



Community Profile

40113-Stone Ridge Market
 20935 US Highway 281 N
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 29.63952
 Longitude: -98.45530

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,888	22,261	75,807
2010 Total Population	6,503	63,535	147,887
2019 Total Population	7,572	78,223	182,217
2019 Group Quarters	46	402	619
2024 Total Population	8,159	86,639	200,174
2019-2024 Annual Rate	1.50%	2.06%	1.90%
2019 Total Daytime Population	8,640	81,236	162,717
Workers	4,831	41,944	73,416
Residents	3,809	39,292	89,301
Household Summary			
2000 Households	628	7,416	27,583
2000 Average Household Size	2.97	2.98	2.73
2010 Households	2,488	22,452	54,313
2010 Average Household Size	2.59	2.81	2.71
2019 Households	2,822	27,643	66,513
2019 Average Household Size	2.67	2.82	2.73
2024 Households	3,044	30,628	72,827
2024 Average Household Size	2.67	2.82	2.74
2019-2024 Annual Rate	1.53%	2.07%	1.83%
2010 Families	1,884	16,902	40,010
2010 Average Family Size	3.02	3.29	3.19
2019 Families	2,151	20,537	48,837
2019 Average Family Size	3.09	3.32	3.22
2024 Families	2,308	22,653	53,447
2024 Average Family Size	3.10	3.33	3.23
2019-2024 Annual Rate	1.42%	1.98%	1.82%
Housing Unit Summary			
2000 Housing Units	656	7,751	28,989
Owner Occupied Housing Units	87.0%	82.9%	75.3%
Renter Occupied Housing Units	8.7%	12.8%	19.8%
Vacant Housing Units	4.3%	4.3%	4.9%
2010 Housing Units	2,613	23,951	57,825
Owner Occupied Housing Units	65.0%	65.5%	68.4%
Renter Occupied Housing Units	30.2%	28.3%	25.5%
Vacant Housing Units	4.8%	6.3%	6.1%
2019 Housing Units	2,857	28,201	68,361
Owner Occupied Housing Units	62.8%	61.8%	67.5%
Renter Occupied Housing Units	36.0%	36.2%	29.8%
Vacant Housing Units	1.2%	2.0%	2.7%
2024 Housing Units	3,076	31,153	74,704
Owner Occupied Housing Units	61.6%	61.1%	66.8%
Renter Occupied Housing Units	37.4%	37.3%	30.7%
Vacant Housing Units	1.0%	1.7%	2.5%
Median Household Income			
2019	\$102,318	\$101,882	\$97,191
2024	\$106,362	\$108,869	\$105,294
Median Home Value			
2019	\$284,062	\$304,949	\$288,461
2024	\$318,653	\$339,700	\$319,153
Per Capita Income			
2019	\$42,191	\$43,662	\$43,446
2024	\$46,480	\$49,364	\$48,791
Median Age			
2010	34.6	35.2	36.2
2019	35.8	36.3	37.4
2024	35.7	36.2	37.3

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	2,822	27,643	66,513
<\$15,000	2.7%	3.4%	3.7%
\$15,000 - \$24,999	3.1%	3.4%	3.9%
\$25,000 - \$34,999	5.3%	5.0%	5.0%
\$35,000 - \$49,999	7.1%	8.9%	9.1%
\$50,000 - \$74,999	13.5%	14.4%	15.9%
\$75,000 - \$99,999	15.9%	13.4%	13.6%
\$100,000 - \$149,999	29.8%	25.7%	24.1%
\$150,000 - \$199,999	11.2%	12.6%	12.4%
\$200,000+	11.4%	13.3%	12.3%
Average Household Income	\$119,047	\$122,197	\$118,855
2024 Households by Income			
Household Income Base	3,044	30,628	72,827
<\$15,000	2.9%	3.3%	3.4%
\$15,000 - \$24,999	3.0%	3.1%	3.4%
\$25,000 - \$34,999	4.8%	4.3%	4.3%
\$35,000 - \$49,999	6.3%	7.7%	8.0%
\$50,000 - \$74,999	12.5%	12.9%	14.5%
\$75,000 - \$99,999	14.4%	12.0%	12.5%
\$100,000 - \$149,999	29.7%	25.4%	24.2%
\$150,000 - \$199,999	13.0%	14.9%	14.6%
\$200,000+	13.4%	16.3%	15.1%
Average Household Income	\$130,588	\$137,727	\$133,949
2019 Owner Occupied Housing Units by Value			
Total	1,794	17,441	46,121
<\$50,000	0.3%	0.2%	0.3%
\$50,000 - \$99,999	0.1%	0.1%	0.2%
\$100,000 - \$149,999	0.4%	0.5%	2.1%
\$150,000 - \$199,999	7.7%	7.3%	11.8%
\$200,000 - \$249,999	26.7%	19.4%	21.4%
\$250,000 - \$299,999	21.7%	21.4%	18.5%
\$300,000 - \$399,999	20.2%	24.6%	22.5%
\$400,000 - \$499,999	14.3%	15.2%	12.8%
\$500,000 - \$749,999	7.3%	8.4%	7.9%
\$750,000 - \$999,999	0.4%	2.1%	1.7%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.2%
\$2,000,000 +	0.7%	0.3%	0.2%
Average Home Value	\$336,091	\$357,342	\$335,593
2024 Owner Occupied Housing Units by Value			
Total	1,895	19,023	49,896
<\$50,000	0.1%	0.1%	0.1%
\$50,000 - \$99,999	0.1%	0.0%	0.1%
\$100,000 - \$149,999	0.2%	0.3%	1.3%
\$150,000 - \$199,999	4.7%	4.4%	8.6%
\$200,000 - \$249,999	21.7%	15.8%	18.9%
\$250,000 - \$299,999	18.7%	18.5%	16.2%
\$300,000 - \$399,999	23.9%	27.5%	25.3%
\$400,000 - \$499,999	20.5%	20.5%	17.5%
\$500,000 - \$749,999	8.5%	9.1%	9.0%
\$750,000 - \$999,999	0.6%	2.7%	2.3%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.2%
\$2,000,000 +	0.8%	0.3%	0.2%
Average Home Value	\$363,668	\$381,894	\$360,056

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	6,503	63,537	147,888
0 - 4	6.7%	6.8%	6.7%
5 - 9	8.3%	8.4%	7.9%
10 - 14	10.0%	9.4%	8.5%
15 - 24	12.3%	12.4%	12.0%
25 - 34	13.2%	12.7%	13.0%
35 - 44	18.2%	17.7%	16.6%
45 - 54	15.7%	15.5%	15.6%
55 - 64	8.9%	9.6%	11.0%
65 - 74	4.0%	4.3%	5.3%
75 - 84	1.8%	2.1%	2.5%
85 +	0.7%	1.0%	1.0%
18 +	69.6%	70.2%	72.2%
2019 Population by Age			
Total	7,573	78,223	182,218
0 - 4	6.3%	6.4%	6.2%
5 - 9	6.9%	7.0%	7.0%
10 - 14	7.8%	7.8%	7.6%
15 - 24	13.0%	12.9%	12.0%
25 - 34	14.7%	13.7%	13.4%
35 - 44	15.8%	15.5%	15.4%
45 - 54	15.0%	14.8%	14.2%
55 - 64	11.4%	11.6%	12.1%
65 - 74	6.1%	6.5%	7.7%
75 - 84	2.3%	2.5%	3.1%
85 +	0.8%	1.2%	1.1%
18 +	74.7%	74.2%	74.9%
2024 Population by Age			
Total	8,160	86,638	200,175
0 - 4	6.6%	6.6%	6.5%
5 - 9	6.8%	6.9%	6.9%
10 - 14	6.7%	7.0%	7.1%
15 - 24	10.8%	11.4%	11.0%
25 - 34	18.0%	16.0%	14.7%
35 - 44	16.9%	16.2%	16.1%
45 - 54	13.0%	13.2%	13.1%
55 - 64	11.0%	11.2%	11.3%
65 - 74	6.6%	7.2%	8.2%
75 - 84	2.9%	3.1%	4.0%
85 +	0.9%	1.1%	1.2%
18 +	76.1%	75.4%	75.5%
2010 Population by Sex			
Males	3,203	31,086	72,135
Females	3,300	32,449	75,752
2019 Population by Sex			
Males	3,712	38,201	88,736
Females	3,859	40,021	93,481
2024 Population by Sex			
Males	3,988	42,222	97,342
Females	4,171	44,417	102,831

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	6,503	63,535	147,888
White Alone	80.7%	80.5%	82.2%
Black Alone	4.7%	4.9%	4.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	8.0%	6.4%	4.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.2%	4.3%	4.7%
Two or More Races	3.0%	3.3%	3.2%
Hispanic Origin	29.0%	30.3%	30.6%
Diversity Index	61.2	62.2	60.9
2019 Population by Race/Ethnicity			
Total	7,573	78,223	182,217
White Alone	76.9%	76.8%	78.7%
Black Alone	5.3%	5.7%	5.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	9.8%	7.8%	6.0%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	3.8%	5.2%	5.6%
Two or More Races	3.6%	4.0%	3.9%
Hispanic Origin	33.6%	35.1%	35.5%
Diversity Index	66.5	67.4	66.1
2024 Population by Race/Ethnicity			
Total	8,160	86,639	200,173
White Alone	75.0%	74.9%	77.0%
Black Alone	5.6%	6.0%	5.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	11.0%	8.8%	6.8%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	3.9%	5.3%	5.8%
Two or More Races	3.9%	4.3%	4.2%
Hispanic Origin	36.0%	37.4%	37.9%
Diversity Index	68.8	69.5	68.2
2010 Population by Relationship and Household Type			
Total	6,503	63,535	147,887
In Households	99.3%	99.4%	99.6%
In Family Households	88.7%	88.6%	87.5%
Householder	26.7%	26.6%	27.1%
Spouse	22.2%	22.5%	22.5%
Child	35.7%	35.2%	33.5%
Other relative	3.0%	3.1%	3.1%
Nonrelative	1.0%	1.1%	1.3%
In Nonfamily Households	10.6%	10.8%	12.1%
In Group Quarters	0.7%	0.6%	0.4%
Institutionalized Population	0.7%	0.6%	0.4%
Noninstitutionalized Population	0.1%	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	5,003	51,491	122,198
Less than 9th Grade	1.2%	1.4%	1.5%
9th - 12th Grade, No Diploma	1.4%	2.0%	2.1%
High School Graduate	9.3%	11.1%	12.2%
GED/Alternative Credential	2.2%	1.7%	1.9%
Some College, No Degree	20.0%	20.5%	20.7%
Associate Degree	11.1%	8.3%	8.5%
Bachelor's Degree	33.8%	33.7%	32.8%
Graduate/Professional Degree	21.0%	21.4%	20.4%
2019 Population 15+ by Marital Status			
Total	5,987	61,606	144,153
Never Married	29.1%	29.1%	28.0%
Married	60.9%	58.6%	58.5%
Widowed	3.4%	3.8%	3.9%
Divorced	6.6%	8.6%	9.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.8%	96.5%	96.9%
Civilian Unemployed (Unemployment Rate)	2.2%	3.5%	3.1%
2019 Employed Population 16+ by Industry			
Total	3,787	39,140	93,652
Agriculture/Mining	1.1%	1.3%	1.2%
Construction	3.4%	4.4%	4.8%
Manufacturing	4.4%	5.4%	4.9%
Wholesale Trade	3.7%	3.3%	3.3%
Retail Trade	13.1%	11.1%	10.8%
Transportation/Utilities	5.0%	3.8%	4.5%
Information	2.4%	2.6%	2.6%
Finance/Insurance/Real Estate	8.5%	10.0%	11.0%
Services	50.7%	51.6%	51.1%
Public Administration	7.8%	6.5%	5.8%
2019 Employed Population 16+ by Occupation			
Total	3,787	39,139	93,651
White Collar	79.0%	78.3%	77.5%
Management/Business/Financial	21.9%	22.1%	21.2%
Professional	31.4%	29.5%	29.3%
Sales	17.4%	15.7%	15.2%
Administrative Support	8.4%	11.0%	11.8%
Services	13.4%	12.7%	12.9%
Blue Collar	7.6%	9.0%	9.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	0.9%	2.2%	2.6%
Installation/Maintenance/Repair	1.4%	1.8%	1.8%
Production	2.2%	2.4%	2.3%
Transportation/Material Moving	3.0%	2.5%	2.8%
2010 Population By Urban/ Rural Status			
Total Population	6,503	63,535	147,887
Population Inside Urbanized Area	100.0%	98.6%	98.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.4%	2.0%

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	2,488	22,453	54,313
Households with 1 Person	19.3%	19.8%	21.0%
Households with 2+ People	80.7%	80.2%	79.0%
Family Households	75.7%	75.3%	73.7%
Husband-wife Families	62.8%	63.5%	61.3%
With Related Children	37.3%	36.3%	32.4%
Other Family (No Spouse Present)	12.9%	11.8%	12.4%
Other Family with Male Householder	3.3%	3.2%	3.4%
With Related Children	2.1%	2.0%	2.1%
Other Family with Female Householder	9.6%	8.6%	9.0%
With Related Children	7.0%	6.0%	6.1%
Nonfamily Households	4.9%	4.9%	5.4%
All Households with Children	46.7%	44.6%	40.9%
Multigenerational Households	3.6%	3.5%	3.3%
Unmarried Partner Households	4.8%	4.5%	4.8%
Male-female	4.1%	3.9%	4.1%
Same-sex	0.7%	0.6%	0.7%
2010 Households by Size			
Total	2,488	22,452	54,311
1 Person Household	19.3%	19.8%	21.0%
2 Person Household	29.2%	29.8%	32.4%
3 Person Household	18.7%	18.0%	17.7%
4 Person Household	21.1%	20.0%	17.9%
5 Person Household	7.9%	8.4%	7.6%
6 Person Household	2.8%	2.8%	2.5%
7 + Person Household	0.9%	1.1%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	2,488	22,452	54,313
Owner Occupied	68.3%	69.8%	72.9%
Owned with a Mortgage/Loan	59.7%	60.1%	60.4%
Owned Free and Clear	8.6%	9.7%	12.5%
Renter Occupied	31.7%	30.2%	27.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,613	23,951	57,825
Housing Units Inside Urbanized Area	100.0%	98.6%	97.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.4%	2.1%

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.	Boomburbs (1C)	Boomburbs (1C)	Boomburbs (1C)
2.	Soccer Moms (4A)	Enterprising Professionals	Soccer Moms (4A)
3.	Enterprising Professionals (2D)	Soccer Moms (4A)Up and Coming Families (7A)	
2019 Consumer Spending			
Apparel & Services: Total \$	\$8,351,685	\$83,816,366	\$194,551,901
Average Spent	\$2,959.49	\$3,032.10	\$2,925.02
Spending Potential Index	138	142	137
Education: Total \$	\$6,140,775	\$61,371,054	\$144,458,972
Average Spent	\$2,176.04	\$2,220.13	\$2,171.89
Spending Potential Index	137	139	136
Entertainment/Recreation: Total \$	\$12,234,303	\$123,536,952	\$290,229,647
Average Spent	\$4,335.33	\$4,469.01	\$4,363.50
Spending Potential Index	133	137	133
Food at Home: Total \$	\$18,719,087	\$190,972,810	\$446,676,288
Average Spent	\$6,633.27	\$6,908.54	\$6,715.62
Spending Potential Index	128	134	130
Food Away from Home: Total \$	\$14,362,555	\$144,233,463	\$334,877,204
Average Spent	\$5,089.50	\$5,217.72	\$5,034.76
Spending Potential Index	138	142	137
Health Care: Total \$	\$21,003,535	\$214,621,681	\$509,146,566
Average Spent	\$7,442.78	\$7,764.05	\$7,654.84
Spending Potential Index	125	131	129
HH Furnishings & Equipment: Total \$	\$8,357,625	\$83,970,831	\$196,965,923
Average Spent	\$2,961.60	\$3,037.69	\$2,961.31
Spending Potential Index	139	142	139
Personal Care Products & Services: Total \$	\$3,536,923	\$35,417,748	\$82,667,640
Average Spent	\$1,253.34	\$1,281.26	\$1,242.88
Spending Potential Index	141	145	140
Shelter: Total \$	\$69,326,575	\$703,206,351	\$1,641,524,481
Average Spent	\$24,566.47	\$25,438.86	\$24,679.75
Spending Potential Index	133	137	133
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,051,567	\$92,334,653	\$220,395,992
Average Spent	\$3,207.50	\$3,340.25	\$3,313.58
Spending Potential Index	129	135	134
Travel: Total \$	\$8,976,112	\$89,598,051	\$210,097,751
Average Spent	\$3,180.76	\$3,241.26	\$3,158.75
Spending Potential Index	142	144	141
Vehicle Maintenance & Repairs: Total \$	\$4,111,158	\$42,239,040	\$100,377,725
Average Spent	\$1,456.82	\$1,528.02	\$1,509.14
Spending Potential Index	127	134	132

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.