



COMMUNITY DEMOGRAPHIC PROFILE

Leon Valley, Texas

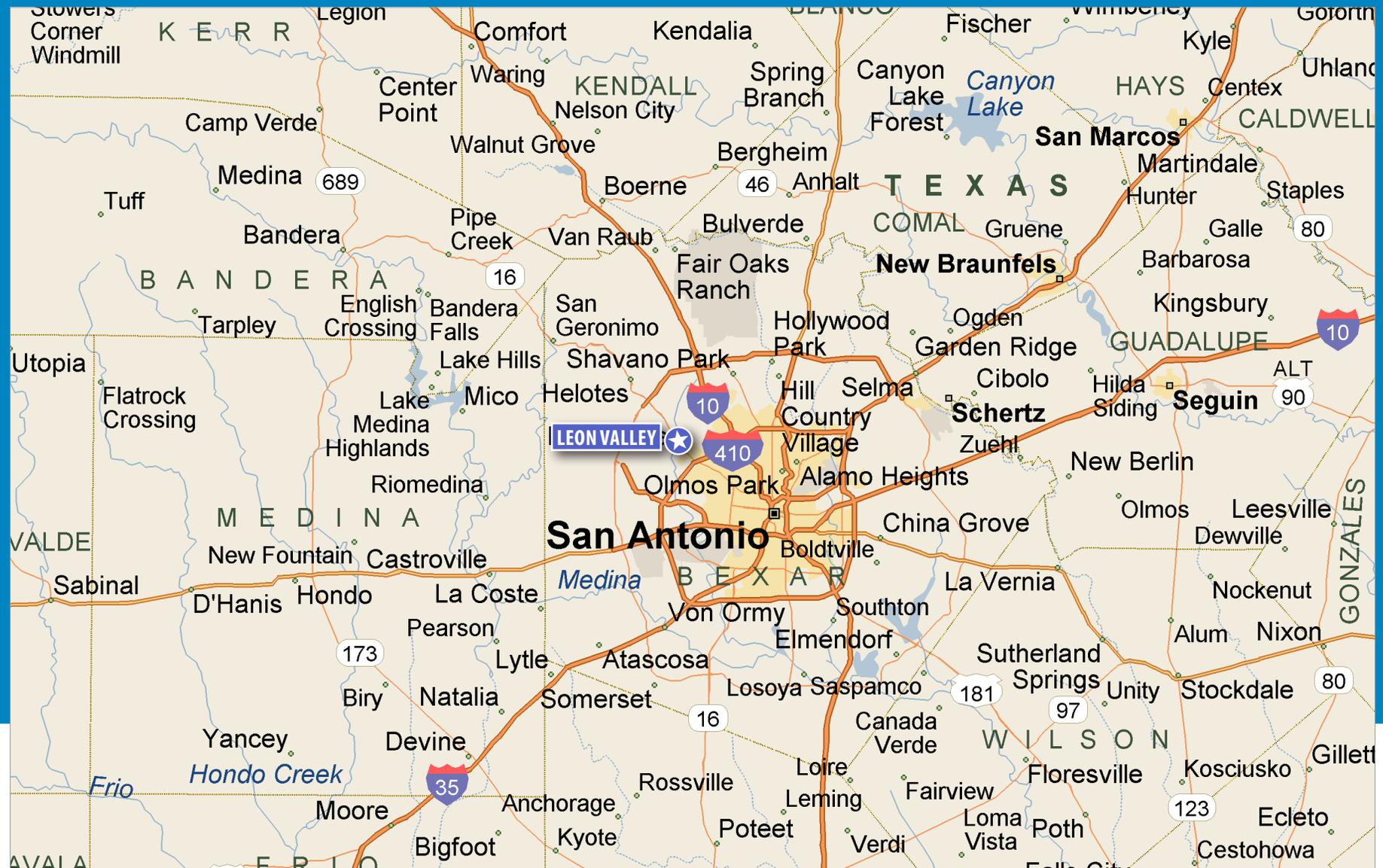


Prepared for
City of Leon Valley
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Location Map

Leon Valley, Texas



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Community Demographics

Leon Valley, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	11,567	
2015 Estimate	10,953	
2010 Census	10,151	
2000 Census	9,337	
Growth 2015-2020	5.61%	
Growth 2010-2015	7.90%	
Growth 2000-2010	8.72%	
2015 Est. Population by Single-Classification Race	10,953	
White Alone	8,499	77.60
Black or African American Alone	505	4.61
Amer. Indian and Alaska Native Alone	67	0.61
Asian Alone	388	3.54
Native Hawaiian and Other Pac. Isl. Alone	27	0.25
Some Other Race Alone	1,133	10.34
Two or More Races	334	3.05
2015 Est. Population by Hispanic or Latino Origin	10,953	
Not Hispanic or Latino	4,318	39.42
Hispanic or Latino:	6,635	60.58
Mexican	5,702	85.94
Puerto Rican	124	1.87
Cuban	17	0.26
All Other Hispanic or Latino	792	11.94

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	6,635	
White Alone	5,200	78.37
Black or African American Alone	60	0.90
American Indian and Alaska Native Alone	44	0.66
Asian Alone	14	0.21
Native Hawaiian and Other Pacific Islander Alone	4	0.06
Some Other Race Alone	1,113	16.77
Two or More Races	200	3.01
2015 Est. Pop by Race, Asian Alone, by Category	388	
Chinese, except Taiwanese	70	18.04
Filipino	164	42.27
Japanese	47	12.11
Asian Indian	34	8.76
Korean	32	8.25
Vietnamese	22	5.67
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	14	3.61
All Other Asian Races Including 2+ Category	5	1.29
2015 Est. Population by Ancestry	10,953	
Arab	58	0.53
Czech	27	0.25
Danish	0	0.00
Dutch	2	0.02
English	363	3.31
French (except Basque)	56	0.51
French Canadian	25	0.23
German	530	4.84
Greek	27	0.25

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DESCRIPTION	DATA	%
Hungarian	16	0.15
Irish	441	4.03
Italian	156	1.42
Lithuanian	6	0.05
United States or American	467	4.26
Norwegian	57	0.52
Polish	135	1.23
Portuguese	0	0.00
Russian	37	0.34
Scottish	107	0.98
Scotch-Irish	205	1.87
Slovak	17	0.16
Subsaharan African	24	0.22
Swedish	23	0.21
Swiss	19	0.17
Ukrainian	1	0.01
Welsh	9	0.08
West Indian (except Hisp. groups)	4	0.04
Other ancestries	7,406	67.62
Ancestry Unclassified	735	6.71
2015 Est. Pop Age 5+ by Language Spoken at Home	10,284	
Speak Only English at Home	5,999	58.33
Speak Asian/Pac. Isl. Lang. at Home	196	1.91
Speak IndoEuropean Language at Home	116	1.13
Speak Spanish at Home	3,928	38.20
Speak Other Language at Home	45	0.44
2015 Est. Population by Sex	10,953	
Male	5,297	48.36
Female	5,656	51.64

DESCRIPTION	DATA	%
2015 Est. Population by Age	10,953	
Age 0 - 4	669	6.11
Age 5 - 9	678	6.19
Age 10 - 14	656	5.99
Age 15 - 17	391	3.57
Age 18 - 20	370	3.38
Age 21 - 24	519	4.74
Age 25 - 34	1,707	15.58
Age 35 - 44	1,448	13.22
Age 45 - 54	1,329	12.13
Age 55 - 64	1,323	12.08
Age 65 - 74	1,078	9.84
Age 75 - 84	552	5.04
Age 85 and over	233	2.13
Age 16 and over	8,822	80.54
Age 18 and over	8,559	78.14
Age 21 and over	8,189	74.76
Age 65 and over	1,863	17.01
2015 Est. Median Age	38.4	
2015 Est. Average Age	39.7	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	5,297	
Age 0 - 4	341	6.44
Age 5 - 9	362	6.83
Age 10 - 14	330	6.23
Age 15 - 17	214	4.04
Age 18 - 20	200	3.78
Age 21 - 24	269	5.08
Age 25 - 34	883	16.67
Age 35 - 44	734	13.86
Age 45 - 54	627	11.84
Age 55 - 64	585	11.04
Age 65 - 74	445	8.40
Age 75 - 84	227	4.29
Age 85 and over	80	1.51
2015 Est. Median Age, Male	35.7	
2015 Est. Average Age, Male	37.7	
2015 Est. Female Population by Age	5,656	
Age 0 - 4	328	5.80
Age 5 - 9	316	5.59
Age 10 - 14	326	5.76
Age 15 - 17	177	3.13
Age 18 - 20	170	3.01
Age 21 - 24	250	4.42
Age 25 - 34	824	14.57
Age 35 - 44	714	12.62
Age 45 - 54	702	12.41
Age 55 - 64	738	13.05
Age 65 - 74	633	11.19
Age 75 - 84	325	5.75
Age 85 and over	153	2.71

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	41.1	
2015 Est. Average Age, Female	41.6	
2015 Est. Pop Age 15+ by Marital Status	8,950	
Total, Never Married	2,904	32.45
Males, Never Married	1,611	18.00
Females, Never Married	1,293	14.45
Married, Spouse present	3,597	40.19
Married, Spouse absent	413	4.61
Widowed	622	6.95
Males Widowed	68	0.76
Females Widowed	554	6.19
Divorced	1,414	15.80
Males Divorced	623	6.96
Females Divorced	791	8.84
2015 Est. Pop Age 25+ by Edu. Attainment	7,670	
Less than 9th grade	346	4.51
Some High School, no diploma	529	6.90
High School Graduate (or GED)	1,856	24.20
Some College, no degree	2,134	27.82
Associate Degree	743	9.69
Bachelor's Degree	1,241	16.18
Master's Degree	494	6.44
Professional School Degree	135	1.76
Doctorate Degree	192	2.50
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	4,261	
No High School Diploma	655	15.37
High School Graduate	1,092	25.63
Some College or Associate's Degree	1,687	39.59
Bachelor's Degree or Higher	827	19.41

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DESCRIPTION	DATA	%
Households		
2020 Projection	4,736	
2015 Estimate	4,460	
2010 Census	4,115	
2000 Census	3,673	
Growth 2015-2020	6.19%	
Growth 2010-2015	8.38%	
Growth 2000-2010	12.03%	
2015 Est. Households by Household Type	4,460	
Family Households	2,846	63.81
Nonfamily Households	1,614	36.19
2015 Est. Group Quarters Population	12	
2015 HHs by Ethnicity, Hispanic/Latino	2,323	52.09
2015 Est. Households by HH Income	4,460	
Income < \$15,000	438	9.82
Income \$15,000 - \$24,999	460	10.31
Income \$25,000 - \$34,999	482	10.81
Income \$35,000 - \$49,999	682	15.29
Income \$50,000 - \$74,999	926	20.76
Income \$75,000 - \$99,999	574	12.87
Income \$100,000 - \$124,999	363	8.14
Income \$125,000 - \$149,999	255	5.72
Income \$150,000 - \$199,999	191	4.28
Income \$200,000 - \$249,999	49	1.10
Income \$250,000 - \$499,999	32	0.72
Income \$500,000+	8	0.18

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$67,072	
2015 Est. Median Household Income	\$54,536	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	55,992	
Black or African American Alone	63,194	
American Indian and Alaska Native Alone	46,250	
Asian Alone	61,290	
Native Hawaiian and Other Pacific Islander Alone	62,500	
Some Other Race Alone	35,395	
Two or More Races	52,500	
Hispanic or Latino	52,743	
Not Hispanic or Latino	56,872	
2015 Est. Family HH Type by Presence of Own Child.	2,846	
Married-Couple Family, own children	773	27.16
Married-Couple Family, no own children	1,232	43.29
Male Householder, own children	107	3.76
Male Householder, no own children	119	4.18
Female Householder, own children	280	9.84
Female Householder, no own children	335	11.77
2015 Est. Households by Household Size	4,460	
1-person	1,369	30.70
2-person	1,405	31.50
3-person	726	16.28
4-person	522	11.70
5-person	260	5.83
6-person	111	2.49
7-or-more-person	67	1.50

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.45	
2015 Est. Households by Presence of People Under 18	4,460	
Households with 1 or More People under Age 18:	1,350	30.27
Married-Couple Family	855	63.33
Other Family, Male Householder	128	9.48
Other Family, Female Householder	352	26.07
Nonfamily, Male Householder	10	0.74
Nonfamily, Female Householder	5	0.37
Households with No People under Age 18:	3,110	69.73
Married-Couple Family	1,150	36.98
Other Family, Male Householder	98	3.15
Other Family, Female Householder	263	8.46
Nonfamily, Male Householder	670	21.54
Nonfamily, Female Householder	929	29.87
2015 Est. Households by Number of Vehicles	4,460	
No Vehicles	277	6.21
1 Vehicle	1,789	40.11
2 Vehicles	1,603	35.94
3 Vehicles	601	13.48
4 Vehicles	137	3.07
5 or more Vehicles	53	1.19
2015 Est. Average Number of Vehicles	1.7	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	3,033	
2015 Estimate	2,846	
2010 Census	2,602	
2000 Census	2,501	
Growth 2015-2020	6.57%	
Growth 2010-2015	9.38%	
Growth 2000-2010	4.04%	
2015 Est. Families by Poverty Status	2,846	
2015 Families at or Above Poverty	2,689	94.48
2015 Families at or Above Poverty with Children	1,170	41.11
2015 Families Below Poverty	157	5.52
2015 Families Below Poverty with Children	134	4.71
2015 Est. Pop Age 16+ by Employment Status	8,822	
In Armed Forces	38	0.43
Civilian - Employed	5,472	62.03
Civilian - Unemployed	404	4.58
Not in Labor Force	2,908	32.96
2015 Est. Civ. Employed Pop 16+ by Class of Worker	5,509	
For-Profit Private Workers	3,581	65.00
Non-Profit Private Workers	485	8.80
Local Government Workers	314	5.70
State Government Workers	331	6.01
Federal Government Workers	216	3.92
Self-Employed Workers	582	10.56
Unpaid Family Workers	0	0.00

Community Demographics

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	5,509	
Architect/Engineer	84	1.52
Arts/Entertainment/Sports	80	1.45
Building Grounds Maintenance	263	4.77
Business/Financial Operations	272	4.94
Community/Social Services	67	1.22
Computer/Mathematical	169	3.07
Construction/Extraction	201	3.65
Education/Training/Library	331	6.01
Farming/Fishing/Forestry	2	0.04
Food Prep/Serving	465	8.44
Health Practitioner/Technician	442	8.02
Healthcare Support	228	4.14
Maintenance Repair	289	5.25
Legal	67	1.22
Life/Physical/Social Science	71	1.29
Management	415	7.53
Office/Admin. Support	899	16.32
Production	144	2.61
Protective Services	136	2.47
Sales/Related	504	9.15
Personal Care/Service	166	3.01
Transportation/Moving	214	3.88
2015 Est. Pop 16+ by Occupation Classification	5,509	
Blue Collar	848	15.39
White Collar	3,401	61.74
Service and Farm	1,260	22.87

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	5,462	
Drove Alone	4,558	83.45
Car Pooled	575	10.53
Public Transportation	82	1.50
Walked	37	0.68
Bicycle	1	0.02
Other Means	26	0.48
Worked at Home	183	3.35
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,114	
15 - 29 Minutes	2,736	
30 - 44 Minutes	1,192	
45 - 59 Minutes	139	
60 or more Minutes	134	
2015 Est. Avg. Travel Time to Work in Minutes	24.37	
2015 Est. Occupied Housing Units by Tenure	4,460	
Owner Occupied	2,777	62.26
Renter Occupied	1,683	37.74
2015 Owner Occ. HUs: Avg. Length of Residence	17.3	
2015 Renter Occ. HUs: Avg. Length of Residence	6.9	

Community Demographics

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	2,777	
Value Less than \$20,000	51	1.84
Value \$20,000 - \$39,999	31	1.12
Value \$40,000 - \$59,999	16	0.58
Value \$60,000 - \$79,999	99	3.56
Value \$80,000 - \$99,999	280	10.08
Value \$100,000 - \$149,999	1,195	43.03
Value \$150,000 - \$199,999	816	29.38
Value \$200,000 - \$299,999	215	7.74
Value \$300,000 - \$399,999	36	1.30
Value \$400,000 - \$499,999	5	0.18
Value \$500,000 - \$749,999	17	0.61
Value \$750,000 - \$999,999	12	0.43
Value \$1,000,000 or more	4	0.14
2015 Est. Median All Owner-Occupied Housing Value	\$138,138	
2015 Est. Housing Units by Units in Structure	4,662	
1 Unit Attached	148	3.17
1 Unit Detached	3,216	68.98
2 Units	14	0.30
3 or 4 Units	190	4.08
5 to 19 Units	663	14.22
20 to 49 Units	68	1.46
50 or More Units	233	5.00
Mobile Home or Trailer	130	2.79
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	4,662	
Housing Units Built 2010 or later	334	7.16
Housing Units Built 2000 to 2009	551	11.82
Housing Units Built 1990 to 1999	507	10.88
Housing Units Built 1980 to 1989	776	16.65
Housing Units Built 1970 to 1979	1,827	39.19
Housing Units Built 1960 to 1969	553	11.86
Housing Units Built 1950 to 1959	78	1.67
Housing Units Built 1940 to 1949	20	0.43
Housing Unit Built 1939 or Earlier	16	0.34
2015 Est. Median Year Structure Built**	1979	



C. Kelly Cofer
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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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.