

RETAIL ATTRACTIONS, LLC

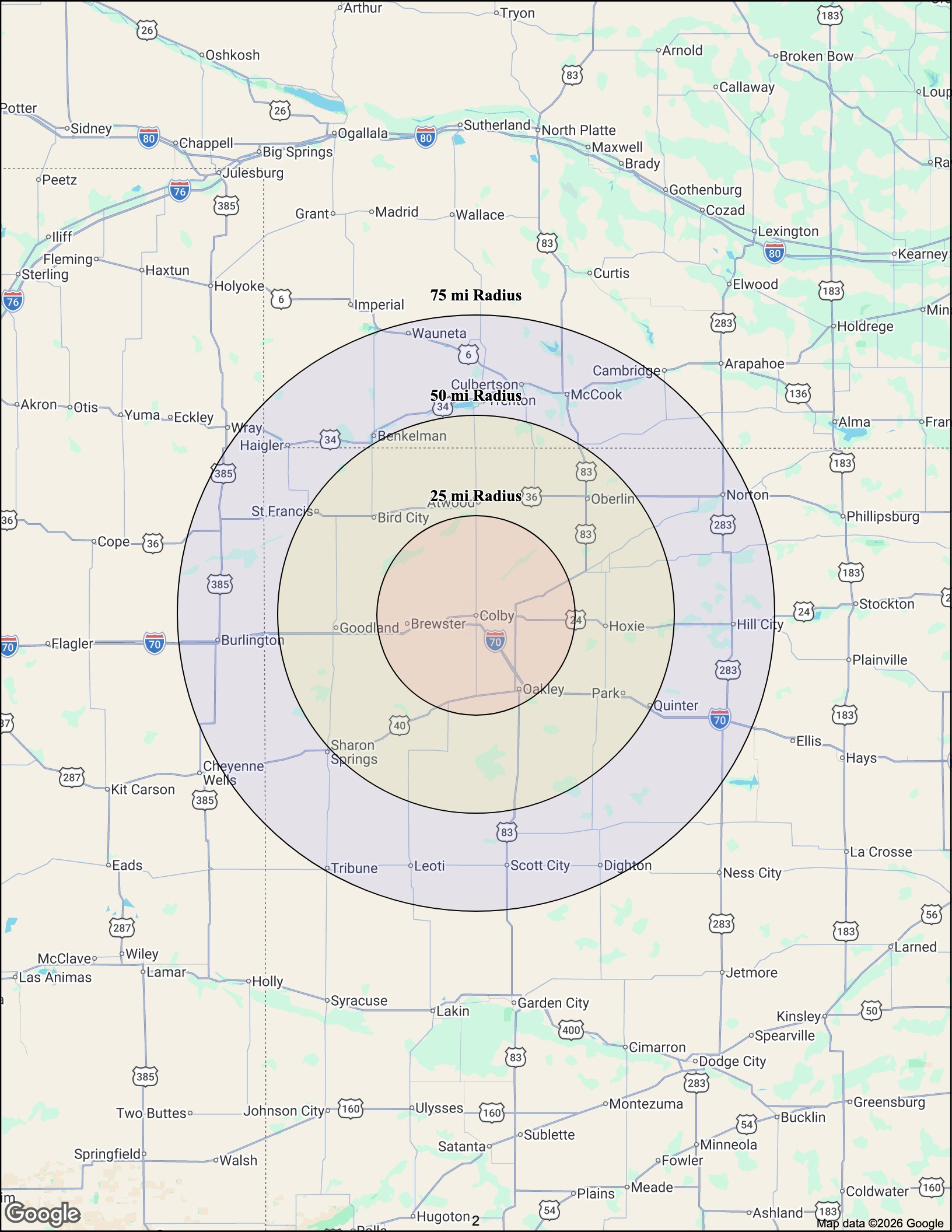
Economic Development Consulting

**Colby, Kansas
Radius
1st Quarter 2026**

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Demographics



75 mi Radius

50 mi Radius

25 mi Radius

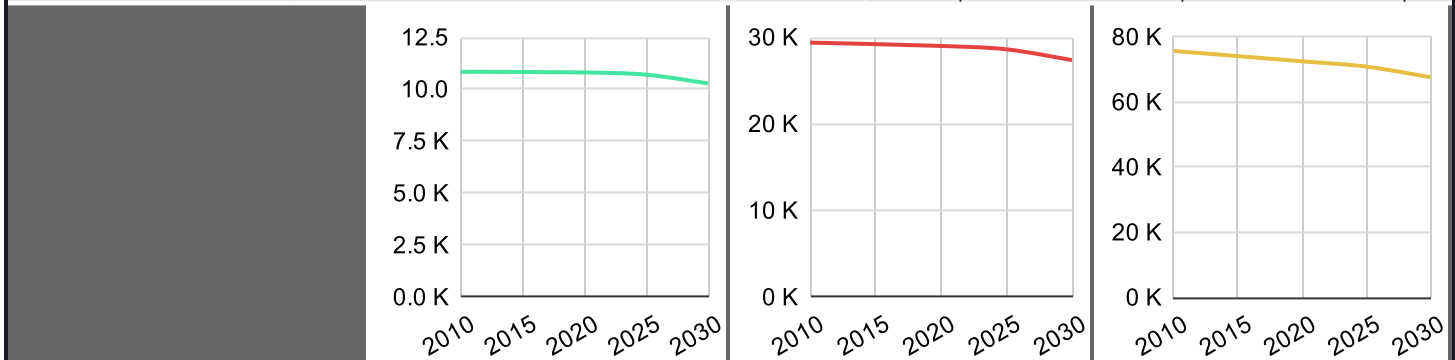


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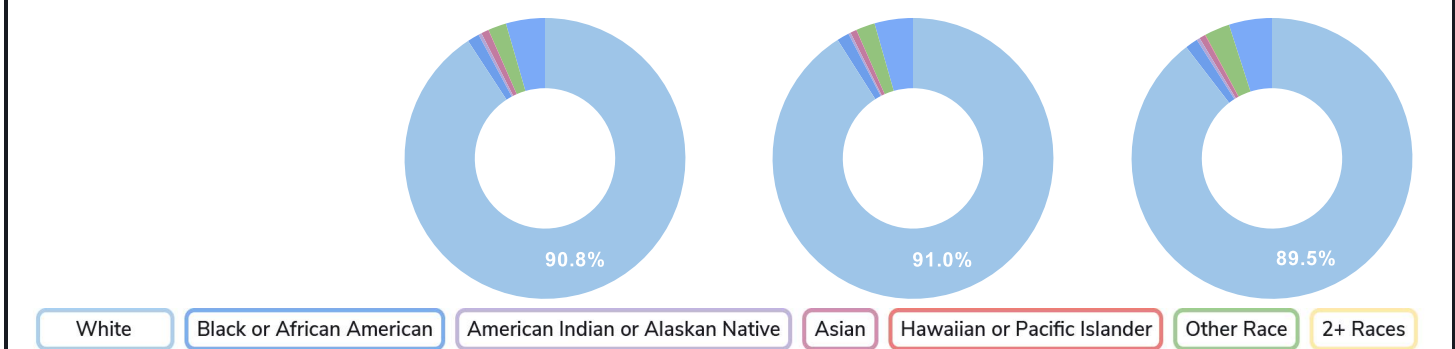
Colby, Kansas

Radius	25 mi radius	50 mi radius	75 mi radius
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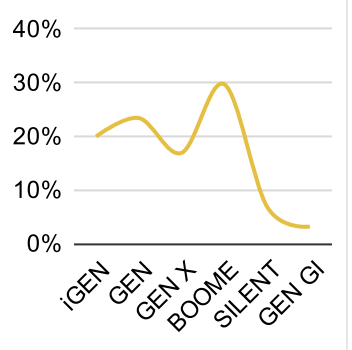
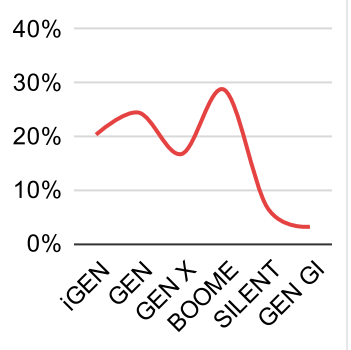
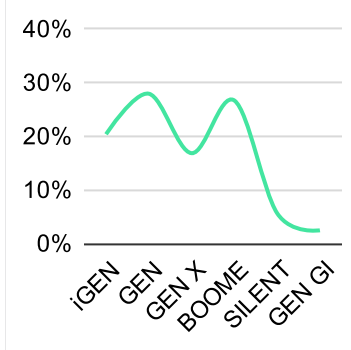
Population						
Estimated Population (2025)	10,707	28,622	70,937			
Projected Population (2030)	10,283	27,370	67,680			
Census Population (2020)	10,815	29,014	72,572			
Census Population (2010)	10,845	29,398	75,749			
Projected Annual Growth (2025-2030)	-424 -0.8%	-1,252 -0.9%	-3,256 -0.9%			
Historical Annual Growth (2020-2025)	-108 -0.2%	-392 -0.3%	-1,635 -0.5%			
Historical Annual Growth (2010-2020)	-30 -	-384 -0.1%	-3,177 -0.4%			
Estimated Population Density (2025)	5 <i>psm</i>	4 <i>psm</i>	4 <i>psm</i>			
Trade Area Size	1,963.3 <i>sq mi</i>	7,853.2 <i>sq mi</i>	17,669.6 <i>sq mi</i>			

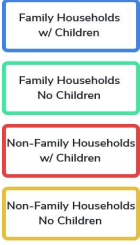
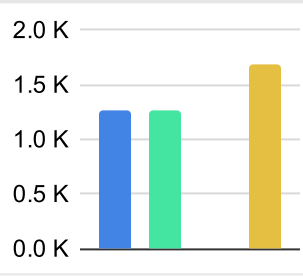
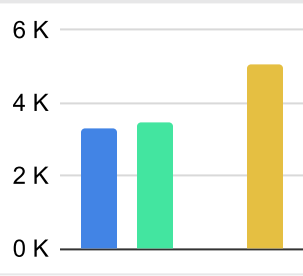
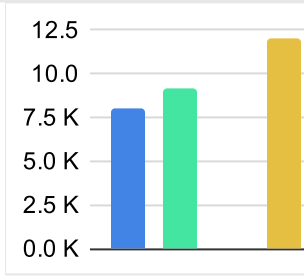

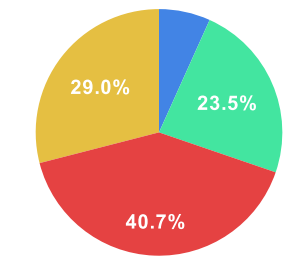
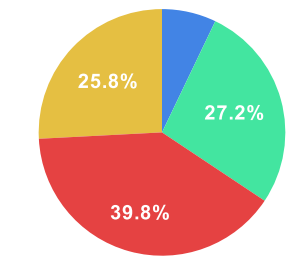
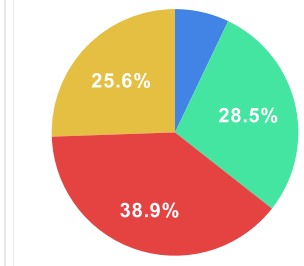


Race and Ethnicity (2025)						
Not Hispanic or Latino Population						
White	9,822	91.7%	26,346	92.0%	63,921	90.1%
Black or African American	147	1.5%	396	1.5%	975	1.5%
American Indian or Alaska Native	9	-	31	0.1%	120	0.2%
Asian	94	1.0%	198	0.7%	472	0.7%
Hawaiian or Pacific Islander	2	-	4	-	19	-
Other Race	20	0.2%	41	0.2%	88	0.1%
Two or More Races	199	2.0%	542	2.1%	1,281	2.0%
Hispanic or Latino Population						
White	885	8.3%	2,276	8.0%	7,016	9.9%
Black or African American	368	41.5%	907	39.8%	2,559	36.5%
American Indian or Alaska Native	1	0.1%	8	0.4%	53	0.8%
Asian	30	3.4%	45	2.0%	144	2.1%
Hispanic Hawaiian or Pacific Islander	-	-	9	0.4%	28	0.4%
Hispanic Hawaiian or Pacific Islander	-	-	1	-	19	0.3%
Other Race	203	23.0%	581	25.5%	1,972	28.1%
Two or More Races	283	31.9%	725	31.9%	2,240	31.9%



Colby, Kansas		25 mi radius		50 mi radius		75 mi radius	
Radius							
Age Distribution (2025)							
Age Under 5 Years		735	6.9%	1,905	6.7%	4,642	6.5%
Age 5 to 9 Years		759	7.1%	1,972	6.9%	4,726	6.7%
Age 10 to 14 Years		689	6.4%	1,936	6.8%	4,792	6.8%
Age 15 to 19 Years		947	8.8%	2,111	7.4%	4,905	6.9%
Age 20 to 24 Years		779	7.3%	1,720	6.0%	4,002	5.6%
Age 25 to 29 Years		621	5.8%	1,534	5.4%	3,706	5.2%
Age 30 to 34 Years		645	6.0%	1,623	5.7%	3,992	5.6%
Age 35 to 39 Years		608	5.7%	1,586	5.5%	3,963	5.6%
Age 40 to 44 Years		646	6.0%	1,741	6.1%	4,323	6.1%
Age 45 to 49 Years		551	5.1%	1,453	5.1%	3,716	5.2%
Age 50 to 54 Years		464	4.3%	1,327	4.6%	3,571	5.0%
Age 55 to 59 Years		451	4.2%	1,363	4.8%	3,582	5.1%
Age 60 to 64 Years		722	6.7%	1,875	6.6%	4,890	6.9%
Age 65 to 69 Years		646	6.0%	2,008	7.0%	4,947	7.0%
Age 70 to 74 Years		573	5.4%	1,634	5.7%	4,073	5.7%
Age 75 to 79 Years		359	3.4%	1,169	4.1%	2,879	4.1%
Age 80 to 84 Years		247	2.3%	767	2.7%	1,980	2.8%
Age 85 Years or Over		265	2.5%	899	3.1%	2,246	3.2%
Median Age		35.4		38.8		40.0	
Generation (2025)							
iGeneration (Age Under 15 Years)		2,183	20.4%	5,813	20.3%	14,161	20.0%
Generation 9/11 Millennials (Age 15 to 34 Years)		2,992	27.9%	6,987	24.4%	16,604	23.4%
Gen Xers (Age 35 to 49 Years)		1,805	16.9%	4,781	16.7%	12,002	16.9%
Baby Boomers (Age 50 to 74 Years)		2,857	26.7%	8,206	28.7%	21,064	29.7%
Silent Generation (Age 75 to 84 Years)		606	5.7%	1,935	6.8%	4,860	6.9%
G.I. Generation (Age 85 Years or Over)		265	2.5%	899	3.1%	2,246	3.2%



Colby, Kansas		25 mi radius	50 mi radius	75 mi radius
Radius				
Household Type (2025)				
Total Households		4,236	11,843	29,235
Family Households		2,536 59.9%	6,770 57.2%	17,142 58.6%
Family Households with Children		1,267 49.9%	3,295 48.7%	7,995 46.6%
Family Households No Children		1,269 50.1%	3,475 51.3%	9,147 53.4%
Non-Family Households		1,700 40.1%	5,073 42.8%	12,093 41.4%
Non-Family Households with Children		10 0.6%	31 0.6%	66 0.5%
Non-Family Households No Children		1,690 99.4%	5,042 99.4%	12,027 99.5%
				
Education Attainment (2025)				
Elementary or Some High School		458 6.7%	1,350 7.1%	3,397 7.1%
High School Graduate		1,599 23.5%	5,169 27.2%	13,642 28.5%
Some College or Associate Degree		2,770 40.7%	7,558 39.8%	18,598 38.9%
Bachelor or Graduate Degree		1,972 29.0%	4,901 25.8%	12,232 25.6%
				
Household Income (2025)				
Estimated Average Household Income		\$100,660	\$95,935	\$91,687
Estimated Median Household Income		\$71,138	\$65,816	\$64,852
HH Income Under \$10,000		291 6.9%	603 5.1%	1,057 3.6%
HH Income \$10,000 to \$34,999		727 17.2%	2,432 20.5%	6,264 21.4%
HH Income \$35,000 to \$49,999		382 9.0%	1,477 12.5%	4,264 14.6%
HH Income \$50,000 to \$74,999		761 18.0%	2,210 18.7%	5,123 17.5%
HH Income \$75,000 to \$99,999		707 16.7%	1,740 14.7%	4,259 14.6%
HH Income \$100,000 to \$149,999		753 17.8%	1,797 15.2%	4,565 15.6%
HH Income \$150,000 or More		615 14.5%	1,585 13.4%	3,702 12.7%

Colby, Kansas						
Radius	25 mi radius		50 mi radius		75 mi radius	
Population						
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Projected Population (2030)	10,283		27,370		67,680	
Census Population (2020)	10,815		29,014		72,572	
Census Population (2010)	10,845		29,398		75,749	
Projected Annual Growth (2025-2030)	-424	-0.8%	-1,252	-0.9%	-3,256	-0.9%
Historical Annual Growth (2020-2025)	-108	-	-392	-0.3%	-1,635	-0.5%
Historical Annual Growth (2010-2020)	-30	-	-384	-0.1%	-3,177	-0.4%
Estimated Population Density (2025)	5 <i>psm</i>		4 <i>psm</i>		4 <i>psm</i>	
Trade Area Size	1,963.3 <i>sq mi</i>		7,853.2 <i>sq mi</i>		17,669.6 <i>sq mi</i>	
Households						
Estimated Households (2025)	4,236		11,843		29,235	
Projected Households (2030)	4,036		11,265		27,683	
Census Households (2020)	4,412		12,231		30,415	
Census Households (2010)	4,494		12,764		31,950	
Projected Annual Growth (2025-2030)	-200	-0.9%	-578	-1.0%	-1,552	-1.1%
Historical Annual Change (2010-2025)	-258	-0.4%	-921	-0.5%	-2,715	-0.6%
Average Household Income						
Estimated Average Household Income (2025)	\$100,660		\$95,935		\$91,687	
Projected Average Household Income (2030)	\$100,354		\$96,111		\$91,642	
Census Average Household Income (2010)	\$54,688		\$49,445		\$50,605	
Census Average Household Income (2000)	\$46,288		\$42,182		\$41,675	
Projected Annual Change (2025-2030)	-\$306	-	\$176	-	-\$45	-
Historical Annual Change (2000-2025)	\$54,372	4.7%	\$53,753	5.1%	\$50,013	4.8%
Median Household Income						
Estimated Median Household Income (2025)	\$71,138		\$65,816		\$64,852	
Projected Median Household Income (2030)	\$71,316		\$65,855		\$64,704	
Census Median Household Income (2010)	\$45,272		\$41,096		\$41,761	
Census Median Household Income (2000)	\$36,553		\$33,794		\$33,394	
Projected Annual Change (2025-2030)	\$178	-	\$39	-	-\$148	-
Historical Annual Change (2000-2025)	\$34,585	3.8%	\$32,022	3.8%	\$31,458	3.8%
Per Capita Income						
Estimated Per Capita Income (2025)	\$40,128		\$39,957		\$37,980	
Projected Per Capita Income (2030)	\$39,702		\$39,831		\$37,687	
Census Per Capita Income (2010)	\$22,662		\$21,470		\$21,345	
Census Per Capita Income (2000)	\$18,347		\$17,330		\$16,889	
Projected Annual Change (2025-2030)	-\$426	-0.2%	-\$126	-	-\$293	-0.2%
Historical Annual Change (2000-2025)	\$21,781	4.7%	\$22,627	5.2%	\$21,092	5.0%
Estimated Average Household Net Worth (2025)	\$918,379		\$958,351		\$933,887	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Colby, Kansas		25 mi radius		50 mi radius		75 mi radius	
Radius							
Race and Ethnicity							
Total Population (2025)		10,707		28,622		70,937	
White (2025)		9,719	90.8%	26,041	91.0%	63,524	89.5%
Black or African American (2025)		148	1.4%	404	1.4%	1,029	1.4%
American Indian or Alaska Native (2025)		39	0.4%	77	0.3%	265	0.4%
Asian (2025)		94	0.9%	207	0.7%	500	0.7%
Hawaiian or Pacific Islander (2025)		2	-	5	-	39	-
Other Race (2025)		224	2.1%	622	2.2%	2,061	2.9%
Two or More Races (2025)		481	4.5%	1,267	4.4%	3,521	5.0%
Population < 18 (2025)		2,673	25.0%	7,009	24.5%	17,207	24.3%
White Not Hispanic		2,243	83.9%	5,901	84.2%	13,797	80.2%
Black or African American		33	1.3%	87	1.2%	229	1.3%
Asian		22	0.8%	34	0.5%	82	0.5%
Other Race Not Hispanic		95	3.6%	230	3.3%	558	3.2%
Hispanic		280	10.5%	756	10.8%	2,541	14.8%
Not Hispanic or Latino Population (2025)		9,822	91.7%	26,346	92.0%	63,921	90.1%
Not Hispanic White		9,351	95.2%	25,134	95.4%	60,964	95.4%
Not Hispanic Black or African American		147	1.5%	396	1.5%	975	1.5%
Not Hispanic American Indian or Alaska Native		9	-	31	0.1%	120	0.2%
Not Hispanic Asian		94	1.0%	198	0.7%	472	0.7%
Not Hispanic Hawaiian or Pacific Islander		2	-	4	-	19	-
Not Hispanic Other Race		20	0.2%	41	0.2%	88	0.1%
Not Hispanic Two or More Races		199	2.0%	542	2.1%	1,281	2.0%
Hispanic or Latino Population (2025)		885	8.3%	2,276	8.0%	7,016	9.9%
Hispanic White		368	41.5%	907	39.8%	2,559	36.5%
Hispanic Black or African American		1	0.1%	8	0.4%	53	0.8%
Hispanic American Indian or Alaska Native		30	3.4%	45	2.0%	144	2.1%
Hispanic Asian		-	-	9	0.4%	28	0.4%
Hispanic Hawaiian or Pacific Islander		-	-	1	-	19	0.3%
Hispanic Other Race		203	23.0%	581	25.5%	1,972	28.1%
Hispanic Two or More Races		283	31.9%	725	31.9%	2,240	31.9%
Not Hispanic or Latino Population (2020)		9,977	92.2%	26,766	92.3%	65,589	90.4%
Hispanic or Latino Population (2020)		838	7.8%	2,248	7.7%	6,983	9.6%
Not Hispanic or Latino Population (2010)		10,386	95.8%	27,954	95.1%	70,197	92.7%
Hispanic or Latino Population (2010)		459	4.2%	1,444	4.9%	5,552	7.3%
Not Hispanic or Latino Population (2030)		9,387	91.3%	25,076	91.6%	60,924	90.0%
Hispanic or Latino Population (2030)		895	8.7%	2,294	8.4%	6,756	10.0%
Projected Annual Growth (2025-2030)		10	0.2%	18	0.2%	-260	-0.7%
Historical Annual Growth (2010-2020)		380	8.3%	804	5.6%	1,431	2.6%



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Colby, Kansas		25 mi radius		50 mi radius		75 mi radius	
Radius							
Total Age Distribution (2025)							
Total Population		10,707		28,622		70,937	
Age Under 5 Years		735	6.9%	1,905	6.7%	4,642	6.5%
Age 5 to 9 Years		759	7.1%	1,972	6.9%	4,726	6.7%
Age 10 to 14 Years		689	6.4%	1,936	6.8%	4,792	6.8%
Age 15 to 19 Years		947	8.8%	2,111	7.4%	4,905	6.9%
Age 20 to 24 Years		779	7.3%	1,720	6.0%	4,002	5.6%
Age 25 to 29 Years		621	5.8%	1,534	5.4%	3,706	5.2%
Age 30 to 34 Years		645	6.0%	1,623	5.7%	3,992	5.6%
Age 35 to 39 Years		608	5.7%	1,586	5.5%	3,963	5.6%
Age 40 to 44 Years		646	6.0%	1,741	6.1%	4,323	6.1%
Age 45 to 49 Years		551	5.1%	1,453	5.1%	3,716	5.2%
Age 50 to 54 Years		464	4.3%	1,327	4.6%	3,571	5.0%
Age 55 to 59 Years		451	4.2%	1,363	4.8%	3,582	5.1%
Age 60 to 64 Years		722	6.7%	1,875	6.6%	4,890	6.9%
Age 65 to 69 Years		646	6.0%	2,008	7.0%	4,947	7.0%
Age 70 to 74 Years		573	5.4%	1,634	5.7%	4,073	5.7%
Age 75 to 79 Years		359	3.4%	1,169	4.1%	2,879	4.1%
Age 80 to 84 Years		247	2.3%	767	2.7%	1,980	2.8%
Age 85 Years or Over		265	2.5%	899	3.1%	2,246	3.2%
Median Age		35.4		38.8		40.0	
Age 19 Years or Less		3,130	29.2%	7,924	27.7%	19,065	26.9%
Age 20 to 64 Years		5,487	51.3%	14,223	49.7%	35,746	50.4%
Age 65 Years or Over		2,090	19.5%	6,476	22.6%	16,126	22.7%
Female Age Distribution (2025)							
Female Population		4,972	46.4%	13,112	45.8%	32,528	45.9%
Age Under 5 Years		333	6.7%	864	6.6%	2,074	6.4%
Age 5 to 9 Years		343	6.9%	857	6.5%	2,088	6.4%
Age 10 to 14 Years		326	6.6%	869	6.6%	2,151	6.6%
Age 15 to 19 Years		338	6.8%	770	5.9%	2,032	6.2%
Age 20 to 24 Years		348	7.0%	742	5.7%	1,711	5.3%
Age 25 to 29 Years		306	6.2%	728	5.6%	1,655	5.1%
Age 30 to 34 Years		303	6.1%	739	5.6%	1,782	5.5%
Age 35 to 39 Years		280	5.6%	756	5.8%	1,856	5.7%
Age 40 to 44 Years		311	6.3%	798	6.1%	1,948	6.0%
Age 45 to 49 Years		245	4.9%	667	5.1%	1,684	5.2%
Age 50 to 54 Years		222	4.5%	611	4.7%	1,639	5.0%
Age 55 to 59 Years		229	4.6%	656	5.0%	1,694	5.2%
Age 60 to 64 Years		362	7.3%	908	6.9%	2,379	7.3%
Age 65 to 69 Years		335	6.7%	963	7.3%	2,349	7.2%
Age 70 to 74 Years		255	5.1%	760	5.8%	1,903	5.9%
Age 75 to 79 Years		169	3.4%	546	4.2%	1,355	4.2%
Age 80 to 84 Years		126	2.5%	389	3.0%	1,020	3.1%
Age 85 Years or Over		140	2.8%	490	3.7%	1,209	3.7%
Female Median Age		37.4		40.7		41.6	
Age 19 Years or Less		1,340	27.0%	3,360	25.6%	8,345	25.7%
Age 20 to 64 Years		2,607	52.4%	6,604	50.4%	16,347	50.3%
Age 65 Years or Over		1,025	20.6%	3,148	24.0%	7,836	24.1%



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Colby, Kansas						
Radius	25 mi radius		50 mi radius		75 mi radius	
Male Age Distribution (2025)						
Male Population	5,735	53.6%	15,510	54.2%	38,408	54.1%
Age Under 5 Years	401	7.0%	1,041	6.7%	2,568	6.7%
Age 5 to 9 Years	416	7.3%	1,115	7.2%	2,639	6.9%
Age 10 to 14 Years	363	6.3%	1,067	6.9%	2,641	6.9%
Age 15 to 19 Years	609	10.6%	1,341	8.6%	2,873	7.5%
Age 20 to 24 Years	431	7.5%	978	6.3%	2,291	6.0%
Age 25 to 29 Years	315	5.5%	805	5.2%	2,051	5.3%
Age 30 to 34 Years	343	6.0%	885	5.7%	2,210	5.8%
Age 35 to 39 Years	328	5.7%	830	5.4%	2,108	5.5%
Age 40 to 44 Years	335	5.8%	943	6.1%	2,375	6.2%
Age 45 to 49 Years	305	5.3%	786	5.1%	2,032	5.3%
Age 50 to 54 Years	242	4.2%	716	4.6%	1,932	5.0%
Age 55 to 59 Years	221	3.9%	707	4.6%	1,889	4.9%
Age 60 to 64 Years	360	6.3%	967	6.2%	2,511	6.5%
Age 65 to 69 Years	311	5.4%	1,045	6.7%	2,599	6.8%
Age 70 to 74 Years	318	5.6%	873	5.6%	2,169	5.6%
Age 75 to 79 Years	190	3.3%	623	4.0%	1,524	4.0%
Age 80 to 84 Years	121	2.1%	378	2.4%	961	2.5%
Age 85 Years or Over	125	2.2%	409	2.6%	1,037	2.7%
Male Median Age	33.8		37.2		38.6	
Age 19 Years or Less	1,789	31.2%	4,563	29.4%	10,720	27.9%
Age 20 to 64 Years	2,881	50.2%	7,619	49.1%	19,399	50.5%
Age 65 Years or Over	1,065	18.6%	3,328	21.5%	8,290	21.6%
Males per 100 Females (2025)						
Overall Comparison	115		118		118	
Age Under 5 Years	120	54.6%	120	54.6%	124	55.3%
Age 5 to 9 Years	121	54.8%	130	56.5%	126	55.8%
Age 10 to 14 Years	111	52.7%	123	55.1%	123	55.1%
Age 15 to 19 Years	180	64.3%	174	63.5%	141	58.6%
Age 20 to 24 Years	124	55.3%	132	56.9%	134	57.2%
Age 25 to 29 Years	103	50.7%	111	52.5%	124	55.3%
Age 30 to 34 Years	113	53.1%	120	54.5%	124	55.4%
Age 35 to 39 Years	117	53.9%	110	52.3%	114	53.2%
Age 40 to 44 Years	108	51.8%	118	54.2%	122	54.9%
Age 45 to 49 Years	124	55.5%	118	54.1%	121	54.7%
Age 50 to 54 Years	109	52.2%	117	54.0%	118	54.1%
Age 55 to 59 Years	97	49.1%	108	51.9%	111	52.7%
Age 60 to 64 Years	100	49.9%	107	51.6%	106	51.3%
Age 65 to 69 Years	93	48.1%	108	52.0%	111	52.5%
Age 70 to 74 Years	125	55.5%	115	53.5%	114	53.3%
Age 75 to 79 Years	113	53.0%	114	53.3%	112	52.9%
Age 80 to 84 Years	96	48.9%	97	49.3%	94	48.5%
Age 85 Years or Over	89	47.1%	83	45.5%	86	46.2%
Age 19 Years or Less	133	57.2%	136	57.6%	128	56.2%
Age 20 to 39 Years	115	53.4%	118	54.1%	124	55.3%
Age 40 to 64 Years	107	51.7%	113	53.1%	115	53.5%
Age 65 Years or Over	104	51.0%	106	51.4%	106	51.4%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Colby, Kansas						
Radius	25 mi radius		50 mi radius		75 mi radius	
Household Type (2025)						
Total Households	4,236		11,843		29,235	
Households with Children	1,277	30.1%	3,326	28.1%	8,061	27.6%
Average Household Size	2.4		2.3		2.4	
Household Density per Square Mile	2		2		2	
Population Family	8,003	74.7%	20,902	73.0%	52,271	73.7%
Population Non-Family	2,293	21.4%	6,892	24.1%	16,511	23.3%
Population Group Quarters	411	3.8%	829	2.9%	2,155	3.0%
Family Households	2,536	59.9%	6,770	57.2%	17,142	58.6%
Married Couple Households	2,120	83.6%	5,911	87.3%	14,875	86.8%
Other Family Households with Children	416	16.4%	859	12.7%	2,267	13.2%
Family Households with Children	1,267	49.9%	3,295	48.7%	7,995	46.6%
Married Couple with Children	920	72.6%	2,456	74.5%	5,933	74.2%
Other Family Households with Children	347	27.4%	839	25.5%	2,062	25.8%
Family Households No Children	1,269	50.1%	3,475	51.3%	9,147	53.4%
Married Couple No Children	1,200	94.5%	3,455	99.4%	8,942	97.8%
Other Family Households No Children	69	5.5%	20	0.6%	205	2.2%
Non-Family Households	1,700	40.1%	5,073	42.8%	12,093	41.4%
Non-Family Households with Children	10	0.6%	31	0.6%	66	0.5%
Non-Family Households No Children	1,690	99.4%	5,042	99.4%	12,027	99.5%
Average Family Household Size	3.2		3.1		3.0	
Average Family Income	\$128,805		\$122,004		\$116,761	
Median Family Income	\$94,210		\$85,831		\$85,548	
Average Non-Family Household Size	1.3		1.4		1.4	
Marital Status (2025)						
Population Age 15 Years or Over	8,524		22,809		56,776	
Never Married	2,384	28.0%	5,921	26.0%	14,537	25.6%
Currently Married	4,697	55.1%	12,251	53.7%	30,300	53.4%
Previously Married	1,444	16.9%	4,638	20.3%	11,939	21.0%
Separated	183	12.6%	576	12.4%	1,715	14.4%
Widowed	450	31.2%	1,490	32.1%	4,162	34.9%
Divorced	811	56.2%	2,572	55.4%	6,062	50.8%
Educational Attainment (2025)						
Adult Population Age 25 Years or Over	6,799		18,979		47,869	
Elementary (Grade Level 0 to 8)	175	2.6%	496	2.6%	1,311	2.7%
Some High School (Grade Level 9 to 11)	283	4.2%	855	4.5%	2,086	4.4%
High School Graduate	1,599	23.5%	5,169	27.2%	13,642	28.5%
Some College	1,687	24.8%	4,829	25.4%	12,450	26.0%
Associate Degree Only	1,083	15.9%	2,729	14.4%	6,148	12.8%
Bachelor Degree Only	1,410	20.7%	3,581	18.9%	8,761	18.3%
Graduate Degree	562	8.3%	1,321	7.0%	3,471	7.3%
Any College (Some College or Higher)	4,742	69.7%	12,459	65.6%	30,830	64.4%
College Degree + (Bachelor Degree or Higher)	1,972	29.0%	4,901	25.8%	12,232	25.6%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Colby, Kansas		25 mi radius		50 mi radius		75 mi radius	
Radius							
Housing							
Total Housing Units (2025)		5,060		14,483		36,222	
Total Housing Units (2020)		5,018		14,437		36,292	
Historical Annual Growth (2020-2025)		41	-	46	-	-70	-
Housing Units Occupied (2025)		4,236	83.7%	11,843	81.8%	29,235	80.7%
Housing Units Owner-Occupied		2,881	68.0%	8,295	70.0%	20,845	71.3%
Housing Units Renter-Occupied		1,355	32.0%	3,548	30.0%	8,390	28.7%
Housing Units Vacant (2025)		823	16.3%	2,640	18.2%	6,987	19.3%
Household Size (2025)							
Total Households		4,236		11,843		29,235	
1 Person Households		1,280	30.2%	3,854	32.5%	9,350	32.0%
2 Person Households		1,625	38.4%	4,558	38.5%	11,393	39.0%
3 Person Households		478	11.3%	1,212	10.2%	2,973	10.2%
4 Person Households		432	10.2%	1,052	8.9%	2,662	9.1%
5 Person Households		257	6.1%	709	6.0%	1,696	5.8%
6 Person Households		112	2.6%	291	2.5%	736	2.5%
7 or More Person Households		53	1.3%	167	1.4%	423	1.4%
Household Income Distribution (2025)							
HH Income \$200,000 or More		366	8.6%	901	7.6%	1,923	6.6%
HH Income \$150,000 to \$199,999		249	5.9%	684	5.8%	1,779	6.1%
HH Income \$125,000 to \$149,999		288	6.8%	756	6.4%	1,843	6.3%
HH Income \$100,000 to \$124,999		465	11.0%	1,041	8.8%	2,722	9.3%
HH Income \$75,000 to \$99,999		707	16.7%	1,740	14.7%	4,259	14.6%
HH Income \$50,000 to \$74,999		761	18.0%	2,210	18.7%	5,123	17.5%
HH Income \$35,000 to \$49,999		382	9.0%	1,477	12.5%	4,264	14.6%
HH Income \$25,000 to \$34,999		336	7.9%	1,128	9.5%	2,733	9.3%
HH Income \$15,000 to \$24,999		303	7.2%	974	8.2%	2,461	8.4%
HH Income \$10,000 to \$14,999		88	2.1%	330	2.8%	1,070	3.7%
HH Income Under \$10,000		291	6.9%	603	5.1%	1,057	3.6%
Household Vehicles (2025)							
Households 0 Vehicles Available		174	4.1%	433	3.7%	1,406	4.8%
Households 1 Vehicle Available		1,077	25.4%	3,277	27.7%	7,998	27.4%
Households 2 Vehicles Available		1,642	38.8%	4,118	34.8%	9,830	33.6%
Households 3 or More Vehicles Available		1,343	31.7%	4,016	33.9%	10,001	34.2%
Total Vehicles Available		9,145		26,161		63,746	
Average Vehicles per Household		2.2		2.2		2.2	
Owner-Occupied Household Vehicles		6,906	75.5%	20,268	77.5%	50,699	79.5%
Average Vehicles per Owner-Occupied Household		2.4		2.4		2.4	
Renter-Occupied Household Vehicles		2,239	24.5%	5,893	22.5%	13,048	20.5%
Average Vehicles per Renter-Occupied Household		1.7		1.7		1.6	
Travel Time (2025)							
Worker Base Age 16 years or Over		5,518		14,474		33,959	
Travel to Work in 14 Minutes or Less		3,427	62.1%	8,500	58.7%	20,101	59.2%
Travel to Work in 15 to 29 Minutes		1,003	18.2%	2,443	16.9%	5,997	17.7%
Travel to Work in 30 to 59 Minutes		439	8.0%	1,346	9.3%	3,167	9.3%
Travel to Work in 60 Minutes or More		144	2.6%	366	2.5%	1,064	3.1%
Work at Home		505	9.2%	1,819	12.6%	3,630	10.7%
Average Minutes Travel to Work		10.1		10.0		10.2	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Colby, Kansas						
Radius	25 mi radius		50 mi radius		75 mi radius	
Transportation To Work (2025)						
Worker Base Age 16 years or Over	5,518		14,474		33,959	
Drive to Work Alone	4,401	79.8%	10,905	75.3%	26,330	77.5%
Drive to Work in Carpool	339	6.2%	876	6.1%	2,129	6.3%
Travel to Work by Public Transportation	-	-	47	0.3%	70	0.2%
Drive to Work on Motorcycle	-	-	36	0.2%	59	0.2%
Bicycle to Work	9	0.2%	35	0.2%	38	0.1%
Walk to Work	244	4.4%	691	4.8%	1,496	4.4%
Other Means	17	0.3%	66	0.5%	207	0.6%
Work at Home	505	9.2%	1,819	12.6%	3,630	10.7%
Daytime Demographics (2025)						
Total Businesses	696		1,523		3,878	
Total Employees	5,670		11,587		29,833	
Company Headquarter Businesses	34	4.8%	67	4.4%	168	4.3%
Company Headquarter Employees	1,104	19.5%	2,052	17.7%	4,689	15.7%
Employee Population per Business	8.1 to 1		7.6 to 1		7.7 to 1	
Residential Population per Business	15.4 to 1		18.8 to 1		18.3 to 1	
Adj. Daytime Demographics Age 16 Years or Over	8,514		19,530		51,596	
Labor Force						
Labor Population Age 16 Years or Over (2025)	8,364		22,423		55,730	
Labor Force Total Males (2025)	4,478	53.5%	12,069	53.8%	30,023	53.9%
Male Civilian Employed	3,277	73.2%	8,483	70.3%	19,609	65.3%
Male Civilian Unemployed	90	2.0%	259	2.1%	618	2.1%
Males in Armed Forces	-	-	4	-	6	-
Males Not in Labor Force	1,112	24.8%	3,323	27.5%	9,790	32.6%
Labor Force Total Females (2025)	3,886	46.5%	10,354	46.2%	25,707	46.1%
Female Civilian Employed	2,243	57.7%	5,993	57.9%	14,352	55.8%
Female Civilian Unemployed	115	2.9%	246	2.4%	589	2.3%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	1,528	39.3%	4,115	39.7%	10,766	41.9%
Unemployment Rate	204	2.4%	504	2.2%	1,207	2.2%
Occupation (2025)						
Occupation Population Age 16 Years or Over	5,518		14,474		33,959	
Occupation Total Males	3,275	59.3%	8,481	58.6%	19,607	57.7%
Occupation Total Females	2,243	40.7%	5,993	41.4%	14,352	42.3%
Management, Business, Financial Operations	802	14.5%	2,651	18.3%	6,324	18.6%
Professional, Related	1,296	23.5%	2,921	20.2%	6,784	20.0%
Service	737	13.4%	1,938	13.4%	5,067	14.9%
Sales, Office	1,378	25.0%	3,109	21.5%	6,773	19.9%
Farming, Fishing, Forestry	240	4.4%	737	5.1%	1,805	5.3%
Construction, Extraction, Maintenance	380	6.9%	1,209	8.4%	3,088	9.1%
Production, Transport, Material Moving	685	12.4%	1,909	13.2%	4,117	12.1%
White Collar Workers	3,476	63.0%	8,682	60.0%	19,881	58.5%
Blue Collar Workers	2,042	37.0%	5,792	40.0%	14,078	41.5%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Colby, Kansas		25 mi radius		50 mi radius		75 mi radius	
Radius							
Units In Structure (2025)							
Total Units		4,236		11,843		29,235	
1 Detached Unit		3,367	79.5%	10,000	84.4%	24,768	84.7%
1 Attached Unit		70	1.6%	158	1.3%	478	1.6%
2 Units		138	3.3%	275	2.3%	600	2.1%
3 to 4 Units		88	2.1%	216	1.8%	565	1.9%
5 to 9 Units		190	4.5%	265	2.2%	501	1.7%
10 to 19 Units		81	1.9%	146	1.2%	415	1.4%
20 to 49 Units		26	0.6%	101	0.9%	269	0.9%
50 or More Units		23	0.5%	33	0.3%	139	0.5%
Mobile Home or Trailer		254	6.0%	645	5.4%	1,464	5.0%
Other Structure		-	-	5	-	37	0.1%
Homes Built By Year (2025)							
Homes Built 2020 or later		3	-	14	-	114	0.3%
Homes Built 2010 to 2019		119	2.3%	294	2.0%	913	2.5%
Homes Built 2000 to 2009		89	1.8%	290	2.0%	923	2.5%
Homes Built 1990 to 1999		454	9.0%	803	5.5%	2,072	5.7%
Homes Built 1980 to 1989		389	7.7%	1,173	8.1%	2,526	7.0%
Homes Built 1970 to 1979		803	15.9%	2,318	16.0%	5,060	14.0%
Homes Built 1960 to 1969		591	11.7%	1,419	9.8%	3,633	10.0%
Homes Built 1950 to 1959		644	12.7%	1,593	11.0%	3,890	10.7%
Homes Built 1940 to 1949		454	9.0%	1,090	7.5%	2,642	7.3%
Homes Built Before 1939		693	13.7%	2,851	19.7%	7,462	20.6%
Median Age of Homes		59.3 yrs		62.1 yrs		62.2 yrs	
Home Values (2025)							
Owner Specified Housing Units		2,881		8,295		20,845	
Home Values \$1,000,000 or More		1	-	14	0.2%	100	0.5%
Home Values \$750,000 to \$999,999		21	0.7%	50	0.6%	148	0.7%
Home Values \$500,000 to \$749,999		50	1.7%	167	2.0%	605	2.9%
Home Values \$400,000 to \$499,999		77	2.7%	163	2.0%	629	3.0%
Home Values \$300,000 to \$399,999		315	10.9%	609	7.3%	1,451	7.0%
Home Values \$250,000 to \$299,999		212	7.3%	610	7.4%	1,647	7.9%
Home Values \$200,000 to \$249,999		305	10.6%	833	10.0%	2,219	10.6%
Home Values \$175,000 to \$199,999		239	8.3%	504	6.1%	1,123	5.4%
Home Values \$150,000 to \$174,999		306	10.6%	710	8.6%	1,683	8.1%
Home Values \$125,000 to \$149,999		109	3.8%	454	5.5%	1,279	6.1%
Home Values \$100,000 to \$124,999		430	14.9%	1,051	12.7%	2,282	10.9%
Home Values \$90,000 to \$99,999		99	3.5%	312	3.8%	767	3.7%
Home Values \$80,000 to \$89,999		177	6.1%	467	5.6%	1,107	5.3%
Home Values \$70,000 to \$79,999		83	2.9%	527	6.4%	1,221	5.9%
Home Values \$60,000 to \$69,999		137	4.7%	317	3.8%	832	4.0%
Home Values \$50,000 to \$59,999		58	2.0%	344	4.1%	885	4.2%
Home Values \$35,000 to \$49,999		57	2.0%	412	5.0%	947	4.5%
Home Values \$25,000 to \$34,999		63	2.2%	298	3.6%	629	3.0%
Home Values \$10,000 to \$24,999		97	3.4%	287	3.5%	882	4.2%
Home Values Under \$10,000		44	1.5%	165	2.0%	408	2.0%
Owner-Occupied Median Home Value		\$153,106		\$130,803		\$142,543	
Renter-Occupied Median Rent		\$588		\$568		\$598	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Colby, Kansas		25 mi radius	50 mi radius	75 mi radius
Radius				
Total Annual Consumer Expenditure (2025)				
Total Household Expenditure		\$403.17 M	\$1.07 B	\$2.61 B
Total Non-Retail Expenditure		\$196.26 M	\$515.42 M	\$1.24 B
Total Retail Expenditure		\$206.91 M	\$557.61 M	\$1.37 B
Alcoholic Beverages		\$2.44 M	\$6.45 M	\$15.71 M
Apparel		\$7.38 M	\$19.53 M	\$47.7 M
Contributions		\$12.7 M	\$33.4 M	\$80.86 M
Education		\$9.06 M	\$23.86 M	\$57.92 M
Entertainment		\$22.87 M	\$60.51 M	\$147.84 M
Food Away From Home		\$17.55 M	\$46.42 M	\$113.3 M
Grocery		\$26.24 M	\$70.06 M	\$173.33 M
Health Care		\$27.49 M	\$78.28 M	\$195 M
Household Furnishings and Equipment		\$10.61 M	\$28.04 M	\$68.39 M
Household Operations		\$7.44 M	\$19.67 M	\$48.08 M
Miscellaneous Expenses		\$6.85 M	\$18.13 M	\$44.24 M
Personal Care		\$5.14 M	\$13.7 M	\$33.78 M
Shelter		\$63.58 M	\$167.53 M	\$408.83 M
Tax and Retirement		\$92.65 M	\$238.95 M	\$567.48 M
Tobacco and Related		\$1.98 M	\$5.39 M	\$13.58 M
Transportation		\$70.46 M	\$193.11 M	\$470.51 M
Utilities		\$18.72 M	\$50.01 M	\$123.89 M
Monthly Household Consumer Expenditure (2025)				
Total Household Expenditure		\$7,931	\$7,550	\$7,441
Total Non-Retail Expenditure		\$3,861 48.7%	\$3,627 48.0%	\$3,540 47.6%
Total Retail Expenditures		\$4,070 51.3%	\$3,924 52.0%	\$3,901 52.4%
Alcoholic Beverages		\$48 0.6%	\$45 0.6%	\$45 0.6%
Apparel		\$145 1.8%	\$137 1.8%	\$136 1.8%
Contributions		\$250 3.2%	\$235 3.1%	\$230 3.1%
Education		\$178 2.2%	\$168 2.2%	\$165 2.2%
Entertainment		\$450 5.7%	\$426 5.6%	\$421 5.7%
Food Away From Home		\$345 4.4%	\$327 4.3%	\$323 4.3%
Grocery		\$516 6.5%	\$493 6.5%	\$494 6.6%
Health Care		\$541 6.8%	\$551 7.3%	\$556 7.5%
Household Furnishings and Equipment		\$209 2.6%	\$197 2.6%	\$195 2.6%
Household Operations		\$146 1.8%	\$138 1.8%	\$137 1.8%
Miscellaneous Expenses		\$135 1.7%	\$128 1.7%	\$126 1.7%
Personal Care		\$101 1.3%	\$96 1.3%	\$96 1.3%
Shelter		\$1,251 15.8%	\$1,179 15.6%	\$1,165 15.7%
Tax and Retirement		\$1,823 23.0%	\$1,681 22.3%	\$1,618 22.3%
Tobacco and Related		\$39 0.5%	\$38 0.5%	\$39 0.5%
Transportation		\$1,386 17.5%	\$1,359 18.0%	\$1,341 18.0%
Utilities		\$368 4.6%	\$352 4.7%	\$353 4.7%

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						
Radius	25 mi radius		50 mi radius		75 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$12.7 M / \$6.16 M	51	\$34.16 M / \$7.23 M	79	\$83.95 M / \$11.72 M	86
Men's Clothing Stores	\$497.36 K / -	100	\$1.33 M / -	100	\$3.29 M / -	100
Women's Clothing Stores	\$1.07 M / \$597.26 K	44	\$2.85 M / \$1.67 M	42	\$7 M / \$2.78 M	60
Children's, Infants' Clothing Stores	\$1.04 M / \$-2	100	\$2.73 M / \$-3	100	\$6.65 M / \$-3	100
Family Clothing Stores	\$6.23 M / -	100	\$16.59 M / -	100	\$40.71 M / -	100
Clothing Accessory Stores	\$285.69 K / \$485.06 K	-41	\$768.61 K / \$485.06 K	37	\$1.89 M / \$485.06 K	74
Other Apparel Stores	\$372.79 K / \$1.1 M	-66	\$990.15 K / \$1.1 M	-10	\$2.42 M / \$2.63 M	-8
Shoe Stores	\$2.59 M / \$3.98 M	-35	\$7.13 M / \$3.98 M	44	\$17.61 M / \$5.83 M	67
Jewelry Stores	\$559.68 K / -	100	\$1.58 M / -	100	\$3.91 M / \$-1	100
Luggage Stores	\$67.74 K / -	100	\$190.2 K / -	100	\$472.71 K / -	100
Furniture, Home Furnishings Stores	\$11.06 M / \$634.79 K	94	\$29.42 M / \$5.7 M	81	\$72.4 M / \$43.67 M	40
Furniture Stores	\$4.94 M / \$634.79 K	87	\$13.19 M / \$5.21 M	60	\$32.62 M / \$18.34 M	44
Floor Covering Stores	\$711.46 K / -	100	\$1.9 M / \$485.39 K	74	\$4.69 M / \$2.16 M	54
Other Home Furnishing Stores	\$5.41 M / -	100	\$14.33 M / -	100	\$35.09 M / \$23.18 M	34
Electronics, Appliance Stores	\$11.19 M / \$4.21 M	62	\$30.48 M / \$9.3 M	69	\$74.62 M / \$77.66 M	-4
Building Material, Garden Equipment, Supplies Dealers	\$10.67 M / \$27.54 M	-61	\$28.38 M / \$43.71 M	-35	\$69.6 M / \$109.15 M	-36
Home Centers	\$5.98 M / \$3.62 M	40	\$15.93 M / \$5.99 M	62	\$39.08 M / \$18.33 M	53
Paint, Wallpaper Stores	\$1.29 M / \$4.33 M	-70	\$3.4 M / \$4.33 M	-21	\$8.27 M / \$9.13 M	-9
Hardware Stores	\$671.42 K / \$5.67 M	-88	\$1.79 M / \$10.96 M	-84	\$4.4 M / \$29.71 M	-85
Other Building Materials Stores	\$1.86 M / \$2.31 M	-20	\$4.94 M / \$4.45 M	10	\$12.13 M / \$11.31 M	7
Outdoor Power Equipment Stores	\$114.53 K / -	100	\$306.16 K / -	100	\$751.15 K / \$-1	100
Nursery, Garden Stores	\$757.29 K / \$11.61 M	-93	\$2.02 M / \$17.97 M	-89	\$4.96 M / \$40.68 M	-88
Food, Beverage Stores	\$16.9 M / \$44.41 M	-62	\$45.29 M / \$78.32 M	-42	\$110.76 M / \$153.67 M	-28
Grocery Stores	\$12.92 M / \$22.42 M	-42	\$34.71 M / \$44.4 M	-22	\$85.1 M / \$82.92 M	3
Convenience Stores	\$1.2 M / \$7.45 M	-84	\$3.25 M / \$8.68 M	-63	\$7.93 M / \$16.73 M	-53
Meat Markets	\$76.23 K / \$117.81 K	-35	\$202.36 K / \$639.55 K	-68	\$494.41 K / \$1.74 M	-72
Fish, Seafood Markets	\$26.21 K / -	100	\$69.35 K / -	100	\$169.33 K / \$-2	100
Fruit, Vegetable Markets	\$49.9 K / -	100	\$132.42 K / -	100	\$323.63 K / \$-2	100
Other Specialty Food Markets	\$102.8 K / \$41.32 K	60	\$272.25 K / \$83.05 K	69	\$665.21 K / \$330.23 K	50
Liquor Stores	\$2.53 M / \$14.38 M	-82	\$6.66 M / \$24.51 M	-73	\$16.08 M / \$51.94 M	-69

Colby, Kansas						
Radius	25 mi radius		50 mi radius		75 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$10.75 M / \$2.87 M	73	\$29.38 M / \$26.96 M	8	\$72.78 M / \$72.99 M	0
Pharmacy, Drug Stores	\$9.48 M / \$2.21 M	77	\$25.88 M / \$25.99 M	0	\$64.07 M / \$67.99 M	-6
Cosmetics, Beauty Stores	\$542.67 K / -	100	\$1.48 M / -	100	\$3.68 M / -	100
Optical Goods Stores	\$151.17 K / \$-1	100	\$433.73 K / \$81.49 K	81	\$1.1 M / \$555.57 K	50
Other Health, Personal Care Stores	\$579.88 K / \$661.33 K	-12	\$1.58 M / \$881.77 K	44	\$3.93 M / \$4.44 M	-11
Sporting Goods, Hobby, Book, Music Stores	\$12.86 M / \$4.03 M	69	\$34.75 M / \$18.26 M	47	\$85.42 M / \$67.23 M	21
Sporting Goods Stores	\$4.88 M / \$10.63 K	100	\$12.99 M / \$10.22 M	21	\$31.83 M / \$35.4 M	-10
Hobby, Toy, Game Stores	\$3.44 M / \$-1	100	\$9.28 M / \$-1	100	\$22.92 M / \$7.67 M	67
Sewing, Needlecraft Stores	\$2.57 M / \$4.02 M	-36	\$7.22 M / \$8.04 M	-10	\$17.87 M / \$20.65 M	-13
Musical Instrument Stores	\$977.66 K / \$-1	100	\$2.56 M / \$-1	100	\$6.16 M / \$1.99 M	68
Book Stores	\$986.5 K / -	100	\$2.71 M / -	100	\$6.64 M / \$1.53 M	77
General Merchandise Stores	\$40.92 M / \$29.41 M	28	\$110.34 M / \$85.05 M	23	\$271.32 M / \$320.61 M	-15
Department Stores	\$14.32 M / \$14.77 M	-3	\$38.38 M / \$58.83 M	-35	\$94.29 M / \$250.33 M	-62
Warehouse Superstores	\$22.63 M / -	100	\$61.3 M / -	100	\$150.78 M / -	100
Other General Merchandise Stores	\$3.96 M / \$14.64 M	-73	\$10.66 M / \$26.22 M	-59	\$26.25 M / \$70.28 M	-63
Miscellaneous Store Retailers	\$5.25 M / \$3.42 M	35	\$14.36 M / \$8.88 M	38	\$35.37 M / \$24.91 M	30
Florists	\$126.93 K / \$178.4 K	-29	\$338.97 K / \$431.62 K	-21	\$831.14 K / \$1.05 M	-21
Office, Stationary Stores	\$510.52 K / -	100	\$1.43 M / -	100	\$3.53 M / \$4.32 M	-18
Gift, Souvenir Stores	\$1.08 M / \$240.61 K	78	\$2.92 M / \$1.44 M	51	\$7.16 M / \$4.13 M	42
Used Merchandise Stores	\$364.95 K / \$179.21 K	51	\$1.03 M / \$250.9 K	76	\$2.55 M / \$1.51 M	41
Pet, Pet Supply Stores	\$905.53 K / -	100	\$2.42 M / \$14.27 K	99	\$6 M / \$487.71 K	92
Art Dealers	\$146.24 K / -	100	\$418.81 K / -	100	\$1.04 M / \$466.86 K	55
Mobile Home Dealers	\$104.25 K / -	100	\$277.01 K / -	100	\$680.96 K / \$-1	100
Other Miscellaneous Retail Stores	\$2.01 M / \$2.82 M	-29	\$5.54 M / \$6.75 M	-18	\$13.57 M / \$12.95 M	5
Non-Store Retailers	\$24.45 M / \$6.28 M	74	\$65.89 M / \$6.59 M	90	\$161.91 M / \$13.67 M	92
Mail Order, Catalog Stores	\$22.9 M / \$5.43 M	76	\$61.74 M / \$5.43 M	91	\$151.73 M / \$8.65 M	94
Vending Machines	\$107.37 K / -	100	\$284.36 K / \$295.56 K	-4	\$693.25 K / \$295.56 K	57
Fuel Dealers	\$133.29 K / -	100	\$362.3 K / -	100	\$889.27 K / \$940.22 K	-5
Other Direct Selling Establishments	\$1.31 M / \$851.86 K	35	\$3.5 M / \$869.08 K	75	\$8.6 M / \$3.78 M	56

Colby, Kansas						
Radius	25 mi radius		50 mi radius		75 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$22.26 M / \$27.79 M	-20	\$58.63 M / \$59.66 M	-2	\$142.15 M / \$128.81 M	9
Hotels, Other Travel Accommodations	\$1.44 M / \$3.27 M	-56	\$3.79 M / \$9.03 M	-58	\$9.18 M / \$16.74 M	-45
RV Parks	\$13.63 K / \$18.66 K	-27	\$36.59 K / \$56.05 K	-35	\$89.37 K / \$249.79 K	-64
Rooming, Boarding Houses	\$7.95 K / -	100	\$21 K / -	100	\$50.97 K / -	100
Full Service Restaurants	\$13.01 M / \$10.6 M	19	\$34.25 M / \$25.08 M	27	\$83.04 M / \$59.46 M	28
Limited Service Restaurants	\$6.04 M / \$14.75 M	-59	\$15.9 M / \$26.85 M	-41	\$38.54 M / \$53.84 M	-28
Special Food Services, Catering	\$1.76 M / -	100	\$4.63 M / -	100	\$11.24 M / \$-1	100
Drinking Places	\$1.26 M / \$412.35 K	67	\$3.31 M / \$1.94 M	41	\$7.98 M / \$6.5 M	19
Gasoline Stations	\$8.79 M / \$15.53 M	-43	\$24.08 M / \$31.66 M	-24	\$58.83 M / \$104.74 M	-44
Motor Vehicle, Parts Dealers	\$17.83 M / \$10.6 M	41	\$49.13 M / \$36.64 M	25	\$121.45 M / \$129.15 M	-6
New Car Dealers	\$10.1 M / \$2.83 M	72	\$28.32 M / \$19.52 M	31	\$70.38 M / \$72.82 M	-3
Used Car Dealers	\$931.81 K / \$710.27 K	24	\$2.61 M / \$2.16 M	17	\$6.51 M / \$7.16 M	-9
Recreational Vehicle Dealers	\$1.89 M / -	100	\$5 M / -	100	\$12.24 M / \$1.56 M	87
Motorcycle, Boat Dealers	\$2.48 M / -	100	\$6.62 M / -	100	\$16.24 M / \$8.68 M	47
Auto Parts, Accessories	\$1.56 M / \$2.24 M	-31	\$4.21 M / \$6.52 M	-35	\$10.3 M / \$21.12 M	-51
Tire Dealers	\$876.92 K / \$4.82 M	-82	\$2.36 M / \$8.44 M	-72	\$5.77 M / \$17.81 M	-68
2025 Population		10,707		28,622		70,937
2030 Population		10,283		27,370		67,680
% Population Change 2025-2030		-4.0%		-4.4%		-4.6%
2025 Adult Population Age 18+		8,034		21,613		53,730
2025 Population Male		5,735		15,510		38,408
2025 Population Female		4,972		13,112		32,528
2025 Households		4,236		11,843		29,235
2025 Median Household Income		71,138		65,816		64,852
2025 Average Household Income		100,660		95,935		91,687

Retail Potential

Retail Potential Profile



Colby, Kansas		25 mi radius	50 mi radius	75 mi radius
Radius				
2025 Population		10,707	28,622	70,937
2030 Population		10,283	27,370	67,680
% Population Change 2020-2025		-1.0%	-1.4%	-2.3%
2025 Adult Population Age 18+		\$8,034	\$21,613	\$53,730
2025 Population Male		\$5,735	\$15,510	\$38,408
2025 Population Female		\$4,972	\$13,112	\$32,528
2025 Households		\$4,236	\$11,843	\$29,235
2025 Median Household Income		\$71,138	\$65,816	\$64,852
2025 Average Household Income		\$100,660	\$95,935	\$91,687
Clothing, Clothing Accessories Stores		\$12.7 M	\$34.16 M	\$83.95 M
Men's Clothing Stores		\$497.36 K	\$1.33 M	\$3.29 M
Women's Clothing Stores		\$1.07 M	\$2.85 M	\$7 M
Children's, Infants' Clothing Stores		\$1.04 M	\$2.73 M	\$6.65 M
Family Clothing Stores		\$6.23 M	\$16.59 M	\$40.71 M
Clothing Accessory Stores		\$285.69 K	\$768.61 K	\$1.89 M
Other Apparel Stores		\$372.79 K	\$990.15 K	\$2.42 M
Shoe Stores		\$2.59 M	\$7.13 M	\$17.61 M
Jewelry Stores		\$559.68 K	\$1.58 M	\$3.91 M
Luggage Stores		\$67.74 K	\$190.2 K	\$472.71 K
Furniture, Home Furnishings Stores		\$11.06 M	\$29.42 M	\$72.4 M
Furniture Stores		\$4.94 M	\$13.19 M	\$32.62 M
Floor Covering Stores		\$711.46 K	\$1.9 M	\$4.69 M
Other Home Furnishing Stores		\$5.41 M	\$14.33 M	\$35.09 M
Electronics, Appliance Stores		\$11.19 M	\$30.48 M	\$74.62 M
Gasoline Stations		\$8.79 M	\$24.08 M	\$58.83 M
Building Material, Garden Equipment, Supplies Dealers		\$10.67 M	\$28.38 M	\$69.6 M
Home Centers		\$5.98 M	\$15.93 M	\$39.08 M
Paint, Wallpaper Stores		\$1.29 M	\$3.4 M	\$8.27 M
Hardware Stores		\$671.42 K	\$1.79 M	\$4.4 M
Other Building Materials Stores		\$1.86 M	\$4.94 M	\$12.13 M
Outdoor Power Equipment Stores		\$114.53 K	\$306.16 K	\$751.15 K
Nursery, Garden Stores		\$757.29 K	\$2.02 M	\$4.96 M
Food, Beverage Stores		\$16.9 M	\$45.29 M	\$110.76 M
Grocery Stores		\$12.92 M	\$34.71 M	\$85.1 M
Convenience Stores		\$1.2 M	\$3.25 M	\$7.93 M
Meat Markets		\$76.23 K	\$202.36 K	\$494.41 K
Fish, Seafood Markets		\$26.21 K	\$69.35 K	\$169.33 K
Fruit, Vegetable Markets		\$49.9 K	\$132.42 K	\$323.63 K
Other Specialty Food Markets		\$102.8 K	\$272.25 K	\$665.21 K
Liquor Stores		\$2.53 M	\$6.66 M	\$16.08 M

Retail Potential Profile



Colby, Kansas		25 mi radius	50 mi radius	75 mi radius
Radius				
Health, Personal Care Stores		\$10.75 M	\$29.38 M	\$72.78 M
Pharmacy, Drug Stores		\$9.48 M	\$25.88 M	\$64.07 M
Cosmetics, Beauty Stores		\$542.67 K	\$1.48 M	\$3.68 M
Optical Goods Stores		\$151.17 K	\$433.73 K	\$1.1 M
Other Health, Personal Care Stores		\$579.88 K	\$1.58 M	\$3.93 M
Sporting Goods, Hobby, Book, Music Stores		\$12.86 M	\$34.75 M	\$85.42 M
Sporting Goods Stores		\$4.88 M	\$12.99 M	\$31.83 M
Hobby, Toy, Game Stores		\$3.44 M	\$9.28 M	\$22.92 M
Sewing, Needlecraft Stores		\$2.57 M	\$7.22 M	\$17.87 M
Musical Instrument Stores		\$977.66 K	\$2.56 M	\$6.16 M
Book Stores		\$986.5 K	\$2.71 M	\$6.64 M
General Merchandise Stores		\$40.92 M	\$110.34 M	\$271.32 M
Department Stores		\$14.32 M	\$38.38 M	\$94.29 M
Warehouse Superstores		\$22.63 M	\$61.3 M	\$150.78 M
Other General Merchandise Stores		\$3.96 M	\$10.66 M	\$26.25 M
Miscellaneous Store Retailers		\$5.25 M	\$14.36 M	\$35.37 M
Florists		\$126.93 K	\$338.97 K	\$831.14 K
Office, Stationary Stores		\$510.52 K	\$1.43 M	\$3.53 M
Gift, Souvenir Stores		\$1.08 M	\$2.92 M	\$7.16 M
Used Merchandise Stores		\$364.95 K	\$1.03 M	\$2.55 M
Pet, Pet Supply Stores		\$905.53 K	\$2.42 M	\$6 M
Art Dealers		\$146.24 K	\$418.81 K	\$1.04 M
Mobile Home Dealers		\$104.25 K	\$277.01 K	\$680.96 K
Other Miscellaneous Retail Stores		\$2.01 M	\$5.54 M	\$13.57 M
Non-Store Retailers		\$24.45 M	\$65.89 M	\$161.91 M
Mail Order, Catalog Stores		\$22.9 M	\$61.74 M	\$151.73 M
Vending Machines		\$107.37 K	\$284.36 K	\$693.25 K
Fuel Dealers		\$133.29 K	\$362.3 K	\$889.27 K
Other Direct Selling Establishments		\$1.31 M	\$3.5 M	\$8.6 M
Accommodation, Food Services		\$23.52 M	\$61.94 M	\$150.12 M
Hotels, Other Travel Accommodations		\$1.44 M	\$3.79 M	\$9.18 M
RV Parks		\$13.63 K	\$36.59 K	\$89.37 K
Rooming, Boarding Houses		\$7.95 K	\$21 K	\$50.97 K
Full Service Restaurants		\$13.01 M	\$34.25 M	\$83.04 M
Limited Service Restaurants		\$6.04 M	\$15.9 M	\$38.54 M
Special Food Services, Catering		\$1.76 M	\$4.63 M	\$11.24 M
Drinking Places		\$1.26 M	\$3.31 M	\$7.98 M
Motor Vehicle, Parts Dealers		\$17.83 M	\$49.13 M	\$121.45 M
New Car Dealers		\$10.1 M	\$28.32 M	\$70.38 M
Used Car Dealers		\$931.81 K	\$2.61 M	\$6.51 M
Recreational Vehicle Dealers		\$1.89 M	\$5 M	\$12.24 M
Motorcycle, Boat Dealers		\$2.48 M	\$6.62 M	\$16.24 M
Auto Parts, Accessories		\$1.56 M	\$4.21 M	\$10.3 M
Tire Dealers		\$876.92 K	\$2.36 M	\$5.77 M

Income Summary

Income Summary Report



Colby, Kansas						
Radius	25 mi radius		50 mi radius		75 mi radius	
Population						
Estimated Population (2025)	10,707		28,622		70,937	
Projected Population (2030)	10,283		27,370		67,680	
Census Population (2020)	10,815		29,014		72,572	
Census Population (2010)	10,845		29,398		75,749	
<i>Projected Annual Growth (2025 to 2030)</i>	-424	-0.8%	-1,252	-0.9%	-3,256	-0.9%
<i>Historical Annual Growth (2020 to 2025)</i>	-108	-0.2%	-392	-0.3%	-1,635	-0.5%
<i>Historical Annual Growth (2010 to 2020)</i>	-30	-	-384	-0.1%	-3,177	-0.4%
Households						
Estimated Households (2025)	4,236		11,843		29,235	
Projected Households (2030)	4,036		11,265		27,683	
Census Households (2020)	4,412		12,231		30,415	
Census Households (2010)	4,494		12,764		31,950	
<i>Projected Annual Growth (2025 to 2030)</i>	-200	-0.9%	-578	-1.0%	-1,552	-1.1%
<i>Historical Annual Growth (2020 to 2025)</i>	-176	-0.8%	-388	-0.6%	-1,180	-0.8%
<i>Historical Annual Growth (2010 to 2020)</i>	-82	-0.2%	-533	-0.4%	-1,536	-0.5%
Average Household Income						
Estimated Average Household Income (2025)	\$100,660		\$95,935		\$91,687	
Projected Average Household Income (2030)	\$100,354		\$96,111		\$91,642	
Census Average Household Income (2020)	\$54,688		\$49,445		\$50,605	
Census Average Household Income (2010)	\$46,288		\$42,182		\$41,675	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$306	-	\$176	-	-\$45	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$45,972	5.6%	\$46,491	6.3%	\$41,082	5.4%
<i>Historical Annual Growth (2010 to 2020)</i>	\$8,400	1.8%	\$7,263	1.7%	\$8,931	2.1%
Median Household Income						
Estimated Median Household Income (2025)	\$71,138		\$65,816		\$64,852	
Projected Median Household Income (2030)	\$71,316		\$65,855		\$64,704	
Census Median Household Income (2020)	\$45,272		\$41,096		\$41,761	
Census Median Household Income (2010)	\$36,553		\$33,794		\$33,394	
<i>Projected Annual Growth (2025 to 2030)</i>	\$178	-	\$39	-	-\$148	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$25,867	3.8%	\$24,720	4.0%	\$23,091	3.7%
<i>Historical Annual Growth (2010 to 2020)</i>	\$8,719	2.4%	\$7,302	2.2%	\$8,367	2.5%
Per Capita Income						
Estimated Per Capita Income (2025)	\$40,128		\$39,957		\$37,980	
Projected Per Capita Income (2030)	\$39,702		\$39,831		\$37,687	
Census Per Capita Income (2020)	\$22,662		\$21,470		\$21,345	
Census Per Capita Income (2010)	\$18,347		\$17,330		\$16,889	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$426	-0.2%	-\$126	-	-\$293	-0.2%
<i>Historical Annual Growth (2020 to 2025)</i>	\$17,466	5.1%	\$18,487	5.7%	\$16,636	5.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$4,315	2.4%	\$4,140	2.4%	\$4,456	2.6%
Other Income						
Estimated Families (2025)	2,536		6,770		17,142	
Estimated Average Family Income (2025)	\$128,805		\$122,004		\$116,761	
Estimated Median Family Income (2025)	\$94,210		\$85,831		\$85,548	
Estimated Average Household Net Worth (2025)	\$918,379		\$958,351		\$933,887	

Consumer Expenditure Summary

Consumer Expenditure Summary



Colby, Kansas						
Radius	25 mi radius		50 mi radius		75 mi radius	
Estimated Population	10,707		28,622		70,937	
Estimated Households	4,236		11,843		29,235	
Household Expenditure	\$403.17 M		\$1.07 B		\$2.61 B	
Per Household ~ Per Capita	\$95,173	\$37,655	\$90,604	\$37,490	\$89,292	\$36,800
Non-Retail Expenditures	\$196.26 M	48.7%	\$515.42 M	48.0%	\$1.24 B	47.6%
Per Household ~ Per Capita	\$46,329	\$18,330	\$43,520	\$18,008	\$42,480	\$17,507
Retail Expenditures	\$206.91 M	51.3%	\$557.61 M	52.0%	\$1.37 B	52.4%
Per Household ~ Per Capita	\$48,843	\$19,325	\$47,083	\$19,482	\$46,812	\$19,292
Alcoholic Beverages	\$2.44 M	0.6%	\$6.45 M	0.6%	\$15.71 M	0.6%
Per Household ~ Per Capita	\$576	\$228	\$544	\$225	\$537	\$221
Apparel	\$7.38 M	1.8%	\$19.53 M	1.8%	\$47.7 M	1.8%
Per Household ~ Per Capita	\$1,742	\$689	\$1,649	\$682	\$1,632	\$672
Contributions	\$12.7 M	3.2%	\$33.4 M	3.1%	\$80.86 M	3.1%
Per Household ~ Per Capita	\$2,999	\$1,187	\$2,820	\$1,167	\$2,766	\$1,140
Education	\$9.06 M	2.2%	\$23.86 M	2.2%	\$57.92 M	2.2%
Per Household ~ Per Capita	\$2,139	\$846	\$2,015	\$834	\$1,981	\$816
Entertainment	\$22.87 M	5.7%	\$60.51 M	5.6%	\$147.84 M	5.7%
Per Household ~ Per Capita	\$5,399	\$2,136	\$5,109	\$2,114	\$5,057	\$2,084
Food Away From Home	\$17.55 M	4.4%	\$46.42 M	4.3%	\$113.3 M	4.3%
Per Household ~ Per Capita	\$4,144	\$1,639	\$3,919	\$1,622	\$3,876	\$1,597
Grocery	\$26.24 M	6.5%	\$70.06 M	6.5%	\$173.33 M	6.6%
Per Household ~ Per Capita	\$6,194	\$2,451	\$5,916	\$2,448	\$5,929	\$2,443
Health Care	\$27.49 M	6.8%	\$78.28 M	7.3%	\$195 M	7.5%
Per Household ~ Per Capita	\$6,490	\$2,568	\$6,609	\$2,735	\$6,670	\$2,749
Household Furnishings and Equipment	\$10.61 M	2.6%	\$28.04 M	2.6%	\$68.39 M	2.6%
Per Household ~ Per Capita	\$2,505	\$991	\$2,368	\$980	\$2,339	\$964
Household Operations	\$7.44 M	1.8%	\$19.67 M	1.8%	\$48.08 M	1.8%
Per Household ~ Per Capita	\$1,755	\$694	\$1,661	\$687	\$1,645	\$678
Miscellaneous Expenses	\$6.85 M	1.7%	\$18.13 M	1.7%	\$44.24 M	1.7%
Per Household ~ Per Capita	\$1,618	\$640	\$1,531	\$633	\$1,513	\$624
Personal Care	\$5.14 M	1.3%	\$13.7 M	1.3%	\$33.78 M	1.3%
Per Household ~ Per Capita	\$1,214	\$480	\$1,157	\$479	\$1,156	\$476
Shelter	\$63.58 M	15.8%	\$167.53 M	15.6%	\$408.83 M	15.7%
Per Household ~ Per Capita	\$15,008	\$5,938	\$14,146	\$5,853	\$13,984	\$5,763
Tax and Retirement	\$92.65 M	23.0%	\$238.95 M	22.3%	\$567.48 M	21.7%
Per Household ~ Per Capita	\$21,871	\$8,653	\$20,176	\$8,348	\$19,411	\$8,000
Tobacco and Related	\$1.98 M	0.5%	\$5.39 M	0.5%	\$13.58 M	0.5%
Per Household ~ Per Capita	\$467	\$185	\$455	\$188	\$465	\$191
Transportation	\$70.46 M	17.5%	\$193.11 M	18.0%	\$470.51 M	18.0%
Per Household ~ Per Capita	\$16,633	\$6,581	\$16,306	\$6,747	\$16,094	\$6,633
Utilities	\$18.72 M	4.6%	\$50.01 M	4.7%	\$123.89 M	4.7%
Per Household ~ Per Capita	\$4,418	\$1,748	\$4,223	\$1,747	\$4,238	\$1,746

Consumer Expenditure Trend



Colby, Kansas		25 mi radius		50 mi radius		75 mi radius	
Radius							
Population / Households (2025)							
Estimated Population		10,707		28,622		70,937	
Estimated Households		4,236		11,843		29,235	
Total Annual Consumer Expenditure (2025)							
Total Household Expenditure		\$403.17 M		\$1.07 B		\$2.61 B	
Total Non-Retail Expenditure		\$196.26 M		\$515.42 M		\$1.24 B	
Total Retail Expenditure		\$206.91 M		\$557.61 M		\$1.37 B	
Alcoholic Beverages		\$2.44 M		\$6.45 M		\$15.71 M	
Apparel		\$7.38 M		\$19.53 M		\$47.7 M	
Contributions		\$12.7 M		\$33.4 M		\$80.86 M	
Education		\$9.06 M		\$23.86 M		\$57.92 M	
Entertainment		\$22.87 M		\$60.51 M		\$147.84 M	
Food Away From Home		\$17.55 M		\$46.42 M		\$113.3 M	
Grocery		\$26.24 M		\$70.06 M		\$173.33 M	
Health Care		\$27.49 M		\$78.28 M		\$195 M	
Household Furnishings and Equipment		\$10.61 M		\$28.04 M		\$68.39 M	
Household Operations		\$7.44 M		\$19.67 M		\$48.08 M	
Miscellaneous Expenses		\$6.85 M		\$18.13 M		\$44.24 M	
Personal Care		\$5.14 M		\$13.7 M		\$33.78 M	
Shelter		\$63.58 M		\$167.53 M		\$408.83 M	
Tax and Retirement		\$92.65 M		\$238.95 M		\$567.48 M	
Tobacco and Related		\$1.98 M		\$5.39 M		\$13.58 M	
Transportation		\$70.46 M		\$193.11 M		\$470.51 M	
Utilities		\$18.72 M		\$50.01 M		\$123.89 M	
Monthly Household Consumer Expenditure (2025)							
Total Household Expenditure		\$7,931		\$7,550		\$7,441	
Total Non-Retail Expenditure		\$3,861	48.7%	\$3,627	48.0%	\$3,540	47.6%
Total Retail Expenditure		\$4,070	51.3%	\$3,924	52.0%	\$3,901	52.4%
Alcoholic Beverages		\$48	0.6%	\$45	0.6%	\$45	0.6%
Apparel		\$145	1.8%	\$137	1.8%	\$136	1.8%
Contributions		\$250	3.2%	\$235	3.1%	\$230	3.1%
Education		\$178	2.2%	\$168	2.2%	\$165	2.2%
Entertainment		\$450	5.7%	\$426	5.6%	\$421	5.7%
Food Away From Home		\$345	4.4%	\$327	4.3%	\$323	4.3%
Grocery		\$516	6.5%	\$493	6.5%	\$494	6.6%
Health Care		\$541	6.8%	\$551	7.3%	\$556	7.5%
Household Furnishings and Equipment		\$209	2.6%	\$197	2.6%	\$195	2.6%
Household Operations		\$146	1.8%	\$138	1.8%	\$137	1.8%
Miscellaneous Expenses		\$135	1.7%	\$128	1.7%	\$126	1.7%
Personal Care		\$101	1.3%	\$96	1.3%	\$96	1.3%
Shelter		\$1,251	15.8%	\$1,179	15.6%	\$1,165	15.7%
Tax and Retirement		\$1,823	23.0%	\$1,681	22.3%	\$1,618	21.7%
Tobacco and Related		\$39	0.5%	\$38	0.5%	\$39	0.5%
Transportation		\$1,386	17.5%	\$1,359	18.0%	\$1,341	18.0%
Utilities		\$368	4.6%	\$352	4.7%	\$353	4.7%

Consumer Expenditure Trend



Colby, Kansas				
Radius	25 mi radius	50 mi radius	75 mi radius	
Population / Households (2030)				
Projected Population	10,283	27,370	67,680	
Projected Households	-	-	-	
Total Annual Consumer Expenditure (2030)				
Total Household Expenditure	\$380.68 M	\$1.01 B	\$2.45 B	
Total Non-Retail Expenditure	\$184.97 M	\$486.83 M	\$1.17 B	
Total Retail Expenditure	\$195.71 M	\$526.47 M	\$1.29 B	
Alcoholic Beverages	\$2.3 M	\$6.09 M	\$14.77 M	
Apparel	\$6.97 M	\$18.46 M	\$44.86 M	
Contributions	\$11.95 M	\$31.54 M	\$76.05 M	
Education	\$8.53 M	\$22.54 M	\$54.47 M	
Entertainment	\$21.62 M	\$57.23 M	\$139.04 M	
Food Away From Home	\$16.58 M	\$43.89 M	\$106.57 M	
Grocery	\$24.95 M	\$66.38 M	\$163.03 M	
Health Care	\$26.13 M	\$74.25 M	\$184.38 M	
Household Furnishings and Equipment	\$10.02 M	\$26.51 M	\$64.32 M	
Household Operations	\$7.03 M	\$18.6 M	\$45.22 M	
Miscellaneous Expenses	\$6.47 M	\$17.14 M	\$41.61 M	
Personal Care	\$4.88 M	\$12.97 M	\$31.78 M	
Shelter	\$60.24 M	\$158.97 M	\$385.68 M	
Tax and Retirement	\$86.65 M	\$225.08 M	\$533.78 M	
Tobacco and Related	\$1.9 M	\$5.13 M	\$12.78 M	
Transportation	\$66.65 M	\$181.11 M	\$438.99 M	
Utilities	\$17.8 M	\$47.39 M	\$116.52 M	
Consumer Expenditure Growth (2025 to 2030)				
Total Household Expenditure	\$-22.49 M	\$-59.73 M	\$-156.58 M	
Total Non-Retail Expenditure	\$-11.29 M	\$-28.59 M	\$-73.17 M	
Total Retail Expenditure	\$-11.2 M	\$-31.14 M	\$-83.4 M	
Alcoholic Beverages	\$-138.11 K	\$-353.15 K	\$-934.25 K	
Apparel	\$-409.05 K	\$-1.07 M	\$-2.84 M	
Contributions	\$-753.5 K	\$-1.86 M	\$-4.81 M	
Education	\$-527.36 K	\$-1.32 M	\$-3.45 M	
Entertainment	\$-1.25 M	\$-3.28 M	\$-8.79 M	
Food Away From Home	\$-975.77 K	\$-2.53 M	\$-6.74 M	
Grocery	\$-1.29 M	\$-3.68 M	\$-10.3 M	
Health Care	\$-1.36 M	\$-4.02 M	\$-10.61 M	
Household Furnishings and Equipment	\$-594.9 K	\$-1.53 M	\$-4.07 M	
Household Operations	\$-405.82 K	\$-1.07 M	\$-2.86 M	
Miscellaneous Expenses	\$-381.22 K	\$-984.17 K	\$-2.63 M	
Personal Care	\$-261.04 K	\$-726.4 K	\$-2.01 M	
Shelter	\$-3.33 M	\$-8.57 M	\$-23.15 M	
Tax and Retirement	\$-6 M	\$-13.87 M	\$-33.7 M	
Tobacco and Related	\$-79.28 K	\$-261.18 K	\$-801.82 K	
Transportation	\$-3.81 M	\$-12 M	\$-31.52 M	
Utilities	\$-913.16 K	\$-2.62 M	\$-7.36 M	

Crime Risk

Colby, Kansas		25 mi radius	50 mi radius	75 mi radius
Radius				
Demographics				
Population		10,707	28,622	70,937
Census Population		10,815	29,014	72,572
Households		4,236	11,843	29,235
Average Household Income		\$100,660	\$95,935	\$91,687
Median Household Income		\$71,138	\$65,816	\$64,852
Per Capita Income		\$40,128	\$39,957	\$37,980
Total Crime				
Crime Index		83	93	89
Crime Level		Below Average	Average	Below Average
Personal Crime				
Crime Index		138	163	148
Crime Level		Above Average	High Risk	Above Average
Murder				
Crime Index		25	30	36
Crime Level		Very Low	Very Low	Low Risk
Rape				
Crime Index		167	219	217
Crime Level		High Risk	Very High	Very High
Robbery				
Crime Index		8	9	8
Crime Level		Very Low	Very Low	Very Low
Assault				
Crime Index		171	200	178
Crime Level		High Risk	Very High	High Risk
Property Crime				
Crime Index		72	79	78
Crime Level		Below Average	Below Average	Below Average
Burglary				
Crime Index		76	94	81
Crime Level		Below Average	Average	Below Average
Larceny				
Crime Index		81	86	84
Crime Level		Below Average	Below Average	Below Average
Motor Vehicle Theft				
Crime Index		22	31	40
Crime Level		Very Low	Low Risk	Low Risk

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Colby, Kansas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts Tires			
CARQUEST	9 / 1	12,300	
NAPA	11 / 0	6,200	
O'Reilly	4 / 1	8,500	
Banks			
BMO Harris Bank	1 / 0	5,400	
First Interstate Bank	1 / 0	5,900	
Pinnacle Bank	2 / 0	5,300	
Banks Minor			
Bank	77 / 9		
Clothing Apparel			
Buckle	1 / 0	5,100	
maurices	1 / 1	6,000	
Convenience Stores			
Casey's General Store	10 / 1	3,200	
Conoco	3 / 0	2,500	
Love's	4 / 1	7,300	
Phillips 66	8 / 0	2,500	
Pilot Travel Centers	1 / 1	3,200	
Shell	2 / 0	1,800	
Sinclair	7 / 0	2,000	
TA	2 / 1	18,900	
Dealerships			
Chevrolet	4 / 0		
Chrysler	2 / 1		
Dodge	2 / 1		
Ford	5 / 1		
GMC	3 / 0		
Honda	1 / 0		
Jeep	2 / 1		
Lincoln	1 / 1		
RAM	2 / 1		
Toyota	1 / 0		
Discount Department Stores			
Walmart Supercenter	3 / 1	189,700	
Dollar Stores			
Dollar General	19 / 1	9,600	

Colby, Kansas	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
Dollar Tree	1 / 1	11,800	
Family Dollar	1 / 0	9,400	
Education			
Day Care	34 / 1		
High School	13 / 1		
Junior College	2 / 1		
PK - 8	61 / 2		
PK - 8 (Private)	3 / 2		
Entertainment			
Theatres	12 / 1		
EV Charging Stations			
ChargePoint	3 / 0		
Electrify America	1 / 1		
Independent	3 / 1		
Tesla	2 / 1		
Fitness			
Anytime Fitness	1 / 0	5,100	
YMCA	1 / 0	41,600	
Furniture Household			
La-Z-Boy	1 / 1	19,700	
Grocery Stores			
Dillon	1 / 1	48,500	
Safeway	1 / 0	49,400	
Health Care			
Allergy and Immunology	2 / 1		
Audiologist	5 / 1		
Cardiac Electrophysiology	1 / 0		
Cardiovascular Disease	9 / 1		
Certified Registered Nurse Anesthetist	3 / 1		
Chiropractic	29 / 3		
Clinical Nurse Specialist	1 / 0		
Clinical Social Worker	8 / 0		
Critical Care	2 / 0		
Dermatology	2 / 0		
Diagnostic Radiology	6 / 1		
Dialysis Centers	2 / 0		
Family Practice	27 / 2		

Colby, Kansas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Gastroenterology	3 / 0		
General Practice	2 / 0		
General Surgery	9 / 2		
Hematology and Oncology	1 / 0		
Internal Medicine	1 / 0		
Interventional Pain Management	1 / 0		
Interventional Radiology	1 / 0		
Nephrology	4 / 0		
Neurology	3 / 1		
Neurosurgery	2 / 0		
Nurse Practitioner	29 / 2		
Obstetrics and Gynecology	3 / 1		
Ophthalmology	3 / 1		
Optometry	17 / 2		
Orthopedic Surgery	7 / 1		
Otolaryngology	3 / 0		
Pain Management	3 / 0		
Physical Therapy	3 / 1		
Physician Assistant	24 / 2		
Plastic and Reconstructive Surgery	1 / 0		
Podiatry	7 / 1		
Psychiatry	2 / 0		
Pulmonary Disease	3 / 1		
Registered Dietitian or Nutrition Professional	1 / 0		
Rheumatology	1 / 1		
Speech Language Pathologist	2 / 0		
Urgent Care	1 / 0		
Urology	1 / 0		
Vascular Surgery	2 / 1		
Home Improvement			
Ace Hardware	6 / 1	16,200	
Do It Best	11 / 0	16,200	
Tractor Supply Company	3 / 1	26,300	
True Value	5 / 0	12,800	
Hotels			
Best Western Hotels	1 / 0	20,400	
Best Western Plus	2 / 0	19,200	

Colby, Kansas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Comfort	1 / 1	14,500	
Days Inn	1 / 1	12,900	
Econo Lodge	1 / 0	17,400	
Fairfield Inn and Suites	1 / 0	18,200	
Hampton Inn	1 / 1	18,300	
Holiday Inn Express	4 / 1	16,400	
Motel 6	2 / 1	24,300	
Quality	3 / 0	15,700	
Sleep	3 / 1	13,100	
Super 8	3 / 1	12,300	
Travelodge	2 / 0	17,000	
Restaurants Casual			
IHOP	1 / 0	4,800	
Restaurants Coffee Donuts			
Scooter's Coffee	4 / 0	700	
Starbucks	2 / 1	1,800	
Restaurants Fast Food Major			
Arby's	4 / 1	3,300	
Dairy Queen	2 / 0	1,700	
McDonald's	5 / 1	4,600	
Sonic	4 / 1	2,800	
Wendy's	2 / 0	3,300	
Restaurants Fast Food Minor			
Carl's Jr.	1 / 0	3,400	
Krispy Krunchy Chicken	1 / 0		
Qdoba	2 / 1	2,900	
Taco John's	2 / 1	2,200	
Restaurants Ice Cream Smoothie			
TCBY	1 / 0	1,700	
Restaurants Pizza			
Godfather's Pizza	3 / 1	2,700	
Pizza Hut	11 / 1	2,800	
Simple Simon's Pizza	1 / 1	2,000	
Restaurants Sandwich			
Jimmy John's	2 / 1	2,000	
Subway	10 / 2	1,700	
Specialty			

Colby, Kansas	Site / Market Locations	Avg Square Footage	Closest Location
Radius			
Goodwill	1 / 0	24,100	
Hallmark	2 / 0	5,600	
USPS	52 / 1		
Worship			
Baptist	17 / 2		