



Community Profile

40114-South Frisco Village
 2930 Preston Rd
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.10286
 Longitude: -96.80543

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,598	46,559	149,094
2010 Total Population	6,341	87,894	235,763
2019 Total Population	12,954	112,352	296,051
2019 Group Quarters	0	122	340
2024 Total Population	16,514	129,729	333,944
2019-2024 Annual Rate	4.98%	2.92%	2.44%
2019 Total Daytime Population	23,359	165,294	311,877
Workers	17,747	111,190	167,315
Residents	5,612	54,104	144,562
Household Summary			
2000 Households	649	16,933	52,973
2000 Average Household Size	2.46	2.75	2.81
2010 Households	3,264	34,283	88,088
2010 Average Household Size	1.94	2.56	2.67
2019 Households	6,562	44,361	110,828
2019 Average Household Size	1.97	2.53	2.67
2024 Households	8,214	51,433	125,271
2024 Average Household Size	2.01	2.52	2.66
2019-2024 Annual Rate	4.59%	3.00%	2.48%
2010 Families	1,516	22,765	63,027
2010 Average Family Size	2.80	3.21	3.21
2019 Families	3,124	28,322	77,735
2019 Average Family Size	2.85	3.24	3.25
2024 Families	3,976	32,362	86,963
2024 Average Family Size	2.90	3.25	3.26
2019-2024 Annual Rate	4.94%	2.70%	2.27%
Housing Unit Summary			
2000 Housing Units	814	19,593	58,232
Owner Occupied Housing Units	56.3%	65.3%	68.1%
Renter Occupied Housing Units	23.5%	21.1%	22.8%
Vacant Housing Units	20.3%	13.6%	9.0%
2010 Housing Units	3,514	36,210	92,601
Owner Occupied Housing Units	23.7%	54.9%	62.3%
Renter Occupied Housing Units	69.2%	39.8%	32.9%
Vacant Housing Units	7.1%	5.3%	4.9%
2019 Housing Units	7,156	46,997	116,652
Owner Occupied Housing Units	15.9%	45.5%	55.3%
Renter Occupied Housing Units	75.8%	48.9%	39.7%
Vacant Housing Units	8.3%	5.6%	5.0%
2024 Housing Units	8,834	54,248	131,410
Owner Occupied Housing Units	17.6%	42.9%	53.3%
Renter Occupied Housing Units	75.4%	51.9%	42.1%
Vacant Housing Units	7.0%	5.2%	4.7%
Median Household Income			
2019	\$85,399	\$104,880	\$108,918
2024	\$94,156	\$110,129	\$115,410
Median Home Value			
2019	\$305,571	\$345,163	\$344,427
2024	\$340,415	\$366,197	\$368,844
Per Capita Income			
2019	\$50,604	\$53,503	\$52,867
2024	\$55,804	\$57,651	\$57,193
Median Age			
2010	31.4	34.6	35.7
2019	33.5	35.9	36.9
2024	33.6	36.0	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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2019 Households by Income			
Household Income Base	6,562	44,361	110,828
<\$15,000	4.7%	3.8%	3.3%
\$15,000 - \$24,999	4.0%	3.1%	3.0%
\$25,000 - \$34,999	5.4%	4.9%	4.4%
\$35,000 - \$49,999	10.6%	7.6%	7.4%
\$50,000 - \$74,999	14.1%	12.5%	12.9%
\$75,000 - \$99,999	21.9%	14.9%	13.4%
\$100,000 - \$149,999	22.0%	22.2%	22.0%
\$150,000 - \$199,999	10.1%	13.8%	14.4%
\$200,000+	7.0%	17.2%	19.2%
Average Household Income	\$102,360	\$135,054	\$141,437
2024 Households by Income			
Household Income Base	8,214	51,433	125,271
<\$15,000	3.3%	3.1%	2.7%
\$15,000 - \$24,999	3.2%	2.5%	2.5%
\$25,000 - \$34,999	4.3%	4.1%	3.7%
\$35,000 - \$49,999	8.7%	6.7%	6.5%
\$50,000 - \$74,999	12.8%	12.1%	12.2%
\$75,000 - \$99,999	21.6%	14.8%	13.0%
\$100,000 - \$149,999	25.6%	23.5%	22.9%
\$150,000 - \$199,999	12.8%	15.5%	16.2%
\$200,000+	7.7%	17.7%	20.2%
Average Household Income	\$114,933	\$144,947	\$152,792
2019 Owner Occupied Housing Units by Value			
Total	1,129	21,366	64,500
<\$50,000	0.2%	0.6%	0.7%
\$50,000 - \$99,999	0.2%	1.1%	2.0%
\$100,000 - \$149,999	0.1%	0.7%	2.4%
\$150,000 - \$199,999	4.9%	3.9%	5.6%
\$200,000 - \$249,999	23.6%	14.0%	13.5%
\$250,000 - \$299,999	19.3%	17.0%	14.3%
\$300,000 - \$399,999	31.0%	28.2%	26.2%
\$400,000 - \$499,999	19.5%	18.7%	18.6%
\$500,000 - \$749,999	1.2%	9.5%	11.7%
\$750,000 - \$999,999	0.0%	3.1%	2.6%
\$1,000,000 - \$1,499,999	0.0%	2.0%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.8%	0.6%
\$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$319,066	\$404,546	\$395,393
2024 Owner Occupied Housing Units by Value			
Total	1,551	23,250	69,989
<\$50,000	0.3%	0.3%	0.3%
\$50,000 - \$99,999	0.5%	0.6%	1.2%
\$100,000 - \$149,999	0.6%	0.4%	1.7%
\$150,000 - \$199,999	3.5%	2.6%	3.9%
\$200,000 - \$249,999	17.0%	11.7%	11.3%
\$250,000 - \$299,999	15.1%	14.6%	12.2%
\$300,000 - \$399,999	32.6%	30.1%	28.3%
\$400,000 - \$499,999	28.2%	23.3%	23.2%
\$500,000 - \$749,999	1.8%	9.5%	12.1%
\$750,000 - \$999,999	0.3%	3.7%	3.1%
\$1,000,000 - \$1,499,999	0.3%	2.1%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.9%	0.6%
\$2,000,000 +	0.0%	0.4%	0.7%
Average Home Value	\$345,164	\$424,243	\$419,341

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	6,340	87,892	235,762
0 - 4	6.8%	7.1%	7.0%
5 - 9	6.1%	8.6%	8.6%
10 - 14	5.7%	8.3%	8.5%
15 - 24	13.0%	10.9%	11.0%
25 - 34	27.6%	15.7%	13.6%
35 - 44	20.3%	20.0%	18.8%
45 - 54	12.4%	15.8%	16.7%
55 - 64	5.1%	8.3%	9.6%
65 - 74	2.0%	3.5%	4.0%
75 - 84	0.9%	1.4%	1.5%
85 +	0.1%	0.4%	0.6%
18 +	78.8%	71.8%	71.4%
2019 Population by Age			
Total	12,954	112,350	296,051
0 - 4	6.0%	6.2%	6.2%
5 - 9	5.9%	7.1%	7.3%
10 - 14	5.6%	7.6%	7.9%
15 - 24	12.1%	12.2%	12.0%
25 - 34	24.0%	15.4%	13.5%
35 - 44	18.6%	16.6%	16.0%
45 - 54	13.1%	15.4%	15.5%
55 - 64	8.6%	11.0%	11.9%
65 - 74	4.1%	5.7%	6.6%
75 - 84	1.6%	2.1%	2.3%
85 +	0.5%	0.6%	0.7%
18 +	79.7%	75.0%	74.3%
2024 Population by Age			
Total	16,515	129,728	333,944
0 - 4	6.2%	6.3%	6.4%
5 - 9	5.8%	6.8%	7.1%
10 - 14	5.3%	6.8%	7.2%
15 - 24	11.9%	11.8%	11.3%
25 - 34	24.4%	16.6%	14.8%
35 - 44	18.7%	16.9%	16.3%
45 - 54	12.0%	13.6%	13.9%
55 - 64	8.6%	11.0%	11.6%
65 - 74	4.6%	6.6%	7.5%
75 - 84	2.0%	2.8%	3.2%
85 +	0.5%	0.8%	0.8%
18 +	79.8%	76.3%	75.3%
2010 Population by Sex			
Males	3,098	42,733	114,985
Females	3,243	45,161	120,778
2019 Population by Sex			
Males	6,352	54,569	144,153
Females	6,602	57,782	151,898
2024 Population by Sex			
Males	8,113	62,957	162,505
Females	8,401	66,772	171,438

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	6,341	87,894	235,763
White Alone	65.9%	67.2%	69.7%
Black Alone	10.5%	7.2%	6.8%
American Indian Alone	0.6%	0.4%	0.5%
Asian Alone	17.2%	19.2%	17.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.5%	2.8%	2.8%
Two or More Races	3.3%	3.1%	3.0%
Hispanic Origin	10.0%	10.4%	10.8%
Diversity Index	61.0	59.8	58.0
2019 Population by Race/Ethnicity			
Total	12,955	112,351	296,051
White Alone	57.1%	58.7%	60.9%
Black Alone	11.8%	8.4%	8.1%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	24.1%	25.8%	24.0%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	2.5%	3.1%	3.0%
Two or More Races	3.9%	3.6%	3.5%
Hispanic Origin	10.2%	11.4%	11.3%
Diversity Index	67.5	66.7	65.2
2024 Population by Race/Ethnicity			
Total	16,513	129,730	333,943
White Alone	53.8%	55.4%	57.3%
Black Alone	12.8%	9.6%	9.3%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	26.2%	27.4%	26.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.6%	3.4%	3.2%
Two or More Races	4.1%	3.7%	3.7%
Hispanic Origin	11.0%	12.8%	12.3%
Diversity Index	69.9	69.6	68.2
2010 Population by Relationship and Household Type			
Total	6,341	87,894	235,763
In Households	100.0%	99.9%	99.9%
In Family Households	68.0%	84.0%	87.0%
Householder	23.2%	26.0%	26.8%
Spouse	17.9%	21.6%	22.3%
Child	23.6%	32.3%	33.6%
Other relative	2.3%	3.1%	3.2%
Nonrelative	1.0%	1.0%	1.1%
In Nonfamily Households	32.0%	15.9%	12.9%
In Group Quarters	0.0%	0.1%	0.1%
Institutionalized Population	0.0%	0.1%	0.1%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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	9,123	75,193	197,034
Less than 9th Grade	0.8%	1.3%	1.4%
9th - 12th Grade, No Diploma	0.6%	2.1%	2.1%
High School Graduate	7.7%	7.4%	8.8%
GED/Alternative Credential	0.6%	1.0%	1.2%
Some College, No Degree	16.7%	16.8%	16.8%
Associate Degree	4.7%	6.1%	6.7%
Bachelor's Degree	42.9%	40.2%	38.8%
Graduate/Professional Degree	26.1%	25.0%	24.3%
2019 Population 15+ by Marital Status			
Total	10,694	88,897	232,430
Never Married	34.9%	27.9%	26.8%
Married	51.5%	58.8%	60.9%
Widowed	2.9%	3.0%	3.0%
Divorced	10.7%	10.3%	9.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.3%	96.1%	96.0%
Civilian Unemployed (Unemployment Rate)	5.7%	3.9%	4.0%
2019 Employed Population 16+ by Industry			
Total	7,459	59,214	154,226
Agriculture/Mining	1.3%	0.9%	0.9%
Construction	4.0%	3.7%	3.6%
Manufacturing	7.1%	8.4%	8.3%
Wholesale Trade	3.1%	3.6%	3.7%
Retail Trade	10.4%	10.4%	10.7%
Transportation/Utilities	3.3%	3.1%	3.5%
Information	4.6%	5.0%	4.5%
Finance/Insurance/Real Estate	11.8%	13.4%	13.1%
Services	52.4%	50.0%	49.9%
Public Administration	2.1%	1.6%	1.9%
2019 Employed Population 16+ by Occupation			
Total	7,460	59,217	154,227
White Collar	84.7%	82.2%	81.8%
Management/Business/Financial	22.8%	26.1%	26.0%
Professional	37.7%	32.9%	31.2%
Sales	11.4%	12.9%	13.8%
Administrative Support	12.8%	10.4%	10.8%
Services	7.8%	9.9%	10.5%
Blue Collar	7.4%	7.8%	7.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.2%	1.9%	1.6%
Installation/Maintenance/Repair	2.2%	1.6%	1.8%
Production	1.2%	2.0%	1.8%
Transportation/Material Moving	2.8%	2.3%	2.4%
2010 Population By Urban/ Rural Status			
Total Population	6,341	87,894	235,763
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%

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	3,264	34,283	88,088
Households with 1 Person	44.1%	27.7%	23.4%
Households with 2+ People	55.9%	72.3%	76.6%
Family Households	46.4%	66.4%	71.6%
Husband-wife Families	36.0%	55.3%	59.7%
With Related Children	19.0%	32.6%	34.5%
Other Family (No Spouse Present)	10.5%	11.1%	11.9%
Other Family with Male Householder	3.0%	3.0%	3.2%
With Related Children	1.7%	1.9%	2.0%
Other Family with Female Householder	7.5%	8.2%	8.6%
With Related Children	5.6%	5.9%	6.1%
Nonfamily Households	9.4%	5.9%	5.0%
All Households with Children	26.6%	40.7%	42.8%
Multigenerational Households	1.2%	2.8%	3.2%
Unmarried Partner Households	6.6%	4.7%	4.3%
Male-female	5.7%	4.1%	3.7%
Same-sex	0.9%	0.6%	0.7%
2010 Households by Size			
Total	3,264	34,282	88,090
1 Person Household	44.1%	27.7%	23.4%
2 Person Household	29.2%	28.6%	29.5%
3 Person Household	13.2%	17.1%	18.2%
4 Person Household	10.0%	17.8%	19.1%
5 Person Household	2.6%	6.2%	6.9%
6 Person Household	0.6%	1.8%	2.1%
7 + Person Household	0.2%	0.7%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	3,264	34,283	88,088
Owner Occupied	25.6%	58.0%	65.5%
Owned with a Mortgage/Loan	23.0%	50.2%	55.7%
Owned Free and Clear	2.5%	7.8%	9.8%
Renter Occupied	74.4%	42.0%	34.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,514	36,210	92,601
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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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Boomburbs (1C)	Boomburbs (1C)
2.	Boomburbs (1C)	Metro Renters (3B)	Professional Pride (1B)
3.	Top Tier (1A)	Professional Pride (1B)	Metro Renters (3B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$17,736,984	\$151,696,900	\$390,412,636
Average Spent	\$2,702.98	\$3,419.60	\$3,522.69
Spending Potential Index	126	160	164
Education: Total \$	\$12,325,916	\$113,248,734	\$297,842,491
Average Spent	\$1,878.38	\$2,552.89	\$2,687.43
Spending Potential Index	118	160	169
Entertainment/Recreation: Total \$	\$24,048,402	\$216,850,589	\$569,688,360
Average Spent	\$3,664.80	\$4,888.32	\$5,140.29
Spending Potential Index	112	150	157
Food at Home: Total \$	\$39,489,372	\$341,454,070	\$882,209,146
Average Spent	\$6,017.89	\$7,697.17	\$7,960.16
Spending Potential Index	116	149	154
Food Away from Home: Total \$	\$30,552,940	\$260,061,404	\$669,142,331
Average Spent	\$4,656.04	\$5,862.39	\$6,037.66
Spending Potential Index	127	160	164
Health Care: Total \$	\$39,883,056	\$368,384,351	\$976,809,925
Average Spent	\$6,077.88	\$8,304.24	\$8,813.75
Spending Potential Index	102	140	149
HH Furnishings & Equipment: Total \$	\$16,205,221	\$145,868,364	\$383,434,779
Average Spent	\$2,469.56	\$3,288.21	\$3,459.73
Spending Potential Index	116	154	162
Personal Care Products & Services: Total \$	\$6,977,711	\$62,214,553	\$162,507,296
Average Spent	\$1,063.35	\$1,402.46	\$1,466.30
Spending Potential Index	120	158	165
Shelter: Total \$	\$149,001,816	\$1,276,097,592	\$3,294,260,891
Average Spent	\$22,706.77	\$28,766.20	\$29,724.08
Spending Potential Index	123	155	161
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,072,105	\$160,632,338	\$427,486,585
Average Spent	\$2,601.66	\$3,621.03	\$3,857.21
Spending Potential Index	105	146	156
Travel: Total \$	\$16,682,828	\$155,056,048	\$411,991,197
Average Spent	\$2,542.34	\$3,495.32	\$3,717.39
Spending Potential Index	113	156	166
Vehicle Maintenance & Repairs: Total \$	\$8,572,593	\$75,214,941	\$195,650,136
Average Spent	\$1,306.40	\$1,695.52	\$1,765.35
Spending Potential Index	114	148	154

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.