TheRetailCoach®

RETAIL TRADE AREA OPPORTUNITY ANALYSIS

Elmendorf, Texas

Prepared for
City of Elmendorf
October 2019

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CITY OF ELMENDORF
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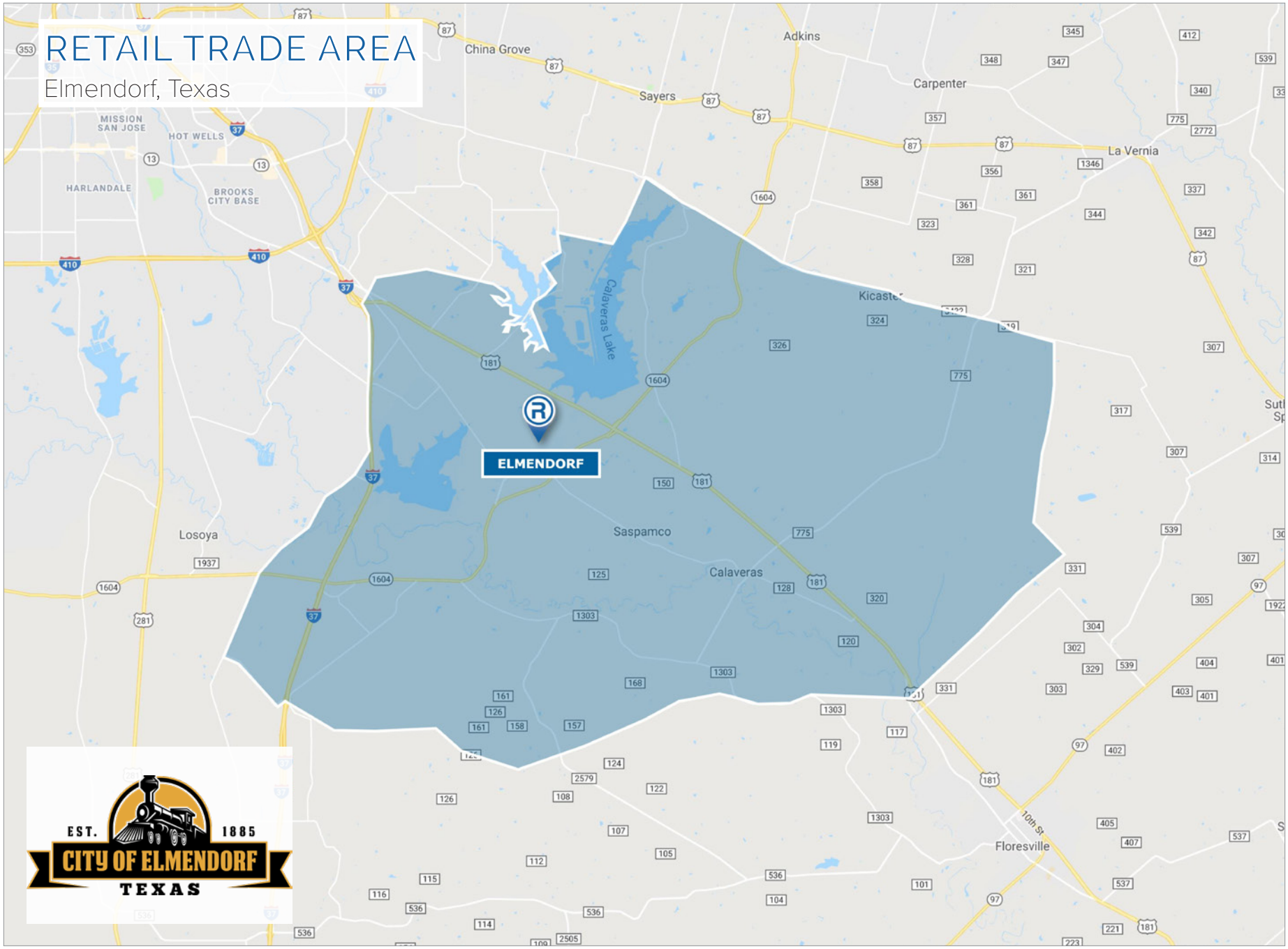
RETAIL TRADE AREA

Elmendorf, Texas



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RETAIL TRADE AREA • OPPORTUNITY ANALYSIS

Elmendorf, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES
44, 45, 722	**Total retail trade including food and drinking places**	$513,180,068
441	Motor vehicle and parts dealers	$127,166,372
4411	Automobile dealers	$111,038,688
4412	Other motor vehicle dealers	$7,554,079
4413	Automotive parts, accessories, and tire stores	$8,573,605
442	Furniture and home furnishings stores	$10,853,418
4421	Furniture stores	$5,966,196
4422	Home furnishings stores	$4,887,221
443	Electronics and appliance stores	$8,504,150
443141	Household appliance stores	$1,085,833
443142	Electronics stores	$7,418,316
444	Building material and garden equipment and supplies dealers	$31,739,328
4441	Building material and supplies dealers	$27,727,880
44411	Home centers	$15,156,826
44412	Paint and wallpaper stores	$611,264
44413	Hardware stores	$2,160,629
44419	Other building material dealers	$9,799,161
4442	Lawn and garden equipment and supplies stores	$4,011,448
44421	Outdoor power equipment stores	$437,586
44422	Nursery, garden center, and farm supply stores	$3,573,862
445	Food and beverage stores	$61,043,881
4451	Grocery stores	$55,598,189
44511	Supermarkets and other grocery (except convenience) stores	$53,044,892
44512	Convenience stores	$2,553,297
4452	Specialty food stores	$1,619,941
4453	Beer, wine, and liquor stores	$3,825,751

RETAIL TRADE AREA • OPPORTUNITY ANALYSIS

Elmendorf, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES
446	Health and personal care stores	$25,256,309
44611	Pharmacies and drug stores	$20,332,994
44612	Cosmetics, beauty supplies, and perfume stores	$1,911,623
44613	Optical goods stores	$1,091,026
44619	Other health and personal care stores	$1,920,666
447	Gasoline stations	$51,954,448
448	Clothing and clothing accessories stores	$23,158,448
4481	Clothing stores	$16,747,048
44811	Men's clothing stores	$710,404
44812	Women's clothing stores	$3,204,939
44813	Children's and infants' clothing stores	$868,968
44814	Family clothing stores	$10,027,439
44815	Clothing accessories stores	$845,909
44819	Other clothing stores	$1,089,390
4482	Shoe stores	$3,298,702
4483	Jewelry, luggage, and leather goods stores	$3,112,698
44831	Jewelry stores	$2,832,782
44832	Luggage and leather goods stores	$279,916
451	Sporting goods, hobby, musical instrument, and book stores	$7,559,134
4511	Sporting goods, hobby, and musical instrument stores	$6,742,198
45111	Sporting goods stores	$4,288,709
45112	Hobby, toy, and game stores	$1,827,720
45113	Sewing, needlework, and piece goods stores	$244,954
45114	Musical instrument and supplies stores	$380,815
4512	Book stores and news dealers	$816,936

RETAIL TRADE AREA • OPPORTUNITY ANALYSIS

Elmendorf, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES
452	General merchandise stores	$62,032,522
4522	Department stores	$10,159,433
4523	Other general merchandise stores	$51,873,089
453	Miscellaneous store retailers	$7,552,500
4531	Florists	$469,906
4532	Office supplies, stationery, and gift stores	$1,737,869
45321	Office supplies and stationery stores	$710,273
45322	Gift, novelty, and souvenir stores	$1,027,596
4533	Used merchandise stores	$1,629,145
4539	Other miscellaneous store retailers	$3,715,580
45391	Pet and pet supplies stores	$1,676,412
45399	All other miscellaneous store retailers	$2,039,168
454	Non-store retailers	$36,088,050
722	Food services and drinking places	$60,271,508
7223	Special food services	$3,905,776
7224	Drinking places (alcoholic beverages)	$2,807,919
7225	Restaurants and other eating places	$53,557,813
722511	Full-service restaurants	$24,009,224
722513	Limited-service restaurants	$25,948,277
722514	Cafeterias, grill buffets, and buffets	$1,193,543
722515	Snack and nonalcoholic beverage bars	$2,406,770

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Elmendorf, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	33,695	
2019 Estimate	30,779	
2010 Census	25,312	
2000 Census	18,945	
Growth 2019 - 2024		9.47%
Growth 2010 - 2019		21.60%
Growth 2000 - 2010		33.61%
2019 Est. Population by Single-Classification Race	30,779	
White Alone	25,788	83.78%
Black or African American Alone	740	2.40%
Amer. Indian and Alaska Native Alone	243	0.79%
Asian Alone	136	0.44%
Native Hawaiian and Other Pacific Island Alone	9	0.03%
Some Other Race Alone	3,045	9.89%
Two or More Races	818	2.66%
2019 Est. Population by Hispanic or Latino Origin	30,779	
Not Hispanic or Latino	14,826	48.17%
Hispanic or Latino	15,954	51.83%
Mexican	13,584	85.15%
Puerto Rican	161	1.01%
Cuban	23	0.14%
All Other Hispanic or Latino	2,185	13.70%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	15,954	
White Alone	12,179	76.34%
Black or African American Alone	64	0.40%
American Indian and Alaska Native Alone	141	0.88%
Asian Alone	16	0.10%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	3,024	18.96%
Two or More Races	527	3.30%
2019 Est. Pop by Race, Asian Alone, by Category	136	
Chinese, except Taiwanese	0	0.00%
Filipino	40	29.41%
Japanese	0	0.00%
Asian Indian	17	12.50%
Korean	17	12.50%
Vietnamese	10	7.35%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	11	8.09%
All Other Asian Races Including 2+ Category	40	29.41%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Elmendorf, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	30,779	
Arab	6	0.02%
Czech	325	1.06%
Danish	39	0.13%
Dutch	169	0.55%
English	1,077	3.50%
French (except Basque)	327	1.06%
French Canadian	41	0.13%
German	3,308	10.75%
Greek	10	0.03%
Hungarian	28	0.09%
Irish	1,151	3.74%
Italian	395	1.28%
Lithuanian	0	0.00%
United States or American	1,273	4.14%
Norwegian	33	0.11%
Polish	956	3.11%
Portuguese	20	0.07%
Russian	26	0.09%
Scottish	132	0.43%
Scotch-Irish	60	0.20%
Slovak	0	0.00%
Subsaharan African	1	0.00%
Swedish	85	0.28%
Swiss	4	0.01%
Ukrainian	30	0.10%
Welsh	23	0.08%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	17,415	56.58%
Ancestry Unclassified	3,844	12.49%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	18,902	65.45%
Speak Asian/Pacific Island Language at Home	90	0.31%
Speak IndoEuropean Language at Home	213	0.74%
Speak Spanish at Home	9,663	33.46%
Speak Other Language at Home	12	0.04%
2019 Est. Population by Age	30,779	
Age 0 - 4	1,900	6.17%
Age 5 - 9	1,949	6.33%
Age 10 - 14	2,087	6.78%
Age 15 - 17	1,409	4.58%
Age 18 - 20	1,259	4.09%
Age 21 - 24	1,675	5.44%
Age 25 - 34	3,771	12.25%
Age 35 - 44	3,405	11.06%
Age 45 - 54	4,335	14.08%
Age 55 - 64	4,405	14.31%
Age 65 - 74	3,084	10.02%
Age 75 - 84	1,211	3.94%
Age 85 and over	289	0.94%
Age 16 and over	24,383	79.22%
Age 18 and over	23,435	76.14%
Age 21 and over	22,176	72.05%
Age 65 and over	4,585	14.90%
2019 Est. Median Age		38.99
2019 Est. Average Age		38.93

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Elmendorf, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Sex	30,779	
Male	15,454	50.21%
Female	15,325	49.79%
2019 Est. Male Population by Age	15,454	
Age 0 - 4	974	6.30%
Age 5 - 9	1,001	6.48%
Age 10 - 14	1,085	7.02%
Age 15 - 17	726	4.70%
Age 18 - 20	655	4.24%
Age 21 - 24	878	5.68%
Age 25 - 34	1,919	12.42%
Age 35 - 44	1,674	10.83%
Age 45 - 54	2,116	13.69%
Age 55 - 64	2,178	14.09%
Age 65 - 74	1,543	9.99%
Age 75 - 84	586	3.79%
Age 85 and over	121	0.78%
2019 Est. Median Age, Male		37.93
2019 Est. Average Age, Male		38.40

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	15,325	
Age 0 - 4	926	6.04%
Age 5 - 9	948	6.19%
Age 10 - 14	1,002	6.54%
Age 15 - 17	683	4.46%
Age 18 - 20	604	3.94%
Age 21 - 24	796	5.19%
Age 25 - 34	1,853	12.09%
Age 35 - 44	1,731	11.30%
Age 45 - 54	2,218	14.47%
Age 55 - 64	2,228	14.54%
Age 65 - 74	1,542	10.06%
Age 75 - 84	626	4.09%
Age 85 and over	168	1.10%
2019 Est. Median Age, Female		40.04
2019 Est. Average Age, Female		39.43
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,400	29.79%
Males, Never Married	3,888	15.65%
Females, Never Married	3,513	14.14%
Married, Spouse present	12,129	48.82%
Married, Spouse absent	1,349	5.43%
Widowed	1,255	5.05%
Males Widowed	390	1.57%
Females Widowed	865	3.48%
Divorced	2,710	10.91%
Males Divorced	1,288	5.19%
Females Divorced	1,422	5.72%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Elmendorf, Texas

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,755	8.6%
Some High School, no diploma	2,274	11.1%
High School Graduate (or GED)	6,839	33.4%
Some College, no degree	4,665	22.8%
Associate Degree	1,529	7.5%
Bachelor's Degree	2,293	11.2%
Master's Degree	893	4.4%
Professional School Degree	84	0.4%
Doctorate Degree	169	0.8%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	2,911	30.35%
High School Graduate	3,077	32.08%
Some College or Associate's Degree	2,616	27.28%
Bachelor's Degree or Higher	987	10.29%
Households		
2024 Projection	11,523	
2019 Estimate	10,482	
2010 Census	8,493	
2000 Census	6,130	
Growth 2019 - 2024		9.93%
Growth 2010 - 2019		23.42%
Growth 2000 - 2010		38.55%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	10,482	
Family Households	8,424	80.37%
Nonfamily Households	2,058	19.63%
2019 Est. Group Quarters Population	7	
2019 Households by Ethnicity, Hispanic/Latino	4,587	
2019 Est. Households by Household Income	10,482	
Income < $15,000	753	7.18%
Income $15,000 - $24,999	925	8.83%
Income $25,000 - $34,999	777	7.41%
Income $35,000 - $49,999	1,086	10.36%
Income $50,000 - $74,999	1,987	18.96%
Income $75,000 - $99,999	1,647	15.71%
Income $100,000 - $124,999	1,155	11.02%
Income $125,000 - $149,999	781	7.45%
Income $150,000 - $199,999	841	8.02%
Income $200,000 - $249,999	315	3.01%
Income $250,000 - $499,999	183	1.75%
Income $500,000+	32	0.31%
2019 Est. Average Household Income		$85,746
2019 Est. Median Household Income		$71,243

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Elmendorf, Texas

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$75,831
Black or African American Alone		$62,868
American Indian and Alaska Native Alone		$50,359
Asian Alone		$61,751
Native Hawaiian and Other Pacific Islander Alone		$89,063
Some Other Race Alone		$36,768
Two or More Races		$67,159
Hispanic or Latino		$60,512
Not Hispanic or Latino		$84,706
2019 Est. Family HH Type by Presence of Own Child.	8,424	
Married-Couple Family, own children	2,817	33.44%
Married-Couple Family, no own children	3,954	46.94%
Male Householder, own children	282	3.35%
Male Householder, no own children	284	3.37%
Female Householder, own children	550	6.53%
Female Householder, no own children	537	6.38%
2019 Est. Households by Household Size	10,482	
1-person	1,722	16.43%
2-person	3,555	33.92%
3-person	1,864	17.78%
4-person	1,688	16.10%
5-person	915	8.73%
6-person	416	3.97%
7-or-more-person	322	3.07%
2019 Est. Average Household Size		2.94

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	10,482	
Households with 1 or More People under Age 18:	4,302	41.04%
Married-Couple Family	3,207	74.55%
Other Family, Male Householder	347	8.07%
Other Family, Female Householder	720	16.74%
Nonfamily, Male Householder	21	0.49%
Nonfamily, Female Householder	6	0.14%
Households with No People under Age 18:	6,180	58.96%
Married-Couple Family	3,561	57.62%
Other Family, Male Householder	220	3.56%
Other Family, Female Householder	364	5.89%
Nonfamily, Male Householder	1,178	19.06%
Nonfamily, Female Householder	857	13.87%
2019 Est. Households by Number of Vehicles	10,482	
No Vehicles	244	2.33%
1 Vehicle	2,151	20.52%
2 Vehicles	4,346	41.46%
3 Vehicles	2,523	24.07%
4 Vehicles	743	7.09%
5 or more Vehicles	475	4.53%
2019 Est. Average Number of Vehicles		2.31

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Elmendorf, Texas

DESCRIPTION	DATA	%
Family Households		
2024 Projection	9,262	
2019 Estimate	8,424	
2010 Census	6,799	
2000 Census	5,030	
Growth 2019 - 2024		9.95%
Growth 2010 - 2019		23.90%
Growth 2000 - 2010		35.17%
2019 Est. Families by Poverty Status	8,424	
2019 Families at or Above Poverty	7,686	91.24%
2019 Families at or Above Poverty with Children	3,511	41.68%
2019 Families Below Poverty	738	8.76%
2019 Families Below Poverty with Children	485	5.76%
2019 Est. Pop 16+ by Employment Status	24,383	
Civilian Labor Force, Employed	13,967	57.28%
Civilian Labor Force, Unemployed	1,342	5.50%
Armed Forces	85	0.35%
Not in Labor Force	8,989	36.87%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	13,887	
For-Profit Private Workers	9,190	66.18%
Non-Profit Private Workers	770	5.55%
Local Government Workers	626	4.51%
State Government Workers	516	3.72%
Federal Government Workers	1,212	8.73%
Self-Employed Workers	1,526	10.99%
Unpaid Family Workers	45	0.32%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	13,887	
Architect/Engineer	114	0.82%
Arts/Entertainment/Sports	120	0.86%
Building Grounds Maintenance	705	5.08%
Business/Financial Operations	571	4.11%
Community/Social Services	134	0.97%
Computer/Mathematical	370	2.66%
Construction/Extraction	1,199	8.63%
Education/Training/Library	611	4.40%
Farming/Fishing/Forestry	12	0.09%
Food Prep/Serving	616	4.44%
Health Practitioner/Technician	542	3.90%
Healthcare Support	284	2.05%
Maintenance Repair	878	6.32%
Legal	64	0.46%
Life/Physical/Social Science	47	0.34%
Management	1,300	9.36%
Office/Admin. Support	2,227	16.04%
Production	771	5.55%
Protective Services	510	3.67%
Sales/Related	1,446	10.41%
Personal Care/Service	319	2.30%
Transportation/Moving	1,049	7.55%
2019 Est. Pop 16+ by Occupation Classification	13,887	
White Collar	7,545	54.33%
Blue Collar	3,897	28.06%
Service and Farm	2,445	17.61%

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RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Elmendorf, Texas

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	13,726	
Drove Alone	10,847	79.03%
Car Pooled	1,852	13.49%
Public Transportation	37	0.27%
Walked	159	1.16%
Bicycle	4	0.03%
Other Means	150	1.09%
Worked at Home	676	4.93%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,701	
15 - 29 Minutes	3,269	
30 - 44 Minutes	4,556	
45 - 59 Minutes	2,367	
60 or more Minutes	1,192	
2019 Est. Avg Travel Time to Work in Minutes		35.98
2019 Est. Occupied Housing Units by Tenure	10,482	
Owner Occupied	9,212	87.88%
Renter Occupied	1,270	12.12%
2019 Owner Occ. HUs: Avg. Length of Residence		13.78
2019 Renter Occ. HUs: Avg. Length of Residence		6.95

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	10,482	
Value Less than $20,000	382	4.15%
Value $20,000 - $39,999	556	6.04%
Value $40,000 - $59,999	433	4.70%
Value $60,000 - $79,999	488	5.30%
Value $80,000 - $99,999	710	7.71%
Value $100,000 - $149,999	1,715	18.62%
Value $150,000 - $199,999	1,062	11.53%
Value $200,000 - $299,999	1,864	20.24%
Value $300,000 - $399,999	1,230	13.35%
Value $400,000 - $499,999	539	5.85%
Value $500,000 - $749,999	144	1.56%
Value $750,000 - $999,999	44	0.48%
Value $1,000,000 or $1,499,999	22	0.24%
Value $1,500,000 or $1,999,999	3	0.03%
Value $2,000,000+	18	0.20%
2019 Est. Median All Owner-Occupied Housing Value		$163,142
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	6,988	61.56%
1 Unit Detached	8	0.07%
2 Units	36	0.32%
3 or 4 Units	32	0.28%
5 to 19 Units	0	0.00%
20 to 49 Units	0	0.00%
50 or More Units	4	0.04%
Mobile Home or Trailer	4,251	37.45%
Boat, RV, Van, etc.	33	0.29%

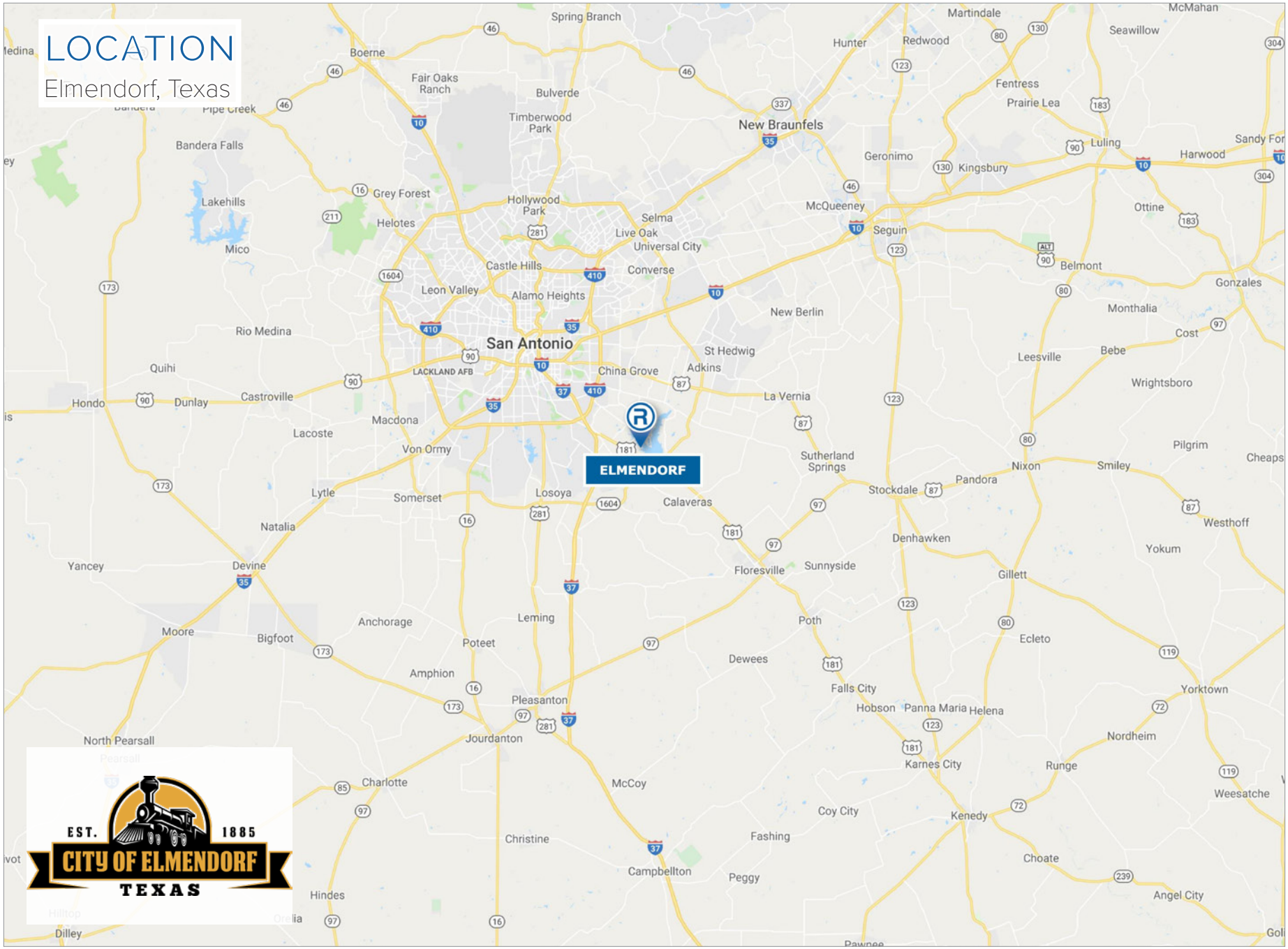
RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Elmendorf, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,686	14.85%
Housing Units Built 2010 to 2014	486	4.28%
Housing Units Built 2000 to 2009	3,039	26.77%
Housing Units Built 1990 to 1999	3,075	27.09%
Housing Units Built 1980 to 1989	1,128	9.94%
Housing Units Built 1970 to 1979	941	8.29%
Housing Units Built 1960 to 1969	394	3.47%
Housing Units Built 1950 to 1959	259	2.28%
Housing Units Built 1940 to 1949	202	1.78%
Housing Unit Built 1939 or Earlier	140	1.23%
2019 Est. Median Year Structure Built		1999

LOCATION

Elmendorf, Texas



CONTACT **CODY D. DAILEY, CITY ADMINISTRATOR**

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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.

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