



COMMUNITY DEMOGRAPHICS

Leander, Texas



Prepared for
City of Leander
October 2013



COMMUNITY DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	36,659	
2014 Estimate	31,771	
2010 Census	26,521	
2000 Census	7,596	
Growth 2014-2019	15.39%	
Growth 2010-2014	19.80%	
Growth 2000-2010	249.14%	
2014 Est. Pop by Single Race Class	31,771	
White Alone	25,040	78.81
Black or African American Alone	1,610	5.07
Amer. Indian and Alaska Native Alone	233	0.73
Asian Alone	740	2.33
Native Hawaiian and Other Pac. Isl. Alone	28	0.09
Some Other Race Alone	2,822	8.88
Two or More Races	1,298	4.09
2014 Est. Pop Hisp or Latino by Origin	31,771	
Not Hispanic or Latino	23,405	73.67
Hispanic or Latino:	8,366	26.33
Mexican	6,902	82.50
Puerto Rican	272	3.25
Cuban	75	0.90
All Other Hispanic or Latino	1,117	13.35

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	8,366	
White Alone	4,818	57.59
Black or African American Alone	105	1.26
American Indian and Alaska Native Alone	96	1.15
Asian Alone	43	0.51
Native Hawaiian and Other Pacific Islander Alone	4	0.05
Some Other Race Alone	2,746	32.82
Two or More Races	554	6.62
2014 Est. Pop. Asian Alone Race by Cat	740	
Chinese, except Taiwanese	176	23.78
Filipino	148	20.00
Japanese	5	0.68
Asian Indian	197	26.62
Korean	11	1.49
Vietnamese	72	9.73
Cambodian	5	0.68
Hmong	0	0.00
Laotian	7	0.95
Thai	18	2.43
All Other Asian Races Including 2+ Category	101	13.65

COMMUNITY DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
2014 Est. Population by Ancestry	31,771	
Pop, Arab	92	0.29
Pop, Czech	264	0.83
Pop, Danish	65	0.20
Pop, Dutch	144	0.45
Pop, English	1,876	5.90
Pop, French (except Basque)	712	2.24
Pop, French Canadian	231	0.73
Pop, German	5,464	17.20
Pop, Greek	41	0.13
Pop, Hungarian	0	0.00
Pop, Irish	2,065	6.50
Pop, Italian	898	2.83
Pop, Lithuanian	14	0.04
Pop, United States or American	1,753	5.52
Pop, Norwegian	103	0.32
Pop, Polish	429	1.35
Pop, Portuguese	44	0.14
Pop, Russian	27	0.08
Pop, Scottish	458	1.44
Pop, Scotch-Irish	693	2.18
Pop, Slovak	3	0.01
Pop, Sub-Saharan African	448	1.41
Pop, Swedish	275	0.87
Pop, Swiss	34	0.11
Pop, Ukrainian	0	0.00
Pop, Welsh	67	0.21
Pop, West Indian (exc Hisp groups)	68	0.21
Pop, Other ancestries	12,173	38.31
Pop, Ancestry Unclassified	3,330	10.48

DESCRIPTION	DATA	%
2014 Est. Pop Age 5+ by Language Spoken At Home	29,050	
Speak Only English at Home	23,679	81.51
Speak Asian/Pac. Isl. Lang. at Home	219	0.75
Speak IndoEuropean Language at Home	647	2.23
Speak Spanish at Home	4,416	15.20
Speak Other Language at Home	89	0.31
2014 Est. Population by Sex	31,771	
Male	15,730	49.51
Female	16,041	50.49
2014 Est. Population by Age	31,771	
Age 0 - 4	2,721	8.56
Age 5 - 9	2,947	9.28
Age 10 - 14	2,917	9.18
Age 15 - 17	1,592	5.01
Age 18 - 20	1,319	4.15
Age 21 - 24	1,452	4.57
Age 25 - 34	4,019	12.65
Age 35 - 44	5,648	17.78
Age 45 - 54	4,394	13.83
Age 55 - 64	2,803	8.82
Age 65 - 74	1,334	4.20
Age 75 - 84	485	1.53
Age 85 and over	140	0.44
Age 16 and over	22,663	71.33
Age 18 and over	21,594	67.97
Age 21 and over	20,275	63.82
Age 65 and over	1,959	6.17
2014 Est. Median Age	32.3	
2014 Est. Average Age	32.40	

COMMUNITY DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	15,730	
Age 0 - 4	1,368	8.70
Age 5 - 9	1,495	9.50
Age 10 - 14	1,515	9.63
Age 15 - 17	835	5.31
Age 18 - 20	701	4.46
Age 21 - 24	766	4.87
Age 25 - 34	1,867	11.87
Age 35 - 44	2,779	17.67
Age 45 - 54	2,204	14.01
Age 55 - 64	1,360	8.65
Age 65 - 74	597	3.80
Age 75 - 84	196	1.25
Age 85 and over	47	0.30
2014 Est. Median Age, Male	31.3	
2014 Est. Average Age, Male	31.70	
2014 Est. Female Population by Age	16,041	
Age 0 - 4	1,353	8.43
Age 5 - 9	1,452	9.05
Age 10 - 14	1,402	8.74
Age 15 - 17	757	4.72
Age 18 - 20	618	3.85
Age 21 - 24	686	4.28
Age 25 - 34	2,152	13.42
Age 35 - 44	2,869	17.89
Age 45 - 54	2,190	13.65
Age 55 - 64	1,443	9.00
Age 65 - 74	737	4.59
Age 75 - 84	289	1.80
Age 85 and over	93	0.58

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	33.1	
2014 Est. Average Age, Female	33.00	
2014 Est. Pop Age 15+ by Marital Status	23,186	
Total, Never Married	5,496	23.70
Males, Never Married	3,117	13.44
Females, Never Married	2,379	10.26
Married, Spouse present	13,292	57.33
Married, Spouse absent	943	4.07
Widowed	529	2.28
Males Widowed	50	0.22
Females Widowed	479	2.07
Divorced	2,926	12.62
Males Divorced	1,185	5.11
Females Divorced	1,741	7.51
2014 Est. Pop. Age 25+ by Edu. Attainment	18,823	
Less than 9th grade	633	3.36
Some High School, no diploma	945	5.02
High School Graduate (or GED)	4,529	24.06
Some College, no degree	5,437	28.88
Associate Degree	1,532	8.14
Bachelor's Degree	4,220	22.42
Master's Degree	1,147	6.09
Professional School Degree	200	1.06
Doctorate Degree	180	0.96
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	4,058	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	1,050	25.87
CY Pop 25+, Hisp/Lat, High School Graduate	1,056	26.02
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	1,299	32.01
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	653	16.09

COMMUNITY DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
Households		
2019 Projection	11,845	
2014 Estimate	10,266	
2010 Census	8,612	
2000 Census	3,314	
Growth 2014-2019	15.38%	
Growth 2010-2014	19.21%	
Growth 2000-2010	159.87%	
2014 Est. Households by Household Type	10,266	
Family Households	8,320	81.04
Nonfamily Households	1,946	18.96
2014 Est. Group Quarters Population	1	
2014 HHs by Ethnicity, Hispanic/Latino	2,018	19.66
2014 Est. HHs by HH Income	10,266	
CY HHs, Inc Less Than \$15,000	491	4.78
CY HHs, Inc \$15,000 - \$24,999	550	5.36
CY HHs, Inc \$25,000 - \$34,999	581	5.66
CY HHs, Inc \$35,000 - \$49,999	1,392	13.56
CY HHs, Inc \$50,000 - \$74,999	2,637	25.69
CY HHs, Inc \$75,000 - \$99,999	1,661	16.18
CY HHs, Inc \$100,000 - \$124,999	1,234	12.02
CY HHs, Inc \$125,000 - \$149,999	869	8.46
CY HHs, Inc \$150,000 - \$199,999	468	4.56
CY HHs, Inc \$200,000 - \$249,999	147	1.43
CY HHs, Inc \$250,000 - \$499,999	198	1.93
CY HHs, Inc \$500,000+	38	0.37

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$83,560	
2014 Est. Median Household Income	\$70,089	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	70,840	
Black or African American Alone	80,276	
American Indian and Alaska Native Alone	69,444	
Asian Alone	64,674	
Native Hawaiian and Other Pacific Islander Alone	60,000	
Some Other Race Alone	56,952	
Two or More Races	68,056	
Hispanic or Latino	61,316	
Not Hispanic or Latino	72,508	
2014 Est. Family HH Type, Presence Own Children	8,320	
Married-Couple Family, own children	3,927	47.20
Married-Couple Family, no own children	2,624	31.54
Male Householder, own children	319	3.83
Male Householder, no own children	207	2.49
Female Householder, own children	777	9.34
Female Householder, no own children	466	5.60

COMMUNITY DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
2014 Est. Households by Household Size	10,266	
1-person household	1,508	14.69
2-person household	2,836	27.63
3-person household	2,118	20.63
4-person household	2,028	19.75
5-person household	1,065	10.37
6-person household	446	4.34
7 or more person household	265	2.58
2014 Est. Average Household Size	3.09	
2014 Est. Households by Presence of People	10,266	
Households with 1 or more People under Age 18:	5,392	52.52
Married-Couple Family	4,090	75.85
Other Family, Male Householder	360	6.68
Other Family, Female Householder	897	16.64
Nonfamily, Male Householder	32	0.59
Nonfamily, Female Householder	13	0.24
Households no People under Age 18:	4,874	47.48
Married-Couple Family	2,462	50.51
Other Family, Male Householder	166	3.41
Other Family, Female Householder	342	7.02
Nonfamily, Male Householder	944	19.37
Nonfamily, Female Householder	960	19.70

DESCRIPTION	DATA	%
2014 Est. Households by Number of Vehicles	10,266	
No Vehicles	240	2.34
1 Vehicle	2,095	20.41
2 Vehicles	5,288	51.51
3 Vehicles	2,155	20.99
4 Vehicles	403	3.93
5 or more Vehicles	85	0.83
2014 Est. Average Number of Vehicles	2.07	
Family Households		
2019 Projection	9,609	
2014 Estimate	8,320	
2010 Census	6,962	
2000 Census	2,715	
Growth 2014-2019	15.49%	
Growth 2010-2014	19.51%	
Growth 2000-2010	156.43%	
2014 Est. Families by Poverty Status	8,320	
2014 Families at or Above Poverty	7,830	94.11
2014 Families at or Above Poverty with Children	4,893	58.81
2014 Families Below Poverty		
2014 Families Below Poverty with Children	490	5.89
2014 Est. Pop Age 16+ by Employment Status	22,663	
In Armed Forces	25	0.11
Civilian - Employed	15,628	68.96
Civilian - Unemployed	1,261	5.56
Not in Labor Force	5,749	25.37

COMMUNITY DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ Class of Worker	16,085	
For-Profit Private Workers	10,239	63.66
Non-Profit Private Workers	1,403	8.72
Local Government Workers	1,659	10.31
State Government Workers	931	5.79
Federal Government Workers	194	1.21
Self-Emp Workers	1,621	10.08
Unpaid Family Workers	38	0.24
2014 Est. Civ Employed Pop 16+ by Occupation	16,085	
Architect/Engineer	365	2.27
Arts/Entertain/Sports	210	1.31
Building Grounds Maint	309	1.92
Business/Financial Ops	1,014	6.30
Community/Soc Svcs	192	1.19
Computer/Mathematical	551	3.43
Construction/Extraction	998	6.20
Edu/Training/Library	1,152	7.16
Farm/Fish/Forestry	6	0.04
Food Prep/Serving	879	5.46
Health Practitioner/Tec	886	5.51
Healthcare Support	452	2.81
Maintenance Repair	811	5.04
Legal	131	0.81
Life/Phys/Soc Science	61	0.38
Management	2,055	12.78
Office/Admin Support	1,860	11.56
Production	412	2.56
Protective Svcs	622	3.87
Sales/Related	2,245	13.96
Personal Care/Svc	356	2.21
Transportation/Moving	518	3.22

DESCRIPTION	DATA	%
2014 Est. Pop 16+ by Occupation Classification	16,085	
Blue Collar	2,739	17.03
White Collar	10,722	66.66
Service and Farm	2,624	16.31
2014 Est. Workers Age 16+, Transp. To Work	15,862	
Drove Alone	12,838	80.94
Car Pooled	1,683	10.61
Public Transportation	174	1.10
Walked	75	0.47
Bicycle	21	0.13
Other Means	126	0.79
Worked at Home	945	5.96
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	2,519	
15 - 29 Minutes	4,476	
30 - 44 Minutes	4,886	
45 - 59 Minutes	1,695	
60 or more Minutes	1,515	
2014 Est. Avg Travel Time to Work in Minutes	33.19	
2014 Est. Tenure of Occupied Housing Units	10,266	
Owner Occupied	8,427	82.09
Renter Occupied	1,839	17.91
2014 Owner Occ. HUs: Avg. Length of Residence	9.6	
2014 Renter Occ. HUs: Avg. Length of Residence	5.7	

COMMUNITY DEMOGRAPHICS

Leander, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	8,427	
Value Less than \$20,000	86	1.02
Value \$20,000 - \$39,999	131	1.55
Value \$40,000 - \$59,999	187	2.22
Value \$60,000 - \$79,999	148	1.76
Value \$80,000 - \$99,999	237	2.81
Value \$100,000 - \$149,999	2,703	32.08
Value \$150,000 - \$199,999	2,569	30.49
Value \$200,000 - \$299,999	1,332	15.81
Value \$300,000 - \$399,999	496	5.89
Value \$400,000 - \$499,999	294	3.49
Value \$500,000 - \$749,999	175	2.08
Value \$750,000 - \$999,999	51	0.61
Value \$1,000,000 or more	18	0.21
2014 Est. Median All Owner-Occupied Housing Value	\$164,042	
2014 Est. Housing Units by Units in Structure	10,678	
1 Unit Attached	149	1.40
1 Unit Detached	9,574	89.66
2 Units	95	0.89
3 or 4 Units	54	0.51
5 to 19 Units	171	1.60
20 to 49 Units	80	0.75
50 or More Units	36	0.34
Mobile Home or Trailer	519	4.86
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	10,678	
Housing Unit Built 2005 or later	2,686	25.15
Housing Unit Built 2000 to 2004	3,657	34.25
Housing Unit Built 1990 to 1999	2,518	23.58
Housing Unit Built 1980 to 1989	1,131	10.59
Housing Unit Built 1970 to 1979	424	3.97
Housing Unit Built 1960 to 1969	124	1.16
Housing Unit Built 1950 to 1959	29	0.27
Housing Unit Built 1940 to 1949	41	0.38
Housing Unit Built 1939 or Earlier	68	0.64
2014 Est. Median Year Structure Built	2001	



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 | e-mail 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, 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.