



Lat/Lon: 29.7800465/-98.0259065

I-35 & Loop 306 New Braunfels, Texas		Primary Trade Area	Secondary Trade Area
<b>Summary Data</b>			
<b>Demographic Adjustment</b>	Census 2000 Households	38,473	72,734
	Route Active Residential Count	54,245	108,545
	Census 2000 Average Persons per Household	2.69	2.69
	Census 2000 Population	106,071	207,569
	Recalculated Route <i>Lower range</i>	145,687	292,458
	Active Population <i>Upper range</i>	149,555	309,765
	<b>Census Households vs Route Residential Count</b>	<b>+41.00%</b>	<b>+49.23%</b>
<b>Origination Data</b>			
<b>Residential Demographics</b>	Active Residential Delivery (cr)	49,642	97,463
	Active Residential Box (cr)	3,965	10,410
	Active Residential Count (Carrier Route)	53,607	107,873
	Additional Residential Delivery (zc)	0	0
	Additional Residential Box (zc)	638	672
	Additional Active Residential Count (Zip Code)	638	672
	Additional Active General Delivery Count	0	0
	Total Active Residential Count	54,245	108,545
	Possible Residential Count (Carrier Route)	55,716	111,730
	Add'l Possible Residential Count (Zip Code)	1,046	1,102
	Additional Possible General Delivery Count	0	0
	Total Possible Residential Count	56,762	112,832
	Census 2000 Households	38,473	72,734
	Population in households	103,328	195,972
	1-person household	21.74%	22.01%
	2-person household	34.93%	34.24%
	3-person household	16.59%	17.13%
	4-person household	14.85%	14.55%
	5-person household	7.05%	7.03%
	6-or-more person household	4.83%	5.04%
	Population in Group Quarters	2,743	11,597
	Census 2000 Median Age	36.0	33.0
	Census 2000 Average Household Income	\$50,878	\$49,573
	Census 2000 Median Household Income	\$42,753	\$41,279
	Census 2000 Per Capita Income	\$18,473	\$17,368
	Total Housing Units	43,143	80,064
	Occupied housing units	89.18%	90.85%
	Owner-occupied housing units	72.69%	67.07%
Renter-occupied housing units	27.31%	32.93%	
<b>Business Demos</b>	Drop Site Business or Family Served Count	40	86
	Active Business Deliveries (Carrier Route)	4,960	9,418
	Additional Active Business Deliveries (Zip Code)	199	221
	Total Active Business Deliveries	5,160	9,639
	Possible Business Deliveries (Carrier Route)	5,502	10,326
	Add'l Possible Business Deliveries (Zip Code)	270	296
	Total Possible Business Deliveries	5,772	10,622

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I-35 & Loop 306 New Braunfels, Texas		Primary Trade Area	Secondary Trade Area	
<b>POPULATION</b>	2006 Estimated Population	129,521	265,491	
	2011 Projected Population	148,222	311,115	
	2000 Census Population	106,071	207,569	
	1990 Census Population	78,946	151,882	
	Historical Annual Growth 1990 to 2006	4.0%	4.7%	
	Projected Annual Growth 2006 to 2011	2.9%	3.4%	
	2006 Median Age	35.9	33.3	
	<b>HOUSEHOLDS</b>	2006 Estimated Households	43,257	85,355
		2011 Projected Households	46,539	93,626
		2000 Census Households	38,473	72,734
1990 Census Households		28,560	52,799	
Historical Annual Growth 1990 to 2006		3.2%	3.9%	
Projected Annual Growth 2006 to 2011	1.5%	1.9%		
<b>POPULATION BY RACE</b>	2006 Estimated White	86.5%	82.6%	
	2006 Estimated Black or African American	2.8%	4.0%	
	2006 Estimated Asian & Pacific Islander	0.8%	0.9%	
	2006 Estimated American Indian & Native Alaskan	0.3%	0.4%	
	2006 Estimated Other Races	9.6%	12.1%	
	2006 Estimated Hispanic	32.8%	36.6%	
<b>INCOME</b>	2006 Estimated Average Household Income	\$ 55,978	\$ 54,703	
	2006 Estimated Median Household Income	\$ 48,967	\$ 46,802	
	2006 Estimated Per Capita Income	\$ 19,451	\$ 18,336	
<b>EDUCATION (AGE 25+)</b>	2006 Elementary	9.7%	9.4%	
	2006 Some High School	10.2%	9.8%	
	2006 High School Graduate	30.7%	29.1%	
	2006 Some College	21.6%	22.8%	
	2006 Associates Degree Only	4.8%	4.7%	
	2006 Bachelors Degree Only	15.8%	16.3%	
2006 Graduate Degree	7.1%	7.9%		
<b>BUSINESS</b>	Number of Businesses	5,183	9,517	
	Total Number of Employees	51,894	86,994	
	Employee Population per Business	10.0	9.1	
	Residential Population per Business	25.0	27.9	

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