



TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

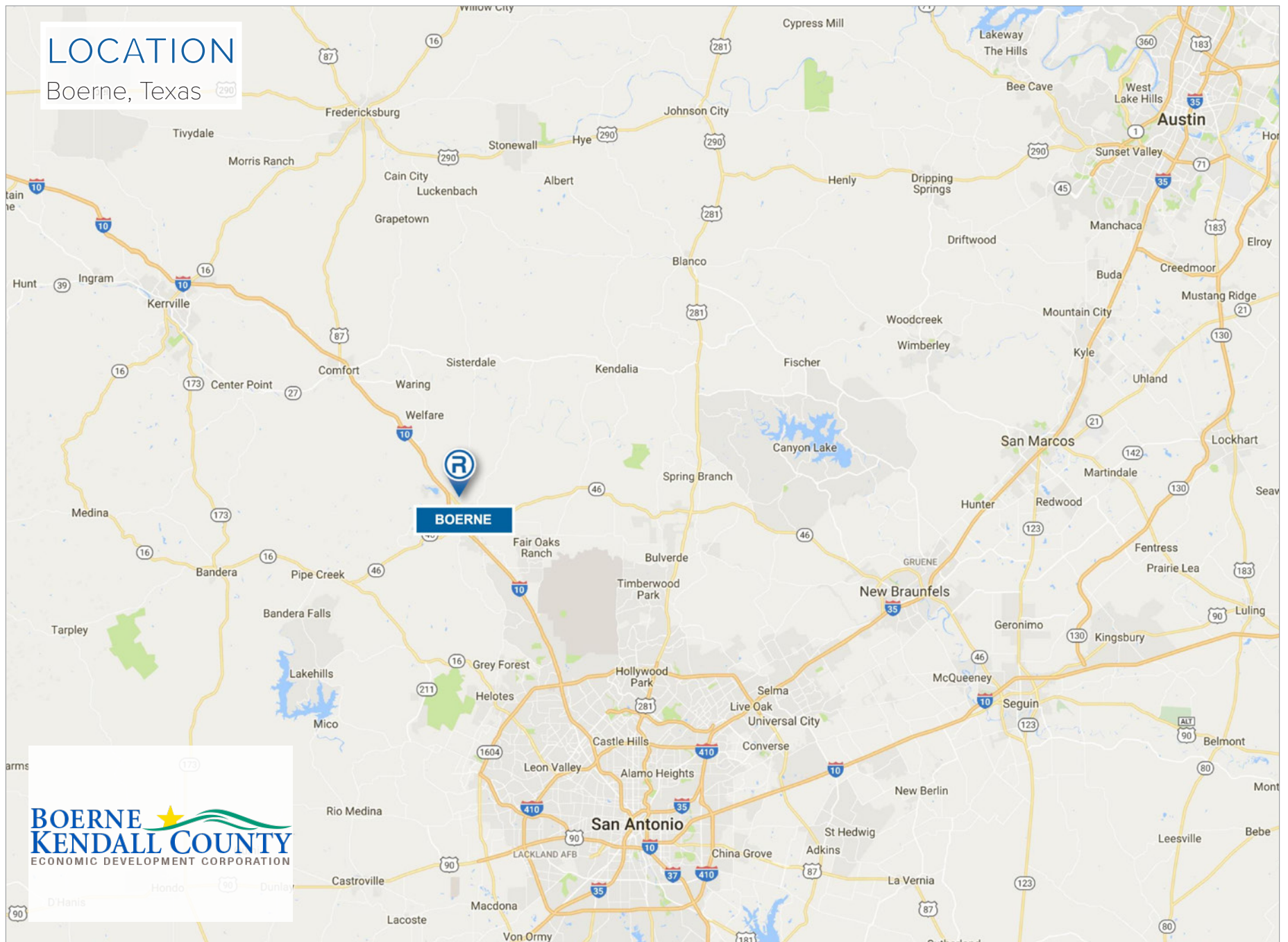
Boerne, Texas

Prepared for
Boerne Kendall County Economic Development Corporation
June 2018

BOERNE  
KENDALL COUNTY
ECONOMIC DEVELOPMENT CORPORATION

LOCATION

Boerne, Texas



CONTACT

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DESCRIPTION	DATA	%
Population		
2023 Projection	17,017	
2018 Estimate	15,383	
2010 Census	10,471	
2000 Census	5,804	
Growth 2018 - 2023		10.62%
Growth 2010 - 2018		46.91%
Growth 2000 - 2010		80.41%
2018 Est. Population by Single-Classification Race	15,383	
White Alone	13,299	86.45%
Black or African American Alone	209	1.36%
Amer. Indian and Alaska Native Alone	73	0.48%
Asian Alone	207	1.35%
Native Hawaiian and Other Pacific Island Alone	23	0.15%
Some Other Race Alone	1,210	7.87%
Two or More Races	362	2.35%
2018 Est. Population by Hispanic or Latino Origin	15,383	
Not Hispanic or Latino	11,100	72.16%
Hispanic or Latino	4,283	27.84%
Mexican	3,660	85.45%
Puerto Rican	72	1.68%
Cuban	24	0.56%
All Other Hispanic or Latino	527	12.30%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	4,283	
White Alone	2,883	67.31%
Black or African American Alone	13	0.30%
American Indian and Alaska Native Alone	27	0.63%
Asian Alone	7	0.16%
Native Hawaiian and Other Pacific Islander Alone	7	0.16%
Some Other Race Alone	1,200	28.02%
Two or More Races	146	3.41%
2018 Est. Pop by Race, Asian Alone, by Category	207	
Chinese, except Taiwanese	24	11.59%
Filipino	20	9.66%
Japanese	14	6.76%
Asian Indian	0	0.00%
Korean	67	32.37%
Vietnamese	57	27.54%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	25	12.08%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	15,383	
Arab	0	0.00%
Czech	54	0.35%
Danish	9	0.06%
Dutch	130	0.85%
English	1,539	10.01%
French (except Basque)	274	1.78%
French Canadian	14	0.09%
German	2,152	13.99%
Greek	6	0.04%
Hungarian	3	0.02%
Irish	810	5.27%
Italian	445	2.89%
Lithuanian	12	0.08%
United States or American	797	5.18%
Norwegian	216	1.40%
Polish	166	1.08%
Portuguese	3	0.02%
Russian	17	0.11%
Scottish	246	1.60%
Scotch-Irish	226	1.47%
Slovak	21	0.14%
Subsaharan African	31	0.20%
Swedish	186	1.21%
Swiss	11	0.07%
Ukrainian	3	0.02%
Welsh	63	0.41%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	5,765	37.48%
Ancestry Unclassified	2,184	14.20%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	12,195	84.05%
Speak Asian/Pacific Island Language at Home	41	0.28%
Speak IndoEuropean Language at Home	114	0.79%
Speak Spanish at Home	2,159	14.88%
Speak Other Language at Home	0	0.00%
2018 Est. Population by Age	15,383	
Age 0 - 4	874	5.68%
Age 5 - 9	1,005	6.53%
Age 10 - 14	1,180	7.67%
Age 15 - 17	700	4.55%
Age 18 - 20	603	3.92%
Age 21 - 24	724	4.71%
Age 25 - 34	1,682	10.93%
Age 35 - 44	2,141	13.92%
Age 45 - 54	2,003	13.02%
Age 55 - 64	1,683	10.94%
Age 65 - 74	1,459	9.48%
Age 75 - 84	796	5.18%
Age 85 and over	533	3.47%
Age 16 and over	12,095	78.63%
Age 18 and over	11,624	75.56%
Age 21 and over	11,021	71.64%
Age 65 and over	2,788	18.12%
2018 Est. Median Age		39.43
2018 Est. Average Age		39.90

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	15,383	
Male	7,395	48.07%
Female	7,988	51.93%
2018 Est. Male Population by Age	7,395	
Age 0 - 4	441	5.96%
Age 5 - 9	502	6.79%
Age 10 - 14	592	8.01%
Age 15 - 17	353	4.77%
Age 18 - 20	312	4.22%
Age 21 - 24	380	5.14%
Age 25 - 34	838	11.33%
Age 35 - 44	1,068	14.44%
Age 45 - 54	1,003	13.56%
Age 55 - 64	778	10.52%
Age 65 - 74	657	8.88%
Age 75 - 84	330	4.46%
Age 85 and over	141	1.91%
2018 Est. Median Age, Male		37.74
2018 Est. Average Age, Male		38.20

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	7,988	
Age 0 - 4	433	5.42%
Age 5 - 9	503	6.30%
Age 10 - 14	588	7.36%
Age 15 - 17	347	4.34%
Age 18 - 20	291	3.64%
Age 21 - 24	344	4.31%
Age 25 - 34	844	10.57%
Age 35 - 44	1,073	13.43%
Age 45 - 54	1,000	12.52%
Age 55 - 64	905	11.33%
Age 65 - 74	802	10.04%
Age 75 - 84	466	5.83%
Age 85 and over	392	4.91%
2018 Est. Median Age, Female		41.06
2018 Est. Average Age, Female		41.60
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,247	26.35%
Males, Never Married	1,645	13.35%
Females, Never Married	1,602	13.00%
Married, Spouse present	6,303	51.14%
Married, Spouse absent	702	5.70%
Widowed	844	6.85%
Males Widowed	190	1.54%
Females Widowed	654	5.31%
Divorced	1,228	9.96%
Males Divorced	440	3.57%
Females Divorced	788	6.39%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	364	3.5%
Some High School, no diploma	583	5.7%
High School Graduate (or GED)	2,105	20.4%
Some College, no degree	2,295	22.3%
Associate Degree	744	7.2%
Bachelor's Degree	2,938	28.5%
Master's Degree	886	8.6%
Professional School Degree	267	2.6%
Doctorate Degree	115	1.1%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	667	27.45%
High School Graduate	724	29.79%
Some College or Associate's Degree	517	21.28%
Bachelor's Degree or Higher	522	21.48%
Households		
2023 Projection	6,788	
2018 Estimate	6,081	
2010 Census	4,091	
2000 Census	2,138	
Growth 2018 - 2023		11.63%
Growth 2010 - 2018		48.64%
Growth 2000 - 2010		91.35%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	4,093	67.31%
Nonfamily Households	1,988	32.69%
2018 Est. Group Quarters Population	319	
2018 Households by Ethnicity, Hispanic/Latino	1,259	
2018 Est. Households by Household Income		
Income < \$15,000	467	7.68%
Income \$15,000 - \$24,999	619	10.18%
Income \$25,000 - \$34,999	525	8.63%
Income \$35,000 - \$49,999	885	14.55%
Income \$50,000 - \$74,999	918	15.10%
Income \$75,000 - \$99,999	722	11.87%
Income \$100,000 - \$124,999	588	9.67%
Income \$125,000 - \$149,999	435	7.15%
Income \$150,000 - \$199,999	394	6.48%
Income \$200,000 - \$249,999	176	2.89%
Income \$250,000 - \$499,999	240	3.95%
Income \$500,000+	112	1.84%
2018 Est. Average Household Income		\$93,753
2018 Est. Median Household Income		\$63,472

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$71,365
Black or African American Alone		\$66,294
American Indian and Alaska Native Alone		\$8,543
Asian Alone		\$21,739
Native Hawaiian and Other Pacific Islander Alone		\$29,500
Some Other Race Alone		\$40,338
Two or More Races		\$26,214
Hispanic or Latino		\$45,702
Not Hispanic or Latino		\$69,238
2018 Est. Family HH Type by Presence of Own Child.	4,093	
Married-Couple Family, own children	1,423	34.77%
Married-Couple Family, no own children	1,761	43.03%
Male Householder, own children	137	3.35%
Male Householder, no own children	104	2.54%
Female Householder, own children	377	9.21%
Female Householder, no own children	291	7.11%
2018 Est. Households by Household Size	6,081	
1-person	1,796	29.54%
2-person	1,950	32.07%
3-person	902	14.83%
4-person	836	13.75%
5-person	385	6.33%
6-person	132	2.17%
7-or-more-person	80	1.32%
2018 Est. Average Household Size		2.48

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	6,081	
Households with 1 or More People under Age 18:	2,074	34.11%
Married-Couple Family	1,493	71.99%
Other Family, Male Householder	152	7.33%
Other Family, Female Householder	425	20.49%
Nonfamily, Male Householder	3	0.15%
Nonfamily, Female Householder	1	0.05%
Households with No People under Age 18:	4,007	65.89%
Married-Couple Family	1,694	42.28%
Other Family, Male Householder	90	2.25%
Other Family, Female Householder	242	6.04%
Nonfamily, Male Householder	773	19.29%
Nonfamily, Female Householder	1,208	30.15%
2018 Est. Households by Number of Vehicles	6,081	
No Vehicles	278	4.57%
1 Vehicle	2,270	37.33%
2 Vehicles	2,310	37.99%
3 Vehicles	909	14.95%
4 Vehicles	262	4.31%
5 or more Vehicles	52	0.86%
2018 Est. Average Number of Vehicles		1.8

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	4,570	
2018 Estimate	4,093	
2010 Census	2,686	
2000 Census	1,508	
Growth 2018 - 2023		11.65%
Growth 2010 - 2018		52.38%
Growth 2000 - 2010		78.12%
2018 Est. Families by Poverty Status	4,093	
2018 Families at or Above Poverty	3,875	94.67%
2018 Families at or Above Poverty with Children	1,696	41.44%
2018 Families Below Poverty	218	5.33%
2018 Families Below Poverty with Children	194	4.74%
2018 Est. Pop 16+ by Employment Status	12,095	
Civilian Labor Force, Employed	6,808	56.29%
Civilian Labor Force, Unemployed	209	1.73%
Armed Forces	5	0.04%
Not in Labor Force	5,073	41.94%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	6,544	
For-Profit Private Workers	4,042	61.77%
Non-Profit Private Workers	583	8.91%
Local Government Workers	173	2.64%
State Government Workers	282	4.31%
Federal Government Workers	439	6.71%
Self-Employed Workers	1,025	15.66%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	6,544	
Architect/Engineer	116	1.77%
Arts/Entertainment/Sports	226	3.45%
Building Grounds Maintenance	385	5.88%
Business/Financial Operations	491	7.50%
Community/Social Services	186	2.84%
Computer/Mathematical	114	1.74%
Construction/Extraction	194	2.97%
Education/Training/Library	444	6.79%
Farming/Fishing/Forestry	17	0.26%
Food Prep/Serving	462	7.06%
Health Practitioner/Technician	460	7.03%
Healthcare Support	118	1.80%
Maintenance Repair	148	2.26%
Legal	90	1.38%
Life/Physical/Social Science	37	0.57%
Management	704	10.76%
Office/Admin. Support	874	13.36%
Production	64	0.98%
Protective Services	115	1.76%
Sales/Related	880	13.45%
Personal Care/Service	222	3.39%
Transportation/Moving	197	3.01%
2018 Est. Pop 16+ by Occupation Classification	6,544	
White Collar	4,622	70.63%
Blue Collar	603	9.22%
Service and Farm	1,319	20.16%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	6,427	
Drove Alone	5,071	78.90%
Car Pooled	682	10.61%
Public Transportation	7	0.11%
Walked	170	2.65%
Bicycle	6	0.09%
Other Means	49	0.76%
Worked at Home	442	6.88%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,054	
15 - 29 Minutes	1,356	
30 - 44 Minutes	1,571	
45 - 59 Minutes	582	
60 or more Minutes	428	
2018 Est. Avg Travel Time to Work in Minutes		29
2018 Est. Occupied Housing Units by Tenure	6,081	
Owner Occupied	3,557	58.49%
Renter Occupied	2,524	41.51%
2018 Owner Occ. HUs: Avg. Length of Residence		10.2
2018 Renter Occ. HUs: Avg. Length of Residence		5

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	6,081	
Value Less than \$20,000	66	1.86%
Value \$20,000 - \$39,999	12	0.34%
Value \$40,000 - \$59,999	22	0.62%
Value \$60,000 - \$79,999	26	0.73%
Value \$80,000 - \$99,999	103	2.90%
Value \$100,000 - \$149,999	351	9.87%
Value \$150,000 - \$199,999	496	13.94%
Value \$200,000 - \$299,999	964	27.10%
Value \$300,000 - \$399,999	564	15.86%
Value \$400,000 - \$499,999	375	10.54%
Value \$500,000 - \$749,999	310	8.72%
Value \$750,000 - \$999,999	153	4.30%
Value \$1,000,000 or \$1,499,999	84	2.36%
Value \$1,500,000 or \$1,999,999	14	0.39%
Value \$2,000,000+	17	0.48%
2018 Est. Median All Owner-Occupied Housing Value		\$269,774
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	3,947	60.70%
1 Unit Detached	328	5.05%
2 Units	148	2.28%
3 or 4 Units	535	8.23%
5 to 19 Units	840	12.92%
20 to 49 Units	154	2.37%
50 or More Units	370	5.69%
Mobile Home or Trailer	165	2.54%
Boat, RV, Van, etc.	15	0.23%

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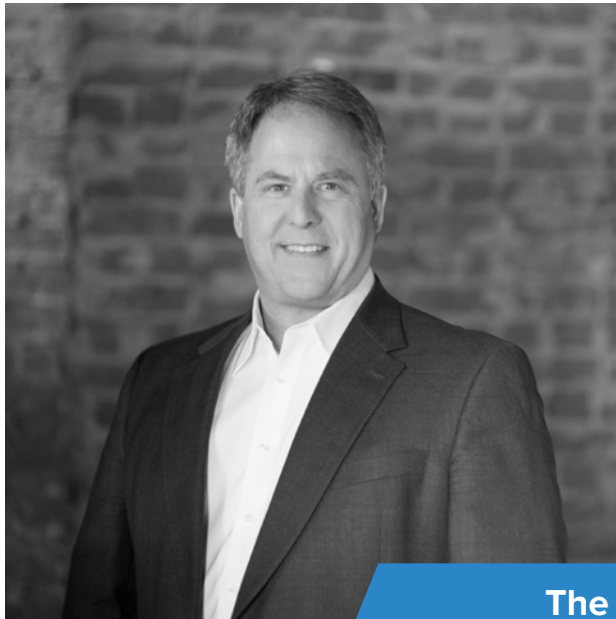
DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,372	21.10%
Housing Units Built 2010 to 2014	286	4.40%
Housing Units Built 2000 to 2009	2,127	32.71%
Housing Units Built 1990 to 1999	1,046	16.09%
Housing Units Built 1980 to 1989	576	8.86%
Housing Units Built 1970 to 1979	387	5.95%
Housing Units Built 1960 to 1969	173	2.66%
Housing Units Built 1950 to 1959	232	3.57%
Housing Units Built 1940 to 1949	83	1.28%
Housing Unit Built 1939 or Earlier	220	3.38%
2018 Est. Median Year Structure Built		
		2003

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.

 TheRetailCoach®



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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