



Market Profile

Derby city, KS
 Geography: Place

Derby

Population Summary	
2000 Total Population	19,217
2010 Total Population	22,235
2018 Total Population	23,771
2018 Group Quarters	79
2023 Total Population	25,044
2018-2023 Annual Rate	1.05%
2018 Total Daytime Population	18,111
Workers	6,341
Residents	11,770
Household Summary	
2000 Households	6,687
2000 Average Household Size	2.85
2010 Households	8,330
2010 Average Household Size	2.66
2018 Households	8,831
2018 Average Household Size	2.68
2023 Households	9,359
2023 Average Household Size	2.67
2018-2023 Annual Rate	1.17%
2010 Families	6,249
2010 Average Family Size	3.10
2018 Families	6,571
2018 Average Family Size	3.15
2023 Families	6,892
2023 Average Family Size	3.15
2018-2023 Annual Rate	0.96%
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%
2018 Housing Units	9,286
Owner Occupied Housing Units	70.7%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	4.9%
2023 Housing Units	9,820
Owner Occupied Housing Units	68.5%
Renter Occupied Housing Units	26.8%
Vacant Housing Units	4.7%
Median Household Income	
2018	\$69,646
2023	\$76,290
Median Home Value	
2018	\$170,674
2023	\$190,443
Per Capita Income	
2018	\$32,085
2023	\$36,079
Median Age	
2010	34.7
2018	36.9
2023	38.0

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Derby city, KS (2017800)

Geography: Place

Derby city, K...

2018 Households by Income

Household Income Base	8,831
<\$15,000	4.4%
\$15,000 - \$24,999	5.8%
\$25,000 - \$34,999	7.9%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	21.3%
\$75,000 - \$99,999	16.4%
\$100,000 - \$149,999	20.2%
\$150,000 - \$199,999	5.7%
\$200,000+	4.3%
Average Household Income	\$85,937

2023 Households by Income

Household Income Base	9,359
<\$15,000	3.2%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	7.4%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	16.4%
\$100,000 - \$149,999	22.8%
\$150,000 - \$199,999	6.5%
\$200,000+	5.5%
Average Household Income	\$96,090

2018 Owner Occupied Housing Units by Value

Total	6,568
<\$50,000	1.8%
\$50,000 - \$99,999	15.5%
\$100,000 - \$149,999	22.1%
\$150,000 - \$199,999	25.5%
\$200,000 - \$249,999	13.5%
\$250,000 - \$299,999	8.7%
\$300,000 - \$399,999	7.1%
\$400,000 - \$499,999	2.9%
\$500,000 - \$749,999	2.2%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$197,796

2023 Owner Occupied Housing Units by Value

Total	6,723
<\$50,000	1.2%
\$50,000 - \$99,999	13.3%
\$100,000 - \$149,999	17.7%
\$150,000 - \$199,999	22.0%
\$200,000 - \$249,999	14.7%
\$250,000 - \$299,999	9.8%
\$300,000 - \$399,999	10.0%
\$400,000 - \$499,999	5.6%
\$500,000 - \$749,999	4.8%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$231,794

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Derby city, KS (2017800)

Geography: Place

Derby city, K...

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%

2018 Population by Age

Total	23,769
0 - 4	6.3%
5 - 9	6.7%
10 - 14	7.3%
15 - 24	12.8%
25 - 34	14.1%
35 - 44	13.2%
45 - 54	11.8%
55 - 64	13.4%
65 - 74	8.7%
75 - 84	4.1%
85 +	1.7%
18 +	75.6%

2023 Population by Age

Total	25,041
0 - 4	6.3%
5 - 9	6.4%
10 - 14	6.9%
15 - 24	12.2%
25 - 34	13.7%
35 - 44	14.3%
45 - 54	11.4%
55 - 64	11.9%
65 - 74	10.2%
75 - 84	4.8%
85 +	1.7%
18 +	76.3%

2010 Population by Sex

Males	10,854
Females	11,381

2018 Population by Sex

Males	11,652
Females	12,117

2023 Population by Sex

Males	12,325
Females	12,716

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

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

2018 Population by Race/Ethnicity

Total	23,770
White Alone	91.0%
Black Alone	1.8%
American Indian Alone	0.9%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.1%
Two or More Races	3.5%
Hispanic Origin	6.3%
Diversity Index	27.0

2023 Population by Race/Ethnicity

Total	25,044
White Alone	89.9%
Black Alone	1.8%
American Indian Alone	0.9%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.3%
Two or More Races	4.0%
Hispanic Origin	7.7%
Diversity Index	30.5

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment

Total	15,894
Less than 9th Grade	0.7%
9th - 12th Grade, No Diploma	3.0%
High School Graduate	15.9%
GED/Alternative Credential	3.7%
Some College, No Degree	24.6%
Associate Degree	9.3%
Bachelor's Degree	30.1%
Graduate/Professional Degree	12.8%

2018 Population 15+ by Marital Status

Total	18,938
Never Married	24.4%
Married	58.4%
Widowed	5.7%
Divorced	11.4%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	97.7%
Civilian Unemployed (Unemployment Rate)	2.3%

2018 Employed Population 16+ by Industry

Total	11,823
Agriculture/Mining	0.3%
Construction	4.7%
Manufacturing	19.2%
Wholesale Trade	3.0%
Retail Trade	10.5%
Transportation/Utilities	3.1%
Information	1.0%
Finance/Insurance/Real Estate	5.8%
Services	46.4%
Public Administration	6.1%

2018 Employed Population 16+ by Occupation

Total	11,824
White Collar	65.1%
Management/Business/Financial	15.1%
Professional	25.9%
Sales	9.6%
Administrative Support	14.6%
Services	16.7%
Blue Collar	18.1%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.2%
Installation/Maintenance/Repair	3.7%
Production	4.8%
Transportation/Material Moving	6.3%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 17, 2018



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	Derby city, K...
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 2018 and 2023 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)

2018 Consumer Spending

Apparel & Services: Total \$	\$19,558,011
Average Spent	\$2,214.70
Spending Potential Index	102
Education: Total \$	\$13,258,097
Average Spent	\$1,501.31
Spending Potential Index	104
Entertainment/Recreation: Total \$	\$29,281,752
Average Spent	\$3,315.79
Spending Potential Index	103
Food at Home: Total \$	\$45,225,299
Average Spent	\$5,121.20
Spending Potential Index	102
Food Away from Home: Total \$	\$31,924,246
Average Spent	\$3,615.02
Spending Potential Index	103
Health Care: Total \$	\$52,564,369
Average Spent	\$5,952.26
Spending Potential Index	104
HH Furnishings & Equipment: Total \$	\$19,197,646
Average Spent	\$2,173.89
Spending Potential Index	104
Personal Care Products & Services: Total \$	\$7,580,216
Average Spent	\$858.36
Spending Potential Index	104
Shelter: Total \$	\$149,113,160
Average Spent	\$16,885.20
Spending Potential Index	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,007,541
Average Spent	\$2,492.08
Spending Potential Index	100
Travel: Total \$	\$19,579,788
Average Spent	\$2,217.17
Spending Potential Index	103
Vehicle Maintenance & Repairs: Total \$	\$9,790,762
Average Spent	\$1,108.68
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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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