



Retail Marketplace Potential

Derby, KS

Demographic Summary		2017	2022
Population		23,214	23,744
Population 18+		17,389	17,905
Households		8,590	8,751
Median Household Income		\$68,545	\$77,780

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	8,738	50.3%	105
Bought any women's clothing in last 12 months	7,681	44.2%	102
Bought clothing for child <13 years in last 6 months	4,782	27.5%	100
Bought any shoes in last 12 months	9,599	55.2%	103
Bought costume jewelry in last 12 months	3,307	19.0%	100
Bought any fine jewelry in last 12 months	2,967	17.1%	95
Bought a watch in last 12 months	2,585	14.9%	97
Automobiles (Households)			
HH owns/leases any vehicle	7,775	90.5%	106
HH bought/leased new vehicle last 12 mo	916	10.7%	108
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	15,723	90.4%	106
Bought/changed motor oil in last 12 months	9,072	52.2%	108
Had tune-up in last 12 months	4,940	28.4%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	11,404	65.6%	99
Drank regular cola in last 6 months	7,511	43.2%	98
Drank beer/ale in last 6 months	7,699	44.3%	105
Cameras (Adults)			
Own digital point & shoot camera/camcorder	4,442	25.5%	120
Own digital SLR camera/camcorder	1,701	9.8%	117
Printed digital photos in last 12 months	2,640	15.2%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,192	35.6%	98
Have a smartphone	11,995	69.0%	103
Have a smartphone: Android phone (any brand)	5,627	32.4%	101
Have a smartphone: Apple iPhone	5,588	32.1%	105
Number of cell phones in household: 1	2,429	28.3%	88
Number of cell phones in household: 2	3,448	40.1%	107
Number of cell phones in household: 3+	2,412	28.1%	108
HH has cell phone only (no landline telephone)	3,736	43.5%	96
Computers (Households)			
HH owns a computer	6,988	81.4%	107
HH owns desktop computer	4,062	47.3%	111
HH owns laptop/notebook	5,014	58.4%	105
HH owns any Apple/Mac brand computer	1,245	14.5%	94
HH owns any PC/non-Apple brand computer	6,236	72.6%	109
HH purchased most recent computer in a store	3,636	42.3%	113
HH purchased most recent computer online	1,172	13.6%	105
Spent <\$500 on most recent home computer	1,385	16.1%	105
Spent \$500-\$999 on most recent home computer	1,873	21.8%	119
Spent \$1,000-\$1,499 on most recent home computer	914	10.6%	117
Spent \$1,500-\$1,999 on most recent home computer	405	4.7%	110
Spent \$2,000+ on most recent home computer	296	3.4%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	9,067	52.1%	105
Bought brewed coffee at convenience store in last 30 days	2,780	16.0%	103
Bought cigarettes at convenience store in last 30 days	2,066	11.9%	98
Bought gas at convenience store in last 30 days	6,789	39.0%	115
Spent at convenience store in last 30 days: <\$20	1,379	7.9%	101
Spent at convenience store in last 30 days: \$20-\$39	1,604	9.2%	101
Spent at convenience store in last 30 days: \$40-\$50	1,382	7.9%	105
Spent at convenience store in last 30 days: \$51-\$99	796	4.6%	99
Spent at convenience store in last 30 days: \$100+	4,707	27.1%	115
Entertainment (Adults)			
Attended a movie in last 6 months	10,679	61.4%	104
Went to live theater in last 12 months	2,380	13.7%	105
Went to a bar/night club in last 12 months	3,334	19.2%	114
Dined out in last 12 months	8,685	49.9%	111
Gambled at a casino in last 12 months	2,631	15.1%	109
Visited a theme park in last 12 months	3,176	18.3%	102
Viewed movie (video-on-demand) in last 30 days	3,235	18.6%	102
Viewed TV show (video-on-demand) in last 30 days	2,330	13.4%	102
Watched any pay-per-view TV in last 12 months	2,217	12.7%	103
Downloaded a movie over the Internet in last 30 days	1,212	7.0%	84
Downloaded any individual song in last 6 months	3,865	22.2%	105
Watched a movie online in the last 30 days	3,025	17.4%	92
Watched a TV program online in last 30 days	2,675	15.4%	91
Played a video/electronic game (console) in last 12 months	1,807	10.4%	105
Played a video/electronic game (portable) in last 12 months	825	4.7%	105
Financial (Adults)			
Have home mortgage (1st)	6,340	36.5%	119
Used ATM/cash machine in last 12 months	9,320	53.6%	108
Own any stock	1,424	8.2%	113
Own U.S. savings bond	1,052	6.0%	118
Own shares in mutual fund (stock)	1,463	8.4%	115
Own shares in mutual fund (bonds)	999	5.7%	114
Have interest checking account	5,594	32.2%	118
Have non-interest checking account	5,613	32.3%	110
Have savings account	10,654	61.3%	112
Have 401K retirement savings plan	2,963	17.0%	116
Own/used any credit/debit card in last 12 months	13,916	80.0%	106
Avg monthly credit card expenditures: <\$111	2,539	14.6%	122
Avg monthly credit card expenditures: \$111-\$225	1,370	7.9%	111
Avg monthly credit card expenditures: \$226-\$450	1,307	7.5%	114
Avg monthly credit card expenditures: \$451-\$700	1,092	6.3%	118
Avg monthly credit card expenditures: \$701-\$1,000	900	5.2%	112
Avg monthly credit card expenditures: \$1,001+	1,620	9.3%	101
Did banking online in last 12 months	7,210	41.5%	113
Did banking on mobile device in last 12 months	3,297	19.0%	109
Paid bills online in last 12 months	8,582	49.4%	110

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	6,178	71.9%	103
Used bread in last 6 months	8,172	95.1%	101
Used chicken (fresh or frozen) in last 6 months	6,066	70.6%	102
Used turkey (fresh or frozen) in last 6 months	1,522	17.7%	112
Used fish/seafood (fresh or frozen) in last 6 months	4,709	54.8%	100
Used fresh fruit/vegetables in last 6 months	7,530	87.7%	101
Used fresh milk in last 6 months	7,616	88.7%	101
Used organic food in last 6 months	1,601	18.6%	91
Health (Adults)			
Exercise at home 2+ times per week	5,431	31.2%	108
Exercise at club 2+ times per week	2,462	14.2%	106
Visited a doctor in last 12 months	13,581	78.1%	103
Used vitamin/dietary supplement in last 6 months	9,365	53.9%	102
Home (Households)			
Any home improvement in last 12 months	2,804	32.6%	120
Used housekeeper/maid/professional HH cleaning service in last 12	1,048	12.2%	91
Purchased low ticket HH furnishings in last 12 months	1,504	17.5%	108
Purchased big ticket HH furnishings in last 12 months	1,962	22.8%	107
Bought any small kitchen appliance in last 12 months	1,999	23.3%	105
Bought any large kitchen appliance in last 12 months	1,205	14.0%	111
Insurance (Adults/Households)			
Currently carry life insurance	8,773	50.5%	117
Carry medical/hospital/accident insurance	12,752	73.3%	106
Carry homeowner insurance	9,884	56.8%	121
Carry renter's insurance	1,412	8.1%	93
Have auto insurance: 1 vehicle in household covered	2,307	26.9%	86
Have auto insurance: 2 vehicles in household covered	2,779	32.4%	113
Have auto insurance: 3+ vehicles in household covered	2,422	28.2%	130
Pets (Households)			
Household owns any pet	5,214	60.7%	112
Household owns any cat	2,284	26.6%	118
Household owns any dog	4,021	46.8%	113
Psychographics (Adults)			
Buying American is important to me	7,849	45.1%	109
Usually buy items on credit rather than wait	1,863	10.7%	87
Usually buy based on quality - not price	3,106	17.9%	97
Price is usually more important than brand name	4,480	25.8%	97
Usually use coupons for brands I buy often	3,363	19.3%	106
Am interested in how to help the environment	2,442	14.0%	85
Usually pay more for environ safe product	2,030	11.7%	87
Usually value green products over convenience	1,647	9.5%	87
Likely to buy a brand that supports a charity	5,962	34.3%	98
Reading (Adults)			
Bought digital book in last 12 months	2,745	15.8%	111
Bought hardcover book in last 12 months	3,791	21.8%	106
Bought paperback book in last 12 month	5,438	31.3%	105
Read any daily newspaper (paper version)	4,528	26.0%	108
Read any digital newspaper in last 30 days	6,470	37.2%	109
Read any magazine (paper/electronic version) in last 6 months	16,003	92.0%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	13,781	79.3%	106
Went to family restaurant/steak house: 4+ times a month	5,331	30.7%	112
Went to fast food/drive-in restaurant in last 6 months	16,022	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	7,480	43.0%	110
Fast food/drive-in last 6 months: eat in	6,720	38.6%	106
Fast food/drive-in last 6 months: home delivery	1,347	7.7%	101
Fast food/drive-in last 6 months: take-out/drive-thru	8,982	51.7%	112
Fast food/drive-in last 6 months: take-out/walk-in	3,618	20.8%	103
Television & Electronics (Adults/Households)			
Own any tablet	6,136	35.3%	105
Own any e-reader	1,688	9.7%	112
Own e-reader/tablet: iPad	3,543	20.4%	99
HH has Internet connectable TV	1,989	23.2%	115
Own any portable MP3 player	5,315	30.6%	109
HH owns 1 TV	1,465	17.1%	82
HH owns 2 TVs	2,287	26.6%	102
HH owns 3 TVs	2,022	23.5%	109
HH owns 4+ TVs	1,877	21.9%	120
HH subscribes to cable TV	4,130	48.1%	101
HH subscribes to fiber optic	674	7.8%	98
HH owns portable GPS navigation device	2,832	33.0%	122
HH purchased video game system in last 12 mos	570	6.6%	86
HH owns Internet video device for TV	960	11.2%	101
Travel (Adults)			
Domestic travel in last 12 months	9,773	56.2%	111
Took 3+ domestic non-business trips in last 12 months	2,101	12.1%	108
Spent on domestic vacations in last 12 months: <\$1,000	2,038	11.7%	113
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,131	6.5%	114
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	736	4.2%	115
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	785	4.5%	119
Spent on domestic vacations in last 12 months: \$3,000+	1,126	6.5%	113
Domestic travel in the 12 months: used general travel website	1,174	6.8%	97
Foreign travel in last 3 years	4,074	23.4%	97
Took 3+ foreign trips by plane in last 3 years	597	3.4%	78
Spent on foreign vacations in last 12 months: <\$1,000	614	3.5%	83
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	555	3.2%	92
Spent on foreign vacations in last 12 months: \$3,000+	805	4.6%	92
Foreign travel in last 3 years: used general travel website	845	4.9%	85
Nights spent in hotel/motel in last 12 months: any	8,122	46.7%	113
Took cruise of more than one day in last 3 years	1,412	8.1%	102
Member of any frequent flyer program	2,782	16.0%	98
Member of any hotel rewards program	2,814	16.2%	109

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