



# DOWNTOWN OPPORTUNITY ANALYSIS

## 1.5-MILE RADIAL

### Converse, Texas



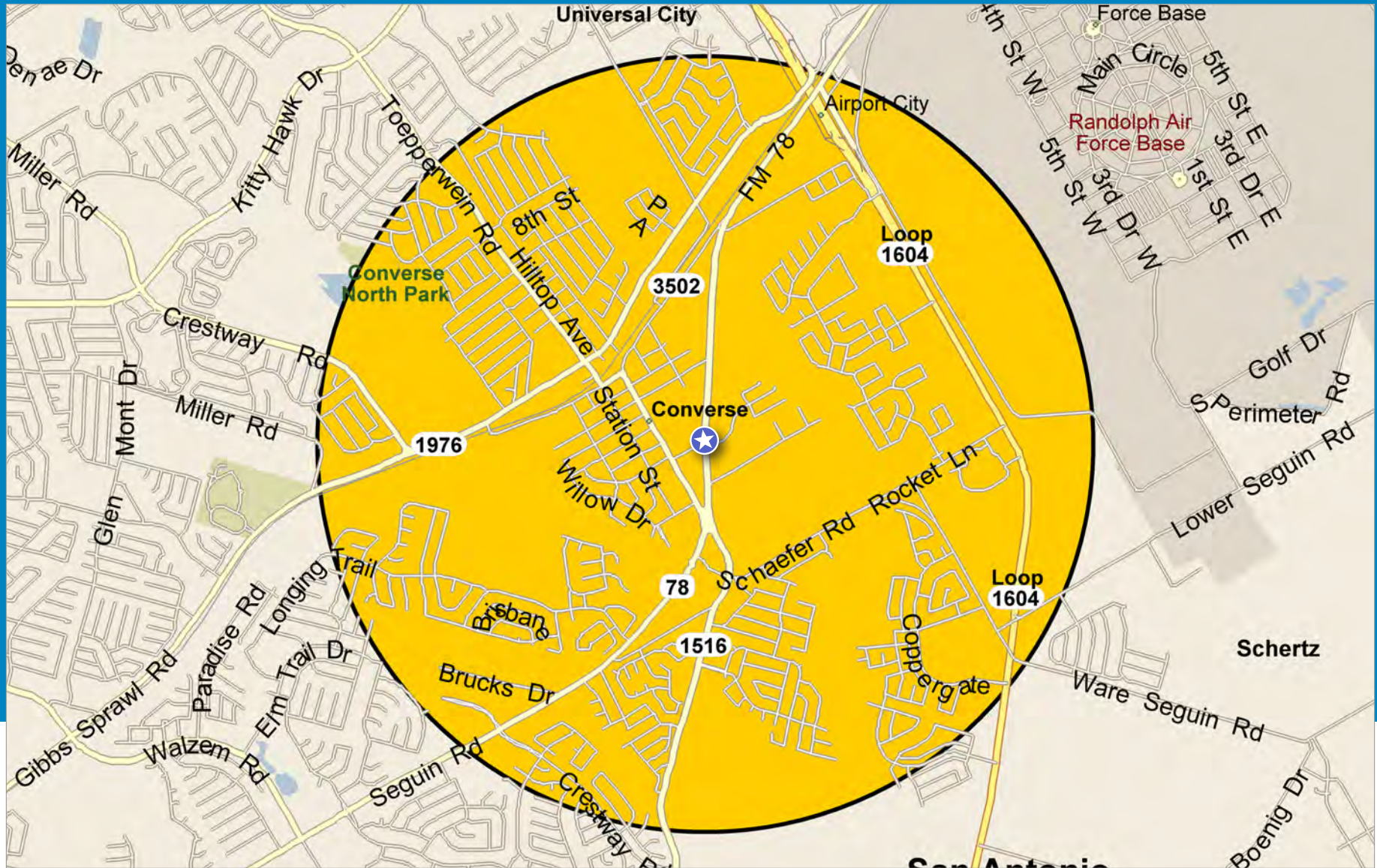
Prepared for  
City of Converse Economic Development Corporation  
July 2014





# Downtown Opportunity | 1.5 Mile Radial

Converse, Texas



## CITY OF CONVERSE



Economic Development Corporation

WERE GROWING PLACES

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## Downtown Opportunity | Summary

### Converse, Texas

SECTOR	DESCRIPTION	OPPORTUNITY SALES
	<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>370,705,739</b>
441	Motor Vehicle and Parts Dealers	70,168,134
4411	Automotive Dealers	60,075,699
4412	Other Motor Vehicle Dealers	5,215,738
4413	Automotive Parts/Accsrs, Tire Stores	4,876,697
442	Furniture and Home Furnishings Stores	7,052,089
4421	Furniture Stores	3,782,866
4422	Home Furnishing Stores	3,269,224
443	Electronics and Appliance Stores	6,734,045
44311	Appliances, TVs, Electronics Stores	4,878,184
443111	Household Appliances Stores	883,949
443112	Radio, Television, Electronics Stores	3,994,236
44312	Computer and Software Stores	1,659,330
44313	Camera and Photographic Equipment Stores	196,531
444	Building Material, Garden Equip Stores	35,859,134
4441	Building Material and Supply Dealers	30,769,187
44411	Home Centers	12,554,449
44412	Paint and Wallpaper Stores	506,095
44413	Hardware Stores	3,189,724
44419	Other Building Materials Dealers	14,518,919
4442	Lawn, Garden Equipment, Supplies Stores	5,089,947
44421	Outdoor Power Equipment Stores	1,407,558
44422	Nursery and Garden Centers	3,682,389

## Downtown Opportunity | Summary

### Converse, Texas

SECTOR	DESCRIPTION	OPPORTUNITY SALES
445	Food and Beverage Stores	44,471,876
4451	Grocery Stores	29,676,201
44511	Supermarkets, Grocery (Ex Conv) Stores	27,795,445
44512	Convenience Stores	1,880,756
4452	Specialty Food Stores	3,640,224
4453	Beer, Wine and Liquor Stores	11,155,451
446	Health and Personal Care Stores	20,440,783
44611	Pharmacies and Drug Stores	16,282,848
44612	Cosmetics, Beauty Supplies, Perfume Stores	1,446,905
44613	Optical Goods Stores	876,038
44619	Other Health and Personal Care Stores	1,834,993
447	Gasoline Stations	37,146,890
44711	Gasoline Stations With Conv Stores	26,809,433
44719	Other Gasoline Stations	10,337,457
448	Clothing and Clothing Accessories Stores	17,800,279
4481	Clothing Stores	10,304,258
44811	Men's Clothing Stores	479,027
44812	Women's Clothing Stores	2,466,995
44813	Childrens, Infants Clothing Stores	694,565
44814	Family Clothing Stores	5,353,637
44815	Clothing Accessories Stores	441,743
44819	Other Clothing Stores	868,291
4482	Shoe Stores	1,559,267
4483	Jewelry, Luggage, Leather Goods Stores	5,936,753
44831	Jewelry Stores	5,232,461
44832	Luggage and Leather Goods Stores	704,292

## Downtown Opportunity | Summary

### Converse, Texas

SECTOR	DESCRIPTION	OPPORTUNITY SALES
451	Sporting Goods, Hobby, Book, Music Stores	7,204,167
4511	Sportng Goods, Hobby, Musical Inst Stores	6,318,852
45111	Sporting Goods Stores	3,389,953
45112	Hobby, Toys and Games Stores	1,779,492
45113	Sew/Needlework/Piece Goods Stores	526,781
45114	Musical Instrument and Supplies Stores	622,626
4512	Book, Periodical and Music Stores	885,316
45121	Book Stores and News Dealers	752,681
451211	Book Stores	664,998
451212	News Dealers and Newsstands	87,684
45122	Prerecorded Tapes, CDs, Record Stores	132,634
452	General Merchandise Stores	45,148,576
4521	Department Stores Excl Leased Depts	20,148,037
4529	Other General Merchandise Stores	25,000,539
453	Miscellaneous Store Retailers	9,327,559
4531	Florists	357,031
4532	Office Supplies, Stationery, Gift Stores	4,511,593
45321	Office Supplies and Stationery Stores	2,095,471
45322	Gift, Novelty and Souvenir Stores	2,416,122
4533	Used Merchandise Stores	763,358
4539	Other Miscellaneous Store Retailers	3,695,577
454	Non-Store Retailers	30,102,745
722	Foodservice and Drinking Places	39,249,462
7221	Full-Service Restaurants	17,805,271
7222	Limited-Service Eating Places	15,744,771
7223	Special Foodservices	4,201,324
7224	Drinking Places -Alcoholic Beverages	1,498,097

## Downtown Opportunity | Demographics

### Converse, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	27,696	
2014 Estimate	24,683	
2010 Census	22,210	
2000 Census	13,227	
Growth 2014-2019	12.21%	
Growth 2010-2014	11.13%	
Growth 2000-2010	67.91%	
2014 Est. Pop by Single Race Class	24,683	
White Alone	13,667	55.37
Black or African American Alone	6,370	25.81
Amer. Indian and Alaska Native Alone	188	0.76
Asian Alone	559	2.26
Native Hawaiian and Other Pac. Isl. Alone	102	0.41
Some Other Race Alone	2,382	9.65
Two or More Races	1,414	5.73
2014 Est. Pop Hisp or Latino by Origin	24,683	
Not Hispanic or Latino	14,745	59.74
Hispanic or Latino:	9,938	40.26
Mexican	7,777	78.26
Puerto Rican	715	7.19
Cuban	43	0.43
All Other Hispanic or Latino	1,402	14.11

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	9,938	
White Alone	6,438	64.78
Black or African American Alone	389	3.91
American Indian and Alaska Native Alone	120	1.21
Asian Alone	27	0.27
Native Hawaiian and Other Pacific Islander Alone	9	0.09
Some Other Race Alone	2,343	23.58
Two or More Races	612	6.16
2014 Est. Pop. Asian Alone Race by Cat	559	
Chinese, except Taiwanese	0	0.00
Filipino	266	47.58
Japanese	41	7.33
Asian Indian	1	0.18
Korean	62	11.09
Vietnamese	36	6.44
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	99	17.71
All Other Asian Races Including 2+ Category	54	9.66
2014 Est. Population by Ancestry	24,683	
Pop, Arab	8	0.03
Pop, Czech	41	0.17
Pop, Danish	7	0.03
Pop, Dutch	150	0.61
Pop, English	515	2.09
Pop, French (except Basque)	259	1.05
Pop, French Canadian	72	0.29
Pop, German	1,885	7.64
Pop, Greek	17	0.07



## Downtown Opportunity | Demographics

### Converse, Texas

DESCRIPTION	DATA	%
Pop, Hungarian	26	0.11
Pop, Irish	925	3.75
Pop, Italian	342	1.39
Pop, Lithuanian	21	0.09
Pop, United States or American	638	2.58
Pop, Norwegian	135	0.55
Pop, Polish	148	0.60
Pop, Portuguese	50	0.20
Pop, Russian	34	0.14
Pop, Scottish	181	0.73
Pop, Scotch-Irish	126	0.51
Pop, Slovak	4	0.02
Pop, Sub-Saharan African	280	1.13
Pop, Swedish	78	0.32
Pop, Swiss	8	0.03
Pop, Ukrainian	13	0.05
Pop, Welsh	21	0.09
Pop, West Indian (exc Hisp groups)	367	1.49
Pop, Other ancestries	16,245	65.81
Pop, Ancestry Unclassified	2,088	8.46
2014 Est. Pop Age 5+ by Language Spoken At Home	22,589	
Speak Only English at Home	16,438	72.77
Speak Asian/Pac. Isl. Lang. at Home	380	1.68
Speak Indo-European Language at Home	440	1.95
Speak Spanish at Home	5,315	23.53
Speak Other Language at Home	14	0.06
2014 Est. Population by Sex	24,683	
Male	11,832	47.94
Female	12,851	52.06

DESCRIPTION	DATA	%
2014 Est. Population by Age	24,683	
Age 0 - 4	2,094	8.48
Age 5 - 9	2,076	8.41
Age 10 - 14	2,079	8.42
Age 15 - 17	1,226	4.97
Age 18 - 20	1,079	4.37
Age 21 - 24	1,333	5.40
Age 25 - 34	3,544	14.36
Age 35 - 44	3,515	14.24
Age 45 - 54	3,262	13.22
Age 55 - 64	2,500	10.13
Age 65 - 74	1,329	5.38
Age 75 - 84	510	2.07
Age 85 and over	135	0.55
Age 16 and over	18,031	73.05
Age 18 and over	17,208	69.72
Age 21 and over	16,130	65.35
Age 65 and over	1,975	8.00
2014 Est. Median Age	31.9	
2014 Est. Average Age	33.30	

## Downtown Opportunity | Demographics

### Converse, Texas

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	11,832	
Age 0 - 4	1,069	9.03
Age 5 - 9	1,045	8.83
Age 10 - 14	1,082	9.14
Age 15 - 17	637	5.38
Age 18 - 20	564	4.77
Age 21 - 24	674	5.70
Age 25 - 34	1,652	13.96
Age 35 - 44	1,592	13.46
Age 45 - 54	1,523	12.87
Age 55 - 64	1,123	9.49
Age 65 - 74	617	5.21
Age 75 - 84	214	1.81
Age 85 and over	39	0.33
2014 Est. Median Age, Male	30.1	
2014 Est. Average Age, Male	32.20	
2014 Est. Female Population by Age	12,851	
Age 0 - 4	1,025	7.98
Age 5 - 9	1,031	8.02
Age 10 - 14	997	7.76
Age 15 - 17	588	4.58
Age 18 - 20	514	4.00
Age 21 - 24	659	5.13
Age 25 - 34	1,892	14.72
Age 35 - 44	1,923	14.96
Age 45 - 54	1,739	13.53
Age 55 - 64	1,377	10.72
Age 65 - 74	712	5.54
Age 75 - 84	296	2.30
Age 85 and over	96	0.75

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	33.5	
2014 Est. Average Age, Female	34.40	
2014 Est. Pop Age 15+ by Marital Status	18,434	
Total, Never Married	5,356	29.06
Males, Never Married	2,652	14.39
Females, Never Married	2,704	14.67
Married, Spouse present	8,807	47.78
Married, Spouse absent	1,225	6.65
Widowed	626	3.40
Males Widowed	148	0.80
Females Widowed	478	2.59
Divorced	2,420	13.13
Males Divorced	844	4.58
Females Divorced	1,576	8.55
2014 Est. Pop. Age 25+ by Edu. Attainment	14,796	
Less than 9th grade	473	3.20
Some High School, no diploma	1,209	8.17
High School Graduate (or GED)	3,963	26.78
Some College, no degree	4,380	29.60
Associate Degree	1,481	10.01
Bachelor's Degree	2,272	15.36
Master's Degree	844	5.70
Professional School Degree	91	0.62
Doctorate Degree	82	0.55
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	5,256	
CY Pop 25+, Hisp/Lat, < High School Diploma	945	17.98
CY Pop 25+, Hisp/Lat, High School Graduate	1,556	29.60
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	2,057	39.14
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	698	13.28



## Downtown Opportunity | Demographics

### Converse, Texas

DESCRIPTION	DATA	%
Households		
2019 Projection	9,158	
2014 Estimate	8,208	
2010 Census	7,498	
2000 Census	4,385	
Growth 2014-2019	11.58%	
Growth 2010-2014	9.47%	
Growth 2000-2010	70.97%	
2014 Est. Households by Household Type	8,208	
Family Households	6,262	76.29
Nonfamily Households	1,946	23.71
2014 Est. Group Quarters Population	140	
2014 HHs by Ethnicity, Hispanic/Latino	2,677	32.61
2014 Est. HHs by HH Income	8,208	
CY HHs, Inc < \$15,000	634	7.72
CY HHs, Inc \$15,000 - \$24,999	589	7.18
CY HHs, Inc \$25,000 - \$34,999	676	8.24
CY HHs, Inc \$35,000 - \$49,999	1,207	14.71
CY HHs, Inc \$50,000 - \$74,999	2,148	26.17
CY HHs, Inc \$75,000 - \$99,999	1,307	15.92
CY HHs, Inc \$100,000 - \$124,999	775	9.44
CY HHs, Inc \$125,000 - \$149,999	417	5.08
CY HHs, Inc \$150,000 - \$199,999	307	3.74
CY HHs, Inc \$200,000 - \$249,999	84	1.02
CY HHs, Inc \$250,000 - \$499,999	58	0.71
CY HHs, Inc \$500,000+	7	0.09

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$70,095	
2014 Est. Median Household Income	\$61,612	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	62,975	
Black or African American Alone	62,577	
American Indian and Alaska Native Alone	51,538	
Asian Alone	59,518	
Native Hawaiian and Other Pacific Islander Alone	63,912	
Some Other Race Alone	51,329	
Two or More Races	49,352	
Hispanic or Latino	55,071	
Not Hispanic or Latino	64,513	
2014 Est. Family HH Type, Presence Own Children	6,262	
Married-Couple Family, own children	2,138	34.14
Married-Couple Family, no own children	2,106	33.63
Male Householder, own children	247	3.94
Male Householder, no own children	203	3.24
Female Householder, own children	1,018	16.26
Female Householder, no own children	549	8.77
2014 Est. Households by Household Size	8,208	
1-person household	1,524	18.57
2-person household	2,284	27.83
3-person household	1,643	20.02
4-person household	1,351	16.46
5-person household	813	9.90
6-person household	362	4.41
7 or more person household	229	2.79

## Downtown Opportunity | Demographics

### Converse, Texas

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.99	
2014 Est. Households by Presence of People	8,208	
Households with 1 or more People under Age 18:	3,870	47.15
Married-Couple Family	2,360	60.98
Other Family, Male Householder	295	7.62
Other Family, Female Householder	1,180	30.49
Nonfamily, Male Householder	22	0.57
Nonfamily, Female Householder	12	0.31
Households no People under Age 18:	4,338	52.85
Married-Couple Family	1,880	43.34
Other Family, Male Householder	155	3.57
Other Family, Female Householder	389	8.97
Nonfamily, Male Householder	891	20.54
Nonfamily, Female Householder	1,023	23.58
2014 Est. Households by Number of Vehicles	8,208	
No Vehicles	173	2.11
1 Vehicle	2,543	30.98
2 Vehicles	3,652	44.49
3 Vehicles	1,276	15.55
4 Vehicles	398	4.85
5 or more Vehicles	167	2.03
2014 Est. Average Number of Vehicles	1.98	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	6,981	
2014 Estimate	6,262	
2010 Census	5,719	
2000 Census	3,576	
Growth 2014-2019	11.50%	
Growth 2010-2014	9.49%	
Growth 2000-2010	59.92%	
2014 Est. Families by Poverty Status	6,262	
2014 Families at or Above Poverty	5,766	92.08
2014 Families at or Above Poverty with Children	3,119	49.81
2014 Families Below Poverty	496	7.92
2014 Families Below Poverty with Children	414	6.61
2014 Est. Pop Age 16+ by Employment Status	18,031	
In Armed Forces	640	3.55
Civilian - Employed	10,387	57.61
Civilian - Unemployed	1,122	6.22
Not in Labor Force	5,881	32.62
2014 Est. Civ Employed Pop 16+ Class of Worker	10,629	
For-Profit Private Workers	6,759	63.59
Non-Profit Private Workers	596	5.61
Local Government Workers	740	6.96
State Government Workers	539	5.07
Federal Government Workers	1,375	12.94
Self-Emp Workers	620	5.83
Unpaid Family Workers	1	0.01

## Downtown Opportunity | Demographics

### Converse, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	10,629	
Architect/Engineer	78	0.73
Arts/Entertain/Sports	208	1.96
Building Grounds Maint	327	3.08
Business/Financial Ops	523	4.92
Community/Soc Svcs	128	1.20
Computer/Mathematical	223	2.10
Construction/Extraction	530	4.99
Edu/Training/Library	634	5.96
Farm/Fish/Forestry	36	0.34
Food Prep/Serving	580	5.46
Health Practitioner/Tec	595	5.60
Healthcare Support	346	3.26
Maintenance Repair	533	5.01
Legal	110	1.03
Life/Phys/Soc Science	57	0.54
Management	729	6.86
Office/Admin Support	1,869	17.58
Production	420	3.95
Protective Svcs	284	2.67
Sales/Related	1,184	11.14
Personal Care/Svc	341	3.21
Transportation/Moving	895	8.42
2014 Est. Pop 16+ by Occupation Classification	10,629	
Blue Collar	2,378	22.37
White Collar	6,337	59.62
Service and Farm	1,914	18.01

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	11,050	
Drove Alone	9,513	86.09
Car Pooled	1,046	9.47
Public Transportation	61	0.55
Walked	70	0.63
Bicycle	32	0.29
Other Means	131	1.19
Worked at Home	197	1.78
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	2,280	
15 - 29 Minutes	4,892	
30 - 44 Minutes	2,447	
45 - 59 Minutes	816	
60 or more Minutes	466	
2014 Est. Avg Travel Time to Work in Minutes	26.94	
2014 Est. Tenure of Occupied Housing Units	8,208	
Owner Occupied	5,402	65.81
Renter Occupied	2,806	34.19
2014 Owner Occ. HUs: Avg. Length of Residence	14.2	
2014 Renter Occ. HUs: Avg. Length of Residence	5.9	

## Downtown Opportunity | Demographics

### Converse, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	5,402	
Value Less than \$20,000	61	1.13
Value \$20,000 - \$39,999	61	1.13
Value \$40,000 - \$59,999	167	3.09
Value \$60,000 - \$79,999	438	8.11
Value \$80,000 - \$99,999	765	14.16
Value \$100,000 - \$149,999	2,329	43.11
Value \$150,000 - \$199,999	1,127	20.86
Value \$200,000 - \$299,999	406	7.52
Value \$300,000 - \$399,999	22	0.41
Value \$400,000 - \$499,999	5	0.09
Value \$500,000 - \$749,999	3	0.06
Value \$750,000 - \$999,999	2	0.04
Value \$1,000,000 or more	15	0.28
2014 Est. Median All Owner-Occupied Housing Value	\$125,943	
2014 Est. Housing Units by Units in Structure	8,714	
1 Unit Attached	156	1.79
1 Unit Detached	6,995	80.27
2 Units	48	0.55
3 or 4 Units	156	1.79
5 to 19 Units	799	9.17
20 to 49 Units	168	1.93
50 or More Units	139	1.60
Mobile Home or Trailer	253	2.90
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	8,714	
Housing Unit Built 2005 or later	2,003	22.99
Housing Unit Built 2000 to 2004	1,440	16.53
Housing Unit Built 1990 to 1999	1,519	17.43
Housing Unit Built 1980 to 1989	1,553	17.82
Housing Unit Built 1970 to 1979	1,501	17.23
Housing Unit Built 1960 to 1969	317	3.64
Housing Unit Built 1950 to 1959	137	1.57
Housing Unit Built 1940 to 1949	99	1.14
Housing Unit Built 1939 or Earlier	145	1.66
2014 Est. Median Year Structure Built **	1994	



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

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 2013/2014, ESRI 2013, 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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