



City of
Pflugerville,
Texas

Situation Analysis Report

April 2025

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PFLUGERVILLE
STRATEGIC ACTION
PLAN 2026 - 2030

About the Report

This report was produced as part of the creation of a comprehensive and sustainable 5-year Strategic Action Plan for Pflugerville, Texas.

This situation analysis report includes demographic, livability, and economic data, including a comparison with a group of peer communities. Its purpose is to help inform the strategic planning process that builds on Pflugerville's current success and incorporates new actions to maintain this success over the next 5 years

These reports and the associated data analysis are available on the project portal:
<https://lab2.future-iq.com/pflugerville-sap/>





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Key Findings



Pflugerville has grown 60% since 2010, but the share of children has fallen while residents 65+ have nearly doubled, signalling a future rise in health-care and age-friendly mobility needs.



Four in ten adults hold a bachelor's or higher, well above state norms, positioning the city to attract knowledge industries if suitable jobs can be created locally.



71% of homes are owner-occupied, and vacancies sit at just 3.8%; limited rental and starter-home stock constrain options for young professionals and lower-income households.



Home values have jumped 122% since 2010 while incomes rose only 53%, driving the income-to-value ratio down from 29% to 23% and threatening future home-ownership rates.



Nearly 68% of residents drive alone to work and spend 27 minutes each way (among the longest in the cohort), thereby adding hidden transportation costs that now equal 18 % of household income.



In terms of school infrastructure, the district operates ample facilities and graduates 95% of students, yet only half meet state reading standards and just 37% master math, highlighting the need for targeted academic support.



Concerning labor force, participation is region-leading at 76%, yet unemployment tops the peer group at 5.2%, indicating that qualified residents are struggling to find jobs that match their skills inside city limits.



Broadband reaches 97% of households, enabling remote work for 22% of commuters, but about 900 homes remain offline, hence, there might be a need for connectivity and digital-skills initiatives.



Pflugerville has the lowest crime count among its peer cities, and the typical household pays a mid-level property-tax bill of about \$6,445. However, home values are climbing. If the city does not act, that rise could push taxes higher and strain fixed-income residents and first-time homeowners.

1.1 | Community Snapshot

Pflugerville’s population grew fast—from about 47,000 people in 2010 to roughly 75,000 in 2023, **a jump of about 60%** in thirteen years. The city’s median age is **37.2 years**, so many adults are in their **prime working** and family-raising stages.

About **69%** of residents are employed, and **76%** are in the labor force. The typical household earns a median income of **\$112,656 a year**, and only **5.6%** of residents live below the poverty line.

The median home value is **\$354,900**, and **71.2%** of households own their homes. Most local jobs fall into **higher-skill categories**. Common occupations include management, business, science, and arts roles, along with professional, scientific, and management services.

Demographic and Socio-economic Summary

Population (2010)	46,936
Population (2023)	75,000**
Median Age	37.2 Years
Employment Rate	69.4%
Labor Participation Rate	76%
Median Household Income	\$112,656
Median Home Value	\$354,900
Population Below Poverty Line	5.6%
Home Ownership Rate	71.2%
Major Occupations	Management, business, science and arts Sales and office
Major Industries	Educational services, and health care and social assistance Professional, scientific, and management, and administrative and waste management services

** Population information from local government office
Sources: (2023) ACS 5-Year Estimates Data Profiles, 2010 Decennial Census, Local Government Data

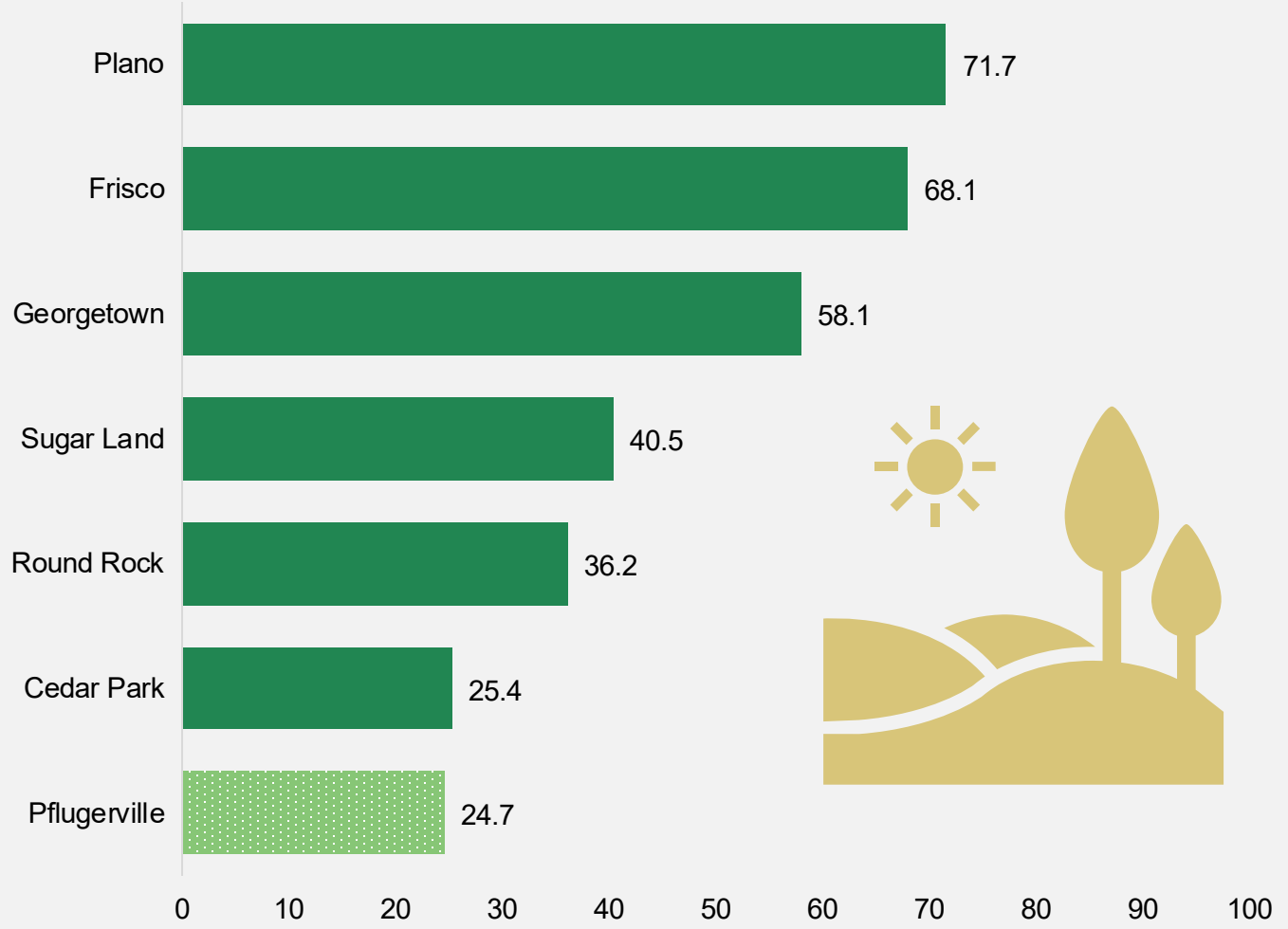
2.1 | Land Size

Among the seven peer cities, Pflugerville has the **smallest land area** at 24.7 square miles.

Cedar Park is the next-smallest at 25.4 square miles, only about 0.7 square miles larger, while Round Rock, often viewed as Pflugerville’s closest neighbour, covers 36.2 square miles, roughly 46% more land than Pflugerville.

Size increases sharply after that. Sugar Land spans 40.5 square miles, Georgetown 58.1, and the two largest, Frisco (68.1) and Plano (71.7), occupy almost triple the land area that Pflugerville does.

Land Size Comparison – Pflugerville, TX vs. Peer Cities



Sources: (2023) ACS 5-Year Estimates Data Profiles

2.2 | Age

Between 2010 and 2023, Pflugerville’s age profile shifted noticeably upward. Children aged 0–14 dropped from **27.5%** of residents in 2010 to **19.2%** in 2023, and young adults aged 20–24 slipped from **5.8%** to **4.1%**.

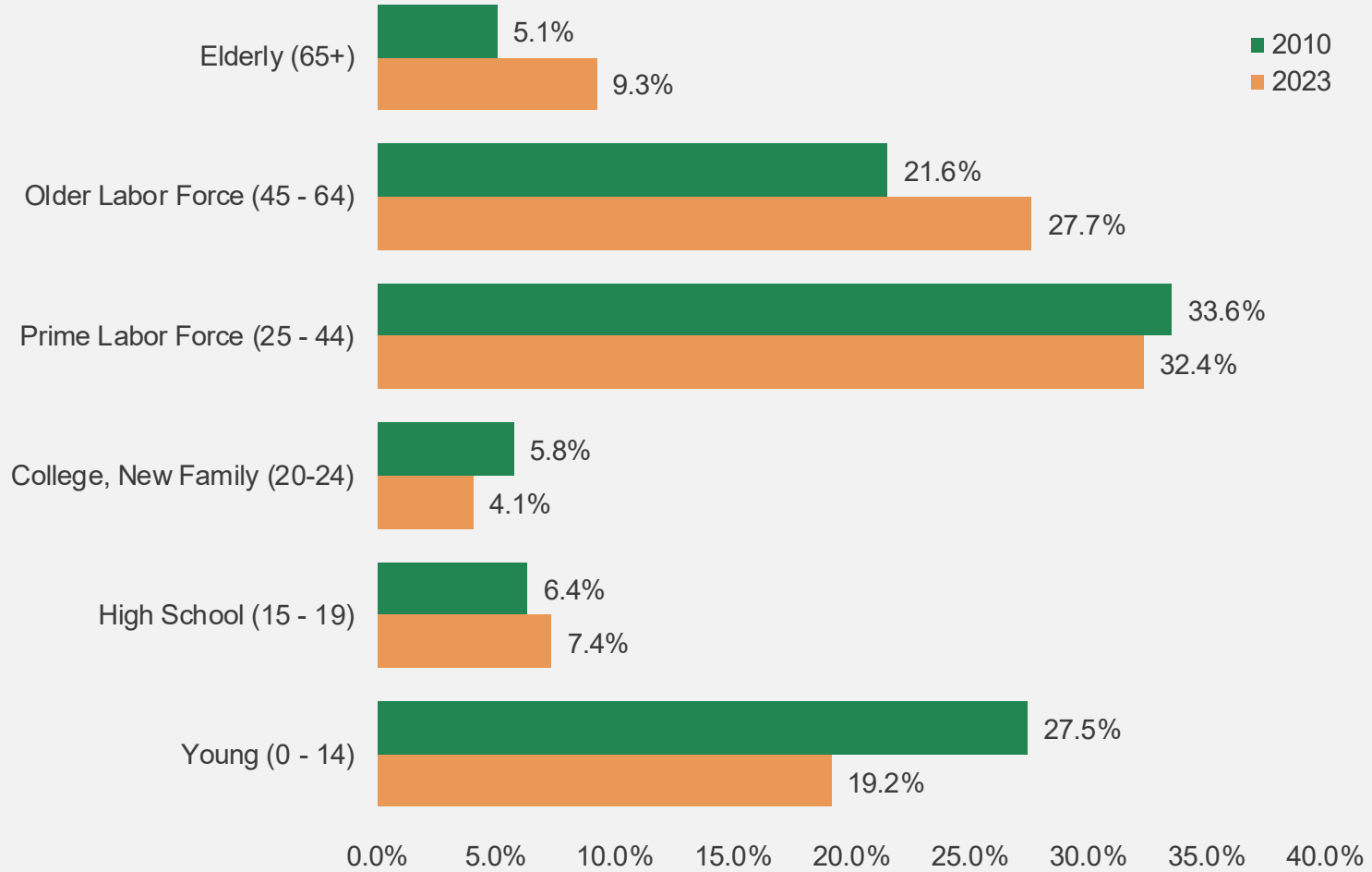
At the same time, mid-life and senior groups grew. People aged 45–64 climbed from **21.6%** to **27.7%**, while those 65 and older almost doubled from **5.1%** to **9.3%**. The prime working-age bracket of 25–44 remained the city’s largest cohort but edged down from **33.6%** to **32.4%**.

Overall, the figures show fewer young families and a larger share of middle-aged and older adults, signaling an aging community whose workforce is maturing in place.



Pflugerville’s population is shifting upward in age. Growth is strongest among residents 45 + and 65 +. At the same time, the share of children has fallen sharply, and the 20-24 group has thinned.

Age Composition of Residents in Pflugerville (2010 vs. 2023)



Sources: 2010 Decennial Census, (2023) ACS 5-Year Estimates Data Profiles

2.3 | Age & Sex Pyramid

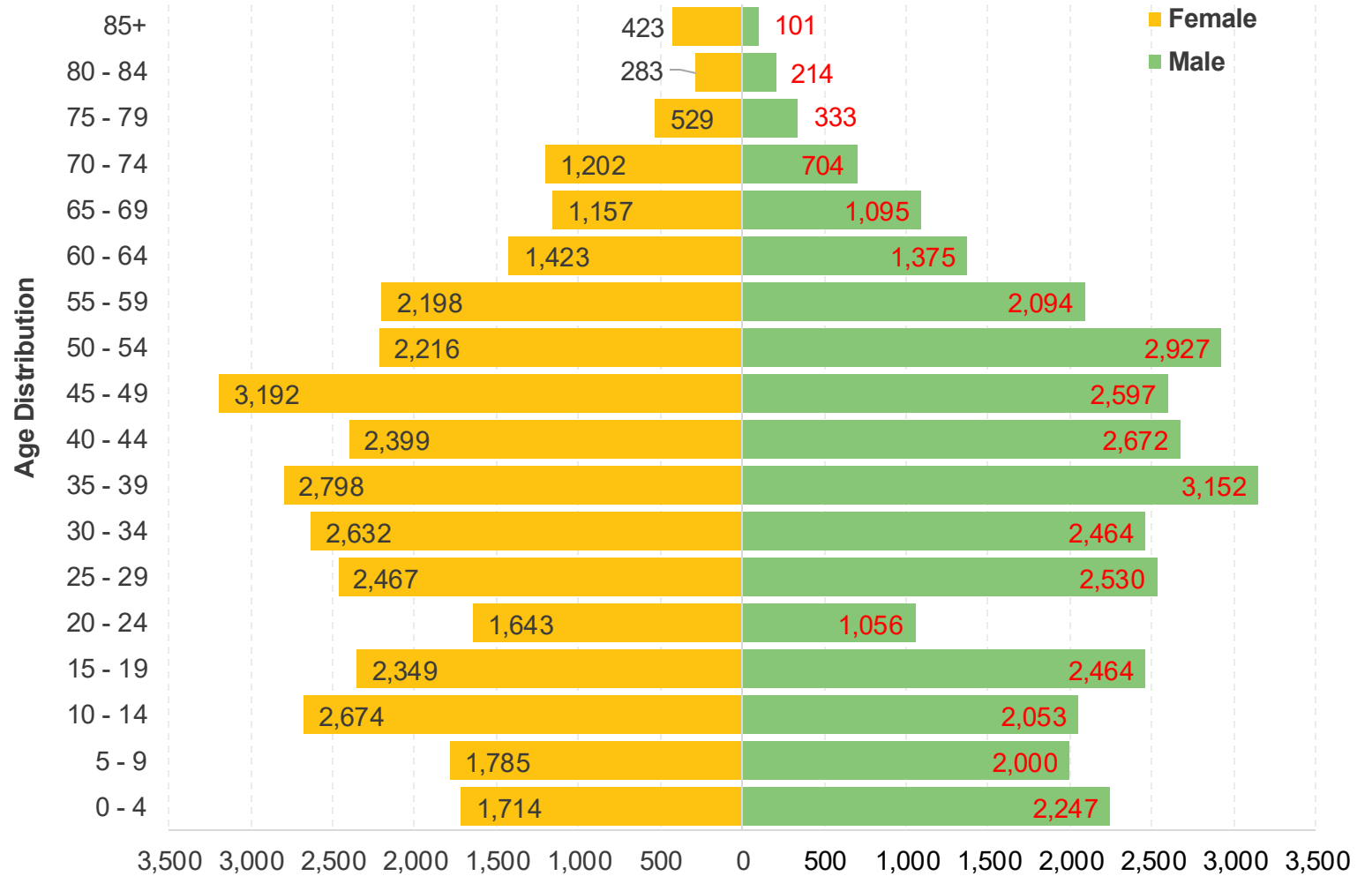
The pyramid is widest between ages 35 – 39 band, followed by the 45 - 49 band (about 3,192 females and 2,597 males). This shows that Pflugerville’s population is anchored by adults in their prime working and child-rearing years.

Cohorts age 30-34 and 40-44 are only slightly smaller, so the city has a solid pipeline of workers moving into and through mid-career.

Numbers reduced noticeably after age 59 and drop steeply above 74. Residents aged 65-plus form only a thin top to the pyramid (fewer than 2,500 people in total).

The sex balance is close to even through most of the pyramid, though a few age groups stand out: women outnumber men in the 45-49 band, while men slightly outnumber women in the 25-34 range. From age 80 upward, women predominate, reflecting longer female life expectancy.

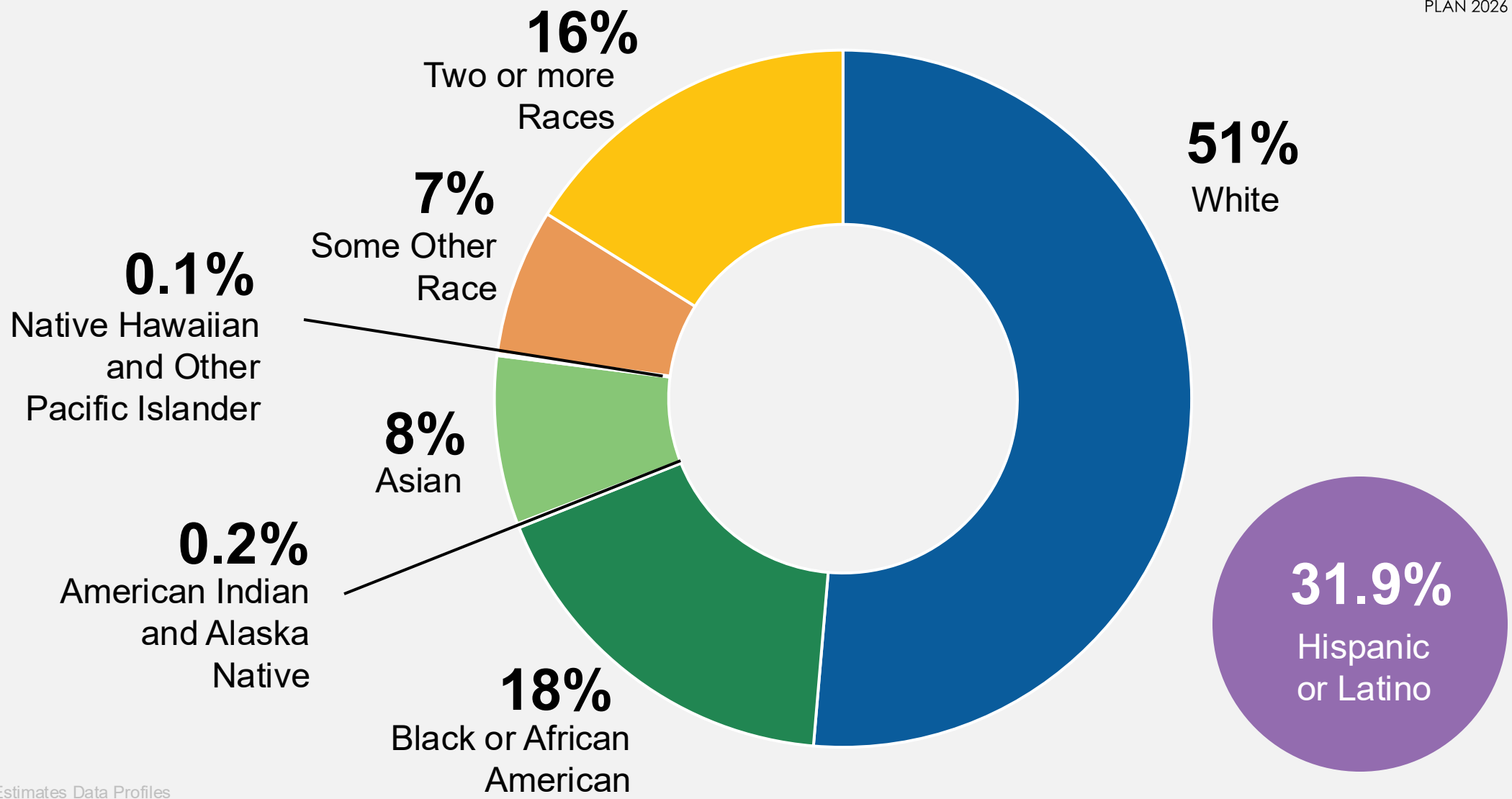
Age and Sex Pyramid for Pflugerville, Texas (2023)



Sources: (2023) ACS 5-Year Estimates Data Profiles

2.4 | Racial Distribution

Distribution of Racial Ethnicities in Pflugerville, Texas (2023)



Sources: (2023) ACS 5-Year Estimates Data Profiles



2.5 | Median Household Income

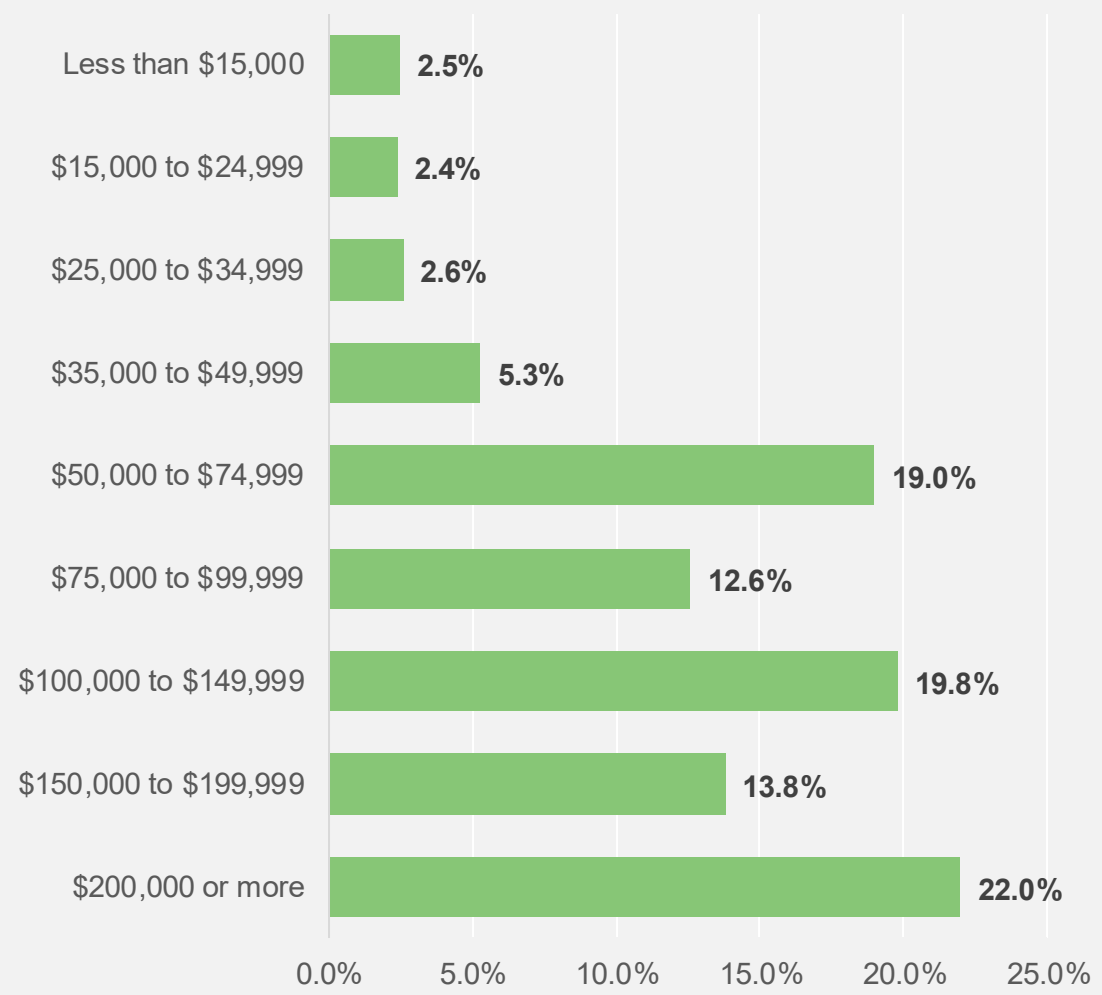
Most Pflugerville households are well-off: more than half (about **54%**) bring in **\$100,000 or more** each year, including a sizable **22%** earning **\$200,000 or above**.

Another **20%** fall in the **\$100,000–\$149,999** band, and roughly **14%** earn **\$150,000–\$199,999**.

Middle-income families are still common; around **32%** of households make **\$50,000–\$99,999**, with the **\$50,000–\$74,999** bracket alone accounting for **19%**. Only about **13%** of residents live on less than **\$50,000**, and just **2.5%** are below **\$15,000**.

Taken together, these numbers produce a median household income of **\$112,656**, placing Pflugerville ahead of Georgetown (\$91,857) and Plano (\$108,649) but behind Cedar Park (\$123,972), Round Rock (\$125,545), Sugar Land (\$137,511), and Frisco (\$146,158).

Household Income in Pflugerville (2023)



Median Income

Georgetown, TX
\$91,857

Plano, TX
\$108,649

Pflugerville, TX
\$112,656

Cedar Park, TX
\$123,972

Round Rock, TX
\$125,545

Sugar Land, TX
\$137,511

Frisco, TX
\$146,158

Sources: (2023) ACS 5-Year Estimates Data Profiles

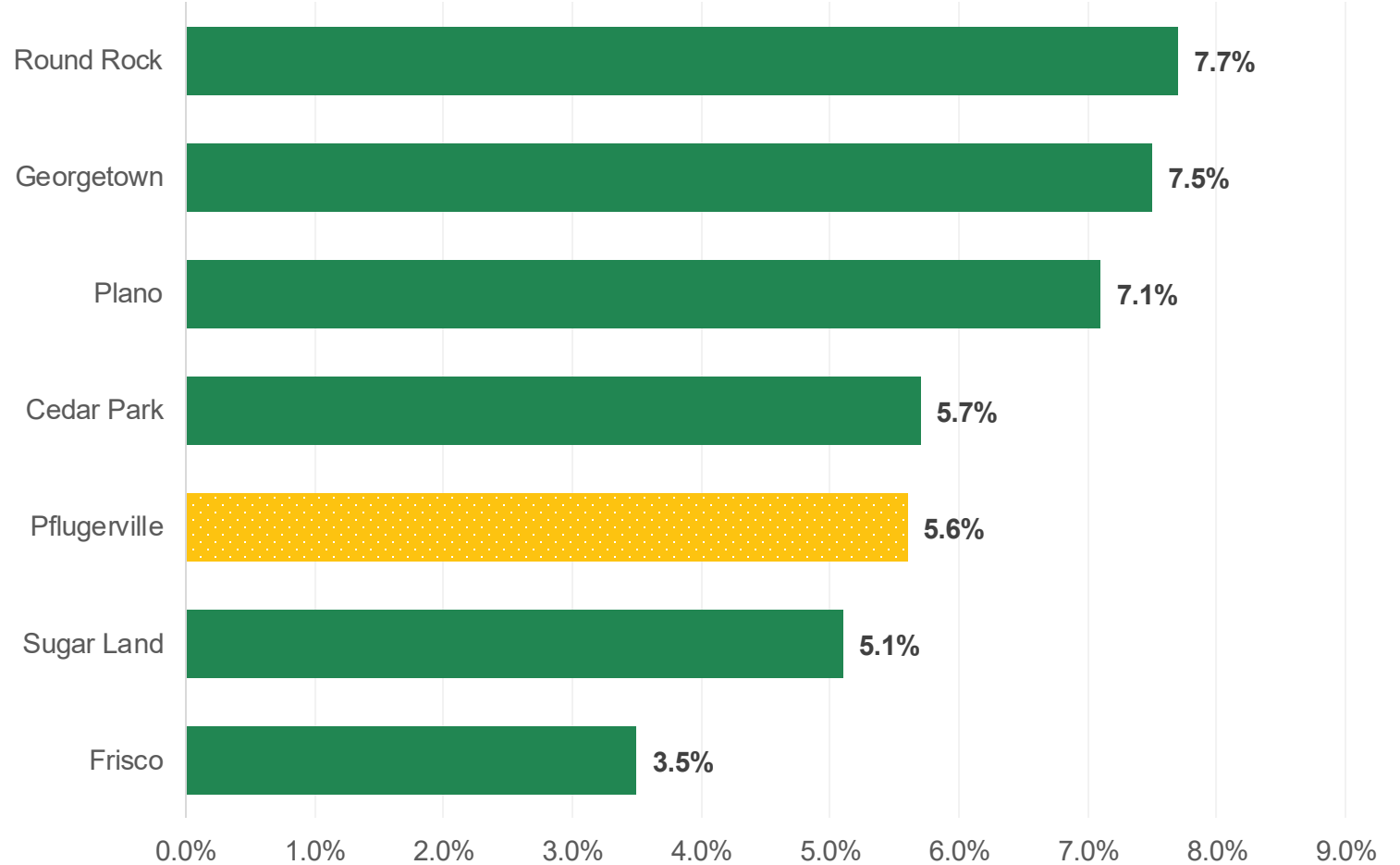
2.6 | Poverty Levels

In 2023, about **5.6%** of Pflugerville residents lived below the federal poverty line—roughly one person in eighteen.

This share is lower than that of Round Rock (**7.7%**), Georgetown (**7.5%**) and Plano (**7.1%**), and almost identical to nearby Cedar Park (**5.7%**). Sugar Land’s rate is slightly lower at **5.1%**, while Frisco records the lowest poverty level among the peer cities at **3.5%**.

With a 2023 population of ~75,000, Pflugerville’s 5.6 % translates to about **4,200 people** needing assistance. Overall, Pflugerville sits in the lower-poverty tier of the comparison group, closer to the more affluent suburbs.

Population of Residents Below Poverty Level (2023) in Pflugerville, TX vs. Peer Cities



Sources: (2023) ACS 5-Year Estimates Data Profiles



2.7 | At-Risk Population

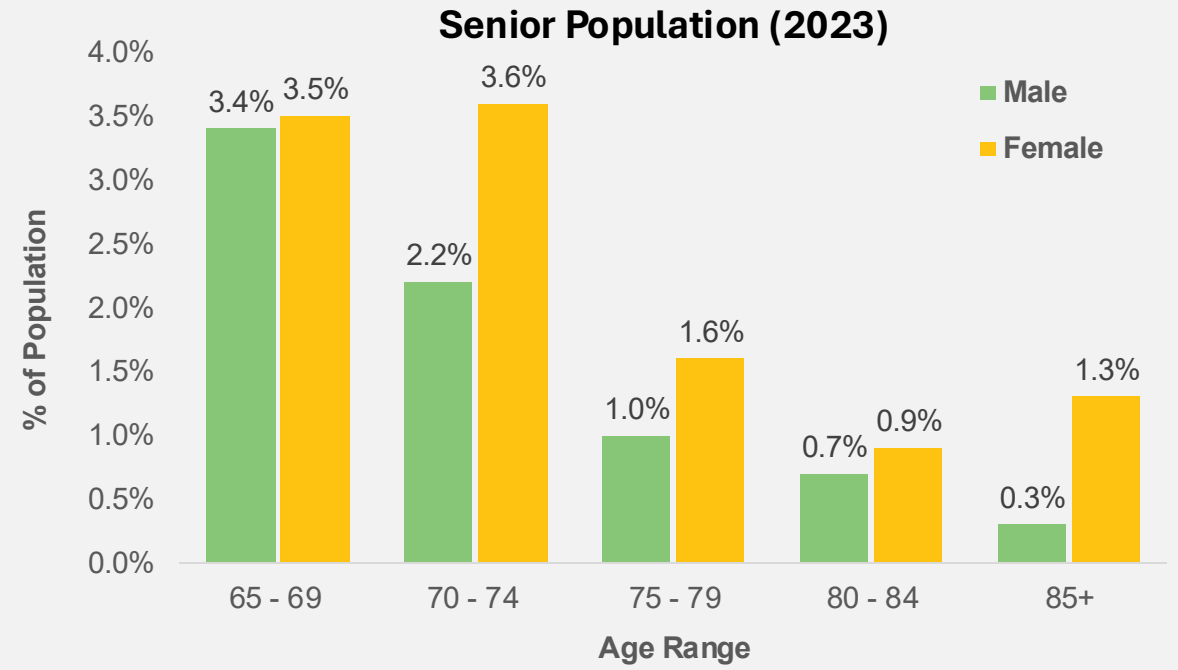
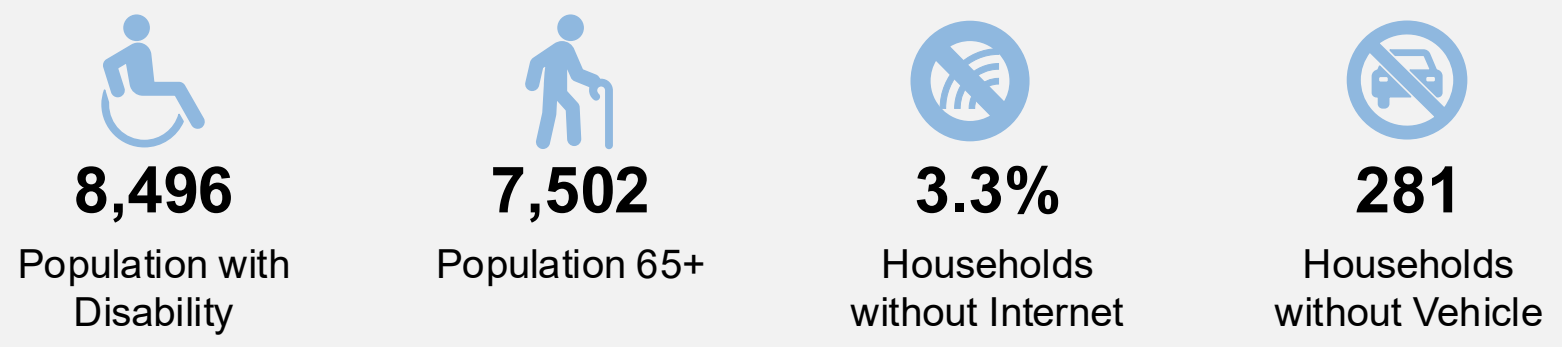
About one in eight Pflugerville residents is in a vulnerable situation. Roughly **11%** (8,496 people) live with a disability, and **10%** (7,502 residents) are aged 65 or older, with women increasingly outnumbering men in each successive senior age group. By age 85+, women outnumber men more than four to one.

Economic risk affects a smaller share. **5.6%** of households (3,192) live below the poverty line, yet only a quarter of those (781 households) receive SNAP benefits.

Digital and mobility gaps, while less widespread, still matter: **3.3%** of households lack internet service, and 281 households have no vehicle, potentially compounding isolation for low-income residents, seniors, and people with disabilities.

Sources: (2023) ACS 1&5-Year Estimates Data Profiles

At – Risk Population in Pflugerville, Texas (2023)





2.8 | Educational Attainment

In 2023, Pflugerville’s adults are generally well educated. About **41%** hold a four-year degree or higher—**28.6%** have a bachelor’s and **12.7%** have a graduate or professional credential.

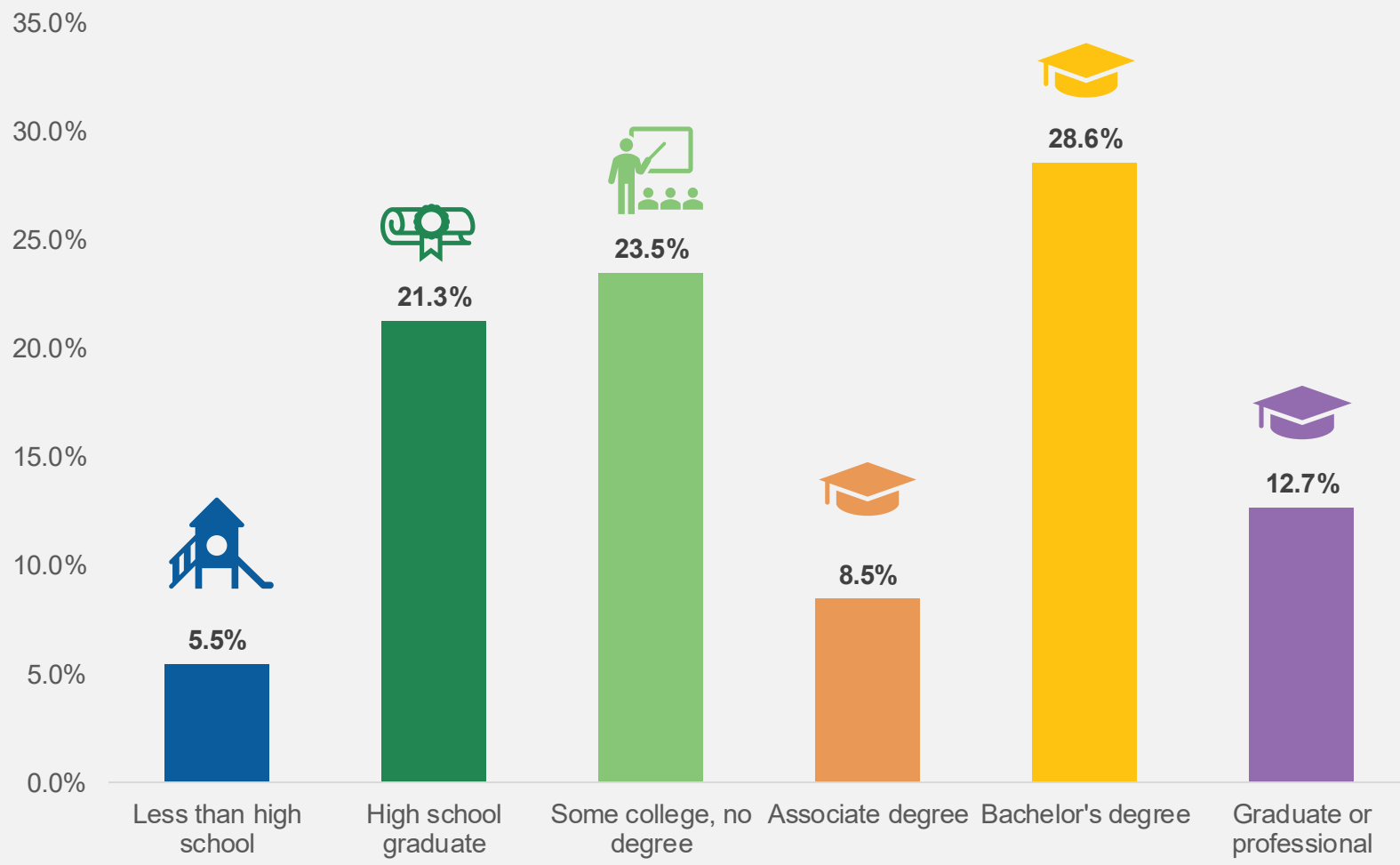
Another **23.5%** started college but did not finish, while **8.5%** earned an associate degree. Roughly one in five residents (**21.3%**) ended their schooling with a high-school diploma, and only **5.5%** lack a high-school credential.

Altogether, nearly **70%** of adults have at least some college experience, showcasing Pflugerville’s status as a highly educated community.



Pflugerville is a highly educated community. More than two-thirds (70.3%) of Pflugerville adults (25+) have at least some college experience.

Pflugerville Educational Attainment (%) of persons aged 25+ (2023)



Sources: (2023) ACS 5-Year Estimates Data Profiles



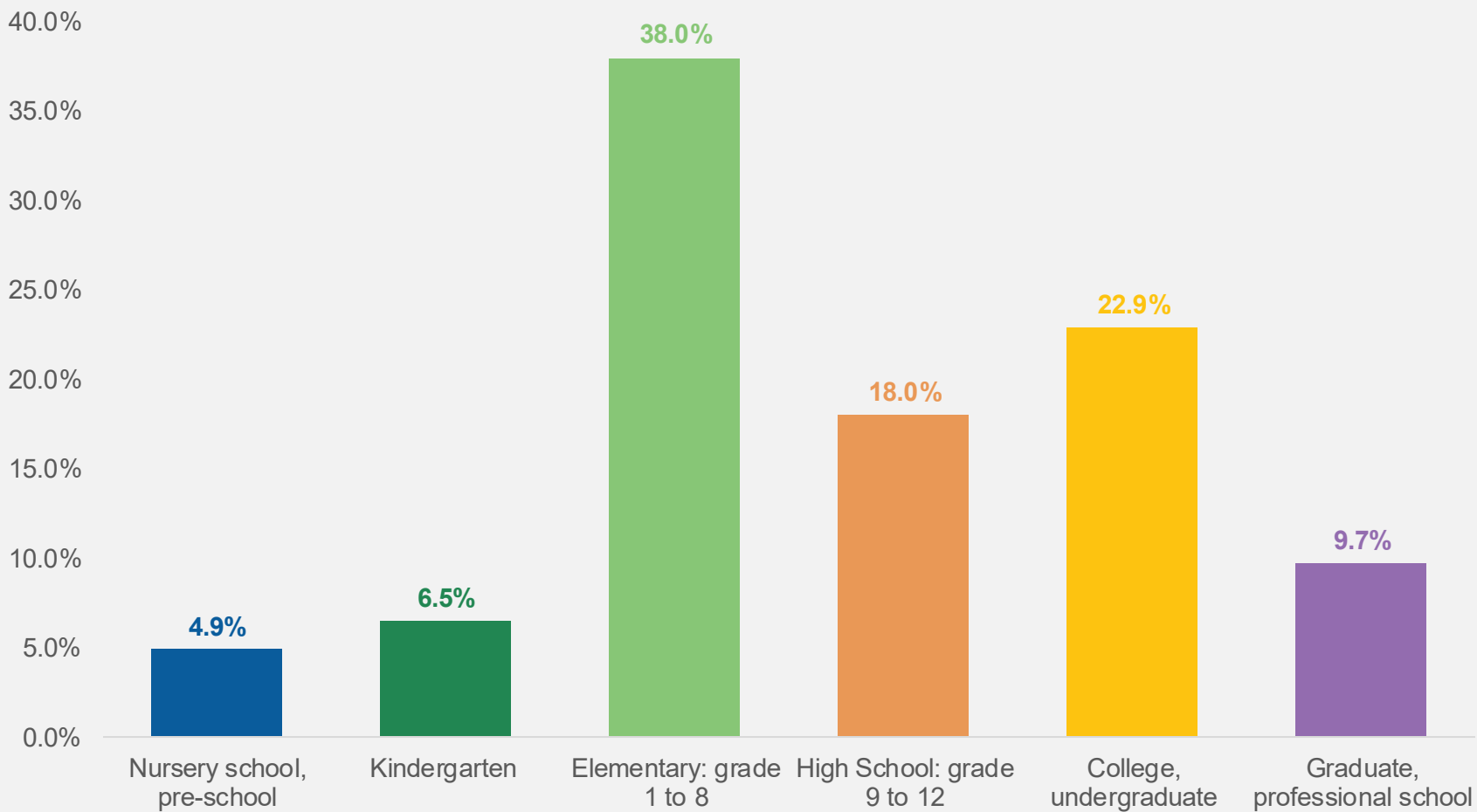
2.9 | School Enrollments

School enrollment in Pflugerville is heavily concentrated in the elementary years. **38%** of students aged three and older are in grades 1–8, making this the district’s largest group by far.

At the other end of the pipeline, post-secondary education is also well represented, with undergraduates accounting for **22.9%** of learners and graduate or professional students another **9.7%**, so nearly one-third (**32.6%**) of all enrollees are pursuing college degrees.

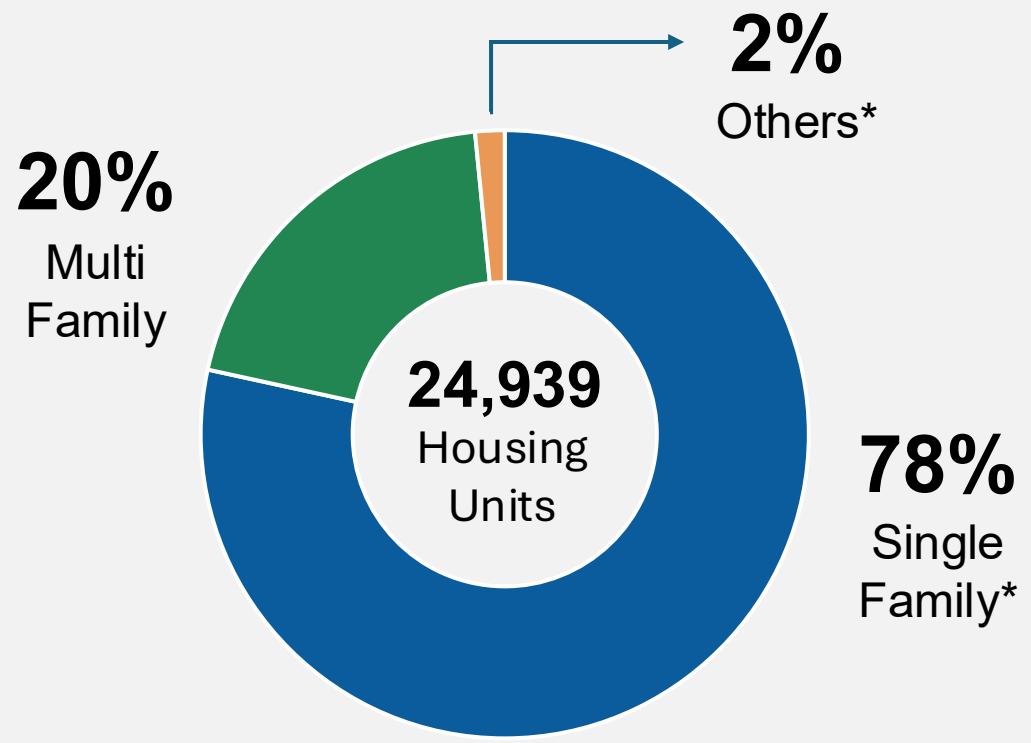
High-schoolers (grades 9–12) comprise a more modest **18%**, roughly half the size of the elementary cohort. Early-childhood participation is comparatively low, showing that just **4.9%** of students are in nursery or preschool and **6.5%** in kindergarten.

Proportion of Residents (aged 3 and above) Enrolled in School in Pflugerville, Texas (2023)



Sources: (2023) ACS 5-Year Estimates Data Profiles

3.1 | Stock Diversity (Single Vs Multi-Household)

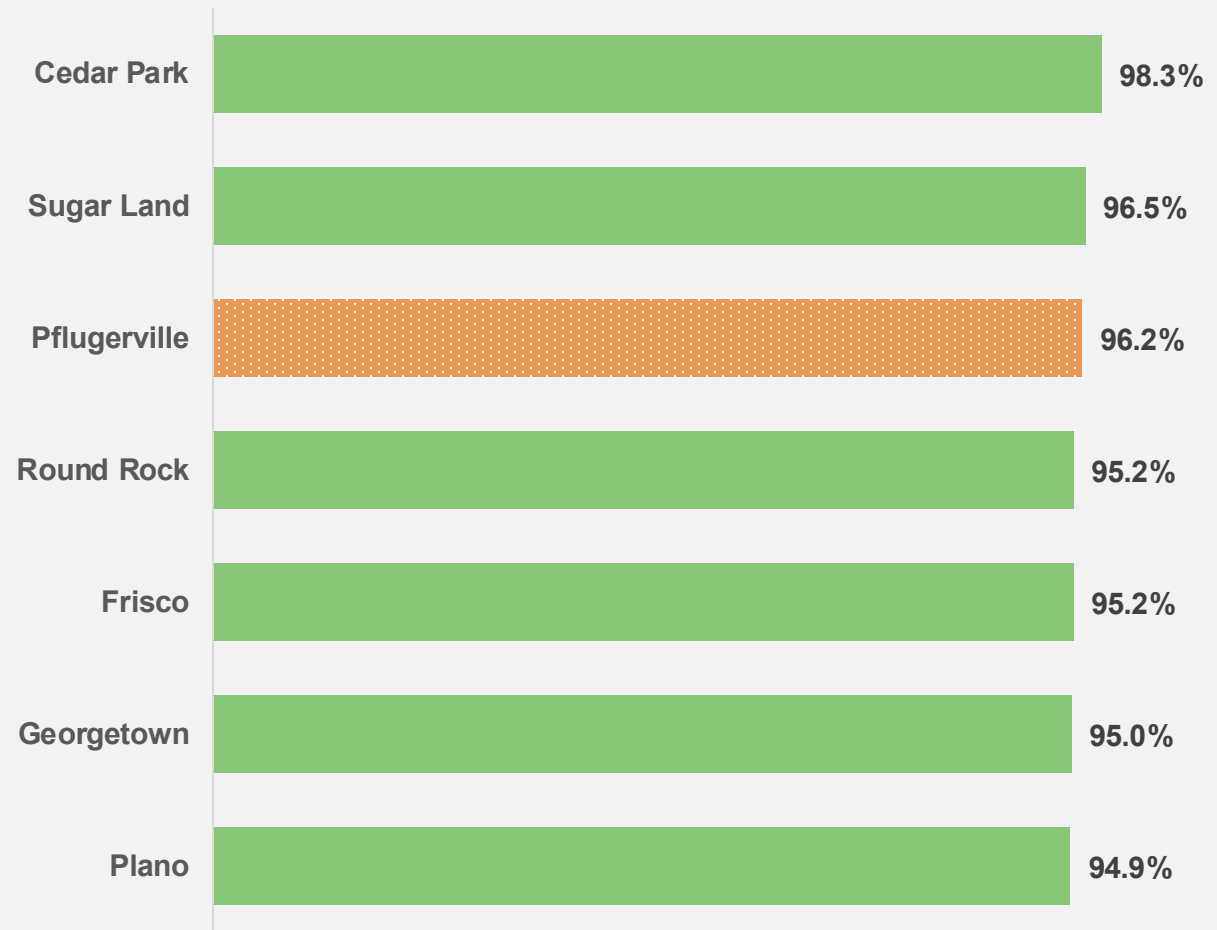


Because nearly all of Pflugerville’s homes are single-family, the city has few smaller, denser, and typically cheaper options.



*Single-Family includes detached and attached housing types. Other housing types include manufactured housing (mobile homes, boats, RVs, Vans etc.)

Proportion of Occupied Housing Units in Pflugerville, TX vs. Peer Cities (2023)



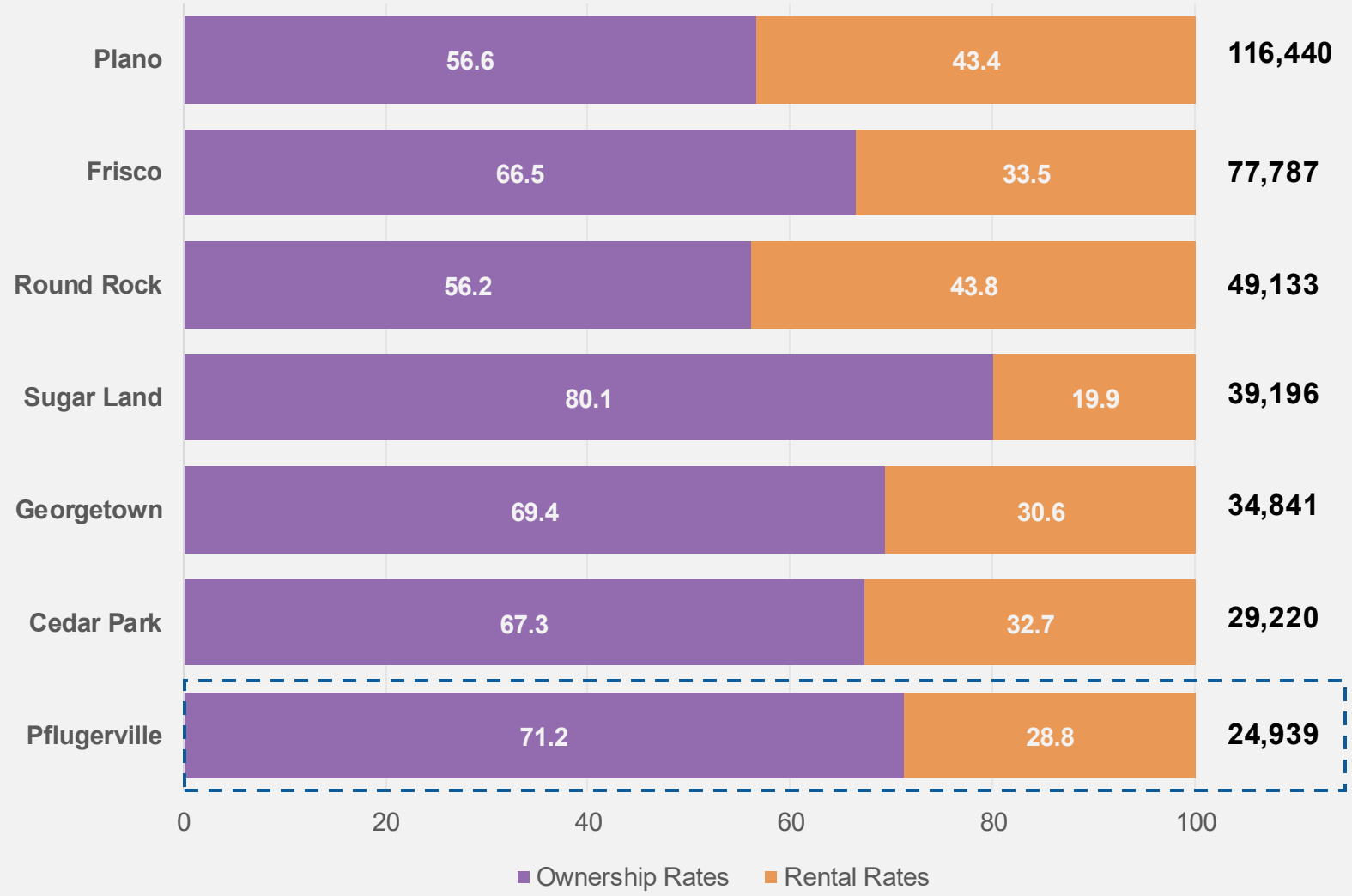
Sources: (2023) ACS 5-Year Estimates Data Profiles

3.2 | Tenure

Pflugerville is overwhelmingly an owner-occupied city. **71%** of its 24,939 housing units are owned by their occupants, second only to Sugar Land’s **80%** among the peer cities. That leaves only **28.8%**—about **7,200** units—available for rent, a far slimmer leasing pool than in Plano or Round Rock, where roughly **44%** of homes are rentals.

Across the peer cities, tenure falls into three clear tiers: high-ownership (Sugar Land and Pflugerville), mid-ownership (Georgetown, Cedar Park, Frisco at about **67–69%**), and balanced markets (Plano and Round Rock near **56%** owners).

Share (%) of Owner Versus Rental Occupied Housing Units in Pflugerville Vs. Peer Cities (2023)



Sources: (2023) ACS 5-Year Estimates Data Profiles

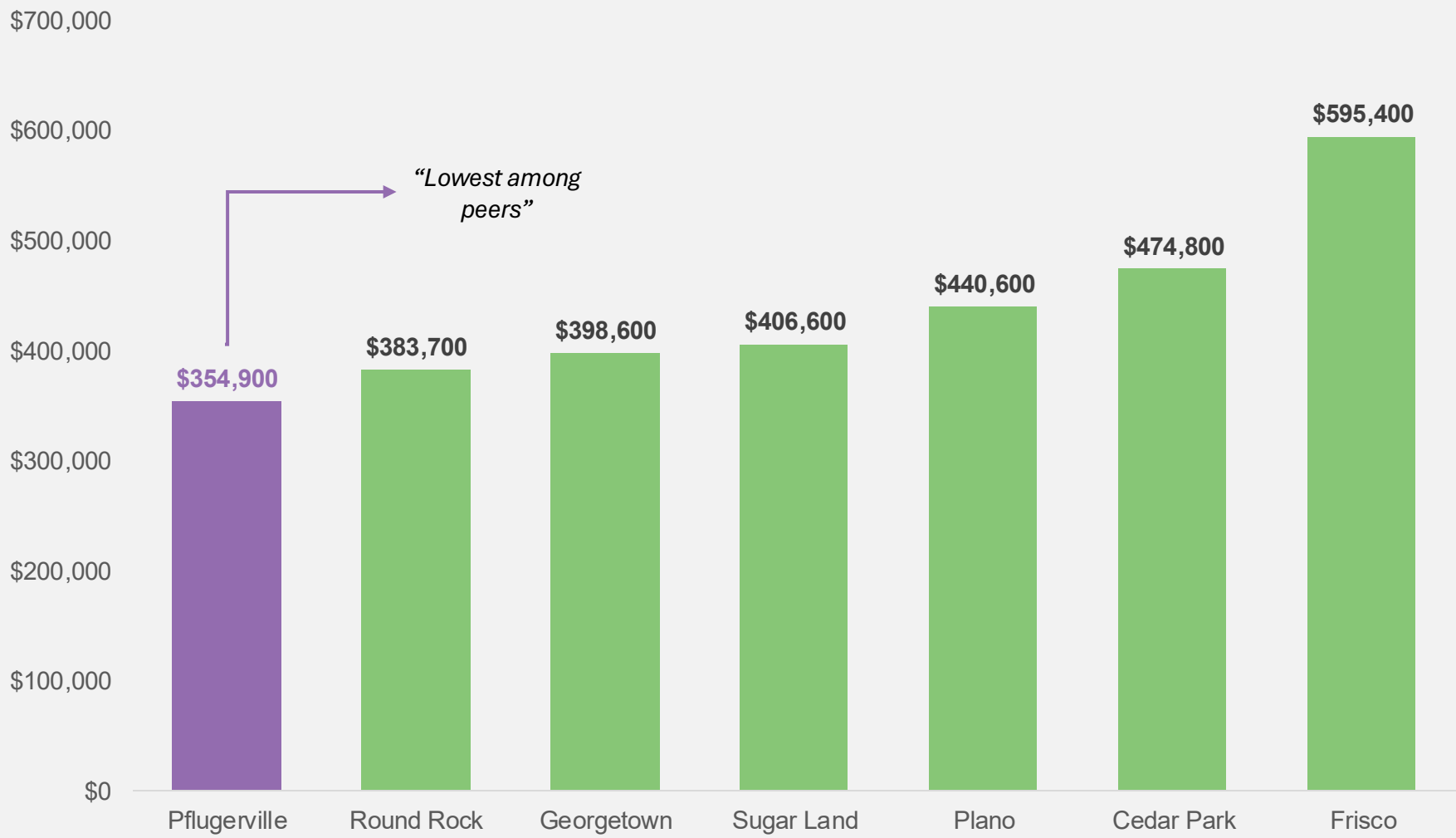


3.3 | Housing Value

At a 2023 median price of **\$354,900**, Pflugerville remains the least-expensive housing market among its peers, sitting roughly **\$30,000** below Round Rock, **\$50,000** below Georgetown, and a full **\$240,000** below high-priced Frisco.

Home values across the group now sort into three tiers: an entry tier under **\$400,000** (Pflugerville, Round Rock, and Georgetown), a mid tier between **\$400,000 – \$475,000** (Sugar Land, Plano, and Cedar Park), and a premium tier above **\$550,000** dominated by Frisco, whose **\$595,400** median is **68%** higher than Pflugerville's.

Median Property Value for Housing in Pflugerville vs. Peer Cities (2023)



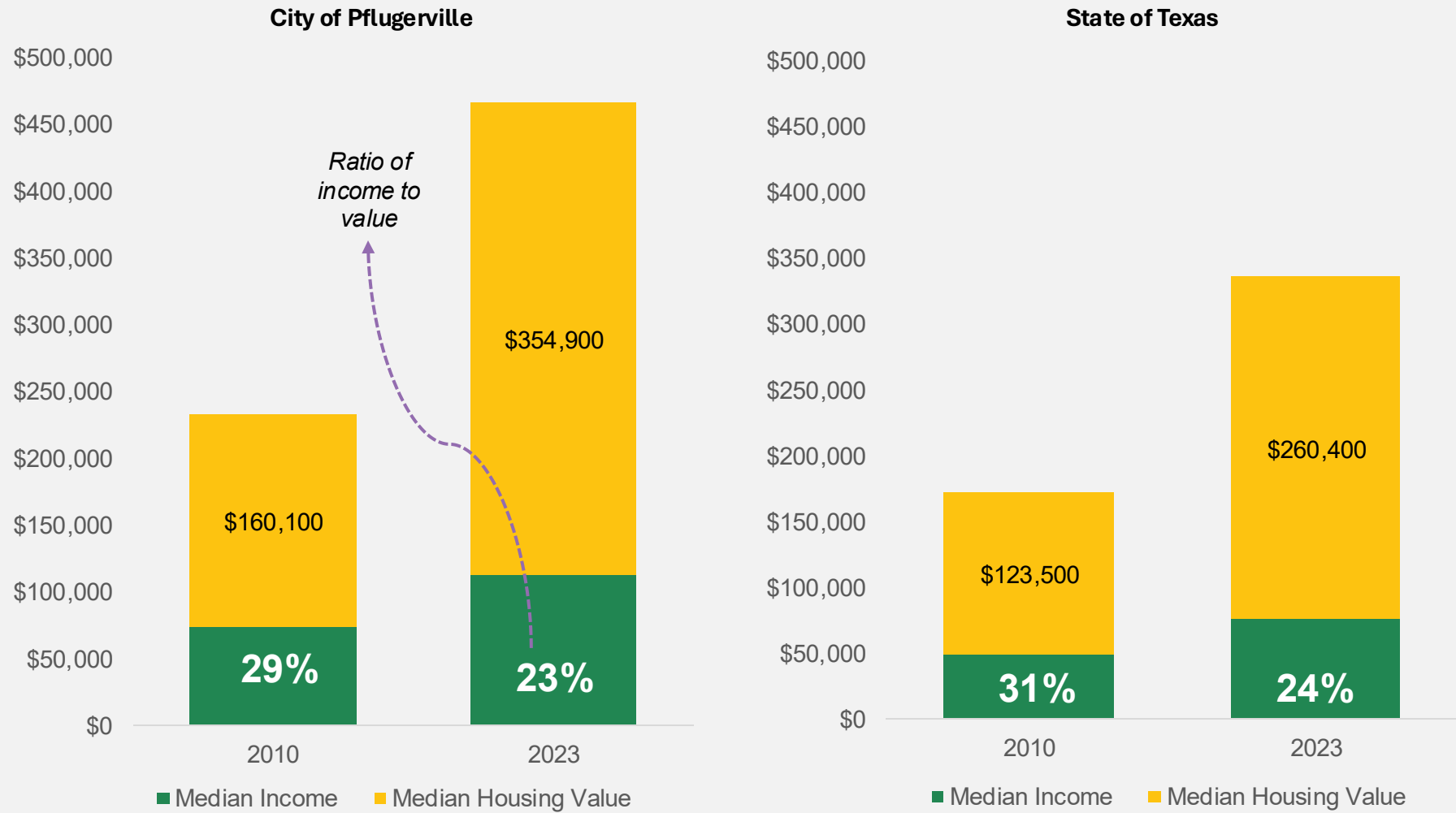
Sources: (2023) ACS 5-Year Estimates Data Profiles

3.4 | Housing Affordability

Between 2010 and 2023, home prices in Pflugerville rose far faster than household income. Median value climbed from roughly **\$160K** to about **\$354K**—a **122%** jump—while median income grew from roughly **\$73K** to **\$112K** (about **53%**). Because prices outran pay checks, the city’s income-to-value ratio slipped from **29% to 23%**.

The statewide pattern is similar. Texas moved from **31% to 24%** as values doubled and incomes rose roughly 54%. In both cases, housing has become markedly less affordable, indicating slightly tighter local affordability in Pflugerville than the Texas average.

Ratio of Median Income to Property Value for Pflugerville and Texas



Sources: (2023) ACS 5-Year Estimates Data Profiles

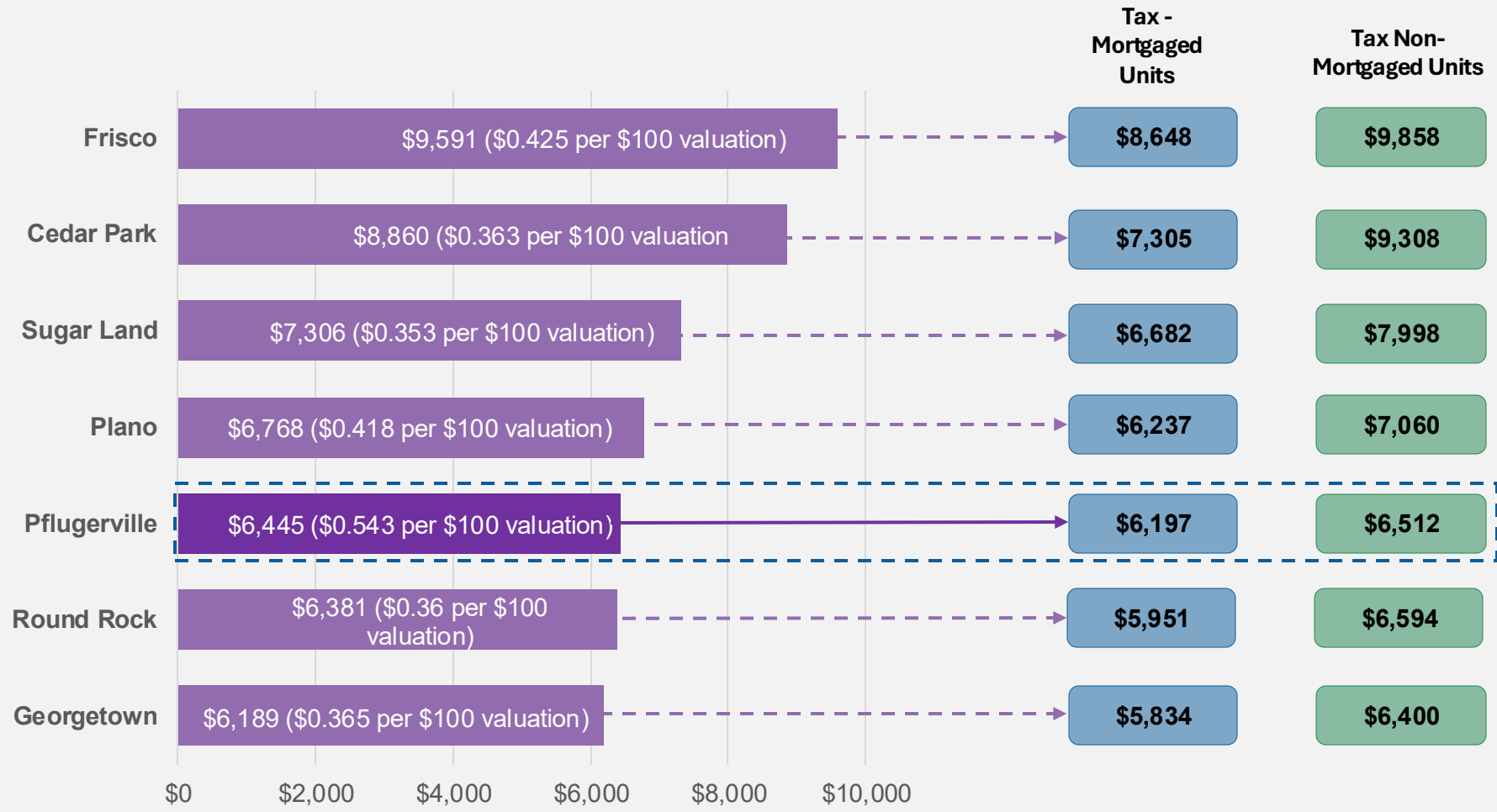
3.5 | Property Tax

Pflugerville’s median property-tax bill of **\$6,445** places the city around the middle of its seven-city peer group—roughly **\$3,100** below high-priced Frisco (**\$9,591**) yet just about **\$60–\$300** higher than nearby Round Rock (**\$6,381**) and Georgetown (**\$6,189**).

What stands out is the **tax rate**: Pflugerville charges **\$0.543 for every \$100 of home value**, the highest rate among the cities compared. Other towns with bigger bills use lower rates (e.g., **Cedar Park \$0.363**, **Sugar Land \$0.353**) because their homes are worth more.

Pflugerville’s tax bills stay moderate, not because the rate is low, but because local property values are lower.

Property Taxes (as well as budgeted property tax) Paid in Pflugerville, TX vs. Peer Cities (2023)



PFLUGERVILLE STRATEGIC ACTION PLAN 2026 - 2030

Sources: (2023) ACS 5-Year Estimates Data Profiles; Cohort cities websites

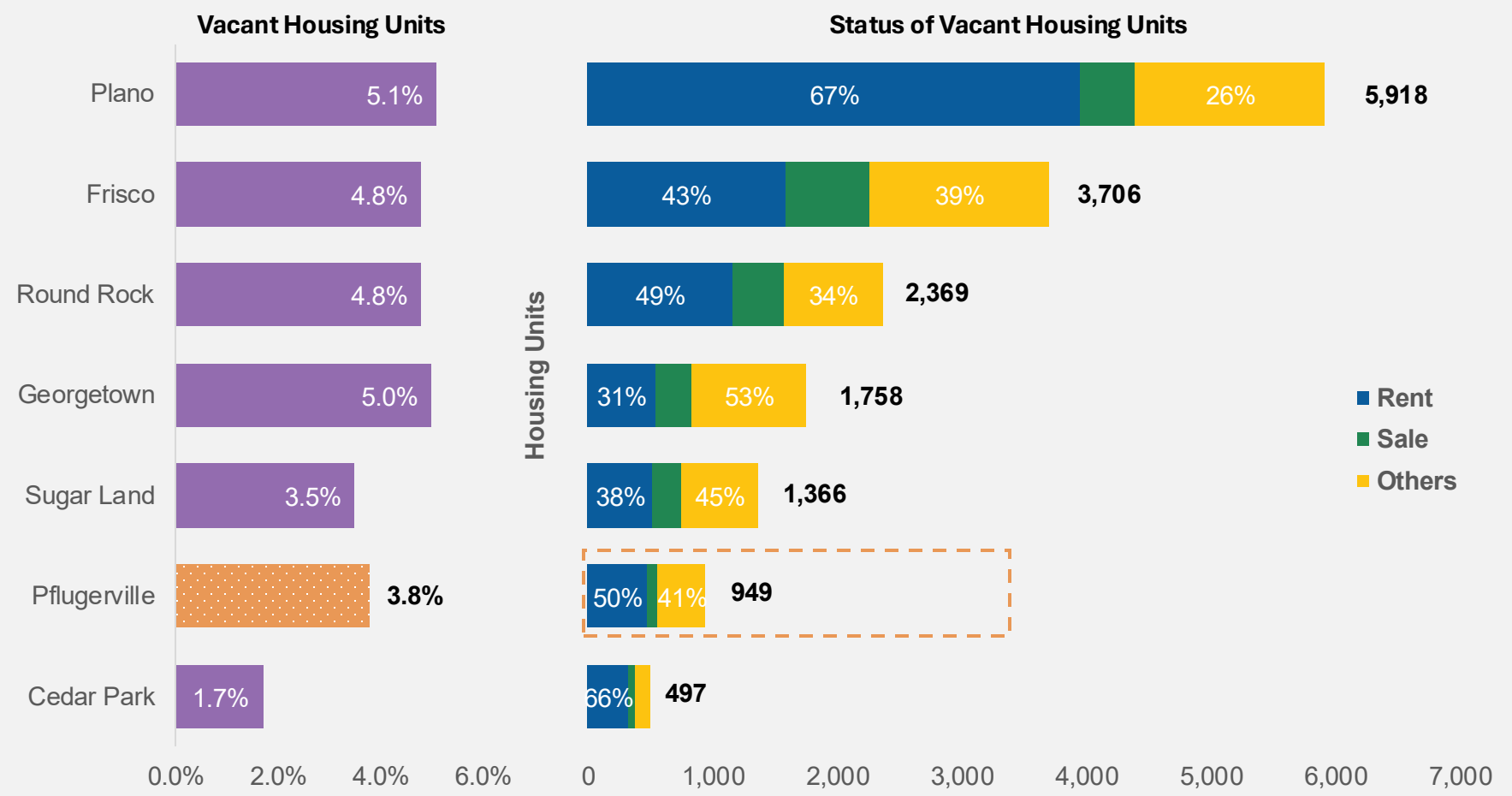
3.6 | Vacancy Rates

Pflugerville’s housing market shows a moderate vacancy rate of **3.8%**, lower than the peer-city average of about **4.7%** yet well above the ultra-tight **1.7%** in Cedar Park. Because Pflugerville’s overall housing stock is smaller, that percentage represents only **949 vacant units**, one of the smallest among the seven cities.

The vacancies are evenly divided—roughly **50%** are homes for rent and **41%** are for sale, leaving just **9%** in seasonal or other categories.

Cohort-wide, vacancy rates fall into three bands: higher in Plano (**5.1%**) and Georgetown (**5.0%**), mid-range in Frisco, Round Rock, Sugar Land, and Pflugerville (**3.5%–4.8%**), and extremely low in Cedar Park.

Proportion and Status of Vacant Properties in Pflugerville, TX vs. Peer Cities (2023)



Sources: (2023) ACS 5-Year Estimates Data Profiles


4.1.1 | Livability

The AARP Livability Index



Housing

AARP’s housing indicators evaluate **physical accessibility** (zero-step entrances), **diversity** (multi-family share), **affordability** (monthly costs, cost-burden), and **support** (subsidized units per 10k) while also crediting state and local policies.



Engagement

The AARP Livability Index’s engagement metrics cover broadband availability, civic-organization density, voting rates, social involvement, and cultural venue access, while policy credits strong voter-participation laws, and local human rights or LGBTQ+ non-discrimination protections.



Opportunity

AARP’s opportunity indicators gauge economic equity (Gini), job availability (jobs per worker), education (high school graduation rates), and age diversity; they credit fiscal and labor measures like AAA bond ratings, local minimum wages above the federal floor, and expanded FMLA benefits.



Environment

AARP’s environment indicators **assess drinking-water safety** (health-based violation rates), **air quality** (annual unhealthy days, near-roadway exposure), and industrial pollution toxicity using EPA risk-screening data.



Neighborhood

AARP’s neighborhood indicators assess **access to essential destinations** (grocery stores, markets, parks, libraries within half a mile; jobs reachable via 45-minute transit or auto commute), **mixed-use vibrancy** (destination diversity, activity density), **personal safety** (crime rate), **neighborhood health** (vacancy rate), and credit transit-oriented development policies.



Transportation

AARP’s transportation indicators assess transit frequency, ADA-accessible vehicles and stations, walkability, traffic congestion, household transport costs, speed limits, and fatal crash rates to gauge convenience, affordability, and safety. They also credit state and local policies: Complete Streets, human-services coordination, and volunteer-driver protections that foster inclusive, efficient mobility at neighborhood and metro scales.



Health

The AARP Livability Index’s health indicators integrate individual behaviors, access, quality, adult smoking and obesity rates; county-level access to exercise opportunities; primary care availability; preventable hospitalization rates; Medicare hospital patient satisfaction; and credits state and local smoke-free laws.

Sources: AARP Livability Index, 2024

4.1.2 | Livability

Livability Index in Pflugerville, TX vs. Peer Cities (2023)

Pflugerville’s overall **Livability Index is 47**, below the U.S. median city (50) and the weakest among its peers (range 53–57).

Environment is the glaring outlier. Pflugerville scores less than half the peer average, indicating air-quality concerns, limited efficiency programs, or hazard-mitigation gaps.

Transportation is the next-weakest area, echoing earlier findings of car dependence and minimal transit.

In contrast, residents benefit from strong **health behaviors**, solid **economic opportunity**, and above-median **civic engagement and Neighborhood**. Addressing environmental quality and mobility while building on existing strengths will move Pflugerville’s overall livability from below-median to competitive with its high-performing peers.

	Pflugerville City, TX	Cedar Park City, TX	Frisco City, TX	Georgetown City, TX	Plano City, TX	Round Rock City, TX	Sugar Land City, TX	Median US City
Overall	47	56	53	53	57	56	53	50
Housing Promotes affordability, availability, and accessibility.	44	40	36	48	48	46	41	56
Neighborhood Focuses on destinations, safety, and mixed-use development.	52	58	56	49	63	58	60	36
Transportation Concerns convenience, affordability, diversity, and safety	34	42	40	33	50	42	42	44
Environment Focuses on air and water quality, energy efficiency, and hazard mitigation planning.	22	49	48	60	50	54	48	59
Health Promotes healthy behaviors, like exercise and smoking cessation.	67	66	67	60	70	62	63	43
Engagement Promotes cultural engagement, voting rights, and human rights.	53	57	52	51	51	54	46	47
Opportunity Focuses on job availability, government creditworthiness, and graduation rates.	58	77	74	68	71	77	68	52

Sources: AARP Livability Index, 2024
 Note: Pflugerville’s index is red if it is less than the Median US city index
 City of Pflugerville | Situational Analysis

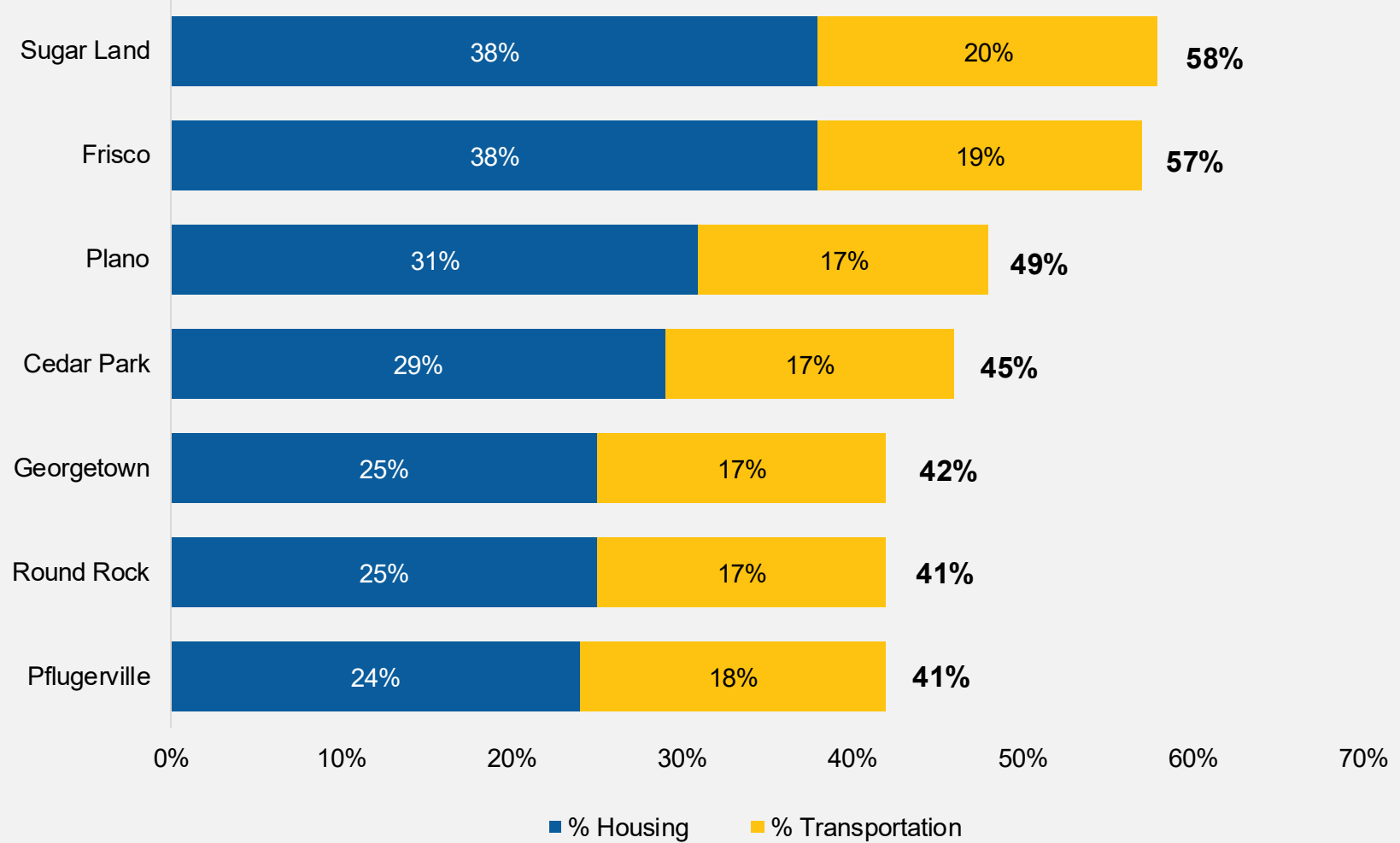
4.2 | Housing and Transportation Spending

Pflugerville residents spend **41%** of their income on the combined costs of housing and transportation, tied with Round Rock for the second-lowest share among seven peer cities.

Housing accounts for just **24%** of income (the smallest slice among the peer cities) while transportation takes **18%**, a touch higher than the 17 % average in the cohort.

The data can be categorized across three cost tiers: high-burden Sugar Land and Frisco, where households devote 57–58% of income (driven by steep 38% housing shares); mid-burden Plano and Cedar Park at 45–49%; and lower-burden Georgetown, Round Rock, and Pflugerville at 41–42%.

Share of Income Spent on Housing and Transportation



Sources: Center for Neighborhood Technology; H&T Affordability Index 2024



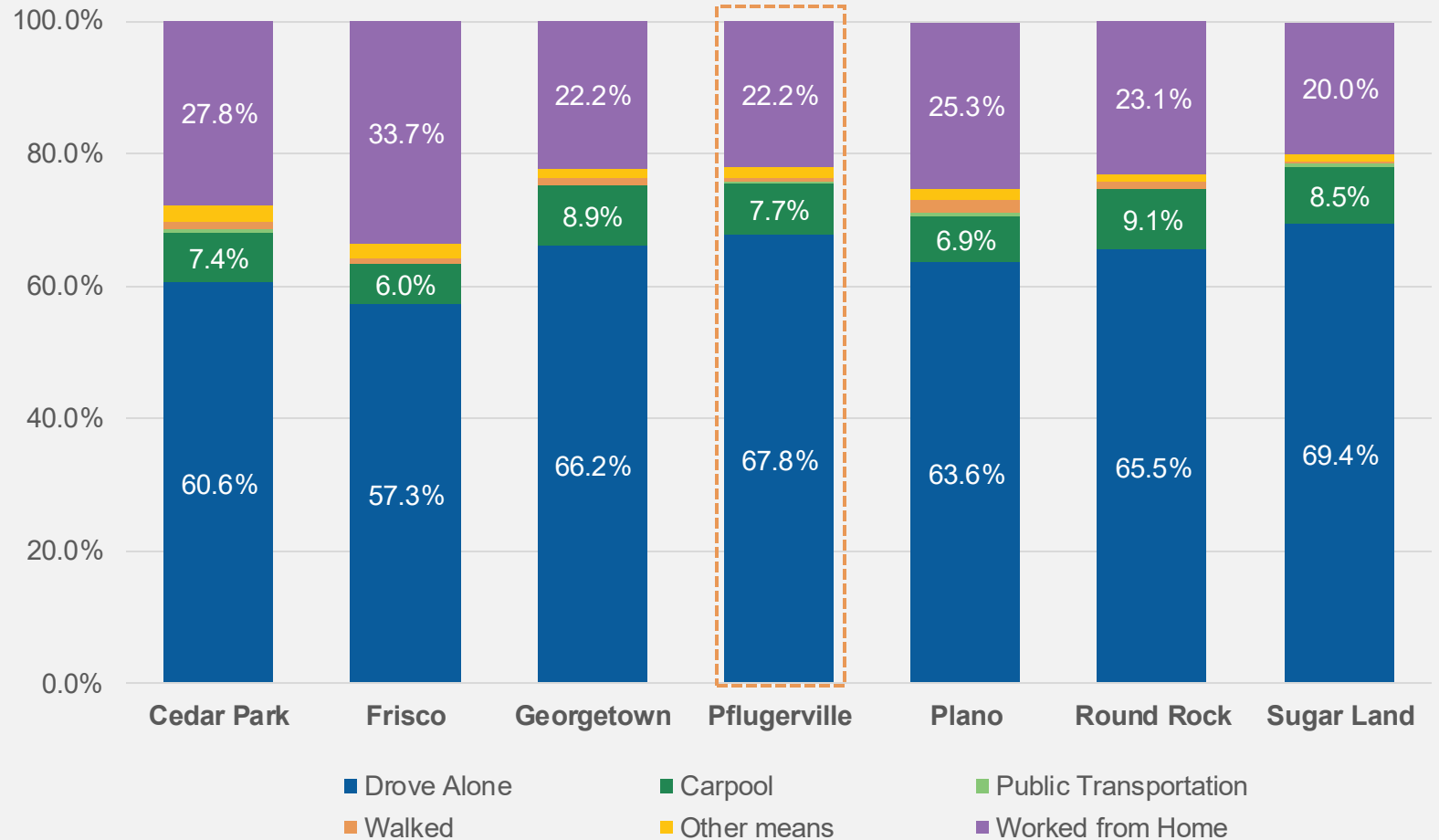
4.3 | Mobility

Commuting in Pflugerville is overwhelmingly car-oriented: about **67.8%** of workers drive alone to their jobs, a share near the upper end of the seven cities being compared.

Remote work is now the popular second choice, accounting for **22%** of commutes, though still below the work-from-home highs in Frisco (34%) and Cedar Park (28%).

Car-pooling covers another **7.7%**, broadly similar to most peers but trailing Round Rock, Sugar Land, and Georgetown. Active and transit options remain negligible, with walking, public transport, and other modes together capturing only about 2%–3% of trips to work in every city.

Types of Commute Used to Work in Pflugerville vs. Peer Cities (2023)

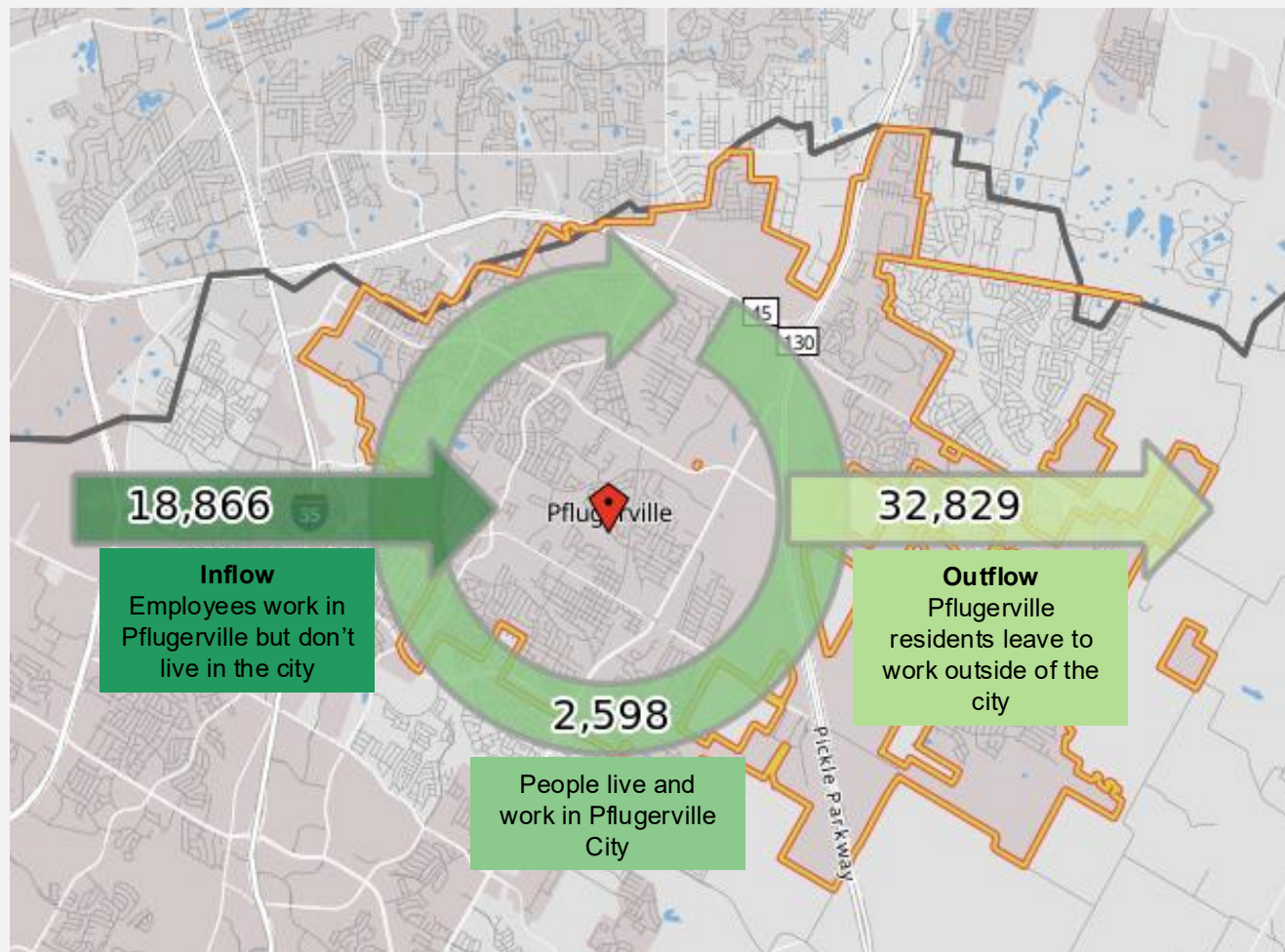


Sources: (2023) ACS 5-Year Estimates Data Profiles



4.4 | Commuting Patterns

Commuting Patterns In and Out of Pflugerville, Texas



About **35,400** residents held jobs, yet only **2,598 (7%)** both lived **and** worked inside city limits. **32,829 (92.7%)** commuted elsewhere, producing a large daily outflow. Meanwhile, local employers provided roughly **21,500** jobs, but **18,866 (87.9%)** of those positions were filled by non-residents, creating an inflow that is smaller than the outflow.

Inflow/Outflow of Jobs (All Jobs, 2022)

	Count	Share
Employed in Pflugerville	21,464	-
Employed in Pflugerville but Living Outside	18,866	87.9%
Employed and Living in Pflugerville	2,598	12.1%
Living in Pflugerville	35,427	-
Living in Pflugerville but Employed Outside	32,829	92.7%
Living and Employed in Pflugerville	2,598	7.3%

Note: The above data reflects 2022 insights for all job types.

Source: On the Map, US Census Bureau

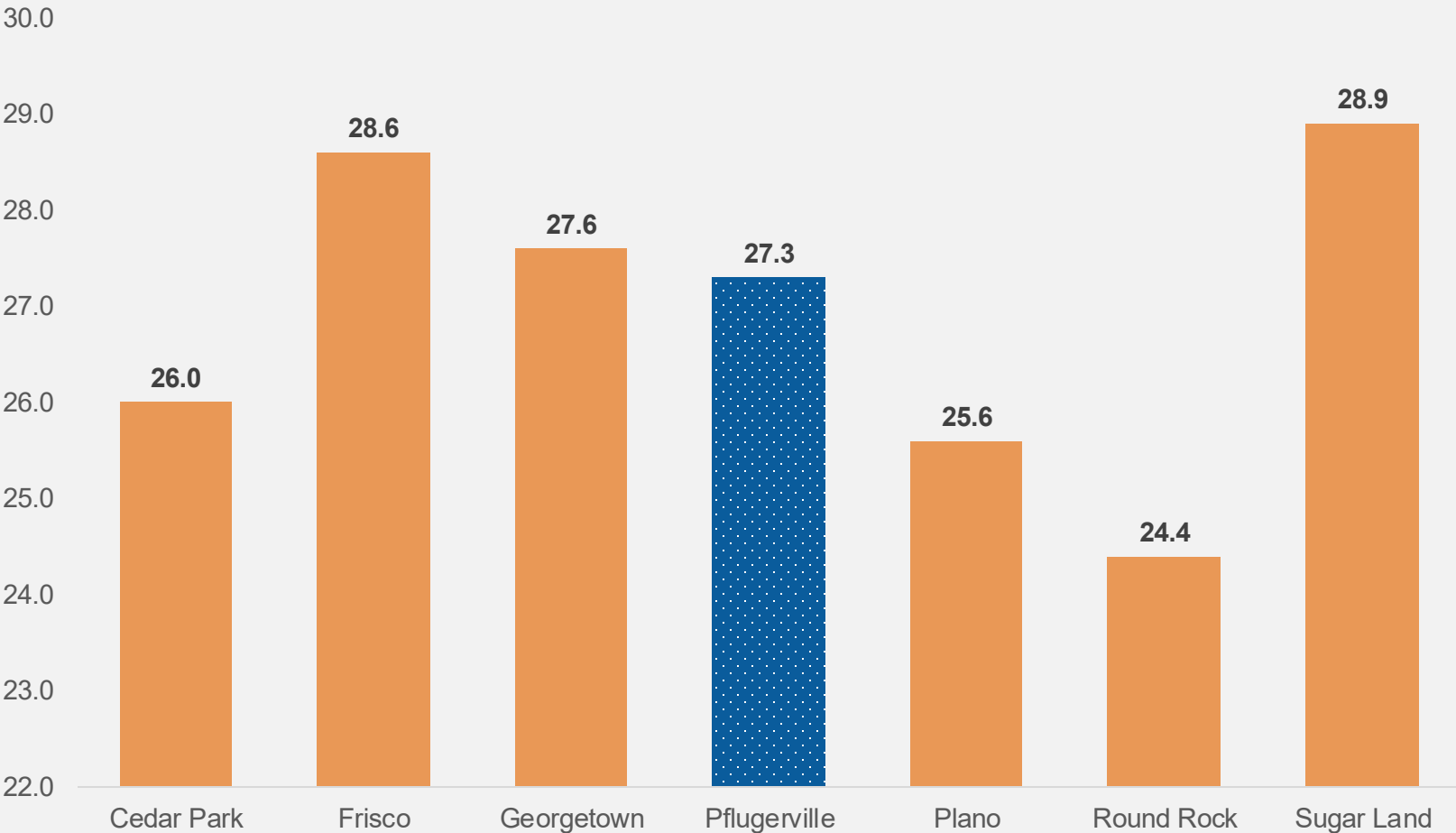
4.5 | Average Commute Time

Average Commute Time (minutes) to Get to Work in Pflugerville, TX vs. Peer Cities

Pflugerville commuters spend an average of **27.3 minutes** getting to work, near the upper end of the seven-city range and about one minute longer than the peer-city average (~26 min).

Sugar Land records the longest trip at **28.9 min**, followed closely by Frisco (**28.6 min**) and Georgetown (**27.6 min**), while Round Rock enjoys the shortest ride at **24.4 min**.

The overall spread is modest—just 4½ minutes—but that difference adds up to roughly **22 extra hours on the road per year** for a Pflugerville resident compared with a Round Rock neighbor (3 min × 2-way × 220 workdays).



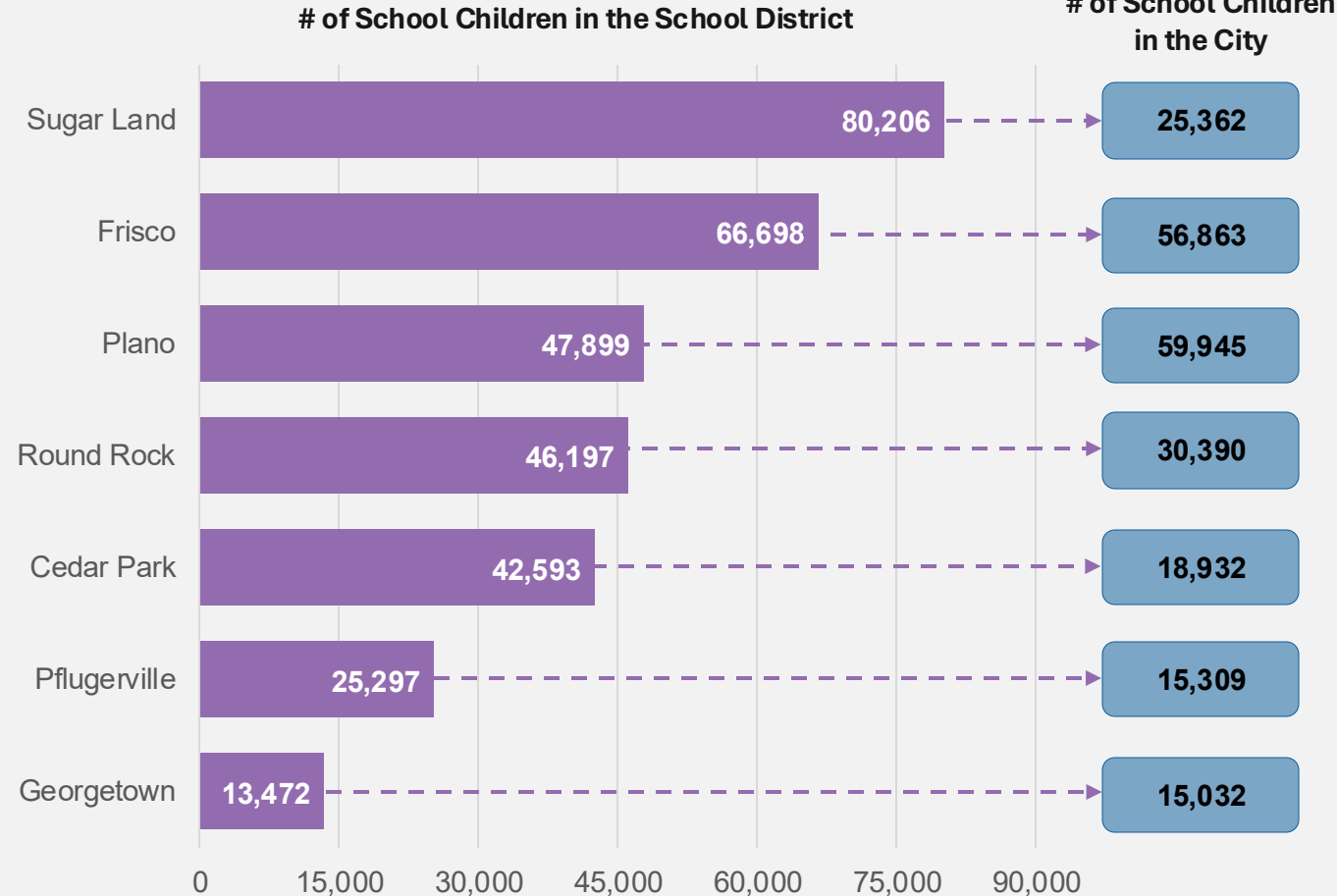
Sources: (2023) ACS 5-Year Estimates Data Profiles

4.6 | Schools Per Capita

School Districts for Counties (County, school district, # of schools)			
1	Cedar Park City, TX	Leander Independent School District	52
2	Frisco City, TX	Frisco Independent School District	77
3	Georgetown City, TX	Georgetown Independent School District	21
4	Pflugerville City, TX	Pflugerville Independent School District	35
5	Plano City, TX	Plano Independent School District	77
6	Round Rock City, TX	Round Rock Independent School District	60
7	Sugar Land City, TX	Fort Bend Independent School District	83

Pflugerville ISD runs 35 schools for roughly 25,000 students, even though only about 15,000 of those children live in Pflugerville itself. Similarly, Fort Bend ISD serves 80,000 students across 83 schools, far exceeding Sugar Land’s school-age population (25,362).

District–Wide Infrastructure for School Children in Pflugerville, TX vs. Peer Cities



The number of schools reflects the **entire school district**, which serves multiple cities, not just the schools physically located within city limits. Children are signified as persons below 18 years.



Sources: (2023) ACS 5-Year Estimates Data Profiles; NCES (2023 – 2024) Academic Session; Niche K12 School Ratings & Statistics

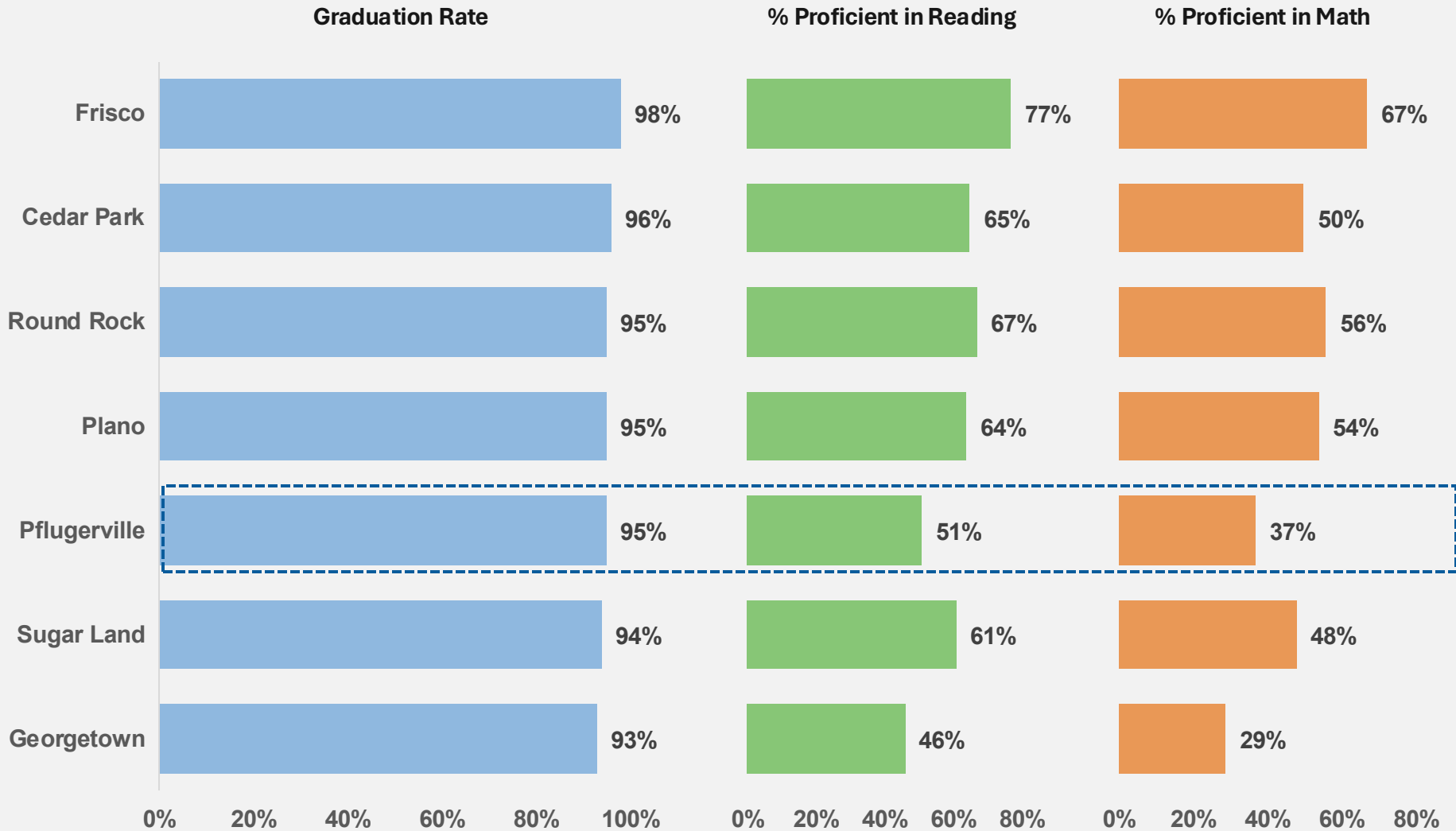
4.7 | District Performance

School District Performance in Pflugerville, TX vs. Peer Cities

Graduation looks uniformly strong, but test mastery tells a different story. All seven districts graduate at least 93% of students, with Pflugerville at 95%.

Yet proficiency rates spread widely. In Pflugerville, only 51% of students meet state reading standards and 37% meet math standards. The city ranks second-lowest in reading and math among peers.

By contrast, Frisco pairs the top graduation rate (98 %) with the highest reading (77 %) and math (67 %) proficiency.



Sources: Niche K12 School Ratings & Statistics

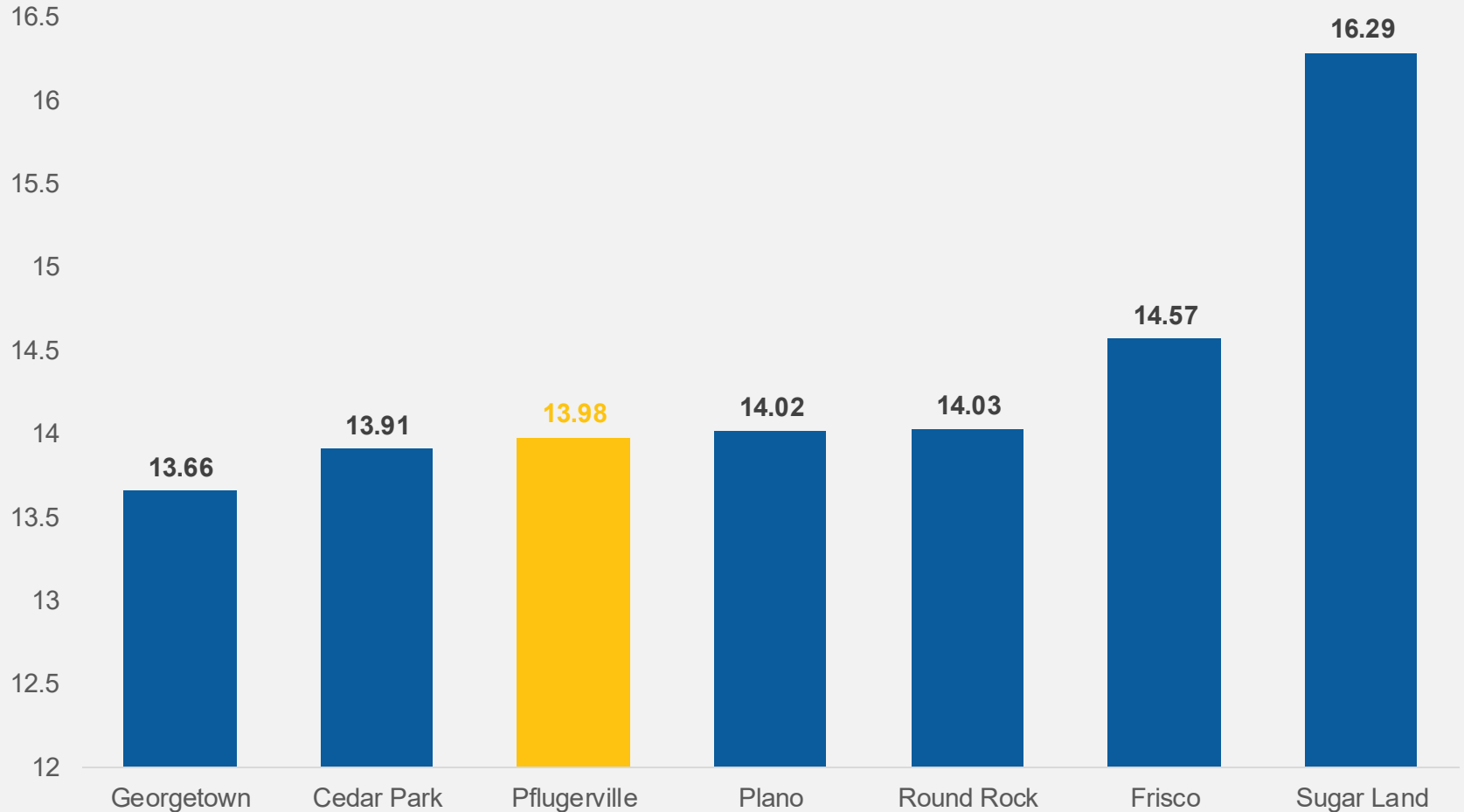
4.8 | Student-to-Teacher Ratio

Ratio of Students to One Teacher in Pflugerville, TX vs. Peer Cities



Pflugerville’s pupil-teacher ratio stands at **13.98 students per teacher**, placing it in the middle of the seven-city comparison. It is slightly above Georgetown (**13.66**) and Cedar Park (**13.91**), essentially level with Plano (**14.02**) and Round Rock (**14.03**), and well below Frisco (**14.57**) and Sugar Land, the clear outlier at **16.29**.

The overall spread is modest (about 2.6 students per teacher), but Sugar Land’s higher figure means its average classroom could have 2–3 more students than one in Pflugerville.



Sources: NCES (2023 – 2024) Academic Session



4.9 | Access to Healthcare

21.9% have access to public insurance



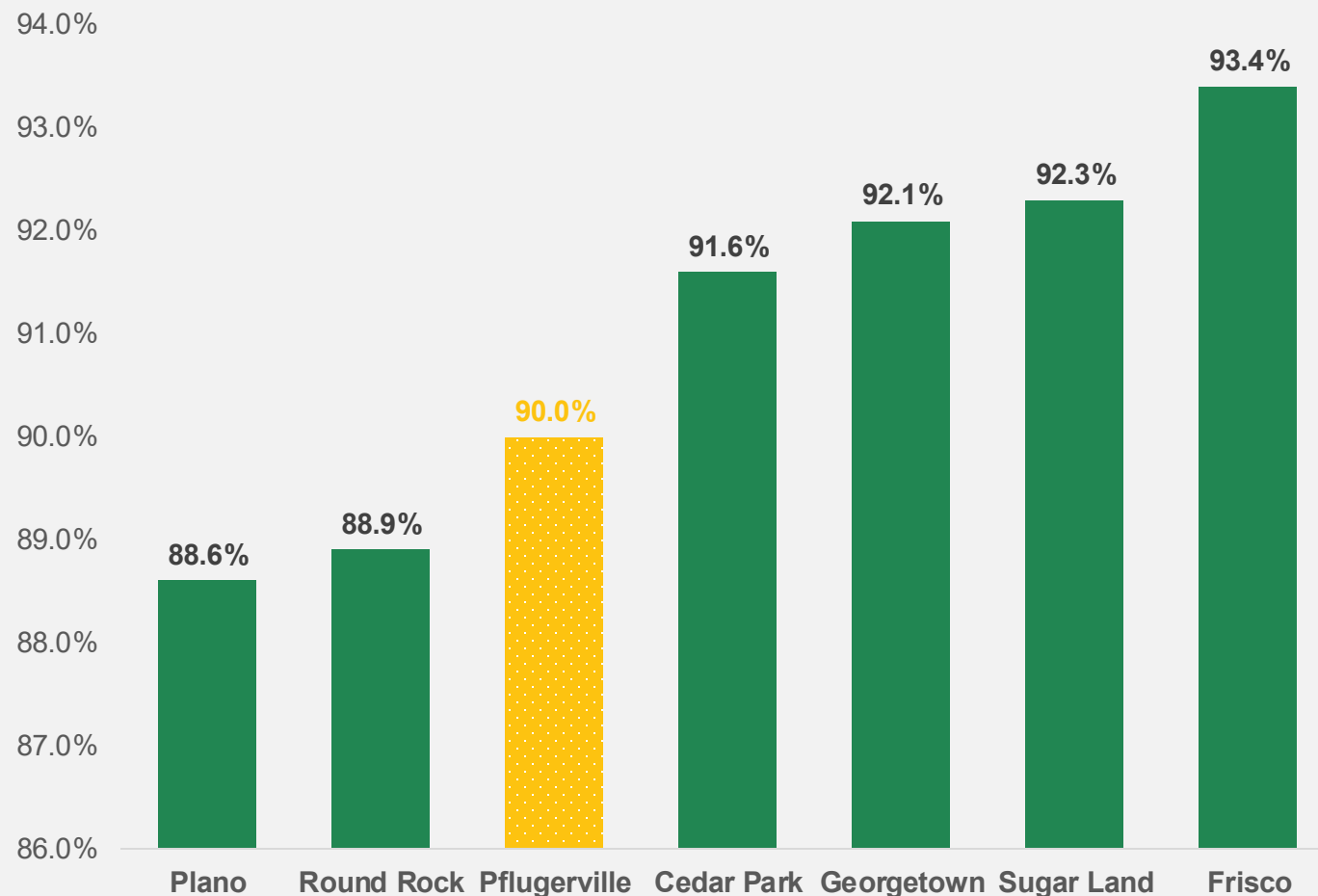
76.4% have access to private insurance



Nearly everyone in the peer cities has health insurance, but coverage still varies by a few percentage points. Pflugerville's insured share is **90%**, higher than Plano (**88.6%**) and Round Rock (**88.9%**), yet two to three points below Cedar Park (**91.6%**), Georgetown (**92.1%**), Sugar Land (**92.3%**), and top-ranked Frisco (**93.4%**).

The overall gap from lowest to highest is only **4.8 percentage points**, confirming generally strong access across the group; however, in Pflugerville that 10% uninsured slice still represents roughly **7,500 residents** who are outside the coverage net.

Proportion of Population with Health Insurance in Pflugerville, TX vs. Peer Cities



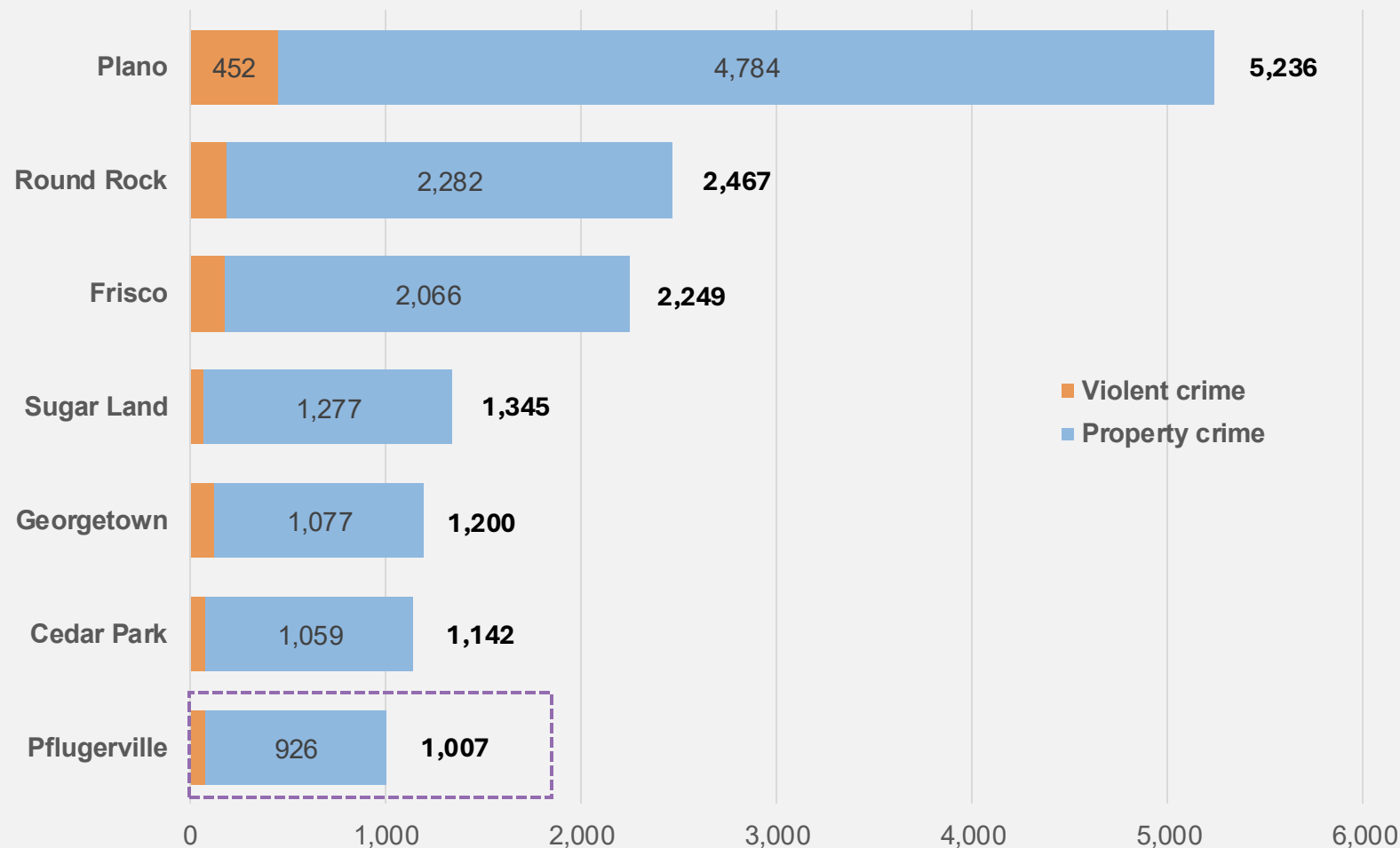
Sources: ACS 5-Year Estimates Data Profiles

4.10 | Crime Rates

Pflugerville reports the fewest crimes in the peer set. Only **1,007 incidents** were recorded in the latest year—about **80 violent crimes** and **926 property crimes**. That total is 12% below Cedar Park (1,142) and less than one-fifth of Plano's **5,236** cases, the clear outlier driven by **4,784 property offences**.

Property offences dominate everywhere, but the gap is stark. In every city, larceny, burglary, and motor-vehicle theft make up 90% plus of all cases. Pflugerville's violent-crime share is roughly **8%**, similar to most peers.

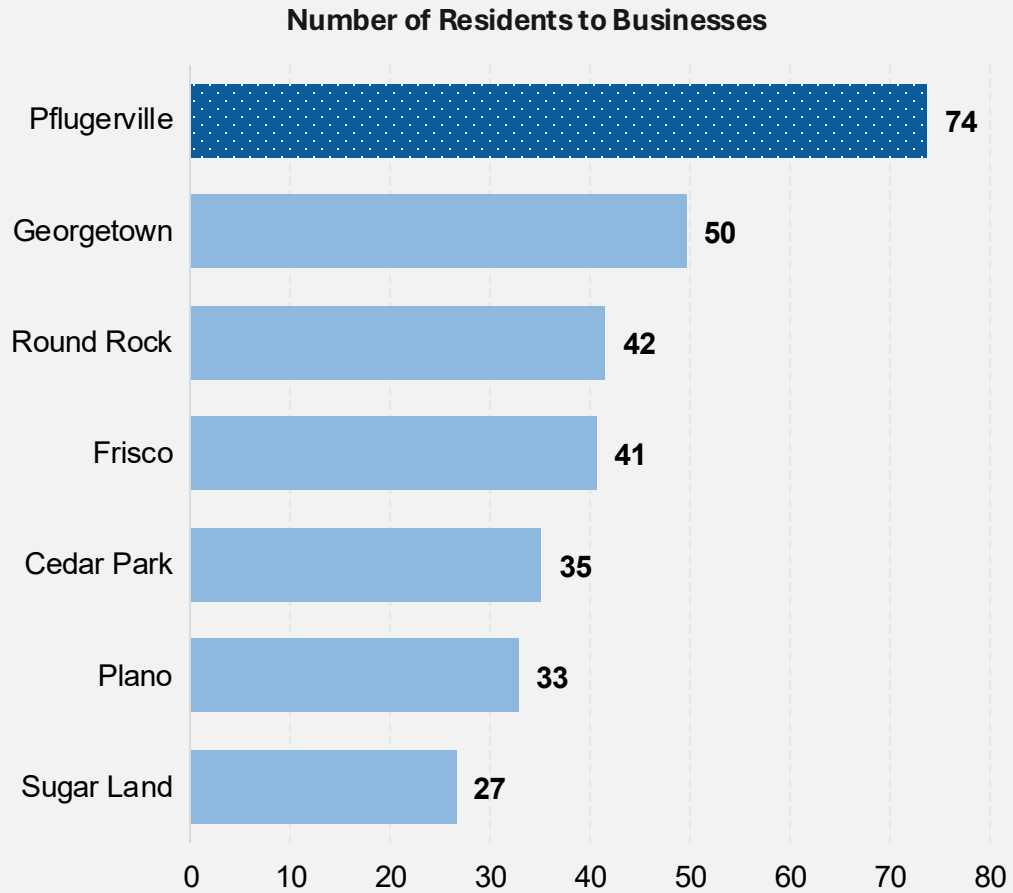
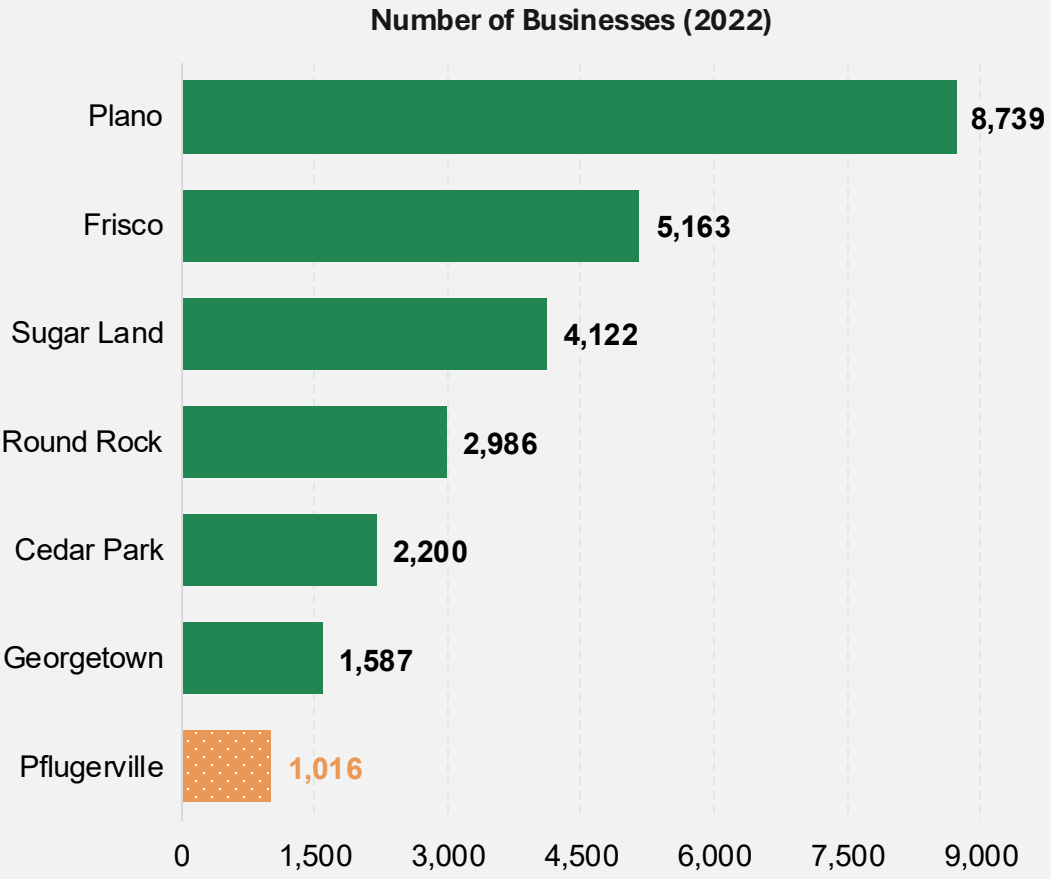
Crimes Made Known to Law Enforcement in Pflugerville, TX vs. Peer Cities (2020)





5.1 | Business Concentration

Business and Firm Concentration in Pflugerville, TX vs. Peer Cities (2022)



With only 1,016 establishments—yielding 74 residents per firm—Pflugerville has by far the sparsest business base and highest customer-to-business load among its peer cities.

Sources: ECNSVY Annual Business Survey, 2022

5.2 | Labor Force

Pflugerville boasts the region’s most active labor force (76% of residents are either working or seeking work), but its jobless rate is also the highest, at 5.2%, which might mean that many motivated workers have yet to secure positions that fit their skills.

The city’s employment mix is heavily white-collar, with roughly 36,000 people on the job; 77% occupy managerial, professional, or office roles, while only 14% are in blue-collar trades and 9% in service occupations.

Unlike peer cities where high participation coincides with low unemployment, Pflugerville pairs the strongest engagement with the weakest employment, pointing to a local shortfall or mismatch.

Makeup of Pflugerville, TX Labor Force compared to its Peer Cities (2023)

Unemployment Rate		Labor Participation Rate	
Round Rock City, TX	3.6%	Georgetown City, TX	55.7%
Cedar Park City, TX	4.0%	Sugar Land City, TX	64.4%
Plano City, TX	4.1%	Plano City, TX	69.3%
Frisco City, TX	4.2%	Cedar Park City, TX	71.1%
Sugar Land City, TX	4.5%	Frisco City, TX	71.8%
Georgetown City, TX	5.2%	Round Rock City, TX	72.1%
Pflugerville City, TX	5.2%	Pflugerville City, TX	76.0%

Occupation Type (Pflugerville Only)	Employed	Share
White Collar	27,821	77%
Blue Collar	4,953	13.7%
Services	3,357	9.3%

Sources: (2023) ACS 5-Year Estimates Data Profiles

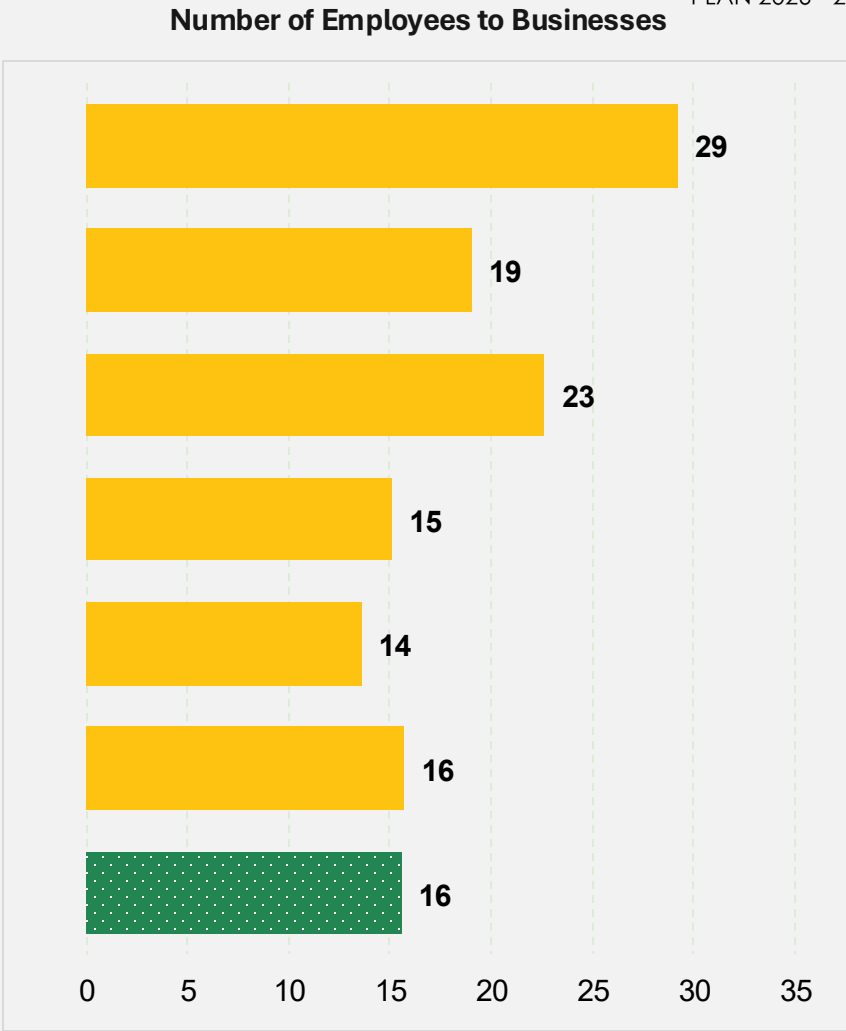
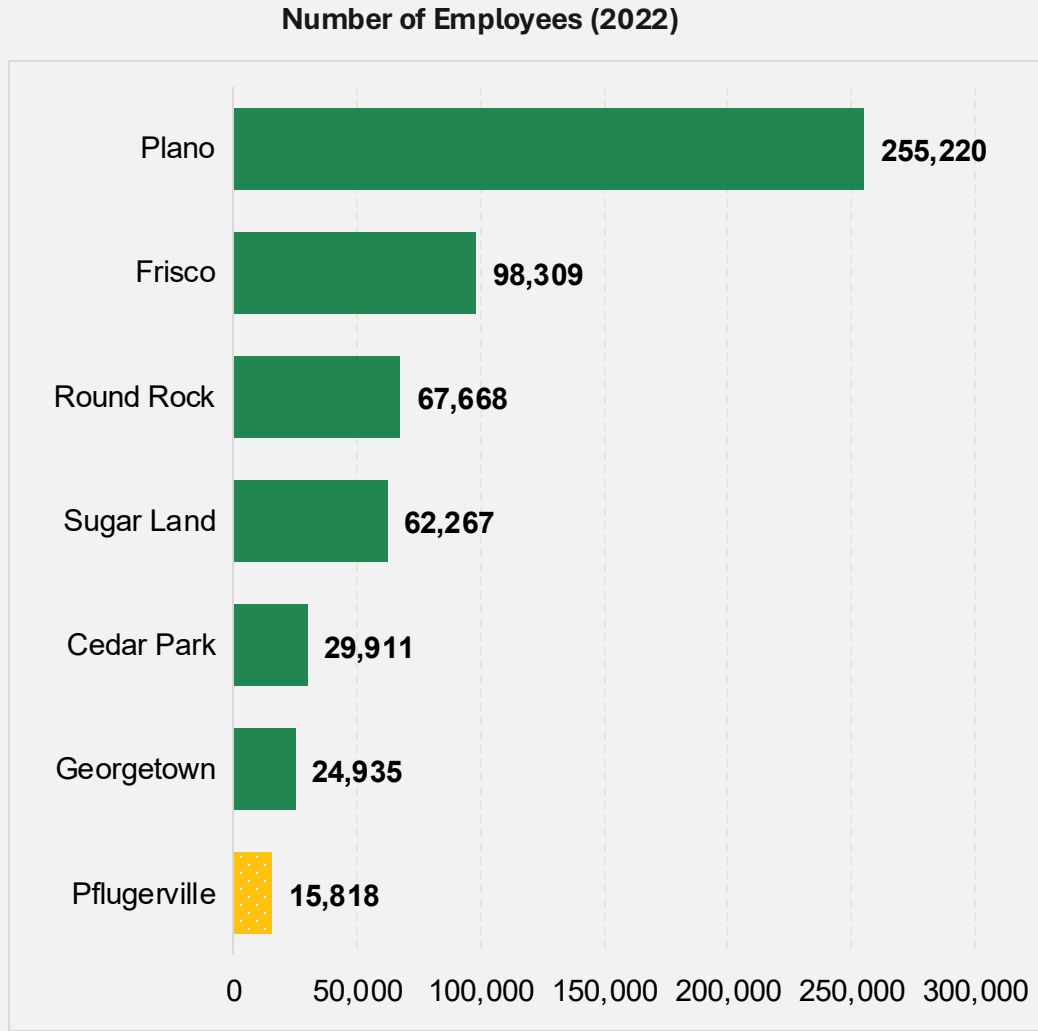


5.3 | Employment

Share of Employees to Businesses & Firms in Pflugerville, TX vs. Peer Cities (2022)

With just 15,818 payroll jobs, Pflugerville has the smallest employment base among its seven peer cities, yet its average firm size (16 employees) is right at the peer median. The city's shortfall is therefore in the sheer number of businesses, not unusually small workplaces.

Larger hubs like Plano and Round Rock illustrate a scale effect: once a city amasses many establishments, it tends to attract progressively larger employees.



Sources: ECNSVY Annual Business Survey, 2022



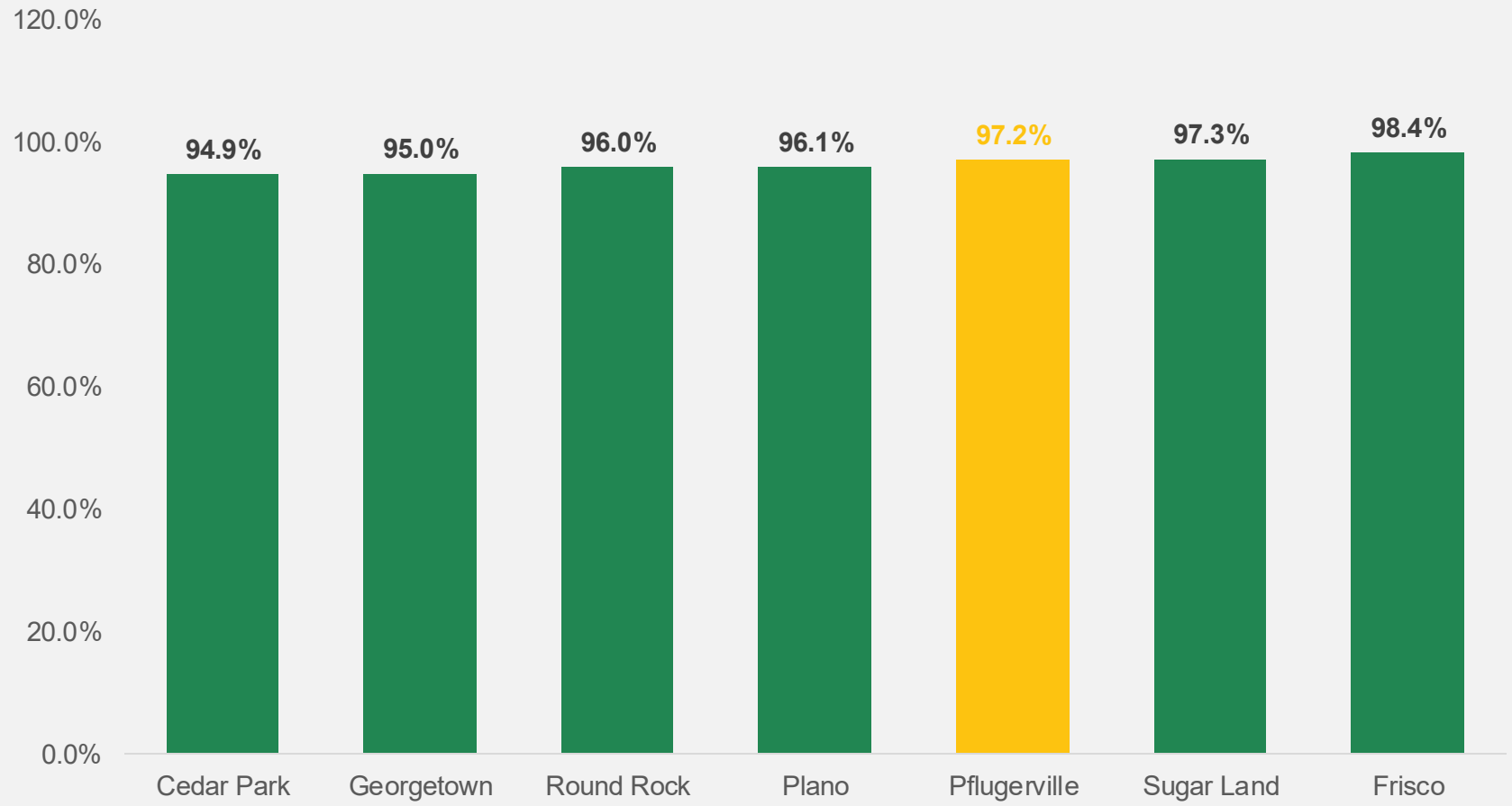
5.4 | Broadband Access

Proportion of Households with Broadband Internet Access in Pflugerville, TX vs. Peer Cities

Pflugerville’s **97.2%** household adoption ranks third, behind Sugar Land (**97.3%**) and Frisco (**98.4%**), and two points above the peer-city midpoint (~95 %).

Even the lowest cities—Cedar Park (**94.9%**) and Georgetown (**95.0%**)—exceed typical national averages, indicating near-universal access throughout the group.

In practical terms, roughly **1 in 33 Pflugerville homes (~900 households)** still lack a broadband subscription, a small digital-divide segment.



Sources: (2023) ACS 5-Year Estimates Data Profiles