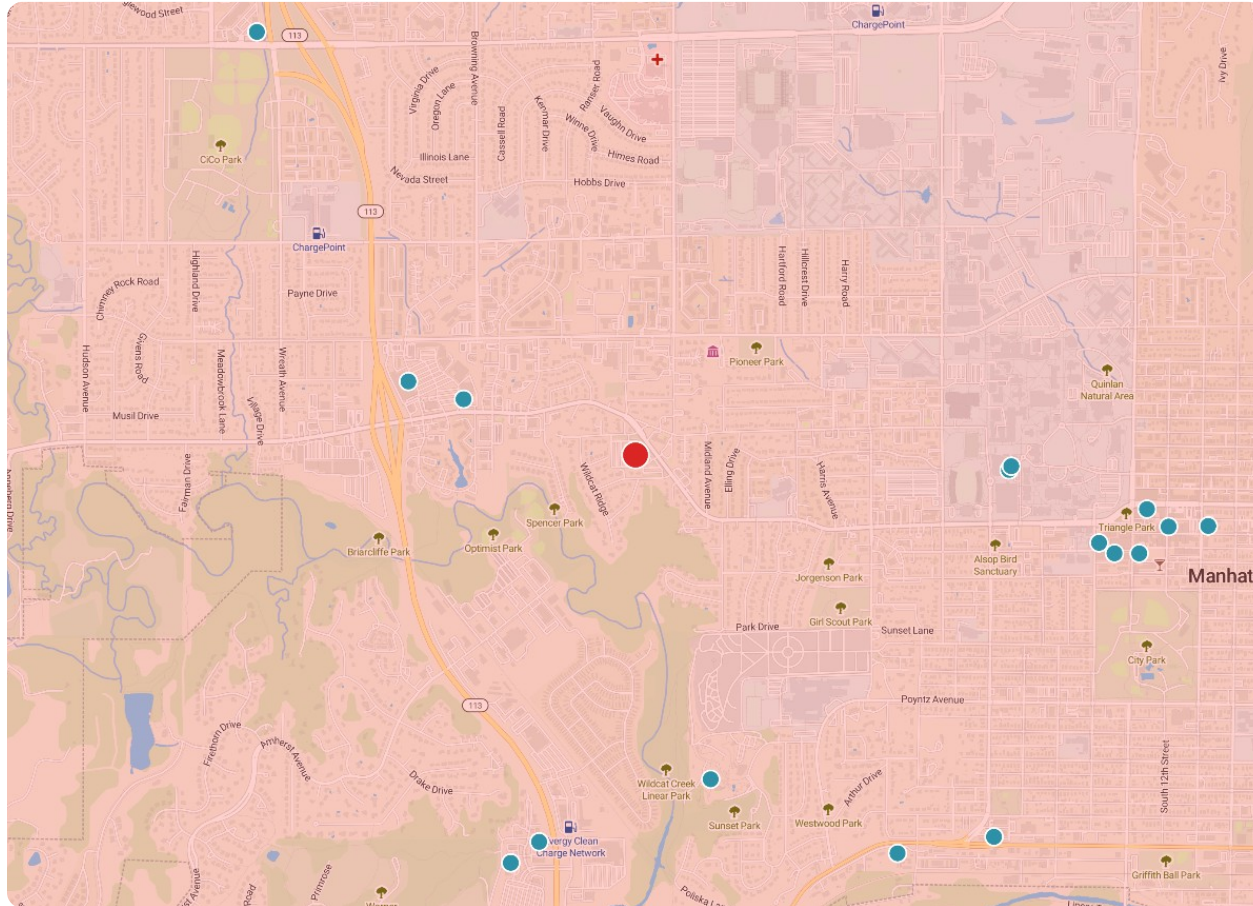


# 2323 Anderson Ave, Manhattan, KS 66502, USA

Site Analysis Report · July 2, 2026



16 minutes driving trade area

## Legend

- Target Location
- Existing Stores
- Tracked - Drawn
- Tracked - Avoid
- Tracked - Neutral
- Trade Area
- Cannibalized Area

## SALES FORECAST

**\$1,001,847.84**

Range \$810,805.30 — \$1,237,903.96

## DEMOGRAPHIC SNAPSHOT

Population **59,973**

Median Age **25 - 29**

Median Income **\$50,000 to \$74,999**

# 2323 Anderson Ave, Manhattan, KS 66502, USA

AI-Generated Insights

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The area around 2323 Anderson Ave in Manhattan, KS, presents a strong retail environment supported by a stable consumer base from Kansas State University students and staff, local residents, and Fort Riley personnel (Source 3, 5). Ongoing redevelopment in Aggieville is sustaining steady sales, while the approved K-State Edge District plans, including residential, hospitality, and entertainment components, are expected to significantly enhance future retail demand and foot traffic (Source 1, 2, 4).

This analysis was generated by AI based on the site data, demographics, nearby businesses, and market conditions. Always verify insights with additional research.

# 2323 Anderson Ave, Manhattan, KS 66502, USA

## Analog Store Analysis

ANALOG STORES FOUND

5

TRADE AREA

16 minute drive time trade area

### Store Overview

#	ADDRESS	CITY	STATE	MATCH	TOTAL SALES	SQUARE FT
1	1775 Vann Drive	Jackson	TN	92.2%	N/A	N/A
2	3460 Wilkes Barre Twp Commons	Wilkes-Barre	Pennsyl- vania	90.1%	N/A	N/A
3	3879 N Newton St	Jasper	IN	89.3%	\$2,465,297	16,300
4	2975 Concord Road	York	PA	88.0%	N/A	N/A
5	160 N Gates Dr	Bloomington	IN	87.4%	\$2,894,663	18,700

# 2323 Anderson Ave, Manhattan, KS 66502, USA

## Variable Comparison

VARIABLE	TARGET SITE	STORE 1	STORE 2	STORE 3	STORE 4	STORE 5
Total Population	59,973	74,918	97,387	21,588	134,223	110,686
White Population (%)	75.80%	48.06%	68.35%	87.36%	68.58%	79.79%
Black Population (%)	5.72%	41.57%	11.07%	0.58%	11.40%	4.40%
Asian Population (%)	5.30%	1.71%	1.71%	1.08%	2.58%	6.26%
Hispanic Population (%)	8.87%	6.12%	19.76%	10.45%	16.98%	5.52%
Grad/Professional Degree (%)	13.19%	8.19%	6.49%	5.97%	7.76%	14.86%
Population Growth Rate	0.31%	0.23%	0.30%	0.70%	0.32%	0.04%
Median Age	27.5	38.6	41.6	41.1	40.8	29.4
Median Household Income	\$66,396	\$60,217	\$55,355	\$68,774	\$74,992	\$58,419
Median Home Value	\$268,720	\$244,153	\$161,304	\$267,716	\$262,330	\$298,000
Median Contract Rent	\$1,014	\$949	\$920	\$677	\$1,107	\$1,067

# 2323 Anderson Ave, Manhattan, KS 66502, USA

## Variable Comparison

VARIABLE	TARGET SITE	STORE 1	STORE 2	STORE 3	STORE 4	STORE 5
Average Household Size	2.25	2.39	2.23	2.40	2.46	2.14
Married Pop	20,773	26,108	31,535	9,773	52,719	33,008
Pop w/Income Below Poverty Level	11,389	14,196	17,206	2,144	15,857	21,286
Owner HHs with 0 Vehicles	125	271	1,073	145	906	552
Retail Goods	\$606,971,119	\$730,301,829	\$890,224,193	\$259,825,427	\$1,458,248,399	\$1,109,913,410
Employed Civilian Pop 16+	33,294	33,808	45,254	11,225	64,934	56,126
Agriculture (%)	1.59%	0.80%	0.27%	2.13%	0.64%	0.28%
Arts/Entertn (%)	2.78%	1.24%	1.97%	1.95%	1.22%	3.15%
Construction (%)	5.51%	3.91%	4.57%	5.93%	5.12%	3.91%
Educ Services (%)	25.16%	8.64%	6.63%	4.82%	7.50%	24.31%
Finance/Insur (%)	3.57%	2.42%	4.87%	2.51%	4.31%	2.50%

# 2323 Anderson Ave, Manhattan, KS 66502, USA

## Variable Comparison

VARIABLE	TARGET SITE	STORE 1	STORE 2	STORE 3	STORE 4	STORE 5
Accom/Food (%)	9.68%	7.63%	7.69%	5.12%	6.83%	9.25%
Health Care (%)	12.02%	19.43%	17.33%	12.29%	16.15%	11.29%
Retail Trade (%)	10.47%	10.68%	13.10%	10.52%	11.01%	8.86%
Manufacturing (%)	4.72%	17.77%	9.87%	32.11%	15.23%	11.07%
Public Admin (%)	4.69%	3.03%	5.98%	4.38%	4.00%	4.72%
Utilities (%)	0.37%	0.55%	0.81%	0.45%	1.21%	0.22%

# 2323 Anderson Ave, Manhattan, KS 66502, USA

## Demographics Analysis

POPULATION

**59,973**

MEDIAN AGE

**25 - 29**

MEDIAN INCOME

**\$50,000 to \$74,999**

AREA TYPE

**Indeterminate**

### Age Distribution

CATEGORY	POPULATION	LOCAL %	STORE AVG. %
80+	1,831	3.1%	3.8%
70-79	3,146	5.2%	7.3%
60-69	4,129	6.9%	10.4%
45-59	6,277	10.5%	17.1%
30-44	11,504	19.2%	23.2%
20-29	18,273	30.5%	16.0%
10-19	8,873	14.8%	11.4%
Under 10	5,938	9.9%	10.8%

Store averages based on 102 sites

### Race Distribution

CATEGORY	POPULATION	LOCAL %	STORE AVG. %
White alone	45,457	69.6%	52.3%
Black or African American alone	3,428	5.3%	12.9%
Asian alone	3,180	4.9%	9.8%
American Indian and Alaska Native alone	476	0.7%	1.1%
Native Hawaiian and Other Pacific Islander alone	184	0.3%	0.2%
Some other race alone	2,040	3.1%	11.2%
Two or more races	5,209	8.0%	12.5%
Hispanic or Latino	5,318	8.1%	25.0%

Store averages based on 102 sites

# 2323 Anderson Ave, Manhattan, KS 66502, USA

## Demographics Analysis

### Sex Distribution

CATEGORY	POPULATION	LOCAL %	STORE AVG. %
Male	30,755	51.3%	49.8%
Female	29,218	48.7%	50.2%

Store averages based on 102 sites

### Education Distribution

CATEGORY	POPULATION	LOCAL %	STORE AVG. %
Graduate or professional degree	7,910	24.8%	19.3%
Bachelor degree	9,523	29.9%	27.8%
Associate degree	3,724	11.7%	8.0%
Some college	5,690	17.9%	15.4%
High school graduate	4,622	14.5%	17.2%
Less than high school	375	1.2%	4.5%

Store averages based on 102 sites

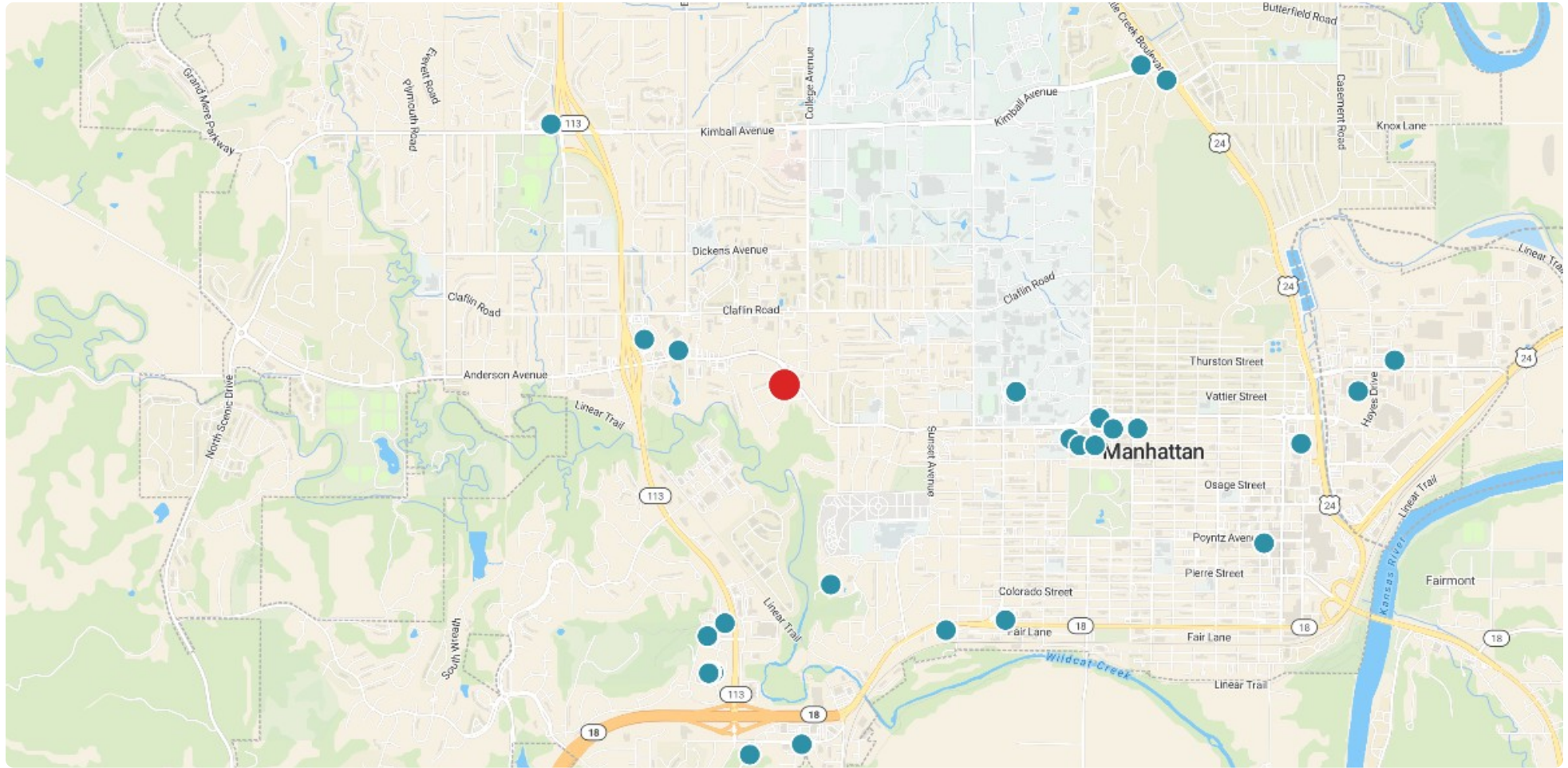
### Income Distribution

CATEGORY	POPULATION	LOCAL %	STORE AVG. %
\$200,000 and over	2,227	9.1%	170%
\$150,000 to \$199,999	2,762	11.3%	9.7%
\$100,000 to \$149,999	3,104	12.7%	170%
\$75,000 to \$99,999	2,837	11.6%	11.9%
\$50,000 to \$74,999	4,017	16.4%	15.1%
\$35,000 to \$49,999	2,727	11.1%	9.2%
\$25,000 to \$34,999	2,107	8.6%	5.9%
\$15,000 to \$24,999	1,417	5.8%	5.4%
Under \$15,000	3,333	13.6%	8.6%

Store averages based on 102 sites

# 2323 Anderson Ave, Manhattan, KS 66502, USA

Tracked Businesses
















Nearby Tracked Businesses

## Legend

- Target Location
- Tracked Business - Drawn
- Tracked Business - Avoid
- Tracked Business - Neutral


# 2323 Anderson Ave, Manhattan, KS 66502, USA

## Tracked Businesses

	NAME	DIST.	LOCAL	STATE	NATIONAL	YOY	VISITS
	Marshalls	0.5 mi	1 of 1	Bottom 5%	Bottom 45%	+9.6%	300,844
	Starbucks	0.6 mi	2 of 2	Bottom 35%	Top 45%	-0.1%	197,542
	Expedition Cafe	0.8 mi	—	—	—	—	—
	Qdoba Mexican Grill	0.9 mi	—	—	—	—	—
	Radina's Coffeehouse and Roastery	1.0 mi	—	—	—	—	—
	Panera Bread	1.0 mi	1 of 1	Bottom 25%	Top 50%	+1.3%	257,132
	Tequila Modern Mexican 2	1.1 mi	—	—	—	—	—
	Starbucks	1.2 mi	1 of 2	Bottom 40%	Top 40%	-0.3%	204,598
	Target	1.2 mi	—	—	—	—	—
	Target	1.2 mi	1 of 1	Top 10%	Top 5%	-0.9%	2,323,477
	Abelardo's	1.2 mi	—	—	—	+3.1%	65,821
	Tres Hermanos Tacos	1.2 mi	—	—	—	—	—
	Guero Loco	1.2 mi	—	—	—	—	—




# 2323 Anderson Ave, Manhattan, KS 66502, USA

## Tracked Businesses

	NAME	DIST.	LOCAL	STATE	NATIONAL	YOY	VISITS
● 	Starbucks	1.3 mi	—	—	—	—	—
● 	Chipotle Mexican Grill	1.3 mi	1 of 1	Top 10%	Top 5%	+0.1%	324,437
● 	Acapulco Restaurants	1.3 mi	—	—	—	—	—
● 	Taco Lucha	1.4 mi	—	—	—	+0.8%	134,847
● 	Herbalife Little Apple Nutrition	1.4 mi	—	—	—	—	—
● 	Mi Tierra Restaurant and Cantina	1.5 mi	—	—	—	+2.9%	123,606
● 	Hillside Cafe	1.5 mi	—	—	—	+27.4%	283,418
● 	El Tapatio	1.5 mi	—	—	—	—	—
● 	La Fiesta Mexican Restaurant	2.0 mi	—	—	—	+2.0%	81,180
● 	Taqueria El Arriero	2.0 mi	—	—	—	—	—
● 	Starbucks	2.1 mi	—	—	—	—	—
● 	El Patron	2.1 mi	—	—	—	+1.4%	70,036
● 	Walmart	2.4 mi	1 of 1	2 of 2	Bottom 5%	+10.1%	7,944

# 2323 Anderson Ave, Manhattan, KS 66502, USA

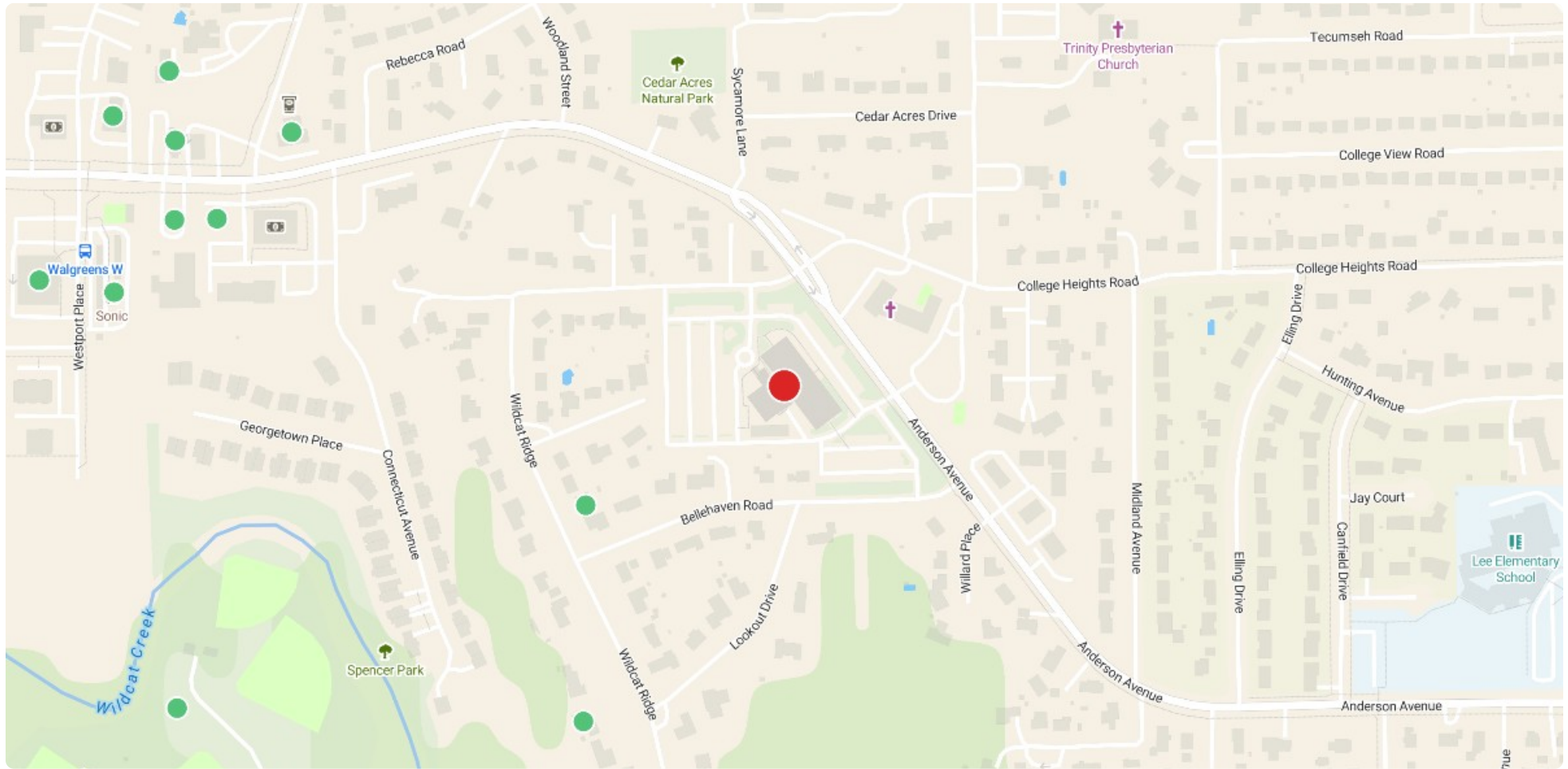
## Tracked Businesses

NAME	DIST.	LOCAL	STATE	NATIONAL	YOY	VISITS
 Walmart	2.4 mi	—	—	—	—	—
 Walmart	2.4 mi	—	—	—	—	—
 Dunkin'	2.5 mi	1 of 1	Top 10%	Top 5%	-4.2%	335,459

*Data above shows yearly brand rankings · 29 businesses*

# 2323 Anderson Ave, Manhattan, KS 66502, USA

Foot Traffic POIs



Foot Traffic POI Locations

## Legend

- Target Location
- Foot Traffic POIs

# 2323 Anderson Ave, Manhattan, KS 66502, USA

## Foot Traffic POIs

	NAME	DIST.	LOCAL	STATE	NATIONAL	YOY	VISITS
T	The Groomer	0.1 mi	—	—	—	+25.6%	12,842
H	Humane Society Riley County	0.2 mi	—	—	—	+17.5%	13,053
K	Kansas State University Federal Cre...	0.3 mi	—	—	—	+2.3%	8,998
	Dunne's Pharmacy	0.3 mi	2 of 2	Bottom 20%	Bottom 30%	+2.6%	26,291
	Papa John's	0.3 mi	1 of 1	Top 5%	Top 5%	+2.6%	52,294
	Jimmy John's	0.3 mi	1 of 1	Bottom 35%	Top 45%	+2.3%	126,915
W	Wolf House Museum	0.3 mi	—	—	—	+9.4%	92,557
	Riley County Historical Museum	0.3 mi	—	—	—	+9.4%	92,557
	Chens Chinese Restaurant	0.3 mi	—	—	—	+2.0%	121,758
	Kansas Forest Service Demonstration...	0.3 mi	—	—	—	-1.0%	293,933
	Central National Bank	0.3 mi	—	—	—	+2.4%	25,581
	Sonic	0.3 mi	1 of 1	Bottom 15%	Bottom 20%	+0.6%	209,191
	Optimist Park	0.4 mi	—	—	—	+29.4%	40,964

# 2323 Anderson Ave, Manhattan, KS 66502, USA

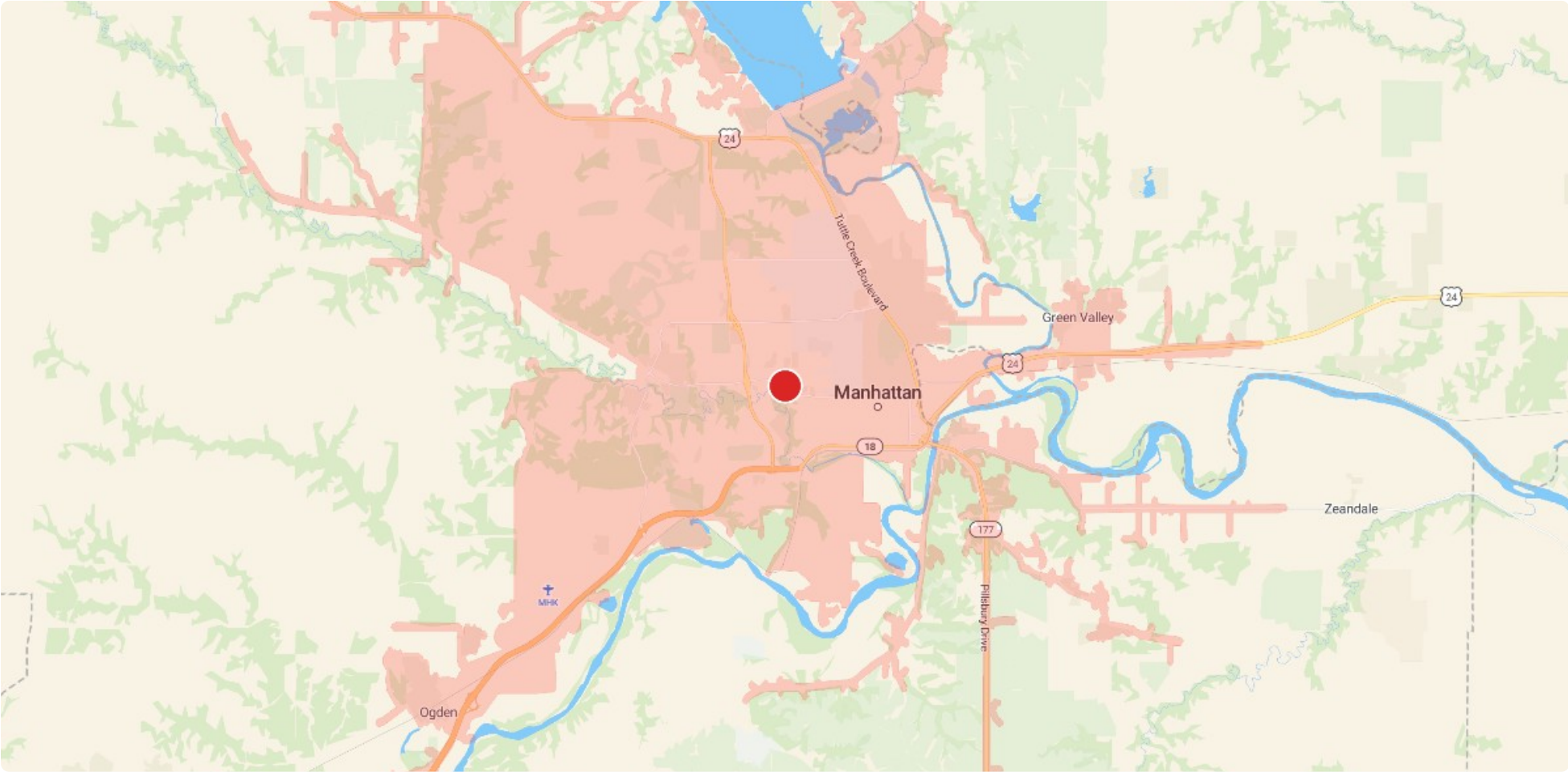
## Foot Traffic POIs

	NAME	DIST.	LOCAL	STATE	NATIONAL	YOY	VISITS
	Diamond Real Estate Management	0.4 mi	—	—	—	-1.5%	4,834
	Intrust Bank	0.4 mi	—	—	—	+2.5%	34,035
	Goodnow House State Historic Site	0.4 mi	—	—	—	-0.1%	9,007
P	Paradise Pool	0.4 mi	—	—	—	-2.7%	30,335
	Rustic Roots Hair Co	0.4 mi	—	—	—	-2.7%	33,294
	Walgreens	0.4 mi	1 of 1	Bottom 35%	Top 45%	+1.1%	375,561
	Ivy Massage	0.4 mi	—	—	—	+11.5%	20,271

Data above shows yearly brand rankings · 20 POIs

# 2323 Anderson Ave, Manhattan, KS 66502, USA

## Cannibalization Analysis



Cannibalized Store Trade Areas

### Legend

- New Location
- Existing Stores
- Trade Area
- Cannibalized Area

# 2323 Anderson Ave, Manhattan, KS 66502, USA

## Cannibalization Analysis

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STORES AFFECTED

**0**

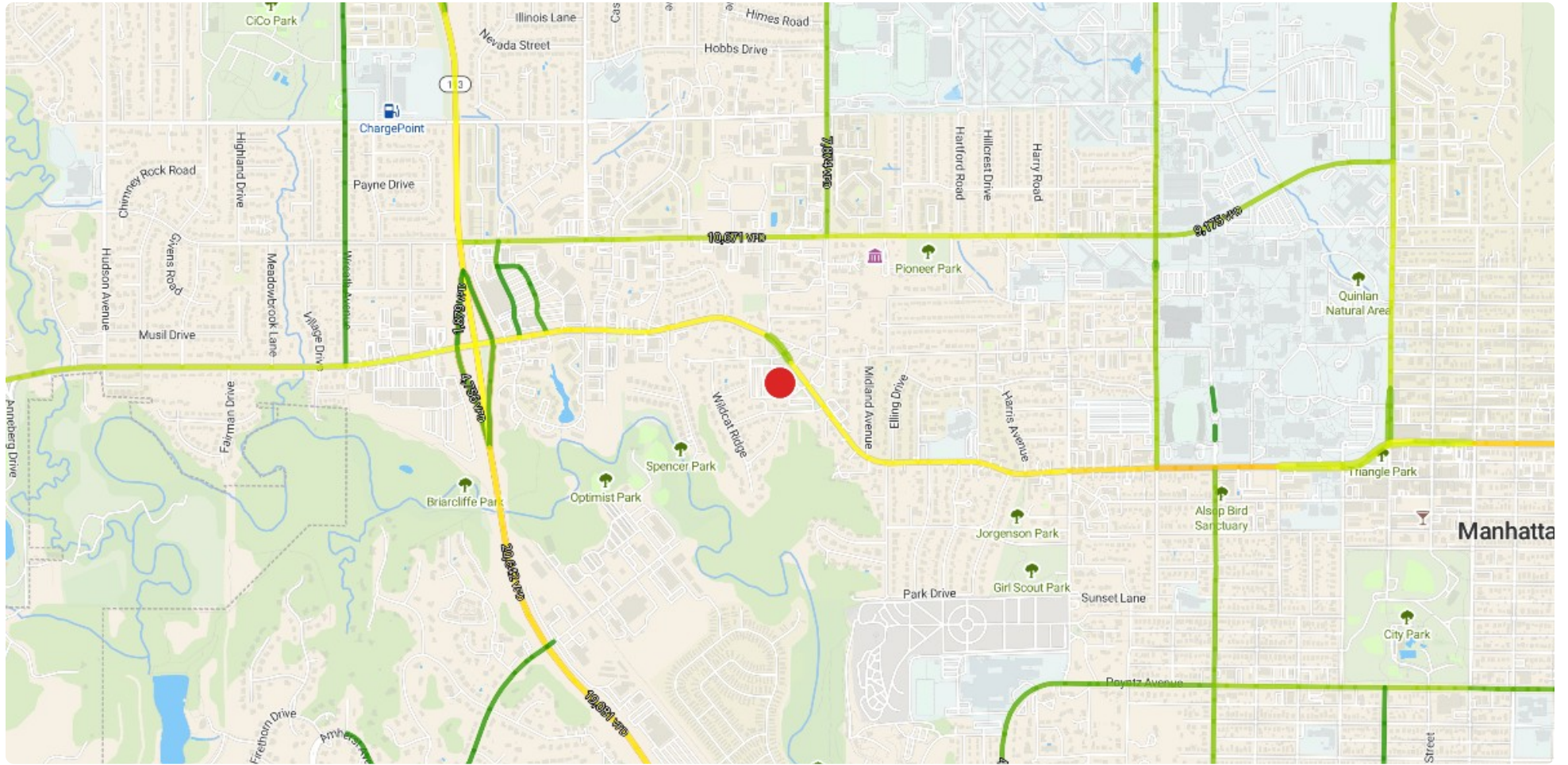
TOTAL IMPACT

**\$0**

No cannibalization impact detected for this location.

# 2323 Anderson Ave, Manhattan, KS 66502, USA

## Traffic Analysis



Vehicle Traffic Volume

### Traffic Volume



Low

High

# 2323 Anderson Ave, Manhattan, KS 66502, USA

## Traffic Analysis

ROADS ANALYZED

**10**

TOTAL VOLUME

**163,069**

AVG VOLUME

**16,307**

STREET NAME	ROAD TYPE	DAILY VOLUME
Anderson Avenue	secondary	17,495
Anderson Avenue	secondary	17,386
Anderson Avenue	secondary	17,345
Anderson Avenue	secondary	17,233
Anderson Avenue	secondary	17,147
Anderson Avenue	secondary	17,086
Anderson Avenue	secondary	17,079
Anderson Avenue	secondary	16,992
Anderson Avenue	secondary	16,680
Anderson Avenue	secondary	8,626