

### POPULATION

2011 (Estimate) - PRIMARY TRADE	33,062
2011 (Estimate) - CITY LIMITS	11,035
Growth 2000-11 - PRIMARY TRADE	-4.32%
Growth 2000-11 - CITY LIMITS	-4.16%
Growth 2011-16 (Estimate) - PRIMARY TRADE	-2.64%
Growth 2011-16 (Estimate) - CITY LIMITS	-2.58%

### EDUCATIONAL ATTAINMENT

Earned a College Degree	26.74%
Some Post-Secondary Education	53.87%

### COMPOSITION

Family Households	67.77%
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### AVERAGE INCOME (2011 Estimate)

Household Income	\$46,481
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### OCCUPATION

White Collar Workers	47.56%
Blue Collar Workers	31.89%
Service/Farm Workers	20.56%

### HOUSING

Owner Occupied Housing	72.89%
Median Housing Value	\$63,756
Houses less than 10 years old	6.86%

## OPPORTUNITY GAP HIGHLIGHTS

**TOTAL RETAIL LEAKAGE** **\$92,589,673**

Furniture and Home Furnishings	\$1,397,214
Electronics and Appliances	\$3,427,526
Home Centers	\$8,467,643
Grocery Stores	\$15,292,078
Clothing	\$5,674,343
Shoes	\$1,153,811
Sporting Goods, Hobby, Books and Music	\$3,702,939
Office Supplies, Stationery, Gift	\$1,876,800
Full Service Restaurants	\$6,473,379
Special Food	\$1,823,590
Drinking Places	\$768,466
Book Stores	\$815,017

The Opportunity Gap represents the difference between retail sales in specific categories of goods and services where reported demand (purchases by consumers living in an area) exceeds reported sales by merchants (supply) within the same defined trade area. Data is derived from the Consumer Expenditure Survey as administered by the U.S. Bureau of Labor Statistics and from the Census of Retail Trade, made available through the U.S. Census.

## About the City of Parsons

Parsons is located at the intersection of US Highways 59 and 400 providing convenience access to consumers from neighboring communities. The city is small enough to have a strong sense of community, yet it's big enough to support an excellent school system, a community college, a medical center, two museums, and a wonderful park system. The region ranks high in terms of the quality of its schools, and a recent survey of employers in the region identified the quality of the schools as a major factor in deciding to expand their business operations.

Parsons provides measurable benefits for today's challenging economic environment. Whether you are an existing business, expanding or relocating, Parsons ensures a smooth transition and continued success. The City of Parsons offers generous incentive packages and handles all inquiries with confidentiality and timeliness. Combined with outstanding state incentives for training, tax abatement, and enterprise zone Parsons is actively recruiting retailers to their community.

For more information about the City of Parsons contact Retail Attractions at (918) 376-6707 or [info@retailattractions.com](mailto:info@retailattractions.com)  
Visit [www.retailattractions.com](http://www.retailattractions.com) to download this and other information about the City of Parsons and other client cities

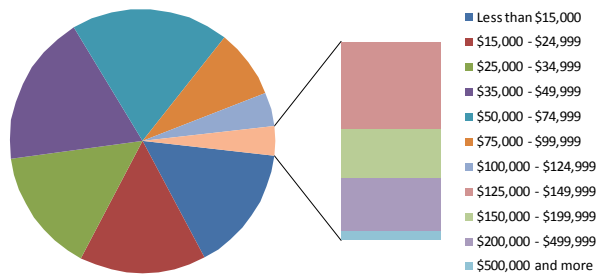
# City of Parsons Kansas



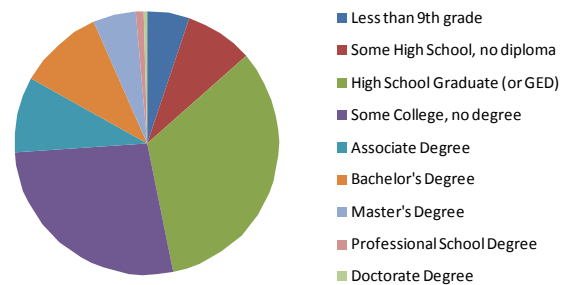
This trade area should be used for the vast majority of retailers including shopping and dining establishments.

Parsons has a lot to offer new residents to the area including quality schools, a beautiful community, available healthcare, quality roads and safety from crime. Labette County enjoys easy access to the larger metropolitan cities such as Tulsa, Wichita, and Kansas City. As the region returns to a growth pattern, Parsons is an excellent choice for new residents.

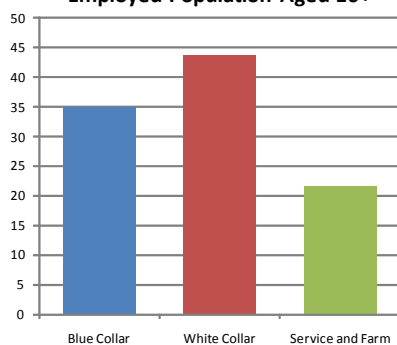
**Household Income 2010**



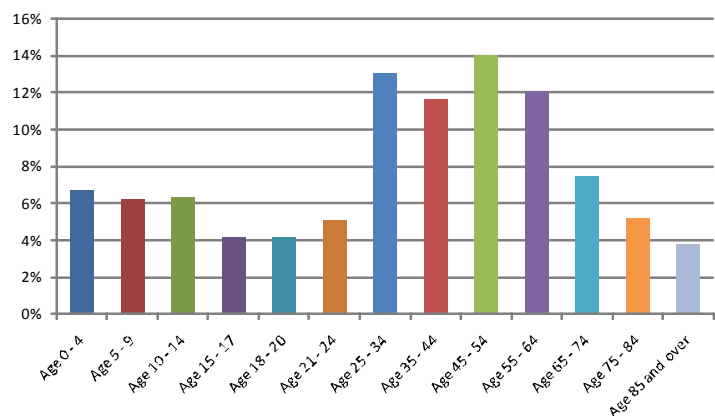
**Educational Attainment**



**Occupational Classification, Employed Population Aged 16+**



**Age Classification**



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