

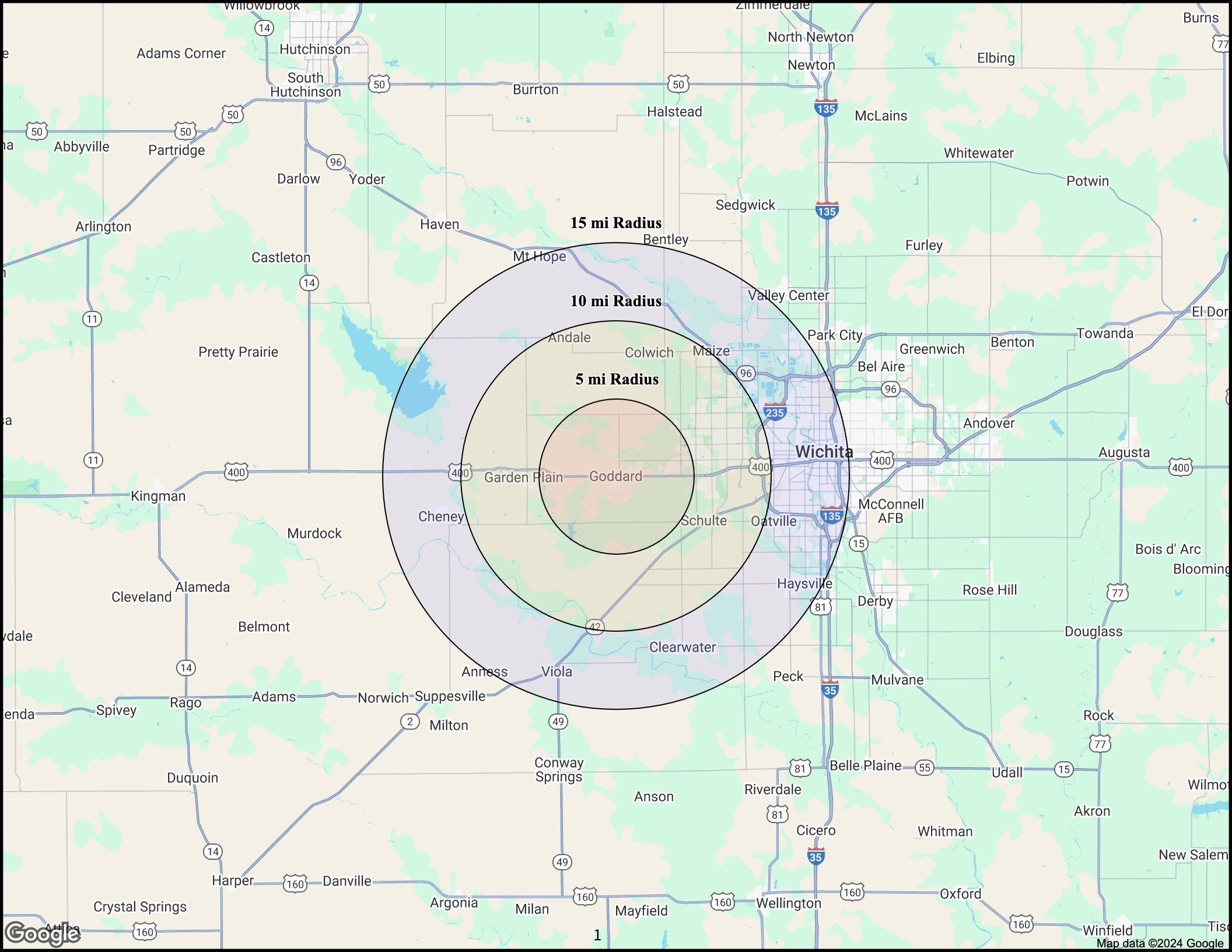
RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Goddard, Kansas
Radius
4th Quarter 2024**

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15 mi Radius

10 mi Radius

5 mi Radius

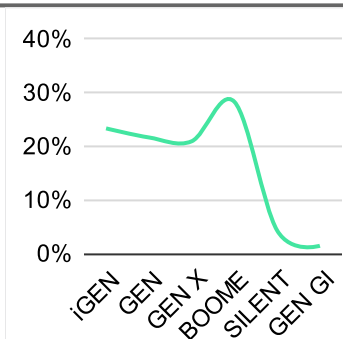
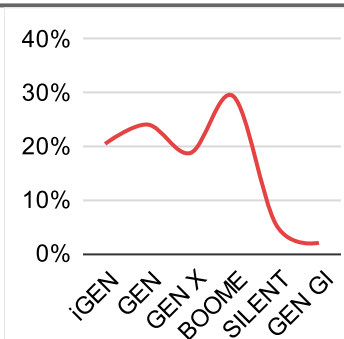
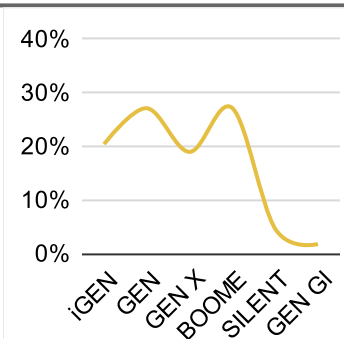
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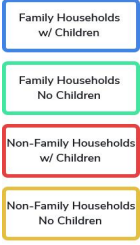
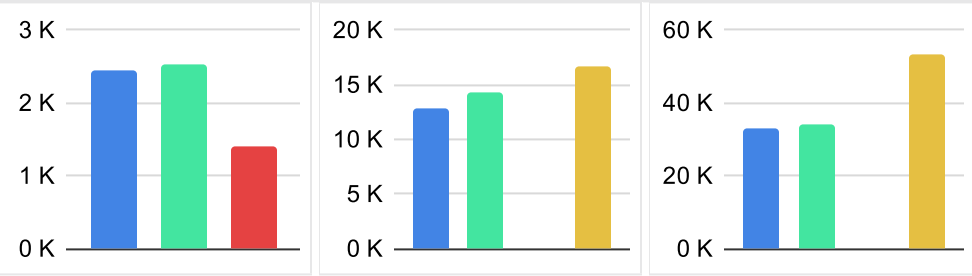

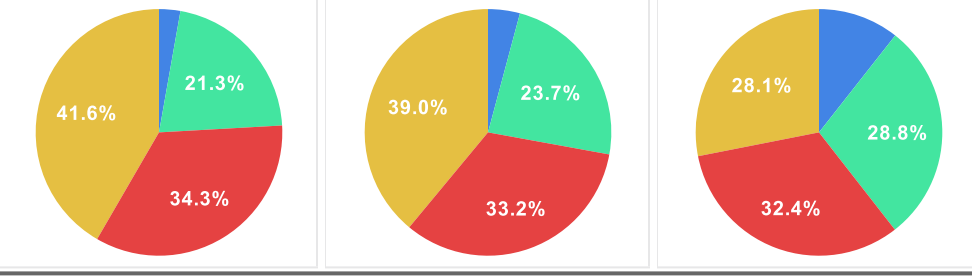
Demographics



Goddard, Kansas		5 mi radius		10 mi radius		15 mi radius	
Radius		5 mi radius		10 mi radius		15 mi radius	
Population							
Estimated Population (2024)		18,418		113,523		301,560	
Projected Population (2029)		19,441		116,590		306,901	
Census Population (2020)		17,594		116,946		298,926	
Census Population (2010)		14,821		106,232		286,960	
Projected Annual Growth (2024-2029)		1,023	1.1%	3,067	0.5%	5,342	0.4%
Historical Annual Growth (2020-2024)		825	1.1%	-3,423	-0.8%	2,633	0.2%
Historical Annual Growth (2010-2020)		2,772	1.9%	10,715	1.0%	11,967	0.4%
Estimated Population Density (2024)		235	psm	362	psm	427	psm
Trade Area Size		78.5	sq mi	314.0	sq mi	706.8	sq mi
Race and Ethnicity (2024)							
Not Hispanic or Latino Population		16,904	91.8%	101,691	89.6%	246,427	81.7%
White		15,556	92.0%	90,760	89.3%	205,674	83.5%
Black or African American		307	1.8%	3,254	3.2%	19,052	7.7%
American Indian or Alaska Native		63	0.4%	456	0.4%	1,685	0.7%
Asian		387	2.3%	3,367	3.3%	8,689	3.5%
Hawaiian or Pacific Islander		1	-	48	-	153	-
Other Race		17	0.1%	112	0.1%	385	0.2%
Two or More Races		574	3.4%	3,693	3.6%	10,789	4.4%
Hispanic or Latino Population		1,514	8.2%	11,832	10.4%	55,133	18.3%
White		689	45.5%	4,871	41.2%	16,153	29.3%
Black or African American		16	1.1%	163	1.4%	966	1.8%
American Indian or Alaska Native		17	1.1%	259	2.2%	1,663	3.0%
Asian		6	0.4%	32	0.3%	168	0.3%
Hispanic Hawaiian or Pacific Islander		2	0.1%	9	-	61	0.1%
Other Race		205	13.6%	2,340	19.8%	18,274	33.1%
Two or More Races		580	38.3%	4,158	35.1%	17,850	32.4%

Goddard, Kansas		5 mi radius		10 mi radius		15 mi radius	
Radius							
Age Distribution (2024)							
Age Under 5 Years		1,211	6.6%	6,799	6.0%	18,657	6.2%
Age 5 to 9 Years		1,435	7.8%	7,700	6.8%	20,575	6.8%
Age 10 to 14 Years		1,655	9.0%	8,725	7.7%	22,291	7.4%
Age 15 to 19 Years		1,393	7.6%	7,779	6.9%	20,734	6.9%
Age 20 to 24 Years		714	3.9%	5,987	5.3%	19,526	6.5%
Age 25 to 29 Years		822	4.5%	6,442	5.7%	20,910	6.9%
Age 30 to 34 Years		1,059	5.8%	7,100	6.3%	20,567	6.8%
Age 35 to 39 Years		1,302	7.1%	7,446	6.6%	20,406	6.8%
Age 40 to 44 Years		1,356	7.4%	7,293	6.4%	19,769	6.6%
Age 45 to 49 Years		1,197	6.5%	6,571	5.8%	17,012	5.6%
Age 50 to 54 Years		1,131	6.1%	6,571	5.8%	16,922	5.6%
Age 55 to 59 Years		1,085	5.9%	6,672	5.9%	17,012	5.6%
Age 60 to 64 Years		1,150	6.2%	7,476	6.6%	18,476	6.1%
Age 65 to 69 Years		1,035	5.6%	6,898	6.1%	16,455	5.5%
Age 70 to 74 Years		813	4.4%	5,683	5.0%	12,927	4.3%
Age 75 to 79 Years		492	2.7%	3,839	3.4%	8,805	2.9%
Age 80 to 84 Years		301	1.6%	2,256	2.0%	5,170	1.7%
Age 85 Years or Over		268	1.5%	2,287	2.0%	5,346	1.8%
Median Age		38.0		38.9		36.4	
Generation (2024)							
iGeneration (Age Under 15 Years)		4,300	23.3%	23,223	20.5%	61,523	20.4%
Generation 9/11 Millennials (Age 15 to 34 Years)		3,989	21.7%	27,309	24.1%	81,737	27.1%
Gen Xers (Age 35 to 49 Years)		3,856	20.9%	21,310	18.8%	57,187	19.0%
Baby Boomers (Age 50 to 74 Years)		5,213	28.3%	33,299	29.3%	81,792	27.1%
Silent Generation (Age 75 to 84 Years)		792	4.3%	6,095	5.4%	13,975	4.6%
G.I. Generation (Age 85 Years or Over)		268	1.5%	2,287	2.0%	5,346	1.8%

		
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Goddard, Kansas		5 mi radius	10 mi radius	15 mi radius
Radius				
Household Type (2024)				
Total Households		6,379	43,908	120,662
Family Households		4,983 78.1%	27,164 61.9%	67,036 55.6%
Family Households with Children		2,451 49.2%	12,776 47.0%	32,902 49.1%
Family Households No Children		2,532 50.8%	14,388 53.0%	34,134 50.9%
Non-Family Households		1,397 21.9%	16,744 38.1%	53,626 44.4%
Non-Family Households with Children		- -	3 -	25 -
Non-Family Households No Children		1,397 100.0%	16,741 100.0%	53,601 100.0%
				
Education Attainment (2024)				
Elementary or Some High School		335 2.8%	3,195 4.2%	21,196 10.6%
High School Graduate		2,561 21.3%	18,131 23.7%	57,627 28.8%
Some College or Associate Degree		4,114 34.3%	25,376 33.2%	64,820 32.4%
Bachelor or Graduate Degree		5,001 41.6%	29,831 39.0%	56,135 28.1%
				
Household Income (2024)				
Estimated Average Household Income		\$139,835	\$118,011	\$89,542
Estimated Median Household Income		\$108,579	\$92,320	\$70,114
HH Income Under \$10,000		146 2.3%	1,618 3.7%	6,437 5.3%
HH Income \$10,000 to \$34,999		490 7.7%	5,463 12.4%	25,718 21.3%
HH Income \$35,000 to \$49,999		442 6.9%	4,346 9.9%	15,369 12.7%
HH Income \$50,000 to \$74,999		847 13.3%	6,804 15.5%	22,032 18.3%
HH Income \$75,000 to \$99,999		1,066 16.7%	6,695 15.2%	16,649 13.8%
HH Income \$100,000 to \$149,999		1,387 21.7%	9,112 20.8%	18,550 15.4%
HH Income \$150,000 or More		2,003 31.4%	9,870 22.5%	15,907 13.2%



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Goddard, Kansas						
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Population						
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Projected Population (2029)	19,441		116,590		306,901	
Census Population (2020)	17,594		116,946		298,926	
Census Population (2010)	14,821		106,232		286,960	
Projected Annual Growth (2024-2029)	1,023	1.1%	3,067	0.5%	5,342	0.4%
Historical Annual Growth (2020-2024)	825	-	-3,423	-0.7%	2,633	0.2%
Historical Annual Growth (2010-2020)	2,772	1.9%	10,715	1.0%	11,967	0.4%
Estimated Population Density (2024)	235 <i>psm</i>		362 <i>psm</i>		427 <i>psm</i>	
Trade Area Size	78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		706.8 <i>sq mi</i>	
Households						
Estimated Households (2024)	6,379		43,908		120,662	
Projected Households (2029)	6,796		45,390		124,013	
Census Households (2020)	5,974		43,573		116,588	
Census Households (2010)	4,977		39,377		110,792	
Projected Annual Growth (2024-2029)	417	1.3%	1,482	0.7%	3,351	0.6%
Historical Annual Change (2010-2024)	1,402	2.0%	4,531	0.8%	9,870	0.6%
Average Household Income						
Estimated Average Household Income (2024)	\$139,835		\$118,011		\$89,542	
Projected Average Household Income (2029)	\$144,347		\$123,226		\$92,680	
Census Average Household Income (2010)	\$83,317		\$76,500		\$56,574	
Census Average Household Income (2000)	\$66,165		\$65,017		\$48,960	
Projected Annual Change (2024-2029)	\$4,512	0.6%	\$5,216	0.9%	\$3,138	0.7%
Historical Annual Change (2000-2024)	\$73,671	4.6%	\$52,994	3.4%	\$40,582	3.5%
Median Household Income						
Estimated Median Household Income (2024)	\$108,579		\$92,320		\$70,114	
Projected Median Household Income (2029)	\$111,210		\$94,790		\$71,415	
Census Median Household Income (2010)	\$73,466		\$67,784		\$49,490	
Census Median Household Income (2000)	\$57,922		\$57,978		\$42,605	
Projected Annual Change (2024-2029)	\$2,631	0.5%	\$2,470	0.5%	\$1,302	0.4%
Historical Annual Change (2000-2024)	\$50,657	3.6%	\$34,342	2.5%	\$27,509	2.7%
Per Capita Income						
Estimated Per Capita Income (2024)	\$48,536		\$45,777		\$36,011	
Projected Per Capita Income (2029)	\$50,555		\$48,103		\$37,630	
Census Per Capita Income (2010)	\$27,967		\$28,354		\$21,841	
Census Per Capita Income (2000)	\$21,517		\$23,238		\$18,978	
Projected Annual Change (2024-2029)	\$2,019	0.8%	\$2,326	1.0%	\$1,619	0.9%
Historical Annual Change (2000-2024)	\$27,019	5.2%	\$22,539	4.0%	\$17,033	3.7%
Estimated Average Household Net Worth (2024)	\$1.34 M		\$1.1 M		\$778,212	



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Goddard, Kansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
Race and Ethnicity						
Total Population (2024)	18,418		113,523		301,560	
White (2024)	16,245	88.2%	95,632	84.2%	221,827	73.6%
Black or African American (2024)	323	1.8%	3,417	3.0%	20,017	6.6%
American Indian or Alaska Native (2024)	79	0.4%	715	0.6%	3,347	1.1%
Asian (2024)	393	2.1%	3,399	3.0%	8,857	2.9%
Hawaiian or Pacific Islander (2024)	3	-	57	-	213	-
Other Race (2024)	223	1.2%	2,452	2.2%	18,659	6.2%
Two or More Races (2024)	1,153	6.3%	7,851	6.9%	28,639	9.5%
Population < 18 (2024)	5,289 28.7%		28,388 25.0%		74,315 24.6%	
White Not Hispanic	4,200	79.4%	20,585	72.5%	42,023	56.5%
Black or African American	102	1.9%	973	3.4%	5,768	7.8%
Asian	102	1.9%	706	2.5%	1,755	2.4%
Other Race Not Hispanic	297	5.6%	1,811	6.4%	5,314	7.2%
Hispanic	588	11.1%	4,313	15.2%	19,455	26.2%
Not Hispanic or Latino Population (2024)	16,904 91.8%		101,691 89.6%		246,427 81.7%	
Not Hispanic White	15,556	92.0%	90,760	89.3%	205,674	83.5%
Not Hispanic Black or African American	307	1.8%	3,254	3.2%	19,052	7.7%
Not Hispanic American Indian or Alaska Native	63	0.4%	456	0.4%	1,685	0.7%
Not Hispanic Asian	387	2.3%	3,367	3.3%	8,689	3.5%
Not Hispanic Hawaiian or Pacific Islander	1	-	48	-	153	-
Not Hispanic Other Race	17	0.1%	112	0.1%	385	0.2%
Not Hispanic Two or More Races	574	3.4%	3,693	3.6%	10,789	4.4%
Hispanic or Latino Population (2024)	1,514 8.2%		11,832 10.4%		55,133 18.3%	
Hispanic White	689	45.5%	4,871	41.2%	16,153	29.3%
Hispanic Black or African American	16	1.1%	163	1.4%	966	1.8%
Hispanic American Indian or Alaska Native	17	1.1%	259	2.2%	1,663	3.0%
Hispanic Asian	6	0.4%	32	0.3%	168	0.3%
Hispanic Hawaiian or Pacific Islander	2	0.1%	9	-	61	0.1%
Hispanic Other Race	205	13.6%	2,340	19.8%	18,274	33.1%
Hispanic Two or More Races	580	38.3%	4,158	35.1%	17,850	32.4%
Not Hispanic or Latino Population (2020)	16,298 92.6%		105,839 90.5%		242,343 81.1%	
Hispanic or Latino Population (2020)	1,295	7.4%	11,107	9.5%	56,583	18.9%
Not Hispanic or Latino Population (2010)	14,048 94.8%		98,947 93.1%		242,237 84.4%	
Hispanic or Latino Population (2010)	773	5.2%	7,285	6.9%	44,723	15.6%
Not Hispanic or Latino Population (2029)	17,400 89.5%		102,251 87.7%		248,808 81.1%	
Hispanic or Latino Population (2029)	2,042	10.5%	14,339	12.3%	58,093	18.9%
Projected Annual Growth (2024-2029)	528	7.0%	2,507	4.2%	2,960	1.1%
Historical Annual Growth (2010-2020)	523	6.8%	3,823	5.2%	11,861	2.7%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Goddard, Kansas		5 mi radius		10 mi radius		15 mi radius	
Radius							
Total Age Distribution (2024)							
Total Population		18,418		113,523		301,560	
Age Under 5 Years		1,211	6.6%	6,799	6.0%	18,657	6.2%
Age 5 to 9 Years		1,435	7.8%	7,700	6.8%	20,575	6.8%
Age 10 to 14 Years		1,655	9.0%	8,725	7.7%	22,291	7.4%
Age 15 to 19 Years		1,393	7.6%	7,779	6.9%	20,734	6.9%
Age 20 to 24 Years		714	3.9%	5,987	5.3%	19,526	6.5%
Age 25 to 29 Years		822	4.5%	6,442	5.7%	20,910	6.9%
Age 30 to 34 Years		1,059	5.8%	7,100	6.3%	20,567	6.8%
Age 35 to 39 Years		1,302	7.1%	7,446	6.6%	20,406	6.8%
Age 40 to 44 Years		1,356	7.4%	7,293	6.4%	19,769	6.6%
Age 45 to 49 Years		1,197	6.5%	6,571	5.8%	17,012	5.6%
Age 50 to 54 Years		1,131	6.1%	6,571	5.8%	16,922	5.6%
Age 55 to 59 Years		1,085	5.9%	6,672	5.9%	17,012	5.6%
Age 60 to 64 Years		1,150	6.2%	7,476	6.6%	18,476	6.1%
Age 65 to 69 Years		1,035	5.6%	6,898	6.1%	16,455	5.5%
Age 70 to 74 Years		813	4.4%	5,683	5.0%	12,927	4.3%
Age 75 to 79 Years		492	2.7%	3,839	3.4%	8,805	2.9%
Age 80 to 84 Years		301	1.6%	2,256	2.0%	5,170	1.7%
Age 85 Years or Over		268	1.5%	2,287	2.0%	5,346	1.8%
Median Age		38.0		38.9		36.4	
Age 19 Years or Less		5,694	30.9%	31,002	27.3%	82,256	27.3%
Age 20 to 64 Years		9,817	53.3%	61,558	54.2%	170,601	56.6%
Age 65 Years or Over		2,908	15.8%	20,962	18.5%	48,703	16.2%
Female Age Distribution (2024)							
Female Population		9,189	49.9%	56,892	50.1%	148,549	49.3%
Age Under 5 Years		609	6.6%	3,362	5.9%	9,148	6.2%
Age 5 to 9 Years		705	7.7%	3,806	6.7%	10,160	6.8%
Age 10 to 14 Years		792	8.6%	4,234	7.4%	10,896	7.3%
Age 15 to 19 Years		674	7.3%	3,793	6.7%	9,874	6.6%
Age 20 to 24 Years		345	3.8%	2,914	5.1%	9,372	6.3%
Age 25 to 29 Years		439	4.8%	3,232	5.7%	10,246	6.9%
Age 30 to 34 Years		545	5.9%	3,572	6.3%	10,157	6.8%
Age 35 to 39 Years		684	7.4%	3,771	6.6%	10,023	6.7%
Age 40 to 44 Years		688	7.5%	3,625	6.4%	9,475	6.4%
Age 45 to 49 Years		603	6.6%	3,335	5.9%	8,367	5.6%
Age 50 to 54 Years		545	5.9%	3,322	5.8%	8,272	5.6%
Age 55 to 59 Years		536	5.8%	3,347	5.9%	8,253	5.6%
Age 60 to 64 Years		596	6.5%	3,830	6.7%	9,248	6.2%
Age 65 to 69 Years		539	5.9%	3,537	6.2%	8,279	5.6%
Age 70 to 74 Years		406	4.4%	2,931	5.2%	6,713	4.5%
Age 75 to 79 Years		236	2.6%	1,986	3.5%	4,629	3.1%
Age 80 to 84 Years		162	1.8%	1,227	2.2%	2,794	1.9%
Age 85 Years or Over		85	0.9%	1,068	1.9%	2,644	1.8%
Female Median Age		38.0		39.5		36.9	
Age 19 Years or Less		2,780	30.3%	15,196	26.7%	40,078	27.0%
Age 20 to 64 Years		4,981	54.2%	30,948	54.4%	83,411	56.2%
Age 65 Years or Over		1,428	15.5%	10,748	18.9%	25,060	16.9%



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Goddard, Kansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
Male Age Distribution (2024)						
Male Population	9,229	50.1%	56,631	49.9%	153,011	50.7%
Age Under 5 Years	602	6.5%	3,437	6.1%	9,509	6.2%
Age 5 to 9 Years	730	7.9%	3,893	6.9%	10,415	6.8%
Age 10 to 14 Years	863	9.4%	4,490	7.9%	11,395	7.4%
Age 15 to 19 Years	719	7.8%	3,986	7.0%	10,860	7.1%
Age 20 to 24 Years	368	4.0%	3,073	5.4%	10,155	6.6%
Age 25 to 29 Years	383	4.2%	3,210	5.7%	10,664	7.0%
Age 30 to 34 Years	515	5.6%	3,528	6.2%	10,410	6.8%
Age 35 to 39 Years	618	6.7%	3,675	6.5%	10,383	6.8%
Age 40 to 44 Years	668	7.2%	3,668	6.5%	10,294	6.7%
Age 45 to 49 Years	594	6.4%	3,236	5.7%	8,645	5.6%
Age 50 to 54 Years	586	6.3%	3,249	5.7%	8,650	5.7%
Age 55 to 59 Years	549	6.0%	3,325	5.9%	8,759	5.7%
Age 60 to 64 Years	554	6.0%	3,646	6.4%	9,228	6.0%
Age 65 to 69 Years	496	5.4%	3,361	5.9%	8,176	5.3%
Age 70 to 74 Years	406	4.4%	2,752	4.9%	6,214	4.1%
Age 75 to 79 Years	256	2.8%	1,853	3.3%	4,176	2.7%
Age 80 to 84 Years	139	1.5%	1,030	1.8%	2,376	1.6%
Age 85 Years or Over	183	2.0%	1,219	2.2%	2,701	1.8%
Male Median Age	37.9		38.4		36.0	
Age 19 Years or Less	2,913	31.6%	15,806	27.9%	42,179	27.6%
Age 20 to 64 Years	4,836	52.4%	30,610	54.1%	87,189	57.0%
Age 65 Years or Over	1,480	16.0%	10,214	18.0%	23,643	15.5%
Males per 100 Females (2024)						
Overall Comparison	100		100		103	
Age Under 5 Years	99	49.7%	102	50.5%	104	51.0%
Age 5 to 9 Years	103	50.9%	102	50.6%	103	50.6%
Age 10 to 14 Years	109	52.2%	106	51.5%	105	51.1%
Age 15 to 19 Years	107	51.6%	105	51.2%	110	52.4%
Age 20 to 24 Years	107	51.6%	105	51.3%	108	52.0%
Age 25 to 29 Years	87	46.6%	99	49.8%	104	51.0%
Age 30 to 34 Years	94	48.6%	99	49.7%	102	50.6%
Age 35 to 39 Years	90	47.5%	97	49.4%	104	50.9%
Age 40 to 44 Years	97	49.3%	101	50.3%	109	52.1%
Age 45 to 49 Years	98	49.6%	97	49.2%	103	50.8%
Age 50 to 54 Years	107	51.8%	98	49.4%	105	51.1%
Age 55 to 59 Years	103	50.6%	99	49.8%	106	51.5%
Age 60 to 64 Years	93	48.2%	95	48.8%	100	49.9%
Age 65 to 69 Years	92	47.9%	95	48.7%	99	49.7%
Age 70 to 74 Years	100	50.0%	94	48.4%	93	48.1%
Age 75 to 79 Years	108	52.0%	93	48.3%	90	47.4%
Age 80 to 84 Years	86	46.2%	84	45.6%	85	45.9%
Age 85 Years or Over	216	68.3%	114	53.3%	102	50.5%
Age 19 Years or Less	105	51.2%	104	51.0%	105	51.3%
Age 20 to 39 Years	94	48.3%	100	50.0%	105	51.1%
Age 40 to 64 Years	99	49.9%	98	49.5%	104	51.1%
Age 65 Years or Over	104	50.9%	95	48.7%	94	48.5%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Goddard, Kansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
Household Type (2024)						
Total Households	6,379		43,908		120,662	
Households with Children	2,451	38.4%	12,779	29.1%	32,927	27.3%
Average Household Size	2.9		2.6		2.4	
Household Density per Square Mile	81		140		171	
Population Family	16,164	87.8%	89,361	78.7%	223,581	74.1%
Population Non-Family	2,078	11.3%	22,903	20.2%	71,609	23.7%
Population Group Quarters	176	1.0%	1,258	1.1%	6,370	2.1%
Family Households	4,983	78.1%	27,164	61.9%	67,036	55.6%
Married Couple Households	4,179	83.9%	21,815	80.3%	47,941	71.5%
Other Family Households with Children	803	16.1%	5,349	19.7%	19,095	28.5%
Family Households with Children	2,451	49.2%	12,776	47.0%	32,902	49.1%
Married Couple with Children	1,981	80.8%	9,755	76.4%	21,865	66.5%
Other Family Households with Children	470	19.2%	3,021	23.6%	11,036	33.5%
Family Households No Children	2,532	50.8%	14,388	53.0%	34,134	50.9%
Married Couple No Children	2,199	86.8%	12,060	83.8%	26,076	76.4%
Other Family Households No Children	333	13.2%	2,328	16.2%	8,059	23.6%
Non-Family Households	1,397	21.9%	16,744	38.1%	53,626	44.4%
Non-Family Households with Children	-	-	3	-	25	-
Non-Family Households No Children	1,397	100.0%	16,741	100.0%	53,601	100.0%
Average Family Household Size	3.2		3.3		3.3	
Average Family Income	\$153,296		\$145,715		\$112,827	
Median Family Income	\$120,319		\$113,779		\$90,260	
Average Non-Family Household Size	1.5		1.4		1.3	
Marital Status (2024)						
Population Age 15 Years or Over	14,118		90,300		240,037	
Never Married	3,784	26.8%	25,211	27.9%	79,159	33.0%
Currently Married	8,545	60.5%	49,407	54.7%	108,476	45.2%
Previously Married	1,789	12.7%	15,682	17.4%	52,402	21.8%
Separated	205	11.4%	2,144	13.7%	8,911	17.0%
Widowed	450	25.1%	3,699	23.6%	11,936	22.8%
Divorced	1,135	63.4%	9,839	62.7%	31,555	60.2%
Educational Attainment (2024)						
Adult Population Age 25 Years or Over	12,011		76,533		199,777	
Elementary (Grade Level 0 to 8)	119	1.0%	1,145	1.5%	8,362	4.2%
Some High School (Grade Level 9 to 11)	215	1.8%	2,049	2.7%	12,834	6.4%
High School Graduate	2,561	21.3%	18,131	23.7%	57,627	28.8%
Some College	2,590	21.6%	17,529	22.9%	46,589	23.3%
Associate Degree Only	1,524	12.7%	7,847	10.3%	18,230	9.1%
Bachelor Degree Only	3,237	26.9%	19,353	25.3%	36,442	18.2%
Graduate Degree	1,764	14.7%	10,478	13.7%	19,693	9.9%
Any College (Some College or Higher)	9,116	75.9%	55,207	72.1%	120,954	60.5%
College Degree + (Bachelor Degree or Higher)	5,001	41.6%	29,831	39.0%	56,135	28.1%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Goddard, Kansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
Housing						
Total Housing Units (2024)	6,785		46,821		130,272	
Total Housing Units (2020)	6,307		45,664		126,806	
Historical Annual Growth (2020-2024)	479	-	1,157	-	3,466	-
Housing Units Occupied (2024)	6,379	94.0%	43,908	93.8%	120,662	92.6%
Housing Units Owner-Occupied	5,673	88.9%	32,877	74.9%	74,473	61.7%
Housing Units Renter-Occupied	706	11.1%	11,031	25.1%	46,189	38.3%
Housing Units Vacant (2024)	406	6.0%	2,913	6.2%	9,610	7.4%
Household Size (2024)						
Total Households	6,379		43,908		120,662	
1 Person Households	1,297	20.3%	15,258	34.7%	48,412	40.1%
2 Person Households	4,014	62.9%	20,291	46.2%	45,338	37.6%
3 Person Households	446	7.0%	3,682	8.4%	11,844	9.8%
4 Person Households	337	5.3%	2,614	6.0%	8,048	6.7%
5 Person Households	166	2.6%	1,296	3.0%	4,326	3.6%
6 Person Households	72	1.1%	514	1.2%	1,871	1.6%
7 or More Person Households	48	0.8%	253	0.6%	823	0.7%
Household Income Distribution (2024)						
HH Income \$200,000 or More	1,051	16.5%	4,553	10.4%	7,218	6.0%
HH Income \$150,000 to \$199,999	952	14.9%	5,318	12.1%	8,689	7.2%
HH Income \$125,000 to \$149,999	623	9.8%	3,877	8.8%	7,643	6.3%
HH Income \$100,000 to \$124,999	764	12.0%	5,235	11.9%	10,906	9.0%
HH Income \$75,000 to \$99,999	1,066	16.7%	6,695	15.2%	16,649	13.8%
HH Income \$50,000 to \$74,999	847	13.3%	6,804	15.5%	22,032	18.3%
HH Income \$35,000 to \$49,999	442	6.9%	4,346	9.9%	15,369	12.7%
HH Income \$25,000 to \$34,999	305	4.8%	2,908	6.6%	11,389	9.4%
HH Income \$15,000 to \$24,999	158	2.5%	1,805	4.1%	8,980	7.4%
HH Income \$10,000 to \$14,999	26	0.4%	750	1.7%	5,349	4.4%
HH Income Under \$10,000	146	2.3%	1,618	3.7%	6,437	5.3%
Household Vehicles (2024)						
Households 0 Vehicles Available	75	1.2%	1,902	4.3%	8,210	6.8%
Households 1 Vehicle Available	1,095	17.2%	11,386	25.9%	40,685	33.7%
Households 2 Vehicles Available	2,730	42.8%	18,329	41.7%	43,648	36.2%
Households 3 or More Vehicles Available	2,480	38.9%	12,291	28.0%	28,119	23.3%
Total Vehicles Available	15,207		90,572		225,214	
Average Vehicles per Household	2.4		2.1		1.9	
Owner-Occupied Household Vehicles	13,789	90.7%	74,791	82.6%	162,220	72.0%
Average Vehicles per Owner-Occupied Household	2.4		2.3		2.2	
Renter-Occupied Household Vehicles	1,418	9.3%	15,781	17.4%	62,995	28.0%
Average Vehicles per Renter-Occupied Household	2.0		1.4		1.4	
Travel Time (2024)						
Worker Base Age 16 years or Over	9,794		56,781		144,170	
Travel to Work in 14 Minutes or Less	2,198	22.4%	15,464	27.2%	44,363	30.8%
Travel to Work in 15 to 29 Minutes	4,088	41.7%	25,304	44.6%	65,941	45.7%
Travel to Work in 30 to 59 Minutes	1,911	19.5%	8,500	15.0%	18,798	13.0%
Travel to Work in 60 Minutes or More	263	2.7%	1,505	2.7%	4,051	2.8%
Work at Home	1,334	13.6%	6,007	10.6%	11,016	7.6%
Average Minutes Travel to Work	19.8		18.9		17.9	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Goddard, Kansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
Transportation To Work (2024)						
Worker Base Age 16 years or Over	9,794		56,781		144,170	
Drive to Work Alone	7,773	79.4%	44,782	78.9%	113,989	79.1%
Drive to Work in Carpool	605	6.2%	4,712	8.3%	14,012	9.7%
Travel to Work by Public Transportation	9	-	145	0.3%	742	0.5%
Drive to Work on Motorcycle	2	-	47	-	202	0.1%
Bicycle to Work	9	-	179	0.3%	912	0.6%
Walk to Work	31	0.3%	417	0.7%	1,627	1.1%
Other Means	32	0.3%	491	0.9%	1,671	1.2%
Work at Home	1,334	13.6%	6,007	10.6%	11,016	7.6%
Daytime Demographics (2024)						
Total Businesses	303		2,909		9,149	
Total Employees	2,864		35,301		111,957	
Company Headquarter Businesses	6	2.1%	118	4.0%	432	4.7%
Company Headquarter Employees	105	3.7%	4,927	14.0%	19,716	17.6%
Employee Population per Business	9.4 to 1		12.1 to 1		12.2 to 1	
Residential Population per Business	60.8 to 1		39.0 to 1		33.0 to 1	
Adj. Daytime Demographics Age 16 Years or Over	7,232		66,837		203,147	
Labor Force						
Labor Population Age 16 Years or Over (2024)	13,781		88,559		235,645	
Labor Force Total Males (2024)	6,866	49.8%	43,939	49.6%	119,436	50.7%
Male Civilian Employed	4,909	71.5%	30,331	69.0%	77,597	65.0%
Male Civilian Unemployed	90	1.3%	799	1.8%	2,762	2.3%
Males in Armed Forces	25	0.4%	251	0.6%	523	0.4%
Males Not in Labor Force	1,841	26.8%	12,558	28.6%	38,555	32.3%
Labor Force Total Females (2024)	6,916	50.2%	44,620	50.4%	116,209	49.3%
Female Civilian Employed	4,479	64.8%	26,420	59.2%	66,309	57.1%
Female Civilian Unemployed	100	1.5%	621	1.4%	1,908	1.6%
Females in Armed Forces	-	-	21	-	25	-
Females Not in Labor Force	2,336	33.8%	17,558	39.3%	47,967	41.3%
Unemployment Rate	191	1.4%	1,420	1.6%	4,669	2.0%
Occupation (2024)						
Occupation Population Age 16 Years or Over	9,794		56,781		144,170	
Occupation Total Males	5,111	52.2%	30,371	53.5%	77,747	53.9%
Occupation Total Females	4,684	47.8%	26,409	46.5%	66,423	46.1%
Management, Business, Financial Operations	2,228	22.7%	11,396	20.1%	22,172	15.4%
Professional, Related	2,561	26.1%	15,648	27.6%	32,150	22.3%
Service	1,209	12.3%	6,488	11.4%	19,777	13.7%
Sales, Office	2,014	20.6%	11,477	20.2%	29,602	20.5%
Farming, Fishing, Forestry	10	0.1%	245	0.4%	763	0.5%
Construction, Extraction, Maintenance	640	6.5%	4,039	7.1%	13,776	9.6%
Production, Transport, Material Moving	1,132	11.6%	7,488	13.2%	25,929	18.0%
White Collar Workers	6,803	69.5%	38,521	67.8%	83,925	58.2%
Blue Collar Workers	2,992	30.5%	18,260	32.2%	60,246	41.8%

Goddard, Kansas		5 mi radius		10 mi radius		15 mi radius	
Radius							
Units In Structure (2024)							
Total Units		6,379		43,908		120,662	
1 Detached Unit		5,771	90.5%	34,336	78.2%	85,594	70.9%
1 Attached Unit		144	2.3%	2,158	4.9%	4,994	4.1%
2 Units		68	1.1%	617	1.4%	3,282	2.7%
3 to 4 Units		26	0.4%	959	2.2%	4,582	3.8%
5 to 9 Units		32	0.5%	986	2.2%	3,542	2.9%
10 to 19 Units		24	0.4%	1,759	4.0%	6,110	5.1%
20 to 49 Units		42	0.7%	941	2.1%	3,862	3.2%
50 or More Units		33	0.5%	1,392	3.2%	4,612	3.8%
Mobile Home or Trailer		239	3.8%	760	1.7%	4,079	3.4%
Other Structure		-	-	-	-	3	-
Homes Built By Year (2024)							
Homes Built 2020 or later		460	6.8%	1,506	3.2%	3,224	2.5%
Homes Built 2010 to 2019		1,069	15.7%	4,909	10.5%	10,300	7.9%
Homes Built 2000 to 2009		2,323	34.2%	8,658	18.5%	15,023	11.5%
Homes Built 1990 to 1999		691	10.2%	6,782	14.5%	12,030	9.2%
Homes Built 1980 to 1989		453	6.7%	7,166	15.3%	15,039	11.5%
Homes Built 1970 to 1979		371	5.5%	5,140	11.0%	16,234	12.5%
Homes Built 1960 to 1969		334	4.9%	3,026	6.5%	9,833	7.5%
Homes Built 1950 to 1959		361	5.3%	3,945	8.4%	19,343	14.8%
Homes Built 1940 to 1949		104	1.5%	1,016	2.2%	7,135	5.5%
Homes Built Before 1939		216	3.2%	1,760	3.8%	12,502	9.6%
Median Age of Homes		29.5 yrs		38.0 yrs		48.3 yrs	
Home Values (2024)							
Owner Specified Housing Units		5,673		32,877		74,473	
Home Values \$1,000,000 or More		13	0.2%	367	1.1%	635	0.9%
Home Values \$750,000 to \$999,999		102	1.8%	568	1.7%	1,316	1.8%
Home Values \$500,000 to \$749,999		361	6.4%	1,241	3.8%	2,500	3.4%
Home Values \$400,000 to \$499,999		561	9.9%	2,342	7.1%	4,005	5.4%
Home Values \$300,000 to \$399,999		1,455	25.7%	5,392	16.4%	8,651	11.6%
Home Values \$250,000 to \$299,999		763	13.4%	4,217	12.8%	6,847	9.2%
Home Values \$200,000 to \$249,999		762	13.4%	5,720	17.4%	9,916	13.3%
Home Values \$175,000 to \$199,999		398	7.0%	2,901	8.8%	4,990	6.7%
Home Values \$150,000 to \$174,999		489	8.6%	3,862	11.7%	7,765	10.4%
Home Values \$125,000 to \$149,999		171	3.0%	1,793	5.5%	5,150	6.9%
Home Values \$100,000 to \$124,999		194	3.4%	1,517	4.6%	6,763	9.1%
Home Values \$90,000 to \$99,999		76	1.3%	406	1.2%	2,409	3.2%
Home Values \$80,000 to \$89,999		48	0.8%	435	1.3%	2,754	3.7%
Home Values \$70,000 to \$79,999		43	0.8%	346	1.1%	2,487	3.3%
Home Values \$60,000 to \$69,999		28	0.5%	312	0.9%	2,264	3.0%
Home Values \$50,000 to \$59,999		41	0.7%	265	0.8%	1,345	1.8%
Home Values \$35,000 to \$49,999		40	0.7%	251	0.8%	1,207	1.6%
Home Values \$25,000 to \$34,999		18	0.3%	119	0.4%	637	0.9%
Home Values \$10,000 to \$24,999		47	0.8%	370	1.1%	1,196	1.6%
Home Values Under \$10,000		64	1.1%	455	1.4%	1,636	2.2%
Owner-Occupied Median Home Value		\$275,060		\$237,865		\$189,618	
Renter-Occupied Median Rent		\$1,185		\$896		\$746	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Goddard, Kansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
Total Annual Consumer Expenditure (2024)						
Total Household Expenditure	\$555.92 M		\$3.46 B		\$7.69 B	
Total Non-Retail Expenditure	\$294 M		\$1.83 B		\$4.06 B	
Total Retail Expenditure	\$261.92 M		\$1.63 B		\$3.63 B	
Apparel	\$19.76 M		\$122.12 M		\$269.09 M	
Contributions	\$19.62 M		\$117.98 M		\$252.08 M	
Education	\$18.34 M		\$108.69 M		\$226.63 M	
Entertainment	\$32.59 M		\$199.61 M		\$434.44 M	
Food and Beverages	\$80.2 M		\$503.15 M		\$1.13 B	
Furnishings and Equipment	\$20.22 M		\$124.03 M		\$270.31 M	
Gifts	\$14.72 M		\$88.04 M		\$188.55 M	
Health Care	\$46.18 M		\$290.09 M		\$654.18 M	
Household Operations	\$22.34 M		\$137.41 M		\$301.53 M	
Miscellaneous Expenses	\$10.6 M		\$65.92 M		\$145.85 M	
Personal Care	\$7.47 M		\$46.51 M		\$103.27 M	
Personal Insurance	\$4.26 M		\$25.5 M		\$53.79 M	
Reading	\$1.24 M		\$7.67 M		\$16.9 M	
Shelter	\$115.87 M		\$725.66 M		\$1.63 B	
Tobacco	\$2.85 M		\$19.11 M		\$47 M	
Transportation	\$101.08 M		\$629.48 M		\$1.4 B	
Utilities	\$38.56 M		\$246.3 M		\$568.29 M	
Monthly Household Consumer Expenditure (2024)						
Total Household Expenditure	\$7,262		\$6,562		\$5,311	
Total Non-Retail Expenditure	\$3,840	52.9%	\$3,468	52.9%	\$2,806	52.8%
Total Retail Expenditures	\$3,421	47.1%	\$3,093	47.1%	\$2,504	47.2%
Apparel	\$258	3.6%	\$232	3.5%	\$186	3.5%
Contributions	\$256	3.5%	\$224	3.4%	\$174	3.3%
Education	\$240	3.3%	\$206	3.1%	\$157	2.9%
Entertainment	\$426	5.9%	\$379	5.8%	\$300	5.6%
Food and Beverages	\$1,048	14.4%	\$955	14.6%	\$781	14.7%
Furnishings and Equipment	\$264	3.6%	\$235	3.6%	\$187	3.5%
Gifts	\$192	2.6%	\$167	2.5%	\$130	2.5%
Health Care	\$603	8.3%	\$551	8.4%	\$452	8.5%
Household Operations	\$292	4.0%	\$261	4.0%	\$208	3.9%
Miscellaneous Expenses	\$139	1.9%	\$125	1.9%	\$101	1.9%
Personal Care	\$98	1.3%	\$88	1.3%	\$71	1.3%
Personal Insurance	\$56	0.8%	\$48	0.7%	\$37	0.7%
Reading	\$16	0.2%	\$15	0.2%	\$12	0.2%
Shelter	\$1,514	20.8%	\$1,377	21.0%	\$1,124	21.2%
Tobacco	\$37	0.5%	\$36	0.6%	\$32	0.6%
Transportation	\$1,320	18.2%	\$1,195	18.2%	\$966	18.2%
Utilities	\$504	6.9%	\$467	7.1%	\$392	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						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$12.09 M / \$298.21 K	98	\$74.54 M / \$71.68 M	4	\$163.9 M / \$88.37 M	46
Men's Clothing Stores	\$430.86 K / -	100	\$2.65 M / \$5.73 M	-54	\$5.81 M / \$6.3 M	-8
Women's Clothing Stores	\$1.87 M / \$217.06 K	88	\$11.48 M / \$4.97 M	57	\$25.21 M / \$10.81 M	57
Children's, Infants' Clothing Stores	\$765.74 K / -	100	\$4.77 M / \$6.95 M	-31	\$10.64 M / \$7.68 M	28
Family Clothing Stores	\$4.94 M / -	100	\$30.46 M / \$36 M	-15	\$67.05 M / \$38.03 M	43
Clothing Accessory Stores	\$405.25 K / \$1.6 K	100	\$2.48 M / \$244.92 K	90	\$5.41 M / \$1.31 M	76
Other Apparel Stores	\$606.13 K / \$79.56 K	87	\$3.73 M / \$3.4 M	9	\$8.2 M / \$5.45 M	33
Shoe Stores	\$1.98 M / -	100	\$12.35 M / \$12.06 M	2	\$27.4 M / \$16.24 M	41
Jewelry Stores	\$1.02 M / -	100	\$6.15 M / \$2.34 M	62	\$13.14 M / \$2.34 M	82
Luggage Stores	\$76.98 K / -	100	\$472.03 K / -	100	\$1.04 M / \$196.11 K	81
Furniture, Home Furnishings Stores	\$6.11 M / \$322.44 K	95	\$37.24 M / \$22.07 M	41	\$80.62 M / \$59.96 M	26
Furniture Stores	\$3.79 M / \$322.44 K	92	\$23.06 M / \$18.43 M	20	\$49.71 M / \$46.67 M	6
Floor Covering Stores	\$652.16 K / -	100	\$3.94 M / \$1.4 M	65	\$8.45 M / \$8.96 M	-6
Other Home Furnishing Stores	\$1.66 M / -	100	\$10.24 M / \$2.24 M	78	\$22.46 M / \$4.33 M	81
Electronics, Appliance Stores	\$4.49 M / \$480.01 K	89	\$27.68 M / \$23.39 M	16	\$60.9 M / \$53.17 M	13
Building Material, Garden Equipment, Supplies Dealers	\$14.78 M / \$4.75 M	68	\$90.49 M / \$112.68 M	-20	\$197.21 M / \$262.72 M	-25
Home Centers	\$6.95 M / -	100	\$42.55 M / \$71.26 M	-40	\$92.77 M / \$101.24 M	-8
Paint, Wallpaper Stores	\$514.93 K / \$734.45 K	-30	\$3.14 M / \$2.15 M	32	\$6.78 M / \$6.44 M	5
Hardware Stores	\$637.58 K / -	100	\$3.91 M / \$3.12 M	20	\$8.54 M / \$9.69 M	-12
Other Building Materials Stores	\$4.92 M / -	100	\$30.11 M / \$28.37 M	6	\$65.63 M / \$120.03 M	-45
Outdoor Power Equipment Stores	\$236.78 K / \$648.78 K	-64	\$1.44 M / \$1.28 M	11	\$3.13 M / \$7.43 M	-58
Nursery, Garden Stores	\$1.53 M / \$3.36 M	-55	\$9.34 M / \$6.51 M	30	\$20.36 M / \$17.88 M	12
Food, Beverage Stores	\$36.82 M / \$19.53 M	47	\$232.56 M / \$161.87 M	30	\$528.28 M / \$341.38 M	35
Grocery Stores	\$32.77 M / \$18.63 M	43	\$207.24 M / \$146.85 M	29	\$471.46 M / \$264.3 M	44
Convenience Stores	\$1.26 M / \$382.17 K	70	\$8.01 M / \$3.74 M	53	\$18.3 M / \$11.15 M	39
Meat Markets	\$369.94 K / -	100	\$2.35 M / \$174.21 K	93	\$5.38 M / \$28.45 M	-81
Fish, Seafood Markets	\$134.94 K / -	100	\$854.67 K / -	100	\$1.96 M / \$209.84 K	89
Fruit, Vegetable Markets	\$224.47 K / -	100	\$1.43 M / -	100	\$3.27 M / -	100
Other Specialty Food Markets	\$389.23 K / -	100	\$2.47 M / \$1.15 M	54	\$5.65 M / \$3.59 M	36
Liquor Stores	\$1.66 M / \$519.86 K	69	\$10.2 M / \$9.96 M	2	\$22.24 M / \$33.67 M	-34

Goddard, Kansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$9.32 M / \$561.19 K	94	\$58.29 M / \$40.05 M	31	\$130.8 M / \$86.54 M	34
Pharmacy, Drug Stores	\$7.79 M / \$561.19 K	93	\$48.78 M / \$33.12 M	32	\$109.52 M / \$73.68 M	33
Cosmetics, Beauty Stores	\$459.76 K / -	100	\$2.87 M / \$1.13 M	61	\$6.43 M / \$1.45 M	77
Optical Goods Stores	\$529.79 K / -	100	\$3.29 M / \$1.54 M	53	\$7.34 M / \$4.06 M	45
Other Health, Personal Care Stores	\$535.67 K / -	100	\$3.35 M / \$4.26 M	-21	\$7.5 M / \$7.36 M	2
Sporting Goods, Hobby, Book, Music Stores	\$4.73 M / \$323.92 K	93	\$28.7 M / \$26.02 M	9	\$61.73 M / \$62.85 M	-2
Sporting Goods Stores	\$2.64 M / -	100	\$15.9 M / \$20.85 M	-24	\$33.79 M / \$36.2 M	-7
Hobby, Toy, Game Stores	\$718.98 K / -	100	\$4.44 M / \$1.7 M	62	\$9.77 M / \$4.16 M	57
Sewing, Needlecraft Stores	\$238.69 K / \$63.17 K	74	\$1.44 M / \$505.16 K	65	\$3.11 M / \$606.19 K	80
Musical Instrument Stores	\$195.32 K / -	100	\$1.23 M / \$1.57 M	-22	\$2.78 M / \$6.73 M	-59
Book Stores	\$939.17 K / \$260.75 K	72	\$5.7 M / \$1.39 M	76	\$12.28 M / \$15.16 M	-19
General Merchandise Stores	\$37.17 M / \$34.72 M	7	\$232.2 M / \$917.51 M	-75	\$519.7 M / \$1.07 B	-51
Department Stores	\$9.84 M / \$34.72 M	-72	\$60.9 M / \$98.93 M	-38	\$134.63 M / \$157.51 M	-15
Warehouse Superstores	\$23.67 M / -	100	\$148.48 M / \$806.19 M	-82	\$334.16 M / \$839.96 M	-60
Other General Merchandise Stores	\$3.66 M / -	100	\$22.83 M / \$12.39 M	46	\$50.9 M / \$70.96 M	-28
Miscellaneous Store Retailers	\$5.21 M / \$791.25 K	85	\$32.21 M / \$24.78 M	23	\$71.2 M / \$66.78 M	6
Florists	\$190.28 K / \$211.12 K	-10	\$1.16 M / \$484.37 K	58	\$2.52 M / \$851.74 K	66
Office, Stationary Stores	\$527.72 K / -	100	\$3.24 M / \$3.29 M	-1	\$7.08 M / \$17.53 M	-60
Gift, Souvenir Stores	\$624.67 K / \$37.63 K	94	\$3.86 M / \$2.16 M	44	\$8.51 M / \$3.14 M	63
Used Merchandise Stores	\$365.43 K / \$49.38 K	86	\$2.24 M / \$1.06 M	53	\$4.92 M / \$5.83 M	-16
Pet, Pet Supply Stores	\$2.14 M / -	100	\$13.19 M / \$13.57 M	-3	\$28.96 M / \$19.47 M	33
Art Dealers	\$171.6 K / -	100	\$1.06 M / \$1.16 M	-9	\$2.33 M / \$2.13 M	9
Mobile Home Dealers	\$317.91 K / -	100	\$1.95 M / -	100	\$4.24 M / \$5.06 M	-16
Other Miscellaneous Retail Stores	\$868.53 K / \$493.12 K	43	\$5.51 M / \$3.04 M	45	\$12.63 M / \$12.79 M	-1
Non-Store Retailers	\$17.6 M / \$1.26 M	93	\$108.78 M / \$8.16 M	93	\$240.02 M / \$30.43 M	87
Mail Order, Catalog Stores	\$14.71 M / \$1.16 M	92	\$90.75 M / \$5.31 M	94	\$199.69 M / \$14.62 M	93
Vending Machines	\$377.5 K / -	100	\$2.39 M / \$2.23 M	7	\$5.44 M / \$3.34 M	39
Fuel Dealers	\$1.41 M / -	100	\$8.79 M / -	100	\$19.64 M / \$10.16 M	48
Other Direct Selling Establishments	\$1.1 M / \$95.81 K	91	\$6.85 M / \$621.95 K	91	\$15.25 M / \$2.31 M	85

Goddard, Kansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$33.95 M / \$15.49 M	54	\$209.92 M / \$154.04 M	27	\$462.15 M / \$380.78 M	18
Hotels, Other Travel Accommodations	\$1.87 M / \$72.96 K	96	\$11.57 M / \$11.63 M	0	\$25.45 M / \$28.95 M	-12
RV Parks	\$17.94 K / \$12.16 K	32	\$110.96 K / \$12.16 K	89	\$242.01 K / \$72.64 K	70
Rooming, Boarding Houses	\$13.44 K / -	100	\$82.46 K / -	100	\$181.52 K / \$62.83 K	65
Full Service Restaurants	\$19.87 M / \$6.51 M	67	\$122.86 M / \$73.43 M	40	\$270.49 M / \$180.13 M	33
Limited Service Restaurants	\$9.23 M / \$9.54 M	-3	\$57.08 M / \$62.42 M	-9	\$125.66 M / \$152.34 M	-18
Special Food Services, Catering	\$2.94 M / -	100	\$18.21 M / \$9.05 M	50	\$40.12 M / \$22.27 M	44
Drinking Places	\$876.56 K / \$221.47 K	75	\$5.36 M / \$2.87 M	47	\$11.65 M / \$8.61 M	26
Gasoline Stations	\$26.49 M / \$5.48 M	79	\$168.35 M / \$87.42 M	48	\$385.23 M / \$342.22 M	11
Motor Vehicle, Parts Dealers	\$52.29 M / \$13.42 M	74	\$323.55 M / \$220.25 M	32	\$712.65 M / \$555.5 M	22
New Car Dealers	\$40 M / \$3.93 M	90	\$247.67 M / \$152.53 M	38	\$545.97 M / \$331.53 M	39
Used Car Dealers	\$4.13 M / \$409.87 K	90	\$25.57 M / \$6.97 M	73	\$56.32 M / \$85.57 M	-34
Recreational Vehicle Dealers	\$931.74 K / -	100	\$5.54 M / -	100	\$11.58 M / \$892.26 K	92
Motorcycle, Boat Dealers	\$1.92 M / -	100	\$11.63 M / \$27.81 M	-58	\$24.92 M / \$32.78 M	-24
Auto Parts, Accessories	\$3.17 M / \$8.75 M	-64	\$19.86 M / \$18.72 M	6	\$44.26 M / \$51.65 M	-14
Tire Dealers	\$2.13 M / \$330.93 K	84	\$13.29 M / \$14.22 M	-7	\$29.59 M / \$53.07 M	-44
2024 Population	18,418		113,523		301,560	
2029 Population	19,441		116,590		306,901	
% Population Change 2024-2029	5.6%		2.7%		1.8%	
2024 Adult Population Age 18+	13,129		85,135		227,244	
2024 Population Male	9,229		56,631		153,011	
2024 Population Female	9,189		56,892		148,549	
2024 Households	6,379		43,908		120,662	
2024 Median Household Income	108,579		92,320		70,114	
2024 Average Household Income	139,835		118,011		89,542	

Retail Potential

Retail Potential Profile



Goddard, Kansas			
Radius	5 mi radius	10 mi radius	15 mi radius
2024 Population	18,418	113,523	301,560
2029 Population	19,441	116,590	306,901
% Population Change 2020-2024	4.7%	-2.9%	0.9%
2024 Adult Population Age 18+	\$13,129	\$85,135	\$227,244
2024 Population Male	\$9,229	\$56,631	\$153,011
2024 Population Female	\$9,189	\$56,892	\$148,549
2024 Households	\$6,379	\$43,908	\$120,662
2024 Median Household Income	\$108,579	\$92,320	\$70,114
2024 Average Household Income	\$139,835	\$118,011	\$89,542
Clothing, Clothing Accessories Stores	\$12.09 M	\$74.54 M	\$163.9 M
Men's Clothing Stores	\$430.86 K	\$2.65 M	\$5.81 M
Women's Clothing Stores	\$1.87 M	\$11.48 M	\$25.21 M
Children's, Infants' Clothing Stores	\$765.74 K	\$4.77 M	\$10.64 M
Family Clothing Stores	\$4.94 M	\$30.46 M	\$67.05 M
Clothing Accessory Stores	\$405.25 K	\$2.48 M	\$5.41 M
Other Apparel Stores	\$606.13 K	\$3.73 M	\$8.2 M
Shoe Stores	\$1.98 M	\$12.35 M	\$27.4 M
Jewelry Stores	\$1.02 M	\$6.15 M	\$13.14 M
Luggage Stores	\$76.98 K	\$472.03 K	\$1.04 M
Furniture, Home Furnishings Stores	\$6.11 M	\$37.24 M	\$80.62 M
Furniture Stores	\$3.79 M	\$23.06 M	\$49.71 M
Floor Covering Stores	\$652.16 K	\$3.94 M	\$8.45 M
Other Home Furnishing Stores	\$1.66 M	\$10.24 M	\$22.46 M
Electronics, Appliance Stores	\$4.49 M	\$27.68 M	\$60.9 M
Gasoline Stations	\$26.49 M	\$168.35 M	\$385.23 M
Building Material, Garden Equipment, Supplies Dealers	\$14.78 M	\$90.49 M	\$197.21 M
Home Centers	\$6.95 M	\$42.55 M	\$92.77 M
Paint, Wallpaper Stores	\$514.93 K	\$3.14 M	\$6.78 M
Hardware Stores	\$637.58 K	\$3.91 M	\$8.54 M
Other Building Materials Stores	\$4.92 M	\$30.11 M	\$65.63 M
Outdoor Power Equipment Stores	\$236.78 K	\$1.44 M	\$3.13 M
Nursery, Garden Stores	\$1.53 M	\$9.34 M	\$20.36 M
Food, Beverage Stores	\$36.82 M	\$232.56 M	\$528.28 M
Grocery Stores	\$32.77 M	\$207.24 M	\$471.46 M
Convenience Stores	\$1.26 M	\$8.01 M	\$18.3 M
Meat Markets	\$369.94 K	\$2.35 M	\$5.38 M
Fish, Seafood Markets	\$134.94 K	\$854.67 K	\$1.96 M
Fruit, Vegetable Markets	\$224.47 K	\$1.43 M	\$3.27 M
Other Specialty Food Markets	\$389.23 K	\$2.47 M	\$5.65 M
Liquor Stores	\$1.66 M	\$10.2 M	\$22.24 M

Retail Potential Profile



Goddard, Kansas		5 mi radius	10 mi radius	15 mi radius
Radius				
Health, Personal Care Stores		\$9.32 M	\$58.29 M	\$130.8 M
Pharmacy, Drug Stores		\$7.79 M	\$48.78 M	\$109.52 M
Cosmetics, Beauty Stores		\$459.76 K	\$2.87 M	\$6.43 M
Optical Goods Stores		\$529.79 K	\$3.29 M	\$7.34 M
Other Health, Personal Care Stores		\$535.67 K	\$3.35 M	\$7.5 M
Sporting Goods, Hobby, Book, Music Stores		\$4.73 M	\$28.7 M	\$61.73 M
Sporting Goods Stores		\$2.64 M	\$15.9 M	\$33.79 M
Hobby, Toy, Game Stores		\$718.98 K	\$4.44 M	\$9.77 M
Sewing, Needlecraft Stores		\$238.69 K	\$1.44 M	\$3.11 M
Musical Instrument Stores		\$195.32 K	\$1.23 M	\$2.78 M
Book Stores		\$939.17 K	\$5.7 M	\$12.28 M
General Merchandise Stores		\$37.17 M	\$232.2 M	\$519.7 M
Department Stores		\$9.84 M	\$60.9 M	\$134.63 M
Warehouse Superstores		\$23.67 M	\$148.48 M	\$334.16 M
Other General Merchandise Stores		\$3.66 M	\$22.83 M	\$50.9 M
Miscellaneous Store Retailers		\$5.21 M	\$32.21 M	\$71.2 M
Florists		\$190.28 K	\$1.16 M	\$2.52 M
Office, Stationary Stores		\$527.72 K	\$3.24 M	\$7.08 M
Gift, Souvenir Stores		\$624.67 K	\$3.86 M	\$8.51 M
Used Merchandise Stores		\$365.43 K	\$2.24 M	\$4.92 M
Pet, Pet Supply Stores		\$2.14 M	\$13.19 M	\$28.96 M
Art Dealers		\$171.6 K	\$1.06 M	\$2.33 M
Mobile Home Dealers		\$317.91 K	\$1.95 M	\$4.24 M
Other Miscellaneous Retail Stores		\$868.53 K	\$5.51 M	\$12.63 M
Non-Store Retailers		\$17.6 M	\$108.78 M	\$240.02 M
Mail Order, Catalog Stores		\$14.71 M	\$90.75 M	\$199.69 M
Vending Machines		\$377.5 K	\$2.39 M	\$5.44 M
Fuel Dealers		\$1.41 M	\$8.79 M	\$19.64 M
Other Direct Selling Establishments		\$1.1 M	\$6.85 M	\$15.25 M
Accommodation, Food Services		\$34.82 M	\$215.28 M	\$473.8 M
Hotels, Other Travel Accommodations		\$1.87 M	\$11.57 M	\$25.45 M
RV Parks		\$17.94 K	\$110.96 K	\$242.01 K
Rooming, Boarding Houses		\$13.44 K	\$82.46 K	\$181.52 K
Full Service Restaurants		\$19.87 M	\$122.86 M	\$270.49 M
Limited Service Restaurants		\$9.23 M	\$57.08 M	\$125.66 M
Special Food Services, Catering		\$2.94 M	\$18.21 M	\$40.12 M
Drinking Places		\$876.56 K	\$5.36 M	\$11.65 M
Motor Vehicle, Parts Dealers		\$52.29 M	\$323.55 M	\$712.65 M
New Car Dealers		\$40 M	\$247.67 M	\$545.97 M
Used Car Dealers		\$4.13 M	\$25.57 M	\$56.32 M
Recreational Vehicle Dealers		\$931.74 K	\$5.54 M	\$11.58 M
Motorcycle, Boat Dealers		\$1.92 M	\$11.63 M	\$24.92 M
Auto Parts, Accessories		\$3.17 M	\$19.86 M	\$44.26 M
Tire Dealers		\$2.13 M	\$13.29 M	\$29.59 M

Income Summary

Income Summary Report



Goddard, Kansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
Population						
Estimated Population (2024)	18,418		113,523		301,560	
Projected Population (2029)	19,441		116,590		306,901	
Census Population (2020)	17,594		116,946		298,926	
Census Population (2010)	14,821		106,232		286,960	
<i>Projected Annual Growth (2024 to 2029)</i>	1,023	1.1%	3,067	0.5%	5,342	0.4%
<i>Historical Annual Growth (2020 to 2024)</i>	825	1.1%	-3,423	-0.8%	2,633	0.2%
<i>Historical Annual Growth (2010 to 2020)</i>	2,772	1.9%	10,715	1.0%	11,967	0.4%
Households						
Estimated Households (2024)	6,379		43,908		120,662	
Projected Households (2029)	6,796		45,390		124,013	
Census Households (2020)	5,974		43,573		116,588	
Census Households (2010)	4,977		39,377		110,792	
<i>Projected Annual Growth (2024 to 2029)</i>	417	1.3%	1,482	0.7%	3,351	0.6%
<i>Historical Annual Growth (2020 to 2024)</i>	406	1.7%	335	0.2%	4,074	0.9%
<i>Historical Annual Growth (2010 to 2020)</i>	997	2.0%	4,195	1.1%	5,796	0.5%
Average Household Income						
Estimated Average Household Income (2024)	\$139,835		\$118,011		\$89,542	
Projected Average Household Income (2029)	\$144,347		\$123,226		\$92,680	
Census Average Household Income (2020)	\$83,317		\$76,500		\$56,574	
Census Average Household Income (2010)	\$66,165		\$65,017		\$48,960	
<i>Projected Annual Growth (2024 to 2029)</i>	\$4,512	0.6%	\$5,216	0.9%	\$3,138	0.7%
<i>Historical Annual Growth (2020 to 2024)</i>	\$56,518	4.8%	\$41,510	3.9%	\$32,968	4.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$17,153	2.6%	\$11,484	1.8%	\$7,613	1.6%
Median Household Income						
Estimated Median Household Income (2024)	\$108,579		\$92,320		\$70,114	
Projected Median Household Income (2029)	\$111,210		\$94,790		\$71,415	
Census Median Household Income (2020)	\$73,466		\$67,784		\$49,490	
Census Median Household Income (2010)	\$57,922		\$57,978		\$42,605	
<i>Projected Annual Growth (2024 to 2029)</i>	\$2,631	0.5%	\$2,470	0.5%	\$1,302	0.4%
<i>Historical Annual Growth (2020 to 2024)</i>	\$35,113	3.4%	\$24,536	2.6%	\$20,624	3.0%
<i>Historical Annual Growth (2010 to 2020)</i>	\$15,545	2.7%	\$9,806	1.7%	\$6,885	1.6%
Per Capita Income						
Estimated Per Capita Income (2024)	\$48,536		\$45,777		\$36,011	
Projected Per Capita Income (2029)	\$50,555		\$48,103		\$37,630	
Census Per Capita Income (2020)	\$27,967		\$28,354		\$21,841	
Census Per Capita Income (2010)	\$21,517		\$23,238		\$18,978	
<i>Projected Annual Growth (2024 to 2029)</i>	\$2,019	0.8%	\$2,326	1.0%	\$1,619	0.9%
<i>Historical Annual Growth (2020 to 2024)</i>	\$20,569	5.3%	\$17,423	4.4%	\$14,169	4.6%
<i>Historical Annual Growth (2010 to 2020)</i>	\$6,450	3.0%	\$5,116	2.2%	\$2,864	1.5%
Other Income						
Estimated Families (2024)	4,983		27,164		67,036	
Estimated Average Family Income (2024)	\$153,296		\$145,715		\$112,827	
Estimated Median Family Income (2024)	\$120,319		\$113,779		\$90,260	
Estimated Average Household Net Worth (2024)	\$1,343,816		\$1,095,426		\$778,212	

Consumer Expenditure Summary

Consumer Expenditure Summary



Goddard, Kansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
Estimated Population		18,418		113,523		301,560
Estimated Households		6,379		43,908		120,662
Household Expenditure		\$555.92 M		\$3.46 B		\$7.69 B
Per Household ~ Per Capita	\$87,143	\$30,183	\$78,739	\$30,455	\$63,727	\$25,499
Non-Retail Expenditures	\$294 M	52.9%	\$1.83 B	52.9%	\$4.06 B	52.8%
Per Household ~ Per Capita	\$46,086	\$15,962	\$41,619	\$16,097	\$33,676	\$13,474
Retail Expenditures	\$261.92 M	47.1%	\$1.63 B	47.1%	\$3.63 B	47.2%
Per Household ~ Per Capita	\$41,057	\$14,221	\$37,121	\$14,357	\$30,051	\$12,024
Apparel	\$19.76 M	3.6%	\$122.12 M	3.5%	\$269.09 M	3.5%
Per Household ~ Per Capita	\$3,097	\$1,073	\$2,781	\$1,076	\$2,230	\$892
Contributions	\$19.62 M	3.5%	\$117.98 M	3.4%	\$252.08 M	3.3%
Per Household ~ Per Capita	\$3,076	\$1,065	\$2,687	\$1,039	\$2,089	\$836
Education	\$18.34 M	3.3%	\$108.69 M	3.1%	\$226.63 M	2.9%
Per Household ~ Per Capita	\$2,875	\$996	\$2,475	\$957	\$1,878	\$752
Entertainment	\$32.59 M	5.9%	\$199.61 M	5.8%	\$434.44 M	5.6%
Per Household ~ Per Capita	\$5,108	\$1,769	\$4,546	\$1,758	\$3,600	\$1,441
Food, Beverages	\$80.2 M	14.4%	\$503.15 M	14.6%	\$1.13 B	14.7%
Per Household ~ Per Capita	\$12,572	\$4,354	\$11,459	\$4,432	\$9,374	\$3,751
Furnishings, Equipment	\$20.22 M	3.6%	\$124.03 M	3.6%	\$270.31 M	3.5%
Per Household ~ Per Capita	\$3,170	\$1,098	\$2,825	\$1,093	\$2,240	\$896
Gifts	\$14.72 M	2.6%	\$88.04 M	2.5%	\$188.55 M	2.5%
Per Household ~ Per Capita	\$2,308	\$799	\$2,005	\$776	\$1,563	\$625
Health Care	\$46.18 M	8.3%	\$290.09 M	8.4%	\$654.18 M	8.5%
Per Household ~ Per Capita	\$7,239	\$2,507	\$6,607	\$2,555	\$5,422	\$2,169
Household Operations	\$22.34 M	4.0%	\$137.41 M	4.0%	\$301.53 M	3.9%
Per Household ~ Per Capita	\$3,502	\$1,213	\$3,130	\$1,210	\$2,499	\$1,000
Miscellaneous Expenses	\$10.6 M	1.9%	\$65.92 M	1.9%	\$145.85 M	1.9%
Per Household ~ Per Capita	\$1,662	\$576	\$1,501	\$581	\$1,209	\$484
Personal Care	\$7.47 M	1.3%	\$46.51 M	1.3%	\$103.27 M	1.3%
Per Household ~ Per Capita	\$1,171	\$406	\$1,059	\$410	\$856	\$342
Personal Insurance	\$4.26 M	0.8%	\$25.5 M	0.7%	\$53.79 M	0.7%
Per Household ~ Per Capita	\$669	\$232	\$581	\$225	\$446	\$178
Reading	\$1.24 M	0.2%	\$7.67 M	0.2%	\$16.9 M	0.2%
Per Household ~ Per Capita	\$195	\$67	\$175	\$68	\$140	\$56
Shelter	\$115.87 M	20.8%	\$725.66 M	21.0%	\$1.63 B	21.2%
Per Household ~ Per Capita	\$18,163	\$6,291	\$16,527	\$6,392	\$13,485	\$5,396
Tobacco	\$2.85 M	0.5%	\$19.11 M	0.6%	\$47 M	0.6%
Per Household ~ Per Capita	\$447	\$155	\$435	\$168	\$389	\$156
Transportation	\$101.08 M	18.2%	\$629.48 M	18.2%	\$1.4 B	18.2%
Per Household ~ Per Capita	\$15,845	\$5,488	\$14,336	\$5,545	\$11,597	\$4,640
Utilities	\$38.56 M	6.9%	\$246.3 M	7.1%	\$568.29 M	7.4%
Per Household ~ Per Capita	\$6,045	\$2,094	\$5,609	\$2,170	\$4,710	\$1,885

Consumer Expenditure Trend



Goddard, Kansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
Population / Households (2024)						
Estimated Population	18,418		113,523		301,560	
Estimated Households	6,379		43,908		120,662	
Total Annual Consumer Expenditure (2024)						
Total Household Expenditure	\$555.92 M		\$3.46 B		\$7.69 B	
Total Non-Retail Expenditure	\$294 M		\$1.83 B		\$4.06 B	
Total Retail Expenditure	\$261.92 M		\$1.63 B		\$3.63 B	
Apparel	\$19.76 M		\$122.12 M		\$269.09 M	
Contributions	\$19.62 M		\$117.98 M		\$252.08 M	
Education	\$18.34 M		\$108.69 M		\$226.63 M	
Entertainment	\$32.59 M		\$199.61 M		\$434.44 M	
Food and Beverages	\$80.2 M		\$503.15 M		\$1.13 B	
Furnishings and Equipment	\$20.22 M		\$124.03 M		\$270.31 M	
Gifts	\$14.72 M		\$88.04 M		\$188.55 M	
Health Care	\$46.18 M		\$290.09 M		\$654.18 M	
Household Operations	\$22.34 M		\$137.41 M		\$301.53 M	
Miscellaneous Expenses	\$10.6 M		\$65.92 M		\$145.85 M	
Personal Care	\$7.47 M		\$46.51 M		\$103.27 M	
Personal Insurance	\$4.26 M		\$25.5 M		\$53.79 M	
Reading	\$1.24 M		\$7.67 M		\$16.9 M	
Shelter	\$115.87 M		\$725.66 M		\$1.63 B	
Tobacco	\$2.85 M		\$19.11 M		\$47 M	
Transportation	\$101.08 M		\$629.48 M		\$1.4 B	
Utilities	\$38.56 M		\$246.3 M		\$568.29 M	
Monthly Household Consumer Expenditure (2024)						
Total Household Expenditure	\$7,262		\$6,562		\$5,311	
Total Non-Retail Expenditure	\$3,840	52.9%	\$3,468	52.9%	\$2,806	52.8%
Total Retail Expenditure	\$3,421	47.1%	\$3,093	47.1%	\$2,504	47.2%
Apparel	\$258	3.6%	\$232	3.5%	\$186	3.5%
Contributions	\$256	3.5%	\$224	3.4%	\$174	3.3%
Education	\$240	3.3%	\$206	3.1%	\$157	2.9%
Entertainment	\$426	5.9%	\$379	5.8%	\$300	5.6%
Food and Beverages	\$1,048	14.4%	\$955	14.6%	\$781	14.7%
Furnishings and Equipment	\$264	3.6%	\$235	3.6%	\$187	3.5%
Gifts	\$192	2.6%	\$167	2.5%	\$130	2.5%
Health Care	\$603	8.3%	\$551	8.4%	\$452	8.5%
Household Operations	\$292	4.0%	\$261	4.0%	\$208	3.9%
Miscellaneous Expenses	\$139	1.9%	\$125	1.9%	\$101	1.9%
Personal Care	\$98	1.3%	\$88	1.3%	\$71	1.3%
Personal Insurance	\$56	0.8%	\$48	0.7%	\$37	0.7%
Reading	\$16	0.2%	\$15	0.2%	\$12	0.2%
Shelter	\$1,514	20.8%	\$1,377	21.0%	\$1,124	21.2%
Tobacco	\$37	0.5%	\$36	0.6%	\$32	0.6%
Transportation	\$1,320	18.2%	\$1,195	18.2%	\$966	18.2%
Utilities	\$504	6.9%	\$467	7.1%	\$392	7.4%

Consumer Expenditure Trend



Goddard, Kansas				
Radius	5 mi radius	10 mi radius	15 mi radius	
Population / Households (2029)				
Projected Population	19,441	116,590	306,901	
Projected Households	6,796	45,390	124,013	
Total Annual Consumer Expenditure (2029)				
Total Household Expenditure	\$585.58 M	\$3.61 B	\$8 B	
Total Non-Retail Expenditure	\$309.93 M	\$1.91 B	\$4.23 B	
Total Retail Expenditure	\$275.65 M	\$1.7 B	\$3.77 B	
Apparel	\$20.83 M	\$127.62 M	\$280.3 M	
Contributions	\$20.73 M	\$123.56 M	\$262.92 M	
Education	\$19.4 M	\$114.16 M	\$236.91 M	
Entertainment	\$34.31 M	\$208.3 M	\$452.04 M	
Food and Beverages	\$84.43 M	\$524.77 M	\$1.18 B	
Furnishings and Equipment	\$21.28 M	\$129.35 M	\$281.11 M	
Gifts	\$15.59 M	\$92.41 M	\$196.87 M	
Health Care	\$48.56 M	\$301.82 M	\$679.53 M	
Household Operations	\$23.56 M	\$143.57 M	\$314.03 M	
Miscellaneous Expenses	\$11.17 M	\$68.88 M	\$151.84 M	
Personal Care	\$7.87 M	\$48.53 M	\$107.45 M	
Personal Insurance	\$4.49 M	\$26.57 M	\$55.95 M	
Reading	\$1.31 M	\$8.02 M	\$17.6 M	
Shelter	\$122.22 M	\$759.23 M	\$1.7 B	
Tobacco	\$2.99 M	\$19.88 M	\$48.77 M	
Transportation	\$106.31 M	\$655.82 M	\$1.45 B	
Utilities	\$40.54 M	\$256.49 M	\$590.53 M	
Consumer Expenditure Growth (2024 to 2029)				
Total Household Expenditure	\$29.66 M	\$151.69 M	\$312.79 M	
Total Non-Retail Expenditure	\$15.93 M	\$82.16 M	\$167.97 M	
Total Retail Expenditure	\$13.73 M	\$69.53 M	\$144.82 M	
Apparel	\$1.07 M	\$5.5 M	\$11.21 M	
Contributions	\$1.1 M	\$5.58 M	\$10.83 M	
Education	\$1.06 M	\$5.47 M	\$10.28 M	
Entertainment	\$1.73 M	\$8.69 M	\$17.6 M	
Food and Beverages	\$4.22 M	\$21.62 M	\$45.49 M	
Furnishings and Equipment	\$1.06 M	\$5.31 M	\$10.81 M	
Gifts	\$871.9 K	\$4.37 M	\$8.32 M	
Health Care	\$2.38 M	\$11.73 M	\$25.35 M	
Household Operations	\$1.22 M	\$6.16 M	\$12.5 M	
Miscellaneous Expenses	\$566.74 K	\$2.96 M	\$5.99 M	
Personal Care	\$395.96 K	\$2.02 M	\$4.18 M	
Personal Insurance	\$223.8 K	\$1.07 M	\$2.16 M	
Reading	\$68.11 K	\$341.47 K	\$698.84 K	
Shelter	\$6.35 M	\$33.57 M	\$68.29 M	
Tobacco	\$139.62 K	\$764.11 K	\$1.77 M	
Transportation	\$5.22 M	\$26.34 M	\$55.08 M	
Utilities	\$1.98 M	\$10.19 M	\$22.23 M	

Crime Risk

Goddard, Kansas			
Radius	5 mi radius	10 mi radius	15 mi radius
Demographics			
Population	18,418	113,523	301,560
Census Population	17,594	116,946	298,926
Households	6,379	43,908	120,662
Average Household Income	\$139,835	\$118,011	\$89,542
Median Household Income	\$108,579	\$92,320	\$70,114
Per Capita Income	\$48,536	\$45,777	\$36,011
Total Crime			
Crime Index	70	142	203
Crime Level	Below Average	Above Average	Very High
Personal Crime			
Crime Index	60	116	217
Crime Level	Low Risk	Average	Very High
Murder			
Crime Index	31	45	107
Crime Level	Low Risk	Low Risk	Average
Rape			
Crime Index	200	171	176
Crime Level	Very High	High Risk	High Risk
Robbery			
Crime Index	22	78	128
Crime Level	Very Low	Below Average	Above Average
Assault			
Crime Index	51	120	253
Crime Level	Low Risk	Above Average	Very High
Property Crime			
Crime Index	72	147	200
Crime Level	Below Average	Above Average	Very High
Burglary			
Crime Index	35	114	191
Crime Level	Low Risk	Average	Very High
Larceny			
Crime Index	85	160	204
Crime Level	Below Average	High Risk	Very High
Motor Vehicle Theft			
Crime Index	39	104	186
Crime Level	Low Risk	Average	Very High

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Goddard, Kansas	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
Auto Parts Tires			
AAMCO	3 / 0	5,000	
Advance Auto Parts	3 / 0	9,400	
AutoZone	9 / 1	6,600	
Crash Champions	2 / 0	11,700	
Discount Tire	1 / 0	7,900	
Firestone	2 / 0	9,000	
Gerber Collision & Glass	6 / 0	10,500	
Jiffy Lube	5 / 0	2,500	
Meineke	3 / 0	3,400	
Midas	2 / 0	4,800	
O'Reilly	10 / 1	8,500	
Quick Lane	1 / 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	5 / 0	5,000	
BMO Harris Bank	2 / 0	5,400	
Commerce Bank	2 / 0	5,000	
JRMB	2 / 0	4,600	
Simmons First National Bank	1 / 0	5,700	
UMB Bank	1 / 0	6,900	
Wells Fargo	1 / 0	3,500	
Banks Minor			
Bank	63 / 2		
Car Washes			
Club Car Wash	5 / 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			
Buckle	1 / 0	5,100	
Carters	1 / 0	5,200	
Cato	1 / 0	5,000	
Eddie Bauer	1 / 0	5,700	
Hot Topic	1 / 0	1,700	

Goddard, Kansas	Site / Market Locations	Avg Square Footage	Closest Location
Radius			
Lane Bryant	1 / 0	6,000	
maurices	1 / 0	6,000	
Men's Wearhouse	1 / 0	6,100	
Old Navy	1 / 0	18,000	
Computers Electronic			
Best Buy	1 / 0	35,600	
Convenience Stores			
Caseys General Store	7 / 0	3,200	
Conoco	5 / 0	2,500	
Murphy USA	1 / 1	2,100	
Phillips 66	8 / 0	2,500	
QuikTrip	21 / 0	4,800	
Valero	2 / 0	3,200	
Craft Fabric Stores			
Hobby Lobby	1 / 0	68,500	
Jo-Ann	1 / 0	24,300	
Michaels	1 / 0	23,600	
Dealerships			
Chevrolet	2 / 0		
Chrysler	1 / 0		
Dodge	1 / 0		
Ford	2 / 0		
GMC	1 / 0		
Hyundai	1 / 0		
Jeep	1 / 0		
Kia	1 / 0		
RAM	1 / 0		
Dental			
Affordable Dentures	1 / 0	4,100	
Department Stores			
Dillard's	1 / 0	92,400	
JCPenney	1 / 0	75,000	
Discount Department Stores			
Burlington Coat Factory	1 / 0	70,500	
Kohl's	1 / 0	84,200	
Marshalls	1 / 0	28,500	
Ollies Bargain Outlet	2 / 0	30,000	

Goddard, Kansas	Site / Market Locations	Avg Square Footage	Closest Location
Radius			
Ross	2 / 0	28,300	
Target	2 / 0	113,100	
TJ Maxx	1 / 0	33,400	
Wal-Mart Supercenter	5 / 1	189,700	
Dollar Stores			
Dollar General	24 / 0	9,600	
Dollar Tree	11 / 0	11,800	
Family Dollar	5 / 0	9,400	
Five Below	1 / 0	10,000	
Drug Stores			
CVS	4 / 0	13,400	
GNC	1 / 0	1,700	
Walgreens	9 / 0	14,800	
Education			
College	3 / 0		
Cosmetology and Barber	3 / 0		
Day Care	141 / 3		
High School	15 / 1		
High School (Private)	1 / 0		
PK - 8	82 / 6		
PK - 8 (Private)	16 / 1		
Trade Schools	1 / 0		
Entertainment			
Bowlero	1 / 0	41,100	
Regal	1 / 0	49,000	
Theatres	6 / 0		
EV Charging Stations			
ChargePoint	3 / 0		
Independent	6 / 0		
Tesla	2 / 0		
Eyewear			
LensCrafters	1 / 0	4,600	
Visionworks	1 / 0	3,800	
Fitness			
Anytime Fitness	1 / 0	5,100	
Orangetheory Fitness	2 / 0	3,700	
Planet Fitness	3 / 0	24,600	

Goddard, Kansas	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
YMCA	5 / 0	41,600	
Furniture Household			
Ashley Furniture	1 / 0	42,700	
HomeGoods	1 / 0	30,400	
Kirklands	1 / 0	8,900	
Rent A Center	5 / 0	5,700	
Slumberland	1 / 0	37,400	
Grocery Stores			
ALDI	3 / 0	16,600	
Dillon	10 / 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	2 / 0	3,800	
Claire's	2 / 0	1,300	
Fantastic Sams	2 / 0	2,400	
Great Clips	8 / 0	1,900	
Sally Beauty Supply	1 / 0	2,300	
Sephora	1 / 0	5,700	
Sport Clips	2 / 0	1,400	
ULTA	1 / 0	11,300	
Health Care			
Allergy and Immunology	1 / 0		
Anesthesiology	4 / 0		
Audiologist	2 / 0		
Cardiac Electrophysiology	1 / 0		
Cardiac Surgery	1 / 0		
Cardiovascular Disease	8 / 0		
Certified Nurse Midwife	1 / 0		
Certified Registered Nurse Anesthetist	5 / 0		
Chiropractic	44 / 2		
Clinical Nurse Specialist	4 / 0		
Clinical Psychologist	11 / 0		
Clinical Social Worker	30 / 0		
Colorectal Surgery	1 / 0		
Critical Care	1 / 0		

Goddard, Kansas	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
Dermatology	2 / 0		
Diagnostic Radiology	5 / 0		
Dialysis Centers	5 / 0		
Emergency Medicine	1 / 0		
Family Practice	25 / 0		
Gastroenterology	1 / 0		
General Surgery	7 / 0		
Geriatric Medicine	1 / 0		
Geriatric Psychiatry	2 / 0		
Hand Surgery	1 / 0		
Hematology and Oncology	1 / 0		
Hospitalist	4 / 0		
Infectious Disease	2 / 0		
Internal Medicine	20 / 0		
Interventional Cardiology	3 / 0		
Maxillofacial Surgery	2 / 0		
Nephrology	10 / 0		
Neurology	1 / 0		
Neurosurgery	1 / 0		
Nurse Practitioner	59 / 0		
Obstetrics and Gynecology	4 / 0		
Occupational Therapy	7 / 0		
Ophthalmology	4 / 0		
Optometry	31 / 1		
Orthopedic Surgery	4 / 0		
Osteopathic Manipulative Medicine	1 / 0		
Otolaryngology	3 / 0		
Pathology	1 / 0		
Pediatric Medicine	4 / 0		
Physical Medicine and Rehabilitation	4 / 0		
Physical Therapy	23 / 1		
Physician Assistant	35 / 0		
Plastic and Reconstructive Surgery	3 / 0		
Podiatry	9 / 1		
Psychiatry	10 / 0		
Pulmonary Disease	4 / 0		
Radiation Oncology	4 / 0		

Goddard, Kansas		Site / Market	Avg Square	Closest Location
Radius		Locations	Footage	
	Registered Dietitian or Nutrition Professional	2 / 0		
	Rheumatology	1 / 0		
	Speech Language Pathologist	3 / 0		
	Sports Medicine	4 / 0		
	Surgical Oncology	1 / 0		
	Urgent Care	2 / 0		
	Urology	3 / 0		
	Vascular Surgery	1 / 0		
Home Improvement				
	ABC Supply Co. Inc.	2 / 0	40,000	
	Ace Hardware	5 / 1	16,200	
	Do It Best	3 / 0	16,200	
	Harbor Freight Tools	2 / 0	17,100	
	Home Depot	1 / 0	120,600	
	Lowe's	2 / 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				
	Autograph Collection	1 / 0	25,200	
	Best Western Hotels	1 / 0	20,400	
	Best Western Plus	1 / 0	19,200	
	Comfort Suites	1 / 0	14,700	
	Courtyard	1 / 0	20,700	
	Days Inn & Suites	1 / 0	17,600	
	DoubleTree	1 / 0	42,500	
	Drury Hotels	1 / 0	20,600	
	Extended Stay America	2 / 0	18,000	
	Fairfield Inn and Suites	1 / 0	18,200	
	Hampton Inn	3 / 1	18,300	
	Hawthorn Suites	1 / 0	17,200	
	Hilton Garden	1 / 0	23,700	
	Holiday Inn Express	3 / 0	16,400	
	Home2	1 / 0	15,900	

Goddard, Kansas	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
Howard Johnson	1 / 0	24,600	
Hyatt Regency	1 / 0	68,900	
La Quinta Inn & Suites	1 / 0	24,600	
Motel 6	2 / 0	24,300	
Quality	1 / 0	15,700	
Red Roof Inn	1 / 0	28,900	
Rodeway	1 / 1	11,400	
Springhill Suites	1 / 0	17,000	
Super 8	2 / 0	12,300	
Wingate	1 / 0	16,200	
Wyndham Garden	1 / 0	35,800	
Jewelry			
Helzberg Diamonds	1 / 0		
Kay Jewelers	1 / 0		
Massage			
European Wax Center	1 / 0	1,400	
Hand and Stone	1 / 0	2,800	
Massage Envy	1 / 0	3,000	
Mattress			
Denver Mattress	2 / 0	14,800	
Mattress Firm	1 / 0	7,000	
Sleep Number	1 / 0	2,900	
Office Supply			
Office Depot	1 / 0	25,100	
Pet Stores			
Pet Supplies Plus	1 / 0	10,300	
Petco	1 / 0	15,900	
Petland	1 / 0	5,800	
PetsMart	1 / 0	22,100	
Restaurants Bakery Bagels			
Auntie Annes	2 / 0		
Crumbl Cookies	1 / 0	1,500	
Panera Bread	2 / 0	5,100	
Restaurants Casual			
Applebee's	2 / 0	5,400	
Buffalo Wild Wings	1 / 0	6,600	
Cheddar's	1 / 0	8,600	

Goddard, Kansas		Site / Market	Avg Square	Closest Location
Radius		Locations	Footage	
	Chili's	1 / 0	5,800	
	Chipotle	4 / 0	2,500	
	Cracker Barrel	1 / 0	9,900	
	Five Guys	2 / 0	2,600	
	Fuzzys Taco Shop	1 / 0	4,300	
	Golden Corral	1 / 0	11,700	
	Huddle House	1 / 0	2,500	
	Hurricane Grill and Wings	1 / 0	5,800	
	IHOP	3 / 0	4,800	
	Longhorn Steakhouse	1 / 0	5,900	
	Noodles & Company	1 / 0	3,000	
	Olive Garden	1 / 0	8,700	
	On The Border	1 / 0	7,500	
	Outback Steakhouse	1 / 0	6,800	
	Qdoba	1 / 0	2,900	
	Red Lobster	1 / 0	8,400	
	Red Robin	1 / 0	5,300	
	Texas Roadhouse	1 / 0	7,400	
	Twin Peaks	1 / 0	7,000	
	Village Inn	2 / 0	5,600	
	Walk On's	1 / 0	8,000	
Restaurants Coffee Donuts				
	Dunkin' Donuts	4 / 0	2,300	
	Dutch Bros Coffee	3 / 0	1,200	
	Scooters Coffee	8 / 1	700	
	Starbucks	14 / 1	1,800	
	Winchell's	1 / 0	1,500	
Restaurants Fast Food Major				
	Arby's	7 / 0	3,300	
	Burger King	10 / 1	4,000	
	Chick-fil-A	3 / 0	4,300	
	Dairy Queen	4 / 1	1,700	
	KFC	4 / 0	3,100	
	McDonald's	17 / 1	4,600	
	Sonic	11 / 1	2,800	
	Taco Bell	9 / 1	2,500	
	Wendy's	9 / 0	3,300	

Goddard, Kansas	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
Restaurants Fast Food Minor			
A&W	1 / 0	2,800	
Church's Chicken	2 / 0	1,700	
Fazoli's	1 / 0	3,600	
Freddys	4 / 0	3,600	
Long John Silver's	3 / 0	2,600	
Panda Express	1 / 0	2,500	
Popeyes	4 / 0	2,700	
Wing Stop	3 / 0	2,000	
Restaurants Ice Cream Smoothie			
Andys Frozen Custard	1 / 0	2,800	
Baskin-Robbins	1 / 0	2,200	
Braum's	9 / 1	5,100	
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	5 / 0	2,100	
Godfather's Pizza	1 / 0	2,700	
Little Caesars	5 / 0	1,800	
Marco's Pizza	2 / 0	2,000	
Papa Johns	5 / 0	1,500	
Papa Murphy's	3 / 0	1,600	
Pizza Hut	15 / 1	2,800	
Pizza Ranch	1 / 0	5,700	
Sbarro	3 / 0	1,000	
Restaurants Sandwich			
Firehouse Subs	2 / 0	2,300	
Jason's Deli	1 / 0	5,200	
Jersey Mike's	1 / 0	14,600	
Jimmy John's	2 / 0	2,000	
McAlister's Deli	1 / 0	5,000	
Mr. Goodcents	2 / 0	2,100	
Schlotzsky's Deli	2 / 0	3,300	
Subway	19 / 1	1,700	

Goddard, Kansas	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
Self Storage			
iStorage	5 / 0	53,700	
Prime Storage	1 / 0	37,700	
Public Storage	4 / 0	33,500	
U Haul	4 / 0	45,900	
Shoes Footwear			
Boot Barn	1 / 0	11,000	
Famous Footwear	1 / 0	9,700	
Fleet Feet	1 / 0	2,000	
Foot Locker	1 / 0	4,000	
Shoe Carnival	1 / 0	12,600	
Skechers	1 / 0	7,600	
Specialty			
GameStop	3 / 0	1,700	
Goodwill	4 / 0	24,100	
Guitar Center	1 / 0	15,500	
Hallmark	1 / 0	5,600	
Party City	1 / 0	13,300	
ReStore	1 / 0	19,700	
Swig	1 / 0		
Sporting Goods			
Academy Sports	1 / 0	71,300	
Champs Sports	1 / 0	3,500	
Dick's	1 / 0	48,700	
Play It Again Sports	1 / 0	5,500	
Wholesale			
Sam's Club	2 / 0	134,000	
Wireless Stores			
AT&T	3 / 0	3,500	
Boost Mobile	7 / 0	1,600	
Cricket	6 / 0	1,600	
MetroPCS	12 / 0	1,900	
T-Mobile	6 / 0	1,800	
Verizon Wireless	2 / 0	3,800	
Worship			
Baptist	30 / 1		
Buddhist	1 / 0		

Goddard, Kansas	Site / Market Locations	Avg Square Footage	Closest Location
Radius			
Christian	19 / 0		
Episcopal	3 / 0		
Lutheran	1 / 0		
Methodist	3 / 0		
Methodist Episcopal	1 / 0		
Mormon	1 / 0		
Presbyterian	1 / 0		