



RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Richwood, Texas

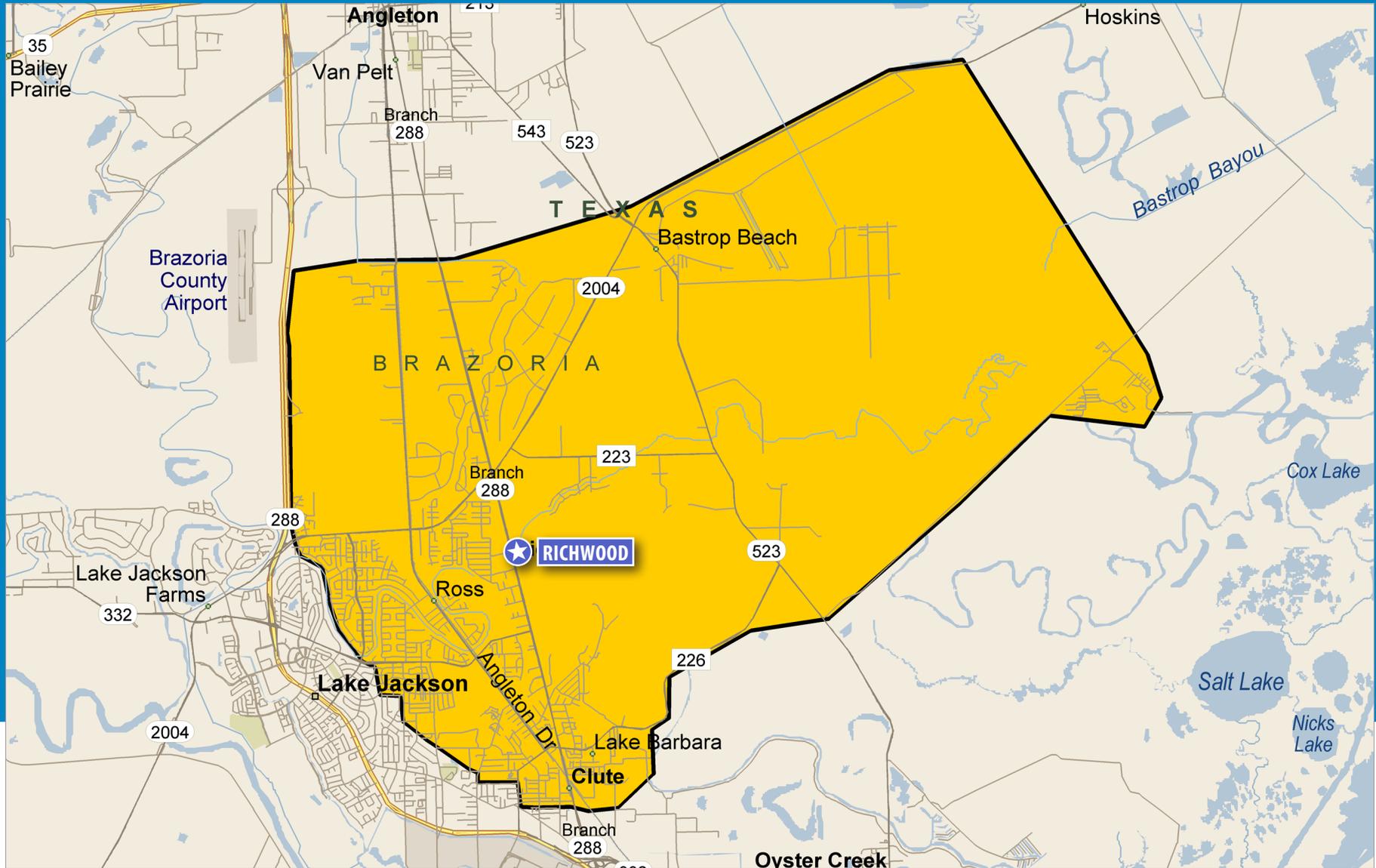


Prepared for
City of Richwood
October 2014



Retail Trade Area

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



Retail Trade Area | Demographics

Richwood, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	26,614	
2014 Estimate	25,606	
2010 Census	25,149	
2000 Census	24,085	
Growth 2014-2019	3.94%	
Growth 2010-2014	1.82%	
Growth 2000-2010	4.42%	
2014 Est. Pop by Single Race Class	25,606	
White Alone	20,332	79.40
Black or African American Alone	1,484	5.80
Amer. Indian and Alaska Native Alone	175	0.68
Asian Alone	263	1.03
Native Hawaiian and Other Pac. Isl. Alone	6	0.02
Some Other Race Alone	2,655	10.37
Two or More Races	691	2.70
2014 Est. Pop Hisp or Latino by Origin	25,606	
Not Hispanic or Latino	16,287	63.61
Hispanic or Latino:	9,319	36.39
Mexican	8,033	86.20
Puerto Rican	97	1.04
Cuban	32	0.34
All Other Hispanic or Latino	1,157	12.42

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	9,319	
White Alone	6,105	65.51
Black or African American Alone	72	0.77
American Indian and Alaska Native Alone	97	1.04
Asian Alone	19	0.20
Native Hawaiian and Other Pacific Islander Alone	2	0.02
Some Other Race Alone	2,632	28.24
Two or More Races	391	4.20
2014 Est. Pop. Asian Alone Race by Cat	263	
Chinese, except Taiwanese	29	11.03
Filipino	13	4.94
Japanese	28	10.65
Asian Indian	55	20.91
Korean	4	1.52
Vietnamese	26	9.89
Cambodian	28	10.65
Hmong	0	0.00
Laotian	0	0.00
Thai	4	1.52
All Other Asian Races Including 2+ Category	74	28.14
2014 Est. Population by Ancestry	25,606	
Pop, Arab	9	0.04
Pop, Czech	280	1.09
Pop, Danish	27	0.11
Pop, Dutch	152	0.59
Pop, English	1,626	6.35
Pop, French (except Basque)	465	1.82
Pop, French Canadian	28	0.11
Pop, German	2,572	10.04
Pop, Greek	73	0.29

Retail Trade Area | Demographics

Richwood, Texas

DESCRIPTION	DATA	%
Pop, Hungarian	25	0.10
Pop, Irish	1,410	5.51
Pop, Italian	157	0.61
Pop, Lithuanian	0	0.00
Pop, United States or American	1,526	5.96
Pop, Norwegian	67	0.26
Pop, Polish	279	1.09
Pop, Portuguese	9	0.04
Pop, Russian	34	0.13
Pop, Scottish	765	2.99
Pop, Scotch-Irish	254	0.99
Pop, Slovak	4	0.02
Pop, Sub-Saharan African	34	0.13
Pop, Swedish	155	0.61
Pop, Swiss	6	0.02
Pop, Ukrainian	2	0.01
Pop, Welsh	155	0.61
Pop, West Indian (exc Hisp groups)	10	0.04
Pop, Other ancestries	12,953	50.59
Pop, Ancestry Unclassified	2,530	9.88
2014 Est. Pop Age 5+ by Language Spoken At Home	23,749	
Speak Only English at Home	17,777	74.85
Speak Asian/Pac. Isl. Lang. at Home	200	0.84
Speak Indo-European Language at Home	256	1.08
Speak Spanish at Home	5,502	23.17
Speak Other Language at Home	14	0.06
2014 Est. Population by Sex	25,606	
Male	12,657	49.43
Female	12,949	50.57

DESCRIPTION	DATA	%
2014 Est. Population by Age	25,606	
Age 0 - 4	1,857	7.25
Age 5 - 9	1,803	7.04
Age 10 - 14	1,920	7.50
Age 15 - 17	1,229	4.80
Age 18 - 20	1,087	4.25
Age 21 - 24	1,439	5.62
Age 25 - 34	3,048	11.90
Age 35 - 44	3,097	12.09
Age 45 - 54	3,626	14.16
Age 55 - 64	3,375	13.18
Age 65 - 74	1,861	7.27
Age 75 - 84	954	3.73
Age 85 and over	312	1.22
Age 16 and over	19,622	76.63
Age 18 and over	18,797	73.41
Age 21 and over	17,710	69.16
Age 65 and over	3,126	12.21
2014 Est. Median Age	36.4	
2014 Est. Average Age	37.00	

Retail Trade Area | Demographics

Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	12,657	
Age 0 - 4	941	7.43
Age 5 - 9	915	7.23
Age 10 - 14	982	7.76
Age 15 - 17	615	4.86
Age 18 - 20	549	4.34
Age 21 - 24	714	5.64
Age 25 - 34	1,498	11.84
Age 35 - 44	1,507	11.91
Age 45 - 54	1,775	14.02
Age 55 - 64	1,704	13.46
Age 65 - 74	899	7.10
Age 75 - 84	434	3.43
Age 85 and over	124	0.98
2014 Est. Median Age, Male	35.8	
2014 Est. Average Age, Male	36.60	
2014 Est. Female Population by Age	12,949	
Age 0 - 4	915	7.07
Age 5 - 9	888	6.86
Age 10 - 14	939	7.25
Age 15 - 17	613	4.73
Age 18 - 20	537	4.15
Age 21 - 24	725	5.60
Age 25 - 34	1,550	11.97
Age 35 - 44	1,590	12.28
Age 45 - 54	1,851	14.29
Age 55 - 64	1,671	12.90
Age 65 - 74	962	7.43
Age 75 - 84	519	4.01
Age 85 and over	188	1.45

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	36.9	
2014 Est. Average Age, Female	37.50	
2014 Est. Pop Age 15+ by Marital Status	20,026	
Total, Never Married	4,956	24.75
Males, Never Married	2,697	13.47
Females, Never Married	2,260	11.29
Married, Spouse present	10,642	53.14
Married, Spouse absent	962	4.80
Widowed	1,163	5.81
Males Widowed	282	1.41
Females Widowed	881	4.40
Divorced	2,303	11.50
Males Divorced	1,128	5.63
Females Divorced	1,175	5.87
2014 Est. Pop. Age 25+ by Edu. Attainment	16,272	
Less than 9th grade	988	6.07
Some High School, no diploma	1,483	9.11
High School Graduate (or GED)	3,866	23.76
Some College, no degree	4,876	29.97
Associate Degree	1,539	9.46
Bachelor's Degree	2,435	14.96
Master's Degree	733	4.50
Professional School Degree	158	0.97
Doctorate Degree	194	1.19
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	4,879	
CY Pop 25+, Hisp/Lat, < High School Diploma	1,905	39.04
CY Pop 25+, Hisp/Lat, High School Graduate	1,166	23.90
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	1,553	31.83
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	255	5.23

Retail Trade Area | Demographics

Richwood, Texas

DESCRIPTION	DATA	%
Households		
2019 Projection	9,796	
2014 Estimate	9,331	
2010 Census	9,045	
2000 Census	8,512	
Growth 2014-2019	4.99%	
Growth 2010-2014	3.16%	
Growth 2000-2010	6.26%	
2014 Est. Households by Household Type	9,331	
Family Households	7,127	76.38
Nonfamily Households	2,204	23.62
2014 Est. Group Quarters Population	102	
2014 HHs by Ethnicity, Hispanic/Latino	2,667	28.58
2014 Est. HHs by HH Income	9,331	
CY HHs, Inc < \$15,000	832	8.92
CY HHs, Inc \$15,000 - \$24,999	854	9.15
CY HHs, Inc \$25,000 - \$34,999	861	9.23
CY HHs, Inc \$35,000 - \$49,999	1,072	11.49
CY HHs, Inc \$50,000 - \$74,999	1,714	18.37
CY HHs, Inc \$75,000 - \$99,999	1,300	13.93
CY HHs, Inc \$100,000 - \$124,999	1,184	12.69
CY HHs, Inc \$125,000 - \$149,999	597	6.40
CY HHs, Inc \$150,000 - \$199,999	583	6.25
CY HHs, Inc \$200,000 - \$249,999	164	1.76
CY HHs, Inc \$250,000 - \$499,999	146	1.56
CY HHs, Inc \$500,000+	23	0.25

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$78,268	
2014 Est. Median Household Income	\$65,260	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	69,832	
Black or African American Alone	27,422	
American Indian and Alaska Native Alone	53,777	
Asian Alone	76,018	
Native Hawaiian and Other Pacific Islander Alone	20,000	
Some Other Race Alone	59,505	
Two or More Races	46,103	
Hispanic or Latino	51,861	
Not Hispanic or Latino	71,692	
2014 Est. Family HH Type, Presence Own Children	7,127	
Married-Couple Family, own children	2,437	34.19
Married-Couple Family, no own children	3,103	43.54
Male Householder, own children	268	3.76
Male Householder, no own children	258	3.62
Female Householder, own children	632	8.87
Female Householder, no own children	428	6.01
2014 Est. Households by Household Size	9,331	
1-person household	1,859	19.92
2-person household	3,202	34.32
3-person household	1,678	17.98
4-person household	1,418	15.20
5-person household	725	7.77
6-person household	300	3.22
7 or more person household	149	1.60

Retail Trade Area | Demographics

Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.73	
2014 Est. Households by Presence of People	9,331	
Households with 1 or more People under Age 18:	3,762	40.32
Married-Couple Family	2,657	70.63
Other Family, Male Householder	327	8.69
Other Family, Female Householder	741	19.70
Nonfamily, Male Householder	24	0.64
Nonfamily, Female Householder	13	0.35
Households no People under Age 18:	5,569	59.68
Married-Couple Family	2,886	51.82
Other Family, Male Householder	196	3.52
Other Family, Female Householder	322	5.78
Nonfamily, Male Householder	1,179	21.17
Nonfamily, Female Householder	986	17.71
2014 Est. Households by Number of Vehicles	9,331	
No Vehicles	418	4.48
1 Vehicle	2,522	27.03
2 Vehicles	4,361	46.74
3 Vehicles	1,490	15.97
4 Vehicles	425	4.55
5 or more Vehicles	115	1.23
2014 Est. Average Number of Vehicles	1.94	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	7,477	
2014 Estimate	7,127	
2010 Census	6,913	
2000 Census	6,672	
Growth 2014-2019	4.92%	
Growth 2010-2014	3.10%	
Growth 2000-2010	3.60%	
2014 Est. Families by Poverty Status	7,127	
2014 Families at or Above Poverty	6,467	90.74
2014 Families at or Above Poverty with Children	2,964	41.59
2014 Families Below Poverty	660	9.26
2014 Families Below Poverty with Children	485	6.81
2014 Est. Pop Age 16+ by Employment Status	19,622	
In Armed Forces	5	0.03
Civilian - Employed	11,734	59.80
Civilian - Unemployed	971	4.95
Not in Labor Force	6,913	35.23
2014 Est. Civ Employed Pop 16+ Class of Worker	12,054	
For-Profit Private Workers	8,944	74.20
Non-Profit Private Workers	398	3.30
Local Government Workers	1,280	10.62
State Government Workers	482	4.00
Federal Government Workers	216	1.79
Self-Emp Workers	734	6.09
Unpaid Family Workers	0	0.00

Retail Trade Area | Demographics

Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	12,054	
Architect/Engineer	675	5.60
Arts/Entertain/Sports	205	1.70
Building Grounds Maint	330	2.74
Business/Financial Ops	210	1.74
Community/Soc Svcs	108	0.90
Computer/Mathematical	174	1.44
Construction/Extraction	1,055	8.75
Edu/Training/Library	828	6.87
Farm/Fish/Forestry	26	0.22
Food Prep/Serving	699	5.80
Health Practitioner/Tec	476	3.95
Healthcare Support	271	2.25
Maintenance Repair	380	3.15
Legal	120	1.00
Life/Phys/Soc Science	351	2.91
Management	928	7.70
Office/Admin Support	1,699	14.09
Production	1,356	11.25
Protective Svcs	397	3.29
Sales/Related	955	7.92
Personal Care/Svc	331	2.75
Transportation/Moving	481	3.99
2014 Est. Pop 16+ by Occupation Classification	12,054	
Blue Collar	3,271	27.14
White Collar	6,729	55.82
Service and Farm	2,055	17.05

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	11,915	
Drove Alone	10,446	87.67
Car Pooled	973	8.17
Public Transportation	18	0.15
Walked	113	0.95
Bicycle	41	0.34
Other Means	149	1.25
Worked at Home	175	1.47
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	4,693	
15 - 29 Minutes	4,823	
30 - 44 Minutes	914	
45 - 59 Minutes	380	
60 or more Minutes	897	
2014 Est. Avg Travel Time to Work in Minutes	22.66	
2014 Est. Tenure of Occupied Housing Units	9,331	
Owner Occupied	6,908	74.03
Renter Occupied	2,423	25.97
2014 Owner Occ. HUs: Avg. Length of Residence	17.6	
2014 Renter Occ. HUs: Avg. Length of Residence	6.2	

Retail Trade Area | Demographics

Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	6,908	
Value Less than \$20,000	402	5.82
Value \$20,000 - \$39,999	212	3.07
Value \$40,000 - \$59,999	306	4.43
Value \$60,000 - \$79,999	585	8.47
Value \$80,000 - \$99,999	800	11.58
Value \$100,000 - \$149,999	1,859	26.91
Value \$150,000 - \$199,999	1,640	23.74
Value \$200,000 - \$299,999	904	13.09
Value \$300,000 - \$399,999	120	1.74
Value \$400,000 - \$499,999	47	0.68
Value \$500,000 - \$749,999	16	0.23
Value \$750,000 - \$999,999	2	0.03
Value \$1,000,000 or more	14	0.20
2014 Est. Median All Owner-Occupied Housing Value	\$130,871	
2014 Est. Housing Units by Units in Structure	10,442	
1 Unit Attached	16	0.15
1 Unit Detached	7,776	74.47
2 Units	57	0.55
3 or 4 Units	314	3.01
5 to 19 Units	1,022	9.79
20 to 49 Units	439	4.20
50 or More Units	82	0.79
Mobile Home or Trailer	715	6.85
Boat, RV, Van, etc.	20	0.19

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	10,442	
Housing Unit Built 2005 or later	651	6.23
Housing Unit Built 2000 to 2004	625	5.99
Housing Unit Built 1990 to 1999	1,041	9.97
Housing Unit Built 1980 to 1989	2,317	22.19
Housing Unit Built 1970 to 1979	2,797	26.79
Housing Unit Built 1960 to 1969	1,380	13.22
Housing Unit Built 1950 to 1959	1,292	12.37
Housing Unit Built 1940 to 1949	263	2.52
Housing Unit Built 1939 or Earlier	75	0.72
2014 Est. Median Year Structure Built **	1978	



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 | web 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.

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