TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

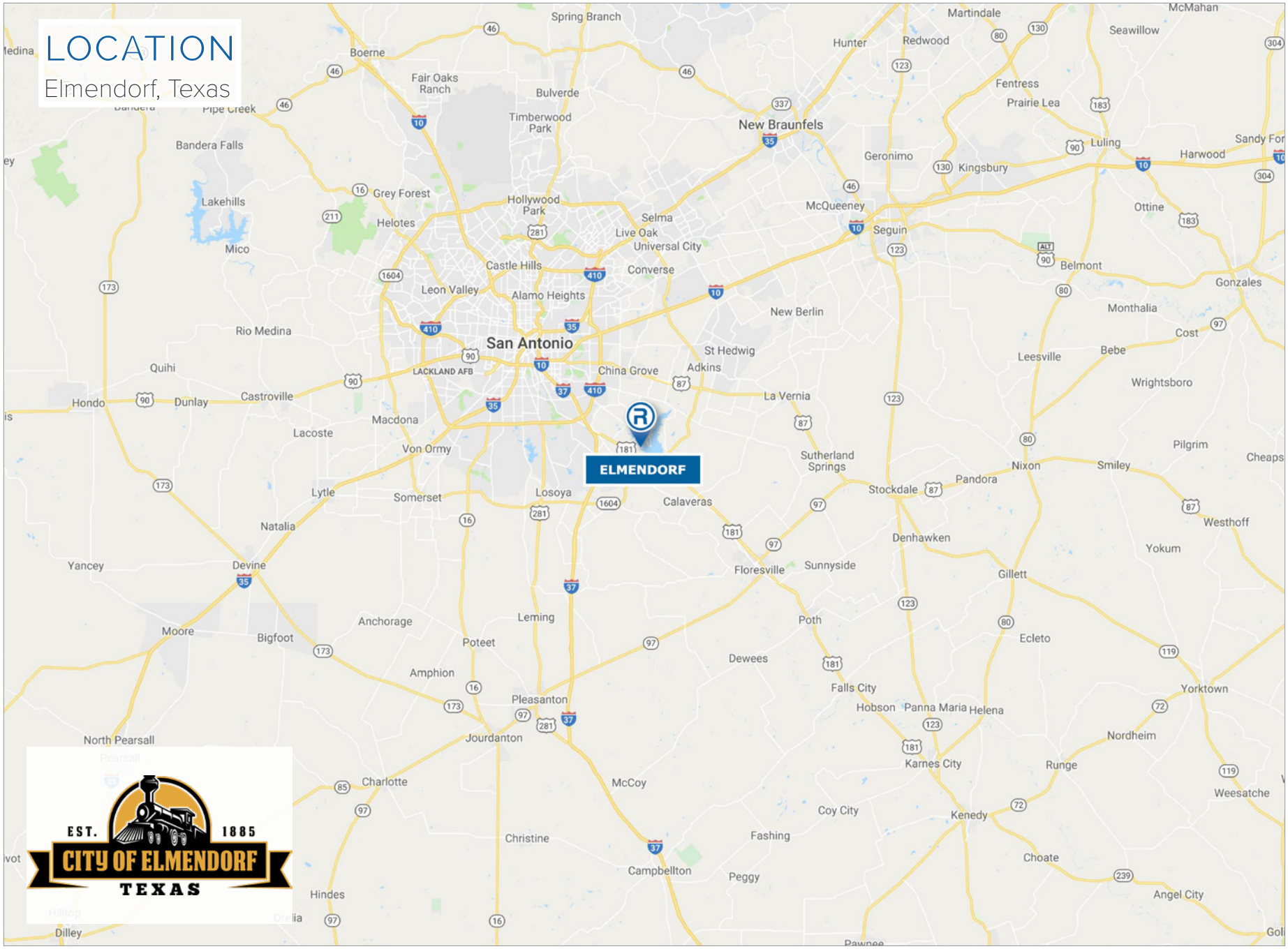
Elmendorf, Texas

Prepared for
City of Elmendorf
September 2019

EST. 1885
CITY OF ELMENDORF
TEXAS

LOCATION

Elmendorf, Texas



CONTACT CODY D. DAILEY, CITY ADMINISTRATOR

City of Elmendorf | P.O. Box 247 | Elmendorf, Texas 78112 | 210.635.8210
cdailey@elmendorf-tx.com | www.elmendorf-tx.com

COMMUNITY • DEMOGRAPHIC PROFILE

Elmendorf, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	1,881	
2019 Estimate	1,724	
2010 Census	1,488	
2000 Census	1,343	
Growth 2019 - 2024		9.11%
Growth 2010 - 2019		15.86%
Growth 2000 - 2010		10.80%
2019 Est. Population by Single-Classification Race	1,724	
White Alone	1,435	83.24%
Black or African American Alone	12	0.70%
Amer. Indian and Alaska Native Alone	22	1.28%
Asian Alone	6	0.35%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	210	12.18%
Two or More Races	39	2.26%
2019 Est. Population by Hispanic or Latino Origin	1,724	
Not Hispanic or Latino	682	39.56%
Hispanic or Latino	1,042	60.44%
Mexican	897	86.08%
Puerto Rican	4	0.38%
Cuban	1	0.10%
All Other Hispanic or Latino	140	13.44%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	1,042	
White Alone	780	74.86%
Black or African American Alone	2	0.19%
American Indian and Alaska Native Alone	20	1.92%
Asian Alone	1	0.10%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	209	20.06%
Two or More Races	30	2.88%
2019 Est. Pop by Race, Asian Alone, by Category	6	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	5	83.33%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	16.67%
All Other Asian Races Including 2+ Category	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE

Elmendorf, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	1,724	
Arab	0	0.00%
Czech	11	0.64%
Danish	0	0.00%
Dutch	2	0.12%
English	46	2.67%
French (except Basque)	22	1.28%
French Canadian	0	0.00%
German	108	6.27%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	41	2.38%
Italian	12	0.70%
Lithuanian	0	0.00%
United States or American	51	2.96%
Norwegian	4	0.23%
Polish	24	1.39%
Portuguese	2	0.12%
Russian	0	0.00%
Scottish	4	0.23%
Scotch-Irish	2	0.12%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	7	0.41%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,129	65.49%
Ancestry Unclassified	259	15.02%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	986	61.36%
Speak Asian/Pacific Island Language at Home	5	0.31%
Speak IndoEuropean Language at Home	3	0.19%
Speak Spanish at Home	612	38.08%
Speak Other Language at Home	1	0.06%
2019 Est. Population by Age	1,724	
Age 0 - 4	117	6.79%
Age 5 - 9	118	6.85%
Age 10 - 14	119	6.90%
Age 15 - 17	67	3.89%
Age 18 - 20	65	3.77%
Age 21 - 24	94	5.45%
Age 25 - 34	256	14.85%
Age 35 - 44	178	10.33%
Age 45 - 54	223	12.94%
Age 55 - 64	239	13.86%
Age 65 - 74	157	9.11%
Age 75 - 84	73	4.23%
Age 85 and over	18	1.04%
Age 16 and over	1,349	78.25%
Age 18 and over	1,303	75.58%
Age 21 and over	1,238	71.81%
Age 65 and over	248	14.39%
2019 Est. Median Age		36.33
2019 Est. Average Age		38.10

COMMUNITY • DEMOGRAPHIC PROFILE

Elmendorf, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Sex	1,724	
Male	872	50.58%
Female	852	49.42%
2019 Est. Male Population by Age	872	
Age 0 - 4	60	6.88%
Age 5 - 9	64	7.34%
Age 10 - 14	69	7.91%
Age 15 - 17	35	4.01%
Age 18 - 20	32	3.67%
Age 21 - 24	46	5.28%
Age 25 - 34	122	13.99%
Age 35 - 44	92	10.55%
Age 45 - 54	107	12.27%
Age 55 - 64	123	14.11%
Age 65 - 74	77	8.83%
Age 75 - 84	39	4.47%
Age 85 and over	6	0.69%
2019 Est. Median Age, Male		35.80
2019 Est. Average Age, Male		37.60

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	852	
Age 0 - 4	57	6.69%
Age 5 - 9	54	6.34%
Age 10 - 14	50	5.87%
Age 15 - 17	32	3.76%
Age 18 - 20	33	3.87%
Age 21 - 24	48	5.63%
Age 25 - 34	134	15.73%
Age 35 - 44	86	10.09%
Age 45 - 54	116	13.62%
Age 55 - 64	116	13.62%
Age 65 - 74	80	9.39%
Age 75 - 84	34	3.99%
Age 85 and over	12	1.41%
2019 Est. Median Age, Female		36.90
2019 Est. Average Age, Female		38.70
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	470	34.31%
Males, Never Married	215	15.69%
Females, Never Married	255	18.61%
Married, Spouse present	541	39.49%
Married, Spouse absent	102	7.45%
Widowed	68	4.96%
Males Widowed	26	1.90%
Females Widowed	42	3.07%
Divorced	189	13.80%
Males Divorced	117	8.54%
Females Divorced	72	5.26%

COMMUNITY • DEMOGRAPHIC PROFILE

Elmendorf, Texas

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	106	9.3%
Some High School, no diploma	170	14.9%
High School Graduate (or GED)	443	38.7%
Some College, no degree	254	22.2%
Associate Degree	84	7.3%
Bachelor's Degree	66	5.8%
Master's Degree	16	1.4%
Professional School Degree	2	0.2%
Doctorate Degree	3	0.3%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	248	38.99%
High School Graduate	185	29.09%
Some College or Associate's Degree	152	23.90%
Bachelor's Degree or Higher	51	8.02%
Households		
2024 Projection	656	
2019 Estimate	596	
2010 Census	503	
2000 Census	427	
Growth 2019 - 2024		10.07%
Growth 2010 - 2019		18.49%
Growth 2000 - 2010		17.80%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	596	
Family Households	445	74.66%
Nonfamily Households	151	25.34%
2019 Est. Group Quarters Population	1	
2019 Households by Ethnicity, Hispanic/Latino	321	
2019 Est. Households by Household Income	596	
Income < $15,000	60	10.07%
Income $15,000 - $24,999	77	12.92%
Income $25,000 - $34,999	36	6.04%
Income $35,000 - $49,999	104	17.45%
Income $50,000 - $74,999	114	19.13%
Income $75,000 - $99,999	88	14.77%
Income $100,000 - $124,999	59	9.90%
Income $125,000 - $149,999	25	4.20%
Income $150,000 - $199,999	16	2.69%
Income $200,000 - $249,999	7	1.18%
Income $250,000 - $499,999	8	1.34%
Income $500,000+	2	0.34%
2019 Est. Average Household Income		$68,338
2019 Est. Median Household Income		$53,800

COMMUNITY • DEMOGRAPHIC PROFILE

Elmendorf, Texas

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$58,829
Black or African American Alone		$89,063
American Indian and Alaska Native Alone		$56,685
Asian Alone		$150,000
Native Hawaiian and Other Pacific Islander Alone		$0
Some Other Race Alone		$24,387
Two or More Races		$56,502
Hispanic or Latino		$47,156
Not Hispanic or Latino		$65,227
2019 Est. Family HH Type by Presence of Own Child.	445	
Married-Couple Family, own children	122	27.42%
Married-Couple Family, no own children	190	42.70%
Male Householder, own children	23	5.17%
Male Householder, no own children	23	5.17%
Female Householder, own children	34	7.64%
Female Householder, no own children	53	11.91%
2019 Est. Households by Household Size	596	
1-person	133	22.32%
2-person	172	28.86%
3-person	107	17.95%
4-person	85	14.26%
5-person	48	8.05%
6-person	26	4.36%
7-or-more-person	25	4.20%
2019 Est. Average Household Size		2.89

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	596	
Households with 1 or More People under Age 18:	240	40.27%
Married-Couple Family	159	66.25%
Other Family, Male Householder	26	10.83%
Other Family, Female Householder	53	22.08%
Nonfamily, Male Householder	2	0.83%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	356	59.73%
Married-Couple Family	153	42.98%
Other Family, Male Householder	20	5.62%
Other Family, Female Householder	33	9.27%
Nonfamily, Male Householder	89	25.00%
Nonfamily, Female Householder	61	17.14%
2019 Est. Households by Number of Vehicles	596	
No Vehicles	42	7.05%
1 Vehicle	123	20.64%
2 Vehicles	229	38.42%
3 Vehicles	119	19.97%
4 Vehicles	35	5.87%
5 or more Vehicles	48	8.05%
2019 Est. Average Number of Vehicles		2.3

COMMUNITY • DEMOGRAPHIC PROFILE

Elmendorf, Texas

DESCRIPTION	DATA	%
Family Households		
2024 Projection	490	
2019 Estimate	445	
2010 Census	374	
2000 Census	335	
Growth 2019 - 2024		10.11%
Growth 2010 - 2019		18.98%
Growth 2000 - 2010		11.64%
2019 Est. Families by Poverty Status	445	
2019 Families at or Above Poverty	397	89.21%
2019 Families at or Above Poverty with Children	189	42.47%
2019 Families Below Poverty	48	10.79%
2019 Families Below Poverty with Children	29	6.52%
2019 Est. Pop 16+ by Employment Status	1,349	
Civilian Labor Force, Employed	733	54.34%
Civilian Labor Force, Unemployed	59	4.37%
Armed Forces	0	0.00%
Not in Labor Force	557	41.29%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	734	
For-Profit Private Workers	525	71.53%
Non-Profit Private Workers	33	4.50%
Local Government Workers	11	1.50%
State Government Workers	30	4.09%
Federal Government Workers	38	5.18%
Self-Employed Workers	95	12.94%
Unpaid Family Workers	2	0.27%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	734	
Architect/Engineer	6	0.82%
Arts/Entertainment/Sports	6	0.82%
Building Grounds Maintenance	29	3.95%
Business/Financial Operations	26	3.54%
Community/Social Services	5	0.68%
Computer/Mathematical	18	2.45%
Construction/Extraction	82	11.17%
Education/Training/Library	11	1.50%
Farming/Fishing/Forestry	1	0.14%
Food Prep/Serving	59	8.04%
Health Practitioner/Technician	49	6.68%
Healthcare Support	17	2.32%
Maintenance Repair	78	10.63%
Legal	1	0.14%
Life/Physical/Social Science	0	0.00%
Management	20	2.73%
Office/Admin. Support	106	14.44%
Production	46	6.27%
Protective Services	22	3.00%
Sales/Related	78	10.63%
Personal Care/Service	16	2.18%
Transportation/Moving	58	7.90%
2019 Est. Pop 16+ by Occupation Classification	734	
White Collar	326	44.41%
Blue Collar	264	35.97%
Service and Farm	144	19.62%

COMMUNITY • DEMOGRAPHIC PROFILE

Elmendorf, Texas

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	728	
Drove Alone	514	70.60%
Car Pooled	157	21.57%
Public Transportation	0	0.00%
Walked	1	0.14%
Bicycle	1	0.14%
Other Means	8	1.10%
Worked at Home	47	6.46%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	75	
15 - 29 Minutes	231	
30 - 44 Minutes	226	
45 - 59 Minutes	114	
60 or more Minutes	36	
2019 Est. Avg Travel Time to Work in Minutes		33
2019 Est. Occupied Housing Units by Tenure	596	
Owner Occupied	481	80.71%
Renter Occupied	115	19.30%
2019 Owner Occ. HUs: Avg. Length of Residence		15.4
2019 Renter Occ. HUs: Avg. Length of Residence		8.9

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	596	
Value Less than $20,000	8	1.66%
Value $20,000 - $39,999	56	11.64%
Value $40,000 - $59,999	28	5.82%
Value $60,000 - $79,999	41	8.52%
Value $80,000 - $99,999	75	15.59%
Value $100,000 - $149,999	95	19.75%
Value $150,000 - $199,999	93	19.34%
Value $200,000 - $299,999	63	13.10%
Value $300,000 - $399,999	14	2.91%
Value $400,000 - $499,999	5	1.04%
Value $500,000 - $749,999	2	0.42%
Value $750,000 - $999,999	1	0.21%
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%
2019 Est. Median All Owner-Occupied Housing Value		$113,258
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	402	60.00%
1 Unit Detached	0	0.00%
2 Units	2	0.30%
3 or 4 Units	2	0.30%
5 to 19 Units	0	0.00%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	262	39.10%
Boat, RV, Van, etc.	2	0.30%

COMMUNITY • DEMOGRAPHIC PROFILE

Elmendorf, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	92	13.73%
Housing Units Built 2010 to 2014	17	2.54%
Housing Units Built 2000 to 2009	127	18.96%
Housing Units Built 1990 to 1999	161	24.03%
Housing Units Built 1980 to 1989	77	11.49%
Housing Units Built 1970 to 1979	51	7.61%
Housing Units Built 1960 to 1969	82	12.24%
Housing Units Built 1950 to 1959	21	3.13%
Housing Units Built 1940 to 1949	36	5.37%
Housing Unit Built 1939 or Earlier	6	0.90%
2019 Est. Median Year Structure Built		1994

TheRetailCoach®

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.

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 2018, ESRI 2017, 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.