



PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Converse, Texas

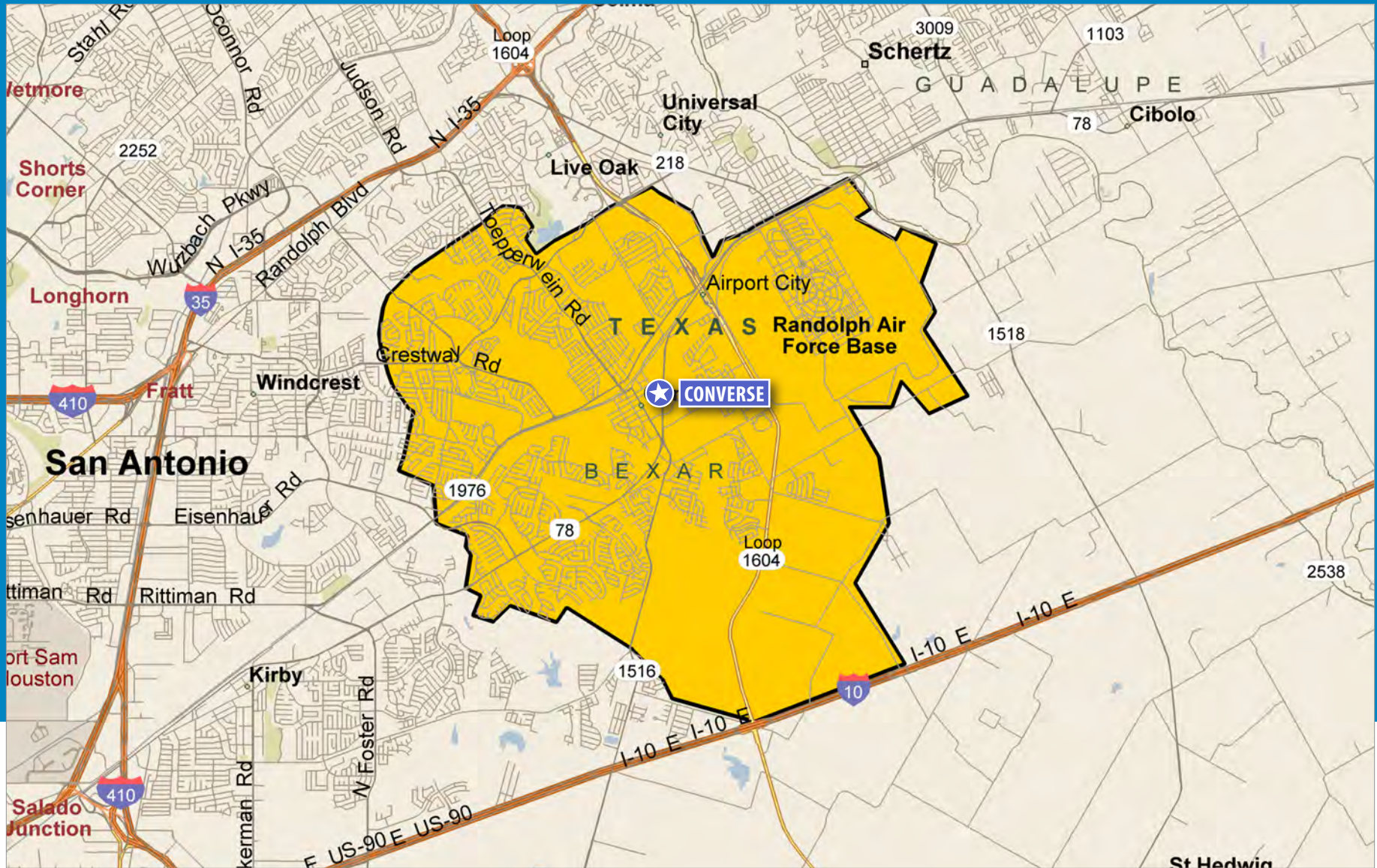


Prepared for
City of Converse Economic Development Corporation
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Primary Retail Trade Area Map

Converse, Texas



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Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
Population		
2021 Projection	73,841	
2016 Estimate	66,927	
2010 Census	58,164	
2000 Census	44,010	
Growth 2016 - 2021		10.33%
Growth 2010 - 2016		15.07%
Growth 2000 - 2010		32.16%
2016 Est. Population by Single-Classification Race	66,927	
White Alone	37,484	56.01%
Black or African American Alone	16,466	24.60%
Amer. Indian and Alaska Native Alone	559	0.84%
Asian Alone	1,621	2.42%
Native Hawaiian and Other Pac. Isl. Alone	249	0.37%
Some Other Race Alone	6,853	10.24%
Two or More Races	3,695	5.52%
2016 Est. Population by Hispanic or Latino Origin	66,927	
Not Hispanic or Latino	39,404	58.88%
Hispanic or Latino	27,523	41.12%
Mexican	21,713	78.89%
Puerto Rican	1,844	6.70%
Cuban	186	0.68%
All Other Hispanic or Latino	3,780	13.73%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	27,523	
White Alone	17,671	64.20%
Black or African American Alone	932	3.39%
American Indian and Alaska Native Alone	379	1.38%
Asian Alone	98	0.36%
Native Hawaiian and Other Pacific Islander Alone	39	0.14%
Some Other Race Alone	6,752	24.53%
Two or More Races	1,652	6.00%
2016 Est. Pop by Race, Asian Alone, by Category	1,621	
Chinese, except Taiwanese	50	3.10%
Filipino	677	41.73%
Japanese	53	3.25%
Asian Indian	93	5.73%
Korean	200	12.34%
Vietnamese	162	9.96%
Cambodian	4	0.22%
Hmong	6	0.35%
Laotian	85	5.25%
Thai	166	10.27%
All Other Asian Races Including 2+ Category	126	7.79%
2016 Est. Population by Ancestry	66,927	
Arab	152	0.23%
Czech	121	0.18%
Danish	11	0.02%
Dutch	163	0.24%
English	1,757	2.63%
French (except Basque)	692	1.03%
French Canadian	132	0.20%
German	4,121	6.16%
Greek	76	0.11%

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DESCRIPTION	DATA	%
Hungarian	21	0.03%
Irish	1,860	2.78%
Italian	899	1.34%
Lithuanian	39	0.06%
United States or American	1,897	2.83%
Norwegian	120	0.18%
Polish	577	0.86%
Portuguese	86	0.13%
Russian	131	0.20%
Scottish	645	0.96%
Scotch-Irish	290	0.43%
Slovak	45	0.07%
Subsaharan African	818	1.22%
Swedish	222	0.33%
Swiss	47	0.07%
Ukrainian	36	0.05%
Welsh	23	0.03%
West Indian (except Hisp. groups)	389	0.58%
Other ancestries	43,437	64.90%
Ancestry Unclassified	8,120	12.13%
2016 Est. Pop Age 5+ by Language Spoken At Home	61,967	
Speak Only English at Home	46,219	74.59%
Speak Asian/Pac. Isl. Lang. at Home	1,299	2.10%
Speak IndoEuropean Language at Home	772	1.25%
Speak Spanish at Home	13,599	21.95%
Speak Other Language at Home	78	0.13%
2016 Est. Population by Sex	66,927	
Male	32,209	48.13%
Female	34,718	51.87%

DESCRIPTION	DATA	%
2016 Est. Population by Age	66,927	
Age 0 - 4	4,960	7.41%
Age 5 - 9	5,150	7.70%
Age 10 - 14	5,332	7.97%
Age 15 - 17	3,115	4.65%
Age 18 - 20	2,850	4.26%
Age 21 - 24	3,841	5.74%
Age 25 - 34	9,332	13.94%
Age 35 - 44	9,229	13.79%
Age 45 - 54	8,604	12.86%
Age 55 - 64	7,408	11.07%
Age 65 - 74	4,439	6.63%
Age 75 - 84	1,894	2.83%
Age 85 and over	773	1.15%
Age 16 and over	50,461	75.40%
Age 18 and over	48,369	72.27%
Age 21 and over	45,519	68.01%
Age 65 and over	7,106	10.62%
2016 Est. Median Age	33.8	
2016 Est. Average Age	35.3	

Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2016 Est. Male Population by Age	32,209	
Age 0 - 4	2,548	7.91%
Age 5 - 9	2,575	7.99%
Age 10 - 14	2,721	8.45%
Age 15 - 17	1,606	4.99%
Age 18 - 20	1,491	4.63%
Age 21 - 24	2,000	6.21%
Age 25 - 34	4,529	14.06%
Age 35 - 44	4,276	13.28%
Age 45 - 54	4,055	12.59%
Age 55 - 64	3,370	10.46%
Age 65 - 74	1,997	6.20%
Age 75 - 84	780	2.42%
Age 85 and over	261	0.81%
2016 Est. Median Age, Male	32.0	
2016 Est. Average Age, Male	34.0	
2016 Est. Female Population by Age	34,718	
Age 0 - 4	2,412	6.95%
Age 5 - 9	2,575	7.42%
Age 10 - 14	2,612	7.52%
Age 15 - 17	1,509	4.35%
Age 18 - 20	1,359	3.92%
Age 21 - 24	1,841	5.30%
Age 25 - 34	4,803	13.83%
Age 35 - 44	4,953	14.27%
Age 45 - 54	4,549	13.10%
Age 55 - 64	4,038	11.63%
Age 65 - 74	2,442	7.03%
Age 75 - 84	1,114	3.21%
Age 85 and over	511	1.47%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	35.5	
2016 Est. Average Age, Female	36.5	
2016 Est. Pop Age 15+ by Marital Status	51,485	
Total, Never Married	15,730	30.55%
Males, Never Married	8,091	15.72%
Females, Never Married	7,639	14.84%
Married, Spouse present	23,588	45.81%
Married, Spouse absent	3,752	7.29%
Widowed	1,873	3.64%
Males Widowed	352	0.68%
Females Widowed	1,521	2.95%
Divorced	6,542	12.71%
Males Divorced	2,549	4.95%
Females Divorced	3,993	7.76%
2016 Est. Pop Age 25+ by Edu. Attainment	41,679	
Less than 9th grade	1,633	3.92%
Some High School, no diploma	3,116	7.48%
High School Graduate (or GED)	11,447	27.47%
Some College, no degree	12,065	28.95%
Associate Degree	4,277	10.26%
Bachelor's Degree	6,026	14.46%
Master's Degree	2,649	6.36%
Professional School Degree	218	0.52%
Doctorate Degree	247	0.59%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	15,126	
No High School Diploma	3,071	20.30%
High School Graduate	4,834	31.96%
Some College or Associate's Degree	4,978	32.91%
Bachelor's Degree or Higher	2,242	14.83%

Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
Households		
2021 Projection	24,353	
2016 Estimate	22,014	
2010 Census	19,117	
2000 Census	14,237	
Growth 2016 - 2021		10.62%
Growth 2010 - 2016		15.16%
Growth 2000 - 2010		34.27%
2016 Est. Households by Household Type	22,014	
Family Households	17,016	77.29%
Nonfamily Households	4,998	22.71%
2016 Est. Group Quarters Population	1,097	
2016 HHs by Ethnicity, Hispanic/Latino	7,424	
2016 Est. Households by HH Income	22,014	
Income < \$15,000	1,537	6.98%
Income \$15,000 - \$24,999	1,397	6.35%
Income \$25,000 - \$34,999	1,862	8.46%
Income \$35,000 - \$49,999	2,893	13.14%
Income \$50,000 - \$74,999	5,483	24.91%
Income \$75,000 - \$99,999	3,827	17.39%
Income \$100,000 - \$124,999	2,356	10.70%
Income \$125,000 - \$149,999	1,311	5.95%
Income \$150,000 - \$199,999	848	3.85%
Income \$200,000 - \$249,999	272	1.24%
Income \$250,000 - \$499,999	203	0.92%
Income \$500,000+	24	0.11%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$74,030	
2016 Est. Median Household Income	\$65,129	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$67,043	
Black or African American Alone	\$61,648	
American Indian and Alaska Native Alone	\$43,167	
Asian Alone	\$71,812	
Native Hawaiian and Other Pacific Islander Alone	\$81,775	
Some Other Race Alone	\$65,650	
Two or More Races	\$50,633	
Hispanic or Latino	\$63,272	
Not Hispanic or Latino	\$66,095	
2016 Est. Family HH Type by Presence of Own Child.	17,016	
Married-Couple Family, own children	5,767	33.89%
Married-Couple Family, no own children	6,029	35.43%
Male Householder, own children	654	3.85%
Male Householder, no own children	553	3.25%
Female Householder, own children	2,449	14.39%
Female Householder, no own children	1,564	9.19%
2016 Est. Households by Household Size	22,014	
1-person	4,004	18.19%
2-person	6,259	28.43%
3-person	4,352	19.77%
4-person	3,633	16.50%
5-person	2,136	9.70%
6-person	1,013	4.60%
7-or-more-person	618	2.81%

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DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.99	
2016 Est. Households by Presence of People Under 18	22,014	
Households with 1 or More People under Age 18:	10,158	46.14%
Married-Couple Family	6,392	62.93%
Other Family, Male Householder	787	7.75%
Other Family, Female Householder	2,906	28.61%
Nonfamily, Male Householder	51	0.50%
Nonfamily, Female Householder	21	0.21%
Households with No People under Age 18:	11,857	53.86%
Married-Couple Family	5,411	45.64%
Other Family, Male Householder	421	3.55%
Other Family, Female Householder	1,103	9.31%
Nonfamily, Male Householder	2,251	18.99%
Nonfamily, Female Householder	2,670	22.52%
2016 Est. Households by Number of Vehicles	22,014	
No Vehicles	650	2.95%
1 Vehicle	6,506	29.55%
2 Vehicles	9,220	41.88%
3 Vehicles	3,944	17.92%
4 Vehicles	1,413	6.42%
5 or more Vehicles	281	1.27%
2016 Est. Average Number of Vehicles	2.0	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	18,825	
2016 Estimate	17,016	
2010 Census	14,779	
2000 Census	11,607	
Growth 2016 - 2021		10.63%
Growth 2010 - 2016		15.14%
Growth 2000 - 2010		27.32%
2016 Est. Families by Poverty Status	17,016	
2016 Families at or Above Poverty	15,609	91.73%
2016 Families at or Above Poverty with Children	8,570	50.37%
2016 Families Below Poverty	1,407	8.27%
2016 Families Below Poverty with Children	1,140	6.70%
2016 Est. Pop Age 16+ by Employment Status	50,461	
In Armed Forces	729	1.45%
Civilian - Employed	31,468	62.36%
Civilian - Unemployed	2,231	4.42%
Not in Labor Force	16,033	31.77%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	31,263	
For-Profit Private Workers	22,413	71.69%
Non-Profit Private Workers	1,554	4.97%
Local Government Workers	1,589	5.08%
State Government Workers	1,153	3.69%
Federal Government Workers	2,815	9.00%
Self-Employed Workers	1,726	5.52%
Unpaid Family Workers	14	0.04%

Primary Retail Trade Area | Demographics

Converse, Texas

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	31,263	
Architect/Engineer	198	0.63%
Arts/Entertainment/Sports	513	1.64%
Building Grounds Maintenance	974	3.12%
Business/Financial Operations	1,453	4.65%
Community/Social Services	591	1.89%
Computer/Mathematical	688	2.20%
Construction/Extraction	1,485	4.75%
Education/Training/Library	1,777	5.68%
Farming/Fishing/Forestry	21	0.07%
Food Prep/Serving	1,915	6.12%
Health Practitioner/Technician	1,955	6.25%
Healthcare Support	830	2.65%
Maintenance Repair	1,475	4.72%
Legal	180	0.57%
Life/Physical/Social Science	100	0.32%
Management	2,090	6.68%
Office/Admin. Support	5,785	18.50%
Production	1,401	4.48%
Protective Services	645	2.06%
Sales/Related	3,750	11.99%
Personal Care/Service	1,062	3.40%
Transportation/Moving	2,376	7.60%
2016 Est. Pop 16+ by Occupation Classification	31,263	
Blue Collar	6,737	21.55%
White Collar	19,079	61.03%
Service and Farm	5,447	17.42%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	31,963	
Drove Alone	26,774	83.77%
Car Pooled	3,046	9.53%
Public Transportation	530	1.66%
Walked	281	0.88%
Bicycle	87	0.27%
Other Means	442	1.38%
Worked at Home	803	2.51%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,937	
15 - 29 Minutes	13,781	
30 - 44 Minutes	7,629	
45 - 59 Minutes	2,475	
60 or more Minutes	1,415	
2016 Est. Avg Travel Time to Work in Minutes	28.00	
2016 Est. Occupied Housing Units by Tenure	22,014	
Owner Occupied	15,312	69.56%
Renter Occupied	6,702	30.44%
2016 Owner Occ. HUs: Avg. Length of Residence	13.2	
2016 Renter Occ. HUs: Avg. Length of Residence	6.4	

Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	15,312	
Value Less than \$20,000	326	2.13%
Value \$20,000 - \$39,999	270	1.76%
Value \$40,000 - \$59,999	313	2.04%
Value \$60,000 - \$79,999	850	5.55%
Value \$80,000 - \$99,999	2,159	14.10%
Value \$100,000 - \$149,999	6,588	43.02%
Value \$150,000 - \$199,999	3,444	22.49%
Value \$200,000 - \$299,999	1,164	7.60%
Value \$300,000 - \$399,999	85	0.56%
Value \$400,000 - \$499,999	25	0.16%
Value \$500,000 - \$749,999	23	0.15%
Value \$750,000 - \$999,999	26	0.17%
Value \$1,000,000 or more	39	0.25%
2016 Est. Median All Owner-Occupied Housing Value	\$128,374	
2016 Est. Housing Units by Units in Structure	23,339	
1 Unit Attached	929	3.98%
1 Unit Detached	19,511	83.60%
2 Units	158	0.68%
3 or 4 Units	392	1.68%
5 to 19 Units	1,020	4.37%
20 to 49 Units	335	1.44%
50 or More Units	310	1.33%
Mobile Home or Trailer	684	2.93%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	23,339	
Housing Units Built 2010 or later	3,311	14.19%
Housing Units Built 2000 to 2009	6,181	26.48%
Housing Units Built 1990 to 1999	3,998	17.13%
Housing Units Built 1980 to 1989	4,487	19.23%
Housing Units Built 1970 to 1979	3,945	16.90%
Housing Units Built 1960 to 1969	698	2.99%
Housing Units Built 1950 to 1959	249	1.07%
Housing Units Built 1940 to 1949	117	0.50%
Housing Unit Built 1939 or Earlier	353	1.51%
2016 Est. Median Year Structure Built	1995	



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

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 Retail:360 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” 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 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.

The Retail Coach - It’s not about data. It’s about your success.

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Acknowledgements

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2015/2016, ESRI 2015, 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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