



The**Retail**Coach.®

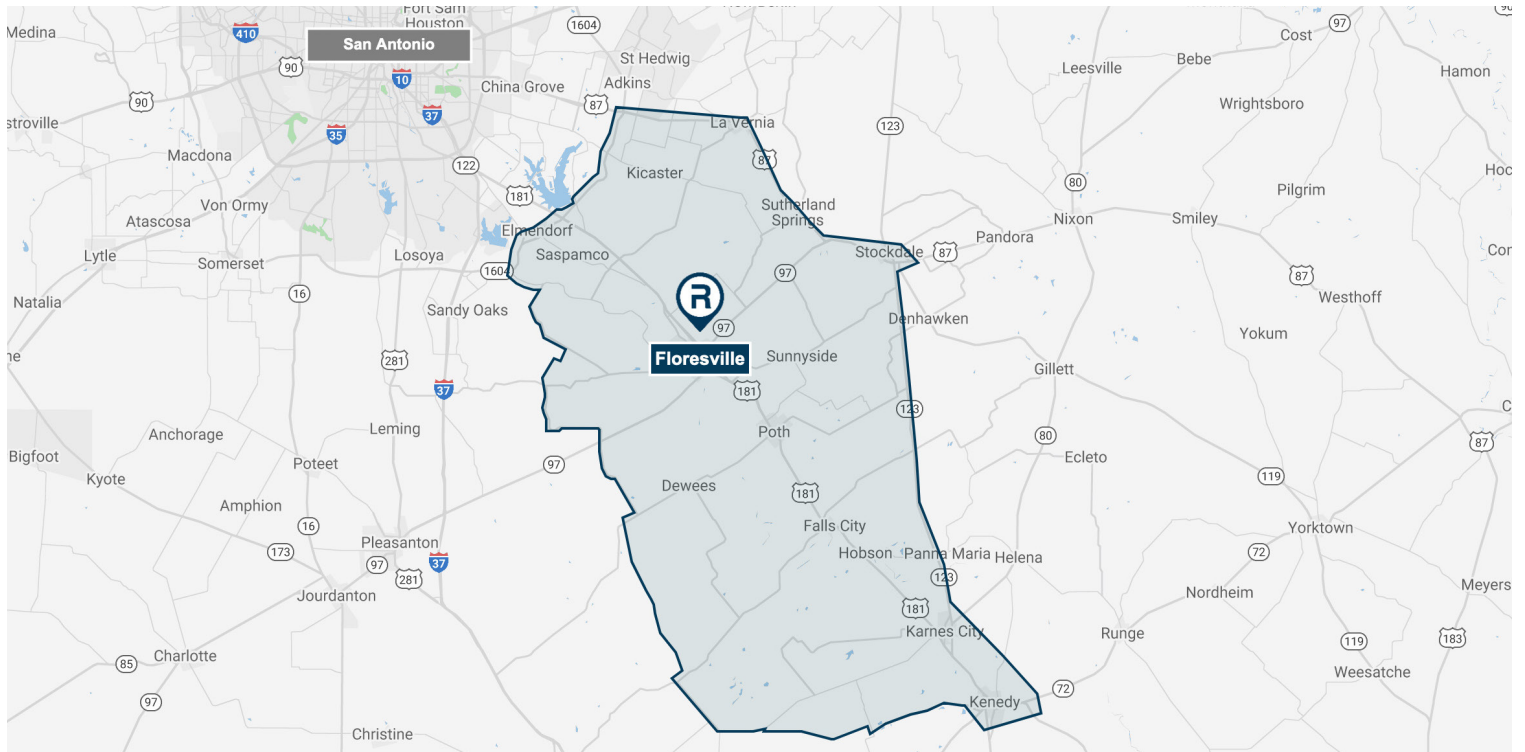
Retail Trade Area Demographic Profile

FLORESVILLE, TEXAS

Prepared for Floresville Economic Development Corporation
March 2024

Retail Trade Area • Demographic Snapshot

Floresville, Texas



Population

2020	55,401
2023	57,605
2028	60,099

Educational Attainment (%)

Graduate or Professional Degree	6.45%
Bachelors Degree	15.05%
Associate Degree	6.88%
Some College	22.68%
High School Graduate (GED)	34.73%
Some High School, No Degree	7.43%
Less than 9th Grade	6.79%

Income

Average HH	\$113,107
Median HH	\$86,814
Per Capita	\$40,453

Age

0 - 9 Years	12.03%
10 - 17 Years	11.11%
18 - 24 Years	9.02%
25 - 34 Years	11.94%
35 - 44 Years	12.68%
45 - 54 Years	12.59%
55 - 64 Years	13.29%
65 and Older	17.35%
Median Age	39.70
Average Age	39.94

Race Distribution (%)

White	63.57%
Black/African American	2.06%
American Indian/Alaskan	0.96%
Asian	0.86%
Native Hawaiian/Islander	0.08%
Other Race	11.30%
Two or More Races	21.18%
Hispanic	45.85%



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Retail Trade Area • Demographic Profile

Floresville, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	60,099	
2023 Estimate	57,605	
2020 Census	55,401	
2010 Census	48,477	
Growth 2023 - 2028		4.33%
Growth 2020 - 2023		3.98%
Growth 2010 - 2020		14.28%
2023 Est. Population by Single-Classification Race	57,605	
White Alone	36,618	63.57%
Black or African American Alone	1,184	2.06%
Amer. Indian and Alaska Native Alone	554	0.96%
Asian Alone	495	0.86%
Native Hawaiian and Other Pacific Island Alone	45	0.08%
Some Other Race Alone	6,508	11.30%
Two or More Races	12,200	21.18%
2023 Est. Population by Hispanic or Latino Origin	57,605	
Not Hispanic or Latino	31,191	54.15%
Hispanic or Latino	26,414	45.85%
Mexican	23,267	88.09%
Puerto Rican	376	1.42%
Cuban	150	0.57%
All Other Hispanic or Latino	2,621	9.92%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	26,414	
White Alone	9,174	34.73%
Black or African American Alone	145	0.55%
American Indian and Alaska Native Alone	400	1.51%
Asian Alone	34	0.13%
Native Hawaiian and Other Pacific Islander Alone	13	0.05%
Some Other Race Alone	6,180	23.40%
Two or More Races	10,468	39.63%
2023 Est. Pop by Race, Asian Alone, by Category	495	
Chinese, except Taiwanese	23	4.65%
Filipino	134	27.07%
Japanese	17	3.43%
Asian Indian	23	4.65%
Korean	66	13.33%
Vietnamese	136	27.48%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	36	7.27%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	60	12.12%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	57,605	
Arab	588	1.02%
Czech	762	1.32%
Danish	27	0.05%
Dutch	248	0.43%
English	3,663	6.36%
French (except Basque)	815	1.41%
French Canadian	38	0.07%
German	7,605	13.20%
Greek	311	0.54%
Hungarian	46	0.08%
Irish	3,627	6.30%
Italian	936	1.62%
Lithuanian	35	0.06%
United States or American	1,869	3.25%
Norwegian	503	0.87%
Polish	3,764	6.53%
Portuguese	36	0.06%
Russian	72	0.13%
Scottish	335	0.58%
Scotch-Irish	488	0.85%
Slovak	12	0.02%
Subsaharan African	21	0.04%
Swedish	271	0.47%
Swiss	102	0.18%
Ukrainian	13	0.02%
Welsh	64	0.11%
West Indian (except Hisp. groups)	41	0.07%
Other ancestries	24,930	43.28%
Ancestry Unclassified	6,383	11.08%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	40,861	75.28%
Speak Asian/Pacific Island Language at Home	219	0.40%
Speak IndoEuropean Language at Home	590	1.09%
Speak Spanish at Home	12,576	23.17%
Speak Other Language at Home	30	0.06%

Retail Trade Area • Demographic Profile

Floresville, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	57,605	
Age 0 - 4	3,329	5.78%
Age 5 - 9	3,599	6.25%
Age 10 - 14	3,929	6.82%
Age 15 - 17	2,468	4.28%
Age 18 - 20	2,225	3.86%
Age 21 - 24	2,971	5.16%
Age 25 - 34	6,875	11.94%
Age 35 - 44	7,306	12.68%
Age 45 - 54	7,250	12.59%
Age 55 - 64	7,657	13.29%
Age 65 - 74	6,189	10.74%
Age 75 - 84	2,801	4.86%
Age 85 and over	1,007	1.75%
Age 16 and over	45,941	79.75%
Age 18 and over	44,280	76.87%
Age 21 and over	42,056	73.01%
Age 65 and over	9,996	17.35%
2023 Est. Median Age		39.70
2023 Est. Average Age		39.94
2023 Est. Population by Sex	57,605	
Male	29,107	50.53%
Female	28,498	49.47%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	29,107	
Age 0 - 4	1,721	5.91%
Age 5 - 9	1,874	6.44%
Age 10 - 14	2,029	6.97%
Age 15 - 17	1,273	4.37%
Age 18 - 20	1,165	4.00%
Age 21 - 24	1,579	5.42%
Age 25 - 34	3,605	12.39%
Age 35 - 44	3,685	12.66%
Age 45 - 54	3,667	12.60%
Age 55 - 64	3,841	13.20%
Age 65 - 74	2,989	10.27%
Age 75 - 84	1,286	4.42%
Age 85 and over	394	1.35%
2023 Est. Median Age, Male		38.56
2023 Est. Average Age, Male		39.11
2023 Est. Female Population by Age	28,498	
Age 0 - 4	1,608	5.64%
Age 5 - 9	1,725	6.05%
Age 10 - 14	1,900	6.67%
Age 15 - 17	1,195	4.19%
Age 18 - 20	1,060	3.72%
Age 21 - 24	1,392	4.88%
Age 25 - 34	3,270	11.48%
Age 35 - 44	3,621	12.71%
Age 45 - 54	3,583	12.57%
Age 55 - 64	3,816	13.39%
Age 65 - 74	3,200	11.23%
Age 75 - 84	1,514	5.31%
Age 85 and over	613	2.15%
2023 Est. Median Age, Female		40.84
2023 Est. Average Age, Female		41.01

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Floresville, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	12,599	26.95%
Males, Never Married	6,504	13.91%
Females, Never Married	6,096	13.04%
Married, Spouse present	24,552	52.52%
Married, Spouse absent	2,540	5.43%
Widowed	2,728	5.84%
Males Widowed	629	1.35%
Females Widowed	2,099	4.49%
Divorced	4,329	9.26%
Males Divorced	2,373	5.08%
Females Divorced	1,956	4.18%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,652	6.79%
Some High School, no diploma	2,904	7.43%
High School Graduate (or GED)	13,573	34.73%
Some College, no degree	8,864	22.68%
Associate Degree	2,691	6.88%
Bachelor's Degree	5,881	15.05%
Master's Degree	2,046	5.24%
Professional School Degree	181	0.46%
Doctorate Degree	293	0.75%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,665	23.34%
High School Graduate	5,931	37.77%
Some College or Associate's Degree	4,040	25.73%
Bachelor's Degree or Higher	2,068	13.17%
Households		
2028 Projection	20,933	
2023 Estimate	20,047	
2020 Census	19,262	
2010 Census	16,848	
Growth 2023 - 2028		4.42%
Growth 2020 - 2023		4.08%
Growth 2010 - 2020		14.33%
2023 Est. Households by Household Type	20,047	
Family Households	15,634	77.99%
Nonfamily Households	4,412	22.01%
2023 Est. Group Quarters Population	1,553	
2023 Households by Ethnicity, Hispanic/Latino	7,851	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	20,047	
Income < \$15,000	1,462	7.29%
Income \$15,000 - \$24,999	1,058	5.28%
Income \$25,000 - \$34,999	1,442	7.19%
Income \$35,000 - \$49,999	2,121	10.58%
Income \$50,000 - \$74,999	2,781	13.87%
Income \$75,000 - \$99,999	2,380	11.87%
Income \$100,000 - \$124,999	2,228	11.11%
Income \$125,000 - \$149,999	1,945	9.70%
Income \$150,000 - \$199,999	2,168	10.82%
Income \$200,000 - \$249,999	1,034	5.16%
Income \$250,000 - \$499,999	973	4.85%
Income \$500,000+	455	2.27%
2023 Est. Average Household Income		\$113,107
2023 Est. Median Household Income		\$86,814
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$91,965
Black or African American Alone		\$79,112
American Indian and Alaska Native Alone		\$120,261
Asian Alone		\$19,888
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$85,539
Two or More Races		\$73,997
Hispanic or Latino		\$69,633
Not Hispanic or Latino		\$99,563
2023 Est. Family HH Type by Presence of Own Child.	15,634	
Married-Couple Family, own children	5,093	32.58%
Married-Couple Family, no own children	7,281	46.57%
Male Householder, own children	526	3.37%
Male Householder, no own children	472	3.02%
Female Householder, own children	1,195	7.64%
Female Householder, no own children	1,067	6.83%
2023 Est. Households by Household Size	20,047	
1-person	3,804	18.98%
2-person	7,157	35.70%
3-person	3,344	16.68%
4-person	2,690	13.42%
5-person	1,692	8.44%
6-person	635	3.17%
7-or-more-person	724	3.61%
2023 Est. Average Household Size		2.80

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	20,047	
Households with 1 or More People under Age 18:	7,831	39.06%
Married-Couple Family	5,662	72.30%
Other Family, Male Householder	629	8.03%
Other Family, Female Householder	1,491	19.04%
Nonfamily, Male Householder	41	0.52%
Nonfamily, Female Householder	9	0.12%
Households with No People under Age 18:	12,215	
Married-Couple Family	6,714	54.97%
Other Family, Male Householder	366	3.00%
Other Family, Female Householder	778	6.37%
Nonfamily, Male Householder	2,211	18.10%
Nonfamily, Female Householder	2,146	17.57%
2023 Est. Households by Number of Vehicles	20,047	
No Vehicles	711	3.55%
1 Vehicle	4,568	22.79%
2 Vehicles	7,245	36.14%
3 Vehicles	4,643	23.16%
4 Vehicles	2,010	10.03%
5 or more Vehicles	870	4.34%
2023 Est. Average Number of Vehicles		2.3
Family Households		
2028 Projection	16,339	
2023 Estimate	15,634	
2010 Census	13,077	
Growth 2023 - 2028		4.51%
Growth 2010 - 2023		19.55%
2023 Est. Families by Poverty Status	15,634	
2023 Families at or Above Poverty	14,444	92.39%
2023 Families at or Above Poverty with Children	6,713	42.94%
2023 Families Below Poverty	1,190	7.61%
2023 Families Below Poverty with Children	817	5.23%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	25,496	55.50%
Civilian Labor Force, Unemployed	1,118	2.43%
Armed Forces	160	0.35%
Not in Labor Force	19,166	41.72%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	25,700	
For-Profit Private Workers	16,668	64.86%
Non-Profit Private Workers	1,365	5.31%
Local Government Workers	800	3.11%
State Government Workers	1,025	3.99%
Federal Government Workers	2,932	11.41%
Self-Employed Workers	2,870	11.17%
Unpaid Family Workers	41	0.16%
2023 Est. Civ. Employed Pop 16+ by Occupation	25,700	
Architect/Engineer	358	1.39%
Arts/Entertainment/Sports	172	0.67%
Building Grounds Maintenance	697	2.71%
Business/Financial Operations	845	3.29%
Community/Social Services	383	1.49%
Computer/Mathematical	518	2.02%
Construction/Extraction	1,867	7.26%
Education/Training/Library	1,637	6.37%
Farming/Fishing/Forestry	143	0.56%
Food Prep/Serving	1,285	5.00%
Health Practitioner/Technician	1,220	4.75%
Healthcare Support	694	2.70%
Maintenance Repair	1,542	6.00%
Legal	101	0.39%
Life/Physical/Social Science	159	0.62%
Management	2,736	10.65%
Office/Admin. Support	3,517	13.69%
Production	1,138	4.43%
Protective Services	735	2.86%
Sales/Related	3,087	12.01%
Personal Care/Service	638	2.48%
Transportation/Moving	2,231	8.68%
2023 Est. Pop 16+ by Occupation Classification	25,700	
White Collar	14,732	57.32%
Blue Collar	6,777	26.37%
Service and Farm	4,191	16.31%
2023 Est. Workers Age 16+ by Transp. to Work	25,602	
Drove Alone	20,318	79.36%
Car Pooled	2,654	10.37%
Public Transportation	1	0.00%
Walked	326	1.27%
Bicycle	16	0.06%
Other Means	182	0.71%
Worked at Home	2,106	8.23%

Retail Trade Area • Demographic Profile

Floresville, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,274	
15 - 29 Minutes	5,099	
30 - 44 Minutes	5,663	
45 - 59 Minutes	4,682	
60 or more Minutes	2,818	
2023 Est. Avg Travel Time to Work in Minutes		35
2023 Est. Occupied Housing Units by Tenure	20,047	
Owner Occupied	16,808	83.84%
Renter Occupied	3,238	16.15%
2023 Owner Occ. HUs: Avg. Length of Residence		15.46 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.13 [†]
2023 Est. Owner-Occupied Housing Units by Value	20,047	
Value Less than \$20,000	578	3.44%
Value \$20,000 - \$39,999	756	4.50%
Value \$40,000 - \$59,999	545	3.24%
Value \$60,000 - \$79,999	694	4.13%
Value \$80,000 - \$99,999	605	3.60%
Value \$100,000 - \$149,999	1,967	11.70%
Value \$150,000 - \$199,999	1,551	9.23%
Value \$200,000 - \$299,999	2,471	14.70%
Value \$300,000 - \$399,999	2,479	14.75%
Value \$400,000 - \$499,999	1,883	11.20%
Value \$500,000 - \$749,999	2,489	14.81%
Value \$750,000 - \$999,999	454	2.70%
Value \$1,000,000 or \$1,499,999	282	1.68%
Value \$1,500,000 or \$1,999,999	7	0.04%
Value \$2,000,000+	46	0.27%
2023 Est. Median All Owner-Occupied Housing Value		\$267,809
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	15,652	70.33%
1 Unit Attached	128	0.57%
2 Units	132	0.59%
3 or 4 Units	364	1.64%
5 to 19 Units	435	1.96%
20 to 49 Units	40	0.18%
50 or More Units	65	0.29%
Mobile Home or Trailer	5,397	24.25%
Boat, RV, Van, etc.	42	0.19%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,458	11.05%
Housing Units Built 2010 to 2014	1,242	5.58%
Housing Units Built 2000 to 2009	4,773	21.45%
Housing Units Built 1990 to 1999	4,429	19.90%
Housing Units Built 1980 to 1989	2,938	13.20%
Housing Units Built 1970 to 1979	2,231	10.03%
Housing Units Built 1960 to 1969	1,412	6.34%
Housing Units Built 1950 to 1959	1,096	4.92%
Housing Units Built 1940 to 1949	674	3.03%
Housing Unit Built 1939 or Earlier	1,002	4.50%
2023 Est. Median Year Structure Built		1994

[†] Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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.



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ACKNOWLEDGMENTS

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, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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