



Market Profile

2730 Katy Memorial Expy S, Denison, Texas, 75020
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.73124
Longitude: -96.58468

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,950	18,357	31,187
2010 Total Population	2,057	18,681	32,927
2018 Total Population	2,194	19,747	35,378
2018 Group Quarters	7	111	743
2023 Total Population	2,334	20,632	37,191
2018-2023 Annual Rate	1.24%	0.88%	1.00%
2018 Total Daytime Population	1,527	18,763	45,697
Workers	381	7,848	25,294
Residents	1,146	10,915	20,403
Household Summary			
2000 Households	830	7,501	12,505
2000 Average Household Size	2.35	2.44	2.44
2010 Households	883	7,573	13,150
2010 Average Household Size	2.32	2.45	2.45
2018 Households	943	7,984	14,104
2018 Average Household Size	2.32	2.46	2.46
2023 Households	1,002	8,329	14,825
2023 Average Household Size	2.32	2.46	2.46
2018-2023 Annual Rate	1.22%	0.85%	1.00%
2010 Families	614	5,044	8,627
2010 Average Family Size	2.79	2.98	2.99
2018 Families	651	5,278	9,158
2018 Average Family Size	2.81	3.01	3.03
2023 Families	689	5,489	9,585
2023 Average Family Size	2.83	3.03	3.04
2018-2023 Annual Rate	1.14%	0.79%	0.92%
Housing Unit Summary			
2000 Housing Units	867	8,289	13,973
Owner Occupied Housing Units	76.4%	64.4%	60.1%
Renter Occupied Housing Units	19.5%	26.1%	29.4%
Vacant Housing Units	4.2%	9.5%	10.5%
2010 Housing Units	938	8,497	14,847
Owner Occupied Housing Units	75.4%	62.8%	57.0%
Renter Occupied Housing Units	18.8%	26.3%	31.6%
Vacant Housing Units	5.9%	10.9%	11.4%
2018 Housing Units	1,002	8,908	15,766
Owner Occupied Housing Units	72.0%	61.3%	55.7%
Renter Occupied Housing Units	22.2%	28.3%	33.8%
Vacant Housing Units	5.9%	10.4%	10.5%
2023 Housing Units	1,064	9,276	16,507
Owner Occupied Housing Units	72.9%	62.6%	56.9%
Renter Occupied Housing Units	21.2%	27.2%	32.9%
Vacant Housing Units	5.8%	10.2%	10.2%
Median Household Income			
2018	\$58,432	\$48,862	\$43,577
2023	\$62,928	\$53,956	\$49,780
Median Home Value			
2018	\$115,323	\$111,066	\$119,239
2023	\$163,915	\$153,481	\$156,001
Per Capita Income			
2018	\$30,788	\$26,764	\$24,896
2023	\$34,511	\$30,437	\$28,143
Median Age			
2010	46.2	41.8	40.3
2018	47.3	43.1	41.1
2023	47.2	43.7	41.6

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	943	7,984	14,104
<\$15,000	7.7%	12.5%	15.0%
\$15,000 - \$24,999	12.5%	12.6%	13.7%
\$25,000 - \$34,999	11.0%	12.1%	12.1%
\$35,000 - \$49,999	8.1%	13.6%	14.2%
\$50,000 - \$74,999	24.0%	19.5%	18.5%
\$75,000 - \$99,999	17.9%	12.9%	11.7%
\$100,000 - \$149,999	10.7%	10.4%	9.2%
\$150,000 - \$199,999	3.8%	2.9%	2.8%
\$200,000+	4.2%	3.6%	2.8%
Average Household Income	\$73,728	\$65,403	\$60,393
2023 Households by Income			
Household Income Base	1,002	8,329	14,825
<\$15,000	6.7%	10.7%	12.9%
\$15,000 - \$24,999	10.7%	10.7%	11.9%
\$25,000 - \$34,999	10.1%	11.1%	11.4%
\$35,000 - \$49,999	7.6%	13.0%	13.9%
\$50,000 - \$74,999	24.0%	19.7%	19.0%
\$75,000 - \$99,999	19.1%	14.1%	13.0%
\$100,000 - \$149,999	12.5%	12.8%	11.1%
\$150,000 - \$199,999	4.2%	3.4%	3.3%
\$200,000+	5.2%	4.4%	3.4%
Average Household Income	\$83,022	\$74,576	\$68,601
2018 Owner Occupied Housing Units by Value			
Total	721	5,462	8,774
<\$50,000	8.3%	15.5%	16.5%
\$50,000 - \$99,999	37.7%	31.0%	27.4%
\$100,000 - \$149,999	12.9%	15.6%	15.7%
\$150,000 - \$199,999	19.4%	14.2%	16.1%
\$200,000 - \$249,999	2.1%	6.0%	7.0%
\$250,000 - \$299,999	1.7%	4.7%	4.3%
\$300,000 - \$399,999	5.7%	4.4%	4.3%
\$400,000 - \$499,999	10.8%	4.4%	4.1%
\$500,000 - \$749,999	0.7%	2.8%	3.2%
\$750,000 - \$999,999	0.0%	1.0%	1.0%
\$1,000,000 - \$1,499,999	0.7%	0.3%	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	\$171,325	\$163,333	\$166,352
2023 Owner Occupied Housing Units by Value			
Total	776	5,808	9,389
<\$50,000	6.1%	12.3%	13.2%
\$50,000 - \$99,999	31.2%	24.6%	21.8%
\$100,000 - \$149,999	8.9%	12.1%	13.0%
\$150,000 - \$199,999	13.7%	15.6%	16.6%
\$200,000 - \$249,999	1.0%	6.1%	7.1%
\$250,000 - \$299,999	6.7%	7.2%	6.5%
\$300,000 - \$399,999	14.8%	8.8%	8.3%
\$400,000 - \$499,999	14.8%	6.6%	6.3%
\$500,000 - \$749,999	1.4%	4.7%	5.0%
\$750,000 - \$999,999	0.0%	1.7%	1.7%
\$1,000,000 - \$1,499,999	1.3%	0.5%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$224,484	\$207,576	\$209,327

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	2,056	18,682	32,929
0 - 4	5.4%	6.1%	6.6%
5 - 9	5.3%	6.1%	6.4%
10 - 14	7.0%	6.5%	6.4%
15 - 24	9.8%	12.1%	13.0%
25 - 34	10.7%	11.6%	11.7%
35 - 44	10.2%	11.2%	11.1%
45 - 54	15.9%	15.4%	14.7%
55 - 64	14.4%	13.1%	12.6%
65 - 74	11.3%	9.2%	8.7%
75 - 84	7.6%	6.3%	5.9%
85 +	2.6%	2.5%	2.9%
18 +	78.6%	77.4%	76.7%
2018 Population by Age			
Total	2,194	19,746	35,381
0 - 4	4.8%	5.6%	6.1%
5 - 9	5.2%	5.6%	6.0%
10 - 14	5.5%	5.9%	6.1%
15 - 24	10.8%	11.6%	12.1%
25 - 34	10.3%	12.1%	12.8%
35 - 44	10.9%	11.3%	11.1%
45 - 54	11.3%	12.4%	11.9%
55 - 64	15.7%	14.3%	13.7%
65 - 74	13.0%	11.7%	10.9%
75 - 84	8.8%	6.8%	6.2%
85 +	3.6%	2.9%	3.1%
18 +	81.0%	79.4%	78.4%
2023 Population by Age			
Total	2,335	20,632	37,192
0 - 4	4.9%	5.6%	6.1%
5 - 9	5.1%	5.6%	5.9%
10 - 14	5.7%	5.8%	6.0%
15 - 24	9.6%	11.0%	11.8%
25 - 34	10.8%	11.8%	12.3%
35 - 44	11.6%	11.8%	11.7%
45 - 54	10.7%	11.7%	11.2%
55 - 64	13.8%	13.3%	12.7%
65 - 74	14.5%	12.8%	12.0%
75 - 84	9.3%	7.9%	7.3%
85 +	4.0%	2.8%	3.0%
18 +	80.9%	79.6%	78.5%
2010 Population by Sex			
Males	969	8,927	15,617
Females	1,088	9,754	17,310
2018 Population by Sex			
Males	1,032	9,442	16,820
Females	1,162	10,305	18,559
2023 Population by Sex			
Males	1,098	9,900	17,768
Females	1,235	10,731	19,423

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	2,057	18,682	32,927
White Alone	93.2%	85.2%	82.4%
Black Alone	1.9%	6.6%	8.6%
American Indian Alone	1.3%	2.1%	1.9%
Asian Alone	0.8%	0.7%	0.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.1%	2.4%	3.1%
Two or More Races	1.7%	2.9%	3.0%
Hispanic Origin	3.9%	8.3%	9.3%
Diversity Index	19.6	38.1	42.9
2018 Population by Race/Ethnicity			
Total	2,195	19,747	35,378
White Alone	91.5%	82.7%	79.6%
Black Alone	2.1%	7.0%	9.0%
American Indian Alone	1.4%	2.3%	2.1%
Asian Alone	1.4%	1.2%	1.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.5%	3.1%	4.0%
Two or More Races	2.1%	3.7%	3.8%
Hispanic Origin	5.2%	10.3%	11.4%
Diversity Index	24.3	43.8	48.8
2023 Population by Race/Ethnicity			
Total	2,333	20,631	37,191
White Alone	90.0%	80.8%	77.4%
Black Alone	2.2%	7.2%	9.2%
American Indian Alone	1.5%	2.4%	2.1%
Asian Alone	1.9%	1.6%	2.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.8%	3.7%	4.7%
Two or More Races	2.5%	4.3%	4.3%
Hispanic Origin	6.2%	12.2%	13.4%
Diversity Index	28.5	48.3	53.3
2010 Population by Relationship and Household Type			
Total	2,057	18,681	32,927
In Households	99.7%	99.4%	97.8%
In Family Households	84.9%	83.1%	81.1%
Householder	29.2%	27.2%	26.3%
Spouse	22.4%	19.2%	18.1%
Child	28.8%	30.0%	30.0%
Other relative	2.8%	4.0%	3.9%
Nonrelative	1.7%	2.7%	2.9%
In Nonfamily Households	14.7%	16.3%	16.6%
In Group Quarters	0.3%	0.6%	2.2%
Institutionalized Population	0.0%	0.1%	1.4%
Noninstitutionalized Population	0.3%	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	1,619	14,089	24,656
Less than 9th Grade	1.6%	3.8%	3.9%
9th - 12th Grade, No Diploma	2.5%	6.7%	7.4%
High School Graduate	24.3%	24.7%	24.7%
GED/Alternative Credential	5.6%	7.0%	6.5%
Some College, No Degree	23.7%	26.5%	26.9%
Associate Degree	12.4%	10.9%	10.5%
Bachelor's Degree	16.2%	13.0%	12.3%
Graduate/Professional Degree	13.7%	7.5%	7.8%
2018 Population 15+ by Marital Status			
Total	1,853	16,373	28,953
Never Married	25.4%	27.7%	27.2%
Married	58.7%	50.5%	49.4%
Widowed	7.0%	8.6%	9.2%
Divorced	9.0%	13.2%	14.2%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.2%	94.9%	93.9%
Civilian Unemployed (Unemployment Rate)	3.9%	5.1%	6.1%
2018 Employed Population 16+ by Industry			
Total	1,068	8,938	15,154
Agriculture/Mining	0.0%	1.2%	1.0%
Construction	3.2%	5.8%	6.1%
Manufacturing	14.5%	9.9%	10.9%
Wholesale Trade	4.8%	2.5%	2.3%
Retail Trade	8.6%	11.5%	11.8%
Transportation/Utilities	6.6%	3.9%	3.8%
Information	0.0%	0.8%	1.2%
Finance/Insurance/Real Estate	6.4%	9.2%	8.4%
Services	52.9%	51.2%	50.5%
Public Administration	3.2%	4.1%	3.9%
2018 Employed Population 16+ by Occupation			
Total	1,068	8,941	15,155
White Collar	68.4%	57.0%	56.4%
Management/Business/Financial	11.3%	12.2%	11.3%
Professional	31.6%	20.4%	19.8%
Sales	12.7%	11.5%	11.3%
Administrative Support	12.7%	12.9%	13.9%
Services	12.5%	19.1%	20.1%
Blue Collar	19.1%	24.0%	23.5%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	2.6%	4.3%	4.4%
Installation/Maintenance/Repair	6.4%	3.8%	3.7%
Production	7.1%	9.2%	8.6%
Transportation/Material Moving	3.0%	6.4%	6.5%
2010 Population By Urban/ Rural Status			
Total Population	2,057	18,681	32,927
Population Inside Urbanized Area	96.4%	92.5%	82.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	3.6%	7.5%	17.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

February 20, 2019



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2010 Households by Type			
Total	883	7,574	13,150
Households with 1 Person	26.7%	28.4%	28.7%
Households with 2+ People	73.3%	71.6%	71.3%
Family Households	69.5%	66.6%	65.6%
Husband-wife Families	53.3%	47.3%	45.1%
With Related Children	17.9%	17.9%	17.4%
Other Family (No Spouse Present)	16.3%	19.3%	20.5%
Other Family with Male Householder	4.5%	5.1%	5.3%
With Related Children	2.4%	3.0%	3.2%
Other Family with Female Householder	11.8%	14.2%	15.2%
With Related Children	7.4%	8.9%	10.1%
Nonfamily Households	3.7%	5.0%	5.7%
All Households with Children	28.0%	30.3%	31.3%
Multigenerational Households	4.5%	5.1%	4.9%
Unmarried Partner Households	4.8%	6.0%	6.6%
Male-female	4.0%	5.4%	6.0%
Same-sex	0.8%	0.6%	0.6%
2010 Households by Size			
Total	883	7,574	13,148
1 Person Household	26.7%	28.4%	28.7%
2 Person Household	39.0%	35.0%	34.5%
3 Person Household	15.2%	16.1%	16.2%
4 Person Household	11.7%	11.6%	11.3%
5 Person Household	5.4%	5.6%	5.7%
6 Person Household	1.2%	2.0%	2.1%
7 + Person Household	0.8%	1.4%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	883	7,573	13,150
Owner Occupied	80.1%	70.4%	64.3%
Owned with a Mortgage/Loan	43.7%	38.4%	34.6%
Owned Free and Clear	36.4%	32.0%	29.8%
Renter Occupied	19.9%	29.6%	35.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	938	8,497	14,847
Housing Units Inside Urbanized Area	96.5%	93.0%	83.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.5%	7.0%	16.3%

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.	Midlife Constants (5E)	Midlife Constants (5E)	Traditional Living (12B)
2.	Comfortable Empty Nesters	Traditional Living (12B)	Midlife Constants (5E)
3.	Top Tier (1A)	Small Town Simplicity	Small Town Simplicity
2018 Consumer Spending			
Apparel & Services: Total \$	\$1,726,225	\$13,305,679	\$21,977,143
Average Spent	\$1,830.57	\$1,666.54	\$1,558.22
Spending Potential Index	84	77	72
Education: Total \$	\$1,152,340	\$8,580,698	\$14,121,637
Average Spent	\$1,221.99	\$1,074.74	\$1,001.25
Spending Potential Index	84	74	69
Entertainment/Recreation: Total \$	\$2,734,057	\$20,826,998	\$33,845,219
Average Spent	\$2,899.32	\$2,608.59	\$2,399.69
Spending Potential Index	90	81	75
Food at Home: Total \$	\$4,192,034	\$32,585,149	\$53,508,735
Average Spent	\$4,445.42	\$4,081.31	\$3,793.87
Spending Potential Index	89	81	76
Food Away from Home: Total \$	\$2,838,451	\$21,710,414	\$35,799,495
Average Spent	\$3,010.02	\$2,719.24	\$2,538.25
Spending Potential Index	86	77	72
Health Care: Total \$	\$5,191,373	\$38,879,495	\$62,491,746
Average Spent	\$5,505.17	\$4,869.68	\$4,430.78
Spending Potential Index	96	85	77
HH Furnishings & Equipment: Total \$	\$1,740,513	\$13,214,580	\$21,534,207
Average Spent	\$1,845.72	\$1,655.13	\$1,526.82
Spending Potential Index	88	79	73
Personal Care Products & Services: Total \$	\$684,614	\$5,126,901	\$8,404,160
Average Spent	\$726.00	\$642.15	\$595.87
Spending Potential Index	88	78	72
Shelter: Total \$	\$13,547,727	\$101,816,823	\$168,515,866
Average Spent	\$14,366.62	\$12,752.61	\$11,948.09
Spending Potential Index	86	76	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,176,277	\$15,767,852	\$25,472,204
Average Spent	\$2,307.82	\$1,974.93	\$1,806.03
Spending Potential Index	93	79	73
Travel: Total \$	\$1,767,990	\$12,874,994	\$20,917,592
Average Spent	\$1,874.86	\$1,612.60	\$1,483.10
Spending Potential Index	87	75	69
Vehicle Maintenance & Repairs: Total \$	\$911,392	\$6,970,550	\$11,382,542
Average Spent	\$966.48	\$873.06	\$807.04
Spending Potential Index	90	81	75

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.