



Market Profile

Daylily Animal Hospital
 1401 Chris Kelley Blvd Hutto TX 78634
 Drive Time: 15 drive time minute radius

Latitude: 30.5207
 Longitude: -97.5696

15 drive time minute

Population Summary	
2000 Total Population	101,515
2010 Total Population	194,132
2021 Total Population	298,651
2021 Group Quarters	2,360
2026 Total Population	340,978
2021-2026 Annual Rate	2.69%
2021 Total Daytime Population	275,595
Workers	124,478
Residents	151,117
Household Summary	
2000 Households	34,207
2000 Average Household Size	2.91
2010 Households	66,317
2010 Average Household Size	2.89
2021 Households	101,533
2021 Average Household Size	2.92
2026 Households	116,091
2026 Average Household Size	2.92
2021-2026 Annual Rate	2.72%
2010 Families	49,199
2010 Average Family Size	3.35
2021 Families	75,097
2021 Average Family Size	3.38
2026 Families	85,571
2026 Average Family Size	3.39
2021-2026 Annual Rate	2.65%
Housing Unit Summary	
2000 Housing Units	35,555
Owner Occupied Housing Units	69.2%
Renter Occupied Housing Units	27.0%
Vacant Housing Units	3.8%
2010 Housing Units	70,719
Owner Occupied Housing Units	63.0%
Renter Occupied Housing Units	30.7%
Vacant Housing Units	6.2%
2021 Housing Units	104,809
Owner Occupied Housing Units	69.6%
Renter Occupied Housing Units	27.3%
Vacant Housing Units	3.1%
2026 Housing Units	119,614
Owner Occupied Housing Units	70.5%
Renter Occupied Housing Units	26.5%
Vacant Housing Units	2.9%
Median Household Income	
2021	\$88,320
2026	\$96,391
Median Home Value	
2021	\$250,660
2026	\$286,723
Per Capita Income	
2021	\$36,156
2026	\$39,892
Median Age	
2010	31.5
2021	33.5
2026	32.8

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	101,533
<\$15,000	3.7%
\$15,000 - \$24,999	3.9%
\$25,000 - \$34,999	4.5%
\$35,000 - \$49,999	10.4%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	23.5%
\$150,000 - \$199,999	12.5%
\$200,000+	8.1%
Average Household Income	\$105,771

2026 Households by Income

Household Income Base	116,091
<\$15,000	3.0%
\$15,000 - \$24,999	3.2%
\$25,000 - \$34,999	3.8%
\$35,000 - \$49,999	9.3%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	24.6%
\$150,000 - \$199,999	14.6%
\$200,000+	9.1%
Average Household Income	\$116,529

2021 Owner Occupied Housing Units by Value

Total	72,934
<\$50,000	1.4%
\$50,000 - \$99,999	1.3%
\$100,000 - \$149,999	7.1%
\$150,000 - \$199,999	13.9%
\$200,000 - \$249,999	26.2%
\$250,000 - \$299,999	15.4%
\$300,000 - \$399,999	21.8%
\$400,000 - \$499,999	8.0%
\$500,000 - \$749,999	3.4%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.6%
Average Home Value	\$292,568

2026 Owner Occupied Housing Units by Value

Total	84,378
<\$50,000	0.4%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	2.7%
\$150,000 - \$199,999	8.7%
\$200,000 - \$249,999	25.3%
\$250,000 - \$299,999	16.9%
\$300,000 - \$399,999	27.5%
\$400,000 - \$499,999	11.5%
\$500,000 - \$749,999	5.3%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%
Average Home Value	\$318,544

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	194,134
0 - 4	8.8%
5 - 9	9.1%
10 - 14	8.4%
15 - 24	13.0%
25 - 34	17.0%
35 - 44	17.2%
45 - 54	13.1%
55 - 64	7.9%
65 - 74	3.4%
75 - 84	1.5%
85 +	0.5%
18 +	69.1%
2021 Population by Age	
Total	298,652
0 - 4	7.8%
5 - 9	8.2%
10 - 14	8.1%
15 - 24	13.3%
25 - 34	14.9%
35 - 44	16.5%
45 - 54	13.1%
55 - 64	9.7%
65 - 74	5.8%
75 - 84	2.1%
85 +	0.6%
18 +	71.7%
2026 Population by Age	
Total	340,977
0 - 4	8.0%
5 - 9	8.1%
10 - 14	7.9%
15 - 24	13.0%
25 - 34	16.8%
35 - 44	15.4%
45 - 54	12.5%
55 - 64	9.1%
65 - 74	6.0%
75 - 84	2.6%
85 +	0.6%
18 +	71.7%
2010 Population by Sex	
Males	94,911
Females	99,221
2021 Population by Sex	
Males	145,787
Females	152,864
2026 Population by Sex	
Males	165,950
Females	175,028

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2010 Population by Race/Ethnicity	
Total	194,130
White Alone	68.8%
Black Alone	11.7%
American Indian Alone	0.7%
Asian Alone	4.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	10.0%
Two or More Races	3.8%
Hispanic Origin	31.0%
Diversity Index	72.0
2021 Population by Race/Ethnicity	
Total	298,652
White Alone	61.1%
Black Alone	13.6%
American Indian Alone	0.7%
Asian Alone	8.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	11.0%
Two or More Races	4.9%
Hispanic Origin	34.5%
Diversity Index	78.1
2026 Population by Race/Ethnicity	
Total	340,978
White Alone	58.3%
Black Alone	14.7%
American Indian Alone	0.7%
Asian Alone	9.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	11.6%
Two or More Races	5.0%
Hispanic Origin	36.5%
Diversity Index	80.1
2010 Population by Relationship and Household Type	
Total	194,132
In Households	98.9%
In Family Households	87.3%
Householder	25.4%
Spouse	19.1%
Child	36.1%
Other relative	4.4%
Nonrelative	2.4%
In Nonfamily Households	11.5%
In Group Quarters	1.1%
Institutionalized Population	0.6%
Noninstitutionalized Population	0.6%

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	187,052
Less than 9th Grade	3.7%
9th - 12th Grade, No Diploma	3.8%
High School Graduate	19.2%
GED/Alternative Credential	4.0%
Some College, No Degree	21.9%
Associate Degree	9.7%
Bachelor's Degree	26.2%
Graduate/Professional Degree	11.4%
2021 Population 15+ by Marital Status	
Total	226,751
Never Married	32.4%
Married	52.6%
Widowed	3.3%
Divorced	11.7%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	156,007
Population 16+ Employed	95.0%
Population 16+ Unemployment rate	5.0%
Population 16-24 Employed	11.7%
Population 16-24 Unemployment rate	9.4%
Population 25-54 Employed	73.3%
Population 25-54 Unemployment rate	4.0%
Population 55-64 Employed	12.0%
Population 55-64 Unemployment rate	5.5%
Population 65+ Employed	3.0%
Population 65+ Unemployment rate	8.0%
2021 Employed Population 16+ by Industry	
Total	148,212
Agriculture/Mining	0.6%
Construction	7.4%
Manufacturing	10.6%
Wholesale Trade	2.4%
Retail Trade	10.6%
Transportation/Utilities	4.7%
Information	2.1%
Finance/Insurance/Real Estate	7.1%
Services	46.5%
Public Administration	8.1%
2021 Employed Population 16+ by Occupation	
Total	148,212
White Collar	70.6%
Management/Business/Financial	20.8%
Professional	28.1%
Sales	9.7%
Administrative Support	12.0%
Services	13.1%
Blue Collar	16.3%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.4%
Installation/Maintenance/Repair	2.9%
Production	4.0%
Transportation/Material Moving	4.9%

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2010 Households by Type	
Total	66,316
Households with 1 Person	19.6%
Households with 2+ People	80.4%
Family Households	74.2%
Husband-wife Families	55.8%
With Related Children	33.2%
Other Family (No Spouse Present)	18.4%
Other Family with Male Householder	5.2%
With Related Children	3.4%
Other Family with Female Householder	13.2%
With Related Children	9.8%
Nonfamily Households	6.2%
All Households with Children	46.9%
Multigenerational Households	5.0%
Unmarried Partner Households	6.8%
Male-female	5.8%
Same-sex	1.0%
2010 Households by Size	
Total	66,317
1 Person Household	19.6%
2 Person Household	28.6%
3 Person Household	19.2%
4 Person Household	18.0%
5 Person Household	8.8%
6 Person Household	3.4%
7 + Person Household	2.4%
2010 Households by Tenure and Mortgage Status	
Total	66,317
Owner Occupied	67.2%
Owned with a Mortgage/Loan	59.0%
Owned Free and Clear	8.2%
Renter Occupied	32.8%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	155
Percent of Income for Mortgage	11.9%
Wealth Index	101
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	70,719
Housing Units Inside Urbanized Area	90.6%
Housing Units Inside Urbanized Cluster	4.4%
Rural Housing Units	4.9%
2010 Population By Urban/ Rural Status	
Total Population	194,132
Population Inside Urbanized Area	90.8%
Population Inside Urbanized Cluster	4.2%
Rural Population	5.0%

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

2021 Consumer Spending

Apparel & Services: Total \$	\$248,827,280
Average Spent	\$2,450.70
Spending Potential Index	116
Education: Total \$	\$184,358,403
Average Spent	\$1,815.75
Spending Potential Index	105
Entertainment/Recreation: Total \$	\$368,447,426
Average Spent	\$3,628.84
Spending Potential Index	112
Food at Home: Total \$	\$619,571,903
Average Spent	\$6,102.17
Spending Potential Index	112
Food Away from Home: Total \$	\$450,192,505
Average Spent	\$4,433.95
Spending Potential Index	117
Health Care: Total \$	\$702,880,330
Average Spent	\$6,922.68
Spending Potential Index	111
HH Furnishings & Equipment: Total \$	\$269,097,618
Average Spent	\$2,650.35
Spending Potential Index	118
Personal Care Products & Services: Total \$	\$104,886,900
Average Spent	\$1,033.03
Spending Potential Index	115
Shelter: Total \$	\$2,316,293,050
Average Spent	\$22,813.20
Spending Potential Index	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$295,862,455
Average Spent	\$2,913.95
Spending Potential Index	122
Travel: Total \$	\$296,949,395
Average Spent	\$2,924.66
Spending Potential Index	116
Vehicle Maintenance & Repairs: Total \$	\$131,552,364
Average Spent	\$1,295.66
Spending Potential Index	117

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