



# RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Alton, Texas

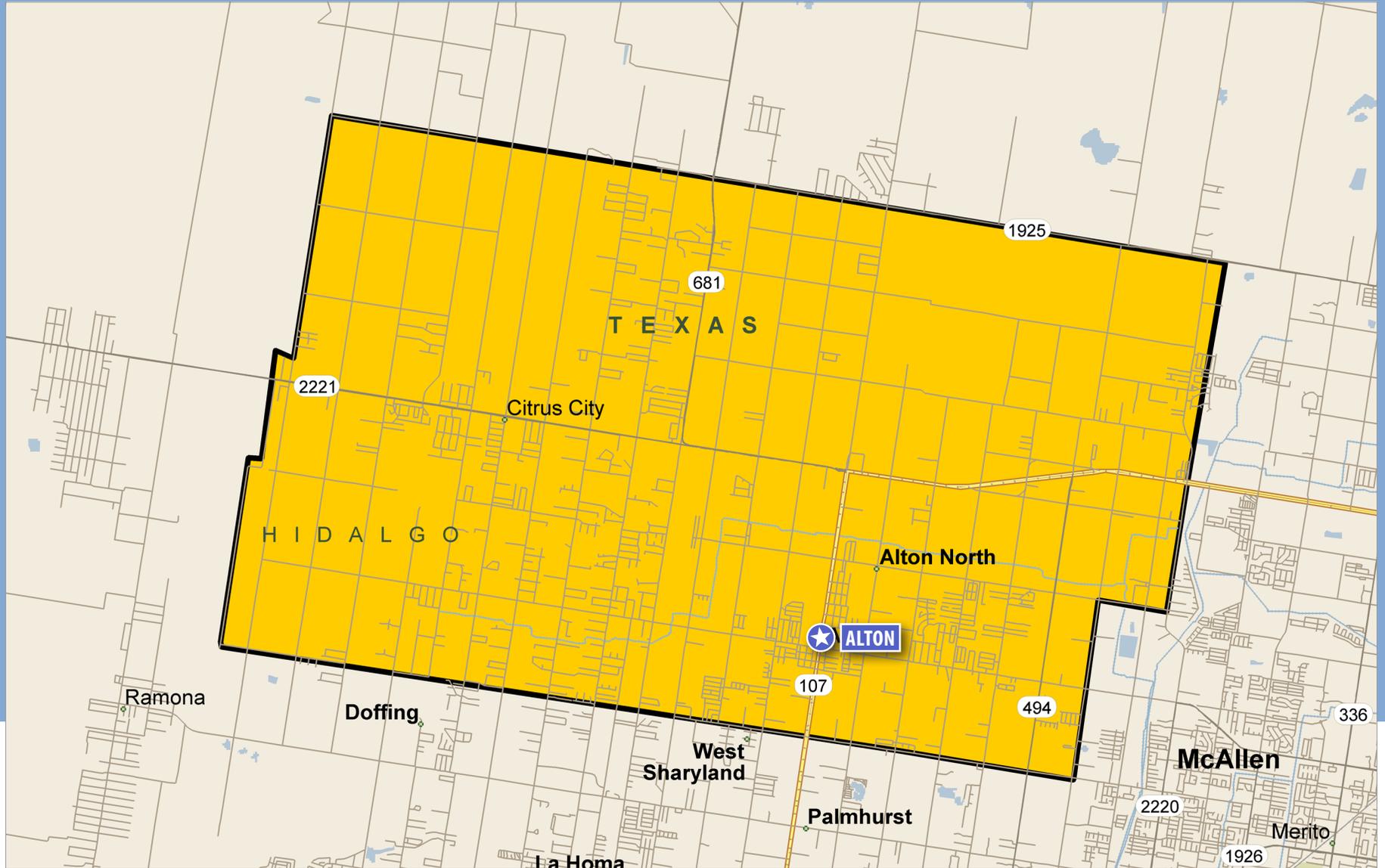


Prepared for  
City of Alton Development Corporation  
May 2014



# Retail Trade Area

## Alton, Texas



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## Retail Trade Area | Gap/Opportunity Analysis Summary

Alton, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
	<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>465,403,254</b>	<b>55,191,949</b>	<b>(410,211,305)</b>	<b>-88%</b>
441	Motor Vehicle and Parts Dealers	76,764,029	11,636,712	(65,127,317)	-85%
4411	Automotive Dealers	62,365,925	6,636,712	(55,729,213)	-89%
4412	Other Motor Vehicle Dealers	9,488,365	0	(9,488,365)	-100%
4413	Automotive Parts/Accsrs, Tire Stores	4,909,739	5,000,000	90,261	2%
442	Furniture and Home Furnishings Stores	7,053,134	0	(7,053,134)	-100%
4421	Furniture Stores	3,594,556	0	(3,594,556)	-100%
4422	Home Furnishing Stores	3,458,578	0	(3,458,578)	-100%
443	Electronics and Appliance Stores	7,646,372	0	(7,646,372)	-100%
44311	Appliances, TVs, Electronics Stores	5,698,461	0	(5,698,461)	-100%
443111	Household Appliances Stores	1,025,824	0	(1,025,824)	-100%
443112	Radio, Television, Electronics Stores	4,672,637	0	(4,672,637)	-100%
44312	Computer and Software Stores	1,821,954	0	(1,821,954)	-100%
44313	Camera and Photographic Equipment Stores	125,957	0	(125,957)	-100%
444	Building Material, Garden Equip Stores	40,938,529	202,222	(40,736,307)	-100%
4441	Building Material and Supply Dealers	34,103,859	0	(34,103,859)	-100%
44411	Home Centers	13,983,672	0	(13,983,672)	-100%
44412	Paint and Wallpaper Stores	500,807	0	(500,807)	-100%
44413	Hardware Stores	4,267,963	0	(4,267,963)	-100%
44419	Other Building Materials Dealers	15,351,417	0	(15,351,417)	-100%
4442	Lawn, Garden Equipment, Supplies Stores	6,834,669	202,222	(6,632,447)	-97%
44421	Outdoor Power Equipment Stores	2,070,227	0	(2,070,227)	-100%
44422	Nursery and Garden Centers	4,764,442	202,222	(4,562,220)	-96%

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SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	65,572,226	8,558,457	(57,013,769)	-87%
4451	Grocery Stores	46,541,388	7,918,883	(38,622,505)	-83%
44511	Supermarkets, Grocery (Ex Conv) Stores	43,690,734	7,272,865	(36,417,869)	-83%
44512	Convenience Stores	2,850,655	646,018	(2,204,637)	-77%
4452	Specialty Food Stores	5,897,335	124,674	(5,772,661)	-98%
4453	Beer, Wine and Liquor Stores	13,133,503	514,900	(12,618,603)	-96%
446	Health and Personal Care Stores	26,441,633	1,850,000	(24,591,633)	-93%
44611	Pharmacies and Drug Stores	21,001,020	1,500,000	(19,501,020)	-93%
44612	Cosmetics, Beauty Supplies, Perfume Stores	1,857,870	350,000	(1,507,870)	-81%
44613	Optical Goods Stores	1,161,054	0	(1,161,054)	-100%
44619	Other Health and Personal Care Stores	2,421,689	0	(2,421,689)	-100%
447	Gasoline Stations	47,448,879	22,876,468	(24,572,411)	-52%
44711	Gasoline Stations With Conv Stores	34,919,773	20,000,000	(14,919,773)	-43%
44719	Other Gasoline Stations	12,529,106	2,876,468	(9,652,638)	-77%
448	Clothing and Clothing Accessories Stores	22,938,226	500,000	(22,438,226)	-98%
4481	Clothing Stores	16,245,761	500,000	(15,745,761)	-97%
44811	Men's Clothing Stores	719,451	0	(719,451)	-100%
44812	Women's Clothing Stores	3,517,330	0	(3,517,330)	-100%
44813	Childrens, Infants Clothing Stores	1,473,213	0	(1,473,213)	-100%
44814	Family Clothing Stores	8,661,804	500,000	(8,161,804)	-94%
44815	Clothing Accessories Stores	621,521	0	(621,521)	-100%
44819	Other Clothing Stores	1,252,442	0	(1,252,442)	-100%
4482	Shoe Stores	2,851,824	0	(2,851,824)	-100%
4483	Jewelry, Luggage, Leather Goods Stores	3,840,641	0	(3,840,641)	-100%
44831	Jewelry Stores	2,835,379	0	(2,835,379)	-100%
44832	Luggage and Leather Goods Stores	1,005,262	0	(1,005,262)	-100%

## Retail Trade Area | Gap/Opportunity Analysis Summary

Alton, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	10,537,274	1,055,700	(9,481,574)	-90%
4511	Sportng Goods, Hobby, Musical Inst Stores	9,562,425	1,055,700	(8,506,725)	-89%
45111	Sporting Goods Stores	5,410,980	446,097	(4,964,883)	-92%
45112	Hobby, Toys and Games Stores	2,645,511	609,603	(2,035,908)	-77%
45113	Sew/Needlework/Piece Goods Stores	765,597	0	(765,597)	-100%
45114	Musical Instrument and Supplies Stores	740,336	0	(740,336)	-100%
4512	Book, Periodical and Music Stores	974,849	0	(974,849)	-100%
45121	Book Stores and News Dealers	815,539	0	(815,539)	-100%
451211	Book Stores	701,397	0	(701,397)	-100%
451212	News Dealers and Newsstands	114,142	0	(114,142)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	159,310	0	(159,310)	-100%
452	General Merchandise Stores	68,989,699	5,000,000	(63,989,699)	-93%
4521	Department Stores Excl Leased Depts	31,506,903	0	(31,506,903)	-100%
4529	Other General Merchandise Stores	37,482,797	5,000,000	(32,482,797)	-87%
453	Miscellaneous Store Retailers	11,713,317	642,223	(11,071,094)	-95%
4531	Florists	419,604	129,471	(290,133)	-69%
4532	Office Supplies, Stationery, Gift Stores	5,337,281	112,251	(5,225,030)	-98%
45321	Office Supplies and Stationery Stores	2,031,155	0	(2,031,155)	-100%
45322	Gift, Novelty and Souvenir Stores	3,306,126	112,251	(3,193,875)	-97%
4533	Used Merchandise Stores	1,071,187	226,025	(845,162)	-79%
4539	Other Miscellaneous Store Retailers	4,885,245	174,476	(4,710,769)	-96%
454	Non-Store Retailers	39,785,093	72,060	(39,713,033)	-100%
722	Foodservice and Drinking Places	39,574,843	2,798,107	(36,776,736)	-93%
7221	Full-Service Restaurants	17,372,204	1,935,158	(15,437,046)	-89%
7222	Limited-Service Eating Places	16,493,737	700,000	(15,793,737)	-96%
7223	Special Foodservices	4,412,824	0	(4,412,824)	-100%
7224	Drinking Places -Alcoholic Beverages	1,296,077	162,949	(1,133,128)	-87%

## 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

## Retail Trade Area | Demographics

### Alton, Texas

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

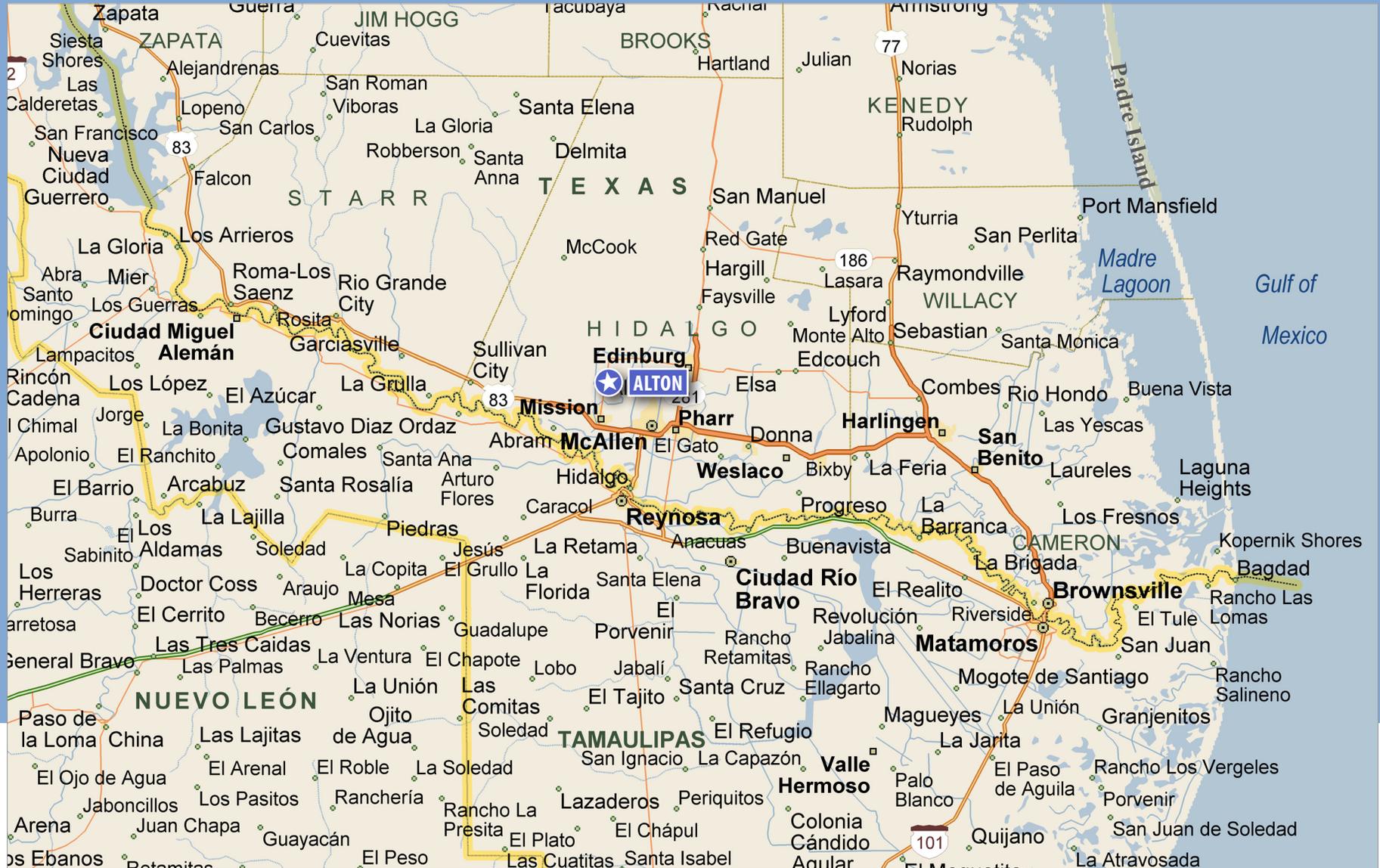
### Alton, Texas

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	

# Location Map

Alton, Texas



## Contact Information

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## 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

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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

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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

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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.

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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.