SECONDARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Overland Park, Kansas

Prepared for
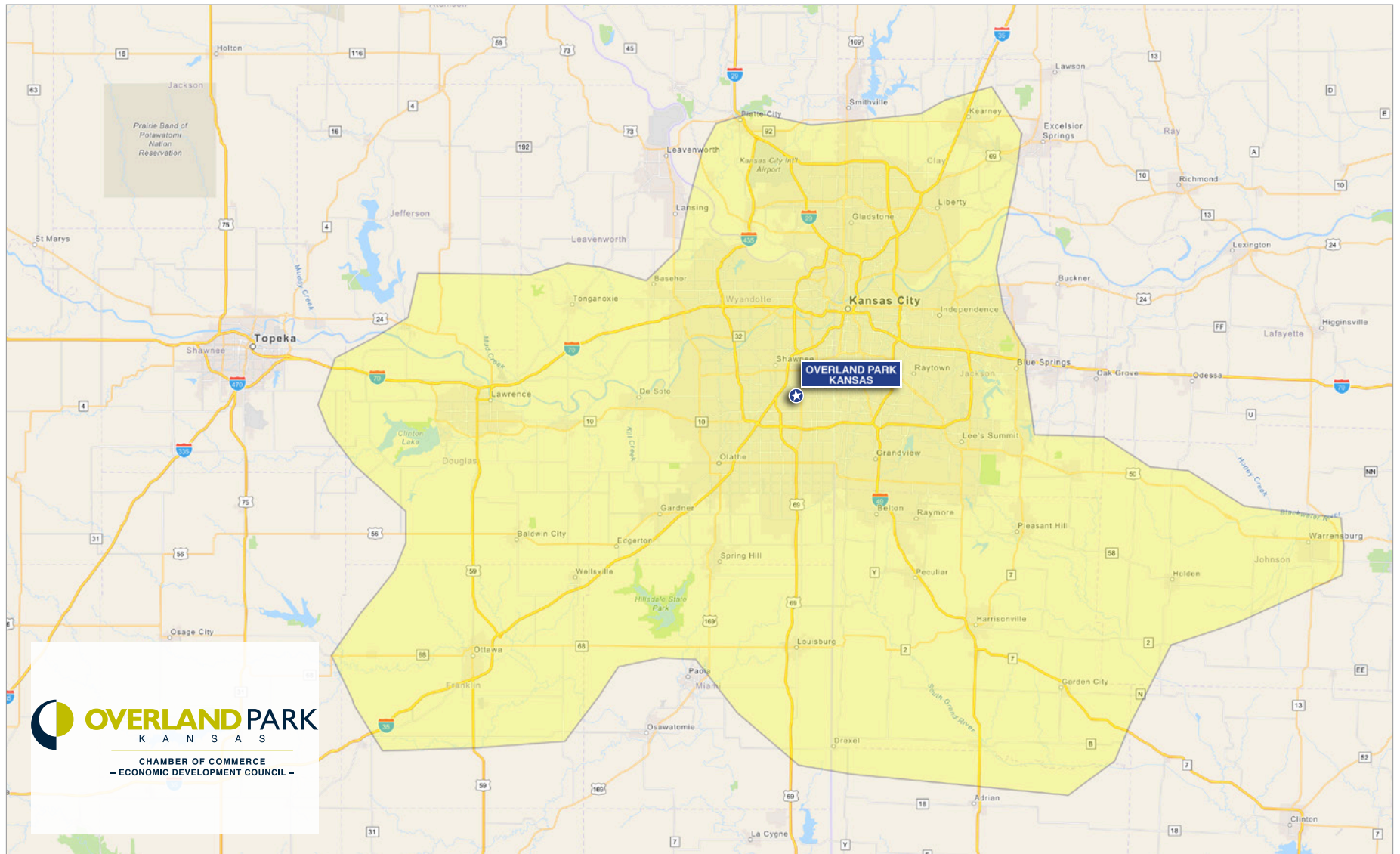Overland Park Chamber Economic Development Council
April 2017

TheRetailCoach®

OVERLAND PARK
K A N S A S
CHAMBER OF COMMERCE
– ECONOMIC DEVELOPMENT COUNCIL –

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	**$48,803,138,924.57**	**$6,636,535,584.00**	**$42,166,603,340.57**	**0.136**
441	Motor Vehicle and Parts Dealers	$6,956,040,236.90	$498,521,757.00	$6,457,518,479.90	0.072
4411	Automotive Dealers	$6,119,732,352.77	$410,358,380.00	$5,709,373,972.77	0.067
4412	Other Motor Vehicle Dealers	$370,206,489.00	$51,456,439.00	$318,750,050.00	0.139
4413	Automotive Parts/Accsrs, Tire Stores	$466,101,395.13	$36,706,938.00	$429,394,457.13	0.079
442	Furniture and Home Furnishings Stores	$451,533,710.04	$15,474,843.00	$436,058,867.04	0.034
4421	Furniture Stores	$233,036,413.13	$6,169,935.00	$226,866,478.13	0.026
4422	Home Furnishing Stores	$218,497,296.90	$9,304,908.00	$209,192,388.90	0.043
443	Electronics and Appliance Stores	$920,362,042.46	$51,826,076.00	$868,535,966.46	0.056
44311	Appliances, TVs, Electronics Stores	$460,181,021.23	$25,913,038.00	$434,267,983.23	0.056
443111	Household Appliances Stores	$76,686,936.27	$1,344,511.00	$75,342,425.27	0.018
443112	Electronics Stores	$383,494,084.96	$24,568,527.00	$358,925,557.96	0.064
444	Building Material, Garden Equip Stores	$11,153,177,407.37	$1,029,651,502.00	$10,123,525,905.37	0.092
4441	Building Material and Supply Dealers	$4,672,045,348.49	$430,020,595.00	$4,242,024,753.49	0.092
44411	Home Centers	$1,820,064,564.39	$186,502,480.00	$1,633,562,084.39	0.102
44412	Paint and Wallpaper Stores	$94,328,394.49	$7,909,152.00	$86,419,242.49	0.084
44413	Hardware Stores	$540,557,131.15	$31,803,144.00	$508,753,987.15	0.059
44419	Other Building Materials Dealers	$2,217,095,258.47	$203,805,819.00	$2,013,289,439.47	0.092
444191	Building Materials, Lumberyards	$827,203,143.11	$76,040,418.00	$751,162,725.11	0.092
4442	Lawn, Garden Equipment, Supplies Stores	$490,941,783.64	$46,784,947.00	$444,156,836.64	0.095
44421	Outdoor Power Equipment Stores	$105,360,323.00	$2,935,930.00	$102,424,393.00	0.028
44422	Nursery and Garden Centers	$385,581,460.64	$43,849,017.00	$341,732,443.64	0.114

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	$9,455,410,166.67	$1,239,758,721.00	$8,215,651,445.67	0.131
4451	Grocery Stores	$4,425,016,863.73	$572,375,600.00	$3,852,641,263.73	0.129
44511	Supermarkets, Grocery (Ex Conv) Stores	$4,084,539,848.79	$559,630,695.00	$3,524,909,153.79	0.137
44512	Convenience Stores	$340,477,014.94	$12,744,905.00	$327,732,109.94	0.037
4452	Specialty Food Stores	$187,316,377.22	$15,975,660.00	$171,340,717.22	0.085
4453	Beer, Wine and Liquor Stores	$418,060,061.98	$79,031,861.00	$339,028,200.98	0.189
446	Health and Personal Care Stores	$2,163,302,610.32	$394,323,277.00	$1,768,979,333.32	0.182
44611	Pharmacies and Drug Stores	$1,760,134,188.46	$277,511,118.00	$1,482,623,070.46	0.158
44612	Cosmetics, Beauty Supplies, Perfume Stores	$209,604,526.27	$62,836,874.00	$146,767,652.27	0.300
44613	Optical Goods Stores	$77,599,468.85	$21,201,294.00	$56,398,174.85	0.273
44619	Other Health and Personal Care Stores	$115,964,426.74	$32,773,991.00	$83,190,435.74	0.283
447	Gasoline Stations	$2,792,618,976.17	$167,499,780.00	$2,625,119,196.17	0.060
44711	Gasoline Stations With Conv Stores	$1,255,663,961.26	$149,143,399.00	$1,106,520,562.26	0.119
44719	Other Gasoline Stations	$1,536,955,014.91	$18,356,381.00	$1,518,598,633.91	0.012
448	Clothing and Clothing Accessories Stores	$2,140,687,780.09	$507,702,463.00	$1,632,985,317.09	0.237
4481	Clothing Stores	$836,854,507.76	$194,196,528.00	$642,657,979.76	0.232
44811	Men's Clothing Stores	$19,923,489.88	$1,171,490.00	$18,751,999.88	0.059
44812	Women's Clothing Stores	$186,047,844.87	$16,620,549.00	$169,427,295.87	0.089
44813	Childrens, Infants Clothing Stores	$58,196,166.57	$30,009,064.00	$28,187,102.57	0.516
44814	Family Clothing Stores	$462,716,934.11	$123,700,815.00	$339,016,119.11	0.267
44815	Clothing Accessories Stores	$24,379,420.07	$2,574,360.00	$21,805,060.07	0.106
44819	Other Clothing Stores	$85,590,652.26	$20,120,250.00	$65,470,402.26	0.235
4482	Shoe Stores	$185,496,652.48	$35,717,659.00	$149,778,993.48	0.193
4483	Jewelry, Luggage, Leather Goods Stores	$140,741,056.04	$41,795,874.00	$98,945,182.04	0.297
44831	Jewelry Stores	$133,417,431.73	$38,934,974.00	$94,482,457.73	0.292
44832	Luggage and Leather Goods Stores	$7,323,624.31	$2,860,900.00	$4,462,724.31	0.391

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	$1,716,700,904.12	$253,331,800.00	$1,463,369,104.12	0.148
4511	Sportng Goods, Hobby, Musical Inst Stores	$722,433,461.71	$126,665,900.00	$595,767,561.71	0.175
45111	Sporting Goods Stores	$578,922,770.01	$100,002,625.00	$478,920,145.01	0.173
45112	Hobby, Toys and Games Stores	$94,715,832.87	$17,005,508.00	$77,710,324.87	0.180
45113	Sew/Needlework/Piece Goods Stores	$20,314,432.86	$2,988,722.00	$17,325,710.86	0.147
45114	Musical Instrument and Supplies Stores	$28,480,425.97	$6,669,045.00	$21,811,380.97	0.234
4512	Book, Periodical and Music Stores	$90,611,326.90	$0.00	$90,611,326.90	0.000
45121	Book Stores and News Dealers	$90,611,326.90	$0.00	$90,611,326.90	0.000
451211	Book Stores	$80,057,840.69	$0.00	$80,057,840.69	0.000
451212	News Dealers and Newsstands	$10,553,486.21	$0.00	$10,553,486.21	0.000
452	General Merchandise Stores	$2,954,845,337.26	$713,022,039.00	$2,241,823,298.26	0.241
4521	Department Stores Excl Leased Depts	$1,755,313,729.40	$244,543,958.00	$1,510,769,771.40	0.139
4529	Other General Merchandise Stores	$1,199,531,607.86	$468,478,081.00	$731,053,526.86	0.391
453	Miscellaneous Store Retailers	$747,593,662.01	$29,007,628.00	$718,586,034.01	0.039
4531	Florists	$35,672,814.15	$1,515,290.00	$34,157,524.15	0.042
4532	Office Supplies, Stationery, Gift Stores	$194,229,052.79	$5,338,918.00	$188,890,134.79	0.027
45321	Office Supplies and Stationery Stores	$100,983,847.51	$4,207,177.00	$96,776,670.51	0.042
45322	Gift, Novelty and Souvenir Stores	$93,245,205.28	$1,131,741.00	$92,113,464.28	0.012
4533	Used Merchandise Stores	$75,694,382.92	$3,371,716.00	$72,322,666.92	0.045
4539	Other Miscellaneous Store Retailers	$247,768,359.36	$13,442,786.00	$234,325,573.36	0.054
454	Non-Store Retailers	$3,851,199,304.23	$1,067,810,073.00	$2,783,389,231.23	0.277

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
722	Foodservice and Drinking Places	$3,499,666,786.93	$668,605,625.00	$2,831,061,161.93	0.191
7223	Special Foodservices	$179,850,968.21	$24,726,427.00	$155,124,541.21	0.137
7224	Drinking Places -Alcoholic Beverages	$105,801,776.18	$7,169,519.00	$98,632,257.18	0.068
722511	Full Service Restaurants	$1,860,559,383.18	$286,976,247.00	$1,573,583,136.18	0.154
722513	Limited Service Eating Places	$1,210,136,177.92	$346,524,433.00	$863,611,744.92	0.286
722514	Cafeterias, Grill Buffets, and Buffets	$35,272,484.26	$52,514.00	$35,219,970.26	0.001
722515	Snack and Non-alcoholic Beverage Bars	$108,045,997.18	$3,156,485.00	$104,889,512.18	0.029

DESCRIPTION	DATA	%
Population		
2022 Projection	2,101,116	
2017 Estimate	2,030,130	
2010 Census	1,921,696	
2000 Census	1,725,668	
Growth 2017 - 2022		3.50%
Growth 2010 - 2017		5.64%
Growth 2000 - 2010		11.36%
2017 Est. Population by Single-Classification Race	2,030,130	
White Alone	1,541,606	75.94%
Black or African American Alone	263,007	12.96%
Amer. Indian and Alaska Native Alone	12,668	0.62%
Asian Alone	63,907	3.15%
Native Hawaiian and Other Pac. Isl. Alone	3,755	0.18%
Some Other Race Alone	77,282	3.81%
Two or More Races	67,905	3.34%
2017 Est. Population by Hispanic or Latino Origin	2,030,130	
Not Hispanic or Latino	1,839,371	90.60%
Hispanic or Latino	190,759	9.40%
Mexican	148,183	77.68%
Puerto Rican	6,131	3.21%
Cuban	3,521	1.85%
All Other Hispanic or Latino	32,924	17.26%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	190,759	
White Alone	93,408	48.97%
Black or African American Alone	4,523	2.37%
American Indian and Alaska Native Alone	2,563	1.34%
Asian Alone	569	0.30%
Native Hawaiian and Other Pacific Islander Alone	264	0.14%
Some Other Race Alone	74,637	39.13%
Two or More Races	14,796	7.76%
2017 Est. Pop by Race, Asian Alone, by Category	63,907	
Chinese, except Taiwanese	11,975	18.74%
Filipino	5,941	9.30%
Japanese	1,512	2.37%
Asian Indian	15,770	24.68%
Korean	5,049	7.90%
Vietnamese	9,023	14.12%
Cambodian	1,059	1.66%
Hmong	1,578	2.47%
Laotian	2,935	4.59%
Thai	817	1.28%
All Other Asian Races Including 2+ Category	8,248	12.91%

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Overland Park, Kansas

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	2,030,130	
Arab	6,926	0.34%
Czech	6,754	0.33%
Danish	5,867	0.29%
Dutch	15,550	0.77%
English	137,978	6.80%
French (except Basque)	26,967	1.33%
French Canadian	4,225	0.21%
German	336,406	16.57%
Greek	3,564	0.18%
Hungarian	2,812	0.14%
Irish	152,588	7.52%
Italian	51,128	2.52%
Lithuanian	1,251	0.06%
United States or American	125,004	6.16%
Norwegian	16,002	0.79%
Polish	21,439	1.06%
Portuguese	959	0.05%
Russian	7,210	0.36%
Scottish	24,835	1.22%
Scotch-Irish	18,101	0.89%
Slovak	846	0.04%
Subsaharan African	22,466	1.11%
Swedish	23,337	1.15%
Swiss	5,140	0.25%
Ukrainian	1,320	0.07%
Welsh	8,862	0.44%
West Indian (except Hisp. groups)	2,270	0.11%
Other ancestries	656,936	32.36%
Ancestry Unclassified	343,386	16.91%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	1,896,003	
Speak Only English at Home	1,701,732	89.75%
Speak Asian/Pac. Isl. Lang. at Home	36,397	1.92%
Speak IndoEuropean Language at Home	30,938	1.63%
Speak Spanish at Home	109,606	5.78%
Speak Other Language at Home	17,330	0.91%
2017 Est. Population by Age	2,030,130	
Age 0 - 4	134,127	6.61%
Age 5 - 9	136,782	6.74%
Age 10 - 14	138,597	6.83%
Age 15 - 17	81,860	4.03%
Age 18 - 20	85,245	4.20%
Age 21 - 24	111,730	5.50%
Age 25 - 34	275,782	13.58%
Age 35 - 44	268,119	13.21%
Age 45 - 54	260,348	12.82%
Age 55 - 64	255,909	12.61%
Age 65 - 74	166,592	8.21%
Age 75 - 84	78,984	3.89%
Age 85 and over	36,054	1.78%
Age 16 and over	1,593,772	78.51%
Age 18 and over	1,538,764	75.80%
Age 21 and over	1,453,519	71.60%
Age 65 and over	281,630	13.87%
2017 Est. Median Age	36.9	
2017 Est. Average Age	38.0	

DESCRIPTION	DATA	%
2017 Est. Population by Sex	2,030,130	
Male	993,504	48.94%
Female	1,036,626	51.06%
2017 Est. Male Population by Age	993,504	
Age 0 - 4	68,438	6.89%
Age 5 - 9	69,827	7.03%
Age 10 - 14	70,793	7.13%
Age 15 - 17	41,570	4.18%
Age 18 - 20	43,267	4.35%
Age 21 - 24	56,611	5.70%
Age 25 - 34	137,298	13.82%
Age 35 - 44	132,841	13.37%
Age 45 - 54	127,889	12.87%
Age 55 - 64	122,392	12.32%
Age 65 - 74	76,958	7.75%
Age 75 - 84	33,499	3.37%
Age 85 and over	12,122	1.22%
2017 Est. Median Age, Male	35.7	
2017 Est. Average Age, Male	36.9	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	1,036,626	
Age 0 - 4	65,689	6.34%
Age 5 - 9	66,955	6.46%
Age 10 - 14	67,804	6.54%
Age 15 - 17	40,289	3.89%
Age 18 - 20	41,979	4.05%
Age 21 - 24	55,119	5.32%
Age 25 - 34	138,484	13.36%
Age 35 - 44	135,279	13.05%
Age 45 - 54	132,460	12.78%
Age 55 - 64	133,517	12.88%
Age 65 - 74	89,634	8.65%
Age 75 - 84	45,485	4.39%
Age 85 and over	23,932	2.31%
2017 Est. Median Age, Female	38.1	
2017 Est. Average Age, Female	39.0	
2017 Est. Pop Age 15+ by Marital Status	1,620,624	
Total, Never Married	521,313	32.17%
Males, Never Married	271,752	16.77%
Females, Never Married	249,561	15.40%
Married, Spouse present	757,159	46.72%
Married, Spouse absent	61,318	3.78%
Widowed	84,031	5.19%
Males Widowed	18,639	1.15%
Females Widowed	65,393	4.04%
Divorced	196,803	12.14%
Males Divorced	83,564	5.16%
Females Divorced	113,239	6.99%

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DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	1,341,790	
Less than 9th grade	40,212	3.00%
Some High School, no diploma	73,320	5.46%
High School Graduate (or GED)	332,398	24.77%
Some College, no degree	308,060	22.96%
Associate Degree	100,726	7.51%
Bachelor's Degree	309,620	23.08%
Master's Degree	129,465	9.65%
Professional School Degree	30,374	2.26%
Doctorate Degree	17,613	1.31%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	97,547	
No High School Diploma	33,478	34.32%
High School Graduate	26,324	26.99%
Some College or Associate's Degree	22,201	22.76%
Bachelor's Degree or Higher	15,543	15.93%
Households		
2022 Projection	834,481	
2017 Estimate	804,848	
2010 Census	759,590	
2000 Census	679,476	
Growth 2017 - 2022		3.68%
Growth 2010 - 2017		5.96%
Growth 2000 - 2010		11.79%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	804,848	
Family Households	520,005	64.61%
Nonfamily Households	284,844	35.39%
2017 Est. Group Quarters Population	33,875	
2017 HHs by Ethnicity, Hispanic/Latino	52,821	
2017 Est. Households by HH Income	804,848	
Income < $15,000	85,532	10.63%
Income $15,000 - $24,999	74,907	9.31%
Income $25,000 - $34,999	76,001	9.44%
Income $35,000 - $49,999	108,013	13.42%
Income $50,000 - $74,999	145,115	18.03%
Income $75,000 - $99,999	104,350	12.97%
Income $100,000 - $124,999	71,788	8.92%
Income $125,000 - $149,999	46,460	5.77%
Income $150,000 - $199,999	46,670	5.80%
Income $200,000 - $249,999	18,992	2.36%
Income $250,000 - $499,999	19,712	2.45%
Income $500,000+	7,309	0.91%
2017 Est. Average Household Income	$80,740	
2017 Est. Median Household Income	$59,987	

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$65,753	
Black or African American Alone	$35,389	
American Indian and Alaska Native Alone	$51,815	
Asian Alone	$69,856	
Native Hawaiian and Other Pacific Islander Alone	$42,196	
Some Other Race Alone	$39,251	
Two or More Races	$48,617	
Hispanic or Latino	$42,089	
Not Hispanic or Latino	$61,566	
2017 Est. Family HH Type by Presence of Own Child.	520,005	
Married-Couple Family, own children	168,598	32.42%
Married-Couple Family, no own children	216,707	41.67%
Male Householder, own children	19,502	3.75%
Male Householder, no own children	16,834	3.24%
Female Householder, own children	58,671	11.28%
Female Householder, no own children	39,694	7.63%
2017 Est. Households by Household Size	804,848	
1-person	233,141	28.97%
2-person	261,735	32.52%
3-person	128,022	15.91%
4-person	102,789	12.77%
5-person	49,325	6.13%
6-person	19,474	2.42%
7-or-more-person	10,362	1.29%
2017 Est. Average Household Size	2.48	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	804,848	
Households with 1 or More People under Age 18:	270,171	33.57%
Married-Couple Family	177,880	65.84%
Other Family, Male Householder	22,247	8.23%
Other Family, Female Householder	67,315	24.92%
Nonfamily, Male Householder	1,987	0.74%
Nonfamily, Female Householder	742	0.27%
Households with No People under Age 18:	534,677	66.43%
Married-Couple Family	207,429	38.80%
Other Family, Male Householder	14,027	2.62%
Other Family, Female Householder	31,078	5.81%
Nonfamily, Male Householder	132,084	24.70%
Nonfamily, Female Householder	150,060	28.07%
2017 Est. Households by Number of Vehicles	804,848	
No Vehicles	48,722	6.05%
1 Vehicle	272,830	33.90%
2 Vehicles	320,628	39.84%
3 Vehicles	115,349	14.33%
4 Vehicles	35,225	4.38%
5 or more Vehicles	12,095	1.50%
2017 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2022 Projection	539,686	
2017 Estimate	520,005	
2010 Census	489,752	
2000 Census	446,178	
Growth 2017 - 2022		3.78%
Growth 2010 - 2017		6.18%
Growth 2000 - 2010		9.77%
2017 Est. Families by Poverty Status	520,005	
2017 Families at or Above Poverty	473,014	90.96%
2017 Families at or Above Poverty with Children	221,518	42.60%
2017 Families Below Poverty	46,991	9.04%
2017 Families Below Poverty with Children	37,933	7.29%
2017 Est. Pop Age 16+ by Employment Status	1,593,772	
In Armed Forces	2,254	0.14%
Civilian - Employed	1,017,270	63.83%
Civilian - Unemployed	70,379	4.42%
Not in Labor Force	503,869	31.61%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	1,024,149	
For-Profit Private Workers	715,404	69.85%
Non-Profit Private Workers	97,299	9.50%
Local Government Workers	60,676	5.92%
State Government Workers	39,380	3.85%
Federal Government Workers	28,165	2.75%
Self-Employed Workers	81,942	8.00%
Unpaid Family Workers	1,283	0.13%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	1,024,149	
Architect/Engineer	19,578	1.91%
Arts/Entertainment/Sports	20,988	2.05%
Building Grounds Maintenance	36,238	3.54%
Business/Financial Operations	58,520	5.71%
Community/Social Services	17,981	1.76%
Computer/Mathematical	35,843	3.50%
Construction/Extraction	42,941	4.19%
Education/Training/Library	64,436	6.29%
Farming/Fishing/Forestry	2,431	0.24%
Food Prep/Serving	57,331	5.60%
Health Practitioner/Technician	62,432	6.10%
Healthcare Support	21,371	2.09%
Maintenance Repair	28,337	2.77%
Legal	13,227	1.29%
Life/Physical/Social Science	7,865	0.77%
Management	109,693	10.71%
Office/Admin. Support	145,472	14.20%
Production	54,023	5.27%
Protective Services	19,381	1.89%
Sales/Related	114,080	11.14%
Personal Care/Service	31,608	3.09%
Transportation/Moving	60,374	5.90%
2017 Est. Pop 16+ by Occupation Classification	1,024,149	
Blue Collar	185,675	18.13%
White Collar	670,115	65.43%
Service and Farm	168,359	16.44%

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	1,007,550	
Drove Alone	835,711	82.94%
Car Pooled	87,010	8.64%
Public Transportation	12,564	1.25%
Walked	16,198	1.61%
Bicycle	2,423	0.24%
Other Means	9,565	0.95%
Worked at Home	44,079	4.37%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	270,693	
15 - 29 Minutes	415,117	
30 - 44 Minutes	195,080	
45 - 59 Minutes	53,659	
60 or more Minutes	29,146	
2017 Est. Avg Travel Time to Work in Minutes	24.00	
2017 Est. Occupied Housing Units by Tenure	804,848	
Owner Occupied	528,253	65.63%
Renter Occupied	276,596	34.37%
2017 Owner Occ. HUs: Avg. Length of Residence	15.7	
2017 Renter Occ. HUs: Avg. Length of Residence	6.1	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	528,253	
Value Less than $20,000	17,123	3.24%
Value $20,000 - $39,999	13,178	2.49%
Value $40,000 - $59,999	15,447	2.92%
Value $60,000 - $79,999	24,166	4.57%
Value $80,000 - $99,999	33,913	6.42%
Value $100,000 - $149,999	95,342	18.05%
Value $150,000 - $199,999	102,153	19.34%
Value $200,000 - $299,999	119,108	22.55%
Value $300,000 - $399,999	51,033	9.66%
Value $400,000 - $499,999	26,103	4.94%
Value $500,000 - $749,999	18,576	3.52%
Value $750,000 - $999,999	6,609	1.25%
Value $1,000,000 or more	5,500	1.04%
2017 Est. Median All Owner-Occupied Housing Value	$181,793	
2017 Est. Housing Units by Units in Structure	884,479	
1 Unit Attached	60,630	6.85%
1 Unit Detached	598,084	67.62%
2 Units	20,563	2.32%
3 or 4 Units	36,203	4.09%
5 to 19 Units	95,753	10.83%
20 to 49 Units	25,718	2.91%
50 or More Units	31,525	3.56%
Mobile Home or Trailer	15,787	1.78%
Boat, RV, Van, etc.	217	0.02%

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	884,479	
Housing Units Built 2010 or later	57,748	6.53%
Housing Units Built 2000 to 2009	128,889	14.57%
Housing Units Built 1990 to 1999	120,347	13.61%
Housing Units Built 1980 to 1989	107,537	12.16%
Housing Units Built 1970 to 1979	131,929	14.92%
Housing Units Built 1960 to 1969	102,955	11.64%
Housing Units Built 1950 to 1959	102,461	11.58%
Housing Units Built 1940 to 1949	40,262	4.55%
Housing Unit Built 1939 or Earlier	92,350	10.44%
2017 Est. Median Year Structure Built	1978	

LOCATION
Overland Park, Kansas
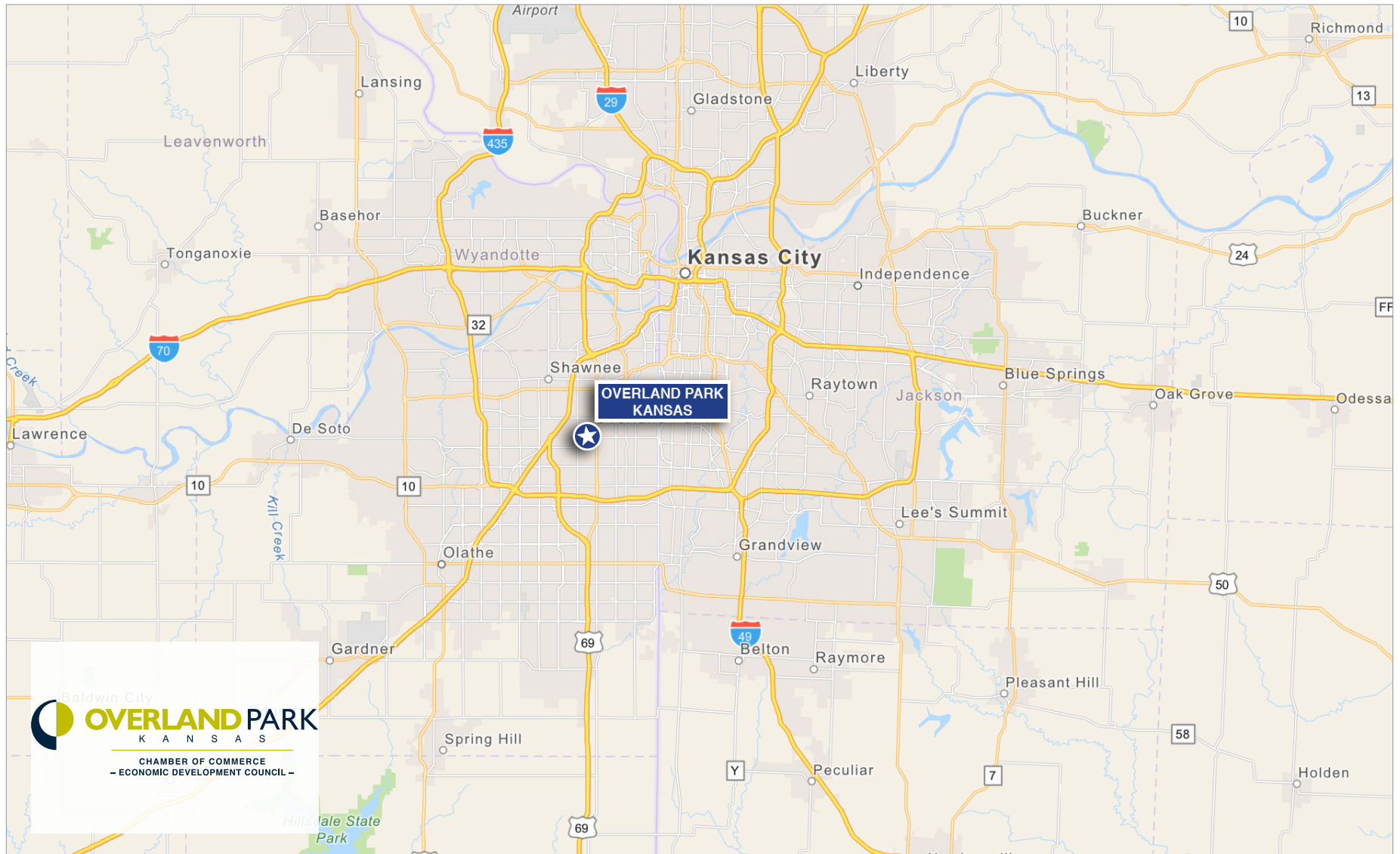
CONTACT **BETH JOHNSON, CECD, SENIOR VICE PRESIDENT OF ECONOMIC DEVELOPMENT**

Overland Park Chamber Economic Development Council | 9001 W. 110th Street, Suite 150 | Overland Park, Kansas 66210 | 913.766.7612 | 913.967.9332
bjohnson@opchamber.org | www.opchamber.org

DESCRIPTION	DATA	%
Population		
2022 Projection	196,523	
2017 Estimate	188,401	
2010 Census	173,372	
2000 Census	149,643	
Growth 2017 - 2022		4.31%
Growth 2010 - 2017		8.67%
Growth 2000 - 2010		15.86%
2017 Est. Population by Single-Classification Race	188,401	
White Alone	154,208	81.85%
Black or African American Alone	9,490	5.04%
Amer. Indian and Alaska Native Alone	631	0.33%
Asian Alone	14,110	7.49%
Native Hawaiian and Other Pac. Isl. Alone	63	0.03%
Some Other Race Alone	4,268	2.27%
Two or More Races	5,631	2.99%
2017 Est. Population by Hispanic or Latino Origin	188,401	
Not Hispanic or Latino	176,058	93.45%
Hispanic or Latino	12,343	6.55%
Mexican	8,667	70.22%
Puerto Rican	445	3.61%
Cuban	266	2.16%
All Other Hispanic or Latino	2,965	24.02%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	12,343	
White Alone	6,898	55.89%
Black or African American Alone	179	1.45%
American Indian and Alaska Native Alone	115	0.93%
Asian Alone	75	0.61%
Native Hawaiian and Other Pacific Islander Alone	21	0.17%
Some Other Race Alone	3,989	32.32%
Two or More Races	1,066	8.64%
2017 Est. Pop by Race, Asian Alone, by Category	14,110	
Chinese, except Taiwanese	2,486	17.62%
Filipino	787	5.58%
Japanese	146	1.03%
Asian Indian	6,768	47.97%
Korean	925	6.56%
Vietnamese	1,093	7.75%
Cambodian	19	0.13%
Hmong	2	0.01%
Laotian	122	0.86%
Thai	174	1.23%
All Other Asian Races Including 2+ Category	1,588	11.25%

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	188,401	
Arab	1,225	0.65%
Czech	1,168	0.62%
Danish	775	0.41%
Dutch	1,660	0.88%
English	15,333	8.14%
French (except Basque)	2,856	1.52%
French Canadian	230	0.12%
German	36,379	19.31%
Greek	463	0.25%
Hungarian	344	0.18%
Irish	16,012	8.50%
Italian	5,362	2.85%
Lithuanian	248	0.13%
United States or American	8,682	4.61%
Norwegian	2,290	1.22%
Polish	2,766	1.47%
Portuguese	43	0.02%
Russian	1,985	1.05%
Scottish	2,844	1.51%
Scotch-Irish	2,291	1.22%
Slovak	106	0.06%
Subsaharan African	1,991	1.06%
Swedish	3,252	1.73%
Swiss	558	0.30%
Ukrainian	354	0.19%
Welsh	943	0.50%
West Indian (except Hisp. groups)	84	0.04%
Other ancestries	53,175	28.22%
Ancestry Unclassified	24,982	13.26%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	177,361	
Speak Only English at Home	155,064	87.43%
Speak Asian/Pac. Isl. Lang. at Home	6,562	3.70%
Speak IndoEuropean Language at Home	6,854	3.86%
Speak Spanish at Home	6,866	3.87%
Speak Other Language at Home	2,015	1.14%
2017 Est. Population by Age	188,401	
Age 0 - 4	11,040	5.86%
Age 5 - 9	11,950	6.34%
Age 10 - 14	12,939	6.87%
Age 15 - 17	7,662	4.07%
Age 18 - 20	6,812	3.62%
Age 21 - 24	8,782	4.66%
Age 25 - 34	24,884	13.21%
Age 35 - 44	25,355	13.46%
Age 45 - 54	25,718	13.65%
Age 55 - 64	24,857	13.19%
Age 65 - 74	16,384	8.70%
Age 75 - 84	7,976	4.23%
Age 85 and over	4,042	2.15%
Age 16 and over	149,956	79.59%
Age 18 and over	144,810	76.86%
Age 21 and over	137,998	73.25%
Age 65 and over	28,402	15.08%
2017 Est. Median Age	39.0	
2017 Est. Average Age	39.3	

DESCRIPTION	DATA	%
2017 Est. Population by Sex	188,401	
Male	91,473	48.55%
Female	96,928	51.45%
2017 Est. Male Population by Age	91,473	
Age 0 - 4	5,681	6.21%
Age 5 - 9	6,173	6.75%
Age 10 - 14	6,632	7.25%
Age 15 - 17	3,886	4.25%
Age 18 - 20	3,486	3.81%
Age 21 - 24	4,435	4.85%
Age 25 - 34	12,402	13.56%
Age 35 - 44	12,560	13.73%
Age 45 - 54	12,432	13.59%
Age 55 - 64	11,568	12.65%
Age 65 - 74	7,514	8.21%
Age 75 - 84	3,310	3.62%
Age 85 and over	1,394	1.52%
2017 Est. Median Age, Male	37.4	
2017 Est. Average Age, Male	38.0	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	96,928	
Age 0 - 4	5,359	5.53%
Age 5 - 9	5,777	5.96%
Age 10 - 14	6,307	6.51%
Age 15 - 17	3,776	3.90%
Age 18 - 20	3,326	3.43%
Age 21 - 24	4,347	4.48%
Age 25 - 34	12,482	12.88%
Age 35 - 44	12,795	13.20%
Age 45 - 54	13,286	13.71%
Age 55 - 64	13,289	13.71%
Age 65 - 74	8,870	9.15%
Age 75 - 84	4,666	4.81%
Age 85 and over	2,648	2.73%
2017 Est. Median Age, Female	40.5	
2017 Est. Average Age, Female	40.6	
2017 Est. Pop Age 15+ by Marital Status	152,472	
Total, Never Married	42,321	27.76%
Males, Never Married	22,054	14.46%
Females, Never Married	20,267	13.29%
Married, Spouse present	82,170	53.89%
Married, Spouse absent	4,173	2.74%
Widowed	7,388	4.85%
Males Widowed	1,424	0.93%
Females Widowed	5,964	3.91%
Divorced	16,420	10.77%
Males Divorced	5,710	3.74%
Females Divorced	10,710	7.02%

COMMUNITY • DEMOGRAPHIC PROFILE
Overland Park, Kansas

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	129,216	
Less than 9th grade	2,093	1.62%
Some High School, no diploma	2,536	1.96%
High School Graduate (or GED)	15,591	12.07%
Some College, no degree	24,276	18.79%
Associate Degree	9,820	7.60%
Bachelor's Degree	47,128	36.47%
Master's Degree	20,394	15.78%
Professional School Degree	5,045	3.90%
Doctorate Degree	2,333	1.81%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	6,702	
No High School Diploma	1,509	22.52%
High School Graduate	1,171	17.47%
Some College or Associate's Degree	2,063	30.78%
Bachelor's Degree or Higher	1,959	29.23%
Households		
2022 Projection	81,755	
2017 Estimate	78,093	
2010 Census	71,382	
2000 Census	59,803	
Growth 2017 - 2022		4.69%
Growth 2010 - 2017		9.40%
Growth 2000 - 2010		19.36%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	78,093	
Family Households	50,256	64.35%
Nonfamily Households	27,837	35.65%
2017 Est. Group Quarters Population	1,320	
2017 HHs by Ethnicity, Hispanic/Latino	3,635	
2017 Est. Households by HH Income	78,093	
Income < $15,000	4,329	5.54%
Income $15,000 - $24,999	4,834	6.19%
Income $25,000 - $34,999	5,807	7.44%
Income $35,000 - $49,999	8,767	11.23%
Income $50,000 - $74,999	14,283	18.29%
Income $75,000 - $99,999	10,569	13.53%
Income $100,000 - $124,999	7,599	9.73%
Income $125,000 - $149,999	5,670	7.26%
Income $150,000 - $199,999	7,107	9.10%
Income $200,000 - $249,999	3,326	4.26%
Income $250,000 - $499,999	4,111	5.26%
Income $500,000+	1,691	2.17%
2017 Est. Average Household Income	$108,666	
2017 Est. Median Household Income	$77,428	

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$78,944	
Black or African American Alone	$48,705	
American Indian and Alaska Native Alone	$68,000	
Asian Alone	$99,969	
Native Hawaiian and Other Pacific Islander Alone	$78,125	
Some Other Race Alone	$49,728	
Two or More Races	$57,692	
Hispanic or Latino	$50,479	
Not Hispanic or Latino	$79,302	
2017 Est. Family HH Type by Presence of Own Child.	50,256	
Married-Couple Family, own children	19,212	38.23%
Married-Couple Family, no own children	22,051	43.88%
Male Householder, own children	1,324	2.63%
Male Householder, no own children	1,182	2.35%
Female Householder, own children	3,871	7.70%
Female Householder, no own children	2,616	5.21%
2017 Est. Households by Household Size	78,093	
1-person	23,860	30.55%
2-person	25,661	32.86%
3-person	11,838	15.16%
4-person	10,246	13.12%
5-person	4,431	5.67%
6-person	1,513	1.94%
7-or-more-person	544	0.70%
2017 Est. Average Household Size	2.40	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	78,093	
Households with 1 or More People under Age 18:	25,610	32.79%
Married-Couple Family	19,720	77.00%
Other Family, Male Householder	1,466	5.72%
Other Family, Female Householder	4,227	16.51%
Nonfamily, Male Householder	137	0.53%
Nonfamily, Female Householder	60	0.23%
Households with No People under Age 18:	52,483	67.21%
Married-Couple Family	21,551	41.06%
Other Family, Male Householder	1,024	1.95%
Other Family, Female Householder	2,261	4.31%
Nonfamily, Male Householder	11,674	22.24%
Nonfamily, Female Householder	15,973	30.43%
2017 Est. Households by Number of Vehicles	78,093	
No Vehicles	2,672	3.42%
1 Vehicle	26,785	34.30%
2 Vehicles	34,354	43.99%
3 Vehicles	10,744	13.76%
4 Vehicles	2,620	3.35%
5 or more Vehicles	918	1.18%
2017 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2022 Projection	52,694	
2017 Estimate	50,256	
2010 Census	45,611	
2000 Census	39,956	
Growth 2017 - 2022		4.85%
Growth 2010 - 2017		10.18%
Growth 2000 - 2010		14.15%
2017 Est. Families by Poverty Status	50,256	
2017 Families at or Above Poverty	48,370	96.25%
2017 Families at or Above Poverty with Children	23,505	46.77%
2017 Families Below Poverty	1,886	3.75%
2017 Families Below Poverty with Children	1,234	2.46%
2017 Est. Pop Age 16+ by Employment Status	149,956	
In Armed Forces	48	0.03%
Civilian - Employed	102,150	68.12%
Civilian - Unemployed	4,452	2.97%
Not in Labor Force	43,306	28.88%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	102,817	
For-Profit Private Workers	75,236	73.17%
Non-Profit Private Workers	8,330	8.10%
Local Government Workers	4,334	4.22%
State Government Workers	2,731	2.66%
Federal Government Workers	2,154	2.09%
Self-Employed Workers	9,995	9.72%
Unpaid Family Workers	37	0.04%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	102,817	
Architect/Engineer	3,123	3.04%
Arts/Entertainment/Sports	2,603	2.53%
Building Grounds Maintenance	2,052	2.00%
Business/Financial Operations	9,031	8.78%
Community/Social Services	1,698	1.65%
Computer/Mathematical	6,566	6.39%
Construction/Extraction	2,359	2.29%
Education/Training/Library	6,000	5.84%
Farming/Fishing/Forestry	168	0.16%
Food Prep/Serving	4,800	4.67%
Health Practitioner/Technician	7,503	7.30%
Healthcare Support	1,258	1.22%
Maintenance Repair	1,509	1.47%
Legal	1,677	1.63%
Life/Physical/Social Science	795	0.77%
Management	15,174	14.76%
Office/Admin. Support	12,240	11.90%
Production	2,801	2.72%
Protective Services	1,166	1.13%
Sales/Related	14,217	13.83%
Personal Care/Service	2,768	2.69%
Transportation/Moving	3,309	3.22%
2017 Est. Pop 16+ by Occupation Classification	102,817	
Blue Collar	9,978	9.70%
White Collar	80,627	78.42%
Service and Farm	12,212	11.88%

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	100,985	
Drove Alone	86,114	85.27%
Car Pooled	7,135	7.07%
Public Transportation	495	0.49%
Walked	754	0.75%
Bicycle	151	0.15%
Other Means	673	0.67%
Worked at Home	5,663	5.61%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	29,459	
15 - 29 Minutes	44,856	
30 - 44 Minutes	14,997	
45 - 59 Minutes	3,105	
60 or more Minutes	2,627	
2017 Est. Avg Travel Time to Work in Minutes	23.00	
2017 Est. Occupied Housing Units by Tenure	78,093	
Owner Occupied	51,129	65.47%
Renter Occupied	26,964	34.53%
2017 Owner Occ. HUs: Avg. Length of Residence	14.8	
2017 Renter Occ. HUs: Avg. Length of Residence	5.5	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	51,129	
Value Less than $20,000	949	1.86%
Value $20,000 - $39,999	252	0.49%
Value $40,000 - $59,999	180	0.35%
Value $60,000 - $79,999	319	0.62%
Value $80,000 - $99,999	674	1.32%
Value $100,000 - $149,999	4,777	9.34%
Value $150,000 - $199,999	8,599	16.82%
Value $200,000 - $299,999	16,079	31.45%
Value $300,000 - $399,999	8,649	16.92%
Value $400,000 - $499,999	5,043	9.86%
Value $500,000 - $749,999	3,752	7.34%
Value $750,000 - $999,999	1,150	2.25%
Value $1,000,000 or more	706	1.38%
2017 Est. Median All Owner-Occupied Housing Value	$261,039	
2017 Est. Housing Units by Units in Structure	83,053	
1 Unit Attached	8,512	10.25%
1 Unit Detached	49,249	59.30%
2 Units	910	1.10%
3 or 4 Units	4,108	4.95%
5 to 19 Units	14,869	17.90%
20 to 49 Units	1,695	2.04%
50 or More Units	3,580	4.31%
Mobile Home or Trailer	130	0.16%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE
Overland Park, Kansas

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	83,053	
Housing Units Built 2010 or later	7,537	9.07%
Housing Units Built 2000 to 2009	12,689	15.28%
Housing Units Built 1990 to 1999	16,598	19.98%
Housing Units Built 1980 to 1989	14,763	17.78%
Housing Units Built 1970 to 1979	10,823	13.03%
Housing Units Built 1960 to 1969	11,066	13.32%
Housing Units Built 1950 to 1959	6,691	8.06%
Housing Units Built 1940 to 1949	1,552	1.87%
Housing Unit Built 1939 or Earlier	1,334	1.61%
2017 Est. Median Year Structure Built	1987	

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360SM process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail360SM

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" data gathered through extensive visits within our clients' communities.

Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360SM process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

The Retail Coach –
"*It's not about data. It's about your success.*"

ACKNOWLEDGEMENTS