



PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Corsicana, Texas

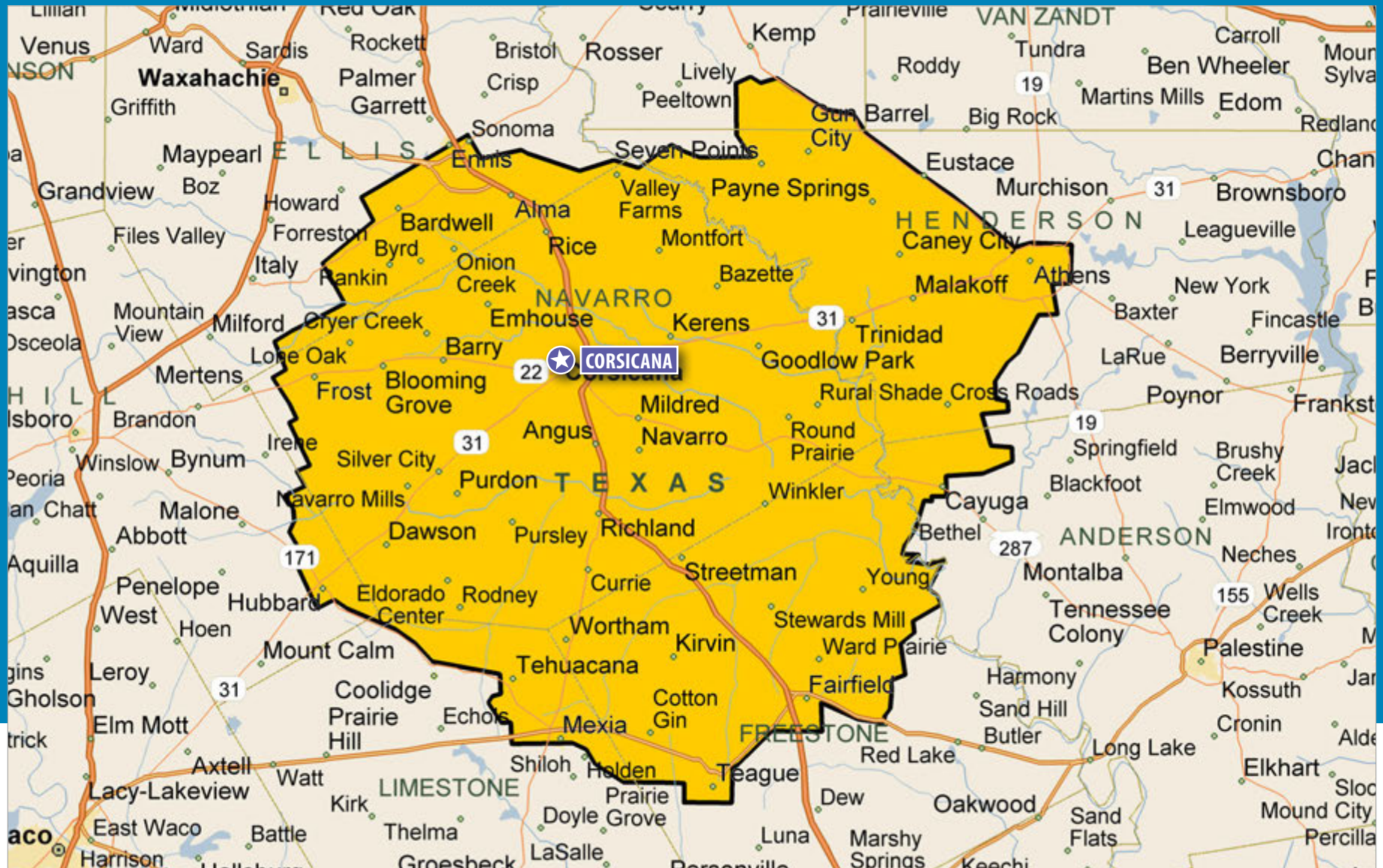


Prepared for
City of Corsicana
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 **TheRetailCoach®**

Primary Retail Trade Area

Corsicana, Texas



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Primary Retail Trade Area | Demographics

Corsicana, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	149,586	
2015 Estimate	145,153	
2010 Census	142,500	
2000 Census	134,190	
Growth 2015-2020	3.05%	
Growth 2010-2015	1.86%	
Growth 2000-2010	6.19%	
2015 Est. Population by Single-Classification Race	145,153	
White Alone	106,193	73.16
Black or African American Alone	16,810	11.58
Amer. Indian and Alaska Native Alone	1,022	0.70
Asian Alone	936	0.64
Native Hawaiian and Other Pac. Isl. Alone	500	0.34
Some Other Race Alone	16,277	11.21
Two or More Races	3,414	2.35
2015 Est. Population by Hispanic or Latino Origin	145,153	
Not Hispanic or Latino	112,252	77.33
Hispanic or Latino:	32,901	22.67
Mexican	29,827	90.66
Puerto Rican	237	0.72
Cuban	70	0.21
All Other Hispanic or Latino	2,768	8.41

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	32,901	
White Alone	14,411	43.80
Black or African American Alone	305	0.93
American Indian and Alaska Native Alone	420	1.28
Asian Alone	40	0.12
Native Hawaiian and Other Pacific Islander Alone	15	0.05
Some Other Race Alone	16,153	49.10
Two or More Races	1,557	4.73
2015 Est. Pop by Race, Asian Alone, by Category	936	
Chinese, except Taiwanese	93	9.94
Filipino	223	23.82
Japanese	6	0.64
Asian Indian	217	23.18
Korean	49	5.24
Vietnamese	85	9.08
Cambodian	6	0.64
Hmong	8	0.85
Laotian	13	1.39
Thai	3	0.32
All Other Asian Races Including 2+ Category	233	24.89
2015 Est. Population by Ancestry	145,153	
Arab	90	0.06
Czech	1,237	0.85
Danish	121	0.08
Dutch	952	0.66
English	9,689	6.68
French (except Basque)	1,967	1.36
French Canadian	183	0.13
German	10,005	6.89
Greek	25	0.02

Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
Hungarian	122	0.08
Irish	9,132	6.29
Italian	1,415	0.97
Lithuanian	6	0.00
United States or American	21,212	14.61
Norwegian	395	0.27
Polish	611	0.42
Portuguese	43	0.03
Russian	154	0.11
Scottish	1,233	0.85
Scotch-Irish	1,467	1.01
Slovak	32	0.02
Subsaharan African	57	0.04
Swedish	423	0.29
Swiss	63	0.04
Ukrainian	0	0.00
Welsh	260	0.18
West Indian (except Hisp. groups)	142	0.10
Other ancestries	61,892	42.64
Ancestry Unclassified	22,222	15.31
2015 Est. Pop Age 5+ by Language Spoken at Home	135,448	
Speak Only English at Home	112,115	82.77
Speak Asian/Pac. Isl. Lang. at Home	403	0.30
Speak IndoEuropean Language at Home	1,074	0.79
Speak Spanish at Home	21,812	16.10
Speak Other Language at Home	45	0.03
2015 Est. Population by Sex	145,153	
Male	71,476	49.24
Female	73,677	50.76

DESCRIPTION	DATA	%
2015 Est. Population by Age	145,153	
Age 0 - 4	9,705	6.69
Age 5 - 9	9,823	6.77
Age 10 - 14	10,152	6.99
Age 15 - 17	6,275	4.32
Age 18 - 20	5,863	4.04
Age 21 - 24	7,437	5.12
Age 25 - 34	16,802	11.58
Age 35 - 44	16,418	11.31
Age 45 - 54	18,175	12.52
Age 55 - 64	18,619	12.83
Age 65 - 74	15,007	10.34
Age 75 - 84	7,773	5.36
Age 85 and over	3,105	2.14
Age 16 and over	113,420	78.14
Age 18 and over	109,199	75.23
Age 21 and over	103,336	71.19
Age 65 and over	25,885	17.83
2015 Est. Median Age	39.0	
2015 Est. Average Age	39.5	

Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	71,476	
Age 0 - 4	4,960	6.94
Age 5 - 9	5,087	7.12
Age 10 - 14	5,274	7.38
Age 15 - 17	3,293	4.61
Age 18 - 20	3,125	4.37
Age 21 - 24	3,815	5.34
Age 25 - 34	8,425	11.79
Age 35 - 44	8,108	11.34
Age 45 - 54	8,923	12.48
Age 55 - 64	9,005	12.60
Age 65 - 74	7,085	9.91
Age 75 - 84	3,383	4.73
Age 85 and over	992	1.39
2015 Est. Median Age, Male	37.2	
2015 Est. Average Age, Male	38.2	
2015 Est. Female Population by Age	73,677	
Age 0 - 4	4,745	6.44
Age 5 - 9	4,736	6.43
Age 10 - 14	4,878	6.62
Age 15 - 17	2,981	4.05
Age 18 - 20	2,738	3.72
Age 21 - 24	3,622	4.92
Age 25 - 34	8,376	11.37
Age 35 - 44	8,310	11.28
Age 45 - 54	9,252	12.56
Age 55 - 64	9,613	13.05
Age 65 - 74	7,922	10.75
Age 75 - 84	4,390	5.96
Age 85 and over	2,113	2.87

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	40.7	
2015 Est. Average Age, Female	40.8	
2015 Est. Pop Age 15+ by Marital Status	115,474	
Total, Never Married	28,658	24.82
Males, Never Married	16,082	13.93
Females, Never Married	12,576	10.89
Married, Spouse present	54,299	47.02
Married, Spouse absent	6,602	5.72
Widowed	9,496	8.22
Males Widowed	2,171	1.88
Females Widowed	7,325	6.34
Divorced	16,418	14.22
Males Divorced	7,578	6.56
Females Divorced	8,841	7.66
2015 Est. Pop Age 25+ by Edu. Attainment	95,898	
Less than 9th grade	7,543	7.87
Some High School, no diploma	13,675	14.26
High School Graduate (or GED)	32,830	34.23
Some College, no degree	22,261	23.21
Associate Degree	6,369	6.64
Bachelor's Degree	9,311	9.71
Master's Degree	3,089	3.22
Professional School Degree	529	0.55
Doctorate Degree	291	0.30
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	16,026	
No High School Diploma	8,974	56.00
High School Graduate	4,366	27.24
Some College or Associate's Degree	2,164	13.50
Bachelor's Degree or Higher	522	3.26

Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
Households		
2020 Projection	56,021	
2015 Estimate	54,351	
2010 Census	53,331	
2000 Census	49,750	
Growth 2015-2020	3.07%	
Growth 2010-2015	1.91%	
Growth 2000-2010	7.20%	
2015 Est. Households by Household Type	54,351	
Family Households	38,091	70.08
Nonfamily Households	16,260	29.92
2015 Est. Group Quarters Population	3,153	
2015 HHs by Ethnicity, Hispanic/Latino	8,185	15.06
2015 Est. Households by HH Income	54,351	
Income < \$15,000	9,121	16.78
Income \$15,000 - \$24,999	7,937	14.60
Income \$25,000 - \$34,999	6,705	12.34
Income \$35,000 - \$49,999	8,738	16.08
Income \$50,000 - \$74,999	9,314	17.14
Income \$75,000 - \$99,999	5,262	9.68
Income \$100,000 - \$124,999	3,185	5.86
Income \$125,000 - \$149,999	1,690	3.11
Income \$150,000 - \$199,999	1,266	2.33
Income \$200,000 - \$249,999	460	0.85
Income \$250,000 - \$499,999	514	0.95
Income \$500,000+	159	0.29
2015 Est. Average Household Income	\$55,321	

DESCRIPTION	DATA	%
2015 Est. Median Household Income	\$40,859	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	44,311	
Black or African American Alone	27,082	
American Indian and Alaska Native Alone	41,430	
Asian Alone	42,271	
Native Hawaiian and Other Pacific Islander Alone	60,347	
Some Other Race Alone	31,778	
Two or More Races	37,846	
Hispanic or Latino	31,259	
Not Hispanic or Latino	43,272	
2015 Est. Family HH Type by Presence of Own Child.	38,091	
Married-Couple Family, own children	10,436	27.40
Married-Couple Family, no own children	17,537	46.04
Male Householder, own children	1,400	3.68
Male Householder, no own children	1,423	3.74
Female Householder, own children	3,885	10.20
Female Householder, no own children	3,410	8.95
2015 Est. Households by Household Size	54,351	
1-person	13,994	25.75
2-person	18,489	34.02
3-person	8,368	15.40
4-person	6,772	12.46
5-person	3,816	7.02
6-person	1,685	3.10
7-or-more-person	1,229	2.26
2015 Est. Average Household Size	2.61	

Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2015 Est. Households by Presence of People Under 18	54,351	
Households with 1 or More People under Age 18:	18,630	34.28
Married-Couple Family	11,845	63.58
Other Family, Male Householder	1,684	9.04
Other Family, Female Householder	4,900	26.30
Nonfamily, Male Householder	150	0.81
Nonfamily, Female Householder	51	0.27
Households with No People under Age 18:	35,721	65.72
Married-Couple Family	16,126	45.14
Other Family, Male Householder	1,133	3.17
Other Family, Female Householder	2,393	6.70
Nonfamily, Male Householder	7,286	20.40
Nonfamily, Female Householder	8,783	24.59
2015 Est. Households by Number of Vehicles	54,351	
No Vehicles	3,229	5.94
1 Vehicle	19,862	36.54
2 Vehicles	20,933	38.51
3 Vehicles	7,955	14.64
4 Vehicles	1,725	3.17
5 or more Vehicles	649	1.19
2015 Est. Average Number of Vehicles	1.8	
Family Households		
2020 Projection	39,283	

DESCRIPTION	DATA	%
2015 Estimate	38,091	
2010 Census	37,347	
2000 Census	35,668	
Growth 2015-2020	3.13%	
Growth 2010-2015	1.99%	
Growth 2000-2010	4.71%	
2015 Est. Families by Poverty Status	38,091	
2015 Families at or Above Poverty	32,038	84.11
2015 Families at or Above Poverty with Children	13,256	34.80
2015 Families Below Poverty	6,054	15.89
2015 Families Below Poverty with Children	4,632	12.16
2015 Est. Pop Age 16+ by Employment Status	113,420	
In Armed Forces	50	0.04
Civilian - Employed	59,992	52.89
Civilian - Unemployed	5,969	5.26
Not in Labor Force	47,409	41.80
2015 Est. Civ. Employed Pop 16+ by Class of Worker	61,152	
For-Profit Private Workers	40,522	66.26
Non-Profit Private Workers	3,162	5.17
Local Government Workers	4,736	7.74
State Government Workers	4,619	7.55
Federal Government Workers	677	1.11
Self-Employed Workers	7,376	12.06
Unpaid Family Workers	61	0.10
2015 Est. Civ. Employed Pop 16+ by Occupation	61,152	
Architect/Engineer	501	0.82

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DESCRIPTION	DATA	%
Arts/Entertainment/Sports	649	1.06
Building Grounds Maintenance	3,483	5.70
Business/Financial Operations	1,636	2.68
Community/Social Services	895	1.46
Computer/Mathematical	304	0.50
Construction/Extraction	5,402	8.83
Education/Training/Library	3,865	6.32
Farming/Fishing/Forestry	489	0.80
Food Prep/Serving	2,994	4.90
Health Practitioner/Technician	2,328	3.81
Healthcare Support	1,571	2.57
Maintenance Repair	2,806	4.59
Legal	255	0.42
Life/Physical/Social Science	203	0.33
Management	4,284	7.01
Office/Admin. Support	8,600	14.06
Production	5,899	9.65
Protective Services	1,572	2.57
Sales/Related	6,279	10.27
Personal Care/Service	1,842	3.01
Transportation/Moving	5,296	8.66
2015 Est. Pop 16+ by Occupation Classification	61,152	
Blue Collar	19,402	31.73
White Collar	29,798	48.73
Service and Farm	11,952	19.54
2015 Est. Workers Age 16+ by Transp. to Work	59,412	
Drove Alone	46,653	78.52

DESCRIPTION	DATA	%
Car Pooled	9,442	15.89
Public Transportation	99	0.17
Walked	803	1.35
Bicycle	53	0.09
Other Means	448	0.75
Worked at Home	1,914	3.22
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	22,717	
15 - 29 Minutes	16,838	
30 - 44 Minutes	7,405	
45 - 59 Minutes	3,666	
60 or more Minutes	6,851	
2015 Est. Avg. Travel Time to Work in Minutes	27.26	
2015 Est. Occupied Housing Units by Tenure	54,351	
Owner Occupied	38,521	70.87
Renter Occupied	15,831	29.13
2015 Owner Occ. HUs: Avg. Length of Residence	15.9	
2015 Renter Occ. HUs: Avg. Length of Residence	7.7	
2015 Est. Owner-Occupied Housing Units by Value	38,521	
Value Less than \$20,000	2,412	6.26
Value \$20,000 - \$39,999	4,249	11.03

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DESCRIPTION	DATA	%
Value \$40,000 - \$59,999	5,365	13.93
Value \$60,000 - \$79,999	4,778	12.40
Value \$80,000 - \$99,999	4,744	12.32
Value \$100,000 - \$149,999	6,292	16.33
Value \$150,000 - \$199,999	3,688	9.57
Value \$200,000 - \$299,999	3,174	8.24
Value \$300,000 - \$399,999	1,521	3.95
Value \$400,000 - \$499,999	791	2.05
Value \$500,000 - \$749,999	854	2.22
Value \$750,000 - \$999,999	341	0.89
Value \$1,000,000 or more	312	0.81
2015 Est. Median All Owner-Occupied Housing Value	\$90,359	
2015 Est. Housing Units by Units in Structure	66,691	
1 Unit Attached	748	1.12
1 Unit Detached	44,797	67.17
2 Units	1,321	1.98
3 or 4 Units	1,831	2.75
5 to 19 Units	2,250	3.37
20 to 49 Units	442	0.66
50 or More Units	667	1.00
Mobile Home or Trailer	14,511	21.76
Boat, RV, Van, etc.	124	0.19
2015 Est. Housing Units by Year Structure Built	66,691	
Housing Units Built 2010 or later	1,968	2.95
Housing Units Built 2000 to 2009	9,663	14.49

DESCRIPTION	DATA	%
Housing Units Built 1990 to 1999	10,686	16.02
Housing Units Built 1980 to 1989	13,802	20.70
Housing Units Built 1970 to 1979	12,899	19.34
Housing Units Built 1960 to 1969	6,566	9.85
Housing Units Built 1950 to 1959	4,526	6.79
Housing Units Built 1940 to 1949	2,555	3.83
Housing Unit Built 1939 or Earlier	4,026	6.04
2015 Est. Median Year Structure Built**	1982	



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

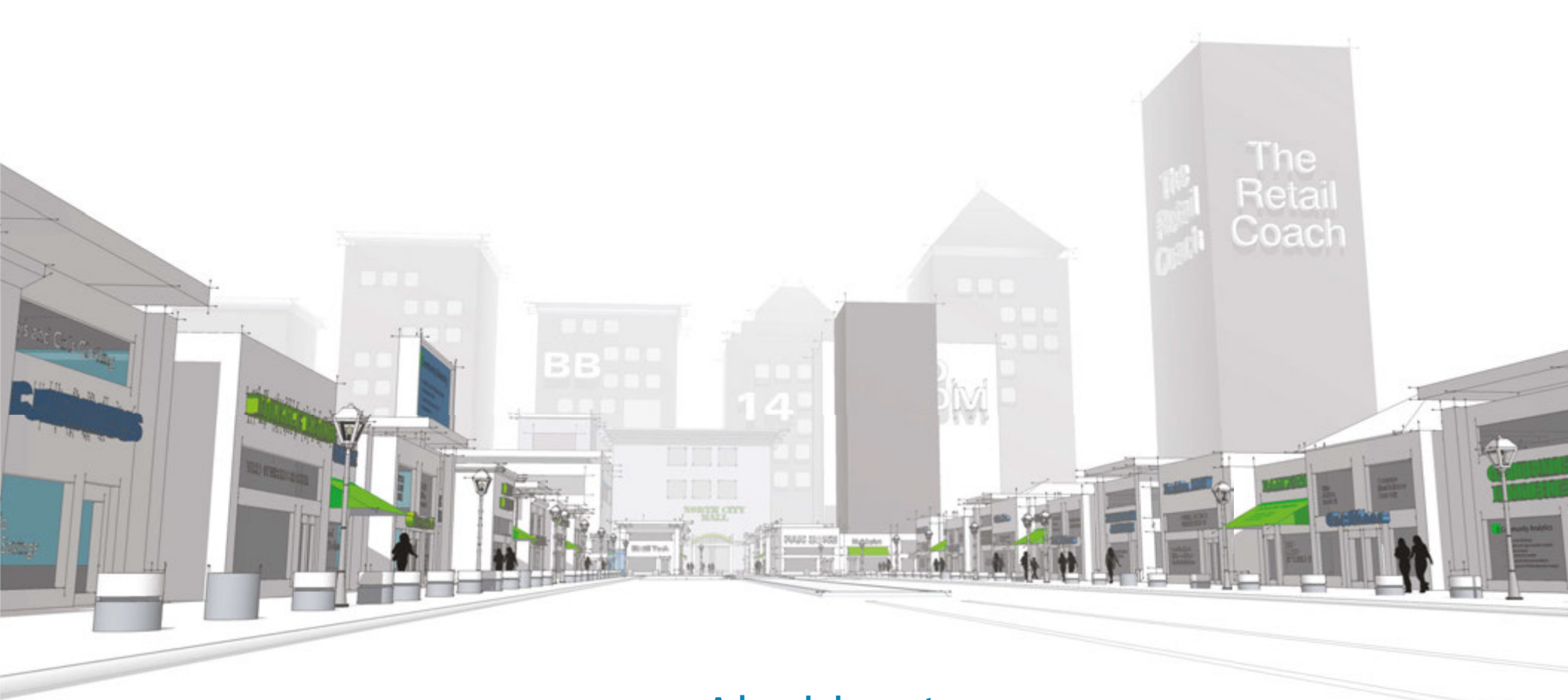
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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

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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.