



PRIMARY RETAIL TRADE AREA DEMOGRAPHICS

Leander, Texas



Prepared for
City of Leander
October 2013



PRIMARY RETAIL TRADE AREA | DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	83,992	
2014 Estimate	73,486	
2010 Census	63,549	
2000 Census	29,574	
Growth 2014-2019	14.30%	
Growth 2010-2014	15.64%	
Growth 2000-2010	114.88%	
2014 Est. Pop by Single Race Class	73,486	
White Alone	59,922	81.54
Black or African American Alone	3,318	4.52
Amer. Indian and Alaska Native Alone	534	0.73
Asian Alone	1,598	2.17
Native Hawaiian and Other Pac. Isl. Alone	62	0.08
Some Other Race Alone	5,394	7.34
Two or More Races	2,660	3.62
2014 Est. Pop Hisp or Latino by Origin	73,486	
Not Hispanic or Latino	57,101	77.70
Hispanic or Latino:	16,385	22.30
Mexican	13,545	82.67
Puerto Rican	522	3.19
Cuban	145	0.88
All Other Hispanic or Latino	2,172	13.26

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	16,385	
White Alone	9,517	58.08
Black or African American Alone	189	1.15
American Indian and Alaska Native Alone	203	1.24
Asian Alone	80	0.49
Native Hawaiian and Other Pacific Islander Alone	5	0.03
Some Other Race Alone	5,274	32.19
Two or More Races	1,118	6.82
2014 Est. Pop. Asian Alone Race by Cat	1,598	
Chinese, except Taiwanese	342	21.40
Filipino	344	21.53
Japanese	54	3.38
Asian Indian	289	18.09
Korean	133	8.32
Vietnamese	201	12.58
Cambodian	6	0.38
Hmong	0	0.00
Laotian	16	1.00
Thai	47	2.94
All Other Asian Races Including 2+ Category	165	10.33

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DESCRIPTION	DATA	%
2014 Est. Population by Ancestry	73,486	
Pop, Arab	167	0.23
Pop, Czech	748	1.02
Pop, Danish	131	0.18
Pop, Dutch	278	0.38
Pop, English	4,859	6.61
Pop, French (except Basque)	1,640	2.23
Pop, French Canadian	721	0.98
Pop, German	11,724	15.95
Pop, Greek	228	0.31
Pop, Hungarian	141	0.19
Pop, Irish	5,001	6.81
Pop, Italian	1,720	2.34
Pop, Lithuanian	49	0.07
Pop, United States or American	5,062	6.89
Pop, Norwegian	561	0.76
Pop, Polish	920	1.25
Pop, Portuguese	122	0.17
Pop, Russian	137	0.19
Pop, Scottish	1,052	1.43
Pop, Scotch-Irish	1,428	1.94
Pop, Slovak	38	0.05
Pop, Sub-Saharan African	1,261	1.72
Pop, Swedish	647	0.88
Pop, Swiss	100	0.14
Pop, Ukrainian	5	0.01
Pop, Welsh	296	0.40
Pop, West Indian (exc Hisp groups)	119	0.16
Pop, Other ancestries	24,812	33.76
Pop, Ancestry Unclassified	9,518	12.95

DESCRIPTION	DATA	%
2014 Est. Pop Age 5+ by Language Spoken At Home	67,613	
Speak Only English at Home	57,270	84.70
Speak Asian/Pac. Isl. Lang. at Home	724	1.07
Speak IndoEuropean Language at Home	1,538	2.27
Speak Spanish at Home	7,899	11.68
Speak Other Language at Home	182	0.27
2014 Est. Population by Sex	73,486	
Male	36,298	49.39
Female	37,188	50.61
2014 Est. Population by Age	73,486	
Age 0 - 4	5,873	7.99
Age 5 - 9	6,323	8.60
Age 10 - 14	6,619	9.01
Age 15 - 17	3,670	4.99
Age 18 - 20	3,041	4.14
Age 21 - 24	3,292	4.48
Age 25 - 34	8,492	11.56
Age 35 - 44	12,478	16.98
Age 45 - 54	10,740	14.62
Age 55 - 64	7,233	9.84
Age 65 - 74	3,764	5.12
Age 75 - 84	1,458	1.98
Age 85 and over	504	0.69
Age 16 and over	53,468	72.76
Age 18 and over	51,001	69.40
Age 21 and over	47,960	65.26
Age 65 and over	5,725	7.79
2014 Est. Median Age	34.3	
2014 Est. Average Age	33.90	

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DESCRIPTION	DATA	%
2014 Est. Male Population by Age	36,298	
Age 0 - 4	2,980	8.21
Age 5 - 9	3,223	8.88
Age 10 - 14	3,420	9.42
Age 15 - 17	1,914	5.27
Age 18 - 20	1,613	4.44
Age 21 - 24	1,730	4.77
Age 25 - 34	3,957	10.90
Age 35 - 44	6,157	16.96
Age 45 - 54	5,317	14.65
Age 55 - 64	3,516	9.69
Age 65 - 74	1,725	4.75
Age 75 - 84	599	1.65
Age 85 and over	148	0.41
2014 Est. Median Age, Male	33.3	
2014 Est. Average Age, Male	33.00	
2014 Est. Female Population by Age	37,188	
Age 0 - 4	2,893	7.78
Age 5 - 9	3,100	8.34
Age 10 - 14	3,200	8.60
Age 15 - 17	1,756	4.72
Age 18 - 20	1,428	3.84
Age 21 - 24	1,562	4.20
Age 25 - 34	4,535	12.19
Age 35 - 44	6,321	17.00
Age 45 - 54	5,423	14.58
Age 55 - 64	3,717	10.00
Age 65 - 74	2,039	5.48
Age 75 - 84	859	2.31
Age 85 and over	356	0.96

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	35.2	
2014 Est. Average Age, Female	34.60	
2014 Est. Pop Age 15+ by Marital Status	54,671	
Total, Never Married	12,887	23.57
Males, Never Married	6,982	12.77
Females, Never Married	5,904	10.80
Married, Spouse present	32,118	58.75
Married, Spouse absent	2,030	3.71
Widowed	1,397	2.56
Males Widowed	242	0.44
Females Widowed	1,154	2.11
Divorced	6,240	11.41
Males Divorced	2,551	4.67
Females Divorced	3,688	6.75
2014 Est. Pop. Age 25+ by Edu. Attainment	44,668	
Less than 9th grade	1,186	2.66
Some High School, no diploma	2,019	4.52
High School Graduate (or GED)	10,030	22.45
Some College, no degree	12,591	28.19
Associate Degree	3,750	8.40
Bachelor's Degree	10,945	24.50
Master's Degree	3,083	6.90
Professional School Degree	655	1.47
Doctorate Degree	409	0.92
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	8,019	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	2,001	24.95
CY Pop 25+, Hisp/Lat, High School Graduate	1,859	23.18
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	2,818	35.14
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	1,341	16.72

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DESCRIPTION	DATA	%
Households		
2019 Projection	27,984	
2014 Estimate	24,454	
2010 Census	21,155	
2000 Census	9,738	
Growth 2014-2019	14.44%	
Growth 2010-2014	15.59%	
Growth 2000-2010	117.24%	
2014 Est. Households by Household Type	24,454	
Family Households	19,651	80.36
Nonfamily Households	4,803	19.64
2014 Est. Group Quarters Population	240	
2014 HHs by Ethnicity, Hispanic/Latino	4,015	16.42
2014 Est. HHs by HH Income	24,454	
CY HHs, Inc Less Than \$15,000	1,231	5.03
CY HHs, Inc \$15,000 - \$24,999	1,459	5.97
CY HHs, Inc \$25,000 - \$34,999	1,315	5.38
CY HHs, Inc \$35,000 - \$49,999	2,889	11.81
CY HHs, Inc \$50,000 - \$74,999	5,581	22.82
CY HHs, Inc \$75,000 - \$99,999	4,100	16.77
CY HHs, Inc \$100,000 - \$124,999	3,149	12.88
CY HHs, Inc \$125,000 - \$149,999	2,178	8.91
CY HHs, Inc \$150,000 - \$199,999	1,374	5.62
CY HHs, Inc \$200,000 - \$249,999	467	1.91
CY HHs, Inc \$250,000 - \$499,999	569	2.33
CY HHs, Inc \$500,000+	142	0.58

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$88,440	
2014 Est. Median Household Income	\$73,887	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	75,395	
Black or African American Alone	75,455	
American Indian and Alaska Native Alone	79,856	
Asian Alone	73,301	
Native Hawaiian and Other Pacific Islander Alone	59,435	
Some Other Race Alone	56,745	
Two or More Races	69,454	
Hispanic or Latino	63,371	
Not Hispanic or Latino	76,587	
2014 Est. Family HH Type, Presence Own Children	19,651	
Married-Couple Family, own children	8,901	45.30
Married-Couple Family, no own children	6,949	35.36
Male Householder, own children	673	3.42
Male Householder, no own children	447	2.27
Female Householder, own children	1,667	8.48
Female Householder, no own children	1,013	5.15

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DESCRIPTION	DATA	%
2014 Est. Households by Household Size	24,454	
1-person household	3,831	15.67
2-person household	7,236	29.59
3-person household	4,882	19.96
4-person household	4,738	19.38
5-person household	2,270	9.28
6-person household	954	3.90
7 or more person household	542	2.22
2014 Est. Average Household Size	3.00	
2014 Est. Households by Presence of People	24,454	
Households with 1 or more People under Age 18:	12,110	49.52
Married-Couple Family	9,307	76.85
Other Family, Male Householder	773	6.38
Other Family, Female Householder	1,930	15.94
Nonfamily, Male Householder	72	0.59
Nonfamily, Female Householder	29	0.24
Households no People under Age 18:	12,344	50.48
Married-Couple Family	6,545	53.02
Other Family, Male Householder	347	2.81
Other Family, Female Householder	744	6.03
Nonfamily, Male Householder	2,217	17.96
Nonfamily, Female Householder	2,491	20.18

DESCRIPTION	DATA	%
2014 Est. Households by Number of Vehicles	24,454	
No Vehicles	632	2.58
1 Vehicle	5,017	20.52
2 Vehicles	12,721	52.02
3 Vehicles	4,698	19.21
4 Vehicles	1,141	4.67
5 or more Vehicles	246	1.01
2014 Est. Average Number of Vehicles	2.07	
Family Households		
2019 Projection	22,510	
2014 Estimate	19,651	
2010 Census	16,978	
2000 Census	8,114	
Growth 2014-2019	14.55%	
Growth 2010-2014	15.75%	
Growth 2000-2010	109.24%	
2014 Est. Families by Poverty Status	19,651	
2014 Families at or Above Poverty	18,482	94.05
2014 Families at or Above Poverty with Children	10,953	55.74
2014 Families Below Poverty		
2014 Families Below Poverty with Children	1,169	5.95
2014 Est. Pop Age 16+ by Employment Status	53,468	
In Armed Forces	108	0.20
Civilian - Employed	36,992	69.19
Civilian - Unemployed	2,721	5.09
Not in Labor Force	13,647	25.52

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DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ Class of Worker	37,922	
For-Profit Private Workers	24,485	64.57
Non-Profit Private Workers	2,967	7.82
Local Government Workers	3,736	9.85
State Government Workers	2,115	5.58
Federal Government Workers	591	1.56
Self-Emp Workers	3,985	10.51
Unpaid Family Workers	43	0.11
2014 Est. Civ Employed Pop 16+ by Occupation	37,922	
Architect/Engineer	927	2.44
Arts/Entertain/Sports	593	1.56
Building Grounds Maint	596	1.57
Business/Financial Ops	2,496	6.58
Community/Soc Svcs	443	1.17
Computer/Mathematical	1,591	4.20
Construction/Extraction	2,053	5.41
Edu/Training/Library	2,871	7.57
Farm/Fish/Forestry	34	0.09
Food Prep/Serving	1,820	4.80
Health Practitioner/Tec	2,372	6.25
Healthcare Support	999	2.63
Maintenance Repair	1,684	4.44
Legal	340	0.90
Life/Phys/Soc Science	166	0.44
Management	5,070	13.37
Office/Admin Support	4,291	11.32
Production	1,150	3.03
Protective Svcs	1,264	3.33
Sales/Related	4,924	12.98
Personal Care/Svc	1,152	3.04
Transportation/Moving	1,085	2.86

DESCRIPTION	DATA	%
2014 Est. Pop 16+ by Occupation Classification	37,922	
Blue Collar	5,972	15.75
White Collar	26,084	68.78
Service and Farm	5,865	15.47
2014 Est. Workers Age 16+, Transp. To Work	37,371	
Drove Alone	29,923	80.07
Car Pooled	3,757	10.05
Public Transportation	353	0.94
Walked	247	0.66
Bicycle	53	0.14
Other Means	344	0.92
Worked at Home	2,695	7.21
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	5,979	
15 - 29 Minutes	10,499	
30 - 44 Minutes	11,186	
45 - 59 Minutes	4,135	
60 or more Minutes	3,231	
2014 Est. Avg Travel Time to Work in Minutes	32.90	
2014 Est. Tenure of Occupied Housing Units	24,454	
Owner Occupied	20,304	83.03
Renter Occupied	4,150	16.97
2014 Owner Occ. HUs: Avg. Length of Residence	10.7	
2014 Renter Occ. HUs: Avg. Length of Residence	5.5	

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DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	20,304	
Value Less than \$20,000	277	1.36
Value \$20,000 - \$39,999	315	1.55
Value \$40,000 - \$59,999	432	2.13
Value \$60,000 - \$79,999	391	1.93
Value \$80,000 - \$99,999	493	2.43
Value \$100,000 - \$149,999	5,017	24.71
Value \$150,000 - \$199,999	6,074	29.92
Value \$200,000 - \$299,999	3,837	18.90
Value \$300,000 - \$399,999	1,666	8.21
Value \$400,000 - \$499,999	939	4.62
Value \$500,000 - \$749,999	619	3.05
Value \$750,000 - \$999,999	157	0.77
Value \$1,000,000 or more	87	0.43
2014 Est. Median All Owner-Occupied Housing Value	\$176,567	
2014 Est. Housing Units by Units in Structure	25,531	
1 Unit Attached	205	0.80
1 Unit Detached	22,547	88.31
2 Units	165	0.65
3 or 4 Units	181	0.71
5 to 19 Units	270	1.06
20 to 49 Units	174	0.68
50 or More Units	210	0.82
Mobile Home or Trailer	1,745	6.83
Boat, RV, Van, etc.	35	0.14

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	25,531	
Housing Unit Built 2005 or later	5,567	21.80
Housing Unit Built 2000 to 2004	7,722	30.25
Housing Unit Built 1990 to 1999	6,692	26.21
Housing Unit Built 1980 to 1989	3,174	12.43
Housing Unit Built 1970 to 1979	1,378	5.40
Housing Unit Built 1960 to 1969	301	1.18
Housing Unit Built 1950 to 1959	189	0.74
Housing Unit Built 1940 to 1949	239	0.94
Housing Unit Built 1939 or Earlier	270	1.06
2014 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

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2012/2013, ESRI 2011/2012, U.S. Census Bureau, Economy.com, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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