



The **Retail** Coach.®

Primary Retail Trade Area Demographic Profile

PFLUGERVILLE, TEXAS

Prepared for The Pflugerville Community Development Corporation
June 2021

Primary Retail Trade Area • Demographic Profile

Pflugerville, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	181,439	
2021 Estimate	165,381	
2010 Census	108,040	
2000 Census	48,519	
Growth 2021 - 2026		9.71%
Growth 2010 - 2021		53.07%
Growth 2000 - 2010		122.68%
2021 Est. Population by Single-Classification Race	165,381	
White Alone	89,075	53.86%
Black or African American Alone	27,393	16.56%
Amer. Indian and Alaska Native Alone	1,117	0.68%
Asian Alone	20,116	12.16%
Native Hawaiian and Other Pacific Island Alone	263	0.16%
Some Other Race Alone	19,715	11.92%
Two or More Races	7,701	4.66%
2021 Est. Population by Hispanic or Latino Origin	165,381	
Not Hispanic or Latino	112,365	67.94%
Hispanic or Latino	53,016	32.06%
Mexican	43,110	81.32%
Puerto Rican	1,422	2.68%
Cuban	790	1.49%
All Other Hispanic or Latino	7,695	14.52%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	53,016	
White Alone	28,882	54.48%
Black or African American Alone	993	1.87%
American Indian and Alaska Native Alone	708	1.34%
Asian Alone	190	0.36%
Native Hawaiian and Other Pacific Islander Alone	46	0.09%
Some Other Race Alone	19,482	36.75%
Two or More Races	2,714	5.12%
2021 Est. Pop by Race, Asian Alone, by Category	20,116	
Chinese, except Taiwanese	1,261	6.27%
Filipino	1,629	8.10%
Japanese	176	0.88%
Asian Indian	5,370	26.70%
Korean	286	1.42%
Vietnamese	8,508	42.30%
Cambodian	42	0.21%
Hmong	0	0.00%
Laotian	207	1.03%
Thai	238	1.18%
All Other Asian Races Including 2+ Category	2,398	11.92%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	165,381	
Arab	794	0.48%
Czech	1,071	0.65%
Danish	558	0.34%
Dutch	836	0.51%
English	7,909	4.78%
French (except Basque)	2,651	1.60%
French Canadian	406	0.25%
German	15,716	9.50%
Greek	315	0.19%
Hungarian	290	0.18%
Irish	8,934	5.40%
Italian	2,574	1.56%
Lithuanian	125	0.08%
United States or American	4,552	2.75%
Norwegian	848	0.51%
Polish	2,471	1.49%
Portuguese	246	0.15%
Russian	477	0.29%
Scottish	2,172	1.31%
Scotch-Irish	1,163	0.70%
Slovak	45	0.03%
Subsaharan African	1,940	1.17%
Swedish	1,276	0.77%
Swiss	205	0.12%
Ukrainian	143	0.09%
Welsh	613	0.37%
West Indian (except Hisp. groups)	468	0.28%
Other ancestries	80,590	48.73%
Ancestry Unclassified	25,995	15.72%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	104,307	68.21%
Speak Asian/Pacific Island Language at Home	12,181	7.97%
Speak IndoEuropean Language at Home	3,073	2.01%
Speak Spanish at Home	32,246	21.09%
Speak Other Language at Home	1,110	0.73%

Primary Retail Trade Area • Demographic Profile

Pflugerville, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	165,381	
Age 0 - 4	12,463	7.54%
Age 5 - 9	12,978	7.85%
Age 10 - 14	13,152	7.95%
Age 15 - 17	7,764	4.70%
Age 18 - 20	6,813	4.12%
Age 21 - 24	8,524	5.15%
Age 25 - 34	21,422	12.95%
Age 35 - 44	25,116	15.19%
Age 45 - 54	24,646	14.90%
Age 55 - 64	18,371	11.11%
Age 65 - 74	9,798	5.93%
Age 75 - 84	3,509	2.12%
Age 85 and over	825	0.50%
Age 16 and over	124,243	75.13%
Age 18 and over	119,025	71.97%
Age 21 and over	112,212	67.85%
Age 65 and over	14,132	8.55%
2021 Est. Median Age		34.81
2021 Est. Average Age		34.81
2021 Est. Population by Sex	165,381	
Male	81,162	49.08%
Female	84,219	50.92%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	81,162	
Age 0 - 4	6,340	7.81%
Age 5 - 9	6,688	8.24%
Age 10 - 14	6,641	8.18%
Age 15 - 17	3,958	4.88%
Age 18 - 20	3,518	4.34%
Age 21 - 24	4,377	5.39%
Age 25 - 34	10,560	13.01%
Age 35 - 44	12,127	14.94%
Age 45 - 54	11,888	14.65%
Age 55 - 64	8,823	10.87%
Age 65 - 74	4,497	5.54%
Age 75 - 84	1,472	1.81%
Age 85 and over	273	0.34%
2021 Est. Median Age, Male		33.63
2021 Est. Average Age, Male		33.99
2021 Est. Female Population by Age	84,219	
Age 0 - 4	6,123	7.27%
Age 5 - 9	6,290	7.47%
Age 10 - 14	6,511	7.73%
Age 15 - 17	3,806	4.52%
Age 18 - 20	3,294	3.91%
Age 21 - 24	4,147	4.92%
Age 25 - 34	10,861	12.90%
Age 35 - 44	12,989	15.42%
Age 45 - 54	12,758	15.15%
Age 55 - 64	9,548	11.34%
Age 65 - 74	5,302	6.30%
Age 75 - 84	2,037	2.42%
Age 85 and over	552	0.66%
2021 Est. Median Age, Female		35.88
2021 Est. Average Age, Female		35.59

Primary Retail Trade Area • Demographic Profile

Pflugerville, Texas

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	41,453	32.70%
Males, Never Married	21,503	16.96%
Females, Never Married	19,949	15.73%
Married, Spouse present	61,581	48.57%
Married, Spouse absent	6,076	4.79%
Widowed	3,965	3.13%
Males Widowed	896	0.71%
Females Widowed	3,070	2.42%
Divorced	13,713	10.82%
Males Divorced	4,810	3.79%
Females Divorced	8,903	7.02%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,870	4.7%
Some High School, no diploma	5,308	5.1%
High School Graduate (or GED)	21,161	20.4%
Some College, no degree	22,610	21.8%
Associate Degree	9,350	9.0%
Bachelor's Degree	28,559	27.5%
Master's Degree	9,420	9.1%
Professional School Degree	1,316	1.3%
Doctorate Degree	1,094	1.1%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	5,352	18.54%
High School Graduate	8,487	29.40%
Some College or Associate's Degree	7,809	27.05%
Bachelor's Degree or Higher	7,216	25.00%
Households		
2026 Projection	59,636	
2021 Estimate	54,505	
2010 Census	36,063	
2000 Census	15,580	
Growth 2021 - 2026		9.41%
Growth 2010 - 2021		51.14%
Growth 2000 - 2010		131.47%
2021 Est. Households by Household Type	54,505	
Family Households	42,114	77.27%
Nonfamily Households	12,392	22.74%
2021 Est. Group Quarters Population	194	
2021 Households by Ethnicity, Hispanic/Latino	14,372	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	54,505	
Income < \$15,000	2,000	3.67%
Income \$15,000 - \$24,999	1,919	3.52%
Income \$25,000 - \$34,999	2,532	4.65%
Income \$35,000 - \$49,999	4,633	8.50%
Income \$50,000 - \$74,999	9,606	17.62%
Income \$75,000 - \$99,999	7,863	14.43%
Income \$100,000 - \$124,999	7,456	13.68%
Income \$125,000 - \$149,999	6,303	11.56%
Income \$150,000 - \$199,999	6,186	11.35%
Income \$200,000 - \$249,999	2,852	5.23%
Income \$250,000 - \$499,999	2,344	4.30%
Income \$500,000+	812	1.49%
2021 Est. Average Household Income		\$115,774
2021 Est. Median Household Income		\$95,687
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$98,945
Black or African American Alone		\$84,048
American Indian and Alaska Native Alone		\$77,607
Asian Alone		\$108,814
Native Hawaiian and Other Pacific Islander Alone		\$88,268
Some Other Race Alone		\$75,394
Two or More Races		\$110,038
Hispanic or Latino		\$79,746
Not Hispanic or Latino		\$102,363
2021 Est. Family HH Type by Presence of Own Child.	42,114	
Married-Couple Family, own children	19,181	45.55%
Married-Couple Family, no own children	13,107	31.12%
Male Householder, own children	1,599	3.80%
Male Householder, no own children	1,130	2.68%
Female Householder, own children	4,740	11.26%
Female Householder, no own children	2,357	5.60%
2021 Est. Households by Household Size	54,505	
1-person	9,010	16.53%
2-person	14,997	27.52%
3-person	10,889	19.98%
4-person	10,462	19.20%
5-person	5,418	9.94%
6-person	2,252	4.13%
7-or-more-person	1,477	2.71%
2021 Est. Average Household Size		3.04

Primary Retail Trade Area • Demographic Profile

Pflugerville, Texas

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	54,505	
Households with 1 or More People under Age 18:	27,368	50.21%
Married-Couple Family	20,004	73.09%
Other Family, Male Householder	1,799	6.57%
Other Family, Female Householder	5,348	19.54%
Nonfamily, Male Householder	165	0.60%
Nonfamily, Female Householder	51	0.19%
Households with No People under Age 18:	27,137	49.79%
Married-Couple Family	12,294	45.30%
Other Family, Male Householder	927	3.42%
Other Family, Female Householder	1,748	6.44%
Nonfamily, Male Householder	5,786	21.32%
Nonfamily, Female Householder	6,382	23.52%
2021 Est. Households by Number of Vehicles	54,505	
No Vehicles	1,002	1.84%
1 Vehicle	14,520	26.64%
2 Vehicles	24,099	44.21%
3 Vehicles	10,446	19.17%
4 Vehicles	3,265	5.99%
5 or more Vehicles	1,174	2.15%
2021 Est. Average Number of Vehicles		2.09
Family Households		
2026 Projection	46,071	
2021 Estimate	42,114	
2010 Census	27,864	
2000 Census	12,910	
Growth 2021 - 2026		9.40%
Growth 2010 - 2021		51.14%
Growth 2000 - 2010		115.83%
2021 Est. Families by Poverty Status	42,114	
2021 Families at or Above Poverty	39,935	94.83%
2021 Families at or Above Poverty with Children	22,889	54.35%
2021 Families Below Poverty	2,178	5.17%
2021 Families Below Poverty with Children	1,740	4.13%
2021 Est. Pop 16+ by Employment Status	124,242	
Civilian Labor Force, Employed	89,588	72.11%
Civilian Labor Force, Unemployed	3,957	3.19%
Armed Forces	237	0.19%
Not in Labor Force	30,460	24.52%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	89,434	
For-Profit Private Workers	61,224	68.46%
Non-Profit Private Workers	5,019	5.61%
Local Government Workers	1,919	2.15%
State Government Workers	6,678	7.47%
Federal Government Workers	7,143	7.99%
Self-Employed Workers	7,364	8.23%
Unpaid Family Workers	86	0.10%
2021 Est. Civ. Employed Pop 16+ by Occupation	89,434	
Architect/Engineer	3,050	3.41%
Arts/Entertainment/Sports	2,088	2.34%
Building Grounds Maintenance	2,597	2.90%
Business/Financial Operations	5,754	6.43%
Community/Social Services	1,306	1.46%
Computer/Mathematical	5,966	6.67%
Construction/Extraction	3,650	4.08%
Education/Training/Library	5,704	6.38%
Farming/Fishing/Forestry	91	0.10%
Food Prep/Serving	4,465	4.99%
Health Practitioner/Technician	4,223	4.72%
Healthcare Support	2,138	2.39%
Maintenance Repair	3,358	3.76%
Legal	692	0.77%
Life/Physical/Social Science	483	0.54%
Management	10,296	11.51%
Office/Admin. Support	11,820	13.22%
Production	3,720	4.16%
Protective Services	1,877	2.10%
Sales/Related	8,625	9.64%
Personal Care/Service	2,686	3.00%
Transportation/Moving	4,847	5.42%
2021 Est. Pop 16+ by Occupation Classification	89,434	
White Collar	60,006	67.10%
Blue Collar	15,575	17.42%
Service and Farm	13,853	15.49%
2021 Est. Workers Age 16+ by Transp. to Work	88,484	
Drove Alone	70,714	79.92%
Car Pooled	9,559	10.80%
Public Transportation	472	0.53%
Walked	376	0.43%
Bicycle	275	0.31%
Other Means	727	0.82%
Worked at Home	6,361	7.19%

Primary Retail Trade Area • Demographic Profile

Pflugerville, Texas

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	12,132	
15 - 29 Minutes	34,608	
30 - 44 Minutes	22,144	
45 - 59 Minutes	9,234	
60 or more Minutes	4,640	
2021 Est. Avg Travel Time to Work in Minutes		30
2021 Est. Occupied Housing Units by Tenure	54,505	
Owner Occupied	40,668	74.61%
Renter Occupied	13,838	25.39%
2021 Owner Occ. HUs: Avg. Length of Residence		10.5
2021 Renter Occ. HUs: Avg. Length of Residence		5.02
2021 Est. Owner-Occupied Housing Units by Value	54,505	
Value Less than \$20,000	679	1.67%
Value \$20,000 - \$39,999	1,055	2.59%
Value \$40,000 - \$59,999	358	0.88%
Value \$60,000 - \$79,999	253	0.62%
Value \$80,000 - \$99,999	241	0.59%
Value \$100,000 - \$149,999	1,236	3.04%
Value \$150,000 - \$199,999	4,150	10.21%
Value \$200,000 - \$299,999	15,668	38.53%
Value \$300,000 - \$399,999	10,060	24.74%
Value \$400,000 - \$499,999	4,124	10.14%
Value \$500,000 - \$749,999	1,724	4.24%
Value \$750,000 - \$999,999	424	1.04%
Value \$1,000,000 or \$1,499,999	131	0.32%
Value \$1,500,000 or \$1,999,999	73	0.18%
Value \$2,000,000+	490	1.21%
2021 Est. Median All Owner-Occupied Housing Value		\$278,468
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	42,759	75.63%
1 Unit Attached	1010	1.79%
2 Units	543	0.96%
3 or 4 Units	1,463	2.59%
5 to 19 Units	3,638	6.44%
20 to 49 Units	2,021	3.58%
50 or More Units	1,480	2.62%
Mobile Home or Trailer	3,572	6.32%
Boat, RV, Van, etc.	53	0.09%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	13,667	24.17%
Housing Units Built 2010 to 2014	5,430	9.60%
Housing Units Built 2000 to 2009	20,706	36.62%
Housing Units Built 1990 to 1999	11,249	19.90%
Housing Units Built 1980 to 1989	3,721	6.58%
Housing Units Built 1970 to 1979	1,114	1.97%
Housing Units Built 1960 to 1969	278	0.49%
Housing Units Built 1950 to 1959	143	0.25%
Housing Units Built 1940 to 1949	69	0.12%
Housing Unit Built 1939 or Earlier	163	0.29%
2021 Est. Median Year Structure Built		2005

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® 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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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**RetailCoach**.®

ACKNOWLEDGMENTS

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.

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

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, 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 Google, 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.