



TheRetailCoach®

NET WORTH PROFILE

Boerne, Texas

Prepared for
Boerne Kendall County Economic Development Corporation
June 2018



COMMUNITIES • NET WORTH PROFILE

Boerne, Texas

SUMMARY	CENSUS 2010	2018 ESTIMATE	2023 PROJECTION	2018-2023 CHANGE	2018-2023 ANNUAL RATE
Population	10,471	15,383	17,017	1,634	10.62%
Median Age	38.2	39.4	41.3	1.9	4.82%
Households	4,091	6,081	6,788	707	11.63%
Average Household Size	2.47	2.48	2.53	0.05	2.02%

2018 NET WORTH BY AGE OF HOUSEHOLDER	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	225	811	965	1141	1154	918	870
<\$15,000	141	404	279	246	172	104	153
\$15,000-\$34,999	43	114	106	80	83	30	43
\$35,000-\$49,999	10	42	56	36	39	21	18
\$50,000-\$99,999	11	82	164	138	92	84	114
\$100,000-\$149,999	5	42	74	79	77	81	85
\$150,000-\$249,999	7	50	78	104	129	83	99
\$250,000+	8	77	207	458	561	515	358
Median Net Worth	\$11,919	\$15,105	\$58,113	\$143,003	\$233,382	\$250,001	\$166,318
Average Net Worth	\$41,731	\$110,400	\$399,713	\$671,931	\$967,308	\$1,213,265	\$535,172

2018 HOUSEHOLDS BY NET WORTH	NUMBER	PERCENT
Total	6,081	100.00%
<\$15,000	1,502	24.7%
\$15,000-\$34,999	505	8.3%
\$35,000-\$49,999	219	3.6%
\$50,000-\$74,999	395	6.5%
\$75,000-\$99,999	292	4.8%
\$100,000-\$149,999	444	7.3%
\$150,000-\$249,999	547	9.0%
\$250,000-\$500,000	754	12.4%
\$500,000+	1,423	23.4%
Median Net Worth	\$112,337	
Average Net Worth	\$649,031	



RETAIL TRADE AREA • NET WORTH PROFILE

Boerne, Texas

SUMMARY	CENSUS 2010	2018 ESTIMATE	2023 PROJECTION	2018-2023 CHANGE	2018-2023 ANNUAL RATE
Population	72,103	95,382	111,123	15,741	16.50%
Median Age	43.8	45.1	45.7	0.6	1.33%
Households	27,353	36,690	40,756	4,066	11.08%
Average Household Size	2.59	2.60	2.67	0.07	2.69%

2018 NET WORTH BY AGE OF HOUSEHOLDER	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	715	3604	5270	7489	8453	6955	4203
<\$15,000	345	1162	880	821	774	387	310
\$15,000-\$34,999	146	368	293	339	236	80	102
\$35,000-\$49,999	36	168	206	129	154	97	43
\$50,000-\$99,999	70	489	630	493	458	341	302
\$100,000-\$149,999	31	289	368	394	402	409	253
\$150,000-\$249,999	39	373	529	664	764	569	565
\$250,000+	47	757	2364	4650	5667	5073	2629
Median Net Worth	\$15,883	\$57,063	\$190,040	\$250,001	\$250,001	\$250,001	\$250,001
Average Net Worth	\$90,884	\$239,008	\$1,040,958	\$1,292,144	\$1,728,022	\$2,159,204	\$1,142,424

2018 HOUSEHOLDS BY NET WORTH	NUMBER	PERCENT
Total	36,690	100.00%
<\$15,000	4,696	12.8%
\$15,000-\$34,999	1,541	4.2%
\$35,000-\$49,999	844	2.3%
\$50,000-\$74,999	1,541	4.2%
\$75,000-\$99,999	1,247	3.4%
\$100,000-\$149,999	2,128	5.8%
\$150,000-\$249,999	3,486	9.5%
\$250,000-\$500,000	5,870	16.0%
\$500,000+	15,336	41.8%
Median Net Worth	\$340,224	
Average Net Worth	\$1,376,819	





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 _Report 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 _Report’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 Analytica 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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