



# RADIAL DEMOGRAPHICS

## 20-MILE RADIAL

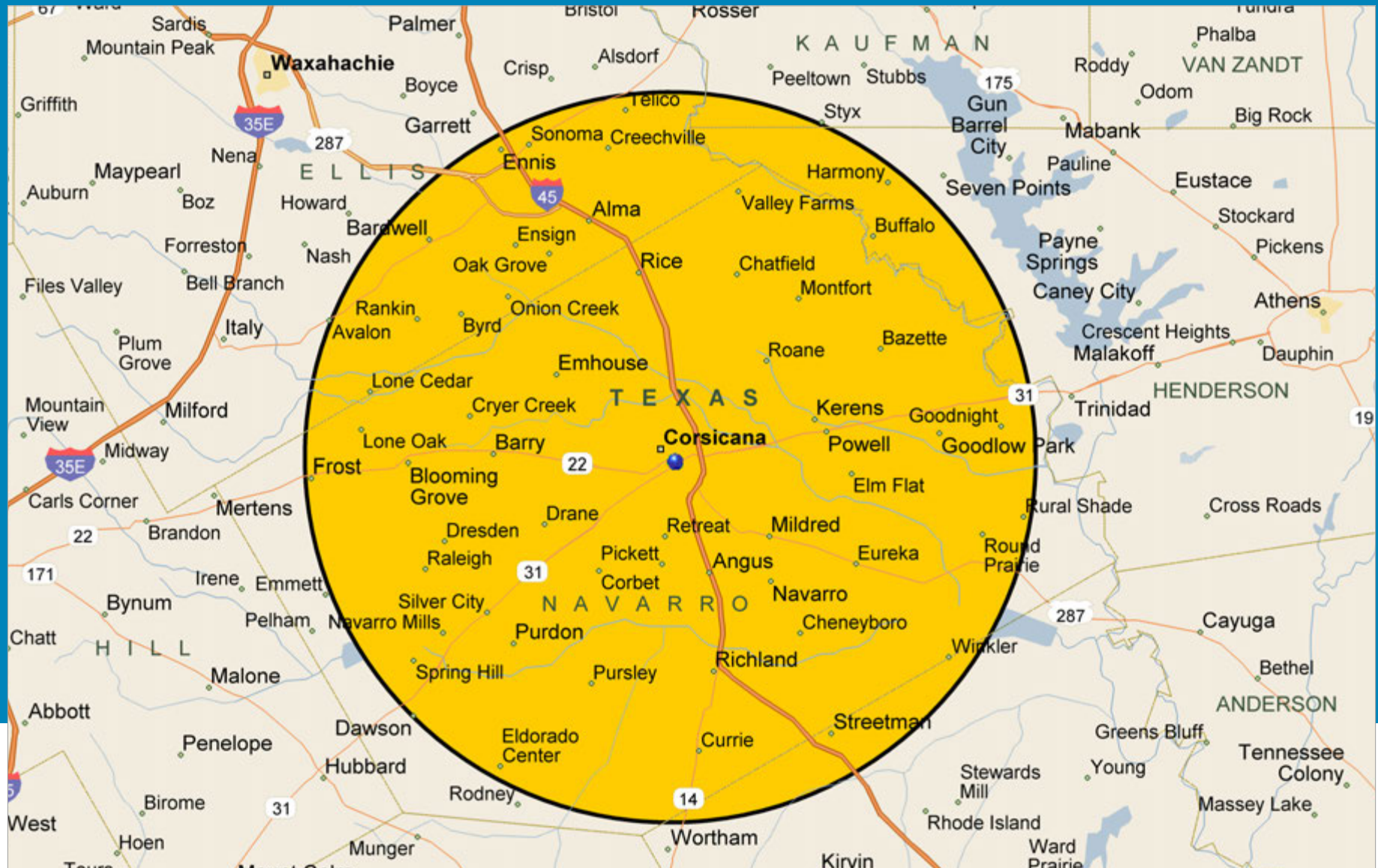
Corsicana, Texas



Prepared for  
City of Corsicana  
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 **TheRetailCoach®**

## 20-Mile Radial Corsicana, Texas



### Contact Information

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## Radial Demographics | 20-Mile Radial Corsicana, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	73,117	
2015 Estimate	70,788	
2010 Census	69,223	
2000 Census	64,252	
Growth 2015-2020	3.29%	
Growth 2010-2015	2.26%	
Growth 2000-2010	7.74%	
2015 Est. Population by Single-Classification Race	70,788	
White Alone	48,238	68.14
Black or African American Alone	8,848	12.50
Amer. Indian and Alaska Native Alone	514	0.73
Asian Alone	417	0.59
Native Hawaiian and Other Pac. Isl. Alone	469	0.66
Some Other Race Alone	10,522	14.86
Two or More Races	1,780	2.51
2015 Est. Population by Hispanic or Latino Origin	70,788	
Not Hispanic or Latino	49,029	69.26
Hispanic or Latino:	21,759	30.74
Mexican	19,960	91.73
Puerto Rican	126	0.58
Cuban	34	0.16
All Other Hispanic or Latino	1,638	7.53

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	21,759	
White Alone	9,842	45.23
Black or African American Alone	187	0.86
American Indian and Alaska Native Alone	264	1.21
Asian Alone	19	0.09
Native Hawaiian and Other Pacific Islander Alone	4	0.02
Some Other Race Alone	10,451	48.03
Two or More Races	993	4.56
2015 Est. Pop by Race, Asian Alone, by Category	417	
Chinese, except Taiwanese	54	12.95
Filipino	150	35.97
Japanese	5	1.20
Asian Indian	115	27.58
Korean	10	2.40
Vietnamese	56	13.43
Cambodian	0	0.00
Hmong	8	1.92
Laotian	13	3.12
Thai	0	0.00
All Other Asian Races Including 2+ Category	5	1.20
2015 Est. Population by Ancestry	70,788	
Arab	23	0.03
Czech	1,182	1.67
Danish	32	0.05
Dutch	402	0.57
English	4,219	5.96
French (except Basque)	939	1.33
French Canadian	93	0.13
German	4,833	6.83
Greek	17	0.02

## Radial Demographics | 20-Mile Radial Corsicana, Texas

DESCRIPTION	DATA	%
Hungarian	66	0.09
Irish	4,123	5.82
Italian	610	0.86
Lithuanian	0	0.00
United States or American	4,807	6.79
Norwegian	170	0.24
Polish	267	0.38
Portuguese	6	0.01
Russian	59	0.08
Scottish	831	1.17
Scotch-Irish	736	1.04
Slovak	0	0.00
Subsaharan African	22	0.03
Swedish	271	0.38
Swiss	19	0.03
Ukrainian	0	0.00
Welsh	175	0.25
West Indian (except Hisp. groups)	9	0.01
Other ancestries	36,296	51.27
Ancestry Unclassified	10,582	14.95
2015 Est. Pop Age 5+ by Language Spoken at Home	65,595	
Speak Only English at Home	50,138	76.44
Speak Asian/Pac. Isl. Lang. at Home	286	0.44
Speak IndoEuropean Language at Home	511	0.78
Speak Spanish at Home	14,660	22.35
Speak Other Language at Home	1	0.00
2015 Est. Population by Sex	70,788	
Male	35,062	49.53
Female	35,726	50.47

DESCRIPTION	DATA	%
2015 Est. Population by Age	70,788	
Age 0 - 4	5,193	7.34
Age 5 - 9	5,270	7.44
Age 10 - 14	5,412	7.65
Age 15 - 17	3,255	4.60
Age 18 - 20	2,935	4.15
Age 21 - 24	3,767	5.32
Age 25 - 34	8,598	12.15
Age 35 - 44	8,424	11.90
Age 45 - 54	8,835	12.48
Age 55 - 64	8,453	11.94
Age 65 - 74	6,105	8.62
Age 75 - 84	3,198	4.52
Age 85 and over	1,342	1.90
Age 16 and over	53,849	76.07
Age 18 and over	51,658	72.98
Age 21 and over	48,723	68.83
Age 65 and over	10,645	15.04
2015 Est. Median Age	36.1	
2015 Est. Average Age	37.6	

## Radial Demographics | 20-Mile Radial Corsicana, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	35,062	
Age 0 - 4	2,658	7.58
Age 5 - 9	2,722	7.76
Age 10 - 14	2,831	8.07
Age 15 - 17	1,738	4.96
Age 18 - 20	1,580	4.51
Age 21 - 24	1,939	5.53
Age 25 - 34	4,275	12.19
Age 35 - 44	4,127	11.77
Age 45 - 54	4,411	12.58
Age 55 - 64	4,152	11.84
Age 65 - 74	2,883	8.22
Age 75 - 84	1,340	3.82
Age 85 and over	408	1.16
2015 Est. Median Age, Male	34.5	
2015 Est. Average Age, Male	36.3	
2015 Est. Female Population by Age	35,726	
Age 0 - 4	2,535	7.10
Age 5 - 9	2,548	7.13
Age 10 - 14	2,581	7.22
Age 15 - 17	1,517	4.25
Age 18 - 20	1,355	3.79
Age 21 - 24	1,828	5.12
Age 25 - 34	4,323	12.10
Age 35 - 44	4,297	12.03
Age 45 - 54	4,424	12.38
Age 55 - 64	4,301	12.04
Age 65 - 74	3,222	9.02
Age 75 - 84	1,858	5.20
Age 85 and over	934	2.61

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	37.7	
2015 Est. Average Age, Female	38.8	
2015 Est. Pop Age 15+ by Marital Status	54,913	
Total, Never Married	14,344	26.12
Males, Never Married	8,073	14.70
Females, Never Married	6,272	11.42
Married, Spouse present	26,690	48.60
Married, Spouse absent	2,766	5.04
Widowed	4,026	7.33
Males Widowed	915	1.67
Females Widowed	3,110	5.66
Divorced	7,088	12.91
Males Divorced	2,999	5.46
Females Divorced	4,089	7.45
2015 Est. Pop Age 25+ by Edu. Attainment	44,956	
Less than 9th grade	4,245	9.44
Some High School, no diploma	6,446	14.34
High School Graduate (or GED)	14,786	32.89
Some College, no degree	9,849	21.91
Associate Degree	2,928	6.51
Bachelor's Degree	4,792	10.66
Master's Degree	1,397	3.11
Professional School Degree	360	0.80
Doctorate Degree	154	0.34
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	10,636	
No High School Diploma	6,412	60.29
High School Graduate	2,432	22.87
Some College or Associate's Degree	1,415	13.30
Bachelor's Degree or Higher	377	3.54



## Radial Demographics | 20-Mile Radial Corsicana, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	25,973	
2015 Estimate	25,140	
2010 Census	24,576	
2000 Census	22,854	
Growth 2015-2020	3.31%	
Growth 2010-2015	2.30%	
Growth 2000-2010	7.54%	
2015 Est. Households by Household Type	25,140	
Family Households	18,315	72.85
Nonfamily Households	6,825	27.15
2015 Est. Group Quarters Population	1,053	
2015 HHs by Ethnicity, Hispanic/Latino	5,347	21.27
2015 Est. Households by HH Income	25,140	
Income < \$15,000	3,770	15.00
Income \$15,000 - \$24,999	3,223	12.82
Income \$25,000 - \$34,999	2,880	11.46
Income \$35,000 - \$49,999	4,515	17.96
Income \$50,000 - \$74,999	4,532	18.03
Income \$75,000 - \$99,999	2,551	10.15
Income \$100,000 - \$124,999	1,650	6.56
Income \$125,000 - \$149,999	844	3.36
Income \$150,000 - \$199,999	524	2.08
Income \$200,000 - \$249,999	228	0.91
Income \$250,000 - \$499,999	304	1.21
Income \$500,000+	119	0.47
2015 Est. Average Household Income	\$58,831	

DESCRIPTION	DATA	%
2015 Est. Median Household Income	\$43,960	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	48,517	
Black or African American Alone	28,455	
American Indian and Alaska Native Alone	49,794	
Asian Alone	35,069	
Native Hawaiian and Other Pacific Islander Alone	53,759	
Some Other Race Alone	32,311	
Two or More Races	40,584	
Hispanic or Latino	33,975	
Not Hispanic or Latino	47,022	
2015 Est. Family HH Type by Presence of Own Child.	18,315	
Married-Couple Family, own children	5,525	30.17
Married-Couple Family, no own children	7,808	42.63
Male Householder, own children	711	3.88
Male Householder, no own children	702	3.83
Female Householder, own children	1,973	10.77
Female Householder, no own children	1,595	8.71
2015 Est. Households by Household Size	25,140	
1-person	5,847	23.26
2-person	8,050	32.02
3-person	4,053	16.12
4-person	3,421	13.61
5-person	2,055	8.17
6-person	960	3.82
7-or-more-person	753	3.00
2015 Est. Average Household Size	2.77	

## Radial Demographics | 20-Mile Radial Corsicana, Texas

DESCRIPTION	DATA	%
2015 Est. Households by Presence of People Under 18	25,140	
Households with 1 or More People under Age 18:	9,634	38.32
Married-Couple Family	6,235	64.72
Other Family, Male Householder	870	9.03
Other Family, Female Householder	2,433	25.25
Nonfamily, Male Householder	73	0.76
Nonfamily, Female Householder	23	0.24
Households with No People under Age 18:	15,506	61.68
Married-Couple Family	7,101	45.80
Other Family, Male Householder	544	3.51
Other Family, Female Householder	1,131	7.29
Nonfamily, Male Householder	3,079	19.86
Nonfamily, Female Householder	3,651	23.55
2015 Est. Households by Number of Vehicles	25,140	
No Vehicles	1,703	6.77
1 Vehicle	8,053	32.03
2 Vehicles	10,017	39.84
3 Vehicles	4,102	16.32
4 Vehicles	925	3.68
5 or more Vehicles	340	1.35
2015 Est. Average Number of Vehicles	1.8	
Family Households		
2020 Projection	18,930	

DESCRIPTION	DATA	%
2015 Estimate	18,315	
2010 Census	17,895	
2000 Census	16,698	
Growth 2015-2020	3.36%	
Growth 2010-2015	2.35%	
Growth 2000-2010	7.17%	
2015 Est. Families by Poverty Status	18,315	
2015 Families at or Above Poverty	15,630	85.34
2015 Families at or Above Poverty with Children	7,273	39.71
2015 Families Below Poverty	2,685	14.66
2015 Families Below Poverty with Children	2,086	11.39
2015 Est. Pop Age 16+ by Employment Status	53,849	
In Armed Forces	36	0.07
Civilian - Employed	30,377	56.41
Civilian - Unemployed	3,103	5.76
Not in Labor Force	20,333	37.76
2015 Est. Civ. Employed Pop 16+ by Class of Worker	31,209	
For-Profit Private Workers	21,387	68.53
Non-Profit Private Workers	1,561	5.00
Local Government Workers	2,590	8.30
State Government Workers	1,943	6.23
Federal Government Workers	426	1.36
Self-Employed Workers	3,261	10.45
Unpaid Family Workers	41	0.13
2015 Est. Civ. Employed Pop 16+ by Occupation	31,209	
Architect/Engineer	188	0.60

## Radial Demographics | 20-Mile Radial Corsicana, Texas

DESCRIPTION	DATA	%
Arts/Entertainment/Sports	147	0.47
Building Grounds Maintenance	1,793	5.75
Business/Financial Operations	721	2.31
Community/Social Services	401	1.28
Computer/Mathematical	156	0.50
Construction/Extraction	2,402	7.70
Education/Training/Library	2,033	6.51
Farming/Fishing/Forestry	222	0.71
Food Prep/Serving	1,191	3.82
Health Practitioner/Technician	1,182	3.79
Healthcare Support	740	2.37
Maintenance Repair	1,591	5.10
Legal	140	0.45
Life/Physical/Social Science	93	0.30
Management	2,183	6.99
Office/Admin. Support	4,845	15.52
Production	3,354	10.75
Protective Services	942	3.02
Sales/Related	2,693	8.63
Personal Care/Service	705	2.26
Transportation/Moving	3,486	11.17
2015 Est. Pop 16+ by Occupation Classification	31,209	
Blue Collar	10,833	34.71
White Collar	14,782	47.36
Service and Farm	5,594	17.92
2015 Est. Workers Age 16+ by Transp. to Work	30,351	
Drove Alone	24,155	79.59

DESCRIPTION	DATA	%
Car Pooled	4,610	15.19
Public Transportation	12	0.04
Walked	371	1.22
Bicycle	33	0.11
Other Means	256	0.84
Worked at Home	914	3.01
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	11,781	
15 - 29 Minutes	8,866	
30 - 44 Minutes	3,548	
45 - 59 Minutes	2,095	
60 or more Minutes	3,157	
2015 Est. Avg. Travel Time to Work in Minutes	26.58	
2015 Est. Occupied Housing Units by Tenure	25,140	
Owner Occupied	17,209	68.45
Renter Occupied	7,931	31.55
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	17,209	
Value Less than \$20,000	775	4.50
Value \$20,000 - \$39,999	1,694	9.84



## Radial Demographics | 20-Mile Radial Corsicana, Texas

DESCRIPTION	DATA	%
Value \$40,000 - \$59,999	2,465	14.32
Value \$60,000 - \$79,999	2,315	13.45
Value \$80,000 - \$99,999	2,027	11.78
Value \$100,000 - \$149,999	3,185	18.51
Value \$150,000 - \$199,999	1,920	11.16
Value \$200,000 - \$299,999	1,398	8.12
Value \$300,000 - \$399,999	613	3.56
Value \$400,000 - \$499,999	291	1.69
Value \$500,000 - \$749,999	301	1.75
Value \$750,000 - \$999,999	90	0.52
Value \$1,000,000 or more	134	0.78
2015 Est. Median All Owner-Occupied Housing Value	\$93,379	
2015 Est. Housing Units by Units in Structure	28,802	
1 Unit Attached	464	1.61
1 Unit Detached	19,687	68.35
2 Units	859	2.98
3 or 4 Units	948	3.29
5 to 19 Units	1,041	3.61
20 to 49 Units	279	0.97
50 or More Units	437	1.52
Mobile Home or Trailer	5,053	17.54
Boat, RV, Van, etc.	34	0.12
2015 Est. Housing Units by Year Structure Built	28,802	
Housing Units Built 2010 or later	938	3.26
Housing Units Built 2000 to 2009	4,563	15.84

DESCRIPTION	DATA	%
Housing Units Built 1990 to 1999	4,099	14.23
Housing Units Built 1980 to 1989	4,911	17.05
Housing Units Built 1970 to 1979	5,076	17.62
Housing Units Built 1960 to 1969	2,976	10.33
Housing Units Built 1950 to 1959	2,549	8.85
Housing Units Built 1940 to 1949	1,352	4.69
Housing Unit Built 1939 or Earlier	2,339	8.12
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

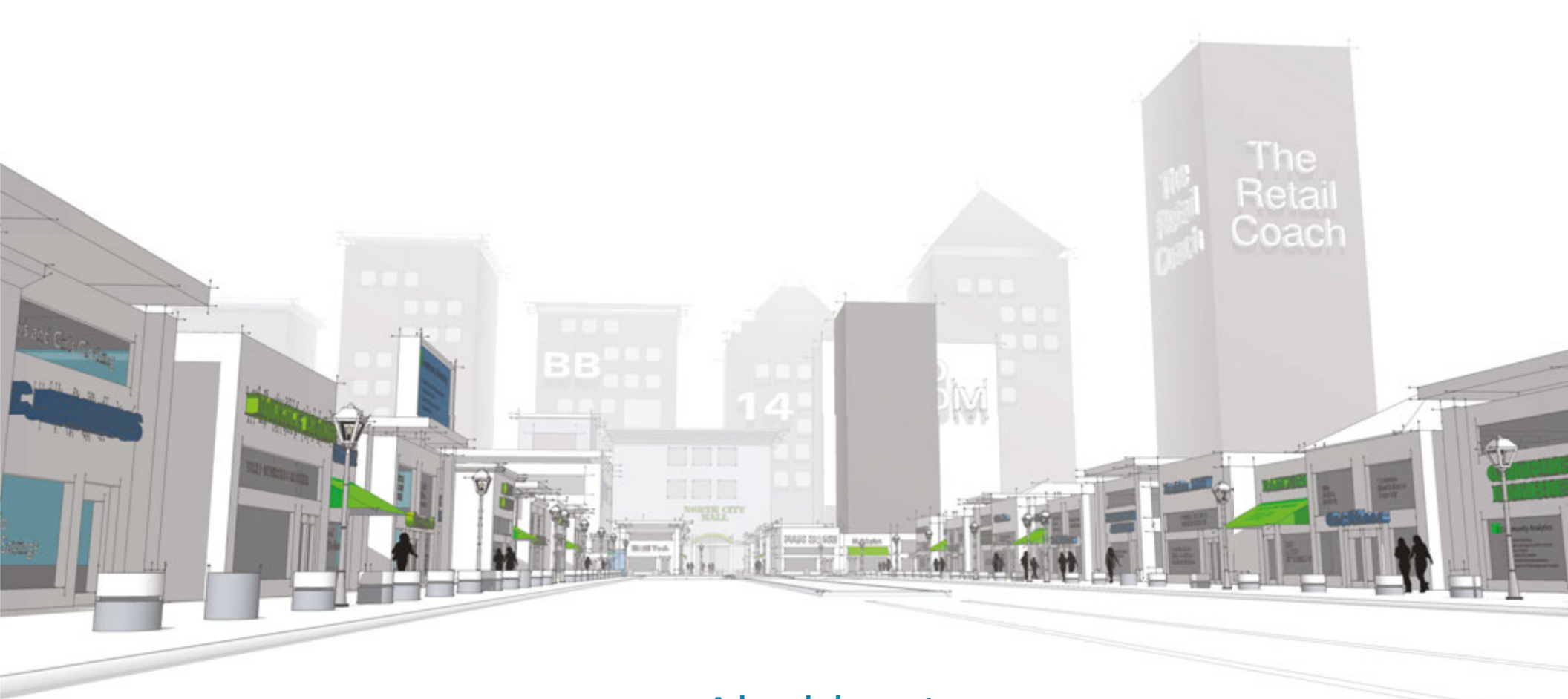
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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