



RADIAL DEMOGRAPHICS

1-MILE RADIAL

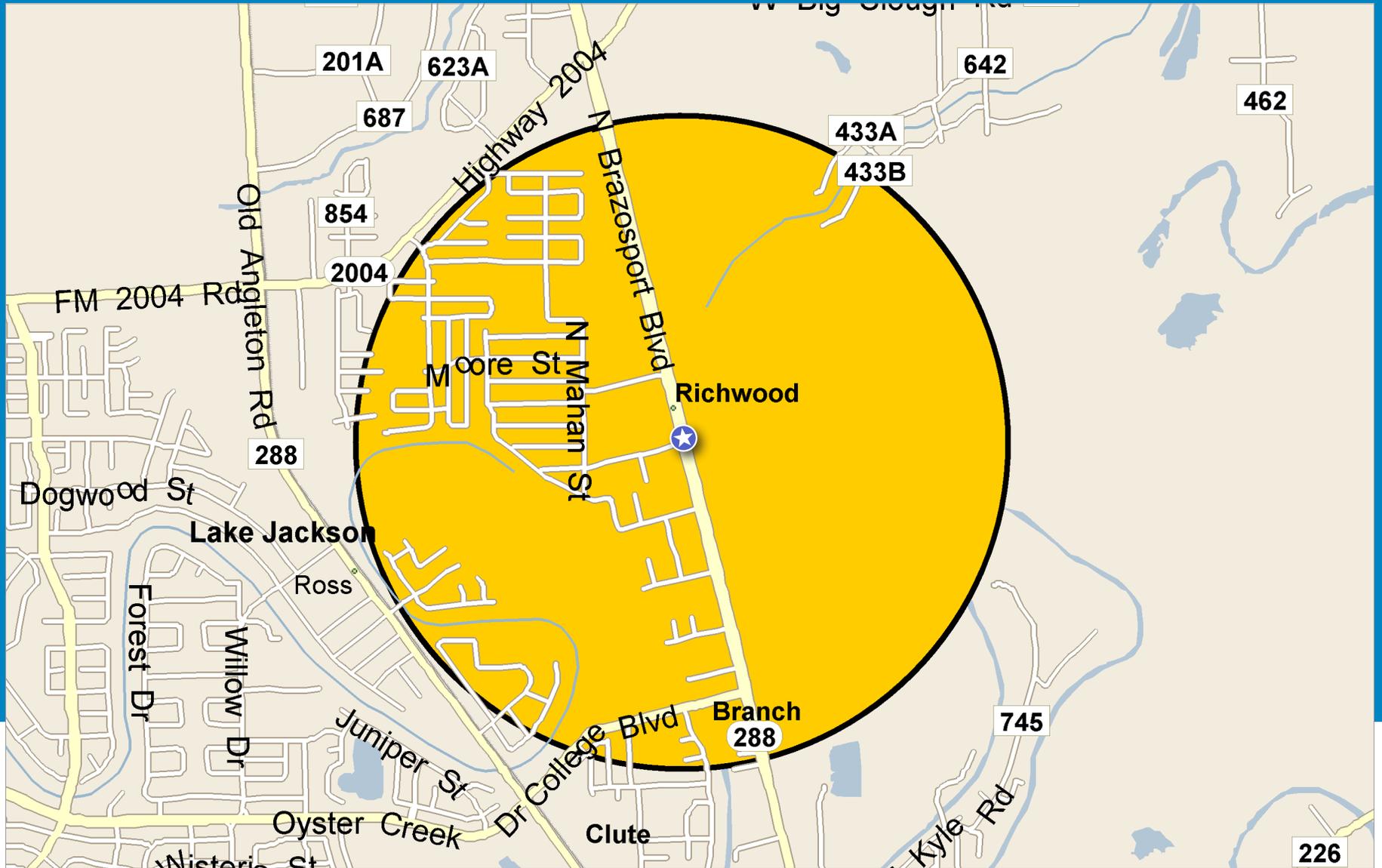
Richwood, Texas



Prepared for
City of Richwood
September 2014



I-Mile Radial
Richwood, Texas



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Radial Demographics | 1-Mile Radial Richwood, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	2,802	
2014 Estimate	2,601	
2010 Census	2,467	
2000 Census	2,145	
Growth 2014-2019	7.72%	
Growth 2010-2014	5.42%	
Growth 2000-2010	15.00%	
2014 Est. Pop by Single Race Class	2,601	
White Alone	2,050	78.82
Black or African American Alone	158	6.07
Amer. Indian and Alaska Native Alone	19	0.73
Asian Alone	25	0.96
Native Hawaiian and Other Pac. Isl. Alone	1	0.04
Some Other Race Alone	271	10.42
Two or More Races	77	2.96
2014 Est. Pop Hisp or Latino by Origin	2,601	
Not Hispanic or Latino	1,719	66.09
Hispanic or Latino:	882	33.91
Mexican	754	85.49
Puerto Rican	9	1.02
Cuban	3	0.34
All Other Hispanic or Latino	116	13.15

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	882	
White Alone	560	63.49
Black or African American Alone	11	1.25
American Indian and Alaska Native Alone	10	1.13
Asian Alone	2	0.23
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	266	30.16
Two or More Races	34	3.85
2014 Est. Pop. Asian Alone Race by Cat	25	
Chinese, except Taiwanese	4	16.00
Filipino	1	4.00
Japanese	3	12.00
Asian Indian	1	4.00
Korean	0	0.00
Vietnamese	2	8.00
Cambodian	7	28.00
Hmong	0	0.00
Laotian	0	0.00
Thai	1	4.00
All Other Asian Races Including 2+ Category	6	24.00
2014 Est. Population by Ancestry	2,601	
Pop, Arab	5	0.19
Pop, Czech	53	2.04
Pop, Danish	6	0.23
Pop, Dutch	29	1.11
Pop, English	113	4.34
Pop, French (except Basque)	24	0.92
Pop, French Canadian	1	0.04
Pop, German	267	10.27
Pop, Greek	9	0.35

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DESCRIPTION	DATA	%
Pop, Hungarian	0	0.00
Pop, Irish	157	6.04
Pop, Italian	6	0.23
Pop, Lithuanian	0	0.00
Pop, United States or American	127	4.88
Pop, Norwegian	12	0.46
Pop, Polish	76	2.92
Pop, Portuguese	0	0.00
Pop, Russian	2	0.08
Pop, Scottish	60	2.31
Pop, Scotch-Irish	13	0.50
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	0	0.00
Pop, Swedish	19	0.73
Pop, Swiss	1	0.04
Pop, Ukrainian	0	0.00
Pop, Welsh	10	0.38
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	1,359	52.25
Pop, Ancestry Unclassified	255	9.80
2014 Est. Pop Age 5+ by Language Spoken At Home	2,402	
Speak Only English at Home	1,848	76.94
Speak Asian/Pac. Isl. Lang. at Home	11	0.46
Speak Indo-European Language at Home	23	0.96
Speak Spanish at Home	519	21.61
Speak Other Language at Home	0	0.00
2014 Est. Population by Sex	2,601	
Male	1,275	49.02
Female	1,326	50.98

DESCRIPTION	DATA	%
2014 Est. Population by Age	2,601	
Age 0 - 4	199	7.65
Age 5 - 9	195	7.50
Age 10 - 14	192	7.38
Age 15 - 17	112	4.31
Age 18 - 20	100	3.84
Age 21 - 24	136	5.23
Age 25 - 34	353	13.57
Age 35 - 44	331	12.73
Age 45 - 54	354	13.61
Age 55 - 64	329	12.65
Age 65 - 74	177	6.81
Age 75 - 84	91	3.50
Age 85 and over	31	1.19
Age 16 and over	1,978	76.05
Age 18 and over	1,903	73.16
Age 21 and over	1,802	69.28
Age 65 and over	299	11.50
2014 Est. Median Age	35.4	
2014 Est. Average Age	36.50	

Radial Demographics | 1-Mile Radial Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	1,275	
Age 0 - 4	101	7.92
Age 5 - 9	97	7.61
Age 10 - 14	96	7.53
Age 15 - 17	57	4.47
Age 18 - 20	52	4.08
Age 21 - 24	66	5.18
Age 25 - 34	165	12.94
Age 35 - 44	165	12.94
Age 45 - 54	173	13.57
Age 55 - 64	167	13.10
Age 65 - 74	81	6.35
Age 75 - 84	41	3.22
Age 85 and over	12	0.94
2014 Est. Median Age, Male	35.2	
2014 Est. Average Age, Male	36.00	
2014 Est. Female Population by Age	1,326	
Age 0 - 4	98	7.39
Age 5 - 9	98	7.39
Age 10 - 14	97	7.32
Age 15 - 17	55	4.15
Age 18 - 20	48	3.62
Age 21 - 24	70	5.28
Age 25 - 34	188	14.18
Age 35 - 44	166	12.52
Age 45 - 54	181	13.65
Age 55 - 64	162	12.22
Age 65 - 74	95	7.16
Age 75 - 84	50	3.77
Age 85 and over	19	1.43

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	35.6	
2014 Est. Average Age, Female	36.90	
2014 Est. Pop Age 15+ by Marital Status	2,015	
Total, Never Married	516	25.61
Males, Never Married	277	13.75
Females, Never Married	239	11.86
Married, Spouse present	1,034	51.32
Married, Spouse absent	68	3.37
Widowed	97	4.81
Males Widowed	23	1.14
Females Widowed	74	3.67
Divorced	299	14.84
Males Divorced	121	6.00
Females Divorced	178	8.83
2014 Est. Pop. Age 25+ by Edu. Attainment	1,666	
Less than 9th grade	79	4.74
Some High School, no diploma	126	7.56
High School Graduate (or GED)	403	24.19
Some College, no degree	532	31.93
Associate Degree	169	10.14
Bachelor's Degree	243	14.59
Master's Degree	86	5.16
Professional School Degree	11	0.66
Doctorate Degree	16	0.96
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	461	
CY Pop 25+, Hisp/Lat, < High School Diploma	131	28.42
CY Pop 25+, Hisp/Lat, High School Graduate	111	24.08
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	187	40.56
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	32	6.94

Radial Demographics | 1-Mile Radial Richwood, Texas

DESCRIPTION	DATA	%
Households		
2019 Projection	1,069	
2014 Estimate	979	
2010 Census	913	
2000 Census	777	
Growth 2014-2019	9.23%	
Growth 2010-2014	7.26%	
Growth 2000-2010	17.43%	
2014 Est. Households by Household Type	979	
Family Households	736	75.18
Nonfamily Households	243	24.82
2014 Est. Group Quarters Population	15	
2014 HHs by Ethnicity, Hispanic/Latino	265	27.07
2014 Est. HHs by HH Income	979	
CY HHs, Inc < \$15,000	85	8.68
CY HHs, Inc \$15,000 - \$24,999	79	8.07
CY HHs, Inc \$25,000 - \$34,999	66	6.74
CY HHs, Inc \$35,000 - \$49,999	87	8.89
CY HHs, Inc \$50,000 - \$74,999	205	20.94
CY HHs, Inc \$75,000 - \$99,999	151	15.42
CY HHs, Inc \$100,000 - \$124,999	138	14.10
CY HHs, Inc \$125,000 - \$149,999	66	6.74
CY HHs, Inc \$150,000 - \$199,999	59	6.03
CY HHs, Inc \$200,000 - \$249,999	18	1.84
CY HHs, Inc \$250,000 - \$499,999	21	2.15
CY HHs, Inc \$500,000+	4	0.41

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$84,144	
2014 Est. Median Household Income	\$70,974	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	74,766	
Black or African American Alone	21,618	
American Indian and Alaska Native Alone	61,902	
Asian Alone	28,106	
Native Hawaiian and Other Pacific Islander Alone	62,500	
Some Other Race Alone	76,383	
Two or More Races	37,091	
Hispanic or Latino	64,723	
Not Hispanic or Latino	74,894	
2014 Est. Family HH Type, Presence Own Children	736	
Married-Couple Family, own children	273	37.09
Married-Couple Family, no own children	314	42.66
Male Householder, own children	29	3.94
Male Householder, no own children	25	3.40
Female Householder, own children	57	7.74
Female Householder, no own children	38	5.16
2014 Est. Households by Household Size	979	
1-person household	209	21.35
2-person household	328	33.50
3-person household	191	19.51
4-person household	152	15.53
5-person household	68	6.95
6-person household	22	2.25
7 or more person household	9	0.92

Radial Demographics | 1-Mile Radial Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.64	
2014 Est. Households by Presence of People	979	
Households with 1 or more People under Age 18:	398	40.65
Married-Couple Family	293	73.62
Other Family, Male Householder	35	8.79
Other Family, Female Householder	68	17.09
Nonfamily, Male Householder	1	0.25
Nonfamily, Female Householder	2	0.50
Households no People under Age 18:	581	59.35
Married-Couple Family	294	50.60
Other Family, Male Householder	19	3.27
Other Family, Female Householder	29	4.99
Nonfamily, Male Householder	126	21.69
Nonfamily, Female Householder	114	19.62
2014 Est. Households by Number of Vehicles	979	
No Vehicles	25	2.55
1 Vehicle	306	31.26
2 Vehicles	469	47.91
3 Vehicles	132	13.48
4 Vehicles	33	3.37
5 or more Vehicles	14	1.43
2014 Est. Average Number of Vehicles	1.89	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	803	
2014 Estimate	736	
2010 Census	688	
2000 Census	602	
Growth 2014-2019	9.11%	
Growth 2010-2014	7.04%	
Growth 2000-2010	14.34%	
2014 Est. Families by Poverty Status	736	
2014 Families at or Above Poverty	677	91.98
2014 Families at or Above Poverty with Children	313	42.53
2014 Families Below Poverty	59	8.02
2014 Families Below Poverty with Children	51	6.93
2014 Est. Pop Age 16+ by Employment Status	1,978	
In Armed Forces	0	0.00
Civilian - Employed	1,297	65.57
Civilian - Unemployed	138	6.98
Not in Labor Force	543	27.45
2014 Est. Civ Employed Pop 16+ Class of Worker	1,328	
For-Profit Private Workers	1,040	78.31
Non-Profit Private Workers	32	2.41
Local Government Workers	104	7.83
State Government Workers	53	3.99
Federal Government Workers	31	2.33
Self-Emp Workers	70	5.27
Unpaid Family Workers	0	0.00

Radial Demographics | 1-Mile Radial Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	1,328	
Architect/Engineer	74	5.57
Arts/Entertain/Sports	11	0.83
Building Grounds Maint	40	3.01
Business/Financial Ops	17	1.28
Community/Soc Svcs	5	0.38
Computer/Mathematical	17	1.28
Construction/Extraction	104	7.83
Edu/Training/Library	81	6.10
Farm/Fish/Forestry	7	0.53
Food Prep/Serving	56	4.22
Health Practitioner/Tec	51	3.84
Healthcare Support	23	1.73
Maintenance Repair	47	3.54
Legal	7	0.53
Life/Phys/Soc Science	50	3.77
Management	131	9.86
Office/Admin Support	239	18.00
Production	165	12.42
Protective Svcs	23	1.73
Sales/Related	95	7.15
Personal Care/Svc	47	3.54
Transportation/Moving	39	2.94
2014 Est. Pop 16+ by Occupation Classification	1,328	
Blue Collar	354	26.66
White Collar	778	58.58
Service and Farm	196	14.76

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	1,313	
Drove Alone	1,191	90.71
Car Pooled	83	6.32
Public Transportation	6	0.46
Walked	5	0.38
Bicycle	2	0.15
Other Means	12	0.91
Worked at Home	13	0.99
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	489	
15 - 29 Minutes	558	
30 - 44 Minutes	104	
45 - 59 Minutes	56	
60 or more Minutes	91	
2014 Est. Avg Travel Time to Work in Minutes	22.89	
2014 Est. Tenure of Occupied Housing Units	979	
Owner Occupied	733	74.87
Renter Occupied	246	25.13
2014 Owner Occ. HUs: Avg. Length of Residence	17.2	
2014 Renter Occ. HUs: Avg. Length of Residence	6.8	

Radial Demographics | 1-Mile Radial Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	733	
Value Less than \$20,000	30	4.09
Value \$20,000 - \$39,999	11	1.50
Value \$40,000 - \$59,999	8	1.09
Value \$60,000 - \$79,999	47	6.41
Value \$80,000 - \$99,999	88	12.01
Value \$100,000 - \$149,999	218	29.74
Value \$150,000 - \$199,999	217	29.60
Value \$200,000 - \$299,999	97	13.23
Value \$300,000 - \$399,999	9	1.23
Value \$400,000 - \$499,999	5	0.68
Value \$500,000 - \$749,999	1	0.14
Value \$750,000 - \$999,999	0	0.00
Value \$1,000,000 or more	2	0.27
2014 Est. Median All Owner-Occupied Housing Value	\$142,024	
2014 Est. Housing Units by Units in Structure	1,060	
1 Unit Attached	6	0.57
1 Unit Detached	837	78.96
2 Units	6	0.57
3 or 4 Units	31	2.92
5 to 19 Units	78	7.36
20 to 49 Units	74	6.98
50 or More Units	0	0.00
Mobile Home or Trailer	26	2.45
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	1,060	
Housing Unit Built 2005 or later	96	9.06
Housing Unit Built 2000 to 2004	112	10.57
Housing Unit Built 1990 to 1999	105	9.91
Housing Unit Built 1980 to 1989	205	19.34
Housing Unit Built 1970 to 1979	323	30.47
Housing Unit Built 1960 to 1969	127	11.98
Housing Unit Built 1950 to 1959	77	7.26
Housing Unit Built 1940 to 1949	13	1.23
Housing Unit Built 1939 or Earlier	1	0.09
2014 Est. Median Year Structure Built **	1980	



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their 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 Retail Coach -
It’s not about data. It’s about your success.**

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Acknowledgements

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2013/2014, ESRI 2013, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.