



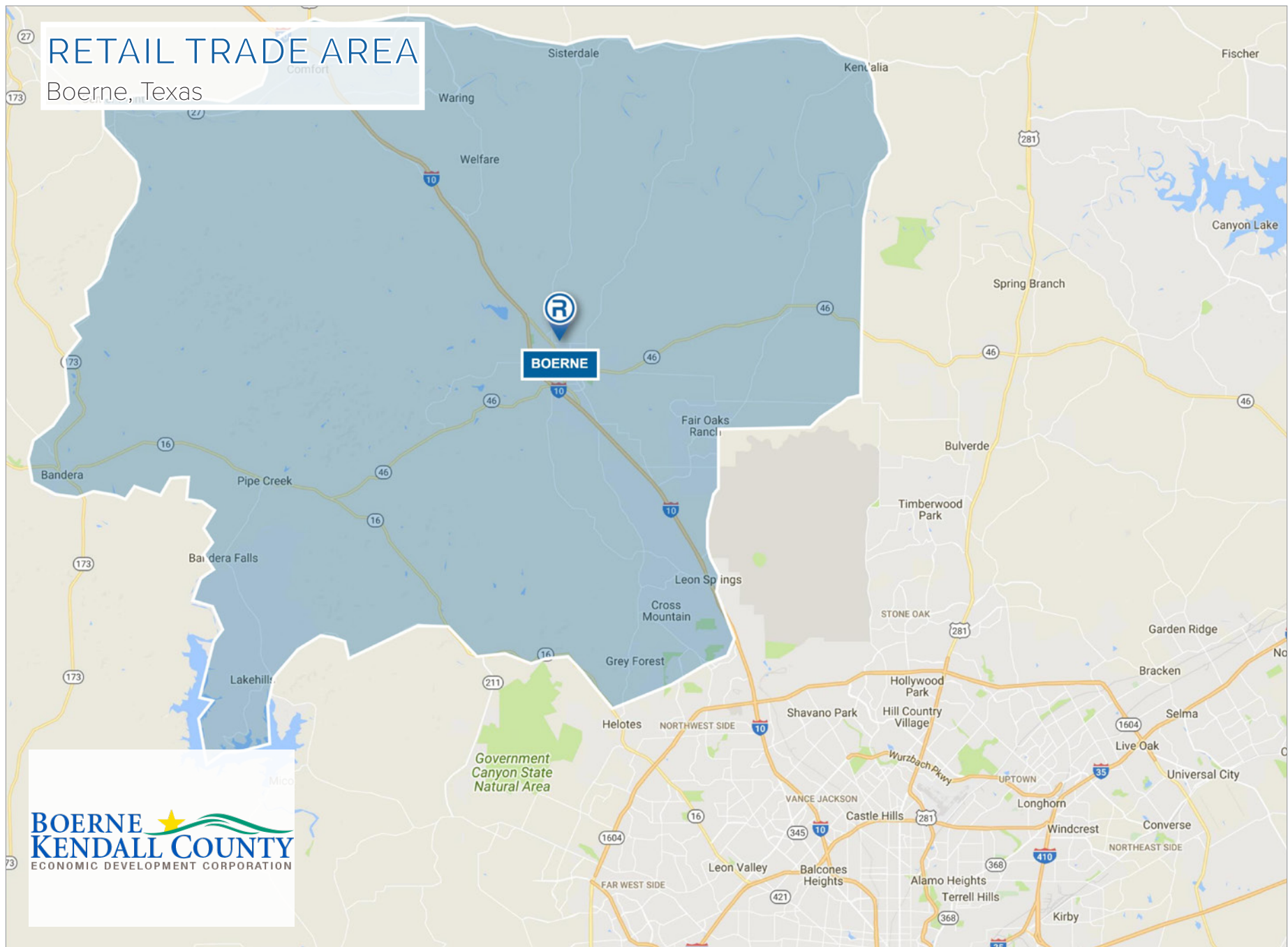
TheRetailCoach®

# RETAIL TRADE AREA DEMOGRAPHIC PROFILE

## Boerne, Texas

Prepared for  
Boerne Kendall County Economic Development Corporation  
June 2018

**BOERNE**    
**KENDALL COUNTY**  
ECONOMIC DEVELOPMENT CORPORATION



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# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Boerne, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2023 Projection	106,538	
2018 Estimate	96,460	
2010 Census	72,565	
2000 Census	49,050	
Growth 2018 - 2023		10.45%
Growth 2010 - 2018		32.93%
Growth 2000 - 2010		47.94%
<b>2018 Est. Population by Single-Classification Race</b>	96,460	
White Alone	84,258	87.35%
Black or African American Alone	1,544	1.60%
Amer. Indian and Alaska Native Alone	596	0.62%
Asian Alone	2,062	2.14%
Native Hawaiian and Other Pacific Island Alone	80	0.08%
Some Other Race Alone	5,340	5.54%
Two or More Races	2,580	2.68%
<b>2018 Est. Population by Hispanic or Latino Origin</b>	96,460	
Not Hispanic or Latino	71,344	73.96%
Hispanic or Latino	25,116	26.04%
Mexican	20,884	83.15%
Puerto Rican	466	1.86%
Cuban	206	0.82%
All Other Hispanic or Latino	3,560	14.17%

DESCRIPTION	DATA	%
<b>2018 Est. Hisp. or Latino Pop by Single-Class. Race</b>	25,116	
White Alone	18,335	73.00%
Black or African American Alone	100	0.40%
American Indian and Alaska Native Alone	217	0.86%
Asian Alone	47	0.19%
Native Hawaiian and Other Pacific Islander Alone	11	0.04%
Some Other Race Alone	5,251	20.91%
Two or More Races	1,154	4.60%
<b>2018 Est. Pop by Race, Asian Alone, by Category</b>	2,062	
Chinese, except Taiwanese	604	29.29%
Filipino	304	14.74%
Japanese	110	5.34%
Asian Indian	475	23.04%
Korean	146	7.08%
Vietnamese	197	9.55%
Cambodian	6	0.29%
Hmong	1	0.05%
Laotian	8	0.39%
Thai	16	0.78%
All Other Asian Races Including 2+ Category	197	9.55%

# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2018 Est. Population by Ancestry</b>	96,460	
Arab	70	0.07%
Czech	533	0.55%
Danish	142	0.15%
Dutch	739	0.77%
English	8,884	9.21%
French (except Basque)	1,755	1.82%
French Canadian	203	0.21%
German	15,157	15.71%
Greek	94	0.10%
Hungarian	93	0.10%
Irish	6,990	7.25%
Italian	2,470	2.56%
Lithuanian	26	0.03%
United States or American	5,456	5.66%
Norwegian	712	0.74%
Polish	1,794	1.86%
Portuguese	112	0.12%
Russian	296	0.31%
Scottish	1,422	1.47%
Scotch-Irish	1,260	1.31%
Slovak	48	0.05%
Subsaharan African	113	0.12%
Swedish	680	0.71%
Swiss	88	0.09%
Ukrainian	97	0.10%
Welsh	276	0.29%
West Indian (except Hisp. groups)	42	0.04%
Other ancestries	34,056	35.31%
Ancestry Unclassified	12,855	13.33%

DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	75,507	82.56%
Speak Asian/Pacific Island Language at Home	1,101	1.20%
Speak IndoEuropean Language at Home	1,459	1.60%
Speak Spanish at Home	13,359	14.61%
Speak Other Language at Home	34	0.04%
<b>2018 Est. Population by Age</b>	96,460	
Age 0 - 4	5,000	5.18%
Age 5 - 9	5,472	5.67%
Age 10 - 14	6,343	6.58%
Age 15 - 17	4,264	4.42%
Age 18 - 20	3,809	3.95%
Age 21 - 24	4,958	5.14%
Age 25 - 34	9,109	9.44%
Age 35 - 44	10,170	10.54%
Age 45 - 54	13,391	13.88%
Age 55 - 64	14,820	15.36%
Age 65 - 74	12,236	12.69%
Age 75 - 84	5,053	5.24%
Age 85 and over	1,836	1.90%
Age 16 and over	78,249	81.12%
Age 18 and over	75,381	78.15%
Age 21 and over	71,572	74.20%
Age 65 and over	19,126	19.83%
<b>2018 Est. Median Age</b>		44.21
<b>2018 Est. Average Age</b>		41.97

# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Boerne, Texas



DESCRIPTION	DATA	%
<b>2018 Est. Population by Sex</b>	96,460	
Male	47,445	49.19%
Female	49,015	50.81%
<b>2018 Est. Male Population by Age</b>	47,445	
Age 0 - 4	2,535	5.34%
Age 5 - 9	2,765	5.83%
Age 10 - 14	3,240	6.83%
Age 15 - 17	2,185	4.61%
Age 18 - 20	1,985	4.18%
Age 21 - 24	2,580	5.44%
Age 25 - 34	4,573	9.64%
Age 35 - 44	4,943	10.42%
Age 45 - 54	6,422	13.54%
Age 55 - 64	7,127	15.02%
Age 65 - 74	5,975	12.59%
Age 75 - 84	2,429	5.12%
Age 85 and over	686	1.45%
<b>2018 Est. Median Age, Male</b>		42.99
<b>2018 Est. Average Age, Male</b>		41.21

DESCRIPTION	DATA	%
<b>2018 Est. Female Population by Age</b>	49,015	
Age 0 - 4	2,465	5.03%
Age 5 - 9	2,707	5.52%
Age 10 - 14	3,102	6.33%
Age 15 - 17	2,079	4.24%
Age 18 - 20	1,824	3.72%
Age 21 - 24	2,378	4.85%
Age 25 - 34	4,535	9.25%
Age 35 - 44	5,227	10.66%
Age 45 - 54	6,968	14.22%
Age 55 - 64	7,692	15.69%
Age 65 - 74	6,261	12.77%
Age 75 - 84	2,624	5.35%
Age 85 and over	1,151	2.35%
<b>2018 Est. Median Age, Female</b>		45.30
<b>2018 Est. Average Age, Female</b>		42.68
<b>2018 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	17,113	21.49%
Males, Never Married	8,918	11.20%
Females, Never Married	8,194	10.29%
Married, Spouse present	47,260	59.34%
Married, Spouse absent	3,492	4.38%
Widowed	4,239	5.32%
Males Widowed	1,083	1.36%
Females Widowed	3,156	3.96%
Divorced	7,542	9.47%
Males Divorced	3,407	4.28%
Females Divorced	4,134	5.19%

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DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,067	3.1%
Some High School, no diploma	2,890	4.3%
High School Graduate (or GED)	13,056	19.6%
Some College, no degree	14,829	22.3%
Associate Degree	4,906	7.4%
Bachelor's Degree	18,157	27.3%
Master's Degree	7,156	10.7%
Professional School Degree	2,475	3.7%
Doctorate Degree	1,079	1.6%
<b>2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	2,398	16.99%
High School Graduate	3,461	24.52%
Some College or Associate's Degree	3,929	27.84%
Bachelor's Degree or Higher	4,326	30.65%
<b>Households</b>		
2023 Projection	40,756	
2018 Estimate	36,690	
2010 Census	27,353	
2000 Census	18,121	
Growth 2018 - 2023		11.08%
Growth 2010 - 2018		34.14%
Growth 2000 - 2010		50.95%

DESCRIPTION	DATA	%
<b>2018 Est. Households by Household Type</b>	36,690	
Family Households	28,148	76.72%
Nonfamily Households	8,542	23.28%
2018 Est. Group Quarters Population	620	
2018 Households by Ethnicity, Hispanic/Latino	7,251	
<b>2018 Est. Households by Household Income</b>	36,690	
Income < \$15,000	2,139	5.83%
Income \$15,000 - \$24,999	2,256	6.15%
Income \$25,000 - \$34,999	2,438	6.65%
Income \$35,000 - \$49,999	3,741	10.20%
Income \$50,000 - \$74,999	5,182	14.12%
Income \$75,000 - \$99,999	4,167	11.36%
Income \$100,000 - \$124,999	3,638	9.92%
Income \$125,000 - \$149,999	3,341	9.11%
Income \$150,000 - \$199,999	4,028	10.98%
Income \$200,000 - \$249,999	2,031	5.54%
Income \$250,000 - \$499,999	2,604	7.10%
Income \$500,000+	1,126	3.07%
<b>2018 Est. Average Household Income</b>		\$123,824
<b>2018 Est. Median Household Income</b>		\$90,017

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DESCRIPTION	DATA	%
<b>2018 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$94,476
Black or African American Alone		\$75,647
American Indian and Alaska Native Alone		\$15,491
Asian Alone		\$104,149
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$47,454
Two or More Races		\$59,845
Hispanic or Latino		\$82,300
Not Hispanic or Latino		\$91,662
<b>2018 Est. Family HH Type by Presence of Own Child.</b>	28,148	
Married-Couple Family, own children	9,710	34.50%
Married-Couple Family, no own children	14,600	51.87%
Male Householder, own children	599	2.13%
Male Householder, no own children	552	1.96%
Female Householder, own children	1,414	5.02%
Female Householder, no own children	1,273	4.52%
<b>2018 Est. Households by Household Size</b>	36,690	
1-person	7,587	20.68%
2-person	14,154	38.58%
3-person	5,893	16.06%
4-person	5,320	14.50%
5-person	2,398	6.54%
6-person	899	2.45%
7-or-more-person	440	1.20%
<b>2018 Est. Average Household Size</b>		2.6

DESCRIPTION	DATA	%
<b>2018 Est. Households by Presence of People Under 18</b>	36,690	
Households with 1 or More People under Age 18:	12,659	34.50%
Married-Couple Family	10,269	81.12%
Other Family, Male Householder	670	5.29%
Other Family, Female Householder	1,666	13.16%
Nonfamily, Male Householder	31	0.25%
Nonfamily, Female Householder	23	0.18%
<b>Households with No People under Age 18:</b>	24,031	65.50%
Married-Couple Family	14,049	58.46%
Other Family, Male Householder	472	1.96%
Other Family, Female Householder	1,024	4.26%
Nonfamily, Male Householder	3,845	16.00%
Nonfamily, Female Householder	4,641	19.31%
<b>2018 Est. Households by Number of Vehicles</b>	36,690	
No Vehicles	858	2.34%
1 Vehicle	8,379	22.84%
2 Vehicles	16,592	45.22%
3 Vehicles	7,625	20.78%
4 Vehicles	2,480	6.76%
5 or more Vehicles	756	2.06%
<b>2018 Est. Average Number of Vehicles</b>		2.15

# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>Family Households</b>		
2023 Projection	31,320	
2018 Estimate	28,148	
2010 Census	20,789	
2000 Census	14,191	
Growth 2018 - 2023		11.27%
Growth 2010 - 2018		35.40%
Growth 2000 - 2010		46.49%
<b>2018 Est. Families by Poverty Status</b>	28,148	
2018 Families at or Above Poverty	26,873	95.47%
2018 Families at or Above Poverty with Children	11,100	39.43%
2018 Families Below Poverty	1,274	4.53%
2018 Families Below Poverty with Children	904	3.21%
<b>2018 Est. Pop 16+ by Employment Status</b>	78,249	
Civilian Labor Force, Employed	44,723	57.16%
Civilian Labor Force, Unemployed	2,043	2.61%
Armed Forces	116	0.15%
Not in Labor Force	31,367	40.09%
<b>2018 Est. Civ. Employed Pop 16+ by Class of Worker</b>	44,895	
For-Profit Private Workers	28,203	62.82%
Non-Profit Private Workers	3,128	6.97%
Local Government Workers	1,743	3.88%
State Government Workers	2,311	5.15%
Federal Government Workers	2,991	6.66%
Self-Employed Workers	6,492	14.46%
Unpaid Family Workers	25	0.06%

DESCRIPTION	DATA	%
<b>2018 Est. Civ. Employed Pop 16+ by Occupation</b>	44,895	
Architect/Engineer	727	1.62%
Arts/Entertainment/Sports	1,312	2.92%
Building Grounds Maintenance	1,344	2.99%
Business/Financial Operations	3,171	7.06%
Community/Social Services	780	1.74%
Computer/Mathematical	1,644	3.66%
Construction/Extraction	2,122	4.73%
Education/Training/Library	2,735	6.09%
Farming/Fishing/Forestry	254	0.57%
Food Prep/Serving	1,907	4.25%
Health Practitioner/Technician	3,493	7.78%
Healthcare Support	587	1.31%
Maintenance Repair	1,208	2.69%
Legal	775	1.73%
Life/Physical/Social Science	490	1.09%
Management	7,148	15.92%
Office/Admin. Support	5,008	11.16%
Production	1,012	2.25%
Protective Services	985	2.19%
Sales/Related	5,228	11.65%
Personal Care/Service	1,464	3.26%
Transportation/Moving	1,500	3.34%
<b>2018 Est. Pop 16+ by Occupation Classification</b>	44,895	
White Collar	32,512	72.42%
Blue Collar	5,842	13.01%
Service and Farm	6,541	14.57%



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DESCRIPTION	DATA	%
<b>2018 Est. Workers Age 16+ by Transp. to Work</b>	44,124	
Drove Alone	35,172	79.71%
Car Pooled	4,371	9.91%
Public Transportation	100	0.23%
Walked	619	1.40%
Bicycle	32	0.07%
Other Means	376	0.85%
Worked at Home	3,454	7.83%
<b>2018 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	8,605	
15 - 29 Minutes	12,084	
30 - 44 Minutes	10,965	
45 - 59 Minutes	5,011	
60 or more Minutes	3,845	
2018 Est. Avg Travel Time to Work in Minutes		31.85
<b>2018 Est. Occupied Housing Units by Tenure</b>	36,690	
Owner Occupied	30,115	82.08%
Renter Occupied	6,575	17.92%
<b>2018 Owner Occ. HUs: Avg. Length of Residence</b>		11.1
<b>2018 Renter Occ. HUs: Avg. Length of Residence</b>		5.14

DESCRIPTION	DATA	%
<b>2018 Est. Owner-Occupied Housing Units by Value</b>	36,690	
Value Less than \$20,000	545	1.81%
Value \$20,000 - \$39,999	373	1.24%
Value \$40,000 - \$59,999	412	1.37%
Value \$60,000 - \$79,999	594	1.97%
Value \$80,000 - \$99,999	811	2.69%
Value \$100,000 - \$149,999	2,043	6.78%
Value \$150,000 - \$199,999	2,421	8.04%
Value \$200,000 - \$299,999	5,945	19.74%
Value \$300,000 - \$399,999	5,596	18.58%
Value \$400,000 - \$499,999	4,554	15.12%
Value \$500,000 - \$749,999	3,757	12.48%
Value \$750,000 - \$999,999	1,394	4.63%
Value \$1,000,000 or \$1,499,999	890	2.96%
Value \$1,500,000 or \$1,999,999	349	1.16%
Value \$2,000,000+	433	1.44%
<b>2018 Est. Median All Owner-Occupied Housing Value</b>		\$332,993
<b>2018 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	31,427	77.88%
1 Unit Detached	742	1.84%
2 Units	222	0.55%
3 or 4 Units	773	1.92%
5 to 19 Units	1,347	3.34%
20 to 49 Units	585	1.45%
50 or More Units	661	1.64%
Mobile Home or Trailer	4,456	11.04%
Boat, RV, Van, etc.	140	0.35%

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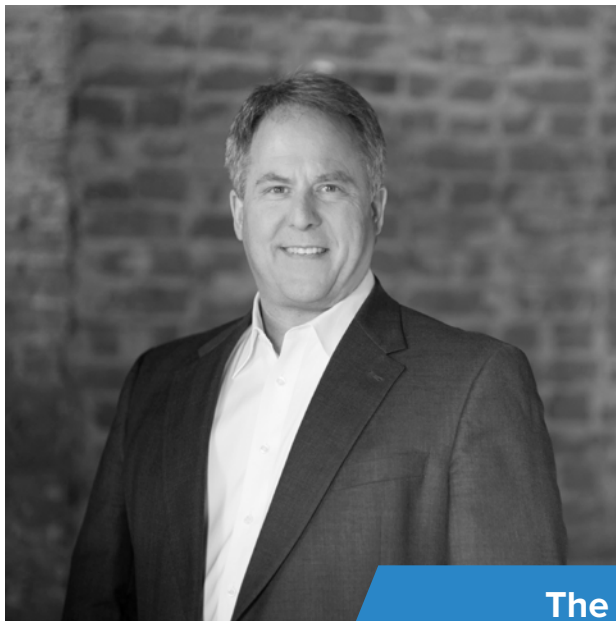
DESCRIPTION	DATA	%
<b>2018 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	7,584	18.79%
Housing Units Built 2010 to 2014	2,454	6.08%
Housing Units Built 2000 to 2009	11,468	28.42%
Housing Units Built 1990 to 1999	7,526	18.65%
Housing Units Built 1980 to 1989	4,343	10.76%
Housing Units Built 1970 to 1979	2,873	7.12%
Housing Units Built 1960 to 1969	1,144	2.84%
Housing Units Built 1950 to 1959	867	2.15%
Housing Units Built 1940 to 1949	662	1.64%
Housing Unit Built 1939 or Earlier	1,432	3.55%
<b>2018 Est. Median Year Structure Built</b>		2001

# 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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