



# Market Profile

New Hope Animal Hospital  
 1210 E New Hope Dr Cedar Park TX 78613  
 Drive Time: 15 drive time minute radius

Latitude: 30.5371  
 Longitude: -97.8190

**15 drive time minute**

<b>Population Summary</b>	
2000 Total Population	168,729
2010 Total Population	264,434
2021 Total Population	377,594
2021 Group Quarters	638
2026 Total Population	431,784
2021-2026 Annual Rate	2.72%
2021 Total Daytime Population	373,620
Workers	185,914
Residents	187,706
<b>Household Summary</b>	
2000 Households	63,327
2000 Average Household Size	2.65
2010 Households	101,896
2010 Average Household Size	2.59
2021 Households	145,521
2021 Average Household Size	2.59
2026 Households	166,036
2026 Average Household Size	2.60
2021-2026 Annual Rate	2.67%
2010 Families	68,419
2010 Average Family Size	3.17
2021 Families	97,522
2021 Average Family Size	3.17
2026 Families	111,337
2026 Average Family Size	3.17
2021-2026 Annual Rate	2.69%
<b>Housing Unit Summary</b>	
2000 Housing Units	65,594
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	31.9%
Vacant Housing Units	3.5%
2010 Housing Units	107,693
Owner Occupied Housing Units	59.6%
Renter Occupied Housing Units	35.1%
Vacant Housing Units	5.4%
2021 Housing Units	149,501
Owner Occupied Housing Units	64.0%
Renter Occupied Housing Units	33.3%
Vacant Housing Units	2.7%
2026 Housing Units	170,285
Owner Occupied Housing Units	64.7%
Renter Occupied Housing Units	32.8%
Vacant Housing Units	2.5%
<b>Median Household Income</b>	
2021	\$101,766
2026	\$107,565
<b>Median Home Value</b>	
2021	\$343,655
2026	\$366,369
<b>Per Capita Income</b>	
2021	\$47,739
2026	\$51,799
<b>Median Age</b>	
2010	34.1
2021	35.9
2026	35.7

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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## 2021 Households by Income

Household Income Base	145,521
<\$15,000	3.1%
\$15,000 - \$24,999	3.2%
\$25,000 - \$34,999	4.4%
\$35,000 - \$49,999	9.4%
\$50,000 - \$74,999	16.3%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	22.7%
\$150,000 - \$199,999	15.0%
\$200,000+	13.6%
Average Household Income	\$123,602

## 2026 Households by Income

Household Income Base	166,036
<\$15,000	2.5%
\$15,000 - \$24,999	2.6%
\$25,000 - \$34,999	3.7%
\$35,000 - \$49,999	8.3%
\$50,000 - \$74,999	15.4%
\$75,000 - \$99,999	12.2%
\$100,000 - \$149,999	23.8%
\$150,000 - \$199,999	17.1%
\$200,000+	14.4%
Average Household Income	\$134,438

## 2021 Owner Occupied Housing Units by Value

Total	95,681
<\$50,000	0.6%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	2.1%
\$150,000 - \$199,999	6.1%
\$200,000 - \$249,999	14.2%
\$250,000 - \$299,999	14.3%
\$300,000 - \$399,999	27.9%
\$400,000 - \$499,999	19.9%
\$500,000 - \$749,999	12.3%
\$750,000 - \$999,999	1.5%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$371,056

## 2026 Owner Occupied Housing Units by Value

Total	110,177
<\$50,000	0.2%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	2.9%
\$200,000 - \$249,999	11.4%
\$250,000 - \$299,999	14.4%
\$300,000 - \$399,999	30.6%
\$400,000 - \$499,999	24.3%
\$500,000 - \$749,999	14.3%
\$750,000 - \$999,999	0.8%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$389,080

**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	264,434
0 - 4	7.7%
5 - 9	8.2%
10 - 14	7.7%
15 - 24	11.5%
25 - 34	16.5%
35 - 44	17.9%
45 - 54	14.6%
55 - 64	9.3%
65 - 74	4.1%
75 - 84	1.8%
85 +	0.8%
18 +	72.3%
2021 Population by Age	
Total	377,594
0 - 4	6.7%
5 - 9	7.3%
10 - 14	7.3%
15 - 24	12.0%
25 - 34	15.2%
35 - 44	16.3%
45 - 54	13.3%
55 - 64	11.1%
65 - 74	7.2%
75 - 84	2.7%
85 +	0.8%
18 +	74.8%
2026 Population by Age	
Total	431,783
0 - 4	6.9%
5 - 9	7.1%
10 - 14	7.0%
15 - 24	11.6%
25 - 34	16.2%
35 - 44	15.9%
45 - 54	12.6%
55 - 64	10.4%
65 - 74	7.7%
75 - 84	3.6%
85 +	0.9%
18 +	75.2%
2010 Population by Sex	
Males	130,490
Females	133,944
2021 Population by Sex	
Males	186,266
Females	191,328
2026 Population by Sex	
Males	212,650
Females	219,134

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>	
Total	264,434
White Alone	78.6%
Black Alone	4.5%
American Indian Alone	0.5%
Asian Alone	8.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.5%
Two or More Races	3.2%
Hispanic Origin	17.1%
Diversity Index	55.0
<b>2021 Population by Race/Ethnicity</b>	
Total	377,594
White Alone	67.8%
Black Alone	6.0%
American Indian Alone	0.6%
Asian Alone	14.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.1%
Two or More Races	4.6%
Hispanic Origin	21.9%
Diversity Index	68.1
<b>2026 Population by Race/Ethnicity</b>	
Total	431,784
White Alone	64.3%
Black Alone	6.9%
American Indian Alone	0.6%
Asian Alone	16.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.9%
Two or More Races	4.9%
Hispanic Origin	24.6%
Diversity Index	72.0
<b>2010 Population by Relationship and Household Type</b>	
Total	264,434
In Households	99.8%
In Family Households	83.7%
Householder	25.9%
Spouse	20.8%
Child	32.3%
Other relative	2.9%
Nonrelative	1.7%
In Nonfamily Households	16.1%
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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## 2021 Population 25+ by Educational Attainment

Total	251,890
Less than 9th Grade	1.8%
9th - 12th Grade, No Diploma	2.4%
High School Graduate	12.2%
GED/Alternative Credential	2.4%
Some College, No Degree	19.7%
Associate Degree	8.2%
Bachelor's Degree	34.3%
Graduate/Professional Degree	19.1%

## 2021 Population 15+ by Marital Status

Total	297,020
Never Married	31.1%
Married	54.6%
Widowed	3.4%
Divorced	10.9%

## 2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	199,553
Population 16+ Employed	95.6%
Population 16+ Unemployment rate	4.4%
Population 16-24 Employed	10.9%
Population 16-24 Unemployment rate	8.1%
Population 25-54 Employed	71.8%
Population 25-54 Unemployment rate	3.8%
Population 55-64 Employed	13.6%
Population 55-64 Unemployment rate	5.1%
Population 65+ Employed	3.8%
Population 65+ Unemployment rate	3.0%

## 2021 Employed Population 16+ by Industry

Total	190,703
Agriculture/Mining	0.6%
Construction	6.0%
Manufacturing	9.7%
Wholesale Trade	2.4%
Retail Trade	10.8%
Transportation/Utilities	3.1%
Information	2.4%
Finance/Insurance/Real Estate	9.6%
Services	50.0%
Public Administration	5.4%

## 2021 Employed Population 16+ by Occupation

Total	190,704
White Collar	80.2%
Management/Business/Financial	25.0%
Professional	33.6%
Sales	10.6%
Administrative Support	11.0%
Services	9.3%
Blue Collar	10.6%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.8%
Installation/Maintenance/Repair	1.9%
Production	2.3%
Transportation/Material Moving	3.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

April 18, 2022



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<b>2010 Households by Type</b>	
Total	101,895
Households with 1 Person	25.4%
Households with 2+ People	74.6%
Family Households	67.1%
Husband-wife Families	53.9%
With Related Children	30.1%
Other Family (No Spouse Present)	13.2%
Other Family with Male Householder	3.7%
With Related Children	2.3%
Other Family with Female Householder	9.5%
With Related Children	6.6%
Nonfamily Households	7.4%
All Households with Children	39.4%
Multigenerational Households	2.9%
Unmarried Partner Households	6.2%
Male-female	5.3%
Same-sex	0.9%
<b>2010 Households by Size</b>	
Total	101,896
1 Person Household	25.4%
2 Person Household	31.1%
3 Person Household	17.5%
4 Person Household	16.4%
5 Person Household	6.4%
6 Person Household	2.1%
7 + Person Household	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	101,896
Owner Occupied	63.0%
Owned with a Mortgage/Loan	53.1%
Owned Free and Clear	9.9%
Renter Occupied	37.0%
<b>2021 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	133
Percent of Income for Mortgage	14.2%
Wealth Index	132
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	107,693
Housing Units Inside Urbanized Area	96.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	3.9%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	264,434
Population Inside Urbanized Area	96.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	4.0%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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### Top 3 Tapestry Segments

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

### 2021 Consumer Spending

Apparel & Services: Total \$	\$416,993,441
Average Spent	\$2,865.52
Spending Potential Index	135
Education: Total \$	\$331,227,237
Average Spent	\$2,276.15
Spending Potential Index	132
Entertainment/Recreation: Total \$	\$613,274,467
Average Spent	\$4,214.34
Spending Potential Index	130
Food at Home: Total \$	\$1,028,025,147
Average Spent	\$7,064.45
Spending Potential Index	130
Food Away from Home: Total \$	\$751,642,643
Average Spent	\$5,165.18
Spending Potential Index	136
Health Care: Total \$	\$1,148,143,607
Average Spent	\$7,889.88
Spending Potential Index	127
HH Furnishings & Equipment: Total \$	\$442,213,159
Average Spent	\$3,038.83
Spending Potential Index	135
Personal Care Products & Services: Total \$	\$174,868,469
Average Spent	\$1,201.67
Spending Potential Index	134
Shelter: Total \$	\$3,926,325,842
Average Spent	\$26,981.16
Spending Potential Index	134
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$473,761,373
Average Spent	\$3,255.62
Spending Potential Index	136
Travel: Total \$	\$498,176,444
Average Spent	\$3,423.40
Spending Potential Index	135
Vehicle Maintenance & Repairs: Total \$	\$214,025,749
Average Spent	\$1,470.76
Spending Potential Index	133

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

April 18, 2022