

RETAIL ATTRACTIONS, LLC

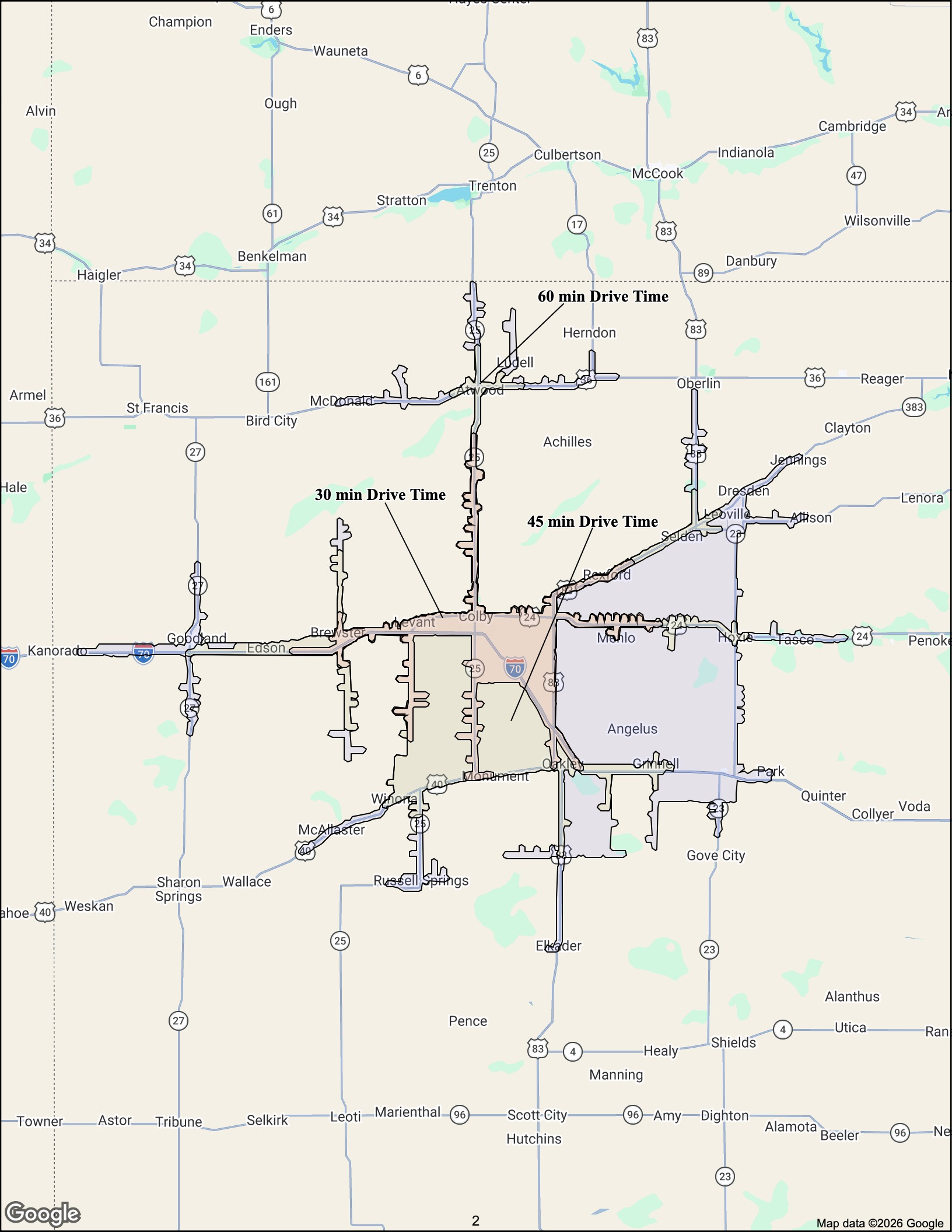
Economic Development Consulting

**Colby, Kansas
Drive Time
1st Quarter 2026**

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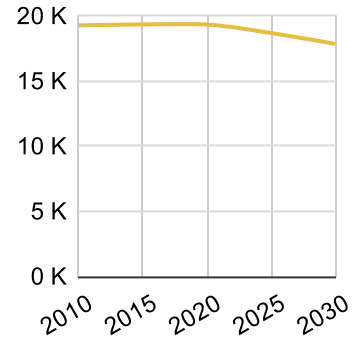
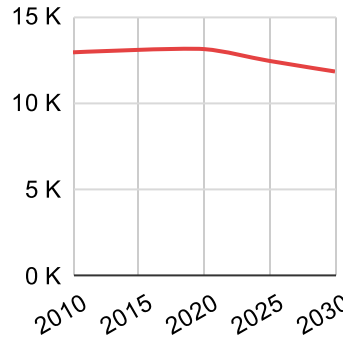
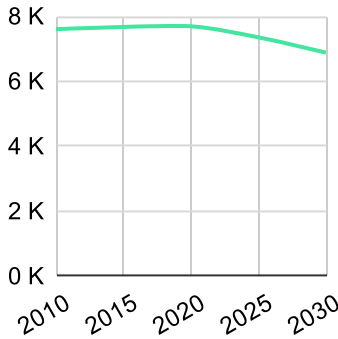
Demographics



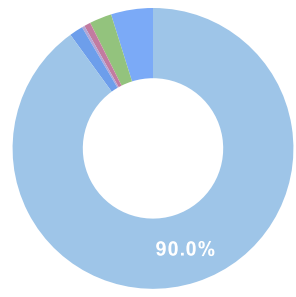
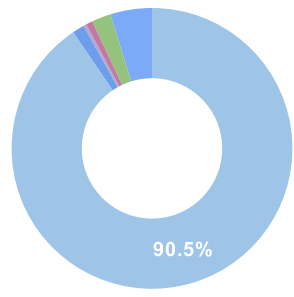
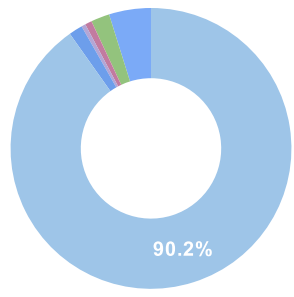


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Colby, Kansas	30 min drive time	45 min drive time	60 min drive time
Drive Time			
Population			
Estimated Population (2025)	7,356	12,430	18,701
Projected Population (2030)	6,883	11,820	17,866
Census Population (2020)	7,695	13,112	19,350
Census Population (2010)	7,607	12,925	19,285
Projected Annual Growth (2025-2030)	-472 -1.3%	-610 -1.0%	-835 -0.9%
Historical Annual Growth (2020-2025)	-339 -0.9%	-683 -1.1%	-649 -0.7%
Historical Annual Growth (2010-2020)	88 0.1%	187 0.1%	65 -
Estimated Population Density (2025)	29 <i>psm</i>	20 <i>psm</i>	12 <i>psm</i>
Trade Area Size	256.9 <i>sq mi</i>	629.1 <i>sq mi</i>	1,507.3 <i>sq mi</i>



Race and Ethnicity (2025)						
Not Hispanic or Latino Population						
White	6,384	95.0%	10,818	95.1%	16,189	95.0%
Black or African American	116	1.7%	165	1.5%	290	1.7%
American Indian or Alaska Native	7	0.1%	13	0.1%	20	0.1%
Asian	57	0.8%	92	0.8%	130	0.8%
Hawaiian or Pacific Islander	1	-	2	-	3	-
Other Race	15	0.2%	23	0.2%	32	0.2%
Two or More Races	140	2.1%	256	2.3%	374	2.2%
Hispanic or Latino Population						
White	249	39.2%	431	40.7%	639	38.4%
Black or African American	-	-	5	0.4%	5	0.3%
American Indian or Alaska Native	28	4.5%	31	3.0%	38	2.3%
Asian	-	-	3	0.3%	7	0.4%
Hispanic Hawaiian or Pacific Islander	-	-	-	-	1	-
Other Race	142	22.3%	248	23.5%	444	26.7%
Two or More Races	215	33.9%	340	32.1%	529	31.8%

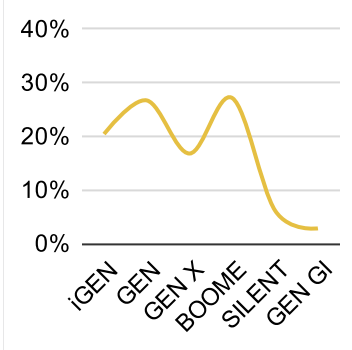
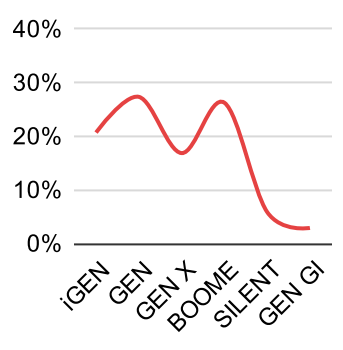
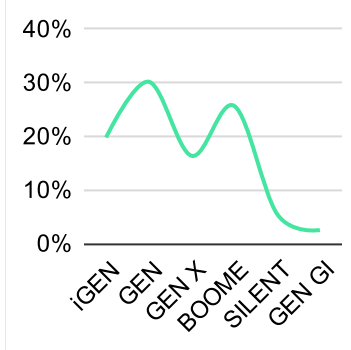


White Black or African American American Indian or Alaskan Native Asian Hawaiian or Pacific Islander Other Race 2+ Races



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Colby, Kansas	30 min drive time		45 min drive time		60 min drive time	
Drive Time						
Age Distribution (2025)						
Age Under 5 Years	494	6.7%	852	6.9%	1,248	6.7%
Age 5 to 9 Years	514	7.0%	911	7.3%	1,315	7.0%
Age 10 to 14 Years	448	6.1%	809	6.5%	1,256	6.7%
Age 15 to 19 Years	721	9.8%	1,050	8.4%	1,517	8.1%
Age 20 to 24 Years	611	8.3%	895	7.2%	1,306	7.0%
Age 25 to 29 Years	447	6.1%	705	5.7%	1,059	5.7%
Age 30 to 34 Years	441	6.0%	751	6.0%	1,110	5.9%
Age 35 to 39 Years	413	5.6%	702	5.7%	1,034	5.5%
Age 40 to 44 Years	423	5.7%	767	6.2%	1,151	6.2%
Age 45 to 49 Years	367	5.0%	628	5.0%	955	5.1%
Age 50 to 54 Years	320	4.3%	535	4.3%	833	4.5%
Age 55 to 59 Years	302	4.1%	541	4.4%	854	4.6%
Age 60 to 64 Years	469	6.4%	785	6.3%	1,184	6.3%
Age 65 to 69 Years	430	5.8%	754	6.1%	1,201	6.4%
Age 70 to 74 Years	367	5.0%	649	5.2%	1,000	5.3%
Age 75 to 79 Years	232	3.2%	431	3.5%	684	3.7%
Age 80 to 84 Years	173	2.4%	300	2.4%	463	2.5%
Age 85 Years or Over	185	2.5%	363	2.9%	530	2.8%
Median Age	33.8		35.6		36.6	
Generation (2025)						
iGeneration (Age Under 15 Years)	1,455	19.8%	2,573	20.7%	3,819	20.4%
Generation 9/11 Millennials (Age 15 to 34 Years)	2,220	30.2%	3,401	27.4%	4,992	26.7%
Gen Xers (Age 35 to 49 Years)	1,203	16.4%	2,097	16.9%	3,140	16.8%
Baby Boomers (Age 50 to 74 Years)	1,887	25.7%	3,265	26.3%	5,072	27.1%
Silent Generation (Age 75 to 84 Years)	405	5.5%	731	5.9%	1,147	6.1%
G.I. Generation (Age 85 Years or Over)	185	2.5%	363	2.9%	530	2.8%





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Colby, Kansas		30 min drive time	45 min drive time	60 min drive time
Drive Time				
Household Type (2025)				
Total Households		2,887	4,989	7,631
Family Households		1,757 60.9%	2,966 59.4%	4,438 58.2%
Family Households with Children		865 49.2%	1,480 49.9%	2,229 50.2%
Family Households No Children		892 50.8%	1,486 50.1%	2,209 49.8%
Non-Family Households		1,129 39.1%	2,023 40.6%	3,193 41.8%
Non-Family Households with Children		4 0.4%	15 0.7%	18 0.6%
Non-Family Households No Children		1,125 99.6%	2,008 99.3%	3,175 99.4%
Education Attainment (2025)				
Elementary or Some High School		332 7.3%	524 6.6%	854 7.1%
High School Graduate		968 21.2%	1,891 23.9%	3,081 25.5%
Some College or Associate Degree		1,859 40.7%	3,242 41.0%	4,931 40.9%
Bachelor or Graduate Degree		1,409 30.8%	2,256 28.5%	3,192 26.5%
Household Income (2025)				
Estimated Average Household Income		\$101,450	\$97,857	\$103,004
Estimated Median Household Income		\$69,107	\$69,534	\$67,758
HH Income Under \$10,000		225 7.8%	326 6.5%	445 5.8%
HH Income \$10,000 to \$34,999		526 18.2%	944 18.9%	1,434 18.8%
HH Income \$35,000 to \$49,999		235 8.1%	479 9.6%	926 12.1%
HH Income \$50,000 to \$74,999		515 17.8%	878 17.6%	1,423 18.6%
HH Income \$75,000 to \$99,999		461 16.0%	795 15.9%	1,084 14.2%
HH Income \$100,000 to \$149,999		495 17.1%	828 16.6%	1,209 15.8%
HH Income \$150,000 or More		430 14.9%	740 14.8%	1,110 14.5%

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Historical Annual Growth (2020-2025)	-339 -	-683 -1.0%	-649 -0.7%
Historical Annual Growth (2010-2020)	88 0.1%	187 0.1%	65 -
Estimated Population Density (2025)	29 <i>psm</i>	20 <i>psm</i>	12 <i>psm</i>
Trade Area Size	256.9 <i>sq mi</i>	629.1 <i>sq mi</i>	1,507.3 <i>sq mi</i>
Households			
Estimated Households (2025)	2,887	4,989	7,631
Projected Households (2030)	2,695	4,696	7,267
Census Households (2020)	3,100	5,394	8,025
Census Households (2010)	3,125	5,501	8,276
Projected Annual Growth (2025-2030)	-192 -1.3%	-293 -1.2%	-363 -1.0%
Historical Annual Change (2010-2025)	-238 -0.5%	-511 -0.6%	-646 -0.5%
Average Household Income			
Estimated Average Household Income (2025)	\$101,450	\$97,857	\$103,004
Projected Average Household Income (2030)	\$101,137	\$97,757	\$103,152
Census Average Household Income (2010)	\$54,630	\$51,428	\$50,128
Census Average Household Income (2000)	\$47,031	\$44,411	\$43,046
Projected Annual Change (2025-2030)	-\$314 -	-\$100 -	\$148 -
Historical Annual Change (2000-2025)	\$54,419 4.6%	\$53,446 4.8%	\$59,958 5.6%
Median Household Income			
Estimated Median Household Income (2025)	\$69,107	\$69,534	\$67,758
Projected Median Household Income (2030)	\$69,261	\$69,698	\$67,765
Census Median Household Income (2010)	\$45,804	\$42,548	\$42,286
Census Median Household Income (2000)	\$37,292	\$35,482	\$34,543
Projected Annual Change (2025-2030)	\$154 -	\$164 -	\$7 -
Historical Annual Change (2000-2025)	\$31,815 3.4%	\$34,052 3.8%	\$33,215 3.8%
Per Capita Income			
Estimated Per Capita Income (2025)	\$40,212	\$39,622	\$42,336
Projected Per Capita Income (2030)	\$40,023	\$39,201	\$42,280
Census Per Capita Income (2010)	\$22,432	\$21,884	\$21,514
Census Per Capita Income (2000)	\$18,682	\$18,034	\$17,575
Projected Annual Change (2025-2030)	-\$189 -	-\$420 -0.2%	-\$55 -
Historical Annual Change (2000-2025)	\$21,530 4.6%	\$21,588 4.8%	\$24,761 5.6%
Estimated Average Household Net Worth (2025)	\$879,732	\$898,331	\$963,306



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Colby, Kansas			30 min drive		45 min drive		60 min drive	
Drive Time			time		time		time	
Race and Ethnicity								
Total Population (2025)			7,356		12,430		18,701	
White (2025)			6,633 90.2%		11,250 90.5%		16,829 90.0%	
Black or African American (2025)			117 1.6%		170 1.4%		294 1.6%	
American Indian or Alaska Native (2025)			35 0.5%		44 0.4%		58 0.3%	
Asian (2025)			57 0.8%		95 0.8%		137 0.7%	
Hawaiian or Pacific Islander (2025)			1 -		2 -		4 -	
Other Race (2025)			157 2.1%		272 2.2%		476 2.5%	
Two or More Races (2025)			355 4.8%		596 4.8%		903 4.8%	
Population < 18 (2025)			1,796 24.4%		3,134 25.2%		4,620 24.7%	
White Not Hispanic			1,500 83.5%		2,622 83.7%		3,836 83.0%	
Black or African American			21 1.1%		40 1.3%		53 1.1%	
Asian			17 1.0%		21 0.7%		25 0.5%	
Other Race Not Hispanic			62 3.4%		111 3.5%		166 3.6%	
Hispanic			196 10.9%		340 10.9%		540 11.7%	
Not Hispanic or Latino Population (2025)			6,720 91.4%		11,371 91.5%		17,037 91.1%	
Not Hispanic White			6,384 95.0%		10,818 95.1%		16,189 95.0%	
Not Hispanic Black or African American			116 1.7%		165 1.5%		290 1.7%	
Not Hispanic American Indian or Alaska Native			7 0.1%		13 0.1%		20 0.1%	
Not Hispanic Asian			57 0.8%		92 0.8%		130 0.8%	
Not Hispanic Hawaiian or Pacific Islander			1 -		2 -		3 -	
Not Hispanic Other Race			15 0.2%		23 0.2%		32 0.2%	
Not Hispanic Two or More Races			140 2.1%		256 2.3%		374 2.2%	
Hispanic or Latino Population (2025)			636 8.6%		1,058 8.5%		1,664 8.9%	
Hispanic White			249 39.2%		431 40.7%		639 38.4%	
Hispanic Black or African American			- -		5 0.4%		5 0.3%	
Hispanic American Indian or Alaska Native			28 4.5%		31 3.0%		38 2.3%	
Hispanic Asian			- -		3 0.3%		7 0.4%	
Hispanic Hawaiian or Pacific Islander			- -		- -		1 -	
Hispanic Other Race			142 22.3%		248 23.5%		444 26.7%	
Hispanic Two or More Races			215 33.9%		340 32.1%		529 31.8%	
Not Hispanic or Latino Population (2020)			7,083 92.0%		12,136 92.6%		17,678 91.4%	
Hispanic or Latino Population (2020)			612 8.0%		976 7.4%		1,672 8.6%	
Not Hispanic or Latino Population (2010)			7,273 95.6%		12,413 96.0%		18,231 94.5%	
Hispanic or Latino Population (2010)			334 4.4%		512 4.0%		1,055 5.5%	
Not Hispanic or Latino Population (2030)			6,253 90.8%		10,752 91.0%		16,216 90.8%	
Hispanic or Latino Population (2030)			631 9.2%		1,068 9.0%		1,650 9.2%	
Projected Annual Growth (2025-2030)			-5 -0.2%		10 0.2%		-14 -0.2%	
Historical Annual Growth (2010-2020)			278 8.3%		465 9.1%		617 5.8%	



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Colby, Kansas	30 min drive		45 min drive		60 min drive	
Drive Time	time		time		time	
Total Age Distribution (2025)						
Total Population	7,356		12,430		18,701	
Age Under 5 Years	494	6.7%	852	6.9%	1,248	6.7%
Age 5 to 9 Years	514	7.0%	911	7.3%	1,315	7.0%
Age 10 to 14 Years	448	6.1%	809	6.5%	1,256	6.7%
Age 15 to 19 Years	721	9.8%	1,050	8.4%	1,517	8.1%
Age 20 to 24 Years	611	8.3%	895	7.2%	1,306	7.0%
Age 25 to 29 Years	447	6.1%	705	5.7%	1,059	5.7%
Age 30 to 34 Years	441	6.0%	751	6.0%	1,110	5.9%
Age 35 to 39 Years	413	5.6%	702	5.7%	1,034	5.5%
Age 40 to 44 Years	423	5.7%	767	6.2%	1,151	6.2%
Age 45 to 49 Years	367	5.0%	628	5.0%	955	5.1%
Age 50 to 54 Years	320	4.3%	535	4.3%	833	4.5%
Age 55 to 59 Years	302	4.1%	541	4.4%	854	4.6%
Age 60 to 64 Years	469	6.4%	785	6.3%	1,184	6.3%
Age 65 to 69 Years	430	5.8%	754	6.1%	1,201	6.4%
Age 70 to 74 Years	367	5.0%	649	5.2%	1,000	5.3%
Age 75 to 79 Years	232	3.2%	431	3.5%	684	3.7%
Age 80 to 84 Years	173	2.4%	300	2.4%	463	2.5%
Age 85 Years or Over	185	2.5%	363	2.9%	530	2.8%
Median Age	33.8		35.6		36.6	
Age 19 Years or Less	2,177	29.6%	3,622	29.1%	5,336	28.5%
Age 20 to 64 Years	3,792	51.6%	6,310	50.8%	9,487	50.7%
Age 65 Years or Over	1,386	18.8%	2,497	20.1%	3,878	20.7%
Female Age Distribution (2025)						
Female Population	3,450 46.9%		5,875 47.3%		8,656 46.3%	
Age Under 5 Years	234	6.8%	397	6.8%	564	6.5%
Age 5 to 9 Years	238	6.9%	421	7.2%	596	6.9%
Age 10 to 14 Years	214	6.2%	377	6.4%	574	6.6%
Age 15 to 19 Years	239	6.9%	381	6.5%	544	6.3%
Age 20 to 24 Years	273	7.9%	395	6.7%	563	6.5%
Age 25 to 29 Years	225	6.5%	356	6.1%	516	6.0%
Age 30 to 34 Years	210	6.1%	360	6.1%	510	5.9%
Age 35 to 39 Years	197	5.7%	330	5.6%	494	5.7%
Age 40 to 44 Years	204	5.9%	368	6.3%	542	6.3%
Age 45 to 49 Years	167	4.8%	284	4.8%	445	5.1%
Age 50 to 54 Years	161	4.7%	258	4.4%	398	4.6%
Age 55 to 59 Years	153	4.4%	270	4.6%	410	4.7%
Age 60 to 64 Years	244	7.1%	398	6.8%	583	6.7%
Age 65 to 69 Years	231	6.7%	385	6.5%	588	6.8%
Age 70 to 74 Years	166	4.8%	311	5.3%	466	5.4%
Age 75 to 79 Years	106	3.1%	217	3.7%	324	3.7%
Age 80 to 84 Years	95	2.7%	161	2.7%	246	2.8%
Age 85 Years or Over	92	2.7%	206	3.5%	293	3.4%
Female Median Age	36.3		37.7		38.7	
Age 19 Years or Less	926	26.8%	1,575	26.8%	2,277	26.3%
Age 20 to 64 Years	1,834	53.2%	3,020	51.4%	4,461	51.5%
Age 65 Years or Over	690	20.0%	1,280	21.8%	1,918	22.2%



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Colby, Kansas	30 min drive		45 min drive		60 min drive	
Drive Time	time		time		time	
Male Age Distribution (2025)						
Male Population	3,906	53.1%	6,554	52.7%	10,045	53.7%
Age Under 5 Years	259	6.6%	456	7.0%	684	6.8%
Age 5 to 9 Years	276	7.1%	491	7.5%	719	7.2%
Age 10 to 14 Years	234	6.0%	432	6.6%	682	6.8%
Age 15 to 19 Years	482	12.3%	669	10.2%	974	9.7%
Age 20 to 24 Years	338	8.6%	500	7.6%	743	7.4%
Age 25 to 29 Years	222	5.7%	349	5.3%	543	5.4%
Age 30 to 34 Years	231	5.9%	391	6.0%	599	6.0%
Age 35 to 39 Years	216	5.5%	372	5.7%	540	5.4%
Age 40 to 44 Years	219	5.6%	399	6.1%	609	6.1%
Age 45 to 49 Years	200	5.1%	344	5.2%	511	5.1%
Age 50 to 54 Years	159	4.1%	278	4.2%	435	4.3%
Age 55 to 59 Years	149	3.8%	271	4.1%	444	4.4%
Age 60 to 64 Years	225	5.8%	387	5.9%	601	6.0%
Age 65 to 69 Years	199	5.1%	369	5.6%	613	6.1%
Age 70 to 74 Years	201	5.1%	338	5.2%	535	5.3%
Age 75 to 79 Years	125	3.2%	214	3.3%	360	3.6%
Age 80 to 84 Years	78	2.0%	139	2.1%	217	2.2%
Age 85 Years or Over	93	2.4%	156	2.4%	237	2.4%
Male Median Age	31.9		33.9		34.9	
Age 19 Years or Less	1,251	32.0%	2,047	31.2%	3,059	30.5%
Age 20 to 64 Years	1,958	50.1%	3,290	50.2%	5,025	50.0%
Age 65 Years or Over	696	17.8%	1,217	18.6%	1,961	19.5%
Males per 100 Females (2025)						
Overall Comparison	113		112		116	
Age Under 5 Years	111	52.5%	115	53.5%	121	54.8%
Age 5 to 9 Years	116	53.6%	117	53.8%	121	54.7%
Age 10 to 14 Years	109	52.2%	115	53.4%	119	54.3%
Age 15 to 19 Years	202	66.9%	176	63.7%	179	64.2%
Age 20 to 24 Years	124	55.3%	127	55.9%	132	56.9%
Age 25 to 29 Years	98	49.6%	98	49.5%	105	51.2%
Age 30 to 34 Years	110	52.3%	109	52.1%	117	54.0%
Age 35 to 39 Years	110	52.4%	113	53.0%	109	52.2%
Age 40 to 44 Years	108	51.8%	108	52.0%	112	52.9%
Age 45 to 49 Years	120	54.5%	121	54.8%	115	53.5%
Age 50 to 54 Years	98	49.6%	108	51.9%	109	52.2%
Age 55 to 59 Years	97	49.3%	100	50.0%	108	52.0%
Age 60 to 64 Years	92	48.0%	97	49.3%	103	50.8%
Age 65 to 69 Years	86	46.2%	96	49.0%	104	51.0%
Age 70 to 74 Years	121	54.8%	109	52.1%	115	53.4%
Age 75 to 79 Years	118	54.1%	98	49.5%	111	52.6%
Age 80 to 84 Years	83	45.3%	87	46.4%	88	46.9%
Age 85 Years or Over	101	50.2%	76	43.1%	81	44.7%
Age 19 Years or Less	135	57.5%	130	56.5%	134	57.3%
Age 20 to 39 Years	111	52.6%	112	52.8%	116	53.8%
Age 40 to 64 Years	103	50.6%	106	51.5%	109	52.2%
Age 65 Years or Over	101	50.2%	95	48.7%	102	50.6%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Colby, Kansas	30 min drive		45 min drive		60 min drive	
Drive Time	time		time		time	
Household Type (2025)						
Total Households	2,887		4,989		7,631	
Households with Children	869	30.1%	1,495	30.0%	2,247	29.4%
Average Household Size	2.4		2.4		2.4	
Household Density per Square Mile	11		8		5	
Population Family	5,498	74.7%	9,275	74.6%	13,844	74.0%
Population Non-Family	1,473	20.0%	2,659	21.4%	4,190	22.4%
Population Group Quarters	385	5.2%	496	4.0%	667	3.6%
Family Households	1,757	60.9%	2,966	59.4%	4,438	58.2%
Married Couple Households	1,400	79.6%	2,438	82.2%	3,714	83.7%
Other Family Households with Children	358	20.4%	528	17.8%	724	16.3%
Family Households with Children	865	49.2%	1,480	49.9%	2,229	50.2%
Married Couple with Children	618	71.4%	1,075	72.6%	1,616	72.5%
Other Family Households with Children	248	28.6%	406	27.4%	613	27.5%
Family Households No Children	892	50.8%	1,486	50.1%	2,209	49.8%
Married Couple No Children	782	87.7%	1,363	91.8%	2,098	95.0%
Other Family Households No Children	110	12.3%	122	8.2%	111	5.0%
Non-Family Households	1,129	39.1%	2,023	40.6%	3,193	41.8%
Non-Family Households with Children	4	0.4%	15	0.7%	18	0.6%
Non-Family Households No Children	1,125	99.6%	2,008	99.3%	3,175	99.4%
Average Family Household Size	3.1		3.1		3.1	
Average Family Income	\$127,698		\$124,982		\$126,150	
Median Family Income	\$93,203		\$92,218		\$88,292	
Average Non-Family Household Size	1.3		1.3		1.3	
Marital Status (2025)						
Population Age 15 Years or Over	5,900		9,857		14,882	
Never Married	1,784	30.2%	2,641	26.8%	4,124	27.7%
Currently Married	3,133	53.1%	5,325	54.0%	7,862	52.8%
Previously Married	983	16.7%	1,891	19.2%	2,897	19.5%
Separated	117	11.9%	219	11.6%	365	12.6%
Widowed	318	32.3%	622	32.9%	911	31.4%
Divorced	549	55.8%	1,051	55.6%	1,621	56.0%
Educational Attainment (2025)						
Adult Population Age 25 Years or Over	4,568		7,912		12,059	
Elementary (Grade Level 0 to 8)	131	2.9%	213	2.7%	340	2.8%
Some High School (Grade Level 9 to 11)	201	4.4%	310	3.9%	515	4.3%
High School Graduate	968	21.2%	1,891	23.9%	3,081	25.5%
Some College	1,129	24.7%	2,025	25.6%	3,119	25.9%
Associate Degree Only	730	16.0%	1,217	15.4%	1,812	15.0%
Bachelor Degree Only	976	21.4%	1,605	20.3%	2,292	19.0%
Graduate Degree	433	9.5%	650	8.2%	901	7.5%
Any College (Some College or Higher)	3,268	71.5%	5,498	69.5%	8,123	67.4%
College Degree + (Bachelor Degree or Higher)	1,409	30.8%	2,256	28.5%	3,192	26.5%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Colby, Kansas	30 min drive		45 min drive		60 min drive	
Drive Time	time		time		time	
Housing						
Total Housing Units (2025)	3,418		6,028		9,210	
Total Housing Units (2020)	3,496		6,152		9,242	
Historical Annual Growth (2020-2025)	-78	-	-123	-	-32	-
Housing Units Occupied (2025)	2,887	84.5%	4,989	82.8%	7,631	82.8%
Housing Units Owner-Occupied	1,899	65.8%	3,319	66.5%	5,162	67.7%
Housing Units Renter-Occupied	988	34.2%	1,670	33.5%	2,468	32.3%
Housing Units Vacant (2025)	531	15.5%	1,039	17.2%	1,580	17.2%
Household Size (2025)						
Total Households	2,887		4,989		7,631	
1 Person Households	890	30.8%	1,573	31.5%	2,476	32.4%
2 Person Households	1,090	37.8%	1,905	38.2%	2,865	37.6%
3 Person Households	322	11.2%	527	10.6%	811	10.6%
4 Person Households	310	10.7%	498	10.0%	715	9.4%
5 Person Households	168	5.8%	305	6.1%	474	6.2%
6 Person Households	74	2.5%	117	2.4%	187	2.4%
7 or More Person Households	33	1.1%	64	1.3%	102	1.3%
Household Income Distribution (2025)						
HH Income \$200,000 or More	255	8.8%	420	8.4%	674	8.8%
HH Income \$150,000 to \$199,999	175	6.1%	320	6.4%	436	5.7%
HH Income \$125,000 to \$149,999	177	6.1%	300	6.0%	500	6.6%
HH Income \$100,000 to \$124,999	317	11.0%	528	10.6%	709	9.3%
HH Income \$75,000 to \$99,999	461	16.0%	795	15.9%	1,084	14.2%
HH Income \$50,000 to \$74,999	515	17.8%	878	17.6%	1,423	18.6%
HH Income \$35,000 to \$49,999	235	8.1%	479	9.6%	926	12.1%
HH Income \$25,000 to \$34,999	246	8.5%	439	8.8%	619	8.1%
HH Income \$15,000 to \$24,999	210	7.3%	387	7.7%	609	8.0%
HH Income \$10,000 to \$14,999	71	2.5%	119	2.4%	206	2.7%
HH Income Under \$10,000	225	7.8%	326	6.5%	445	5.8%
Household Vehicles (2025)						
Households 0 Vehicles Available	120	4.2%	213	4.3%	309	4.0%
Households 1 Vehicle Available	839	29.1%	1,473	29.5%	2,224	29.2%
Households 2 Vehicles Available	1,106	38.3%	1,853	37.1%	2,743	36.0%
Households 3 or More Vehicles Available	822	28.5%	1,450	29.1%	2,354	30.8%
Total Vehicles Available	5,935		10,344		16,242	
Average Vehicles per Household	2.1		2.1		2.1	
Owner-Occupied Household Vehicles	4,369	73.6%	7,710	74.5%	12,270	75.5%
Average Vehicles per Owner-Occupied Household	2.3		2.3		2.4	
Renter-Occupied Household Vehicles	1,567	26.4%	2,635	25.5%	3,972	24.5%
Average Vehicles per Renter-Occupied Household	1.6		1.6		1.6	
Travel Time (2025)						
Worker Base Age 16 years or Over	3,893		6,412		9,685	
Travel to Work in 14 Minutes or Less	2,607	67.0%	4,085	63.7%	6,070	62.7%
Travel to Work in 15 to 29 Minutes	638	16.4%	1,034	16.1%	1,584	16.4%
Travel to Work in 30 to 59 Minutes	234	6.0%	516	8.0%	782	8.1%
Travel to Work in 60 Minutes or More	79	2.0%	148	2.3%	195	2.0%
Work at Home	335	8.6%	629	9.8%	1,054	10.9%
Average Minutes Travel to Work	9.2		9.4		9.5	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Colby, Kansas			30 min drive		45 min drive		60 min drive	
Drive Time			time		time		time	
Transportation To Work (2025)								
Worker Base Age 16 years or Over			3,893		6,412		9,685	
Drive to Work Alone	3,148	80.8%	5,024	78.3%	7,482	77.3%		
Drive to Work in Carpool	242	6.2%	431	6.7%	600	6.2%		
Travel to Work by Public Transportation	-	-	2	-	4	-		
Drive to Work on Motorcycle	-	-	19	0.3%	30	0.3%		
Bicycle to Work	8	0.2%	16	0.2%	23	0.2%		
Walk to Work	153	3.9%	270	4.2%	448	4.6%		
Other Means	7	0.2%	22	0.3%	43	0.4%		
Work at Home	335	8.6%	629	9.8%	1,054	10.9%		
Daytime Demographics (2025)								
Total Businesses			516		887		1,138	
Total Employees			4,459		7,234		8,833	
Company Headquarter Businesses	26	5.0%	36	4.1%	46	4.0%		
Company Headquarter Employees	807	18.1%	1,315	18.2%	1,550	17.5%		
Employee Population per Business	8.6 to 1		8.2 to 1		7.8 to 1			
Residential Population per Business	14.3 to 1		14.0 to 1		16.4 to 1			
Adj. Daytime Demographics Age 16 Years or Over			6,352		10,491		13,772	
Labor Force								
Labor Population Age 16 Years or Over (2025)			5,789		9,671		14,626	
Labor Force Total Males (2025)	3,086	53.3%	5,080	52.5%	7,822	53.5%		
Male Civilian Employed	2,267	73.5%	3,701	72.9%	5,632	72.0%		
Male Civilian Unemployed	21	0.7%	92	1.8%	146	1.9%		
Males in Armed Forces	-	-	-	-	-	-		
Males Not in Labor Force	798	25.9%	1,287	25.3%	2,044	26.1%		
Labor Force Total Females (2025)	2,703	46.7%	4,591	47.5%	6,804	46.5%		
Female Civilian Employed	1,628	60.3%	2,713	59.1%	4,054	59.6%		
Female Civilian Unemployed	51	1.9%	83	1.8%	135	2.0%		
Females in Armed Forces	-	-	-	-	-	-		
Females Not in Labor Force	1,023	37.9%	1,796	39.1%	2,615	38.4%		
Unemployment Rate	72	1.2%	174	1.8%	281	1.9%		
Occupation (2025)								
Occupation Population Age 16 Years or Over			3,893		6,412		9,685	
Occupation Total Males	2,265	58.2%	3,699	57.7%	5,630	58.1%		
Occupation Total Females	1,628	41.8%	2,713	42.3%	4,054	41.9%		
Management, Business, Financial Operations	432	11.1%	884	13.8%	1,604	16.6%		
Professional, Related	966	24.8%	1,479	23.1%	2,069	21.4%		
Service	518	13.3%	880	13.7%	1,229	12.7%		
Sales, Office	1,093	28.1%	1,563	24.4%	2,245	23.2%		
Farming, Fishing, Forestry	126	3.2%	281	4.4%	457	4.7%		
Construction, Extraction, Maintenance	253	6.5%	505	7.9%	774	8.0%		
Production, Transport, Material Moving	505	13.0%	822	12.8%	1,307	13.5%		
White Collar Workers	2,491	64.0%	3,925	61.2%	5,918	61.1%		
Blue Collar Workers	1,402	36.0%	2,488	38.8%	3,766	38.9%		



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Colby, Kansas	30 min drive		45 min drive		60 min drive	
Drive Time	time		time		time	
Units In Structure (2025)						
Total Units	2,887		4,989		7,631	
1 Detached Unit	2,190	75.9%	3,992	80.0%	6,317	82.8%
1 Attached Unit	61	2.1%	73	1.5%	118	1.5%
2 Units	93	3.2%	153	3.1%	223	2.9%
3 to 4 Units	84	2.9%	124	2.5%	153	2.0%
5 to 9 Units	181	6.3%	203	4.1%	228	3.0%
10 to 19 Units	72	2.5%	83	1.7%	99	1.3%
20 to 49 Units	25	0.9%	53	1.1%	81	1.1%
50 or More Units	21	0.7%	24	0.5%	27	0.4%
Mobile Home or Trailer	159	5.5%	281	5.6%	381	5.0%
Other Structure	-	-	3	-	4	-
Homes Built By Year (2025)						
Homes Built 2020 or later	2	-	6	-	8	-
Homes Built 2010 to 2019	72	2.1%	149	2.5%	194	2.1%
Homes Built 2000 to 2009	58	1.7%	106	1.8%	152	1.7%
Homes Built 1990 to 1999	367	10.7%	470	7.8%	619	6.7%
Homes Built 1980 to 1989	253	7.4%	490	8.1%	735	8.0%
Homes Built 1970 to 1979	614	18.0%	1,000	16.6%	1,675	18.2%
Homes Built 1960 to 1969	400	11.7%	675	11.2%	933	10.1%
Homes Built 1950 to 1959	416	12.2%	764	12.7%	1,064	11.5%
Homes Built 1940 to 1949	335	9.8%	490	8.1%	680	7.4%
Homes Built Before 1939	369	10.8%	839	13.9%	1,572	17.1%
Median Age of Homes	57.8 yrs		59.3 yrs		60.7 yrs	
Home Values (2025)						
Owner Specified Housing Units	1,899		3,319		5,162	
Home Values \$1,000,000 or More	-	-	2	-	4	-
Home Values \$750,000 to \$999,999	15	0.8%	19	0.6%	32	0.6%
Home Values \$500,000 to \$749,999	35	1.8%	67	2.0%	113	2.2%
Home Values \$400,000 to \$499,999	43	2.3%	75	2.3%	111	2.1%
Home Values \$300,000 to \$399,999	216	11.4%	334	10.1%	433	8.4%
Home Values \$250,000 to \$299,999	143	7.5%	237	7.2%	354	6.9%
Home Values \$200,000 to \$249,999	199	10.5%	386	11.6%	543	10.5%
Home Values \$175,000 to \$199,999	190	10.0%	275	8.3%	380	7.4%
Home Values \$150,000 to \$174,999	203	10.7%	324	9.8%	422	8.2%
Home Values \$125,000 to \$149,999	70	3.7%	134	4.0%	324	6.3%
Home Values \$100,000 to \$124,999	304	16.0%	499	15.0%	748	14.5%
Home Values \$90,000 to \$99,999	73	3.9%	137	4.1%	173	3.4%
Home Values \$80,000 to \$89,999	109	5.7%	231	7.0%	304	5.9%
Home Values \$70,000 to \$79,999	55	2.9%	102	3.1%	298	5.8%
Home Values \$60,000 to \$69,999	111	5.8%	153	4.6%	197	3.8%
Home Values \$50,000 to \$59,999	18	1.0%	56	1.7%	172	3.3%
Home Values \$35,000 to \$49,999	24	1.2%	73	2.2%	189	3.7%
Home Values \$25,000 to \$34,999	27	1.4%	75	2.3%	148	2.9%
Home Values \$10,000 to \$24,999	43	2.2%	99	3.0%	136	2.6%
Home Values Under \$10,000	21	1.1%	39	1.2%	80	1.6%
Owner-Occupied Median Home Value	\$158,817		\$151,107		\$140,222	
Renter-Occupied Median Rent	\$590		\$584		\$585	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Colby, Kansas			30 min drive	45 min drive	60 min drive
Drive Time			time	time	time
Total Annual Consumer Expenditure (2025)					
Total Household Expenditure			\$272.94 M	\$466.8 M	\$709.47 M
Total Non-Retail Expenditure			\$133.4 M	\$227.34 M	\$344.83 M
Total Retail Expenditure			\$139.54 M	\$239.47 M	\$364.64 M
Alcoholic Beverages			\$1.66 M	\$2.83 M	\$4.28 M
Apparel			\$5.01 M	\$8.55 M	\$12.95 M
Contributions			\$8.59 M	\$14.7 M	\$22.26 M
Education			\$6.13 M	\$10.49 M	\$15.88 M
Entertainment			\$15.54 M	\$26.5 M	\$40.11 M
Food Away From Home			\$11.92 M	\$20.34 M	\$30.79 M
Grocery			\$17.93 M	\$30.48 M	\$46.09 M
Health Care			\$18.57 M	\$32.35 M	\$49.75 M
Household Furnishings and Equipment			\$7.2 M	\$12.29 M	\$18.61 M
Household Operations			\$5.06 M	\$8.62 M	\$13.05 M
Miscellaneous Expenses			\$4.65 M	\$7.94 M	\$12.01 M
Personal Care			\$3.51 M	\$5.97 M	\$9.03 M
Shelter			\$43.52 M	\$74.03 M	\$111.64 M
Tax and Retirement			\$62.8 M	\$106.97 M	\$162.1 M
Tobacco and Related			\$1.37 M	\$2.32 M	\$3.51 M
Transportation			\$46.69 M	\$80.7 M	\$124.55 M
Utilities			\$12.79 M	\$21.74 M	\$32.88 M
Monthly Household Consumer Expenditure (2025)					
Total Household Expenditure			\$7,879	\$7,797	\$7,748
Total Non-Retail Expenditure			\$3,851 48.9%	\$3,797 48.7%	\$3,766 48.6%
Total Retail Expenditures			\$4,028 51.1%	\$4,000 51.3%	\$3,982 51.4%
Alcoholic Beverages			\$48 0.6%	\$47 0.6%	\$47 0.6%
Apparel			\$145 1.8%	\$143 1.8%	\$141 1.8%
Contributions			\$248 3.1%	\$245 3.1%	\$243 3.1%
Education			\$177 2.2%	\$175 2.2%	\$173 2.2%
Entertainment			\$449 5.7%	\$443 5.7%	\$438 5.7%
Food Away From Home			\$344 4.4%	\$340 4.4%	\$336 4.3%
Grocery			\$517 6.6%	\$509 6.5%	\$503 6.5%
Health Care			\$536 6.8%	\$540 6.9%	\$543 7.0%
Household Furnishings and Equipment			\$208 2.6%	\$205 2.6%	\$203 2.6%
Household Operations			\$146 1.9%	\$144 1.8%	\$142 1.8%
Miscellaneous Expenses			\$134 1.7%	\$133 1.7%	\$131 1.7%
Personal Care			\$101 1.3%	\$100 1.3%	\$99 1.3%
Shelter			\$1,256 15.9%	\$1,236 15.9%	\$1,219 15.7%
Tax and Retirement			\$1,813 23.0%	\$1,787 22.9%	\$1,770 22.9%
Tobacco and Related			\$40 0.5%	\$39 0.5%	\$38 0.5%
Transportation			\$1,348 17.1%	\$1,348 17.3%	\$1,360 17.6%
Utilities			\$369 4.7%	\$363 4.7%	\$359 4.6%

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

Colby, Kansas						
Drive Time	30 min drive time		45 min drive time		60 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$8.61 M / \$5.99 M	30	\$14.76 M / \$6.31 M	57	\$22.4 M / \$6.76 M	70
Men's Clothing Stores	\$339.27 K / -	100	\$577.8 K / -	100	\$874.66 K / -	100
Women's Clothing Stores	\$724.69 K / \$595.27 K	18	\$1.24 M / \$856.75 K	31	\$1.88 M / \$1.3 M	31
Children's, Infants' Clothing Stores	\$701.97 K / -	100	\$1.2 M / \$-2	100	\$1.82 M / \$-2	100
Family Clothing Stores	\$4.22 M / -	100	\$7.22 M / -	100	\$10.93 M / -	100
Clothing Accessory Stores	\$194.15 K / \$423.24 K	-54	\$332.09 K / \$440.71 K	-25	\$503.95 K / \$440.71 K	13
Other Apparel Stores	\$253.38 K / \$1.01 M	-75	\$432.32 K / \$1.04 M	-58	\$654.82 K / \$1.04 M	-37
Shoe Stores	\$1.75 M / \$3.96 M	-56	\$3.02 M / \$3.98 M	-24	\$4.61 M / \$3.98 M	14
Jewelry Stores	\$376.98 K / -	100	\$656.17 K / -	100	\$1.01 M / -	100
Luggage Stores	\$45.85 K / -	100	\$79.5 K / -	100	\$121.75 K / -	100
Furniture, Home Furnishings Stores	\$7.5 M / \$632.15 K	92	\$12.82 M / \$830.05 K	94	\$19.38 M / \$4.29 M	78
Furniture Stores	\$3.37 M / \$632.15 K	81	\$5.74 M / \$830.05 K	86	\$8.67 M / \$3.81 M	56
Floor Covering Stores	\$484.69 K / -	100	\$826.39 K / -	100	\$1.25 M / \$485.39 K	61
Other Home Furnishing Stores	\$3.65 M / -	100	\$6.26 M / -	100	\$9.45 M / -	100
Electronics, Appliance Stores	\$7.49 M / \$2.66 M	64	\$12.89 M / \$4.42 M	66	\$19.77 M / \$9.27 M	53
Building Material, Garden Equipment, Supplies Dealers	\$7.25 M / \$16.13 M	-55	\$12.38 M / \$28.19 M	-56	\$18.74 M / \$32.62 M	-43
Home Centers	\$4.06 M / \$3.36 M	17	\$6.94 M / \$3.65 M	47	\$10.5 M / \$4.41 M	58
Paint, Wallpaper Stores	\$873.71 K / \$369.94 K	58	\$1.49 M / \$4.33 M	-66	\$2.26 M / \$4.33 M	-48
Hardware Stores	\$455.39 K / \$4.36 M	-90	\$779.5 K / \$5.87 M	-87	\$1.18 M / \$6.52 M	-82
Other Building Materials Stores	\$1.27 M / \$2.26 M	-44	\$2.15 M / \$2.48 M	-13	\$3.26 M / \$3.12 M	4
Outdoor Power Equipment Stores	\$77.84 K / -	100	\$133.03 K / -	100	\$201.63 K / -	100
Nursery, Garden Stores	\$514.43 K / \$5.79 M	-91	\$878.83 K / \$11.87 M	-93	\$1.33 M / \$14.24 M	-91
Food, Beverage Stores	\$11.4 M / \$39.24 M	-71	\$19.55 M / \$54.82 M	-64	\$29.75 M / \$57.98 M	-49
Grocery Stores	\$8.72 M / \$21.24 M	-59	\$14.95 M / \$29.81 M	-50	\$22.75 M / \$30.96 M	-27
Convenience Stores	\$798.34 K / \$7.45 M	-89	\$1.38 M / \$7.88 M	-83	\$2.11 M / \$7.88 M	-73
Meat Markets	\$51.7 K / \$91.99 K	-44	\$88.34 K / \$218.78 K	-60	\$133.87 K / \$506.19 K	-74
Fish, Seafood Markets	\$17.79 K / -	100	\$30.37 K / -	100	\$45.98 K / -	100
Fruit, Vegetable Markets	\$33.83 K / -	100	\$57.81 K / -	100	\$87.58 K / -	100
Other Specialty Food Markets	\$69.62 K / \$41.11 K	41	\$119.03 K / \$68.82 K	42	\$180.15 K / \$70.74 K	61
Liquor Stores	\$1.71 M / \$10.41 M	-84	\$2.92 M / \$16.84 M	-83	\$4.44 M / \$18.56 M	-76

Colby, Kansas						
Drive Time	30 min drive time		45 min drive time		60 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$7.14 M / \$851.24 K	88	\$12.29 M / \$11.96 M	3	\$18.89 M / \$15.48 M	18
Pharmacy, Drug Stores	\$6.29 M / \$190.83 K	97	\$10.84 M / \$11.29 M	-4	\$16.65 M / \$14.6 M	12
Cosmetics, Beauty Stores	\$359.75 K / -	100	\$619.23 K / -	100	\$951.46 K / -	100
Optical Goods Stores	\$99.63 K / -	100	\$173.21 K / \$-1	100	\$269.9 K / \$-1	100
Other Health, Personal Care Stores	\$384.77 K / \$660.41 K	-42	\$662.47 K / \$674.89 K	-2	\$1.02 M / \$881.77 K	13
Sporting Goods, Hobby, Book, Music Stores	\$8.7 M / \$2.18 M	75	\$14.93 M / \$11.41 M	24	\$22.72 M / \$17.89 M	21
Sporting Goods Stores	\$3.32 M / -	100	\$5.67 M / \$7.14 M	-21	\$8.58 M / \$9.84 M	-13
Hobby, Toy, Game Stores	\$2.34 M / \$-1	100	\$4 M / \$-1	100	\$6.06 M / \$-1	100
Sewing, Needlecraft Stores	\$1.73 M / \$2.18 M	-21	\$3.01 M / \$4.27 M	-30	\$4.62 M / \$8.04 M	-43
Musical Instrument Stores	\$659.89 K / \$-1	100	\$1.13 M / \$-1	100	\$1.71 M / \$-1	100
Book Stores	\$656.44 K / -	100	\$1.13 M / -	100	\$1.74 M / -	100
General Merchandise Stores	\$27.61 M / \$23.97 M	13	\$47.36 M / \$35.99 M	24	\$72.08 M / \$53.51 M	26
Department Stores	\$9.68 M / \$14.63 M	-34	\$16.58 M / \$19.25 M	-14	\$25.17 M / \$32.39 M	-22
Warehouse Superstores	\$15.25 M / -	100	\$26.19 M / -	100	\$39.93 M / -	100
Other General Merchandise Stores	\$2.68 M / \$9.34 M	-71	\$4.6 M / \$16.74 M	-73	\$6.98 M / \$21.13 M	-67
Miscellaneous Store Retailers	\$3.53 M / \$2.38 M	33	\$6.09 M / \$3.94 M	35	\$9.3 M / \$5.59 M	40
Florists	\$85.89 K / \$55.26 K	36	\$147.23 K / \$250.74 K	-41	\$222.98 K / \$317.26 K	-30
Office, Stationary Stores	\$344.19 K / -	100	\$595.78 K / -	100	\$913.52 K / -	100
Gift, Souvenir Stores	\$728.31 K / \$209.51 K	71	\$1.25 M / \$364.05 K	71	\$1.9 M / \$814.73 K	57
Used Merchandise Stores	\$246.38 K / \$139.57 K	43	\$428.09 K / \$152.58 K	64	\$656.22 K / \$164.75 K	75
Pet, Pet Supply Stores	\$618.69 K / -	100	\$1.05 M / -	100	\$1.59 M / -	100
Art Dealers	\$98.71 K / -	100	\$172.36 K / -	100	\$265.1 K / -	100
Mobile Home Dealers	\$71.05 K / -	100	\$120.94 K / -	100	\$182.97 K / -	100
Other Miscellaneous Retail Stores	\$1.34 M / \$1.98 M	-32	\$2.32 M / \$3.17 M	-27	\$3.57 M / \$4.3 M	-17
Non-Store Retailers	\$16.46 M / \$3.91 M	76	\$28.24 M / \$4.57 M	84	\$43.02 M / \$5.08 M	88
Mail Order, Catalog Stores	\$15.41 M / \$3.42 M	78	\$26.45 M / \$3.96 M	85	\$40.3 M / \$4.07 M	90
Vending Machines	\$72.74 K / -	100	\$124.33 K / -	100	\$188.42 K / \$295.56 K	-36
Fuel Dealers	\$90.04 K / -	100	\$155.17 K / -	100	\$236.25 K / -	100
Other Direct Selling Establishments	\$882.02 K / \$496.66 K	44	\$1.51 M / \$609.58 K	60	\$2.3 M / \$718.06 K	69

Colby, Kansas						
Drive Time	30 min drive time		45 min drive time		60 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$15.05 M / \$21.5 M	-30	\$25.76 M / \$32.31 M	-20	\$39.02 M / \$39.2 M	0
Hotels, Other Travel Accommodations	\$970.66 K / \$2.14 M	-55	\$1.66 M / \$4.05 M	-59	\$2.52 M / \$5.13 M	-51
RV Parks	\$9.22 K / \$7.95 K	14	\$15.82 K / \$15.14 K	4	\$24.05 K / \$23.05 K	4
Rooming, Boarding Houses	\$5.38 K / -	100	\$9.2 K / -	100	\$13.95 K / -	100
Full Service Restaurants	\$8.79 M / \$7.05 M	20	\$15.05 M / \$12.91 M	14	\$22.8 M / \$16.7 M	27
Limited Service Restaurants	\$4.08 M / \$12.75 M	-68	\$6.99 M / \$15.8 M	-56	\$10.58 M / \$18.34 M	-42
Special Food Services, Catering	\$1.19 M / -	100	\$2.03 M / -	100	\$3.08 M / -	100
Drinking Places	\$850.16 K / \$409.95 K	52	\$1.46 M / \$998.74 K	31	\$2.21 M / \$1.22 M	45
Gasoline Stations	\$5.85 M / \$14.12 M	-59	\$10.1 M / \$16.11 M	-37	\$15.55 M / \$23.69 M	-34
Motor Vehicle, Parts Dealers	\$12.09 M / \$6.15 M	49	\$20.84 M / \$13.98 M	33	\$31.81 M / \$24.21 M	24
New Car Dealers	\$6.84 M / \$1.1 M	84	\$11.85 M / \$5 M	58	\$18.15 M / \$12.61 M	31
Used Car Dealers	\$631.47 K / \$691.48 K	-9	\$1.09 M / \$1.38 M	-21	\$1.67 M / \$1.53 M	9
Recreational Vehicle Dealers	\$1.28 M / -	100	\$2.19 M / -	100	\$3.31 M / -	100
Motorcycle, Boat Dealers	\$1.69 M / -	100	\$2.88 M / -	100	\$4.36 M / -	100
Auto Parts, Accessories	\$1.06 M / \$1.28 M	-17	\$1.81 M / \$2.68 M	-32	\$2.76 M / \$3.99 M	-31
Tire Dealers	\$594.33 K / \$3.08 M	-81	\$1.02 M / \$4.93 M	-79	\$1.55 M / \$6.08 M	-74
2025 Population		7,356		12,430		18,701
2030 Population		6,883		11,820		17,866
% Population Change 2025-2030		-6.4%		-4.9%		-4.5%
2025 Adult Population Age 18+		5,560		9,295		14,081
2025 Population Male		3,906		6,554		10,045
2025 Population Female		3,450		5,875		8,656
2025 Households		2,887		4,989		7,631
2025 Median Household Income		69,107		69,534		67,758
2025 Average Household Income		101,450		97,857		103,004

Retail Potential

Retail Potential Profile



Colby, Kansas	30 min	45 min	60 min
Drive Time	drive time	drive time	drive time
2025 Population	7,356	12,430	18,701
2030 Population	6,883	11,820	17,866
% Population Change 2020-2025	-4.4%	-5.2%	-3.4%
2025 Adult Population Age 18+	\$5,560	\$9,295	\$14,081
2025 Population Male	\$3,906	\$6,554	\$10,045
2025 Population Female	\$3,450	\$5,875	\$8,656
2025 Households	\$2,887	\$4,989	\$7,631
2025 Median Household Income	\$69,107	\$69,534	\$67,758
2025 Average Household Income	\$101,450	\$97,857	\$103,004
Clothing, Clothing Accessories Stores	\$8.61 M	\$14.76 M	\$22.4 M
Men's Clothing Stores	\$339.27 K	\$577.8 K	\$874.66 K
Women's Clothing Stores	\$724.69 K	\$1.24 M	\$1.88 M
Children's, Infants' Clothing Stores	\$701.97 K	\$1.2 M	\$1.82 M
Family Clothing Stores	\$4.22 M	\$7.22 M	\$10.93 M
Clothing Accessory Stores	\$194.15 K	\$332.09 K	\$503.95 K
Other Apparel Stores	\$253.38 K	\$432.32 K	\$654.82 K
Shoe Stores	\$1.75 M	\$3.02 M	\$4.61 M
Jewelry Stores	\$376.98 K	\$656.17 K	\$1.01 M
Luggage Stores	\$45.85 K	\$79.5 K	\$121.75 K
Furniture, Home Furnishings Stores	\$7.5 M	\$12.82 M	\$19.38 M
Furniture Stores	\$3.37 M	\$5.74 M	\$8.67 M
Floor Covering Stores	\$484.69 K	\$826.39 K	\$1.25 M
Other Home Furnishing Stores	\$3.65 M	\$6.26 M	\$9.45 M
Electronics, Appliance Stores	\$7.49 M	\$12.89 M	\$19.77 M
Gasoline Stations	\$5.85 M	\$10.1 M	\$15.55 M
Building Material, Garden Equipment, Supplies Dealers	\$7.25 M	\$12.38 M	\$18.74 M
Home Centers	\$4.06 M	\$6.94 M	\$10.5 M
Paint, Wallpaper Stores	\$873.71 K	\$1.49 M	\$2.26 M
Hardware Stores	\$455.39 K	\$779.5 K	\$1.18 M
Other Building Materials Stores	\$1.27 M	\$2.15 M	\$3.26 M
Outdoor Power Equipment Stores	\$77.84 K	\$133.03 K	\$201.63 K
Nursery, Garden Stores	\$514.43 K	\$878.83 K	\$1.33 M
Food, Beverage Stores	\$11.4 M	\$19.55 M	\$29.75 M
Grocery Stores	\$8.72 M	\$14.95 M	\$22.75 M
Convenience Stores	\$798.34 K	\$1.38 M	\$2.11 M
Meat Markets	\$51.7 K	\$88.34 K	\$133.87 K
Fish, Seafood Markets	\$17.79 K	\$30.37 K	\$45.98 K
Fruit, Vegetable Markets	\$33.83 K	\$57.81 K	\$87.58 K
Other Specialty Food Markets	\$69.62 K	\$119.03 K	\$180.15 K
Liquor Stores	\$1.71 M	\$2.92 M	\$4.44 M

Retail Potential Profile



Colby, Kansas	30 min	45 min	60 min
Drive Time	drive time	drive time	drive time
Health, Personal Care Stores	\$7.14 M	\$12.29 M	\$18.89 M
Pharmacy, Drug Stores	\$6.29 M	\$10.84 M	\$16.65 M
Cosmetics, Beauty Stores	\$359.75 K	\$619.23 K	\$951.46 K
Optical Goods Stores	\$99.63 K	\$173.21 K	\$269.9 K
Other Health, Personal Care Stores	\$384.77 K	\$662.47 K	\$1.02 M
Sporting Goods, Hobby, Book, Music Stores	\$8.7 M	\$14.93 M	\$22.72 M
Sporting Goods Stores	\$3.32 M	\$5.67 M	\$8.58 M
Hobby, Toy, Game Stores	\$2.34 M	\$4 M	\$6.06 M
Sewing, Needlecraft Stores	\$1.73 M	\$3.01 M	\$4.62 M
Musical Instrument Stores	\$659.89 K	\$1.13 M	\$1.71 M
Book Stores	\$656.44 K	\$1.13 M	\$1.74 M
General Merchandise Stores	\$27.61 M	\$47.36 M	\$72.08 M
Department Stores	\$9.68 M	\$16.58 M	\$25.17 M
Warehouse Superstores	\$15.25 M	\$26.19 M	\$39.93 M
Other General Merchandise Stores	\$2.68 M	\$4.6 M	\$6.98 M
Miscellaneous Store Retailers	\$3.53 M	\$6.09 M	\$9.3 M
Florists	\$85.89 K	\$147.23 K	\$222.98 K
Office, Stationary Stores	\$344.19 K	\$595.78 K	\$913.52 K
Gift, Souvenir Stores	\$728.31 K	\$1.25 M	\$1.9 M
Used Merchandise Stores	\$246.38 K	\$428.09 K	\$656.22 K
Pet, Pet Supply Stores	\$618.69 K	\$1.05 M	\$1.59 M
Art Dealers	\$98.71 K	\$172.36 K	\$265.1 K
Mobile Home Dealers	\$71.05 K	\$120.94 K	\$182.97 K
Other Miscellaneous Retail Stores	\$1.34 M	\$2.32 M	\$3.57 M
Non-Store Retailers	\$16.46 M	\$28.24 M	\$43.02 M
Mail Order, Catalog Stores	\$15.41 M	\$26.45 M	\$40.3 M
Vending Machines	\$72.74 K	\$124.33 K	\$188.42 K
Fuel Dealers	\$90.04 K	\$155.17 K	\$236.25 K
Other Direct Selling Establishments	\$882.02 K	\$1.51 M	\$2.3 M
Accommodation, Food Services	\$15.9 M	\$27.21 M	\$41.23 M
Hotels, Other Travel Accommodations	\$970.66 K	\$1.66 M	\$2.52 M
RV Parks	\$9.22 K	\$15.82 K	\$24.05 K
Rooming, Boarding Houses	\$5.38 K	\$9.2 K	\$13.95 K
Full Service Restaurants	\$8.79 M	\$15.05 M	\$22.8 M
Limited Service Restaurants	\$4.08 M	\$6.99 M	\$10.58 M
Special Food Services, Catering	\$1.19 M	\$2.03 M	\$3.08 M
Drinking Places	\$850.16 K	\$1.46 M	\$2.21 M
Motor Vehicle, Parts Dealers	\$12.09 M	\$20.84 M	\$31.81 M
New Car Dealers	\$6.84 M	\$11.85 M	\$18.15 M
Used Car Dealers	\$631.47 K	\$1.09 M	\$1.67 M
Recreational Vehicle Dealers	\$1.28 M	\$2.19 M	\$3.31 M
Motorcycle, Boat Dealers	\$1.69 M	\$2.88 M	\$4.36 M
Auto Parts, Accessories	\$1.06 M	\$1.81 M	\$2.76 M
Tire Dealers	\$594.33 K	\$1.02 M	\$1.55 M

Income Summary

Income Summary Report



Colby, Kansas	30 min drive		45 min drive		60 min drive	
Drive Time	time		time		time	
Population						
Estimated Population (2025)	7,356		12,430		18,701	
Projected Population (2030)	6,883		11,820		17,866	
Census Population (2020)	7,695		13,112		19,350	
Census Population (2010)	7,607		12,925		19,285	
<i>Projected Annual Growth (2025 to 2030)</i>	-472	-1.3%	-610	-1.0%	-835	-0.9%
<i>Historical Annual Growth (2020 to 2025)</i>	-339	-0.9%	-683	-1.1%	-649	-0.7%
<i>Historical Annual Growth (2010 to 2020)</i>	88	0.1%	187	0.1%	65	-
Households						
Estimated Households (2025)	2,887		4,989		7,631	
Projected Households (2030)	2,695		4,696		7,267	
Census Households (2020)	3,100		5,394		8,025	
Census Households (2010)	3,125		5,501		8,276	
<i>Projected Annual Growth (2025 to 2030)</i>	-192	-1.3%	-293	-1.2%	-363	-1.0%
<i>Historical Annual Growth (2020 to 2025)</i>	-213	-1.4%	-405	-1.5%	-395	-1.0%
<i>Historical Annual Growth (2010 to 2020)</i>	-26	-	-107	-0.2%	-251	-0.3%
Average Household Income						
Estimated Average Household Income (2025)	\$101,450		\$97,857		\$103,004	
Projected Average Household Income (2030)	\$101,137		\$97,757		\$103,152	
Census Average Household Income (2020)	\$54,630		\$51,428		\$50,128	
Census Average Household Income (2010)	\$47,031		\$44,411		\$43,046	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$314	-	-\$100	-	\$148	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$46,821	5.7%	\$46,429	6.0%	\$52,875	7.0%
<i>Historical Annual Growth (2010 to 2020)</i>	\$7,599	1.6%	\$7,017	1.6%	\$7,083	1.6%
Median Household Income						
Estimated Median Household Income (2025)	\$69,107		\$69,534		\$67,758	
Projected Median Household Income (2030)	\$69,261		\$69,698		\$67,765	
Census Median Household Income (2020)	\$45,804		\$42,548		\$42,286	
Census Median Household Income (2010)	\$37,292		\$35,482		\$34,543	
<i>Projected Annual Growth (2025 to 2030)</i>	\$154	-	\$164	-	\$7	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$23,303	3.4%	\$26,987	4.2%	\$25,472	4.0%
<i>Historical Annual Growth (2010 to 2020)</i>	\$8,512	2.3%	\$7,065	2.0%	\$7,743	2.2%
Per Capita Income						
Estimated Per Capita Income (2025)	\$40,212		\$39,622		\$42,336	
Projected Per Capita Income (2030)	\$40,023		\$39,201		\$42,280	
Census Per Capita Income (2020)	\$22,432		\$21,884		\$21,514	
Census Per Capita Income (2010)	\$18,682		\$18,034		\$17,575	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$189	-	-\$420	-0.2%	-\$55	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$17,779	5.3%	\$17,738	5.4%	\$20,822	6.5%
<i>Historical Annual Growth (2010 to 2020)</i>	\$3,751	2.0%	\$3,850	2.1%	\$3,939	2.2%
Other Income						
Estimated Families (2025)	1,757		2,966		4,438	
Estimated Average Family Income (2025)	\$127,698		\$124,982		\$126,150	
Estimated Median Family Income (2025)	\$93,203		\$92,218		\$88,292	
Estimated Average Household Net Worth (2025)	\$879,732		\$898,331		\$963,306	

Consumer Expenditure Summary

Consumer Expenditure Summary



Colby, Kansas		30 min drive time		45 min drive time		60 min drive time	
Drive Time							
Estimated Population		7,356		12,430		18,701	
Estimated Households		2,887		4,989		7,631	
Household Expenditure		\$272.94 M		\$466.8 M		\$709.47 M	
Per Household ~ Per Capita		\$94,544	\$37,106	\$93,562	\$37,556	\$92,975	\$37,938
Non-Retail Expenditures		\$133.4 M	48.9%	\$227.34 M	48.7%	\$344.83 M	48.6%
Per Household ~ Per Capita		\$46,208	\$18,136	\$45,565	\$18,290	\$45,190	\$18,439
Retail Expenditures		\$139.54 M	51.1%	\$239.47 M	51.3%	\$364.64 M	51.4%
Per Household ~ Per Capita		\$48,335	\$18,970	\$47,997	\$19,266	\$47,786	\$19,499
Alcoholic Beverages		\$1.66 M	0.6%	\$2.83 M	0.6%	\$4.28 M	0.6%
Per Household ~ Per Capita		\$574	\$225	\$567	\$228	\$561	\$229
Apparel		\$5.01 M	1.8%	\$8.55 M	1.8%	\$12.95 M	1.8%
Per Household ~ Per Capita		\$1,736	\$681	\$1,714	\$688	\$1,697	\$692
Contributions		\$8.59 M	3.1%	\$14.7 M	3.1%	\$22.26 M	3.1%
Per Household ~ Per Capita		\$2,976	\$1,168	\$2,945	\$1,182	\$2,917	\$1,190
Education		\$6.13 M	2.2%	\$10.49 M	2.2%	\$15.88 M	2.2%
Per Household ~ Per Capita		\$2,125	\$834	\$2,102	\$844	\$2,081	\$849
Entertainment		\$15.54 M	5.7%	\$26.5 M	5.7%	\$40.11 M	5.7%
Per Household ~ Per Capita		\$5,382	\$2,112	\$5,312	\$2,132	\$5,256	\$2,145
Food Away From Home		\$11.92 M	4.4%	\$20.34 M	4.4%	\$30.79 M	4.3%
Per Household ~ Per Capita		\$4,127	\$1,620	\$4,076	\$1,636	\$4,034	\$1,646
Grocery		\$17.93 M	6.6%	\$30.48 M	6.5%	\$46.09 M	6.5%
Per Household ~ Per Capita		\$6,210	\$2,437	\$6,108	\$2,452	\$6,040	\$2,464
Health Care		\$18.57 M	6.8%	\$32.35 M	6.9%	\$49.75 M	7.0%
Per Household ~ Per Capita		\$6,434	\$2,525	\$6,484	\$2,603	\$6,519	\$2,660
Household Furnishings and Equipment		\$7.2 M	2.6%	\$12.29 M	2.6%	\$18.61 M	2.6%
Per Household ~ Per Capita		\$2,494	\$979	\$2,464	\$989	\$2,439	\$995
Household Operations		\$5.06 M	1.9%	\$8.62 M	1.8%	\$13.05 M	1.8%
Per Household ~ Per Capita		\$1,753	\$688	\$1,728	\$693	\$1,710	\$698
Miscellaneous Expenses		\$4.65 M	1.7%	\$7.94 M	1.7%	\$12.01 M	1.7%
Per Household ~ Per Capita		\$1,610	\$632	\$1,591	\$639	\$1,574	\$642
Personal Care		\$3.51 M	1.3%	\$5.97 M	1.3%	\$9.03 M	1.3%
Per Household ~ Per Capita		\$1,216	\$477	\$1,197	\$480	\$1,183	\$483
Shelter		\$43.52 M	15.9%	\$74.03 M	15.9%	\$111.64 M	15.7%
Per Household ~ Per Capita		\$15,077	\$5,917	\$14,837	\$5,956	\$14,630	\$5,970
Tax and Retirement		\$62.8 M	23.0%	\$106.97 M	22.9%	\$162.1 M	22.8%
Per Household ~ Per Capita		\$21,753	\$8,538	\$21,440	\$8,606	\$21,243	\$8,668
Tobacco and Related		\$1.37 M	0.5%	\$2.32 M	0.5%	\$3.51 M	0.5%
Per Household ~ Per Capita		\$474	\$186	\$464	\$186	\$460	\$188
Transportation		\$46.69 M	17.1%	\$80.7 M	17.3%	\$124.55 M	17.6%
Per Household ~ Per Capita		\$16,173	\$6,347	\$16,176	\$6,493	\$16,322	\$6,660
Utilities		\$12.79 M	4.7%	\$21.74 M	4.7%	\$32.88 M	4.6%
Per Household ~ Per Capita		\$4,432	\$1,739	\$4,358	\$1,749	\$4,308	\$1,758

Consumer Expenditure Trend



Colby, Kansas	30 min drive		45 min drive		60 min drive	
Drive Time	time		time		time	
Population / Households (2025)						
Estimated Population	7,356		12,430		18,701	
Estimated Households	2,887		4,989		7,631	
Total Annual Consumer Expenditure (2025)						
Total Household Expenditure	\$272.94 M		\$466.8 M		\$709.47 M	
Total Non-Retail Expenditure	\$133.4 M		\$227.34 M		\$344.83 M	
Total Retail Expenditure	\$139.54 M		\$239.47 M		\$364.64 M	
Alcoholic Beverages	\$1.66 M		\$2.83 M		\$4.28 M	
Apparel	\$5.01 M		\$8.55 M		\$12.95 M	
Contributions	\$8.59 M		\$14.7 M		\$22.26 M	
Education	\$6.13 M		\$10.49 M		\$15.88 M	
Entertainment	\$15.54 M		\$26.5 M		\$40.11 M	
Food Away From Home	\$11.92 M		\$20.34 M		\$30.79 M	
Grocery	\$17.93 M		\$30.48 M		\$46.09 M	
Health Care	\$18.57 M		\$32.35 M		\$49.75 M	
Household Furnishings and Equipment	\$7.2 M		\$12.29 M		\$18.61 M	
Household Operations	\$5.06 M		\$8.62 M		\$13.05 M	
Miscellaneous Expenses	\$4.65 M		\$7.94 M		\$12.01 M	
Personal Care	\$3.51 M		\$5.97 M		\$9.03 M	
Shelter	\$43.52 M		\$74.03 M		\$111.64 M	
Tax and Retirement	\$62.8 M		\$106.97 M		\$162.1 M	
Tobacco and Related	\$1.37 M		\$2.32 M		\$3.51 M	
Transportation	\$46.69 M		\$80.7 M		\$124.55 M	
Utilities	\$12.79 M		\$21.74 M		\$32.88 M	
Monthly Household Consumer Expenditure (2025)						
Total Household Expenditure	\$7,879		\$7,797		\$7,748	
Total Non-Retail Expenditure	\$3,851	48.9%	\$3,797	48.7%	\$3,766	48.6%
Total Retail Expenditure	\$4,028	51.1%	\$4,000	51.3%	\$3,982	51.4%
Alcoholic Beverages	\$48	0.6%	\$47	0.6%	\$47	0.6%
Apparel	\$145	1.8%	\$143	1.8%	\$141	1.8%
Contributions	\$248	3.1%	\$245	3.1%	\$243	3.1%
Education	\$177	2.2%	\$175	2.2%	\$173	2.2%
Entertainment	\$449	5.7%	\$443	5.7%	\$438	5.7%
Food Away From Home	\$344	4.4%	\$340	4.4%	\$336	4.3%
Grocery	\$517	6.6%	\$509	6.5%	\$503	6.5%
Health Care	\$536	6.8%	\$540	6.9%	\$543	7.0%
Household Furnishings and Equipment	\$208	2.6%	\$205	2.6%	\$203	2.6%
Household Operations	\$146	1.9%	\$144	1.8%	\$142	1.8%
Miscellaneous Expenses	\$134	1.7%	\$133	1.7%	\$131	1.7%
Personal Care	\$101	1.3%	\$100	1.3%	\$99	1.3%
Shelter	\$1,256	15.9%	\$1,236	15.9%	\$1,219	15.7%
Tax and Retirement	\$1,813	23.0%	\$1,787	22.9%	\$1,770	22.8%
Tobacco and Related	\$40	0.5%	\$39	0.5%	\$38	0.5%
Transportation	\$1,348	17.1%	\$1,348	17.3%	\$1,360	17.6%
Utilities	\$369	4.7%	\$363	4.7%	\$359	4.6%

Consumer Expenditure Trend



Colby, Kansas	30 min drive	45 min drive	60 min drive
Drive Time	time	time	time
Population / Households (2030)			
Projected Population	6,883	11,820	17,866
Projected Households	-	-	-
Total Annual Consumer Expenditure (2030)			
Total Household Expenditure	\$251.19 M	\$436.12 M	\$669.3 M
Total Non-Retail Expenditure	\$122.47 M	\$212.28 M	\$325.28 M
Total Retail Expenditure	\$128.72 M	\$223.84 M	\$344.02 M
Alcoholic Beverages	\$1.52 M	\$2.64 M	\$4.04 M
Apparel	\$4.61 M	\$8 M	\$12.22 M
Contributions	\$7.87 M	\$13.69 M	\$20.98 M
Education	\$5.63 M	\$9.78 M	\$14.98 M
Entertainment	\$14.3 M	\$24.8 M	\$37.87 M
Food Away From Home	\$10.95 M	\$19.01 M	\$29.05 M
Grocery	\$16.56 M	\$28.68 M	\$43.58 M
Health Care	\$17.3 M	\$30.32 M	\$47.25 M
Household Furnishings and Equipment	\$6.62 M	\$11.49 M	\$17.56 M
Household Operations	\$4.65 M	\$8.07 M	\$12.31 M
Miscellaneous Expenses	\$4.28 M	\$7.42 M	\$11.34 M
Personal Care	\$3.24 M	\$5.61 M	\$8.54 M
Shelter	\$40.14 M	\$69.56 M	\$105.75 M
Tax and Retirement	\$57.17 M	\$99.13 M	\$152.36 M
Tobacco and Related	\$1.27 M	\$2.21 M	\$3.34 M
Transportation	\$43.25 M	\$75.26 M	\$117.03 M
Utilities	\$11.82 M	\$20.47 M	\$31.1 M
Consumer Expenditure Growth (2025 to 2030)			
Total Household Expenditure	\$-21.75 M	\$-30.68 M	\$-40.17 M
Total Non-Retail Expenditure	\$-10.93 M	\$-15.06 M	\$-19.55 M
Total Retail Expenditure	\$-10.82 M	\$-15.63 M	\$-20.62 M
Alcoholic Beverages	\$-134.68 K	\$-186.53 K	\$-242.04 K
Apparel	\$-404.81 K	\$-554.6 K	\$-729.58 K
Contributions	\$-715.86 K	\$-1.01 M	\$-1.28 M
Education	\$-506.22 K	\$-708.24 K	\$-905.75 K
Entertainment	\$-1.24 M	\$-1.7 M	\$-2.24 M
Food Away From Home	\$-960.68 K	\$-1.32 M	\$-1.73 M
Grocery	\$-1.36 M	\$-1.8 M	\$-2.5 M
Health Care	\$-1.28 M	\$-2.03 M	\$-2.5 M
Household Furnishings and Equipment	\$-582.67 K	\$-804.73 K	\$-1.05 M
Household Operations	\$-406.53 K	\$-550.72 K	\$-731.66 K
Miscellaneous Expenses	\$-371.97 K	\$-516.63 K	\$-672.29 K
Personal Care	\$-270.63 K	\$-360.77 K	\$-494.69 K
Shelter	\$-3.38 M	\$-4.47 M	\$-5.89 M
Tax and Retirement	\$-5.63 M	\$-7.84 M	\$-9.74 M
Tobacco and Related	\$-96.99 K	\$-109.73 K	\$-173.47 K
Transportation	\$-3.44 M	\$-5.45 M	\$-7.51 M
Utilities	\$-968.97 K	\$-1.27 M	\$-1.78 M

Crime Risk

Colby, Kansas	30 min drive time	45 min drive time	60 min drive time
Drive Time			
Demographics			
Population	7,356	12,430	18,701
Census Population	7,695	13,112	19,350
Households	2,887	4,989	7,631
Average Household Income	\$101,450	\$97,857	\$103,004
Median Household Income	\$69,107	\$69,534	\$67,758
Per Capita Income	\$40,212	\$39,622	\$42,336
Total Crime			
Crime Index	77	80	91
Crime Level	Below Average	Below Average	Average
Personal Crime			
Crime Index	117	132	145
Crime Level	Average	Above Average	Above Average
Murder			
Crime Index	20	23	25
Crime Level	Very Low	Very Low	Very Low
Rape			
Crime Index	123	170	191
Crime Level	Above Average	High Risk	Very High
Robbery			
Crime Index	9	8	7
Crime Level	Very Low	Very Low	Very Low
Assault			
Crime Index	147	163	180
Crime Level	Above Average	High Risk	High Risk
Property Crime			
Crime Index	69	69	80
Crime Level	Below Average	Below Average	Below Average
Burglary			
Crime Index	77	75	103
Crime Level	Below Average	Below Average	Average
Larceny			
Crime Index	77	78	87
Crime Level	Below Average	Below Average	Below Average
Motor Vehicle Theft			
Crime Index	24	21	24
Crime Level	Very Low	Very Low	Very Low

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Void Analysis



Colby, Kansas	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Auto Parts Tires			
CARQUEST	2 / 1	12,300	
NAPA	4 / 0	6,200	
O'Reilly	2 / 1	8,500	
Banks Minor			
Bank	29 / 9		
Clothing Apparel			
maurices	1 / 1	6,000	
Convenience Stores			
Casey's General Store	4 / 1	3,200	
Love's	1 / 1	7,300	
Phillips 66	3 / 0	2,500	
Pilot Travel Centers	1 / 1	3,200	
Shell	1 / 0	1,800	
Sinclair	1 / 0	2,000	
TA	2 / 1	18,900	
Dealerships			
Chevrolet	1 / 0		
Chrysler	1 / 1		
Dodge	1 / 1		
Ford	2 / 1		
GMC	1 / 0		
Jeep	1 / 1		
Lincoln	1 / 1		
RAM	1 / 1		
Discount Department Stores			
Walmart Supercenter	2 / 1	189,700	
Dollar Stores			
Dollar General	5 / 1	9,600	
Dollar Tree	1 / 1	11,800	
Education			
Day Care	6 / 1		
High School	6 / 1		
Junior College	2 / 1		
PK - 8	18 / 2		
PK - 8 (Private)	3 / 2		
Entertainment			

Colby, Kansas	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Theatres	4 / 1		
EV Charging Stations			
ChargePoint	1 / 0		
Electrify America	1 / 1		
Independent	2 / 1		
Tesla	2 / 1		
Furniture Household			
La-Z-Boy	1 / 1	19,700	
Grocery Stores			
Dillon	1 / 1	48,500	
Health Care			
Allergy and Immunology	2 / 1		
Audiologist	2 / 1		
Cardiovascular Disease	4 / 1		
Certified Registered Nurse Anesthetist	2 / 1		
Chiropractic	8 / 3		
Clinical Social Worker	3 / 0		
Critical Care	1 / 0		
Dermatology	1 / 0		
Diagnostic Radiology	2 / 1		
Dialysis Centers	1 / 0		
Family Practice	8 / 2		
Gastroenterology	2 / 0		
General Surgery	6 / 2		
Interventional Pain Management	1 / 0		
Nephrology	1 / 0		
Neurology	1 / 1		
Nurse Practitioner	11 / 2		
Obstetrics and Gynecology	2 / 1		
Ophthalmology	2 / 1		
Optometry	6 / 2		
Orthopedic Surgery	2 / 1		
Otolaryngology	2 / 0		
Pain Management	1 / 0		
Physical Therapy	1 / 1		
Physician Assistant	6 / 2		
Plastic and Reconstructive Surgery	1 / 0		

Colby, Kansas	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Podiatry	2 / 1		
Pulmonary Disease	1 / 1		
Rheumatology	1 / 1		
Speech Language Pathologist	1 / 0		
Vascular Surgery	1 / 1		
Home Improvement			
Ace Hardware	2 / 1	16,200	
Do It Best	1 / 0	16,200	
Tractor Supply Company	2 / 1	26,300	
True Value	2 / 0	12,800	
Hotels			
Comfort	1 / 1	14,500	
Days Inn	1 / 1	12,900	
Hampton Inn	1 / 1	18,300	
Holiday Inn Express	3 / 1	16,400	
Motel 6	2 / 1	24,300	
Quality	1 / 0	15,700	
Sleep	2 / 1	13,100	
Super 8	2 / 1	12,300	
Travelodge	1 / 0	17,000	
Restaurants Casual			
IHOP	1 / 0	4,800	
Restaurants Coffee Donuts			
Scooter's Coffee	1 / 0	700	
Starbucks	1 / 1	1,800	
Restaurants Fast Food Major			
Arby's	2 / 1	3,300	
McDonald's	2 / 1	4,600	
Sonic	3 / 1	2,800	
Restaurants Fast Food Minor			
Qdoba	2 / 1	2,900	
Taco John's	1 / 1	2,200	
Restaurants Pizza			
Godfather's Pizza	1 / 1	2,700	
Pizza Hut	4 / 1	2,800	
Simple Simon's Pizza	1 / 1	2,000	
Restaurants Sandwich			

Colby, Kansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Jimmy John's	1 / 1	2,000	
	Subway	4 / 2	1,700	
	Specialty			
	Hallmark	1 / 0	5,600	
	USPS	12 / 1		
	Worship			
	Baptist	6 / 2		