Market Profile

Bent Tree Plaza Shopping Center
2661 Midway Rd, Carrollton, Texas, 75006
Ring bands: 0-1, 1-3, 3-5 mile radii

	0 - 1 mile	1 - 3 mile	3 - 5 mile
Population Summary			
2010 Total Population	17,420	110,803	206,598
2020 Total Population	18,864	123,256	229,758
2020 Group Quarters	76	196	982
2023 Total Population	18,694	123,433	235,885
2023 Group Quarters	75	197	982
2028 Total Population	18,669	124,475	241,613
2023-2028 Annual Rate	-0.03%	0.17%	0.48%
2023 Total Daytime Population	27,393	167,041	281,326
Workers	20,921	119,687	181,507
Residents	6,472	47,354	99,819
Household Summary			
2010 Households	9,360	53,096	82,677
2010 Average Household Size	1.86	2.08	2.49
2020 Total Households	9,789	58,950	94,539
2020 Average Household Size	1.92	2.09	2.42
2023 Households	9,700	59,239	98,325
2023 Average Household Size	1.92	2.08	2.39
2028 Households	9,748	60,313	101,757
2028 Average Household Size	1.91	2.06	2.36
2023-2028 Annual Rate	0.10%	0.36%	0.69%
2010 Families	3,861	26,776	52,131
2010 Average Family Size	2.74	2.89	3.16
2023 Families	3,706	27,672	58,018
2023 Average Family Size	2.96	2.99	3.16
2028 Families	3,726	27,955	59,911
2028 Average Family Size	2.94	2.97	3.13
2023-2028 Annual Rate	0.11%	0.20%	0.64%
Housing Unit Summary			
2000 Housing Units	8,442	54,214	81,283
Owner Occupied Housing Units	23.0%	39.2%	49.7%
Renter Occupied Housing Units	70.1%	55.3%	45.2%
Vacant Housing Units	6.9%	5.5%	5.1%
2010 Housing Units	10,169	57,853	89,366
Owner Occupied Housing Units	23.1%	38.0%	48.1%
Renter Occupied Housing Units	69.0%	53.8%	44.4%
Vacant Housing Units	8.0%	8.2%	7.5%
2020 Housing Units	10,380	63,045	101,876
Owner Occupied Housing Units	21.8%	35.2%	44.4%
Renter Occupied Housing Units	72.5%	58.3%	48.4%
Vacant Housing Units	5.5%	6.5%	7.2%
2023 Housing Units	10,268	63,055	106,243
Owner Occupied Housing Units	22.5%	35.8%	43.8%
Renter Occupied Housing Units	72.0%	58.2%	48.7%
Vacant Housing Units	5.5%	6.1%	7.5%
2028 Housing Units	10,419	64,595	110,157
Owner Occupied Housing Units	22.7%	35.4%	43.1%
Renter Occupied Housing Units	70.8%	57.9%	49.3%
Vacant Housing Units	6.4%	6.6%	7.6%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 25, 2024

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Prepared by Esri
Latitude: 32.98673
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	0 - 1 mile	1 - 3 mile	3 - 5 mile
2023 Households by Income			
Household Income Base	9,700	59,239	98,318
<$15,000	4.9%	6.4%	6.3%
$15,000 - $24,999	3.7%	5.2%	4.9%
$25,000 - $34,999	5.0%	6.3%	5.8%
$35,000 - $49,999	19.7%	13.2%	10.1%
$50,000 - $74,999	23.3%	20.5%	17.0%
$75,000 - $99,999	12.9%	14.1%	12.1%
$100,000 - $149,999	16.7%	15.6%	17.8%
$150,000 - $199,999	4.8%	6.9%	10.0%
$200,000+	9.1%	11.8%	16.0%
Average Household Income	$101,684	$112,795	$131,637
2028 Households by Income			
Household Income Base	9,748	60,313	101,754
<$15,000	4.2%	5.6%	5.4%
$15,000 - $24,999	2.9%	4.2%	3.9%
$25,000 - $34,999	4.2%	5.4%	4.9%
$35,000 - $49,999	17.9%	11.9%	8.9%
$50,000 - $74,999	23.3%	20.1%	15.9%
$75,000 - $99,999	13.6%	14.6%	12.3%
$100,000 - $149,999	18.5%	17.0%	19.2%
$150,000 - $199,999	5.9%	8.5%	12.3%
$200,000+	9.5%	12.8%	17.2%
Average Household Income	$110,860	$124,555	$145,375
2023 Owner Occupied Housing Units by Value			
Total	2,303	22,569	46,529
<$50,000	0.5%	0.6%	0.6%
$50,000 - $99,999	0.4%	0.5%	0.4%
$100,000 - $149,999	1.1%	2.7%	1.3%
$150,000 - $199,999	6.0%	5.7%	3.8%
$200,000 - $249,999	5.6%	10.1%	7.9%
$250,000 - $299,999	10.1%	15.5%	11.5%
$300,000 - $399,999	31.0%	26.9%	24.0%
$400,000 - $499,999	22.7%	10.3%	18.8%
$500,000 - $749,999	20.5%	18.8%	22.6%
$750,000 - $999,999	1.8%	5.7%	5.6%
$1,000,000 - $1,499,999	0.2%	2.3%	2.4%
$1,500,000 - $1,999,999	0.0%	0.3%	0.5%
$2,000,000 +	0.0%	0.5%	0.5%
Average Home Value	$411,691	$432,854	$468,030
2028 Owner Occupied Housing Units by Value			
Total	2,362	22,889	47,420
<$50,000	0.0%	0.1%	0.1%
$50,000 - $99,999	0.0%	0.1%	0.2%
$100,000 - $149,999	0.2%	0.9%	0.3%
$150,000 - $199,999	4.9%	3.0%	1.6%
$200,000 - $249,999	3.8%	7.4%	5.7%
$250,000 - $299,999	9.0%	14.9%	10.6%
$300,000 - $399,999	34.6%	30.1%	25.8%
$400,000 - $499,999	24.7%	12.9%	22.1%
$500,000 - $749,999	20.6%	21.8%	25.2%
$750,000 - $999,999	1.8%	6.0%	5.4%
$1,000,000 - $1,499,999	0.3%	2.1%	2.2%
$1,500,000 - $1,999,999	0.1%	0.3%	0.5%
$2,000,000 +	0.1%	0.4%	0.4%
Average Home Value	$424,799	$456,740	$484,494

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income			
2023	$65,616	$72,345	$85,627
2028	$71,232	$78,930	$96,703
Median Home Value			
2023	$384,804	$355,169	$402,633
2028	$392,543	$378,450	$426,218
Per Capita Income			
2023	$51,953	$53,950	$55,120
2028	$56,972	$60,156	$61,501
Median Age			
2010	32.7	35.0	35.4
2020	34.2	36.6	37.0
2023	35.1	37.7	38.2
2028	35.5	38.2	38.9
2020 Population by Age			
Total	18,864	123,256	229,758
0 - 4	5.3%	5.2%	5.5%
5 - 9	4.3%	4.9%	5.7%
10 - 14	4.3%	4.8%	6.0%
15 - 24	12.0%	11.8%	12.9%
25 - 34	26.0%	20.7%	17.1%
35 - 44	14.9%	14.6%	13.9%
45 - 54	11.8%	12.2%	12.8%
55 - 64	11.4%	12.2%	12.5%
65 - 74	7.0%	8.5%	8.0%
75 - 84	2.5%	3.9%	4.1%
85 +	0.6%	1.2%	1.6%
18 +	83.7%	82.1%	79.0%
2023 Population by Age			
Total	18,696	123,433	235,885
0 - 4	5.1%	5.1%	5.5%
5 - 9	4.9%	5.0%	5.8%
10 - 14	4.4%	5.0%	6.1%
15 - 24	13.6%	12.1%	12.0%
25 - 34	21.7%	18.2%	15.7%
35 - 44	18.1%	15.8%	14.5%
45 - 54	11.9%	12.2%	12.3%
55 - 64	10.2%	12.4%	12.2%
65 - 74	6.9%	9.4%	9.3%
75 - 84	2.5%	3.9%	4.7%
85 +	0.7%	0.9%	1.8%
18 +	82.9%	82.0%	79.1%
2028 Population by Age			
Total	18,669	124,475	241,615
0 - 4	5.2%	5.2%	5.6%
5 - 9	4.5%	4.8%	5.5%
10 - 14	4.2%	4.7%	5.7%
15 - 24	15.3%	12.6%	11.7%
25 - 34	19.8%	17.8%	15.6%
35 - 44	17.2%	15.3%	14.6%
45 - 54	12.4%	12.5%	12.5%
55 - 64	9.7%	11.3%	11.0%
65 - 74	7.5%	9.6%	9.9%
75 - 84	3.3%	5.1%	5.8%
85 +	0.9%	1.2%	2.1%
18 +	83.5%	82.5%	79.9%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Males	8,983	59,265	113,033
Females	9,881	63,991	116,725
2023 Population by Sex			
Males	9,140	60,364	116,683
Females	9,554	63,069	119,202
2028 Population by Sex			
Males	9,034	60,571	119,020
Females	9,635	63,904	122,594
2010 Population by Race/Ethnicity			
Total	17,421	110,803	206,599
White Alone	59.3%	64.8%	68.3%
Black Alone	19.6%	14.8%	8.2%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	8.4%	7.4%	9.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	8.9%	9.2%	10.2%
Two or More Races	3.2%	3.2%	2.9%
Hispanic Origin	20.1%	22.4%	28.0%
Diversity Index	72.4	70.2	70.5
2020 Population by Race/Ethnicity			
Total	18,864	123,256	229,758
White Alone	41.3%	48.2%	50.0%
Black Alone	28.3%	17.8%	10.0%
American Indian Alone	0.7%	0.8%	0.9%
Asian Alone	8.4%	8.0%	13.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	8.8%	10.7%	11.1%
Two or More Races	12.3%	14.4%	14.5%
Hispanic Origin	21.3%	26.2%	27.8%
Diversity Index	81.3	81.4	81.4
2023 Population by Race/Ethnicity			
Total	18,693	123,433	235,885
White Alone	40.8%	47.1%	48.7%
Black Alone	27.8%	17.7%	10.3%
American Indian Alone	0.8%	0.8%	0.9%
Asian Alone	8.5%	8.2%	13.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	9.4%	11.2%	11.4%
Two or More Races	12.8%	15.0%	14.9%
Hispanic Origin	22.6%	27.4%	28.5%
Diversity Index	82.1	82.3	82.1
2028 Population by Race/Ethnicity			
Total	18,669	124,475	241,614
White Alone	39.2%	44.8%	46.0%
Black Alone	27.7%	17.9%	10.8%
American Indian Alone	0.8%	0.9%	1.0%
Asian Alone	9.2%	9.0%	15.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	9.9%	11.8%	11.8%
Two or More Races	13.2%	15.5%	15.4%
Hispanic Origin	23.4%	28.3%	29.1%
Diversity Index	83.0	83.4	83.4

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.

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2020 Population by Relationship and Household Type			
Total	18,864	123,256	229,758
In Households	99.6%	99.8%	99.6%
Householder	51.8%	47.7%	41.2%
Opposite-Sex Spouse	13.5%	16.1%	18.5%
Same-Sex Spouse	0.4%	0.3%	0.3%
Opposite-Sex Unmarried Partner	4.0%	3.1%	2.1%
Same-Sex Unmarried Partner	0.4%	0.3%	0.2%
Biological Child	19.1%	21.7%	26.0%
Adopted Child	0.3%	0.4%	0.5%
Stepchild	0.8%	0.9%	0.9%
Grandchild	1.1%	1.3%	1.5%
Brother or Sister	1.6%	1.4%	1.4%
Parent	1.5%	1.6%	1.6%
Parent-in-law	0.2%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.2%	0.3%	0.4%
Other Relatives	1.2%	1.3%	1.3%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	3.6%	3.2%	3.3%
In Group Quaters	0.4%	0.2%	0.4%
Institutionalized	0.4%	0.1%	0.4%
Noninstitutionalized	0.0%	0.0%	0.1%
2023 Population 25+ by Educational Attainment			
Total	13,448	89,871	166,556
Less than 9th Grade	1.4%	2.5%	4.5%
9th - 12th Grade, No Diploma	2.9%	2.8%	3.7%
High School Graduate	12.4%	14.4%	12.7%
GED/Alternative Credential	2.3%	1.9%	1.7%
Some College, No Degree	22.0%	18.1%	13.7%
Associate Degree	6.4%	7.6%	5.7%
Bachelor's Degree	34.6%	35.5%	36.1%
Graduate/Professional Degree	18.0%	17.2%	21.9%
2023 Population 15+ by Marital Status			
Total	15,994	104,774	194,973
Never Married	37.7%	35.9%	34.6%
Married	43.4%	47.5%	52.8%
Widowed	1.9%	3.9%	3.8%
Divorced	17.0%	12.7%	8.9%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	12,812	79,925	142,798
Population 16+ Employed	97.0%	96.8%	96.9%
Population 16+ Unemployment rate	3.0%	3.2%	3.1%
Population 16-24 Employed	13.4%	11.9%	11.5%
Population 16-24 Unemployment rate	2.8%	5.3%	6.5%
Population 25-54 Employed	67.8%	64.6%	63.0%
Population 25-54 Unemployment rate	3.3%	2.5%	2.4%
Population 55-64 Employed	12.6%	15.0%	15.8%
Population 55-64 Unemployment rate	1.6%	2.8%	2.5%
Population 65+ Employed	6.2%	8.4%	9.7%
Population 65+ Unemployment rate	3.2%	6.3%	3.9%

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2023 Employed Population 16+ by Industry			
Total	12,429	77,354	138,399
Agriculture/Mining	0.1%	0.3%	0.4%
Construction	2.8%	3.7%	6.4%
Manufacturing	8.1%	7.2%	7.6%
Wholesale Trade	1.9%	2.6%	2.3%
Retail Trade	12.1%	10.6%	9.3%
Transportation/Utilities	5.3%	6.4%	5.3%
Information	3.1%	2.8%	2.5%
Finance/Insurance/Real Estate	17.2%	13.3%	12.2%
Services	47.3%	51.3%	52.3%
Public Administration	2.1%	1.8%	1.6%
2023 Employed Population 16+ by Occupation			
Total	12,429	77,354	138,400
White Collar	81.4%	71.4%	72.7%
Management/Business/Financial	22.4%	23.8%	25.1%
Professional	31.3%	25.8%	28.0%
Sales	9.3%	9.4%	10.0%
Administrative Support	18.2%	12.4%	9.6%
Services	10.0%	14.0%	13.3%
Blue Collar	8.7%	14.7%	13.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.7%	2.4%	3.9%
Installation/Maintenance/Repair	3.0%	2.1%	2.1%
Production	1.2%	3.3%	3.0%
Transportation/Material Moving	3.8%	6.8%	4.9%
2020 Households by Type			
Total	9,789	58,950	94,539
Married Couple Households	26.9%	34.5%	45.5%
With Own Children <18	8.9%	11.9%	18.4%
Without Own Children <18	18.0%	22.6%	27.1%
Cohabiting Couple Households	8.4%	7.2%	5.7%
With Own Children <18	1.6%	1.6%	1.4%
Without Own Children <18	6.7%	5.6%	4.3%
Male Householder, No Spouse/Partner	27.2%	24.5%	21.0%
Living Alone	21.5%	18.5%	14.4%
65 Years and over	2.2%	2.5%	2.4%
With Own Children <18	1.3%	1.3%	1.4%
Without Own Children <18, With Relatives	2.2%	2.5%	2.8%
No Relatives Present	2.1%	2.2%	2.4%
Female Householder, No Spouse/Partner	37.5%	33.8%	27.7%
Living Alone	24.0%	21.5%	16.7%
65 Years and over	4.0%	5.5%	5.9%
With Own Children <18	6.2%	5.5%	4.7%
Without Own Children <18, With Relatives	5.2%	5.2%	5.0%
No Relatives Present	2.0%	1.6%	1.4%
2020 Households by Size			
Total	9,789	58,950	94,539
1 Person Household	45.6%	39.9%	31.2%
2 Person Household	31.8%	33.1%	31.8%
3 Person Household	11.5%	12.5%	15.0%
4 Person Household	6.7%	8.6%	12.9%
5 Person Household	2.6%	3.6%	5.6%
6 Person Household	1.1%	1.4%	2.2%
7 + Person Household	0.7%	0.9%	1.3%

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2020 Households by Tenure and Mortgage Status			
Total	9,789	58,950	94,539
Owner Occupied	23.1%	37.7%	47.8%
Owned with a Mortgage/Loan	16.1%	25.3%	32.5%
Owned Free and Clear	7.0%	12.4%	15.4%
Renter Occupied	76.9%	62.3%	52.2%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	65	76	80
Percent of Income for Mortgage	35.2%	29.5%	28.3%
Wealth Index	73	98	127
2020 Housing Units By Urban/ Rural Status			
Total	10,380	63,045	101,876
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	18,864	123,256	229,758
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

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.	Young and Restless (11B)	Young and Restless (11B)	Young and Restless (11B)
2.	Bright Young Professionals	Metro Renters (3B)	Metro Renters (3B)
3.	Metro Renters (3B)	Home Improvement (4B)	Enterprising Professionals (2D)
2023 Consumer Spending			
Apparel & Services: Total $	$22,396,667	$144,827,953	$273,718,093
Average Spent	$2,308.93	$2,444.81	$2,783.81
Spending Potential Index	105	111	127
Education: Total $	$16,841,042	$115,704,326	$227,621,527
Average Spent	$1,736.19	$1,953.18	$2,314.99
Spending Potential Index	97	109	129
Entertainment/Recreation: Total $	$33,723,497	$229,075,742	$442,682,190
Average Spent	$3,476.65	$3,866.98	$4,502.23
Spending Potential Index	92	102	119
Food at Home: Total $	$65,655,226	$429,487,315	$815,912,852
Average Spent	$6,768.58	$7,250.08	$8,298.12
Spending Potential Index	100	107	122
Food Away from Home: Total $	$38,529,519	$247,879,186	$465,548,569
Average Spent	$3,972.12	$4,184.39	$4,734.79
Spending Potential Index	107	112	127
Health Care: Total $	$63,377,514	$430,849,167	$828,501,516
Average Spent	$6,533.76	$7,273.07	$8,426.15
Spending Potential Index	89	99	115
HH Furnishings & Equipment: Total $	$27,662,677	$185,762,060	$356,815,625
Average Spent	$2,851.82	$3,135.81	$3,628.94
Spending Potential Index	96	106	123
Personal Care Products & Services: Total $	$9,516,744	$62,493,900	$118,662,776
Average Spent	$981.11	$1,054.95	$1,206.84
Spending Potential Index	103	110	126
Shelter: Total $	$240,248,956	$1,599,581,050	$3,077,532,773
Average Spent	$24,767.93	$27,002.16	$31,299.60
Spending Potential Index	100	109	126
Support Payments/Cash Contributions/Gifts in Kind: Total $	$25,449,456	$181,539,689	$358,711,914
Average Spent	$2,623.66	$3,064.53	$3,648.23
Spending Potential Index	84	98	117
Travel: Total $	$20,269,700	$139,824,910	$273,029,314
Average Spent	$2,089.66	$2,360.35	$2,776.80
Spending Potential Index	93	105	123
Vehicle Maintenance & Repairs: Total $	$12,986,852	$83,659,176	$155,496,583
Average Spent	$1,338.85	$1,412.23	$1,581.46
Spending Potential Index	102	108	121

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
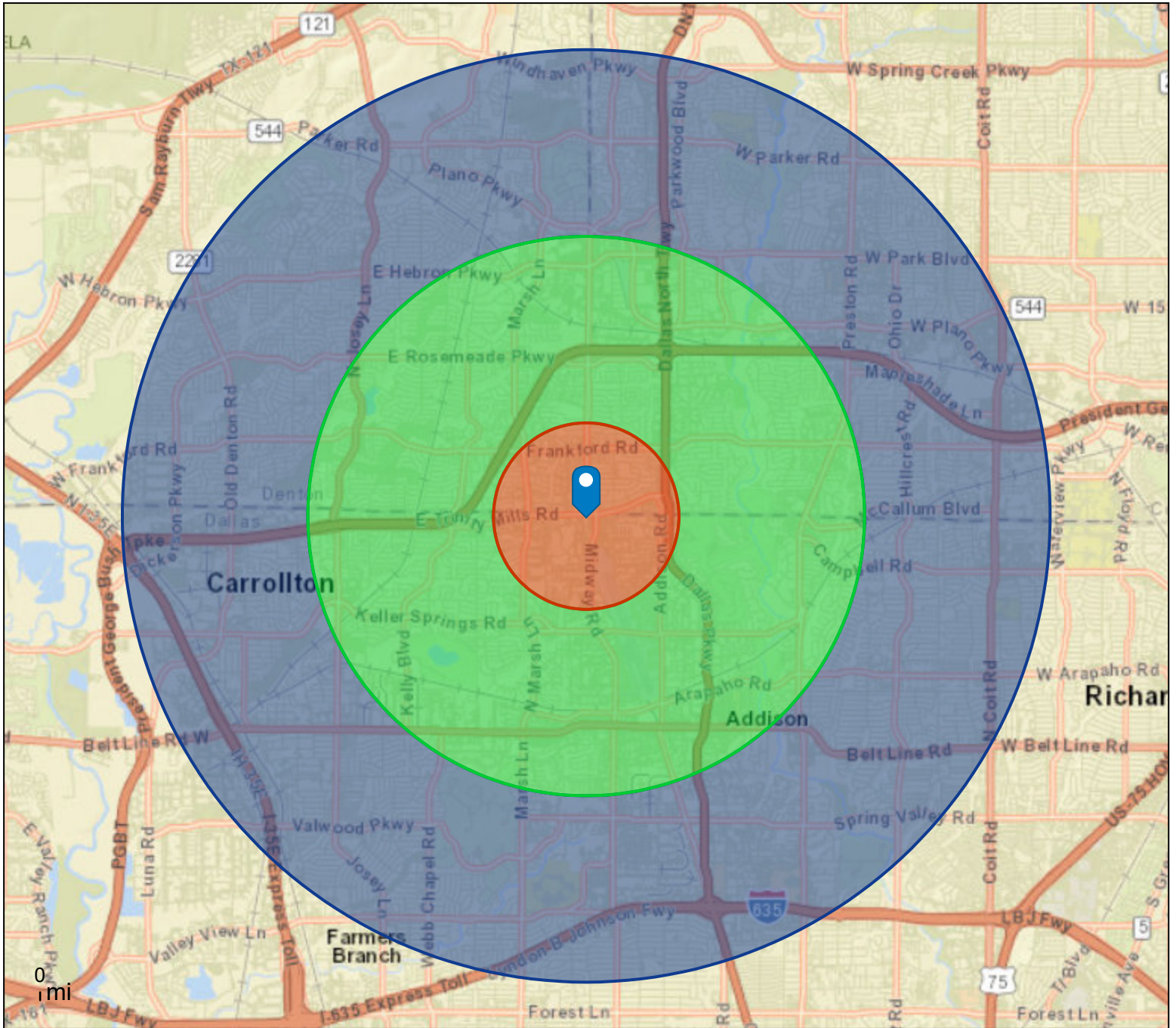
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 25, 2024

Bent Tree Plaza Shopping Center
2661 Midway Rd, Carrollton, Texas, 75006
Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
Latitude: 32.98673
Longitude: -96.84393

This site is located in:

City:	Carrollton
County:	Dallas County
State:	Texas
ZIP Code:	75006
Census Tract:	48113013722
Census Block Group:	481130137221
CBSA:	Dallas-Fort Worth-Arlington, TX Metropolitan Statistical Area

March 25, 2024