TheRetailCoach®

# RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Floresville, Texas

Prepared for
Floresville Economic Development Corporation
December 2018

FLORESVILLE
ECONOMIC · DEVELOPMENT
CORPORATION

RETAIL TRADE AREA
Floresville, Texas

FLORESVILLE

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ECONOMIC DEVELOPMENT CORPORATION
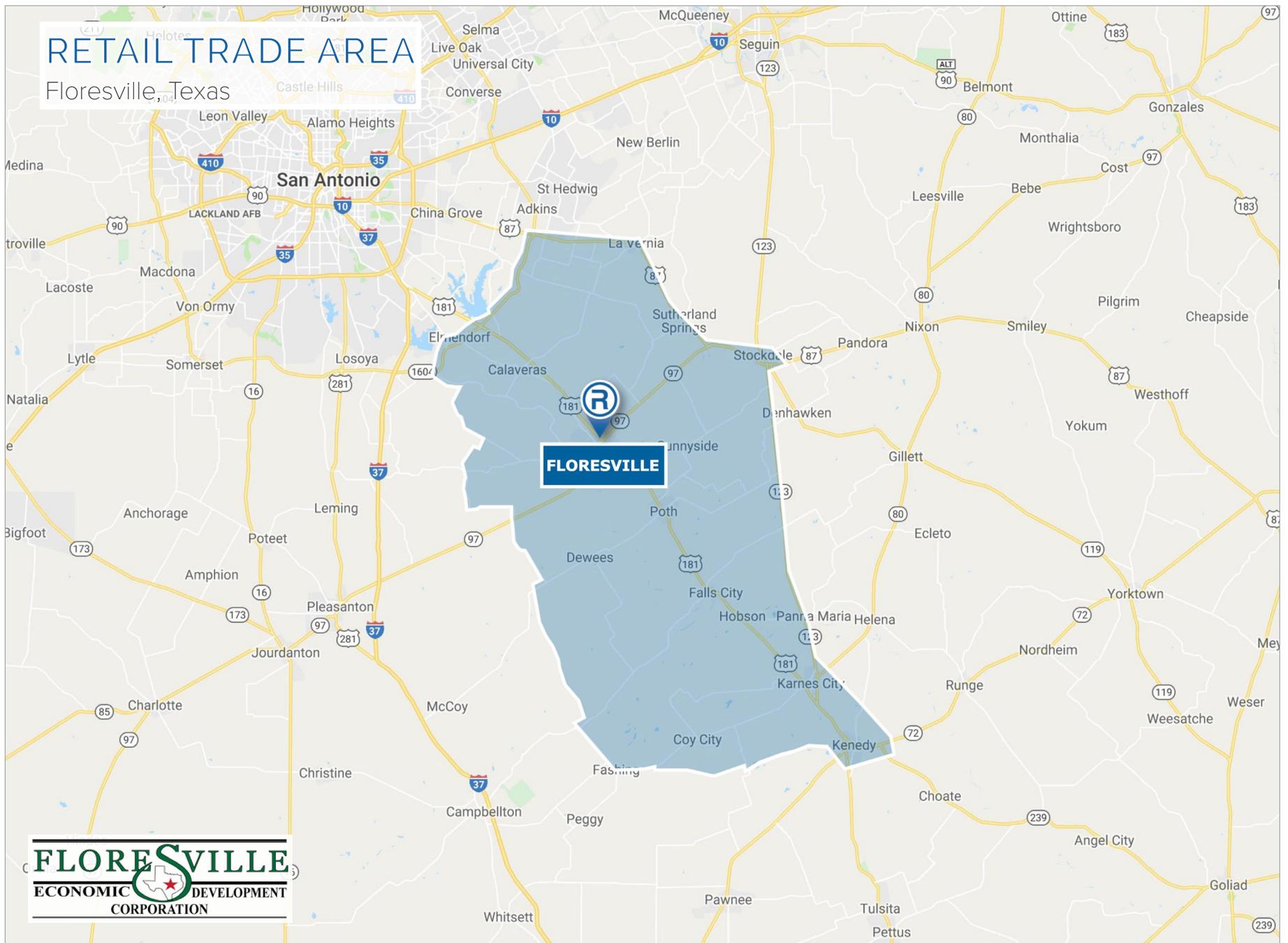
The Retail Coach®

CONTACT   JOHNNY A. RODRIGUEZ JR, EXECUTIVE DIRECTOR

Floresville Economic Development Corporation | 1120 D Street | Floresville, Texas 78114 | 830.543.3965 | 830.581.9998
fedc@floresvilletx.gov | www.floresvilleedc.org   2

RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS
Floresville, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
44, 45, 722	**Total retail trade including food and drinking places**	**$969,992,915**	**$206,635,440**	**$763,357,475**	**0.21**
441	Motor vehicle and parts dealers	$240,357,224	$101,834,519	$138,522,705	0.42
4411	Automobile dealers	$211,544,854	$98,104,253	$113,440,601	0.46
4412	Other motor vehicle dealers	$12,579,514	$278,531	$12,300,983	0.02
4413	Automotive parts, accessories, and tire stores	$16,232,856	$3,451,735	$12,781,121	0.21
442	Furniture and home furnishings stores	$20,007,355	$29,162	$19,978,193	0.00
4421	Furniture stores	$10,788,017	$194	$10,787,823	0.00
4422	Home furnishings stores	$9,219,338	$28,968	$9,190,370	0.00
443	Electronics and appliance stores	$16,897,380	$451	$16,896,929	0.00
443141	Household appliance stores	$2,641,304	$153	$2,641,151	0.00
443142	Electronics stores	$14,256,077	$298	$14,255,779	0.00
444	Building material and garden equipment and supplies dealers	$57,738,400	$2,738,577	$54,999,823	0.05
4441	Building material and supplies dealers	$51,301,723	$28,407	$51,273,316	0.00
44411	Home centers	$28,079,203	$51	$28,079,152	0.00
44412	Paint and wallpaper stores	$989,267	$50	$989,217	0.00
44413	Hardware stores	$3,378,584	$4,115	$3,374,469	0.00
44419	Other building material dealers	$18,854,669	$24,191	$18,830,478	0.00
4442	Lawn and garden equipment and supplies stores	$6,436,677	$2,710,170	$3,726,507	0.42
44421	Outdoor power equipment stores	$703,732	$44,736	$658,996	0.06
44422	Nursery, garden center, and farm supply stores	$5,732,945	$2,665,434	$3,067,511	0.46
445	Food and beverage stores	$115,865,923	$53,318,828	$62,547,095	0.46
4451	Grocery stores	$107,011,211	$53,111,942	$53,899,269	0.50
44511	Supermarkets and other grocery (except convenience) stores	$103,451,039	$53,100,437	$50,350,602	0.51
44512	Convenience stores	$3,560,172	$11,505	$3,548,667	0.00
4452	Specialty food stores	$2,570,770	$170,719	$2,400,051	0.07
4453	Beer, wine, and liquor stores	$6,283,942	$36,167	$6,247,775	0.01

*Positive numbers denote leakage, negative numbers denote a surplus.
†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

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Floresville, Texas

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446	Health and personal care stores	$48,409,592	$45,343	$48,364,249	0.00
44611	Pharmacies and drug stores	$40,288,040	$45,008	$40,243,032	0.00
44612	Cosmetics, beauty supplies, and perfume stores	$3,055,534	$80	$3,055,454	0.00
44613	Optical goods stores	$1,855,905	$89	$1,855,816	0.00
44619	Other health and personal care stores	$3,210,113	$166	$3,209,947	0.00
447	Gasoline stations	$97,269,264	$9,464,093	$87,805,171	0.10
44711	Gasoline stations with convenience stores	$78,960,687	$6,457,133	$72,503,554	0.08
44719	Other gasoline stations	$18,308,577	$3,006,960	$15,301,617	0.16
448	Clothing and clothing accessories stores	$40,925,911	$906	$40,925,005	0.00
4481	Clothing stores	$28,525,143	$701	$28,524,442	0.00
44811	Men's clothing stores	$1,290,656	$71	$1,290,585	0.00
44812	Women's clothing stores	$6,497,298	$69	$6,497,229	0.00
44813	Children's and infants' clothing stores	$1,708,636	$87	$1,708,549	0.00
44814	Family clothing stores	$14,873,107	$204	$14,872,903	0.00
44815	Clothing accessories stores	$1,742,978	$180	$1,742,798	0.00
44819	Other clothing stores	$2,412,468	$90	$2,412,378	0.00
4482	Shoe stores	$7,106,795	$74	$7,106,721	0.00
4483	Jewelry, luggage, and leather goods stores	$5,293,973	$131	$5,293,842	0.00
44831	Jewelry stores	$4,949,338	$73	$4,949,265	0.00
44832	Luggage and leather goods stores	$344,635	$58	$344,577	0.00
451	Sporting goods, hobby, musical instrument, and book stores	$18,245,857	$682	$18,245,175	0.00
4511	Sporting goods, hobby, and musical instrument stores	$16,215,263	$500	$16,214,763	0.00
45111	Sporting goods stores	$11,915,380	$203	$11,915,177	0.00
45112	Hobby, toy, and game stores	$3,226,022	$107	$3,225,915	0.00
45113	Sewing, needlework, and piece goods stores	$417,848	$97	$417,751	0.00
45114	Musical instrument and supplies stores	$656,012	$93	$655,919	0.00
4512	Book stores and news dealers	$2,030,594	$182	$2,030,412	0.00

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
452	General merchandise stores	$121,092,600	$23,344,453	$97,748,147	0.19
4522	Department stores	$22,534,517	$282,427	$22,252,090	0.01
4523	Other general merchandise stores	$98,558,083	$23,062,026	$75,496,057	0.23
453	Miscellaneous store retailers	$15,600,964	$659,493	$14,941,471	0.04
4531	Florists	$796,132	$280,184	$515,948	0.35
4532	Office supplies, stationery, and gift stores	$4,240,882	$55,143	$4,185,739	0.01
45321	Office supplies and stationery stores	$2,097,732	$251	$2,097,481	0.00
45322	Gift, novelty, and souvenir stores	$2,143,150	$54,892	$2,088,258	0.03
4533	Used merchandise stores	$3,479,714	$228,820	$3,250,894	0.07
4539	Other miscellaneous store retailers	$7,084,235	$95,346	$6,988,889	0.01
45391	Pet and pet supplies stores	$3,329,763	$340	$3,329,423	0.00
45399	All other miscellaneous store retailers	$3,754,473	$95,006	$3,659,467	0.03
454	Non-store retailers	$56,719,104	$0	$56,719,104	0.00
722	Food services and drinking places	$120,863,342	$15,198,933	$105,664,409	0.13
7223	Special food services	$8,036,053	$472,800	$7,563,253	0.06
7224	Drinking places (alcoholic beverages)	$4,376,602	$240,675	$4,135,927	0.05
7225	Restaurants and other eating places	$108,450,687	$14,485,458	$93,965,229	0.13
722511	Full-service restaurants	$47,468,271	$4,163,889	$43,304,382	0.09
722513	Limited-service restaurants	$53,807,424	$9,889,309	$43,918,115	0.18
722514	Cafeterias, grill buffets, and buffets	$2,337,110	$97	$2,337,013	0.00
722515	Snack and nonalcoholic beverage bars	$4,837,882	$432,163	$4,405,719	0.09

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RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Floresville, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	60,695	
2018 Estimate	56,167	
2010 Census	48,587	
2000 Census	39,437	
Growth 2018 - 2023		8.06%
Growth 2010 - 2018		15.60%
Growth 2000 - 2010		23.20%
2018 Est. Population by Single-Classification Race	56,167	
White Alone	48,323	86.04%
Black or African American Alone	1,152	2.05%
Amer. Indian and Alaska Native Alone	452	0.81%
Asian Alone	238	0.42%
Native Hawaiian and Other Pacific Island Alone	22	0.04%
Some Other Race Alone	4,670	8.31%
Two or More Races	1,310	2.33%
2018 Est. Population by Hispanic or Latino Origin	56,167	
Not Hispanic or Latino	31,038	55.26%
Hispanic or Latino	25,129	44.74%
Mexican	20,433	81.31%
Puerto Rican	206	0.82%
Cuban	44	0.18%
All Other Hispanic or Latino	4,446	17.69%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	25,129	
White Alone	19,360	77.04%
Black or African American Alone	98	0.39%
American Indian and Alaska Native Alone	229	0.91%
Asian Alone	24	0.10%
Native Hawaiian and Other Pacific Islander Alone	1	0.00%
Some Other Race Alone	4,645	18.49%
Two or More Races	772	3.07%
2018 Est. Pop by Race, Asian Alone, by Category	238	
Chinese, except Taiwanese	0	0.00%
Filipino	70	29.41%
Japanese	24	10.08%
Asian Indian	31	13.03%
Korean	18	7.56%
Vietnamese	4	1.68%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	24	10.08%
All Other Asian Races Including 2+ Category	67	28.15%

DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	56,167	
Arab	0	0.00%
Czech	1,012	1.80%
Danish	20	0.04%
Dutch	260	0.46%
English	2,239	3.99%
French (except Basque)	589	1.05%
French Canadian	75	0.13%
German	8,232	14.66%
Greek	7	0.01%
Hungarian	27	0.05%
Irish	2,609	4.65%
Italian	536	0.95%
Lithuanian	3	0.01%
United States or American	2,245	4.00%
Norwegian	94	0.17%
Polish	3,613	6.43%
Portuguese	39	0.07%
Russian	69	0.12%
Scottish	411	0.73%
Scotch-Irish	302	0.54%
Slovak	0	0.00%
Subsaharan African	12	0.02%
Swedish	152	0.27%
Swiss	7	0.01%
Ukrainian	42	0.08%
Welsh	102	0.18%
West Indian (except Hisp. groups)	11	0.02%
Other ancestries	27,805	49.50%
Ancestry Unclassified	5,655	10.07%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	39,479	74.82%
Speak Asian/Pacific Island Language at Home	136	0.26%
Speak IndoEuropean Language at Home	565	1.07%
Speak Spanish at Home	12,575	23.83%
Speak Other Language at Home	14	0.03%
2018 Est. Population by Age	56,167	
Age 0 - 4	3,398	6.05%
Age 5 - 9	3,545	6.31%
Age 10 - 14	3,933	7.00%
Age 15 - 17	2,558	4.55%
Age 18 - 20	2,300	4.10%
Age 21 - 24	3,029	5.39%
Age 25 - 34	6,502	11.58%
Age 35 - 44	6,484	11.54%
Age 45 - 54	7,622	13.57%
Age 55 - 64	7,699	13.71%
Age 65 - 74	5,496	9.79%
Age 75 - 84	2,606	4.64%
Age 85 and over	997	1.78%
Age 16 and over	44,449	79.14%
Age 18 and over	42,734	76.08%
Age 21 and over	40,434	71.99%
Age 65 and over	9,099	16.20%
2018 Est. Median Age		39.44
2018 Est. Average Age		39.46

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Floresville, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Sex	56,167	
Male	28,172	50.16%
Female	27,995	49.84%
2018 Est. Male Population by Age	28,172	
Age 0 - 4	1,726	6.13%
Age 5 - 9	1,799	6.39%
Age 10 - 14	2,027	7.20%
Age 15 - 17	1,326	4.71%
Age 18 - 20	1,219	4.33%
Age 21 - 24	1,600	5.68%
Age 25 - 34	3,347	11.88%
Age 35 - 44	3,212	11.40%
Age 45 - 54	3,781	13.42%
Age 55 - 64	3,787	13.44%
Age 65 - 74	2,739	9.72%
Age 75 - 84	1,228	4.36%
Age 85 and over	383	1.36%
2018 Est. Median Age, Male		38.29
2018 Est. Average Age, Male		38.75

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	27,995	
Age 0 - 4	1,672	5.97%
Age 5 - 9	1,746	6.24%
Age 10 - 14	1,906	6.81%
Age 15 - 17	1,231	4.40%
Age 18 - 20	1,081	3.86%
Age 21 - 24	1,429	5.10%
Age 25 - 34	3,154	11.27%
Age 35 - 44	3,272	11.69%
Age 45 - 54	3,841	13.72%
Age 55 - 64	3,912	13.97%
Age 65 - 74	2,758	9.85%
Age 75 - 84	1,378	4.92%
Age 85 and over	614	2.19%
2018 Est. Median Age, Female		40.57
2018 Est. Average Age, Female		40.23
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	12,483	27.56%
Males, Never Married	6,797	15.01%
Females, Never Married	5,686	12.55%
Married, Spouse present	23,013	50.81%
Married, Spouse absent	2,140	4.73%
Widowed	2,813	6.21%
Males Widowed	695	1.53%
Females Widowed	2,118	4.68%
Divorced	4,843	10.69%
Males Divorced	2,311	5.10%
Females Divorced	2,532	5.59%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Floresville, Texas

DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,826	7.6%
Some High School, no diploma	3,538	9.5%
High School Graduate (or GED)	12,880	34.4%
Some College, no degree	8,302	22.2%
Associate Degree	3,017	8.1%
Bachelor's Degree	4,835	12.9%
Master's Degree	1,523	4.1%
Professional School Degree	294	0.8%
Doctorate Degree	189	0.5%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	4,395	29.41%
High School Graduate	5,215	34.90%
Some College or Associate's Degree	3,971	26.57%
Bachelor's Degree or Higher	1,362	9.12%
Households		
2023 Projection	21,656	
2018 Estimate	19,896	
2010 Census	16,891	
2000 Census	13,289	
Growth 2018 - 2023		8.85%
Growth 2010 - 2018		17.79%
Growth 2000 - 2010		27.11%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	19,896	
Family Households	15,465	77.73%
Nonfamily Households	4,430	22.27%
2018 Est. Group Quarters Population	1,117	
2018 Households by Ethnicity, Hispanic/Latino	7,594	
2018 Est. Households by Household Income	19,896	
Income < $15,000	1,732	8.71%
Income $15,000 - $24,999	1,791	9.00%
Income $25,000 - $34,999	1,386	6.97%
Income $35,000 - $49,999	2,090	10.51%
Income $50,000 - $74,999	3,236	16.27%
Income $75,000 - $99,999	2,714	13.64%
Income $100,000 - $124,999	2,165	10.88%
Income $125,000 - $149,999	1,606	8.07%
Income $150,000 - $199,999	1,621	8.15%
Income $200,000 - $249,999	744	3.74%
Income $250,000 - $499,999	560	2.82%
Income $500,000+	250	1.26%
2018 Est. Average Household Income		$93,857
2018 Est. Median Household Income		$72,624

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$76,232
Black or African American Alone		$54,350
American Indian and Alaska Native Alone		$57,605
Asian Alone		$61,854
Native Hawaiian and Other Pacific Islander Alone		$70,629
Some Other Race Alone		$48,018
Two or More Races		$59,965
Hispanic or Latino		$57,619
Not Hispanic or Latino		$85,837
2018 Est. Family HH Type by Presence of Own Child.	15,465	
Married-Couple Family, own children	5,010	32.40%
Married-Couple Family, no own children	7,204	46.58%
Male Householder, own children	530	3.43%
Male Householder, no own children	472	3.05%
Female Householder, own children	1,181	7.64%
Female Householder, no own children	1,067	6.90%
2018 Est. Households by Household Size	19,896	
1-person	3,913	19.67%
2-person	6,792	34.14%
3-person	3,496	17.57%
4-person	3,065	15.41%
5-person	1,551	7.80%
6-person	660	3.32%
7-or-more-person	419	2.11%
2018 Est. Average Household Size		2.77

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	19,896	
Households with 1 or More People under Age 18:	7,725	38.83%
Married-Couple Family	5,564	72.03%
Other Family, Male Householder	634	8.21%
Other Family, Female Householder	1,474	19.08%
Nonfamily, Male Householder	42	0.54%
Nonfamily, Female Householder	11	0.14%
Households with No People under Age 18:	12,171	61.17%
Married-Couple Family	6,651	54.65%
Other Family, Male Householder	370	3.04%
Other Family, Female Householder	776	6.38%
Nonfamily, Male Householder	2,212	18.17%
Nonfamily, Female Householder	2,162	17.76%
2018 Est. Households by Number of Vehicles	19,896	
No Vehicles	835	4.20%
1 Vehicle	4,742	23.83%
2 Vehicles	8,107	40.75%
3 Vehicles	4,392	22.08%
4 Vehicles	1,303	6.55%
5 or more Vehicles	517	2.60%
2018 Est. Average Number of Vehicles		2.13

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Floresville, Texas

DESCRIPTION	DATA	%
Family Households		
2023 Projection	16,841	
2018 Estimate	15,465	
2010 Census	13,107	
2000 Census	10,442	
Growth 2018 - 2023		8.90%
Growth 2010 - 2018		17.99%
Growth 2000 - 2010		25.52%
2018 Est. Families by Poverty Status	15,465	
2018 Families at or Above Poverty	13,942	90.15%
2018 Families at or Above Poverty with Children	6,052	39.13%
2018 Families Below Poverty	1,523	9.85%
2018 Families Below Poverty with Children	1,199	7.75%
2018 Est. Pop 16+ by Employment Status	44,449	
Civilian Labor Force, Employed	24,771	55.73%
Civilian Labor Force, Unemployed	1,515	3.41%
Armed Forces	106	0.24%
Not in Labor Force	18,057	40.62%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	25,383	
For-Profit Private Workers	16,288	64.17%
Non-Profit Private Workers	1,282	5.05%
Local Government Workers	1,116	4.40%
State Government Workers	1,350	5.32%
Federal Government Workers	2,725	10.74%
Self-Employed Workers	2,597	10.23%
Unpaid Family Workers	24	0.10%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	25,383	
Architect/Engineer	268	1.06%
Arts/Entertainment/Sports	235	0.93%
Building Grounds Maintenance	984	3.88%
Business/Financial Operations	844	3.33%
Community/Social Services	317	1.25%
Computer/Mathematical	622	2.45%
Construction/Extraction	2,379	9.37%
Education/Training/Library	1,388	5.47%
Farming/Fishing/Forestry	111	0.44%
Food Prep/Serving	1,099	4.33%
Health Practitioner/Technician	1,116	4.40%
Healthcare Support	595	2.34%
Maintenance Repair	1,560	6.15%
Legal	206	0.81%
Life/Physical/Social Science	138	0.54%
Management	2,783	10.96%
Office/Admin. Support	3,490	13.75%
Production	1,510	5.95%
Protective Services	1,021	4.02%
Sales/Related	2,365	9.32%
Personal Care/Service	731	2.88%
Transportation/Moving	1,620	6.38%
2018 Est. Pop 16+ by Occupation Classification	25,383	
White Collar	13,773	54.26%
Blue Collar	7,069	27.85%
Service and Farm	4,541	17.89%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Floresville, Texas

DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	25,037	
Drove Alone	20,385	81.42%
Car Pooled	2,942	11.75%
Public Transportation	39	0.16%
Walked	225	0.90%
Bicycle	17	0.07%
Other Means	113	0.45%
Worked at Home	1,315	5.25%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,123	
15 - 29 Minutes	5,060	
30 - 44 Minutes	6,154	
45 - 59 Minutes	3,607	
60 or more Minutes	2,779	
2018 Est. Avg Travel Time to Work in Minutes		33.27
2018 Est. Occupied Housing Units by Tenure	19,896	
Owner Occupied	16,149	81.17%
Renter Occupied	3,746	18.83%
2018 Owner Occ. HUs: Avg. Length of Residence		14.95
2018 Renter Occ. HUs: Avg. Length of Residence		6.08

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	19,896	
Value Less than $20,000	693	4.29%
Value $20,000 - $39,999	775	4.80%
Value $40,000 - $59,999	939	5.82%
Value $60,000 - $79,999	905	5.60%
Value $80,000 - $99,999	1,192	7.38%
Value $100,000 - $149,999	2,627	16.27%
Value $150,000 - $199,999	2,072	12.83%
Value $200,000 - $299,999	3,286	20.35%
Value $300,000 - $399,999	2,045	12.66%
Value $400,000 - $499,999	979	6.06%
Value $500,000 - $749,999	330	2.04%
Value $750,000 - $999,999	129	0.80%
Value $1,000,000 or $1,499,999	106	0.66%
Value $1,500,000 or $1,999,999	49	0.30%
Value $2,000,000+	23	0.14%
2018 Est. Median All Owner-Occupied Housing Value		$171,508
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	15,751	71.40%
1 Unit Detached	112	0.51%
2 Units	245	1.11%
3 or 4 Units	482	2.19%
5 to 19 Units	324	1.47%
20 to 49 Units	74	0.34%
50 or More Units	29	0.13%
Mobile Home or Trailer	4,954	22.46%
Boat, RV, Van, etc.	89	0.40%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Floresville, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,613	11.85%
Housing Units Built 2010 to 2014	716	3.25%
Housing Units Built 2000 to 2009	4,930	22.35%
Housing Units Built 1990 to 1999	4,256	19.29%
Housing Units Built 1980 to 1989	2,874	13.03%
Housing Units Built 1970 to 1979	2,404	10.90%
Housing Units Built 1960 to 1969	1,331	6.03%
Housing Units Built 1950 to 1959	1,276	5.78%
Housing Units Built 1940 to 1949	855	3.88%
Housing Unit Built 1939 or Earlier	805	3.65%
2018 Est. Median Year Structure Built		1994
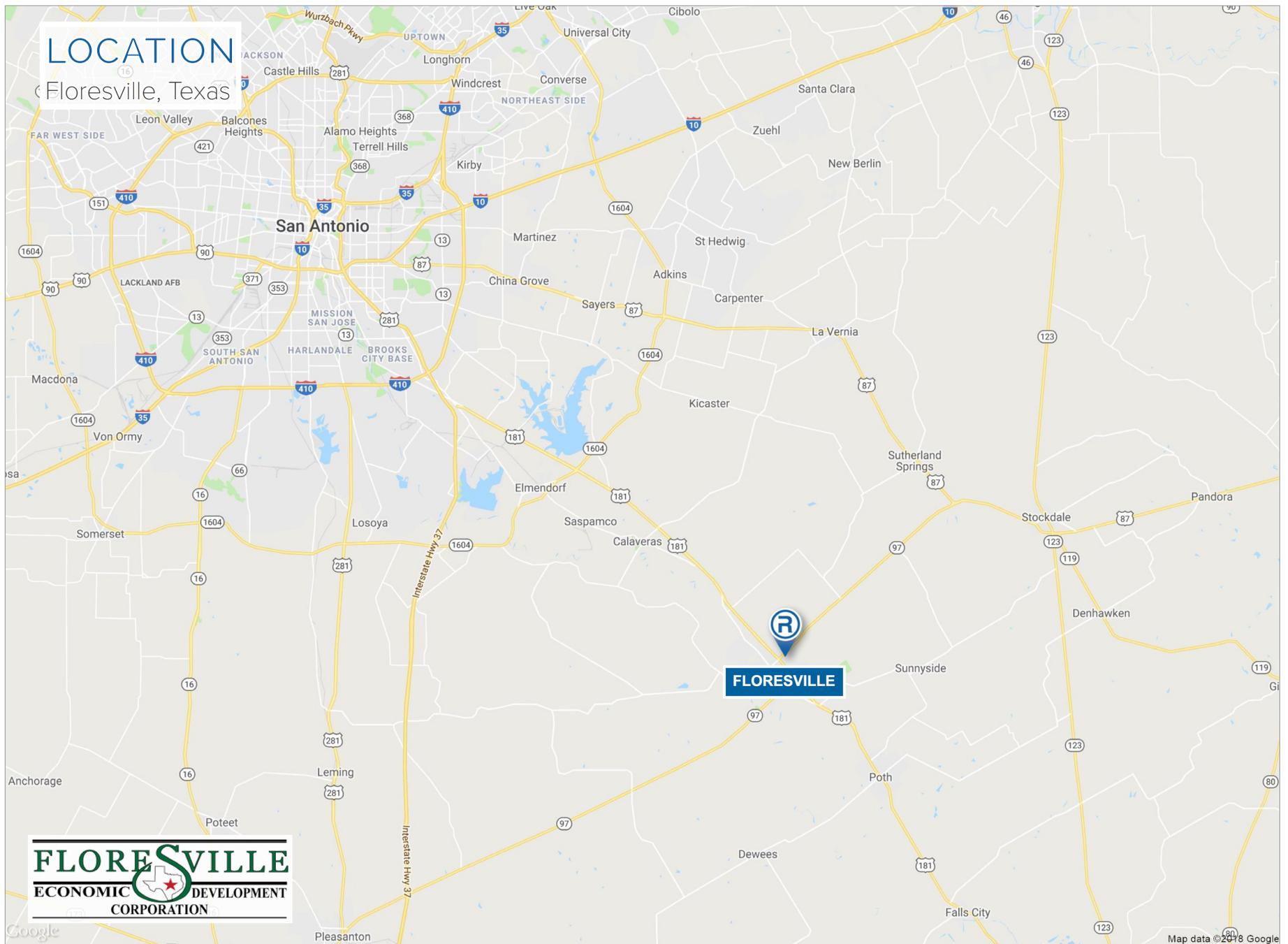
LOCATION
Floresville, Texas

FLORESVILLE

CONTACT   **JOHNNY A. RODRIGUEZ JR, EXECUTIVE DIRECTOR**

Floresville Economic Development Corporation | 1120 D Street | Floresville, Texas 78114 | 830.543.3965 | 830.581.9998
fedc@floresvilletx.gov | www.floresvilleedc.org

14

COMMUNITY • DEMOGRAPHIC PROFILE
Floresville, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	7,475	
2018 Estimate	7,034	
2010 Census	6,448	
2000 Census	5,685	
Growth 2018 - 2023		6.27%
Growth 2010 - 2018		9.09%
Growth 2000 - 2010		13.42%
2018 Est. Population by Single-Classification Race	7,034	
White Alone	6,040	85.87%
Black or African American Alone	99	1.41%
Amer. Indian and Alaska Native Alone	52	0.74%
Asian Alone	19	0.27%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	606	8.62%
Two or More Races	218	3.10%
2018 Est. Population by Hispanic or Latino Origin	7,034	
Not Hispanic or Latino	2,669	37.94%
Hispanic or Latino	4,365	62.06%
Mexican	3,660	83.85%
Puerto Rican	27	0.62%
Cuban	8	0.18%
All Other Hispanic or Latino	670	15.35%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	4,365	
White Alone	3,537	81.03%
Black or African American Alone	12	0.28%
American Indian and Alaska Native Alone	45	1.03%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	604	13.84%
Two or More Races	167	3.83%
2018 Est. Pop by Race, Asian Alone, by Category	19	
Chinese, except Taiwanese	0	0.00%
Filipino	2	10.53%
Japanese	7	36.84%
Asian Indian	1	5.26%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	2	10.53%
All Other Asian Races Including 2+ Category	7	36.84%

COMMUNITY • DEMOGRAPHIC PROFILE

Floresville, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	7,034	
Arab	0	0.00%
Czech	108	1.54%
Danish	0	0.00%
Dutch	0	0.00%
English	289	4.11%
French (except Basque)	46	0.65%
French Canadian	4	0.06%
German	977	13.89%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	215	3.06%
Italian	45	0.64%
Lithuanian	0	0.00%
United States or American	277	3.94%
Norwegian	1	0.01%
Polish	193	2.74%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	35	0.50%
Scotch-Irish	31	0.44%
Slovak	0	0.00%
Subsaharan African	1	0.01%
Swedish	0	0.00%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	2	0.03%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	4,058	57.69%
Ancestry Unclassified	752	10.69%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,495	68.47%
Speak Asian/Pacific Island Language at Home	9	0.14%
Speak IndoEuropean Language at Home	18	0.27%
Speak Spanish at Home	2,043	31.12%
Speak Other Language at Home	0	0.00%
2018 Est. Population by Age	7,034	
Age 0 - 4	469	6.67%
Age 5 - 9	485	6.90%
Age 10 - 14	530	7.54%
Age 15 - 17	319	4.54%
Age 18 - 20	282	4.01%
Age 21 - 24	360	5.12%
Age 25 - 34	902	12.82%
Age 35 - 44	867	12.33%
Age 45 - 54	821	11.67%
Age 55 - 64	734	10.44%
Age 65 - 74	607	8.63%
Age 75 - 84	408	5.80%
Age 85 and over	250	3.55%
Age 16 and over	5,445	77.41%
Age 18 and over	5,231	74.37%
Age 21 and over	4,949	70.36%
Age 65 and over	1,265	17.98%
2018 Est. Median Age		36.93
2018 Est. Average Age		39.00

COMMUNITY • DEMOGRAPHIC PROFILE
Floresville, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Sex	7,034	
Male	3,517	50.00%
Female	3,517	50.00%
2018 Est. Male Population by Age	3,517	
Age 0 - 4	238	6.77%
Age 5 - 9	248	7.05%
Age 10 - 14	271	7.71%
Age 15 - 17	157	4.46%
Age 18 - 20	144	4.09%
Age 21 - 24	184	5.23%
Age 25 - 34	460	13.08%
Age 35 - 44	444	12.62%
Age 45 - 54	399	11.35%
Age 55 - 64	350	9.95%
Age 65 - 74	294	8.36%
Age 75 - 84	209	5.94%
Age 85 and over	119	3.38%
2018 Est. Median Age, Male		36.24
2018 Est. Average Age, Male		38.60

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	3,517	
Age 0 - 4	231	6.57%
Age 5 - 9	237	6.74%
Age 10 - 14	259	7.36%
Age 15 - 17	162	4.61%
Age 18 - 20	138	3.92%
Age 21 - 24	176	5.00%
Age 25 - 34	442	12.57%
Age 35 - 44	423	12.03%
Age 45 - 54	422	12.00%
Age 55 - 64	384	10.92%
Age 65 - 74	313	8.90%
Age 75 - 84	199	5.66%
Age 85 and over	131	3.73%
2018 Est. Median Age, Female		37.65
2018 Est. Average Age, Female		39.40
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,570	28.29%
Males, Never Married	852	15.35%
Females, Never Married	718	12.94%
Married, Spouse present	2,341	42.18%
Married, Spouse absent	355	6.40%
Widowed	502	9.05%
Males Widowed	93	1.68%
Females Widowed	409	7.37%
Divorced	782	14.09%
Males Divorced	419	7.55%
Females Divorced	363	6.54%

COMMUNITY • DEMOGRAPHIC PROFILE
Floresville, Texas

DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	521	11.4%
Some High School, no diploma	498	10.9%
High School Graduate (or GED)	1,756	38.3%
Some College, no degree	869	18.9%
Associate Degree	416	9.1%
Bachelor's Degree	374	8.2%
Master's Degree	118	2.6%
Professional School Degree	27	0.6%
Doctorate Degree	10	0.2%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	829	31.89%
High School Graduate	1,006	38.69%
Some College or Associate's Degree	638	24.54%
Bachelor's Degree or Higher	127	4.89%
Households		
2023 Projection	2,628	
2018 Estimate	2,434	
2010 Census	2,136	
2000 Census	1,914	
Growth 2018 - 2023		7.97%
Growth 2010 - 2018		13.95%
Growth 2000 - 2010		11.60%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	2,434	
Family Households	1,814	74.53%
Nonfamily Households	620	25.47%
2018 Est. Group Quarters Population	328	
2018 Households by Ethnicity, Hispanic/Latino	1,369	
2018 Est. Households by Household Income	2,434	
Income < $15,000	255	10.48%
Income $15,000 - $24,999	309	12.70%
Income $25,000 - $34,999	210	8.63%
Income $35,000 - $49,999	224	9.20%
Income $50,000 - $74,999	448	18.41%
Income $75,000 - $99,999	405	16.64%
Income $100,000 - $124,999	254	10.44%
Income $125,000 - $149,999	133	5.46%
Income $150,000 - $199,999	94	3.86%
Income $200,000 - $249,999	43	1.77%
Income $250,000 - $499,999	42	1.73%
Income $500,000+	17	0.70%
2018 Est. Average Household Income		$75,820
2018 Est. Median Household Income		$62,407

COMMUNITY • DEMOGRAPHIC PROFILE
Floresville, Texas

DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$63,985
Black or African American Alone		$90,641
American Indian and Alaska Native Alone		$44,734
Asian Alone		$41,670
Native Hawaiian and Other Pacific Islander Alone		$0
Some Other Race Alone		$61,308
Two or More Races		$28,166
Hispanic or Latino		$59,591
Not Hispanic or Latino		$67,712
2018 Est. Family HH Type by Presence of Own Child.	1,814	
Married-Couple Family, own children	526	29.00%
Married-Couple Family, no own children	712	39.25%
Male Householder, own children	63	3.47%
Male Householder, no own children	80	4.41%
Female Householder, own children	225	12.40%
Female Householder, no own children	208	11.47%
2018 Est. Households by Household Size	2,434	
1-person	556	22.84%
2-person	773	31.76%
3-person	408	16.76%
4-person	360	14.79%
5-person	186	7.64%
6-person	88	3.62%
7-or-more-person	63	2.59%
2018 Est. Average Household Size		2.76

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	2,434	
Households with 1 or More People under Age 18:	985	40.47%
Married-Couple Family	605	61.42%
Other Family, Male Householder	85	8.63%
Other Family, Female Householder	284	28.83%
Nonfamily, Male Householder	4	0.41%
Nonfamily, Female Householder	7	0.71%
Households with No People under Age 18:	1,449	59.53%
Married-Couple Family	632	43.62%
Other Family, Male Householder	57	3.93%
Other Family, Female Householder	151	10.42%
Nonfamily, Male Householder	259	17.87%
Nonfamily, Female Householder	350	24.16%
2018 Est. Households by Number of Vehicles	2,434	
No Vehicles	202	8.30%
1 Vehicle	790	32.46%
2 Vehicles	826	33.94%
3 Vehicles	424	17.42%
4 Vehicles	150	6.16%
5 or more Vehicles	42	1.73%
2018 Est. Average Number of Vehicles		1.9

COMMUNITY • DEMOGRAPHIC PROFILE

Floresville, Texas

DESCRIPTION	DATA	%
Family Households		
2023 Projection	1,955	
2018 Estimate	1,814	
2010 Census	1,601	
2000 Census	1,467	
Growth 2018 - 2023		7.77%
Growth 2010 - 2018		13.30%
Growth 2000 - 2010		9.13%
2018 Est. Families by Poverty Status	1,814	
2018 Families at or Above Poverty	1,619	89.25%
2018 Families at or Above Poverty with Children	749	41.29%
2018 Families Below Poverty	195	10.75%
2018 Families Below Poverty with Children	129	7.11%
2018 Est. Pop 16+ by Employment Status	5,445	
Civilian Labor Force, Employed	2,730	50.14%
Civilian Labor Force, Unemployed	140	2.57%
Armed Forces	10	0.18%
Not in Labor Force	2,565	47.11%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	2,774	
For-Profit Private Workers	1,735	62.55%
Non-Profit Private Workers	160	5.77%
Local Government Workers	89	3.21%
State Government Workers	182	6.56%
Federal Government Workers	346	12.47%
Self-Employed Workers	259	9.34%
Unpaid Family Workers	3	0.11%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	2,774	
Architect/Engineer	42	1.51%
Arts/Entertainment/Sports	56	2.02%
Building Grounds Maintenance	132	4.76%
Business/Financial Operations	67	2.42%
Community/Social Services	27	0.97%
Computer/Mathematical	58	2.09%
Construction/Extraction	277	9.99%
Education/Training/Library	102	3.68%
Farming/Fishing/Forestry	23	0.83%
Food Prep/Serving	157	5.66%
Health Practitioner/Technician	152	5.48%
Healthcare Support	91	3.28%
Maintenance Repair	100	3.61%
Legal	39	1.41%
Life/Physical/Social Science	6	0.22%
Management	219	7.90%
Office/Admin. Support	317	11.43%
Production	232	8.36%
Protective Services	194	6.99%
Sales/Related	221	7.97%
Personal Care/Service	76	2.74%
Transportation/Moving	186	6.71%
2018 Est. Pop 16+ by Occupation Classification	2,774	
White Collar	1,306	47.08%
Blue Collar	795	28.66%
Service and Farm	673	24.26%

COMMUNITY • DEMOGRAPHIC PROFILE
Floresville, Texas

DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	2,719	
Drove Alone	2,211	81.32%
Car Pooled	352	12.95%
Public Transportation	1	0.04%
Walked	26	0.96%
Bicycle	0	0.00%
Other Means	6	0.22%
Worked at Home	123	4.52%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	882	
15 - 29 Minutes	427	
30 - 44 Minutes	542	
45 - 59 Minutes	453	
60 or more Minutes	308	
2018 Est. Avg Travel Time to Work in Minutes		32
2018 Est. Occupied Housing Units by Tenure	2,434	
Owner Occupied	1,659	68.16%
Renter Occupied	775	31.84%
2018 Owner Occ. HUs: Avg. Length of Residence		17.2
2018 Renter Occ. HUs: Avg. Length of Residence		5.8

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	2,434	
Value Less than $20,000	42	2.53%
Value $20,000 - $39,999	87	5.24%
Value $40,000 - $59,999	99	5.97%
Value $60,000 - $79,999	106	6.39%
Value $80,000 - $99,999	174	10.49%
Value $100,000 - $149,999	337	20.31%
Value $150,000 - $199,999	359	21.64%
Value $200,000 - $299,999	271	16.34%
Value $300,000 - $399,999	83	5.00%
Value $400,000 - $499,999	57	3.44%
Value $500,000 - $749,999	19	1.15%
Value $750,000 - $999,999	11	0.66%
Value $1,000,000 or $1,499,999	5	0.30%
Value $1,500,000 or $1,999,999	1	0.06%
Value $2,000,000+	8	0.48%
2018 Est. Median All Owner-Occupied Housing Value		$147,636
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	1,858	69.30%
1 Unit Detached	3	0.11%
2 Units	113	4.22%
3 or 4 Units	168	6.27%
5 to 19 Units	72	2.69%
20 to 49 Units	15	0.56%
50 or More Units	16	0.60%
Mobile Home or Trailer	436	16.26%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE
Floresville, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	332	12.38%
Housing Units Built 2010 to 2014	73	2.72%
Housing Units Built 2000 to 2009	497	18.54%
Housing Units Built 1990 to 1999	310	11.56%
Housing Units Built 1980 to 1989	442	16.49%
Housing Units Built 1970 to 1979	400	14.92%
Housing Units Built 1960 to 1969	209	7.80%
Housing Units Built 1950 to 1959	186	6.94%
Housing Units Built 1940 to 1949	119	4.44%
Housing Unit Built 1939 or Earlier	113	4.22%
2018 Est. Median Year Structure Built		1987

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 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