



TheRetailCoach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Fredonia, Kansas

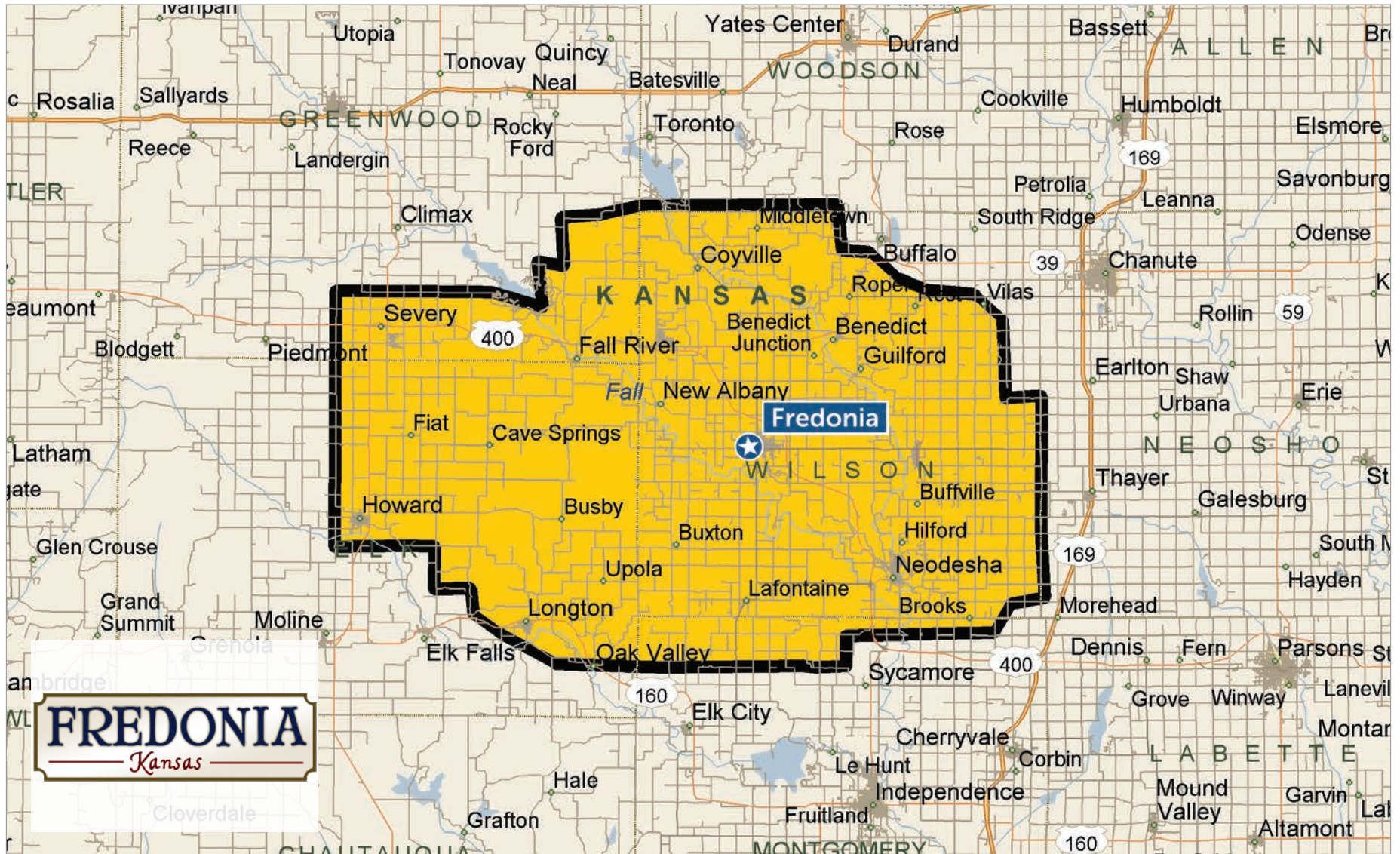
Prepared for
City of Fredonia, Kansas
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RETAIL TRADE AREA

Fredonia, Kansas



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RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Fredonia, Kansas

DESCRIPTION	DATA	%
Population Summary		
2016 Total Population	10,981	
2016 Group Quarters	160	
Household Summary		
2016 Households	4,662	
2016 Average Household Size	2.32	
2016 Families	3,033	
2016 Average Family Size	2.88	
Housing Unit Summary		
2016 Housing Units	5,854	
Owner Occupied Housing Units		59.10%
Renter Occupied Housing Units		20.60%
Vacant Housing Units		20.40%
Median Household Income		
2016	\$40,139	
Median Home Value		
2016	\$70,661	
Per Capita Income		
2016	\$21,466	
Median Age		
2016	45.8	

DESCRIPTION	DATA	%
2016 Households by Income		
Household Income Base	4,662	
<\$15,000		14.90%
\$15,000 - \$24,999		13.00%
\$25,000 - \$34,999		14.30%
\$35,000 - \$49,999		18.30%
\$50,000 - \$74,999		23.00%
\$75,000 - \$99,999		9.10%
\$100,000 - \$149,999		4.90%
\$150,000 - \$199,999		1.70%
\$200,000+		1.00%
Average Household Income	\$50,317	
2016 Owner Occupied Housing Units by Value		
Total	3,459	
<\$50,000		35.00%
\$50,000 - \$99,999		36.30%
\$100,000 - \$149,999		12.70%
\$150,000 - \$199,999		7.70%
\$200,000 - \$249,999		3.80%
\$250,000 - \$299,999		2.50%
\$300,000 - \$399,999		0.90%
\$400,000 - \$499,999		0.20%
\$500,000 - \$749,999		0.50%
\$750,000 - \$999,999		0.10%
\$1,000,000 +		0.30%
Average Home Value	\$92,204	

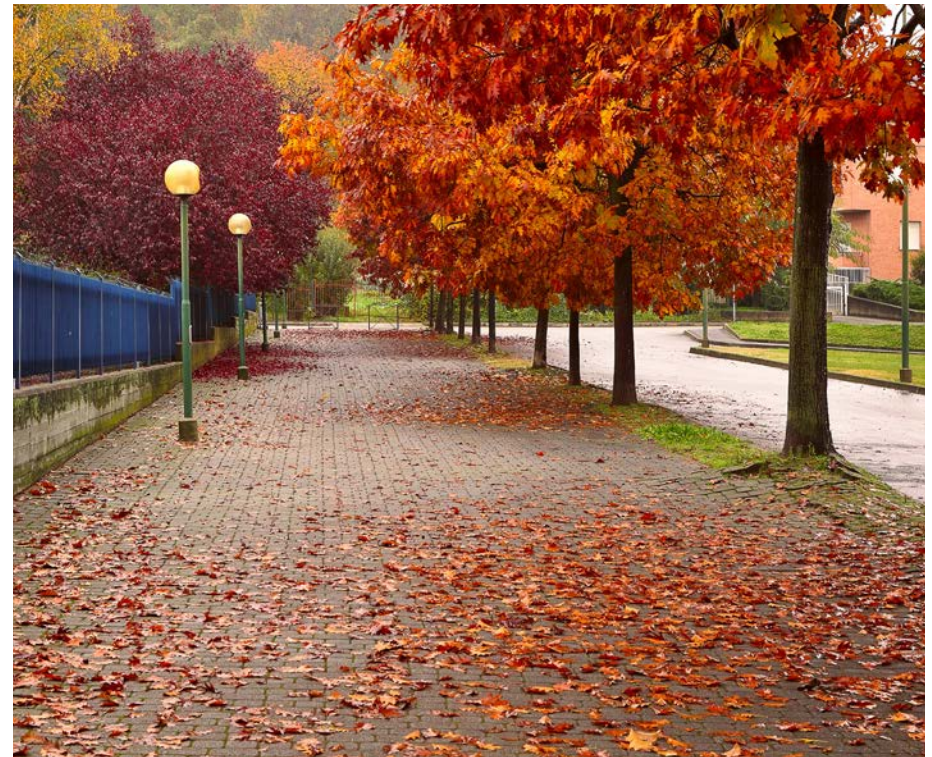


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DESCRIPTION	DATA	%
2016 Population by Age		
Total	10,981	
0 - 4		5.90%
5 - 9		5.90%
10 - 14		6.40%
15 - 24		10.60%
25 - 34		10.50%
35 - 44		9.80%
45 - 54		13.00%
55 - 64		15.40%
65 - 74		12.30%
75 - 84		6.80%
85 +		3.40%
18 +		77.90%
2016 Population by Sex		
Males	5,405	
Females	5,576	
2016 Population by Race/Ethnicity		
Total	10,981	
White Alone		93.20%
Black Alone		0.70%
American Indian Alone		1.70%
Asian Alone		0.70%
Pacific Islander Alone		0.10%
Some Other Race Alone		0.60%
Two or More Races		3.10%
Hispanic Origin		3.50%
Diversity Index	18.9	

DESCRIPTION	DATA	%
2016 Population 25+ by Educational Attainment		
Total	7,814	
Less than 9th Grade		5.10%
9th - 12th Grade, No Diploma		11.00%
High School Graduate		28.90%
GED/Alternative Credential		6.90%
Some College, No Degree		25.30%
Associate Degree		8.20%
Bachelor's Degree		9.80%
Graduate/Professional Degree		4.70%





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DESCRIPTION	DATA	%
2016 Population 15+ by Marital Status		
Total	8,979	
Never Married		21.30%
Married		57.30%
Widowed		8.40%
Divorced		13.00%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed		93.20%
Civilian Unemployed		6.80%
2016 Employed Population 16+ by Industry		
Total	4,643	
Agriculture/Mining		9.50%
Construction		9.80%
Manufacturing		16.60%
Wholesale Trade		1.60%
Retail Trade		9.40%
Transportation/Utilities		5.00%
Information		1.40%
Finance/Insurance/Real Estate		3.00%
Services		39.60%
Public Administration		4.00%

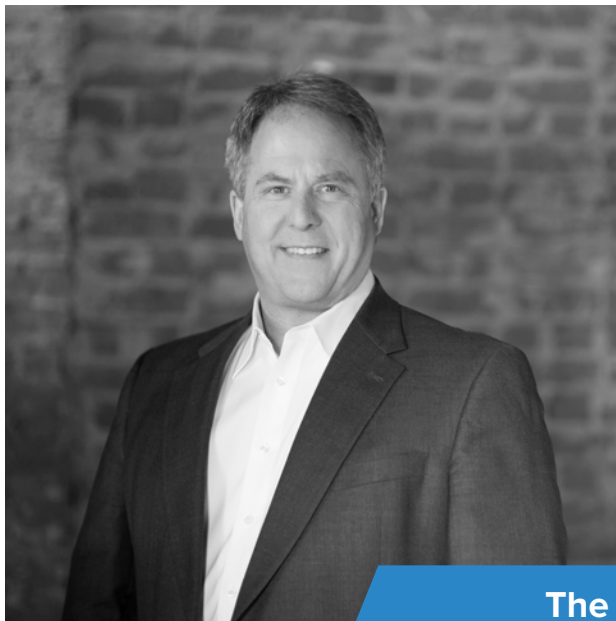
DESCRIPTION	DATA	%
2016 Employed Population 16+ by Occupation		
Total	4,643	
White Collar		44.40%
Management/Business/Financial		11.70%
Professional		17.10%
Sales		6.30%
Administrative Support		9.30%
Services		20.10%
Blue Collar		35.50%
Farming/Forestry/Fishing		2.50%
Construction/Extraction		6.80%
Installation/Maintenance/Repair		4.40%
Production		12.50%
Transportation/Material Moving		9.20%



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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