



Market Profile

Derby, KS
Rings: 5, 10, 15 mile radii

Latitude: 37.5489
Longitude: -97.2486

	5 mile	10 mile	15 mile
Population Summary			
2010 Total Population	40,755	211,675	421,184
2020 Total Population	44,170	216,185	434,155
2020 Group Quarters	244	2,192	10,346
2022 Total Population	44,556	218,186	435,983
2022 Group Quarters	244	2,192	10,346
2027 Total Population	44,860	220,270	437,645
2022-2027 Annual Rate	0.14%	0.19%	0.08%
2022 Total Daytime Population	33,413	202,001	469,268
Workers	11,754	88,436	243,205
Residents	21,659	113,565	226,063
Household Summary			
2010 Households	15,018	82,440	166,044
2010 Average Household Size	2.71	2.55	2.49
2020 Total Households	16,925	85,049	172,594
2020 Average Household Size	2.60	2.52	2.46
2022 Total Households	17,085	86,014	173,747
2022 Average Household Size	2.59	2.51	2.45
2027 Total Households	17,225	87,010	174,865
2027 Average Household Size	2.59	2.51	2.44
2022-2027 Annual Rate	0.16%	0.23%	0.13%
2010 Families	11,416	53,920	105,120
2010 Average Family Size	3.12	3.15	3.14
2022 Total Families	12,490	54,352	105,779
2022 Average Family Size	3.06	3.17	3.16
2027 Total Families	12,576	54,975	106,345
2027 Average Family Size	3.05	3.16	3.15
2022-2027 Annual Rate	0.14%	0.23%	0.11%
Housing Unit Summary			
2000 Housing Units	12,833	85,660	170,566
Owner Occupied Housing Units	77.1%	60.1%	57.9%
Renter Occupied Housing Units	19.2%	32.5%	33.8%
Vacant Housing Units	3.7%	7.3%	8.3%
2010 Housing Units	15,913	90,748	183,017
Owner Occupied Housing Units	72.2%	57.4%	55.9%
Renter Occupied Housing Units	22.2%	33.5%	34.8%
Vacant Housing Units	5.6%	9.2%	9.3%
2020 Housing Units	18,057	93,194	189,761
Vacant Housing Units	6.3%	8.7%	9.0%
2022 Housing Units	18,246	94,435	191,718
Owner Occupied Housing Units	68.5%	55.6%	54.8%
Renter Occupied Housing Units	25.1%	35.5%	35.8%
Vacant Housing Units	6.4%	8.9%	9.4%
2027 Housing Units	18,383	95,560	193,606
Owner Occupied Housing Units	69.4%	56.5%	55.5%
Renter Occupied Housing Units	24.3%	34.5%	34.9%
Vacant Housing Units	6.3%	8.9%	9.7%
Median Household Income			
2022	\$77,172	\$57,826	\$58,836
2027	\$88,374	\$67,187	\$68,095
Median Home Value			
2022	\$205,489	\$160,414	\$174,241
2027	\$260,150	\$232,467	\$244,056
Per Capita Income			
2022	\$38,038	\$31,197	\$32,945
2027	\$44,291	\$36,642	\$38,411
Median Age			
2010	35.8	33.4	33.8
2022	37.7	35.6	35.9
2027	39.0	36.3	36.7

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



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2022 Households by Income			
Household Income Base	17,085	86,014	173,747
<\$15,000	5.1%	10.1%	10.0%
\$15,000 - \$24,999	4.8%	7.7%	8.0%
\$25,000 - \$34,999	4.9%	8.7%	8.6%
\$35,000 - \$49,999	12.3%	14.3%	13.8%
\$50,000 - \$74,999	21.0%	22.3%	21.1%
\$75,000 - \$99,999	16.7%	13.2%	13.0%
\$100,000 - \$149,999	21.0%	15.5%	15.8%
\$150,000 - \$199,999	7.8%	4.2%	4.9%
\$200,000+	6.4%	4.0%	4.8%
Average Household Income	\$99,316	\$78,854	\$82,339
2027 Households by Income			
Household Income Base	17,225	87,010	174,865
<\$15,000	3.4%	7.7%	7.9%
\$15,000 - \$24,999	3.0%	5.8%	5.9%
\$25,000 - \$34,999	3.8%	7.0%	6.9%
\$35,000 - \$49,999	10.0%	12.6%	12.8%
\$50,000 - \$74,999	19.0%	22.0%	20.8%
\$75,000 - \$99,999	17.7%	14.8%	14.1%
\$100,000 - \$149,999	24.5%	19.2%	19.0%
\$150,000 - \$199,999	10.8%	5.9%	6.8%
\$200,000+	7.8%	4.9%	5.8%
Average Household Income	\$115,504	\$92,454	\$95,803
2022 Owner Occupied Housing Units by Value			
Total	12,497	52,521	105,004
<\$50,000	4.4%	8.9%	7.4%
\$50,000 - \$99,999	7.9%	23.2%	19.2%
\$100,000 - \$149,999	10.9%	14.5%	14.4%
\$150,000 - \$199,999	24.9%	16.6%	18.4%
\$200,000 - \$249,999	16.7%	11.2%	11.1%
\$250,000 - \$299,999	15.2%	8.2%	8.5%
\$300,000 - \$399,999	11.6%	8.9%	9.8%
\$400,000 - \$499,999	5.8%	4.4%	5.9%
\$500,000 - \$749,999	1.5%	2.7%	3.3%
\$750,000 - \$999,999	0.5%	1.1%	1.4%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.5%	0.2%	0.2%
Average Home Value	\$235,960	\$198,690	\$217,129
2027 Owner Occupied Housing Units by Value			
Total	12,751	54,025	107,367
<\$50,000	2.5%	5.7%	4.9%
\$50,000 - \$99,999	4.0%	13.7%	11.1%
\$100,000 - \$149,999	5.8%	9.1%	8.9%
\$150,000 - \$199,999	17.0%	13.1%	14.4%
\$200,000 - \$249,999	16.5%	12.9%	12.1%
\$250,000 - \$299,999	20.4%	12.7%	12.1%
\$300,000 - \$399,999	19.0%	16.5%	17.1%
\$400,000 - \$499,999	10.6%	9.3%	11.3%
\$500,000 - \$749,999	2.3%	4.8%	5.4%
\$750,000 - \$999,999	1.0%	1.7%	2.0%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.8%	0.3%	0.3%
Average Home Value	\$290,427	\$263,669	\$278,853

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.



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2010 Population by Age			
Total	40,750	211,676	421,186
0 - 4	7.2%	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	12.7%	14.9%	14.5%
35 - 44	12.4%	12.2%	12.2%
45 - 54	15.6%	13.8%	13.9%
55 - 64	11.8%	10.8%	10.9%
65 - 74	6.3%	5.7%	5.8%
75 - 84	3.7%	3.7%	3.9%
85 +	1.1%	1.5%	1.8%
18 +	71.9%	72.4%	73.2%
2022 Population by Age			
Total	44,557	218,188	435,984
0 - 4	6.5%	7.5%	7.1%
5 - 9	6.7%	7.3%	7.0%
10 - 14	6.8%	7.0%	6.8%
15 - 24	12.2%	12.7%	13.2%
25 - 34	13.9%	14.7%	14.6%
35 - 44	13.4%	13.3%	13.1%
45 - 54	11.1%	10.7%	10.8%
55 - 64	13.5%	12.0%	11.9%
65 - 74	9.9%	9.0%	9.0%
75 - 84	4.4%	4.2%	4.5%
85 +	1.5%	1.7%	2.0%
18 +	76.1%	74.5%	75.3%
2027 Population by Age			
Total	44,859	220,270	437,643
0 - 4	6.3%	7.5%	7.1%
5 - 9	6.6%	7.2%	6.9%
10 - 14	6.9%	7.0%	6.8%
15 - 24	11.7%	12.8%	13.2%
25 - 34	12.9%	13.6%	13.6%
35 - 44	14.0%	13.8%	13.6%
45 - 54	11.7%	11.0%	11.0%
55 - 64	11.4%	10.4%	10.4%
65 - 74	11.2%	9.8%	9.8%
75 - 84	5.6%	5.1%	5.4%
85 +	1.7%	1.7%	2.0%
18 +	76.2%	74.4%	75.3%
2010 Population by Sex			
Males	20,075	104,450	207,808
Females	20,680	107,224	213,376
2022 Population by Sex			
Males	22,074	107,759	215,154
Females	22,482	110,427	220,829
2027 Population by Sex			
Males	22,277	108,873	215,951
Females	22,583	111,397	221,694

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, KS
Rings: 5, 10, 15 mile radii

Latitude: 37.5489
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2010 Population by Race/Ethnicity			
Total	40,756	211,675	421,186
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	2.0%	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	3.2%	4.6%	4.2%
Hispanic Origin	6.2%	13.5%	14.1%
Diversity Index	27.9	54.8	57.1
2020 Population by Race/Ethnicity			
Total	44,170	216,185	434,155
White Alone	82.3%	66.0%	65.3%
Black Alone	2.0%	8.6%	10.1%
American Indian Alone	1.1%	1.4%	1.3%
Asian Alone	2.3%	5.6%	4.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.3%	6.5%	6.8%
Two or More Races	10.0%	11.8%	11.5%
Hispanic Origin	8.7%	16.3%	17.0%
Diversity Index	42.1	66.2	67.2
2022 Population by Race/Ethnicity			
Total	44,556	218,185	435,982
White Alone	81.8%	65.5%	64.9%
Black Alone	2.0%	8.6%	10.1%
American Indian Alone	1.1%	1.4%	1.3%
Asian Alone	2.3%	5.6%	4.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.3%	6.7%	6.9%
Two or More Races	10.4%	12.1%	11.9%
Hispanic Origin	8.8%	16.5%	17.2%
Diversity Index	42.8	66.7	67.6
2027 Population by Race/Ethnicity			
Total	44,860	220,271	437,644
White Alone	80.4%	64.0%	63.5%
Black Alone	2.0%	8.5%	10.0%
American Indian Alone	1.1%	1.4%	1.4%
Asian Alone	2.4%	5.7%	4.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.5%	7.0%	7.2%
Two or More Races	11.6%	13.3%	13.0%
Hispanic Origin	9.0%	16.8%	17.4%
Diversity Index	44.7	68.1	68.8
2010 Population by Relationship and Household Type			
Total	40,754	211,675	421,185
In Households	99.8%	99.3%	98.3%
In Family Households	89.2%	82.9%	80.8%
Householder	28.0%	25.5%	25.0%
Spouse	22.4%	17.9%	17.7%
Child	34.9%	33.5%	32.5%
Other relative	2.1%	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%	0.7%	1.7%
Institutionalized Population	0.2%	0.4%	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.

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2022 Population 25+ by Educational Attainment			
Total	30,193	143,138	287,268
Less than 9th Grade	1.5%	3.5%	3.3%
9th - 12th Grade, No Diploma	2.7%	5.9%	5.7%
High School Graduate	22.3%	25.5%	23.2%
GED/Alternative Credential	4.3%	6.1%	5.5%
Some College, No Degree	21.3%	22.3%	21.8%
Associate Degree	13.1%	10.5%	9.6%
Bachelor's Degree	23.8%	17.5%	20.1%
Graduate/Professional Degree	11.0%	8.6%	10.7%
2022 Population 15+ by Marital Status			
Total	35,641	170,790	344,961
Never Married	23.3%	31.0%	32.4%
Married	59.9%	49.7%	48.7%
Widowed	6.3%	6.2%	6.1%
Divorced	10.5%	13.2%	12.7%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	23,640	110,004	219,946
Population 16+ Employed	97.2%	95.0%	95.4%
Population 16+ Unemployment rate	2.8%	5.0%	4.6%
Population 16-24 Employed	14.4%	15.3%	15.4%
Population 16-24 Unemployment rate	8.5%	10.2%	9.6%
Population 25-54 Employed	63.1%	63.4%	63.2%
Population 25-54 Unemployment rate	1.8%	4.4%	4.0%
Population 55-64 Employed	17.0%	15.7%	15.4%
Population 55-64 Unemployment rate	1.9%	2.4%	2.7%
Population 65+ Employed	5.6%	5.6%	6.0%
Population 65+ Unemployment rate	1.2%	2.6%	2.1%
2022 Employed Population 16+ by Industry			
Total	22,978	104,553	209,795
Agriculture/Mining	0.6%	0.8%	0.8%
Construction	6.6%	8.1%	7.5%
Manufacturing	20.8%	19.4%	17.7%
Wholesale Trade	1.7%	2.0%	2.2%
Retail Trade	10.9%	12.0%	11.1%
Transportation/Utilities	5.2%	5.3%	4.9%
Information	1.4%	1.2%	1.4%
Finance/Insurance/Real Estate	4.2%	4.6%	5.0%
Services	42.9%	42.5%	45.8%
Public Administration	5.8%	4.1%	3.6%
2022 Employed Population 16+ by Occupation			
Total	22,977	104,553	209,795
White Collar	62.9%	54.2%	57.9%
Management/Business/Financial	15.7%	12.8%	14.3%
Professional	27.5%	19.8%	22.4%
Sales	7.5%	8.5%	8.9%
Administrative Support	12.1%	13.1%	12.2%
Services	13.4%	16.6%	16.2%
Blue Collar	23.7%	29.2%	25.9%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	5.4%	7.2%	6.5%
Installation/Maintenance/Repair	4.8%	4.8%	4.2%
Production	6.0%	9.4%	8.4%
Transportation/Material Moving	7.4%	7.6%	6.7%

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September 14, 2022



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2010 Households by Type			
Total	15,017	82,440	166,044
Households with 1 Person	20.1%	28.7%	30.5%
Households with 2+ People	79.9%	71.3%	69.5%
Family Households	76.0%	65.4%	63.3%
Husband-wife Families	60.8%	46.0%	44.8%
With Related Children	27.5%	21.3%	20.6%
Other Family (No Spouse Present)	15.2%	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	10.6%	13.7%	13.1%
With Related Children	7.5%	10.0%	9.4%
Nonfamily Households	3.9%	5.9%	6.2%
All Households with Children	38.5%	35.5%	33.9%
Multigenerational Households	3.6%	3.8%	3.6%
Unmarried Partner Households	4.8%	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	15,016	82,439	166,044
1 Person Household	20.1%	28.7%	30.5%
2 Person Household	35.7%	31.9%	31.5%
3 Person Household	17.1%	15.4%	14.8%
4 Person Household	15.2%	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	15,018	82,440	166,044
Owner Occupied	76.5%	63.1%	61.6%
Owned with a Mortgage/Loan	57.1%	44.8%	43.8%
Owned Free and Clear	19.4%	18.4%	17.8%
Renter Occupied	23.5%	36.9%	38.4%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	158	152	143
Percent of Income for Mortgage	14.0%	14.6%	15.6%
Wealth Index	92	66	72
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	15,913	90,748	183,017
Housing Units Inside Urbanized Area	87.7%	92.7%	92.9%
Housing Units Inside Urbanized Cluster	0.0%	1.4%	0.7%
Rural Housing Units	12.3%	5.9%	6.4%
2010 Population By Urban/ Rural Status			
Total Population	40,755	211,675	421,184
Population Inside Urbanized Area	87.8%	91.7%	92.1%
Population Inside Urbanized Cluster	0.0%	1.7%	0.9%
Rural Population	12.2%	6.6%	7.1%

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.	Workday Drive (4A)	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)
3.	Salt of the Earth (6B)	Green Acres (6A)	Green Acres (6A)
2022 Consumer Spending			
Apparel & Services: Total \$	\$39,140,877	\$160,291,277	\$337,692,979
Average Spent	\$2,290.95	\$1,863.55	\$1,943.59
Spending Potential Index	95	77	81
Education: Total \$	\$29,873,717	\$119,463,198	\$254,570,014
Average Spent	\$1,748.53	\$1,388.88	\$1,465.18
Spending Potential Index	89	71	75
Entertainment/Recreation: Total \$	\$60,323,972	\$241,520,748	\$506,679,329
Average Spent	\$3,530.81	\$2,807.92	\$2,916.19
Spending Potential Index	96	76	79
Food at Home: Total \$	\$100,284,513	\$408,722,504	\$859,969,619
Average Spent	\$5,869.74	\$4,751.81	\$4,949.55
Spending Potential Index	95	77	80
Food Away from Home: Total \$	\$69,514,070	\$282,688,325	\$597,130,535
Average Spent	\$4,068.72	\$3,286.54	\$3,436.78
Spending Potential Index	94	76	80
Health Care: Total \$	\$119,110,965	\$474,002,121	\$993,573,335
Average Spent	\$6,971.67	\$5,510.76	\$5,718.51
Spending Potential Index	98	78	81
HH Furnishings & Equipment: Total \$	\$42,281,597	\$167,954,518	\$353,769,924
Average Spent	\$2,474.78	\$1,952.64	\$2,036.12
Spending Potential Index	97	76	79
Personal Care Products & Services: Total \$	\$16,671,669	\$67,468,284	\$142,299,639
Average Spent	\$975.81	\$784.39	\$819.00
Spending Potential Index	96	77	80
Shelter: Total \$	\$358,722,863	\$1,464,931,012	\$3,099,727,020
Average Spent	\$20,996.36	\$17,031.31	\$17,840.46
Spending Potential Index	92	74	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$44,368,440	\$173,642,048	\$368,105,210
Average Spent	\$2,596.92	\$2,018.76	\$2,118.63
Spending Potential Index	96	74	78
Travel: Total \$	\$46,389,497	\$181,370,353	\$382,927,531
Average Spent	\$2,715.22	\$2,108.61	\$2,203.94
Spending Potential Index	95	73	77
Vehicle Maintenance & Repairs: Total \$	\$21,012,475	\$85,327,647	\$179,257,715
Average Spent	\$1,229.88	\$992.02	\$1,031.72
Spending Potential Index	98	79	82

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.