



# Community Profile

I-35E & FM 664/Ovilla Road  
FM-664, Red Oak, Texas, 75154  
Drive Time: 5, 10, 15 minute radii

Prepared by Esri  
Latitude: 32.53179  
Longitude: -96.82211

	5 minutes	10 minutes	15 minutes
<b>Population Summary</b>			
2000 Total Population	5,184	49,131	176,397
2010 Total Population	8,819	65,984	230,075
2018 Total Population	10,142	77,046	262,230
2018 Group Quarters	87	448	3,208
2023 Total Population	11,124	84,123	283,164
2018-2023 Annual Rate	1.87%	1.77%	1.55%
2018 Total Daytime Population	8,348	59,048	227,264
Workers	3,191	19,697	86,266
Residents	5,157	39,351	140,998
<b>Household Summary</b>			
2000 Households	1,814	16,919	61,741
2000 Average Household Size	2.86	2.88	2.81
2010 Households	2,982	22,817	80,331
2010 Average Household Size	2.93	2.87	2.83
2018 Households	3,407	26,107	89,916
2018 Average Household Size	2.95	2.93	2.88
2023 Households	3,725	28,244	96,266
2023 Average Household Size	2.96	2.96	2.91
2018-2023 Annual Rate	1.80%	1.59%	1.37%
2010 Families	2,336	17,481	59,058
2010 Average Family Size	3.30	3.30	3.32
2018 Families	2,659	20,146	66,777
2018 Average Family Size	3.35	3.37	3.38
2023 Families	2,902	21,874	71,816
2023 Average Family Size	3.37	3.40	3.41
2018-2023 Annual Rate	1.76%	1.66%	1.47%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,924	17,609	64,658
Owner Occupied Housing Units	67.4%	72.4%	63.6%
Renter Occupied Housing Units	26.9%	23.7%	31.9%
Vacant Housing Units	5.7%	3.9%	4.5%
2010 Housing Units	3,265	24,378	87,077
Owner Occupied Housing Units	64.1%	66.0%	58.8%
Renter Occupied Housing Units	27.2%	27.6%	33.5%
Vacant Housing Units	8.7%	6.4%	7.7%
2018 Housing Units	3,617	27,428	96,012
Owner Occupied Housing Units	67.5%	66.3%	58.6%
Renter Occupied Housing Units	26.7%	28.8%	35.1%
Vacant Housing Units	5.8%	4.8%	6.3%
2023 Housing Units	3,862	29,485	102,182
Owner Occupied Housing Units	70.8%	68.6%	60.8%
Renter Occupied Housing Units	25.6%	27.2%	33.4%
Vacant Housing Units	3.5%	4.2%	5.8%
<b>Median Household Income</b>			
2018	\$65,753	\$62,707	\$54,581
2023	\$75,081	\$69,647	\$59,541
<b>Median Home Value</b>			
2018	\$187,516	\$174,654	\$160,870
2023	\$215,419	\$201,233	\$187,417
<b>Per Capita Income</b>			
2018	\$27,615	\$27,273	\$24,996
2023	\$31,409	\$30,465	\$27,908
<b>Median Age</b>			
2010	32.5	34.3	33.7
2018	33.7	35.6	34.8
2023	33.1	35.5	35.2

**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	3,407	26,107	89,916
<\$15,000	6.7%	8.4%	10.5%
\$15,000 - \$24,999	6.8%	7.3%	9.8%
\$25,000 - \$34,999	7.5%	8.7%	11.0%
\$35,000 - \$49,999	13.8%	12.9%	13.7%
\$50,000 - \$74,999	21.3%	20.9%	19.8%
\$75,000 - \$99,999	14.8%	15.2%	13.2%
\$100,000 - \$149,999	20.5%	16.7%	14.0%
\$150,000 - \$199,999	4.0%	5.8%	4.7%
\$200,000+	4.6%	4.1%	3.4%
Average Household Income	\$82,765	\$79,776	\$71,547
<b>2023 Households by Income</b>			
Household Income Base	3,725	28,244	96,266
<\$15,000	5.5%	7.1%	8.9%
\$15,000 - \$24,999	5.7%	6.4%	8.6%
\$25,000 - \$34,999	6.4%	7.8%	10.1%
\$35,000 - \$49,999	12.4%	11.9%	13.0%
\$50,000 - \$74,999	19.9%	20.0%	19.5%
\$75,000 - \$99,999	15.0%	15.6%	13.8%
\$100,000 - \$149,999	24.2%	19.4%	16.3%
\$150,000 - \$199,999	4.8%	6.7%	5.3%
\$200,000+	6.1%	5.3%	4.4%
Average Household Income	\$94,688	\$90,083	\$80,826
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	2,443	18,196	56,243
<\$50,000	3.4%	3.0%	4.1%
\$50,000 - \$99,999	7.2%	9.9%	17.6%
\$100,000 - \$149,999	15.8%	25.0%	23.8%
\$150,000 - \$199,999	31.5%	24.6%	20.9%
\$200,000 - \$249,999	19.6%	16.6%	13.5%
\$250,000 - \$299,999	8.8%	6.6%	5.5%
\$300,000 - \$399,999	7.7%	8.3%	8.4%
\$400,000 - \$499,999	1.1%	2.9%	3.3%
\$500,000 - \$749,999	0.2%	1.3%	1.5%
\$750,000 - \$999,999	3.4%	1.4%	1.0%
\$1,000,000 - \$1,499,999	0.7%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.6%	0.2%	0.1%
Average Home Value	\$234,572	\$207,078	\$194,925
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	2,735	20,236	62,139
<\$50,000	1.9%	1.8%	2.9%
\$50,000 - \$99,999	3.9%	6.6%	13.3%
\$100,000 - \$149,999	10.3%	18.5%	18.6%
\$150,000 - \$199,999	27.0%	22.6%	20.3%
\$200,000 - \$249,999	22.2%	18.8%	15.3%
\$250,000 - \$299,999	11.1%	8.5%	6.9%
\$300,000 - \$399,999	12.2%	12.1%	12.0%
\$400,000 - \$499,999	2.0%	5.6%	5.5%
\$500,000 - \$749,999	0.4%	2.1%	2.5%
\$750,000 - \$999,999	6.9%	2.8%	1.9%
\$1,000,000 - \$1,499,999	1.1%	0.4%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	1.0%	0.2%	0.1%
Average Home Value	\$293,537	\$248,624	\$232,868

**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	8,819	65,984	230,075
0 - 4	7.7%	7.3%	7.9%
5 - 9	8.5%	8.2%	8.0%
10 - 14	9.7%	9.0%	8.3%
15 - 24	14.4%	13.7%	14.5%
25 - 34	13.0%	12.7%	13.1%
35 - 44	16.0%	15.2%	14.1%
45 - 54	13.6%	14.9%	13.8%
55 - 64	9.2%	10.8%	10.8%
65 - 74	4.8%	5.0%	5.8%
75 - 84	2.3%	2.3%	2.7%
85 +	0.8%	0.8%	1.0%
18 +	68.3%	70.0%	70.8%
<b>2018 Population by Age</b>			
Total	10,143	77,046	262,230
0 - 4	7.3%	6.8%	7.3%
5 - 9	7.4%	7.1%	7.3%
10 - 14	8.3%	7.6%	7.4%
15 - 24	14.2%	13.9%	13.9%
25 - 34	14.7%	13.9%	14.3%
35 - 44	14.1%	13.3%	12.6%
45 - 54	13.5%	13.6%	12.7%
55 - 64	10.8%	12.5%	11.8%
65 - 74	6.4%	7.6%	8.3%
75 - 84	2.5%	2.8%	3.3%
85 +	0.8%	0.9%	1.1%
18 +	72.3%	74.0%	73.7%
<b>2023 Population by Age</b>			
Total	11,125	84,125	283,165
0 - 4	7.5%	6.9%	7.3%
5 - 9	7.5%	6.9%	7.1%
10 - 14	8.2%	7.4%	7.3%
15 - 24	12.9%	12.6%	13.1%
25 - 34	17.4%	15.5%	14.9%
35 - 44	14.4%	13.5%	13.1%
45 - 54	11.9%	12.3%	11.7%
55 - 64	10.1%	11.8%	11.3%
65 - 74	6.7%	8.5%	8.8%
75 - 84	2.7%	3.6%	4.2%
85 +	0.8%	0.9%	1.2%
18 +	72.4%	74.5%	74.1%
<b>2010 Population by Sex</b>			
Males	4,224	31,095	107,703
Females	4,595	34,889	122,372
<b>2018 Population by Sex</b>			
Males	4,904	36,506	123,321
Females	5,238	40,540	138,909
<b>2023 Population by Sex</b>			
Males	5,424	40,199	134,176
Females	5,700	43,923	148,987

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	8,818	65,984	230,074
White Alone	63.0%	44.4%	36.7%
Black Alone	23.1%	44.6%	51.2%
American Indian Alone	0.7%	0.5%	0.5%
Asian Alone	0.6%	0.6%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.2%	7.7%	8.8%
Two or More Races	2.4%	2.2%	2.1%
Hispanic Origin	22.6%	18.2%	19.6%
Diversity Index	70.7	72.2	72.8
<b>2018 Population by Race/Ethnicity</b>			
Total	10,142	77,046	262,230
White Alone	57.9%	41.2%	35.4%
Black Alone	25.9%	46.2%	51.3%
American Indian Alone	0.7%	0.5%	0.5%
Asian Alone	0.7%	0.7%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	11.9%	8.8%	9.5%
Two or More Races	2.9%	2.6%	2.4%
Hispanic Origin	26.0%	20.6%	21.3%
Diversity Index	75.2	74.2	74.1
<b>2023 Population by Race/Ethnicity</b>			
Total	11,124	84,123	283,163
White Alone	54.6%	39.3%	34.3%
Black Alone	27.5%	47.0%	51.6%
American Indian Alone	0.8%	0.5%	0.5%
Asian Alone	0.8%	0.7%	1.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	13.1%	9.5%	10.0%
Two or More Races	3.2%	2.8%	2.6%
Hispanic Origin	28.7%	22.5%	22.8%
Diversity Index	77.9	75.5	75.1
<b>2010 Population by Relationship and Household Type</b>			
Total	8,819	65,984	230,075
In Households	99.0%	99.4%	98.7%
In Family Households	89.9%	89.6%	87.7%
Householder	26.0%	26.5%	25.7%
Spouse	18.4%	17.9%	16.1%
Child	38.6%	37.9%	37.8%
Other relative	4.6%	5.1%	5.7%
Nonrelative	2.4%	2.3%	2.4%
In Nonfamily Households	9.1%	9.7%	11.0%
In Group Quarters	1.0%	0.6%	1.3%
Institutionalized Population	1.0%	0.6%	0.7%
Noninstitutionalized Population	0.0%	0.0%	0.6%

**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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<b>2018 Population 25+ by Educational Attainment</b>			
Total	6,366	49,820	167,965
Less than 9th Grade	5.3%	4.5%	5.6%
9th - 12th Grade, No Diploma	12.5%	8.0%	9.4%
High School Graduate	18.0%	21.9%	23.6%
GED/Alternative Credential	4.5%	3.5%	3.8%
Some College, No Degree	29.3%	28.7%	27.1%
Associate Degree	6.0%	8.6%	8.0%
Bachelor's Degree	16.1%	16.7%	15.5%
Graduate/Professional Degree	8.2%	8.1%	7.0%
<b>2018 Population 15+ by Marital Status</b>			
Total	7,804	60,519	204,540
Never Married	35.2%	32.5%	36.9%
Married	48.6%	51.1%	46.5%
Widowed	3.3%	4.3%	5.2%
Divorced	12.9%	12.1%	11.4%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.6%	95.2%	94.4%
Civilian Unemployed (Unemployment Rate)	3.4%	4.8%	5.6%
<b>2018 Employed Population 16+ by Industry</b>			
Total	5,080	38,403	123,657
Agriculture/Mining	2.5%	0.8%	0.6%
Construction	11.8%	7.0%	6.9%
Manufacturing	7.4%	7.7%	8.2%
Wholesale Trade	2.3%	3.2%	2.7%
Retail Trade	11.9%	9.7%	10.2%
Transportation/Utilities	8.3%	8.9%	8.6%
Information	2.4%	2.3%	2.1%
Finance/Insurance/Real Estate	7.1%	8.1%	8.4%
Services	43.0%	46.9%	47.3%
Public Administration	3.2%	5.5%	4.9%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	5,079	38,403	123,656
White Collar	52.6%	61.2%	58.8%
Management/Business/Financial	13.6%	13.2%	12.2%
Professional	14.3%	19.7%	18.5%
Sales	11.2%	9.4%	9.9%
Administrative Support	13.5%	18.9%	18.2%
Services	16.6%	16.5%	17.6%
Blue Collar	30.8%	22.3%	23.7%
Farming/Forestry/Fishing	2.4%	0.5%	0.2%
Construction/Extraction	8.3%	4.3%	4.8%
Installation/Maintenance/Repair	3.9%	4.0%	3.9%
Production	4.7%	4.4%	5.5%
Transportation/Material Moving	11.5%	9.1%	9.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,819	65,984	230,075
Population Inside Urbanized Area	96.6%	95.2%	95.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	3.4%	4.8%	4.6%

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<b>2010 Households by Type</b>			
Total	2,982	22,817	80,330
Households with 1 Person	17.5%	19.7%	22.6%
Households with 2+ People	82.5%	80.3%	77.4%
Family Households	78.3%	76.6%	73.5%
Husband-wife Families	55.4%	51.9%	46.0%
With Related Children	32.0%	27.3%	23.5%
Other Family (No Spouse Present)	23.0%	24.7%	27.5%
Other Family with Male Householder	5.4%	4.7%	5.2%
With Related Children	3.6%	3.1%	3.1%
Other Family with Female Householder	17.5%	20.0%	22.3%
With Related Children	13.0%	14.2%	15.6%
Nonfamily Households	4.2%	3.7%	3.9%
All Households with Children	49.3%	45.2%	42.6%
Multigenerational Households	6.2%	7.0%	7.7%
Unmarried Partner Households	6.0%	5.4%	5.5%
Male-female	5.2%	4.9%	4.9%
Same-sex	0.8%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	2,981	22,817	80,329
1 Person Household	17.5%	19.7%	22.6%
2 Person Household	28.1%	30.0%	29.0%
3 Person Household	19.9%	19.2%	18.6%
4 Person Household	18.1%	16.1%	14.9%
5 Person Household	9.9%	8.6%	8.3%
6 Person Household	4.0%	3.7%	3.6%
7 + Person Household	2.5%	2.6%	3.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,982	22,817	80,331
Owner Occupied	70.2%	70.5%	63.7%
Owned with a Mortgage/Loan	56.5%	58.4%	49.4%
Owned Free and Clear	13.7%	12.2%	14.3%
Renter Occupied	29.8%	29.5%	36.3%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,265	24,378	87,077
Housing Units Inside Urbanized Area	96.9%	95.0%	95.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.1%	5.0%	4.5%

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



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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Up and Coming Families	Home Improvement (4B)	Family Foundations (12A)
<b>2.</b>	Green Acres (6A)	Up and Coming Families	Up and Coming Families
<b>3.</b>	Down the Road (10D)	Middleburg (4C)	American Dreamers (7C)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$7,525,649	\$55,197,260	\$171,260,084
Average Spent	\$2,208.88	\$2,114.27	\$1,904.67
Spending Potential Index	102	97	88
Education: Total \$	\$4,578,425	\$34,377,808	\$107,451,414
Average Spent	\$1,343.83	\$1,316.80	\$1,195.02
Spending Potential Index	93	91	83
Entertainment/Recreation: Total \$	\$10,826,906	\$80,028,460	\$247,575,557
Average Spent	\$3,177.84	\$3,065.40	\$2,753.41
Spending Potential Index	99	95	85
Food at Home: Total \$	\$16,750,741	\$124,363,344	\$391,731,346
Average Spent	\$4,916.57	\$4,763.60	\$4,356.64
Spending Potential Index	98	95	87
Food Away from Home: Total \$	\$12,194,421	\$89,259,791	\$276,883,637
Average Spent	\$3,579.23	\$3,419.00	\$3,079.36
Spending Potential Index	102	97	88
Health Care: Total \$	\$18,943,791	\$141,311,733	\$438,724,317
Average Spent	\$5,560.26	\$5,412.79	\$4,879.27
Spending Potential Index	97	95	85
HH Furnishings & Equipment: Total \$	\$7,263,274	\$53,244,528	\$163,318,248
Average Spent	\$2,131.87	\$2,039.47	\$1,816.34
Spending Potential Index	102	98	87
Personal Care Products & Services: Total \$	\$2,871,298	\$21,041,151	\$64,863,802
Average Spent	\$842.76	\$805.96	\$721.38
Spending Potential Index	102	97	87
Shelter: Total \$	\$55,445,150	\$414,322,583	\$1,299,334,535
Average Spent	\$16,273.89	\$15,870.17	\$14,450.54
Spending Potential Index	97	95	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,984,053	\$59,922,750	\$185,737,173
Average Spent	\$2,343.43	\$2,295.28	\$2,065.67
Spending Potential Index	94	92	83
Travel: Total \$	\$7,346,686	\$53,869,276	\$162,471,111
Average Spent	\$2,156.35	\$2,063.40	\$1,806.92
Spending Potential Index	100	96	84
Vehicle Maintenance & Repairs: Total \$	\$3,660,563	\$27,076,032	\$84,062,286
Average Spent	\$1,074.42	\$1,037.12	\$934.90
Spending Potential Index	100	96	87

**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.