



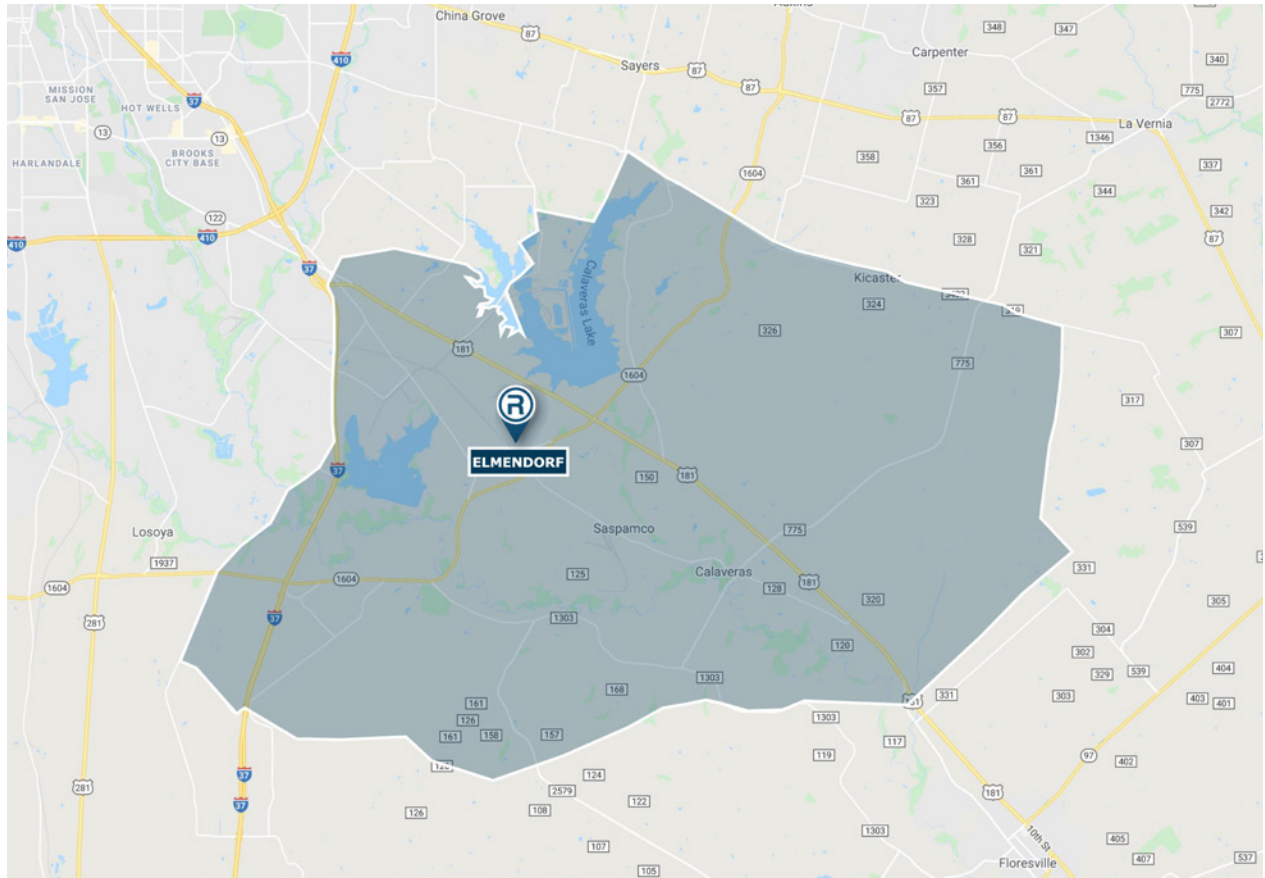
ELMENDORF, TEXAS

Retail Trade Area 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.



Retail Trade Area • Demographic Profile

Elmendorf, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	33,557	
2020 Estimate	30,767	
2010 Census	24,888	
2000 Census	18,608	
Growth 2020 - 2025		9.07%
Growth 2010 - 2020		23.62%
Growth 2000 - 2010		33.75%
2020 Est. Population by Single-Classification Race	30,767	
White Alone	25,708	83.56%
Black or African American Alone	689	2.24%
Amer. Indian and Alaska Native Alone	241	0.78%
Asian Alone	143	0.47%
Native Hawaiian and Other Pacific Island Alone	11	0.04%
Some Other Race Alone	3,156	10.26%
Two or More Races	818	2.66%
2020 Est. Population by Hispanic or Latino Origin	30,767	
Not Hispanic or Latino	14,212	46.19%
Hispanic or Latino	16,555	53.81%
Mexican	14,106	85.21%
Puerto Rican	170	1.03%
Cuban	22	0.13%
All Other Hispanic or Latino	2,257	13.63%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	16,555	
White Alone	12,641	76.36%
Black or African American Alone	71	0.43%
American Indian and Alaska Native Alone	145	0.88%
Asian Alone	17	0.10%
Native Hawaiian and Other Pacific Islander Alone	2	0.01%
Some Other Race Alone	3,138	18.96%
Two or More Races	543	3.28%
2020 Est. Pop by Race, Asian Alone, by Category	143	
Chinese, except Taiwanese	1	0.70%
Filipino	28	19.58%
Japanese	2	1.40%
Asian Indian	18	12.59%
Korean	28	19.58%
Vietnamese	11	7.69%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	18	12.59%
All Other Asian Races Including 2+ Category	37	25.87%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	30,767	
Arab	68	0.22%
Czech	146	0.48%
Danish	19	0.06%
Dutch	122	0.40%
English	1,744	5.67%
French (except Basque)	348	1.13%
French Canadian	73	0.24%
German	4,384	14.25%
Greek	30	0.10%
Hungarian	20	0.07%
Irish	1,548	5.03%
Italian	392	1.27%
Lithuanian	0	0.00%
United States or American	1,008	3.28%
Norwegian	35	0.11%
Polish	1,412	4.59%
Portuguese	34	0.11%
Russian	13	0.04%
Scottish	160	0.52%
Scotch-Irish	319	1.04%
Slovak	2	0.01%
Subsaharan African	0	0.00%
Swedish	47	0.15%
Swiss	3	0.01%
Ukrainian	2	0.01%
Welsh	42	0.14%
West Indian (except Hisp. groups)	12	0.04%
Other ancestries	14,564	47.34%
Ancestry Unclassified	4,219	13.71%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	17,477	60.55%
Speak Asian/Pacific Island Language at Home	467	1.62%
Speak IndoEuropean Language at Home	202	0.70%
Speak Spanish at Home	10,712	37.11%
Speak Other Language at Home	4	0.01%

Retail Trade Area • Demographic Profile

Elmendorf, Texas

DESCRIPTION	DATA	%
2020 Est. Population by Age	30,767	
Age 0 - 4	1,904	6.19%
Age 5 - 9	1,947	6.33%
Age 10 - 14	2,054	6.68%
Age 15 - 17	1,387	4.51%
Age 18 - 20	1,248	4.06%
Age 21 - 24	1,647	5.35%
Age 25 - 34	3,915	12.73%
Age 35 - 44	3,354	10.90%
Age 45 - 54	4,267	13.87%
Age 55 - 64	4,416	14.35%
Age 65 - 74	3,093	10.05%
Age 75 - 84	1,238	4.02%
Age 85 and over	295	0.96%
Age 16 and over	24,404	79.32%
Age 18 and over	23,474	76.30%
Age 21 and over	22,226	72.24%
Age 65 and over	4,626	15.04%
2020 Est. Median Age		38.83
2020 Est. Average Age		38.97
2020 Est. Population by Sex	30,767	
Male	15,454	50.23%
Female	15,313	49.77%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	15,454	
Age 0 - 4	971	6.28%
Age 5 - 9	997	6.45%
Age 10 - 14	1,071	6.93%
Age 15 - 17	710	4.59%
Age 18 - 20	650	4.21%
Age 21 - 24	868	5.62%
Age 25 - 34	1,996	12.92%
Age 35 - 44	1,651	10.68%
Age 45 - 54	2,092	13.54%
Age 55 - 64	2,186	14.15%
Age 65 - 74	1,543	9.99%
Age 75 - 84	595	3.85%
Age 85 and over	124	0.80%
2020 Est. Median Age, Male		37.77
2020 Est. Average Age, Male		38.46
2020 Est. Female Population by Age	15,313	
Age 0 - 4	933	6.09%
Age 5 - 9	950	6.20%
Age 10 - 14	983	6.42%
Age 15 - 17	677	4.42%
Age 18 - 20	598	3.91%
Age 21 - 24	779	5.09%
Age 25 - 34	1,920	12.54%
Age 35 - 44	1,703	11.12%
Age 45 - 54	2,175	14.20%
Age 55 - 64	2,230	14.56%
Age 65 - 74	1,550	10.12%
Age 75 - 84	643	4.20%
Age 85 and over	171	1.12%
2020 Est. Median Age, Female		39.88
2020 Est. Average Age, Female		39.49

Retail Trade Area • Demographic Profile

Elmendorf, Texas

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,313	29.42%
Males, Never Married	3,901	15.69%
Females, Never Married	3,412	13.72%
Married, Spouse present	12,287	49.42%
Married, Spouse absent	1,417	5.70%
Widowed	1,129	4.54%
Males Widowed	340	1.37%
Females Widowed	789	3.17%
Divorced	2,715	10.92%
Males Divorced	1,366	5.50%
Females Divorced	1,348	5.42%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,441	7.0%
Some High School, no diploma	2,188	10.6%
High School Graduate (or GED)	7,283	35.4%
Some College, no degree	4,699	22.8%
Associate Degree	1,468	7.1%
Bachelor's Degree	2,317	11.3%
Master's Degree	868	4.2%
Professional School Degree	80	0.4%
Doctorate Degree	236	1.1%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,780	27.64%
High School Graduate	3,547	35.27%
Some College or Associate's Degree	2,832	28.16%
Bachelor's Degree or Higher	898	8.93%
Households		
2025 Projection	11,508	
2020 Estimate	10,507	
2010 Census	8,348	
2000 Census	6,019	
Growth 2020 - 2025		9.53%
Growth 2010 - 2020		25.86%
Growth 2000 - 2010		38.69%
2020 Est. Households by Household Type	10,507	
Family Households	8,445	80.38%
Nonfamily Households	2,062	19.63%
2020 Est. Group Quarters Population	6	
2020 Households by Ethnicity, Hispanic/Latino	4,814	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	10,507	
Income < \$15,000	780	7.42%
Income \$15,000 - \$24,999	992	9.44%
Income \$25,000 - \$34,999	859	8.18%
Income \$35,000 - \$49,999	1,130	10.76%
Income \$50,000 - \$74,999	1,804	17.17%
Income \$75,000 - \$99,999	1,611	15.33%
Income \$100,000 - \$124,999	1,092	10.39%
Income \$125,000 - \$149,999	824	7.84%
Income \$150,000 - \$199,999	812	7.73%
Income \$200,000 - \$249,999	284	2.70%
Income \$250,000 - \$499,999	251	2.39%
Income \$500,000+	67	0.64%
2020 Est. Average Household Income		\$87,569
2020 Est. Median Household Income		\$70,507
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$75,793
Black or African American Alone		\$68,733
American Indian and Alaska Native Alone		\$46,761
Asian Alone		\$60,729
Native Hawaiian and Other Pacific Islander Alone		\$35,000
Some Other Race Alone		\$35,000
Two or More Races		\$55,523
Hispanic or Latino		\$60,447
Not Hispanic or Latino		\$84,142
2020 Est. Family HH Type by Presence of Own Child.	8,445	
Married-Couple Family, own children	2,826	33.46%
Married-Couple Family, no own children	3,954	46.82%
Male Householder, own children	288	3.41%
Male Householder, no own children	285	3.38%
Female Householder, own children	556	6.58%
Female Householder, no own children	536	6.35%
2020 Est. Households by Household Size	10,507	
1-person	1,742	16.58%
2-person	3,562	33.90%
3-person	1,875	17.85%
4-person	1,679	15.98%
5-person	913	8.69%
6-person	425	4.05%
7-or-more-person	309	2.94%
2020 Est. Average Household Size		2.93

Retail Trade Area • Demographic Profile

Elmendorf, Texas

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	10,507	
Households with 1 or More People under Age 18:	4,319	41.11%
Married-Couple Family	3,219	74.53%
Other Family, Male Householder	351	8.13%
Other Family, Female Householder	724	16.76%
Nonfamily, Male Householder	19	0.44%
Nonfamily, Female Householder	6	0.14%
Households with No People under Age 18:	6,188	58.89%
Married-Couple Family	3,560	57.53%
Other Family, Male Householder	221	3.57%
Other Family, Female Householder	367	5.93%
Nonfamily, Male Householder	1,179	19.05%
Nonfamily, Female Householder	861	13.91%
2020 Est. Households by Number of Vehicles	10,507	
No Vehicles	327	3.11%
1 Vehicle	2,282	21.72%
2 Vehicles	4,367	41.56%
3 Vehicles	2,368	22.54%
4 Vehicles	725	6.90%
5 or more Vehicles	437	4.16%
2020 Est. Average Number of Vehicles		2.25
Family Households		
2025 Projection	9,248	
2020 Estimate	8,445	
2010 Census	6,688	
2000 Census	4,940	
Growth 2020 - 2025		9.51%
Growth 2010 - 2020		26.27%
Growth 2000 - 2010		35.39%

2020 Est. Families by Poverty Status	8,445	
2020 Families at or Above Poverty	7,679	90.93%
2020 Families at or Above Poverty with Children	3,535	41.86%
2020 Families Below Poverty	765	9.06%
2020 Families Below Poverty with Children	544	6.44%
2020 Est. Pop 16+ by Employment Status	24,405	
Civilian Labor Force, Employed	13,808	56.58%
Civilian Labor Force, Unemployed	1,199	4.91%
Armed Forces	93	0.38%
Not in Labor Force	9,305	38.13%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	13,785	
For-Profit Private Workers	9,243	67.05%
Non-Profit Private Workers	707	5.13%
Local Government Workers	683	4.96%
State Government Workers	507	3.68%
Federal Government Workers	1,087	7.89%
Self-Employed Workers	1,539	11.16%
Unpaid Family Workers	19	0.14%
2020 Est. Civ. Employed Pop 16+ by Occupation	13,785	
Architect/Engineer	134	0.97%
Arts/Entertainment/Sports	110	0.80%
Building Grounds Maintenance	556	4.03%
Business/Financial Operations	549	3.98%
Community/Social Services	116	0.84%
Computer/Mathematical	369	2.68%
Construction/Extraction	1,142	8.28%
Education/Training/Library	595	4.32%
Farming/Fishing/Forestry	30	0.22%
Food Prep/Serving	583	4.23%
Health Practitioner/Technician	655	4.75%
Healthcare Support	169	1.23%
Maintenance Repair	739	5.36%
Legal	38	0.28%
Life/Physical/Social Science	78	0.57%
Management	1,256	9.11%
Office/Admin. Support	2,107	15.29%
Production	998	7.24%
Protective Services	401	2.91%
Sales/Related	1,592	11.55%
Personal Care/Service	315	2.29%
Transportation/Moving	1,252	9.08%

2020 Est. Pop 16+ by Occupation Classification	13,785	
White Collar	7,599	55.13%
Blue Collar	4,131	29.97%
Service and Farm	2,055	14.91%
2020 Est. Workers Age 16+ by Transp. to Work	13,627	
Drove Alone	10,673	78.32%
Car Pooled	1,902	13.96%
Public Transportation	13	0.10%
Walked	175	1.28%
Bicycle	3	0.02%
Other Means	185	1.36%
Worked at Home	676	4.96%

Retail Trade Area • Demographic Profile

Elmendorf, Texas

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,638	
15 - 29 Minutes	3,433	
30 - 44 Minutes	4,096	
45 - 59 Minutes	2,522	
60 or more Minutes	1,308	
2020 Est. Avg Travel Time to Work in Minutes		36
2020 Est. Occupied Housing Units by Tenure	10,507	
Owner Occupied	9,228	87.83%
Renter Occupied	1,279	12.17%
2020 Owner Occ. HUs: Avg. Length of Residence		13.76
2020 Renter Occ. HUs: Avg. Length of Residence		6.62
2020 Est. Owner-Occupied Housing Units by Value	10,507	
Value Less than \$20,000	333	3.61%
Value \$20,000 - \$39,999	485	5.26%
Value \$40,000 - \$59,999	465	5.04%
Value \$60,000 - \$79,999	437	4.74%
Value \$80,000 - \$99,999	662	7.17%
Value \$100,000 - \$149,999	1,626	17.62%
Value \$150,000 - \$199,999	1,036	11.23%
Value \$200,000 - \$299,999	1,589	17.22%
Value \$300,000 - \$399,999	1,391	15.07%
Value \$400,000 - \$499,999	847	9.18%
Value \$500,000 - \$749,999	241	2.61%
Value \$750,000 - \$999,999	73	0.79%
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+	19	0.21%
2020 Est. Median All Owner-Occupied Housing Value		\$177,235

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,008	17.70%
Housing Units Built 2010 to 2014	567	5.00%
Housing Units Built 2000 to 2009	3,060	26.97%
Housing Units Built 1990 to 1999	2,839	25.02%
Housing Units Built 1980 to 1989	1,244	10.96%
Housing Units Built 1970 to 1979	717	6.32%
Housing Units Built 1960 to 1969	425	3.75%
Housing Units Built 1950 to 1959	194	1.71%
Housing Units Built 1940 to 1949	190	1.67%
Housing Unit Built 1939 or Earlier	106	0.93%
2020 Est. Median Year Structure Built		2000

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	6,893	60.75%
1 Unit Attached	9	0.08%
2 Units	40	0.35%
3 or 4 Units	30	0.26%
5 to 19 Units	1	0.01%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	4,345	38.29%
Boat, RV, Van, etc.	30	0.26%



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.

