



Retail Marketplace Potential

Derby city, KS (2017800)
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 Geography: Place

Demographic Summary		2022	2027
Population		25,783	25,885
Population 18+		19,786	19,960
Households		10,060	10,104
Median Household Income		\$81,311	\$93,857

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	10,998	55.6%	101
Bought any women's clothing in last 12 months	9,759	49.3%	101
Bought any shoes in last 12 months	14,253	72.0%	100
Bought any fine jewelry in last 12 months	3,790	19.2%	100
Bought a watch in last 12 months	2,737	13.8%	97
Automobiles (Households)			
HH owns/leases any vehicle	9,343	92.9%	104
HH bought/leased new vehicle last 12 months	1,009	10.0%	104
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	18,248	92.2%	104
Bought/changed motor oil in last 12 months	9,899	50.0%	105
Had tune-up in last 12 months	4,868	24.6%	100
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	7,386	37.3%	95
Drank beer/ale in last 6 months	8,463	42.8%	105
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,125	10.7%	110
Own digital SLR camera/camcorder	2,082	10.5%	107
Printed digital photos in last 12 months	5,372	27.2%	107
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,041	30.5%	93
Have a smartphone	18,410	93.0%	101
Have a smartphone: Android phone (any brand)	7,921	40.0%	100
Have a smartphone: Apple iPhone	10,612	53.6%	102
Number of cell phones in household: 1	2,891	28.7%	94
Number of cell phones in household: 2	4,157	41.3%	107
Number of cell phones in household: 3+	2,892	28.7%	99
HH has cell phone only (no landline telephone)	6,822	67.8%	101
Computers (Households)			
HH owns a computer	8,514	84.6%	104
HH owns desktop computer	4,020	40.0%	105
HH owns laptop/notebook	6,913	68.7%	105
HH owns any Apple/Mac brand computer	2,195	21.8%	98
HH owns any PC/non-Apple brand computer	7,060	70.2%	105
HH purchased most recent computer in a store	4,158	41.3%	112
HH purchased most recent computer online	2,231	22.2%	98
HH spent \$1-\$499 on most recent home computer	1,792	17.8%	115
HH spent \$500-\$999 on most recent home computer	2,046	20.3%	107
HH spent \$1,000-\$1,499 on most recent home computer	1,267	12.6%	105
HH spent \$1,500-\$1,999 on most recent home computer	601	6.0%	114
HH spent \$2,000+ on most recent home computer	448	4.5%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	13,001	65.7%	105
Bought brewed coffee at convenience store in last 30 days	2,507	12.7%	102
Bought cigarettes at convenience store in last 30 days	1,289	6.5%	91
Bought gas at convenience store in last 30 days	8,241	41.7%	111
Spent at convenience store in last 30 days: \$1-19	1,521	7.7%	101
Spent at convenience store in last 30 days: \$20-\$39	2,219	11.2%	110
Spent at convenience store in last 30 days: \$40-\$50	1,765	8.9%	104
Spent at convenience store in last 30 days: \$51-\$99	1,226	6.2%	103
Spent at convenience store in last 30 days: \$100+	4,252	21.5%	105
Entertainment (Adults)			
Attended a movie in last 6 months	9,878	49.9%	104
Went to live theater in last 12 months	2,273	11.5%	114
Went to a bar/night club in last 12 months	3,710	18.8%	111
Dined out in last 12 months	10,836	54.8%	108
Gambled at a casino in last 12 months	2,378	12.0%	105
Visited a theme park in last 12 months	2,726	13.8%	96
Viewed movie (video-on-demand) in last 30 days	2,821	14.3%	110
Viewed TV show (video-on-demand) in last 30 days	1,761	8.9%	105
Watched any pay-per-view TV in last 12 months	1,222	6.2%	96
Downloaded a movie over the Internet in last 30 days	1,494	7.6%	99
Downloaded any individual song in last 6 months	3,971	20.1%	102
Used internet to watch a movie online in the last 30 days	6,203	31.4%	92
Used internet to watch a TV program online in last 30 days	4,414	22.3%	102
Played a video/electronic game (console) in last 12 months	2,304	11.6%	99
Played a video/electronic game (portable) in last 12 months	1,148	5.8%	97
Financial (Adults)			
Have home mortgage (1st)	8,441	42.7%	118
Used ATM/cash machine in last 12 months	12,047	60.9%	101
Own any stock	2,464	12.5%	104
Own U.S. savings bond	1,380	7.0%	113
Own shares in mutual fund (stock)	2,418	12.2%	110
Own shares in mutual fund (bonds)	1,517	7.7%	109
Have interest checking account	7,891	39.9%	113
Have non-interest checking account	7,288	36.8%	104
Have savings account	14,340	72.5%	106
Have 401K retirement savings plan	4,762	24.1%	110
Own/used any credit/debit card in last 12 months	18,013	91.0%	103
Avg monthly credit card expenditures: \$1-110	2,442	12.3%	103
Avg monthly credit card expenditures: \$111-\$225	1,637	8.3%	105
Avg monthly credit card expenditures: \$226-\$450	1,816	9.2%	104
Avg monthly credit card expenditures: \$451-\$700	1,754	8.9%	110
Avg monthly credit card expenditures: \$701-\$1,000	1,517	7.7%	102
Avg monthly credit card expenditures: \$1001-2000	2,156	10.9%	109
Avg monthly credit card expenditures: \$2001+	1,844	9.3%	105
Did banking online in last 12 months	11,221	56.7%	107
Did banking on mobile device in last 12 months	8,556	43.2%	103

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Grocery (Adults)			
HH used bread in last 6 months	9,599	95.4%	101
HH used chicken (fresh or frozen) in last 6 months	7,077	70.3%	102
HH used turkey (fresh or frozen) in last 6 months	1,528	15.2%	105
HH used fish/seafood (fresh or frozen) in last 6 months	5,794	57.6%	99
HH used fresh fruit/vegetables in last 6 months	8,895	88.4%	101
HH used fresh milk in last 6 months	8,527	84.8%	102
HH used organic food in last 6 months	2,354	23.4%	94
Health (Adults)			
Exercise at home 2+ times per week	8,033	40.6%	100
Exercise at club 2+ times per week	2,889	14.6%	107
Visited a doctor in last 12 months	16,395	82.9%	104
Used vitamin/dietary supplement in last 6 months	12,329	62.3%	103
Home (Households)			
HH did any home improvement in last 12 months	3,897	38.7%	113
HH used any maid/professional cleaning service in last 12 months	2,015	20.0%	98
HH purchased low ticket HH furnishings in last 12 months	2,236	22.2%	103
HH purchased big ticket HH furnishings in last 12 months	2,667	26.5%	102
HH bought any small kitchen appliance in last 12 months	2,639	26.2%	103
HH bought any large kitchen appliance in last 12 months	1,685	16.7%	108
Insurance (Adults/Households)			
Currently carry life insurance	10,621	53.7%	111
Carry medical/hospital/accident insurance	16,822	85.0%	105
Carry homeowner/personal property insurance	13,062	66.0%	117
Carry renter's insurance	1,944	9.8%	92
HH has auto insurance: 1 vehicle in household covered	2,744	27.3%	93
HH has auto insurance: 2 vehicles in household covered	3,330	33.1%	107
HH has auto insurance: 3+ vehicles in household covered	2,832	28.2%	113
Pets (Households)			
Household owns any pet	5,778	57.4%	110
Household owns any cat	2,607	25.9%	113
Household owns any dog	4,383	43.6%	110
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	7,560	38.2%	108
Buy based on quality not price	3,260	16.5%	96
Buy on credit rather than wait	2,425	12.3%	93
Only use coupons brands: usually buy	2,692	13.6%	100
Will pay more for environmentally safe products	2,341	11.8%	86
Buy based on price not brands	5,861	29.6%	103
Am interested in how to help the environment	3,733	18.9%	92
Reading (Adults)			
Bought digital book in last 12 months	3,377	17.1%	98
Bought hardcover book in last 12 months	4,874	24.6%	101
Bought paperback book in last 12 month	6,488	32.8%	105
Read any daily newspaper (paper version)	2,911	14.7%	95
Read any digital newspaper in last 30 days	9,719	49.1%	99
Read any magazine (paper/electronic version) in last 6 months	17,665	89.3%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	13,916	70.3%	105
Went to family restaurant/steak house: 4+ times a month	4,248	21.5%	104
Went to fast food/drive-in restaurant in last 6 months	18,067	91.3%	101
Went to fast food/drive-in restaurant 9+ times/month	7,717	39.0%	103
Fast food restaurant last 6 months: eat in	4,808	24.3%	107
Fast food restaurant last 6 months: home delivery	2,188	11.1%	95
Fast food restaurant last 6 months: take-out/drive-thru	11,811	59.7%	106
Fast food restaurant last 6 months: take-out/walk-in	3,951	20.0%	94
Television & Electronics (Adults/Households)			
Own any tablet	11,690	59.1%	105
Own any e-reader	2,553	12.9%	105
Own e-reader/tablet: iPad	7,092	35.8%	103
HH has Internet connectable TV	4,471	44.4%	104
Own any portable MP3 player	2,824	14.3%	104
HH owns 1 TV	1,804	17.9%	91
HH owns 2 TVs	2,596	25.8%	94
HH owns 3 TVs	2,386	23.7%	107
HH owns 4+ TVs	2,416	24.0%	116
HH subscribes to cable TV	3,661	36.4%	98
HH subscribes to fiber optic	461	4.6%	85
HH owns portable GPS navigation device	2,337	23.2%	113
HH purchased video game system in last 12 months	642	6.4%	82
HH owns any Internet video device for TV	4,728	47.0%	104
Travel (Adults)			
Took domestic trip in continental US last 12 months	11,294	57.1%	107
Took 3+ domestic non-business trips in last 12 months	3,009	15.2%	121
Spent on domestic vacations in last 12 months: \$1-999	2,635	13.3%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,401	7.1%	114
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	778	3.9%	104
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	860	4.3%	115
Spent on domestic vacations in last 12 months: \$3,000+	1,469	7.4%	116
Domestic travel in last 12 months: used general travel website	1,148	5.8%	98
Took foreign trip (including Alaska and Hawaii) in last 3 years	6,384	32.3%	97
Took 3+ foreign trips by plane in last 3 years	1,360	6.9%	87
Spent on foreign vacations in last 12 months: \$1-999	1,422	7.2%	99
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	675	3.4%	89
Spent on foreign vacations in last 12 months: \$3,000+	1,184	6.0%	99
Foreign travel in last 3 years: used general travel website	1,210	6.1%	94
Nights spent in hotel/motel in last 12 months: any	9,770	49.4%	109
Took cruise of more than one day in last 3 years	2,456	12.4%	115
Member of any frequent flyer program	5,037	25.5%	103
Member of any hotel rewards program	5,740	29.0%	112

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