

**RETAIL ATTRACTIONS, LLC**  

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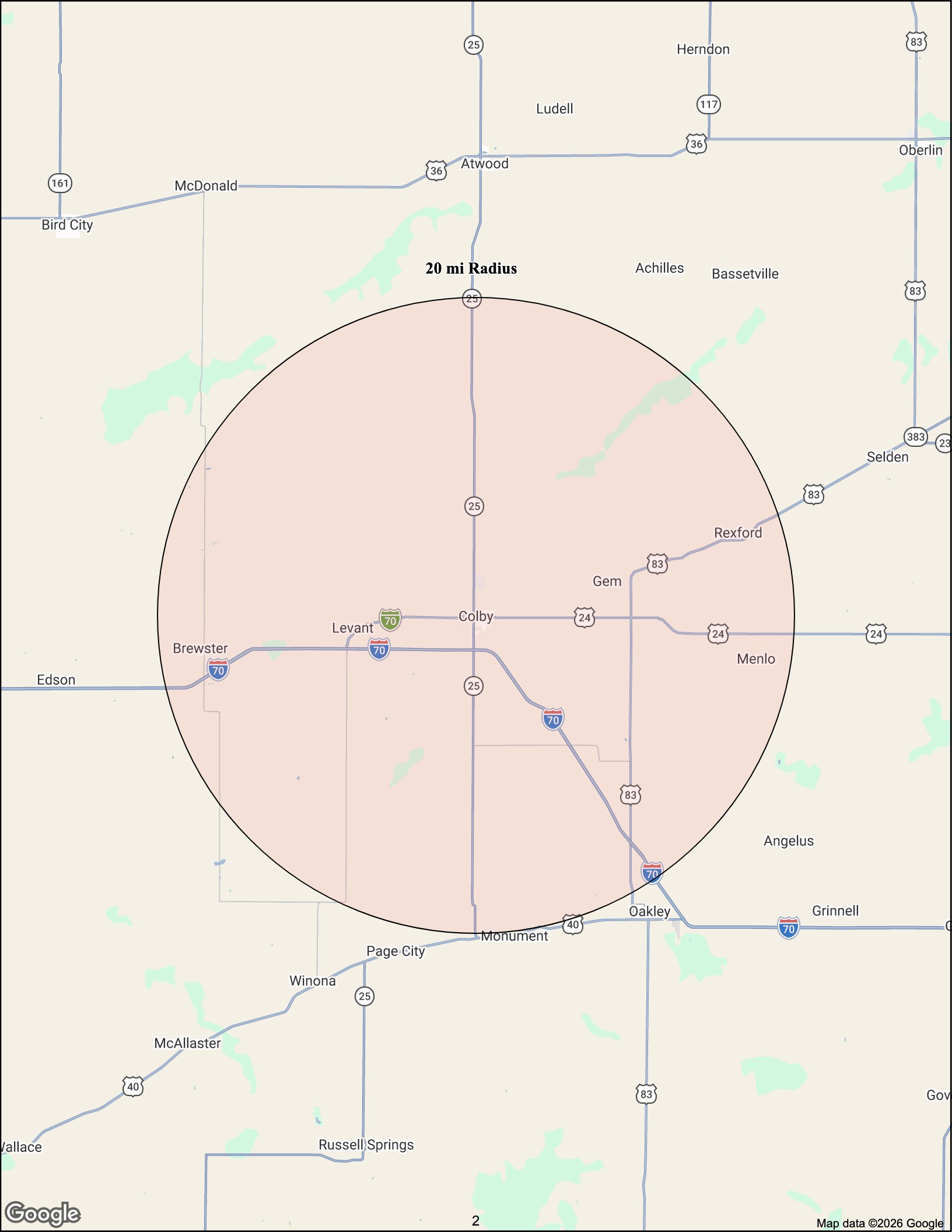
**Economic Development Consulting**

**Colby, Kansas  
20mi Radius  
1st Quarter 2026**

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# Demographics



20 mi Radius

25

Herndon

Ludell

117

83

Atwood

36

Oberlin

161

McDonald

Bird City

Achilles

Bassetville

25

83

383

23

Selden

83

Rexford

Gem

83

25

Levant

70

Colby

24

24

24

Brewster

70

Edson

25

70

Menlo

Angelus

Oakley

83

70

Grinnell

70

Monument

40

Page City

25

Winona

McAllaster

40

Russell Springs

83

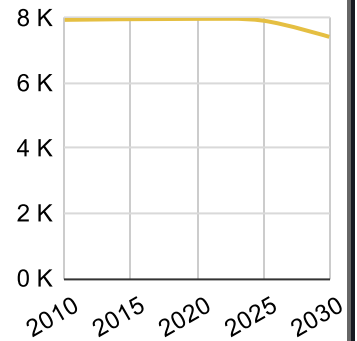
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## Colby, Kansas

### 20mi Radius

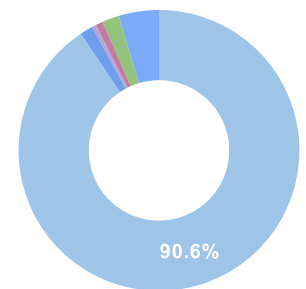
#### Population

Estimated Population (2025)	7,921
Projected Population (2030)	7,424
Census Population (2020)	7,977
Census Population (2010)	7,946
Projected Annual Growth (2025-2030)	-498 -1.3%
Historical Annual Growth (2020-2025)	-55 -0.1%
Historical Annual Growth (2010-2020)	31 -
Estimated Population Density (2025)	6 <i>psm</i>
Trade Area Size	1,256.5 <i>sq mi</i>



#### Race and Ethnicity (2025)

Not Hispanic or Latino Population		
White	6,904	95.2%
Black or African American	119	1.6%
American Indian or Alaska Native	8	0.1%
Asian	65	0.9%
Hawaiian or Pacific Islander	-	-
Other Race	14	0.2%
Two or More Races	140	1.9%
Hispanic or Latino Population		
White	272	40.5%
Black or African American	1	0.1%
American Indian or Alaska Native	29	4.3%
Asian	-	-
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	142	21.2%
Two or More Races	227	33.8%



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

**Colby, Kansas**

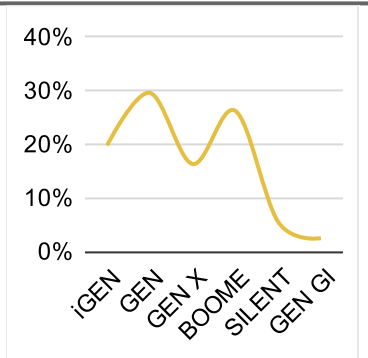
**20mi Radius**

**Age Distribution (2025)**

Age Under 5 Years	521	6.6%
Age 5 to 9 Years	540	6.8%
Age 10 to 14 Years	507	6.4%
Age 15 to 19 Years	761	9.6%
Age 20 to 24 Years	642	8.1%
Age 25 to 29 Years	480	6.1%
Age 30 to 34 Years	461	5.8%
Age 35 to 39 Years	445	5.6%
Age 40 to 44 Years	451	5.7%
Age 45 to 49 Years	397	5.0%
Age 50 to 54 Years	355	4.5%
Age 55 to 59 Years	330	4.2%
Age 60 to 64 Years	510	6.4%
Age 65 to 69 Years	471	5.9%
Age 70 to 74 Years	413	5.2%
Age 75 to 79 Years	251	3.2%
Age 80 to 84 Years	188	2.4%
Age 85 Years or Over	198	2.5%
Median Age	34.4	

**Generation (2025)**

iGeneration (Age Under 15 Years)	1,568	19.8%
Generation 9/11 Millennials (Age 15 to 34 Years)	2,344	29.6%
Gen Xers (Age 35 to 49 Years)	1,293	16.3%
Baby Boomers (Age 50 to 74 Years)	2,079	26.2%
Silent Generation (Age 75 to 84 Years)	439	5.5%
G.I. Generation (Age 85 Years or Over)	198	2.5%

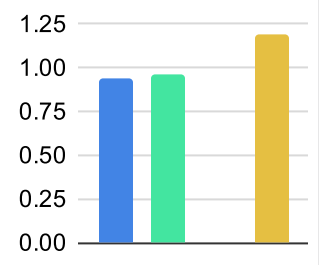


## Colby, Kansas

### 20mi Radius

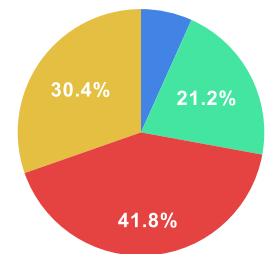
#### Household Type (2025)

Total Households	3,097
Family Households	1,901 61.4%
Family Households with Children	943 49.6%
Family Households No Children	958 50.4%
Non-Family Households	1,196 38.6%
Non-Family Households with Children	3 0.3%
Non-Family Households No Children	1,193 99.7%



#### Education Attainment (2025)

Elementary or Some High School	332 6.7%
High School Graduate	1,048 21.2%
Some College or Associate Degree	2,067 41.8%
Bachelor or Graduate Degree	1,503 30.4%



#### Household Income (2025)

Estimated Average Household Income	\$101,323
Estimated Median Household Income	\$71,056
HH Income Under \$10,000	186 6.0%
HH Income \$10,000 to \$34,999	556 18.0%
HH Income \$35,000 to \$49,999	244 7.9%
HH Income \$50,000 to \$74,999	583 18.8%
HH Income \$75,000 to \$99,999	508 16.4%
HH Income \$100,000 to \$149,999	574 18.5%
HH Income \$150,000 or More	445 14.4%

**Colby, Kansas**

**20mi Radius**

**Population**

Estimated Population (2025)	7,921	
Projected Population (2030)	7,424	
Census Population (2020)	7,977	
Census Population (2010)	7,946	
Projected Annual Growth (2025-2030)	-498	-1.3%
Historical Annual Growth (2020-2025)	-55	-0.1%
Historical Annual Growth (2010-2020)	31	-
Estimated Population Density (2025)	6	psm
Trade Area Size	1,256.5	sq mi

**Households**

Estimated Households (2025)	3,097	
Projected Households (2030)	2,901	
Census Households (2020)	3,185	
Census Households (2010)	3,226	
Projected Annual Growth (2025-2030)	-195	-1.3%
Historical Annual Change (2010-2025)	-129	-0.3%

**Average Household Income**

Estimated Average Household Income (2025)	\$101,323	
Projected Average Household Income (2030)	\$101,012	
Census Average Household Income (2010)	\$56,480	
Census Average Household Income (2000)	\$47,981	
Projected Annual Change (2025-2030)	-\$312	-
Historical Annual Change (2000-2025)	\$53,343	4.4%

**Median Household Income**

Estimated Median Household Income (2025)	\$71,056	
Projected Median Household Income (2030)	\$71,261	
Census Median Household Income (2010)	\$47,258	
Census Median Household Income (2000)	\$37,979	
Projected Annual Change (2025-2030)	\$205	-
Historical Annual Change (2000-2025)	\$33,076	3.5%

**Per Capita Income**

Estimated Per Capita Income (2025)	\$39,973	
Projected Per Capita Income (2030)	\$39,863	
Census Per Capita Income (2010)	\$22,919	
Census Per Capita Income (2000)	\$18,867	
Projected Annual Change (2025-2030)	-\$111	-
Historical Annual Change (2000-2025)	\$21,106	4.5%
Estimated Average Household Net Worth (2025)	\$888,639	

## Colby, Kansas

### 20mi Radius

#### Race and Ethnicity

Total Population (2025)	7,921	
White (2025)	7,176	90.6%
Black or African American (2025)	120	1.5%
American Indian or Alaska Native (2025)	37	0.5%
Asian (2025)	65	0.8%
Hawaiian or Pacific Islander (2025)	-	-
Other Race (2025)	156	2.0%
Two or More Races (2025)	367	4.6%
Population < 18 (2025)	1,927	24.3%
White Not Hispanic	1,619	84.0%
Black or African American	23	1.2%
Asian	19	1.0%
Other Race Not Hispanic	63	3.3%
Hispanic	203	10.5%
Not Hispanic or Latino Population (2025)	7,251	91.5%
Not Hispanic White	6,904	95.2%
Not Hispanic Black or African American	119	1.6%
Not Hispanic American Indian or Alaska Native	8	0.1%
Not Hispanic Asian	65	0.9%
Not Hispanic Hawaiian or Pacific Islander	-	-
Not Hispanic Other Race	14	0.2%
Not Hispanic Two or More Races	140	1.9%
Hispanic or Latino Population (2025)	671	8.5%
Hispanic White	272	40.5%
Hispanic Black or African American	1	0.1%
Hispanic American Indian or Alaska Native	29	4.3%
Hispanic Asian	-	-
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	142	21.2%
Hispanic Two or More Races	227	33.8%
Not Hispanic or Latino Population (2020)	7,348	92.1%
Hispanic or Latino Population (2020)	628	7.9%
Not Hispanic or Latino Population (2010)	7,579	95.4%
Hispanic or Latino Population (2010)	367	4.6%
Not Hispanic or Latino Population (2030)	6,778	91.3%
Hispanic or Latino Population (2030)	646	8.7%
Projected Annual Growth (2025-2030)	-24	-0.7%
Historical Annual Growth (2010-2020)	262	7.1%

**Colby, Kansas**

**20mi Radius**

**Total Age Distribution (2025)**

Total Population	7,921	
Age Under 5 Years	521	6.6%
Age 5 to 9 Years	540	6.8%
Age 10 to 14 Years	507	6.4%
Age 15 to 19 Years	761	9.6%
Age 20 to 24 Years	642	8.1%
Age 25 to 29 Years	480	6.1%
Age 30 to 34 Years	461	5.8%
Age 35 to 39 Years	445	5.6%
Age 40 to 44 Years	451	5.7%
Age 45 to 49 Years	397	5.0%
Age 50 to 54 Years	355	4.5%
Age 55 to 59 Years	330	4.2%
Age 60 to 64 Years	510	6.4%
Age 65 to 69 Years	471	5.9%
Age 70 to 74 Years	413	5.2%
Age 75 to 79 Years	251	3.2%
Age 80 to 84 Years	188	2.4%
Age 85 Years or Over	198	2.5%
Median Age	34.4	
Age 19 Years or Less	2,329	29.4%
Age 20 to 64 Years	4,071	51.4%
Age 65 Years or Over	1,521	19.2%

**Female Age Distribution (2025)**

Female Population	3,687	46.5%
Age Under 5 Years	249	6.8%
Age 5 to 9 Years	251	6.8%
Age 10 to 14 Years	247	6.7%
Age 15 to 19 Years	256	6.9%
Age 20 to 24 Years	285	7.7%
Age 25 to 29 Years	239	6.5%
Age 30 to 34 Years	219	5.9%
Age 35 to 39 Years	212	5.7%
Age 40 to 44 Years	213	5.8%
Age 45 to 49 Years	176	4.8%
Age 50 to 54 Years	172	4.7%
Age 55 to 59 Years	168	4.6%
Age 60 to 64 Years	262	7.1%
Age 65 to 69 Years	249	6.8%
Age 70 to 74 Years	179	4.8%
Age 75 to 79 Years	113	3.1%
Age 80 to 84 Years	97	2.6%
Age 85 Years or Over	98	2.7%
Female Median Age	36.4	
Age 19 Years or Less	1,003	27.2%
Age 20 to 64 Years	1,947	52.8%
Age 65 Years or Over	736	20.0%

**Colby, Kansas**

**20mi Radius**

**Male Age Distribution (2025)**

Male Population	4,235	53.5%
Age Under 5 Years	272	6.4%
Age 5 to 9 Years	288	6.8%
Age 10 to 14 Years	260	6.1%
Age 15 to 19 Years	506	11.9%
Age 20 to 24 Years	357	8.4%
Age 25 to 29 Years	241	5.7%
Age 30 to 34 Years	242	5.7%
Age 35 to 39 Years	233	5.5%
Age 40 to 44 Years	237	5.6%
Age 45 to 49 Years	221	5.2%
Age 50 to 54 Years	183	4.3%
Age 55 to 59 Years	162	3.8%
Age 60 to 64 Years	248	5.9%
Age 65 to 69 Years	221	5.2%
Age 70 to 74 Years	235	5.5%
Age 75 to 79 Years	138	3.3%
Age 80 to 84 Years	91	2.1%
Age 85 Years or Over	100	2.4%
Male Median Age	32.8	
Age 19 Years or Less	1,326	31.3%
Age 20 to 64 Years	2,124	50.2%
Age 65 Years or Over	784	18.5%

**Males per 100 Females (2025)**

Overall Comparison	115	
Age Under 5 Years	109	52.2%
Age 5 to 9 Years	115	53.4%
Age 10 to 14 Years	105	51.3%
Age 15 to 19 Years	198	66.4%
Age 20 to 24 Years	125	55.6%
Age 25 to 29 Years	101	50.2%
Age 30 to 34 Years	110	52.5%
Age 35 to 39 Years	110	52.4%
Age 40 to 44 Years	111	52.7%
Age 45 to 49 Years	126	55.7%
Age 50 to 54 Years	106	51.5%
Age 55 to 59 Years	96	49.0%
Age 60 to 64 Years	95	48.6%
Age 65 to 69 Years	89	47.0%
Age 70 to 74 Years	131	56.8%
Age 75 to 79 Years	122	54.9%
Age 80 to 84 Years	93	48.3%
Age 85 Years or Over	101	50.3%
Age 19 Years or Less	132	56.9%
Age 20 to 39 Years	112	52.9%
Age 40 to 64 Years	106	51.4%
Age 65 Years or Over	106	51.6%

## Colby, Kansas

### 20mi Radius

#### Household Type (2025)

Total Households	3,097	
Households with Children	946	30.6%
Average Household Size	2.4	
Household Density per Square Mile	2	
Population Family	5,941	75.0%
Population Non-Family	1,596	20.2%
Population Group Quarters	384	4.8%
Family Households	1,901	61.4%
Married Couple Households	1,557	81.9%
Other Family Households with Children	344	18.1%
Family Households with Children	943	49.6%
Married Couple with Children	682	72.3%
Other Family Households with Children	261	27.7%
Family Households No Children	958	50.4%
Married Couple No Children	874	91.3%
Other Family Households No Children	83	8.7%
Non-Family Households	1,196	38.6%
Non-Family Households with Children	3	0.3%
Non-Family Households No Children	1,193	99.7%
Average Family Household Size	3.1	
Average Family Income	\$128,791	
Median Family Income	\$94,361	
Average Non-Family Household Size	1.3	

#### Marital Status (2025)

Population Age 15 Years or Over	6,353	
Never Married	1,946	30.6%
Currently Married	3,437	54.1%
Previously Married	971	15.3%
Separated	108	11.1%
Widowed	318	32.8%
Divorced	545	56.1%

#### Educational Attainment (2025)

Adult Population Age 25 Years or Over	4,950	
Elementary (Grade Level 0 to 8)	116	2.3%
Some High School (Grade Level 9 to 11)	216	4.4%
High School Graduate	1,048	21.2%
Some College	1,265	25.6%
Associate Degree Only	802	16.2%
Bachelor Degree Only	1,059	21.4%
Graduate Degree	443	9.0%
Any College (Some College or Higher)	3,570	72.1%
College Degree + (Bachelor Degree or Higher)	1,503	30.4%

## Colby, Kansas

### 20mi Radius

#### Housing

Total Housing Units (2025)	3,651	
Total Housing Units (2020)	3,611	
Historical Annual Growth (2020-2025)	40	-
Housing Units Occupied (2025)	3,097	84.8%
Housing Units Owner-Occupied	2,083	67.3%
Housing Units Renter-Occupied	1,014	32.7%
Housing Units Vacant (2025)	554	15.2%

#### Household Size (2025)

Total Households	3,097	
1 Person Households	908	29.3%
2 Person Households	1,199	38.7%
3 Person Households	356	11.5%
4 Person Households	329	10.6%
5 Person Households	180	5.8%
6 Person Households	86	2.8%
7 or More Person Households	38	1.2%

#### Household Income Distribution (2025)

HH Income \$200,000 or More	248	8.0%
HH Income \$150,000 to \$199,999	196	6.3%
HH Income \$125,000 to \$149,999	235	7.6%
HH Income \$100,000 to \$124,999	339	11.0%
HH Income \$75,000 to \$99,999	508	16.4%
HH Income \$50,000 to \$74,999	583	18.8%
HH Income \$35,000 to \$49,999	244	7.9%
HH Income \$25,000 to \$34,999	253	8.2%
HH Income \$15,000 to \$24,999	228	7.4%
HH Income \$10,000 to \$14,999	75	2.4%
HH Income Under \$10,000	186	6.0%

#### Household Vehicles (2025)

Households 0 Vehicles Available	123	4.0%
Households 1 Vehicle Available	846	27.3%
Households 2 Vehicles Available	1,208	39.0%
Households 3 or More Vehicles Available	919	29.7%
Total Vehicles Available	6,529	
Average Vehicles per Household	2.1	
Owner-Occupied Household Vehicles	4,868	74.6%
Average Vehicles per Owner-Occupied Household	2.3	
Renter-Occupied Household Vehicles	1,661	25.4%
Average Vehicles per Renter-Occupied Household	1.6	

#### Travel Time (2025)

Worker Base Age 16 years or Over	4,149	
Travel to Work in 14 Minutes or Less	2,684	64.7%
Travel to Work in 15 to 29 Minutes	774	18.6%
Travel to Work in 30 to 59 Minutes	243	5.9%
Travel to Work in 60 Minutes or More	88	2.1%
Work at Home	360	8.7%
Average Minutes Travel to Work	9.8	

**Colby, Kansas**

**20mi Radius**

**Transportation To Work (2025)**

Worker Base Age 16 years or Over	4,149	
Drive to Work Alone	3,350	80.7%
Drive to Work in Carpool	263	6.3%
Travel to Work by Public Transportation	-	-
Drive to Work on Motorcycle	-	-
Bicycle to Work	9	0.2%
Walk to Work	155	3.7%
Other Means	11	0.3%
Work at Home	360	8.7%

**Daytime Demographics (2025)**

Total Businesses	510	
Total Employees	3,976	
Company Headquarter Businesses	25	4.9%
Company Headquarter Employees	591	14.9%
Employee Population per Business	7.8	to 1
Residential Population per Business	15.5	to 1
Adj. Daytime Demographics Age 16 Years or Over	6,065	

**Labor Force**

Labor Population Age 16 Years or Over (2025)	6,241	
Labor Force Total Males (2025)	3,361	53.9%
Male Civilian Employed	2,462	73.3%
Male Civilian Unemployed	33	1.0%
Males in Armed Forces	-	-
Males Not in Labor Force	866	25.8%
Labor Force Total Females (2025)	2,879	46.1%
Female Civilian Employed	1,689	58.7%
Female Civilian Unemployed	97	3.4%
Females in Armed Forces	-	-
Females Not in Labor Force	1,093	38.0%
Unemployment Rate	130	2.1%

**Occupation (2025)**

Occupation Population Age 16 Years or Over	4,149	
Occupation Total Males	2,460	59.3%
Occupation Total Females	1,689	40.7%
Management, Business, Financial Operations	536	12.9%
Professional, Related	1,034	24.9%
Service	518	12.5%
Sales, Office	1,149	27.7%
Farming, Fishing, Forestry	130	3.1%
Construction, Extraction, Maintenance	277	6.7%
Production, Transport, Material Moving	505	12.2%
White Collar Workers	2,719	65.5%
Blue Collar Workers	1,430	34.5%



<b>Colby, Kansas</b>		
<b>20mi Radius</b>		
<b>Units In Structure (2025)</b>		
Total Units	3,097	
1 Detached Unit	2,387	77.1%
1 Attached Unit	62	2.0%
2 Units	80	2.6%
3 to 4 Units	86	2.8%
5 to 9 Units	180	5.8%
10 to 19 Units	73	2.4%
20 to 49 Units	25	0.8%
50 or More Units	21	0.7%
Mobile Home or Trailer	182	5.9%
Other Structure	-	-
<b>Homes Built By Year (2025)</b>		
Homes Built 2020 or later	2	-
Homes Built 2010 to 2019	64	1.8%
Homes Built 2000 to 2009	67	1.8%
Homes Built 1990 to 1999	378	10.4%
Homes Built 1980 to 1989	304	8.3%
Homes Built 1970 to 1979	620	17.0%
Homes Built 1960 to 1969	395	10.8%
Homes Built 1950 to 1959	418	11.4%
Homes Built 1940 to 1949	373	10.2%
Homes Built Before 1939	473	13.0%
Median Age of Homes	58.8	yrs
<b>Home Values (2025)</b>		
Owner Specified Housing Units	2,083	
Home Values \$1,000,000 or More	-	-
Home Values \$750,000 to \$999,999	19	0.9%
Home Values \$500,000 to \$749,999	37	1.8%
Home Values \$400,000 to \$499,999	57	2.8%
Home Values \$300,000 to \$399,999	263	12.6%
Home Values \$250,000 to \$299,999	162	7.8%
Home Values \$200,000 to \$249,999	221	10.6%
Home Values \$175,000 to \$199,999	185	8.9%
Home Values \$150,000 to \$174,999	239	11.5%
Home Values \$125,000 to \$149,999	66	3.1%
Home Values \$100,000 to \$124,999	306	14.7%
Home Values \$90,000 to \$99,999	67	3.2%
Home Values \$80,000 to \$89,999	120	5.8%
Home Values \$70,000 to \$79,999	59	2.8%
Home Values \$60,000 to \$69,999	107	5.1%
Home Values \$50,000 to \$59,999	35	1.7%
Home Values \$35,000 to \$49,999	18	0.9%
Home Values \$25,000 to \$34,999	38	1.8%
Home Values \$10,000 to \$24,999	60	2.9%
Home Values Under \$10,000	24	1.1%
Owner-Occupied Median Home Value	\$163,897	
Renter-Occupied Median Rent	\$594	

**Colby, Kansas**

**20mi Radius**

**Total Annual Consumer Expenditure (2025)**

Total Household Expenditure	\$294.52 M
Total Non-Retail Expenditure	\$143.15 M
Total Retail Expenditure	\$151.37 M
Alcoholic Beverages	\$1.79 M
Apparel	\$5.42 M
Contributions	\$9.29 M
Education	\$6.64 M
Entertainment	\$16.81 M
Food Away From Home	\$12.89 M
Grocery	\$19.4 M
Health Care	\$20.01 M
Household Furnishings and Equipment	\$7.79 M
Household Operations	\$5.46 M
Miscellaneous Expenses	\$5.03 M
Personal Care	\$3.8 M
Shelter	\$46.91 M
Tax and Retirement	\$67.13 M
Tobacco and Related	\$1.47 M
Transportation	\$50.82 M
Utilities	\$13.85 M

**Monthly Household Consumer Expenditure (2025)**

Total Household Expenditure	\$7,926	
Total Non-Retail Expenditure	\$3,852	48.6%
Total Retail Expenditures	\$4,074	51.4%
Alcoholic Beverages	\$48	0.6%
Apparel	\$146	1.8%
Contributions	\$250	3.2%
Education	\$179	2.3%
Entertainment	\$452	5.7%
Food Away From Home	\$347	4.4%
Grocery	\$522	6.6%
Health Care	\$538	6.8%
Household Furnishings and Equipment	\$210	2.6%
Household Operations	\$147	1.9%
Miscellaneous Expenses	\$135	1.7%
Personal Care	\$102	1.3%
Shelter	\$1,263	15.9%
Tax and Retirement	\$1,807	-
Tobacco and Related	\$40	0.5%
Transportation	\$1,368	17.3%
Utilities	\$373	4.7%

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# OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

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## **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

## 20mi Radius

	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$9.33 M / \$6.16 M	34
Men's Clothing Stores	\$367.1 K / -	100
Women's Clothing Stores	\$784.51 K / \$596.27 K	24
Children's, Infants' Clothing Stores	\$758.97 K / -	100
Family Clothing Stores	\$4.58 M / -	100
Clothing Accessory Stores	\$210.05 K / \$485.06 K	-57
Other Apparel Stores	\$273.95 K / \$1.1 M	-75
Shoe Stores	\$1.89 M / \$3.98 M	-52
Jewelry Stores	\$407.41 K / -	100
Luggage Stores	\$49.47 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$8.17 M / \$634.79 K	92
Furniture Stores	\$3.65 M / \$634.79 K	83
Floor Covering Stores	\$524.66 K / -	100
Other Home Furnishing Stores	\$3.99 M / -	100
<b>Electronics, Appliance Stores</b>	\$8.13 M / \$2.53 M	69
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$7.85 M / \$17.64 M	-55
Home Centers	\$4.41 M / \$3.38 M	23
Paint, Wallpaper Stores	\$943.51 K / -	100
Hardware Stores	\$493.36 K / \$4.61 M	-89
Other Building Materials Stores	\$1.37 M / \$2.31 M	-41
Outdoor Power Equipment Stores	\$84.17 K / -	100
Nursery, Garden Stores	\$557.14 K / \$7.34 M	-92
<b>Food, Beverage Stores</b>	\$12.35 M / \$35.21 M	-65
Grocery Stores	\$9.45 M / \$21.45 M	-56
Convenience Stores	\$866.21 K / \$7.45 M	-88
Meat Markets	\$55.95 K / \$91.56 K	-39
Fish, Seafood Markets	\$19.25 K / -	100
Fruit, Vegetable Markets	\$36.64 K / -	100
Other Specialty Food Markets	\$75.56 K / \$41.28 K	45
Liquor Stores	\$1.84 M / \$6.17 M	-70

**Colby, Kansas**

**20mi Radius**

	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$7.81 M / \$693.22 K	91
Pharmacy, Drug Stores	\$6.88 M / \$31.89 K	100
Cosmetics, Beauty Stores	\$394.05 K / -	100
Optical Goods Stores	\$110.62 K / -	100
Other Health, Personal Care Stores	\$421.15 K / \$661.33 K	-36
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$9.42 M / \$2.01 M	79
Sporting Goods Stores	\$3.59 M / -	100
Hobby, Toy, Game Stores	\$2.54 M / \$-1	100
Sewing, Needlecraft Stores	\$1.87 M / \$2.01 M	-7
Musical Instrument Stores	\$712.15 K / \$-1	100
Book Stores	\$714.52 K / -	100
<b>General Merchandise Stores</b>	\$29.98 M / \$23.31 M	22
Department Stores	\$10.51 M / \$14.77 M	-29
Warehouse Superstores	\$16.55 M / -	100
Other General Merchandise Stores	\$2.91 M / \$8.54 M	-66
<b>Miscellaneous Store Retailers</b>	\$3.83 M / \$2.69 M	30
Florists	\$93.33 K / \$50.88 K	45
Office, Stationary Stores	\$372.26 K / -	100
Gift, Souvenir Stores	\$792.28 K / \$240.11 K	70
Used Merchandise Stores	\$266.08 K / \$169.53 K	36
Pet, Pet Supply Stores	\$669.37 K / -	100
Art Dealers	\$106.43 K / -	100
Mobile Home Dealers	\$76.83 K / -	100
Other Miscellaneous Retail Stores	\$1.46 M / \$2.23 M	-35
<b>Non-Store Retailers</b>	\$17.89 M / \$6.06 M	66
Mail Order, Catalog Stores	\$16.76 M / \$5.29 M	68
Vending Machines	\$78.74 K / -	100
Fuel Dealers	\$97.46 K / -	100
Other Direct Selling Establishments	\$959.95 K / \$765.57 K	20

**Colby, Kansas**

**20mi Radius**

	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$16.3 M / \$20.99 M	-22
Hotels, Other Travel Accommodations	\$1.05 M / \$2.17 M	-52
RV Parks	\$9.97 K / \$15.26 K	-35
Rooming, Boarding Houses	\$5.82 K / -	100
Full Service Restaurants	\$9.52 M / \$6.76 M	29
Limited Service Restaurants	\$4.42 M / \$12.55 M	-65
Special Food Services, Catering	\$1.29 M / -	100
Drinking Places	\$920.38 K / \$409.95 K	55
<b>Gasoline Stations</b>	\$6.35 M / \$15.34 M	-59
<b>Motor Vehicle, Parts Dealers</b>	\$13.05 M / \$3.84 M	71
New Car Dealers	\$7.38 M / \$769.95 K	90
Used Car Dealers	\$680.97 K / \$694.16 K	-2
Recreational Vehicle Dealers	\$1.39 M / -	100
Motorcycle, Boat Dealers	\$1.82 M / -	100
Auto Parts, Accessories	\$1.14 M / \$1.33 M	-14
Tire Dealers	\$640.16 K / \$1.05 M	-39
2025 Population		7,921
2030 Population		7,424
% Population Change 2025-2030		-6.3%
2025 Adult Population Age 18+		5,994
2025 Population Male		4,235
2025 Population Female		3,687
2025 Households		3,097
2025 Median Household Income		71,056
2025 Average Household Income		101,323

# **Retail Potential**

<b>Colby, Kansas</b>	
<b>20mi Radius</b>	
2025 Population	7,921
2030 Population	7,424
% Population Change 2020-2025	-0.7%
2025 Adult Population Age 18+	\$5,994
2025 Population Male	\$4,235
2025 Population Female	\$3,687
2025 Households	\$3,097
2025 Median Household Income	\$71,056
2025 Average Household Income	\$101,323
<b>Clothing, Clothing Accessories Stores</b>	<b>\$9.33 M</b>
Men's Clothing Stores	\$367.1 K
Women's Clothing Stores	\$784.51 K
Children's, Infants' Clothing Stores	\$758.97 K
Family Clothing Stores	\$4.58 M
Clothing Accessory Stores	\$210.05 K
Other Apparel Stores	\$273.95 K
Shoe Stores	\$1.89 M
Jewelry Stores	\$407.41 K
Luggage Stores	\$49.47 K
<b>Furniture, Home Furnishings Stores</b>	<b>\$8.17 M</b>
Furniture Stores	\$3.65 M
Floor Covering Stores	\$524.66 K
Other Home Furnishing Stores	\$3.99 M
<b>Electronics, Appliance Stores</b>	<b>\$8.13 M</b>
<b>Gasoline Stations</b>	<b>\$6.35 M</b>
<b>Building Material, Garden Equipment, Supplies Dealers</b>	<b>\$7.85 M</b>
Home Centers	\$4.41 M
Paint, Wallpaper Stores	\$943.51 K
Hardware Stores	\$493.36 K
Other Building Materials Stores	\$1.37 M
Outdoor Power Equipment Stores	\$84.17 K
Nursery, Garden Stores	\$557.14 K
<b>Food, Beverage Stores</b>	<b>\$12.35 M</b>
Grocery Stores	\$9.45 M
Convenience Stores	\$866.21 K
Meat Markets	\$55.95 K
Fish, Seafood Markets	\$19.25 K
Fruit, Vegetable Markets	\$36.64 K
Other Specialty Food Markets	\$75.56 K
Liquor Stores	\$1.84 M

<b>Colby, Kansas</b>	
<b>20mi Radius</b>	
<b>Health, Personal Care Stores</b>	\$7.81 M
Pharmacy, Drug Stores	\$6.88 M
Cosmetics, Beauty Stores	\$394.05 K
Optical Goods Stores	\$110.62 K
Other Health, Personal Care Stores	\$421.15 K
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$9.42 M
Sporting Goods Stores	\$3.59 M
Hobby, Toy, Game Stores	\$2.54 M
Sewing, Needlecraft Stores	\$1.87 M
Musical Instrument Stores	\$712.15 K
Book Stores	\$714.52 K
<b>General Merchandise Stores</b>	\$29.98 M
Department Stores	\$10.51 M
Warehouse Superstores	\$16.55 M
Other General Merchandise Stores	\$2.91 M
<b>Miscellaneous Store Retailers</b>	\$3.83 M
Florists	\$93.33 K
Office, Stationary Stores	\$372.26 K
Gift, Souvenir Stores	\$792.28 K
Used Merchandise Stores	\$266.08 K
Pet, Pet Supply Stores	\$669.37 K
Art Dealers	\$106.43 K
Mobile Home Dealers	\$76.83 K
Other Miscellaneous Retail Stores	\$1.46 M
<b>Non-Store Retailers</b>	\$17.89 M
Mail Order, Catalog Stores	\$16.76 M
Vending Machines	\$78.74 K
Fuel Dealers	\$97.46 K
Other Direct Selling Establishments	\$959.95 K
<b>Accommodation, Food Services</b>	\$17.22 M
Hotels, Other Travel Accommodations	\$1.05 M
RV Parks	\$9.97 K
Rooming, Boarding Houses	\$5.82 K
Full Service Restaurants	\$9.52 M
Limited Service Restaurants	\$4.42 M
Special Food Services, Catering	\$1.29 M
Drinking Places	\$920.38 K
<b>Motor Vehicle, Parts Dealers</b>	\$13.05 M
New Car Dealers	\$7.38 M
Used Car Dealers	\$680.97 K
Recreational Vehicle Dealers	\$1.39 M
Motorcycle, Boat Dealers	\$1.82 M
Auto Parts, Accessories	\$1.14 M
Tire Dealers	\$640.16 K

# **Income Summary**

<b>Colby, Kansas</b>		
<b>20mi Radius</b>		
<b>Population</b>		
Estimated Population (2025)	7,921	
Projected Population (2030)	7,424	
Census Population (2020)	7,977	
Census Population (2010)	7,946	
<i>Projected Annual Growth (2025 to 2030)</i>	-498	-1.3%
<i>Historical Annual Growth (2020 to 2025)</i>	-55	-0.1%
<i>Historical Annual Growth (2010 to 2020)</i>	31	-
<b>Households</b>		
Estimated Households (2025)	3,097	
Projected Households (2030)	2,901	
Census Households (2020)	3,185	
Census Households (2010)	3,226	
<i>Projected Annual Growth (2025 to 2030)</i>	-195	-1.3%
<i>Historical Annual Growth (2020 to 2025)</i>	-89	-0.6%
<i>Historical Annual Growth (2010 to 2020)</i>	-40	-0.1%
<b>Average Household Income</b>		
Estimated Average Household Income (2025)	\$101,323	
Projected Average Household Income (2030)	\$101,012	
Census Average Household Income (2020)	\$56,480	
Census Average Household Income (2010)	\$47,981	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$312	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$44,843	5.3%
<i>Historical Annual Growth (2010 to 2020)</i>	\$8,500	1.8%
<b>Median Household Income</b>		
Estimated Median Household Income (2025)	\$71,056	
Projected Median Household Income (2030)	\$71,261	
Census Median Household Income (2020)	\$47,258	
Census Median Household Income (2010)	\$37,979	
<i>Projected Annual Growth (2025 to 2030)</i>	\$205	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$23,797	3.4%
<i>Historical Annual Growth (2010 to 2020)</i>	\$9,279	2.4%
<b>Per Capita Income</b>		
Estimated Per Capita Income (2025)	\$39,973	
Projected Per Capita Income (2030)	\$39,863	
Census Per Capita Income (2020)	\$22,919	
Census Per Capita Income (2010)	\$18,867	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$111	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$17,054	5.0%
<i>Historical Annual Growth (2010 to 2020)</i>	\$4,052	2.1%
<b>Other Income</b>		
Estimated Families (2025)	1,901	
Estimated Average Family Income (2025)	\$128,791	
Estimated Median Family Income (2025)	\$94,361	
Estimated Average Household Net Worth (2025)	\$888,639	

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



<b>Colby, Kansas</b>		
<b>20mi Radius</b>		
Estimated Population		7,921
Estimated Households		3,097
<b>Household Expenditure</b>		<b>\$294.52 M</b>
Per Household ~ Per Capita	\$95,112	\$37,180
Non-Retail Expenditures	\$143.15 M	48.6%
Per Household ~ Per Capita	\$46,228	\$18,071
Retail Expenditures	\$151.37 M	51.4%
Per Household ~ Per Capita	\$48,884	\$19,109
Alcoholic Beverages	\$1.79 M	0.6%
Per Household ~ Per Capita	\$579	\$226
Apparel	\$5.42 M	1.8%
Per Household ~ Per Capita	\$1,751	\$684
Contributions	\$9.29 M	3.2%
Per Household ~ Per Capita	\$3,001	\$1,173
Education	\$6.64 M	2.3%
Per Household ~ Per Capita	\$2,143	\$838
Entertainment	\$16.81 M	5.7%
Per Household ~ Per Capita	\$5,428	\$2,122
Food Away From Home	\$12.89 M	4.4%
Per Household ~ Per Capita	\$4,163	\$1,627
Grocery	\$19.4 M	6.6%
Per Household ~ Per Capita	\$6,266	\$2,449
Health Care	\$20.01 M	6.8%
Per Household ~ Per Capita	\$6,461	\$2,526
Household Furnishings and Equipment	\$7.79 M	2.6%
Per Household ~ Per Capita	\$2,516	\$983
Household Operations	\$5.46 M	1.9%
Per Household ~ Per Capita	\$1,764	\$690
Miscellaneous Expenses	\$5.03 M	1.7%
Per Household ~ Per Capita	\$1,626	\$635
Personal Care	\$3.8 M	1.3%
Per Household ~ Per Capita	\$1,226	\$479
Shelter	\$46.91 M	15.9%
Per Household ~ Per Capita	\$15,150	\$5,922
Tax and Retirement	\$67.13 M	22.8%
Per Household ~ Per Capita	\$21,680	\$8,475
Tobacco and Related	\$1.47 M	0.5%
Per Household ~ Per Capita	\$476	\$186
Transportation	\$50.82 M	17.3%
Per Household ~ Per Capita	\$16,411	\$6,415
Utilities	\$13.85 M	4.7%
Per Household ~ Per Capita	\$4,472	\$1,748

<b>Colby, Kansas</b>		
<b>20mi Radius</b>		
<b>Population / Households (2025)</b>		
Estimated Population		7,921
Estimated Households		3,097
<b>Total Annual Consumer Expenditure (2025)</b>		
Total Household Expenditure		\$294.52 M
Total Non-Retail Expenditure		\$143.15 M
Total Retail Expenditure		\$151.37 M
Alcoholic Beverages		\$1.79 M
Apparel		\$5.42 M
Contributions		\$9.29 M
Education		\$6.64 M
Entertainment		\$16.81 M
Food Away From Home		\$12.89 M
Grocery		\$19.4 M
Health Care		\$20.01 M
Household Furnishings and Equipment		\$7.79 M
Household Operations		\$5.46 M
Miscellaneous Expenses		\$5.03 M
Personal Care		\$3.8 M
Shelter		\$46.91 M
Tax and Retirement		\$67.13 M
Tobacco and Related		\$1.47 M
Transportation		\$50.82 M
Utilities		\$13.85 M
<b>Monthly Household Consumer Expenditure (2025)</b>		
Total Household Expenditure		\$7,926
Total Non-Retail Expenditure		\$3,852 48.6%
Total Retail Expenditure		\$4,074 51.4%
Alcoholic Beverages		\$48 0.6%
Apparel		\$146 1.8%
Contributions		\$250 3.2%
Education		\$179 2.3%
Entertainment		\$452 5.7%
Food Away From Home		\$347 4.4%
Grocery		\$522 6.6%
Health Care		\$538 6.8%
Household Furnishings and Equipment		\$210 2.6%
Household Operations		\$147 1.9%
Miscellaneous Expenses		\$135 1.7%
Personal Care		\$102 1.3%
Shelter		\$1,263 15.9%
Tax and Retirement		\$1,807 22.8%
Tobacco and Related		\$40 0.5%
Transportation		\$1,368 17.3%
Utilities		\$373 4.7%

## Colby, Kansas

### 20mi Radius

<b>Population / Households (2030)</b>	
Projected Population	7,424
Projected Households	-
<b>Total Annual Consumer Expenditure (2030)</b>	
Total Household Expenditure	\$272.49 M
Total Non-Retail Expenditure	\$132.17 M
Total Retail Expenditure	\$140.32 M
Alcoholic Beverages	\$1.66 M
Apparel	\$5.01 M
Contributions	\$8.57 M
Education	\$6.13 M
Entertainment	\$15.54 M
Food Away From Home	\$11.91 M
Grocery	\$17.99 M
Health Care	\$18.68 M
Household Furnishings and Equipment	\$7.2 M
Household Operations	\$5.05 M
Miscellaneous Expenses	\$4.65 M
Personal Care	\$3.52 M
Shelter	\$43.41 M
Tax and Retirement	\$61.65 M
Tobacco and Related	\$1.37 M
Transportation	\$47.3 M
Utilities	\$12.84 M
<b>Consumer Expenditure Growth (2025 to 2030)</b>	
Total Household Expenditure	\$-22.03 M
Total Non-Retail Expenditure	\$-10.98 M
Total Retail Expenditure	\$-11.05 M
Alcoholic Beverages	\$-136.54 K
Apparel	\$-411.93 K
Contributions	\$-719.87 K
Education	\$-510.71 K
Entertainment	\$-1.26 M
Food Away From Home	\$-976.84 K
Grocery	\$-1.42 M
Health Care	\$-1.32 M
Household Furnishings and Equipment	\$-591.72 K
Household Operations	\$-413.53 K
Miscellaneous Expenses	\$-379.02 K
Personal Care	\$-279.33 K
Shelter	\$-3.5 M
Tax and Retirement	\$-5.49 M
Tobacco and Related	\$-100.93 K
Transportation	\$-3.52 M
Utilities	\$-1.01 M

# **Crime Risk**

<b>Colby, Kansas</b>	
<b>20mi Radius</b>	
<b>Demographics</b>	
Population	7,921
Census Population	7,977
Households	3,097
Average Household Income	\$101,323
Median Household Income	\$71,056
Per Capita Income	\$39,973
<b>Total Crime</b>	
Crime Index	71
Crime Level	Below Average
<b>Personal Crime</b>	
Crime Index	124
Crime Level	Above Average
<b>Murder</b>	
Crime Index	24
Crime Level	Very Low
<b>Rape</b>	
Crime Index	139
Crime Level	Above Average
<b>Robbery</b>	
Crime Index	9
Crime Level	Very Low
<b>Assault</b>	
Crime Index	156
Crime Level	High Risk
<b>Property Crime</b>	
Crime Index	61
Crime Level	Below Average
<b>Burglary</b>	
Crime Index	68
Crime Level	Below Average
<b>Larceny</b>	
Crime Index	67
Crime Level	Below Average
<b>Motor Vehicle Theft</b>	
Crime Index	24
Crime Level	Very Low

\* Crime Index: 100 = National Average Adjusted for Population

# Void Analysis

# Void Analysis



<b>Colby, Kansas 20mi Radius</b>	<b>Site / Market Locations</b>	<b>Avg Square Footage</b>	<b>Closest Location</b>
<b>Auto Parts Tires</b>			
CARQUEST	1 / 1	12,300	
O'Reilly	1 / 1	8,500	
<b>Banks Minor</b>			
Bank	10 / 9		
<b>Clothing Apparel</b>			
maurices	1 / 1	6,000	
<b>Convenience Stores</b>			
Casey's General Store	1 / 1	3,200	
Love's	1 / 1	7,300	
Pilot Travel Centers	1 / 1	3,200	
TA	1 / 1	18,900	
<b>Dealerships</b>			
Chrysler	1 / 1		
Dodge	1 / 1		
Ford	1 / 1		
Jeep	1 / 1		
Lincoln	1 / 1		
RAM	1 / 1		
<b>Discount Department Stores</b>			
Walmart Supercenter	1 / 1	189,700	
<b>Dollar Stores</b>			
Dollar General	1 / 1	9,600	
Dollar Tree	1 / 1	11,800	
<b>Education</b>			
Day Care	1 / 1		
High School	3 / 1		
Junior College	1 / 1		
PK - 8	4 / 2		
PK - 8 (Private)	2 / 2		
<b>Entertainment</b>			
Theatres	1 / 1		
<b>EV Charging Stations</b>			
Electrify America	1 / 1		
Independent	1 / 1		
Tesla	1 / 1		
<b>Furniture Household</b>			

<b>Colby, Kansas 20mi Radius</b>	<b>Site / Market Locations</b>	<b>Avg Square Footage</b>	<b>Closest Location</b>
La-Z-Boy	1 / 1	19,700	
<b>Grocery Stores</b>			
Dillon	1 / 1	48,500	
<b>Health Care</b>			
Allergy and Immunology	1 / 1		
Audiologist	1 / 1		
Cardiovascular Disease	1 / 1		
Certified Registered Nurse Anesthetist	1 / 1		
Chiropractic	3 / 3		
Diagnostic Radiology	1 / 1		
Family Practice	2 / 2		
General Surgery	2 / 2		
Neurology	1 / 1		
Nurse Practitioner	2 / 2		
Obstetrics and Gynecology	1 / 1		
Ophthalmology	1 / 1		
Optometry	2 / 2		
Orthopedic Surgery	1 / 1		
Physical Therapy	1 / 1		
Physician Assistant	2 / 2		
Podiatry	1 / 1		
Pulmonary Disease	1 / 1		
Rheumatology	1 / 1		
Vascular Surgery	1 / 1		
<b>Home Improvement</b>			
Ace Hardware	1 / 1	16,200	
Tractor Supply Company	1 / 1	26,300	
<b>Hotels</b>			
Comfort	1 / 1	14,500	
Days Inn	1 / 1	12,900	
Hampton Inn	1 / 1	18,300	
Holiday Inn Express	1 / 1	16,400	
Motel 6	1 / 1	24,300	
Sleep	1 / 1	13,100	
Super 8	1 / 1	12,300	
<b>Restaurants Coffee Donuts</b>			
Scooter's Coffee	1 / 0	700	

<b>Colby, Kansas 20mi Radius</b>	<b>Site / Market Locations</b>	<b>Avg Square Footage</b>	<b>Closest Location</b>
Starbucks	1 / 1	1,800	
<b>Restaurants Fast Food Major</b>			
Arby's	1 / 1	3,300	
McDonald's	1 / 1	4,600	
Sonic	1 / 1	2,800	
<b>Restaurants Fast Food Minor</b>			
Qdoba	1 / 1	2,900	
Taco John's	1 / 1	2,200	
<b>Restaurants Pizza</b>			
Godfather's Pizza	1 / 1	2,700	
Pizza Hut	1 / 1	2,800	
Simple Simon's Pizza	1 / 1	2,000	
<b>Restaurants Sandwich</b>			
Jimmy John's	1 / 1	2,000	
Subway	2 / 2	1,700	
<b>Specialty</b>			
USPS	2 / 1		
<b>Worship</b>			
Baptist	2 / 2		