



Trade Area Profile

A Profile of the Trade Area

**Within a 3-Mile Radius
From the Intersection of
K-10 Highway and Cedar Creek Parkway
Olathe, Kansas**

Prepared For The:
Olathe Economic Development Council
September 30, 2022

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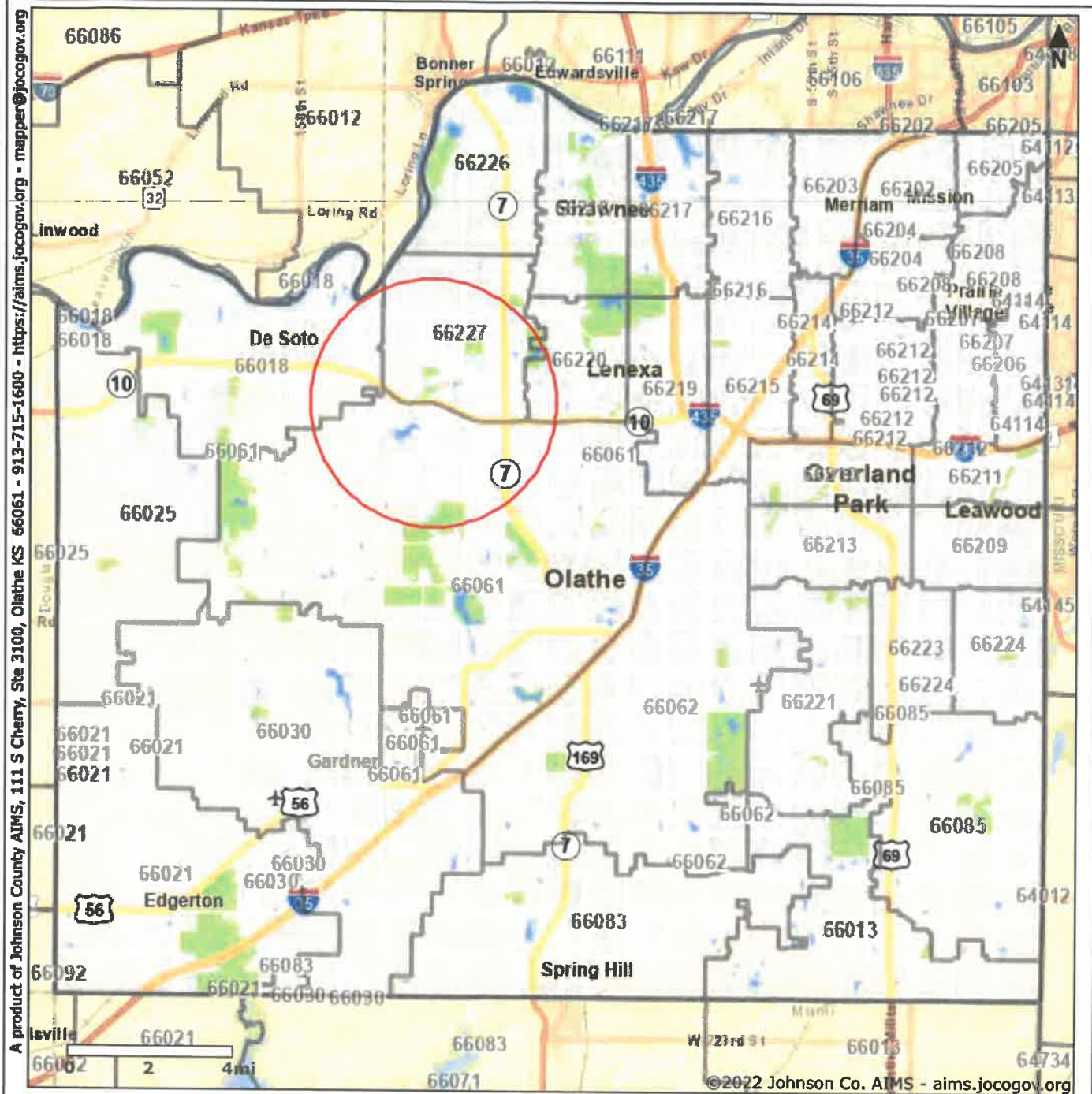


Figure 6: Johnson Co. Location Map, K-10 & Cedar Creek Pkwy (3-Mile)



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JOHNSON COUNTY
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SUMMARY

Demographic Characteristics:

- Approximately 16,698 people currently reside in 5,939 households within the trade area.
- The average trade area household is composed of 2.81 persons vs. 2.52 in the Kansas City Metropolitan Area and 2.61 in the Nation.
- It is estimated that families make up 4,748 (79.9%) of the trade area's households while 1,192 (20.1%) are non-family households.
- Homeowners occupy 5,059 dwelling units, 85.2% of the trade area's total. The average value of homes in the trade area is \$494,728.
- Renters occupy 880 dwelling units, 14.8% of the trade area's total. The average monthly rent in the area is approximately \$1,395.
- The median age of the trade area's population is 36.4 years vs. 37.7 in the Kansas City Metropolitan Area and 38.5 in the U.S.
- Approximately 52.9% 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. 52.7% in the Kansas City Metropolitan Area and 52.0% in the nation.
- Annual per capita income of the population in the trade area is approximately \$73,682 – 201% of the Kansas City Metropolitan Area average and 202% of the national average.
- The average gross annual income of trade area households is \$207,141 - 225% of the Kansas City Metropolitan Area average and 218% of the national average.
- Median household income in the trade area is estimated to be \$164,687 – 259% of the Kansas City Metropolitan Area median and 244% of the national median.
- Approximately 9.3% of the trade area's households have gross annual incomes of less than \$25,000 vs. 16.2% in the Kansas City Metropolitan Area and 18.1% in the nation.
- Approximately 20.3% of the trade area's households have gross annual incomes greater than \$150,000 vs. 11.6% in the Kansas City Metropolitan Area and 18.3% in the nation.
- The annual market within the trade area for food consumed at home is estimated to total approximately \$54 million. Markets for other goods and services are shown in Table 2.

Business Activity:

- It is estimated that 536 business establishments are located within the trade area employing approximately 8,776 workers (see Table 3).

Traffic Volume:

- According to the latest available traffic counts, an average of 40,220 vehicles passes through the intersection of K-10 Highway and Cedar Creek Parkway each weekday. (See Table 4)