

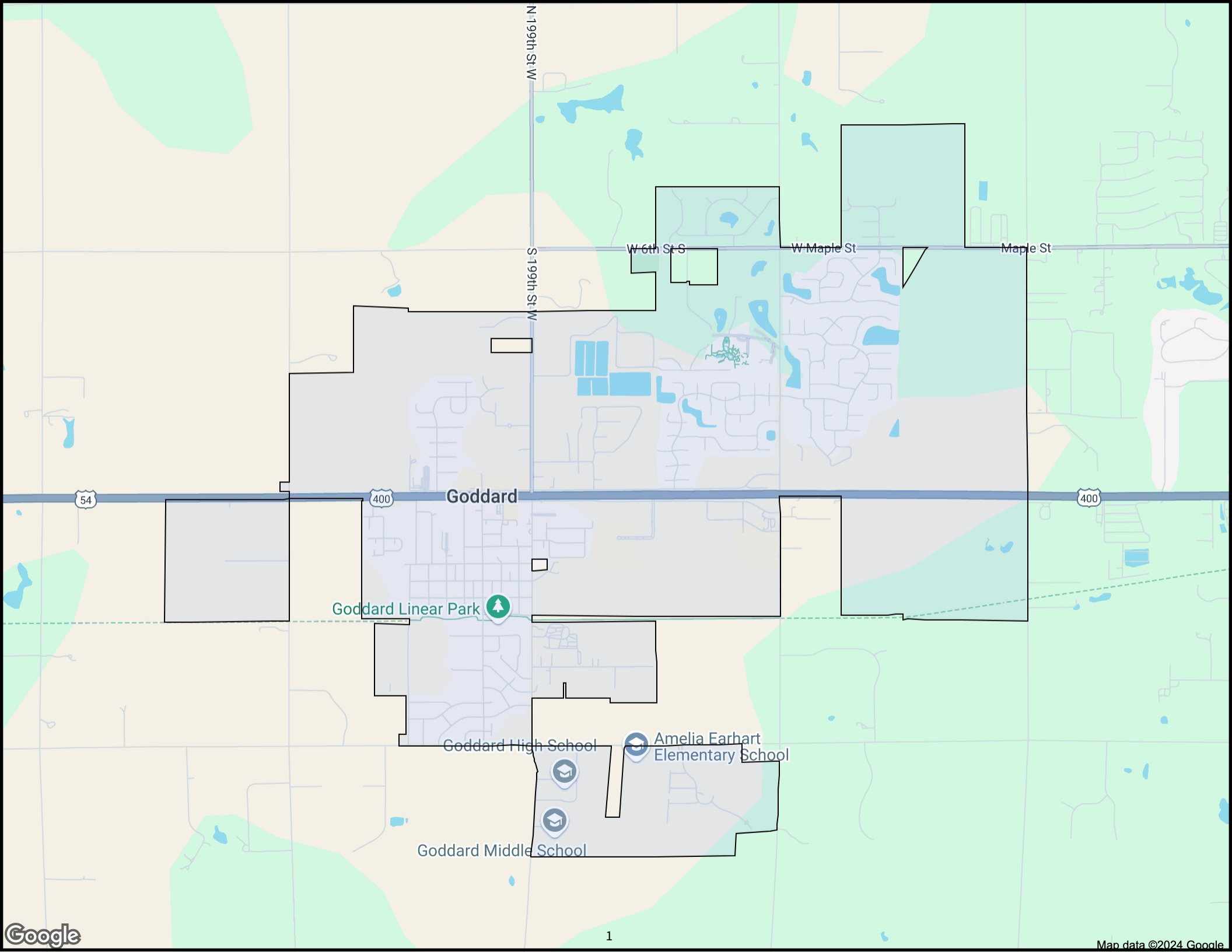
RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Goddard, Kansas
City Limits
4th Quarter 2024**

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N 199th St W
S 199th St W

W 6th St S

W Maple St

Maple St

54

400

Goddard

400

Goddard Linear Park

Goddard High School

Amelia Earhart
Elementary School

Goddard Middle School

Demographics

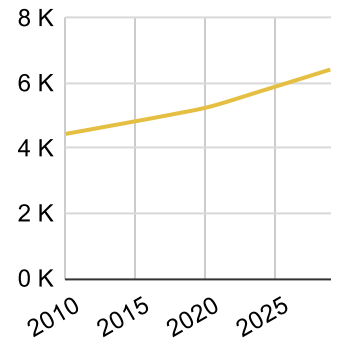


Goddard, Kansas

City Limits

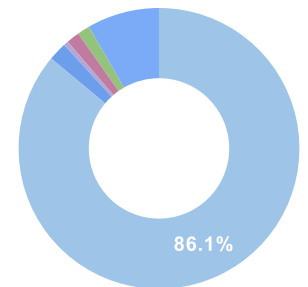
Population

Estimated Population (2024)	5,755
Projected Population (2029)	6,420
Census Population (2020)	5,242
Census Population (2010)	4,444
Projected Annual Growth (2024-2029)	665 2.3%
Historical Annual Growth (2020-2024)	513 2.2%
Historical Annual Growth (2010-2020)	798 1.8%
Estimated Population Density (2024)	1,119 <i>psm</i>
Trade Area Size	5.1 <i>sq mi</i>



Race and Ethnicity (2024)

Not Hispanic or Latino Population		Count	Percentage
White		4,714	91.2%
Black or African American		120	2.3%
American Indian or Alaska Native		27	0.5%
Asian		82	1.6%
Hawaiian or Pacific Islander		-	-
Other Race		3	-
Two or More Races		224	4.3%
Hispanic or Latino Population		Count	Percentage
White		239	40.9%
Black or African American		2	0.3%
American Indian or Alaska Native		5	0.9%
Asian		4	0.7%
Hispanic Hawaiian or Pacific Islander		-	-
Other Race		80	13.7%
Two or More Races		255	43.6%



- White
- Black or African American
- American Indian or Alaskan Native
- Asian
- Hawaiian or Pacific Islander
- Other Race
- 2+ Races

Goddard, Kansas

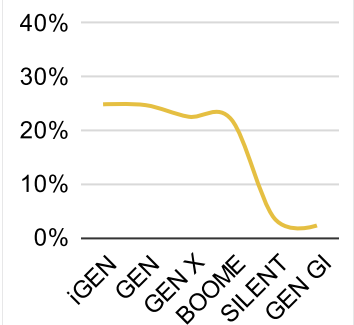
City Limits

Age Distribution (2024)

Age Under 5 Years	380	6.6%
Age 5 to 9 Years	478	8.3%
Age 10 to 14 Years	572	9.9%
Age 15 to 19 Years	484	8.4%
Age 20 to 24 Years	236	4.1%
Age 25 to 29 Years	308	5.4%
Age 30 to 34 Years	393	6.8%
Age 35 to 39 Years	440	7.6%
Age 40 to 44 Years	474	8.2%
Age 45 to 49 Years	383	6.7%
Age 50 to 54 Years	301	5.2%
Age 55 to 59 Years	253	4.4%
Age 60 to 64 Years	283	4.9%
Age 65 to 69 Years	232	4.0%
Age 70 to 74 Years	198	3.4%
Age 75 to 79 Years	120	2.1%
Age 80 to 84 Years	89	1.5%
Age 85 Years or Over	130	2.3%
Median Age	34.3	

Generation (2024)

iGeneration (Age Under 15 Years)	1,430	24.8%
Generation 9/11 Millennials (Age 15 to 34 Years)	1,421	24.7%
Gen Xers (Age 35 to 49 Years)	1,297	22.5%
Baby Boomers (Age 50 to 74 Years)	1,267	22.0%
Silent Generation (Age 75 to 84 Years)	209	3.6%
G.I. Generation (Age 85 Years or Over)	130	2.3%

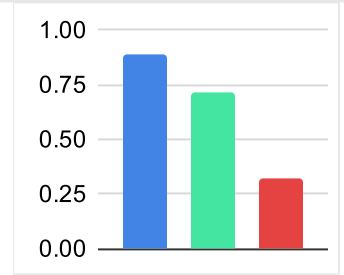


Goddard, Kansas

City Limits

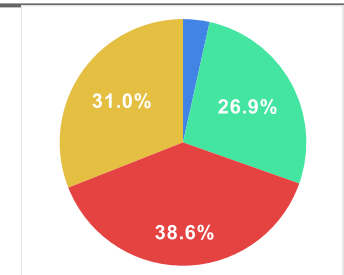
Household Type (2024)

Total Households	1,921
Family Households	1,601 83.3%
Family Households with Children	885 55.3%
Family Households No Children	716 44.7%
Non-Family Households	320 16.7%
Non-Family Households with Children	- -
Non-Family Households No Children	320 100.0%



Education Attainment (2024)

Elementary or Some High School	125 3.5%
High School Graduate	971 26.9%
Some College or Associate Degree	1,392 38.6%
Bachelor or Graduate Degree	1,117 31.0%



Household Income (2024)

Estimated Average Household Income	\$122,091
Estimated Median Household Income	\$95,670
HH Income Under \$10,000	19 1.0%
HH Income \$10,000 to \$34,999	148 7.7%
HH Income \$35,000 to \$49,999	110 5.7%
HH Income \$50,000 to \$74,999	450 23.4%
HH Income \$75,000 to \$99,999	283 14.7%
HH Income \$100,000 to \$149,999	398 20.7%
HH Income \$150,000 or More	514 26.8%



Goddard, Kansas		
City Limits		
Population		
Estimated Population (2024)		5,755
Projected Population (2029)		6,420
Census Population (2020)		5,242
Census Population (2010)		4,444
Projected Annual Growth (2024-2029)		665 2.3%
Historical Annual Growth (2020-2024)		513 2.4%
Historical Annual Growth (2010-2020)		798 1.8%
Estimated Population Density (2024)		1,119 <i>psm</i>
Trade Area Size		5.1 <i>sq mi</i>
Households		
Estimated Households (2024)		1,921
Projected Households (2029)		2,176
Census Households (2020)		1,725
Census Households (2010)		1,474
Projected Annual Growth (2024-2029)		255 2.7%
Historical Annual Change (2010-2024)		447 2.2%
Average Household Income		
Estimated Average Household Income (2024)		\$122,091
Projected Average Household Income (2029)		\$124,560
Census Average Household Income (2010)		\$64,612
Census Average Household Income (2000)		\$56,964
Projected Annual Change (2024-2029)		\$2,469 0.4%
Historical Annual Change (2000-2024)		\$65,127 4.8%
Median Household Income		
Estimated Median Household Income (2024)		\$95,670
Projected Median Household Income (2029)		\$97,532
Census Median Household Income (2010)		\$61,433
Census Median Household Income (2000)		\$52,320
Projected Annual Change (2024-2029)		\$1,862 0.4%
Historical Annual Change (2000-2024)		\$43,350 3.5%
Per Capita Income		
Estimated Per Capita Income (2024)		\$41,011
Projected Per Capita Income (2029)		\$42,449
Census Per Capita Income (2010)		\$21,431
Census Per Capita Income (2000)		\$18,764
Projected Annual Change (2024-2029)		\$1,438 0.7%
Historical Annual Change (2000-2024)		\$22,247 4.9%
Estimated Average Household Net Worth (2024)		\$1.06 M

Goddard, Kansas

City Limits

Race and Ethnicity

Total Population (2024)	5,755	
White (2024)	4,953	86.1%
Black or African American (2024)	122	2.1%
American Indian or Alaska Native (2024)	32	0.6%
Asian (2024)	86	1.5%
Hawaiian or Pacific Islander (2024)	-	-
Other Race (2024)	83	1.4%
Two or More Races (2024)	479	8.3%
Population < 18 (2024)	1,775	30.8%
White Not Hispanic	1,368	77.1%
Black or African American	39	2.2%
Asian	21	1.2%
Other Race Not Hispanic	118	6.6%
Hispanic	229	12.9%
Not Hispanic or Latino Population (2024)	5,170	89.8%
Not Hispanic White	4,714	91.2%
Not Hispanic Black or African American	120	2.3%
Not Hispanic American Indian or Alaska Native	27	0.5%
Not Hispanic Asian	82	1.6%
Not Hispanic Hawaiian or Pacific Islander	-	-
Not Hispanic Other Race	3	-
Not Hispanic Two or More Races	224	4.3%
Hispanic or Latino Population (2024)	585	10.2%
Hispanic White	239	40.9%
Hispanic Black or African American	2	0.3%
Hispanic American Indian or Alaska Native	5	0.9%
Hispanic Asian	4	0.7%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	80	13.7%
Hispanic Two or More Races	255	43.6%
Not Hispanic or Latino Population (2020)	4,770	91.0%
Hispanic or Latino Population (2020)	472	9.0%
Not Hispanic or Latino Population (2010)	4,169	93.8%
Hispanic or Latino Population (2010)	275	6.2%
Not Hispanic or Latino Population (2029)	5,632	87.7%
Hispanic or Latino Population (2029)	788	12.3%
Projected Annual Growth (2024-2029)	203	6.9%
Historical Annual Growth (2010-2020)	197	7.2%



Goddard, Kansas

City Limits

Total Age Distribution (2024)

Total Population	5,755	
Age Under 5 Years	380	6.6%
Age 5 to 9 Years	478	8.3%
Age 10 to 14 Years	572	9.9%
Age 15 to 19 Years	484	8.4%
Age 20 to 24 Years	236	4.1%
Age 25 to 29 Years	308	5.4%
Age 30 to 34 Years	393	6.8%
Age 35 to 39 Years	440	7.6%
Age 40 to 44 Years	474	8.2%
Age 45 to 49 Years	383	6.7%
Age 50 to 54 Years	301	5.2%
Age 55 to 59 Years	253	4.4%
Age 60 to 64 Years	283	4.9%
Age 65 to 69 Years	232	4.0%
Age 70 to 74 Years	198	3.4%
Age 75 to 79 Years	120	2.1%
Age 80 to 84 Years	89	1.5%
Age 85 Years or Over	130	2.3%
Median Age	34.3	
Age 19 Years or Less	1,914	33.3%
Age 20 to 64 Years	3,071	53.4%
Age 65 Years or Over	769	13.4%

Female Age Distribution (2024)

Female Population	2,859	49.7%
Age Under 5 Years	184	6.4%
Age 5 to 9 Years	227	7.9%
Age 10 to 14 Years	273	9.5%
Age 15 to 19 Years	225	7.9%
Age 20 to 24 Years	128	4.5%
Age 25 to 29 Years	161	5.6%
Age 30 to 34 Years	192	6.7%
Age 35 to 39 Years	235	8.2%
Age 40 to 44 Years	256	9.0%
Age 45 to 49 Years	189	6.6%
Age 50 to 54 Years	160	5.6%
Age 55 to 59 Years	120	4.2%
Age 60 to 64 Years	145	5.1%
Age 65 to 69 Years	126	4.4%
Age 70 to 74 Years	98	3.4%
Age 75 to 79 Years	50	1.7%
Age 80 to 84 Years	53	1.9%
Age 85 Years or Over	36	1.3%
Female Median Age	34.8	
Age 19 Years or Less	909	31.8%
Age 20 to 64 Years	1,586	55.5%
Age 65 Years or Over	363	12.7%



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City Limits

Male Age Distribution (2024)

Male Population	2,895	50.3%
Age Under 5 Years	196	6.8%
Age 5 to 9 Years	251	8.7%
Age 10 to 14 Years	299	10.3%
Age 15 to 19 Years	259	8.9%
Age 20 to 24 Years	108	3.7%
Age 25 to 29 Years	147	5.1%
Age 30 to 34 Years	201	6.9%
Age 35 to 39 Years	205	7.1%
Age 40 to 44 Years	218	7.5%
Age 45 to 49 Years	194	6.7%
Age 50 to 54 Years	141	4.9%
Age 55 to 59 Years	133	4.6%
Age 60 to 64 Years	138	4.8%
Age 65 to 69 Years	106	3.7%
Age 70 to 74 Years	100	3.5%
Age 75 to 79 Years	70	2.4%
Age 80 to 84 Years	36	1.2%
Age 85 Years or Over	94	3.2%
Male Median Age	33.7	
Age 19 Years or Less	1,005	34.7%
Age 20 to 64 Years	1,485	51.3%
Age 65 Years or Over	406	14.0%

Males per 100 Females (2024)

Overall Comparison	101	
Age Under 5 Years	107	51.6%
Age 5 to 9 Years	111	52.5%
Age 10 to 14 Years	110	52.3%
Age 15 to 19 Years	115	53.5%
Age 20 to 24 Years	84	45.8%
Age 25 to 29 Years	91	47.7%
Age 30 to 34 Years	105	51.1%
Age 35 to 39 Years	87	46.6%
Age 40 to 44 Years	85	46.0%
Age 45 to 49 Years	103	50.7%
Age 50 to 54 Years	88	46.8%
Age 55 to 59 Years	111	52.6%
Age 60 to 64 Years	95	48.8%
Age 65 to 69 Years	84	45.7%
Age 70 to 74 Years	102	50.5%
Age 75 to 79 Years	140	58.3%
Age 80 to 84 Years	68	40.4%
Age 85 Years or Over	261	72.3%
Age 19 Years or Less	111	52.5%
Age 20 to 39 Years	92	48.0%
Age 40 to 64 Years	95	48.6%
Age 65 Years or Over	112	52.8%



Goddard, Kansas

City Limits

Household Type (2024)

Total Households	1,921	
Households with Children	885	46.1%
Average Household Size	2.9	
Household Density per Square Mile	373	
Population Family	5,210	90.5%
Population Non-Family	415	7.2%
Population Group Quarters	130	2.3%
Family Households	1,601	83.3%
Married Couple Households	1,219	76.1%
Other Family Households with Children	382	23.9%
Family Households with Children	885	55.3%
Married Couple with Children	653	73.8%
Other Family Households with Children	232	26.2%
Family Households No Children	716	44.7%
Married Couple No Children	566	79.1%
Other Family Households No Children	150	20.9%
Non-Family Households	320	16.7%
Non-Family Households with Children	-	-
Non-Family Households No Children	320	100.0%
Average Family Household Size	3.3	
Average Family Income	\$131,312	
Median Family Income	\$104,890	
Average Non-Family Household Size	1.3	

Marital Status (2024)

Population Age 15 Years or Over	4,322	
Never Married	1,283	29.7%
Currently Married	2,421	56.0%
Previously Married	618	14.3%
Separated	57	9.2%
Widowed	149	24.1%
Divorced	412	66.7%

Educational Attainment (2024)

Adult Population Age 25 Years or Over	3,605	
Elementary (Grade Level 0 to 8)	20	0.6%
Some High School (Grade Level 9 to 11)	105	2.9%
High School Graduate	971	26.9%
Some College	897	24.9%
Associate Degree Only	495	13.7%
Bachelor Degree Only	667	18.5%
Graduate Degree	450	12.5%
Any College (Some College or Higher)	2,509	69.6%
College Degree + (Bachelor Degree or Higher)	1,117	31.0%



Goddard, Kansas

City Limits

Housing

Total Housing Units (2024)	2,050	
Total Housing Units (2020)	1,825	
Historical Annual Growth (2020-2024)	225	-
Housing Units Occupied (2024)	1,922	93.8%
Housing Units Owner-Occupied	1,533	79.8%
Housing Units Renter-Occupied	389	20.2%
Housing Units Vacant (2024)	128	6.2%

Household Size (2024)

Total Households	1,921	
1 Person Households	299	15.6%
2 Person Households	1,023	53.3%
3 Person Households	251	13.1%
4 Person Households	188	9.8%
5 Person Households	93	4.8%
6 Person Households	41	2.1%
7 or More Person Households	26	1.4%

Household Income Distribution (2024)

HH Income \$200,000 or More	236	12.3%
HH Income \$150,000 to \$199,999	278	14.5%
HH Income \$125,000 to \$149,999	131	6.8%
HH Income \$100,000 to \$124,999	267	13.9%
HH Income \$75,000 to \$99,999	283	14.7%
HH Income \$50,000 to \$74,999	450	23.4%
HH Income \$35,000 to \$49,999	110	5.7%
HH Income \$25,000 to \$34,999	67	3.5%
HH Income \$15,000 to \$24,999	78	4.1%
HH Income \$10,000 to \$14,999	3	0.2%
HH Income Under \$10,000	19	1.0%

Household Vehicles (2024)

Households 0 Vehicles Available	31	1.6%
Households 1 Vehicle Available	426	22.2%
Households 2 Vehicles Available	725	37.7%
Households 3 or More Vehicles Available	741	38.6%
Total Vehicles Available	4,470	
Average Vehicles per Household	2.3	
Owner-Occupied Household Vehicles	3,810	85.2%
Average Vehicles per Owner-Occupied Household	2.5	
Renter-Occupied Household Vehicles	660	14.8%
Average Vehicles per Renter-Occupied Household	1.7	

Travel Time (2024)

Worker Base Age 16 years or Over	3,086	
Travel to Work in 14 Minutes or Less	793	25.7%
Travel to Work in 15 to 29 Minutes	1,193	38.7%
Travel to Work in 30 to 59 Minutes	622	20.2%
Travel to Work in 60 Minutes or More	93	3.0%
Work at Home	384	12.4%
Average Minutes Travel to Work	19.4	



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City Limits

Transportation To Work (2024)

Worker Base Age 16 years or Over	3,086	
Drive to Work Alone	2,433	78.8%
Drive to Work in Carpool	250	8.1%
Travel to Work by Public Transportation	3	-
Drive to Work on Motorcycle	-	-
Bicycle to Work	3	-
Walk to Work	6	0.2%
Other Means	7	0.2%
Work at Home	384	12.4%

Daytime Demographics (2024)

Total Businesses	129	
Total Employees	1,476	
Company Headquarter Businesses	4	3.1%
Company Headquarter Employees	87	5.9%
Employee Population per Business	11.4	to 1
Residential Population per Business	44.6	to 1
Adj. Daytime Demographics Age 16 Years or Over	2,774	

Labor Force

Labor Population Age 16 Years or Over (2024)	4,204	
Labor Force Total Males (2024)	2,087	49.6%
Male Civilian Employed	1,578	75.6%
Male Civilian Unemployed	22	1.1%
Males in Armed Forces	2	-
Males Not in Labor Force	485	23.2%
Labor Force Total Females (2024)	2,117	50.4%
Female Civilian Employed	1,326	62.6%
Female Civilian Unemployed	40	1.9%
Females in Armed Forces	-	-
Females Not in Labor Force	751	35.5%
Unemployment Rate	62	1.5%

Occupation (2024)

Occupation Population Age 16 Years or Over	3,086	
Occupation Total Males	1,670	54.1%
Occupation Total Females	1,416	45.9%
Management, Business, Financial Operations	569	18.4%
Professional, Related	762	24.7%
Service	438	14.2%
Sales, Office	578	18.7%
Farming, Fishing, Forestry	3	-
Construction, Extraction, Maintenance	320	10.4%
Production, Transport, Material Moving	416	13.5%
White Collar Workers	1,909	61.9%
Blue Collar Workers	1,177	38.1%



RETAIL ATTRACTIONS, LLC
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City Limits

Units In Structure (2024)

Total Units	1,921	
1 Detached Unit	1,675	87.2%
1 Attached Unit	82	4.3%
2 Units	39	2.0%
3 to 4 Units	19	1.0%
5 to 9 Units	21	1.1%
10 to 19 Units	11	0.6%
20 to 49 Units	25	1.3%
50 or More Units	20	1.0%
Mobile Home or Trailer	29	1.5%
Other Structure	-	-

Homes Built By Year (2024)

Homes Built 2020 or later	233	11.4%
Homes Built 2010 to 2019	165	8.0%
Homes Built 2000 to 2009	670	32.7%
Homes Built 1990 to 1999	150	7.3%
Homes Built 1980 to 1989	193	9.4%
Homes Built 1970 to 1979	128	6.2%
Homes Built 1960 to 1969	135	6.6%
Homes Built 1950 to 1959	112	5.5%
Homes Built 1940 to 1949	33	1.6%
Homes Built Before 1939	101	4.9%
Median Age of Homes	32.2	yrs

Home Values (2024)

Owner Specified Housing Units	1,533	
Home Values \$1,000,000 or More	5	0.3%
Home Values \$750,000 to \$999,999	34	2.2%
Home Values \$500,000 to \$749,999	56	3.7%
Home Values \$400,000 to \$499,999	113	7.4%
Home Values \$300,000 to \$399,999	207	13.5%
Home Values \$250,000 to \$299,999	175	11.4%
Home Values \$200,000 to \$249,999	204	13.3%
Home Values \$175,000 to \$199,999	188	12.3%
Home Values \$150,000 to \$174,999	259	16.9%
Home Values \$125,000 to \$149,999	78	5.1%
Home Values \$100,000 to \$124,999	73	4.8%
Home Values \$90,000 to \$99,999	36	2.3%
Home Values \$80,000 to \$89,999	14	0.9%
Home Values \$70,000 to \$79,999	17	1.1%
Home Values \$60,000 to \$69,999	10	0.7%
Home Values \$50,000 to \$59,999	6	0.4%
Home Values \$35,000 to \$49,999	6	0.4%
Home Values \$25,000 to \$34,999	4	0.3%
Home Values \$10,000 to \$24,999	12	0.8%
Home Values Under \$10,000	36	2.3%
Owner-Occupied Median Home Value	\$206,739	
Renter-Occupied Median Rent	\$1,204	



Goddard, Kansas

City Limits

Total Annual Consumer Expenditure (2024)

Total Household Expenditure	\$147.05 M
Total Non-Retail Expenditure	\$77.51 M
Total Retail Expenditure	\$69.54 M
Apparel	\$5.23 M
Contributions	\$4.99 M
Education	\$4.66 M
Entertainment	\$8.55 M
Food and Beverages	\$21.42 M
Furnishings and Equipment	\$5.3 M
Gifts	\$3.71 M
Health Care	\$12.25 M
Household Operations	\$5.84 M
Miscellaneous Expenses	\$2.79 M
Personal Care	\$1.97 M
Personal Insurance	\$1.09 M
Reading	\$323.98 K
Shelter	\$30.71 M
Tobacco	\$792.29 K
Transportation	\$27 M
Utilities	\$10.4 M

Monthly Household Consumer Expenditure (2024)

Total Household Expenditure	\$6,379	
Total Non-Retail Expenditure	\$3,363	52.7%
Total Retail Expenditures	\$3,017	47.3%
Apparel	\$227	3.6%
Contributions	\$217	3.4%
Education	\$202	3.2%
Entertainment	\$371	5.8%
Food and Beverages	\$929	14.6%
Furnishings and Equipment	\$230	3.6%
Gifts	\$161	2.5%
Health Care	\$531	8.3%
Household Operations	\$253	4.0%
Miscellaneous Expenses	\$121	1.9%
Personal Care	\$86	1.3%
Personal Insurance	\$47	0.7%
Reading	\$14	0.2%
Shelter	\$1,332	20.9%
Tobacco	\$34	0.5%
Transportation	\$1,171	18.4%
Utilities	\$451	7.1%

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers

New and used automobile dealers, motorcycle dealers, recreation vehicle dealers, all-terrain vehicles dealers, boat dealers, auto parts stores, auto accessories stores and tire dealers

Furniture and Home Furnishings Stores

Furniture stores, home furnishing stores, home decorating stores and floor covering stores

Electronics and Appliance Stores

Household appliance stores, electronics stores, computer and software stores and camera and photographic equipment stores

Building Materials and Garden Supply Stores

Building material and supply dealers, home improvement centers, paint and wallpaper stores, hardware stores, lumberyards, lawn and garden stores, outdoor power equipment stores and nursery and garden centers

Food and Beverage Stores

Grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine, and liquor stores

Health and Personal Care Stores

Pharmacies, drug stores, cosmetic dealers, beauty supply stores, perfume stores, optical goods stores, health care stores and personal care stores

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

Men's clothing stores, women's clothing stores, children's and infants clothing stores, family clothing stores, clothing accessories stores, shoe stores, jewelry stores, luggage stores, leather goods stores

Sporting Goods and Hobby Stores

Sporting goods stores, hobby stores, toy stores, sewing and needlepoint stores, musical instrument and supply stores, book stores, newsstands, music stores

General Merchandise Stores

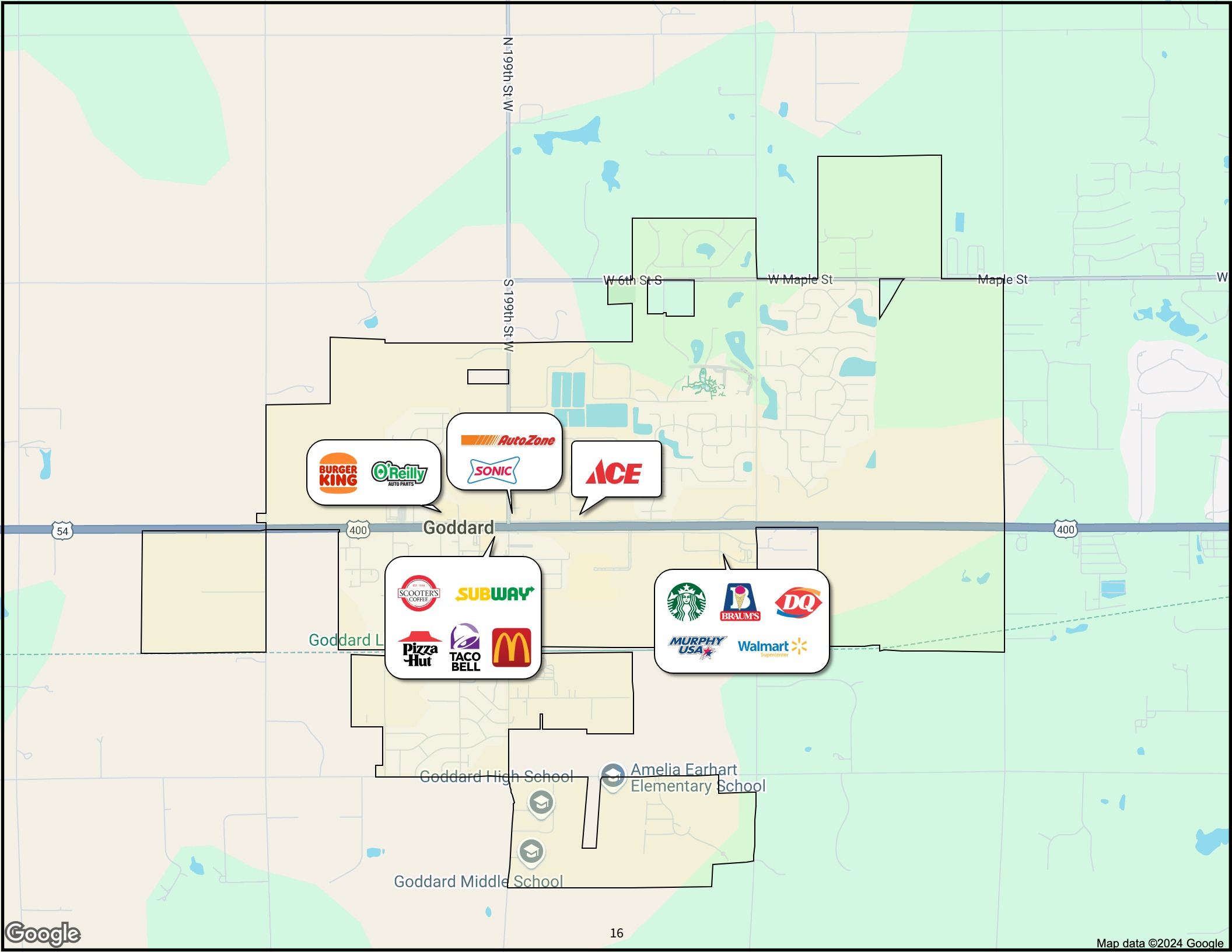
Department stores and other general merchandise stores

Miscellaneous Store Retailers

Florists, office supply stores, stationery stores, gift and souvenir stores, used merchandise stores and other miscellaneous retailers

Foodservice and Drinking Places

Full-service restaurants, limited service eating places, special foodservices, taverns and bars



Goddard, Kansas

City Limits

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$3.18 M / \$5.98 K	100
Men's Clothing Stores	\$112.96 K / \$-826	101
Women's Clothing Stores	\$488.66 K / \$25.69 K	95
Children's, Infants' Clothing Stores	\$206.36 K / \$-1611	101
Family Clothing Stores	\$1.3 M / \$-9578	101
Clothing Accessory Stores	\$105.66 K / \$-823	101
Other Apparel Stores	\$158.83 K / \$-1178	101
Shoe Stores	\$528.44 K / \$-3616	101
Jewelry Stores	\$262.08 K / \$-1860	101
Luggage Stores	\$19.98 K / \$-219	101
Furniture, Home Furnishings Stores	\$1.59 M / \$-10992	101
Furniture Stores	\$987.1 K / \$-6879	101
Floor Covering Stores	\$167.14 K / \$-1109	101
Other Home Furnishing Stores	\$436.48 K / \$-3004	101
Electronics, Appliance Stores	\$1.18 M / \$337.33 K	71
Building Material, Garden Equipment, Supplies Dealers	\$3.84 M / \$3.98 M	-3
Home Centers	\$1.81 M / \$-11355	101
Paint, Wallpaper Stores	\$132.84 K / \$-727	101
Hardware Stores	\$166.58 K / \$-1042	101
Other Building Materials Stores	\$1.27 M / \$-7593	101
Outdoor Power Equipment Stores	\$61.17 K / \$647.04 K	-91
Nursery, Garden Stores	\$399.02 K / \$3.35 M	-88
Food, Beverage Stores	\$9.86 M / \$15.86 M	-38
Grocery Stores	\$8.79 M / \$15.23 M	-42
Convenience Stores	\$338.7 K / \$329.16 K	3
Meat Markets	\$99.92 K / \$-697	101
Fish, Seafood Markets	\$36.24 K / \$-152	100
Fruit, Vegetable Markets	\$60.22 K / \$-391	101
Other Specialty Food Markets	\$104.73 K / \$-715	101
Liquor Stores	\$434.12 K / \$305.05 K	30

Goddard, Kansas

City Limits

	Potential / Sales	Index
Health, Personal Care Stores	\$2.46 M / \$-16228	101
Pharmacy, Drug Stores	\$2.06 M / \$-13448	101
Cosmetics, Beauty Stores	\$121.39 K / \$-855	101
Optical Goods Stores	\$139.18 K / \$-989	101
Other Health, Personal Care Stores	\$140.96 K / \$-936	101
Sporting Goods, Hobby, Book, Music Stores	\$1.23 M / \$-9380	101
Sporting Goods Stores	\$687.52 K / \$-5460	101
Hobby, Toy, Game Stores	\$189.55 K / \$-1424	101
Sewing, Needlecraft Stores	\$61.57 K / \$-453	101
Musical Instrument Stores	\$51.8 K / \$-361	101
Book Stores	\$242.02 K / \$-1682	101
General Merchandise Stores	\$9.88 M / \$34.5 M	-71
Department Stores	\$2.6 M / \$34.55 M	-92
Warehouse Superstores	\$6.31 M / \$-42903	101
Other General Merchandise Stores	\$971.37 K / \$-6607	101
Miscellaneous Store Retailers	\$1.37 M / \$392.03 K	71
Florists	\$49.46 K / \$-269	101
Office, Stationary Stores	\$137.48 K / \$-1001	101
Gift, Souvenir Stores	\$164.76 K / \$3.88 K	98
Used Merchandise Stores	\$95.48 K / \$20.13 K	79
Pet, Pet Supply Stores	\$564.32 K / \$-3652	101
Art Dealers	\$44.65 K / \$-250	101
Mobile Home Dealers	\$82.4 K / \$-472	101
Other Miscellaneous Retail Stores	\$232.03 K / \$373.66 K	-38
Non-Store Retailers	\$4.63 M / \$63.88 K	99
Mail Order, Catalog Stores	\$3.86 M / \$-26795	101
Vending Machines	\$101.28 K / \$-725	101
Fuel Dealers	\$372.08 K / \$-1953	101
Other Direct Selling Establishments	\$291.13 K / \$93.35 K	68

Goddard, Kansas

City Limits

	Potential / Sales	Index
Accommodation, Food Services	\$8.98 M / \$9.99 M	-10
Hotels, Other Travel Accommodations	\$494.61 K / \$59.77 K	88
RV Parks	\$4.81 K / \$-17	100
Rooming, Boarding Houses	\$3.44 K / \$-24	101
Full Service Restaurants	\$5.26 M / \$3.18 M	40
Limited Service Restaurants	\$2.44 M / \$6.9 M	-65
Special Food Services, Catering	\$779.12 K / \$-5644	101
Drinking Places	\$228.98 K / \$83.53 K	64
Gasoline Stations	\$7.18 M / \$5.33 M	26
Motor Vehicle, Parts Dealers	\$13.92 M / \$4.95 M	64
New Car Dealers	\$10.67 M / \$2.02 M	81
Used Car Dealers	\$1.1 M / \$347.75 K	68
Recreational Vehicle Dealers	\$240.57 K / \$-2036	101
Motorcycle, Boat Dealers	\$503.07 K / \$-3756	101
Auto Parts, Accessories	\$844.21 K / \$2.59 M	-67
Tire Dealers	\$565.19 K / \$-3386	101
2024 Population		5,755
2029 Population		6,420
% Population Change 2024-2029		11.6%
2024 Adult Population Age 18+		3,981
2024 Population Male		2,895
2024 Population Female		2,859
2024 Households		1,921
2024 Median Household Income		95,670
2024 Average Household Income		122,091

Retail Potential

Goddard, Kansas	
City Limits	
2024 Population	5,755
2029 Population	6,420
% Population Change 2020-2024	9.8%
2024 Adult Population Age 18+	\$3,981
2024 Population Male	\$2,895
2024 Population Female	\$2,859
2024 Households	\$1,921
2024 Median Household Income	\$95,670
2024 Average Household Income	\$122,091
Clothing, Clothing Accessories Stores	\$3.18 M
Men's Clothing Stores	\$112.96 K
Women's Clothing Stores	\$488.66 K
Children's, Infants' Clothing Stores	\$206.36 K
Family Clothing Stores	\$1.3 M
Clothing Accessory Stores	\$105.66 K
Other Apparel Stores	\$158.83 K
Shoe Stores	\$528.44 K
Jewelry Stores	\$262.08 K
Luggage Stores	\$19.98 K
Furniture, Home Furnishings Stores	\$1.59 M
Furniture Stores	\$987.1 K
Floor Covering Stores	\$167.14 K
Other Home Furnishing Stores	\$436.48 K
Electronics, Appliance Stores	\$1.18 M
Gasoline Stations	\$7.18 M
Building Material, Garden Equipment, Supplies Dealers	\$3.84 M
Home Centers	\$1.81 M
Paint, Wallpaper Stores	\$132.84 K
Hardware Stores	\$166.58 K
Other Building Materials Stores	\$1.27 M
Outdoor Power Equipment Stores	\$61.17 K
Nursery, Garden Stores	\$399.02 K
Food, Beverage Stores	\$9.86 M
Grocery Stores	\$8.79 M
Convenience Stores	\$338.7 K
Meat Markets	\$99.92 K
Fish, Seafood Markets	\$36.24 K
Fruit, Vegetable Markets	\$60.22 K
Other Specialty Food Markets	\$104.73 K
Liquor Stores	\$434.12 K

Goddard, Kansas	
City Limits	
Health, Personal Care Stores	\$2.46 M
Pharmacy, Drug Stores	\$2.06 M
Cosmetics, Beauty Stores	\$121.39 K
Optical Goods Stores	\$139.18 K
Other Health, Personal Care Stores	\$140.96 K
Sporting Goods, Hobby, Book, Music Stores	\$1.23 M
Sporting Goods Stores	\$687.52 K
Hobby, Toy, Game Stores	\$189.55 K
Sewing, Needlecraft Stores	\$61.57 K
Musical Instrument Stores	\$51.8 K
Book Stores	\$242.02 K
General Merchandise Stores	\$9.88 M
Department Stores	\$2.6 M
Warehouse Superstores	\$6.31 M
Other General Merchandise Stores	\$971.37 K
Miscellaneous Store Retailers	\$1.37 M
Florists	\$49.46 K
Office, Stationary Stores	\$137.48 K
Gift, Souvenir Stores	\$164.76 K
Used Merchandise Stores	\$95.48 K
Pet, Pet Supply Stores	\$564.32 K
Art Dealers	\$44.65 K
Mobile Home Dealers	\$82.4 K
Other Miscellaneous Retail Stores	\$232.03 K
Non-Store Retailers	\$4.63 M
Mail Order, Catalog Stores	\$3.86 M
Vending Machines	\$101.28 K
Fuel Dealers	\$372.08 K
Other Direct Selling Establishments	\$291.13 K
Accommodation, Food Services	\$9.21 M
Hotels, Other Travel Accommodations	\$494.61 K
RV Parks	\$4.81 K
Rooming, Boarding Houses	\$3.44 K
Full Service Restaurants	\$5.26 M
Limited Service Restaurants	\$2.44 M
Special Food Services, Catering	\$779.12 K
Drinking Places	\$228.98 K
Motor Vehicle, Parts Dealers	\$13.92 M
New Car Dealers	\$10.67 M
Used Car Dealers	\$1.1 M
Recreational Vehicle Dealers	\$240.57 K
Motorcycle, Boat Dealers	\$503.07 K
Auto Parts, Accessories	\$844.21 K
Tire Dealers	\$565.19 K

Income Summary

Goddard, Kansas		
City Limits		
Population		
Estimated Population (2024)	5,755	
Projected Population (2029)	6,420	
Census Population (2020)	5,242	
Census Population (2010)	4,444	
<i>Projected Annual Growth (2024 to 2029)</i>	665	2.3%
<i>Historical Annual Growth (2020 to 2024)</i>	513	2.2%
<i>Historical Annual Growth (2010 to 2020)</i>	798	1.8%
Households		
Estimated Households (2024)	1,921	
Projected Households (2029)	2,176	
Census Households (2020)	1,725	
Census Households (2010)	1,474	
<i>Projected Annual Growth (2024 to 2029)</i>	255	2.7%
<i>Historical Annual Growth (2020 to 2024)</i>	196	2.8%
<i>Historical Annual Growth (2010 to 2020)</i>	251	1.7%
Average Household Income		
Estimated Average Household Income (2024)	\$122,091	
Projected Average Household Income (2029)	\$124,560	
Census Average Household Income (2020)	\$64,612	
Census Average Household Income (2010)	\$56,964	
<i>Projected Annual Growth (2024 to 2029)</i>	\$2,469	0.4%
<i>Historical Annual Growth (2020 to 2024)</i>	\$57,479	6.4%
<i>Historical Annual Growth (2010 to 2020)</i>	\$7,648	1.3%
Median Household Income		
Estimated Median Household Income (2024)	\$95,670	
Projected Median Household Income (2029)	\$97,532	
Census Median Household Income (2020)	\$61,433	
Census Median Household Income (2010)	\$52,320	
<i>Projected Annual Growth (2024 to 2029)</i>	\$1,862	0.4%
<i>Historical Annual Growth (2020 to 2024)</i>	\$34,237	4.0%
<i>Historical Annual Growth (2010 to 2020)</i>	\$9,113	1.7%
Per Capita Income		
Estimated Per Capita Income (2024)	\$41,011	
Projected Per Capita Income (2029)	\$42,449	
Census Per Capita Income (2020)	\$21,431	
Census Per Capita Income (2010)	\$18,764	
<i>Projected Annual Growth (2024 to 2029)</i>	\$1,438	0.7%
<i>Historical Annual Growth (2020 to 2024)</i>	\$19,580	6.5%
<i>Historical Annual Growth (2010 to 2020)</i>	\$2,667	1.4%
Other Income		
Estimated Families (2024)	1,601	
Estimated Average Family Income (2024)	\$131,312	
Estimated Median Family Income (2024)	\$104,890	
Estimated Average Household Net Worth (2024)	\$1,056,683	

Consumer Expenditure Summary

Goddard, Kansas		
City Limits		
Estimated Population		5,755
Estimated Households		1,921
Household Expenditure		\$147.05 M
Per Household ~ Per Capita	\$76,549	\$25,552
Non-Retail Expenditures	\$77.51 M	52.7%
Per Household ~ Per Capita	\$40,351	\$13,469
Retail Expenditures	\$69.54 M	47.3%
Per Household ~ Per Capita	\$36,198	\$12,083
Apparel	\$5.23 M	3.6%
Per Household ~ Per Capita	\$2,724	\$909
Contributions	\$4.99 M	3.4%
Per Household ~ Per Capita	\$2,599	\$868
Education	\$4.66 M	3.2%
Per Household ~ Per Capita	\$2,426	\$810
Entertainment	\$8.55 M	5.8%
Per Household ~ Per Capita	\$4,452	\$1,486
Food, Beverages	\$21.42 M	14.6%
Per Household ~ Per Capita	\$11,149	\$3,721
Furnishings, Equipment	\$5.3 M	3.6%
Per Household ~ Per Capita	\$2,761	\$922
Gifts	\$3.71 M	2.5%
Per Household ~ Per Capita	\$1,932	\$645
Health Care	\$12.25 M	8.3%
Per Household ~ Per Capita	\$6,377	\$2,129
Household Operations	\$5.84 M	4.0%
Per Household ~ Per Capita	\$3,042	\$1,015
Miscellaneous Expenses	\$2.79 M	1.9%
Per Household ~ Per Capita	\$1,453	\$485
Personal Care	\$1.97 M	1.3%
Per Household ~ Per Capita	\$1,027	\$343
Personal Insurance	\$1.09 M	0.7%
Per Household ~ Per Capita	\$569	\$190
Reading	\$323.98 K	0.2%
Per Household ~ Per Capita	\$169	\$56
Shelter	\$30.71 M	20.9%
Per Household ~ Per Capita	\$15,988	\$5,337
Tobacco	\$792.29 K	0.5%
Per Household ~ Per Capita	\$412	\$138
Transportation	\$27 M	18.4%
Per Household ~ Per Capita	\$14,054	\$4,691
Utilities	\$10.4 M	7.1%
Per Household ~ Per Capita	\$5,416	\$1,808

Goddard, Kansas

City Limits

Population / Households (2024)

Estimated Population	5,755
Estimated Households	1,921

Total Annual Consumer Expenditure (2024)

Total Household Expenditure	\$147.05 M
Total Non-Retail Expenditure	\$77.51 M
Total Retail Expenditure	\$69.54 M
Apparel	\$5.23 M
Contributions	\$4.99 M
Education	\$4.66 M
Entertainment	\$8.55 M
Food and Beverages	\$21.42 M
Furnishings and Equipment	\$5.3 M
Gifts	\$3.71 M
Health Care	\$12.25 M
Household Operations	\$5.84 M
Miscellaneous Expenses	\$2.79 M
Personal Care	\$1.97 M
Personal Insurance	\$1.09 M
Reading	\$323.98 K
Shelter	\$30.71 M
Tobacco	\$792.29 K
Transportation	\$27 M
Utilities	\$10.4 M

Monthly Household Consumer Expenditure (2024)

Total Household Expenditure	\$6,379	
Total Non-Retail Expenditure	\$3,363	52.7%
Total Retail Expenditure	\$3,017	47.3%
Apparel	\$227	3.6%
Contributions	\$217	3.4%
Education	\$202	3.2%
Entertainment	\$371	5.8%
Food and Beverages	\$929	14.6%
Furnishings and Equipment	\$230	3.6%
Gifts	\$161	2.5%
Health Care	\$531	8.3%
Household Operations	\$253	4.0%
Miscellaneous Expenses	\$121	1.9%
Personal Care	\$86	1.3%
Personal Insurance	\$47	0.7%
Reading	\$14	0.2%
Shelter	\$1,332	20.9%
Tobacco	\$34	0.5%
Transportation	\$1,171	18.4%
Utilities	\$451	7.1%

Goddard, Kansas

City Limits

Population / Households (2029)

Projected Population	6,420
Projected Households	2,176

Total Annual Consumer Expenditure (2029)

Total Household Expenditure	\$156.95 M
Total Non-Retail Expenditure	\$82.84 M
Total Retail Expenditure	\$74.11 M
Apparel	\$5.58 M
Contributions	\$5.38 M
Education	\$5.01 M
Entertainment	\$9.13 M
Food and Beverages	\$22.81 M
Furnishings and Equipment	\$5.66 M
Gifts	\$4.01 M
Health Care	\$13.08 M
Household Operations	\$6.25 M
Miscellaneous Expenses	\$2.98 M
Personal Care	\$2.11 M
Personal Insurance	\$1.17 M
Reading	\$347.53 K
Shelter	\$32.8 M
Tobacco	\$837.53 K
Transportation	\$28.73 M
Utilities	\$11.06 M

Consumer Expenditure Growth (2024 to 2029)

Total Household Expenditure	\$9.9 M
Total Non-Retail Expenditure	\$5.33 M
Total Retail Expenditure	\$4.57 M
Apparel	\$349.24 K
Contributions	\$383.67 K
Education	\$349.92 K
Entertainment	\$576.08 K
Food and Beverages	\$1.4 M
Furnishings and Equipment	\$356.44 K
Gifts	\$300.3 K
Health Care	\$825.21 K
Household Operations	\$411.45 K
Miscellaneous Expenses	\$191.64 K
Personal Care	\$133.05 K
Personal Insurance	\$77.84 K
Reading	\$23.55 K
Shelter	\$2.09 M
Tobacco	\$45.23 K
Transportation	\$1.73 M
Utilities	\$660.11 K

Crime Risk

Goddard, Kansas	
City Limits	
Demographics	
Population	5,755
Census Population	5,242
Households	1,921
Average Household Income	\$122,091
Median Household Income	\$95,670
Per Capita Income	\$41,011
Total Crime	
Crime Index	61
Crime Level	Below Average
Personal Crime	
Crime Index	36
Crime Level	Low Risk
Murder	
Crime Index	14
Crime Level	Very Low
Rape	
Crime Index	83
Crime Level	Below Average
Robbery	
Crime Index	17
Crime Level	Very Low
Assault	
Crime Index	35
Crime Level	Low Risk
Property Crime	
Crime Index	66
Crime Level	Below Average
Burglary	
Crime Index	28
Crime Level	Very Low
Larceny	
Crime Index	80
Crime Level	Below Average
Motor Vehicle Theft	
Crime Index	23
Crime Level	Very Low

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Goddard, Kansas	Site / Market	Avg Square	Closest Location
City Limits	Locations	Footage	
Auto Parts Tires			
AutoZone	1 / 1	6,600	
O'Reilly	1 / 1	8,500	
Banks Minor			
Bank	2 / 2		
Convenience Stores			
Murphy USA	1 / 1	2,100	
Discount Department Stores			
Wal-Mart Supercenter	1 / 1	189,700	
Education			
Day Care	3 / 3		
High School	1 / 1		
PK - 8	6 / 6		
PK - 8 (Private)	1 / 1		
Health Care			
Chiropractic	2 / 2		
Optometry	1 / 1		
Physical Therapy	1 / 1		
Podiatry	1 / 1		
Home Improvement			
Ace Hardware	1 / 1	16,200	
Hotels			
Hampton Inn	1 / 1	18,300	
Rodeway	1 / 1	11,400	
Restaurants Coffee Donuts			
Scooters Coffee	1 / 1	700	
Starbucks	1 / 1	1,800	
Restaurants Fast Food Major			
Burger King	1 / 1	4,000	
Dairy Queen	1 / 1	1,700	
McDonald's	1 / 1	4,600	
Sonic	1 / 1	2,800	
Taco Bell	1 / 1	2,500	
Restaurants Ice Cream Smoothie			
Braum's	1 / 1	5,100	
Restaurants Pizza			
Pizza Hut	1 / 1	2,800	

Goddard, Kansas	Site / Market Locations	Avg Square Footage	Closest Location
City Limits			
Restaurants Sandwich			
Subway	1 / 1	1,700	
Worship			
Baptist	1 / 1		