



PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Leander, Texas

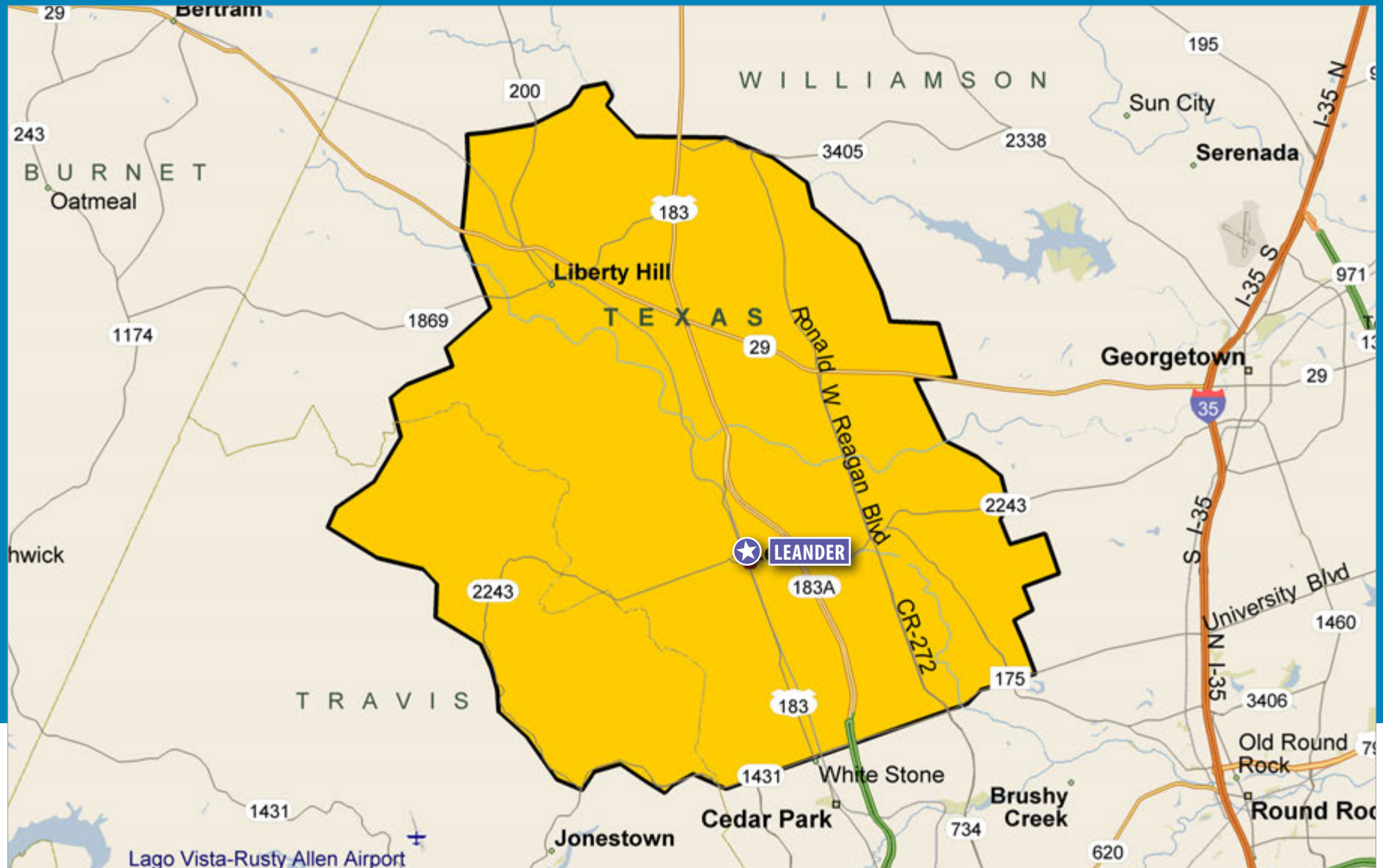


Prepared for
City of Leander
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Primary Retail Trade Area

Leander, Texas



City of
Leander

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Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
Population		
2020 Projection	84,781	
2015 Estimate	75,440	
2010 Census	63,649	
2000 Census	29,694	
Growth 2015-2020	12.38%	
Growth 2010-2015	18.53%	
Growth 2000-2010	114.35%	
2015 Est. Population by Single-Classification Race	75,440	
White Alone	61,735	81.83
Black or African American Alone	3,187	4.22
Amer. Indian and Alaska Native Alone	485	0.64
Asian Alone	1,793	2.38
Native Hawaiian and Other Pac. Isl. Alone	69	0.09
Some Other Race Alone	5,457	7.23
Two or More Races	2,714	3.60
2015 Est. Population by Hispanic or Latino Origin	75,440	
Not Hispanic or Latino	58,928	78.11
Hispanic or Latino:	16,512	21.89
Mexican	13,650	82.67
Puerto Rican	526	3.19
Cuban	146	0.88
All Other Hispanic or Latino	2,189	13.26

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	16,512	
White Alone	9,566	57.93
Black or African American Alone	189	1.14
American Indian and Alaska Native Alone	199	1.21
Asian Alone	81	0.49
Native Hawaiian and Other Pacific Islander Alone	6	0.04
Some Other Race Alone	5,335	32.31
Two or More Races	1,137	6.89
2015 Est. Pop by Race, Asian Alone, by Category	1,793	
Chinese, except Taiwanese	157	8.76
Filipino	428	23.87
Japanese	168	9.37
Asian Indian	505	28.17
Korean	101	5.63
Vietnamese	255	14.22
Cambodian	8	0.45
Hmong	7	0.39
Laotian	18	1.00
Thai	40	2.23
All Other Asian Races Including 2+ Category	106	5.91
2015 Est. Population by Ancestry	75,440	
Arab	246	0.33
Czech	592	0.78
Danish	169	0.22
Dutch	346	0.46
English	4,782	6.34
French (except Basque)	1,574	2.09
French Canadian	626	0.83
German	11,893	15.76
Greek	166	0.22

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DESCRIPTION	DATA	%
Hungarian	190	0.25
Irish	3,932	5.21
Italian	1,436	1.90
Lithuanian	84	0.11
United States or American	5,112	6.78
Norwegian	771	1.02
Polish	853	1.13
Portuguese	51	0.07
Russian	87	0.12
Scottish	1,053	1.40
Scotch-Irish	1,090	1.44
Slovak	18	0.02
Subsaharan African	1,200	1.59
Swedish	470	0.62
Swiss	87	0.12
Ukrainian	44	0.06
Welsh	171	0.23
West Indian (except Hisp. groups)	291	0.39
Other ancestries	28,808	38.19
Ancestry Unclassified	9,296	12.32
2015 Est. Pop Age 5+ by Language Spoken at Home	69,631	
Speak Only English at Home	58,912	84.61
Speak Asian/Pac. Isl. Lang. at Home	899	1.29
Speak IndoEuropean Language at Home	1,402	2.01
Speak Spanish at Home	8,092	11.62
Speak Other Language at Home	325	0.47
2015 Est. Population by Sex	75,440	
Male	37,303	49.45
Female	38,137	50.55

DESCRIPTION	DATA	%
2015 Est. Population by Age	75,440	
Age 0 - 4	5,809	7.70
Age 5 - 9	6,225	8.25
Age 10 - 14	6,770	8.97
Age 15 - 17	3,741	4.96
Age 18 - 20	3,169	4.20
Age 21 - 24	3,620	4.80
Age 25 - 34	8,326	11.04
Age 35 - 44	12,821	16.99
Age 45 - 54	11,101	14.72
Age 55 - 64	7,576	10.04
Age 65 - 74	4,154	5.51
Age 75 - 84	1,587	2.10
Age 85 and over	541	0.72
Age 16 and over	55,406	73.44
Age 18 and over	52,896	70.12
Age 21 and over	49,726	65.91
Age 65 and over	6,282	8.33
2015 Est. Median Age	35.0	
2015 Est. Average Age	34.3	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	37,303	
Age 0 - 4	2,954	7.92
Age 5 - 9	3,181	8.53
Age 10 - 14	3,480	9.33
Age 15 - 17	1,950	5.23
Age 18 - 20	1,677	4.50
Age 21 - 24	1,909	5.12
Age 25 - 34	3,892	10.43
Age 35 - 44	6,349	17.02
Age 45 - 54	5,495	14.73
Age 55 - 64	3,689	9.89
Age 65 - 74	1,906	5.11
Age 75 - 84	660	1.77
Age 85 and over	163	0.44
2015 Est. Median Age, Male	34.0	
2015 Est. Average Age, Male	33.5	
2015 Est. Female Population by Age	38,137	
Age 0 - 4	2,855	7.49
Age 5 - 9	3,044	7.98
Age 10 - 14	3,290	8.63
Age 15 - 17	1,791	4.70
Age 18 - 20	1,493	3.91
Age 21 - 24	1,711	4.49
Age 25 - 34	4,434	11.63
Age 35 - 44	6,472	16.97
Age 45 - 54	5,606	14.70
Age 55 - 64	3,887	10.19
Age 65 - 74	2,249	5.90
Age 75 - 84	927	2.43
Age 85 and over	378	0.99

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	35.7	
2015 Est. Average Age, Female	35.1	
2015 Est. Pop Age 15+ by Marital Status	56,637	
Total, Never Married	13,640	24.08
Males, Never Married	7,204	12.72
Females, Never Married	6,437	11.37
Married, Spouse present	32,577	57.52
Married, Spouse absent	2,059	3.64
Widowed	1,387	2.45
Males Widowed	217	0.38
Females Widowed	1,170	2.07
Divorced	6,973	12.31
Males Divorced	2,922	5.16
Females Divorced	4,051	7.15
2015 Est. Pop Age 25+ by Edu. Attainment	46,106	
Less than 9th grade	1,358	2.95
Some High School, no diploma	2,013	4.37
High School Graduate (or GED)	10,132	21.98
Some College, no degree	12,457	27.02
Associate Degree	4,552	9.87
Bachelor's Degree	11,408	24.74
Master's Degree	3,250	7.05
Professional School Degree	677	1.47
Doctorate Degree	259	0.56
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	8,122	
No High School Diploma	1,770	21.79
High School Graduate	2,210	27.21
Some College or Associate's Degree	2,588	31.86
Bachelor's Degree or Higher	1,554	19.13

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DESCRIPTION	DATA	%
Households		
2020 Projection	28,415	
2015 Estimate	25,213	
2010 Census	21,190	
2000 Census	9,781	
Growth 2015-2020	12.70%	
Growth 2010-2015	18.99%	
Growth 2000-2010	116.64%	
2015 Est. Households by Household Type	25,213	
Family Households	20,265	80.38
Nonfamily Households	4,948	19.62
2015 Est. Group Quarters Population	261	
2015 HHs by Ethnicity, Hispanic/Latino	4,051	16.07
2015 Est. Households by HH Income	25,213	
Income < \$15,000	1,112	4.41
Income \$15,000 - \$24,999	1,295	5.14
Income \$25,000 - \$34,999	1,367	5.42
Income \$35,000 - \$49,999	2,607	10.34
Income \$50,000 - \$74,999	5,647	22.40
Income \$75,000 - \$99,999	4,262	16.90
Income \$100,000 - \$124,999	3,200	12.69
Income \$125,000 - \$149,999	2,187	8.67
Income \$150,000 - \$199,999	1,981	7.86
Income \$200,000 - \$249,999	748	2.97
Income \$250,000 - \$499,999	651	2.58
Income \$500,000+	155	0.61

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$94,494	
2015 Est. Median Household Income	\$78,387	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	80,386	
Black or African American Alone	80,182	
American Indian and Alaska Native Alone	74,625	
Asian Alone	77,718	
Native Hawaiian and Other Pacific Islander Alone	55,829	
Some Other Race Alone	57,169	
Two or More Races	76,257	
Hispanic or Latino	65,837	
Not Hispanic or Latino	81,517	
2015 Est. Family HH Type by Presence of Own Child.	20,265	
Married-Couple Family, own children	9,177	45.28
Married-Couple Family, no own children	7,187	35.47
Male Householder, own children	697	3.44
Male Householder, no own children	460	2.27
Female Householder, own children	1,709	8.43
Female Householder, no own children	1,036	5.11
2015 Est. Households by Household Size	25,213	
1-person	4,030	15.98
2-person	7,482	29.68
3-person	5,051	20.03
4-person	4,806	19.06
5-person	2,314	9.18
6-person	984	3.90
7-or-more-person	548	2.17

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.98	
2015 Est. Households by Presence of People Under 18	25,213	
Households with 1 or More People under Age 18:	12,466	49.44
Married-Couple Family	9,589	76.92
Other Family, Male Householder	793	6.36
Other Family, Female Householder	1,981	15.89
Nonfamily, Male Householder	73	0.59
Nonfamily, Female Householder	30	0.24
Households with No People under Age 18:	12,747	50.56
Married-Couple Family	6,769	53.10
Other Family, Male Householder	358	2.81
Other Family, Female Householder	768	6.02
Nonfamily, Male Householder	2,287	17.94
Nonfamily, Female Householder	2,565	20.12
2015 Est. Households by Number of Vehicles	25,213	
No Vehicles	635	2.52
1 Vehicle	5,340	21.18
2 Vehicles	13,458	53.38
3 Vehicles	4,440	17.61
4 Vehicles	928	3.68
5 or more Vehicles	412	1.63
2015 Est. Average Number of Vehicles	2.1	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	22,852	
2015 Estimate	20,265	
2010 Census	17,008	
2000 Census	8,149	
Growth 2015-2020	12.76%	
Growth 2010-2015	19.15%	
Growth 2000-2010	108.70%	
2015 Est. Families by Poverty Status	20,265	
2015 Families at or Above Poverty	19,281	95.14
2015 Families at or Above Poverty with Children	11,645	57.46
2015 Families Below Poverty	984	4.86
2015 Families Below Poverty with Children	633	3.12
2015 Est. Pop Age 16+ by Employment Status	55,406	
In Armed Forces	102	0.18
Civilian - Employed	37,706	68.05
Civilian - Unemployed	3,005	5.42
Not in Labor Force	14,592	26.34
2015 Est. Civ. Employed Pop 16+ by Class of Worker	38,529	
For-Profit Private Workers	25,119	65.20
Non-Profit Private Workers	2,948	7.65
Local Government Workers	3,350	8.69
State Government Workers	2,792	7.25
Federal Government Workers	397	1.03
Self-Employed Workers	3,869	10.04
Unpaid Family Workers	55	0.14

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	38,529	
Architect/Engineer	1,024	2.66
Arts/Entertainment/Sports	854	2.22
Building Grounds Maintenance	891	2.31
Business/Financial Operations	2,598	6.74
Community/Social Services	526	1.37
Computer/Mathematical	1,833	4.76
Construction/Extraction	2,426	6.30
Education/Training/Library	2,560	6.64
Farming/Fishing/Forestry	52	0.13
Food Prep/Serving	1,864	4.84
Health Practitioner/Technician	2,174	5.64
Healthcare Support	791	2.05
Maintenance Repair	1,467	3.81
Legal	281	0.73
Life/Physical/Social Science	163	0.42
Management	5,269	13.68
Office/Admin. Support	4,307	11.18
Production	1,328	3.45
Protective Services	1,042	2.70
Sales/Related	5,060	13.13
Personal Care/Service	1,197	3.11
Transportation/Moving	824	2.14
2015 Est. Pop 16+ by Occupation Classification	38,529	
Blue Collar	6,045	15.69
White Collar	26,648	69.16
Service and Farm	5,837	15.15

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	37,970	
Drove Alone	30,313	79.83
Car Pooled	3,876	10.21
Public Transportation	189	0.50
Walked	282	0.74
Bicycle	61	0.16
Other Means	372	0.98
Worked at Home	2,877	7.58
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	5,646	
15 - 29 Minutes	10,034	
30 - 44 Minutes	12,194	
45 - 59 Minutes	4,113	
60 or more Minutes	3,215	
2015 Est. Avg. Travel Time to Work in Minutes	33.29	
2015 Est. Occupied Housing Units by Tenure	25,213	
Owner Occupied	20,953	83.10
Renter Occupied	4,260	16.90
2015 Owner Occ. HUs: Avg. Length of Residence	10.1	
2015 Renter Occ. HUs: Avg. Length of Residence	6.3	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	20,953	
Value Less than \$20,000	235	1.12
Value \$20,000 - \$39,999	215	1.03
Value \$40,000 - \$59,999	347	1.66
Value \$60,000 - \$79,999	285	1.36
Value \$80,000 - \$99,999	415	1.98
Value \$100,000 - \$149,999	3,882	18.53
Value \$150,000 - \$199,999	6,384	30.47
Value \$200,000 - \$299,999	4,728	22.56
Value \$300,000 - \$399,999	2,084	9.95
Value \$400,000 - \$499,999	1,069	5.10
Value \$500,000 - \$749,999	872	4.16
Value \$750,000 - \$999,999	276	1.32
Value \$1,000,000 or more	161	0.77
2015 Est. Median All Owner-Occupied Housing Value	\$189,921	
2015 Est. Housing Units by Units in Structure	26,292	
1 Unit Attached	198	0.75
1 Unit Detached	23,298	88.61
2 Units	171	0.65
3 or 4 Units	309	1.18
5 to 19 Units	213	0.81
20 to 49 Units	167	0.64
50 or More Units	168	0.64
Mobile Home or Trailer	1,737	6.61
Boat, RV, Van, etc.	29	0.11

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	26,292	
Housing Units Built 2010 or later	4,378	16.65
Housing Units Built 2000 to 2009	11,182	42.53
Housing Units Built 1990 to 1999	5,723	21.77
Housing Units Built 1980 to 1989	2,879	10.95
Housing Units Built 1970 to 1979	1,251	4.76
Housing Units Built 1960 to 1969	259	0.99
Housing Units Built 1950 to 1959	164	0.62
Housing Units Built 1940 to 1949	180	0.68
Housing Unit Built 1939 or Earlier	276	1.05
2015 Est. Median Year Structure Built**	2002	



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

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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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