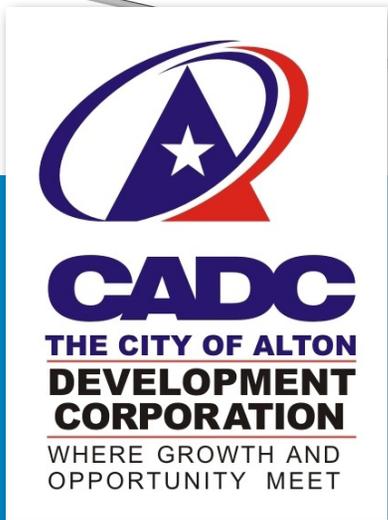




COMMUNITY DEMOGRAPHIC PROFILE

Alton, Texas

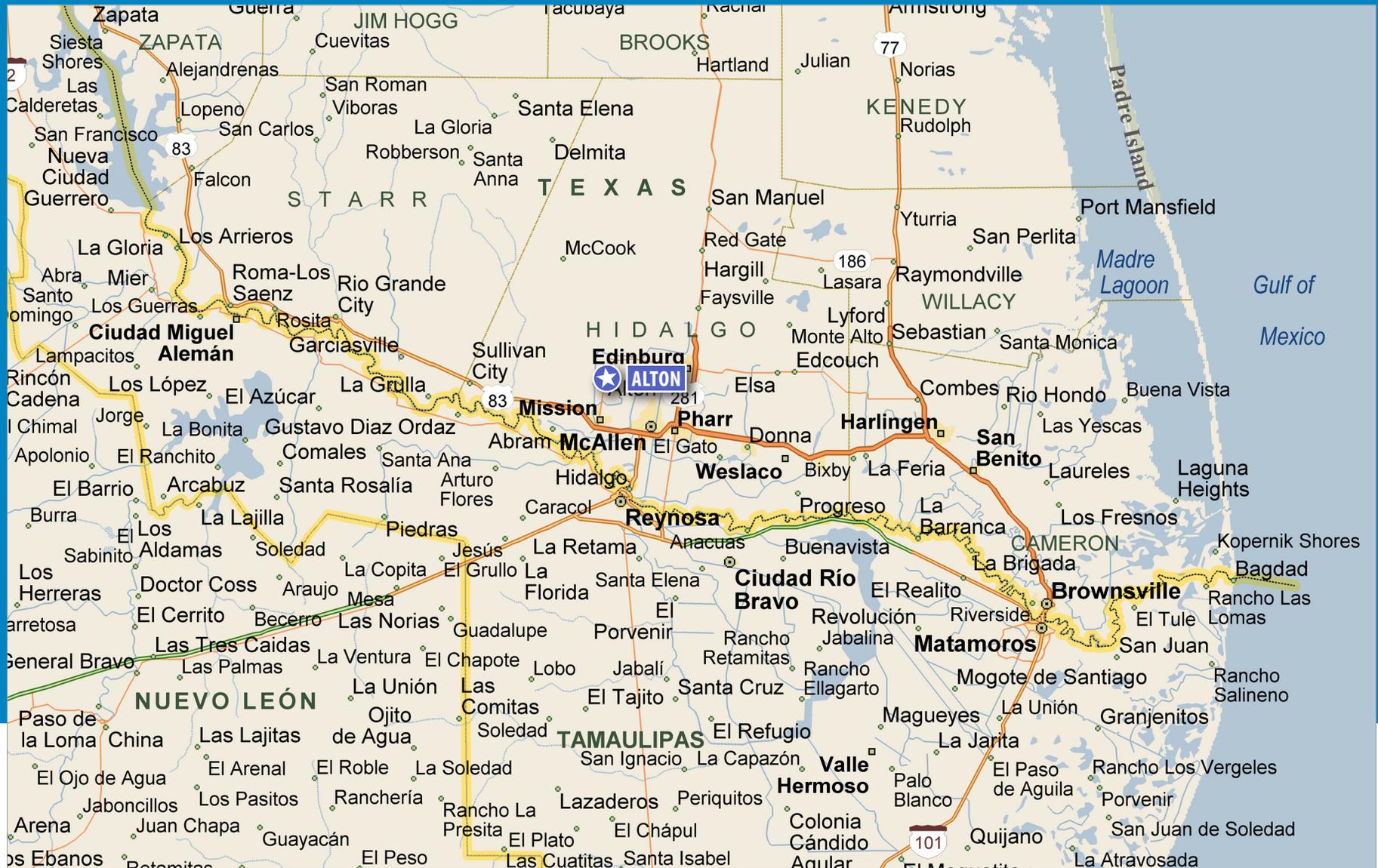


Prepared for
City of Alton Development Corporation
June 2015



Location Map

Alton, Texas



Contact Information

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Alton, Texas 78573

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Community Demographics

Alton, Texas

DESCRIPTION	DATA
People QuickFacts	
Population, 2013 estimate	15,050
Population, 2010 (April 1) estimates base	13,946
Population, percent change - April 1, 2010 to July 1, 2013	7.9%
Population, 2010	12,341
Persons under 5 years, percent, 2010	10.8%
Persons under 18 years, percent, 2010	37.8%
Persons 65 years and over, percent, 2010	5.9%
Female persons, percent, 2010	51.0%
White alone, percent, 2010	97.0%
Black or African American alone, percent, 2010	0.2%
American Indian and Alaska Native alone, percent, 2010	0.1%
Asian alone, percent, 2010	0.1%
Native Hawaiian and Other Pacific Islander alone, percent, 2010	0.1%
Two or More Races, percent, 2010	0.8%
Hispanic or Latino, percent, 2010	93.6%
White alone, not Hispanic or Latino, percent, 2010	6.1%
Living in same house 1 year & over, percent, 2009-2013	84.8%
Foreign born persons, percent, 2009-2013	37.8%
Language other than English spoken at home, pct age 5+, 2009-2013	94.0%
High school graduate or higher, percent of persons age 25+, 2009-2013	45.8%
Bachelor's degree or higher, percent of persons age 25+, 2009-2013	3.7%
Veterans, 2009-2013	166
Mean travel time to work (minutes), workers age 16+, 2009-2013	22.9

DESCRIPTION	DATA
Housing units, 2010	3,317
Homeownership rate, 2009-2013	65.6%
Housing units in multi-unit structures, percent, 2009-2013	18.2%
Median value of owner-occupied housing units, 2009-2013	\$55,000
Households, 2009-2013	3,665
Persons per household, 2009-2013	3.85
Per capita money income in past 12 months (2013 dollars), 2009-2013	\$9,340
Median household income, 2009-2013	\$26,301
Persons below poverty level, percent, 2009-2013	41.4%
Business QuickFacts	
Total number of firms, 2007	749
Black-owned firms, percent, 2007	<100
American Indian- and Alaska Native-owned firms, percent, 2007	<100
Asian-owned firms, percent, 2007	<100
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	<100
Hispanic-owned firms, percent, 2007	63.2%
Women-owned firms, percent, 2007	29.5%
Manufacturers shipments, 2007 (\$1000)	0
Retail sales, 2007 (\$1000)	36,512
Retail sales per capita, 2007	\$3,466
Geography QuickFacts	
Land area in square miles, 2010	5.88
Persons per square mile, 2010	2,098.5



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

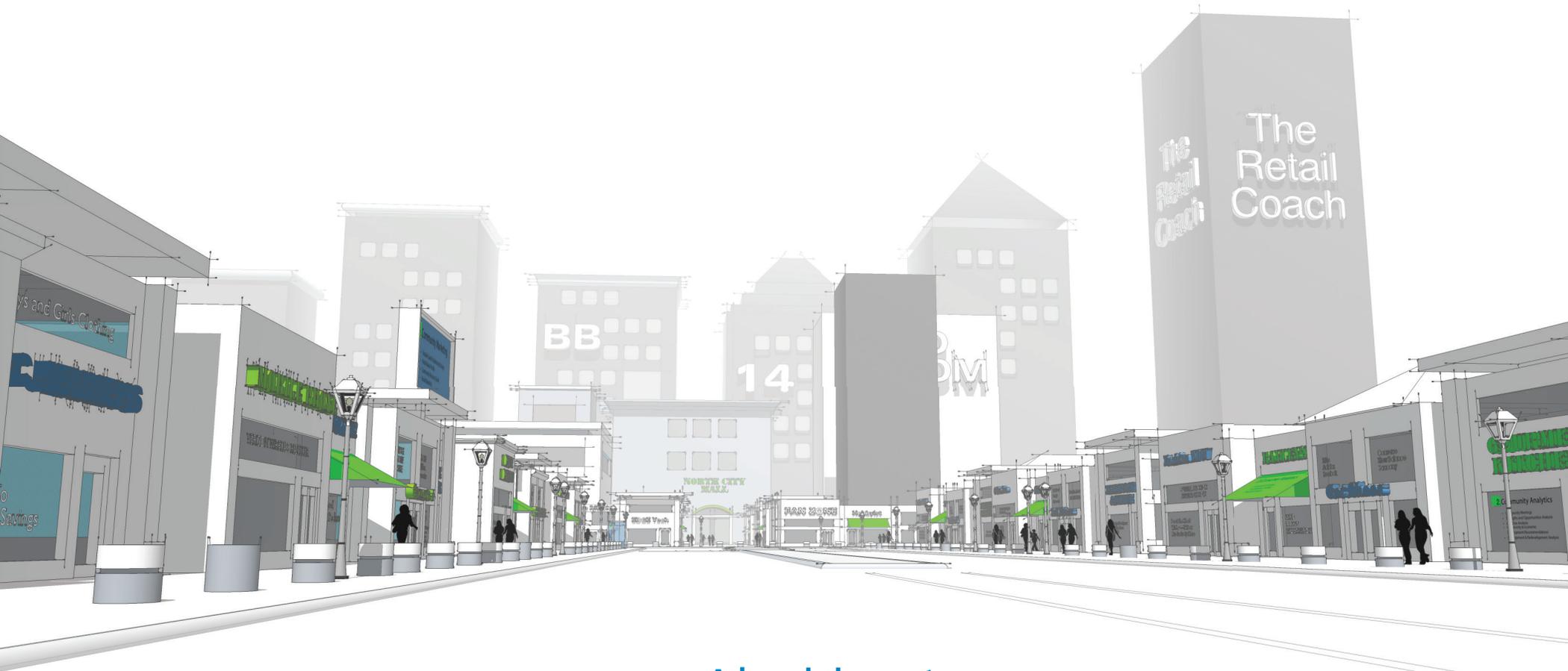
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through 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 2014/2015, ESRI 2014, 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.