



# PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Leon Valley, Texas

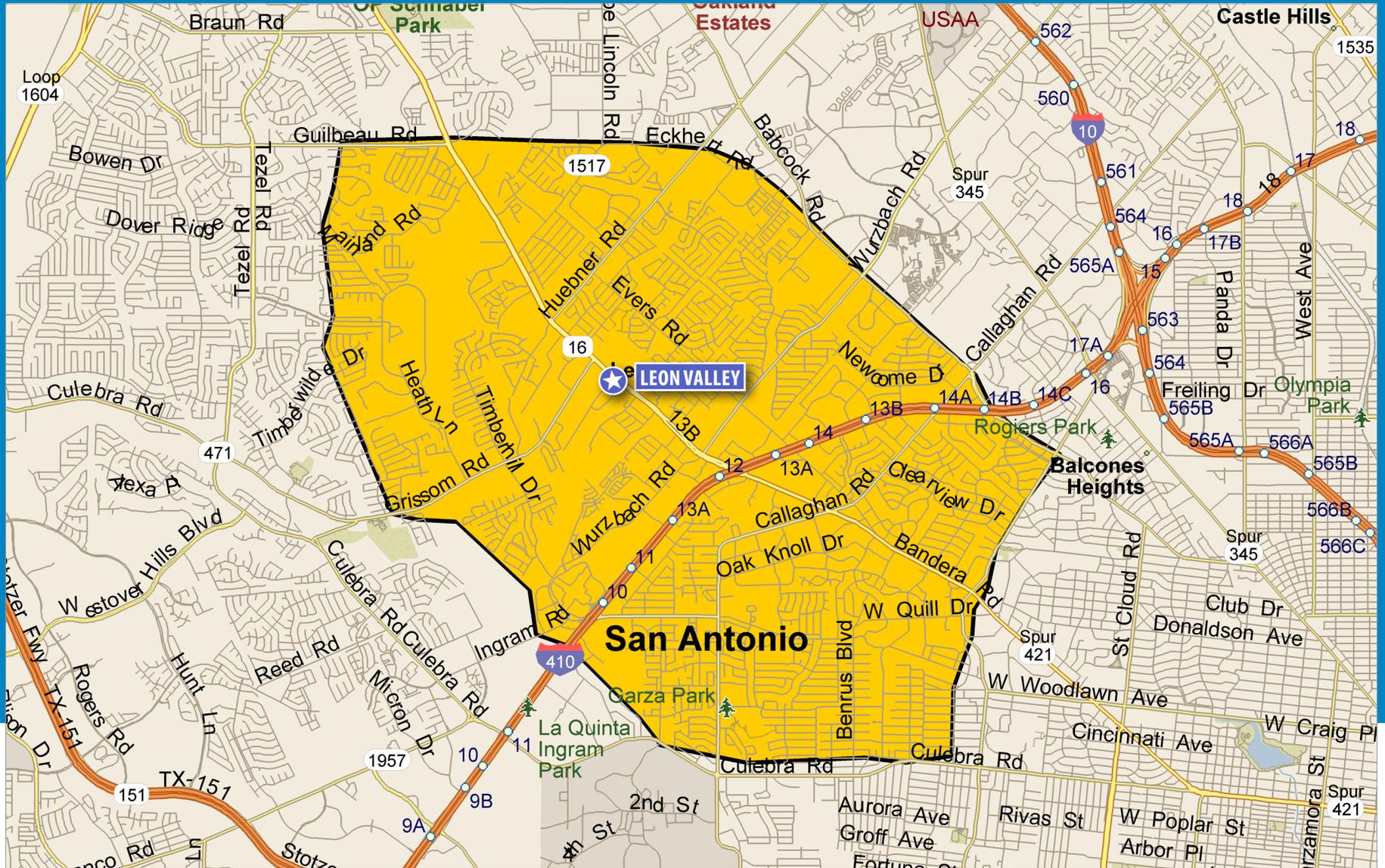


Prepared for  
City of Leon Valley  
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# Primary Retail Trade Area

Leon Valley, Texas



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## Primary Retail Trade Area | Gap/Opportunity Analysis Summary

### Leon Valley, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
	<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>1,332,205,983</b>	<b>455,598,671</b>	<b>(876,607,312)</b>	<b>-66%</b>
441	Motor Vehicle and Parts Dealers	238,455,472	179,077,313	(59,378,159)	-25%
4411	Automotive Dealers	201,518,918	170,000,000	(31,518,918)	-16%
4412	Other Motor Vehicle Dealers	18,927,133	1,077,313	(17,849,820)	-94%
4413	Automotive Parts/Accsrs, Tire Stores	18,009,420	8,000,000	(10,009,420)	-56%
442	Furniture and Home Furnishings Stores	24,707,408	3,772,265	(20,935,143)	-85%
4421	Furniture Stores	13,038,167	1,929,025	(11,109,142)	-85%
4422	Home Furnishing Stores	11,669,241	1,843,240	(9,826,001)	-84%
443	Electronics and Appliance Stores	23,459,082	7,132,454	(16,326,628)	-70%
44311	Appliances, TVs, Electronics Stores	18,183,256	4,861,126	(13,322,130)	-73%
443111	Household Appliances Stores	3,158,576	525,019	(2,633,557)	-83%
443112	Radio, Television, Electronics Stores	15,024,680	4,336,107	(10,688,573)	-71%
44312	Computer and Software Stores	4,759,520	2,271,328	(2,488,192)	-52%
44313	Camera and Photographic Equipment Stores	516,307	0	(516,307)	-100%
444	Building Material, Garden Equip Stores	127,110,527	10,565,231	(116,545,296)	-92%
4441	Building Material and Supply Dealers	109,359,163	10,543,777	(98,815,386)	-90%
44411	Home Centers	44,947,284	489,457	(44,457,827)	-99%
44412	Paint and Wallpaper Stores	1,796,576	460,543	(1,336,033)	-74%
44413	Hardware Stores	11,300,193	1,102,331	(10,197,862)	-90%
44419	Other Building Materials Dealers	51,315,111	8,491,446	(42,823,665)	-83%
4442	Lawn, Garden Equipment, Supplies Stores	17,751,363	21,454	(17,729,909)	-100%
44421	Outdoor Power Equipment Stores	4,699,070	20,252	(4,678,818)	-100%
44422	Nursery and Garden Centers	13,052,293	1,202	(13,051,091)	-100%

## Primary Retail Trade Area | Gap/Opportunity Analysis Summary

### Leon Valley, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	171,582,427	91,023,467	(80,558,960)	-47%
4451	Grocery Stores	111,858,956	90,133,663	(21,725,293)	-19%
44511	Supermarkets, Grocery (Ex Conv) Stores	104,836,060	90,000,000	(14,836,060)	-14%
44512	Convenience Stores	7,022,896	133,663	(6,889,233)	-98%
4452	Specialty Food Stores	13,713,545	535,513	(13,178,032)	-96%
4453	Beer, Wine and Liquor Stores	46,009,926	354,291	(45,655,635)	-99%
446	Health and Personal Care Stores	79,989,572	21,815,429	(58,174,143)	-73%
44611	Pharmacies and Drug Stores	64,335,201	21,000,000	(43,335,201)	-67%
44612	Cosmetics, Beauty Supplies, Perfume Stores	5,656,015	366,852	(5,289,163)	-94%
44613	Optical Goods Stores	2,833,919	147,966	(2,685,953)	-95%
44619	Other Health and Personal Care Stores	7,164,437	300,611	(6,863,826)	-96%
447	Gasoline Stations	132,115,241	25,192,498	(106,922,743)	-81%
44711	Gasoline Stations With Conv Stores	95,609,638	22,780,818	(72,828,820)	-76%
44719	Other Gasoline Stations	36,505,603	2,411,680	(34,093,923)	-93%
448	Clothing and Clothing Accessories Stores	59,391,295	3,642,552	(55,748,743)	-94%
4481	Clothing Stores	33,102,739	2,862,113	(30,240,626)	-91%
44811	Men's Clothing Stores	1,540,090	415,581	(1,124,509)	-73%
44812	Women's Clothing Stores	7,307,659	1,676,513	(5,631,146)	-77%
44813	Childrens, Infants Clothing Stores	2,149,864	14,776	(2,135,088)	-99%
44814	Family Clothing Stores	17,843,484	361,564	(17,481,920)	-98%
44815	Clothing Accessories Stores	1,425,807	38,310	(1,387,497)	-97%
44819	Other Clothing Stores	2,835,834	355,369	(2,480,465)	-87%
4482	Shoe Stores	5,250,642	660,322	(4,590,320)	-87%
4483	Jewelry, Luggage, Leather Goods Stores	21,037,914	120,117	(20,917,797)	-99%
44831	Jewelry Stores	18,624,454	120,117	(18,504,337)	-99%
44832	Luggage and Leather Goods Stores	2,413,459	0	(2,413,459)	-100%

## Primary Retail Trade Area | Gap/Opportunity Analysis Summary

### Leon Valley, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	22,240,739	11,395,898	(10,844,841)	-49%
4511	Sportng Goods, Hobby, Musical Inst Stores	19,613,935	10,752,459	(8,861,476)	-45%
45111	Sporting Goods Stores	10,112,438	740,964	(9,371,474)	-93%
45112	Hobby, Toys and Games Stores	5,964,395	9,000,000	3,035,605	51%
45113	Sew/Needlework/Piece Goods Stores	1,599,768	946,653	(653,115)	-41%
45114	Musical Instrument and Supplies Stores	1,937,334	64,842	(1,872,492)	-97%
4512	Book, Periodical and Music Stores	2,626,804	643,439	(1,983,365)	-76%
45121	Book Stores and News Dealers	2,199,556	78,350	(2,121,206)	-96%
451211	Book Stores	1,907,017	78,303	(1,828,714)	-96%
451212	News Dealers and Newsstands	292,539	47	(292,492)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	427,248	565,089	137,841	32%
452	General Merchandise Stores	156,451,146	35,268,118	(121,183,028)	-77%
4521	Department Stores Excl Leased Depts	67,178,630	268,118	(66,910,512)	-100%
4529	Other General Merchandise Stores	89,272,516	35,000,000	(54,272,516)	-61%
453	Miscellaneous Store Retailers	32,433,909	14,840,221	(17,593,688)	-54%
4531	Florists	1,247,457	793,957	(453,500)	-36%
4532	Office Supplies, Stationery, Gift Stores	15,860,695	12,745,266	(3,115,429)	-20%
45321	Office Supplies and Stationery Stores	7,534,854	12,000,000	4,465,146	59%
45322	Gift, Novelty and Souvenir Stores	8,325,841	745,266	(7,580,575)	-91%
4533	Used Merchandise Stores	2,525,051	356,290	(2,168,761)	-86%
4539	Other Miscellaneous Store Retailers	12,800,705	944,708	(11,855,997)	-93%
454	Non-Store Retailers	114,862,003	2,780,685	(112,081,318)	-98%
722	Foodservice and Drinking Places	149,407,163	49,092,540	(100,314,623)	-67%
7221	Full-Service Restaurants	67,750,313	12,000,000	(55,750,313)	-82%
7222	Limited-Service Eating Places	59,673,230	35,000,000	(24,673,230)	-41%
7223	Special Foodservices	16,319,256	1,938,814	(14,380,442)	-88%
7224	Drinking Places -Alcoholic Beverages	5,664,365	153,726	(5,510,639)	-97%

## 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

## Primary Retail Trade Area | Demographics

### Leon Valley, Texas

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

### Leon Valley, Texas

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	

## Primary Retail Trade Area | Demographics

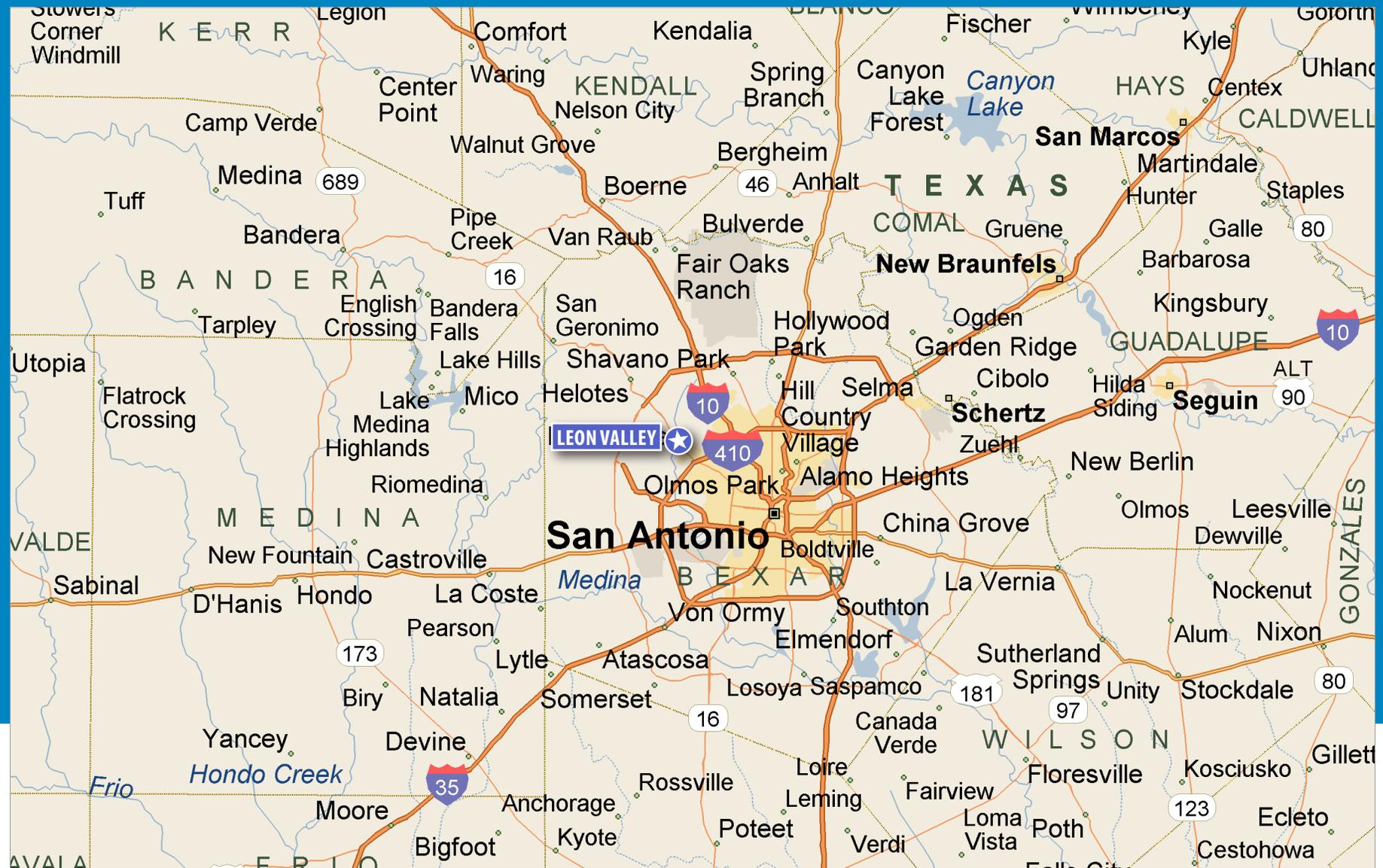
### Leon Valley, Texas

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	

## Location Map

Leon Valley, Texas



### Contact Information

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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

## Community Demographics

### Leon Valley, Texas

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	

## Community Demographics

### Leon Valley, Texas

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

## Community Demographics

### Leon Valley, Texas

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

## Community Demographics

### Leon Valley, Texas

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

### Leon Valley, Texas

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

### Leon Valley, Texas

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  
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

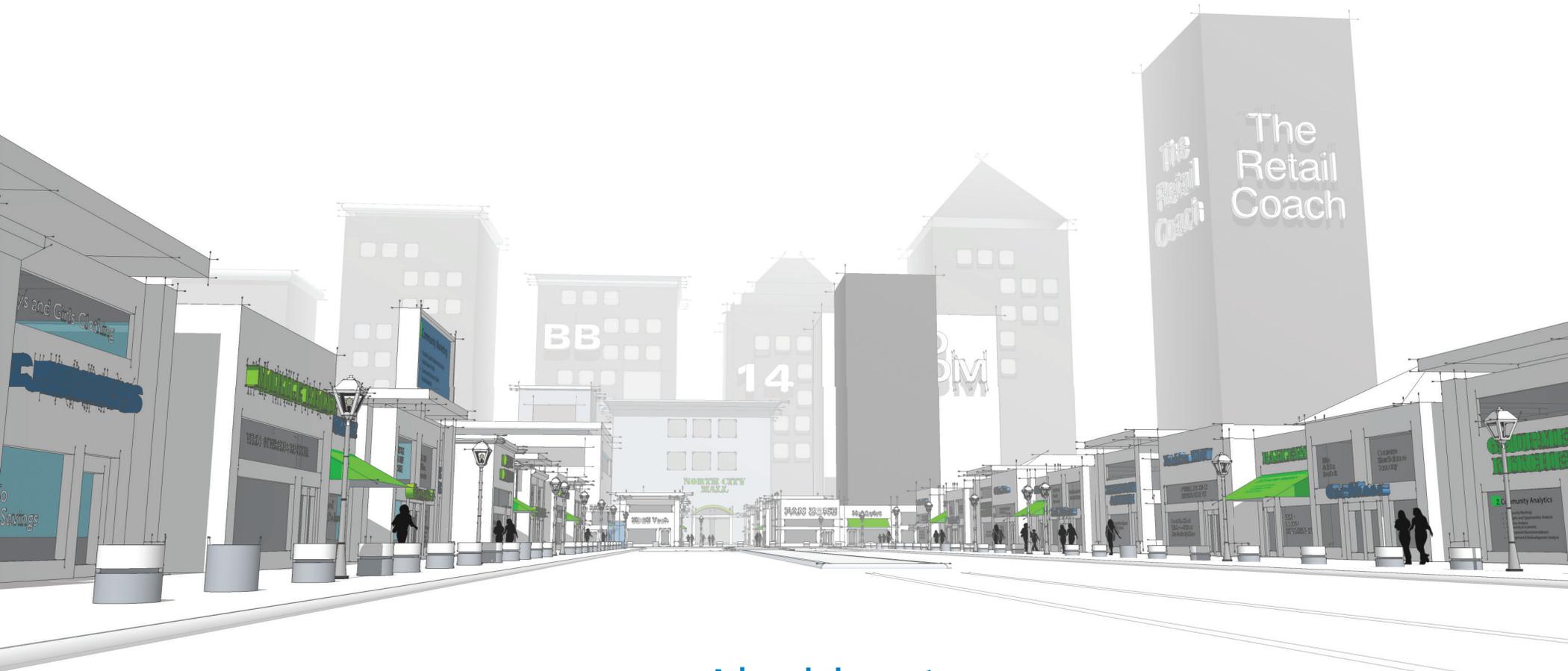
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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

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