

# Existing Lifestyle Clusters

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## Draft Handout

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# The City of Leawood, Kansas

Underway by:



**LandUseUSA**  
UrbanStrategies

in Collaboration with:

**olsson**<sup>®</sup>  
PLANNING & DESIGN

November 10, 2025



# Existing Lifestyle Clusters

## Draft | Charrette Handout

### 135<sup>th</sup> Street Corridor | Leawood, Kansas

Introduction – Work that is underway on the new City of Leawood's new Comprehensive Plan includes a Demographic Analysis, Residential Market Analysis ("housing study"), and Retail Market Analysis ("retail study"). Study results will be used to guide the future plan for the city and the 135<sup>th</sup> Street Corridor. The following narrative focuses on supplemental information for the housing study.

Geographic Perspective – This document includes profiles of the existing lifestyle clusters currently living a) within half (1/2) of a mile of the 135<sup>th</sup> Street Corridor; b) throughout the City of Leawood; and c) Johnson County for a regional perspective. Summary profiles of the target Markets for new housing (i.e., Mosaic lifestyle clusters), and related resources from Experian Decision Analytics (the data vendor) also are provided.

Prevalent Lifestyle Clusters – Within half of a mile of the 135<sup>th</sup> Street Corridor and throughout the city, "American Royalty" represents the most prevalent lifestyle cluster for existing households. About 7,870 of them reside in the city, of which 10% (775) live in the 135<sup>th</sup> Street Corridor. The "American Royalty" cluster includes some of the most affluent households in the nation. They tend to be families with two wage-earners, well-educated, employed in white-collar occupations, and owners of large luxury detached houses on large lots. Nearly all of them are owners (98%). Although only 4% of those owners move in any given year, they represent a predominant target market for the 135<sup>th</sup> Street Corridor.

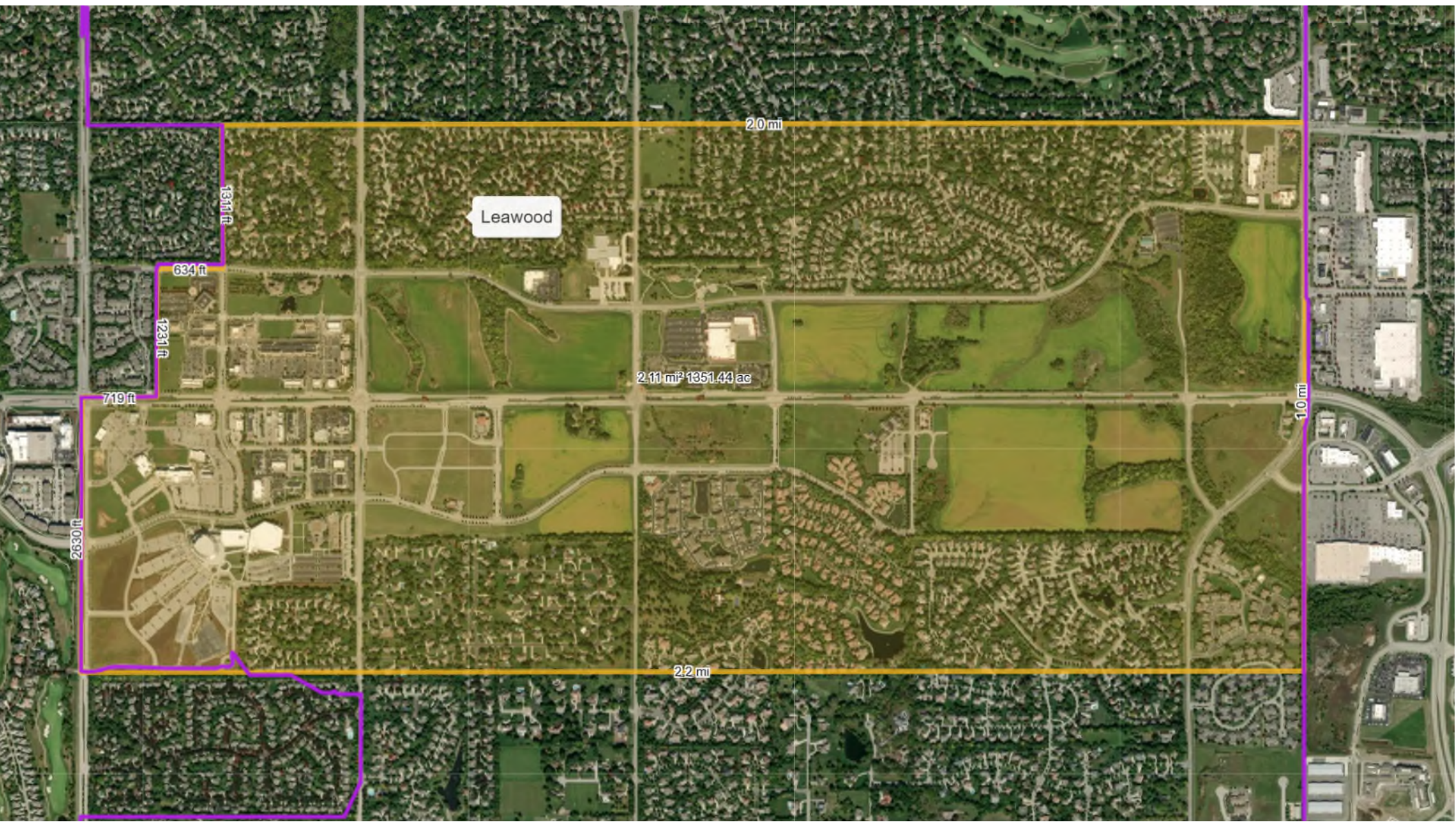
The second most prevalent lifestyle cluster currently living in Leawood is the "Silver Sophisticates" with 3,240 households, of which 10% also reside within the 135<sup>th</sup> Street Corridor. The vast majority are homeowners (94%), only 4% of them move in any given year, and almost all of them (97%) will seek to purchase a detached house.

Contrary to popular belief, the "Silver Sophisticates" are unlikely to downsize into attached formats with stairs, such as urban lofts, apartments, and townhouses. However, they might consider smaller houses, cottages, and duplexes with condominium forms of ownership. They also are likely to pay for the services that they need to continue living in their family home for the rest of their lives. Examples of those services include home maintenance, meal and pharmacy delivery, transportation, and nursing care or assistance with daily needs.

Other prevalent lifestyle clusters include "Kids and Cabernet", "Golf Carts and Gourmets", "Wired for Success", and "Reaping Rewards". Collectively, these groups represent 1,970 households throughout the city, and about 15% (270 households) reside within the 135<sup>th</sup> Street Corridor. All of these lifestyle clusters also represent target markets for both the city and the corridor (see the housing study for the market potential results).



Half Mile Corridor | 135th Street  
The City of Leawood, Kansas





# 1-36 Lifestyle Clusters | 135th Street 2025

The number of households living within 1/2 mile of the 135th Street corridor in 2025

|                                |     |
|--------------------------------|-----|
| American Royalty   A01         | 775 |
| Platinum Prosperity   A02      | 10  |
| Kids and Cabernet   A03        | 70  |
| Picture Perfect Families   A04 | 0   |
| Couples with Clout   A05       | 10  |
| Jet Set Urbanites   A06        | 5   |
| Generational Soup   B07        | 15  |
| Babies and Bliss   B08         | 0   |
| Family Fun-tastic   B09        | 0   |
| Cosmopolitan Achiever   B10    | 0   |
| Aging of Aquarius   C11        | 5   |
| Golf Carts, Gourmets   C12     | 5   |
| Silver Sophisticates   C13     | 365 |
| Boomers, Boomerangs   C14      | 0   |
| Sports Utility Families   D15  | 0   |
| Settled in Suburbia   D16      | 0   |
| Cul de Sac Diversity   D17     | 0   |
| Suburban Attainment   D18      | 0   |
| Full Pocket, Empty Nest   E19  | 5   |
| No Place Like Home   E20       | 0   |
| Unspoiled Splendor   E21       | 0   |
| Fast Track Couples   F22       | 10  |
| Families Matter Most   F23     | 0   |
| Status Seeking Single   G24    | 0   |
| Urban Edge   G25               | 0   |
| Progressive Potpourri   H26    | 0   |
| Birkenstocks, Beemers   H27    | 0   |
| Everyday Moderate   H28        | 0   |
| Destination Recreation   H29   | 0   |
| Stockcars, State Parks   I30   | 0   |
| Blue Collar Comfort   I31      | 0   |
| Steadfast, Conventional   I32  | 0   |
| Balance and Harmony   I33      | 0   |
| Aging in Place   J34           | 0   |
| Rural Escape   J35             | 0   |
| Settled, Sensible   J36        | 0   |

Summary Table

| Clusters | Hhlds | Share |
|----------|-------|-------|
| 1-36     | 1,275 | 85%   |
| 37-71    | 215   | 15%   |
| Total    | 1,490 | 100%  |

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2025.



# 37-71 Lifestyle Clusters | 135th Street 2025

The number of households living within 1/2 mile of the 135th Street corridor in 2025.

|                              |     |
|------------------------------|-----|
| Wired for Success   K37      | 115 |
| Gotham Blend   K38           | 0   |
| Metro Fusion   K39           | 0   |
| Bohemian Groove   K40        | 0   |
| Booming, Consuming   L41     | 0   |
| Rooted Flower Power   L42    | 0   |
| Homemade Happiness   L43     | 0   |
| Red, White, Bluegrass   M44  | 0   |
| Infants, Debit Cards   M45   | 0   |
| True Grit American   N46     | 0   |
| Countrified Pragmatic   N47  | 0   |
| Rural Southern Bliss   N48   | 0   |
| Touch of Tradition   N49     | 0   |
| Full Steam Ahead   O50       | 5   |
| Digitally Dependent   O51    | 0   |
| Urban Ambition   O52         | 0   |
| Colleges, Cafes   O53        | 0   |
| Striving Single Scene   O54  | 5   |
| Family Trooper   O55         | 5   |
| Mid-Scale Medley   P56       | 0   |
| Modest Metro Means   P57     | 0   |
| Heritage Heights   P58       | 0   |
| Expanding Horizon   P59      | 0   |
| Striving Forward   P60       | 0   |
| Humble Beginning   P61       | 0   |
| Reaping Rewards   Q62        | 80  |
| Footloose, Family Free   Q63 | 0   |
| Town Elder, Leader   Q64     | 0   |
| Senior Towers   Q65          | 5   |
| Daring to Dream   R66        | 0   |
| Hope for Tomorrow   R67      | 0   |
| Small Town Pockets   S68     | 0   |
| Urban Survivor   S69         | 0   |
| Tight Money   S70            | 0   |
| Tough Times   S71            | 0   |

## Summary Table

| <u>Clusters</u> | <u>Hhlds</u> | <u>Share</u> |
|-----------------|--------------|--------------|
| 1-36            | 1,275        | 85%          |
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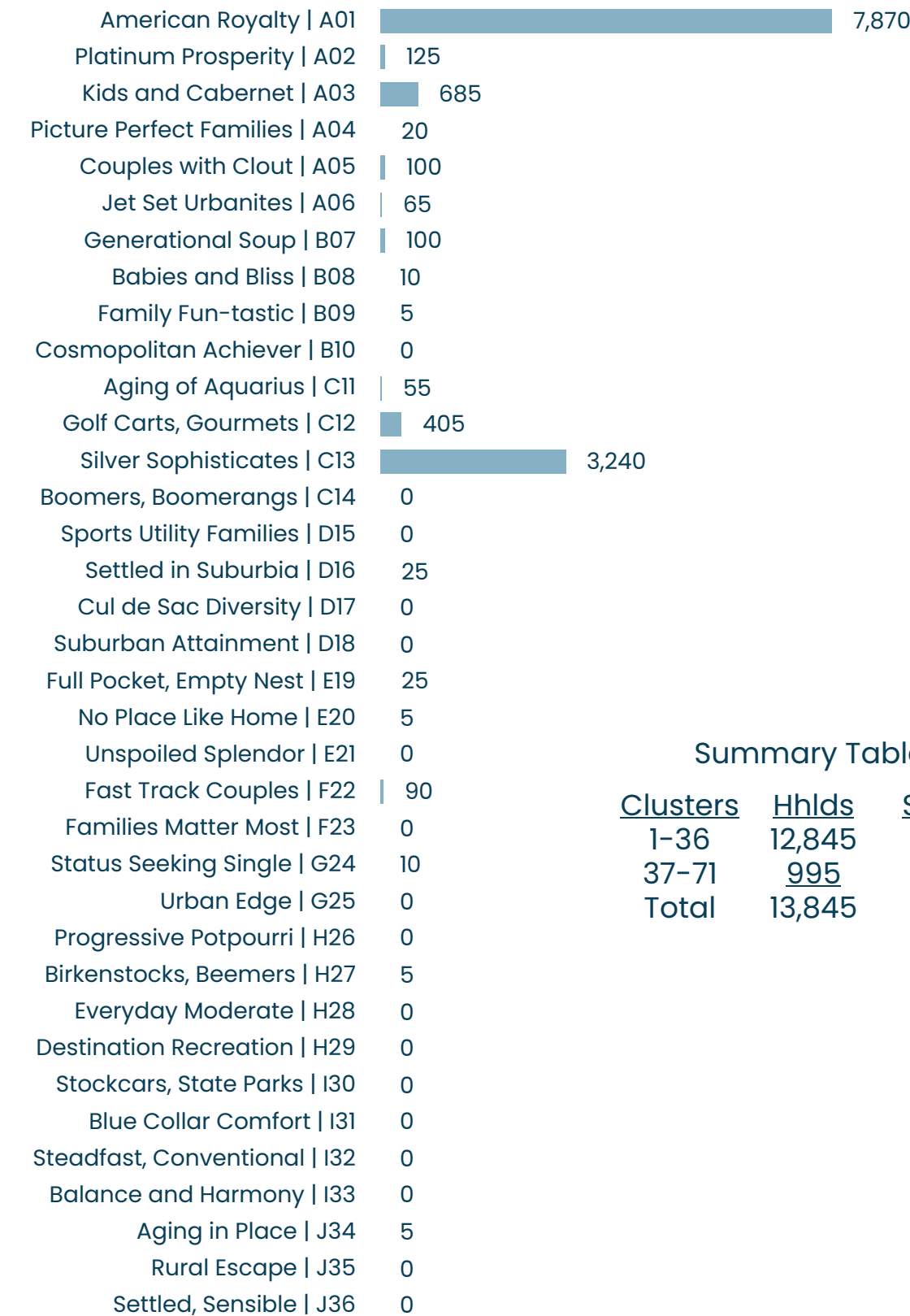
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**LandUseUSA**  
UrbanStrategies

# 1-36 Lifestyle Clusters | Leawood City 2025

The number of households living in the City of Leawood in 2025, by lifestyle cluster.



Summary Table

| <u>Clusters</u> | <u>Hhlds</u> | <u>Share</u> |
|-----------------|--------------|--------------|
| 1-36            | 12,845       | 90%          |
| 37-71           | 995          | 10%          |
| Total           | 13,845       | 100%         |

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2024. Analysis & exhibit prepared by LandUseUSA | Urban Strategies; 2025.



# 37-71 Lifestyle Clusters | Leawood City 2025

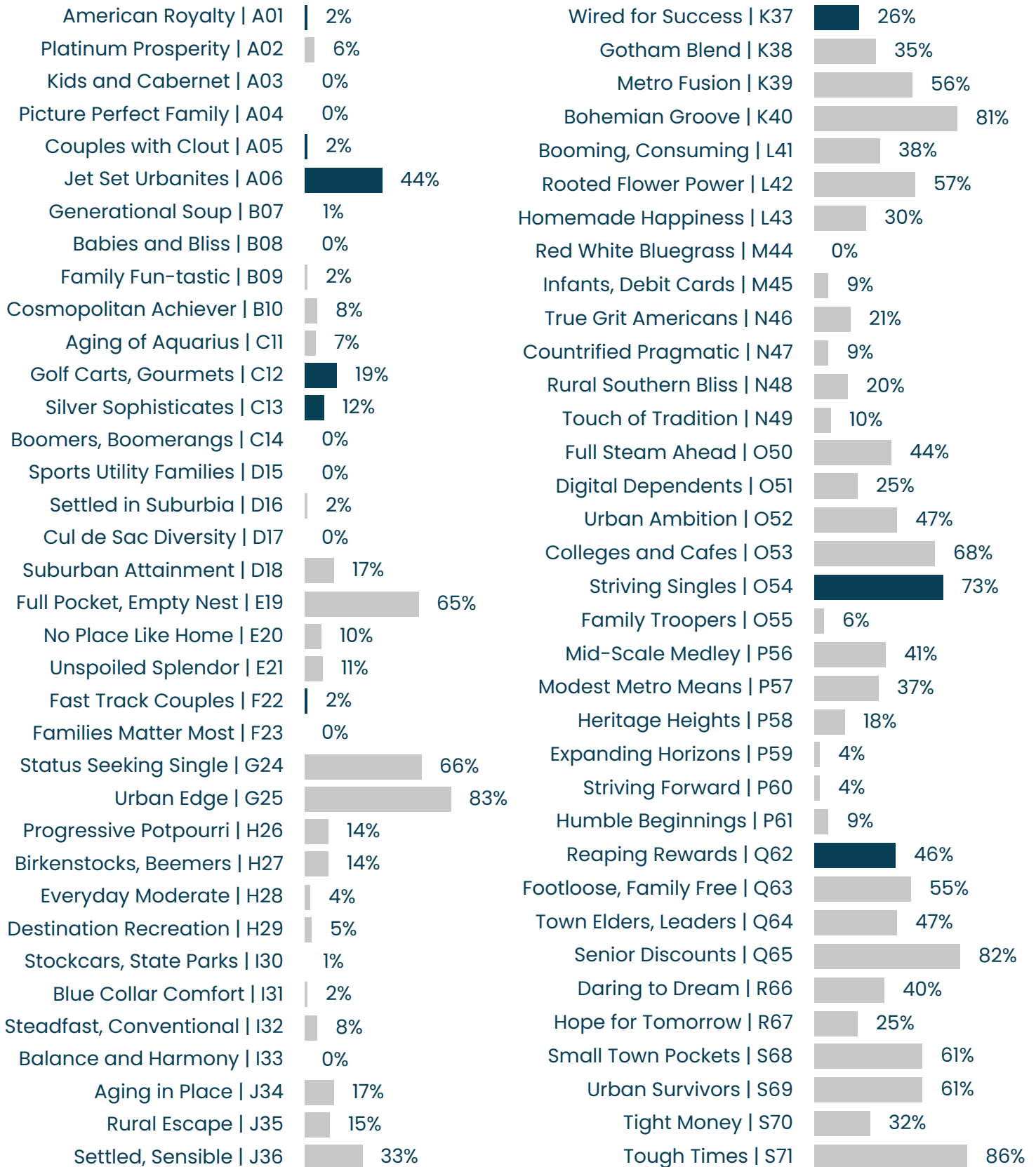
The number of households living in the City of Leawood in 2025, by lifestyle cluster.

|                              |     |
|------------------------------|-----|
| Wired for Success   K37      | 395 |
| Gotham Blend   K38           |     |
| Metro Fusion   K39           |     |
| Bohemian Groove   K40        |     |
| Booming, Consuming   L41     |     |
| Rooted Flower Power   L42    |     |
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| Reaping Rewards   Q62        | 485 |
| Footloose, Family Free   Q63 |     |
| Town Elder, Leader   Q64     |     |
| Senior Towers   Q65          | 80  |
| Daring to Dream   R66        |     |
| Hope for Tomorrow   R67      |     |
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| Tough Times   S71            |     |

| Summary Table |        |       |
|---------------|--------|-------|
| Clusters      | Hhlds  | Share |
| 1-36          | 12,845 | 90%   |
| 37-71         | 995    | 10%   |
| Total         | 13,840 | 100%  |

# KS-MO Mosaic | Singles, No Kids

The share of Target Market householders that are singles without children.

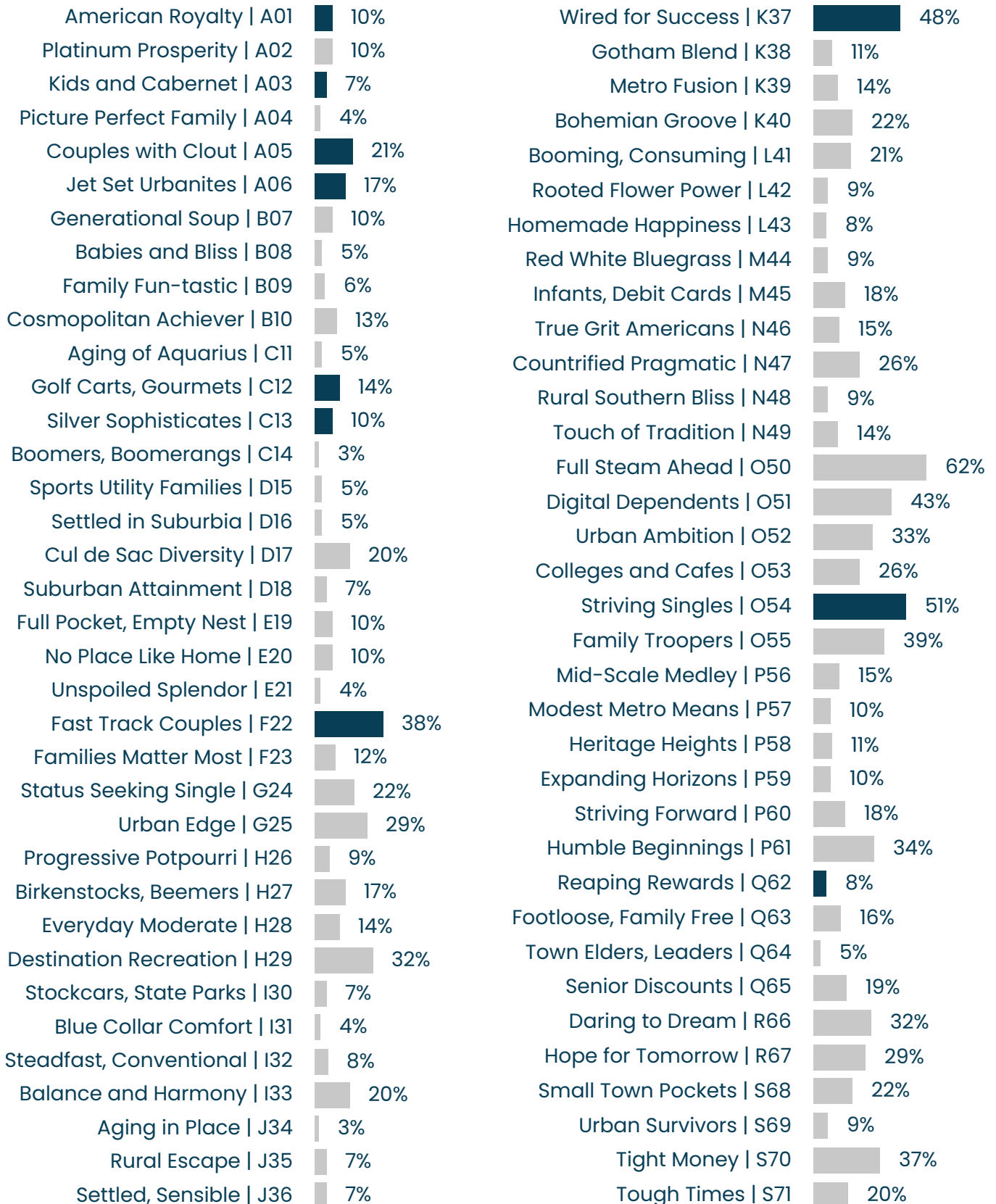


Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through year-end 2023. Analysis & exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Olsson, 2025. Blue indicates the top 10 Target Markets most inclined to migrate into the City of Leawood, Kansas.



# KS-MO Mosaic | Total Movership Rate

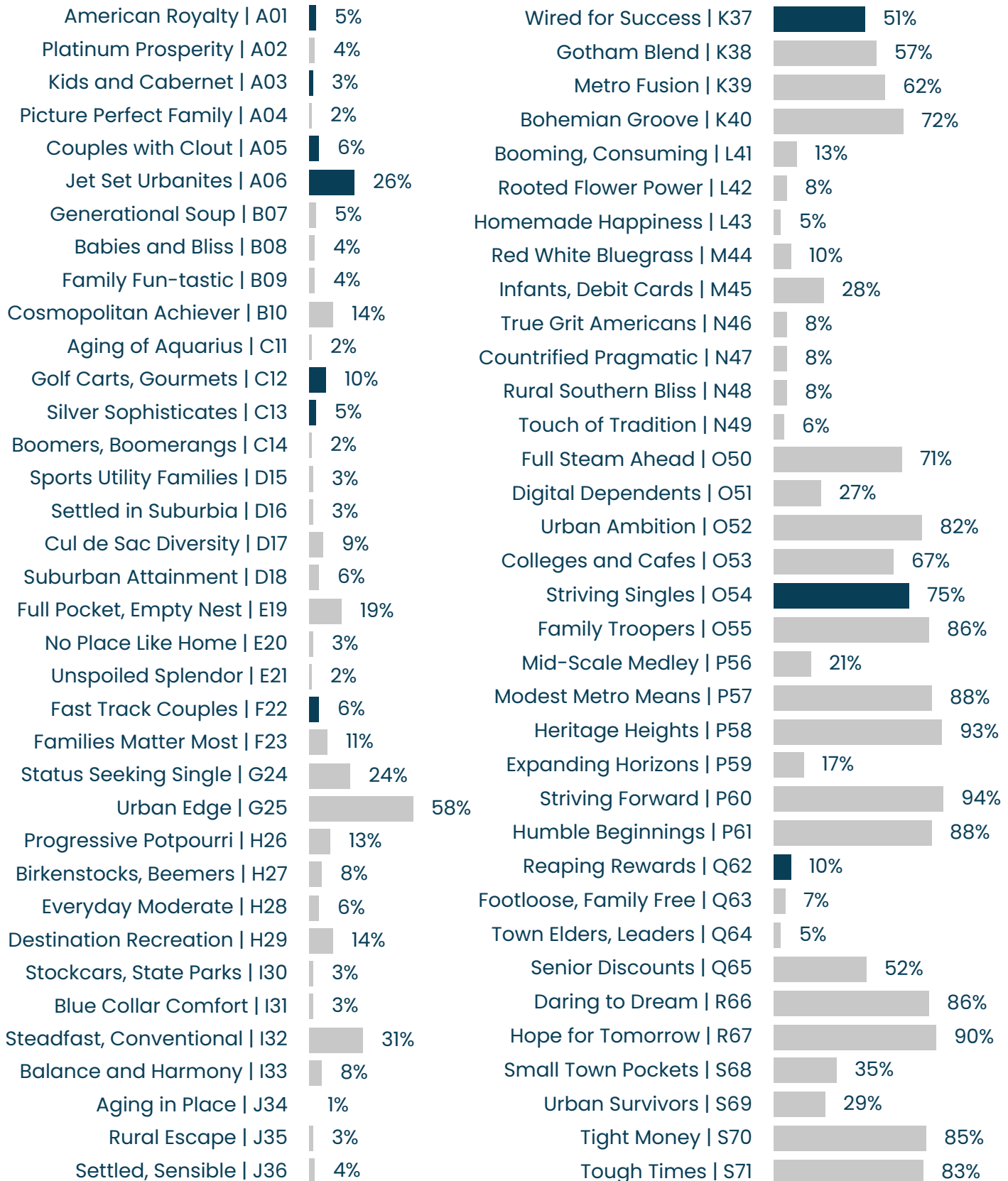
Target Market households that moved from one address to another in past year.



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# KS-MO Mosaic | Home Renters

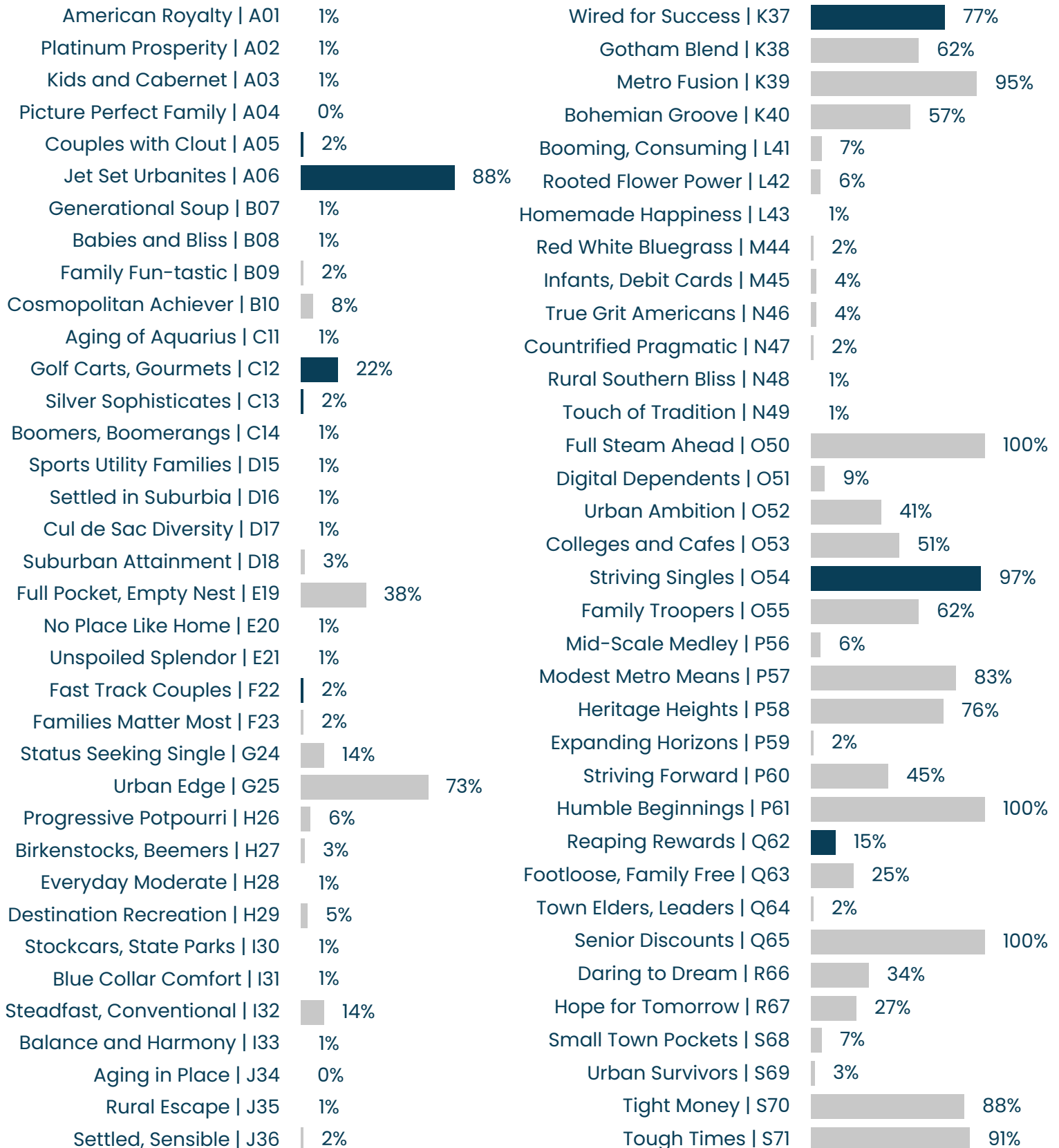
Share of Target Market households that rented their primary residence.



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# KS-MO Mosaic | Attached Units 3+

Share of Target Market households living in buildings with three or more units.



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