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# Recession-Resistant Growth: Location Intelligence Firm Announces the '9 from 2009'

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## FOR IMMEDIATE RELEASE

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### Recession-Resistant Growth: Location Intelligence Firm Announces the '9 from 2009' Gadberry Group names the nine most notable high-growth areas in the nation from 2009

LITTLE ROCK, AR – January 5, 2010 – [Gadberry Group](#) today announced its list of last year's nine most notable high-growth areas in the US – Gadberry Group's 9 from 2009.

Gadberry Group's 9 from 2009

- Braselton, Georgia (Atlanta suburb)
- Atascocita, Texas (Houston suburb)
- Spring Hill, Tennessee (Nashville suburb)
- Lincoln, California (Sacramento suburb)
- Katy, Texas (Houston suburb)
- Wake Forest, North Carolina (in the Raleigh-Durham triangle)
- Mansfield, Texas (Dallas suburb)
- Wylie, Texas (Dallas suburb)
- Buckeye, Arizona (Phoenix suburb)

"Compiling the 2009 list was especially interesting as we anticipated the impact of current economic conditions," said Gadberry Group principal Larry Martin. Headquartered in Little Rock, Gadberry Group provides location intelligence services and data for the world's top retail brands.

This year's list averaged household growth of 170% from 2000 to 2009, compared to last year's list average of 267% for the same period. Martin noted that, in light of current economic challenges, the 2009 list might well include the most resilient areas featured yet.

Texas appears to be bucking national economic trends, capturing four of this year's nine slots. Industry research indicates that a comparatively stable housing market is likely a contributing factor.

According to Martin, most researchers agree that Census data has been the standard for understanding the distribution and demographic makeup of the U.S. population. "But Census data is more than nine years old, so changes in demographic characteristics can't be identified or measured accurately using only Census-based estimates," he added.

The firm uses proprietary products to employ a statistical ranking system that evaluates the 17,000 Census Places. Selection criteria and ranking methodology include percent change, absolute change and emerging Census blocks (those growing from less than 10 households in Census 2000 to over 100 in 2009). The analysis considers total growth from 2000 to 2009, as well as that from 2008 to 2009. Gadberry also weights the analysis using key demographic variables such as ethnicity, household income, net worth, economic stability, length of residence and age.

"The number-one spot went to Braselton, Georgia, whose impressive household growth was only surpassed by its economic

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strength,” Martin said. “Braselton topped the list with an average household income increase of 67% from 2000 to 2009.”

Many of this year’s finalists repeatedly make the top 25, including: Lehi, UT; Indian Trail, NC; Queen Creek, AZ; Summerlin, NV; Helotes, TX; Frisco, TX; Goodyear, AZ; Brighton, CO; McKinney, TX; Wentzville, MO; Enterprise, NV; and Bluffton, SC.

### **By the Numbers – 9 from 2009: Atascocita and Katy (see links above for other Places)**

#### **Atascocita, Texas**

Atascocita, a nearby neighbor to Humble, Texas, sits on the banks of Lake Houston. Since 2000, households here grew 108%, from 11,475 to 23,917. Average household income grew from \$79,054 to \$99,272, placing Atascocita third for income growth.

Gadberry’s demographics also revealed that Hispanic households represented the largest growing segment of the population at 278%.

#### **Katy, Texas**

Katy was one of the Top 25 candidates in 2008 and occupies the number five position in this year’s list. The area is second for absolute household change, adding 15,699 households since 2000, and was third for percent household change, increasing from 6,585 households in 2000 to 22,284 households in 2008, or 238%. Katy tied with Mansfield for highest percentage of children compared to total population at 42%. It is also the most ethnically diverse of this year’s places, with no ethnic group having less than 6% of total households and all major ethnic groups growing more than 150% since 2000.

“Katy has one of the lowest costs of living in the nation and consequently offers an extremely high standard of living for its residents,” notes Lance LaCour, president and CEO of the Katy Area Economic Development Council. “Combine this with the abundance of professional jobs and access to higher education and all of the key ingredients are present to create a true boomtown. These ingredients become even more important in an economic recession where opportunity is scarce and therefore makes Katy an even more attractive place to live and work.”

**Maps and Demographics:** <http://community.gadberry.info/9From09/>

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