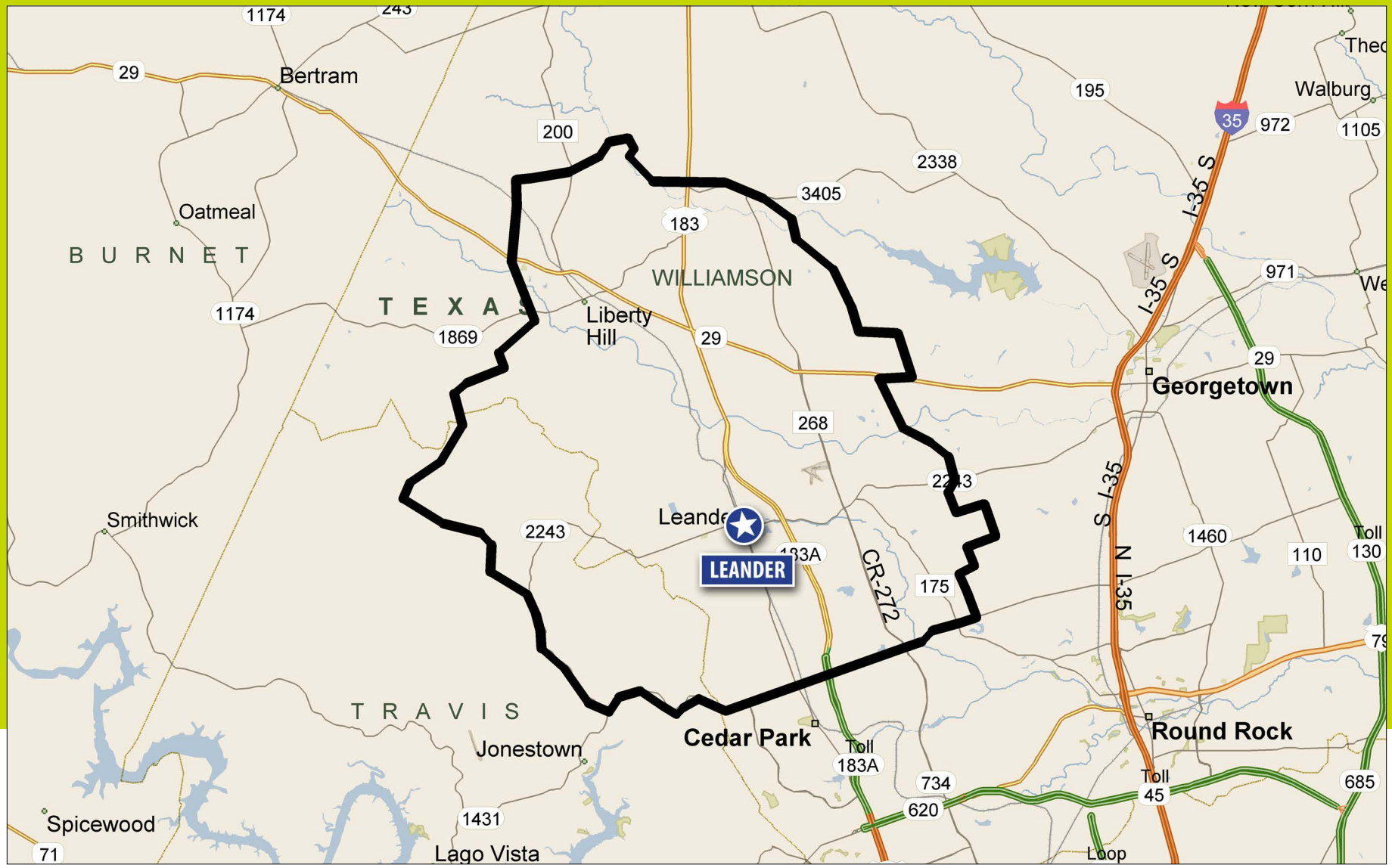
City of Leander

2013 DEMOGRAPHIC PROFILE
Primary Retail Trade Area
Leander, Texas

Prepared for
City of Leander
March 2013

TheRetailCoach®

PRIMARY RETAIL TRADE AREA MAP
Leander, Texas



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City of Leander

PRIMARY RETAIL TRADE AREA DEMOGRAPHICS
Leander, Texas

DESCRIPTION	DATA	%
Population		
2018 Projection	82,566	
2013 Estimate	71,528	
2010 Census	63,949	
2000 Census	30,320	
Growth 2013-2018	15.43%	
Growth 2010-2013	11.85%	
Growth 2000-2010	110.91%	
2013 Est. Pop by Single Race Class	71,528	
White Alone	58,496	81.78
Black or African American Alone	3,004	4.20
Amer. Indian and Alaska Native Alone	476	0.67
Asian Alone	1,626	2.27
Native Hawaiian and Other Pac. Isl. Alone	61	0.09
Some Other Race Alone	5,277	7.38
Two or More Races	2,589	3.62
2013 Est. Pop Hisp or Latino by Origin	71,528	
Not Hispanic or Latino	55,528	77.63
Hispanic or Latino:	16,000	22.37
Mexican	13,157	82.23
Puerto Rican	821	5.13
Cuban	123	0.77
All Other Hispanic or Latino	1,898	11.86

DESCRIPTION	DATA	%
2013 Est. Hisp or Latino by Single Race Class	16,000	
White Alone	9,307	58.17
Black or African American Alone	187	1.17
American Indian and Alaska Native Alone	193	1.21
Asian Alone	78	0.49
Native Hawaiian and Other Pacific Islander Alone	5	0.03
Some Other Race Alone	5,148	32.18
Two or More Races	1,082	6.76
2013 Est. Pop. Asian Alone Race by Cat	1,626	
Chinese, except Taiwanese	318	19.56
Filipino	197	12.12
Japanese	217	13.35
Asian Indian	355	21.83
Korean	37	2.28
Vietnamese	215	13.22
Cambodian	11	0.68
Hmong	0	0.00
Laotian	25	1.54
Thai	66	4.06
All Other Asian Races Including 2+ Category	185	11.38

PRIMARY RETAIL TRADE AREA DEMOGRAPHICS
Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Population by Ancestry	71,528	
Pop, Arab	203	0.28
Pop, Czech	840	1.17
Pop, Danish	254	0.36
Pop, Dutch	406	0.57
Pop, English	4,824	6.74
Pop, French (except Basque)	1,078	1.51
Pop, French Canadian	844	1.18
Pop, German	11,891	16.62
Pop, Greek	47	0.07
Pop, Hungarian	195	0.27
Pop, Irish	5,138	7.18
Pop, Italian	1,879	2.63
Pop, Lithuanian	64	0.09
Pop, United States or American	3,698	5.17
Pop, Norwegian	889	1.24
Pop, Polish	1,136	1.59
Pop, Portuguese	36	0.05
Pop, Russian	97	0.14
Pop, Scottish	1,018	1.42
Pop, Scotch-Irish	1,049	1.47
Pop, Slovak	24	0.03
Pop, Subsaharan African	613	0.86
Pop, Swedish	491	0.69
Pop, Swiss	150	0.21
Pop, Ukrainian	5	0.01
Pop, Welsh	86	0.12
Pop, West Indian (exc Hisp groups)	149	0.21
Pop, Other ancestries	25,648	35.86
Pop, Ancestry Unclassified	8,777	12.27

DESCRIPTION	DATA	%
2013 Est. Pop Age 5+ by Language Spoken At Home	65,559	
Speak Only English at Home	55,807	85.12
Speak Asian/Pac. Isl. Lang. at Home	547	0.83
Speak IndoEuropean Language at Home	1,019	1.55
Speak Spanish at Home	7,988	12.18
Speak Other Language at Home	198	0.30
2013 Est. Population by Sex	71,528	
Male	35,376	49.46
Female	36,152	50.54
2013 Est. Population by Age	71,528	
Age 0 - 4	5,969	8.34
Age 5 - 9	6,475	9.05
Age 10 - 14	6,386	8.93
Age 15 - 17	3,738	5.23
Age 18 - 20	2,533	3.54
Age 21 - 24	3,064	4.28
Age 25 - 34	8,499	11.88
Age 35 - 44	12,263	17.14
Age 45 - 54	10,399	14.54
Age 55 - 64	6,839	9.56
Age 65 - 74	3,503	4.90
Age 75 - 84	1,363	1.91
Age 85 and over	497	0.69
Age 16 and over	51,412	71.88
Age 18 and over	48,960	68.45
Age 21 and over	46,427	64.91
Age 65 and over	5,363	7.50
2013 Est. Median Age	33.9	
2013 Est. Average Age	33.50	

PRIMARY RETAIL TRADE AREA DEMOGRAPHICS
Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Male Population by Age	35,376	
Age 0 - 4	3,019	8.53
Age 5 - 9	3,313	9.37
Age 10 - 14	3,345	9.46
Age 15 - 17	1,941	5.49
Age 18 - 20	1,377	3.89
Age 21 - 24	1,587	4.49
Age 25 - 34	3,934	11.12
Age 35 - 44	6,071	17.16
Age 45 - 54	5,176	14.63
Age 55 - 64	3,326	9.40
Age 65 - 74	1,579	4.46
Age 75 - 84	566	1.60
Age 85 and over	142	0.40
2013 Est. Median Age, Male	32.9	
2013 Est. Average Age, Male	32.70	
2013 Est. Female Population by Age	36,152	
Age 0 - 4	2,951	8.16
Age 5 - 9	3,162	8.75
Age 10 - 14	3,041	8.41
Age 15 - 17	1,797	4.97
Age 18 - 20	1,156	3.20
Age 21 - 24	1,477	4.09
Age 25 - 34	4,565	12.63
Age 35 - 44	6,192	17.13
Age 45 - 54	5,223	14.45
Age 55 - 64	3,513	9.72
Age 65 - 74	1,925	5.32
Age 75 - 84	797	2.20
Age 85 and over	355	0.98

DESCRIPTION	DATA	%
2013 Est. Median Age, Female	34.8	
2013 Est. Average Age, Female	34.30	
2013 Est. Pop Age 15+ by Marital Status	52,698	
Total, Never Married	11,652	22.11
Males, Never Married	6,441	12.22
Females, Never Married	5,211	9.89
Married, Spouse present	30,938	58.71
Married, Spouse absent	2,047	3.88
Widowed	1,469	2.79
Males Widowed	293	0.56
Females Widowed	1,177	2.23
Divorced	6,592	12.51
Males Divorced	2,531	4.80
Females Divorced	4,062	7.71
2013 Est. Pop. Age 25+ by Edu. Attainment	43,363	
Less than 9th grade	1,300	3.00
Some High School, no diploma	1,884	4.34
High School Graduate (or GED)	10,818	24.95
Some College, no degree	12,338	28.45
Associate Degree	3,830	8.83
Bachelor's Degree	9,568	22.06
Master's Degree	2,831	6.53
Professional School Degree	443	1.02
Doctorate Degree	351	0.81
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	7,831	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	1,927	24.61
CY Pop 25+, Hisp/Lat, High School Graduate	1,533	19.58
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	2,869	36.64
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	1,502	19.18

PRIMARY RETAIL TRADE AREA DEMOGRAPHICS
Leander, Texas

DESCRIPTION	DATA	%
Households		
2018 Projection	27,396	
2013 Estimate	23,768	
2010 Census	21,300	
2000 Census	9,983	
Growth 2013-2018	15.26%	
Growth 2010-2013	11.59%	
Growth 2000-2010	113.36%	
2013 Est. Households by Household Type	23,768	
Family Households	19,068	80.23
Nonfamily Households	4,700	19.77
2013 Est. Group Quarters Population	246	
2013 HHs by Ethnicity, Hispanic/Latino	3,917	16.48
2013 Est. HHs by HH Income	23,768	
CY HHs, Inc Less Than $15,000	1,347	5.67
CY HHs, Inc $15,000 - $24,999	1,301	5.47
CY HHs, Inc $25,000 - $34,999	1,478	6.22
CY HHs, Inc $35,000 - $49,999	3,193	13.43
CY HHs, Inc $50,000 - $74,999	5,732	24.12
CY HHs, Inc $75,000 - $99,999	4,691	19.74
CY HHs, Inc $100,000 - $124,999	2,705	11.38
CY HHs, Inc $125,000 - $149,999	1,637	6.89
CY HHs, Inc $150,000 - $199,999	962	4.05
CY HHs, Inc $200,000 - $249,999	313	1.32
CY HHs, Inc $250,000 - $499,999	350	1.47
CY HHs, Inc $500,000+	60	0.25

DESCRIPTION	DATA	%
2013 Est. Average Household Income	$80,730	
2013 Est. Median Household Income	$69,908	
2012 Est. Per Capita Income	$24,565	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	70,874	
Black or African American Alone	76,340	
American Indian and Alaska Native Alone	67,421	
Asian Alone	70,859	
Native Hawaiian and Other Pacific Islander Alone	80,232	
Some Other Race Alone	48,489	
Two or More Races	82,220	
Hispanic or Latino	60,534	
Not Hispanic or Latino	72,105	
2013 Est. Family HH Type, Presence Own Children	19,068	
Married-Couple Family, own children	8,928	46.82
Married-Couple Family, no own children	6,336	33.23
Male Householder, own children	725	3.80
Male Householder, no own children	399	2.09
Female Householder, own children	1,784	9.36
Female Householder, no own children	897	4.70

PRIMARY RETAIL TRADE AREA DEMOGRAPHICS
Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Households by Household Size	23,768	
1-person household	3,710	15.61
2-person household	7,015	29.51
3-person household	4,739	19.94
4-person household	4,637	19.51
5-person household	2,208	9.29
6-person household	928	3.90
7 or more person household	530	2.23
2013 Est. Average Household Size	3.00	
2013 Est. Households by Presence of People	23,768	
Households with 1 or more People under Age 18:	11,880	49.98
Married-Couple Family	8,978	75.57
Other Family, Male Householder	737	6.20
Other Family, Female Householder	1,951	16.42
Nonfamily, Male Householder	204	1.72
Nonfamily, Female Householder	10	0.08
Households no People under Age 18:	11,888	50.02
Married-Couple Family	6,062	50.99
Other Family, Male Householder	380	3.20
Other Family, Female Householder	685	5.76
Nonfamily, Male Householder	2,441	20.53
Nonfamily, Female Householder	2,319	19.51

DESCRIPTION	DATA	%
2013 Est. Households by Number of Vehicles	23,768	
No Vehicles	552	2.32
1 Vehicle	5,092	21.42
2 Vehicles	12,280	51.67
3 Vehicles	4,624	19.45
4 Vehicles	903	3.80
5 or more Vehicles	317	1.33
2013 Est. Average Number of Vehicles	2	
Family Households		
2018 Projection	21,995	
2013 Estimate	19,068	
2010 Census	17,077	
2000 Census	8,303	
Growth 2013-2018	15.35%	
Growth 2010-2013	11.66%	
Growth 2000-2010	105.67%	
2013 Est. Families by Poverty Status	19,068	
2013 Families at or Above Poverty	18,047	94.65
2013 Families at or Above Poverty with Children	10,969	57.53
2013 Families Below Poverty	1,021	5.35
2013 Families Below Poverty with Children	833	4.37
2013 Est. Pop Age 16+ by Employment Status	51,412	
In Armed Forces	77	0.15
Civilian - Employed	36,071	70.16
Civilian - Unemployed	2,838	5.52
Not in Labor Force	12,425	24.17

PRIMARY RETAIL TRADE AREA DEMOGRAPHICS
Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Civ Employed Pop 16+ Class of Worker	36,455	
For-Profit Private Workers	23,533	64.55
Non-Profit Private Workers	2,666	7.31
Local Government Workers	3,729	10.23
State Government Workers	2,344	6.43
Federal Government Workers	410	1.12
Self-Emp Workers	3,743	10.27
Unpaid Family Workers	30	0.08
2013 Est. Civ Employed Pop 16+ by Occupation	36,455	
Architect/Engineer	1,140	3.13
Arts/Entertain/Sports	553	1.52
Building Grounds Maint	771	2.11
Business/Financial Ops	2,044	5.61
Community/Soc Svcs	476	1.31
Computer/Mathematical	1,811	4.97
Construction/Extraction	1,861	5.10
Edu/Training/Library	2,844	7.80
Farm/Fish/Forestry	43	0.12
Food Prep/Serving	1,478	4.05
Health Practitioner/Tec	1,872	5.14
Healthcare Support	647	1.77
Maintenance Repair	1,842	5.05
Legal	356	0.98
Life/Phys/Soc Science	265	0.73
Management	4,583	12.57
Office/Admin Support	5,086	13.95
Production	1,136	3.12
Protective Svcs	943	2.59
Sales/Related	4,757	13.05
Personal Care/Svc	831	2.28
Transportation/Moving	1,118	3.07

DESCRIPTION	DATA	%
2013 Est. Pop 16+ by Occupation Classification	36,455	
Blue Collar	5,956	16.34
White Collar	25,787	70.74
Service and Farm	4,712	12.93
2013 Est. Workers Age 16+, Transp. To Work	35,811	
Drove Alone	28,063	78.36
Car Pooled	4,575	12.78
Public Transportation	290	0.81
Walked	185	0.52
Bicycle	67	0.19
Other Means	324	0.90
Worked at Home	2,306	6.44
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	5,404	
15 - 29 Minutes	10,743	
30 - 44 Minutes	11,350	
45 - 59 Minutes	3,787	
60 or more Minutes	2,684	
2013 Est. Avg Travel Time to Work in Minutes	32.16	
2013 Est. Tenure of Occupied Housing Units	23,768	
Owner Occupied	19,699	82.88
Renter Occupied	4,069	17.12
2013 Owner Occ. HUs: Avg. Length of Residence	10.1	
2013 Renter Occ. HUs: Avg. Length of Residence	5.0	

PRIMARY RETAIL TRADE AREA DEMOGRAPHICS
Leander, Texas

DESCRIPTION	DATA	%
2013 Est. All Owner-Occupied Housing Values	19,699	
Value Less than $20,000	247	1.25
Value $20,000 - $39,999	261	1.32
Value $40,000 - $59,999	481	2.44
Value $60,000 - $79,999	519	2.63
Value $80,000 - $99,999	518	2.63
Value $100,000 - $149,999	6,079	30.86
Value $150,000 - $199,999	5,426	27.54
Value $200,000 - $299,999	3,422	17.37
Value $300,000 - $399,999	1,321	6.71
Value $400,000 - $499,999	780	3.96
Value $500,000 - $749,999	437	2.22
Value $750,000 - $999,999	103	0.52
Value $1,000,000 or more	105	0.53
2013 Est. Median All Owner-Occupied Housing Value	$166,081	
2013 Est. Housing Units by Units in Structure	24,996	
1 Unit Attached	220	0.88
1 Unit Detached	21,778	87.13
2 Units	218	0.87
3 or 4 Units	162	0.65
5 to 19 Units	431	1.72
20 to 49 Units	163	0.65
50 or More Units	296	1.18
Mobile Home or Trailer	1,694	6.78
Boat, RV, Van, etc.	35	0.14

DESCRIPTION	DATA	%
2013 Est. Housing Units by Year Structure Built	24,996	
Housing Unit Built 2005 or later	5,471	21.89
Housing Unit Built 2000 to 2004	7,495	29.98
Housing Unit Built 1990 to 1999	6,729	26.92
Housing Unit Built 1980 to 1989	3,226	12.91
Housing Unit Built 1970 to 1979	1,223	4.89
Housing Unit Built 1960 to 1969	251	1.00
Housing Unit Built 1950 to 1959	148	0.59
Housing Unit Built 1940 to 1949	126	0.50
Housing Unit Built 1939 or Earlier	326	1.30
2013 Est. Median Year Structure Built	2000	

C. Kelly Cofer
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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 2012/2013, ESRI 2011/2012, U.S. Census Bureau, Economy.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.

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