

Consumer Demographic Profile

Site: Horizon City Trade Area - Darrington
Address: 17098 S Darrington Rd | Horizon City, TX
Date Report Created: 9/5/2024

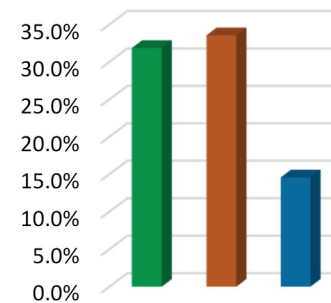
INSIGHT

MARKET ANALYTICS

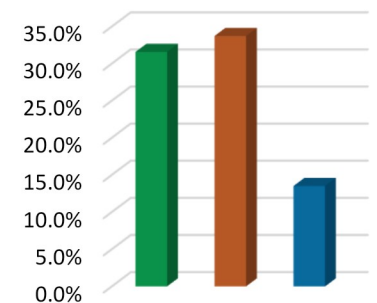
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	Horizon City TX		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	26,580	---	76,268	---	301,967	---
5 Year Projected Pop	35,052	---	101,864	---	345,990	---
Pop Growth (%)	31.9%	---	33.6%	---	14.6%	---
Households	7,664	---	21,860	---	94,552	---
5 Year Projected HHs	10,084	---	29,230	---	107,326	---
HH Growth (%)	31.6%	---	33.7%	---	13.5%	---
Census Stats						
2000 Population	6,497	---	15,487	---	153,955	---
2010 Population	22,959	---	63,746	---	281,289	---
Pop Growth (%)	253.4%	---	311.6%	---	82.7%	---
2000 Households	1,883	---	4,072	---	42,269	---
2010 Households	6,637	---	18,242	---	88,640	---
HH Growth (%)	252.4%	---	348.0%	---	109.7%	---
Total Population by Age						
Average Age	33.4		32.8		35.9	
19 yrs & under	7,812	29.4%	22,794	29.9%	80,315	26.6%
20 to 24 yrs	3,447	13.0%	9,388	12.3%	34,850	11.5%
25 to 34 yrs	3,664	13.8%	10,726	14.1%	42,412	14.0%
35 to 44 yrs	3,650	13.7%	11,605	15.2%	40,732	13.5%
45 to 54 yrs	3,336	12.5%	9,769	12.8%	36,504	12.1%
55 to 64 yrs	2,464	9.3%	6,531	8.6%	30,952	10.3%
65 to 74 yrs	1,478	5.6%	3,660	4.8%	22,712	7.5%
75 to 84 yrs	567	2.1%	1,409	1.8%	10,327	3.4%
85 + yrs	163	0.6%	385	0.5%	3,162	1.0%
Population Bases						
20-34 yrs	7,110	26.7%	20,115	26.4%	77,262	25.6%
45-64 yrs	5,799	21.8%	16,300	21.4%	67,456	22.3%
16 yrs +	19,750	74.3%	56,247	73.7%	231,595	76.7%
25 yrs +	15,322	57.6%	44,085	57.8%	186,802	61.9%
65 yrs +	2,208	8.3%	5,454	7.2%	36,202	12.0%
75 yrs +	730	2.7%	1,794	2.4%	13,490	4.5%
85 yrs +	163	0.6%	385	0.5%	3,162	1.0%

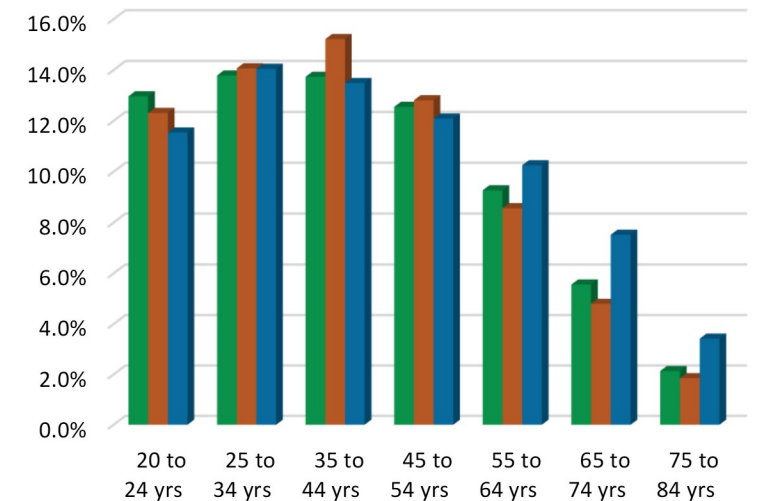
Pop Growth (%)



HH Growth (%)



Population by Age Group



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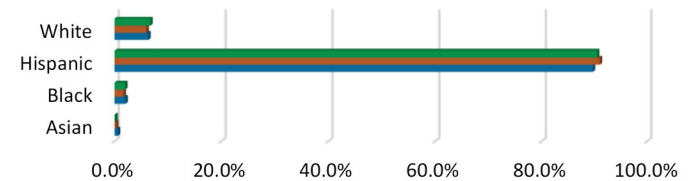
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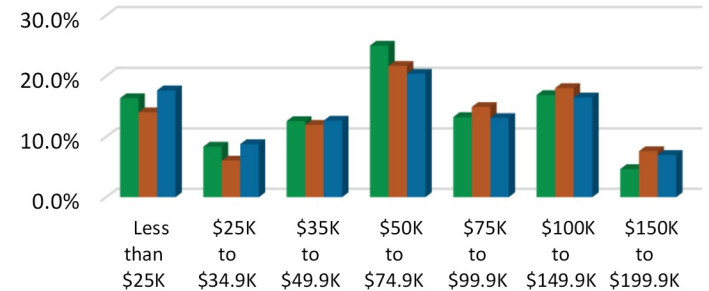
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	Horizon City TX		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	1,779	6.7%	4,553	6.0%	19,080	6.3%
Hispanic	24,052	90.5%	69,422	91.0%	270,849	89.7%
Black	528	2.0%	1,298	1.7%	6,170	2.0%
Asian	43	0.2%	221	0.3%	1,891	0.6%
Ancestry						
American Indian (ancestry)	28	0.1%	121	0.2%	718	0.2%
Hawaiian (ancestry)	10	0.0%	91	0.1%	372	0.1%
Household Income						
Per Capita Income	\$21,138	---	\$25,067	---	\$24,644	---
Average HH Income	\$73,309	---	\$87,456	---	\$78,706	---
Median HH Income	\$63,502	---	\$70,714	---	\$62,643	---
Less than \$25K	1,255	16.4%	3,073	14.1%	16,705	17.7%
\$25K to \$34.9K	641	8.4%	1,328	6.1%	8,315	8.8%
\$35K to \$49.9K	965	12.6%	2,619	12.0%	11,977	12.7%
\$50K to \$74.9K	1,919	25.0%	4,743	21.7%	19,289	20.4%
\$75K to \$99.9K	1,016	13.3%	3,267	14.9%	12,398	13.1%
\$100K to \$149.9K	1,296	16.9%	3,946	18.1%	15,608	16.5%
\$150K to \$199.9K	357	4.7%	1,665	7.6%	6,609	7.0%
\$200K +	215	2.8%	1,218	5.6%	3,652	3.9%
Education						
Less than 9th Grade	1,351	8.8%	4,569	10.4%	22,076	11.8%
Some HS, No Diploma	673	4.4%	2,932	6.7%	13,726	7.3%
HS Grad (or Equivalent)	3,415	22.3%	10,762	24.4%	48,722	26.1%
Some College, No Degree	3,728	24.3%	10,246	23.2%	41,459	22.2%
Associate Degree	2,594	16.9%	4,989	11.3%	18,392	9.8%
Bachelor Degree	2,932	19.1%	7,868	17.8%	30,469	16.3%
Graduates Degree	495	3.2%	2,221	5.0%	9,055	4.8%

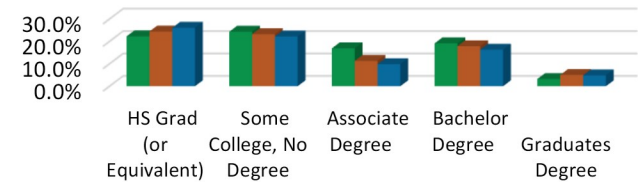
Ethnic Breakdown



Household Income Levels - %



Education



Consumer Demographic Profile

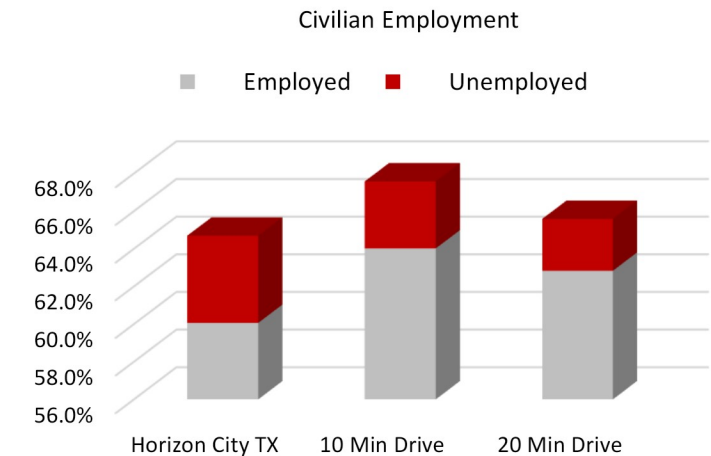
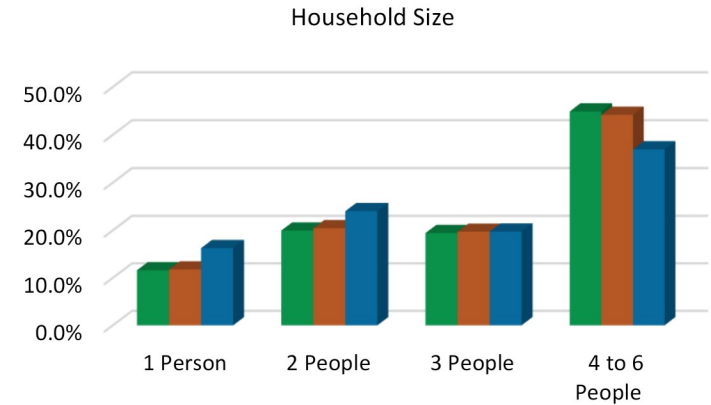
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	#	%	#	%	#	%
Family Structure	6,339		18,437		76,297	
Single - Male	167	2.6%	454	2.5%	2,788	3.7%
Single - Female	444	7.0%	1,154	6.3%	8,320	10.9%
Single Parent - Male	467	7.4%	990	5.4%	3,246	4.3%
Single Parent - Female	937	14.8%	2,372	12.9%	10,227	13.4%
Married w/ Children	2,627	41.4%	8,352	45.3%	27,314	35.8%
Married w/out Children	1,697	26.8%	5,115	27.7%	24,402	32.0%
Household Size						
1 Person	888	11.6%	2,570	11.8%	15,355	16.2%
2 People	1,528	19.9%	4,465	20.4%	22,711	24.0%
3 People	1,488	19.4%	4,302	19.7%	18,645	19.7%
4 to 6 People	3,437	44.8%	9,651	44.1%	34,918	36.9%
7+ People	324	4.2%	873	4.0%	2,923	3.1%
Home Ownership	7,664		21,860		94,552	
Owners	6,031	78.7%	17,229	78.8%	66,731	70.6%
Renters	1,633	21.3%	4,631	21.2%	27,821	29.4%
Components of Change						
Births	396	1.5%	1,143	1.5%	4,308	1.4%
Deaths	111	0.4%	285	0.4%	1,657	0.5%
Migration	992	3.7%	3,341	4.4%	3,396	1.1%
Employment (Pop 16+)	19,750		56,247		231,595	
Armed Services	75	0.4%	840	1.5%	4,239	1.8%
Civilian	12,777	64.7%	38,011	67.6%	151,899	65.6%
Employed	11,862	60.1%	36,009	64.0%	145,518	62.8%
Unemployed	915	4.6%	2,003	3.6%	6,381	2.8%
Not in Labor Force	6,973	35.3%	18,236	32.4%	79,696	34.4%
Employed Population	11,862		36,009		145,518	
White Collar	7,198	60.7%	20,478	56.9%	85,395	58.7%
Blue Collar	4,664	39.3%	15,530	43.1%	60,123	41.3%



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	#	%	#	%	#	%
Employment By Occupation	11,862		36,009		145,518	
White Collar	7,198	60.7%	20,478	56.9%	85,395	58.7%
Managerial executive	883	7.4%	4,135	11.5%	18,230	12.5%
Prof specialty	3,088	26.0%	7,525	20.9%	27,535	18.9%
Healthcare support	195	1.6%	800	2.2%	4,949	3.4%
Sales	1,380	11.6%	3,924	10.9%	16,162	11.1%
Office Admin	1,652	13.9%	4,094	11.4%	18,519	12.7%
Blue Collar	4,664	39.3%	15,530	43.1%	60,123	41.3%
Protective	585	4.9%	1,894	5.3%	6,621	4.5%
Food Prep Serving	483	4.1%	1,378	3.8%	8,053	5.5%
Bldg Maint/Cleaning	265	2.2%	1,234	3.4%	4,599	3.2%
Personal Care	479	4.0%	1,327	3.7%	3,824	2.6%
Farming/Fishing/Forestry	6	0.0%	20	0.1%	140	0.1%
Construction	1,142	9.6%	4,515	12.5%	15,881	10.9%
Production Transp	1,705	14.4%	5,161	14.3%	21,006	14.4%
Employment By Industry	11,862		36,009		145,518	
Agri Mining Const	1,104	9.3%	3,494	9.7%	14,001	9.6%
Manufacturing	799	6.7%	2,934	8.1%	10,124	7.0%
Transportation	861	7.3%	3,036	8.4%	11,777	8.1%
Information	219	1.8%	323	0.9%	1,509	1.0%
Wholesale Retail	1,976	16.7%	5,005	13.9%	20,452	14.1%
Fin Insur Real Estate	298	2.5%	1,609	4.5%	6,553	4.5%
Professional Services	368	3.1%	1,090	3.0%	5,467	3.8%
Management Services	0	0.0%	42	0.1%	86	0.1%
Admin Waste Services	397	3.3%	1,506	4.2%	8,658	5.9%
Educational services	3,341	28.2%	9,270	25.7%	36,002	24.7%
Entertain services	616	5.2%	2,366	6.6%	12,786	8.8%
Other Prof services	621	5.2%	2,257	6.3%	6,546	4.5%
Public admin	1,263	10.6%	3,076	8.5%	11,558	7.9%

