



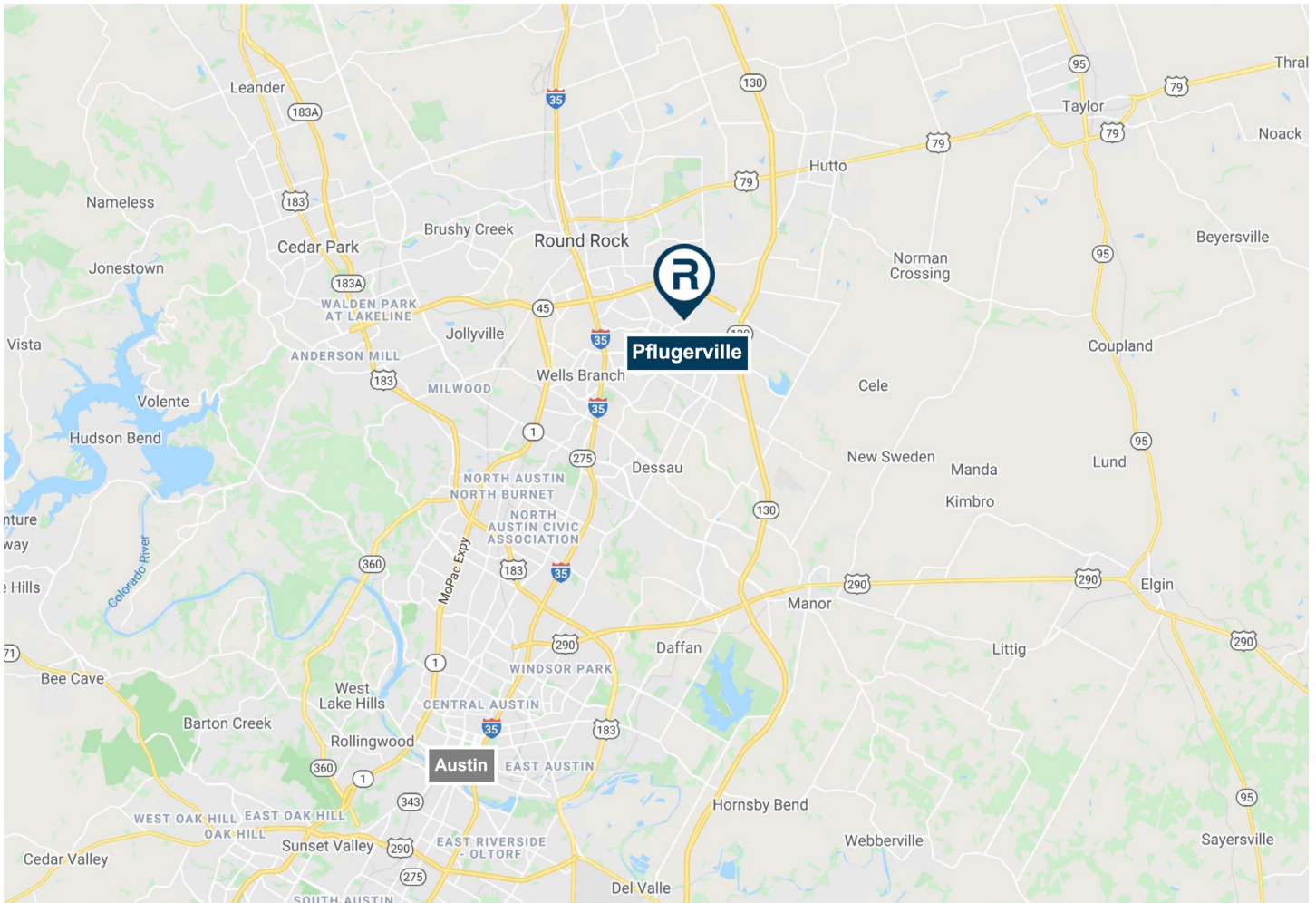
The **Retail** Coach.®

Community Demographic Profile

PFLUGERVILLE, TEXAS

Prepared for The Pflugerville Community Development Corporation
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Community



Prepared for:



Pflugerville Community Development Corporation

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Community • Demographic Profile

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DESCRIPTION	DATA	%
Population		
2026 Projection	73,852	
2021 Estimate	67,281	
2010 Census	46,936	
2000 Census	22,562	
Growth 2021 - 2026		9.77%
Growth 2010 - 2021		43.35%
Growth 2000 - 2010		108.03%
2021 Est. Population by Single-Classification Race	67,281	
White Alone	37,029	55.04%
Black or African American Alone	12,160	18.07%
Amer. Indian and Alaska Native Alone	492	0.73%
Asian Alone	7,560	11.24%
Native Hawaiian and Other Pacific Island Alone	120	0.18%
Some Other Race Alone	6,712	9.98%
Two or More Races	3,208	4.77%
2021 Est. Population by Hispanic or Latino Origin	67,281	
Not Hispanic or Latino	47,433	70.50%
Hispanic or Latino	19,848	29.50%
Mexican	16,115	81.19%
Puerto Rican	557	2.81%
Cuban	334	1.68%
All Other Hispanic or Latino	2,842	14.32%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	19,848	
White Alone	11,308	56.97%
Black or African American Alone	388	1.96%
American Indian and Alaska Native Alone	277	1.40%
Asian Alone	94	0.47%
Native Hawaiian and Other Pacific Islander Alone	28	0.14%
Some Other Race Alone	6,616	33.33%
Two or More Races	1,137	5.73%
2021 Est. Pop by Race, Asian Alone, by Category	7,560	
Chinese, except Taiwanese	341	4.51%
Filipino	655	8.66%
Japanese	81	1.07%
Asian Indian	1,874	24.79%
Korean	111	1.47%
Vietnamese	3,401	44.99%
Cambodian	42	0.56%
Hmong	0	0.00%
Laotian	76	1.01%
Thai	68	0.90%
All Other Asian Races Including 2+ Category	911	12.05%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	67,281	
Arab	394	0.59%
Czech	530	0.79%
Danish	248	0.37%
Dutch	466	0.69%
English	3,268	4.86%
French (except Basque)	839	1.25%
French Canadian	149	0.22%
German	6,639	9.87%
Greek	138	0.21%
Hungarian	117	0.17%
Irish	3,648	5.42%
Italian	1,057	1.57%
Lithuanian	35	0.05%
United States or American	1,768	2.63%
Norwegian	328	0.49%
Polish	1,068	1.59%
Portuguese	73	0.11%
Russian	198	0.29%
Scottish	971	1.44%
Scotch-Irish	350	0.52%
Slovak	27	0.04%
Subsaharan African	777	1.16%
Swedish	607	0.90%
Swiss	44	0.07%
Ukrainian	61	0.09%
Welsh	259	0.39%
West Indian (except Hisp. groups)	153	0.23%
Other ancestries	32,307	48.02%
Ancestry Unclassified	10,762	16.00%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	45,681	73.06%
Speak Asian/Pacific Island Language at Home	4,555	7.29%
Speak IndoEuropean Language at Home	828	1.32%
Speak Spanish at Home	10,896	17.43%
Speak Other Language at Home	568	0.91%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	67,281	
Age 0 - 4	4,753	7.06%
Age 5 - 9	5,038	7.49%
Age 10 - 14	5,104	7.59%
Age 15 - 17	3,129	4.65%
Age 18 - 20	2,762	4.11%
Age 21 - 24	3,511	5.22%
Age 25 - 34	8,487	12.61%
Age 35 - 44	9,542	14.18%
Age 45 - 54	10,132	15.06%
Age 55 - 64	8,242	12.25%
Age 65 - 74	4,542	6.75%
Age 75 - 84	1,625	2.42%
Age 85 and over	414	0.62%
Age 16 and over	51,358	76.33%
Age 18 and over	49,257	73.21%
Age 21 and over	46,495	69.11%
Age 65 and over	6,581	9.78%
2021 Est. Median Age		35.94
2021 Est. Average Age		35.90
2021 Est. Population by Sex	67,281	
Male	32,856	48.83%
Female	34,425	51.17%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	32,856	
Age 0 - 4	2,418	7.36%
Age 5 - 9	2,620	7.97%
Age 10 - 14	2,582	7.86%
Age 15 - 17	1,606	4.89%
Age 18 - 20	1,430	4.35%
Age 21 - 24	1,794	5.46%
Age 25 - 34	4,259	12.96%
Age 35 - 44	4,586	13.96%
Age 45 - 54	4,812	14.65%
Age 55 - 64	3,900	11.87%
Age 65 - 74	2,058	6.26%
Age 75 - 84	670	2.04%
Age 85 and over	121	0.37%
2021 Est. Median Age, Male		34.35
2021 Est. Average Age, Male		34.80
2021 Est. Female Population by Age	34,425	
Age 0 - 4	2,335	6.78%
Age 5 - 9	2,418	7.02%
Age 10 - 14	2,522	7.33%
Age 15 - 17	1,523	4.42%
Age 18 - 20	1,332	3.87%
Age 21 - 24	1,717	4.99%
Age 25 - 34	4,228	12.28%
Age 35 - 44	4,956	14.40%
Age 45 - 54	5,320	15.45%
Age 55 - 64	4,342	12.61%
Age 65 - 74	2,484	7.22%
Age 75 - 84	955	2.77%
Age 85 and over	293	0.85%
2021 Est. Median Age, Female		37.41
2021 Est. Average Age, Female		36.90

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	16,434	31.37%
Males, Never Married	8,279	15.80%
Females, Never Married	8,155	15.57%
Married, Spouse present	26,223	50.06%
Married, Spouse absent	2,318	4.43%
Widowed	1,755	3.35%
Males Widowed	368	0.70%
Females Widowed	1,387	2.65%
Divorced	5,656	10.80%
Males Divorced	1,937	3.70%
Females Divorced	3,719	7.10%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,445	3.4%
Some High School, no diploma	2,277	5.3%
High School Graduate (or GED)	8,992	20.9%
Some College, no degree	9,467	22.0%
Associate Degree	4,425	10.3%
Bachelor's Degree	11,629	27.1%
Master's Degree	3,767	8.8%
Professional School Degree	608	1.4%
Doctorate Degree	374	0.9%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,730	15.89%
High School Graduate	3,396	31.18%
Some College or Associate's Degree	3,093	28.40%
Bachelor's Degree or Higher	2,672	24.53%
Households		
2026 Projection	23,976	
2021 Estimate	21,964	
2010 Census	15,904	
2000 Census	7,222	
Growth 2021 - 2026		9.16%
Growth 2010 - 2021		38.10%
Growth 2000 - 2010		120.22%
2021 Est. Households by Household Type	21,964	
Family Households	17,182	78.23%
Nonfamily Households	4,782	21.77%
2021 Est. Group Quarters Population	144	
2021 Households by Ethnicity, Hispanic/Latino	5,291	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	21,964	
Income < \$15,000	829	3.77%
Income \$15,000 - \$24,999	730	3.32%
Income \$25,000 - \$34,999	1,044	4.75%
Income \$35,000 - \$49,999	1,979	9.01%
Income \$50,000 - \$74,999	3,823	17.41%
Income \$75,000 - \$99,999	3,176	14.46%
Income \$100,000 - \$124,999	3,056	13.91%
Income \$125,000 - \$149,999	2,552	11.62%
Income \$150,000 - \$199,999	2,557	11.64%
Income \$200,000 - \$249,999	1,151	5.24%
Income \$250,000 - \$499,999	849	3.87%
Income \$500,000+	218	0.99%
2021 Est. Average Household Income		\$112,415
2021 Est. Median Household Income		\$95,113
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$95,557
Black or African American Alone		\$86,373
American Indian and Alaska Native Alone		\$91,133
Asian Alone		\$114,725
Native Hawaiian and Other Pacific Islander Alone		\$100,000
Some Other Race Alone		\$77,365
Two or More Races		\$112,947
Hispanic or Latino		\$77,314
Not Hispanic or Latino		\$102,526
2021 Est. Family HH Type by Presence of Own Child.	17,182	
Married-Couple Family, own children	7,615	44.32%
Married-Couple Family, no own children	5,640	32.83%
Male Householder, own children	625	3.64%
Male Householder, no own children	433	2.52%
Female Householder, own children	1,862	10.84%
Female Householder, no own children	1,007	5.86%
2021 Est. Households by Household Size	21,964	
1-person	3,453	15.72%
2-person	6,119	27.86%
3-person	4,483	20.41%
4-person	4,138	18.84%
5-person	2,257	10.28%
6-person	947	4.31%
7-or-more-person	567	2.58%
2021 Est. Average Household Size		3.06

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	21,964	
Households with 1 or More People under Age 18:	10,874	49.51%
Married-Couple Family	7,992	73.50%
Other Family, Male Householder	685	6.30%
Other Family, Female Householder	2,113	19.43%
Nonfamily, Male Householder	68	0.63%
Nonfamily, Female Householder	16	0.15%
Households with No People under Age 18:	11,090	50.49%
Married-Couple Family	5,268	47.50%
Other Family, Male Householder	369	3.33%
Other Family, Female Householder	757	6.83%
Nonfamily, Male Householder	2,071	18.67%
Nonfamily, Female Householder	2,625	23.67%
2021 Est. Households by Number of Vehicles	21,964	
No Vehicles	530	2.41%
1 Vehicle	5,935	27.02%
2 Vehicles	9,394	42.77%
3 Vehicles	4,208	19.16%
4 Vehicles	1,265	5.76%
5 or more Vehicles	632	2.88%
2021 Est. Average Number of Vehicles		2.1
Family Households		
2026 Projection	18,756	
2021 Estimate	17,182	
2010 Census	12,245	
2000 Census	6,036	
Growth 2021 - 2026		9.16%
Growth 2010 - 2021		40.32%
Growth 2000 - 2010		102.87%
2021 Est. Families by Poverty Status	17,182	
2021 Families at or Above Poverty	16,365	95.25%
2021 Families at or Above Poverty with Children	8,845	51.48%
2021 Families Below Poverty	817	4.76%
2021 Families Below Poverty with Children	683	3.98%
2021 Est. Pop 16+ by Employment Status	51,358	
Civilian Labor Force, Employed	37,157	72.35%
Civilian Labor Force, Unemployed	1,562	3.04%
Armed Forces	131	0.26%
Not in Labor Force	12,508	24.36%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	36,120	
For-Profit Private Workers	24,265	67.18%
Non-Profit Private Workers	2,320	6.42%
Local Government Workers	835	2.31%
State Government Workers	2,712	7.51%
Federal Government Workers	2,873	7.95%
Self-Employed Workers	3,089	8.55%
Unpaid Family Workers	26	0.07%
2021 Est. Civ. Employed Pop 16+ by Occupation	36,120	
Architect/Engineer	1,386	3.84%
Arts/Entertainment/Sports	932	2.58%
Building Grounds Maintenance	800	2.22%
Business/Financial Operations	2,222	6.15%
Community/Social Services	668	1.85%
Computer/Mathematical	2,388	6.61%
Construction/Extraction	1,391	3.85%
Education/Training/Library	2,342	6.48%
Farming/Fishing/Forestry	7	0.02%
Food Prep/Serving	1,655	4.58%
Health Practitioner/Technician	1,863	5.16%
Healthcare Support	870	2.41%
Maintenance Repair	1,476	4.09%
Legal	267	0.74%
Life/Physical/Social Science	209	0.58%
Management	3,915	10.84%
Office/Admin. Support	5,097	14.11%
Production	1,270	3.52%
Protective Services	801	2.22%
Sales/Related	3,475	9.62%
Personal Care/Service	1,258	3.48%
Transportation/Moving	1,828	5.06%
2021 Est. Pop 16+ by Occupation Classification	36,120	
White Collar	24,764	68.56%
Blue Collar	5,965	16.51%
Service and Farm	5,391	14.93%
2021 Est. Workers Age 16+ by Transp. to Work	35,677	
Drove Alone	28,918	81.06%
Car Pooled	3,126	8.76%
Public Transportation	149	0.42%
Walked	240	0.67%
Bicycle	140	0.39%
Other Means	282	0.79%
Worked at Home	2,822	7.91%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,119	
15 - 29 Minutes	13,306	
30 - 44 Minutes	8,859	
45 - 59 Minutes	4,076	
60 or more Minutes	1,771	
2021 Est. Avg Travel Time to Work in Minutes		30
2021 Est. Occupied Housing Units by Tenure	21,964	
Owner Occupied	17,139	78.03%
Renter Occupied	4,825	21.97%
2021 Owner Occ. HUs: Avg. Length of Residence		10.8
2021 Renter Occ. HUs: Avg. Length of Residence		5.3
2021 Est. Owner-Occupied Housing Units by Value	21,964	
Value Less than \$20,000	200	1.17%
Value \$20,000 - \$39,999	188	1.10%
Value \$40,000 - \$59,999	74	0.43%
Value \$60,000 - \$79,999	78	0.46%
Value \$80,000 - \$99,999	70	0.41%
Value \$100,000 - \$149,999	605	3.53%
Value \$150,000 - \$199,999	2,153	12.56%
Value \$200,000 - \$299,999	7,545	44.02%
Value \$300,000 - \$399,999	4,337	25.31%
Value \$400,000 - \$499,999	1,216	7.10%
Value \$500,000 - \$749,999	318	1.86%
Value \$750,000 - \$999,999	132	0.77%
Value \$1,000,000 or \$1,499,999	62	0.36%
Value \$1,500,000 or \$1,999,999	20	0.12%
Value \$2,000,000+	141	0.82%
2021 Est. Median All Owner-Occupied Housing Value		\$268,202
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	18,256	80.50%
1 Unit Attached	466	2.06%
2 Units	120	0.53%
3 or 4 Units	789	3.48%
5 to 19 Units	1,683	7.42%
20 to 49 Units	466	2.06%
50 or More Units	422	1.86%
Mobile Home or Trailer	477	2.10%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	4,541	20.02%
Housing Units Built 2010 to 2014	2,082	9.18%
Housing Units Built 2000 to 2009	7,704	33.97%
Housing Units Built 1990 to 1999	5,416	23.88%
Housing Units Built 1980 to 1989	2,062	9.09%
Housing Units Built 1970 to 1979	604	2.66%
Housing Units Built 1960 to 1969	110	0.49%
Housing Units Built 1950 to 1959	52	0.23%
Housing Units Built 1940 to 1949	31	0.14%
Housing Unit Built 1939 or Earlier	77	0.34%
2021 Est. Median Year Structure Built		2004

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



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ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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