



Community Profile

7319 FM 691, Denison, Texas, 75020
Rings: 3, 5, 7 mile radii

Prepared by Esri
Latitude: 33.70974
Longitude: -96.64777

	3 miles	5 miles	7 miles
Population Summary			
2000 Total Population	3,006	24,617	59,624
2010 Total Population	3,362	26,159	62,896
2021 Total Population	5,467	31,351	71,869
2021 Group Quarters	196	424	1,634
2026 Total Population	5,989	33,443	75,741
2021-2026 Annual Rate	1.84%	1.30%	1.06%
2021 Total Daytime Population	6,406	36,929	75,080
Workers	3,272	19,308	34,213
Residents	3,134	17,621	40,867
Household Summary			
2000 Households	1,210	10,088	23,483
2000 Average Household Size	2.34	2.39	2.45
2010 Households	1,380	10,716	24,578
2010 Average Household Size	2.32	2.40	2.50
2021 Households	2,217	12,745	27,886
2021 Average Household Size	2.38	2.43	2.52
2026 Households	2,428	13,574	29,360
2026 Average Household Size	2.39	2.43	2.52
2021-2026 Annual Rate	1.83%	1.27%	1.04%
2010 Families	881	6,943	16,143
2010 Average Family Size	2.85	2.96	3.05
2021 Families	1,372	8,127	18,055
2021 Average Family Size	2.96	3.01	3.10
2026 Families	1,497	8,616	18,925
2026 Average Family Size	2.98	3.02	3.11
2021-2026 Annual Rate	1.76%	1.18%	0.95%
Housing Unit Summary			
2000 Housing Units	1,347	10,844	25,740
Owner Occupied Housing Units	51.5%	58.1%	57.5%
Renter Occupied Housing Units	38.3%	35.0%	33.7%
Vacant Housing Units	10.2%	7.0%	8.8%
2010 Housing Units	1,550	11,689	27,433
Owner Occupied Housing Units	47.6%	56.0%	55.4%
Renter Occupied Housing Units	41.4%	35.7%	34.2%
Vacant Housing Units	11.0%	8.3%	10.4%
2021 Housing Units	2,432	13,726	30,616
Owner Occupied Housing Units	48.6%	57.1%	57.5%
Renter Occupied Housing Units	42.5%	35.8%	33.6%
Vacant Housing Units	8.8%	7.1%	8.9%
2026 Housing Units	2,649	14,556	32,081
Owner Occupied Housing Units	51.0%	58.3%	58.7%
Renter Occupied Housing Units	40.7%	35.0%	32.8%
Vacant Housing Units	8.3%	6.7%	8.5%
Median Household Income			
2021	\$57,630	\$57,381	\$52,779
2026	\$59,423	\$60,166	\$55,678
Median Home Value			
2021	\$224,895	\$202,242	\$169,699
2026	\$270,593	\$280,603	\$240,238
Per Capita Income			
2021	\$32,424	\$31,974	\$27,572
2026	\$34,721	\$34,701	\$30,205
Median Age			
2010	36.9	39.5	36.8
2021	38.7	40.5	38.4
2026	39.6	41.0	39.2

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	2,217	12,745	27,886
<\$15,000	8.9%	10.3%	11.1%
\$15,000 - \$24,999	8.4%	8.3%	10.6%
\$25,000 - \$34,999	9.0%	10.7%	12.1%
\$35,000 - \$49,999	15.6%	12.0%	12.5%
\$50,000 - \$74,999	20.3%	22.3%	21.8%
\$75,000 - \$99,999	11.0%	12.0%	12.1%
\$100,000 - \$149,999	18.1%	14.9%	12.1%
\$150,000 - \$199,999	3.7%	4.4%	3.2%
\$200,000+	5.1%	5.1%	4.4%
Average Household Income	\$78,823	\$77,482	\$70,786
2026 Households by Income			
Household Income Base	2,428	13,574	29,360
<\$15,000	7.9%	9.0%	9.7%
\$15,000 - \$24,999	7.6%	7.3%	9.3%
\$25,000 - \$34,999	8.9%	10.0%	11.3%
\$35,000 - \$49,999	16.1%	12.0%	12.5%
\$50,000 - \$74,999	20.1%	22.8%	22.6%
\$75,000 - \$99,999	11.0%	12.4%	12.7%
\$100,000 - \$149,999	19.0%	16.1%	13.3%
\$150,000 - \$199,999	4.2%	5.0%	3.8%
\$200,000+	5.4%	5.4%	4.8%
Average Household Income	\$84,321	\$84,179	\$77,638
2021 Owner Occupied Housing Units by Value			
Total	1,183	7,831	17,596
<\$50,000	3.6%	4.5%	9.6%
\$50,000 - \$99,999	9.7%	9.9%	18.3%
\$100,000 - \$149,999	9.6%	14.4%	15.0%
\$150,000 - \$199,999	17.1%	20.6%	18.2%
\$200,000 - \$249,999	20.0%	13.4%	9.3%
\$250,000 - \$299,999	17.3%	9.6%	7.8%
\$300,000 - \$399,999	12.8%	17.0%	12.6%
\$400,000 - \$499,999	5.1%	5.8%	4.8%
\$500,000 - \$749,999	3.7%	3.2%	2.5%
\$750,000 - \$999,999	0.6%	0.9%	1.4%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.1%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.1%
\$2,000,000 +	0.2%	0.3%	0.2%
Average Home Value	\$246,701	\$245,087	\$211,869
2026 Owner Occupied Housing Units by Value			
Total	1,351	8,479	18,823
<\$50,000	0.8%	1.4%	5.4%
\$50,000 - \$99,999	6.0%	2.8%	8.1%
\$100,000 - \$149,999	5.1%	6.9%	8.5%
\$150,000 - \$199,999	9.7%	14.9%	17.4%
\$200,000 - \$249,999	19.4%	15.4%	13.1%
\$250,000 - \$299,999	21.8%	13.9%	12.1%
\$300,000 - \$399,999	20.9%	27.4%	20.7%
\$400,000 - \$499,999	8.5%	10.6%	8.4%
\$500,000 - \$749,999	6.4%	4.6%	3.7%
\$750,000 - \$999,999	0.9%	1.1%	2.0%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.1%
\$2,000,000 +	0.1%	0.5%	0.3%
Average Home Value	\$298,686	\$309,626	\$273,494

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	3,361	26,159	62,899
0 - 4	6.3%	6.7%	7.0%
5 - 9	6.3%	6.3%	6.7%
10 - 14	5.9%	6.3%	6.5%
15 - 24	18.6%	13.8%	15.1%
25 - 34	10.9%	11.9%	12.6%
35 - 44	10.8%	11.1%	11.7%
45 - 54	14.1%	14.0%	13.9%
55 - 64	11.4%	12.5%	11.6%
65 - 74	7.3%	8.6%	7.6%
75 - 84	5.4%	6.0%	5.2%
85 +	3.1%	2.7%	2.1%
18 +	77.4%	77.0%	75.9%
2021 Population by Age			
Total	5,468	31,353	71,867
0 - 4	5.7%	6.0%	6.2%
5 - 9	5.8%	6.0%	6.2%
10 - 14	6.0%	5.9%	6.2%
15 - 24	13.8%	11.7%	13.1%
25 - 34	14.1%	13.7%	13.9%
35 - 44	11.4%	11.5%	11.9%
45 - 54	10.7%	10.7%	11.1%
55 - 64	12.6%	13.1%	12.6%
65 - 74	10.6%	11.5%	10.5%
75 - 84	5.9%	6.6%	5.7%
85 +	3.3%	3.2%	2.5%
18 +	79.2%	78.9%	78.0%
2026 Population by Age			
Total	5,989	33,443	75,741
0 - 4	5.8%	6.0%	6.3%
5 - 9	5.8%	5.9%	6.2%
10 - 14	5.8%	6.0%	6.2%
15 - 24	14.0%	11.7%	13.1%
25 - 34	12.2%	12.7%	12.8%
35 - 44	13.0%	12.5%	12.6%
45 - 54	10.7%	10.7%	11.1%
55 - 64	11.2%	11.5%	11.3%
65 - 74	11.0%	11.9%	10.9%
75 - 84	7.2%	7.9%	7.0%
85 +	3.2%	3.2%	2.5%
18 +	79.4%	78.8%	77.9%
2010 Population by Sex			
Males	1,573	12,371	30,266
Females	1,789	13,788	32,630
2021 Population by Sex			
Males	2,595	14,966	34,748
Females	2,873	16,385	37,121
2026 Population by Sex			
Males	2,858	16,013	36,689
Females	3,131	17,430	39,052

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	3,361	26,159	62,895
White Alone	82.3%	81.5%	77.7%
Black Alone	8.6%	8.5%	8.9%
American Indian Alone	1.7%	1.5%	1.6%
Asian Alone	1.8%	1.4%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.7%	4.1%	7.2%
Two or More Races	2.9%	2.9%	3.2%
Hispanic Origin	7.4%	10.3%	15.1%
Diversity Index	40.9	45.2	54.4
2021 Population by Race/Ethnicity			
Total	5,468	31,351	71,868
White Alone	77.5%	77.5%	73.2%
Black Alone	9.1%	8.8%	9.2%
American Indian Alone	1.7%	1.6%	1.7%
Asian Alone	3.6%	2.7%	2.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.2%	5.6%	9.2%
Two or More Races	3.9%	3.8%	4.1%
Hispanic Origin	10.9%	13.7%	19.4%
Diversity Index	50.8	53.5	62.5
2026 Population by Race/Ethnicity			
Total	5,990	33,444	75,742
White Alone	75.3%	75.5%	71.1%
Black Alone	9.4%	8.8%	9.2%
American Indian Alone	1.7%	1.7%	1.8%
Asian Alone	4.2%	3.2%	2.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.0%	6.6%	10.5%
Two or More Races	4.3%	4.2%	4.6%
Hispanic Origin	13.0%	15.8%	21.9%
Diversity Index	55.3	57.5	66.1
2010 Population by Relationship and Household Type			
Total	3,362	26,159	62,896
In Households	95.1%	98.5%	97.5%
In Family Households	77.5%	80.9%	81.1%
Householder	25.5%	26.8%	25.7%
Spouse	18.3%	19.3%	18.1%
Child	28.2%	29.0%	30.4%
Other relative	2.9%	3.5%	4.2%
Nonrelative	2.7%	2.3%	2.7%
In Nonfamily Households	17.6%	17.6%	16.4%
In Group Quarters	4.9%	1.5%	2.5%
Institutionalized Population	1.2%	0.8%	0.8%
Noninstitutionalized Population	3.7%	0.7%	1.7%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment			
Total	3,758	22,059	49,017
Less than 9th Grade	0.9%	2.4%	4.1%
9th - 12th Grade, No Diploma	3.4%	4.9%	7.3%
High School Graduate	22.2%	21.6%	23.8%
GED/Alternative Credential	3.9%	4.7%	5.7%
Some College, No Degree	31.1%	26.6%	26.4%
Associate Degree	10.1%	11.7%	11.2%
Bachelor's Degree	17.1%	18.2%	14.2%
Graduate/Professional Degree	11.3%	9.8%	7.3%
2021 Population 15+ by Marital Status			
Total	4,508	25,734	58,451
Never Married	27.8%	27.2%	29.3%
Married	47.8%	49.5%	47.3%
Widowed	10.1%	9.4%	8.1%
Divorced	14.3%	13.9%	15.4%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,486	14,691	33,326
Population 16+ Employed	94.2%	93.8%	93.0%
Population 16+ Unemployment rate	5.8%	6.2%	7.0%
Population 16-24 Employed	15.0%	13.4%	13.2%
Population 16-24 Unemployment rate	10.7%	8.7%	10.6%
Population 25-54 Employed	62.9%	59.8%	61.6%
Population 25-54 Unemployment rate	6.3%	6.7%	6.7%
Population 55-64 Employed	16.0%	18.3%	17.4%
Population 55-64 Unemployment rate	0.8%	4.0%	6.2%
Population 65+ Employed	6.1%	8.4%	7.8%
Population 65+ Unemployment rate	0.7%	3.2%	4.1%
2021 Employed Population 16+ by Industry			
Total	2,342	13,778	31,004
Agriculture/Mining	0.9%	0.7%	1.2%
Construction	8.5%	7.5%	9.0%
Manufacturing	12.3%	12.1%	12.3%
Wholesale Trade	1.6%	2.0%	2.4%
Retail Trade	9.8%	13.4%	12.7%
Transportation/Utilities	6.2%	5.1%	4.6%
Information	0.6%	0.5%	0.7%
Finance/Insurance/Real Estate	9.4%	8.5%	7.3%
Services	44.2%	44.7%	44.7%
Public Administration	6.4%	5.5%	4.9%
2021 Employed Population 16+ by Occupation			
Total	2,342	13,776	31,004
White Collar	62.0%	62.0%	58.2%
Management/Business/Financial	15.5%	14.4%	13.4%
Professional	24.6%	24.0%	21.5%
Sales	7.4%	9.9%	10.5%
Administrative Support	14.5%	13.6%	12.9%
Services	12.6%	16.1%	15.7%
Blue Collar	25.4%	21.9%	26.0%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	7.3%	5.1%	6.9%
Installation/Maintenance/Repair	4.1%	3.0%	2.9%
Production	2.3%	4.0%	6.4%
Transportation/Material Moving	11.7%	9.6%	9.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	1,380	10,717	24,578
Households with 1 Person	29.5%	29.5%	28.5%
Households with 2+ People	70.5%	70.5%	71.5%
Family Households	63.8%	64.8%	65.7%
Husband-wife Families	45.7%	46.7%	46.1%
With Related Children	17.0%	17.8%	19.5%
Other Family (No Spouse Present)	18.2%	18.1%	19.6%
Other Family with Male Householder	3.8%	4.7%	5.3%
With Related Children	2.4%	2.9%	3.3%
Other Family with Female Householder	14.3%	13.5%	14.2%
With Related Children	10.1%	9.2%	9.4%
Nonfamily Households	6.7%	5.7%	5.8%
All Households with Children	29.9%	30.2%	32.8%
Multigenerational Households	3.6%	4.0%	4.7%
Unmarried Partner Households	7.2%	6.2%	6.4%
Male-female	6.7%	5.6%	5.8%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	1,378	10,717	24,578
1 Person Household	29.5%	29.5%	28.5%
2 Person Household	36.2%	35.7%	33.5%
3 Person Household	14.5%	15.3%	15.9%
4 Person Household	11.2%	11.3%	12.0%
5 Person Household	5.5%	5.2%	5.9%
6 Person Household	1.8%	1.9%	2.5%
7 + Person Household	1.2%	1.3%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	1,380	10,716	24,578
Owner Occupied	53.5%	61.0%	61.8%
Owned with a Mortgage/Loan	30.0%	34.3%	35.3%
Owned Free and Clear	23.6%	26.8%	26.6%
Renter Occupied	46.5%	39.0%	38.2%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	124	138	152
Percent of Income for Mortgage	16.4%	14.8%	13.5%
Wealth Index	72	79	70
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,550	11,689	27,433
Housing Units Inside Urbanized Area	57.4%	85.3%	87.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	42.6%	14.7%	12.3%
2010 Population By Urban/ Rural Status			
Total Population	3,362	26,159	62,896
Population Inside Urbanized Area	50.8%	84.1%	87.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	49.2%	15.9%	12.8%

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.	Old and Newcomers (8F)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	Exurbanites (1E)	Midlife Constants (5E)	Traditional Living (12B)
3.	Comfortable Empty Nesters (5A)	Comfortable Empty Nesters (5A)	Midlife Constants (5E)
2021 Consumer Spending			
Apparel & Services: Total \$	\$4,060,849	\$22,954,942	\$46,033,435
Average Spent	\$1,831.69	\$1,801.09	\$1,650.77
Spending Potential Index	86	85	78
Education: Total \$	\$3,123,997	\$17,220,388	\$33,274,621
Average Spent	\$1,409.11	\$1,351.15	\$1,193.24
Spending Potential Index	82	78	69
Entertainment/Recreation: Total \$	\$6,175,125	\$35,339,319	\$71,501,588
Average Spent	\$2,785.35	\$2,772.80	\$2,564.07
Spending Potential Index	86	86	79
Food at Home: Total \$	\$10,389,769	\$59,383,441	\$120,366,903
Average Spent	\$4,686.41	\$4,659.35	\$4,316.39
Spending Potential Index	86	86	79
Food Away from Home: Total \$	\$7,188,718	\$40,582,647	\$81,632,433
Average Spent	\$3,242.54	\$3,184.20	\$2,927.36
Spending Potential Index	85	84	77
Health Care: Total \$	\$12,221,944	\$70,580,706	\$143,368,055
Average Spent	\$5,512.83	\$5,537.91	\$5,141.22
Spending Potential Index	88	89	82
HH Furnishings & Equipment: Total \$	\$4,318,876	\$24,458,939	\$48,987,620
Average Spent	\$1,948.07	\$1,919.10	\$1,756.71
Spending Potential Index	86	85	78
Personal Care Products & Services: Total \$	\$1,739,464	\$9,828,528	\$19,612,038
Average Spent	\$784.60	\$771.17	\$703.29
Spending Potential Index	87	86	78
Shelter: Total \$	\$37,961,244	\$212,638,562	\$420,956,140
Average Spent	\$17,122.80	\$16,684.08	\$15,095.61
Spending Potential Index	85	83	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,668,672	\$26,135,096	\$52,019,815
Average Spent	\$2,105.85	\$2,050.62	\$1,865.45
Spending Potential Index	88	86	78
Travel: Total \$	\$4,769,130	\$26,700,889	\$52,509,864
Average Spent	\$2,151.16	\$2,095.01	\$1,883.02
Spending Potential Index	85	83	74
Vehicle Maintenance & Repairs: Total \$	\$2,173,146	\$12,392,781	\$25,241,804
Average Spent	\$980.22	\$972.36	\$905.18
Spending Potential Index	88	88	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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 13, 2021