



DRIVE TIME DEMOGRAPHICS

20-MINUTE DRIVE TIME

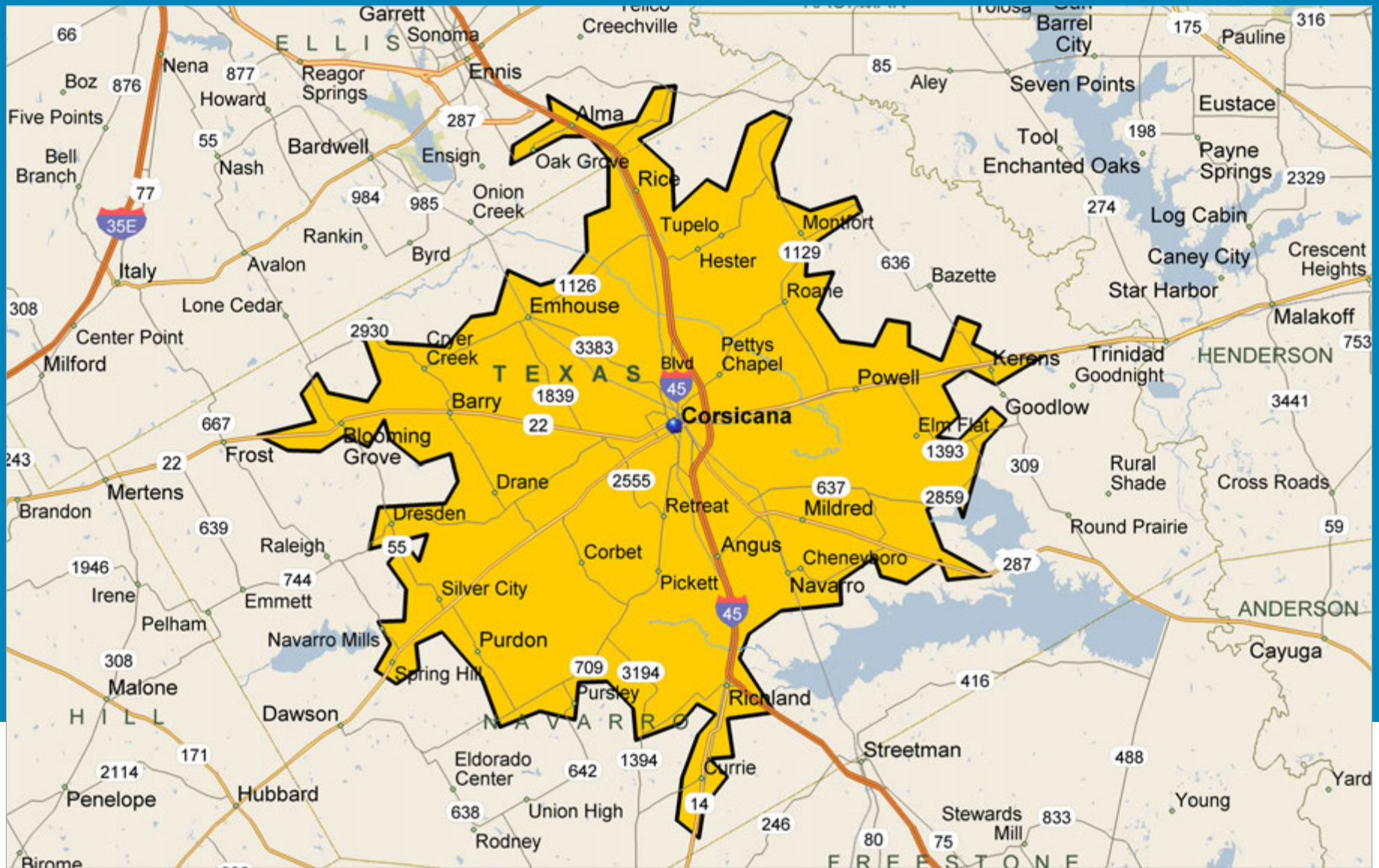
Corsicana, Texas



Prepared for
City of Corsicana
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 **TheRetailCoach®**

Corsicana, Texas



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Drive Time Demographics | 20-Minute Drive Time Corsicana, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	41,042	
2015 Estimate	39,754	
2010 Census	38,939	
2000 Census	37,023	
Growth 2015-2020	3.24%	
Growth 2010-2015	2.09%	
Growth 2000-2010	5.17%	
2015 Est. Population by Single-Classification Race	39,754	
White Alone	25,895	65.14
Black or African American Alone	5,837	14.68
Amer. Indian and Alaska Native Alone	282	0.71
Asian Alone	278	0.70
Native Hawaiian and Other Pac. Isl. Alone	418	1.05
Some Other Race Alone	5,976	15.03
Two or More Races	1,068	2.69
2015 Est. Population by Hispanic or Latino Origin	39,754	
Not Hispanic or Latino	28,305	71.20
Hispanic or Latino:	11,449	28.80
Mexican	10,467	91.42
Puerto Rican	81	0.71
Cuban	15	0.13
All Other Hispanic or Latino	887	7.75

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	11,449	
White Alone	4,676	40.84
Black or African American Alone	115	1.00
American Indian and Alaska Native Alone	137	1.20
Asian Alone	13	0.11
Native Hawaiian and Other Pacific Islander Alone	2	0.02
Some Other Race Alone	5,939	51.87
Two or More Races	567	4.95
2015 Est. Pop by Race, Asian Alone, by Category	278	
Chinese, except Taiwanese	43	15.47
Filipino	123	44.24
Japanese	3	1.08
Asian Indian	103	37.05
Korean	1	0.36
Vietnamese	0	0.00
Cambodian	0	0.00
Hmong	0	0.00
Laotian	2	0.72
Thai	0	0.00
All Other Asian Races Including 2+ Category	1	0.36
2015 Est. Population by Ancestry	39,754	
Arab	14	0.04
Czech	344	0.87
Danish	2	0.01
Dutch	157	0.39
English	2,604	6.55
French (except Basque)	443	1.11
French Canadian	37	0.09
German	2,546	6.40
Greek	12	0.03

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DESCRIPTION	DATA	%
Hungarian	41	0.10
Irish	2,409	6.06
Italian	331	0.83
Lithuanian	0	0.00
United States or American	2,814	7.08
Norwegian	112	0.28
Polish	176	0.44
Portuguese	2	0.01
Russian	43	0.11
Scottish	450	1.13
Scotch-Irish	426	1.07
Slovak	0	0.00
Subsaharan African	16	0.04
Swedish	239	0.60
Swiss	7	0.02
Ukrainian	0	0.00
Welsh	108	0.27
West Indian (except Hisp. groups)	3	0.01
Other ancestries	19,887	50.03
Ancestry Unclassified	6,531	16.43
2015 Est. Pop Age 5+ by Language Spoken at Home	36,684	
Speak Only English at Home	28,420	77.47
Speak Asian/Pac. Isl. Lang. at Home	202	0.55
Speak IndoEuropean Language at Home	263	0.72
Speak Spanish at Home	7,798	21.26
Speak Other Language at Home	1	0.00
2015 Est. Population by Sex	39,754	
Male	19,666	49.47
Female	20,088	50.53

DESCRIPTION	DATA	%
2015 Est. Population by Age	39,754	
Age 0 - 4	3,070	7.72
Age 5 - 9	3,051	7.67
Age 10 - 14	3,040	7.65
Age 15 - 17	1,814	4.56
Age 18 - 20	1,655	4.16
Age 21 - 24	2,107	5.30
Age 25 - 34	4,758	11.97
Age 35 - 44	4,722	11.88
Age 45 - 54	4,908	12.35
Age 55 - 64	4,635	11.66
Age 65 - 74	3,398	8.55
Age 75 - 84	1,828	4.60
Age 85 and over	769	1.93
Age 16 and over	30,002	75.47
Age 18 and over	28,780	72.40
Age 21 and over	27,125	68.23
Age 65 and over	5,995	15.08
2015 Est. Median Age	35.8	
2015 Est. Average Age	37.3	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	19,666	
Age 0 - 4	1,565	7.96
Age 5 - 9	1,558	7.92
Age 10 - 14	1,599	8.13
Age 15 - 17	981	4.99
Age 18 - 20	906	4.61
Age 21 - 24	1,089	5.54
Age 25 - 34	2,355	11.97
Age 35 - 44	2,321	11.80
Age 45 - 54	2,426	12.34
Age 55 - 64	2,260	11.49
Age 65 - 74	1,594	8.11
Age 75 - 84	783	3.98
Age 85 and over	231	1.17
2015 Est. Median Age, Male	34.1	
2015 Est. Average Age, Male	36.0	
2015 Est. Female Population by Age	20,088	
Age 0 - 4	1,505	7.49
Age 5 - 9	1,493	7.43
Age 10 - 14	1,441	7.17
Age 15 - 17	834	4.15
Age 18 - 20	749	3.73
Age 21 - 24	1,018	5.07
Age 25 - 34	2,403	11.96
Age 35 - 44	2,402	11.96
Age 45 - 54	2,482	12.36
Age 55 - 64	2,375	11.82
Age 65 - 74	1,803	8.98
Age 75 - 84	1,045	5.20
Age 85 and over	538	2.68

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	37.5	
2015 Est. Average Age, Female	38.6	
2015 Est. Pop Age 15+ by Marital Status	30,594	
Total, Never Married	8,688	28.40
Males, Never Married	5,067	16.56
Females, Never Married	3,620	11.83
Married, Spouse present	14,701	48.05
Married, Spouse absent	1,535	5.02
Widowed	2,011	6.57
Males Widowed	450	1.47
Females Widowed	1,562	5.11
Divorced	3,659	11.96
Males Divorced	1,455	4.76
Females Divorced	2,204	7.20
2015 Est. Pop Age 25+ by Edu. Attainment	25,018	
Less than 9th grade	2,189	8.75
Some High School, no diploma	3,497	13.98
High School Graduate (or GED)	7,967	31.85
Some College, no degree	5,397	21.57
Associate Degree	1,707	6.82
Bachelor's Degree	3,123	12.48
Master's Degree	766	3.06
Professional School Degree	254	1.02
Doctorate Degree	118	0.47
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	5,483	
No High School Diploma	3,369	61.44
High School Graduate	1,098	20.03
Some College or Associate's Degree	710	12.95
Bachelor's Degree or Higher	306	5.58

Drive Time Demographics | 20-Minute Drive Time Corsicana, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	14,676	
2015 Estimate	14,260	
2010 Census	14,036	
2000 Census	13,394	
Growth 2015-2020	2.92%	
Growth 2010-2015	1.59%	
Growth 2000-2010	4.79%	
2015 Est. Households by Household Type	14,260	
Family Households	10,198	71.51
Nonfamily Households	4,061	28.48
2015 Est. Group Quarters Population	762	
2015 HHs by Ethnicity, Hispanic/Latino	2,815	19.74
2015 Est. Households by HH Income	14,260	
Income < \$15,000	2,254	15.81
Income \$15,000 - \$24,999	1,786	12.52
Income \$25,000 - \$34,999	1,675	11.75
Income \$35,000 - \$49,999	2,446	17.15
Income \$50,000 - \$74,999	2,525	17.71
Income \$75,000 - \$99,999	1,479	10.37
Income \$100,000 - \$124,999	961	6.74
Income \$125,000 - \$149,999	495	3.47
Income \$150,000 - \$199,999	271	1.90
Income \$200,000 - \$249,999	120	0.84
Income \$250,000 - \$499,999	173	1.21
Income \$500,000+	76	0.53
2015 Est. Average Household Income	\$58,777	

DESCRIPTION	DATA	%
2015 Est. Median Household Income	\$43,683	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	49,306	
Black or African American Alone	30,602	
American Indian and Alaska Native Alone	52,053	
Asian Alone	29,809	
Native Hawaiian and Other Pacific Islander Alone	46,361	
Some Other Race Alone	30,707	
Two or More Races	38,840	
Hispanic or Latino	32,716	
Not Hispanic or Latino	46,325	
2015 Est. Family HH Type by Presence of Own Child.	10,198	
Married-Couple Family, own children	3,030	29.71
Married-Couple Family, no own children	4,290	42.07
Male Householder, own children	416	4.08
Male Householder, no own children	373	3.66
Female Householder, own children	1,178	11.55
Female Householder, no own children	911	8.93
2015 Est. Households by Household Size	14,260	
1-person	3,450	24.19
2-person	4,588	32.17
3-person	2,265	15.88
4-person	1,900	13.32
5-person	1,133	7.95
6-person	519	3.64
7-or-more-person	406	2.85
2015 Est. Average Household Size	2.73	

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DESCRIPTION	DATA	%
2015 Est. Households by Presence of People Under 18	14,260	
Households with 1 or More People under Age 18:	5,385	37.76
Married-Couple Family	3,394	63.03
Other Family, Male Householder	498	9.25
Other Family, Female Householder	1,434	26.63
Nonfamily, Male Householder	40	0.74
Nonfamily, Female Householder	19	0.35
Households with No People under Age 18:	8,874	62.23
Married-Couple Family	3,927	44.25
Other Family, Male Householder	291	3.28
Other Family, Female Householder	654	7.37
Nonfamily, Male Householder	1,797	20.25
Nonfamily, Female Householder	2,206	24.86
2015 Est. Households by Number of Vehicles	14,260	
No Vehicles	1,168	8.19
1 Vehicle	4,712	33.04
2 Vehicles	5,279	37.02
3 Vehicles	2,330	16.34
4 Vehicles	571	4.00
5 or more Vehicles	200	1.40
2015 Est. Average Number of Vehicles	1.8	
Family Households		
2020 Projection	10,499	

DESCRIPTION	DATA	%
2015 Estimate	10,198	
2010 Census	10,039	
2000 Census	9,578	
Growth 2015-2020	2.95%	
Growth 2010-2015	1.59%	
Growth 2000-2010	4.81%	
2015 Est. Families by Poverty Status	10,198	
2015 Families at or Above Poverty	8,524	83.59
2015 Families at or Above Poverty with Children	3,801	37.27
2015 Families Below Poverty	1,675	16.42
2015 Families Below Poverty with Children	1,364	13.38
2015 Est. Pop Age 16+ by Employment Status	30,002	
In Armed Forces	32	0.11
Civilian - Employed	17,258	57.52
Civilian - Unemployed	1,750	5.83
Not in Labor Force	10,962	36.54
2015 Est. Civ. Employed Pop 16+ by Class of Worker	17,664	
For-Profit Private Workers	11,941	67.60
Non-Profit Private Workers	998	5.65
Local Government Workers	1,457	8.25
State Government Workers	1,198	6.78
Federal Government Workers	224	1.27
Self-Employed Workers	1,810	10.25
Unpaid Family Workers	37	0.21
2015 Est. Civ. Employed Pop 16+ by Occupation	17,664	
Architect/Engineer	133	0.75

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DESCRIPTION	DATA	%
Arts/Entertainment/Sports	93	0.53
Building Grounds Maintenance	925	5.24
Business/Financial Operations	308	1.74
Community/Social Services	272	1.54
Computer/Mathematical	77	0.44
Construction/Extraction	1,346	7.62
Education/Training/Library	1,254	7.10
Farming/Fishing/Forestry	117	0.66
Food Prep/Serving	625	3.54
Health Practitioner/Technician	714	4.04
Healthcare Support	440	2.49
Maintenance Repair	879	4.98
Legal	98	0.55
Life/Physical/Social Science	37	0.21
Management	1,267	7.17
Office/Admin. Support	2,816	15.94
Production	1,821	10.31
Protective Services	585	3.31
Sales/Related	1,432	8.11
Personal Care/Service	436	2.47
Transportation/Moving	1,988	11.25
2015 Est. Pop 16+ by Occupation Classification	17,664	
Blue Collar	6,035	34.17
White Collar	8,500	48.12
Service and Farm	3,128	17.71
2015 Est. Workers Age 16+ by Transp. to Work	17,198	
Drove Alone	13,808	80.29

DESCRIPTION	DATA	%
Car Pooled	2,380	13.84
Public Transportation	11	0.06
Walked	265	1.54
Bicycle	33	0.19
Other Means	169	0.98
Worked at Home	532	3.09
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	6,917	
15 - 29 Minutes	5,500	
30 - 44 Minutes	1,651	
45 - 59 Minutes	1,028	
60 or more Minutes	1,539	
2015 Est. Avg. Travel Time to Work in Minutes	24.92	
2015 Est. Occupied Housing Units by Tenure	14,260	
Owner Occupied	9,615	67.43
Renter Occupied	4,644	32.57
2015 Owner Occ. HUs: Avg. Length of Residence	16.5	
2015 Renter Occ. HUs: Avg. Length of Residence	7.8	
2015 Est. Owner-Occupied Housing Units by Value	9,615	
Value Less than \$20,000	452	4.70
Value \$20,000 - \$39,999	1,025	10.66

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DESCRIPTION	DATA	%
Value \$40,000 - \$59,999	1,545	16.07
Value \$60,000 - \$79,999	1,351	14.05
Value \$80,000 - \$99,999	1,170	12.17
Value \$100,000 - \$149,999	1,706	17.74
Value \$150,000 - \$199,999	951	9.89
Value \$200,000 - \$299,999	731	7.60
Value \$300,000 - \$399,999	255	2.65
Value \$400,000 - \$499,999	150	1.56
Value \$500,000 - \$749,999	193	2.01
Value \$750,000 - \$999,999	44	0.46
Value \$1,000,000 or more	41	0.43
2015 Est. Median All Owner-Occupied Housing Value	\$87,424	
2015 Est. Housing Units by Units in Structure	16,345	
1 Unit Attached	272	1.66
1 Unit Detached	11,246	68.80
2 Units	504	3.08
3 or 4 Units	592	3.62
5 to 19 Units	585	3.58
20 to 49 Units	162	0.99
50 or More Units	258	1.58
Mobile Home or Trailer	2,707	16.56
Boat, RV, Van, etc.	17	0.10
2015 Est. Housing Units by Year Structure Built	16,345	
Housing Units Built 2010 or later	447	2.73
Housing Units Built 2000 to 2009	2,524	15.44

DESCRIPTION	DATA	%
Housing Units Built 1990 to 1999	2,049	12.54
Housing Units Built 1980 to 1989	2,614	15.99
Housing Units Built 1970 to 1979	3,175	19.42
Housing Units Built 1960 to 1969	1,890	11.56
Housing Units Built 1950 to 1959	1,506	9.21
Housing Units Built 1940 to 1949	834	5.10
Housing Unit Built 1939 or Earlier	1,307	8.00
2015 Est. Median Year Structure Built**	1978	



C. Kelly Cofer
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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

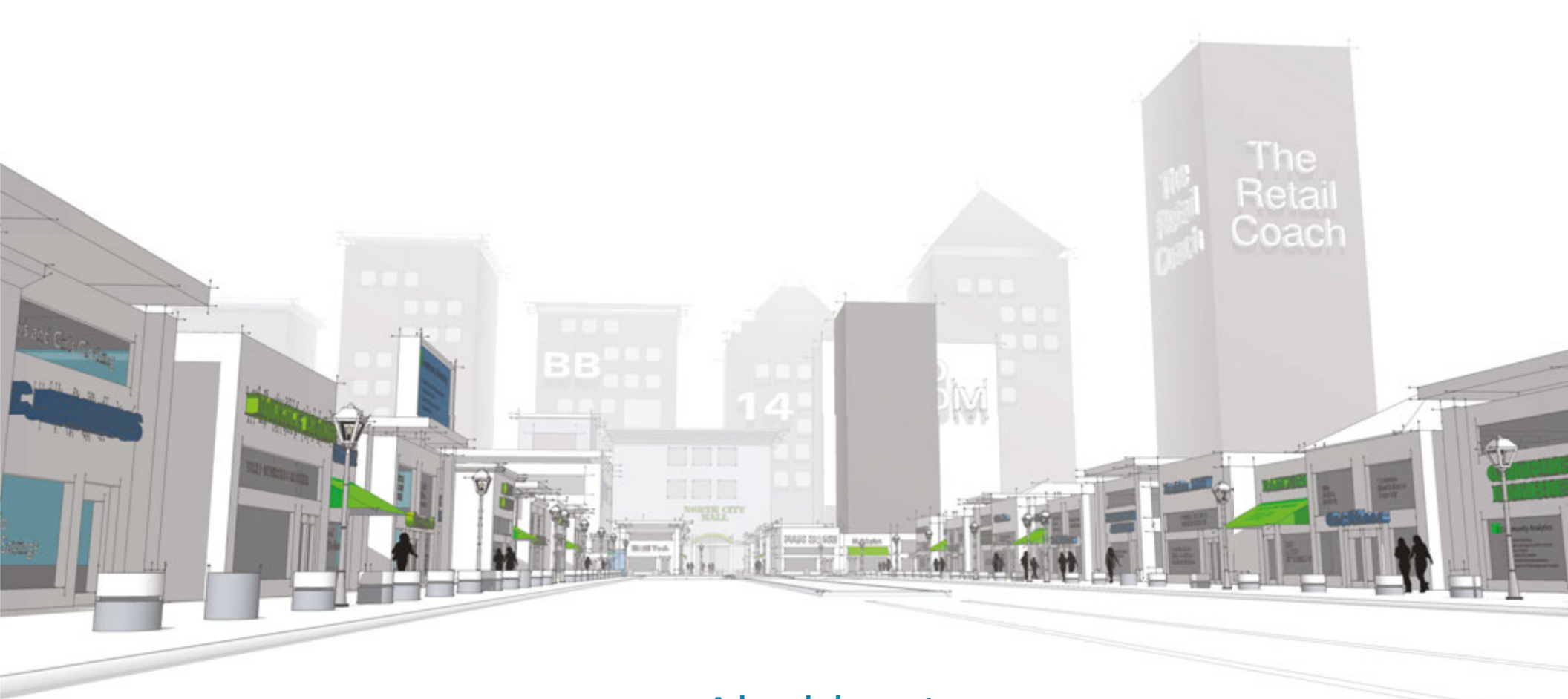
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through 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

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2014/2015, ESRI 2015, 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.