



# Community Profile

40105-Prestonwood Town Center  
 5301 Belt Line Rd  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 32.95415  
 Longitude: -96.81537

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	21,911	115,358	341,327
2010 Total Population	24,499	118,934	346,165
2019 Total Population	29,154	135,051	390,200
2019 Group Quarters	269	535	2,201
2024 Total Population	31,646	145,917	416,366
2019-2024 Annual Rate	1.65%	1.56%	1.31%
2019 Total Daytime Population	51,499	245,942	527,984
Workers	41,824	191,208	356,758
Residents	9,675	54,734	171,226
<b>Household Summary</b>			
2000 Households	13,656	54,664	150,100
2000 Average Household Size	1.59	2.10	2.26
2010 Households	14,133	55,384	151,569
2010 Average Household Size	1.72	2.14	2.27
2019 Households	16,167	61,961	168,979
2019 Average Household Size	1.79	2.17	2.30
2024 Households	17,332	66,811	179,761
2024 Average Household Size	1.81	2.18	2.30
2019-2024 Annual Rate	1.40%	1.52%	1.24%
2010 Families	4,772	28,796	82,691
2010 Average Family Size	2.69	2.92	3.06
2019 Families	5,542	32,198	91,989
2019 Average Family Size	2.79	2.96	3.09
2024 Families	5,952	34,505	97,622
2024 Average Family Size	2.82	2.98	3.11
2019-2024 Annual Rate	1.44%	1.39%	1.20%
<b>Housing Unit Summary</b>			
2000 Housing Units	15,032	58,071	158,599
Owner Occupied Housing Units	14.0%	37.0%	42.3%
Renter Occupied Housing Units	76.8%	57.1%	52.3%
Vacant Housing Units	9.2%	5.9%	5.4%
2010 Housing Units	15,958	61,110	166,204
Owner Occupied Housing Units	16.9%	36.5%	40.6%
Renter Occupied Housing Units	71.7%	54.1%	50.6%
Vacant Housing Units	11.4%	9.4%	8.8%
2019 Housing Units	18,461	68,161	185,000
Owner Occupied Housing Units	12.8%	31.1%	35.6%
Renter Occupied Housing Units	74.8%	59.8%	55.8%
Vacant Housing Units	12.4%	9.1%	8.7%
2024 Housing Units	19,718	73,049	196,154
Owner Occupied Housing Units	12.6%	30.1%	34.9%
Renter Occupied Housing Units	75.3%	61.3%	56.7%
Vacant Housing Units	12.1%	8.5%	8.4%
<b>Median Household Income</b>			
2019	\$56,311	\$69,140	\$63,205
2024	\$63,006	\$77,167	\$70,388
<b>Median Home Value</b>			
2019	\$323,951	\$382,718	\$329,702
2024	\$349,896	\$402,181	\$358,033
<b>Per Capita Income</b>			
2019	\$42,806	\$49,600	\$43,626
2024	\$49,348	\$54,689	\$48,116
<b>Median Age</b>			
2010	32.6	35.4	34.7
2019	34.6	37.0	36.5
2024	34.9	37.2	37.0

**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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<b>2019 Households by Income</b>			
Household Income Base	16,167	61,961	168,979
<\$15,000	6.8%	5.9%	7.8%
\$15,000 - \$24,999	8.3%	6.9%	7.5%
\$25,000 - \$34,999	9.9%	8.3%	9.0%
\$35,000 - \$49,999	16.6%	13.4%	13.8%
\$50,000 - \$74,999	24.0%	18.8%	18.9%
\$75,000 - \$99,999	13.9%	12.3%	11.9%
\$100,000 - \$149,999	10.5%	14.7%	13.5%
\$150,000 - \$199,999	4.7%	7.7%	7.0%
\$200,000+	5.3%	12.0%	10.5%
Average Household Income	\$77,787	\$108,177	\$100,653
<b>2024 Households by Income</b>			
Household Income Base	17,332	66,811	179,761
<\$15,000	5.2%	4.7%	6.3%
\$15,000 - \$24,999	6.4%	5.5%	6.3%
\$25,000 - \$34,999	8.1%	7.0%	7.8%
\$35,000 - \$49,999	15.0%	12.3%	12.8%
\$50,000 - \$74,999	24.5%	19.0%	19.4%
\$75,000 - \$99,999	14.8%	12.8%	12.6%
\$100,000 - \$149,999	13.0%	16.4%	15.2%
\$150,000 - \$199,999	6.3%	9.1%	8.3%
\$200,000+	6.7%	13.1%	11.4%
Average Household Income	\$90,772	\$119,545	\$111,349
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	2,352	21,183	65,726
<\$50,000	1.0%	0.5%	0.8%
\$50,000 - \$99,999	7.1%	1.9%	2.9%
\$100,000 - \$149,999	19.1%	4.5%	8.7%
\$150,000 - \$199,999	6.0%	4.0%	10.2%
\$200,000 - \$249,999	3.1%	8.0%	11.3%
\$250,000 - \$299,999	9.1%	9.8%	10.5%
\$300,000 - \$399,999	19.3%	25.7%	18.9%
\$400,000 - \$499,999	16.5%	18.2%	13.5%
\$500,000 - \$749,999	10.7%	16.9%	12.5%
\$750,000 - \$999,999	0.8%	4.2%	3.8%
\$1,000,000 - \$1,499,999	3.1%	4.0%	3.5%
\$1,500,000 - \$1,999,999	2.5%	1.4%	1.8%
\$2,000,000 +	1.8%	0.9%	1.7%
Average Home Value	\$409,892	\$467,836	\$435,954
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	2,475	21,969	68,388
<\$50,000	0.8%	0.3%	0.5%
\$50,000 - \$99,999	5.7%	1.4%	2.0%
\$100,000 - \$149,999	18.1%	3.9%	6.8%
\$150,000 - \$199,999	6.7%	3.1%	8.7%
\$200,000 - \$249,999	2.1%	6.6%	10.5%
\$250,000 - \$299,999	6.9%	7.9%	9.6%
\$300,000 - \$399,999	19.4%	26.3%	20.6%
\$400,000 - \$499,999	19.9%	21.4%	16.3%
\$500,000 - \$749,999	11.1%	17.5%	12.6%
\$750,000 - \$999,999	1.1%	4.7%	4.9%
\$1,000,000 - \$1,499,999	3.5%	4.3%	3.8%
\$1,500,000 - \$1,999,999	2.7%	1.6%	2.0%
\$2,000,000 +	1.9%	1.0%	1.8%
Average Home Value	\$433,882	\$490,829	\$464,419

**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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<b>2010 Population by Age</b>			
Total	24,501	118,934	346,165
0 - 4	6.4%	6.8%	6.9%
5 - 9	4.0%	5.7%	6.1%
10 - 14	2.5%	5.0%	5.6%
15 - 24	12.6%	12.0%	13.3%
25 - 34	30.6%	20.0%	18.5%
35 - 44	15.0%	13.9%	13.9%
45 - 54	11.5%	13.6%	13.7%
55 - 64	8.5%	11.2%	10.6%
65 - 74	4.5%	6.7%	6.0%
75 - 84	2.6%	3.8%	3.7%
85 +	1.6%	1.4%	1.6%
18 +	85.7%	79.6%	77.9%
<b>2019 Population by Age</b>			
Total	29,154	135,051	390,198
0 - 4	5.5%	5.9%	6.1%
5 - 9	4.7%	5.7%	5.9%
10 - 14	3.9%	5.5%	5.9%
15 - 24	11.5%	12.1%	13.0%
25 - 34	25.3%	17.6%	16.8%
35 - 44	17.5%	14.6%	14.0%
45 - 54	11.5%	12.0%	12.0%
55 - 64	9.1%	11.7%	11.6%
65 - 74	6.5%	8.7%	8.3%
75 - 84	3.0%	4.5%	4.4%
85 +	1.6%	1.8%	2.0%
18 +	83.9%	79.8%	78.9%
<b>2024 Population by Age</b>			
Total	31,644	145,915	416,368
0 - 4	5.6%	6.0%	6.1%
5 - 9	4.4%	5.4%	5.7%
10 - 14	3.9%	5.2%	5.6%
15 - 24	13.0%	12.9%	13.3%
25 - 34	23.3%	17.4%	16.4%
35 - 44	17.2%	14.2%	13.8%
45 - 54	11.7%	11.9%	11.7%
55 - 64	8.8%	10.8%	10.9%
65 - 74	6.9%	9.1%	9.1%
75 - 84	3.5%	5.2%	5.2%
85 +	1.5%	1.9%	2.1%
18 +	84.0%	80.5%	79.4%
<b>2010 Population by Sex</b>			
Males	11,887	58,473	170,451
Females	12,612	60,461	175,714
<b>2019 Population by Sex</b>			
Males	14,266	66,854	192,939
Females	14,888	68,196	197,261
<b>2024 Population by Sex</b>			
Males	15,404	72,151	205,690
Females	16,243	73,766	210,676

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<b>2010 Population by Race/Ethnicity</b>			
Total	24,498	118,934	346,166
White Alone	59.0%	68.4%	66.7%
Black Alone	19.4%	11.5%	11.7%
American Indian Alone	0.5%	0.6%	0.6%
Asian Alone	6.4%	5.4%	6.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	11.4%	11.2%	11.7%
Two or More Races	3.2%	2.8%	2.9%
Hispanic Origin	24.7%	26.4%	29.4%
Diversity Index	75.5	70.4	72.9
<b>2019 Population by Race/Ethnicity</b>			
Total	29,154	135,051	390,201
White Alone	52.8%	62.4%	61.1%
Black Alone	21.3%	13.1%	13.3%
American Indian Alone	0.5%	0.6%	0.6%
Asian Alone	8.6%	7.8%	8.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.7%	12.7%	12.8%
Two or More Races	3.9%	3.4%	3.4%
Hispanic Origin	27.8%	29.8%	31.9%
Diversity Index	80.1	76.0	77.4
<b>2024 Population by Race/Ethnicity</b>			
Total	31,645	145,917	416,366
White Alone	49.5%	59.2%	58.3%
Black Alone	22.2%	13.9%	14.2%
American Indian Alone	0.5%	0.6%	0.6%
Asian Alone	10.0%	9.1%	9.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	13.5%	13.4%	13.3%
Two or More Races	4.2%	3.8%	3.6%
Hispanic Origin	29.8%	32.1%	33.7%
Diversity Index	82.3	78.7	79.5
<b>2010 Population by Relationship and Household Type</b>			
Total	24,499	118,934	346,165
In Households	99.0%	99.6%	99.4%
In Family Households	54.1%	72.6%	75.0%
Householder	19.4%	24.2%	23.9%
Spouse	12.3%	17.7%	17.3%
Child	16.6%	24.3%	26.9%
Other relative	4.1%	4.5%	5.0%
Nonrelative	1.7%	1.9%	2.0%
In Nonfamily Households	44.9%	27.0%	24.4%
In Group Quarters	1.0%	0.4%	0.6%
Institutionalized Population	1.0%	0.4%	0.4%
Noninstitutionalized Population	0.0%	0.0%	0.2%

**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.

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	21,685	95,609	269,691
Less than 9th Grade	3.0%	4.2%	5.7%
9th - 12th Grade, No Diploma	4.3%	4.9%	5.2%
High School Graduate	13.2%	12.2%	14.1%
GED/Alternative Credential	1.8%	1.6%	1.9%
Some College, No Degree	22.4%	18.6%	19.3%
Associate Degree	6.1%	6.1%	5.9%
Bachelor's Degree	33.0%	33.0%	30.4%
Graduate/Professional Degree	16.2%	19.3%	17.5%
<b>2019 Population 15+ by Marital Status</b>			
Total	25,042	111,982	320,445
Never Married	47.0%	37.5%	37.0%
Married	34.5%	46.8%	47.3%
Widowed	3.5%	3.4%	4.3%
Divorced	15.1%	12.3%	11.5%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.4%	96.8%	96.1%
Civilian Unemployed (Unemployment Rate)	2.6%	3.2%	3.9%
<b>2019 Employed Population 16+ by Industry</b>			
Total	19,788	81,766	223,280
Agriculture/Mining	0.4%	0.9%	0.8%
Construction	3.6%	5.7%	6.8%
Manufacturing	6.8%	6.1%	7.0%
Wholesale Trade	3.4%	3.0%	3.2%
Retail Trade	11.8%	11.0%	11.5%
Transportation/Utilities	4.6%	4.1%	4.5%
Information	2.9%	3.2%	2.7%
Finance/Insurance/Real Estate	11.0%	11.6%	11.0%
Services	54.3%	52.8%	50.8%
Public Administration	1.1%	1.8%	1.7%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	19,788	81,768	223,280
White Collar	70.9%	70.6%	67.3%
Management/Business/Financial	21.6%	22.7%	19.5%
Professional	22.8%	23.2%	22.5%
Sales	12.1%	12.6%	12.4%
Administrative Support	14.5%	12.2%	12.8%
Services	18.3%	17.6%	17.5%
Blue Collar	10.8%	11.8%	15.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	2.6%	3.8%	4.7%
Installation/Maintenance/Repair	1.7%	1.7%	2.4%
Production	2.4%	2.4%	3.4%
Transportation/Material Moving	4.1%	3.7%	4.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	24,499	118,934	346,165
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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<b>2010 Households by Type</b>			
Total	14,132	55,384	151,569
Households with 1 Person	55.0%	39.3%	37.1%
Households with 2+ People	45.0%	60.7%	62.9%
Family Households	33.8%	52.0%	54.6%
Husband-wife Families	21.5%	37.9%	39.5%
With Related Children	8.1%	15.7%	17.8%
Other Family (No Spouse Present)	12.3%	14.1%	15.0%
Other Family with Male Householder	3.7%	4.2%	4.3%
With Related Children	1.7%	2.1%	2.3%
Other Family with Female Householder	8.6%	9.9%	10.7%
With Related Children	5.6%	6.5%	7.1%
Nonfamily Households	11.2%	8.7%	8.3%
All Households with Children	15.6%	24.6%	27.5%
Multigenerational Households	1.2%	2.1%	2.9%
Unmarried Partner Households	7.4%	6.4%	6.2%
Male-female	6.6%	5.4%	5.2%
Same-sex	0.8%	1.0%	1.0%
<b>2010 Households by Size</b>			
Total	14,134	55,384	151,568
1 Person Household	55.0%	39.3%	37.1%
2 Person Household	28.5%	32.9%	31.3%
3 Person Household	9.2%	12.6%	13.2%
4 Person Household	4.5%	8.9%	10.1%
5 Person Household	2.0%	4.0%	4.9%
6 Person Household	0.5%	1.3%	1.9%
7 + Person Household	0.3%	1.0%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	14,133	55,384	151,569
Owner Occupied	19.1%	40.3%	44.5%
Owned with a Mortgage/Loan	14.3%	27.8%	31.2%
Owned Free and Clear	4.8%	12.5%	13.2%
Renter Occupied	80.9%	59.7%	55.5%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	15,958	61,110	166,204
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Young and Restless (11B)	Young and Restless (11B)	Young and Restless (11B)
2.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
3.	Old and Newcomers (8F)	Top Tier (1A)	Top Tier (1A)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$34,117,852	\$173,581,145	\$437,343,147
Average Spent	\$2,110.34	\$2,801.46	\$2,588.15
Spending Potential Index	99	131	121
Education: Total \$	\$22,332,087	\$125,193,801	\$316,650,853
Average Spent	\$1,381.34	\$2,020.53	\$1,873.91
Spending Potential Index	87	127	118
Entertainment/Recreation: Total \$	\$45,745,579	\$243,378,681	\$620,186,428
Average Spent	\$2,829.57	\$3,927.93	\$3,670.20
Spending Potential Index	87	120	112
Food at Home: Total \$	\$79,286,769	\$403,129,071	\$1,022,850,713
Average Spent	\$4,904.24	\$6,506.17	\$6,053.12
Spending Potential Index	95	126	117
Food Away from Home: Total \$	\$58,680,521	\$297,365,260	\$750,679,300
Average Spent	\$3,629.65	\$4,799.23	\$4,442.44
Spending Potential Index	99	131	121
Health Care: Total \$	\$78,520,488	\$419,409,089	\$1,081,458,797
Average Spent	\$4,856.84	\$6,768.92	\$6,399.96
Spending Potential Index	82	114	108
HH Furnishings & Equipment: Total \$	\$30,966,020	\$162,753,255	\$415,893,636
Average Spent	\$1,915.38	\$2,626.70	\$2,461.21
Spending Potential Index	90	123	115
Personal Care Products & Services: Total \$	\$13,369,595	\$69,396,138	\$176,624,818
Average Spent	\$826.97	\$1,120.00	\$1,045.25
Spending Potential Index	93	126	118
Shelter: Total \$	\$284,601,443	\$1,486,262,193	\$3,749,465,074
Average Spent	\$17,603.85	\$23,987.06	\$22,188.94
Spending Potential Index	95	130	120
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$32,990,145	\$181,014,074	\$462,186,606
Average Spent	\$2,040.59	\$2,921.42	\$2,735.17
Spending Potential Index	82	118	110
Travel: Total \$	\$29,588,571	\$166,709,662	\$425,405,722
Average Spent	\$1,830.18	\$2,690.56	\$2,517.51
Spending Potential Index	82	120	112
Vehicle Maintenance & Repairs: Total \$	\$17,792,179	\$90,487,758	\$229,518,556
Average Spent	\$1,100.52	\$1,460.40	\$1,358.27
Spending Potential Index	96	128	119

**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.