



# Market Profile

POINTE 183  
11101 183A Leander TX 78641  
Drive Time: 15 drive time minute radius

Latitude: 30.6020  
Longitude: -97.8594

**15 drive time minute**

<b>Population Summary</b>	
2010 Total Population	175,045
2020 Total Population	272,022
2020 Group Quarters	1,461
2022 Total Population	302,656
2022 Group Quarters	1,463
2027 Total Population	337,852
2022-2027 Annual Rate	2.22%
2022 Total Daytime Population	253,360
Workers	103,131
Residents	150,229
<b>Household Summary</b>	
2010 Households	65,080
2010 Average Household Size	2.68
2020 Total Households	100,277
2020 Average Household Size	2.70
2022 Households	111,719
2022 Average Household Size	2.70
2027 Households	124,902
2027 Average Household Size	2.69
2022-2027 Annual Rate	2.26%
2010 Families	46,076
2010 Average Family Size	3.19
2022 Families	78,184
2022 Average Family Size	3.24
2027 Families	87,555
2027 Average Family Size	3.23
2022-2027 Annual Rate	2.29%
<b>Housing Unit Summary</b>	
2000 Housing Units	37,966
Owner Occupied Housing Units	71.3%
Renter Occupied Housing Units	25.5%
Vacant Housing Units	3.2%
2010 Housing Units	68,829
Owner Occupied Housing Units	63.5%
Renter Occupied Housing Units	31.0%
Vacant Housing Units	5.4%
2020 Housing Units	106,557
Vacant Housing Units	5.9%
2022 Housing Units	119,049
Owner Occupied Housing Units	61.6%
Renter Occupied Housing Units	32.3%
Vacant Housing Units	6.2%
2027 Housing Units	134,141
Owner Occupied Housing Units	61.8%
Renter Occupied Housing Units	31.3%
Vacant Housing Units	6.9%
<b>Median Household Income</b>	
2022	\$107,380
2027	\$117,810
<b>Median Home Value</b>	
2022	\$356,685
2027	\$373,107
<b>Per Capita Income</b>	
2022	\$49,832
2027	\$55,541
<b>Median Age</b>	
2010	33.9
2022	36.0
2027	35.6

**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.



# Market Profile

POINTE 183  
11101 183A Leander TX 78641  
Drive Time: 15 drive time minute radius

Latitude: 30.6020  
Longitude: -97.8594

## 15 drive time minute

### 2022 Households by Income

Household Income Base	111,719
<\$15,000	2.5%
\$15,000 - \$24,999	2.6%
\$25,000 - \$34,999	3.7%
\$35,000 - \$49,999	8.0%
\$50,000 - \$74,999	15.1%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	24.9%
\$150,000 - \$199,999	16.6%
\$200,000+	14.1%
Average Household Income	\$134,829

### 2027 Households by Income

Household Income Base	124,902
<\$15,000	1.7%
\$15,000 - \$24,999	1.9%
\$25,000 - \$34,999	2.9%
\$35,000 - \$49,999	6.5%
\$50,000 - \$74,999	12.7%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	26.8%
\$150,000 - \$199,999	20.8%
\$200,000+	15.1%
Average Household Income	\$149,936

### 2022 Owner Occupied Housing Units by Value

Total	73,318
<\$50,000	0.5%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	0.9%
\$150,000 - \$199,999	3.2%
\$200,000 - \$249,999	11.0%
\$250,000 - \$299,999	16.7%
\$300,000 - \$399,999	30.3%
\$400,000 - \$499,999	20.5%
\$500,000 - \$749,999	14.1%
\$750,000 - \$999,999	2.1%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$385,957

### 2027 Owner Occupied Housing Units by Value

Total	82,862
<\$50,000	0.1%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	1.2%
\$200,000 - \$249,999	8.3%
\$250,000 - \$299,999	15.9%
\$300,000 - \$399,999	33.4%
\$400,000 - \$499,999	24.5%
\$500,000 - \$749,999	13.7%
\$750,000 - \$999,999	2.5%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$403,114

**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.

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



# Market Profile

POINTE 183  
11101 183A Leander TX 78641  
Drive Time: 15 drive time minute radius

Latitude: 30.6020  
Longitude: -97.8594

## 15 drive time minute

2010 Population by Age	
Total	175,043
0 - 4	8.2%
5 - 9	8.5%
10 - 14	7.9%
15 - 24	11.3%
25 - 34	16.0%
35 - 44	18.0%
45 - 54	14.2%
55 - 64	9.0%
65 - 74	4.2%
75 - 84	1.8%
85 +	0.8%
18 +	71.0%
2022 Population by Age	
Total	302,656
0 - 4	7.0%
5 - 9	7.5%
10 - 14	7.5%
15 - 24	11.8%
25 - 34	14.6%
35 - 44	16.1%
45 - 54	13.3%
55 - 64	10.9%
65 - 74	7.3%
75 - 84	3.0%
85 +	1.0%
18 +	74.0%
2027 Population by Age	
Total	337,852
0 - 4	7.1%
5 - 9	7.3%
10 - 14	7.3%
15 - 24	11.5%
25 - 34	15.7%
35 - 44	15.8%
45 - 54	12.6%
55 - 64	10.2%
65 - 74	7.7%
75 - 84	3.8%
85 +	1.0%
18 +	74.3%
2010 Population by Sex	
Males	86,103
Females	88,942
2022 Population by Sex	
Males	148,907
Females	153,749
2027 Population by Sex	
Males	165,979
Females	171,874

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



# Market Profile

POINTE 183  
11101 183A Leander TX 78641  
Drive Time: 15 drive time minute radius

Latitude: 30.6020  
Longitude: -97.8594

**15 drive time minute**

## 2010 Population by Race/Ethnicity

Total	175,044
White Alone	80.2%
Black Alone	4.4%
American Indian Alone	0.5%
Asian Alone	6.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.9%
Two or More Races	3.3%
Hispanic Origin	18.1%
Diversity Index	54.1

## 2020 Population by Race/Ethnicity

Total	272,022
White Alone	62.3%
Black Alone	4.8%
American Indian Alone	0.6%
Asian Alone	13.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.2%
Two or More Races	13.6%
Hispanic Origin	19.1%
Diversity Index	70.4

## 2022 Population by Race/Ethnicity

Total	302,657
White Alone	61.8%
Black Alone	4.9%
American Indian Alone	0.7%
Asian Alone	13.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.7%
Two or More Races	13.7%
Hispanic Origin	19.7%
Diversity Index	71.1

## 2027 Population by Race/Ethnicity

Total	337,852
White Alone	60.4%
Black Alone	4.9%
American Indian Alone	0.8%
Asian Alone	13.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.5%
Two or More Races	13.8%
Hispanic Origin	20.2%
Diversity Index	72.3

## 2010 Population by Relationship and Household Type

Total	175,045
In Households	99.8%
In Family Households	85.8%
Householder	26.3%
Spouse	20.9%
Child	33.7%
Other relative	3.0%
Nonrelative	1.9%
In Nonfamily Households	13.9%
In Group Quarters	0.2%
Institutionalized Population	0.2%
Noninstitutionalized Population	0.0%

**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.

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



# Market Profile

POINTE 183  
11101 183A Leander TX 78641  
Drive Time: 15 drive time minute radius

Latitude: 30.6020  
Longitude: -97.8594

**15 drive time minute**

<b>2022 Population 25+ by Educational Attainment</b>	
Total	200,280
Less than 9th Grade	1.7%
9th - 12th Grade, No Diploma	2.5%
High School Graduate	14.0%
GED/Alternative Credential	2.5%
Some College, No Degree	19.1%
Associate Degree	9.1%
Bachelor's Degree	34.0%
Graduate/Professional Degree	17.1%
<b>2022 Population 15+ by Marital Status</b>	
Total	236,081
Never Married	30.1%
Married	56.0%
Widowed	3.6%
Divorced	10.3%
<b>2022 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	159,684
Population 16+ Employed	96.6%
Population 16+ Unemployment rate	3.4%
Population 16-24 Employed	11.8%
Population 16-24 Unemployment rate	7.5%
Population 25-54 Employed	70.8%
Population 25-54 Unemployment rate	2.7%
Population 55-64 Employed	13.6%
Population 55-64 Unemployment rate	3.2%
Population 65+ Employed	3.8%
Population 65+ Unemployment rate	2.4%
<b>2022 Employed Population 16+ by Industry</b>	
Total	154,321
Agriculture/Mining	0.6%
Construction	6.8%
Manufacturing	9.0%
Wholesale Trade	2.1%
Retail Trade	11.5%
Transportation/Utilities	3.7%
Information	2.3%
Finance/Insurance/Real Estate	9.0%
Services	49.7%
Public Administration	5.4%
<b>2022 Employed Population 16+ by Occupation</b>	
Total	154,320
White Collar	76.4%
Management/Business/Financial	23.4%
Professional	30.6%
Sales	10.9%
Administrative Support	11.6%
Services	10.7%
Blue Collar	12.9%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.5%
Installation/Maintenance/Repair	2.4%
Production	2.6%
Transportation/Material Moving	4.3%

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



# Market Profile

POINTE 183  
11101 183A Leander TX 78641  
Drive Time: 15 drive time minute radius

Latitude: 30.6020  
Longitude: -97.8594

**15 drive time minute**

<b>2010 Households by Type</b>	
Total	65,087
Households with 1 Person	22.4%
Households with 2+ People	77.6%
Family Households	70.8%
Husband-wife Families	56.2%
With Related Children	32.0%
Other Family (No Spouse Present)	14.6%
Other Family with Male Householder	4.1%
With Related Children	2.7%
Other Family with Female Householder	10.5%
With Related Children	7.4%
Nonfamily Households	6.8%
All Households with Children	42.5%
Multigenerational Households	3.3%
Unmarried Partner Households	6.3%
Male-female	5.4%
Same-sex	0.9%
<b>2010 Households by Size</b>	
Total	65,081
1 Person Household	22.4%
2 Person Household	31.2%
3 Person Household	18.5%
4 Person Household	17.3%
5 Person Household	7.0%
6 Person Household	2.4%
7 + Person Household	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	65,071
Owner Occupied	67.2%
Owned with a Mortgage/Loan	57.4%
Owned Free and Clear	9.8%
Renter Occupied	32.8%
<b>2022 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	114
Percent of Income for Mortgage	17.5%
Wealth Index	126
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	68,829
Housing Units Inside Urbanized Area	92.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	7.3%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	175,045
Population Inside Urbanized Area	92.2%
Population Inside Urbanized Cluster	0.0%
Rural Population	7.8%

**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.

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



# Market Profile

POINTE 183  
11101 183A Leander TX 78641  
Drive Time: 15 drive time minute radius

Latitude: 30.6020  
Longitude: -97.8594

**15 drive time minute**

### Top 3 Tapestry Segments

1. Up and Coming Families (7A)
2. Boomburbs (1C)
3. Workday Drive (4A)

### 2022 Consumer Spending

Apparel & Services: Total \$	\$346,427,046
Average Spent	\$3,100.88
Spending Potential Index	129
Education: Total \$	\$270,101,441
Average Spent	\$2,417.69
Spending Potential Index	123
Entertainment/Recreation: Total \$	\$515,654,362
Average Spent	\$4,615.64
Spending Potential Index	126
Food at Home: Total \$	\$858,452,137
Average Spent	\$7,684.03
Spending Potential Index	124
Food Away from Home: Total \$	\$625,110,551
Average Spent	\$5,595.38
Spending Potential Index	130
Health Care: Total \$	\$973,664,853
Average Spent	\$8,715.30
Spending Potential Index	123
HH Furnishings & Equipment: Total \$	\$373,254,223
Average Spent	\$3,341.01
Spending Potential Index	130
Personal Care Products & Services: Total \$	\$146,173,892
Average Spent	\$1,308.41
Spending Potential Index	128
Shelter: Total \$	\$3,261,658,831
Average Spent	\$29,195.20
Spending Potential Index	127
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$407,718,564
Average Spent	\$3,649.50
Spending Potential Index	134
Travel: Total \$	\$419,885,774
Average Spent	\$3,758.41
Spending Potential Index	131
Vehicle Maintenance & Repairs: Total \$	\$180,539,395
Average Spent	\$1,616.01
Spending Potential Index	128

**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.