%
With Related Children	11.1%	9.3%	7.6%
Nonfamily Households	5.7%	4.9%	4.6%
All Households with Children	32.9%	32.1%	30.8%
Multigenerational Households	2.8%	2.7%	2.8%
Unmarried Partner Households	8.1%	7.0%	6.2%
Male-female	7.5%	6.4%	5.8%
Same-sex	0.6%	0.5%	0.4%
2010 Households by Size			
Total	3,486	6,240	19,418
1 Person Household	32.7%	28.9%	29.1%
2 Person Household	31.9%	35.7%	36.1%
3 Person Household	15.2%	14.7%	14.4%
4 Person Household	11.2%	11.4%	11.4%
5 Person Household	5.7%	6.0%	5.9%
6 Person Household	2.3%	2.1%	2.1%
7 + Person Household	1.1%	1.1%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	3,483	6,240	19,418
Owner Occupied	62.2%	68.8%	72.0%
Owned with a Mortgage/Loan	37.3%	40.4%	39.6%
Owned Free and Clear	24.9%	28.3%	32.3%
Renter Occupied	37.8%	31.2%	28.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,015	7,101	22,283
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	94.4%	65.6%	50.3%
Rural Housing Units	5.6%	34.4%	49.7%

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.

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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Litwin's Building Independence , KS
Drive Times: 5, 15, 30 minute radii

Latitude: 37.2250
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		5 minute	15 minute	30 minute
Top 3 Tapestry Segments				
	1.	Traditional Living (12B)	Midlife Constants (5E)	Heartland Communities
	2.	Rustbelt Traditions (5D)	Traditional Living (12B)	Traditional Living (12B)
	3.	Midlife Constants (5E)	Rustbelt Traditions (5D)	Midlife Constants (5E)
2018 Consumer Spending				
Apparel & Services: Total $		$4,576,049	$8,687,664	$25,694,629
Average Spent		$1,441.73	$1,489.65	$1,413.81
Spending Potential Index		66	68	65
Education: Total $		$2,995,160	$5,545,522	$15,608,818
Average Spent		$943.65	$950.88	$858.85
Spending Potential Index		65	66	59
Entertainment/Recreation: Total $		$6,994,807	$13,686,328	$41,628,801
Average Spent		$2,203.78	$2,346.76	$2,290.57
Spending Potential Index		68	73	71
Food at Home: Total $		$11,019,548	$21,441,843	$65,742,335
Average Spent		$3,471.82	$3,676.58	$3,617.38
Spending Potential Index		69	73	72
Food Away from Home: Total $		$7,440,997	$14,217,267	$42,285,559
Average Spent		$2,344.36	$2,437.80	$2,326.71
Spending Potential Index		67	69	66
Health Care: Total $		$12,856,453	$25,571,727	$78,763,316
Average Spent		$4,050.55	$4,384.73	$4,333.85
Spending Potential Index		71	77	76
HH Furnishings & Equipment: Total $		$4,494,392	$8,659,797	$25,849,501
Average Spent		$1,416.00	$1,484.88	$1,422.33
Spending Potential Index		68	71	68
Personal Care Products & Services: Total $		$1,744,060	$3,348,478	$9,882,730
Average Spent		$549.48	$574.16	$543.78
Spending Potential Index		66	69	66
Shelter: Total $		$35,244,203	$66,250,505	$192,398,504
Average Spent		$11,104.03	$11,359.83	$10,586.47
Spending Potential Index		66	68	63
Support Payments/Cash Contributions/Gifts in Kind: Total $		$5,215,131	$10,236,535	$30,478,616
Average Spent		$1,643.08	$1,755.24	$1,677.05
Spending Potential Index		66	71	67
Travel: Total $		$4,384,885	$8,414,631	$24,380,805
Average Spent		$1,381.50	$1,442.84	$1,341.52
Spending Potential Index		64	67	62
Vehicle Maintenance & Repairs: Total $		$2,352,900	$4,573,634	$13,863,004
Average Spent		$741.30	$784.23	$762.79
Spending Potential Index		69	73	71

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