

RETAIL ATTRACTIONS, LLC

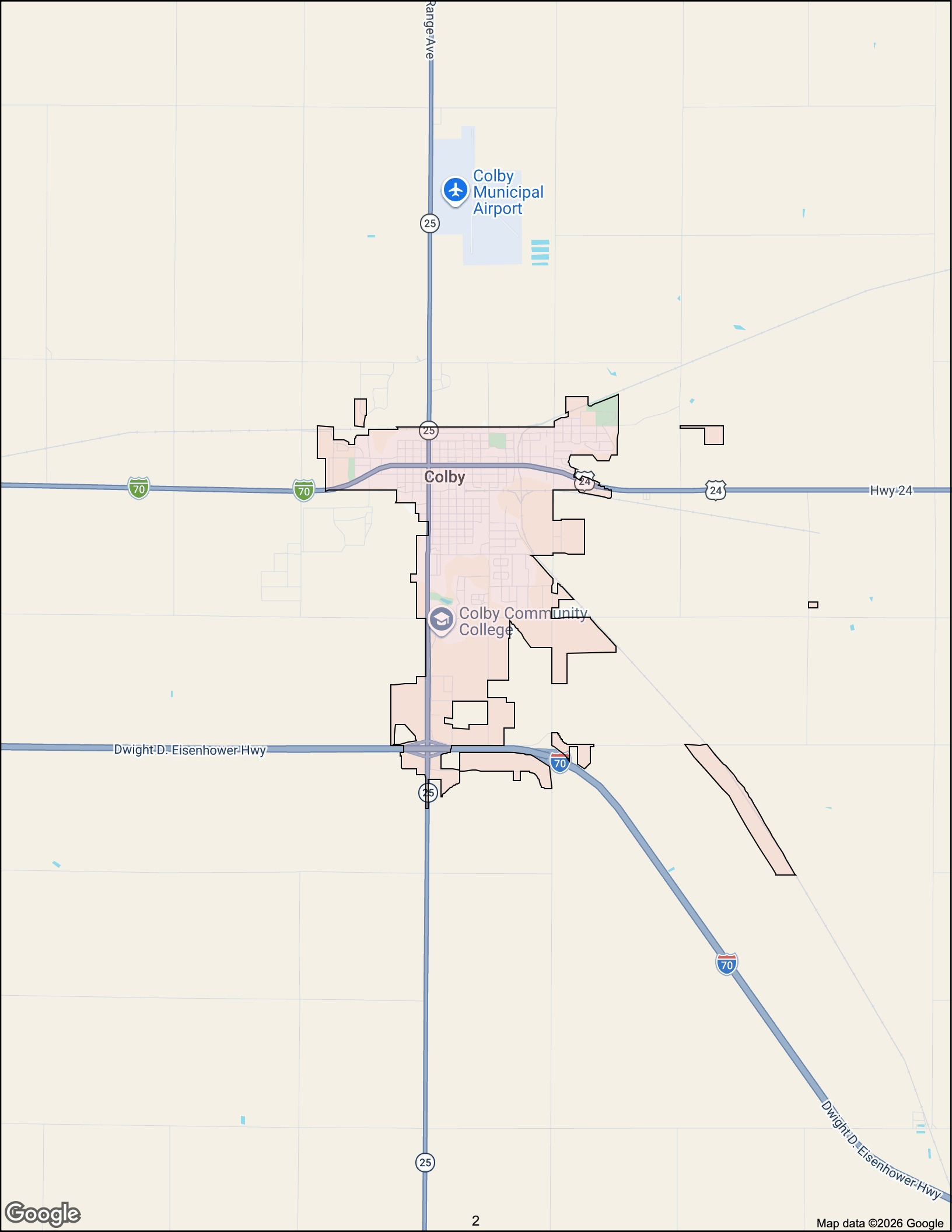
Economic Development Consulting

**Colby, Kansas
City Limits
1st Quarter 2026**

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Demographics



25

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Colby Municipal Airport

Colby

Colby Community College

Dwight D. Eisenhower Hwy

Hwy 24

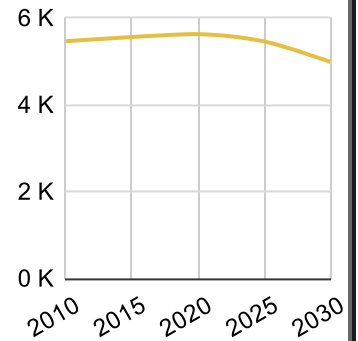
Dwight D. Eisenhower Hwy

Colby, Kansas

City Limits

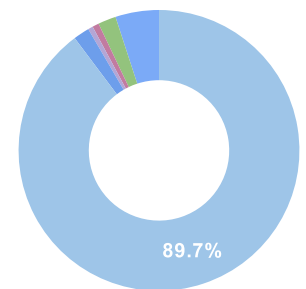
Population

| | |
|--------------------------------------|------------------|
| Estimated Population (2025) | 5,461 |
| Projected Population (2030) | 4,989 |
| Census Population (2020) | 5,630 |
| Census Population (2010) | 5,467 |
| Projected Annual Growth (2025-2030) | -472 -1.7% |
| Historical Annual Growth (2020-2025) | -169 -0.6% |
| Historical Annual Growth (2010-2020) | 163 0.3% |
| Estimated Population Density (2025) | 1,486 <i>psm</i> |
| Trade Area Size | 3.7 <i>sq mi</i> |



Race and Ethnicity (2025)

| Not Hispanic or Latino Population | | |
|---------------------------------------|-------|-------|
| White | 4,717 | 94.7% |
| Black or African American | 100 | 2.0% |
| American Indian or Alaska Native | 5 | 0.1% |
| Asian | 41 | 0.8% |
| Hawaiian or Pacific Islander | - | - |
| Other Race | 11 | 0.2% |
| Two or More Races | 106 | 2.1% |
| Hispanic or Latino Population | | |
| White | 184 | 38.3% |
| Black or African American | 1 | 0.2% |
| American Indian or Alaska Native | 26 | 5.4% |
| Asian | - | - |
| Hispanic Hawaiian or Pacific Islander | - | - |
| Other Race | 102 | 21.2% |
| Two or More Races | 168 | 34.9% |



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

Colby, Kansas

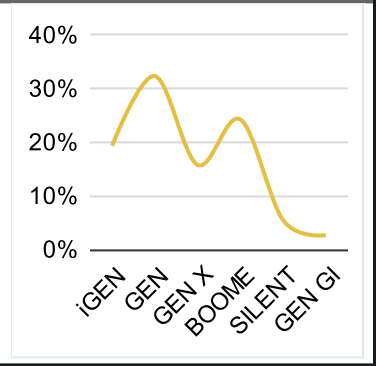
City Limits

Age Distribution (2025)

| | | |
|----------------------|------|-------|
| Age Under 5 Years | 364 | 6.7% |
| Age 5 to 9 Years | 384 | 7.0% |
| Age 10 to 14 Years | 309 | 5.7% |
| Age 15 to 19 Years | 587 | 10.7% |
| Age 20 to 24 Years | 507 | 9.3% |
| Age 25 to 29 Years | 344 | 6.3% |
| Age 30 to 34 Years | 329 | 6.0% |
| Age 35 to 39 Years | 299 | 5.5% |
| Age 40 to 44 Years | 304 | 5.6% |
| Age 45 to 49 Years | 259 | 4.7% |
| Age 50 to 54 Years | 232 | 4.2% |
| Age 55 to 59 Years | 213 | 3.9% |
| Age 60 to 64 Years | 326 | 6.0% |
| Age 65 to 69 Years | 301 | 5.5% |
| Age 70 to 74 Years | 253 | 4.6% |
| Age 75 to 79 Years | 170 | 3.1% |
| Age 80 to 84 Years | 129 | 2.4% |
| Age 85 Years or Over | 147 | 2.7% |
| Median Age | 32.5 | |

Generation (2025)

| | | |
|--|-------|-------|
| iGeneration (Age Under 15 Years) | 1,057 | 19.4% |
| Generation 9/11 Millennials (Age 15 to 34 Years) | 1,767 | 32.4% |
| Gen Xers (Age 35 to 49 Years) | 862 | 15.8% |
| Baby Boomers (Age 50 to 74 Years) | 1,325 | 24.3% |
| Silent Generation (Age 75 to 84 Years) | 299 | 5.5% |
| G.I. Generation (Age 85 Years or Over) | 147 | 2.7% |

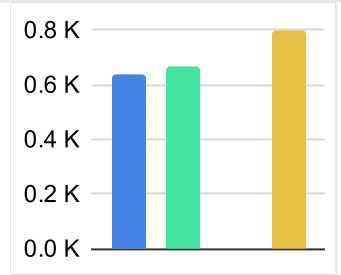


Colby, Kansas

City Limits

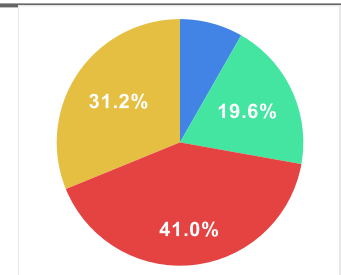
Household Type (2025)

| | |
|-------------------------------------|-------------|
| Total Households | 2,108 |
| Family Households | 1,305 61.9% |
| Family Households with Children | 635 48.7% |
| Family Households No Children | 670 51.3% |
| Non-Family Households | 803 38.1% |
| Non-Family Households with Children | 3 0.4% |
| Non-Family Households No Children | 800 99.6% |



Education Attainment (2025)

| | |
|----------------------------------|-------------|
| Elementary or Some High School | 273 8.3% |
| High School Graduate | 646 19.6% |
| Some College or Associate Degree | 1,355 41.0% |
| Bachelor or Graduate Degree | 1,030 31.2% |



Household Income (2025)

| | |
|------------------------------------|-----------|
| Estimated Average Household Income | \$100,183 |
| Estimated Median Household Income | \$70,402 |
| HH Income Under \$10,000 | 151 7.2% |
| HH Income \$10,000 to \$34,999 | 464 22.0% |
| HH Income \$35,000 to \$49,999 | 160 7.6% |
| HH Income \$50,000 to \$74,999 | 365 17.3% |
| HH Income \$75,000 to \$99,999 | 323 15.3% |
| HH Income \$100,000 to \$149,999 | 331 15.7% |
| HH Income \$150,000 or More | 315 14.9% |

Colby, Kansas

City Limits

Population

| | | |
|--------------------------------------|-------|-------|
| Estimated Population (2025) | 5,461 | |
| Projected Population (2030) | 4,989 | |
| Census Population (2020) | 5,630 | |
| Census Population (2010) | 5,467 | |
| Projected Annual Growth (2025-2030) | -472 | -1.7% |
| Historical Annual Growth (2020-2025) | -169 | -0.6% |
| Historical Annual Growth (2010-2020) | 163 | 0.3% |
| Estimated Population Density (2025) | 1,486 | psm |
| Trade Area Size | 3.7 | sq mi |

Households

| | | |
|--------------------------------------|-------|-------|
| Estimated Households (2025) | 2,108 | |
| Projected Households (2030) | 1,923 | |
| Census Households (2020) | 2,233 | |
| Census Households (2010) | 2,234 | |
| Projected Annual Growth (2025-2030) | -185 | -1.8% |
| Historical Annual Change (2010-2025) | -126 | -0.4% |

Average Household Income

| | | |
|---|-----------|------|
| Estimated Average Household Income (2025) | \$100,183 | |
| Projected Average Household Income (2030) | \$99,867 | |
| Census Average Household Income (2010) | \$52,703 | |
| Census Average Household Income (2000) | \$46,856 | |
| Projected Annual Change (2025-2030) | -\$316 | - |
| Historical Annual Change (2000-2025) | \$53,327 | 4.6% |

Median Household Income

| | | |
|--|----------|------|
| Estimated Median Household Income (2025) | \$70,402 | |
| Projected Median Household Income (2030) | \$70,106 | |
| Census Median Household Income (2010) | \$43,645 | |
| Census Median Household Income (2000) | \$36,204 | |
| Projected Annual Change (2025-2030) | -\$296 | - |
| Historical Annual Change (2000-2025) | \$34,198 | 3.8% |

Per Capita Income

| | | |
|--|-----------|------|
| Estimated Per Capita Income (2025) | \$39,175 | |
| Projected Per Capita Income (2030) | \$39,045 | |
| Census Per Capita Income (2010) | \$21,526 | |
| Census Per Capita Income (2000) | \$18,742 | |
| Projected Annual Change (2025-2030) | -\$130 | - |
| Historical Annual Change (2000-2025) | \$20,433 | 4.4% |
| Estimated Average Household Net Worth (2025) | \$811,562 | |

Colby, Kansas

City Limits

Race and Ethnicity

| | | |
|---|-------|-------|
| Total Population (2025) | 5,461 | |
| White (2025) | 4,901 | 89.7% |
| Black or African American (2025) | 101 | 1.8% |
| American Indian or Alaska Native (2025) | 31 | 0.6% |
| Asian (2025) | 41 | 0.8% |
| Hawaiian or Pacific Islander (2025) | - | - |
| Other Race (2025) | 113 | 2.1% |
| Two or More Races (2025) | 274 | 5.0% |
| Population < 18 (2025) | 1,320 | 24.2% |
| White Not Hispanic | 1,099 | 83.3% |
| Black or African American | 18 | 1.4% |
| Asian | 15 | 1.1% |
| Other Race Not Hispanic | 47 | 3.6% |
| Hispanic | 141 | 10.7% |
| Not Hispanic or Latino Population (2025) | 4,980 | 91.2% |
| Not Hispanic White | 4,717 | 94.7% |
| Not Hispanic Black or African American | 100 | 2.0% |
| Not Hispanic American Indian or Alaska Native | 5 | 0.1% |
| Not Hispanic Asian | 41 | 0.8% |
| Not Hispanic Hawaiian or Pacific Islander | - | - |
| Not Hispanic Other Race | 11 | 0.2% |
| Not Hispanic Two or More Races | 106 | 2.1% |
| Hispanic or Latino Population (2025) | 481 | 8.8% |
| Hispanic White | 184 | 38.3% |
| Hispanic Black or African American | 1 | 0.2% |
| Hispanic American Indian or Alaska Native | 26 | 5.4% |
| Hispanic Asian | - | - |
| Hispanic Hawaiian or Pacific Islander | - | - |
| Hispanic Other Race | 102 | 21.2% |
| Hispanic Two or More Races | 168 | 34.9% |
| Not Hispanic or Latino Population (2020) | 5,192 | 92.2% |
| Hispanic or Latino Population (2020) | 438 | 7.8% |
| Not Hispanic or Latino Population (2010) | 5,238 | 95.8% |
| Hispanic or Latino Population (2010) | 229 | 4.2% |
| Not Hispanic or Latino Population (2030) | 4,511 | 90.4% |
| Hispanic or Latino Population (2030) | 478 | 9.6% |
| Projected Annual Growth (2025-2030) | -3 | -0.1% |
| Historical Annual Growth (2010-2020) | 209 | 9.1% |

Colby, Kansas

City Limits

Total Age Distribution (2025)

| | | |
|----------------------|-------|-------|
| Total Population | 5,461 | |
| Age Under 5 Years | 364 | 6.7% |
| Age 5 to 9 Years | 384 | 7.0% |
| Age 10 to 14 Years | 309 | 5.7% |
| Age 15 to 19 Years | 587 | 10.7% |
| Age 20 to 24 Years | 507 | 9.3% |
| Age 25 to 29 Years | 344 | 6.3% |
| Age 30 to 34 Years | 329 | 6.0% |
| Age 35 to 39 Years | 299 | 5.5% |
| Age 40 to 44 Years | 304 | 5.6% |
| Age 45 to 49 Years | 259 | 4.7% |
| Age 50 to 54 Years | 232 | 4.2% |
| Age 55 to 59 Years | 213 | 3.9% |
| Age 60 to 64 Years | 326 | 6.0% |
| Age 65 to 69 Years | 301 | 5.5% |
| Age 70 to 74 Years | 253 | 4.6% |
| Age 75 to 79 Years | 170 | 3.1% |
| Age 80 to 84 Years | 129 | 2.4% |
| Age 85 Years or Over | 147 | 2.7% |
| Median Age | 32.5 | |
| Age 19 Years or Less | 1,644 | 30.1% |
| Age 20 to 64 Years | 2,813 | 51.5% |
| Age 65 Years or Over | 1,000 | 18.3% |

Female Age Distribution (2025)

| | | |
|----------------------|-------|-------|
| Female Population | 2,545 | 46.6% |
| Age Under 5 Years | 180 | 7.1% |
| Age 5 to 9 Years | 177 | 7.0% |
| Age 10 to 14 Years | 148 | 5.8% |
| Age 15 to 19 Years | 178 | 7.0% |
| Age 20 to 24 Years | 226 | 8.9% |
| Age 25 to 29 Years | 173 | 6.8% |
| Age 30 to 34 Years | 155 | 6.1% |
| Age 35 to 39 Years | 148 | 5.8% |
| Age 40 to 44 Years | 143 | 5.6% |
| Age 45 to 49 Years | 111 | 4.4% |
| Age 50 to 54 Years | 119 | 4.7% |
| Age 55 to 59 Years | 108 | 4.2% |
| Age 60 to 64 Years | 171 | 6.7% |
| Age 65 to 69 Years | 163 | 6.4% |
| Age 70 to 74 Years | 120 | 4.7% |
| Age 75 to 79 Years | 77 | 3.0% |
| Age 80 to 84 Years | 75 | 2.9% |
| Age 85 Years or Over | 71 | 2.8% |
| Female Median Age | 35.2 | |
| Age 19 Years or Less | 683 | 26.8% |
| Age 20 to 64 Years | 1,354 | 53.2% |
| Age 65 Years or Over | 506 | 19.9% |

Colby, Kansas

City Limits

Male Age Distribution (2025)

| | | |
|----------------------|-------|-------|
| Male Population | 2,916 | 53.4% |
| Age Under 5 Years | 184 | 6.3% |
| Age 5 to 9 Years | 207 | 7.1% |
| Age 10 to 14 Years | 161 | 5.5% |
| Age 15 to 19 Years | 409 | 14.0% |
| Age 20 to 24 Years | 281 | 9.6% |
| Age 25 to 29 Years | 171 | 5.9% |
| Age 30 to 34 Years | 174 | 6.0% |
| Age 35 to 39 Years | 151 | 5.2% |
| Age 40 to 44 Years | 161 | 5.5% |
| Age 45 to 49 Years | 148 | 5.1% |
| Age 50 to 54 Years | 113 | 3.9% |
| Age 55 to 59 Years | 105 | 3.6% |
| Age 60 to 64 Years | 155 | 5.3% |
| Age 65 to 69 Years | 138 | 4.7% |
| Age 70 to 74 Years | 133 | 4.6% |
| Age 75 to 79 Years | 93 | 3.2% |
| Age 80 to 84 Years | 54 | 1.9% |
| Age 85 Years or Over | 76 | 2.6% |
| Male Median Age | 30.3 | |
| Age 19 Years or Less | 961 | 33.0% |
| Age 20 to 64 Years | 1,459 | 50.0% |
| Age 65 Years or Over | 494 | 16.9% |

Males per 100 Females (2025)

| | | |
|----------------------|-----|-------|
| Overall Comparison | 115 | |
| Age Under 5 Years | 102 | 50.5% |
| Age 5 to 9 Years | 117 | 53.9% |
| Age 10 to 14 Years | 109 | 52.1% |
| Age 15 to 19 Years | 230 | 69.7% |
| Age 20 to 24 Years | 124 | 55.4% |
| Age 25 to 29 Years | 99 | 49.7% |
| Age 30 to 34 Years | 112 | 52.9% |
| Age 35 to 39 Years | 102 | 50.5% |
| Age 40 to 44 Years | 113 | 53.0% |
| Age 45 to 49 Years | 133 | 57.1% |
| Age 50 to 54 Years | 95 | 48.7% |
| Age 55 to 59 Years | 97 | 49.3% |
| Age 60 to 64 Years | 91 | 47.5% |
| Age 65 to 69 Years | 85 | 45.8% |
| Age 70 to 74 Years | 111 | 52.6% |
| Age 75 to 79 Years | 121 | 54.7% |
| Age 80 to 84 Years | 72 | 41.9% |
| Age 85 Years or Over | 107 | 51.7% |
| Age 19 Years or Less | 141 | 58.5% |
| Age 20 to 39 Years | 111 | 52.5% |
| Age 40 to 64 Years | 105 | 51.1% |
| Age 65 Years or Over | 98 | 49.4% |

Colby, Kansas

City Limits

Household Type (2025)

| | | |
|---------------------------------------|-----------|-------|
| Total Households | 2,108 | |
| Households with Children | 638 | 30.3% |
| Average Household Size | 2.4 | |
| Household Density per Square Mile | 574 | |
| Population Family | 4,079 | 74.7% |
| Population Non-Family | 1,016 | 18.6% |
| Population Group Quarters | 366 | 6.7% |
| Family Households | 1,305 | 61.9% |
| Married Couple Households | 987 | 75.6% |
| Other Family Households with Children | 318 | 24.4% |
| Family Households with Children | 635 | 48.7% |
| Married Couple with Children | 444 | 69.9% |
| Other Family Households with Children | 191 | 30.1% |
| Family Households No Children | 670 | 51.3% |
| Married Couple No Children | 543 | 81.0% |
| Other Family Households No Children | 127 | 19.0% |
| Non-Family Households | 803 | 38.1% |
| Non-Family Households with Children | 3 | 0.4% |
| Non-Family Households No Children | 800 | 99.6% |
| Average Family Household Size | 3.1 | |
| Average Family Income | \$123,468 | |
| Median Family Income | \$91,409 | |
| Average Non-Family Household Size | 1.3 | |

Marital Status (2025)

| | | |
|---------------------------------|-------|-------|
| Population Age 15 Years or Over | 4,399 | |
| Never Married | 1,438 | 32.7% |
| Currently Married | 2,187 | 49.7% |
| Previously Married | 774 | 17.6% |
| Separated | 82 | 10.6% |
| Widowed | 262 | 33.9% |
| Divorced | 430 | 55.6% |

Educational Attainment (2025)

| | | |
|--|-------|-------|
| Adult Population Age 25 Years or Over | 3,304 | |
| Elementary (Grade Level 0 to 8) | 103 | 3.1% |
| Some High School (Grade Level 9 to 11) | 170 | 5.1% |
| High School Graduate | 646 | 19.6% |
| Some College | 813 | 24.6% |
| Associate Degree Only | 542 | 16.4% |
| Bachelor Degree Only | 713 | 21.6% |
| Graduate Degree | 317 | 9.6% |
| Any College (Some College or Higher) | 2,385 | 72.2% |
| College Degree + (Bachelor Degree or Higher) | 1,030 | 31.2% |

Colby, Kansas

City Limits

Housing

| | | |
|--------------------------------------|-------|-------|
| Total Housing Units (2025) | 2,498 | |
| Total Housing Units (2020) | 2,518 | |
| Historical Annual Growth (2020-2025) | -20 | - |
| Housing Units Occupied (2025) | 2,108 | 84.4% |
| Housing Units Owner-Occupied | 1,327 | 63.0% |
| Housing Units Renter-Occupied | 781 | 37.0% |
| Housing Units Vacant (2025) | 390 | 15.6% |

Household Size (2025)

| | | |
|-----------------------------|-------|-------|
| Total Households | 2,108 | |
| 1 Person Households | 660 | 31.3% |
| 2 Person Households | 783 | 37.1% |
| 3 Person Households | 232 | 11.0% |
| 4 Person Households | 237 | 11.2% |
| 5 Person Households | 122 | 5.8% |
| 6 Person Households | 52 | 2.5% |
| 7 or More Person Households | 22 | 1.0% |

Household Income Distribution (2025)

| | | |
|----------------------------------|-----|-------|
| HH Income \$200,000 or More | 180 | 8.5% |
| HH Income \$150,000 to \$199,999 | 135 | 6.4% |
| HH Income \$125,000 to \$149,999 | 111 | 5.3% |
| HH Income \$100,000 to \$124,999 | 220 | 10.4% |
| HH Income \$75,000 to \$99,999 | 323 | 15.3% |
| HH Income \$50,000 to \$74,999 | 365 | 17.3% |
| HH Income \$35,000 to \$49,999 | 160 | 7.6% |
| HH Income \$25,000 to \$34,999 | 215 | 10.2% |
| HH Income \$15,000 to \$24,999 | 181 | 8.6% |
| HH Income \$10,000 to \$14,999 | 68 | 3.2% |
| HH Income Under \$10,000 | 151 | 7.2% |

Household Vehicles (2025)

| | | |
|--|-------|-------|
| Households 0 Vehicles Available | 90 | 4.3% |
| Households 1 Vehicle Available | 709 | 33.6% |
| Households 2 Vehicles Available | 783 | 37.1% |
| Households 3 or More Vehicles Available | 526 | 25.0% |
| Total Vehicles Available | 4,077 | |
| Average Vehicles per Household | 1.9 | |
| Owner-Occupied Household Vehicles | 2,877 | 70.6% |
| Average Vehicles per Owner-Occupied Household | 2.2 | |
| Renter-Occupied Household Vehicles | 1,200 | 29.4% |
| Average Vehicles per Renter-Occupied Household | 1.5 | |

Travel Time (2025)

| | | |
|--------------------------------------|-------|-------|
| Worker Base Age 16 years or Over | 2,985 | |
| Travel to Work in 14 Minutes or Less | 2,148 | 72.0% |
| Travel to Work in 15 to 29 Minutes | 391 | 13.1% |
| Travel to Work in 30 to 59 Minutes | 149 | 5.0% |
| Travel to Work in 60 Minutes or More | 62 | 2.1% |
| Work at Home | 233 | 7.8% |
| Average Minutes Travel to Work | 8.0 | |

Colby, Kansas

City Limits

Transportation To Work (2025)

| | | |
|---|-------|-------|
| Worker Base Age 16 years or Over | 2,985 | |
| Drive to Work Alone | 2,450 | 82.1% |
| Drive to Work in Carpool | 181 | 6.1% |
| Travel to Work by Public Transportation | - | - |
| Drive to Work on Motorcycle | - | - |
| Bicycle to Work | 8 | 0.3% |
| Walk to Work | 111 | 3.7% |
| Other Means | 2 | - |
| Work at Home | 233 | 7.8% |

Daytime Demographics (2025)

| | | |
|--|-------|-------|
| Total Businesses | 380 | |
| Total Employees | 3,372 | |
| Company Headquarter Businesses | 17 | 4.5% |
| Company Headquarter Employees | 509 | 15.1% |
| Employee Population per Business | 8.9 | to 1 |
| Residential Population per Business | 14.4 | to 1 |
| Adj. Daytime Demographics Age 16 Years or Over | 4,701 | |

Labor Force

| | | |
|--|-------|-------|
| Labor Population Age 16 Years or Over (2025) | 4,314 | |
| Labor Force Total Males (2025) | 2,321 | 53.8% |
| Male Civilian Employed | 1,703 | 73.4% |
| Male Civilian Unemployed | - | - |
| Males in Armed Forces | - | - |
| Males Not in Labor Force | 618 | 26.6% |
| Labor Force Total Females (2025) | 1,993 | 46.2% |
| Female Civilian Employed | 1,282 | 64.3% |
| Female Civilian Unemployed | 2 | 0.1% |
| Females in Armed Forces | - | - |
| Females Not in Labor Force | 709 | 35.6% |
| Unemployment Rate | 2 | - |

Occupation (2025)

| | | |
|--|-------|-------|
| Occupation Population Age 16 Years or Over | 2,987 | |
| Occupation Total Males | 1,705 | 57.1% |
| Occupation Total Females | 1,282 | 42.9% |
| Management, Business, Financial Operations | 236 | 7.9% |
| Professional, Related | 770 | 25.8% |
| Service | 379 | 12.7% |
| Sales, Office | 940 | 31.5% |
| Farming, Fishing, Forestry | 64 | 2.1% |
| Construction, Extraction, Maintenance | 191 | 6.4% |
| Production, Transport, Material Moving | 407 | 13.6% |
| White Collar Workers | 1,946 | 65.1% |
| Blue Collar Workers | 1,041 | 34.9% |



Colby, Kansas

City Limits

Units In Structure (2025)

| | | |
|------------------------|-------|-------|
| Total Units | 2,108 | |
| 1 Detached Unit | 1,523 | 72.2% |
| 1 Attached Unit | 57 | 2.7% |
| 2 Units | 63 | 3.0% |
| 3 to 4 Units | 80 | 3.8% |
| 5 to 9 Units | 165 | 7.8% |
| 10 to 19 Units | 66 | 3.1% |
| 20 to 49 Units | 23 | 1.1% |
| 50 or More Units | 20 | 0.9% |
| Mobile Home or Trailer | 112 | 5.3% |
| Other Structure | - | - |

Homes Built By Year (2025)

| | | |
|---------------------------|------|-------|
| Homes Built 2020 or later | 2 | - |
| Homes Built 2010 to 2019 | 46 | 1.8% |
| Homes Built 2000 to 2009 | 35 | 1.4% |
| Homes Built 1990 to 1999 | 292 | 11.7% |
| Homes Built 1980 to 1989 | 184 | 7.4% |
| Homes Built 1970 to 1979 | 494 | 19.8% |
| Homes Built 1960 to 1969 | 280 | 11.2% |
| Homes Built 1950 to 1959 | 272 | 10.9% |
| Homes Built 1940 to 1949 | 269 | 10.8% |
| Homes Built Before 1939 | 235 | 9.4% |
| Median Age of Homes | 57.1 | yrs |

Home Values (2025)

| | | |
|------------------------------------|-----------|-------|
| Owner Specified Housing Units | 1,327 | |
| Home Values \$1,000,000 or More | - | - |
| Home Values \$750,000 to \$999,999 | 13 | 1.0% |
| Home Values \$500,000 to \$749,999 | 25 | 1.9% |
| Home Values \$400,000 to \$499,999 | 27 | 2.0% |
| Home Values \$300,000 to \$399,999 | 131 | 9.9% |
| Home Values \$250,000 to \$299,999 | 106 | 8.0% |
| Home Values \$200,000 to \$249,999 | 139 | 10.5% |
| Home Values \$175,000 to \$199,999 | 147 | 11.1% |
| Home Values \$150,000 to \$174,999 | 146 | 11.0% |
| Home Values \$125,000 to \$149,999 | 37 | 2.8% |
| Home Values \$100,000 to \$124,999 | 232 | 17.5% |
| Home Values \$90,000 to \$99,999 | 54 | 4.1% |
| Home Values \$80,000 to \$89,999 | 88 | 6.6% |
| Home Values \$70,000 to \$79,999 | 31 | 2.3% |
| Home Values \$60,000 to \$69,999 | 100 | 7.5% |
| Home Values \$50,000 to \$59,999 | - | - |
| Home Values \$35,000 to \$49,999 | 5 | 0.4% |
| Home Values \$25,000 to \$34,999 | 12 | 0.9% |
| Home Values \$10,000 to \$24,999 | 23 | 1.7% |
| Home Values Under \$10,000 | 13 | 1.0% |
| Owner-Occupied Median Home Value | \$161,900 | |
| Renter-Occupied Median Rent | \$613 | |

Colby, Kansas

City Limits

Total Annual Consumer Expenditure (2025)

| | |
|-------------------------------------|------------|
| Total Household Expenditure | \$195.08 M |
| Total Non-Retail Expenditure | \$95.39 M |
| Total Retail Expenditure | \$99.69 M |
| Alcoholic Beverages | \$1.19 M |
| Apparel | \$3.6 M |
| Contributions | \$6.12 M |
| Education | \$4.38 M |
| Entertainment | \$11.17 M |
| Food Away From Home | \$8.56 M |
| Grocery | \$13.05 M |
| Health Care | \$13.44 M |
| Household Furnishings and Equipment | \$5.16 M |
| Household Operations | \$3.64 M |
| Miscellaneous Expenses | \$3.33 M |
| Personal Care | \$2.55 M |
| Shelter | \$31.65 M |
| Tax and Retirement | \$44.28 M |
| Tobacco and Related | \$1.02 M |
| Transportation | \$32.63 M |
| Utilities | \$9.32 M |

Monthly Household Consumer Expenditure (2025)

| | | |
|-------------------------------------|---------|-------|
| Total Household Expenditure | \$7,712 | |
| Total Non-Retail Expenditure | \$3,771 | 48.9% |
| Total Retail Expenditures | \$3,941 | 51.1% |
| Alcoholic Beverages | \$47 | 0.6% |
| Apparel | \$142 | 1.8% |
| Contributions | \$242 | 3.1% |
| Education | \$173 | 2.2% |
| Entertainment | \$442 | 5.7% |
| Food Away From Home | \$338 | 4.4% |
| Grocery | \$516 | 6.7% |
| Health Care | \$531 | 6.9% |
| Household Furnishings and Equipment | \$204 | 2.6% |
| Household Operations | \$144 | 1.9% |
| Miscellaneous Expenses | \$132 | 1.7% |
| Personal Care | \$101 | 1.3% |
| Shelter | \$1,251 | 16.2% |
| Tax and Retirement | \$1,751 | - |
| Tobacco and Related | \$40 | 0.5% |
| Transportation | \$1,290 | 16.7% |
| Utilities | \$369 | 4.8% |

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

USPS Love's ACE
CARQUEST Godfather's Pizza

25

70

W 4th St
Colby

24

70

LaZboy LINCOLN
Ford Pizza Hut

Colby Community College

Colby High School

TRACTOR SUPPLY CO. SCOOTER'S COFFEE Casey's DOLLAR TREE
Holiday Inn Express O'Reilly AUTO PARTS JJ TANKS FORDS 6 Arby's
Days Inn Sleep INN Super 8 Dillons taco john's
Walmart Supercenter SUBWAY maurices
SONIC McDonald's DOLLAR GENERAL

Pilot Hampton

25

70

Simple Simons Pizza RAM Jeep
CHRYSLER Starbucks TA
QDOBA DODGE Comfort INN

Colby, Kansas

City Limits

| | Potential / Sales | Index |
|--|-------------------------|-------|
| Clothing, Clothing Accessories Stores | \$6.19 M / \$5.76 M | 7 |
| Men's Clothing Stores | \$246.36 K / - | 100 |
| Women's Clothing Stores | \$520.63 K / \$567.62 K | -8 |
| Children's, Infants' Clothing Stores | \$502.19 K / \$-9 | 100 |
| Family Clothing Stores | \$3.03 M / \$-5 | 100 |
| Clothing Accessory Stores | \$140.25 K / \$438.26 K | -68 |
| Other Apparel Stores | \$182.45 K / \$1.02 M | -82 |
| Shoe Stores | \$1.26 M / \$3.74 M | -66 |
| Jewelry Stores | \$271 K / \$10 | 100 |
| Luggage Stores | \$33.22 K / \$6 | 100 |
| Furniture, Home Furnishings Stores | \$5.41 M / \$596.59 K | 89 |
| Furniture Stores | \$2.45 M / \$596.6 K | 76 |
| Floor Covering Stores | \$351.26 K / \$-7 | 100 |
| Other Home Furnishing Stores | \$2.61 M / \$2 | 100 |
| Electronics, Appliance Stores | \$5.3 M / \$2.38 M | 55 |
| Building Material, Garden Equipment, Supplies Dealers | \$5.22 M / \$12.47 M | -58 |
| Home Centers | \$2.93 M / \$3.19 M | -8 |
| Paint, Wallpaper Stores | \$625.82 K / \$-8 | 100 |
| Hardware Stores | \$327.58 K / \$3.75 M | -91 |
| Other Building Materials Stores | \$914.75 K / \$1.95 M | -53 |
| Outdoor Power Equipment Stores | \$56.14 K / \$11 | 100 |
| Nursery, Garden Stores | \$370.76 K / \$3.58 M | -90 |
| Food, Beverage Stores | \$8.13 M / \$32.79 M | -75 |
| Grocery Stores | \$6.23 M / \$19.97 M | -69 |
| Convenience Stores | \$562.69 K / \$7.15 M | -92 |
| Meat Markets | \$37.1 K / \$79.96 K | -54 |
| Fish, Seafood Markets | \$12.77 K / \$2 | 100 |
| Fruit, Vegetable Markets | \$24.26 K / \$-11 | 100 |
| Other Specialty Food Markets | \$49.9 K / \$38.8 K | 22 |
| Liquor Stores | \$1.21 M / \$5.55 M | -78 |

Colby, Kansas

City Limits

| | Potential / Sales | Index |
|--|-------------------------|-------|
| Health, Personal Care Stores | \$4.99 M / \$630.44 K | 87 |
| Pharmacy, Drug Stores | \$4.4 M / \$-7 | 100 |
| Cosmetics, Beauty Stores | \$250.83 K / \$-11 | 100 |
| Optical Goods Stores | \$69.9 K / \$-11 | 100 |
| Other Health, Personal Care Stores | \$268.73 K / \$630.47 K | -57 |
| Sporting Goods, Hobby, Book, Music Stores | \$6.25 M / \$1.93 M | 69 |
| Sporting Goods Stores | \$2.4 M / \$-7 | 100 |
| Hobby, Toy, Game Stores | \$1.69 M / \$8 | 100 |
| Sewing, Needlecraft Stores | \$1.24 M / \$1.93 M | -36 |
| Musical Instrument Stores | \$466.63 K / - | 100 |
| Book Stores | \$462.35 K / \$-8 | 100 |
| General Merchandise Stores | \$19.76 M / \$19.56 M | 1 |
| Department Stores | \$6.94 M / \$14.11 M | -51 |
| Warehouse Superstores | \$10.9 M / \$2 | 100 |
| Other General Merchandise Stores | \$1.93 M / \$5.44 M | -65 |
| Miscellaneous Store Retailers | \$2.53 M / \$1.92 M | 24 |
| Florists | \$61.66 K / \$45.98 K | 25 |
| Office, Stationary Stores | \$247.82 K / \$-9 | 100 |
| Gift, Souvenir Stores | \$521.18 K / \$216.95 K | 58 |
| Used Merchandise Stores | \$177.87 K / \$101.78 K | 43 |
| Pet, Pet Supply Stores | \$450.44 K / \$10 | 100 |
| Art Dealers | \$71.52 K / \$9 | 100 |
| Mobile Home Dealers | \$51.39 K / \$-1 | 100 |
| Other Miscellaneous Retail Stores | \$944.09 K / \$1.56 M | -39 |
| Non-Store Retailers | \$11.73 M / \$1.09 M | 91 |
| Mail Order, Catalog Stores | \$10.98 M / \$913.53 K | 92 |
| Vending Machines | \$52.09 K / \$-7 | 100 |
| Fuel Dealers | \$64.57 K / \$-3 | 100 |
| Other Direct Selling Establishments | \$630.5 K / \$179.18 K | 72 |

Colby, Kansas

City Limits

| | Potential / Sales | Index |
|-------------------------------------|-------------------------|---------|
| Accommodation, Food Services | \$10.73 M / \$19.51 M | -45 |
| Hotels, Other Travel Accommodations | \$690.88 K / \$1.92 M | -64 |
| RV Parks | \$6.6 K / \$-3 | 100 |
| Rooming, Boarding Houses | \$3.84 K / \$2 | 100 |
| Full Service Restaurants | \$6.27 M / \$6.17 M | 2 |
| Limited Service Restaurants | \$2.91 M / \$11.61 M | -75 |
| Special Food Services, Catering | \$848.03 K / \$7 | 100 |
| Drinking Places | \$602.53 K / \$409.96 K | 32 |
| Gasoline Stations | \$4.11 M / \$13.58 M | -70 |
| Motor Vehicle, Parts Dealers | \$8.74 M / \$2.82 M | 68 |
| New Car Dealers | \$4.96 M / \$2 | 100 |
| Used Car Dealers | \$457.84 K / \$661.31 K | -31 |
| Recreational Vehicle Dealers | \$926.09 K / \$4 | 100 |
| Motorcycle, Boat Dealers | \$1.22 M / \$-7 | 100 |
| Auto Parts, Accessories | \$757.81 K / \$1.16 M | -35 |
| Tire Dealers | \$426.17 K / \$998.8 K | -57 |
| 2025 Population | | 5,461 |
| 2030 Population | | 4,989 |
| % Population Change 2025-2030 | | -8.6% |
| 2025 Adult Population Age 18+ | | 4,143 |
| 2025 Population Male | | 2,916 |
| 2025 Population Female | | 2,545 |
| 2025 Households | | 2,108 |
| 2025 Median Household Income | | 70,402 |
| 2025 Average Household Income | | 100,183 |

Retail Potential

| Colby, Kansas | |
|--|-----------------|
| City Limits | |
| 2025 Population | 5,461 |
| 2030 Population | 4,989 |
| % Population Change 2020-2025 | -3.0% |
| 2025 Adult Population Age 18+ | \$4,143 |
| 2025 Population Male | \$2,916 |
| 2025 Population Female | \$2,545 |
| 2025 Households | \$2,108 |
| 2025 Median Household Income | \$70,402 |
| 2025 Average Household Income | \$100,183 |
| Clothing, Clothing Accessories Stores | \$6.19 M |
| Men's Clothing Stores | \$246.36 K |
| Women's Clothing Stores | \$520.63 K |
| Children's, Infants' Clothing Stores | \$502.19 K |
| Family Clothing Stores | \$3.03 M |
| Clothing Accessory Stores | \$140.25 K |
| Other Apparel Stores | \$182.45 K |
| Shoe Stores | \$1.26 M |
| Jewelry Stores | \$271 K |
| Luggage Stores | \$33.22 K |
| Furniture, Home Furnishings Stores | \$5.41 M |
| Furniture Stores | \$2.45 M |
| Floor Covering Stores | \$351.26 K |
| Other Home Furnishing Stores | \$2.61 M |
| Electronics, Appliance Stores | \$5.3 M |
| Gasoline Stations | \$4.11 M |
| Building Material, Garden Equipment, Supplies Dealers | \$5.22 M |
| Home Centers | \$2.93 M |
| Paint, Wallpaper Stores | \$625.82 K |
| Hardware Stores | \$327.58 K |
| Other Building Materials Stores | \$914.75 K |
| Outdoor Power Equipment Stores | \$56.14 K |
| Nursery, Garden Stores | \$370.76 K |
| Food, Beverage Stores | \$8.13 M |
| Grocery Stores | \$6.23 M |
| Convenience Stores | \$562.69 K |
| Meat Markets | \$37.1 K |
| Fish, Seafood Markets | \$12.77 K |
| Fruit, Vegetable Markets | \$24.26 K |
| Other Specialty Food Markets | \$49.9 K |
| Liquor Stores | \$1.21 M |

| Colby, Kansas | |
|--|------------|
| City Limits | |
| Health, Personal Care Stores | \$4.99 M |
| Pharmacy, Drug Stores | \$4.4 M |
| Cosmetics, Beauty Stores | \$250.83 K |
| Optical Goods Stores | \$69.9 K |
| Other Health, Personal Care Stores | \$268.73 K |
| Sporting Goods, Hobby, Book, Music Stores | \$6.25 M |
| Sporting Goods Stores | \$2.4 M |
| Hobby, Toy, Game Stores | \$1.69 M |
| Sewing, Needlecraft Stores | \$1.24 M |
| Musical Instrument Stores | \$466.63 K |
| Book Stores | \$462.35 K |
| General Merchandise Stores | \$19.76 M |
| Department Stores | \$6.94 M |
| Warehouse Superstores | \$10.9 M |
| Other General Merchandise Stores | \$1.93 M |
| Miscellaneous Store Retailers | \$2.53 M |
| Florists | \$61.66 K |
| Office, Stationary Stores | \$247.82 K |
| Gift, Souvenir Stores | \$521.18 K |
| Used Merchandise Stores | \$177.87 K |
| Pet, Pet Supply Stores | \$450.44 K |
| Art Dealers | \$71.52 K |
| Mobile Home Dealers | \$51.39 K |
| Other Miscellaneous Retail Stores | \$944.09 K |
| Non-Store Retailers | \$11.73 M |
| Mail Order, Catalog Stores | \$10.98 M |
| Vending Machines | \$52.09 K |
| Fuel Dealers | \$64.57 K |
| Other Direct Selling Establishments | \$630.5 K |
| Accommodation, Food Services | \$11.33 M |
| Hotels, Other Travel Accommodations | \$690.88 K |
| RV Parks | \$6.6 K |
| Rooming, Boarding Houses | \$3.84 K |
| Full Service Restaurants | \$6.27 M |
| Limited Service Restaurants | \$2.91 M |
| Special Food Services, Catering | \$848.03 K |
| Drinking Places | \$602.53 K |
| Motor Vehicle, Parts Dealers | \$8.74 M |
| New Car Dealers | \$4.96 M |
| Used Car Dealers | \$457.84 K |
| Recreational Vehicle Dealers | \$926.09 K |
| Motorcycle, Boat Dealers | \$1.22 M |
| Auto Parts, Accessories | \$757.81 K |
| Tire Dealers | \$426.17 K |

Income Summary

Colby, Kansas

City Limits

Population

| | | |
|--|-------|-------|
| Estimated Population (2025) | 5,461 | |
| Projected Population (2030) | 4,989 | |
| Census Population (2020) | 5,630 | |
| Census Population (2010) | 5,467 | |
| <i>Projected Annual Growth (2025 to 2030)</i> | -472 | -1.7% |
| <i>Historical Annual Growth (2020 to 2025)</i> | -169 | -0.6% |
| <i>Historical Annual Growth (2010 to 2020)</i> | 163 | 0.3% |

Households

| | | |
|--|-------|-------|
| Estimated Households (2025) | 2,108 | |
| Projected Households (2030) | 1,923 | |
| Census Households (2020) | 2,233 | |
| Census Households (2010) | 2,234 | |
| <i>Projected Annual Growth (2025 to 2030)</i> | -185 | -1.8% |
| <i>Historical Annual Growth (2020 to 2025)</i> | -125 | -1.1% |
| <i>Historical Annual Growth (2010 to 2020)</i> | -1 | - |

Average Household Income

| | | |
|--|-----------|------|
| Estimated Average Household Income (2025) | \$100,183 | |
| Projected Average Household Income (2030) | \$99,867 | |
| Census Average Household Income (2020) | \$52,703 | |
| Census Average Household Income (2010) | \$46,856 | |
| <i>Projected Annual Growth (2025 to 2030)</i> | -\$316 | - |
| <i>Historical Annual Growth (2020 to 2025)</i> | \$47,480 | 6.0% |
| <i>Historical Annual Growth (2010 to 2020)</i> | \$5,847 | 1.2% |

Median Household Income

| | | |
|--|----------|------|
| Estimated Median Household Income (2025) | \$70,402 | |
| Projected Median Household Income (2030) | \$70,106 | |
| Census Median Household Income (2020) | \$43,645 | |
| Census Median Household Income (2010) | \$36,204 | |
| <i>Projected Annual Growth (2025 to 2030)</i> | -\$296 | - |
| <i>Historical Annual Growth (2020 to 2025)</i> | \$26,757 | 4.1% |
| <i>Historical Annual Growth (2010 to 2020)</i> | \$7,441 | 2.1% |

Per Capita Income

| | | |
|--|----------|------|
| Estimated Per Capita Income (2025) | \$39,175 | |
| Projected Per Capita Income (2030) | \$39,045 | |
| Census Per Capita Income (2020) | \$21,526 | |
| Census Per Capita Income (2010) | \$18,742 | |
| <i>Projected Annual Growth (2025 to 2030)</i> | -\$130 | - |
| <i>Historical Annual Growth (2020 to 2025)</i> | \$17,649 | 5.5% |
| <i>Historical Annual Growth (2010 to 2020)</i> | \$2,784 | 1.5% |

Other Income

| | |
|--|-----------|
| Estimated Families (2025) | 1,305 |
| Estimated Average Family Income (2025) | \$123,468 |
| Estimated Median Family Income (2025) | \$91,409 |
| Estimated Average Household Net Worth (2025) | \$811,562 |

Consumer Expenditure Summary

Consumer Expenditure Summary



| Colby, Kansas | | |
|-------------------------------------|-----------|-------------------|
| City Limits | | |
| Estimated Population | | 5,461 |
| Estimated Households | | 2,108 |
| Household Expenditure | | \$195.08 M |
| Per Household ~ Per Capita | \$92,544 | \$35,723 |
| Non-Retail Expenditures | \$95.39 M | 48.9% |
| Per Household ~ Per Capita | \$45,253 | \$17,468 |
| Retail Expenditures | \$99.69 M | 51.1% |
| Per Household ~ Per Capita | \$47,291 | \$18,255 |
| Alcoholic Beverages | \$1.19 M | 0.6% |
| Per Household ~ Per Capita | \$563 | \$217 |
| Apparel | \$3.6 M | 1.8% |
| Per Household ~ Per Capita | \$1,709 | \$660 |
| Contributions | \$6.12 M | 3.1% |
| Per Household ~ Per Capita | \$2,902 | \$1,120 |
| Education | \$4.38 M | 2.2% |
| Per Household ~ Per Capita | \$2,078 | \$802 |
| Entertainment | \$11.17 M | 5.7% |
| Per Household ~ Per Capita | \$5,299 | \$2,045 |
| Food Away From Home | \$8.56 M | 4.4% |
| Per Household ~ Per Capita | \$4,059 | \$1,567 |
| Grocery | \$13.05 M | 6.7% |
| Per Household ~ Per Capita | \$6,189 | \$2,389 |
| Health Care | \$13.44 M | 6.9% |
| Per Household ~ Per Capita | \$6,374 | \$2,460 |
| Household Furnishings and Equipment | \$5.16 M | 2.6% |
| Per Household ~ Per Capita | \$2,450 | \$946 |
| Household Operations | \$3.64 M | 1.9% |
| Per Household ~ Per Capita | \$1,728 | \$667 |
| Miscellaneous Expenses | \$3.33 M | 1.7% |
| Per Household ~ Per Capita | \$1,581 | \$610 |
| Personal Care | \$2.55 M | 1.3% |
| Per Household ~ Per Capita | \$1,208 | \$466 |
| Shelter | \$31.65 M | 16.2% |
| Per Household ~ Per Capita | \$15,016 | \$5,796 |
| Tax and Retirement | \$44.28 M | 22.7% |
| Per Household ~ Per Capita | \$21,008 | \$8,109 |
| Tobacco and Related | \$1.02 M | 0.5% |
| Per Household ~ Per Capita | \$482 | \$186 |
| Transportation | \$32.63 M | 16.7% |
| Per Household ~ Per Capita | \$15,479 | \$5,975 |
| Utilities | \$9.32 M | 4.8% |
| Per Household ~ Per Capita | \$4,422 | \$1,707 |

| Colby, Kansas | | |
|--|--|---------------|
| City Limits | | |
| Population / Households (2025) | | |
| Estimated Population | | 5,461 |
| Estimated Households | | 2,108 |
| Total Annual Consumer Expenditure (2025) | | |
| Total Household Expenditure | | \$195.08 M |
| Total Non-Retail Expenditure | | \$95.39 M |
| Total Retail Expenditure | | \$99.69 M |
| Alcoholic Beverages | | \$1.19 M |
| Apparel | | \$3.6 M |
| Contributions | | \$6.12 M |
| Education | | \$4.38 M |
| Entertainment | | \$11.17 M |
| Food Away From Home | | \$8.56 M |
| Grocery | | \$13.05 M |
| Health Care | | \$13.44 M |
| Household Furnishings and Equipment | | \$5.16 M |
| Household Operations | | \$3.64 M |
| Miscellaneous Expenses | | \$3.33 M |
| Personal Care | | \$2.55 M |
| Shelter | | \$31.65 M |
| Tax and Retirement | | \$44.28 M |
| Tobacco and Related | | \$1.02 M |
| Transportation | | \$32.63 M |
| Utilities | | \$9.32 M |
| Monthly Household Consumer Expenditure (2025) | | |
| Total Household Expenditure | | \$7,712 |
| Total Non-Retail Expenditure | | \$3,771 48.9% |
| Total Retail Expenditure | | \$3,941 51.1% |
| Alcoholic Beverages | | \$47 0.6% |
| Apparel | | \$142 1.8% |
| Contributions | | \$242 3.1% |
| Education | | \$173 2.2% |
| Entertainment | | \$442 5.7% |
| Food Away From Home | | \$338 4.4% |
| Grocery | | \$516 6.7% |
| Health Care | | \$531 6.9% |
| Household Furnishings and Equipment | | \$204 2.6% |
| Household Operations | | \$144 1.9% |
| Miscellaneous Expenses | | \$132 1.7% |
| Personal Care | | \$101 1.3% |
| Shelter | | \$1,251 16.2% |
| Tax and Retirement | | \$1,751 22.7% |
| Tobacco and Related | | \$40 0.5% |
| Transportation | | \$1,290 16.7% |
| Utilities | | \$369 4.8% |

Colby, Kansas

City Limits

| Population / Households (2030) | |
|---|-------------|
| Projected Population | 4,989 |
| Projected Households | - |
| Total Annual Consumer Expenditure (2030) | |
| Total Household Expenditure | \$175.03 M |
| Total Non-Retail Expenditure | \$85.52 M |
| Total Retail Expenditure | \$89.5 M |
| Alcoholic Beverages | \$1.06 M |
| Apparel | \$3.22 M |
| Contributions | \$5.47 M |
| Education | \$3.92 M |
| Entertainment | \$10 M |
| Food Away From Home | \$7.65 M |
| Grocery | \$11.67 M |
| Health Care | \$12.27 M |
| Household Furnishings and Equipment | \$4.62 M |
| Household Operations | \$3.26 M |
| Miscellaneous Expenses | \$2.98 M |
| Personal Care | \$2.28 M |
| Shelter | \$28.41 M |
| Tax and Retirement | \$39.5 M |
| Tobacco and Related | \$909.28 K |
| Transportation | \$29.49 M |
| Utilities | \$8.34 M |
| Consumer Expenditure Growth (2025 to 2030) | |
| Total Household Expenditure | \$-20.05 M |
| Total Non-Retail Expenditure | \$-9.87 M |
| Total Retail Expenditure | \$-10.18 M |
| Alcoholic Beverages | \$-125.3 K |
| Apparel | \$-382.19 K |
| Contributions | \$-645.67 K |
| Education | \$-462.34 K |
| Entertainment | \$-1.17 M |
| Food Away From Home | \$-903.63 K |
| Grocery | \$-1.38 M |
| Health Care | \$-1.17 M |
| Household Furnishings and Equipment | \$-545.13 K |
| Household Operations | \$-386.65 K |
| Miscellaneous Expenses | \$-348.94 K |
| Personal Care | \$-269.08 K |
| Shelter | \$-3.25 M |
| Tax and Retirement | \$-4.78 M |
| Tobacco and Related | \$-105.94 K |
| Transportation | \$-3.14 M |
| Utilities | \$-985.8 K |

Crime Risk

| Colby, Kansas | |
|----------------------------|---------------|
| City Limits | |
| Demographics | |
| Population | 5,461 |
| Census Population | 5,630 |
| Households | 2,108 |
| Average Household Income | \$100,183 |
| Median Household Income | \$70,402 |
| Per Capita Income | \$39,175 |
| Total Crime | |
| Crime Index | 66 |
| Crime Level | Below Average |
| Personal Crime | |
| Crime Index | 97 |
| Crime Level | Average |
| Murder | |
| Crime Index | 14 |
| Crime Level | Very Low |
| Rape | |
| Crime Index | 80 |
| Crime Level | Below Average |
| Robbery | |
| Crime Index | 10 |
| Crime Level | Very Low |
| Assault | |
| Crime Index | 125 |
| Crime Level | Above Average |
| Property Crime | |
| Crime Index | 60 |
| Crime Level | Below Average |
| Burglary | |
| Crime Index | 70 |
| Crime Level | Below Average |
| Larceny | |
| Crime Index | 64 |
| Crime Level | Below Average |
| Motor Vehicle Theft | |
| Crime Index | 28 |
| Crime Level | Very Low |

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Void Analysis



| Colby, Kansas | Site / Market | Avg Square | Closest Location |
|-----------------------------------|----------------------|-------------------|-------------------------|
| City Limits | Locations | Footage | |
| Auto Parts Tires | | | |
| CARQUEST | 1 / 1 | 12,300 | |
| O'Reilly | 1 / 1 | 8,500 | |
| Banks Minor | | | |
| Bank | 9 / 9 | | |
| Clothing Apparel | | | |
| maurices | 1 / 1 | 6,000 | |
| Convenience Stores | | | |
| Casey's General Store | 1 / 1 | 3,200 | |
| Love's | 1 / 1 | 7,300 | |
| Pilot Travel Centers | 1 / 1 | 3,200 | |
| TA | 1 / 1 | 18,900 | |
| Dealerships | | | |
| Chrysler | 1 / 1 | | |
| Dodge | 1 / 1 | | |
| Ford | 1 / 1 | | |
| Jeep | 1 / 1 | | |
| Lincoln | 1 / 1 | | |
| RAM | 1 / 1 | | |
| Discount Department Stores | | | |
| Walmart Supercenter | 1 / 1 | 189,700 | |
| Dollar Stores | | | |
| Dollar General | 1 / 1 | 9,600 | |
| Dollar Tree | 1 / 1 | 11,800 | |
| Education | | | |
| Day Care | 1 / 1 | | |
| High School | 1 / 1 | | |
| Junior College | 1 / 1 | | |
| PK - 8 | 2 / 2 | | |
| PK - 8 (Private) | 2 / 2 | | |
| Entertainment | | | |
| Theatres | 1 / 1 | | |
| EV Charging Stations | | | |
| Electrify America | 1 / 1 | | |
| Independent | 1 / 1 | | |
| Tesla | 1 / 1 | | |
| Furniture Household | | | |

| Colby, Kansas | Site / Market | Avg Square | Closest Location |
|--|----------------------|-------------------|-------------------------|
| City Limits | Locations | Footage | |
| La-Z-Boy | 1 / 1 | 19,700 | |
| Grocery Stores | | | |
| Dillon | 1 / 1 | 48,500 | |
| Health Care | | | |
| Allergy and Immunology | 1 / 1 | | |
| Audiologist | 1 / 1 | | |
| Cardiovascular Disease | 1 / 1 | | |
| Certified Registered Nurse Anesthetist | 1 / 1 | | |
| Chiropractic | 3 / 3 | | |
| Diagnostic Radiology | 1 / 1 | | |
| Family Practice | 2 / 2 | | |
| General Surgery | 2 / 2 | | |
| Neurology | 1 / 1 | | |
| Nurse Practitioner | 2 / 2 | | |
| Obstetrics and Gynecology | 1 / 1 | | |
| Ophthalmology | 1 / 1 | | |
| Optometry | 2 / 2 | | |
| Orthopedic Surgery | 1 / 1 | | |
| Physical Therapy | 1 / 1 | | |
| Physician Assistant | 2 / 2 | | |
| Podiatry | 1 / 1 | | |
| Pulmonary Disease | 1 / 1 | | |
| Rheumatology | 1 / 1 | | |
| Vascular Surgery | 1 / 1 | | |
| Home Improvement | | | |
| Ace Hardware | 1 / 1 | 16,200 | |
| Tractor Supply Company | 1 / 1 | 26,300 | |
| Hotels | | | |
| Comfort | 1 / 1 | 14,500 | |
| Days Inn | 1 / 1 | 12,900 | |
| Hampton Inn | 1 / 1 | 18,300 | |
| Holiday Inn Express | 1 / 1 | 16,400 | |
| Motel 6 | 1 / 1 | 24,300 | |
| Sleep | 1 / 1 | 13,100 | |
| Super 8 | 1 / 1 | 12,300 | |
| Restaurants Coffee Donuts | | | |
| Starbucks | 1 / 1 | 1,800 | |

| Colby, Kansas City Limits | Site / Market Locations | Avg Square Footage | Closest Location |
|------------------------------------|----------------------------|-----------------------|------------------|
| Restaurants Fast Food Major | | | |
| Arby's | 1 / 1 | 3,300 | |
| McDonald's | 1 / 1 | 4,600 | |
| Sonic | 1 / 1 | 2,800 | |
| Restaurants Fast Food Minor | | | |
| Qdoba | 1 / 1 | 2,900 | |
| Taco John's | 1 / 1 | 2,200 | |
| Restaurants Pizza | | | |
| Godfather's Pizza | 1 / 1 | 2,700 | |
| Pizza Hut | 1 / 1 | 2,800 | |
| Simple Simon's Pizza | 1 / 1 | 2,000 | |
| Restaurants Sandwich | | | |
| Jimmy John's | 1 / 1 | 2,000 | |
| Subway | 2 / 2 | 1,700 | |
| Specialty | | | |
| USPS | 1 / 1 | | |
| Worship | | | |
| Baptist | 2 / 2 | | |