



1-MILE RADIAL DEMOGRAPHIC PROFILE

Leon Valley, Texas



Prepared for
City of Leon Valley
December 2014



Radial Demographics | 1-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	13,909	
2015 Estimate	12,911	
2010 Census	11,801	
2000 Census	9,431	
Growth 2015-2020	7.73%	
Growth 2010-2015	9.41%	
Growth 2000-2010	25.13%	
2015 Est. Population by Single-Classification Race	12,911	
White Alone	9,254	71.68
Black or African American Alone	777	6.02
Amer. Indian and Alaska Native Alone	84	0.65
Asian Alone	571	4.42
Native Hawaiian and Other Pac. Isl. Alone	35	0.27
Some Other Race Alone	1,674	12.97
Two or More Races	517	4.00
2015 Est. Population by Hispanic or Latino Origin	12,911	
Not Hispanic or Latino	5,033	38.98
Hispanic or Latino:	7,878	61.02
Mexican	6,707	85.14
Puerto Rican	150	1.90
Cuban	22	0.28
All Other Hispanic or Latino	998	12.67

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	7,878	
White Alone	5,799	73.61
Black or African American Alone	86	1.09
American Indian and Alaska Native Alone	57	0.72
Asian Alone	15	0.19
Native Hawaiian and Other Pacific Islander Alone	9	0.11
Some Other Race Alone	1,650	20.94
Two or More Races	261	3.31
2015 Est. Pop by Race, Asian Alone, by Category	571	
Chinese, except Taiwanese	62	10.86
Filipino	285	49.91
Japanese	56	9.81
Asian Indian	54	9.46
Korean	62	10.86
Vietnamese	19	3.33
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	27	4.73
All Other Asian Races Including 2+ Category	7	1.23
2015 Est. Population by Ancestry	12,911	
Arab	88	0.68
Czech	22	0.17
Danish	0	0.00
Dutch	0	0.00
English	366	2.83
French (except Basque)	66	0.51
French Canadian	27	0.21
German	613	4.75
Greek	13	0.10

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DESCRIPTION	DATA	%
Hungarian	18	0.14
Irish	509	3.94
Italian	161	1.25
Lithuanian	4	0.03
United States or American	577	4.47
Norwegian	77	0.60
Polish	168	1.30
Portuguese	0	0.00
Russian	34	0.26
Scottish	92	0.71
Scotch-Irish	179	1.39
Slovak	22	0.17
Subsaharan African	43	0.33
Swedish	29	0.22
Swiss	22	0.17
Ukrainian	1	0.01
Welsh	8	0.06
West Indian (except Hisp. groups)	1	0.01
Other ancestries	8,821	68.32
Ancestry Unclassified	952	7.37
2015 Est. Pop Age 5+ by Language Spoken at Home	12,039	
Speak Only English at Home	7,014	58.26
Speak Asian/Pac. Isl. Lang. at Home	276	2.29
Speak IndoEuropean Language at Home	130	1.08
Speak Spanish at Home	4,566	37.93
Speak Other Language at Home	53	0.44
2015 Est. Population by Sex	12,911	
Male	6,229	48.25
Female	6,682	51.75

DESCRIPTION	DATA	%
2015 Est. Population by Age	12,911	
Age 0 - 4	872	6.75
Age 5 - 9	864	6.69
Age 10 - 14	829	6.42
Age 15 - 17	474	3.67
Age 18 - 20	446	3.45
Age 21 - 24	626	4.85
Age 25 - 34	2,268	17.57
Age 35 - 44	1,823	14.12
Age 45 - 54	1,464	11.34
Age 55 - 64	1,412	10.94
Age 65 - 74	1,092	8.46
Age 75 - 84	522	4.04
Age 85 and over	219	1.70
Age 16 and over	10,192	78.94
Age 18 and over	9,872	76.46
Age 21 and over	9,426	73.01
Age 65 and over	1,833	14.20
2015 Est. Median Age	35.4	
2015 Est. Average Age	37.6	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	6,229	
Age 0 - 4	445	7.14
Age 5 - 9	461	7.40
Age 10 - 14	417	6.69
Age 15 - 17	245	3.93
Age 18 - 20	229	3.68
Age 21 - 24	305	4.90
Age 25 - 34	1,171	18.80
Age 35 - 44	929	14.91
Age 45 - 54	683	10.96
Age 55 - 64	602	9.66
Age 65 - 74	450	7.22
Age 75 - 84	216	3.47
Age 85 and over	75	1.20
2015 Est. Median Age, Male	33.6	
2015 Est. Average Age, Male	35.8	
2015 Est. Female Population by Age	6,682	
Age 0 - 4	427	6.39
Age 5 - 9	403	6.03
Age 10 - 14	411	6.15
Age 15 - 17	229	3.43
Age 18 - 20	217	3.25
Age 21 - 24	321	4.80
Age 25 - 34	1,097	16.42
Age 35 - 44	894	13.38
Age 45 - 54	781	11.69
Age 55 - 64	810	12.12
Age 65 - 74	642	9.61
Age 75 - 84	305	4.56
Age 85 and over	144	2.16

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	37.6	
2015 Est. Average Age, Female	39.3	
2015 Est. Pop Age 15+ by Marital Status	10,347	
Total, Never Married	3,566	34.46
Males, Never Married	1,958	18.92
Females, Never Married	1,608	15.54
Married, Spouse present	3,995	38.61
Married, Spouse absent	554	5.35
Widowed	605	5.85
Males Widowed	65	0.63
Females Widowed	541	5.23
Divorced	1,626	15.71
Males Divorced	683	6.60
Females Divorced	944	9.12
2015 Est. Pop Age 25+ by Edu. Attainment	8,800	
Less than 9th grade	429	4.88
Some High School, no diploma	591	6.72
High School Graduate (or GED)	2,226	25.30
Some College, no degree	2,550	28.98
Associate Degree	871	9.90
Bachelor's Degree	1,334	15.16
Master's Degree	501	5.69
Professional School Degree	142	1.61
Doctorate Degree	156	1.77
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	4,948	
No High School Diploma	754	15.24
High School Graduate	1,329	26.86
Some College or Associate's Degree	2,009	40.60
Bachelor's Degree or Higher	857	17.32

Radial Demographics | 1-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	5,709	
2015 Estimate	5,283	
2010 Census	4,797	
2000 Census	3,724	
Growth 2015-2020	8.06%	
Growth 2010-2015	10.14%	
Growth 2000-2010	28.81%	
2015 Est. Households by Household Type	5,283	
Family Households	3,265	61.80
Nonfamily Households	2,018	38.20
2015 Est. Group Quarters Population	17	
2015 HHs by Ethnicity, Hispanic/Latino	2,829	53.55
2015 Est. Households by HH Income	5,283	
Income < \$15,000	534	10.11
Income \$15,000 - \$24,999	590	11.17
Income \$25,000 - \$34,999	616	11.66
Income \$35,000 - \$49,999	769	14.56
Income \$50,000 - \$74,999	1,107	20.95
Income \$75,000 - \$99,999	660	12.49
Income \$100,000 - \$124,999	404	7.65
Income \$125,000 - \$149,999	284	5.38
Income \$150,000 - \$199,999	218	4.13
Income \$200,000 - \$249,999	53	1.00
Income \$250,000 - \$499,999	40	0.76
Income \$500,000+	9	0.17

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$65,601	
2015 Est. Median Household Income	\$53,004	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	53,847	
Black or African American Alone	70,338	
American Indian and Alaska Native Alone	51,451	
Asian Alone	56,895	
Native Hawaiian and Other Pacific Islander Alone	59,976	
Some Other Race Alone	32,602	
Two or More Races	59,215	
Hispanic or Latino	47,376	
Not Hispanic or Latino	60,148	
2015 Est. Family HH Type by Presence of Own Child.	3,265	
Married-Couple Family, own children	895	27.41
Married-Couple Family, no own children	1,289	39.48
Male Householder, own children	142	4.35
Male Householder, no own children	138	4.23
Female Householder, own children	415	12.71
Female Householder, no own children	385	11.79
2015 Est. Households by Household Size	5,283	
1-person	1,681	31.82
2-person	1,617	30.61
3-person	858	16.24
4-person	599	11.34
5-person	308	5.83
6-person	136	2.57
7-or-more-person	84	1.59

Radial Demographics | 1-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.44	
2015 Est. Households by Presence of People Under 18	5,283	
Households with 1 or More People under Age 18:	1,675	31.71
Married-Couple Family	983	58.69
Other Family, Male Householder	165	9.85
Other Family, Female Householder	511	30.51
Nonfamily, Male Householder	12	0.72
Nonfamily, Female Householder	5	0.30
Households with No People under Age 18:	3,608	68.29
Married-Couple Family	1,202	33.31
Other Family, Male Householder	113	3.13
Other Family, Female Householder	291	8.07
Nonfamily, Male Householder	894	24.78
Nonfamily, Female Householder	1,107	30.68
2015 Est. Households by Number of Vehicles	5,283	
No Vehicles	310	5.87
1 Vehicle	2,348	44.44
2 Vehicles	1,717	32.50
3 Vehicles	665	12.59
4 Vehicles	188	3.56
5 or more Vehicles	55	1.04
2015 Est. Average Number of Vehicles	1.7	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	3,530	
2015 Estimate	3,265	
2010 Census	2,966	
2000 Census	2,509	
Growth 2015-2020	8.13%	
Growth 2010-2015	10.07%	
Growth 2000-2010	18.24%	
2015 Est. Families by Poverty Status	3,265	
2015 Families at or Above Poverty	3,032	92.86
2015 Families at or Above Poverty with Children	1,326	40.61
2015 Families Below Poverty	233	7.14
2015 Families Below Poverty with Children	191	5.85
2015 Est. Pop Age 16+ by Employment Status	10,192	
In Armed Forces	77	0.76
Civilian - Employed	6,591	64.67
Civilian - Unemployed	498	4.89
Not in Labor Force	3,026	29.69
2015 Est. Civ. Employed Pop 16+ by Class of Worker	6,634	
For-Profit Private Workers	4,405	66.40
Non-Profit Private Workers	539	8.12
Local Government Workers	360	5.43
State Government Workers	377	5.68
Federal Government Workers	270	4.07
Self-Employed Workers	683	10.30
Unpaid Family Workers	0	0.00

Radial Demographics | 1-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	6,634	
Architect/Engineer	102	1.54
Arts/Entertainment/Sports	91	1.37
Building Grounds Maintenance	348	5.25
Business/Financial Operations	331	4.99
Community/Social Services	63	0.95
Computer/Mathematical	192	2.89
Construction/Extraction	271	4.09
Education/Training/Library	342	5.16
Farming/Fishing/Forestry	2	0.03
Food Prep/Serving	537	8.09
Health Practitioner/Technician	524	7.90
Healthcare Support	259	3.90
Maintenance Repair	373	5.62
Legal	65	0.98
Life/Physical/Social Science	65	0.98
Management	477	7.19
Office/Admin. Support	1,154	17.40
Production	177	2.67
Protective Services	173	2.61
Sales/Related	627	9.45
Personal Care/Service	183	2.76
Transportation/Moving	279	4.21
2015 Est. Pop 16+ by Occupation Classification	6,634	
Blue Collar	1,100	16.58
White Collar	4,032	60.78
Service and Farm	1,502	22.64

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	6,661	
Drove Alone	5,492	82.45
Car Pooled	745	11.18
Public Transportation	137	2.06
Walked	34	0.51
Bicycle	4	0.06
Other Means	30	0.45
Worked at Home	220	3.30
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,325	
15 - 29 Minutes	3,339	
30 - 44 Minutes	1,401	
45 - 59 Minutes	178	
60 or more Minutes	234	
2015 Est. Avg. Travel Time to Work in Minutes	25.11	
2015 Est. Occupied Housing Units by Tenure	5,283	
Owner Occupied	2,932	55.50
Renter Occupied	2,351	44.50
2015 Owner Occ. HUs: Avg. Length of Residence	16.9	
2015 Renter Occ. HUs: Avg. Length of Residence	6.5	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	2,932	
Value Less than \$20,000	56	1.91
Value \$20,000 - \$39,999	24	0.82
Value \$40,000 - \$59,999	17	0.58
Value \$60,000 - \$79,999	129	4.40
Value \$80,000 - \$99,999	351	11.97
Value \$100,000 - \$149,999	1,279	43.62
Value \$150,000 - \$199,999	816	27.83
Value \$200,000 - \$299,999	192	6.55
Value \$300,000 - \$399,999	36	1.23
Value \$400,000 - \$499,999	6	0.20
Value \$500,000 - \$749,999	16	0.55
Value \$750,000 - \$999,999	7	0.24
Value \$1,000,000 or more	2	0.07
2015 Est. Median All Owner-Occupied Housing Value	\$134,758	
2015 Est. Housing Units by Units in Structure	5,614	
1 Unit Attached	63	1.12
1 Unit Detached	3,543	63.11
2 Units	24	0.43
3 or 4 Units	220	3.92
5 to 19 Units	1,148	20.45
20 to 49 Units	258	4.60
50 or More Units	266	4.74
Mobile Home or Trailer	91	1.62
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	5,614	
Housing Units Built 2010 or later	583	10.38
Housing Units Built 2000 to 2009	958	17.06
Housing Units Built 1990 to 1999	428	7.62
Housing Units Built 1980 to 1989	883	15.73
Housing Units Built 1970 to 1979	2,091	37.25
Housing Units Built 1960 to 1969	541	9.64
Housing Units Built 1950 to 1959	82	1.46
Housing Units Built 1940 to 1949	25	0.45
Housing Unit Built 1939 or Earlier	22	0.39
2015 Est. Median Year Structure Built**	1981	



C. Kelly Cofer
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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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