

City of
Leander



FEASIBILITY STUDY

Leander, Texas – July 2013

- Primary and Secondary Retail Trade Areas
- Existing Retail Locations and Competition Maps
- Retail Gap Analysis
- Retail Trade Areas Demographics
- Community Demographics



EXISTING RETAILERS MAP
Leander, Texas



Community Contact

Eric Zeno
ezeno@leandertx.gov
512-528-2855

City of Leander
200 W. Willis
Leander, Texas 78641

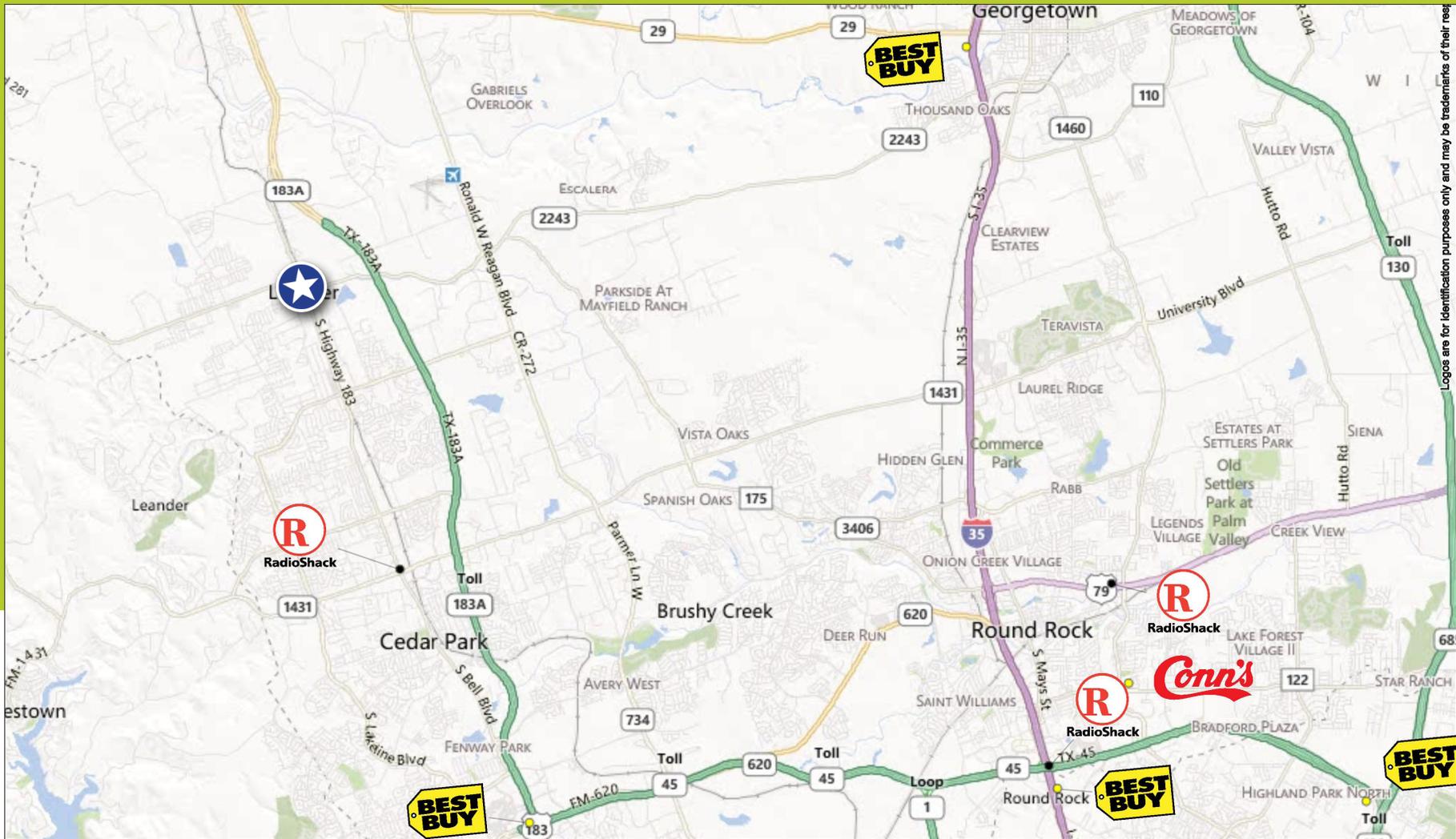
Tom Yantis
tyantis@leandertx.gov
512-528-2732

Fax 512-259-1605
Web Leandertx.org



RETAIL COMPETITION MAP

Leander, Texas



Community Contact

Eric Zeno
ezeno@leandertx.gov
512-528-2855

City of Leander
200 W. Willis
Leander, Texas 78641

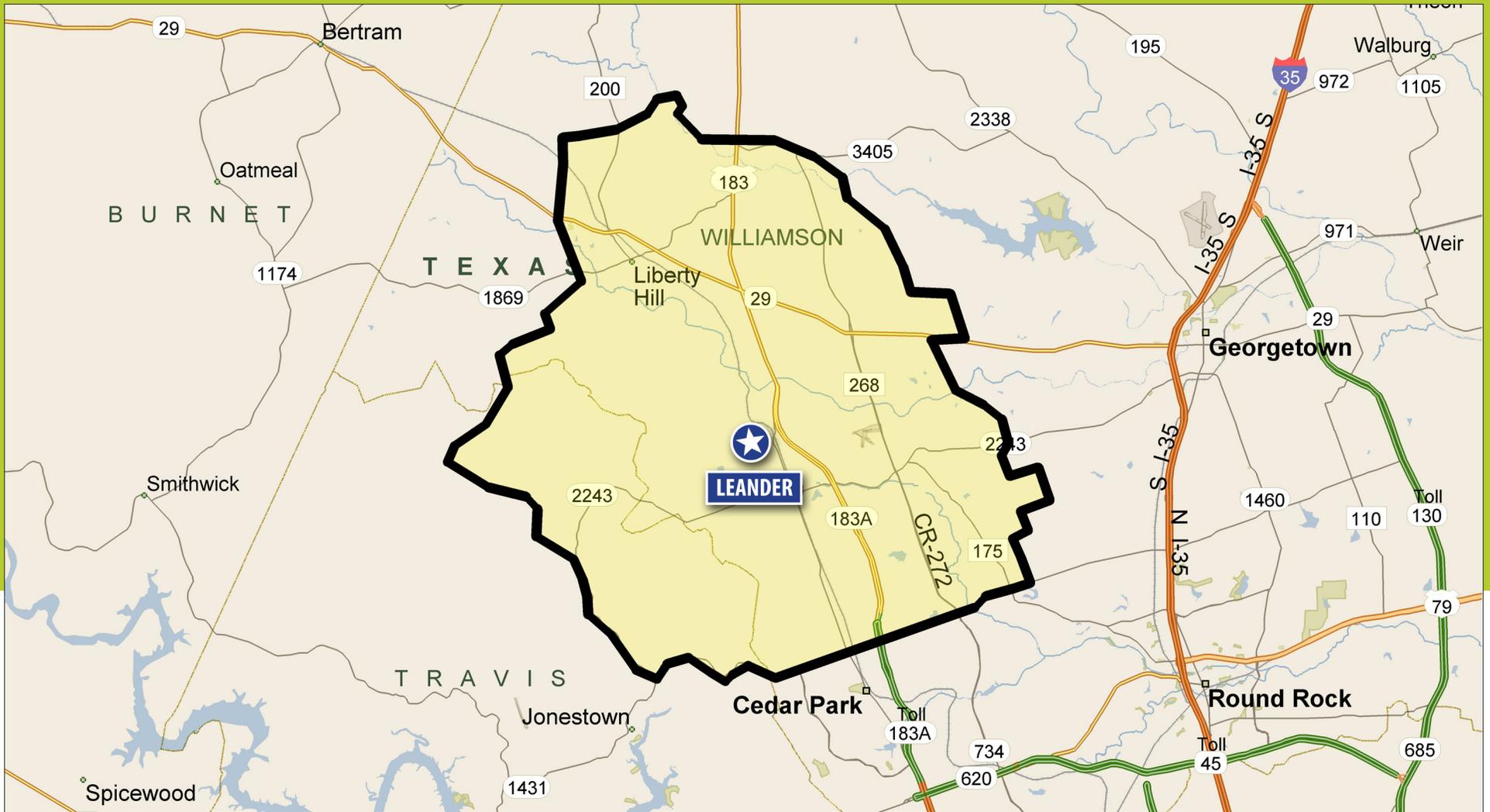
Tom Yantis
tyantis@leandertx.gov
512-528-2732

Fax 512-259-1605
Web Leandertx.org



PRIMARY RETAIL TRADE AREA | MAP

Leander, Texas



Community Contact

Eric Zeno
ezeno@leandertx.gov
512-528-2855

Tom Yantis
tyantis@leandertx.gov
512-528-2732

City of Leander
200 W. Willis
Leander, Texas 78641

Fax 512-259-1605
Web Leandertx.org



PRIMARY RETAIL TRADE AREA | GAP ANALYSIS SUMMARY

Leander, Texas

SIC	RETAIL SECTOR	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
521	Lumber and Other Building Materials	\$23,027,390	\$40,000,000	\$16,972,610	74%
523	Paint, Glass and Wallpaper	\$6,929,961	\$2,000,000	-\$4,929,961	-71%
525	Hardware Stores	\$13,521,720	\$0	-\$13,521,720	-100%
526	Retail Nurseries and Garden	\$7,572,850	\$700,000	-\$6,872,850	-91%
527	Mobile Home Dealers	\$2,539,979	\$400,000	-\$2,139,979	-84%
53	General Merchandise Stores	\$85,967,900	\$9,500,000	-\$76,467,900	-89%
541	Grocery Stores	\$98,347,050	\$60,000,000	-\$38,347,050	-39%
542	Meat and Fish Markets	\$3,126,363	\$1,300,000	-\$1,826,363	-58%
543	Fruit and Vegetable Markets	\$1,913,433	\$0	-\$1,913,433	-100%
544	Candy, Nut and Confection Stores	\$324,907	\$0	-\$324,907	-100%
545	Dairy Products Stores	\$165,639	\$0	-\$165,639	-100%
546	Retail Bakeries	\$1,176,922	\$100,000	-\$1,076,922	-92%
549	Miscellaneous Food Stores	\$6,709,201	\$0	-\$6,709,201	-100%
551	New and Used Car Dealers	\$120,402,500	\$16,200,000	-\$104,202,500	-87%
552	Used Car Dealers	\$21,882,600	\$1,200,000	-\$20,682,600	-95%
553	Auto and Home Supply Stores	\$28,830,290	\$6,000,000	-\$22,830,290	-79%
554	Gasoline Service Stations	\$26,428,250	\$10,000,000	-\$16,428,250	-62%
555	Boat Dealers	\$2,477,103	\$0	-\$2,477,103	-100%
556	Recreational Vehicle Dealers	\$3,947,632	\$0	-\$3,947,632	-100%
557	Motorcycle Dealers	\$3,486,170	\$1,000,000	-\$2,486,170	-71%
559	Automotive Dealers, NEC	\$5,712,876	\$0	-\$5,712,876	-100%
561	Men's and Boys' Clothing Stores	\$1,953,596	\$0	-\$1,953,596	-100%
562	Women's Clothing Stores	\$3,754,571	\$0	-\$3,754,571	-100%
563	Women's Accessory and Specialty Stores	\$547,051	\$0	-\$547,051	-100%
564	Children's and Infants' Wear	\$969,181	\$300,000	-\$669,181	-69%
565	Family Clothing Stores	\$4,295,529	\$15,000,000	\$10,704,470	249%
566	Shoe Stores	\$4,960,300	\$0	-\$4,960,300	-100%
569	Miscellaneous Apparel and Accessory Stores	\$2,435,832	\$200,000	-\$2,235,832	-92%
571	Home Furniture and Furnishing	\$21,424,740	\$600,000	-\$20,824,740	-97%
572	Household Appliance Stores	\$4,604,924	\$0	-\$4,604,924	-100%
573	Radio, TV, and Computer Stores	\$50,579,930	\$500,000	-\$50,079,930	-99%
5812	Eating Places	\$111,684,800	\$13,000,000	-\$98,684,850	-88%
5813	Drinking Places	\$3,353,216	\$0	-\$3,353,216	-100%

PRIMARY RETAIL TRADE AREA | GAP ANALYSIS SUMMARY
Leander, Texas

SIC	RETAIL SECTOR	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
591	Drug Stores and Proprietary	\$21,481,520	\$20,000,000	-\$1,481,521	-7%
592	Liquor Stores	\$2,140,563	\$200,000	-\$1,940,563	-91%
593	Used Merchandise Stores	\$4,425,713	\$200,000	-\$4,225,713	-95%
5941	Sporting Goods, Bicycle and Gun Stores	\$3,750,970	\$0	-\$3,750,970	-100%
5942	Book Stores	\$1,608,746	\$0	-\$1,608,746	-100%
5943	Stationery Stores	\$5,573,551	\$0	-\$5,573,551	-100%
5944	Jewelry Stores	\$2,605,625	\$200,000	-\$2,405,625	-92%
5945	Hobby, Toy and Game Shops	\$2,920,284	\$500,000	-\$2,420,284	-83%
5946	Camera and Photography Supply Stores	\$209,957	\$0	-\$209,957	-100%
5947	Gift, Novelty and Souvenir Shops	\$3,378,699	\$0	-\$3,378,699	-100%
5948	Luggage and Leather Goods Stores	\$132,400	\$0	-\$132,400	-100%
5949	Sewing, Needlework and Craft Stores	\$398,863	\$0	-\$398,863	-100%
596	Non-store Retailers	\$8,319,609	\$6,000,000	-\$2,319,609	-28%
598	Fuel and Ice Dealers	\$697,733	\$400,000	-\$297,733	-43%
5992	Florists	\$1,715,386	\$0	-\$1,715,386	-100%
5993	Tobacco Stores and Stands	\$368,671	\$0	-\$368,671	-100%
5994	News Dealers and Newsstands	\$252,890	\$0	-\$252,890	-100%
5995	Optical Goods Stores	\$2,058,851	\$500,000	-\$1,558,851	-76%
5999	Miscellaneous Retail Stores, NEC	\$30,262,590	\$17,000,000	-\$13,262,590	-44%
	TOTALS	\$767,357,100	\$223,000,000	-\$544,357,000	LEAKAGE

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, Sub-Saharan 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 Indo-European 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
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	

PRIMARY RETAIL TRADE AREA | DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
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
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	

DESCRIPTION	DATA	%
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
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

PRIMARY RETAIL TRADE AREA | DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
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
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

DESCRIPTION	DATA	%
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	

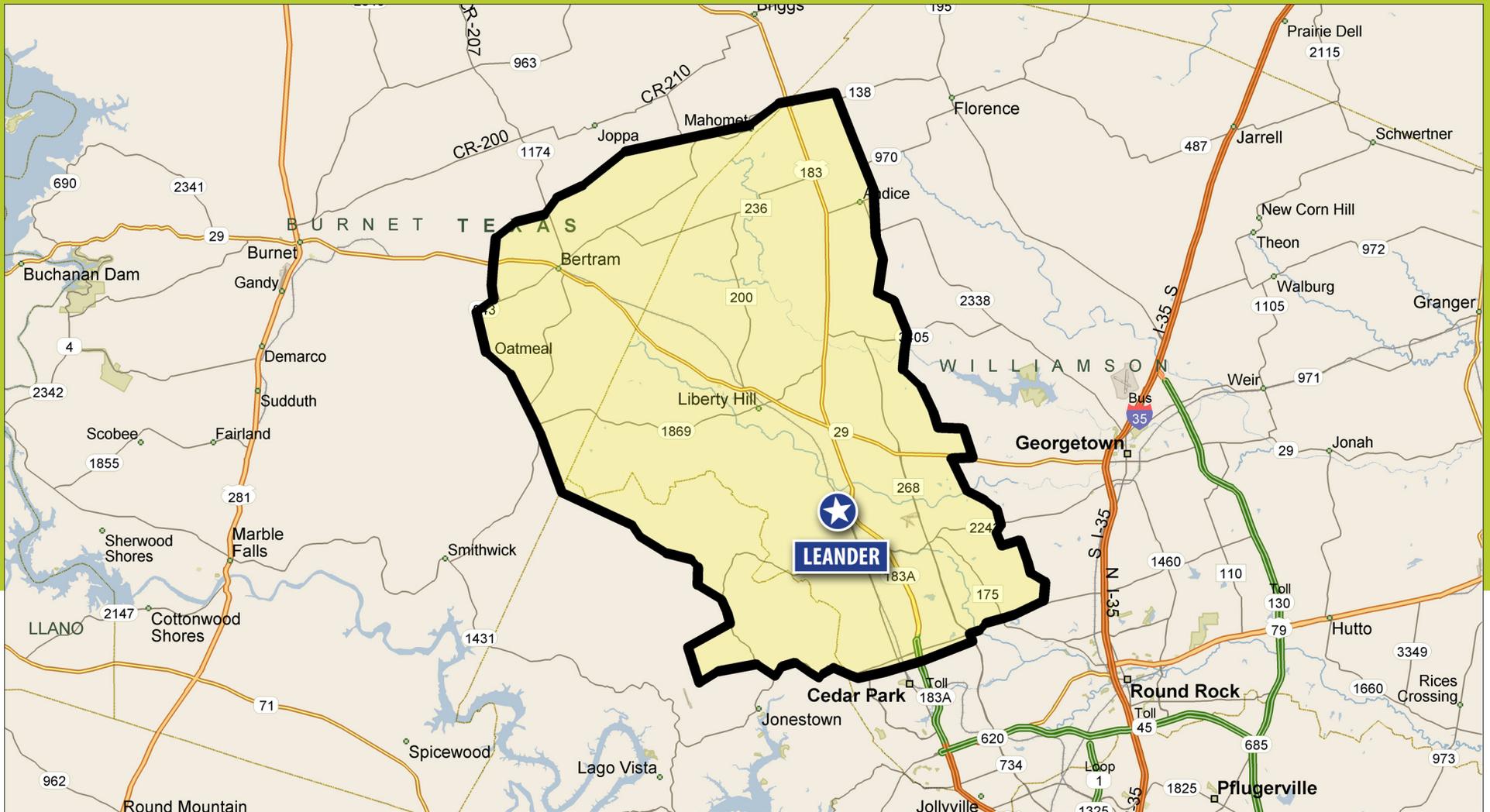
PRIMARY RETAIL TRADE AREA | DEMOGRAPHICS

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
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

DESCRIPTION	DATA	%
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	

SECONDARY RETAIL TRADE AREA | MAP Leander, Texas



Community Contact

Eric Zeno
ezeno@leandertx.gov
512-528-2855

Tom Yantis
tyantis@leandertx.gov
512-528-2732

City of Leander
200 W. Willis
Leander, Texas 78641

Fax 512-259-1605
Web Leandertx.org



SECONDARY RETAIL TRADE AREA | GAP ANALYSIS SUMMARY

Leander, Texas

SIC	RETAIL SECTOR	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
521	Lumber and Other Building Materials	\$28,653,050	\$40,000,000	\$11,346,950	40%
523	Paint, Glass and Wallpaper	\$8,622,972	\$2,000,000	-\$6,622,972	-77%
525	Hardware Stores	\$16,825,120	\$0	-\$16,825,120	-100%
526	Retail Nurseries and Garden	\$9,422,921	\$700,000	-\$8,722,921	-93%
527	Mobile Home Dealers	\$3,160,504	\$400,000	-\$2,760,504	-87%
53	General Merchandise Stores	\$106,970,100	\$9,500,000	-\$97,470,140	-91%
541	Grocery Stores	\$122,373,600	\$60,000,000	-\$62,373,550	-51%
542	Meat and Fish Markets	\$3,890,143	\$1,300,000	-\$2,590,143	-67%
543	Fruit and Vegetable Markets	\$2,380,890	\$0	-\$2,380,890	-100%
544	Candy, Nut and Confection Stores	\$404,283	\$0	-\$404,283	-100%
545	Dairy Products Stores	\$206,105	\$0	-\$206,105	-100%
546	Retail Bakeries	\$1,464,447	\$100,000	-\$1,364,447	-93%
549	Miscellaneous Food Stores	\$8,348,281	\$0	-\$8,348,281	-100%
551	New and Used Car Dealers	\$149,817,200	\$16,200,000	-\$133,617,200	-89%
552	Used Car Dealers	\$27,228,590	\$1,200,000	-\$26,028,590	-96%
553	Auto and Home Supply Stores	\$35,873,620	\$6,000,000	-\$29,873,620	-83%
554	Gasoline Service Stations	\$32,884,750	\$10,000,000	-\$22,884,750	-70%
555	Boat Dealers	\$3,082,267	\$0	-\$3,082,267	-100%
556	Recreational Vehicle Dealers	\$4,912,051	\$0	-\$4,912,051	-100%
557	Motorcycle Dealers	\$4,337,853	\$1,000,000	-\$3,337,852	-77%
559	Automotive Dealers, NEC	\$7,108,550	\$0	-\$7,108,550	-100%
561	Men's and Boys' Clothing Stores	\$2,430,866	\$0	-\$2,430,866	-100%
562	Women's Clothing Stores	\$4,671,825	\$0	-\$4,671,825	-100%
563	Women's Accessory and Specialty Stores	\$680,697	\$0	-\$680,697	-100%
564	Children's and Infants' Wear	\$1,205,955	\$300,000	-\$905,955	-75%
565	Family Clothing Stores	\$5,344,940	\$15,000,000	\$9,655,060	181%
566	Shoe Stores	\$6,172,117	\$0	-\$6,172,117	-100%
569	Miscellaneous Apparel and Accessory Stores	\$3,030,913	\$200,000	-\$2,830,913	-93%
571	Home Furniture and Furnishing	\$26,658,870	\$600,000	-\$26,058,870	-98%
572	Household Appliance Stores	\$5,729,922	\$0	-\$5,729,922	-100%
573	Radio, TV, and Computer Stores	\$62,936,770	\$500,000	-\$62,436,770	-99%
5812	Eating Places	\$138,969,800	\$13,000,000	-\$125,969,800	-91%
5813	Drinking Places	\$4,172,417	\$0	-\$4,172,417	-100%

SECONDARY RETAIL TRADE AREA | GAP ANALYSIS SUMMARY

Leander, Texas

SIC	RETAIL SECTOR	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
591	Drug Stores and Proprietary	\$26,729,520	\$20,000,000	-\$6,729,525	-25%
592	Liquor Stores	\$2,663,509	\$200,000	-\$2,463,509	-92%
593	Used Merchandise Stores	\$5,506,929	\$200,000	-\$5,306,929	-96%
5941	Sporting Goods, Bicycle and Gun Stores	\$4,667,345	\$0	-\$4,667,345	-100%
5942	Book Stores	\$2,001,768	\$0	-\$2,001,768	-100%
5943	Stationery Stores	\$6,935,187	\$0	-\$6,935,187	-100%
5944	Jewelry Stores	\$3,242,188	\$200,000	-\$3,042,188	-94%
5945	Hobby, Toy and Game Shops	\$3,633,718	\$500,000	-\$3,133,718	-86%
5946	Camera and Photography Supply Stores	\$261,250	\$0	-\$261,250	-100%
5947	Gift, Novelty and Souvenir Shops	\$4,204,126	\$0	-\$4,204,126	-100%
5948	Luggage and Leather Goods Stores	\$164,746	\$0	-\$164,746	-100%
5949	Sewing, Needlework and Craft Stores	\$496,306	\$0	-\$496,306	-100%
596	Non-store Retailers	\$10,352,120	\$6,000,000	-\$4,352,116	-42%
598	Fuel and Ice Dealers	\$868,191	\$400,000	-\$468,191	-54%
5992	Florists	\$2,134,461	\$0	-\$2,134,461	-100%
5993	Tobacco Stores and Stands	\$458,738	\$0	-\$458,738	-100%
5994	News Dealers and Newsstands	\$314,672	\$0	-\$314,672	-100%
5995	Optical Goods Stores	\$2,561,835	\$500,000	-\$2,061,835	-80%
5999	Miscellaneous Retail Stores, NEC	\$37,655,840	\$17,000,000	-\$20,655,840	-55%
	TOTALS	\$954,824,800	\$223,000,000	-\$731,824,800	LEAKAGE

SECONDARY RETAIL TRADE AREA | DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
Population		
2018 Projection	104,407	
2013 Estimate	90,898	
2010 Census	81,698	
2000 Census	40,100	
Growth 2013-2018	14.86%	
Growth 2010-2013	11.26%	
Growth 2000-2010	103.74%	
2013 Est. Pop by Single Race Class	90,898	
White Alone	75,239	82.77
Black or African American Alone	3,461	3.81
Amer. Indian and Alaska Native Alone	571	0.63
Asian Alone	2,191	2.41
Native Hawaiian and Other Pac. Isl. Alone	87	0.10
Some Other Race Alone	6,293	6.92
Two or More Races	3,057	3.36
2013 Est. Pop Hisp or Latino by Origin	90,898	
Not Hispanic or Latino	71,320	78.46
Hispanic or Latino:	19,578	21.54
Mexican	16,240	82.95
Puerto Rican	939	4.80
Cuban	199	1.02
All Other Hispanic or Latino	2,200	11.24

DESCRIPTION	DATA	%
2013 Est. Hisp or Latino by Single Race Class	19,578	
White Alone	11,667	59.59
Black or African American Alone	206	1.05
American Indian and Alaska Native Alone	221	1.13
Asian Alone	92	0.47
Native Hawaiian and Other Pacific Islander Alone	10	0.05
Some Other Race Alone	6,137	31.35
Two or More Races	1,244	6.35
2013 Est. Pop. Asian Alone Race by Cat	2,191	
Chinese, except Taiwanese	399	18.21
Filipino	245	11.18
Japanese	240	10.95
Asian Indian	664	30.31
Korean	70	3.19
Vietnamese	242	11.05
Cambodian	13	0.59
Hmong	0	0.00
Laotian	29	1.32
Thai	68	3.10
All Other Asian Races Including 2+ Category	221	10.09

SECONDARY RETAIL TRADE AREA | DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Population by Ancestry	90,898	
Pop, Arab	223	0.25
Pop, Czech	1,040	1.14
Pop, Danish	333	0.37
Pop, Dutch	533	0.59
Pop, English	6,339	6.97
Pop, French (except Basque)	1,380	1.52
Pop, French Canadian	934	1.03
Pop, German	15,030	16.54
Pop, Greek	59	0.06
Pop, Hungarian	216	0.24
Pop, Irish	6,947	7.64
Pop, Italian	2,489	2.74
Pop, Lithuanian	69	0.08
Pop, United States or American	4,890	5.38
Pop, Norwegian	1,081	1.19
Pop, Polish	1,349	1.48
Pop, Portuguese	48	0.05
Pop, Russian	125	0.14
Pop, Scottish	1,349	1.48
Pop, Scotch-Irish	1,368	1.50
Pop, Slovak	47	0.05
Pop, Sub-Saharan African	627	0.69
Pop, Swedish	749	0.82
Pop, Swiss	185	0.20
Pop, Ukrainian	15	0.02
Pop, Welsh	115	0.13
Pop, West Indian (exc Hisp groups)	157	0.17
Pop, Other ancestries	31,964	35.16
Pop, Ancestry Unclassified	11,237	12.36

DESCRIPTION	DATA	%
2013 Est. Pop Age 5+ by Language Spoken At Home	83,356	
Speak Only English at Home	71,258	85.49
Speak Asian/Pac. Isl. Lang. at Home	916	1.10
Speak IndoEuropean Language at Home	1,205	1.45
Speak Spanish at Home	9,772	11.72
Speak Other Language at Home	205	0.25
2013 Est. Population by Sex	90,898	
Male	44,982	49.49
Female	45,916	50.51
2013 Est. Population by Age	90,898	
Age 0 - 4	7,542	8.30
Age 5 - 9	8,157	8.97
Age 10 - 14	7,980	8.78
Age 15 - 17	4,704	5.18
Age 18 - 20	3,103	3.41
Age 21 - 24	3,792	4.17
Age 25 - 34	10,639	11.70
Age 35 - 44	15,578	17.14
Age 45 - 54	13,310	14.64
Age 55 - 64	8,912	9.80
Age 65 - 74	4,663	5.13
Age 75 - 84	1,859	2.05
Age 85 and over	658	0.72
Age 16 and over	65,610	72.18
Age 18 and over	62,514	68.77
Age 21 and over	59,411	65.36
Age 65 and over	7,180	7.90
2013 Est. Median Age	34.6	
2013 Est. Average Age	33.90	

SECONDARY RETAIL TRADE AREA | DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Male Population by Age	44,982	
Age 0 - 4	3,842	8.54
Age 5 - 9	4,174	9.28
Age 10 - 14	4,170	9.27
Age 15 - 17	2,434	5.41
Age 18 - 20	1,697	3.77
Age 21 - 24	1,946	4.33
Age 25 - 34	4,901	10.90
Age 35 - 44	7,698	17.11
Age 45 - 54	6,670	14.83
Age 55 - 64	4,321	9.61
Age 65 - 74	2,138	4.75
Age 75 - 84	788	1.75
Age 85 and over	204	0.45
2013 Est. Median Age, Male	33.6	
2013 Est. Average Age, Male	33.10	
2013 Est. Female Population by Age	45,916	
Age 0 - 4	3,700	8.06
Age 5 - 9	3,983	8.67
Age 10 - 14	3,810	8.30
Age 15 - 17	2,270	4.94
Age 18 - 20	1,406	3.06
Age 21 - 24	1,846	4.02
Age 25 - 34	5,738	12.50
Age 35 - 44	7,880	17.16
Age 45 - 54	6,640	14.46
Age 55 - 64	4,591	10.00
Age 65 - 74	2,525	5.50
Age 75 - 84	1,071	2.33
Age 85 and over	454	0.99

DESCRIPTION	DATA	%
2013 Est. Median Age, Female	35.3	
2013 Est. Average Age, Female	34.60	
2013 Est. Pop Age 15+ by Marital Status	67,218	
Total, Never Married	14,918	22.19
Males, Never Married	8,072	12.01
Females, Never Married	6,846	10.18
Married, Spouse present	39,755	59.14
Married, Spouse absent	2,576	3.83
Widowed	1,980	2.95
Males Widowed	374	0.56
Females Widowed	1,605	2.39
Divorced	7,990	11.89
Males Divorced	3,163	4.71
Females Divorced	4,827	7.18
2013 Est. Pop. Age 25+ by Edu. Attainment	55,619	
Less than 9th grade	1,881	3.38
Some High School, no diploma	2,577	4.63
High School Graduate (or GED)	13,706	24.64
Some College, no degree	15,461	27.80
Associate Degree	4,744	8.53
Bachelor's Degree	12,556	22.58
Master's Degree	3,634	6.53
Professional School Degree	614	1.10
Doctorate Degree	447	0.80
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	9,640	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	2,462	25.54
CY Pop 25+, Hisp/Lat, High School Graduate	1,925	19.97
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	3,293	34.16
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	1,959	20.32

SECONDARY RETAIL TRADE AREA | DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
Households		
2018 Projection	34,986	
2013 Estimate	30,523	
2010 Census	27,524	
2000 Census	13,330	
Growth 2013-2018	14.62%	
Growth 2010-2013	10.90%	
Growth 2000-2010	106.48%	
2013 Est. Households by Household Type	30,523	
Family Households	24,370	79.84
Nonfamily Households	6,153	20.16
2013 Est. Group Quarters Population	323	
2013 HHs by Ethnicity, Hispanic/Latino	4,833	15.83
2013 Est. HHs by HH Income	30,523	
CY HHs, Inc Less Than \$15,000	1,754	5.75
CY HHs, Inc \$15,000 - \$24,999	1,769	5.80
CY HHs, Inc \$25,000 - \$34,999	2,065	6.77
CY HHs, Inc \$35,000 - \$49,999	3,947	12.93
CY HHs, Inc \$50,000 - \$74,999	7,081	23.20
CY HHs, Inc \$75,000 - \$99,999	5,807	19.02
CY HHs, Inc \$100,000 - \$124,999	3,638	11.92
CY HHs, Inc \$125,000 - \$149,999	2,177	7.13
CY HHs, Inc \$150,000 - \$199,999	1,397	4.58
CY HHs, Inc \$200,000 - \$249,999	399	1.31
CY HHs, Inc \$250,000 - \$499,999	421	1.38
CY HHs, Inc \$500,000+	67	0.22

DESCRIPTION	DATA	%
2013 Est. Average Household Income	\$80,884	
2013 Est. Median Household Income	\$70,214	
2012 Est. Per Capita Income	\$25,158	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	71,452	
Black or African American Alone	72,667	
American Indian and Alaska Native Alone	66,221	
Asian Alone	72,625	
Native Hawaiian and Other Pacific Islander Alone	71,919	
Some Other Race Alone	46,212	
Two or More Races	76,728	
Hispanic or Latino	58,755	
Not Hispanic or Latino	72,737	
2013 Est. Family HH Type, Presence Own Children	24,370	
Married-Couple Family, own children	11,157	45.78
Married-Couple Family, no own children	8,373	34.36
Male Householder, own children	833	3.42
Male Householder, no own children	466	1.91
Female Householder, own children	2,399	9.84
Female Householder, no own children	1,142	4.69
2013 Est. Households by Household Size	30,523	
1-person household	4,871	15.96
2-person household	9,214	30.19
3-person household	6,021	19.73
4-person household	5,849	19.16
5-person household	2,794	9.15
6-person household	1,125	3.69
7 or more person household	649	2.13
2013 Est. Average Household Size	2.97	

SECONDARY RETAIL TRADE AREA | DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Households by Presence of People	30,523	
Households with 1 or more People under Age 18:	15,060	49.34
Married-Couple Family	11,353	75.39
Other Family, Male Householder	849	5.64
Other Family, Female Householder	2,642	17.54
Nonfamily, Male Householder	205	1.36
Nonfamily, Female Householder	11	0.07
Households no People under Age 18:	15,463	50.66
Married-Couple Family	8,044	52.02
Other Family, Male Householder	447	2.89
Other Family, Female Householder	859	5.56
Nonfamily, Male Householder	3,097	20.03
Nonfamily, Female Householder	3,015	19.50
2013 Est. Households by Number of Vehicles	30,523	
No Vehicles	752	2.46
1 Vehicle	6,465	21.18
2 Vehicles	15,872	52.00
3 Vehicles	5,755	18.85
4 Vehicles	1,266	4.15
5 or more Vehicles	412	1.35
2013 Est. Average Number of Vehicles	2	

DESCRIPTION	DATA	%
Family Households		
2018 Projection	27,952	
2013 Estimate	24,370	
2010 Census	21,969	
2000 Census	10,995	
Growth 2013-2018	14.70%	
Growth 2010-2013	10.93%	
Growth 2000-2010	99.81%	
2013 Est. Families by Poverty Status	24,370	
2013 Families at or Above Poverty	23,035	94.52
2013 Families at or Above Poverty with Children	13,849	56.83
2013 Families Below Poverty	1,335	5.48
2013 Families Below Poverty with Children	1,084	4.45
2013 Est. Pop Age 16+ by Employment Status	65,610	
In Armed Forces	175	0.27
Civilian - Employed	45,600	69.50
Civilian - Unemployed	3,453	5.26
Not in Labor Force	16,383	24.97
2013 Est. Civ Employed Pop 16+ Class of Worker	46,059	
For-Profit Private Workers	29,933	64.99
Non-Profit Private Workers	3,101	6.73
Local Government Workers	4,854	10.54
State Government Workers	2,947	6.40
Federal Government Workers	524	1.14
Self-Emp Workers	4,669	10.14
Unpaid Family Workers	31	0.07

SECONDARY RETAIL TRADE AREA | DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Civ Employed Pop 16+ by Occupation	46,059	
Architect/Engineer	1,464	3.18
Arts/Entertain/Sports	712	1.55
Building Grounds Maint	915	1.99
Business/Financial Ops	2,553	5.54
Community/Soc Svcs	655	1.42
Computer/Mathematical	2,313	5.02
Construction/Extraction	2,496	5.42
Edu/Training/Library	3,588	7.79
Farm/Fish/Forestry	109	0.24
Food Prep/Serving	1,790	3.89
Health Practitioner/Tec	2,264	4.92
Healthcare Support	825	1.79
Maintenance Repair	2,185	4.74
Legal	428	0.93
Life/Phys/Soc Science	311	0.68
Management	5,686	12.35
Office/Admin Support	6,369	13.83
Production	1,505	3.27
Protective Svcs	1,259	2.73
Sales/Related	6,117	13.28
Personal Care/Svc	1,044	2.27
Transportation/Moving	1,471	3.19
2013 Est. Pop 16+ by Occupation Classification	46,059	
Blue Collar	7,657	16.62
White Collar	32,460	70.47
Service and Farm	5,942	12.90

DESCRIPTION	DATA	%
2013 Est. Workers Age 16+, Transp. To Work	45,296	
Drove Alone	35,392	78.13
Car Pooled	5,764	12.73
Public Transportation	300	0.66
Walked	232	0.51
Bicycle	68	0.15
Other Means	443	0.98
Worked at Home	3,097	6.84
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	6,876	
15 - 29 Minutes	14,049	
30 - 44 Minutes	13,597	
45 - 59 Minutes	4,782	
60 or more Minutes	3,471	
2013 Est. Avg Travel Time to Work in Minutes	32.09	
2013 Est. Tenure of Occupied Housing Units	30,523	
Owner Occupied	25,277	82.81
Renter Occupied	5,246	17.19
2013 Owner Occ. HUs: Avg. Length of Residence	10.3	
2013 Renter Occ. HUs: Avg. Length of Residence	5.1	

SECONDARY RETAIL TRADE AREA | DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
2013 Est. All Owner-Occupied Housing Values	25,277	
Value Less than \$20,000	340	1.35
Value \$20,000 - \$39,999	450	1.78
Value \$40,000 - \$59,999	723	2.86
Value \$60,000 - \$79,999	855	3.38
Value \$80,000 - \$99,999	780	3.09
Value \$100,000 - \$149,999	6,990	27.65
Value \$150,000 - \$199,999	6,777	26.81
Value \$200,000 - \$299,999	4,860	19.23
Value \$300,000 - \$399,999	1,812	7.17
Value \$400,000 - \$499,999	922	3.65
Value \$500,000 - \$749,999	518	2.05
Value \$750,000 - \$999,999	124	0.49
Value \$1,000,000 or more	125	0.49
2013 Est. Median All Owner-Occupied Housing Value	\$168,438	
2013 Est. Housing Units by Units in Structure	32,240	
1 Unit Attached	244	0.76
1 Unit Detached	27,700	85.92
2 Units	231	0.72
3 or 4 Units	217	0.67
5 to 19 Units	522	1.62
20 to 49 Units	221	0.69
50 or More Units	349	1.08
Mobile Home or Trailer	2,703	8.38
Boat, RV, Van, etc.	52	0.16
2013 Est. Housing Units by Year Structure Built	32,240	
Housing Unit Built 2005 or later	7,095	22.01
Housing Unit Built 2000 to 2004	9,373	29.07
Housing Unit Built 1990 to 1999	8,284	25.69

DESCRIPTION	DATA	%
Housing Unit Built 1980 to 1989	4,060	12.59
Housing Unit Built 1970 to 1979	1,741	5.40
Housing Unit Built 1960 to 1969	398	1.23
Housing Unit Built 1950 to 1959	359	1.11
Housing Unit Built 1940 to 1949	236	0.73
Housing Unit Built 1939 or Earlier	693	2.15
2013 Est. Median Year Structure Built	2000	

COMMUNITY DEMOGRAPHIC PROFILE

Leander, Texas

DESCRIPTION	DATA	%
Population		
2018 Projection	104,407	
2013 Estimate	90,898	
2010 Census	81,698	
2000 Census	40,100	
Growth 2013-2018	14.86%	
Growth 2010-2013	11.26%	
Growth 2000-2010	103.74%	
2013 Est. Pop by Single Race Class	90,898	
White Alone	75,239	82.77
Black or African American Alone	3,461	3.81
Amer. Indian and Alaska Native Alone	571	0.63
Asian Alone	2,191	2.41
Native Hawaiian and Other Pac. Isl. Alone	87	0.10
Some Other Race Alone	6,293	6.92
Two or More Races	3,057	3.36
2013 Est. Pop Hisp or Latino by Origin	90,898	
Not Hispanic or Latino	71,320	78.46
Hispanic or Latino:	19,578	21.54
Mexican	16,240	82.95
Puerto Rican	939	4.80
Cuban	199	1.02
All Other Hispanic or Latino	2,200	11.24

DESCRIPTION	DATA	%
2013 Est. Hisp or Latino by Single Race Class	19,578	
White Alone	11,667	59.59
Black or African American Alone	206	1.05
American Indian and Alaska Native Alone	221	1.13
Asian Alone	92	0.47
Native Hawaiian and Other Pacific Islander Alone	10	0.05
Some Other Race Alone	6,137	31.35
Two or More Races	1,244	6.35
2013 Est. Pop. Asian Alone Race by Cat	2,191	
Chinese, except Taiwanese	399	18.21
Filipino	245	11.18
Japanese	240	10.95
Asian Indian	664	30.31
Korean	70	3.19
Vietnamese	242	11.05
Cambodian	13	0.59
Hmong	0	0.00
Laotian	29	1.32
Thai	68	3.10
All Other Asian Races Including 2+ Category	221	10.09

COMMUNITY DEMOGRAPHIC PROFILE

Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Population by Ancestry	90,898	
Pop, Arab	223	0.25
Pop, Czech	1,040	1.14
Pop, Danish	333	0.37
Pop, Dutch	533	0.59
Pop, English	6,339	6.97
Pop, French (except Basque)	1,380	1.52
Pop, French Canadian	934	1.03
Pop, German	15,030	16.54
Pop, Greek	59	0.06
Pop, Hungarian	216	0.24
Pop, Irish	6,947	7.64
Pop, Italian	2,489	2.74
Pop, Lithuanian	69	0.08
Pop, United States or American	4,890	5.38
Pop, Norwegian	1,081	1.19
Pop, Polish	1,349	1.48
Pop, Portuguese	48	0.05
Pop, Russian	125	0.14
Pop, Scottish	1,349	1.48
Pop, Scotch-Irish	1,368	1.50
Pop, Slovak	47	0.05
Pop, Sub-Saharan African	627	0.69
Pop, Swedish	749	0.82
Pop, Swiss	185	0.20
Pop, Ukrainian	15	0.02
Pop, Welsh	115	0.13
Pop, West Indian (exc Hisp groups)	157	0.17
Pop, Other ancestries	31,964	35.16
Pop, Ancestry Unclassified	11,237	12.36

DESCRIPTION	DATA	%
2013 Est. Pop Age 5+ by Language Spoken At Home	83,356	
Speak Only English at Home	71,258	85.49
Speak Asian/Pac. Isl. Lang. at Home	916	1.10
Speak Indo-European Language at Home	1,205	1.45
Speak Spanish at Home	9,772	11.72
Speak Other Language at Home	205	0.25
2013 Est. Population by Sex	90,898	
Male	44,982	49.49
Female	45,916	50.51
2013 Est. Population by Age	90,898	
Age 0 - 4	7,542	8.30
Age 5 - 9	8,157	8.97
Age 10 - 14	7,980	8.78
Age 15 - 17	4,704	5.18
Age 18 - 20	3,103	3.41
Age 21 - 24	3,792	4.17
Age 25 - 34	10,639	11.70
Age 35 - 44	15,578	17.14
Age 45 - 54	13,310	14.64
Age 55 - 64	8,912	9.80
Age 65 - 74	4,663	5.13
Age 75 - 84	1,859	2.05
Age 85 and over	658	0.72
Age 16 and over	65,610	72.18
Age 18 and over	62,514	68.77
Age 21 and over	59,411	65.36
Age 65 and over	7,180	7.90
2013 Est. Median Age	34.6	
2013 Est. Average Age	33.90	

COMMUNITY DEMOGRAPHIC PROFILE

Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Male Population by Age	44,982	
Age 0 - 4	3,842	8.54
Age 5 - 9	4,174	9.28
Age 10 - 14	4,170	9.27
Age 15 - 17	2,434	5.41
Age 18 - 20	1,697	3.77
Age 21 - 24	1,946	4.33
Age 25 - 34	4,901	10.90
Age 35 - 44	7,698	17.11
Age 45 - 54	6,670	14.83
Age 55 - 64	4,321	9.61
Age 65 - 74	2,138	4.75
Age 75 - 84	788	1.75
Age 85 and over	204	0.45
2013 Est. Median Age, Male	33.6	
2013 Est. Average Age, Male	33.10	
2013 Est. Female Population by Age	45,916	
Age 0 - 4	3,700	8.06
Age 5 - 9	3,983	8.67
Age 10 - 14	3,810	8.30
Age 15 - 17	2,270	4.94
Age 18 - 20	1,406	3.06
Age 21 - 24	1,846	4.02
Age 25 - 34	5,738	12.50
Age 35 - 44	7,880	17.16
Age 45 - 54	6,640	14.46
Age 55 - 64	4,591	10.00
Age 65 - 74	2,525	5.50
Age 75 - 84	1,071	2.33
Age 85 and over	454	0.99

DESCRIPTION	DATA	%
2013 Est. Median Age, Female	35.3	
2013 Est. Average Age, Female	34.60	
2013 Est. Pop Age 15+ by Marital Status	67,218	
Total, Never Married	14,918	22.19
Males, Never Married	8,072	12.01
Females, Never Married	6,846	10.18
Married, Spouse present	39,755	59.14
Married, Spouse absent	2,576	3.83
Widowed	1,980	2.95
Males Widowed	374	0.56
Females Widowed	1,605	2.39
Divorced	7,990	11.89
Males Divorced	3,163	4.71
Females Divorced	4,827	7.18
2013 Est. Pop. Age 25+ by Edu. Attainment	55,619	
Less than 9th grade	1,881	3.38
Some High School, no diploma	2,577	4.63
High School Graduate (or GED)	13,706	24.64
Some College, no degree	15,461	27.80
Associate Degree	4,744	8.53
Bachelor's Degree	12,556	22.58
Master's Degree	3,634	6.53
Professional School Degree	614	1.10
Doctorate Degree	447	0.80
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	9,640	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	2,462	25.54
CY Pop 25+, Hisp/Lat, High School Graduate	1,925	19.97
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	3,293	34.16
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	1,959	20.32

COMMUNITY DEMOGRAPHIC PROFILE

Leander, Texas

DESCRIPTION	DATA	%
Households		
2018 Projection	34,986	
2013 Estimate	30,523	
2010 Census	27,524	
2000 Census	13,330	
Growth 2013-2018	14.62%	
Growth 2010-2013	10.90%	
Growth 2000-2010	106.48%	
2013 Est. Households by Household Type	30,523	
Family Households	24,370	79.84
Nonfamily Households	6,153	20.16
2013 Est. Group Quarters Population	323	
2013 HHs by Ethnicity, Hispanic/Latino	4,833	15.83
2013 Est. HHs by HH Income	30,523	
CY HHs, Inc Less Than \$15,000	1,754	5.75
CY HHs, Inc \$15,000 - \$24,999	1,769	5.80
CY HHs, Inc \$25,000 - \$34,999	2,065	6.77
CY HHs, Inc \$35,000 - \$49,999	3,947	12.93
CY HHs, Inc \$50,000 - \$74,999	7,081	23.20
CY HHs, Inc \$75,000 - \$99,999	5,807	19.02
CY HHs, Inc \$100,000 - \$124,999	3,638	11.92
CY HHs, Inc \$125,000 - \$149,999	2,177	7.13
CY HHs, Inc \$150,000 - \$199,999	1,397	4.58
CY HHs, Inc \$200,000 - \$249,999	399	1.31
CY HHs, Inc \$250,000 - \$499,999	421	1.38
CY HHs, Inc \$500,000+	67	0.22

DESCRIPTION	DATA	%
2013 Est. Average Household Income	\$80,884	
2013 Est. Median Household Income	\$70,214	
2012 Est. Per Capita Income	\$25,158	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	71,452	
Black or African American Alone	72,667	
American Indian and Alaska Native Alone	66,221	
Asian Alone	72,625	
Native Hawaiian and Other Pacific Islander Alone	71,919	
Some Other Race Alone	46,212	
Two or More Races	76,728	
Hispanic or Latino	58,755	
Not Hispanic or Latino	72,737	
2013 Est. Family HH Type, Presence Own Children	24,370	
Married-Couple Family, own children	11,157	45.78
Married-Couple Family, no own children	8,373	34.36
Male Householder, own children	833	3.42
Male Householder, no own children	466	1.91
Female Householder, own children	2,399	9.84
Female Householder, no own children	1,142	4.69
2013 Est. Households by Household Size	30,523	
1-person household	4,871	15.96
2-person household	9,214	30.19
3-person household	6,021	19.73
4-person household	5,849	19.16
5-person household	2,794	9.15
6-person household	1,125	3.69
7 or more person household	649	2.13
2013 Est. Average Household Size	2.97	

COMMUNITY DEMOGRAPHIC PROFILE

Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Households by Presence of People	30,523	
Households with 1 or more People under Age 18:	15,060	49.34
Married-Couple Family	11,353	75.39
Other Family, Male Householder	849	5.64
Other Family, Female Householder	2,642	17.54
Nonfamily, Male Householder	205	1.36
Nonfamily, Female Householder	11	0.07
Households no People under Age 18:	15,463	50.66
Married-Couple Family	8,044	52.02
Other Family, Male Householder	447	2.89
Other Family, Female Householder	859	5.56
Nonfamily, Male Householder	3,097	20.03
Nonfamily, Female Householder	3,015	19.50
2013 Est. Households by Number of Vehicles	30,523	
No Vehicles	752	2.46
1 Vehicle	6,465	21.18
2 Vehicles	15,872	52.00
3 Vehicles	5,755	18.85
4 Vehicles	1,266	4.15
5 or more Vehicles	412	1.35
2013 Est. Average Number of Vehicles	2	

DESCRIPTION	DATA	%
Family Households		
2018 Projection	27,952	
2013 Estimate	24,370	
2010 Census	21,969	
2000 Census	10,995	
Growth 2013-2018	14.70%	
Growth 2010-2013	10.93%	
Growth 2000-2010	99.81%	
2013 Est. Families by Poverty Status	24,370	
2013 Families at or Above Poverty	23,035	94.52
2013 Families at or Above Poverty with Children	13,849	56.83
2013 Families Below Poverty	1,335	5.48
2013 Families Below Poverty with Children	1,084	4.45
2013 Est. Pop Age 16+ by Employment Status	65,610	
In Armed Forces	175	0.27
Civilian - Employed	45,600	69.50
Civilian - Unemployed	3,453	5.26
Not in Labor Force	16,383	24.97
2013 Est. Civ Employed Pop 16+ Class of Worker	46,059	
For-Profit Private Workers	29,933	64.99
Non-Profit Private Workers	3,101	6.73
Local Government Workers	4,854	10.54
State Government Workers	2,947	6.40
Federal Government Workers	524	1.14
Self-Emp Workers	4,669	10.14
Unpaid Family Workers	31	0.07

COMMUNITY DEMOGRAPHIC PROFILE

Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Civ Employed Pop 16+ by Occupation	46,059	
Architect/Engineer	1,464	3.18
Arts/Entertain/Sports	712	1.55
Building Grounds Maint	915	1.99
Business/Financial Ops	2,553	5.54
Community/Soc Svcs	655	1.42
Computer/Mathematical	2,313	5.02
Construction/Extraction	2,496	5.42
Edu/Training/Library	3,588	7.79
Farm/Fish/Forestry	109	0.24
Food Prep/Serving	1,790	3.89
Health Practitioner/Tec	2,264	4.92
Healthcare Support	825	1.79
Maintenance Repair	2,185	4.74
Legal	428	0.93
Life/Phys/Soc Science	311	0.68
Management	5,686	12.35
Office/Admin Support	6,369	13.83
Production	1,505	3.27
Protective Svcs	1,259	2.73
Sales/Related	6,117	13.28
Personal Care/Svc	1,044	2.27
Transportation/Moving	1,471	3.19
2013 Est. Pop 16+ by Occupation Classification	46,059	
Blue Collar	7,657	16.62
White Collar	32,460	70.47
Service and Farm	5,942	12.90

DESCRIPTION	DATA	%
2013 Est. Workers Age 16+, Transp. To Work	45,296	
Drove Alone	35,392	78.13
Car Pooled	5,764	12.73
Public Transportation	300	0.66
Walked	232	0.51
Bicycle	68	0.15
Other Means	443	0.98
Worked at Home	3,097	6.84
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	6,876	
15 - 29 Minutes	14,049	
30 - 44 Minutes	13,597	
45 - 59 Minutes	4,782	
60 or more Minutes	3,471	
2013 Est. Avg Travel Time to Work in Minutes	32.09	
2013 Est. Tenure of Occupied Housing Units	30,523	
Owner Occupied	25,277	82.81
Renter Occupied	5,246	17.19
2013 Owner Occ. HUs: Avg. Length of Residence	10.3	
2013 Renter Occ. HUs: Avg. Length of Residence	5.1	

COMMUNITY DEMOGRAPHIC PROFILE

Leander, Texas

DESCRIPTION	DATA	%
2013 Est. All Owner-Occupied Housing Values	25,277	
Value Less than \$20,000	340	1.35
Value \$20,000 - \$39,999	450	1.78
Value \$40,000 - \$59,999	723	2.86
Value \$60,000 - \$79,999	855	3.38
Value \$80,000 - \$99,999	780	3.09
Value \$100,000 - \$149,999	6,990	27.65
Value \$150,000 - \$199,999	6,777	26.81
Value \$200,000 - \$299,999	4,860	19.23
Value \$300,000 - \$399,999	1,812	7.17
Value \$400,000 - \$499,999	922	3.65
Value \$500,000 - \$749,999	518	2.05
Value \$750,000 - \$999,999	124	0.49
Value \$1,000,000 or more	125	0.49
2013 Est. Median All Owner-Occupied Housing Value	\$168,438	
2013 Est. Housing Units by Units in Structure	32,240	
1 Unit Attached	244	0.76
1 Unit Detached	27,700	85.92
2 Units	231	0.72
3 or 4 Units	217	0.67
5 to 19 Units	522	1.62
20 to 49 Units	221	0.69
50 or More Units	349	1.08
Mobile Home or Trailer	2,703	8.38
Boat, RV, Van, etc.	52	0.16
2013 Est. Housing Units by Year Structure Built	32,240	
Housing Unit Built 2005 or later	7,095	22.01
Housing Unit Built 2000 to 2004	9,373	29.07
Housing Unit Built 1990 to 1999	8,284	25.69

DESCRIPTION	DATA	%
Housing Unit Built 1980 to 1989	4,060	12.59
Housing Unit Built 1970 to 1979	1,741	5.40
Housing Unit Built 1960 to 1969	398	1.23
Housing Unit Built 1950 to 1959	359	1.11
Housing Unit Built 1940 to 1949	236	0.73
Housing Unit Built 1939 or Earlier	693	2.15
2013 Est. Median Year Structure Built	2000	



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.

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802
Tel 800.851.0962 | Fax 662.844.2738 | Email info@theretailcoach.net | Web www.theretailcoach.net



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, Claritas, ESRI, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

Mapping data is provided by MapInfo, Claritas, 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.

Community Contact



Eric Zeno
ezeno@leandertx.gov
512-528-2855

Tom Yantis
tyantis@leandertx.gov
512-528-2732

City of Leander
200 W. Willis
Leander, Texas 78641

Fax 512-259-1605
Web Leandertx.org