



# Retail Marketplace Potential

Derby city, KS  
Geography: Place

Demographic Summary		2018	2023
Population		23,771	25,044
Population 18+		17,968	19,104
Households		8,831	9,359
Median Household Income		\$69,646	\$76,290

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	9,010	50.1%	106
Bought any women's clothing in last 12 months	8,036	44.7%	103
Bought clothing for child <13 years in last 6 months	4,808	26.8%	100
Bought any shoes in last 12 months	9,850	54.8%	103
Bought costume jewelry in last 12 months	3,281	18.3%	100
Bought any fine jewelry in last 12 months	3,190	17.8%	99
Bought a watch in last 12 months	2,641	14.7%	93
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	8,049	91.1%	106
HH bought/leased new vehicle last 12 mo	969	11.0%	113
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	16,322	90.8%	106
Bought/changed motor oil in last 12 months	8,998	50.1%	105
Had tune-up in last 12 months	4,567	25.4%	99
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	12,696	70.7%	101
Drank regular cola in last 6 months	7,638	42.5%	96
Drank beer/ale in last 6 months	7,712	42.9%	102
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	2,551	14.2%	122
Own digital SLR camera/camcorder	1,602	8.9%	114
Printed digital photos in last 12 months	4,711	26.2%	113
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	6,705	37.3%	103
Have a smartphone	14,452	80.4%	101
Have a smartphone: Android phone (any brand)	6,810	37.9%	98
Have a smartphone: Apple iPhone	7,144	39.8%	104
Number of cell phones in household: 1	2,369	26.8%	87
Number of cell phones in household: 2	3,676	41.6%	108
Number of cell phones in household: 3+	2,557	29.0%	105
HH has cell phone only (no landline telephone)	4,557	51.6%	98
<b>Computers (Households)</b>			
HH owns a computer	6,957	78.8%	106
HH owns desktop computer	3,761	42.6%	111
HH owns laptop/notebook	5,337	60.4%	107
HH owns any Apple/Mac brand computer	1,499	17.0%	96
HH owns any PC/non-Apple brand computer	6,022	68.2%	109
HH purchased most recent computer in a store	3,653	41.4%	112
HH purchased most recent computer online	1,274	14.4%	107
Spent <\$500 on most recent home computer	1,426	16.1%	106
Spent \$500-\$999 on most recent home computer	1,818	20.6%	117
Spent \$1,000-\$1,499 on most recent home computer	938	10.6%	112
Spent \$1,500-\$1,999 on most recent home computer	391	4.4%	96
Spent \$2,000+ on most recent home computer	349	4.0%	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 2018 and 2023.



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Geography: Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	11,806	65.7%	105
Bought brewed coffee at convenience store in last 30 days	2,654	14.8%	109
Bought cigarettes at convenience store in last 30 days	1,864	10.4%	95
Bought gas at convenience store in last 30 days	7,623	42.4%	115
Spent at convenience store in last 30 days: <\$20	1,341	7.5%	104
Spent at convenience store in last 30 days: \$20-\$39	1,740	9.7%	101
Spent at convenience store in last 30 days: \$40-\$50	1,511	8.4%	102
Spent at convenience store in last 30 days: \$51-\$99	1,117	6.2%	111
Spent at convenience store in last 30 days: \$100+	4,524	25.2%	113
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	10,984	61.1%	103
Went to live theater in last 12 months	2,252	12.5%	108
Went to a bar/night club in last 12 months	3,476	19.3%	111
Dined out in last 12 months	10,140	56.4%	111
Gambled at a casino in last 12 months	2,486	13.8%	107
Visited a theme park in last 12 months	3,290	18.3%	97
Viewed movie (video-on-demand) in last 30 days	3,410	19.0%	104
Viewed TV show (video-on-demand) in last 30 days	2,667	14.8%	106
Watched any pay-per-view TV in last 12 months	1,963	10.9%	99
Downloaded a movie over the Internet in last 30 days	1,435	8.0%	88
Downloaded any individual song in last 6 months	3,685	20.5%	102
Watched a movie online in the last 30 days	3,842	21.4%	89
Watched a TV program online in last 30 days	2,979	16.6%	92
Played a video/electronic game (console) in last 12 months	1,674	9.3%	102
Played a video/electronic game (portable) in last 12 months	896	5.0%	96
<b>Financial (Adults)</b>			
Have home mortgage (1st)	7,104	39.5%	125
Used ATM/cash machine in last 12 months	10,134	56.4%	106
Own any stock	1,426	7.9%	110
Own U.S. savings bond	960	5.3%	111
Own shares in mutual fund (stock)	1,407	7.8%	114
Own shares in mutual fund (bonds)	1,108	6.2%	129
Have interest checking account	6,170	34.3%	116
Have non-interest checking account	5,721	31.8%	108
Have savings account	11,604	64.6%	111
Have 401K retirement savings plan	3,462	19.3%	124
Own/used any credit/debit card in last 12 months	14,987	83.4%	105
Avg monthly credit card expenditures: <\$111	2,519	14.0%	117
Avg monthly credit card expenditures: \$111-\$225	1,430	8.0%	111
Avg monthly credit card expenditures: \$226-\$450	1,403	7.8%	116
Avg monthly credit card expenditures: \$451-\$700	1,097	6.1%	98
Avg monthly credit card expenditures: \$701-\$1,000	1,195	6.7%	114
Avg monthly credit card expenditures: \$1,001+	1,911	10.6%	97
Did banking online in last 12 months	8,054	44.8%	114
Did banking on mobile device in last 12 months	4,688	26.1%	111
Paid bills online in last 12 months	9,634	53.6%	109

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	6,390	72.4%	105
Used bread in last 6 months	8,323	94.2%	101
Used chicken (fresh or frozen) in last 6 months	6,290	71.2%	103
Used turkey (fresh or frozen) in last 6 months	1,389	15.7%	103
Used fish/seafood (fresh or frozen) in last 6 months	4,757	53.9%	98
Used fresh fruit/vegetables in last 6 months	7,759	87.9%	101
Used fresh milk in last 6 months	7,639	86.5%	101
Used organic food in last 6 months	1,836	20.8%	88
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	5,609	31.2%	112
Exercise at club 2+ times per week	2,670	14.9%	103
Visited a doctor in last 12 months	14,285	79.5%	103
Used vitamin/dietary supplement in last 6 months	9,964	55.5%	102
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,959	33.5%	120
Used housekeeper/maid/professional HH cleaning service in last 12	1,106	12.5%	90
Purchased low ticket HH furnishings in last 12 months	1,634	18.5%	110
Purchased big ticket HH furnishings in last 12 months	1,981	22.4%	102
Bought any small kitchen appliance in last 12 months	1,952	22.1%	99
Bought any large kitchen appliance in last 12 months	1,408	15.9%	113
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	9,250	51.5%	116
Carry medical/hospital/accident insurance	14,257	79.3%	106
Carry homeowner insurance	10,265	57.1%	121
Carry renter's insurance	1,512	8.4%	98
Have auto insurance: 1 vehicle in household covered	2,370	26.8%	88
Have auto insurance: 2 vehicles in household covered	2,883	32.6%	113
Have auto insurance: 3+ vehicles in household covered	2,514	28.5%	125
<b>Pets (Households)</b>			
Household owns any pet	5,393	61.1%	112
Household owns any cat	2,408	27.3%	119
Household owns any dog	4,151	47.0%	113
<b>Psychographics (Adults)</b>			
Buying American is important to me	7,787	43.3%	107
Usually buy items on credit rather than wait	2,163	12.0%	92
Usually buy based on quality - not price	3,402	18.9%	98
Price is usually more important than brand name	4,972	27.7%	99
Usually use coupons for brands I buy often	3,355	18.7%	104
Am interested in how to help the environment	2,870	16.0%	88
Usually pay more for environ safe product	2,284	12.7%	89
Usually value green products over convenience	1,815	10.1%	89
Likely to buy a brand that supports a charity	6,239	34.7%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,607	14.5%	109
Bought hardcover book in last 12 months	3,782	21.0%	106
Bought paperback book in last 12 month	5,522	30.7%	106
Read any daily newspaper (paper version)	3,807	21.2%	103
Read any digital newspaper in last 30 days	6,993	38.9%	103
Read any magazine (paper/electronic version) in last 6 months	16,549	92.1%	102

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	14,506	80.7%	107
Went to family restaurant/steak house: 4+ times a month	5,488	30.5%	114
Went to fast food/drive-in restaurant in last 6 months	16,554	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	7,583	42.2%	106
Fast food/drive-in last 6 months: eat in	7,275	40.5%	110
Fast food/drive-in last 6 months: home delivery	1,540	8.6%	102
Fast food/drive-in last 6 months: take-out/drive-thru	9,282	51.7%	109
Fast food/drive-in last 6 months: take-out/walk-in	3,880	21.6%	103
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	8,799	49.0%	107
Own any e-reader	1,402	7.8%	105
Own e-reader/tablet: iPad	5,008	27.9%	105
HH has Internet connectable TV	2,562	29.0%	112
Own any portable MP3 player	4,197	23.4%	109
HH owns 1 TV	1,633	18.5%	88
HH owns 2 TVs	2,269	25.7%	95
HH owns 3 TVs	2,028	23.0%	109
HH owns 4+ TVs	1,864	21.1%	119
HH subscribes to cable TV	4,071	46.1%	103
HH subscribes to fiber optic	564	6.4%	80
HH owns portable GPS navigation device	2,573	29.1%	117
HH purchased video game system in last 12 mos	651	7.4%	87
HH owns any Internet video device for TV	1,984	22.5%	110
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	10,296	57.3%	110
Took 3+ domestic non-business trips in last 12 months	2,370	13.2%	111
Spent on domestic vacations in last 12 months: <\$1,000	2,045	11.4%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,201	6.7%	111
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	836	4.7%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	700	3.9%	102
Spent on domestic vacations in last 12 months: \$3,000+	1,340	7.5%	119
Domestic travel in the 12 months: used general travel website	1,313	7.3%	106
Foreign travel in last 3 years	4,566	25.4%	96
Took 3+ foreign trips by plane in last 3 years	683	3.8%	79
Spent on foreign vacations in last 12 months: <\$1,000	791	4.4%	94
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	598	3.3%	88
Spent on foreign vacations in last 12 months: \$3,000+	959	5.3%	90
Foreign travel in last 3 years: used general travel website	992	5.5%	92
Nights spent in hotel/motel in last 12 months: any	8,840	49.2%	113
Took cruise of more than one day in last 3 years	1,550	8.6%	101
Member of any frequent flyer program	3,110	17.3%	99
Member of any hotel rewards program	3,449	19.2%	115

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