



TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Corsicana, Texas

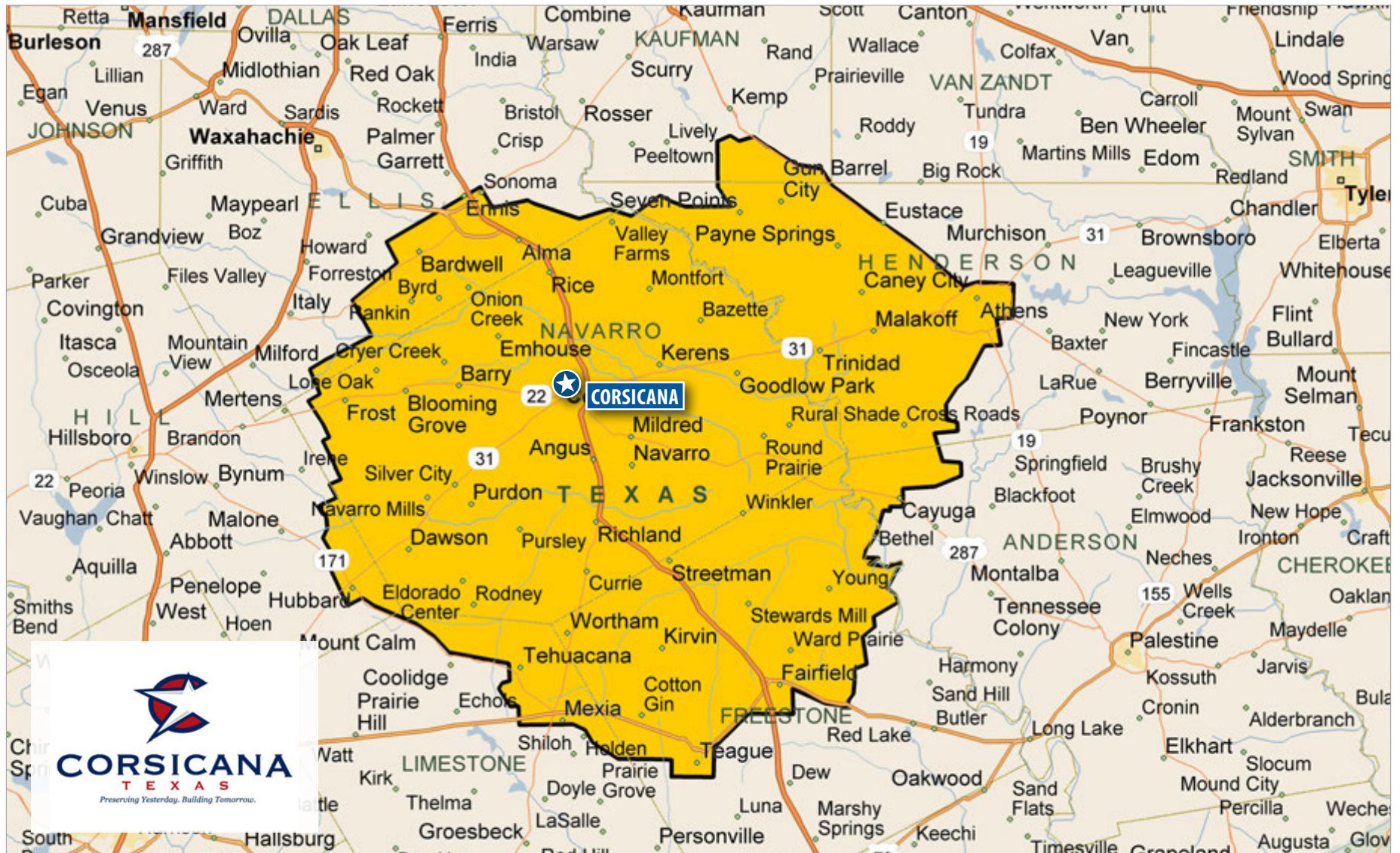
Prepared for
City of Corsicana & Navarro County
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PRIMARY RETAIL TRADE AREA

Corsicana, Texas



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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Corsicana, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	150,807	
2016 Estimate	145,815	
2010 Census	142,530	
2000 Census	134,219	
Growth 2016 - 2021		3.42%
Growth 2010 - 2016		2.30%
Growth 2000 - 2010		6.19%
2016 Est. Population by Single-Classification Race	145,815	
White Alone	106,336	72.93%
Black or African American Alone	16,851	11.56%
Amer. Indian and Alaska Native Alone	1,059	0.73%
Asian Alone	1,043	0.72%
Native Hawaiian and Other Pac. Isl. Alone	485	0.33%
Some Other Race Alone	16,463	11.29%
Two or More Races	3,579	2.45%
2016 Est. Population by Hispanic or Latino Origin	145,815	
Not Hispanic or Latino	112,491	77.15%
Hispanic or Latino	33,324	22.85%
Mexican	30,212	90.66%
Puerto Rican	240	0.72%
Cuban	72	0.22%
All Other Hispanic or Latino	2,800	8.40%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	33,324	
White Alone	14,625	43.89%
Black or African American Alone	309	0.93%
American Indian and Alaska Native Alone	425	1.27%
Asian Alone	39	0.12%
Native Hawaiian and Other Pacific Islander Alone	16	0.05%
Some Other Race Alone	16,337	49.02%
Two or More Races	1,574	4.72%
2016 Est. Pop by Race, Asian Alone, by Category	1,043	
Chinese, except Taiwanese	110	10.56%
Filipino	270	25.88%
Japanese	7	0.70%
Asian Indian	250	23.94%
Korean	54	5.21%
Vietnamese	88	8.42%
Cambodian	6	0.61%
Hmong	7	0.67%
Laotian	12	1.15%
Thai	7	0.66%
All Other Asian Races Including 2+ Category	231	22.18%

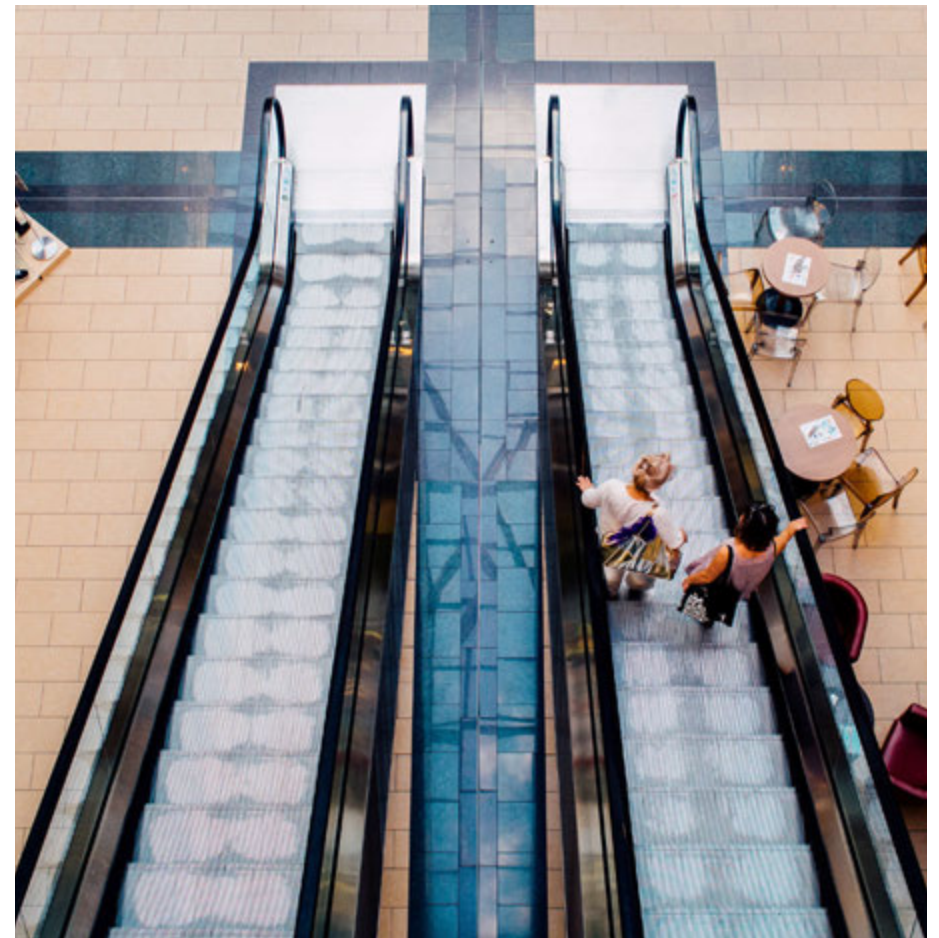


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DESCRIPTION	DATA	%
2016 Est. Population by Ancestry	145,815	
Arab	88	0.06%
Czech	1,409	0.97%
Danish	120	0.08%
Dutch	794	0.54%
English	9,636	6.61%
French (except Basque)	1,765	1.21%
French Canadian	165	0.11%
German	9,946	6.82%
Greek	44	0.03%
Hungarian	117	0.08%
Irish	9,558	6.55%
Italian	1,512	1.04%
Lithuanian	6	0.00%
United States or American	17,499	12.00%
Norwegian	372	0.26%
Polish	516	0.35%
Portuguese	90	0.06%
Russian	165	0.11%
Scottish	1,343	0.92%
Scotch-Irish	1,554	1.07%
Slovak	24	0.02%
Subsaharan African	119	0.08%
Swedish	555	0.38%
Swiss	158	0.11%
Ukrainian	5	0.00%
Welsh	228	0.16%
West Indian (except Hisp. groups)	176	0.12%
Other ancestries	62,161	42.63%
Ancestry Unclassified	25,689	17.62%

DESCRIPTION	DATA	%
2016 Est. Pop Age 5+ by Language Spoken At Home	136,295	
Speak Only English at Home	112,752	82.73%
Speak Asian/Pac. Isl. Lang. at Home	330	0.24%
Speak IndoEuropean Language at Home	1,167	0.86%
Speak Spanish at Home	22,000	16.14%
Speak Other Language at Home	46	0.03%





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DESCRIPTION	DATA	%
2016 Est. Population by Sex	145,815	
Male	71,710	49.18%
Female	74,105	50.82%
2016 Est. Population by Age	145,815	
Age 0 - 4	9,520	6.53%
Age 5 - 9	9,698	6.65%
Age 10 - 14	10,076	6.91%
Age 15 - 17	6,277	4.30%
Age 18 - 20	5,876	4.03%
Age 21 - 24	7,435	5.10%
Age 25 - 34	16,867	11.57%
Age 35 - 44	16,434	11.27%
Age 45 - 54	17,982	12.33%
Age 55 - 64	18,909	12.97%
Age 65 - 74	15,577	10.68%
Age 75 - 84	8,026	5.50%
Age 85 and over	3,138	2.15%
Age 16 and over	114,460	78.50%
Age 18 and over	110,244	75.61%
Age 21 and over	104,368	71.58%
Age 65 and over	26,741	18.34%
2016 Est. Median Age	39.4	
2016 Est. Average Age	39.9	



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DESCRIPTION	DATA	%
2016 Est. Male Population by Age	71,710	
Age 0 - 4	4,879	6.80%
Age 5 - 9	5,000	6.97%
Age 10 - 14	5,201	7.25%
Age 15 - 17	3,316	4.62%
Age 18 - 20	3,147	4.39%
Age 21 - 24	3,866	5.39%
Age 25 - 34	8,414	11.73%
Age 35 - 44	8,056	11.23%
Age 45 - 54	8,812	12.29%
Age 55 - 64	9,144	12.75%
Age 65 - 74	7,302	10.18%
Age 75 - 84	3,556	4.96%
Age 85 and over	1,018	1.42%
2016 Est. Median Age, Male	37.5	
2016 Est. Average Age, Male	38.6	

DESCRIPTION	DATA	%
2016 Est. Female Population by Age	74,105	
Age 0 - 4	4,641	6.26%
Age 5 - 9	4,697	6.34%
Age 10 - 14	4,875	6.58%
Age 15 - 17	2,962	4.00%
Age 18 - 20	2,729	3.68%
Age 21 - 24	3,569	4.82%
Age 25 - 34	8,453	11.41%
Age 35 - 44	8,379	11.31%
Age 45 - 54	9,170	12.37%
Age 55 - 64	9,765	13.18%
Age 65 - 74	8,275	11.17%
Age 75 - 84	4,470	6.03%
Age 85 and over	2,120	2.86%
2016 Est. Median Age, Female	41.1	
2016 Est. Average Age, Female	41.1	





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DESCRIPTION	DATA	%
2016 Est. Pop Age 15+ by Marital Status	116,521	
Total, Never Married	30,319	26.02%
Males, Never Married	16,562	14.21%
Females, Never Married	13,757	11.81%
Married, Spouse present	54,308	46.61%
Married, Spouse absent	6,384	5.48%
Widowed	9,544	8.19%
Males Widowed	2,305	1.98%
Females Widowed	7,239	6.21%
Divorced	15,967	13.70%
Males Divorced	7,224	6.20%
Females Divorced	8,743	7.50%
2016 Est. Pop Age 25+ by Edu. Attainment	96,933	
Less than 9th grade	8,522	8.79%
Some High School, no diploma	12,853	13.26%
High School Graduate (or GED)	32,563	33.59%
Some College, no degree	23,044	23.77%
Associate Degree	6,469	6.67%
Bachelor's Degree	9,573	9.88%
Master's Degree	3,109	3.21%
Professional School Degree	497	0.51%
Doctorate Degree	302	0.31%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	16,388	
No High School Diploma	9,064	55.31%
High School Graduate	3,731	22.77%
Some College or Associate's Degree	2,787	17.01%
Bachelor's Degree or Higher	806	4.92%





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DESCRIPTION	DATA	%
Households		
2021 Projection	56,453	
2016 Estimate	54,557	
2010 Census	53,342	
2000 Census	49,760	
Growth 2016 - 2021		3.48%
Growth 2010 - 2016		2.28%
Growth 2000 - 2010		7.20%
2016 Est. Households by Household Type	54,557	
Family Households	38,225	70.06%
Nonfamily Households	16,332	29.94%
2016 Est. Group Quarters Population	3,263	
2016 HHs by Ethnicity, Hispanic/Latino	8,297	



DESCRIPTION	DATA	%
2016 Est. Households by HH Income	54,557	
Income < \$15,000	8,182	15.00%
Income \$15,000 - \$24,999	8,547	15.67%
Income \$25,000 - \$34,999	7,046	12.91%
Income \$35,000 - \$49,999	9,103	16.69%
Income \$50,000 - \$74,999	8,776	16.09%
Income \$75,000 - \$99,999	5,308	9.73%
Income \$100,000 - \$124,999	3,240	5.94%
Income \$125,000 - \$149,999	1,703	3.12%
Income \$150,000 - \$199,999	1,362	2.50%
Income \$200,000 - \$249,999	538	0.99%
Income \$250,000 - \$499,999	575	1.05%
Income \$500,000+	176	0.32%
2016 Est. Average Household Income	\$56,424	
2016 Est. Median Household Income	\$40,773	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$43,890	
Black or African American Alone	\$25,313	
American Indian and Alaska Native Alone	\$37,163	
Asian Alone	\$39,614	
Native Hawaiian and Other Pacific Islander Alone	\$44,572	
Some Other Race Alone	\$35,505	
Two or More Races	\$40,093	
Hispanic or Latino	\$33,429	
Not Hispanic or Latino	\$42,688	



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DESCRIPTION	DATA	%
2016 Est. Family HH Type by Presence of Own Child.	38,225	
Married-Couple Family, own children	10,471	27.39%
Married-Couple Family, no own children	17,606	46.06%
Male Householder, own children	1,409	3.68%
Male Householder, no own children	1,425	3.73%
Female Householder, own children	3,893	10.18%
Female Householder, no own children	3,421	8.95%
2016 Est. Households by Household Size	54,557	
1-person	14,065	25.78%
2-person	18,542	33.99%
3-person	8,404	15.40%
4-person	6,783	12.43%
5-person	3,825	7.01%
6-person	1,701	3.12%
7-or-more-person	1,237	2.27%
2016 Est. Average Household Size	2.61	
2016 Est. Households by Presence of People Under 18	54,557	
Households with 1 or More People under Age 18:	18,692	34.26%
Married-Couple Family	11,882	63.57%
Other Family, Male Householder	1,699	9.09%
Other Family, Female Householder	4,909	26.26%
Nonfamily, Male Householder	153	0.82%
Nonfamily, Female Householder	49	0.26%

DESCRIPTION	DATA	%
Households with No People under Age 18:	35,865	65.74%
Married-Couple Family	16,197	45.16%
Other Family, Male Householder	1,142	3.18%
Other Family, Female Householder	2,397	6.68%
Nonfamily, Male Householder	7,313	20.39%
Nonfamily, Female Householder	8,816	24.58%
2016 Est. Households by Number of Vehicles	54,557	
No Vehicles	3,347	6.13%
1 Vehicle	19,699	36.11%
2 Vehicles	21,281	39.01%
3 Vehicles	7,776	14.25%
4 Vehicles	1,761	3.23%
5 or more Vehicles	693	1.27%
2016 Est. Average Number of Vehicles	1.8	





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DESCRIPTION	DATA	%
Family Households		
2021 Projection	39,568	
2016 Estimate	38,225	
2010 Census	37,355	
2000 Census	35,676	
Growth 2016 - 2021		3.51%
Growth 2010 - 2016		2.33%
Growth 2000 - 2010		4.71%
2016 Est. Families by Poverty Status	38,225	
2016 Families at or Above Poverty	31,496	82.40%
2016 Families at or Above Poverty with Children	12,840	33.59%
2016 Families Below Poverty	6,729	17.60%
2016 Families Below Poverty with Children	5,336	13.96%
2016 Est. Pop Age 16+ by Employment Status	114,460	
In Armed Forces	54	0.05%
Civilian - Employed	58,642	51.23%
Civilian - Unemployed	6,223	5.44%
Not in Labor Force	49,540	43.28%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	60,163	
For-Profit Private Workers	41,243	68.55%
Non-Profit Private Workers	3,021	5.02%
Local Government Workers	4,260	7.08%
State Government Workers	4,603	7.65%
Federal Government Workers	724	1.20%
Self-Employed Workers	6,262	10.41%
Unpaid Family Workers	51	0.08%

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	60,163	
Architect/Engineer	596	0.99%
Arts/Entertainment/Sports	509	0.85%
Building Grounds Maintenance	3,999	6.65%
Business/Financial Operations	1,519	2.53%
Community/Social Services	826	1.37%
Computer/Mathematical	317	0.53%
Construction/Extraction	4,577	7.61%
Education/Training/Library	3,601	5.98%
Farming/Fishing/Forestry	601	1.00%
Food Prep/Serving	2,926	4.86%
Health Practitioner/Technician	2,214	3.68%
Healthcare Support	1,811	3.01%
Maintenance Repair	2,772	4.61%
Legal	300	0.50%
Life/Physical/Social Science	182	0.30%
Management	4,240	7.05%
Office/Admin. Support	8,308	13.81%
Production	5,937	9.87%
Protective Services	1,768	2.94%
Sales/Related	5,920	9.84%
Personal Care/Service	1,848	3.07%
Transportation/Moving	5,391	8.96%
2016 Est. Pop 16+ by Occupation Classification	60,163	
Blue Collar	18,677	31.04%
White Collar	28,534	47.43%
Service and Farm	12,953	21.53%



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DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	58,386	
Drove Alone	45,932	78.67%
Car Pooled	9,095	15.58%
Public Transportation	93	0.16%
Walked	805	1.38%
Bicycle	35	0.06%
Other Means	459	0.79%
Worked at Home	1,967	3.37%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	22,368	
15 - 29 Minutes	16,550	
30 - 44 Minutes	6,997	
45 - 59 Minutes	4,269	
60 or more Minutes	6,257	
2016 Est. Avg Travel Time to Work in Minutes	27.00	
2016 Est. Occupied Housing Units by Tenure	54,557	
Owner Occupied	38,668	70.88%
Renter Occupied	15,889	29.12%
2016 Owner Occ. HUs: Avg. Length of Residence	16.4	
2016 Renter Occ. HUs: Avg. Length of Residence	7.5	

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	38,668	
Value Less than \$20,000	2,561	6.62%
Value \$20,000 - \$39,999	4,215	10.90%
Value \$40,000 - \$59,999	4,748	12.28%
Value \$60,000 - \$79,999	4,881	12.62%
Value \$80,000 - \$99,999	4,939	12.77%
Value \$100,000 - \$149,999	6,629	17.14%
Value \$150,000 - \$199,999	4,128	10.67%
Value \$200,000 - \$299,999	3,179	8.22%
Value \$300,000 - \$399,999	1,434	3.71%
Value \$400,000 - \$499,999	669	1.73%
Value \$500,000 - \$749,999	714	1.85%
Value \$750,000 - \$999,999	350	0.90%
Value \$1,000,000 or more	221	0.57%
2016 Est. Median All Owner-Occupied Housing Value	\$91,858	
2016 Est. Housing Units by Units in Structure	66,952	
1 Unit Attached	763	1.14%
1 Unit Detached	44,827	66.95%
2 Units	1,308	1.95%
3 or 4 Units	2,142	3.20%
5 to 19 Units	2,415	3.61%
20 to 49 Units	455	0.68%
50 or More Units	624	0.93%
Mobile Home or Trailer	14,290	21.34%
Boat, RV, Van, etc.	129	0.19%



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DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	66,952	
Housing Units Built 2010 or later	2,430	3.63%
Housing Units Built 2000 to 2009	10,338	15.44%
Housing Units Built 1990 to 1999	10,643	15.90%
Housing Units Built 1980 to 1989	13,125	19.60%
Housing Units Built 1970 to 1979	12,684	18.94%
Housing Units Built 1960 to 1969	6,371	9.52%
Housing Units Built 1950 to 1959	4,580	6.84%
Housing Units Built 1940 to 1949	2,580	3.85%
Housing Unit Built 1939 or Earlier	4,200	6.27%
2016 Est. Median Year Structure Built	1982	



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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