



The**Retail**Coach.®

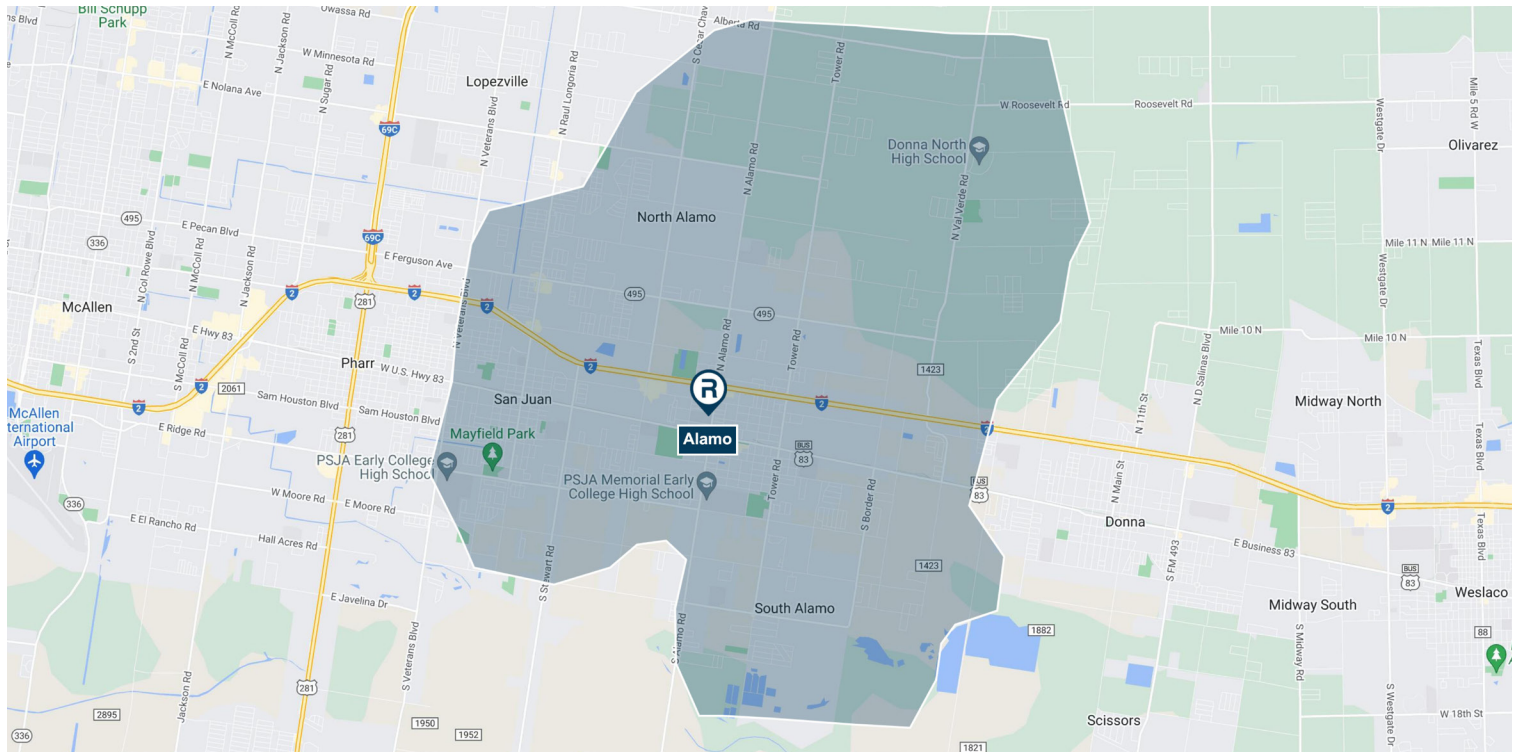
Primary Retail Trade Area Demographic Profile

ALAMO, TEXAS

Prepared for Alamo Economic Development Corporation
July 2022

Primary Retail Trade Area • Demographic Snapshot

Alamo, Texas



Population

2010	72,328	0 - 9 Years	18.64%
2022	83,210	10 - 17 Years	14.30%
2027	87,500	18 - 24 Years	10.76%

Educational Attainment (%)

Graduate or Professional Degree	2.55%	25 - 34 Years	13.69%
Bachelors Degree	9.37%	35 - 44 Years	11.91%
Associate Degree	3.91%	45 - 54 Years	10.72%
Some College	18.58%	55 - 64 Years	8.09%
High School Graduate (GED)	26.93%	65 and Older	11.87%
Some High School, No Degree	16.52%	Median Age	29.43
Less than 9th Grade	22.14%	Average Age	33.26

Income

Average HH	\$61,934
Median HH	\$45,386
Per Capita	\$16,729

Race Distribution (%)

White	88.59%
Black/African American	0.32%
American Indian/Alaskan	0.18%
Asian	0.16%
Native Hawaiian/Islander	0.01%
Other Race	9.64%
Two or More Races	1.10%
Hispanic	95.34%



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Primary Retail Trade Area • Demographic Profile

Alamo, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	87,500	
2022 Estimate	83,210	
2010 Census	72,328	
2000 Census	54,352	
Growth 2022 - 2027		5.16%
Growth 2010 - 2022		15.05%
Growth 2000 - 2010		33.07%
2022 Est. Population by Single-Classification Race	83,210	
White Alone	73,719	88.59%
Black or African American Alone	266	0.32%
Amer. Indian and Alaska Native Alone	151	0.18%
Asian Alone	133	0.16%
Native Hawaiian and Other Pacific Island Alone	4	0.01%
Some Other Race Alone	8,020	9.64%
Two or More Races	917	1.10%
2022 Est. Population by Hispanic or Latino Origin	83,210	
Not Hispanic or Latino	3,877	4.66%
Hispanic or Latino	79,334	95.34%
Mexican	75,353	94.98%
Puerto Rican	102	0.13%
Cuban	59	0.07%
All Other Hispanic or Latino	3,820	4.82%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	79,334	
White Alone	70,165	88.44%
Black or African American Alone	162	0.20%
American Indian and Alaska Native Alone	131	0.17%
Asian Alone	33	0.04%
Native Hawaiian and Other Pacific Islander Alone	4	0.01%
Some Other Race Alone	8,002	10.09%
Two or More Races	837	1.05%
2022 Est. Pop by Race, Asian Alone, by Category	133	
Chinese, except Taiwanese	3	2.26%
Filipino	46	34.59%
Japanese	7	5.26%
Asian Indian	23	17.29%
Korean	3	2.26%
Vietnamese	30	22.56%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	21	15.79%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	83,210	
Arab	5	0.01%
Czech	10	0.01%
Danish	7	0.01%
Dutch	167	0.20%
English	627	0.75%
French (except Basque)	297	0.36%
French Canadian	25	0.03%
German	1,603	1.93%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	345	0.42%
Italian	32	0.04%
Lithuanian	10	0.01%
United States or American	1,254	1.51%
Norwegian	228	0.27%
Polish	24	0.03%
Portuguese	1	0.00%
Russian	43	0.05%
Scottish	363	0.44%
Scotch-Irish	70	0.08%
Slovak	0	0.00%
Subsaharan African	36	0.04%
Swedish	205	0.25%
Swiss	41	0.05%
Ukrainian	0	0.00%
Welsh	21	0.03%
West Indian (except Hisp. groups)	1	0.00%
Other ancestries	72,945	87.66%
Ancestry Unclassified	4,851	5.83%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	12,290	16.24%
Speak Asian/Pacific Island Language at Home	1	0.00%
Speak IndoEuropean Language at Home	47	0.06%
Speak Spanish at Home	63,301	83.63%
Speak Other Language at Home	54	0.07%

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2022 Est. Population by Age	83,210	
Age 0 - 4	7,517	9.03%
Age 5 - 9	7,996	9.61%
Age 10 - 14	7,393	8.89%
Age 15 - 17	4,509	5.42%
Age 18 - 20	3,974	4.78%
Age 21 - 24	4,980	5.99%
Age 25 - 34	11,395	13.69%
Age 35 - 44	9,908	11.91%
Age 45 - 54	8,923	10.72%
Age 55 - 64	6,733	8.09%
Age 65 - 74	5,387	6.47%
Age 75 - 84	3,297	3.96%
Age 85 and over	1,196	1.44%
Age 16 and over	58,821	70.69%
Age 18 and over	55,794	67.05%
Age 21 and over	51,820	62.28%
Age 65 and over	9,880	11.87%
2022 Est. Median Age		29.43
2022 Est. Average Age		33.26
2022 Est. Population by Sex	83,210	
Male	40,802	49.03%
Female	42,408	50.97%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	40,802	
Age 0 - 4	3,768	9.24%
Age 5 - 9	4,071	9.98%
Age 10 - 14	3,722	9.12%
Age 15 - 17	2,237	5.48%
Age 18 - 20	2,003	4.91%
Age 21 - 24	2,514	6.16%
Age 25 - 34	5,724	14.03%
Age 35 - 44	4,965	12.17%
Age 45 - 54	4,265	10.45%
Age 55 - 64	3,172	7.77%
Age 65 - 74	2,382	5.84%
Age 75 - 84	1,474	3.61%
Age 85 and over	505	1.24%
2022 Est. Median Age, Male		28.49
2022 Est. Average Age, Male		32.41
2022 Est. Female Population by Age	42,408	
Age 0 - 4	3,750	8.84%
Age 5 - 9	3,925	9.26%
Age 10 - 14	3,671	8.66%
Age 15 - 17	2,273	5.36%
Age 18 - 20	1,971	4.65%
Age 21 - 24	2,466	5.82%
Age 25 - 34	5,670	13.37%
Age 35 - 44	4,944	11.66%
Age 45 - 54	4,658	10.98%
Age 55 - 64	3,561	8.40%
Age 65 - 74	3,005	7.09%
Age 75 - 84	1,824	4.30%
Age 85 and over	691	1.63%
2022 Est. Median Age, Female		30.40
2022 Est. Average Age, Female		34.07

Primary Retail Trade Area • Demographic Profile

Alamo, Texas

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	21,348	35.40%
Males, Never Married	11,173	18.53%
Females, Never Married	10,175	16.87%
Married, Spouse present	28,420	47.13%
Married, Spouse absent	3,566	5.91%
Widowed	3,093	5.13%
Males Widowed	544	0.90%
Females Widowed	2,549	4.23%
Divorced	3,876	6.43%
Males Divorced	1,534	2.54%
Females Divorced	2,343	3.88%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	10,369	22.14%
Some High School, no diploma	7,737	16.52%
High School Graduate (or GED)	12,613	26.93%
Some College, no degree	8,704	18.58%
Associate Degree	1,832	3.91%
Bachelor's Degree	4,390	9.37%
Master's Degree	1,002	2.14%
Professional School Degree	102	0.22%
Doctorate Degree	90	0.19%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	18,217	42.04%
High School Graduate	11,352	26.20%
Some College or Associate's Degree	9,228	21.30%
Bachelor's Degree or Higher	4,534	10.46%
Households		
2027 Projection	23,652	
2022 Estimate	22,442	
2010 Census	19,329	
2000 Census	14,549	
Growth 2022 - 2027		5.39%
Growth 2010 - 2022		16.10%
Growth 2000 - 2010		32.85%
2022 Est. Households by Household Type	22,442	
Family Households	19,363	86.28%
Nonfamily Households	3,080	13.72%
2022 Est. Group Quarters Population	124	
2022 Households by Ethnicity, Hispanic/Latino	20,283	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	22,442	
Income < \$15,000	3,574	15.93%
Income \$15,000 - \$24,999	3,221	14.35%
Income \$25,000 - \$34,999	2,277	10.15%
Income \$35,000 - \$49,999	3,023	13.47%
Income \$50,000 - \$74,999	3,814	17.00%
Income \$75,000 - \$99,999	2,362	10.53%
Income \$100,000 - \$124,999	1,625	7.24%
Income \$125,000 - \$149,999	1,052	4.69%
Income \$150,000 - \$199,999	894	3.98%
Income \$200,000 - \$249,999	339	1.51%
Income \$250,000 - \$499,999	211	0.94%
Income \$500,000+	50	0.22%
2022 Est. Average Household Income		\$61,934
2022 Est. Median Household Income		\$45,386
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$47,030
Black or African American Alone		\$48,557
American Indian and Alaska Native Alone		\$51,565
Asian Alone		\$56,570
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$27,852
Two or More Races		\$50,000
Hispanic or Latino		\$45,022
Not Hispanic or Latino		\$47,920
2022 Est. Family HH Type by Presence of Own Child.	19,363	
Married-Couple Family, own children	8,006	41.35%
Married-Couple Family, no own children	6,095	31.48%
Male Householder, own children	540	2.79%
Male Householder, no own children	684	3.53%
Female Householder, own children	2,307	11.91%
Female Householder, no own children	1,731	8.94%
2022 Est. Households by Household Size	22,442	
1-person	2,740	12.21%
2-person	5,022	22.38%
3-person	3,419	15.24%
4-person	3,949	17.60%
5-person	3,427	15.27%
6-person	1,996	8.89%
7-or-more-person	1,890	8.42%
2022 Est. Average Household Size		3.70

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	22,442	
Households with 1 or More People under Age 18:	12,781	56.95%
Married-Couple Family	9,011	70.50%
Other Family, Male Householder	761	5.95%
Other Family, Female Householder	2,961	23.17%
Nonfamily, Male Householder	38	0.30%
Nonfamily, Female Householder	10	0.08%
Households with No People under Age 18:	9,661	
Married-Couple Family	5,088	52.67%
Other Family, Male Householder	460	4.76%
Other Family, Female Householder	1,082	11.20%
Nonfamily, Male Householder	1,449	15.00%
Nonfamily, Female Householder	1,583	16.39%
2022 Est. Households by Number of Vehicles	22,442	
No Vehicles	1,236	5.51%
1 Vehicle	7,499	33.42%
2 Vehicles	8,071	35.96%
3 Vehicles	3,820	17.02%
4 Vehicles	1,403	6.25%
5 or more Vehicles	413	1.84%
2022 Est. Average Number of Vehicles		1.9
Family Households		
2027 Projection	20,427	
2022 Estimate	19,363	
2010 Census	16,612	
2000 Census	12,732	
Growth 2022 - 2027		5.50%
Growth 2010 - 2022		16.56%
Growth 2000 - 2010		30.47%
2022 Est. Families by Poverty Status	19,363	
2022 Families at or Above Poverty	14,099	72.81%
2022 Families at or Above Poverty with Children	8,162	42.15%
2022 Families Below Poverty	5,263	27.18%
2022 Families Below Poverty with Children	4,177	21.57%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	30,586	52.00%
Civilian Labor Force, Unemployed	1,903	3.23%
Armed Forces	157	0.27%
Not in Labor Force	26,175	44.50%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	30,237	
For-Profit Private Workers	20,891	69.09%
Non-Profit Private Workers	557	1.84%
Local Government Workers	439	1.45%
State Government Workers	2,213	7.32%
Federal Government Workers	2,151	7.11%
Self-Employed Workers	3,961	13.10%
Unpaid Family Workers	26	0.09%
2022 Est. Civ. Employed Pop 16+ by Occupation	30,237	
Architect/Engineer	119	0.39%
Arts/Entertainment/Sports	152	0.50%
Building Grounds Maintenance	1,925	6.37%
Business/Financial Operations	942	3.12%
Community/Social Services	387	1.28%
Computer/Mathematical	167	0.55%
Construction/Extraction	3,254	10.76%
Education/Training/Library	1,989	6.58%
Farming/Fishing/Forestry	407	1.35%
Food Prep/Serving	1,921	6.35%
Health Practitioner/Technician	1,232	4.08%
Healthcare Support	2,463	8.15%
Maintenance Repair	1,480	4.89%
Legal	139	0.46%
Life/Physical/Social Science	116	0.38%
Management	1,416	4.68%
Office/Admin. Support	2,996	9.91%
Production	1,316	4.35%
Protective Services	695	2.30%
Sales/Related	4,305	14.24%
Personal Care/Service	635	2.10%
Transportation/Moving	2,183	7.22%
2022 Est. Pop 16+ by Occupation Classification	30,237	
White Collar	13,959	46.17%
Blue Collar	8,232	27.23%
Service and Farm	8,046	26.61%
2022 Est. Workers Age 16+ by Transp. to Work	29,782	
Drove Alone	24,111	80.96%
Car Pooled	1,842	6.18%
Public Transportation	95	0.32%
Walked	227	0.76%
Bicycle	3	0.01%
Other Means	1,495	5.02%
Worked at Home	2,009	6.75%

Primary Retail Trade Area • Demographic Profile

Alamo, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	7,924	
15 - 29 Minutes	13,573	
30 - 44 Minutes	4,628	
45 - 59 Minutes	751	
60 or more Minutes	974	
2022 Est. Avg Travel Time to Work in Minutes		23
2022 Est. Occupied Housing Units by Tenure	22,442	
Owner Occupied	17,431	77.67%
Renter Occupied	5,011	22.33%
2022 Owner Occ. HUs: Avg. Length of Residence		15.23 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		7.39 [†]
2022 Est. Owner-Occupied Housing Units by Value	22,442	
Value Less than \$20,000	773	4.43%
Value \$20,000 - \$39,999	1,660	9.52%
Value \$40,000 - \$59,999	2,318	13.30%
Value \$60,000 - \$79,999	2,124	12.19%
Value \$80,000 - \$99,999	2,633	15.11%
Value \$100,000 - \$149,999	4,437	25.45%
Value \$150,000 - \$199,999	2,121	12.17%
Value \$200,000 - \$299,999	873	5.01%
Value \$300,000 - \$399,999	360	2.06%
Value \$400,000 - \$499,999	106	0.61%
Value \$500,000 - \$749,999	15	0.09%
Value \$750,000 - \$999,999	3	0.02%
Value \$1,000,000 or \$1,499,999	0	0.00%
Value \$1,500,000 or \$1,999,999	1	0.01%
Value \$2,000,000+	5	0.03%
2022 Est. Median All Owner-Occupied Housing Value		\$93,862
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	16,818	62.63%
1 Unit Attached	146	0.54%
2 Units	277	1.03%
3 or 4 Units	460	1.71%
5 to 19 Units	639	2.38%
20 to 49 Units	65	0.24%
50 or More Units	36	0.13%
Mobile Home or Trailer	8,216	30.60%
Boat, RV, Van, etc.	198	0.74%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,033	11.30%
Housing Units Built 2010 to 2014	1,193	4.44%
Housing Units Built 2000 to 2009	8,415	31.34%
Housing Units Built 1990 to 1999	5,597	20.84%
Housing Units Built 1980 to 1989	4,563	16.99%
Housing Units Built 1970 to 1979	1,842	6.86%
Housing Units Built 1960 to 1969	1,033	3.85%
Housing Units Built 1950 to 1959	467	1.74%
Housing Units Built 1940 to 1949	346	1.29%
Housing Unit Built 1939 or Earlier	364	1.36%
2022 Est. Median Year Structure Built		1999

[†] Years

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.



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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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