



Community Profile

44575-Custer Creek Village
 3501 Custer Pkwy
 Rings: 1, 3, 5 mile radii

Property Capsule 1
 Latitude: 32.99999
 Longitude: -96.72964

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	8,329	81,626	295,325
2010 Total Population	9,343	83,978	301,764
2019 Total Population	12,540	105,451	348,150
2019 Group Quarters	3	1,520	2,057
2024 Total Population	14,210	118,092	375,478
2019-2024 Annual Rate	2.53%	2.29%	1.52%
2019 Total Daytime Population	11,808	179,523	415,263
Workers	5,862	127,126	246,019
Residents	5,946	52,397	169,244
Household Summary			
2000 Households	3,725	32,601	113,650
2000 Average Household Size	2.24	2.47	2.58
2010 Households	4,194	35,583	119,273
2010 Average Household Size	2.23	2.33	2.52
2019 Households	5,536	44,266	136,581
2019 Average Household Size	2.26	2.35	2.53
2024 Households	6,248	49,303	146,789
2024 Average Household Size	2.27	2.36	2.54
2019-2024 Annual Rate	2.45%	2.18%	1.45%
2010 Families	2,576	21,472	79,183
2010 Average Family Size	2.79	2.93	3.08
2019 Families	3,300	26,088	89,463
2019 Average Family Size	2.87	2.98	3.12
2024 Families	3,684	28,982	95,800
2024 Average Family Size	2.90	3.00	3.13
2019-2024 Annual Rate	2.23%	2.13%	1.38%
Housing Unit Summary			
2000 Housing Units	3,968	33,685	117,973
Owner Occupied Housing Units	54.6%	57.8%	60.3%
Renter Occupied Housing Units	39.2%	39.0%	36.0%
Vacant Housing Units	6.1%	3.2%	3.7%
2010 Housing Units	4,385	37,760	125,748
Owner Occupied Housing Units	46.5%	51.3%	57.4%
Renter Occupied Housing Units	49.2%	42.9%	37.5%
Vacant Housing Units	4.4%	5.8%	5.1%
2019 Housing Units	5,810	47,157	144,650
Owner Occupied Housing Units	35.5%	42.2%	49.4%
Renter Occupied Housing Units	59.8%	51.6%	45.0%
Vacant Housing Units	4.7%	6.1%	5.6%
2024 Housing Units	6,566	52,408	155,228
Owner Occupied Housing Units	34.1%	40.6%	48.5%
Renter Occupied Housing Units	61.1%	53.4%	46.0%
Vacant Housing Units	4.8%	5.9%	5.4%
Median Household Income			
2019	\$85,253	\$70,235	\$76,420
2024	\$93,982	\$78,510	\$82,791
Median Home Value			
2019	\$336,828	\$269,635	\$267,400
2024	\$368,421	\$294,638	\$289,799
Per Capita Income			
2019	\$46,785	\$39,623	\$40,600
2024	\$51,216	\$43,846	\$44,496
Median Age			
2010	37.0	37.2	37.2
2019	38.1	38.7	38.6
2024	38.1	39.3	39.2

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	5,536	44,266	136,581
<\$15,000	8.1%	10.4%	7.1%
\$15,000 - \$24,999	6.2%	7.7%	6.4%
\$25,000 - \$34,999	3.8%	7.1%	7.7%
\$35,000 - \$49,999	9.8%	10.1%	10.6%
\$50,000 - \$74,999	14.2%	17.2%	17.1%
\$75,000 - \$99,999	16.2%	13.3%	14.0%
\$100,000 - \$149,999	20.3%	16.9%	17.5%
\$150,000 - \$199,999	12.7%	9.6%	9.8%
\$200,000+	8.7%	7.7%	9.8%
Average Household Income	\$106,546	\$94,630	\$103,566
2024 Households by Income			
Household Income Base	6,248	49,303	146,789
<\$15,000	6.2%	8.2%	5.8%
\$15,000 - \$24,999	5.1%	6.4%	5.4%
\$25,000 - \$34,999	3.1%	6.2%	6.7%
\$35,000 - \$49,999	8.6%	9.4%	9.7%
\$50,000 - \$74,999	14.0%	17.4%	17.1%
\$75,000 - \$99,999	16.1%	13.9%	14.2%
\$100,000 - \$149,999	23.1%	19.0%	19.2%
\$150,000 - \$199,999	15.0%	11.2%	11.4%
\$200,000+	8.8%	8.3%	10.5%
Average Household Income	\$117,096	\$105,334	\$113,937
2019 Owner Occupied Housing Units by Value			
Total	2,056	19,913	71,461
<\$50,000	0.4%	0.7%	0.8%
\$50,000 - \$99,999	1.9%	3.4%	4.4%
\$100,000 - \$149,999	2.6%	5.3%	7.8%
\$150,000 - \$199,999	6.2%	12.0%	13.5%
\$200,000 - \$249,999	19.1%	21.7%	17.9%
\$250,000 - \$299,999	9.4%	17.7%	16.1%
\$300,000 - \$399,999	28.1%	21.6%	20.2%
\$400,000 - \$499,999	23.2%	11.6%	11.5%
\$500,000 - \$749,999	5.0%	3.9%	5.7%
\$750,000 - \$999,999	1.4%	1.0%	1.1%
\$1,000,000 - \$1,499,999	2.7%	0.6%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.5%	0.2%
Average Home Value	\$363,844	\$307,924	\$305,117
2024 Owner Occupied Housing Units by Value			
Total	2,230	21,281	75,293
<\$50,000	0.1%	0.3%	0.5%
\$50,000 - \$99,999	0.8%	2.7%	3.2%
\$100,000 - \$149,999	1.4%	3.9%	5.9%
\$150,000 - \$199,999	3.9%	9.1%	11.1%
\$200,000 - \$249,999	15.4%	19.3%	17.0%
\$250,000 - \$299,999	7.4%	16.3%	15.4%
\$300,000 - \$399,999	30.7%	25.7%	23.3%
\$400,000 - \$499,999	29.9%	15.7%	14.9%
\$500,000 - \$749,999	5.6%	4.2%	5.9%
\$750,000 - \$999,999	1.9%	1.3%	1.4%
\$1,000,000 - \$1,499,999	2.9%	0.7%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.6%	0.2%
Average Home Value	\$394,204	\$332,534	\$327,081

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	9,345	83,979	301,768
0 - 4	6.5%	5.8%	6.4%
5 - 9	5.5%	5.3%	6.4%
10 - 14	5.3%	5.5%	6.5%
15 - 24	11.4%	15.2%	13.1%
25 - 34	18.2%	15.3%	14.5%
35 - 44	14.6%	12.6%	13.8%
45 - 54	13.6%	13.9%	15.0%
55 - 64	10.5%	11.5%	12.3%
65 - 74	9.0%	8.1%	7.0%
75 - 84	4.2%	4.7%	3.6%
85 +	1.2%	2.1%	1.4%
18 +	79.6%	79.8%	76.6%
2019 Population by Age			
Total	12,540	105,450	348,149
0 - 4	5.6%	5.3%	5.8%
5 - 9	5.6%	5.3%	5.9%
10 - 14	5.7%	5.5%	6.2%
15 - 24	11.5%	13.9%	12.7%
25 - 34	16.7%	14.9%	14.4%
35 - 44	14.9%	12.8%	13.4%
45 - 54	12.5%	11.5%	12.5%
55 - 64	11.6%	12.1%	13.0%
65 - 74	8.5%	9.7%	9.6%
75 - 84	5.7%	6.1%	4.8%
85 +	1.8%	2.7%	1.8%
18 +	80.0%	80.8%	78.6%
2024 Population by Age			
Total	14,212	118,092	375,479
0 - 4	5.7%	5.4%	5.8%
5 - 9	5.1%	5.2%	5.8%
10 - 14	5.1%	5.3%	5.9%
15 - 24	12.7%	13.8%	12.3%
25 - 34	16.9%	14.5%	14.3%
35 - 44	14.0%	13.0%	13.6%
45 - 54	12.2%	11.2%	12.1%
55 - 64	11.2%	11.3%	11.9%
65 - 74	8.9%	10.4%	10.3%
75 - 84	6.0%	6.9%	5.9%
85 +	2.1%	2.9%	2.0%
18 +	80.9%	81.1%	79.1%
2010 Population by Sex			
Males	4,643	41,980	148,506
Females	4,700	41,998	153,258
2019 Population by Sex			
Males	6,239	52,650	171,492
Females	6,300	52,800	176,658
2024 Population by Sex			
Males	7,035	58,661	184,745
Females	7,175	59,431	190,733

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	9,344	83,978	301,763
White Alone	75.0%	72.9%	69.1%
Black Alone	5.3%	6.3%	8.7%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	12.7%	10.3%	11.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.1%	7.4%	7.6%
Two or More Races	2.5%	2.6%	3.0%
Hispanic Origin	10.0%	17.5%	20.0%
Diversity Index	52.3	61.2	66.1
2019 Population by Race/Ethnicity			
Total	12,540	105,451	348,151
White Alone	64.9%	65.1%	61.7%
Black Alone	7.5%	8.4%	10.3%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	17.4%	14.3%	15.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	6.7%	8.6%	8.5%
Two or More Races	3.0%	3.2%	3.5%
Hispanic Origin	13.2%	20.4%	22.0%
Diversity Index	64.8	69.6	72.7
2024 Population by Race/Ethnicity			
Total	14,210	118,091	375,478
White Alone	61.6%	61.9%	58.4%
Black Alone	8.6%	9.2%	11.2%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	18.9%	15.9%	17.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.4%	9.1%	8.9%
Two or More Races	3.1%	3.4%	3.7%
Hispanic Origin	14.5%	21.9%	23.4%
Diversity Index	68.2	72.6	75.4
2010 Population by Relationship and Household Type			
Total	9,343	83,978	301,764
In Households	100.0%	98.6%	99.4%
In Family Households	78.3%	76.7%	82.7%
Householder	27.4%	25.5%	26.2%
Spouse	22.0%	19.8%	20.2%
Child	24.8%	25.6%	29.5%
Other relative	2.8%	4.0%	4.8%
Nonrelative	1.3%	1.8%	1.9%
In Nonfamily Households	21.7%	21.9%	16.8%
In Group Quarters	0.0%	1.4%	0.6%
Institutionalized Population	0.0%	1.0%	0.4%
Noninstitutionalized Population	0.0%	0.5%	0.2%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	8,983	73,762	241,744
Less than 9th Grade	0.7%	4.4%	4.8%
9th - 12th Grade, No Diploma	2.0%	3.8%	4.2%
High School Graduate	7.0%	11.7%	12.8%
GED/Alternative Credential	1.7%	1.4%	1.6%
Some College, No Degree	17.4%	19.0%	19.1%
Associate Degree	7.9%	6.1%	6.9%
Bachelor's Degree	38.3%	33.6%	32.0%
Graduate/Professional Degree	25.0%	20.0%	18.6%
2019 Population 15+ by Marital Status			
Total	10,423	88,443	285,863
Never Married	34.3%	34.6%	31.6%
Married	51.7%	48.0%	52.8%
Widowed	3.2%	5.9%	4.8%
Divorced	10.7%	11.5%	10.8%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.4%	95.9%	95.6%
Civilian Unemployed (Unemployment Rate)	3.6%	4.1%	4.4%
2019 Employed Population 16+ by Industry			
Total	6,731	54,187	182,593
Agriculture/Mining	0.1%	0.6%	0.8%
Construction	3.6%	5.5%	6.1%
Manufacturing	5.7%	7.7%	7.8%
Wholesale Trade	2.8%	2.4%	2.6%
Retail Trade	8.5%	10.2%	11.0%
Transportation/Utilities	3.4%	3.6%	3.7%
Information	5.0%	3.1%	3.3%
Finance/Insurance/Real Estate	10.3%	10.2%	10.4%
Services	59.0%	54.5%	52.3%
Public Administration	1.5%	2.2%	2.1%
2019 Employed Population 16+ by Occupation			
Total	6,733	54,188	182,593
White Collar	78.7%	72.7%	71.9%
Management/Business/Financial	26.0%	19.7%	19.5%
Professional	29.9%	29.3%	27.3%
Sales	11.2%	12.2%	12.3%
Administrative Support	11.5%	11.6%	12.9%
Services	12.7%	16.7%	15.8%
Blue Collar	8.6%	10.6%	12.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.1%	3.2%	3.8%
Installation/Maintenance/Repair	3.0%	2.2%	2.5%
Production	1.1%	1.8%	2.7%
Transportation/Material Moving	3.5%	3.4%	3.3%
2010 Population By Urban/ Rural Status			
Total Population	9,343	83,978	301,764
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	4,194	35,583	119,273
Households with 1 Person	30.5%	31.2%	27.0%
Households with 2+ People	69.5%	68.8%	73.0%
Family Households	61.4%	60.3%	66.4%
Husband-wife Families	49.4%	46.9%	51.3%
With Related Children	19.5%	18.9%	22.8%
Other Family (No Spouse Present)	12.0%	13.5%	15.1%
Other Family with Male Householder	3.6%	4.0%	4.3%
With Related Children	1.9%	1.9%	2.2%
Other Family with Female Householder	8.3%	9.4%	10.9%
With Related Children	5.2%	5.9%	7.0%
Nonfamily Households	8.1%	8.5%	6.6%
All Households with Children	26.7%	26.9%	32.3%
Multigenerational Households	2.1%	2.7%	3.6%
Unmarried Partner Households	4.7%	4.6%	4.9%
Male-female	3.9%	3.8%	4.0%
Same-sex	0.7%	0.8%	0.8%
2010 Households by Size			
Total	4,194	35,583	119,274
1 Person Household	30.5%	31.2%	27.0%
2 Person Household	39.3%	35.0%	33.9%
3 Person Household	14.2%	14.8%	16.1%
4 Person Household	10.2%	11.8%	13.2%
5 Person Household	3.7%	4.6%	5.8%
6 Person Household	1.3%	1.8%	2.3%
7 + Person Household	0.7%	1.0%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	4,194	35,583	119,273
Owner Occupied	48.6%	54.4%	60.5%
Owned with a Mortgage/Loan	31.4%	37.6%	44.2%
Owned Free and Clear	17.2%	16.8%	16.3%
Renter Occupied	51.4%	45.6%	39.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,385	37,760	125,748
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	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.	In Style (5B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Metro Renters (3B)	Exurbanites (1E)	Home Improvement (4B)
3.	Enterprising Professionals (2D)	Young and Restless (11B)	Enterprising Professionals
2019 Consumer Spending			
Apparel & Services: Total \$	\$14,689,823	\$104,610,070	\$351,438,773
Average Spent	\$2,653.51	\$2,363.21	\$2,573.12
Spending Potential Index	124	110	120
Education: Total \$	\$10,870,520	\$78,523,549	\$264,204,702
Average Spent	\$1,963.61	\$1,773.90	\$1,934.42
Spending Potential Index	123	111	121
Entertainment/Recreation: Total \$	\$21,478,843	\$153,752,944	\$518,263,091
Average Spent	\$3,879.85	\$3,473.39	\$3,794.55
Spending Potential Index	119	106	116
Food at Home: Total \$	\$34,189,459	\$247,242,009	\$826,943,170
Average Spent	\$6,175.84	\$5,585.37	\$6,054.60
Spending Potential Index	119	108	117
Food Away from Home: Total \$	\$25,402,969	\$180,583,897	\$603,281,473
Average Spent	\$4,588.69	\$4,079.52	\$4,417.02
Spending Potential Index	125	111	120
Health Care: Total \$	\$37,611,668	\$273,865,365	\$918,591,261
Average Spent	\$6,794.02	\$6,186.81	\$6,725.62
Spending Potential Index	114	104	113
HH Furnishings & Equipment: Total \$	\$14,309,404	\$102,408,554	\$346,231,142
Average Spent	\$2,584.79	\$2,313.48	\$2,534.99
Spending Potential Index	121	108	119
Personal Care Products & Services: Total \$	\$6,066,905	\$43,383,458	\$145,668,822
Average Spent	\$1,095.90	\$980.06	\$1,066.54
Spending Potential Index	124	111	120
Shelter: Total \$	\$127,517,506	\$911,272,594	\$3,051,241,023
Average Spent	\$23,034.23	\$20,586.29	\$22,340.16
Spending Potential Index	124	111	121
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,210,318	\$116,935,907	\$393,061,149
Average Spent	\$2,928.16	\$2,641.66	\$2,877.86
Spending Potential Index	118	107	116
Travel: Total \$	\$15,240,011	\$107,217,321	\$365,933,666
Average Spent	\$2,752.89	\$2,422.11	\$2,679.24
Spending Potential Index	123	108	119
Vehicle Maintenance & Repairs: Total \$	\$7,754,634	\$56,078,357	\$185,381,644
Average Spent	\$1,400.76	\$1,266.85	\$1,357.30
Spending Potential Index	122	111	119

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.