



The **Retail**Coach®

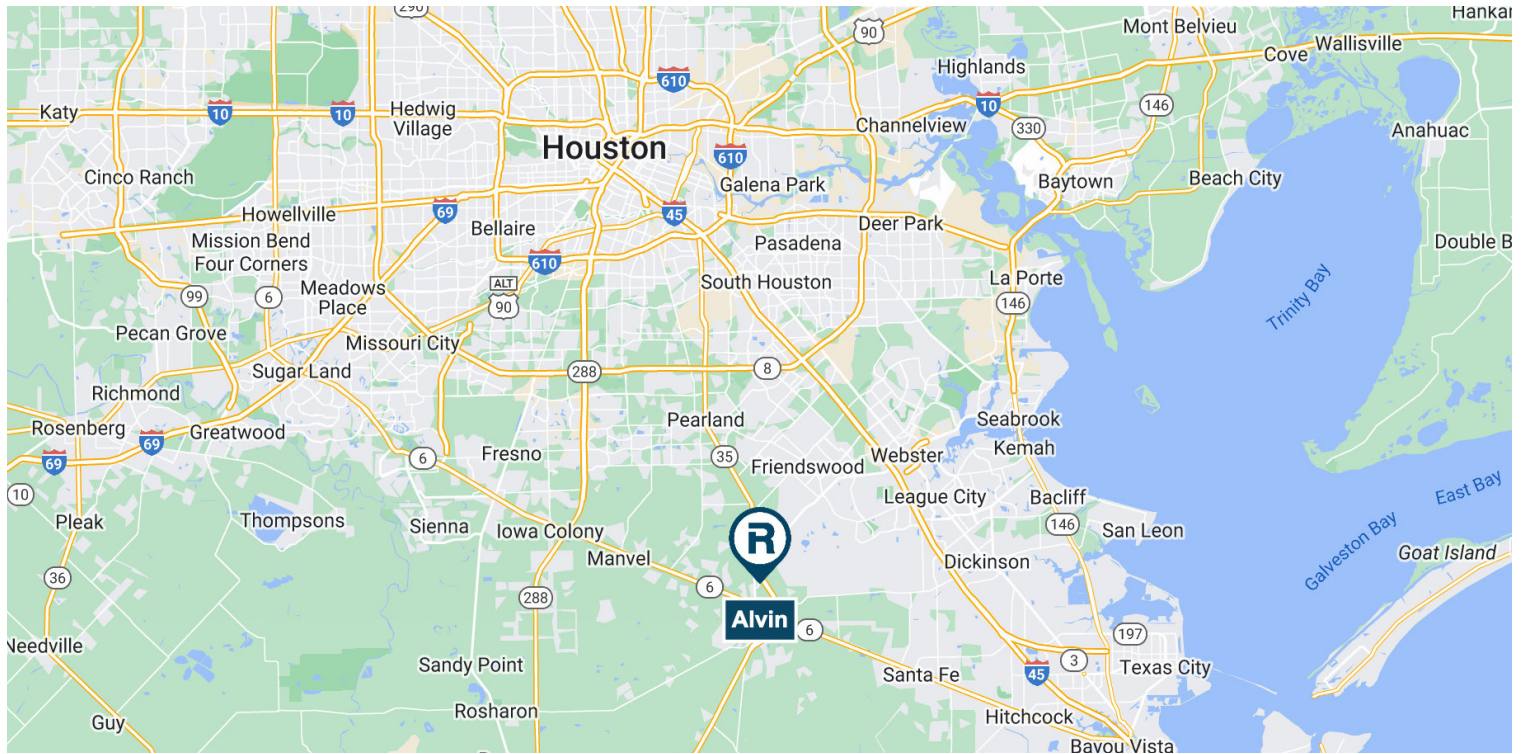
Community Demographic Profile

ALVIN, TEXAS

Prepared for City of Alvin
January 2024

Community • Demographic Snapshot

Alvin, Texas



Population

2020	27,098
2024	29,966
2029	31,638

Educational Attainment (%)

Graduate or Professional Degree	4.63%
Bachelors Degree	13.34%
Associate Degree	8.47%
Some College	26.90%
High School Graduate (or GED)	28.61%
Some High School, No Degree	8.57%
Less than 9th Grade	9.50%

Income

Average HH	\$81,507
Median HH	\$63,730
Per Capita	\$30,377

Age

0 - 9 Years	12.99%
10 - 17 Years	11.35%
18 - 24 Years	9.82%
25 - 34 Years	13.70%
35 - 44 Years	13.21%
45 - 54 Years	11.87%
55 - 64 Years	11.14%
65 and Older	15.93%
Median Age	36.58
Average Age	38.30

Race Distribution (%)

White	60.59%
Black/African American	4.76%
American Indian/Alaskan	0.78%
Asian	1.40%
Native Hawaiian/Islander	0.03%
Other Race	14.78%
Two or More Races	17.65%
Hispanic	41.12%



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Community • Demographic Profile

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DESCRIPTION	DATA	%
Population		
2029 Projection	31,638	
2024 Estimate	29,966	
2020 Census	27,098	
2010 Census	24,588	
Growth 2024 - 2029		5.58%
Growth 2020 - 2024		10.58%
Growth 2010 - 2020		10.21%
2024 Est. Population by Single-Classification Race	29,966	
White Alone	18,156	60.59%
Black or African American Alone	1,428	4.76%
Amer. Indian and Alaska Native Alone	234	0.78%
Asian Alone	421	1.40%
Native Hawaiian and Other Pacific Island Alone	9	0.03%
Some Other Race Alone	4,430	14.78%
Two or More Races	5,288	17.65%
2024 Est. Population by Hispanic or Latino Origin	29,966	
Not Hispanic or Latino	17,643	58.88%
Hispanic or Latino	12,323	41.12%
Mexican	10,792	87.58%
Puerto Rican	102	0.83%
Cuban	126	1.02%
All Other Hispanic or Latino	1,303	10.57%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	12,323	
White Alone	3,450	28.00%
Black or African American Alone	79	0.64%
American Indian and Alaska Native Alone	156	1.27%
Asian Alone	32	0.26%
Native Hawaiian and Other Pacific Islander Alone	3	0.02%
Some Other Race Alone	4,349	35.29%
Two or More Races	4,254	34.52%
2024 Est. Pop by Race, Asian Alone, by Category	421	
Chinese, except Taiwanese	68	16.15%
Filipino	57	13.54%
Japanese	0	0.00%
Asian Indian	36	8.55%
Korean	6	1.42%
Vietnamese	135	32.07%
Cambodian	105	24.94%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	14	3.33%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	29,966	
Arab	22	0.07%
Czech	501	1.67%
Danish	43	0.14%
Dutch	277	0.92%
English	2,214	7.39%
French (except Basque)	637	2.13%
French Canadian	50	0.17%
German	3,235	10.80%
Greek	110	0.37%
Hungarian	34	0.11%
Irish	1,836	6.13%
Italian	475	1.58%
Lithuanian	47	0.16%
United States or American	1,263	4.21%
Norwegian	68	0.23%
Polish	326	1.09%
Portuguese	50	0.17%
Russian	10	0.03%
Scottish	261	0.87%
Scotch-Irish	356	1.19%
Slovak	0	0.00%
Subsaharan African	73	0.24%
Swedish	171	0.57%
Swiss	3	0.01%
Ukrainian	28	0.09%
Welsh	237	0.79%
West Indian (except Hisp. groups)	22	0.07%
Other ancestries	12,848	42.88%
Ancestry Unclassified	4,769	15.91%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	20,889	74.49%
Speak Asian/Pacific Island Language at Home	190	0.68%
Speak IndoEuropean Language at Home	84	0.30%
Speak Spanish at Home	6,869	24.50%
Speak Other Language at Home	10	0.04%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	29,966	
Age 0 - 4	1,924	6.42%
Age 5 - 9	1,967	6.56%
Age 10 - 14	2,105	7.03%
Age 15 - 17	1,296	4.33%
Age 18 - 20	1,285	4.29%
Age 21 - 24	1,659	5.54%
Age 25 - 34	4,106	13.70%
Age 35 - 44	3,957	13.21%
Age 45 - 54	3,558	11.87%
Age 55 - 64	3,337	11.14%
Age 65 - 74	2,768	9.24%
Age 75 - 84	1,526	5.09%
Age 85 and over	478	1.59%
Age 16 and over	23,540	78.56%
Age 18 and over	22,674	75.67%
Age 21 and over	21,389	71.38%
Age 65 and over	4,772	15.93%
2024 Est. Median Age		36.58
2024 Est. Average Age		38.30
2024 Est. Population by Sex	29,966	
Male	14,657	48.91%
Female	15,309	51.09%
2024 Est. Male Population by Age	14,657	
Age 0 - 4	981	6.69%
Age 5 - 9	1,013	6.91%
Age 10 - 14	1,100	7.50%
Age 15 - 17	646	4.41%
Age 18 - 20	648	4.42%
Age 21 - 24	848	5.79%
Age 25 - 34	2,092	14.27%
Age 35 - 44	1,961	13.38%
Age 45 - 54	1,703	11.62%
Age 55 - 64	1,555	10.61%
Age 65 - 74	1,290	8.80%
Age 75 - 84	644	4.39%
Age 85 and over	176	1.20%
2024 Est. Median Age, Male		35.00
2024 Est. Average Age, Male		37.00
2024 Est. Female Population by Age	15,309	
Age 0 - 4	943	6.16%
Age 5 - 9	954	6.23%
Age 10 - 14	1,005	6.57%
Age 15 - 17	650	4.25%
Age 18 - 20	637	4.16%
Age 21 - 24	811	5.30%
Age 25 - 34	2,014	13.16%
Age 35 - 44	1,996	13.04%
Age 45 - 54	1,855	12.12%
Age 55 - 64	1,782	11.64%
Age 65 - 74	1,478	9.66%
Age 75 - 84	882	5.76%
Age 85 and over	302	1.97%
2024 Est. Median Age, Female		38.17
2024 Est. Average Age, Female		39.50

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,059	33.62%
Males, Never Married	4,057	16.92%
Females, Never Married	4,002	16.70%
Married, Spouse present	10,342	43.15%
Married, Spouse absent	1,054	4.40%
Widowed	1,686	7.03%
Males Widowed	489	2.04%
Females Widowed	1,197	4.99%
Divorced	2,829	11.80%
Males Divorced	1,282	5.35%
Females Divorced	1,547	6.45%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,874	9.50%
Some High School, no diploma	1,690	8.57%
High School Graduate (or GED)	5,644	28.61%
Some College, no degree	5,307	26.90%
Associate Degree	1,671	8.47%
Bachelor's Degree	2,631	13.34%
Master's Degree	836	4.24%
Professional School Degree	59	0.30%
Doctorate Degree	18	0.09%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,163	31.32%
High School Graduate	2,219	32.13%
Some College or Associate's Degree	1,726	24.99%
Bachelor's Degree or Higher	799	11.57%
Households		
2029 Projection	11,780	
2024 Estimate	11,113	
2020 Census	10,029	
2010 Census	8,767	
Growth 2024 - 2029		6.00%
Growth 2020 - 2024		10.81%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	11,113	
Family Households	8,050	72.44%
Nonfamily Households	3,063	27.56%
2024 Est. Group Quarters Population	148	
2024 Households by Ethnicity, Hispanic/Latino	3,667	

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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	11,113	
Income < \$15,000	952	8.57%
Income \$15,000 - \$24,999	797	7.17%
Income \$25,000 - \$34,999	878	7.90%
Income \$35,000 - \$49,999	1,520	13.68%
Income \$50,000 - \$74,999	2,451	22.05%
Income \$75,000 - \$99,999	1,631	14.68%
Income \$100,000 - \$124,999	1,006	9.05%
Income \$125,000 - \$149,999	696	6.26%
Income \$150,000 - \$199,999	652	5.87%
Income \$200,000 - \$249,999	233	2.10%
Income \$250,000 - \$499,999	216	1.94%
Income \$500,000+	81	0.73%
2024 Est. Average Household Income		\$81,507
2024 Est. Median Household Income		\$63,730
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$61,414
Black or African American Alone		\$64,332
American Indian and Alaska Native Alone		\$78,627
Asian Alone		\$66,960
Native Hawaiian and Other Pacific Islander Alone		\$107,264
Some Other Race Alone		\$65,884
Two or More Races		\$69,014
Hispanic or Latino		\$61,889
Not Hispanic or Latino		\$64,745
2024 Est. HH by Type and Presence of Own Child.	11,113	
Family Households with Children	3,821	34.38%
Family Households without Children	7,292	65.62%
Married-Couple Families	4,998	44.97%
Married-Couple Family, own children	2,437	21.93%
Married-Couple Family, no own children	2,561	23.05%
Cohabiting-Couple Families	604	5.43%
Cohabiting-Couple Family, own children	244	2.20%
Cohabiting-Couple Family, no own children	360	3.24%
Male Householder Families	2,285	20.56%
Male Householder, own children	298	2.68%
Male Householder, no own children	381	3.43%
Male Householder, only Nonrelatives	293	2.64%
Male Householder, Living Alone	1,313	11.82%
Female Householder Families	3,226	29.03%
Female Householder, own children	842	7.58%
Female Householder, no own children	1,044	9.39%
Female Householder, only Nonrelatives	90	0.81%
Female Householder, Living Alone	1,250	11.25%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	11,113	
1-person	2,806	25.25%
2-person	3,331	29.97%
3-person	1,868	16.81%
4-person	1,618	14.56%
5-person	903	8.13%
6-person	369	3.32%
7-or-more-person	218	1.96%
2024 Est. Average Household Size		2.68
2024 Est. Households by Number of Vehicles	11,113	
No Vehicles	485	4.36%
1 Vehicle	3,952	35.56%
2 Vehicles	4,385	39.46%
3 Vehicles	1,646	14.81%
4 Vehicles	375	3.37%
5 or more Vehicles	270	2.43%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	8,552	
2024 Estimate	8,050	
2020 Estimate	6,793	
2010 Census	6,273	
Growth 2024 - 2029		6.24%
Growth 2020 - 2024		18.50%
Growth 2010 - 2020		8.29%
2024 Est. Families by Poverty Status	8,050	
2024 Families at or Above Poverty	7,169	89.06%
2024 Families at or Above Poverty with Children	3,974	49.37%
2024 Families Below Poverty	881	10.94%
2024 Families Below Poverty with Children	532	6.61%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	14,089	59.85%
Civilian Labor Force, Unemployed	521	2.21%
Armed Forces	21	0.09%
Not in Labor Force	8,909	37.85%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	10,613	74.97%
Non-Profit Private Workers	688	4.86%
Local Government Workers	102	0.72%
State Government Workers	823	5.81%
Federal Government Workers	1,082	7.64%
Self-Employed Workers	848	5.99%
Unpaid Family Workers	0	0.00%

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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	263	1.86%
Arts/Entertainment/Sports	57	0.40%
Building Grounds Maintenance	537	3.79%
Business/Financial Operations	338	2.39%
Community/Social Services	223	1.57%
Computer/Mathematical	171	1.21%
Construction/Extraction	1,352	9.55%
Education/Training/Library	869	6.14%
Farming/Fishing/Forestry	33	0.23%
Food Prep/Serving	903	6.38%
Health Practitioner/Technician	370	2.61%
Healthcare Support	298	2.10%
Maintenance Repair	572	4.04%
Legal	54	0.38%
Life/Physical/Social Science	158	1.12%
Management	1,460	10.31%
Office/Admin. Support	1,952	13.79%
Production	1,105	7.81%
Protective Services	336	2.37%
Sales/Related	1,274	9.00%
Personal Care/Service	387	2.73%
Transportation/Moving	1,444	10.20%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	7,189	50.78%
Blue Collar	4,473	31.60%
Service and Farm	2,494	17.62%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	12,267	87.46%
Car Pooled	816	5.82%
Public Transportation	9	0.06%
Walked	231	1.65%
Bicycle	1	0.01%
Other Means	138	0.98%
Worked at Home	563	4.01%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,090	
15 - 29 Minutes	3,871	
30 - 44 Minutes	3,178	
45 - 59 Minutes	2,074	
60 or more Minutes	1,253	
2024 Est. Avg Travel Time to Work in Minutes		33
2024 Est. Occupied Housing Units by Tenure	11,113	
Owner Occupied	6,628	54.53%
Renter Occupied	4,485	40.36%
2024 Owner Occ. HUs: Avg. Length of Residence		15.40 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.20 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	6,628	
Value Less than \$20,000	298	4.50%
Value \$20,000 - \$39,999	141	2.13%
Value \$40,000 - \$59,999	158	2.38%
Value \$60,000 - \$79,999	220	3.32%
Value \$80,000 - \$99,999	249	3.76%
Value \$100,000 - \$149,999	907	13.68%
Value \$150,000 - \$199,999	1,088	16.41%
Value \$200,000 - \$299,999	2,313	34.90%
Value \$300,000 - \$399,999	744	11.23%
Value \$400,000 - \$499,999	288	4.34%
Value \$500,000 - \$749,999	151	2.28%
Value \$750,000 - \$999,999	54	0.82%
Value \$1,000,000 or \$1,499,999	11	0.17%
Value \$1,500,000 or \$1,999,999	3	0.04%
Value \$2,000,000+	3	0.04%
2024 Est. Median All Owner-Occupied Housing Value		\$210,266
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	7,128	58.65%
1 Unit Attached	173	1.42%
2 Units	147	1.21%
3 or 4 Units	433	3.56%
5 to 19 Units	1,581	13.01%
20 to 49 Units	346	2.85%
50 or More Units	310	2.55%
Mobile Home or Trailer	1,928	15.86%
Boat, RV, Van, etc.	108	0.89%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	716	5.89%
Housing Units Built 2010 to 2019	1,317	10.84%
Housing Units Built 2000 to 2009	1,603	13.19%
Housing Units Built 1990 to 1999	1,804	14.84%
Housing Units Built 1980 to 1989	1,640	13.49%
Housing Units Built 1970 to 1979	2,304	18.96%
Housing Units Built 1960 to 1969	1,534	12.62%
Housing Units Built 1950 to 1959	798	6.57%
Housing Units Built 1940 to 1949	159	1.31%
Housing Unit Built 1939 or Earlier	279	2.30%
2024 Est. Median Year Structure Built		1986

[†] 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.

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