

# Expanded Profile

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

Quine & Associates, Inc.  
 Lat/Lon: 32.8004/-96.977

Shady Grove SC Shady Grove & Story, Irving TX 75060	1 mi radius		3 mi radius		5 mi radius	
<b>Population</b>						
Estimated Population (2023)	20,978		100,797		243,707	
Projected Population (2028)	21,566		104,257		256,455	
Census Population (2020)	21,401		102,058		245,578	
Census Population (2010)	19,380		94,312		224,539	
Projected Annual Growth (2023 to 2028)	588	0.6%	3,460	0.7%	12,748	1.0%
Historical Annual Growth (2020 to 2023)	-423	-0.7%	-1,261	-0.4%	-1,872	-0.3%
Historical Annual Growth (2010 to 2020)	2,021	3.5%	7,746	2.7%	21,040	3.1%
Estimated Population Density (2023)	6,681 psm		3,567 psm		3,104 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
<b>Households</b>						
Estimated Households (2023)	6,458		31,659		84,686	
Projected Households (2028)	6,569		32,419		88,485	
Census Households (2020)	6,503		31,620		84,147	
Census Households (2010)	6,151		30,491		78,743	
Estimated Households with Children (2023)	2,939	45.5%	14,203	44.9%	33,566	39.6%
Estimated Average Household Size (2023)	3.25		3.17		2.86	
<b>Average Household Income</b>						
Estimated Average Household Income (2023)	\$103,786		\$90,291		\$91,920	
Projected Average Household Income (2028)	\$105,583		\$89,362		\$89,578	
Estimated Average Family Income (2023)	\$110,863		\$99,811		\$103,683	
<b>Median Household Income</b>						
Estimated Median Household Income (2023)	\$72,380		\$65,009		\$64,623	
Projected Median Household Income (2028)	\$67,061		\$59,493		\$59,558	
Estimated Median Family Income (2023)	\$81,415		\$73,690		\$75,262	
<b>Per Capita Income</b>						
Estimated Per Capita Income (2023)	\$31,953		\$28,384		\$32,001	
Projected Per Capita Income (2028)	\$32,162		\$27,810		\$30,964	
Estimated Per Capita Income 5 Year Growth	\$209	0.7%	-\$573	-2.0%	-\$1,037	-3.2%
Estimated Average Household Net Worth (2023)	\$405,272		\$374,807		\$364,646	
<b>Daytime Demos (2023)</b>						
Total Businesses	330		3,521		11,277	
Total Employees	1,757		29,456		137,412	
Company Headquarter Businesses	8	2.3%	121	3.4%	461	4.1%
Company Headquarter Employees	54	3.1%	3,204	10.9%	24,354	17.7%
Employee Population per Business	5.3		8.4		12.2	
Residential Population per Business	63.5		28.6		21.6	

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Shady Grove SC		1 mi radius		3 mi radius		5 mi radius	
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<b>Race &amp; Ethnicity</b>							
White (2023)	7,294	34.8%	32,489	32.2%	76,243	31.3%	
Black or African American (2023)	1,883	9.0%	9,690	9.6%	37,921	15.6%	
American Indian or Alaska Native (2023)	420	2.0%	1,935	1.9%	3,727	1.5%	
Asian (2023)	1,979	9.4%	6,531	6.5%	20,319	8.3%	
Hawaiian or Pacific Islander (2023)	25	0.1%	101	0.1%	309	0.1%	
Other Race (2023)	4,908	23.4%	28,474	28.2%	59,478	24.4%	
Two or More Races (2023)	4,470	21.3%	21,576	21.4%	45,711	18.8%	
Not Hispanic or Latino Population (2023)	9,190	43.8%	37,971	37.7%	110,978	45.5%	
Hispanic or Latino Population (2023)	11,788	56.2%	62,826	62.3%	132,729	54.5%	
Not Hispanic or Latino Population (2028)	9,451	43.8%	39,244	37.6%	116,863	45.6%	
Hispanic or Latino Population (2028)	12,114	56.2%	65,013	62.4%	139,593	54.4%	
Not Hispanic or Latino Population (2020)	9,078	42.4%	36,187	35.5%	107,927	43.9%	
Hispanic or Latino Population (2020)	12,323	57.6%	65,871	64.5%	137,651	56.1%	
Not Hispanic or Latino Population (2010)	10,258	52.9%	39,627	42.0%	105,844	47.1%	
Hispanic or Latino Population (2010)	9,122	47.1%	54,685	58.0%	118,694	52.9%	
Projected Hispanic Annual Growth (2023 to 2028)	326	0.6%	2,188	0.7%	6,864	1.0%	
Historic Hispanic Annual Growth (2010 to 2023)	2,666	2.2%	8,141	1.1%	14,034	0.9%	
<b>Age Distribution (2023)</b>							
Age Under 5	1,495	7.1%	7,509	7.5%	18,194	7.5%	
Age 5 to 9 Years	1,653	7.9%	7,975	7.9%	18,353	7.5%	
Age 10 to 14 Years	1,907	9.1%	8,712	8.6%	19,196	7.9%	
Age 15 to 19 Years	1,671	8.0%	8,307	8.2%	18,690	7.7%	
Age 20 to 24 Years	1,340	6.4%	7,206	7.1%	18,890	7.8%	
Age 25 to 29 Years	1,399	6.7%	7,294	7.2%	20,370	8.4%	
Age 30 to 34 Years	1,464	7.0%	7,068	7.0%	18,739	7.7%	
Age 35 to 39 Years	1,379	6.6%	6,781	6.7%	17,055	7.0%	
Age 40 to 44 Years	1,434	6.8%	6,817	6.8%	16,292	6.7%	
Age 45 to 49 Years	1,359	6.5%	6,457	6.4%	15,210	6.2%	
Age 50 to 54 Years	1,265	6.0%	6,164	6.1%	14,477	5.9%	
Age 55 to 59 Years	1,194	5.7%	5,529	5.5%	13,052	5.4%	
Age 60 to 64 Years	1,046	5.0%	4,545	4.5%	11,108	4.6%	
Age 65 to 74 Years	1,638	7.8%	6,746	6.7%	15,629	6.4%	
Age 75 to 84 Years	596	2.8%	2,804	2.8%	6,456	2.6%	
Age 85 Years or Over	137	0.7%	880	0.9%	1,996	0.8%	
Median Age	32.7		31.8		31.6		
<b>Gender Age Distribution (2023)</b>							
Female Population	10,568	50.4%	50,070	49.7%	121,602	49.9%	
Age 0 to 19 Years	3,298	31.2%	15,932	31.8%	36,764	30.2%	
Age 20 to 64 Years	5,977	56.6%	28,311	56.5%	71,545	58.8%	
Age 65 Years or Over	1,293	12.2%	5,826	11.6%	13,292	10.9%	
Female Median Age	33.5		32.5		32.0		
Male Population	10,410	49.6%	50,727	50.3%	122,105	50.1%	
Age 0 to 19 Years	3,428	32.9%	16,571	32.7%	37,669	30.8%	
Age 20 to 64 Years	5,904	56.7%	29,551	58.3%	73,648	60.3%	
Age 65 Years or Over	1,079	10.4%	4,605	9.1%	10,789	8.8%	
Male Median Age	31.9		31.1		31.2		

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Shady Grove & Story, Irving TX 75060							
<b>Household Income Distribution (2023)</b>							
HH Income \$200,000 or More	480	7.4%	2,147	6.8%	5,467	6.5%	
HH Income \$150,000 to \$199,999	450	7.0%	1,885	6.0%	4,917	5.8%	
HH Income \$100,000 to \$149,999	1,107	17.1%	4,559	14.4%	11,916	14.1%	
HH Income \$75,000 to \$99,999	888	13.7%	3,984	12.6%	11,157	13.2%	
HH Income \$50,000 to \$74,999	1,299	20.1%	6,414	20.3%	17,514	20.7%	
HH Income \$35,000 to \$49,999	872	13.5%	4,620	14.6%	12,368	14.6%	
HH Income \$25,000 to \$34,999	404	6.3%	3,059	9.7%	8,307	9.8%	
HH Income \$15,000 to \$24,999	470	7.3%	2,394	7.6%	6,406	7.6%	
HH Income Under \$15,000	489	7.6%	2,597	8.2%	6,634	7.8%	
HH Income \$35,000 or More	5,095	78.9%	23,609	74.6%	63,339	74.8%	
HH Income \$75,000 or More	2,925	45.3%	12,575	39.7%	33,457	39.5%	
<b>Housing (2023)</b>							
Total Housing Units	6,599		33,255		90,884		
Housing Units Occupied	6,458	97.9%	31,659	95.2%	84,686	93.2%	
Housing Units Owner-Occupied	4,002	62.0%	16,791	53.0%	37,134	43.8%	
Housing Units, Renter-Occupied	2,456	38.0%	14,869	47.0%	47,552	56.2%	
Housing Units, Vacant	141	2.2%	1,595	5.0%	6,198	7.3%	
<b>Marital Status (2023)</b>							
Never Married	5,830	36.6%	29,920	39.1%	72,295	38.5%	
Currently Married	6,955	43.7%	32,129	41.9%	79,239	42.2%	
Separated	1,064	6.7%	5,455	7.1%	12,714	6.8%	
Widowed	576	3.6%	2,552	3.3%	6,259	3.3%	
Divorced	1,498	9.4%	6,545	8.5%	17,457	9.3%	
<b>Household Type (2023)</b>							
Population Family	19,059	90.9%	89,406	88.7%	205,922	84.5%	
Population Non-Family	1,912	9.1%	11,082	11.0%	36,033	14.8%	
Population Group Quarters	7	-	308	0.3%	1,752	0.7%	
Family Households	5,015	77.7%	23,426	74.0%	56,773	67.0%	
Non-Family Households	1,443	22.3%	8,234	26.0%	27,912	33.0%	
Married Couple with Children	1,967	28.3%	9,012	28.1%	20,367	25.7%	
Average Family Household Size	3.8		3.8		3.6		
<b>Household Size (2023)</b>							
1 Person Households	1,165	18.0%	6,529	20.6%	22,552	26.6%	
2 Person Households	1,730	26.8%	8,227	26.0%	22,927	27.1%	
3 Person Households	1,133	17.5%	5,439	17.2%	13,945	16.5%	
4 Person Households	1,068	16.5%	5,001	15.8%	11,769	13.9%	
5 Person Households	738	11.4%	3,522	11.1%	7,512	8.9%	
6 or More Person Households	624	9.7%	2,943	9.3%	5,981	7.1%	
<b>Household Vehicles (2023)</b>							
Households with 0 Vehicles Available	347	5.4%	1,787	5.6%	4,527	5.3%	
Households with 1 Vehicles Available	1,892	29.3%	9,957	31.5%	31,548	37.3%	
Households with 2 or More Vehicles Available	4,219	65.3%	19,915	62.9%	48,611	57.4%	
Total Vehicles Available	13,177		62,337		154,861		
Average Vehicles Per Household	2.0		2.0		1.8		

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<b>Labor Force (2023)</b>							
Estimated Labor Population Age 16 Years or Over		15,564		74,733		183,911	
Estimated Civilian Employed		10,642	68.4%	51,873	69.4%	130,947	71.2%
Estimated Civilian Unemployed		449	2.9%	2,395	3.2%	5,398	2.9%
Estimated in Armed Forces	-	-	-	-	-	116	-
Estimated Not in Labor Force		4,473	28.7%	20,464	27.4%	47,450	25.8%
Unemployment Rate		2.9%		3.2%		2.9%	
<b>Occupation (2023)</b>							
Occupation: Population Age 16 Years or Over		10,642		51,872		130,926	
Management, Business, Financial Operations		1,265	11.9%	5,657	10.9%	16,728	12.8%
Professional, Related		1,643	15.4%	6,968	13.4%	20,851	15.9%
Service		1,528	14.4%	9,075	17.5%	22,045	16.8%
Sales, Office		2,448	23.0%	10,256	19.8%	26,267	20.1%
Farming, Fishing, Forestry		10	-	31	-	79	-
Construct, Extraction, Maintenance		1,814	17.0%	9,454	18.2%	18,674	14.3%
Production, Transport Material Moving		1,934	18.2%	10,431	20.1%	26,283	20.1%
White Collar Workers		5,356	50.3%	22,881	44.1%	63,846	48.8%
Blue Collar Workers		5,286	49.7%	28,991	55.9%	67,081	51.2%
<b>Consumer Expenditure (2023)</b>							
Total Household Expenditure		\$464.61 M		\$2.07 B		\$5.61 B	
Total Non-Retail Expenditure		\$244.64 M	52.7%	\$1.09 B	52.7%	\$2.96 B	52.8%
Total Retail Expenditure		\$219.97 M	47.3%	\$980.05 M	47.3%	\$2.65 B	47.2%
Apparel		\$16.54 M	3.6%	\$73.65 M	3.6%	\$198.94 M	3.5%
Contributions		\$14.9 M	3.2%	\$65.72 M	3.2%	\$177.56 M	3.2%
Education		\$13.93 M	3.0%	\$61.15 M	3.0%	\$164.96 M	2.9%
Entertainment		\$26.28 M	5.7%	\$116.25 M	5.6%	\$313.42 M	5.6%
Food and Beverages		\$68.82 M	14.8%	\$307.68 M	14.8%	\$832.06 M	14.8%
Furnishings and Equipment		\$16.3 M	3.5%	\$72.1 M	3.5%	\$194.56 M	3.5%
Gifts		\$11.22 M	2.4%	\$49.67 M	2.4%	\$135.19 M	2.4%
Health Care		\$38.89 M	8.4%	\$173.72 M	8.4%	\$469.08 M	8.4%
Household Operations		\$18.14 M	3.9%	\$80.53 M	3.9%	\$217.5 M	3.9%
Miscellaneous Expenses		\$8.73 M	1.9%	\$38.82 M	1.9%	\$105.1 M	1.9%
Personal Care		\$6.22 M	1.3%	\$27.71 M	1.3%	\$75.03 M	1.3%
Personal Insurance		\$3.25 M	0.7%	\$14.24 M	0.7%	\$38.07 M	0.7%
Reading		\$998.03 K	0.2%	\$4.44 M	0.2%	\$12.02 M	0.2%
Shelter		\$97.94 M	21.1%	\$439 M	21.2%	\$1.19 B	21.3%
Tobacco		\$2.82 M	0.6%	\$12.99 M	0.6%	\$35.48 M	0.6%
Transportation		\$85.28 M	18.4%	\$379.61 M	18.3%	\$1.03 B	18.3%
Utilities		\$34.35 M	7.4%	\$154.69 M	7.5%	\$418.2 M	7.5%
<b>Educational Attainment (2023)</b>							
Adult Population Age 25 Years or Over		12,912		61,088		150,384	
Elementary (Grade Level 0 to 8)		1,877	14.5%	11,706	19.2%	22,992	15.3%
Some High School (Grade Level 9 to 11)		1,770	13.7%	8,530	14.0%	16,698	11.1%
High School Graduate		3,334	25.8%	15,855	26.0%	38,831	25.8%
Some College		2,278	17.6%	9,516	15.6%	25,127	16.7%
Associate Degree Only		708	5.5%	3,556	5.8%	9,721	6.5%
Bachelor Degree Only		1,998	15.5%	8,325	13.6%	25,092	16.7%
Graduate Degree		946	7.3%	3,602	5.9%	11,923	7.9%

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<b>Units In Structure (2023)</b>							
1 Detached Unit	4,415	71.8%	18,151	59.5%	41,192	52.3%	
1 Attached Unit	366	6.0%	1,621	5.3%	4,116	5.2%	
2 to 4 Units	396	6.4%	2,297	7.5%	6,887	8.7%	
5 to 9 Units	434	7.0%	2,243	7.4%	7,613	9.7%	
10 to 19 Units	316	5.1%	2,460	8.1%	10,947	13.9%	
20 to 49 Units	90	1.5%	1,198	3.9%	4,228	5.4%	
50 or More Units	333	5.4%	2,830	9.3%	8,103	10.3%	
Mobile Home or Trailer	108	1.8%	858	2.8%	1,550	2.0%	
Other Structure	-	-	3	-	49	-	
<b>Homes Built By Year (2023)</b>							
Homes Built 2010 or later	435	7.1%	2,524	8.3%	8,263	10.5%	
Homes Built 2000 to 2009	638	10.4%	2,756	9.0%	7,995	10.2%	
Homes Built 1990 to 1999	482	7.8%	2,693	8.8%	7,542	9.6%	
Homes Built 1980 to 1989	1,148	18.7%	6,069	19.9%	17,595	22.3%	
Homes Built 1970 to 1979	1,503	24.4%	4,898	16.1%	13,741	17.5%	
Homes Built 1960 to 1969	1,120	18.2%	5,927	19.4%	13,960	17.7%	
Homes Built 1950 to 1959	872	14.2%	5,015	16.4%	10,965	13.9%	
Homes Built Before 1949	260	4.2%	1,778	5.8%	4,624	5.9%	
<b>Home Values (2023)</b>							
Home Values \$1,000,000 or More	95	2.4%	306	1.8%	876	2.4%	
Home Values \$500,000 to \$999,999	172	4.3%	686	4.1%	1,960	5.3%	
Home Values \$400,000 to \$499,999	228	5.7%	659	3.9%	2,148	5.8%	
Home Values \$300,000 to \$399,999	500	12.5%	1,789	10.7%	4,175	11.2%	
Home Values \$200,000 to \$299,999	1,178	29.4%	5,435	32.4%	11,640	31.3%	
Home Values \$150,000 to \$199,999	1,055	26.4%	3,658	21.8%	7,492	20.2%	
Home Values \$100,000 to \$149,999	464	11.6%	2,139	12.7%	4,467	12.0%	
Home Values \$70,000 to \$99,999	83	2.1%	635	3.8%	1,563	4.2%	
Home Values \$50,000 to \$69,999	16	0.4%	213	1.3%	602	1.6%	
Home Values \$25,000 to \$49,999	51	1.3%	555	3.3%	981	2.6%	
Home Values Under \$25,000	160	4.0%	715	4.3%	1,230	3.3%	
Owner-Occupied Median Home Value	\$217,511		\$204,521		\$221,773		
Renter-Occupied Median Rent	\$1,156		\$1,066		\$1,054		
<b>Transportation To Work (2023)</b>							
Drive to Work Alone	7,530	70.8%	36,120	69.6%	90,892	69.4%	
Drive to Work in Carpool	1,034	9.7%	5,811	11.2%	13,560	10.4%	
Travel to Work by Public Transportation	101	0.9%	584	1.1%	1,498	1.1%	
Drive to Work on Motorcycle	3	-	13	-	45	-	
Walk or Bicycle to Work	148	1.4%	699	1.3%	1,789	1.4%	
Other Means	158	1.5%	767	1.5%	1,943	1.5%	
Work at Home	1,668	15.7%	7,879	15.2%	21,199	16.2%	
<b>Travel Time (2023)</b>							
Travel to Work in 14 Minutes or Less	1,598	15.0%	9,043	17.4%	24,347	18.6%	
Travel to Work in 15 to 29 Minutes	3,920	36.8%	18,588	35.8%	47,076	36.0%	
Travel to Work in 30 to 59 Minutes	2,826	26.6%	13,559	26.1%	32,501	24.8%	
Travel to Work in 60 Minutes or More	629	5.9%	2,802	5.4%	5,803	4.4%	
Average Minutes Travel to Work	24.1		23.1		22.2		