



Market Profile

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

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
2019 Total Population	42,792	217,224	438,661
2019 Group Quarters	88	1,691	7,199
2024 Total Population	44,375	220,982	447,860
2019-2024 Annual Rate	0.73%	0.34%	0.42%
2019 Total Daytime Population	30,057	200,432	478,756
Workers	9,074	86,480	250,864
Residents	20,983	113,952	227,892
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
2019 Households	15,725	83,972	171,937
2019 Average Household Size	2.72	2.57	2.51
2024 Households	16,387	85,251	175,280
2024 Average Household Size	2.70	2.57	2.51
2019-2024 Annual Rate	0.83%	0.30%	0.39%
2010 Families	11,376	53,793	105,130
2010 Average Family Size	3.13	3.15	3.15
2019 Families	11,819	54,363	107,484
2019 Average Family Size	3.14	3.18	3.17
2024 Families	12,242	55,012	109,089
2024 Average Family Size	3.13	3.19	3.18
2019-2024 Annual Rate	0.71%	0.24%	0.30%
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%
2019 Housing Units	16,724	93,535	191,590
Owner Occupied Housing Units	70.3%	55.2%	53.4%
Renter Occupied Housing Units	23.7%	34.5%	36.4%
Vacant Housing Units	6.0%	10.2%	10.3%
2024 Housing Units	17,434	95,391	196,257
Owner Occupied Housing Units	69.4%	55.8%	53.9%
Renter Occupied Housing Units	24.6%	33.6%	35.4%
Vacant Housing Units	6.0%	10.6%	10.7%
Median Household Income			
2019	\$67,463	\$49,618	\$50,378
2024	\$76,136	\$53,897	\$54,773
Median Home Value			
2019	\$170,707	\$121,721	\$135,286
2024	\$195,535	\$138,062	\$155,650
Per Capita Income			
2019	\$30,664	\$24,850	\$26,587
2024	\$34,869	\$28,208	\$30,046
Median Age			
2010	36.1	33.4	33.9
2019	37.6	35.1	35.4
2024	38.6	35.7	36.0

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	15,725	83,972	171,937
<\$15,000	5.1%	11.5%	12.2%
\$15,000 - \$24,999	6.3%	11.1%	10.8%
\$25,000 - \$34,999	6.6%	10.9%	10.5%
\$35,000 - \$49,999	15.6%	16.8%	16.0%
\$50,000 - \$74,999	21.2%	20.9%	19.8%
\$75,000 - \$99,999	16.4%	11.4%	11.4%
\$100,000 - \$149,999	20.1%	12.3%	12.7%
\$150,000 - \$199,999	4.8%	2.7%	3.3%
\$200,000+	3.9%	2.4%	3.3%
Average Household Income	\$83,214	\$64,159	\$67,662
2024 Households by Income			
Household Income Base	16,387	85,251	175,280
<\$15,000	4.2%	9.9%	10.6%
\$15,000 - \$24,999	5.2%	9.5%	9.3%
\$25,000 - \$34,999	5.7%	9.9%	9.5%
\$35,000 - \$49,999	14.1%	16.1%	15.4%
\$50,000 - \$74,999	19.8%	20.7%	19.5%
\$75,000 - \$99,999	16.6%	12.4%	12.2%
\$100,000 - \$149,999	23.0%	14.9%	15.1%
\$150,000 - \$199,999	6.5%	3.8%	4.5%
\$200,000+	4.9%	2.9%	3.8%
Average Household Income	\$94,167	\$72,985	\$76,606
2019 Owner Occupied Housing Units by Value			
Total	11,756	51,660	102,206
<\$50,000	5.5%	10.2%	8.8%
\$50,000 - \$99,999	12.0%	30.5%	25.7%
\$100,000 - \$149,999	21.9%	21.3%	21.9%
\$150,000 - \$199,999	25.6%	13.7%	15.4%
\$200,000 - \$249,999	13.8%	9.1%	9.0%
\$250,000 - \$299,999	9.1%	5.4%	6.1%
\$300,000 - \$399,999	6.8%	5.0%	6.4%
\$400,000 - \$499,999	2.9%	2.3%	2.7%
\$500,000 - \$749,999	1.1%	1.7%	2.6%
\$750,000 - \$999,999	0.2%	0.2%	0.6%
\$1,000,000 - \$1,499,999	0.7%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.4%	0.1%	0.2%
Average Home Value	\$201,956	\$159,295	\$179,285
2024 Owner Occupied Housing Units by Value			
Total	12,101	53,187	105,690
<\$50,000	4.4%	9.2%	7.7%
\$50,000 - \$99,999	9.2%	26.6%	21.9%
\$100,000 - \$149,999	16.3%	18.7%	18.8%
\$150,000 - \$199,999	22.0%	12.5%	14.1%
\$200,000 - \$249,999	14.9%	9.7%	9.4%
\$250,000 - \$299,999	11.3%	6.5%	7.2%
\$300,000 - \$399,999	10.9%	8.0%	9.2%
\$400,000 - \$499,999	6.0%	4.7%	5.4%
\$500,000 - \$749,999	2.4%	3.1%	4.5%
\$750,000 - \$999,999	0.6%	0.4%	0.9%
\$1,000,000 - \$1,499,999	1.1%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.8%	0.2%	0.3%
Average Home Value	\$249,479	\$190,170	\$213,835

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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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%
2019 Population by Age			
Total	42,792	217,227	438,662
0 - 4	6.6%	7.8%	7.4%
5 - 9	6.9%	7.4%	7.1%
10 - 14	7.1%	7.1%	6.9%
15 - 24	12.3%	12.8%	13.3%
25 - 34	13.5%	14.9%	14.8%
35 - 44	13.0%	12.9%	12.7%
45 - 54	11.6%	11.1%	11.2%
55 - 64	14.0%	12.2%	12.0%
65 - 74	9.4%	8.4%	8.5%
75 - 84	4.1%	3.8%	4.1%
85 +	1.5%	1.7%	2.0%
18 +	75.4%	74.0%	74.8%
2024 Population by Age			
Total	44,374	220,980	447,859
0 - 4	6.5%	7.7%	7.4%
5 - 9	6.8%	7.3%	7.0%
10 - 14	7.1%	7.1%	6.9%
15 - 24	11.8%	12.8%	13.2%
25 - 34	12.9%	14.1%	14.1%
35 - 44	13.7%	13.5%	13.3%
45 - 54	11.6%	10.9%	10.9%
55 - 64	12.1%	10.9%	10.8%
65 - 74	10.9%	9.5%	9.5%
75 - 84	5.1%	4.7%	4.9%
85 +	1.6%	1.7%	2.0%
18 +	75.7%	74.0%	74.8%
2010 Population by Sex			
Males	20,066	104,177	208,009
Females	20,647	106,824	213,640
2019 Population by Sex			
Males	21,150	107,150	216,176
Females	21,642	110,074	222,485
2024 Population by Sex			
Males	21,977	109,014	220,491
Females	22,399	111,968	227,370

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 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
2019 Population by Race/Ethnicity			
Total	42,791	217,225	438,661
White Alone	89.1%	73.8%	72.1%
Black Alone	1.8%	7.6%	10.2%
American Indian Alone	1.1%	1.2%	1.1%
Asian Alone	2.2%	5.7%	5.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.9%	6.3%	6.6%
Two or More Races	3.7%	5.2%	4.9%
Hispanic Origin	7.7%	16.0%	16.5%
Diversity Index	31.8	59.5	61.4
2024 Population by Race/Ethnicity			
Total	44,376	220,983	447,860
White Alone	88.2%	72.5%	70.9%
Black Alone	1.9%	7.5%	10.1%
American Indian Alone	1.1%	1.2%	1.1%
Asian Alone	2.4%	6.0%	5.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	6.9%	7.1%
Two or More Races	4.1%	5.7%	5.3%
Hispanic Origin	9.0%	18.1%	18.4%
Diversity Index	34.9	62.3	63.9
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	28,698	141,202	286,356
Less than 9th Grade	1.8%	4.0%	3.9%
9th - 12th Grade, No Diploma	3.7%	7.7%	7.1%
High School Graduate	21.9%	25.2%	22.6%
GED/Alternative Credential	3.9%	4.7%	4.2%
Some College, No Degree	22.9%	24.1%	23.4%
Associate Degree	10.9%	9.0%	8.5%
Bachelor's Degree	24.1%	16.9%	19.5%
Graduate/Professional Degree	10.9%	8.3%	10.8%
2019 Population 15+ by Marital Status			
Total	33,961	168,996	344,819
Never Married	23.2%	30.3%	31.8%
Married	60.5%	50.3%	49.1%
Widowed	5.1%	5.5%	5.5%
Divorced	11.2%	13.8%	13.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.7%	94.2%	94.6%
Civilian Unemployed (Unemployment Rate)	3.3%	5.8%	5.4%
2019 Employed Population 16+ by Industry			
Total	21,957	103,464	211,236
Agriculture/Mining	0.7%	1.1%	1.1%
Construction	6.9%	8.4%	7.7%
Manufacturing	20.5%	19.0%	17.3%
Wholesale Trade	1.9%	2.3%	2.6%
Retail Trade	11.5%	12.7%	11.7%
Transportation/Utilities	4.8%	4.8%	4.4%
Information	1.3%	1.2%	1.4%
Finance/Insurance/Real Estate	4.1%	4.4%	4.9%
Services	42.3%	41.7%	45.2%
Public Administration	6.0%	4.3%	3.7%
2019 Employed Population 16+ by Occupation			
Total	21,957	103,463	211,233
White Collar	63.0%	54.3%	57.7%
Management/Business/Financial	12.7%	10.3%	11.5%
Professional	27.5%	19.3%	21.9%
Sales	7.9%	8.9%	9.4%
Administrative Support	14.8%	15.8%	14.9%
Services	14.9%	18.3%	18.0%
Blue Collar	22.1%	27.3%	24.3%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	4.9%	6.6%	5.9%
Installation/Maintenance/Repair	4.9%	4.8%	4.2%
Production	6.6%	10.1%	9.0%
Transportation/Material Moving	5.7%	5.7%	5.0%
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 20, 2019



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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 2019 and 2024 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)
2019 Consumer Spending			
Apparel & Services: Total \$	\$31,637,808	\$134,375,774	\$291,121,206
Average Spent	\$2,011.94	\$1,600.25	\$1,693.19
Spending Potential Index	94	75	79
Education: Total \$	\$23,289,852	\$94,915,910	\$205,635,028
Average Spent	\$1,481.07	\$1,130.33	\$1,195.99
Spending Potential Index	93	71	75
Entertainment/Recreation: Total \$	\$49,404,837	\$202,891,103	\$436,977,566
Average Spent	\$3,141.80	\$2,416.18	\$2,541.50
Spending Potential Index	96	74	78
Food at Home: Total \$	\$77,528,373	\$327,705,235	\$706,961,576
Average Spent	\$4,930.26	\$3,902.55	\$4,111.75
Spending Potential Index	95	75	79
Food Away from Home: Total \$	\$55,004,028	\$231,334,406	\$500,892,878
Average Spent	\$3,497.87	\$2,754.90	\$2,913.23
Spending Potential Index	95	75	79
Health Care: Total \$	\$92,682,988	\$378,400,650	\$810,496,929
Average Spent	\$5,893.99	\$4,506.27	\$4,713.92
Spending Potential Index	99	76	79
HH Furnishings & Equipment: Total \$	\$32,627,277	\$134,600,580	\$290,246,133
Average Spent	\$2,074.87	\$1,602.92	\$1,688.10
Spending Potential Index	97	75	79
Personal Care Products & Services: Total \$	\$13,619,326	\$56,372,262	\$121,763,352
Average Spent	\$866.09	\$671.32	\$708.19
Spending Potential Index	98	76	80
Shelter: Total \$	\$268,631,350	\$1,135,080,097	\$2,459,661,118
Average Spent	\$17,083.07	\$13,517.36	\$14,305.60
Spending Potential Index	92	73	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$37,621,859	\$153,483,641	\$331,924,462
Average Spent	\$2,392.49	\$1,827.80	\$1,930.50
Spending Potential Index	96	74	78
Travel: Total \$	\$33,435,013	\$133,931,322	\$289,211,029
Average Spent	\$2,126.23	\$1,594.95	\$1,682.08
Spending Potential Index	95	71	75
Vehicle Maintenance & Repairs: Total \$	\$17,353,023	\$73,886,233	\$159,948,998
Average Spent	\$1,103.53	\$879.89	\$930.28
Spending Potential Index	96	77	81

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.