



# 5-MILE RADIAL DEMOGRAPHIC PROFILE

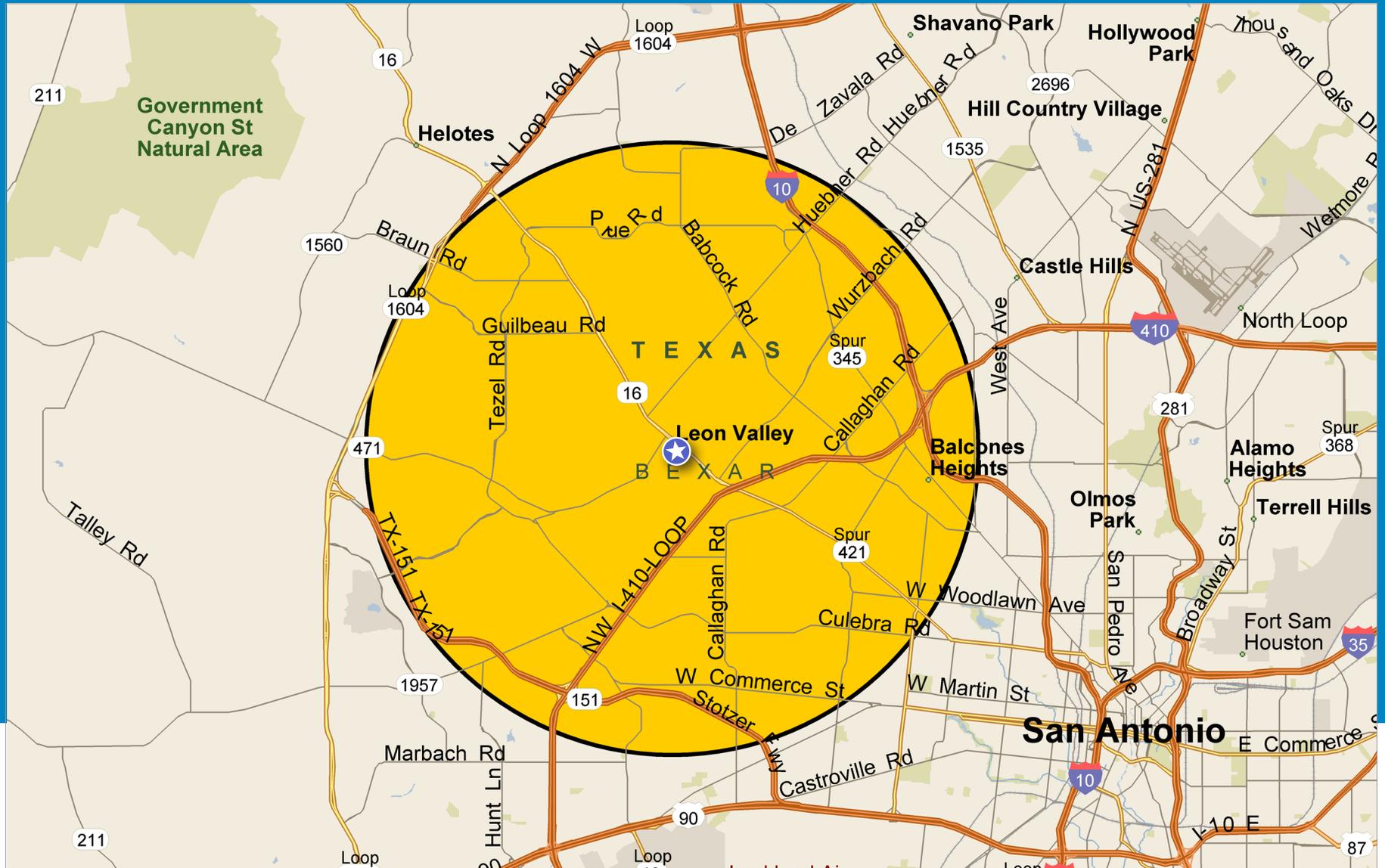
Leon Valley, Texas



Prepared for  
City of Leon Valley  
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## 5-Mile Radial Leon Valley, Texas



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## Radial Demographics | 5-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	388,054	
2015 Estimate	364,451	
2010 Census	342,321	
2000 Census	299,062	
Growth 2015-2020	6.48%	
Growth 2010-2015	6.46%	
Growth 2000-2010	14.46%	
2015 Est. Population by Single-Classification Race	364,451	
White Alone	266,091	73.01
Black or African American Alone	22,248	6.10
Amer. Indian and Alaska Native Alone	3,245	0.89
Asian Alone	13,497	3.70
Native Hawaiian and Other Pac. Isl. Alone	462	0.13
Some Other Race Alone	44,981	12.34
Two or More Races	13,927	3.82
2015 Est. Population by Hispanic or Latino Origin	364,451	
Not Hispanic or Latino	130,423	35.79
Hispanic or Latino:	234,028	64.21
Mexican	197,913	84.57
Puerto Rican	4,316	1.84
Cuban	740	0.32
All Other Hispanic or Latino	31,059	13.27

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	234,028	
White Alone	176,208	75.29
Black or African American Alone	2,050	0.88
American Indian and Alaska Native Alone	2,357	1.01
Asian Alone	582	0.25
Native Hawaiian and Other Pacific Islander Alone	138	0.06
Some Other Race Alone	44,379	18.96
Two or More Races	8,313	3.55
2015 Est. Pop by Race, Asian Alone, by Category	13,497	
Chinese, except Taiwanese	1,802	13.35
Filipino	3,061	22.68
Japanese	784	5.81
Asian Indian	3,762	27.87
Korean	1,053	7.80
Vietnamese	1,072	7.94
Cambodian	72	0.53
Hmong	6	0.04
Laotian	329	2.44
Thai	471	3.49
All Other Asian Races Including 2+ Category	1,085	8.04
2015 Est. Population by Ancestry	364,451	
Arab	2,247	0.62
Czech	749	0.21
Danish	305	0.08
Dutch	781	0.21
English	8,976	2.46
French (except Basque)	2,309	0.63
French Canadian	400	0.11
German	20,520	5.63
Greek	432	0.12

## Radial Demographics | 5-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
Hungarian	389	0.11
Irish	9,549	2.62
Italian	4,014	1.10
Lithuanian	203	0.06
United States or American	16,361	4.49
Norwegian	587	0.16
Polish	2,611	0.72
Portuguese	243	0.07
Russian	507	0.14
Scottish	2,024	0.56
Scotch-Irish	2,189	0.60
Slovak	129	0.04
Subsaharan African	3,369	0.92
Swedish	1,315	0.36
Swiss	135	0.04
Ukrainian	170	0.05
Welsh	554	0.15
West Indian (except Hisp. groups)	883	0.24
Other ancestries	259,176	71.11
Ancestry Unclassified	23,328	6.40
2015 Est. Pop Age 5+ by Language Spoken at Home	338,399	
Speak Only English at Home	189,577	56.02
Speak Asian/Pac. Isl. Lang. at Home	8,331	2.46
Speak IndoEuropean Language at Home	4,642	1.37
Speak Spanish at Home	132,271	39.09
Speak Other Language at Home	3,578	1.06
2015 Est. Population by Sex	364,451	
Male	176,418	48.41
Female	188,033	51.59

DESCRIPTION	DATA	%
2015 Est. Population by Age	364,451	
Age 0 - 4	26,052	7.15
Age 5 - 9	25,828	7.09
Age 10 - 14	25,399	6.97
Age 15 - 17	15,281	4.19
Age 18 - 20	15,282	4.19
Age 21 - 24	21,748	5.97
Age 25 - 34	62,615	17.18
Age 35 - 44	50,021	13.73
Age 45 - 54	44,396	12.18
Age 55 - 64	38,262	10.50
Age 65 - 74	23,201	6.37
Age 75 - 84	11,290	3.10
Age 85 and over	5,075	1.39
Age 16 and over	282,154	77.42
Age 18 and over	271,890	74.60
Age 21 and over	256,608	70.41
Age 65 and over	39,566	10.86
2015 Est. Median Age	33.4	
2015 Est. Average Age	35.6	

## Radial Demographics | 5-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	176,418	
Age 0 - 4	13,304	7.54
Age 5 - 9	13,123	7.44
Age 10 - 14	12,812	7.26
Age 15 - 17	7,715	4.37
Age 18 - 20	7,629	4.32
Age 21 - 24	10,742	6.09
Age 25 - 34	31,646	17.94
Age 35 - 44	24,468	13.87
Age 45 - 54	21,121	11.97
Age 55 - 64	17,349	9.83
Age 65 - 74	10,242	5.81
Age 75 - 84	4,588	2.60
Age 85 and over	1,679	0.95
2015 Est. Median Age, Male	32.2	
2015 Est. Average Age, Male	34.3	
2015 Est. Female Population by Age	188,033	
Age 0 - 4	12,748	6.78
Age 5 - 9	12,705	6.76
Age 10 - 14	12,587	6.69
Age 15 - 17	7,566	4.02
Age 18 - 20	7,653	4.07
Age 21 - 24	11,005	5.85
Age 25 - 34	30,969	16.47
Age 35 - 44	25,553	13.59
Age 45 - 54	23,275	12.38
Age 55 - 64	20,912	11.12
Age 65 - 74	12,960	6.89
Age 75 - 84	6,702	3.56
Age 85 and over	3,396	1.81

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	34.6	
2015 Est. Average Age, Female	36.7	
2015 Est. Pop Age 15+ by Marital Status	287,172	
Total, Never Married	105,171	36.62
Males, Never Married	55,217	19.23
Females, Never Married	49,954	17.40
Married, Spouse present	113,369	39.48
Married, Spouse absent	17,717	6.17
Widowed	14,262	4.97
Males Widowed	2,671	0.93
Females Widowed	11,591	4.04
Divorced	36,653	12.76
Males Divorced	13,882	4.83
Females Divorced	22,771	7.93
2015 Est. Pop Age 25+ by Edu. Attainment	234,860	
Less than 9th grade	16,294	6.94
Some High School, no diploma	17,038	7.25
High School Graduate (or GED)	57,627	24.54
Some College, no degree	63,773	27.15
Associate Degree	19,546	8.32
Bachelor's Degree	39,778	16.94
Master's Degree	14,949	6.37
Professional School Degree	3,635	1.55
Doctorate Degree	2,220	0.95
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	139,718	
No High School Diploma	27,192	19.46
High School Graduate	38,362	27.46
Some College or Associate's Degree	50,646	36.25
Bachelor's Degree or Higher	23,519	16.83

## Radial Demographics | 5-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	149,832	
2015 Estimate	139,971	
2010 Census	130,463	
2000 Census	111,043	
Growth 2015-2020	7.05%	
Growth 2010-2015	7.29%	
Growth 2000-2010	17.49%	
2015 Est. Households by Household Type	139,971	
Family Households	89,030	63.61
Nonfamily Households	50,941	36.39
2015 Est. Group Quarters Population	3,420	
2015 HHs by Ethnicity, Hispanic/Latino	79,209	56.59
2015 Est. Households by HH Income	139,971	
Income < \$15,000	20,092	14.35
Income \$15,000 - \$24,999	15,032	10.74
Income \$25,000 - \$34,999	15,792	11.28
Income \$35,000 - \$49,999	21,550	15.40
Income \$50,000 - \$74,999	26,998	19.29
Income \$75,000 - \$99,999	16,227	11.59
Income \$100,000 - \$124,999	10,788	7.71
Income \$125,000 - \$149,999	6,379	4.56
Income \$150,000 - \$199,999	4,460	3.19
Income \$200,000 - \$249,999	1,377	0.98
Income \$250,000 - \$499,999	1,054	0.75
Income \$500,000+	222	0.16

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$61,256	
2015 Est. Median Household Income	\$48,274	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	50,009	
Black or African American Alone	41,547	
American Indian and Alaska Native Alone	49,890	
Asian Alone	58,469	
Native Hawaiian and Other Pacific Islander Alone	69,010	
Some Other Race Alone	38,098	
Two or More Races	47,888	
Hispanic or Latino	44,828	
Not Hispanic or Latino	54,413	
2015 Est. Family HH Type by Presence of Own Child.	89,030	
Married-Couple Family, own children	26,582	29.86
Married-Couple Family, no own children	31,640	35.54
Male Householder, own children	3,684	4.14
Male Householder, no own children	4,105	4.61
Female Householder, own children	13,258	14.89
Female Householder, no own children	9,761	10.96
2015 Est. Households by Household Size	139,971	
1-person	41,179	29.42
2-person	40,190	28.71
3-person	23,685	16.92
4-person	18,275	13.06
5-person	9,589	6.85
6-person	4,221	3.02
7-or-more-person	2,832	2.02

## Radial Demographics | 5-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.58	
2015 Est. Households by Presence of People Under 18	139,971	
Households with 1 or More People under Age 18:	49,756	35.55
Married-Couple Family	29,261	58.81
Other Family, Male Householder	4,436	8.92
Other Family, Female Householder	15,605	31.36
Nonfamily, Male Householder	316	0.64
Nonfamily, Female Householder	138	0.28
Households with No People under Age 18:	90,215	64.45
Married-Couple Family	28,954	32.09
Other Family, Male Householder	3,367	3.73
Other Family, Female Householder	7,417	8.22
Nonfamily, Male Householder	23,954	26.55
Nonfamily, Female Householder	26,524	29.40
2015 Est. Households by Number of Vehicles	139,971	
No Vehicles	11,433	8.17
1 Vehicle	57,618	41.16
2 Vehicles	49,650	35.47
3 Vehicles	15,930	11.38
4 Vehicles	4,150	2.96
5 or more Vehicles	1,189	0.85
2015 Est. Average Number of Vehicles	1.6	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	95,158	
2015 Estimate	89,030	
2010 Census	83,171	
2000 Census	74,599	
Growth 2015-2020	6.88%	
Growth 2010-2015	7.04%	
Growth 2000-2010	11.49%	
2015 Est. Families by Poverty Status	89,030	
2015 Families at or Above Poverty	75,850	85.20
2015 Families at or Above Poverty with Children	37,399	42.01
2015 Families Below Poverty	13,180	14.80
2015 Families Below Poverty with Children	10,712	12.03
2015 Est. Pop Age 16+ by Employment Status	282,154	
In Armed Forces	1,649	0.58
Civilian - Employed	173,971	61.66
Civilian - Unemployed	13,933	4.94
Not in Labor Force	92,601	32.82
2015 Est. Civ. Employed Pop 16+ by Class of Worker	175,344	
For-Profit Private Workers	123,227	70.28
Non-Profit Private Workers	11,970	6.83
Local Government Workers	10,488	5.98
State Government Workers	9,152	5.22
Federal Government Workers	7,719	4.40
Self-Employed Workers	12,570	7.17
Unpaid Family Workers	218	0.12

## Radial Demographics | 5-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	175,344	
Architect/Engineer	2,245	1.28
Arts/Entertainment/Sports	2,972	1.69
Building Grounds Maintenance	6,997	3.99
Business/Financial Operations	9,503	5.42
Community/Social Services	2,178	1.24
Computer/Mathematical	5,279	3.01
Construction/Extraction	8,729	4.98
Education/Training/Library	11,077	6.32
Farming/Fishing/Forestry	249	0.14
Food Prep/Serving	12,803	7.30
Health Practitioner/Technician	11,071	6.31
Healthcare Support	5,511	3.14
Maintenance Repair	6,406	3.65
Legal	1,619	0.92
Life/Physical/Social Science	1,084	0.62
Management	13,106	7.47
Office/Admin. Support	30,966	17.66
Production	6,055	3.45
Protective Services	4,020	2.29
Sales/Related	19,478	11.11
Personal Care/Service	6,399	3.65
Transportation/Moving	7,600	4.33
2015 Est. Pop 16+ by Occupation Classification	175,344	
Blue Collar	28,789	16.42
White Collar	110,576	63.06
Service and Farm	35,979	20.52

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	174,736	
Drove Alone	143,386	82.06
Car Pooled	18,491	10.58
Public Transportation	4,442	2.54
Walked	2,489	1.42
Bicycle	179	0.10
Other Means	1,816	1.04
Worked at Home	3,933	2.25
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	37,126	
15 - 29 Minutes	79,163	
30 - 44 Minutes	39,914	
45 - 59 Minutes	8,241	
60 or more Minutes	6,283	
2015 Est. Avg. Travel Time to Work in Minutes	25.88	
2015 Est. Occupied Housing Units by Tenure	139,971	
Owner Occupied	73,257	52.34
Renter Occupied	66,713	47.66
2015 Owner Occ. HUs: Avg. Length of Residence	15.8	
2015 Renter Occ. HUs: Avg. Length of Residence	6.7	

## Radial Demographics | 5-Mile Radial Leon Valley, Texas

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	73,257	
Value Less than \$20,000	734	1.00
Value \$20,000 - \$39,999	971	1.33
Value \$40,000 - \$59,999	2,065	2.82
Value \$60,000 - \$79,999	5,019	6.85
Value \$80,000 - \$99,999	9,841	13.43
Value \$100,000 - \$149,999	26,469	36.13
Value \$150,000 - \$199,999	16,793	22.92
Value \$200,000 - \$299,999	8,632	11.78
Value \$300,000 - \$399,999	1,678	2.29
Value \$400,000 - \$499,999	492	0.67
Value \$500,000 - \$749,999	314	0.43
Value \$750,000 - \$999,999	100	0.14
Value \$1,000,000 or more	150	0.20
2015 Est. Median All Owner-Occupied Housing Value	\$133,999	
2015 Est. Housing Units by Units in Structure	150,740	
1 Unit Attached	4,595	3.05
1 Unit Detached	85,613	56.80
2 Units	2,309	1.53
3 or 4 Units	6,467	4.29
5 to 19 Units	35,105	23.29
20 to 49 Units	7,317	4.85
50 or More Units	8,015	5.32
Mobile Home or Trailer	1,272	0.84
Boat, RV, Van, etc.	47	0.03

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	150,740	
Housing Units Built 2010 or later	10,307	6.84
Housing Units Built 2000 to 2009	25,504	16.92
Housing Units Built 1990 to 1999	22,818	15.14
Housing Units Built 1980 to 1989	33,545	22.25
Housing Units Built 1970 to 1979	34,156	22.66
Housing Units Built 1960 to 1969	11,553	7.66
Housing Units Built 1950 to 1959	8,662	5.75
Housing Units Built 1940 to 1949	2,765	1.83
Housing Unit Built 1939 or Earlier	1,431	0.95
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

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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