



**Bulverde Retail Park**  
**Site Type: Radius**

	Radius: 5.0 mile	Radius: 10.0 mile	Radius: 20.0 mile
<b>2007 Population</b>			
Total Population	14,464	47,718	571,097
Male Population	50.4%	50.2%	48.6%
Female Population	49.6%	49.8%	51.4%
Median Age	41.7	40.9	38.1
<b>2007 Income</b>			
Median HH Income	\$76,778	\$78,087	\$66,446
Per Capita Income	\$32,791	\$36,720	\$33,658
Average HH Income	\$94,659	\$105,492	\$88,047
<b>2007 Households</b>			
Total Households	4,936	16,647	217,815
Average Household Size	2.93	2.86	2.60
1990-2000 Annual Rate	7.75%	7.08%	3.27%
<b>2007 Housing</b>			
Owner Occupied Housing Units	86.7%	85.4%	64.7%
Renter Occupied Housing Units	7.5%	6.9%	27.5%
Vacant Housing Units	5.8%	7.7%	7.7%
<b>Population</b>			
1990 Population	4,191	12,523	323,374
2000 Population	8,971	25,448	444,120
2007 Population	14,464	47,718	571,097
2012 Population	19,137	59,215	664,483
1990-2000 Annual Rate	7.91%	7.35%	3.22%
2000-2007 Annual Rate	6.81%	9.06%	3.53%
2007-2012 Annual Rate	5.76%	4.41%	3.08%

In the identified market area, the current year population is 571,097. In 2000, the Census count in the market area was 444,120. The rate of change since 2000 was 3.53 percent annually. The five-year projection for the population in the market area is 664,483, representing a change of 3.08 percent annually from 2007 to 2012. Currently, the population is 48.6 percent male and 51.4 percent female.

**Households**

1990 Households	1,456	4,553	125,372
2000 Households	3,070	9,022	172,984
2007 Households	4,936	16,647	217,815
2012 Households	6,544	20,696	252,103
1990-2000 Annual Rate	7.75%	7.08%	3.27%
2000-2007 Annual Rate	6.77%	8.82%	3.23%
2007-2012 Annual Rate	5.8%	4.45%	2.97%

The household count in this market area has changed from 172,984 in 2000 to 217,815 in the current year, a change of 3.23 percent annually. The five-year projection of households is 252,103, a change of 2.97 percent annually from the current year total. Average household size is currently 2.60, compared to 2.54 in the year 2000. The number of families in the current year is 152,949 in the market area.

**Housing**

Currently, 64.7 percent of the 235,999 housing units in the market area are owner occupied; 27.5 percent, renter occupied; and 7.7 percent are vacant. In 2000, there were 185,857 housing units— 62.2 percent owner occupied, 30.8 percent renter occupied and 7.0 percent vacant. The rate of change in housing units since 2000 is 3.35 percent. Median home value in the market area is \$166,368, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 3.14 percent annually to \$194,145. From 2000 to the current year, median home value changed by 5.66 percent annually.



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<b>Median Household Income</b>			
1990 Median HH Income	\$37,750	\$33,355	\$35,592
2000 Median HH Income	\$63,503	\$60,461	\$52,678
2007 Median HH Income	\$76,778	\$78,087	\$66,446
2012 Median HH Income	\$87,740	\$88,423	\$78,243
1990-2000 Annual Rate	5.34%	6.13%	4%
2000-2007 Annual Rate	2.65%	3.59%	3.25%
2007-2012 Annual Rate	2.71%	2.52%	3.32%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$16,019	\$15,021	\$17,558
2000 Per Capita Income	\$26,559	\$27,315	\$26,709
2007 Per Capita Income	\$32,791	\$36,720	\$33,658
2012 Per Capita Income	\$39,235	\$43,520	\$40,573
1990-2000 Annual Rate	5.19%	6.16%	4.28%
2000-2007 Annual Rate	2.95%	4.17%	3.24%
2007-2012 Annual Rate	3.65%	3.46%	3.81%
<b>Average Household Income</b>			
1990 Average Household Income	\$45,365	\$41,126	\$45,025
2000 Average Household Income	\$76,517	\$77,275	\$68,121
2007 Average HH Income	\$94,659	\$105,492	\$88,047
2012 Average HH Income	\$113,033	\$124,726	\$106,747
1990-2000 Annual Rate	5.37%	6.51%	4.23%
2000-2007 Annual Rate	2.98%	4.39%	3.6%
2007-2012 Annual Rate	3.61%	3.41%	3.93%

### Households by Income

Current median household income is \$66,446 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$78,243 in five years. In 2000, median household income was \$52,678, compared to \$35,592 in 1990.

Current average household income is \$88,047 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$106,747 in five years. In 2000, average household income was \$68,121, compared to \$45,025 in 1990.

Current per capita income is \$33,658 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$40,573 in five years. In 2000, the per capita income was \$26,709, compared to \$17,558 in 1990.

### Population by Employment

Total Businesses	585	1,399	31,642
Total Employees	2,806	7,743	254,189

Currently, 95.8 percent of the civilian labor force in the identified market area is employed and 4.2 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 96.3 percent of the civilian labor force, and unemployment will be 3.7 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 68.9 percent of the population aged 16 years or older in the market area participated in the labor force, and 1.7 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 71.0 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 13.9 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 15.1 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 83.0 percent of the market area population drove alone to work, and 3.6 percent worked at home. The average travel time to work in 2000 was 24.4 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 9.0 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 20.6 percent were high school graduates only (28.6 percent in the U.S.)
- 6.9 percent had completed an Associate degree (6.3 percent in the U.S.)
- 23.0 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 13.5 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)