



# 10-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

Leon Valley, Texas

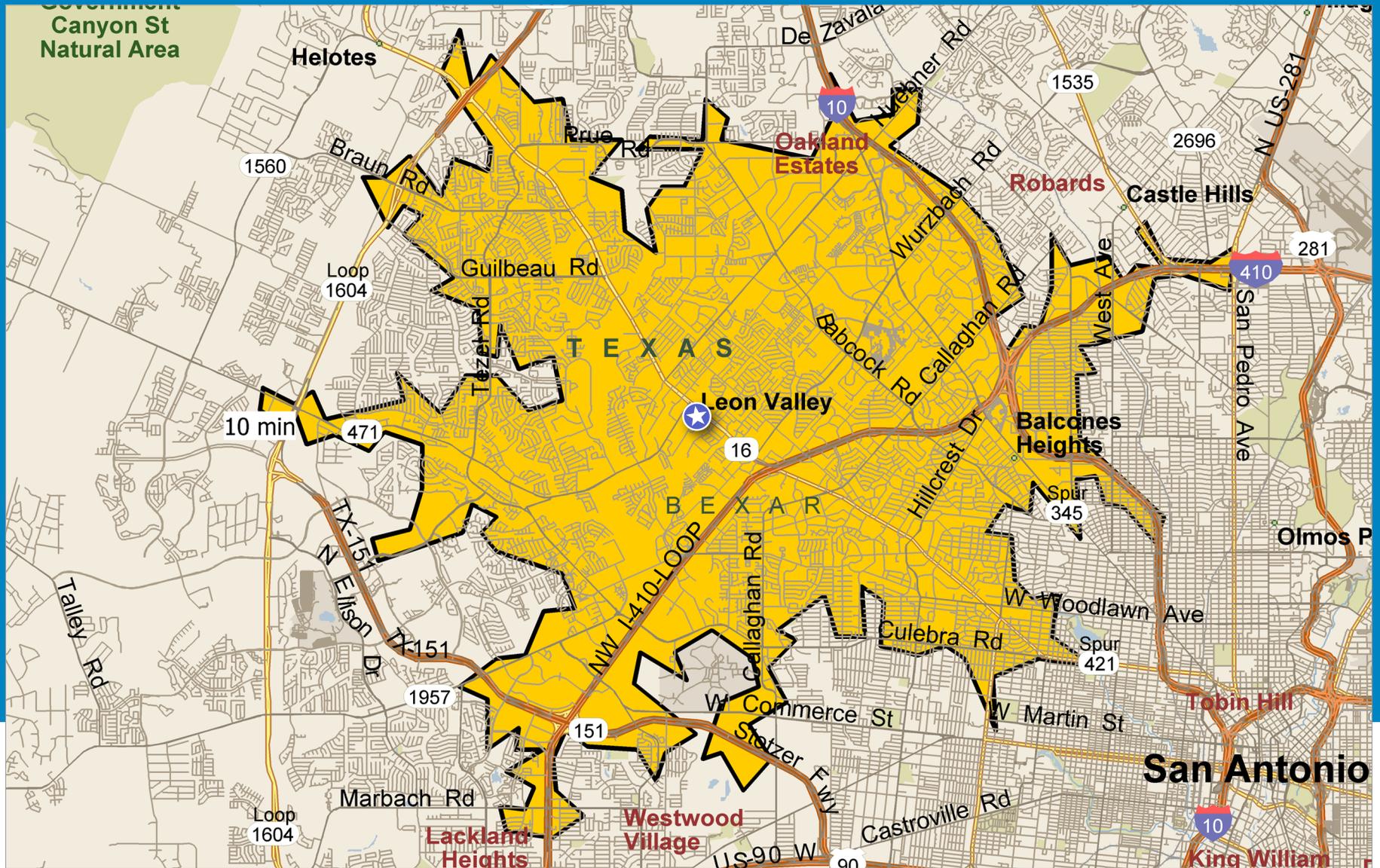


Prepared for  
City of Leon Valley  
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# 10-Minute Drive Time

Leon Valley, Texas



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## Drive Time Demographics | 10-Minute Drive Time Leon Valley, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	263,303	
2015 Estimate	248,917	
2010 Census	236,076	
2000 Census	212,437	
Growth 2015-2020	5.78%	
Growth 2010-2015	5.44%	
Growth 2000-2010	11.13%	
2015 Est. Population by Single-Classification Race	248,917	
White Alone	181,436	72.89
Black or African American Alone	15,191	6.10
Amer. Indian and Alaska Native Alone	2,286	0.92
Asian Alone	10,202	4.10
Native Hawaiian and Other Pac. Isl. Alone	291	0.12
Some Other Race Alone	30,267	12.16
Two or More Races	9,244	3.71
2015 Est. Population by Hispanic or Latino Origin	248,917	
Not Hispanic or Latino	89,955	36.14
Hispanic or Latino:	158,962	63.86
Mexican	134,671	84.72
Puerto Rican	2,754	1.73
Cuban	488	0.31
All Other Hispanic or Latino	21,048	13.24

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	158,962	
White Alone	120,067	75.53
Black or African American Alone	1,478	0.93
American Indian and Alaska Native Alone	1,632	1.03
Asian Alone	362	0.23
Native Hawaiian and Other Pacific Islander Alone	103	0.06
Some Other Race Alone	29,835	18.77
Two or More Races	5,485	3.45
2015 Est. Pop by Race, Asian Alone, by Category	10,202	
Chinese, except Taiwanese	1,191	11.67
Filipino	2,042	20.02
Japanese	631	6.19
Asian Indian	3,388	33.21
Korean	876	8.59
Vietnamese	661	6.48
Cambodian	62	0.61
Hmong	4	0.04
Laotian	106	1.04
Thai	316	3.10
All Other Asian Races Including 2+ Category	925	9.07
2015 Est. Population by Ancestry	248,917	
Arab	1,121	0.45
Czech	527	0.21
Danish	153	0.06
Dutch	522	0.21
English	6,312	2.54
French (except Basque)	1,455	0.58
French Canadian	319	0.13
German	14,075	5.65
Greek	307	0.12

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DESCRIPTION	DATA	%
Hungarian	138	0.06
Irish	6,645	2.67
Italian	2,611	1.05
Lithuanian	194	0.08
United States or American	11,438	4.60
Norwegian	447	0.18
Polish	1,726	0.69
Portuguese	176	0.07
Russian	369	0.15
Scottish	1,542	0.62
Scotch-Irish	1,694	0.68
Slovak	92	0.04
Subsaharan African	2,953	1.19
Swedish	798	0.32
Swiss	126	0.05
Ukrainian	151	0.06
Welsh	344	0.14
West Indian (except Hisp. groups)	712	0.29
Other ancestries	176,155	70.77
Ancestry Unclassified	15,816	6.35
2015 Est. Pop Age 5+ by Language Spoken at Home	231,275	
Speak Only English at Home	130,043	56.23
Speak Asian/Pac. Isl. Lang. at Home	5,940	2.57
Speak IndoEuropean Language at Home	3,606	1.56
Speak Spanish at Home	89,346	38.63
Speak Other Language at Home	2,341	1.01
2015 Est. Population by Sex	248,917	
Male	120,456	48.39
Female	128,461	51.61

DESCRIPTION	DATA	%
2015 Est. Population by Age	248,917	
Age 0 - 4	17,642	7.09
Age 5 - 9	17,357	6.97
Age 10 - 14	16,448	6.61
Age 15 - 17	9,870	3.97
Age 18 - 20	10,276	4.13
Age 21 - 24	14,705	5.91
Age 25 - 34	44,807	18.00
Age 35 - 44	33,835	13.59
Age 45 - 54	29,059	11.67
Age 55 - 64	25,724	10.33
Age 65 - 74	16,445	6.61
Age 75 - 84	8,516	3.42
Age 85 and over	4,234	1.70
Age 16 and over	194,231	78.03
Age 18 and over	187,601	75.37
Age 21 and over	177,325	71.24
Age 65 and over	29,195	11.73
2015 Est. Median Age	33.5	
2015 Est. Average Age	36.0	

## Drive Time Demographics | 10-Minute Drive Time Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	120,456	
Age 0 - 4	9,006	7.48
Age 5 - 9	8,762	7.27
Age 10 - 14	8,299	6.89
Age 15 - 17	4,975	4.13
Age 18 - 20	5,062	4.20
Age 21 - 24	7,175	5.96
Age 25 - 34	22,728	18.87
Age 35 - 44	16,790	13.94
Age 45 - 54	13,959	11.59
Age 55 - 64	11,693	9.71
Age 65 - 74	7,211	5.99
Age 75 - 84	3,407	2.83
Age 85 and over	1,387	1.15
2015 Est. Median Age, Male	32.5	
2015 Est. Average Age, Male	34.7	
2015 Est. Female Population by Age	128,461	
Age 0 - 4	8,635	6.72
Age 5 - 9	8,595	6.69
Age 10 - 14	8,149	6.34
Age 15 - 17	4,895	3.81
Age 18 - 20	5,213	4.06
Age 21 - 24	7,530	5.86
Age 25 - 34	22,079	17.19
Age 35 - 44	17,044	13.27
Age 45 - 54	15,101	11.76
Age 55 - 64	14,030	10.92
Age 65 - 74	9,234	7.19
Age 75 - 84	5,109	3.98
Age 85 and over	2,847	2.22

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	34.6	
2015 Est. Average Age, Female	37.2	
2015 Est. Pop Age 15+ by Marital Status	197,470	
Total, Never Married	73,465	37.20
Males, Never Married	38,998	19.75
Females, Never Married	34,468	17.45
Married, Spouse present	74,011	37.48
Married, Spouse absent	12,986	6.58
Widowed	10,663	5.40
Males Widowed	2,034	1.03
Females Widowed	8,628	4.37
Divorced	26,346	13.34
Males Divorced	10,193	5.16
Females Divorced	16,154	8.18
2015 Est. Pop Age 25+ by Edu. Attainment	162,620	
Less than 9th grade	11,268	6.93
Some High School, no diploma	12,371	7.61
High School Graduate (or GED)	40,200	24.72
Some College, no degree	43,963	27.03
Associate Degree	13,030	8.01
Bachelor's Degree	27,069	16.65
Master's Degree	10,425	6.41
Professional School Degree	2,710	1.67
Doctorate Degree	1,583	0.97
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	96,284	
No High School Diploma	19,188	19.93
High School Graduate	26,752	27.78
Some College or Associate's Degree	34,061	35.38
Bachelor's Degree or Higher	16,284	16.91

## Drive Time Demographics | 10-Minute Drive Time Leon Valley, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	107,147	
2015 Estimate	100,510	
2010 Census	94,202	
2000 Census	83,072	
Growth 2015-2020	6.60%	
Growth 2010-2015	6.70%	
Growth 2000-2010	13.40%	
2015 Est. Households by Household Type	100,510	
Family Households	59,879	59.58
Nonfamily Households	40,631	40.42
2015 Est. Group Quarters Population	3,307	
2015 HHs by Ethnicity, Hispanic/Latino	56,624	56.34
2015 Est. Households by HH Income	100,510	
Income < \$15,000	16,199	16.12
Income \$15,000 - \$24,999	11,580	11.52
Income \$25,000 - \$34,999	12,136	12.07
Income \$35,000 - \$49,999	15,449	15.37
Income \$50,000 - \$74,999	18,937	18.84
Income \$75,000 - \$99,999	10,715	10.66
Income \$100,000 - \$124,999	7,019	6.98
Income \$125,000 - \$149,999	4,068	4.05
Income \$150,000 - \$199,999	2,698	2.68
Income \$200,000 - \$249,999	860	0.86
Income \$250,000 - \$499,999	691	0.69
Income \$500,000+	157	0.16

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$57,698	
2015 Est. Median Household Income	\$45,039	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	46,995	
Black or African American Alone	34,673	
American Indian and Alaska Native Alone	47,094	
Asian Alone	53,546	
Native Hawaiian and Other Pacific Islander Alone	70,053	
Some Other Race Alone	34,652	
Two or More Races	47,322	
Hispanic or Latino	42,322	
Not Hispanic or Latino	49,386	
2015 Est. Family HH Type by Presence of Own Child.	59,879	
Married-Couple Family, own children	16,703	27.89
Married-Couple Family, no own children	21,460	35.84
Male Householder, own children	2,643	4.41
Male Householder, no own children	3,001	5.01
Female Householder, own children	9,263	15.47
Female Householder, no own children	6,810	11.37
2015 Est. Households by Household Size	100,510	
1-person	33,166	33.00
2-person	29,291	29.14
3-person	15,945	15.86
4-person	11,828	11.77
5-person	5,960	5.93
6-person	2,577	2.56
7-or-more-person	1,743	1.73

## Drive Time Demographics | 10-Minute Drive Time Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.44	
2015 Est. Households by Presence of People Under 18	100,510	
Households with 1 or More People under Age 18:	32,741	32.57
Married-Couple Family	18,388	56.16
Other Family, Male Householder	3,156	9.64
Other Family, Female Householder	10,874	33.21
Nonfamily, Male Householder	229	0.70
Nonfamily, Female Householder	94	0.29
Households with No People under Age 18:	67,769	67.43
Married-Couple Family	19,772	29.18
Other Family, Male Householder	2,496	3.68
Other Family, Female Householder	5,199	7.67
Nonfamily, Male Householder	19,299	28.48
Nonfamily, Female Householder	21,002	30.99
2015 Est. Households by Number of Vehicles	100,510	
No Vehicles	9,658	9.61
1 Vehicle	44,654	44.43
2 Vehicles	33,012	32.84
3 Vehicles	10,025	9.97
4 Vehicles	2,432	2.42
5 or more Vehicles	729	0.73
2015 Est. Average Number of Vehicles	1.5	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	63,644	
2015 Estimate	59,879	
2010 Census	56,339	
2000 Census	52,292	
Growth 2015-2020	6.29%	
Growth 2010-2015	6.28%	
Growth 2000-2010	7.74%	
2015 Est. Families by Poverty Status	59,879	
2015 Families at or Above Poverty	50,284	83.98
2015 Families at or Above Poverty with Children	24,129	40.30
2015 Families Below Poverty	9,595	16.02
2015 Families Below Poverty with Children	7,593	12.68
2015 Est. Pop Age 16+ by Employment Status	194,231	
In Armed Forces	965	0.50
Civilian - Employed	118,713	61.12
Civilian - Unemployed	9,346	4.81
Not in Labor Force	65,207	33.57
2015 Est. Civ. Employed Pop 16+ by Class of Worker	119,799	
For-Profit Private Workers	85,049	70.99
Non-Profit Private Workers	8,044	6.71
Local Government Workers	6,643	5.55
State Government Workers	6,407	5.35
Federal Government Workers	4,592	3.83
Self-Employed Workers	8,903	7.43
Unpaid Family Workers	161	0.13

## Drive Time Demographics | 10-Minute Drive Time Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	119,799	
Architect/Engineer	1,575	1.31
Arts/Entertainment/Sports	2,118	1.77
Building Grounds Maintenance	5,375	4.49
Business/Financial Operations	6,150	5.13
Community/Social Services	1,407	1.17
Computer/Mathematical	3,411	2.85
Construction/Extraction	6,234	5.20
Education/Training/Library	6,977	5.82
Farming/Fishing/Forestry	199	0.17
Food Prep/Serving	9,293	7.76
Health Practitioner/Technician	7,513	6.27
Healthcare Support	3,956	3.30
Maintenance Repair	4,130	3.45
Legal	1,003	0.84
Life/Physical/Social Science	830	0.69
Management	8,604	7.18
Office/Admin. Support	21,378	17.84
Production	3,959	3.30
Protective Services	2,601	2.17
Sales/Related	13,261	11.07
Personal Care/Service	4,293	3.58
Transportation/Moving	5,532	4.62
2015 Est. Pop 16+ by Occupation Classification	119,799	
Blue Collar	19,855	16.57
White Collar	74,227	61.96
Service and Farm	25,717	21.47

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	119,171	
Drove Alone	96,884	81.30
Car Pooled	12,464	10.46
Public Transportation	3,517	2.95
Walked	2,109	1.77
Bicycle	152	0.13
Other Means	1,382	1.16
Worked at Home	2,662	2.23
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	27,401	
15 - 29 Minutes	54,628	
30 - 44 Minutes	25,498	
45 - 59 Minutes	4,938	
60 or more Minutes	4,042	
2015 Est. Avg. Travel Time to Work in Minutes	25.07	
2015 Est. Occupied Housing Units by Tenure	100,510	
Owner Occupied	45,425	45.19
Renter Occupied	55,085	54.81
2015 Owner Occ. HUs: Avg. Length of Residence	16.6	
2015 Renter Occ. HUs: Avg. Length of Residence	6.7	

## Drive Time Demographics | 10-Minute Drive Time Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	45,425	
Value Less than \$20,000	576	1.27
Value \$20,000 - \$39,999	589	1.30
Value \$40,000 - \$59,999	1,063	2.34
Value \$60,000 - \$79,999	3,067	6.75
Value \$80,000 - \$99,999	5,965	13.13
Value \$100,000 - \$149,999	16,658	36.67
Value \$150,000 - \$199,999	10,323	22.73
Value \$200,000 - \$299,999	5,275	11.61
Value \$300,000 - \$399,999	1,106	2.43
Value \$400,000 - \$499,999	364	0.80
Value \$500,000 - \$749,999	246	0.54
Value \$750,000 - \$999,999	83	0.18
Value \$1,000,000 or more	109	0.24
2015 Est. Median All Owner-Occupied Housing Value	\$134,374	
2015 Est. Housing Units by Units in Structure	109,410	
1 Unit Attached	2,943	2.69
1 Unit Detached	52,852	48.31
2 Units	1,946	1.78
3 or 4 Units	5,590	5.11
5 to 19 Units	31,464	28.76
20 to 49 Units	6,413	5.86
50 or More Units	7,160	6.54
Mobile Home or Trailer	1,018	0.93
Boat, RV, Van, etc.	23	0.02

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	109,410	
Housing Units Built 2010 or later	6,922	6.33
Housing Units Built 2000 to 2009	16,148	14.76
Housing Units Built 1990 to 1999	14,728	13.46
Housing Units Built 1980 to 1989	22,515	20.58
Housing Units Built 1970 to 1979	28,477	26.03
Housing Units Built 1960 to 1969	9,145	8.36
Housing Units Built 1950 to 1959	7,646	6.99
Housing Units Built 1940 to 1949	2,575	2.35
Housing Unit Built 1939 or Earlier	1,255	1.15
2015 Est. Median Year Structure Built**	1982	



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

## The Retail Coach - It’s not about data. It’s about your success.

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## Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2014/2015, ESRI 2014, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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