



# Market Profile

2730 Katy Memorial Expy S, Denison, Texas, 75020  
Rings: 10 mile radii

Prepared by Esri  
Latitude: 33.73124  
Longitude: -96.58468

	<b>10 miles</b>
<b>Population Summary</b>	
2000 Total Population	75,616
2010 Total Population	80,001
2018 Total Population	86,738
2018 Group Quarters	1,931
2023 Total Population	91,457
2018-2023 Annual Rate	1.07%
2018 Total Daytime Population	91,018
Workers	42,661
Residents	48,357
<b>Household Summary</b>	
2000 Households	29,848
2000 Average Household Size	2.45
2010 Households	31,521
2010 Average Household Size	2.48
2018 Households	34,087
2018 Average Household Size	2.49
2023 Households	35,937
2023 Average Household Size	2.49
2018-2023 Annual Rate	1.06%
2010 Families	20,900
2010 Average Family Size	3.01
2018 Families	22,400
2018 Average Family Size	3.06
2023 Families	23,524
2023 Average Family Size	3.07
2018-2023 Annual Rate	0.98%
<b>Housing Unit Summary</b>	
2000 Housing Units	33,309
Owner Occupied Housing Units	59.1%
Renter Occupied Housing Units	30.5%
Vacant Housing Units	10.4%
2010 Housing Units	35,776
Owner Occupied Housing Units	56.8%
Renter Occupied Housing Units	31.3%
Vacant Housing Units	11.9%
2018 Housing Units	38,047
Owner Occupied Housing Units	56.3%
Renter Occupied Housing Units	33.2%
Vacant Housing Units	10.4%
2023 Housing Units	39,876
Owner Occupied Housing Units	57.9%
Renter Occupied Housing Units	32.2%
Vacant Housing Units	9.9%
<b>Median Household Income</b>	
2018	\$46,750
2023	\$52,297
<b>Median Home Value</b>	
2018	\$130,994
2023	\$164,152
<b>Per Capita Income</b>	
2018	\$25,895
2023	\$29,459
<b>Median Age</b>	
2010	38.3
2018	39.5
2023	40.3

**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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<b>2018 Households by Income</b>		
Household Income Base		34,087
<\$15,000		13.3%
\$15,000 - \$24,999		12.3%
\$25,000 - \$34,999		11.9%
\$35,000 - \$49,999		15.1%
\$50,000 - \$74,999		19.1%
\$75,000 - \$99,999		12.1%
\$100,000 - \$149,999		9.7%
\$150,000 - \$199,999		3.1%
\$200,000+		3.4%
Average Household Income		\$64,246
<b>2023 Households by Income</b>		
Household Income Base		35,937
<\$15,000		11.3%
\$15,000 - \$24,999		10.6%
\$25,000 - \$34,999		10.9%
\$35,000 - \$49,999		14.6%
\$50,000 - \$74,999		19.5%
\$75,000 - \$99,999		13.4%
\$100,000 - \$149,999		11.9%
\$150,000 - \$199,999		3.6%
\$200,000+		4.3%
Average Household Income		\$73,415
<b>2018 Owner Occupied Housing Units by Value</b>		
Total		21,436
<\$50,000		14.1%
\$50,000 - \$99,999		25.2%
\$100,000 - \$149,999		17.2%
\$150,000 - \$199,999		16.1%
\$200,000 - \$249,999		8.3%
\$250,000 - \$299,999		4.4%
\$300,000 - \$399,999		6.3%
\$400,000 - \$499,999		3.6%
\$500,000 - \$749,999		3.3%
\$750,000 - \$999,999		1.3%
\$1,000,000 - \$1,499,999		0.3%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$176,876
<b>2023 Owner Occupied Housing Units by Value</b>		
Total		23,103
<\$50,000		11.0%
\$50,000 - \$99,999		20.5%
\$100,000 - \$149,999		13.6%
\$150,000 - \$199,999		17.4%
\$200,000 - \$249,999		8.9%
\$250,000 - \$299,999		5.5%
\$300,000 - \$399,999		9.3%
\$400,000 - \$499,999		5.8%
\$500,000 - \$749,999		5.1%
\$750,000 - \$999,999		2.3%
\$1,000,000 - \$1,499,999		0.5%
\$1,500,000 - \$1,999,999		0.0%
\$2,000,000 +		0.0%
Average Home Value		\$218,893

**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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<b>2010 Population by Age</b>		
Total		80,002
0 - 4		6.8%
5 - 9		6.7%
10 - 14		6.4%
15 - 24		14.2%
25 - 34		12.1%
35 - 44		11.6%
45 - 54		14.3%
55 - 64		12.3%
65 - 74		8.2%
75 - 84		5.3%
85 +		2.1%
18 +		76.3%
<b>2018 Population by Age</b>		
Total		86,739
0 - 4		6.2%
5 - 9		6.2%
10 - 14		6.2%
15 - 24		13.0%
25 - 34		13.2%
35 - 44		11.4%
45 - 54		11.9%
55 - 64		13.3%
65 - 74		10.6%
75 - 84		5.6%
85 +		2.4%
18 +		78.0%
<b>2023 Population by Age</b>		
Total		91,455
0 - 4		6.2%
5 - 9		6.1%
10 - 14		6.2%
15 - 24		12.7%
25 - 34		12.3%
35 - 44		12.1%
45 - 54		11.3%
55 - 64		12.5%
65 - 74		11.6%
75 - 84		6.7%
85 +		2.4%
18 +		78.1%
<b>2010 Population by Sex</b>		
Males		38,607
Females		41,394
<b>2018 Population by Sex</b>		
Males		41,979
Females		44,759
<b>2023 Population by Sex</b>		
Males		44,460
Females		46,997

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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<b>2010 Population by Race/Ethnicity</b>		
Total		80,001
White Alone		79.2%
Black Alone		8.3%
American Indian Alone		1.9%
Asian Alone		1.1%
Pacific Islander Alone		0.0%
Some Other Race Alone		6.2%
Two or More Races		3.3%
Hispanic Origin		13.4%
Diversity Index		51.3
<b>2018 Population by Race/Ethnicity</b>		
Total		86,738
White Alone		76.3%
Black Alone		8.4%
American Indian Alone		2.0%
Asian Alone		1.8%
Pacific Islander Alone		0.1%
Some Other Race Alone		7.4%
Two or More Races		4.1%
Hispanic Origin		15.8%
Diversity Index		56.7
<b>2023 Population by Race/Ethnicity</b>		
Total		91,456
White Alone		74.0%
Black Alone		8.4%
American Indian Alone		2.1%
Asian Alone		2.4%
Pacific Islander Alone		0.1%
Some Other Race Alone		8.5%
Two or More Races		4.6%
Hispanic Origin		18.0%
Diversity Index		60.9
<b>2010 Population by Relationship and Household Type</b>		
Total		80,001
In Households		97.6%
In Family Households		81.5%
Householder		26.1%
Spouse		18.6%
Child		30.0%
Other relative		4.0%
Nonrelative		2.7%
In Nonfamily Households		16.2%
In Group Quarters		2.4%
Institutionalized Population		1.0%
Noninstitutionalized Population		1.4%

**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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<b>2018 Population 25+ by Educational Attainment</b>	
Total	59,318
Less than 9th Grade	4.7%
9th - 12th Grade, No Diploma	8.0%
High School Graduate	23.9%
GED/Alternative Credential	6.5%
Some College, No Degree	26.3%
Associate Degree	10.3%
Bachelor's Degree	12.3%
Graduate/Professional Degree	7.9%
<b>2018 Population 15+ by Marital Status</b>	
Total	70,628
Never Married	27.6%
Married	50.1%
Widowed	7.8%
Divorced	14.4%
<b>2018 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	94.5%
Civilian Unemployed (Unemployment Rate)	5.5%
<b>2018 Employed Population 16+ by Industry</b>	
Total	38,755
Agriculture/Mining	1.5%
Construction	7.5%
Manufacturing	11.8%
Wholesale Trade	2.3%
Retail Trade	11.4%
Transportation/Utilities	3.5%
Information	1.0%
Finance/Insurance/Real Estate	7.4%
Services	49.8%
Public Administration	3.9%
<b>2018 Employed Population 16+ by Occupation</b>	
Total	38,755
White Collar	55.9%
Management/Business/Financial	11.9%
Professional	20.1%
Sales	11.2%
Administrative Support	12.8%
Services	20.0%
Blue Collar	24.1%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.6%
Installation/Maintenance/Repair	3.5%
Production	8.7%
Transportation/Material Moving	6.0%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	80,001
Population Inside Urbanized Area	76.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	23.7%

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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<b>2010 Households by Type</b>	
Total	31,521
Households with 1 Person	28.0%
Households with 2+ People	72.0%
Family Households	66.3%
Husband-wife Families	47.2%
With Related Children	19.1%
Other Family (No Spouse Present)	19.1%
Other Family with Male Householder	5.3%
With Related Children	3.3%
Other Family with Female Householder	13.8%
With Related Children	9.1%
Nonfamily Households	5.7%
All Households with Children	32.0%
Multigenerational Households	4.6%
Unmarried Partner Households	6.4%
Male-female	5.7%
Same-sex	0.7%
<b>2010 Households by Size</b>	
Total	31,521
1 Person Household	28.0%
2 Person Household	34.6%
3 Person Household	15.9%
4 Person Household	11.8%
5 Person Household	5.7%
6 Person Household	2.4%
7 + Person Household	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	31,521
Owner Occupied	64.4%
Owned with a Mortgage/Loan	35.6%
Owned Free and Clear	28.8%
Renter Occupied	35.6%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	35,776
Housing Units Inside Urbanized Area	74.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	25.3%

**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. Traditional Living (12B)
2. Old and Newcomers (8F)
3. Midlife Constants (5E)

## 2018 Consumer Spending

Apparel & Services: Total \$	\$56,588,054
Average Spent	\$1,660.11
Spending Potential Index	76
Education: Total \$	\$35,698,756
Average Spent	\$1,047.28
Spending Potential Index	72
Entertainment/Recreation: Total \$	\$87,045,337
Average Spent	\$2,553.62
Spending Potential Index	79
Food at Home: Total \$	\$137,886,099
Average Spent	\$4,045.12
Spending Potential Index	81
Food Away from Home: Total \$	\$92,414,786
Average Spent	\$2,711.14
Spending Potential Index	77
Health Care: Total \$	\$160,877,207
Average Spent	\$4,719.61
Spending Potential Index	82
HH Furnishings & Equipment: Total \$	\$55,584,188
Average Spent	\$1,630.66
Spending Potential Index	78
Personal Care Products & Services: Total \$	\$21,701,522
Average Spent	\$636.65
Spending Potential Index	77
Shelter: Total \$	\$431,554,897
Average Spent	\$12,660.40
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$65,254,747
Average Spent	\$1,914.36
Spending Potential Index	77
Travel: Total \$	\$53,922,581
Average Spent	\$1,581.91
Spending Potential Index	73
Vehicle Maintenance & Repairs: Total \$	\$29,355,227
Average Spent	\$861.19
Spending Potential Index	80

**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.

February 20, 2019