



TheRetailCoach®

# COMMUNITY DEMOGRAPHIC PROFILE

Floresville, Texas

Prepared for  
Floresville Economic Development Corporation  
December 2018





# COMMUNITY • DEMOGRAPHIC PROFILE

Floresville, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2023 Projection	7,475	
2018 Estimate	7,034	
2010 Census	6,448	
2000 Census	5,685	
Growth 2018 - 2023		6.27%
Growth 2010 - 2018		9.09%
Growth 2000 - 2010		13.42%
<b>2018 Est. Population by Single-Classification Race</b>	7,034	
White Alone	6,040	85.87%
Black or African American Alone	99	1.41%
Amer. Indian and Alaska Native Alone	52	0.74%
Asian Alone	19	0.27%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	606	8.62%
Two or More Races	218	3.10%
<b>2018 Est. Population by Hispanic or Latino Origin</b>	7,034	
Not Hispanic or Latino	2,669	37.94%
Hispanic or Latino	4,365	62.06%
Mexican	3,660	83.85%
Puerto Rican	27	0.62%
Cuban	8	0.18%
All Other Hispanic or Latino	670	15.35%

DESCRIPTION	DATA	%
<b>2018 Est. Hisp. or Latino Pop by Single-Class. Race</b>	4,365	
White Alone	3,537	81.03%
Black or African American Alone	12	0.28%
American Indian and Alaska Native Alone	45	1.03%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	604	13.84%
Two or More Races	167	3.83%
<b>2018 Est. Pop by Race, Asian Alone, by Category</b>	19	
Chinese, except Taiwanese	0	0.00%
Filipino	2	10.53%
Japanese	7	36.84%
Asian Indian	1	5.26%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	2	10.53%
All Other Asian Races Including 2+ Category	7	36.84%

# COMMUNITY • DEMOGRAPHIC PROFILE

Floresville, Texas

DESCRIPTION	DATA	%
<b>2018 Est. Population by Ancestry</b>	7,034	
Arab	0	0.00%
Czech	108	1.54%
Danish	0	0.00%
Dutch	0	0.00%
English	289	4.11%
French (except Basque)	46	0.65%
French Canadian	4	0.06%
German	977	13.89%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	215	3.06%
Italian	45	0.64%
Lithuanian	0	0.00%
United States or American	277	3.94%
Norwegian	1	0.01%
Polish	193	2.74%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	35	0.50%
Scotch-Irish	31	0.44%
Slovak	0	0.00%
Subsaharan African	1	0.01%
Swedish	0	0.00%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	2	0.03%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	4,058	57.69%
Ancestry Unclassified	752	10.69%

DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	4,495	68.47%
Speak Asian/Pacific Island Language at Home	9	0.14%
Speak IndoEuropean Language at Home	18	0.27%
Speak Spanish at Home	2,043	31.12%
Speak Other Language at Home	0	0.00%
<b>2018 Est. Population by Age</b>	7,034	
Age 0 - 4	469	6.67%
Age 5 - 9	485	6.90%
Age 10 - 14	530	7.54%
Age 15 - 17	319	4.54%
Age 18 - 20	282	4.01%
Age 21 - 24	360	5.12%
Age 25 - 34	902	12.82%
Age 35 - 44	867	12.33%
Age 45 - 54	821	11.67%
Age 55 - 64	734	10.44%
Age 65 - 74	607	8.63%
Age 75 - 84	408	5.80%
Age 85 and over	250	3.55%
Age 16 and over	5,445	77.41%
Age 18 and over	5,231	74.37%
Age 21 and over	4,949	70.36%
Age 65 and over	1,265	17.98%
<b>2018 Est. Median Age</b>		36.93
<b>2018 Est. Average Age</b>		39.00

# COMMUNITY • DEMOGRAPHIC PROFILE

Floresville, Texas

DESCRIPTION	DATA	%
<b>2018 Est. Population by Sex</b>	7,034	
Male	3,517	50.00%
Female	3,517	50.00%
<b>2018 Est. Male Population by Age</b>	3,517	
Age 0 - 4	238	6.77%
Age 5 - 9	248	7.05%
Age 10 - 14	271	7.71%
Age 15 - 17	157	4.46%
Age 18 - 20	144	4.09%
Age 21 - 24	184	5.23%
Age 25 - 34	460	13.08%
Age 35 - 44	444	12.62%
Age 45 - 54	399	11.35%
Age 55 - 64	350	9.95%
Age 65 - 74	294	8.36%
Age 75 - 84	209	5.94%
Age 85 and over	119	3.38%
2018 Est. Median Age, Male		36.24
2018 Est. Average Age, Male		38.60

DESCRIPTION	DATA	%
<b>2018 Est. Female Population by Age</b>	3,517	
Age 0 - 4	231	6.57%
Age 5 - 9	237	6.74%
Age 10 - 14	259	7.36%
Age 15 - 17	162	4.61%
Age 18 - 20	138	3.92%
Age 21 - 24	176	5.00%
Age 25 - 34	442	12.57%
Age 35 - 44	423	12.03%
Age 45 - 54	422	12.00%
Age 55 - 64	384	10.92%
Age 65 - 74	313	8.90%
Age 75 - 84	199	5.66%
Age 85 and over	131	3.73%
2018 Est. Median Age, Female		37.65
2018 Est. Average Age, Female		39.40
<b>2018 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	1,570	28.29%
Males, Never Married	852	15.35%
Females, Never Married	718	12.94%
Married, Spouse present	2,341	42.18%
Married, Spouse absent	355	6.40%
Widowed	502	9.05%
Males Widowed	93	1.68%
Females Widowed	409	7.37%
Divorced	782	14.09%
Males Divorced	419	7.55%
Females Divorced	363	6.54%



# COMMUNITY • DEMOGRAPHIC PROFILE

Floresville, Texas

DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	521	11.4%
Some High School, no diploma	498	10.9%
High School Graduate (or GED)	1,756	38.3%
Some College, no degree	869	18.9%
Associate Degree	416	9.1%
Bachelor's Degree	374	8.2%
Master's Degree	118	2.6%
Professional School Degree	27	0.6%
Doctorate Degree	10	0.2%
<b>2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	829	31.89%
High School Graduate	1,006	38.69%
Some College or Associate's Degree	638	24.54%
Bachelor's Degree or Higher	127	4.89%
<b>Households</b>		
2023 Projection	2,628	
2018 Estimate	2,434	
2010 Census	2,136	
2000 Census	1,914	
Growth 2018 - 2023		7.97%
Growth 2010 - 2018		13.95%
Growth 2000 - 2010		11.60%

DESCRIPTION	DATA	%
<b>2018 Est. Households by Household Type</b>		
Family Households	1,814	74.53%
Nonfamily Households	620	25.47%
<b>2018 Est. Group Quarters Population</b>		
2018 Est. Group Quarters Population	328	
<b>2018 Households by Ethnicity, Hispanic/Latino</b>		
2018 Households by Ethnicity, Hispanic/Latino	1,369	
<b>2018 Est. Households by Household Income</b>		
Income < \$15,000	255	10.48%
Income \$15,000 - \$24,999	309	12.70%
Income \$25,000 - \$34,999	210	8.63%
Income \$35,000 - \$49,999	224	9.20%
Income \$50,000 - \$74,999	448	18.41%
Income \$75,000 - \$99,999	405	16.64%
Income \$100,000 - \$124,999	254	10.44%
Income \$125,000 - \$149,999	133	5.46%
Income \$150,000 - \$199,999	94	3.86%
Income \$200,000 - \$249,999	43	1.77%
Income \$250,000 - \$499,999	42	1.73%
Income \$500,000+	17	0.70%
<b>2018 Est. Average Household Income</b>		
2018 Est. Average Household Income		\$75,820
<b>2018 Est. Median Household Income</b>		
2018 Est. Median Household Income		\$62,407

# COMMUNITY • DEMOGRAPHIC PROFILE

Floresville, Texas

DESCRIPTION	DATA	%
<b>2018 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$63,985
Black or African American Alone		\$90,641
American Indian and Alaska Native Alone		\$44,734
Asian Alone		\$41,670
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$61,308
Two or More Races		\$28,166
Hispanic or Latino		\$59,591
Not Hispanic or Latino		\$67,712
<b>2018 Est. Family HH Type by Presence of Own Child.</b>	1,814	
Married-Couple Family, own children	526	29.00%
Married-Couple Family, no own children	712	39.25%
Male Householder, own children	63	3.47%
Male Householder, no own children	80	4.41%
Female Householder, own children	225	12.40%
Female Householder, no own children	208	11.47%
<b>2018 Est. Households by Household Size</b>	2,434	
1-person	556	22.84%
2-person	773	31.76%
3-person	408	16.76%
4-person	360	14.79%
5-person	186	7.64%
6-person	88	3.62%
7-or-more-person	63	2.59%
<b>2018 Est. Average Household Size</b>		2.76

DESCRIPTION	DATA	%
<b>2018 Est. Households by Presence of People Under 18</b>	2,434	
Households with 1 or More People under Age 18:	985	40.47%
Married-Couple Family	605	61.42%
Other Family, Male Householder	85	8.63%
Other Family, Female Householder	284	28.83%
Nonfamily, Male Householder	4	0.41%
Nonfamily, Female Householder	7	0.71%
<b>Households with No People under Age 18:</b>	1,449	59.53%
Married-Couple Family	632	43.62%
Other Family, Male Householder	57	3.93%
Other Family, Female Householder	151	10.42%
Nonfamily, Male Householder	259	17.87%
Nonfamily, Female Householder	350	24.16%
<b>2018 Est. Households by Number of Vehicles</b>	2,434	
No Vehicles	202	8.30%
1 Vehicle	790	32.46%
2 Vehicles	826	33.94%
3 Vehicles	424	17.42%
4 Vehicles	150	6.16%
5 or more Vehicles	42	1.73%
<b>2018 Est. Average Number of Vehicles</b>		1.9

# COMMUNITY • DEMOGRAPHIC PROFILE

Floresville, Texas

DESCRIPTION	DATA	%
<b>Family Households</b>		
2023 Projection	1,955	
2018 Estimate	1,814	
2010 Census	1,601	
2000 Census	1,467	
Growth 2018 - 2023		7.77%
Growth 2010 - 2018		13.30%
Growth 2000 - 2010		9.13%
<b>2018 Est. Families by Poverty Status</b>	1,814	
2018 Families at or Above Poverty	1,619	89.25%
2018 Families at or Above Poverty with Children	749	41.29%
2018 Families Below Poverty	195	10.75%
2018 Families Below Poverty with Children	129	7.11%
<b>2018 Est. Pop 16+ by Employment Status</b>	5,445	
Civilian Labor Force, Employed	2,730	50.14%
Civilian Labor Force, Unemployed	140	2.57%
Armed Forces	10	0.18%
Not in Labor Force	2,565	47.11%
<b>2018 Est. Civ. Employed Pop 16+ by Class of Worker</b>	2,774	
For-Profit Private Workers	1,735	62.55%
Non-Profit Private Workers	160	5.77%
Local Government Workers	89	3.21%
State Government Workers	182	6.56%
Federal Government Workers	346	12.47%
Self-Employed Workers	259	9.34%
Unpaid Family Workers	3	0.11%

DESCRIPTION	DATA	%
<b>2018 Est. Civ. Employed Pop 16+ by Occupation</b>	2,774	
Architect/Engineer	42	1.51%
Arts/Entertainment/Sports	56	2.02%
Building Grounds Maintenance	132	4.76%
Business/Financial Operations	67	2.42%
Community/Social Services	27	0.97%
Computer/Mathematical	58	2.09%
Construction/Extraction	277	9.99%
Education/Training/Library	102	3.68%
Farming/Fishing/Forestry	23	0.83%
Food Prep/Serving	157	5.66%
Health Practitioner/Technician	152	5.48%
Healthcare Support	91	3.28%
Maintenance Repair	100	3.61%
Legal	39	1.41%
Life/Physical/Social Science	6	0.22%
Management	219	7.90%
Office/Admin. Support	317	11.43%
Production	232	8.36%
Protective Services	194	6.99%
Sales/Related	221	7.97%
Personal Care/Service	76	2.74%
Transportation/Moving	186	6.71%
<b>2018 Est. Pop 16+ by Occupation Classification</b>	2,774	
White Collar	1,306	47.08%
Blue Collar	795	28.66%
Service and Farm	673	24.26%



# COMMUNITY • DEMOGRAPHIC PROFILE

Floresville, Texas

DESCRIPTION	DATA	%
<b>2018 Est. Workers Age 16+ by Transp. to Work</b>	2,719	
Drove Alone	2,211	81.32%
Car Pooled	352	12.95%
Public Transportation	1	0.04%
Walked	26	0.96%
Bicycle	0	0.00%
Other Means	6	0.22%
Worked at Home	123	4.52%
<b>2018 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	882	
15 - 29 Minutes	427	
30 - 44 Minutes	542	
45 - 59 Minutes	453	
60 or more Minutes	308	
2018 Est. Avg Travel Time to Work in Minutes		32
<b>2018 Est. Occupied Housing Units by Tenure</b>	2,434	
Owner Occupied	1,659	68.16%
Renter Occupied	775	31.84%
<b>2018 Owner Occ. HUs: Avg. Length of Residence</b>		17.2
<b>2018 Renter Occ. HUs: Avg. Length of Residence</b>		5.8

DESCRIPTION	DATA	%
<b>2018 Est. Owner-Occupied Housing Units by Value</b>	2,434	
Value Less than \$20,000	42	2.53%
Value \$20,000 - \$39,999	87	5.24%
Value \$40,000 - \$59,999	99	5.97%
Value \$60,000 - \$79,999	106	6.39%
Value \$80,000 - \$99,999	174	10.49%
Value \$100,000 - \$149,999	337	20.31%
Value \$150,000 - \$199,999	359	21.64%
Value \$200,000 - \$299,999	271	16.34%
Value \$300,000 - \$399,999	83	5.00%
Value \$400,000 - \$499,999	57	3.44%
Value \$500,000 - \$749,999	19	1.15%
Value \$750,000 - \$999,999	11	0.66%
Value \$1,000,000 or \$1,499,999	5	0.30%
Value \$1,500,000 or \$1,999,999	1	0.06%
Value \$2,000,000+	8	0.48%
<b>2018 Est. Median All Owner-Occupied Housing Value</b>		\$147,636
<b>2018 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	1,858	69.30%
1 Unit Detached	3	0.11%
2 Units	113	4.22%
3 or 4 Units	168	6.27%
5 to 19 Units	72	2.69%
20 to 49 Units	15	0.56%
50 or More Units	16	0.60%
Mobile Home or Trailer	436	16.26%
Boat, RV, Van, etc.	0	0.00%

# COMMUNITY • DEMOGRAPHIC PROFILE

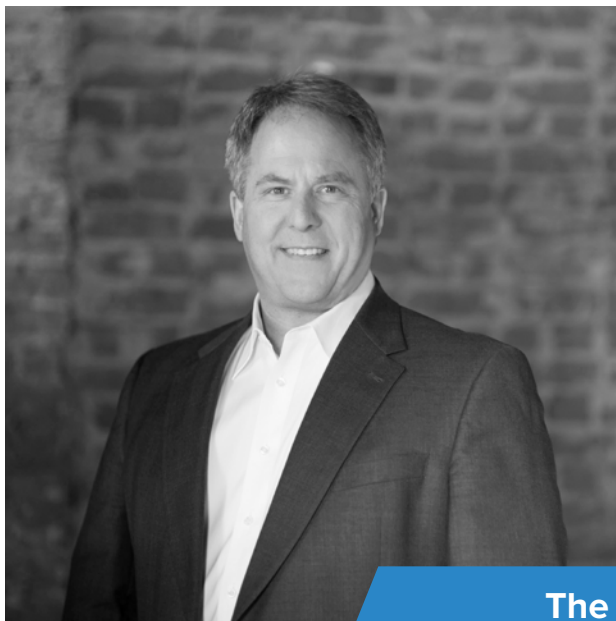
Floresville, Texas

DESCRIPTION	DATA	%
<b>2018 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	332	12.38%
Housing Units Built 2010 to 2014	73	2.72%
Housing Units Built 2000 to 2009	497	18.54%
Housing Units Built 1990 to 1999	310	11.56%
Housing Units Built 1980 to 1989	442	16.49%
Housing Units Built 1970 to 1979	400	14.92%
Housing Units Built 1960 to 1969	209	7.80%
Housing Units Built 1950 to 1959	186	6.94%
Housing Units Built 1940 to 1949	119	4.44%
Housing Unit Built 1939 or Earlier	113	4.22%
<b>2018 Est. Median Year Structure Built</b>		1987

# 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 Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## Retail360®

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 Retail360® 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.”*



# 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.

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

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics 2018, ESRI 2017, 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.