

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.1366/-96.8025

7010 Preston Rd Frisco, TX 75035		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population									
Estimated Population (2023)	18,205		102,630		297,564		584,076		
Projected Population (2028)	19,782		116,236		334,234		648,571		
Census Population (2020)	17,021		94,531		276,563		545,398		
Census Population (2010)	13,425		61,346		184,902		379,980		
Projected Annual Growth (2023-2028)	1,578	1.7%	13,606	2.7%	36,670	2.5%	64,495	2.2%	
Historical Annual Growth (2020-2023)	1,184	2.3%	8,100	2.9%	21,001	2.5%	38,678	2.4%	
Historical Annual Growth (2010-2020)	3,596	2.7%	33,185	5.4%	91,661	5.0%	165,419	4.4%	
Estimated Population Density (2023)	5,798	psm	3,632	psm	3,791	psm	3,796	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	153.9	sq mi	
Households									
Estimated Households (2023)	7,302		38,194		106,980		212,546		
Projected Households (2028)	8,389		45,608		127,381		250,628		
Census Households (2020)	6,738		34,717		98,189		196,029		
Census Households (2010)	5,371		22,526		65,283		135,190		
Projected Annual Growth (2023-2028)	1,087	3.0%	7,414	3.9%	20,400	3.8%	38,082	3.6%	
Historical Annual Change (2010-2023)	1,931	2.8%	15,668	5.4%	41,697	4.9%	77,356	4.4%	
Average Household Income									
Estimated Average Household Income (2023)	\$117,850		\$151,856		\$177,229		\$172,469		
Projected Average Household Income (2028)	\$104,897		\$133,470		\$157,813		\$154,694		
Census Average Household Income (2010)	\$77,960		\$104,127		\$114,597		\$111,923		
Census Average Household Income (2000)	\$72,978		\$86,296		\$101,267		\$104,114		
Projected Annual Change (2023-2028)	-\$12,953	-2.2%	-\$18,386	-2.4%	-\$19,416	-2.2%	-\$17,776	-2.1%	
Historical Annual Change (2000-2023)	\$44,872	2.7%	\$65,560	3.3%	\$75,962	3.3%	\$68,355	2.9%	
Median Household Income									
Estimated Median Household Income (2023)	\$87,891		\$128,819		\$150,554		\$144,520		
Projected Median Household Income (2028)	\$82,609		\$130,652		\$154,902		\$147,376		
Census Median Household Income (2010)	\$65,325		\$88,116		\$99,195		\$95,841		
Census Median Household Income (2000)	\$66,581		\$76,646		\$90,103		\$89,439		
Projected Annual Change (2023-2028)	-\$5,282	-1.2%	\$1,833	0.3%	\$4,348	0.6%	\$2,856	0.4%	
Historical Annual Change (2000-2023)	\$21,310	1.4%	\$52,173	3.0%	\$60,451	2.9%	\$55,081	2.7%	
Per Capita Income									
Estimated Per Capita Income (2023)	\$47,298		\$56,529		\$63,732		\$62,773		
Projected Per Capita Income (2028)	\$44,509		\$52,384		\$60,158		\$59,788		
Census Per Capita Income (2010)	\$31,189		\$38,228		\$40,469		\$39,826		
Census Per Capita Income (2000)	\$26,306		\$30,593		\$35,296		\$36,298		
Projected Annual Change (2023-2028)	-\$2,789	-1.2%	-\$4,145	-1.5%	-\$3,574	-1.1%	-\$2,985	-1.0%	
Historical Annual Change (2000-2023)	\$20,992	3.5%	\$25,936	3.7%	\$28,436	3.5%	\$26,475	3.2%	
Estimated Average Household Net Worth (2023)	\$652,164		\$945,631		\$1.13 M		\$1.06 M		

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7010 Preston Rd Frisco, TX 75035	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity								
Total Population (2023)	18,205		102,630		297,564		584,076	
White (2023)	9,264	50.9%	53,441	52.1%	146,410	49.2%	309,575	53.0%
Black or African American (2023)	2,690	14.8%	11,282	11.0%	30,747	10.3%	63,692	10.9%
American Indian or Alaska Native (2023)	114	0.6%	515	0.5%	1,172	0.4%	2,408	0.4%
Asian (2023)	2,819	15.5%	24,023	23.4%	86,424	29.0%	139,816	23.9%
Hawaiian or Pacific Islander (2023)	7	-	59	-	152	-	308	-
Other Race (2023)	1,304	7.2%	4,205	4.1%	8,478	2.8%	17,698	3.0%
Two or More Races (2023)	2,007	11.0%	9,105	8.9%	24,180	8.1%	50,579	8.7%
Population < 18 (2023)	4,473	24.6%	26,903	26.2%	78,821	26.5%	151,241	25.9%
White Not Hispanic	1,575	35.2%	11,069	41.1%	30,932	39.2%	63,976	42.3%
Black or African American	789	17.6%	3,001	11.2%	8,053	10.2%	17,154	11.3%
Asian	747	16.7%	7,142	26.5%	25,989	33.0%	40,950	27.1%
Other Race Not Hispanic	248	5.5%	1,402	5.2%	3,814	4.8%	7,577	5.0%
Hispanic	1,115	24.9%	4,288	15.9%	10,033	12.7%	21,584	14.3%
Not Hispanic or Latino Population (2023)	14,571	80.0%	88,377	86.1%	263,472	88.5%	511,425	87.6%
Not Hispanic White	8,546	58.7%	50,207	56.8%	138,566	52.6%	292,718	57.2%
Not Hispanic Black or African American	2,647	18.2%	11,084	12.5%	30,168	11.5%	62,475	12.2%
Not Hispanic American Indian or Alaska Native	43	0.3%	205	0.2%	528	0.2%	1,028	0.2%
Not Hispanic Asian	2,805	19.3%	23,931	27.1%	86,215	32.7%	139,373	27.3%
Not Hispanic Hawaiian or Pacific Islander	4	-	38	-	102	-	208	-
Not Hispanic Other Race	49	0.3%	233	0.3%	646	0.2%	1,126	0.2%
Not Hispanic Two or More Races	476	3.3%	2,678	3.0%	7,247	2.8%	14,496	2.8%
Hispanic or Latino Population (2023)	3,634	20.0%	14,254	13.9%	34,092	11.5%	72,651	12.4%
Hispanic White	718	19.7%	3,233	22.7%	7,844	23.0%	16,857	23.2%
Hispanic Black or African American	42	1.2%	198	1.4%	580	1.7%	1,218	1.7%
Hispanic American Indian or Alaska Native	72	2.0%	310	2.2%	644	1.9%	1,380	1.9%
Hispanic Asian	14	0.4%	92	0.6%	210	0.6%	443	0.6%
Hispanic Hawaiian or Pacific Islander	3	-	21	0.1%	50	0.1%	99	0.1%
Hispanic Other Race	1,255	34.5%	3,972	27.9%	7,832	23.0%	16,572	22.8%
Hispanic Two or More Races	1,531	42.1%	6,427	45.1%	16,933	49.7%	36,083	49.7%
Not Hispanic or Latino Population (2020)	13,391	78.7%	81,256	86.0%	245,847	88.9%	478,765	87.8%
Hispanic or Latino Population (2020)	3,630	21.3%	13,275	14.0%	30,716	11.1%	66,634	12.2%
Not Hispanic or Latino Population (2010)	10,849	80.8%	52,468	85.5%	164,448	88.9%	335,951	88.4%
Hispanic or Latino Population (2010)	2,576	19.2%	8,878	14.5%	20,454	11.1%	44,029	11.6%
Not Hispanic or Latino Population (2028)	15,819	80.0%	100,090	86.1%	295,995	88.6%	568,141	87.6%
Hispanic or Latino Population (2028)	3,963	20.0%	16,146	13.9%	38,239	11.4%	80,429	12.4%
Projected Annual Growth (2023-2028)	329	1.8%	1,892	2.7%	4,147	2.4%	7,778	2.1%
Historical Annual Growth (2010-2020)	1,053	4.1%	4,397	5.0%	10,262	5.0%	22,605	5.1%

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Total Age Distribution (2023)									
Total Population	18,205		102,630		297,564		584,076		
Age Under 5 Years	1,110	6.1%	6,335	6.2%	19,033	6.4%	36,119	6.2%	
Age 5 to 9 Years	1,246	6.8%	7,708	7.5%	23,379	7.9%	43,431	7.4%	
Age 10 to 14 Years	1,314	7.2%	8,150	7.9%	23,442	7.9%	45,553	7.8%	
Age 15 to 19 Years	1,227	6.7%	6,773	6.6%	18,683	6.3%	37,734	6.5%	
Age 20 to 24 Years	1,291	7.1%	5,637	5.5%	14,559	4.9%	29,167	5.0%	
Age 25 to 29 Years	1,437	7.9%	6,433	6.3%	17,595	5.9%	35,256	6.0%	
Age 30 to 34 Years	1,383	7.6%	7,823	7.6%	23,353	7.8%	44,791	7.7%	
Age 35 to 39 Years	1,553	8.5%	9,623	9.4%	29,458	9.9%	53,908	9.2%	
Age 40 to 44 Years	1,517	8.3%	9,662	9.4%	28,901	9.7%	52,761	9.0%	
Age 45 to 49 Years	1,377	7.6%	8,214	8.0%	24,465	8.2%	46,596	8.0%	
Age 50 to 54 Years	1,190	6.5%	6,773	6.6%	19,672	6.6%	40,258	6.9%	
Age 55 to 59 Years	956	5.3%	5,349	5.2%	15,752	5.3%	33,527	5.7%	
Age 60 to 64 Years	812	4.5%	4,532	4.4%	12,905	4.3%	28,026	4.8%	
Age 65 to 69 Years	599	3.3%	3,480	3.4%	9,729	3.3%	21,154	3.6%	
Age 70 to 74 Years	505	2.8%	2,689	2.6%	7,564	2.5%	16,469	2.8%	
Age 75 to 79 Years	327	1.8%	1,671	1.6%	4,570	1.5%	9,792	1.7%	
Age 80 to 84 Years	210	1.2%	992	1.0%	2,514	0.8%	5,385	0.9%	
Age 85 Years or Over	152	0.8%	785	0.8%	1,990	0.7%	4,149	0.7%	
Median Age	34.3		35.3		35.7		36.3		
Age 19 Years or Less	4,897	26.9%	28,966	28.2%	84,537	28.4%	162,837	27.9%	
Age 20 to 64 Years	11,516	63.3%	64,048	62.4%	186,660	62.7%	364,289	62.4%	
Age 65 Years or Over	1,793	9.8%	9,617	9.4%	26,367	8.9%	56,950	9.8%	
Female Age Distribution (2023)									
Female Population	9,391	51.6%	51,951	50.6%	150,114	50.4%	295,562	50.6%	
Age Under 5 Years	573	6.1%	3,051	5.9%	9,180	6.1%	17,552	5.9%	
Age 5 to 9 Years	627	6.7%	3,856	7.4%	11,601	7.7%	21,438	7.3%	
Age 10 to 14 Years	656	7.0%	4,038	7.8%	11,451	7.6%	22,329	7.6%	
Age 15 to 19 Years	618	6.6%	3,331	6.4%	9,134	6.1%	18,438	6.2%	
Age 20 to 24 Years	670	7.1%	2,861	5.5%	7,462	5.0%	14,841	5.0%	
Age 25 to 29 Years	714	7.6%	3,250	6.3%	9,043	6.0%	18,119	6.1%	
Age 30 to 34 Years	695	7.4%	4,045	7.8%	12,383	8.2%	23,475	7.9%	
Age 35 to 39 Years	765	8.1%	4,929	9.5%	15,044	10.0%	27,553	9.3%	
Age 40 to 44 Years	790	8.4%	4,877	9.4%	14,463	9.6%	26,629	9.0%	
Age 45 to 49 Years	714	7.6%	4,045	7.8%	11,814	7.9%	22,947	7.8%	
Age 50 to 54 Years	592	6.3%	3,314	6.4%	9,483	6.3%	19,589	6.6%	
Age 55 to 59 Years	497	5.3%	2,661	5.1%	7,794	5.2%	16,757	5.7%	
Age 60 to 64 Years	446	4.8%	2,353	4.5%	6,623	4.4%	14,406	4.9%	
Age 65 to 69 Years	348	3.7%	1,911	3.7%	5,246	3.5%	11,458	3.9%	
Age 70 to 74 Years	289	3.1%	1,452	2.8%	4,191	2.8%	9,016	3.1%	
Age 75 to 79 Years	178	1.9%	901	1.7%	2,495	1.7%	5,302	1.8%	
Age 80 to 84 Years	124	1.3%	589	1.1%	1,458	1.0%	3,118	1.1%	
Age 85 Years or Over	97	1.0%	490	0.9%	1,249	0.8%	2,596	0.9%	
Female Median Age	35.0		35.6		35.8		36.5		
Age 19 Years or Less	2,474	26.3%	14,275	27.5%	41,366	27.6%	79,757	27.0%	
Age 20 to 64 Years	5,882	62.6%	32,332	62.2%	94,108	62.7%	184,314	62.4%	
Age 65 Years or Over	1,036	11.0%	5,343	10.3%	14,641	9.8%	31,491	10.7%	

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	1 mi radius		3 mi radius		5 mi radius		7 mi radius		
Male Age Distribution (2023)									
Male Population	8,814	48.4%	50,679	49.4%	147,449	49.6%	288,514	49.4%	
Age Under 5 Years	537	6.1%	3,284	6.5%	9,854	6.7%	18,567	6.4%	
Age 5 to 9 Years	619	7.0%	3,852	7.6%	11,778	8.0%	21,993	7.6%	
Age 10 to 14 Years	658	7.5%	4,112	8.1%	11,991	8.1%	23,225	8.0%	
Age 15 to 19 Years	609	6.9%	3,442	6.8%	9,549	6.5%	19,296	6.7%	
Age 20 to 24 Years	622	7.1%	2,777	5.5%	7,097	4.8%	14,326	5.0%	
Age 25 to 29 Years	723	8.2%	3,183	6.3%	8,552	5.8%	17,137	5.9%	
Age 30 to 34 Years	689	7.8%	3,778	7.5%	10,970	7.4%	21,316	7.4%	
Age 35 to 39 Years	788	8.9%	4,695	9.3%	14,414	9.8%	26,355	9.1%	
Age 40 to 44 Years	727	8.2%	4,786	9.4%	14,439	9.8%	26,132	9.1%	
Age 45 to 49 Years	663	7.5%	4,169	8.2%	12,651	8.6%	23,649	8.2%	
Age 50 to 54 Years	598	6.8%	3,460	6.8%	10,189	6.9%	20,669	7.2%	
Age 55 to 59 Years	459	5.2%	2,689	5.3%	7,958	5.4%	16,771	5.8%	
Age 60 to 64 Years	366	4.1%	2,179	4.3%	6,282	4.3%	13,620	4.7%	
Age 65 to 69 Years	251	2.9%	1,569	3.1%	4,483	3.0%	9,696	3.4%	
Age 70 to 74 Years	216	2.5%	1,236	2.4%	3,372	2.3%	7,453	2.6%	
Age 75 to 79 Years	149	1.7%	770	1.5%	2,075	1.4%	4,490	1.6%	
Age 80 to 84 Years	86	1.0%	403	0.8%	1,056	0.7%	2,267	0.8%	
Age 85 Years or Over	55	0.6%	295	0.6%	740	0.5%	1,553	0.5%	
Male Median Age	33.5		35.0		35.5		36.0		
Age 19 Years or Less	2,423	27.5%	14,690	29.0%	43,171	29.3%	83,080	28.8%	
Age 20 to 64 Years	5,634	63.9%	31,716	62.6%	92,552	62.8%	179,975	62.4%	
Age 65 Years or Over	757	8.6%	4,274	8.4%	11,726	8.0%	25,459	8.8%	
Males per 100 Females (2023)									
Overall Comparison	94		98		98		98		
Age Under 5 Years	94	48.4%	108	51.8%	107	51.8%	106	51.4%	
Age 5 to 9 Years	99	49.7%	100	50.0%	102	50.4%	103	50.6%	
Age 10 to 14 Years	100	50.1%	102	50.5%	105	51.2%	104	51.0%	
Age 15 to 19 Years	98	49.6%	103	50.8%	105	51.1%	105	51.1%	
Age 20 to 24 Years	93	48.1%	97	49.3%	95	48.7%	97	49.1%	
Age 25 to 29 Years	101	50.3%	98	49.5%	95	48.6%	95	48.6%	
Age 30 to 34 Years	99	49.8%	93	48.3%	89	47.0%	91	47.6%	
Age 35 to 39 Years	103	50.7%	95	48.8%	96	48.9%	96	48.9%	
Age 40 to 44 Years	92	47.9%	98	49.5%	100	50.0%	98	49.5%	
Age 45 to 49 Years	93	48.2%	103	50.8%	107	51.7%	103	50.8%	
Age 50 to 54 Years	101	50.3%	104	51.1%	107	51.8%	106	51.3%	
Age 55 to 59 Years	92	48.0%	101	50.3%	102	50.5%	100	50.0%	
Age 60 to 64 Years	82	45.0%	93	48.1%	95	48.7%	95	48.6%	
Age 65 to 69 Years	72	42.0%	82	45.1%	85	46.1%	85	45.8%	
Age 70 to 74 Years	75	42.8%	85	46.0%	80	44.6%	83	45.3%	
Age 75 to 79 Years	83	45.5%	85	46.1%	83	45.4%	85	45.9%	
Age 80 to 84 Years	69	41.0%	68	40.6%	72	42.0%	73	42.1%	
Age 85 Years or Over	56	35.9%	60	37.6%	59	37.2%	60	37.4%	
Age 19 Years or Less	98	49.5%	103	50.7%	104	51.1%	104	51.0%	
Age 20 to 39 Years	99	49.8%	96	48.9%	93	48.3%	94	48.5%	
Age 40 to 64 Years	93	48.1%	100	50.0%	103	50.7%	101	50.1%	
Age 65 Years or Over	73	42.2%	80	44.4%	80	44.5%	81	44.7%	

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		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Household Type (2023)									
Total Households	7,302		38,194		106,980		212,546		
Households with Children	2,741	37.5%	16,100	42.2%	48,502	45.3%	92,778	43.7%	
Average Household Size	2.5		2.7		2.8		2.7		
Household Density per Square Mile	2,325		1,352		1,363		1,381		
Population Family	14,741	81.0%	89,362	87.1%	265,341	89.2%	520,822	89.2%	
Population Non-Family	3,374	18.5%	13,002	12.7%	31,510	10.6%	62,249	10.7%	
Population Group Quarters	90	0.5%	267	0.3%	713	0.2%	1,005	0.2%	
Family Households	4,647	63.6%	27,496	72.0%	80,739	75.5%	160,281	75.4%	
Married Couple Households	3,206	69.0%	20,647	75.1%	65,196	80.7%	129,008	80.5%	
Other Family Households with Children	1,441	31.0%	6,849	24.9%	15,543	19.3%	31,273	19.5%	
Family Households with Children	2,736	58.9%	16,077	58.5%	48,449	60.0%	92,675	57.8%	
Married Couple with Children	1,733	63.3%	11,686	72.7%	38,442	79.3%	72,806	78.6%	
Other Family Households with Children	1,003	36.7%	4,391	27.3%	10,007	20.7%	19,869	21.4%	
Family Households No Children	1,911	41.1%	11,419	41.5%	32,290	40.0%	67,606	42.2%	
Married Couple No Children	1,473	77.1%	8,961	78.5%	26,754	82.9%	56,202	83.1%	
Other Family Households No Children	438	22.9%	2,458	21.5%	5,536	17.1%	11,404	16.9%	
Non-Family Households	2,655	36.4%	10,698	28.0%	26,241	24.5%	52,266	24.6%	
Non-Family Households with Children	5	0.2%	23	0.2%	53	0.2%	104	0.2%	
Non-Family Households No Children	2,650	99.8%	10,674	99.8%	26,188	99.8%	52,162	99.8%	
Average Family Household Size	3.2		3.2		3.3		3.2		
Average Family Income	\$136,131		\$168,894		\$201,893		\$195,535		
Median Family Income	\$112,665		\$157,954		\$176,639		\$169,414		
Average Non-Family Household Size	1.3		1.2		1.2		1.2		
Marital Status (2023)									
Population Age 15 Years or Over	14,535		80,438		231,709		458,972		
Never Married	4,819	33.2%	23,134	28.8%	58,725	25.3%	113,466	24.7%	
Currently Married	6,765	46.5%	44,436	55.2%	140,475	60.6%	280,064	61.0%	
Previously Married	2,952	20.3%	12,867	16.0%	32,510	14.0%	65,442	14.3%	
Separated	591	20.0%	2,665	20.7%	6,740	20.7%	12,418	19.0%	
Widowed	852	28.9%	3,129	24.3%	7,065	21.7%	13,974	21.4%	
Divorced	1,508	51.1%	7,073	55.0%	18,705	57.5%	39,051	59.7%	
Educational Attainment (2023)									
Adult Population Age 25 Years or Over	12,017		68,028		198,467		392,072		
Elementary (Grade Level 0 to 8)	549	4.6%	2,380	3.5%	4,194	2.1%	7,140	1.8%	
Some High School (Grade Level 9 to 11)	385	3.2%	1,281	1.9%	3,695	1.9%	8,023	2.0%	
High School Graduate	1,650	13.7%	7,056	10.4%	19,187	9.7%	44,301	11.3%	
Some College	2,257	18.8%	10,612	15.6%	26,686	13.4%	59,978	15.3%	
Associate Degree Only	1,293	10.8%	4,564	6.7%	12,104	6.1%	26,123	6.7%	
Bachelor Degree Only	3,824	31.8%	25,097	36.9%	76,733	38.7%	148,584	37.9%	
Graduate Degree	2,059	17.1%	17,038	25.0%	55,869	28.2%	97,923	25.0%	
Any College (Some College or Higher)	9,433	78.5%	57,311	84.2%	171,392	86.4%	332,608	84.8%	
College Degree + (Bachelor Degree or Higher)	5,882	49.0%	42,135	61.9%	132,602	66.8%	246,507	62.9%	

## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.1366/-96.8025

7010 Preston Rd Frisco, TX 75035									
1 mi radius			3 mi radius		5 mi radius		7 mi radius		
Housing									
Total Housing Units (2023)	7,766		40,576		115,451		228,093		
Total Housing Units (2020)	7,165		36,489		104,936		209,178		
Historical Annual Growth (2020-2023)	601	2.8%	4,087	3.7%	10,515	3.3%	18,915	3.0%	
Housing Units Occupied (2023)	7,302	94.0%	38,194	94.1%	106,980	92.7%	212,546	93.2%	
Housing Units Owner-Occupied	2,977	40.8%	20,506	53.7%	68,037	63.6%	137,457	64.7%	
Housing Units Renter-Occupied	4,325	59.2%	17,688	46.3%	38,943	36.4%	75,089	35.3%	
Housing Units Vacant (2023)	464	6.0%	2,382	5.9%	8,470	7.3%	15,546	6.8%	
Household Size (2023)									
Total Households	7,302		38,194		106,980		212,546		
1 Person Households	2,131	29.2%	8,927	23.4%	22,069	20.6%	44,015	20.7%	
2 Person Households	2,213	30.3%	11,181	29.3%	30,375	28.4%	64,129	30.2%	
3 Person Households	1,283	17.6%	7,774	20.4%	22,110	20.7%	42,077	19.8%	
4 Person Households	1,077	14.8%	6,746	17.7%	21,558	20.2%	40,458	19.0%	
5 Person Households	398	5.4%	2,483	6.5%	7,737	7.2%	15,470	7.3%	
6 Person Households	135	1.8%	805	2.1%	2,452	2.3%	4,836	2.3%	
7 or More Person Households	65	0.9%	278	0.7%	679	0.6%	1,560	0.7%	
Household Income Distribution (2023)									
HH Income \$200,000 or More	1,142	15.6%	9,591	25.1%	33,571	31.4%	61,472	28.9%	
HH Income \$150,000 to \$199,999	663	9.1%	5,174	13.5%	16,504	15.4%	31,885	15.0%	
HH Income \$125,000 to \$149,999	607	8.3%	3,783	9.9%	9,875	9.2%	20,098	9.5%	
HH Income \$100,000 to \$124,999	838	11.5%	4,123	10.8%	10,658	10.0%	22,201	10.4%	
HH Income \$75,000 to \$99,999	899	12.3%	4,086	10.7%	10,394	9.7%	22,125	10.4%	
HH Income \$50,000 to \$74,999	1,004	13.7%	4,450	11.7%	10,705	10.0%	23,486	11.0%	
HH Income \$35,000 to \$49,999	795	10.9%	2,782	7.3%	5,733	5.4%	12,453	5.9%	
HH Income \$25,000 to \$34,999	445	6.1%	1,330	3.5%	3,256	3.0%	6,742	3.2%	
HH Income \$15,000 to \$24,999	444	6.1%	1,305	3.4%	2,670	2.5%	5,066	2.4%	
HH Income \$10,000 to \$14,999	257	3.5%	704	1.8%	1,147	1.1%	2,227	1.0%	
HH Income Under \$10,000	209	2.9%	866	2.3%	2,467	2.3%	4,793	2.3%	
Household Vehicles (2023)									
Households 0 Vehicles Available	253	3.5%	1,685	4.4%	3,344	3.1%	5,606	2.6%	
Households 1 Vehicle Available	3,303	45.2%	14,162	37.1%	32,434	30.3%	63,579	29.9%	
Households 2 Vehicles Available	2,718	37.2%	15,618	40.9%	48,953	45.8%	99,950	47.0%	
Households 3 or More Vehicles Available	1,028	14.1%	6,728	17.6%	22,249	20.8%	43,411	20.4%	
Total Vehicles Available	12,263		67,742		204,586		408,221		
Average Vehicles per Household	1.7		1.8		1.9		1.9		
Owner-Occupied Household Vehicles	6,186	50.4%	43,559	64.3%	149,525	73.1%	299,709	73.4%	
Average Vehicles per Owner-Occupied Household	2.1		2.1		2.2		2.2		
Renter-Occupied Household Vehicles	6,077	49.6%	24,183	35.7%	55,062	26.9%	108,512	26.6%	
Average Vehicles per Renter-Occupied Household	1.4		1.4		1.4		1.4		
Travel Time (2023)									
Worker Base Age 16 years or Over	10,496		58,469		168,655		332,397		
Travel to Work in 14 Minutes or Less	2,352	22.4%	9,197	15.7%	21,563	12.8%	40,471	12.2%	
Travel to Work in 15 to 29 Minutes	2,375	22.6%	12,856	22.0%	35,930	21.3%	78,078	23.5%	
Travel to Work in 30 to 59 Minutes	2,258	21.5%	10,993	18.8%	35,071	20.8%	71,585	21.5%	
Travel to Work in 60 Minutes or More	460	4.4%	1,850	3.2%	5,884	3.5%	12,696	3.8%	
Work at Home	3,051	29.1%	23,574	40.3%	70,207	41.6%	129,567	39.0%	
Average Minutes Travel to Work	21.0		22.5		24.3		24.7		



## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.1366/-96.8025

7010 Preston Rd									
Frisco, TX 75035									
	1 mi radius			3 mi radius		5 mi radius		7 mi radius	
Transportation To Work (2023)									
Worker Base Age 16 years or Over	10,496		58,469		168,655		332,397		
Drive to Work Alone	6,239	59.4%	30,436	52.1%	86,279	51.2%	177,862	53.5%	
Drive to Work in Carpool	960	9.1%	3,186	5.4%	8,476	5.0%	17,917	5.4%	
Travel to Work by Public Transportation	40	0.4%	116	0.2%	344	0.2%	811	0.2%	
Drive to Work on Motorcycle	2	-	20	-	40	-	127	-	
Bicycle to Work	4	-	22	-	132	-	233	-	
Walk to Work	81	0.8%	389	0.7%	942	0.6%	1,681	0.5%	
Other Means	119	1.1%	725	1.2%	2,235	1.3%	4,200	1.3%	
Work at Home	3,051	29.1%	23,574	40.3%	70,207	41.6%	129,567	39.0%	
Daytime Demographics (2023)									
Total Businesses	850		6,843		17,144		28,761		
Total Employees	6,441		51,950		129,892		195,902		
Company Headquarter Businesses	7	0.8%	161	2.4%	452	2.6%	713	2.5%	
Company Headquarter Employees	125	1.9%	7,063	13.6%	25,113	19.3%	34,381	17.6%	
Employee Population per Business	7.6	to 1	7.6	to 1	7.6	to 1	6.8	to 1	
Residential Population per Business	21.4	to 1	15.0	to 1	17.4	to 1	20.3	to 1	
Adj. Daytime Demographics Age 16 Years or Over	10,163		72,265		188,395		313,478		
Labor Force									
Labor Population Age 16 Years or Over (2023)	14,264		78,879		227,288		450,182		
Labor Force Total Males (2023)	6,867	48.1%	38,659	49.0%	111,556	49.1%	220,210	48.9%	
Male Civilian Employed	5,325	77.6%	31,590	81.7%	92,522	82.9%	179,338	81.4%	
Male Civilian Unemployed	303	4.4%	1,131	2.9%	2,680	2.4%	6,042	2.7%	
Males in Armed Forces	18	0.3%	47	0.1%	73	-	108	-	
Males Not in Labor Force	1,221	17.8%	5,892	15.2%	16,281	14.6%	34,722	15.8%	
Labor Force Total Females (2023)	7,397	51.9%	40,219	51.0%	115,733	50.9%	229,972	51.1%	
Female Civilian Employed	5,170	69.9%	26,879	66.8%	76,134	65.8%	153,059	66.6%	
Female Civilian Unemployed	168	2.3%	1,138	2.8%	2,869	2.5%	5,671	2.5%	
Females in Armed Forces	29	0.4%	48	0.1%	57	-	100	-	
Females Not in Labor Force	2,031	27.4%	12,154	30.2%	36,673	31.7%	71,142	30.9%	
Unemployment Rate	470	3.3%	2,269	2.9%	5,549	2.4%	11,713	2.6%	
Occupation (2023)									
Occupation Population Age 16 Years or Over	10,496		58,469		168,655		332,397		
Occupation Total Males	5,325	50.7%	31,590	54.0%	92,522	54.9%	179,338	54.0%	
Occupation Total Females	5,170	49.3%	26,879	46.0%	76,134	45.1%	153,059	46.0%	
Management, Business, Financial Operations	2,543	24.2%	16,171	27.7%	49,350	29.3%	98,428	29.6%	
Professional, Related	3,318	31.6%	19,204	32.8%	57,427	34.0%	107,053	32.2%	
Service	1,378	13.1%	6,393	10.9%	15,478	9.2%	32,180	9.7%	
Sales, Office	2,131	20.3%	11,282	19.3%	32,345	19.2%	65,201	19.6%	
Farming, Fishing, Forestry	21	0.2%	86	0.1%	240	0.1%	454	0.1%	
Construction, Extraction, Maintenance	409	3.9%	2,311	4.0%	5,590	3.3%	11,381	3.4%	
Production, Transport, Material Moving	696	6.6%	3,022	5.2%	8,224	4.9%	17,700	5.3%	
White Collar Workers	7,992	76.1%	46,657	79.8%	139,123	82.5%	270,682	81.4%	
Blue Collar Workers	2,503	23.9%	11,812	20.2%	29,533	17.5%	61,715	18.6%	

## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.1366/-96.8025

7010 Preston Rd Frisco, TX 75035									
	1 mi radius		3 mi radius		5 mi radius		7 mi radius		
Units In Structure (2023)									
Total Units	7,302		38,194		106,980		212,546		
1 Detached Unit	3,575	49.0%	22,629	59.2%	72,811	68.1%	147,960	69.6%	
1 Attached Unit	206	2.8%	1,618	4.2%	3,655	3.4%	6,551	3.1%	
2 Units	111	1.5%	508	1.3%	953	0.9%	1,753	0.8%	
3 to 4 Units	277	3.8%	985	2.6%	2,250	2.1%	4,639	2.2%	
5 to 9 Units	579	7.9%	2,071	5.4%	4,429	4.1%	8,982	4.2%	
10 to 19 Units	750	10.3%	2,279	6.0%	5,611	5.2%	11,396	5.4%	
20 to 49 Units	524	7.2%	1,562	4.1%	3,429	3.2%	7,326	3.4%	
50 or More Units	1,164	15.9%	6,163	16.1%	12,872	12.0%	21,848	10.3%	
Mobile Home or Trailer	115	1.6%	373	1.0%	929	0.9%	1,977	0.9%	
Other Structure	-	-	7	-	41	-	114	-	
Homes Built By Year (2023)									
Homes Built 2020 or later	157	2.0%	1,031	2.5%	2,734	2.4%	5,297	2.3%	
Homes Built 2010 to 2019	2,094	27.0%	12,928	31.9%	35,413	30.7%	67,417	29.6%	
Homes Built 2000 to 2009	2,007	25.8%	10,572	26.1%	33,034	28.6%	64,590	28.3%	
Homes Built 1990 to 1999	1,767	22.8%	8,049	19.8%	20,703	17.9%	38,514	16.9%	
Homes Built 1980 to 1989	848	10.9%	3,187	7.9%	8,706	7.5%	21,192	9.3%	
Homes Built 1970 to 1979	221	2.8%	1,234	3.0%	3,604	3.1%	9,959	4.4%	
Homes Built 1960 to 1969	80	1.0%	539	1.3%	1,454	1.3%	3,081	1.4%	
Homes Built 1950 to 1959	97	1.2%	414	1.0%	797	0.7%	1,517	0.7%	
Homes Built 1940 to 1949	15	0.2%	77	0.2%	182	0.2%	391	0.2%	
Homes Built Before 1939	16	0.2%	163	0.4%	353	0.3%	588	0.3%	
Median Age of Homes	23.8	yrs	22.4	yrs	22.1	yrs	22.8	yrs	
Home Values (2023)									
Owner Specified Housing Units	2,977		20,506		68,037		137,457		
Home Values \$1,000,000 or More	199	6.7%	909	4.4%	2,259	3.3%	4,011	2.9%	
Home Values \$750,000 to \$999,999	101	3.4%	1,597	7.8%	4,506	6.6%	8,389	6.1%	
Home Values \$500,000 to \$749,999	291	9.8%	5,102	24.9%	19,486	28.6%	33,614	24.5%	
Home Values \$400,000 to \$499,999	503	16.9%	4,028	19.6%	16,372	24.1%	31,244	22.7%	
Home Values \$300,000 to \$399,999	941	31.6%	5,250	25.6%	16,001	23.5%	35,893	26.1%	
Home Values \$250,000 to \$299,999	502	16.9%	1,915	9.3%	4,802	7.1%	12,555	9.1%	
Home Values \$200,000 to \$249,999	251	8.4%	986	4.8%	2,408	3.5%	6,193	4.5%	
Home Values \$175,000 to \$199,999	47	1.6%	198	1.0%	465	0.7%	1,243	0.9%	
Home Values \$150,000 to \$174,999	18	0.6%	73	0.4%	241	0.4%	747	0.5%	
Home Values \$125,000 to \$149,999	11	0.4%	37	0.2%	160	0.2%	411	0.3%	
Home Values \$100,000 to \$124,999	8	0.3%	41	0.2%	224	0.3%	524	0.4%	
Home Values \$90,000 to \$99,999	-	-	1	-	9	-	67	-	
Home Values \$80,000 to \$89,999	13	0.4%	29	0.1%	62	-	181	0.1%	
Home Values \$70,000 to \$79,999	-	-	14	-	65	-	133	-	
Home Values \$60,000 to \$69,999	23	0.8%	40	0.2%	62	-	112	-	
Home Values \$50,000 to \$59,999	6	0.2%	69	0.3%	142	0.2%	253	0.2%	
Home Values \$35,000 to \$49,999	1	-	11	-	77	0.1%	249	0.2%	
Home Values \$25,000 to \$34,999	31	1.0%	52	0.3%	92	0.1%	281	0.2%	
Home Values \$10,000 to \$24,999	13	0.4%	39	0.2%	242	0.4%	503	0.4%	
Home Values Under \$10,000	20	0.7%	114	0.6%	362	0.5%	855	0.6%	
Owner-Occupied Median Home Value	\$425,746		\$483,145		\$479,313		\$450,102		
Renter-Occupied Median Rent	\$1,347		\$1,393		\$1,447		\$1,433		



## Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.1366/-96.8025

7010 Preston Rd Frisco, TX 75035									
		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Annual Consumer Expenditure (2023)									
Total Household Expenditure		\$576.75 M		\$3.66 B		\$11.59 B		\$22.53 B	
Total Non-Retail Expenditure		\$306.13 M		\$1.95 B		\$6.19 B		\$12.01 B	
Total Retail Expenditure		\$270.61 M		\$1.71 B		\$5.4 B		\$10.52 B	
Apparel		\$20.79 M		\$134.08 M		\$427.39 M		\$827.96 M	
Contributions		\$19.48 M		\$131.12 M		\$425.48 M		\$821.3 M	
Education		\$19.15 M		\$134.43 M		\$441.76 M		\$845 M	
Entertainment		\$33 M		\$214.52 M		\$686.03 M		\$1.33 B	
Food and Beverages		\$84.26 M		\$525.84 M		\$1.66 B		\$3.22 B	
Furnishings and Equipment		\$20.43 M		\$132.19 M		\$421.64 M		\$818.6 M	
Gifts		\$15.16 M		\$102.93 M		\$334.26 M		\$642.92 M	
Health Care		\$46.78 M		\$288.3 M		\$903.37 M		\$1.77 B	
Household Operations		\$22.88 M		\$148.24 M		\$473.82 M		\$918.44 M	
Miscellaneous Expenses		\$10.92 M		\$69.77 M		\$221.53 M		\$430.46 M	
Personal Care		\$7.75 M		\$48.98 M		\$154.86 M		\$301.22 M	
Personal Insurance		\$4.17 M		\$28.2 M		\$91.5 M		\$176.83 M	
Reading		\$1.25 M		\$8.03 M		\$25.53 M		\$49.63 M	
Shelter		\$122.43 M		\$771.24 M		\$2.44 B		\$4.74 B	
Tobacco		\$3.22 M		\$17.73 M		\$53.05 M		\$105.14 M	
Transportation		\$104.3 M		\$655.69 M		\$2.07 B		\$4.03 B	
Utilities		\$40.77 M		\$245.8 M		\$764.07 M		\$1.5 B	
Monthly Household Consumer Expenditure (2023)									
Total Household Expenditure		\$6,582		\$7,979		\$9,026		\$8,833	
Total Non-Retail Expenditure		\$3,494	53.1%	\$4,252	53.3%	\$4,819	53.4%	\$4,710	53.3%
Total Retail Expenditures		\$3,088	46.9%	\$3,727	46.7%	\$4,208	46.6%	\$4,123	46.7%
Apparel		\$237	3.6%	\$293	3.7%	\$333	3.7%	\$325	3.7%
Contributions		\$222	3.4%	\$286	3.6%	\$331	3.7%	\$322	3.6%
Education		\$219	3.3%	\$293	3.7%	\$344	3.8%	\$331	3.8%
Entertainment		\$377	5.7%	\$468	5.9%	\$534	5.9%	\$522	5.9%
Food and Beverages		\$962	14.6%	\$1,147	14.4%	\$1,289	14.3%	\$1,264	14.3%
Furnishings and Equipment		\$233	3.5%	\$288	3.6%	\$328	3.6%	\$321	3.6%
Gifts		\$173	2.6%	\$225	2.8%	\$260	2.9%	\$252	2.9%
Health Care		\$534	8.1%	\$629	7.9%	\$704	7.8%	\$693	7.8%
Household Operations		\$261	4.0%	\$323	4.1%	\$369	4.1%	\$360	4.1%
Miscellaneous Expenses		\$125	1.9%	\$152	1.9%	\$173	1.9%	\$169	1.9%
Personal Care		\$88	1.3%	\$107	1.3%	\$121	1.3%	\$118	1.3%
Personal Insurance		\$48	0.7%	\$62	0.8%	\$71	0.8%	\$69	0.8%
Reading		\$14	0.2%	\$18	0.2%	\$20	0.2%	\$19	0.2%
Shelter		\$1,397	21.2%	\$1,683	21.1%	\$1,899	21.0%	\$1,858	21.0%
Tobacco		\$37	0.6%	\$39	0.5%	\$41	0.5%	\$41	0.5%
Transportation		\$1,190	18.1%	\$1,431	17.9%	\$1,612	17.9%	\$1,582	17.9%
Utilities		\$465	7.1%	\$536	6.7%	\$595	6.6%	\$587	6.6%