



Market Profile

Derby city
Place

Derby city, N/A ...

Population Summary	
2000 Total Population	19,217
2010 Total Population	22,235
2016 Total Population	23,462
2016 Group Quarters	79
2020 Total Population	24,231
2016-2021 Annual Rate	0.65%
Household Summary	
2000 Households	6,687
2000 Average Household Size	2.85
2010 Households	8,330
2010 Average Household Size	2.66
2016 Households	8,676
2016 Average Household Size	2.70
2021 Households	8,908
2021 Average Household Size	2.71
2016-2021 Annual Rate	0.53%
2010 Families	6,249
2010 Average Family Size	3.10
2016 Families	6,509
2016 Average Family Size	3.14
2021 Families	6,675
2021 Average Family Size	3.16
2016-2021 Annual Rate	0.50%
Housing Unit Summary	
2000 Housing Units	6,920
Owner Occupied Housing Units	77.9%
Renter Occupied Housing Units	18.8%
Vacant Housing Units	3.4%
2010 Housing Units	8,805
Owner Occupied Housing Units	70.7%
Renter Occupied Housing Units	24.0%
Vacant Housing Units	5.4%
2016 Housing Units	9,149
Owner Occupied Housing Units	69.6%
Renter Occupied Housing Units	25.2%
Vacant Housing Units	5.2%
2021 Housing Units	9,374
Owner Occupied Housing Units	69.8%
Renter Occupied Housing Units	25.2%
Vacant Housing Units	5.0%
Median Household Income	
2016	\$65,803
2021	\$75,968
Median Home Value	
2016	\$161,402
2021	\$200,910
Per Capita Income	
2016	\$29,773
2021	\$32,681
Median Age	
2010	34.7
2016	36.4
2021	37.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income

Household Income Base	8,676
<\$15,000	4.4%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	23.8%
\$75,000 - \$99,999	17.4%
\$100,000 - \$149,999	18.1%
\$150,000 - \$199,999	4.7%
\$200,000+	3.2%

Average Household Income \$80,048

2021 Households by Income

Household Income Base	8,909
<\$15,000	4.3%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	7.2%
\$50,000 - \$74,999	21.1%
\$75,000 - \$99,999	20.0%
\$100,000 - \$149,999	21.3%
\$150,000 - \$199,999	6.2%
\$200,000+	3.6%

Average Household Income \$88,383

2016 Owner Occupied Housing Units by Value

Total	6,366
<\$50,000	3.0%
\$50,000 - \$99,999	16.8%
\$100,000 - \$149,999	24.5%
\$150,000 - \$199,999	24.9%
\$200,000 - \$249,999	13.7%
\$250,000 - \$299,999	7.1%
\$300,000 - \$399,999	5.5%
\$400,000 - \$499,999	2.4%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.5%

Average Home Value \$184,570

2021 Owner Occupied Housing Units by Value

Total	6,542
<\$50,000	1.7%
\$50,000 - \$99,999	14.4%
\$100,000 - \$149,999	11.8%
\$150,000 - \$199,999	21.7%
\$200,000 - \$249,999	22.7%
\$250,000 - \$299,999	13.9%
\$300,000 - \$399,999	8.5%
\$400,000 - \$499,999	2.8%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	0.5%

Average Home Value \$215,313

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	22,235
0 - 4	7.1%
5 - 9	8.0%
10 - 14	8.1%
15 - 24	13.5%
25 - 34	13.6%
35 - 44	12.6%
45 - 54	14.5%
55 - 64	11.0%
65 - 74	6.2%
75 - 84	4.0%
85 +	1.3%
18 +	71.9%
2016 Population by Age	
Total	23,462
0 - 4	6.5%
5 - 9	6.9%
10 - 14	7.7%
15 - 24	13.0%
25 - 34	13.9%
35 - 44	12.8%
45 - 54	12.4%
55 - 64	13.3%
65 - 74	7.9%
75 - 84	4.0%
85 +	1.5%
18 +	74.7%
2021 Population by Age	
Total	24,230
0 - 4	6.5%
5 - 9	6.6%
10 - 14	7.2%
15 - 24	12.3%
25 - 34	13.2%
35 - 44	14.2%
45 - 54	11.4%
55 - 64	12.9%
65 - 74	9.6%
75 - 84	4.4%
85 +	1.7%
18 +	75.5%
2010 Population by Sex	
Males	10,854
Females	11,381
2016 Population by Sex	
Males	11,497
Females	11,965
2021 Population by Sex	
Males	11,936
Females	12,294

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

August 12, 2016



Market Profile

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2010 Population by Race/Ethnicity

Total	22,235
White Alone	91.6%
Black Alone	1.8%
American Indian Alone	1.0%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.8%
Two or More Races	3.0%
Hispanic Origin	5.2%
Diversity Index	24.3

2016 Population by Race/Ethnicity

Total	23,462
White Alone	91.1%
Black Alone	1.8%
American Indian Alone	0.9%
Asian Alone	1.6%
Pacific Islander Alone	0.2%
Some Other Race Alone	1.0%
Two or More Races	3.4%
Hispanic Origin	6.0%
Diversity Index	26.3

2021 Population by Race/Ethnicity

Total	24,230
White Alone	90.3%
Black Alone	1.9%
American Indian Alone	0.9%
Asian Alone	1.8%
Pacific Islander Alone	0.2%
Some Other Race Alone	1.1%
Two or More Races	3.8%
Hispanic Origin	7.3%
Diversity Index	29.4

2010 Population by Relationship and Household Type

Total	22,235
In Households	99.6%
In Family Households	88.7%
Householder	28.1%
Spouse	22.7%
Child	34.7%
Other relative	1.7%
Nonrelative	1.4%
In Nonfamily Households	11.0%
In Group Quarters	0.4%
Institutionalized Population	0.4%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

August 12, 2016

2016 Population 25+ by Educational Attainment	
Total	15,434
Less than 9th Grade	0.9%
9th - 12th Grade, No Diploma	2.8%
High School Graduate	16.1%
GED/Alternative Credential	4.0%
Some College, No Degree	26.1%
Associate Degree	10.8%
Bachelor's Degree	27.7%
Graduate/Professional Degree	11.5%
2016 Population 15+ by Marital Status	
Total	18,494
Never Married	23.8%
Married	58.9%
Widowed	5.0%
Divorced	12.3%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	96.7%
Civilian Unemployed	3.3%
2016 Employed Population 16+ by Industry	
Total	11,844
Agriculture/Mining	0.4%
Construction	5.1%
Manufacturing	17.8%
Wholesale Trade	3.3%
Retail Trade	10.7%
Transportation/Utilities	3.0%
Information	1.0%
Finance/Insurance/Real Estate	6.8%
Services	46.0%
Public Administration	6.0%
2016 Employed Population 16+ by Occupation	
Total	11,844
White Collar	66.1%
Management/Business/Financial	15.3%
Professional	26.2%
Sales	9.8%
Administrative Support	14.8%
Services	16.1%
Blue Collar	17.8%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	2.9%
Installation/Maintenance/Repair	3.7%
Production	4.9%
Transportation/Material Moving	6.1%
2010 Population By Urban/ Rural Status	
Total Population	22,235
Population Inside Urbanized Area	99.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.6%

2010 Households by Type	
Total	8,330
Households with 1 Person	21.3%
Households with 2+ People	78.7%
Family Households	75.0%
Husband-wife Families	60.5%
With Related Children	28.3%
Other Family (No Spouse Present)	14.5%
Other Family with Male Householder	4.0%
With Related Children	2.9%
Other Family with Female Householder	10.5%
With Related Children	7.4%
Nonfamily Households	3.7%
All Households with Children	38.8%
Multigenerational Households	3.3%
Unmarried Partner Households	4.0%
Male-female	3.5%
Same-sex	0.5%
2010 Households by Size	
Total	8,330
1 Person Household	21.3%
2 Person Household	35.1%
3 Person Household	16.9%
4 Person Household	15.7%
5 Person Household	6.9%
6 Person Household	2.7%
7 + Person Household	1.3%
2010 Households by Tenure and Mortgage Status	
Total	8,330
Owner Occupied	74.7%
Owned with a Mortgage/Loan	58.1%
Owned Free and Clear	16.6%
Renter Occupied	25.3%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	8,805
Housing Units Inside Urbanized Area	99.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Green Acres (6A)
2. Soccer Moms (4A)
3. Rustbelt Traditions (5D)

2016 Consumer Spending

Apparel & Services: Total \$	\$17,794,567
Average Spent	\$2,051.01
Spending Potential Index	102
Education: Total \$	\$12,585,771
Average Spent	\$1,450.64
Spending Potential Index	103
Entertainment/Recreation: Total \$	\$26,139,296
Average Spent	\$3,012.83
Spending Potential Index	103
Food at Home: Total \$	\$44,016,617
Average Spent	\$5,073.38
Spending Potential Index	102
Food Away from Home: Total \$	\$27,524,309
Average Spent	\$3,172.47
Spending Potential Index	103
Health Care: Total \$	\$48,113,454
Average Spent	\$5,545.58
Spending Potential Index	105
HH Furnishings & Equipment: Total \$	\$16,044,896
Average Spent	\$1,849.34
Spending Potential Index	105
Personal Care Products & Services: Total \$	\$6,548,998
Average Spent	\$754.84
Spending Potential Index	103
Shelter: Total \$	\$137,794,018
Average Spent	\$15,882.21
Spending Potential Index	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,481,697
Average Spent	\$2,475.99
Spending Potential Index	107
Travel: Total \$	\$17,169,284
Average Spent	\$1,978.94
Spending Potential Index	106
Vehicle Maintenance & Repairs: Total \$	\$9,298,185
Average Spent	\$1,071.71
Spending Potential Index	104

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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