



Community Profile

40118-The Highlands of Flower Mound
 6101 Long Prairie Rd
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.06911
 Longitude: -97.08264

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,373	46,686	115,283
2010 Total Population	5,580	63,054	149,389
2019 Total Population	7,316	74,362	174,745
2019 Group Quarters	35	105	383
2024 Total Population	8,352	81,164	191,815
2019-2024 Annual Rate	2.68%	1.77%	1.88%
2019 Total Daytime Population	11,070	66,127	146,219
Workers	7,381	30,056	61,211
Residents	3,689	36,071	85,008
Household Summary			
2000 Households	1,093	15,112	38,370
2000 Average Household Size	3.06	3.08	2.99
2010 Households	1,844	20,918	50,708
2010 Average Household Size	3.01	3.01	2.94
2019 Households	2,427	24,674	59,109
2019 Average Household Size	3.00	3.01	2.95
2024 Households	2,777	26,866	64,767
2024 Average Household Size	2.99	3.02	2.96
2019-2024 Annual Rate	2.73%	1.72%	1.85%
2010 Families	1,583	17,899	40,926
2010 Average Family Size	3.29	3.27	3.29
2019 Families	2,065	20,866	47,048
2019 Average Family Size	3.30	3.30	3.33
2024 Families	2,353	22,626	51,284
2024 Average Family Size	3.30	3.32	3.35
2019-2024 Annual Rate	2.65%	1.63%	1.74%
Housing Unit Summary			
2000 Housing Units	1,155	15,562	39,946
Owner Occupied Housing Units	91.1%	88.8%	82.0%
Renter Occupied Housing Units	3.5%	8.3%	14.1%
Vacant Housing Units	5.4%	2.9%	3.9%
2010 Housing Units	1,898	21,488	52,577
Owner Occupied Housing Units	86.3%	87.4%	79.1%
Renter Occupied Housing Units	10.9%	10.0%	17.3%
Vacant Housing Units	2.8%	2.7%	3.6%
2019 Housing Units	2,438	24,980	60,352
Owner Occupied Housing Units	82.5%	85.4%	78.0%
Renter Occupied Housing Units	17.0%	13.4%	20.0%
Vacant Housing Units	0.5%	1.2%	2.1%
2024 Housing Units	2,787	27,155	65,998
Owner Occupied Housing Units	82.3%	85.2%	77.5%
Renter Occupied Housing Units	17.3%	13.7%	20.7%
Vacant Housing Units	0.4%	1.1%	1.9%
Median Household Income			
2019	\$140,536	\$123,428	\$108,013
2024	\$144,467	\$129,782	\$113,655
Median Home Value			
2019	\$381,306	\$324,204	\$289,647
2024	\$404,089	\$347,738	\$319,097
Per Capita Income			
2019	\$55,109	\$51,417	\$46,469
2024	\$57,547	\$54,869	\$50,037
Median Age			
2010	38.6	38.1	36.7
2019	40.7	39.4	38.1
2024	42.4	40.1	38.9

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	2,427	24,674	59,109
<\$15,000	2.5%	1.6%	2.4%
\$15,000 - \$24,999	1.6%	1.7%	3.3%
\$25,000 - \$34,999	1.6%	2.3%	4.3%
\$35,000 - \$49,999	5.6%	6.1%	8.2%
\$50,000 - \$74,999	9.8%	11.1%	13.1%
\$75,000 - \$99,999	10.5%	13.2%	13.3%
\$100,000 - \$149,999	21.4%	24.2%	23.0%
\$150,000 - \$199,999	19.4%	18.0%	14.8%
\$200,000+	27.7%	21.8%	17.5%
Average Household Income	\$170,972	\$155,105	\$137,339
2024 Households by Income			
Household Income Base	2,777	26,866	64,767
<\$15,000	2.3%	1.4%	2.1%
\$15,000 - \$24,999	1.5%	1.5%	2.7%
\$25,000 - \$34,999	1.4%	1.9%	3.7%
\$35,000 - \$49,999	5.2%	5.4%	7.4%
\$50,000 - \$74,999	9.6%	10.2%	12.5%
\$75,000 - \$99,999	10.0%	12.4%	12.8%
\$100,000 - \$149,999	21.5%	24.7%	23.8%
\$150,000 - \$199,999	20.6%	19.7%	16.5%
\$200,000+	27.7%	22.8%	18.6%
Average Household Income	\$178,837	\$165,972	\$148,155
2019 Owner Occupied Housing Units by Value			
Total	2,011	21,334	47,044
<\$50,000	1.4%	1.5%	2.4%
\$50,000 - \$99,999	0.1%	0.7%	2.9%
\$100,000 - \$149,999	0.3%	2.8%	4.5%
\$150,000 - \$199,999	1.9%	10.6%	12.4%
\$200,000 - \$249,999	6.6%	14.5%	16.8%
\$250,000 - \$299,999	12.5%	13.2%	13.8%
\$300,000 - \$399,999	33.5%	28.1%	23.8%
\$400,000 - \$499,999	28.6%	16.3%	12.1%
\$500,000 - \$749,999	9.3%	9.5%	8.4%
\$750,000 - \$999,999	4.1%	1.8%	1.7%
\$1,000,000 - \$1,499,999	0.8%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.2%
\$2,000,000 +	0.6%	0.3%	0.3%
Average Home Value	\$422,142	\$356,095	\$329,384
2024 Owner Occupied Housing Units by Value			
Total	2,294	23,139	51,115
<\$50,000	0.5%	0.7%	1.3%
\$50,000 - \$99,999	0.0%	0.4%	2.1%
\$100,000 - \$149,999	0.1%	1.9%	3.3%
\$150,000 - \$199,999	1.0%	8.4%	10.0%
\$200,000 - \$249,999	4.5%	13.1%	15.9%
\$250,000 - \$299,999	9.0%	11.2%	12.4%
\$300,000 - \$399,999	33.3%	30.3%	26.5%
\$400,000 - \$499,999	35.2%	21.0%	15.9%
\$500,000 - \$749,999	9.4%	9.7%	9.1%
\$750,000 - \$999,999	5.1%	2.2%	2.3%
\$1,000,000 - \$1,499,999	0.9%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.2%
\$2,000,000 +	0.7%	0.3%	0.3%
Average Home Value	\$444,939	\$377,352	\$354,634

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	5,580	63,050	149,385
0 - 4	5.8%	6.2%	6.8%
5 - 9	9.5%	9.1%	8.8%
10 - 14	11.1%	10.1%	9.3%
15 - 24	11.5%	11.3%	11.9%
25 - 34	6.3%	8.3%	10.4%
35 - 44	18.3%	18.1%	17.5%
45 - 54	20.2%	19.3%	17.9%
55 - 64	10.4%	10.9%	10.2%
65 - 74	3.7%	4.4%	4.5%
75 - 84	2.0%	1.7%	1.9%
85 +	1.3%	0.6%	0.8%
18 +	67.7%	69.0%	69.9%
2019 Population by Age			
Total	7,318	74,361	174,742
0 - 4	5.0%	5.6%	6.1%
5 - 9	6.5%	7.3%	7.3%
10 - 14	8.3%	8.4%	8.2%
15 - 24	14.1%	12.2%	12.3%
25 - 34	10.6%	10.6%	11.7%
35 - 44	10.5%	13.9%	14.1%
45 - 54	18.0%	16.5%	15.8%
55 - 64	15.8%	14.5%	13.5%
65 - 74	7.6%	7.8%	7.3%
75 - 84	2.4%	2.5%	2.7%
85 +	1.2%	0.7%	0.9%
18 +	74.4%	73.9%	73.7%
2024 Population by Age			
Total	8,353	81,165	191,816
0 - 4	5.0%	5.7%	6.1%
5 - 9	5.8%	6.9%	7.0%
10 - 14	7.2%	7.8%	7.7%
15 - 24	11.7%	10.8%	11.5%
25 - 34	11.0%	11.1%	12.0%
35 - 44	12.2%	15.1%	14.7%
45 - 54	15.0%	14.5%	14.2%
55 - 64	16.8%	14.1%	13.4%
65 - 74	10.1%	9.4%	8.7%
75 - 84	4.0%	3.8%	3.7%
85 +	1.2%	0.9%	1.0%
18 +	77.2%	75.1%	74.7%
2010 Population by Sex			
Males	2,738	31,054	73,846
Females	2,842	32,000	75,543
2019 Population by Sex			
Males	3,565	36,443	86,165
Females	3,751	37,919	88,580
2024 Population by Sex			
Males	4,068	39,781	94,542
Females	4,285	41,383	97,273

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	5,581	63,054	149,388
White Alone	86.3%	85.5%	81.0%
Black Alone	3.7%	3.8%	4.9%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	5.2%	6.2%	6.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.1%	1.7%	4.6%
Two or More Races	2.1%	2.1%	2.4%
Hispanic Origin	8.1%	8.5%	14.1%
Diversity Index	36.2	37.8	49.7
2019 Population by Race/Ethnicity			
Total	7,316	74,361	174,745
White Alone	81.8%	80.8%	75.9%
Black Alone	4.9%	5.0%	6.3%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	7.6%	8.8%	9.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.5%	2.1%	5.2%
Two or More Races	2.6%	2.6%	2.9%
Hispanic Origin	9.4%	10.0%	15.8%
Diversity Index	43.8	45.7	56.8
2024 Population by Race/Ethnicity			
Total	8,352	81,163	191,816
White Alone	79.1%	78.1%	73.1%
Black Alone	6.1%	6.1%	7.5%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	8.7%	9.9%	10.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.8%	2.4%	5.6%
Two or More Races	2.8%	2.9%	3.1%
Hispanic Origin	10.4%	11.1%	16.9%
Diversity Index	48.3	50.0	60.5
2010 Population by Relationship and Household Type			
Total	5,580	63,054	149,389
In Households	99.5%	99.9%	99.8%
In Family Households	94.3%	94.0%	91.6%
Householder	27.5%	28.4%	27.4%
Spouse	24.6%	24.9%	23.2%
Child	38.5%	37.3%	36.3%
Other relative	2.7%	2.4%	3.3%
Nonrelative	0.9%	1.1%	1.5%
In Nonfamily Households	5.1%	5.9%	8.1%
In Group Quarters	0.5%	0.1%	0.2%
Institutionalized Population	0.5%	0.1%	0.2%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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	4,831	49,514	115,357
Less than 9th Grade	0.8%	1.1%	2.6%
9th - 12th Grade, No Diploma	1.7%	2.0%	3.4%
High School Graduate	10.7%	10.3%	13.3%
GED/Alternative Credential	2.0%	1.7%	2.0%
Some College, No Degree	15.2%	20.1%	20.4%
Associate Degree	5.5%	7.2%	7.7%
Bachelor's Degree	39.2%	37.4%	33.7%
Graduate/Professional Degree	24.8%	20.2%	16.8%
2019 Population 15+ by Marital Status			
Total	5,861	58,554	136,918
Never Married	25.0%	24.1%	24.4%
Married	66.3%	65.1%	63.1%
Widowed	3.8%	2.8%	3.5%
Divorced	5.0%	8.0%	9.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.3%	96.8%	96.8%
Civilian Unemployed (Unemployment Rate)	3.7%	3.2%	3.2%
2019 Employed Population 16+ by Industry			
Total	3,684	38,903	91,247
Agriculture/Mining	0.5%	0.8%	0.7%
Construction	4.4%	4.3%	5.4%
Manufacturing	7.4%	8.8%	9.3%
Wholesale Trade	3.3%	3.4%	3.8%
Retail Trade	8.3%	9.7%	10.3%
Transportation/Utilities	7.2%	7.4%	7.6%
Information	3.1%	3.2%	3.0%
Finance/Insurance/Real Estate	11.0%	11.4%	10.3%
Services	52.3%	48.5%	46.6%
Public Administration	2.5%	2.5%	3.0%
2019 Employed Population 16+ by Occupation			
Total	3,684	38,902	91,246
White Collar	81.1%	79.3%	75.4%
Management/Business/Financial	34.8%	27.9%	25.4%
Professional	24.6%	27.0%	24.9%
Sales	9.8%	13.0%	12.5%
Administrative Support	12.0%	11.5%	12.6%
Services	10.4%	11.1%	11.6%
Blue Collar	8.5%	9.6%	13.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	1.5%	1.2%	2.5%
Installation/Maintenance/Repair	1.6%	2.3%	2.4%
Production	1.1%	1.9%	3.3%
Transportation/Material Moving	4.3%	4.2%	4.7%
2010 Population By Urban/ Rural Status			
Total Population	5,580	63,054	149,389
Population Inside Urbanized Area	100.0%	99.0%	97.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.0%	2.2%

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	1,845	20,917	50,707
Households with 1 Person	12.1%	11.8%	15.6%
Households with 2+ People	87.9%	88.2%	84.4%
Family Households	85.8%	85.6%	80.7%
Husband-wife Families	76.5%	75.0%	68.4%
With Related Children	45.0%	42.6%	38.5%
Other Family (No Spouse Present)	9.3%	10.6%	12.3%
Other Family with Male Householder	2.9%	2.9%	3.6%
With Related Children	1.9%	1.8%	2.2%
Other Family with Female Householder	6.4%	7.7%	8.7%
With Related Children	4.3%	5.2%	6.0%
Nonfamily Households	2.1%	2.7%	3.7%
All Households with Children	51.4%	49.8%	47.0%
Multigenerational Households	3.8%	3.5%	3.9%
Unmarried Partner Households	2.4%	2.9%	3.8%
Male-female	1.8%	2.4%	3.2%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	1,846	20,917	50,707
1 Person Household	12.1%	11.8%	15.6%
2 Person Household	28.3%	31.0%	30.4%
3 Person Household	20.4%	20.5%	19.4%
4 Person Household	24.1%	23.6%	21.2%
5 Person Household	9.9%	9.2%	8.8%
6 Person Household	4.0%	2.9%	2.9%
7 + Person Household	1.4%	1.1%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	1,844	20,918	50,708
Owner Occupied	88.8%	89.7%	82.0%
Owned with a Mortgage/Loan	76.9%	78.2%	70.7%
Owned Free and Clear	11.9%	11.6%	11.3%
Renter Occupied	11.2%	10.3%	18.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,898	21,488	52,577
Housing Units Inside Urbanized Area	99.9%	99.0%	97.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	1.0%	2.3%

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.	Professional Pride (1B)	Professional Pride (1B)	Professional Pride (1B)
2.	Soccer Moms (4A)	Soccer Moms (4A)	Soccer Moms (4A)
3.	Savvy Suburbanites (1D)	Boomburbs (1C)	Boomburbs (1C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$9,790,967	\$91,668,109	\$196,934,781
Average Spent	\$4,034.19	\$3,715.17	\$3,331.72
Spending Potential Index	188	173	156
Education: Total \$	\$8,570,470	\$74,059,096	\$153,546,880
Average Spent	\$3,531.30	\$3,001.50	\$2,597.69
Spending Potential Index	222	188	163
Entertainment/Recreation: Total \$	\$15,140,281	\$140,354,656	\$298,217,545
Average Spent	\$6,238.27	\$5,688.36	\$5,045.21
Spending Potential Index	191	174	154
Food at Home: Total \$	\$22,180,841	\$209,779,885	\$454,635,538
Average Spent	\$9,139.20	\$8,502.06	\$7,691.48
Spending Potential Index	177	164	149
Food Away from Home: Total \$	\$16,686,728	\$157,132,268	\$337,824,935
Average Spent	\$6,875.45	\$6,368.33	\$5,715.29
Spending Potential Index	187	173	156
Health Care: Total \$	\$26,396,070	\$247,392,020	\$527,882,854
Average Spent	\$10,876.01	\$10,026.43	\$8,930.67
Spending Potential Index	183	169	150
HH Furnishings & Equipment: Total \$	\$10,026,542	\$94,293,204	\$200,765,438
Average Spent	\$4,131.25	\$3,821.56	\$3,396.53
Spending Potential Index	194	179	159
Personal Care Products & Services: Total \$	\$4,235,043	\$39,561,598	\$84,266,961
Average Spent	\$1,744.97	\$1,603.37	\$1,425.62
Spending Potential Index	197	181	161
Shelter: Total \$	\$83,117,709	\$776,617,700	\$1,669,011,431
Average Spent	\$34,247.10	\$31,475.14	\$28,236.16
Spending Potential Index	185	170	153
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,833,324	\$108,422,879	\$228,969,154
Average Spent	\$4,875.70	\$4,394.22	\$3,873.68
Spending Potential Index	197	177	156
Travel: Total \$	\$11,280,962	\$103,238,475	\$216,129,133
Average Spent	\$4,648.11	\$4,184.10	\$3,656.45
Spending Potential Index	207	186	163
Vehicle Maintenance & Repairs: Total \$	\$5,032,050	\$47,413,561	\$102,590,949
Average Spent	\$2,073.36	\$1,921.60	\$1,735.62
Spending Potential Index	181	168	152

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.