



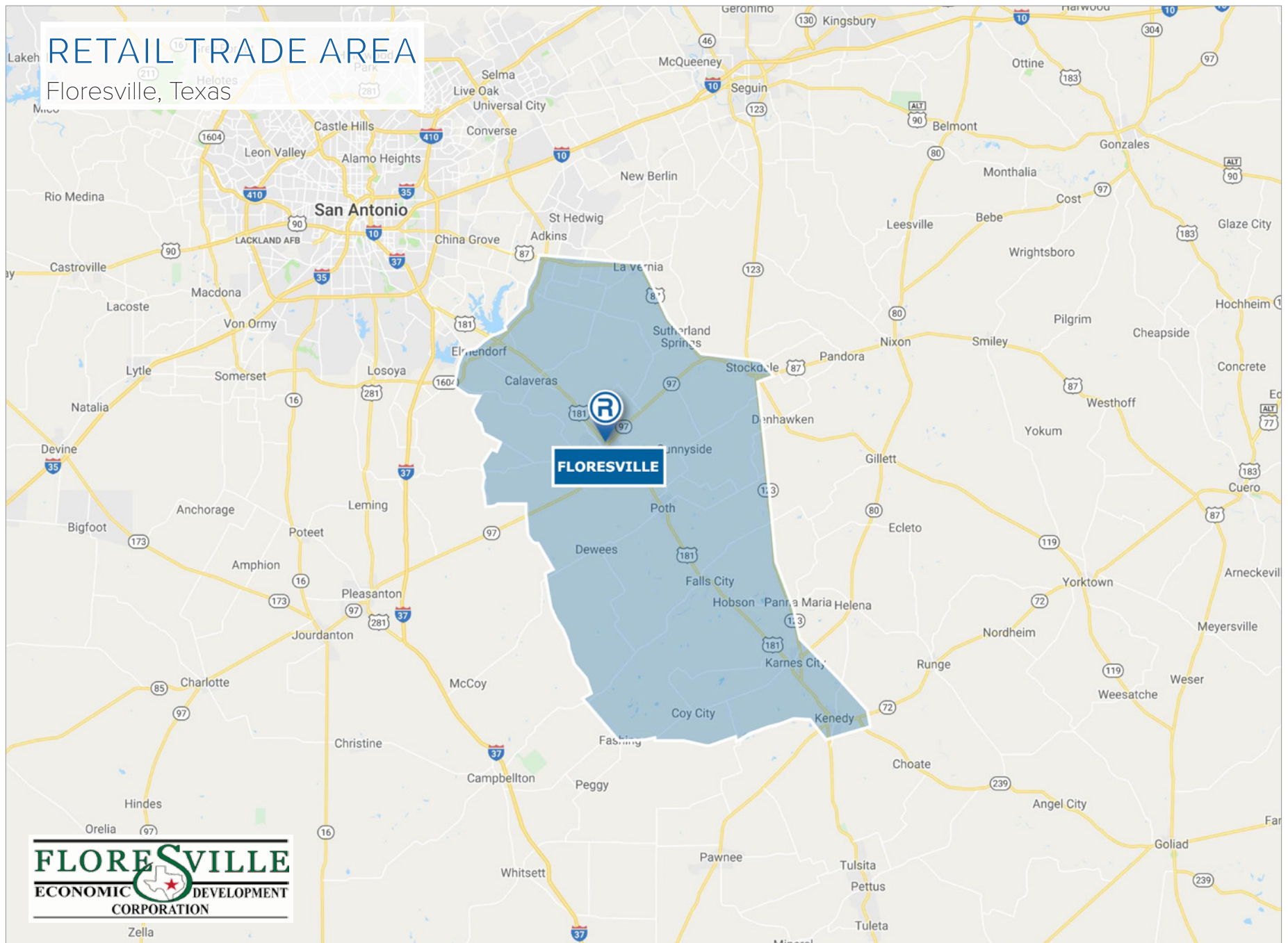
TheRetailCoach®

# RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Floresville, Texas

Prepared for  
Floresville Economic Development Corporation  
December 2018





**CONTACT BENJAMIN T. REED, EXECUTIVE DIRECTOR**

Floresville Economic Development Corporation | 1120 D Street | Floresville, Texas 78114 | 210.771.1056  
 ExecDir@FloresvilleEDCTX.gov | www.floresvilleedc.org

# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Floresville, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2023 Projection	60,695	
2018 Estimate	56,167	
2010 Census	48,587	
2000 Census	39,437	
Growth 2018 - 2023		8.06%
Growth 2010 - 2018		15.60%
Growth 2000 - 2010		23.20%
<b>2018 Est. Population by Single-Classification Race</b>	56,167	
White Alone	48,323	86.04%
Black or African American Alone	1,152	2.05%
Amer. Indian and Alaska Native Alone	452	0.81%
Asian Alone	238	0.42%
Native Hawaiian and Other Pacific Island Alone	22	0.04%
Some Other Race Alone	4,670	8.31%
Two or More Races	1,310	2.33%
<b>2018 Est. Population by Hispanic or Latino Origin</b>	56,167	
Not Hispanic or Latino	31,038	55.26%
Hispanic or Latino	25,129	44.74%
Mexican	20,433	81.31%
Puerto Rican	206	0.82%
Cuban	44	0.18%
All Other Hispanic or Latino	4,446	17.69%

DESCRIPTION	DATA	%
<b>2018 Est. Hisp. or Latino Pop by Single-Class. Race</b>	25,129	
White Alone	19,360	77.04%
Black or African American Alone	98	0.39%
American Indian and Alaska Native Alone	229	0.91%
Asian Alone	24	0.10%
Native Hawaiian and Other Pacific Islander Alone	1	0.00%
Some Other Race Alone	4,645	18.49%
Two or More Races	772	3.07%
<b>2018 Est. Pop by Race, Asian Alone, by Category</b>	238	
Chinese, except Taiwanese	0	0.00%
Filipino	70	29.41%
Japanese	24	10.08%
Asian Indian	31	13.03%
Korean	18	7.56%
Vietnamese	4	1.68%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	24	10.08%
All Other Asian Races Including 2+ Category	67	28.15%

# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Floresville, Texas

DESCRIPTION	DATA	%
<b>2018 Est. Population by Ancestry</b>	56,167	
Arab	0	0.00%
Czech	1,012	1.80%
Danish	20	0.04%
Dutch	260	0.46%
English	2,239	3.99%
French (except Basque)	589	1.05%
French Canadian	75	0.13%
German	8,232	14.66%
Greek	7	0.01%
Hungarian	27	0.05%
Irish	2,609	4.65%
Italian	536	0.95%
Lithuanian	3	0.01%
United States or American	2,245	4.00%
Norwegian	94	0.17%
Polish	3,613	6.43%
Portuguese	39	0.07%
Russian	69	0.12%
Scottish	411	0.73%
Scotch-Irish	302	0.54%
Slovak	0	0.00%
Subsaharan African	12	0.02%
Swedish	152	0.27%
Swiss	7	0.01%
Ukrainian	42	0.08%
Welsh	102	0.18%
West Indian (except Hisp. groups)	11	0.02%
Other ancestries	27,805	49.50%
Ancestry Unclassified	5,655	10.07%

DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	39,479	74.82%
Speak Asian/Pacific Island Language at Home	136	0.26%
Speak IndoEuropean Language at Home	565	1.07%
Speak Spanish at Home	12,575	23.83%
Speak Other Language at Home	14	0.03%
<b>2018 Est. Population by Age</b>	56,167	
Age 0 - 4	3,398	6.05%
Age 5 - 9	3,545	6.31%
Age 10 - 14	3,933	7.00%
Age 15 - 17	2,558	4.55%
Age 18 - 20	2,300	4.10%
Age 21 - 24	3,029	5.39%
Age 25 - 34	6,502	11.58%
Age 35 - 44	6,484	11.54%
Age 45 - 54	7,622	13.57%
Age 55 - 64	7,699	13.71%
Age 65 - 74	5,496	9.79%
Age 75 - 84	2,606	4.64%
Age 85 and over	997	1.78%
Age 16 and over	44,449	79.14%
Age 18 and over	42,734	76.08%
Age 21 and over	40,434	71.99%
Age 65 and over	9,099	16.20%
<b>2018 Est. Median Age</b>		39.44
<b>2018 Est. Average Age</b>		39.46



# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2018 Est. Population by Sex</b>	56,167	
Male	28,172	50.16%
Female	27,995	49.84%
<b>2018 Est. Male Population by Age</b>	28,172	
Age 0 - 4	1,726	6.13%
Age 5 - 9	1,799	6.39%
Age 10 - 14	2,027	7.20%
Age 15 - 17	1,326	4.71%
Age 18 - 20	1,219	4.33%
Age 21 - 24	1,600	5.68%
Age 25 - 34	3,347	11.88%
Age 35 - 44	3,212	11.40%
Age 45 - 54	3,781	13.42%
Age 55 - 64	3,787	13.44%
Age 65 - 74	2,739	9.72%
Age 75 - 84	1,228	4.36%
Age 85 and over	383	1.36%
<b>2018 Est. Median Age, Male</b>		38.29
<b>2018 Est. Average Age, Male</b>		38.75

DESCRIPTION	DATA	%
<b>2018 Est. Female Population by Age</b>	27,995	
Age 0 - 4	1,672	5.97%
Age 5 - 9	1,746	6.24%
Age 10 - 14	1,906	6.81%
Age 15 - 17	1,231	4.40%
Age 18 - 20	1,081	3.86%
Age 21 - 24	1,429	5.10%
Age 25 - 34	3,154	11.27%
Age 35 - 44	3,272	11.69%
Age 45 - 54	3,841	13.72%
Age 55 - 64	3,912	13.97%
Age 65 - 74	2,758	9.85%
Age 75 - 84	1,378	4.92%
Age 85 and over	614	2.19%
<b>2018 Est. Median Age, Female</b>		40.57
<b>2018 Est. Average Age, Female</b>		40.23
<b>2018 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	12,483	27.56%
Males, Never Married	6,797	15.01%
Females, Never Married	5,686	12.55%
Married, Spouse present	23,013	50.81%
Married, Spouse absent	2,140	4.73%
Widowed	2,813	6.21%
Males Widowed	695	1.53%
Females Widowed	2,118	4.68%
Divorced	4,843	10.69%
Males Divorced	2,311	5.10%
Females Divorced	2,532	5.59%

# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,826	7.6%
Some High School, no diploma	3,538	9.5%
High School Graduate (or GED)	12,880	34.4%
Some College, no degree	8,302	22.2%
Associate Degree	3,017	8.1%
Bachelor's Degree	4,835	12.9%
Master's Degree	1,523	4.1%
Professional School Degree	294	0.8%
Doctorate Degree	189	0.5%
<b>2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	4,395	29.41%
High School Graduate	5,215	34.90%
Some College or Associate's Degree	3,971	26.57%
Bachelor's Degree or Higher	1,362	9.12%
<b>Households</b>		
2023 Projection	21,656	
2018 Estimate	19,896	
2010 Census	16,891	
2000 Census	13,289	
Growth 2018 - 2023		8.85%
Growth 2010 - 2018		17.79%
Growth 2000 - 2010		27.11%

DESCRIPTION	DATA	%
<b>2018 Est. Households by Household Type</b>	19,896	
Family Households	15,465	77.73%
Nonfamily Households	4,430	22.27%
2018 Est. Group Quarters Population	1,117	
2018 Households by Ethnicity, Hispanic/Latino	7,594	
<b>2018 Est. Households by Household Income</b>	19,896	
Income < \$15,000	1,732	8.71%
Income \$15,000 - \$24,999	1,791	9.00%
Income \$25,000 - \$34,999	1,386	6.97%
Income \$35,000 - \$49,999	2,090	10.51%
Income \$50,000 - \$74,999	3,236	16.27%
Income \$75,000 - \$99,999	2,714	13.64%
Income \$100,000 - \$124,999	2,165	10.88%
Income \$125,000 - \$149,999	1,606	8.07%
Income \$150,000 - \$199,999	1,621	8.15%
Income \$200,000 - \$249,999	744	3.74%
Income \$250,000 - \$499,999	560	2.82%
Income \$500,000+	250	1.26%
<b>2018 Est. Average Household Income</b>		\$93,857
<b>2018 Est. Median Household Income</b>		\$72,624

# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2018 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$76,232
Black or African American Alone		\$54,350
American Indian and Alaska Native Alone		\$57,605
Asian Alone		\$61,854
Native Hawaiian and Other Pacific Islander Alone		\$70,629
Some Other Race Alone		\$48,018
Two or More Races		\$59,965
Hispanic or Latino		\$57,619
Not Hispanic or Latino		\$85,837
<b>2018 Est. Family HH Type by Presence of Own Child.</b>	15,465	
Married-Couple Family, own children	5,010	32.40%
Married-Couple Family, no own children	7,204	46.58%
Male Householder, own children	530	3.43%
Male Householder, no own children	472	3.05%
Female Householder, own children	1,181	7.64%
Female Householder, no own children	1,067	6.90%
<b>2018 Est. Households by Household Size</b>	19,896	
1-person	3,913	19.67%
2-person	6,792	34.14%
3-person	3,496	17.57%
4-person	3,065	15.41%
5-person	1,551	7.80%
6-person	660	3.32%
7-or-more-person	419	2.11%
<b>2018 Est. Average Household Size</b>		2.77

DESCRIPTION	DATA	%
<b>2018 Est. Households by Presence of People Under 18</b>	19,896	
Households with 1 or More People under Age 18:	7,725	38.83%
Married-Couple Family	5,564	72.03%
Other Family, Male Householder	634	8.21%
Other Family, Female Householder	1,474	19.08%
Nonfamily, Male Householder	42	0.54%
Nonfamily, Female Householder	11	0.14%
<b>Households with No People under Age 18:</b>	12,171	61.17%
Married-Couple Family	6,651	54.65%
Other Family, Male Householder	370	3.04%
Other Family, Female Householder	776	6.38%
Nonfamily, Male Householder	2,212	18.17%
Nonfamily, Female Householder	2,162	17.76%
<b>2018 Est. Households by Number of Vehicles</b>	19,896	
No Vehicles	835	4.20%
1 Vehicle	4,742	23.83%
2 Vehicles	8,107	40.75%
3 Vehicles	4,392	22.08%
4 Vehicles	1,303	6.55%
5 or more Vehicles	517	2.60%
<b>2018 Est. Average Number of Vehicles</b>		2.13

# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Floresville, Texas

DESCRIPTION	DATA	%
<b>Family Households</b>		
2023 Projection	16,841	
2018 Estimate	15,465	
2010 Census	13,107	
2000 Census	10,442	
Growth 2018 - 2023		8.90%
Growth 2010 - 2018		17.99%
Growth 2000 - 2010		25.52%
<b>2018 Est. Families by Poverty Status</b>	15,465	
2018 Families at or Above Poverty	13,942	90.15%
2018 Families at or Above Poverty with Children	6,052	39.13%
2018 Families Below Poverty	1,523	9.85%
2018 Families Below Poverty with Children	1,199	7.75%
<b>2018 Est. Pop 16+ by Employment Status</b>	44,449	
Civilian Labor Force, Employed	24,771	55.73%
Civilian Labor Force, Unemployed	1,515	3.41%
Armed Forces	106	0.24%
Not in Labor Force	18,057	40.62%
<b>2018 Est. Civ. Employed Pop 16+ by Class of Worker</b>	25,383	
For-Profit Private Workers	16,288	64.17%
Non-Profit Private Workers	1,282	5.05%
Local Government Workers	1,116	4.40%
State Government Workers	1,350	5.32%
Federal Government Workers	2,725	10.74%
Self-Employed Workers	2,597	10.23%
Unpaid Family Workers	24	0.10%

DESCRIPTION	DATA	%
<b>2018 Est. Civ. Employed Pop 16+ by Occupation</b>	25,383	
Architect/Engineer	268	1.06%
Arts/Entertainment/Sports	235	0.93%
Building Grounds Maintenance	984	3.88%
Business/Financial Operations	844	3.33%
Community/Social Services	317	1.25%
Computer/Mathematical	622	2.45%
Construction/Extraction	2,379	9.37%
Education/Training/Library	1,388	5.47%
Farming/Fishing/Forestry	111	0.44%
Food Prep/Serving	1,099	4.33%
Health Practitioner/Technician	1,116	4.40%
Healthcare Support	595	2.34%
Maintenance Repair	1,560	6.15%
Legal	206	0.81%
Life/Physical/Social Science	138	0.54%
Management	2,783	10.96%
Office/Admin. Support	3,490	13.75%
Production	1,510	5.95%
Protective Services	1,021	4.02%
Sales/Related	2,365	9.32%
Personal Care/Service	731	2.88%
Transportation/Moving	1,620	6.38%
<b>2018 Est. Pop 16+ by Occupation Classification</b>	25,383	
White Collar	13,773	54.26%
Blue Collar	7,069	27.85%
Service and Farm	4,541	17.89%



# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2018 Est. Workers Age 16+ by Transp. to Work</b>	25,037	
Drove Alone	20,385	81.42%
Car Pooled	2,942	11.75%
Public Transportation	39	0.16%
Walked	225	0.90%
Bicycle	17	0.07%
Other Means	113	0.45%
Worked at Home	1,315	5.25%
<b>2018 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	6,123	
15 - 29 Minutes	5,060	
30 - 44 Minutes	6,154	
45 - 59 Minutes	3,607	
60 or more Minutes	2,779	
2018 Est. Avg Travel Time to Work in Minutes		33.27
<b>2018 Est. Occupied Housing Units by Tenure</b>	19,896	
Owner Occupied	16,149	81.17%
Renter Occupied	3,746	18.83%
<b>2018 Owner Occ. HUs: Avg. Length of Residence</b>		14.95
<b>2018 Renter Occ. HUs: Avg. Length of Residence</b>		6.08

DESCRIPTION	DATA	%
<b>2018 Est. Owner-Occupied Housing Units by Value</b>	19,896	
Value Less than \$20,000	693	4.29%
Value \$20,000 - \$39,999	775	4.80%
Value \$40,000 - \$59,999	939	5.82%
Value \$60,000 - \$79,999	905	5.60%
Value \$80,000 - \$99,999	1,192	7.38%
Value \$100,000 - \$149,999	2,627	16.27%
Value \$150,000 - \$199,999	2,072	12.83%
Value \$200,000 - \$299,999	3,286	20.35%
Value \$300,000 - \$399,999	2,045	12.66%
Value \$400,000 - \$499,999	979	6.06%
Value \$500,000 - \$749,999	330	2.04%
Value \$750,000 - \$999,999	129	0.80%
Value \$1,000,000 or \$1,499,999	106	0.66%
Value \$1,500,000 or \$1,999,999	49	0.30%
Value \$2,000,000+	23	0.14%
<b>2018 Est. Median All Owner-Occupied Housing Value</b>		\$171,508
<b>2018 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	15,751	71.40%
1 Unit Detached	112	0.51%
2 Units	245	1.11%
3 or 4 Units	482	2.19%
5 to 19 Units	324	1.47%
20 to 49 Units	74	0.34%
50 or More Units	29	0.13%
Mobile Home or Trailer	4,954	22.46%
Boat, RV, Van, etc.	89	0.40%

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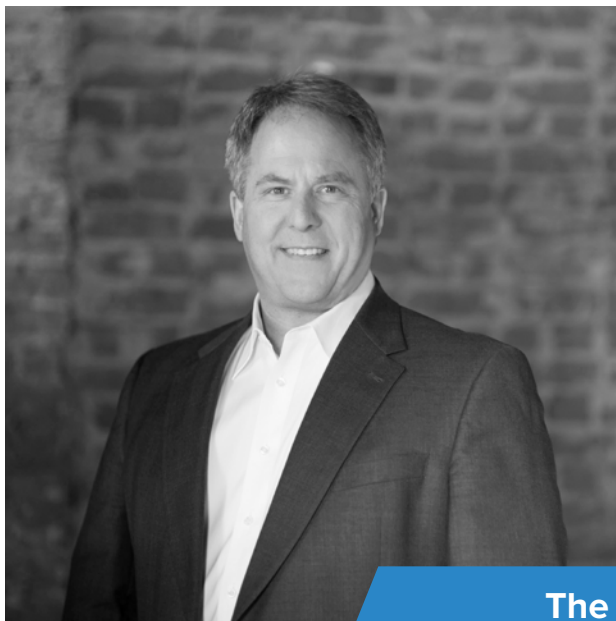
Floresville, Texas

DESCRIPTION	DATA	%
<b>2018 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	2,613	11.85%
Housing Units Built 2010 to 2014	716	3.25%
Housing Units Built 2000 to 2009	4,930	22.35%
Housing Units Built 1990 to 1999	4,256	19.29%
Housing Units Built 1980 to 1989	2,874	13.03%
Housing Units Built 1970 to 1979	2,404	10.90%
Housing Units Built 1960 to 1969	1,331	6.03%
Housing Units Built 1950 to 1959	1,276	5.78%
Housing Units Built 1940 to 1949	855	3.88%
Housing Unit Built 1939 or Earlier	805	3.65%
<b>2018 Est. Median Year Structure Built</b>		1994

# 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.

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