TheRetailCoach®

RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS
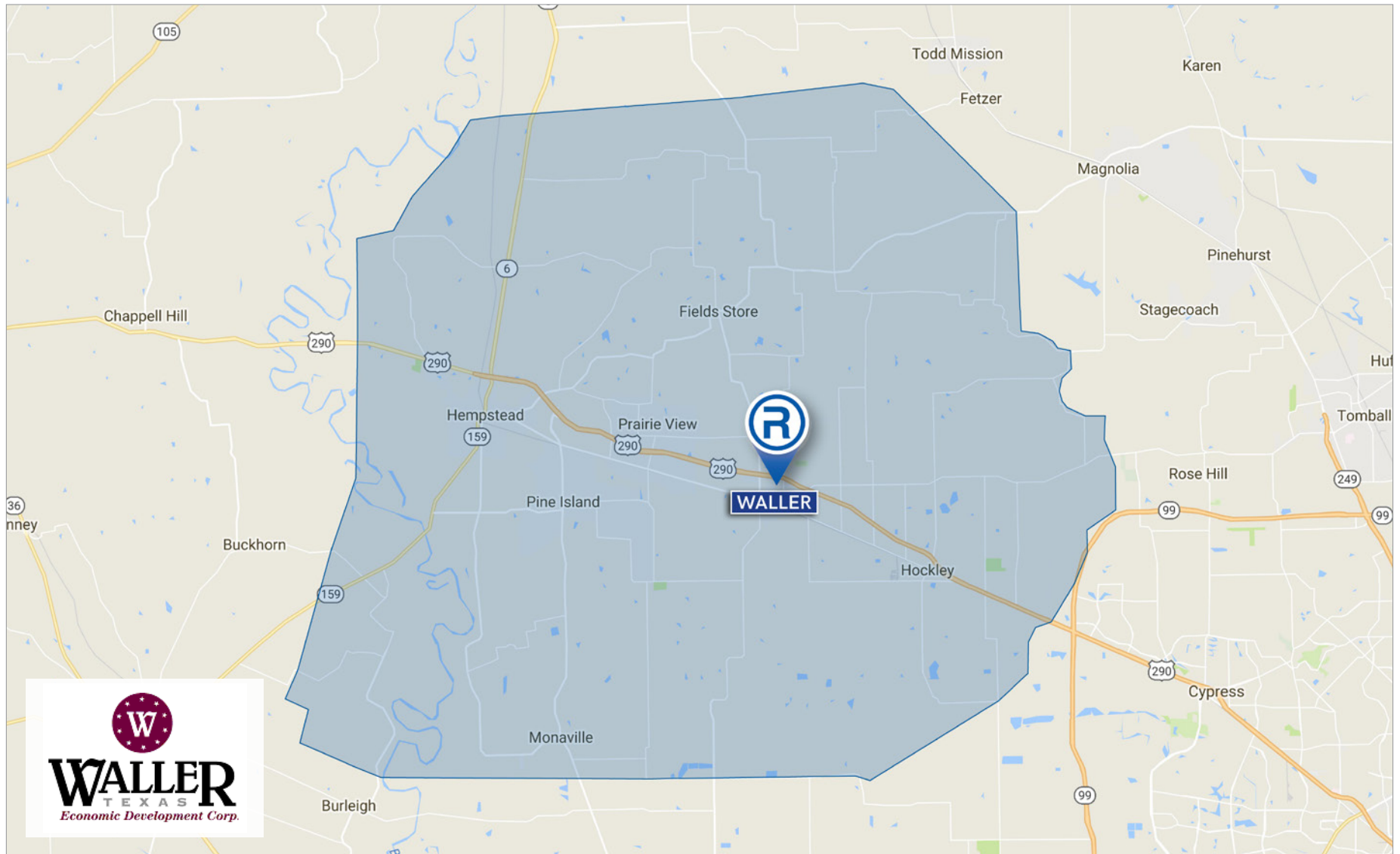## Waller, Texas

Prepared for
City of Waller Economic Development Corp.
November 2017

WALLER
T E X A S
Economic Development Corp.

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	**$747,211,675.49**	**$143,258,598.00**	**$603,953,077.49**	**0.192**
441	Motor Vehicle and Parts Dealers	$166,603,273.99	$6,059,688.00	$160,543,585.99	0.036
4411	Automotive Dealers	$143,394,666.89	$213,519.00	$143,181,147.89	0.001
4412	Other Motor Vehicle Dealers	$9,317,028.95	$2,308,858.00	$7,008,170.95	0.248
4413	Automotive Parts/Accsrs, Tire Stores	$13,891,578.15	$3,537,311.00	$10,354,267.15	0.255
442	Furniture and Home Furnishings Stores	$16,998,570.36	$4,065,788.00	$12,932,782.36	0.239
4421	Furniture Stores	$9,770,022.71	$4,065,788.00	$5,704,234.71	0.416
4422	Home Furnishing Stores	$7,228,547.65	$0.00	$7,228,547.65	0.000
443	Electronics and Appliance Stores	$26,934,928.17	$801,820.00	$26,133,108.17	0.030
44311	Appliances, TVs, Electronics Stores	$13,467,464.09	$300,910.00	$13,166,554.09	0.022
443111	Household Appliances Stores	$1,735,259.35	$430,196.00	$1,305,063.35	0.248
443112	Electronics Stores	$11,732,204.74	$70,714.00	$11,661,490.74	0.006
444	Building Material, Garden Equip Stores	$73,799,707.70	$10,918,776.00	$62,880,931.70	0.148
4441	Building Material and Supply Dealers	$67,746,415.83	$7,815,290.00	$59,931,125.83	0.115
44411	Home Centers	$26,275,492.15	$4,506,790.00	$21,768,702.15	0.172
44412	Paint and Wallpaper Stores	$1,883,279.68	$0.00	$1,883,279.68	0.000
44413	Hardware Stores	$6,231,406.22	$994,630.00	$5,236,776.22	0.160
44419	Other Building Materials Dealers	$33,356,237.79	$2,313,870.00	$31,042,367.79	0.069
444191	Building Materials, Lumberyards	$12,445,286.74	$236,412.00	$12,208,874.74	0.019
4442	Lawn, Garden Equipment, Supplies Stores	$6,053,291.87	$3,103,486.00	$2,949,805.87	0.513
44421	Outdoor Power Equipment Stores	$894,564.61	$3,103,486.00	-$2,208,921.39	3.469
44422	Nursery and Garden Centers	$5,158,727.25	$0.00	$5,158,727.25	0.000

*Positive numbers denote leakage, negative numbers denote a surplus.
†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
445	Food and Beverage Stores	$94,348,146.32	$13,927,204.00	$80,420,942.32	0.148
4451	Grocery Stores	$85,834,827.87	$12,663,300.00	$73,171,527.87	0.148
44511	Supermarkets, Grocery (Ex Conv) Stores	$78,851,628.31	$12,004,082.00	$66,847,546.31	0.152
44512	Convenience Stores	$6,983,199.56	$659,218.00	$6,323,981.56	0.094
4452	Specialty Food Stores	$3,697,691.26	$30,933.00	$3,666,758.26	0.008
4453	Beer, Wine and Liquor Stores	$4,815,627.20	$1,232,971.00	$3,582,656.20	0.256
446	Health and Personal Care Stores	$46,078,365.75	$12,625,810.00	$33,452,555.75	0.274
44611	Pharmacies and Drug Stores	$36,749,975.47	$11,433,941.00	$25,316,034.47	0.311
44612	Cosmetics, Beauty Supplies, Perfume Stores	$4,550,439.15	$845,869.00	$3,704,570.15	0.186
44613	Optical Goods Stores	$1,485,377.44	$346,000.00	$1,139,377.44	0.233
44619	Other Health and Personal Care Stores	$3,292,573.69	$0.00	$3,292,573.69	0.000
447	Gasoline Stations	$57,534,583.80	$62,336,641.00	-$4,802,057.20	1.083
44711	Gasoline Stations With Conv Stores	$31,341,506.68	$57,942,643.00	-$26,601,136.32	1.849
44719	Other Gasoline Stations	$26,193,077.12	$4,393,998.00	$21,799,079.12	0.168
448	Clothing and Clothing Accessories Stores	$32,356,364.36	$607,739.00	$31,748,625.36	0.019
4481	Clothing Stores	$23,726,567.26	$607,739.00	$23,118,828.26	0.026
44811	Men's Clothing Stores	$927,792.15	$0.00	$927,792.15	0.000
44812	Women's Clothing Stores	$5,113,368.81	$0.00	$5,113,368.81	0.000
44813	Childrens, Infants Clothing Stores	$1,122,747.41	$0.00	$1,122,747.41	0.000
44814	Family Clothing Stores	$13,411,845.90	$327,524.00	$13,084,321.90	0.024
44815	Clothing Accessories Stores	$1,221,341.89	$0.00	$1,221,341.89	0.000
44819	Other Clothing Stores	$1,929,471.10	$280,215.00	$1,649,256.10	0.145
4482	Shoe Stores	$4,805,762.63	$0.00	$4,805,762.63	0.000
4483	Jewelry, Luggage, Leather Goods Stores	$3,824,034.46	$0.00	$3,824,034.46	0.000
44831	Jewelry Stores	$3,468,367.13	$0.00	$3,468,367.13	0.000
44832	Luggage and Leather Goods Stores	$355,667.33	$0.00	$355,667.33	0.000

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	$14,852,101.43	$449,481.00	$14,402,620.43	0.030
4511	Sportng Goods, Hobby, Musical Inst Stores	$12,601,217.86	$449,481.00	$12,151,736.86	0.036
45111	Sporting Goods Stores	$9,006,888.53	$449,481.00	$8,557,407.53	0.050
45112	Hobby, Toys and Games Stores	$2,462,931.22	$0.00	$2,462,931.22	0.000
45113	Sew/Needlework/Piece Goods Stores	$458,011.83	$0.00	$458,011.83	0.000
45114	Musical Instrument and Supplies Stores	$673,386.27	$0.00	$673,386.27	0.000
4512	Book, Periodical and Music Stores	$2,250,883.57	$0.00	$2,250,883.57	0.000
45121	Book Stores and News Dealers	$2,250,883.57	$0.00	$2,250,883.57	0.000
451211	Book Stores	$2,009,417.12	$0.00	$2,009,417.12	0.000
451212	News Dealers and Newsstands	$241,466.46	$0.00	$241,466.46	0.000
452	General Merchandise Stores	$84,768,407.24	$7,597,069.00	$77,171,338.24	0.090
4521	Department Stores Excl Leased Depts	$55,589,921.45	$0.00	$55,589,921.45	0.000
4529	Other General Merchandise Stores	$29,178,485.78	$7,597,069.00	$21,581,416.78	0.260
453	Miscellaneous Store Retailers	$18,904,602.80	$3,630,309.00	$15,274,293.80	0.192
4531	Florists	$884,828.59	$26,411.00	$858,417.59	0.030
4532	Office Supplies, Stationery, Gift Stores	$6,522,477.10	$78,391.00	$6,444,086.10	0.012
45321	Office Supplies and Stationery Stores	$3,700,710.84	$0.00	$3,700,710.84	0.000
45322	Gift, Novelty and Souvenir Stores	$2,821,766.26	$78,391.00	$2,743,375.26	0.028
4533	Used Merchandise Stores	$2,921,269.24	$325,113.00	$2,596,156.24	0.111
4539	Other Miscellaneous Store Retailers	$8,576,027.87	$3,200,394.00	$5,375,633.87	0.373
454	Non-Store Retailers	$33,308,654.10	$2,734,475.00	$30,574,179.10	0.082

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
722	Foodservice and Drinking Places	$80,723,969.48	$17,503,798.00	$63,220,171.48	0.217
7223	Special Foodservices	$4,856,713.93	$0.00	$4,856,713.93	0.000
7224	Drinking Places -Alcoholic Beverages	$2,680,464.59	$0.00	$2,680,464.59	0.000
722511	Full Service Restaurants	$35,872,817.80	$2,408,908.00	$33,463,909.80	0.067
722513	Limited Service Eating Places	$33,167,380.63	$14,967,468.00	$18,199,912.63	0.451
722514	Cafeterias, Grill Buffets, and Buffets	$1,359,929.39	$0.00	$1,359,929.39	0.000
722515	Snack and Non-alcoholic Beverage Bars	$2,786,663.14	$127,422.00	$2,659,241.14	0.046

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DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	31,899	
2010 Total Population	42,075	
2017 Total Population	48,556	
2017 Group Quarters	4,148	
2022 Total Population	54,368	
2017-2022 Annual Rate		2.29%
2017 Total Daytime Population	41,043	
Workers	11,457	
Residents	29,586	
Household Summary		
2000 Households	10,255	
2000 Average Household Size	2.82	
2010 Households	13,596	
2010 Average Household Size	2.83	
2017 Households	15,471	
2017 Average Household Size	2.87	
2022 Households	17,340	
2022 Average Household Size	2.90	
2017-2022 Annual Rate		2.31%
2010 Families	9,928	
2010 Average Family Size	3.28	
2017 Families	11,229	
2017 Average Family Size	3.34	
2022 Families	12,575	
2022 Average Family Size	3.37	
2017-2022 Annual Rate		2.29%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	11,528	
Owner Occupied Housing Units		66.70%
Renter Occupied Housing Units		22.20%
Vacant Housing Units		11.00%
2010 Housing Units	15,226	
Owner Occupied Housing Units		64.10%
Renter Occupied Housing Units		25.20%
Vacant Housing Units		10.70%
2017 Housing Units	17,125	
Owner Occupied Housing Units		63.00%
Renter Occupied Housing Units		27.40%
Vacant Housing Units		9.70%
2022 Housing Units	19,154	
Owner Occupied Housing Units		63.30%
Renter Occupied Housing Units		27.20%
Vacant Housing Units		9.50%
Median Household Income		
2017	$56,749	
2022	$63,359	
Median Home Value		
2017	$164,630	
2022	$243,825	
Per Capita Income		
2017	$25,572	
2022	$29,536	

DESCRIPTION	DATA	%
Median Age		
2010	31.4	
2017	32.8	
2022	34.8	
2017 Households by Income		
Household Income Base	15,471	
<$15,000		9.40%
$15,000 - $24,999		9.50%
$25,000 - $34,999		10.80%
$35,000 - $49,999		12.20%
$50,000 - $74,999		22.10%
$75,000 - $99,999		11.40%
$100,000 - $149,999		14.10%
$150,000 - $199,999		5.20%
$200,000+		5.30%
Average Household Income	$77,825	
2022 Households by Income		
Household Income Base	17,340	
<$15,000		8.90%
$15,000 - $24,999		8.50%
$25,000 - $34,999		9.40%
$35,000 - $49,999		10.90%
$50,000 - $74,999		19.60%
$75,000 - $99,999		12.10%
$100,000 - $149,999		17.40%
$150,000 - $199,999		6.60%
$200,000+		6.60%
Average Household Income	$90,407	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
Total	10,787	
<$50,000		8.00%
$50,000 - $99,999		17.40%
$100,000 - $149,999		20.70%
$150,000 - $199,999		13.40%
$200,000 - $249,999		7.10%
$250,000 - $299,999		6.70%
$300,000 - $399,999		9.70%
$400,000 - $499,999		7.40%
$500,000 - $749,999		6.80%
$750,000 - $999,999		1.80%
$1,000,000 +		1.10%
Average Home Value	$237,497	
2022 Owner Occupied Housing Units by Value		
Total	12,123	
<$50,000		4.60%
$50,000 - $99,999		10.00%
$100,000 - $149,999		13.30%
$150,000 - $199,999		12.40%
$200,000 - $249,999		11.00%
$250,000 - $299,999		7.40%
$300,000 - $399,999		12.30%
$400,000 - $499,999		10.30%
$500,000 - $749,999		12.20%
$750,000 - $999,999		4.20%
$1,000,000 +		2.20%
Average Home Value	$322,115	

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Waller, Texas

DESCRIPTION	DATA	%
2010 Population by Age		
Total	42,076	
0 - 4		6.90%
9-May		6.70%
14-Oct		6.90%
15 - 24		22.50%
25 - 34		10.80%
35 - 44		11.90%
45 - 54		13.80%
55 - 64		11.00%
65 - 74		6.00%
75 - 84		2.80%
85 +		0.90%
18 +		74.90%
2017 Population by Age		
Total	48,555	
0 - 4		6.40%
9-May		6.60%
14-Oct		6.60%
15 - 24		20.30%
25 - 34		12.80%
35 - 44		10.80%
45 - 54		12.00%
55 - 64		12.20%
65 - 74		8.20%
75 - 84		3.10%
85 +		1.00%
18 +		76.60%

DESCRIPTION	DATA	%
2022 Population by Age		
Total	54,367	
0 - 4		6.10%
9-May		6.40%
14-Oct		6.90%
15 - 24		18.90%
25 - 34		11.90%
35 - 44		11.70%
45 - 54		11.10%
55 - 64		12.20%
65 - 74		9.60%
75 - 84		4.20%
85 +		1.10%
18 +		76.60%
2010 Population by Sex		
Males	20,825	
Females	21,250	
2017 Population by Sex		
Males	24,060	
Females	24,496	
2022 Population by Sex		
Males	26,978	
Females	27,390	

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	42,075	
White Alone		60.40%
Black Alone		22.90%
American Indian Alone		0.90%
Asian Alone		0.60%
Pacific Islander Alone		0.00%
Some Other Race Alone		13.00%
Two or More Races		2.20%
Hispanic Origin		26.60%
Diversity Index	74.5	
2017 Population by Race/Ethnicity		
Total	48,556	
White Alone		58.00%
Black Alone		23.10%
American Indian Alone		0.90%
Asian Alone		1.10%
Pacific Islander Alone		0.00%
Some Other Race Alone		14.40%
Two or More Races		2.50%
Hispanic Origin		29.50%
Diversity Index	77.2	

DESCRIPTION	DATA	%
2022 Population by Race/Ethnicity		
Total	54,367	
White Alone		57.20%
Black Alone		22.30%
American Indian Alone		0.90%
Asian Alone		1.30%
Pacific Islander Alone		0.10%
Some Other Race Alone		15.60%
Two or More Races		2.70%
Hispanic Origin		32.40%
Diversity Index	78.8	
2010 Population by Relationship and Household Type		
Total	42,075	
In Households		91.40%
In Family Households		79.50%
Householder		23.60%
Spouse		17.80%
Child		31.60%
Other relative		4.50%
Nonrelative		2.10%
In Nonfamily Households		11.90%
In Group Quarters		8.60%
Institutionalized Population		0.70%
Noninstitutionalized Population		7.90%

DESCRIPTION	DATA	%
2017 Population 25+ by Educational Attainment		
Total	29,199	
Less than 9th Grade		10.10%
9th - 12th Grade, No Diploma		10.20%
High School Graduate		26.90%
GED/Alternative Credential		4.90%
Some College, No Degree		22.80%
Associate Degree		6.60%
Bachelor's Degree		13.10%
Graduate/Professional Degree		5.40%
2017 Population 15+ by Marital Status		
Total	39,042	
Never Married		40.00%
Married		47.80%
Widowed		4.30%
Divorced		7.80%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		92.50%
Civilian Unemployed (Unemployment Rate)		7.50%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
Total	19,279	
Agriculture/Mining		4.60%
Construction		11.50%
Manufacturing		11.10%
Wholesale Trade		3.30%
Retail Trade		13.50%
Transportation/Utilities		5.50%
Information		1.10%
Finance/Insurance/Real Estate		4.20%
Services		40.60%
Public Administration		4.40%
2017 Employed Population 16+ by Occupation		
Total	19,278	
White Collar		54.20%
Management/Business/Financial		13.20%
Professional		14.60%
Sales		11.40%
Administrative Support		14.90%
Services		16.60%
Blue Collar		29.20%
Farming/Forestry/Fishing		1.60%
Construction/Extraction		8.20%
Installation/Maintenance/Repair		4.70%
Production		7.70%
Transportation/Material Moving		7.00%

DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	42,075	
Population Inside Urbanized Area		8.80%
Population Inside Urbanized Cluster		26.50%
Rural Population		64.60%
2010 Households by Type		
Total	13,596	
Households with 1 Person		20.20%
Households with 2+ People		79.80%
Family Households		73.00%
Husband-wife Families		55.20%
With Related Children		26.20%
Other Family (No Spouse Present)		17.80%
Other Family with Male Householder		5.40%
With Related Children		3.20%
Other Family with Female Householder		12.40%
With Related Children		8.30%
Nonfamily Households		6.80%
All Households with Children		38.20%
Multigenerational Households		5.90%
Unmarried Partner Households		5.20%

DESCRIPTION	DATA	%
Male-female		4.60%
Same-sex		0.60%
2010 Households by Size		
Total	13,595	
1 Person Household		20.20%
2 Person Household		33.20%
3 Person Household		16.80%
4 Person Household		14.80%
7 + Person Household		2.70%
2010 Households by Tenure and Mortgage Status		
Total	2,889	
Owner Occupied		66.90%
Owned with a Mortgage/Loan		32.10%
Owned Free and Clear		34.80%
Renter Occupied		33.10%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	3,242	
Housing Units Inside Urbanized Area		0.00%
Housing Units Inside Urbanized Cluster		64.70%
Rural Housing Units		35.30%

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DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	2,247	
2010 Total Population	2,326	
2017 Total Population	2,487	
2017 Group Quarters	9	
2022 Total Population	2,645	
2017-2022 Annual Rate		1.24%
2017 Total Daytime Population	3,417	
Workers	2,000	
Residents	1,417	
Household Summary		
2000 Households	825	
2000 Average Household Size	2.72	
2010 Households	872	
2010 Average Household Size	2.66	
2017 Households	927	
2017 Average Household Size	2.67	
2022 Households	982	
2022 Average Household Size	2.69	
2017-2022 Annual Rate		1.16%
2010 Families	590	
2010 Average Family Size	3.20	
2017 Families	630	
2017 Average Family Size	3.21	
2022 Families	662	
2022 Average Family Size	3.24	
2017-2022 Annual Rate		1.00%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	908	
Owner Occupied Housing Units		50.00%
Renter Occupied Housing Units		40.90%
Vacant Housing Units		9.10%
2010 Housing Units	956	
Owner Occupied Housing Units		43.20%
Renter Occupied Housing Units		48.00%
Vacant Housing Units		8.80%
2017 Housing Units	1,006	
Owner Occupied Housing Units		45.30%
Renter Occupied Housing Units		46.80%
Vacant Housing Units		7.90%
2022 Housing Units	1,065	
Owner Occupied Housing Units		45.40%
Renter Occupied Housing Units		46.90%
Vacant Housing Units		7.80%
Median Household Income		
2017	$51,653	
2022	$57,408	
Median Home Value		
2017	$164,509	
2022	$194,017	
Per Capita Income		
2017	$26,341	
2022	$30,711	

DESCRIPTION	DATA	%
Median Age		
2010	30.1	
2017	32.7	
2022	33.8	
2017 Households by Income		
Household Income Base	927	
<$15,000		11.30%
$15,000 - $24,999		8.80%
$25,000 - $34,999		12.40%
$35,000 - $49,999		15.50%
$50,000 - $74,999		19.20%
$75,000 - $99,999		9.60%
$100,000 - $149,999		16.10%
$150,000 - $199,999		2.80%
$200,000+		4.20%
Average Household Income	$71,182	
2022 Households by Income		
Household Income Base	984	
<$15,000		10.70%
$15,000 - $24,999		8.10%
$25,000 - $34,999		10.90%
$35,000 - $49,999		13.70%
$50,000 - $74,999		17.30%
$75,000 - $99,999		10.20%
$100,000 - $149,999		19.80%
$150,000 - $199,999		3.80%
$200,000+		5.60%
Average Household Income	$83,294	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
Total	455	
<$50,000		7.70%
$50,000 - $99,999		19.80%
$100,000 - $149,999		15.40%
$150,000 - $199,999		24.60%
$200,000 - $249,999		16.90%
$250,000 - $299,999		1.50%
$300,000 - $399,999		1.10%
$400,000 - $499,999		10.80%
$500,000 - $749,999		0.00%
$750,000 - $999,999		0.00%
$1,000,000 +		2.20%
Average Home Value	$201,154	
2022 Owner Occupied Housing Units by Value		
Total	482	
<$50,000		5.40%
$50,000 - $99,999		12.00%
$100,000 - $149,999		11.20%
$150,000 - $199,999		24.30%
$200,000 - $249,999		22.40%
$250,000 - $299,999		2.70%
$300,000 - $399,999		1.20%
$400,000 - $499,999		13.10%
$500,000 - $749,999		2.30%
$750,000 - $999,999		1.90%
$1,000,000 +		3.50%
Average Home Value	$262,552	

DESCRIPTION	DATA	%
2010 Population by Age		
Total	2,326	
0 - 4		9.80%
9-May		7.10%
14-Oct		8.10%
15 - 24		16.90%
25 - 34		14.00%
35 - 44		12.10%
45 - 54		13.50%
55 - 64		9.80%
65 - 74		4.90%
75 - 84		2.30%
85 +		1.50%
18 +		71.00%
2017 Population by Age		
Total	2,487	
0 - 4		8.70%
9-May		8.80%
14-Oct		7.20%
15 - 24		12.00%
25 - 34		17.20%
35 - 44		11.40%
45 - 54		11.90%
55 - 64		11.10%
65 - 74		7.60%
75 - 84		2.70%
85 +		1.30%
18 +		72.20%

DESCRIPTION	DATA	%
2022 Population by Age		
Total	2,647	
0 - 4		8.50%
9-May		8.60%
14-Oct		8.70%
15 - 24		11.10%
25 - 34		15.10%
35 - 44		14.40%
45 - 54		9.90%
55 - 64		10.90%
65 - 74		7.90%
75 - 84		3.70%
85 +		1.10%
18 +		70.80%
2010 Population by Sex		
Males	1,135	
Females	1,191	
2017 Population by Sex		
Males	1,244	
Females	1,243	
2022 Population by Sex		
Males	1,327	
Females	1,320	

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	2,326	
White Alone		64.40%
Black Alone		20.90%
American Indian Alone		1.00%
Asian Alone		0.90%
Pacific Islander Alone		0.00%
Some Other Race Alone		10.20%
Two or More Races		2.60%
Hispanic Origin		26.60%
Diversity Index	72.0	
2017 Population by Race/Ethnicity		
Total	2,488	
White Alone		63.50%
Black Alone		20.30%
American Indian Alone		0.60%
Asian Alone		1.00%
Pacific Islander Alone		0.00%
Some Other Race Alone		11.30%
Two or More Races		3.10%
Hispanic Origin		29.80%
Diversity Index	74.1	

DESCRIPTION	DATA	%
2022 Population by Race/Ethnicity		
Total	2,645	
White Alone		61.60%
Black Alone		21.00%
American Indian Alone		0.60%
Asian Alone		1.20%
Pacific Islander Alone		0.00%
Some Other Race Alone		12.20%
Two or More Races		3.40%
Hispanic Origin		32.20%
Diversity Index	76.2	
2010 Population by Relationship and Household Type		
Total	2,326	
In Households		99.70%
In Family Households		83.70%
Householder		25.40%
Spouse		16.10%
Child		36.30%
Other relative		3.50%
Nonrelative		2.50%
In Nonfamily Households		15.90%
In Group Quarters		0.30%
Institutionalized Population		0.30%
Noninstitutionalized Population		0.00%

DESCRIPTION	DATA	%
2017 Population 25+ by Educational Attainment		
Total	1,578	
Less than 9th Grade		10.30%
9th - 12th Grade, No Diploma		8.10%
High School Graduate		30.60%
GED/Alternative Credential		5.40%
Some College, No Degree		24.70%
Associate Degree		5.60%
Bachelor's Degree		11.30%
Graduate/Professional Degree		3.90%
2017 Population 15+ by Marital Status		
Total	1,872	
Never Married		24.30%
Married		59.20%
Widowed		6.20%
Divorced		10.30%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		96.20%
Civilian Unemployed (Unemployment Rate)		3.80%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
Total	1,077	
Agriculture/Mining		10.80%
Construction		6.80%
Manufacturing		9.40%
Wholesale Trade		3.40%
Retail Trade		12.40%
Transportation/Utilities		3.70%
Information		0.10%
Finance/Insurance/Real Estate		1.90%
Services		48.40%
Public Administration		3.20%
2017 Employed Population 16+ by Occupation		
Total	1,076	
White Collar		57.60%
Management/Business/Financial		17.60%
Professional		14.80%
Sales		11.90%
Administrative Support		13.40%
Services		18.60%
Blue Collar		23.80%
Farming/Forestry/Fishing		3.40%
Construction/Extraction		4.50%
Installation/Maintenance/Repair		2.80%
Production		5.10%
Transportation/Material Moving		8.00%

DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	2,326	
Population Inside Urbanized Area		0.00%
Population Inside Urbanized Cluster		0.00%
Rural Population		100.00%
2010 Households by Type		
Total	872	
Households with 1 Person		24.20%
Households with 2+ People		75.80%
Family Households		67.70%
Husband-wife Families		43.00%
With Related Children		22.70%
Other Family (No Spouse Present)		24.70%
Other Family with Male Householder		5.30%
With Related Children		3.20%
Other Family with Female Householder		19.40%
With Related Children		14.60%
Nonfamily Households		8.10%
All Households with Children		41.20%
Multigenerational Households		5.60%
Unmarried Partner Households		4.80%

DESCRIPTION	DATA	%
Male-female		4.10%
Same-sex		0.70%
2010 Households by Size		
Total	872	
1 Person Household		24.20%
2 Person Household		29.70%
3 Person Household		19.30%
4 Person Household		15.00%
7 + Person Household		2.70%
2010 Households by Tenure and Mortgage Status		
Total	2,889	
Owner Occupied		66.90%
Owned with a Mortgage/Loan		32.10%
Owned Free and Clear		34.80%
Renter Occupied		33.10%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	3,242	
Housing Units Inside Urbanized Area		0.00%
Housing Units Inside Urbanized Cluster		64.70%
Rural Housing Units		35.30%

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 Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

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 Retail360® 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.

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

The Retail Coach –
"*It's not about data. It's about your success.*"

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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, Nielsen 2016/2017, ESRI 2016/2017, 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.