Community Profile

Whiterock Marketplace
11255 Garland Rd, Dallas, Texas, 75218
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	15,597	118,897	375,062
2020 Total Population	16,577	126,785	401,403
2020 Group Quarters	56	862	1,727
2026 Total Population	16,177	125,026	396,603
2026 Group Quarters	53	873	1,780
2031 Total Population	15,894	124,275	394,756
2026-2031 Annual Rate	-0.35%	-0.12%	-0.09%
2026 Total Daytime Population	11,908	112,365	380,716
Workers	4,056	50,429	192,148
Residents	7,852	61,936	188,568

Household Summary			
2010 Total Households	5,871	44,965	145,059
2010 Average Household Size	2.64	2.63	2.58
2020 Total Households	6,077	47,080	155,475
2020 Average Household Size	2.72	2.67	2.57
2026 Total Households	6,044	47,679	157,992
2026 Average Household Size	2.67	2.60	2.50
2031 Total Households	6,003	47,999	159,492
2031 Average Household Size	2.64	2.57	2.46
2026-2031 Annual Rate	-0.14%	0.13%	0.19%
2026 Families	3,968	30,186	93,188
2026 Average Family Size	3.40	3.38	3.34
2031 Families	3,928	30,237	93,476
2031 Average Family Size	3.38	3.35	3.31
2026-2031 Growth Rate	-0.20%	0.03%	0.06%

Median Household Income			
2026	$85,807	$79,819	$75,010
2031	$102,161	$91,230	$82,927

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$53,826	$49,668	$47,308
2031	$62,813	$58,148	$54,398

2026 Households by Income			
Household Income Base	6,045	47,677	157,991
<$10,000	2.7%	3.8%	5.0%
$10,000-14,999	2.4%	3.7%	3.4%
$15,000-19,999	1.8%	1.9%	2.1%
$20,000-24,999	3.4%	2.8%	3.0%
$25,000-29,999	3.2%	3.7%	3.5%
$30,000-34,999	2.9%	3.7%	4.2%
$35,000-39,999	2.5%	3.4%	3.7%
$40,000-44,999	4.8%	4.5%	4.8%
$45,000-49,999	2.6%	3.4%	3.5%
$50,000-59,999	6.7%	6.7%	6.6%
$60,000-74,999	11.5%	9.3%	10.1%
$75000-99999	11.0%	13.0%	13.6%
$100,000-124,999	10.8%	8.7%	8.7%
$125,000-149,999	5.6%	6.0%	5.6%
$150000-199999	7.0%	7.9%	7.7%
$200,000-249,999	7.4%	6.1%	5.3%
$250,000-299,999	2.6%	2.6%	2.3%
$300,000-399,999	2.9%	2.6%	2.3%
$400,000-499,999	1.8%	1.4%	1.2%
$500,000+	6.2%	4.9%	3.4%
Average Household Income	$142,698	$130,334	$118,289

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	81	75	72
Percent of Income for Mortgage	25.5%	27.7%	29.0%
Wealth Index	113	101	87

Median Home Value			
2026	$371,686	$375,691	$369,255
2031	$480,424	$487,275	$481,621

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	3,869	25,533	68,583
<$50,000	1.6%	0.8%	1.1%
$50,000 - $99,999	2.0%	0.9%	1.0%
$100,000 - $149,999	5.8%	3.4%	3.3%
$150,000 - $199,999	6.1%	5.3%	6.1%
$200,000 - $249,999	6.1%	9.6%	10.4%
$250,000 - $299,999	12.4%	13.3%	14.0%
$300,000 - $399,999	22.2%	22.1%	20.3%
$400,000 - $499,999	19.7%	15.8%	12.2%
$500,000 - $749,999	20.1%	18.5%	17.0%
$750,000 - $999,999	3.0%	5.8%	7.3%
$1,000,000 - $1,499,999	0.2%	2.7%	4.4%
$1,500,000 - $1,999,999	0.5%	0.9%	1.6%
$2,000,000 +	0.2%	1.0%	1.3%
Average Home Value	$401,447	$457,834	$484,633

Housing Unit Summary			
2010 Total Housing Units	6,343	49,462	162,931
Owner Occupied Housing Units	67.2%	57.4%	47.1%
Renter Occupied Housing Units	32.8%	42.6%	52.9%
Vacant Housing Units	7.4%	9.1%	11.0%
2020 Housing Units	6,409	50,790	168,440
Owner Occupied Housing Units	64.6%	54.4%	43.9%
Renter Occupied Housing Units	35.4%	45.6%	56.1%
Vacant Housing Units	5.8%	7.2%	7.7%
2026 Housing Units	6,435	51,910	173,062
Owner Occupied Housing Units	64.0%	53.5%	43.4%
Renter Occupied Housing Units	36.0%	46.5%	56.6%
Vacant Housing Units	6.1%	8.2%	8.7%
2031 Total Housing Units	6,507	53,015	176,858
Owner Occupied Housing Units	64.5%	54.1%	43.8%
Renter Occupied Housing Units	35.5%	45.9%	56.2%
Vacant Housing Units	7.8%	9.5%	9.8%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	8,177	62,364	197,622
Females	8,000	62,662	198,981

Median Age			
2010	36.3	33.9	32.3
2020	36.8	35.4	33.9
2026	38.4	36.6	34.9
2031	40.0	37.8	35.8

2026 Population by Age			
Total	16,178	125,025	396,604
0 - 4	6.5%	6.8%	6.8%
5 - 9	6.6%	7.1%	6.9%
10 - 14	6.2%	6.7%	6.5%
15 - 24	11.7%	13.3%	14.3%
25 - 34	13.7%	13.7%	15.7%
35 - 44	15.8%	14.8%	14.7%
45 - 54	11.5%	12.8%	12.6%
55 - 64	11.6%	10.4%	9.8%
65 - 74	9.7%	8.6%	7.8%
75 - 84	4.8%	4.3%	4.0%
85 +	1.5%	1.8%	1.4%
18 +	77.0%	75.2%	75.9%

2026 Population 15+ by Marital Status			
Total	13,049	99,177	316,793
Never Married	36.4%	36.3%	39.9%
Married	51.2%	49.9%	47.1%
Widowed	4.7%	4.5%	4.0%
Divorced	7.7%	9.3%	8.9%

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	11,161	82,620	260,206
Less than 9th Grade	9.7%	8.5%	8.3%
9th - 12th Grade, No Diploma	8.6%	7.2%	7.5%
High School Graduate	20.8%	22.0%	20.1%
GED/Alternative Credential	3.5%	3.3%	3.4%
Some College, No Degree	14.0%	14.7%	15.9%
Associate Degree	5.0%	5.7%	6.1%
Bachelor's Degree	24.2%	24.0%	24.5%
Graduate/Professional Degree	14.3%	14.7%	14.2%

2020 Population by Race/Ethnicity			
Total	16,577	126,785	401,403
White Alone	50.8%	45.8%	41.0%
Black Alone	6.2%	12.3%	18.2%
American Indian Alone	1.3%	1.2%	1.2%
Asian Alone	1.5%	2.8%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	20.3%	20.8%	18.8%
Two or More Races	20.3%	20.8%	18.8%
Hispanic Origin	51.9%	45.5%	41.3%
Diversity Index	82.8	85.0	86.3

2026 Population by Race/Ethnicity			
Total	16,178	125,025	396,602
White Alone	47.9%	43.6%	38.9%
Black Alone	6.1%	12.0%	17.9%
American Indian Alone	1.4%	1.2%	1.2%
Asian Alone	1.6%	3.0%	4.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	21.8%	22.1%	19.9%
Two or More Races	21.1%	18.1%	17.4%
Hispanic Origin	55.2%	48.2%	43.8%
Diversity Index	83.5	85.6	87.0

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	8,654	66,092	221,099
White Collar	59.1%	59.5%	59.2%
Management/Business/Financial	23.7%	18.2%	17.6%
Professional	16.2%	20.3%	20.4%
Sales	9.1%	9.8%	9.7%
Administrative Support	10.0%	11.3%	11.5%
Services	16.7%	16.0%	16.7%

2026 Employed Pop 16+ by Occupation			
Total	8,654	66,092	221,099
Blue Collar	24.3%	24.4%	24.0%
Farming/Forestry/Fishing	0.0%	0.3%	0.1%
Construction/Extraction	8.7%	8.8%	7.9%
Installation/Maintenance/Repair	1.7%	2.8%	2.8%
Production	5.5%	5.4%	5.1%
Transportation/Material Moving	8.3%	7.1%	8.1%
White Collar	59.1%	59.5%	59.2%
Management/Business/Financial	23.7%	18.2%	17.6%
Professional	16.2%	20.3%	20.4%
Sales	9.1%	9.8%	9.7%
Administrative Support	10.0%	11.3%	11.5%
Services	16.7%	16.0%	16.7%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,654	66,092	221,099
Population 16+ Employed	98.2%	97.3%	95.9%
Population 16+ Unemployment rate	1.8%	2.7%	4.1%
Population 16-24 Employed	12.0%	13.6%	14.3%
Population 16-24 Unemployment rate	4.7%	5.3%	7.7%
Population 25-54 Employed	63.6%	62.6%	62.4%
Population 25-54 Unemployment rate	1.6%	2.4%	3.6%
Population 55-64 Employed	16%	14%	13%
Population 55-64 Unemployment rate	0.9%	1.8%	3.4%
Population 65+ Employed	7%	7%	7%
Population 65+ Unemployment rate	0.3%	1.0%	1.9%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	8,499	64,330	212,005
Agriculture/Mining	1.1%	0.7%	0.4%
Construction	13.0%	12.5%	11.4%
Manufacturing	7.9%	7.4%	7.8%
Wholesale Trade	1.6%	2.0%	1.8%
Retail Trade	9.7%	9.6%	10.2%
Transportation/Utilities	7.2%	6.0%	6.7%
Information	1%	1%	2%
Finance/Insurance/Real Estate	10.3%	9.2%	9.1%
Services	47.5%	49.4%	49.0%
Public Administration	0.9%	1.8%	1.8%

2026 Consumer Spending			
Apparel & Services: Total $	$18,108,262	$132,537,555	$406,800,490
Average Spent	$2,996.07	$2,779.79	$2,574.82
Spending Potential Index	117	109	101
Education: Total $	$13,401,730	$98,346,562	$296,889,770
Average Spent	$2,217.36	$2,062.68	$1,879.14
Spending Potential Index	111	103	94
Entertainment/Recreation: Total $	$29,524,092	$211,311,993	$629,668,385
Average Spent	$4,884.86	$4,431.97	$3,985.44
Spending Potential Index	114	103	93
Food at Home: Total $	$54,998,834	$403,102,776	$1,227,040,659
Average Spent	$9,099.74	$8,454.51	$7,766.47
Spending Potential Index	115	107	99
Food Away from Home: Total $	$32,341,501	$235,326,522	$718,292,692
Average Spent	$5,351.01	$4,935.64	$4,546.39
Spending Potential Index	120	111	102
Health Care: Total $	$55,496,422	$394,632,719	$1,157,420,340
Average Spent	$9,182.07	$8,276.87	$7,325.82
Spending Potential Index	115	103	91
HH Furnishings & Equipment: Total $	$19,950,509	$142,971,800	$426,625,011
Average Spent	$3,300.88	$2,998.63	$2,700.30
Spending Potential Index	116	105	95
Personal Care Products & Services: Total $	$8,125,372	$59,303,114	$179,637,642
Average Spent	$1,344.37	$1,243.80	$1,137.00
Spending Potential Index	118	109	100

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$197,603,929	$1,442,055,899	$4,405,023,360
Average Spent	$32,694.23	$30,245.10	$27,881.31
Spending Potential Index	119	110	101
Support Payments/Gifts in Kind: Total $	$20,563,532	$145,616,470	$422,090,327
Average Spent	$3,402.31	$3,054.10	$2,671.59
Spending Potential Index	112	100	88
Travel: Total $	$24,925,685	$175,863,645	$519,026,677
Average Spent	$4,124.04	$3,688.49	$3,285.15
Spending Potential Index	113	101	90
Vehicle Maintenance & Repairs: Total $	$8,759,415	$63,273,863	$190,110,052
Average Spent	$1,449.27	$1,327.08	$1,203.29
Spending Potential Index	117	107	97

Top Tapestry Segment

1 mile	3 miles	5 miles
Family Bonds (E6): This segment is characterized by multigenerational families with immigrant and non-English speakers. Learn more about this segment...	**Family Bonds (E6)**: This segment is characterized by multigenerational families with immigrant and non-English speakers. Learn more about this segment...	**Family Bonds (E6)**: This segment is characterized by multigenerational families with immigrant and non-English speakers. Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.