



# RETAIL TRADE AREA DEMOGRAPHIC PROFILE

New Braunfels Square Retail District | New Braunfels, Texas

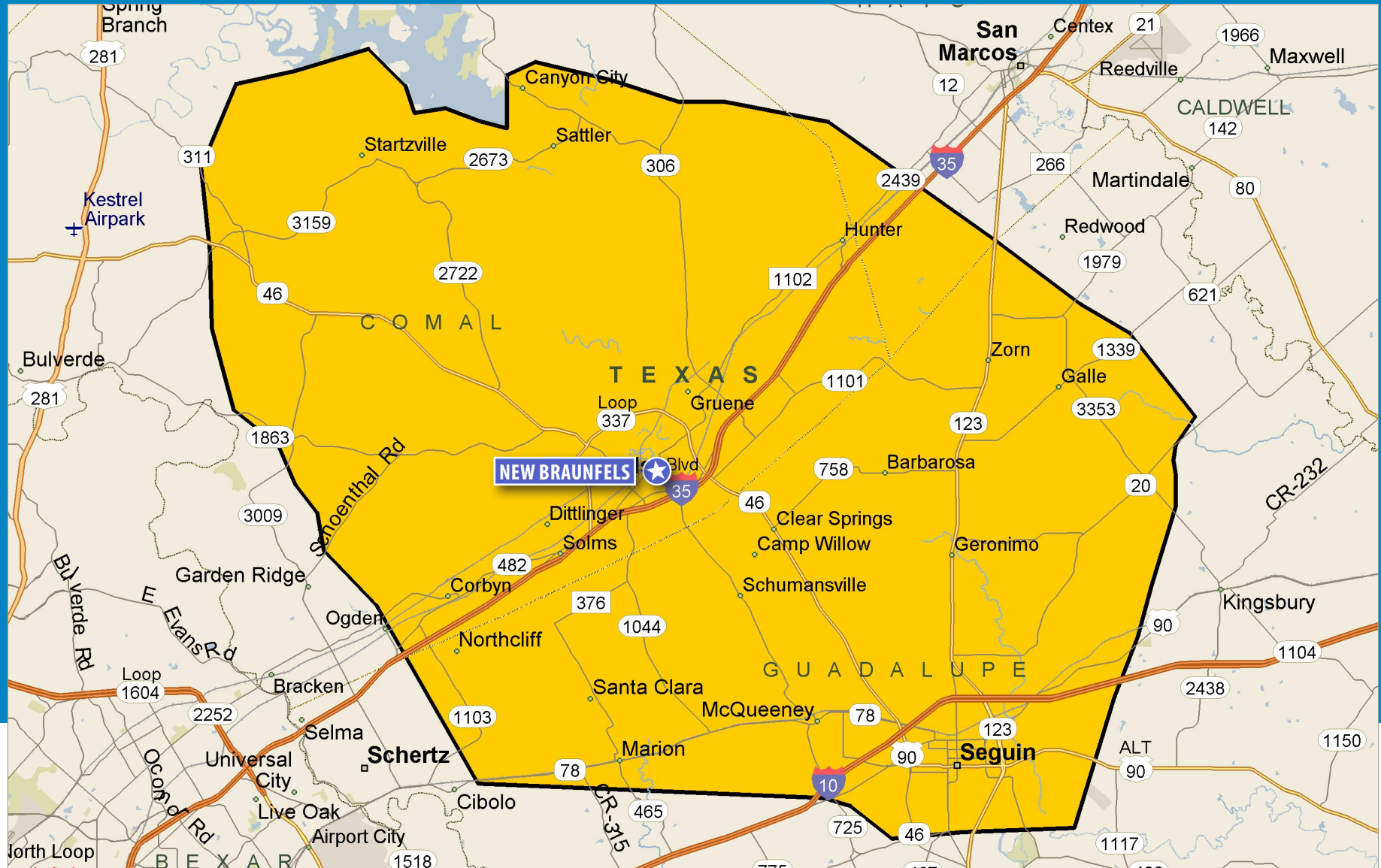


Prepared for  
New Braunfels EDC  
September 2015



## Retail Trade Area

New Braunfels Square Retail District | New Braunfels, Texas



### Contact Information

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## Retail Trade Area | Demographics

### New Braunfels Square Retail District | New Braunfels, Texas

<b>Population Summary</b>	
2000 Total Population	108,253
2010 Total Population	146,951
2015 Total Population	171,175
2015 Group Quarters	2,860
2020 Total Population	196,437
2015-2020 Annual Rate	2.79%
<b>Household Summary</b>	
2000 Households	39,113
2000 Average Household Size	2.70
2010 Households	53,471
2010 Average Household Size	2.70
2015 Households	62,290
2015 Average Household Size	2.70
2020 Households	71,569
2020 Average Household Size	2.70
2015-2020 Annual Rate	2.82%
2010 Families	38,921
2010 Average Family Size	3.16
2015 Families	45,288
2015 Average Family Size	3.16
2020 Families	51,989
2020 Average Family Size	3.16
2015-2020 Annual Rate	2.80%
<b>Housing Unit Summary</b>	
2000 Housing Units	43,552
Owner Occupied Housing Units	65.2%
Renter Occupied Housing Units	24.6%
Vacant Housing Units	10.2%
2010 Housing Units	60,498
Owner Occupied Housing Units	63.8%
Renter Occupied Housing Units	24.6%
Vacant Housing Units	11.6%
2015 Housing Units	69,925
Owner Occupied Housing Units	63.3%
Renter Occupied Housing Units	25.8%
Vacant Housing Units	10.9%
2020 Housing Units	80,031
Owner Occupied Housing Units	63.7%
Renter Occupied Housing Units	25.7%
Vacant Housing Units	10.6%
<b>Median Household Income</b>	
2015	\$60,595
2020	\$74,202
<b>Median Home Value</b>	
2015	\$203,738
2020	\$243,260
<b>Per Capita Income</b>	
2015	\$28,414
2020	\$32,472
<b>Median Age</b>	
2010	37.7
2015	38.3
2020	38.4

## Retail Trade Area | Demographics

### New Braunfels Square Retail District | New Braunfels, Texas

<b>2015 Households by Income</b>	
Household Income Base	62,290
<\$15,000	10.4%
\$15,000 - \$24,999	9.4%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	12.6%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	16.6%
\$150,000 - \$199,999	4.9%
\$200,000+	4.3%
Average Household Income	\$77,233
<b>2020 Households by Income</b>	
Household Income Base	71,569
<\$15,000	9.1%
\$15,000 - \$24,999	6.6%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	18.4%
\$100,000 - \$149,999	19.6%
\$150,000 - \$199,999	6.8%
\$200,000+	4.9%
Average Household Income	\$88,339
<b>2015 Owner Occupied Housing Units by Value</b>	
Total	44,277
<\$50,000	7.2%
\$50,000 - \$99,999	9.9%
\$100,000 - \$149,999	13.2%
\$150,000 - \$199,999	18.5%
\$200,000 - \$249,999	16.5%
\$250,000 - \$299,999	10.6%
\$300,000 - \$399,999	10.9%
\$400,000 - \$499,999	5.5%
\$500,000 - \$749,999	5.4%
\$750,000 - \$999,999	1.3%
\$1,000,000 +	1.0%
Average Home Value	\$245,204
<b>2020 Owner Occupied Housing Units by Value</b>	
Total	51,019
<\$50,000	4.1%
\$50,000 - \$99,999	5.6%
\$100,000 - \$149,999	7.7%
\$150,000 - \$199,999	15.3%
\$200,000 - \$249,999	20.1%
\$250,000 - \$299,999	14.0%
\$300,000 - \$399,999	13.5%
\$400,000 - \$499,999	7.1%
\$500,000 - \$749,999	8.0%
\$750,000 - \$999,999	3.2%
\$1,000,000 +	1.5%
Average Home Value	\$301,217

## Retail Trade Area | Demographics

### New Braunfels Square Retail District | New Braunfels, Texas

2010 Population by Age	
Total	146,949
0 - 4	6.9%
5 - 9	7.2%
10 - 14	7.4%
15 - 24	13.0%
25 - 34	12.1%
35 - 44	13.3%
45 - 54	14.2%
55 - 64	12.2%
65 - 74	7.6%
75 - 84	4.5%
85 +	1.8%
18 +	74.1%
2015 Population by Age	
Total	171,174
0 - 4	6.6%
5 - 9	6.8%
10 - 14	7.0%
15 - 24	13.0%
25 - 34	12.4%
35 - 44	12.6%
45 - 54	13.4%
55 - 64	12.7%
65 - 74	9.0%
75 - 84	4.4%
85 +	1.8%
18 +	75.5%
2020 Population by Age	
Total	196,435
0 - 4	6.6%
5 - 9	6.7%
10 - 14	7.1%
15 - 24	12.2%
25 - 34	12.9%
35 - 44	12.9%
45 - 54	12.2%
55 - 64	12.6%
65 - 74	10.0%
75 - 84	5.0%
85 +	1.9%
18 +	75.6%
2010 Population by Sex	
Males	72,050
Females	74,901
2015 Population by Sex	
Males	84,072
Females	87,102
2020 Population by Sex	
Males	96,525
Females	99,913

## Retail Trade Area | Demographics

### New Braunfels Square Retail District | New Braunfels, Texas

<b>2010 Population by Race/Ethnicity</b>	
Total	146,951
White Alone	84.7%
Black Alone	3.5%
American Indian Alone	0.7%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	7.8%
Two or More Races	2.4%
Hispanic Origin	34.6%
Diversity Index	60.7
<b>2015 Population by Race/Ethnicity</b>	
Total	171,174
White Alone	82.6%
Black Alone	4.3%
American Indian Alone	0.7%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.3%
Two or More Races	2.8%
Hispanic Origin	36.3%
Diversity Index	63.2
<b>2020 Population by Race/Ethnicity</b>	
Total	196,437
White Alone	81.0%
Black Alone	5.1%
American Indian Alone	0.8%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.5%
Two or More Races	3.2%
Hispanic Origin	38.1%
Diversity Index	65.2
<b>2010 Population by Relationship and Household Type</b>	
Total	146,951
In Households	98.1%
In Family Households	85.9%
Householder	26.5%
Spouse	20.4%
Child	32.8%
Other relative	3.9%
Nonrelative	2.2%
In Nonfamily Households	12.3%
In Group Quarters	1.9%
Institutionalized Population	1.1%
Noninstitutionalized Population	0.7%

## Retail Trade Area | Demographics

### New Braunfels Square Retail District | New Braunfels, Texas

<b>2015 Population 25+ by Educational Attainment</b>	
Total	113,756
Less than 9th Grade	6.2%
9th - 12th Grade, No Diploma	6.7%
High School Graduate	22.4%
GED/Alternative Credential	5.0%
Some College, No Degree	23.7%
Associate Degree	7.8%
Bachelor's Degree	19.7%
Graduate/Professional Degree	8.5%
<b>2015 Population 15+ by Marital Status</b>	
Total	136,084
Never Married	27.1%
Married	56.1%
Widowed	6.2%
Divorced	10.7%
<b>2015 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	95.9%
Civilian Unemployed	4.1%
<b>2015 Employed Population 16+ by Industry</b>	
Total	76,846
Agriculture/Mining	1.3%
Construction	8.2%
Manufacturing	9.6%
Wholesale Trade	2.5%
Retail Trade	14.8%
Transportation/Utilities	4.9%
Information	1.5%
Finance/Insurance/Real Estate	6.2%
Services	45.3%
Public Administration	5.6%
<b>2015 Employed Population 16+ by Occupation</b>	
Total	76,845
White Collar	59.9%
Management/Business/Financial	14.4%
Professional	18.5%
Sales	12.6%
Administrative Support	14.4%
Services	16.6%
Blue Collar	23.4%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	6.1%
Installation/Maintenance/Repair	5.2%
Production	5.8%
Transportation/Material Moving	6.1%

## Retail Trade Area | Demographics

### New Braunfels Square Retail District | New Braunfels, Texas

<b>2010 Households by Type</b>	
Total	53,470
Households with 1 Person	22.1%
Households with 2+ People	77.9%
Family Households	72.8%
Husband-wife Families	56.0%
With Related Children	25.2%
Other Family (No Spouse Present)	16.8%
Other Family with Male Householder	4.8%
With Related Children	2.9%
Other Family with Female Householder	12.0%
With Related Children	8.1%
Nonfamily Households	5.1%
All Households with Children	36.6%
Multigenerational Households	5.3%
Unmarried Partner Households	6.1%
Male-female	5.4%
Same-sex	0.7%
<b>2010 Households by Size</b>	
Total	53,471
1 Person Household	22.1%
2 Person Household	34.6%
3 Person Household	16.4%
4 Person Household	14.4%
5 Person Household	7.5%
6 Person Household	3.0%
7 + Person Household	2.1%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	53,471
Owner Occupied	72.2%
Owned with a Mortgage/Loan	48.1%
Owned Free and Clear	24.1%
Renter Occupied	27.8%





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## 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

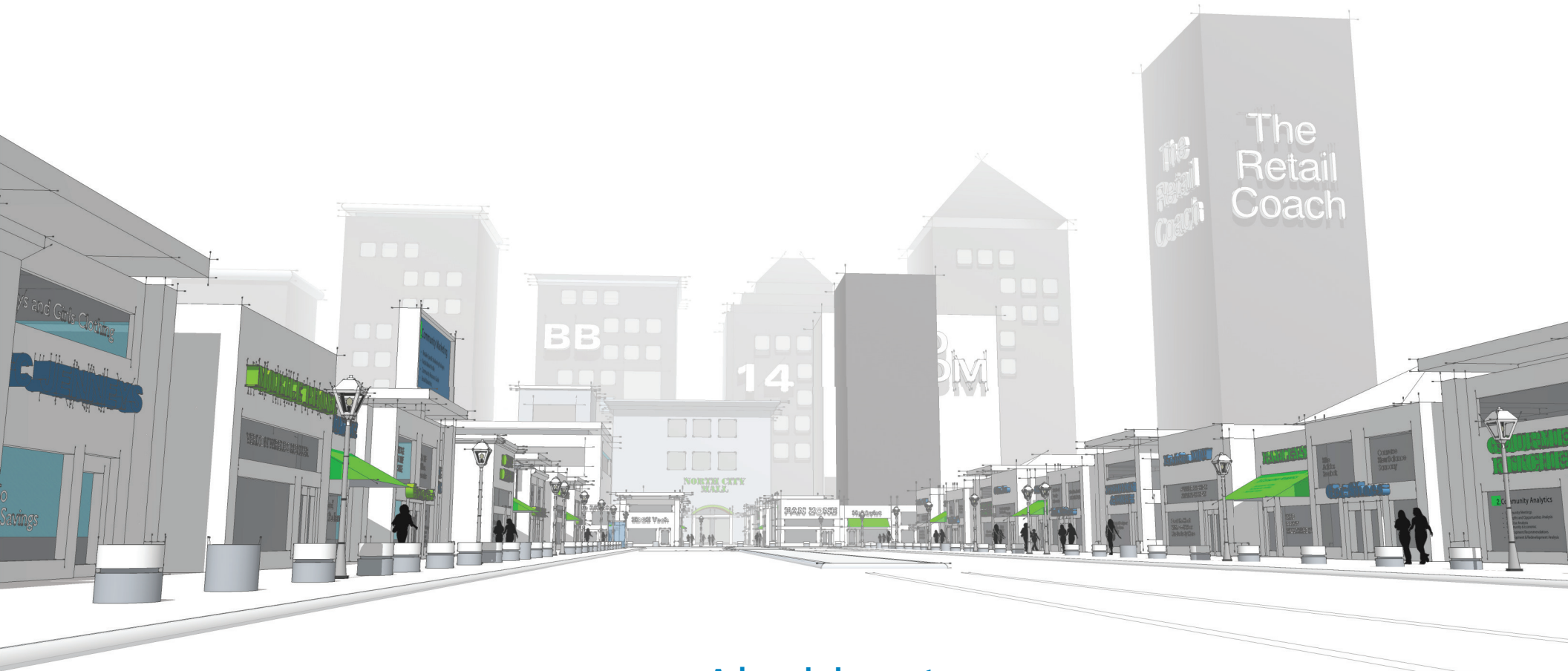
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through 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

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2014/2015, 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.