



# Community Profile

W Park Ave  
 W Park Ave, Sherman, Texas, 75092  
 Rings: 2, 7, 10 mile radii

Prepared by Esri  
 Latitude: 33.60854  
 Longitude: -96.64452

	2 miles	7 miles	10 miles
<b>Population Summary</b>			
2010 Total Population	6,458	45,070	57,978
2020 Total Population	8,165	51,069	66,270
2020 Group Quarters	90	1,430	1,730
2023 Total Population	8,672	52,279	67,898
2023 Group Quarters	89	1,431	1,730
2028 Total Population	9,028	53,094	69,073
2023-2028 Annual Rate	0.81%	0.31%	0.34%
2023 Total Daytime Population	5,893	58,040	72,023
Workers	1,509	31,039	36,697
Residents	4,384	27,001	35,326
<b>Household Summary</b>			
2010 Households	2,821	17,226	22,155
2010 Average Household Size	2.27	2.54	2.55
2020 Total Households	3,543	19,495	25,262
2020 Average Household Size	2.28	2.55	2.55
2023 Total Households	3,759	20,028	26,025
2023 Average Household Size	2.28	2.54	2.54
2028 Total Households	3,947	20,543	26,732
2028 Average Household Size	2.26	2.51	2.52
2023-2028 Annual Rate	0.98%	0.51%	0.54%
2010 Families	1,689	11,342	14,951
2010 Average Family Size	2.95	3.11	3.08
2023 Families	2,160	12,686	16,942
2023 Average Family Size	3.05	3.19	3.15
2028 Families	2,266	13,003	17,391
2028 Average Family Size	3.02	3.16	3.12
2023-2028 Annual Rate	0.96%	0.49%	0.52%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,574	17,385	22,109
Owner Occupied Housing Units	39.4%	55.7%	58.9%
Renter Occupied Housing Units	53.1%	36.3%	33.1%
Vacant Housing Units	7.5%	8.0%	8.0%
2010 Housing Units	3,193	19,080	24,504
Owner Occupied Housing Units	40.0%	53.4%	57.0%
Renter Occupied Housing Units	48.4%	36.9%	33.4%
Vacant Housing Units	11.7%	9.7%	9.6%
2020 Housing Units	3,748	21,162	27,442
Vacant Housing Units	5.5%	7.9%	7.9%
2023 Housing Units	4,020	21,556	28,061
Owner Occupied Housing Units	40.3%	53.8%	57.9%
Renter Occupied Housing Units	53.2%	39.1%	34.8%
Vacant Housing Units	6.5%	7.1%	7.3%
2028 Housing Units	4,146	22,087	28,790
Owner Occupied Housing Units	41.8%	53.5%	57.5%
Renter Occupied Housing Units	53.4%	39.5%	35.4%
Vacant Housing Units	4.8%	7.0%	7.1%
<b>Median Household Income</b>			
2023	\$54,352	\$56,901	\$59,573
2028	\$57,221	\$61,475	\$65,081
<b>Median Home Value</b>			
2023	\$308,583	\$225,383	\$240,733
2028	\$352,899	\$298,469	\$311,299
<b>Per Capita Income</b>			
2023	\$34,480	\$31,994	\$33,495
2028	\$38,502	\$36,040	\$37,804
<b>Median Age</b>			
2010	35.7	34.5	36.0
2023	39.1	36.9	38.6
2028	39.9	37.8	39.4

**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:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2023 Households by Income</b>			
Household Income Base	3,759	20,028	26,025
<\$15,000	11.0%	9.2%	8.6%
\$15,000 - \$24,999	8.2%	7.4%	7.3%
\$25,000 - \$34,999	11.2%	9.1%	8.2%
\$35,000 - \$49,999	13.9%	16.4%	15.6%
\$50,000 - \$74,999	22.7%	21.3%	21.3%
\$75,000 - \$99,999	10.6%	12.0%	11.8%
\$100,000 - \$149,999	12.5%	13.3%	14.5%
\$150,000 - \$199,999	3.6%	6.2%	7.2%
\$200,000+	6.3%	5.0%	5.6%
Average Household Income	\$81,200	\$82,956	\$87,056
<b>2028 Households by Income</b>			
Household Income Base	3,947	20,543	26,732
<\$15,000	10.1%	8.4%	7.9%
\$15,000 - \$24,999	6.9%	6.2%	6.1%
\$25,000 - \$34,999	10.3%	8.1%	7.2%
\$35,000 - \$49,999	13.8%	15.5%	14.5%
\$50,000 - \$74,999	22.8%	21.0%	20.7%
\$75,000 - \$99,999	11.0%	12.5%	12.3%
\$100,000 - \$149,999	13.5%	14.7%	16.1%
\$150,000 - \$199,999	4.5%	7.8%	9.0%
\$200,000+	7.1%	5.7%	6.3%
Average Household Income	\$89,786	\$92,449	\$97,307
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	1,621	11,600	16,246
<\$50,000	1.5%	9.8%	9.0%
\$50,000 - \$99,999	0.6%	9.7%	7.8%
\$100,000 - \$149,999	8.1%	12.1%	11.1%
\$150,000 - \$199,999	17.0%	12.5%	12.1%
\$200,000 - \$249,999	11.1%	11.8%	12.3%
\$250,000 - \$299,999	9.0%	9.4%	10.3%
\$300,000 - \$399,999	30.9%	20.4%	21.0%
\$400,000 - \$499,999	13.6%	6.5%	7.3%
\$500,000 - \$749,999	4.3%	3.7%	4.7%
\$750,000 - \$999,999	3.3%	1.8%	2.1%
\$1,000,000 - \$1,499,999	0.1%	1.6%	1.7%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.0%
\$2,000,000 +	0.4%	0.8%	0.6%
Average Home Value	\$326,389	\$277,179	\$288,599
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	1,733	11,809	16,544
<\$50,000	0.2%	4.1%	3.6%
\$50,000 - \$99,999	0.1%	3.1%	2.5%
\$100,000 - \$149,999	1.3%	7.4%	6.2%
\$150,000 - \$199,999	5.4%	10.5%	9.4%
\$200,000 - \$249,999	9.2%	13.4%	12.5%
\$250,000 - \$299,999	10.1%	11.9%	12.5%
\$300,000 - \$399,999	44.8%	28.9%	29.8%
\$400,000 - \$499,999	19.8%	10.5%	11.5%
\$500,000 - \$749,999	5.0%	5.2%	6.5%
\$750,000 - \$999,999	3.8%	2.1%	2.7%
\$1,000,000 - \$1,499,999	0.2%	2.2%	2.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.8%	0.6%
Average Home Value	\$375,635	\$338,004	\$351,103

**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.

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<b>2010 Population by Age</b>			
Total	6,457	45,069	57,978
0 - 4	6.8%	7.5%	7.1%
5 - 9	7.1%	7.1%	7.0%
10 - 14	6.5%	6.6%	6.7%
15 - 24	14.4%	16.1%	15.3%
25 - 34	14.2%	13.3%	12.6%
35 - 44	13.5%	12.1%	12.1%
45 - 54	13.6%	13.4%	14.0%
55 - 64	10.5%	10.7%	11.3%
65 - 74	7.2%	6.8%	7.4%
75 - 84	4.7%	4.5%	4.7%
85 +	1.5%	1.9%	1.9%
18 +	75.8%	74.9%	75.2%
<b>2023 Population by Age</b>			
Total	8,672	52,281	67,897
0 - 4	5.7%	6.4%	6.1%
5 - 9	5.8%	6.6%	6.3%
10 - 14	5.9%	6.4%	6.3%
15 - 24	12.4%	13.4%	12.8%
25 - 34	14.6%	14.6%	13.8%
35 - 44	12.8%	12.5%	12.3%
45 - 54	11.9%	10.9%	11.2%
55 - 64	12.4%	11.6%	12.3%
65 - 74	10.2%	9.9%	10.6%
75 - 84	5.9%	5.5%	5.9%
85 +	2.4%	2.1%	2.2%
18 +	79.1%	77.0%	77.8%
<b>2028 Population by Age</b>			
Total	9,028	53,093	69,071
0 - 4	5.8%	6.5%	6.1%
5 - 9	5.6%	6.4%	6.2%
10 - 14	5.7%	6.5%	6.4%
15 - 24	12.2%	13.6%	12.8%
25 - 34	14.0%	13.0%	12.5%
35 - 44	13.2%	13.4%	13.2%
45 - 54	11.8%	11.1%	11.3%
55 - 64	11.6%	10.4%	11.0%
65 - 74	10.1%	10.0%	10.8%
75 - 84	7.1%	6.6%	7.2%
85 +	2.8%	2.4%	2.6%
18 +	79.5%	77.0%	77.8%
<b>2010 Population by Sex</b>			
Males	3,111	21,718	28,003
Females	3,347	23,352	29,975
<b>2023 Population by Sex</b>			
Males	4,191	25,495	33,131
Females	4,481	26,784	34,767
<b>2028 Population by Sex</b>			
Males	4,336	25,833	33,635
Females	4,692	27,261	35,438

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<b>2010 Population by Race/Ethnicity</b>			
Total	6,459	45,070	57,977
White Alone	79.1%	74.7%	78.1%
Black Alone	8.7%	9.5%	8.1%
American Indian Alone	1.6%	1.4%	1.5%
Asian Alone	2.3%	1.5%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.4%	9.4%	7.8%
Two or More Races	3.7%	3.3%	3.1%
Hispanic Origin	9.6%	18.4%	15.9%
Diversity Index	47.3	59.6	54.2
<b>2020 Population by Race/Ethnicity</b>			
Total	8,165	51,069	66,270
White Alone	69.8%	63.3%	67.0%
Black Alone	9.0%	9.2%	8.0%
American Indian Alone	1.3%	1.7%	1.7%
Asian Alone	6.1%	2.8%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.8%	11.4%	9.9%
Two or More Races	8.9%	11.4%	10.9%
Hispanic Origin	11.5%	22.7%	20.1%
Diversity Index	59.4	71.7	67.6
<b>2023 Population by Race/Ethnicity</b>			
Total	8,672	52,279	67,898
White Alone	67.4%	61.2%	65.1%
Black Alone	9.7%	10.0%	8.6%
American Indian Alone	1.3%	1.8%	1.8%
Asian Alone	6.9%	3.2%	2.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.2%	11.9%	10.3%
Two or More Races	9.4%	11.9%	11.4%
Hispanic Origin	12.0%	23.4%	20.8%
Diversity Index	62.2	73.4	69.4
<b>2028 Population by Race/Ethnicity</b>			
Total	9,028	53,094	69,072
White Alone	64.1%	58.4%	62.4%
Black Alone	10.6%	10.7%	9.3%
American Indian Alone	1.3%	1.8%	1.9%
Asian Alone	7.9%	3.6%	3.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.7%	12.7%	11.1%
Two or More Races	10.2%	12.5%	12.2%
Hispanic Origin	12.9%	24.4%	21.8%
Diversity Index	65.7	75.6	71.9
<b>2010 Population by Relationship and Household Type</b>			
Total	6,458	45,070	57,978
In Households	99.1%	97.0%	97.4%
In Family Households	78.9%	80.8%	82.0%
Householder	25.5%	25.2%	25.9%
Spouse	19.1%	17.9%	18.8%
Child	29.2%	30.8%	30.8%
Other relative	3.3%	4.3%	4.0%
Nonrelative	1.8%	2.6%	2.5%
In Nonfamily Households	20.3%	16.2%	15.4%
In Group Quarters	0.9%	3.0%	2.6%
Institutionalized Population	0.8%	1.1%	0.9%
Noninstitutionalized Population	0.1%	2.0%	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.

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<b>2023 Population 25+ by Educational Attainment</b>			
Total	6,091	35,074	46,472
Less than 9th Grade	3.9%	4.8%	4.2%
9th - 12th Grade, No Diploma	5.1%	5.0%	5.0%
High School Graduate	20.6%	25.0%	24.2%
GED/Alternative Credential	3.9%	4.5%	4.8%
Some College, No Degree	25.3%	24.0%	23.5%
Associate Degree	11.7%	12.4%	12.8%
Bachelor's Degree	17.6%	15.6%	16.5%
Graduate/Professional Degree	11.9%	8.8%	9.0%
<b>2023 Population 15+ by Marital Status</b>			
Total	7,168	42,094	55,188
Never Married	37.3%	30.3%	28.8%
Married	45.3%	51.5%	53.4%
Widowed	3.9%	5.6%	5.7%
Divorced	13.5%	12.7%	12.1%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,431	26,404	34,287
Population 16+ Employed	98.8%	96.5%	95.8%
Population 16+ Unemployment rate	1.2%	3.5%	4.2%
Population 16-24 Employed	13.3%	14.4%	13.6%
Population 16-24 Unemployment rate	6.9%	11.2%	12.9%
Population 25-54 Employed	62.3%	61.8%	61.3%
Population 25-54 Unemployment rate	0.0%	1.8%	2.5%
Population 55-64 Employed	16.5%	15.8%	17.0%
Population 55-64 Unemployment rate	1.1%	4.2%	3.8%
Population 65+ Employed	7.9%	7.9%	8.1%
Population 65+ Unemployment rate	0.6%	0.2%	0.9%
<b>2023 Employed Population 16+ by Industry</b>			
Total	4,377	25,478	32,857
Agriculture/Mining	0.3%	0.6%	0.6%
Construction	4.1%	7.7%	8.0%
Manufacturing	18.2%	11.6%	12.5%
Wholesale Trade	2.6%	2.4%	2.1%
Retail Trade	16.0%	14.7%	13.5%
Transportation/Utilities	2.7%	4.4%	4.8%
Information	1.2%	1.4%	1.3%
Finance/Insurance/Real Estate	5.3%	8.0%	7.8%
Services	43.4%	44.8%	44.7%
Public Administration	6.1%	4.4%	4.7%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	4,375	25,479	32,857
White Collar	53.5%	52.2%	54.1%
Management/Business/Financial	17.9%	14.0%	13.6%
Professional	18.3%	17.8%	19.5%
Sales	9.0%	9.5%	9.6%
Administrative Support	8.2%	10.9%	11.4%
Services	14.9%	19.7%	18.6%
Blue Collar	31.5%	28.0%	27.3%
Farming/Forestry/Fishing	0.8%	0.3%	0.3%
Construction/Extraction	3.3%	6.1%	6.0%
Installation/Maintenance/Repair	3.3%	3.3%	3.6%
Production	11.4%	7.0%	7.2%
Transportation/Material Moving	12.8%	11.3%	10.2%

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<b>2010 Households by Type</b>			
Total	2,822	17,227	22,155
Households with 1 Person	33.3%	28.1%	26.7%
Households with 2+ People	66.7%	71.9%	73.3%
Family Households	59.9%	65.8%	67.5%
Husband-wife Families	44.6%	46.6%	49.0%
With Related Children	20.5%	21.0%	21.3%
Other Family (No Spouse Present)	15.2%	19.2%	18.4%
Other Family with Male Householder	4.3%	5.4%	5.2%
With Related Children	2.8%	3.5%	3.3%
Other Family with Female Householder	11.0%	13.8%	13.2%
With Related Children	7.6%	9.4%	8.9%
Nonfamily Households	6.8%	6.1%	5.8%
All Households with Children	31.2%	34.4%	34.1%
Multigenerational Households	3.2%	4.5%	4.5%
Unmarried Partner Households	5.8%	6.5%	6.4%
Male-female	5.2%	5.8%	5.7%
Same-sex	0.5%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	2,820	17,226	22,156
1 Person Household	33.4%	28.1%	26.7%
2 Person Household	32.1%	32.6%	33.8%
3 Person Household	14.7%	16.0%	16.0%
4 Person Household	11.3%	12.5%	12.8%
5 Person Household	5.7%	6.1%	6.2%
6 Person Household	1.8%	2.8%	2.6%
7 + Person Household	1.0%	1.9%	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,822	17,226	22,155
Owner Occupied	45.2%	59.1%	63.1%
Owned with a Mortgage/Loan	32.5%	35.5%	37.6%
Owned Free and Clear	12.7%	23.6%	25.5%
Renter Occupied	54.8%	40.9%	36.9%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	63	94	92
Percent of Income for Mortgage	34.1%	23.8%	24.3%
Wealth Index	64	67	75
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,193	19,080	24,504
Housing Units Inside Urbanized Area	87.5%	83.7%	73.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Housing Units	12.5%	16.3%	26.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,458	45,070	57,978
Population Inside Urbanized Area	83.0%	82.7%	72.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	17.0%	17.3%	27.6%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Old and Newcomers (8F)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	Bright Young Professionals (8C)	Rustbelt Traditions (5D)	Midlife Constants (5E)
3.	Green Acres (6A)	Traditional Living (12B)	Green Acres (6A)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,343,665	\$34,824,981	\$47,010,447
Average Spent	\$1,687.59	\$1,738.81	\$1,806.36
Spending Potential Index	77	79	82
Education: Total \$	\$4,741,277	\$25,694,546	\$35,292,453
Average Spent	\$1,261.31	\$1,282.93	\$1,356.10
Spending Potential Index	70	72	76
Entertainment/Recreation: Total \$	\$10,999,203	\$59,694,923	\$81,510,334
Average Spent	\$2,926.10	\$2,980.57	\$3,132.00
Spending Potential Index	77	79	83
Food at Home: Total \$	\$19,900,985	\$107,544,864	\$145,697,135
Average Spent	\$5,294.22	\$5,369.73	\$5,598.35
Spending Potential Index	78	79	82
Food Away from Home: Total \$	\$10,773,854	\$58,805,154	\$79,361,105
Average Spent	\$2,866.15	\$2,936.15	\$3,049.42
Spending Potential Index	77	79	82
Health Care: Total \$	\$22,043,159	\$120,702,756	\$164,986,256
Average Spent	\$5,864.10	\$6,026.70	\$6,339.53
Spending Potential Index	80	82	86
HH Furnishings & Equipment: Total \$	\$8,536,289	\$46,272,672	\$63,037,801
Average Spent	\$2,270.89	\$2,310.40	\$2,422.20
Spending Potential Index	77	78	82
Personal Care Products & Services: Total \$	\$2,799,533	\$15,157,560	\$20,528,941
Average Spent	\$744.75	\$756.82	\$788.82
Spending Potential Index	78	79	82
Shelter: Total \$	\$70,684,418	\$382,554,783	\$518,370,428
Average Spent	\$18,804.05	\$19,101.00	\$19,918.17
Spending Potential Index	76	77	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,211,168	\$49,336,859	\$67,894,398
Average Spent	\$2,450.43	\$2,463.39	\$2,608.81
Spending Potential Index	78	79	83
Travel: Total \$	\$6,375,868	\$34,559,141	\$47,328,071
Average Spent	\$1,696.16	\$1,725.54	\$1,818.56
Spending Potential Index	75	77	81
Vehicle Maintenance & Repairs: Total \$	\$3,958,699	\$21,467,306	\$29,001,001
Average Spent	\$1,053.13	\$1,071.86	\$1,114.35
Spending Potential Index	80	82	85

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.