



Market Profile

5, 10, 15 Mile Radius - from the center of Derby, KS

Latitude: 37.5492
Longitude: -97.2423

	5 mile	10 mile	15 mile
Population Summary			
2000 Total Population	32,799	197,198	389,537
2010 Total Population	37,814	207,429	416,988
2018 Total Population	39,775	214,129	434,861
2018 Group Quarters	89	1,580	7,201
2023 Total Population	41,506	218,964	446,333
2018-2023 Annual Rate	0.86%	0.45%	0.52%
2018 Total Daytime Population	28,560	196,548	473,723
Workers	8,103	79,559	236,385
Residents	20,457	116,989	237,338
Household Summary			
2000 Households	11,506	77,831	154,680
2000 Average Household Size	2.84	2.51	2.48
2010 Households	13,980	80,856	164,184
2010 Average Household Size	2.70	2.55	2.50
2018 Households	14,571	82,438	169,535
2018 Average Household Size	2.72	2.58	2.52
2023 Households	15,230	83,952	173,419
2023 Average Household Size	2.72	2.59	2.53
2018-2023 Annual Rate	0.89%	0.36%	0.45%
2010 Families	10,642	53,019	103,862
2010 Average Family Size	3.11	3.15	3.15
2018 Families	10,978	53,421	105,778
2018 Average Family Size	3.16	3.21	3.21
2023 Families	11,400	54,171	107,586
2023 Average Family Size	3.17	3.24	3.24
2018-2023 Annual Rate	0.76%	0.28%	0.34%
Housing Unit Summary			
2000 Housing Units	11,948	83,937	168,706
Owner Occupied Housing Units	77.6%	60.5%	57.7%
Renter Occupied Housing Units	18.7%	32.2%	34.0%
Vacant Housing Units	3.7%	7.3%	8.3%
2010 Housing Units	14,816	88,945	181,109
Owner Occupied Housing Units	72.9%	57.7%	55.7%
Renter Occupied Housing Units	21.5%	33.2%	34.9%
Vacant Housing Units	5.6%	9.1%	9.3%
2018 Housing Units	15,403	91,590	188,296
Owner Occupied Housing Units	72.7%	57.0%	54.7%
Renter Occupied Housing Units	21.9%	33.0%	35.3%
Vacant Housing Units	5.4%	10.0%	10.0%
2023 Housing Units	16,078	93,623	193,141
Owner Occupied Housing Units	71.5%	57.3%	55.0%
Renter Occupied Housing Units	23.2%	32.4%	34.8%
Vacant Housing Units	5.3%	10.3%	10.2%
Median Household Income			
2018	\$67,556	\$49,067	\$49,707
2023	\$75,476	\$53,178	\$53,937
Median Home Value			
2018	\$163,724	\$112,629	\$125,615
2023	\$192,073	\$127,350	\$143,625
Per Capita Income			
2018	\$31,006	\$25,288	\$27,206
2023	\$35,222	\$28,715	\$30,842
Median Age			
2010	36.4	33.4	33.8
2018	37.6	34.8	35.0
2023	38.7	35.6	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	14,571	82,438	169,535
<\$15,000	4.5%	10.8%	11.6%
\$15,000 - \$24,999	6.7%	10.8%	10.7%
\$25,000 - \$34,999	9.0%	12.4%	12.0%
\$35,000 - \$49,999	14.1%	16.7%	15.9%
\$50,000 - \$74,999	20.2%	19.8%	18.8%
\$75,000 - \$99,999	16.2%	11.7%	11.4%
\$100,000 - \$149,999	19.5%	11.9%	12.0%
\$150,000 - \$199,999	5.2%	3.1%	3.7%
\$200,000+	4.6%	2.8%	3.9%
Average Household Income	\$84,339	\$65,261	\$69,010
2023 Households by Income			
Household Income Base	15,230	83,952	173,419
<\$15,000	3.3%	8.6%	9.4%
\$15,000 - \$24,999	5.3%	9.0%	9.0%
\$25,000 - \$34,999	8.3%	11.9%	11.5%
\$35,000 - \$49,999	13.5%	17.0%	16.1%
\$50,000 - \$74,999	19.2%	19.5%	18.6%
\$75,000 - \$99,999	16.1%	12.2%	11.8%
\$100,000 - \$149,999	22.4%	14.5%	14.5%
\$150,000 - \$199,999	6.0%	3.7%	4.3%
\$200,000+	6.0%	3.6%	4.9%
Average Household Income	\$95,674	\$74,475	\$78,613
2018 Owner Occupied Housing Units by Value			
Total	11,203	52,235	103,041
<\$50,000	5.3%	10.0%	9.2%
\$50,000 - \$99,999	14.5%	34.6%	29.5%
\$100,000 - \$149,999	24.1%	21.2%	22.1%
\$150,000 - \$199,999	22.1%	13.3%	14.4%
\$200,000 - \$249,999	11.9%	7.2%	7.3%
\$250,000 - \$299,999	8.1%	5.0%	5.2%
\$300,000 - \$399,999	7.9%	4.3%	5.5%
\$400,000 - \$499,999	3.4%	2.0%	3.1%
\$500,000 - \$749,999	2.1%	1.7%	2.6%
\$750,000 - \$999,999	0.2%	0.4%	0.5%
\$1,000,000 - \$1,499,999	0.5%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$193,061	\$150,788	\$169,207
2023 Owner Occupied Housing Units by Value			
Total	11,503	53,610	106,236
<\$50,000	4.1%	9.0%	8.2%
\$50,000 - \$99,999	11.0%	30.7%	25.4%
\$100,000 - \$149,999	18.5%	18.8%	18.8%
\$150,000 - \$199,999	19.4%	12.5%	13.5%
\$200,000 - \$249,999	12.6%	7.5%	8.0%
\$250,000 - \$299,999	9.2%	5.9%	6.2%
\$300,000 - \$399,999	13.0%	6.9%	8.2%
\$400,000 - \$499,999	6.9%	4.0%	5.5%
\$500,000 - \$749,999	4.3%	3.5%	4.9%
\$750,000 - \$999,999	0.3%	0.6%	0.7%
\$1,000,000 - \$1,499,999	0.6%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$234,009	\$180,720	\$202,972

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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2010 Population by Age			
Total	37,812	207,429	416,989
0 - 4	7.0%	8.5%	8.0%
5 - 9	7.6%	7.7%	7.5%
10 - 14	8.0%	7.1%	7.1%
15 - 24	13.2%	14.0%	14.5%
25 - 34	12.4%	14.9%	14.5%
35 - 44	12.4%	12.2%	12.2%
45 - 54	15.9%	13.9%	13.9%
55 - 64	12.1%	10.9%	10.8%
65 - 74	6.4%	5.8%	5.8%
75 - 84	3.8%	3.7%	3.9%
85 +	1.1%	1.5%	1.8%
18 +	72.3%	72.5%	73.2%
2018 Population by Age			
Total	39,774	214,129	434,861
0 - 4	6.5%	7.8%	7.4%
5 - 9	6.9%	7.5%	7.2%
10 - 14	7.2%	7.1%	7.0%
15 - 24	12.5%	13.0%	13.6%
25 - 34	13.3%	14.9%	14.9%
35 - 44	12.9%	12.7%	12.5%
45 - 54	12.1%	11.4%	11.5%
55 - 64	14.0%	12.2%	12.0%
65 - 74	9.1%	8.1%	8.1%
75 - 84	4.0%	3.7%	3.9%
85 +	1.5%	1.7%	2.0%
18 +	75.4%	73.8%	74.6%
2023 Population by Age			
Total	41,507	218,964	446,334
0 - 4	6.4%	7.7%	7.4%
5 - 9	6.6%	7.3%	7.0%
10 - 14	7.1%	7.2%	6.9%
15 - 24	11.8%	13.0%	13.3%
25 - 34	12.9%	14.1%	14.2%
35 - 44	13.8%	13.5%	13.3%
45 - 54	11.6%	10.9%	10.9%
55 - 64	12.6%	11.1%	11.1%
65 - 74	10.7%	9.3%	9.3%
75 - 84	4.9%	4.4%	4.7%
85 +	1.6%	1.6%	1.9%
18 +	75.8%	73.8%	74.7%
2010 Population by Sex			
Males	18,610	102,343	205,751
Females	19,204	105,086	211,237
2018 Population by Sex			
Males	19,602	105,568	214,243
Females	20,173	108,561	220,618
2023 Population by Sex			
Males	20,521	108,204	220,062
Females	20,985	110,760	226,271

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 18, 2018



Market Profile

5, 10, 15 Mile Radius - from the center of Derby, KS

Latitude: 37.5492
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2010 Population by Race/Ethnicity			
Total	37,813	207,430	416,988
White Alone	91.4%	76.0%	73.8%
Black Alone	1.7%	7.8%	10.6%
American Indian Alone	1.1%	1.3%	1.2%
Asian Alone	1.5%	5.1%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.2%	5.2%	5.6%
Two or More Races	3.0%	4.5%	4.2%
Hispanic Origin	5.6%	13.3%	14.1%
Diversity Index	25.3	54.9	57.7
2018 Population by Race/Ethnicity			
Total	39,775	214,130	434,862
White Alone	90.4%	74.3%	72.2%
Black Alone	1.7%	7.5%	10.3%
American Indian Alone	1.0%	1.2%	1.2%
Asian Alone	1.7%	5.6%	5.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.5%	6.1%	6.5%
Two or More Races	3.6%	5.1%	4.8%
Hispanic Origin	6.8%	15.6%	16.3%
Diversity Index	28.6	58.7	61.1
2023 Population by Race/Ethnicity			
Total	41,507	218,964	446,334
White Alone	89.4%	73.0%	71.0%
Black Alone	1.7%	7.3%	10.1%
American Indian Alone	1.0%	1.2%	1.1%
Asian Alone	1.9%	6.0%	5.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.7%	6.8%	7.1%
Two or More Races	4.0%	5.7%	5.3%
Hispanic Origin	8.2%	17.7%	18.3%
Diversity Index	32.0	61.6	63.8
2010 Population by Relationship and Household Type			
Total	37,814	207,429	416,988
In Households	99.8%	99.2%	98.3%
In Family Households	89.2%	82.9%	80.7%
Householder	28.2%	25.6%	24.9%
Spouse	22.8%	18.0%	17.6%
Child	34.5%	33.4%	32.5%
Other relative	2.0%	3.4%	3.3%
Nonrelative	1.7%	2.5%	2.3%
In Nonfamily Households	10.5%	16.3%	17.6%
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	26,618	138,361	282,084
Less than 9th Grade	1.4%	4.1%	4.0%
9th - 12th Grade, No Diploma	4.1%	8.5%	7.8%
High School Graduate	20.9%	25.2%	22.8%
GED/Alternative Credential	3.9%	5.1%	4.5%
Some College, No Degree	23.5%	25.3%	24.3%
Associate Degree	9.9%	7.7%	7.5%
Bachelor's Degree	25.5%	16.3%	18.7%
Graduate/Professional Degree	10.9%	7.9%	10.4%
2018 Population 15+ by Marital Status			
Total	31,586	166,235	341,076
Never Married	24.6%	31.9%	33.7%
Married	59.4%	48.8%	47.2%
Widowed	5.4%	5.7%	5.8%
Divorced	10.7%	13.5%	13.3%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.9%	95.2%	95.1%
Civilian Unemployed (Unemployment Rate)	3.1%	4.8%	4.9%
2018 Employed Population 16+ by Industry			
Total	19,224	96,936	197,228
Agriculture/Mining	0.6%	0.8%	0.9%
Construction	6.0%	7.9%	7.1%
Manufacturing	21.5%	19.2%	18.0%
Wholesale Trade	2.4%	1.8%	2.1%
Retail Trade	10.1%	10.9%	10.2%
Transportation/Utilities	4.2%	4.4%	4.1%
Information	1.6%	1.4%	1.4%
Finance/Insurance/Real Estate	4.9%	4.5%	4.8%
Services	43.7%	45.2%	47.9%
Public Administration	5.1%	3.9%	3.4%
2018 Employed Population 16+ by Occupation			
Total	19,220	96,935	197,230
White Collar	62.1%	53.5%	56.6%
Management/Business/Financial	13.8%	11.1%	12.2%
Professional	24.7%	18.7%	21.4%
Sales	8.9%	8.9%	9.2%
Administrative Support	14.7%	14.8%	13.9%
Services	15.1%	18.2%	17.9%
Blue Collar	22.8%	28.3%	25.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	4.4%	7.6%	6.8%
Installation/Maintenance/Repair	4.6%	4.1%	3.7%
Production	7.3%	9.9%	8.8%
Transportation/Material Moving	6.5%	6.6%	5.9%
2010 Population By Urban/ Rural Status			
Total Population	37,814	207,429	416,988
Population Inside Urbanized Area	86.3%	91.4%	92.0%
Population Inside Urbanized Cluster	0.0%	1.8%	0.9%
Rural Population	13.7%	6.8%	7.0%

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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2010 Households by Type			
Total	13,980	80,856	164,183
Households with 1 Person	20.1%	28.5%	30.6%
Households with 2+ People	79.9%	71.5%	69.4%
Family Households	76.1%	65.6%	63.3%
Husband-wife Families	61.5%	46.2%	44.7%
With Related Children	27.6%	21.4%	20.6%
Other Family (No Spouse Present)	14.6%	19.4%	18.6%
Other Family with Male Householder	4.4%	5.7%	5.4%
With Related Children	3.1%	3.8%	3.5%
Other Family with Female Householder	10.2%	13.6%	13.2%
With Related Children	7.1%	9.9%	9.5%
Nonfamily Households	3.8%	5.9%	6.2%
All Households with Children	38.1%	35.5%	33.9%
Multigenerational Households	3.5%	3.8%	3.6%
Unmarried Partner Households	4.5%	6.8%	6.4%
Male-female	4.0%	6.2%	5.8%
Same-sex	0.5%	0.6%	0.7%
2010 Households by Size			
Total	13,979	80,855	164,185
1 Person Household	20.1%	28.5%	30.6%
2 Person Household	36.1%	31.9%	31.5%
3 Person Household	17.0%	15.4%	14.8%
4 Person Household	15.2%	12.7%	12.1%
5 Person Household	7.1%	6.7%	6.5%
6 Person Household	2.9%	2.9%	2.7%
7 + Person Household	1.6%	1.8%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	13,980	80,856	164,184
Owner Occupied	77.3%	63.5%	61.5%
Owned with a Mortgage/Loan	57.8%	45.0%	43.7%
Owned Free and Clear	19.4%	18.5%	17.8%
Renter Occupied	22.7%	36.5%	38.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	14,816	88,945	181,109
Housing Units Inside Urbanized Area	86.5%	92.4%	92.9%
Housing Units Inside Urbanized Cluster	0.0%	1.4%	0.7%
Rural Housing Units	13.5%	6.2%	6.4%

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.	Comfortable Empty Nesters	Green Acres (6A)	Green Acres (6A)
2018 Consumer Spending			
Apparel & Services: Total \$	\$31,599,482	\$142,017,095	\$309,677,892
Average Spent	\$2,168.66	\$1,722.71	\$1,826.63
Spending Potential Index	100	79	84
Education: Total \$	\$21,156,605	\$92,778,727	\$202,334,102
Average Spent	\$1,451.97	\$1,125.44	\$1,193.47
Spending Potential Index	100	78	82
Entertainment/Recreation: Total \$	\$47,631,897	\$208,979,870	\$453,402,760
Average Spent	\$3,268.95	\$2,534.99	\$2,674.39
Spending Potential Index	101	79	83
Food at Home: Total \$	\$73,611,861	\$332,644,005	\$722,439,041
Average Spent	\$5,051.94	\$4,035.08	\$4,261.30
Spending Potential Index	101	80	85
Food Away from Home: Total \$	\$51,578,481	\$230,582,492	\$502,478,590
Average Spent	\$3,539.80	\$2,797.04	\$2,963.86
Spending Potential Index	101	80	84
Health Care: Total \$	\$86,324,437	\$373,399,613	\$806,509,669
Average Spent	\$5,924.40	\$4,529.46	\$4,757.19
Spending Potential Index	103	79	83
HH Furnishings & Equipment: Total \$	\$31,113,431	\$136,308,724	\$295,902,049
Average Spent	\$2,135.30	\$1,653.47	\$1,745.37
Spending Potential Index	102	79	84
Personal Care Products & Services: Total \$	\$12,268,858	\$53,792,070	\$117,171,504
Average Spent	\$842.01	\$652.52	\$691.13
Spending Potential Index	102	79	83
Shelter: Total \$	\$239,483,793	\$1,084,420,834	\$2,369,108,734
Average Spent	\$16,435.65	\$13,154.38	\$13,974.16
Spending Potential Index	98	78	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$35,926,010	\$154,921,262	\$338,065,683
Average Spent	\$2,465.58	\$1,879.25	\$1,994.08
Spending Potential Index	99	76	80
Travel: Total \$	\$31,540,308	\$134,230,126	\$292,114,328
Average Spent	\$2,164.59	\$1,628.26	\$1,723.03
Spending Potential Index	101	76	80
Vehicle Maintenance & Repairs: Total \$	\$15,943,232	\$70,748,988	\$153,490,905
Average Spent	\$1,094.18	\$858.21	\$905.36
Spending Potential Index	102	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 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.