



Market Profile

Stallion at Dallas North Tollway
7041-7099 Stallion Ln, Frisco, Texas, 75034
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.13644
Longitude: -96.83497

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,961	24,849	66,097
2010 Total Population	5,337	69,742	174,689
2021 Total Population	7,104	112,727	279,707
2021 Group Quarters	0	162	248
2026 Total Population	8,604	133,103	324,222
2021-2026 Annual Rate	3.91%	3.38%	3.00%
2021 Total Daytime Population	7,871	123,028	300,199
Workers	3,799	63,471	154,861
Residents	4,072	59,557	145,338
Household Summary			
2000 Households	641	8,791	22,876
2000 Average Household Size	3.06	2.82	2.89
2010 Households	1,768	24,611	61,659
2010 Average Household Size	3.02	2.83	2.83
2021 Households	2,493	39,286	98,702
2021 Average Household Size	2.85	2.87	2.83
2026 Households	3,166	46,516	114,608
2026 Average Household Size	2.72	2.86	2.83
2021-2026 Annual Rate	4.90%	3.44%	3.03%
2010 Families	1,393	18,491	45,922
2010 Average Family Size	3.38	3.30	3.32
2021 Families	1,880	28,634	71,920
2021 Average Family Size	3.28	3.41	3.36
2026 Families	2,293	33,487	82,703
2026 Average Family Size	3.19	3.42	3.38
2021-2026 Annual Rate	4.05%	3.18%	2.83%
Housing Unit Summary			
2000 Housing Units	706	10,093	25,477
Owner Occupied Housing Units	56.7%	68.7%	71.2%
Renter Occupied Housing Units	34.0%	18.4%	18.6%
Vacant Housing Units	9.3%	12.9%	10.2%
2010 Housing Units	1,975	26,282	65,151
Owner Occupied Housing Units	66.1%	66.0%	67.9%
Renter Occupied Housing Units	23.4%	27.7%	26.7%
Vacant Housing Units	10.5%	6.4%	5.4%
2021 Housing Units	2,769	41,321	102,773
Owner Occupied Housing Units	55.3%	54.8%	63.2%
Renter Occupied Housing Units	34.8%	40.3%	32.8%
Vacant Housing Units	10.0%	4.9%	4.0%
2026 Housing Units	3,450	48,557	118,748
Owner Occupied Housing Units	49.0%	52.1%	61.3%
Renter Occupied Housing Units	42.8%	43.7%	35.2%
Vacant Housing Units	8.2%	4.2%	3.5%
Median Household Income			
2021	\$110,644	\$116,880	\$114,986
2026	\$115,714	\$123,514	\$123,015
Median Home Value			
2021	\$573,399	\$433,479	\$395,050
2026	\$582,763	\$449,456	\$418,446
Per Capita Income			
2021	\$52,781	\$52,930	\$50,960
2026	\$58,298	\$57,164	\$55,615
Median Age			
2010	34.6	34.0	33.4
2021	36.2	35.0	34.9
2026	36.9	34.6	34.5

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	2,493	39,286	98,702
<\$15,000	4.7%	3.2%	3.0%
\$15,000 - \$24,999	4.2%	3.2%	2.9%
\$25,000 - \$34,999	9.0%	4.4%	3.6%
\$35,000 - \$49,999	7.4%	8.3%	7.3%
\$50,000 - \$74,999	13.2%	10.7%	12.1%
\$75,000 - \$99,999	7.6%	11.7%	12.5%
\$100,000 - \$149,999	13.9%	19.7%	21.7%
\$150,000 - \$199,999	11.2%	14.4%	15.6%
\$200,000+	28.8%	24.4%	21.3%
Average Household Income	\$154,178	\$150,845	\$145,350
2026 Households by Income			
Household Income Base	3,166	46,516	114,608
<\$15,000	3.8%	2.6%	2.5%
\$15,000 - \$24,999	3.9%	2.7%	2.4%
\$25,000 - \$34,999	7.2%	3.8%	3.1%
\$35,000 - \$49,999	7.5%	7.7%	6.4%
\$50,000 - \$74,999	13.1%	10.4%	11.2%
\$75,000 - \$99,999	8.5%	11.4%	12.0%
\$100,000 - \$149,999	15.4%	20.0%	21.9%
\$150,000 - \$199,999	12.5%	15.7%	17.4%
\$200,000+	28.2%	25.7%	23.0%
Average Household Income	\$162,090	\$162,210	\$158,369
2021 Owner Occupied Housing Units by Value			
Total	1,530	22,622	64,951
<\$50,000	0.3%	0.3%	0.4%
\$50,000 - \$99,999	0.1%	0.3%	0.6%
\$100,000 - \$149,999	0.8%	1.4%	2.3%
\$150,000 - \$199,999	1.3%	2.0%	3.6%
\$200,000 - \$249,999	6.4%	8.4%	10.4%
\$250,000 - \$299,999	6.9%	8.8%	10.4%
\$300,000 - \$399,999	14.9%	21.1%	23.5%
\$400,000 - \$499,999	8.4%	22.7%	22.8%
\$500,000 - \$749,999	36.7%	26.8%	21.1%
\$750,000 - \$999,999	10.4%	4.9%	3.1%
\$1,000,000 - \$1,499,999	8.0%	1.9%	1.0%
\$1,500,000 - \$1,999,999	3.7%	0.9%	0.4%
\$2,000,000 +	2.0%	0.4%	0.5%
Average Home Value	\$656,895	\$482,843	\$435,618
2026 Owner Occupied Housing Units by Value			
Total	1,690	25,270	72,771
<\$50,000	0.1%	0.1%	0.0%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.2%	0.4%	0.6%
\$150,000 - \$199,999	0.5%	0.9%	1.7%
\$200,000 - \$249,999	4.6%	6.3%	8.2%
\$250,000 - \$299,999	6.2%	7.7%	9.5%
\$300,000 - \$399,999	17.4%	22.0%	25.0%
\$400,000 - \$499,999	8.2%	25.5%	26.6%
\$500,000 - \$749,999	38.9%	29.3%	23.6%
\$750,000 - \$999,999	12.1%	4.2%	2.6%
\$1,000,000 - \$1,499,999	7.0%	2.2%	1.1%
\$1,500,000 - \$1,999,999	3.1%	1.1%	0.5%
\$2,000,000 +	1.7%	0.4%	0.4%
Average Home Value	\$656,794	\$504,099	\$458,282

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	5,337	69,742	174,686
0 - 4	8.3%	8.9%	9.0%
5 - 9	11.0%	10.5%	9.9%
10 - 14	9.8%	8.7%	8.5%
15 - 24	10.6%	9.6%	10.0%
25 - 34	10.8%	13.8%	15.5%
35 - 44	20.0%	21.8%	21.1%
45 - 54	15.4%	13.8%	13.6%
55 - 64	8.5%	7.4%	7.4%
65 - 74	3.7%	3.6%	3.5%
75 - 84	1.4%	1.3%	1.2%
85 +	0.6%	0.5%	0.4%
18 +	66.2%	67.9%	68.6%
2021 Population by Age			
Total	7,104	112,727	279,709
0 - 4	7.2%	7.7%	7.7%
5 - 9	9.2%	9.0%	8.8%
10 - 14	8.7%	8.9%	8.6%
15 - 24	10.8%	11.7%	11.4%
25 - 34	11.8%	12.8%	13.6%
35 - 44	18.8%	18.2%	18.2%
45 - 54	13.5%	14.4%	14.1%
55 - 64	10.3%	9.3%	9.5%
65 - 74	6.4%	5.5%	5.5%
75 - 84	2.4%	2.0%	2.0%
85 +	1.0%	0.6%	0.5%
18 +	70.6%	70.1%	70.7%
2026 Population by Age			
Total	8,603	133,104	324,222
0 - 4	7.0%	7.8%	7.9%
5 - 9	8.5%	8.8%	8.6%
10 - 14	8.0%	8.3%	8.1%
15 - 24	10.3%	11.8%	11.3%
25 - 34	12.7%	14.0%	15.0%
35 - 44	18.9%	17.7%	17.7%
45 - 54	13.1%	13.7%	13.3%
55 - 64	10.1%	9.1%	9.2%
65 - 74	7.1%	5.7%	5.8%
75 - 84	3.4%	2.5%	2.5%
85 +	1.1%	0.6%	0.6%
18 +	72.7%	70.9%	71.2%
2010 Population by Sex			
Males	2,728	34,085	85,558
Females	2,609	35,657	89,131
2021 Population by Sex			
Males	3,620	55,321	136,843
Females	3,484	57,406	142,864
2026 Population by Sex			
Males	4,383	65,331	158,461
Females	4,221	67,772	165,761

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	5,338	69,741	174,689
White Alone	75.2%	76.5%	72.2%
Black Alone	6.1%	7.3%	8.4%
American Indian Alone	0.5%	0.5%	0.6%
Asian Alone	6.2%	8.4%	11.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	9.0%	4.2%	4.2%
Two or More Races	2.9%	3.1%	3.2%
Hispanic Origin	18.8%	13.6%	14.5%
Diversity Index	60.2	54.3	59.2
2021 Population by Race/Ethnicity			
Total	7,103	112,726	279,708
White Alone	66.0%	65.7%	61.4%
Black Alone	9.3%	10.4%	11.3%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	11.3%	15.5%	18.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	9.5%	4.2%	4.6%
Two or More Races	3.5%	3.6%	3.8%
Hispanic Origin	20.4%	15.1%	15.7%
Diversity Index	69.1	65.3	68.9
2026 Population by Race/Ethnicity			
Total	8,604	133,102	324,222
White Alone	62.6%	61.7%	57.4%
Black Alone	11.7%	12.5%	13.2%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	12.5%	17.2%	20.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	9.4%	4.5%	4.8%
Two or More Races	3.5%	3.8%	4.0%
Hispanic Origin	21.8%	16.4%	16.6%
Diversity Index	72.2	69.1	72.0
2010 Population by Relationship and Household Type			
Total	5,337	69,742	174,689
In Households	100.0%	99.8%	99.9%
In Family Households	90.1%	88.8%	88.7%
Householder	25.7%	26.5%	26.3%
Spouse	21.9%	22.2%	21.9%
Child	37.6%	35.9%	35.6%
Other relative	3.1%	3.0%	3.5%
Nonrelative	1.8%	1.2%	1.3%
In Nonfamily Households	9.9%	11.0%	11.1%
In Group Quarters	0.0%	0.2%	0.1%
Institutionalized Population	0.0%	0.2%	0.1%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	4,555	70,766	177,402
Less than 9th Grade	3.9%	2.3%	1.8%
9th - 12th Grade, No Diploma	2.5%	1.9%	2.1%
High School Graduate	12.4%	9.5%	10.3%
GED/Alternative Credential	1.6%	1.3%	1.5%
Some College, No Degree	17.9%	17.3%	17.1%
Associate Degree	6.3%	6.8%	6.9%
Bachelor's Degree	34.5%	38.3%	37.3%
Graduate/Professional Degree	20.9%	22.5%	23.1%
2021 Population 15+ by Marital Status			
Total	5,321	83,898	209,389
Never Married	31.3%	29.1%	27.6%
Married	55.8%	57.4%	59.6%
Widowed	4.3%	3.6%	3.3%
Divorced	8.7%	9.9%	9.5%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,168	56,286	142,332
Population 16+ Employed	96.3%	94.9%	94.8%
Population 16+ Unemployment rate	3.7%	5.1%	5.2%
Population 16-24 Employed	8.4%	10.0%	9.7%
Population 16-24 Unemployment rate	2.3%	9.3%	7.7%
Population 25-54 Employed	76.0%	74.2%	74.2%
Population 25-54 Unemployment rate	3.1%	4.0%	4.6%
Population 55-64 Employed	11.5%	12.9%	13.0%
Population 55-64 Unemployment rate	7.1%	5.3%	5.8%
Population 65+ Employed	4.1%	2.9%	3.0%
Population 65+ Unemployment rate	6.7%	15.5%	8.0%
2021 Employed Population 16+ by Industry			
Total	3,052	53,409	134,982
Agriculture/Mining	2.7%	0.8%	0.7%
Construction	7.6%	4.9%	4.7%
Manufacturing	7.1%	7.7%	7.6%
Wholesale Trade	3.0%	3.0%	3.2%
Retail Trade	9.9%	10.6%	11.2%
Transportation/Utilities	1.8%	3.7%	4.0%
Information	2.7%	3.4%	3.5%
Finance/Insurance/Real Estate	15.5%	14.4%	14.7%
Services	48.9%	49.7%	48.1%
Public Administration	0.8%	1.9%	2.2%
2021 Employed Population 16+ by Occupation			
Total	3,052	53,405	134,984
White Collar	78.6%	82.9%	83.0%
Management/Business/Financial	33.5%	30.9%	30.2%
Professional	25.8%	31.1%	31.7%
Sales	11.5%	11.8%	11.7%
Administrative Support	7.8%	9.1%	9.4%
Services	9.7%	8.0%	7.9%
Blue Collar	11.6%	9.0%	9.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	5.1%	2.2%	2.3%
Installation/Maintenance/Repair	1.4%	1.4%	1.5%
Production	1.3%	2.0%	1.9%
Transportation/Material Moving	3.8%	3.4%	3.4%

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2010 Households by Type			
Total	1,768	24,610	61,660
Households with 1 Person	16.0%	19.9%	20.6%
Households with 2+ People	84.0%	80.1%	79.4%
Family Households	78.8%	75.1%	74.5%
Husband-wife Families	67.1%	62.8%	62.1%
With Related Children	41.7%	39.3%	38.8%
Other Family (No Spouse Present)	11.7%	12.4%	12.4%
Other Family with Male Householder	3.8%	3.4%	3.6%
With Related Children	2.4%	2.2%	2.3%
Other Family with Female Householder	7.9%	9.0%	8.8%
With Related Children	6.3%	6.7%	6.5%
Nonfamily Households	5.3%	4.9%	5.0%
All Households with Children	51.1%	48.6%	47.9%
Multigenerational Households	2.4%	2.9%	3.6%
Unmarried Partner Households	4.4%	4.5%	4.8%
Male-female	3.8%	3.9%	4.1%
Same-sex	0.6%	0.6%	0.7%
2010 Households by Size			
Total	1,768	24,612	61,658
1 Person Household	16.0%	19.9%	20.6%
2 Person Household	27.4%	28.3%	27.7%
3 Person Household	16.0%	18.3%	18.5%
4 Person Household	24.1%	21.5%	20.9%
5 Person Household	11.5%	8.4%	8.4%
6 Person Household	3.7%	2.6%	2.7%
7 + Person Household	1.4%	1.0%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	1,768	24,611	61,659
Owner Occupied	73.8%	70.5%	71.7%
Owned with a Mortgage/Loan	65.0%	63.3%	64.4%
Owned Free and Clear	8.8%	7.1%	7.4%
Renter Occupied	26.2%	29.5%	28.3%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	92	126	135
Percent of Income for Mortgage	21.7%	15.6%	14.4%
Wealth Index	170	149	149
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,975	26,282	65,151
Housing Units Inside Urbanized Area	100.0%	100.0%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.3%
2010 Population By Urban/ Rural Status			
Total Population	5,337	69,742	174,689
Population Inside Urbanized Area	100.0%	100.0%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.3%

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.	Professional Pride (1B)	Boomburbs (1C)	Boomburbs (1C)
2.	Diverse Convergence (13A)	Metro Renters (3B)	Up and Coming Families (7A)
3.	Trendsetters (3C)	Young and Restless (11B)	Metro Renters (3B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$8,900,335	\$136,522,372	\$328,015,685
Average Spent	\$3,570.13	\$3,475.09	\$3,323.29
Spending Potential Index	168	164	157
Education: Total \$	\$7,930,793	\$110,110,177	\$261,478,652
Average Spent	\$3,181.22	\$2,802.78	\$2,649.17
Spending Potential Index	184	162	153
Entertainment/Recreation: Total \$	\$12,799,700	\$199,913,986	\$484,770,841
Average Spent	\$5,134.26	\$5,088.68	\$4,911.46
Spending Potential Index	159	158	152
Food at Home: Total \$	\$21,710,857	\$332,325,776	\$799,050,238
Average Spent	\$8,708.73	\$8,459.14	\$8,095.58
Spending Potential Index	160	155	149
Food Away from Home: Total \$	\$15,915,998	\$247,080,074	\$594,156,560
Average Spent	\$6,384.28	\$6,289.27	\$6,019.70
Spending Potential Index	168	166	159
Health Care: Total \$	\$22,799,974	\$366,367,212	\$893,775,626
Average Spent	\$9,145.60	\$9,325.64	\$9,055.29
Spending Potential Index	147	150	145
HH Furnishings & Equipment: Total \$	\$9,106,207	\$144,124,734	\$351,027,576
Average Spent	\$3,652.71	\$3,668.60	\$3,556.44
Spending Potential Index	162	163	158
Personal Care Products & Services: Total \$	\$3,650,609	\$57,073,603	\$137,988,613
Average Spent	\$1,464.34	\$1,452.77	\$1,398.03
Spending Potential Index	163	162	156
Shelter: Total \$	\$86,635,280	\$1,296,221,861	\$3,112,918,368
Average Spent	\$34,751.42	\$32,994.50	\$31,538.55
Spending Potential Index	172	164	156
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,147,764	\$155,179,674	\$383,692,653
Average Spent	\$3,669.38	\$3,950.00	\$3,887.38
Spending Potential Index	153	165	163
Travel: Total \$	\$10,633,481	\$165,048,653	\$402,440,963
Average Spent	\$4,265.34	\$4,201.21	\$4,077.33
Spending Potential Index	169	166	161
Vehicle Maintenance & Repairs: Total \$	\$4,146,060	\$68,399,501	\$165,902,987
Average Spent	\$1,663.08	\$1,741.07	\$1,680.85
Spending Potential Index	150	157	152

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.

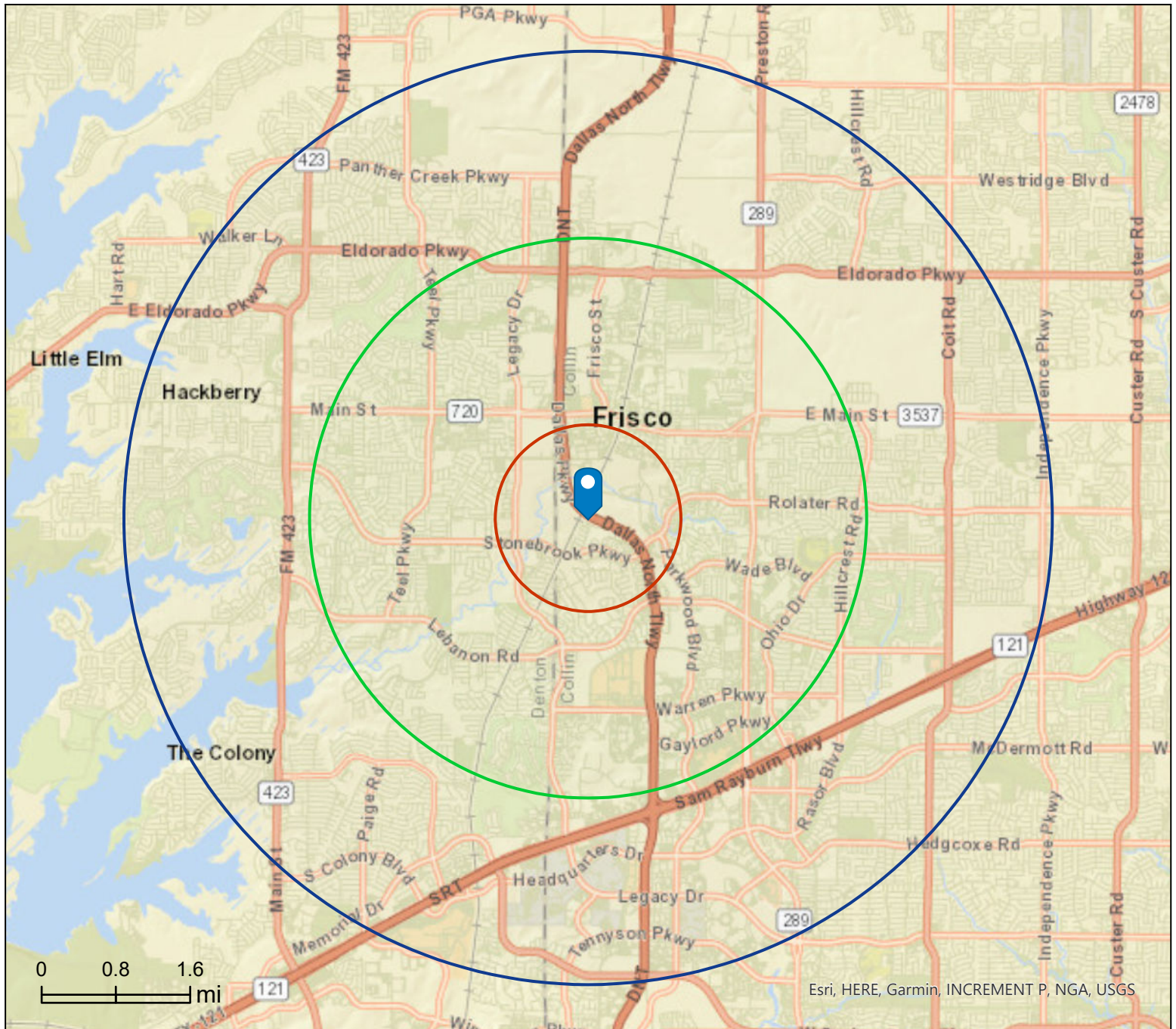
Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

July 20, 2021

Stallion at Dallas North Tollway
 7041-7099 Stallion Ln, Frisco, Texas, 75034
 Rings: 1, 3, 5 mile radii

Site Details Map
 Latitude: 33.13644
 Longitude: -96.83497



This site is located in:

City: Frisco
County: Collin County
State: Texas
ZIP Code: 75034
Census Tract: 48085030407
Census Block Group: 480850304071
CBSA: Dallas-Fort Worth-Arlington, TX Metropolitan Statistical Area