



Market Profile

Lenexa City, KS
 Lenexa City, KS (2039350)
 Geography: Place

Prepared by Esri

	Lenexa city, ...
Population Summary	
2000 Total Population	40,184
2010 Total Population	48,190
2020 Total Population	57,039
2020 Group Quarters	361
2025 Total Population	61,077
2020-2025 Annual Rate	1.38%
2020 Total Daytime Population	70,201
Workers	43,164
Residents	27,037
Household Summary	
2000 Households	15,581
2000 Average Household Size	2.54
2010 Households	19,288
2010 Average Household Size	2.48
2020 Households	23,027
2020 Average Household Size	2.46
2025 Households	24,725
2025 Average Household Size	2.46
2020-2025 Annual Rate	1.43%
2010 Families	13,065
2010 Average Family Size	3.00
2020 Families	15,165
2020 Average Family Size	3.01
2025 Families	16,185
2025 Average Family Size	3.01
2020-2025 Annual Rate	1.31%
Housing Unit Summary	
2000 Housing Units	16,386
Owner Occupied Housing Units	59.1%
Renter Occupied Housing Units	36.0%
Vacant Housing Units	4.9%
2010 Housing Units	20,832
Owner Occupied Housing Units	58.2%
Renter Occupied Housing Units	34.4%
Vacant Housing Units	7.4%
2020 Housing Units	24,722
Owner Occupied Housing Units	53.6%
Renter Occupied Housing Units	39.5%
Vacant Housing Units	6.9%
2025 Housing Units	26,482
Owner Occupied Housing Units	52.5%
Renter Occupied Housing Units	40.9%
Vacant Housing Units	6.6%
Median Household Income	
2020	\$86,167
2025	\$91,076
Median Home Value	
2020	\$269,235
2025	\$283,202
Per Capita Income	
2020	\$45,344
2025	\$49,784
Median Age	
2010	36.6
2020	37.5
2025	37.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income

Household Income Base	23,023
<\$15,000	4.8%
\$15,000 - \$24,999	4.8%
\$25,000 - \$34,999	6.8%
\$35,000 - \$49,999	9.8%
\$50,000 - \$74,999	16.4%
\$75,000 - \$99,999	14.3%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	11.7%
\$200,000+	11.6%
Average Household Income	\$112,269

2025 Households by Income

Household Income Base	24,721
<\$15,000	4.3%
\$15,000 - \$24,999	4.4%
\$25,000 - \$34,999	6.3%
\$35,000 - \$49,999	9.3%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	12.8%
\$200,000+	13.2%
Average Household Income	\$122,932

2020 Owner Occupied Housing Units by Value

Total	13,249
<\$50,000	0.9%
\$50,000 - \$99,999	1.4%
\$100,000 - \$149,999	4.6%
\$150,000 - \$199,999	14.6%
\$200,000 - \$249,999	21.6%
\$250,000 - \$299,999	17.8%
\$300,000 - \$399,999	20.9%
\$400,000 - \$499,999	9.5%
\$500,000 - \$749,999	7.0%
\$750,000 - \$999,999	1.4%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$306,740

2025 Owner Occupied Housing Units by Value

Total	13,888
<\$50,000	0.6%
\$50,000 - \$99,999	1.0%
\$100,000 - \$149,999	3.7%
\$150,000 - \$199,999	12.3%
\$200,000 - \$249,999	20.3%
\$250,000 - \$299,999	18.3%
\$300,000 - \$399,999	22.2%
\$400,000 - \$499,999	10.9%
\$500,000 - \$749,999	8.7%
\$750,000 - \$999,999	1.7%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$323,999

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

September 02, 2020



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		Lenexa city, ...
2010 Population by Age		
Total		48,190
0 - 4		7.1%
5 - 9		6.8%
10 - 14		6.7%
15 - 24		12.4%
25 - 34		14.9%
35 - 44		13.3%
45 - 54		15.2%
55 - 64		13.3%
65 - 74		5.3%
75 - 84		3.0%
85 +		2.0%
18 +		75.3%
2020 Population by Age		
Total		57,040
0 - 4		6.4%
5 - 9		6.5%
10 - 14		6.7%
15 - 24		12.6%
25 - 34		14.1%
35 - 44		13.6%
45 - 54		12.4%
55 - 64		12.5%
65 - 74		9.1%
75 - 84		3.9%
85 +		2.0%
18 +		76.8%
2025 Population by Age		
Total		61,079
0 - 4		6.6%
5 - 9		6.3%
10 - 14		6.3%
15 - 24		12.4%
25 - 34		14.7%
35 - 44		13.7%
45 - 54		11.7%
55 - 64		11.1%
65 - 74		9.6%
75 - 84		5.5%
85 +		2.1%
18 +		77.2%
2010 Population by Sex		
Males		23,471
Females		24,719
2020 Population by Sex		
Males		27,828
Females		29,212
2025 Population by Sex		
Males		29,653
Females		31,426

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	Lenexa city, ...
2010 Population by Race/Ethnicity	
Total	48,190
White Alone	84.4%
Black Alone	5.8%
American Indian Alone	0.4%
Asian Alone	3.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.0%
Two or More Races	2.5%
Hispanic Origin	7.3%
Diversity Index	37.9
2020 Population by Race/Ethnicity	
Total	57,040
White Alone	81.4%
Black Alone	6.8%
American Indian Alone	0.3%
Asian Alone	5.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.2%
Two or More Races	3.2%
Hispanic Origin	8.1%
Diversity Index	43.0
2025 Population by Race/Ethnicity	
Total	61,078
White Alone	79.2%
Black Alone	7.6%
American Indian Alone	0.3%
Asian Alone	5.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.5%
Two or More Races	3.6%
Hispanic Origin	8.7%
Diversity Index	46.5
2010 Population by Relationship and Household Type	
Total	48,190
In Households	99.3%
In Family Households	83.0%
Householder	27.1%
Spouse	22.1%
Child	29.7%
Other relative	2.5%
Nonrelative	1.6%
In Nonfamily Households	16.3%
In Group Quarters	0.7%
Institutionalized Population	0.7%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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		Lenexa city, ...
2020 Population 25+ by Educational Attainment		
Total		38,617
Less than 9th Grade		1.8%
9th - 12th Grade, No Diploma		2.3%
High School Graduate		11.2%
GED/Alternative Credential		1.8%
Some College, No Degree		17.2%
Associate Degree		8.0%
Bachelor's Degree		35.0%
Graduate/Professional Degree		22.7%
2020 Population 15+ by Marital Status		
Total		45,820
Never Married		27.9%
Married		58.2%
Widowed		4.3%
Divorced		9.6%
2020 Civilian Population 16+ in Labor Force		
Civilian Population 16+		33,916
Population 16+ Employed		89.1%
Population 16+ Unemployment rate		10.9%
Population 16-24 Employed		13.7%
Population 16-24 Unemployment rate		18.1%
Population 25-54 Employed		62.8%
Population 25-54 Unemployment rate		9.4%
Population 55-64 Employed		16.8%
Population 55-64 Unemployment rate		10.0%
Population 65+ Employed		6.7%
Population 65+ Unemployment rate		11.8%
2020 Employed Population 16+ by Industry		
Total		30,204
Agriculture/Mining		0.1%
Construction		4.6%
Manufacturing		9.4%
Wholesale Trade		3.8%
Retail Trade		9.2%
Transportation/Utilities		4.8%
Information		2.5%
Finance/Insurance/Real Estate		12.0%
Services		50.3%
Public Administration		3.3%
2020 Employed Population 16+ by Occupation		
Total		30,203
White Collar		77.1%
Management/Business/Financial		21.6%
Professional		30.9%
Sales		11.9%
Administrative Support		12.6%
Services		12.5%
Blue Collar		10.4%
Farming/Forestry/Fishing		0.2%
Construction/Extraction		2.5%
Installation/Maintenance/Repair		1.9%
Production		2.8%
Transportation/Material Moving		3.1%

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2010 Households by Type	
Total	19,288
Households with 1 Person	25.2%
Households with 2+ People	74.8%
Family Households	67.7%
Husband-wife Families	55.3%
With Related Children	25.2%
Other Family (No Spouse Present)	12.4%
Other Family with Male Householder	3.4%
With Related Children	2.0%
Other Family with Female Householder	9.0%
With Related Children	6.2%
Nonfamily Households	7.1%
All Households with Children	33.7%
Multigenerational Households	2.1%
Unmarried Partner Households	5.4%
Male-female	4.8%
Same-sex	0.6%
2010 Households by Size	
Total	19,288
1 Person Household	25.2%
2 Person Household	35.9%
3 Person Household	16.8%
4 Person Household	13.8%
5 Person Household	5.8%
6 Person Household	2.0%
7 + Person Household	0.7%
2010 Households by Tenure and Mortgage Status	
Total	19,288
Owner Occupied	62.9%
Owned with a Mortgage/Loan	50.4%
Owned Free and Clear	12.4%
Renter Occupied	37.1%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	172
Percent of Income for Mortgage	13.1%
Wealth Index	134
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	20,832
Housing Units Inside Urbanized Area	96.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	3.1%
2010 Population By Urban/ Rural Status	
Total Population	48,190
Population Inside Urbanized Area	96.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	3.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Young and Restless (11B)
2. Savvy Suburbanites (1D)
3. Boomburbs (1C)

2020 Consumer Spending

Apparel & Services: Total \$	\$63,163,073
Average Spent	\$2,743.00
Spending Potential Index	128
Education: Total \$	\$53,115,193
Average Spent	\$2,306.65
Spending Potential Index	129
Entertainment/Recreation: Total \$	\$91,494,756
Average Spent	\$3,973.37
Spending Potential Index	122
Food at Home: Total \$	\$151,110,574
Average Spent	\$6,562.32
Spending Potential Index	123
Food Away from Home: Total \$	\$109,669,198
Average Spent	\$4,762.64
Spending Potential Index	126
Health Care: Total \$	\$159,470,475
Average Spent	\$6,925.37
Spending Potential Index	120
HH Furnishings & Equipment: Total \$	\$63,301,980
Average Spent	\$2,749.03
Spending Potential Index	126
Personal Care Products & Services: Total \$	\$27,020,299
Average Spent	\$1,173.42
Spending Potential Index	128
Shelter: Total \$	\$560,235,226
Average Spent	\$24,329.49
Spending Potential Index	126
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$66,246,490
Average Spent	\$2,876.90
Spending Potential Index	123
Travel: Total \$	\$68,715,705
Average Spent	\$2,984.14
Spending Potential Index	124
Vehicle Maintenance & Repairs: Total \$	\$33,895,835
Average Spent	\$1,472.00
Spending Potential Index	127

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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