



Retail Market Potential

Derby city
Place

Demographic Summary		2016	2021
Population		23,462	24,231
Population 18+		17,522	18,295
Households		8,676	8,908
Median Household Income		\$65,803	\$75,968

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	8,752	49.9%	106
Bought any women's clothing in last 12 months	8,001	45.7%	104
Bought clothing for child <13 years in last 6 months	4,901	28.0%	101
Bought any shoes in last 12 months	9,796	55.9%	104
Bought costume jewelry in last 12 months	3,713	21.2%	108
Bought any fine jewelry in last 12 months	3,153	18.0%	98
Bought a watch in last 12 months	1,989	11.4%	103
Automobiles (Households)			
HH owns/leases any vehicle	7,976	91.9%	107
HH bought/leased new vehicle last 12 mo	944	10.9%	116
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	16,020	91.4%	107
Bought/changed motor oil in last 12 months	9,359	53.4%	109
Had tune-up in last 12 months	5,310	30.3%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	11,349	64.8%	99
Drank regular cola in last 6 months	7,717	44.0%	98
Drank beer/ale in last 6 months	7,784	44.4%	104
Cameras (Adults)			
Own digital point & shoot camera	6,163	35.2%	121
Own digital single-lens reflex (SLR) camera	1,751	10.0%	116
Bought any camera in last 12 months	1,112	6.3%	111
Printed digital photos in last 12 months	535	3.1%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,250	35.7%	99
Have a smartphone	10,572	60.3%	103
Have a smartphone: Android phone (any brand)	4,913	28.0%	104
Have a smartphone: Apple iPhone	4,684	26.7%	103
Number of cell phones in household: 1	2,478	28.6%	89
Number of cell phones in household: 2	3,451	39.8%	106
Number of cell phones in household: 3+	2,402	27.7%	109
HH has cell phone only (no landline telephone)	3,479	40.1%	96
Computers (Households)			
HH owns a computer	7,131	82.2%	107
HH owns desktop computer	4,428	51.0%	113
HH owns laptop/notebook	4,997	57.6%	106
HH owns any Apple/Mac brand computer	1,195	13.8%	92
HH owns any PC/non-Apple brand computer	6,480	74.7%	110
HH purchased most recent computer in a store	3,714	42.8%	114
HH purchased most recent computer online	1,266	14.6%	112
Spent <\$500 on most recent home computer	1,404	16.2%	111
Spent \$500-\$999 on most recent home computer	1,947	22.4%	118
Spent \$1,000-\$1,499 on most recent home computer	957	11.0%	117
Spent \$1,500-\$1,999 on most recent home computer	392	4.5%	99
Spent \$2,000+ on most recent home computer	339	3.9%	100

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 2016 and 2021.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	9,546	54.5%	107
Bought brewed coffee at convenience store in last 30 days	2,718	15.5%	99
Bought cigarettes at convenience store in last 30 days	2,072	11.8%	95
Bought gas at convenience store in last 30 days	6,587	37.6%	114
Spent at convenience store in last 30 days: <\$20	1,470	8.4%	104
Spent at convenience store in last 30 days: \$20-\$39	1,612	9.2%	102
Spent at convenience store in last 30 days: \$40-\$50	1,412	8.1%	106
Spent at convenience store in last 30 days: \$51-\$99	870	5.0%	112
Spent at convenience store in last 30 days: \$100+	4,512	25.8%	112
Entertainment (Adults)			
Attended a movie in last 6 months	11,005	62.8%	106
Went to live theater in last 12 months	2,556	14.6%	112
Went to a bar/night club in last 12 months	3,218	18.4%	110
Dined out in last 12 months	8,880	50.7%	113
Gambled at a casino in last 12 months	2,729	15.6%	114
Visited a theme park in last 12 months	3,207	18.3%	104
Viewed movie (video-on-demand) in last 30 days	3,131	17.9%	105
Viewed TV show (video-on-demand) in last 30 days	2,303	13.1%	102
Watched any pay-per-view TV in last 12 months	2,431	13.9%	106
Downloaded a movie over the Internet in last 30 days	1,105	6.3%	88
Downloaded any individual song in last 6 months	3,992	22.8%	112
Watched a movie online in the last 30 days	2,577	14.7%	92
Watched a TV program online in last 30 days	2,507	14.3%	96
Played a video/electronic game (console) in last 12 months	1,982	11.3%	108
Played a video/electronic game (portable) in last 12 months	804	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	6,528	37.3%	120
Used ATM/cash machine in last 12 months	9,487	54.1%	110
Own any stock	1,599	9.1%	119
Own U.S. savings bond	1,170	6.7%	126
Own shares in mutual fund (stock)	1,497	8.5%	118
Own shares in mutual fund (bonds)	974	5.6%	114
Have interest checking account	5,963	34.0%	121
Have non-interest checking account	5,552	31.7%	112
Have savings account	10,907	62.2%	115
Have 401K retirement savings plan	3,147	18.0%	124
Own/used any credit/debit card in last 12 months	14,038	80.1%	107
Avg monthly credit card expenditures: <\$111	2,414	13.8%	119
Avg monthly credit card expenditures: \$111-\$225	1,366	7.8%	113
Avg monthly credit card expenditures: \$226-\$450	1,241	7.1%	112
Avg monthly credit card expenditures: \$451-\$700	1,060	6.0%	113
Avg monthly credit card expenditures: \$701-\$1,000	907	5.2%	120
Avg monthly credit card expenditures: \$1,001+	1,573	9.0%	99
Did banking online in last 12 months	7,182	41.0%	115
Did banking on mobile device in last 12 months	2,731	15.6%	111
Paid bills online in last 12 months	8,427	48.1%	112

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	6,305	72.7%	105
Used bread in last 6 months	8,293	95.6%	102
Used chicken (fresh or frozen) in last 6 months	6,136	70.7%	102
Used turkey (fresh or frozen) in last 6 months	1,511	17.4%	110
Used fish/seafood (fresh or frozen) in last 6 months	4,856	56.0%	102
Used fresh fruit/vegetables in last 6 months	7,664	88.3%	103
Used fresh milk in last 6 months	7,790	89.8%	102
Used organic food in last 6 months	1,538	17.7%	90
Health (Adults)			
Exercise at home 2+ times per week	5,466	31.2%	110
Exercise at club 2+ times per week	2,522	14.4%	111
Visited a doctor in last 12 months	13,930	79.5%	105
Used vitamin/dietary supplement in last 6 months	9,471	54.1%	102
Home (Households)			
Any home improvement in last 12 months	2,742	31.6%	118
Used housekeeper/maid/professional HH cleaning service in last 12	1,054	12.1%	92
Purchased low ticket HH furnishings in last 12 months	1,488	17.2%	107
Purchased big ticket HH furnishings in last 12 months	1,916	22.1%	106
Bought any small kitchen appliance in last 12 months	2,050	23.6%	106
Bought any large kitchen appliance in last 12 months	1,224	14.1%	111
Insurance (Adults/Households)			
Currently carry life insurance	8,919	50.9%	119
Carry medical/hospital/accident insurance	12,388	70.7%	108
Carry homeowner insurance	9,960	56.8%	121
Carry renter's insurance	1,543	8.8%	108
Have auto insurance: 1 vehicle in household covered	2,347	27.1%	88
Have auto insurance: 2 vehicles in household covered	2,826	32.6%	114
Have auto insurance: 3+ vehicles in household covered	2,465	28.4%	130
Pets (Households)			
Household owns any pet	5,263	60.7%	113
Household owns any cat	2,254	26.0%	116
Household owns any dog	4,068	46.9%	115
Psychographics (Adults)			
Buying American is important to me	8,097	46.2%	109
Usually buy items on credit rather than wait	1,801	10.3%	88
Usually buy based on quality - not price	3,057	17.4%	97
Price is usually more important than brand name	4,422	25.2%	96
Usually use coupons for brands I buy often	3,508	20.0%	106
Am interested in how to help the environment	2,484	14.2%	87
Usually pay more for environ safe product	1,916	10.9%	86
Usually value green products over convenience	1,583	9.0%	86
Likely to buy a brand that supports a charity	6,061	34.6%	99
Reading (Adults)			
Bought digital book in last 12 months	2,503	14.3%	108
Bought hardcover book in last 12 months	3,914	22.3%	107
Bought paperback book in last 12 month	5,756	32.9%	105
Read any daily newspaper (paper version)	5,105	29.1%	111
Read any digital newspaper in last 30 days	6,176	35.2%	106
Read any magazine (paper/electronic version) in last 6 months	16,169	92.3%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	13,944	79.6%	107
Went to family restaurant/steak house: 4+ times a month	5,463	31.2%	113
Went to fast food/drive-in restaurant in last 6 months	16,051	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	7,386	42.2%	107
Fast food/drive-in last 6 months: eat in	6,867	39.2%	108
Fast food/drive-in last 6 months: home delivery	1,311	7.5%	98
Fast food/drive-in last 6 months: take-out/drive-thru	8,962	51.1%	110
Fast food/drive-in last 6 months: take-out/walk-in	3,501	20.0%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	5,990	34.2%	108
Own e-reader/tablet: iPad	2,754	15.7%	102
Own any portable MP3 player	6,016	34.3%	111
HH owns 1 TV	1,423	16.4%	80
HH owns 2 TVs	2,241	25.8%	100
HH owns 3 TVs	2,029	23.4%	109
HH owns 4+ TVs	2,012	23.2%	123
HH subscribes to cable TV	4,342	50.0%	101
HH subscribes to fiber optic	631	7.3%	96
HH has satellite dish	2,436	28.1%	111
HH owns DVD/Blu-ray player	5,653	65.2%	108
HH owns camcorder	1,377	15.9%	114
HH owns portable GPS navigation device	2,877	33.2%	121
HH purchased video game system in last 12 mos	569	6.6%	83
HH owns Internet video device for TV	613	7.1%	100
Travel (Adults)			
Domestic travel in last 12 months	9,977	56.9%	114
Took 3+ domestic non-business trips in last 12 months	2,265	12.9%	116
Spent on domestic vacations in last 12 months: <\$1,000	2,224	12.7%	118
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,111	6.3%	109
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	787	4.5%	126
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	809	4.6%	118
Spent on domestic vacations in last 12 months: \$3,000+	1,091	6.2%	113
Domestic travel in the 12 months: used general travel website	1,147	6.5%	97
Foreign travel in last 3 years	4,114	23.5%	97
Took 3+ foreign trips by plane in last 3 years	643	3.7%	82
Spent on foreign vacations in last 12 months: <\$1,000	662	3.8%	91
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	529	3.0%	93
Spent on foreign vacations in last 12 months: \$3,000+	807	4.6%	93
Foreign travel in last 3 years: used general travel website	932	5.3%	95
Nights spent in hotel/motel in last 12 months: any	8,185	46.7%	115
Took cruise of more than one day in last 3 years	1,559	8.9%	106
Member of any frequent flyer program	2,942	16.8%	103
Member of any hotel rewards program	2,960	16.9%	120

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