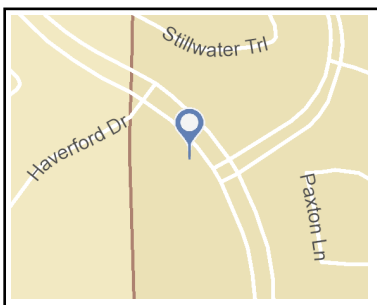





Legacy Ranch
 4851 Legacy Dr, Frisco, TX 75034-0816
 Ring: 1, 3, 5 Miles

Latitude: 33.11836
 Longitude: -96.84066



Legacy Ranch
 4851 Legacy Dr, Frisco, TX 75034-0816
 Ring: 1, 3, 5 Miles

Latitude: 33.11836
 Longitude: -96.84066


	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	2,145	25,910	89,270
2000 Group Quarters	0	30	115
2010 Total Population	8,301	61,160	187,325
2015 Total Population	10,433	77,352	233,284
2010 - 2015 Annual Rate	4.68%	4.81%	4.49%
 2000 Households	832	9,234	31,120
2000 Average Household Size	2.58	2.8	2.86
2010 Households	3,007	21,929	65,678
2010 Average Household Size	2.76	2.79	2.85
2015 Households	3,780	27,719	81,718
2015 Average Household Size	2.76	2.79	2.85
2010 - 2015 Annual Rate	4.68%	4.8%	4.47%
2000 Families	687	7,214	24,594
2000 Average Family Size	2.84	3.19	3.25
2010 Families	2,401	16,430	49,382
2010 Average Family Size	3.1	3.25	3.33
2015 Families	2,973	20,426	60,427
2015 Average Family Size	3.13	3.29	3.37
2010 - 2015 Annual Rate	4.37%	4.45%	4.12%
 2000 Housing Units	1,088	10,920	34,411
Owner Occupied Housing Units	65.7%	63.5%	69.2%
Renter Occupied Housing Units	16.5%	22.8%	21.2%
Vacant Housing Units	17.8%	13.7%	9.6%
2010 Housing Units	3,338	24,986	72,738
Owner Occupied Housing Units	67.3%	61.3%	64.9%
Renter Occupied Housing Units	22.8%	26.5%	25.4%
Vacant Housing Units	9.9%	12.2%	9.7%
2015 Housing Units	4,284	32,552	92,693
Owner Occupied Housing Units	65.2%	58.7%	62.8%
Renter Occupied Housing Units	23.1%	26.5%	25.4%
Vacant Housing Units	11.8%	14.8%	11.8%
Median Household Income			
2000	\$98,589	\$69,164	\$77,871
2010	\$110,758	\$94,473	\$101,864
2015	\$121,747	\$107,907	\$115,396
Median Home Value			
2000	\$429,503	\$134,219	\$155,917
2010	\$263,859	\$187,389	\$209,931
2015	\$332,946	\$220,784	\$244,210
Per Capita Income			
2000	\$57,757	\$31,616	\$33,358
2010	\$57,371	\$41,502	\$44,005
2015	\$62,221	\$45,831	\$47,908
Median Age			
2000	36.4	30.8	31.4
2010	36.0	33.6	33.7
2015	36.0	33.7	33.4

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Legacy Ranch
 4851 Legacy Dr, Frisco, TX 75034-0816
 Ring: 1, 3, 5 Miles

Latitude: 33.11836
 Longitude: -96.84066

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	829	9,164	31,056
< \$15,000	6.4%	5.2%	3.4%
\$15,000 - \$24,999	7.2%	4.0%	3.3%
\$25,000 - \$34,999	6.4%	9.8%	6.6%
\$35,000 - \$49,999	9.9%	12.4%	11.6%
\$50,000 - \$74,999	11.2%	23.2%	22.0%
\$75,000 - \$99,999	9.3%	18.0%	19.2%
\$100,000 - \$149,999	13.8%	16.5%	20.9%
\$150,000 - \$199,999	11.5%	4.8%	6.6%
\$200,000+	24.4%	6.0%	6.3%
Average Household Income	\$162,104	\$90,262	\$95,062
2010 Households by Income			
Household Income Base	3,009	21,927	65,678
< \$15,000	3.9%	3.7%	3.0%
\$15,000 - \$24,999	2.7%	2.5%	2.3%
\$25,000 - \$34,999	5.6%	4.6%	3.6%
\$35,000 - \$49,999	7.9%	9.9%	9.1%
\$50,000 - \$74,999	15.4%	17.4%	16.6%
\$75,000 - \$99,999	8.8%	14.6%	13.8%
\$100,000 - \$149,999	20.8%	29.1%	29.8%
\$150,000 - \$199,999	10.4%	8.3%	10.0%
\$200,000+	24.5%	10.0%	11.8%
Average Household Income	\$164,344	\$116,964	\$124,927
2015 Households by Income			
Household Income Base	3,778	27,719	81,717
< \$15,000	2.5%	2.6%	2.2%
\$15,000 - \$24,999	1.8%	1.8%	1.7%
\$25,000 - \$34,999	3.4%	3.1%	2.5%
\$35,000 - \$49,999	4.7%	6.3%	5.8%
\$50,000 - \$74,999	17.6%	20.8%	19.8%
\$75,000 - \$99,999	7.7%	9.4%	8.5%
\$100,000 - \$149,999	24.4%	33.1%	32.1%
\$150,000 - \$199,999	11.4%	11.6%	14.6%
\$200,000+	26.5%	11.3%	12.7%
Average Household Income	\$178,939	\$129,244	\$136,054
2000 Owner Occupied HUs by Value			
Total	685	6,862	23,794
<\$50,000	4.1%	2.3%	2.2%
\$50,000 - 99,999	10.9%	31.5%	20.0%
\$100,000 - 149,999	5.7%	24.5%	24.8%
\$150,000 - 199,999	1.3%	18.3%	23.0%
\$200,000 - \$299,999	5.5%	8.1%	17.6%
\$300,000 - 499,999	39.0%	7.9%	9.6%
\$500,000 - 999,999	26.6%	5.8%	2.3%
\$1,000,000+	6.9%	1.6%	0.6%
Average Home Value	\$465,650	\$200,787	\$191,366
2000 Specified Renter Occupied HUs by Contract Rent			
Total	154	2,406	7,265
With Cash Rent	98.1%	97.3%	98.1%
No Cash Rent	1.9%	2.7%	1.9%
Median Rent	\$641	\$749	\$815
Average Rent	\$724	\$825	\$866


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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Legacy Ranch
 4851 Legacy Dr, Frisco, TX 75034-0816
 Ring: 1, 3, 5 Miles



Latitude: 33.11836
 Longitude: -96.84066

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Age			
 Total	2,148	25,908	89,271
Age 0 - 4	9.3%	10.5%	10.8%
Age 5 - 9	7.3%	9.0%	9.3%
Age 10 - 14	7.1%	7.7%	7.9%
Age 15 - 19	5.4%	6.1%	5.7%
Age 20 - 24	4.1%	5.0%	4.1%
Age 25 - 34	13.8%	21.5%	20.8%
Age 35 - 44	19.5%	19.9%	22.0%
Age 45 - 54	16.5%	11.2%	11.6%
Age 55 - 64	11.3%	5.5%	4.8%
Age 65 - 74	4.0%	2.3%	1.9%
Age 75 - 84	1.5%	1.0%	0.9%
Age 85+	0.3%	0.3%	0.2%
Age 18+	72.8%	68.7%	68.0%
2010 Population by Age			
Total	8,300	61,161	187,326
Age 0 - 4	8.5%	9.7%	9.9%
Age 5 - 9	8.6%	9.4%	9.5%
Age 10 - 14	8.7%	8.8%	8.8%
Age 15 - 19	6.6%	6.5%	6.3%
Age 20 - 24	4.4%	4.3%	4.4%
Age 25 - 34	11.8%	13.6%	13.0%
Age 35 - 44	15.4%	19.2%	19.8%
Age 45 - 54	16.7%	15.2%	15.6%
Age 55 - 64	11.2%	8.2%	8.0%
Age 65 - 74	5.6%	3.4%	3.2%
Age 75 - 84	2.0%	1.3%	1.2%
Age 85+	0.6%	0.4%	0.4%
Age 18+	69.9%	68.0%	67.8%
2015 Population by Age			
Total	10,432	77,354	233,284
Age 0 - 4	8.1%	9.2%	9.4%
Age 5 - 9	8.6%	9.4%	9.5%
Age 10 - 14	8.7%	9.0%	8.9%
Age 15 - 19	7.1%	7.1%	6.9%
Age 20 - 24	4.5%	4.6%	4.5%
Age 25 - 34	11.7%	12.7%	13.2%
Age 35 - 44	13.9%	17.0%	16.7%
Age 45 - 54	15.5%	15.4%	15.8%
Age 55 - 64	11.6%	9.2%	9.1%
Age 65 - 74	7.1%	4.5%	4.3%
Age 75 - 84	2.6%	1.5%	1.3%
Age 85+	0.7%	0.4%	0.4%
Age 18+	70.2%	67.8%	67.7%
2000 Population by Sex			
Males	49.7%	49.9%	49.7%
Females	50.3%	50.1%	50.3%
2010 Population by Sex			
Males	49.4%	49.4%	49.4%
Females	50.6%	50.6%	50.6%
2015 Population by Sex			
Males	49.3%	49.2%	49.3%
Females	50.7%	50.8%	50.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Legacy Ranch
4851 Legacy Dr, Frisco, TX 75034-0816
Ring: 1, 3, 5 Miles

Latitude: 33.11836
Longitude: -96.84066




	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	2,145	25,909	89,271
White Alone	83.2%	84.1%	82.8%
Black Alone	2.8%	4.4%	4.3%
American Indian Alone	0.2%	0.5%	0.5%
Asian or Pacific Islander Alone	1.5%	2.4%	6.5%
Some Other Race Alone	10.4%	6.4%	3.9%
Two or More Races	1.9%	2.2%	2.1%
Hispanic Origin	18.3%	15.0%	10.0%
Diversity Index	51.5	47.1	43.3
2010 Population by Race/Ethnicity			
Total	8,301	61,159	187,326
White Alone	73.6%	73.4%	71.9%
Black Alone	6.0%	8.0%	7.8%
American Indian Alone	0.6%	0.6%	0.6%
Asian or Pacific Islander Alone	3.4%	5.3%	9.4%
Some Other Race Alone	13.3%	9.5%	7.3%
Two or More Races	3.2%	3.2%	3.0%
Hispanic Origin	25.3%	21.7%	17.1%
Diversity Index	66.1	63.9	61.9
2015 Population by Race/Ethnicity			
Total	10,434	77,353	233,285
White Alone	72.2%	71.9%	70.3%
Black Alone	6.5%	8.7%	8.4%
American Indian Alone	0.5%	0.6%	0.5%
Asian or Pacific Islander Alone	3.8%	5.9%	10.0%
Some Other Race Alone	13.7%	9.7%	7.7%
Two or More Races	3.3%	3.3%	3.2%
Hispanic Origin	27.2%	23.5%	18.9%
Diversity Index	68.2	66.2	64.6
2000 Population 3+ by School Enrollment			
 Total	2,071	24,317	83,366
Enrolled in Nursery/Preschool	4.2%	3.7%	3.7%
Enrolled in Kindergarten	1.4%	2.3%	2.2%
Enrolled in Grade 1-8	12.9%	13.2%	14.3%
Enrolled in Grade 9-12	4.7%	5.4%	5.4%
Enrolled in College	2.2%	3.4%	3.6%
Enrolled in Grad/Prof School	0.6%	1.1%	1.4%
Not Enrolled in School	74.0%	70.8%	69.4%
2010 Population 25+ by Educational Attainment			
Total	5,246	37,563	114,663
Less than 9th Grade	6.8%	3.9%	2.7%
9th - 12th Grade, No Diploma	4.8%	3.7%	3.3%
High School Graduate	20.0%	19.3%	15.8%
Some College, No Degree	20.7%	23.0%	22.5%
Associate Degree	7.7%	7.9%	8.4%
Bachelor's Degree	28.1%	30.6%	33.1%
Graduate/Professional Degree	11.8%	11.7%	14.2%

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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Legacy Ranch
4851 Legacy Dr, Frisco, TX 75034-0816
Ring: 1, 3, 5 Miles


Latitude: 33.11836
Longitude: -96.84066

	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	6,156	44,165	134,638
Never Married	21.3%	24.8%	24.2%
Married	70.5%	63.5%	64.3%
Widowed	2.3%	1.8%	1.9%
Divorced	5.9%	9.9%	9.5%
2000 Population 16+ by Employment Status			
 Total	1,555	18,400	62,915
In Labor Force	63.3%	77.2%	78.1%
Civilian Employed	62.1%	74.8%	76.1%
Civilian Unemployed	1.3%	2.3%	2.0%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	36.7%	22.8%	21.9%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	94.3%	93.6%	93.6%
Civilian Unemployed	5.7%	6.4%	6.4%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	95.2%	94.7%	94.7%
Civilian Unemployed	4.8%	5.3%	5.3%
2000 Females 16+ by Employment Status and Age of Children			
Total	788	9,377	32,127
Own Children < 6 Only	17.5%	16.4%	15.7%
Employed/in Armed Forces	6.7%	8.3%	8.5%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	10.8%	8.0%	7.0%
Own Children < 6 and 6-17 Only	7.4%	9.7%	10.9%
Employed/in Armed Forces	2.8%	5.6%	6.1%
Unemployed	0.0%	0.4%	0.2%
Not in Labor Force	4.6%	3.7%	4.6%
Own Children 6-17 Only	20.4%	20.2%	21.0%
Employed/in Armed Forces	12.1%	15.7%	15.0%
Unemployed	0.0%	0.6%	0.5%
Not in Labor Force	8.4%	4.0%	5.5%
No Own Children < 18	54.7%	53.7%	52.5%
Employed/in Armed Forces	21.4%	35.1%	35.8%
Unemployed	0.8%	1.2%	1.3%
Not in Labor Force	32.5%	17.4%	15.4%
2010 Employed Population 16+ by Industry			
 Total	3,515	27,726	83,666
Agriculture/Mining	1.1%	0.9%	0.9%
Construction	7.3%	6.6%	5.6%
Manufacturing	9.3%	8.1%	8.6%
Wholesale Trade	3.7%	4.1%	4.2%
Retail Trade	13.1%	13.3%	13.1%
Transportation/Utilities	3.8%	4.0%	4.0%
Information	3.6%	4.3%	5.1%
Finance/Insurance/Real Estate	12.1%	11.2%	11.4%
Services	43.8%	45.1%	44.8%
Public Administration	2.2%	2.6%	2.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Legacy Ranch
 4851 Legacy Dr, Frisco, TX 75034-0816
 Ring: 1, 3, 5 Miles



Latitude: 33.11836
 Longitude: -96.84066

	1 mile radius	3 miles radius	5 miles radius
2010 Employed Population 16+ by Occupation			
Total	3,514	27,729	83,664
White Collar	74.7%	74.4%	78.0%
Management/Business/Financial	27.1%	23.0%	24.8%
Professional	20.9%	23.9%	26.1%
Sales	14.0%	14.0%	14.4%
Administrative Support	12.6%	13.5%	12.7%
Services	12.2%	11.8%	10.4%
Blue Collar	13.1%	13.8%	11.5%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	4.5%	4.4%	3.3%
Installation/Maintenance/Repair	2.7%	2.8%	2.5%
Production	2.9%	3.7%	3.2%
Transportation/Material Moving	2.8%	2.8%	2.5%
2000 Workers 16+ by Means of Transportation to Work			
 Total	941	13,586	47,261
Drove Alone - Car, Truck, or Van	83.5%	83.7%	84.8%
Carpooled - Car, Truck, or Van	8.0%	10.7%	8.8%
Public Transportation	0.0%	0.3%	0.6%
Walked	2.3%	0.6%	0.6%
Other Means	2.0%	0.8%	0.8%
Worked at Home	4.1%	3.9%	4.4%
2000 Workers 16+ by Travel Time to Work			
Total	941	13,588	47,261
Did Not Work at Home	95.9%	96.1%	95.6%
Less than 5 minutes	3.2%	1.6%	1.5%
5 to 9 minutes	8.7%	6.3%	5.9%
10 to 19 minutes	25.6%	19.1%	17.6%
20 to 24 minutes	11.4%	11.1%	12.0%
25 to 34 minutes	21.8%	23.1%	24.0%
35 to 44 minutes	6.8%	11.1%	11.5%
45 to 59 minutes	11.3%	15.1%	15.0%
60 to 89 minutes	3.7%	6.8%	6.4%
90 or more minutes	3.4%	1.8%	1.6%
Worked at Home	4.1%	3.9%	4.4%
Average Travel Time to Work (in min)	29.3	30.9	31.0
2000 Households by Vehicles Available			
Total	837	9,268	31,073
None	0.1%	2.1%	1.9%
1	17.4%	24.0%	22.8%
2	57.5%	55.4%	58.4%
3	21.3%	15.0%	13.5%
4	1.7%	2.8%	2.8%
5+	2.0%	0.7%	0.5%
Average Number of Vehicles Available	2.2	2.0	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Legacy Ranch
 4851 Legacy Dr, Frisco, TX 75034-0816
 Ring: 1, 3, 5 Miles

Latitude: 33.11836
 Longitude: -96.84066


	1 mile radius	3 miles radius	5 miles radius
2000 Households by Type			
 Total	832	9,235	31,119
Family Households	82.6%	78.1%	79.0%
Married-couple Family	75.6%	66.1%	69.3%
With Related Children	34.6%	39.3%	43.1%
Other Family (No Spouse)	7.0%	12.0%	9.7%
With Related Children	4.7%	8.6%	7.0%
Nonfamily Households	17.4%	21.9%	21.0%
Householder Living Alone	13.7%	16.9%	16.5%
Householder Not Living Alone	3.7%	5.0%	4.4%
Households with Related Children	39.3%	47.9%	50.1%
Households with Persons 65+	11.5%	7.4%	6.2%
2000 Households by Size			
Total	832	9,234	31,120
1 Person Household	13.8%	16.9%	16.5%
2 Person Household	41.2%	32.3%	30.5%
3 Person Household	16.5%	19.6%	20.3%
4 Person Household	17.2%	19.7%	21.2%
5 Person Household	6.5%	7.3%	7.9%
6 Person Household	2.5%	2.8%	2.4%
7+ Person Household	2.3%	1.5%	1.1%
2000 Households by Year Householder Moved In			
Total	839	9,269	31,071
Moved in 1999 to March 2000	39.9%	36.7%	33.2%
Moved in 1995 to 1998	36.6%	33.4%	41.6%
Moved in 1990 to 1994	12.3%	17.4%	15.3%
Moved in 1980 to 1989	4.8%	9.1%	7.2%
Moved in 1970 to 1979	5.0%	2.8%	2.4%
Moved in 1969 or Earlier	1.4%	0.7%	0.4%
Median Year Householder Moved In	1998	1997	1997
2000 Housing Units by Units in Structure			
 Total	1,080	10,809	34,433
1, Detached	71.9%	70.3%	74.7%
1, Attached	1.2%	3.4%	2.0%
2	0.6%	1.2%	0.8%
3 or 4	0.0%	1.1%	1.2%
5 to 9	2.0%	3.6%	4.5%
10 to 19	21.1%	12.0%	8.2%
20+	2.9%	6.5%	7.1%
Mobile Home	0.2%	2.0%	1.6%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	1,154	11,024	34,405
1999 to March 2000	34.7%	28.5%	20.2%
1995 to 1998	33.4%	21.3%	34.7%
1990 to 1994	10.7%	13.9%	16.4%
1980 to 1989	6.8%	18.6%	14.7%
1970 to 1979	4.7%	14.3%	11.8%
1969 or Earlier	9.5%	3.3%	2.2%
Median Year Structure Built	1997	1995	1996

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Legacy Ranch
4851 Legacy Dr, Frisco, TX 75034-0816
Ring: 1, 3, 5 Miles

Latitude: 33.11836
Longitude: -96.84066

	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	Up and Coming Families	Up and Coming Families	Boomburbs
2.	Top Rung	Boomburbs	Up and Coming Families
3.	Milk and Cookies	Milk and Cookies	Enterprising Professio

 **2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$11,833,739	\$61,662,766	\$198,024,982
Average Spent	\$3,935.40	\$2,811.93	\$3,015.09
Spending Potential Index	164	117	126
Computers & Accessories: Total \$	\$1,557,648	\$8,307,234	\$26,680,587
Average Spent	\$518.01	\$378.82	\$406.23
Spending Potential Index	235	172	185
Education: Total \$	\$9,043,805	\$45,723,711	\$146,579,236
Average Spent	\$3,007.58	\$2,085.08	\$2,231.79
Spending Potential Index	247	171	183
Entertainment/Recreation: Total \$	\$23,492,598	\$121,694,601	\$389,455,320
Average Spent	\$7,812.64	\$5,549.48	\$5,929.77
Spending Potential Index	242	172	184
Food at Home: Total \$	\$29,280,301	\$153,818,651	\$492,991,828
Average Spent	\$9,737.38	\$7,014.39	\$7,506.19
Spending Potential Index	218	157	168
Food Away from Home: Total \$	\$22,272,794	\$117,363,732	\$376,427,809
Average Spent	\$7,406.98	\$5,351.99	\$5,731.41
Spending Potential Index	230	166	178
Health Care: Total \$	\$24,023,851	\$122,937,273	\$392,144,101
Average Spent	\$7,989.31	\$5,606.15	\$5,970.71
Spending Potential Index	214	150	160
HH Furnishings & Equipment: Total \$	\$13,328,321	\$68,933,087	\$220,367,433
Average Spent	\$4,432.43	\$3,143.47	\$3,355.27
Spending Potential Index	215	153	163
Investments: Total \$	\$12,963,324	\$58,322,995	\$181,991,589
Average Spent	\$4,311.05	\$2,659.63	\$2,770.97
Spending Potential Index	248	153	159
Retail Goods: Total \$	\$166,302,035	\$866,328,443	\$2,773,262,103
Average Spent	\$55,304.97	\$39,506.06	\$42,225.13
Spending Potential Index	222	159	170
Shelter: Total \$	\$116,169,082	\$601,271,719	\$1,917,204,893
Average Spent	\$38,632.88	\$27,419.02	\$29,190.98
Spending Potential Index	245	174	185
TV/Video/Audio: Total \$	\$8,328,339	\$43,984,687	\$141,303,449
Average Spent	\$2,769.65	\$2,005.78	\$2,151.46
Spending Potential Index	223	162	173
Travel: Total \$	\$14,490,153	\$72,895,408	\$231,492,691
Average Spent	\$4,818.81	\$3,324.16	\$3,524.66
Spending Potential Index	255	176	186
Vehicle Maintenance & Repairs: Total \$	\$6,533,946	\$34,002,251	\$108,616,677
Average Spent	\$2,172.91	\$1,550.56	\$1,653.78
Spending Potential Index	231	164	175

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.



Demographic and Income Profile

Legacy Ranch
 4851 Legacy Dr, Frisco, TX 75034-0816
 Ring: 1 mile radius

Latitude: 33.11836
 Longitude: -96.84066

Summary	2000	2010	2015
Population	2,145	8,301	10,433
Households	832	3,007	3,780
Families	687	2,401	2,973
Average Household Size	2.58	2.76	2.76
Owner Occupied Housing Units	665	2,246	2,792
Renter Occupied Housing Units	167	761	988
Median Age	36.4	36.0	36.0

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	4.68%	1.65%	0.76%
Households	4.68%	1.63%	0.78%
Families	4.37%	1.48%	0.64%
Owner HHs	4.45%	1.72%	0.82%
Median Household Income	1.91%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	53	6.4%	118	3.9%	93	2.5%
\$15,000 - \$24,999	60	7.2%	81	2.7%	68	1.8%
\$25,000 - \$34,999	53	6.4%	167	5.6%	129	3.4%
\$35,000 - \$49,999	82	9.9%	239	7.9%	176	4.7%
\$50,000 - \$74,999	93	11.2%	462	15.4%	666	17.6%
\$75,000 - \$99,999	77	9.3%	266	8.8%	291	7.7%
\$100,000 - \$149,999	114	13.8%	625	20.8%	921	24.4%
\$150,000 - \$199,999	95	11.5%	313	10.4%	431	11.4%
\$200,000+	202	24.4%	738	24.5%	1,003	26.5%

Median Household Income	\$98,589	\$110,758	\$121,747
Average Household Income	\$162,104	\$164,344	\$178,939
Per Capita Income	\$57,746	\$57,371	\$62,221

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	200	9.3%	708	8.5%	844	8.1%
5 - 9	156	7.3%	714	8.6%	894	8.6%
10 - 14	153	7.1%	724	8.7%	904	8.7%
15 - 19	116	5.4%	544	6.6%	743	7.1%
20 - 24	88	4.1%	365	4.4%	466	4.5%
25 - 34	296	13.8%	976	11.8%	1,223	11.7%
35 - 44	418	19.5%	1,275	15.4%	1,455	13.9%
45 - 54	354	16.5%	1,386	16.7%	1,621	15.5%
55 - 64	242	11.3%	929	11.2%	1,209	11.6%
65 - 74	86	4.0%	468	5.6%	737	7.1%
75 - 84	32	1.5%	165	2.0%	267	2.6%
85+	6	0.3%	46	0.6%	70	0.7%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,784	83.2%	6,106	73.6%	7,535	72.2%
Black Alone	60	2.8%	497	6.0%	674	6.5%
American Indian Alone	4	0.2%	47	0.6%	55	0.5%
Asian Alone	32	1.5%	275	3.3%	388	3.7%
Pacific Islander Alone	1	0.0%	4	0.0%	4	0.0%
Some Other Race Alone	223	10.4%	1,104	13.3%	1,432	13.7%
Two or More Races	41	1.9%	268	3.2%	346	3.3%
Hispanic Origin (Any Race)	393	18.3%	2,101	25.3%	2,842	27.2%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

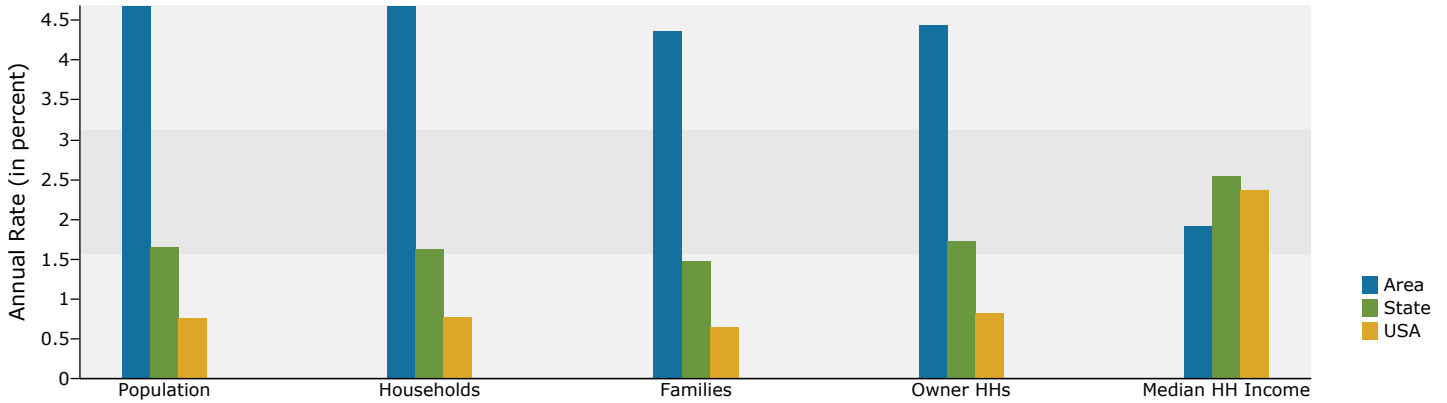
April 26, 2011

Made with Esri Business Analyst

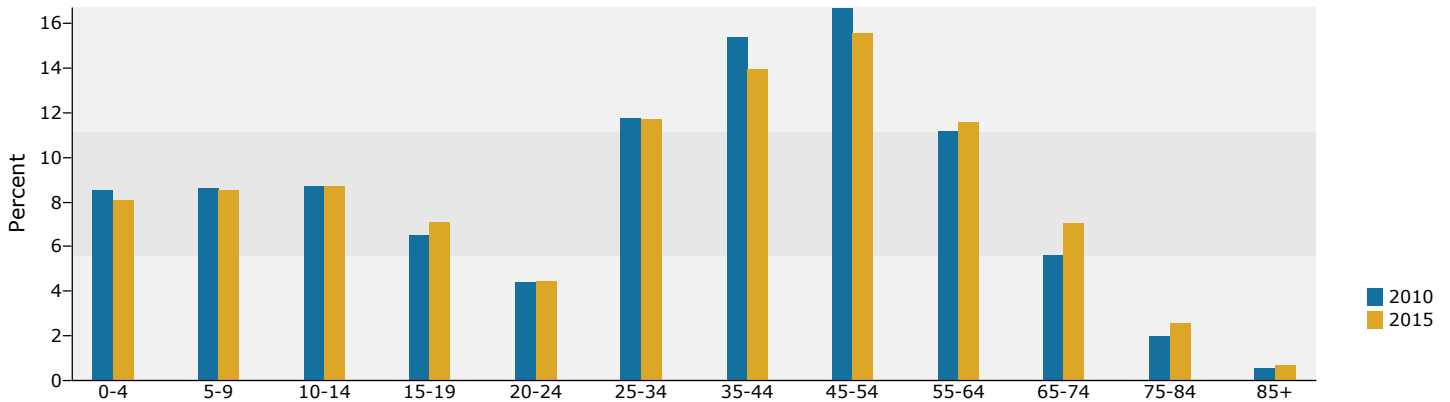
Legacy Ranch
 4851 Legacy Dr, Frisco, TX 75034-0816
 Ring: 1 mile radius

Latitude: 33.11836
 Longitude: -96.84066

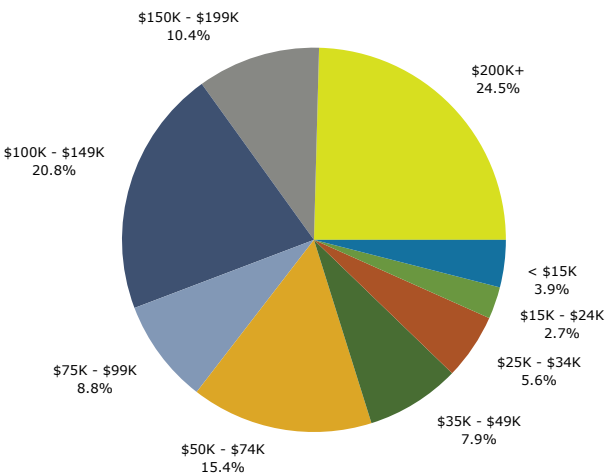
Trends 2010-2015



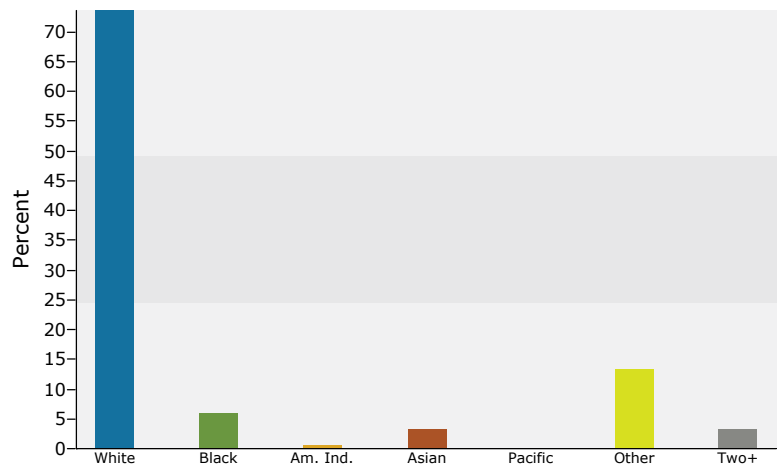
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 25.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Demographic and Income Profile

Legacy Ranch
 4851 Legacy Dr, Frisco, TX 75034-0816
 Ring: 3 miles radius

Latitude: 33.11836
 Longitude: -96.84066

Summary	2000	2010	2015
Population	25,910	61,160	77,352
Households	9,234	21,929	27,719
Families	7,214	16,430	20,426
Average Household Size	2.80	2.79	2.79
Owner Occupied Housing Units	6,794	15,319	19,098
Renter Occupied Housing Units	2,440	6,610	8,622
Median Age	30.8	33.6	33.7

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	4.81%	1.65%	0.76%
Households	4.80%	1.63%	0.78%
Families	4.45%	1.48%	0.64%
Owner HHs	4.51%	1.72%	0.82%
Median Household Income	2.70%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	480	5.2%	804	3.7%	710	2.6%
\$15,000 - \$24,999	371	4.0%	540	2.5%	499	1.8%
\$25,000 - \$34,999	898	9.8%	1,001	4.6%	865	3.1%
\$35,000 - \$49,999	1,138	12.4%	2,177	9.9%	1,751	6.3%
\$50,000 - \$74,999	2,125	23.2%	3,812	17.4%	5,767	20.8%
\$75,000 - \$99,999	1,645	18.0%	3,195	14.6%	2,608	9.4%
\$100,000 - \$149,999	1,515	16.5%	6,391	29.1%	9,171	33.1%
\$150,000 - \$199,999	443	4.8%	1,819	8.3%	3,220	11.6%
\$200,000+	549	6.0%	2,188	10.0%	3,128	11.3%

Median Household Income	\$69,164	\$94,473	\$107,907
Average Household Income	\$90,262	\$116,964	\$129,244
Per Capita Income	\$31,615	\$41,502	\$45,831

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,727	10.5%	5,918	9.7%	7,092	9.2%
5 - 9	2,341	9.0%	5,722	9.4%	7,238	9.4%
10 - 14	1,998	7.7%	5,357	8.8%	6,964	9.0%
15 - 19	1,574	6.1%	3,953	6.5%	5,465	7.1%
20 - 24	1,301	5.0%	2,648	4.3%	3,580	4.6%
25 - 34	5,562	21.5%	8,304	13.6%	9,858	12.7%
35 - 44	5,156	19.9%	11,750	19.2%	13,130	17.0%
45 - 54	2,898	11.2%	9,325	15.2%	11,947	15.4%
55 - 64	1,431	5.5%	5,039	8.2%	7,099	9.2%
65 - 74	587	2.3%	2,093	3.4%	3,493	4.5%
75 - 84	268	1.0%	799	1.3%	1,150	1.5%
85+	65	0.3%	253	0.4%	338	0.4%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	21,778	84.1%	44,883	73.4%	55,589	71.9%
Black Alone	1,129	4.4%	4,921	8.0%	6,734	8.7%
American Indian Alone	131	0.5%	364	0.6%	434	0.6%
Asian Alone	612	2.4%	3,194	5.2%	4,508	5.8%
Pacific Islander Alone	8	0.0%	26	0.0%	32	0.0%
Some Other Race Alone	1,671	6.4%	5,800	9.5%	7,487	9.7%
Two or More Races	580	2.2%	1,971	3.2%	2,569	3.3%
Hispanic Origin (Any Race)	3,874	15.0%	13,298	21.7%	18,184	23.5%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

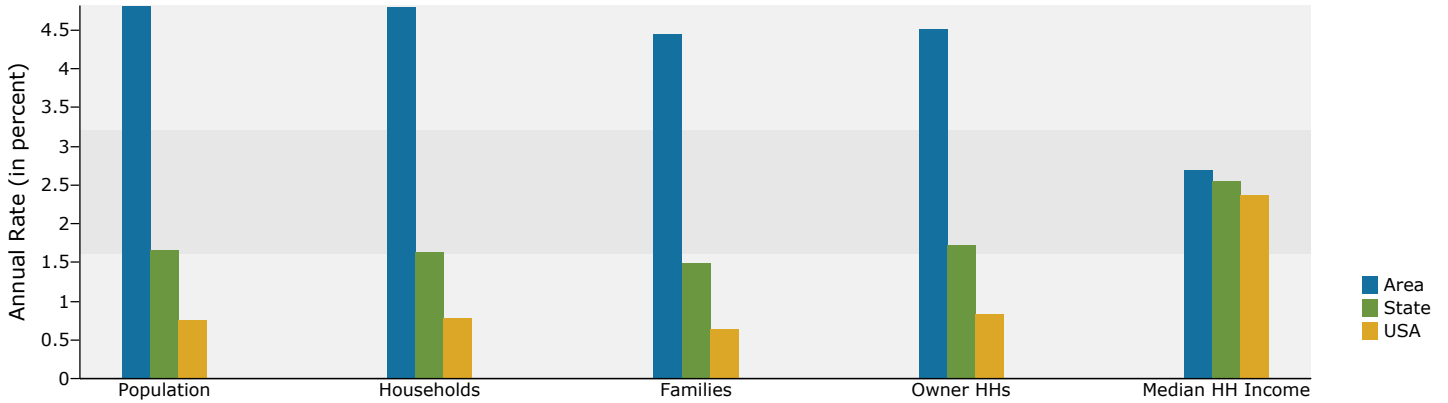
April 26, 2011

Made with Esri Business Analyst

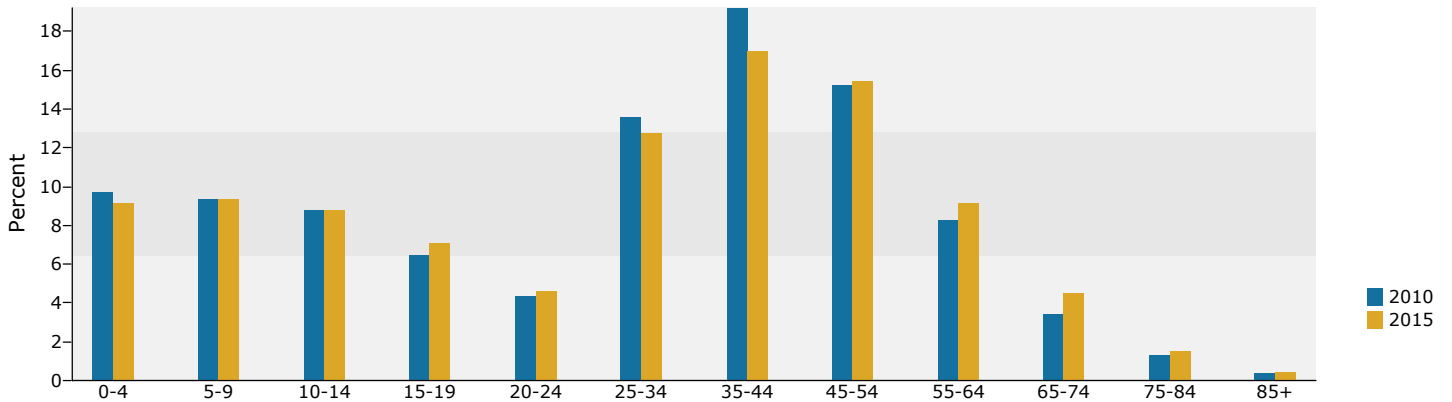
Legacy Ranch
 4851 Legacy Dr, Frisco, TX 75034-0816
 Ring: 3 miles radius

Latitude: 33.11836
 Longitude: -96.84066

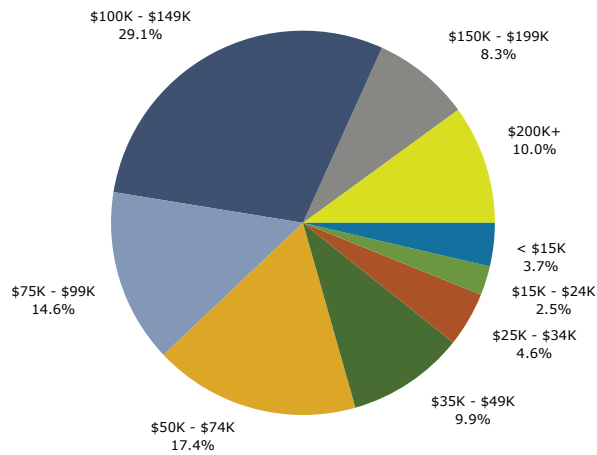
Trends 2010-2015



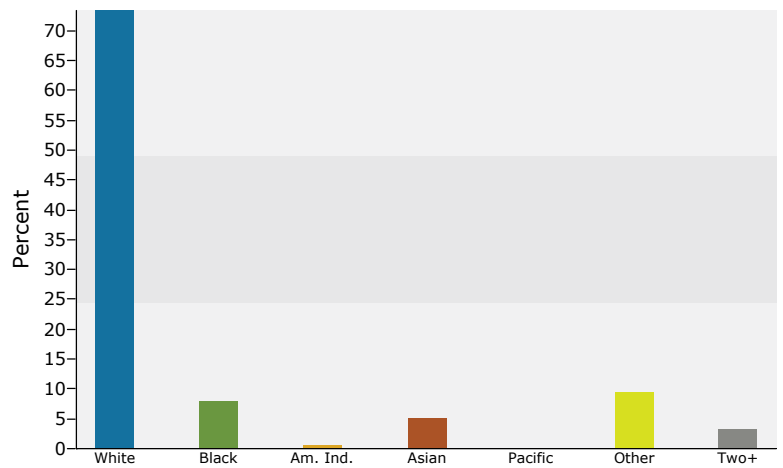
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 21.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Demographic and Income Profile

Legacy Ranch
 4851 Legacy Dr, Frisco, TX 75034-0816
 Ring: 5 miles radius

Latitude: 33.11836
 Longitude: -96.84066

Summary	2000	2010	2015
Population	89,270	187,325	233,284
Households	31,120	65,678	81,718
Families	24,594	49,382	60,427
Average Household Size	2.86	2.85	2.85
Owner Occupied Housing Units	23,828	47,201	58,170
Renter Occupied Housing Units	7,292	18,477	23,549
Median Age	31.4	33.7	33.4

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	4.49%	1.65%	0.76%
Households	4.47%	1.63%	0.78%
Families	4.12%	1.48%	0.64%
Owner HHs	4.27%	1.72%	0.82%
Median Household Income	2.53%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	1,069	3.4%	1,987	3.0%	1,793	2.2%
\$15,000 - \$24,999	1,024	3.3%	1,496	2.3%	1,398	1.7%
\$25,000 - \$34,999	2,059	6.6%	2,378	3.6%	2,081	2.5%
\$35,000 - \$49,999	3,602	11.6%	5,976	9.1%	4,777	5.8%
\$50,000 - \$74,999	6,834	22.0%	10,914	16.6%	16,189	19.8%
\$75,000 - \$99,999	5,969	19.2%	9,061	13.8%	6,963	8.5%
\$100,000 - \$149,999	6,499	20.9%	19,574	29.8%	26,210	32.1%
\$150,000 - \$199,999	2,037	6.6%	6,551	10.0%	11,923	14.6%
\$200,000+	1,963	6.3%	7,741	11.8%	10,383	12.7%

Median Household Income	\$77,871	\$101,864	\$115,396
Average Household Income	\$95,062	\$124,927	\$136,054
Per Capita Income	\$33,358	\$44,005	\$47,908

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,648	10.8%	18,458	9.9%	21,816	9.4%
5 - 9	8,287	9.3%	17,799	9.5%	22,179	9.5%
10 - 14	7,068	7.9%	16,432	8.8%	20,787	8.9%
15 - 19	5,118	5.7%	11,797	6.3%	16,176	6.9%
20 - 24	3,696	4.1%	8,177	4.4%	10,612	4.5%
25 - 34	18,582	20.8%	24,374	13.0%	30,745	13.2%
35 - 44	19,617	22.0%	37,180	19.8%	38,903	16.7%
45 - 54	10,339	11.6%	29,251	15.6%	36,887	15.8%
55 - 64	4,278	4.8%	15,058	8.0%	21,177	9.1%
65 - 74	1,691	1.9%	5,934	3.2%	10,002	4.3%
75 - 84	770	0.9%	2,185	1.2%	3,108	1.3%
85+	177	0.2%	682	0.4%	893	0.4%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	73,906	82.8%	134,641	71.9%	163,931	70.3%
Black Alone	3,853	4.3%	14,662	7.8%	19,680	8.4%
American Indian Alone	405	0.5%	1,054	0.6%	1,245	0.5%
Asian Alone	5,746	6.4%	17,570	9.4%	23,126	9.9%
Pacific Islander Alone	30	0.0%	78	0.0%	92	0.0%
Some Other Race Alone	3,491	3.9%	13,636	7.3%	17,857	7.7%
Two or More Races	1,840	2.1%	5,685	3.0%	7,354	3.2%
Hispanic Origin (Any Race)	8,960	10.0%	32,122	17.1%	44,204	18.9%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

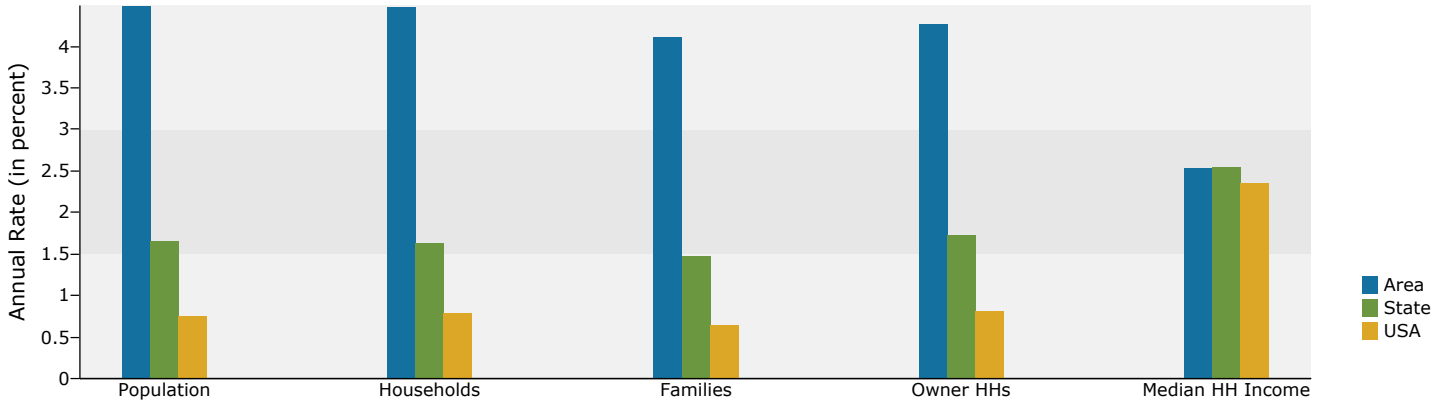
April 26, 2011

Made with Esri Business Analyst

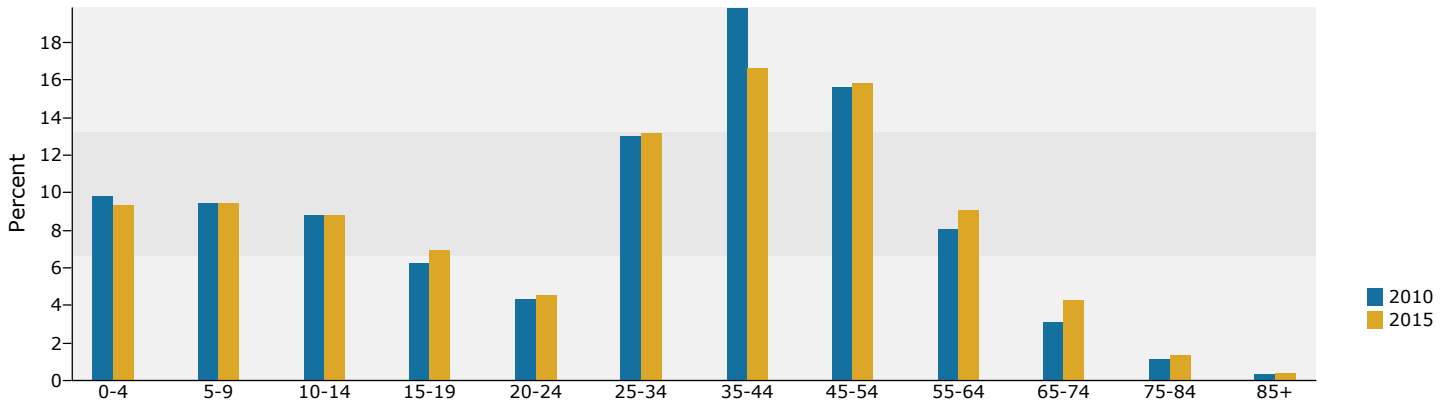
Legacy Ranch
 4851 Legacy Dr, Frisco, TX 75034-0816
 Ring: 5 miles radius

Latitude: 33.11836
 Longitude: -96.84066

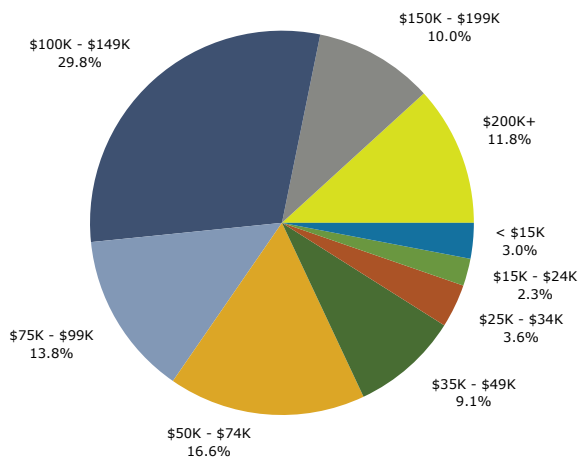
Trends 2010-2015



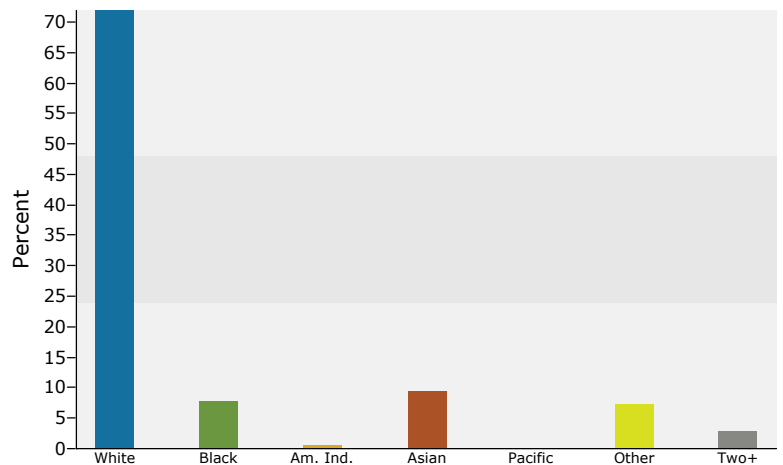
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 17.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Retail Goods and Services Expenditures

Legacy Ranch
4851 Legacy Dr, Frisco, TX 75034-0816
Ring: 1 mile radius

Latitude: 33.11836
Longitude: -96.84066

Top Tapestry Segments:		Demographic Summary	2010	2015
Up and Coming Families	33.6%	Population	8,301	10,433
Top Rung	29.8%	Households	3,007	3,780
Milk and Cookies	25.7%	Families	2,401	2,973
Suburban Splendor	10.9%	Median Age	36.0	36.0
		Median Household Income	\$110,758	\$121,747

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	164	\$3,935.40	\$11,833,739
Men's	155	\$713.21	\$2,144,632
Women's	146	\$1,212.41	\$3,645,706
Children's	175	\$700.63	\$2,106,791
Footwear	112	\$465.71	\$1,400,386
Watches & Jewelry	252	\$489.08	\$1,470,656
Apparel Products and Services ¹	379	\$354.36	\$1,065,566
Computer			
Computers and Hardware for Home Use	235	\$450.65	\$1,355,104
Software and Accessories for Home Use	236	\$67.36	\$202,544
Entertainment & Recreation	242	\$7,812.64	\$23,492,598
Fees and Admissions	266	\$1,644.94	\$4,946,335
Membership Fees for Clubs ²	264	\$432.94	\$1,301,861
Fees for Participant Sports, excl. Trips	261	\$277.92	\$835,703
Admission to Movie/Theatre/Opera/Ballet	247	\$374.93	\$1,127,405
Admission to Sporting Events, excl. Trips	272	\$162.00	\$487,123
Fees for Recreational Lessons	290	\$395.72	\$1,189,941
Dating Services	186	\$1.43	\$4,302
TV/Video/Audio	223	\$2,769.65	\$8,328,339
Community Antenna or Cable TV	214	\$1,542.22	\$4,637,449
Televisions	253	\$489.66	\$1,472,413
VCRs, Video Cameras, and DVD Players	228	\$46.47	\$139,735
Video Cassettes and DVDs	220	\$115.84	\$348,334
Video and Computer Game Hardware and Software	238	\$132.78	\$399,257
Satellite Dishes	263	\$3.32	\$9,995
Rental of Video Cassettes and DVDs	227	\$93.63	\$281,537
Streaming/Downloaded Video	243	\$3.40	\$10,232
Audio ³	221	\$324.68	\$976,302
Rental and Repair of TV/Radio/Audio	233	\$17.65	\$53,087
Pets	288	\$1,239.54	\$3,727,309
Toys and Games ⁴	232	\$337.57	\$1,015,072
Recreational Vehicles and Fees ⁵	250	\$805.83	\$2,423,145
Sports/Recreation/Exercise Equipment ⁶	195	\$353.70	\$1,063,562
Photo Equipment and Supplies ⁷	243	\$251.11	\$755,090
Reading ⁸	227	\$351.84	\$1,057,990
Catered Affairs ⁹	237	\$58.45	\$175,754
Food	223	\$17,144.36	\$51,553,096
Food at Home	218	\$9,737.38	\$29,280,301
Bakery and Cereal Products	217	\$1,293.12	\$3,888,407
Meat, Poultry, Fish, and Eggs	217	\$2,246.14	\$6,754,133
Dairy Products	216	\$1,073.03	\$3,226,590
Fruit and Vegetables	221	\$1,730.83	\$5,204,591
Snacks and Other Food at Home ¹⁰	218	\$3,394.27	\$10,206,581
Food Away from Home	230	\$7,406.98	\$22,272,794
Alcoholic Beverages	227	\$1,297.76	\$3,902,358
Nonalcoholic Beverages at Home	217	\$949.01	\$2,853,674



Retail Goods and Services Expenditures

Legacy Ranch
4851 Legacy Dr, Frisco, TX 75034-0816
Ring: 1 mile radius

Latitude: 33.11836
Longitude: -96.84066

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	248	\$4,311.05	\$12,963,324
Vehicle Loans	230	\$11,320.49	\$34,040,713
Health			
Nonprescription Drugs	214	\$220.64	\$663,472
Prescription Drugs	200	\$997.28	\$2,998,818
Eyeglasses and Contact Lenses	230	\$176.57	\$530,949
Home			
Mortgage Payment and Basics ¹¹	278	\$26,021.99	\$78,248,113
Maintenance and Remodeling Services	279	\$5,539.46	\$16,657,148
Maintenance and Remodeling Materials ¹²	251	\$933.92	\$2,808,297
Utilities, Fuel, and Public Services	219	\$9,944.22	\$29,902,264
Household Furnishings and Equipment			
Household Textiles ¹³	240	\$319.17	\$959,759
Furniture	254	\$1,524.48	\$4,584,113
Floor Coverings	252	\$188.83	\$567,805
Major Appliances ¹⁴	238	\$721.21	\$2,168,683
Housewares ¹⁵	207	\$178.11	\$535,575
Small Appliances	220	\$71.96	\$216,387
Luggage	253	\$23.39	\$70,334
Telephones and Accessories	157	\$66.77	\$200,792
Household Operations			
Child Care	272	\$1,258.59	\$3,784,572
Lawn and Garden ¹⁶	251	\$1,052.36	\$3,164,455
Moving/Storage/Freight Express	237	\$144.03	\$433,089
Housekeeping Supplies ¹⁷	223	\$1,566.59	\$4,710,751
Insurance			
Owners and Renters Insurance	247	\$1,143.96	\$3,439,879
Vehicle Insurance	227	\$2,639.21	\$7,936,114
Life/Other Insurance	242	\$1,011.98	\$3,043,011
Health Insurance	213	\$4,109.31	\$12,356,684
Personal Care Products ¹⁸	231	\$922.12	\$2,772,815
School Books and Supplies ¹⁹	215	\$229.56	\$690,297
Smoking Products	178	\$760.84	\$2,287,838
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	235	\$10,317.82	\$31,025,682
Gasoline and Motor Oil	219	\$6,289.20	\$18,911,610
Vehicle Maintenance and Repairs	231	\$2,172.91	\$6,533,946
Travel			
Airline Fares	265	\$1,213.94	\$3,650,324
Lodging on Trips	260	\$1,133.86	\$3,409,513
Auto/Truck/Van Rental on Trips	274	\$101.30	\$304,618
Food and Drink on Trips	250	\$1,089.71	\$3,276,747

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Legacy Ranch
4851 Legacy Dr, Frisco, TX 75034-0816
Ring: 1 mile radius

Latitude: 33.11836
Longitude: -96.84066

-
- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- ¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- ¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- ¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

Legacy Ranch
4851 Legacy Dr, Frisco, TX 75034-0816
Ring: 3 miles radius

Latitude: 33.11836
Longitude: -96.84066

Top Tapestry Segments:		Demographic Summary		
			2010	2015
Up and Coming Families	39.9%	Population	61,160	77,352
Boomburbs	20.5%	Households	21,929	27,719
Milk and Cookies	17.3%	Families	16,430	20,426
Suburban Splendor	8.8%	Median Age	33.6	33.7
Enterprising Professionals	7.6%	Median Household Income	\$94,473	\$107,907

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	117	\$2,811.93	\$61,662,766
Men's	110	\$506.26	\$11,101,775
Women's	103	\$855.31	\$18,756,143
Children's	130	\$520.85	\$11,421,739
Footwear	81	\$338.09	\$7,414,022
Watches & Jewelry	175	\$339.43	\$7,443,352
Apparel Products and Services ¹	269	\$251.98	\$5,525,738
Computer			
Computers and Hardware for Home Use	172	\$329.67	\$7,229,383
Software and Accessories for Home Use	173	\$49.15	\$1,077,851
Entertainment & Recreation	172	\$5,549.48	\$121,694,601
Fees and Admissions	184	\$1,140.31	\$25,005,765
Membership Fees for Clubs ²	178	\$291.35	\$6,388,920
Fees for Participant Sports, excl. Trips	184	\$195.73	\$4,292,152
Admission to Movie/Theatre/Opera/Ballet	176	\$266.16	\$5,836,660
Admission to Sporting Events, excl. Trips	195	\$115.92	\$2,541,951
Fees for Recreational Lessons	198	\$270.18	\$5,924,780
Dating Services	126	\$0.97	\$21,302
TV/Video/Audio	162	\$2,005.78	\$43,984,687
Community Antenna or Cable TV	153	\$1,102.31	\$24,172,474
Televisions	183	\$354.73	\$7,778,947
VCRs, Video Cameras, and DVD Players	170	\$34.56	\$757,846
Video Cassettes and DVDs	165	\$86.91	\$1,905,922
Video and Computer Game Hardware and Software	180	\$100.59	\$2,205,777
Satellite Dishes	194	\$2.45	\$53,783
Rental of Video Cassettes and DVDs	172	\$70.90	\$1,554,770
Streaming/Downloaded Video	171	\$2.40	\$52,550
Audio ³	162	\$238.46	\$5,229,293
Rental and Repair of TV/Radio/Audio	164	\$12.46	\$273,325
Pets	206	\$884.94	\$19,405,861
Toys and Games ⁴	170	\$247.80	\$5,433,958
Recreational Vehicles and Fees ⁵	169	\$547.20	\$11,999,557
Sports/Recreation/Exercise Equipment ⁶	141	\$255.01	\$5,592,082
Photo Equipment and Supplies ⁷	176	\$182.11	\$3,993,390
Reading ⁸	157	\$242.81	\$5,324,473
Catered Affairs ⁹	177	\$43.54	\$954,829
Food	161	\$12,366.38	\$271,182,383
Food at Home	157	\$7,014.39	\$153,818,651
Bakery and Cereal Products	155	\$926.91	\$20,326,102
Meat, Poultry, Fish, and Eggs	156	\$1,616.16	\$35,440,696
Dairy Products	155	\$772.33	\$16,936,499
Fruit and Vegetables	157	\$1,234.66	\$27,074,899
Snacks and Other Food at Home ¹⁰	158	\$2,464.34	\$54,040,456
Food Away from Home	166	\$5,351.99	\$117,363,732
Alcoholic Beverages	163	\$930.30	\$20,400,630
Nonalcoholic Beverages at Home	157	\$687.35	\$15,072,795



Retail Goods and Services Expenditures

Legacy Ranch
4851 Legacy Dr, Frisco, TX 75034-0816
Ring: 3 miles radius

Latitude: 33.11836
Longitude: -96.84066

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	153	\$2,659.63	\$58,322,995
Vehicle Loans	172	\$8,467.28	\$185,678,930
Health			
Nonprescription Drugs	154	\$158.88	\$3,483,999
Prescription Drugs	140	\$698.42	\$15,315,566
Eyeglasses and Contact Lenses	162	\$124.44	\$2,728,830
Home			
Mortgage Payment and Basics ¹¹	196	\$18,387.81	\$403,226,196
Maintenance and Remodeling Services	187	\$3,699.03	\$81,116,045
Maintenance and Remodeling Materials ¹²	175	\$651.39	\$14,284,316
Utilities, Fuel, and Public Services	156	\$7,062.70	\$154,877,861
Household Furnishings and Equipment			
Household Textiles ¹³	170	\$226.30	\$4,962,500
Furniture	179	\$1,077.16	\$23,621,061
Floor Coverings	167	\$125.09	\$2,743,206
Major Appliances ¹⁴	168	\$509.96	\$11,182,945
Housewares ¹⁵	148	\$127.53	\$2,796,703
Small Appliances	156	\$51.09	\$1,120,388
Luggage	181	\$16.76	\$367,490
Telephones and Accessories	118	\$50.36	\$1,104,246
Household Operations			
Child Care	208	\$961.98	\$21,095,191
Lawn and Garden ¹⁶	170	\$712.36	\$15,621,429
Moving/Storage/Freight Express	166	\$101.00	\$2,214,934
Housekeeping Supplies ¹⁷	161	\$1,127.23	\$24,719,014
Insurance			
Owners and Renters Insurance	174	\$807.44	\$17,706,448
Vehicle Insurance	162	\$1,888.09	\$41,403,850
Life/Other Insurance	166	\$692.35	\$15,182,446
Health Insurance	149	\$2,870.84	\$62,954,623
Personal Care Products ¹⁸	168	\$671.58	\$14,727,114
School Books and Supplies ¹⁹	159	\$170.14	\$3,730,894
Smoking Products	131	\$558.60	\$12,249,577
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	172	\$7,566.45	\$165,924,598
Gasoline and Motor Oil	160	\$4,603.54	\$100,951,109
Vehicle Maintenance and Repairs	164	\$1,550.56	\$34,002,251
Travel			
Airline Fares	182	\$835.75	\$18,327,224
Lodging on Trips	177	\$771.20	\$16,911,753
Auto/Truck/Van Rental on Trips	191	\$70.47	\$1,545,271
Food and Drink on Trips	173	\$754.56	\$16,546,808

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Legacy Ranch
4851 Legacy Dr, Frisco, TX 75034-0816
Ring: 3 miles radius

Latitude: 33.11836
Longitude: -96.84066

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

Legacy Ranch
4851 Legacy Dr, Frisco, TX 75034-0816
Ring: 5 miles radius

Latitude: 33.11836
Longitude: -96.84066

Top Tapestry Segments:		Demographic Summary		2010	2015
Boomburbs	35.6%	Population		187,325	233,284
Up and Coming Families	28.2%	Households		65,678	81,718
Enterprising Professionals	13.7%	Families		49,382	60,427
Milk and Cookies	9.2%	Median Age		33.7	33.4
Midland Crowd	5.7%	Median Household Income		\$101,864	\$115,396

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	126	\$3,015.09	\$198,024,982
Men's	118	\$542.17	\$35,608,530
Women's	110	\$913.56	\$60,001,041
Children's	140	\$561.63	\$36,887,051
Footwear	87	\$363.19	\$23,853,846
Watches & Jewelry	187	\$363.55	\$23,877,042
Apparel Products and Services ¹	289	\$270.98	\$17,797,471
Computer			
Computers and Hardware for Home Use	185	\$353.57	\$23,222,045
Software and Accessories for Home Use	185	\$52.66	\$3,458,542
Entertainment & Recreation	184	\$5,929.77	\$389,455,320
Fees and Admissions	196	\$1,211.55	\$79,572,263
Membership Fees for Clubs ²	188	\$308.66	\$20,272,149
Fees for Participant Sports, excl. Trips	195	\$207.59	\$13,634,012
Admission to Movie/Theatre/Opera/Ballet	187	\$283.50	\$18,619,653
Admission to Sporting Events, excl. Trips	209	\$124.46	\$8,174,450
Fees for Recreational Lessons	210	\$286.31	\$18,804,473
Dating Services	134	\$1.03	\$67,526
TV/Video/Audio	173	\$2,151.46	\$141,303,449
Community Antenna or Cable TV	164	\$1,181.05	\$77,568,934
Televisions	196	\$379.70	\$24,937,647
VCRs, Video Cameras, and DVD Players	183	\$37.27	\$2,447,537
Video Cassettes and DVDs	178	\$93.80	\$6,160,485
Video and Computer Game Hardware and Software	195	\$108.82	\$7,147,394
Satellite Dishes	208	\$2.62	\$172,085
Rental of Video Cassettes and DVDs	186	\$76.41	\$5,018,615
Streaming/Downloaded Video	183	\$2.56	\$168,460
Audio ³	174	\$255.99	\$16,812,831
Rental and Repair of TV/Radio/Audio	175	\$13.24	\$869,460
Pets	219	\$944.39	\$62,025,542
Toys and Games ⁴	183	\$266.75	\$17,519,533
Recreational Vehicles and Fees ⁵	180	\$581.16	\$38,169,225
Sports/Recreation/Exercise Equipment ⁶	151	\$274.03	\$17,997,437
Photo Equipment and Supplies ⁷	189	\$195.28	\$12,825,647
Reading ⁸	167	\$258.12	\$16,952,957
Catered Affairs ⁹	191	\$47.04	\$3,089,267
Food	172	\$13,237.61	\$869,419,637
Food at Home	168	\$7,506.19	\$492,991,828
Bakery and Cereal Products	166	\$991.39	\$65,112,594
Meat, Poultry, Fish, and Eggs	167	\$1,729.40	\$113,583,257
Dairy Products	166	\$826.68	\$54,294,483
Fruit and Vegetables	168	\$1,317.39	\$86,523,567
Snacks and Other Food at Home ¹⁰	169	\$2,641.34	\$173,477,926
Food Away from Home	178	\$5,731.41	\$376,427,809
Alcoholic Beverages	175	\$997.33	\$65,502,726
Nonalcoholic Beverages at Home	168	\$736.39	\$48,364,591



Retail Goods and Services Expenditures

Legacy Ranch
4851 Legacy Dr, Frisco, TX 75034-0816
Ring: 5 miles radius

Latitude: 33.11836
Longitude: -96.84066

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	159	\$2,770.97	\$181,991,589
Vehicle Loans	185	\$9,119.98	\$598,982,348
Health			
Nonprescription Drugs	165	\$170.20	\$11,178,235
Prescription Drugs	150	\$746.39	\$49,021,327
Eyeglasses and Contact Lenses	172	\$132.35	\$8,692,657
Home			
Mortgage Payment and Basics ¹¹	207	\$19,423.01	\$1,275,664,123
Maintenance and Remodeling Services	196	\$3,891.24	\$255,569,158
Maintenance and Remodeling Materials ¹²	185	\$688.54	\$45,221,803
Utilities, Fuel, and Public Services	167	\$7,546.72	\$495,653,669
Household Furnishings and Equipment			
Household Textiles ¹³	181	\$241.43	\$15,856,420
Furniture	191	\$1,150.37	\$75,553,791
Floor Coverings	177	\$132.45	\$8,698,981
Major Appliances ¹⁴	179	\$543.50	\$35,696,024
Housewares ¹⁵	158	\$136.24	\$8,948,211
Small Appliances	167	\$54.60	\$3,585,856
Luggage	194	\$17.97	\$1,180,272
Telephones and Accessories	128	\$54.44	\$3,575,276
Household Operations			
Child Care	226	\$1,043.26	\$68,519,526
Lawn and Garden ¹⁶	180	\$754.26	\$49,538,095
Moving/Storage/Freight Express	178	\$107.79	\$7,079,140
Housekeeping Supplies ¹⁷	172	\$1,205.36	\$79,165,575
Insurance			
Owners and Renters Insurance	185	\$856.88	\$56,277,890
Vehicle Insurance	173	\$2,014.64	\$132,317,820
Life/Other Insurance	176	\$736.12	\$48,346,658
Health Insurance	158	\$3,055.37	\$200,670,782
Personal Care Products ¹⁸	180	\$718.18	\$47,168,926
School Books and Supplies ¹⁹	172	\$184.05	\$12,087,909
Smoking Products	142	\$607.49	\$39,898,632
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	185	\$8,122.08	\$533,441,874
Gasoline and Motor Oil	172	\$4,946.75	\$324,892,672
Vehicle Maintenance and Repairs	175	\$1,653.78	\$108,616,677
Travel			
Airline Fares	193	\$884.18	\$58,070,962
Lodging on Trips	187	\$816.41	\$53,619,983
Auto/Truck/Van Rental on Trips	202	\$74.72	\$4,907,198
Food and Drink on Trips	184	\$801.09	\$52,614,013

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Legacy Ranch
4851 Legacy Dr, Frisco, TX 75034-0816
Ring: 5 miles radius

Latitude: 33.11836
Longitude: -96.84066

-
- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- ¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- ¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- ¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.