

Executive Summary

Drive Times: 10, 15, 20 drive time minute radii

3148 State Hwy 161 Suite 420, Grand

Latitude: 32.6939

Longitude: -97.0262

	10 drive time minute	15 drive time minute	20 drive time minute
Population			
2010 Population	193,375	563,879	1,264,340
2020 Population	201,589	611,674	1,392,312
2025 Population	211,466	629,667	1,432,068
2030 Population	215,291	638,205	1,455,164
2010-2020 Annual Rate	0.42%	0.82%	0.97%
2020-2025 Annual Rate	0.92%	0.55%	0.54%
2025-2030 Annual Rate	0.36%	0.27%	0.32%
2020 Male Population	48.6%	48.6%	48.8%
2020 Female Population	51.4%	51.4%	51.2%
2020 Median Age	32.8	33.3	34.1
2025 Male Population	49.2%	49.2%	49.4%
2025 Female Population	50.8%	50.8%	50.6%
2025 Median Age	33.7	34.1	35.0

In the identified area, the current year population is 1,432,068. In 2020, the Census count in the area was 1,392,312. The rate of change since 2020 was 0.54% annually. The five-year projection for the population in the area is 1,455,164 representing a change of 0.32% annually from 2025 to 2030. Currently, the population is 49.4% male and 50.6% female.

Median Age

The median age in this area is 35.0, compared to U.S. median age of 39.6.

Race and Ethnicity

2025 White Alone	24.8%	27.1%	29.8%
2025 Black Alone	26.3%	27.7%	26.0%
2025 American Indian/Alaska Native Alone	1.4%	1.3%	1.2%
2025 Asian Alone	7.6%	7.5%	8.0%
2025 Pacific Islander Alone	0.1%	0.1%	0.2%
2025 Other Race	21.3%	19.3%	18.2%
2025 Two or More Races	18.4%	17.0%	16.5%
2025 Hispanic Origin (Any Race)	47.9%	42.5%	40.4%

Persons of Hispanic origin represent 40.4% of the population in the identified area compared to 19.7% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 88.4 in the identified area, compared to 72.7 for the U.S. as a whole.

Households

2025 Wealth Index	64	68	76
2010 Households	63,598	196,562	445,104
2020 Households	67,063	213,949	492,764
2025 Households	71,868	224,471	517,452
2030 Households	74,190	230,313	532,494
2010-2020 Annual Rate	0.53%	0.85%	1.02%
2020-2025 Annual Rate	1.33%	0.92%	0.94%
2025-2030 Annual Rate	0.64%	0.52%	0.57%
2025 Average Household Size	2.93	2.79	2.74

The household count in this area has changed from 492,764 in 2020 to 517,452 in the current year, a change of 0.94% annually. The five-year projection of households is 532,494, a change of 0.57% annually from the current year total. Average household size is currently 2.74, compared to 2.80 in the year 2020. The number of families in the current year is 345,150 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2025 and 2030. Esri converted Census 2010 into 2020 geography and Census 2020 data.

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Mortgage Income			
2025 Percent of Income for Mortgage	24.6%	26.6%	26.9%
Median Household Income			
2025 Median Household Income	\$73,060	\$71,922	\$75,853
2030 Median Household Income	\$80,619	\$79,169	\$83,698
2025-2030 Annual Rate	1.99%	1.94%	1.99%
Average Household Income			
2025 Average Household Income	\$91,236	\$93,971	\$100,928
2030 Average Household Income	\$101,156	\$103,643	\$111,463
2025-2030 Annual Rate	2.09%	1.98%	2.01%
Per Capita Income			
2025 Per Capita Income	\$30,918	\$33,501	\$36,502
2030 Per Capita Income	\$34,720	\$37,411	\$40,824
2025-2030 Annual Rate	2.35%	2.23%	2.26%
GINI Index			
2025 Gini Index	40.7	42.3	43.3
Households by Income			

Current median household income is \$75,853 in the area, compared to \$81,624 for all U.S. households. Median household income is projected to be \$83,698 in five years, compared to \$92,476 all U.S. households.

Current average household income is \$100,928 in this area, compared to \$116,179 for all U.S. households. Average household income is projected to be \$111,463 in five years, compared to \$128,612 for all U.S. households.

Current per capita income is \$36,502 in the area, compared to the U.S. per capita income of \$45,360. The per capita income is projected to be \$40,824 in five years, compared to \$50,744 for all U.S. households.

Housing			
2025 Housing Affordability Index	84	77	77
2010 Total Housing Units	68,672	214,253	484,920
2010 Owner Occupied Housing Units	36,443	105,996	241,957
2010 Renter Occupied Housing Units	27,156	90,566	203,147
2010 Vacant Housing Units	5,074	17,691	39,816
2020 Total Housing Units	70,901	226,875	523,194
2020 Owner Occupied Housing Units	35,129	106,186	251,729
2020 Renter Occupied Housing Units	31,934	107,763	241,035
2020 Vacant Housing Units	3,844	12,637	30,223
2025 Total Housing Units	76,813	238,678	550,376
2025 Owner Occupied Housing Units	35,655	109,327	263,122
2025 Renter Occupied Housing Units	36,213	115,144	254,330
2025 Vacant Housing Units	4,945	14,207	32,924
2030 Total Housing Units	79,158	245,371	568,400
2030 Owner Occupied Housing Units	36,748	113,066	273,916
2030 Renter Occupied Housing Units	37,441	117,246	258,578
2030 Vacant Housing Units	4,968	15,058	35,906
Socioeconomic Status Index			
2025 Socioeconomic Status Index	41.8	42.5	43.4

Currently, 47.8% of the 550,376 housing units in the area are owner occupied; 46.2%, renter occupied; and 6.0% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 9.8% are vacant. In 2020, there were 523,194 housing units in the area and 5.8% vacant housing units. The annual rate of change in housing units since 2020 is 0.97%. Median home value in the area is \$325,771, compared to a median home value of \$370,578 for the U.S. In five years, median value is projected to change by 3.39% annually to \$384,770.

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September 04, 2025