



The **Retail** Coach.®

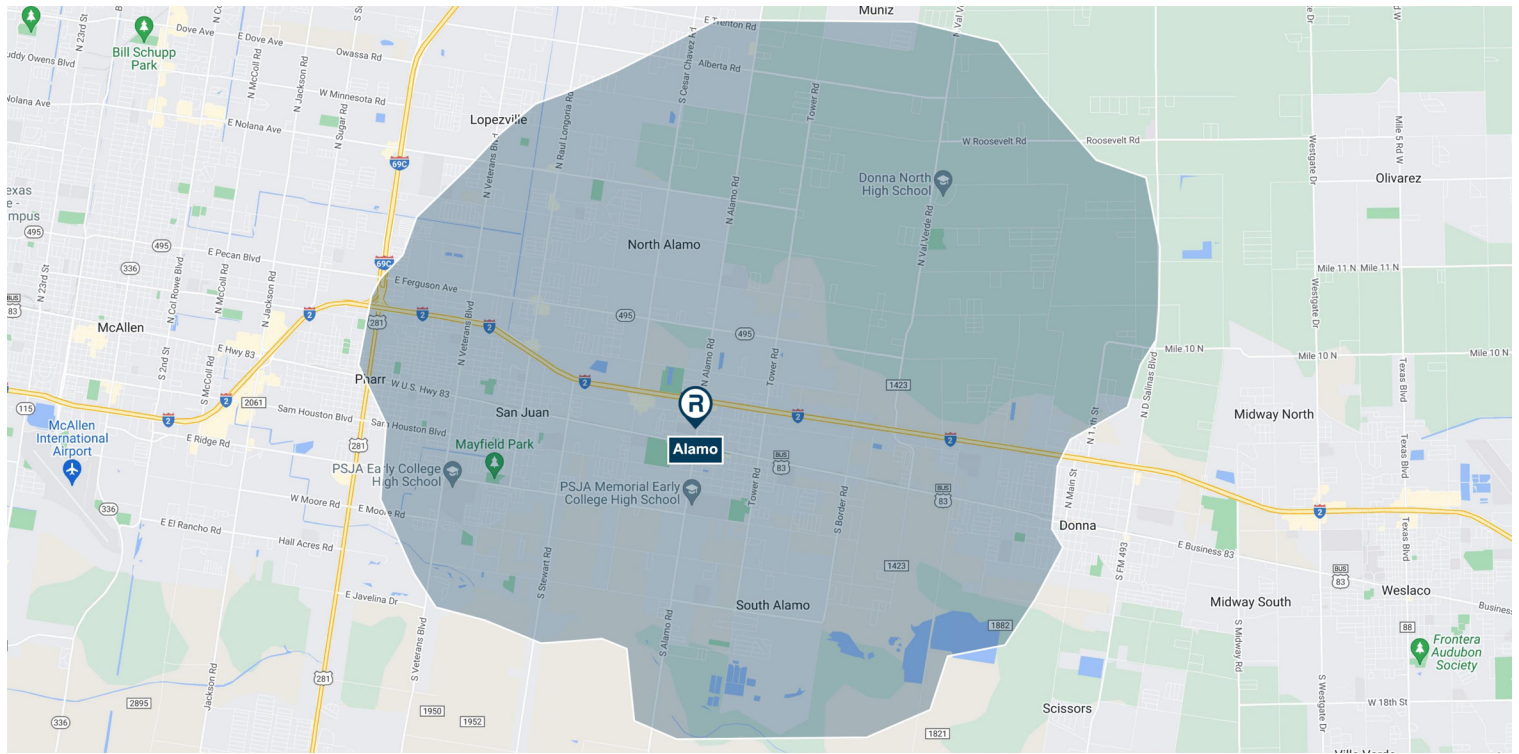
# Secondary Retail Trade Area Demographic Profile

ALAMO, TEXAS

Prepared for Alamo Economic Development Corporation  
July 2022

# Secondary Retail Trade Area • Demographic Snapshot

## Alamo, Texas



### Population

2010	112,563	0 - 9 Years	18.88%
2022	129,448	10 - 17 Years	14.25%
2027	136,103	18 - 24 Years	10.76%

### Educational Attainment (%)

Graduate or Professional Degree	2.67%	25 - 34 Years	13.70%
Bachelors Degree	9.47%	35 - 44 Years	12.05%
Associate Degree	3.83%	45 - 54 Years	10.72%
Some College	19.11%	65 and Older	11.63%
High School Graduate (GED)	26.51%	Median Age	29.30
Some High School, No Degree	15.58%	Average Age	33.08

### Race Distribution (%)

Less than 9th Grade	22.84%	White	87.22%
		Black/African American	0.33%
		American Indian/Alaskan	0.22%
		Asian	0.18%
		Native Hawaiian/Islander	0.00%
		Other Race	10.75%
		Two or More Races	1.30%
		Hispanic	95.93%

### Income

Average HH	\$59,293
Median HH	\$43,521
Per Capita	\$16,122



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# Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	136,103	
2022 Estimate	129,448	
2010 Census	112,563	
2000 Census	85,474	
Growth 2022 - 2027		5.14%
Growth 2010 - 2022		15.00%
Growth 2000 - 2010		31.69%
<b>2022 Est. Population by Single-Classification Race</b>	<b>129,448</b>	
White Alone	112,909	87.22%
Black or African American Alone	422	0.33%
Amer. Indian and Alaska Native Alone	285	0.22%
Asian Alone	234	0.18%
Native Hawaiian and Other Pacific Island Alone	5	0.00%
Some Other Race Alone	13,911	10.75%
Two or More Races	1,681	1.30%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>129,448</b>	
Not Hispanic or Latino	5,268	4.07%
Hispanic or Latino	124,180	95.93%
Mexican	117,682	94.77%
Puerto Rican	160	0.13%
Cuban	106	0.09%
All Other Hispanic or Latino	6,231	5.02%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>124,180</b>	
White Alone	108,180	87.12%
Black or African American Alone	259	0.21%
American Indian and Alaska Native Alone	251	0.20%
Asian Alone	49	0.04%
Native Hawaiian and Other Pacific Islander Alone	5	0.00%
Some Other Race Alone	13,879	11.18%
Two or More Races	1,557	1.25%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>234</b>	
Chinese, except Taiwanese	6	2.56%
Filipino	93	39.74%
Japanese	12	5.13%
Asian Indian	39	16.67%
Korean	5	2.14%
Vietnamese	48	20.51%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.43%
All Other Asian Races Including 2+ Category	30	12.82%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>129,448</b>	
Arab	32	0.03%
Czech	10	0.01%
Danish	7	0.01%
Dutch	271	0.21%
English	799	0.62%
French (except Basque)	477	0.37%
French Canadian	48	0.04%
German	2,213	1.71%
Greek	20	0.02%
Hungarian	0	0.00%
Irish	572	0.44%
Italian	103	0.08%
Lithuanian	10	0.01%
United States or American	1,870	1.44%
Norwegian	294	0.23%
Polish	159	0.12%
Portuguese	1	0.00%
Russian	44	0.03%
Scottish	414	0.32%
Scotch-Irish	124	0.10%
Slovak	0	0.00%
Subsaharan African	36	0.03%
Swedish	287	0.22%
Swiss	41	0.03%
Ukrainian	0	0.00%
Welsh	40	0.03%
West Indian (except Hisp. groups)	1	0.00%
Other ancestries	113,716	87.85%
Ancestry Unclassified	7,859	6.07%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	18,470	15.72%
Speak Asian/Pacific Island Language at Home	57	0.05%
Speak IndoEuropean Language at Home	60	0.05%
Speak Spanish at Home	98,822	84.13%
Speak Other Language at Home	54	0.05%

# Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>129,448</b>	
Age 0 - 4	11,984	9.26%
Age 5 - 9	12,454	9.62%
Age 10 - 14	11,481	8.87%
Age 15 - 17	6,962	5.38%
Age 18 - 20	6,151	4.75%
Age 21 - 24	7,781	6.01%
Age 25 - 34	17,734	13.70%
Age 35 - 44	15,593	12.05%
Age 45 - 54	13,872	10.72%
Age 55 - 64	10,383	8.02%
Age 65 - 74	8,182	6.32%
Age 75 - 84	5,012	3.87%
Age 85 and over	1,860	1.44%
Age 16 and over	91,242	70.48%
Age 18 and over	86,567	66.87%
Age 21 and over	80,416	62.12%
Age 65 and over	15,053	11.63%
2022 Est. Median Age		29.30
2022 Est. Average Age		33.08
<b>2022 Est. Population by Sex</b>	<b>129,448</b>	
Male	63,459	49.02%
Female	65,989	50.98%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>63,459</b>	
Age 0 - 4	6,030	9.50%
Age 5 - 9	6,408	10.10%
Age 10 - 14	5,803	9.15%
Age 15 - 17	3,458	5.45%
Age 18 - 20	3,107	4.90%
Age 21 - 24	3,937	6.20%
Age 25 - 34	8,870	13.98%
Age 35 - 44	7,766	12.24%
Age 45 - 54	6,642	10.47%
Age 55 - 64	4,882	7.69%
Age 65 - 74	3,587	5.65%
Age 75 - 84	2,189	3.45%
Age 85 and over	779	1.23%
2022 Est. Median Age, Male		28.21
2022 Est. Average Age, Male		32.13
<b>2022 Est. Female Population by Age</b>	<b>65,989</b>	
Age 0 - 4	5,954	9.02%
Age 5 - 9	6,046	9.16%
Age 10 - 14	5,678	8.61%
Age 15 - 17	3,504	5.31%
Age 18 - 20	3,044	4.61%
Age 21 - 24	3,844	5.83%
Age 25 - 34	8,864	13.43%
Age 35 - 44	7,827	11.86%
Age 45 - 54	7,230	10.96%
Age 55 - 64	5,501	8.34%
Age 65 - 74	4,594	6.96%
Age 75 - 84	2,823	4.28%
Age 85 and over	1,081	1.64%
2022 Est. Median Age, Female		30.41
2022 Est. Average Age, Female		34.00

# Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	33,627	35.95%
Males, Never Married	17,620	18.84%
Females, Never Married	16,007	17.11%
Married, Spouse present	42,602	45.55%
Married, Spouse absent	5,916	6.33%
Widowed	5,138	5.49%
Males Widowed	909	0.97%
Females Widowed	4,228	4.52%
Divorced	6,247	6.68%
Males Divorced	2,437	2.61%
Females Divorced	3,810	4.07%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	16,589	22.84%
Some High School, no diploma	11,318	15.58%
High School Graduate (or GED)	19,254	26.51%
Some College, no degree	13,878	19.11%
Associate Degree	2,781	3.83%
Bachelor's Degree	6,876	9.47%
Master's Degree	1,640	2.26%
Professional School Degree	172	0.24%
Doctorate Degree	127	0.18%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	27,934	41.10%
High School Graduate	17,526	25.79%
Some College or Associate's Degree	15,105	22.23%
Bachelor's Degree or Higher	7,392	10.88%
<b>Households</b>		
2027 Projection	37,058	
2022 Estimate	35,160	
2010 Census	30,253	
2000 Census	23,073	
Growth 2022 - 2027		5.40%
Growth 2010 - 2022		16.22%
Growth 2000 - 2010		31.12%
<b>2022 Est. Households by Household Type</b>	<b>35,160</b>	
Family Households	30,146	85.74%
Nonfamily Households	5,014	14.26%
2022 Est. Group Quarters Population	134	
2022 Households by Ethnicity, Hispanic/Latino	32,279	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>35,160</b>	
Income < \$15,000	6,079	17.29%
Income \$15,000 - \$24,999	4,928	14.02%
Income \$25,000 - \$34,999	3,647	10.37%
Income \$35,000 - \$49,999	4,966	14.12%
Income \$50,000 - \$74,999	5,958	16.94%
Income \$75,000 - \$99,999	3,501	9.96%
Income \$100,000 - \$124,999	2,444	6.95%
Income \$125,000 - \$149,999	1,573	4.47%
Income \$150,000 - \$199,999	1,238	3.52%
Income \$200,000 - \$249,999	492	1.40%
Income \$250,000 - \$499,999	271	0.77%
Income \$500,000+	64	0.18%
2022 Est. Average Household Income		\$59,293
2022 Est. Median Household Income		\$43,521
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$45,409
Black or African American Alone		\$55,932
American Indian and Alaska Native Alone		\$36,262
Asian Alone		\$54,489
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$28,742
Two or More Races		\$41,249
Hispanic or Latino		\$43,076
Not Hispanic or Latino		\$47,443
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>30,146</b>	
Married-Couple Family, own children	12,255	40.65%
Married-Couple Family, no own children	9,315	30.90%
Male Householder, own children	907	3.01%
Male Householder, no own children	1,086	3.60%
Female Householder, own children	3,760	12.47%
Female Householder, no own children	2,822	9.36%
<b>2022 Est. Households by Household Size</b>	<b>35,160</b>	
1-person	4,436	12.62%
2-person	7,659	21.78%
3-person	5,570	15.84%
4-person	6,254	17.79%
5-person	5,273	15.00%
6-person	3,103	8.83%
7-or-more-person	2,866	8.15%
2022 Est. Average Household Size		3.68

# Secondary Retail Trade Area • Demographic Profile

Alamo, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>35,160</b>	
Households with 1 or More People under Age 18:	19,998	56.88%
Married-Couple Family	13,856	69.29%
Other Family, Male Householder	1,244	6.22%
Other Family, Female Householder	4,809	24.05%
Nonfamily, Male Householder	62	0.31%
Nonfamily, Female Householder	27	0.14%
<b>Households with No People under Age 18:</b>	<b>15,163</b>	
Married-Couple Family	7,711	50.85%
Other Family, Male Householder	746	4.92%
Other Family, Female Householder	1,778	11.73%
Nonfamily, Male Householder	2,303	15.19%
Nonfamily, Female Householder	2,624	17.30%
<b>2022 Est. Households by Number of Vehicles</b>	<b>35,160</b>	
No Vehicles	2,087	5.94%
1 Vehicle	11,791	33.53%
2 Vehicles	12,920	36.75%
3 Vehicles	5,619	15.98%
4 Vehicles	2,064	5.87%
5 or more Vehicles	680	1.93%
2022 Est. Average Number of Vehicles		1.9
<b>Family Households</b>		
2027 Projection	31,803	
2022 Estimate	30,146	
2010 Census	25,838	
2000 Census	20,077	
Growth 2022 - 2027		5.50%
Growth 2010 - 2022		16.67%
Growth 2000 - 2010		28.69%
<b>2022 Est. Families by Poverty Status</b>	<b>30,146</b>	
2022 Families at or Above Poverty	21,745	72.13%
2022 Families at or Above Poverty with Children	12,454	41.31%
2022 Families Below Poverty	8,401	27.87%
2022 Families Below Poverty with Children	6,726	22.31%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	47,643	52.22%
Civilian Labor Force, Unemployed	2,899	3.18%
Armed Forces	164	0.18%
Not in Labor Force	40,537	44.43%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>47,235</b>	
For-Profit Private Workers	32,691	69.21%
Non-Profit Private Workers	925	1.96%
Local Government Workers	694	1.47%
State Government Workers	3,345	7.08%
Federal Government Workers	3,272	6.93%
Self-Employed Workers	6,212	13.15%
Unpaid Family Workers	95	0.20%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>47,235</b>	
Architect/Engineer	182	0.39%
Arts/Entertainment/Sports	273	0.58%
Building Grounds Maintenance	3,021	6.40%
Business/Financial Operations	1,399	2.96%
Community/Social Services	665	1.41%
Computer/Mathematical	297	0.63%
Construction/Extraction	4,896	10.37%
Education/Training/Library	3,213	6.80%
Farming/Fishing/Forestry	665	1.41%
Food Prep/Serving	3,023	6.40%
Health Practitioner/Technician	1,823	3.86%
Healthcare Support	3,946	8.35%
Maintenance Repair	2,340	4.95%
Legal	188	0.40%
Life/Physical/Social Science	193	0.41%
Management	2,305	4.88%
Office/Admin. Support	4,747	10.05%
Production	2,050	4.34%
Protective Services	1,028	2.18%
Sales/Related	6,618	14.01%
Personal Care/Service	1,020	2.16%
Transportation/Moving	3,345	7.08%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>47,235</b>	
White Collar	21,902	46.37%
Blue Collar	12,631	26.74%
Service and Farm	12,702	26.89%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>46,516</b>	
Drove Alone	37,357	80.31%
Car Pooled	2,892	6.22%
Public Transportation	178	0.38%
Walked	341	0.73%
Bicycle	6	0.01%
Other Means	2,469	5.31%
Worked at Home	3,274	7.04%

# Secondary Retail Trade Area • Demographic Profile

Alamo, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	12,443	
15 - 29 Minutes	20,979	
30 - 44 Minutes	6,993	
45 - 59 Minutes	1,264	
60 or more Minutes	1,789	
2022 Est. Avg Travel Time to Work in Minutes		24
2022 Est. Occupied Housing Units by Tenure	35,160	
Owner Occupied	26,705	75.95%
Renter Occupied	8,456	24.05%
2022 Owner Occ. HUs: Avg. Length of Residence		15.51 <sup>†</sup>
2022 Renter Occ. HUs: Avg. Length of Residence		7.37 <sup>†</sup>
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>35,160</b>	
Value Less than \$20,000	1,050	3.93%
Value \$20,000 - \$39,999	2,693	10.08%
Value \$40,000 - \$59,999	3,779	14.15%
Value \$60,000 - \$79,999	3,517	13.17%
Value \$80,000 - \$99,999	4,128	15.46%
Value \$100,000 - \$149,999	6,380	23.89%
Value \$150,000 - \$199,999	3,143	11.77%
Value \$200,000 - \$299,999	1,298	4.86%
Value \$300,000 - \$399,999	506	1.89%
Value \$400,000 - \$499,999	145	0.54%
Value \$500,000 - \$749,999	39	0.15%
Value \$750,000 - \$999,999	9	0.03%
Value \$1,000,000 or \$1,499,999	4	0.02%
Value \$1,500,000 or \$1,999,999	1	0.00%
Value \$2,000,000+	10	0.04%
2022 Est. Median All Owner-Occupied Housing Value		\$91,065
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	25,674	62.13%
1 Unit Attached	274	0.66%
2 Units	852	2.06%
3 or 4 Units	1,136	2.75%
5 to 19 Units	970	2.35%
20 to 49 Units	65	0.16%
50 or More Units	40	0.10%
Mobile Home or Trailer	12,062	29.19%
Boat, RV, Van, etc.	248	0.60%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	5,172	12.52%
Housing Units Built 2010 to 2014	1,827	4.42%
Housing Units Built 2000 to 2009	12,147	29.40%
Housing Units Built 1990 to 1999	8,181	19.80%
Housing Units Built 1980 to 1989	6,865	16.61%
Housing Units Built 1970 to 1979	3,038	7.35%
Housing Units Built 1960 to 1969	1,910	4.62%
Housing Units Built 1950 to 1959	991	2.40%
Housing Units Built 1940 to 1949	646	1.56%
Housing Unit Built 1939 or Earlier	544	1.32%
2022 Est. Median Year Structure Built		1998

<sup>†</sup> 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.





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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