



# Community Profile | 2021



# City of Plano



## A Global Business Center

Plano, Texas, located 19 miles north of downtown Dallas, is the fourth largest city in the Dallas-Fort Worth region with over 287,000 residents.

## Statistics

**7.5 million** — DFW Population  
**3.8 million** — DFW Labor Force  
**1 million** — Collin County Population  
**287,064** — Plano Population

## Financial Data

**\$95,602** — Median Household Income  
**\$47,840** — Per Capita Income  
**\$320,100** — Median Home Value

38.7

Median Age

57%

Bachelor's Degree+

9.5%

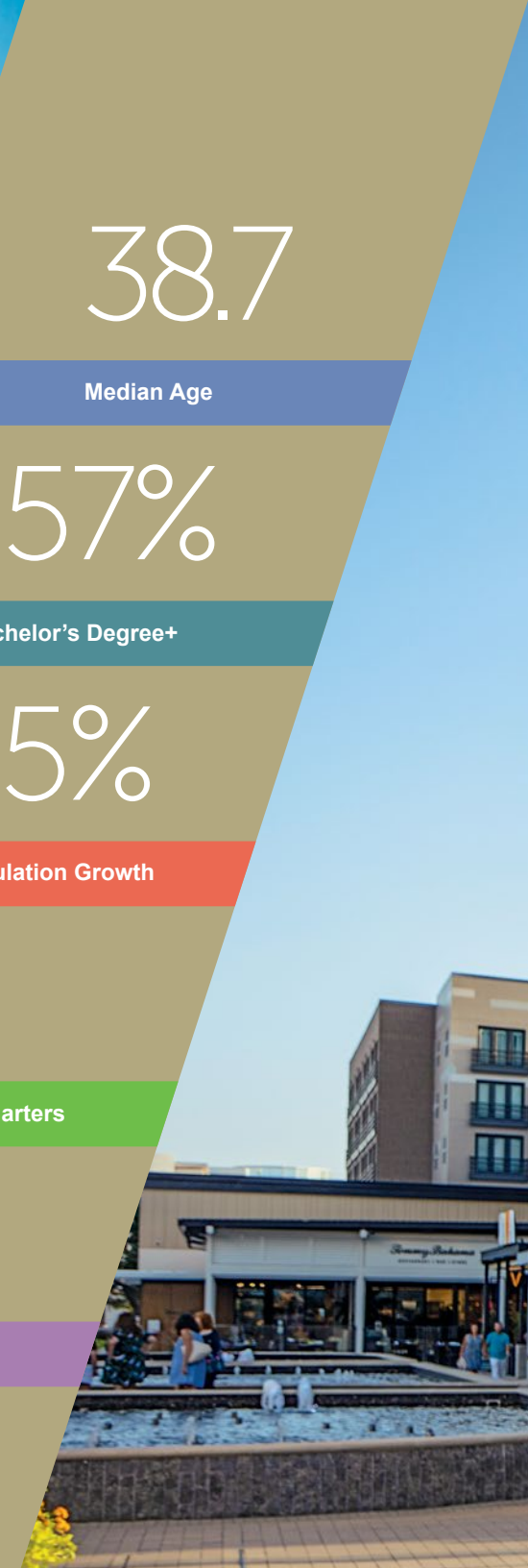
Decennial Population Growth

3

Fortune 1000 Headquarters

72

Land Area Square Miles











**Rent-A-Center**



**Cinemark Holdings**



**Yum China Holdings**

**Fortune 1000 Headquarters**

**LARGEST PRIVATE EMPLOYERS****Employing 1000+**

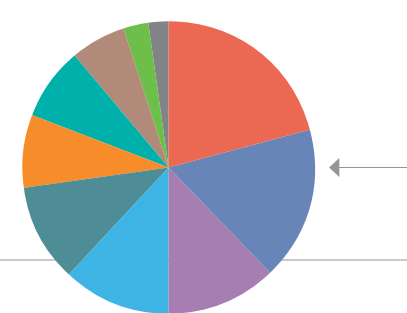
JPMorgan Chase
Capital One Finance
Bank of America
Toyota Motor North America
NTT DATA
Liberty Mutual Insurance
Ericsson
USAA
Fannie Mae
PepsiCo
Frito-Lay
Texas Health Plano
Medical City Plano
FedEx Office
Stewart Systems
Samsung Electronics America
Hewlett-Packard Enterprise

**Employing 500-999**

The Heart Hospital Baylor Plano
Abbott
AT&T
Palo Alto Networks
Reata Pharmaceuticals
Baylor Scott & White Medical Center - Plano
Cigna
Transamerica
Tyler Technologies
Raytheon
Children's Health Plano
Crestron Electronics
Pizza Hut, U.S.
U.S. Renal Care
PennyMac Financial Services
Samsung Telecommunications America

**Employment by Industry**

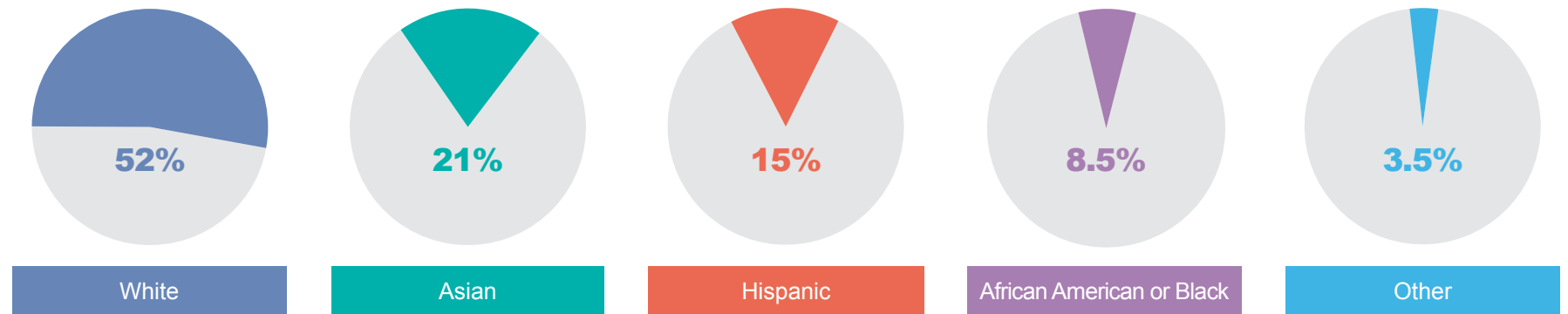
Trade, Transportation and Utilities	<b>22%</b>
Professional and Business Services	<b>18%</b>
Education and Health Services	<b>12%</b>
Government	<b>12%</b>
Leisure and Hospitality	<b>9%</b>
Financial Activities	<b>9%</b>
Manufacturing	<b>7%</b>
Mining, Logging and Construction	<b>6%</b>
Other Services	<b>3%</b>
Information	<b>2%</b>



Source: Texas Workforce Commission November 2020

## Demographics

### Population by Race



Source: American Community Survey

### Population & Population Growth

	2000	2010	2021	GROWTH 2010-2020
<b>Plano</b>	222,030	259,841	<b>287,064</b>	<b>9.5%</b> ↑
<b>Collin County</b>	491,675	782,341	<b>1,034,730</b>	<b>28.5%</b> ↑
<b>Dallas-Ft. Worth</b>	5,161,544	6,520,941	<b>7,573,136</b>	<b>15.6%</b> ↑

Source: US Census Bureau



A highly educated workforce with proximity to Dallas' large labor pool.

**57%** Plano adults with Bachelor's degree or higher

**3.8 Million** DFW Labor Force

**5.2%** Union representation in Texas

**TEXAS IS A RIGHT-TO-WORK STATE WITH AN ACTIVE WORKFORCE COMMISSION THAT OFFERS WORKFORCE-TRAINING GRANTS.**

Source: American Community Survey, US Department of Labor Statistics

### **Educational Attainment Age 25 & Older**

	PLANO	U.S.
Associate	<b>6.1%</b>	<b>8.5%</b>
Bachelor's	<b>35.1%</b>	<b>19.8%</b>
Graduate	<b>22.1%</b>	<b>32.1%</b>

Source: American Community Survey

## Education

### A K-12 SCHOOL DISTRICT WITH A LONG TRADITION OF EXCELLENCE

The **Plano Independent School District (PISD)** has long played a vital role in Plano's economic success. Its reputation for excellence continues to lure professional families and, in turn, companies to Plano.

#### Plano ISD

Enrollment		<b>50,159</b>
Schools		<b>72</b>
SAT Scores	READING <b>598</b>	MATH <b>614</b>
ACT Composite		<b>27.3</b>
US Presidential Scholar Program Candidates		<b>15</b>
National Merit Scholar Semi-Finalists		<b>103</b>
Graduation Rate		<b>95.9%</b>

Source: Plano ISD



**Plano ISD** boasts one of the highest performances on college entrance exams in the nation.

#### PLANO ISD QUICK FACTS

- Rated “**Exemplary**” on all reported academic indicators to date
- Awarded the highest rating of “Superior Achievement” in the state’s FIRST program for **16 consecutive years**



## UNIVERSITIES

A pipeline of college graduates from **32 public universities and colleges** in the region.

## UNIVERSITY ENROLLMENT\*

## PLANO AREA UNIVERSITIES

<b>Collin College</b> (all campuses)	<b>58,383</b>
<b>University of Texas at Dallas</b>	<b>28,669</b>
<b>Dallas Baptist University North</b>	<b>N/A</b>

## MAJOR DALLAS AREA UNIVERSITIES

<b>University of Texas at Arlington</b>	<b>42,733</b>
<b>University of North Texas</b>	<b>40,727</b>
<b>Texas Woman's University</b>	<b>16,030</b>
<b>Texas A&amp;M University-Commerce</b>	<b>12,245</b>
<b>Southern Methodist University</b>	<b>12,373</b>
<b>Texas Christian University</b>	<b>11,328</b>
<b>Dallas Baptist University</b>	<b>4,247</b>
<b>University of North Texas-Dallas</b>	<b>4,190</b>
<b>Texas Wesleyan University</b>	<b>2,495</b>
<b>University of Dallas</b>	<b>2,489</b>
<b>UT Southwestern Medical</b>	<b>2,299</b>

Source: Texas Higher Education Coordinating Board, University Websites  
 \*Preliminary Fall 2020 data


**482,000+** students enrolled in public universities and colleges within 200 miles

**University of Texas at Dallas**, known for its science, engineering, math and business programs, offers 140 academic programs including 90 master's and doctoral degree programs.

**Collin College** offers over 100 degrees and certificates. Its partnership with ten universities allows students to remain on campus to complete a bachelor's, master's or doctoral degree.

**DBU North**, a satellite campus of Dallas Baptist University, offers 85 undergraduate programs in business and communication as well as master's degree programs for business administration, management, education and school counseling.





**Our world-class business parks** offer excellent amenities and an ample inventory of office, flex and industrial buildings with over 1,700 acres available for commercial development. There are no development impact fees for water, waste water or roadways.



## Business Parks and Corporate Real Estate

### A DISTINCTIVE CORPORATE ADDRESS WITH SITES, BUILDINGS AND AMENITIES DEMANDED BY GLOBAL FIRMS



**Legacy**, a 2,600-acre master-planned business, retail and residential community, is located in northwest Plano along the Dallas North Tollway. It has over 33 million square feet of headquarters and regional office space. Legacy is a distinctive address for many top firms.

**NOTABLE COMPANIES:** JPMorgan Chase, Capital One Finance, Bank of America, Toyota Motor North America, Liberty Mutual Insurance, Ericsson, NTT DATA, USAA, PepsiCo, Frito-Lay, FedEx Office, Hewlett-Packard Enterprise, Abbott, Reata Pharmaceuticals, Tyler Technologies, Children's Health Plano, Pizza Hut, U.S., CA Technologies, U.S. Renal Care, Prosperity Bank, Toyota Financial Services, Vylla Title, CROSSMARK, Hilti North America, Intuit, McAfee, Boeing Global Services



**Research/Technology Crossroads**, an 800-acre district in Southeast Plano, is adjacent to President George Bush Turnpike (SH 190) and the Telecom Corridor™ area.

**NOTABLE COMPANIES:** Raytheon, Verizon, Aligned Data Centers/Aligned Energy, ABB Power Electronics, Avigilon, Luminator Holdings, CPI Satcom & Antenna Technologies, O'Neil Digital Solutions (AKA Investors Business Daily), Varsity Spirit, Natural Polymer International, Air System Components, Spok, BlueCross BlueShield of Texas, Virtex, Rosenberger North America



**Granite Park**, on Sam Rayburn Tollway (SH 121) and the Dallas North Tollway, has over 2 million square feet of office and retail space. Future plans include building two 20-story buildings, creating nearly 1 million square feet of rentable space.

**NOTABLE COMPANIES:** Fannie Mae, Altice USA, Alkami Technology, Heartland Payment Systems, Coca-Cola North America, Vine Oil & Gas, Siemens Digital Industries Software, Anderson Merchandisers, Ford Motor Credit, Reliant Rehabilitation, Stonebriar Commercial Finance, Granite Properties, GeoForce, EWC



**International Business Park**, a 300-acre master-planned office park, lies at the intersection of the Dallas North Tollway and the President George Bush Turnpike (SH 190).

**NOTABLE COMPANIES:** Hyundai Capital America, ReachLocal, RamQuest, M-Files, YourCause + blackbaud, Finastra, MCI Events, Spectrio, MedHost, Keste



**Legacy Central**, an 85-acre technology focused mixed-use development, is located at the southwest corner of US 75 (Central Expressway) and Legacy Drive.

**NOTABLE COMPANIES:** Samsung Electronics America, Ribbon Communications, Peloton Interactive, The 20 Company, Roland Technology Group, Transamerica

## Transportation

### EXCELLENT ACCESS TO AIR, LIGHT RAIL, PUBLIC TRANSIT AND ROADS

**Plano's location** in the Central Time Zone and close proximity to DFW International Airport allows same-day departures and returns for both the East and West coasts.

**DFW International Airport**, the world's fourth busiest in flight operations, is the hub of American Airlines. ("**Best Large Airport**" in North America for Customer Satisfaction Two Years in a Row – ACI)



### TRANSPORTATION QUICK FACTS

- Fly to every city in the continental U.S. within **four hours**.
- **Non-stop service** to 192 domestic and 67 international destinations.
- Served by **22 passenger** airlines and **15 cargo** carriers.
- **30 minutes** from Plano with direct access from both the President George Bush Turnpike and the Sam Rayburn Tollway.



## Transportation

**Dallas Love Field:** Located seven miles from downtown Dallas, and only 30 minutes from Plano, serves 15.6 million passengers a year.

**Addison Airport and McKinney National Airport:** Located 15 minutes from Plano, Addison Airport is the busiest general aviation airport in Texas.

**Dallas Area Rapid Transit (DART):** Light rail service is provided at two locations in Plano. The Silver Line, opening in December 2023, will provide a faster route to DFW International Airport. Bus and shuttle service are available throughout the city.

**Highways:** Plano contains within its boundaries SH 190 (President George Bush Turnpike), Dallas North Tollway, US 75 (Central Expressway) and SH 121 (Sam Rayburn Tollway). Interstates 20, 30, 35 and 635 are within 30 minutes.

**Port of Houston:** The nation's largest port (actual weight carried), is 260 miles from Plano.



## Business Climate

### BUSINESS QUICK FACTS

A **pro-business** location  
in a **pro-business** state

- **No personal or corporate income tax in Texas**
- **Right-to-Work state**
- **Pro-business regulatory environment**
- **“AAA” Bond Rating - City of Plano**

### Local Incentives

- **Cash Grants**
- **Tax Abatement**
- **Freeport Exemption**

### State Incentives

- **Texas Enterprise Fund (TEF)**
- **Texas Enterprise Zone Program**
- **Skills Development Training Grants**

### QUALITY OF LIFE

**A national reputation as one of the best places  
for professional families to live and work.**

Excellent public and private schools, low crime and diversity of housing options provide a great environment to raise a family. Proximity to Dallas offers all the advantages of a big city.

### RECENT ACCOLADES

**#2** Happiest City in America —*WalletHub*

**#3** Safest City in America —*WalletHub*

**#3** Most Recession-Resistant City in the U.S. —*SmartAsset*

**#5** Best U.S. City for Millennials to Work Remotely —*WhistleOut*

**#5** Best City to Live in America —*Niche*

**#10** Best City in U.S. to Find a Job —*U.S. News and World Report*





## COST OF LIVING

**Compared to other metropolitan areas in the US**, living in Plano helps your money go further. With a relatively **low cost of living**, high median incomes and a variety of housing options, you can enjoy a lifestyle that would be all but impossible on the West or East Coast.

## COMPOSITE

**Plano: 109.5%**

**Denver: 113.4%**

**Chicago: 123.9%**

**Los Angeles: 147.7%**

**Boston: 150%**

**Seattle: 156.8%**

**San Francisco: 194%**

**New York (Manhattan): 244.7%**

Source: Council for Community and Economic Research, 2020 Annual Average Data







**Smart People. Smart Place.®**

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**planotexas.org**

