



# Market Profile

10804 E. Crystal Falls Parkway Leander TX 78641  
 10804 E. Crystal Falls Parkway Leander TX 78641  
 Rings: 1, 3, 5 mile radii

Latitude: 30.5654  
 Longitude: -97.8197

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	1,105	14,692	37,134
2010 Total Population	3,084	31,279	84,476
2020 Total Population	6,725	51,924	140,815
2020 Group Quarters	0	19	150
2025 Total Population	8,039	60,785	168,420
2020-2025 Annual Rate	3.63%	3.20%	3.65%
2020 Total Daytime Population	5,824	48,272	125,084
Workers	2,239	20,956	49,610
Residents	3,585	27,316	75,474
<b>Household Summary</b>			
2000 Households	372	4,836	12,255
2000 Average Household Size	2.97	3.03	3.02
2010 Households	1,006	10,399	28,837
2010 Average Household Size	3.07	3.01	2.92
2020 Households	2,064	17,248	47,914
2020 Average Household Size	3.26	3.01	2.94
2025 Households	2,459	20,184	57,226
2025 Average Household Size	3.27	3.01	2.94
2020-2025 Annual Rate	3.56%	3.19%	3.62%
2010 Families	840	8,281	22,430
2010 Average Family Size	3.33	3.35	3.31
2020 Families	1,706	13,544	36,941
2020 Average Family Size	3.56	3.37	3.34
2025 Families	2,022	15,777	44,000
2025 Average Family Size	3.58	3.38	3.35
2020-2025 Annual Rate	3.46%	3.10%	3.56%
<b>Housing Unit Summary</b>			
2000 Housing Units	389	5,014	12,703
Owner Occupied Housing Units	86.9%	83.7%	83.1%
Renter Occupied Housing Units	8.7%	12.7%	13.4%
Vacant Housing Units	4.4%	3.6%	3.5%
2010 Housing Units	1,039	10,882	30,135
Owner Occupied Housing Units	83.8%	76.3%	73.8%
Renter Occupied Housing Units	13.0%	19.2%	21.9%
Vacant Housing Units	3.2%	4.4%	4.3%
2020 Housing Units	2,143	17,866	49,555
Owner Occupied Housing Units	82.4%	77.6%	78.6%
Renter Occupied Housing Units	14.0%	19.0%	18.1%
Vacant Housing Units	3.7%	3.5%	3.3%
2025 Housing Units	2,535	20,944	59,109
Owner Occupied Housing Units	82.9%	76.6%	78.1%
Renter Occupied Housing Units	14.1%	19.7%	18.7%
Vacant Housing Units	3.0%	3.6%	3.2%
<b>Median Household Income</b>			
2020	\$101,174	\$88,597	\$102,006
2025	\$103,644	\$93,896	\$105,911
<b>Median Home Value</b>			
2020	\$280,892	\$242,379	\$283,398
2025	\$301,210	\$258,368	\$306,667
<b>Per Capita Income</b>			
2020	\$37,067	\$36,040	\$41,351
2025	\$39,894	\$38,836	\$45,071
<b>Median Age</b>			
2010	33.1	32.2	32.8
2020	35.3	35.0	34.9
2025	34.4	34.4	34.1

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



# Market Profile

10804 E. Crystal Falls Parkway Leander TX 78641  
 10804 E. Crystal Falls Parkway Leander TX 78641  
 Rings: 1, 3, 5 mile radii

Latitude: 30.5654  
 Longitude: -97.8197

	1 mile	3 mile	5 mile
<b>2020 Households by Income</b>			
Household Income Base	2,064	17,248	47,914
<\$15,000	3.1%	3.7%	2.9%
\$15,000 - \$24,999	1.9%	3.0%	2.5%
\$25,000 - \$34,999	3.5%	5.5%	4.8%
\$35,000 - \$49,999	7.3%	8.7%	7.5%
\$50,000 - \$74,999	17.3%	19.2%	16.0%
\$75,000 - \$99,999	15.7%	16.1%	14.5%
\$100,000 - \$149,999	28.5%	24.7%	26.1%
\$150,000 - \$199,999	13.8%	10.9%	13.9%
\$200,000+	8.9%	8.3%	11.7%
Average Household Income	\$115,312	\$107,174	\$120,859
<b>2025 Households by Income</b>			
Household Income Base	2,459	20,184	57,226
<\$15,000	3.3%	3.4%	2.8%
\$15,000 - \$24,999	1.8%	2.8%	2.3%
\$25,000 - \$34,999	3.3%	5.0%	4.3%
\$35,000 - \$49,999	6.8%	8.0%	6.8%
\$50,000 - \$74,999	16.3%	18.0%	15.0%
\$75,000 - \$99,999	15.1%	16.0%	14.0%
\$100,000 - \$149,999	28.4%	25.9%	26.4%
\$150,000 - \$199,999	14.8%	12.1%	15.2%
\$200,000+	10.2%	8.9%	13.3%
Average Household Income	\$124,224	\$115,403	\$131,775
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	1,765	13,859	38,930
<\$50,000	1.2%	3.8%	2.5%
\$50,000 - \$99,999	0.6%	3.0%	1.6%
\$100,000 - \$149,999	1.4%	5.9%	3.3%
\$150,000 - \$199,999	7.1%	13.4%	10.0%
\$200,000 - \$249,999	29.4%	28.3%	23.9%
\$250,000 - \$299,999	16.8%	12.8%	12.9%
\$300,000 - \$399,999	27.8%	16.1%	24.1%
\$400,000 - \$499,999	10.8%	10.2%	13.2%
\$500,000 - \$749,999	3.7%	4.8%	6.7%
\$750,000 - \$999,999	1.0%	1.3%	1.4%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.2%	0.1%
Average Home Value	\$310,609	\$283,620	\$315,896
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	2,101	16,048	46,170
<\$50,000	0.8%	2.9%	1.7%
\$50,000 - \$99,999	0.3%	2.2%	1.1%
\$100,000 - \$149,999	0.8%	4.4%	2.3%
\$150,000 - \$199,999	4.9%	10.7%	7.5%
\$200,000 - \$249,999	25.4%	27.3%	21.8%
\$250,000 - \$299,999	17.4%	14.8%	13.8%
\$300,000 - \$399,999	31.5%	18.4%	26.9%
\$400,000 - \$499,999	13.2%	11.9%	15.3%
\$500,000 - \$749,999	4.5%	5.6%	7.8%
\$750,000 - \$999,999	0.9%	1.4%	1.5%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.2%	0.1%
Average Home Value	\$326,536	\$300,779	\$334,162

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



# Market Profile

10804 E. Crystal Falls Parkway Leander TX 78641  
 10804 E. Crystal Falls Parkway Leander TX 78641  
 Rings: 1, 3, 5 mile radii

Latitude: 30.5654  
 Longitude: -97.8197

	1 mile	3 mile	5 mile
<b>2010 Population by Age</b>			
Total	3,087	31,280	84,474
0 - 4	9.3%	9.0%	9.1%
5 - 9	10.1%	9.7%	9.7%
10 - 14	9.1%	9.0%	8.8%
15 - 24	10.1%	11.6%	10.9%
25 - 34	14.7%	15.7%	15.4%
35 - 44	19.8%	17.8%	18.9%
45 - 54	12.9%	13.1%	13.2%
55 - 64	8.0%	8.3%	8.1%
65 - 74	4.0%	3.7%	3.7%
75 - 84	1.5%	1.6%	1.6%
85 +	0.5%	0.4%	0.6%
18 +	66.9%	67.4%	67.8%
<b>2020 Population by Age</b>			
Total	6,725	51,926	140,814
0 - 4	7.7%	7.6%	7.8%
5 - 9	8.7%	8.2%	8.5%
10 - 14	9.1%	8.3%	8.5%
15 - 24	12.0%	12.0%	12.0%
25 - 34	12.1%	13.8%	13.4%
35 - 44	16.0%	15.8%	16.1%
45 - 54	14.9%	13.3%	14.0%
55 - 64	10.4%	10.8%	10.4%
65 - 74	6.2%	6.8%	6.3%
75 - 84	2.3%	2.6%	2.3%
85 +	0.6%	0.7%	0.7%
18 +	69.9%	71.5%	70.9%
<b>2025 Population by Age</b>			
Total	8,040	60,786	168,420
0 - 4	7.7%	7.7%	8.0%
5 - 9	8.4%	8.0%	8.4%
10 - 14	8.5%	8.2%	8.3%
15 - 24	11.3%	11.6%	11.4%
25 - 34	15.1%	15.6%	15.5%
35 - 44	14.4%	14.8%	15.4%
45 - 54	13.7%	12.4%	12.7%
55 - 64	10.4%	10.2%	9.9%
65 - 74	6.9%	7.4%	6.7%
75 - 84	3.0%	3.3%	2.9%
85 +	0.7%	0.8%	0.7%
18 +	70.9%	71.8%	71.1%
<b>2010 Population by Sex</b>			
Males	1,571	15,418	41,508
Females	1,513	15,861	42,968
<b>2020 Population by Sex</b>			
Males	3,363	25,472	68,993
Females	3,362	26,452	71,823
<b>2025 Population by Sex</b>			
Males	4,018	29,844	82,419
Females	4,021	30,941	86,001

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



# Market Profile

10804 E. Crystal Falls Parkway Leander TX 78641  
 10804 E. Crystal Falls Parkway Leander TX 78641  
 Rings: 1, 3, 5 mile radii

Latitude: 30.5654  
 Longitude: -97.8197

	1 mile	3 mile	5 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	3,084	31,279	84,477
White Alone	86.6%	81.4%	81.9%
Black Alone	3.6%	4.2%	4.3%
American Indian Alone	0.8%	0.7%	0.6%
Asian Alone	1.5%	2.1%	3.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.1%	7.9%	6.0%
Two or More Races	3.3%	3.6%	3.4%
Hispanic Origin	19.0%	23.9%	20.6%
Diversity Index	48.0	57.7	54.6
<b>2020 Population by Race/Ethnicity</b>			
Total	6,726	51,923	140,815
White Alone	79.9%	73.5%	73.3%
Black Alone	5.1%	5.4%	5.6%
American Indian Alone	1.0%	0.8%	0.6%
Asian Alone	3.1%	4.6%	7.7%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	5.8%	10.6%	7.8%
Two or More Races	4.9%	5.0%	4.7%
Hispanic Origin	26.1%	30.9%	25.9%
Diversity Index	60.5	68.7	66.3
<b>2025 Population by Race/Ethnicity</b>			
Total	8,038	60,785	168,421
White Alone	76.8%	69.9%	69.9%
Black Alone	6.1%	6.3%	6.6%
American Indian Alone	1.1%	0.9%	0.7%
Asian Alone	3.5%	5.3%	8.8%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	6.9%	12.2%	8.8%
Two or More Races	5.4%	5.3%	5.1%
Hispanic Origin	30.1%	34.9%	29.0%
Diversity Index	65.5	73.0	70.6
<b>2010 Population by Relationship and Household Type</b>			
Total	3,084	31,279	84,476
In Households	100.0%	100.0%	99.8%
In Family Households	92.8%	91.0%	90.1%
Householder	27.0%	26.5%	26.6%
Spouse	22.5%	20.5%	21.2%
Child	38.4%	38.2%	37.0%
Other relative	2.9%	3.5%	3.2%
Nonrelative	2.0%	2.4%	2.1%
In Nonfamily Households	7.2%	8.9%	9.8%
In Group Quarters	0.0%	0.0%	0.2%
Institutionalized Population	0.0%	0.0%	0.1%
Noninstitutionalized Population	0.0%	0.0%	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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



# Market Profile

10804 E. Crystal Falls Parkway Leander TX 78641  
 10804 E. Crystal Falls Parkway Leander TX 78641  
 Rings: 1, 3, 5 mile radii

Latitude: 30.5654  
 Longitude: -97.8197

	1 mile	3 mile	5 mile
<b>2020 Population 25+ by Educational Attainment</b>			
Total	4,202	33,145	88,975
Less than 9th Grade	3.0%	3.3%	2.5%
9th - 12th Grade, No Diploma	1.9%	3.7%	3.1%
High School Graduate	12.1%	16.2%	13.8%
GED/Alternative Credential	3.7%	3.7%	3.4%
Some College, No Degree	24.0%	24.0%	23.1%
Associate Degree	8.5%	9.2%	8.8%
Bachelor's Degree	29.7%	28.0%	30.6%
Graduate/Professional Degree	17.1%	11.8%	14.6%
<b>2020 Population 15+ by Marital Status</b>			
Total	5,011	39,381	105,867
Never Married	29.9%	31.4%	29.2%
Married	58.2%	54.5%	57.4%
Widowed	3.8%	3.9%	3.8%
Divorced	8.1%	10.2%	9.6%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,404	26,825	71,296
Population 16+ Employed	92.6%	92.3%	92.0%
Population 16+ Unemployment rate	7.4%	7.7%	8.0%
Population 16-24 Employed	8.1%	9.5%	9.5%
Population 16-24 Unemployment rate	10.6%	13.1%	14.0%
Population 25-54 Employed	71.4%	70.7%	72.5%
Population 25-54 Unemployment rate	7.1%	6.9%	7.2%
Population 55-64 Employed	16.1%	15.6%	14.7%
Population 55-64 Unemployment rate	7.0%	7.8%	7.6%
Population 65+ Employed	4.4%	4.3%	3.3%
Population 65+ Unemployment rate	7.3%	7.2%	7.1%
<b>2020 Employed Population 16+ by Industry</b>			
Total	3,152	24,769	65,624
Agriculture/Mining	0.3%	1.0%	1.0%
Construction	9.1%	9.5%	7.7%
Manufacturing	11.5%	9.2%	9.8%
Wholesale Trade	1.5%	1.7%	2.1%
Retail Trade	8.7%	11.7%	10.9%
Transportation/Utilities	2.6%	4.2%	3.4%
Information	2.0%	1.9%	2.2%
Finance/Insurance/Real Estate	7.0%	8.0%	8.3%
Services	53.2%	48.0%	49.7%
Public Administration	4.3%	4.9%	4.9%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	3,151	24,768	65,623
White Collar	76.6%	71.3%	73.8%
Management/Business/Financial	19.5%	20.0%	20.8%
Professional	37.3%	26.5%	27.7%
Sales	10.0%	11.5%	11.3%
Administrative Support	9.7%	13.3%	14.0%
Services	12.3%	13.3%	12.4%
Blue Collar	11.0%	15.4%	13.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.8%	4.6%	3.8%
Installation/Maintenance/Repair	4.0%	4.1%	3.2%
Production	1.4%	2.6%	2.9%
Transportation/Material Moving	3.7%	4.0%	3.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

March 11, 2021



# Market Profile

10804 E. Crystal Falls Parkway Leander TX 78641  
 10804 E. Crystal Falls Parkway Leander TX 78641  
 Rings: 1, 3, 5 mile radii

Latitude: 30.5654  
 Longitude: -97.8197

	1 mile	3 mile	5 mile
<b>2010 Households by Type</b>			
Total	1,006	10,399	28,837
Households with 1 Person	12.1%	15.6%	17.1%
Households with 2+ People	87.9%	84.4%	82.9%
Family Households	83.5%	79.6%	77.8%
Husband-wife Families	69.5%	61.4%	62.1%
With Related Children	42.7%	37.4%	37.7%
Other Family (No Spouse Present)	13.9%	18.2%	15.6%
Other Family with Male Householder	4.5%	5.1%	4.4%
With Related Children	3.0%	3.5%	3.1%
Other Family with Female Householder	9.5%	13.1%	11.2%
With Related Children	6.7%	9.5%	8.3%
Nonfamily Households	4.4%	4.8%	5.1%
All Households with Children	52.8%	50.9%	49.6%
Multigenerational Households	4.9%	5.1%	4.3%
Unmarried Partner Households	4.9%	6.0%	5.8%
Male-female	4.1%	5.2%	4.9%
Same-sex	0.8%	0.8%	0.9%
<b>2010 Households by Size</b>			
Total	1,006	10,398	28,837
1 Person Household	12.1%	15.6%	17.1%
2 Person Household	28.8%	28.8%	29.1%
3 Person Household	21.0%	20.7%	20.0%
4 Person Household	22.8%	19.5%	19.8%
5 Person Household	9.7%	9.5%	8.9%
6 Person Household	3.7%	3.9%	3.3%
7 + Person Household	1.9%	2.1%	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,006	10,399	28,837
Owner Occupied	86.6%	79.9%	77.1%
Owned with a Mortgage/Loan	77.1%	70.7%	68.3%
Owned Free and Clear	9.4%	9.2%	8.8%
Renter Occupied	13.4%	20.1%	22.9%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	152	159	158
Percent of Income for Mortgage	11.6%	11.4%	11.6%
Wealth Index	120	113	133
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,039	10,882	30,135
Housing Units Inside Urbanized Area	91.0%	95.1%	92.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	9.0%	4.9%	7.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	3,084	31,279	84,476
Population Inside Urbanized Area	91.0%	95.2%	92.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	9.0%	4.8%	7.3%

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



# Market Profile

10804 E. Crystal Falls Parkway Leander TX 78641  
 10804 E. Crystal Falls Parkway Leander TX 78641  
 Rings: 1, 3, 5 mile radii

Latitude: 30.5654  
 Longitude: -97.8197

	1 mile	3 mile	5 mile
<b>Top 3 Tapestry Segments</b>			
1.	Boomburbs (1C)	Up and Coming Families (7A)	Up and Coming Families (7A)
2.	Soccer Moms (4A)	Soccer Moms (4A)	Boomburbs (1C)
3.	Up and Coming Families (7A)	Boomburbs (1C)	Soccer Moms (4A)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,738,718	\$44,993,671	\$141,041,324
Average Spent	\$2,780.39	\$2,608.63	\$2,943.63
Spending Potential Index	130	122	137
Education: Total \$	\$4,522,256	\$33,605,737	\$107,525,671
Average Spent	\$2,191.02	\$1,948.38	\$2,244.14
Spending Potential Index	122	109	125
Entertainment/Recreation: Total \$	\$8,437,127	\$66,131,749	\$206,413,076
Average Spent	\$4,087.76	\$3,834.17	\$4,307.99
Spending Potential Index	126	118	133
Food at Home: Total \$	\$13,477,619	\$107,612,193	\$333,212,870
Average Spent	\$6,529.85	\$6,239.11	\$6,954.39
Spending Potential Index	122	117	130
Food Away from Home: Total \$	\$9,995,552	\$78,402,136	\$245,123,069
Average Spent	\$4,842.81	\$4,545.58	\$5,115.90
Spending Potential Index	128	121	136
Health Care: Total \$	\$14,606,109	\$117,228,266	\$362,098,431
Average Spent	\$7,076.60	\$6,796.63	\$7,557.26
Spending Potential Index	123	118	131
HH Furnishings & Equipment: Total \$	\$5,939,003	\$46,906,666	\$146,401,971
Average Spent	\$2,877.42	\$2,719.54	\$3,055.52
Spending Potential Index	132	124	140
Personal Care Products & Services: Total \$	\$2,491,844	\$19,501,264	\$61,208,356
Average Spent	\$1,207.29	\$1,130.64	\$1,277.46
Spending Potential Index	131	123	139
Shelter: Total \$	\$49,663,870	\$388,659,653	\$1,212,488,707
Average Spent	\$24,061.95	\$22,533.61	\$25,305.52
Spending Potential Index	124	116	131
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,590,751	\$52,205,792	\$161,005,447
Average Spent	\$3,193.19	\$3,026.77	\$3,360.30
Spending Potential Index	136	129	143
Travel: Total \$	\$6,512,551	\$50,008,789	\$156,844,075
Average Spent	\$3,155.31	\$2,899.40	\$3,273.45
Spending Potential Index	131	120	136
Vehicle Maintenance & Repairs: Total \$	\$2,934,013	\$23,620,605	\$72,888,215
Average Spent	\$1,421.52	\$1,369.47	\$1,521.23
Spending Potential Index	123	118	131

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.