



Market Profile - 5, 10, 15 mile radius

Mile Radius - Measured from the center of Derby, KS

Latitude: 37.5489
Longitude: -97.2486

	5 mile	10 mile	15 mile
Population Summary			
2000 Total Population	35,536	200,706	393,975
2010 Total Population	40,713	211,001	421,649
2017 Total Population	42,348	218,095	438,845
2017 Group Quarters	89	1,699	7,230
2022 Total Population	43,379	222,932	450,217
2017-2022 Annual Rate	0.48%	0.44%	0.51%
2017 Total Daytime Population	31,188	205,770	476,921
Workers	9,172	86,901	238,470
Residents	22,016	118,869	238,451
Household Summary			
2000 Households	12,429	79,276	156,411
2000 Average Household Size	2.85	2.51	2.48
2010 Households	14,981	82,269	166,072
2010 Average Household Size	2.71	2.54	2.50
2017 Households	15,393	83,975	170,956
2017 Average Household Size	2.75	2.58	2.52
2022 Households	15,700	85,497	174,812
2022 Average Household Size	2.76	2.59	2.53
2017-2022 Annual Rate	0.40%	0.36%	0.45%
2010 Families	11,376	53,793	105,130
2010 Average Family Size	3.13	3.15	3.15
2017 Families	11,603	54,383	107,063
2017 Average Family Size	3.17	3.20	3.20
2022 Families	11,798	55,142	108,965
2022 Average Family Size	3.19	3.22	3.21
2017-2022 Annual Rate	0.33%	0.28%	0.35%
Housing Unit Summary			
2000 Housing Units	12,916	85,557	170,557
Owner Occupied Housing Units	77.2%	60.2%	57.9%
Renter Occupied Housing Units	19.0%	32.5%	33.8%
Vacant Housing Units	3.8%	7.3%	8.3%
2010 Housing Units	15,887	90,552	183,075
Owner Occupied Housing Units	72.3%	57.4%	55.9%
Renter Occupied Housing Units	22.0%	33.5%	34.8%
Vacant Housing Units	5.7%	9.1%	9.3%
2017 Housing Units	16,192	92,667	188,784
Owner Occupied Housing Units	72.0%	55.9%	54.5%
Renter Occupied Housing Units	23.1%	34.7%	36.1%
Vacant Housing Units	4.9%	9.4%	9.4%
2022 Housing Units	16,506	94,533	193,181
Owner Occupied Housing Units	72.0%	55.8%	54.3%
Renter Occupied Housing Units	23.1%	34.7%	36.2%
Vacant Housing Units	4.9%	9.6%	9.5%
Median Household Income			
2017	\$64,495	\$48,356	\$49,481
2022	\$74,866	\$52,031	\$53,328
Median Home Value			
2017	\$150,976	\$106,352	\$121,088
2022	\$176,908	\$119,530	\$135,699
Per Capita Income			
2017	\$28,995	\$24,442	\$26,368
2022	\$32,990	\$27,519	\$29,701
Median Age			
2010	36.1	33.4	33.9
2017	37.3	34.6	34.9
2022	38.5	35.5	35.8

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



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Derby, KS - Center Coordinates Derby, KS
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2017 Households by Income			
Household Income Base	15,393	83,975	170,956
<\$15,000	5.1%	11.9%	12.7%
\$15,000 - \$24,999	8.2%	11.9%	11.6%
\$25,000 - \$34,999	7.7%	10.9%	10.6%
\$35,000 - \$49,999	14.5%	16.7%	15.6%
\$50,000 - \$74,999	21.5%	20.0%	19.2%
\$75,000 - \$99,999	16.1%	11.6%	11.5%
\$100,000 - \$149,999	19.6%	12.1%	12.3%
\$150,000 - \$199,999	4.0%	2.6%	3.2%
\$200,000+	3.3%	2.3%	3.3%
Average Household Income	\$79,399	\$63,002	\$66,866
2022 Households by Income			
Household Income Base	15,700	85,497	174,812
<\$15,000	4.9%	12.0%	12.6%
\$15,000 - \$24,999	7.5%	11.3%	10.9%
\$25,000 - \$34,999	6.8%	9.9%	9.5%
\$35,000 - \$49,999	12.3%	14.7%	13.7%
\$50,000 - \$74,999	18.7%	18.2%	17.5%
\$75,000 - \$99,999	16.8%	12.9%	12.8%
\$100,000 - \$149,999	24.0%	15.1%	15.1%
\$150,000 - \$199,999	4.9%	3.2%	3.9%
\$200,000+	4.2%	2.8%	3.9%
Average Household Income	\$90,749	\$71,275	\$75,675
2017 Owner Occupied Housing Units by Value			
Total	11,653	51,829	102,793
<\$50,000	6.9%	10.4%	9.3%
\$50,000 - \$99,999	17.4%	36.9%	31.1%
\$100,000 - \$149,999	25.3%	21.8%	22.8%
\$150,000 - \$199,999	20.0%	12.5%	14.1%
\$200,000 - \$249,999	10.8%	6.6%	6.9%
\$250,000 - \$299,999	8.4%	5.1%	5.6%
\$300,000 - \$399,999	6.7%	3.6%	5.0%
\$400,000 - \$499,999	2.3%	1.4%	2.4%
\$500,000 - \$749,999	1.5%	1.2%	2.2%
\$750,000 - \$999,999	0.2%	0.3%	0.4%
\$1,000,000 +	0.5%	0.4%	0.5%
Average Home Value	\$179,814	\$141,545	\$160,217
2022 Owner Occupied Housing Units by Value			
Total	11,887	52,693	104,901
<\$50,000	5.2%	8.8%	7.7%
\$50,000 - \$99,999	13.8%	33.2%	27.3%
\$100,000 - \$149,999	21.8%	20.5%	20.9%
\$150,000 - \$199,999	17.3%	11.6%	12.7%
\$200,000 - \$249,999	11.4%	7.1%	7.3%
\$250,000 - \$299,999	11.6%	7.1%	7.5%
\$300,000 - \$399,999	11.2%	5.9%	7.6%
\$400,000 - \$499,999	3.8%	2.5%	3.7%
\$500,000 - \$749,999	2.8%	2.2%	3.7%
\$750,000 - \$999,999	0.4%	0.5%	0.7%
\$1,000,000 +	0.7%	0.6%	0.8%
Average Home Value	\$213,415	\$166,319	\$190,037

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, KS - Center Coordinates Derby, KS
Rings: 5, 10, 15 mile radii

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2010 Population by Age			
Total	40,711	211,001	421,648
0 - 4	7.1%	8.5%	8.0%
5 - 9	7.7%	7.8%	7.5%
10 - 14	8.1%	7.1%	7.1%
15 - 24	13.2%	14.0%	14.4%
25 - 34	12.6%	14.9%	14.5%
35 - 44	12.4%	12.2%	12.2%
45 - 54	15.8%	13.9%	13.9%
55 - 64	12.0%	10.8%	10.9%
65 - 74	6.3%	5.7%	5.8%
75 - 84	3.8%	3.7%	3.9%
85 +	1.1%	1.5%	1.8%
18 +	72.1%	72.4%	73.2%
2017 Population by Age			
Total	42,347	218,095	438,843
0 - 4	6.7%	7.8%	7.4%
5 - 9	7.1%	7.5%	7.2%
10 - 14	7.4%	7.1%	6.9%
15 - 24	12.6%	13.0%	13.5%
25 - 34	13.1%	15.1%	15.0%
35 - 44	12.8%	12.6%	12.3%
45 - 54	12.6%	11.7%	11.7%
55 - 64	13.7%	12.1%	12.0%
65 - 74	8.7%	7.8%	7.9%
75 - 84	3.9%	3.7%	3.9%
85 +	1.4%	1.6%	2.0%
18 +	74.7%	73.8%	74.6%
2022 Population by Age			
Total	43,379	222,932	450,217
0 - 4	6.6%	7.8%	7.4%
5 - 9	6.9%	7.3%	7.0%
10 - 14	7.3%	7.2%	7.0%
15 - 24	11.9%	12.9%	13.1%
25 - 34	12.4%	14.1%	14.3%
35 - 44	13.7%	13.5%	13.2%
45 - 54	11.8%	10.9%	10.9%
55 - 64	13.0%	11.5%	11.4%
65 - 74	10.3%	9.0%	9.1%
75 - 84	4.6%	4.2%	4.5%
85 +	1.5%	1.6%	1.9%
18 +	75.0%	73.7%	74.7%
2010 Population by Sex			
Males	20,066	104,177	208,009
Females	20,647	106,824	213,640
2017 Population by Sex			
Males	20,927	107,677	216,366
Females	21,421	110,418	222,478
2022 Population by Sex			
Males	21,514	110,176	221,916
Females	21,865	112,755	228,300

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, KS - Center Coordinates Derby, KS
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2010 Population by Race/Ethnicity			
Total	40,714	211,001	421,650
White Alone	90.2%	75.9%	74.0%
Black Alone	1.8%	7.8%	10.5%
American Indian Alone	1.2%	1.3%	1.2%
Asian Alone	1.9%	5.0%	4.4%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.6%	5.3%	5.6%
Two or More Races	3.1%	4.6%	4.2%
Hispanic Origin	6.1%	13.4%	14.0%
Diversity Index	27.9	55.1	57.5
2017 Population by Race/Ethnicity			
Total	42,349	218,095	438,845
White Alone	89.2%	73.9%	72.2%
Black Alone	1.8%	7.9%	10.6%
American Indian Alone	1.1%	1.2%	1.2%
Asian Alone	2.2%	5.7%	5.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.9%	6.1%	6.3%
Two or More Races	3.6%	5.1%	4.7%
Hispanic Origin	7.3%	15.5%	16.0%
Diversity Index	31.1	59.0	60.9
2022 Population by Race/Ethnicity			
Total	43,379	222,932	450,215
White Alone	88.3%	72.5%	70.9%
Black Alone	1.9%	7.9%	10.5%
American Indian Alone	1.1%	1.2%	1.1%
Asian Alone	2.4%	6.1%	5.4%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	2.1%	6.7%	6.9%
Two or More Races	4.0%	5.5%	5.1%
Hispanic Origin	8.6%	17.5%	17.8%
Diversity Index	34.2	61.9	63.5
2010 Population by Relationship and Household Type			
Total	40,713	211,001	421,649
In Households	99.8%	99.2%	98.3%
In Family Households	89.2%	82.8%	80.8%
Householder	28.0%	25.5%	25.0%
Spouse	22.4%	17.9%	17.7%
Child	34.7%	33.4%	32.5%
Other relative	2.2%	3.4%	3.3%
Nonrelative	1.8%	2.5%	2.3%
In Nonfamily Households	10.6%	16.4%	17.5%
In Group Quarters	0.2%	0.8%	1.7%
Institutionalized Population	0.2%	0.5%	1.0%
Noninstitutionalized Population	0.0%	0.3%	0.8%

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.



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2017 Population 25+ by Educational Attainment			
Total	28,024	140,734	284,882
Less than 9th Grade	1.5%	4.5%	4.3%
9th - 12th Grade, No Diploma	4.6%	8.6%	7.7%
High School Graduate	21.7%	25.0%	22.6%
GED/Alternative Credential	4.6%	5.1%	4.5%
Some College, No Degree	24.5%	26.1%	25.1%
Associate Degree	10.3%	7.8%	7.9%
Bachelor's Degree	23.1%	15.7%	18.2%
Graduate/Professional Degree	9.8%	7.2%	9.6%
2017 Population 15+ by Marital Status			
Total	33,367	169,173	344,194
Never Married	25.9%	32.2%	33.5%
Married	57.8%	49.2%	47.8%
Widowed	5.1%	5.4%	5.6%
Divorced	11.2%	13.3%	13.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	96.1%	94.1%	94.1%
Civilian Unemployed (Unemployment Rate)	3.9%	5.9%	5.9%
2017 Employed Population 16+ by Industry			
Total	20,251	99,125	200,216
Agriculture/Mining	0.7%	0.9%	1.0%
Construction	6.5%	8.2%	7.3%
Manufacturing	20.5%	18.4%	17.3%
Wholesale Trade	2.5%	1.8%	2.1%
Retail Trade	11.1%	11.6%	10.8%
Transportation/Utilities	4.2%	4.2%	3.9%
Information	1.6%	1.4%	1.5%
Finance/Insurance/Real Estate	5.3%	5.0%	5.3%
Services	42.8%	44.8%	47.5%
Public Administration	4.8%	3.7%	3.3%
2017 Employed Population 16+ by Occupation			
Total	20,249	99,124	200,218
White Collar	61.1%	53.5%	56.9%
Management/Business/Financial	13.8%	11.2%	12.3%
Professional	23.6%	18.4%	21.2%
Sales	9.1%	8.9%	9.3%
Administrative Support	14.7%	15.0%	14.1%
Services	15.5%	18.4%	18.1%
Blue Collar	23.3%	28.1%	25.1%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	4.2%	7.2%	6.3%
Installation/Maintenance/Repair	4.8%	4.1%	3.7%
Production	7.4%	10.0%	8.8%
Transportation/Material Moving	6.8%	6.6%	5.9%
2010 Population By Urban/ Rural Status			
Total Population	40,713	211,001	421,649
Population Inside Urbanized Area	86.5%	91.6%	92.1%
Population Inside Urbanized Cluster	0.0%	1.7%	0.9%
Rural Population	13.5%	6.7%	7.0%

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 18, 2018



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2010 Households by Type			
Total	14,981	82,269	166,072
Households with 1 Person	20.1%	28.7%	30.5%
Households with 2+ People	79.9%	71.3%	69.5%
Family Households	75.9%	65.4%	63.3%
Husband-wife Families	60.8%	45.9%	44.8%
With Related Children	27.4%	21.3%	20.6%
Other Family (No Spouse Present)	15.1%	19.4%	18.5%
Other Family with Male Householder	4.6%	5.8%	5.4%
With Related Children	3.1%	3.8%	3.4%
Other Family with Female Householder	10.5%	13.7%	13.1%
With Related Children	7.4%	10.0%	9.4%
Nonfamily Households	3.9%	5.9%	6.2%
All Households with Children	38.3%	35.5%	33.9%
Multigenerational Households	3.6%	3.8%	3.6%
Unmarried Partner Households	4.7%	6.9%	6.4%
Male-female	4.2%	6.2%	5.7%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	14,982	82,268	166,071
1 Person Household	20.1%	28.7%	30.5%
2 Person Household	35.8%	31.9%	31.5%
3 Person Household	17.1%	15.4%	14.8%
4 Person Household	15.1%	12.7%	12.1%
5 Person Household	7.2%	6.7%	6.5%
6 Person Household	3.0%	2.9%	2.7%
7 + Person Household	1.7%	1.8%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	14,981	82,269	166,072
Owner Occupied	76.7%	63.1%	61.6%
Owned with a Mortgage/Loan	57.1%	44.7%	43.8%
Owned Free and Clear	19.6%	18.4%	17.8%
Renter Occupied	23.3%	36.9%	38.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	15,887	90,552	183,075
Housing Units Inside Urbanized Area	86.6%	92.6%	93.0%
Housing Units Inside Urbanized Cluster	0.0%	1.4%	0.7%
Rural Housing Units	13.4%	6.0%	6.3%

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)	Traditional Living (12B)	Traditional Living (12B)
2.	Soccer Moms (4A)	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)
3.	Salt of the Earth (6B)	Green Acres (6A)	Green Acres (6A)
2017 Consumer Spending			
Apparel & Services: Total \$	\$32,429,909	\$142,916,864	\$309,422,052
Average Spent	\$2,106.80	\$1,701.90	\$1,809.95
Spending Potential Index	98	79	84
Education: Total \$	\$21,425,077	\$95,175,481	\$206,821,327
Average Spent	\$1,391.87	\$1,133.38	\$1,209.79
Spending Potential Index	96	78	83
Entertainment/Recreation: Total \$	\$47,487,900	\$205,877,442	\$443,970,202
Average Spent	\$3,085.03	\$2,451.65	\$2,596.99
Spending Potential Index	99	79	83
Food at Home: Total \$	\$76,090,158	\$340,844,587	\$734,774,861
Average Spent	\$4,943.17	\$4,058.88	\$4,298.03
Spending Potential Index	98	81	85
Food Away from Home: Total \$	\$50,440,750	\$223,191,856	\$483,255,713
Average Spent	\$3,276.86	\$2,657.84	\$2,826.78
Spending Potential Index	98	80	85
Health Care: Total \$	\$86,719,850	\$368,080,369	\$790,802,267
Average Spent	\$5,633.72	\$4,383.21	\$4,625.76
Spending Potential Index	101	78	83
HH Furnishings & Equipment: Total \$	\$29,902,451	\$129,582,463	\$279,539,739
Average Spent	\$1,942.60	\$1,543.11	\$1,635.16
Spending Potential Index	100	79	84
Personal Care Products & Services: Total \$	\$12,115,676	\$52,677,546	\$113,804,723
Average Spent	\$787.09	\$627.30	\$665.70
Spending Potential Index	99	79	84
Shelter: Total \$	\$238,566,852	\$1,069,223,963	\$2,320,460,410
Average Spent	\$15,498.40	\$12,732.65	\$13,573.44
Spending Potential Index	95	78	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$35,920,287	\$151,612,033	\$328,255,381
Average Spent	\$2,333.55	\$1,805.44	\$1,920.12
Spending Potential Index	100	77	82
Travel: Total \$	\$31,397,231	\$131,499,084	\$284,297,260
Average Spent	\$2,039.71	\$1,565.93	\$1,662.98
Spending Potential Index	98	76	80
Vehicle Maintenance & Repairs: Total \$	\$16,416,052	\$71,592,885	\$154,254,282
Average Spent	\$1,066.46	\$852.55	\$902.30
Spending Potential Index	99	80	84

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.