



# 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
<b>Population Summary</b>			
2000 Total Population	35,536	200,706	393,975
2010 Total Population	40,713	211,001	421,649
2020 Total Population	43,108	216,731	437,572
2020 Group Quarters	88	1,691	7,199
2025 Total Population	44,439	220,164	446,321
2020-2025 Annual Rate	0.61%	0.31%	0.40%
2020 Total Daytime Population	36,379	207,085	457,717
Workers	13,940	86,546	216,654
Residents	22,439	120,539	241,063
<b>Household Summary</b>			
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
2020 Households	15,901	83,961	171,970
2020 Average Household Size	2.71	2.56	2.50
2025 Households	16,416	85,136	175,317
2025 Average Household Size	2.70	2.57	2.50
2020-2025 Annual Rate	0.64%	0.28%	0.39%
2010 Families	11,376	53,793	105,130
2010 Average Family Size	3.13	3.15	3.15
2020 Families	11,911	54,107	106,918
2020 Average Family Size	3.13	3.18	3.17
2025 Families	12,237	54,642	108,375
2025 Average Family Size	3.14	3.19	3.18
2020-2025 Annual Rate	0.54%	0.20%	0.27%
<b>Housing Unit Summary</b>			
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%
2020 Housing Units	16,943	93,889	192,374
Owner Occupied Housing Units	71.7%	57.1%	55.2%
Renter Occupied Housing Units	22.2%	32.3%	34.2%
Vacant Housing Units	6.2%	10.6%	10.6%
2025 Housing Units	17,527	95,749	197,205
Owner Occupied Housing Units	71.1%	57.1%	55.0%
Renter Occupied Housing Units	22.6%	31.9%	33.9%
Vacant Housing Units	6.3%	11.1%	11.1%
<b>Median Household Income</b>			
2020	\$71,134	\$50,598	\$51,477
2025	\$76,551	\$52,866	\$53,730
<b>Median Home Value</b>			
2020	\$172,368	\$122,417	\$136,973
2025	\$186,323	\$136,199	\$150,688
<b>Per Capita Income</b>			
2020	\$32,768	\$26,003	\$27,872
2025	\$36,101	\$28,337	\$30,331
<b>Median Age</b>			
2010	36.1	33.4	33.9
2020	37.7	35.2	35.4
2025	38.9	35.8	36.1

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2020 Households by Income</b>			
Household Income Base	15,901	83,961	171,970
<\$15,000	5.4%	11.1%	11.4%
\$15,000 - \$24,999	7.2%	12.3%	12.0%
\$25,000 - \$34,999	6.4%	11.1%	10.7%
\$35,000 - \$49,999	13.5%	14.8%	14.1%
\$50,000 - \$74,999	19.8%	20.3%	19.3%
\$75,000 - \$99,999	16.7%	11.9%	11.8%
\$100,000 - \$149,999	18.2%	11.6%	12.0%
\$150,000 - \$199,999	7.7%	3.9%	4.7%
\$200,000+	5.2%	3.0%	3.9%
Average Household Income	\$88,610	\$67,005	\$70,765
<b>2025 Households by Income</b>			
Household Income Base	16,416	85,136	175,317
<\$15,000	4.7%	10.2%	10.6%
\$15,000 - \$24,999	6.7%	11.7%	11.5%
\$25,000 - \$34,999	5.8%	10.5%	10.2%
\$35,000 - \$49,999	12.4%	14.2%	13.7%
\$50,000 - \$74,999	18.9%	20.4%	19.4%
\$75,000 - \$99,999	16.7%	12.4%	12.2%
\$100,000 - \$149,999	19.6%	12.6%	12.7%
\$150,000 - \$199,999	9.1%	4.6%	5.3%
\$200,000+	5.9%	3.4%	4.4%
Average Household Income	\$97,479	\$73,156	\$77,069
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	12,141	53,599	106,125
<\$50,000	5.0%	10.4%	8.8%
\$50,000 - \$99,999	12.4%	30.2%	25.3%
\$100,000 - \$149,999	20.8%	21.0%	21.6%
\$150,000 - \$199,999	26.2%	14.6%	16.3%
\$200,000 - \$249,999	14.0%	8.8%	8.7%
\$250,000 - \$299,999	10.2%	5.6%	6.5%
\$300,000 - \$399,999	6.2%	4.7%	6.0%
\$400,000 - \$499,999	2.7%	2.3%	3.0%
\$500,000 - \$749,999	1.0%	1.4%	2.2%
\$750,000 - \$999,999	0.5%	0.5%	1.0%
\$1,000,000 - \$1,499,999	0.6%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.1%
\$2,000,000 +	0.3%	0.1%	0.2%
Average Home Value	\$201,557	\$159,219	\$181,278
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	12,453	54,623	108,395
<\$50,000	3.6%	8.8%	7.4%
\$50,000 - \$99,999	10.1%	26.6%	22.0%
\$100,000 - \$149,999	18.2%	20.2%	20.4%
\$150,000 - \$199,999	24.9%	14.4%	16.3%
\$200,000 - \$249,999	15.2%	9.7%	9.5%
\$250,000 - \$299,999	12.5%	6.9%	7.6%
\$300,000 - \$399,999	8.1%	6.3%	7.4%
\$400,000 - \$499,999	3.8%	3.5%	4.1%
\$500,000 - \$749,999	1.3%	2.3%	3.1%
\$750,000 - \$999,999	0.8%	0.7%	1.4%
\$1,000,000 - \$1,499,999	0.8%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.1%
\$2,000,000 +	0.4%	0.1%	0.2%
Average Home Value	\$226,861	\$181,357	\$203,011

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
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%
<b>2020 Population by Age</b>			
Total	43,111	216,730	437,573
0 - 4	6.6%	7.7%	7.3%
5 - 9	6.8%	7.4%	7.1%
10 - 14	7.0%	7.1%	6.9%
15 - 24	12.2%	12.8%	13.3%
25 - 34	13.5%	14.7%	14.6%
35 - 44	13.2%	13.1%	12.9%
45 - 54	11.5%	11.0%	11.1%
55 - 64	13.9%	12.0%	11.9%
65 - 74	9.6%	8.6%	8.6%
75 - 84	4.1%	3.8%	4.1%
85 +	1.5%	1.7%	2.0%
18 +	75.6%	73.9%	74.7%
<b>2025 Population by Age</b>			
Total	44,439	220,164	446,322
0 - 4	6.4%	7.7%	7.3%
5 - 9	6.7%	7.3%	7.0%
10 - 14	7.1%	7.1%	6.9%
15 - 24	11.6%	12.9%	13.3%
25 - 34	12.8%	13.9%	13.9%
35 - 44	13.8%	13.6%	13.4%
45 - 54	11.9%	11.0%	11.0%
55 - 64	11.9%	10.6%	10.6%
65 - 74	11.1%	9.6%	9.6%
75 - 84	5.2%	4.8%	5.0%
85 +	1.5%	1.6%	2.0%
18 +	75.8%	74.0%	74.8%
<b>2010 Population by Sex</b>			
Males	20,066	104,177	208,009
Females	20,647	106,824	213,640
<b>2020 Population by Sex</b>			
Males	21,321	106,847	215,583
Females	21,787	109,883	221,989
<b>2025 Population by Sex</b>			
Males	22,044	108,578	219,728
Females	22,395	111,586	226,593

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
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
<b>2020 Population by Race/Ethnicity</b>			
Total	43,107	216,731	437,572
White Alone	89.0%	73.7%	72.0%
Black Alone	1.8%	7.6%	10.2%
American Indian Alone	1.1%	1.2%	1.1%
Asian Alone	2.2%	5.6%	5.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.0%	6.4%	6.7%
Two or More Races	3.8%	5.3%	4.9%
Hispanic Origin	7.9%	16.3%	16.8%
Diversity Index	32.2	59.9	61.7
<b>2025 Population by Race/Ethnicity</b>			
Total	44,439	220,164	446,323
White Alone	88.2%	72.5%	70.9%
Black Alone	1.9%	7.5%	10.0%
American Indian Alone	1.0%	1.2%	1.1%
Asian Alone	2.3%	5.9%	5.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	7.1%	7.2%
Two or More Races	4.2%	5.8%	5.4%
Hispanic Origin	9.2%	18.4%	18.8%
Diversity Index	35.2	62.6	64.2
<b>2010 Population by Relationship and Household Type</b>			
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2020 Population 25+ by Educational Attainment</b>			
Total	29,017	140,788	285,533
Less than 9th Grade	2.3%	4.5%	4.4%
9th - 12th Grade, No Diploma	3.8%	7.3%	6.8%
High School Graduate	21.4%	23.7%	21.5%
GED/Alternative Credential	4.3%	5.9%	5.1%
Some College, No Degree	23.4%	24.4%	23.7%
Associate Degree	11.6%	9.3%	8.8%
Bachelor's Degree	22.2%	16.2%	18.6%
Graduate/Professional Degree	11.0%	8.7%	11.0%
<b>2020 Population 15+ by Marital Status</b>			
Total	34,288	168,583	343,872
Never Married	23.5%	30.7%	32.6%
Married	60.4%	50.0%	48.7%
Widowed	5.5%	5.4%	5.4%
Divorced	10.7%	13.9%	13.3%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	23,225	110,824	225,388
Population 16+ Employed	88.7%	86.0%	86.4%
Population 16+ Unemployment rate	11.3%	14.0%	13.6%
Population 16-24 Employed	12.7%	13.4%	13.9%
Population 16-24 Unemployment rate	20.9%	24.9%	23.3%
Population 25-54 Employed	64.5%	65.7%	65.1%
Population 25-54 Unemployment rate	9.4%	12.0%	11.8%
Population 55-64 Employed	17.5%	15.7%	15.6%
Population 55-64 Unemployment rate	11.0%	12.5%	12.2%
Population 65+ Employed	5.3%	5.1%	5.5%
Population 65+ Unemployment rate	9.5%	10.9%	10.4%
<b>2020 Employed Population 16+ by Industry</b>			
Total	20,598	95,320	194,732
Agriculture/Mining	0.6%	0.9%	0.9%
Construction	7.0%	8.6%	7.9%
Manufacturing	22.3%	20.7%	18.9%
Wholesale Trade	1.9%	2.3%	2.6%
Retail Trade	9.3%	10.4%	9.6%
Transportation/Utilities	5.0%	5.1%	4.6%
Information	1.3%	1.1%	1.3%
Finance/Insurance/Real Estate	4.5%	4.9%	5.4%
Services	42.2%	41.7%	45.1%
Public Administration	5.9%	4.3%	3.7%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	20,600	95,321	194,734
White Collar	62.9%	54.3%	57.8%
Management/Business/Financial	13.2%	10.8%	12.1%
Professional	27.8%	19.6%	22.3%
Sales	7.0%	7.9%	8.3%
Administrative Support	15.0%	16.1%	15.1%
Services	14.2%	17.2%	16.8%
Blue Collar	22.8%	28.5%	25.4%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	5.4%	7.3%	6.5%
Installation/Maintenance/Repair	4.7%	4.6%	4.1%
Production	6.8%	10.4%	9.3%
Transportation/Material Moving	5.9%	5.9%	5.2%

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September 29, 2020



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<b>2010 Households by Type</b>			
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%
<b>2010 Households by Size</b>			
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%
<b>2010 Households by Tenure and Mortgage Status</b>			
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%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	209	210	192
Percent of Income for Mortgage	10.1%	10.1%	11.1%
Wealth Index	98	66	72
<b>2010 Housing Units By Urban/ Rural Status</b>			
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%
<b>2010 Population By Urban/ Rural Status</b>			
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%

**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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<b>Top 3 Tapestry Segments</b>			
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)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$33,554,580	\$137,892,601	\$298,584,297
Average Spent	\$2,110.22	\$1,642.34	\$1,736.26
Spending Potential Index	98	77	81
Education: Total \$	\$27,027,236	\$107,331,746	\$233,735,426
Average Spent	\$1,699.72	\$1,278.35	\$1,359.16
Spending Potential Index	95	71	76
Entertainment/Recreation: Total \$	\$51,598,243	\$205,860,343	\$443,278,180
Average Spent	\$3,244.97	\$2,451.86	\$2,577.65
Spending Potential Index	100	75	79
Food at Home: Total \$	\$83,367,131	\$340,266,094	\$735,314,407
Average Spent	\$5,242.89	\$4,052.67	\$4,275.83
Spending Potential Index	98	76	80
Food Away from Home: Total \$	\$58,667,687	\$239,528,432	\$519,351,973
Average Spent	\$3,689.56	\$2,852.85	\$3,020.01
Spending Potential Index	98	76	80
Health Care: Total \$	\$94,056,511	\$371,880,843	\$798,537,154
Average Spent	\$5,915.13	\$4,429.21	\$4,643.47
Spending Potential Index	103	77	81
HH Furnishings & Equipment: Total \$	\$35,286,130	\$140,676,903	\$303,472,704
Average Spent	\$2,219.11	\$1,675.50	\$1,764.68
Spending Potential Index	102	77	81
Personal Care Products & Services: Total \$	\$14,715,790	\$59,556,314	\$128,764,452
Average Spent	\$925.46	\$709.33	\$748.76
Spending Potential Index	101	77	81
Shelter: Total \$	\$291,959,233	\$1,195,220,958	\$2,597,716,010
Average Spent	\$18,361.06	\$14,235.43	\$15,105.63
Spending Potential Index	95	73	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$37,799,390	\$148,122,455	\$320,651,568
Average Spent	\$2,377.17	\$1,764.18	\$1,864.58
Spending Potential Index	102	75	80
Travel: Total \$	\$37,649,935	\$146,386,287	\$316,395,955
Average Spent	\$2,367.77	\$1,743.50	\$1,839.83
Spending Potential Index	98	72	76
Vehicle Maintenance & Repairs: Total \$	\$18,519,154	\$76,363,899	\$165,229,701
Average Spent	\$1,164.65	\$909.52	\$960.81
Spending Potential Index	100	78	83

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.