



# RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Alton, Texas

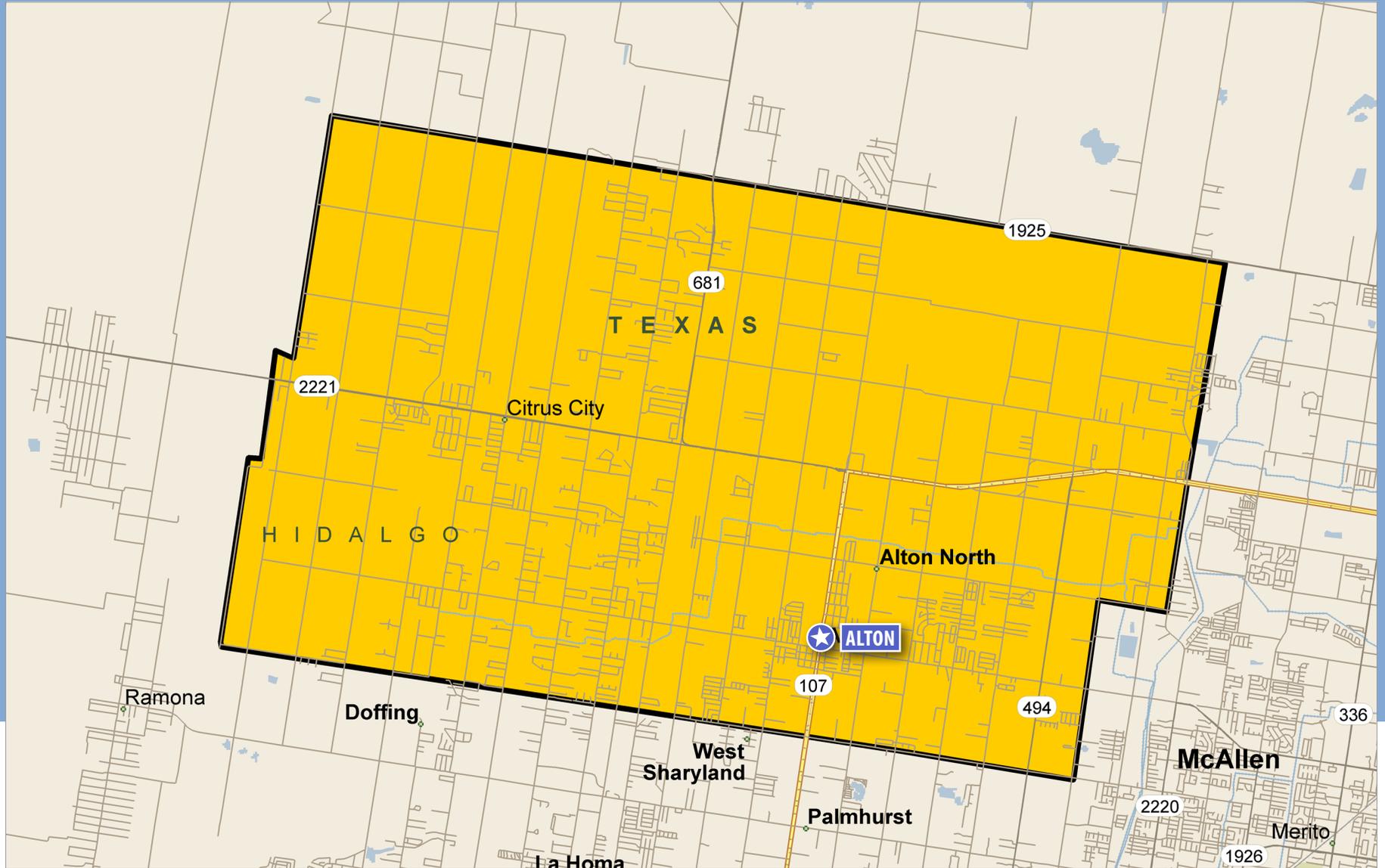


Prepared for  
City of Alton Development Corporation  
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# Retail Trade Area

## Alton, Texas



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## Retail Trade Area | Demographics

### Alton, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	59,360	
2014 Estimate	53,909	
2010 Census	49,232	
2000 Census	32,541	
Growth 2014-2019	10.11%	
Growth 2010-2014	9.50%	
Growth 2000-2010	51.29%	
2014 Est. Pop by Single Race Class	53,909	
White Alone	51,352	95.26
Black or African American Alone	145	0.27
Amer. Indian and Alaska Native Alone	95	0.18
Asian Alone	51	0.09
Native Hawaiian and Other Pac. Isl. Alone	10	0.02
Some Other Race Alone	1,747	3.24
Two or More Races	509	0.94
2014 Est. Pop Hisp or Latino by Origin	53,909	
Not Hispanic or Latino	3,853	7.15
Hispanic or Latino:	50,056	92.85
Mexican	48,513	96.92
Puerto Rican	77	0.15
Cuban	21	0.04
All Other Hispanic or Latino	1,445	2.89

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	50,056	
White Alone	47,706	95.31
Black or African American Alone	55	0.11
American Indian and Alaska Native Alone	72	0.14
Asian Alone	15	0.03
Native Hawaiian and Other Pacific Islander Alone	10	0.02
Some Other Race Alone	1,737	3.47
Two or More Races	462	0.92
2014 Est. Pop. Asian Alone Race by Cat	51	
Chinese, except Taiwanese	2	3.92
Filipino	28	54.90
Japanese	3	5.88
Asian Indian	0	0.00
Korean	0	0.00
Vietnamese	7	13.73
Cambodian	2	3.92
Hmong	0	0.00
Laotian	0	0.00
Thai	5	9.80
All Other Asian Races Including 2+ Category	3	5.88
2014 Est. Population by Ancestry	53,909	
Pop, Arab	138	0.26
Pop, Czech	0	0.00
Pop, Danish	0	0.00
Pop, Dutch	10	0.02
Pop, English	273	0.51
Pop, French (except Basque)	21	0.04
Pop, French Canadian	0	0.00
Pop, German	536	0.99
Pop, Greek	0	0.00

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DESCRIPTION	DATA	%
Pop, Hungarian	1	0.00
Pop, Irish	133	0.25
Pop, Italian	26	0.05
Pop, Lithuanian	0	0.00
Pop, United States or American	271	0.50
Pop, Norwegian	6	0.01
Pop, Polish	40	0.07
Pop, Portuguese	7	0.01
Pop, Russian	5	0.01
Pop, Scottish	46	0.09
Pop, Scotch-Irish	3	0.01
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	0	0.00
Pop, Swedish	31	0.06
Pop, Swiss	2	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	5	0.01
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	50,827	94.28
Pop, Ancestry Unclassified	1,530	2.84
2014 Est. Pop Age 5+ by Language Spoken At Home	48,786	
Speak Only English at Home	3,214	6.59
Speak Asian/Pac. Isl. Lang. at Home	27	0.06
Speak Indo-European Language at Home	32	0.07
Speak Spanish at Home	45,427	93.11
Speak Other Language at Home	85	0.17
2014 Est. Population by Sex	53,909	
Male	26,836	49.78
Female	27,073	50.22

DESCRIPTION	DATA	%
2014 Est. Population by Age	53,909	
Age 0 - 4	5,123	9.50
Age 5 - 9	6,032	11.19
Age 10 - 14	5,816	10.79
Age 15 - 17	3,355	6.22
Age 18 - 20	2,891	5.36
Age 21 - 24	3,491	6.48
Age 25 - 34	7,421	13.77
Age 35 - 44	7,342	13.62
Age 45 - 54	5,734	10.64
Age 55 - 64	3,593	6.66
Age 65 - 74	1,985	3.68
Age 75 - 84	871	1.62
Age 85 and over	256	0.47
Age 16 and over	35,838	66.48
Age 18 and over	33,583	62.30
Age 21 and over	30,693	56.93
Age 65 and over	3,112	5.77
2014 Est. Median Age	25.3	
2014 Est. Average Age	29.10	

## Retail Trade Area | Demographics

### Alton, Texas

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	26,836	
Age 0 - 4	2,611	9.73
Age 5 - 9	3,146	11.72
Age 10 - 14	2,964	11.04
Age 15 - 17	1,688	6.29
Age 18 - 20	1,479	5.51
Age 21 - 24	1,791	6.67
Age 25 - 34	3,647	13.59
Age 35 - 44	3,494	13.02
Age 45 - 54	2,778	10.35
Age 55 - 64	1,751	6.52
Age 65 - 74	977	3.64
Age 75 - 84	402	1.50
Age 85 and over	110	0.41
2014 Est. Median Age, Male	24.4	
2014 Est. Average Age, Male	28.50	
2014 Est. Female Population by Age	27,073	
Age 0 - 4	2,512	9.28
Age 5 - 9	2,886	10.66
Age 10 - 14	2,852	10.53
Age 15 - 17	1,668	6.16
Age 18 - 20	1,412	5.22
Age 21 - 24	1,700	6.28
Age 25 - 34	3,774	13.94
Age 35 - 44	3,847	14.21
Age 45 - 54	2,956	10.92
Age 55 - 64	1,842	6.80
Age 65 - 74	1,008	3.72
Age 75 - 84	470	1.74
Age 85 and over	146	0.54

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	26.3	
2014 Est. Average Age, Female	29.60	
2014 Est. Pop Age 15+ by Marital Status	36,939	
Total, Never Married	11,477	31.07
Males, Never Married	5,962	16.14
Females, Never Married	5,516	14.93
Married, Spouse present	19,484	52.75
Married, Spouse absent	2,989	8.09
Widowed	1,281	3.47
Males Widowed	357	0.97
Females Widowed	924	2.50
Divorced	1,708	4.62
Males Divorced	530	1.43
Females Divorced	1,178	3.19
2014 Est. Pop. Age 25+ by Edu. Attainment	27,202	
Less than 9th grade	10,436	38.36
Some High School, no diploma	5,533	20.34
High School Graduate (or GED)	4,965	18.25
Some College, no degree	3,827	14.07
Associate Degree	888	3.26
Bachelor's Degree	1,107	4.07
Master's Degree	358	1.32
Professional School Degree	72	0.26
Doctorate Degree	16	0.06
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	24,836	
CY Pop 25+, Hisp/Lat, < High School Diploma	14,647	58.97
CY Pop 25+, Hisp/Lat, High School Graduate	4,498	18.11
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	4,330	17.43
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	1,361	5.48

## Retail Trade Area | Demographics

### Alton, Texas

DESCRIPTION	DATA	%
Households		
2019 Projection	14,239	
2014 Estimate	12,854	
2010 Census	11,621	
2000 Census	7,603	
Growth 2014-2019	10.77%	
Growth 2010-2014	10.61%	
Growth 2000-2010	52.86%	
2014 Est. Households by Household Type	12,854	
Family Households	11,678	90.85
Nonfamily Households	1,176	9.15
2014 Est. Group Quarters Population	0	
2014 HHs by Ethnicity, Hispanic/Latino	11,640	90.56
2014 Est. HHs by HH Income	12,854	
CY HHs, Inc < \$15,000	4,077	31.72
CY HHs, Inc \$15,000 - \$24,999	2,964	23.06
CY HHs, Inc \$25,000 - \$34,999	1,674	13.02
CY HHs, Inc \$35,000 - \$49,999	1,629	12.67
CY HHs, Inc \$50,000 - \$74,999	1,266	9.85
CY HHs, Inc \$75,000 - \$99,999	465	3.62
CY HHs, Inc \$100,000 - \$124,999	381	2.96
CY HHs, Inc \$125,000 - \$149,999	164	1.28
CY HHs, Inc \$150,000 - \$199,999	147	1.14
CY HHs, Inc \$200,000 - \$249,999	31	0.24
CY HHs, Inc \$250,000 - \$499,999	45	0.35
CY HHs, Inc \$500,000+	12	0.09

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$34,855	
2014 Est. Median Household Income	\$22,930	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	22,970	
Black or African American Alone	36,509	
American Indian and Alaska Native Alone	31,390	
Asian Alone	83,761	
Native Hawaiian and Other Pacific Islander Alone	80,000	
Some Other Race Alone	18,766	
Two or More Races	23,949	
Hispanic or Latino	22,304	
Not Hispanic or Latino	31,218	
2014 Est. Family HH Type, Presence Own Children	11,678	
Married-Couple Family, own children	5,881	50.36
Married-Couple Family, no own children	2,853	24.43
Male Householder, own children	334	2.86
Male Householder, no own children	405	3.47
Female Householder, own children	1,417	12.13
Female Householder, no own children	788	6.75
2014 Est. Households by Household Size	12,854	
1-person household	1,010	7.86
2-person household	1,945	15.13
3-person household	1,998	15.54
4-person household	2,585	20.11
5-person household	2,511	19.53
6-person household	1,329	10.34
7 or more person household	1,475	11.48

## Retail Trade Area | Demographics

### Alton, Texas

DESCRIPTION	DATA	%
2014 Est. Average Household Size	4.19	
2014 Est. Households by Presence of People	12,854	
Households with 1 or more People under Age 18:	8,733	67.94
Married-Couple Family	6,504	74.48
Other Family, Male Householder	466	5.34
Other Family, Female Householder	1,743	19.96
Nonfamily, Male Householder	14	0.16
Nonfamily, Female Householder	6	0.07
Households no People under Age 18:	4,121	32.06
Married-Couple Family	2,236	54.26
Other Family, Male Householder	268	6.50
Other Family, Female Householder	463	11.24
Nonfamily, Male Householder	678	16.45
Nonfamily, Female Householder	477	11.57
2014 Est. Households by Number of Vehicles	12,854	
No Vehicles	868	6.75
1 Vehicle	4,632	36.04
2 Vehicles	4,757	37.01
3 Vehicles	1,747	13.59
4 Vehicles	667	5.19
5 or more Vehicles	184	1.43
2014 Est. Average Number of Vehicles	1.80	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	12,943	
2014 Estimate	11,678	
2010 Census	10,554	
2000 Census	7,009	
Growth 2014-2019	10.83%	
Growth 2010-2014	10.65%	
Growth 2000-2010	50.57%	
2014 Est. Families by Poverty Status	11,678	
2014 Families at or Above Poverty	6,020	51.55
2014 Families at or Above Poverty with Children	3,897	33.37
2014 Families Below Poverty	5,658	48.45
2014 Families Below Poverty with Children	4,871	41.71
2014 Est. Pop Age 16+ by Employment Status	35,838	
In Armed Forces	17	0.05
Civilian - Employed	19,341	53.97
Civilian - Unemployed	1,891	5.28
Not in Labor Force	14,588	40.71
2014 Est. Civ Employed Pop 16+ Class of Worker	19,480	
For-Profit Private Workers	12,747	65.44
Non-Profit Private Workers	638	3.28
Local Government Workers	928	4.76
State Government Workers	940	4.83
Federal Government Workers	126	0.65
Self-Emp Workers	4,083	20.96
Unpaid Family Workers	19	0.10

## Retail Trade Area | Demographics

### Alton, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	19,480	
Architect/Engineer	87	0.45
Arts/Entertain/Sports	177	0.91
Building Grounds Maint	2,212	11.36
Business/Financial Ops	246	1.26
Community/Soc Svcs	105	0.54
Computer/Mathematical	116	0.60
Construction/Extraction	2,346	12.04
Edu/Training/Library	763	3.92
Farm/Fish/Forestry	936	4.80
Food Prep/Serving	1,256	6.45
Health Practitioner/Tec	490	2.52
Healthcare Support	1,150	5.90
Maintenance Repair	691	3.55
Legal	48	0.25
Life/Phys/Soc Science	19	0.10
Management	773	3.97
Office/Admin Support	1,878	9.64
Production	965	4.95
Protective Svcs	286	1.47
Sales/Related	2,488	12.77
Personal Care/Svc	829	4.26
Transportation/Moving	1,622	8.33
2014 Est. Pop 16+ by Occupation Classification	19,480	
Blue Collar	5,623	28.87
White Collar	7,188	36.90
Service and Farm	6,669	34.24

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	19,273	
Drove Alone	12,931	67.09
Car Pooled	2,480	12.87
Public Transportation	12	0.06
Walked	94	0.49
Bicycle	3	0.02
Other Means	2,234	11.59
Worked at Home	1,519	7.88
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	3,467	
15 - 29 Minutes	7,562	
30 - 44 Minutes	5,013	
45 - 59 Minutes	1,018	
60 or more Minutes	945	
2014 Est. Avg Travel Time to Work in Minutes	27.70	
2014 Est. Tenure of Occupied Housing Units	12,854	
Owner Occupied	9,939	77.32
Renter Occupied	2,915	22.68
2014 Owner Occ. HUs: Avg. Length of Residence	14.2	
2014 Renter Occ. HUs: Avg. Length of Residence	6.1	

## Retail Trade Area | Demographics

### Alton, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	9,939	
Value Less than \$20,000	612	6.16
Value \$20,000 - \$39,999	2,263	22.77
Value \$40,000 - \$59,999	2,234	22.48
Value \$60,000 - \$79,999	1,567	15.77
Value \$80,000 - \$99,999	809	8.14
Value \$100,000 - \$149,999	1,215	12.22
Value \$150,000 - \$199,999	580	5.84
Value \$200,000 - \$299,999	342	3.44
Value \$300,000 - \$399,999	160	1.61
Value \$400,000 - \$499,999	34	0.34
Value \$500,000 - \$749,999	64	0.64
Value \$750,000 - \$999,999	19	0.19
Value \$1,000,000 or more	40	0.40
2014 Est. Median All Owner-Occupied Housing Value	\$58,755	
2014 Est. Housing Units by Units in Structure	13,801	
1 Unit Attached	104	0.75
1 Unit Detached	9,888	71.65
2 Units	188	1.36
3 or 4 Units	255	1.85
5 to 19 Units	219	1.59
20 to 49 Units	42	0.30
50 or More Units	54	0.39
Mobile Home or Trailer	2,929	21.22
Boat, RV, Van, etc.	121	0.88

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	13,801	
Housing Unit Built 2005 or later	2,296	16.64
Housing Unit Built 2000 to 2004	2,560	18.55
Housing Unit Built 1990 to 1999	4,133	29.95
Housing Unit Built 1980 to 1989	2,817	20.41
Housing Unit Built 1970 to 1979	988	7.16
Housing Unit Built 1960 to 1969	428	3.10
Housing Unit Built 1950 to 1959	200	1.45
Housing Unit Built 1940 to 1949	184	1.33
Housing Unit Built 1939 or Earlier	194	1.41
2014 Est. Median Year Structure Built **	1995	



## 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, 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.