



# DRIVE TIME DEMOGRAPHICS

## 30-MINUTE DRIVE TIME

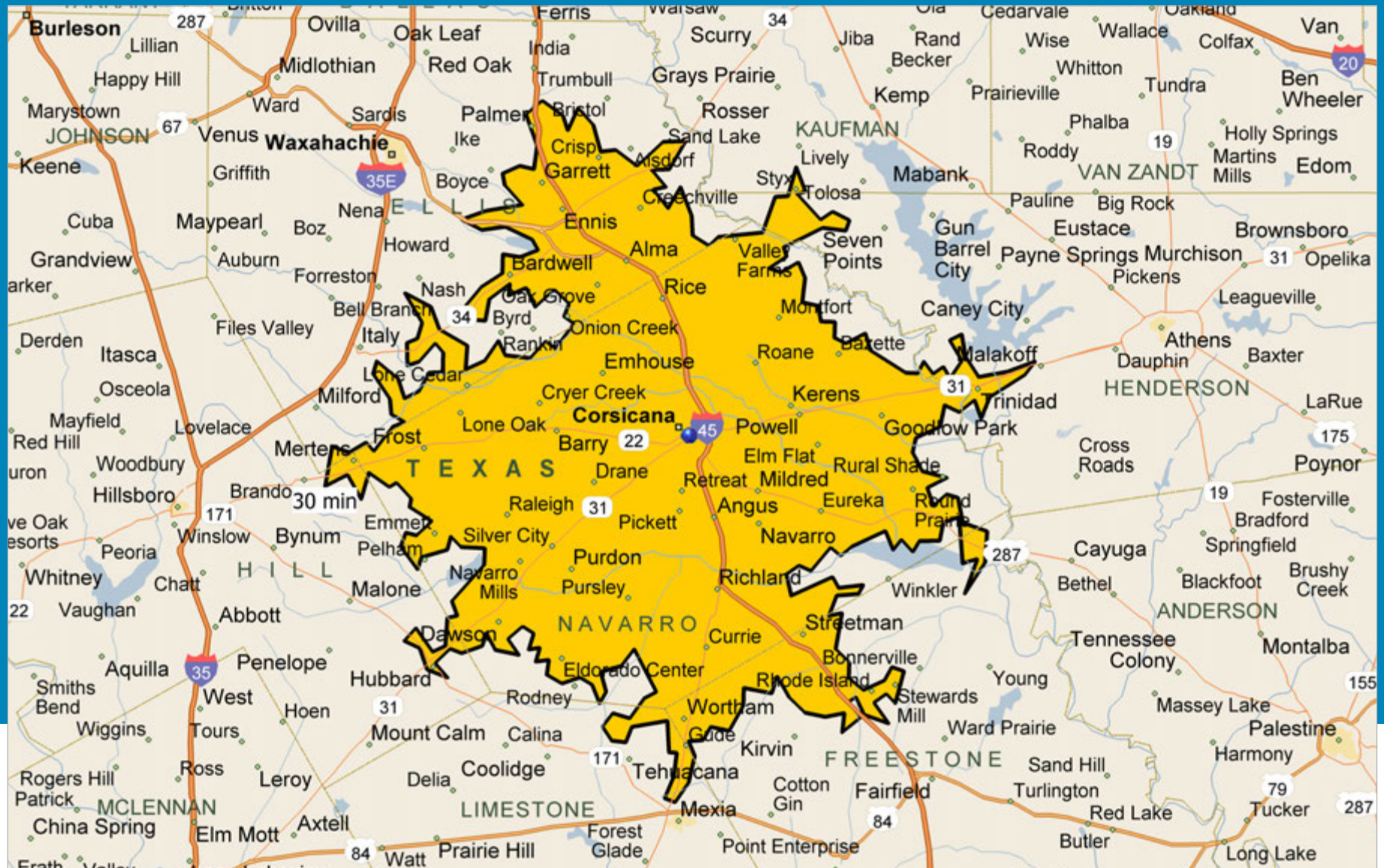
### Corsicana, Texas



Prepared for  
City of Corsicana  
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 **TheRetailCoach®**

## Drive Time Demographics | 30-Minute Drive Time Corsicana, Texas



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## Drive Time Demographics | 30-Minute Drive Time Corsicana, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	82,973	
2015 Estimate	80,424	
2010 Census	78,757	
2000 Census	72,802	
Growth 2015-2020	3.17%	
Growth 2010-2015	2.12%	
Growth 2000-2010	8.18%	
2015 Est. Population by Single-Classification Race	80,424	
White Alone	55,308	68.77
Black or African American Alone	10,023	12.46
Amer. Indian and Alaska Native Alone	573	0.71
Asian Alone	460	0.57
Native Hawaiian and Other Pac. Isl. Alone	489	0.61
Some Other Race Alone	11,589	14.41
Two or More Races	1,982	2.46
2015 Est. Population by Hispanic or Latino Origin	80,424	
Not Hispanic or Latino	56,408	70.14
Hispanic or Latino:	24,016	29.86
Mexican	22,005	91.63
Puerto Rican	138	0.57
Cuban	40	0.17
All Other Hispanic or Latino	1,832	7.63

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	24,016	
White Alone	10,913	45.44
Black or African American Alone	205	0.85
American Indian and Alaska Native Alone	286	1.19
Asian Alone	20	0.08
Native Hawaiian and Other Pacific Islander Alone	3	0.01
Some Other Race Alone	11,508	47.92
Two or More Races	1,080	4.50
2015 Est. Pop by Race, Asian Alone, by Category	460	
Chinese, except Taiwanese	55	11.96
Filipino	152	33.04
Japanese	5	1.09
Asian Indian	116	25.22
Korean	18	3.91
Vietnamese	87	18.91
Cambodian	0	0.00
Hmong	9	1.96
Laotian	14	3.04
Thai	0	0.00
All Other Asian Races Including 2+ Category	4	0.87
2015 Est. Population by Ancestry	80,424	
Arab	23	0.03
Czech	1,525	1.90
Danish	26	0.03
Dutch	481	0.60
English	4,963	6.17
French (except Basque)	1,124	1.40
French Canadian	128	0.16
German	5,427	6.75
Greek	19	0.02



## Drive Time Demographics | 30-Minute Drive Time Corsicana, Texas

DESCRIPTION	DATA	%
Hungarian	75	0.09
Irish	4,837	6.01
Italian	752	0.94
Lithuanian	0	0.00
United States or American	5,624	6.99
Norwegian	194	0.24
Polish	317	0.39
Portuguese	6	0.01
Russian	58	0.07
Scottish	1,001	1.24
Scotch-Irish	849	1.06
Slovak	1	0.00
Subsaharan African	27	0.03
Swedish	287	0.36
Swiss	16	0.02
Ukrainian	0	0.00
Welsh	199	0.25
West Indian (except Hisp. groups)	13	0.02
Other ancestries	40,639	50.53
Ancestry Unclassified	11,811	14.69
2015 Est. Pop Age 5+ by Language Spoken at Home	74,543	
Speak Only English at Home	57,338	76.92
Speak Asian/Pac. Isl. Lang. at Home	360	0.48
Speak IndoEuropean Language at Home	620	0.83
Speak Spanish at Home	16,224	21.76
Speak Other Language at Home	2	0.00
2015 Est. Population by Sex	80,424	
Male	39,675	49.33
Female	40,749	50.67

DESCRIPTION	DATA	%
2015 Est. Population by Age	80,424	
Age 0 - 4	5,881	7.31
Age 5 - 9	5,965	7.42
Age 10 - 14	6,131	7.62
Age 15 - 17	3,728	4.64
Age 18 - 20	3,350	4.17
Age 21 - 24	4,291	5.34
Age 25 - 34	9,780	12.16
Age 35 - 44	9,525	11.84
Age 45 - 54	10,051	12.50
Age 55 - 64	9,563	11.89
Age 65 - 74	6,938	8.63
Age 75 - 84	3,680	4.58
Age 85 and over	1,542	1.92
Age 16 and over	61,229	76.13
Age 18 and over	58,719	73.01
Age 21 and over	55,369	68.85
Age 65 and over	12,160	15.12
2015 Est. Median Age	36.1	
2015 Est. Average Age	37.6	

## Drive Time Demographics | 30-Minute Drive Time Corsicana, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	39,675	
Age 0 - 4	3,009	7.58
Age 5 - 9	3,070	7.74
Age 10 - 14	3,200	8.07
Age 15 - 17	1,984	5.00
Age 18 - 20	1,799	4.53
Age 21 - 24	2,208	5.57
Age 25 - 34	4,836	12.19
Age 35 - 44	4,643	11.70
Age 45 - 54	4,987	12.57
Age 55 - 64	4,674	11.78
Age 65 - 74	3,251	8.19
Age 75 - 84	1,545	3.89
Age 85 and over	470	1.18
2015 Est. Median Age, Male	34.4	
2015 Est. Average Age, Male	36.3	
2015 Est. Female Population by Age	40,749	
Age 0 - 4	2,871	7.05
Age 5 - 9	2,896	7.11
Age 10 - 14	2,931	7.19
Age 15 - 17	1,744	4.28
Age 18 - 20	1,551	3.81
Age 21 - 24	2,083	5.11
Age 25 - 34	4,944	12.13
Age 35 - 44	4,882	11.98
Age 45 - 54	5,064	12.43
Age 55 - 64	4,889	12.00
Age 65 - 74	3,687	9.05
Age 75 - 84	2,135	5.24
Age 85 and over	1,072	2.63

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	37.8	
2015 Est. Average Age, Female	38.9	
2015 Est. Pop Age 15+ by Marital Status	62,448	
Total, Never Married	16,244	26.01
Males, Never Married	9,004	14.42
Females, Never Married	7,240	11.59
Married, Spouse present	30,336	48.58
Married, Spouse absent	3,203	5.13
Widowed	4,684	7.50
Males Widowed	1,060	1.70
Females Widowed	3,624	5.80
Divorced	7,981	12.78
Males Divorced	3,347	5.36
Females Divorced	4,634	7.42
2015 Est. Pop Age 25+ by Edu. Attainment	51,078	
Less than 9th grade	4,709	9.22
Some High School, no diploma	7,157	14.01
High School Graduate (or GED)	16,733	32.76
Some College, no degree	11,412	22.34
Associate Degree	3,493	6.84
Bachelor's Degree	5,337	10.45
Master's Degree	1,645	3.22
Professional School Degree	418	0.82
Doctorate Degree	172	0.34
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	11,684	
No High School Diploma	6,968	59.64
High School Graduate	2,732	23.38
Some College or Associate's Degree	1,578	13.51
Bachelor's Degree or Higher	406	3.47

## Drive Time Demographics | 30-Minute Drive Time Corsicana, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	29,600	
2015 Estimate	28,686	
2010 Census	28,085	
2000 Census	26,028	
Growth 2015-2020	3.19%	
Growth 2010-2015	2.14%	
Growth 2000-2010	7.91%	
2015 Est. Households by Household Type	28,686	
Family Households	20,868	72.75
Nonfamily Households	7,818	27.25
2015 Est. Group Quarters Population	1,128	
2015 HHs by Ethnicity, Hispanic/Latino	5,878	20.49
2015 Est. Households by HH Income	28,686	
Income < \$15,000	4,215	14.69
Income \$15,000 - \$24,999	3,717	12.96
Income \$25,000 - \$34,999	3,322	11.58
Income \$35,000 - \$49,999	5,037	17.56
Income \$50,000 - \$74,999	5,248	18.29
Income \$75,000 - \$99,999	2,924	10.19
Income \$100,000 - \$124,999	1,905	6.64
Income \$125,000 - \$149,999	1,012	3.53
Income \$150,000 - \$199,999	595	2.07
Income \$200,000 - \$249,999	252	0.88
Income \$250,000 - \$499,999	333	1.16
Income \$500,000+	126	0.44
2015 Est. Average Household Income	\$58,814	

DESCRIPTION	DATA	%
2015 Est. Median Household Income	\$44,201	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	48,912	
Black or African American Alone	27,764	
American Indian and Alaska Native Alone	49,000	
Asian Alone	37,501	
Native Hawaiian and Other Pacific Islander Alone	57,026	
Some Other Race Alone	32,230	
Two or More Races	39,545	
Hispanic or Latino	33,823	
Not Hispanic or Latino	47,266	
2015 Est. Family HH Type by Presence of Own Child.	20,868	
Married-Couple Family, own children	6,308	30.23
Married-Couple Family, no own children	8,854	42.43
Male Householder, own children	814	3.90
Male Householder, no own children	780	3.74
Female Householder, own children	2,280	10.93
Female Householder, no own children	1,832	8.78
2015 Est. Households by Household Size	28,686	
1-person	6,719	23.42
2-person	9,177	31.99
3-person	4,619	16.10
4-person	3,924	13.68
5-person	2,337	8.15
6-person	1,076	3.75
7-or-more-person	833	2.90
2015 Est. Average Household Size	2.76	

## Drive Time Demographics | 30-Minute Drive Time Corsicana, Texas

DESCRIPTION	DATA	%
2015 Est. Households by Presence of People Under 18	28,686	
Households with 1 or More People under Age 18:	11,021	38.42
Married-Couple Family	7,110	64.51
Other Family, Male Householder	990	8.98
Other Family, Female Householder	2,813	25.52
Nonfamily, Male Householder	84	0.76
Nonfamily, Female Householder	24	0.22
Households with No People under Age 18:	17,665	61.58
Married-Couple Family	8,054	45.59
Other Family, Male Householder	604	3.42
Other Family, Female Householder	1,298	7.35
Nonfamily, Male Householder	3,477	19.68
Nonfamily, Female Householder	4,232	23.96
2015 Est. Households by Number of Vehicles	28,686	
No Vehicles	1,892	6.60
1 Vehicle	9,221	32.14
2 Vehicles	11,462	39.96
3 Vehicles	4,662	16.25
4 Vehicles	1,072	3.74
5 or more Vehicles	375	1.31
2015 Est. Average Number of Vehicles	1.8	
Family Households		
2020 Projection	21,548	

DESCRIPTION	DATA	%
2015 Estimate	20,868	
2010 Census	20,413	
2000 Census	19,006	
Growth 2015-2020	3.26%	
Growth 2010-2015	2.23%	
Growth 2000-2010	7.40%	
2015 Est. Families by Poverty Status	20,868	
2015 Families at or Above Poverty	17,961	86.07
2015 Families at or Above Poverty with Children	8,434	40.42
2015 Families Below Poverty	2,907	13.93
2015 Families Below Poverty with Children	2,296	11.00
2015 Est. Pop Age 16+ by Employment Status	61,229	
In Armed Forces	37	0.06
Civilian - Employed	34,640	56.57
Civilian - Unemployed	3,513	5.74
Not in Labor Force	23,039	37.63
2015 Est. Civ. Employed Pop 16+ by Class of Worker	35,588	
For-Profit Private Workers	24,276	68.21
Non-Profit Private Workers	1,800	5.06
Local Government Workers	2,973	8.35
State Government Workers	2,264	6.36
Federal Government Workers	534	1.50
Self-Employed Workers	3,698	10.39
Unpaid Family Workers	43	0.12
2015 Est. Civ. Employed Pop 16+ by Occupation	35,588	
Architect/Engineer	213	0.60

## Drive Time Demographics | 30-Minute Drive Time Corsicana, Texas

DESCRIPTION	DATA	%
Arts/Entertainment/Sports	179	0.50
Building Grounds Maintenance	2,231	6.27
Business/Financial Operations	866	2.43
Community/Social Services	474	1.33
Computer/Mathematical	242	0.68
Construction/Extraction	2,681	7.53
Education/Training/Library	2,300	6.46
Farming/Fishing/Forestry	260	0.73
Food Prep/Serving	1,404	3.95
Health Practitioner/Technician	1,248	3.51
Healthcare Support	891	2.50
Maintenance Repair	1,817	5.11
Legal	173	0.49
Life/Physical/Social Science	110	0.31
Management	2,468	6.93
Office/Admin. Support	5,556	15.61
Production	3,640	10.23
Protective Services	1,056	2.97
Sales/Related	3,083	8.66
Personal Care/Service	875	2.46
Transportation/Moving	3,821	10.74
2015 Est. Pop 16+ by Occupation Classification	35,588	
Blue Collar	11,959	33.60
White Collar	16,912	47.52
Service and Farm	6,716	18.87
2015 Est. Workers Age 16+ by Transp. to Work	34,640	
Drove Alone	27,654	79.83

DESCRIPTION	DATA	%
Car Pooled	5,172	14.93
Public Transportation	14	0.04
Walked	441	1.27
Bicycle	44	0.13
Other Means	277	0.80
Worked at Home	1,037	2.99
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	13,411	
15 - 29 Minutes	10,009	
30 - 44 Minutes	4,145	
45 - 59 Minutes	2,530	
60 or more Minutes	3,506	
2015 Est. Avg. Travel Time to Work in Minutes	26.55	
2015 Est. Occupied Housing Units by Tenure	28,686	
Owner Occupied	19,648	68.49
Renter Occupied	9,038	31.51
2015 Owner Occ. HUs: Avg. Length of Residence	16.4	
2015 Renter Occ. HUs: Avg. Length of Residence	7.5	
2015 Est. Owner-Occupied Housing Units by Value	19,648	
Value Less than \$20,000	836	4.25
Value \$20,000 - \$39,999	1,917	9.76



## Drive Time Demographics | 30-Minute Drive Time Corsicana, Texas

DESCRIPTION	DATA	%
Value \$40,000 - \$59,999	2,784	14.17
Value \$60,000 - \$79,999	2,569	13.08
Value \$80,000 - \$99,999	2,328	11.85
Value \$100,000 - \$149,999	3,663	18.64
Value \$150,000 - \$199,999	2,286	11.63
Value \$200,000 - \$299,999	1,668	8.49
Value \$300,000 - \$399,999	728	3.71
Value \$400,000 - \$499,999	321	1.63
Value \$500,000 - \$749,999	315	1.60
Value \$750,000 - \$999,999	94	0.48
Value \$1,000,000 or more	140	0.71
2015 Est. Median All Owner-Occupied Housing Value	\$94,760	
2015 Est. Housing Units by Units in Structure	32,881	
1 Unit Attached	489	1.49
1 Unit Detached	22,980	69.89
2 Units	1,059	3.22
3 or 4 Units	1,011	3.07
5 to 19 Units	1,254	3.81
20 to 49 Units	290	0.88
50 or More Units	459	1.40
Mobile Home or Trailer	5,301	16.12
Boat, RV, Van, etc.	38	0.12
2015 Est. Housing Units by Year Structure Built	32,881	
Housing Units Built 2010 or later	1,058	3.22
Housing Units Built 2000 to 2009	5,043	15.34

DESCRIPTION	DATA	%
Housing Units Built 1990 to 1999	4,649	14.14
Housing Units Built 1980 to 1989	5,475	16.65
Housing Units Built 1970 to 1979	5,781	17.58
Housing Units Built 1960 to 1969	3,509	10.67
Housing Units Built 1950 to 1959	2,869	8.73
Housing Units Built 1940 to 1949	1,578	4.80
Housing Unit Built 1939 or Earlier	2,920	8.88
2015 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

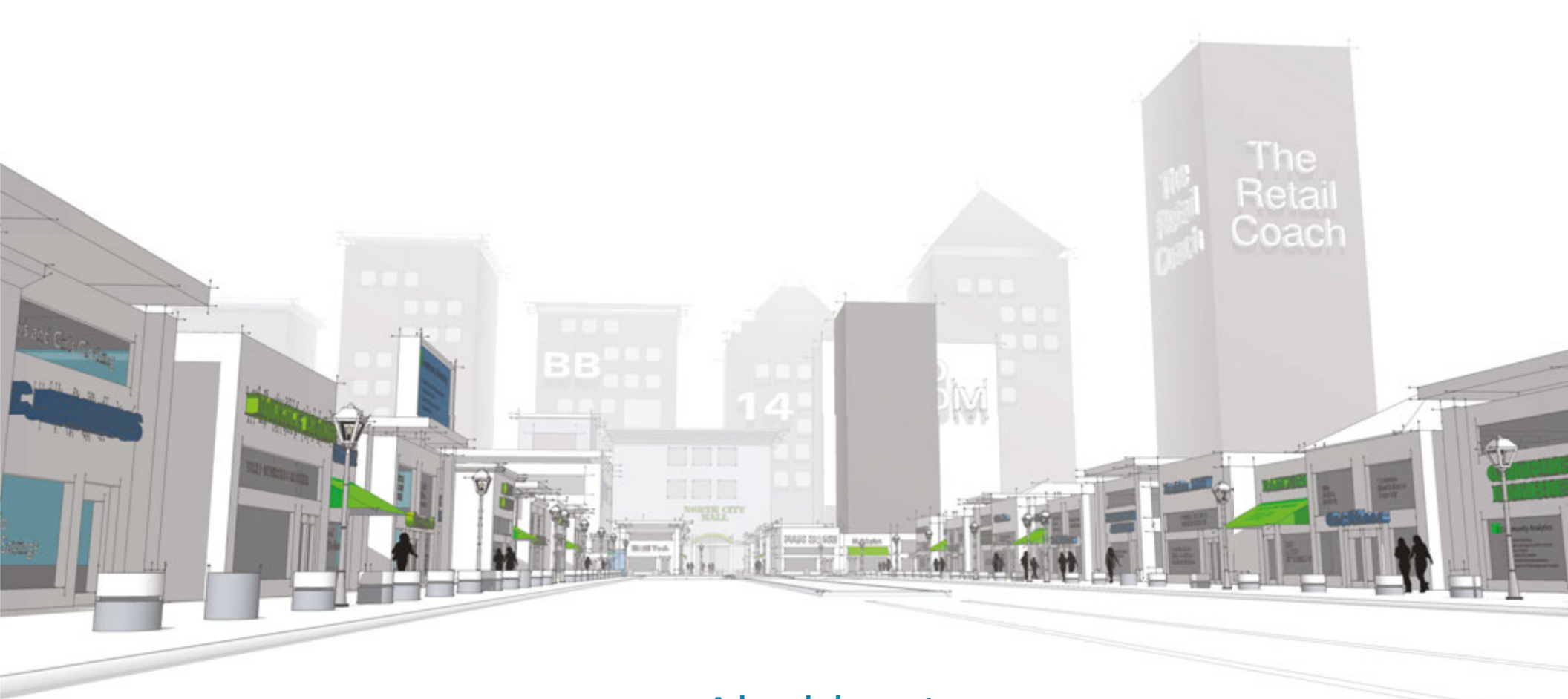
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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