

Oak Park Mall 11149 West 95 St. Overland Park, KS 66214

Demand Report 5-15-25 Mile Radii

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Definitions

Total Golfers: Count of total population that plays golf with one round a year requirement, within the selected geography level.

Avid Golfers: Count of total population that play 25 rounds or more of golf a year, within the selected geography level.

Female Golfers: Count of female population that participates in the game of golf, within the selected geography level.

Golf Participation Rate: Percent of population that plays golf, within the selected geography level.



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5 Mile Radii

Total Population	208,404
Total Golfers	36,876
Avid Golfers	7,692
Female Golfers	7,122
Median Household Income	\$81,266
Golf Participation Rate	25%

15 Mile Radii

Total Population	997,846
Total Golfers	125,635
Avid Golfers	26,202
Female Golfers	24,815
Median Household Income	\$64,387
Golf Participation Rate	18%

25 Mile Radii

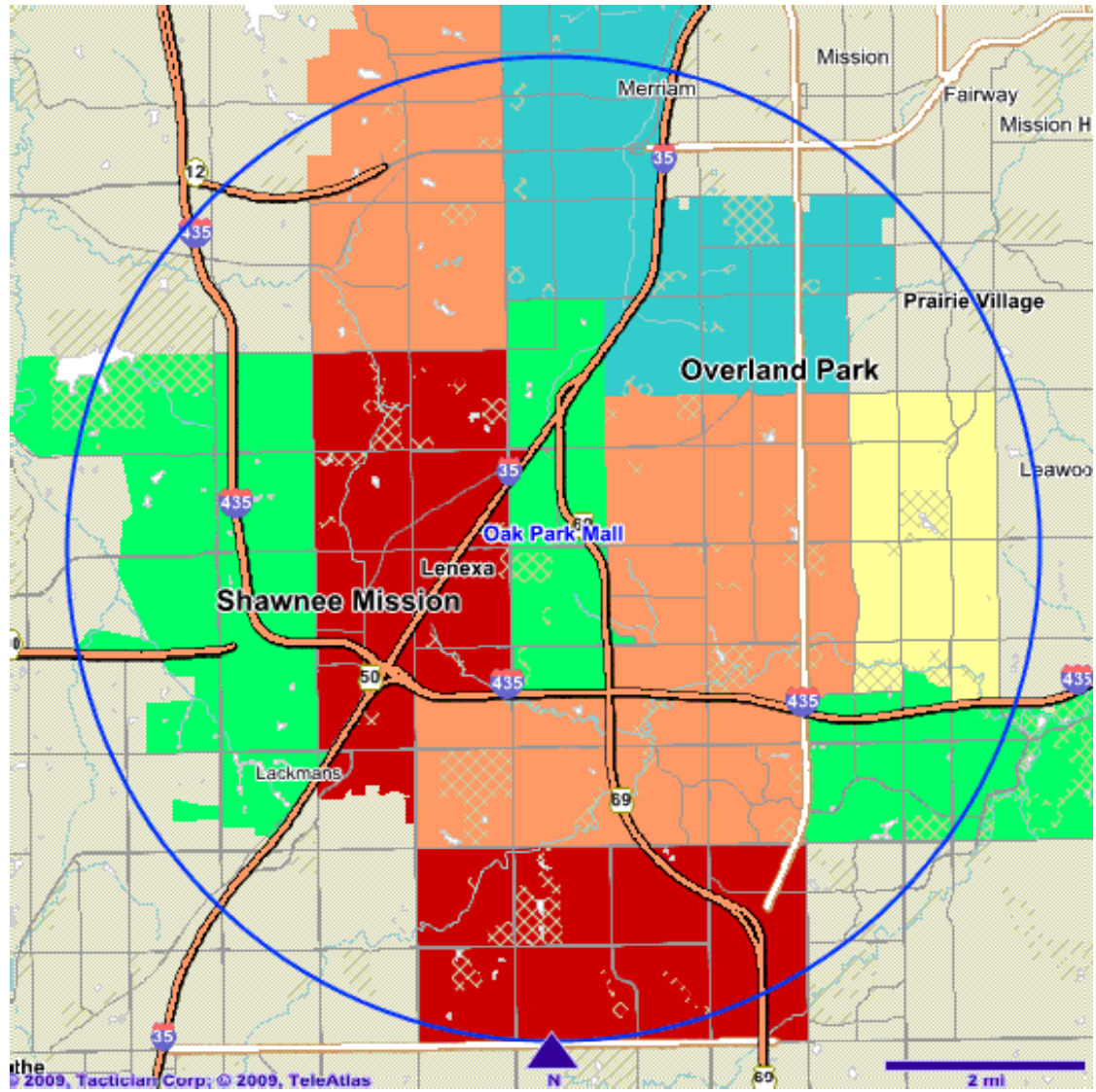
Total Population	1,597,990
Total Golfers	185,337
Avid Golfers	38,310
Female Golfers	36,322
Median Household Income	\$63,732
Golf Participation Rate	16%



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5 Mile Radii



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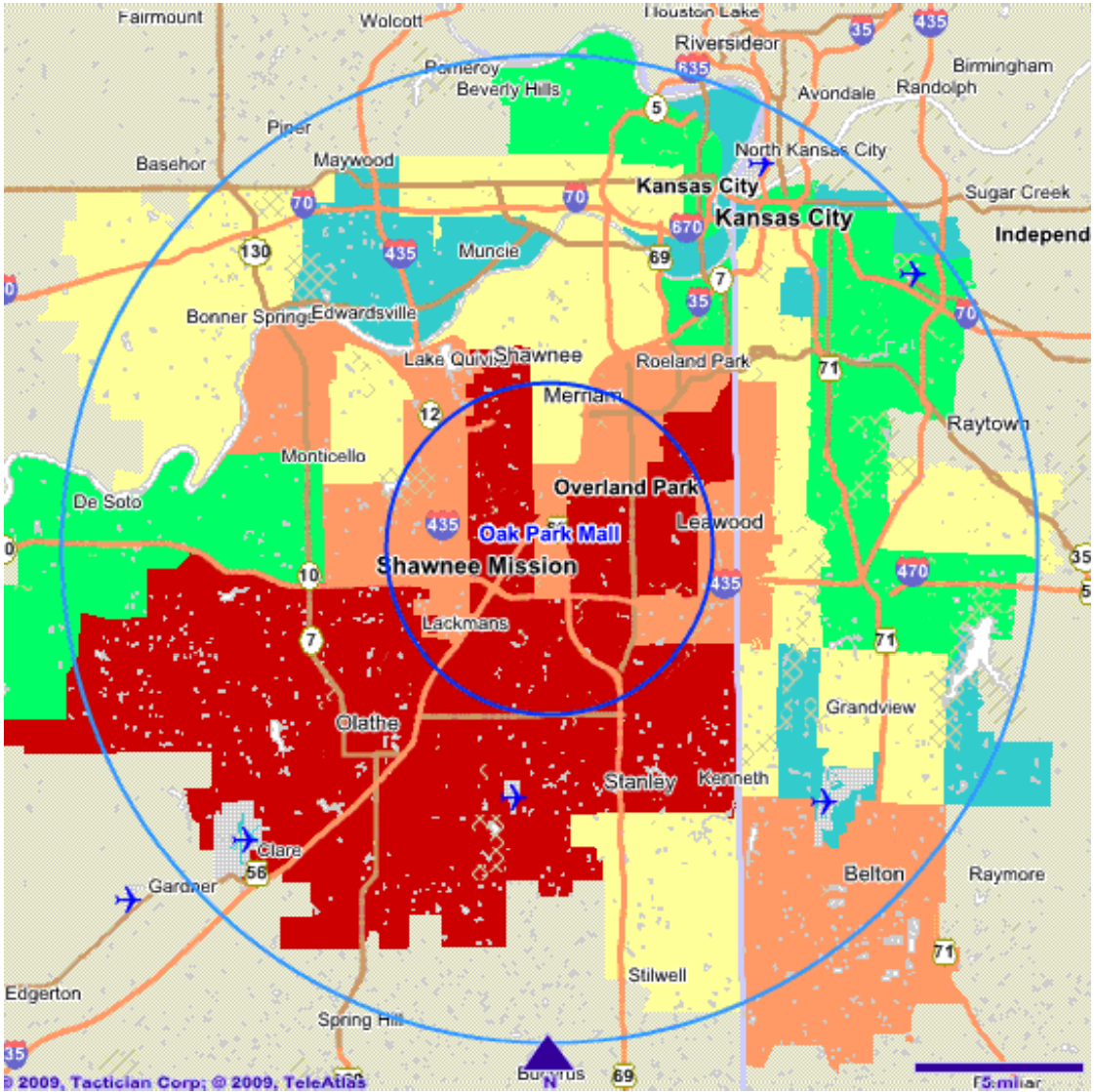
ZIP	Area Name	ST	Population (2008)	Total Golfer	Avid Golfers	Total Female Golfers	Median Household Income	% Golf Participation
66214	Overland Park	KS	11,735	1,784	374	333	\$60,176	19%
66215	Lenexa	KS	28,363	4,691	959	888	\$75,653	21%
66212	Overland Park	KS	32,486	4,264	849	825	\$61,381	16%
66210	Overland Park	KS	17,412	4,362	869	839	\$84,493	32%
66204	Overland Park	KS	19,124	1,779	349	337	\$55,658	11%
66219	Lenexa	KS	8,596	1,639	375	312	\$87,061	26%
66207	Overland Park	KS	12,666	3,435	696	687	\$86,350	34%
66213	Overland Park	KS	28,693	7,868	1,681	1,508	\$111,209	38%
66216	Shawnee	KS	25,959	3,844	802	749	\$84,977	20%
66203	Shawnee	KS	19,127	1,513	302	293	\$57,259	10%
66211	Leawood	KS	4,243	1,697	436	351	\$129,712	51%
5 Mile Totals			208,404	36,876	7,692	7,122	\$81,266	25%



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66211	Leawood	KS	4,243	1,697	436	351	\$129,712	51%
66206	Leawood	KS	9,552	3,135	687	619	\$95,687	41%
66202	Mission	KS	16,531	2,124	437	411	\$53,595	15%
66217	Shawnee	KS	4,363	1,649	341	360	\$92,243	49%
66220	Lenexa	KS	7,025	1,765	460	367	\$150,474	32%
66209	Leawood	KS	22,030	6,827	1,548	1,357	\$137,593	42%
66208	Prairie Village	KS	20,697	6,050	1,248	1,177	\$77,268	37%
64114	Kansas City	MO	21,923	3,624	660	679	\$53,066	20%
66221	Overland Park	KS	15,586	3,049	734	599	\$167,270	30%
66205	Mission	KS	13,570	2,568	540	504	\$68,554	23%
66218	Shawnee	KS	7,783	905	201	164	\$99,055	16%
66223	Overland Park	KS	20,806	4,766	995	927	\$112,727	34%
64113	Kansas City	MO	11,003	3,195	584	616	\$110,419	38%
64131	Kansas City	MO	21,853	1,874	337	380	\$46,912	11%
66062	Olathe	KS	72,694	9,425	1,936	1,757	\$86,566	18%
66224	Overland Park	KS	13,555	2,939	726	604	\$131,613	32%



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ZIP	Area Name	ST	Population (2008)	Total Golfer	Avid Golfers	Total Female Golfers	Median Household Income	% Golf Participation
66106	Kansas City	KS	23,174	964	206	222	\$46,266	6%
64145	Kansas City	MO	5,050	1,447	336	277	\$66,326	35%
64112	Kansas City	MO	7,368	1,774	339	364	\$46,031	27%
66227	Lenexa	KS	3,298	361	93	75	\$83,468	14%
66160	Kansas City	KS	N/A	114	12	20	N/A	N/A
66103	Kansas City	KS	13,626	503	109	113	\$35,703	5%
66113	Edwardsville	KS	27	29	8	6	\$34,999	153%
64146	Kansas City	MO	1,509	146	26	29	\$50,399	12%
64110	Kansas City	MO	15,775	822	164	181	\$38,852	7%
66226	Shawnee	KS	11,829	1,723	411	337	\$94,479	21%
64132	Kansas City	MO	15,611	713	139	165	\$32,838	7%
64137	Kansas City	MO	10,945	605	101	112	\$50,458	7%
64111	Kansas City	MO	16,198	1,470	275	291	\$34,727	10%
66111	Kansas City	KS	9,910	359	69	78	\$49,376	5%
66105	Kansas City	KS	3,080	60	16	15	\$32,463	3%
66102	Kansas City	KS	27,413	932	190	191	\$35,760	5%
66061	Olathe	KS	52,300	6,520	1,372	1,292	\$69,225	17%
64130	Kansas City	MO	25,376	656	104	167	\$30,392	4%
66112	Kansas City	KS	11,531	768	162	156	\$47,369	9%
64109	Kansas City	MO	10,342	325	58	84	\$28,140	4%
64102	Kansas City	MO	0	22	5	6	\$0	0%
66085	Stilwell	KS	7,096	1,396	300	268	\$110,585	28%
64108	Kansas City	MO	7,291	1,179	208	243	\$32,952	22%
66118	Kansas City	KS	1	1	1	1	\$174,999	0%
64030	Grandview	MO	24,424	1,359	278	271	\$48,310	8%
64147	Kansas City	MO	746	19	4	4	\$21,028	5%
64101	Kansas City	MO	332	31	10	6	\$46,943	10%



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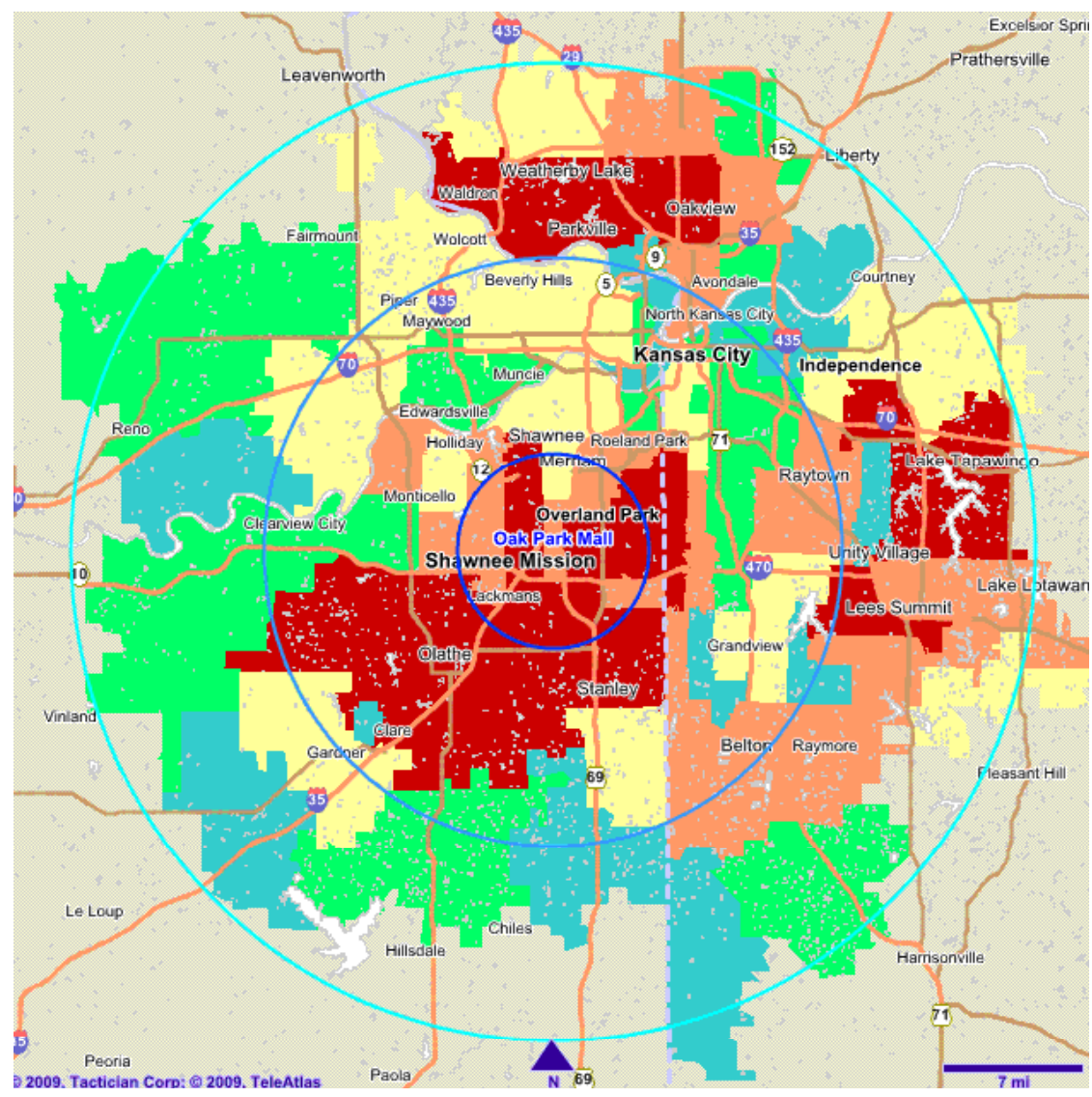
ZIP	Area Name	ST	Population (2008)	Total Golfer	Avid Golfers	Total Female Golfers	Median Household Income	% Golf Participation
66101	Kansas City	KS	13,255	345	77	85	\$25,386	4%
64128	Kansas City	MO	14,192	427	70	107	\$28,126	4%
64105	Kansas City	MO	3,089	804	140	151	\$35,348	28%
64134	Kansas City	MO	22,360	840	157	178	\$47,699	5%
64106	Kansas City	MO	7,786	364	80	80	\$30,212	6%
64138	Kansas City	MO	25,092	1,709	339	324	\$51,628	9%
66031	New Century	KS	292	31	6	5	\$65,499	14%
64127	Kansas City	MO	20,168	607	97	139	\$26,928	4%
64129	Kansas City	MO	9,782	401	73	89	\$42,039	6%
66012	Bonner Springs	KS	10,121	893	191	179	\$59,642	12%
66104	Kansas City	KS	25,909	739	150	180	\$40,316	4%
64149	Kansas City	MO	993	55	14	11	\$90,908	8%
66115	Kansas City	KS	0	9	3	5	\$0	0%
64124	Kansas City	MO	12,046	265	45	61	\$29,758	3%
66018	De Soto	KS	5,383	517	117	95	\$62,609	13%
64012	Belton	MO	29,574	2,370	498	468	\$58,728	11%
64126	Kansas City	MO	6,177	190	23	41	\$28,796	5%
15 Mile Totals			997,846	125,635	26,202	24,815	\$64,387	18%



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64105	Kansas City	MO	3,089	804	140	151	\$35,348	28%
64134	Kansas City	MO	22,360	840	157	178	\$47,699	5.34%
64106	Kansas City	MO	7,786	364	80	80	\$30,212	6%
64138	Kansas City	MO	25,092	1,709	339	324	\$51,628	9%
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64129	Kansas City	MO	9,782	401	73	89	\$42,039	6%
66012	Bonner Springs	KS	10,121	893	191	179	\$59,642	12%
66104	Kansas City	KS	25,909	739	150	180	\$40,316	4%
64149	Kansas City	MO	993	55	14	11	\$90,908	8%
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64126	Kansas City	MO	6,177	190	23	41	\$28,796	5%
64133	Kansas City	MO	31,926	2,637	506	512	\$53,217	11%
66030	Gardner	KS	17,287	1,348	296	275	\$63,356	11%
64123	Kansas City	MO	9,956	287	51	68	\$36,694	4%
66013	Bucyrus	KS	1,981	245	47	47	\$86,086	17%
64116	Kansas City	MO	16,269	1,851	358	367	\$46,717	14%
64150	Riverside	MO	3,274	148	29	32	\$42,146	6%
64081	Lees Summit	MO	25,760	3,812	765	716	\$83,618	21%
64125	Kansas City	MO	2,053	80	20	20	\$33,566	6%



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66109	Kansas City	KS	20,571	1,518	319	299	\$71,451	10%
64120	Kansas City	MO	386	153	32	29	\$30,535	53%
64052	Independence	MO	20,235	1,219	214	244	\$41,434	8%
64139	Kansas City	MO	1,608	175	38	32	\$62,320	14%
64053	Independence	MO	5,236	158	32	42	\$36,018	4%
64136	Kansas City	MO	1,920	75	13	18	\$62,580	5%
66083	Spring Hill	KS	8,222	570	118	118	\$72,552	9%
66052	Linwood	KS	1,879	117	25	21	\$62,577	8%
64117	Kansas City	MO	14,385	640	112	123	\$45,568	6%
64083	Raymore	MO	18,453	1,600	334	309	\$69,940	12%
66007	Basehor	KS	5,127	365	97	82	\$71,814	9%
64152	Kansas City	MO	25,800	3,825	837	745	\$78,788	19%
64055	Independence	MO	32,840	3,719	662	708	\$52,114	14%
64151	Kansas City	MO	23,923	3,076	583	579	\$71,569	16%
64054	Independence	MO	3,902	130	30	29	\$42,296	4%
64082	Lees Summit	MO	10,521	1,420	331	290	\$92,261	19%
64064	Lees Summit	MO	15,490	4,113	862	778	\$101,789	36%
64118	Kansas City	MO	39,239	3,279	648	618	\$56,288	11%
64161	Kansas City	MO	406	25	7	4	\$57,320	8%
64063	Lees Summit	MO	20,362	2,301	431	423	\$65,750	16%
64050	Independence	MO	22,241	937	179	202	\$39,185	6%
66025	Eudora	KS	7,180	405	98	78	\$54,899	8%
66021	Edgerton	KS	2,496	149	26	31	\$64,166	8%
64119	Kansas City	MO	28,073	2,823	568	551	\$61,998	13%
64057	Independence	MO	13,805	1,298	233	229	\$64,480	12%
64078	Peculiar	MO	8,645	502	98	107	\$64,434	8%



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66043	Lansing	KS	10,242	847	194	175	\$78,348	11%
64015	Blue Springs	MO	30,355	3,562	674	661	\$70,294	16%
66086	Tonganoxie	KS	8,647	607	123	118	\$63,213	9%
64734	Cleveland	MO	2,085	106	20	19	\$71,666	7%
64154	Kansas City	MO	8,270	1,386	365	257	\$63,159	20%
64034	Greenwood	MO	7,114	813	167	149	\$82,791	16%
64153	Kansas City	MO	4,350	664	152	124	\$72,529	20%
64158	Kansas City	MO	4,035	567	113	101	\$89,778	21%
64056	Independence	MO	16,015	741	156	156	\$54,027	7%
64086	Lees Summit	MO	22,501	2,659	519	501	\$77,464	17%
64155	Kansas City	MO	22,134	2,538	569	477	\$76,392	16%
64156	Kansas City	MO	2,945	212	57	43	\$47,357	10%
25 Mile Totals			1,597,990	185,337	38,310	36,322	\$63,732	16%



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About Longitudes Group LLC.

Longitudes Group, LLC is a research and marketing company providing unique analysis on the travel and spending behaviors of avid golfers in the USA and Canada armed with consumer demand database containing information on the behavior of 7.0 million golfers mapped by county and zip/postal code. Longitudes Group uses a geo-demographic approach to probe both the location and travel behavior of the avid golfer population. Using Geographic Information Systems (GIS), the company can then map golfers population at the zip code and block level and correlate them with a variety of consumption traits. These formulas and methodologies can be applied to local, regional, and nationwide markets.

On the supply side, Longitudes Group has built the most up-to-date database of golf retailers in the USA market including more than 16,130 facilities, 1,230 off-course retail stores, and 1,880 chain sporting good stores.

The power of Longitudes Group data sets and specialized analysis is to replicate the universe of today's supply and demand in the golf marketplace. Manufacturers, resorts, real estate developments, golf courses, tour operators, and associations can overlay their current sales and customers to understand market performance, and organizational strengths and weaknesses. Armed with specific measurable information, Longitudes Group clients have been able to more efficiently and effectively target market retail customers and consumers, and make better decisions that impact the bottom line.

Longitudes Client List Includes:

- Bridgestone Golf
- Business Week
- Callaway Golf
- Cleveland/Srixon
- Executive Women's Golf Association
- Golf Digest Magazine Group
- Golf Etc.
- Golf Galaxy
- Golf USA
- Haversham & Baker Golf Expeditions
- Fujikura Shafts
- Mizuno
- Myrtle Beach Golf Holiday
- Nevada Bob's
- Nike Golf
- Palmetto Dunes Resort
- Precor USA
- Reed Exhibitions
- Shoshone-Bannock Tribe & Casino
- Terrace Hills Golf Course
- The Golfer's Warehouse
- Trump National - Bedminster, NJ
- Trump National - Westchester, NY

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