



TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

Fredonia, Kansas

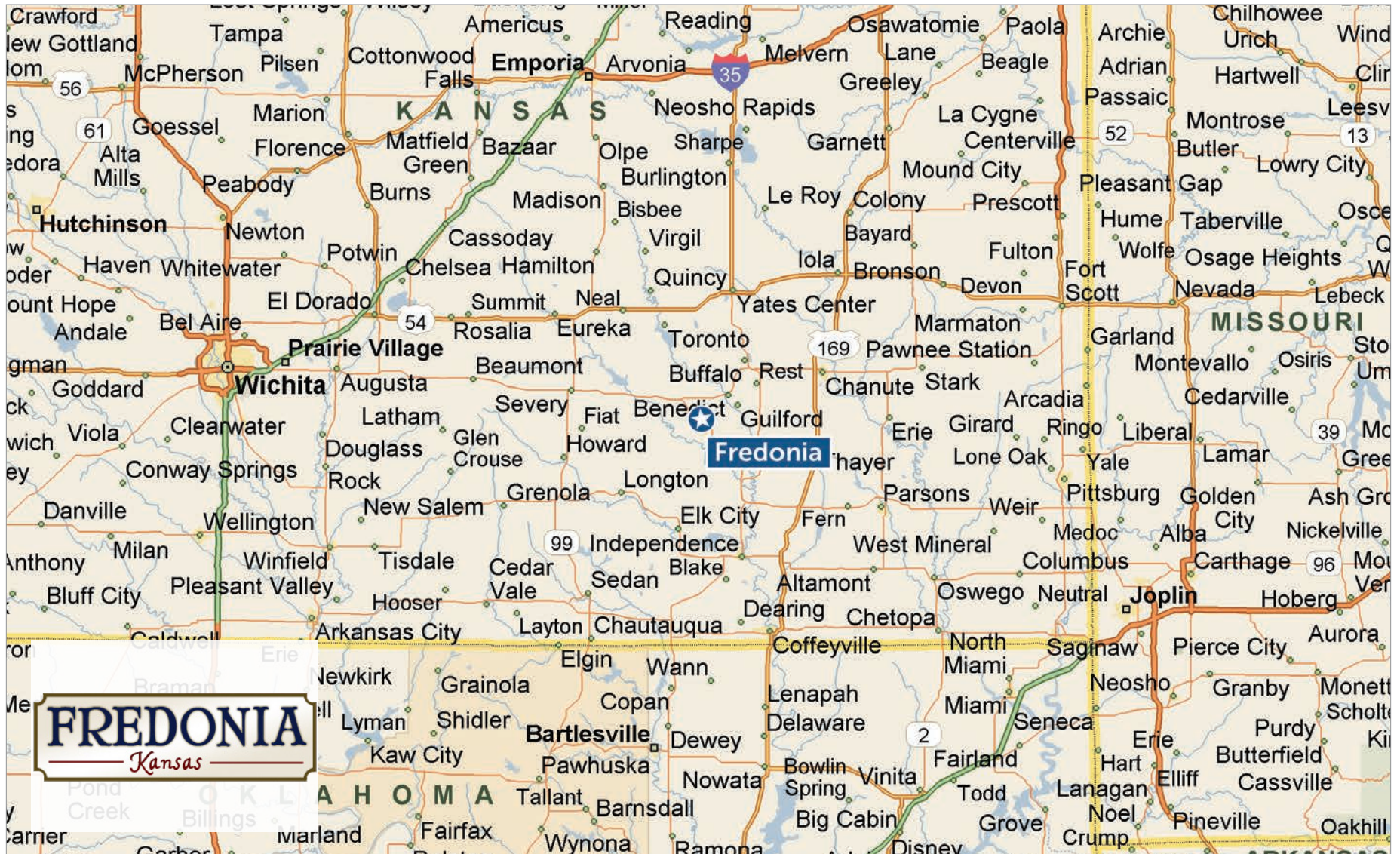
Prepared for
City of Fredonia, Kansas
December 2016





LOCATION

Fredonia, Kansas



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COMMUNITY • DEMOGRAPHIC PROFILE

Fredonia, Kansas

DESCRIPTION	DATA	%
Population Summary		
2016 Total Population	2,406	
2016 Group Quarters	71	
Household Summary		
2016 Households	1,011	
2016 Average Household Size	2.31	
2016 Families	610	
2016 Average Family Size	2.98	
Housing Unit Summary		
2016 Housing Units	1,228	
Owner Occupied Housing Units		56.60%
Renter Occupied Housing Units		25.70%
Vacant Housing Units		17.70%
Median Household Income		
2016	\$32,729	
Median Home Value		
2016	\$77,885	
Per Capita Income		
2016	\$18,988	
Median Age		
2016	41.8	

DESCRIPTION	DATA	%
2016 Households by Income		
Household Income Base	1,010	
<\$15,000		20.10%
\$15,000 - \$24,999		17.00%
\$25,000 - \$34,999		15.60%
\$35,000 - \$49,999		17.80%
\$50,000 - \$74,999		15.70%
\$75,000 - \$99,999		5.80%
\$100,000 - \$149,999		5.10%
\$150,000 - \$199,999		2.10%
\$200,000+		0.60%
Average Household Income	\$44,233	
2016 Owner Occupied Housing Units by Value		
Total	695	
<\$50,000		18.70%
\$50,000 - \$99,999		56.10%
\$100,000 - \$149,999		16.00%
\$150,000 - \$199,999		6.90%
\$200,000 - \$249,999		1.60%
\$250,000 - \$299,999		0.70%
\$300,000 - \$399,999		0.00%
\$400,000 - \$499,999		0.00%
\$500,000 - \$749,999		0.00%
\$750,000 - \$999,999		0.00%
\$1,000,000 +		0.00%
Average Home Value	\$84,353	

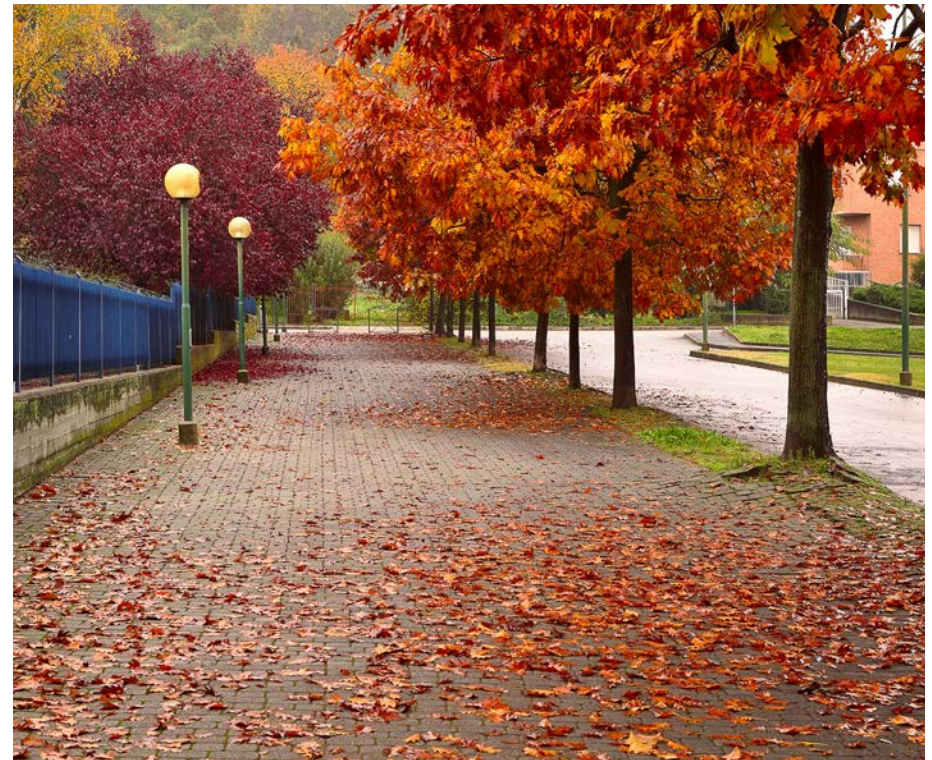


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DESCRIPTION	DATA	%
2016 Population by Age		
Total	2,408	
0 - 4		6.60%
5 - 9		6.20%
10 - 14		6.60%
15 - 24		11.10%
25 - 34		12.60%
35 - 44		9.90%
45 - 54		10.90%
55 - 64		12.50%
65 - 74		11.50%
75 - 84		7.40%
85 +		4.70%
18 +		76.60%
2016 Population by Sex		
Males	1,174	
Females	1,234	
2016 Population by Race/Ethnicity		
Total	2,406	
White Alone		93.10%
Black Alone		0.20%
American Indian Alone		2.30%
Asian Alone		0.90%
Pacific Islander Alone		0.10%
Some Other Race Alone		0.20%
Two or More Races		3.00%
Hispanic Origin		4.10%
Diversity Index	20	

DESCRIPTION	DATA	%
2016 Population 25+ by Educational Attainment		
Total	1,670	
Less than 9th Grade		5.10%
9th - 12th Grade, No Diploma		12.70%
High School Graduate		28.40%
GED/Alternative Credential		7.20%
Some College, No Degree		25.00%
Associate Degree		9.20%
Bachelor's Degree		6.80%
Graduate/Professional Degree		5.60%





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DESCRIPTION	DATA	%
2016 Population 15+ by Marital Status		
Total	1,937	
Never Married		27.50%
Married		46.80%
Widowed		10.30%
Divorced		15.40%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed		95.20%
Civilian Unemployed		4.80%
2016 Employed Population 16+ by Industry		
Total	998	
Agriculture/Mining		2.50%
Construction		12.80%
Manufacturing		13.90%
Wholesale Trade		4.10%
Retail Trade		8.60%
Transportation/Utilities		5.40%
Information		1.70%
Finance/Insurance/Real Estate		1.20%
Services		43.50%
Public Administration		6.20%

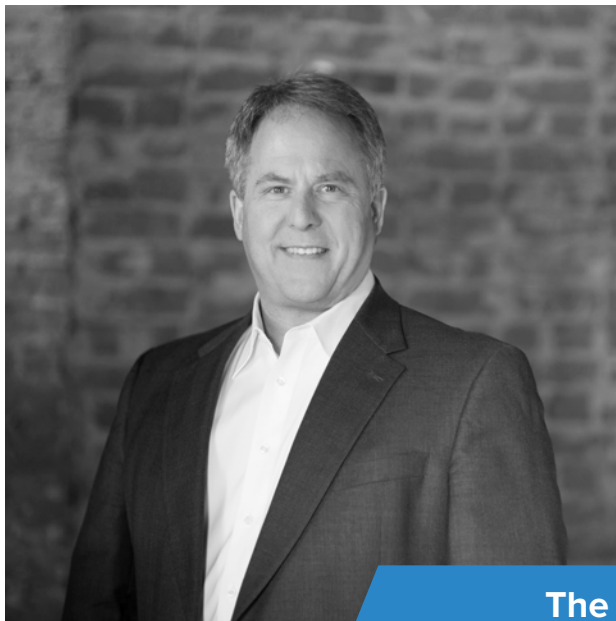
DESCRIPTION	DATA	%
2016 Employed Population 16+ by Occupation		
Total	999	
White Collar		42.00%
Management/Business/Financial		8.80%
Professional		17.60%
Sales		7.40%
Administrative Support		8.20%
Services		25.00%
Blue Collar		32.90%
Farming/Forestry/Fishing		0.90%
Construction/Extraction		9.60%
Installation/Maintenance/Repair		2.20%
Production		12.70%
Transportation/Material Moving		7.50%



ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –

“It’s not about data. It’s about your success.”



ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2015/2016, ESRI 2015, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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