Community Profile

Shops at Park Place
6401 W Plano Pkwy, Plano, Texas, 75093
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	7,672	116,944	298,007
2020 Total Population	8,345	135,189	349,794
2020 Group Quarters	109	272	1,164
2026 Total Population	9,064	137,983	360,131
2026 Group Quarters	140	303	1,348
2031 Total Population	9,584	143,357	377,028
2026-2031 Annual Rate	1.12%	0.77%	0.92%
2026 Total Daytime Population	23,673	142,904	455,563
Workers	19,479	86,960	302,118
Residents	4,194	55,944	153,445

Household Summary			
2010 Total Households	3,318	54,876	130,406
2010 Average Household Size	2.29	2.13	2.28
2020 Total Households	3,639	63,034	153,099
2020 Average Household Size	2.26	2.14	2.28
2026 Total Households	4,213	66,455	162,982
2026 Average Household Size	2.12	2.07	2.20
2031 Total Households	4,567	70,066	174,036
2031 Average Household Size	2.07	2.04	2.16
2026-2031 Annual Rate	1.63%	1.06%	1.32%
2026 Families	2,482	33,513	89,790
2026 Average Family Size	2.82	2.90	2.98
2031 Families	2,619	34,678	94,035
2031 Average Family Size	2.79	2.89	2.95
2026-2031 Growth Rate	1.08%	0.69%	0.93%

Median Household Income			
2026	$130,756	$101,559	$109,128
2031	$149,893	$112,273	$121,324

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$101,709	$74,172	$71,774
2031	$109,337	$82,187	$80,552

2026 Households by Income			
Household Income Base	4,215	66,455	162,982
<$10,000	1.9%	3.8%	3.5%
$10,000-14,999	1.3%	1.5%	1.4%
$15,000-19,999	0.9%	1.1%	1.0%
$20,000-24,999	1.4%	1.6%	1.5%
$25,000-29,999	0.9%	2.1%	1.9%
$30,000-34,999	1.0%	2.9%	2.4%
$35,000-39,999	1.2%	2.5%	2.1%
$40,000-44,999	2.0%	3.2%	2.5%
$45,000-49,999	2.9%	2.8%	2.3%
$50,000-59,999	5.9%	6.5%	5.5%
$60,000-74,999	7.8%	9.9%	9.2%
$75000-99999	10.7%	11.4%	12.0%
$100,000-124,999	10.6%	10.3%	11.3%
$125,000-149,999	6.1%	8.1%	8.4%
$150000-199999	10.8%	10.3%	11.6%
$200,000-249,999	12.8%	8.0%	8.1%
$250,000-299,999	7.8%	5.5%	5.3%
$300,000-399,999	6.7%	3.8%	4.2%
$400,000-499,999	2.6%	1.6%	1.6%
$500,000+	4.8%	3.3%	4.3%
Average Household Income	$221,876	$153,563	$158,518

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	58	59	74
Percent of Income for Mortgage	36.3%	35.7%	28.4%
Wealth Index	177	119	125

Median Home Value			
2026	$807,217	$616,270	$526,570
2031	$821,103	$655,500	$585,167

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	1,803	24,395	70,912
<$50,000	0.8%	0.3%	0.6%
$50,000 - $99,999	0.1%	0.1%	0.1%
$100,000 - $149,999	0.0%	0.4%	0.6%
$150,000 - $199,999	0.0%	0.8%	1.2%
$200,000 - $249,999	0.0%	1.5%	2.0%
$250,000 - $299,999	0.1%	3.2%	4.0%
$300,000 - $399,999	1.0%	16.4%	20.3%
$400,000 - $499,999	5.7%	12.7%	17.6%
$500,000 - $749,999	34.3%	31.2%	34.1%
$750,000 - $999,999	34.8%	19.4%	11.8%
$1,000,000 - $1,499,999	15.8%	9.5%	4.9%
$1,500,000 - $1,999,999	4.5%	3.4%	1.7%
$2,000,000 +	2.9%	1.0%	1.1%
Average Home Value	$889,811	$694,413	$600,857

Housing Unit Summary			
2010 Total Housing Units	3,516	59,545	139,921
Owner Occupied Housing Units	49.9%	39.9%	49.4%
Renter Occupied Housing Units	50.1%	60.1%	50.6%
Vacant Housing Units	5.6%	7.8%	6.8%
2020 Housing Units	3,844	67,537	162,919
Owner Occupied Housing Units	46.0%	37.5%	44.8%
Renter Occupied Housing Units	54.0%	62.5%	55.3%
Vacant Housing Units	4.5%	6.6%	6.1%
2026 Housing Units	4,498	72,081	176,452
Owner Occupied Housing Units	42.8%	36.7%	43.5%
Renter Occupied Housing Units	57.2%	63.3%	56.5%
Vacant Housing Units	6.3%	7.8%	7.6%
2031 Total Housing Units	5,063	78,377	192,681
Owner Occupied Housing Units	42.5%	36.9%	43.1%
Renter Occupied Housing Units	57.5%	63.1%	56.9%
Vacant Housing Units	9.8%	10.6%	9.7%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	4,413	67,056	177,575
Females	4,651	70,927	182,556

Median Age			
2010	39.6	34.6	35.8
2020	41.0	36.3	37.1
2026	41.2	37.5	38.1
2031	40.5	38.5	39.1

2026 Population by Age			
Total	9,062	137,983	360,134
0 - 4	4.3%	4.8%	5.0%
5 - 9	4.3%	4.9%	5.3%
10 - 14	5.4%	4.8%	5.2%
15 - 24	12.9%	12.5%	11.8%
25 - 34	15.9%	18.9%	17.7%
35 - 44	12.1%	15.3%	15.3%
45 - 54	11.1%	12.5%	12.6%
55 - 64	13.5%	11.6%	11.5%
65 - 74	11.3%	9.0%	9.1%
75 - 84	6.5%	4.7%	5.2%
85 +	1.8%	1.2%	1.5%
18 +	82.9%	82.5%	81.4%

2026 Population 15+ by Marital Status			
Total	7,792	117,904	304,280
Never Married	27.7%	38.0%	34.8%
Married	59.7%	48.4%	51.6%
Widowed	3.4%	3.1%	3.5%
Divorced	9.2%	10.4%	10.0%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	6,627	100,638	261,994
Less than 9th Grade	0.5%	1.6%	1.9%
9th - 12th Grade, No Diploma	2.1%	2.9%	2.3%
High School Graduate	7.9%	10.7%	10.7%
GED/Alternative Credential	0.3%	1.4%	1.4%
Some College, No Degree	14.5%	15.3%	15.3%
Associate Degree	3.6%	6.9%	6.8%
Bachelor's Degree	42.1%	38.3%	38.1%
Graduate/Professional Degree	28.8%	23.0%	23.5%

2020 Population by Race/Ethnicity			
Total	8,345	135,189	349,794
White Alone	59.3%	50.0%	50.0%
Black Alone	12.4%	17.4%	12.9%
American Indian Alone	0.4%	0.5%	0.7%
Asian Alone	15.2%	13.3%	17.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.5%	7.0%	6.8%
Two or More Races	3.5%	7.0%	6.8%
Hispanic Origin	10.9%	17.9%	18.1%
Diversity Index	67.8	77.7	77.7

2026 Population by Race/Ethnicity			
Total	9,064	137,982	360,132
White Alone	51.7%	43.4%	43.2%
Black Alone	14.5%	19.0%	13.8%
American Indian Alone	0.4%	0.5%	0.6%
Asian Alone	20.2%	18.4%	23.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.6%	6.9%	6.7%
Two or More Races	9.5%	11.7%	11.8%
Hispanic Origin	11.4%	17.7%	17.9%
Diversity Index	72.9	80.4	80.1

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	5,104	85,957	216,912
White Collar	83.3%	77.5%	79.4%
Management/Business/Financial	31.0%	25.8%	26.8%
Professional	32.7%	30.6%	31.7%
Sales	9.1%	9.7%	9.6%
Administrative Support	10.5%	11.4%	11.3%
Services	8.0%	10.9%	10.5%

2026 Employed Pop 16+ by Occupation			
Total	5,104	85,957	216,912
Blue Collar	8.7%	11.6%	10.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.9%	1.2%	1.5%
Installation/Maintenance/Repair	1.3%	2.3%	1.8%
Production	1.8%	3.0%	2.7%
Transportation/Material Moving	4.8%	4.9%	4.1%
White Collar	83.3%	77.5%	79.4%
Management/Business/Financial	31.0%	25.8%	26.8%
Professional	32.7%	30.6%	31.7%
Sales	9.1%	9.7%	9.6%
Administrative Support	10.5%	11.4%	11.3%
Services	8.0%	10.9%	10.5%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,104	85,957	216,912
Population 16+ Employed	96.7%	96.9%	96.7%
Population 16+ Unemployment rate	3.3%	3.1%	3.4%
Population 16-24 Employed	11.5%	11.7%	10.8%
Population 16-24 Unemployment rate	7.0%	6.3%	6.8%
Population 25-54 Employed	58.3%	64.1%	63.8%
Population 25-54 Unemployment rate	2.8%	2.5%	2.8%
Population 55-64 Employed	17%	14%	14%
Population 55-64 Unemployment rate	2.3%	2.7%	3.3%
Population 65+ Employed	10%	7%	8%
Population 65+ Unemployment rate	3.0%	3.5%	2.9%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	4,936	83,297	209,639
Agriculture/Mining	0.5%	0.3%	0.3%
Construction	3.1%	3.5%	4.0%
Manufacturing	7.2%	8.2%	8.3%
Wholesale Trade	1.8%	1.6%	1.7%
Retail Trade	7.7%	9.8%	10.2%
Transportation/Utilities	5.8%	6.0%	5.4%
Information	2%	3%	3%
Finance/Insurance/Real Estate	17.4%	14.8%	14.2%
Services	53.3%	51.9%	51.3%
Public Administration	1.1%	1.3%	1.8%

2026 Consumer Spending			
Apparel & Services: Total $	$19,729,719	$221,309,862	$553,613,366
Average Spent	$4,683.06	$3,330.22	$3,396.78
Spending Potential Index	184	131	133
Education: Total $	$16,202,693	$170,642,618	$433,427,166
Average Spent	$3,845.88	$2,567.79	$2,659.36
Spending Potential Index	192	128	133
Entertainment/Recreation: Total $	$31,567,210	$346,119,164	$883,468,823
Average Spent	$7,492.81	$5,208.32	$5,420.65
Spending Potential Index	174	121	126
Food at Home: Total $	$58,601,372	$664,115,070	$1,652,509,093
Average Spent	$13,909.65	$9,993.46	$10,139.21
Spending Potential Index	176	127	129
Food Away from Home: Total $	$34,815,805	$388,959,674	$970,676,718
Average Spent	$8,263.90	$5,852.98	$5,955.73
Spending Potential Index	185	131	133
Health Care: Total $	$55,316,784	$619,711,944	$1,581,058,348
Average Spent	$13,130.02	$9,325.29	$9,700.82
Spending Potential Index	164	116	121
HH Furnishings & Equipment: Total $	$21,055,455	$232,774,553	$590,519,852
Average Spent	$4,997.73	$3,502.74	$3,623.22
Spending Potential Index	176	123	127
Personal Care Products & Services: Total $	$8,842,669	$98,598,513	$246,928,200
Average Spent	$2,098.90	$1,483.69	$1,515.06
Spending Potential Index	184	130	133

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$217,741,592	$2,396,991,323	$5,970,985,773
Average Spent	$51,683.26	$36,069.39	$36,635.86
Spending Potential Index	187	131	133
Support Payments/Gifts in Kind: Total $	$21,261,785	$234,043,269	$608,475,464
Average Spent	$5,046.71	$3,521.83	$3,733.39
Spending Potential Index	166	116	123
Travel: Total $	$27,372,358	$286,267,805	$743,943,801
Average Spent	$6,497.12	$4,307.69	$4,564.58
Spending Potential Index	178	118	125
Vehicle Maintenance & Repairs: Total $	$9,127,803	$103,383,038	$258,141,003
Average Spent	$2,166.58	$1,555.68	$1,583.86
Spending Potential Index	175	126	128

Top Tapestry Segment		
1 mile	**3 miles**	**5 miles**
Top Tier (L3):	**Young and Restless (A6)**:	**Young and Restless (A6)**:
This segment is characterized by highly educated professionals in affluent suburbs.	This segment is characterized by young, mobile labor force in urban areas.	This segment is characterized by young, mobile labor force in urban areas.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.