



TheRetailCoach®

# RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Pflugerville, Texas

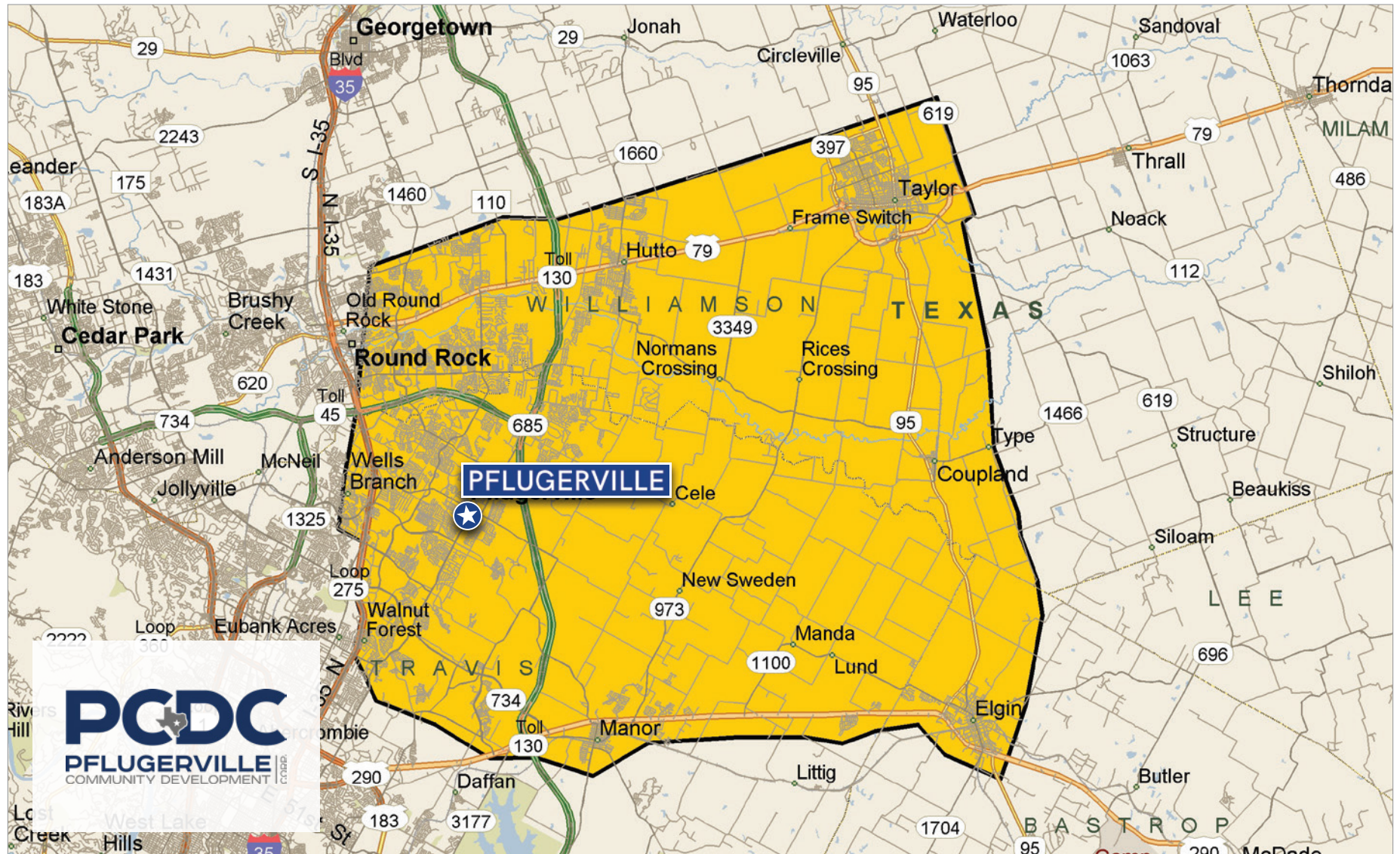
Prepared for  
Pflugerville Community Development Corporation  
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# RETAIL TRADE AREA

Pflugerville, Texas



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# RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

## Pflugerville, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>\$5,390,052,323</b>	<b>\$630,578,131</b>	<b>\$4,759,474,192</b>	<b>0.117</b>
441	Motor Vehicle and Parts Dealers	\$1,201,801,836.57	\$22,247,132.00	\$1,179,554,704.57	0.019
4411	Automotive Dealers	\$1,034,385,278.86	\$6,898,741.00	\$1,027,486,537.86	0.007
4412	Other Motor Vehicle Dealers	\$67,208,898.31	\$3,449,411.00	\$63,759,487.31	0.051
4413	Automotive Parts/Accsrs, Tire Stores	\$100,207,659.39	\$11,898,980.00	\$88,308,679.39	0.119
442	Furniture and Home Furnishings Stores	\$122,620,117.80	\$21,581,240.00	\$101,038,877.80	0.176
4421	Furniture Stores	\$70,476,593.63	\$16,174,936.00	\$54,301,657.63	0.230
4422	Home Furnishing Stores	\$52,143,524.18	\$5,406,304.00	\$46,737,220.18	0.104
443	Electronics and Appliance Stores	\$194,296,578.74	\$32,842,498.00	\$161,454,080.74	0.169
44311	Appliances, TVs, Electronics Stores	\$97,148,289.37	\$21,421,249.00	\$75,727,040.37	0.221
443111	Household Appliances Stores	\$12,517,388.29	\$461,979.00	\$12,055,409.29	0.037
443112	Electronics Stores	\$84,630,901.08	\$10,959,270.00	\$73,671,631.08	0.129
444	Building Material, Garden Equip Stores	\$532,358,231.18	\$48,264,554.00	\$484,093,677.18	0.091
4441	Building Material and Supply Dealers	\$488,692,478.95	\$42,860,660.00	\$445,831,818.95	0.088
44411	Home Centers	\$189,539,700.88	\$36,918,075.00	\$152,621,625.88	0.195
44412	Paint and Wallpaper Stores	\$13,585,141.05	\$0.00	\$13,585,141.05	0.000
44413	Hardware Stores	\$44,950,589.87	\$2,032,091.00	\$42,918,498.87	0.045
44419	Other Building Materials Dealers	\$240,617,047.15	\$3,910,494.00	\$236,706,553.15	0.016
444191	Building Materials, Lumberyards	\$89,774,757.13	\$1,890,692.00	\$87,884,065.13	0.021
4442	Lawn, Garden Equipment, Supplies Stores	\$43,665,752.23	\$5,403,894.00	\$38,261,858.23	0.124
44421	Outdoor Power Equipment Stores	\$6,452,990.80	\$292.00	\$6,452,698.80	0.000
44422	Nursery and Garden Centers	\$37,212,761.42	\$5,403,602.00	\$31,809,159.42	0.145



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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	\$680,585,517.96	\$117,596,825.00	\$562,988,692.96	0.173
4451	Grocery Stores	\$619,174,229.30	\$88,810,042.00	\$530,364,187.30	0.143
44511	Supermarkets, Grocery (Ex Conv) Stores	\$568,800,537.04	\$83,291,181.00	\$485,509,356.04	0.146
44512	Convenience Stores	\$50,373,692.26	\$5,518,861.00	\$44,854,831.26	0.110
4452	Specialty Food Stores	\$26,673,498.28	\$1,088,020.00	\$25,585,478.28	0.041
4453	Beer, Wine and Liquor Stores	\$34,737,790.38	\$27,698,763.00	\$7,039,027.38	0.797
446	Health and Personal Care Stores	\$332,388,813.60	\$61,525,084.00	\$270,863,729.60	0.185
44611	Pharmacies and Drug Stores	\$265,097,959.70	\$45,365,220.00	\$219,732,739.70	0.171
44612	Cosmetics, Beauty Supplies, Perfume Stores	\$32,824,841.89	\$10,278,758.00	\$22,546,083.89	0.313
44613	Optical Goods Stores	\$10,714,851.44	\$3,971,133.00	\$6,743,718.44	0.371
44619	Other Health and Personal Care Stores	\$23,751,160.57	\$1,909,973.00	\$21,841,187.57	0.080
447	Gasoline Stations	\$415,028,869.63	\$31,711,390.00	\$383,317,479.63	0.076
44711	Gasoline Stations With Conv Stores	\$226,083,674.06	\$30,274,416.00	\$195,809,258.06	0.134
44719	Other Gasoline Stations	\$188,945,195.56	\$1,436,974.00	\$187,508,221.56	0.008
448	Clothing and Clothing Accessories Stores	\$233,404,405.48	\$20,802,295.00	\$212,602,110.48	0.089
4481	Clothing Stores	\$171,152,891.72	\$13,588,162.00	\$157,564,729.72	0.079
44811	Men's Clothing Stores	\$6,692,679.47	\$1,063,850.00	\$5,628,829.47	0.159
44812	Women's Clothing Stores	\$36,885,565.81	\$4,308,654.00	\$32,576,911.81	0.117
44813	Childrens, Infants Clothing Stores	\$8,098,999.90	\$2,085,860.00	\$6,013,139.90	0.258
44814	Family Clothing Stores	\$96,747,084.55	\$4,489,683.00	\$92,257,401.55	0.046
44815	Clothing Accessories Stores	\$8,810,216.59	\$783,794.00	\$8,026,422.59	0.089
44819	Other Clothing Stores	\$13,918,345.41	\$856,321.00	\$13,062,024.41	0.062
4482	Shoe Stores	\$34,666,631.82	\$1,845,960.00	\$32,820,671.82	0.053
4483	Jewelry, Luggage, Leather Goods Stores	\$27,584,881.93	\$5,368,173.00	\$22,216,708.93	0.195
44831	Jewelry Stores	\$25,019,256.16	\$5,368,173.00	\$19,651,083.16	0.215
44832	Luggage and Leather Goods Stores	\$2,565,625.78	\$0.00	\$2,565,625.78	0.000



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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	\$107,136,446.63	\$15,246,253.00	\$91,890,193.63	0.142
4511	Sportng Goods, Hobby, Musical Inst Stores	\$90,899,574.78	\$15,055,332.00	\$75,844,242.78	0.166
45111	Sporting Goods Stores	\$64,971,683.43	\$12,421,287.00	\$52,550,396.43	0.191
45112	Hobby, Toys and Games Stores	\$17,766,489.21	\$2,337,081.00	\$15,429,408.21	0.132
45113	Sew/Needlework/Piece Goods Stores	\$3,303,893.40	\$0.00	\$3,303,893.40	0.000
45114	Musical Instrument and Supplies Stores	\$4,857,508.75	\$296,964.00	\$4,560,544.75	0.061
4512	Book, Periodical and Music Stores	\$16,236,871.85	\$190,921.00	\$16,045,950.85	0.012
45121	Book Stores and News Dealers	\$16,236,871.85	\$190,921.00	\$16,045,950.85	0.012
451211	Book Stores	\$14,495,040.35	\$190,921.00	\$14,304,119.35	0.013
451212	News Dealers and Newsstands	\$1,741,831.49	\$0.00	\$1,741,831.49	0.000
452	General Merchandise Stores	\$611,481,545.71	\$180,497,025.00	\$430,984,520.71	0.295
4521	Department Stores Excl Leased Depts	\$401,000,941.33	\$0.00	\$401,000,941.33	0.000
4529	Other General Merchandise Stores	\$210,480,604.38	\$180,497,025.00	\$29,983,579.38	0.858
453	Miscellaneous Store Retailers	\$136,369,387.12	\$15,289,776.00	\$121,079,611.12	0.112
4531	Florists	\$6,382,759.49	\$253,978.00	\$6,128,781.49	0.040
4532	Office Supplies, Stationery, Gift Stores	\$47,050,245.58	\$7,349,786.00	\$39,700,459.58	0.156
45321	Office Supplies and Stationery Stores	\$26,695,280.21	\$6,891,372.00	\$19,803,908.21	0.258
45322	Gift, Novelty and Souvenir Stores	\$20,354,965.38	\$458,414.00	\$19,896,551.38	0.023
4533	Used Merchandise Stores	\$21,072,735.54	\$2,155,230.00	\$18,917,505.54	0.102
4539	Other Miscellaneous Store Retailers	\$61,863,646.51	\$5,530,782.00	\$56,332,864.51	0.089
454	Non-Store Retailers	\$240,273,799.63	\$9,480,519.00	\$230,793,280.63	0.039



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722	Foodservice and Drinking Places	\$582,306,772.55	\$53,493,540.00	\$528,813,232.55	0.092
7223	Special Foodservices	\$35,034,171.76	\$1,026,824.00	\$34,007,347.76	0.029
7224	Drinking Places -Alcoholic Beverages	\$19,335,678.05	\$0.00	\$19,335,678.05	0.000
722511	Full Service Restaurants	\$258,770,534.85	\$15,195,725.00	\$243,574,809.85	0.059
722513	Limited Service Eating Places	\$239,254,715.73	\$35,270,009.00	\$203,984,706.73	0.147
722514	Cafeterias, Grill Buffets, and Buffets	\$9,809,925.09	\$0.00	\$9,809,925.09	0.000
722515	Snack and Non-alcoholic Beverage Bars	\$20,101,747.07	\$2,000,982.00	\$18,100,765.07	0.100



# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Pflugerville, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	331,314	
2017 Estimate	297,107	
2010 Census	231,232	
2000 Census	121,407	
Growth 2017 - 2022		11.51%
Growth 2010 - 2017		28.49%
Growth 2000 - 2010		90.46%
<b>2017 Est. Population by Single-Classification Race</b>	297,107	
White Alone	173,108	58.26%
Black or African American Alone	47,949	16.14%
Amer. Indian and Alaska Native Alone	2,352	0.79%
Asian Alone	22,656	7.63%
Native Hawaiian and Other Pac. Isl. Alone	423	0.14%
Some Other Race Alone	37,635	12.67%
Two or More Races	12,986	4.37%
<b>2017 Est. Population by Hispanic or Latino Origin</b>	297,107	
Not Hispanic or Latino	193,936	65.27%
Hispanic or Latino	103,172	34.73%
Mexican	85,127	82.51%
Puerto Rican	2,552	2.47%
Cuban	1,252	1.21%
All Other Hispanic or Latino	14,241	13.80%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>	103,172	
White Alone	56,822	55.08%
Black or African American Alone	1,803	1.75%
American Indian and Alaska Native Alone	1,566	1.52%
Asian Alone	355	0.34%
Native Hawaiian and Other Pacific Islander Alone	93	0.09%
Some Other Race Alone	37,107	35.97%
Two or More Races	5,425	5.26%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>	22,656	
Chinese, except Taiwanese	1,747	7.71%
Filipino	2,208	9.75%
Japanese	254	1.12%
Asian Indian	3,987	17.60%
Korean	1,035	4.57%
Vietnamese	10,303	45.47%
Cambodian	72	0.32%
Hmong	13	0.06%
Laotian	69	0.30%
Thai	421	1.86%
All Other Asian Races Including 2+ Category	2,547	11.24%



# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Pflugerville, Texas

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	297,107	
Arab	1,221	0.41%
Czech	2,423	0.82%
Danish	587	0.20%
Dutch	1,663	0.56%
English	10,771	3.63%
French (except Basque)	3,206	1.08%
French Canadian	700	0.24%
German	25,159	8.47%
Greek	261	0.09%
Hungarian	143	0.05%
Irish	12,026	4.05%
Italian	5,089	1.71%
Lithuanian	191	0.06%
United States or American	10,788	3.63%
Norwegian	880	0.30%
Polish	2,587	0.87%
Portuguese	363	0.12%
Russian	632	0.21%
Scottish	3,091	1.04%
Scotch-Irish	2,542	0.86%
Slovak	36	0.01%
Subsaharan African	5,180	1.74%
Swedish	2,139	0.72%
Swiss	64	0.02%
Ukrainian	269	0.09%
Welsh	405	0.14%
West Indian (except Hisp. groups)	616	0.21%
Other ancestries	160,021	53.86%
Ancestry Unclassified	44,054	14.83%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	274,203	
Speak Only English at Home	190,274	69.39%
Speak Asian/Pac. Isl. Lang. at Home	11,535	4.21%
Speak IndoEuropean Language at Home	6,582	2.40%
Speak Spanish at Home	62,620	22.84%
Speak Other Language at Home	3,193	1.16%
<b>2017 Est. Population by Age</b>	297,107	
Age 0 - 4	22,904	7.71%
Age 5 - 9	23,474	7.90%
Age 10 - 14	23,867	8.03%
Age 15 - 17	13,089	4.41%
Age 18 - 20	11,184	3.76%
Age 21 - 24	13,231	4.45%
Age 25 - 34	45,551	15.33%
Age 35 - 44	49,879	16.79%
Age 45 - 54	41,611	14.01%
Age 55 - 64	29,131	9.80%
Age 65 - 74	15,198	5.12%
Age 75 - 84	5,896	1.98%
Age 85 and over	2,094	0.70%
Age 16 and over	222,573	74.91%
Age 18 and over	213,774	71.95%
Age 21 and over	202,590	68.19%
Age 65 and over	23,187	7.80%
<b>2017 Est. Median Age</b>	34.0	
<b>2017 Est. Average Age</b>	34.2	



# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Pflugerville, Texas

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	297,107	
Male	145,249	48.89%
Female	151,858	51.11%
<b>2017 Est. Male Population by Age</b>	145,249	
Age 0 - 4	11,599	7.99%
Age 5 - 9	11,999	8.26%
Age 10 - 14	12,041	8.29%
Age 15 - 17	6,617	4.56%
Age 18 - 20	5,696	3.92%
Age 21 - 24	6,647	4.58%
Age 25 - 34	21,703	14.94%
Age 35 - 44	24,601	16.94%
Age 45 - 54	20,468	14.09%
Age 55 - 64	13,979	9.62%
Age 65 - 74	6,818	4.69%
Age 75 - 84	2,452	1.69%
Age 85 and over	629	0.43%
<b>2017 Est. Median Age, Male</b>	33.3	
<b>2017 Est. Average Age, Male</b>	33.4	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	151,858	
Age 0 - 4	11,305	7.44%
Age 5 - 9	11,475	7.56%
Age 10 - 14	11,826	7.79%
Age 15 - 17	6,472	4.26%
Age 18 - 20	5,488	3.61%
Age 21 - 24	6,584	4.34%
Age 25 - 34	23,847	15.70%
Age 35 - 44	25,278	16.65%
Age 45 - 54	21,144	13.92%
Age 55 - 64	15,152	9.98%
Age 65 - 74	8,380	5.52%
Age 75 - 84	3,444	2.27%
Age 85 and over	1,465	0.96%
<b>2017 Est. Median Age, Female</b>	34.6	
<b>2017 Est. Average Age, Female</b>	34.9	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	226,863	
Total, Never Married	71,018	31.30%
Males, Never Married	36,829	16.23%
Females, Never Married	34,189	15.07%
Married, Spouse present	110,889	48.88%
Married, Spouse absent	11,736	5.17%
Widowed	6,986	3.08%
Males Widowed	1,082	0.48%
Females Widowed	5,904	2.60%
Divorced	26,234	11.56%
Males Divorced	9,771	4.31%
Females Divorced	16,463	7.26%



# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	189,359	
Less than 9th grade	9,782	5.17%
Some High School, no diploma	10,269	5.42%
High School Graduate (or GED)	43,834	23.15%
Some College, no degree	48,695	25.72%
Associate Degree	16,366	8.64%
Bachelor's Degree	43,006	22.71%
Master's Degree	14,023	7.41%
Professional School Degree	1,697	0.90%
Doctorate Degree	1,687	0.89%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	57,085	
No High School Diploma	14,455	25.32%
High School Graduate	15,232	26.68%
Some College or Associate's Degree	16,719	29.29%
Bachelor's Degree or Higher	10,679	18.71%
<b>Households</b>		
2022 Projection	113,428	
2017 Estimate	101,884	
2010 Census	79,960	
2000 Census	42,176	
Growth 2017 - 2022		11.33%
Growth 2010 - 2017		27.42%
Growth 2000 - 2010		89.59%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	101,884	
Family Households	74,576	73.20%
Nonfamily Households	27,308	26.80%
2017 Est. Group Quarters Population	1,306	
2017 HHs by Ethnicity, Hispanic/Latino	28,311	
<b>2017 Est. Households by HH Income</b>	101,884	
Income < \$15,000	6,172	6.06%
Income \$15,000 - \$24,999	6,558	6.44%
Income \$25,000 - \$34,999	7,759	7.62%
Income \$35,000 - \$49,999	12,613	12.38%
Income \$50,000 - \$74,999	20,966	20.58%
Income \$75,000 - \$99,999	16,396	16.09%
Income \$100,000 - \$124,999	12,482	12.25%
Income \$125,000 - \$149,999	7,172	7.04%
Income \$150,000 - \$199,999	6,437	6.32%
Income \$200,000 - \$249,999	2,381	2.34%
Income \$250,000 - \$499,999	2,215	2.17%
Income \$500,000+	732	0.72%
<b>2017 Est. Average Household Income</b>	\$87,518	
<b>2017 Est. Median Household Income</b>	\$71,273	



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DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$74,372	
Black or African American Alone	\$62,645	
American Indian and Alaska Native Alone	\$64,001	
Asian Alone	\$89,295	
Native Hawaiian and Other Pacific Islander Alone	\$36,913	
Some Other Race Alone	\$57,283	
Two or More Races	\$78,182	
Hispanic or Latino	\$60,621	
Not Hispanic or Latino	\$76,518	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	74,576	
Married-Couple Family, own children	31,279	41.94%
Married-Couple Family, no own children	24,104	32.32%
Male Householder, own children	3,054	4.10%
Male Householder, no own children	2,351	3.15%
Female Householder, own children	8,985	12.05%
Female Householder, no own children	4,802	6.44%
<b>2017 Est. Households by Household Size</b>	101,884	
1-person	20,859	20.47%
2-person	28,731	28.20%
3-person	19,253	18.90%
4-person	17,189	16.87%
5-person	9,205	9.03%
6-person	3,964	3.89%
7-or-more-person	2,682	2.63%
<b>2017 Est. Average Household Size</b>	2.90	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	101,884	
Households with 1 or More People under Age 18:	46,938	46.07%
Married-Couple Family	32,839	69.96%
Other Family, Male Householder	3,499	7.45%
Other Family, Female Householder	10,234	21.80%
Nonfamily, Male Householder	269	0.57%
Nonfamily, Female Householder	97	0.21%
<b>Households with No People under Age 18:</b>	54,946	53.93%
Married-Couple Family	22,554	41.05%
Other Family, Male Householder	1,899	3.46%
Other Family, Female Householder	3,557	6.47%
Nonfamily, Male Householder	13,163	23.96%
Nonfamily, Female Householder	13,773	25.07%
<b>2017 Est. Households by Number of Vehicles</b>	101,884	
No Vehicles	2,642	2.59%
1 Vehicle	31,005	30.43%
2 Vehicles	48,161	47.27%
3 Vehicles	14,884	14.61%
4 Vehicles	4,256	4.18%
5 or more Vehicles	936	0.92%
<b>2017 Est. Average Number of Vehicles</b>	1.9	



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DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	83,103	
2017 Estimate	74,576	
2010 Census	58,211	
2000 Census	31,317	
Growth 2017 - 2022		11.43%
Growth 2010 - 2017		28.11%
Growth 2000 - 2010		85.88%
<b>2017 Est. Families by Poverty Status</b>	74,576	
2017 Families at or Above Poverty	68,774	92.22%
2017 Families at or Above Poverty with Children	39,203	52.57%
2017 Families Below Poverty	5,802	7.78%
2017 Families Below Poverty with Children	4,833	6.48%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	222,573	
In Armed Forces	363	0.16%
Civilian - Employed	153,629	69.02%
Civilian - Unemployed	9,723	4.37%
Not in Labor Force	58,858	26.44%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	153,411	
For-Profit Private Workers	105,011	68.45%
Non-Profit Private Workers	10,139	6.61%
Local Government Workers	11,713	7.64%
State Government Workers	11,297	7.36%
Federal Government Workers	3,527	2.30%
Self-Employed Workers	11,602	7.56%
Unpaid Family Workers	123	0.08%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	153,411	
Architect/Engineer	4,202	2.74%
Arts/Entertainment/Sports	2,305	1.50%
Building Grounds Maintenance	4,848	3.16%
Business/Financial Operations	8,592	5.60%
Community/Social Services	2,394	1.56%
Computer/Mathematical	9,434	6.15%
Construction/Extraction	7,091	4.62%
Education/Training/Library	8,831	5.76%
Farming/Fishing/Forestry	252	0.16%
Food Prep/Serving	6,843	4.46%
Health Practitioner/Technician	7,191	4.69%
Healthcare Support	3,521	2.30%
Maintenance Repair	5,859	3.82%
Legal	1,106	0.72%
Life/Physical/Social Science	835	0.54%
Management	16,099	10.49%
Office/Admin. Support	23,920	15.59%
Production	7,865	5.13%
Protective Services	4,093	2.67%
Sales/Related	16,351	10.66%
Personal Care/Service	4,812	3.14%
Transportation/Moving	6,967	4.54%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	153,411	
Blue Collar	27,782	18.11%
White Collar	101,260	66.01%
Service and Farm	24,369	15.88%



# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Pflugerville, Texas

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	150,850	
Drove Alone	120,972	80.19%
Car Pooled	17,681	11.72%
Public Transportation	775	0.51%
Walked	796	0.53%
Bicycle	366	0.24%
Other Means	2,050	1.36%
Worked at Home	8,211	5.44%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	30,382	
15 - 29 Minutes	56,222	
30 - 44 Minutes	32,927	
45 - 59 Minutes	13,384	
60 or more Minutes	9,524	
2017 Est. Avg Travel Time to Work in Minutes	29.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	101,884	
Owner Occupied	69,938	68.64%
Renter Occupied	31,946	31.36%
2017 Owner Occ. HUs: Avg. Length of Residence	10.5	
2017 Renter Occ. HUs: Avg. Length of Residence	5.3	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	69,938	
Value Less than \$20,000	1,533	2.19%
Value \$20,000 - \$39,999	1,619	2.31%
Value \$40,000 - \$59,999	896	1.28%
Value \$60,000 - \$79,999	1,232	1.76%
Value \$80,000 - \$99,999	1,518	2.17%
Value \$100,000 - \$149,999	13,305	19.02%
Value \$150,000 - \$199,999	20,870	29.84%
Value \$200,000 - \$299,999	20,029	28.64%
Value \$300,000 - \$399,999	4,931	7.05%
Value \$400,000 - \$499,999	2,196	3.14%
Value \$500,000 - \$749,999	1,021	1.46%
Value \$750,000 - \$999,999	467	0.67%
Value \$1,000,000 or more	321	0.46%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$185,617	
<b>2017 Est. Housing Units by Units in Structure</b>	107,646	
1 Unit Attached	2,397	2.23%
1 Unit Detached	79,390	73.75%
2 Units	1,709	1.59%
3 or 4 Units	2,386	2.22%
5 to 19 Units	9,151	8.50%
20 to 49 Units	5,486	5.10%
50 or More Units	2,715	2.52%
Mobile Home or Trailer	4,350	4.04%
Boat, RV, Van, etc.	63	0.06%



# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

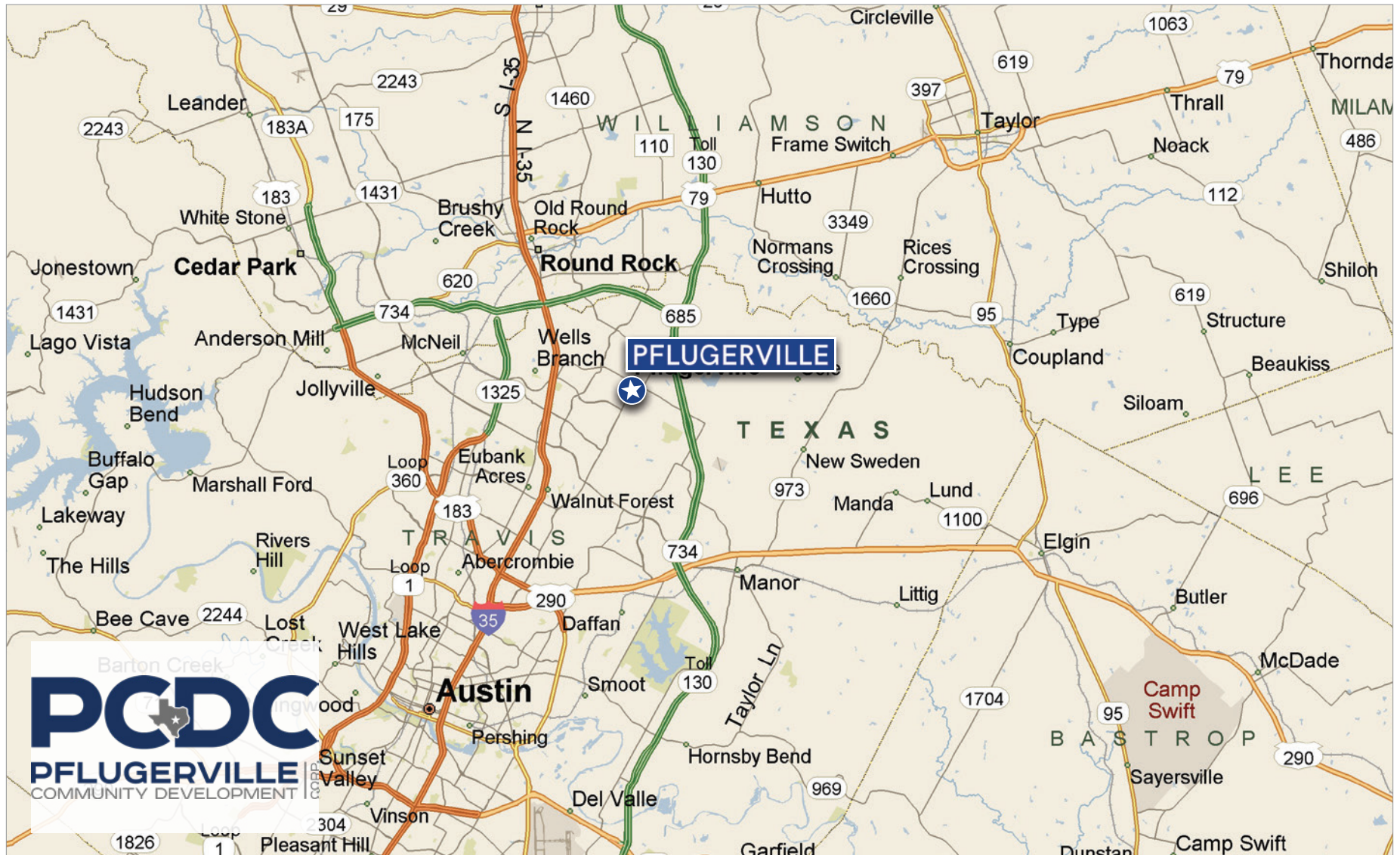
## Pflugerville, Texas

DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	107,646	
Housing Units Built 2010 or later	25,174	23.39%
Housing Units Built 2000 to 2009	40,282	37.42%
Housing Units Built 1990 to 1999	18,130	16.84%
Housing Units Built 1980 to 1989	13,035	12.11%
Housing Units Built 1970 to 1979	5,251	4.88%
Housing Units Built 1960 to 1969	1,621	1.51%
Housing Units Built 1950 to 1959	1,709	1.59%
Housing Units Built 1940 to 1949	785	0.73%
Housing Unit Built 1939 or Earlier	1,658	1.54%
<b>2017 Est. Median Year Structure Built</b>	2003	



## LOCATION

Pflugerville, Texas



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amym@pfdevelopment.com | www.pfdevelopment.com



# COMMUNITY • DEMOGRAPHIC PROFILE

## Pflugerville, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
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%
<b>2017 Est. Population by Single-Classification Race</b>	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%
<b>2017 Est. Population by Hispanic or Latino Origin</b>	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	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>	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%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>	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	%
<b>2017 Est. Population by Ancestry</b>	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	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	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%
<b>2017 Est. Population by Age</b>	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%
<b>2017 Est. Median Age</b>	35.6	
<b>2017 Est. Average Age</b>	35.2	



# COMMUNITY • DEMOGRAPHIC PROFILE

## Pflugerville, Texas

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	60,493	
Male	29,439	48.67%
Female	31,054	51.33%
<b>2017 Est. Male Population by Age</b>	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%
<b>2017 Est. Median Age, Male</b>	34.6	
<b>2017 Est. Average Age, Male</b>	34.1	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	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%
<b>2017 Est. Median Age, Female</b>	36.5	
<b>2017 Est. Average Age, Female</b>	36.1	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	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	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	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%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	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%
<b>Households</b>		
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	%
<b>2017 Est. Households by Household Type</b>	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	
<b>2017 Est. Households by HH Income</b>	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%
<b>2017 Est. Average Household Income</b>	\$97,088	
<b>2017 Est. Median Household Income</b>	\$80,470	



# COMMUNITY • DEMOGRAPHIC PROFILE

## Pflugerville, Texas

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
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	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	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%
<b>2017 Est. Households by Household Size</b>	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%
<b>2017 Est. Average Household Size</b>	3.04	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	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%
<b>Households with No People under Age 18:</b>	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%
<b>2017 Est. Households by Number of Vehicles</b>	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%
<b>2017 Est. Average Number of Vehicles</b>	2.0	



# COMMUNITY • DEMOGRAPHIC PROFILE

## Pflugerville, Texas

DESCRIPTION	DATA	%
<b>Family Households</b>		
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%
<b>2017 Est. Families by Poverty Status</b>	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%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	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%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	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	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	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%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	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	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	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%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
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	
<b>2017 Est. Occupied Housing Units by Tenure</b>	19,864	
Owner Occupied	15,375	77.40%
Renter Occupied	4,489	22.60%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	10.2	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	5.6	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	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%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$194,719	
<b>2017 Est. Housing Units by Units in Structure</b>	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

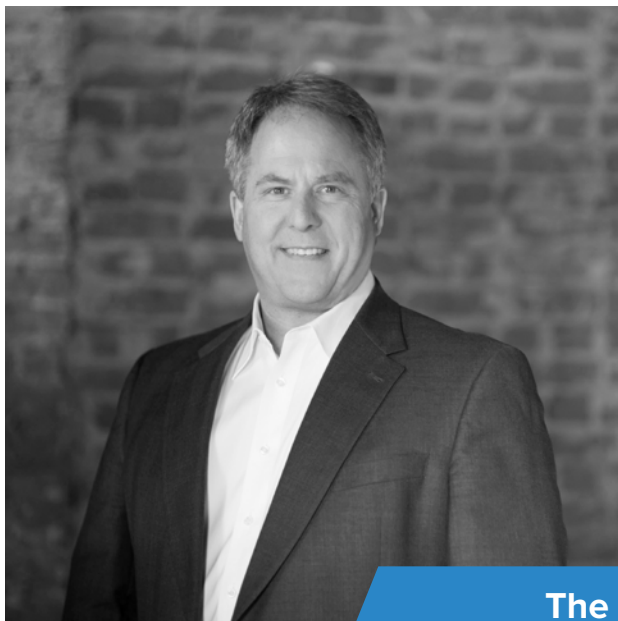
DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	20,550	
Housing Units Built 2010 or later	4,647	22.61%
Housing Units Built 2000 to 2009	8,302	40.40%
Housing Units Built 1990 to 1999	4,628	22.52%
Housing Units Built 1980 to 1989	2,124	10.34%
Housing Units Built 1970 to 1979	506	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%
<b>2017 Est. Median Year Structure Built</b>	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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