



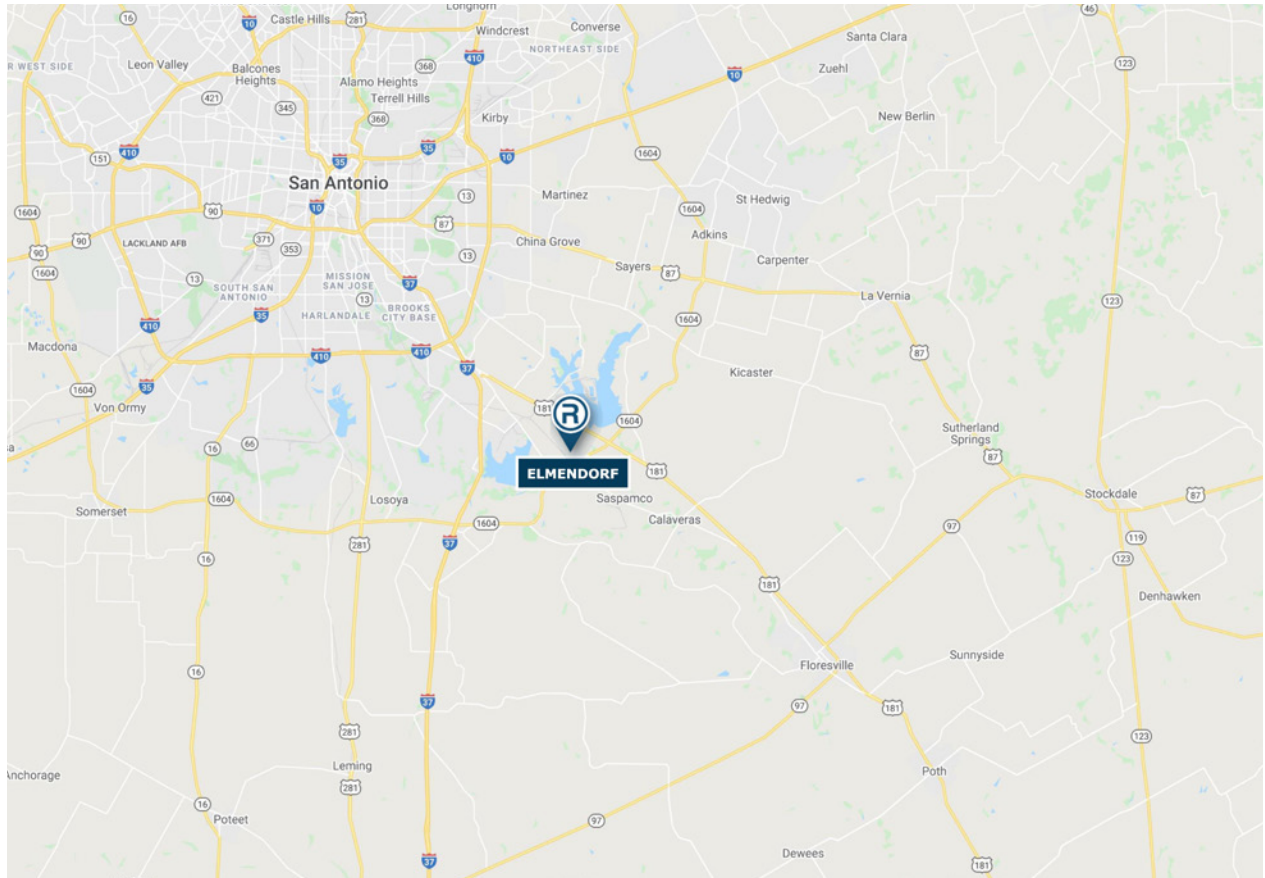
ELMENDORF, TEXAS

Community Demographic Profile

 **TheRetailCoach.**

800.851.0962 | INFO@THERETAILCOACH.NET | THERETAILCOACH.NET | AUSTIN, TEXAS • TUPELO, MISSISSIPPI

Contact Information



City of Elmendorf
Cody D. Dailey
City Administrator

P.O. Box 247
Elmendorf, Texas 78112

Phone 210.635.8210

cdailey@elmendorf-tx.com
www.elmendorf-tx.com



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.

Retail360® 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 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.



Community • Demographic Profile

Elmendorf, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	1,898	
2020 Estimate	1,741	
2010 Census	1,488	
2000 Census	1,343	
Growth 2020 - 2025		9.02%
Growth 2010 - 2020		17.00%
Growth 2000 - 2010		10.80%
2020 Est. Population by Single-Classification Race	1,741	
White Alone	1,441	82.77%
Black or African American Alone	12	0.69%
Amer. Indian and Alaska Native Alone	23	1.32%
Asian Alone	6	0.35%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	219	12.58%
Two or More Races	40	2.30%
2020 Est. Population by Hispanic or Latino Origin	1,741	
Not Hispanic or Latino	646	37.11%
Hispanic or Latino	1,095	62.90%
Mexican	942	86.03%
Puerto Rican	4	0.37%
Cuban	1	0.09%
All Other Hispanic or Latino	148	13.52%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	1,095	
White Alone	821	74.98%
Black or African American Alone	2	0.18%
American Indian and Alaska Native Alone	21	1.92%
Asian Alone	1	0.09%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	219	20.00%
Two or More Races	31	2.83%
2020 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%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	1,741	
Arab	1	0.06%
Czech	5	0.29%
Danish	2	0.12%
Dutch	2	0.12%
English	64	3.68%
French (except Basque)	33	1.90%
French Canadian	0	0.00%
German	180	10.34%
Greek	2	0.12%
Hungarian	3	0.17%
Irish	56	3.22%
Italian	4	0.23%
Lithuanian	0	0.00%
United States or American	74	4.25%
Norwegian	4	0.23%
Polish	33	1.90%
Portuguese	3	0.17%
Russian	0	0.00%
Scottish	9	0.52%
Scotch-Irish	6	0.35%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	3	0.17%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	3	0.17%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	992	56.98%
Ancestry Unclassified	262	15.05%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	921	56.78%
Speak Asian/Pacific Island Language at Home	3	0.19%
Speak IndoEuropean Language at Home	9	0.56%
Speak Spanish at Home	689	42.48%
Speak Other Language at Home	0	0.00%

Community • Demographic Profile

Elmendorf, Texas

DESCRIPTION	DATA	%
2020 Est. Population by Age	1,741	
Age 0 - 4	119	6.84%
Age 5 - 9	118	6.78%
Age 10 - 14	121	6.95%
Age 15 - 17	67	3.85%
Age 18 - 20	61	3.50%
Age 21 - 24	90	5.17%
Age 25 - 34	269	15.45%
Age 35 - 44	182	10.45%
Age 45 - 54	213	12.23%
Age 55 - 64	245	14.07%
Age 65 - 74	158	9.08%
Age 75 - 84	77	4.42%
Age 85 and over	21	1.21%
Age 16 and over	1,362	78.23%
Age 18 and over	1,316	75.59%
Age 21 and over	1,255	72.09%
Age 65 and over	256	14.70%
2020 Est. Median Age		36.25
2020 Est. Average Age		38.30
2020 Est. Population by Sex	1,741	
Male	882	50.66%
Female	859	49.34%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	882	
Age 0 - 4	61	6.92%
Age 5 - 9	60	6.80%
Age 10 - 14	74	8.39%
Age 15 - 17	35	3.97%
Age 18 - 20	32	3.63%
Age 21 - 24	44	4.99%
Age 25 - 34	126	14.29%
Age 35 - 44	95	10.77%
Age 45 - 54	104	11.79%
Age 55 - 64	123	13.95%
Age 65 - 74	78	8.84%
Age 75 - 84	41	4.65%
Age 85 and over	9	1.02%
2020 Est. Median Age, Male		35.87
2020 Est. Average Age, Male		37.80
2020 Est. Female Population by Age	859	
Age 0 - 4	58	6.75%
Age 5 - 9	58	6.75%
Age 10 - 14	47	5.47%
Age 15 - 17	32	3.73%
Age 18 - 20	29	3.38%
Age 21 - 24	46	5.36%
Age 25 - 34	143	16.65%
Age 35 - 44	87	10.13%
Age 45 - 54	109	12.69%
Age 55 - 64	122	14.20%
Age 65 - 74	80	9.31%
Age 75 - 84	36	4.19%
Age 85 and over	12	1.40%
2020 Est. Median Age, Female		36.66
2020 Est. Average Age, Female		38.80

Community • Demographic Profile

Elmendorf, Texas

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	476	34.42%
Males, Never Married	226	16.34%
Females, Never Married	250	18.08%
Married, Spouse present	546	39.48%
Married, Spouse absent	91	6.58%
Widowed	90	6.51%
Males Widowed	35	2.53%
Females Widowed	55	3.98%
Divorced	180	13.02%
Males Divorced	108	7.81%
Females Divorced	72	5.21%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	102	8.8%
Some High School, no diploma	140	12.0%
High School Graduate (or GED)	478	41.0%
Some College, no degree	273	23.4%
Associate Degree	92	7.9%
Bachelor's Degree	45	3.9%
Master's Degree	23	2.0%
Professional School Degree	9	0.8%
Doctorate Degree	3	0.3%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	281	40.61%
High School Graduate	184	26.59%
Some College or Associate's Degree	178	25.72%
Bachelor's Degree or Higher	49	7.08%
Households		
2025 Projection	669	
2020 Estimate	607	
2010 Census	503	
2000 Census	427	
Growth 2020 - 2025		10.21%
Growth 2010 - 2020		20.68%
Growth 2000 - 2010		17.80%
2020 Est. Households by Household Type	607	
Family Households	453	74.63%
Nonfamily Households	154	25.37%
2020 Est. Group Quarters Population	1	
2020 Households by Ethnicity, Hispanic/Latino	343	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	607	
Income < \$15,000	73	12.03%
Income \$15,000 - \$24,999	87	14.33%
Income \$25,000 - \$34,999	33	5.44%
Income \$35,000 - \$49,999	95	15.65%
Income \$50,000 - \$74,999	127	20.92%
Income \$75,000 - \$99,999	90	14.83%
Income \$100,000 - \$124,999	56	9.23%
Income \$125,000 - \$149,999	28	4.61%
Income \$150,000 - \$199,999	11	1.81%
Income \$200,000 - \$249,999	3	0.49%
Income \$250,000 - \$499,999	4	0.66%
Income \$500,000+	0	0.00%
2020 Est. Average Household Income		\$61,420
2020 Est. Median Household Income		\$52,688
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$59,202
Black or African American Alone		\$61,225
American Indian and Alaska Native Alone		\$62,894
Asian Alone		\$118,750
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$22,278
Two or More Races		\$48,432
Hispanic or Latino		\$46,763
Not Hispanic or Latino		\$61,203
2020 Est. Family HH Type by Presence of Own Child.	453	
Married-Couple Family, own children	124	27.37%
Married-Couple Family, no own children	194	42.83%
Male Householder, own children	23	5.08%
Male Householder, no own children	23	5.08%
Female Householder, own children	35	7.73%
Female Householder, no own children	54	11.92%
2020 Est. Households by Household Size	607	
1-person	138	22.74%
2-person	175	28.83%
3-person	110	18.12%
4-person	85	14.00%
5-person	47	7.74%
6-person	28	4.61%
7-or-more-person	24	3.95%
2020 Est. Average Household Size		2.87

Community • Demographic Profile

Elmendorf, Texas

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	607	
Households with 1 or More People under Age 18:	245	40.36%
Married-Couple Family	162	66.12%
Other Family, Male Householder	26	10.61%
Other Family, Female Householder	55	22.45%
Nonfamily, Male Householder	1	0.41%
Nonfamily, Female Householder	1	0.41%
Households with No People under Age 18:	362	59.64%
Married-Couple Family	156	43.09%
Other Family, Male Householder	20	5.53%
Other Family, Female Householder	35	9.67%
Nonfamily, Male Householder	89	24.59%
Nonfamily, Female Householder	62	17.13%
2020 Est. Households by Number of Vehicles	607	
No Vehicles	60	9.89%
1 Vehicle	129	21.25%
2 Vehicles	232	38.22%
3 Vehicles	98	16.15%
4 Vehicles	35	5.77%
5 or more Vehicles	53	8.73%
2020 Est. Average Number of Vehicles		2.2
Family Households		
2025 Projection	498	
2020 Estimate	453	
2010 Census	374	
2000 Census	335	
Growth 2020 - 2025		9.93%
Growth 2010 - 2020		21.12%
Growth 2000 - 2010		11.64%

2020 Est. Families by Poverty Status	453	
2020 Families at or Above Poverty	411	90.73%
2020 Families at or Above Poverty with Children	196	43.27%
2020 Families Below Poverty	42	9.27%
2020 Families Below Poverty with Children	26	5.74%
2020 Est. Pop 16+ by Employment Status	1,362	
Civilian Labor Force, Employed	700	51.40%
Civilian Labor Force, Unemployed	59	4.33%
Armed Forces	0	0.00%
Not in Labor Force	603	44.27%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	736	
For-Profit Private Workers	506	68.75%
Non-Profit Private Workers	31	4.21%
Local Government Workers	15	2.04%
State Government Workers	58	7.88%
Federal Government Workers	33	4.48%
Self-Employed Workers	92	12.50%
Unpaid Family Workers	1	0.14%
2020 Est. Civ. Employed Pop 16+ by Occupation	736	
Architect/Engineer	6	0.82%
Arts/Entertainment/Sports	5	0.68%
Building Grounds Maintenance	34	4.62%
Business/Financial Operations	19	2.58%
Community/Social Services	9	1.22%
Computer/Mathematical	6	0.82%
Construction/Extraction	76	10.33%
Education/Training/Library	11	1.50%
Farming/Fishing/Forestry	3	0.41%
Food Prep/Serving	51	6.93%
Health Practitioner/Technician	57	7.75%
Healthcare Support	10	1.36%
Maintenance Repair	61	8.29%
Legal	0	0.00%
Life/Physical/Social Science	0	0.00%
Management	30	4.08%
Office/Admin. Support	124	16.85%
Production	57	7.75%
Protective Services	16	2.17%
Sales/Related	86	11.69%
Personal Care/Service	23	3.13%
Transportation/Moving	52	7.07%

2020 Est. Pop 16+ by Occupation Classification	736	
White Collar	353	47.96%
Blue Collar	246	33.42%
Service and Farm	137	18.61%
2020 Est. Workers Age 16+ by Transp. to Work	726	
Drove Alone	504	69.42%
Car Pooled	173	23.83%
Public Transportation	1	0.14%
Walked	4	0.55%
Bicycle	0	0.00%
Other Means	6	0.83%
Worked at Home	38	5.23%

Community • Demographic Profile

Elmendorf, Texas

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	78	
15 - 29 Minutes	246	
30 - 44 Minutes	227	
45 - 59 Minutes	90	
60 or more Minutes	47	
2020 Est. Avg Travel Time to Work in Minutes		33
2020 Est. Occupied Housing Units by Tenure	607	
Owner Occupied	490	80.73%
Renter Occupied	117	19.28%
2020 Owner Occ. HUs: Avg. Length of Residence		16.1
2020 Renter Occ. HUs: Avg. Length of Residence		7
2020 Est. Owner-Occupied Housing Units by Value	607	
Value Less than \$20,000	10	2.04%
Value \$20,000 - \$39,999	44	8.98%
Value \$40,000 - \$59,999	35	7.14%
Value \$60,000 - \$79,999	30	6.12%
Value \$80,000 - \$99,999	72	14.69%
Value \$100,000 - \$149,999	94	19.18%
Value \$150,000 - \$199,999	112	22.86%
Value \$200,000 - \$299,999	55	11.22%
Value \$300,000 - \$399,999	19	3.88%
Value \$400,000 - \$499,999	14	2.86%
Value \$500,000 - \$749,999	5	1.02%
Value \$750,000 - \$999,999	0	0.00%
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%
2020 Est. Median All Owner-Occupied Housing Value		\$125,933

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	109	16.03%
Housing Units Built 2010 to 2014	28	4.12%
Housing Units Built 2000 to 2009	131	19.27%
Housing Units Built 1990 to 1999	160	23.53%
Housing Units Built 1980 to 1989	63	9.27%
Housing Units Built 1970 to 1979	45	6.62%
Housing Units Built 1960 to 1969	76	11.18%
Housing Units Built 1950 to 1959	24	3.53%
Housing Units Built 1940 to 1949	38	5.59%
Housing Unit Built 1939 or Earlier	6	0.88%
2020 Est. Median Year Structure Built		1996

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	420	61.77%
1 Unit Attached	0	0.00%
2 Units	2	0.29%
3 or 4 Units	0	0.00%
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	255	37.50%
Boat, RV, Van, etc.	3	0.44%



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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

