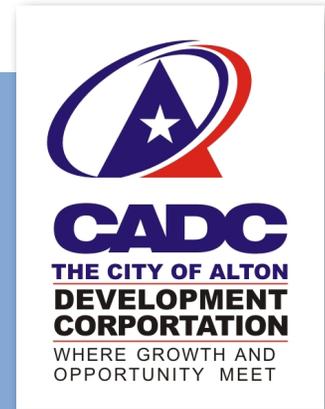




# COMMUNITY DEMOGRAPHIC PROFILE

Alton, Texas

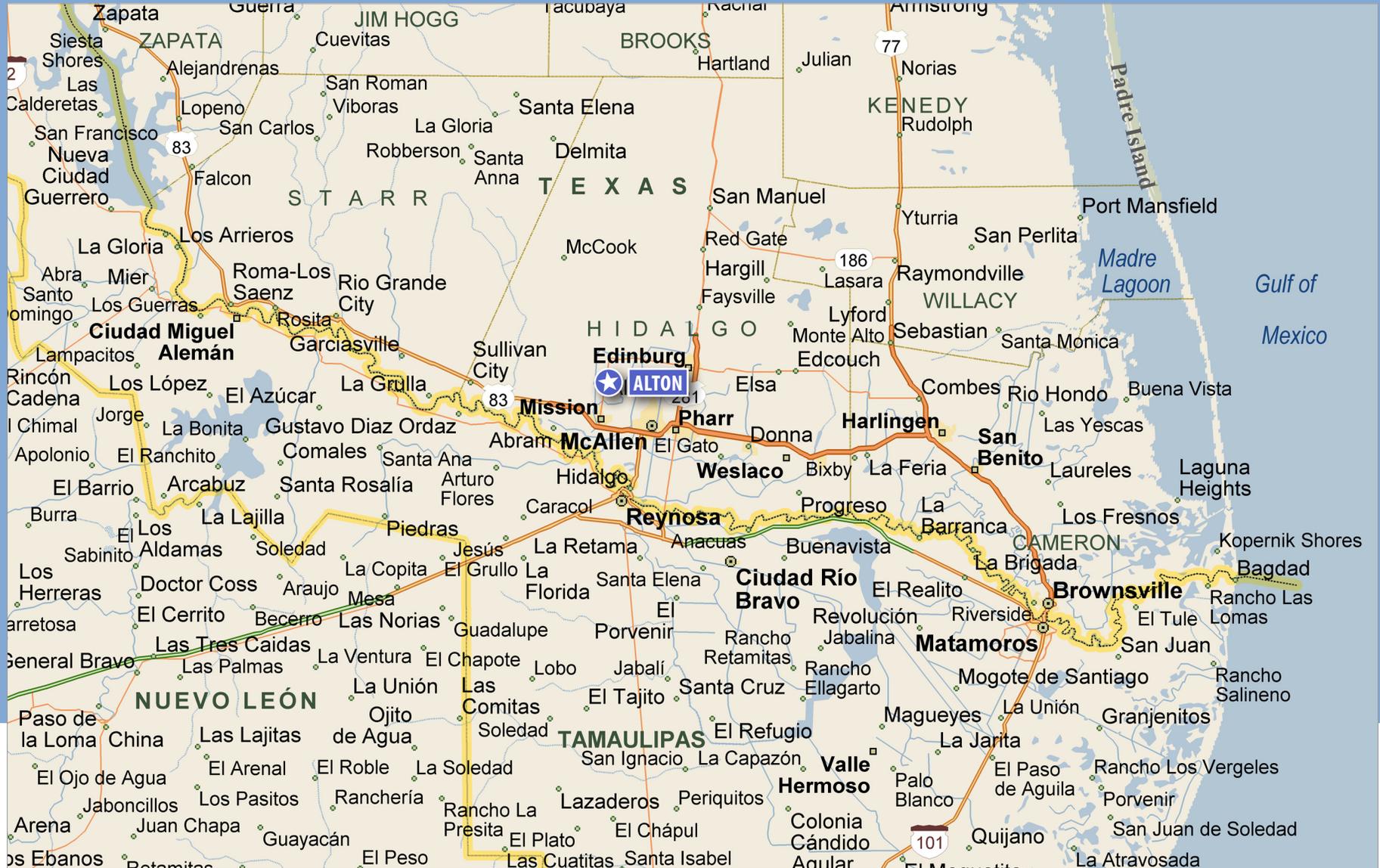


Prepared for  
City of Alton Development Corporation  
May 2014



# Location Map

Alton, Texas



## Contact Information

**Steve Pena, Chief Executive Officer**  
City of Alton Development Corporation  
509 South Alton Boulevard  
Alton, Texas 78573

Phone 956.432.0760  
Fax 956.432.0766  
steve.pena@alton-tx.gov  
www.alton-tx.gov

## Community Demographics

### Alton, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	13,453	
2014 Estimate	12,647	
2010 Census	12,341	
2000 Census	10,331	
Growth 2014-2019	6.37%	
Growth 2010-2014	2.48%	
Growth 2000-2010	19.46%	
2014 Est. Pop by Single Race Class	12,647	
White Alone	12,255	96.90
Black or African American Alone	60	0.47
Amer. Indian and Alaska Native Alone	13	0.10
Asian Alone	22	0.17
Native Hawaiian and Other Pac. Isl. Alone	7	0.06
Some Other Race Alone	166	1.31
Two or More Races	124	0.98
2014 Est. Pop Hisp or Latino by Origin	12,647	
Not Hispanic or Latino	988	7.81
Hispanic or Latino:	11,659	92.19
Mexican	11,292	96.85
Puerto Rican	24	0.21
Cuban	9	0.08
All Other Hispanic or Latino	334	2.86

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	11,659	
White Alone	11,355	97.39
Black or African American Alone	7	0.06
American Indian and Alaska Native Alone	5	0.04
Asian Alone	4	0.03
Native Hawaiian and Other Pacific Islander Alone	7	0.06
Some Other Race Alone	166	1.42
Two or More Races	115	0.99
2014 Est. Pop. Asian Alone Race by Cat	22	
Chinese, except Taiwanese	0	0.00
Filipino	16	72.73
Japanese	1	4.55
Asian Indian	0	0.00
Korean	1	4.55
Vietnamese	2	9.09
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	1	4.55
All Other Asian Races Including 2+ Category	1	4.55
2014 Est. Population by Ancestry	12,647	
Pop, Arab	0	0.00
Pop, Czech	0	0.00
Pop, Danish	0	0.00
Pop, Dutch	5	0.04
Pop, English	131	1.04
Pop, French (except Basque)	11	0.09
Pop, French Canadian	0	0.00
Pop, German	205	1.62
Pop, Greek	0	0.00

## Community Demographics

### Alton, Texas

DESCRIPTION	DATA	%
Pop, Hungarian	1	0.01
Pop, Irish	43	0.34
Pop, Italian	5	0.04
Pop, Lithuanian	0	0.00
Pop, United States or American	60	0.47
Pop, Norwegian	4	0.03
Pop, Polish	23	0.18
Pop, Portuguese	5	0.04
Pop, Russian	4	0.03
Pop, Scottish	26	0.21
Pop, Scotch-Irish	2	0.02
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	0	0.00
Pop, Swedish	6	0.05
Pop, Swiss	1	0.01
Pop, Ukrainian	0	0.00
Pop, Welsh	5	0.04
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	11,558	91.39
Pop, Ancestry Unclassified	552	4.36
2014 Est. Pop Age 5+ by Language Spoken At Home	11,463	
Speak Only English at Home	994	8.67
Speak Asian/Pac. Isl. Lang. at Home	21	0.18
Speak Indo-European Language at Home	17	0.15
Speak Spanish at Home	10,431	91.00
Speak Other Language at Home	0	0.00
2014 Est. Population by Sex	12,647	
Male	6,231	49.27
Female	6,416	50.73

DESCRIPTION	DATA	%
2014 Est. Population by Age	12,647	
Age 0 - 4	1,184	9.36
Age 5 - 9	1,287	10.18
Age 10 - 14	1,207	9.54
Age 15 - 17	724	5.72
Age 18 - 20	644	5.09
Age 21 - 24	829	6.55
Age 25 - 34	1,830	14.47
Age 35 - 44	1,652	13.06
Age 45 - 54	1,329	10.51
Age 55 - 64	1,012	8.00
Age 65 - 74	583	4.61
Age 75 - 84	281	2.22
Age 85 and over	85	0.67
Age 16 and over	8,732	69.04
Age 18 and over	8,245	65.19
Age 21 and over	7,601	60.10
Age 65 and over	949	7.50
2014 Est. Median Age	27.5	
2014 Est. Average Age	30.80	

## Community Demographics

### Alton, Texas

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	6,231	
Age 0 - 4	602	9.66
Age 5 - 9	672	10.78
Age 10 - 14	624	10.01
Age 15 - 17	358	5.75
Age 18 - 20	327	5.25
Age 21 - 24	429	6.88
Age 25 - 34	894	14.35
Age 35 - 44	788	12.65
Age 45 - 54	622	9.98
Age 55 - 64	485	7.78
Age 65 - 74	269	4.32
Age 75 - 84	125	2.01
Age 85 and over	36	0.58
2014 Est. Median Age, Male	26.2	
2014 Est. Average Age, Male	29.90	
2014 Est. Female Population by Age	6,416	
Age 0 - 4	582	9.07
Age 5 - 9	615	9.59
Age 10 - 14	583	9.09
Age 15 - 17	366	5.70
Age 18 - 20	317	4.94
Age 21 - 24	400	6.23
Age 25 - 34	936	14.59
Age 35 - 44	864	13.47
Age 45 - 54	707	11.02
Age 55 - 64	527	8.21
Age 65 - 74	314	4.89
Age 75 - 84	156	2.43
Age 85 and over	49	0.76

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	28.7	
2014 Est. Average Age, Female	31.60	
2014 Est. Pop Age 15+ by Marital Status	8,969	
Total, Never Married	2,762	30.79
Males, Never Married	1,502	16.75
Females, Never Married	1,260	14.05
Married, Spouse present	4,696	52.36
Married, Spouse absent	738	8.23
Widowed	302	3.37
Males Widowed	79	0.88
Females Widowed	223	2.49
Divorced	471	5.25
Males Divorced	121	1.35
Females Divorced	350	3.90
2014 Est. Pop. Age 25+ by Edu. Attainment	6,772	
Less than 9th grade	2,326	34.35
Some High School, no diploma	1,108	16.36
High School Graduate (or GED)	1,334	19.70
Some College, no degree	1,253	18.50
Associate Degree	314	4.64
Bachelor's Degree	319	4.71
Master's Degree	100	1.48
Professional School Degree	17	0.25
Doctorate Degree	1	0.01
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	6,142	
CY Pop 25+, Hisp/Lat, < High School Diploma	3,171	51.63
CY Pop 25+, Hisp/Lat, High School Graduate	1,219	19.85
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	1,230	20.03
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	522	8.50

## Community Demographics

### Alton, Texas

DESCRIPTION	DATA	%
Households		
2019 Projection	3,520	
2014 Estimate	3,267	
2010 Census	3,138	
2000 Census	2,481	
Growth 2014-2019	7.74%	
Growth 2010-2014	4.11%	
Growth 2000-2010	26.48%	
2014 Est. Households by Household Type	3,267	
Family Households	2,936	89.87
Nonfamily Households	331	10.13
2014 Est. Group Quarters Population	0	
2014 HHs by Ethnicity, Hispanic/Latino	2,953	90.39
2014 Est. HHs by HH Income	3,267	
CY HHs, Inc < \$15,000	952	29.14
CY HHs, Inc \$15,000 - \$24,999	695	21.27
CY HHs, Inc \$25,000 - \$34,999	477	14.60
CY HHs, Inc \$35,000 - \$49,999	436	13.35
CY HHs, Inc \$50,000 - \$74,999	355	10.87
CY HHs, Inc \$75,000 - \$99,999	126	3.86
CY HHs, Inc \$100,000 - \$124,999	116	3.55
CY HHs, Inc \$125,000 - \$149,999	48	1.47
CY HHs, Inc \$150,000 - \$199,999	35	1.07
CY HHs, Inc \$200,000 - \$249,999	8	0.24
CY HHs, Inc \$250,000 - \$499,999	16	0.49
CY HHs, Inc \$500,000+	3	0.09

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$37,408	
2014 Est. Median Household Income	\$24,806	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	24,703	
Black or African American Alone	35,000	
American Indian and Alaska Native Alone	14,999	
Asian Alone	87,500	
Native Hawaiian and Other Pacific Islander Alone	35,000	
Some Other Race Alone	21,667	
Two or More Races	26,111	
Hispanic or Latino	23,778	
Not Hispanic or Latino	44,091	
2014 Est. Family HH Type, Presence Own Children	2,936	
Married-Couple Family, own children	1,264	43.05
Married-Couple Family, no own children	830	28.27
Male Householder, own children	82	2.79
Male Householder, no own children	120	4.09
Female Householder, own children	405	13.79
Female Householder, no own children	235	8.00
2014 Est. Households by Household Size	3,267	
1-person household	290	8.88
2-person household	579	17.72
3-person household	580	17.75
4-person household	717	21.95
5-person household	571	17.48
6-person household	262	8.02
7 or more person household	268	8.20

## Community Demographics

### Alton, Texas

DESCRIPTION	DATA	%
2014 Est. Average Household Size	3.87	
2014 Est. Households by Presence of People	3,267	
Households with 1 or more People under Age 18:	2,048	62.69
Married-Couple Family	1,425	69.58
Other Family, Male Householder	122	5.96
Other Family, Female Householder	493	24.07
Nonfamily, Male Householder	4	0.20
Nonfamily, Female Householder	4	0.20
Households no People under Age 18:	1,219	37.31
Married-Couple Family	671	55.05
Other Family, Male Householder	78	6.40
Other Family, Female Householder	147	12.06
Nonfamily, Male Householder	172	14.11
Nonfamily, Female Householder	151	12.39
2014 Est. Households by Number of Vehicles	3,267	
No Vehicles	274	8.39
1 Vehicle	1,175	35.97
2 Vehicles	1,081	33.09
3 Vehicles	526	16.10
4 Vehicles	178	5.45
5 or more Vehicles	33	1.01
2014 Est. Average Number of Vehicles	1.78	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	3,163	
2014 Estimate	2,936	
2010 Census	2,815	
2000 Census	2,281	
Growth 2014-2019	7.73%	
Growth 2010-2014	4.30%	
Growth 2000-2010	23.41%	
2014 Est. Families by Poverty Status	2,936	
2014 Families at or Above Poverty	1,770	60.29
2014 Families at or Above Poverty with Children	1,066	36.31
2014 Families Below Poverty	1,166	39.71
2014 Families Below Poverty with Children	880	29.97
2014 Est. Pop Age 16+ by Employment Status	8,732	
In Armed Forces	9	0.10
Civilian - Employed	4,849	55.53
Civilian - Unemployed	345	3.95
Not in Labor Force	3,529	40.41
2014 Est. Civ Employed Pop 16+ Class of Worker	4,915	
For-Profit Private Workers	3,264	66.41
Non-Profit Private Workers	192	3.91
Local Government Workers	256	5.21
State Government Workers	288	5.86
Federal Government Workers	42	0.85
Self-Emp Workers	872	17.74
Unpaid Family Workers	1	0.02

## Community Demographics

### Alton, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	4,915	
Architect/Engineer	40	0.81
Arts/Entertain/Sports	99	2.01
Building Grounds Maint	336	6.84
Business/Financial Ops	72	1.46
Community/Soc Svcs	18	0.37
Computer/Mathematical	43	0.87
Construction/Extraction	405	8.24
Edu/Training/Library	222	4.52
Farm/Fish/Forestry	203	4.13
Food Prep/Serving	376	7.65
Health Practitioner/Tec	111	2.26
Healthcare Support	323	6.57
Maintenance Repair	200	4.07
Legal	12	0.24
Life/Phys/Soc Science	6	0.12
Management	163	3.32
Office/Admin Support	699	14.22
Production	180	3.66
Protective Svcs	103	2.10
Sales/Related	674	13.71
Personal Care/Svc	206	4.19
Transportation/Moving	424	8.63
2014 Est. Pop 16+ by Occupation Classification	4,915	
Blue Collar	1,209	24.60
White Collar	2,159	43.93
Service and Farm	1,547	31.48

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	4,857	
Drove Alone	3,380	69.59
Car Pooled	429	8.83
Public Transportation	4	0.08
Walked	26	0.54
Bicycle	1	0.02
Other Means	689	14.19
Worked at Home	328	6.75
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,069	
15 - 29 Minutes	2,012	
30 - 44 Minutes	1,124	
45 - 59 Minutes	202	
60 or more Minutes	171	
2014 Est. Avg Travel Time to Work in Minutes	25.55	
2014 Est. Tenure of Occupied Housing Units	3,267	
Owner Occupied	2,307	70.62
Renter Occupied	960	29.38
2014 Owner Occ. HUs: Avg. Length of Residence	17.3	
2014 Renter Occ. HUs: Avg. Length of Residence	5.9	

## Community Demographics

### Alton, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	2,307	
Value Less than \$20,000	151	6.55
Value \$20,000 - \$39,999	351	15.21
Value \$40,000 - \$59,999	532	23.06
Value \$60,000 - \$79,999	343	14.87
Value \$80,000 - \$99,999	244	10.58
Value \$100,000 - \$149,999	409	17.73
Value \$150,000 - \$199,999	131	5.68
Value \$200,000 - \$299,999	56	2.43
Value \$300,000 - \$399,999	43	1.86
Value \$400,000 - \$499,999	9	0.39
Value \$500,000 - \$749,999	23	1.00
Value \$750,000 - \$999,999	7	0.30
Value \$1,000,000 or more	8	0.35
2014 Est. Median All Owner-Occupied Housing Value	\$66,968	
2014 Est. Housing Units by Units in Structure	3,543	
1 Unit Attached	37	1.04
1 Unit Detached	2,696	76.09
2 Units	122	3.44
3 or 4 Units	111	3.13
5 to 19 Units	150	4.23
20 to 49 Units	10	0.28
50 or More Units	42	1.19
Mobile Home or Trailer	373	10.53
Boat, RV, Van, etc.	2	0.06

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	3,543	
Housing Unit Built 2005 or later	593	16.74
Housing Unit Built 2000 to 2004	589	16.62
Housing Unit Built 1990 to 1999	1,039	29.33
Housing Unit Built 1980 to 1989	852	24.05
Housing Unit Built 1970 to 1979	178	5.02
Housing Unit Built 1960 to 1969	136	3.84
Housing Unit Built 1950 to 1959	58	1.64
Housing Unit Built 1940 to 1949	55	1.55
Housing Unit Built 1939 or Earlier	43	1.21
2014 Est. Median Year Structure Built **	1994	



## 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.

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802  
tel 800.851.0962 | fax 662.844.2738 | e-mail [info@theretailcoach.net](mailto:info@theretailcoach.net) | web [www.theretailcoach.net](http://www.theretailcoach.net)



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC



## 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, 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.