



# WORKPLACE AND EMPLOYMENT SUMMARY

Leander, Texas



Prepared for  
City of Leander  
July 2013





## WORKPLACE AND EMPLOYMENT SUMMARY

### Leander, Texas

<b>TOTAL EMPLOYMENT</b>	<b>4,042</b>
Executive and Professional	1,564
Management	284
Sales and Marketing	427
Health-Legal-Social	85
Engineer-Science-Computer Professional	60
Educators	652
Journalists-Creative Professional	56
Administration and Support	945
Management Support	108
Admin-Clerical Support	752
Technical Support	85
Service Personnel	458
Health Care Personnel	28
Food and Beverage	281
Personal Services	110
Protective Services	39
Trade and Labor	1,075
Construction	314
Installation and Repair	233
Craft Production	94
Machine Operators	74
Assemblers	68
Transportation	123
Agriculture	26
Laborers	143

# WORKPLACE AND EMPLOYMENT SUMMARY

## Leander, Texas

	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Industries (All)	738	6,388	9
Industries (Private Sector)	655	4,532	7
Industries (Government and Non-Profit)*	83	1,856	22
Agriculture (All)	22	50	2
Mining (All)	0	0	0
Construction (All)	139	1,228	9
Manufacturing (All)	33	551	17
Transportation, Communications/Public Utilities	35	121	4
Wholesale Trade (All)	22	90	4
Retail (All Retail)	123	1,255	10
Building Matls and Garden Supply	22	410	19
General Merchandise Stores	5	101	20
Food Stores	15	180	12
Auto Dealers and Gas Stations	18	89	5
Apparel and Accessory Stores	5	23	5
Home Furniture, Furnishings and Equipment	7	21	3
Eating and Drinking Places	26	347	13
Miscellaneous Retail Stores	25	84	3
Finance (All)	70	346	5

	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Bank, Savings and Lending Institutions	15	162	11
Security and Commodity Brokers	11	49	5
Insurance Carriers and Agencies	18	47	3
Real Estate	26	88	3
Trusts, Holdings and Other Investments	0	0	0
Service (All)	279	2,589	9
Hotel and Other Lodging	4	28	7
Personal Services	76	213	3
Business Services	62	347	6
Motion Picture and Amusement	20	98	5
Health Services	27	126	5
Legal Services	1	4	4
Educational Services	27	1,478	55
Social Services	17	140	8
Misc, Membership Orgs and Nonclassified	45	155	3
Public Administration (All)	15	158	11
CY Population	19,210		
CY Residential Pop per Business	26		
CY Households	6,268		
CY HHs per Businesses	9		

Prepared from Nielsen Business-Facts which includes data from infogroup.

\* Industries (Government & Non-Profit), or the Public Sector, includes Public Administration, Museums, Educational, and Social Services. All the rest of the Industries are the Private Sector.



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.

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802  
Tel 800.851.0962 | Fax 662.844.2738 | Email [info@theretailcoach.net](mailto:info@theretailcoach.net) | Web [www.theretailcoach.net](http://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, 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.