



Market Profile

5500 S. Oliver, Derby, KS 67037
Rings: 5, 10, 15 mile radii

Latitude: 37.545
Longitude: -97.270

	5 mile	10 mile	15 mile
Population Summary			
2000 Total Population	43,997	200,137	401,304
2010 Total Population	49,610	209,998	428,585
2016 Total Population	51,296	215,685	442,781
2016 Group Quarters	141	1,834	7,280
2021 Total Population	52,553	220,246	453,514
2016-2021 Annual Rate	0.49%	0.42%	0.48%
Household Summary			
2000 Households	15,528	78,998	159,313
2000 Average Household Size	2.82	2.51	2.48
2010 Households	18,300	81,755	168,965
2010 Average Household Size	2.70	2.55	2.49
2016 Households	18,708	83,039	172,866
2016 Average Household Size	2.73	2.58	2.52
2021 Households	19,071	84,448	176,472
2021 Average Household Size	2.75	2.59	2.53
2016-2021 Annual Rate	0.39%	0.34%	0.41%
2010 Families	13,769	53,293	107,328
2010 Average Family Size	3.13	3.16	3.14
2016 Families	14,024	53,883	109,237
2016 Average Family Size	3.17	3.19	3.17
2021 Families	14,271	54,663	111,214
2021 Average Family Size	3.18	3.21	3.19
2016-2021 Annual Rate	0.35%	0.29%	0.36%
Housing Unit Summary			
2000 Housing Units	16,232	85,338	173,503
Owner Occupied Housing Units	77.0%	59.5%	58.4%
Renter Occupied Housing Units	18.7%	33.1%	33.4%
Vacant Housing Units	4.3%	7.4%	8.2%
2010 Housing Units	19,469	90,108	186,010
Owner Occupied Housing Units	71.0%	56.8%	56.4%
Renter Occupied Housing Units	23.0%	34.0%	34.5%
Vacant Housing Units	6.0%	9.3%	9.2%
2016 Housing Units	19,961	92,191	191,185
Owner Occupied Housing Units	69.1%	54.4%	54.1%
Renter Occupied Housing Units	24.6%	35.6%	36.3%
Vacant Housing Units	6.3%	9.9%	9.6%
2021 Housing Units	20,338	94,010	195,399
Owner Occupied Housing Units	69.3%	54.2%	53.9%
Renter Occupied Housing Units	24.5%	35.6%	36.4%
Vacant Housing Units	6.2%	10.2%	9.7%
Median Household Income			
2016	\$58,788	\$45,747	\$48,428
2021	\$66,301	\$49,366	\$51,857
Median Home Value			
2016	\$131,326	\$99,491	\$118,911
2021	\$156,496	\$110,872	\$141,523
Per Capita Income			
2016	\$26,397	\$22,967	\$25,566
2021	\$28,894	\$24,752	\$27,623
Median Age			
2010	35.3	33.2	34.0
2016	36.2	34.1	34.8
2021	37.3	34.9	35.7

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	18,708	83,039	172,866
<\$15,000	6.1%	12.3%	12.5%
\$15,000 - \$24,999	9.0%	12.2%	11.7%
\$25,000 - \$34,999	10.1%	13.3%	12.5%
\$35,000 - \$49,999	14.3%	15.6%	14.4%
\$50,000 - \$74,999	22.7%	20.6%	20.0%
\$75,000 - \$99,999	16.4%	11.8%	12.0%
\$100,000 - \$149,999	15.6%	10.0%	10.7%
\$150,000 - \$199,999	3.1%	2.2%	3.1%
\$200,000+	2.6%	1.8%	3.1%
Average Household Income	\$72,331	\$59,144	\$64,775
2021 Households by Income			
Household Income Base	19,071	84,448	176,472
<\$15,000	6.2%	12.8%	12.9%
\$15,000 - \$24,999	8.3%	11.4%	10.8%
\$25,000 - \$34,999	12.9%	16.5%	15.6%
\$35,000 - \$49,999	8.1%	9.6%	8.7%
\$50,000 - \$74,999	19.9%	19.0%	18.2%
\$75,000 - \$99,999	19.0%	13.8%	13.8%
\$100,000 - \$149,999	18.6%	11.9%	12.6%
\$150,000 - \$199,999	4.1%	3.0%	3.9%
\$200,000+	3.0%	2.1%	3.5%
Average Household Income	\$79,571	\$64,041	\$70,293
2016 Owner Occupied Housing Units by Value			
Total	13,794	50,177	103,431
<\$50,000	11.5%	13.2%	11.6%
\$50,000 - \$99,999	22.0%	37.2%	29.6%
\$100,000 - \$149,999	26.3%	22.2%	23.3%
\$150,000 - \$199,999	17.0%	11.7%	13.7%
\$200,000 - \$249,999	9.5%	6.3%	7.4%
\$250,000 - \$299,999	5.3%	3.7%	4.5%
\$300,000 - \$399,999	4.8%	2.8%	4.6%
\$400,000 - \$499,999	2.0%	1.5%	2.6%
\$500,000 - \$749,999	0.9%	0.9%	1.8%
\$750,000 - \$999,999	0.2%	0.2%	0.4%
\$1,000,000 +	0.4%	0.3%	0.5%
Average Home Value	\$156,816	\$131,865	\$155,861
2021 Owner Occupied Housing Units by Value			
Total	14,087	50,985	105,369
<\$50,000	9.1%	11.3%	9.9%
\$50,000 - \$99,999	19.1%	35.4%	27.5%
\$100,000 - \$149,999	20.0%	15.6%	15.2%
\$150,000 - \$199,999	13.6%	11.3%	14.2%
\$200,000 - \$249,999	13.7%	10.1%	11.3%
\$250,000 - \$299,999	10.8%	7.3%	8.1%
\$300,000 - \$399,999	9.0%	4.9%	7.3%
\$400,000 - \$499,999	2.8%	2.3%	3.3%
\$500,000 - \$749,999	1.1%	1.2%	2.1%
\$750,000 - \$999,999	0.2%	0.3%	0.6%
\$1,000,000 +	0.5%	0.4%	0.5%
Average Home Value	\$185,741	\$154,120	\$179,968

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	49,609	209,999	428,583
0 - 4	7.4%	8.5%	8.0%
5 - 9	7.8%	7.8%	7.5%
10 - 14	8.1%	7.1%	7.1%
15 - 24	13.4%	14.0%	14.4%
25 - 34	12.9%	15.0%	14.4%
35 - 44	12.5%	12.2%	12.2%
45 - 54	15.2%	13.9%	13.9%
55 - 64	11.5%	10.7%	11.0%
65 - 74	6.2%	5.6%	5.9%
75 - 84	3.8%	3.6%	4.0%
85 +	1.2%	1.4%	1.8%
18 +	71.7%	72.3%	73.3%
2016 Population by Age			
Total	51,296	215,684	442,778
0 - 4	7.1%	8.0%	7.5%
5 - 9	7.3%	7.6%	7.3%
10 - 14	7.6%	7.2%	7.0%
15 - 24	13.1%	13.4%	13.8%
25 - 34	13.4%	15.1%	14.7%
35 - 44	12.7%	12.4%	12.2%
45 - 54	12.6%	12.0%	12.0%
55 - 64	13.1%	11.9%	12.1%
65 - 74	7.9%	7.2%	7.5%
75 - 84	3.8%	3.6%	3.9%
85 +	1.4%	1.5%	1.9%
18 +	73.9%	73.3%	74.3%
2021 Population by Age			
Total	52,552	220,246	453,512
0 - 4	7.0%	7.9%	7.5%
5 - 9	7.0%	7.4%	7.1%
10 - 14	7.4%	7.3%	7.0%
15 - 24	12.3%	13.1%	13.3%
25 - 34	12.9%	14.4%	14.3%
35 - 44	13.6%	13.4%	13.0%
45 - 54	11.5%	10.9%	11.0%
55 - 64	12.9%	11.7%	11.8%
65 - 74	9.5%	8.6%	8.9%
75 - 84	4.3%	3.9%	4.3%
85 +	1.5%	1.5%	1.9%
18 +	74.3%	73.4%	74.6%
2010 Population by Sex			
Males	24,447	103,827	211,355
Females	25,162	106,171	217,230
2016 Population by Sex			
Males	25,316	106,563	218,250
Females	25,980	109,122	224,530
2021 Population by Sex			
Males	26,029	108,941	223,625
Females	26,524	111,305	229,889

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	49,610	209,998	428,585
White Alone	89.4%	75.6%	74.3%
Black Alone	1.8%	7.9%	10.3%
American Indian Alone	1.3%	1.3%	1.2%
Asian Alone	2.2%	5.0%	4.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.9%	5.4%	5.6%
Two or More Races	3.3%	4.6%	4.2%
Hispanic Origin	6.6%	13.8%	13.9%
Diversity Index	29.9	55.7	57.1
2016 Population by Race/Ethnicity			
Total	51,296	215,685	442,781
White Alone	88.6%	74.1%	72.9%
Black Alone	1.8%	7.8%	10.3%
American Indian Alone	1.2%	1.3%	1.2%
Asian Alone	2.4%	5.4%	4.7%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	2.2%	6.2%	6.2%
Two or More Races	3.7%	5.1%	4.6%
Hispanic Origin	7.7%	15.7%	15.7%
Diversity Index	32.6	59.0	60.0
2021 Population by Race/Ethnicity			
Total	52,552	220,245	453,514
White Alone	87.7%	72.7%	71.6%
Black Alone	1.8%	7.7%	10.2%
American Indian Alone	1.2%	1.3%	1.1%
Asian Alone	2.5%	5.7%	5.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	2.4%	6.8%	6.8%
Two or More Races	4.1%	5.5%	5.1%
Hispanic Origin	9.0%	17.8%	17.6%
Diversity Index	35.6	61.9	62.6
2010 Population by Relationship and Household Type			
Total	49,610	209,998	428,585
In Households	99.7%	99.1%	98.3%
In Family Households	88.8%	82.7%	80.9%
Householder	27.7%	25.4%	25.0%
Spouse	21.6%	17.7%	17.8%
Child	35.2%	33.5%	32.5%
Other relative	2.3%	3.4%	3.3%
Nonrelative	2.0%	2.6%	2.3%
In Nonfamily Households	10.9%	16.5%	17.4%
In Group Quarters	0.3%	0.9%	1.7%
Institutionalized Population	0.3%	0.6%	0.9%
Noninstitutionalized Population	0.0%	0.3%	0.7%

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.



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2016 Population 25+ by Educational Attainment			
Total	33,312	137,560	285,253
Less than 9th Grade	1.8%	4.7%	4.4%
9th - 12th Grade, No Diploma	5.5%	8.5%	7.5%
High School Graduate	22.7%	24.3%	21.9%
GED/Alternative Credential	5.1%	5.4%	4.6%
Some College, No Degree	26.2%	26.9%	25.6%
Associate Degree	10.1%	7.9%	7.8%
Bachelor's Degree	20.6%	15.4%	18.8%
Graduate/Professional Degree	8.0%	6.8%	9.4%
2016 Population 15+ by Marital Status			
Total	40,042	166,428	346,335
Never Married	25.2%	30.5%	31.8%
Married	56.9%	50.3%	49.3%
Widowed	5.0%	5.4%	5.6%
Divorced	12.9%	13.9%	13.4%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	95.2%	93.3%	93.4%
Civilian Unemployed	4.8%	6.7%	6.6%
2016 Employed Population 16+ by Industry			
Total	24,478	99,127	205,117
Agriculture/Mining	0.8%	1.1%	1.2%
Construction	7.0%	8.5%	7.5%
Manufacturing	20.5%	18.1%	16.9%
Wholesale Trade	2.6%	1.9%	2.3%
Retail Trade	10.5%	11.2%	10.3%
Transportation/Utilities	4.0%	4.4%	4.1%
Information	1.5%	1.3%	1.4%
Finance/Insurance/Real Estate	5.4%	5.4%	5.7%
Services	42.8%	44.4%	47.2%
Public Administration	4.8%	3.7%	3.4%
2016 Employed Population 16+ by Occupation			
Total	24,478	99,125	205,119
White Collar	59.6%	53.5%	57.5%
Management/Business/Financial	13.6%	10.9%	12.5%
Professional	23.1%	18.4%	21.5%
Sales	9.0%	9.0%	9.4%
Administrative Support	14.0%	15.2%	14.2%
Services	15.2%	17.8%	17.3%
Blue Collar	25.2%	28.8%	25.1%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	4.7%	7.2%	6.2%
Installation/Maintenance/Repair	5.2%	4.3%	3.9%
Production	8.6%	10.4%	9.0%
Transportation/Material Moving	6.5%	6.7%	5.9%
2010 Population By Urban/ Rural Status			
Total Population	49,610	209,998	428,585
Population Inside Urbanized Area	90.1%	91.8%	92.4%
Population Inside Urbanized Cluster	0.0%	1.7%	0.9%
Rural Population	9.9%	6.4%	6.7%

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 Households by Type			
Total	18,300	81,754	168,965
Households with 1 Person	20.7%	28.9%	30.4%
Households with 2+ People	79.3%	71.1%	69.6%
Family Households	75.2%	65.2%	63.5%
Husband-wife Families	58.6%	45.5%	45.1%
With Related Children	26.9%	21.2%	20.6%
Other Family (No Spouse Present)	16.6%	19.7%	18.4%
Other Family with Male Householder	5.2%	5.9%	5.3%
With Related Children	3.5%	3.9%	3.4%
Other Family with Female Householder	11.5%	13.9%	13.1%
With Related Children	8.2%	10.1%	9.4%
Nonfamily Households	4.1%	5.9%	6.1%
All Households with Children	38.9%	35.7%	33.8%
Multigenerational Households	3.9%	3.9%	3.6%
Unmarried Partner Households	5.3%	7.0%	6.3%
Male-female	4.8%	6.3%	5.7%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	18,301	81,755	168,964
1 Person Household	20.7%	28.9%	30.4%
2 Person Household	34.9%	31.6%	31.7%
3 Person Household	17.2%	15.4%	14.8%
4 Person Household	14.9%	12.7%	12.1%
5 Person Household	7.3%	6.7%	6.5%
6 Person Household	3.1%	2.9%	2.7%
7 + Person Household	1.9%	1.9%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	18,300	81,755	168,965
Owner Occupied	75.5%	62.6%	62.0%
Owned with a Mortgage/Loan	55.6%	44.4%	44.1%
Owned Free and Clear	19.9%	18.2%	18.0%
Renter Occupied	24.5%	37.4%	38.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	19,469	90,108	186,010
Housing Units Inside Urbanized Area	90.2%	92.7%	93.2%
Housing Units Inside Urbanized Cluster	0.0%	1.4%	0.7%
Rural Housing Units	9.8%	5.9%	6.1%

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.

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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)
2016 Consumer Spending			
Apparel & Services: Total \$	\$34,799,817	\$129,672,201	\$295,850,736
Average Spent	\$1,860.16	\$1,561.58	\$1,711.45
Spending Potential Index	92	78	85
Education: Total \$	\$23,626,487	\$89,432,203	\$204,756,381
Average Spent	\$1,262.91	\$1,076.99	\$1,184.48
Spending Potential Index	89	76	84
Entertainment/Recreation: Total \$	\$51,432,186	\$186,302,395	\$424,022,847
Average Spent	\$2,749.21	\$2,243.55	\$2,452.90
Spending Potential Index	94	77	84
Food at Home: Total \$	\$87,748,548	\$329,346,415	\$746,487,693
Average Spent	\$4,690.43	\$3,966.17	\$4,318.30
Spending Potential Index	94	80	87
Food Away from Home: Total \$	\$54,136,135	\$200,845,832	\$458,034,892
Average Spent	\$2,893.74	\$2,418.69	\$2,649.65
Spending Potential Index	94	78	86
Health Care: Total \$	\$95,757,241	\$340,064,202	\$770,251,895
Average Spent	\$5,118.52	\$4,095.23	\$4,455.77
Spending Potential Index	97	77	84
HH Furnishings & Equipment: Total \$	\$31,317,139	\$113,584,994	\$258,525,117
Average Spent	\$1,674.00	\$1,367.85	\$1,495.52
Spending Potential Index	95	77	85
Personal Care Products & Services: Total \$	\$12,818,073	\$46,574,388	\$106,339,014
Average Spent	\$685.17	\$560.87	\$615.15
Spending Potential Index	94	77	84
Shelter: Total \$	\$265,700,106	\$999,409,946	\$2,285,053,412
Average Spent	\$14,202.49	\$12,035.43	\$13,218.64
Spending Potential Index	91	77	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$42,054,091	\$148,873,701	\$338,537,468
Average Spent	\$2,247.92	\$1,792.82	\$1,958.38
Spending Potential Index	97	77	84
Travel: Total \$	\$32,722,331	\$114,638,391	\$262,159,543
Average Spent	\$1,749.11	\$1,380.54	\$1,516.55
Spending Potential Index	94	74	81
Vehicle Maintenance & Repairs: Total \$	\$18,399,671	\$66,954,805	\$152,085,488
Average Spent	\$983.52	\$806.31	\$879.79
Spending Potential Index	95	78	85

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.