Expanded Profile

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

Quine & Associates, Inc.
Lat/Lon: 32.9485/-96.6173

Q&A
RETAIL PROPERTY SPECIALISTS

Firewheel Plaza 3003-3171 N President Bush Hwy, Garland, TX 75040	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	12,967		104,923		280,574	
Projected Population (2028)	14,554		114,212		301,780	
Census Population (2020)	12,651		104,590		277,192	
Census Population (2010)	10,318		88,869		244,066	
Projected Annual Growth (2023 to 2028)	1,587	2.4%	9,289	1.8%	21,206	1.5%
Historical Annual Growth (2020 to 2023)	316	0.8%	333	0.1%	3,382	0.4%
Historical Annual Growth (2010 to 2020)	2,333	7.5%	15,721	5.9%	33,126	4.5%
Estimated Population Density (2023)	4,130	psm	3,713	psm	3,574	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2023)	4,359		35,326		94,098	
Projected Households (2028)	4,843		38,012		101,386	
Census Households (2020)	4,179		34,758		91,621	
Census Households (2010)	3,387		29,242		80,470	
Estimated Households with Children (2023)	1,775	40.7%	14,373	40.7%	38,974	41.4%
Estimated Average Household Size (2023)	2.96		2.96		2.97	
Average Household Income						
Estimated Average Household Income (2023)	$106,186		$122,997		$122,000	
Projected Average Household Income (2028)	$97,952		$118,951		$117,366	
Estimated Average Family Income (2023)	$105,735		$129,557		$130,982	
Median Household Income						
Estimated Median Household Income (2023)	$86,183		$90,487		$92,893	
Projected Median Household Income (2028)	$81,728		$86,796		$90,252	
Estimated Median Family Income (2023)	$95,705		$101,729		$104,368	
Per Capita Income						
Estimated Per Capita Income (2023)	$35,737		$41,441		$40,945	
Projected Per Capita Income (2028)	$32,629		$39,616		$39,457	
Estimated Per Capita Income 5 Year Growth	-$3,108	-8.7%	-$1,825	-4.4%	-$1,488	-3.6%
Estimated Average Household Net Worth (2023)	$494,538		$571,747		$586,406	
Daytime Demos (2023)						
Total Businesses	530		3,356		10,347	
Total Employees	3,444		29,275		83,447	
Company Headquarter Businesses	11	2.0%	73	2.2%	246	2.4%
Company Headquarter Employees	122	3.6%	4,676	16.0%	13,249	15.9%
Employee Population per Business	6.5		8.7		8.1	
Residential Population per Business	24.5		31.3		27.1	

Firewheel Plaza 3003-3171 N President Bush Hwy, Garland, TX 75040	1 mi radius		3 mi radius		5 mi radius	
Race & Ethnicity						
White (2023)	5,338	41.2%	42,725	40.7%	116,850	41.6%
Black or African American (2023)	2,487	19.2%	17,079	16.3%	42,573	15.2%
American Indian or Alaska Native (2023)	88	0.7%	975	0.9%	2,696	1.0%
Asian (2023)	2,441	18.8%	17,686	16.9%	43,235	15.4%
Hawaiian or Pacific Islander (2023)	4	-	61	-	167	-
Other Race (2023)	961	7.4%	12,105	11.5%	35,606	12.7%
Two or More Races (2023)	1,648	12.7%	14,292	13.6%	39,447	14.1%
Not Hispanic or Latino Population (2023)	9,799	75.6%	72,205	68.8%	187,919	67.0%
Hispanic or Latino Population (2023)	3,168	24.4%	32,718	31.2%	92,656	33.0%
Not Hispanic or Latino Population (2028)	10,993	75.5%	78,278	68.5%	202,870	67.2%
Hispanic or Latino Population (2028)	3,561	24.5%	35,934	31.5%	98,911	32.8%
Not Hispanic or Latino Population (2020)	9,941	78.6%	73,846	70.6%	187,387	67.6%
Hispanic or Latino Population (2020)	2,709	21.4%	30,743	29.4%	89,805	32.4%
Not Hispanic or Latino Population (2010)	8,385	81.3%	65,110	73.3%	170,884	70.0%
Hispanic or Latino Population (2010)	1,933	18.7%	23,759	26.7%	73,183	30.0%
Projected Hispanic Annual Growth (2023 to 2028)	393	2.5%	3,215	2.0%	6,255	1.4%
Historic Hispanic Annual Growth (2010 to 2023)	1,235	4.9%	8,959	2.9%	19,473	2.0%
Age Distribution (2023)						
Age Under 5	728	5.6%	6,358	6.1%	17,599	6.3%
Age 5 to 9 Years	852	6.6%	7,246	6.9%	19,832	7.1%
Age 10 to 14 Years	979	7.6%	8,244	7.9%	22,266	7.9%
Age 15 to 19 Years	930	7.2%	7,709	7.3%	20,482	7.3%
Age 20 to 24 Years	729	5.6%	5,886	5.6%	16,331	5.8%
Age 25 to 29 Years	884	6.8%	6,875	6.6%	18,316	6.5%
Age 30 to 34 Years	935	7.2%	7,241	6.9%	19,458	6.9%
Age 35 to 39 Years	972	7.5%	8,132	7.8%	21,455	7.6%
Age 40 to 44 Years	932	7.2%	7,773	7.4%	20,835	7.4%
Age 45 to 49 Years	891	6.9%	7,491	7.1%	19,874	7.1%
Age 50 to 54 Years	958	7.4%	7,317	7.0%	19,075	6.8%
Age 55 to 59 Years	964	7.4%	6,611	6.3%	17,519	6.2%
Age 60 to 64 Years	805	6.2%	5,997	5.7%	15,891	5.7%
Age 65 to 74 Years	989	7.6%	8,105	7.7%	20,842	7.4%
Age 75 to 84 Years	316	2.4%	3,014	2.9%	8,241	2.9%
Age 85 Years or Over	103	0.8%	922	0.9%	2,558	0.9%
Median Age	36.3		35.9		35.6	
Gender Age Distribution (2023)						
Female Population	6,593	50.8%	53,424	50.9%	141,932	50.6%
Age 0 to 19 Years	1,705	25.9%	14,388	26.9%	39,222	27.6%
Age 20 to 64 Years	4,103	62.2%	32,260	60.4%	85,146	60.0%
Age 65 Years or Over	785	11.9%	6,776	12.7%	17,564	12.4%
Female Median Age	37.2		36.7		36.3	
Male Population	6,374	49.2%	51,499	49.1%	138,643	49.4%
Age 0 to 19 Years	1,784	28.0%	15,169	29.5%	40,957	29.5%
Age 20 to 64 Years	3,967	62.2%	31,065	60.3%	83,608	60.3%
Age 65 Years or Over	623	9.8%	5,265	10.2%	14,077	10.2%
Male Median Age	35.4		35.0		34.8	

Firewheel Plaza 3003-3171 N President Bush Hwy, Garland, TX 75040	1 mi radius		3 mi radius		5 mi radius	
Household Income Distribution (2023)						
HH Income $200,000 or More	430	9.9%	4,529	12.8%	12,382	13.2%
HH Income $150,000 to $199,999	443	10.2%	3,210	9.1%	9,544	10.1%
HH Income $100,000 to $149,999	751	17.2%	6,372	18.0%	17,581	18.7%
HH Income $75,000 to $99,999	653	15.0%	5,037	14.3%	12,716	13.5%
HH Income $50,000 to $74,999	1,237	28.4%	6,869	19.4%	16,195	17.2%
HH Income $35,000 to $49,999	297	6.8%	3,639	10.3%	9,558	10.2%
HH Income $25,000 to $34,999	100	2.3%	2,133	6.0%	6,255	6.6%
HH Income $15,000 to $24,999	327	7.5%	1,801	5.1%	4,658	4.9%
HH Income Under $15,000	121	2.8%	1,737	4.9%	5,210	5.5%
HH Income $35,000 or More	3,811	87.4%	29,656	83.9%	77,976	82.9%
HH Income $75,000 or More	2,278	52.2%	19,148	54.2%	52,223	55.5%
Housing (2023)						
Total Housing Units	4,568		37,169		99,094	
Housing Units Occupied	4,359	95.4%	35,326	95.0%	94,098	95.0%
Housing Units Owner-Occupied	3,280	75.2%	25,256	71.5%	65,412	69.5%
Housing Units, Renter-Occupied	1,079	24.8%	10,070	28.5%	28,687	30.5%
Housing Units, Vacant	209	4.8%	1,842	5.2%	4,996	5.3%
Marital Status (2023)						
Never Married	3,439	33.0%	26,148	31.5%	69,314	31.4%
Currently Married	5,190	49.9%	42,402	51.0%	113,461	51.4%
Separated	378	3.6%	3,794	4.6%	10,694	4.8%
Widowed	400	3.8%	3,559	4.3%	9,314	4.2%
Divorced	1,002	9.6%	7,172	8.6%	18,094	8.2%
Household Type (2023)						
Population Family	11,830	91.2%	95,258	90.8%	253,105	90.2%
Population Non-Family	1,059	8.2%	9,305	8.9%	26,543	9.5%
Population Group Quarters	78	0.6%	360	0.3%	926	0.3%
Family Households	3,512	80.6%	27,766	78.6%	73,025	77.6%
Non-Family Households	848	19.4%	7,560	21.4%	21,074	22.4%
Married Couple with Children	1,282	24.7%	10,248	24.2%	27,847	24.5%
Average Family Household Size	3.4		3.4		3.5	
Household Size (2023)						
1 Person Households	672	15.4%	6,288	17.8%	17,324	18.4%
2 Person Households	1,363	31.3%	10,871	30.8%	28,618	30.4%
3 Person Households	959	22.0%	6,834	19.3%	17,519	18.6%
4 Person Households	726	16.7%	5,830	16.5%	15,510	16.5%
5 Person Households	380	8.7%	3,224	9.1%	8,630	9.2%
6 or More Person Households	259	5.9%	2,279	6.5%	6,498	6.9%
Household Vehicles (2023)						
Households with 0 Vehicles Available	87	2.0%	1,054	3.0%	3,374	3.6%
Households with 1 Vehicles Available	1,322	30.3%	9,259	26.2%	23,989	25.5%
Households with 2 or More Vehicles Available	2,951	67.7%	25,013	70.8%	66,735	70.9%
Total Vehicles Available	9,090		73,832		196,430	
Average Vehicles Per Household	2.1		2.1		2.1	

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Quine & Associates, Inc.
Lat/Lon: 32.9485/-96.6173

Firewheel Plaza 3003-3171 N President Bush Hwy, Garland, TX 75040	1 mi radius		3 mi radius		5 mi radius	
Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	10,196		81,408		216,417	
Estimated Civilian Employed	6,853	67.2%	56,095	68.9%	150,082	69.3%
Estimated Civilian Unemployed	380	3.7%	2,484	3.1%	6,280	2.9%
Estimated in Armed Forces	-	-	17	-	24	-
Estimated Not in Labor Force	2,963	29.1%	22,811	28.0%	60,030	27.7%
Unemployment Rate	3.7%		3.1%		2.9%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	6,853		56,095		150,082	
Management, Business, Financial Operations	1,106	16.1%	8,686	15.5%	25,202	16.8%
Professional, Related	1,505	22.0%	13,164	23.5%	35,260	23.5%
Service	1,303	19.0%	9,680	17.3%	23,884	15.9%
Sales, Office	1,646	24.0%	12,128	21.6%	31,814	21.2%
Farming, Fishing, Forestry	4	-	35	-	114	-
Construct, Extraction, Maintenance	527	7.7%	4,753	8.5%	13,938	9.3%
Production, Transport Material Moving	764	11.1%	7,650	13.6%	19,872	13.2%
White Collar Workers	4,256	62.1%	33,977	60.6%	92,275	61.5%
Blue Collar Workers	2,597	37.9%	22,118	39.4%	57,807	38.5%
Consumer Expenditure (2023)						
Total Household Expenditure	$322.07 M		$2.89 B		$7.62 B	
Total Non-Retail Expenditure	$169.68 M	52.7%	$1.52 B	52.8%	$4.03 B	52.9%
Total Retail Expenditure	$152.39 M	47.3%	$1.36 B	47.2%	$3.59 B	47.1%
Apparel	$11.48 M	3.6%	$103.53 M	3.6%	$273.94 M	3.6%
Contributions	$10.67 M	3.3%	$97.49 M	3.4%	$257.79 M	3.4%
Education	$10.07 M	3.1%	$93.5 M	3.2%	$248.59 M	3.3%
Entertainment	$18.49 M	5.7%	$166.26 M	5.8%	$439.45 M	5.8%
Food and Beverages	$47.24 M	14.7%	$421.62 M	14.6%	$1.11 B	14.6%
Furnishings and Equipment	$11.47 M	3.6%	$102.89 M	3.6%	$271.88 M	3.6%
Gifts	$8.07 M	2.5%	$74.38 M	2.6%	$196.44 M	2.6%
Health Care	$26.84 M	8.3%	$237.66 M	8.2%	$626.2 M	8.2%
Household Operations	$12.72 M	4.0%	$114.58 M	4.0%	$302.77 M	4.0%
Miscellaneous Expenses	$6.09 M	1.9%	$54.63 M	1.9%	$144.33 M	1.9%
Personal Care	$4.31 M	1.3%	$38.62 M	1.3%	$102.1 M	1.3%
Personal Insurance	$2.34 M	0.7%	$21.24 M	0.7%	$56.18 M	0.7%
Reading	$698.48 K	0.2%	$6.27 M	0.2%	$16.57 M	0.2%
Shelter	$67.29 M	20.9%	$604.72 M	21.0%	$1.6 B	21.0%
Tobacco	$1.83 M	0.6%	$15.93 M	0.6%	$41.97 M	0.6%
Transportation	$59.17 M	18.4%	$526.66 M	18.3%	$1.39 B	18.2%
Utilities	$23.28 M	7.2%	$205.6 M	7.1%	$541.68 M	7.1%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	8,749		69,480		184,064	
Elementary (Grade Level 0 to 8)	480	5.5%	5,687	8.2%	16,093	8.7%
Some High School (Grade Level 9 to 11)	733	8.4%	4,958	7.1%	12,527	6.8%
High School Graduate	2,244	25.6%	15,784	22.7%	39,548	21.5%
Some College	1,858	21.2%	15,022	21.6%	37,734	20.5%
Associate Degree Only	884	10.1%	5,764	8.3%	14,265	7.8%
Bachelor Degree Only	1,529	17.5%	13,927	20.0%	40,635	22.1%
Graduate Degree	1,020	11.7%	8,338	12.0%	23,262	12.6%

Firewheel Plaza 3003-3171 N President Bush Hwy, Garland, TX 75040	**1 mi radius**		**3 mi radius**		**5 mi radius**	
Units In Structure (2023)						
1 Detached Unit	3,362	99.3%	26,338	90.1%	68,338	84.9%
1 Attached Unit	211	6.2%	1,483	5.1%	3,832	4.8%
2 to 4 Units	67	2.0%	1,223	4.2%	3,266	4.1%
5 to 9 Units	41	1.2%	693	2.4%	2,743	3.4%
10 to 19 Units	51	1.5%	1,495	5.1%	5,443	6.8%
20 to 49 Units	224	6.6%	1,208	4.1%	2,737	3.4%
50 or More Units	360	10.6%	2,165	7.4%	6,157	7.7%
Mobile Home or Trailer	43	1.3%	720	2.5%	1,572	2.0%
Other Structure	-	-	2	-	11	-
Homes Built By Year (2023)						
Homes Built 2010 or later	418	12.3%	5,274	18.0%	13,788	17.1%
Homes Built 2000 to 2009	639	18.9%	5,148	17.6%	14,747	18.3%
Homes Built 1990 to 1999	549	16.2%	5,258	18.0%	12,129	15.1%
Homes Built 1980 to 1989	1,829	54.0%	8,214	28.1%	17,862	22.2%
Homes Built 1970 to 1979	711	21.0%	6,177	21.1%	17,628	21.9%
Homes Built 1960 to 1969	70	2.1%	2,755	9.4%	8,699	10.8%
Homes Built 1950 to 1959	78	2.3%	1,719	5.9%	6,973	8.7%
Homes Built Before 1949	66	1.9%	781	2.7%	2,271	2.8%
Home Values (2023)						
Home Values $1,000,000 or More	34	1.0%	372	1.5%	976	1.5%
Home Values $500,000 to $999,999	113	3.4%	1,493	5.9%	4,734	7.2%
Home Values $400,000 to $499,999	150	4.6%	1,817	7.2%	6,537	10.0%
Home Values $300,000 to $399,999	292	8.9%	3,768	14.9%	11,687	17.9%
Home Values $200,000 to $299,999	1,619	49.4%	10,333	40.9%	23,907	36.5%
Home Values $150,000 to $199,999	717	21.9%	4,331	17.1%	9,764	14.9%
Home Values $100,000 to $149,999	251	7.6%	2,037	8.1%	4,879	7.5%
Home Values $70,000 to $99,999	39	1.2%	469	1.9%	1,120	1.7%
Home Values $50,000 to $69,999	16	0.5%	92	0.4%	434	0.7%
Home Values $25,000 to $49,999	24	0.7%	160	0.6%	532	0.8%
Home Values Under $25,000	26	0.8%	382	1.5%	841	1.3%
Owner-Occupied Median Home Value	$243,211		$258,555		$271,084	
Renter-Occupied Median Rent	$1,378		$1,275		$1,267	
Transportation To Work (2023)						
Drive to Work Alone	4,845	70.7%	36,390	64.9%	95,886	63.9%
Drive to Work in Carpool	592	8.6%	5,264	9.4%	13,518	9.0%
Travel to Work by Public Transportation	36	0.5%	623	1.1%	1,499	1.0%
Drive to Work on Motorcycle	2	-	34	-	75	-
Walk or Bicycle to Work	102	1.5%	714	1.3%	1,724	1.1%
Other Means	91	1.3%	806	1.4%	2,128	1.4%
Work at Home	1,185	17.3%	12,264	21.9%	35,251	23.5%
Travel Time (2023)						
Travel to Work in 14 Minutes or Less	1,058	15.4%	7,512	13.4%	20,435	13.6%
Travel to Work in 15 to 29 Minutes	1,833	26.8%	14,204	25.3%	38,850	25.9%
Travel to Work in 30 to 59 Minutes	2,446	35.7%	18,940	33.8%	47,657	31.8%
Travel to Work in 60 Minutes or More	331	4.8%	3,176	5.7%	7,889	5.3%
Average Minutes Travel to Work	26.1		27.3		26.5	

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