



# RADIAL DEMOGRAPHICS

## 3-MILE RADIAL

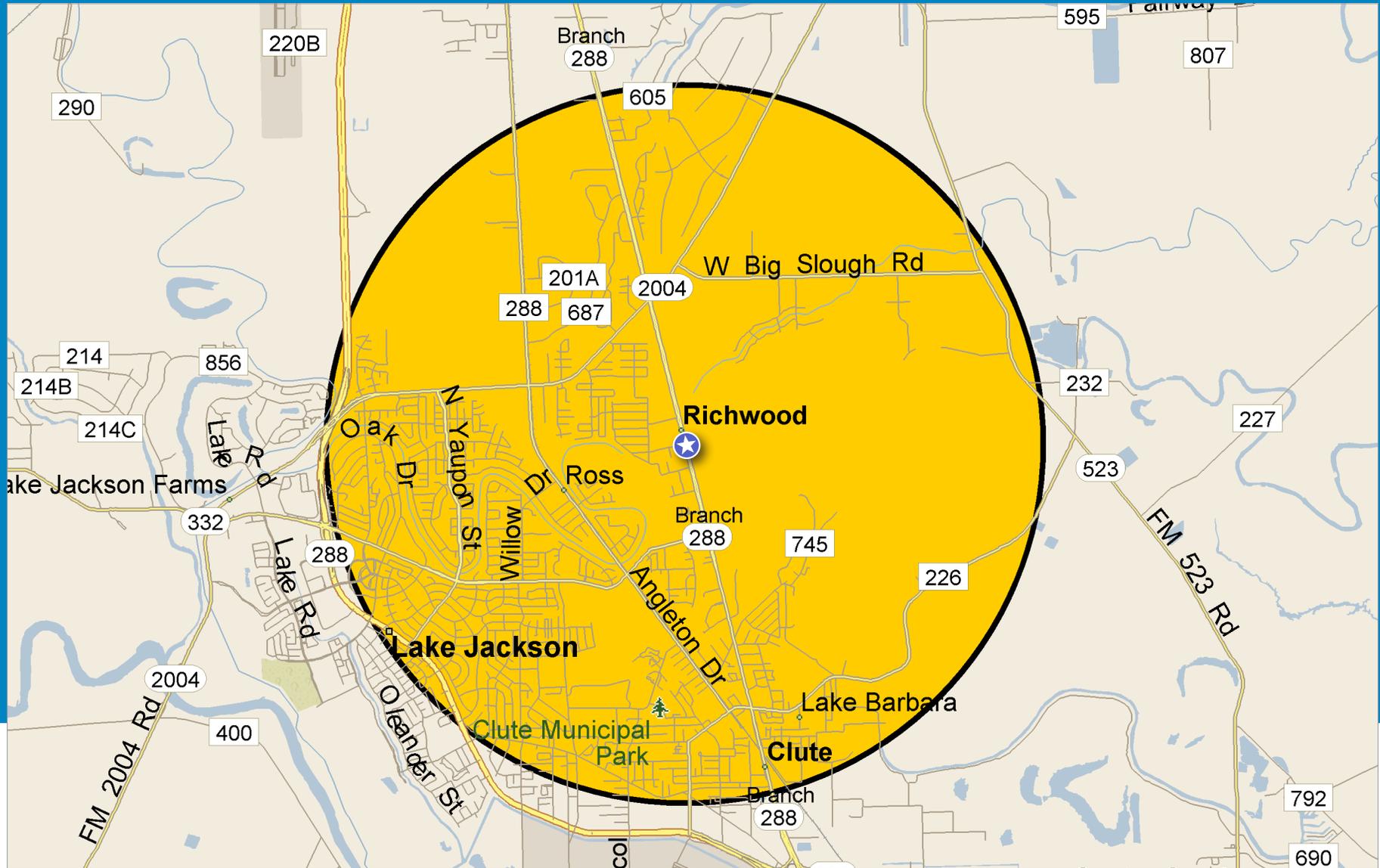
Richwood, Texas



Prepared for  
City of Richwood  
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## 3-Mile Radial Richwood, Texas



### Contact Information

**Glenn Patton, City Manager**  
City of Richwood  
1800 N. Brazosport Blvd.  
Richwood, Texas 77531

Phone 979.265.2082  
Fax 979.265.7345  
gpatton@richwoodtx.gov  
www.richwoodtx.gov

## Radial Demographics | 3-Mile Radial Richwood, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	36,221	
2014 Estimate	35,025	
2010 Census	34,566	
2000 Census	33,836	
Growth 2014-2019	3.42%	
Growth 2010-2014	1.33%	
Growth 2000-2010	2.16%	
2014 Est. Pop by Single Race Class	35,025	
White Alone	27,971	79.86
Black or African American Alone	2,162	6.17
Amer. Indian and Alaska Native Alone	242	0.69
Asian Alone	389	1.11
Native Hawaiian and Other Pac. Isl. Alone	12	0.03
Some Other Race Alone	3,248	9.27
Two or More Races	1,000	2.86
2014 Est. Pop Hisp or Latino by Origin	35,025	
Not Hispanic or Latino	22,326	63.74
Hispanic or Latino:	12,699	36.26
Mexican	10,938	86.13
Puerto Rican	138	1.09
Cuban	38	0.30
All Other Hispanic or Latino	1,585	12.48

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	12,699	
White Alone	8,673	68.30
Black or African American Alone	103	0.81
American Indian and Alaska Native Alone	125	0.98
Asian Alone	30	0.24
Native Hawaiian and Other Pacific Islander Alone	3	0.02
Some Other Race Alone	3,198	25.18
Two or More Races	566	4.46
2014 Est. Pop. Asian Alone Race by Cat	389	
Chinese, except Taiwanese	48	12.34
Filipino	14	3.60
Japanese	29	7.46
Asian Indian	133	34.19
Korean	5	1.29
Vietnamese	39	10.03
Cambodian	35	9.00
Hmong	0	0.00
Laotian	0	0.00
Thai	5	1.29
All Other Asian Races Including 2+ Category	82	21.08
2014 Est. Population by Ancestry	35,025	
Pop, Arab	9	0.03
Pop, Czech	347	0.99
Pop, Danish	26	0.07
Pop, Dutch	180	0.51
Pop, English	2,277	6.50
Pop, French (except Basque)	641	1.83
Pop, French Canadian	63	0.18
Pop, German	3,484	9.95
Pop, Greek	77	0.22

## Radial Demographics | 3-Mile Radial Richwood, Texas

DESCRIPTION	DATA	%
Pop, Hungarian	11	0.03
Pop, Irish	1,919	5.48
Pop, Italian	307	0.88
Pop, Lithuanian	0	0.00
Pop, United States or American	2,096	5.98
Pop, Norwegian	99	0.28
Pop, Polish	324	0.93
Pop, Portuguese	8	0.02
Pop, Russian	64	0.18
Pop, Scottish	1,203	3.43
Pop, Scotch-Irish	334	0.95
Pop, Slovak	8	0.02
Pop, Sub-Saharan African	43	0.12
Pop, Swedish	215	0.61
Pop, Swiss	6	0.02
Pop, Ukrainian	7	0.02
Pop, Welsh	205	0.59
Pop, West Indian (exc Hisp groups)	21	0.06
Pop, Other ancestries	17,155	48.98
Pop, Ancestry Unclassified	3,897	11.13
2014 Est. Pop Age 5+ by Language Spoken At Home	32,365	
Speak Only English at Home	24,671	76.23
Speak Asian/Pac. Isl. Lang. at Home	380	1.17
Speak Indo-European Language at Home	300	0.93
Speak Spanish at Home	7,006	21.65
Speak Other Language at Home	8	0.02
2014 Est. Population by Sex	35,025	
Male	17,299	49.39
Female	17,726	50.61

DESCRIPTION	DATA	%
2014 Est. Population by Age	35,025	
Age 0 - 4	2,660	7.59
Age 5 - 9	2,567	7.33
Age 10 - 14	2,652	7.57
Age 15 - 17	1,659	4.74
Age 18 - 20	1,490	4.25
Age 21 - 24	2,027	5.79
Age 25 - 34	4,714	13.46
Age 35 - 44	4,250	12.13
Age 45 - 54	4,692	13.40
Age 55 - 64	4,250	12.13
Age 65 - 74	2,342	6.69
Age 75 - 84	1,263	3.61
Age 85 and over	458	1.31
Age 16 and over	26,601	75.95
Age 18 and over	25,486	72.77
Age 21 and over	23,996	68.51
Age 65 and over	4,064	11.60
2014 Est. Median Age	34.5	
2014 Est. Average Age	36.20	

## Radial Demographics | 3-Mile Radial Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	17,299	
Age 0 - 4	1,349	7.80
Age 5 - 9	1,306	7.55
Age 10 - 14	1,360	7.86
Age 15 - 17	837	4.84
Age 18 - 20	759	4.39
Age 21 - 24	1,012	5.85
Age 25 - 34	2,335	13.50
Age 35 - 44	2,067	11.95
Age 45 - 54	2,295	13.27
Age 55 - 64	2,141	12.38
Age 65 - 74	1,114	6.44
Age 75 - 84	552	3.19
Age 85 and over	172	0.99
2014 Est. Median Age, Male	33.7	
2014 Est. Average Age, Male	35.50	
2014 Est. Female Population by Age	17,726	
Age 0 - 4	1,311	7.40
Age 5 - 9	1,261	7.11
Age 10 - 14	1,292	7.29
Age 15 - 17	822	4.64
Age 18 - 20	731	4.12
Age 21 - 24	1,015	5.73
Age 25 - 34	2,379	13.42
Age 35 - 44	2,183	12.32
Age 45 - 54	2,397	13.52
Age 55 - 64	2,109	11.90
Age 65 - 74	1,228	6.93
Age 75 - 84	711	4.01
Age 85 and over	286	1.61

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	35.2	
2014 Est. Average Age, Female	36.80	
2014 Est. Pop Age 15+ by Marital Status	27,145	
Total, Never Married	7,146	26.33
Males, Never Married	3,909	14.40
Females, Never Married	3,236	11.92
Married, Spouse present	13,610	50.14
Married, Spouse absent	1,523	5.61
Widowed	1,698	6.26
Males Widowed	357	1.32
Females Widowed	1,341	4.94
Divorced	3,169	11.67
Males Divorced	1,480	5.45
Females Divorced	1,689	6.22
2014 Est. Pop. Age 25+ by Edu. Attainment	21,970	
Less than 9th grade	1,243	5.66
Some High School, no diploma	1,869	8.51
High School Graduate (or GED)	5,286	24.06
Some College, no degree	6,686	30.43
Associate Degree	2,169	9.87
Bachelor's Degree	3,274	14.90
Master's Degree	997	4.54
Professional School Degree	193	0.88
Doctorate Degree	253	1.15
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	6,644	
CY Pop 25+, Hisp/Lat, < High School Diploma	2,402	36.15
CY Pop 25+, Hisp/Lat, High School Graduate	1,508	22.70
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	2,365	35.60
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	369	5.55

## Radial Demographics | 3-Mile Radial Richwood, Texas

DESCRIPTION	DATA	%
Households		
2019 Projection	13,525	
2014 Estimate	12,934	
2010 Census	12,581	
2000 Census	12,025	
Growth 2014-2019	4.57%	
Growth 2010-2014	2.80%	
Growth 2000-2010	4.62%	
2014 Est. Households by Household Type	12,934	
Family Households	9,586	74.11
Nonfamily Households	3,348	25.89
2014 Est. Group Quarters Population	153	
2014 HHs by Ethnicity, Hispanic/Latino	3,676	28.42
2014 Est. HHs by HH Income	12,934	
CY HHs, Inc < \$15,000	1,148	8.88
CY HHs, Inc \$15,000 - \$24,999	1,228	9.49
CY HHs, Inc \$25,000 - \$34,999	1,335	10.32
CY HHs, Inc \$35,000 - \$49,999	1,664	12.87
CY HHs, Inc \$50,000 - \$74,999	2,423	18.73
CY HHs, Inc \$75,000 - \$99,999	1,806	13.96
CY HHs, Inc \$100,000 - \$124,999	1,479	11.43
CY HHs, Inc \$125,000 - \$149,999	736	5.69
CY HHs, Inc \$150,000 - \$199,999	731	5.65
CY HHs, Inc \$200,000 - \$249,999	195	1.51
CY HHs, Inc \$250,000 - \$499,999	163	1.26
CY HHs, Inc \$500,000+	25	0.19

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$74,244	
2014 Est. Median Household Income	\$61,274	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	64,940	
Black or African American Alone	29,761	
American Indian and Alaska Native Alone	60,116	
Asian Alone	78,741	
Native Hawaiian and Other Pacific Islander Alone	15,863	
Some Other Race Alone	57,691	
Two or More Races	38,965	
Hispanic or Latino	49,778	
Not Hispanic or Latino	66,065	
2014 Est. Family HH Type, Presence Own Children	9,586	
Married-Couple Family, own children	3,249	33.89
Married-Couple Family, no own children	3,924	40.93
Male Householder, own children	422	4.40
Male Householder, no own children	360	3.76
Female Householder, own children	996	10.39
Female Householder, no own children	635	6.62
2014 Est. Households by Household Size	12,934	
1-person household	2,838	21.94
2-person household	4,219	32.62
3-person household	2,375	18.36
4-person household	1,924	14.88
5-person household	983	7.60
6-person household	395	3.05
7 or more person household	200	1.55

## Radial Demographics | 3-Mile Radial Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.70	
2014 Est. Households by Presence of People	12,934	
Households with 1 or more People under Age 18:	5,263	40.69
Married-Couple Family	3,548	67.41
Other Family, Male Householder	497	9.44
Other Family, Female Householder	1,158	22.00
Nonfamily, Male Householder	44	0.84
Nonfamily, Female Householder	16	0.30
Households no People under Age 18:	7,671	59.31
Married-Couple Family	3,626	47.27
Other Family, Male Householder	283	3.69
Other Family, Female Householder	477	6.22
Nonfamily, Male Householder	1,746	22.76
Nonfamily, Female Householder	1,539	20.06
2014 Est. Households by Number of Vehicles	12,934	
No Vehicles	540	4.18
1 Vehicle	3,833	29.64
2 Vehicles	5,906	45.66
3 Vehicles	1,943	15.02
4 Vehicles	558	4.31
5 or more Vehicles	154	1.19
2014 Est. Average Number of Vehicles	1.90	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	10,017	
2014 Estimate	9,586	
2010 Census	9,332	
2000 Census	9,219	
Growth 2014-2019	4.51%	
Growth 2010-2014	2.72%	
Growth 2000-2010	1.22%	
2014 Est. Families by Poverty Status	9,586	
2014 Families at or Above Poverty	8,661	90.35
2014 Families at or Above Poverty with Children	4,206	43.88
2014 Families Below Poverty	924	9.64
2014 Families Below Poverty with Children	698	7.28
2014 Est. Pop Age 16+ by Employment Status	26,601	
In Armed Forces	16	0.06
Civilian - Employed	16,481	61.96
Civilian - Unemployed	1,242	4.67
Not in Labor Force	8,861	33.31
2014 Est. Civ Employed Pop 16+ Class of Worker	16,871	
For-Profit Private Workers	12,658	75.03
Non-Profit Private Workers	611	3.62
Local Government Workers	1,639	9.71
State Government Workers	647	3.83
Federal Government Workers	280	1.66
Self-Emp Workers	1,036	6.14
Unpaid Family Workers	0	0.00

## Radial Demographics | 3-Mile Radial Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	16,871	
Architect/Engineer	835	4.95
Arts/Entertain/Sports	354	2.10
Building Grounds Maint	443	2.63
Business/Financial Ops	285	1.69
Community/Soc Svcs	153	0.91
Computer/Mathematical	280	1.66
Construction/Extraction	1,563	9.26
Edu/Training/Library	1,143	6.77
Farm/Fish/Forestry	23	0.14
Food Prep/Serving	1,093	6.48
Health Practitioner/Tec	640	3.79
Healthcare Support	427	2.53
Maintenance Repair	489	2.90
Legal	141	0.84
Life/Phys/Soc Science	443	2.63
Management	1,221	7.24
Office/Admin Support	2,477	14.68
Production	1,752	10.38
Protective Svcs	612	3.63
Sales/Related	1,388	8.23
Personal Care/Svc	414	2.45
Transportation/Moving	694	4.11
2014 Est. Pop 16+ by Occupation Classification	16,871	
Blue Collar	4,498	26.66
White Collar	9,361	55.49
Service and Farm	3,012	17.85

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	16,674	
Drove Alone	14,520	87.08
Car Pooled	1,462	8.77
Public Transportation	17	0.10
Walked	174	1.04
Bicycle	39	0.23
Other Means	178	1.07
Worked at Home	285	1.71
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	6,912	
15 - 29 Minutes	6,486	
30 - 44 Minutes	1,188	
45 - 59 Minutes	549	
60 or more Minutes	1,216	
2014 Est. Avg Travel Time to Work in Minutes	22.27	
2014 Est. Tenure of Occupied Housing Units	12,934	
Owner Occupied	8,722	67.43
Renter Occupied	4,212	32.57
2014 Owner Occ. HUs: Avg. Length of Residence	18.1	
2014 Renter Occ. HUs: Avg. Length of Residence	6.1	

## Radial Demographics | 3-Mile Radial Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	8,722	
Value Less than \$20,000	396	4.54
Value \$20,000 - \$39,999	244	2.80
Value \$40,000 - \$59,999	387	4.44
Value \$60,000 - \$79,999	805	9.23
Value \$80,000 - \$99,999	1,172	13.44
Value \$100,000 - \$149,999	2,389	27.39
Value \$150,000 - \$199,999	2,037	23.35
Value \$200,000 - \$299,999	1,044	11.97
Value \$300,000 - \$399,999	150	1.72
Value \$400,000 - \$499,999	53	0.61
Value \$500,000 - \$749,999	21	0.24
Value \$750,000 - \$999,999	8	0.09
Value \$1,000,000 or more	15	0.17
2014 Est. Median All Owner-Occupied Housing Value	\$128,401	
2014 Est. Housing Units by Units in Structure	14,243	
1 Unit Attached	136	0.95
1 Unit Detached	9,968	69.99
2 Units	113	0.79
3 or 4 Units	422	2.96
5 to 19 Units	2,017	14.16
20 to 49 Units	614	4.31
50 or More Units	379	2.66
Mobile Home or Trailer	573	4.02
Boat, RV, Van, etc.	20	0.14

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	14,243	
Housing Unit Built 2005 or later	1,013	7.11
Housing Unit Built 2000 to 2004	759	5.33
Housing Unit Built 1990 to 1999	1,324	9.30
Housing Unit Built 1980 to 1989	3,102	21.78
Housing Unit Built 1970 to 1979	3,449	24.22
Housing Unit Built 1960 to 1969	1,763	12.38
Housing Unit Built 1950 to 1959	2,205	15.48
Housing Unit Built 1940 to 1949	484	3.40
Housing Unit Built 1939 or Earlier	143	1.00
2014 Est. Median Year Structure Built **	1977	



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.

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802  
tel 800.851.0962 | fax 662.844.2738 | e-mail [info@theretailcoach.net](mailto:info@theretailcoach.net) | web [www.theretailcoach.net](http://www.theretailcoach.net)



## 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.

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