

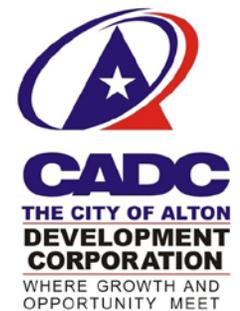


TheRetailCoach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Alton, Texas

Prepared for
City of Alton Development Corporation
October 2019



RETAIL TRADE AREA

Alton, Texas



CONTACT **STEVE PENA, CHIEF EXECUTIVE OFFICER**

City of Alton Development Corporation | 509 South Alton Boulevard | Alton, Texas 78573 | 956.432.0760
steve.pena@alton-tx.gov | www.alton-tx.gov

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Alton, Texas



DESCRIPTION	DATA	%
Population		
2024 Projection	62,652	
2019 Estimate	58,374	
2010 Census	50,991	
2000 Census	34,038	
Growth 2019 - 2024		7.33%
Growth 2010 - 2019		14.48%
Growth 2000 - 2010		49.81%
2019 Est. Population by Single-Classification Race	58,374	
White Alone	55,596	95.24%
Black or African American Alone	132	0.23%
Amer. Indian and Alaska Native Alone	96	0.17%
Asian Alone	60	0.10%
Native Hawaiian and Other Pacific Island Alone	13	0.02%
Some Other Race Alone	1,909	3.27%
Two or More Races	568	0.97%
2019 Est. Population by Hispanic or Latino Origin	58,374	
Not Hispanic or Latino	3,283	5.62%
Hispanic or Latino	55,092	94.38%
Mexican	53,368	96.87%
Puerto Rican	82	0.15%
Cuban	26	0.05%
All Other Hispanic or Latino	1,616	2.93%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	55,092	
White Alone	52,499	95.29%
Black or African American Alone	59	0.11%
American Indian and Alaska Native Alone	81	0.15%
Asian Alone	17	0.03%
Native Hawaiian and Other Pacific Islander Alone	13	0.02%
Some Other Race Alone	1,902	3.45%
Two or More Races	520	0.94%
2019 Est. Pop by Race, Asian Alone, by Category	60	
Chinese, except Taiwanese	19	31.67%
Filipino	21	35.00%
Japanese	2	3.33%
Asian Indian	2	3.33%
Korean	2	3.33%
Vietnamese	8	13.33%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	2	3.33%
All Other Asian Races Including 2+ Category	3	5.00%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Alton, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	58,374	
Arab	55	0.09%
Czech	5	0.01%
Danish	1	0.00%
Dutch	53	0.09%
English	203	0.35%
French (except Basque)	77	0.13%
French Canadian	0	0.00%
German	282	0.48%
Greek	0	0.00%
Hungarian	1	0.00%
Irish	139	0.24%
Italian	44	0.08%
Lithuanian	0	0.00%
United States or American	630	1.08%
Norwegian	19	0.03%
Polish	22	0.04%
Portuguese	2	0.00%
Russian	5	0.01%
Scottish	6	0.01%
Scotch-Irish	0	0.00%
Slovak	0	0.00%
Subsaharan African	19	0.03%
Swedish	3	0.01%
Swiss	2	0.00%
Ukrainian	2	0.00%
Welsh	4	0.01%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	54,389	93.17%
Ancestry Unclassified	2,413	4.13%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	3,767	7.21%
Speak Asian/Pacific Island Language at Home	103	0.20%
Speak IndoEuropean Language at Home	23	0.04%
Speak Spanish at Home	48,279	92.46%
Speak Other Language at Home	42	0.08%
2019 Est. Population by Age	58,374	
Age 0 - 4	6,159	10.55%
Age 5 - 9	5,908	10.12%
Age 10 - 14	5,904	10.11%
Age 15 - 17	3,404	5.83%
Age 18 - 20	2,979	5.10%
Age 21 - 24	3,724	6.38%
Age 25 - 34	8,215	14.07%
Age 35 - 44	7,083	12.13%
Age 45 - 54	6,614	11.33%
Age 55 - 64	4,369	7.49%
Age 65 - 74	2,545	4.36%
Age 75 - 84	1,138	1.95%
Age 85 and over	331	0.57%
Age 16 and over	39,285	67.30%
Age 18 and over	36,999	63.38%
Age 21 and over	34,020	58.28%
Age 65 and over	4,015	6.88%
2019 Est. Median Age		26.25
2019 Est. Average Age		29.96

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Alton, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Sex	58,374	
Male	29,042	49.75%
Female	29,332	50.25%
2019 Est. Male Population by Age	29,042	
Age 0 - 4	3,177	10.94%
Age 5 - 9	3,043	10.48%
Age 10 - 14	3,000	10.33%
Age 15 - 17	1,713	5.90%
Age 18 - 20	1,520	5.23%
Age 21 - 24	1,881	6.48%
Age 25 - 34	4,152	14.30%
Age 35 - 44	3,390	11.67%
Age 45 - 54	3,160	10.88%
Age 55 - 64	2,117	7.29%
Age 65 - 74	1,229	4.23%
Age 75 - 84	526	1.81%
Age 85 and over	135	0.47%
2019 Est. Median Age, Male		25.41
2019 Est. Average Age, Male		29.33

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	29,332	
Age 0 - 4	2,982	10.17%
Age 5 - 9	2,865	9.77%
Age 10 - 14	2,905	9.90%
Age 15 - 17	1,690	5.76%
Age 18 - 20	1,459	4.97%
Age 21 - 24	1,843	6.28%
Age 25 - 34	4,063	13.85%
Age 35 - 44	3,693	12.59%
Age 45 - 54	3,455	11.78%
Age 55 - 64	2,252	7.68%
Age 65 - 74	1,316	4.49%
Age 75 - 84	612	2.09%
Age 85 and over	196	0.67%
2019 Est. Median Age, Female		27.14
2019 Est. Average Age, Female		30.58
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	15,016	37.17%
Males, Never Married	8,104	20.06%
Females, Never Married	6,912	17.11%
Married, Spouse present	17,549	43.44%
Married, Spouse absent	3,501	8.67%
Widowed	1,507	3.73%
Males Widowed	365	0.90%
Females Widowed	1,142	2.83%
Divorced	2,830	7.01%
Males Divorced	1,163	2.88%
Females Divorced	1,667	4.13%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Alton, Texas



DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	9,454	31.2%
Some High School, no diploma	5,699	18.8%
High School Graduate (or GED)	6,661	22.0%
Some College, no degree	4,575	15.1%
Associate Degree	1,130	3.7%
Bachelor's Degree	2,121	7.0%
Master's Degree	409	1.4%
Professional School Degree	210	0.7%
Doctorate Degree	37	0.1%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	14,862	52.71%
High School Graduate	6,313	22.39%
Some College or Associate's Degree	4,718	16.73%
Bachelor's Degree or Higher	2,302	8.17%
Households		
2024 Projection	14,986	
2019 Estimate	13,926	
2010 Census	12,045	
2000 Census	7,947	
Growth 2019 - 2024		7.61%
Growth 2010 - 2019		15.62%
Growth 2000 - 2010		51.57%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	13,926	
Family Households	12,654	90.87%
Nonfamily Households	1,273	9.14%
2019 Est. Group Quarters Population	0	
2019 Households by Ethnicity, Hispanic/Latino	12,871	
2019 Est. Households by Household Income	13,926	
Income < \$15,000	3,459	24.84%
Income \$15,000 - \$24,999	2,732	19.62%
Income \$25,000 - \$34,999	1,920	13.79%
Income \$35,000 - \$49,999	1,521	10.92%
Income \$50,000 - \$74,999	1,987	14.27%
Income \$75,000 - \$99,999	956	6.87%
Income \$100,000 - \$124,999	511	3.67%
Income \$125,000 - \$149,999	343	2.46%
Income \$150,000 - \$199,999	297	2.13%
Income \$200,000 - \$249,999	99	0.71%
Income \$250,000 - \$499,999	82	0.59%
Income \$500,000+	18	0.13%
2019 Est. Average Household Income		\$45,038
2019 Est. Median Household Income		\$28,556

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Alton, Texas

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$28,375
Black or African American Alone		\$58,877
American Indian and Alaska Native Alone		\$50,000
Asian Alone		\$85,000
Native Hawaiian and Other Pacific Islander Alone		\$42,926
Some Other Race Alone		\$24,782
Two or More Races		\$50,000
Hispanic or Latino		\$27,801
Not Hispanic or Latino		\$36,325
2019 Est. Family HH Type by Presence of Own Child.	12,654	
Married-Couple Family, own children	6,360	50.26%
Married-Couple Family, no own children	3,082	24.36%
Male Householder, own children	365	2.89%
Male Householder, no own children	432	3.41%
Female Householder, own children	1,562	12.34%
Female Householder, no own children	852	6.73%
2019 Est. Households by Household Size	13,926	
1-person	1,094	7.86%
2-person	2,105	15.12%
3-person	2,193	15.75%
4-person	2,782	19.98%
5-person	2,667	19.15%
6-person	1,484	10.66%
7-or-more-person	1,602	11.50%
2019 Est. Average Household Size		4.19

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	13,926	
Households with 1 or More People under Age 18:	9,470	68.00%
Married-Couple Family	7,028	74.21%
Other Family, Male Householder	509	5.38%
Other Family, Female Householder	1,913	20.20%
Nonfamily, Male Householder	14	0.15%
Nonfamily, Female Householder	6	0.06%
Households with No People under Age 18:	4,457	32.01%
Married-Couple Family	2,412	54.12%
Other Family, Male Householder	292	6.55%
Other Family, Female Householder	501	11.24%
Nonfamily, Male Householder	741	16.63%
Nonfamily, Female Householder	511	11.47%
2019 Est. Households by Number of Vehicles	13,926	
No Vehicles	704	5.06%
1 Vehicle	5,098	36.61%
2 Vehicles	5,140	36.91%
3 Vehicles	1,837	13.19%
4 Vehicles	846	6.08%
5 or more Vehicles	302	2.17%
2019 Est. Average Number of Vehicles		1.87

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Alton, Texas



DESCRIPTION	DATA	%
Family Households		
2024 Projection	13,620	
2019 Estimate	12,654	
2010 Census	10,936	
2000 Census	7,329	
Growth 2019 - 2024		7.63%
Growth 2010 - 2019		15.71%
Growth 2000 - 2010		49.22%
2019 Est. Families by Poverty Status	12,654	
2019 Families at or Above Poverty	7,247	57.27%
2019 Families at or Above Poverty with Children	4,079	32.24%
2019 Families Below Poverty	5,407	42.73%
2019 Families Below Poverty with Children	4,699	37.13%
2019 Est. Pop 16+ by Employment Status	39,284	
Civilian Labor Force, Employed	19,561	49.79%
Civilian Labor Force, Unemployed	2,596	6.61%
Armed Forces	7	0.02%
Not in Labor Force	17,120	43.58%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	19,687	
For-Profit Private Workers	13,185	66.97%
Non-Profit Private Workers	511	2.60%
Local Government Workers	147	0.75%
State Government Workers	1,371	6.96%
Federal Government Workers	712	3.62%
Self-Employed Workers	3,743	19.01%
Unpaid Family Workers	18	0.09%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	19,687	
Architect/Engineer	58	0.30%
Arts/Entertainment/Sports	166	0.84%
Building Grounds Maintenance	1,871	9.50%
Business/Financial Operations	333	1.69%
Community/Social Services	221	1.12%
Computer/Mathematical	34	0.17%
Construction/Extraction	2,887	14.67%
Education/Training/Library	1,080	5.49%
Farming/Fishing/Forestry	493	2.50%
Food Prep/Serving	1,185	6.02%
Health Practitioner/Technician	446	2.27%
Healthcare Support	1,033	5.25%
Maintenance Repair	989	5.02%
Legal	99	0.50%
Life/Physical/Social Science	60	0.31%
Management	1,114	5.66%
Office/Admin. Support	1,953	9.92%
Production	826	4.20%
Protective Services	176	0.89%
Sales/Related	2,412	12.25%
Personal Care/Service	1,131	5.75%
Transportation/Moving	1,121	5.69%
2019 Est. Pop 16+ by Occupation Classification	19,687	
White Collar	7,976	40.51%
Blue Collar	5,823	29.58%
Service and Farm	5,889	29.91%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Alton, Texas



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	19,384	
Drove Alone	15,500	79.96%
Car Pooled	1,689	8.71%
Public Transportation	56	0.29%
Walked	66	0.34%
Bicycle	5	0.03%
Other Means	1,000	5.16%
Worked at Home	1,069	5.52%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,309	
15 - 29 Minutes	10,177	
30 - 44 Minutes	3,759	
45 - 59 Minutes	489	
60 or more Minutes	734	
2019 Est. Avg Travel Time to Work in Minutes		25.15
2019 Est. Occupied Housing Units by Tenure	13,926	
Owner Occupied	10,786	77.45%
Renter Occupied	3,141	22.56%
2019 Owner Occ. HUs: Avg. Length of Residence		13.85
2019 Renter Occ. HUs: Avg. Length of Residence		6.14

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	13,926	
Value Less than \$20,000	308	2.86%
Value \$20,000 - \$39,999	1,187	11.01%
Value \$40,000 - \$59,999	2,108	19.54%
Value \$60,000 - \$79,999	1,642	15.22%
Value \$80,000 - \$99,999	1,567	14.53%
Value \$100,000 - \$149,999	1,468	13.61%
Value \$150,000 - \$199,999	945	8.76%
Value \$200,000 - \$299,999	678	6.29%
Value \$300,000 - \$399,999	348	3.23%
Value \$400,000 - \$499,999	229	2.12%
Value \$500,000 - \$749,999	166	1.54%
Value \$750,000 - \$999,999	106	0.98%
Value \$1,000,000 or \$1,499,999	29	0.27%
Value \$1,500,000 or \$1,999,999	1	0.01%
Value \$2,000,000+	3	0.03%
2019 Est. Median All Owner-Occupied Housing Value		\$81,771
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	10,613	71.13%
1 Unit Detached	101	0.68%
2 Units	233	1.56%
3 or 4 Units	701	4.70%
5 to 19 Units	388	2.60%
20 to 49 Units	57	0.38%
50 or More Units	44	0.30%
Mobile Home or Trailer	2,772	18.58%
Boat, RV, Van, etc.	11	0.07%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Alton, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,485	9.95%
Housing Units Built 2010 to 2014	1,057	7.09%
Housing Units Built 2000 to 2009	4,269	28.61%
Housing Units Built 1990 to 1999	3,464	23.22%
Housing Units Built 1980 to 1989	2,901	19.44%
Housing Units Built 1970 to 1979	967	6.48%
Housing Units Built 1960 to 1969	324	2.17%
Housing Units Built 1950 to 1959	219	1.47%
Housing Units Built 1940 to 1949	110	0.74%
Housing Unit Built 1939 or Earlier	125	0.84%
2019 Est. Median Year Structure Built		1998

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 Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

 TheRetailCoach®



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

Retail360®

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 Retail360® 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.”



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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, 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.