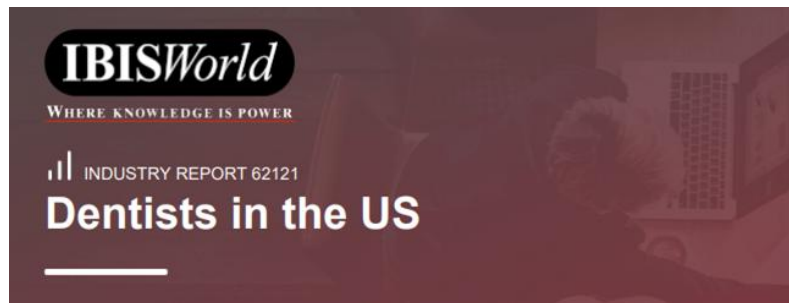


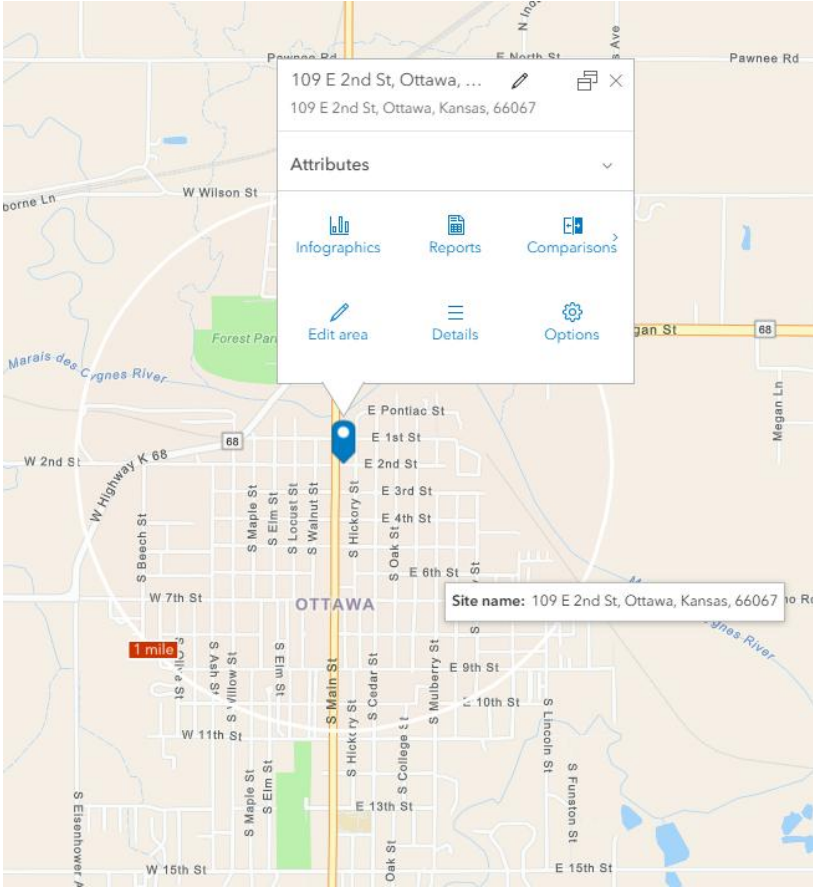
Market Analysis - Big Picture



IBIS World

- 50ish page reports
- In depth report on selected industry
- Financial Benchmarks
- Success Factors
- Lots More

Market Analysis - Local Market



Business Analyst Online by ESRI

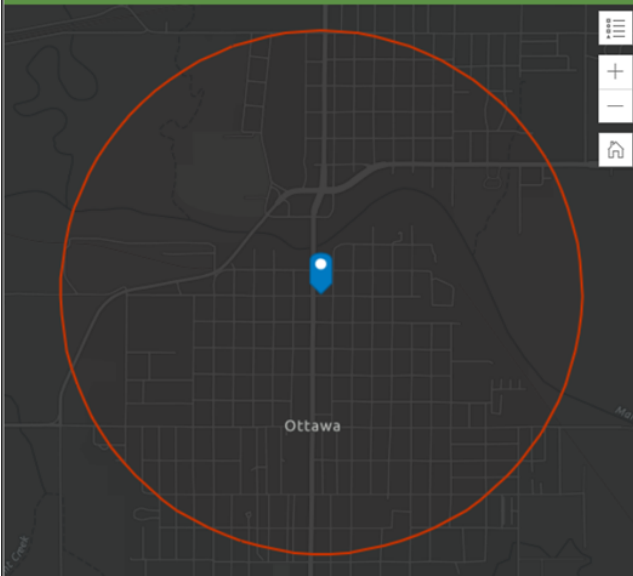
- Geographic Information System
 - Gain Location Intelligence
 - ◆ Market Planning
 - ◆ Site Selection
 - ◆ Customer Segmentation
 - In-depth data
 - ◆ Demographic
 - ◆ Lifestyle
 - ◆ Behavioral
 - ◆ Spending Data
 - ◆ More
- 
- The logo for America SBD Kansas is located in the bottom right corner. It features the word "AMERICA" in a small, red, sans-serif font. Below it is "SBD" in a large, bold, blue, sans-serif font. At the bottom is "KANSAS" in a medium-sized, red, sans-serif font. A thin blue arc is positioned above the "SBD" text.

Analytics Dashboard - Ottawa

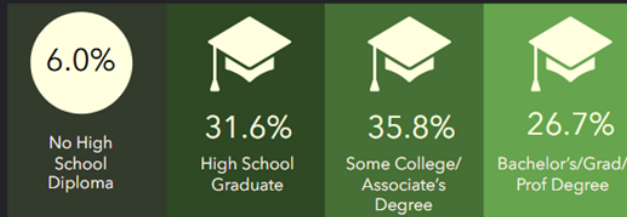
DEMOGRAPHIC PROFILE

109 E 2nd St, Ottawa, Kansas, 66067

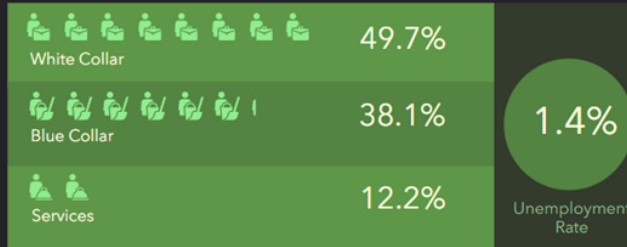
Ring of 1 mile



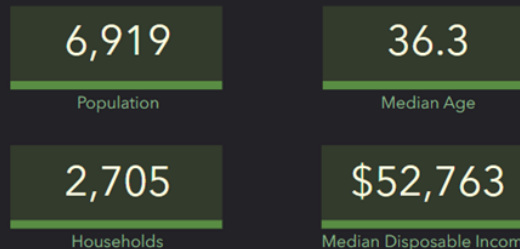
EDUCATION



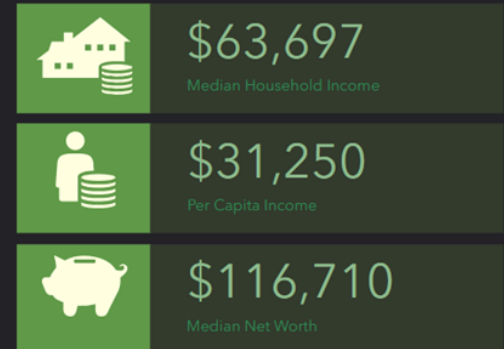
EMPLOYMENT



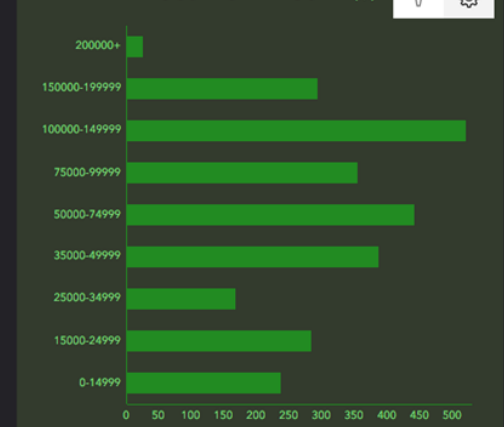
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)



Retail Demand



Retail Goods and Services Expenditures

109 E 2nd St, Ottawa, Kansas, 66067
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.61596
Longitude: -95.26800

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Rustbelt Traditions (5D)	49.7%	Population	6,919	6,844
Set to Impress (11D)	21.9%	Households	2,705	2,711
Traditional Living (12B)	15.7%	Families	1,592	1,581
Front Porches (8E)	6.3%	Median Age	36.3	37.8
Old and Newcomers (8F)	3.3%	Median Household Income	\$63,697	\$75,955
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		71	\$1,693.97	\$4,582,187
Men's		73	\$319.88	\$865,286
Women's		70	\$561.16	\$1,517,939
Children's		74	\$272.15	\$736,169
Footwear		70	\$348.61	\$942,998
Watches & Jewelry		68	\$155.73	\$421,254
Apparel Products and Services (1)		75	\$36.43	\$98,541
Computer				
Computers and Hardware for Home Use		67	\$182.59	\$493,910
Portable Memory		70	\$2.86	\$7,725
Computer Software		71	\$11.02	\$29,809
Computer Accessories		69	\$16.50	\$44,627
Entertainment & Recreation		70	\$2,871.54	\$7,767,528
Fees and Admissions		67	\$555.15	\$1,501,671
Membership Fees for Clubs (2)		72	\$216.63	\$585,980
Fees for Participant Sports, excl. Trips		67	\$89.49	\$242,081
Tickets to Theatre/Operas/Concerts		64	\$48.78	\$131,959
Tickets to Movies		65	\$16.14	\$43,669
Tickets to Parks or Museums		62	\$23.30	\$63,032
Admission to Sporting Events, excl. Trips		85	\$67.42	\$182,377
Fees for Recreational Lessons		54	\$92.85	\$251,154
Dating Services		66	\$0.52	\$1,418
TV/Video/Audio		74	\$977.90	\$2,645,217
Cable and Satellite Television Services		74	\$560.64	\$1,516,519
Televisions		73	\$111.49	\$301,590
Satellite Dishes		95	\$1.19	\$3,216
VCRs, Video Cameras, and DVD Players		66	\$3.27	\$8,846
Miscellaneous Video Equipment		64	\$14.58	\$39,428

Primary Tapestry - Ottawa



Rustbelt Traditions

109 E 2nd St, Ottawa, Kansas, 66067
Ring of 1 mile



TAPESTRY
SEGMENTATION
esri.com/tapestry

DOMINANT TAPESTRY SEGMENT



1,345 households are *Rustbelt Traditions*

49.7% of households are in this segment

Rustbelt Traditions: *GenXurban* LifeMode

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care...

[Learn more...](#)

ABOUT THIS SEGMENT



Family-oriented consumers who value time spent at home. Most have lived, worked, and played in the same area for years.



Budget aware shoppers that favor American-made products. Residents take advantage of convenience stores for picking up incidentals.



Watching television is a common pastime. Many households have more than four TVs - watch ABC Family Channel and TNT.



Favorite family restaurants include Applebees, Arbys, and Texas Roadhouse.



Read newspapers, especially the Sunday editions. Residents are connected-entertainment activities like online gaming dominate their Internet usage.

ABOUT THIS AREA

Household Type:
Single Family

Employment:
Svc; Prof; Admin

Median Age:
36.3

Median Household Income:
\$63,697

Education:
36.2% College degree (2+ years)



KEY FACTS FOR THIS AREA

[Click facts to 'Explore for more' details](#)

6,919

Population

2,705

Households

2.49

Avg Size
Household

52

Wealth
Index

140

Housing
Affordability

36

Diversity
Index

\$169,088

Median Home
Value

-0.22%

Forecasted Annual
Growth Rate