



5-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

Leon Valley, Texas

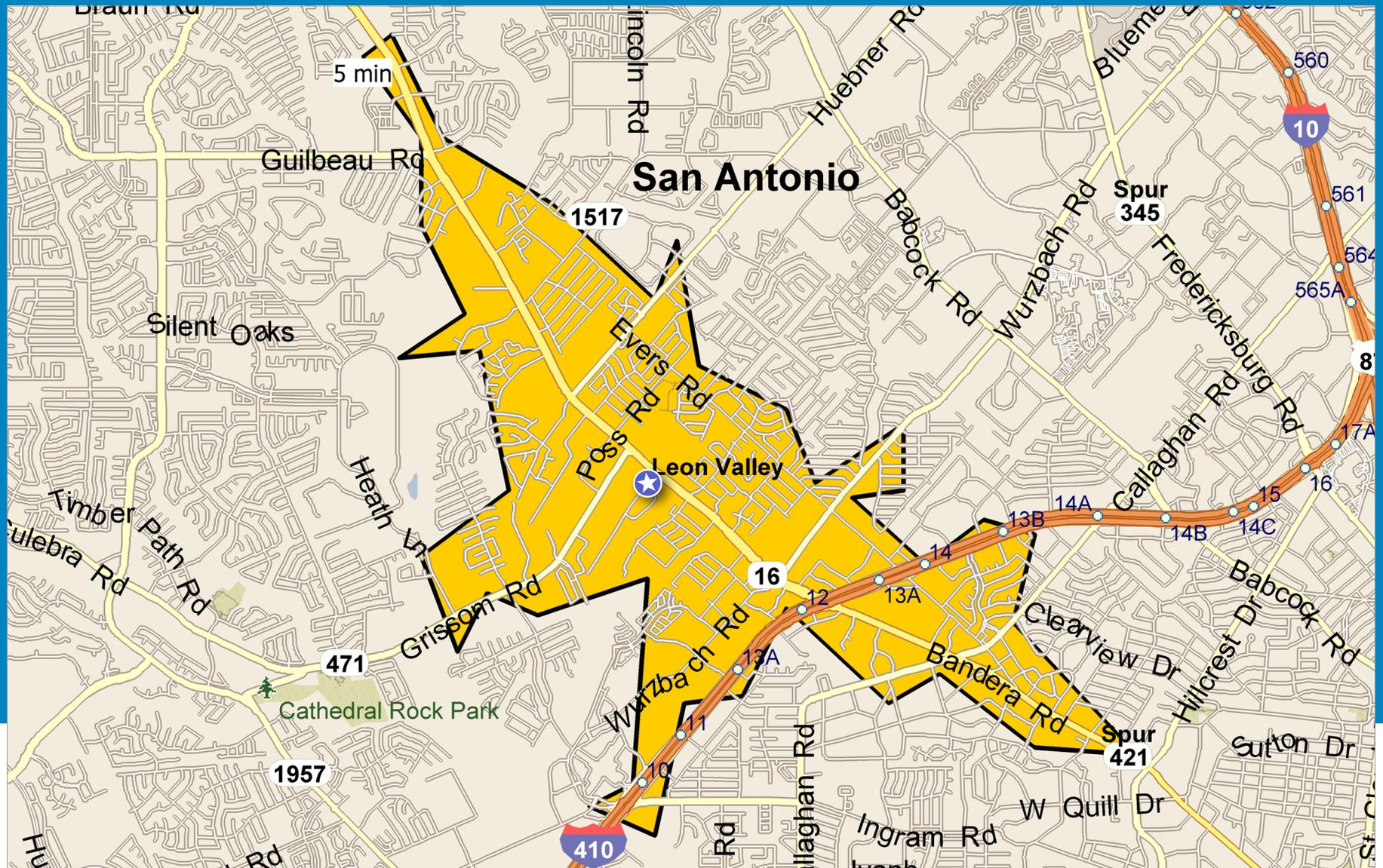


Prepared for
City of Leon Valley
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5-Minute Drive Time

Leon Valley, Texas



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Drive Time Demographics | 5-Minute Drive Time Leon Valley, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	24,228	
2015 Estimate	22,785	
2010 Census	21,365	
2000 Census	19,613	
Growth 2015-2020	6.33%	
Growth 2010-2015	6.65%	
Growth 2000-2010	8.93%	
2015 Est. Population by Single-Classification Race	22,785	
White Alone	16,781	73.65
Black or African American Alone	1,366	6.00
Amer. Indian and Alaska Native Alone	187	0.82
Asian Alone	787	3.45
Native Hawaiian and Other Pac. Isl. Alone	51	0.22
Some Other Race Alone	2,727	11.97
Two or More Races	886	3.89
2015 Est. Population by Hispanic or Latino Origin	22,785	
Not Hispanic or Latino	7,933	34.82
Hispanic or Latino:	14,852	65.18
Mexican	12,724	85.67
Puerto Rican	271	1.82
Cuban	45	0.30
All Other Hispanic or Latino	1,812	12.20

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	14,852	
White Alone	11,300	76.08
Black or African American Alone	156	1.05
American Indian and Alaska Native Alone	114	0.77
Asian Alone	43	0.29
Native Hawaiian and Other Pacific Islander Alone	11	0.07
Some Other Race Alone	2,686	18.09
Two or More Races	542	3.65
2015 Est. Pop by Race, Asian Alone, by Category	787	
Chinese, except Taiwanese	100	12.71
Filipino	323	41.04
Japanese	65	8.26
Asian Indian	93	11.82
Korean	86	10.93
Vietnamese	69	8.77
Cambodian	2	0.25
Hmong	0	0.00
Laotian	4	0.51
Thai	25	3.18
All Other Asian Races Including 2+ Category	19	2.41
2015 Est. Population by Ancestry	22,785	
Arab	102	0.45
Czech	46	0.20
Danish	8	0.04
Dutch	2	0.01
English	609	2.67
French (except Basque)	80	0.35
French Canadian	47	0.21
German	1,142	5.01
Greek	26	0.11

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DESCRIPTION	DATA	%
Hungarian	20	0.09
Irish	752	3.30
Italian	255	1.12
Lithuanian	9	0.04
United States or American	1,059	4.65
Norwegian	99	0.43
Polish	183	0.80
Portuguese	0	0.00
Russian	66	0.29
Scottish	140	0.61
Scotch-Irish	237	1.04
Slovak	23	0.10
Subsaharan African	99	0.43
Swedish	32	0.14
Swiss	36	0.16
Ukrainian	1	0.00
Welsh	24	0.11
West Indian (except Hisp. groups)	22	0.10
Other ancestries	16,196	71.08
Ancestry Unclassified	1,472	6.46
2015 Est. Pop Age 5+ by Language Spoken at Home	21,176	
Speak Only English at Home	12,152	57.39
Speak Asian/Pac. Isl. Lang. at Home	504	2.38
Speak IndoEuropean Language at Home	213	1.01
Speak Spanish at Home	8,231	38.87
Speak Other Language at Home	76	0.36
2015 Est. Population by Sex	22,785	
Male	11,004	48.29
Female	11,781	51.71

DESCRIPTION	DATA	%
2015 Est. Population by Age	22,785	
Age 0 - 4	1,609	7.06
Age 5 - 9	1,579	6.93
Age 10 - 14	1,487	6.53
Age 15 - 17	838	3.68
Age 18 - 20	800	3.51
Age 21 - 24	1,140	5.00
Age 25 - 34	3,988	17.50
Age 35 - 44	3,028	13.29
Age 45 - 54	2,609	11.45
Age 55 - 64	2,499	10.97
Age 65 - 74	1,845	8.10
Age 75 - 84	958	4.20
Age 85 and over	406	1.78
Age 16 and over	17,835	78.28
Age 18 and over	17,272	75.80
Age 21 and over	16,472	72.29
Age 65 and over	3,209	14.08
2015 Est. Median Age	34.9	
2015 Est. Average Age	37.4	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	11,004	
Age 0 - 4	822	7.47
Age 5 - 9	827	7.52
Age 10 - 14	749	6.81
Age 15 - 17	426	3.87
Age 18 - 20	410	3.73
Age 21 - 24	582	5.29
Age 25 - 34	2,049	18.62
Age 35 - 44	1,516	13.78
Age 45 - 54	1,230	11.18
Age 55 - 64	1,106	10.05
Age 65 - 74	770	7.00
Age 75 - 84	376	3.42
Age 85 and over	141	1.28
2015 Est. Median Age, Male	33.2	
2015 Est. Average Age, Male	35.6	
2015 Est. Female Population by Age	11,781	
Age 0 - 4	787	6.68
Age 5 - 9	753	6.39
Age 10 - 14	738	6.26
Age 15 - 17	413	3.51
Age 18 - 20	390	3.31
Age 21 - 24	558	4.74
Age 25 - 34	1,939	16.46
Age 35 - 44	1,511	12.83
Age 45 - 54	1,379	11.71
Age 55 - 64	1,393	11.82
Age 65 - 74	1,074	9.12
Age 75 - 84	582	4.94
Age 85 and over	265	2.25

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	37.1	
2015 Est. Average Age, Female	39.0	
2015 Est. Pop Age 15+ by Marital Status	18,110	
Total, Never Married	6,321	34.90
Males, Never Married	3,489	19.27
Females, Never Married	2,833	15.64
Married, Spouse present	6,891	38.05
Married, Spouse absent	995	5.49
Widowed	1,167	6.44
Males Widowed	149	0.82
Females Widowed	1,018	5.62
Divorced	2,736	15.11
Males Divorced	1,148	6.34
Females Divorced	1,588	8.77
2015 Est. Pop Age 25+ by Edu. Attainment	15,332	
Less than 9th grade	1,053	6.87
Some High School, no diploma	1,199	7.82
High School Graduate (or GED)	3,932	25.65
Some College, no degree	4,514	29.44
Associate Degree	1,239	8.08
Bachelor's Degree	2,066	13.48
Master's Degree	866	5.65
Professional School Degree	252	1.64
Doctorate Degree	211	1.38
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	9,239	
No High School Diploma	1,671	18.09
High School Graduate	2,441	26.42
Some College or Associate's Degree	3,578	38.73
Bachelor's Degree or Higher	1,548	16.76

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DESCRIPTION	DATA	%
Households		
2020 Projection	9,974	
2015 Estimate	9,304	
2010 Census	8,587	
2000 Census	7,695	
Growth 2015-2020	7.20%	
Growth 2010-2015	8.36%	
Growth 2000-2010	11.59%	
2015 Est. Households by Household Type	9,304	
Family Households	5,676	61.01
Nonfamily Households	3,629	39.00
2015 Est. Group Quarters Population	163	
2015 HHs by Ethnicity, Hispanic/Latino	5,343	57.43
2015 Est. Households by HH Income	9,304	
Income < \$15,000	1,171	12.59
Income \$15,000 - \$24,999	1,172	12.60
Income \$25,000 - \$34,999	1,193	12.82
Income \$35,000 - \$49,999	1,510	16.23
Income \$50,000 - \$74,999	1,716	18.44
Income \$75,000 - \$99,999	1,083	11.64
Income \$100,000 - \$124,999	655	7.04
Income \$125,000 - \$149,999	386	4.15
Income \$150,000 - \$199,999	282	3.03
Income \$200,000 - \$249,999	76	0.82
Income \$250,000 - \$499,999	50	0.54
Income \$500,000+	11	0.12

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$59,005	
2015 Est. Median Household Income	\$46,091	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	47,942	
Black or African American Alone	49,876	
American Indian and Alaska Native Alone	35,556	
Asian Alone	50,027	
Native Hawaiian and Other Pacific Islander Alone	52,471	
Some Other Race Alone	30,670	
Two or More Races	52,632	
Hispanic or Latino	44,034	
Not Hispanic or Latino	49,374	
2015 Est. Family HH Type by Presence of Own Child.	5,676	
Married-Couple Family, own children	1,466	25.83
Married-Couple Family, no own children	2,131	37.54
Male Householder, own children	285	5.02
Male Householder, no own children	273	4.81
Female Householder, own children	838	14.76
Female Householder, no own children	682	12.02
2015 Est. Households by Household Size	9,304	
1-person	3,023	32.49
2-person	2,792	30.01
3-person	1,493	16.05
4-person	1,081	11.62
5-person	538	5.78
6-person	236	2.54
7-or-more-person	141	1.52

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.43	
2015 Est. Households by Presence of People Under 18	9,304	
Households with 1 or More People under Age 18:	2,988	32.12
Married-Couple Family	1,621	54.25
Other Family, Male Householder	335	11.21
Other Family, Female Householder	1,003	33.57
Nonfamily, Male Householder	19	0.64
Nonfamily, Female Householder	10	0.33
Households with No People under Age 18:	6,316	67.88
Married-Couple Family	1,978	31.32
Other Family, Male Householder	226	3.58
Other Family, Female Householder	516	8.17
Nonfamily, Male Householder	1,654	26.19
Nonfamily, Female Householder	1,942	30.75
2015 Est. Households by Number of Vehicles	9,304	
No Vehicles	929	9.98
1 Vehicle	4,025	43.26
2 Vehicles	2,964	31.86
3 Vehicles	1,022	10.98
4 Vehicles	300	3.22
5 or more Vehicles	64	0.69
2015 Est. Average Number of Vehicles	1.6	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	6,082	
2015 Estimate	5,676	
2010 Census	5,244	
2000 Census	5,044	
Growth 2015-2020	7.15%	
Growth 2010-2015	8.23%	
Growth 2000-2010	3.96%	
2015 Est. Families by Poverty Status	5,676	
2015 Families at or Above Poverty	5,044	88.87
2015 Families at or Above Poverty with Children	2,197	38.71
2015 Families Below Poverty	632	11.13
2015 Families Below Poverty with Children	551	9.71
2015 Est. Pop Age 16+ by Employment Status	17,835	
In Armed Forces	65	0.36
Civilian - Employed	11,165	62.60
Civilian - Unemployed	710	3.98
Not in Labor Force	5,895	33.05
2015 Est. Civ. Employed Pop 16+ by Class of Worker	11,247	
For-Profit Private Workers	7,827	69.59
Non-Profit Private Workers	826	7.34
Local Government Workers	575	5.11
State Government Workers	511	4.54
Federal Government Workers	436	3.88
Self-Employed Workers	1,057	9.40
Unpaid Family Workers	15	0.13

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	11,247	
Architect/Engineer	198	1.76
Arts/Entertainment/Sports	128	1.14
Building Grounds Maintenance	637	5.66
Business/Financial Operations	587	5.22
Community/Social Services	101	0.90
Computer/Mathematical	257	2.29
Construction/Extraction	596	5.30
Education/Training/Library	568	5.05
Farming/Fishing/Forestry	14	0.12
Food Prep/Serving	1,110	9.87
Health Practitioner/Technician	672	5.97
Healthcare Support	388	3.45
Maintenance Repair	526	4.68
Legal	121	1.08
Life/Physical/Social Science	111	0.99
Management	742	6.60
Office/Admin. Support	1,849	16.44
Production	382	3.40
Protective Services	260	2.31
Sales/Related	1,095	9.74
Personal Care/Service	372	3.31
Transportation/Moving	534	4.75
2015 Est. Pop 16+ by Occupation Classification	11,247	
Blue Collar	2,039	18.13
White Collar	6,427	57.14
Service and Farm	2,781	24.73

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	11,191	
Drove Alone	9,276	82.89
Car Pooled	1,023	9.14
Public Transportation	406	3.63
Walked	116	1.04
Bicycle	4	0.04
Other Means	55	0.49
Worked at Home	311	2.78
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	2,311	
15 - 29 Minutes	5,314	
30 - 44 Minutes	2,426	
45 - 59 Minutes	311	
60 or more Minutes	509	
2015 Est. Avg. Travel Time to Work in Minutes	25.82	
2015 Est. Occupied Housing Units by Tenure	9,304	
Owner Occupied	4,515	48.53
Renter Occupied	4,789	51.47
2015 Owner Occ. HUs: Avg. Length of Residence	17.2	
2015 Renter Occ. HUs: Avg. Length of Residence	6.5	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	4,515	
Value Less than \$20,000	115	2.55
Value \$20,000 - \$39,999	57	1.26
Value \$40,000 - \$59,999	32	0.71
Value \$60,000 - \$79,999	193	4.27
Value \$80,000 - \$99,999	580	12.85
Value \$100,000 - \$149,999	1,912	42.35
Value \$150,000 - \$199,999	1,139	25.23
Value \$200,000 - \$299,999	341	7.55
Value \$300,000 - \$399,999	70	1.55
Value \$400,000 - \$499,999	12	0.27
Value \$500,000 - \$749,999	40	0.89
Value \$750,000 - \$999,999	17	0.38
Value \$1,000,000 or more	7	0.16
2015 Est. Median All Owner-Occupied Housing Value	\$133,498	
2015 Est. Housing Units by Units in Structure	10,084	
1 Unit Attached	303	3.00
1 Unit Detached	5,225	51.81
2 Units	47	0.47
3 or 4 Units	593	5.88
5 to 19 Units	2,588	25.66
20 to 49 Units	548	5.43
50 or More Units	512	5.08
Mobile Home or Trailer	268	2.66
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	10,084	
Housing Units Built 2010 or later	821	8.14
Housing Units Built 2000 to 2009	1,389	13.77
Housing Units Built 1990 to 1999	837	8.30
Housing Units Built 1980 to 1989	1,591	15.78
Housing Units Built 1970 to 1979	3,899	38.67
Housing Units Built 1960 to 1969	1,046	10.37
Housing Units Built 1950 to 1959	358	3.55
Housing Units Built 1940 to 1949	72	0.71
Housing Unit Built 1939 or Earlier	73	0.72
2015 Est. Median Year Structure Built**	1979	



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

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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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