



# Market Profile

Lincoln County, KS (20105)

Geography: County

Lincoln County, ...

Population Summary	
2000 Total Population	3,578
2010 Total Population	3,241
2015 Total Population	3,123
2015 Group Quarters	50
2020 Total Population	3,020
2015-2020 Annual Rate	-0.67%
Household Summary	
2000 Households	1,529
2000 Average Household Size	2.29
2010 Households	1,423
2010 Average Household Size	2.24
2015 Households	1,383
2015 Average Household Size	2.22
2020 Households	1,340
2020 Average Household Size	2.22
2015-2020 Annual Rate	-0.63%
2010 Families	896
2010 Average Family Size	2.83
2015 Families	870
2015 Average Family Size	2.80
2020 Families	842
2020 Average Family Size	2.79
2015-2020 Annual Rate	-0.65%
Housing Unit Summary	
2000 Housing Units	1,853
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	17.9%
Vacant Housing Units	17.5%
2010 Housing Units	1,864
Owner Occupied Housing Units	60.3%
Renter Occupied Housing Units	16.0%
Vacant Housing Units	23.7%
2015 Housing Units	1,847
Owner Occupied Housing Units	57.2%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	25.1%
2020 Housing Units	1,809
Owner Occupied Housing Units	56.6%
Renter Occupied Housing Units	17.5%
Vacant Housing Units	25.9%
Median Household Income	
2015	\$42,956
2020	\$49,449
Median Home Value	
2015	\$93,504
2020	\$108,744
Per Capita Income	
2015	\$22,538
2020	\$25,672
Median Age	
2010	46.4
2015	46.7
2020	46.8

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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### 2015 Households by Income

Household Income Base	1,383
<\$15,000	12.5%
\$15,000 - \$24,999	14.5%
\$25,000 - \$34,999	11.9%
\$35,000 - \$49,999	18.0%
\$50,000 - \$74,999	21.5%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	5.0%
\$150,000 - \$199,999	1.7%
\$200,000+	0.1%

Average Household Income \$50,722

### 2020 Households by Income

Household Income Base	1,340
<\$15,000	11.7%
\$15,000 - \$24,999	11.8%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	21.9%
\$75,000 - \$99,999	18.4%
\$100,000 - \$149,999	6.9%
\$150,000 - \$199,999	2.2%
\$200,000+	0.1%

Average Household Income \$57,678

### 2015 Owner Occupied Housing Units by Value

Total	1,057
<\$50,000	18.6%
\$50,000 - \$99,999	36.0%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	9.9%
\$200,000 - \$249,999	6.5%
\$250,000 - \$299,999	4.0%
\$300,000 - \$399,999	4.1%
\$400,000 - \$499,999	2.3%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.9%

Average Home Value \$145,743

### 2020 Owner Occupied Housing Units by Value

Total	1,024
<\$50,000	12.4%
\$50,000 - \$99,999	33.8%
\$100,000 - \$149,999	21.8%
\$150,000 - \$199,999	13.1%
\$200,000 - \$249,999	6.6%
\$250,000 - \$299,999	3.5%
\$300,000 - \$399,999	3.8%
\$400,000 - \$499,999	1.8%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.9%

Average Home Value \$151,514

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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## 2010 Population by Age

Total	3,241
0 - 4	6.4%
5 - 9	6.3%
10 - 14	7.0%
15 - 24	8.9%
25 - 34	9.5%
35 - 44	10.0%
45 - 54	16.2%
55 - 64	15.4%
65 - 74	8.3%
75 - 84	7.7%
85 +	4.3%
18 +	75.9%

## 2015 Population by Age

Total	3,123
0 - 4	6.0%
5 - 9	6.6%
10 - 14	6.2%
15 - 24	10.8%
25 - 34	9.0%
35 - 44	9.5%
45 - 54	12.7%
55 - 64	17.6%
65 - 74	10.7%
75 - 84	6.7%
85 +	4.2%
18 +	77.2%

## 2020 Population by Age

Total	3,020
0 - 4	5.7%
5 - 9	6.3%
10 - 14	7.3%
15 - 24	10.3%
25 - 34	7.9%
35 - 44	10.9%
45 - 54	10.4%
55 - 64	16.3%
65 - 74	14.3%
75 - 84	6.5%
85 +	4.2%
18 +	76.8%

## 2010 Population by Sex

Males	1,618
Females	1,623

## 2015 Population by Sex

Males	1,573
Females	1,550

## 2020 Population by Sex

Males	1,526
Females	1,494

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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# Market Profile

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### 2010 Population by Race/Ethnicity

Total	3,241
White Alone	97.4%
Black Alone	0.3%
American Indian Alone	0.5%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	0.8%
Hispanic Origin	2.2%
Diversity Index	9.2

### 2015 Population by Race/Ethnicity

Total	3,123
White Alone	96.3%
Black Alone	0.3%
American Indian Alone	0.5%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	1.6%
Hispanic Origin	2.9%
Diversity Index	12.4

### 2020 Population by Race/Ethnicity

Total	3,020
White Alone	95.0%
Black Alone	0.3%
American Indian Alone	0.6%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	2.5%
Hispanic Origin	3.7%
Diversity Index	16.1

### 2010 Population by Relationship and Household Type

Total	3,241
In Households	98.5%
In Family Households	80.0%
Householder	27.6%
Spouse	22.7%
Child	26.8%
Other relative	1.2%
Nonrelative	1.7%
In Nonfamily Households	18.5%
In Group Quarters	1.5%
Institutionalized Population	1.5%
Noninstitutionalized Population	0.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

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## 2015 Population 25+ by Educational Attainment

Total	2,197
Less than 9th Grade	3.6%
9th - 12th Grade, No Diploma	4.3%
High School Graduate	26.8%
GED/Alternative Credential	3.1%
Some College, No Degree	26.5%
Associate Degree	15.0%
Bachelor's Degree	14.8%
Graduate/Professional Degree	5.9%

## 2015 Population 15+ by Marital Status

Total	2,534
Never Married	17.8%
Married	59.2%
Widowed	10.3%
Divorced	12.7%

## 2015 Civilian Population 16+ in Labor Force

Civilian Employed	96.2%
Civilian Unemployed	3.8%

## 2015 Employed Population 16+ by Industry

Total	1,642
Agriculture/Mining	16.3%
Construction	7.7%
Manufacturing	8.8%
Wholesale Trade	3.0%
Retail Trade	9.6%
Transportation/Utilities	5.2%
Information	1.5%
Finance/Insurance/Real Estate	2.4%
Services	42.4%
Public Administration	2.9%

## 2015 Employed Population 16+ by Occupation

Total	1,642
White Collar	51.6%
Management/Business/Financial	17.2%
Professional	16.0%
Sales	7.7%
Administrative Support	10.7%
Services	16.1%
Blue Collar	32.3%
Farming/Forestry/Fishing	4.8%
Construction/Extraction	12.6%
Installation/Maintenance/Repair	5.3%
Production	5.8%
Transportation/Material Moving	3.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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### 2010 Households by Type

Total	1,423
Households with 1 Person	32.8%
Households with 2+ People	67.2%
Family Households	63.0%
Husband-wife Families	51.7%
With Related Children	16.9%
Other Family (No Spouse Present)	11.3%
Other Family with Male Householder	4.1%
With Related Children	3.1%
Other Family with Female Householder	7.2%
With Related Children	5.1%
Nonfamily Households	4.2%

### All Households with Children

25.4%

### Multigenerational Households

1.9%

### Unmarried Partner Households

5.5%

#### Male-female

4.8%

#### Same-sex

0.7%

### 2010 Households by Size

Total	1,423
1 Person Household	32.8%
2 Person Household	40.8%
3 Person Household	9.7%
4 Person Household	8.7%
5 Person Household	4.3%
6 Person Household	2.5%
7 + Person Household	1.3%

### 2010 Households by Tenure and Mortgage Status

Total	1,423
Owner Occupied	79.0%
Owned with a Mortgage/Loan	35.9%
Owned Free and Clear	43.1%
Renter Occupied	21.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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## Top 3 Tapestry Segments

1. Prairie Living (6D)
2. Heartland Communities
3. Midlife Constants (5E)

## 2015 Consumer Spending

Apparel & Services: Total \$	\$2,058,047
Average Spent	\$1,488.10
Spending Potential Index	64
Computers & Accessories: Total \$	\$230,028
Average Spent	\$166.33
Spending Potential Index	65
Education: Total \$	\$1,062,617
Average Spent	\$768.34
Spending Potential Index	50
Entertainment/Recreation: Total \$	\$3,328,819
Average Spent	\$2,406.96
Spending Potential Index	73
Food at Home: Total \$	\$5,348,364
Average Spent	\$3,867.22
Spending Potential Index	74
Food Away from Home: Total \$	\$2,977,848
Average Spent	\$2,153.18
Spending Potential Index	66
Health Care: Total \$	\$5,307,695
Average Spent	\$3,837.81
Spending Potential Index	81
HH Furnishings & Equipment: Total \$	\$1,775,123
Average Spent	\$1,283.53
Spending Potential Index	70
Investments: Total \$	\$3,739,947
Average Spent	\$2,704.23
Spending Potential Index	98
Retail Goods: Total \$	\$26,882,172
Average Spent	\$19,437.58
Spending Potential Index	76
Shelter: Total \$	\$13,064,061
Average Spent	\$9,446.18
Spending Potential Index	57
TV/Video/Audio: Total \$	\$1,274,375
Average Spent	\$921.46
Spending Potential Index	70
Travel: Total \$	\$1,693,129
Average Spent	\$1,224.24
Spending Potential Index	63
Vehicle Maintenance & Repairs: Total \$	\$1,065,395
Average Spent	\$770.35
Spending Potential Index	69

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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