



The **Retail**Coach®

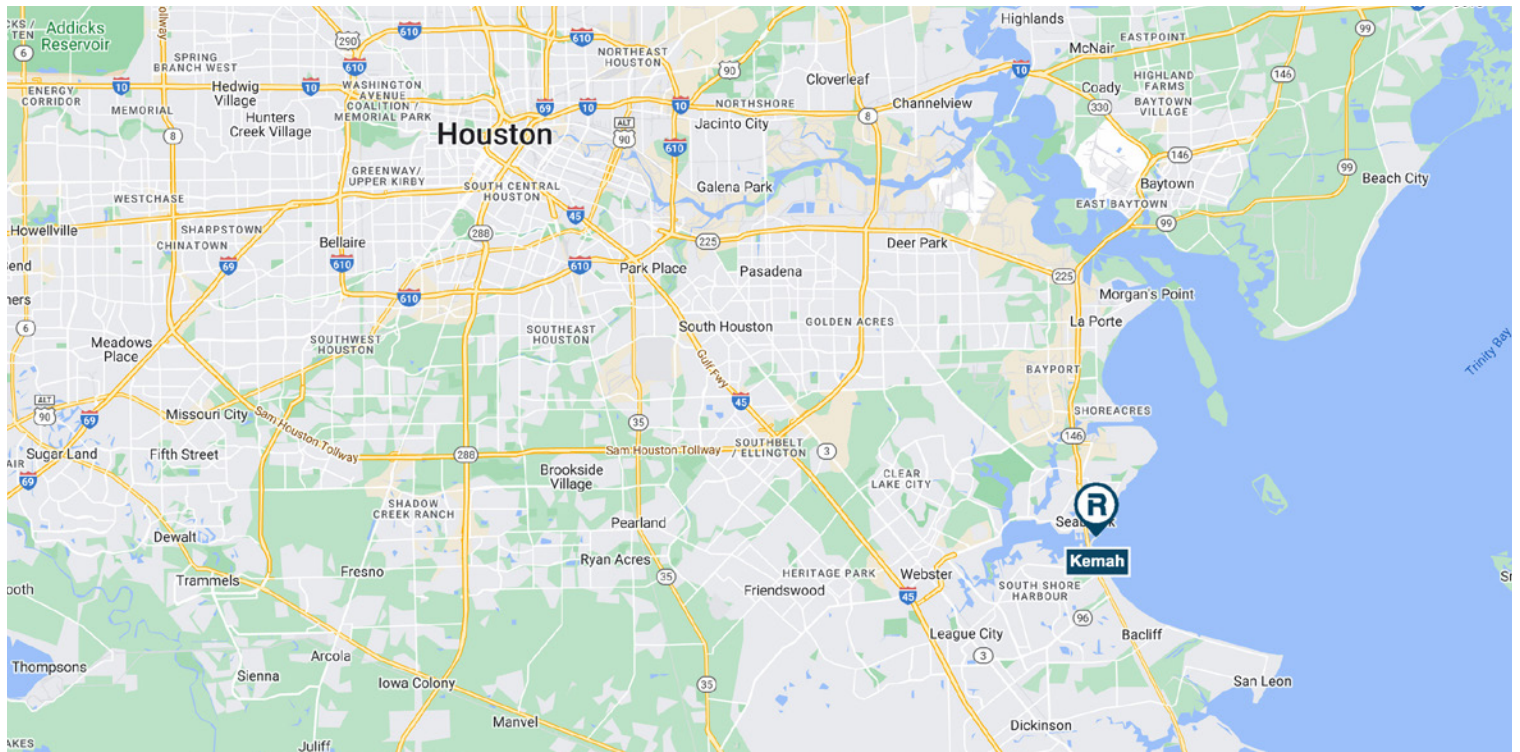
Community Demographic Profile

KEMAH, TEXAS

Prepared for Kemah Community Development Corporation
January 2024

Community • Demographic Snapshot

Kemah, Texas



Population

2020	1,807
2024	2,097
2029	2,217

Educational Attainment (%)

Graduate or Professional Degree	10.30%
Bachelors Degree	20.25%
Associate Degree	9.26%
Some College	27.42%
High School Graduate (or GED)	20.18%
Some High School, No Degree	5.57%
Less than 9th Grade	7.03%

Income

Average HH	\$114,409
Median HH	\$96,357
Per Capita	\$45,611

Age

0 - 9 Years	10.73%
10 - 17 Years	10.73%
18 - 24 Years	10.02%
25 - 34 Years	10.35%
35 - 44 Years	12.35%
45 - 54 Years	14.69%
55 - 64 Years	14.45%
65 and Older	16.69%
Median Age	41.82
Average Age	40.60

Race Distribution (%)

White	68.62%
Black/African American	2.81%
American Indian/Alaskan	1.19%
Asian	4.67%
Native Hawaiian/Islander	0.10%
Other Race	7.01%
Two or More Races	15.59%
Hispanic	24.42%



Aaron Smith

City of Kemah, Texas
City Administrator

1401 Highway 146
Kemah, Texas 77565-3002

Phone 281.334.1611
Cell 409.941.9651
ASmith@KemahTX.gov
www.KemahTX.gov

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@TheRetailCoach.net
www.TheRetailCoach.net



Community • Demographic Profile

Kemah, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	2,217	
2024 Estimate	2,097	
2020 Census	1,807	
2010 Census	1,873	
Growth 2024 - 2029		5.72%
Growth 2020 - 2024		16.05%
Growth 2010 - 2020		-3.51%
2024 Est. Population by Single-Classification Race	2,097	
White Alone	1,439	68.62%
Black or African American Alone	59	2.81%
Amer. Indian and Alaska Native Alone	25	1.19%
Asian Alone	98	4.67%
Native Hawaiian and Other Pacific Island Alone	2	0.10%
Some Other Race Alone	147	7.01%
Two or More Races	327	15.59%
2024 Est. Population by Hispanic or Latino Origin	2,097	
Not Hispanic or Latino	1,585	75.58%
Hispanic or Latino	512	24.42%
Mexican	418	81.64%
Puerto Rican	12	2.34%
Cuban	16	3.12%
All Other Hispanic or Latino	66	12.89%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	512	
White Alone	115	22.46%
Black or African American Alone	4	0.78%
American Indian and Alaska Native Alone	24	4.69%
Asian Alone	1	0.20%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	139	27.15%
Two or More Races	229	44.73%
2024 Est. Pop by Race, Asian Alone, by Category	98	
Chinese, except Taiwanese	0	0.00%
Filipino	22	22.45%
Japanese	48	48.98%
Asian Indian	5	5.10%
Korean	0	0.00%
Vietnamese	23	23.47%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	2,097	
Arab	16	0.76%
Czech	27	1.29%
Danish	6	0.29%
Dutch	54	2.58%
English	174	8.30%
French (except Basque)	37	1.76%
French Canadian	2	0.10%
German	317	15.12%
Greek	2	0.10%
Hungarian	8	0.38%
Irish	198	9.44%
Italian	64	3.05%
Lithuanian	9	0.43%
United States or American	70	3.34%
Norwegian	9	0.43%
Polish	25	1.19%
Portuguese	0	0.00%
Russian	14	0.67%
Scottish	30	1.43%
Scotch-Irish	10	0.48%
Slovak	0	0.00%
Subsaharan African	1	0.05%
Swedish	13	0.62%
Swiss	0	0.00%
Ukrainian	1	0.05%
Welsh	10	0.48%
West Indian (except Hisp. groups)	16	0.76%
Other ancestries	650	31.00%
Ancestry Unclassified	334	15.93%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	1,549	78.23%
Speak Asian/Pacific Island Language at Home	42	2.12%
Speak IndoEuropean Language at Home	27	1.36%
Speak Spanish at Home	356	17.98%
Speak Other Language at Home	6	0.30%

Community • Demographic Profile

Kemah, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	2,097	
Age 0 - 4	117	5.58%
Age 5 - 9	108	5.15%
Age 10 - 14	125	5.96%
Age 15 - 17	100	4.77%
Age 18 - 20	97	4.63%
Age 21 - 24	113	5.39%
Age 25 - 34	217	10.35%
Age 35 - 44	259	12.35%
Age 45 - 54	308	14.69%
Age 55 - 64	303	14.45%
Age 65 - 74	227	10.83%
Age 75 - 84	99	4.72%
Age 85 and over	24	1.14%
Age 16 and over	1,714	81.74%
Age 18 and over	1,647	78.54%
Age 21 and over	1,550	73.92%
Age 65 and over	350	16.69%
2024 Est. Median Age		41.82
2024 Est. Average Age		40.60
2024 Est. Population by Sex	2,097	
Male	1,048	49.98%
Female	1,049	50.02%
2024 Est. Male Population by Age	1,048	
Age 0 - 4	61	5.82%
Age 5 - 9	57	5.44%
Age 10 - 14	65	6.20%
Age 15 - 17	45	4.29%
Age 18 - 20	46	4.39%
Age 21 - 24	58	5.53%
Age 25 - 34	112	10.69%
Age 35 - 44	125	11.93%
Age 45 - 54	156	14.89%
Age 55 - 64	148	14.12%
Age 65 - 74	118	11.26%
Age 75 - 84	46	4.39%
Age 85 and over	11	1.05%
2024 Est. Median Age, Male		41.61
2024 Est. Average Age, Male		40.40
2024 Est. Female Population by Age	1,049	
Age 0 - 4	56	5.34%
Age 5 - 9	51	4.86%
Age 10 - 14	60	5.72%
Age 15 - 17	55	5.24%
Age 18 - 20	51	4.86%
Age 21 - 24	55	5.24%
Age 25 - 34	105	10.01%
Age 35 - 44	134	12.77%
Age 45 - 54	152	14.49%
Age 55 - 64	155	14.78%
Age 65 - 74	109	10.39%
Age 75 - 84	53	5.05%
Age 85 and over	13	1.24%
2024 Est. Median Age, Female		42.00
2024 Est. Average Age, Female		40.90

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	509	29.14%
Males, Never Married	270	15.46%
Females, Never Married	239	13.68%
Married, Spouse present	931	53.29%
Married, Spouse absent	70	4.01%
Widowed	55	3.15%
Males Widowed	24	1.37%
Females Widowed	31	1.77%
Divorced	182	10.42%
Males Divorced	62	3.55%
Females Divorced	120	6.87%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	101	7.03%
Some High School, no diploma	80	5.57%
High School Graduate (or GED)	290	20.18%
Some College, no degree	394	27.42%
Associate Degree	133	9.26%
Bachelor's Degree	291	20.25%
Master's Degree	102	7.10%
Professional School Degree	36	2.50%
Doctorate Degree	10	0.70%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	114	37.87%
High School Graduate	45	14.95%
Some College or Associate's Degree	73	24.25%
Bachelor's Degree or Higher	69	22.92%
Households		
2029 Projection	899	
2024 Estimate	836	
2020 Census	694	
2010 Census	739	
Growth 2024 - 2029		7.54%
Growth 2020 - 2024		20.46%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	836	
Family Households	555	66.39%
Nonfamily Households	281	33.61%
2024 Est. Group Quarters Population	0	
2024 Households by Ethnicity, Hispanic/Latino	150	

Community • Demographic Profile

Kemah, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	836	
Income < \$15,000	39	4.66%
Income \$15,000 - \$24,999	24	2.87%
Income \$25,000 - \$34,999	39	4.66%
Income \$35,000 - \$49,999	98	11.72%
Income \$50,000 - \$74,999	137	16.39%
Income \$75,000 - \$99,999	94	11.24%
Income \$100,000 - \$124,999	95	11.36%
Income \$125,000 - \$149,999	94	11.24%
Income \$150,000 - \$199,999	124	14.83%
Income \$200,000 - \$249,999	49	5.86%
Income \$250,000 - \$499,999	36	4.31%
Income \$500,000+	7	0.84%
2024 Est. Average Household Income	\$114,409	
2024 Est. Median Household Income	\$96,357	
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$93,365	
Black or African American Alone	\$102,194	
American Indian and Alaska Native Alone	\$82,752	
Asian Alone	\$183,176	
Native Hawaiian and Other Pacific Islander Alone	\$0	
Some Other Race Alone	\$72,289	
Two or More Races	\$147,203	
Hispanic or Latino	\$55,009	
Not Hispanic or Latino	\$102,344	
2024 Est. HH by Type and Presence of Own Child.	836	
Family Households with Children	264	31.58%
Family Households without Children	572	68.42%
Married-Couple Families	469	56.10%
Married-Couple Family, own children	160	19.14%
Married-Couple Family, no own children	309	36.96%
Cohabiting-Couple Families	77	9.21%
Cohabiting-Couple Family, own children	45	5.38%
Cohabiting-Couple Family, no own children	32	3.83%
Male Householder Families	117	14.00%
Male Householder, own children	13	1.55%
Male Householder, no own children	15	1.79%
Male Householder, only Nonrelatives	18	2.15%
Male Householder, Living Alone	71	8.49%
Female Householder Families	173	20.69%
Female Householder, own children	46	5.50%
Female Householder, no own children	29	3.47%
Female Householder, only Nonrelatives	9	1.08%
Female Householder, Living Alone	89	10.65%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	836	
1-person	280	33.49%
2-person	222	26.55%
3-person	126	15.07%
4-person	98	11.72%
5-person	62	7.42%
6-person	32	3.83%
7-or-more-person	16	1.91%
2024 Est. Average Household Size		2.51
2024 Est. Households by Number of Vehicles	836	
No Vehicles	20	2.39%
1 Vehicle	206	24.64%
2 Vehicles	316	37.80%
3 Vehicles	233	27.87%
4 Vehicles	42	5.02%
5 or more Vehicles	19	2.27%
2024 Est. Average Number of Vehicles		2.2
Family Households		
2029 Projection	598	
2024 Estimate	555	
2020 Estimate	495	
2010 Census	491	
Growth 2024 - 2029		7.75%
Growth 2020 - 2024		12.12%
Growth 2010 - 2020		0.82%
2024 Est. Families by Poverty Status	555	
2024 Families at or Above Poverty	493	88.83%
2024 Families at or Above Poverty with Children	208	37.48%
2024 Families Below Poverty	62	11.17%
2024 Families Below Poverty with Children	52	9.37%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	1,111	64.82%
Civilian Labor Force, Unemployed	83	4.84%
Armed Forces	5	0.29%
Not in Labor Force	515	30.05%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	721	64.37%
Non-Profit Private Workers	35	3.12%
Local Government Workers	25	2.23%
State Government Workers	45	4.02%
Federal Government Workers	98	8.75%
Self-Employed Workers	196	17.50%
Unpaid Family Workers	0	0.00%



Community • Demographic Profile

Kemah, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	54	4.82%
Arts/Entertainment/Sports	23	2.05%
Building Grounds Maintenance	31	2.77%
Business/Financial Operations	85	7.59%
Community/Social Services	4	0.36%
Computer/Mathematical	12	1.07%
Construction/Extraction	68	6.07%
Education/Training/Library	50	4.46%
Farming/Fishing/Forestry	2	0.18%
Food Prep/Serving	68	6.07%
Health Practitioner/Technician	51	4.55%
Healthcare Support	9	0.80%
Maintenance Repair	25	2.23%
Legal	15	1.34%
Life/Physical/Social Science	14	1.25%
Management	157	14.02%
Office/Admin. Support	115	10.27%
Production	25	2.23%
Protective Services	22	1.96%
Sales/Related	171	15.27%
Personal Care/Service	20	1.79%
Transportation/Moving	99	8.84%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	751	67.05%
Blue Collar	217	19.37%
Service and Farm	152	13.57%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	884	79.07%
Car Pooled	77	6.89%
Public Transportation	0	0.00%
Walked	5	0.45%
Bicycle	5	0.45%
Other Means	11	0.98%
Worked at Home	136	12.16%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	193	
15 - 29 Minutes	333	
30 - 44 Minutes	292	
45 - 59 Minutes	87	
60 or more Minutes	126	
2024 Est. Avg Travel Time to Work in Minutes		33
2024 Est. Occupied Housing Units by Tenure	836	
Owner Occupied	632	67.52%
Renter Occupied	204	24.40%
2024 Owner Occ. HUs: Avg. Length of Residence		13.30 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.60 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	632	
Value Less than \$20,000	9	1.42%
Value \$20,000 - \$39,999	2	0.32%
Value \$40,000 - \$59,999	3	0.48%
Value \$60,000 - \$79,999	3	0.48%
Value \$80,000 - \$99,999	3	0.48%
Value \$100,000 - \$149,999	19	3.01%
Value \$150,000 - \$199,999	39	6.17%
Value \$200,000 - \$299,999	239	37.82%
Value \$300,000 - \$399,999	142	22.47%
Value \$400,000 - \$499,999	54	8.54%
Value \$500,000 - \$749,999	65	10.29%
Value \$750,000 - \$999,999	27	4.27%
Value \$1,000,000 or \$1,499,999	17	2.69%
Value \$1,500,000 or \$1,999,999	3	0.48%
Value \$2,000,000+	7	1.11%
2024 Est. Median All Owner-Occupied Housing Value		\$299,561
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	749	80.02%
1 Unit Attached	81	8.65%
2 Units	4	0.43%
3 or 4 Units	35	3.74%
5 to 19 Units	27	2.88%
20 to 49 Units	8	0.86%
50 or More Units	7	0.75%
Mobile Home or Trailer	24	2.56%
Boat, RV, Van, etc.	1	0.11%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	23	2.46%
Housing Units Built 2010 to 2019	119	12.71%
Housing Units Built 2000 to 2009	164	17.52%
Housing Units Built 1990 to 1999	255	27.24%
Housing Units Built 1980 to 1989	81	8.65%
Housing Units Built 1970 to 1979	98	10.47%
Housing Units Built 1960 to 1969	121	12.93%
Housing Units Built 1950 to 1959	52	5.56%
Housing Units Built 1940 to 1949	8	0.86%
Housing Unit Built 1939 or Earlier	15	1.60%
2024 Est. Median Year Structure Built		1994

[†] 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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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.