

Expanded Profile

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

Quine & Associates, Inc.
Lat/Lon: 32.9476/-96.7304



Prosper Center		1 mi radius		3 mi radius		5 mi radius	
SEC S Greenville & Polk, Richardson TX 75081							
Population							
Estimated Population (2023)	12,351			149,141			385,291
Projected Population (2028)	12,598			154,265			403,898
Census Population (2020)	12,553			149,723			383,228
Census Population (2010)	10,213			139,288			338,458
Projected Annual Growth (2023 to 2028)	247	0.4%		5,124	0.7%		18,606 1.0%
Historical Annual Growth (2020 to 2023)	-202	-0.5%		-583	-0.1%		2,063 0.2%
Historical Annual Growth (2010 to 2020)	2,340	7.6%		10,436	2.5%		44,770 4.4%
Estimated Population Density (2023)	3,933	psm		5,277	psm		4,908 psm
Trade Area Size	3.1	sq mi		28.3	sq mi		78.5 sq mi
Households							
Estimated Households (2023)	5,303			57,060			158,725
Projected Households (2028)	5,374			58,686			166,851
Census Households (2020)	5,313			56,764			156,223
Census Households (2010)	4,282			53,521			136,642
Estimated Households with Children (2023)	1,750	33.0%		19,287	33.8%		47,174 29.7%
Estimated Average Household Size (2023)	2.32			2.54			2.38
Average Household Income							
Estimated Average Household Income (2023)	\$115,489			\$110,020			\$117,194
Projected Average Household Income (2028)	\$118,631			\$111,043			\$116,429
Estimated Average Family Income (2023)	\$111,058			\$128,091			\$141,303
Median Household Income							
Estimated Median Household Income (2023)	\$86,681			\$78,839			\$85,056
Projected Median Household Income (2028)	\$81,862			\$74,786			\$81,779
Estimated Median Family Income (2023)	\$107,032			\$98,979			\$109,597
Per Capita Income							
Estimated Per Capita Income (2023)	\$49,628			\$42,235			\$48,395
Projected Per Capita Income (2028)	\$50,647			\$42,381			\$48,208
Estimated Per Capita Income 5 Year Growth	\$1,019	2.1%		\$146	0.3%		-\$188 -0.4%
Estimated Average Household Net Worth (2023)	\$609,471			\$512,082			\$575,864
Daytime Demos (2023)							
Total Businesses	1,587			10,705			26,060
Total Employees	10,872			98,420			227,208
Company Headquarter Businesses	56	3.5%		435	4.1%		988 3.8%
Company Headquarter Employees	1,016	9.3%		19,867	20.2%		43,108 19.0%
Employee Population per Business	6.8			9.2			8.7
Residential Population per Business	7.8			13.9			14.8

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Race & Ethnicity

White (2023)	6,051	49.0%	60,925	40.9%	170,866	44.3%
Black or African American (2023)	2,120	17.2%	31,785	21.3%	74,873	19.4%
American Indian or Alaska Native (2023)	90	0.7%	1,167	0.8%	2,774	0.7%
Asian (2023)	1,834	14.9%	18,360	12.3%	50,053	13.0%
Hawaiian or Pacific Islander (2023)	9	-	82	-	193	-
Other Race (2023)	811	6.6%	17,814	11.9%	40,475	10.5%
Two or More Races (2023)	1,435	11.6%	19,008	12.7%	46,057	12.0%
Not Hispanic or Latino Population (2023)	9,662	78.2%	105,129	70.5%	281,469	73.1%
Hispanic or Latino Population (2023)	2,689	21.8%	44,012	29.5%	103,822	26.9%
Not Hispanic or Latino Population (2028)	9,865	78.3%	108,965	70.6%	295,684	73.2%
Hispanic or Latino Population (2028)	2,733	21.7%	45,299	29.4%	108,214	26.8%
Not Hispanic or Latino Population (2020)	10,220	81.4%	107,193	71.6%	283,891	74.1%
Hispanic or Latino Population (2020)	2,334	18.6%	42,530	28.4%	99,336	25.9%
Not Hispanic or Latino Population (2010)	8,557	83.8%	98,876	71.0%	248,359	73.4%
Hispanic or Latino Population (2010)	1,656	16.2%	40,412	29.0%	90,099	26.6%
Projected Hispanic Annual Growth (2023 to 2028)	45	0.3%	1,287	0.6%	4,392	0.8%
Historic Hispanic Annual Growth (2010 to 2023)	1,033	4.8%	3,601	0.7%	13,722	1.2%

Age Distribution (2023)

Age Under 5	799	6.5%	10,287	6.9%	24,433	6.3%
Age 5 to 9 Years	824	6.7%	10,309	6.9%	24,028	6.2%
Age 10 to 14 Years	862	7.0%	10,373	7.0%	24,384	6.3%
Age 15 to 19 Years	655	5.3%	10,632	7.1%	27,255	7.1%
Age 20 to 24 Years	631	5.1%	10,978	7.4%	27,577	7.2%
Age 25 to 29 Years	974	7.9%	12,158	8.2%	30,978	8.0%
Age 30 to 34 Years	1,200	9.7%	11,842	7.9%	29,732	7.7%
Age 35 to 39 Years	905	7.3%	10,498	7.0%	26,909	7.0%
Age 40 to 44 Years	794	6.4%	9,327	6.3%	24,250	6.3%
Age 45 to 49 Years	734	5.9%	8,482	5.7%	22,792	5.9%
Age 50 to 54 Years	710	5.7%	8,466	5.7%	23,193	6.0%
Age 55 to 59 Years	734	5.9%	8,190	5.5%	22,884	5.9%
Age 60 to 64 Years	647	5.2%	7,725	5.2%	21,921	5.7%
Age 65 to 74 Years	1,088	8.8%	12,050	8.1%	33,150	8.6%
Age 75 to 84 Years	559	4.5%	5,847	3.9%	15,953	4.1%
Age 85 Years or Over	234	1.9%	1,978	1.3%	5,851	1.5%
Median Age	35.6		34.7		36.3	

Gender Age Distribution (2023)

Female Population	6,183	50.1%	75,322	50.5%	194,297	50.4%
Age 0 to 19 Years	1,460	23.6%	20,310	27.0%	48,524	25.0%
Age 20 to 64 Years	3,634	58.8%	43,836	58.2%	115,139	59.3%
Age 65 Years or Over	1,089	17.6%	11,175	14.8%	30,634	15.8%
Female Median Age	37.0		35.8		37.4	
Male Population	6,168	49.9%	73,819	49.5%	190,994	49.6%
Age 0 to 19 Years	1,680	27.2%	21,291	28.8%	51,575	27.0%
Age 20 to 64 Years	3,695	59.9%	43,828	59.4%	115,099	60.3%
Age 65 Years or Over	793	12.9%	8,699	11.8%	24,320	12.7%
Male Median Age	34.6		33.6		35.2	

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Household Income Distribution (2023)

HH Income \$200,000 or More	740	14.0%	6,485	11.4%	21,443	13.5%
HH Income \$150,000 to \$199,999	599	11.3%	4,542	8.0%	13,179	8.3%
HH Income \$100,000 to \$149,999	909	17.1%	8,079	14.2%	22,718	14.3%
HH Income \$75,000 to \$99,999	645	12.2%	6,456	11.3%	17,850	11.2%
HH Income \$50,000 to \$74,999	850	16.0%	9,391	16.5%	27,229	17.2%
HH Income \$35,000 to \$49,999	543	10.2%	6,768	11.9%	18,694	11.8%
HH Income \$25,000 to \$34,999	343	6.5%	5,156	9.0%	12,446	7.8%
HH Income \$15,000 to \$24,999	279	5.3%	4,470	7.8%	11,280	7.1%
HH Income Under \$15,000	396	7.5%	5,712	10.0%	13,887	8.7%
HH Income \$35,000 or More	4,285	80.8%	41,721	73.1%	121,112	76.3%
HH Income \$75,000 or More	2,893	54.5%	25,562	44.8%	75,190	47.4%

Housing (2023)

Total Housing Units	5,813		63,353		173,490	
Housing Units Occupied	5,303	91.2%	57,060	90.1%	158,725	91.5%
Housing Units Owner-Occupied	2,708	51.1%	26,963	47.3%	70,641	44.5%
Housing Units, Renter-Occupied	2,596	48.9%	30,097	52.7%	88,084	55.5%
Housing Units, Vacant	510	9.6%	6,293	11.0%	14,764	9.3%

Marital Status (2023)

Never Married	4,260	43.2%	46,137	39.0%	121,621	38.9%
Currently Married	3,588	36.4%	49,924	42.2%	133,211	42.6%
Separated	323	3.3%	6,921	5.9%	15,542	5.0%
Widowed	483	4.9%	5,032	4.3%	13,477	4.3%
Divorced	1,211	12.3%	10,158	8.6%	28,596	9.2%

Household Type (2023)

Population Family	10,017	81.1%	120,073	80.5%	301,666	78.3%
Population Non-Family	2,267	18.4%	25,124	16.8%	75,475	19.6%
Population Group Quarters	67	0.5%	3,944	2.6%	8,151	2.1%
Family Households	3,373	63.6%	36,759	64.4%	96,197	60.6%
Non-Family Households	1,930	36.4%	20,301	35.6%	62,529	39.4%
Married Couple with Children	1,147	32.0%	12,145	24.3%	29,827	22.4%
Average Family Household Size	3.0		3.3		3.1	

Household Size (2023)

1 Person Households	1,635	30.8%	16,729	29.3%	52,680	33.2%
2 Person Households	1,997	37.7%	17,853	31.3%	50,950	32.1%
3 Person Households	763	14.4%	8,874	15.6%	23,017	14.5%
4 Person Households	516	9.7%	6,978	12.2%	17,480	11.0%
5 Person Households	242	4.6%	3,823	6.7%	8,746	5.5%
6 or More Person Households	150	2.8%	2,804	4.9%	5,852	3.7%

Household Vehicles (2023)

Households with 0 Vehicles Available	313	5.9%	4,024	7.1%	10,653	6.7%
Households with 1 Vehicles Available	1,957	36.9%	21,696	38.0%	64,670	40.7%
Households with 2 or More Vehicles Available	3,033	57.2%	31,339	54.9%	83,403	52.5%
Total Vehicles Available	9,571		98,359		264,990	
Average Vehicles Per Household	1.8		1.7		1.7	

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Labor Force (2023)

Estimated Labor Population Age 16 Years or Over	9,726		116,201		307,627	
Estimated Civilian Employed	7,087	72.9%	80,570	69.3%	215,994	70.2%
Estimated Civilian Unemployed	245	2.5%	3,416	2.9%	8,953	2.9%
Estimated in Armed Forces	45	0.5%	77	-	145	-
Estimated Not in Labor Force	2,349	24.2%	32,137	27.7%	82,534	26.8%
Unemployment Rate	2.5%		2.9%		2.9%	

Occupation (2023)

Occupation: Population Age 16 Years or Over	7,087		80,570		215,994	
Management, Business, Financial Operations	1,322	18.7%	13,240	16.4%	40,573	18.8%
Professional, Related	2,181	30.8%	19,318	24.0%	55,673	25.8%
Service	1,028	14.5%	14,033	17.4%	33,879	15.7%
Sales, Office	1,482	20.9%	15,876	19.7%	44,856	20.8%
Farming, Fishing, Forestry	2	-	23	-	126	-
Construct, Extraction, Maintenance	542	7.6%	7,003	8.7%	15,326	7.1%
Production, Transport Material Moving	530	7.5%	11,077	13.7%	25,562	11.8%
White Collar Workers	4,985	70.3%	48,434	60.1%	141,102	65.3%
Blue Collar Workers	2,102	29.7%	32,136	39.9%	74,893	34.7%

Consumer Expenditure (2023)

Total Household Expenditure	\$410.2 M		\$4.27 B		\$12.47 B	
Total Non-Retail Expenditure	\$217.79 M	53.1%	\$2.27 B	53.1%	\$6.63 B	53.2%
Total Retail Expenditure	\$192.41 M	46.9%	\$2 B	46.9%	\$5.84 B	46.8%
Apparel	\$14.68 M	3.6%	\$152.65 M	3.6%	\$446.39 M	3.6%
Contributions	\$13.97 M	3.4%	\$143.01 M	3.3%	\$427.03 M	3.4%
Education	\$13.44 M	3.3%	\$137.27 M	3.2%	\$412.49 M	3.3%
Entertainment	\$23.55 M	5.7%	\$242.79 M	5.7%	\$712.83 M	5.7%
Food and Beverages	\$59.77 M	14.6%	\$625.7 M	14.6%	\$1.82 B	14.6%
Furnishings and Equipment	\$14.58 M	3.6%	\$150.35 M	3.5%	\$441.2 M	3.5%
Gifts	\$10.66 M	2.6%	\$109.89 M	2.6%	\$330.57 M	2.7%
Health Care	\$33.69 M	8.2%	\$352.24 M	8.2%	\$1.02 B	8.2%
Household Operations	\$16.32 M	4.0%	\$168.96 M	4.0%	\$496.48 M	4.0%
Miscellaneous Expenses	\$7.8 M	1.9%	\$80.77 M	1.9%	\$236.81 M	1.9%
Personal Care	\$5.5 M	1.3%	\$57.21 M	1.3%	\$166.93 M	1.3%
Personal Insurance	\$2.99 M	0.7%	\$30.5 M	0.7%	\$90.47 M	0.7%
Reading	\$902.17 K	0.2%	\$9.32 M	0.2%	\$27.39 M	0.2%
Shelter	\$86.96 M	21.2%	\$907.29 M	21.2%	\$2.65 B	21.2%
Tobacco	\$2.29 M	0.6%	\$24.88 M	0.6%	\$70.1 M	0.6%
Transportation	\$74.05 M	18.1%	\$770.87 M	18.0%	\$2.24 B	18.0%
Utilities	\$29.07 M	7.1%	\$307.83 M	7.2%	\$885.15 M	7.1%

Educational Attainment (2023)

Adult Population Age 25 Years or Over	8,580		96,562		257,615	
Elementary (Grade Level 0 to 8)	403	4.7%	9,184	9.5%	18,595	7.2%
Some High School (Grade Level 9 to 11)	435	5.1%	5,957	6.2%	13,457	5.2%
High School Graduate	1,264	14.7%	16,172	16.7%	42,648	16.6%
Some College	1,796	20.9%	18,581	19.2%	48,281	18.7%
Associate Degree Only	728	8.5%	7,517	7.8%	16,893	6.6%
Bachelor Degree Only	2,387	27.8%	24,773	25.7%	71,855	27.9%
Graduate Degree	1,568	18.3%	14,378	14.9%	45,885	17.8%

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Units In Structure (2023)

1 Detached Unit	2,901	67.7%	27,893	52.1%	73,013	53.4%
1 Attached Unit	396	9.2%	2,654	5.0%	6,217	4.6%
2 to 4 Units	255	6.0%	3,750	7.0%	10,255	7.5%
5 to 9 Units	159	3.7%	3,514	6.6%	11,326	8.3%
10 to 19 Units	375	8.8%	7,377	13.8%	20,140	14.7%
20 to 49 Units	344	8.0%	4,198	7.8%	11,794	8.6%
50 or More Units	819	19.1%	7,032	13.1%	24,298	17.8%
Mobile Home or Trailer	53	1.2%	630	1.2%	1,665	1.2%
Other Structure	2	-	12	-	17	-

Homes Built By Year (2023)

Homes Built 2010 or later	993	23.2%	5,507	10.3%	22,948	16.8%
Homes Built 2000 to 2009	645	15.1%	4,230	7.9%	13,477	9.9%
Homes Built 1990 to 1999	427	10.0%	4,406	8.2%	14,940	10.9%
Homes Built 1980 to 1989	324	7.6%	9,557	17.9%	31,967	23.4%
Homes Built 1970 to 1979	540	12.6%	16,475	30.8%	41,457	30.3%
Homes Built 1960 to 1969	962	22.5%	11,002	20.6%	21,538	15.8%
Homes Built 1950 to 1959	1,307	30.5%	4,549	8.5%	9,180	6.7%
Homes Built Before 1949	106	2.5%	1,333	2.5%	3,219	2.4%

Home Values (2023)

Home Values \$1,000,000 or More	41	1.5%	514	1.9%	2,396	3.4%
Home Values \$500,000 to \$999,999	153	5.7%	2,924	10.8%	13,081	18.5%
Home Values \$400,000 to \$499,999	256	9.5%	2,727	10.1%	9,298	13.2%
Home Values \$300,000 to \$399,999	752	27.8%	6,679	24.8%	14,446	20.4%
Home Values \$200,000 to \$299,999	1,079	39.8%	8,674	32.2%	17,943	25.4%
Home Values \$150,000 to \$199,999	256	9.5%	2,785	10.3%	7,200	10.2%
Home Values \$100,000 to \$149,999	92	3.4%	1,628	6.0%	3,861	5.5%
Home Values \$70,000 to \$99,999	19	0.7%	405	1.5%	858	1.2%
Home Values \$50,000 to \$69,999	25	0.9%	195	0.7%	453	0.6%
Home Values \$25,000 to \$49,999	10	0.4%	179	0.7%	478	0.7%
Home Values Under \$25,000	24	0.9%	253	0.9%	627	0.9%
Owner-Occupied Median Home Value	\$298,353		\$310,088		\$361,311	
Renter-Occupied Median Rent	\$1,255		\$1,122		\$1,173	

Transportation To Work (2023)

Drive to Work Alone	4,314	60.9%	52,347	65.0%	136,220	63.1%
Drive to Work in Carpool	600	8.5%	7,436	9.2%	18,457	8.5%
Travel to Work by Public Transportation	140	2.0%	1,156	1.4%	2,983	1.4%
Drive to Work on Motorcycle	2	-	21	-	64	-
Walk or Bicycle to Work	105	1.5%	1,392	1.7%	3,979	1.8%
Other Means	82	1.2%	1,238	1.5%	3,103	1.4%
Work at Home	1,845	26.0%	16,980	21.1%	51,189	23.7%

Travel Time (2023)

Travel to Work in 14 Minutes or Less	966	13.6%	14,488	18.0%	38,447	17.8%
Travel to Work in 15 to 29 Minutes	2,373	33.5%	24,571	30.5%	64,790	30.0%
Travel to Work in 30 to 59 Minutes	1,634	23.1%	21,344	26.5%	54,445	25.2%
Travel to Work in 60 Minutes or More	270	3.8%	3,186	4.0%	7,125	3.3%
Average Minutes Travel to Work	22.8		23.0		22.8	