

A Profile of the Trade Area
Within a Five-Mile Radius
From the Intersection of
K-10 Highway and K-7 Highway

Prepared For The:
Lenexa Economic Development Council
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TRADE AREA PROFILE

This report was prepared for the Lenexa Economic Development Council. It provides an overview of the salient socioeconomic and consumer market characteristics of the trade area within a five-mile radius from the intersection of K-10 Highway and K-7 Highway. The study produced estimates of the demographic characteristics of the trade area's current residents; an estimate of the rate of household growth since 2000; 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. The 24-hour weekday traffic counts, shown in Table 4, are taken from the Transportation File of the *CERI Economic Data Service*. The file contains a compilation of the latest traffic counts taken by the Kansas Department of Transportation, the Johnson County Public Works Department, and cities in Johnson County. 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 through September 31, 2008.

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 65,544 people currently reside in 24,979 households within the trade area.
- The average trade area household is composed of 2.62 persons vs. 2.50 in the Kansas City Metropolitan Area and 2.59 in the Nation.
- The number of households in the trade area has increased at an average annual rate of approximately 3.60% since 2000.
- It is estimated that families make up 18,455 (73.9%) of the trade area's households while 6,525 (26.1%) are non-family households.
- Homeowners occupy 17,043 dwelling units, 68.2% of the trade area's total. The average value of homes in the trade area is \$229,066.
- Renters occupy 7,937 dwelling units, 31.8% of the trade area's total. The average monthly rent in the area is approximately \$846.
- The median age of the trade area's population is 34.8 years vs. 36.6 in the Kansas City Metropolitan Area and 36.7 in the U.S.
- Approximately 57.1% 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. 54.1% 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 \$37,131 - 124% of the Kansas City Metropolitan Area average and 133% of the national average.
- The average gross annual income of trade area households is \$97,428 - 128% of the Kansas City Metropolitan Area average and 131% of the national average.
- Median household income in the trade area is estimated to be \$79,327 – 134% of the Kansas City Metropolitan Area median and 149% of the national median.
- Approximately 8.1% of the trade area's households have gross annual incomes of less than \$25,000 vs. 17.0% in the Kansas City Metropolitan Area and 21.9% in the nation.
- Approximately 13.6% of the trade area's households have gross annual incomes greater than \$150,000 vs. 8.5% in the Kansas City Metropolitan Area and 8.4% in the nation.
- The annual market within the trade area for food consumed at home is estimated to total approximately \$107 million. Markets for other goods and services are shown in Table 2.

Business Activity:

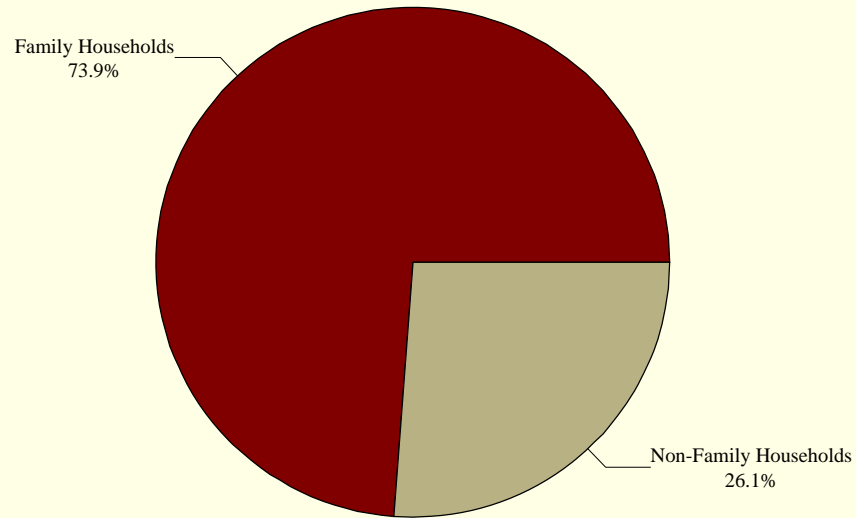
- It is estimated that 2,075 business establishments are located within the trade area employing approximately 50,790 workers (see Table 3).

Traffic Volume:

- According to the latest available traffic counts, an average of approximately 59,800 vehicles pass through the intersection of K-10 Highway and K-7 Highway each weekday. (see Table 4)

Figure 1

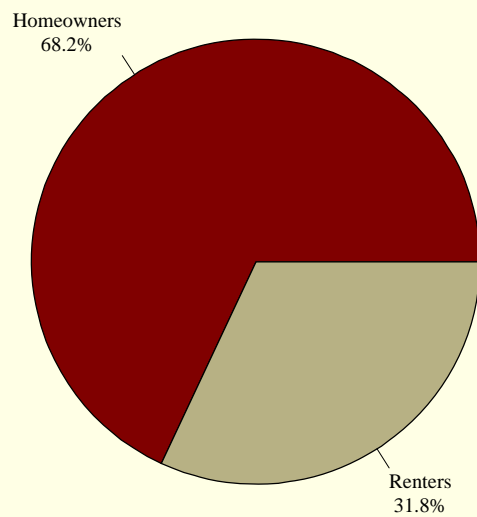
Household Composition



Avg. Trade Area HH: 2.62 Persons - K.C. Metro Average: 2.50 Persons

Figure 2

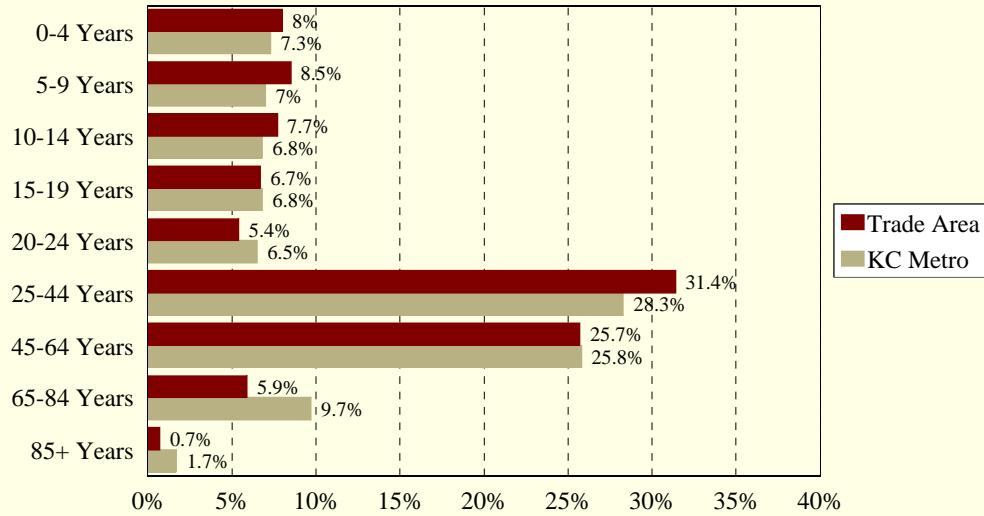
Residential Tenure



Avg. Home Value: \$229,066 -- Avg. Monthly Rent: \$846

Figure 3

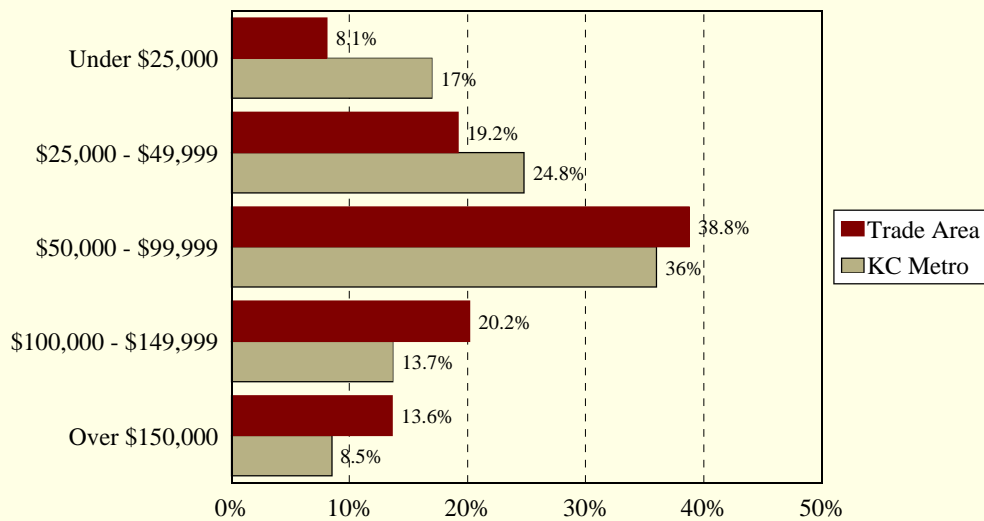
Age Distribution



Median Age: 34.8 Years -- K.C. Metro Median Age: 36.6 Years

Figure 4

Income Distribution



Average Household Income: \$97,428 -- KC Metro Average: \$76,337

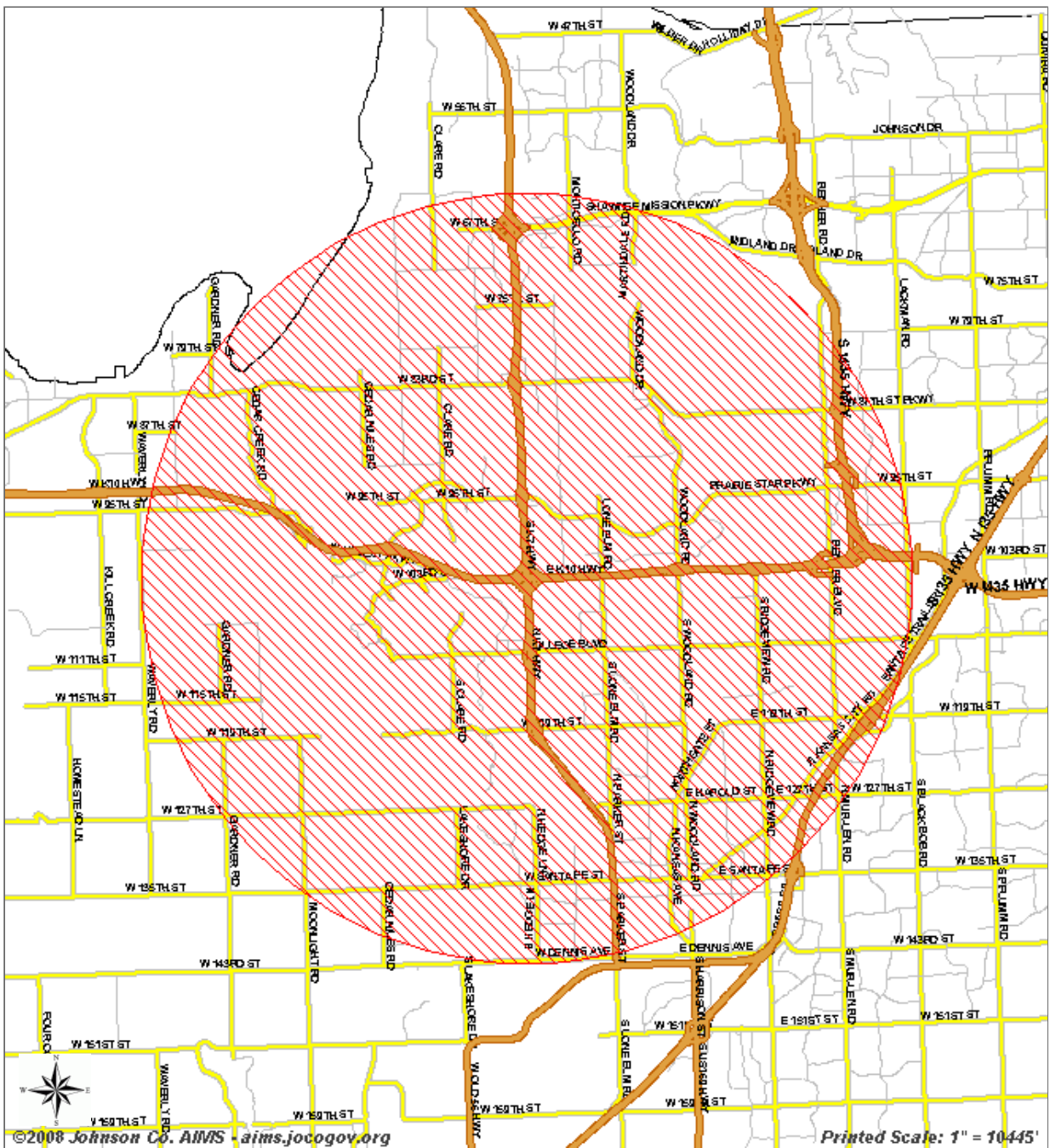
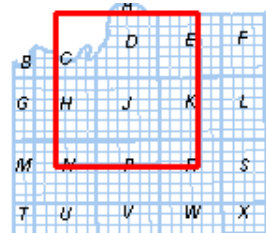


Figure 5: 5-Mile Radius from K-10 and K-7

 Analysis Extent



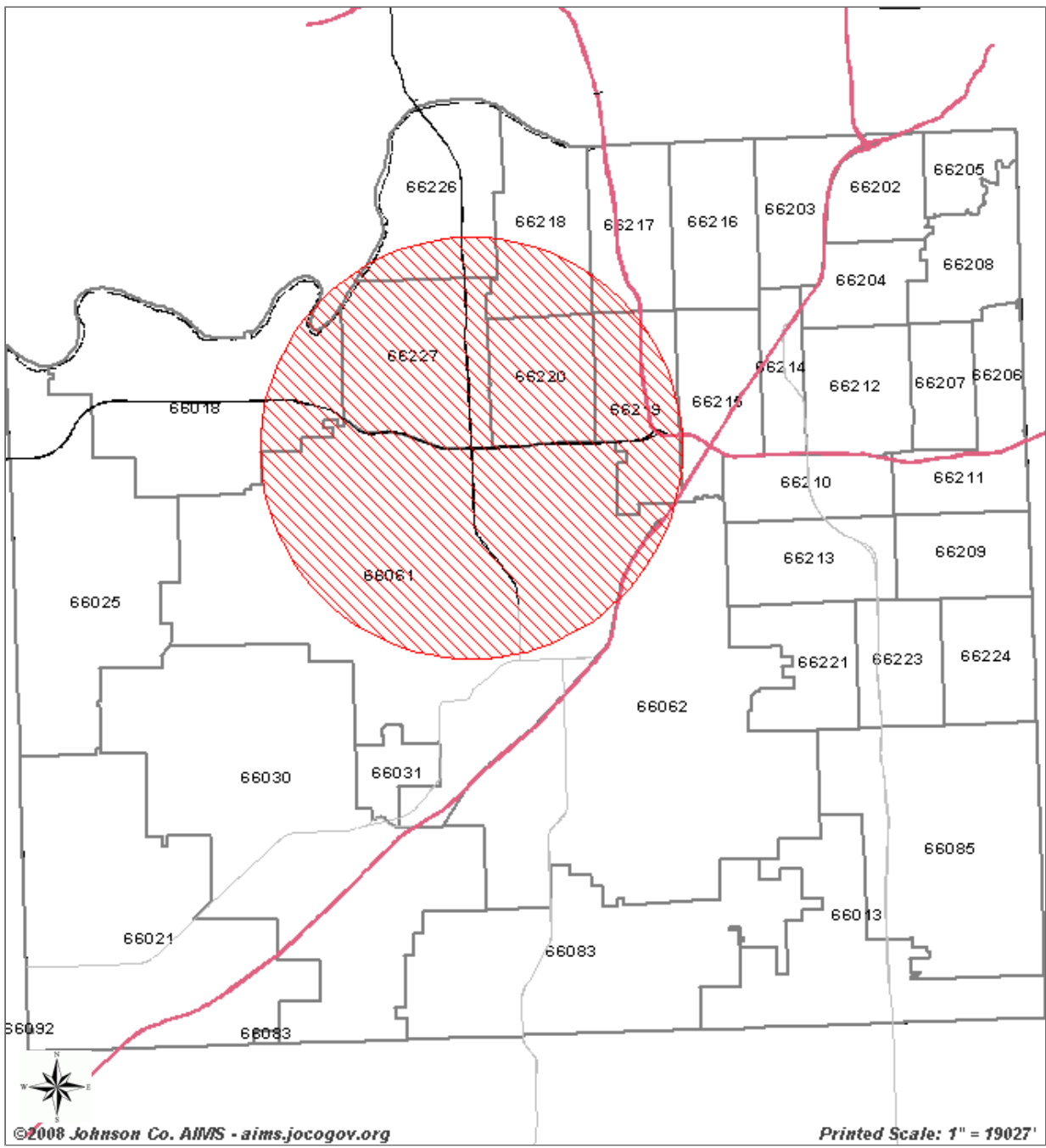


Figure 6: Zip Code Overview



 Analysis Extent





Figure 7: Aerial Photo, K-10 and K-7

 Analysis Extent

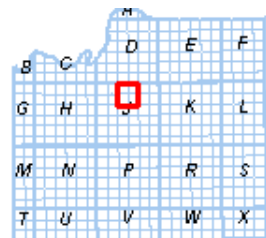


Table 1: Page 1
Demographic Characteristics

	<u>66018</u>	<u>66061</u>	<u>66062</u>	<u>66218</u>
Population	781	42,723	2,656	1,098
Households:	281	15,760	1,102	396
Family Households	218	11,382	872	343
Non-Family Households	63	4,378	230	53
Average Household Size	2.78	2.71	2.41	2.78
Annual HH Growth Rate	1.08%	1.88%	4.49%	11.59%
Homeowner Households:	236	11,372	319	339
Average Value of Homes	\$282,699	\$193,195	\$134,533	\$226,189
Renter Households:	45	4,388	783	56
Average Rent	\$703	\$668	\$888	\$760
White	731	36,186	2,353	1,017
Black	2	1,709	93	16
Asian or Pacific Islander	7	1,410	109	15
American Indian or Alaska Native	6	214	11	3
Two or More Races	17	1,025	42	23
Some Other Race	17	2,179	48	23
Hispanic of Any Race	71	4,144	127	58
Population Age 0-4	62	3,631	258	109
Population Age 5-9	58	3,674	250	127
Population Age 10-14	68	3,247	218	85
Population Age 15-19	52	2,862	194	66
Population Age 20-24	48	2,392	162	38
Population Age 25-44	208	14,056	911	382
Population Age 45-64	212	9,954	552	251
Population Age 65-84	65	2,563	98	37
Population Over 85	8	342	13	2
Median Age	35.3	33.2	31.8	34.6
Percapita Income:	\$44,199	\$32,141	\$26,884	\$39,491
Percent Of Kansas City MSA	147%	107%	90%	132%
Percent Of US	158%	115%	96%	141%
Average Household Income:	\$122,695	\$87,128	\$64,803	\$109,617
Percent Of Kansas City MSA	161%	114%	85%	144%
Percent Of US	165%	118%	87%	148%
Median Household Income:	\$95,502	\$70,103	\$54,810	\$97,223
Percent Of Kansas City MSA	162%	119%	93%	165%
Percent Of US	180%	132%	103%	183%
HHs Earning Less Than \$25,000	28	1,608	64	15
HHs \$25,000 to \$49,999	66	3,515	141	26
HHs \$50,000 to \$99,999	119	6,367	458	137
HHs \$100,000 to \$149,999	46	2,742	272	136
HHs Earning More Than \$150,000	22	1,529	166	82
Total Household Income	\$34,497,038	\$1,373,150,407	\$71,392,956	\$43,361,905

Table 1: Page 2
Demographic Characteristics

	<u>66219</u>	<u>66220</u>	<u>66226</u>	<u>66227</u>
Population	6,451	5,702	2,457	3,678
Households:	2,947	2,100	890	1,504
Family Households	1,808	1,790	782	1,259
Non-Family Households	1,139	310	108	245
Average Household Size	2.19	2.72	2.76	2.45
Annual HH Growth Rate	2.47%	17.24%	7.73%	11.16%
Homeowner Households:	995	2,058	474	1,250
Average Value of Homes	\$245,211	\$404,501	\$283,419	\$247,885
Renter Households:	1,952	42	416	254
Average Rent	\$1,190	\$708	\$1,190	\$658
White	5,664	5,377	2,289	3,545
Black	206	125	47	22
Asian or Pacific Islander	335	114	52	22
American Indian or Alaska Native	19	11	7	26
Two or More Races	116	34	32	40
Some Other Race	110	40	29	22
Hispanic of Any Race	258	177	103	99
Population Age 0-4	439	268	282	210
Population Age 5-9	426	456	312	250
Population Age 10-14	477	445	216	294
Population Age 15-19	477	336	130	287
Population Age 20-24	419	222	76	177
Population Age 25-44	2,297	981	852	883
Population Age 45-64	1,703	2,412	496	1,276
Population Age 65-84	200	553	84	257
Population Over 85	13	29	7	44
Median Age	32.3	46.6	34.3	41.3
Percapita Income:	\$47,870	\$59,744	\$47,363	\$39,554
Percent Of Kansas City MSA	159%	199%	158%	132%
Percent Of US	171%	214%	170%	142%
Average Household Income:	\$104,790	\$162,216	\$130,731	\$96,731
Percent Of Kansas City MSA	137%	212%	171%	127%
Percent Of US	141%	219%	176%	130%
Median Household Income:	\$89,481	\$130,108	\$110,831	\$76,771
Percent Of Kansas City MSA	152%	220%	188%	130%
Percent Of US	168%	245%	209%	144%
HHs Earning Less Than \$25,000	141	27	23	122
HHs \$25,000 to \$49,999	554	155	75	265
HHs \$50,000 to \$99,999	1,079	552	353	638
HHs \$100,000 to \$149,999	713	546	272	322
HHs Earning More Than \$150,000	460	819	166	158
Total Household Income	\$308,809,218	\$340,656,247	\$116,348,421	\$145,474,377

Table 1: Page 3
Demographic Characteristics

	<u>Trade Area</u>		<u>K.C.</u>	<u>U.S.</u>
	<u>Summary</u>		<u>Metro</u>	
Population	65,544		1,997,567	306,348,230
Households:	24,979		785,712	115,337,039
Family Households	18,455	73.9%	65.9%	67.0%
Non-Family Households	6,525	26.1%	34.1%	33.0%
Average Household Size	2.62		2.50	2.59
Annual HH Growth Rate	3.60%		1.3%	1.2%
Homeowner Households:	17,043		68.2%	70.2%
Average Value of Homes	\$229,066			68.1%
Renter Households:	7,937		31.8%	29.8%
Average Rent	\$846			31.9%
White	57,163	87.2%	79.9%	72.7%
Black	2,220	3.4%	12.5%	12.6%
Asian or Pacific Islander	2,064	3.1%	2.3%	4.5%
American Indian or Alaska Native	298	0.5%	0.5%	0.9%
Two or More Races	1,331	2.0%	2.1%	2.8%
Some Other Race	2,468	3.8%	2.7%	6.5%
Hispanic of Any Race	5,038	7.7%	6.3%	15.0%
Population Age 0-4	5,259	8.0%	7.3%	6.9%
Population Age 5-9	5,553	8.5%	7.0%	6.5%
Population Age 10-14	5,050	7.7%	6.8%	6.8%
Population Age 15-19	4,405	6.7%	6.8%	7.1%
Population Age 20-24	3,536	5.4%	6.5%	7.0%
Population Age 25-44	20,569	31.4%	28.3%	27.6%
Population Age 45-64	16,858	25.7%	25.8%	25.4%
Population Age 65-84	3,858	5.9%	9.7%	10.7%
Population Over 85	458	0.7%	1.7%	1.9%
Median Age	34.8		36.6	36.7
Percapita Income:	\$37,131		\$30,026	\$27,916
Percent Of Kansas City MSA	124%		100%	93%
Percent Of US	133%		108%	100%
Average Household Income:	\$97,428		\$76,337	\$74,148
Percent Of Kansas City MSA	128%		100%	97%
Percent Of US	131%		103%	100%
Median Household Income:	\$79,327		\$59,055	\$53,154
Percent Of Kansas City MSA	134%		100%	90%
Percent Of US	149%		111%	100%
HHs Earning Less Than \$25,000	2,028	8.1%	17.0%	21.9%
HHs \$25,000 to \$49,999	4,796	19.2%	24.8%	25.0%
HHs \$50,000 to \$99,999	9,704	38.8%	36.0%	32.3%
HHs \$100,000 to \$149,999	5,049	20.2%	13.7%	12.3%
HHs Earning More Than \$150,000	3,403	13.6%	8.5%	8.4%
Total Household Income	\$2,433,690,569			

Table 2: Page 1
Annual Market Potential

	<u>66018</u>	<u>66061</u>	<u>66062</u>	<u>66218</u>
Food & Beverages:				
Food Consumed at Home	\$1,622,778	\$64,594,498	\$3,291,595	\$1,999,215
Food Consumed Away From Home	\$1,374,324	\$54,704,814	\$2,907,554	\$1,765,960
Alcoholic Beverages (consumed at, or away from home)	\$281,769	\$11,215,765	\$475,292	\$288,678
Housing & Household Expenses:				
Shelter (owned & rented dwellings)	\$4,721,029	\$187,919,983	\$8,449,566	\$5,132,009
Utilities, Fuels & Public Services	\$1,566,585	\$62,357,736	\$2,610,825	\$1,585,735
Household Operations	\$534,638	\$21,281,195	\$923,669	\$561,008
Housekeeping & Garden Supplies	\$345,989	\$13,772,065	\$586,237	\$356,063
Household Textiles	\$106,767	\$4,249,848	\$208,104	\$126,396
Furniture	\$231,195	\$9,202,679	\$519,276	\$315,393
Floor Coverings	\$32,110	\$1,278,150	\$57,770	\$35,088
Major Appliances	\$129,646	\$5,160,530	\$207,448	\$125,998
Small Appliances, Misc. Housewares	\$60,207	\$2,396,531	\$143,769	\$87,321
Misc. Household Equipment	\$459,178	\$18,277,543	\$915,134	\$555,825
Apparel:				
Men's Apparel (16 and over)	\$192,662	\$7,668,899	\$442,468	\$268,742
Boys' Apparel (2 to 15)	\$53,384	\$2,124,924	\$114,884	\$69,777
Women's Apparel (16 and over)	\$399,774	\$15,912,966	\$821,914	\$499,206
Girls' Apparel (2 to 15)	\$65,024	\$2,588,253	\$156,242	\$94,897
Children Under 2	\$36,927	\$1,469,872	\$95,190	\$57,815
Footwear	\$153,327	\$6,103,166	\$416,209	\$252,793
Other Apparel Products & Services	\$168,580	\$6,710,287	\$345,309	\$209,730
Transportation:				
Vehicle Purchases	\$2,214,011	\$88,128,433	\$3,947,420	\$2,397,542
Vehicle Finance Charges	\$226,378	\$9,010,956	\$377,477	\$229,268
Gasoline & Motor Oil	\$949,665	\$37,801,282	\$1,609,691	\$977,677
Vehicle Maintenance & Repairs	\$420,646	\$16,743,763	\$710,969	\$431,821
Other Transportation	\$308,260	\$12,270,239	\$603,962	\$366,828
Medical Care:				
Medical Services (hospital & medical professional)	\$379,304	\$15,098,145	\$763,487	\$463,719
Medicine (prescription & nonprescription drugs)	\$211,929	\$8,435,789	\$373,538	\$226,875
Medical Supplies	\$58,200	\$2,316,647	\$145,739	\$88,517
Insurance:				
Health Insurance	\$708,837	\$28,215,158	\$1,167,223	\$708,936
Vehicle Insurance	\$574,374	\$22,862,906	\$1,039,866	\$631,583
Life & Other Personal Insurance	\$258,890	\$10,305,083	\$515,338	\$313,000
Entertainment:				
Fees & Admissions	\$370,875	\$14,762,631	\$692,587	\$420,656
Television, Radios & Sound Equipment	\$458,376	\$18,245,589	\$789,090	\$479,269
Pets, Toys, & Playground Equipment	\$242,433	\$9,650,031	\$403,736	\$245,217
Other Entertainment Supplies, Equipment & Services	\$404,189	\$16,088,711	\$487,109	\$295,855
Education:				
Tuition, Fees, Textbooks, Supplies	\$618,125	\$24,604,385	\$1,224,337	\$743,625
Books, Newspapers & Magazines	\$79,072	\$3,147,444	\$149,021	\$90,511
Personal Care Products & Services:				
	\$341,976	\$13,612,296	\$676,175	\$410,688
Miscellaneous				
	\$358,834	\$14,283,325	\$743,136	\$451,358
Cash Contributions:				
	\$823,631	\$32,784,544	\$1,605,096	\$974,886

Table 2: Page 2
Annual Market Potential

	<u>66219</u>	<u>66220</u>	<u>66226</u>	<u>66227</u>
Food & Beverages:				
Food Consumed at Home	\$14,237,749	\$9,006,222	\$5,364,282	\$6,707,143
Food Consumed Away From Home	\$12,576,583	\$10,355,613	\$4,738,413	\$5,924,599
Alcoholic Beverages (consumed at, or away from home)	\$2,055,870	\$2,166,737	\$774,579	\$968,483
Housing & Household Expenses:				
Shelter (owned & rented dwellings)	\$36,548,477	\$32,144,810	\$13,770,177	\$17,217,319
Utilities, Fuels & Public Services	\$11,293,085	\$7,956,010	\$4,254,836	\$5,319,966
Household Operations	\$3,995,316	\$4,651,158	\$1,505,294	\$1,882,120
Housekeeping & Garden Supplies	\$2,535,762	\$2,253,098	\$955,386	\$1,194,551
Household Textiles	\$900,153	\$707,852	\$339,146	\$424,046
Furniture	\$2,246,123	\$2,558,446	\$846,260	\$1,058,107
Floor Coverings	\$249,885	\$467,275	\$94,148	\$117,716
Major Appliances	\$897,313	\$831,225	\$338,076	\$422,708
Small Appliances, Misc. Housewares	\$621,872	\$414,841	\$234,299	\$292,953
Misc. Household Equipment	\$3,958,401	\$3,914,005	\$1,491,386	\$1,864,730
Apparel:				
Men's Apparel (16 and over)	\$1,913,890	\$1,782,738	\$721,086	\$901,598
Boys' Apparel (2 to 15)	\$496,930	\$285,300	\$187,226	\$234,095
Women's Apparel (16 and over)	\$3,555,178	\$2,812,902	\$1,339,466	\$1,674,779
Girls' Apparel (2 to 15)	\$675,825	\$385,540	\$254,627	\$318,369
Children Under 2	\$411,742	\$248,288	\$155,130	\$193,964
Footwear	\$1,800,306	\$1,156,621	\$678,292	\$848,091
Other Apparel Products & Services	\$1,493,629	\$1,812,040	\$562,747	\$703,621
Transportation:				
Vehicle Purchases	\$17,074,508	\$12,929,480	\$6,433,072	\$8,043,489
Vehicle Finance Charges	\$1,632,769	\$866,695	\$615,170	\$769,168
Gasoline & Motor Oil	\$6,962,696	\$3,967,981	\$2,623,298	\$3,279,999
Vehicle Maintenance & Repairs	\$3,075,286	\$2,132,809	\$1,158,659	\$1,448,711
Other Transportation	\$2,612,431	\$2,487,506	\$984,272	\$1,230,668
Medical Care:				
Medical Services (hospital & medical professional)	\$3,302,454	\$2,391,892	\$1,244,248	\$1,555,725
Medicine (prescription & nonprescription drugs)	\$1,615,732	\$970,019	\$608,751	\$761,142
Medical Supplies	\$630,391	\$351,613	\$237,509	\$296,966
Insurance:				
Health Insurance	\$5,048,807	\$3,351,116	\$1,902,212	\$2,378,401
Vehicle Insurance	\$4,497,925	\$2,652,517	\$1,694,659	\$2,118,890
Life & Other Personal Insurance	\$2,229,085	\$2,320,953	\$839,841	\$1,050,081
Entertainment:				
Fees & Admissions	\$2,995,777	\$3,516,128	\$1,128,703	\$1,411,256
Television, Radios & Sound Equipment	\$3,413,198	\$2,510,639	\$1,285,973	\$1,607,895
Pets, Toys, & Playground Equipment	\$1,746,353	\$1,489,728	\$657,964	\$822,675
Other Entertainment Supplies, Equipment & Services	\$2,106,982	\$2,615,506	\$793,837	\$992,561
Education:				
Tuition, Fees, Textbooks, Supplies	\$5,295,852	\$6,757,751	\$1,995,290	\$2,494,779
Books, Newspapers & Magazines	\$644,589	\$544,383	\$242,858	\$303,654
Personal Care Products & Services:				
	\$2,924,787	\$2,200,664	\$1,101,957	\$1,377,814
Miscellaneous				
	\$3,214,426	\$3,034,973	\$1,211,082	\$1,514,257
Cash Contributions:				
	\$6,942,819	\$10,852,189	\$2,615,809	\$3,270,635

Table 2: Page 3
Annual Market Potential

	Trade Area Summary		
	Trade Area Expenditures	Household Expenditures	Per Capita Expenditures
Food & Beverages:			
Food Consumed at Home	\$106,823,482	\$4,276	\$1,630
Food Consumed Away From Home	\$94,347,860	\$3,777	\$1,439
Alcoholic Beverages (consumed at, or away from home)	\$18,227,172	\$730	\$278
Housing & Household Expenses:			
Shelter (owned & rented dwellings)	\$305,903,370	\$12,246	\$4,667
Utilities, Fuels & Public Services	\$96,944,778	\$3,881	\$1,479
Household Operations	\$35,334,398	\$1,415	\$539
Housekeeping & Garden Supplies	\$21,999,150	\$881	\$336
Household Textiles	\$7,062,312	\$283	\$108
Furniture	\$16,977,478	\$680	\$259
Floor Coverings	\$2,332,142	\$93	\$36
Major Appliances	\$8,112,943	\$325	\$124
Small Appliances, Misc. Housewares	\$4,251,794	\$170	\$65
Misc. Household Equipment	\$31,436,203	\$1,258	\$480
Apparel:			
Men's Apparel (16 and over)	\$13,892,084	\$556	\$212
Boys' Apparel (2 to 15)	\$3,566,519	\$143	\$54
Women's Apparel (16 and over)	\$27,016,185	\$1,082	\$412
Girls' Apparel (2 to 15)	\$4,538,777	\$182	\$69
Children Under 2	\$2,668,928	\$107	\$41
Footwear	\$11,408,804	\$457	\$174
Other Apparel Products & Services	\$12,005,942	\$481	\$183
Transportation:			
Vehicle Purchases	\$141,167,955	\$5,651	\$2,154
Vehicle Finance Charges	\$13,727,881	\$550	\$209
Gasoline & Motor Oil	\$58,172,290	\$2,329	\$888
Vehicle Maintenance & Repairs	\$26,122,663	\$1,046	\$399
Other Transportation	\$20,864,167	\$835	\$318
Medical Care:			
Medical Services (hospital & medical professional)	\$25,198,974	\$1,009	\$384
Medicine (prescription & nonprescription drugs)	\$13,203,774	\$529	\$201
Medical Supplies	\$4,125,581	\$165	\$63
Insurance:			
Health Insurance	\$43,480,690	\$1,741	\$663
Vehicle Insurance	\$36,072,720	\$1,444	\$550
Life & Other Personal Insurance	\$17,832,271	\$714	\$272
Entertainment:			
Fees & Admissions	\$25,298,613	\$1,013	\$386
Television, Radios & Sound Equipment	\$28,790,028	\$1,153	\$439
Pets, Toys, & Playground Equipment	\$15,258,138	\$611	\$233
Other Entertainment Supplies, Equipment & Services	\$23,784,750	\$952	\$363
Education:			
Tuition, Fees, Textbooks, Supplies	\$43,734,143	\$1,751	\$667
Books, Newspapers & Magazines	\$5,201,532	\$208	\$79
Personal Care Products & Services:	\$22,646,356	\$907	\$346
Miscellaneous	\$24,811,392	\$993	\$379
Cash Contributions:	\$59,869,610	\$2,397	\$913

**Table 3:
Business Activity**

NAICS Code	Industry	No. of Firms	Percent Firms	Jobs	Percent Jobs
11	Forestry, Fishing, Hunting & Agriculture Support	1	0.1%	3	0.0%
21	Mining/Extraction	5	0.2%	254	0.5%
22	Utilities	4	0.2%	102	0.2%
23	Construction	318	15.3%	4,666	9.2%
31	Manufacturing	130	6.3%	9,325	18.4%
42	Wholesale Trade	210	10.1%	5,121	10.1%
44	Retail Trade	253	12.2%	3,985	7.8%
48	Transportation & Warehousing	62	3.0%	2,735	5.4%
51	Information	61	2.9%	4,403	8.7%
52	Finance & Insurance	87	4.2%	1,937	3.8%
53	Real Estate & Rental & Leasing	92	4.4%	544	1.1%
54	Professional, Scientific & Technical Services	250	12.1%	3,778	7.4%
55	Management of Companies & Enterprises	21	1.0%	1,898	3.7%
56	Admin, Support, Waste Mgt, Remediation Services	127	6.1%	2,811	5.5%
61	Educational Services	25	1.2%	410	0.8%
62	Health Care & Social Assistance	137	6.6%	4,591	9.0%
71	Arts, Entertainment & Recreation	36	1.7%	616	1.2%
72	Accommodation & Food Services	106	5.1%	2,270	4.5%
81	Other Services	148	7.1%	1,340	2.6%
	Trade Area Totals	2,075	100.0%	50,790	100.0%

Table 4
24-Hour Weekday Traffic Counts

Location	Average Daily Traffic Count (Year Taken)
<i>ON K-10 HIGHWAY:</i>	
East of K-7 Highway	45,700 (2007)
West of K-7 Highway	32,100 (2007)
<i>ON K-7 HIGHWAY:</i>	
North of K-10 Highway	19,900 (2007)
South of K-10 Highway	21,900 (2007)

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 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.