



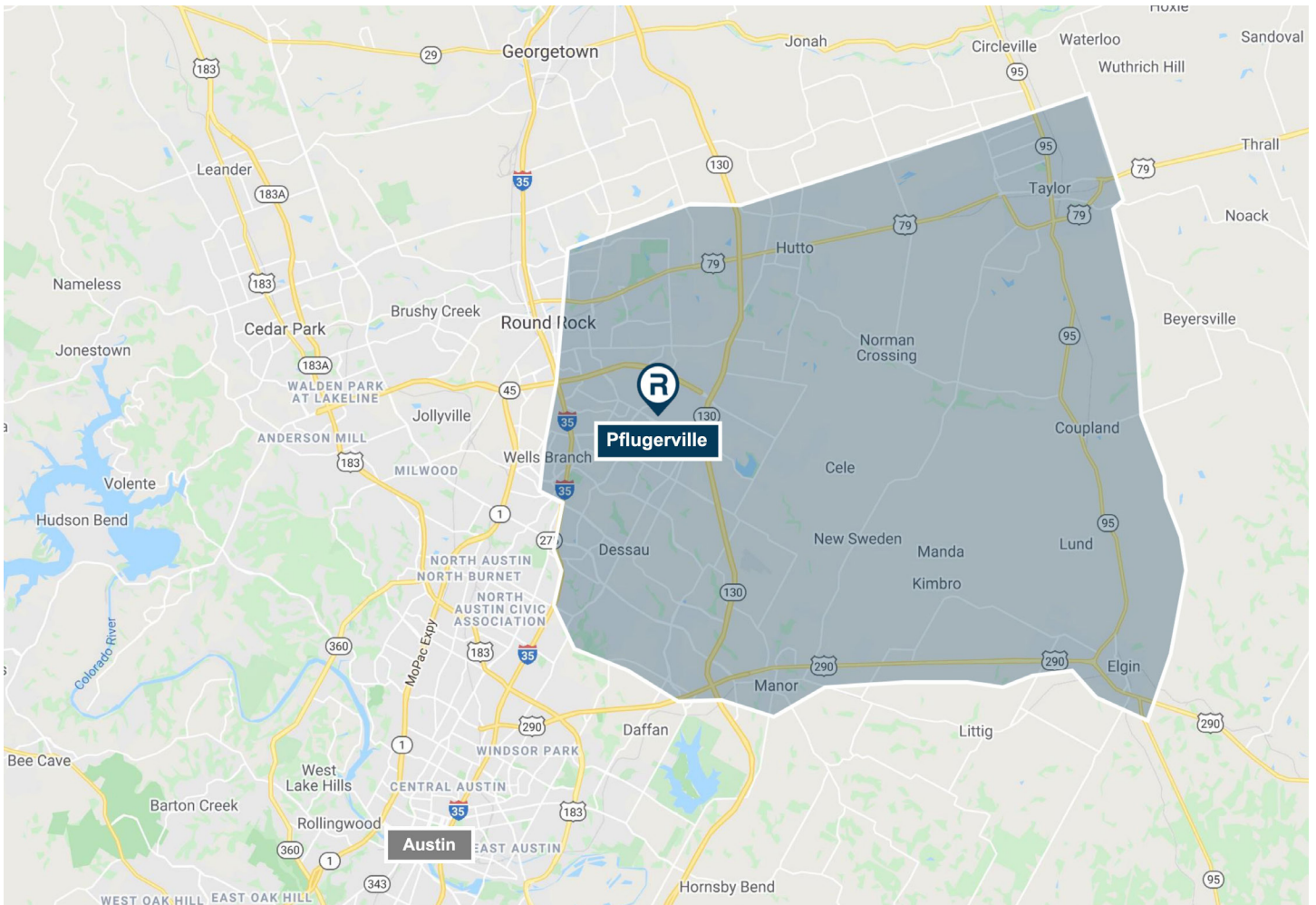
The **Retail** Coach.®

# Retail Trade Area Demographic Profile

PFLUGERVILLE, TEXAS

Prepared for The Pflugerville Community Development Corporation  
June 2021

# Retail Trade Area



Prepared for:



## Pflugerville Community Development Corporation

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# Retail Trade Area • Demographic Profile

Pflugerville, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	363,874	
2021 Estimate	332,745	
2010 Census	230,187	
2000 Census	121,058	
Growth 2021 - 2026		9.36%
Growth 2010 - 2021		44.55%
Growth 2000 - 2010		90.15%
<b>2021 Est. Population by Single-Classification Race</b>	<b>332,745</b>	
White Alone	186,072	55.92%
Black or African American Alone	54,280	16.31%
Amer. Indian and Alaska Native Alone	2,630	0.79%
Asian Alone	29,638	8.91%
Native Hawaiian and Other Pacific Island Alone	463	0.14%
Some Other Race Alone	44,346	13.33%
Two or More Races	15,315	4.60%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>332,745</b>	
Not Hispanic or Latino	213,223	64.08%
Hispanic or Latino	119,522	35.92%
Mexican	98,548	82.45%
Puerto Rican	2,984	2.50%
Cuban	1,451	1.21%
All Other Hispanic or Latino	16,539	13.84%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>119,522</b>	
White Alone	65,190	54.54%
Black or African American Alone	2,095	1.75%
American Indian and Alaska Native Alone	1,791	1.50%
Asian Alone	386	0.32%
Native Hawaiian and Other Pacific Islander Alone	104	0.09%
Some Other Race Alone	43,774	36.62%
Two or More Races	6,181	5.17%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>29,638</b>	
Chinese, except Taiwanese	2,340	7.90%
Filipino	2,370	8.00%
Japanese	408	1.38%
Asian Indian	8,867	29.92%
Korean	691	2.33%
Vietnamese	10,908	36.80%
Cambodian	43	0.15%
Hmong	1	0.00%
Laotian	339	1.14%
Thai	307	1.04%
All Other Asian Races Including 2+ Category	3,363	11.35%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>332,745</b>	
Arab	1,447	0.44%
Czech	3,208	0.96%
Danish	894	0.27%
Dutch	1,725	0.52%
English	15,817	4.75%
French (except Basque)	5,796	1.74%
French Canadian	676	0.20%
German	31,716	9.53%
Greek	512	0.15%
Hungarian	568	0.17%
Irish	17,829	5.36%
Italian	5,850	1.76%
Lithuanian	388	0.12%
United States or American	10,472	3.15%
Norwegian	1,534	0.46%
Polish	3,925	1.18%
Portuguese	402	0.12%
Russian	945	0.28%
Scottish	4,053	1.22%
Scotch-Irish	2,452	0.74%
Slovak	185	0.06%
Subsaharan African	4,642	1.40%
Swedish	2,713	0.82%
Swiss	385	0.12%
Ukrainian	341	0.10%
Welsh	1,166	0.35%
West Indian (except Hisp. groups)	888	0.27%
Other ancestries	161,100	48.42%
Ancestry Unclassified	51,115	15.36%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	206,254	66.99%
Speak Asian/Pacific Island Language at Home	18,164	5.90%
Speak IndoEuropean Language at Home	6,271	2.04%
Speak Spanish at Home	75,318	24.46%
Speak Other Language at Home	1,865	0.61%

# Retail Trade Area • Demographic Profile

Pflugerville, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>332,745</b>	
Age 0 - 4	24,872	7.48%
Age 5 - 9	25,629	7.70%
Age 10 - 14	26,412	7.94%
Age 15 - 17	15,344	4.61%
Age 18 - 20	13,341	4.01%
Age 21 - 24	16,356	4.92%
Age 25 - 34	44,725	13.44%
Age 35 - 44	53,020	15.93%
Age 45 - 54	47,643	14.32%
Age 55 - 64	34,913	10.49%
Age 65 - 74	20,279	6.10%
Age 75 - 84	7,968	2.40%
Age 85 and over	2,244	0.67%
Age 16 and over	250,799	75.37%
Age 18 and over	240,488	72.27%
Age 21 and over	227,147	68.27%
Age 65 and over	30,491	9.16%
2021 Est. Median Age		34.94
2021 Est. Average Age		35.00
<b>2021 Est. Population by Sex</b>	<b>332,745</b>	
Male	163,197	49.05%
Female	169,548	50.95%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>163,197</b>	
Age 0 - 4	12,561	7.70%
Age 5 - 9	13,120	8.04%
Age 10 - 14	13,408	8.22%
Age 15 - 17	7,769	4.76%
Age 18 - 20	6,830	4.19%
Age 21 - 24	8,265	5.06%
Age 25 - 34	21,888	13.41%
Age 35 - 44	25,959	15.91%
Age 45 - 54	23,293	14.27%
Age 55 - 64	16,822	10.31%
Age 65 - 74	9,235	5.66%
Age 75 - 84	3,314	2.03%
Age 85 and over	734	0.45%
2021 Est. Median Age, Male		34.04
2021 Est. Average Age, Male		34.20
<b>2021 Est. Female Population by Age</b>	<b>169,548</b>	
Age 0 - 4	12,311	7.26%
Age 5 - 9	12,509	7.38%
Age 10 - 14	13,004	7.67%
Age 15 - 17	7,575	4.47%
Age 18 - 20	6,511	3.84%
Age 21 - 24	8,091	4.77%
Age 25 - 34	22,837	13.47%
Age 35 - 44	27,062	15.96%
Age 45 - 54	24,350	14.36%
Age 55 - 64	18,090	10.67%
Age 65 - 74	11,044	6.51%
Age 75 - 84	4,654	2.75%
Age 85 and over	1,509	0.89%
2021 Est. Median Age, Female		35.75
2021 Est. Average Age, Female		35.75

# Retail Trade Area • Demographic Profile

Pflugerville, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	84,677	33.10%
Males, Never Married	44,507	17.40%
Females, Never Married	40,170	15.70%
Married, Spouse present	118,396	46.28%
Married, Spouse absent	13,368	5.23%
Widowed	9,235	3.61%
Males Widowed	1,966	0.77%
Females Widowed	7,269	2.84%
Divorced	30,156	11.79%
Males Divorced	11,611	4.54%
Females Divorced	18,544	7.25%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	11,886	5.6%
Some High School, no diploma	11,627	5.5%
High School Graduate (or GED)	47,974	22.8%
Some College, no degree	46,740	22.2%
Associate Degree	18,222	8.6%
Bachelor's Degree	52,445	24.9%
Master's Degree	17,469	8.3%
Professional School Degree	2,321	1.1%
Doctorate Degree	2,107	1.0%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	13,882	21.16%
High School Graduate	19,861	30.28%
Some College or Associate's Degree	17,741	27.05%
Bachelor's Degree or Higher	14,112	21.51%
<b>Households</b>		
2026 Projection	124,875	
2021 Estimate	114,180	
2010 Census	79,563	
2000 Census	42,018	
Growth 2021 - 2026		9.37%
Growth 2010 - 2021		43.51%
Growth 2000 - 2010		89.36%
<b>2021 Est. Households by Household Type</b>		
Family Households	83,854	73.44%
Nonfamily Households	30,325	26.56%
<b>2021 Est. Group Quarters Population</b>		
	1,081	
<b>2021 Households by Ethnicity, Hispanic/Latino</b>		
	33,208	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>		
Income < \$15,000	5,268	4.61%
Income \$15,000 - \$24,999	5,059	4.43%
Income \$25,000 - \$34,999	6,525	5.72%
Income \$35,000 - \$49,999	11,970	10.48%
Income \$50,000 - \$74,999	20,891	18.30%
Income \$75,000 - \$99,999	17,135	15.01%
Income \$100,000 - \$124,999	14,834	12.99%
Income \$125,000 - \$149,999	11,362	9.95%
Income \$150,000 - \$199,999	10,992	9.63%
Income \$200,000 - \$249,999	4,887	4.28%
Income \$250,000 - \$499,999	3,936	3.45%
Income \$500,000+	1,321	1.16%
<b>2021 Est. Average Household Income</b>		
		\$105,133
<b>2021 Est. Median Household Income</b>		
		\$85,215
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$88,383
Black or African American Alone		\$76,249
American Indian and Alaska Native Alone		\$71,604
Asian Alone		\$104,049
Native Hawaiian and Other Pacific Islander Alone		\$85,738
Some Other Race Alone		\$71,024
Two or More Races		\$91,925
Hispanic or Latino		\$74,280
Not Hispanic or Latino		\$90,480
<b>2021 Est. Family HH Type by Presence of Own Child.</b>		
Married-Couple Family, own children	35,442	42.27%
Married-Couple Family, no own children	27,019	32.22%
Male Householder, own children	3,403	4.06%
Male Householder, no own children	2,616	3.12%
Female Householder, own children	10,051	11.99%
Female Householder, no own children	5,322	6.35%
<b>2021 Est. Households by Household Size</b>		
1-person	23,186	20.31%
2-person	32,315	28.30%
3-person	21,682	18.99%
4-person	19,370	16.96%
5-person	10,281	9.00%
6-person	4,393	3.85%
7-or-more-person	2,953	2.59%
<b>2021 Est. Average Household Size</b>		
		2.9

# Retail Trade Area • Demographic Profile

Pflugerville, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>114,180</b>	
Households with 1 or More People under Age 18:	52,914	46.34%
Married-Couple Family	37,169	70.24%
Other Family, Male Householder	3,909	7.39%
Other Family, Female Householder	11,445	21.63%
Nonfamily, Male Householder	295	0.56%
Nonfamily, Female Householder	96	0.18%
<b>Households with No People under Age 18:</b>	<b>61,266</b>	<b>53.66%</b>
Married-Couple Family	25,299	41.29%
Other Family, Male Householder	2,116	3.45%
Other Family, Female Householder	3,930	6.42%
Nonfamily, Male Householder	14,648	23.91%
Nonfamily, Female Householder	15,272	24.93%
<b>2021 Est. Households by Number of Vehicles</b>	<b>114,180</b>	
No Vehicles	2,440	2.14%
1 Vehicle	32,640	28.59%
2 Vehicles	50,624	44.34%
3 Vehicles	20,204	17.70%
4 Vehicles	6,106	5.35%
5 or more Vehicles	2,166	1.90%
2021 Est. Average Number of Vehicles		2.03
<b>Family Households</b>		
2026 Projection	91,731	
2021 Estimate	83,854	
2010 Census	57,907	
2000 Census	31,199	
Growth 2021 - 2026		9.39%
Growth 2010 - 2021		44.81%
Growth 2000 - 2010		85.61%
<b>2021 Est. Families by Poverty Status</b>	<b>83,854</b>	
2021 Families at or Above Poverty	78,561	93.69%
2021 Families at or Above Poverty with Children	44,035	52.51%
2021 Families Below Poverty	5,293	6.31%
2021 Families Below Poverty with Children	4,068	4.85%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>250,799</b>	
Civilian Labor Force, Employed	176,697	70.45%
Civilian Labor Force, Unemployed	9,070	3.62%
Armed Forces	303	0.12%
Not in Labor Force	64,729	25.81%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>175,782</b>	
For-Profit Private Workers	122,110	69.47%
Non-Profit Private Workers	10,680	6.08%
Local Government Workers	3,198	1.82%
State Government Workers	12,079	6.87%
Federal Government Workers	13,670	7.78%
Self-Employed Workers	13,867	7.89%
Unpaid Family Workers	177	0.10%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>175,782</b>	
Architect/Engineer	5,165	2.94%
Arts/Entertainment/Sports	3,624	2.06%
Building Grounds Maintenance	5,624	3.20%
Business/Financial Operations	10,959	6.23%
Community/Social Services	2,404	1.37%
Computer/Mathematical	11,361	6.46%
Construction/Extraction	9,218	5.24%
Education/Training/Library	10,145	5.77%
Farming/Fishing/Forestry	305	0.17%
Food Prep/Serving	8,574	4.88%
Health Practitioner/Technician	8,260	4.70%
Healthcare Support	4,353	2.48%
Maintenance Repair	6,708	3.82%
Legal	1,199	0.68%
Life/Physical/Social Science	875	0.50%
Management	18,530	10.54%
Office/Admin. Support	24,641	14.02%
Production	7,994	4.55%
Protective Services	3,493	1.99%
Sales/Related	16,923	9.63%
Personal Care/Service	4,699	2.67%
Transportation/Moving	10,728	6.10%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>175,782</b>	
White Collar	114,087	64.90%
Blue Collar	34,647	19.71%
Service and Farm	27,048	15.39%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>172,874</b>	
Drove Alone	139,175	80.51%
Car Pooled	18,387	10.64%
Public Transportation	833	0.48%
Walked	885	0.51%
Bicycle	386	0.22%
Other Means	1,429	0.83%
Worked at Home	11,779	6.81%

# Retail Trade Area • Demographic Profile

Pflugerville, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	27,642	
15 - 29 Minutes	64,050	
30 - 44 Minutes	41,333	
45 - 59 Minutes	18,071	
60 or more Minutes	10,964	
2021 Est. Avg Travel Time to Work in Minutes		30
2021 Est. Occupied Housing Units by Tenure	114,180	
Owner Occupied	78,852	69.06%
Renter Occupied	35,327	30.94%
2021 Owner Occ. HUs: Avg. Length of Residence		10.88
2021 Renter Occ. HUs: Avg. Length of Residence		5.15
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>114,180</b>	
Value Less than \$20,000	1,272	1.61%
Value \$20,000 - \$39,999	1,575	2.00%
Value \$40,000 - \$59,999	832	1.06%
Value \$60,000 - \$79,999	739	0.94%
Value \$80,000 - \$99,999	752	0.95%
Value \$100,000 - \$149,999	4,503	5.71%
Value \$150,000 - \$199,999	10,527	13.35%
Value \$200,000 - \$299,999	30,119	38.20%
Value \$300,000 - \$399,999	16,319	20.70%
Value \$400,000 - \$499,999	7,102	9.01%
Value \$500,000 - \$749,999	3,158	4.01%
Value \$750,000 - \$999,999	850	1.08%
Value \$1,000,000 or \$1,499,999	358	0.45%
Value \$1,500,000 or \$1,999,999	133	0.17%
Value \$2,000,000+	613	0.78%
2021 Est. Median All Owner-Occupied Housing Value		\$262,341
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	86,992	72.47%
1 Unit Attached	2,568	2.14%
2 Units	1,860	1.55%
3 or 4 Units	2,822	2.35%
5 to 19 Units	11,009	9.17%
20 to 49 Units	5,456	4.55%
50 or More Units	3,598	3.00%
Mobile Home or Trailer	5,669	4.72%
Boat, RV, Van, etc.	60	0.05%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	27,981	23.31%
Housing Units Built 2010 to 2014	9,034	7.53%
Housing Units Built 2000 to 2009	39,105	32.58%
Housing Units Built 1990 to 1999	20,278	16.89%
Housing Units Built 1980 to 1989	13,173	10.97%
Housing Units Built 1970 to 1979	5,256	4.38%
Housing Units Built 1960 to 1969	1,703	1.42%
Housing Units Built 1950 to 1959	1,127	0.94%
Housing Units Built 1940 to 1949	704	0.59%
Housing Unit Built 1939 or Earlier	1,674	1.40%
2021 Est. Median Year Structure Built		2004

# 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.

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