



The**Retail**Coach[®]

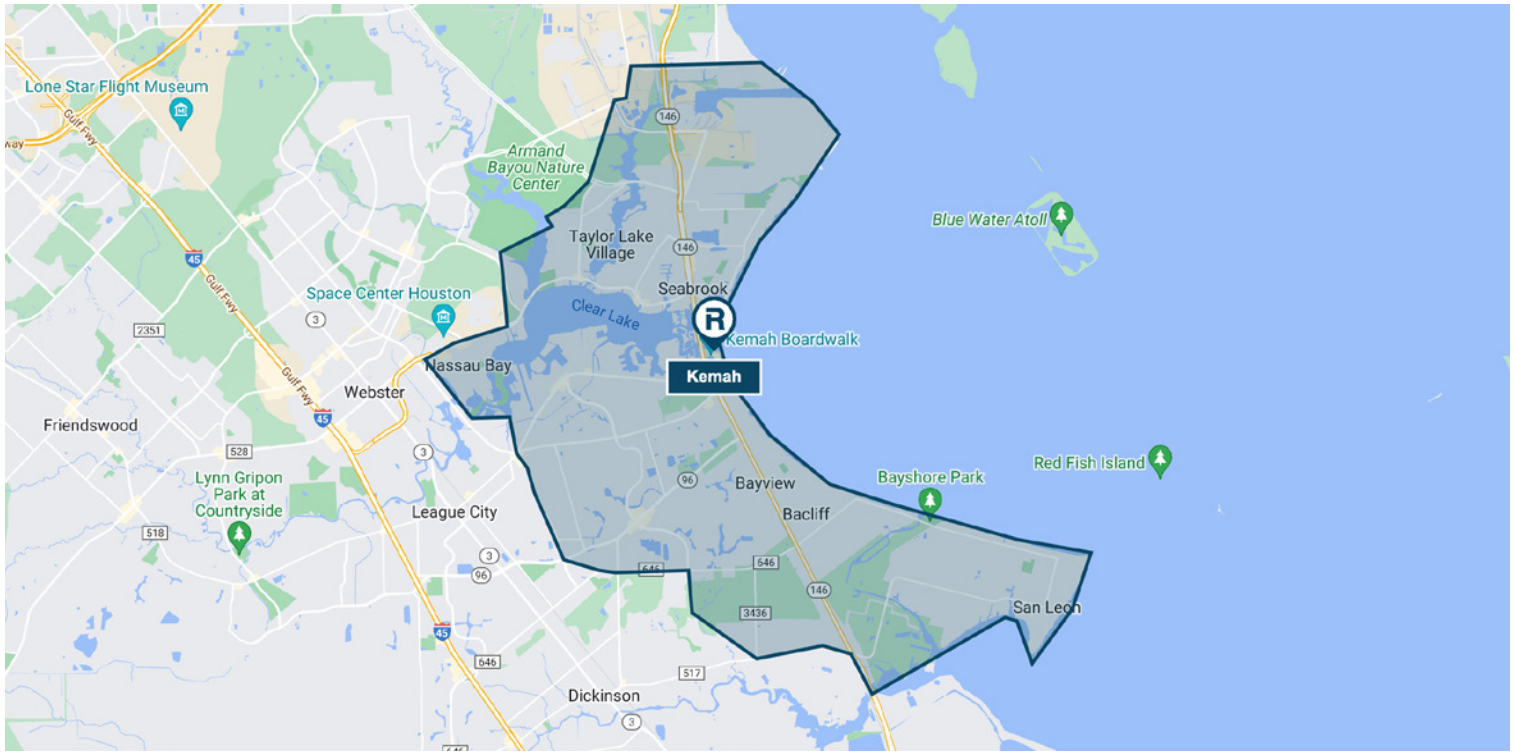
Primary Retail Trade Area Demographic Profile

KEMAH, TEXAS

Prepared for Kemah Community Development Corporation
January 2024

Primary Retail Trade Area • Demographic Snapshot

Kemah, Texas



Population

2020	94,403
2024	98,307
2029	102,847

Educational Attainment (%)

Graduate or Professional Degree	13.09%
Bachelors Degree	28.94%
Associate Degree	9.43%
Some College	22.93%
High School Graduate (or GED)	18.05%
Some High School, No Degree	4.63%
Less than 9th Grade	2.92%

Income

Average HH	\$136,678
Median HH	\$103,163
Per Capita	\$54,883

Age

0 - 9 Years	10.80%
10 - 17 Years	10.43%
18 - 24 Years	9.19%
25 - 34 Years	12.06%
35 - 44 Years	13.32%
45 - 54 Years	13.53%
55 - 64 Years	13.89%
65 and Older	16.79%
Median Age	40.71
Average Age	40.47

Race Distribution (%)

White	67.59%
Black/African American	6.19%
American Indian/Alaskan	0.71%
Asian	4.10%
Native Hawaiian/Islander	0.04%
Other Race	6.77%
Two or More Races	14.60%
Hispanic	22.92%



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Primary Retail Trade Area • Demographic Profile

Kemah, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	102,847	
2024 Estimate	98,307	
2020 Census	94,403	
2010 Census	75,386	
Growth 2024 - 2029		4.62%
Growth 2020 - 2024		4.13%
Growth 2010 - 2020		25.23%
2024 Est. Population by Single-Classification Race	98,307	
White Alone	66,442	67.59%
Black or African American Alone	6,086	6.19%
Amer. Indian and Alaska Native Alone	694	0.71%
Asian Alone	4,031	4.10%
Native Hawaiian and Other Pacific Island Alone	44	0.04%
Some Other Race Alone	6,656	6.77%
Two or More Races	14,354	14.60%
2024 Est. Population by Hispanic or Latino Origin	98,307	
Not Hispanic or Latino	75,776	77.08%
Hispanic or Latino	22,531	22.92%
Mexican	16,374	72.67%
Puerto Rican	993	4.41%
Cuban	314	1.39%
All Other Hispanic or Latino	4,849	21.52%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	22,531	
White Alone	5,581	24.77%
Black or African American Alone	215	0.95%
American Indian and Alaska Native Alone	369	1.64%
Asian Alone	78	0.35%
Native Hawaiian and Other Pacific Islander Alone	21	0.09%
Some Other Race Alone	6,261	27.79%
Two or More Races	10,006	44.41%
2024 Est. Pop by Race, Asian Alone, by Category	4,031	
Chinese, except Taiwanese	495	12.28%
Filipino	627	15.55%
Japanese	137	3.40%
Asian Indian	760	18.85%
Korean	124	3.08%
Vietnamese	1,014	25.16%
Cambodian	0	0.00%
Hmong	3	0.07%
Laotian	0	0.00%
Thai	131	3.25%
All Other Asian Races Including 2+ Category	740	18.36%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	98,307	
Arab	595	0.61%
Czech	653	0.66%
Danish	167	0.17%
Dutch	1,075	1.09%
English	8,870	9.02%
French (except Basque)	2,894	2.94%
French Canadian	327	0.33%
German	11,913	12.12%
Greek	415	0.42%
Hungarian	283	0.29%
Irish	7,740	7.87%
Italian	3,991	4.06%
Lithuanian	115	0.12%
United States or American	4,004	4.07%
Norwegian	1,176	1.20%
Polish	1,367	1.39%
Portuguese	244	0.25%
Russian	281	0.29%
Scottish	1,684	1.71%
Scotch-Irish	639	0.65%
Slovak	24	0.02%
Subsaharan African	537	0.55%
Swedish	735	0.75%
Swiss	42	0.04%
Ukrainian	121	0.12%
Welsh	311	0.32%
West Indian (except Hisp. groups)	838	0.85%
Other ancestries	27,870	28.35%
Ancestry Unclassified	19,397	19.73%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	77,184	82.87%
Speak Asian/Pacific Island Language at Home	1,466	1.57%
Speak IndoEuropean Language at Home	1,784	1.91%
Speak Spanish at Home	12,181	13.08%
Speak Other Language at Home	527	0.57%



Primary Retail Trade Area • Demographic Profile

Kemah, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	98,307	
Age 0 - 4	5,165	5.25%
Age 5 - 9	5,451	5.54%
Age 10 - 14	6,245	6.35%
Age 15 - 17	4,012	4.08%
Age 18 - 20	3,956	4.02%
Age 21 - 24	5,075	5.16%
Age 25 - 34	11,851	12.06%
Age 35 - 44	13,097	13.32%
Age 45 - 54	13,302	13.53%
Age 55 - 64	13,650	13.89%
Age 65 - 74	10,370	10.55%
Age 75 - 84	4,737	4.82%
Age 85 and over	1,396	1.42%
Age 16 and over	80,112	81.49%
Age 18 and over	77,435	78.77%
Age 21 and over	73,479	74.74%
Age 65 and over	16,503	16.79%
2024 Est. Median Age		40.71
2024 Est. Average Age		40.47
2024 Est. Population by Sex	98,307	
Male	48,833	49.67%
Female	49,474	50.33%
2024 Est. Male Population by Age	48,833	
Age 0 - 4	2,622	5.37%
Age 5 - 9	2,789	5.71%
Age 10 - 14	3,185	6.52%
Age 15 - 17	2,051	4.20%
Age 18 - 20	2,031	4.16%
Age 21 - 24	2,619	5.36%
Age 25 - 34	6,033	12.35%
Age 35 - 44	6,388	13.08%
Age 45 - 54	6,476	13.26%
Age 55 - 64	6,735	13.79%
Age 65 - 74	5,150	10.55%
Age 75 - 84	2,213	4.53%
Age 85 and over	542	1.11%
2024 Est. Median Age, Male		39.88
2024 Est. Average Age, Male		39.91
2024 Est. Female Population by Age	49,474	
Age 0 - 4	2,543	5.14%
Age 5 - 9	2,661	5.38%
Age 10 - 14	3,060	6.18%
Age 15 - 17	1,961	3.96%
Age 18 - 20	1,926	3.89%
Age 21 - 24	2,457	4.97%
Age 25 - 34	5,818	11.76%
Age 35 - 44	6,709	13.56%
Age 45 - 54	6,826	13.80%
Age 55 - 64	6,915	13.98%
Age 65 - 74	5,220	10.55%
Age 75 - 84	2,524	5.10%
Age 85 and over	855	1.73%
2024 Est. Median Age, Female		41.50
2024 Est. Average Age, Female		41.02

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	20,529	25.20%
Males, Never Married	11,254	13.82%
Females, Never Married	9,275	11.39%
Married, Spouse present	46,671	57.30%
Married, Spouse absent	2,671	3.28%
Widowed	3,220	3.95%
Males Widowed	843	1.03%
Females Widowed	2,377	2.92%
Divorced	8,356	10.26%
Males Divorced	3,752	4.61%
Females Divorced	4,604	5.65%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,000	2.92%
Some High School, no diploma	3,167	4.63%
High School Graduate (or GED)	12,348	18.05%
Some College, no degree	15,688	22.93%
Associate Degree	6,452	9.43%
Bachelor's Degree	19,793	28.94%
Master's Degree	5,812	8.50%
Professional School Degree	1,732	2.53%
Doctorate Degree	1,413	2.07%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,491	19.39%
High School Graduate	2,745	21.37%
Some College or Associate's Degree	4,148	32.29%
Bachelor's Degree or Higher	3,463	26.96%
Households		
2029 Projection	41,325	
2024 Estimate	39,444	
2020 Census	37,815	
2010 Census	29,729	
Growth 2024 - 2029		4.77%
Growth 2020 - 2024		4.31%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	39,444	
Family Households	27,021	68.50%
Nonfamily Households	12,423	31.5%
2024 Est. Group Quarters Population	78	
2024 Households by Ethnicity, Hispanic/Latino	6,911	



Primary Retail Trade Area • Demographic Profile

Kemah, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	39,444	
Income < \$15,000	2,205	5.59%
Income \$15,000 - \$24,999	1,402	3.55%
Income \$25,000 - \$34,999	2,393	6.07%
Income \$35,000 - \$49,999	3,334	8.45%
Income \$50,000 - \$74,999	5,253	13.32%
Income \$75,000 - \$99,999	4,592	11.64%
Income \$100,000 - \$124,999	4,125	10.46%
Income \$125,000 - \$149,999	4,004	10.15%
Income \$150,000 - \$199,999	5,001	12.68%
Income \$200,000 - \$249,999	2,407	6.10%
Income \$250,000 - \$499,999	3,149	7.98%
Income \$500,000+	1,577	4.00%
2024 Est. Average Household Income		\$136,678
2024 Est. Median Household Income		\$103,163
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$110,451
Black or African American Alone		\$92,164
American Indian and Alaska Native Alone		\$69,238
Asian Alone		\$119,208
Native Hawaiian and Other Pacific Islander Alone		\$35,000
Some Other Race Alone		\$48,232
Two or More Races		\$86,290
Hispanic or Latino		\$81,081
Not Hispanic or Latino		\$107,507
2024 Est. HH by Type and Presence of Own Child.	39,444	
Family Households with Children	11,921	30.22%
Family Households without Children	27,523	69.78%
Married-Couple Families	22,594	57.28%
Married-Couple Family, own children	9,295	23.57%
Married-Couple Family, no own children	13,299	33.72%
Cohabiting-Couple Families	3,067	7.78%
Cohabiting-Couple Family, own children	1,060	2.69%
Cohabiting-Couple Family, no own children	2,007	5.09%
Male Householder Families	6,663	16.89%
Male Householder, own children	276	0.70%
Male Householder, no own children	864	2.19%
Male Householder, only Nonrelatives	488	1.24%
Male Householder, Living Alone	5,036	12.77%
Female Householder Families	7,120	18.05%
Female Householder, own children	1,291	3.27%
Female Householder, no own children	1,184	3.00%
Female Householder, only Nonrelatives	203	0.52%
Female Householder, Living Alone	4,443	11.26%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	39,444	
1-person	11,603	29.42%
2-person	12,410	31.46%
3-person	6,113	15.50%
4-person	5,297	13.43%
5-person	2,405	6.10%
6-person	1,044	2.65%
7-or-more-person	573	1.45%
2024 Est. Average Household Size		2.49
2024 Est. Households by Number of Vehicles	39,444	
No Vehicles	1,022	2.59%
1 Vehicle	11,409	28.92%
2 Vehicles	17,846	45.24%
3 Vehicles	6,436	16.32%
4 Vehicles	2,101	5.33%
5 or more Vehicles	630	1.60%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	28,336	
2024 Estimate	27,021	
2020 Estimate	25,126	
2010 Census	20,063	
Growth 2024 - 2029		4.87%
Growth 2020 - 2024		7.54%
Growth 2010 - 2020		25.24%
2024 Est. Families by Poverty Status	27,021	
2024 Families at or Above Poverty	25,206	93.28%
2024 Families at or Above Poverty with Children	11,283	41.76%
2024 Families Below Poverty	1,814	6.71%
2024 Families Below Poverty with Children	1,043	3.86%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	50,925	63.57%
Civilian Labor Force, Unemployed	2,778	3.47%
Armed Forces	209	0.26%
Not in Labor Force	26,200	32.70%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	36,018	69.25%
Non-Profit Private Workers	3,211	6.17%
Local Government Workers	1,920	3.69%
State Government Workers	1,873	3.60%
Federal Government Workers	4,177	8.03%
Self-Employed Workers	4,749	9.13%
Unpaid Family Workers	62	0.12%



Primary Retail Trade Area • Demographic Profile

Kemah, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	2,795	5.37%
Arts/Entertainment/Sports	708	1.36%
Building Grounds Maintenance	736	1.41%
Business/Financial Operations	3,573	6.87%
Community/Social Services	720	1.38%
Computer/Mathematical	1,745	3.35%
Construction/Extraction	1,968	3.78%
Education/Training/Library	3,654	7.03%
Farming/Fishing/Forestry	107	0.21%
Food Prep/Serving	2,039	3.92%
Health Practitioner/Technician	3,670	7.06%
Healthcare Support	1,052	2.02%
Maintenance Repair	1,673	3.22%
Legal	499	0.96%
Life/Physical/Social Science	1,054	2.03%
Management	7,123	13.70%
Office/Admin. Support	4,912	9.44%
Production	2,730	5.25%
Protective Services	932	1.79%
Sales/Related	6,283	12.08%
Personal Care/Service	1,088	2.09%
Transportation/Moving	2,949	5.67%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	36,736	70.63%
Blue Collar	9,320	17.92%
Service and Farm	5,954	11.45%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	40,808	79.19%
Car Pooled	2,653	5.15%
Public Transportation	94	0.18%
Walked	513	1.00%
Bicycle	107	0.21%
Other Means	454	0.88%
Worked at Home	6,900	13.39%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,341	
15 - 29 Minutes	17,532	
30 - 44 Minutes	9,913	
45 - 59 Minutes	5,123	
60 or more Minutes	4,805	
2024 Est. Avg Travel Time to Work in Minutes		31
2024 Est. Occupied Housing Units by Tenure	39,444	
Owner Occupied	25,374	58.85%
Renter Occupied	14,070	35.67%
2024 Owner Occ. HUs: Avg. Length of Residence		14.63 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.12 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	25,374	
Value Less than \$20,000	499	1.97%
Value \$20,000 - \$39,999	466	1.84%
Value \$40,000 - \$59,999	243	0.96%
Value \$60,000 - \$79,999	234	0.92%
Value \$80,000 - \$99,999	228	0.90%
Value \$100,000 - \$149,999	537	2.12%
Value \$150,000 - \$199,999	1,819	7.17%
Value \$200,000 - \$299,999	5,081	20.02%
Value \$300,000 - \$399,999	6,925	27.29%
Value \$400,000 - \$499,999	4,637	18.27%
Value \$500,000 - \$749,999	2,686	10.59%
Value \$750,000 - \$999,999	1,268	5.00%
Value \$1,000,000 or \$1,499,999	483	1.90%
Value \$1,500,000 or \$1,999,999	113	0.45%
Value \$2,000,000+	154	0.61%
2024 Est. Median All Owner-Occupied Housing Value		\$351,165
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	28,213	65.43%
1 Unit Attached	1,039	2.41%
2 Units	93	0.22%
3 or 4 Units	559	1.30%
5 to 19 Units	5,328	12.36%
20 to 49 Units	2,209	5.12%
50 or More Units	3,636	8.43%
Mobile Home or Trailer	1,700	3.94%
Boat, RV, Van, etc.	342	0.79%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,634	3.79%
Housing Units Built 2010 to 2019	5,460	12.66%
Housing Units Built 2000 to 2009	7,880	18.27%
Housing Units Built 1990 to 1999	8,977	20.82%
Housing Units Built 1980 to 1989	7,200	16.70%
Housing Units Built 1970 to 1979	4,927	11.43%
Housing Units Built 1960 to 1969	5,515	12.79%
Housing Units Built 1950 to 1959	797	1.85%
Housing Units Built 1940 to 1949	294	0.68%
Housing Unit Built 1939 or Earlier	434	1.01%
2024 Est. Median Year Structure Built		1993

[†] 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.

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