

<b>Population Summary</b>	
2000 Total Population	19,217
2010 Total Population	22,235
2017 Total Population	23,214
2017 Group Quarters	79
2022 Total Population	23,744
2017-2022 Annual Rate	0.45%
2017 Total Daytime Population	18,338
Workers	6,844
Residents	11,494
<b>Household Summary</b>	
2000 Households	6,687
2000 Average Household Size	2.85
2010 Households	8,330
2010 Average Household Size	2.66
2017 Households	8,590
2017 Average Household Size	2.69
2022 Households	8,751
2022 Average Household Size	2.70
2017-2022 Annual Rate	0.37%
2010 Families	6,249
2010 Average Family Size	3.10
2017 Families	6,412
2017 Average Family Size	3.15
2022 Families	6,510
2022 Average Family Size	3.16
2017-2022 Annual Rate	0.30%
<b>Housing Unit Summary</b>	
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%
2017 Housing Units	8,993
Owner Occupied Housing Units	70.5%
Renter Occupied Housing Units	25.0%
Vacant Housing Units	4.5%
2022 Housing Units	9,158
Owner Occupied Housing Units	70.4%
Renter Occupied Housing Units	25.1%
Vacant Housing Units	4.4%
<b>Median Household Income</b>	
2017	\$68,545
2022	\$77,780
<b>Median Home Value</b>	
2017	\$164,064
2022	\$180,343
<b>Per Capita Income</b>	
2017	\$30,818
2022	\$34,920
<b>Median Age</b>	
2010	34.7
2017	36.8
2022	38.1

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Derby  
Derby city, KS (2017800)  
Geography: Place

Derby city, K...

## 2017 Households by Income

Household Income Base	8,590
<\$15,000	4.5%
\$15,000 - \$24,999	6.3%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	14.0%
\$50,000 - \$74,999	22.7%
\$75,000 - \$99,999	16.7%
\$100,000 - \$149,999	20.8%
\$150,000 - \$199,999	4.8%
\$200,000+	3.4%

Average Household Income \$82,817

## 2022 Households by Income

Household Income Base	8,752
<\$15,000	4.3%
\$15,000 - \$24,999	5.7%
\$25,000 - \$34,999	6.0%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	19.6%
\$75,000 - \$99,999	17.5%
\$100,000 - \$149,999	25.1%
\$150,000 - \$199,999	5.9%
\$200,000+	4.2%

Average Household Income \$94,222

## 2017 Owner Occupied Housing Units by Value

Total	6,341
<\$50,000	1.9%
\$50,000 - \$99,999	16.9%
\$100,000 - \$149,999	24.2%
\$150,000 - \$199,999	24.6%
\$200,000 - \$249,999	12.6%
\$250,000 - \$299,999	9.1%
\$300,000 - \$399,999	6.1%
\$400,000 - \$499,999	2.1%
\$500,000 - \$749,999	1.6%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.5%

Average Home Value \$189,584

## 2022 Owner Occupied Housing Units by Value

Total	6,451
<\$50,000	1.2%
\$50,000 - \$99,999	14.8%
\$100,000 - \$149,999	21.2%
\$150,000 - \$199,999	21.0%
\$200,000 - \$249,999	13.5%
\$250,000 - \$299,999	12.0%
\$300,000 - \$399,999	8.7%
\$400,000 - \$499,999	3.1%
\$500,000 - \$749,999	3.1%
\$750,000 - \$999,999	0.5%
\$1,000,000 +	0.9%

Average Home Value \$217,482

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Derby  
 Derby city, KS (2017800)  
 Geography: Place

	Derby city, K...
<b>2010 Population by Age</b>	
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%
<b>2017 Population by Age</b>	
Total	23,216
0 - 4	6.4%
5 - 9	7.0%
10 - 14	7.6%
15 - 24	12.8%
25 - 34	13.7%
35 - 44	13.0%
45 - 54	12.4%
55 - 64	13.1%
65 - 74	8.3%
75 - 84	4.1%
85 +	1.6%
18 +	74.9%
<b>2022 Population by Age</b>	
Total	23,745
0 - 4	6.4%
5 - 9	6.7%
10 - 14	7.2%
15 - 24	12.2%
25 - 34	12.9%
35 - 44	14.2%
45 - 54	11.8%
55 - 64	12.4%
65 - 74	9.8%
75 - 84	4.6%
85 +	1.7%
18 +	75.4%
<b>2010 Population by Sex</b>	
Males	10,854
Females	11,381
<b>2017 Population by Sex</b>	
Males	11,394
Females	11,822
<b>2022 Population by Sex</b>	
Males	11,714
Females	12,031

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Derby  
Derby city, KS (2017800)  
Geography: Place

Derby city, K...

## 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

## 2017 Population by Race/Ethnicity

Total	23,213
White Alone	90.9%
Black Alone	1.9%
American Indian Alone	0.9%
Asian Alone	1.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	1.0%
Two or More Races	3.4%
Hispanic Origin	6.2%
Diversity Index	26.9

## 2022 Population by Race/Ethnicity

Total	23,744
White Alone	90.0%
Black Alone	1.9%
American Indian Alone	0.9%
Asian Alone	1.9%
Pacific Islander Alone	0.2%
Some Other Race Alone	1.2%
Two or More Races	3.9%
Hispanic Origin	7.5%
Diversity Index	30.1

## 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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Derby  
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Geography: Place

Derby city, K...

## 2017 Population 25+ by Educational Attainment

Total	15,386
Less than 9th Grade	0.8%
9th - 12th Grade, No Diploma	2.9%
High School Graduate	15.7%
GED/Alternative Credential	3.9%
Some College, No Degree	25.4%
Associate Degree	10.4%
Bachelor's Degree	28.6%
Graduate/Professional Degree	12.3%

## 2017 Population 15+ by Marital Status

Total	18,354
Never Married	26.2%
Married	57.7%
Widowed	5.2%
Divorced	10.9%

## 2017 Civilian Population 16+ in Labor Force

Civilian Employed	97.3%
Civilian Unemployed (Unemployment Rate)	2.7%

## 2017 Employed Population 16+ by Industry

Total	11,540
Agriculture/Mining	0.3%
Construction	5.1%
Manufacturing	18.4%
Wholesale Trade	3.0%
Retail Trade	11.2%
Transportation/Utilities	2.9%
Information	1.1%
Finance/Insurance/Real Estate	6.5%
Services	45.7%
Public Administration	5.8%

## 2017 Employed Population 16+ by Occupation

Total	11,538
White Collar	65.2%
Management/Business/Financial	15.3%
Professional	25.5%
Sales	9.7%
Administrative Support	14.7%
Services	16.9%
Blue Collar	17.9%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.1%
Installation/Maintenance/Repair	3.6%
Production	4.8%
Transportation/Material Moving	6.2%

## 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%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

January 17, 2018



# Market Profile

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 Geography: Place

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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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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## Top 3 Tapestry Segments

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

## 2017 Consumer Spending

Apparel & Services: Total \$	\$18,886,582
Average Spent	\$2,198.67
Spending Potential Index	102
Education: Total \$	\$12,802,043
Average Spent	\$1,490.34
Spending Potential Index	102
Entertainment/Recreation: Total \$	\$27,482,576
Average Spent	\$3,199.37
Spending Potential Index	103
Food at Home: Total \$	\$43,789,351
Average Spent	\$5,097.71
Spending Potential Index	101
Food Away from Home: Total \$	\$29,321,848
Average Spent	\$3,413.49
Spending Potential Index	102
Health Care: Total \$	\$49,633,834
Average Spent	\$5,778.09
Spending Potential Index	103
HH Furnishings & Equipment: Total \$	\$17,347,850
Average Spent	\$2,019.54
Spending Potential Index	104
Personal Care Products & Services: Total \$	\$7,052,832
Average Spent	\$821.05
Spending Potential Index	103
Shelter: Total \$	\$140,077,450
Average Spent	\$16,307.04
Spending Potential Index	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,763,330
Average Spent	\$2,417.15
Spending Potential Index	103
Travel: Total \$	\$18,464,769
Average Spent	\$2,149.57
Spending Potential Index	104
Vehicle Maintenance & Repairs: Total \$	\$9,465,266
Average Spent	\$1,101.89
Spending Potential Index	103

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

January 17, 2018