



Market Profile

Red Oak City, TX
 Red Oak City, TX (4861196)
 Geography: Place

Prepared by Esri

	Red Oak city,...
Population Summary	
2000 Total Population	7,065
2010 Total Population	10,769
2018 Total Population	12,669
2018 Group Quarters	63
2023 Total Population	13,804
2018-2023 Annual Rate	1.73%
2018 Total Daytime Population	11,009
Workers	4,631
Residents	6,378
Household Summary	
2000 Households	2,416
2000 Average Household Size	2.92
2010 Households	3,659
2010 Average Household Size	2.91
2018 Households	4,265
2018 Average Household Size	2.96
2023 Households	4,631
2023 Average Household Size	2.97
2018-2023 Annual Rate	1.66%
2010 Families	2,839
2010 Average Family Size	3.31
2018 Families	3,307
2018 Average Family Size	3.38
2023 Families	3,582
2023 Average Family Size	3.40
2018-2023 Annual Rate	1.61%
Housing Unit Summary	
2000 Housing Units	2,551
Owner Occupied Housing Units	70.4%
Renter Occupied Housing Units	24.3%
Vacant Housing Units	5.3%
2010 Housing Units	3,987
Owner Occupied Housing Units	65.6%
Renter Occupied Housing Units	26.2%
Vacant Housing Units	8.2%
2018 Housing Units	4,486
Owner Occupied Housing Units	70.4%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	4.9%
2023 Housing Units	4,784
Owner Occupied Housing Units	73.1%
Renter Occupied Housing Units	23.7%
Vacant Housing Units	3.2%
Median Household Income	
2018	\$69,739
2023	\$77,842
Median Home Value	
2018	\$178,503
2023	\$209,765
Per Capita Income	
2018	\$29,025
2023	\$32,731
Median Age	
2010	33.1
2018	34.4
2023	34.2

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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2018 Households by Income	
Household Income Base	4,265
<\$15,000	6.1%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	12.3%
\$50,000 - \$74,999	22.1%
\$75,000 - \$99,999	15.5%
\$100,000 - \$149,999	21.7%
\$150,000 - \$199,999	5.3%
\$200,000+	4.2%
Average Household Income	\$84,891
2023 Households by Income	
Household Income Base	4,631
<\$15,000	5.0%
\$15,000 - \$24,999	4.9%
\$25,000 - \$34,999	5.9%
\$35,000 - \$49,999	11.1%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	25.3%
\$150,000 - \$199,999	6.0%
\$200,000+	5.4%
Average Household Income	\$96,197
2018 Owner Occupied Housing Units by Value	
Total	3,155
<\$50,000	2.9%
\$50,000 - \$99,999	7.6%
\$100,000 - \$149,999	23.4%
\$150,000 - \$199,999	28.3%
\$200,000 - \$249,999	15.3%
\$250,000 - \$299,999	8.4%
\$300,000 - \$399,999	5.8%
\$400,000 - \$499,999	3.9%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	2.9%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.5%
Average Home Value	\$228,090
2023 Owner Occupied Housing Units by Value	
Total	3,497
<\$50,000	1.6%
\$50,000 - \$99,999	4.2%
\$100,000 - \$149,999	14.9%
\$150,000 - \$199,999	25.8%
\$200,000 - \$249,999	17.6%
\$250,000 - \$299,999	10.3%
\$300,000 - \$399,999	9.5%
\$400,000 - \$499,999	7.5%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	5.9%
\$1,000,000 - \$1,499,999	0.9%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.8%
Average Home Value	\$289,806

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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2010 Population by Age	
Total	10,769
0 - 4	7.9%
5 - 9	8.2%
10 - 14	9.3%
15 - 24	13.8%
25 - 34	13.5%
35 - 44	16.1%
45 - 54	13.0%
55 - 64	9.7%
65 - 74	5.1%
75 - 84	2.4%
85 +	0.9%
18 +	69.2%
2018 Population by Age	
Total	12,669
0 - 4	7.2%
5 - 9	7.4%
10 - 14	7.8%
15 - 24	13.5%
25 - 34	15.0%
35 - 44	13.6%
45 - 54	13.5%
55 - 64	11.6%
65 - 74	7.1%
75 - 84	2.7%
85 +	0.7%
18 +	73.3%
2023 Population by Age	
Total	13,804
0 - 4	7.2%
5 - 9	7.4%
10 - 14	7.8%
15 - 24	12.1%
25 - 34	16.9%
35 - 44	14.2%
45 - 54	11.9%
55 - 64	11.1%
65 - 74	7.5%
75 - 84	3.2%
85 +	0.8%
18 +	73.3%
2010 Population by Sex	
Males	5,156
Females	5,613
2018 Population by Sex	
Males	6,145
Females	6,524
2023 Population by Sex	
Males	6,737
Females	7,067

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2010 Population by Race/Ethnicity	
Total	10,769
White Alone	71.7%
Black Alone	16.9%
American Indian Alone	0.6%
Asian Alone	0.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	7.7%
Two or More Races	2.5%
Hispanic Origin	20.6%
Diversity Index	63.5
2018 Population by Race/Ethnicity	
Total	12,668
White Alone	66.8%
Black Alone	17.6%
American Indian Alone	0.8%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	11.0%
Two or More Races	3.1%
Hispanic Origin	26.6%
Diversity Index	70.9
2023 Population by Race/Ethnicity	
Total	13,803
White Alone	63.3%
Black Alone	19.3%
American Indian Alone	0.9%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	12.3%
Two or More Races	3.4%
Hispanic Origin	29.6%
Diversity Index	74.4
2010 Population by Relationship and Household Type	
Total	10,769
In Households	98.7%
In Family Households	89.3%
Householder	26.4%
Spouse	19.3%
Child	37.4%
Other relative	4.2%
Nonrelative	2.1%
In Nonfamily Households	9.4%
In Group Quarters	1.3%
Institutionalized Population	1.2%
Noninstitutionalized Population	0.1%

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	8,131
Less than 9th Grade	5.9%
9th - 12th Grade, No Diploma	11.7%
High School Graduate	19.9%
GED/Alternative Credential	4.4%
Some College, No Degree	28.0%
Associate Degree	7.2%
Bachelor's Degree	16.4%
Graduate/Professional Degree	6.5%
2018 Population 15+ by Marital Status	
Total	9,839
Never Married	31.7%
Married	52.8%
Widowed	3.6%
Divorced	12.0%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	97.2%
Civilian Unemployed (Unemployment Rate)	2.8%
2018 Employed Population 16+ by Industry	
Total	6,396
Agriculture/Mining	2.6%
Construction	12.7%
Manufacturing	7.6%
Wholesale Trade	2.4%
Retail Trade	10.4%
Transportation/Utilities	7.7%
Information	1.2%
Finance/Insurance/Real Estate	6.0%
Services	45.3%
Public Administration	4.1%
2018 Employed Population 16+ by Occupation	
Total	6,397
White Collar	56.3%
Management/Business/Financial	14.5%
Professional	17.5%
Sales	11.5%
Administrative Support	12.8%
Services	15.3%
Blue Collar	28.4%
Farming/Forestry/Fishing	2.0%
Construction/Extraction	8.7%
Installation/Maintenance/Repair	4.8%
Production	4.8%
Transportation/Material Moving	8.0%
2010 Population By Urban/ Rural Status	
Total Population	10,769
Population Inside Urbanized Area	94.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	5.7%

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	3,659
Households with 1 Person	18.4%
Households with 2+ People	81.6%
Family Households	77.6%
Husband-wife Families	56.8%
With Related Children	32.7%
Other Family (No Spouse Present)	20.8%
Other Family with Male Householder	4.9%
With Related Children	3.4%
Other Family with Female Householder	15.9%
With Related Children	11.5%
Nonfamily Households	4.0%
All Households with Children	48.1%
Multigenerational Households	6.5%
Unmarried Partner Households	5.6%
Male-female	4.9%
Same-sex	0.7%
2010 Households by Size	
Total	3,659
1 Person Household	18.4%
2 Person Household	28.7%
3 Person Household	20.2%
4 Person Household	17.9%
5 Person Household	9.1%
6 Person Household	3.5%
7 + Person Household	2.0%
2010 Households by Tenure and Mortgage Status	
Total	3,659
Owner Occupied	71.5%
Owned with a Mortgage/Loan	59.1%
Owned Free and Clear	12.4%
Renter Occupied	28.5%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	3,987
Housing Units Inside Urbanized Area	94.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	5.6%

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.

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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Top 3 Tapestry Segments

1. Up and Coming Families
2. Green Acres (6A)
3. Middleburg (4C)

2018 Consumer Spending

Apparel & Services: Total \$	\$9,557,729
Average Spent	\$2,240.97
Spending Potential Index	103
Education: Total \$	\$5,924,314
Average Spent	\$1,389.05
Spending Potential Index	96
Entertainment/Recreation: Total \$	\$13,931,285
Average Spent	\$3,266.42
Spending Potential Index	101
Food at Home: Total \$	\$21,459,063
Average Spent	\$5,031.43
Spending Potential Index	100
Food Away from Home: Total \$	\$15,522,172
Average Spent	\$3,639.43
Spending Potential Index	104
Health Care: Total \$	\$24,669,532
Average Spent	\$5,784.18
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$9,294,695
Average Spent	\$2,179.30
Spending Potential Index	104
Personal Care Products & Services: Total \$	\$3,670,406
Average Spent	\$860.59
Spending Potential Index	104
Shelter: Total \$	\$70,829,543
Average Spent	\$16,607.16
Spending Potential Index	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,379,316
Average Spent	\$2,433.60
Spending Potential Index	98
Travel: Total \$	\$9,423,335
Average Spent	\$2,209.46
Spending Potential Index	103
Vehicle Maintenance & Repairs: Total \$	\$4,699,231
Average Spent	\$1,101.81
Spending Potential Index	102

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.