



TheRetailCoach®

PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Pflugerville, Texas

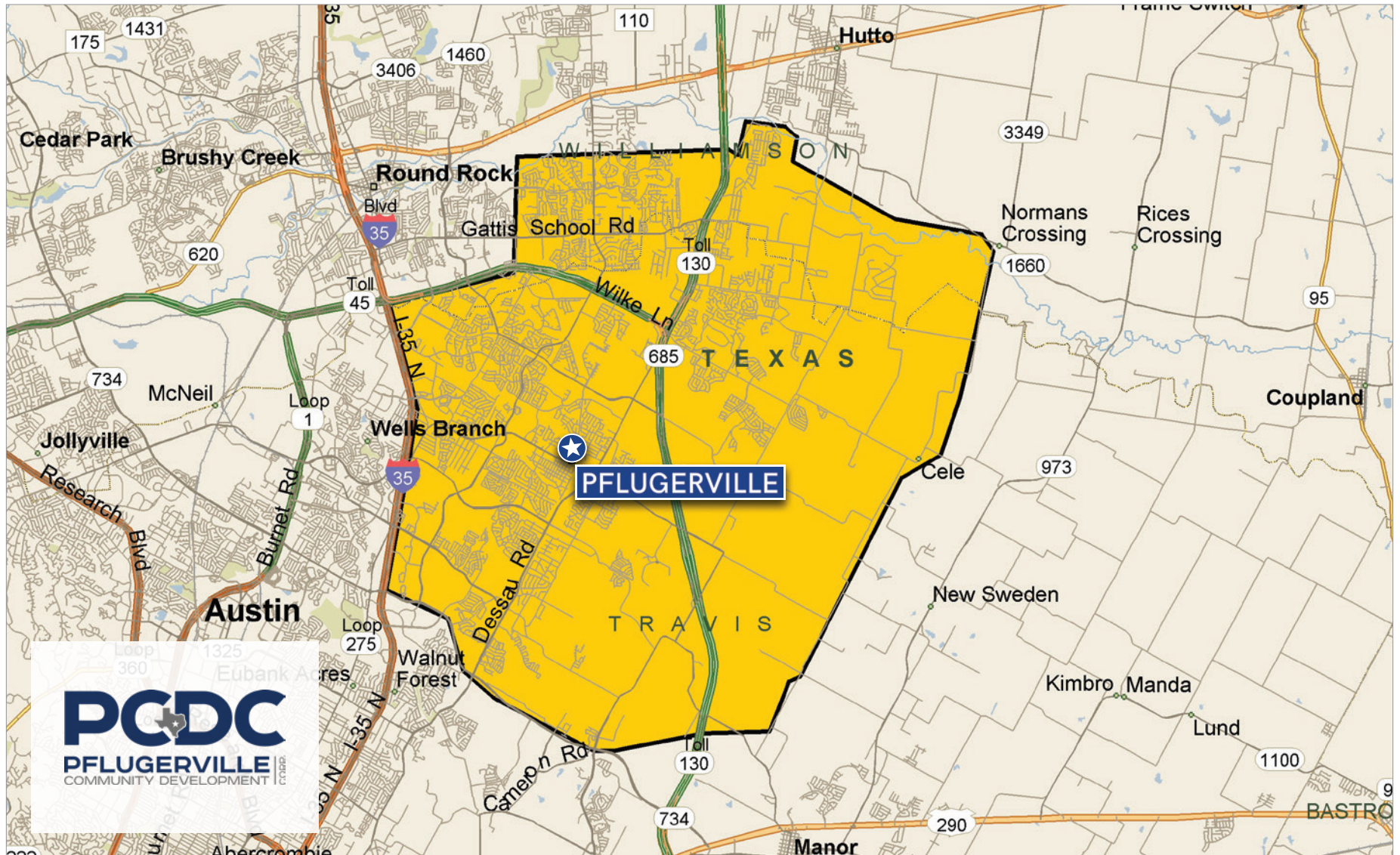
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PRIMARY RETAIL TRADE AREA

Pflugerville, Texas



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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	\$2,866,586,507	\$630,578,131	\$2,236,008,376	0.220
441	Motor Vehicle and Parts Dealers	\$639,153,151.47	\$22,247,132.00	\$616,906,019.47	0.035
4411	Automotive Dealers	\$550,116,159.51	\$6,898,741.00	\$543,217,418.51	0.013
4412	Other Motor Vehicle Dealers	\$35,743,645.80	\$3,449,411.00	\$32,294,234.80	0.097
4413	Automotive Parts/Accsrs, Tire Stores	\$53,293,346.17	\$11,898,980.00	\$41,394,366.17	0.223
442	Furniture and Home Furnishings Stores	\$65,212,943.05	\$21,581,240.00	\$43,631,703.05	0.331
4421	Furniture Stores	\$37,481,501.15	\$16,174,936.00	\$21,306,565.15	0.432
4422	Home Furnishing Stores	\$27,731,441.90	\$5,406,304.00	\$22,325,137.90	0.195
443	Electronics and Appliance Stores	\$103,332,568.52	\$32,842,498.00	\$70,490,070.52	0.318
44311	Appliances, TVs, Electronics Stores	\$51,666,284.26	\$21,421,249.00	\$30,245,035.26	0.415
443111	Household Appliances Stores	\$6,657,110.96	\$461,979.00	\$6,195,131.96	0.069
443112	Electronics Stores	\$45,009,173.30	\$10,959,270.00	\$34,049,903.30	0.243
444	Building Material, Garden Equip Stores	\$283,123,582.29	\$48,264,554.00	\$234,859,028.29	0.170
4441	Building Material and Supply Dealers	\$259,900,865.95	\$42,860,660.00	\$217,040,205.95	0.165
44411	Home Centers	\$100,802,722.59	\$36,918,075.00	\$63,884,647.59	0.366
44412	Paint and Wallpaper Stores	\$7,224,972.91	\$0.00	\$7,224,972.91	0.000
44413	Hardware Stores	\$23,906,030.35	\$2,032,091.00	\$21,873,939.35	0.085
44419	Other Building Materials Dealers	\$127,967,140.09	\$3,910,494.00	\$124,056,646.09	0.031
444191	Building Materials, Lumberyards	\$47,744,825.48	\$1,890,692.00	\$45,854,133.48	0.040
4442	Lawn, Garden Equipment, Supplies Stores	\$23,222,716.34	\$5,403,894.00	\$17,818,822.34	0.233
44421	Outdoor Power Equipment Stores	\$3,431,888.09	\$292.00	\$3,431,596.09	0.000
44422	Nursery and Garden Centers	\$19,790,828.25	\$5,403,602.00	\$14,387,226.25	0.273



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445	Food and Beverage Stores	\$361,955,162.17	\$117,596,825.00	\$244,358,337.17	0.325
4451	Grocery Stores	\$329,294,853.71	\$88,810,042.00	\$240,484,811.71	0.270
44511	Supermarkets, Grocery (Ex Conv) Stores	\$302,504,659.88	\$83,291,181.00	\$219,213,478.88	0.275
44512	Convenience Stores	\$26,790,193.84	\$5,518,861.00	\$21,271,332.84	0.206
4452	Specialty Food Stores	\$14,185,741.75	\$1,088,020.00	\$13,097,721.75	0.077
4453	Beer, Wine and Liquor Stores	\$18,474,566.71	\$27,698,763.00	-\$9,224,196.29	1.499
446	Health and Personal Care Stores	\$176,774,033.17	\$61,525,084.00	\$115,248,949.17	0.348
44611	Pharmacies and Drug Stores	\$140,986,801.01	\$45,365,220.00	\$95,621,581.01	0.322
44612	Cosmetics, Beauty Supplies, Perfume Stores	\$17,457,205.09	\$10,278,758.00	\$7,178,447.09	0.589
44613	Optical Goods Stores	\$5,698,469.46	\$3,971,133.00	\$1,727,336.46	0.697
44619	Other Health and Personal Care Stores	\$12,631,557.60	\$1,909,973.00	\$10,721,584.60	0.151
447	Gasoline Stations	\$220,724,417.21	\$31,711,390.00	\$189,013,027.21	0.144
44711	Gasoline Stations With Conv Stores	\$120,237,869.82	\$30,274,416.00	\$89,963,453.82	0.252
44719	Other Gasoline Stations	\$100,486,547.39	\$1,436,974.00	\$99,049,573.39	0.014
448	Clothing and Clothing Accessories Stores	\$124,131,247.59	\$20,802,295.00	\$103,328,952.59	0.168
4481	Clothing Stores	\$91,024,083.01	\$13,588,162.00	\$77,435,921.01	0.149
44811	Men's Clothing Stores	\$3,559,361.49	\$1,063,850.00	\$2,495,511.49	0.299
44812	Women's Clothing Stores	\$19,616,816.11	\$4,308,654.00	\$15,308,162.11	0.220
44813	Childrens, Infants Clothing Stores	\$4,307,283.58	\$2,085,860.00	\$2,221,423.58	0.484
44814	Family Clothing Stores	\$51,452,911.87	\$4,489,683.00	\$46,963,228.87	0.087
44815	Clothing Accessories Stores	\$4,685,529.28	\$783,794.00	\$3,901,735.28	0.167
44819	Other Clothing Stores	\$7,402,180.67	\$856,321.00	\$6,545,859.67	0.116
4482	Shoe Stores	\$18,436,722.51	\$1,845,960.00	\$16,590,762.51	0.100
4483	Jewelry, Luggage, Leather Goods Stores	\$14,670,442.07	\$5,368,173.00	\$9,302,269.07	0.366
44831	Jewelry Stores	\$13,305,967.70	\$5,368,173.00	\$7,937,794.70	0.403
44832	Luggage and Leather Goods Stores	\$1,364,474.37	\$0.00	\$1,364,474.37	0.000



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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	\$56,978,276.63	\$15,246,253.00	\$41,732,023.63	0.268
4511	Sportng Goods, Hobby, Musical Inst Stores	\$48,343,036.20	\$15,055,332.00	\$33,287,704.20	0.311
45111	Sporting Goods Stores	\$34,553,829.89	\$12,421,287.00	\$22,132,542.89	0.359
45112	Hobby, Toys and Games Stores	\$9,448,735.41	\$2,337,081.00	\$7,111,654.41	0.247
45113	Sew/Needlework/Piece Goods Stores	\$1,757,106.55	\$0.00	\$1,757,106.55	0.000
45114	Musical Instrument and Supplies Stores	\$2,583,364.36	\$296,964.00	\$2,286,400.36	0.115
4512	Book, Periodical and Music Stores	\$8,635,240.43	\$190,921.00	\$8,444,319.43	0.022
45121	Book Stores and News Dealers	\$8,635,240.43	\$190,921.00	\$8,444,319.43	0.022
451211	Book Stores	\$7,708,883.81	\$190,921.00	\$7,517,962.81	0.025
451212	News Dealers and Newsstands	\$926,356.62	\$0.00	\$926,356.62	0.000
452	General Merchandise Stores	\$325,203,660.97	\$180,497,025.00	\$144,706,635.97	0.555
4521	Department Stores Excl Leased Depts	\$213,263,957.16	\$0.00	\$213,263,957.16	0.000
4529	Other General Merchandise Stores	\$111,939,703.80	\$180,497,025.00	-\$68,557,321.20	1.612
453	Miscellaneous Store Retailers	\$72,525,204.15	\$15,289,776.00	\$57,235,428.15	0.211
4531	Florists	\$3,394,537.03	\$253,978.00	\$3,140,559.03	0.075
4532	Office Supplies, Stationery, Gift Stores	\$25,022,688.29	\$7,349,786.00	\$17,672,902.29	0.294
45321	Office Supplies and Stationery Stores	\$14,197,326.01	\$6,891,372.00	\$7,305,954.01	0.485
45322	Gift, Novelty and Souvenir Stores	\$10,825,362.28	\$458,414.00	\$10,366,948.28	0.042
4533	Used Merchandise Stores	\$11,207,093.32	\$2,155,230.00	\$9,051,863.32	0.192
4539	Other Miscellaneous Store Retailers	\$32,900,885.51	\$5,530,782.00	\$27,370,103.51	0.168
454	Non-Store Retailers	\$127,784,591.08	\$9,480,519.00	\$118,304,072.08	0.074



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722	Foodservice and Drinking Places	\$309,687,668.53	\$53,493,540.00	\$256,194,128.53	0.173
7223	Special Foodservices	\$18,632,190.94	\$1,026,824.00	\$17,605,366.94	0.055
7224	Drinking Places -Alcoholic Beverages	\$10,283,275.65	\$0.00	\$10,283,275.65	0.000
722511	Full Service Restaurants	\$137,621,692.55	\$15,195,725.00	\$122,425,967.55	0.110
722513	Limited Service Eating Places	\$127,242,612.64	\$35,270,009.00	\$91,972,603.64	0.277
722514	Cafeterias, Grill Buffets, and Buffets	\$5,217,203.32	\$0.00	\$5,217,203.32	0.000
722515	Snack and Non-alcoholic Beverage Bars	\$10,690,693.42	\$2,000,982.00	\$8,689,711.42	0.187



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Pflugerville, Texas

DESCRIPTION	DATA	%
Population		
2022 Projection	163,570	
2017 Estimate	145,640	
2010 Census	108,938	
2000 Census	48,949	
Growth 2017 - 2022		12.31%
Growth 2010 - 2017		33.69%
Growth 2000 - 2010		122.55%
2017 Est. Population by Single-Classification Race	145,640	
White Alone	82,377	56.56%
Black or African American Alone	23,860	16.38%
Amer. Indian and Alaska Native Alone	996	0.68%
Asian Alone	15,306	10.51%
Native Hawaiian and Other Pac. Isl. Alone	230	0.16%
Some Other Race Alone	16,456	11.30%
Two or More Races	6,415	4.40%
2017 Est. Population by Hispanic or Latino Origin	145,640	
Not Hispanic or Latino	100,362	68.91%
Hispanic or Latino	45,278	31.09%
Mexican	36,798	81.27%
Puerto Rican	1,209	2.67%
Cuban	684	1.51%
All Other Hispanic or Latino	6,586	14.55%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	45,278	
White Alone	24,966	55.14%
Black or African American Alone	840	1.85%
American Indian and Alaska Native Alone	619	1.37%
Asian Alone	180	0.40%
Native Hawaiian and Other Pacific Islander Alone	40	0.09%
Some Other Race Alone	16,239	35.86%
Two or More Races	2,394	5.29%
2017 Est. Pop by Race, Asian Alone, by Category	15,306	
Chinese, except Taiwanese	1,241	8.11%
Filipino	1,403	9.17%
Japanese	66	0.43%
Asian Indian	2,598	16.97%
Korean	667	4.36%
Vietnamese	7,735	50.53%
Cambodian	56	0.37%
Hmong	3	0.02%
Laotian	15	0.10%
Thai	36	0.24%
All Other Asian Races Including 2+ Category	1,486	9.71%



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	145,640	
Arab	909	0.62%
Czech	841	0.58%
Danish	442	0.30%
Dutch	871	0.60%
English	4,734	3.25%
French (except Basque)	1,412	0.97%
French Canadian	495	0.34%
German	13,162	9.04%
Greek	153	0.10%
Hungarian	24	0.02%
Irish	6,262	4.30%
Italian	2,609	1.79%
Lithuanian	65	0.04%
United States or American	4,468	3.07%
Norwegian	426	0.29%
Polish	1,680	1.15%
Portuguese	300	0.21%
Russian	423	0.29%
Scottish	1,291	0.89%
Scotch-Irish	1,410	0.97%
Slovak	3	0.00%
Subsaharan African	2,463	1.69%
Swedish	933	0.64%
Swiss	16	0.01%
Ukrainian	128	0.09%
Welsh	232	0.16%
West Indian (except Hisp. groups)	248	0.17%
Other ancestries	78,130	53.65%
Ancestry Unclassified	21,509	14.77%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	134,363	
Speak Only English at Home	92,122	68.56%
Speak Asian/Pac. Isl. Lang. at Home	8,183	6.09%
Speak IndoEuropean Language at Home	3,549	2.64%
Speak Spanish at Home	28,596	21.28%
Speak Other Language at Home	1,913	1.42%
2017 Est. Population by Age	145,640	
Age 0 - 4	11,276	7.74%
Age 5 - 9	11,594	7.96%
Age 10 - 14	11,838	8.13%
Age 15 - 17	6,523	4.48%
Age 18 - 20	5,542	3.81%
Age 21 - 24	6,427	4.41%
Age 25 - 34	21,225	14.57%
Age 35 - 44	24,769	17.01%
Age 45 - 54	21,778	14.95%
Age 55 - 64	14,504	9.96%
Age 65 - 74	7,016	4.82%
Age 75 - 84	2,397	1.65%
Age 85 and over	752	0.52%
Age 16 and over	108,792	74.70%
Age 18 and over	104,409	71.69%
Age 21 and over	98,866	67.88%
Age 65 and over	10,165	6.98%
2017 Est. Median Age	34.2	
2017 Est. Average Age	34.0	



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2017 Est. Population by Sex	145,640	
Male	71,342	48.99%
Female	74,297	51.01%
2017 Est. Male Population by Age	71,342	
Age 0 - 4	5,763	8.08%
Age 5 - 9	5,971	8.37%
Age 10 - 14	5,985	8.39%
Age 15 - 17	3,329	4.67%
Age 18 - 20	2,861	4.01%
Age 21 - 24	3,303	4.63%
Age 25 - 34	10,060	14.10%
Age 35 - 44	12,055	16.90%
Age 45 - 54	10,604	14.86%
Age 55 - 64	6,992	9.80%
Age 65 - 74	3,188	4.47%
Age 75 - 84	1,000	1.40%
Age 85 and over	231	0.32%
2017 Est. Median Age, Male	33.4	
2017 Est. Average Age, Male	33.2	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	74,297	
Age 0 - 4	5,513	7.42%
Age 5 - 9	5,624	7.57%
Age 10 - 14	5,852	7.88%
Age 15 - 17	3,194	4.30%
Age 18 - 20	2,681	3.61%
Age 21 - 24	3,123	4.20%
Age 25 - 34	11,165	15.03%
Age 35 - 44	12,714	17.11%
Age 45 - 54	11,175	15.04%
Age 55 - 64	7,512	10.11%
Age 65 - 74	3,828	5.15%
Age 75 - 84	1,397	1.88%
Age 85 and over	521	0.70%
2017 Est. Median Age, Female	35.0	
2017 Est. Average Age, Female	34.7	
2017 Est. Pop Age 15+ by Marital Status	110,931	
Total, Never Married	34,407	31.02%
Males, Never Married	17,868	16.11%
Females, Never Married	16,540	14.91%
Married, Spouse present	55,423	49.96%
Married, Spouse absent	5,364	4.84%
Widowed	2,989	2.69%
Males Widowed	388	0.35%
Females Widowed	2,601	2.35%
Divorced	12,748	11.49%
Males Divorced	4,151	3.74%
Females Divorced	8,597	7.75%



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	92,440	
Less than 9th grade	4,096	4.43%
Some High School, no diploma	3,686	3.99%
High School Graduate (or GED)	18,925	20.47%
Some College, no degree	23,550	25.48%
Associate Degree	8,633	9.34%
Bachelor's Degree	23,915	25.87%
Master's Degree	7,956	8.61%
Professional School Degree	723	0.78%
Doctorate Degree	957	1.03%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	25,174	
No High School Diploma	4,861	19.31%
High School Graduate	6,870	27.29%
Some College or Associate's Degree	7,562	30.04%
Bachelor's Degree or Higher	5,882	23.36%
Households		
2022 Projection	53,702	
2017 Estimate	47,953	
2010 Census	36,256	
2000 Census	15,675	
Growth 2017 - 2022		11.99%
Growth 2010 - 2017		32.26%
Growth 2000 - 2010		131.30%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	47,953	
Family Households	37,026	77.21%
Nonfamily Households	10,927	22.79%
2017 Est. Group Quarters Population	193	
2017 HHs by Ethnicity, Hispanic/Latino	12,150	
2017 Est. Households by HH Income	47,953	
Income < \$15,000	2,414	5.03%
Income \$15,000 - \$24,999	2,374	4.95%
Income \$25,000 - \$34,999	2,862	5.97%
Income \$35,000 - \$49,999	4,641	9.68%
Income \$50,000 - \$74,999	9,775	20.38%
Income \$75,000 - \$99,999	7,937	16.55%
Income \$100,000 - \$124,999	6,677	13.92%
Income \$125,000 - \$149,999	3,999	8.34%
Income \$150,000 - \$199,999	3,775	7.87%
Income \$200,000 - \$249,999	1,479	3.08%
Income \$250,000 - \$499,999	1,501	3.13%
Income \$500,000+	519	1.08%
2017 Est. Average Household Income	\$99,196	
2017 Est. Median Household Income	\$81,017	



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DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$84,570	
Black or African American Alone	\$69,172	
American Indian and Alaska Native Alone	\$76,497	
Asian Alone	\$98,786	
Native Hawaiian and Other Pacific Islander Alone	\$41,789	
Some Other Race Alone	\$65,925	
Two or More Races	\$92,889	
Hispanic or Latino	\$67,757	
Not Hispanic or Latino	\$87,248	
2017 Est. Family HH Type by Presence of Own Child.	37,026	
Married-Couple Family, own children	16,784	45.33%
Married-Couple Family, no own children	11,598	31.32%
Male Householder, own children	1,403	3.79%
Male Householder, no own children	993	2.68%
Female Householder, own children	4,164	11.25%
Female Householder, no own children	2,085	5.63%
2017 Est. Households by Household Size	47,953	
1-person	8,032	16.75%
2-person	13,184	27.49%
3-person	9,585	19.99%
4-person	9,138	19.06%
5-person	4,749	9.90%
6-person	1,981	4.13%
7-or-more-person	1,284	2.68%
2017 Est. Average Household Size	3.03	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	47,953	
Households with 1 or More People under Age 18:	23,982	50.01%
Married-Couple Family	17,509	73.01%
Other Family, Male Householder	1,577	6.58%
Other Family, Female Householder	4,700	19.60%
Nonfamily, Male Householder	145	0.60%
Nonfamily, Female Householder	52	0.22%
Households with No People under Age 18:	23,971	49.99%
Married-Couple Family	10,874	45.36%
Other Family, Male Householder	816	3.40%
Other Family, Female Householder	1,555	6.49%
Nonfamily, Male Householder	5,082	21.20%
Nonfamily, Female Householder	5,645	23.55%
2017 Est. Households by Number of Vehicles	47,953	
No Vehicles	1,074	2.24%
1 Vehicle	13,172	27.47%
2 Vehicles	23,737	49.50%
3 Vehicles	7,234	15.09%
4 Vehicles	2,282	4.76%
5 or more Vehicles	455	0.95%
2017 Est. Average Number of Vehicles	2.0	



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DESCRIPTION	DATA	%
Family Households		
2022 Projection	41,457	
2017 Estimate	37,026	
2010 Census	28,024	
2000 Census	12,994	
Growth 2017 - 2022		11.97%
Growth 2010 - 2017		32.12%
Growth 2000 - 2010		115.68%
2017 Est. Families by Poverty Status	37,026	
2017 Families at or Above Poverty	34,524	93.24%
2017 Families at or Above Poverty with Children	20,460	55.26%
2017 Families Below Poverty	2,502	6.76%
2017 Families Below Poverty with Children	2,095	5.66%
2017 Est. Pop Age 16+ by Employment Status	108,792	
In Armed Forces	206	0.19%
Civilian - Employed	77,192	70.95%
Civilian - Unemployed	4,909	4.51%
Not in Labor Force	26,484	24.34%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	76,839	
For-Profit Private Workers	51,961	67.62%
Non-Profit Private Workers	5,258	6.84%
Local Government Workers	5,714	7.44%
State Government Workers	5,620	7.31%
Federal Government Workers	1,990	2.59%
Self-Employed Workers	6,255	8.14%
Unpaid Family Workers	41	0.05%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	76,839	
Architect/Engineer	2,319	3.02%
Arts/Entertainment/Sports	1,133	1.47%
Building Grounds Maintenance	2,368	3.08%
Business/Financial Operations	4,425	5.76%
Community/Social Services	1,331	1.73%
Computer/Mathematical	5,542	7.21%
Construction/Extraction	2,631	3.42%
Education/Training/Library	4,592	5.98%
Farming/Fishing/Forestry	117	0.15%
Food Prep/Serving	3,026	3.94%
Health Practitioner/Technician	3,920	5.10%
Healthcare Support	1,601	2.08%
Maintenance Repair	2,902	3.78%
Legal	537	0.70%
Life/Physical/Social Science	448	0.58%
Management	8,714	11.34%
Office/Admin. Support	12,039	15.67%
Production	3,168	4.12%
Protective Services	1,855	2.41%
Sales/Related	8,763	11.40%
Personal Care/Service	2,710	3.53%
Transportation/Moving	2,695	3.51%
2017 Est. Pop 16+ by Occupation Classification	76,839	
Blue Collar	11,397	14.83%
White Collar	53,764	69.97%
Service and Farm	11,677	15.20%



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Pflugerville, Texas

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	75,475	
Drove Alone	60,745	80.48%
Car Pooled	8,352	11.07%
Public Transportation	372	0.49%
Walked	360	0.48%
Bicycle	171	0.23%
Other Means	1,119	1.48%
Worked at Home	4,355	5.77%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,175	
15 - 29 Minutes	30,306	
30 - 44 Minutes	16,418	
45 - 59 Minutes	6,010	
60 or more Minutes	4,297	
2017 Est. Avg Travel Time to Work in Minutes	29.00	
2017 Est. Occupied Housing Units by Tenure	47,953	
Owner Occupied	35,714	74.48%
Renter Occupied	12,239	25.52%
2017 Owner Occ. HUs: Avg. Length of Residence	9.5	
2017 Renter Occ. HUs: Avg. Length of Residence	5.1	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	35,714	
Value Less than \$20,000	750	2.10%
Value \$20,000 - \$39,999	1,122	3.14%
Value \$40,000 - \$59,999	318	0.89%
Value \$60,000 - \$79,999	267	0.75%
Value \$80,000 - \$99,999	244	0.68%
Value \$100,000 - \$149,999	4,699	13.16%
Value \$150,000 - \$199,999	10,405	29.13%
Value \$200,000 - \$299,999	12,779	35.78%
Value \$300,000 - \$399,999	3,063	8.58%
Value \$400,000 - \$499,999	1,336	3.74%
Value \$500,000 - \$749,999	586	1.64%
Value \$750,000 - \$999,999	94	0.26%
Value \$1,000,000 or more	52	0.15%
2017 Est. Median All Owner-Occupied Housing Value	\$200,410	
2017 Est. Housing Units by Units in Structure	49,937	
1 Unit Attached	1,008	2.02%
1 Unit Detached	38,789	77.68%
2 Units	427	0.86%
3 or 4 Units	919	1.84%
5 to 19 Units	2,880	5.77%
20 to 49 Units	1,751	3.51%
50 or More Units	1,233	2.47%
Mobile Home or Trailer	2,931	5.87%
Boat, RV, Van, etc.	0	0.00%



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Pflugerville, Texas

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	49,937	
Housing Units Built 2010 or later	13,325	26.68%
Housing Units Built 2000 to 2009	21,407	42.87%
Housing Units Built 1990 to 1999	9,591	19.21%
Housing Units Built 1980 to 1989	3,850	7.71%
Housing Units Built 1970 to 1979	960	1.92%
Housing Units Built 1960 to 1969	296	0.59%
Housing Units Built 1950 to 1959	363	0.73%
Housing Units Built 1940 to 1949	37	0.07%
Housing Unit Built 1939 or Earlier	108	0.22%
2017 Est. Median Year Structure Built	2005	





COMMUNITY • DEMOGRAPHIC PROFILE

Pflugerville, Texas

DESCRIPTION	DATA	%
Population		
2022 Projection	67,719	
2017 Estimate	60,493	
2010 Census	46,936	
2000 Census	22,562	
Growth 2017 - 2022		11.95%
Growth 2010 - 2017		28.88%
Growth 2000 - 2010		108.03%
2017 Est. Population by Single-Classification Race	60,493	
White Alone	34,789	57.51%
Black or African American Alone	10,783	17.83%
Amer. Indian and Alaska Native Alone	433	0.72%
Asian Alone	5,827	9.63%
Native Hawaiian and Other Pac. Isl. Alone	106	0.18%
Some Other Race Alone	5,878	9.72%
Two or More Races	2,677	4.43%
2017 Est. Population by Hispanic or Latino Origin	60,493	
Not Hispanic or Latino	42,990	71.07%
Hispanic or Latino	17,503	28.93%
Mexican	14,222	81.25%
Puerto Rican	490	2.80%
Cuban	296	1.69%
All Other Hispanic or Latino	2,495	14.25%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	17,503	
White Alone	10,009	57.18%
Black or African American Alone	342	1.95%
American Indian and Alaska Native Alone	240	1.37%
Asian Alone	88	0.50%
Native Hawaiian and Other Pacific Islander Alone	26	0.15%
Some Other Race Alone	5,790	33.08%
Two or More Races	1,008	5.76%
2017 Est. Pop by Race, Asian Alone, by Category	5,827	
Chinese, except Taiwanese	270	4.63%
Filipino	428	7.35%
Japanese	10	0.17%
Asian Indian	942	16.17%
Korean	401	6.88%
Vietnamese	3,106	53.30%
Cambodian	28	0.48%
Hmong	0	0.00%
Laotian	6	0.10%
Thai	31	0.53%
All Other Asian Races Including 2+ Category	605	10.38%



COMMUNITY • DEMOGRAPHIC PROFILE

Pflugerville, Texas

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	60,493	
Arab	412	0.68%
Czech	338	0.56%
Danish	219	0.36%
Dutch	458	0.76%
English	1,785	2.95%
French (except Basque)	549	0.91%
French Canadian	211	0.35%
German	6,085	10.06%
Greek	89	0.15%
Hungarian	0	0.00%
Irish	2,932	4.85%
Italian	990	1.64%
Lithuanian	11	0.02%
United States or American	1,887	3.12%
Norwegian	162	0.27%
Polish	670	1.11%
Portuguese	160	0.26%
Russian	122	0.20%
Scottish	391	0.65%
Scotch-Irish	534	0.88%
Slovak	0	0.00%
Subsaharan African	1,452	2.40%
Swedish	458	0.76%
Swiss	16	0.03%
Ukrainian	52	0.09%
Welsh	125	0.21%
West Indian (except Hisp. groups)	13	0.02%
Other ancestries	32,261	53.33%
Ancestry Unclassified	8,111	13.41%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	56,083	
Speak Only English at Home	38,861	69.29%
Speak Asian/Pac. Isl. Lang. at Home	3,362	5.99%
Speak IndoEuropean Language at Home	1,608	2.87%
Speak Spanish at Home	11,527	20.55%
Speak Other Language at Home	725	1.29%
2017 Est. Population by Age	60,493	
Age 0 - 4	4,410	7.29%
Age 5 - 9	4,512	7.46%
Age 10 - 14	4,683	7.74%
Age 15 - 17	2,639	4.36%
Age 18 - 20	2,257	3.73%
Age 21 - 24	2,684	4.44%
Age 25 - 34	8,447	13.96%
Age 35 - 44	9,938	16.43%
Age 45 - 54	9,453	15.63%
Age 55 - 64	6,661	11.01%
Age 65 - 74	3,269	5.40%
Age 75 - 84	1,135	1.88%
Age 85 and over	405	0.67%
Age 16 and over	46,022	76.08%
Age 18 and over	44,249	73.15%
Age 21 and over	41,992	69.42%
Age 65 and over	4,809	7.95%
2017 Est. Median Age	35.6	
2017 Est. Average Age	35.2	



COMMUNITY • DEMOGRAPHIC PROFILE

Pflugerville, Texas

DESCRIPTION	DATA	%
2017 Est. Population by Sex	60,493	
Male	29,439	48.67%
Female	31,054	51.33%
2017 Est. Male Population by Age	29,439	
Age 0 - 4	2,256	7.66%
Age 5 - 9	2,350	7.98%
Age 10 - 14	2,383	8.09%
Age 15 - 17	1,337	4.54%
Age 18 - 20	1,164	3.95%
Age 21 - 24	1,392	4.73%
Age 25 - 34	4,013	13.63%
Age 35 - 44	4,825	16.39%
Age 45 - 54	4,530	15.39%
Age 55 - 64	3,167	10.76%
Age 65 - 74	1,470	4.99%
Age 75 - 84	443	1.50%
Age 85 and over	109	0.37%
2017 Est. Median Age, Male	34.6	
2017 Est. Average Age, Male	34.1	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	31,054	
Age 0 - 4	2,154	6.94%
Age 5 - 9	2,162	6.96%
Age 10 - 14	2,300	7.41%
Age 15 - 17	1,302	4.19%
Age 18 - 20	1,093	3.52%
Age 21 - 24	1,292	4.16%
Age 25 - 34	4,434	14.28%
Age 35 - 44	5,113	16.46%
Age 45 - 54	4,923	15.85%
Age 55 - 64	3,494	11.25%
Age 65 - 74	1,799	5.79%
Age 75 - 84	692	2.23%
Age 85 and over	296	0.95%
2017 Est. Median Age, Female	36.5	
2017 Est. Average Age, Female	36.1	
2017 Est. Pop Age 15+ by Marital Status	46,888	
Total, Never Married	13,561	28.92%
Males, Never Married	6,926	14.77%
Females, Never Married	6,635	14.15%
Married, Spouse present	24,356	51.95%
Married, Spouse absent	2,074	4.42%
Widowed	1,291	2.75%
Males Widowed	93	0.20%
Females Widowed	1,198	2.56%
Divorced	5,606	11.96%
Males Divorced	1,722	3.67%
Females Divorced	3,884	8.28%



COMMUNITY • DEMOGRAPHIC PROFILE

Pflugerville, Texas

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	39,308	
Less than 9th grade	1,275	3.24%
Some High School, no diploma	1,466	3.73%
High School Graduate (or GED)	8,176	20.80%
Some College, no degree	9,895	25.17%
Associate Degree	4,130	10.51%
Bachelor's Degree	9,928	25.26%
Master's Degree	3,704	9.42%
Professional School Degree	241	0.61%
Doctorate Degree	493	1.25%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	9,838	
No High School Diploma	1,560	15.86%
High School Graduate	2,846	28.93%
Some College or Associate's Degree	3,142	31.94%
Bachelor's Degree or Higher	2,290	23.28%
Households		
2022 Projection	22,071	
2017 Estimate	19,864	
2010 Census	15,904	
2000 Census	7,222	
Growth 2017 - 2022		11.11%
Growth 2010 - 2017		24.90%
Growth 2000 - 2010		120.22%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	19,864	
Family Households	15,435	77.70%
Nonfamily Households	4,429	22.30%
2017 Est. Group Quarters Population	143	
2017 HHs by Ethnicity, Hispanic/Latino	4,630	
2017 Est. Households by HH Income	19,864	
Income < \$15,000	1,123	5.65%
Income \$15,000 - \$24,999	1,056	5.32%
Income \$25,000 - \$34,999	1,072	5.40%
Income \$35,000 - \$49,999	1,794	9.03%
Income \$50,000 - \$74,999	4,175	21.02%
Income \$75,000 - \$99,999	3,254	16.38%
Income \$100,000 - \$124,999	2,842	14.31%
Income \$125,000 - \$149,999	1,566	7.88%
Income \$150,000 - \$199,999	1,611	8.11%
Income \$200,000 - \$249,999	637	3.21%
Income \$250,000 - \$499,999	588	2.96%
Income \$500,000+	146	0.73%
2017 Est. Average Household Income	\$97,088	
2017 Est. Median Household Income	\$80,470	



COMMUNITY • DEMOGRAPHIC PROFILE

Pflugerville, Texas

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$81,212	
Black or African American Alone	\$70,003	
American Indian and Alaska Native Alone	\$60,714	
Asian Alone	\$100,786	
Native Hawaiian and Other Pacific Islander Alone	\$43,824	
Some Other Race Alone	\$78,712	
Two or More Races	\$97,331	
Hispanic or Latino	\$66,053	
Not Hispanic or Latino	\$86,931	
2017 Est. Family HH Type by Presence of Own Child.	15,435	
Married-Couple Family, own children	6,773	43.88%
Married-Couple Family, no own children	5,103	33.06%
Male Householder, own children	562	3.64%
Male Householder, no own children	393	2.55%
Female Householder, own children	1,682	10.90%
Female Householder, no own children	922	5.97%
2017 Est. Households by Household Size	19,864	
1-person	3,224	16.23%
2-person	5,554	27.96%
3-person	3,995	20.11%
4-person	3,739	18.82%
5-person	2,014	10.14%
6-person	822	4.14%
7-or-more-person	516	2.60%
2017 Est. Average Household Size	3.04	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	19,864	
Households with 1 or More People under Age 18:	9,720	48.93%
Married-Couple Family	7,110	73.15%
Other Family, Male Householder	620	6.38%
Other Family, Female Householder	1,910	19.65%
Nonfamily, Male Householder	62	0.64%
Nonfamily, Female Householder	18	0.19%
Households with No People under Age 18:	10,144	51.07%
Married-Couple Family	4,764	46.96%
Other Family, Male Householder	333	3.28%
Other Family, Female Householder	698	6.88%
Nonfamily, Male Householder	1,905	18.78%
Nonfamily, Female Householder	2,444	24.09%
2017 Est. Households by Number of Vehicles	19,864	
No Vehicles	499	2.51%
1 Vehicle	5,360	26.98%
2 Vehicles	9,714	48.90%
3 Vehicles	3,049	15.35%
4 Vehicles	1,014	5.10%
5 or more Vehicles	228	1.15%
2017 Est. Average Number of Vehicles	2.0	



COMMUNITY • DEMOGRAPHIC PROFILE

Pflugerville, Texas

DESCRIPTION	DATA	%
Family Households		
2022 Projection	17,157	
2017 Estimate	15,435	
2010 Census	12,245	
2000 Census	6,036	
Growth 2017 - 2022		11.16%
Growth 2010 - 2017		26.05%
Growth 2000 - 2010		102.87%
2017 Est. Families by Poverty Status	15,435	
2017 Families at or Above Poverty	14,388	93.22%
2017 Families at or Above Poverty with Children	8,516	55.17%
2017 Families Below Poverty	1,047	6.78%
2017 Families Below Poverty with Children	920	5.96%
2017 Est. Pop Age 16+ by Employment Status	46,022	
In Armed Forces	70	0.15%
Civilian - Employed	32,850	71.38%
Civilian - Unemployed	1,962	4.26%
Not in Labor Force	11,140	24.21%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	32,637	
For-Profit Private Workers	21,497	65.87%
Non-Profit Private Workers	2,372	7.27%
Local Government Workers	2,770	8.49%
State Government Workers	2,822	8.65%
Federal Government Workers	964	2.95%
Self-Employed Workers	2,208	6.77%
Unpaid Family Workers	4	0.01%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	32,637	
Architect/Engineer	1,092	3.35%
Arts/Entertainment/Sports	528	1.62%
Building Grounds Maintenance	1,033	3.17%
Business/Financial Operations	1,851	5.67%
Community/Social Services	688	2.11%
Computer/Mathematical	2,671	8.18%
Construction/Extraction	810	2.48%
Education/Training/Library	2,007	6.15%
Farming/Fishing/Forestry	33	0.10%
Food Prep/Serving	1,311	4.02%
Health Practitioner/Technician	1,538	4.71%
Healthcare Support	656	2.01%
Maintenance Repair	1,010	3.09%
Legal	294	0.90%
Life/Physical/Social Science	209	0.64%
Management	3,515	10.77%
Office/Admin. Support	5,113	15.67%
Production	1,333	4.08%
Protective Services	1,012	3.10%
Sales/Related	3,692	11.31%
Personal Care/Service	1,202	3.68%
Transportation/Moving	1,039	3.18%
2017 Est. Pop 16+ by Occupation Classification	32,637	
Blue Collar	4,192	12.84%
White Collar	23,198	71.08%
Service and Farm	5,247	16.08%



COMMUNITY • DEMOGRAPHIC PROFILE

Pflugerville, Texas

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	31,973	
Drove Alone	25,627	80.15%
Car Pooled	3,680	11.51%
Public Transportation	196	0.61%
Walked	212	0.66%
Bicycle	56	0.18%
Other Means	588	1.84%
Worked at Home	1,614	5.05%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,326	
15 - 29 Minutes	12,502	
30 - 44 Minutes	7,229	
45 - 59 Minutes	2,498	
60 or more Minutes	1,892	
2017 Est. Avg Travel Time to Work in Minutes	29.00	
2017 Est. Occupied Housing Units by Tenure	19,864	
Owner Occupied	15,375	77.40%
Renter Occupied	4,489	22.60%
2017 Owner Occ. HUs: Avg. Length of Residence	10.2	
2017 Renter Occ. HUs: Avg. Length of Residence	5.6	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	15,375	
Value Less than \$20,000	218	1.42%
Value \$20,000 - \$39,999	207	1.35%
Value \$40,000 - \$59,999	65	0.42%
Value \$60,000 - \$79,999	44	0.29%
Value \$80,000 - \$99,999	137	0.89%
Value \$100,000 - \$149,999	2,270	14.76%
Value \$150,000 - \$199,999	5,307	34.52%
Value \$200,000 - \$299,999	5,984	38.92%
Value \$300,000 - \$399,999	872	5.67%
Value \$400,000 - \$499,999	221	1.44%
Value \$500,000 - \$749,999	44	0.29%
Value \$750,000 - \$999,999	5	0.03%
Value \$1,000,000 or more	1	0.01%
2017 Est. Median All Owner-Occupied Housing Value	\$194,719	
2017 Est. Housing Units by Units in Structure	20,550	
1 Unit Attached	435	2.12%
1 Unit Detached	17,353	84.44%
2 Units	40	0.19%
3 or 4 Units	493	2.40%
5 to 19 Units	1,050	5.11%
20 to 49 Units	468	2.28%
50 or More Units	366	1.78%
Mobile Home or Trailer	345	1.68%
Boat, RV, Van, etc.	0	0.00%



COMMUNITY • DEMOGRAPHIC PROFILE

Pflugerville, Texas

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	20,550	
Housing Units Built 2010 or later	4,647	22.61%
Housing Units Built 2000 to 2009	8,302	40.40%
Housing Units Built 1990 to 1999	4,628	22.52%
Housing Units Built 1980 to 1989	2,124	10.34%
Housing Units Built 1970 to 1979	506	2.46%
Housing Units Built 1960 to 1969	162	0.79%
Housing Units Built 1950 to 1959	116	0.56%
Housing Units Built 1940 to 1949	18	0.09%
Housing Unit Built 1939 or Earlier	47	0.23%
2017 Est. Median Year Structure Built	2003	



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 Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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 Retail360® 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.”



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.

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, Nielsen 2016/2017, ESRI 2016, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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