Community Profile

Katy Memorial Expy S
Katy Memorial Expy S, Denison, Texas, 75020
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.72943
Longitude: -96.58438

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,536	18,225	31,359
2010 Total Population	1,630	18,721	33,090
2021 Total Population	1,980	20,972	38,235
2021 Group Quarters	5	130	769
2026 Total Population	2,150	22,069	40,416
2021-2026 Annual Rate	1.66%	1.02%	1.12%
2021 Total Daytime Population	1,616	21,359	45,027
Workers	540	9,236	22,376
Residents	1,076	12,123	22,651
Household Summary			
2000 Households	674	7,460	12,575
2000 Average Household Size	2.28	2.44	2.44
2010 Households	723	7,610	13,209
2010 Average Household Size	2.25	2.44	2.45
2021 Households	892	8,481	15,171
2021 Average Household Size	2.21	2.46	2.47
2026 Households	968	8,904	16,018
2026 Average Household Size	2.22	2.46	2.48
2021-2026 Annual Rate	1.65%	0.98%	1.09%
2010 Families	496	5,037	8,653
2010 Average Family Size	2.72	2.97	2.99
2021 Families	602	5,548	9,782
2021 Average Family Size	2.69	3.01	3.03
2026 Families	649	5,800	10,278
2026 Average Family Size	2.71	3.02	3.04
2021-2026 Annual Rate	1.51%	0.89%	0.99%
Housing Unit Summary			
2000 Housing Units	707	8,194	14,048
Owner Occupied Housing Units	74.1%	64.7%	59.8%
Renter Occupied Housing Units	21.2%	26.4%	29.8%
Vacant Housing Units	4.7%	9.0%	10.5%
2010 Housing Units	769	8,489	14,907
Owner Occupied Housing Units	73.6%	62.4%	56.8%
Renter Occupied Housing Units	20.4%	27.2%	31.8%
Vacant Housing Units	6.0%	10.4%	11.4%
2021 Housing Units	950	9,309	16,781
Owner Occupied Housing Units	68.7%	63.8%	58.2%
Renter Occupied Housing Units	25.2%	27.3%	32.2%
Vacant Housing Units	6.1%	8.9%	9.6%
2026 Housing Units	1,026	9,727	17,625
Owner Occupied Housing Units	69.5%	64.6%	59.2%
Renter Occupied Housing Units	25.0%	26.9%	31.7%
Vacant Housing Units	5.7%	8.5%	9.1%
Median Household Income			
2021	$63,465	$54,365	$51,658
2026	$66,274	$57,877	$54,969
Median Home Value			
2021	$189,307	$152,706	$157,395
2026	$305,282	$204,881	$219,502
Per Capita Income			
2021	$36,983	$29,429	$27,569
2026	$39,636	$32,140	$30,281
Median Age			
2010	46.1	41.8	40.1
2021	47.9	43.6	41.4
2026	47.8	44.1	41.9

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	892	8,481	15,171
<$15,000	7.5%	10.3%	12.1%
$15,000 - $24,999	4.8%	10.6%	12.2%
$25,000 - $34,999	9.8%	11.9%	11.6%
$35,000 - $49,999	9.8%	11.7%	12.1%
$50,000 - $74,999	27.9%	22.0%	20.7%
$75,000 - $99,999	14.1%	13.4%	12.3%
$100,000 - $149,999	12.4%	12.2%	11.9%
$150,000 - $199,999	7.0%	3.5%	3.0%
$200,000+	6.7%	4.4%	4.2%
Average Household Income	$87,939	$72,373	$69,182
2026 Households by Income			
Household Income Base	968	8,904	16,018
<$15,000	6.5%	8.9%	10.5%
$15,000 - $24,999	4.2%	9.2%	10.7%
$25,000 - $34,999	8.7%	11.0%	10.8%
$35,000 - $49,999	9.1%	11.4%	12.0%
$50,000 - $74,999	28.6%	22.8%	21.7%
$75,000 - $99,999	14.7%	14.4%	13.1%
$100,000 - $149,999	13.4%	13.6%	13.2%
$150,000 - $199,999	7.7%	4.1%	3.5%
$200,000+	6.8%	4.6%	4.5%
Average Household Income	$94,427	$79,213	$76,072
2021 Owner Occupied Housing Units by Value			
Total	653	5,937	9,765
<$50,000	3.2%	11.4%	12.6%
$50,000 - $99,999	7.2%	21.6%	19.9%
$100,000 - $149,999	19.6%	15.9%	14.7%
$150,000 - $199,999	25.4%	22.7%	18.8%
$200,000 - $249,999	18.4%	9.4%	10.2%
$250,000 - $299,999	1.7%	3.0%	7.4%
$300,000 - $399,999	11.0%	9.7%	9.6%
$400,000 - $499,999	11.8%	4.0%	4.0%
$500,000 - $749,999	0.0%	1.4%	1.9%
$750,000 - $999,999	1.4%	0.9%	0.7%
$1,000,000 - $1,499,999	0.3%	0.1%	0.2%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$228,714	$178,116	$184,515
2026 Owner Occupied Housing Units by Value			
Total	713	6,286	10,438
<$50,000	0.8%	6.9%	6.8%
$50,000 - $99,999	1.4%	10.2%	10.3%
$100,000 - $149,999	6.0%	7.7%	8.9%
$150,000 - $199,999	16.1%	23.7%	18.6%
$200,000 - $249,999	22.2%	14.7%	13.9%
$250,000 - $299,999	2.4%	5.0%	10.8%
$300,000 - $399,999	19.9%	19.4%	18.1%
$400,000 - $499,999	28.6%	7.8%	7.6%
$500,000 - $749,999	0.0%	2.5%	3.5%
$750,000 - $999,999	2.2%	1.9%	1.3%
$1,000,000 - $1,499,999	0.3%	0.2%	0.3%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$315,042	$244,635	$248,374

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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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	1,628	18,719	33,090
0 - 4	5.4%	6.1%	6.6%
5 - 9	5.3%	6.1%	6.4%
10 - 14	6.9%	6.4%	6.5%
15 - 24	10.0%	12.2%	13.1%
25 - 34	10.7%	11.6%	11.8%
35 - 44	10.1%	11.1%	11.0%
45 - 54	16.0%	15.3%	14.7%
55 - 64	14.4%	13.0%	12.6%
65 - 74	11.2%	9.1%	8.7%
75 - 84	7.5%	6.4%	5.9%
85 +	2.6%	2.6%	2.9%
18 +	78.7%	77.5%	76.6%
2021 Population by Age			
Total	1,979	20,973	38,234
0 - 4	4.6%	5.4%	6.0%
5 - 9	4.9%	5.5%	5.9%
10 - 14	5.5%	5.8%	6.0%
15 - 24	10.1%	11.0%	11.7%
25 - 34	10.5%	12.2%	12.9%
35 - 44	11.5%	11.7%	11.5%
45 - 54	10.3%	11.4%	11.1%
55 - 64	15.5%	14.1%	13.5%
65 - 74	13.9%	12.5%	11.6%
75 - 84	9.3%	7.4%	6.7%
85 +	4.0%	3.1%	3.1%
18 +	82.0%	80.2%	78.9%
2026 Population by Age			
Total	2,152	22,069	40,416
0 - 4	4.7%	5.4%	6.0%
5 - 9	5.1%	5.5%	5.9%
10 - 14	5.3%	5.8%	6.0%
15 - 24	9.2%	10.7%	11.6%
25 - 34	11.1%	11.7%	12.1%
35 - 44	11.6%	12.1%	12.1%
45 - 54	10.7%	11.5%	11.1%
55 - 64	12.8%	12.3%	11.8%
65 - 74	14.9%	13.2%	12.3%
75 - 84	10.2%	8.7%	8.0%
85 +	4.5%	3.1%	3.1%
18 +	81.5%	80.0%	78.8%
2010 Population by Sex			
Males	766	8,925	15,684
Females	864	9,797	17,406
2021 Population by Sex			
Males	932	10,049	18,221
Females	1,048	10,923	20,014
2026 Population by Sex			
Males	1,015	10,614	19,339
Females	1,136	11,454	21,077

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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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	1,628	18,722	33,090
White Alone	93.0%	85.2%	81.7%
Black Alone	2.1%	6.5%	9.0%
American Indian Alone	1.3%	2.1%	1.9%
Asian Alone	0.8%	0.8%	0.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.2%	2.5%	3.3%
Two or More Races	1.7%	2.9%	3.1%
Hispanic Origin	4.1%	8.3%	9.6%
Diversity Index	20.5	38.1	44.1
2021 Population by Race/Ethnicity			
Total	1,980	20,973	38,235
White Alone	90.2%	81.9%	77.8%
Black Alone	2.5%	7.0%	9.6%
American Indian Alone	1.5%	2.2%	2.0%
Asian Alone	1.7%	1.5%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.8%	3.5%	4.7%
Two or More Races	2.3%	3.8%	4.0%
Hispanic Origin	6.1%	11.5%	13.1%
Diversity Index	27.9	46.2	52.6
2026 Population by Race/Ethnicity			
Total	2,150	22,069	40,418
White Alone	88.8%	80.1%	75.8%
Black Alone	2.7%	7.2%	9.8%
American Indian Alone	1.5%	2.3%	2.1%
Asian Alone	2.0%	1.8%	2.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.2%	4.2%	5.5%
Two or More Races	2.7%	4.3%	4.5%
Hispanic Origin	7.3%	13.5%	15.3%
Diversity Index	31.8	50.3	56.6
2010 Population by Relationship and Household Type			
Total	1,630	18,721	33,090
In Households	99.7%	99.3%	97.8%
In Family Households	84.4%	82.7%	81.1%
Householder	29.0%	27.1%	26.2%
Spouse	22.1%	19.2%	17.9%
Child	28.6%	29.8%	30.1%
Other relative	2.9%	3.9%	3.9%
Nonrelative	1.7%	2.7%	2.9%
In Nonfamily Households	15.3%	16.5%	16.7%
In Group Quarters	0.3%	0.7%	2.2%
Institutionalized Population	0.1%	0.3%	1.4%
Noninstitutionalized Population	0.2%	0.5%	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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
2021 Population 25+ by Educational Attainment			
Total	1,484	15,177	26,923
Less than 9th Grade	0.3%	1.7%	2.0%
9th - 12th Grade, No Diploma	6.5%	7.2%	7.4%
High School Graduate	22.9%	23.2%	24.4%
GED/Alternative Credential	7.8%	8.3%	7.4%
Some College, No Degree	20.4%	27.0%	26.9%
Associate Degree	13.5%	11.8%	11.1%
Bachelor's Degree	18.8%	12.9%	12.9%
Graduate/Professional Degree	9.8%	8.0%	7.8%
2021 Population 15+ by Marital Status			
Total	1,683	17,474	31,392
Never Married	27.3%	25.1%	25.6%
Married	50.7%	49.1%	47.5%
Widowed	8.8%	9.3%	10.1%
Divorced	13.2%	16.5%	16.8%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	944	9,536	16,965
Population 16+ Employed	96.4%	93.4%	92.4%
Population 16+ Unemployment rate	3.6%	6.6%	7.6%
Population 16-24 Employed	10.4%	10.3%	11.5%
Population 16-24 Unemployment rate	4.0%	10.0%	13.0%
Population 25-54 Employed	56.8%	62.7%	62.4%
Population 25-54 Unemployment rate	4.3%	6.3%	7.3%
Population 55-64 Employed	23.6%	18.9%	18.2%
Population 55-64 Unemployment rate	0.0%	4.8%	5.6%
Population 65+ Employed	9.1%	8.1%	7.9%
Population 65+ Unemployment rate	7.8%	8.1%	5.4%
2021 Employed Population 16+ by Industry			
Total	910	8,907	15,684
Agriculture/Mining	0.3%	0.6%	0.6%
Construction	5.7%	6.8%	8.2%
Manufacturing	14.2%	12.3%	12.1%
Wholesale Trade	3.6%	4.5%	3.4%
Retail Trade	11.8%	10.4%	11.5%
Transportation/Utilities	1.6%	3.4%	4.5%
Information	0.9%	0.7%	0.7%
Finance/Insurance/Real Estate	8.5%	8.5%	7.9%
Services	46.4%	46.6%	45.6%
Public Administration	7.0%	6.2%	5.4%
2021 Employed Population 16+ by Occupation			
Total	909	8,906	15,685
White Collar	69.1%	61.1%	59.3%
Management/Business/Financial	13.6%	12.1%	12.1%
Professional	35.6%	24.7%	22.4%
Sales	12.7%	11.0%	10.3%
Administrative Support	7.1%	13.3%	14.4%
Services	17.0%	14.8%	14.3%
Blue Collar	13.7%	24.1%	26.4%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	3.8%	4.0%	5.8%
Installation/Maintenance/Repair	2.9%	2.8%	2.9%
Production	1.6%	6.6%	6.4%
Transportation/Material Moving	5.4%	10.6%	11.1%

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	723	7,610	13,209
Households with 1 Person	27.5%	28.7%	28.8%
Households with 2+ People	72.5%	71.3%	71.2%
Family Households	68.6%	66.2%	65.5%
Husband-wife Families	52.4%	47.0%	44.9%
With Related Children	17.6%	17.7%	17.4%
Other Family (No Spouse Present)	16.2%	19.2%	20.6%
Other Family with Male Householder	4.4%	5.0%	5.4%
With Related Children	2.4%	3.0%	3.2%
Other Family with Female Householder	11.8%	14.2%	15.3%
With Related Children	7.5%	8.9%	10.2%
Nonfamily Households	3.9%	5.1%	5.7%
All Households with Children	27.7%	30.1%	31.4%
Multigenerational Households	4.4%	5.0%	5.0%
Unmarried Partner Households	5.0%	6.0%	6.6%
Male-female	4.1%	5.5%	6.0%
Same-sex	0.8%	0.6%	0.6%
2010 Households by Size			
Total	724	7,610	13,210
1 Person Household	27.5%	28.7%	28.8%
2 Person Household	38.5%	35.1%	34.3%
3 Person Household	14.9%	16.0%	16.2%
4 Person Household	11.5%	11.4%	11.3%
5 Person Household	5.5%	5.5%	5.7%
6 Person Household	1.2%	2.0%	2.1%
7 + Person Household	0.8%	1.3%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	723	7,610	13,209
Owner Occupied	78.3%	69.6%	64.1%
Owned with a Mortgage/Loan	42.9%	37.9%	34.4%
Owned Free and Clear	35.3%	31.7%	29.7%
Renter Occupied	21.7%	30.4%	35.9%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	158	170	159
Percent of Income for Mortgage	12.5%	11.8%	12.8%
Wealth Index	106	77	71
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	769	8,489	14,907
Housing Units Inside Urbanized Area	95.7%	92.9%	84.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	4.3%	7.1%	15.8%
2010 Population By Urban/ Rural Status			
Total Population	1,630	18,721	33,090
Population Inside Urbanized Area	95.5%	92.4%	83.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	4.5%	7.6%	16.6%

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: 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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Top 3 Tapestry Segments			
1.	Midlife Constants (5E)	Midlife Constants (5E)	Midlife Constants (5E)
2.	Comfortable Empty Nesters (5A)	Traditional Living (12B)	Traditional Living (12B)
3.		Small Town Simplicity (12C)	Small Town Simplicity (12C)
2021 Consumer Spending			
Apparel & Services: Total $	$1,779,618	$14,142,067	$24,452,318
Average Spent	$1,995.09	$1,667.50	$1,611.78
Spending Potential Index	94	79	76
Education: Total $	$1,317,429	$10,142,424	$17,659,075
Average Spent	$1,476.94	$1,195.90	$1,164.00
Spending Potential Index	86	69	67
Entertainment/Recreation: Total $	$2,842,805	$22,676,479	$38,486,476
Average Spent	$3,187.00	$2,673.80	$2,536.85
Spending Potential Index	99	83	79
Food at Home: Total $	$4,704,014	$37,572,463	$64,611,326
Average Spent	$5,273.56	$4,430.19	$4,258.87
Spending Potential Index	97	81	78
Food Away from Home: Total $	$3,142,825	$24,960,819	$43,180,634
Average Spent	$3,523.35	$2,943.15	$2,846.26
Spending Potential Index	93	78	75
Health Care: Total $	$5,826,787	$45,787,738	$77,269,570
Average Spent	$6,532.27	$5,398.86	$5,093.24
Spending Potential Index	105	87	82
HH Furnishings & Equipment: Total $	$1,956,083	$15,241,864	$26,007,171
Average Spent	$2,192.92	$1,797.18	$1,714.27
Spending Potential Index	97	80	76
Personal Care Products & Services: Total $	$773,403	$6,063,084	$10,404,196
Average Spent	$867.04	$714.90	$685.80
Spending Potential Index	97	80	76
Shelter: Total $	$16,410,512	$128,468,646	$222,386,121
Average Spent	$18,397.43	$15,147.82	$14,658.63
Spending Potential Index	91	75	73
Support Payments/Cash Contributions/Gifts in Kind: Total $	$2,146,648	$16,312,040	$27,625,824
Average Spent	$2,406.56	$1,923.36	$1,820.96
Spending Potential Index	101	80	76
Travel: Total $	$2,145,120	$16,340,533	$27,730,148
Average Spent	$2,404.84	$1,926.72	$1,827.84
Spending Potential Index	95	76	72
Vehicle Maintenance & Repairs: Total $	$976,659	$7,887,545	$13,541,568
Average Spent	$1,094.91	$930.03	$892.60
Spending Potential Index	99	84	81

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.

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