

A Profile of the Trade Area within

The City of Gardner, Kansas

Prepared For The:

Southwest Johnson County Economic Development Corporation

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TRADE AREA PROFILE

This report was prepared for the Southwest Johnson County Economic Development Corporation. It provides an overview of the salient socioeconomic and consumer market characteristics of the trade area within the boundaries of the City of Gardner, Kansas. The study produced estimates of the demographic characteristics of the trade area's current residents; an estimate of the rate of household growth since 2010; estimates of annual household expenditures; markets for selected consumer goods and services; and estimates of current business activity. The latest available weekday traffic counts on key arterial streets and highways are also provided.

METHODOLOGY

Demographic data presented in this report were derived from a mathematical model formulated by CERI Inc. The model provides estimates of the current demographic characteristics and spending patterns of the populations of the zip codes or portions of zip codes located within any trade area in Johnson County. Table 1 provides detailed demographic characteristics for each zip code within the trade area as well as summary statistics for the trade area in total. Table 2 shows estimates of annual household and per capita expenditures in the trade area for selected goods and services. Estimates of the current number of business establishments and jobs within the trade area, shown in Table 3, came from a business activity model also developed by CERI. A glossary of the terms used in CERI's socio-economic model is included as an appendix.

Expiration Date:

The CERI Trade Area Demographic and Business Activity Models used to develop this report are updated annually. The information contained in this report is current for one year from the date the report was prepared.

Please Note: The base data used as independent variables in CERI's demographic and business activity models are discrete with each new update of the models and the methodology employed is constantly being refined. Therefore, direct comparison between figures presented in this report and in earlier reports for the same trade area might prove misleading and is not recommended.

SUMMARY

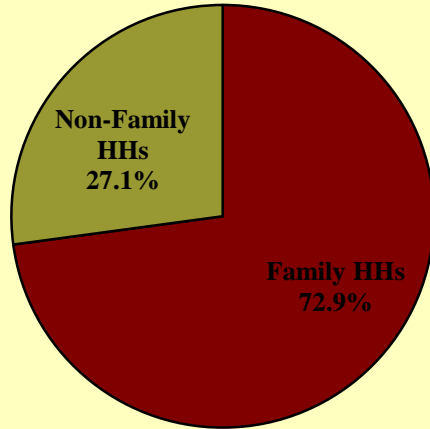
Demographic Characteristics:

- Approximately 21,062 people currently reside in 7,537 households within the trade area.
- The average trade area household is composed of 2.79 persons vs. 2.54 in the Kansas City Metropolitan Area and 2.64 in the Nation.
- The number of households in the trade area has increased at an average annual rate of approximately 2.24% since 2010.
- It is estimated that families make up 5,491 (72.9%) of the trade area's households while 2,046 (27.1%) are non-family households.
- Homeowners occupy 5,149 dwelling units, 68.3% of the trade area's total. The average value of homes in the trade area is \$143,854.
- Renters occupy 2,388 dwelling units, 31.7% of the trade area's total. The average monthly rent in the area is approximately \$923.
- The median age of the trade area's population is 31.8 years vs. 36.7 in the Kansas City Metropolitan Area and 37.3 in the U.S.
- Approximately 55.3% of the trade area's residents are in the "Household & Family Formation" (ages 25 to 44) and "Peak Earning" (ages 45 to 64) cohorts vs. 54.2% in the Kansas City Metropolitan Area and 53.0% in the nation.
- Annual per capita income of the population in the trade area is approximately \$26,401 – 88% of the Kansas City Metropolitan Area average and 92% of the national average.
- The average gross annual income of trade area households is \$73,776 - 98% of the Kansas City Metropolitan Area average and 99% of the national average.
- Median household income in the trade area is estimated to be \$60,474 – 108% of the Kansas City Metropolitan Area median and 116% of the national median.
- Approximately 11.9% of the trade area's households have gross annual incomes of less than \$25,000 vs. 20.7% in the Kansas City Metropolitan Area and 24.3% in the nation.
- Approximately 6.0% of the trade area's households have gross annual incomes greater than \$150,000 vs. 8.0% in the Kansas City Metropolitan Area and 8.6% in the nation.
- The annual market within the trade area for food consumed at home is estimated to total approximately \$30 million. Markets for other goods and services are shown in Table 2.

Business Activity:

- It is estimated that 233 business establishments are located within the trade area employing approximately 3,547 workers (see Table 3).

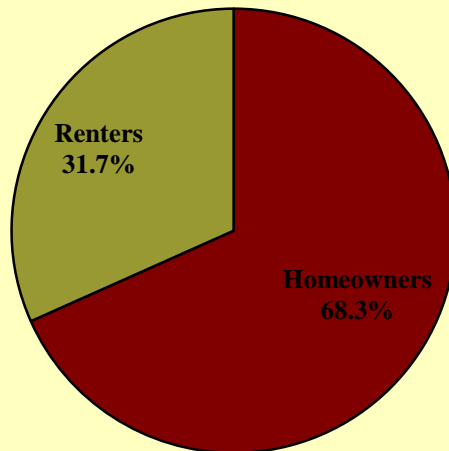
Figure 1
Household Composition



Average HH Size

Trade Area: 2.79
K.C. Metro: 2.54

Figure 2
Residential Tenure



Trade Area Average

Home Value: \$143,854
Monthly Rent: \$923

Figure 3
Age Distribution

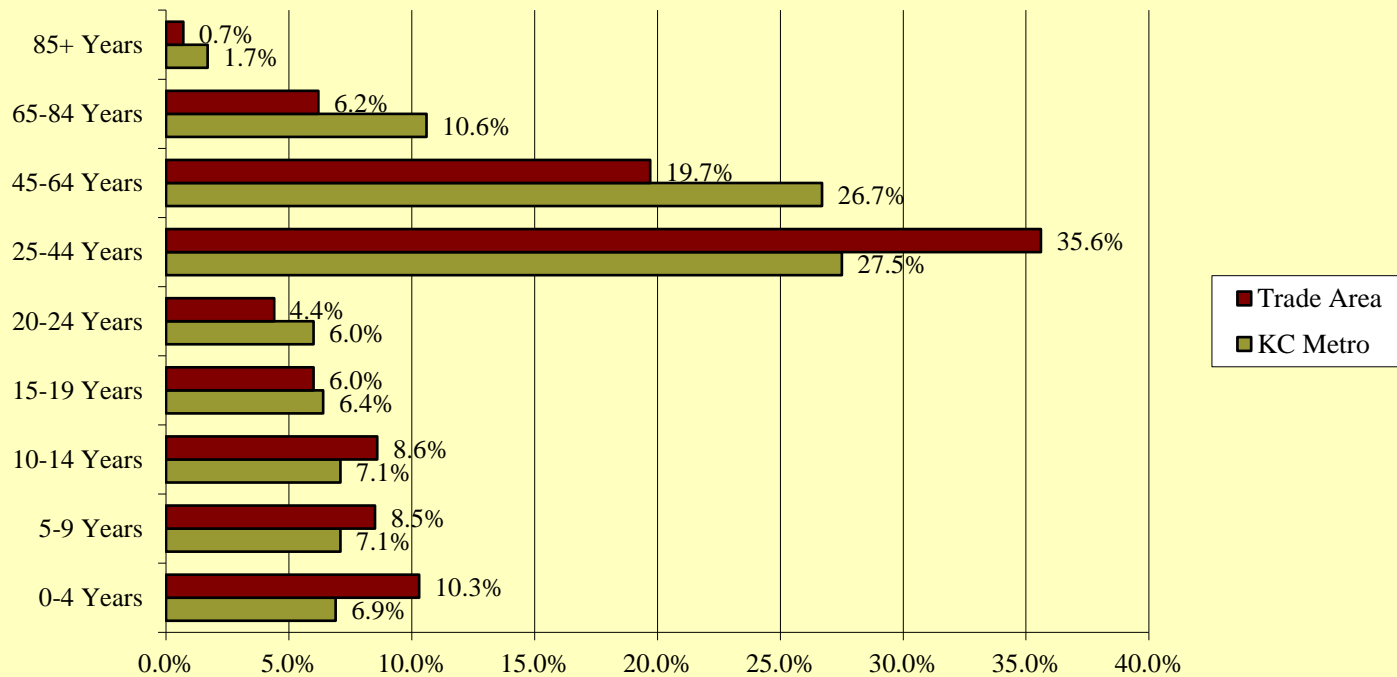
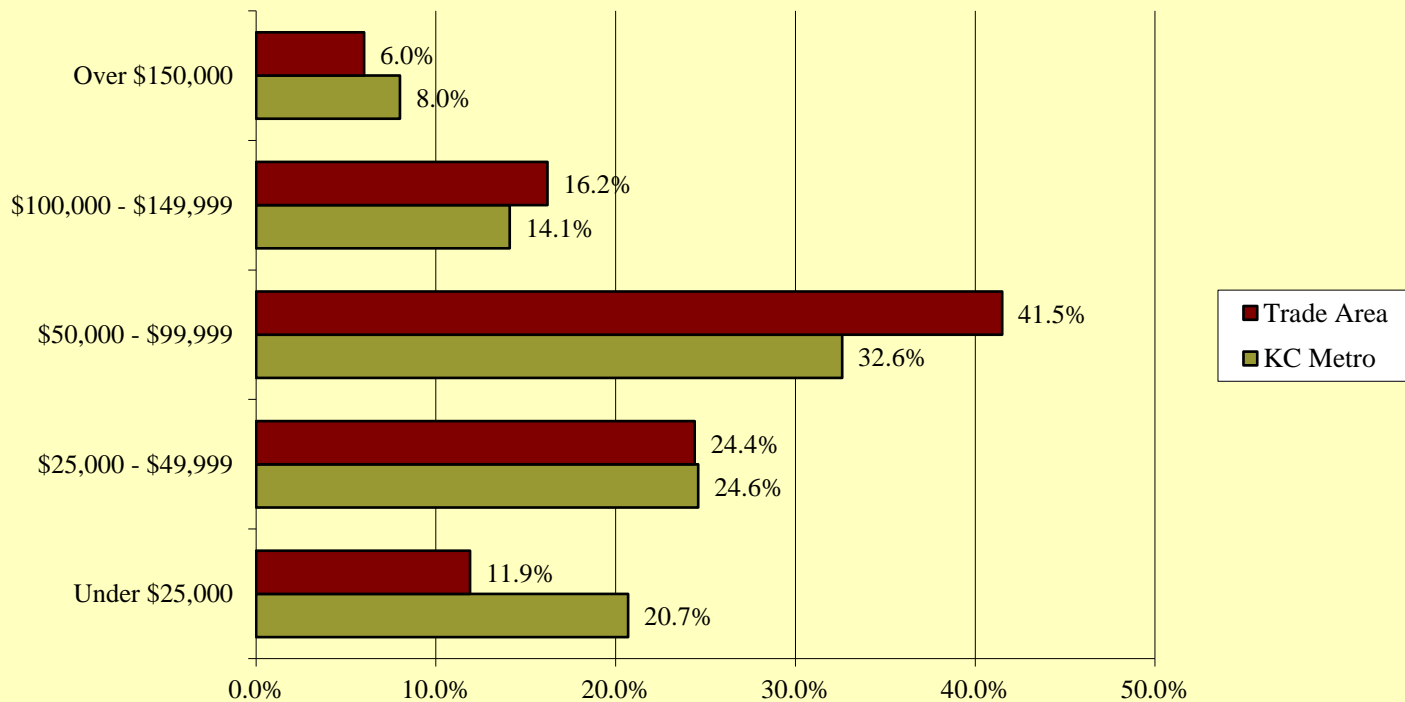
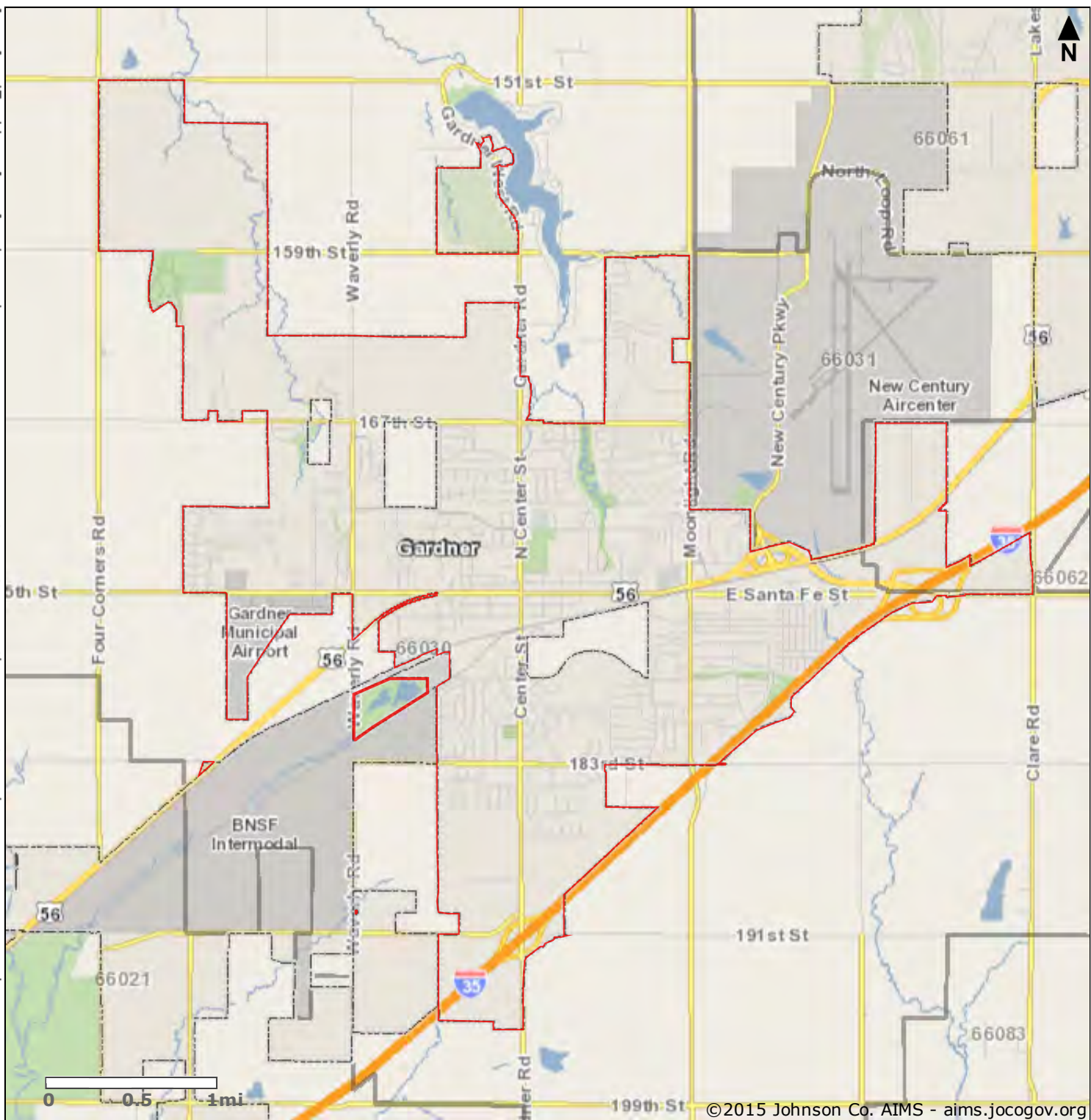


Figure 4
Income Distribution





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Figure 5: City of Gardner Boundaries

LEGEND



City



Zip Code



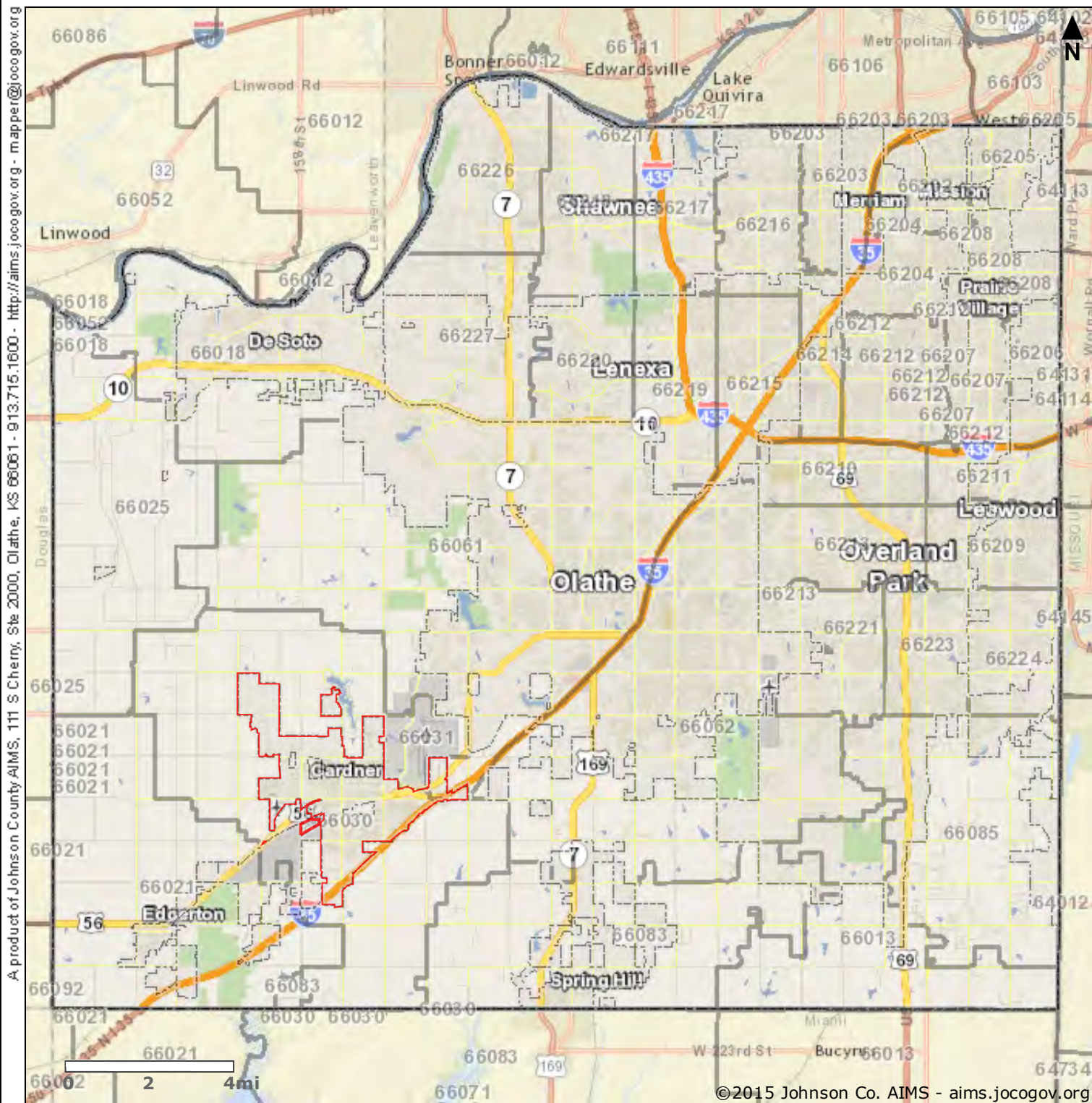


Figure 6: Johnson County Overview Map



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Table 1: Page 1
Demographic Characteristics

	<u>66030</u>
Population	21,062
Households:	7,537
Family Households	5,491
Non-Family Households	2,046
Average Household Size	2.79
Annual HH Growth Rate	1.74%
Homeowner Households:	5,149
Average Value of Homes	\$143,854
Renter Households:	2,388
Average Rent	\$923
White	18,534
Black	800
Asian or Pacific Islander	421
American Indian or Alaska Native	126
Two or More Races	737
Some Other Race	442
Hispanic of Any Race	1,495
Population Age 0-4	2,169
Population Age 5-9	1,790
Population Age 10-14	1,811
Population Age 15-19	1,264
Population Age 20-24	927
Population Age 25-44	7,498
Population Age 45-64	4,149
Population Age 65-84	1,306
Population Over 85	147
Median Age	31.8
Percapita Income:	\$26,401
Percent Of Kansas City MSA	88%
Percent Of US	92%
Average Household Income:	\$73,776
Percent Of Kansas City MSA	98%
Percent Of US	99%
Median Household Income:	\$60,474
Percent Of Kansas City MSA	108%
Percent Of US	116%
HHs Earning Less Than \$25,000	897
HHs \$25,000 to \$49,999	1,839
HHs \$50,000 to \$99,999	3,128
HHs \$100,000 to \$149,999	1,221
HHs Earning More Than \$150,000	452
Total Household Income	\$556,044,944

Table 1: Page 2
Demographic Characteristics

	<u>Trade Area</u>		<u>K.C.</u>	<u>U.S.</u>
	<u>Summary</u>		<u>Metro</u>	
Population	21,062		2,060,707	317,352,277
Households:	7,537		810,561	120,331,229
Family Households	5,491	72.9%	65.2%	65.9%
Non-Family Households	2,046	27.1%	34.8%	34.1%
Average Household Size	2.79		2.54	2.64
Annual HH Growth Rate	2.24%		0.6%	0.8%
Homeowner Households:	5,149		67.0%	64.2%
Average Value of Homes	\$143,854			
Renter Households:	2,388	31.7%	33.0%	35.8%
Average Rent	\$923			
White	18,534	88.0%	78.2%	71.9%
Black	800	3.8%	12.6%	12.7%
Asian or Pacific Islander	421	2.0%	2.4%	5.0%
American Indian or Alaska Native	126	0.6%	0.5%	0.9%
Two or More Races	737	3.5%	2.9%	3.1%
Some Other Race	442	2.1%	3.4%	6.4%
Hispanic of Any Race	1,495	7.1%	8.5%	17.1%
Population Age 0-4	2,169	10.3%	6.9%	6.4%
Population Age 5-9	1,790	8.5%	7.1%	6.5%
Population Age 10-14	1,811	8.6%	7.1%	6.7%
Population Age 15-19	1,264	6.0%	6.4%	6.8%
Population Age 20-24	927	4.4%	6.0%	7.2%
Population Age 25-44	7,498	35.6%	27.5%	26.7%
Population Age 45-64	4,149	19.7%	26.7%	26.3%
Population Age 65-84	1,306	6.2%	10.6%	11.6%
Population Over 85	147	0.7%	1.7%	1.8%
Median Age	31.8		36.7	37.3
Percapita Income:	\$26,401		\$29,902	\$28,600
Percent Of Kansas City MSA	88%		100%	96%
Percent Of US	92%		105%	100%
Average Household Income:	\$73,776		\$75,522	\$74,534
Percent Of Kansas City MSA	98%		100%	99%
Percent Of US	99%		101%	100%
Median Household Income:	\$60,474		\$55,856	\$51,972
Percent Of Kansas City MSA	108%		100%	93%
Percent Of US	116%		107%	100%
HHs Earning Less Than \$25,000	897	11.9%	20.7%	24.3%
HHs \$25,000 to \$49,999	1,839	24.4%	24.6%	24.2%
HHs \$50,000 to \$99,999	3,128	41.5%	32.6%	30.4%
HHs \$100,000 to \$149,999	1,221	16.2%	14.1%	12.5%
HHs Earning More Than \$150,000	452	6.0%	8.0%	8.6%
Total Household Income	\$556,044,944			

Table 2: Page 1
Annual Market Potential

	<u>66030</u>
Food & Beverages:	
Food Consumed at Home	\$30,470,160
Food Consumed Away From Home	\$24,344,754
Alcoholic Beverages (consumed at, or away from home)	\$4,608,995
Housing & Household Expenses:	
Shelter (owned & rented dwellings)	\$76,291,186
Utilities, Fuels & Public Services	\$26,533,466
Household Operations	\$6,685,657
Housekeeping & Garden Supplies	\$5,057,195
Household Textiles	\$1,240,021
Furniture	\$4,384,894
Floor Coverings	\$336,150
Major Appliances	\$2,397,872
Small Appliances, Misc. Housewares	\$971,101
Misc. Household Equipment	\$6,252,396
Apparel:	
Men's Apparel (16 and over)	\$3,129,933
Boys' Apparel (2 to 15)	\$941,221
Women's Apparel (16 and over)	\$5,191,655
Girls' Apparel (2 to 15)	\$1,187,731
Children Under 2	\$881,461
Footwear	\$2,838,603
Other Apparel Products & Services	\$2,412,812
Transportation:	
Vehicle Purchases	\$31,508,491
Vehicle Finance Charges	\$4,175,734
Gasoline & Motor Oil	\$15,918,586
Vehicle Maintenance & Repairs	\$6,200,106
Other Transportation	\$4,108,504
Medical Care:	
Medical Services (hospital & medical professional)	\$6,476,496
Medicine (prescription & nonprescription drugs)	\$3,817,174
Medical Supplies	\$888,931
Insurance:	
Health Insurance	\$11,444,051
Vehicle Insurance	\$9,300,159
Life & Other Personal Insurance	\$3,212,103
Entertainment:	
Fees & Admissions	\$5,027,315
Television, Radios & Sound Equipment	\$7,589,528
Pets, Toys, & Playground Equipment	\$4,183,204
Other Entertainment Supplies, Equipment & Services	\$4,638,875
Education:	
Tuition, Fees, Textbooks, Supplies	\$7,021,807
Books, Newspapers & Magazines	\$1,187,731
Personal Care Products & Services:	\$4,915,265
Miscellaneous	\$6,043,236
Cash Contributions:	\$11,585,982

Table 2: Page 2
Annual Market Potential

	Trade Area Summary		
	Trade Area	Household	Per Capita
	Expenditures	Expenditures	Expenditures
Food & Beverages:			
Food Consumed at Home	\$30,470,160	\$4,043	\$1,447
Food Consumed Away From Home	\$24,344,754	\$3,230	\$1,156
Alcoholic Beverages (consumed at, or away from home)	\$4,608,995	\$612	\$219
Housing & Household Expenses:			
Shelter (owned & rented dwellings)	\$76,291,186	\$10,122	\$3,622
Utilities, Fuels & Public Services	\$26,533,466	\$3,520	\$1,260
Household Operations	\$6,685,657	\$887	\$317
Housekeeping & Garden Supplies	\$5,057,195	\$671	\$240
Household Textiles	\$1,240,021	\$165	\$59
Furniture	\$4,384,894	\$582	\$208
Floor Coverings	\$336,150	\$45	\$16
Major Appliances	\$2,397,872	\$318	\$114
Small Appliances, Misc. Housewares	\$971,101	\$129	\$46
Misc. Household Equipment	\$6,252,396	\$830	\$297
Apparel:			
Men's Apparel (16 and over)	\$3,129,933	\$415	\$149
Boys' Apparel (2 to 15)	\$941,221	\$125	\$45
Women's Apparel (16 and over)	\$5,191,655	\$689	\$246
Girls' Apparel (2 to 15)	\$1,187,731	\$158	\$56
Children Under 2	\$881,461	\$117	\$42
Footwear	\$2,838,603	\$377	\$135
Other Apparel Products & Services	\$2,412,812	\$320	\$115
Transportation:			
Vehicle Purchases	\$31,508,491	\$4,181	\$1,496
Vehicle Finance Charges	\$4,175,734	\$554	\$198
Gasoline & Motor Oil	\$15,918,586	\$2,112	\$756
Vehicle Maintenance & Repairs	\$6,200,106	\$823	\$294
Other Transportation	\$4,108,504	\$545	\$195
Medical Care:			
Medical Services (hospital & medical professional)	\$6,476,496	\$859	\$308
Medicine (prescription & nonprescription drugs)	\$3,817,174	\$506	\$181
Medical Supplies	\$888,931	\$118	\$42
Insurance:			
Health Insurance	\$11,444,051	\$1,518	\$543
Vehicle Insurance	\$9,300,159	\$1,234	\$442
Life & Other Personal Insurance	\$3,212,103	\$426	\$153
Entertainment:			
Fees & Admissions	\$5,027,315	\$667	\$239
Television, Radios & Sound Equipment	\$7,589,528	\$1,007	\$360
Pets, Toys, & Playground Equipment	\$4,183,204	\$555	\$199
Other Entertainment Supplies, Equipment & Services	\$4,638,875	\$615	\$220
Education:			
Tuition, Fees, Textbooks, Supplies	\$7,021,807	\$932	\$333
Books, Newspapers & Magazines	\$1,187,731	\$158	\$56
Personal Care Products & Services:	\$4,915,265	\$652	\$233
Miscellaneous	\$6,043,236	\$802	\$287
Cash Contributions:	\$11,585,982	\$1,537	\$550

**Table 3:
Business Activity**

NAICS Code	Industry	No. of Firms	Percent Firms	Jobs	Percent Jobs
11	Forestry, Fishing, Hunting & Agriculture Support	0	0.0%	0	0.0%
21	Mining/Extraction	1	0.6%	7	0.2%
22	Utilities	1	0.3%	3	0.1%
23	Construction	34	14.8%	216	6.1%
31	Manufacturing	6	2.6%	358	10.1%
42	Wholesale Trade	10	4.2%	106	3.0%
44	Retail Trade	26	11.1%	533	15.0%
48	Transportation & Warehousing	9	3.7%	89	2.5%
51	Information	5	2.3%	34	1.0%
52	Finance & Insurance	17	7.4%	122	3.4%
53	Real Estate & Rental & Leasing	9	3.8%	26	0.7%
54	Professional, Scientific & Technical Services	19	8.1%	96	2.7%
55	Management of Companies & Enterprises	0	0.1%	4	0.1%
56	Admin, Support, Waste Mgt, Remediation Services	14	5.9%	208	5.9%
61	Educational Services	9	4.0%	447	12.6%
62	Health Care & Social Assistance	22	9.3%	560	15.8%
71	Arts, Entertainment & Recreation	4	1.7%	24	0.7%
72	Accommodation & Food Services	24	10.1%	419	11.8%
81	Other Services	23	10.1%	294	8.3%
	Trade Area Totals	233	100.0%	3,547	100.0%

Glossary:

Demographic Characteristics

Household: All individuals occupying a single dwelling unit.

Family Household: All members of a particular household related by blood, marriage, adoption or other legal arrangement. Includes households, with or without children, occupied by married couples or a male or female householder with no spouse present.

Non-Family Household: Unrelated persons sharing a household or a single person living alone. They may be independent consumers or two or more persons living together who use their incomes to make joint expenditures.

Average Household Size: An estimate of the average number of persons in a household as calculated by dividing total population by the total number of households.

Average Annual Household Growth Rate: The annual compound rate of change since 2000 in the number of households.

Homeowner Household: One or more individuals living in their own home, townhouse or condominium.

Renter Household: Those paying rent for their dwelling unit as well as those living rent free in lieu of wages.

Race: The racial composition of the population is expressed as a percentage of the population. It is reported for six categories: White, Black or African American, Asian or Pacific Islander, American Indian or Alaskan Native, Two or More Races for persons identifying themselves as multiracial, and Some Other Race for those who do not identify with any of the specified groups.

Hispanic of Any Race: Hispanic origin refers to ethnicity, not race, and is a self-identified category. As such, persons of Hispanic origin may be of any race.

Age: Estimates of the percentage of the population falling within each of nine age groups.

Median Age: An estimate of the point at which the population distribution is divided into two equal parts. Half the population is younger than this point and half the population is older than this point.

Per Capita Income: Defined as total household income divided by total population. (See Total Household Income)

Average Household Income: Defined as total household income divided by total number of households. (See Total Household Income)

Median Household Income: An estimate of the point at which the household income distribution is divided into two equal parts. Half the households have annual earnings below this point and half the households have annual earnings above this point.

Total Household Income: The aggregate of all wages and salaries, other labor-related income, proprietor's income, rental income, interest income and transfer payments of all households within the specified geography.

Expenditure Categories

Food & Beverages:

Food consumed at home: Total expenditures for food at grocery stores or other food stores and food prepared by the household on trips. It excludes the purchase of nonfood items.

Food consumed away from home: All meals (breakfast, lunch, brunch and dinner) at restaurants, carryouts, and vending machines, including tips, plus meals as pay, special catered affairs such as weddings, and meals away from home on trips.

Alcoholic beverages: Includes beer and ale, wine, whiskey, gin, vodka, rum and other alcoholic beverages consumed at or away from home.

Housing & Household Expenses:

Shelter: For owned dwellings: includes interest on mortgages, interest on home equity loans and lines of credit, property taxes and insurance, refinancing and prepayment charges, ground rent, expenses for property management and security, homeowners coverage, expenses for repairs and maintenance for dwellings used or maintained by the consumer unit. Note: Mortgage principal repayments are payments of loans and are not included in this category. For rented dwellings: includes rent paid for primary dwelling and also includes all expenses for vacation homes, schools, college, hotels, motels, and other lodging while out of town.

Utilities, fuels, and public services: Includes natural gas, electricity, fuel oil, wood, kerosene, coal, bottled gas, water, garbage and trash collection, sewerage maintenance, septic tank cleaning, telephone charges, and other public services.

Household Operations: Includes baby-sitting; day care, nursery school, and preschool tuition; care of the elderly, invalids and handicapped; adult day care; and domestic and other duties. This category also includes housekeeping services, gardening and lawn care services, coin-operated laundry and dry-cleaning, termite and pest control products and services, home security system service fees, moving, storage, and freight expenses, repair of household appliances and other household equipment, repair of computer systems for home use, computer information services, reupholstering and furniture repair, rental and repair of lawn and gardening tools, and rental of other household equipment.

Housekeeping and garden supplies: Includes laundry and cleaning supplies, cleaning and toilet tissues, stationary supplies, postage, miscellaneous household products and lawn and garden supplies.

Household Textiles: Includes bathroom, bedroom, kitchen and dining room, other linens, curtains and drapes, slipcovers and decorative pillows, and sewing materials.

Furniture: Includes living room, dining room, kitchen, bedroom, nursery, porch, lawn, and outdoor furniture.

Floor Coverings: Includes new and replacement wall-to-wall carpets, room-size rugs, and other non-permanent floor coverings.

Major Appliances: Includes refrigerators and freezers, dishwashers and garbage disposals, stoves and ovens, vacuum cleaners, microwaves, air-conditioners, sewing machines, washing machines and dryers, and floor cleaning equipment.

Small Appliances/Misc. Housewares: Includes small electrical kitchen appliances, portable heating and cooling equipment, china and other dinnerware, flatware, glassware, silver and other serving pieces, non-electric cookware, and plastic dinnerware (excludes personal care appliances).

Miscellaneous Household Equipment: Includes typewriters, luggage, lamps and light fixtures, window coverings, clocks, lawnmowers and gardening equipment, other hand and power tools, telephone answering devices, telephones and accessories, computers and computer hardware for home use, computer software and accessories for home use, calculators, business equipment for home use, floral arrangements and house plants, rental furniture, closet and storage items, other household decorative items, infants' equipment, outdoor equipment, smoke alarms, other household appliances, and other small miscellaneous furnishings.

Apparel and Services

Men's and boys' apparel: Includes coats, jackets, sweaters, vests, sport coats, tailored jackets, trousers, slacks, shorts, sportswear, shirts, underwear, nightwear, hosiery, uniforms and other accessories.

Women's and girls' apparel: Includes coats, jackets, furs, sport coats, tailored jackets, sweaters, vests, blouses, shirts, dresses, dungarees, culottes, slacks, shorts, sportswear, underwear, nightwear, uniforms, hosiery and other accessories.

Children Under 2: Includes coats, jackets, snowsuits, underwear, diapers, dresses, crawlers and other sleeping garments, hosiery, footwear, and accessories.

Other apparel products & services: Includes material for making clothes, shoe repair, alterations and repairs, sewing patterns and notions, clothing rental, clothing storage, dry cleaning and sent-out laundry, watches, jewelry, and repairs to watches and jewelry.

Transportation

Vehicle purchases: Includes the net outlay (purchase price minus trade-in value) on new and used domestic and imported cars and trucks and other vehicles, including motorcycles and private planes.

Vehicle Finance Charges: Includes the dollar amount of interest paid for a loan contracted for the purchase of vehicles described above.

Gasoline and motor oil: Includes purchases of gasoline, diesel fuel and motor oil.

Vehicle maintenance and repairs: Includes tires, batteries, lubrication, filters, coolant, additives, brake and transmission fluids, oil change, brake adjustment and repair, front-end alignment, wheel balancing, steering repair, shock absorber replacement, clutch and transmission repair, electrical system repair, exhaust system repair, body work and painting, engine repair, repair to cooling system, drive train repair, drive shaft and rear-end repair, tire repair, other maintenance and services, and auto repair policies.

Other transportation: Includes fares for mass transit, buses, trains, airlines, taxis, school buses for which a fee is charged, and boats.

Medical Care:

Medical services: Includes hospital room and services, physicians' services, service by a professional other than physician, eye and dental care, lab tests, x rays, medical care in a retirement community, care in convalescent or nursing home and other medical care.

Medicine: Includes prescription and nonprescription drugs, internal and respiratory over-the-counter drugs.

Medical supplies: Includes topicals and dressings, antiseptics, bandages, cotton, first aid kits, contraceptives, syringes, ice bags, thermometers, sunlamps, vaporizers, heating pads, medical appliances (such as braces, canes, crutches and walkers, eyeglasses and hearing aids) and rental and repair of medical equipment.

Insurance:

Health insurance: Includes health maintenance plans, Blue Cross/Blue Shield, commercial health insurance, Medicare, Medicare supplemental insurance and other health insurance.

Vehicle insurance: Includes the premiums paid for insuring cars, trucks and other vehicles.

Life and other personal insurance: Includes premiums for whole life and term insurance; endowments; income and other life insurance; mortgage guarantee insurance; mortgage life insurance; premiums for personal liability, accident and disability, and other nonhealth insurance other than for homes and

Education

Tuition, Fees, Textbooks & Supplies: Includes tuition, fees, textbooks, supplies, and equipment for public and private elementary and high schools, colleges and universities and other schools.

Books, Newspapers & Magazines: Includes subscriptions for newspapers, magazines and books through book clubs; the purchase of single copy newspapers and magazines, newsletters, books and encyclopedias and other reference books.

Other Expenditures

Personal care products and services: Includes products for the hair, oral hygiene products, shaving needs, cosmetics and bath products, electric personal care appliances, other personal care products and personal care services for males and females.

Miscellaneous: Includes safe deposit box rental, checking account fees and other bank service charges, credit card memberships, legal fees, accounting fees, funerals, cemetery lots, union dues, occupational expenses, expenses for other properties, and finance charges other than those for mortgages and vehicles.

Cash Contributions: Includes cash contributed to persons or organizations outside the consumer unit, including alimony and child support payments; care of students away from home; and contributions to religious, educational, charitable or political organizations.