



Community Profile

Eldorado Marketplace
 11999 Dallas Pkwy, Frisco, Texas, 75033
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.17697
 Longitude: -96.84261

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	56	8,531	27,628
2010 Total Population	3,005	48,049	124,479
2019 Total Population	6,874	74,377	213,716
2019 Group Quarters	0	176	269
2024 Total Population	8,822	87,872	257,865
2019-2024 Annual Rate	5.12%	3.39%	3.83%
2019 Total Daytime Population	8,536	66,262	165,782
Workers	4,722	25,951	53,634
Residents	3,814	40,311	112,148
Household Summary			
2000 Households	24	2,890	9,637
2000 Average Household Size	2.33	2.95	2.86
2010 Households	956	15,091	41,230
2010 Average Household Size	3.14	3.17	3.01
2019 Households	2,051	22,799	69,139
2019 Average Household Size	3.35	3.25	3.09
2024 Households	2,682	27,201	83,591
2024 Average Household Size	3.29	3.22	3.08
2019-2024 Annual Rate	5.51%	3.59%	3.87%
2010 Families	773	12,732	32,842
2010 Average Family Size	3.54	3.47	3.41
2019 Families	1,634	19,084	54,821
2019 Average Family Size	3.80	3.58	3.49
2024 Families	2,054	22,429	65,576
2024 Average Family Size	3.82	3.58	3.51
2019-2024 Annual Rate	4.68%	3.28%	3.65%
Housing Unit Summary			
2000 Housing Units	37	3,019	11,074
Owner Occupied Housing Units	59.5%	69.5%	69.5%
Renter Occupied Housing Units	5.4%	26.2%	17.5%
Vacant Housing Units	35.1%	4.2%	13.0%
2010 Housing Units	1,203	16,024	43,698
Owner Occupied Housing Units	57.9%	78.3%	74.1%
Renter Occupied Housing Units	21.5%	15.9%	20.3%
Vacant Housing Units	20.5%	5.8%	5.6%
2019 Housing Units	2,316	24,196	72,761
Owner Occupied Housing Units	66.9%	72.2%	72.5%
Renter Occupied Housing Units	21.7%	22.1%	22.5%
Vacant Housing Units	11.4%	5.8%	5.0%
2024 Housing Units	2,939	28,623	87,333
Owner Occupied Housing Units	62.8%	68.6%	70.8%
Renter Occupied Housing Units	28.4%	26.5%	25.0%
Vacant Housing Units	8.7%	5.0%	4.3%
Median Household Income			
2019	\$139,299	\$130,357	\$116,029
2024	\$144,970	\$140,116	\$125,876
Median Home Value			
2019	\$433,857	\$349,049	\$323,974
2024	\$444,647	\$370,142	\$351,386
Per Capita Income			
2019	\$50,550	\$47,812	\$45,765
2024	\$53,655	\$52,543	\$50,738
Median Age			
2010	31.7	32.6	32.6
2019	32.3	33.4	33.3
2024	31.8	33.2	32.7

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	2,051	22,799	69,139
<\$15,000	1.0%	2.1%	2.1%
\$15,000 - \$24,999	2.2%	2.2%	2.3%
\$25,000 - \$34,999	2.2%	3.2%	3.4%
\$35,000 - \$49,999	2.2%	5.4%	6.1%
\$50,000 - \$74,999	8.5%	8.7%	11.2%
\$75,000 - \$99,999	11.2%	10.5%	13.6%
\$100,000 - \$149,999	26.6%	25.6%	26.1%
\$150,000 - \$199,999	19.8%	19.8%	17.2%
\$200,000+	26.2%	22.7%	18.0%
Average Household Income	\$166,954	\$155,679	\$141,662
2024 Households by Income			
Household Income Base	2,682	27,201	83,591
<\$15,000	1.2%	1.8%	1.8%
\$15,000 - \$24,999	1.7%	1.8%	1.9%
\$25,000 - \$34,999	2.2%	2.7%	2.8%
\$35,000 - \$49,999	2.4%	4.8%	5.1%
\$50,000 - \$74,999	10.4%	8.2%	9.9%
\$75,000 - \$99,999	10.0%	9.2%	12.2%
\$100,000 - \$149,999	23.9%	25.0%	26.0%
\$150,000 - \$199,999	20.6%	21.5%	19.9%
\$200,000+	27.7%	25.0%	20.4%
Average Household Income	\$173,968	\$169,398	\$156,664
2019 Owner Occupied Housing Units by Value			
Total	1,549	17,461	52,732
<\$50,000	0.5%	0.7%	1.6%
\$50,000 - \$99,999	0.2%	0.7%	1.2%
\$100,000 - \$149,999	0.1%	0.8%	1.7%
\$150,000 - \$199,999	0.2%	3.6%	7.7%
\$200,000 - \$249,999	3.0%	12.8%	16.0%
\$250,000 - \$299,999	7.9%	15.7%	15.5%
\$300,000 - \$399,999	30.4%	31.9%	26.4%
\$400,000 - \$499,999	22.6%	17.8%	15.8%
\$500,000 - \$749,999	31.5%	13.7%	11.2%
\$750,000 - \$999,999	3.1%	1.8%	2.0%
\$1,000,000 - \$1,499,999	0.4%	0.2%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$466,807	\$380,849	\$360,962
2024 Owner Occupied Housing Units by Value			
Total	1,847	19,626	61,799
<\$50,000	0.2%	0.3%	0.7%
\$50,000 - \$99,999	0.1%	0.3%	0.6%
\$100,000 - \$149,999	0.2%	0.4%	1.0%
\$150,000 - \$199,999	0.1%	2.2%	5.3%
\$200,000 - \$249,999	2.0%	10.2%	13.7%
\$250,000 - \$299,999	5.8%	12.9%	13.5%
\$300,000 - \$399,999	30.4%	33.8%	29.5%
\$400,000 - \$499,999	25.3%	22.5%	20.6%
\$500,000 - \$749,999	31.9%	14.5%	11.7%
\$750,000 - \$999,999	3.7%	2.4%	2.4%
\$1,000,000 - \$1,499,999	0.4%	0.2%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$477,775	\$403,114	\$384,239

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	3,008	48,050	124,478
0 - 4	11.5%	10.8%	10.2%
5 - 9	13.3%	11.9%	10.9%
10 - 14	9.6%	9.2%	9.0%
15 - 24	8.5%	8.4%	9.1%
25 - 34	13.4%	14.0%	15.5%
35 - 44	25.5%	23.4%	22.1%
45 - 54	11.2%	12.1%	12.1%
55 - 64	4.6%	5.9%	6.4%
65 - 74	1.6%	2.8%	3.3%
75 - 84	0.6%	1.1%	1.1%
85 +	0.2%	0.5%	0.4%
18 +	61.5%	63.9%	65.9%
2019 Population by Age			
Total	6,873	74,375	213,717
0 - 4	9.7%	9.3%	8.9%
5 - 9	12.3%	11.2%	10.1%
10 - 14	11.0%	10.2%	9.4%
15 - 24	9.8%	9.8%	11.1%
25 - 34	10.9%	11.8%	13.0%
35 - 44	22.1%	20.6%	19.1%
45 - 54	13.3%	13.5%	13.7%
55 - 64	6.7%	7.5%	8.0%
65 - 74	3.1%	4.1%	4.6%
75 - 84	0.9%	1.4%	1.6%
85 +	0.3%	0.5%	0.4%
18 +	62.5%	65.0%	67.3%
2024 Population by Age			
Total	8,820	87,873	257,864
0 - 4	9.7%	9.3%	9.1%
5 - 9	11.8%	10.8%	9.8%
10 - 14	10.6%	9.8%	9.1%
15 - 24	10.6%	10.2%	11.3%
25 - 34	12.4%	13.0%	14.7%
35 - 44	20.5%	19.6%	18.2%
45 - 54	13.1%	13.1%	12.9%
55 - 64	6.8%	7.5%	7.8%
65 - 74	3.2%	4.4%	4.7%
75 - 84	1.0%	1.8%	1.9%
85 +	0.2%	0.5%	0.5%
18 +	63.0%	65.6%	67.6%
2010 Population by Sex			
Males	1,456	23,804	60,993
Females	1,549	24,245	63,486
2019 Population by Sex			
Males	3,353	36,745	104,777
Females	3,521	37,633	108,939
2024 Population by Sex			
Males	4,275	43,360	126,370
Females	4,546	44,512	131,495

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2010 Population by Race/Ethnicity			
Total	3,004	48,050	124,480
White Alone	76.2%	75.4%	73.6%
Black Alone	9.3%	8.9%	9.7%
American Indian Alone	0.3%	0.5%	0.6%
Asian Alone	9.6%	7.4%	8.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.3%	4.5%	4.7%
Two or More Races	3.2%	3.3%	3.2%
Hispanic Origin	9.2%	14.1%	15.3%
Diversity Index	50.1	55.9	58.6
2019 Population by Race/Ethnicity			
Total	6,874	74,377	213,716
White Alone	65.3%	67.4%	65.7%
Black Alone	12.0%	11.4%	12.7%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	16.3%	12.6%	12.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.9%	4.3%	5.1%
Two or More Races	4.0%	3.7%	3.8%
Hispanic Origin	11.8%	14.5%	16.7%
Diversity Index	63.0	63.7	66.6
2024 Population by Race/Ethnicity			
Total	8,822	87,872	257,866
White Alone	61.2%	63.5%	61.9%
Black Alone	14.5%	13.5%	14.8%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	17.5%	14.1%	13.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.0%	4.5%	5.4%
Two or More Races	4.2%	3.8%	3.9%
Hispanic Origin	12.7%	15.4%	17.9%
Diversity Index	66.8	67.3	70.1
2010 Population by Relationship and Household Type			
Total	3,005	48,049	124,479
In Households	100.0%	99.7%	99.8%
In Family Households	91.9%	93.2%	91.3%
Householder	25.9%	26.5%	26.4%
Spouse	23.0%	23.1%	22.2%
Child	40.5%	39.4%	37.8%
Other relative	1.8%	3.0%	3.5%
Nonrelative	0.8%	1.2%	1.4%
In Nonfamily Households	8.1%	6.5%	8.5%
In Group Quarters	0.0%	0.3%	0.2%
Institutionalized Population	0.0%	0.3%	0.2%
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.

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2019 Population 25+ by Educational Attainment			
Total	3,937	44,265	129,288
Less than 9th Grade	1.2%	1.8%	2.1%
9th - 12th Grade, No Diploma	0.9%	2.0%	2.5%
High School Graduate	7.5%	10.7%	11.2%
GED/Alternative Credential	0.7%	1.1%	1.4%
Some College, No Degree	13.3%	17.9%	19.3%
Associate Degree	6.2%	7.3%	7.6%
Bachelor's Degree	42.8%	38.0%	35.8%
Graduate/Professional Degree	27.4%	21.2%	20.2%
2019 Population 15+ by Marital Status			
Total	4,610	51,557	152,976
Never Married	22.5%	23.0%	24.7%
Married	70.7%	66.9%	64.1%
Widowed	1.6%	2.5%	2.7%
Divorced	5.2%	7.6%	8.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	98.5%	97.0%	96.3%
Civilian Unemployed (Unemployment Rate)	1.5%	3.0%	3.7%
2019 Employed Population 16+ by Industry			
Total	3,114	34,663	103,356
Agriculture/Mining	1.3%	0.8%	1.0%
Construction	3.9%	4.9%	5.0%
Manufacturing	8.8%	8.2%	7.6%
Wholesale Trade	2.2%	3.2%	3.3%
Retail Trade	7.7%	10.7%	10.9%
Transportation/Utilities	3.4%	4.2%	4.6%
Information	4.5%	3.8%	3.9%
Finance/Insurance/Real Estate	11.2%	12.7%	13.2%
Services	54.1%	49.2%	48.1%
Public Administration	2.7%	2.5%	2.4%
2019 Employed Population 16+ by Occupation			
Total	3,113	34,663	103,356
White Collar	85.6%	80.8%	78.8%
Management/Business/Financial	34.4%	28.7%	25.8%
Professional	33.4%	27.3%	28.0%
Sales	10.6%	13.7%	13.3%
Administrative Support	7.2%	11.0%	11.7%
Services	7.2%	10.7%	11.1%
Blue Collar	7.2%	8.6%	10.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.0%
Construction/Extraction	0.7%	2.0%	2.5%
Installation/Maintenance/Repair	1.7%	1.6%	2.2%
Production	2.0%	2.3%	2.4%
Transportation/Material Moving	2.8%	2.6%	3.0%
2010 Population By Urban/ Rural Status			
Total Population	3,005	48,049	124,479
Population Inside Urbanized Area	95.5%	99.2%	98.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	4.5%	0.8%	1.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	955	15,091	41,231
Households with 1 Person	13.8%	12.1%	16.0%
Households with 2+ People	86.2%	87.9%	84.0%
Family Households	80.9%	84.4%	79.7%
Husband-wife Families	71.8%	73.8%	67.1%
With Related Children	53.9%	51.2%	44.5%
Other Family (No Spouse Present)	9.1%	10.6%	12.6%
Other Family with Male Householder	2.2%	3.1%	3.5%
With Related Children	1.7%	2.1%	2.4%
Other Family with Female Householder	6.9%	7.5%	9.0%
With Related Children	5.5%	5.7%	6.9%
Nonfamily Households	5.2%	3.6%	4.3%
All Households with Children	61.5%	59.4%	54.1%
Multigenerational Households	2.2%	3.5%	3.8%
Unmarried Partner Households	4.4%	3.8%	4.7%
Male-female	3.6%	3.1%	4.0%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	956	15,092	41,230
1 Person Household	13.8%	12.1%	16.0%
2 Person Household	23.2%	24.6%	26.6%
3 Person Household	19.8%	20.2%	19.4%
4 Person Household	27.9%	27.1%	23.4%
5 Person Household	10.9%	11.1%	9.8%
6 Person Household	3.8%	3.6%	3.3%
7 + Person Household	0.6%	1.4%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	956	15,091	41,230
Owner Occupied	72.9%	83.1%	78.5%
Owned with a Mortgage/Loan	69.5%	77.1%	72.1%
Owned Free and Clear	3.5%	6.0%	6.4%
Renter Occupied	27.1%	16.9%	21.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,203	16,024	43,698
Housing Units Inside Urbanized Area	95.5%	99.0%	98.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Housing Units	4.5%	1.0%	1.2%

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.	Boomburbs (1C)	Boomburbs (1C)	Boomburbs (1C)
2.	Up and Coming Families (7A)	Up and Coming Families (7A)	Up and Coming Families (7A)
3.	Trendsetters (3C)	Home Improvement (4B)	Professional Pride (1B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$8,617,580	\$88,963,658	\$247,069,255
Average Spent	\$4,201.65	\$3,902.09	\$3,573.52
Spending Potential Index	196	182	167
Education: Total \$	\$6,075,292	\$64,460,684	\$173,130,114
Average Spent	\$2,962.11	\$2,827.35	\$2,504.09
Spending Potential Index	186	177	157
Entertainment/Recreation: Total \$	\$12,572,309	\$129,667,959	\$359,758,446
Average Spent	\$6,129.84	\$5,687.44	\$5,203.41
Spending Potential Index	187	174	159
Food at Home: Total \$	\$19,159,994	\$198,072,045	\$556,698,174
Average Spent	\$9,341.78	\$8,687.75	\$8,051.87
Spending Potential Index	181	168	156
Food Away from Home: Total \$	\$14,805,957	\$152,546,558	\$424,628,686
Average Spent	\$7,218.90	\$6,690.93	\$6,141.67
Spending Potential Index	196	182	167
Health Care: Total \$	\$21,591,558	\$221,859,038	\$622,652,469
Average Spent	\$10,527.33	\$9,731.09	\$9,005.81
Spending Potential Index	177	164	152
HH Furnishings & Equipment: Total \$	\$8,738,077	\$89,316,489	\$248,463,951
Average Spent	\$4,260.40	\$3,917.56	\$3,593.69
Spending Potential Index	200	184	169
Personal Care Products & Services: Total \$	\$3,672,874	\$37,657,564	\$104,652,000
Average Spent	\$1,790.77	\$1,651.72	\$1,513.65
Spending Potential Index	202	186	171
Shelter: Total \$	\$69,768,922	\$729,456,112	\$2,020,041,117
Average Spent	\$34,017.03	\$31,995.09	\$29,217.10
Spending Potential Index	184	173	158
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,456,502	\$96,934,631	\$271,008,837
Average Spent	\$4,610.68	\$4,251.71	\$3,919.77
Spending Potential Index	186	171	158
Travel: Total \$	\$9,159,236	\$94,916,524	\$258,855,063
Average Spent	\$4,465.74	\$4,163.19	\$3,743.98
Spending Potential Index	199	186	167
Vehicle Maintenance & Repairs: Total \$	\$4,262,564	\$43,646,286	\$123,760,557
Average Spent	\$2,078.29	\$1,914.39	\$1,790.03
Spending Potential Index	182	167	156

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.