



The**Retail**Coach.®

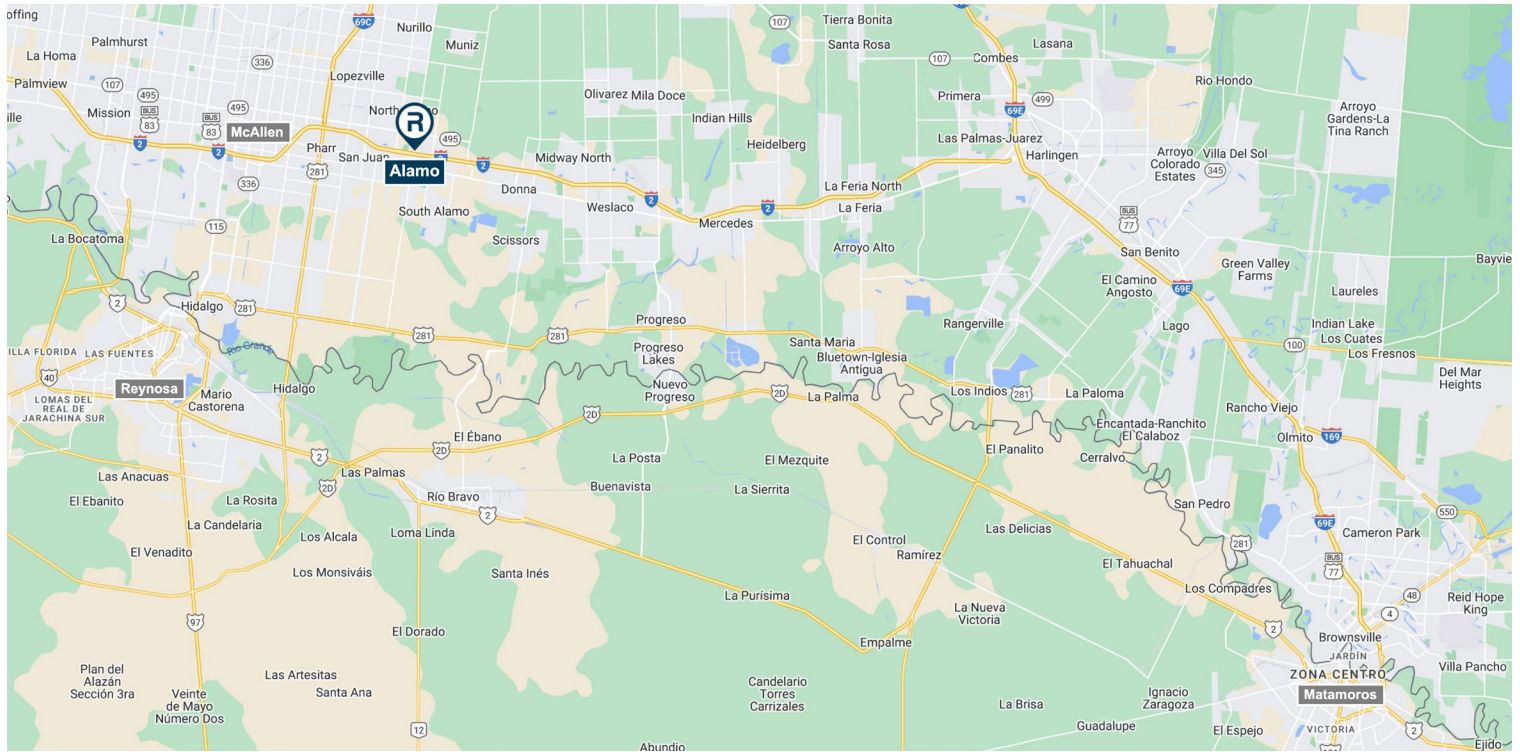
Community Demographic Profile

ALAMO, TEXAS

Prepared for Alamo Economic Development Corporation
July 2022

Community • Demographic Snapshot

Alamo, Texas



Population

2010	18,353
2022	21,705
2027	22,694

Age

0 - 9 Years	18.01%
10 - 17 Years	13.20%
18 - 24 Years	10.15%
25 - 34 Years	13.12%
35 - 44 Years	11.14%
45 - 54 Years	10.28%
55 - 64 Years	7.99%
65 and Older	16.10%
Median Age	31.42
Average Age	35.40

Educational Attainment (%)

Graduate or Professional Degree	2.50%
Bachelors Degree	9.37%
Associate Degree	5.22%
Some College	16.19%
High School Graduate (GED)	29.34%
Some High School, No Degree	16.39%
Less than 9th Grade	20.99%

Race Distribution (%)

White	85.80%
Black/African American	0.50%
American Indian/Alaskan	0.27%
Asian	0.15%
Native Hawaiian/Islander	0.01%
Other Race	12.06%
Two or More Races	1.21%
Hispanic	91.01%

Income

Average HH	\$62,898
Median HH	\$47,935
Per Capita	\$18,951



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DESCRIPTION	DATA	%
Population		
2027 Projection	22,694	
2022 Estimate	21,705	
2010 Census	18,353	
2000 Census	15,832	
Growth 2022 - 2027		4.56%
Growth 2010 - 2022		18.26%
Growth 2000 - 2010		15.92%
2022 Est. Population by Single-Classification Race	21,705	
White Alone	18,622	85.80%
Black or African American Alone	109	0.50%
Amer. Indian and Alaska Native Alone	59	0.27%
Asian Alone	33	0.15%
Native Hawaiian and Other Pacific Island Alone	1	0.01%
Some Other Race Alone	2,618	12.06%
Two or More Races	263	1.21%
2022 Est. Population by Hispanic or Latino Origin	21,705	
Not Hispanic or Latino	1,952	8.99%
Hispanic or Latino	19,753	91.01%
Mexican	18,274	92.51%
Puerto Rican	32	0.16%
Cuban	10	0.05%
All Other Hispanic or Latino	1,437	7.28%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	19,753	
White Alone	16,798	85.04%
Black or African American Alone	62	0.31%
American Indian and Alaska Native Alone	51	0.26%
Asian Alone	13	0.07%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	2,612	13.22%
Two or More Races	216	1.09%
2022 Est. Pop by Race, Asian Alone, by Category	33	
Chinese, except Taiwanese	0	0.00%
Filipino	10	30.30%
Japanese	1	3.03%
Asian Indian	4	12.12%
Korean	0	0.00%
Vietnamese	5	15.15%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	13	39.39%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	21,705	
Arab	0	0.00%
Czech	9	0.04%
Danish	7	0.03%
Dutch	38	0.18%
English	287	1.32%
French (except Basque)	131	0.60%
French Canadian	22	0.10%
German	764	3.52%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	177	0.82%
Italian	12	0.06%
Lithuanian	9	0.04%
United States or American	414	1.91%
Norwegian	67	0.31%
Polish	14	0.07%
Portuguese	0	0.00%
Russian	25	0.12%
Scottish	287	1.32%
Scotch-Irish	53	0.24%
Slovak	0	0.00%
Subsaharan African	31	0.14%
Swedish	102	0.47%
Swiss	13	0.06%
Ukrainian	0	0.00%
Welsh	8	0.04%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	17,625	81.20%
Ancestry Unclassified	1,610	7.42%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	3,723	18.80%
Speak Asian/Pacific Island Language at Home	1	0.01%
Speak IndoEuropean Language at Home	40	0.20%
Speak Spanish at Home	16,037	80.97%
Speak Other Language at Home	6	0.03%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	21,705	
Age 0 - 4	1,898	8.74%
Age 5 - 9	2,012	9.27%
Age 10 - 14	1,785	8.22%
Age 15 - 17	1,081	4.98%
Age 18 - 20	965	4.45%
Age 21 - 24	1,237	5.70%
Age 25 - 34	2,848	13.12%
Age 35 - 44	2,418	11.14%
Age 45 - 54	2,232	10.28%
Age 55 - 64	1,735	7.99%
Age 65 - 74	1,797	8.28%
Age 75 - 84	1,270	5.85%
Age 85 and over	427	1.97%
Age 16 and over	15,654	72.12%
Age 18 and over	14,929	68.78%
Age 21 and over	13,964	64.33%
Age 65 and over	3,494	16.10%
2022 Est. Median Age		31.42
2022 Est. Average Age		35.40
2022 Est. Population by Sex	21,705	
Male	10,576	48.73%
Female	11,129	51.27%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	10,576	
Age 0 - 4	922	8.72%
Age 5 - 9	1,034	9.78%
Age 10 - 14	895	8.46%
Age 15 - 17	541	5.12%
Age 18 - 20	487	4.61%
Age 21 - 24	622	5.88%
Age 25 - 34	1,419	13.42%
Age 35 - 44	1,213	11.47%
Age 45 - 54	1,074	10.16%
Age 55 - 64	810	7.66%
Age 65 - 74	787	7.44%
Age 75 - 84	591	5.59%
Age 85 and over	181	1.71%
2022 Est. Median Age, Male		30.37
2022 Est. Average Age, Male		34.50
2022 Est. Female Population by Age	11,129	
Age 0 - 4	976	8.77%
Age 5 - 9	978	8.79%
Age 10 - 14	890	8.00%
Age 15 - 17	540	4.85%
Age 18 - 20	478	4.29%
Age 21 - 24	615	5.53%
Age 25 - 34	1,429	12.84%
Age 35 - 44	1,205	10.83%
Age 45 - 54	1,158	10.41%
Age 55 - 64	925	8.31%
Age 65 - 74	1,010	9.08%
Age 75 - 84	679	6.10%
Age 85 and over	246	2.21%
2022 Est. Median Age, Female		32.48
2022 Est. Average Age, Female		36.30

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,214	32.57%
Males, Never Married	2,712	16.94%
Females, Never Married	2,502	15.63%
Married, Spouse present	7,831	48.91%
Married, Spouse absent	994	6.21%
Widowed	1,032	6.45%
Males Widowed	209	1.30%
Females Widowed	823	5.14%
Divorced	939	5.87%
Males Divorced	370	2.31%
Females Divorced	569	3.55%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,671	20.99%
Some High School, no diploma	2,086	16.39%
High School Graduate (or GED)	3,734	29.34%
Some College, no degree	2,061	16.19%
Associate Degree	665	5.22%
Bachelor's Degree	1,192	9.37%
Master's Degree	291	2.29%
Professional School Degree	14	0.11%
Doctorate Degree	13	0.10%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	4,863	44.63%
High School Graduate	2,962	27.18%
Some College or Associate's Degree	2,085	19.14%
Bachelor's Degree or Higher	986	9.05%
Households		
2027 Projection	6,876	
2022 Estimate	6,538	
2010 Census	5,396	
2000 Census	4,647	
Growth 2022 - 2027		5.17%
Growth 2010 - 2022		21.16%
Growth 2000 - 2010		16.12%
2022 Est. Households by Household Type	6,538	
Family Households	5,385	82.36%
Nonfamily Households	1,153	17.64%
2022 Est. Group Quarters Population	6	
2022 Households by Ethnicity, Hispanic/Latino	5,385	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	6,538	
Income < \$15,000	1,131	17.30%
Income \$15,000 - \$24,999	925	14.15%
Income \$25,000 - \$34,999	602	9.21%
Income \$35,000 - \$49,999	703	10.75%
Income \$50,000 - \$74,999	1,127	17.24%
Income \$75,000 - \$99,999	757	11.58%
Income \$100,000 - \$124,999	527	8.06%
Income \$125,000 - \$149,999	312	4.77%
Income \$150,000 - \$199,999	280	4.28%
Income \$200,000 - \$249,999	108	1.65%
Income \$250,000 - \$499,999	55	0.84%
Income \$500,000+	11	0.17%
2022 Est. Average Household Income		\$62,898
2022 Est. Median Household Income		\$47,935
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$50,854
Black or African American Alone		\$38,515
American Indian and Alaska Native Alone		\$35,000
Asian Alone		\$30,294
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$22,373
Two or More Races		\$74,451
Hispanic or Latino		\$48,407
Not Hispanic or Latino		\$46,623
2022 Est. Family HH Type by Presence of Own Child.	5,385	
Married-Couple Family, own children	1,877	34.86%
Married-Couple Family, no own children	2,027	37.64%
Male Householder, own children	112	2.08%
Male Householder, no own children	171	3.18%
Female Householder, own children	677	12.57%
Female Householder, no own children	521	9.68%
2022 Est. Households by Household Size	6,538	
1-person	1,064	16.27%
2-person	1,836	28.08%
3-person	972	14.87%
4-person	1,004	15.36%
5-person	774	11.84%
6-person	460	7.04%
7-or-more-person	428	6.55%
2022 Est. Average Household Size		3.32

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	6,538	
Households with 1 or More People under Age 18:	3,184	48.70%
Married-Couple Family	2,143	67.31%
Other Family, Male Householder	161	5.06%
Other Family, Female Householder	872	27.39%
Nonfamily, Male Householder	7	0.22%
Nonfamily, Female Householder	1	0.03%
Households with No People under Age 18:	3,354	
Married-Couple Family	1,761	52.51%
Other Family, Male Householder	124	3.70%
Other Family, Female Householder	327	9.75%
Nonfamily, Male Householder	525	15.65%
Nonfamily, Female Householder	617	18.40%
2022 Est. Households by Number of Vehicles	6,538	
No Vehicles	388	5.93%
1 Vehicle	2,650	40.53%
2 Vehicles	2,064	31.57%
3 Vehicles	988	15.11%
4 Vehicles	369	5.64%
5 or more Vehicles	79	1.21%
2022 Est. Average Number of Vehicles		1.8
Family Households		
2027 Projection	5,672	
2022 Estimate	5,385	
2010 Census	4,421	
2000 Census	3,907	
Growth 2022 - 2027		5.33%
Growth 2010 - 2022		21.80%
Growth 2000 - 2010		13.16%
2022 Est. Families by Poverty Status	5,385	
2022 Families at or Above Poverty	4,058	75.36%
2022 Families at or Above Poverty with Children	2,331	43.29%
2022 Families Below Poverty	1,327	24.64%
2022 Families Below Poverty with Children	976	18.12%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	7,720	49.32%
Civilian Labor Force, Unemployed	473	3.02%
Armed Forces	1	0.01%
Not in Labor Force	7,460	47.66%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	7,537	
For-Profit Private Workers	4,906	65.09%
Non-Profit Private Workers	173	2.29%
Local Government Workers	148	1.96%
State Government Workers	616	8.17%
Federal Government Workers	543	7.20%
Self-Employed Workers	1,151	15.27%
Unpaid Family Workers	0	0.00%
2022 Est. Civ. Employed Pop 16+ by Occupation	7,537	
Architect/Engineer	42	0.56%
Arts/Entertainment/Sports	52	0.69%
Building Grounds Maintenance	508	6.74%
Business/Financial Operations	282	3.74%
Community/Social Services	101	1.34%
Computer/Mathematical	21	0.28%
Construction/Extraction	744	9.87%
Education/Training/Library	610	8.09%
Farming/Fishing/Forestry	86	1.14%
Food Prep/Serving	434	5.76%
Health Practitioner/Technician	367	4.87%
Healthcare Support	517	6.86%
Maintenance Repair	345	4.58%
Legal	41	0.54%
Life/Physical/Social Science	52	0.69%
Management	382	5.07%
Office/Admin. Support	689	9.14%
Production	273	3.62%
Protective Services	120	1.59%
Sales/Related	1,147	15.22%
Personal Care/Service	188	2.49%
Transportation/Moving	536	7.11%
2022 Est. Pop 16+ by Occupation Classification	7,537	
White Collar	3,786	50.23%
Blue Collar	1,898	25.18%
Service and Farm	1,853	24.58%
2022 Est. Workers Age 16+ by Transp. to Work	7,467	
Drove Alone	5,979	80.07%
Car Pooled	399	5.34%
Public Transportation	38	0.51%
Walked	74	0.99%
Bicycle	2	0.03%
Other Means	420	5.62%
Worked at Home	555	7.43%

Community • Demographic Profile

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,009	
15 - 29 Minutes	3,365	
30 - 44 Minutes	1,141	
45 - 59 Minutes	211	
60 or more Minutes	196	
2022 Est. Avg Travel Time to Work in Minutes		23
2022 Est. Occupied Housing Units by Tenure	6,538	
Owner Occupied	4,861	74.35%
Renter Occupied	1,677	25.65%
2022 Owner Occ. HUs: Avg. Length of Residence		15.20 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		6.30 [†]
2022 Est. Owner-Occupied Housing Units by Value	6,538	
Value Less than \$20,000	296	6.09%
Value \$20,000 - \$39,999	470	9.67%
Value \$40,000 - \$59,999	665	13.68%
Value \$60,000 - \$79,999	498	10.25%
Value \$80,000 - \$99,999	633	13.02%
Value \$100,000 - \$149,999	1,262	25.96%
Value \$150,000 - \$199,999	617	12.69%
Value \$200,000 - \$299,999	266	5.47%
Value \$300,000 - \$399,999	109	2.24%
Value \$400,000 - \$499,999	40	0.82%
Value \$500,000 - \$749,999	4	0.08%
Value \$750,000 - \$999,999	1	0.02%
Value \$1,000,000 or \$1,499,999	0	0.00%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2022 Est. Median All Owner-Occupied Housing Value		\$95,825
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	4,478	53.20%
1 Unit Attached	39	0.46%
2 Units	71	0.84%
3 or 4 Units	146	1.74%
5 to 19 Units	341	4.05%
20 to 49 Units	55	0.65%
50 or More Units	35	0.42%
Mobile Home or Trailer	3,169	37.65%
Boat, RV, Van, etc.	83	0.99%

[†] Years

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	836	9.93%
Housing Units Built 2010 to 2014	272	3.23%
Housing Units Built 2000 to 2009	2,570	30.53%
Housing Units Built 1990 to 1999	1,722	20.46%
Housing Units Built 1980 to 1989	1,665	19.78%
Housing Units Built 1970 to 1979	542	6.44%
Housing Units Built 1960 to 1969	379	4.50%
Housing Units Built 1950 to 1959	143	1.70%
Housing Units Built 1940 to 1949	98	1.16%
Housing Unit Built 1939 or Earlier	190	2.26%
2022 Est. Median Year Structure Built		1997

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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**RetailCoach**.®

ACKNOWLEDGMENTS

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, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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