

# MARKET PROFILE & SNAPSHOT

LEAVENWORTH, KANSAS | 2022



## OUR SERVICES

Economic Vitality services focus on strengthening and broadening the economic base of the Main Street district. Improving the overall business climate within a designated Main Street district enhances the community's existing economic assets while diversifying its economic base.



416 Cherokee St, Leavenworth, Kansas, 66048  
Ring of 3 miles

## Rustbelt Traditions

Dominant Tapestry Segment

## KEY FACTS



33,598  
Total Population



\$171,649  
Median Home Value



35.2  
Median Age



0.31%  
2020-2022 Pop Growth Rate



950  
Businesses



35,335  
Daytime Population



\$30,505  
Per Capita Income

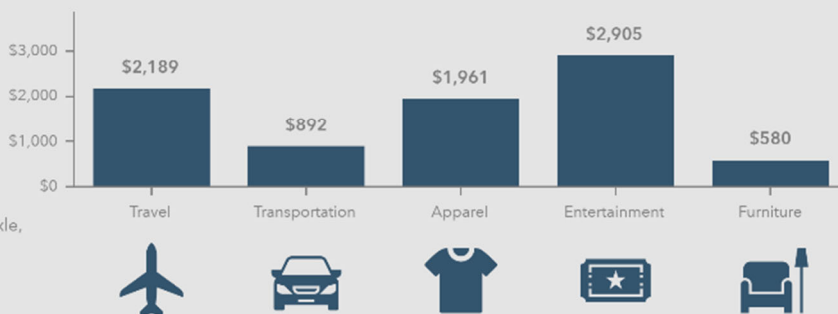


2.4  
Avg Household Size



\$65,425  
Median Household Income

## KEY SPENDING FACTS

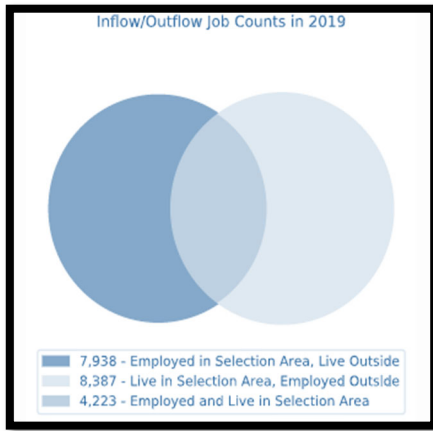


This infographic contains data provided by Esri, Esri-Data Axle, Esri-U.S. BLS. The vintage of the data is 2022, 2027

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Spending facts are average annual dollars per household

## KEY FACTS



Estimates	Miles 3	Miles 10	Miles 20
Population	33,598	73,380	375,588
Median Age	35.2	37.6	38.3
Education High school	30%	28%	28%
Education Some college	32%	30%	30%
<b>Annual Growth</b>	<b>Miles 3</b>	<b>Miles 10</b>	<b>Miles 20</b>
Population	.22%	.38%	.40%
Households	.33%	.44%	.43%
Families	.30%	.45%	.40%
<b>Population Trends</b>	<b>Miles 3</b>	<b>Miles 10</b>	<b>Miles 20</b>
Gen G	4.4%	4.5%	4.8%
Gen B	16.8%	19%	19.9%
Gen X	17.4%	20.1%	20%
Gen M	28.6%	25.7%	24.6%
Gen Z	23.8%	23.1%	22.9%
Gen A	8.9%	7.6%	7.7%

Gen G = Greatest Generation born 1945 + earlier  
 Gen B = Baby Boomers born 1946-1964  
 Gen X = Generation X born 1965-1980  
 Gen M = Millennial born 1981-1998  
 Gen Z = Generation Z born 1999-2016  
 Gen A = Generation Alpha born 2017-present

Diversity Index	Miles 3	Miles 10	Miles 20
	55	47	61

Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Business Data			
Estimates	3	10	20
Total biz	950	2059	10,031
Total employees	14,037	27,511	136,038
Employment White collar	54.7%	61.5%	61.4%
Employment Blue collar	20.7%	20.3%	23.3%
Employment Services	24.6%	18.2%	15.3%
Unemployment	2.9%	2.5%	3.3%
<i>*National avg</i>	3.6%	3.6%	3.6%

Workforce Data			
Estimates 3 miles	Population	Employed	Unemployed
16+	25,870	13,080	396
16-24	3769	1751	71
25-54	13,888	8273	189
55-64	3547	1883	82
65+	4666	1173	54

Helps us to better understand what segments of the population are employed or currently looking for employment. Does not include persons on active duty.

Income			
Estimates	3	10	20
Median	\$65,425	\$80,927	\$76,008
Per capita	\$30,505	\$36,179	\$37,375
Median net worth	\$71,482	\$158,416	\$165,021

Largest household by income: **3mi**: \$100k-\$149,999(22.96%)  
 Smallest group: **3 mi**: \$15k-\$24,999 (4.4%); Largest **10 & 20mi**: \$100k-\$149,999 (22.9%, 20.5%); Smallest **10 & 20mi**: \$15k-\$24,999 (4.4%, 5.7%).

Median income refers to the income level earned by household where half the homes earn more and half the homes earn less, which gives a more accurate picture of your community.



## DOING BUSINESS IN LEAVENWORTH!

The Retail Demand Outlook highest in Leavenworth includes **food** (inside & outside the home; snacks, gum, sauces, sweeteners, etc.), **entertainment/recreation** (memberships (social, rec, health, TV, radio, streaming, satellite, maintenance, boats, campers & pets, etc.)), **apparel** (mens, womens, shoes, laundry, dry cleaning, alterations, jewelry, repair). The following are the top three (3) Spending Potential Index, average spent and the total spent in 3, 10, and 20 mile radius.

### Retail Goods & Services Expenditures

3 miles	Spending Potential Index (SPI)	Average Spent	Total Spent
<b>Food</b>	80	\$8421	\$106,182,428
<b>Entertainment/Recreation</b>	79	\$2904	\$36,626,578
<b>Pets</b>	77	\$640	\$8,073,458
<b>Apparel &amp; Services</b>	81	\$1961	\$24,726,394

10 miles	Spending Potential Index (SPI)	Average Spent	Total Spent
<b>Food</b>	96	\$10,056	\$216,527,751
<b>Entertainment/Recreation</b>	97	\$3543	\$92,140,431
<b>Pets</b>	95	\$783	\$20,384,428
<b>Apparel &amp; Services</b>	97	\$2336	\$60,761,482

20 miles	Spending Potential Index (SPI)	Average Spent	Total Spent
<b>Food</b>	94	\$9839	\$1,401,372,204
<b>Entertainment/Recreation</b>	94	\$3467	\$493,785,283
<b>Pets</b>	94	\$774	\$110,340,376
<b>Apparel &amp; Services</b>	95	\$2278	\$324,541,850

Spending potential index (SPI) - represents the amount spent in the area relative to a national average of 100. An SPI of 110 means that the area spends 10 percent more than the national average, on that good or service.



## Retail Market Potential/ Retail Behaviors

<b>3 miles</b>	<b>Percentage of Adults/HH</b>	<b>MPI</b>
<b>Food</b>		
Convenience store (6 mos)	63.4%	101
Family restaurant (6 mos)	63.4%	95
Fast food (6 mos)	85.3%	94
<b>Entertainment/Recreation</b>		
Dined out (12 mos)	45.8%	90
Health clubs	11.8%	86
Movies (6mos)	43.2%	90
TV (HH has internet)	43.2%	101
Pets	55.6%	106
<b>Apparel &amp; Services</b>		
Men's (12mos)	50.6%	92
Women's (12mos)	48%	99
Shoes	65.2%	90
<b>10 miles</b>	<b>Percentage of Adults/HH</b>	<b>MPI</b>
<b>Food</b>		
Convenience store (6 mos)	64%	102
Family restaurant (6 mos)	67.2%	100
Fast food (6 mos)	88.3%	98
<b>Entertainment/Recreation</b>		
Dined out (12 mos)	50.5%	100
Health clubs	13.6%	99
Movies (6mos)	46.8%	98
TV (HH has internet)	44.8%	105
Pets	57.3%	109
<b>Apparel &amp; Services</b>		
Men's (12mos)	53.6%	98
Women's (12mos)	48.6%	100
Shoes	69.2%	96
<b>20 miles</b>	<b>Percentage of Adults/HH</b>	<b>MPI</b>
<b>Food</b>		
Convenience store (6 mos)	65.3%	104
Family restaurant (6 mos)	69.2%	103
Fast food (6 mos)	90.7%	100
<b>Entertainment/Recreation</b>		
Dined out (12 mos)	51.5%	102
Health clubs	13.7%	100
Movies (6mos)	48.1%	100
TV (HH has internet)	43.7%	102
Pets	55.4%	106
<b>Apparel &amp; Services</b>		
Men's (12mos)	54.5%	99
Women's (12mos)	49.5%	102
Shoes	71.6%	99

The partnerships with Leavenworth Main Street, Kansas Main Street, Main Street America, and NetWork Kansas along with your local financial institutions, shows the continuum of a great downtown! Through historic, preservation based economic development to enhance and support entrepreneurship, business start-ups and scalable businesses, Leavenworth Main Street continues on repeated steps to thrive.



Leavenworth, Kansas' top *tapestry segmentations* identifies itself as a large market of stable, hardworking consumers with modest incomes. Residents are connected; entertainment activities like online gaming, dominate their internet usage. Residents are active in their communities—attending meetings and school affairs and engaging in fundraising. These news enthusiasts will go about any way for news (daily newspaper, TV or online news).

For the socioeconomic traits, which means those neighborhoods with the most similar characteristics grouped together, while neighborhoods with divergent characteristics are separated. Leavenworth's residents are budget-aware shoppers that favor American-made products. They are comfortable with personal computers and use the internet for a host of activities, such as entertainment, shopping, making travel arrangements, and paying bills.

This information can be particularly helpful for assessing opportunities for business growth and for designing market strategies and messages to reach targeted segments.

## Top Tapestry LifeMode Groups

### Rustbelt Traditions (#1 in 3 & 10 miles; #2 in 20 miles)

The backbone of older industrial cities, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. Rustbelt Traditions represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home.

- Average household size is slightly lower at 2.47.
- Nearly three quarters own their homes; nearly half of households have mortgages.
- Most households have one to two vehicles available.
- Family-oriented consumers who value time spent at home.
- Budget-aware shoppers that favor American-made products.

### Military Proximity (#2 in 3 miles)

One of the youngest markets, residents of Military Proximity are married-couple families just beginning parenthood. Most of the labor force are on active duty or have civilian jobs on military bases. Consumers live a young, active lifestyle with a focus on their families.

- Young, mobile population, more than nine out of ten households are rented.
- Short commute times are common since most live close to where they are stationed.
- Over 27% have a college degree; many are still attending college.
- These young residents maintain a healthy and active lifestyle that includes participating in sports and exercise.
- Shopping for baby and children's products at major discount department stores or Amazon.com is common, as is shopping at the military commissary wherever available.

### Traditional Living (#3 in 3 miles)

With traditional living, the manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

- Married couples are the dominant household.
- Average commuting time to work is very short.
- Shop for groceries at discount stores such as Walmart Supercenters.
- Half of households have abandoned landlines for cell phones only.
- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo.

### **Green Acres (#2 in 10 miles)**

Avid do-it-yourselfers, they maintain and remodel their homes with all the necessary power tools to accomplish the jobs. An older market, primarily married couples, most with no children. They are cautious consumers with a focus on quality and durability.

- This large segment is concentrated in rural enclaves in metropolitan areas.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.
- Homeowners favor DIY home improvement projects and gardening.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.

### **Workday Drive (#3 in 10 miles; #1 in 20 miles)**

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers.

- Predominantly single family, homes are in newer neighborhoods.
- Connected, with a host of wireless devices—anything that enables convenience, like banking, paying bills, or even shopping online.
- Most households own at least two vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like four plus televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.

### **Middleburg (#1 in 20 miles)**

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise.

- Residents are traditional, family-oriented consumers.
- Traditional values are the norm here— faith, country, and family.
- Prefer to buy American and for a good price.
- Entertainment is primarily family oriented, TV and movie rentals or theme parks and family restaurants.
- Sports include hunting, fishing, bowling, and baseball.





# What's in My Community?

Places that make your life richer and community better

416 Cherokee St, Leavenworth, Kansas, 66048  
3 miles



This infographic was inspired by the visionary [Plan Melbourne](#) and the hyper proximity 15-minute City concept. Points of interest are grouped into civic themes which contribute to livability and community engagement.

Points of interest are sourced from [Foursquare](#) and updated quarterly. © 2022 Esri



*First City of Kansas*

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Leavenworth, Kansas is a Kansas Main Street community since 1995. This document summarizes information contained from the 2021 ESRI ArcGIS Business Analyst and the United States Census Bureau and is provided by Kansas Main Street.

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