



Community Profile

40115-Westover Marketplace
 8211 TX-151
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 29.43566
 Longitude: -98.64799

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,776	73,476	201,853
2010 Total Population	6,055	104,505	268,918
2019 Total Population	9,361	122,661	311,704
2019 Group Quarters	1	58	10,591
2024 Total Population	10,732	132,121	334,123
2019-2024 Annual Rate	2.77%	1.50%	1.40%
2019 Total Daytime Population	11,339	104,475	274,969
Workers	6,149	38,889	111,292
Residents	5,190	65,586	163,677
Household Summary			
2000 Households	1,361	24,665	63,893
2000 Average Household Size	2.77	2.98	3.04
2010 Households	2,057	35,669	86,226
2010 Average Household Size	2.94	2.93	3.00
2019 Households	3,167	41,965	99,679
2019 Average Household Size	2.96	2.92	3.02
2024 Households	3,616	45,261	106,937
2024 Average Household Size	2.97	2.92	3.03
2019-2024 Annual Rate	2.69%	1.52%	1.42%
2010 Families	1,346	25,762	64,226
2010 Average Family Size	3.62	3.46	3.48
2019 Families	1,928	29,521	73,278
2019 Average Family Size	3.77	3.50	3.53
2024 Families	2,166	31,529	78,205
2024 Average Family Size	3.81	3.51	3.55
2019-2024 Annual Rate	2.36%	1.32%	1.31%
Housing Unit Summary			
2000 Housing Units	1,386	25,883	67,033
Owner Occupied Housing Units	46.0%	54.7%	60.4%
Renter Occupied Housing Units	52.2%	40.6%	35.0%
Vacant Housing Units	1.9%	4.7%	4.7%
2010 Housing Units	2,155	38,260	92,127
Owner Occupied Housing Units	42.9%	53.0%	58.2%
Renter Occupied Housing Units	52.5%	40.2%	35.4%
Vacant Housing Units	4.5%	6.8%	6.4%
2019 Housing Units	3,338	44,052	104,156
Owner Occupied Housing Units	35.1%	49.8%	57.7%
Renter Occupied Housing Units	59.8%	45.4%	38.0%
Vacant Housing Units	5.1%	4.7%	4.3%
2024 Housing Units	3,808	47,482	111,642
Owner Occupied Housing Units	33.1%	49.2%	57.4%
Renter Occupied Housing Units	61.8%	46.1%	38.3%
Vacant Housing Units	5.0%	4.7%	4.2%
Median Household Income			
2019	\$37,393	\$51,725	\$53,464
2024	\$43,781	\$56,949	\$59,388
Median Home Value			
2019	\$156,745	\$148,225	\$154,671
2024	\$167,528	\$162,589	\$169,712
Per Capita Income			
2019	\$17,777	\$21,319	\$21,537
2024	\$20,644	\$24,386	\$24,632
Median Age			
2010	28.2	29.8	29.5
2019	28.3	30.9	30.9
2024	28.0	31.2	31.3

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	3,167	41,965	99,679
<\$15,000	14.1%	11.4%	11.1%
\$15,000 - \$24,999	15.9%	9.9%	9.8%
\$25,000 - \$34,999	16.7%	11.3%	10.7%
\$35,000 - \$49,999	15.4%	15.1%	14.3%
\$50,000 - \$74,999	17.4%	21.6%	20.9%
\$75,000 - \$99,999	11.5%	14.0%	13.5%
\$100,000 - \$149,999	8.6%	13.0%	14.4%
\$150,000 - \$199,999	0.4%	2.3%	3.7%
\$200,000+	0.0%	1.4%	1.7%
Average Household Income	\$48,109	\$62,543	\$66,119
2024 Households by Income			
Household Income Base	3,616	45,261	106,937
<\$15,000	11.4%	9.4%	9.2%
\$15,000 - \$24,999	13.3%	8.3%	8.3%
\$25,000 - \$34,999	15.2%	10.1%	9.4%
\$35,000 - \$49,999	15.2%	14.0%	13.2%
\$50,000 - \$74,999	18.7%	22.0%	20.9%
\$75,000 - \$99,999	14.1%	15.1%	14.4%
\$100,000 - \$149,999	11.3%	16.1%	17.4%
\$150,000 - \$199,999	0.7%	3.2%	5.0%
\$200,000+	0.0%	1.8%	2.3%
Average Household Income	\$55,710	\$71,439	\$75,796
2019 Owner Occupied Housing Units by Value			
Total	1,170	21,951	60,045
<\$50,000	3.6%	3.7%	4.6%
\$50,000 - \$99,999	18.1%	19.9%	18.3%
\$100,000 - \$149,999	22.9%	27.4%	24.6%
\$150,000 - \$199,999	39.9%	27.7%	26.8%
\$200,000 - \$249,999	11.7%	10.6%	14.0%
\$250,000 - \$299,999	2.6%	4.2%	4.5%
\$300,000 - \$399,999	0.3%	3.1%	3.2%
\$400,000 - \$499,999	0.3%	1.7%	1.3%
\$500,000 - \$749,999	0.3%	0.9%	1.4%
\$750,000 - \$999,999	0.2%	0.4%	0.5%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$153,889	\$166,251	\$177,268
2024 Owner Occupied Housing Units by Value			
Total	1,260	23,371	64,119
<\$50,000	2.6%	3.0%	3.7%
\$50,000 - \$99,999	13.2%	16.5%	14.9%
\$100,000 - \$149,999	19.4%	23.4%	20.9%
\$150,000 - \$199,999	42.2%	28.2%	26.5%
\$200,000 - \$249,999	16.0%	13.8%	17.6%
\$250,000 - \$299,999	3.9%	5.3%	5.5%
\$300,000 - \$399,999	0.5%	4.4%	4.6%
\$400,000 - \$499,999	0.7%	2.5%	2.0%
\$500,000 - \$749,999	0.5%	1.5%	2.3%
\$750,000 - \$999,999	0.6%	0.8%	0.8%
\$1,000,000 - \$1,499,999	0.5%	0.7%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$174,029	\$188,561	\$202,183

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	6,052	104,506	268,918
0 - 4	10.3%	8.8%	8.5%
5 - 9	7.7%	8.5%	8.4%
10 - 14	7.5%	8.3%	8.1%
15 - 24	17.8%	16.1%	17.4%
25 - 34	18.9%	16.5%	16.2%
35 - 44	12.0%	13.7%	13.3%
45 - 54	10.0%	11.9%	11.7%
55 - 64	6.9%	8.5%	8.6%
65 - 74	5.4%	4.8%	4.7%
75 - 84	3.2%	2.3%	2.5%
85 +	0.4%	0.5%	0.7%
18 +	70.5%	69.4%	70.3%
2019 Population by Age			
Total	9,360	122,659	311,704
0 - 4	9.6%	8.2%	8.0%
5 - 9	8.0%	7.7%	7.6%
10 - 14	6.5%	7.3%	7.3%
15 - 24	17.7%	15.4%	16.5%
25 - 34	21.3%	18.1%	17.2%
35 - 44	12.9%	13.6%	13.4%
45 - 54	9.1%	11.1%	10.8%
55 - 64	6.8%	9.1%	9.2%
65 - 74	4.3%	6.0%	6.3%
75 - 84	2.9%	2.7%	2.8%
85 +	0.9%	0.7%	0.9%
18 +	72.6%	72.6%	73.0%
2024 Population by Age			
Total	10,733	132,120	334,122
0 - 4	9.8%	8.3%	8.1%
5 - 9	7.8%	7.6%	7.6%
10 - 14	6.5%	7.3%	7.3%
15 - 24	17.7%	14.8%	15.8%
25 - 34	22.6%	18.9%	17.7%
35 - 44	12.5%	13.8%	13.9%
45 - 54	8.8%	10.6%	10.4%
55 - 64	6.6%	8.6%	8.6%
65 - 74	4.4%	6.1%	6.4%
75 - 84	2.3%	3.0%	3.3%
85 +	1.0%	0.8%	1.0%
18 +	72.5%	72.7%	72.9%
2010 Population by Sex			
Males	2,906	50,588	133,227
Females	3,149	53,917	135,691
2019 Population by Sex			
Males	4,583	59,756	154,553
Females	4,778	62,905	157,151
2024 Population by Sex			
Males	5,210	64,240	165,396
Females	5,522	67,881	168,727

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	6,055	104,505	268,917
White Alone	68.3%	68.8%	70.5%
Black Alone	11.1%	8.5%	7.6%
American Indian Alone	0.9%	0.9%	0.9%
Asian Alone	1.9%	2.1%	1.9%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	13.5%	15.4%	15.0%
Two or More Races	4.2%	4.2%	3.9%
Hispanic Origin	68.8%	70.5%	68.2%
Diversity Index	72.7	71.9	71.5
2019 Population by Race/Ethnicity			
Total	9,361	122,660	311,705
White Alone	65.0%	66.6%	68.1%
Black Alone	12.2%	9.1%	8.3%
American Indian Alone	0.9%	0.9%	0.9%
Asian Alone	2.3%	2.6%	2.3%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	14.9%	16.2%	15.8%
Two or More Races	4.5%	4.5%	4.3%
Hispanic Origin	70.7%	72.5%	70.2%
Diversity Index	74.3	72.8	72.5
2024 Population by Race/Ethnicity			
Total	10,732	132,121	334,125
White Alone	64.5%	66.3%	67.7%
Black Alone	12.6%	9.4%	8.6%
American Indian Alone	1.0%	0.9%	0.9%
Asian Alone	2.6%	2.8%	2.6%
Pacific Islander Alone	0.1%	0.2%	0.3%
Some Other Race Alone	14.7%	15.8%	15.5%
Two or More Races	4.6%	4.6%	4.4%
Hispanic Origin	71.8%	73.6%	71.3%
Diversity Index	74.3	72.5	72.4
2010 Population by Relationship and Household Type			
Total	6,055	104,505	268,918
In Households	100.0%	99.9%	96.1%
In Family Households	83.8%	88.2%	85.9%
Householder	24.2%	24.6%	23.9%
Spouse	13.9%	15.8%	15.6%
Child	37.1%	39.5%	38.4%
Other relative	5.2%	5.4%	5.3%
Nonrelative	3.5%	2.9%	2.7%
In Nonfamily Households	16.2%	11.8%	10.3%
In Group Quarters	0.0%	0.1%	3.9%
Institutionalized Population	0.0%	0.0%	0.2%
Noninstitutionalized Population	0.0%	0.1%	3.7%

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	5,447	75,204	188,986
Less than 9th Grade	4.1%	6.2%	6.9%
9th - 12th Grade, No Diploma	12.1%	9.3%	9.0%
High School Graduate	32.0%	24.6%	23.4%
GED/Alternative Credential	4.4%	5.6%	4.9%
Some College, No Degree	21.9%	25.0%	24.7%
Associate Degree	9.9%	10.3%	10.2%
Bachelor's Degree	10.6%	12.8%	14.2%
Graduate/Professional Degree	5.2%	6.3%	6.6%
2019 Population 15+ by Marital Status			
Total	7,107	94,134	240,364
Never Married	41.0%	37.2%	37.5%
Married	39.2%	45.5%	46.8%
Widowed	5.6%	4.5%	4.2%
Divorced	14.2%	12.7%	11.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	93.4%	93.3%	94.4%
Civilian Unemployed (Unemployment Rate)	6.6%	6.7%	5.6%
2019 Employed Population 16+ by Industry			
Total	4,131	57,136	138,104
Agriculture/Mining	1.6%	0.7%	0.8%
Construction	14.2%	9.9%	9.6%
Manufacturing	3.3%	5.7%	5.6%
Wholesale Trade	1.9%	1.8%	1.5%
Retail Trade	10.7%	12.0%	11.6%
Transportation/Utilities	7.0%	5.9%	5.4%
Information	2.7%	2.4%	1.9%
Finance/Insurance/Real Estate	9.9%	9.1%	9.2%
Services	44.1%	46.1%	47.6%
Public Administration	4.6%	6.4%	6.7%
2019 Employed Population 16+ by Occupation			
Total	4,131	57,137	138,101
White Collar	52.6%	55.8%	56.7%
Management/Business/Financial	3.9%	9.8%	10.7%
Professional	14.1%	16.6%	18.1%
Sales	8.4%	9.7%	9.7%
Administrative Support	26.2%	19.7%	18.1%
Services	20.1%	21.3%	21.1%
Blue Collar	27.3%	22.9%	22.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	13.1%	7.6%	7.3%
Installation/Maintenance/Repair	5.2%	4.4%	4.4%
Production	4.0%	4.3%	4.2%
Transportation/Material Moving	5.0%	6.5%	6.2%
2010 Population By Urban/ Rural Status			
Total Population	6,055	104,505	268,918
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

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	2,057	35,669	86,225
Households with 1 Person	28.9%	22.4%	20.4%
Households with 2+ People	71.1%	77.6%	79.6%
Family Households	65.4%	72.2%	74.5%
Husband-wife Families	38.1%	46.4%	48.7%
With Related Children	20.3%	26.2%	27.4%
Other Family (No Spouse Present)	27.4%	25.8%	25.8%
Other Family with Male Householder	6.7%	6.3%	6.4%
With Related Children	4.3%	3.9%	3.9%
Other Family with Female Householder	20.7%	19.6%	19.4%
With Related Children	15.1%	14.2%	13.8%
Nonfamily Households	5.6%	5.4%	5.1%
All Households with Children	40.0%	44.9%	45.7%
Multigenerational Households	6.5%	7.9%	8.2%
Unmarried Partner Households	8.9%	7.8%	7.5%
Male-female	8.2%	7.1%	6.7%
Same-sex	0.8%	0.7%	0.8%
2010 Households by Size			
Total	2,057	35,668	86,226
1 Person Household	28.9%	22.4%	20.4%
2 Person Household	26.5%	26.1%	26.2%
3 Person Household	16.6%	18.2%	18.7%
4 Person Household	13.8%	16.1%	16.7%
5 Person Household	7.9%	9.6%	9.9%
6 Person Household	3.7%	4.4%	4.5%
7 + Person Household	2.6%	3.3%	3.5%
2010 Households by Tenure and Mortgage Status			
Total	2,057	35,669	86,226
Owner Occupied	45.0%	56.9%	62.2%
Owned with a Mortgage/Loan	30.9%	44.0%	47.5%
Owned Free and Clear	14.0%	12.9%	14.7%
Renter Occupied	55.0%	43.1%	37.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,155	38,260	92,127
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%

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)	Up and Coming Families (7A)
2.	Midlife Constants (5E)	Up and Coming Families (7A)	Southwestern Families (7F)
3.	Rustbelt Traditions (5D)	Southwestern Families (7F)	Young and Restless (11B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$4,093,990	\$68,992,391	\$171,687,739
Average Spent	\$1,292.70	\$1,644.05	\$1,722.41
Spending Potential Index	60	77	80
Education: Total \$	\$2,632,866	\$43,675,663	\$109,292,857
Average Spent	\$831.34	\$1,040.76	\$1,096.45
Spending Potential Index	52	65	69
Entertainment/Recreation: Total \$	\$5,636,844	\$97,219,242	\$244,160,897
Average Spent	\$1,779.87	\$2,316.67	\$2,449.47
Spending Potential Index	54	71	75
Food at Home: Total \$	\$9,731,738	\$163,350,669	\$405,942,737
Average Spent	\$3,072.86	\$3,892.55	\$4,072.50
Spending Potential Index	59	75	79
Food Away from Home: Total \$	\$7,055,675	\$118,846,450	\$295,543,281
Average Spent	\$2,227.87	\$2,832.04	\$2,964.95
Spending Potential Index	61	77	81
Health Care: Total \$	\$10,013,401	\$175,811,197	\$442,832,249
Average Spent	\$3,161.79	\$4,189.47	\$4,442.58
Spending Potential Index	53	71	75
HH Furnishings & Equipment: Total \$	\$3,837,275	\$67,312,575	\$169,490,834
Average Spent	\$1,211.64	\$1,604.02	\$1,700.37
Spending Potential Index	57	75	80
Personal Care Products & Services: Total \$	\$1,648,350	\$28,249,920	\$70,637,232
Average Spent	\$520.48	\$673.18	\$708.65
Spending Potential Index	59	76	80
Shelter: Total \$	\$33,753,672	\$565,951,888	\$1,412,560,993
Average Spent	\$10,657.93	\$13,486.28	\$14,171.10
Spending Potential Index	58	73	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,127,579	\$72,224,850	\$182,479,576
Average Spent	\$1,303.31	\$1,721.07	\$1,830.67
Spending Potential Index	53	69	74
Travel: Total \$	\$3,568,433	\$64,015,221	\$163,134,449
Average Spent	\$1,126.75	\$1,525.44	\$1,636.60
Spending Potential Index	50	68	73
Vehicle Maintenance & Repairs: Total \$	\$2,207,912	\$36,133,562	\$89,359,969
Average Spent	\$697.16	\$861.04	\$896.48
Spending Potential Index	61	75	78

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.