



COMMUNITY DEMOGRAPHIC PROFILE

Leander, Texas

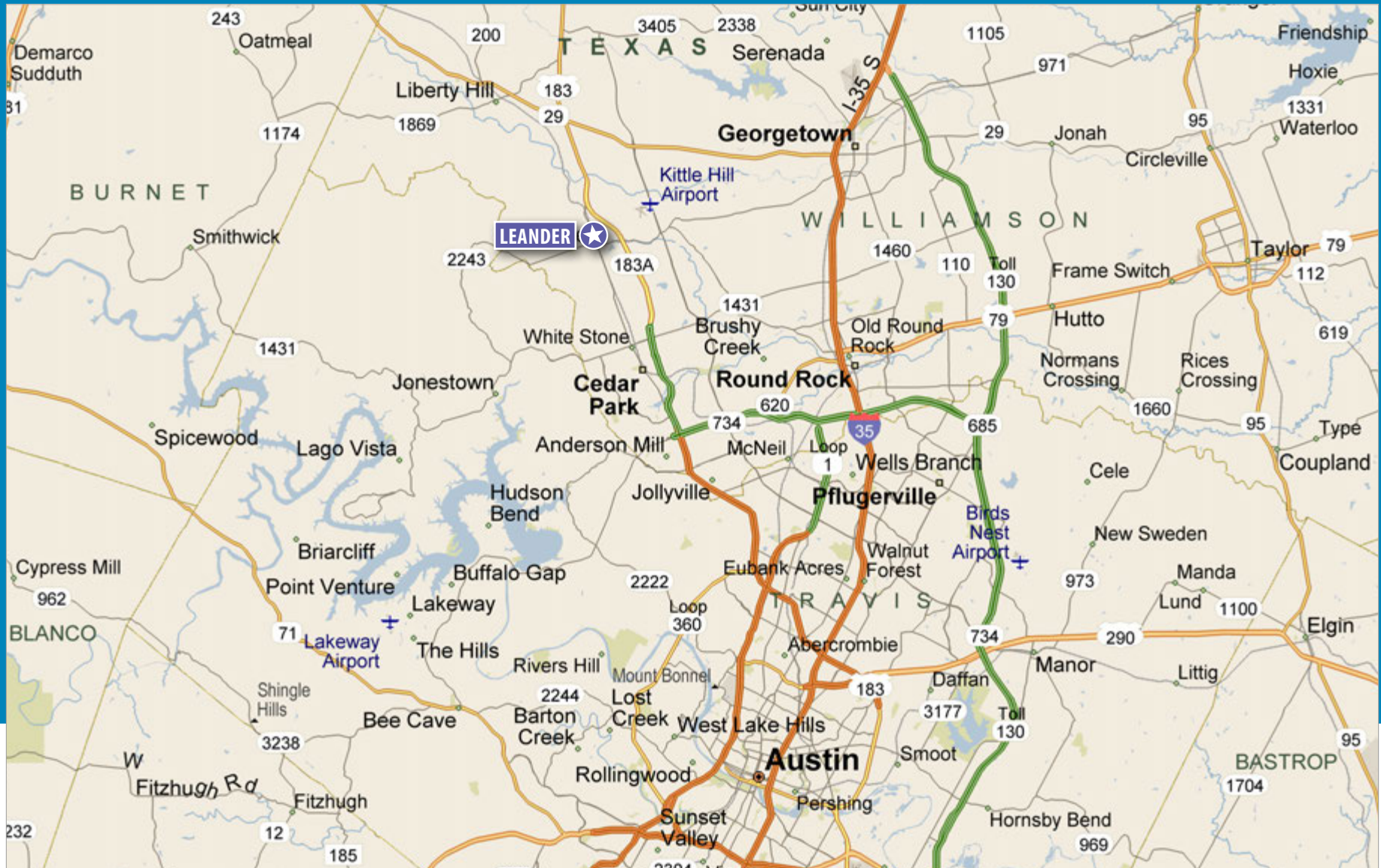


Prepared for
City of Leander
November 2014



Location Map

Leander, Texas



City of
Leander

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Community Demographics

Leander, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	36,590	
2015 Estimate	32,431	
2010 Census	26,521	
2000 Census	10,056	
Growth 2015-2020	12.82%	
Growth 2010-2015	22.28%	
Growth 2000-2010	163.73%	
2015 Est. Population by Single-Classification Race	32,431	
White Alone	25,633	79.04
Black or African American Alone	1,543	4.76
Amer. Indian and Alaska Native Alone	211	0.65
Asian Alone	835	2.57
Native Hawaiian and Other Pac. Isl. Alone	29	0.09
Some Other Race Alone	2,857	8.81
Two or More Races	1,323	4.08
2015 Est. Population by Hispanic or Latino Origin	32,431	
Not Hispanic or Latino	23,987	73.96
Hispanic or Latino:	8,444	26.04
Mexican	6,967	82.51
Puerto Rican	278	3.29
Cuban	73	0.86
All Other Hispanic or Latino	1,126	13.33

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	8,444	
White Alone	4,855	57.50
Black or African American Alone	105	1.24
American Indian and Alaska Native Alone	94	1.11
Asian Alone	44	0.52
Native Hawaiian and Other Pacific Islander Alone	5	0.06
Some Other Race Alone	2,778	32.90
Two or More Races	563	6.67
2015 Est. Pop by Race, Asian Alone, by Category	835	
Chinese, except Taiwanese	71	8.50
Filipino	190	22.75
Japanese	5	0.60
Asian Indian	317	37.96
Korean	24	2.87
Vietnamese	144	17.25
Cambodian	3	0.36
Hmong	2	0.24
Laotian	6	0.72
Thai	14	1.68
All Other Asian Races Including 2+ Category	59	7.07
2015 Est. Population by Ancestry	32,431	
Arab	166	0.51
Czech	181	0.56
Danish	101	0.31
Dutch	131	0.40
English	1,855	5.72
French (except Basque)	766	2.36
French Canadian	189	0.58
German	5,043	15.55
Greek	52	0.16

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DESCRIPTION	DATA	%
Hungarian	0	0.00
Irish	1,484	4.58
Italian	767	2.37
Lithuanian	49	0.15
United States or American	1,923	5.93
Norwegian	107	0.33
Polish	392	1.21
Portuguese	13	0.04
Russian	16	0.05
Scottish	444	1.37
Scotch-Irish	467	1.44
Slovak	0	0.00
Subsaharan African	367	1.13
Swedish	187	0.58
Swiss	18	0.06
Ukrainian	0	0.00
Welsh	44	0.14
West Indian (except Hisp. groups)	123	0.38
Other ancestries	14,580	44.96
Ancestry Unclassified	2,966	9.15
2015 Est. Pop Age 5+ by Language Spoken at Home	29,765	
Speak Only English at Home	24,013	80.68
Speak Asian/Pac. Isl. Lang. at Home	507	1.70
Speak IndoEuropean Language at Home	597	2.01
Speak Spanish at Home	4,452	14.96
Speak Other Language at Home	196	0.66
2015 Est. Population by Sex	32,431	
Male	16,086	49.60
Female	16,345	50.40

DESCRIPTION	DATA	%
2015 Est. Population by Age	32,431	
Age 0 - 4	2,666	8.22
Age 5 - 9	2,899	8.94
Age 10 - 14	2,973	9.17
Age 15 - 17	1,611	4.97
Age 18 - 20	1,368	4.22
Age 21 - 24	1,581	4.87
Age 25 - 34	3,906	12.04
Age 35 - 44	5,815	17.93
Age 45 - 54	4,550	14.03
Age 55 - 64	2,915	8.99
Age 65 - 74	1,476	4.55
Age 75 - 84	521	1.61
Age 85 and over	150	0.46
Age 16 and over	23,362	72.04
Age 18 and over	22,282	68.71
Age 21 and over	20,914	64.49
Age 65 and over	2,147	6.62
2015 Est. Median Age	33.0	
2015 Est. Average Age	32.8	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	16,086	
Age 0 - 4	1,353	8.41
Age 5 - 9	1,466	9.11
Age 10 - 14	1,540	9.57
Age 15 - 17	842	5.23
Age 18 - 20	726	4.51
Age 21 - 24	841	5.23
Age 25 - 34	1,817	11.30
Age 35 - 44	2,873	17.86
Age 45 - 54	2,280	14.17
Age 55 - 64	1,420	8.83
Age 65 - 74	662	4.12
Age 75 - 84	214	1.33
Age 85 and over	52	0.32
2015 Est. Median Age, Male	32.0	
2015 Est. Average Age, Male	32.1	
2015 Est. Female Population by Age	16,345	
Age 0 - 4	1,313	8.03
Age 5 - 9	1,433	8.77
Age 10 - 14	1,433	8.77
Age 15 - 17	769	4.70
Age 18 - 20	642	3.93
Age 21 - 24	740	4.53
Age 25 - 34	2,089	12.78
Age 35 - 44	2,942	18.00
Age 45 - 54	2,270	13.89
Age 55 - 64	1,495	9.15
Age 65 - 74	814	4.98
Age 75 - 84	307	1.88
Age 85 and over	98	0.60

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	33.8	
2015 Est. Average Age, Female	33.5	
2015 Est. Pop Age 15+ by Marital Status	23,893	
Total, Never Married	5,513	23.07
Males, Never Married	3,062	12.82
Females, Never Married	2,451	10.26
Married, Spouse present	13,546	56.69
Married, Spouse absent	931	3.90
Widowed	525	2.20
Males Widowed	54	0.23
Females Widowed	471	1.97
Divorced	3,378	14.14
Males Divorced	1,358	5.68
Females Divorced	2,020	8.45
2015 Est. Pop Age 25+ by Edu. Attainment	19,333	
Less than 9th grade	745	3.85
Some High School, no diploma	889	4.60
High School Graduate (or GED)	4,467	23.11
Some College, no degree	5,452	28.20
Associate Degree	1,988	10.28
Bachelor's Degree	4,292	22.20
Master's Degree	1,210	6.26
Professional School Degree	197	1.02
Doctorate Degree	93	0.48
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	4,123	
No High School Diploma	907	22.00
High School Graduate	1,155	28.01
Some College or Associate's Degree	1,230	29.83
Bachelor's Degree or Higher	831	20.16

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DESCRIPTION	DATA	%
Households		
2020 Projection	11,775	
2015 Estimate	10,449	
2010 Census	8,612	
2000 Census	3,314	
Growth 2015-2020	12.69%	
Growth 2010-2015	21.33%	
Growth 2000-2010	159.87%	
2015 Est. Households by Household Type	10,449	
Family Households	8,473	81.09
Nonfamily Households	1,976	18.91
2015 Est. Group Quarters Population	1	
2015 HHs by Ethnicity, Hispanic/Latino	2,029	19.42
2015 Est. Households by HH Income	10,449	
Income < \$15,000	464	4.44
Income \$15,000 - \$24,999	466	4.46
Income \$25,000 - \$34,999	652	6.24
Income \$35,000 - \$49,999	1,283	12.28
Income \$50,000 - \$74,999	2,488	23.81
Income \$75,000 - \$99,999	1,725	16.51
Income \$100,000 - \$124,999	1,297	12.41
Income \$125,000 - \$149,999	862	8.25
Income \$150,000 - \$199,999	682	6.53
Income \$200,000 - \$249,999	248	2.37
Income \$250,000 - \$499,999	230	2.20
Income \$500,000+	52	0.50

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$89,587	
2015 Est. Median Household Income	\$73,709	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	74,683	
Black or African American Alone	85,714	
American Indian and Alaska Native Alone	67,188	
Asian Alone	73,558	
Native Hawaiian and Other Pacific Islander Alone	50,000	
Some Other Race Alone	54,508	
Two or More Races	76,974	
Hispanic or Latino	62,389	
Not Hispanic or Latino	77,729	
2015 Est. Family HH Type by Presence of Own Child.	8,473	
Married-Couple Family, own children	4,001	47.22
Married-Couple Family, no own children	2,677	31.59
Male Householder, own children	326	3.85
Male Householder, no own children	210	2.48
Female Householder, own children	785	9.26
Female Householder, no own children	474	5.59
2015 Est. Households by Household Size	10,449	
1-person	1,537	14.71
2-person	2,871	27.48
3-person	2,156	20.63
4-person	2,054	19.66
5-person	1,089	10.42
6-person	465	4.45
7-or-more-person	277	2.65

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	3.10	
2015 Est. Households by Presence of People Under 18	10,449	
Households with 1 or More People under Age 18:	5,488	52.52
Married-Couple Family	4,166	75.91
Other Family, Male Householder	368	6.71
Other Family, Female Householder	908	16.55
Nonfamily, Male Householder	33	0.60
Nonfamily, Female Householder	13	0.24
Households with No People under Age 18:	4,961	47.48
Married-Couple Family	2,512	50.63
Other Family, Male Householder	167	3.37
Other Family, Female Householder	350	7.06
Nonfamily, Male Householder	959	19.33
Nonfamily, Female Householder	973	19.61
2015 Est. Households by Number of Vehicles	10,449	
No Vehicles	228	2.18
1 Vehicle	2,280	21.82
2 Vehicles	5,563	53.24
3 Vehicles	1,934	18.51
4 Vehicles	299	2.86
5 or more Vehicles	145	1.39
2015 Est. Average Number of Vehicles	2.0	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	9,556	
2015 Estimate	8,473	
2010 Census	6,962	
2000 Census	2,715	
Growth 2015-2020	12.78%	
Growth 2010-2015	21.70%	
Growth 2000-2010	156.43%	
2015 Est. Families by Poverty Status	8,473	
2015 Families at or Above Poverty	8,074	95.29
2015 Families at or Above Poverty with Children	5,205	61.43
2015 Families Below Poverty	399	4.71
2015 Families Below Poverty with Children	257	3.03
2015 Est. Pop Age 16+ by Employment Status	23,362	
In Armed Forces	54	0.23
Civilian - Employed	15,881	67.98
Civilian - Unemployed	1,425	6.10
Not in Labor Force	6,002	25.69
2015 Est. Civ. Employed Pop 16+ by Class of Worker	16,287	
For-Profit Private Workers	10,411	63.92
Non-Profit Private Workers	1,392	8.55
Local Government Workers	1,454	8.93
State Government Workers	1,261	7.74
Federal Government Workers	152	0.93
Self-Employed Workers	1,569	9.63
Unpaid Family Workers	48	0.29

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	16,287	
Architect/Engineer	401	2.46
Arts/Entertainment/Sports	273	1.68
Building Grounds Maintenance	559	3.43
Business/Financial Operations	1,090	6.69
Community/Social Services	246	1.51
Computer/Mathematical	641	3.94
Construction/Extraction	1,209	7.42
Education/Training/Library	924	5.67
Farming/Fishing/Forestry	14	0.09
Food Prep/Serving	863	5.30
Health Practitioner/Technician	856	5.26
Healthcare Support	363	2.23
Maintenance Repair	668	4.10
Legal	93	0.57
Life/Physical/Social Science	72	0.44
Management	2,207	13.55
Office/Admin. Support	1,736	10.66
Production	601	3.69
Protective Services	468	2.87
Sales/Related	2,299	14.12
Personal Care/Service	349	2.14
Transportation/Moving	355	2.18
2015 Est. Pop 16+ by Occupation Classification	16,287	
Blue Collar	2,833	17.39
White Collar	10,838	66.54
Service and Farm	2,616	16.06

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	16,033	
Drove Alone	12,945	80.74
Car Pooled	1,724	10.75
Public Transportation	67	0.42
Walked	78	0.49
Bicycle	25	0.16
Other Means	136	0.85
Worked at Home	1,058	6.60
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	2,488	
15 - 29 Minutes	4,140	
30 - 44 Minutes	5,058	
45 - 59 Minutes	1,777	
60 or more Minutes	1,576	
2015 Est. Avg. Travel Time to Work in Minutes	33.76	
2015 Est. Occupied Housing Units by Tenure	10,449	
Owner Occupied	8,579	82.10
Renter Occupied	1,870	17.90
2015 Owner Occ. HUs: Avg. Length of Residence	9.5	
2015 Renter Occ. HUs: Avg. Length of Residence	6.0	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	8,579	
Value Less than \$20,000	53	0.62
Value \$20,000 - \$39,999	74	0.86
Value \$40,000 - \$59,999	157	1.83
Value \$60,000 - \$79,999	124	1.45
Value \$80,000 - \$99,999	164	1.91
Value \$100,000 - \$149,999	2,107	24.56
Value \$150,000 - \$199,999	2,775	32.35
Value \$200,000 - \$299,999	1,692	19.72
Value \$300,000 - \$399,999	674	7.86
Value \$400,000 - \$499,999	332	3.87
Value \$500,000 - \$749,999	275	3.21
Value \$750,000 - \$999,999	91	1.06
Value \$1,000,000 or more	61	0.71
2015 Est. Median All Owner-Occupied Housing Value	\$179,018	
2015 Est. Housing Units by Units in Structure	10,864	
1 Unit Attached	143	1.32
1 Unit Detached	9,743	89.68
2 Units	98	0.90
3 or 4 Units	106	0.98
5 to 19 Units	144	1.33
20 to 49 Units	78	0.72
50 or More Units	37	0.34
Mobile Home or Trailer	515	4.74
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	10,864	
Housing Units Built 2010 or later	1,753	16.14
Housing Units Built 2000 to 2009	5,259	48.41
Housing Units Built 1990 to 1999	2,086	19.20
Housing Units Built 1980 to 1989	1,110	10.22
Housing Units Built 1970 to 1979	404	3.72
Housing Units Built 1960 to 1969	110	1.01
Housing Units Built 1950 to 1959	26	0.24
Housing Units Built 1940 to 1949	35	0.32
Housing Unit Built 1939 or Earlier	81	0.75
2015 Est. Median Year Structure Built**	2003	



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their 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.

**The Retail Coach -
It’s not about data. It’s about your success.**

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Acknowledgements

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2014/2015, ESRI 2014, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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