



3-MILE RADIAL DEMOGRAPHIC PROFILE

Leon Valley, Texas

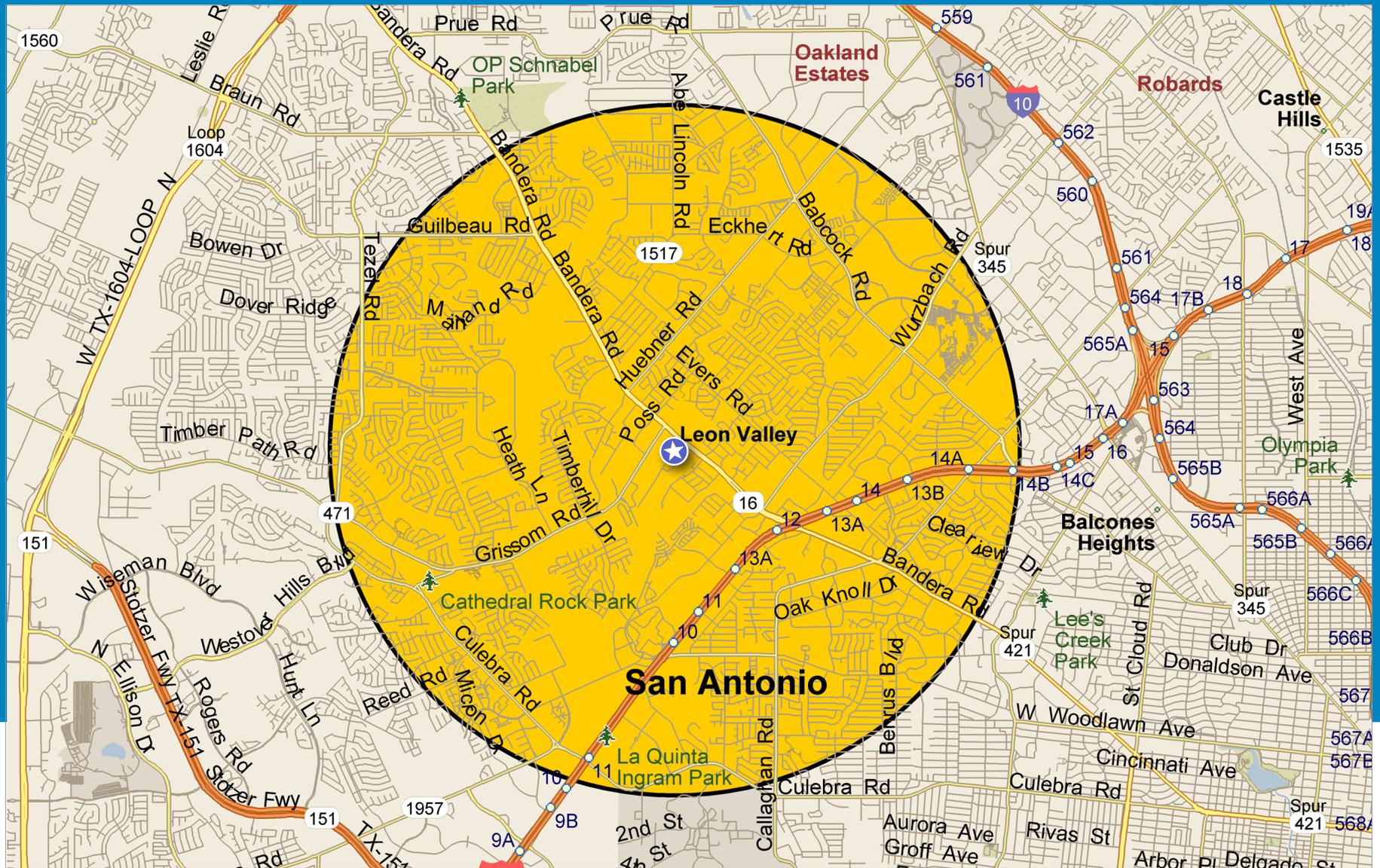


Prepared for
City of Leon Valley
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3-Mile Radial

Leon Valley, Texas



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Radial Demographics | 3-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	137,093	
2015 Estimate	128,386	
2010 Census	120,124	
2000 Census	102,922	
Growth 2015-2020	6.78%	
Growth 2010-2015	6.88%	
Growth 2000-2010	16.71%	
2015 Est. Population by Single-Classification Race	128,386	
White Alone	95,307	74.23
Black or African American Alone	8,116	6.32
Amer. Indian and Alaska Native Alone	1,063	0.83
Asian Alone	4,529	3.53
Native Hawaiian and Other Pac. Isl. Alone	174	0.14
Some Other Race Alone	14,391	11.21
Two or More Races	4,806	3.74
2015 Est. Population by Hispanic or Latino Origin	128,386	
Not Hispanic or Latino	48,013	37.40
Hispanic or Latino:	80,373	62.60
Mexican	68,184	84.83
Puerto Rican	1,592	1.98
Cuban	252	0.31
All Other Hispanic or Latino	10,345	12.87

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	80,373	
White Alone	61,585	76.62
Black or African American Alone	814	1.01
American Indian and Alaska Native Alone	716	0.89
Asian Alone	226	0.28
Native Hawaiian and Other Pacific Islander Alone	59	0.07
Some Other Race Alone	14,170	17.63
Two or More Races	2,804	3.49
2015 Est. Pop by Race, Asian Alone, by Category	4,529	
Chinese, except Taiwanese	840	18.55
Filipino	1,512	33.38
Japanese	275	6.07
Asian Indian	636	14.04
Korean	438	9.67
Vietnamese	392	8.66
Cambodian	23	0.51
Hmong	2	0.04
Laotian	98	2.16
Thai	92	2.03
All Other Asian Races Including 2+ Category	220	4.86
2015 Est. Population by Ancestry	128,386	
Arab	649	0.51
Czech	246	0.19
Danish	75	0.06
Dutch	359	0.28
English	3,546	2.76
French (except Basque)	624	0.49
French Canadian	205	0.16
German	7,518	5.86
Greek	224	0.17

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DESCRIPTION	DATA	%
Hungarian	58	0.05
Irish	3,595	2.80
Italian	1,343	1.05
Lithuanian	150	0.12
United States or American	5,707	4.45
Norwegian	305	0.24
Polish	992	0.77
Portuguese	69	0.05
Russian	191	0.15
Scottish	794	0.62
Scotch-Irish	895	0.70
Slovak	60	0.05
Subsaharan African	1,256	0.98
Swedish	430	0.33
Swiss	108	0.08
Ukrainian	68	0.05
Welsh	143	0.11
West Indian (except Hisp. groups)	417	0.32
Other ancestries	90,228	70.28
Ancestry Unclassified	8,131	6.33
2015 Est. Pop Age 5+ by Language Spoken at Home	119,425	
Speak Only English at Home	70,420	58.97
Speak Asian/Pac. Isl. Lang. at Home	2,589	2.17
Speak IndoEuropean Language at Home	1,738	1.46
Speak Spanish at Home	43,524	36.44
Speak Other Language at Home	1,155	0.97
2015 Est. Population by Sex	128,386	
Male	61,691	48.05
Female	66,695	51.95

DESCRIPTION	DATA	%
2015 Est. Population by Age	128,386	
Age 0 - 4	8,961	6.98
Age 5 - 9	8,834	6.88
Age 10 - 14	8,478	6.60
Age 15 - 17	5,044	3.93
Age 18 - 20	4,813	3.75
Age 21 - 24	7,019	5.47
Age 25 - 34	22,749	17.72
Age 35 - 44	17,864	13.91
Age 45 - 54	15,038	11.71
Age 55 - 64	13,694	10.67
Age 65 - 74	9,216	7.18
Age 75 - 84	4,636	3.61
Age 85 and over	2,042	1.59
Age 16 and over	100,459	78.25
Age 18 and over	97,070	75.61
Age 21 and over	92,257	71.86
Age 65 and over	15,893	12.38
2015 Est. Median Age	34.3	
2015 Est. Average Age	36.5	

Radial Demographics | 3-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	61,691	
Age 0 - 4	4,572	7.41
Age 5 - 9	4,468	7.24
Age 10 - 14	4,276	6.93
Age 15 - 17	2,567	4.16
Age 18 - 20	2,460	3.99
Age 21 - 24	3,480	5.64
Age 25 - 34	11,356	18.41
Age 35 - 44	8,777	14.23
Age 45 - 54	7,128	11.55
Age 55 - 64	6,061	9.82
Age 65 - 74	3,995	6.48
Age 75 - 84	1,858	3.01
Age 85 and over	691	1.12
2015 Est. Median Age, Male	32.9	
2015 Est. Average Age, Male	35.1	
2015 Est. Female Population by Age	66,695	
Age 0 - 4	4,389	6.58
Age 5 - 9	4,366	6.55
Age 10 - 14	4,201	6.30
Age 15 - 17	2,476	3.71
Age 18 - 20	2,353	3.53
Age 21 - 24	3,539	5.31
Age 25 - 34	11,393	17.08
Age 35 - 44	9,087	13.62
Age 45 - 54	7,909	11.86
Age 55 - 64	7,633	11.44
Age 65 - 74	5,221	7.83
Age 75 - 84	2,778	4.17
Age 85 and over	1,351	2.03

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	35.7	
2015 Est. Average Age, Female	37.8	
2015 Est. Pop Age 15+ by Marital Status	102,113	
Total, Never Married	36,713	35.95
Males, Never Married	19,773	19.36
Females, Never Married	16,940	16.59
Married, Spouse present	39,918	39.09
Married, Spouse absent	5,908	5.79
Widowed	5,614	5.50
Males Widowed	906	0.89
Females Widowed	4,709	4.61
Divorced	13,960	13.67
Males Divorced	5,202	5.09
Females Divorced	8,757	8.58
2015 Est. Pop Age 25+ by Edu. Attainment	85,238	
Less than 9th grade	4,694	5.51
Some High School, no diploma	5,688	6.67
High School Graduate (or GED)	20,588	24.15
Some College, no degree	24,798	29.09
Associate Degree	6,972	8.18
Bachelor's Degree	14,653	17.19
Master's Degree	5,349	6.28
Professional School Degree	1,471	1.73
Doctorate Degree	1,024	1.20
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	49,197	
No High School Diploma	8,121	16.51
High School Graduate	13,065	26.56
Some College or Associate's Degree	18,618	37.84
Bachelor's Degree or Higher	9,393	19.09

Radial Demographics | 3-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	55,921	
2015 Estimate	52,029	
2010 Census	48,186	
2000 Census	39,830	
Growth 2015-2020	7.48%	
Growth 2010-2015	7.98%	
Growth 2000-2010	20.98%	
2015 Est. Households by Household Type	52,029	
Family Households	31,728	60.98
Nonfamily Households	20,301	39.02
2015 Est. Group Quarters Population	968	
2015 HHs by Ethnicity, Hispanic/Latino	28,379	54.54
2015 Est. Households by HH Income	52,029	
Income < \$15,000	7,470	14.36
Income \$15,000 - \$24,999	5,257	10.10
Income \$25,000 - \$34,999	6,178	11.87
Income \$35,000 - \$49,999	8,015	15.40
Income \$50,000 - \$74,999	10,443	20.07
Income \$75,000 - \$99,999	6,082	11.69
Income \$100,000 - \$124,999	4,032	7.75
Income \$125,000 - \$149,999	2,257	4.34
Income \$150,000 - \$199,999	1,391	2.67
Income \$200,000 - \$249,999	439	0.84
Income \$250,000 - \$499,999	373	0.72
Income \$500,000+	93	0.18

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$60,361	
2015 Est. Median Household Income	\$48,307	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	50,864	
Black or African American Alone	45,084	
American Indian and Alaska Native Alone	48,388	
Asian Alone	43,468	
Native Hawaiian and Other Pacific Islander Alone	67,735	
Some Other Race Alone	35,731	
Two or More Races	48,192	
Hispanic or Latino	46,899	
Not Hispanic or Latino	50,403	
2015 Est. Family HH Type by Presence of Own Child.	31,728	
Married-Couple Family, own children	8,878	27.98
Married-Couple Family, no own children	11,953	37.67
Male Householder, own children	1,387	4.37
Male Householder, no own children	1,457	4.59
Female Householder, own children	4,590	14.47
Female Householder, no own children	3,464	10.92
2015 Est. Households by Household Size	52,029	
1-person	16,724	32.14
2-person	15,473	29.74
3-person	8,364	16.08
4-person	6,258	12.03
5-person	3,060	5.88
6-person	1,311	2.52
7-or-more-person	839	1.61

Radial Demographics | 3-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.45	
2015 Est. Households by Presence of People Under 18	52,029	
Households with 1 or More People under Age 18:	17,011	32.70
Married-Couple Family	9,777	57.47
Other Family, Male Householder	1,656	9.73
Other Family, Female Householder	5,416	31.84
Nonfamily, Male Householder	114	0.67
Nonfamily, Female Householder	47	0.28
Households with No People under Age 18:	35,018	67.30
Married-Couple Family	11,054	31.57
Other Family, Male Householder	1,189	3.40
Other Family, Female Householder	2,645	7.55
Nonfamily, Male Householder	9,285	26.51
Nonfamily, Female Householder	10,846	30.97
2015 Est. Households by Number of Vehicles	52,029	
No Vehicles	4,071	7.82
1 Vehicle	22,248	42.76
2 Vehicles	18,108	34.80
3 Vehicles	5,630	10.82
4 Vehicles	1,425	2.74
5 or more Vehicles	547	1.05
2015 Est. Average Number of Vehicles	1.6	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	34,015	
2015 Estimate	31,728	
2010 Census	29,503	
2000 Census	26,070	
Growth 2015-2020	7.21%	
Growth 2010-2015	7.54%	
Growth 2000-2010	13.17%	
2015 Est. Families by Poverty Status	31,728	
2015 Families at or Above Poverty	27,710	87.34
2015 Families at or Above Poverty with Children	12,983	40.92
2015 Families Below Poverty	4,018	12.66
2015 Families Below Poverty with Children	3,242	10.22
2015 Est. Pop Age 16+ by Employment Status	100,459	
In Armed Forces	491	0.49
Civilian - Employed	62,855	62.57
Civilian - Unemployed	4,413	4.39
Not in Labor Force	32,701	32.55
2015 Est. Civ. Employed Pop 16+ by Class of Worker	63,397	
For-Profit Private Workers	44,046	69.48
Non-Profit Private Workers	4,490	7.08
Local Government Workers	3,218	5.08
State Government Workers	3,498	5.52
Federal Government Workers	2,931	4.62
Self-Employed Workers	5,138	8.10
Unpaid Family Workers	76	0.12

Radial Demographics | 3-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	63,397	
Architect/Engineer	908	1.43
Arts/Entertainment/Sports	1,150	1.81
Building Grounds Maintenance	2,258	3.56
Business/Financial Operations	3,473	5.48
Community/Social Services	798	1.26
Computer/Mathematical	1,723	2.72
Construction/Extraction	2,680	4.23
Education/Training/Library	3,827	6.04
Farming/Fishing/Forestry	51	0.08
Food Prep/Serving	5,092	8.03
Health Practitioner/Technician	4,497	7.09
Healthcare Support	1,834	2.89
Maintenance Repair	2,286	3.61
Legal	468	0.74
Life/Physical/Social Science	496	0.78
Management	4,563	7.20
Office/Admin. Support	11,564	18.24
Production	2,282	3.60
Protective Services	1,482	2.34
Sales/Related	7,239	11.42
Personal Care/Service	2,106	3.32
Transportation/Moving	2,618	4.13
2015 Est. Pop 16+ by Occupation Classification	63,397	
Blue Collar	9,867	15.56
White Collar	40,707	64.21
Service and Farm	12,822	20.22

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	62,851	
Drove Alone	51,908	82.59
Car Pooled	6,655	10.59
Public Transportation	1,519	2.42
Walked	793	1.26
Bicycle	25	0.04
Other Means	574	0.91
Worked at Home	1,378	2.19
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	13,018	
15 - 29 Minutes	28,685	
30 - 44 Minutes	15,071	
45 - 59 Minutes	2,505	
60 or more Minutes	2,170	
2015 Est. Avg. Travel Time to Work in Minutes	25.84	
2015 Est. Occupied Housing Units by Tenure	52,029	
Owner Occupied	25,782	49.55
Renter Occupied	26,247	50.45
2015 Owner Occ. HUs: Avg. Length of Residence	16.0	
2015 Renter Occ. HUs: Avg. Length of Residence	6.6	

Radial Demographics | 3-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	25,782	
Value Less than \$20,000	349	1.35
Value \$20,000 - \$39,999	240	0.93
Value \$40,000 - \$59,999	255	0.99
Value \$60,000 - \$79,999	1,102	4.27
Value \$80,000 - \$99,999	2,691	10.44
Value \$100,000 - \$149,999	10,902	42.29
Value \$150,000 - \$199,999	6,800	26.37
Value \$200,000 - \$299,999	2,457	9.53
Value \$300,000 - \$399,999	562	2.18
Value \$400,000 - \$499,999	168	0.65
Value \$500,000 - \$749,999	149	0.58
Value \$750,000 - \$999,999	47	0.18
Value \$1,000,000 or more	60	0.23
2015 Est. Median All Owner-Occupied Housing Value	\$137,852	
2015 Est. Housing Units by Units in Structure	55,986	
1 Unit Attached	1,630	2.91
1 Unit Detached	29,803	53.23
2 Units	541	0.97
3 or 4 Units	2,583	4.61
5 to 19 Units	14,326	25.59
20 to 49 Units	3,042	5.43
50 or More Units	3,345	5.97
Mobile Home or Trailer	710	1.27
Boat, RV, Van, etc.	7	0.01

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	55,986	
Housing Units Built 2010 or later	4,137	7.39
Housing Units Built 2000 to 2009	10,016	17.89
Housing Units Built 1990 to 1999	7,831	13.99
Housing Units Built 1980 to 1989	12,486	22.30
Housing Units Built 1970 to 1979	15,615	27.89
Housing Units Built 1960 to 1969	3,760	6.72
Housing Units Built 1950 to 1959	1,468	2.62
Housing Units Built 1940 to 1949	430	0.77
Housing Unit Built 1939 or Earlier	243	0.43
2015 Est. Median Year Structure Built**	1985	



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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