



Market Profile

2415 Pecan St, Pflugerville, TX 78660
2415 W Pecan St Pflugerville TX 78660
Drive Time: 10 drive time minute radius

Latitude: 30.4466
Longitude: -97.6534

10 drive time minute

Population Summary	
2010 Total Population	131,732
2020 Total Population	162,400
2020 Group Quarters	719
2022 Total Population	170,992
2022 Group Quarters	719
2027 Total Population	178,748
2022-2027 Annual Rate	0.89%
2022 Total Daytime Population	183,843
Workers	110,544
Residents	73,299
Household Summary	
2010 Households	50,490
2010 Average Household Size	2.60
2020 Total Households	65,063
2020 Average Household Size	2.48
2022 Households	68,820
2022 Average Household Size	2.47
2027 Households	72,383
2027 Average Household Size	2.46
2022-2027 Annual Rate	1.01%
2010 Families	31,883
2010 Average Family Size	3.26
2022 Families	41,434
2022 Average Family Size	3.19
2027 Families	43,633
2027 Average Family Size	3.15
2022-2027 Annual Rate	1.04%
Housing Unit Summary	
2000 Housing Units	34,475
Owner Occupied Housing Units	60.1%
Renter Occupied Housing Units	36.4%
Vacant Housing Units	3.6%
2010 Housing Units	53,784
Owner Occupied Housing Units	49.0%
Renter Occupied Housing Units	44.8%
Vacant Housing Units	6.1%
2020 Housing Units	69,221
Vacant Housing Units	6.0%
2022 Housing Units	73,356
Owner Occupied Housing Units	45.3%
Renter Occupied Housing Units	48.5%
Vacant Housing Units	6.2%
2027 Housing Units	78,861
Owner Occupied Housing Units	44.4%
Renter Occupied Housing Units	47.3%
Vacant Housing Units	8.2%
Median Household Income	
2022	\$81,753
2027	\$91,114
Median Home Value	
2022	\$263,098
2027	\$297,391
Per Capita Income	
2022	\$41,237
2027	\$47,579
Median Age	
2010	31.6
2022	33.7
2027	33.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income

Household Income Base	68,820
<\$15,000	3.9%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	6.1%
\$35,000 - \$49,999	11.3%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	16.4%
\$100,000 - \$149,999	21.6%
\$150,000 - \$199,999	11.3%
\$200,000+	6.2%
Average Household Income	\$102,701

2027 Households by Income

Household Income Base	72,383
<\$15,000	2.7%
\$15,000 - \$24,999	3.2%
\$25,000 - \$34,999	4.4%
\$35,000 - \$49,999	9.7%
\$50,000 - \$74,999	18.6%
\$75,000 - \$99,999	16.2%
\$100,000 - \$149,999	22.9%
\$150,000 - \$199,999	14.7%
\$200,000+	7.7%
Average Household Income	\$117,762

2022 Owner Occupied Housing Units by Value

Total	33,215
<\$50,000	3.3%
\$50,000 - \$99,999	1.5%
\$100,000 - \$149,999	3.5%
\$150,000 - \$199,999	10.5%
\$200,000 - \$249,999	25.6%
\$250,000 - \$299,999	21.4%
\$300,000 - \$399,999	24.6%
\$400,000 - \$499,999	4.6%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	1.8%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.9%
Average Home Value	\$302,634

2027 Owner Occupied Housing Units by Value

Total	35,044
<\$50,000	0.4%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.7%
\$150,000 - \$199,999	4.4%
\$200,000 - \$249,999	22.7%
\$250,000 - \$299,999	22.8%
\$300,000 - \$399,999	32.4%
\$400,000 - \$499,999	10.3%
\$500,000 - \$749,999	3.6%
\$750,000 - \$999,999	1.3%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.7%
Average Home Value	\$339,632

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age	
Total	131,733
0 - 4	8.2%
5 - 9	7.8%
10 - 14	7.1%
15 - 24	13.8%
25 - 34	19.7%
35 - 44	16.4%
45 - 54	13.3%
55 - 64	8.0%
65 - 74	3.4%
75 - 84	1.6%
85 +	0.7%
18 +	72.7%
2022 Population by Age	
Total	170,992
0 - 4	7.3%
5 - 9	7.2%
10 - 14	6.9%
15 - 24	13.4%
25 - 34	17.5%
35 - 44	16.4%
45 - 54	12.4%
55 - 64	9.9%
65 - 74	5.9%
75 - 84	2.3%
85 +	0.8%
18 +	74.8%
2027 Population by Age	
Total	178,747
0 - 4	7.5%
5 - 9	7.1%
10 - 14	6.8%
15 - 24	13.3%
25 - 34	18.5%
35 - 44	15.5%
45 - 54	12.1%
55 - 64	9.1%
65 - 74	6.3%
75 - 84	2.9%
85 +	0.9%
18 +	74.9%
2010 Population by Sex	
Males	64,846
Females	66,886
2022 Population by Sex	
Males	84,245
Females	86,747
2027 Population by Sex	
Males	87,667
Females	91,080

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity	
Total	131,733
White Alone	58.9%
Black Alone	14.7%
American Indian Alone	0.8%
Asian Alone	9.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	12.1%
Two or More Races	3.9%
Hispanic Origin	32.5%
Diversity Index	77.9
2020 Population by Race/Ethnicity	
Total	162,400
White Alone	43.1%
Black Alone	14.9%
American Indian Alone	1.1%
Asian Alone	10.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	13.2%
Two or More Races	17.6%
Hispanic Origin	35.6%
Diversity Index	85.6
2022 Population by Race/Ethnicity	
Total	170,994
White Alone	42.2%
Black Alone	14.6%
American Indian Alone	1.1%
Asian Alone	10.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	13.4%
Two or More Races	18.2%
Hispanic Origin	36.1%
Diversity Index	85.9
2027 Population by Race/Ethnicity	
Total	178,748
White Alone	40.3%
Black Alone	14.5%
American Indian Alone	1.1%
Asian Alone	10.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	13.7%
Two or More Races	19.5%
Hispanic Origin	36.6%
Diversity Index	86.5
2010 Population by Relationship and Household Type	
Total	131,732
In Households	99.8%
In Family Households	81.4%
Householder	24.2%
Spouse	16.9%
Child	32.6%
Other relative	5.3%
Nonrelative	2.5%
In Nonfamily Households	18.3%
In Group Quarters	0.2%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2022 Population 25+ by Educational Attainment	
Total	111,580
Less than 9th Grade	3.5%
9th - 12th Grade, No Diploma	4.0%
High School Graduate	18.8%
GED/Alternative Credential	2.9%
Some College, No Degree	19.4%
Associate Degree	8.9%
Bachelor's Degree	30.5%
Graduate/Professional Degree	12.0%
2022 Population 15+ by Marital Status	
Total	134,425
Never Married	36.7%
Married	47.7%
Widowed	3.4%
Divorced	12.2%
2022 Civilian Population 16+ in Labor Force	
Civilian Population 16+	102,313
Population 16+ Employed	97.0%
Population 16+ Unemployment rate	3.0%
Population 16-24 Employed	13.0%
Population 16-24 Unemployment rate	7.0%
Population 25-54 Employed	71.1%
Population 25-54 Unemployment rate	1.9%
Population 55-64 Employed	12.1%
Population 55-64 Unemployment rate	4.7%
Population 65+ Employed	3.8%
Population 65+ Unemployment rate	3.0%
2022 Employed Population 16+ by Industry	
Total	99,231
Agriculture/Mining	0.4%
Construction	7.1%
Manufacturing	9.9%
Wholesale Trade	2.1%
Retail Trade	10.9%
Transportation/Utilities	5.7%
Information	2.4%
Finance/Insurance/Real Estate	7.3%
Services	47.1%
Public Administration	7.2%
2022 Employed Population 16+ by Occupation	
Total	99,229
White Collar	68.9%
Management/Business/Financial	18.3%
Professional	27.9%
Sales	9.9%
Administrative Support	12.9%
Services	14.4%
Blue Collar	16.7%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	2.6%
Production	4.3%
Transportation/Material Moving	5.2%

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2010 Households by Type	
Total	50,484
Households with 1 Person	28.1%
Households with 2+ People	71.9%
Family Households	63.2%
Husband-wife Families	44.0%
With Related Children	24.6%
Other Family (No Spouse Present)	19.1%
Other Family with Male Householder	5.3%
With Related Children	3.1%
Other Family with Female Householder	13.8%
With Related Children	10.1%
Nonfamily Households	8.8%
All Households with Children	38.3%
Multigenerational Households	4.5%
Unmarried Partner Households	7.7%
Male-female	6.5%
Same-sex	1.2%
2010 Households by Size	
Total	50,490
1 Person Household	28.1%
2 Person Household	29.3%
3 Person Household	17.1%
4 Person Household	14.1%
5 Person Household	6.6%
6 Person Household	2.8%
7 + Person Household	2.0%
2010 Households by Tenure and Mortgage Status	
Total	50,491
Owner Occupied	52.2%
Owned with a Mortgage/Loan	45.1%
Owned Free and Clear	7.2%
Renter Occupied	47.8%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	121
Percent of Income for Mortgage	17.0%
Wealth Index	74
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	53,784
Housing Units Inside Urbanized Area	99.5%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.5%
2010 Population By Urban/ Rural Status	
Total Population	131,732
Population Inside Urbanized Area	99.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments

1. Up and Coming Families (7A)
2. Bright Young Professionals (8C)
3. Young and Restless (11B)

2022 Consumer Spending

Apparel & Services: Total \$	\$167,569,549
Average Spent	\$2,434.90
Spending Potential Index	101
Education: Total \$	\$126,327,430
Average Spent	\$1,835.62
Spending Potential Index	94
Entertainment/Recreation: Total \$	\$241,407,489
Average Spent	\$3,507.81
Spending Potential Index	96
Food at Home: Total \$	\$417,305,490
Average Spent	\$6,063.72
Spending Potential Index	98
Food Away from Home: Total \$	\$303,189,825
Average Spent	\$4,405.55
Spending Potential Index	102
Health Care: Total \$	\$456,656,902
Average Spent	\$6,635.53
Spending Potential Index	94
HH Furnishings & Equipment: Total \$	\$175,067,272
Average Spent	\$2,543.84
Spending Potential Index	99
Personal Care Products & Services: Total \$	\$69,807,926
Average Spent	\$1,014.36
Spending Potential Index	99
Shelter: Total \$	\$1,562,748,929
Average Spent	\$22,707.77
Spending Potential Index	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$185,698,009
Average Spent	\$2,698.31
Spending Potential Index	99
Travel: Total \$	\$192,003,242
Average Spent	\$2,789.93
Spending Potential Index	97
Vehicle Maintenance & Repairs: Total \$	\$87,236,491
Average Spent	\$1,267.60
Spending Potential Index	101

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.