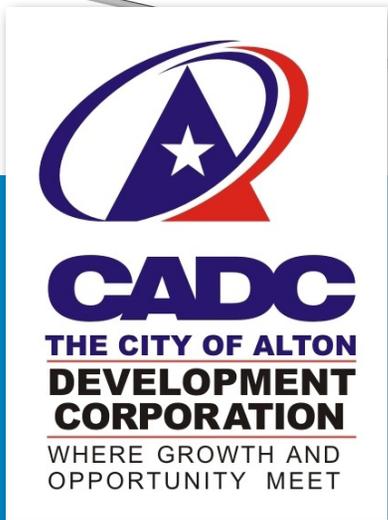




RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Alton, Texas

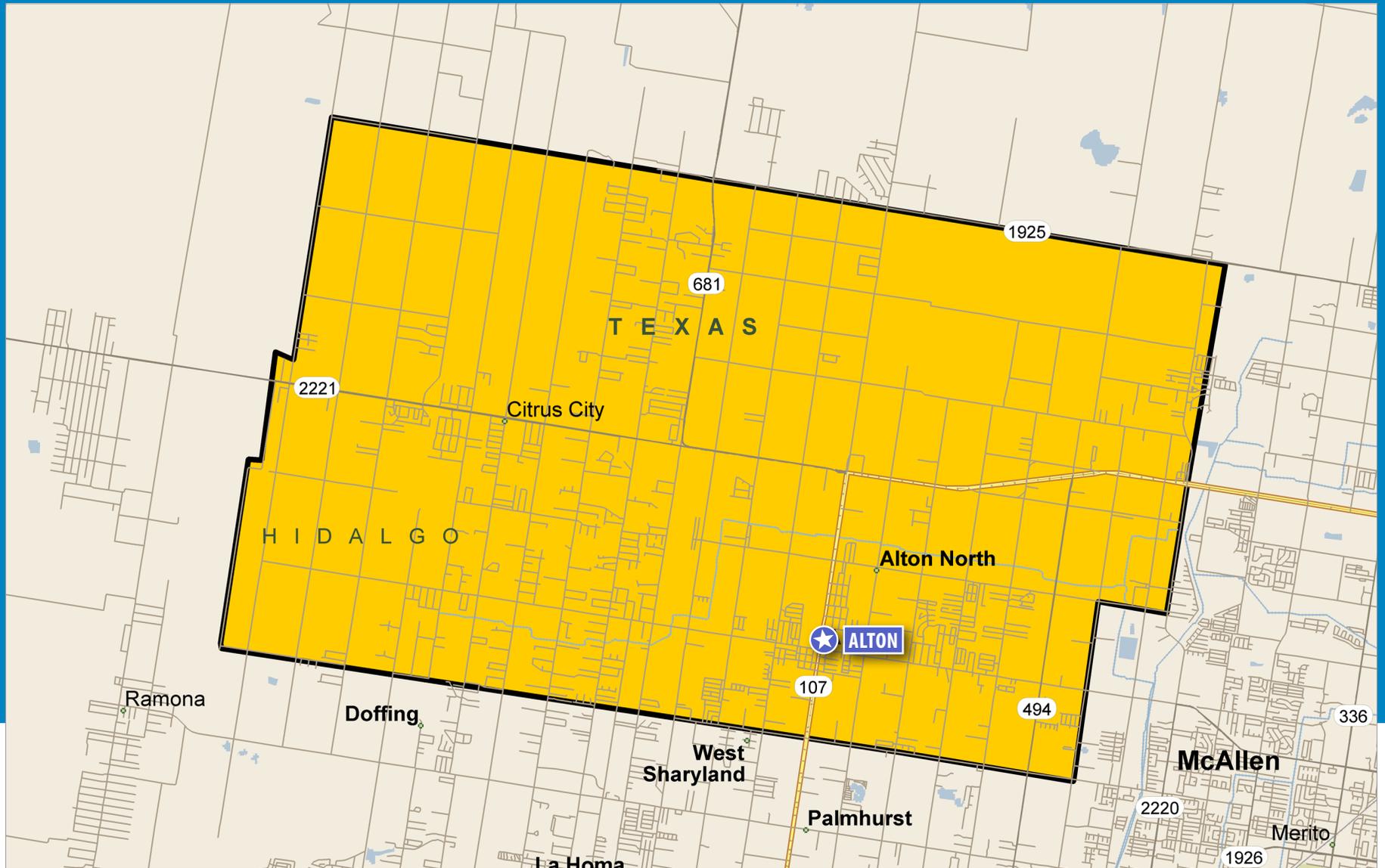


Prepared for
City of Alton Development Corporation
June 2015



Retail Trade Area

Alton, Texas



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Retail Trade Area | Demographics

Alton, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	57,362	
2015 Estimate	53,377	
2010 Census	49,217	
2000 Census	32,517	
Growth 2015-2020	7.47%	
Growth 2010-2015	8.45%	
Growth 2000-2010	51.36%	
2015 Est. Population by Single-Classification Race	53,377	
White Alone	50,833	95.23
Black or African American Alone	137	0.26
Amer. Indian and Alaska Native Alone	91	0.17
Asian Alone	57	0.11
Native Hawaiian and Other Pac. Isl. Alone	11	0.02
Some Other Race Alone	1,739	3.26
Two or More Races	510	0.96
2015 Est. Population by Hispanic or Latino Origin	53,377	
Not Hispanic or Latino	3,706	6.94
Hispanic or Latino:	49,671	93.06
Mexican	48,138	96.91
Puerto Rican	79	0.16
Cuban	21	0.04
All Other Hispanic or Latino	1,432	2.88

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	49,671	
White Alone	47,324	95.27
Black or African American Alone	52	0.10
American Indian and Alaska Native Alone	71	0.14
Asian Alone	16	0.03
Native Hawaiian and Other Pacific Islander Alone	11	0.02
Some Other Race Alone	1,730	3.48
Two or More Races	467	0.94
2015 Est. Pop by Race, Asian Alone, by Category	57	
Chinese, except Taiwanese	3	5.26
Filipino	29	50.88
Japanese	2	3.51
Asian Indian	1	1.75
Korean	6	10.53
Vietnamese	6	10.53
Cambodian	2	3.51
Hmong	0	0.00
Laotian	0	0.00
Thai	4	7.02
All Other Asian Races Including 2+ Category	4	7.02
2015 Est. Population by Ancestry	53,377	
Arab	79	0.15
Czech	0	0.00
Danish	0	0.00
Dutch	31	0.06
English	241	0.45
French (except Basque)	32	0.06
French Canadian	0	0.00
German	608	1.14
Greek	0	0.00

Retail Trade Area | Demographics

Alton, Texas

DESCRIPTION	DATA	%
Hungarian	1	0.00
Irish	91	0.17
Italian	29	0.05
Lithuanian	0	0.00
United States or American	237	0.44
Norwegian	15	0.03
Polish	53	0.10
Portuguese	5	0.01
Russian	3	0.01
Scottish	20	0.04
Scotch-Irish	0	0.00
Slovak	0	0.00
Subsaharan African	3	0.01
Swedish	0	0.00
Swiss	2	0.00
Ukrainian	0	0.00
Welsh	2	0.00
West Indian (except Hisp. groups)	0	0.00
Other ancestries	50,441	94.50
Ancestry Unclassified	1,486	2.78
2015 Est. Pop Age 5+ by Language Spoken at Home	48,395	
Speak Only English at Home	3,172	6.55
Speak Asian/Pac. Isl. Lang. at Home	78	0.16
Speak IndoEuropean Language at Home	32	0.07
Speak Spanish at Home	45,052	93.09
Speak Other Language at Home	61	0.13
2015 Est. Population by Sex	53,377	
Male	26,597	49.83
Female	26,780	50.17

DESCRIPTION	DATA	%
2015 Est. Population by Age	53,377	
Age 0 - 4	4,982	9.33
Age 5 - 9	5,855	10.97
Age 10 - 14	5,745	10.76
Age 15 - 17	3,240	6.07
Age 18 - 20	2,841	5.32
Age 21 - 24	3,553	6.66
Age 25 - 34	7,328	13.73
Age 35 - 44	7,174	13.44
Age 45 - 54	5,779	10.83
Age 55 - 64	3,672	6.88
Age 65 - 74	2,046	3.83
Age 75 - 84	898	1.68
Age 85 and over	264	0.49
Age 16 and over	35,728	66.94
Age 18 and over	33,554	62.86
Age 21 and over	30,713	57.54
Age 65 and over	3,208	6.01
2015 Est. Median Age	25.6	
2015 Est. Average Age	29.4	

Retail Trade Area | Demographics

Alton, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	26,597	
Age 0 - 4	2,536	9.53
Age 5 - 9	3,046	11.45
Age 10 - 14	2,945	11.07
Age 15 - 17	1,624	6.11
Age 18 - 20	1,450	5.45
Age 21 - 24	1,817	6.83
Age 25 - 34	3,634	13.66
Age 35 - 44	3,426	12.88
Age 45 - 54	2,793	10.50
Age 55 - 64	1,796	6.75
Age 65 - 74	1,004	3.77
Age 75 - 84	413	1.55
Age 85 and over	111	0.42
2015 Est. Median Age, Male	24.7	
2015 Est. Average Age, Male	28.8	
2015 Est. Female Population by Age	26,780	
Age 0 - 4	2,445	9.13
Age 5 - 9	2,809	10.49
Age 10 - 14	2,800	10.46
Age 15 - 17	1,616	6.03
Age 18 - 20	1,391	5.19
Age 21 - 24	1,735	6.48
Age 25 - 34	3,693	13.79
Age 35 - 44	3,748	14.00
Age 45 - 54	2,986	11.15
Age 55 - 64	1,876	7.01
Age 65 - 74	1,041	3.89
Age 75 - 84	485	1.81
Age 85 and over	153	0.57

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	26.6	
2015 Est. Average Age, Female	29.9	
2015 Est. Pop Age 15+ by Marital Status	36,795	
Total, Never Married	11,389	30.95
Males, Never Married	6,077	16.52
Females, Never Married	5,312	14.44
Married, Spouse present	18,538	50.38
Married, Spouse absent	3,591	9.76
Widowed	1,371	3.73
Males Widowed	346	0.94
Females Widowed	1,025	2.79
Divorced	1,905	5.18
Males Divorced	624	1.70
Females Divorced	1,281	3.48
2015 Est. Pop Age 25+ by Edu. Attainment	27,160	
Less than 9th grade	9,527	35.08
Some High School, no diploma	5,745	21.15
High School Graduate (or GED)	5,226	19.24
Some College, no degree	3,736	13.76
Associate Degree	1,200	4.42
Bachelor's Degree	1,217	4.48
Master's Degree	371	1.37
Professional School Degree	96	0.35
Doctorate Degree	41	0.15
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	24,876	
No High School Diploma	14,276	57.39
High School Graduate	4,726	19.00
Some College or Associate's Degree	4,444	17.86
Bachelor's Degree or Higher	1,430	5.75

Retail Trade Area | Demographics

Alton, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	13,434	
2015 Estimate	12,521	
2010 Census	11,628	
2000 Census	7,600	
Growth 2015-2020	7.29%	
Growth 2010-2015	7.68%	
Growth 2000-2010	53.00%	
2015 Est. Households by Household Type	12,521	
Family Households	11,374	90.84
Nonfamily Households	1,147	9.16
2015 Est. Group Quarters Population	0	
2015 HHs by Ethnicity, Hispanic/Latino	11,370	90.81
2015 Est. Households by HH Income	12,521	
Income < \$15,000	3,751	29.96
Income \$15,000 - \$24,999	2,848	22.75
Income \$25,000 - \$34,999	1,473	11.76
Income \$35,000 - \$49,999	1,566	12.51
Income \$50,000 - \$74,999	1,367	10.92
Income \$75,000 - \$99,999	673	5.37
Income \$100,000 - \$124,999	375	2.99
Income \$125,000 - \$149,999	181	1.45
Income \$150,000 - \$199,999	164	1.31
Income \$200,000 - \$249,999	50	0.40
Income \$250,000 - \$499,999	54	0.43
Income \$500,000+	20	0.16

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$37,889	
2015 Est. Median Household Income	\$23,812	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	23,896	
Black or African American Alone	42,785	
American Indian and Alaska Native Alone	18,879	
Asian Alone	94,732	
Native Hawaiian and Other Pacific Islander Alone	50,000	
Some Other Race Alone	19,118	
Two or More Races	26,362	
Hispanic or Latino	23,156	
Not Hispanic or Latino	33,361	
2015 Est. Family HH Type by Presence of Own Child.	11,374	
Married-Couple Family, own children	5,712	50.22
Married-Couple Family, no own children	2,789	24.52
Male Householder, own children	325	2.86
Male Householder, no own children	390	3.43
Female Householder, own children	1,389	12.21
Female Householder, no own children	770	6.77
2015 Est. Households by Household Size	12,521	
1-person	968	7.73
2-person	1,867	14.91
3-person	1,934	15.45
4-person	2,463	19.67
5-person	2,396	19.14
6-person	1,358	10.85
7-or-more-person	1,535	12.26

Retail Trade Area | Demographics

Alton, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	4.26	
2015 Est. Households by Presence of People Under 18	12,521	
Households with 1 or More People under Age 18:	8,491	67.81
Married-Couple Family	6,315	74.37
Other Family, Male Householder	453	5.34
Other Family, Female Householder	1,706	20.09
Nonfamily, Male Householder	13	0.15
Nonfamily, Female Householder	5	0.06
Households with No People under Age 18:	4,030	32.19
Married-Couple Family	2,184	54.19
Other Family, Male Householder	264	6.55
Other Family, Female Householder	454	11.27
Nonfamily, Male Householder	665	16.50
Nonfamily, Female Householder	462	11.46
2015 Est. Households by Number of Vehicles	12,521	
No Vehicles	822	6.56
1 Vehicle	4,516	36.07
2 Vehicles	4,646	37.11
3 Vehicles	1,773	14.16
4 Vehicles	611	4.88
5 or more Vehicles	153	1.22
2015 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	12,207	
2015 Estimate	11,374	
2010 Census	10,557	
2000 Census	7,006	
Growth 2015-2020	7.33%	
Growth 2010-2015	7.73%	
Growth 2000-2010	50.70%	
2015 Est. Families by Poverty Status	11,374	
2015 Families at or Above Poverty	6,147	54.04
2015 Families at or Above Poverty with Children	3,817	33.56
2015 Families Below Poverty	5,227	45.96
2015 Families Below Poverty with Children	4,387	38.57
2015 Est. Pop Age 16+ by Employment Status	35,728	
In Armed Forces	16	0.04
Civilian - Employed	18,476	51.71
Civilian - Unemployed	1,778	4.98
Not in Labor Force	15,458	43.27
2015 Est. Civ. Employed Pop 16+ by Class of Worker	18,722	
For-Profit Private Workers	12,148	64.89
Non-Profit Private Workers	591	3.16
Local Government Workers	787	4.20
State Government Workers	1,321	7.06
Federal Government Workers	164	0.88
Self-Employed Workers	3,671	19.61
Unpaid Family Workers	40	0.21

Retail Trade Area | Demographics

Alton, Texas

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	18,722	
Architect/Engineer	54	0.29
Arts/Entertainment/Sports	152	0.81
Building Grounds Maintenance	2,031	10.85
Business/Financial Operations	201	1.07
Community/Social Services	170	0.91
Computer/Mathematical	113	0.60
Construction/Extraction	2,381	12.72
Education/Training/Library	923	4.93
Farming/Fishing/Forestry	660	3.53
Food Prep/Serving	1,193	6.37
Health Practitioner/Technician	387	2.07
Healthcare Support	1,041	5.56
Maintenance Repair	845	4.51
Legal	72	0.38
Life/Physical/Social Science	24	0.13
Management	921	4.92
Office/Admin. Support	1,794	9.58
Production	748	4.00
Protective Services	265	1.42
Sales/Related	2,297	12.27
Personal Care/Service	845	4.51
Transportation/Moving	1,606	8.58
2015 Est. Pop 16+ by Occupation Classification	18,722	
Blue Collar	5,580	29.80
White Collar	7,106	37.96
Service and Farm	6,035	32.23

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	18,544	
Drove Alone	12,976	69.97
Car Pooled	2,414	13.02
Public Transportation	24	0.13
Walked	79	0.43
Bicycle	2	0.01
Other Means	1,848	9.97
Worked at Home	1,202	6.48
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	3,475	
15 - 29 Minutes	7,363	
30 - 44 Minutes	4,801	
45 - 59 Minutes	830	
60 or more Minutes	814	
2015 Est. Avg. Travel Time to Work in Minutes	27.19	
2015 Est. Occupied Housing Units by Tenure	12,521	
Owner Occupied	9,678	77.29
Renter Occupied	2,843	22.71
2015 Owner Occ. HUs: Avg. Length of Residence	13.1	
2015 Renter Occ. HUs: Avg. Length of Residence	6.8	

Retail Trade Area | Demographics

Alton, Texas

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	9,678	
Value Less than \$20,000	483	4.99
Value \$20,000 - \$39,999	2,177	22.49
Value \$40,000 - \$59,999	2,055	21.23
Value \$60,000 - \$79,999	1,397	14.43
Value \$80,000 - \$99,999	1,005	10.38
Value \$100,000 - \$149,999	1,186	12.25
Value \$150,000 - \$199,999	626	6.47
Value \$200,000 - \$299,999	422	4.36
Value \$300,000 - \$399,999	148	1.53
Value \$400,000 - \$499,999	38	0.39
Value \$500,000 - \$749,999	83	0.86
Value \$750,000 - \$999,999	34	0.35
Value \$1,000,000 or more	24	0.25
2015 Est. Median All Owner-Occupied Housing Value	\$61,776	
2015 Est. Housing Units by Units in Structure	13,456	
1 Unit Attached	77	0.57
1 Unit Detached	9,501	70.61
2 Units	158	1.17
3 or 4 Units	407	3.02
5 to 19 Units	273	2.03
20 to 49 Units	50	0.37
50 or More Units	60	0.45
Mobile Home or Trailer	2,842	21.12
Boat, RV, Van, etc.	90	0.67

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	13,456	
Housing Units Built 2010 or later	1,104	8.20
Housing Units Built 2000 to 2009	4,154	30.87
Housing Units Built 1990 to 1999	3,517	26.14
Housing Units Built 1980 to 1989	2,817	20.93
Housing Units Built 1970 to 1979	881	6.55
Housing Units Built 1960 to 1969	420	3.12
Housing Units Built 1950 to 1959	174	1.29
Housing Units Built 1940 to 1949	201	1.49
Housing Unit Built 1939 or Earlier	188	1.40
2015 Est. Median Year Structure Built**	1996	



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.