



# PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Leon Valley, Texas

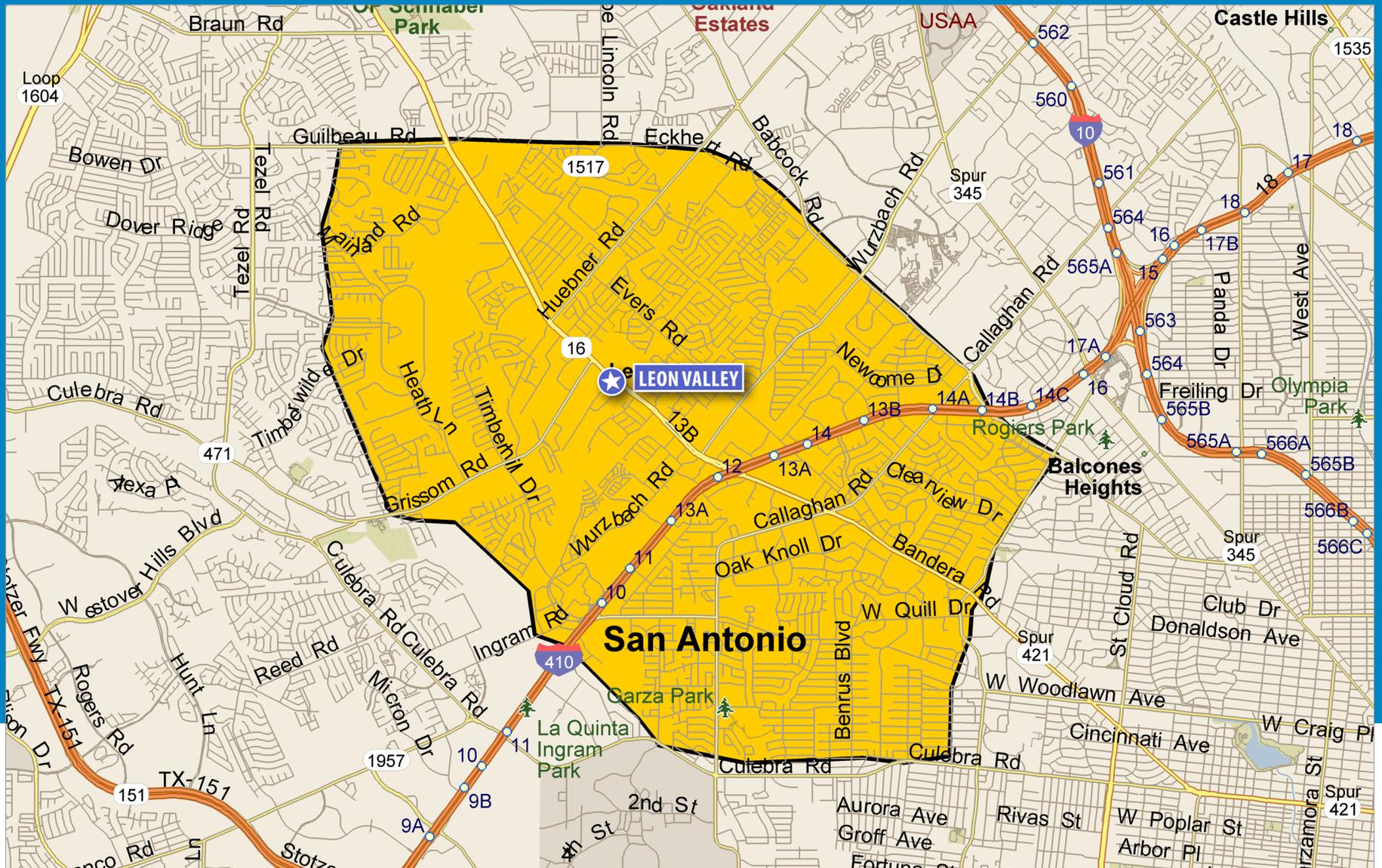


Prepared for  
City of Leon Valley  
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# Primary Retail Trade Area

Leon Valley, Texas



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## Primary Retail Trade Area | Demographics

### Leon Valley, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	94,314	
2015 Estimate	88,730	
2010 Census	83,511	
2000 Census	75,114	
Growth 2015-2020	6.29%	
Growth 2010-2015	6.25%	
Growth 2000-2010	11.18%	
2015 Est. Population by Single-Classification Race	88,730	
White Alone	67,093	75.61
Black or African American Alone	5,051	5.69
Amer. Indian and Alaska Native Alone	805	0.91
Asian Alone	2,522	2.84
Native Hawaiian and Other Pac. Isl. Alone	116	0.13
Some Other Race Alone	9,932	11.19
Two or More Races	3,211	3.62
2015 Est. Population by Hispanic or Latino Origin	88,730	
Not Hispanic or Latino	28,363	31.97
Hispanic or Latino:	60,367	68.03
Mexican	51,595	85.47
Puerto Rican	955	1.58
Cuban	140	0.23
All Other Hispanic or Latino	7,677	12.72

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	60,367	
White Alone	47,266	78.30
Black or African American Alone	534	0.88
American Indian and Alaska Native Alone	560	0.93
Asian Alone	143	0.24
Native Hawaiian and Other Pacific Islander Alone	47	0.08
Some Other Race Alone	9,799	16.23
Two or More Races	2,018	3.34
2015 Est. Pop by Race, Asian Alone, by Category	2,522	
Chinese, except Taiwanese	592	23.47
Filipino	759	30.10
Japanese	193	7.65
Asian Indian	295	11.70
Korean	323	12.81
Vietnamese	170	6.74
Cambodian	11	0.44
Hmong	2	0.08
Laotian	22	0.87
Thai	47	1.86
All Other Asian Races Including 2+ Category	107	4.24
2015 Est. Population by Ancestry	88,730	
Arab	257	0.29
Czech	162	0.18
Danish	13	0.01
Dutch	175	0.20
English	2,113	2.38
French (except Basque)	350	0.39
French Canadian	176	0.20
German	4,208	4.74
Greek	119	0.13

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DESCRIPTION	DATA	%
Hungarian	44	0.05
Irish	2,254	2.54
Italian	682	0.77
Lithuanian	100	0.11
United States or American	4,504	5.08
Norwegian	222	0.25
Polish	575	0.65
Portuguese	0	0.00
Russian	113	0.13
Scottish	466	0.53
Scotch-Irish	609	0.69
Slovak	43	0.05
Subsaharan African	717	0.81
Swedish	250	0.28
Swiss	78	0.09
Ukrainian	18	0.02
Welsh	83	0.09
West Indian (except Hisp. groups)	132	0.15
Other ancestries	64,375	72.55
Ancestry Unclassified	5,891	6.64
2015 Est. Pop Age 5+ by Language Spoken at Home	82,396	
Speak Only English at Home	45,161	54.81
Speak Asian/Pac. Isl. Lang. at Home	1,286	1.56
Speak IndoEuropean Language at Home	921	1.12
Speak Spanish at Home	34,567	41.95
Speak Other Language at Home	463	0.56
2015 Est. Population by Sex	88,730	
Male	42,625	48.04
Female	46,105	51.96

DESCRIPTION	DATA	%
2015 Est. Population by Age	88,730	
Age 0 - 4	6,334	7.14
Age 5 - 9	6,266	7.06
Age 10 - 14	6,001	6.76
Age 15 - 17	3,442	3.88
Age 18 - 20	3,268	3.68
Age 21 - 24	4,726	5.33
Age 25 - 34	15,213	17.15
Age 35 - 44	11,968	13.49
Age 45 - 54	10,234	11.53
Age 55 - 64	9,395	10.59
Age 65 - 74	6,801	7.66
Age 75 - 84	3,603	4.06
Age 85 and over	1,479	1.67
Age 16 and over	69,003	77.77
Age 18 and over	66,688	75.16
Age 21 and over	63,420	71.48
Age 65 and over	11,883	13.39
2015 Est. Median Age	34.4	
2015 Est. Average Age	36.8	

## Primary Retail Trade Area | Demographics

### Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	42,625	
Age 0 - 4	3,231	7.58
Age 5 - 9	3,144	7.38
Age 10 - 14	3,039	7.13
Age 15 - 17	1,763	4.14
Age 18 - 20	1,676	3.93
Age 21 - 24	2,341	5.49
Age 25 - 34	7,595	17.82
Age 35 - 44	5,917	13.88
Age 45 - 54	4,861	11.40
Age 55 - 64	4,182	9.81
Age 65 - 74	2,908	6.82
Age 75 - 84	1,443	3.39
Age 85 and over	525	1.23
2015 Est. Median Age, Male	33.1	
2015 Est. Average Age, Male	35.3	
2015 Est. Female Population by Age	46,105	
Age 0 - 4	3,102	6.73
Age 5 - 9	3,122	6.77
Age 10 - 14	2,961	6.42
Age 15 - 17	1,679	3.64
Age 18 - 20	1,592	3.45
Age 21 - 24	2,385	5.17
Age 25 - 34	7,618	16.52
Age 35 - 44	6,051	13.12
Age 45 - 54	5,374	11.66
Age 55 - 64	5,213	11.31
Age 65 - 74	3,894	8.45
Age 75 - 84	2,160	4.68
Age 85 and over	954	2.07

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	36.0	
2015 Est. Average Age, Female	38.2	
2015 Est. Pop Age 15+ by Marital Status	70,130	
Total, Never Married	24,960	35.59
Males, Never Married	13,309	18.98
Females, Never Married	11,651	16.61
Married, Spouse present	26,689	38.06
Married, Spouse absent	4,544	6.48
Widowed	4,338	6.19
Males Widowed	719	1.03
Females Widowed	3,618	5.16
Divorced	9,599	13.69
Males Divorced	3,905	5.57
Females Divorced	5,693	8.12
2015 Est. Pop Age 25+ by Edu. Attainment	58,694	
Less than 9th grade	4,169	7.10
Some High School, no diploma	4,759	8.11
High School Graduate (or GED)	15,283	26.04
Some College, no degree	16,471	28.06
Associate Degree	4,463	7.60
Bachelor's Degree	8,734	14.88
Master's Degree	3,254	5.54
Professional School Degree	806	1.37
Doctorate Degree	755	1.29
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	37,110	
No High School Diploma	7,506	20.23
High School Graduate	10,381	27.97
Some College or Associate's Degree	13,174	35.50
Bachelor's Degree or Higher	6,048	16.30

## Primary Retail Trade Area | Demographics

### Leon Valley, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	37,985	
2015 Estimate	35,375	
2010 Census	32,733	
2000 Census	28,447	
Growth 2015-2020	7.38%	
Growth 2010-2015	8.07%	
Growth 2000-2010	15.06%	
2015 Est. Households by Household Type	35,375	
Family Households	22,068	62.38
Nonfamily Households	13,308	37.62
2015 Est. Group Quarters Population	326	
2015 HHs by Ethnicity, Hispanic/Latino	21,140	59.76
2015 Est. Households by HH Income	35,375	
Income < \$15,000	5,496	15.54
Income \$15,000 - \$24,999	4,040	11.42
Income \$25,000 - \$34,999	4,411	12.47
Income \$35,000 - \$49,999	5,779	16.34
Income \$50,000 - \$74,999	6,624	18.73
Income \$75,000 - \$99,999	3,884	10.98
Income \$100,000 - \$124,999	2,417	6.83
Income \$125,000 - \$149,999	1,355	3.83
Income \$150,000 - \$199,999	888	2.51
Income \$200,000 - \$249,999	253	0.72
Income \$250,000 - \$499,999	174	0.49
Income \$500,000+	55	0.16

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$56,689	
2015 Est. Median Household Income	\$44,710	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	46,293	
Black or African American Alone	39,828	
American Indian and Alaska Native Alone	47,150	
Asian Alone	42,563	
Native Hawaiian and Other Pacific Islander Alone	72,289	
Some Other Race Alone	35,804	
Two or More Races	46,095	
Hispanic or Latino	42,856	
Not Hispanic or Latino	48,082	
2015 Est. Family HH Type by Presence of Own Child.	22,068	
Married-Couple Family, own children	5,728	25.96
Married-Couple Family, no own children	8,275	37.50
Male Householder, own children	993	4.50
Male Householder, no own children	1,108	5.02
Female Householder, own children	3,281	14.87
Female Householder, no own children	2,682	12.15
2015 Est. Households by Household Size	35,375	
1-person	11,049	31.23
2-person	10,450	29.54
3-person	5,763	16.29
4-person	4,257	12.03
5-person	2,178	6.16
6-person	991	2.80
7-or-more-person	687	1.94

## Primary Retail Trade Area | Demographics

### Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.50	
2015 Est. Households by Presence of People Under 18	35,375	
Households with 1 or More People under Age 18:	11,736	33.18
Married-Couple Family	6,470	55.13
Other Family, Male Householder	1,209	10.30
Other Family, Female Householder	3,957	33.72
Nonfamily, Male Householder	70	0.60
Nonfamily, Female Householder	31	0.26
Households with No People under Age 18:	23,640	66.83
Married-Couple Family	7,537	31.88
Other Family, Male Householder	894	3.78
Other Family, Female Householder	2,010	8.50
Nonfamily, Male Householder	5,963	25.22
Nonfamily, Female Householder	7,237	30.61
2015 Est. Households by Number of Vehicles	35,375	
No Vehicles	3,392	9.59
1 Vehicle	14,595	41.26
2 Vehicles	12,199	34.48
3 Vehicles	3,861	10.91
4 Vehicles	973	2.75
5 or more Vehicles	355	1.00
2015 Est. Average Number of Vehicles	1.6	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	23,603	
2015 Estimate	22,068	
2010 Census	20,540	
2000 Census	19,094	
Growth 2015-2020	6.96%	
Growth 2010-2015	7.44%	
Growth 2000-2010	7.57%	
2015 Est. Families by Poverty Status	22,068	
2015 Families at or Above Poverty	18,698	84.73
2015 Families at or Above Poverty with Children	8,334	37.77
2015 Families Below Poverty	3,370	15.27
2015 Families Below Poverty with Children	2,736	12.40
2015 Est. Pop Age 16+ by Employment Status	69,003	
In Armed Forces	212	0.31
Civilian - Employed	41,372	59.96
Civilian - Unemployed	3,155	4.57
Not in Labor Force	24,264	35.16
2015 Est. Civ. Employed Pop 16+ by Class of Worker	41,793	
For-Profit Private Workers	29,188	69.84
Non-Profit Private Workers	2,969	7.10
Local Government Workers	2,155	5.16
State Government Workers	2,293	5.49
Federal Government Workers	1,658	3.97
Self-Employed Workers	3,463	8.29
Unpaid Family Workers	68	0.16

## Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	41,793	
Architect/Engineer	592	1.42
Arts/Entertainment/Sports	729	1.74
Building Grounds Maintenance	1,888	4.52
Business/Financial Operations	1,980	4.74
Community/Social Services	561	1.34
Computer/Mathematical	937	2.24
Construction/Extraction	2,453	5.87
Education/Training/Library	2,235	5.35
Farming/Fishing/Forestry	51	0.12
Food Prep/Serving	3,840	9.19
Health Practitioner/Technician	2,653	6.35
Healthcare Support	1,408	3.37
Maintenance Repair	1,651	3.95
Legal	305	0.73
Life/Physical/Social Science	404	0.97
Management	2,740	6.56
Office/Admin. Support	7,178	17.18
Production	1,723	4.12
Protective Services	946	2.26
Sales/Related	4,208	10.07
Personal Care/Service	1,427	3.41
Transportation/Moving	1,882	4.50
2015 Est. Pop 16+ by Occupation Classification	41,793	
Blue Collar	7,709	18.45
White Collar	24,523	58.68
Service and Farm	9,561	22.88

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	41,410	
Drove Alone	34,070	82.27
Car Pooled	4,257	10.28
Public Transportation	1,252	3.02
Walked	558	1.35
Bicycle	17	0.04
Other Means	291	0.70
Worked at Home	965	2.33
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	8,440	
15 - 29 Minutes	19,387	
30 - 44 Minutes	9,524	
45 - 59 Minutes	1,498	
60 or more Minutes	1,566	
2015 Est. Avg. Travel Time to Work in Minutes	25.78	
2015 Est. Occupied Housing Units by Tenure	35,375	
Owner Occupied	17,930	50.69
Renter Occupied	17,446	49.32
2015 Owner Occ. HUs: Avg. Length of Residence	17.7	
2015 Renter Occ. HUs: Avg. Length of Residence	6.6	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	17,930	
Value Less than \$20,000	310	1.73
Value \$20,000 - \$39,999	251	1.40
Value \$40,000 - \$59,999	357	1.99
Value \$60,000 - \$79,999	1,269	7.08
Value \$80,000 - \$99,999	2,571	14.34
Value \$100,000 - \$149,999	7,490	41.77
Value \$150,000 - \$199,999	3,951	22.04
Value \$200,000 - \$299,999	1,237	6.90
Value \$300,000 - \$399,999	270	1.51
Value \$400,000 - \$499,999	73	0.41
Value \$500,000 - \$749,999	86	0.48
Value \$750,000 - \$999,999	39	0.22
Value \$1,000,000 or more	26	0.15
2015 Est. Median All Owner-Occupied Housing Value	\$128,085	
2015 Est. Housing Units by Units in Structure	38,171	
1 Unit Attached	1,159	3.04
1 Unit Detached	20,880	54.70
2 Units	359	0.94
3 or 4 Units	1,742	4.56
5 to 19 Units	9,475	24.82
20 to 49 Units	1,963	5.14
50 or More Units	1,977	5.18
Mobile Home or Trailer	604	1.58
Boat, RV, Van, etc.	13	0.03

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	38,171	
Housing Units Built 2010 or later	2,893	7.58
Housing Units Built 2000 to 2009	5,527	14.48
Housing Units Built 1990 to 1999	4,276	11.20
Housing Units Built 1980 to 1989	6,698	17.55
Housing Units Built 1970 to 1979	12,333	32.31
Housing Units Built 1960 to 1969	3,947	10.34
Housing Units Built 1950 to 1959	1,820	4.77
Housing Units Built 1940 to 1949	445	1.17
Housing Unit Built 1939 or Earlier	232	0.61
2015 Est. Median Year Structure Built**	1980	



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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