



Market Profile

Derby city, KS (2017800)
Derby city, KS (2017800)
Geography: Place

Derby city, K...

Population Summary	
2010 Total Population	22,421
2020 Total Population	25,625
2020 Group Quarters	222
2022 Total Population	25,783
2022 Group Quarters	222
2027 Total Population	25,885
2022-2027 Annual Rate	0.08%
2022 Total Daytime Population	20,802
Workers	8,742
Residents	12,060
Household Summary	
2010 Households	8,391
2010 Average Household Size	2.66
2020 Total Households	9,991
2020 Average Household Size	2.54
2022 Households	10,060
2022 Average Household Size	2.54
2027 Households	10,104
2027 Average Household Size	2.54
2022-2027 Annual Rate	0.09%
2010 Families	6,315
2010 Average Family Size	3.10
2022 Families	7,222
2022 Average Family Size	3.04
2027 Families	7,247
2027 Average Family Size	3.04
2022-2027 Annual Rate	0.07%
Housing Unit Summary	
2000 Housing Units	6,722
Owner Occupied Housing Units	78.0%
Renter Occupied Housing Units	19.0%
Vacant Housing Units	3.0%
2010 Housing Units	8,855
Owner Occupied Housing Units	71.0%
Renter Occupied Housing Units	23.8%
Vacant Housing Units	5.2%
2020 Housing Units	10,672
Vacant Housing Units	6.4%
2022 Housing Units	10,750
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	6.4%
2027 Housing Units	10,817
Owner Occupied Housing Units	65.5%
Renter Occupied Housing Units	27.9%
Vacant Housing Units	6.6%
Median Household Income	
2022	\$81,311
2027	\$93,857
Median Home Value	
2022	\$206,132
2027	\$256,255
Per Capita Income	
2022	\$41,336
2027	\$47,406
Median Age	
2010	35.3
2022	37.3
2027	38.6

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Derby city, KS (2017800)
 Derby city, KS (2017800)
 Geography: Place

Derby city, K...

2022 Households by Income

Household Income Base	10,061
<\$15,000	4.1%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	3.9%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	20.2%
\$75,000 - \$99,999	16.1%
\$100,000 - \$149,999	23.0%
\$150,000 - \$199,999	8.0%
\$200,000+	8.0%
Average Household Income	\$105,850

2027 Households by Income

Household Income Base	10,103
<\$15,000	2.8%
\$15,000 - \$24,999	2.4%
\$25,000 - \$34,999	3.1%
\$35,000 - \$49,999	10.5%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	16.5%
\$100,000 - \$149,999	26.6%
\$150,000 - \$199,999	11.0%
\$200,000+	9.2%
Average Household Income	\$121,371

2022 Owner Occupied Housing Units by Value

Total	6,947
<\$50,000	1.0%
\$50,000 - \$99,999	7.2%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	28.3%
\$200,000 - \$249,999	16.0%
\$250,000 - \$299,999	14.2%
\$300,000 - \$399,999	12.6%
\$400,000 - \$499,999	6.3%
\$500,000 - \$749,999	1.1%
\$750,000 - \$999,999	0.8%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.9%
Average Home Value	\$251,774

2027 Owner Occupied Housing Units by Value

Total	7,084
<\$50,000	0.4%
\$50,000 - \$99,999	3.6%
\$100,000 - \$149,999	7.2%
\$150,000 - \$199,999	21.0%
\$200,000 - \$249,999	15.6%
\$250,000 - \$299,999	18.2%
\$300,000 - \$399,999	19.7%
\$400,000 - \$499,999	9.3%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	1.7%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	1.5%
Average Home Value	\$304,884

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Derby city, KS (2017800)
Derby city, KS (2017800)
Geography: Place

Derby city, K...

2010 Population by Age	
Total	22,419
0 - 4	6.9%
5 - 9	7.9%
10 - 14	8.0%
15 - 24	13.6%
25 - 34	13.2%
35 - 44	12.4%
45 - 54	14.9%
55 - 64	11.4%
65 - 74	6.3%
75 - 84	4.0%
85 +	1.3%
18 +	72.2%
2022 Population by Age	
Total	25,784
0 - 4	6.2%
5 - 9	6.4%
10 - 14	6.6%
15 - 24	12.6%
25 - 34	14.8%
35 - 44	13.7%
45 - 54	11.0%
55 - 64	12.9%
65 - 74	9.5%
75 - 84	4.6%
85 +	1.8%
18 +	76.7%
2027 Population by Age	
Total	25,887
0 - 4	6.1%
5 - 9	6.4%
10 - 14	6.6%
15 - 24	12.0%
25 - 34	13.6%
35 - 44	14.6%
45 - 54	11.6%
55 - 64	11.0%
65 - 74	10.8%
75 - 84	5.4%
85 +	1.9%
18 +	77.1%
2010 Population by Sex	
Males	10,950
Females	11,471
2022 Population by Sex	
Males	12,734
Females	13,050
2027 Population by Sex	
Males	12,819
Females	13,068

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Derby city, KS (2017800)
 Derby city, KS (2017800)
 Geography: Place

Derby city, K...

2010 Population by Race/Ethnicity	
Total	22,420
White Alone	91.8%
Black Alone	1.8%
American Indian Alone	0.9%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.8%
Two or More Races	3.0%
Hispanic Origin	5.1%
Diversity Index	23.7
2020 Population by Race/Ethnicity	
Total	25,625
White Alone	83.4%
Black Alone	2.4%
American Indian Alone	0.9%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.6%
Two or More Races	9.7%
Hispanic Origin	7.7%
Diversity Index	39.4
2022 Population by Race/Ethnicity	
Total	25,783
White Alone	83.1%
Black Alone	2.4%
American Indian Alone	0.8%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.7%
Two or More Races	10.0%
Hispanic Origin	7.7%
Diversity Index	39.8
2027 Population by Race/Ethnicity	
Total	25,884
White Alone	81.8%
Black Alone	2.4%
American Indian Alone	0.8%
Asian Alone	2.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.8%
Two or More Races	11.2%
Hispanic Origin	7.9%
Diversity Index	41.7
2010 Population by Relationship and Household Type	
Total	22,421
In Households	99.6%
In Family Households	88.8%
Householder	28.2%
Spouse	22.8%
Child	34.6%
Other relative	1.8%
Nonrelative	1.4%
In Nonfamily Households	10.8%
In Group Quarters	0.4%
Institutionalized Population	0.4%
Noninstitutionalized Population	0.0%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Derby city, KS (2017800)
 Derby city, KS (2017800)
 Geography: Place

Derby city, K...

2022 Population 25+ by Educational Attainment	
Total	17,569
Less than 9th Grade	0.7%
9th - 12th Grade, No Diploma	1.8%
High School Graduate	18.2%
GED/Alternative Credential	3.3%
Some College, No Degree	21.5%
Associate Degree	12.4%
Bachelor's Degree	29.5%
Graduate/Professional Degree	12.6%
2022 Population 15+ by Marital Status	
Total	20,813
Never Married	25.3%
Married	59.5%
Widowed	6.2%
Divorced	9.0%
2022 Civilian Population 16+ in Labor Force	
Civilian Population 16+	14,096
Population 16+ Employed	97.5%
Population 16+ Unemployment rate	2.5%
Population 16-24 Employed	15.1%
Population 16-24 Unemployment rate	7.4%
Population 25-54 Employed	63.4%
Population 25-54 Unemployment rate	1.6%
Population 55-64 Employed	16.0%
Population 55-64 Unemployment rate	1.8%
Population 65+ Employed	5.5%
Population 65+ Unemployment rate	1.7%
2022 Employed Population 16+ by Industry	
Total	13,739
Agriculture/Mining	0.2%
Construction	5.4%
Manufacturing	20.5%
Wholesale Trade	2.3%
Retail Trade	9.1%
Transportation/Utilities	3.8%
Information	1.6%
Finance/Insurance/Real Estate	5.4%
Services	45.1%
Public Administration	6.7%
2022 Employed Population 16+ by Occupation	
Total	13,737
White Collar	66.8%
Management/Business/Financial	16.1%
Professional	31.0%
Sales	6.8%
Administrative Support	12.9%
Services	13.2%
Blue Collar	20.0%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	4.1%
Production	4.7%
Transportation/Material Moving	6.3%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 13, 2022



Market Profile

Derby city, KS (2017800)
 Derby city, KS (2017800)
 Geography: Place

Derby city, K...

2010 Households by Type	
Total	8,391
Households with 1 Person	21.1%
Households with 2+ People	78.9%
Family Households	75.3%
Husband-wife Families	60.9%
With Related Children	28.1%
Other Family (No Spouse Present)	14.3%
Other Family with Male Householder	4.0%
With Related Children	2.8%
Other Family with Female Householder	10.3%
With Related Children	7.2%
Nonfamily Households	3.6%
All Households with Children	38.4%
Multigenerational Households	3.2%
Unmarried Partner Households	4.1%
Male-female	3.6%
Same-sex	0.5%
2010 Households by Size	
Total	8,391
1 Person Household	21.1%
2 Person Household	35.4%
3 Person Household	16.9%
4 Person Household	15.6%
5 Person Household	6.9%
6 Person Household	2.7%
7 + Person Household	1.4%
2010 Households by Tenure and Mortgage Status	
Total	8,391
Owner Occupied	74.9%
Owned with a Mortgage/Loan	57.8%
Owned Free and Clear	17.1%
Renter Occupied	25.1%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	170
Percent of Income for Mortgage	13.4%
Wealth Index	99
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	8,855
Housing Units Inside Urbanized Area	96.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	3.7%
2010 Population By Urban/ Rural Status	
Total Population	22,421
Population Inside Urbanized Area	96.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	4.0%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Derby city, KS (2017800)
 Derby city, KS (2017800)
 Geography: Place

Derby city, K...

Top 3 Tapestry Segments	
1.	Green Acres (6A)
2.	Young and Restless (11B)
3.	Rustbelt Traditions (5D)
2022 Consumer Spending	
Apparel & Services: Total \$	\$24,661,634
Average Spent	\$2,451.45
Spending Potential Index	102
Education: Total \$	\$19,291,499
Average Spent	\$1,917.64
Spending Potential Index	98
Entertainment/Recreation: Total \$	\$37,589,759
Average Spent	\$3,736.56
Spending Potential Index	102
Food at Home: Total \$	\$62,521,900
Average Spent	\$6,214.90
Spending Potential Index	100
Food Away from Home: Total \$	\$43,725,626
Average Spent	\$4,346.48
Spending Potential Index	101
Health Care: Total \$	\$73,416,315
Average Spent	\$7,297.84
Spending Potential Index	103
HH Furnishings & Equipment: Total \$	\$26,411,193
Average Spent	\$2,625.37
Spending Potential Index	102
Personal Care Products & Services: Total \$	\$10,477,416
Average Spent	\$1,041.49
Spending Potential Index	102
Shelter: Total \$	\$227,761,982
Average Spent	\$22,640.36
Spending Potential Index	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$27,677,265
Average Spent	\$2,751.22
Spending Potential Index	101
Travel: Total \$	\$29,204,881
Average Spent	\$2,903.07
Spending Potential Index	101
Vehicle Maintenance & Repairs: Total \$	\$13,098,623
Average Spent	\$1,302.05
Spending Potential Index	103

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.