



Executive Summary

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
Population			
2000 Population	1,467	47,328	151,937
2010 Population	6,127	88,528	238,248
2020 Population	14,204	117,217	311,323
2025 Population	17,436	135,309	353,289
2000-2010 Annual Rate	15.37%	6.46%	4.60%
2010-2020 Annual Rate	8.55%	2.78%	2.64%
2020-2025 Annual Rate	4.19%	2.91%	2.56%
2020 Male Population	49.1%	48.6%	48.7%
2020 Female Population	50.9%	51.4%	51.3%
2020 Median Age	33.7	35.9	36.9

In the identified area, the current year population is 311,323. In 2010, the Census count in the area was 238,248. The rate of change since 2010 was 2.64% annually. The five-year projection for the population in the area is 353,289 representing a change of 2.56% annually from 2020 to 2025. Currently, the population is 48.7% male and 51.3% female.

Median Age

The median age in this area is 33.7, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	55.2%	56.5%	58.9%
2020 Black Alone	11.8%	8.6%	8.5%
2020 American Indian/Alaska Native Alone	0.5%	0.4%	0.4%
2020 Asian Alone	26.2%	27.8%	25.6%
2020 Pacific Islander Alone	0.1%	0.1%	0.1%
2020 Other Race	2.4%	3.1%	3.0%
2020 Two or More Races	3.9%	3.6%	3.6%
2020 Hispanic Origin (Any Race)	10.1%	11.4%	11.3%

Persons of Hispanic origin represent 11.3% of the population in the identified area compared to 18.8% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 66.4 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	82	150	168
2000 Households	605	17,144	54,074
2010 Households	3,184	34,464	89,082
2020 Total Households	7,024	46,190	116,760
2025 Total Households	8,442	53,433	132,859
2000-2010 Annual Rate	18.07%	7.23%	5.12%
2010-2020 Annual Rate	8.02%	2.90%	2.67%
2020-2025 Annual Rate	3.75%	2.96%	2.62%
2020 Average Household Size	2.02	2.54	2.66

The household count in this area has changed from 89,082 in 2010 to 116,760 in the current year, a change of 2.67% annually. The five-year projection of households is 132,859, a change of 2.62% annually from the current year total. Average household size is currently 2.66, compared to 2.67 in the year 2010. The number of families in the current year is 81,675 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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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Mortgage Income			
2020 Percent of Income for Mortgage	16.9%	15.0%	14.2%
Median Household Income			
2020 Median Household Income	\$88,042	\$105,314	\$110,978
2025 Median Household Income	\$96,658	\$108,453	\$115,589
2020-2025 Annual Rate	1.88%	0.59%	0.82%
Average Household Income			
2020 Average Household Income	\$108,715	\$138,553	\$146,912
2025 Average Household Income	\$121,487	\$148,293	\$158,476
2020-2025 Annual Rate	2.25%	1.37%	1.53%
Per Capita Income			
2020 Per Capita Income	\$52,258	\$54,823	\$54,912
2025 Per Capita Income	\$57,134	\$58,788	\$59,366
2020-2025 Annual Rate	1.80%	1.41%	1.57%

Households by Income

Current median household income is \$110,978 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$115,589 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$146,912 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$158,476 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$54,912 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$59,366 in five years, compared to \$37,691 for all U.S. households

Housing			
2020 Housing Affordability Index	112	133	138
2000 Total Housing Units	770	19,818	59,391
2000 Owner Occupied Housing Units	418	12,990	40,405
2000 Renter Occupied Housing Units	187	4,154	13,669
2000 Vacant Housing Units	165	2,674	5,317
2010 Total Housing Units	3,431	36,388	93,618
2010 Owner Occupied Housing Units	783	20,025	58,402
2010 Renter Occupied Housing Units	2,401	14,439	30,680
2010 Vacant Housing Units	247	1,924	4,536
2020 Total Housing Units	7,339	48,663	123,544
2020 Owner Occupied Housing Units	1,291	22,286	68,866
2020 Renter Occupied Housing Units	5,733	23,904	47,895
2020 Vacant Housing Units	315	2,473	6,784
2025 Total Housing Units	8,740	56,104	139,925
2025 Owner Occupied Housing Units	1,563	24,311	75,274
2025 Renter Occupied Housing Units	6,879	29,122	57,585
2025 Vacant Housing Units	298	2,671	7,066

Currently, 55.7% of the 123,544 housing units in the area are owner occupied; 38.8%, renter occupied; and 5.5% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 93,618 housing units in the area - 62.4% owner occupied, 32.8% renter occupied, and 4.8% vacant. The annual rate of change in housing units since 2010 is 13.12%. Median home value in the area is \$377,310, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 0.69% annually to \$390,478.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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