

Retail Market Profile 2018



Contact Information

Larry V. Buehler, Economic Development Director

City of Alvin
216 West Sealy
Alvin, Texas 77511

Phone 281.388.4242
Cell 979.848.7308

lbuehler@cityofalvin.com
www.alvin-tx.gov

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Population

	2000	2010	2018 ESTIMATE	2023 PROJECTION
Retail Trade Area	71,498	79,215	89,412	96,319

Income

	2018 ESTIMATE
Average Household	\$90,216
Median Household	\$68,325
Per Capita	\$32,009

Educational Attainment

	2018 ESTIMATE
Graduate or Professional	5.4%
Bachelor's Degree	12.7%
Associate Degree	9.0%
Some College, No Degree	25.8%
High School Graduate	31.9%
Some High School, No Degree	7.9%
Less than 9th Grade	7.3%

Race Distribution

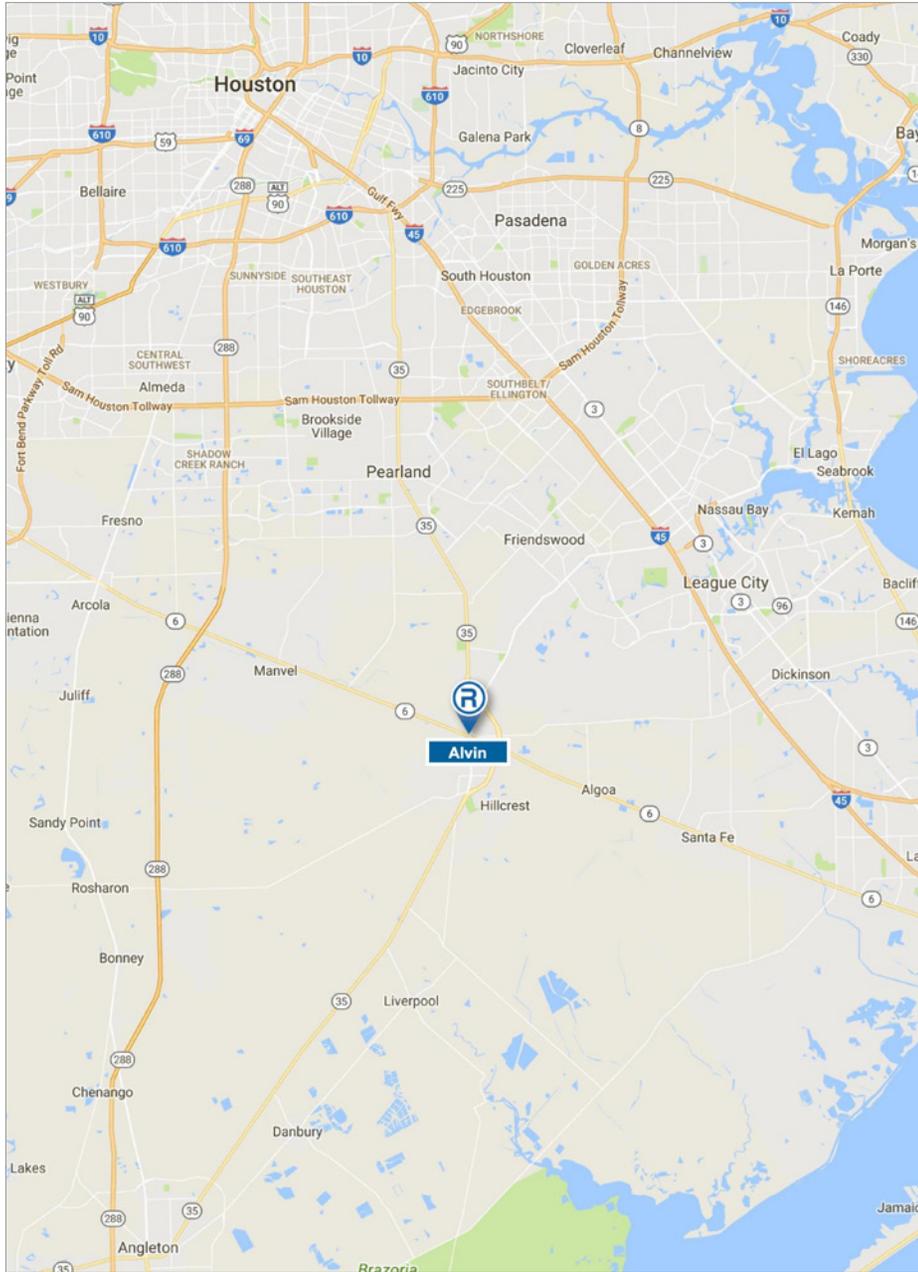
	2018 ESTIMATE
White	81.15%
Black or African American	2.75%
American Indian/Alaskan	0.61%
Asian	1.68%
Native Hawaiian/Islander	0.05%
Other Race	11.40%
Two or More Races	2.35%
Hispanic or Latino (of any race)	29.94%

Age

GROUPS	2018 ESTIMATE
9 Years and Under	12.69%
10-17 Years	11.41%
18-24 Years	9.44%
25-34 Years	13.54%
35-44 Years	12.10%
45-54 Years	13.24%
55-64 Years	13.19%
65 Years and Over	14.39%
DISTRIBUTION	2018 ESTIMATE
Median Age	37.37
Average Age	38.35



LOCATION MAP



EXISTING RETAIL



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