

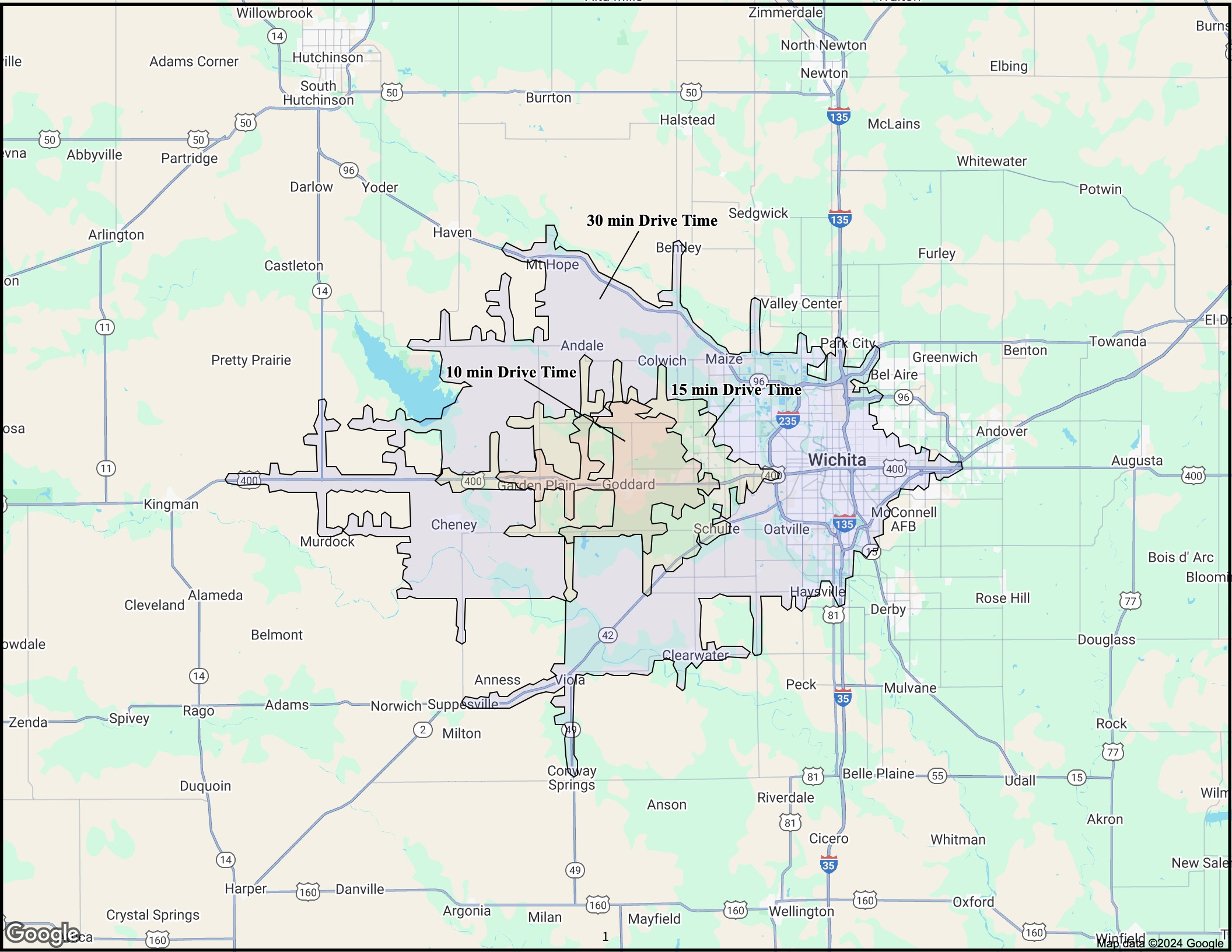
RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Goddard, Kansas
Drive Time
4th Quarter 2024**

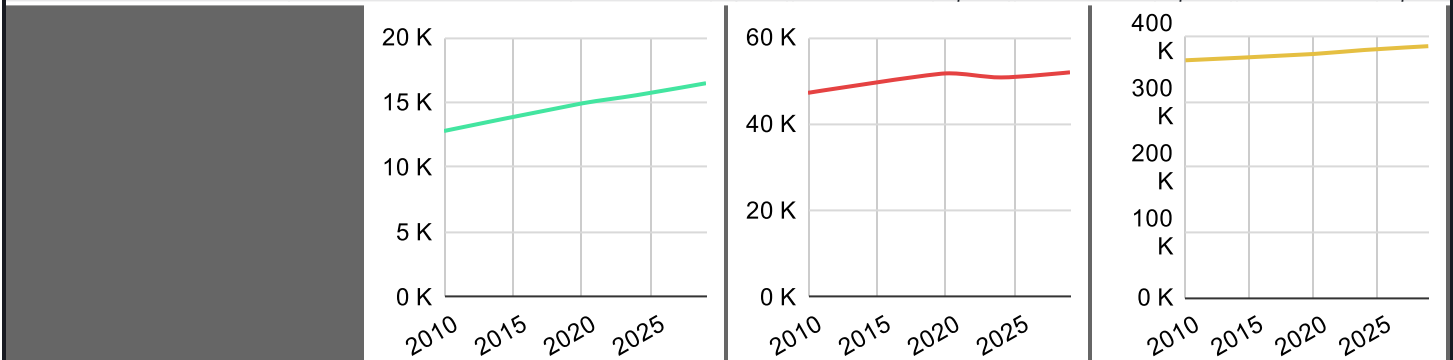
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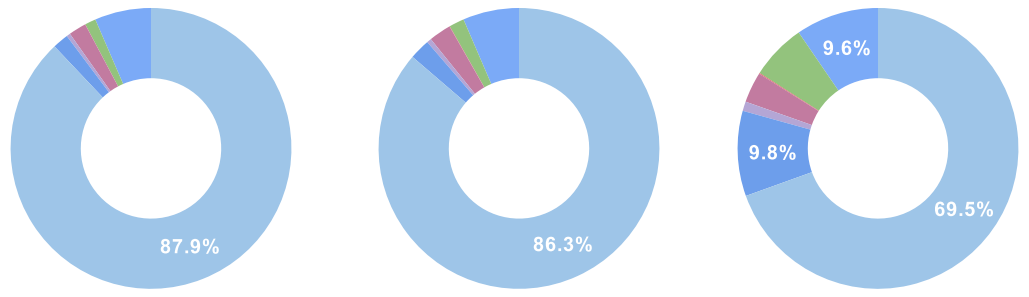


Demographics

Goddard, Kansas		10 min drive time		15 min drive time		30 min drive time	
Drive Time		time		time		time	
Population							
Estimated Population (2024)		15,559		50,757		380,194	
Projected Population (2029)		16,474		51,941		386,065	
Census Population (2020)		14,922		51,689		374,036	
Census Population (2010)		12,797		47,201		364,354	
Projected Annual Growth (2024-2029)		915	1.2%	1,184	0.5%	5,872	0.3%
Historical Annual Growth (2020-2024)		637	1.0%	-932	-0.5%	6,157	0.4%
Historical Annual Growth (2010-2020)		2,125	1.7%	4,489	1.0%	9,682	0.3%
Estimated Population Density (2024)		288	psm	379	psm	610	psm
Trade Area Size		54.1	sq mi	133.9	sq mi	623.6	sq mi

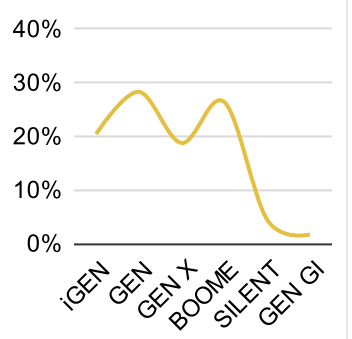
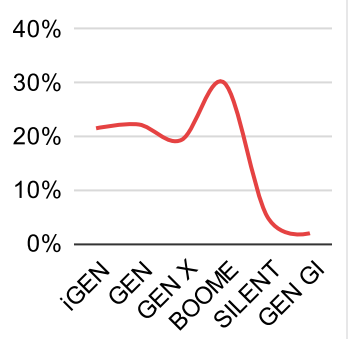
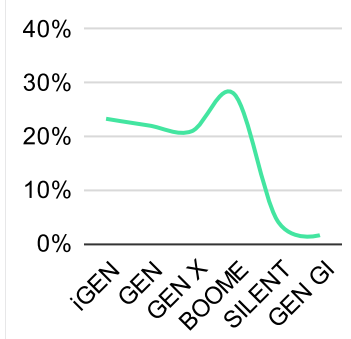


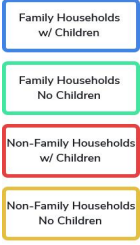
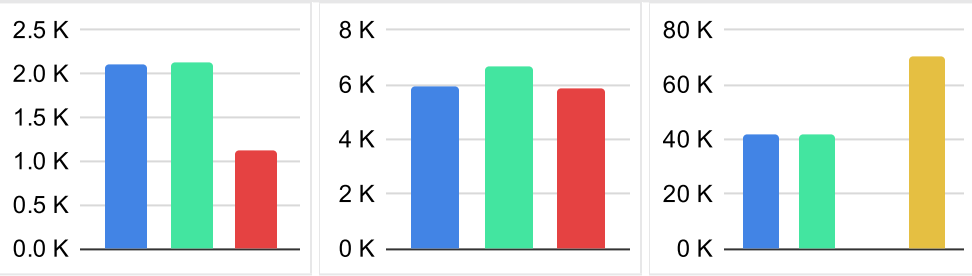

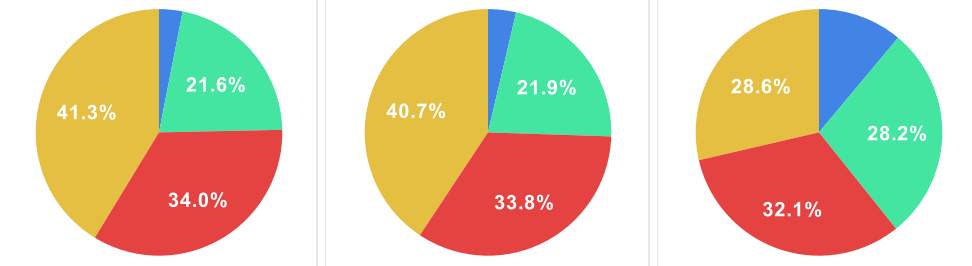
Race and Ethnicity (2024)							
Not Hispanic or Latino Population							
White	13,096	91.8%	41,757	90.8%	244,402	78.8%	
Black or African American	273	1.9%	1,128	2.5%	35,950	11.6%	
American Indian or Alaska Native	52	0.4%	178	0.4%	2,099	0.7%	
Asian	312	2.2%	1,287	2.8%	13,162	4.2%	
Hawaiian or Pacific Islander	2	-	15	-	270	-	
Other Race	17	0.1%	53	0.1%	495	0.2%	
Two or More Races	509	3.6%	1,581	3.4%	13,883	4.5%	
Hispanic or Latino Population							
White	586	45.1%	2,044	43.0%	19,850	28.4%	
Black or African American	11	0.9%	75	1.6%	1,343	1.9%	
American Indian or Alaska Native	15	1.2%	89	1.9%	2,030	2.9%	
Asian	6	0.4%	14	0.3%	239	0.3%	
Hispanic Hawaiian or Pacific Islander	-	-	3	-	98	0.1%	
Other Race	179	13.8%	830	17.4%	23,936	34.2%	
Two or More Races	501	38.6%	1,702	35.8%	22,438	32.1%	



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

Goddard, Kansas		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
Age Distribution (2024)							
Age Under 5 Years		1,008	6.5%	3,163	6.2%	24,023	6.3%
Age 5 to 9 Years		1,197	7.7%	3,650	7.2%	25,952	6.8%
Age 10 to 14 Years		1,416	9.1%	4,096	8.1%	27,618	7.3%
Age 15 to 19 Years		1,208	7.8%	3,507	6.9%	26,737	7.0%
Age 20 to 24 Years		619	4.0%	2,235	4.4%	26,388	6.9%
Age 25 to 29 Years		698	4.5%	2,425	4.8%	27,720	7.3%
Age 30 to 34 Years		901	5.8%	3,104	6.1%	26,723	7.0%
Age 35 to 39 Years		1,087	7.0%	3,426	6.7%	25,657	6.7%
Age 40 to 44 Years		1,152	7.4%	3,381	6.7%	24,601	6.5%
Age 45 to 49 Years		1,020	6.6%	3,014	5.9%	21,039	5.5%
Age 50 to 54 Years		957	6.2%	3,070	6.0%	20,902	5.5%
Age 55 to 59 Years		902	5.8%	3,082	6.1%	20,897	5.5%
Age 60 to 64 Years		939	6.0%	3,394	6.7%	22,800	6.0%
Age 65 to 69 Years		851	5.5%	3,113	6.1%	20,087	5.3%
Age 70 to 74 Years		683	4.4%	2,544	5.0%	15,644	4.1%
Age 75 to 79 Years		412	2.7%	1,627	3.2%	10,661	2.8%
Age 80 to 84 Years		264	1.7%	943	1.9%	6,274	1.7%
Age 85 Years or Over		244	1.6%	982	1.9%	6,470	1.7%
Median Age		37.8		39.6		35.7	
Generation (2024)							
iGeneration (Age Under 15 Years)		3,621	23.3%	10,909	21.5%	77,593	20.4%
Generation 9/11 Millennials (Age 15 to 34 Years)		3,426	22.0%	11,271	22.2%	107,568	28.3%
Gen Xers (Age 35 to 49 Years)		3,259	20.9%	9,821	19.3%	71,296	18.8%
Baby Boomers (Age 50 to 74 Years)		4,333	27.8%	15,203	30.0%	100,330	26.4%
Silent Generation (Age 75 to 84 Years)		676	4.3%	2,571	5.1%	16,936	4.5%
G.I. Generation (Age 85 Years or Over)		244	1.6%	982	1.9%	6,470	1.7%



Goddard, Kansas		10 min drive time	15 min drive time	30 min drive time
Drive Time				
Household Type (2024)				
Total Households		5,363	18,469	153,675
Family Households		4,239 79.0%	12,575 68.1%	83,157 54.1%
Family Households with Children		2,109 49.7%	5,921 47.1%	41,467 49.9%
Family Households No Children		2,130 50.3%	6,654 52.9%	41,690 50.1%
Non-Family Households		1,124 21.0%	5,894 31.9%	70,518 45.9%
Non-Family Households with Children		- -	- -	38 -
Non-Family Households No Children		1,124 100.0%	5,893 100.0%	70,480 99.9%
				
Education Attainment (2024)				
Elementary or Some High School		311 3.1%	1,251 3.7%	27,642 11.1%
High School Graduate		2,183 21.6%	7,454 21.9%	70,298 28.2%
Some College or Associate Degree		3,441 34.0%	11,525 33.8%	80,125 32.1%
Bachelor or Graduate Degree		4,175 41.3%	13,877 40.7%	71,410 28.6%
				
Household Income (2024)				
Estimated Average Household Income		\$138,049	\$130,167	\$87,247
Estimated Median Household Income		\$107,678	\$101,982	\$67,414
HH Income Under \$10,000		152 2.8%	408 2.2%	8,698 5.7%
HH Income \$10,000 to \$34,999		399 7.4%	1,643 8.9%	35,610 23.2%
HH Income \$35,000 to \$49,999		374 7.0%	1,429 7.7%	19,569 12.7%
HH Income \$50,000 to \$74,999		707 13.2%	2,683 14.5%	27,698 18.0%
HH Income \$75,000 to \$99,999		877 16.4%	3,021 16.4%	20,967 13.6%
HH Income \$100,000 to \$149,999		1,184 22.1%	4,526 24.5%	22,114 14.4%
HH Income \$150,000 or More		1,669 31.1%	4,758 25.8%	19,019 12.4%

Goddard, Kansas	10 min drive time		15 min drive time		30 min drive time	
Drive Time						
Population						
Estimated Population (2024)	15,559		50,757		380,194	
Projected Population (2029)	16,474		51,941		386,065	
Census Population (2020)	14,922		51,689		374,036	
Census Population (2010)	12,797		47,201		364,354	
Projected Annual Growth (2024-2029)	915	1.2%	1,184	0.5%	5,872	0.3%
Historical Annual Growth (2020-2024)	637	-	-932	-0.5%	6,157	0.4%
Historical Annual Growth (2010-2020)	2,125	1.7%	4,489	1.0%	9,682	0.3%
Estimated Population Density (2024)	288 <i>psm</i>		379 <i>psm</i>		610 <i>psm</i>	
Trade Area Size	54.1 <i>sq mi</i>		133.9 <i>sq mi</i>		623.6 <i>sq mi</i>	
Households						
Estimated Households (2024)	5,363		18,469		153,675	
Projected Households (2029)	5,736		19,040		157,585	
Census Households (2020)	5,037		18,354		147,724	
Census Households (2010)	4,291		16,668		142,612	
Projected Annual Growth (2024-2029)	373	1.4%	571	0.6%	3,909	0.5%
Historical Annual Change (2010-2024)	1,072	1.8%	1,802	0.8%	11,063	0.6%
Average Household Income						
Estimated Average Household Income (2024)	\$138,049		\$130,167		\$87,247	
Projected Average Household Income (2029)	\$142,113		\$135,234		\$90,166	
Census Average Household Income (2010)	\$79,608		\$82,421		\$54,780	
Census Average Household Income (2000)	\$63,624		\$70,153		\$48,459	
Projected Annual Change (2024-2029)	\$4,065	0.6%	\$5,067	0.8%	\$2,919	0.7%
Historical Annual Change (2000-2024)	\$74,424	4.9%	\$60,014	3.6%	\$38,788	3.3%
Median Household Income						
Estimated Median Household Income (2024)	\$107,678		\$101,982		\$67,414	
Projected Median Household Income (2029)	\$110,350		\$104,340		\$68,561	
Census Median Household Income (2010)	\$71,355		\$72,942		\$47,193	
Census Median Household Income (2000)	\$55,806		\$61,876		\$41,405	
Projected Annual Change (2024-2029)	\$2,672	0.5%	\$2,358	0.5%	\$1,147	0.3%
Historical Annual Change (2000-2024)	\$51,872	3.9%	\$40,106	2.7%	\$26,009	2.6%
Per Capita Income						
Estimated Per Capita Income (2024)	\$47,737		\$47,526		\$35,471	
Projected Per Capita Income (2029)	\$49,625		\$49,730		\$37,007	
Census Per Capita Income (2010)	\$26,672		\$29,101		\$21,440	
Census Per Capita Income (2000)	\$21,005		\$23,646		\$19,190	
Projected Annual Change (2024-2029)	\$1,887	0.8%	\$2,204	0.9%	\$1,536	0.9%
Historical Annual Change (2000-2024)	\$26,732	5.3%	\$23,880	4.2%	\$16,281	3.5%
Estimated Average Household Net Worth (2024)	\$1.32 M		\$1.23 M		\$734,972	



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Goddard, Kansas		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
Race and Ethnicity							
Total Population (2024)		15,559		50,757		380,194	
White (2024)		13,681	87.9%	43,802	86.3%	264,252	69.5%
Black or African American (2024)		284	1.8%	1,203	2.4%	37,293	9.8%
American Indian or Alaska Native (2024)		67	0.4%	267	0.5%	4,129	1.1%
Asian (2024)		317	2.0%	1,301	2.6%	13,401	3.5%
Hawaiian or Pacific Islander (2024)		3	-	18	-	368	-
Other Race (2024)		196	1.3%	883	1.7%	24,431	6.4%
Two or More Races (2024)		1,010	6.5%	3,283	6.5%	36,321	9.6%
Population < 18 (2024)		4,478	28.8%	13,312	26.2%	93,523	24.6%
White Not Hispanic		3,548	79.2%	10,177	76.5%	48,390	51.7%
Black or African American		88	2.0%	340	2.6%	11,089	11.9%
Asian		79	1.8%	257	1.9%	2,616	2.8%
Other Race Not Hispanic		263	5.9%	784	5.9%	6,890	7.4%
Hispanic		500	11.2%	1,753	13.2%	24,538	26.2%
Not Hispanic or Latino Population (2024)		14,259	91.6%	46,000	90.6%	310,261	81.6%
Not Hispanic White		13,096	91.8%	41,757	90.8%	244,402	78.8%
Not Hispanic Black or African American		273	1.9%	1,128	2.5%	35,950	11.6%
Not Hispanic American Indian or Alaska Native		52	0.4%	178	0.4%	2,099	0.7%
Not Hispanic Asian		312	2.2%	1,287	2.8%	13,162	4.2%
Not Hispanic Hawaiian or Pacific Islander		2	-	15	-	270	-
Not Hispanic Other Race		17	0.1%	53	0.1%	495	0.2%
Not Hispanic Two or More Races		509	3.6%	1,581	3.4%	13,883	4.5%
Hispanic or Latino Population (2024)		1,299	8.4%	4,757	9.4%	69,933	18.4%
Hispanic White		586	45.1%	2,044	43.0%	19,850	28.4%
Hispanic Black or African American		11	0.9%	75	1.6%	1,343	1.9%
Hispanic American Indian or Alaska Native		15	1.2%	89	1.9%	2,030	2.9%
Hispanic Asian		6	0.4%	14	0.3%	239	0.3%
Hispanic Hawaiian or Pacific Islander		-	-	3	-	98	0.1%
Hispanic Other Race		179	13.8%	830	17.4%	23,936	34.2%
Hispanic Two or More Races		501	38.6%	1,702	35.8%	22,438	32.1%
Not Hispanic or Latino Population (2020)		13,804	92.5%	47,282	91.5%	302,903	81.0%
Hispanic or Latino Population (2020)		1,118	7.5%	4,407	8.5%	71,133	19.0%
Not Hispanic or Latino Population (2010)		12,117	94.7%	44,300	93.9%	307,072	84.3%
Hispanic or Latino Population (2010)		680	5.3%	2,901	6.1%	57,283	15.7%
Not Hispanic or Latino Population (2029)		14,728	89.4%	46,001	88.6%	312,825	81.0%
Hispanic or Latino Population (2029)		1,746	10.6%	5,940	11.4%	73,240	19.0%
Projected Annual Growth (2024-2029)		446	6.9%	1,183	5.0%	3,308	0.9%
Historical Annual Growth (2010-2020)		438	6.4%	1,507	5.2%	13,851	2.4%



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Goddard, Kansas		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
Total Age Distribution (2024)							
Total Population		15,559		50,757		380,194	
Age Under 5 Years		1,008	6.5%	3,163	6.2%	24,023	6.3%
Age 5 to 9 Years		1,197	7.7%	3,650	7.2%	25,952	6.8%
Age 10 to 14 Years		1,416	9.1%	4,096	8.1%	27,618	7.3%
Age 15 to 19 Years		1,208	7.8%	3,507	6.9%	26,737	7.0%
Age 20 to 24 Years		619	4.0%	2,235	4.4%	26,388	6.9%
Age 25 to 29 Years		698	4.5%	2,425	4.8%	27,720	7.3%
Age 30 to 34 Years		901	5.8%	3,104	6.1%	26,723	7.0%
Age 35 to 39 Years		1,087	7.0%	3,426	6.7%	25,657	6.7%
Age 40 to 44 Years		1,152	7.4%	3,381	6.7%	24,601	6.5%
Age 45 to 49 Years		1,020	6.6%	3,014	5.9%	21,039	5.5%
Age 50 to 54 Years		957	6.2%	3,070	6.0%	20,902	5.5%
Age 55 to 59 Years		902	5.8%	3,082	6.1%	20,897	5.5%
Age 60 to 64 Years		939	6.0%	3,394	6.7%	22,800	6.0%
Age 65 to 69 Years		851	5.5%	3,113	6.1%	20,087	5.3%
Age 70 to 74 Years		683	4.4%	2,544	5.0%	15,644	4.1%
Age 75 to 79 Years		412	2.7%	1,627	3.2%	10,661	2.8%
Age 80 to 84 Years		264	1.7%	943	1.9%	6,274	1.7%
Age 85 Years or Over		244	1.6%	982	1.9%	6,470	1.7%
Median Age		37.8		39.6		35.7	
Age 19 Years or Less		4,829	31.0%	14,416	28.4%	104,330	27.4%
Age 20 to 64 Years		8,275	53.2%	27,131	53.5%	216,726	57.0%
Age 65 Years or Over		2,454	15.8%	9,210	18.1%	59,137	15.6%
Female Age Distribution (2024)							
Female Population		7,747	49.8%	25,286	49.8%	187,692	49.4%
Age Under 5 Years		502	6.5%	1,610	6.4%	11,673	6.2%
Age 5 to 9 Years		589	7.6%	1,829	7.2%	12,807	6.8%
Age 10 to 14 Years		674	8.7%	1,927	7.6%	13,512	7.2%
Age 15 to 19 Years		579	7.5%	1,686	6.7%	12,530	6.7%
Age 20 to 24 Years		301	3.9%	1,063	4.2%	12,609	6.7%
Age 25 to 29 Years		370	4.8%	1,248	4.9%	13,606	7.2%
Age 30 to 34 Years		452	5.8%	1,588	6.3%	13,313	7.1%
Age 35 to 39 Years		572	7.4%	1,746	6.9%	12,678	6.8%
Age 40 to 44 Years		588	7.6%	1,666	6.6%	11,934	6.4%
Age 45 to 49 Years		514	6.6%	1,506	6.0%	10,421	5.6%
Age 50 to 54 Years		470	6.1%	1,540	6.1%	10,280	5.5%
Age 55 to 59 Years		449	5.8%	1,546	6.1%	10,257	5.5%
Age 60 to 64 Years		492	6.3%	1,748	6.9%	11,421	6.1%
Age 65 to 69 Years		441	5.7%	1,588	6.3%	10,162	5.4%
Age 70 to 74 Years		341	4.4%	1,299	5.1%	8,161	4.3%
Age 75 to 79 Years		192	2.5%	809	3.2%	5,699	3.0%
Age 80 to 84 Years		141	1.8%	508	2.0%	3,412	1.8%
Age 85 Years or Over		79	1.0%	380	1.5%	3,217	1.7%
Female Median Age		38.0		40.0		36.2	
Age 19 Years or Less		2,344	30.3%	7,052	27.9%	50,522	26.9%
Age 20 to 64 Years		4,208	54.3%	13,651	54.0%	106,519	56.8%
Age 65 Years or Over		1,195	15.4%	4,583	18.1%	30,652	16.3%



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Goddard, Kansas		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
Male Age Distribution (2024)							
Male Population		7,812	50.2%	25,471	50.2%	192,502	50.6%
Age Under 5 Years		505	6.5%	1,553	6.1%	12,351	6.4%
Age 5 to 9 Years		609	7.8%	1,821	7.1%	13,145	6.8%
Age 10 to 14 Years		742	9.5%	2,169	8.5%	14,106	7.3%
Age 15 to 19 Years		629	8.1%	1,822	7.2%	14,207	7.4%
Age 20 to 24 Years		318	4.1%	1,171	4.6%	13,779	7.2%
Age 25 to 29 Years		328	4.2%	1,178	4.6%	14,114	7.3%
Age 30 to 34 Years		448	5.7%	1,516	6.0%	13,410	7.0%
Age 35 to 39 Years		515	6.6%	1,680	6.6%	12,979	6.7%
Age 40 to 44 Years		564	7.2%	1,714	6.7%	12,667	6.6%
Age 45 to 49 Years		505	6.5%	1,508	5.9%	10,618	5.5%
Age 50 to 54 Years		487	6.2%	1,530	6.0%	10,622	5.5%
Age 55 to 59 Years		453	5.8%	1,536	6.0%	10,640	5.5%
Age 60 to 64 Years		448	5.7%	1,646	6.5%	11,379	5.9%
Age 65 to 69 Years		410	5.2%	1,526	6.0%	9,926	5.2%
Age 70 to 74 Years		342	4.4%	1,245	4.9%	7,482	3.9%
Age 75 to 79 Years		220	2.8%	819	3.2%	4,963	2.6%
Age 80 to 84 Years		123	1.6%	435	1.7%	2,862	1.5%
Age 85 Years or Over		165	2.1%	603	2.4%	3,253	1.7%
Male Median Age		37.6		39.2		35.2	
Age 19 Years or Less		2,485	31.8%	7,365	28.9%	53,809	28.0%
Age 20 to 64 Years		4,067	52.1%	13,479	52.9%	110,208	57.3%
Age 65 Years or Over		1,259	16.1%	4,627	18.2%	28,486	14.8%
Males per 100 Females (2024)							
Overall Comparison		101		101		103	
Age Under 5 Years		101	50.2%	96	49.1%	106	51.4%
Age 5 to 9 Years		103	50.8%	100	49.9%	103	50.7%
Age 10 to 14 Years		110	52.4%	113	52.9%	104	51.1%
Age 15 to 19 Years		109	52.1%	108	51.9%	113	53.1%
Age 20 to 24 Years		106	51.4%	110	52.4%	109	52.2%
Age 25 to 29 Years		89	47.0%	94	48.6%	104	50.9%
Age 30 to 34 Years		99	49.8%	95	48.8%	101	50.2%
Age 35 to 39 Years		90	47.4%	96	49.0%	102	50.6%
Age 40 to 44 Years		96	49.0%	103	50.7%	106	51.5%
Age 45 to 49 Years		98	49.6%	100	50.0%	102	50.5%
Age 50 to 54 Years		104	50.9%	99	49.8%	103	50.8%
Age 55 to 59 Years		101	50.2%	99	49.8%	104	50.9%
Age 60 to 64 Years		91	47.7%	94	48.5%	100	49.9%
Age 65 to 69 Years		93	48.1%	96	49.0%	98	49.4%
Age 70 to 74 Years		100	50.1%	96	48.9%	92	47.8%
Age 75 to 79 Years		115	53.4%	101	50.3%	87	46.5%
Age 80 to 84 Years		87	46.5%	86	46.1%	84	45.6%
Age 85 Years or Over		208	67.5%	159	61.4%	101	50.3%
Age 19 Years or Less		106	51.5%	104	51.1%	107	51.6%
Age 20 to 39 Years		95	48.7%	98	49.6%	104	51.0%
Age 40 to 64 Years		98	49.4%	99	49.8%	103	50.7%
Age 65 Years or Over		105	51.3%	101	50.2%	93	48.2%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Goddard, Kansas		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
Household Type (2024)							
Total Households		5,363		18,469		153,675	
Households with Children		2,109	39.3%	5,922	32.1%	41,506	27.0%
Average Household Size		2.9		2.7		2.4	
Household Density per Square Mile		99		138		246	
Population Family		13,733	88.3%	41,546	81.9%	277,169	72.9%
Population Non-Family		1,636	10.5%	8,543	16.8%	94,180	24.8%
Population Group Quarters		190	1.2%	668	1.3%	8,845	2.3%
Family Households		4,239	79.0%	12,575	68.1%	83,157	54.1%
Married Couple Households		3,511	82.8%	10,391	82.6%	57,324	68.9%
Other Family Households with Children		729	17.2%	2,184	17.4%	25,833	31.1%
Family Households with Children		2,109	49.7%	5,921	47.1%	41,467	49.9%
Married Couple with Children		1,674	79.4%	4,701	79.4%	26,448	63.8%
Other Family Households with Children		435	20.6%	1,220	20.6%	15,020	36.2%
Family Households No Children		2,130	50.3%	6,654	52.9%	41,690	50.1%
Married Couple No Children		1,837	86.2%	5,690	85.5%	30,876	74.1%
Other Family Households No Children		294	13.8%	964	14.5%	10,814	25.9%
Non-Family Households		1,124	21.0%	5,894	31.9%	70,518	45.9%
Non-Family Households with Children		-	-	-	-	38	-
Non-Family Households No Children		1,124	100.0%	5,893	100.0%	70,480	99.9%
Average Family Household Size		3.2		3.3		3.3	
Average Family Income		\$150,668		\$150,115		\$109,043	
Median Family Income		\$119,605		\$116,090		\$87,351	
Average Non-Family Household Size		1.5		1.4		1.3	
Marital Status (2024)							
Population Age 15 Years or Over		11,938		39,848		302,600	
Never Married		3,201	26.8%	10,446	26.2%	106,284	35.1%
Currently Married		7,192	60.2%	23,535	59.1%	129,145	42.7%
Previously Married		1,545	12.9%	5,867	14.7%	67,171	22.2%
Separated		167	10.8%	722	12.3%	11,402	17.0%
Widowed		378	24.5%	1,441	24.6%	14,948	22.3%
Divorced		1,000	64.7%	3,703	63.1%	40,821	60.8%
Educational Attainment (2024)							
Adult Population Age 25 Years or Over		10,111		34,106		249,476	
Elementary (Grade Level 0 to 8)		103	1.0%	469	1.4%	11,318	4.5%
Some High School (Grade Level 9 to 11)		208	2.1%	782	2.3%	16,324	6.5%
High School Graduate		2,183	21.6%	7,454	21.9%	70,298	28.2%
Some College		2,160	21.4%	7,731	22.7%	57,896	23.2%
Associate Degree Only		1,282	12.7%	3,794	11.1%	22,230	8.9%
Bachelor Degree Only		2,680	26.5%	9,054	26.5%	45,531	18.3%
Graduate Degree		1,496	14.8%	4,823	14.1%	25,879	10.4%
Any College (Some College or Higher)		7,617	75.3%	25,401	74.5%	151,535	60.7%
College Degree + (Bachelor Degree or Higher)		4,175	41.3%	13,877	40.7%	71,410	28.6%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Goddard, Kansas	10 min drive time		15 min drive time		30 min drive time	
Drive Time						
Housing						
Total Housing Units (2024)	5,702		19,642		166,286	
Total Housing Units (2020)	5,299		19,061		162,182	
Historical Annual Growth (2020-2024)	404	-	582	-	4,104	-
Housing Units Occupied (2024)	5,363	94.1%	18,469	94.0%	153,675	92.4%
Housing Units Owner-Occupied	4,709	87.8%	15,837	85.7%	89,824	58.5%
Housing Units Renter-Occupied	654	12.2%	2,633	14.3%	63,851	41.5%
Housing Units Vacant (2024)	339	5.9%	1,173	6.0%	12,610	7.6%
Household Size (2024)						
Total Households	5,363		18,469		153,675	
1 Person Households	1,048	19.5%	5,424	29.4%	63,317	41.2%
2 Person Households	3,342	62.3%	10,103	54.7%	55,332	36.0%
3 Person Households	404	7.5%	1,244	6.7%	15,648	10.2%
4 Person Households	309	5.8%	946	5.1%	10,259	6.7%
5 Person Households	151	2.8%	460	2.5%	5,585	3.6%
6 Person Households	67	1.3%	190	1.0%	2,448	1.6%
7 or More Person Households	42	0.8%	102	0.6%	1,087	0.7%
Household Income Distribution (2024)						
HH Income \$200,000 or More	856	16.0%	2,127	11.5%	8,827	5.7%
HH Income \$150,000 to \$199,999	814	15.2%	2,631	14.2%	10,192	6.6%
HH Income \$125,000 to \$149,999	537	10.0%	1,877	10.2%	9,065	5.9%
HH Income \$100,000 to \$124,999	647	12.1%	2,649	14.3%	13,050	8.5%
HH Income \$75,000 to \$99,999	877	16.4%	3,021	16.4%	20,967	13.6%
HH Income \$50,000 to \$74,999	707	13.2%	2,683	14.5%	27,698	18.0%
HH Income \$35,000 to \$49,999	374	7.0%	1,429	7.7%	19,569	12.7%
HH Income \$25,000 to \$34,999	240	4.5%	798	4.3%	15,641	10.2%
HH Income \$15,000 to \$24,999	136	2.5%	639	3.5%	12,810	8.3%
HH Income \$10,000 to \$14,999	23	0.4%	206	1.1%	7,159	4.7%
HH Income Under \$10,000	152	2.8%	408	2.2%	8,698	5.7%
Household Vehicles (2024)						
Households 0 Vehicles Available	64	1.2%	530	2.9%	11,861	7.7%
Households 1 Vehicle Available	937	17.5%	3,642	19.7%	54,387	35.4%
Households 2 Vehicles Available	2,232	41.6%	8,178	44.3%	54,741	35.6%
Households 3 or More Vehicles Available	2,130	39.7%	6,120	33.1%	32,686	21.3%
Total Vehicles Available	12,837		41,169		276,730	
Average Vehicles per Household	2.4		2.2		1.8	
Owner-Occupied Household Vehicles	11,535	89.9%	36,853	89.5%	191,516	69.2%
Average Vehicles per Owner-Occupied Household	2.4		2.3		2.1	
Renter-Occupied Household Vehicles	1,302	10.1%	4,316	10.5%	85,214	30.8%
Average Vehicles per Renter-Occupied Household	2.0		1.6		1.3	
Travel Time (2024)						
Worker Base Age 16 years or Over	8,377		26,009		181,716	
Travel to Work in 14 Minutes or Less	2,006	23.9%	6,638	25.5%	58,225	32.0%
Travel to Work in 15 to 29 Minutes	3,420	40.8%	11,447	44.0%	82,518	45.4%
Travel to Work in 30 to 59 Minutes	1,628	19.4%	4,335	16.7%	21,657	11.9%
Travel to Work in 60 Minutes or More	237	2.8%	712	2.7%	5,037	2.8%
Work at Home	1,085	13.0%	2,877	11.1%	14,279	7.9%
Average Minutes Travel to Work	19.8		19.1		17.3	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Goddard, Kansas		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
Transportation To Work (2024)							
Worker Base Age 16 years or Over		8,377		26,009		181,716	
Drive to Work Alone		6,693	79.9%	20,703	79.6%	142,392	78.4%
Drive to Work in Carpool		526	6.3%	1,996	7.7%	17,943	9.9%
Travel to Work by Public Transportation		8	-	30	0.1%	1,154	0.6%
Drive to Work on Motorcycle		1	-	26	-	267	0.1%
Bicycle to Work		8	0.1%	78	0.3%	1,111	0.6%
Walk to Work		27	0.3%	146	0.6%	2,294	1.3%
Other Means		28	0.3%	152	0.6%	2,276	1.3%
Work at Home		1,085	13.0%	2,877	11.1%	14,279	7.9%
Daytime Demographics (2024)							
Total Businesses		280		1,169		11,816	
Total Employees		2,608		14,985		143,606	
Company Headquarter Businesses		12	4.2%	51	4.4%	543	4.6%
Company Headquarter Employees		246	9.4%	2,814	18.8%	24,781	17.3%
Employee Population per Business		9.3	to 1	12.8	to 1	12.2	to 1
Residential Population per Business		55.5	to 1	43.4	to 1	32.2	to 1
Adj. Daytime Demographics Age 16 Years or Over		6,250		28,366		258,076	
Labor Force							
Labor Population Age 16 Years or Over (2024)		11,642		39,036		297,164	
Labor Force Total Males (2024)		5,807	49.9%	19,523	50.0%	150,145	50.5%
Male Civilian Employed		4,146	71.4%	13,503	69.2%	96,945	64.6%
Male Civilian Unemployed		76	1.3%	341	1.7%	3,654	2.4%
Males in Armed Forces		14	0.2%	130	0.7%	1,158	0.8%
Males Not in Labor Force		1,570	27.0%	5,549	28.4%	48,389	32.2%
Labor Force Total Females (2024)		5,835	50.1%	19,513	50.0%	147,018	49.5%
Female Civilian Employed		3,839	65.8%	12,009	61.5%	84,457	57.4%
Female Civilian Unemployed		79	1.3%	227	1.2%	2,729	1.9%
Females in Armed Forces		-	-	12	-	134	-
Females Not in Labor Force		1,917	32.9%	7,264	37.2%	59,698	40.6%
Unemployment Rate		155	1.3%	568	1.5%	6,383	2.1%
Occupation (2024)							
Occupation Population Age 16 Years or Over		8,377		26,009		181,716	
Occupation Total Males		4,340	51.8%	13,744	52.8%	97,136	53.5%
Occupation Total Females		4,037	48.2%	12,265	47.2%	84,581	46.5%
Management, Business, Financial Operations		1,823	21.8%	5,287	20.3%	27,155	14.9%
Professional, Related		2,187	26.1%	7,326	28.2%	41,042	22.6%
Service		1,048	12.5%	2,850	11.0%	26,185	14.4%
Sales, Office		1,701	20.3%	5,692	21.9%	37,340	20.5%
Farming, Fishing, Forestry		22	0.3%	65	0.2%	982	0.5%
Construction, Extraction, Maintenance		570	6.8%	1,700	6.5%	16,200	8.9%
Production, Transport, Material Moving		1,027	12.3%	3,090	11.9%	32,811	18.1%
White Collar Workers		5,710	68.2%	18,305	70.4%	105,537	58.1%
Blue Collar Workers		2,666	31.8%	7,705	29.6%	76,179	41.9%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Goddard, Kansas		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
Units In Structure (2024)							
Total Units		5,363		18,469		153,675	
1 Detached Unit		4,826	90.0%	16,146	87.4%	105,181	68.4%
1 Attached Unit		124	2.3%	593	3.2%	7,023	4.6%
2 Units		56	1.0%	210	1.1%	5,445	3.5%
3 to 4 Units		28	0.5%	294	1.6%	7,030	4.6%
5 to 9 Units		29	0.5%	160	0.9%	4,678	3.0%
10 to 19 Units		21	0.4%	198	1.1%	8,232	5.4%
20 to 49 Units		45	0.8%	261	1.4%	5,207	3.4%
50 or More Units		31	0.6%	234	1.3%	5,737	3.7%
Mobile Home or Trailer		204	3.8%	373	2.0%	5,139	3.3%
Other Structure		-	-	-	-	4	-
Homes Built By Year (2024)							
Homes Built 2020 or later		412	7.2%	597	3.0%	3,577	2.2%
Homes Built 2010 to 2019		820	14.4%	2,058	10.5%	11,765	7.1%
Homes Built 2000 to 2009		1,842	32.3%	4,327	22.0%	17,337	10.4%
Homes Built 1990 to 1999		608	10.7%	3,009	15.3%	13,806	8.3%
Homes Built 1980 to 1989		409	7.2%	3,065	15.6%	17,922	10.8%
Homes Built 1970 to 1979		323	5.7%	1,790	9.1%	21,024	12.6%
Homes Built 1960 to 1969		320	5.6%	1,182	6.0%	13,272	8.0%
Homes Built 1950 to 1959		307	5.4%	1,378	7.0%	27,037	16.3%
Homes Built 1940 to 1949		94	1.7%	342	1.7%	10,736	6.5%
Homes Built Before 1939		229	4.0%	721	3.7%	17,199	10.3%
Median Age of Homes		30.8	yrs	36.3	yrs	50.4	yrs
Home Values (2024)							
Owner Specified Housing Units		4,709		15,837		89,824	
Home Values \$1,000,000 or More		13	0.3%	214	1.4%	792	0.9%
Home Values \$750,000 to \$999,999		111	2.4%	253	1.6%	1,544	1.7%
Home Values \$500,000 to \$749,999		258	5.5%	632	4.0%	3,045	3.4%
Home Values \$400,000 to \$499,999		447	9.5%	1,028	6.5%	4,443	4.9%
Home Values \$300,000 to \$399,999		1,152	24.5%	2,897	18.3%	10,064	11.2%
Home Values \$250,000 to \$299,999		579	12.3%	2,062	13.0%	8,349	9.3%
Home Values \$200,000 to \$249,999		581	12.3%	2,812	17.8%	11,382	12.7%
Home Values \$175,000 to \$199,999		352	7.5%	1,590	10.0%	5,908	6.6%
Home Values \$150,000 to \$174,999		478	10.2%	1,720	10.9%	8,983	10.0%
Home Values \$125,000 to \$149,999		158	3.4%	713	4.5%	6,123	6.8%
Home Values \$100,000 to \$124,999		210	4.5%	671	4.2%	8,518	9.5%
Home Values \$90,000 to \$99,999		67	1.4%	181	1.1%	2,980	3.3%
Home Values \$80,000 to \$89,999		43	0.9%	160	1.0%	3,648	4.1%
Home Values \$70,000 to \$79,999		39	0.8%	154	1.0%	3,060	3.4%
Home Values \$60,000 to \$69,999		29	0.6%	103	0.6%	2,767	3.1%
Home Values \$50,000 to \$59,999		43	0.9%	96	0.6%	1,786	2.0%
Home Values \$35,000 to \$49,999		30	0.6%	123	0.8%	1,770	2.0%
Home Values \$25,000 to \$34,999		13	0.3%	74	0.5%	925	1.0%
Home Values \$10,000 to \$24,999		41	0.9%	118	0.7%	1,667	1.9%
Home Values Under \$10,000		66	1.4%	236	1.5%	2,072	2.3%
Owner-Occupied Median Home Value		\$266,178		\$242,494		\$183,941	
Renter-Occupied Median Rent		\$1,206		\$1,026		\$734	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Goddard, Kansas			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Total Annual Consumer Expenditure (2024)								
Total Household Expenditure			\$464.63 M		\$1.56 B		\$9.62 B	
Total Non-Retail Expenditure			\$245.67 M		\$825.11 M		\$5.09 B	
Total Retail Expenditure			\$218.96 M		\$737.87 M		\$4.53 B	
Apparel			\$16.52 M		\$55.25 M		\$336.81 M	
Contributions			\$16.35 M		\$53.97 M		\$314.79 M	
Education			\$15.33 M		\$49.63 M		\$283.65 M	
Entertainment			\$27.23 M		\$91.03 M		\$542.15 M	
Food and Beverages			\$67.08 M		\$226.73 M		\$1.42 B	
Furnishings and Equipment			\$16.9 M		\$56.56 M		\$337.19 M	
Gifts			\$12.26 M		\$40.04 M		\$235.95 M	
Health Care			\$38.56 M		\$131.1 M		\$818.04 M	
Household Operations			\$18.65 M		\$62.36 M		\$377.12 M	
Miscellaneous Expenses			\$8.86 M		\$29.84 M		\$182.4 M	
Personal Care			\$6.25 M		\$21.05 M		\$129.19 M	
Personal Insurance			\$3.56 M		\$11.76 M		\$66.88 M	
Reading			\$1.04 M		\$3.48 M		\$21.13 M	
Shelter			\$96.88 M		\$326.36 M		\$2.04 B	
Tobacco			\$2.38 M		\$8.32 M		\$59.37 M	
Transportation			\$84.53 M		\$285.38 M		\$1.75 B	
Utilities			\$32.24 M		\$110.11 M		\$713.04 M	
Monthly Household Consumer Expenditure (2024)								
Total Household Expenditure			\$7,219		\$7,052		\$5,218	
Total Non-Retail Expenditure			\$3,817 52.9%		\$3,723 52.8%		\$2,760 52.9%	
Total Retail Expenditures			\$3,402 47.1%		\$3,329 47.2%		\$2,458 47.1%	
Apparel			\$257 3.6%		\$249 3.5%		\$183 3.5%	
Contributions			\$254 3.5%		\$243 3.5%		\$171 3.3%	
Education			\$238 3.3%		\$224 3.2%		\$154 2.9%	
Entertainment			\$423 5.9%		\$411 5.8%		\$294 5.6%	
Food and Beverages			\$1,042 14.4%		\$1,023 14.5%		\$768 14.7%	
Furnishings and Equipment			\$263 3.6%		\$255 3.6%		\$183 3.5%	
Gifts			\$190 2.6%		\$181 2.6%		\$128 2.5%	
Health Care			\$599 8.3%		\$592 8.4%		\$444 8.5%	
Household Operations			\$290 4.0%		\$281 4.0%		\$204 3.9%	
Miscellaneous Expenses			\$138 1.9%		\$135 1.9%		\$99 1.9%	
Personal Care			\$97 1.3%		\$95 1.3%		\$70 1.3%	
Personal Insurance			\$55 0.8%		\$53 0.8%		\$36 0.7%	
Reading			\$16 0.2%		\$16 0.2%		\$11 0.2%	
Shelter			\$1,505 20.9%		\$1,473 20.9%		\$1,107 21.2%	
Tobacco			\$37 0.5%		\$38 0.5%		\$32 0.6%	
Transportation			\$1,313 18.2%		\$1,288 18.3%		\$948 18.2%	
Utilities			\$501 6.9%		\$497 7.0%		\$387 7.4%	

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						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$10.11 M / \$496.93 K	95	\$33.75 M / \$33.33 M	1	\$205.11 M / \$167.21 M	18
Men's Clothing Stores	\$360.21 K / -	100	\$1.2 M / \$1.9 M	-37	\$7.27 M / \$9.39 M	-23
Women's Clothing Stores	\$1.56 M / \$129.63 K	92	\$5.21 M / \$1.46 M	72	\$31.54 M / \$31.32 M	1
Children's, Infants' Clothing Stores	\$640.7 K / -	100	\$2.14 M / \$1.65 M	23	\$13.34 M / \$13.14 M	1
Family Clothing Stores	\$4.13 M / -	100	\$13.79 M / \$22.4 M	-38	\$83.89 M / \$58.64 M	30
Clothing Accessory Stores	\$338.44 K / \$180.21 K	47	\$1.12 M / \$205.96 K	82	\$6.77 M / \$2.08 M	69
Other Apparel Stores	\$506.12 K / \$187.09 K	63	\$1.69 M / \$1.18 M	30	\$10.26 M / \$9.11 M	11
Shoe Stores	\$1.66 M / -	100	\$5.58 M / \$3.98 M	29	\$34.3 M / \$26.44 M	23
Jewelry Stores	\$854.79 K / -	100	\$2.79 M / \$556.88 K	80	\$16.45 M / \$16.39 M	0
Luggage Stores	\$64.3 K / -	100	\$214.99 K / -	100	\$1.3 M / \$686.37 K	47
Furniture, Home Furnishings Stores	\$5.1 M / \$100.44 K	98	\$17 M / \$9.68 M	43	\$100.58 M / \$76.56 M	24
Furniture Stores	\$3.17 M / \$100.44 K	97	\$10.53 M / \$9.45 M	10	\$62.03 M / \$61.08 M	2
Floor Covering Stores	\$543.94 K / -	100	\$1.81 M / \$228.73 K	87	\$10.52 M / \$9 M	14
Other Home Furnishing Stores	\$1.39 M / -	100	\$4.66 M / -	100	\$28.04 M / \$6.47 M	77
Electronics, Appliance Stores	\$3.75 M / \$627.98 K	83	\$12.58 M / \$7.34 M	42	\$76.05 M / \$64.04 M	16
Building Material, Garden Equipment, Supplies Dealers	\$12.34 M / \$4.72 M	62	\$41.37 M / \$56.2 M	-26	\$245.77 M / \$313.08 M	-21
Home Centers	\$5.8 M / \$90.31 K	98	\$19.45 M / \$35.14 M	-45	\$115.63 M / \$121.01 M	-4
Paint, Wallpaper Stores	\$429.86 K / \$508.78 K	-16	\$1.44 M / \$1.07 M	26	\$8.44 M / \$6.77 M	20
Hardware Stores	\$532.64 K / \$9.26 K	98	\$1.79 M / \$1.76 M	1	\$10.65 M / \$12.43 M	-14
Other Building Materials Stores	\$4.1 M / \$98.45 K	98	\$13.77 M / \$14.21 M	-3	\$81.78 M / \$136.25 M	-40
Outdoor Power Equipment Stores	\$197.69 K / \$648.78 K	-70	\$658.53 K / \$648.78 K	1	\$3.9 M / \$6.35 M	-39
Nursery, Garden Stores	\$1.28 M / \$3.36 M	-62	\$4.26 M / \$3.36 M	21	\$25.38 M / \$30.27 M	-16
Food, Beverage Stores	\$30.79 M / \$18.62 M	40	\$104.45 M / \$109.66 M	-5	\$662.16 M / \$491.63 M	26
Grocery Stores	\$27.41 M / \$17.77 M	35	\$93.04 M / \$104.89 M	-11	\$591.01 M / \$401.5 M	32
Convenience Stores	\$1.05 M / \$388.85 K	63	\$3.59 M / \$1.29 M	64	\$22.96 M / \$14.92 M	35
Meat Markets	\$309.55 K / -	100	\$1.05 M / \$174.21 K	83	\$6.76 M / \$28.43 M	-76
Fish, Seafood Markets	\$112.63 K / -	100	\$384.05 K / -	100	\$2.46 M / \$209.84 K	91
Fruit, Vegetable Markets	\$187.82 K / -	100	\$640.84 K / -	100	\$4.11 M / -	100
Other Specialty Food Markets	\$325.72 K / \$451	100	\$1.11 M / \$48.59 K	96	\$7.09 M / \$3.93 M	45
Liquor Stores	\$1.39 M / \$459.38 K	67	\$4.64 M / \$3.25 M	30	\$27.78 M / \$42.64 M	-35

Goddard, Kansas						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$7.78 M / \$334.64 K	96	\$26.32 M / \$15.41 M	41	\$163.74 M / \$138.51 M	15
Pharmacy, Drug Stores	\$6.51 M / \$332.31 K	95	\$22.01 M / \$13.74 M	38	\$137.12 M / \$118.86 M	13
Cosmetics, Beauty Stores	\$384.1 K / -	100	\$1.3 M / \$155.24 K	88	\$8.04 M / \$3.3 M	59
Optical Goods Stores	\$442.27 K / \$2.33 K	99	\$1.49 M / \$146.93 K	90	\$9.18 M / \$6.1 M	34
Other Health, Personal Care Stores	\$447.21 K / -	100	\$1.51 M / \$1.37 M	10	\$9.39 M / \$10.26 M	-8
Sporting Goods, Hobby, Book, Music Stores	\$3.95 M / \$225.24 K	94	\$13.12 M / \$2.73 M	79	\$77.01 M / \$89.06 M	-14
Sporting Goods Stores	\$2.21 M / -	100	\$7.31 M / \$1.69 M	77	\$42.07 M / \$49.59 M	-15
Hobby, Toy, Game Stores	\$601.21 K / -	100	\$2.01 M / \$256.29 K	87	\$12.21 M / \$5.66 M	54
Sewing, Needlecraft Stores	\$199.47 K / \$19.68 K	90	\$654.97 K / \$490.85 K	25	\$3.89 M / \$744.93 K	81
Musical Instrument Stores	\$163.16 K / -	100	\$552.53 K / \$34.57 K	94	\$3.48 M / \$7.14 M	-51
Book Stores	\$784.28 K / \$205.57 K	74	\$2.59 M / \$260.75 K	90	\$15.36 M / \$25.94 M	-41
General Merchandise Stores	\$31.08 M / \$34.72 M	-10	\$104.82 M / \$773.49 M	-86	\$650.51 M / \$1.16 B	-44
Department Stores	\$8.22 M / \$34.72 M	-76	\$27.58 M / \$61.59 M	-55	\$168.4 M / \$226.8 M	-26
Warehouse Superstores	\$19.79 M / -	100	\$66.92 M / \$705.88 M	-91	\$418.43 M / \$843.83 M	-50
Other General Merchandise Stores	\$3.06 M / -	100	\$10.32 M / \$6.03 M	42	\$63.68 M / \$93.99 M	-32
Miscellaneous Store Retailers	\$4.35 M / \$684.64 K	84	\$14.62 M / \$7.75 M	47	\$88.98 M / \$93.62 M	-5
Florists	\$158.85 K / \$149.96 K	6	\$529.79 K / \$361.57 K	32	\$3.14 M / \$2.08 M	34
Office, Stationary Stores	\$440.48 K / -	100	\$1.47 M / \$3.17 M	-54	\$8.84 M / \$20.26 M	-56
Gift, Souvenir Stores	\$521.89 K / \$22.47 K	96	\$1.75 M / \$684.57 K	61	\$10.65 M / \$5.26 M	51
Used Merchandise Stores	\$305.2 K / \$40.61 K	87	\$1.02 M / \$66.68 K	93	\$6.16 M / \$7.69 M	-20
Pet, Pet Supply Stores	\$1.79 M / -	100	\$6.02 M / \$1.36 M	77	\$36.12 M / \$35.49 M	2
Art Dealers	\$143.19 K / -	100	\$480.06 K / \$740.27 K	-35	\$2.91 M / \$2.13 M	27
Mobile Home Dealers	\$265.35 K / -	100	\$890.8 K / -	100	\$5.29 M / \$5.07 M	4
Other Miscellaneous Retail Stores	\$725.51 K / \$471.6 K	35	\$2.46 M / \$1.37 M	44	\$15.86 M / \$15.63 M	1
Non-Store Retailers	\$14.7 M / \$991.77 K	93	\$49.36 M / \$3.93 M	92	\$300 M / \$43.09 M	86
Mail Order, Catalog Stores	\$12.29 M / \$895.96 K	93	\$41.2 M / \$1.98 M	95	\$249.58 M / \$27.48 M	89
Vending Machines	\$315.69 K / -	100	\$1.07 M / \$1.78 M	-40	\$6.82 M / \$4.18 M	39
Fuel Dealers	\$1.18 M / -	100	\$3.99 M / -	100	\$24.52 M / \$9 M	63
Other Direct Selling Establishments	\$919.78 K / \$95.81 K	90	\$3.09 M / \$167.5 K	95	\$19.09 M / \$2.43 M	87

Retail Gap Report



Goddard, Kansas						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$28.38 M / \$14.29 M	50	\$95.23 M / \$63.13 M	34	\$577.61 M / \$500.88 M	13
Hotels, Other Travel Accommodations	\$1.57 M / \$72.96 K	95	\$5.25 M / \$8.6 M	-39	\$31.82 M / \$39.71 M	-20
RV Parks	\$14.9 K / \$12.16 K	18	\$49.57 K / \$12.16 K	75	\$301.4 K / \$61.59 K	80
Rooming, Boarding Houses	\$11.35 K / -	100	\$37.16 K / -	100	\$226.84 K / \$270.3 K	-16
Full Service Restaurants	\$16.61 M / \$5.74 M	65	\$55.74 M / \$30.23 M	46	\$338.06 M / \$252.93 M	25
Limited Service Restaurants	\$7.72 M / \$9 M	-14	\$25.9 M / \$22.88 M	12	\$157.06 M / \$186.79 M	-16
Special Food Services, Catering	\$2.46 M / \$18.12 K	99	\$8.26 M / \$2.83 M	66	\$50.14 M / \$24.54 M	51
Drinking Places	\$732.24 K / \$181.03 K	75	\$2.44 M / \$1.03 M	58	\$14.56 M / \$11.13 M	24
Gasoline Stations	\$22.16 M / \$14.35 M	35	\$75.62 M / \$31.69 M	58	\$482.21 M / \$439.85 M	9
Motor Vehicle, Parts Dealers	\$43.72 M / \$14.15 M	68	\$147.19 M / \$136.12 M	8	\$888.98 M / \$783.36 M	12
New Car Dealers	\$33.45 M / \$4.85 M	85	\$112.66 M / \$99.32 M	12	\$681.02 M / \$498.24 M	27
Used Car Dealers	\$3.46 M / \$409.87 K	88	\$11.63 M / \$4.03 M	65	\$70.24 M / \$98.59 M	-29
Recreational Vehicle Dealers	\$777.53 K / -	100	\$2.57 M / -	100	\$14.39 M / \$2.91 M	80
Motorcycle, Boat Dealers	\$1.61 M / \$163.4 K	90	\$5.34 M / \$18.43 M	-71	\$31.02 M / \$39.58 M	-22
Auto Parts, Accessories	\$2.65 M / \$8.46 M	-69	\$8.98 M / \$9.7 M	-7	\$55.33 M / \$62.57 M	-12
Tire Dealers	\$1.78 M / \$260.89 K	85	\$6.01 M / \$4.64 M	23	\$37 M / \$81.48 M	-55
2024 Population	15,559		50,757		380,194	
2029 Population	16,474		51,941		386,065	
% Population Change 2024-2029	5.9%		2.3%		1.5%	
2024 Adult Population Age 18+	11,080		37,445		286,671	
2024 Population Male	7,812		25,471		192,502	
2024 Population Female	7,747		25,286		187,692	
2024 Households	5,363		18,469		153,675	
2024 Median Household Income	107,678		101,982		67,414	
2024 Average Household Income	138,049		130,167		87,247	

Retail Potential

Retail Potential Profile



Goddard, Kansas	10 min	15 min	30 min
Drive Time	drive time	drive time	drive time
2024 Population	15,559	50,757	380,194
2029 Population	16,474	51,941	386,065
% Population Change 2020-2024	4.3%	-1.8%	1.6%
2024 Adult Population Age 18+	\$11,080	\$37,445	\$286,671
2024 Population Male	\$7,812	\$25,471	\$192,502
2024 Population Female	\$7,747	\$25,286	\$187,692
2024 Households	\$5,363	\$18,469	\$153,675
2024 Median Household Income	\$107,678	\$101,982	\$67,414
2024 Average Household Income	\$138,049	\$130,167	\$87,247
Clothing, Clothing Accessories Stores	\$10.11 M	\$33.75 M	\$205.11 M
Men's Clothing Stores	\$360.21 K	\$1.2 M	\$7.27 M
Women's Clothing Stores	\$1.56 M	\$5.21 M	\$31.54 M
Children's, Infants' Clothing Stores	\$640.7 K	\$2.14 M	\$13.34 M
Family Clothing Stores	\$4.13 M	\$13.79 M	\$83.89 M
Clothing Accessory Stores	\$338.44 K	\$1.12 M	\$6.77 M
Other Apparel Stores	\$506.12 K	\$1.69 M	\$10.26 M
Shoe Stores	\$1.66 M	\$5.58 M	\$34.3 M
Jewelry Stores	\$854.79 K	\$2.79 M	\$16.45 M
Luggage Stores	\$64.3 K	\$214.99 K	\$1.3 M
Furniture, Home Furnishings Stores	\$5.1 M	\$17 M	\$100.58 M
Furniture Stores	\$3.17 M	\$10.53 M	\$62.03 M
Floor Covering Stores	\$543.94 K	\$1.81 M	\$10.52 M
Other Home Furnishing Stores	\$1.39 M	\$4.66 M	\$28.04 M
Electronics, Appliance Stores	\$3.75 M	\$12.58 M	\$76.05 M
Gasoline Stations	\$22.16 M	\$75.62 M	\$482.21 M
Building Material, Garden Equipment, Supplies Dealers	\$12.34 M	\$41.37 M	\$245.77 M
Home Centers	\$5.8 M	\$19.45 M	\$115.63 M
Paint, Wallpaper Stores	\$429.86 K	\$1.44 M	\$8.44 M
Hardware Stores	\$532.64 K	\$1.79 M	\$10.65 M
Other Building Materials Stores	\$4.1 M	\$13.77 M	\$81.78 M
Outdoor Power Equipment Stores	\$197.69 K	\$658.53 K	\$3.9 M
Nursery, Garden Stores	\$1.28 M	\$4.26 M	\$25.38 M
Food, Beverage Stores	\$30.79 M	\$104.45 M	\$662.16 M
Grocery Stores	\$27.41 M	\$93.04 M	\$591.01 M
Convenience Stores	\$1.05 M	\$3.59 M	\$22.96 M
Meat Markets	\$309.55 K	\$1.05 M	\$6.76 M
Fish, Seafood Markets	\$112.63 K	\$384.05 K	\$2.46 M
Fruit, Vegetable Markets	\$187.82 K	\$640.84 K	\$4.11 M
Other Specialty Food Markets	\$325.72 K	\$1.11 M	\$7.09 M
Liquor Stores	\$1.39 M	\$4.64 M	\$27.78 M

Retail Potential Profile



Goddard, Kansas			
Drive Time	10 min drive time	15 min drive time	30 min drive time
Health, Personal Care Stores	\$7.78 M	\$26.32 M	\$163.74 M
Pharmacy, Drug Stores	\$6.51 M	\$22.01 M	\$137.12 M
Cosmetics, Beauty Stores	\$384.1 K	\$1.3 M	\$8.04 M
Optical Goods Stores	\$442.27 K	\$1.49 M	\$9.18 M
Other Health, Personal Care Stores	\$447.21 K	\$1.51 M	\$9.39 M
Sporting Goods, Hobby, Book, Music Stores	\$3.95 M	\$13.12 M	\$77.01 M
Sporting Goods Stores	\$2.21 M	\$7.31 M	\$42.07 M
Hobby, Toy, Game Stores	\$601.21 K	\$2.01 M	\$12.21 M
Sewing, Needlecraft Stores	\$199.47 K	\$654.97 K	\$3.89 M
Musical Instrument Stores	\$163.16 K	\$552.53 K	\$3.48 M
Book Stores	\$784.28 K	\$2.59 M	\$15.36 M
General Merchandise Stores	\$31.08 M	\$104.82 M	\$650.51 M
Department Stores	\$8.22 M	\$27.58 M	\$168.4 M
Warehouse Superstores	\$19.79 M	\$66.92 M	\$418.43 M
Other General Merchandise Stores	\$3.06 M	\$10.32 M	\$63.68 M
Miscellaneous Store Retailers	\$4.35 M	\$14.62 M	\$88.98 M
Florists	\$158.85 K	\$529.79 K	\$3.14 M
Office, Stationary Stores	\$440.48 K	\$1.47 M	\$8.84 M
Gift, Souvenir Stores	\$521.89 K	\$1.75 M	\$10.65 M
Used Merchandise Stores	\$305.2 K	\$1.02 M	\$6.16 M
Pet, Pet Supply Stores	\$1.79 M	\$6.02 M	\$36.12 M
Art Dealers	\$143.19 K	\$480.06 K	\$2.91 M
Mobile Home Dealers	\$265.35 K	\$890.8 K	\$5.29 M
Other Miscellaneous Retail Stores	\$725.51 K	\$2.46 M	\$15.86 M
Non-Store Retailers	\$14.7 M	\$49.36 M	\$300 M
Mail Order, Catalog Stores	\$12.29 M	\$41.2 M	\$249.58 M
Vending Machines	\$315.69 K	\$1.07 M	\$6.82 M
Fuel Dealers	\$1.18 M	\$3.99 M	\$24.52 M
Other Direct Selling Establishments	\$919.78 K	\$3.09 M	\$19.09 M
Accommodation, Food Services	\$29.12 M	\$97.68 M	\$592.17 M
Hotels, Other Travel Accommodations	\$1.57 M	\$5.25 M	\$31.82 M
RV Parks	\$14.9 K	\$49.57 K	\$301.4 K
Rooming, Boarding Houses	\$11.35 K	\$37.16 K	\$226.84 K
Full Service Restaurants	\$16.61 M	\$55.74 M	\$338.06 M
Limited Service Restaurants	\$7.72 M	\$25.9 M	\$157.06 M
Special Food Services, Catering	\$2.46 M	\$8.26 M	\$50.14 M
Drinking Places	\$732.24 K	\$2.44 M	\$14.56 M
Motor Vehicle, Parts Dealers	\$43.72 M	\$147.19 M	\$888.98 M
New Car Dealers	\$33.45 M	\$112.66 M	\$681.02 M
Used Car Dealers	\$3.46 M	\$11.63 M	\$70.24 M
Recreational Vehicle Dealers	\$777.53 K	\$2.57 M	\$14.39 M
Motorcycle, Boat Dealers	\$1.61 M	\$5.34 M	\$31.02 M
Auto Parts, Accessories	\$2.65 M	\$8.98 M	\$55.33 M
Tire Dealers	\$1.78 M	\$6.01 M	\$37 M

Income Summary

Income Summary Report



Goddard, Kansas		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
Population							
Estimated Population (2024)		15,559		50,757		380,194	
Projected Population (2029)		16,474		51,941		386,065	
Census Population (2020)		14,922		51,689		374,036	
Census Population (2010)		12,797		47,201		364,354	
<i>Projected Annual Growth (2024 to 2029)</i>		915	1.2%	1,184	0.5%	5,872	0.3%
<i>Historical Annual Growth (2020 to 2024)</i>		637	1.0%	-932	-0.5%	6,157	0.4%
<i>Historical Annual Growth (2010 to 2020)</i>		2,125	1.7%	4,489	1.0%	9,682	0.3%
Households							
Estimated Households (2024)		5,363		18,469		153,675	
Projected Households (2029)		5,736		19,040		157,585	
Census Households (2020)		5,037		18,354		147,724	
Census Households (2010)		4,291		16,668		142,612	
<i>Projected Annual Growth (2024 to 2029)</i>		373	1.4%	571	0.6%	3,909	0.5%
<i>Historical Annual Growth (2020 to 2024)</i>		327	1.6%	116	0.2%	5,951	1.0%
<i>Historical Annual Growth (2010 to 2020)</i>		745	1.7%	1,686	1.0%	5,112	0.4%
Average Household Income							
Estimated Average Household Income (2024)		\$138,049		\$130,167		\$87,247	
Projected Average Household Income (2029)		\$142,113		\$135,234		\$90,166	
Census Average Household Income (2020)		\$79,608		\$82,421		\$54,780	
Census Average Household Income (2010)		\$63,624		\$70,153		\$48,459	
<i>Projected Annual Growth (2024 to 2029)</i>		\$4,065	0.6%	\$5,067	0.8%	\$2,919	0.7%
<i>Historical Annual Growth (2020 to 2024)</i>		\$58,440	5.2%	\$47,746	4.1%	\$32,467	4.2%
<i>Historical Annual Growth (2010 to 2020)</i>		\$15,984	2.5%	\$12,268	1.7%	\$6,321	1.3%
Median Household Income							
Estimated Median Household Income (2024)		\$107,678		\$101,982		\$67,414	
Projected Median Household Income (2029)		\$110,350		\$104,340		\$68,561	
Census Median Household Income (2020)		\$71,355		\$72,942		\$47,193	
Census Median Household Income (2010)		\$55,806		\$61,876		\$41,405	
<i>Projected Annual Growth (2024 to 2029)</i>		\$2,672	0.5%	\$2,358	0.5%	\$1,147	0.3%
<i>Historical Annual Growth (2020 to 2024)</i>		\$36,323	3.6%	\$29,040	2.8%	\$20,221	3.1%
<i>Historical Annual Growth (2010 to 2020)</i>		\$15,549	2.8%	\$11,067	1.8%	\$5,789	1.4%
Per Capita Income							
Estimated Per Capita Income (2024)		\$47,737		\$47,526		\$35,471	
Projected Per Capita Income (2029)		\$49,625		\$49,730		\$37,007	
Census Per Capita Income (2020)		\$26,672		\$29,101		\$21,440	
Census Per Capita Income (2010)		\$21,005		\$23,646		\$19,190	
<i>Projected Annual Growth (2024 to 2029)</i>		\$1,887	0.8%	\$2,204	0.9%	\$1,536	0.9%
<i>Historical Annual Growth (2020 to 2024)</i>		\$21,066	5.6%	\$18,425	4.5%	\$14,031	4.7%
<i>Historical Annual Growth (2010 to 2020)</i>		\$5,666	2.7%	\$5,455	2.3%	\$2,250	1.2%
Other Income							
Estimated Families (2024)		4,239		12,575		83,157	
Estimated Average Family Income (2024)		\$150,668		\$150,115		\$109,043	
Estimated Median Family Income (2024)		\$119,605		\$116,090		\$87,351	
Estimated Average Household Net Worth (2024)		\$1,315,253		\$1,226,116		\$734,972	

Consumer Expenditure Summary

Consumer Expenditure Summary



Goddard, Kansas						
Drive Time	10 min drive time	15 min drive time	15 min drive time	15 min drive time	30 min drive time	30 min drive time
Estimated Population		15,559		50,757		380,194
Estimated Households		5,363		18,469		153,675
Household Expenditure		\$464.63 M		\$1.56 B		\$9.62 B
Per Household ~ Per Capita	\$86,629	\$29,863	\$84,626	\$30,793	\$62,613	\$25,308
Non-Retail Expenditures	\$245.67 M	52.9%	\$825.11 M	52.8%	\$5.09 B	52.9%
Per Household ~ Per Capita	\$45,804	\$15,790	\$44,675	\$16,256	\$33,114	\$13,385
Retail Expenditures	\$218.96 M	47.1%	\$737.87 M	47.2%	\$4.53 B	47.1%
Per Household ~ Per Capita	\$40,824	\$14,073	\$39,951	\$14,537	\$29,499	\$11,924
Apparel	\$16.52 M	3.6%	\$55.25 M	3.5%	\$336.81 M	3.5%
Per Household ~ Per Capita	\$3,081	\$1,062	\$2,991	\$1,088	\$2,192	\$886
Contributions	\$16.35 M	3.5%	\$53.97 M	3.5%	\$314.79 M	3.3%
Per Household ~ Per Capita	\$3,048	\$1,051	\$2,922	\$1,063	\$2,048	\$828
Education	\$15.33 M	3.3%	\$49.63 M	3.2%	\$283.65 M	2.9%
Per Household ~ Per Capita	\$2,859	\$986	\$2,687	\$978	\$1,846	\$746
Entertainment	\$27.23 M	5.9%	\$91.03 M	5.8%	\$542.15 M	5.6%
Per Household ~ Per Capita	\$5,076	\$1,750	\$4,929	\$1,793	\$3,528	\$1,426
Food, Beverages	\$67.08 M	14.4%	\$226.73 M	14.5%	\$1.42 B	14.7%
Per Household ~ Per Capita	\$12,507	\$4,312	\$12,276	\$4,467	\$9,217	\$3,725
Furnishings, Equipment	\$16.9 M	3.6%	\$56.56 M	3.6%	\$337.19 M	3.5%
Per Household ~ Per Capita	\$3,151	\$1,086	\$3,063	\$1,114	\$2,194	\$887
Gifts	\$12.26 M	2.6%	\$40.04 M	2.6%	\$235.95 M	2.5%
Per Household ~ Per Capita	\$2,286	\$788	\$2,168	\$789	\$1,535	\$621
Health Care	\$38.56 M	8.3%	\$131.1 M	8.4%	\$818.04 M	8.5%
Per Household ~ Per Capita	\$7,190	\$2,479	\$7,099	\$2,583	\$5,323	\$2,152
Household Operations	\$18.65 M	4.0%	\$62.36 M	4.0%	\$377.12 M	3.9%
Per Household ~ Per Capita	\$3,478	\$1,199	\$3,376	\$1,229	\$2,454	\$992
Miscellaneous Expenses	\$8.86 M	1.9%	\$29.84 M	1.9%	\$182.4 M	1.9%
Per Household ~ Per Capita	\$1,652	\$570	\$1,616	\$588	\$1,187	\$480
Personal Care	\$6.25 M	1.3%	\$21.05 M	1.3%	\$129.19 M	1.3%
Per Household ~ Per Capita	\$1,165	\$402	\$1,140	\$415	\$841	\$340
Personal Insurance	\$3.56 M	0.8%	\$11.76 M	0.8%	\$66.88 M	0.7%
Per Household ~ Per Capita	\$664	\$229	\$637	\$232	\$435	\$176
Reading	\$1.04 M	0.2%	\$3.48 M	0.2%	\$21.13 M	0.2%
Per Household ~ Per Capita	\$193	\$67	\$189	\$69	\$138	\$56
Shelter	\$96.88 M	20.9%	\$326.36 M	20.9%	\$2.04 B	21.2%
Per Household ~ Per Capita	\$18,063	\$6,227	\$17,670	\$6,430	\$13,279	\$5,367
Tobacco	\$2.38 M	0.5%	\$8.32 M	0.5%	\$59.37 M	0.6%
Per Household ~ Per Capita	\$445	\$153	\$451	\$164	\$386	\$156
Transportation	\$84.53 M	18.2%	\$285.38 M	18.3%	\$1.75 B	18.2%
Per Household ~ Per Capita	\$15,760	\$5,433	\$15,452	\$5,623	\$11,371	\$4,596
Utilities	\$32.24 M	6.9%	\$110.11 M	7.0%	\$713.04 M	7.4%
Per Household ~ Per Capita	\$6,011	\$2,072	\$5,962	\$2,169	\$4,640	\$1,875

Consumer Expenditure Trend



Goddard, Kansas						
Drive Time		10 min drive time	15 min drive time	30 min drive time		
Population / Households (2024)						
Estimated Population		15,559	50,757	380,194		
Estimated Households		5,363	18,469	153,675		
Total Annual Consumer Expenditure (2024)						
Total Household Expenditure		\$464.63 M	\$1.56 B	\$9.62 B		
Total Non-Retail Expenditure		\$245.67 M	\$825.11 M	\$5.09 B		
Total Retail Expenditure		\$218.96 M	\$737.87 M	\$4.53 B		
Apparel		\$16.52 M	\$55.25 M	\$336.81 M		
Contributions		\$16.35 M	\$53.97 M	\$314.79 M		
Education		\$15.33 M	\$49.63 M	\$283.65 M		
Entertainment		\$27.23 M	\$91.03 M	\$542.15 M		
Food and Beverages		\$67.08 M	\$226.73 M	\$1.42 B		
Furnishings and Equipment		\$16.9 M	\$56.56 M	\$337.19 M		
Gifts		\$12.26 M	\$40.04 M	\$235.95 M		
Health Care		\$38.56 M	\$131.1 M	\$818.04 M		
Household Operations		\$18.65 M	\$62.36 M	\$377.12 M		
Miscellaneous Expenses		\$8.86 M	\$29.84 M	\$182.4 M		
Personal Care		\$6.25 M	\$21.05 M	\$129.19 M		
Personal Insurance		\$3.56 M	\$11.76 M	\$66.88 M		
Reading		\$1.04 M	\$3.48 M	\$21.13 M		
Shelter		\$96.88 M	\$326.36 M	\$2.04 B		
Tobacco		\$2.38 M	\$8.32 M	\$59.37 M		
Transportation		\$84.53 M	\$285.38 M	\$1.75 B		
Utilities		\$32.24 M	\$110.11 M	\$713.04 M		
Monthly Household Consumer Expenditure (2024)						
Total Household Expenditure		\$7,219	\$7,052	\$5,218		
Total Non-Retail Expenditure		\$3,817	52.9%	\$3,723	52.8%	\$2,760 52.9%
Total Retail Expenditure		\$3,402	47.1%	\$3,329	47.2%	\$2,458 47.1%
Apparel		\$257	3.6%	\$249	3.5%	\$183 3.5%
Contributions		\$254	3.5%	\$243	3.5%	\$171 3.3%
Education		\$238	3.3%	\$224	3.2%	\$154 2.9%
Entertainment		\$423	5.9%	\$411	5.8%	\$294 5.6%
Food and Beverages		\$1,042	14.4%	\$1,023	14.5%	\$768 14.7%
Furnishings and Equipment		\$263	3.6%	\$255	3.6%	\$183 3.5%
Gifts		\$190	2.6%	\$181	2.6%	\$128 2.5%
Health Care		\$599	8.3%	\$592	8.4%	\$444 8.5%
Household Operations		\$290	4.0%	\$281	4.0%	\$204 3.9%
Miscellaneous Expenses		\$138	1.9%	\$135	1.9%	\$99 1.9%
Personal Care		\$97	1.3%	\$95	1.3%	\$70 1.3%
Personal Insurance		\$55	0.8%	\$53	0.8%	\$36 0.7%
Reading		\$16	0.2%	\$16	0.2%	\$11 0.2%
Shelter		\$1,505	20.9%	\$1,473	20.9%	\$1,107 21.2%
Tobacco		\$37	0.5%	\$38	0.5%	\$32 0.6%
Transportation		\$1,313	18.2%	\$1,288	18.3%	\$948 18.2%
Utilities		\$501	6.9%	\$497	7.0%	\$387 7.4%

Consumer Expenditure Trend



Goddard, Kansas	10 min drive	15 min drive	30 min drive
Drive Time	time	time	time
Population / Households (2029)			
Projected Population	16,474	51,941	386,065
Projected Households	5,736	19,040	157,585
Total Annual Consumer Expenditure (2029)			
Total Household Expenditure	\$490.05 M	\$1.63 B	\$10.01 B
Total Non-Retail Expenditure	\$259.33 M	\$861.49 M	\$5.3 B
Total Retail Expenditure	\$230.72 M	\$768.66 M	\$4.71 B
Apparel	\$17.44 M	\$57.67 M	\$350.78 M
Contributions	\$17.31 M	\$56.47 M	\$328.32 M
Education	\$16.25 M	\$52.07 M	\$296.4 M
Entertainment	\$28.71 M	\$94.9 M	\$564.09 M
Food and Beverages	\$70.69 M	\$236.26 M	\$1.47 B
Furnishings and Equipment	\$17.82 M	\$58.94 M	\$350.68 M
Gifts	\$13.01 M	\$42.02 M	\$246.32 M
Health Care	\$40.61 M	\$136.3 M	\$850.03 M
Household Operations	\$19.7 M	\$65.09 M	\$392.75 M
Miscellaneous Expenses	\$9.35 M	\$31.15 M	\$189.88 M
Personal Care	\$6.59 M	\$21.95 M	\$134.42 M
Personal Insurance	\$3.76 M	\$12.24 M	\$69.59 M
Reading	\$1.1 M	\$3.64 M	\$22.01 M
Shelter	\$102.31 M	\$341.2 M	\$2.13 B
Tobacco	\$2.5 M	\$8.65 M	\$61.62 M
Transportation	\$88.99 M	\$297.06 M	\$1.82 B
Utilities	\$33.92 M	\$114.56 M	\$741.04 M
Consumer Expenditure Growth (2024 to 2029)			
Total Household Expenditure	\$25.42 M	\$67.17 M	\$391.02 M
Total Non-Retail Expenditure	\$13.66 M	\$36.38 M	\$209.86 M
Total Retail Expenditure	\$11.76 M	\$30.79 M	\$181.15 M
Apparel	\$917.48 K	\$2.43 M	\$13.97 M
Contributions	\$958.08 K	\$2.5 M	\$13.52 M
Education	\$920.55 K	\$2.44 M	\$12.74 M
Entertainment	\$1.49 M	\$3.87 M	\$21.94 M
Food and Beverages	\$3.61 M	\$9.52 M	\$56.94 M
Furnishings and Equipment	\$916.3 K	\$2.37 M	\$13.49 M
Gifts	\$755.88 K	\$1.98 M	\$10.37 M
Health Care	\$2.04 M	\$5.19 M	\$31.99 M
Household Operations	\$1.05 M	\$2.74 M	\$15.63 M
Miscellaneous Expenses	\$485.94 K	\$1.31 M	\$7.48 M
Personal Care	\$340.14 K	\$895.81 K	\$5.23 M
Personal Insurance	\$195.17 K	\$480.43 K	\$2.7 M
Reading	\$58.87 K	\$152.34 K	\$874.65 K
Shelter	\$5.43 M	\$14.85 M	\$85.03 M
Tobacco	\$114.96 K	\$324.8 K	\$2.25 M
Transportation	\$4.46 M	\$11.68 M	\$68.86 M
Utilities	\$1.68 M	\$4.44 M	\$28 M

Crime Risk

Goddard, Kansas	10 min drive time	15 min drive time	30 min drive time
Drive Time			
Demographics			
Population	15,559	50,757	380,194
Census Population	14,922	51,689	374,036
Households	5,363	18,469	153,675
Average Household Income	\$138,049	\$130,167	\$87,247
Median Household Income	\$107,678	\$101,982	\$67,414
Per Capita Income	\$47,737	\$47,526	\$35,471
Total Crime			
Crime Index	66	127	218
Crime Level	Below Average	Above Average	Very High
Personal Crime			
Crime Index	57	111	255
Crime Level	Low Risk	Average	Very High
Murder			
Crime Index	26	46	136
Crime Level	Very Low	Low Risk	Above Average
Rape			
Crime Index	197	175	202
Crime Level	Very High	High Risk	Very High
Robbery			
Crime Index	18	80	148
Crime Level	Very Low	Below Average	Above Average
Assault			
Crime Index	49	112	299
Crime Level	Low Risk	Average	Very High
Property Crime			
Crime Index	68	130	211
Crime Level	Below Average	Above Average	Very High
Burglary			
Crime Index	31	93	210
Crime Level	Low Risk	Average	Very High
Larceny			
Crime Index	82	144	211
Crime Level	Below Average	Above Average	Very High
Motor Vehicle Theft			
Crime Index	32	94	210
Crime Level	Low Risk	Average	Very High

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Void Analysis



Goddard, Kansas	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Auto Parts Tires			
AAMCO	4 / 0	5,000	
Advance Auto Parts	5 / 0	9,400	
AutoZone	12 / 1	6,600	
Caliber Collision	1 / 0	15,100	
Crash Champions	3 / 0	11,700	
Discount Tire	2 / 0	7,900	
Firestone	4 / 0	9,000	
Gerber Collision & Glass	6 / 0	10,500	
Jiffy Lube	7 / 0	2,500	
Meineke	3 / 0	3,400	
Midas	2 / 0	4,800	
NAPA	1 / 0	6,200	
O'Reilly	14 / 1	8,500	
Quick Lane	2 / 0	7,400	
Take 5 Oil Change	1 / 0	2,100	
Tires Plus	1 / 0	6,600	
Valvoline Instant Oil Change	1 / 0	3,400	
Banks			
Bank of America	7 / 0	5,000	
BMO Harris Bank	2 / 0	5,400	
Commerce Bank	6 / 0	5,000	
JRMB	2 / 0	4,600	
Simmons First National Bank	1 / 0	5,700	
UMB Bank	2 / 0	6,900	
Wells Fargo	2 / 0	3,500	
Banks Minor			
Bank	79 / 2		
Book Stores			
Half Price Books	1 / 0	9,200	
Car Washes			
Club Car Wash	6 / 0	5,500	
Take 5 Car Wash	1 / 0	5,900	
Tommy's Express Car Wash	2 / 0	6,000	
Zips Car Wash	3 / 0	4,900	
Clothing Apparel			
Aerie	1 / 0	3,900	

Goddard, Kansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Aeropostale	1 / 0	3,700	
	American Eagle Outfitters	1 / 0	6,100	
	Buckle	2 / 0	5,100	
	Carters	2 / 0	5,200	
	Cato	1 / 0	5,000	
	Citi Trends	1 / 0	14,600	
	Coach	1 / 0	4,900	
	Eddie Bauer	1 / 0	5,700	
	Express	1 / 0	7,900	
	Forever 21	1 / 0	18,500	
	H And M	1 / 0	16,200	
	Hollister Co.	1 / 0	6,600	
	Hot Topic	2 / 0	1,700	
	Lane Bryant	2 / 0	6,000	
	maurices	2 / 0	6,000	
	Men's Wearhouse	2 / 0	6,100	
	Old Navy	2 / 0	18,000	
	PacSun	1 / 0	4,100	
	Rainbow	1 / 0	9,100	
	Rue21	1 / 0	5,600	
	The Childrens Place	1 / 0	4,700	
	Tilly's	1 / 0	7,900	
	Torrid	1 / 0	3,000	
	Victoria's Secret	1 / 0	6,000	
Computers Electronic				
	Best Buy	1 / 0	35,600	
Convenience Stores				
	Caseys General Store	8 / 0	3,200	
	Conoco	5 / 0	2,500	
	Murphy USA	1 / 1	2,100	
	Phillips 66	13 / 0	2,500	
	QuikTrip	29 / 0	4,800	
	Valero	3 / 0	3,200	
Craft Fabric Stores				
	Hobby Lobby	1 / 0	68,500	
	Jo-Ann	1 / 0	24,300	
	Michaels	1 / 0	23,600	

Goddard, Kansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
Dealerships				
	Cadillac	1 / 0		
	Chevrolet	4 / 0		
	Chrysler	2 / 0		
	Dodge	2 / 0		
	FIAT	1 / 0		
	Ford	3 / 0		
	GMC	1 / 0		
	Honda	1 / 0		
	Hyundai	1 / 0		
	Jeep	2 / 0		
	Kia	1 / 0		
	Lincoln	1 / 0		
	Mazda	1 / 0		
	Mitsubishi	1 / 0		
	Nissan	1 / 0		
	RAM	2 / 0		
	Subaru	1 / 0		
	Toyota	1 / 0		
	Volkswagen	1 / 0		
Dental				
	Affordable Dentures	1 / 0	4,100	
	Smile Brands Group	1 / 0	3,500	
Department Stores				
	Dillard's	2 / 0	92,400	
	JCPenney	2 / 0	75,000	
Discount Department Stores				
	Burlington Coat Factory	2 / 0	70,500	
	David's Bridal	1 / 0	10,000	
	Kohl's	1 / 0	84,200	
	Marshalls	1 / 0	28,500	
	Ollies Bargain Outlet	2 / 0	30,000	
	Ross	3 / 0	28,300	
	Target	2 / 0	113,100	
	TJ Maxx	2 / 0	33,400	
	Wal-Mart Supercenter	6 / 1	189,700	
Dollar Stores				

Goddard, Kansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Big Lots	1 / 0	31,200	
	Dollar General	31 / 0	9,600	
	Dollar Tree	15 / 0	11,800	
	Family Dollar	8 / 0	9,400	
	Five Below	2 / 0	10,000	
Drug Stores				
	CVS	6 / 0	13,400	
	GNC	1 / 0	1,700	
	Walgreens	13 / 0	14,800	
Education				
	College	4 / 0		
	Cosmetology and Barber	3 / 0		
	Day Care	180 / 3		
	High School	17 / 1		
	High School (Private)	2 / 0		
	PK - 8	103 / 6		
	PK - 8 (Private)	24 / 1		
	Trade Schools	1 / 0		
Entertainment				
	Bowlero	1 / 0	41,100	
	Regal	1 / 0	49,000	
	Round 1	1 / 0	51,100	
	Theatres	7 / 0		
EV Charging Stations				
	ChargePoint	5 / 0		
	Electrify America	1 / 0		
	Independent	7 / 0		
	Tesla	2 / 0		
Eyewear				
	LensCrafters	2 / 0	4,600	
	Visionworks	1 / 0	3,800	
Fitness				
	Anytime Fitness	1 / 0	5,100	
	Fit Body Boot Camp	1 / 0	3,600	
	Orangetheory Fitness	2 / 0	3,700	
	Planet Fitness	4 / 0	24,600	
	YMCA	7 / 0	41,600	

Goddard, Kansas	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Furniture Household			
Aarons	1 / 0	9,000	
Ashley Furniture	2 / 0	42,700	
At Home	1 / 0	121,000	
HomeGoods	1 / 0	30,400	
Kirklands	1 / 0	8,900	
Rent A Center	6 / 0	5,700	
Slumberland	2 / 0	37,400	
Grocery Stores			
ALDI	4 / 0	16,600	
Dillon	14 / 0	48,500	
Natural Grocers	1 / 0	17,400	
Neighborhood Market	3 / 0	55,400	
Thriftway Stores	1 / 0	14,300	
Health Beauty			
Bath & Body Works	3 / 0	3,800	
Claire's	3 / 0	1,300	
Fantastic Sams	3 / 0	2,400	
Great Clips	9 / 0	1,900	
Sally Beauty Supply	2 / 0	2,300	
Sephora	1 / 0	5,700	
Sport Clips	4 / 0	1,400	
ULTA	2 / 0	11,300	
Health Care			
Allergy and Immunology	1 / 0		
Anesthesiology	11 / 0		
Audiologist	7 / 0		
Cardiac Electrophysiology	5 / 0		
Cardiac Surgery	1 / 0		
Cardiovascular Disease	16 / 0		
Certified Nurse Midwife	1 / 0		
Certified Registered Nurse Anesthetist	11 / 0		
Chiropractic	48 / 2		
Clinical Nurse Specialist	6 / 0		
Clinical Psychologist	23 / 0		
Clinical Social Worker	47 / 0		
Colorectal Surgery	3 / 0		

Goddard, Kansas	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Critical Care	6 / 0		
Dermatology	3 / 0		
Diagnostic Radiology	8 / 0		
Dialysis Centers	7 / 0		
Emergency Medicine	5 / 0		
Endocrinology	2 / 0		
Family Practice	51 / 0		
Gastroenterology	2 / 0		
General Practice	1 / 0		
General Surgery	14 / 0		
Geriatric Medicine	2 / 0		
Geriatric Psychiatry	2 / 0		
Hand Surgery	1 / 0		
Hematology and Oncology	2 / 0		
Hospitalist	7 / 0		
Infectious Disease	2 / 0		
Internal Medicine	31 / 0		
Interventional Cardiology	6 / 0		
Interventional Radiology	1 / 0		
Maxillofacial Surgery	2 / 0		
Nephrology	13 / 0		
Neurology	4 / 0		
Neurosurgery	4 / 0		
Nurse Practitioner	87 / 0		
Obstetrics and Gynecology	13 / 0		
Occupational Therapy	9 / 0		
Ophthalmology	6 / 0		
Optometry	46 / 1		
Oral Surgery	1 / 0		
Orthopedic Surgery	9 / 0		
Osteopathic Manipulative Medicine	1 / 0		
Otolaryngology	6 / 0		
Pain Management	3 / 0		
Pathology	4 / 0		
Pediatric Medicine	13 / 0		
Physical Medicine and Rehabilitation	5 / 0		
Physical Therapy	29 / 1		

Goddard, Kansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Physician Assistant	59 / 0		
	Plastic and Reconstructive Surgery	4 / 0		
	Podiatry	14 / 1		
	Psychiatry	20 / 0		
	Pulmonary Disease	5 / 0		
	Radiation Oncology	5 / 0		
	Registered Dietitian or Nutrition Professional	5 / 0		
	Rheumatology	3 / 0		
	Sleep Laboratory and Medicine	1 / 0		
	Speech Language Pathologist	4 / 0		
	Sports Medicine	4 / 0		
	Surgical Oncology	1 / 0		
	Urgent Care	3 / 0		
	Urology	4 / 0		
	Vascular Surgery	1 / 0		
Home Improvement				
	ABC Supply Co. Inc.	2 / 0	40,000	
	Ace Hardware	8 / 1	16,200	
	Do It Best	3 / 0	16,200	
	Floor & Decor	1 / 0	77,000	
	Harbor Freight Tools	2 / 0	17,100	
	Home Depot	1 / 0	120,600	
	Lowe's	3 / 0	141,200	
	Menard's	1 / 0	194,500	
	Northern Tool	1 / 0	23,800	
	Sherwin-Williams	7 / 0	7,300	
	Sutherlands	1 / 0	71,400	
	Tractor Supply Company	1 / 0	26,300	
	True Value	2 / 0	12,800	
Hotels				
	Aloft	1 / 0	14,400	
	Autograph Collection	1 / 0	25,200	
	Best Western Hotels	2 / 0	20,400	
	Best Western Plus	2 / 0	19,200	
	Candlewood Suites	1 / 0	13,900	
	Comfort	1 / 0	14,500	
	Comfort Suites	1 / 0	14,700	

Goddard, Kansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Country Inns & Suites	1 / 0	16,400	
	Courtyard	1 / 0	20,700	
	Days Inn	1 / 0	12,900	
	Days Inn & Suites	1 / 0	17,600	
	DoubleTree	1 / 0	42,500	
	Drury Hotels	1 / 0	20,600	
	Extended Stay America	4 / 0	18,000	
	Fairfield Inn and Suites	2 / 0	18,200	
	Hampton Inn	4 / 1	18,300	
	Hawthorn Suites	2 / 0	17,200	
	Hilton	1 / 0	25,600	
	Hilton Garden	1 / 0	23,700	
	Holiday Inn	1 / 0	27,600	
	Holiday Inn Express	4 / 0	16,400	
	Home2	1 / 0	15,900	
	Howard Johnson	1 / 0	24,600	
	Hyatt Regency	1 / 0	68,900	
	La Quinta Inn & Suites	1 / 0	24,600	
	Marriott	1 / 0	24,300	
	Motel 6	3 / 0	24,300	
	Quality	1 / 0	15,700	
	Red Roof Inn	2 / 0	28,900	
	Rodeway	1 / 1	11,400	
	Sleep	2 / 0	13,100	
	Springhill Suites	1 / 0	17,000	
	Super 8	4 / 0	12,300	
	Wingate	1 / 0	16,200	
	Wyndham Garden	1 / 0	35,800	
Jewelry				
	Helzberg Diamonds	2 / 0		
	Kay Jewelers	2 / 0		
	Pandora	1 / 0		
	Zales	1 / 0		
Massage				
	European Wax Center	1 / 0	1,400	
	Hand and Stone	1 / 0	2,800	
	Massage Envy	1 / 0	3,000	

Goddard, Kansas	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Mattress			
Denver Mattress	2 / 0	14,800	
Mattress Firm	2 / 0	7,000	
Sleep Number	1 / 0	2,900	
Office Supply			
Office Depot	2 / 0	25,100	
Pet Stores			
Pet Supplies Plus	1 / 0	10,300	
Petco	1 / 0	15,900	
Petland	2 / 0	5,800	
PetsMart	2 / 0	22,100	
Restaurants Bakery Bagels			
Auntie Annes	3 / 0		
Crumbl Cookies	1 / 0	1,500	
Panera Bread	3 / 0	5,100	
Restaurants Casual			
Another Broken Egg	1 / 0	4,000	
Applebee's	3 / 0	5,400	
BJ's Restaurant & Brewery	1 / 0	8,800	
Buffalo Wild Wings	1 / 0	6,600	
Cheddar's	1 / 0	8,600	
Chili's	2 / 0	5,800	
Chipotle	6 / 0	2,500	
Cracker Barrel	2 / 0	9,900	
Denny's	1 / 0	5,800	
Five Guys	2 / 0	2,600	
Fuzzys Taco Shop	3 / 0	4,300	
Golden Corral	1 / 0	11,700	
Huddle House	1 / 0	2,500	
Hurricane Grill and Wings	1 / 0	5,800	
IHOP	4 / 0	4,800	
Longhorn Steakhouse	2 / 0	5,900	
Noodles & Company	1 / 0	3,000	
Olive Garden	3 / 0	8,700	
On The Border	1 / 0	7,500	
Outback Steakhouse	1 / 0	6,800	
Qdoba	2 / 0	2,900	

Goddard, Kansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Red Lobster	2 / 0	8,400	
	Red Robin	1 / 0	5,300	
	Texas Roadhouse	1 / 0	7,400	
	Twin Peaks	1 / 0	7,000	
	Village Inn	3 / 0	5,600	
	Walk On's	1 / 0	8,000	
Restaurants Coffee Donuts				
	7 Brew	2 / 0	600	
	Dunkin' Donuts	6 / 0	2,300	
	Dutch Bros Coffee	3 / 0	1,200	
	Krispy Kreme	1 / 0	3,600	
	Scooters Coffee	8 / 1	700	
	Starbucks	21 / 1	1,800	
	Winchell's	1 / 0	1,500	
Restaurants Fast Food Major				
	Arby's	10 / 0	3,300	
	Burger King	15 / 1	4,000	
	Chick-fil-A	5 / 0	4,300	
	Dairy Queen	7 / 1	1,700	
	KFC	6 / 0	3,100	
	McDonald's	25 / 1	4,600	
	Sonic	14 / 1	2,800	
	Taco Bell	14 / 1	2,500	
	Wendy's	12 / 0	3,300	
Restaurants Fast Food Minor				
	A&W	2 / 0	2,800	
	Church's Chicken	4 / 0	1,700	
	Fazoli's	1 / 0	3,600	
	Freddys	5 / 0	3,600	
	Long John Silver's	4 / 0	2,600	
	Panda Express	3 / 0	2,500	
	Popeyes	5 / 0	2,700	
	Wing Stop	4 / 0	2,000	
Restaurants Ice Cream Smoothie				
	Andys Frozen Custard	2 / 0	2,800	
	Baskin-Robbins	1 / 0	2,200	
	Braum's	11 / 1	5,100	

Goddard, Kansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Cold Stone Creamery	2 / 0	1,600	
	Jamba Juice	1 / 0	1,600	
	Smoothie King	2 / 0	1,600	
	Tropical Smoothie Cafe	1 / 0	1,700	
Restaurants Pizza				
	CiCi's Pizza	1 / 0	5,200	
	Domino's Pizza	7 / 0	2,100	
	Godfather's Pizza	1 / 0	2,700	
	Little Caesars	7 / 0	1,800	
	Marco's Pizza	2 / 0	2,000	
	Papa Johns	6 / 0	1,500	
	Papa Murphy's	4 / 0	1,600	
	Pizza Hut	19 / 1	2,800	
	Pizza Ranch	1 / 0	5,700	
	Sbarro	3 / 0	1,000	
Restaurants Sandwich				
	Charley's Grilled Subs	2 / 0	1,900	
	Firehouse Subs	3 / 0	2,300	
	Jason's Deli	1 / 0	5,200	
	Jersey Mike's	2 / 0	14,600	
	Jimmy John's	4 / 0	2,000	
	McAlister's Deli	1 / 0	5,000	
	Mr. Goodcents	2 / 0	2,100	
	Schlotzsky's Deli	3 / 0	3,300	
	Subway	27 / 1	1,700	
Self Storage				
	iStorage	6 / 0	53,700	
	Prime Storage	2 / 0	37,700	
	Public Storage	7 / 0	33,500	
	U Haul	5 / 0	45,900	
Shoes Footwear				
	Boot Barn	2 / 0	11,000	
	Famous Footwear	2 / 0	9,700	
	FinishLine	1 / 0	5,000	
	Fleet Feet	1 / 0	2,000	
	Foot Locker	2 / 0	4,000	
	Shoe Carnival	2 / 0	12,600	

Goddard, Kansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Shoe Dept Encore	1 / 0	16,000	
	Skechers	1 / 0	7,600	
	Vans	1 / 0	2,500	
	Zumiez	1 / 0	2,800	
Specialty				
	BoxLunch	1 / 0	2,000	
	Build-a-Bear	1 / 0	2,800	
	GameStop	4 / 0	1,700	
	Goodwill	5 / 0	24,100	
	Guitar Center	1 / 0	15,500	
	Hallmark	1 / 0	5,600	
	Harley Davidson	1 / 0	27,200	
	Party City	1 / 0	13,300	
	ReStore	1 / 0	19,700	
	Swig	1 / 0		
Sporting Goods				
	Academy Sports	1 / 0	71,300	
	Champs Sports	2 / 0	3,500	
	Dick's	1 / 0	48,700	
	Play It Again Sports	1 / 0	5,500	
	Scheels	1 / 0	80,500	
	Sierra	1 / 0	20,400	
	The Good Feet Store	1 / 0	2,000	
Wholesale				
	Costco	1 / 0	149,900	
	Sam's Club	2 / 0	134,000	
Wireless Stores				
	AT&T	5 / 0	3,500	
	Boost Mobile	9 / 0	1,600	
	Cricket	8 / 0	1,600	
	MetroPCS	17 / 0	1,900	
	T-Mobile	8 / 0	1,800	
	Verizon Wireless	2 / 0	3,800	
Worship				
	Baptist	34 / 1		
	Buddhist	2 / 0		
	Christian	24 / 0		

Goddard, Kansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Episcopal	6 / 0		
	Lutheran	1 / 0		
	Methodist	5 / 0		
	Methodist Episcopal	2 / 0		
	Mormon	1 / 0		
	Presbyterian	2 / 0		