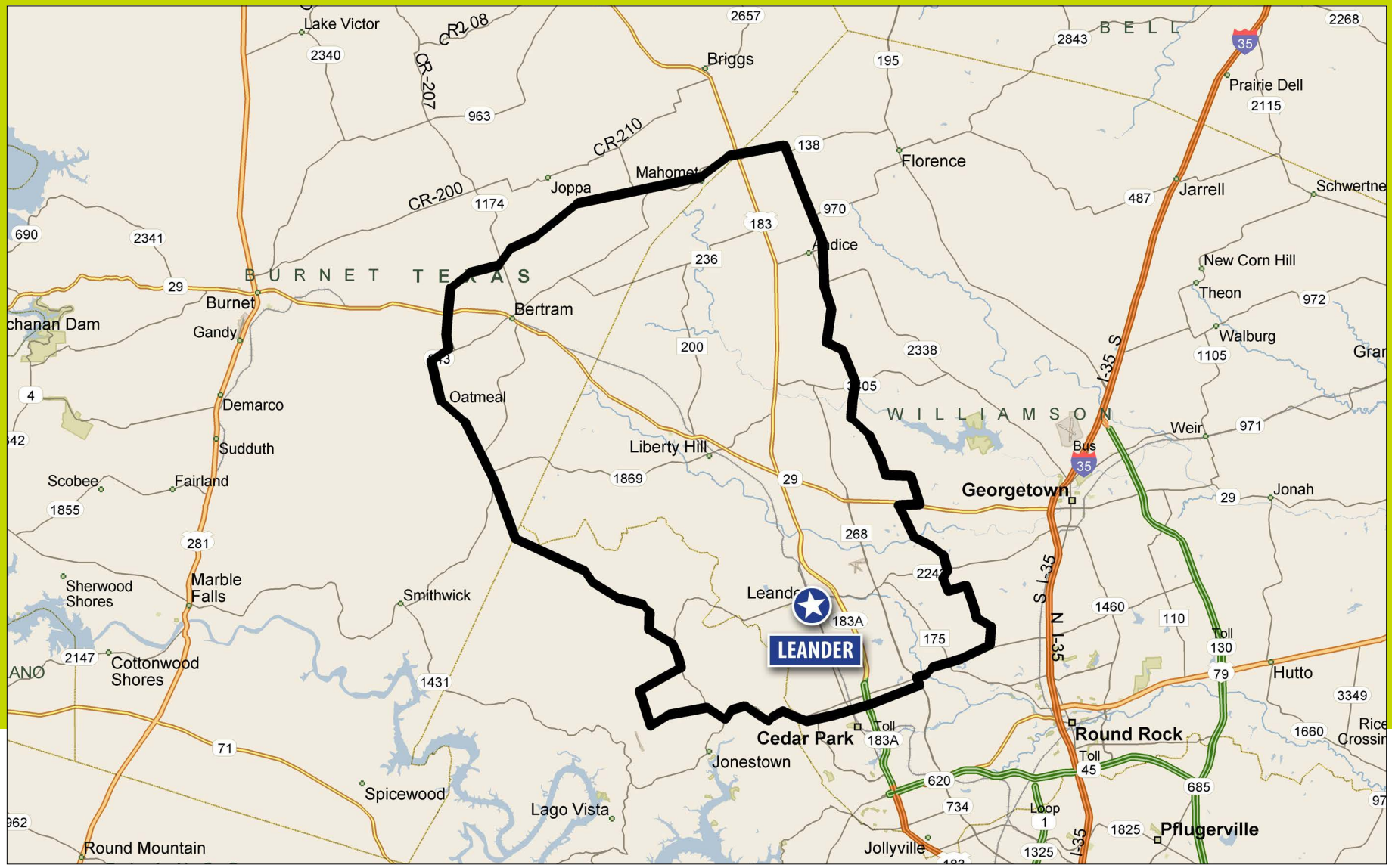
City of Leander

2013 DEMOGRAPHIC PROFILE
Secondary Retail Trade Area
Leander, Texas

Prepared for
City of Leander
March 2013

TheRetailCoach®

SECONDARY RETAIL TRADE AREA MAP
Leander, Texas



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City of Leander

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, Subsaharan 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

SECONDARY RETAIL TRADE AREA DEMOGRAPHICS
Leander, Texas

DESCRIPTION	DATA	%
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	
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

DESCRIPTION	DATA	%
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	
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

SECONDARY RETAIL TRADE AREA DEMOGRAPHICS
Leander, Texas

DESCRIPTION	DATA	%
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
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

DESCRIPTION	DATA	%
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
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

DESCRIPTION	DATA	%
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
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	

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.