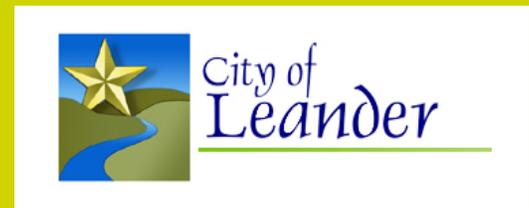




# DRIVE-TIME DEMOGRAPHICS

Leander, Texas

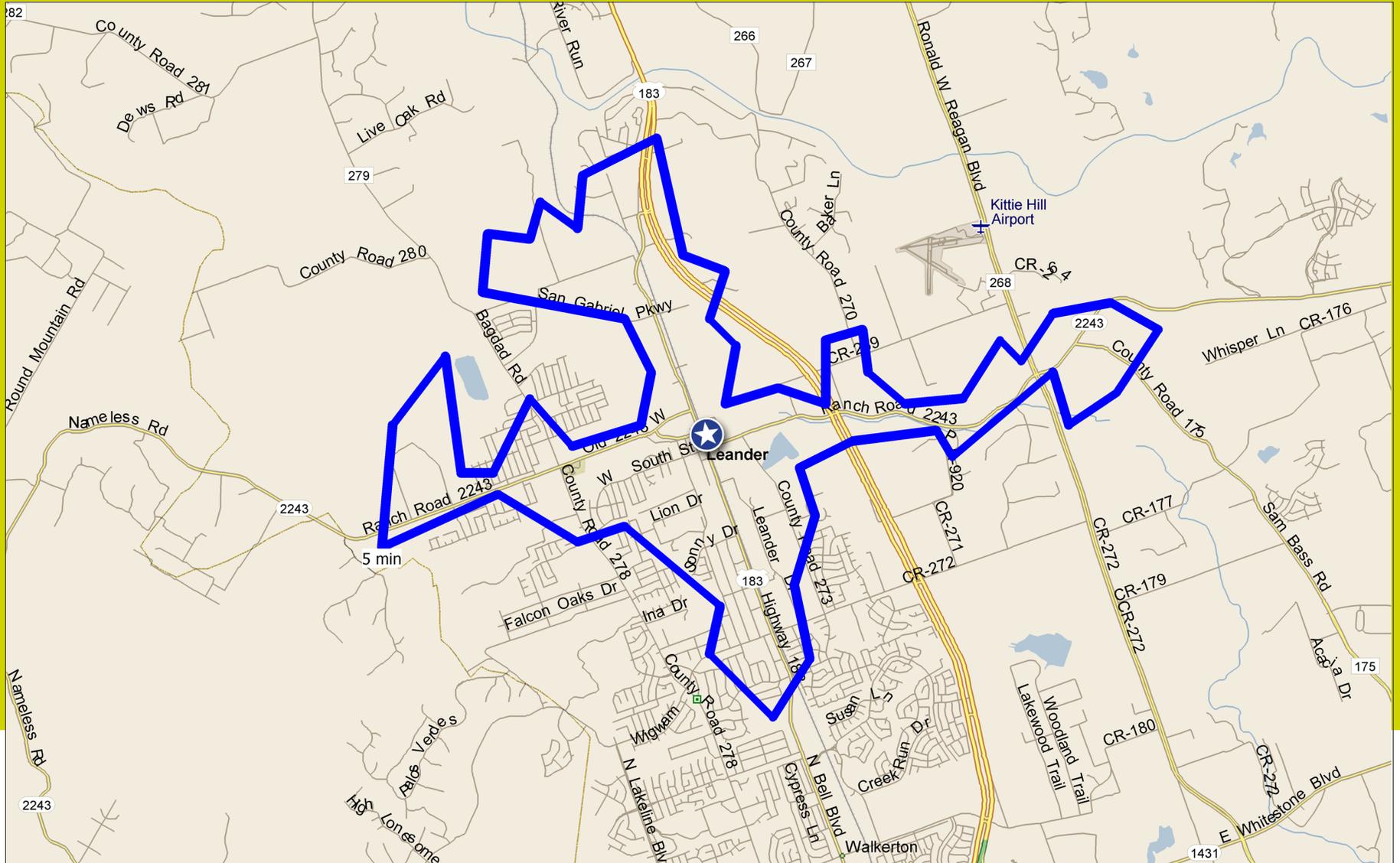


Prepared for  
City of Leander  
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# DRIVE-TIME DEMOGRAPHICS | 5 MINUTE DRIVE-TIME MAP

## Leander, Texas



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## DRIVE-TIME DEMOGRAPHICS | 5 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
Population		
2018 Projection	7,720	
2013 Estimate	6,624	
2010 Census	5,856	
2000 Census	2,470	
Growth 2013-2018	16.55%	
Growth 2010-2013	13.12%	
Growth 2000-2010	137.11%	
2013 Est. Pop by Single Race Class	6,624	
White Alone	5,088	76.81
Black or African American Alone	344	5.19
Amer. Indian and Alaska Native Alone	51	0.77
Asian Alone	146	2.20
Native Hawaiian and Other Pac. Isl. Alone	4	0.06
Some Other Race Alone	731	11.04
Two or More Races	260	3.93
2013 Est. Pop Hisp or Latino by Origin	6,624	
Not Hispanic or Latino	4,542	68.57
Hispanic or Latino:	2,082	31.43
Mexican	1,653	79.39
Puerto Rican	185	8.89
Cuban	0	0.00
All Other Hispanic or Latino	244	11.72

DESCRIPTION	DATA	%
2013 Est. Hisp or Latino by Single Race Class	2,082	
White Alone	1,212	58.21
Black or African American Alone	10	0.48
American Indian and Alaska Native Alone	25	1.20
Asian Alone	10	0.48
Native Hawaiian and Other Pacific Islander Alone	1	0.05
Some Other Race Alone	709	34.05
Two or More Races	115	5.52
2013 Est. Pop. Asian Alone Race by Cat	146	
Chinese, except Taiwanese	8	5.48
Filipino	38	26.03
Japanese	1	0.68
Asian Indian	69	47.26
Korean	4	2.74
Vietnamese	4	2.74
Cambodian	1	0.68
Hmong	0	0.00
Laotian	2	1.37
Thai	1	0.68
All Other Asian Races Including 2+ Category	19	13.01

## DRIVE-TIME DEMOGRAPHICS | 5 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Population by Ancestry	6,624	
Pop, Arab	31	0.47
Pop, Czech	49	0.74
Pop, Danish	20	0.30
Pop, Dutch	27	0.41
Pop, English	251	3.79
Pop, French (except Basque)	99	1.49
Pop, French Canadian	33	0.50
Pop, German	1,103	16.65
Pop, Greek	1	0.02
Pop, Hungarian	0	0.00
Pop, Irish	426	6.43
Pop, Italian	174	2.63
Pop, Lithuanian	1	0.02
Pop, United States or American	230	3.47
Pop, Norwegian	10	0.15
Pop, Polish	51	0.77
Pop, Portuguese	1	0.02
Pop, Russian	4	0.06
Pop, Scottish	96	1.45
Pop, Scotch-Irish	85	1.28
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	113	1.71
Pop, Swedish	20	0.30
Pop, Swiss	9	0.14
Pop, Ukrainian	0	0.00
Pop, Welsh	2	0.03
Pop, West Indian (exc Hisp groups)	8	0.12
Pop, Other ancestries	3,371	50.89
Pop, Ancestry Unclassified	409	6.17

DESCRIPTION	DATA	%
2013 Est. Pop Age 5+ by Language Spoken At Home	5,994	
Speak Only English at Home	4,402	73.44
Speak Asian/Pac. Isl. Lang. at Home	53	0.88
Speak IndoEuropean Language at Home	112	1.87
Speak Spanish at Home	1,407	23.47
Speak Other Language at Home	19	0.32
2013 Est. Population by Sex	6,624	
Male	3,265	49.29
Female	3,359	50.71
2013 Est. Population by Age	6,624	
Age 0 - 4	630	9.51
Age 5 - 9	635	9.59
Age 10 - 14	561	8.47
Age 15 - 17	350	5.28
Age 18 - 20	246	3.71
Age 21 - 24	322	4.86
Age 25 - 34	959	14.48
Age 35 - 44	1,103	16.65
Age 45 - 54	867	13.09
Age 55 - 64	547	8.26
Age 65 - 74	262	3.96
Age 75 - 84	108	1.63
Age 85 and over	32	0.48
Age 16 and over	4,674	70.56
Age 18 and over	4,448	67.15
Age 21 and over	4,202	63.44
Age 65 and over	403	6.08
2013 Est. Median Age	30.9	
2013 Est. Average Age	31.70	

## DRIVE-TIME DEMOGRAPHICS | 5 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Male Population by Age	3,265	
Age 0 - 4	310	9.49
Age 5 - 9	323	9.89
Age 10 - 14	296	9.07
Age 15 - 17	181	5.54
Age 18 - 20	133	4.07
Age 21 - 24	163	4.99
Age 25 - 34	452	13.84
Age 35 - 44	546	16.72
Age 45 - 54	434	13.29
Age 55 - 64	259	7.93
Age 65 - 74	114	3.49
Age 75 - 84	44	1.35
Age 85 and over	9	0.28
2013 Est. Median Age, Male	30.0	
2013 Est. Average Age, Male	30.90	
2013 Est. Female Population by Age	3,359	
Age 0 - 4	320	9.53
Age 5 - 9	312	9.29
Age 10 - 14	264	7.86
Age 15 - 17	170	5.06
Age 18 - 20	113	3.36
Age 21 - 24	159	4.73
Age 25 - 34	507	15.09
Age 35 - 44	558	16.61
Age 45 - 54	433	12.89
Age 55 - 64	289	8.60
Age 65 - 74	148	4.41
Age 75 - 84	64	1.91
Age 85 and over	23	0.68

DESCRIPTION	DATA	%
2013 Est. Median Age, Female	31.8	
2013 Est. Average Age, Female	32.40	
2013 Est. Pop Age 15+ by Marital Status	4,798	
Total, Never Married	1,146	23.88
Males, Never Married	664	13.84
Females, Never Married	482	10.05
Married, Spouse present	2,597	54.13
Married, Spouse absent	222	4.63
Widowed	107	2.23
Males Widowed	7	0.15
Females Widowed	100	2.08
Divorced	726	15.13
Males Divorced	248	5.17
Females Divorced	478	9.96
2013 Est. Pop. Age 25+ by Edu. Attainment	3,880	
Less than 9th grade	210	5.41
Some High School, no diploma	266	6.86
High School Graduate (or GED)	1,082	27.89
Some College, no degree	1,049	27.04
Associate Degree	343	8.84
Bachelor's Degree	678	17.47
Master's Degree	179	4.61
Professional School Degree	29	0.75
Doctorate Degree	44	1.13
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	1,011	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	340	33.63
CY Pop 25+, Hisp/Lat, High School Graduate	244	24.13
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	282	27.89
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	145	14.34

## DRIVE-TIME DEMOGRAPHICS | 5 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
Households		
2018 Projection	2,518	
2013 Estimate	2,160	
2010 Census	1,912	
2000 Census	807	
Growth 2013-2018	16.56%	
Growth 2010-2013	12.99%	
Growth 2000-2010	137.01%	
2013 Est. Households by Household Type	2,160	
Family Households	1,711	79.21
Nonfamily Households	450	20.83
2013 Est. Group Quarters Population	0	
2013 HHs by Ethnicity, Hispanic/Latino	498	23.06
2013 Est. HHs by HH Income	2,160	
CY HHs, Inc Less Than \$15,000	146	6.76
CY HHs, Inc \$15,000 - \$24,999	117	5.42
CY HHs, Inc \$25,000 - \$34,999	152	7.04
CY HHs, Inc \$35,000 - \$49,999	343	15.88
CY HHs, Inc \$50,000 - \$74,999	594	27.50
CY HHs, Inc \$75,000 - \$99,999	385	17.82
CY HHs, Inc \$100,000 - \$124,999	201	9.31
CY HHs, Inc \$125,000 - \$149,999	134	6.20
CY HHs, Inc \$150,000 - \$199,999	50	2.31
CY HHs, Inc \$200,000 - \$249,999	18	0.83
CY HHs, Inc \$250,000 - \$499,999	19	0.88
CY HHs, Inc \$500,000+	2	0.09

DESCRIPTION	DATA	%
2013 Est. Average Household Income	\$71,651	
2013 Est. Median Household Income	\$63,534	
2012 Est. Per Capita Income	\$21,622	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	63,098	
Black or African American Alone	84,033	
American Indian and Alaska Native Alone	79,333	
Asian Alone	81,212	
Native Hawaiian and Other Pacific Islander Alone	28,600	
Some Other Race Alone	46,572	
Two or More Races	83,882	
Hispanic or Latino	61,585	
Not Hispanic or Latino	64,376	
2013 Est. Family HH Type, Presence Own Children	1,711	
Married-Couple Family, own children	827	48.33
Married-Couple Family, no own children	527	30.80
Male Householder, own children	59	3.45
Male Householder, no own children	26	1.52
Female Householder, own children	191	11.16
Female Householder, no own children	80	4.68

## DRIVE-TIME DEMOGRAPHICS | 5 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Households by Household Size	2,160	
1-person household	356	16.48
2-person household	570	26.39
3-person household	448	20.74
4-person household	415	19.21
5-person household	223	10.32
6-person household	93	4.31
7 or more person household	55	2.55
2013 Est. Average Household Size	3.07	
2013 Est. Households by Presence of People	2,160	
Households with 1 or more People under Age 18:	1,101	50.97
Married-Couple Family	811	73.66
Other Family, Male Householder	57	5.18
Other Family, Female Householder	206	18.71
Nonfamily, Male Householder	27	2.45
Nonfamily, Female Householder	0	0.00
Households no People under Age 18:	1,059	49.03
Married-Couple Family	498	47.03
Other Family, Male Householder	24	2.27
Other Family, Female Householder	57	5.38
Nonfamily, Male Householder	247	23.32
Nonfamily, Female Householder	234	22.10

DESCRIPTION	DATA	%
2013 Est. Households by Number of Vehicles	2,160	
No Vehicles	36	1.67
1 Vehicle	459	21.25
2 Vehicles	1,021	47.27
3 Vehicles	522	24.17
4 Vehicles	95	4.40
5 or more Vehicles	27	1.25
2013 Est. Average Number of Vehicles	2.13	
Family Households		
2018 Projection	1,996	
2013 Estimate	1,711	
2010 Census	1,513	
2000 Census	651	
Growth 2013-2018	16.68%	
Growth 2010-2013	13.11%	
Growth 2000-2010	132.30%	
2013 Est. Families by Poverty Status	1,711	
2013 Families at or Above Poverty	1,610	94.10
2013 Families at or Above Poverty with Children	1,043	60.96
2013 Families Below Poverty		
2013 Families Below Poverty with Children	101	5.90
2013 Est. Pop Age 16+ by Employment Status	4,674	
In Armed Forces	0	0.00
Civilian - Employed	3,372	72.14
Civilian - Unemployed	244	5.22
Not in Labor Force	1,059	22.66

## DRIVE-TIME DEMOGRAPHICS | 5 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Civ Employed Pop 16+ Class of Worker	3,398	
For-Profit Private Workers	2,203	64.83
Non-Profit Private Workers	295	8.68
Local Government Workers	324	9.54
State Government Workers	243	7.15
Federal Government Workers	23	0.68
Self-Emp Workers	306	9.01
Unpaid Family Workers	3	0.09
2013 Est. Civ Employed Pop 16+ by Occupation	3,398	
Architect/Engineer	78	2.30
Arts/Entertain/Sports	25	0.74
Building Grounds Maint	81	2.38
Business/Financial Ops	213	6.27
Community/Soc Svcs	44	1.29
Computer/Mathematical	126	3.71
Construction/Extraction	212	6.24
Edu/Training/Library	213	6.27
Farm/Fish/Forestry	2	0.06
Food Prep/Serving	224	6.59
Health Practitioner/Tec	134	3.94
Healthcare Support	83	2.44
Maintenance Repair	215	6.33
Legal	26	0.77
Life/Phys/Soc Science	27	0.79
Management	346	10.18
Office/Admin Support	482	14.18
Production	108	3.18
Protective Svcs	126	3.71
Sales/Related	433	12.74
Personal Care/Svc	61	1.80
Transportation/Moving	138	4.06

DESCRIPTION	DATA	%
2013 Est. Pop 16+ by Occupation Classification	3,398	
Blue Collar	672	19.78
White Collar	2,148	63.21
Service and Farm	578	17.01
2013 Est. Workers Age 16+, Transp. To Work	3,355	
Drove Alone	2,575	76.75
Car Pooled	562	16.75
Public Transportation	46	1.37
Walked	9	0.27
Bicycle	3	0.09
Other Means	17	0.51
Worked at Home	143	4.26
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	451	
15 - 29 Minutes	1,046	
30 - 44 Minutes	1,119	
45 - 59 Minutes	382	
60 or more Minutes	238	
2013 Est. Avg Travel Time to Work in Minutes	32.24	
2013 Est. Tenure of Occupied Housing Units	2,160	
Owner Occupied	1,730	80.09
Renter Occupied	431	19.95
2013 Owner Occ. HUs: Avg. Length of Residence	8.9	
2013 Renter Occ. HUs: Avg. Length of Residence	5.8	

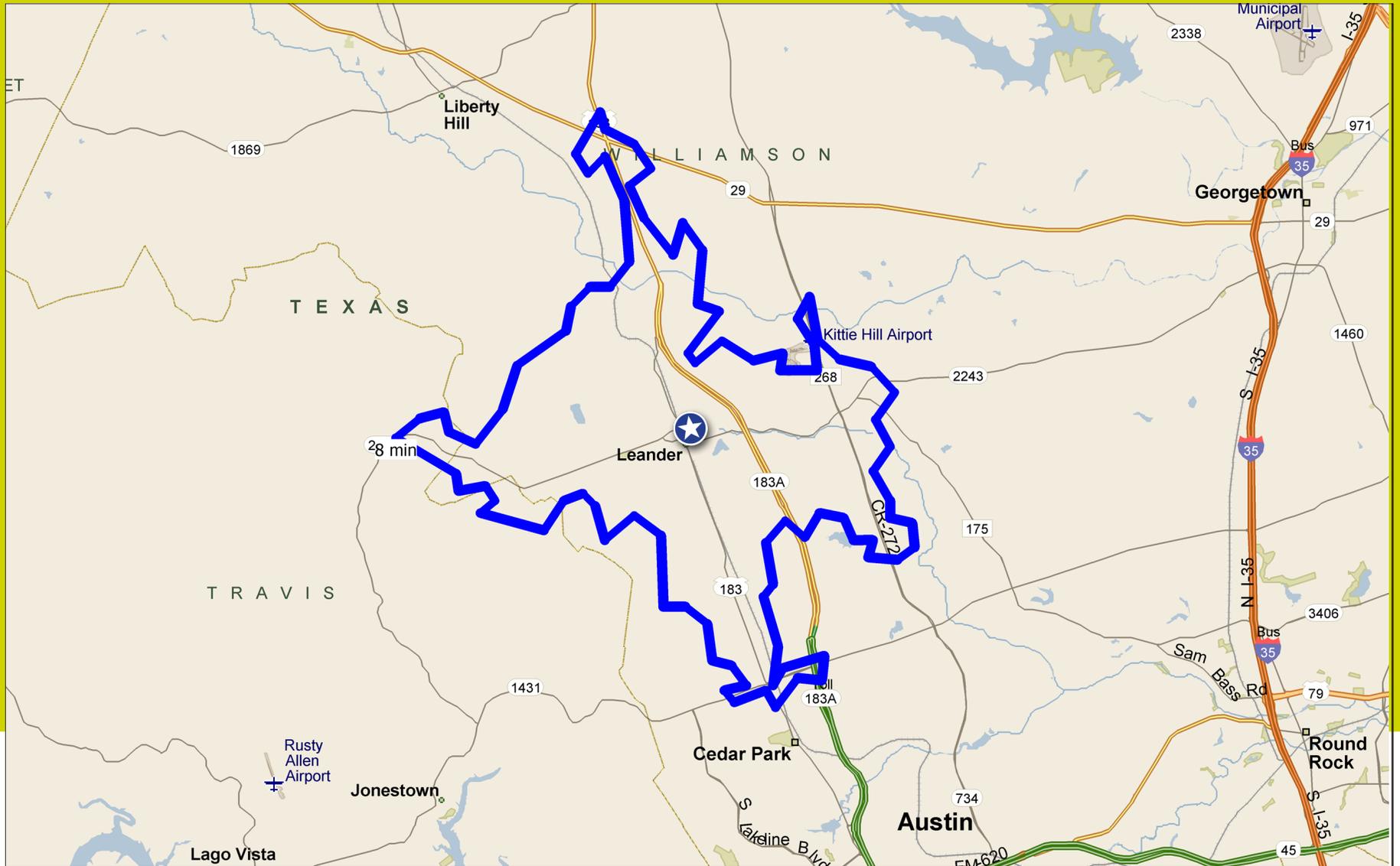
## DRIVE-TIME DEMOGRAPHICS | 5 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
2013 Est. All Owner-Occupied Housing Values	1,730	
Value Less than \$20,000	16	0.92
Value \$20,000 - \$39,999	23	1.33
Value \$40,000 - \$59,999	53	3.06
Value \$60,000 - \$79,999	31	1.79
Value \$80,000 - \$99,999	81	4.68
Value \$100,000 - \$149,999	736	42.54
Value \$150,000 - \$199,999	485	28.03
Value \$200,000 - \$299,999	184	10.64
Value \$300,000 - \$399,999	66	3.82
Value \$400,000 - \$499,999	29	1.68
Value \$500,000 - \$749,999	17	0.98
Value \$750,000 - \$999,999	5	0.29
Value \$1,000,000 or more	2	0.12
2013 Est. Median All Owner-Occupied Housing Value	\$144,837	
2013 Est. Housing Units by Units in Structure	2,273	
1 Unit Attached	31	1.36
1 Unit Detached	2,098	92.30
2 Units	17	0.75
3 or 4 Units	7	0.31
5 to 19 Units	17	0.75
20 to 49 Units	1	0.04
50 or More Units	5	0.22
Mobile Home or Trailer	97	4.27
Boat, RV, Van, etc.	1	0.04

DESCRIPTION	DATA	%
2013 Est. Housing Units by Year Structure Built	2,273	
Housing Unit Built 2005 or later	571	25.12
Housing Unit Built 2000 to 2004	747	32.86
Housing Unit Built 1990 to 1999	567	24.95
Housing Unit Built 1980 to 1989	227	9.99
Housing Unit Built 1970 to 1979	63	2.77
Housing Unit Built 1960 to 1969	45	1.98
Housing Unit Built 1950 to 1959	6	0.26
Housing Unit Built 1940 to 1949	3	0.13
Housing Unit Built 1939 or Earlier	45	1.98
2013 Est. Median Year Structure Built	2001	

# DRIVE-TIME DEMOGRAPHICS | 8 MINUTE DRIVE-TIME MAP

## Leander, Texas



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## DRIVE-TIME DEMOGRAPHICS | 8 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
Population		
2018 Projection	37,244	
2013 Estimate	32,202	
2010 Census	28,721	
2000 Census	12,825	
Growth 2013-2018	15.66%	
Growth 2010-2013	12.12%	
Growth 2000-2010	123.94%	
2013 Est. Pop by Single Race Class	32,202	
White Alone	25,186	78.21
Black or African American Alone	1,564	4.86
Amer. Indian and Alaska Native Alone	241	0.75
Asian Alone	737	2.29
Native Hawaiian and Other Pac. Isl. Alone	26	0.08
Some Other Race Alone	3,191	9.91
Two or More Races	1,258	3.91
2013 Est. Pop Hisp or Latino by Origin	32,202	
Not Hispanic or Latino	23,160	71.92
Hispanic or Latino:	9,042	28.08
Mexican	7,358	81.38
Puerto Rican	644	7.12
Cuban	32	0.35
All Other Hispanic or Latino	1,008	11.15

DESCRIPTION	DATA	%
2013 Est. Hisp or Latino by Single Race Class	9,042	
White Alone	5,129	56.72
Black or African American Alone	100	1.11
American Indian and Alaska Native Alone	113	1.25
Asian Alone	39	0.43
Native Hawaiian and Other Pacific Islander Alone	4	0.04
Some Other Race Alone	3,115	34.45
Two or More Races	542	5.99
2013 Est. Pop. Asian Alone Race by Cat	737	
Chinese, except Taiwanese	91	12.35
Filipino	112	15.20
Japanese	15	2.04
Asian Indian	182	24.69
Korean	19	2.58
Vietnamese	72	9.77
Cambodian	7	0.95
Hmong	0	0.00
Laotian	16	2.17
Thai	60	8.14
All Other Asian Races Including 2+ Category	164	22.25

## DRIVE-TIME DEMOGRAPHICS | 8 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Population by Ancestry	32,202	
Pop, Arab	128	0.40
Pop, Czech	303	0.94
Pop, Danish	115	0.36
Pop, Dutch	128	0.40
Pop, English	1,814	5.63
Pop, French (except Basque)	464	1.44
Pop, French Canadian	203	0.63
Pop, German	5,066	15.73
Pop, Greek	8	0.02
Pop, Hungarian	48	0.15
Pop, Irish	2,139	6.64
Pop, Italian	888	2.76
Pop, Lithuanian	24	0.07
Pop, United States or American	1,438	4.47
Pop, Norwegian	319	0.99
Pop, Polish	377	1.17
Pop, Portuguese	15	0.05
Pop, Russian	41	0.13
Pop, Scottish	554	1.72
Pop, Scotch-Irish	461	1.43
Pop, Slovak	5	0.02
Pop, Sub-Saharan African	483	1.50
Pop, Swedish	165	0.51
Pop, Swiss	31	0.10
Pop, Ukrainian	3	0.01
Pop, Welsh	19	0.06
Pop, West Indian (exc Hisp groups)	36	0.11
Pop, Other ancestries	13,794	42.84
Pop, Ancestry Unclassified	3,133	9.73

DESCRIPTION	DATA	%
2013 Est. Pop Age 5+ by Language Spoken At Home	29,277	
Speak Only English at Home	23,397	79.92
Speak Asian/Pac. Isl. Lang. at Home	204	0.70
Speak IndoEuropean Language at Home	458	1.56
Speak Spanish at Home	5,087	17.38
Speak Other Language at Home	130	0.44
2013 Est. Population by Sex	32,202	
Male	15,966	49.58
Female	16,236	50.42
2013 Est. Population by Age	32,202	
Age 0 - 4	2,925	9.08
Age 5 - 9	3,048	9.47
Age 10 - 14	2,868	8.91
Age 15 - 17	1,672	5.19
Age 18 - 20	1,186	3.68
Age 21 - 24	1,500	4.66
Age 25 - 34	4,352	13.51
Age 35 - 44	5,541	17.21
Age 45 - 54	4,355	13.52
Age 55 - 64	2,776	8.62
Age 65 - 74	1,331	4.13
Age 75 - 84	495	1.54
Age 85 and over	154	0.48
Age 16 and over	22,769	70.71
Age 18 and over	21,689	67.35
Age 21 and over	20,503	63.67
Age 65 and over	1,979	6.15
2013 Est. Median Age	31.7	
2013 Est. Average Age	32.10	

## DRIVE-TIME DEMOGRAPHICS | 8 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Male Population by Age	15,966	
Age 0 - 4	1,464	9.17
Age 5 - 9	1,574	9.86
Age 10 - 14	1,502	9.41
Age 15 - 17	874	5.47
Age 18 - 20	655	4.10
Age 21 - 24	771	4.83
Age 25 - 34	2,018	12.64
Age 35 - 44	2,771	17.36
Age 45 - 54	2,173	13.61
Age 55 - 64	1,333	8.35
Age 65 - 74	576	3.61
Age 75 - 84	204	1.28
Age 85 and over	49	0.31
2013 Est. Median Age, Male	30.7	
2013 Est. Average Age, Male	31.30	
2013 Est. Female Population by Age	16,236	
Age 0 - 4	1,461	9.00
Age 5 - 9	1,473	9.07
Age 10 - 14	1,367	8.42
Age 15 - 17	798	4.92
Age 18 - 20	531	3.27
Age 21 - 24	729	4.49
Age 25 - 34	2,333	14.37
Age 35 - 44	2,770	17.06
Age 45 - 54	2,182	13.44
Age 55 - 64	1,443	8.89
Age 65 - 74	754	4.64
Age 75 - 84	291	1.79
Age 85 and over	104	0.64

DESCRIPTION	DATA	%
2013 Est. Median Age, Female	32.5	
2013 Est. Average Age, Female	32.80	
2013 Est. Pop Age 15+ by Marital Status	23,361	
Total, Never Married	5,510	23.59
Males, Never Married	3,155	13.51
Females, Never Married	2,355	10.08
Married, Spouse present	13,057	55.89
Married, Spouse absent	981	4.20
Widowed	543	2.32
Males Widowed	59	0.25
Females Widowed	484	2.07
Divorced	3,269	13.99
Males Divorced	1,179	5.05
Females Divorced	2,090	8.95
2013 Est. Pop. Age 25+ by Edu. Attainment	19,003	
Less than 9th grade	787	4.14
Some High School, no diploma	954	5.02
High School Graduate (or GED)	4,870	25.63
Some College, no degree	5,523	29.06
Associate Degree	1,652	8.69
Bachelor's Degree	3,887	20.45
Master's Degree	1,037	5.46
Professional School Degree	128	0.67
Doctorate Degree	164	0.86
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	4,400	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	1,339	30.43
CY Pop 25+, Hisp/Lat, High School Graduate	948	21.55
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	1,416	32.18
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	697	15.84

## DRIVE-TIME DEMOGRAPHICS | 8 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
Households		
2018 Projection	12,055	
2013 Estimate	10,436	
2010 Census	9,333	
2000 Census	4,199	
Growth 2013-2018	15.51%	
Growth 2010-2013	11.81%	
Growth 2000-2010	122.25%	
2013 Est. Households by Household Type	10,436	
Family Households	8,410	80.59
Nonfamily Households	2,026	19.41
2013 Est. Group Quarters Population	10	
2013 HHs by Ethnicity, Hispanic/Latino	2,183	20.92
2013 Est. HHs by HH Income	10,436	
CY HHs, Inc Less Than \$15,000	556	5.33
CY HHs, Inc \$15,000 - \$24,999	480	4.60
CY HHs, Inc \$25,000 - \$34,999	680	6.52
CY HHs, Inc \$35,000 - \$49,999	1,521	14.57
CY HHs, Inc \$50,000 - \$74,999	2,895	27.74
CY HHs, Inc \$75,000 - \$99,999	2,075	19.88
CY HHs, Inc \$100,000 - \$124,999	1,083	10.38
CY HHs, Inc \$125,000 - \$149,999	642	6.15
CY HHs, Inc \$150,000 - \$199,999	283	2.71
CY HHs, Inc \$200,000 - \$249,999	100	0.96
CY HHs, Inc \$250,000 - \$499,999	106	1.02
CY HHs, Inc \$500,000+	14	0.13

DESCRIPTION	DATA	%
2013 Est. Average Household Income	\$75,726	
2013 Est. Median Household Income	\$67,108	
2012 Est. Per Capita Income	\$21,969	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	67,338	
Black or African American Alone	80,359	
American Indian and Alaska Native Alone	76,870	
Asian Alone	74,541	
Native Hawaiian and Other Pacific Islander Alone	125,326	
Some Other Race Alone	49,771	
Two or More Races	102,159	
Hispanic or Latino	62,604	
Not Hispanic or Latino	68,629	
2013 Est. Family HH Type, Presence Own Children	8,410	
Married-Couple Family, own children	3,972	47.23
Married-Couple Family, no own children	2,631	31.28
Male Householder, own children	384	4.57
Male Householder, no own children	154	1.83
Female Householder, own children	874	10.39
Female Householder, no own children	396	4.71

## DRIVE-TIME DEMOGRAPHICS | 8 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Households by Household Size	10,436	
1-person household	1,588	15.22
2-person household	2,878	27.58
3-person household	2,128	20.39
4-person household	2,029	19.44
5-person household	1,067	10.22
6-person household	470	4.50
7 or more person household	276	2.64
2013 Est. Average Household Size	3.08	
2013 Est. Households by Presence of People	10,436	
Households with 1 or more People under Age 18:	5,388	51.63
Married-Couple Family	3,940	73.13
Other Family, Male Householder	376	6.98
Other Family, Female Householder	934	17.33
Nonfamily, Male Householder	133	2.47
Nonfamily, Female Householder	4	0.07
Households no People under Age 18:	5,048	48.37
Married-Couple Family	2,479	49.11
Other Family, Male Householder	144	2.85
Other Family, Female Householder	286	5.67
Nonfamily, Male Householder	1,122	22.23
Nonfamily, Female Householder	1,018	20.17

DESCRIPTION	DATA	%
2013 Est. Households by Number of Vehicles	10,436	
No Vehicles	173	1.66
1 Vehicle	2,298	22.02
2 Vehicles	5,339	51.16
3 Vehicles	2,136	20.47
4 Vehicles	384	3.68
5 or more Vehicles	105	1.01
2013 Est. Average Number of Vehicles	2.07	
Family Households		
2018 Projection	9,723	
2013 Estimate	8,410	
2010 Census	7,517	
2000 Census	3,445	
Growth 2013-2018	15.61%	
Growth 2010-2013	11.88%	
Growth 2000-2010	118.18%	
2013 Est. Families by Poverty Status	8,410	
2013 Families at or Above Poverty	7,927	94.26
2013 Families at or Above Poverty with Children	5,037	59.89
2013 Families Below Poverty		
2013 Families Below Poverty with Children	483	5.74
2013 Est. Pop Age 16+ by Employment Status	22,769	
In Armed Forces	37	0.16
Civilian - Employed	15,989	70.22
Civilian - Unemployed	1,457	6.40
Not in Labor Force	5,286	23.22

## DRIVE-TIME DEMOGRAPHICS | 8 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Civ Employed Pop 16+ Class of Worker	16,164	
For-Profit Private Workers	10,446	64.63
Non-Profit Private Workers	1,344	8.31
Local Government Workers	1,624	10.05
State Government Workers	1,061	6.56
Federal Government Workers	153	0.95
Self-Emp Workers	1,518	9.39
Unpaid Family Workers	18	0.11
2013 Est. Civ Employed Pop 16+ by Occupation	16,164	
Architect/Engineer	490	3.03
Arts/Entertain/Sports	179	1.11
Building Grounds Maint	379	2.34
Business/Financial Ops	940	5.82
Community/Soc Svcs	232	1.44
Computer/Mathematical	678	4.19
Construction/Extraction	820	5.07
Edu/Training/Library	1,136	7.03
Farm/Fish/Forestry	6	0.04
Food Prep/Serving	820	5.07
Health Practitioner/Tec	797	4.93
Healthcare Support	332	2.05
Maintenance Repair	924	5.72
Legal	133	0.82
Life/Phys/Soc Science	93	0.58
Management	1,932	11.95
Office/Admin Support	2,277	14.09
Production	476	2.94
Protective Svcs	463	2.86
Sales/Related	2,075	12.84
Personal Care/Svc	399	2.47
Transportation/Moving	582	3.60

DESCRIPTION	DATA	%
2013 Est. Pop 16+ by Occupation Classification	16,164	
Blue Collar	2,803	17.34
White Collar	10,962	67.82
Service and Farm	2,399	14.84
2013 Est. Workers Age 16+, Transp. To Work	15,984	
Drove Alone	12,603	78.85
Car Pooled	2,160	13.51
Public Transportation	187	1.17
Walked	79	0.49
Bicycle	39	0.24
Other Means	128	0.80
Worked at Home	788	4.93
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	2,278	
15 - 29 Minutes	5,068	
30 - 44 Minutes	5,214	
45 - 59 Minutes	1,676	
60 or more Minutes	1,137	
2013 Est. Avg Travel Time to Work in Minutes	31.78	
2013 Est. Tenure of Occupied Housing Units	10,436	
Owner Occupied	8,525	81.69
Renter Occupied	1,911	18.31
2013 Owner Occ. HUs: Avg. Length of Residence	9.5	
2013 Renter Occ. HUs: Avg. Length of Residence	5.2	

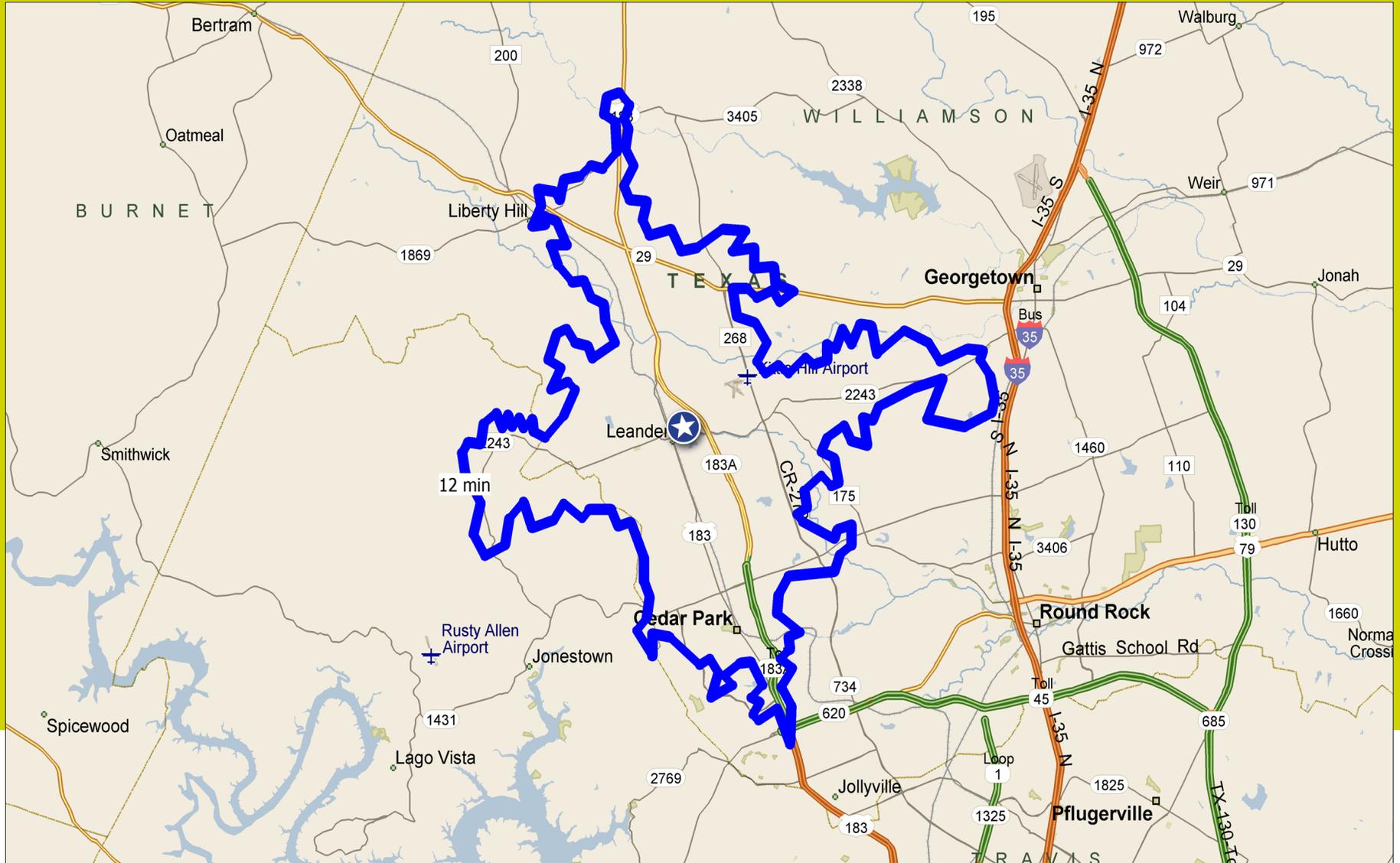
## DRIVE-TIME DEMOGRAPHICS | 8 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
2013 Est. All Owner-Occupied Housing Values	8,525	
Value Less than \$20,000	72	0.84
Value \$20,000 - \$39,999	98	1.15
Value \$40,000 - \$59,999	234	2.74
Value \$60,000 - \$79,999	175	2.05
Value \$80,000 - \$99,999	290	3.40
Value \$100,000 - \$149,999	3,451	40.48
Value \$150,000 - \$199,999	2,529	29.67
Value \$200,000 - \$299,999	1,008	11.82
Value \$300,000 - \$399,999	304	3.57
Value \$400,000 - \$499,999	210	2.46
Value \$500,000 - \$749,999	100	1.17
Value \$750,000 - \$999,999	24	0.28
Value \$1,000,000 or more	30	0.35
2013 Est. Median All Owner-Occupied Housing Value	\$149,171	
2013 Est. Housing Units by Units in Structure	10,896	
1 Unit Attached	114	1.05
1 Unit Detached	9,943	91.25
2 Units	58	0.53
3 or 4 Units	39	0.36
5 to 19 Units	151	1.39
20 to 49 Units	35	0.32
50 or More Units	64	0.59
Mobile Home or Trailer	490	4.50
Boat, RV, Van, etc.	2	0.02

DESCRIPTION	DATA	%
2013 Est. Housing Units by Year Structure Built	10,896	
Housing Unit Built 2005 or later	2,577	23.65
Housing Unit Built 2000 to 2004	3,628	33.30
Housing Unit Built 1990 to 1999	2,638	24.21
Housing Unit Built 1980 to 1989	1,343	12.33
Housing Unit Built 1970 to 1979	391	3.59
Housing Unit Built 1960 to 1969	129	1.18
Housing Unit Built 1950 to 1959	37	0.34
Housing Unit Built 1940 to 1949	23	0.21
Housing Unit Built 1939 or Earlier	130	1.19
2013 Est. Median Year Structure Built	2001	

# DRIVE-TIME DEMOGRAPHICS | 12 MINUTE DRIVE-TIME MAP

## Leander, Texas



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## DRIVE-TIME DEMOGRAPHICS | 12 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
Population		
2018 Projection	87,402	
2013 Estimate	76,079	
2010 Census	68,344	
2000 Census	34,905	
Growth 2013-2018	14.88%	
Growth 2010-2013	11.32%	
Growth 2000-2010	95.80%	
2013 Est. Pop by Single Race Class	76,079	
White Alone	61,404	80.71
Black or African American Alone	3,374	4.43
Amer. Indian and Alaska Native Alone	485	0.64
Asian Alone	2,259	2.97
Native Hawaiian and Other Pac. Isl. Alone	75	0.10
Some Other Race Alone	5,653	7.43
Two or More Races	2,829	3.72
2013 Est. Pop Hisp or Latino by Origin	76,079	
Not Hispanic or Latino	58,320	76.66
Hispanic or Latino:	17,759	23.34
Mexican	14,569	82.04
Puerto Rican	905	5.10
Cuban	165	0.93
All Other Hispanic or Latino	2,119	11.93

DESCRIPTION	DATA	%
2013 Est. Hisp or Latino by Single Race Class	17,759	
White Alone	10,624	59.82
Black or African American Alone	222	1.25
American Indian and Alaska Native Alone	201	1.13
Asian Alone	90	0.51
Native Hawaiian and Other Pacific Islander Alone	12	0.07
Some Other Race Alone	5,492	30.93
Two or More Races	1,118	6.30
2013 Est. Pop. Asian Alone Race by Cat	2,259	
Chinese, except Taiwanese	480	21.25
Filipino	155	6.86
Japanese	269	11.91
Asian Indian	586	25.94
Korean	74	3.28
Vietnamese	323	14.30
Cambodian	10	0.44
Hmong	0	0.00
Laotian	26	1.15
Thai	88	3.90
All Other Asian Races Including 2+ Category	247	10.93

## DRIVE-TIME DEMOGRAPHICS | 12 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Population by Ancestry	76,079	
Pop, Arab	238	0.31
Pop, Czech	779	1.02
Pop, Danish	343	0.45
Pop, Dutch	364	0.48
Pop, English	5,094	6.70
Pop, French (except Basque)	1,059	1.39
Pop, French Canadian	730	0.96
Pop, German	11,960	15.72
Pop, Greek	21	0.03
Pop, Hungarian	191	0.25
Pop, Irish	5,062	6.65
Pop, Italian	2,133	2.80
Pop, Lithuanian	54	0.07
Pop, United States or American	4,100	5.39
Pop, Norwegian	908	1.19
Pop, Polish	1,297	1.70
Pop, Portuguese	41	0.05
Pop, Russian	191	0.25
Pop, Scottish	1,059	1.39
Pop, Scotch-Irish	861	1.13
Pop, Slovak	24	0.03
Pop, Sub-Saharan African	626	0.82
Pop, Swedish	542	0.71
Pop, Swiss	146	0.19
Pop, Ukrainian	31	0.04
Pop, Welsh	182	0.24
Pop, West Indian (exc Hisp groups)	138	0.18
Pop, Other ancestries	29,204	38.39
Pop, Ancestry Unclassified	8,700	11.44

DESCRIPTION	DATA	%
2013 Est. Pop Age 5+ by Language Spoken At Home	69,517	
Speak Only English at Home	58,048	83.50
Speak Asian/Pac. Isl. Lang. at Home	862	1.24
Speak IndoEuropean Language at Home	1,376	1.98
Speak Spanish at Home	8,992	12.93
Speak Other Language at Home	238	0.34
2013 Est. Population by Sex	76,079	
Male	37,464	49.24
Female	38,615	50.76
2013 Est. Population by Age	76,079	
Age 0 - 4	6,562	8.63
Age 5 - 9	6,800	8.94
Age 10 - 14	6,508	8.55
Age 15 - 17	3,858	5.07
Age 18 - 20	2,759	3.63
Age 21 - 24	3,456	4.54
Age 25 - 34	9,959	13.09
Age 35 - 44	13,177	17.32
Age 45 - 54	10,854	14.27
Age 55 - 64	6,880	9.04
Age 65 - 74	3,337	4.39
Age 75 - 84	1,388	1.82
Age 85 and over	540	0.71
Age 16 and over	54,883	72.14
Age 18 and over	52,350	68.81
Age 21 and over	49,592	65.18
Age 65 and over	5,265	6.92
2013 Est. Median Age	33.1	
2013 Est. Average Age	33.10	

## DRIVE-TIME DEMOGRAPHICS | 12 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Male Population by Age	37,464	
Age 0 - 4	3,331	8.89
Age 5 - 9	3,471	9.26
Age 10 - 14	3,405	9.09
Age 15 - 17	2,006	5.35
Age 18 - 20	1,503	4.01
Age 21 - 24	1,766	4.71
Age 25 - 34	4,628	12.35
Age 35 - 44	6,561	17.51
Age 45 - 54	5,358	14.30
Age 55 - 64	3,278	8.75
Age 65 - 74	1,461	3.90
Age 75 - 84	547	1.46
Age 85 and over	150	0.40
2013 Est. Median Age, Male	32.0	
2013 Est. Average Age, Male	32.10	
2013 Est. Female Population by Age	38,615	
Age 0 - 4	3,231	8.37
Age 5 - 9	3,330	8.62
Age 10 - 14	3,103	8.04
Age 15 - 17	1,852	4.80
Age 18 - 20	1,256	3.25
Age 21 - 24	1,690	4.38
Age 25 - 34	5,331	13.81
Age 35 - 44	6,616	17.13
Age 45 - 54	5,496	14.23
Age 55 - 64	3,602	9.33
Age 65 - 74	1,876	4.86
Age 75 - 84	841	2.18
Age 85 and over	391	1.01

DESCRIPTION	DATA	%
2013 Est. Median Age, Female	34.1	
2013 Est. Average Age, Female	34.00	
2013 Est. Pop Age 15+ by Marital Status	56,209	
Total, Never Married	13,916	24.76
Males, Never Married	7,470	13.29
Females, Never Married	6,445	11.47
Married, Spouse present	31,515	56.07
Married, Spouse absent	2,156	3.84
Widowed	1,564	2.78
Males Widowed	268	0.48
Females Widowed	1,295	2.30
Divorced	7,058	12.56
Males Divorced	2,657	4.73
Females Divorced	4,401	7.83
2013 Est. Pop. Age 25+ by Edu. Attainment	46,135	
Less than 9th grade	1,474	3.19
Some High School, no diploma	1,858	4.03
High School Graduate (or GED)	10,495	22.75
Some College, no degree	13,426	29.10
Associate Degree	4,026	8.73
Bachelor's Degree	10,863	23.55
Master's Degree	3,183	6.90
Professional School Degree	464	1.01
Doctorate Degree	345	0.75
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	8,874	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	2,021	22.77
CY Pop 25+, Hisp/Lat, High School Graduate	1,740	19.61
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	3,094	34.87
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	2,019	22.75

## DRIVE-TIME DEMOGRAPHICS | 12 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
Households		
2018 Projection	30,000	
2013 Estimate	26,113	
2010 Census	23,449	
2000 Census	11,573	
Growth 2013-2018	14.88%	
Growth 2010-2013	11.36%	
Growth 2000-2010	102.61%	
2013 Est. Households by Household Type	26,113	
Family Households	20,122	77.06
Nonfamily Households	5,991	22.94
2013 Est. Group Quarters Population	191	
2013 HHs by Ethnicity, Hispanic/Latino	4,574	17.52
2013 Est. HHs by HH Income	26,113	
CY HHs, Inc Less Than \$15,000	1,400	5.36
CY HHs, Inc \$15,000 - \$24,999	1,413	5.41
CY HHs, Inc \$25,000 - \$34,999	1,759	6.74
CY HHs, Inc \$35,000 - \$49,999	3,461	13.25
CY HHs, Inc \$50,000 - \$74,999	6,353	24.33
CY HHs, Inc \$75,000 - \$99,999	5,062	19.38
CY HHs, Inc \$100,000 - \$124,999	3,115	11.93
CY HHs, Inc \$125,000 - \$149,999	1,736	6.65
CY HHs, Inc \$150,000 - \$199,999	1,154	4.42
CY HHs, Inc \$200,000 - \$249,999	308	1.18
CY HHs, Inc \$250,000 - \$499,999	308	1.18
CY HHs, Inc \$500,000+	45	0.17

DESCRIPTION	DATA	%
2013 Est. Average Household Income	\$79,734	
2013 Est. Median Household Income	\$69,769	
2012 Est. Per Capita Income	\$25,091	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	70,509	
Black or African American Alone	71,019	
American Indian and Alaska Native Alone	64,688	
Asian Alone	78,222	
Native Hawaiian and Other Pacific Islander Alone	68,587	
Some Other Race Alone	47,797	
Two or More Races	94,582	
Hispanic or Latino	59,200	
Not Hispanic or Latino	72,083	
2013 Est. Family HH Type, Presence Own Children	20,122	
Married-Couple Family, own children	9,239	45.91
Married-Couple Family, no own children	6,464	32.12
Male Householder, own children	886	4.40
Male Householder, no own children	370	1.84
Female Householder, own children	2,198	10.92
Female Householder, no own children	966	4.80

## DRIVE-TIME DEMOGRAPHICS | 12 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
2013 Est. Households by Household Size	26,113	
1-person household	4,729	18.11
2-person household	7,611	29.15
3-person household	5,248	20.10
4-person household	4,799	18.38
5-person household	2,292	8.78
6-person household	930	3.56
7 or more person household	503	1.93
2013 Est. Average Household Size	2.91	
2013 Est. Households by Presence of People	26,113	
Households with 1 or more People under Age 18:	13,038	49.93
Married-Couple Family	9,486	72.76
Other Family, Male Householder	901	6.91
Other Family, Female Householder	2,423	18.58
Nonfamily, Male Householder	219	1.68
Nonfamily, Female Householder	9	0.07
Households no People under Age 18:	13,075	50.07
Married-Couple Family	6,231	47.66
Other Family, Male Householder	355	2.72
Other Family, Female Householder	738	5.64
Nonfamily, Male Householder	2,944	22.52
Nonfamily, Female Householder	2,807	21.47

DESCRIPTION	DATA	%
2013 Est. Households by Number of Vehicles	26,113	
No Vehicles	648	2.48
1 Vehicle	6,129	23.47
2 Vehicles	13,538	51.84
3 Vehicles	4,632	17.74
4 Vehicles	914	3.50
5 or more Vehicles	252	0.97
2013 Est. Average Number of Vehicles	2.00	
Family Households		
2018 Projection	23,117	
2013 Estimate	20,122	
2010 Census	18,073	
2000 Census	9,608	
Growth 2013-2018	14.88%	
Growth 2010-2013	11.34%	
Growth 2000-2010	88.09%	
2013 Est. Families by Poverty Status	20,122	
2013 Families at or Above Poverty	19,072	94.78
2013 Families at or Above Poverty with Children	11,894	59.11
2013 Families Below Poverty		
2013 Families Below Poverty with Children	1,050	5.22
2013 Est. Pop Age 16+ by Employment Status	54,883	
In Armed Forces	81	0.15
Civilian - Employed	38,904	70.89
Civilian - Unemployed	3,129	5.70
Not in Labor Force	12,769	23.27

## DRIVE-TIME DEMOGRAPHICS | 12 MINUTE DRIVE-TIME Leander, Texas

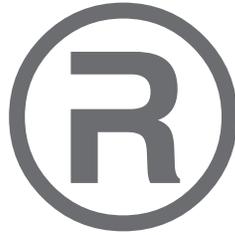
DESCRIPTION	DATA	%
2013 Est. Civ Employed Pop 16+ Class of Worker	39,276	
For-Profit Private Workers	26,040	66.30
Non-Profit Private Workers	2,798	7.12
Local Government Workers	3,801	9.68
State Government Workers	2,456	6.25
Federal Government Workers	514	1.31
Self-Emp Workers	3,635	9.26
Unpaid Family Workers	32	0.08
2013 Est. Civ Employed Pop 16+ by Occupation	39,276	
Architect/Engineer	1,251	3.19
Arts/Entertain/Sports	718	1.83
Building Grounds Maint	684	1.74
Business/Financial Ops	2,154	5.48
Community/Soc Svcs	609	1.55
Computer/Mathematical	2,145	5.46
Construction/Extraction	1,566	3.99
Edu/Training/Library	2,964	7.55
Farm/Fish/Forestry	16	0.04
Food Prep/Serving	1,563	3.98
Health Practitioner/Tec	1,983	5.05
Healthcare Support	801	2.04
Maintenance Repair	1,893	4.82
Legal	350	0.89
Life/Phys/Soc Science	275	0.70
Management	5,055	12.87
Office/Admin Support	5,681	14.46
Production	1,256	3.20
Protective Svcs	1,041	2.65
Sales/Related	5,196	13.23
Personal Care/Svc	893	2.27
Transportation/Moving	1,183	3.01

DESCRIPTION	DATA	%
2013 Est. Pop 16+ by Occupation Classification	39,276	
Blue Collar	5,898	15.02
White Collar	28,381	72.26
Service and Farm	4,998	12.73
2013 Est. Workers Age 16+, Transp. To Work	38,775	
Drove Alone	30,841	79.54
Car Pooled	4,410	11.37
Public Transportation	330	0.85
Walked	243	0.63
Bicycle	67	0.17
Other Means	345	0.89
Worked at Home	2,538	6.55
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	6,374	
15 - 29 Minutes	12,538	
30 - 44 Minutes	11,662	
45 - 59 Minutes	3,882	
60 or more Minutes	2,283	
2013 Est. Avg Travel Time to Work in Minutes	30.57	
2013 Est. Tenure of Occupied Housing Units	26,113	
Owner Occupied	20,136	77.11
Renter Occupied	5,977	22.89
2013 Owner Occ. HUs: Avg. Length of Residence	10.0	
2013 Renter Occ. HUs: Avg. Length of Residence	4.9	

## DRIVE-TIME DEMOGRAPHICS | 12 MINUTE DRIVE-TIME Leander, Texas

DESCRIPTION	DATA	%
2013 Est. All Owner-Occupied Housing Values	20,136	
Value Less than \$20,000	226	1.12
Value \$20,000 - \$39,999	176	0.87
Value \$40,000 - \$59,999	370	1.84
Value \$60,000 - \$79,999	396	1.97
Value \$80,000 - \$99,999	413	2.05
Value \$100,000 - \$149,999	6,731	33.43
Value \$150,000 - \$199,999	6,140	30.49
Value \$200,000 - \$299,999	3,678	18.27
Value \$300,000 - \$399,999	1,038	5.15
Value \$400,000 - \$499,999	543	2.70
Value \$500,000 - \$749,999	287	1.43
Value \$750,000 - \$999,999	64	0.32
Value \$1,000,000 or more	76	0.38
2013 Est. Median All Owner-Occupied Housing Value	\$164,309	
2013 Est. Housing Units by Units in Structure	27,399	
1 Unit Attached	211	0.77
1 Unit Detached	23,596	86.12
2 Units	118	0.43
3 or 4 Units	313	1.14
5 to 19 Units	1,058	3.86
20 to 49 Units	423	1.54
50 or More Units	592	2.16
Mobile Home or Trailer	1,076	3.93
Boat, RV, Van, etc.	12	0.04

DESCRIPTION	DATA	%
2013 Est. Housing Units by Year Structure Built	27,399	
Housing Unit Built 2005 or later	6,238	22.77
Housing Unit Built 2000 to 2004	7,797	28.46
Housing Unit Built 1990 to 1999	7,467	27.25
Housing Unit Built 1980 to 1989	3,812	13.91
Housing Unit Built 1970 to 1979	1,303	4.76
Housing Unit Built 1960 to 1969	292	1.07
Housing Unit Built 1950 to 1959	153	0.56
Housing Unit Built 1940 to 1949	88	0.32
Housing Unit Built 1939 or Earlier	249	0.91
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.