



The **Retail**Coach®

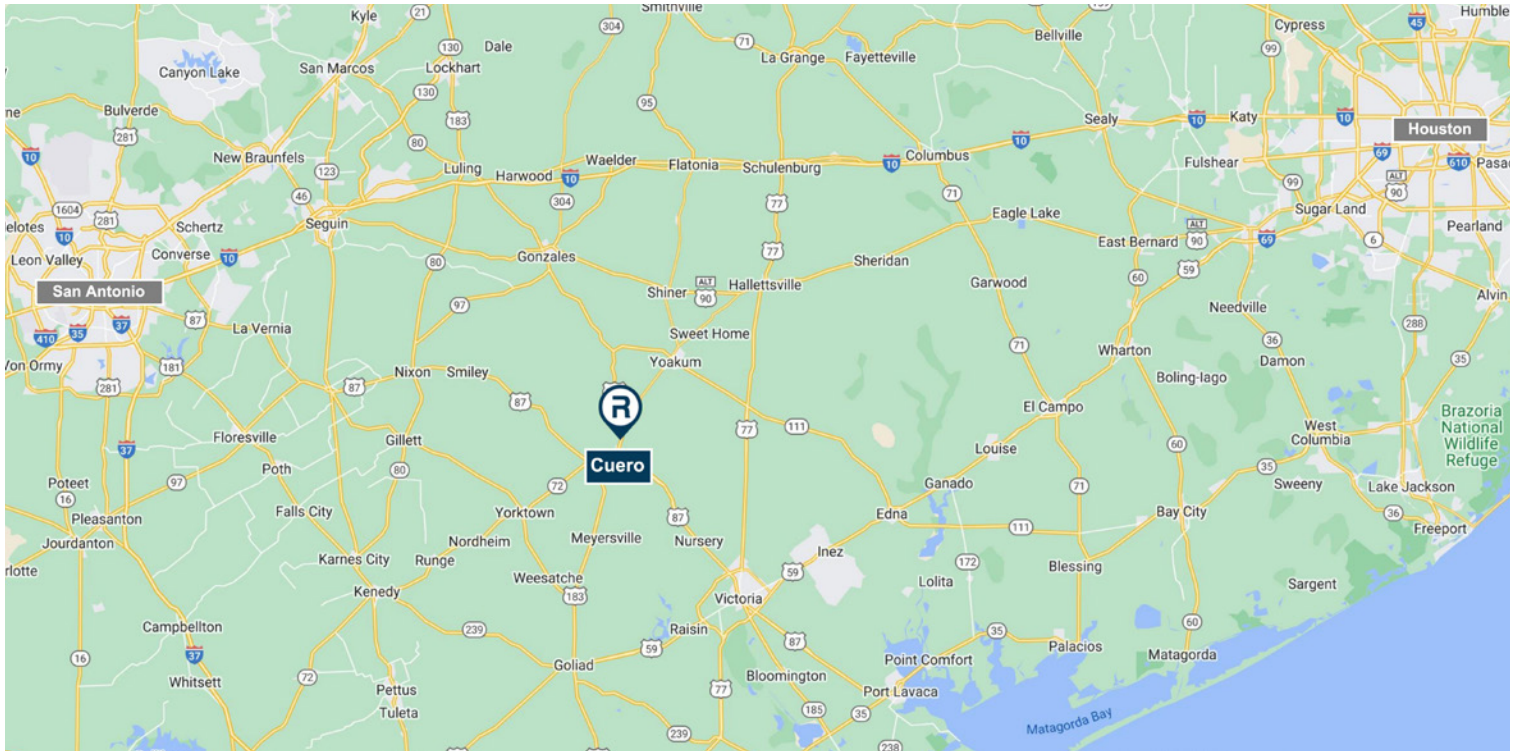
Community Demographic Profile

CUERO, TEXAS

Prepared for Cuero Development Corporation
March 2023

Community • Demographic Snapshot

Cuero, Texas



Population

2020	8,128
2023	8,278

Educational Attainment (%)

Graduate or Professional Degree	2.87%
Bachelors Degree	9.32%
Associate Degree	6.41%
Some College	22.98%
High School Graduate (GED)	38.94%
Some High School, No Degree	10.81%
Less than 9th Grade	8.67%

Income

Average HH	\$70,031
Median HH	\$49,317
Per Capita	\$26,307

Age

0 - 9 Years	13.03%
10 - 17 Years	10.35%
18 - 24 Years	7.61%
25 - 34 Years	12.36%
35 - 44 Years	15.27%
45 - 54 Years	12.01%
55 - 64 Years	11.61%
65 and Older	17.75%
Median Age	39.37
Average Age	40.00

Race Distribution (%)

White	52.55%
Black/African American	14.29%
American Indian/Alaskan	0.59%
Asian	0.40%
Native Hawaiian/Islander	0.05%
Other Race	20.32%
Two or More Races	11.81%
Hispanic	43.42%



Cuero Development Corporation

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Community • Demographic Profile

Cuero, Texas

DESCRIPTION	DATA	%
Population		
2023 Estimate	8,278	
2020 Census	8,128	
2010 Census	8,104	
Growth 2020 - 2023		1.85%
Growth 2010 - 2020		0.30%
2023 Est. Population by Single-Classification Race	8,278	
White Alone	4,350	52.55%
Black or African American Alone	1,183	14.29%
Amer. Indian and Alaska Native Alone	49	0.59%
Asian Alone	33	0.40%
Native Hawaiian and Other Pacific Island Alone	4	0.05%
Some Other Race Alone	1,682	20.32%
Two or More Races	978	11.81%
2023 Est. Population by Hispanic or Latino Origin	8,278	
Not Hispanic or Latino	4,684	56.58%
Hispanic or Latino	3,594	43.42%
Mexican	3,305	91.97%
Puerto Rican	43	1.21%
Cuban	1	0.03%
All Other Hispanic or Latino	244	6.80%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	3,594	
White Alone	1,084	30.16%
Black or African American Alone	58	1.61%
American Indian and Alaska Native Alone	33	0.92%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	2	0.06%
Some Other Race Alone	1,664	46.31%
Two or More Races	753	20.95%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	33	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	6	18.75%
Asian Indian	5	15.63%
Korean	2	6.25%
Vietnamese	20	59.38%
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%
2023 Est. Pop Age 5+ by Language Spoken At Home	7,731	
Speak Only English at Home	6,202	80.22%
Speak Asian/Pacific Island Language at Home	11	0.15%
Speak IndoEuropean Language at Home	24	0.31%
Speak Spanish at Home	1,488	19.25%
Speak Other Language at Home	6	0.08%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	8,278	
Age 0 - 4	547	6.60%
Age 5 - 9	532	6.43%
Age 10 - 14	537	6.49%
Age 15 - 17	320	3.86%
Age 18 - 20	283	3.41%
Age 21 - 24	348	4.20%
Age 25 - 34	1,023	12.36%
Age 35 - 44	1,264	15.27%
Age 45 - 54	994	12.01%
Age 55 - 64	961	11.61%
Age 65 - 74	799	9.66%
Age 75 - 84	464	5.61%
Age 85 and over	206	2.49%
Age 16 and over	6,557	79.21%
Age 18 and over	6,342	76.62%
Age 21 and over	6,060	73.20%
Age 65 and over	1,470	17.75%
2023 Est. Median Age		39.37
2023 Est. Average Age		40.00
2023 Est. Population by Sex	8,278	
Male	4,528	54.70%
Female	3,750	45.30%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	4,528	
Age 0 - 4	280	6.19%
Age 5 - 9	273	6.04%
Age 10 - 14	274	6.06%
Age 15 - 17	161	3.55%
Age 18 - 20	148	3.28%
Age 21 - 24	183	4.03%
Age 25 - 34	642	14.19%
Age 35 - 44	820	18.11%
Age 45 - 54	619	13.66%
Age 55 - 64	512	11.30%
Age 65 - 74	380	8.38%
Age 75 - 84	176	3.89%
Age 85 and over	60	1.32%
2023 Est. Median Age, Male		38.72
2023 Est. Average Age, Male		38.80
2023 Est. Female Population by Age	3,750	
Age 0 - 4	266	7.10%
Age 5 - 9	259	6.90%
Age 10 - 14	263	7.01%
Age 15 - 17	159	4.24%
Age 18 - 20	134	3.58%
Age 21 - 24	165	4.40%
Age 25 - 34	381	10.15%
Age 35 - 44	444	11.85%
Age 45 - 54	375	10.01%
Age 55 - 64	450	11.99%
Age 65 - 74	420	11.19%
Age 75 - 84	288	7.67%
Age 85 and over	146	3.91%
2023 Est. Median Age, Female		40.57
2023 Est. Average Age, Female		41.40

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Cuero, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,833	27.51%
Males, Never Married	1,227	18.42%
Females, Never Married	605	9.09%
Married, Spouse present	2,671	40.09%
Married, Spouse absent	679	10.19%
Widowed	428	6.42%
Males Widowed	37	0.56%
Females Widowed	391	5.87%
Divorced	1,052	15.79%
Males Divorced	623	9.35%
Females Divorced	429	6.44%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	495	8.7%
Some High School, no diploma	618	10.8%
High School Graduate (or GED)	2,224	38.9%
Some College, no degree	1,313	23.0%
Associate Degree	366	6.4%
Bachelor's Degree	532	9.3%
Master's Degree	120	2.1%
Professional School Degree	42	0.7%
Doctorate Degree	2	0.0%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	794	32.00%
High School Graduate	1,044	42.11%
Some College or Associate's Degree	623	25.11%
Bachelor's Degree or Higher	20	0.79%
Households		
2023 Estimate	2,631	
2020 Census	2,658	
2010 Census	2,459	
Growth 2020 - 2023		-1.02%
Growth 2010 - 2020		8.09%
2023 Est. Households by Household Type	2,631	
Family Households	1,772	67.35%
Nonfamily Households	859	32.65%
2023 Est. Group Quarters Population	1,274	
2023 Households by Ethnicity, Hispanic/Latino	928	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	2,631	
Income < \$15,000	482	18.32%
Income \$15,000 - \$24,999	288	10.95%
Income \$25,000 - \$34,999	279	10.60%
Income \$35,000 - \$49,999	278	10.57%
Income \$50,000 - \$74,999	425	16.15%
Income \$75,000 - \$99,999	227	8.63%
Income \$100,000 - \$124,999	285	10.83%
Income \$125,000 - \$149,999	141	5.36%
Income \$150,000 - \$199,999	119	4.52%
Income \$200,000 - \$249,999	45	1.71%
Income \$250,000 - \$499,999	45	1.71%
Income \$500,000+	17	0.65%
2023 Est. Average Household Income		\$70,031
2023 Est. Median Household Income		\$49,317
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$58,954
Black or African American Alone		\$31,078
American Indian and Alaska Native Alone		\$130,582
Asian Alone		\$114,182
Native Hawaiian and Other Pacific Islander Alone		\$87,500
Some Other Race Alone		\$45,893
Two or More Races		\$41,189
Hispanic or Latino		\$50,666
Not Hispanic or Latino		\$48,795
2023 Est. Family HH Type by Presence of Own Child.	1,772	
Married-Couple Family, own children	424	23.93%
Married-Couple Family, no own children	753	42.49%
Male Householder, own children	74	4.18%
Male Householder, no own children	72	4.06%
Female Householder, own children	257	14.50%
Female Householder, no own children	192	10.84%
2023 Est. Households by Household Size	2,631	
1-person	794	30.18%
2-person	787	29.91%
3-person	471	17.90%
4-person	331	12.58%
5-person	204	7.75%
6-person	35	1.33%
7-or-more-person	9	0.34%
2023 Est. Average Household Size		2.57

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	2,631	
Households with 1 or More People under Age 18:	901	34.25%
Married-Couple Family	1,402	53.27%
Other Family, Male Householder	272	10.32%
Other Family, Female Householder	937	35.63%
Nonfamily, Male Householder	12	0.44%
Nonfamily, Female Householder	9	0.33%
Households with No People under Age 18:	1,730	65.76%
Married-Couple Family	1,060	40.29%
Other Family, Male Householder	82	3.12%
Other Family, Female Householder	195	7.40%
Nonfamily, Male Householder	529	20.12%
Nonfamily, Female Householder	765	29.08%
2023 Est. Households by Number of Vehicles	2,631	
No Vehicles	264	10.03%
1 Vehicle	974	37.02%
2 Vehicles	887	33.71%
3 Vehicles	359	13.65%
4 Vehicles	143	5.44%
5 or more Vehicles	4	0.15%
2023 Est. Average Number of Vehicles		1.7
Family Households		
2023 Estimate	1,772	
2010 Census	1,663	
Growth 2010 - 2023		6.55%
2023 Est. Families by Poverty Status	1,772	
2023 Families at or Above Poverty	1,497	84.48%
2023 Families at or Above Poverty with Children	721	40.69%
2023 Families Below Poverty	275	15.52%
2023 Families Below Poverty with Children	152	8.58%
2023 Est. Pop 16+ by Employment Status	6,557	
Civilian Labor Force, Employed	2,700	41.18%
Civilian Labor Force, Unemployed	192	2.93%
Armed Forces	23	0.35%
Not in Labor Force	3,642	55.55%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	2,723	
For-Profit Private Workers	1,813	66.61%
Non-Profit Private Workers	217	7.97%
Local Government Workers	60	2.21%
State Government Workers	73	2.68%
Federal Government Workers	404	14.83%
Self-Employed Workers	153	5.63%
Unpaid Family Workers	2	0.07%
2023 Est. Civ. Employed Pop 16+ by Occupation	2,723	
Architect/Engineer	14	0.51%
Arts/Entertainment/Sports	20	0.75%
Building Grounds Maintenance	107	3.94%
Business/Financial Operations	31	1.15%
Community/Social Services	40	1.46%
Computer/Mathematical	39	1.43%
Construction/Extraction	244	8.96%
Education/Training/Library	225	8.28%
Farming/Fishing/Forestry	16	0.58%
Food Prep/Serving	103	3.77%
Health Practitioner/Technician	62	2.27%
Healthcare Support	112	4.11%
Maintenance Repair	67	2.48%
Legal	26	0.95%
Life/Physical/Social Science	10	0.37%
Management	299	10.99%
Office/Admin. Support	447	16.42%
Production	164	6.01%
Protective Services	91	3.36%
Sales/Related	230	8.45%
Personal Care/Service	59	2.17%
Transportation/Moving	316	11.61%
2023 Est. Pop 16+ by Occupation Classification	2,723	
White Collar	1,444	53.04%
Blue Collar	791	29.05%
Service and Farm	488	17.92%
2023 Est. Workers Age 16+ by Transp. to Work	2,723	
Drove Alone	2,346	86.16%
Car Pooled	187	6.85%
Public Transportation	0	0.00%
Walked	22	0.81%
Bicycle	31	1.15%
Other Means	68	2.51%
Worked at Home	68	2.51%

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,551	58.45%
15 - 29 Minutes	442	16.66%
30 - 44 Minutes	282	10.62%
45 - 59 Minutes	225	8.47%
60 or more Minutes	154	5.80%
2023 Est. Avg Travel Time to Work in Minutes		22
2023 Est. Occupied Housing Units by Tenure	2,631	
Owner Occupied	1,598	60.74%
Renter Occupied	1,033	39.26%
2023 Owner Occ. HUs: Avg. Length of Residence		19.3 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		7.1 [†]
2023 Est. Owner-Occupied Housing Units by Value	2,631	
Value Less than \$20,000	84	3.19%
Value \$20,000 - \$39,999	119	4.51%
Value \$40,000 - \$59,999	260	9.89%
Value \$60,000 - \$79,999	219	8.32%
Value \$80,000 - \$99,999	186	7.07%
Value \$100,000 - \$149,999	489	18.59%
Value \$150,000 - \$199,999	204	7.76%
Value \$200,000 - \$299,999	405	15.39%
Value \$300,000 - \$399,999	290	11.01%
Value \$400,000 - \$499,999	137	5.19%
Value \$500,000 - \$749,999	147	5.57%
Value \$750,000 - \$999,999	63	2.38%
Value \$1,000,000 or \$1,499,999	21	0.81%
Value \$1,500,000 or \$1,999,999	7	0.25%
Value \$2,000,000+	2	0.06%
2023 Est. Median All Owner-Occupied Housing Value		\$144,771
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	1,866	70.92%
1 Unit Attached	0	0.00%
2 Units	113	4.30%
3 or 4 Units	74	2.80%
5 to 19 Units	75	2.83%
20 to 49 Units	44	1.69%
50 or More Units	0	0.00%
Mobile Home or Trailer	421	15.99%
Boat, RV, Van, etc.	39	1.47%

[†] Years

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	169	6.43%
Housing Units Built 2010 to 2014	22	0.83%
Housing Units Built 2000 to 2009	324	12.33%
Housing Units Built 1990 to 1999	416	15.83%
Housing Units Built 1980 to 1989	273	10.38%
Housing Units Built 1970 to 1979	277	10.54%
Housing Units Built 1960 to 1969	292	11.08%
Housing Units Built 1950 to 1959	204	7.74%
Housing Units Built 1940 to 1949	230	8.73%
Housing Unit Built 1939 or Earlier	424	16.12%
2023 Est. Median Year Structure Built		1976

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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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