



Market Profile

3530 FM-120, Denison, Texas, 75020
Rings: 7, 10 mile radii

Prepared by Esri
Latitude: 33.75948
Longitude: -96.58923

	7 miles	10 miles
Population Summary		
2000 Total Population	36,786	73,027
2010 Total Population	38,926	76,616
2018 Total Population	42,249	83,168
2018 Group Quarters	750	1,904
2023 Total Population	44,537	87,681
2018-2023 Annual Rate	1.06%	1.06%
2018 Total Daytime Population	51,647	87,778
Workers	27,667	41,035
Residents	23,980	46,743
Household Summary		
2000 Households	14,792	28,940
2000 Average Household Size	2.44	2.44
2010 Households	15,659	30,315
2010 Average Household Size	2.44	2.47
2018 Households	17,001	32,810
2018 Average Household Size	2.44	2.48
2023 Households	17,923	34,585
2023 Average Household Size	2.44	2.48
2018-2023 Annual Rate	1.06%	1.06%
2010 Families	10,403	20,041
2010 Average Family Size	2.96	3.00
2018 Families	11,186	21,500
2018 Average Family Size	2.99	3.05
2023 Families	11,745	22,576
2023 Average Family Size	3.00	3.06
2018-2023 Annual Rate	0.98%	0.98%
Housing Unit Summary		
2000 Housing Units	16,575	32,624
Owner Occupied Housing Units	61.1%	59.1%
Renter Occupied Housing Units	28.1%	29.6%
Vacant Housing Units	10.8%	11.3%
2010 Housing Units	17,732	34,788
Owner Occupied Housing Units	58.5%	56.6%
Renter Occupied Housing Units	29.8%	30.5%
Vacant Housing Units	11.7%	12.9%
2018 Housing Units	18,945	37,052
Owner Occupied Housing Units	57.7%	56.2%
Renter Occupied Housing Units	32.1%	32.3%
Vacant Housing Units	10.3%	11.4%
2023 Housing Units	19,888	38,830
Owner Occupied Housing Units	58.9%	57.8%
Renter Occupied Housing Units	31.2%	31.3%
Vacant Housing Units	9.9%	10.9%
Median Household Income		
2018	\$45,863	\$45,505
2023	\$51,728	\$51,343
Median Home Value		
2018	\$133,200	\$127,200
2023	\$166,636	\$159,461
Per Capita Income		
2018	\$25,881	\$25,417
2023	\$29,402	\$28,904
Median Age		
2010	41.1	38.8
2018	42.1	39.9
2023	42.6	40.8

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	17,001	32,810
<\$15,000	14.2%	13.7%
\$15,000 - \$24,999	13.0%	12.6%
\$25,000 - \$34,999	11.6%	12.1%
\$35,000 - \$49,999	14.4%	15.2%
\$50,000 - \$74,999	18.6%	19.1%
\$75,000 - \$99,999	12.4%	11.9%
\$100,000 - \$149,999	9.8%	9.3%
\$150,000 - \$199,999	3.1%	3.0%
\$200,000+	3.0%	3.2%
Average Household Income	\$62,870	\$62,673
2023 Households by Income		
Household Income Base	17,923	34,585
<\$15,000	12.1%	11.7%
\$15,000 - \$24,999	11.2%	10.9%
\$25,000 - \$34,999	10.8%	11.1%
\$35,000 - \$49,999	13.9%	14.7%
\$50,000 - \$74,999	18.9%	19.5%
\$75,000 - \$99,999	13.7%	13.2%
\$100,000 - \$149,999	12.0%	11.5%
\$150,000 - \$199,999	3.6%	3.5%
\$200,000+	3.8%	3.9%
Average Household Income	\$71,708	\$71,587
2018 Owner Occupied Housing Units by Value		
Total	10,926	20,825
<\$50,000	14.6%	14.9%
\$50,000 - \$99,999	24.7%	26.0%
\$100,000 - \$149,999	16.0%	16.8%
\$150,000 - \$199,999	18.2%	16.1%
\$200,000 - \$249,999	8.1%	7.9%
\$250,000 - \$299,999	4.6%	4.3%
\$300,000 - \$399,999	5.1%	6.1%
\$400,000 - \$499,999	3.7%	3.4%
\$500,000 - \$749,999	3.4%	2.9%
\$750,000 - \$999,999	1.1%	1.3%
\$1,000,000 - \$1,499,999	0.3%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%
Average Home Value	\$174,618	\$172,035
2023 Owner Occupied Housing Units by Value		
Total	11,719	22,436
<\$50,000	11.5%	11.6%
\$50,000 - \$99,999	19.4%	21.3%
\$100,000 - \$149,999	12.9%	13.8%
\$150,000 - \$199,999	18.6%	17.5%
\$200,000 - \$249,999	8.4%	8.4%
\$250,000 - \$299,999	6.6%	5.4%
\$300,000 - \$399,999	9.1%	9.0%
\$400,000 - \$499,999	5.8%	5.6%
\$500,000 - \$749,999	5.3%	4.6%
\$750,000 - \$999,999	1.9%	2.4%
\$1,000,000 - \$1,499,999	0.6%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%
Average Home Value	\$217,864	\$212,568

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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2010 Population by Age		
Total	38,927	76,617
0 - 4	6.4%	6.7%
5 - 9	6.3%	6.6%
10 - 14	6.4%	6.4%
15 - 24	12.7%	14.1%
25 - 34	11.4%	12.0%
35 - 44	11.2%	11.4%
45 - 54	14.9%	14.3%
55 - 64	13.1%	12.5%
65 - 74	9.0%	8.4%
75 - 84	5.9%	5.4%
85 +	2.6%	2.2%
18 +	77.0%	76.6%
2018 Population by Age		
Total	42,250	83,168
0 - 4	5.9%	6.2%
5 - 9	5.9%	6.1%
10 - 14	6.0%	6.1%
15 - 24	11.8%	12.9%
25 - 34	12.5%	13.0%
35 - 44	11.0%	11.3%
45 - 54	12.1%	11.9%
55 - 64	14.2%	13.5%
65 - 74	11.5%	10.8%
75 - 84	6.3%	5.7%
85 +	2.9%	2.5%
18 +	78.8%	78.2%
2023 Population by Age		
Total	44,538	87,683
0 - 4	5.9%	6.1%
5 - 9	5.8%	6.0%
10 - 14	6.0%	6.1%
15 - 24	11.4%	12.6%
25 - 34	11.9%	12.1%
35 - 44	11.7%	12.0%
45 - 54	11.3%	11.2%
55 - 64	13.1%	12.7%
65 - 74	12.5%	11.9%
75 - 84	7.4%	6.8%
85 +	2.9%	2.4%
18 +	78.9%	78.2%
2010 Population by Sex		
Males	18,624	36,989
Females	20,302	39,627
2018 Population by Sex		
Males	20,270	40,271
Females	21,978	42,897
2023 Population by Sex		
Males	21,483	42,649
Females	23,054	45,032

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2010 Population by Race/Ethnicity		
Total	38,926	76,616
White Alone	83.5%	79.2%
Black Alone	7.6%	8.3%
American Indian Alone	2.0%	1.9%
Asian Alone	0.9%	1.0%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	2.9%	6.2%
Two or More Races	3.0%	3.4%
Hispanic Origin	8.6%	13.3%
Diversity Index	40.7	51.2
2018 Population by Race/Ethnicity		
Total	42,249	83,168
White Alone	80.9%	76.3%
Black Alone	7.9%	8.4%
American Indian Alone	2.2%	2.1%
Asian Alone	1.5%	1.7%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.7%	7.3%
Two or More Races	3.8%	4.2%
Hispanic Origin	10.6%	15.6%
Diversity Index	46.4	56.6
2023 Population by Race/Ethnicity		
Total	44,537	87,681
White Alone	78.8%	74.1%
Black Alone	8.1%	8.4%
American Indian Alone	2.3%	2.2%
Asian Alone	2.0%	2.2%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	4.4%	8.3%
Two or More Races	4.3%	4.7%
Hispanic Origin	12.5%	17.8%
Diversity Index	50.8	60.6
2010 Population by Relationship and Household Type		
Total	38,926	76,616
In Households	98.1%	97.6%
In Family Households	81.8%	81.2%
Householder	26.7%	26.1%
Spouse	18.8%	18.5%
Child	29.7%	29.8%
Other relative	3.8%	4.1%
Nonrelative	2.8%	2.7%
In Nonfamily Households	16.3%	16.3%
In Group Quarters	1.9%	2.4%
Institutionalized Population	1.2%	1.0%
Noninstitutionalized Population	0.7%	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.

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	29,764	57,135
Less than 9th Grade	3.7%	4.7%
9th - 12th Grade, No Diploma	7.3%	8.3%
High School Graduate	24.3%	24.1%
GED/Alternative Credential	6.2%	6.4%
Some College, No Degree	27.2%	26.4%
Associate Degree	10.5%	10.0%
Bachelor's Degree	12.7%	12.2%
Graduate/Professional Degree	8.1%	7.9%
2018 Population 15+ by Marital Status		
Total	34,739	67,859
Never Married	26.2%	27.6%
Married	51.0%	49.7%
Widowed	8.9%	8.0%
Divorced	13.9%	14.7%
2018 Civilian Population 16+ in Labor Force		
Civilian Employed	94.3%	94.2%
Civilian Unemployed (Unemployment Rate)	5.7%	5.8%
2018 Employed Population 16+ by Industry		
Total	18,477	36,744
Agriculture/Mining	1.0%	1.3%
Construction	6.7%	7.7%
Manufacturing	10.9%	11.5%
Wholesale Trade	2.4%	2.3%
Retail Trade	11.8%	11.6%
Transportation/Utilities	4.0%	3.6%
Information	1.1%	0.9%
Finance/Insurance/Real Estate	8.2%	7.2%
Services	49.7%	50.0%
Public Administration	4.0%	4.0%
2018 Employed Population 16+ by Occupation		
Total	18,478	36,741
White Collar	57.0%	55.5%
Management/Business/Financial	11.9%	11.5%
Professional	19.9%	20.0%
Sales	11.4%	11.2%
Administrative Support	13.7%	12.8%
Services	19.9%	20.2%
Blue Collar	23.1%	24.3%
Farming/Forestry/Fishing	0.2%	0.3%
Construction/Extraction	4.6%	5.8%
Installation/Maintenance/Repair	3.8%	3.5%
Production	8.2%	8.5%
Transportation/Material Moving	6.3%	6.2%
2010 Population By Urban/ Rural Status		
Total Population	38,926	76,616
Population Inside Urbanized Area	76.1%	75.0%
Population Inside Urbanized Cluster	0.0%	0.0%
Rural Population	23.9%	25.0%

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 Households by Type		
Total	15,660	30,316
Households with 1 Person	28.0%	28.2%
Households with 2+ People	72.0%	71.8%
Family Households	66.4%	66.1%
Husband-wife Families	46.9%	46.8%
With Related Children	17.7%	18.6%
Other Family (No Spouse Present)	19.6%	19.3%
Other Family with Male Householder	5.2%	5.3%
With Related Children	3.1%	3.2%
Other Family with Female Householder	14.3%	13.9%
With Related Children	9.5%	9.2%
Nonfamily Households	5.6%	5.7%
All Households with Children	30.9%	31.6%
Multigenerational Households	4.8%	4.6%
Unmarried Partner Households	6.4%	6.4%
Male-female	5.8%	5.7%
Same-sex	0.6%	0.7%
2010 Households by Size		
Total	15,659	30,313
1 Person Household	28.0%	28.2%
2 Person Household	35.5%	34.8%
3 Person Household	16.1%	15.9%
4 Person Household	11.4%	11.6%
5 Person Household	5.6%	5.6%
6 Person Household	2.0%	2.3%
7 + Person Household	1.5%	1.7%
2010 Households by Tenure and Mortgage Status		
Total	15,659	30,315
Owner Occupied	66.2%	65.0%
Owned with a Mortgage/Loan	35.5%	35.1%
Owned Free and Clear	30.7%	29.8%
Renter Occupied	33.8%	35.0%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	17,732	34,788
Housing Units Inside Urbanized Area	76.2%	72.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%
Rural Housing Units	23.8%	27.8%

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.	Traditional Living (12B)	Traditional Living (12B)
	2.	Midlife Constants (5E)	Midlife Constants (5E)
	3.	Small Town Simplicity	Old and Newcomers (8F)
2018 Consumer Spending			
Apparel & Services: Total \$		\$27,423,450	\$53,044,118
Average Spent		\$1,613.05	\$1,616.71
Spending Potential Index		74	74
Education: Total \$		\$17,528,627	\$33,099,809
Average Spent		\$1,031.04	\$1,008.83
Spending Potential Index		71	70
Entertainment/Recreation: Total \$		\$42,620,494	\$82,140,063
Average Spent		\$2,506.94	\$2,503.51
Spending Potential Index		78	78
Food at Home: Total \$		\$67,151,014	\$130,205,822
Average Spent		\$3,949.83	\$3,968.48
Spending Potential Index		79	79
Food Away from Home: Total \$		\$44,778,194	\$86,686,213
Average Spent		\$2,633.86	\$2,642.07
Spending Potential Index		75	75
Health Care: Total \$		\$79,063,682	\$152,515,704
Average Spent		\$4,650.53	\$4,648.45
Spending Potential Index		81	81
HH Furnishings & Equipment: Total \$		\$27,039,869	\$52,247,761
Average Spent		\$1,590.49	\$1,592.43
Spending Potential Index		76	76
Personal Care Products & Services: Total \$		\$10,536,103	\$20,357,812
Average Spent		\$619.73	\$620.48
Spending Potential Index		75	75
Shelter: Total \$		\$209,692,261	\$403,678,499
Average Spent		\$12,334.11	\$12,303.52
Spending Potential Index		73	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$32,085,837	\$61,537,264
Average Spent		\$1,887.29	\$1,875.56
Spending Potential Index		76	75
Travel: Total \$		\$26,316,422	\$50,451,894
Average Spent		\$1,547.93	\$1,537.70
Spending Potential Index		72	71
Vehicle Maintenance & Repairs: Total \$		\$14,307,010	\$27,696,041
Average Spent		\$841.54	\$844.13
Spending Potential Index		78	78

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.

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