



The **Retail** Coach®

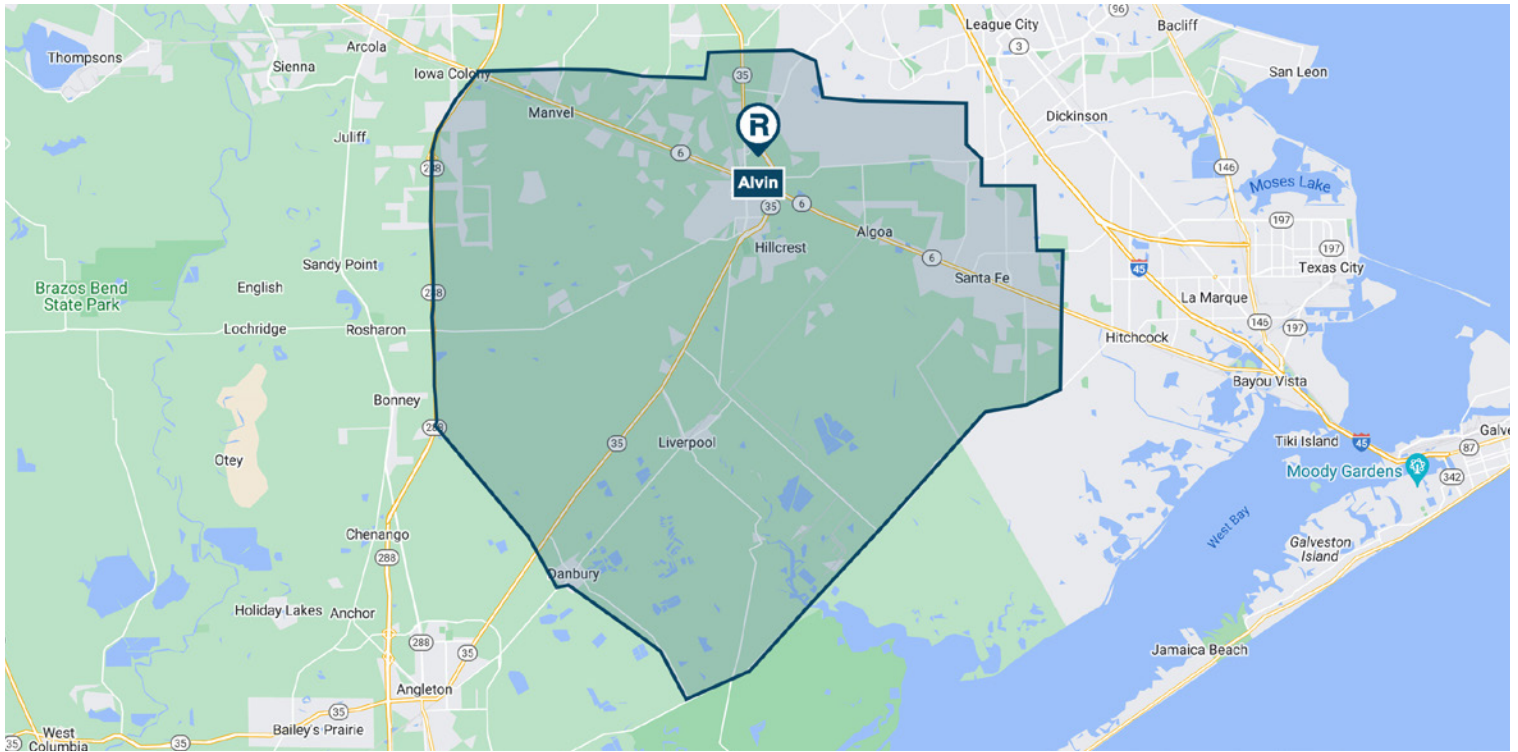
# Retail Trade Area Demographic Profile

ALVIN, TEXAS

Prepared for City of Alvin  
January 2024

# Retail Trade Area • Demographic Snapshot

Alvin, Texas



## Population

2020	90,968
2024	98,208
2029	105,030

## Educational Attainment (%)

Graduate or Professional Degree	5.05%
Bachelors Degree	15.74%
Associate Degree	9.14%
Some College	25.86%
High School Graduate (or GED)	29.01%
Some High School, No Degree	8.11%
Less than 9th Grade	7.08%

## Income

Average HH	\$107,830
Median HH	\$81,321
Per Capita	\$38,958

## Age

0 - 9 Years	11.81%
10 - 17 Years	11.36%
18 - 24 Years	9.68%
25 - 34 Years	11.42%
35 - 44 Years	12.63%
45 - 54 Years	12.63%
55 - 64 Years	13.17%
65 and Older	17.31%
Median Age	39.60
Average Age	39.83

## Race Distribution (%)

White	65.04%
Black/African American	4.83%
American Indian/Alaskan	0.74%
Asian	2.15%
Native Hawaiian/Islander	0.04%
Other Race	11.60%
Two or More Races	15.60%
Hispanic	32.61%



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# Retail Trade Area • Demographic Profile

Alvin, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	105,030	
2024 Estimate	98,208	
2020 Census	90,968	
2010 Census	80,109	
Growth 2024 - 2029		6.95%
Growth 2020 - 2024		7.96%
Growth 2010 - 2020		13.56%
<b>2024 Est. Population by Single-Classification Race</b>	<b>98,208</b>	
White Alone	63,877	65.04%
Black or African American Alone	4,741	4.83%
Amer. Indian and Alaska Native Alone	726	0.74%
Asian Alone	2,112	2.15%
Native Hawaiian and Other Pacific Island Alone	38	0.04%
Some Other Race Alone	11,394	11.60%
Two or More Races	15,320	15.60%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>98,208</b>	
Not Hispanic or Latino	66,183	67.39%
Hispanic or Latino	32,025	32.61%
Mexican	27,670	86.40%
Puerto Rican	786	2.45%
Cuban	263	0.82%
All Other Hispanic or Latino	3,306	10.32%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>32,025</b>	
White Alone	8,679	27.10%
Black or African American Alone	175	0.55%
American Indian and Alaska Native Alone	444	1.39%
Asian Alone	68	0.21%
Native Hawaiian and Other Pacific Islander Alone	6	0.02%
Some Other Race Alone	11,047	34.50%
Two or More Races	11,606	36.24%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>2,112</b>	
Chinese, except Taiwanese	193	9.14%
Filipino	108	5.11%
Japanese	14	0.66%
Asian Indian	217	10.28%
Korean	95	4.50%
Vietnamese	297	14.06%
Cambodian	1,028	48.67%
Hmong	0	0.00%
Laotian	1	0.05%
Thai	3	0.14%
All Other Asian Races Including 2+ Category	155	7.34%

DESCRIPTION	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>98,208</b>	
Arab	132	0.13%
Czech	1,454	1.48%
Danish	114	0.12%
Dutch	1,258	1.28%
English	7,428	7.56%
French (except Basque)	1,725	1.76%
French Canadian	178	0.18%
German	10,073	10.26%
Greek	362	0.37%
Hungarian	156	0.16%
Irish	7,055	7.18%
Italian	1,941	1.98%
Lithuanian	55	0.06%
United States or American	4,293	4.37%
Norwegian	765	0.78%
Polish	1,317	1.34%
Portuguese	76	0.08%
Russian	163	0.17%
Scottish	1,107	1.13%
Scotch-Irish	823	0.84%
Slovak	14	0.01%
Subsaharan African	367	0.37%
Swedish	545	0.56%
Swiss	75	0.08%
Ukrainian	169	0.17%
Welsh	519	0.53%
West Indian (except Hisp. groups)	26	0.03%
Other ancestries	36,187	36.85%
Ancestry Unclassified	19,831	20.19%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	72,545	78.52%
Speak Asian/Pacific Island Language at Home	998	1.08%
Speak IndoEuropean Language at Home	523	0.57%
Speak Spanish at Home	18,272	19.78%
Speak Other Language at Home	48	0.05%

# Retail Trade Area • Demographic Profile

Alvin, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>98,208</b>	
Age 0 - 4	5,822	5.93%
Age 5 - 9	5,779	5.88%
Age 10 - 14	6,826	6.95%
Age 15 - 17	4,326	4.41%
Age 18 - 20	4,228	4.30%
Age 21 - 24	5,279	5.37%
Age 25 - 34	11,214	11.42%
Age 35 - 44	12,402	12.63%
Age 45 - 54	12,401	12.63%
Age 55 - 64	12,932	13.17%
Age 65 - 74	10,340	10.53%
Age 75 - 84	5,243	5.34%
Age 85 and over	1,418	1.44%
Age 16 and over	78,345	79.78%
Age 18 and over	75,456	76.83%
Age 21 and over	71,228	72.53%
Age 65 and over	17,001	17.31%
2024 Est. Median Age		39.60
2024 Est. Average Age		39.83
<b>2024 Est. Population by Sex</b>	<b>98,208</b>	
Male	48,576	49.46%
Female	49,632	50.54%
<b>2024 Est. Male Population by Age</b>	<b>48,576</b>	
Age 0 - 4	2,978	6.13%
Age 5 - 9	2,961	6.10%
Age 10 - 14	3,477	7.16%
Age 15 - 17	2,189	4.51%
Age 18 - 20	2,142	4.41%
Age 21 - 24	2,698	5.55%
Age 25 - 34	5,697	11.73%
Age 35 - 44	6,092	12.54%
Age 45 - 54	6,107	12.57%
Age 55 - 64	6,260	12.89%
Age 65 - 74	5,018	10.33%
Age 75 - 84	2,391	4.92%
Age 85 and over	566	1.16%
2024 Est. Median Age, Male		38.57
2024 Est. Average Age, Male		39.07
<b>2024 Est. Female Population by Age</b>	<b>49,632</b>	
Age 0 - 4	2,844	5.73%
Age 5 - 9	2,818	5.68%
Age 10 - 14	3,349	6.75%
Age 15 - 17	2,136	4.30%
Age 18 - 20	2,086	4.20%
Age 21 - 24	2,581	5.20%
Age 25 - 34	5,516	11.11%
Age 35 - 44	6,310	12.71%
Age 45 - 54	6,294	12.68%
Age 55 - 64	6,672	13.44%
Age 65 - 74	5,322	10.72%
Age 75 - 84	2,852	5.75%
Age 85 and over	853	1.72%
2024 Est. Median Age, Female		40.59
2024 Est. Average Age, Female		40.55

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	23,157	29.03%
Males, Never Married	11,908	14.93%
Females, Never Married	11,250	14.10%
Married, Spouse present	41,001	51.39%
Married, Spouse absent	2,999	3.76%
Widowed	4,497	5.64%
Males Widowed	1,220	1.53%
Females Widowed	3,277	4.11%
Divorced	8,127	10.19%
Males Divorced	3,816	4.78%
Females Divorced	4,311	5.40%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	4,670	7.08%
Some High School, no diploma	5,351	8.11%
High School Graduate (or GED)	19,133	29.01%
Some College, no degree	17,056	25.86%
Associate Degree	6,025	9.14%
Bachelor's Degree	10,381	15.74%
Master's Degree	2,749	4.17%
Professional School Degree	419	0.64%
Doctorate Degree	165	0.25%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	5,573	30.91%
High School Graduate	5,257	29.16%
Some College or Associate's Degree	4,487	24.89%
Bachelor's Degree or Higher	2,710	15.03%
<b>Households</b>		
2029 Projection	38,030	
2024 Estimate	35,350	
2020 Census	32,414	
2010 Census	28,026	
Growth 2024 - 2029		7.58%
Growth 2020 - 2024		9.06%
Growth 2010 - 2020		0.00%
<b>2024 Est. Households by Household Type</b>	<b>35,350</b>	
Family Households	27,158	76.83%
Nonfamily Households	8,192	23.17%
2024 Est. Group Quarters Population	364	
2024 Households by Ethnicity, Hispanic/Latino	9,107	



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Alvin, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>35,350</b>	
Income < \$15,000	2,159	6.11%
Income \$15,000 - \$24,999	2,000	5.66%
Income \$25,000 - \$34,999	2,598	7.35%
Income \$35,000 - \$49,999	3,496	9.89%
Income \$50,000 - \$74,999	6,013	17.01%
Income \$75,000 - \$99,999	5,187	14.67%
Income \$100,000 - \$124,999	3,785	10.71%
Income \$125,000 - \$149,999	2,903	8.21%
Income \$150,000 - \$199,999	3,392	9.60%
Income \$200,000 - \$249,999	1,574	4.45%
Income \$250,000 - \$499,999	1,547	4.38%
Income \$500,000+	696	1.97%
2024 Est. Average Household Income		\$107,830
2024 Est. Median Household Income		\$81,321
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$81,441
Black or African American Alone		\$112,136
American Indian and Alaska Native Alone		\$76,868
Asian Alone		\$81,605
Native Hawaiian and Other Pacific Islander Alone		\$68,049
Some Other Race Alone		\$68,642
Two or More Races		\$86,894
Hispanic or Latino		\$69,749
Not Hispanic or Latino		\$86,348
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>35,350</b>	
Family Households with Children	11,134	31.50%
Family Households without Children	24,216	68.50%
<b>Married-Couple Families</b>	<b>19,858</b>	<b>56.17%</b>
Married-Couple Family, own children	7,912	22.38%
Married-Couple Family, no own children	11,946	33.79%
<b>Cohabiting-Couple Families</b>	<b>1,757</b>	<b>4.97%</b>
Cohabiting-Couple Family, own children	657	1.86%
Cohabiting-Couple Family, no own children	1,099	3.11%
<b>Male Householder Families</b>	<b>6,102</b>	<b>17.26%</b>
Male Householder, own children	959	2.71%
Male Householder, no own children	1,094	3.10%
Male Householder, only Nonrelatives	600	1.70%
Male Householder, Living Alone	3,449	9.76%
<b>Female Householder Families</b>	<b>7,633</b>	<b>21.59%</b>
Female Householder, own children	1,605	4.54%
Female Householder, no own children	2,140	6.05%
Female Householder, only Nonrelatives	221	0.63%
Female Householder, Living Alone	3,667	10.37%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>35,350</b>	
1-person	7,226	20.44%
2-person	11,558	32.70%
3-person	6,275	17.75%
4-person	5,376	15.21%
5-person	2,941	8.32%
6-person	1,252	3.54%
7-or-more-person	721	2.04%
2024 Est. Average Household Size		2.77
<b>2024 Est. Households by Number of Vehicles</b>	<b>35,350</b>	
No Vehicles	1,052	2.98%
1 Vehicle	8,970	25.37%
2 Vehicles	14,909	42.17%
3 Vehicles	6,559	18.55%
4 Vehicles	2,594	7.34%
5 or more Vehicles	1,266	3.58%
2024 Est. Average Number of Vehicles		2.2
<b>Family Households</b>		
2029 Projection	29,253	
2024 Estimate	27,158	
2020 Estimate	24,061	
2010 Census	21,450	
Growth 2024 - 2029		7.71%
Growth 2020 - 2024		12.87%
Growth 2010 - 2020		12.17%
<b>2024 Est. Families by Poverty Status</b>	<b>27,158</b>	
2024 Families at or Above Poverty	25,107	92.45%
2024 Families at or Above Poverty with Children	11,743	43.24%
2024 Families Below Poverty	2,051	7.55%
2024 Families Below Poverty with Children	1,242	4.57%
<b>2024 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	46,442	59.28%
Civilian Labor Force, Unemployed	2,290	2.92%
Armed Forces	110	0.14%
Not in Labor Force	29,503	37.66%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	33,690	72.19%
Non-Profit Private Workers	2,179	4.67%
Local Government Workers	665	1.42%
State Government Workers	2,552	5.47%
Federal Government Workers	3,505	7.51%
Self-Employed Workers	4,058	8.70%
Unpaid Family Workers	19	0.04%





# Retail Trade Area • Demographic Profile

Alvin, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	842	1.80%
Arts/Entertainment/Sports	307	0.66%
Building Grounds Maintenance	1,588	3.40%
Business/Financial Operations	1,511	3.24%
Community/Social Services	431	0.92%
Computer/Mathematical	1,091	2.34%
Construction/Extraction	4,068	8.72%
Education/Training/Library	2,701	5.79%
Farming/Fishing/Forestry	114	0.24%
Food Prep/Serving	2,461	5.27%
Health Practitioner/Technician	2,037	4.37%
Healthcare Support	779	1.67%
Maintenance Repair	1,922	4.12%
Legal	133	0.28%
Life/Physical/Social Science	592	1.27%
Management	5,987	12.83%
Office/Admin. Support	5,558	11.91%
Production	3,533	7.57%
Protective Services	1,169	2.50%
Sales/Related	4,486	9.61%
Personal Care/Service	952	2.04%
Transportation/Moving	4,403	9.44%
<b>2024 Est. Pop 16+ by Occupation Classification</b>		
White Collar	25,676	55.02%
Blue Collar	13,927	29.84%
Service and Farm	7,065	15.14%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	38,761	83.92%
Car Pooled	2,638	5.71%
Public Transportation	87	0.19%
Walked	510	1.10%
Bicycle	22	0.05%
Other Means	353	0.76%
Worked at Home	3,820	8.27%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	8,019	
15 - 29 Minutes	12,506	
30 - 44 Minutes	10,907	
45 - 59 Minutes	6,138	
60 or more Minutes	5,227	
2024 Est. Avg Travel Time to Work in Minutes		35
<b>2024 Est. Occupied Housing Units by Tenure</b>	<b>35,350</b>	
Owner Occupied	27,326	71.83%
Renter Occupied	8,024	22.70%
2024 Owner Occ. HUs: Avg. Length of Residence		15.53 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		6.54 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>	<b>27,326</b>	
Value Less than \$20,000	579	2.12%
Value \$20,000 - \$39,999	568	2.08%
Value \$40,000 - \$59,999	673	2.46%
Value \$60,000 - \$79,999	622	2.28%
Value \$80,000 - \$99,999	729	2.67%
Value \$100,000 - \$149,999	2,354	8.62%
Value \$150,000 - \$199,999	2,488	9.11%
Value \$200,000 - \$299,999	6,767	24.76%
Value \$300,000 - \$399,999	5,068	18.55%
Value \$400,000 - \$499,999	3,529	12.91%
Value \$500,000 - \$749,999	2,837	10.38%
Value \$750,000 - \$999,999	766	2.80%
Value \$1,000,000 or \$1,499,999	196	0.72%
Value \$1,500,000 or \$1,999,999	75	0.28%
Value \$2,000,000+	73	0.27%
2024 Est. Median All Owner-Occupied Housing Value		\$282,951
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	27,346	71.88%
1 Unit Attached	502	1.32%
2 Units	202	0.53%
3 or 4 Units	560	1.47%
5 to 19 Units	1,932	5.08%
20 to 49 Units	386	1.01%
50 or More Units	510	1.34%
Mobile Home or Trailer	6,256	16.44%
Boat, RV, Van, etc.	349	0.92%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	2,902	7.63%
Housing Units Built 2010 to 2019	4,982	13.10%
Housing Units Built 2000 to 2009	5,891	15.49%
Housing Units Built 1990 to 1999	6,133	16.12%
Housing Units Built 1980 to 1989	5,927	15.58%
Housing Units Built 1970 to 1979	6,130	16.11%
Housing Units Built 1960 to 1969	2,968	7.80%
Housing Units Built 1950 to 1959	1,863	4.90%
Housing Units Built 1940 to 1949	582	1.53%
Housing Unit Built 1939 or Earlier	665	1.75%
2024 Est. Median Year Structure Built		1991

<sup>†</sup> 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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