



# Community Profile

Shops at Stonebriar  
 2696 Preston Rd, Frisco, Texas, 75034  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 33.10162  
 Longitude: -96.80527

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,467	47,328	151,937
2010 Total Population	6,127	88,528	238,248
2020 Total Population	14,204	117,217	311,323
2020 Group Quarters	0	93	306
2025 Total Population	17,436	135,309	353,289
2020-2025 Annual Rate	4.19%	2.91%	2.56%
2020 Total Daytime Population	20,063	157,002	338,708
Workers	13,411	97,910	179,499
Residents	6,652	59,092	159,209
<b>Household Summary</b>			
2000 Households	605	17,144	54,074
2000 Average Household Size	2.42	2.76	2.81
2010 Households	3,184	34,464	89,082
2010 Average Household Size	1.92	2.57	2.67
2020 Households	7,024	46,190	116,760
2020 Average Household Size	2.02	2.54	2.66
2025 Households	8,442	53,433	132,859
2025 Average Household Size	2.07	2.53	2.66
2020-2025 Annual Rate	3.75%	2.96%	2.62%
2010 Families	1,461	22,921	63,721
2010 Average Family Size	2.79	3.21	3.21
2020 Families	3,451	29,417	81,675
2020 Average Family Size	2.89	3.25	3.24
2025 Families	4,214	33,573	91,868
2025 Average Family Size	2.94	3.26	3.26
2020-2025 Annual Rate	4.08%	2.68%	2.38%
<b>Housing Unit Summary</b>			
2000 Housing Units	770	19,818	59,391
Owner Occupied Housing Units	54.3%	65.5%	68.0%
Renter Occupied Housing Units	24.3%	21.0%	23.0%
Vacant Housing Units	21.4%	13.5%	9.0%
2010 Housing Units	3,431	36,388	93,618
Owner Occupied Housing Units	22.8%	55.0%	62.4%
Renter Occupied Housing Units	70.0%	39.7%	32.8%
Vacant Housing Units	7.2%	5.3%	4.8%
2020 Housing Units	7,339	48,663	123,544
Owner Occupied Housing Units	17.6%	45.8%	55.7%
Renter Occupied Housing Units	78.1%	49.1%	38.8%
Vacant Housing Units	4.3%	5.1%	5.5%
2025 Housing Units	8,740	56,104	139,925
Owner Occupied Housing Units	17.9%	43.3%	53.8%
Renter Occupied Housing Units	78.7%	51.9%	41.2%
Vacant Housing Units	3.4%	4.8%	5.0%
<b>Median Household Income</b>			
2020	\$88,042	\$105,314	\$110,978
2025	\$96,658	\$108,453	\$115,589
<b>Median Home Value</b>			
2020	\$357,128	\$376,956	\$377,310
2025	\$369,192	\$387,021	\$390,478
<b>Per Capita Income</b>			
2020	\$52,258	\$54,823	\$54,912
2025	\$57,134	\$58,788	\$59,366
<b>Median Age</b>			
2010	31.3	34.7	35.7
2020	33.7	35.9	36.9
2025	33.9	36.1	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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2020 Households by Income</b>			
Household Income Base	7,024	46,190	116,760
<\$15,000	4.9%	4.3%	3.5%
\$15,000 - \$24,999	3.3%	3.1%	2.9%
\$25,000 - \$34,999	5.0%	4.8%	4.1%
\$35,000 - \$49,999	10.6%	7.8%	7.5%
\$50,000 - \$74,999	15.5%	13.5%	13.4%
\$75,000 - \$99,999	18.0%	12.9%	11.9%
\$100,000 - \$149,999	23.0%	21.8%	21.5%
\$150,000 - \$199,999	10.4%	12.3%	13.3%
\$200,000+	9.4%	19.4%	21.7%
Average Household Income	\$108,715	\$138,553	\$146,912
<b>2025 Households by Income</b>			
Household Income Base	8,442	53,433	132,859
<\$15,000	3.8%	3.9%	3.3%
\$15,000 - \$24,999	2.7%	2.8%	2.6%
\$25,000 - \$34,999	4.0%	4.4%	3.8%
\$35,000 - \$49,999	8.6%	7.1%	6.8%
\$50,000 - \$74,999	14.1%	13.1%	12.9%
\$75,000 - \$99,999	18.7%	13.2%	11.9%
\$100,000 - \$149,999	25.2%	22.2%	21.4%
\$150,000 - \$199,999	12.1%	12.7%	13.8%
\$200,000+	10.8%	20.6%	23.6%
Average Household Income	\$121,487	\$148,293	\$158,476
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	1,282	22,269	68,849
<\$50,000	0.2%	1.0%	1.0%
\$50,000 - \$99,999	0.1%	0.6%	1.1%
\$100,000 - \$149,999	0.2%	0.8%	2.3%
\$150,000 - \$199,999	3.0%	2.4%	3.9%
\$200,000 - \$249,999	11.6%	8.0%	8.9%
\$250,000 - \$299,999	14.0%	13.2%	11.3%
\$300,000 - \$399,999	36.7%	31.1%	27.9%
\$400,000 - \$499,999	30.5%	22.8%	21.0%
\$500,000 - \$749,999	3.6%	13.3%	16.9%
\$750,000 - \$999,999	0.1%	3.4%	3.2%
\$1,000,000 - \$1,499,999	0.0%	1.9%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.9%	0.7%
\$2,000,000 +	0.2%	0.5%	0.6%
Average Home Value	\$362,042	\$435,542	\$429,361
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	1,552	24,292	75,254
<\$50,000	0.1%	0.6%	0.6%
\$50,000 - \$99,999	0.0%	0.3%	0.6%
\$100,000 - \$149,999	0.1%	0.5%	1.6%
\$150,000 - \$199,999	1.7%	1.6%	2.8%
\$200,000 - \$249,999	8.8%	6.6%	7.6%
\$250,000 - \$299,999	12.7%	12.5%	10.8%
\$300,000 - \$399,999	38.3%	32.0%	28.8%
\$400,000 - \$499,999	34.2%	24.4%	22.6%
\$500,000 - \$749,999	3.8%	14.1%	18.2%
\$750,000 - \$999,999	0.1%	4.0%	3.7%
\$1,000,000 - \$1,499,999	0.0%	1.9%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.9%	0.7%
\$2,000,000 +	0.1%	0.5%	0.6%
Average Home Value	\$373,148	\$450,200	\$446,569

**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.

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<b>2010 Population by Age</b>			
Total	6,128	88,527	238,246
0 - 4	6.8%	7.1%	6.9%
5 - 9	6.1%	8.6%	8.5%
10 - 14	5.6%	8.3%	8.5%
15 - 24	13.1%	10.9%	11.0%
25 - 34	28.0%	15.6%	13.6%
35 - 44	20.3%	20.0%	18.8%
45 - 54	12.2%	15.9%	16.8%
55 - 64	5.1%	8.4%	9.7%
65 - 74	1.9%	3.5%	4.1%
75 - 84	0.9%	1.4%	1.5%
85 +	0.1%	0.4%	0.6%
18 +	79.0%	71.8%	71.4%
<b>2020 Population by Age</b>			
Total	14,203	117,216	311,323
0 - 4	6.2%	6.1%	6.2%
5 - 9	6.1%	7.0%	7.3%
10 - 14	5.9%	7.4%	7.8%
15 - 24	12.2%	12.4%	12.1%
25 - 34	22.6%	15.6%	13.6%
35 - 44	18.7%	16.2%	15.8%
45 - 54	13.3%	15.3%	15.4%
55 - 64	8.8%	11.3%	12.1%
65 - 74	4.2%	5.8%	6.7%
75 - 84	1.6%	2.2%	2.4%
85 +	0.5%	0.7%	0.7%
18 +	78.9%	75.5%	74.5%
<b>2025 Population by Age</b>			
Total	17,436	135,307	353,288
0 - 4	6.4%	6.3%	6.3%
5 - 9	6.1%	6.7%	7.0%
10 - 14	5.6%	6.7%	7.1%
15 - 24	12.3%	11.9%	11.4%
25 - 34	22.3%	16.5%	14.9%
35 - 44	19.2%	16.8%	16.1%
45 - 54	12.4%	13.4%	13.9%
55 - 64	8.5%	11.2%	11.6%
65 - 74	4.7%	6.8%	7.6%
75 - 84	1.9%	2.9%	3.3%
85 +	0.5%	0.8%	0.8%
18 +	78.9%	76.6%	75.6%
<b>2010 Population by Sex</b>			
Males	2,994	43,041	116,186
Females	3,133	45,487	122,062
<b>2020 Population by Sex</b>			
Males	6,972	57,004	151,709
Females	7,232	60,213	159,614
<b>2025 Population by Sex</b>			
Males	8,568	65,796	172,123
Females	8,867	69,513	181,166

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<b>2010 Population by Race/Ethnicity</b>			
Total	6,127	88,528	238,248
White Alone	65.5%	67.1%	69.8%
Black Alone	10.6%	7.1%	6.8%
American Indian Alone	0.5%	0.4%	0.5%
Asian Alone	17.4%	19.5%	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%	10.3%	10.7%
Diversity Index	61.4	59.8	57.9
<b>2020 Population by Race/Ethnicity</b>			
Total	14,203	117,217	311,324
White Alone	55.2%	56.5%	58.9%
Black Alone	11.8%	8.6%	8.5%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	26.2%	27.8%	25.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.4%	3.1%	3.0%
Two or More Races	3.9%	3.6%	3.6%
Hispanic Origin	10.1%	11.4%	11.3%
Diversity Index	68.3	67.8	66.4
<b>2025 Population by Race/Ethnicity</b>			
Total	17,436	135,310	353,289
White Alone	51.3%	52.8%	55.1%
Black Alone	12.8%	10.0%	9.9%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	28.8%	29.6%	27.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.5%	3.4%	3.2%
Two or More Races	4.1%	3.8%	3.7%
Hispanic Origin	10.8%	12.7%	12.3%
Diversity Index	70.7	70.7	69.5
<b>2010 Population by Relationship and Household Type</b>			
Total	6,127	88,528	238,248
In Households	100.0%	99.9%	99.9%
In Family Households	67.4%	84.1%	87.0%
Householder	23.0%	26.0%	26.8%
Spouse	17.8%	21.7%	22.3%
Child	23.3%	32.3%	33.5%
Other relative	2.3%	3.1%	3.2%
Nonrelative	1.0%	1.0%	1.1%
In Nonfamily Households	32.6%	15.8%	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.

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<b>2020 Population 25+ by Educational Attainment</b>			
Total	9,894	78,652	207,484
Less than 9th Grade	0.7%	1.5%	1.5%
9th - 12th Grade, No Diploma	0.7%	1.6%	1.9%
High School Graduate	6.5%	7.3%	8.4%
GED/Alternative Credential	0.5%	1.3%	1.4%
Some College, No Degree	12.8%	14.8%	15.8%
Associate Degree	3.2%	5.6%	6.4%
Bachelor's Degree	44.9%	41.0%	38.7%
Graduate/Professional Degree	30.7%	27.0%	26.0%
<b>2020 Population 15+ by Marital Status</b>			
Total	11,627	93,230	245,236
Never Married	31.0%	29.1%	27.7%
Married	57.3%	57.8%	59.8%
Widowed	2.9%	3.3%	3.3%
Divorced	8.8%	9.8%	9.2%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	8,337	63,326	166,110
Population 16+ Employed	91.1%	92.1%	92.0%
Population 16+ Unemployment rate	8.9%	7.9%	8.0%
Population 16-24 Employed	7.0%	9.0%	8.8%
Population 16-24 Unemployment rate	25.3%	16.0%	14.6%
Population 25-54 Employed	78.3%	72.3%	70.4%
Population 25-54 Unemployment rate	6.8%	6.8%	7.2%
Population 55-64 Employed	11.5%	15.0%	16.3%
Population 55-64 Unemployment rate	11.2%	7.9%	7.8%
Population 65+ Employed	3.2%	3.7%	4.4%
Population 65+ Unemployment rate	6.9%	6.3%	7.2%
<b>2020 Employed Population 16+ by Industry</b>			
Total	7,593	58,331	152,844
Agriculture/Mining	1.2%	0.9%	0.8%
Construction	4.2%	3.9%	3.8%
Manufacturing	7.3%	8.4%	8.2%
Wholesale Trade	2.8%	3.3%	3.3%
Retail Trade	9.5%	9.5%	9.8%
Transportation/Utilities	3.2%	3.1%	3.5%
Information	4.0%	4.3%	3.9%
Finance/Insurance/Real Estate	12.3%	14.0%	13.7%
Services	53.6%	51.1%	51.1%
Public Administration	2.0%	1.5%	1.8%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	7,593	58,334	152,845
White Collar	84.8%	82.8%	82.3%
Management/Business/Financial	23.0%	26.4%	26.4%
Professional	38.3%	33.8%	32.1%
Sales	10.7%	12.1%	12.9%
Administrative Support	12.8%	10.5%	10.9%
Services	7.7%	9.4%	9.9%
Blue Collar	7.5%	7.8%	7.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.3%	2.0%	1.7%
Installation/Maintenance/Repair	2.0%	1.5%	1.7%
Production	1.3%	2.0%	1.8%
Transportation/Material Moving	2.9%	2.4%	2.4%

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February 16, 2021



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<b>2010 Households by Type</b>			
Total	3,183	34,465	89,081
Households with 1 Person	44.6%	27.7%	23.4%
Households with 2+ People	55.4%	72.3%	76.6%
Family Households	45.9%	66.5%	71.5%
Husband-wife Families	35.5%	55.4%	59.7%
With Related Children	18.7%	32.7%	34.4%
Other Family (No Spouse Present)	10.4%	11.1%	11.9%
Other Family with Male Householder	3.0%	2.9%	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	9.5%	5.8%	5.0%
All Households with Children	26.2%	40.7%	42.7%
Multigenerational Households	1.2%	2.8%	3.2%
Unmarried Partner Households	6.6%	4.7%	4.3%
Male-female	5.7%	4.0%	3.7%
Same-sex	0.8%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	3,184	34,463	89,081
1 Person Household	44.6%	27.7%	23.4%
2 Person Household	29.2%	28.6%	29.5%
3 Person Household	13.1%	17.1%	18.2%
4 Person Household	9.8%	17.9%	19.1%
5 Person Household	2.5%	6.2%	6.9%
6 Person Household	0.6%	1.8%	2.1%
7 + Person Household	0.2%	0.7%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,184	34,464	89,082
Owner Occupied	24.6%	58.1%	65.6%
Owned with a Mortgage/Loan	22.1%	50.2%	55.7%
Owned Free and Clear	2.4%	7.9%	9.9%
Renter Occupied	75.4%	41.9%	34.4%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	112	133	138
Percent of Income for Mortgage	16.9%	15.0%	14.2%
Wealth Index	82	150	168
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,431	36,388	93,618
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%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,127	88,528	238,248
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%

**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.	Metro Renters (3B)	Boomburbs (1C)	Boomburbs (1C)
2.	Boomburbs (1C)	Metro Renters (3B)	Professional Pride (1B)
3.		Professional Pride (1B)	Metro Renters (3B)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$19,499,031	\$157,254,510	\$414,934,709
Average Spent	\$2,776.06	\$3,404.51	\$3,553.74
Spending Potential Index	129	159	166
Education: Total \$	\$15,439,944	\$132,357,938	\$355,185,745
Average Spent	\$2,198.17	\$2,865.51	\$3,042.02
Spending Potential Index	123	160	170
Entertainment/Recreation: Total \$	\$26,229,478	\$222,374,079	\$598,567,027
Average Spent	\$3,734.27	\$4,814.33	\$5,126.47
Spending Potential Index	115	148	158
Food at Home: Total \$	\$44,443,060	\$364,996,761	\$968,908,337
Average Spent	\$6,327.31	\$7,902.07	\$8,298.29
Spending Potential Index	118	148	155
Food Away from Home: Total \$	\$34,182,997	\$274,259,333	\$722,886,815
Average Spent	\$4,866.60	\$5,937.63	\$6,191.22
Spending Potential Index	129	158	164
Health Care: Total \$	\$43,144,343	\$373,498,032	\$1,013,652,310
Average Spent	\$6,142.42	\$8,086.12	\$8,681.50
Spending Potential Index	107	141	151
HH Furnishings & Equipment: Total \$	\$18,019,719	\$153,528,608	\$414,360,092
Average Spent	\$2,565.45	\$3,323.85	\$3,548.82
Spending Potential Index	117	152	162
Personal Care Products & Services: Total \$	\$8,077,224	\$66,620,961	\$177,458,699
Average Spent	\$1,149.95	\$1,442.32	\$1,519.86
Spending Potential Index	125	157	165
Shelter: Total \$	\$172,369,288	\$1,393,362,082	\$3,688,094,680
Average Spent	\$24,540.05	\$30,165.88	\$31,586.97
Spending Potential Index	127	156	163
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,545,133	\$157,584,234	\$433,407,437
Average Spent	\$2,497.88	\$3,411.65	\$3,711.95
Spending Potential Index	107	146	158
Travel: Total \$	\$19,638,295	\$170,841,730	\$464,854,396
Average Spent	\$2,795.88	\$3,698.67	\$3,981.28
Spending Potential Index	116	153	165
Vehicle Maintenance & Repairs: Total \$	\$9,347,496	\$77,830,911	\$207,644,091
Average Spent	\$1,330.79	\$1,685.02	\$1,778.38
Spending Potential Index	115	145	153

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.