



The**Retail**Coach.®

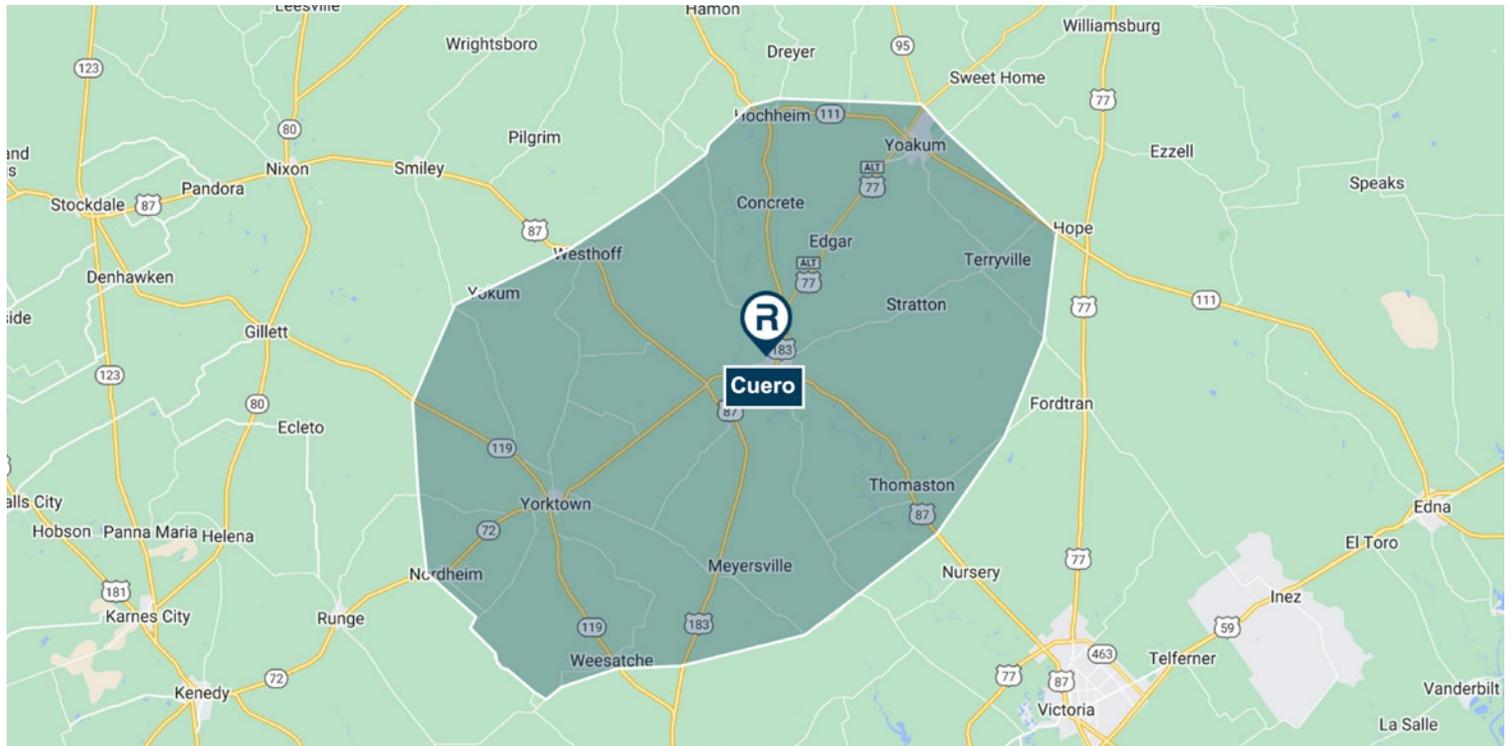
Retail Trade Area Demographic Profile

CUERO, TEXAS

Prepared for Cuero Development Corporation
March 2023

Retail Trade Area • Demographic Snapshot

Cuero, Texas



Population

2020	24,469
2023	25,069

Educational Attainment (%)

Graduate or Professional Degree	3.12%
Bachelors Degree	9.16%
Associate Degree	7.64%
Some College	22.01%
High School Graduate (GED)	39.74%
Some High School, No Degree	9.71%
Less than 9th Grade	8.61%

Income

Average HH	\$73,217
Median HH	\$51,721
Per Capita	\$29,481

Age

0 - 9 Years	12.67%
10 - 17 Years	10.62%
18 - 24 Years	7.97%
25 - 34 Years	11.22%
35 - 44 Years	12.36%
45 - 54 Years	11.39%
55 - 64 Years	12.91%
65 and Older	20.87%
Median Age	41.08
Average Age	41.32

Race Distribution (%)

White	64.38%
Black/African American	7.90%
American Indian/Alaskan	0.78%
Asian	0.32%
Native Hawaiian/Islander	0.03%
Other Race	13.37%
Two or More Races	13.21%
Hispanic	37.46%



Cuero Development Corporation

214 East Main Street
Cuero, Texas 77954
www.CityofCuero.com

Maggie J. Cromeens

Executive Director

Phone 361.275.8178
Cell 210.355.8865

MCromeens@CityofCuero.com

Samantha Bayfus

CDC Coordinator

Phone 361.275.8178
SSolis@CityofCuero.com

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net



Retail Trade Area • Demographic Profile

Cuero, Texas

DESCRIPTION	DATA	%
Population		
2023 Estimate	25,069	
2020 Census	24,469	
2010 Census	24,529	
Growth 2020 - 2023		2.45%
Growth 2010 - 2020		-0.24%
2023 Est. Population by Single-Classification Race	25,069	
White Alone	16,140	64.38%
Black or African American Alone	1,981	7.90%
Amer. Indian and Alaska Native Alone	195	0.78%
Asian Alone	81	0.32%
Native Hawaiian and Other Pacific Island Alone	8	0.03%
Some Other Race Alone	3,352	13.37%
Two or More Races	3,311	13.21%
2023 Est. Population by Hispanic or Latino Origin	25,069	
Not Hispanic or Latino	15,677	62.54%
Hispanic or Latino	9,392	37.46%
Mexican	8,828	94.00%
Puerto Rican	65	0.70%
Cuban	16	0.17%
All Other Hispanic or Latino	482	5.13%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	9,392	
White Alone	3,234	34.43%
Black or African American Alone	169	1.80%
American Indian and Alaska Native Alone	145	1.54%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	5	0.05%
Some Other Race Alone	3,304	35.18%
Two or More Races	2,535	26.99%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	81	
Chinese, except Taiwanese	0	0.00%
Filipino	16	20.25%
Japanese	13	16.46%
Asian Indian	6	7.60%
Korean	2	2.53%
Vietnamese	43	53.17%
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	23,489	
Speak Only English at Home	19,036	81.05%
Speak Asian/Pacific Island Language at Home	12	0.05%
Speak IndoEuropean Language at Home	167	0.71%
Speak Spanish at Home	4,269	18.17%
Speak Other Language at Home	6	0.03%

Retail Trade Area • Demographic Profile

Cuero, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	25,069	
Age 0 - 4	1,581	6.31%
Age 5 - 9	1,594	6.36%
Age 10 - 14	1,666	6.65%
Age 15 - 17	996	3.97%
Age 18 - 20	878	3.50%
Age 21 - 24	1,119	4.47%
Age 25 - 34	2,813	11.22%
Age 35 - 44	3,098	12.36%
Age 45 - 54	2,856	11.39%
Age 55 - 64	3,236	12.91%
Age 65 - 74	2,947	11.75%
Age 75 - 84	1,609	6.42%
Age 85 and over	677	2.70%
Age 16 and over	19,897	79.37%
Age 18 and over	19,232	76.72%
Age 21 and over	18,353	73.21%
Age 65 and over	5,232	20.87%
2023 Est. Median Age		41.08
2023 Est. Average Age		41.32
2023 Est. Population by Sex	25,069	
Male	12,876	51.36%
Female	12,193	48.64%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	12,876	
Age 0 - 4	809	6.28%
Age 5 - 9	824	6.40%
Age 10 - 14	848	6.58%
Age 15 - 17	514	3.99%
Age 18 - 20	464	3.60%
Age 21 - 24	583	4.53%
Age 25 - 34	1,553	12.06%
Age 35 - 44	1,725	13.40%
Age 45 - 54	1,577	12.25%
Age 55 - 64	1,655	12.85%
Age 65 - 74	1,410	10.95%
Age 75 - 84	693	5.39%
Age 85 and over	222	1.72%
2023 Est. Median Age, Male		39.90
2023 Est. Average Age, Male		40.07
2023 Est. Female Population by Age	12,193	
Age 0 - 4	771	6.32%
Age 5 - 9	770	6.32%
Age 10 - 14	818	6.71%
Age 15 - 17	482	3.95%
Age 18 - 20	415	3.40%
Age 21 - 24	535	4.39%
Age 25 - 34	1,261	10.35%
Age 35 - 44	1,373	11.26%
Age 45 - 54	1,279	10.49%
Age 55 - 64	1,581	12.97%
Age 65 - 74	1,537	12.61%
Age 75 - 84	915	7.51%
Age 85 and over	456	3.74%
2023 Est. Median Age, Female		42.59
2023 Est. Average Age, Female		42.68

Retail Trade Area • Demographic Profile

Cuero, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,150	25.46%
Males, Never Married	3,085	15.25%
Females, Never Married	2,065	10.21%
Married, Spouse present	9,754	48.22%
Married, Spouse absent	1,144	5.66%
Widowed	1,649	8.15%
Males Widowed	391	1.93%
Females Widowed	1,257	6.22%
Divorced	2,532	12.52%
Males Divorced	1,397	6.91%
Females Divorced	1,135	5.61%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,483	8.6%
Some High School, no diploma	1,673	9.7%
High School Graduate (or GED)	6,850	39.7%
Some College, no degree	3,794	22.0%
Associate Degree	1,318	7.6%
Bachelor's Degree	1,579	9.2%
Master's Degree	397	2.3%
Professional School Degree	86	0.5%
Doctorate Degree	55	0.3%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,329	36.08%
High School Graduate	2,616	40.51%
Some College or Associate's Degree	1,333	20.64%
Bachelor's Degree or Higher	179	2.77%
Households		
2023 Estimate	9,485	
2020 Census	9,093	
2010 Census	9,149	
Growth 2020 - 2023		4.31%
Growth 2010 - 2020		-0.61%
2023 Est. Households by Household Type	9,485	
Family Households	6,527	68.82%
Nonfamily Households	2,958	31.18%
2023 Est. Group Quarters Population	1,513	
2023 Households by Ethnicity, Hispanic/Latino	2,610	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	9,485	
Income < \$15,000	1,236	13.03%
Income \$15,000 - \$24,999	931	9.82%
Income \$25,000 - \$34,999	1,106	11.66%
Income \$35,000 - \$49,999	1,340	14.12%
Income \$50,000 - \$74,999	1,548	16.33%
Income \$75,000 - \$99,999	1,033	10.89%
Income \$100,000 - \$124,999	911	9.61%
Income \$125,000 - \$149,999	555	5.85%
Income \$150,000 - \$199,999	409	4.32%
Income \$200,000 - \$249,999	164	1.73%
Income \$250,000 - \$499,999	191	2.02%
Income \$500,000+	60	0.64%
2023 Est. Average Household Income		\$73,217
2023 Est. Median Household Income		\$51,721
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$56,265
Black or African American Alone		\$36,172
American Indian and Alaska Native Alone		\$130,723
Asian Alone		\$97,939
Native Hawaiian and Other Pacific Islander Alone		\$87,500
Some Other Race Alone		\$43,683
Two or More Races		\$46,293
Hispanic or Latino		\$43,276
Not Hispanic or Latino		\$56,511
2023 Est. Family HH Type by Presence of Own Child.	6,527	
Married-Couple Family, own children	1,699	26.03%
Married-Couple Family, no own children	3,164	48.48%
Male Householder, own children	248	3.81%
Male Householder, no own children	232	3.55%
Female Householder, own children	637	9.76%
Female Householder, no own children	547	8.38%
2023 Est. Households by Household Size	9,485	
1-person	2,712	28.60%
2-person	3,155	33.26%
3-person	1,420	14.97%
4-person	1,145	12.07%
5-person	744	7.85%
6-person	205	2.16%
7-or-more-person	103	1.09%
2023 Est. Average Household Size		2.52

Retail Trade Area • Demographic Profile

Cuero, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	9,485	
Households with 1 or More People under Age 18:	3,020	31.84%
Married-Couple Family	5,953	62.77%
Other Family, Male Householder	937	9.88%
Other Family, Female Householder	2,530	26.67%
Nonfamily, Male Householder	49	0.52%
Nonfamily, Female Householder	13	0.14%
Households with No People under Age 18:	6,465	68.16%
Married-Couple Family	4,350	45.86%
Other Family, Male Householder	270	2.85%
Other Family, Female Householder	556	5.87%
Nonfamily, Male Householder	1,978	20.85%
Nonfamily, Female Householder	2,331	24.58%
2023 Est. Households by Number of Vehicles	9,485	
No Vehicles	611	6.44%
1 Vehicle	2,827	29.80%
2 Vehicles	3,792	39.98%
3 Vehicles	1,592	16.79%
4 Vehicles	549	5.79%
5 or more Vehicles	114	1.21%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2023 Estimate	6,531	
2010 Census	6,292	
Growth 2010 - 2023		3.80%
2023 Est. Families by Poverty Status	6,531	
2023 Families at or Above Poverty	5,700	87.28%
2023 Families at or Above Poverty with Children	2,497	38.23%
2023 Families Below Poverty	831	12.72%
2023 Families Below Poverty with Children	518	7.93%
2023 Est. Pop 16+ by Employment Status	19,897	
Civilian Labor Force, Employed	9,530	47.90%
Civilian Labor Force, Unemployed	616	3.10%
Armed Forces	31	0.15%
Not in Labor Force	9,721	48.86%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	9,560	
For-Profit Private Workers	6,579	68.82%
Non-Profit Private Workers	580	6.06%
Local Government Workers	127	1.33%
State Government Workers	369	3.86%
Federal Government Workers	1,079	11.28%
Self-Employed Workers	807	8.44%
Unpaid Family Workers	20	0.21%
2023 Est. Civ. Employed Pop 16+ by Occupation	9,560	
Architect/Engineer	103	1.08%
Arts/Entertainment/Sports	33	0.34%
Building Grounds Maintenance	275	2.87%
Business/Financial Operations	181	1.89%
Community/Social Services	167	1.75%
Computer/Mathematical	100	1.05%
Construction/Extraction	1,268	13.27%
Education/Training/Library	716	7.49%
Farming/Fishing/Forestry	104	1.09%
Food Prep/Serving	405	4.24%
Health Practitioner/Technician	504	5.27%
Healthcare Support	318	3.33%
Maintenance Repair	285	2.99%
Legal	57	0.60%
Life/Physical/Social Science	56	0.59%
Management	865	9.05%
Office/Admin. Support	1,330	13.92%
Production	799	8.36%
Protective Services	240	2.51%
Sales/Related	659	6.90%
Personal Care/Service	170	1.78%
Transportation/Moving	923	9.66%
2023 Est. Pop 16+ by Occupation Classification	9,560	
White Collar	4,772	49.91%
Blue Collar	3,276	34.27%
Service and Farm	1,513	15.82%
2023 Est. Workers Age 16+ by Transp. to Work	9,560	
Drove Alone	7,841	82.02%
Car Pooled	1,028	10.75%
Public Transportation	7	0.07%
Walked	96	1.01%
Bicycle	70	0.73%
Other Means	149	1.56%
Worked at Home	370	3.87%

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Cuero, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,071	44.30%
15 - 29 Minutes	2,054	22.35%
30 - 44 Minutes	1,273	13.85%
45 - 59 Minutes	867	9.43%
60 or more Minutes	925	10.07%
2023 Est. Avg Travel Time to Work in Minutes		28
2023 Est. Occupied Housing Units by Tenure	9,485	
Owner Occupied	6,829	72.00%
Renter Occupied	2,656	28.01%
2023 Owner Occ. HUs: Avg. Length of Residence		19.88 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		8.27 [†]
2023 Est. Owner-Occupied Housing Units by Value	9,485	
Value Less than \$20,000	204	2.15%
Value \$20,000 - \$39,999	332	3.50%
Value \$40,000 - \$59,999	820	8.64%
Value \$60,000 - \$79,999	791	8.34%
Value \$80,000 - \$99,999	730	7.70%
Value \$100,000 - \$149,999	1,660	17.50%
Value \$150,000 - \$199,999	781	8.23%
Value \$200,000 - \$299,999	1,386	14.61%
Value \$300,000 - \$399,999	1,238	13.06%
Value \$400,000 - \$499,999	580	6.12%
Value \$500,000 - \$749,999	504	5.31%
Value \$750,000 - \$999,999	211	2.22%
Value \$1,000,000 or \$1,499,999	185	1.95%
Value \$1,500,000 or \$1,999,999	25	0.26%
Value \$2,000,000+	38	0.40%
2023 Est. Median All Owner-Occupied Housing Value		\$160,258
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	7,371	77.71%
1 Unit Attached	32	0.34%
2 Units	184	1.94%
3 or 4 Units	161	1.69%
5 to 19 Units	113	1.19%
20 to 49 Units	95	1.01%
50 or More Units	67	0.71%
Mobile Home or Trailer	1,398	14.74%
Boat, RV, Van, etc.	64	0.67%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	488	5.14%
Housing Units Built 2010 to 2014	260	2.74%
Housing Units Built 2000 to 2009	1,090	11.49%
Housing Units Built 1990 to 1999	1,198	12.63%
Housing Units Built 1980 to 1989	1,081	11.39%
Housing Units Built 1970 to 1979	1,153	12.16%
Housing Units Built 1960 to 1969	1,125	11.86%
Housing Units Built 1950 to 1959	818	8.62%
Housing Units Built 1940 to 1949	805	8.49%
Housing Unit Built 1939 or Earlier	1,468	15.48%
2023 Est. Median Year Structure Built		1975

[†] 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.



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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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