



TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

Corsicana, Texas

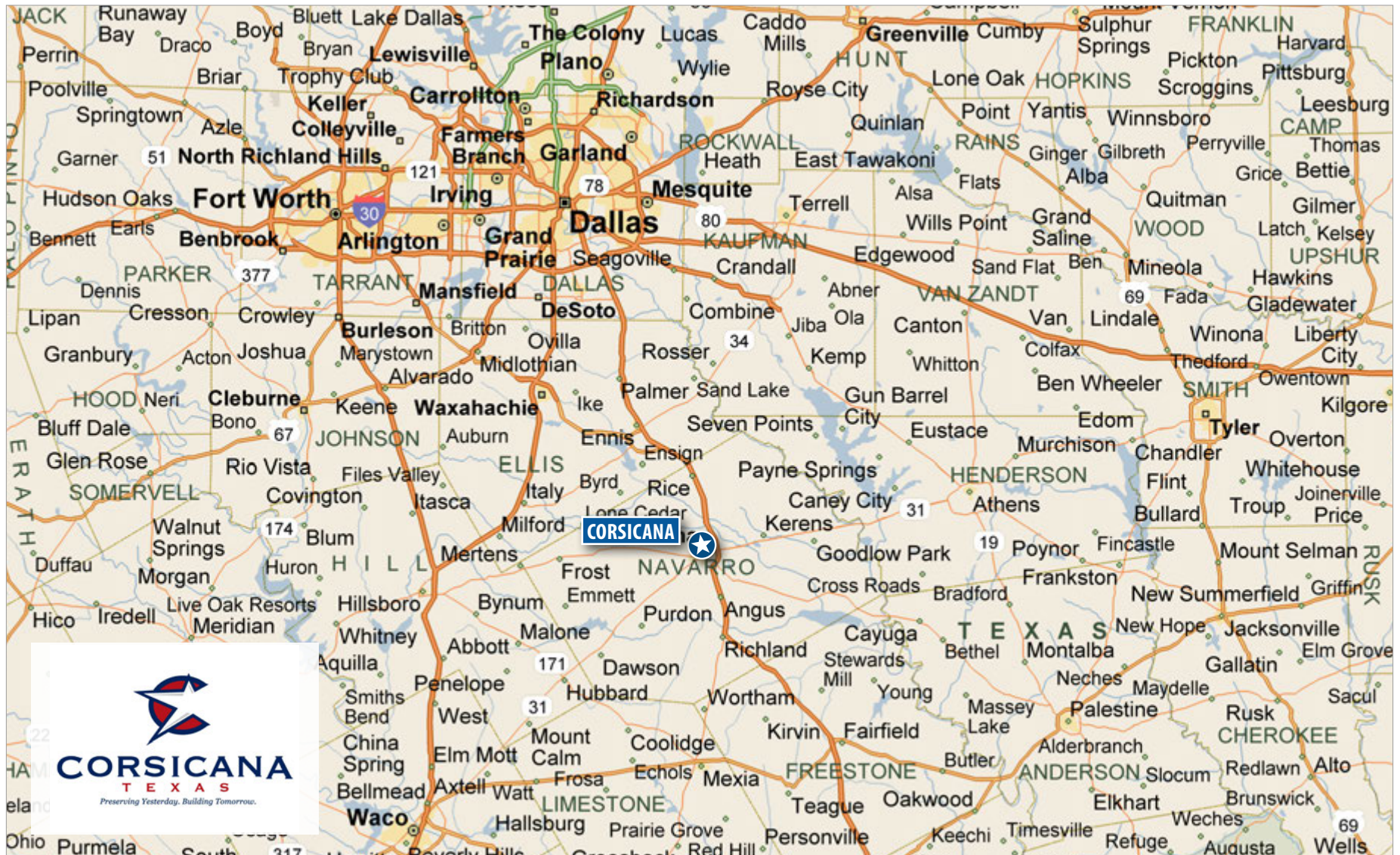
Prepared for
City of Corsicana & Navarro County
September 2016





LOCATION

Corsicana, Texas



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COMMUNITY • DEMOGRAPHIC PROFILE

Corsicana, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	24,356	
2016 Estimate	23,934	
2010 Census	23,770	
2000 Census	24,039	
Growth 2016 - 2021		1.76%
Growth 2010 - 2016		0.69%
Growth 2000 - 2010		-1.12%
2016 Est. Population by Single-Classification Race	23,934	
White Alone	13,855	57.89%
Black or African American Alone	4,787	20.00%
Amer. Indian and Alaska Native Alone	164	0.69%
Asian Alone	260	1.09%
Native Hawaiian and Other Pac. Isl. Alone	320	1.34%
Some Other Race Alone	3,849	16.08%
Two or More Races	699	2.92%
2016 Est. Population by Hispanic or Latino Origin	23,934	
Not Hispanic or Latino	16,228	67.80%
Hispanic or Latino	7,706	32.20%
Mexican	7,071	91.76%
Puerto Rican	56	0.73%
Cuban	10	0.13%
All Other Hispanic or Latino	569	7.38%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	7,706	
White Alone	3,335	43.28%
Black or African American Alone	90	1.17%
American Indian and Alaska Native Alone	77	1.00%
Asian Alone	6	0.08%
Native Hawaiian and Other Pacific Islander Alone	2	0.03%
Some Other Race Alone	3,830	49.70%
Two or More Races	366	4.75%
2016 Est. Pop by Race, Asian Alone, by Category	260	
Chinese, except Taiwanese	51	19.62%
Filipino	113	43.46%
Japanese	4	1.54%
Asian Indian	90	34.62%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	1	0.38%
Laotian	0	0.00%
Thai	1	0.38%
All Other Asian Races Including 2+ Category	0	0.00%

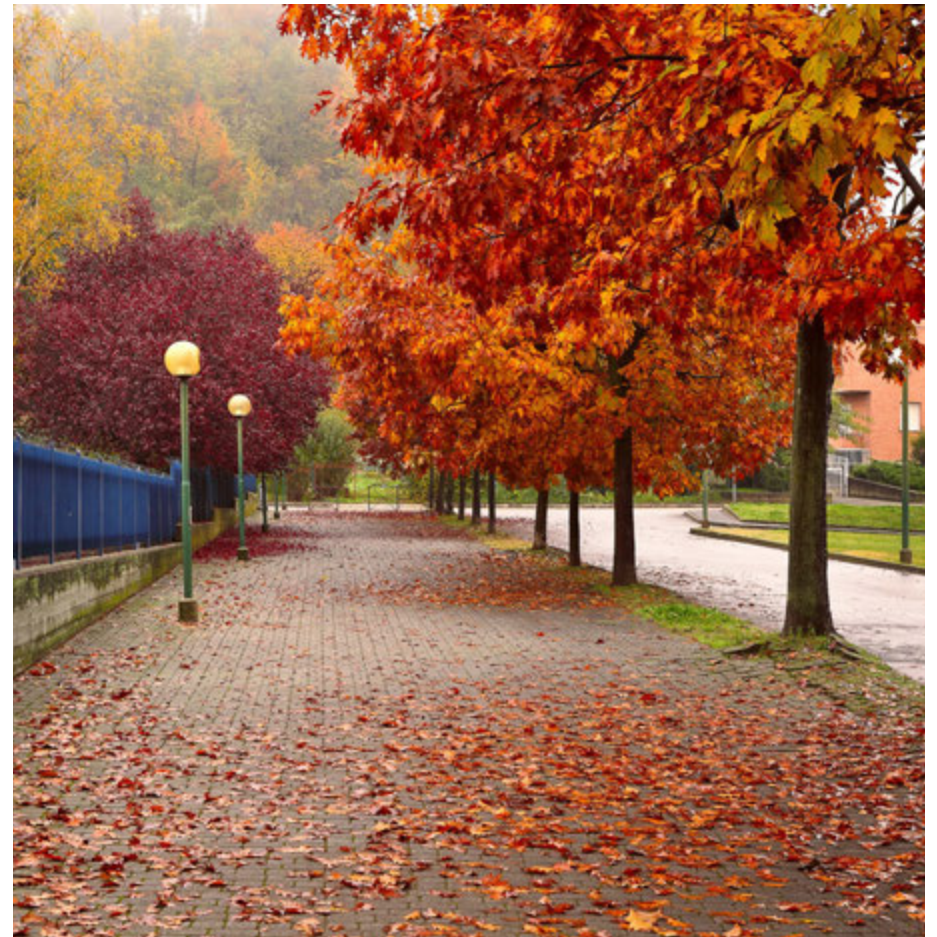


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DESCRIPTION	DATA	%
2016 Est. Population by Ancestry	23,934	
Arab	16	0.07%
Czech	124	0.52%
Danish	23	0.10%
Dutch	52	0.22%
English	1,401	5.85%
French (except Basque)	165	0.69%
French Canadian	21	0.09%
German	1,184	4.95%
Greek	0	0.00%
Hungarian	14	0.06%
Irish	1,221	5.10%
Italian	243	1.02%
Lithuanian	0	0.00%
United States or American	1,692	7.07%
Norwegian	60	0.25%
Polish	97	0.41%
Portuguese	0	0.00%
Russian	12	0.05%
Scottish	276	1.15%
Scotch-Irish	218	0.91%
Slovak	0	0.00%
Subsaharan African	14	0.06%
Swedish	223	0.93%
Swiss	1	0.00%
Ukrainian	0	0.00%
Welsh	16	0.07%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	12,774	53.37%
Ancestry Unclassified	4,087	17.08%

DESCRIPTION	DATA	%
2016 Est. Pop Age 5+ by Language Spoken At Home	21,963	
Speak Only English at Home	16,437	74.84%
Speak Asian/Pac. Isl. Lang. at Home	152	0.69%
Speak IndoEuropean Language at Home	139	0.63%
Speak Spanish at Home	5,233	23.83%
Speak Other Language at Home	2	0.01%





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DESCRIPTION	DATA	%
2016 Est. Population by Sex	23,934	
Male	11,703	48.90%
Female	12,231	51.10%
2016 Est. Population by Age	23,934	
Age 0 - 4	1,971	8.24%
Age 5 - 9	1,909	7.98%
Age 10 - 14	1,824	7.62%
Age 15 - 17	1,096	4.58%
Age 18 - 20	1,005	4.20%
Age 21 - 24	1,263	5.28%
Age 25 - 34	3,039	12.70%
Age 35 - 44	2,884	12.05%
Age 45 - 54	2,767	11.56%
Age 55 - 64	2,577	10.77%
Age 65 - 74	1,924	8.04%
Age 75 - 84	1,129	4.72%
Age 85 and over	546	2.28%
Age 16 and over	17,873	74.68%
Age 18 and over	17,134	71.59%
Age 21 and over	16,129	67.39%
Age 65 and over	3,599	15.04%
2016 Est. Median Age	34.5	
2016 Est. Average Age	36.8	



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DESCRIPTION	DATA	%
2016 Est. Male Population by Age	11,703	
Age 0 - 4	1,005	8.59%
Age 5 - 9	967	8.26%
Age 10 - 14	952	8.13%
Age 15 - 17	596	5.09%
Age 18 - 20	561	4.79%
Age 21 - 24	665	5.68%
Age 25 - 34	1,494	12.77%
Age 35 - 44	1,433	12.24%
Age 45 - 54	1,345	11.49%
Age 55 - 64	1,238	10.58%
Age 65 - 74	854	7.30%
Age 75 - 84	446	3.81%
Age 85 and over	147	1.26%
2016 Est. Median Age, Male	32.4	
2016 Est. Average Age, Male	34.9	

DESCRIPTION	DATA	%
2016 Est. Female Population by Age	12,231	
Age 0 - 4	966	7.90%
Age 5 - 9	942	7.70%
Age 10 - 14	872	7.13%
Age 15 - 17	500	4.09%
Age 18 - 20	444	3.63%
Age 21 - 24	598	4.89%
Age 25 - 34	1,545	12.63%
Age 35 - 44	1,451	11.86%
Age 45 - 54	1,422	11.63%
Age 55 - 64	1,339	10.95%
Age 65 - 74	1,070	8.75%
Age 75 - 84	683	5.58%
Age 85 and over	399	3.26%
2016 Est. Median Age, Female	36.7	
2016 Est. Average Age, Female	38.5	





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DESCRIPTION	DATA	%
2016 Est. Pop Age 15+ by Marital Status	18,230	
Total, Never Married	6,004	32.93%
Males, Never Married	3,501	19.20%
Females, Never Married	2,503	13.73%
Married, Spouse present	7,728	42.39%
Married, Spouse absent	998	5.47%
Widowed	1,176	6.45%
Males Widowed	223	1.22%
Females Widowed	953	5.23%
Divorced	2,324	12.75%
Males Divorced	912	5.00%
Females Divorced	1,412	7.75%
2016 Est. Pop Age 25+ by Edu. Attainment	14,866	
Less than 9th grade	1,390	9.35%
Some High School, no diploma	2,040	13.72%
High School Graduate (or GED)	4,560	30.67%
Some College, no degree	3,401	22.88%
Associate Degree	838	5.64%
Bachelor's Degree	1,843	12.40%
Master's Degree	502	3.38%
Professional School Degree	235	1.58%
Doctorate Degree	57	0.38%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	3,754	
No High School Diploma	1,958	52.16%
High School Graduate	949	25.28%
Some College or Associate's Degree	559	14.89%
Bachelor's Degree or Higher	288	7.67%





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DESCRIPTION	DATA	%
Households		
2021 Projection	8,764	
2016 Estimate	8,609	
2010 Census	8,587	
2000 Census	8,654	
Growth 2016 - 2021		1.80%
Growth 2010 - 2016		0.26%
Growth 2000 - 2010		-0.77%
2016 Est. Households by Household Type	8,609	
Family Households	5,904	68.58%
Nonfamily Households	2,705	31.42%
2016 Est. Group Quarters Population	732	
2016 HHs by Ethnicity, Hispanic/Latino	1,900	



DESCRIPTION	DATA	%
2016 Est. Households by HH Income	8,609	
Income < \$15,000	1,415	16.44%
Income \$15,000 - \$24,999	1,340	15.57%
Income \$25,000 - \$34,999	981	11.40%
Income \$35,000 - \$49,999	1,512	17.56%
Income \$50,000 - \$74,999	1,409	16.37%
Income \$75,000 - \$99,999	826	9.59%
Income \$100,000 - \$124,999	595	6.91%
Income \$125,000 - \$149,999	198	2.30%
Income \$150,000 - \$199,999	151	1.75%
Income \$200,000 - \$249,999	68	0.79%
Income \$250,000 - \$499,999	82	0.95%
Income \$500,000+	32	0.37%
2016 Est. Average Household Income	\$54,318	
2016 Est. Median Household Income	\$40,640	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$46,085	
Black or African American Alone	\$23,494	
American Indian and Alaska Native Alone	\$28,929	
Asian Alone	\$25,625	
Native Hawaiian and Other Pacific Islander Alone	\$43,036	
Some Other Race Alone	\$41,340	
Two or More Races	\$41,136	
Hispanic or Latino	\$35,563	
Not Hispanic or Latino	\$42,466	



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DESCRIPTION	DATA	%
2016 Est. Family HH Type by Presence of Own Child.	5,904	
Married-Couple Family, own children	1,740	29.47%
Married-Couple Family, no own children	2,208	37.40%
Male Householder, own children	261	4.42%
Male Householder, no own children	221	3.74%
Female Householder, own children	837	14.18%
Female Householder, no own children	637	10.79%
2016 Est. Households by Household Size	8,609	
1-person	2,317	26.91%
2-person	2,602	30.22%
3-person	1,344	15.61%
4-person	1,122	13.03%
5-person	662	7.69%
6-person	298	3.46%
7-or-more-person	264	3.07%
2016 Est. Average Household Size	2.70	
2016 Est. Households by Presence of People Under 18	8,609	
Households with 1 or More People under Age 18:	3,284	38.15%
Married-Couple Family	1,934	58.89%
Other Family, Male Householder	308	9.38%
Other Family, Female Householder	1,006	30.63%
Nonfamily, Male Householder	25	0.76%
Nonfamily, Female Householder	11	0.33%

DESCRIPTION	DATA	%
Households with No People under Age 18:	5,325	61.85%
Married-Couple Family	2,012	37.78%
Other Family, Male Householder	175	3.29%
Other Family, Female Householder	469	8.81%
Nonfamily, Male Householder	1,112	20.88%
Nonfamily, Female Householder	1,557	29.24%
2016 Est. Households by Number of Vehicles	8,609	
No Vehicles	966	11.22%
1 Vehicle	2,994	34.78%
2 Vehicles	3,295	38.27%
3 Vehicles	1,054	12.24%
4 Vehicles	229	2.66%
5 or more Vehicles	71	0.82%
2016 Est. Average Number of Vehicles	1.6	





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DESCRIPTION	DATA	%
Family Households		
2021 Projection	6,000	
2016 Estimate	5,904	
2010 Census	5,911	
2000 Census	5,985	
Growth 2016 - 2021		1.63%
Growth 2010 - 2016		-0.12%
Growth 2000 - 2010		-1.24%
2016 Est. Families by Poverty Status	5,904	
2016 Families at or Above Poverty	4,716	79.88%
2016 Families at or Above Poverty with Children	2,196	37.20%
2016 Families Below Poverty	1,188	20.12%
2016 Families Below Poverty with Children	985	16.68%
2016 Est. Pop Age 16+ by Employment Status	17,873	
In Armed Forces	28	0.16%
Civilian - Employed	9,909	55.44%
Civilian - Unemployed	1,288	7.21%
Not in Labor Force	6,648	37.20%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	10,132	
For-Profit Private Workers	7,089	69.97%
Non-Profit Private Workers	664	6.55%
Local Government Workers	630	6.22%
State Government Workers	711	7.02%
Federal Government Workers	101	1.00%
Self-Employed Workers	915	9.03%
Unpaid Family Workers	22	0.22%

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	10,132	
Architect/Engineer	83	0.82%
Arts/Entertainment/Sports	35	0.35%
Building Grounds Maintenance	728	7.19%
Business/Financial Operations	175	1.73%
Community/Social Services	173	1.71%
Computer/Mathematical	31	0.31%
Construction/Extraction	684	6.75%
Education/Training/Library	648	6.40%
Farming/Fishing/Forestry	103	1.02%
Food Prep/Serving	464	4.58%
Health Practitioner/Technician	322	3.18%
Healthcare Support	225	2.22%
Maintenance Repair	422	4.17%
Legal	78	0.77%
Life/Physical/Social Science	3	0.03%
Management	668	6.59%
Office/Admin. Support	1,631	16.10%
Production	1,198	11.82%
Protective Services	359	3.54%
Sales/Related	717	7.08%
Personal Care/Service	236	2.33%
Transportation/Moving	1,149	11.34%
2016 Est. Pop 16+ by Occupation Classification	10,132	
Blue Collar	3,453	34.08%
White Collar	4,564	45.05%
Service and Farm	2,115	20.87%



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DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	9,819	
Drove Alone	7,933	80.79%
Car Pooled	1,276	13.00%
Public Transportation	7	0.07%
Walked	227	2.31%
Bicycle	14	0.14%
Other Means	102	1.04%
Worked at Home	260	2.65%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,946	
15 - 29 Minutes	2,889	
30 - 44 Minutes	660	
45 - 59 Minutes	453	
60 or more Minutes	616	
2016 Est. Avg Travel Time to Work in Minutes	21.00	
2016 Est. Occupied Housing Units by Tenure	8,609	
Owner Occupied	5,105	59.30%
Renter Occupied	3,504	40.70%
2016 Owner Occ. HUs: Avg. Length of Residence	17.9	
2016 Renter Occ. HUs: Avg. Length of Residence	7.5	

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	5,105	
Value Less than \$20,000	188	3.68%
Value \$20,000 - \$39,999	389	7.62%
Value \$40,000 - \$59,999	749	14.67%
Value \$60,000 - \$79,999	646	12.65%
Value \$80,000 - \$99,999	659	12.91%
Value \$100,000 - \$149,999	1,111	21.76%
Value \$150,000 - \$199,999	581	11.38%
Value \$200,000 - \$299,999	399	7.82%
Value \$300,000 - \$399,999	104	2.04%
Value \$400,000 - \$499,999	77	1.51%
Value \$500,000 - \$749,999	146	2.86%
Value \$750,000 - \$999,999	40	0.78%
Value \$1,000,000 or more	16	0.31%
2016 Est. Median All Owner-Occupied Housing Value	\$97,618	
2016 Est. Housing Units by Units in Structure	9,634	
1 Unit Attached	183	1.90%
1 Unit Detached	6,806	70.65%
2 Units	401	4.16%
3 or 4 Units	684	7.10%
5 to 19 Units	522	5.42%
20 to 49 Units	85	0.88%
50 or More Units	241	2.50%
Mobile Home or Trailer	712	7.39%
Boat, RV, Van, etc.	0	0.00%



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DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	9,634	
Housing Units Built 2010 or later	151	1.57%
Housing Units Built 2000 to 2009	1,181	12.26%
Housing Units Built 1990 to 1999	882	9.16%
Housing Units Built 1980 to 1989	1,234	12.81%
Housing Units Built 1970 to 1979	2,370	24.60%
Housing Units Built 1960 to 1969	1,283	13.32%
Housing Units Built 1950 to 1959	1,185	12.30%
Housing Units Built 1940 to 1949	540	5.61%
Housing Unit Built 1939 or Earlier	808	8.39%
2016 Est. Median Year Structure Built	1974	



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.



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

Retail360®

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.

The Retail Coach –

“It’s not about data. It’s about your success.”



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.

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 2015/2016, 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.

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