



Community Profile

44749-Riverwalk Market
 3750 Long Prairie Rd
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.03635
 Longitude: -97.07000

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,233	71,217	134,875
2010 Total Population	9,792	87,625	164,289
2019 Total Population	13,639	103,334	193,851
2019 Group Quarters	31	164	463
2024 Total Population	15,174	112,522	211,451
2019-2024 Annual Rate	2.16%	1.72%	1.75%
2019 Total Daytime Population	17,206	90,198	166,880
Workers	10,823	40,895	75,369
Residents	6,383	49,303	91,511
Household Summary			
2000 Households	2,930	23,304	46,692
2000 Average Household Size	3.14	3.05	2.88
2010 Households	3,265	29,522	57,330
2010 Average Household Size	2.99	2.96	2.86
2019 Households	4,577	34,914	67,102
2019 Average Household Size	2.97	2.95	2.88
2024 Households	5,085	37,961	73,005
2024 Average Household Size	2.98	2.96	2.89
2019-2024 Annual Rate	2.13%	1.69%	1.70%
2010 Families	2,761	24,129	43,705
2010 Average Family Size	3.28	3.31	3.29
2019 Families	3,770	28,163	50,484
2019 Average Family Size	3.31	3.32	3.34
2024 Families	4,160	30,482	54,611
2024 Average Family Size	3.33	3.34	3.36
2019-2024 Annual Rate	1.99%	1.60%	1.58%
Housing Unit Summary			
2000 Housing Units	2,982	24,222	48,808
Owner Occupied Housing Units	86.3%	84.4%	72.6%
Renter Occupied Housing Units	11.9%	11.8%	23.1%
Vacant Housing Units	1.7%	3.8%	4.3%
2010 Housing Units	3,357	30,358	59,772
Owner Occupied Housing Units	82.5%	81.0%	69.8%
Renter Occupied Housing Units	14.8%	16.2%	26.1%
Vacant Housing Units	2.7%	2.8%	4.1%
2019 Housing Units	4,643	35,521	69,036
Owner Occupied Housing Units	76.2%	77.5%	67.5%
Renter Occupied Housing Units	22.4%	20.8%	29.7%
Vacant Housing Units	1.4%	1.7%	2.8%
2024 Housing Units	5,154	38,585	74,982
Owner Occupied Housing Units	75.7%	77.1%	67.1%
Renter Occupied Housing Units	23.0%	21.3%	30.3%
Vacant Housing Units	1.3%	1.6%	2.6%
Median Household Income			
2019	\$111,070	\$112,012	\$96,427
2024	\$116,162	\$117,450	\$103,030
Median Home Value			
2019	\$290,708	\$288,417	\$273,951
2024	\$315,738	\$314,524	\$299,850
Per Capita Income			
2019	\$47,986	\$47,193	\$42,969
2024	\$51,414	\$50,638	\$46,379
Median Age			
2010	37.6	36.6	35.3
2019	39.6	38.3	36.7
2024	40.2	39.4	37.5

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	4,577	34,914	67,102
<\$15,000	1.7%	2.1%	2.9%
\$15,000 - \$24,999	2.1%	2.8%	4.5%
\$25,000 - \$34,999	2.1%	3.6%	5.6%
\$35,000 - \$49,999	7.0%	7.6%	10.1%
\$50,000 - \$74,999	11.1%	12.1%	15.2%
\$75,000 - \$99,999	17.7%	13.6%	13.1%
\$100,000 - \$149,999	26.2%	24.4%	20.7%
\$150,000 - \$199,999	16.2%	16.9%	13.5%
\$200,000+	15.9%	17.0%	14.2%
Average Household Income	\$140,724	\$139,894	\$124,123
2024 Households by Income			
Household Income Base	5,085	37,961	73,005
<\$15,000	1.4%	1.8%	2.4%
\$15,000 - \$24,999	1.8%	2.3%	3.7%
\$25,000 - \$34,999	1.8%	3.1%	4.8%
\$35,000 - \$49,999	6.1%	6.8%	9.2%
\$50,000 - \$74,999	10.2%	11.5%	14.9%
\$75,000 - \$99,999	16.7%	12.9%	13.0%
\$100,000 - \$149,999	27.3%	25.0%	21.8%
\$150,000 - \$199,999	18.1%	18.7%	15.3%
\$200,000+	16.6%	17.8%	15.0%
Average Household Income	\$150,685	\$150,326	\$134,339
2019 Owner Occupied Housing Units by Value			
Total	3,538	27,527	46,570
<\$50,000	1.2%	1.2%	3.9%
\$50,000 - \$99,999	1.2%	1.7%	3.9%
\$100,000 - \$149,999	3.1%	3.9%	4.9%
\$150,000 - \$199,999	12.1%	12.3%	12.9%
\$200,000 - \$249,999	15.0%	18.7%	18.0%
\$250,000 - \$299,999	21.4%	15.7%	13.5%
\$300,000 - \$399,999	28.3%	24.1%	21.5%
\$400,000 - \$499,999	10.0%	12.4%	11.3%
\$500,000 - \$749,999	5.1%	7.9%	7.7%
\$750,000 - \$999,999	1.6%	1.4%	1.5%
\$1,000,000 - \$1,499,999	0.5%	0.3%	0.6%
\$1,500,000 - \$1,999,999	0.4%	0.2%	0.2%
\$2,000,000 +	0.3%	0.2%	0.2%
Average Home Value	\$326,279	\$324,677	\$312,388
2024 Owner Occupied Housing Units by Value			
Total	3,900	29,728	50,260
<\$50,000	0.5%	0.6%	3.1%
\$50,000 - \$99,999	0.6%	1.1%	2.9%
\$100,000 - \$149,999	2.2%	2.8%	3.7%
\$150,000 - \$199,999	9.4%	9.9%	10.7%
\$200,000 - \$249,999	12.7%	17.5%	17.4%
\$250,000 - \$299,999	19.4%	14.1%	12.3%
\$300,000 - \$399,999	32.7%	26.9%	24.0%
\$400,000 - \$499,999	14.0%	16.1%	14.8%
\$500,000 - \$749,999	5.4%	8.5%	8.2%
\$750,000 - \$999,999	2.0%	1.8%	1.9%
\$1,000,000 - \$1,499,999	0.5%	0.3%	0.7%
\$1,500,000 - \$1,999,999	0.4%	0.2%	0.2%
\$2,000,000 +	0.3%	0.2%	0.2%
Average Home Value	\$348,505	\$346,401	\$334,324

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	9,791	87,626	164,290
0 - 4	5.8%	6.5%	7.0%
5 - 9	8.7%	9.1%	8.5%
10 - 14	10.4%	9.8%	8.8%
15 - 24	12.7%	12.1%	12.9%
25 - 34	8.3%	9.7%	12.2%
35 - 44	17.4%	18.3%	16.9%
45 - 54	20.2%	18.8%	17.3%
55 - 64	10.4%	9.4%	9.6%
65 - 74	3.9%	3.9%	4.2%
75 - 84	1.5%	1.7%	1.8%
85 +	0.6%	0.7%	0.7%
18 +	68.8%	68.9%	70.5%
2019 Population by Age			
Total	13,639	103,333	193,851
0 - 4	5.2%	5.7%	6.2%
5 - 9	6.5%	7.2%	7.1%
10 - 14	7.7%	8.5%	7.9%
15 - 24	13.5%	12.8%	13.0%
25 - 34	11.8%	11.5%	13.4%
35 - 44	12.5%	13.8%	14.1%
45 - 54	16.6%	16.6%	15.1%
55 - 64	15.4%	13.7%	12.8%
65 - 74	7.6%	6.8%	6.9%
75 - 84	2.5%	2.5%	2.5%
85 +	0.8%	0.9%	0.9%
18 +	75.6%	73.8%	74.2%
2024 Population by Age			
Total	15,173	112,524	211,452
0 - 4	5.2%	5.6%	6.2%
5 - 9	6.2%	6.7%	6.7%
10 - 14	7.2%	7.9%	7.4%
15 - 24	11.6%	11.8%	12.4%
25 - 34	12.6%	11.7%	13.4%
35 - 44	13.7%	14.5%	14.6%
45 - 54	14.4%	14.9%	13.7%
55 - 64	14.7%	13.8%	12.7%
65 - 74	9.7%	8.6%	8.3%
75 - 84	3.7%	3.6%	3.5%
85 +	0.9%	1.0%	1.0%
18 +	76.8%	75.1%	75.3%
2010 Population by Sex			
Males	4,859	43,174	81,431
Females	4,933	44,451	82,858
2019 Population by Sex			
Males	6,690	50,776	95,990
Females	6,949	52,558	97,861
2024 Population by Sex			
Males	7,453	55,319	104,609
Females	7,721	57,203	106,843

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	9,792	87,625	164,289
White Alone	85.2%	80.1%	77.4%
Black Alone	3.0%	4.9%	6.2%
American Indian Alone	0.8%	0.6%	0.6%
Asian Alone	6.9%	8.3%	6.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.9%	3.7%	6.6%
Two or More Races	2.2%	2.4%	2.6%
Hispanic Origin	8.9%	12.4%	18.7%
Diversity Index	38.7	49.1	57.7
2019 Population by Race/Ethnicity			
Total	13,638	103,333	193,850
White Alone	80.0%	74.5%	72.0%
Black Alone	4.3%	6.1%	7.7%
American Indian Alone	0.7%	0.5%	0.6%
Asian Alone	10.1%	11.7%	9.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.3%	4.2%	7.4%
Two or More Races	2.6%	2.8%	3.1%
Hispanic Origin	10.5%	13.7%	20.6%
Diversity Index	47.0	56.3	64.1
2024 Population by Race/Ethnicity			
Total	15,174	112,522	211,451
White Alone	77.0%	71.4%	69.1%
Black Alone	5.3%	7.3%	9.0%
American Indian Alone	0.7%	0.5%	0.6%
Asian Alone	11.6%	13.1%	10.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.6%	4.5%	7.8%
Two or More Races	2.8%	3.0%	3.3%
Hispanic Origin	11.6%	14.8%	21.8%
Diversity Index	51.5	60.1	67.3
2010 Population by Relationship and Household Type			
Total	9,792	87,625	164,289
In Households	99.8%	99.8%	99.8%
In Family Households	93.5%	92.4%	89.3%
Householder	28.4%	27.5%	26.6%
Spouse	23.7%	23.3%	21.7%
Child	38.3%	37.3%	35.4%
Other relative	2.0%	3.0%	3.8%
Nonrelative	1.1%	1.3%	1.8%
In Nonfamily Households	6.3%	7.5%	10.5%
In Group Quarters	0.2%	0.2%	0.2%
Institutionalized Population	0.2%	0.2%	0.2%
Noninstitutionalized Population	0.0%	0.0%	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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	9,151	68,007	127,412
Less than 9th Grade	0.9%	2.5%	4.1%
9th - 12th Grade, No Diploma	2.0%	2.8%	4.2%
High School Graduate	10.5%	11.8%	14.5%
GED/Alternative Credential	1.1%	1.8%	2.0%
Some College, No Degree	21.1%	19.0%	20.2%
Associate Degree	9.3%	7.7%	7.5%
Bachelor's Degree	34.8%	35.6%	32.1%
Graduate/Professional Degree	20.2%	18.7%	15.4%
2019 Population 15+ by Marital Status			
Total	10,994	81,267	152,603
Never Married	25.3%	25.2%	27.7%
Married	60.8%	63.3%	59.5%
Widowed	2.7%	3.0%	3.2%
Divorced	11.3%	8.4%	9.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.6%	96.8%	96.6%
Civilian Unemployed (Unemployment Rate)	2.4%	3.2%	3.4%
2019 Employed Population 16+ by Industry			
Total	7,388	54,959	104,116
Agriculture/Mining	1.0%	0.7%	0.7%
Construction	3.0%	4.4%	5.4%
Manufacturing	8.0%	9.6%	9.1%
Wholesale Trade	3.6%	3.6%	3.9%
Retail Trade	9.8%	9.8%	11.1%
Transportation/Utilities	7.9%	7.6%	7.2%
Information	3.5%	3.0%	2.7%
Finance/Insurance/Real Estate	10.8%	11.3%	10.3%
Services	49.9%	46.9%	47.1%
Public Administration	2.4%	2.9%	2.5%
2019 Employed Population 16+ by Occupation			
Total	7,391	54,960	104,116
White Collar	78.2%	77.8%	72.0%
Management/Business/Financial	25.9%	26.0%	22.7%
Professional	28.0%	27.0%	24.0%
Sales	12.4%	12.2%	12.3%
Administrative Support	11.9%	12.5%	13.0%
Services	13.1%	11.1%	13.8%
Blue Collar	8.8%	11.1%	14.2%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	1.0%	1.9%	2.9%
Installation/Maintenance/Repair	1.7%	2.1%	2.6%
Production	2.3%	3.0%	3.8%
Transportation/Material Moving	3.8%	3.9%	4.8%
2010 Population By Urban/ Rural Status			
Total Population	9,792	87,625	164,289
Population Inside Urbanized Area	100.0%	100.0%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.8%

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	3,265	29,522	57,330
Households with 1 Person	13.0%	15.1%	18.9%
Households with 2+ People	87.0%	84.9%	81.1%
Family Households	84.6%	81.7%	76.2%
Husband-wife Families	70.6%	69.4%	62.2%
With Related Children	41.2%	40.8%	35.2%
Other Family (No Spouse Present)	14.0%	12.4%	14.0%
Other Family with Male Householder	4.0%	3.5%	4.1%
With Related Children	2.6%	2.2%	2.5%
Other Family with Female Householder	10.0%	8.9%	9.9%
With Related Children	7.4%	6.3%	6.9%
Nonfamily Households	2.4%	3.2%	4.9%
All Households with Children	51.5%	49.6%	44.9%
Multigenerational Households	3.2%	3.5%	3.8%
Unmarried Partner Households	2.9%	3.3%	4.7%
Male-female	2.5%	2.7%	4.1%
Same-sex	0.4%	0.6%	0.7%
2010 Households by Size			
Total	3,266	29,520	57,331
1 Person Household	13.0%	15.1%	18.9%
2 Person Household	28.9%	28.8%	30.0%
3 Person Household	22.3%	20.1%	18.6%
4 Person Household	23.8%	22.9%	19.5%
5 Person Household	9.0%	9.1%	8.3%
6 Person Household	2.2%	2.6%	2.9%
7 + Person Household	0.9%	1.4%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	3,265	29,522	57,330
Owner Occupied	84.8%	83.3%	72.7%
Owned with a Mortgage/Loan	75.0%	73.6%	62.3%
Owned Free and Clear	9.8%	9.7%	10.4%
Renter Occupied	15.2%	16.7%	27.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,357	30,358	59,772
Housing Units Inside Urbanized Area	100.0%	100.0%	99.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.8%

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.	Home Improvement (4B)	Soccer Moms (4A)	Soccer Moms (4A)
3.	Soccer Moms (4A)	Home Improvement (4B)	Young and Restless (11B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$15,404,358	\$118,131,560	\$206,157,648
Average Spent	\$3,365.60	\$3,383.50	\$3,072.30
Spending Potential Index	157	158	143
Education: Total \$	\$12,238,164	\$93,024,930	\$155,818,430
Average Spent	\$2,673.84	\$2,664.40	\$2,322.11
Spending Potential Index	168	167	146
Entertainment/Recreation: Total \$	\$23,691,992	\$179,355,573	\$305,537,279
Average Spent	\$5,176.31	\$5,137.07	\$4,553.33
Spending Potential Index	158	157	139
Food at Home: Total \$	\$35,627,050	\$272,049,119	\$477,305,779
Average Spent	\$7,783.93	\$7,791.98	\$7,113.14
Spending Potential Index	150	151	137
Food Away from Home: Total \$	\$26,466,547	\$202,627,083	\$353,409,398
Average Spent	\$5,782.51	\$5,803.61	\$5,266.75
Spending Potential Index	157	158	143
Health Care: Total \$	\$42,249,432	\$317,615,601	\$538,748,280
Average Spent	\$9,230.81	\$9,097.08	\$8,028.80
Spending Potential Index	156	153	135
HH Furnishings & Equipment: Total \$	\$15,948,405	\$120,722,551	\$206,111,407
Average Spent	\$3,484.47	\$3,457.71	\$3,071.61
Spending Potential Index	163	162	144
Personal Care Products & Services: Total \$	\$6,673,663	\$50,787,870	\$86,890,393
Average Spent	\$1,458.09	\$1,454.66	\$1,294.90
Spending Potential Index	164	164	146
Shelter: Total \$	\$131,052,532	\$998,284,880	\$1,740,902,651
Average Spent	\$28,632.85	\$28,592.68	\$25,944.12
Spending Potential Index	155	155	140
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,404,307	\$138,587,841	\$232,218,792
Average Spent	\$4,021.04	\$3,969.41	\$3,460.68
Spending Potential Index	162	160	140
Travel: Total \$	\$17,321,535	\$130,298,553	\$217,464,567
Average Spent	\$3,784.47	\$3,731.99	\$3,240.81
Spending Potential Index	169	166	144
Vehicle Maintenance & Repairs: Total \$	\$8,059,861	\$61,532,719	\$107,266,712
Average Spent	\$1,760.95	\$1,762.41	\$1,598.56
Spending Potential Index	154	154	140

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.