



Market Profile

Midway Hills Village Shopping Center
 3501 Midway Rd, Plano, Texas, 75093
 Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
 Latitude: 33.04669
 Longitude: -96.84106

	0 - 1 mile	1 - 3 mile	3 - 5 mile
Population Summary			
2010 Total Population	13,269	65,623	198,874
2020 Total Population	15,630	86,355	225,184
2020 Group Quarters	109	180	736
2023 Total Population	16,190	90,314	232,062
2023 Group Quarters	126	163	737
2028 Total Population	16,186	92,618	233,778
2023-2028 Annual Rate	0.00%	0.51%	0.15%
2023 Total Daytime Population	18,861	138,037	251,040
Workers	12,760	103,615	150,400
Residents	6,101	34,422	100,640
Household Summary			
2010 Households	6,066	30,619	81,135
2010 Average Household Size	2.17	2.14	2.45
2020 Total Households	7,548	40,353	91,444
2020 Average Household Size	2.06	2.14	2.45
2023 Households	7,878	42,460	94,951
2023 Average Household Size	2.04	2.12	2.44
2028 Households	7,943	43,985	96,652
2028 Average Household Size	2.02	2.10	2.41
2023-2028 Annual Rate	0.16%	0.71%	0.36%
2010 Families	3,369	16,296	52,055
2010 Average Family Size	2.93	2.93	3.08
2023 Families	3,606	21,047	57,484
2023 Average Family Size	2.99	2.99	3.18
2028 Families	3,586	21,667	57,995
2028 Average Family Size	2.98	2.97	3.16
2023-2028 Annual Rate	-0.11%	0.58%	0.18%
Housing Unit Summary			
2000 Housing Units	3,804	25,080	70,426
Owner Occupied Housing Units	61.4%	40.2%	53.9%
Renter Occupied Housing Units	27.4%	51.6%	40.6%
Vacant Housing Units	11.1%	8.2%	5.5%
2010 Housing Units	6,608	33,634	85,820
Owner Occupied Housing Units	38.0%	36.4%	53.9%
Renter Occupied Housing Units	53.8%	54.6%	40.6%
Vacant Housing Units	8.2%	9.0%	5.5%
2020 Housing Units	8,297	43,614	96,777
Owner Occupied Housing Units	29.4%	34.4%	49.1%
Renter Occupied Housing Units	61.6%	58.1%	45.4%
Vacant Housing Units	8.7%	7.4%	5.5%
2023 Housing Units	8,591	45,683	100,201
Owner Occupied Housing Units	30.5%	35.5%	48.7%
Renter Occupied Housing Units	61.2%	57.5%	46.0%
Vacant Housing Units	8.3%	7.1%	5.2%
2028 Housing Units	8,701	47,187	102,430
Owner Occupied Housing Units	30.8%	35.4%	48.2%
Renter Occupied Housing Units	60.5%	57.8%	46.2%
Vacant Housing Units	8.7%	6.8%	5.6%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income			
Household Income Base	7,876	42,451	94,946
<\$15,000	3.6%	5.8%	5.2%
\$15,000 - \$24,999	2.0%	2.9%	3.2%
\$25,000 - \$34,999	4.8%	4.8%	4.2%
\$35,000 - \$49,999	10.6%	11.2%	9.7%
\$50,000 - \$74,999	18.3%	17.4%	16.6%
\$75,000 - \$99,999	13.0%	13.2%	13.3%
\$100,000 - \$149,999	18.9%	16.2%	19.2%
\$150,000 - \$199,999	11.0%	9.8%	11.6%
\$200,000+	17.8%	18.7%	17.0%
Average Household Income	\$140,561	\$144,298	\$137,293
2028 Households by Income			
Household Income Base	7,941	43,976	96,647
<\$15,000	3.0%	5.0%	4.4%
\$15,000 - \$24,999	1.6%	2.3%	2.6%
\$25,000 - \$34,999	4.1%	4.0%	3.5%
\$35,000 - \$49,999	9.1%	10.0%	8.5%
\$50,000 - \$74,999	16.8%	16.6%	15.5%
\$75,000 - \$99,999	13.1%	13.4%	13.2%
\$100,000 - \$149,999	20.2%	17.1%	20.4%
\$150,000 - \$199,999	13.3%	12.0%	14.1%
\$200,000+	18.8%	19.5%	17.9%
Average Household Income	\$153,651	\$156,946	\$149,891
2023 Owner Occupied Housing Units by Value			
Total	2,617	16,206	48,796
<\$50,000	0.2%	0.4%	0.9%
\$50,000 - \$99,999	0.1%	0.0%	0.4%
\$100,000 - \$149,999	0.0%	0.4%	1.0%
\$150,000 - \$199,999	0.3%	1.6%	2.7%
\$200,000 - \$249,999	0.8%	4.4%	6.3%
\$250,000 - \$299,999	1.7%	7.7%	12.7%
\$300,000 - \$399,999	9.5%	22.5%	24.9%
\$400,000 - \$499,999	26.3%	13.0%	22.1%
\$500,000 - \$749,999	49.4%	27.7%	22.9%
\$750,000 - \$999,999	7.9%	13.6%	4.2%
\$1,000,000 - \$1,499,999	2.7%	5.6%	1.2%
\$1,500,000 - \$1,999,999	0.7%	1.1%	0.2%
\$2,000,000 +	0.5%	2.0%	0.4%
Average Home Value	\$592,819	\$597,288	\$449,794
2028 Owner Occupied Housing Units by Value			
Total	2,680	16,702	49,341
<\$50,000	0.0%	0.0%	0.1%
\$50,000 - \$99,999	0.0%	0.0%	0.2%
\$100,000 - \$149,999	0.0%	0.1%	0.2%
\$150,000 - \$199,999	0.1%	0.7%	1.3%
\$200,000 - \$249,999	0.5%	3.2%	4.8%
\$250,000 - \$299,999	1.3%	6.8%	12.5%
\$300,000 - \$399,999	9.3%	24.3%	27.1%
\$400,000 - \$499,999	28.4%	14.8%	24.5%
\$500,000 - \$749,999	50.1%	29.9%	23.8%
\$750,000 - \$999,999	7.1%	12.6%	4.0%
\$1,000,000 - \$1,499,999	2.4%	5.0%	1.1%
\$1,500,000 - \$1,999,999	0.6%	0.9%	0.2%
\$2,000,000 +	0.3%	1.5%	0.3%
Average Home Value	\$585,836	\$589,262	\$459,950

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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Median Household Income			
2023	\$94,448	\$88,331	\$95,042
2028	\$103,846	\$96,799	\$103,919
Median Home Value			
2023	\$556,651	\$499,763	\$404,584
2028	\$551,695	\$499,556	\$415,596
Per Capita Income			
2023	\$67,873	\$67,589	\$56,215
2028	\$74,754	\$74,190	\$62,002
Median Age			
2010	35.7	34.5	35.8
2020	35.9	35.9	37.7
2023	38.2	37.4	37.7
2028	39.1	37.5	37.9
2020 Population by Age			
Total	15,630	86,355	225,184
0 - 4	4.4%	5.1%	5.5%
5 - 9	5.3%	5.2%	5.9%
10 - 14	5.3%	5.2%	6.2%
15 - 24	12.2%	12.5%	12.3%
25 - 34	21.4%	20.5%	16.0%
35 - 44	14.4%	14.9%	14.9%
45 - 54	12.8%	13.5%	13.7%
55 - 64	13.1%	12.3%	12.8%
65 - 74	6.8%	6.9%	8.4%
75 - 84	3.0%	2.8%	3.4%
85 +	1.3%	1.1%	1.0%
18 +	81.7%	81.1%	78.5%
2023 Population by Age			
Total	16,190	90,313	232,063
0 - 4	4.2%	4.7%	5.5%
5 - 9	5.0%	5.0%	5.9%
10 - 14	5.3%	5.4%	6.2%
15 - 24	11.2%	12.1%	12.1%
25 - 34	17.9%	18.7%	15.9%
35 - 44	17.8%	16.2%	15.5%
45 - 54	13.8%	13.6%	13.2%
55 - 64	12.4%	12.4%	12.5%
65 - 74	7.5%	7.8%	8.7%
75 - 84	3.4%	3.0%	3.4%
85 +	1.5%	1.1%	0.9%
18 +	82.1%	81.7%	78.7%
2028 Population by Age			
Total	16,185	92,617	233,780
0 - 4	4.3%	4.9%	5.7%
5 - 9	4.7%	4.8%	5.7%
10 - 14	4.9%	4.9%	5.8%
15 - 24	10.1%	12.0%	11.8%
25 - 34	19.0%	19.5%	16.5%
35 - 44	17.5%	15.6%	15.4%
45 - 54	14.0%	13.1%	12.9%
55 - 64	11.1%	11.4%	11.3%
65 - 74	8.5%	8.5%	9.2%
75 - 84	4.3%	4.1%	4.6%
85 +	1.7%	1.3%	1.2%
18 +	83.2%	82.7%	79.5%
2020 Population by Sex			

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Males	7,641	41,686	109,658
Females	7,989	44,669	115,526
2023 Population by Sex			
Males	7,944	43,978	113,250
Females	8,246	46,336	118,812
2028 Population by Sex			
Males	7,883	44,699	113,430
Females	8,303	47,918	120,349
2010 Population by Race/Ethnicity			
Total	13,268	65,623	198,875
White Alone	75.7%	68.0%	66.4%
Black Alone	7.4%	12.8%	10.1%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	11.8%	10.9%	14.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.2%	4.6%	5.6%
Two or More Races	2.5%	3.2%	3.1%
Hispanic Origin	7.8%	13.4%	15.9%
Diversity Index	49.2	62.1	65.2
2020 Population by Race/Ethnicity			
Total	15,630	86,355	225,184
White Alone	59.0%	50.5%	48.5%
Black Alone	9.8%	15.2%	12.2%
American Indian Alone	0.4%	0.5%	0.7%
Asian Alone	17.5%	16.5%	20.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.6%	6.0%	6.7%
Two or More Races	9.7%	11.3%	11.6%
Hispanic Origin	11.5%	16.2%	17.8%
Diversity Index	68.2	76.6	78.2
2023 Population by Race/Ethnicity			
Total	16,190	90,314	232,063
White Alone	58.9%	50.4%	47.6%
Black Alone	9.5%	14.4%	11.8%
American Indian Alone	0.4%	0.5%	0.7%
Asian Alone	17.0%	16.6%	20.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.9%	6.3%	7.0%
Two or More Races	10.2%	11.7%	12.0%
Hispanic Origin	12.4%	17.1%	18.6%
Diversity Index	68.9	77.1	78.9
2028 Population by Race/Ethnicity			
Total	16,184	92,617	233,779
White Alone	57.4%	48.9%	45.8%
Black Alone	9.4%	14.0%	11.7%
American Indian Alone	0.4%	0.5%	0.8%
Asian Alone	18.0%	17.8%	21.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.1%	6.5%	7.4%
Two or More Races	10.6%	12.1%	12.4%
Hispanic Origin	13.0%	17.6%	19.2%
Diversity Index	70.3	78.0	79.8

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2020 Population by Relationship and Household Type			
Total	15,630	86,355	225,184
In Households	99.3%	99.8%	99.7%
Householder	47.9%	46.3%	40.7%
Opposite-Sex Spouse	18.7%	18.2%	19.8%
Same-Sex Spouse	0.1%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.9%	2.6%	2.1%
Same-Sex Unmarried Partner	0.2%	0.3%	0.2%
Biological Child	23.0%	23.8%	26.9%
Adopted Child	0.4%	0.4%	0.5%
Stepchild	0.7%	0.8%	0.9%
Grandchild	0.5%	0.8%	1.3%
Brother or Sister	0.7%	1.1%	1.1%
Parent	0.9%	1.3%	1.6%
Parent-in-law	0.2%	0.3%	0.4%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.3%
Other Relatives	0.5%	0.9%	1.1%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	2.3%	2.5%	2.5%
In Group Quarters	0.7%	0.2%	0.3%
Institutionalized	0.7%	0.2%	0.3%
Noninstitutionalized	0.0%	0.0%	0.0%
2023 Population 25+ by Educational Attainment			
Total	12,037	65,780	162,971
Less than 9th Grade	0.2%	1.2%	1.9%
9th - 12th Grade, No Diploma	1.5%	1.5%	2.3%
High School Graduate	6.2%	11.0%	12.1%
GED/Alternative Credential	0.3%	1.6%	1.5%
Some College, No Degree	13.7%	14.8%	15.2%
Associate Degree	5.6%	6.8%	7.1%
Bachelor's Degree	41.6%	41.8%	37.8%
Graduate/Professional Degree	30.8%	21.4%	22.1%
2023 Population 15+ by Marital Status			
Total	13,848	76,673	190,950
Never Married	33.5%	34.3%	30.5%
Married	52.0%	51.8%	56.6%
Widowed	2.6%	3.0%	3.5%
Divorced	11.9%	10.9%	9.5%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,463	58,161	138,232
Population 16+ Employed	97.8%	97.5%	96.6%
Population 16+ Unemployment rate	2.2%	2.5%	3.4%
Population 16-24 Employed	9.5%	10.9%	11.2%
Population 16-24 Unemployment rate	2.5%	3.3%	5.1%
Population 25-54 Employed	69.1%	68.3%	65.6%
Population 25-54 Unemployment rate	2.0%	1.8%	2.8%
Population 55-64 Employed	14.2%	14.2%	15.9%
Population 55-64 Unemployment rate	1.1%	1.9%	3.9%
Population 65+ Employed	7.3%	6.6%	7.3%
Population 65+ Unemployment rate	5.3%	8.8%	5.7%

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2023 Employed Population 16+ by Industry			
Total	10,238	56,714	133,495
Agriculture/Mining	0.2%	0.4%	0.3%
Construction	1.9%	2.9%	3.9%
Manufacturing	3.9%	6.5%	8.1%
Wholesale Trade	1.8%	2.5%	2.1%
Retail Trade	10.3%	9.9%	10.5%
Transportation/Utilities	4.5%	4.8%	5.4%
Information	3.8%	2.9%	3.1%
Finance/Insurance/Real Estate	19.2%	16.7%	13.9%
Services	52.6%	51.8%	50.8%
Public Administration	1.7%	1.5%	1.8%
2023 Employed Population 16+ by Occupation			
Total	10,241	56,714	133,493
White Collar	86.3%	79.8%	79.0%
Management/Business/Financial	34.0%	30.6%	26.6%
Professional	32.3%	29.5%	31.8%
Sales	13.1%	9.7%	9.9%
Administrative Support	6.9%	10.0%	10.6%
Services	8.9%	10.7%	10.2%
Blue Collar	4.8%	9.6%	10.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.6%	1.4%	1.7%
Installation/Maintenance/Repair	0.9%	1.7%	1.9%
Production	0.7%	1.8%	2.5%
Transportation/Material Moving	2.6%	4.6%	4.7%
2020 Households by Type			
Total	7,548	40,353	91,444
Married Couple Households	39.6%	39.8%	49.2%
With Own Children <18	16.3%	15.8%	20.8%
Without Own Children <18	23.3%	24.0%	28.4%
Cohabiting Couple Households	6.5%	6.4%	5.5%
With Own Children <18	0.9%	1.4%	1.3%
Without Own Children <18	5.6%	5.0%	4.2%
Male Householder, No Spouse/Partner	23.7%	23.1%	18.7%
Living Alone	18.7%	17.7%	13.3%
65 Years and over	1.6%	1.7%	2.0%
With Own Children <18	1.3%	1.3%	1.5%
Without Own Children <18, With Relatives	1.8%	2.2%	2.3%
No Relatives Present	1.9%	1.8%	1.7%
Female Householder, No Spouse/Partner	30.2%	30.7%	26.5%
Living Alone	21.0%	19.8%	15.6%
65 Years and over	4.2%	4.6%	4.5%
With Own Children <18	4.3%	5.3%	4.8%
Without Own Children <18, With Relatives	3.7%	4.5%	5.0%
No Relatives Present	1.1%	1.2%	1.2%
2020 Households by Size			
Total	7,548	40,353	91,444
1 Person Household	39.7%	37.5%	28.9%
2 Person Household	31.4%	31.5%	32.4%
3 Person Household	13.3%	14.1%	16.4%
4 Person Household	10.7%	11.1%	14.1%
5 Person Household	3.3%	3.9%	5.2%
6 Person Household	1.2%	1.3%	1.9%
7 + Person Household	0.4%	0.7%	1.0%

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2020 Households by Tenure and Mortgage Status			
Total	7,548	40,353	91,444
Owner Occupied	32.3%	37.2%	51.9%
Owned with a Mortgage/Loan	21.9%	27.0%	37.2%
Owned Free and Clear	10.4%	10.3%	14.8%
Renter Occupied	67.7%	62.8%	48.1%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	66	67	85
Percent of Income for Mortgage	35.4%	34.0%	25.6%
Wealth Index	126	131	128
2020 Housing Units By Urban/ Rural Status			
Total	8,297	43,614	96,777
Urban Housing Units	100.0%	100.0%	99.9%
Rural Housing Units	0.0%	0.0%	0.1%
2020 Population By Urban/ Rural Status			
Total	15,630	86,355	225,184
Urban Population	100.0%	100.0%	99.8%
Rural Population	0.0%	0.0%	0.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Young and Restless (11B)	Young and Restless (11B)
2.	Enterprising Professionals (2D)	Metro Renters (3B)	Home Improvement (4B)
3.	Professional Pride (1B)	Laptops and Lattes (3A)	Boomburbs (1C)
2023 Consumer Spending			
Apparel & Services: Total \$	\$23,333,650	\$132,252,615	\$273,930,677
Average Spent	\$2,961.87	\$3,114.76	\$2,884.97
Spending Potential Index	135	142	131
Education: Total \$	\$20,263,078	\$113,005,178	\$226,318,626
Average Spent	\$2,572.11	\$2,661.45	\$2,383.53
Spending Potential Index	143	148	133
Entertainment/Recreation: Total \$	\$37,442,903	\$206,925,654	\$448,008,706
Average Spent	\$4,752.84	\$4,873.43	\$4,718.31
Spending Potential Index	126	129	125
Food at Home: Total \$	\$68,090,019	\$384,116,831	\$808,657,274
Average Spent	\$8,643.06	\$9,046.56	\$8,516.57
Spending Potential Index	127	133	125
Food Away from Home: Total \$	\$39,590,422	\$223,323,171	\$469,133,782
Average Spent	\$5,025.44	\$5,259.61	\$4,940.80
Spending Potential Index	135	141	133
Health Care: Total \$	\$67,874,210	\$377,473,675	\$832,956,353
Average Spent	\$8,615.67	\$8,890.10	\$8,772.49
Spending Potential Index	117	121	119
HH Furnishings & Equipment: Total \$	\$30,333,460	\$169,581,703	\$360,565,222
Average Spent	\$3,850.40	\$3,993.92	\$3,797.38
Spending Potential Index	130	135	128
Personal Care Products & Services: Total \$	\$10,026,596	\$56,097,501	\$118,876,171
Average Spent	\$1,272.73	\$1,321.18	\$1,251.97
Spending Potential Index	133	138	131
Shelter: Total \$	\$262,376,235	\$1,457,208,399	\$3,059,981,293
Average Spent	\$33,304.93	\$34,319.56	\$32,226.95
Spending Potential Index	134	139	130
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$29,397,935	\$162,555,714	\$364,561,789
Average Spent	\$3,731.65	\$3,828.44	\$3,839.47
Spending Potential Index	119	122	123
Travel: Total \$	\$23,623,684	\$128,860,249	\$278,327,767
Average Spent	\$2,998.69	\$3,034.86	\$2,931.28
Spending Potential Index	133	135	130
Vehicle Maintenance & Repairs: Total \$	\$12,801,973	\$72,043,436	\$156,971,267
Average Spent	\$1,625.03	\$1,696.74	\$1,653.18
Spending Potential Index	124	130	126

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

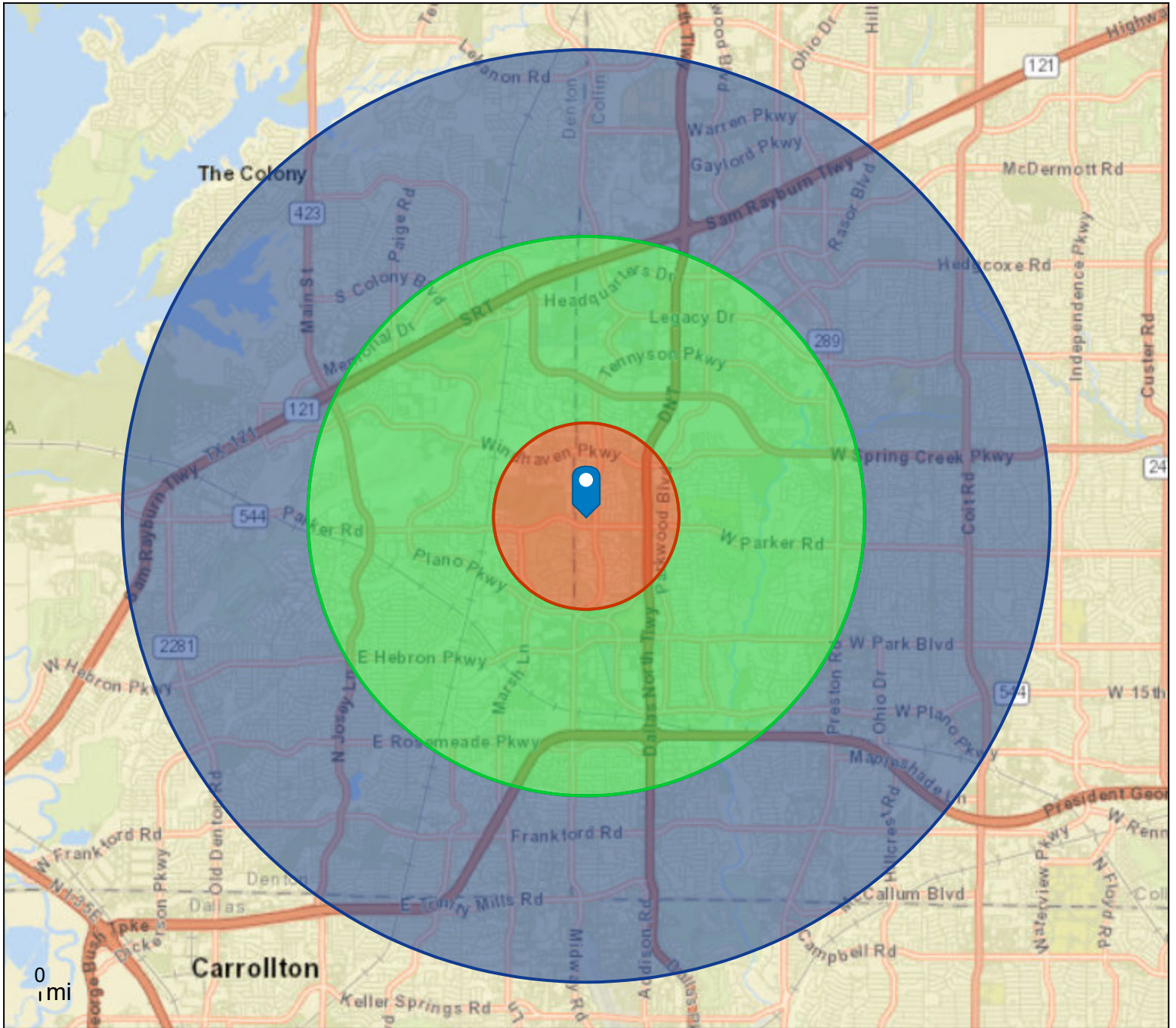
Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 25, 2024

Midway Hills Village Shopping Center
3501 Midway Rd, Plano, Texas, 75093
Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
Latitude: 33.04669
Longitude: -96.84106



This site is located in:

City: Plano
County: Collin County
State: Texas
ZIP Code: 75093
Census Tract: 48085031645
Census Block Group: 480850316451
CBSA: Dallas-Fort Worth-Arlington, TX Metropolitan Statistical Area