



RADIAL DEMOGRAPHICS

Leander, Texas

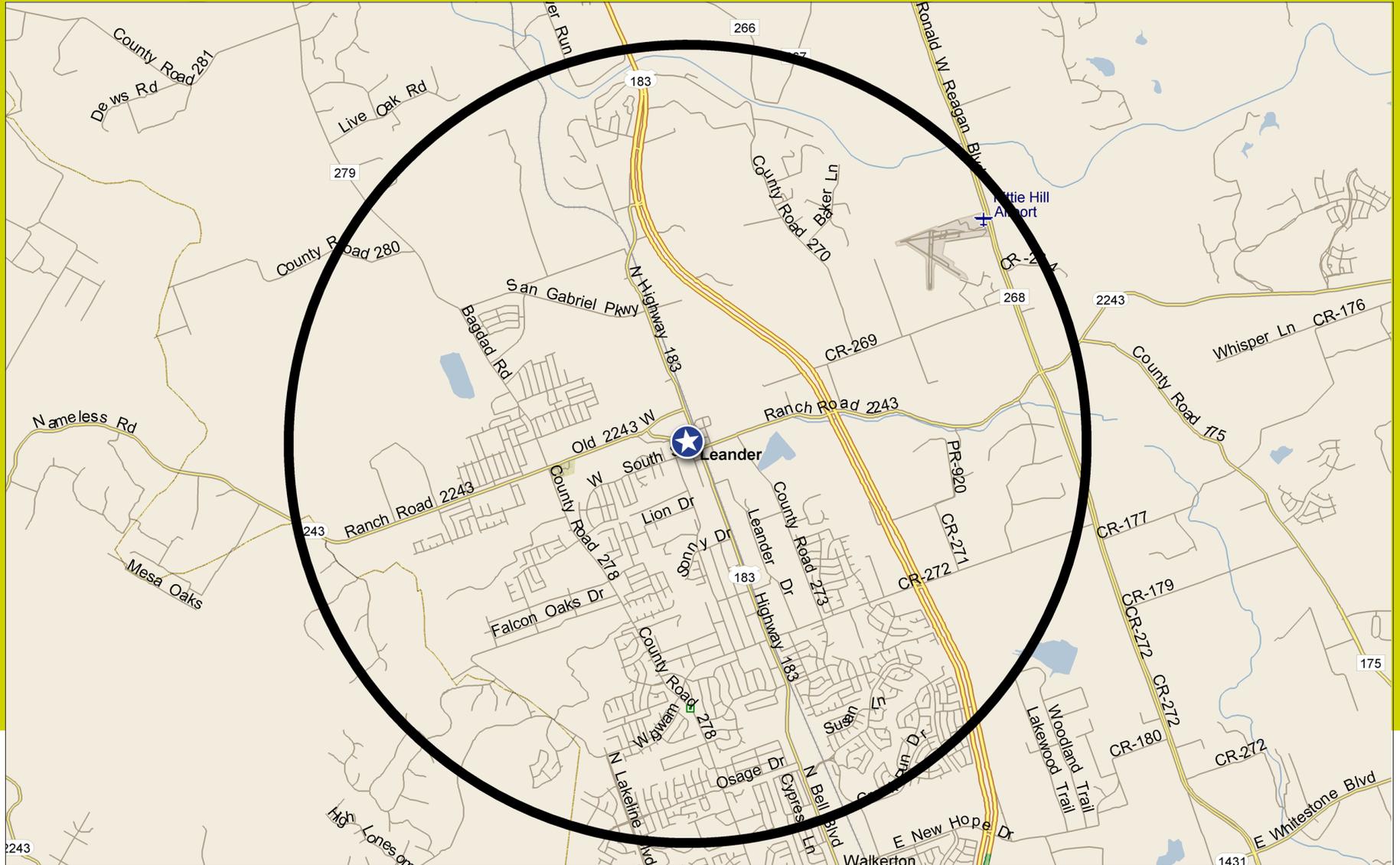


Prepared for
City of Leander
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RADIAL DEMOGRAPHICS | 3 MILE RADIAL MAP

Leander, Texas



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RADIAL DEMOGRAPHICS | 3 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
Population		
2018 Projection	43,007	
2013 Estimate	36,970	
2010 Census	32,780	
2000 Census	12,616	
Growth 2013-2018	16.33%	
Growth 2010-2013	12.78%	
Growth 2000-2010	159.83%	
2013 Est. Pop by Single Race Class	36,970	
White Alone	29,375	79.46
Black or African American Alone	1,735	4.69
Amer. Indian and Alaska Native Alone	270	0.73
Asian Alone	837	2.26
Native Hawaiian and Other Pac. Isl. Alone	38	0.10
Some Other Race Alone	3,240	8.76
Two or More Races	1,475	3.99
2013 Est. Pop Hisp or Latino by Origin	36,970	
Not Hispanic or Latino	27,269	73.76
Hispanic or Latino:	9,701	26.24
Mexican	7,755	79.94
Puerto Rican	720	7.42
Cuban	75	0.77
All Other Hispanic or Latino	1,150	11.85

DESCRIPTION	DATA	%
2013 Est. Hisp or Latino by Single Race Class	9,701	
White Alone	5,632	58.06
Black or African American Alone	118	1.22
American Indian and Alaska Native Alone	116	1.20
Asian Alone	52	0.54
Native Hawaiian and Other Pacific Islander Alone	5	0.05
Some Other Race Alone	3,147	32.44
Two or More Races	632	6.51
2013 Est. Pop. Asian Alone Race by Cat	837	
Chinese, except Taiwanese	154	18.40
Filipino	104	12.43
Japanese	26	3.11
Asian Indian	234	27.96
Korean	21	2.51
Vietnamese	83	9.92
Cambodian	8	0.96
Hmong	0	0.00
Laotian	18	2.15
Thai	41	4.90
All Other Asian Races Including 2+ Category	149	17.80

RADIAL DEMOGRAPHICS | 3 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Population by Ancestry	36,970	
Pop, Arab	145	0.39
Pop, Czech	397	1.07
Pop, Danish	163	0.44
Pop, Dutch	176	0.48
Pop, English	2,247	6.08
Pop, French (except Basque)	509	1.38
Pop, French Canadian	316	0.85
Pop, German	5,880	15.90
Pop, Greek	10	0.03
Pop, Hungarian	71	0.19
Pop, Irish	2,476	6.70
Pop, Italian	1,091	2.95
Pop, Lithuanian	37	0.10
Pop, United States or American	1,836	4.97
Pop, Norwegian	392	1.06
Pop, Polish	533	1.44
Pop, Portuguese	18	0.05
Pop, Russian	51	0.14
Pop, Scottish	589	1.59
Pop, Scotch-Irish	553	1.50
Pop, Slovak	8	0.02
Pop, Sub-Saharan African	392	1.06
Pop, Swedish	220	0.60
Pop, Swiss	36	0.10
Pop, Ukrainian	4	0.01
Pop, Welsh	26	0.07
Pop, West Indian (exc Hisp groups)	83	0.22
Pop, Other ancestries	15,023	40.64
Pop, Ancestry Unclassified	3,692	9.99

DESCRIPTION	DATA	%
2013 Est. Pop Age 5+ by Language Spoken At Home	33,655	
Speak Only English at Home	27,599	82.01
Speak Asian/Pac. Isl. Lang. at Home	258	0.77
Speak IndoEuropean Language at Home	561	1.67
Speak Spanish at Home	5,133	15.25
Speak Other Language at Home	103	0.31
2013 Est. Population by Sex	36,970	
Male	18,309	49.52
Female	18,661	50.48
2013 Est. Population by Age	36,970	
Age 0 - 4	3,315	8.97
Age 5 - 9	3,550	9.60
Age 10 - 14	3,327	9.00
Age 15 - 17	1,916	5.18
Age 18 - 20	1,347	3.64
Age 21 - 24	1,679	4.54
Age 25 - 34	4,860	13.15
Age 35 - 44	6,480	17.53
Age 45 - 54	5,097	13.79
Age 55 - 64	3,195	8.64
Age 65 - 74	1,482	4.01
Age 75 - 84	554	1.50
Age 85 and over	169	0.46
Age 16 and over	26,095	70.58
Age 18 and over	24,863	67.25
Age 21 and over	23,516	63.61
Age 65 and over	2,205	5.96
2013 Est. Median Age	31.9	
2013 Est. Average Age	32.10	

RADIAL DEMOGRAPHICS | 3 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Male Population by Age	18,309	
Age 0 - 4	1,640	8.96
Age 5 - 9	1,837	10.03
Age 10 - 14	1,749	9.55
Age 15 - 17	1,003	5.48
Age 18 - 20	739	4.04
Age 21 - 24	870	4.75
Age 25 - 34	2,245	12.26
Age 35 - 44	3,210	17.53
Age 45 - 54	2,554	13.95
Age 55 - 64	1,537	8.39
Age 65 - 74	643	3.51
Age 75 - 84	227	1.24
Age 85 and over	55	0.30
2013 Est. Median Age, Male	30.9	
2013 Est. Average Age, Male	31.30	
2013 Est. Female Population by Age	18,661	
Age 0 - 4	1,674	8.97
Age 5 - 9	1,713	9.18
Age 10 - 14	1,578	8.46
Age 15 - 17	912	4.89
Age 18 - 20	607	3.25
Age 21 - 24	809	4.34
Age 25 - 34	2,615	14.01
Age 35 - 44	3,271	17.53
Age 45 - 54	2,543	13.63
Age 55 - 64	1,658	8.88
Age 65 - 74	839	4.50
Age 75 - 84	327	1.75
Age 85 and over	115	0.62

DESCRIPTION	DATA	%
2013 Est. Median Age, Female	32.8	
2013 Est. Average Age, Female	32.80	
2013 Est. Pop Age 15+ by Marital Status	26,779	
Total, Never Married	6,141	22.93
Males, Never Married	3,490	13.03
Females, Never Married	2,651	9.90
Married, Spouse present	15,174	56.66
Married, Spouse absent	1,067	3.98
Widowed	607	2.27
Males Widowed	75	0.28
Females Widowed	532	1.99
Divorced	3,789	14.15
Males Divorced	1,390	5.19
Females Divorced	2,399	8.96
2013 Est. Pop. Age 25+ by Edu. Attainment	21,837	
Less than 9th grade	810	3.71
Some High School, no diploma	1,010	4.63
High School Graduate (or GED)	5,432	24.88
Some College, no degree	6,442	29.50
Associate Degree	1,954	8.95
Bachelor's Degree	4,639	21.24
Master's Degree	1,191	5.45
Professional School Degree	179	0.82
Doctorate Degree	181	0.83
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	4,725	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	1,152	24.38
CY Pop 25+, Hisp/Lat, High School Graduate	946	20.02
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	1,723	36.47
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	904	19.13

RADIAL DEMOGRAPHICS | 3 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
Households		
2018 Projection	13,843	
2013 Estimate	11,938	
2010 Census	10,662	
2000 Census	4,158	
Growth 2013-2018	15.95%	
Growth 2010-2013	11.97%	
Growth 2000-2010	156.43%	
2013 Est. Households by Household Type	11,938	
Family Households	9,663	80.94
Nonfamily Households	2,276	19.07
2013 Est. Group Quarters Population	8	
2013 HHs by Ethnicity, Hispanic/Latino	2,328	19.50
2013 Est. HHs by HH Income	11,938	
CY HHs, Inc Less Than \$15,000	622	5.21
CY HHs, Inc \$15,000 - \$24,999	507	4.25
CY HHs, Inc \$25,000 - \$34,999	699	5.86
CY HHs, Inc \$35,000 - \$49,999	1,748	14.64
CY HHs, Inc \$50,000 - \$74,999	3,251	27.23
CY HHs, Inc \$75,000 - \$99,999	2,377	19.91
CY HHs, Inc \$100,000 - \$124,999	1,284	10.76
CY HHs, Inc \$125,000 - \$149,999	789	6.61
CY HHs, Inc \$150,000 - \$199,999	364	3.05
CY HHs, Inc \$200,000 - \$249,999	133	1.11
CY HHs, Inc \$250,000 - \$499,999	144	1.21
CY HHs, Inc \$500,000+	21	0.18

DESCRIPTION	DATA	%
2013 Est. Average Household Income	\$78,080	
2013 Est. Median Household Income	\$68,401	
2012 Est. Per Capita Income	\$22,669	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	68,897	
Black or African American Alone	77,316	
American Indian and Alaska Native Alone	73,572	
Asian Alone	69,346	
Native Hawaiian and Other Pacific Islander Alone	76,212	
Some Other Race Alone	50,569	
Two or More Races	94,063	
Hispanic or Latino	62,689	
Not Hispanic or Latino	70,060	
2013 Est. Family HH Type, Presence Own Children	9,663	
Married-Couple Family, own children	4,668	48.31
Married-Couple Family, no own children	2,965	30.68
Male Householder, own children	398	4.12
Male Householder, no own children	168	1.74
Female Householder, own children	1,030	10.66
Female Householder, no own children	433	4.48

RADIAL DEMOGRAPHICS | 3 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Households by Household Size	11,938	
1-person household	1,750	14.66
2-person household	3,275	27.43
3-person household	2,483	20.80
4-person household	2,356	19.74
5-person household	1,241	10.40
6-person household	530	4.44
7 or more person household	303	2.54
2013 Est. Average Household Size	3.10	
2013 Est. Households by Presence of People	11,938	
Households with 1 or more People under Age 18:	6,240	52.27
Married-Couple Family	4,573	73.29
Other Family, Male Householder	389	6.23
Other Family, Female Householder	1,079	17.29
Nonfamily, Male Householder	192	3.08
Nonfamily, Female Householder	7	0.11
Households no People under Age 18:	5,698	47.73
Married-Couple Family	2,811	49.33
Other Family, Male Householder	155	2.72
Other Family, Female Householder	322	5.65
Nonfamily, Male Householder	1,271	22.31
Nonfamily, Female Householder	1,140	20.01

DESCRIPTION	DATA	%
2013 Est. Households by Number of Vehicles	11,938	
No Vehicles	203	1.70
1 Vehicle	2,660	22.28
2 Vehicles	6,100	51.10
3 Vehicles	2,428	20.34
4 Vehicles	428	3.59
5 or more Vehicles	120	1.01
2013 Est. Average Number of Vehicles	2.06	
Family Households		
2018 Projection	11,212	
2013 Estimate	9,663	
2010 Census	8,625	
2000 Census	3,429	
Growth 2013-2018	16.03%	
Growth 2010-2013	12.04%	
Growth 2000-2010	151.49%	
2013 Est. Families by Poverty Status	9,663	
2013 Families at or Above Poverty	9,122	94.40
2013 Families at or Above Poverty with Children	5,847	60.51
2013 Families Below Poverty		
2013 Families Below Poverty with Children	540	5.59
2013 Est. Pop Age 16+ by Employment Status	26,095	
In Armed Forces	22	0.08
Civilian - Employed	18,498	70.89
Civilian - Unemployed	1,546	5.92
Not in Labor Force	6,029	23.10

RADIAL DEMOGRAPHICS | 3 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Civ Employed Pop 16+ Class of Worker	18,684	
For-Profit Private Workers	12,100	64.76
Non-Profit Private Workers	1,519	8.13
Local Government Workers	1,884	10.08
State Government Workers	1,209	6.47
Federal Government Workers	179	0.96
Self-Emp Workers	1,766	9.45
Unpaid Family Workers	28	0.15
2013 Est. Civ Employed Pop 16+ by Occupation	18,684	
Architect/Engineer	615	3.29
Arts/Entertain/Sports	211	1.13
Building Grounds Maint	418	2.24
Business/Financial Ops	1,094	5.86
Community/Soc Svcs	277	1.48
Computer/Mathematical	827	4.43
Construction/Extraction	894	4.78
Edu/Training/Library	1,326	7.10
Farm/Fish/Forestry	6	0.03
Food Prep/Serving	891	4.77
Health Practitioner/Tec	987	5.28
Healthcare Support	366	1.96
Maintenance Repair	1,005	5.38
Legal	171	0.92
Life/Phys/Soc Science	103	0.55
Management	2,295	12.28
Office/Admin Support	2,671	14.30
Production	531	2.84
Protective Svcs	516	2.76
Sales/Related	2,431	13.01
Personal Care/Svc	418	2.24
Transportation/Moving	629	3.37

DESCRIPTION	DATA	%
2013 Est. Pop 16+ by Occupation Classification	18,684	
Blue Collar	3,059	16.37
White Collar	13,010	69.63
Service and Farm	2,615	14.00
2013 Est. Workers Age 16+, Transp. To Work	18,416	
Drove Alone	14,690	79.77
Car Pooled	2,390	12.98
Public Transportation	203	1.10
Walked	76	0.41
Bicycle	36	0.20
Other Means	124	0.67
Worked at Home	896	4.87
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	2,545	
15 - 29 Minutes	5,821	
30 - 44 Minutes	6,050	
45 - 59 Minutes	1,977	
60 or more Minutes	1,316	
2013 Est. Avg Travel Time to Work in Minutes	32.01	
2013 Est. Tenure of Occupied Housing Units	11,938	
Owner Occupied	9,782	81.94
Renter Occupied	2,157	18.07
2013 Owner Occ. HUs: Avg. Length of Residence	9.3	
2013 Renter Occ. HUs: Avg. Length of Residence	5.1	

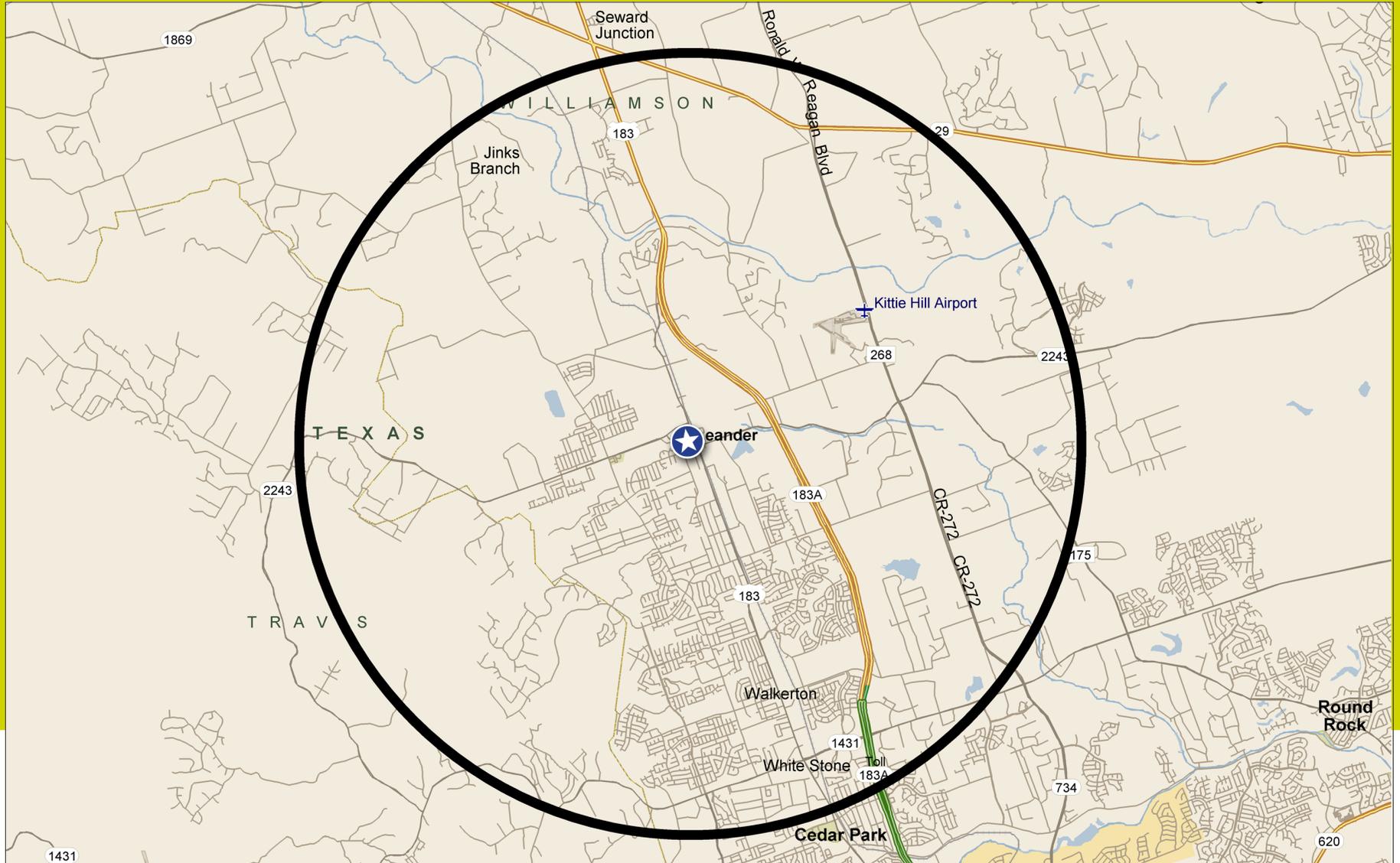
RADIAL DEMOGRAPHICS | 3 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
2013 Est. All Owner-Occupied Housing Values	9,782	
Value Less than \$20,000	75	0.77
Value \$20,000 - \$39,999	106	1.08
Value \$40,000 - \$59,999	253	2.59
Value \$60,000 - \$79,999	161	1.65
Value \$80,000 - \$99,999	295	3.02
Value \$100,000 - \$149,999	3,927	40.15
Value \$150,000 - \$199,999	2,848	29.11
Value \$200,000 - \$299,999	1,244	12.72
Value \$300,000 - \$399,999	393	4.02
Value \$400,000 - \$499,999	282	2.88
Value \$500,000 - \$749,999	133	1.36
Value \$750,000 - \$999,999	34	0.35
Value \$1,000,000 or more	31	0.32
2013 Est. Median All Owner-Occupied Housing Value	\$151,297	
2013 Est. Housing Units by Units in Structure	12,436	
1 Unit Attached	147	1.18
1 Unit Detached	11,404	91.70
2 Units	85	0.68
3 or 4 Units	39	0.31
5 to 19 Units	172	1.38
20 to 49 Units	31	0.25
50 or More Units	53	0.43
Mobile Home or Trailer	505	4.06
Boat, RV, Van, etc.	2	0.02

DESCRIPTION	DATA	%
2013 Est. Housing Units by Year Structure Built	12,436	
Housing Unit Built 2005 or later	2,932	23.58
Housing Unit Built 2000 to 2004	4,334	34.85
Housing Unit Built 1990 to 1999	2,970	23.88
Housing Unit Built 1980 to 1989	1,513	12.17
Housing Unit Built 1970 to 1979	391	3.14
Housing Unit Built 1960 to 1969	124	1.00
Housing Unit Built 1950 to 1959	24	0.19
Housing Unit Built 1940 to 1949	21	0.17
Housing Unit Built 1939 or Earlier	126	1.01
2013 Est. Median Year Structure Built	2001	

RADIAL DEMOGRAPHICS | 5 MILE RADIAL MAP

Leander, Texas



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RADIAL DEMOGRAPHICS | 5 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
Population		
2018 Projection	74,298	
2013 Estimate	64,476	
2010 Census	57,756	
2000 Census	27,466	
Growth 2013-2018	15.23%	
Growth 2010-2013	11.64%	
Growth 2000-2010	110.28%	
2013 Est. Pop by Single Race Class	64,476	
White Alone	52,077	80.77
Black or African American Alone	2,921	4.53
Amer. Indian and Alaska Native Alone	417	0.65
Asian Alone	1,540	2.39
Native Hawaiian and Other Pac. Isl. Alone	65	0.10
Some Other Race Alone	5,020	7.79
Two or More Races	2,436	3.78
2013 Est. Pop Hisp or Latino by Origin	64,476	
Not Hispanic or Latino	49,174	76.27
Hispanic or Latino:	15,302	23.73
Mexican	12,462	81.44
Puerto Rican	851	5.56
Cuban	124	0.81
All Other Hispanic or Latino	1,865	12.19

DESCRIPTION	DATA	%
2013 Est. Hisp or Latino by Single Race Class	15,302	
White Alone	8,928	58.35
Black or African American Alone	185	1.21
American Indian and Alaska Native Alone	187	1.22
Asian Alone	77	0.50
Native Hawaiian and Other Pacific Islander Alone	7	0.05
Some Other Race Alone	4,891	31.96
Two or More Races	1,027	6.71
2013 Est. Pop. Asian Alone Race by Cat	1,540	
Chinese, except Taiwanese	287	18.64
Filipino	154	10.00
Japanese	226	14.68
Asian Indian	372	24.16
Korean	39	2.53
Vietnamese	176	11.43
Cambodian	9	0.58
Hmong	0	0.00
Laotian	25	1.62
Thai	65	4.22
All Other Asian Races Including 2+ Category	187	12.14

RADIAL DEMOGRAPHICS | 5 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Population by Ancestry	64,476	
Pop, Arab	197	0.31
Pop, Czech	655	1.02
Pop, Danish	266	0.41
Pop, Dutch	327	0.51
Pop, English	4,362	6.77
Pop, French (except Basque)	959	1.49
Pop, French Canadian	749	1.16
Pop, German	10,251	15.90
Pop, Greek	26	0.04
Pop, Hungarian	137	0.21
Pop, Irish	4,474	6.94
Pop, Italian	1,859	2.88
Pop, Lithuanian	56	0.09
Pop, United States or American	3,277	5.08
Pop, Norwegian	752	1.17
Pop, Polish	1,036	1.61
Pop, Portuguese	28	0.04
Pop, Russian	112	0.17
Pop, Scottish	944	1.46
Pop, Scotch-Irish	852	1.32
Pop, Slovak	16	0.02
Pop, Sub-Saharan African	612	0.95
Pop, Swedish	452	0.70
Pop, Swiss	100	0.16
Pop, Ukrainian	12	0.02
Pop, Welsh	81	0.13
Pop, West Indian (exc Hisp groups)	136	0.21
Pop, Other ancestries	24,397	37.84
Pop, Ancestry Unclassified	7,350	11.40

DESCRIPTION	DATA	%
2013 Est. Pop Age 5+ by Language Spoken At Home	58,901	
Speak Only English at Home	49,407	83.88
Speak Asian/Pac. Isl. Lang. at Home	558	0.95
Speak IndoEuropean Language at Home	1,053	1.79
Speak Spanish at Home	7,685	13.05
Speak Other Language at Home	197	0.33
2013 Est. Population by Sex	64,476	
Male	31,763	49.26
Female	32,713	50.74
2013 Est. Population by Age	64,476	
Age 0 - 4	5,575	8.65
Age 5 - 9	5,882	9.12
Age 10 - 14	5,628	8.73
Age 15 - 17	3,285	5.09
Age 18 - 20	2,283	3.54
Age 21 - 24	2,823	4.38
Age 25 - 34	8,195	12.71
Age 35 - 44	11,278	17.49
Age 45 - 54	9,130	14.16
Age 55 - 64	5,810	9.01
Age 65 - 74	2,907	4.51
Age 75 - 84	1,203	1.87
Age 85 and over	477	0.74
Age 16 and over	46,236	71.71
Age 18 and over	44,106	68.41
Age 21 and over	41,822	64.86
Age 65 and over	4,587	7.11
2013 Est. Median Age	33.3	
2013 Est. Average Age	33.10	

RADIAL DEMOGRAPHICS | 5 MILE RADIAL

Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Male Population by Age	31,763	
Age 0 - 4	2,821	8.88
Age 5 - 9	3,009	9.47
Age 10 - 14	2,953	9.30
Age 15 - 17	1,709	5.38
Age 18 - 20	1,244	3.92
Age 21 - 24	1,454	4.58
Age 25 - 34	3,776	11.89
Age 35 - 44	5,614	17.67
Age 45 - 54	4,540	14.29
Age 55 - 64	2,780	8.75
Age 65 - 74	1,267	3.99
Age 75 - 84	469	1.48
Age 85 and over	125	0.39
2013 Est. Median Age, Male	32.1	
2013 Est. Average Age, Male	32.10	
2013 Est. Female Population by Age	32,713	
Age 0 - 4	2,754	8.42
Age 5 - 9	2,873	8.78
Age 10 - 14	2,675	8.18
Age 15 - 17	1,576	4.82
Age 18 - 20	1,039	3.18
Age 21 - 24	1,369	4.18
Age 25 - 34	4,418	13.51
Age 35 - 44	5,664	17.31
Age 45 - 54	4,590	14.03
Age 55 - 64	3,030	9.26
Age 65 - 74	1,640	5.01
Age 75 - 84	734	2.24
Age 85 and over	351	1.07

DESCRIPTION	DATA	%
2013 Est. Median Age, Female	34.2	
2013 Est. Average Age, Female	34.00	
2013 Est. Pop Age 15+ by Marital Status	47,390	
Total, Never Married	11,035	23.29
Males, Never Married	6,039	12.74
Females, Never Married	4,996	10.54
Married, Spouse present	27,033	57.04
Married, Spouse absent	1,835	3.87
Widowed	1,344	2.84
Males Widowed	212	0.45
Females Widowed	1,133	2.39
Divorced	6,143	12.96
Males Divorced	2,334	4.93
Females Divorced	3,809	8.04
2013 Est. Pop. Age 25+ by Edu. Attainment	38,999	
Less than 9th grade	1,243	3.19
Some High School, no diploma	1,648	4.23
High School Graduate (or GED)	9,522	24.42
Some College, no degree	11,269	28.90
Associate Degree	3,484	8.93
Bachelor's Degree	8,591	22.03
Master's Degree	2,560	6.56
Professional School Degree	381	0.98
Doctorate Degree	302	0.77
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	7,549	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	1,772	23.47
CY Pop 25+, Hisp/Lat, High School Graduate	1,487	19.70
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	2,770	36.69
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	1,519	20.12

RADIAL DEMOGRAPHICS | 5 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
Households		
2018 Projection	24,917	
2013 Estimate	21,659	
2010 Census	19,449	
2000 Census	9,034	
Growth 2013-2018	15.04%	
Growth 2010-2013	11.36%	
Growth 2000-2010	115.28%	
2013 Est. Households by Household Type	21,659	
Family Households	17,083	78.87
Nonfamily Households	4,576	21.13
2013 Est. Group Quarters Population	127	
2013 HHs by Ethnicity, Hispanic/Latino	3,793	17.51
2013 Est. HHs by HH Income	21,659	
CY HHs, Inc Less Than \$15,000	1,200	5.54
CY HHs, Inc \$15,000 - \$24,999	1,079	4.98
CY HHs, Inc \$25,000 - \$34,999	1,357	6.27
CY HHs, Inc \$35,000 - \$49,999	2,922	13.49
CY HHs, Inc \$50,000 - \$74,999	5,412	24.99
CY HHs, Inc \$75,000 - \$99,999	4,385	20.25
CY HHs, Inc \$100,000 - \$124,999	2,538	11.72
CY HHs, Inc \$125,000 - \$149,999	1,382	6.38
CY HHs, Inc \$150,000 - \$199,999	803	3.71
CY HHs, Inc \$200,000 - \$249,999	251	1.16
CY HHs, Inc \$250,000 - \$499,999	281	1.30
CY HHs, Inc \$500,000+	48	0.22

DESCRIPTION	DATA	%
2013 Est. Average Household Income	\$79,572	
2013 Est. Median Household Income	\$69,731	
2012 Est. Per Capita Income	\$24,259	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	70,591	
Black or African American Alone	74,180	
American Indian and Alaska Native Alone	68,988	
Asian Alone	67,321	
Native Hawaiian and Other Pacific Islander Alone	69,690	
Some Other Race Alone	50,777	
Two or More Races	89,337	
Hispanic or Latino	61,595	
Not Hispanic or Latino	71,729	
2013 Est. Family HH Type, Presence Own Children	17,083	
Married-Couple Family, own children	7,960	46.60
Married-Couple Family, no own children	5,518	32.30
Male Householder, own children	725	4.24
Male Householder, no own children	359	2.10
Female Householder, own children	1,699	9.95
Female Householder, no own children	821	4.81

RADIAL DEMOGRAPHICS | 5 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Households by Household Size	21,659	
1-person household	3,623	16.73
2-person household	6,264	28.92
3-person household	4,358	20.12
4-person household	4,106	18.96
5-person household	2,014	9.30
6-person household	831	3.84
7 or more person household	462	2.13
2013 Est. Average Household Size	2.97	
2013 Est. Households by Presence of People	21,659	
Households with 1 or more People under Age 18:	10,896	50.31
Married-Couple Family	8,090	74.25
Other Family, Male Householder	735	6.75
Other Family, Female Householder	1,858	17.05
Nonfamily, Male Householder	204	1.87
Nonfamily, Female Householder	9	0.08
Households no People under Age 18:	10,763	49.69
Married-Couple Family	5,287	49.12
Other Family, Male Householder	349	3.24
Other Family, Female Householder	632	5.87
Nonfamily, Male Householder	2,264	21.04
Nonfamily, Female Householder	2,230	20.72

DESCRIPTION	DATA	%
2013 Est. Households by Number of Vehicles	21,659	
No Vehicles	556	2.57
1 Vehicle	4,664	21.53
2 Vehicles	11,218	51.79
3 Vehicles	4,204	19.41
4 Vehicles	770	3.56
5 or more Vehicles	247	1.14
2013 Est. Average Number of Vehicles	2.04	
Family Households		
2018 Projection	19,663	
2013 Estimate	17,083	
2010 Census	15,333	
2000 Census	7,538	
Growth 2013-2018	15.10%	
Growth 2010-2013	11.41%	
Growth 2000-2010	103.42%	
2013 Est. Families by Poverty Status	17,083	
2013 Families at or Above Poverty	16,180	94.71
2013 Families at or Above Poverty with Children	10,018	58.64
2013 Families Below Poverty		
2013 Families Below Poverty with Children	902	5.28
2013 Est. Pop Age 16+ by Employment Status	46,236	
In Armed Forces	68	0.15
Civilian - Employed	32,549	70.40
Civilian - Unemployed	2,629	5.69
Not in Labor Force	10,990	23.77

RADIAL DEMOGRAPHICS | 5 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Civ Employed Pop 16+ Class of Worker	32,901	
For-Profit Private Workers	21,569	65.56
Non-Profit Private Workers	2,401	7.30
Local Government Workers	3,256	9.90
State Government Workers	2,066	6.28
Federal Government Workers	435	1.32
Self-Emp Workers	3,142	9.55
Unpaid Family Workers	32	0.10
2013 Est. Civ Employed Pop 16+ by Occupation	32,901	
Architect/Engineer	1,033	3.14
Arts/Entertain/Sports	546	1.66
Building Grounds Maint	678	2.06
Business/Financial Ops	1,828	5.56
Community/Soc Svcs	463	1.41
Computer/Mathematical	1,642	4.99
Construction/Extraction	1,457	4.43
Edu/Training/Library	2,570	7.81
Farm/Fish/Forestry	14	0.04
Food Prep/Serving	1,294	3.93
Health Practitioner/Tec	1,692	5.14
Healthcare Support	698	2.12
Maintenance Repair	1,695	5.15
Legal	306	0.93
Life/Phys/Soc Science	228	0.69
Management	4,093	12.44
Office/Admin Support	4,726	14.36
Production	1,010	3.07
Protective Svcs	845	2.57
Sales/Related	4,328	13.15
Personal Care/Svc	733	2.23
Transportation/Moving	1,021	3.10

DESCRIPTION	DATA	%
2013 Est. Pop 16+ by Occupation Classification	32,901	
Blue Collar	5,183	15.75
White Collar	23,455	71.29
Service and Farm	4,262	12.95
2013 Est. Workers Age 16+, Transp. To Work	32,454	
Drove Alone	25,753	79.35
Car Pooled	3,910	12.05
Public Transportation	292	0.90
Walked	185	0.57
Bicycle	65	0.20
Other Means	279	0.86
Worked at Home	1,970	6.07
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	5,029	
15 - 29 Minutes	10,073	
30 - 44 Minutes	10,258	
45 - 59 Minutes	3,379	
60 or more Minutes	2,139	
2013 Est. Avg Travel Time to Work in Minutes	31.40	
2013 Est. Tenure of Occupied Housing Units	21,659	
Owner Occupied	17,467	80.65
Renter Occupied	4,192	19.35
2013 Owner Occ. HUs: Avg. Length of Residence	9.9	
2013 Renter Occ. HUs: Avg. Length of Residence	4.9	

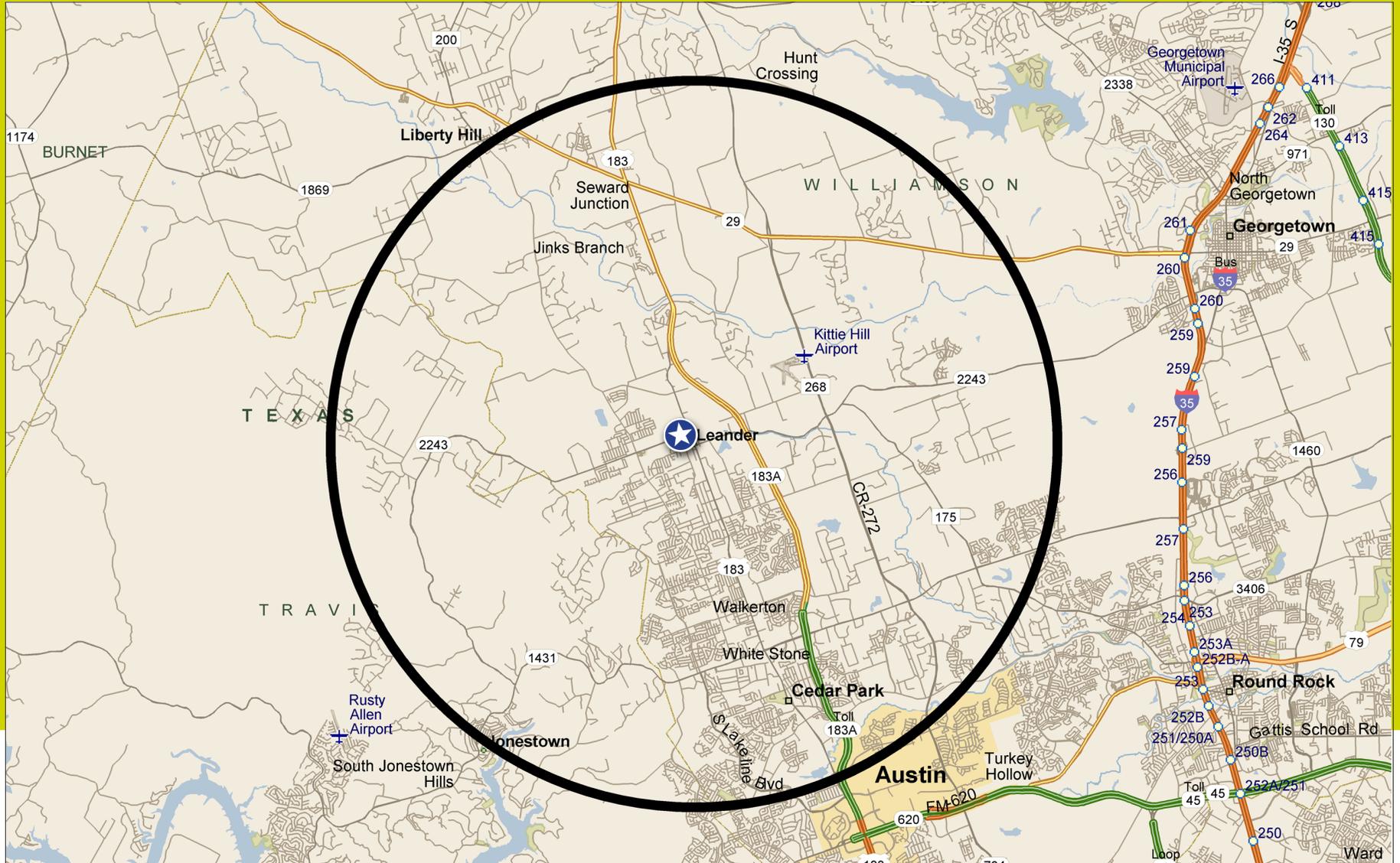
RADIAL DEMOGRAPHICS | 5 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
2013 Est. All Owner-Occupied Housing Values	17,467	
Value Less than \$20,000	148	0.85
Value \$20,000 - \$39,999	175	1.00
Value \$40,000 - \$59,999	363	2.08
Value \$60,000 - \$79,999	403	2.31
Value \$80,000 - \$99,999	399	2.28
Value \$100,000 - \$149,999	5,991	34.30
Value \$150,000 - \$199,999	5,368	30.73
Value \$200,000 - \$299,999	2,657	15.21
Value \$300,000 - \$399,999	928	5.31
Value \$400,000 - \$499,999	574	3.29
Value \$500,000 - \$749,999	310	1.77
Value \$750,000 - \$999,999	71	0.41
Value \$1,000,000 or more	79	0.45
2013 Est. Median All Owner-Occupied Housing Value	\$161,676	
2013 Est. Housing Units by Units in Structure	22,700	
1 Unit Attached	197	0.87
1 Unit Detached	20,088	88.49
2 Units	158	0.70
3 or 4 Units	115	0.51
5 to 19 Units	425	1.87
20 to 49 Units	239	1.05
50 or More Units	359	1.58
Mobile Home or Trailer	1,114	4.91
Boat, RV, Van, etc.	5	0.02

DESCRIPTION	DATA	%
2013 Est. Housing Units by Year Structure Built	22,700	
Housing Unit Built 2005 or later	5,143	22.66
Housing Unit Built 2000 to 2004	6,883	30.32
Housing Unit Built 1990 to 1999	6,145	27.07
Housing Unit Built 1980 to 1989	2,821	12.43
Housing Unit Built 1970 to 1979	1,038	4.57
Housing Unit Built 1960 to 1969	246	1.08
Housing Unit Built 1950 to 1959	102	0.45
Housing Unit Built 1940 to 1949	80	0.35
Housing Unit Built 1939 or Earlier	242	1.07
2013 Est. Median Year Structure Built	2000	

RADIAL DEMOGRAPHICS | 7 MILE RADIAL MAP

Leander, Texas



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RADIAL DEMOGRAPHICS | 7 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
Population		
2018 Projection	131,507	
2013 Estimate	114,097	
2010 Census	102,077	
2000 Census	49,219	
Growth 2013-2018	15.26%	
Growth 2010-2013	11.78%	
Growth 2000-2010	107.39%	
2013 Est. Pop by Single Race Class	114,097	
White Alone	92,501	81.07
Black or African American Alone	4,741	4.16
Amer. Indian and Alaska Native Alone	626	0.55
Asian Alone	5,040	4.42
Native Hawaiian and Other Pac. Isl. Alone	119	0.10
Some Other Race Alone	6,964	6.10
Two or More Races	4,106	3.60
2013 Est. Pop Hisp or Latino by Origin	114,097	
Not Hispanic or Latino	90,442	79.27
Hispanic or Latino:	23,655	20.73
Mexican	19,419	82.09
Puerto Rican	1,135	4.80
Cuban	393	1.66
All Other Hispanic or Latino	2,708	11.45

DESCRIPTION	DATA	%
2013 Est. Hisp or Latino by Single Race Class	23,655	
White Alone	14,706	62.17
Black or African American Alone	288	1.22
American Indian and Alaska Native Alone	237	1.00
Asian Alone	118	0.50
Native Hawaiian and Other Pacific Islander Alone	21	0.09
Some Other Race Alone	6,745	28.51
Two or More Races	1,540	6.51
2013 Est. Pop. Asian Alone Race by Cat	5,040	
Chinese, except Taiwanese	1,047	20.77
Filipino	270	5.36
Japanese	363	7.20
Asian Indian	1,534	30.44
Korean	457	9.07
Vietnamese	607	12.04
Cambodian	10	0.20
Hmong	0	0.00
Laotian	27	0.54
Thai	174	3.45
All Other Asian Races Including 2+ Category	550	10.91

RADIAL DEMOGRAPHICS | 7 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Population by Ancestry	114,097	
Pop, Arab	423	0.37
Pop, Czech	1,195	1.05
Pop, Danish	452	0.40
Pop, Dutch	655	0.57
Pop, English	8,188	7.18
Pop, French (except Basque)	1,747	1.53
Pop, French Canadian	1,012	0.89
Pop, German	17,531	15.36
Pop, Greek	66	0.06
Pop, Hungarian	282	0.25
Pop, Irish	7,836	6.87
Pop, Italian	3,260	2.86
Pop, Lithuanian	61	0.05
Pop, United States or American	5,819	5.10
Pop, Norwegian	1,148	1.01
Pop, Polish	2,014	1.77
Pop, Portuguese	105	0.09
Pop, Russian	291	0.26
Pop, Scottish	1,710	1.50
Pop, Scotch-Irish	1,429	1.25
Pop, Slovak	39	0.03
Pop, Sub-Saharan African	674	0.59
Pop, Swedish	937	0.82
Pop, Swiss	217	0.19
Pop, Ukrainian	42	0.04
Pop, Welsh	304	0.27
Pop, West Indian (exc Hisp groups)	164	0.14
Pop, Other ancestries	43,926	38.50
Pop, Ancestry Unclassified	12,570	11.02

DESCRIPTION	DATA	%
2013 Est. Pop Age 5+ by Language Spoken At Home	104,135	
Speak Only English at Home	86,912	83.46
Speak Asian/Pac. Isl. Lang. at Home	1,955	1.88
Speak IndoEuropean Language at Home	2,528	2.43
Speak Spanish at Home	12,359	11.87
Speak Other Language at Home	380	0.36
2013 Est. Population by Sex	114,097	
Male	56,237	49.29
Female	57,860	50.71
2013 Est. Population by Age	114,097	
Age 0 - 4	9,962	8.73
Age 5 - 9	10,398	9.11
Age 10 - 14	9,777	8.57
Age 15 - 17	5,698	4.99
Age 18 - 20	3,904	3.42
Age 21 - 24	4,792	4.20
Age 25 - 34	14,197	12.44
Age 35 - 44	20,362	17.85
Age 45 - 54	16,614	14.56
Age 55 - 64	10,458	9.17
Age 65 - 74	5,199	4.56
Age 75 - 84	2,011	1.76
Age 85 and over	725	0.64
Age 16 and over	82,011	71.88
Age 18 and over	78,263	68.59
Age 21 and over	74,359	65.17
Age 65 and over	7,936	6.96
2013 Est. Median Age	33.8	
2013 Est. Average Age	33.20	

RADIAL DEMOGRAPHICS | 7 MILE RADIAL

Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Male Population by Age	56,237	
Age 0 - 4	5,053	8.99
Age 5 - 9	5,297	9.42
Age 10 - 14	5,093	9.06
Age 15 - 17	2,950	5.25
Age 18 - 20	2,100	3.73
Age 21 - 24	2,440	4.34
Age 25 - 34	6,518	11.59
Age 35 - 44	10,091	17.94
Age 45 - 54	8,274	14.71
Age 55 - 64	5,036	8.95
Age 65 - 74	2,340	4.16
Age 75 - 84	830	1.48
Age 85 and over	215	0.38
2013 Est. Median Age, Male	33.0	
2013 Est. Average Age, Male	32.40	
2013 Est. Female Population by Age	57,860	
Age 0 - 4	4,909	8.48
Age 5 - 9	5,101	8.82
Age 10 - 14	4,684	8.10
Age 15 - 17	2,748	4.75
Age 18 - 20	1,804	3.12
Age 21 - 24	2,352	4.06
Age 25 - 34	7,679	13.27
Age 35 - 44	10,271	17.75
Age 45 - 54	8,341	14.42
Age 55 - 64	5,421	9.37
Age 65 - 74	2,859	4.94
Age 75 - 84	1,182	2.04
Age 85 and over	510	0.88

DESCRIPTION	DATA	%
2013 Est. Median Age, Female	34.5	
2013 Est. Average Age, Female	34.00	
2013 Est. Pop Age 15+ by Marital Status	83,961	
Total, Never Married	20,247	24.11
Males, Never Married	10,857	12.93
Females, Never Married	9,390	11.18
Married, Spouse present	48,391	57.64
Married, Spouse absent	3,139	3.74
Widowed	2,360	2.81
Males Widowed	433	0.52
Females Widowed	1,926	2.29
Divorced	9,824	11.70
Males Divorced	3,557	4.24
Females Divorced	6,267	7.46
2013 Est. Pop. Age 25+ by Edu. Attainment	69,566	
Less than 9th grade	1,827	2.63
Some High School, no diploma	2,408	3.46
High School Graduate (or GED)	14,358	20.64
Some College, no degree	19,443	27.95
Associate Degree	5,696	8.19
Bachelor's Degree	18,474	26.56
Master's Degree	5,835	8.39
Professional School Degree	899	1.29
Doctorate Degree	628	0.90
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	11,789	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	2,366	20.07
CY Pop 25+, Hisp/Lat, High School Graduate	2,230	18.92
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	4,022	34.12
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	3,171	26.90

RADIAL DEMOGRAPHICS | 7 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
Households		
2018 Projection	45,095	
2013 Estimate	39,169	
2010 Census	35,091	
2000 Census	16,384	
Growth 2013-2018	15.13%	
Growth 2010-2013	11.62%	
Growth 2000-2010	114.18%	
2013 Est. Households by Household Type	39,169	
Family Households	30,485	77.83
Nonfamily Households	8,684	22.17
2013 Est. Group Quarters Population	213	
2013 HHs by Ethnicity, Hispanic/Latino	6,121	15.63
2013 Est. HHs by HH Income	39,169	
CY HHs, Inc Less Than \$15,000	1,971	5.03
CY HHs, Inc \$15,000 - \$24,999	2,164	5.52
CY HHs, Inc \$25,000 - \$34,999	2,503	6.39
CY HHs, Inc \$35,000 - \$49,999	4,816	12.30
CY HHs, Inc \$50,000 - \$74,999	8,920	22.77
CY HHs, Inc \$75,000 - \$99,999	7,116	18.17
CY HHs, Inc \$100,000 - \$124,999	4,960	12.66
CY HHs, Inc \$125,000 - \$149,999	2,905	7.42
CY HHs, Inc \$150,000 - \$199,999	2,404	6.14
CY HHs, Inc \$200,000 - \$249,999	629	1.61
CY HHs, Inc \$250,000 - \$499,999	667	1.70
CY HHs, Inc \$500,000+	114	0.29

DESCRIPTION	DATA	%
2013 Est. Average Household Income	\$85,757	
2013 Est. Median Household Income	\$72,787	
2012 Est. Per Capita Income	\$28,324	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	73,362	
Black or African American Alone	69,950	
American Indian and Alaska Native Alone	55,180	
Asian Alone	101,242	
Native Hawaiian and Other Pacific Islander Alone	69,558	
Some Other Race Alone	46,982	
Two or More Races	83,287	
Hispanic or Latino	60,351	
Not Hispanic or Latino	75,196	
2013 Est. Family HH Type, Presence Own Children	30,485	
Married-Couple Family, own children	14,048	46.08
Married-Couple Family, no own children	9,942	32.61
Male Householder, own children	1,131	3.71
Male Householder, no own children	509	1.67
Female Householder, own children	3,412	11.19
Female Householder, no own children	1,443	4.73

RADIAL DEMOGRAPHICS | 7 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Households by Household Size	39,169	
1-person household	6,810	17.39
2-person household	11,582	29.57
3-person household	7,845	20.03
4-person household	7,518	19.19
5-person household	3,423	8.74
6-person household	1,309	3.34
7 or more person household	682	1.74
2013 Est. Average Household Size	2.91	
2013 Est. Households by Presence of People	39,169	
Households with 1 or more People under Age 18:	19,401	49.53
Married-Couple Family	14,291	73.66
Other Family, Male Householder	1,155	5.95
Other Family, Female Householder	3,674	18.94
Nonfamily, Male Householder	270	1.39
Nonfamily, Female Householder	11	0.06
Households no People under Age 18:	19,769	50.47
Married-Couple Family	9,565	48.38
Other Family, Male Householder	465	2.35
Other Family, Female Householder	1,135	5.74
Nonfamily, Male Householder	4,340	21.95
Nonfamily, Female Householder	4,264	21.57

DESCRIPTION	DATA	%
2013 Est. Households by Number of Vehicles	39,169	
No Vehicles	841	2.15
1 Vehicle	9,191	23.46
2 Vehicles	20,634	52.68
3 Vehicles	6,558	16.74
4 Vehicles	1,511	3.86
5 or more Vehicles	434	1.11
2013 Est. Average Number of Vehicles	2.01	
Family Households		
2018 Projection	35,091	
2013 Estimate	30,485	
2010 Census	27,324	
2000 Census	13,536	
Growth 2013-2018	15.11%	
Growth 2010-2013	11.57%	
Growth 2000-2010	101.86%	
2013 Est. Families by Poverty Status	30,485	
2013 Families at or Above Poverty	29,033	95.24
2013 Families at or Above Poverty with Children	17,944	58.86
2013 Families Below Poverty		
2013 Families Below Poverty with Children	1,453	4.77
2013 Est. Pop Age 16+ by Employment Status	82,011	
In Armed Forces	213	0.26
Civilian - Employed	57,638	70.28
Civilian - Unemployed	4,802	5.86
Not in Labor Force	19,358	23.60

RADIAL DEMOGRAPHICS | 7 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Civ Employed Pop 16+ Class of Worker	58,219	
For-Profit Private Workers	39,169	67.28
Non-Profit Private Workers	3,891	6.68
Local Government Workers	5,490	9.43
State Government Workers	3,467	5.96
Federal Government Workers	768	1.32
Self-Emp Workers	5,391	9.26
Unpaid Family Workers	42	0.07
2013 Est. Civ Employed Pop 16+ by Occupation	58,219	
Architect/Engineer	2,059	3.54
Arts/Entertain/Sports	1,107	1.90
Building Grounds Maint	998	1.71
Business/Financial Ops	3,540	6.08
Community/Soc Svcs	893	1.53
Computer/Mathematical	3,555	6.11
Construction/Extraction	2,070	3.56
Edu/Training/Library	4,407	7.57
Farm/Fish/Forestry	39	0.07
Food Prep/Serving	2,218	3.81
Health Practitioner/Tec	2,915	5.01
Healthcare Support	974	1.67
Maintenance Repair	2,431	4.18
Legal	522	0.90
Life/Phys/Soc Science	436	0.75
Management	8,248	14.17
Office/Admin Support	7,898	13.57
Production	1,638	2.81
Protective Svcs	1,455	2.50
Sales/Related	7,933	13.63
Personal Care/Svc	1,306	2.24
Transportation/Moving	1,575	2.71

DESCRIPTION	DATA	%
2013 Est. Pop 16+ by Occupation Classification	58,219	
Blue Collar	7,715	13.25
White Collar	43,514	74.74
Service and Farm	6,990	12.01
2013 Est. Workers Age 16+, Transp. To Work	57,438	
Drove Alone	45,690	79.55
Car Pooled	6,177	10.75
Public Transportation	428	0.75
Walked	412	0.72
Bicycle	70	0.12
Other Means	464	0.81
Worked at Home	4,198	7.31
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	9,244	
15 - 29 Minutes	19,564	
30 - 44 Minutes	16,363	
45 - 59 Minutes	5,604	
60 or more Minutes	3,202	
2013 Est. Avg Travel Time to Work in Minutes	30.23	
2013 Est. Tenure of Occupied Housing Units	39,169	
Owner Occupied	30,484	77.83
Renter Occupied	8,686	22.18
2013 Owner Occ. HUs: Avg. Length of Residence	9.8	
2013 Renter Occ. HUs: Avg. Length of Residence	4.9	

RADIAL DEMOGRAPHICS | 7 MILE RADIAL Leander, Texas

DESCRIPTION	DATA	%
2013 Est. All Owner-Occupied Housing Values	30,484	
Value Less than \$20,000	323	1.06
Value \$20,000 - \$39,999	230	0.75
Value \$40,000 - \$59,999	453	1.49
Value \$60,000 - \$79,999	580	1.90
Value \$80,000 - \$99,999	536	1.76
Value \$100,000 - \$149,999	7,753	25.43
Value \$150,000 - \$199,999	8,499	27.88
Value \$200,000 - \$299,999	7,709	25.29
Value \$300,000 - \$399,999	2,424	7.95
Value \$400,000 - \$499,999	1,070	3.51
Value \$500,000 - \$749,999	617	2.02
Value \$750,000 - \$999,999	166	0.54
Value \$1,000,000 or more	123	0.40
2013 Est. Median All Owner-Occupied Housing Value	\$181,572	
2013 Est. Housing Units by Units in Structure	41,135	
1 Unit Attached	285	0.69
1 Unit Detached	34,377	83.57
2 Units	254	0.62
3 or 4 Units	523	1.27
5 to 19 Units	2,066	5.02
20 to 49 Units	900	2.19
50 or More Units	1,022	2.48
Mobile Home or Trailer	1,693	4.12
Boat, RV, Van, etc.	14	0.03

DESCRIPTION	DATA	%
2013 Est. Housing Units by Year Structure Built	41,135	
Housing Unit Built 2005 or later	10,465	25.44
Housing Unit Built 2000 to 2004	11,345	27.58
Housing Unit Built 1990 to 1999	10,774	26.19
Housing Unit Built 1980 to 1989	5,384	13.09
Housing Unit Built 1970 to 1979	1,960	4.76
Housing Unit Built 1960 to 1969	490	1.19
Housing Unit Built 1950 to 1959	251	0.61
Housing Unit Built 1940 to 1949	149	0.36
Housing Unit Built 1939 or Earlier	316	0.77
2013 Est. Median Year Structure Built	2001	



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 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.