



# 12-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

Leon Valley, Texas

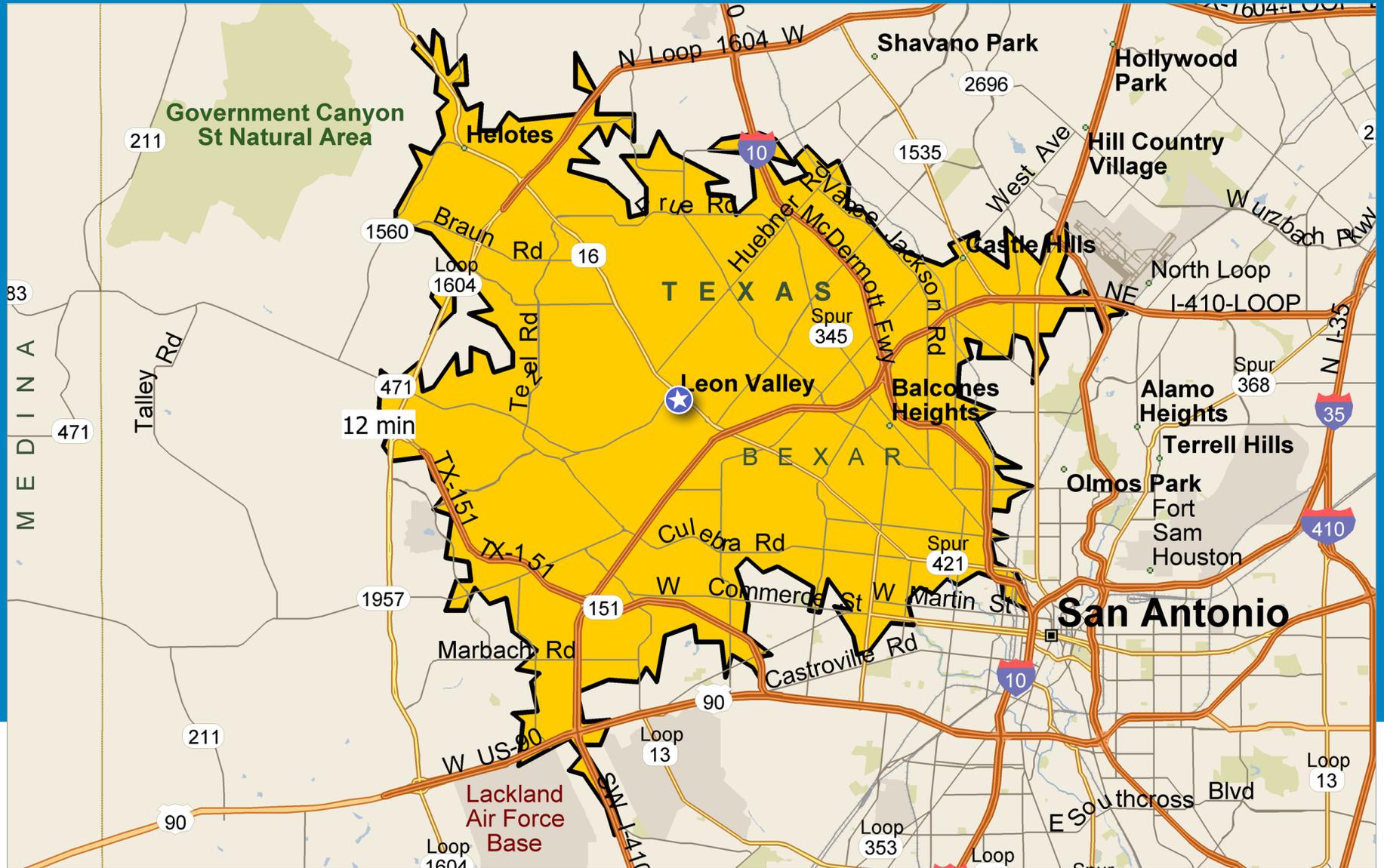


Prepared for  
City of Leon Valley  
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# 12-Minute Drive Time

## Leon Valley, Texas



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## Drive Time Demographics | 12-Minute Drive Time Leon Valley, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	489,003	
2015 Estimate	459,880	
2010 Census	432,305	
2000 Census	377,352	
Growth 2015-2020	6.33%	
Growth 2010-2015	6.38%	
Growth 2000-2010	14.56%	
2015 Est. Population by Single-Classification Race	459,880	
White Alone	335,353	72.92
Black or African American Alone	26,090	5.67
Amer. Indian and Alaska Native Alone	4,266	0.93
Asian Alone	15,105	3.28
Native Hawaiian and Other Pac. Isl. Alone	526	0.11
Some Other Race Alone	61,678	13.41
Two or More Races	16,860	3.67
2015 Est. Population by Hispanic or Latino Origin	459,880	
Not Hispanic or Latino	153,808	33.45
Hispanic or Latino:	306,072	66.55
Mexican	259,053	84.64
Puerto Rican	5,087	1.66
Cuban	957	0.31
All Other Hispanic or Latino	40,975	13.39

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	306,072	
White Alone	228,027	74.50
Black or African American Alone	2,634	0.86
American Indian and Alaska Native Alone	3,127	1.02
Asian Alone	701	0.23
Native Hawaiian and Other Pacific Islander Alone	172	0.06
Some Other Race Alone	60,871	19.89
Two or More Races	10,540	3.44
2015 Est. Pop by Race, Asian Alone, by Category	15,105	
Chinese, except Taiwanese	1,919	12.70
Filipino	3,382	22.39
Japanese	989	6.55
Asian Indian	4,016	26.59
Korean	1,165	7.71
Vietnamese	1,402	9.28
Cambodian	86	0.57
Hmong	9	0.06
Laotian	358	2.37
Thai	538	3.56
All Other Asian Races Including 2+ Category	1,242	8.22
2015 Est. Population by Ancestry	459,880	
Arab	2,322	0.50
Czech	959	0.21
Danish	366	0.08
Dutch	890	0.19
English	11,103	2.41
French (except Basque)	3,048	0.66
French Canadian	484	0.11
German	24,906	5.42
Greek	482	0.10

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DESCRIPTION	DATA	%
Hungarian	359	0.08
Irish	11,481	2.50
Italian	4,433	0.96
Lithuanian	210	0.05
United States or American	19,177	4.17
Norwegian	790	0.17
Polish	3,155	0.69
Portuguese	261	0.06
Russian	621	0.14
Scottish	2,432	0.53
Scotch-Irish	2,571	0.56
Slovak	134	0.03
Subsaharan African	3,957	0.86
Swedish	1,398	0.30
Swiss	174	0.04
Ukrainian	229	0.05
Welsh	593	0.13
West Indian (except Hisp. groups)	1,028	0.22
Other ancestries	333,814	72.59
Ancestry Unclassified	28,507	6.20
2015 Est. Pop Age 5+ by Language Spoken at Home	426,766	
Speak Only English at Home	229,448	53.76
Speak Asian/Pac. Isl. Lang. at Home	9,572	2.24
Speak IndoEuropean Language at Home	5,413	1.27
Speak Spanish at Home	178,428	41.81
Speak Other Language at Home	3,906	0.92
2015 Est. Population by Sex	459,880	
Male	223,698	48.64
Female	236,182	51.36

DESCRIPTION	DATA	%
2015 Est. Population by Age	459,880	
Age 0 - 4	33,114	7.20
Age 5 - 9	32,681	7.11
Age 10 - 14	32,003	6.96
Age 15 - 17	19,362	4.21
Age 18 - 20	19,139	4.16
Age 21 - 24	27,146	5.90
Age 25 - 34	77,596	16.87
Age 35 - 44	62,525	13.60
Age 45 - 54	56,002	12.18
Age 55 - 64	47,892	10.41
Age 65 - 74	29,966	6.52
Age 75 - 84	15,470	3.36
Age 85 and over	6,983	1.52
Age 16 and over	355,728	77.35
Age 18 and over	342,720	74.52
Age 21 and over	323,581	70.36
Age 65 and over	52,419	11.40
2015 Est. Median Age	33.6	
2015 Est. Average Age	35.8	

## Drive Time Demographics | 12-Minute Drive Time Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	223,698	
Age 0 - 4	16,911	7.56
Age 5 - 9	16,599	7.42
Age 10 - 14	16,158	7.22
Age 15 - 17	9,817	4.39
Age 18 - 20	9,617	4.30
Age 21 - 24	13,460	6.02
Age 25 - 34	39,431	17.63
Age 35 - 44	30,922	13.82
Age 45 - 54	27,109	12.12
Age 55 - 64	22,002	9.84
Age 65 - 74	13,222	5.91
Age 75 - 84	6,172	2.76
Age 85 and over	2,277	1.02
2015 Est. Median Age, Male	32.4	
2015 Est. Average Age, Male	34.5	
2015 Est. Female Population by Age	236,182	
Age 0 - 4	16,203	6.86
Age 5 - 9	16,082	6.81
Age 10 - 14	15,845	6.71
Age 15 - 17	9,544	4.04
Age 18 - 20	9,523	4.03
Age 21 - 24	13,686	5.79
Age 25 - 34	38,165	16.16
Age 35 - 44	31,603	13.38
Age 45 - 54	28,893	12.23
Age 55 - 64	25,890	10.96
Age 65 - 74	16,744	7.09
Age 75 - 84	9,298	3.94
Age 85 and over	4,706	1.99

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	34.7	
2015 Est. Average Age, Female	37.0	
2015 Est. Pop Age 15+ by Marital Status	362,082	
Total, Never Married	131,210	36.24
Males, Never Married	69,392	19.16
Females, Never Married	61,818	17.07
Married, Spouse present	141,917	39.19
Married, Spouse absent	23,554	6.51
Widowed	18,990	5.24
Males Widowed	3,771	1.04
Females Widowed	15,219	4.20
Divorced	46,412	12.82
Males Divorced	18,078	4.99
Females Divorced	28,335	7.83
2015 Est. Pop Age 25+ by Edu. Attainment	296,435	
Less than 9th grade	25,332	8.55
Some High School, no diploma	24,101	8.13
High School Graduate (or GED)	74,670	25.19
Some College, no degree	76,402	25.77
Associate Degree	22,975	7.75
Bachelor's Degree	47,508	16.03
Master's Degree	18,138	6.12
Professional School Degree	4,758	1.61
Doctorate Degree	2,551	0.86
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	183,641	
No High School Diploma	42,217	22.99
High School Graduate	51,471	28.03
Some College or Associate's Degree	60,776	33.10
Bachelor's Degree or Higher	29,178	15.89

## Drive Time Demographics | 12-Minute Drive Time Leon Valley, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	188,342	
2015 Estimate	175,986	
2010 Census	163,916	
2000 Census	139,899	
Growth 2015-2020	7.02%	
Growth 2010-2015	7.36%	
Growth 2000-2010	17.17%	
2015 Est. Households by Household Type	175,986	
Family Households	111,540	63.38
Nonfamily Households	64,446	36.62
2015 Est. Group Quarters Population	4,166	
2015 HHs by Ethnicity, Hispanic/Latino	103,667	58.91
2015 Est. Households by HH Income	175,986	
Income < \$15,000	26,291	14.94
Income \$15,000 - \$24,999	20,021	11.38
Income \$25,000 - \$34,999	20,452	11.62
Income \$35,000 - \$49,999	26,754	15.20
Income \$50,000 - \$74,999	33,459	19.01
Income \$75,000 - \$99,999	19,992	11.36
Income \$100,000 - \$124,999	12,998	7.39
Income \$125,000 - \$149,999	7,423	4.22
Income \$150,000 - \$199,999	5,147	2.92
Income \$200,000 - \$249,999	1,690	0.96
Income \$250,000 - \$499,999	1,428	0.81
Income \$500,000+	330	0.19

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$60,065	
2015 Est. Median Household Income	\$46,902	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	48,677	
Black or African American Alone	39,061	
American Indian and Alaska Native Alone	46,690	
Asian Alone	58,381	
Native Hawaiian and Other Pacific Islander Alone	69,217	
Some Other Race Alone	37,845	
Two or More Races	48,404	
Hispanic or Latino	43,460	
Not Hispanic or Latino	53,332	
2015 Est. Family HH Type by Presence of Own Child.	111,540	
Married-Couple Family, own children	32,921	29.51
Married-Couple Family, no own children	39,269	35.21
Male Householder, own children	4,699	4.21
Male Householder, no own children	5,442	4.88
Female Householder, own children	16,409	14.71
Female Householder, no own children	12,799	11.47
2015 Est. Households by Household Size	175,986	
1-person	52,331	29.74
2-person	50,012	28.42
3-person	29,239	16.61
4-person	22,690	12.89
5-person	12,291	6.98
6-person	5,587	3.17
7-or-more-person	3,836	2.18

## Drive Time Demographics | 12-Minute Drive Time Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.59	
2015 Est. Households by Presence of People Under 18	175,986	
Households with 1 or More People under Age 18:	62,301	35.40
Married-Couple Family	36,405	58.43
Other Family, Male Householder	5,699	9.15
Other Family, Female Householder	19,610	31.48
Nonfamily, Male Householder	416	0.67
Nonfamily, Female Householder	171	0.27
Households with No People under Age 18:	113,685	64.60
Married-Couple Family	35,774	31.47
Other Family, Male Householder	4,461	3.92
Other Family, Female Householder	9,602	8.45
Nonfamily, Male Householder	30,624	26.94
Nonfamily, Female Householder	33,223	29.22
2015 Est. Households by Number of Vehicles	175,986	
No Vehicles	15,726	8.94
1 Vehicle	72,904	41.43
2 Vehicles	61,141	34.74
3 Vehicles	19,418	11.03
4 Vehicles	5,363	3.05
5 or more Vehicles	1,434	0.81
2015 Est. Average Number of Vehicles	1.6	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	119,167	
2015 Estimate	111,540	
2010 Census	104,161	
2000 Census	93,480	
Growth 2015-2020	6.84%	
Growth 2010-2015	7.08%	
Growth 2000-2010	11.43%	
2015 Est. Families by Poverty Status	111,540	
2015 Families at or Above Poverty	94,008	84.28
2015 Families at or Above Poverty with Children	46,053	41.29
2015 Families Below Poverty	17,532	15.72
2015 Families Below Poverty with Children	13,990	12.54
2015 Est. Pop Age 16+ by Employment Status	355,728	
In Armed Forces	2,110	0.59
Civilian - Employed	214,735	60.36
Civilian - Unemployed	18,247	5.13
Not in Labor Force	120,637	33.91
2015 Est. Civ. Employed Pop 16+ by Class of Worker	216,475	
For-Profit Private Workers	152,037	70.23
Non-Profit Private Workers	14,482	6.69
Local Government Workers	12,703	5.87
State Government Workers	11,302	5.22
Federal Government Workers	9,319	4.30
Self-Employed Workers	16,337	7.55
Unpaid Family Workers	294	0.14

## Drive Time Demographics | 12-Minute Drive Time Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	216,475	
Architect/Engineer	2,748	1.27
Arts/Entertainment/Sports	3,823	1.77
Building Grounds Maintenance	10,207	4.72
Business/Financial Operations	10,794	4.99
Community/Social Services	2,663	1.23
Computer/Mathematical	5,872	2.71
Construction/Extraction	12,800	5.91
Education/Training/Library	12,838	5.93
Farming/Fishing/Forestry	368	0.17
Food Prep/Serving	16,233	7.50
Health Practitioner/Technician	12,741	5.89
Healthcare Support	6,681	3.09
Maintenance Repair	7,735	3.57
Legal	2,093	0.97
Life/Physical/Social Science	1,378	0.64
Management	16,101	7.44
Office/Admin. Support	36,635	16.92
Production	8,076	3.73
Protective Services	4,891	2.26
Sales/Related	23,628	10.91
Personal Care/Service	8,065	3.73
Transportation/Moving	10,106	4.67
2015 Est. Pop 16+ by Occupation Classification	216,475	
Blue Collar	38,717	17.89
White Collar	131,314	60.66
Service and Farm	46,444	21.45

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	216,075	
Drove Alone	174,844	80.92
Car Pooled	23,989	11.10
Public Transportation	6,050	2.80
Walked	3,266	1.51
Bicycle	307	0.14
Other Means	2,369	1.10
Worked at Home	5,250	2.43
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	46,945	
15 - 29 Minutes	99,360	
30 - 44 Minutes	47,207	
45 - 59 Minutes	9,617	
60 or more Minutes	7,838	
2015 Est. Avg. Travel Time to Work in Minutes	25.55	
2015 Est. Occupied Housing Units by Tenure	175,986	
Owner Occupied	90,785	51.59
Renter Occupied	85,200	48.41
2015 Owner Occ. HUs: Avg. Length of Residence	16.6	
2015 Renter Occ. HUs: Avg. Length of Residence	6.8	

## Drive Time Demographics | 12-Minute Drive Time Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	90,785	
Value Less than \$20,000	1,070	1.18
Value \$20,000 - \$39,999	1,818	2.00
Value \$40,000 - \$59,999	3,571	3.93
Value \$60,000 - \$79,999	7,658	8.44
Value \$80,000 - \$99,999	12,741	14.03
Value \$100,000 - \$149,999	29,332	32.31
Value \$150,000 - \$199,999	19,082	21.02
Value \$200,000 - \$299,999	11,136	12.27
Value \$300,000 - \$399,999	2,495	2.75
Value \$400,000 - \$499,999	940	1.04
Value \$500,000 - \$749,999	545	0.60
Value \$750,000 - \$999,999	180	0.20
Value \$1,000,000 or more	218	0.24
2015 Est. Median All Owner-Occupied Housing Value	\$131,595	
2015 Est. Housing Units by Units in Structure	190,510	
1 Unit Attached	4,842	2.54
1 Unit Detached	109,500	57.48
2 Units	3,553	1.86
3 or 4 Units	8,446	4.43
5 to 19 Units	42,698	22.41
20 to 49 Units	9,374	4.92
50 or More Units	10,324	5.42
Mobile Home or Trailer	1,716	0.90
Boat, RV, Van, etc.	56	0.03

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	190,510	
Housing Units Built 2010 or later	13,152	6.90
Housing Units Built 2000 to 2009	31,948	16.77
Housing Units Built 1990 to 1999	24,980	13.11
Housing Units Built 1980 to 1989	33,960	17.83
Housing Units Built 1970 to 1979	39,679	20.83
Housing Units Built 1960 to 1969	18,440	9.68
Housing Units Built 1950 to 1959	15,983	8.39
Housing Units Built 1940 to 1949	6,808	3.57
Housing Unit Built 1939 or Earlier	5,560	2.92
2015 Est. Median Year Structure Built**	1983	



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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