



SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Corsicana, Texas



Prepared for
City of Corsicana
October 2015

 **TheRetailCoach®**

Corsicana, Texas



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Secondary Retail Trade Area | Demographics

Corsicana, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	159,849	
2015 Estimate	155,029	
2010 Census	152,082	
2000 Census	141,482	
Growth 2015-2020	3.11%	
Growth 2010-2015	1.94%	
Growth 2000-2010	7.49%	
2015 Est. Population by Single-Classification Race	155,029	
White Alone	113,165	73.00
Black or African American Alone	18,243	11.77
Amer. Indian and Alaska Native Alone	1,083	0.70
Asian Alone	1,008	0.65
Native Hawaiian and Other Pac. Isl. Alone	501	0.32
Some Other Race Alone	17,469	11.27
Two or More Races	3,559	2.30
2015 Est. Population by Hispanic or Latino Origin	155,029	
Not Hispanic or Latino	119,895	77.34
Hispanic or Latino:	35,134	22.66
Mexican	31,572	89.86
Puerto Rican	255	0.73
Cuban	75	0.21
All Other Hispanic or Latino	3,232	9.20

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	35,134	
White Alone	15,345	43.68
Black or African American Alone	319	0.91
American Indian and Alaska Native Alone	449	1.28
Asian Alone	46	0.13
Native Hawaiian and Other Pacific Islander Alone	15	0.04
Some Other Race Alone	17,343	49.36
Two or More Races	1,618	4.61
2015 Est. Pop by Race, Asian Alone, by Category	1,008	
Chinese, except Taiwanese	93	9.23
Filipino	235	23.31
Japanese	6	0.60
Asian Indian	217	21.53
Korean	51	5.06
Vietnamese	136	13.49
Cambodian	6	0.60
Hmong	8	0.79
Laotian	13	1.29
Thai	4	0.40
All Other Asian Races Including 2+ Category	240	23.81
2015 Est. Population by Ancestry	155,029	
Arab	90	0.06
Czech	1,266	0.82
Danish	127	0.08
Dutch	984	0.63
English	10,468	6.75
French (except Basque)	2,075	1.34
French Canadian	189	0.12
German	10,804	6.97
Greek	25	0.02

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DESCRIPTION	DATA	%
Hungarian	122	0.08
Irish	9,856	6.36
Italian	1,470	0.95
Lithuanian	22	0.01
United States or American	21,876	14.11
Norwegian	438	0.28
Polish	643	0.41
Portuguese	43	0.03
Russian	155	0.10
Scottish	1,283	0.83
Scotch-Irish	1,568	1.01
Slovak	32	0.02
Subsaharan African	72	0.05
Swedish	484	0.31
Swiss	66	0.04
Ukrainian	0	0.00
Welsh	265	0.17
West Indian (except Hisp. groups)	154	0.10
Other ancestries	65,811	42.45
Ancestry Unclassified	24,645	15.90
2015 Est. Pop Age 5+ by Language Spoken at Home	144,726	
Speak Only English at Home	120,131	83.01
Speak Asian/Pac. Isl. Lang. at Home	413	0.29
Speak IndoEuropean Language at Home	1,087	0.75
Speak Spanish at Home	23,048	15.93
Speak Other Language at Home	47	0.03
2015 Est. Population by Sex	155,029	
Male	77,001	49.67
Female	78,028	50.33

DESCRIPTION	DATA	%
2015 Est. Population by Age	155,029	
Age 0 - 4	10,303	6.65
Age 5 - 9	10,408	6.71
Age 10 - 14	10,778	6.95
Age 15 - 17	6,630	4.28
Age 18 - 20	6,182	3.99
Age 21 - 24	7,855	5.07
Age 25 - 34	18,063	11.65
Age 35 - 44	17,805	11.48
Age 45 - 54	19,679	12.69
Age 55 - 64	19,908	12.84
Age 65 - 74	15,945	10.29
Age 75 - 84	8,216	5.30
Age 85 and over	3,258	2.10
Age 16 and over	121,371	78.29
Age 18 and over	116,910	75.41
Age 21 and over	110,729	71.42
Age 65 and over	27,419	17.69
2015 Est. Median Age	39.1	
2015 Est. Average Age	39.6	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	77,001	
Age 0 - 4	5,266	6.84
Age 5 - 9	5,389	7.00
Age 10 - 14	5,596	7.27
Age 15 - 17	3,479	4.52
Age 18 - 20	3,291	4.27
Age 21 - 24	4,021	5.22
Age 25 - 34	9,173	11.91
Age 35 - 44	9,048	11.75
Age 45 - 54	9,834	12.77
Age 55 - 64	9,717	12.62
Age 65 - 74	7,546	9.80
Age 75 - 84	3,592	4.66
Age 85 and over	1,050	1.36
2015 Est. Median Age, Male	37.5	
2015 Est. Average Age, Male	38.4	
2015 Est. Female Population by Age	78,028	
Age 0 - 4	5,037	6.46
Age 5 - 9	5,019	6.43
Age 10 - 14	5,182	6.64
Age 15 - 17	3,151	4.04
Age 18 - 20	2,890	3.70
Age 21 - 24	3,835	4.91
Age 25 - 34	8,890	11.39
Age 35 - 44	8,756	11.22
Age 45 - 54	9,845	12.62
Age 55 - 64	10,191	13.06
Age 65 - 74	8,399	10.76
Age 75 - 84	4,624	5.93
Age 85 and over	2,209	2.83

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	40.7	
2015 Est. Average Age, Female	40.8	
2015 Est. Pop Age 15+ by Marital Status	123,540	
Total, Never Married	30,699	24.85
Males, Never Married	17,439	14.12
Females, Never Married	13,260	10.73
Married, Spouse present	57,837	46.82
Married, Spouse absent	7,347	5.95
Widowed	10,108	8.18
Males Widowed	2,330	1.89
Females Widowed	7,778	6.30
Divorced	17,548	14.20
Males Divorced	8,318	6.73
Females Divorced	9,230	7.47
2015 Est. Pop Age 25+ by Edu. Attainment	102,873	
Less than 9th grade	8,090	7.86
Some High School, no diploma	14,651	14.24
High School Graduate (or GED)	35,485	34.49
Some College, no degree	23,806	23.14
Associate Degree	6,834	6.64
Bachelor's Degree	9,899	9.62
Master's Degree	3,260	3.17
Professional School Degree	541	0.53
Doctorate Degree	309	0.30
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	17,290	
No High School Diploma	9,666	55.91
High School Graduate	4,795	27.73
Some College or Associate's Degree	2,296	13.28
Bachelor's Degree or Higher	533	3.08

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DESCRIPTION	DATA	%
Households		
2020 Projection	59,465	
2015 Estimate	57,656	
2010 Census	56,533	
2000 Census	52,609	
Growth 2015-2020	3.14%	
Growth 2010-2015	1.99%	
Growth 2000-2010	7.46%	
2015 Est. Households by Household Type	57,656	
Family Households	40,443	70.15
Nonfamily Households	17,213	29.85
2015 Est. Group Quarters Population	4,507	
2015 HHs by Ethnicity, Hispanic/Latino	8,661	15.02
2015 Est. Households by HH Income	57,656	
Income < \$15,000	9,504	16.48
Income \$15,000 - \$24,999	8,434	14.63
Income \$25,000 - \$34,999	7,054	12.23
Income \$35,000 - \$49,999	9,231	16.01
Income \$50,000 - \$74,999	9,924	17.21
Income \$75,000 - \$99,999	5,674	9.84
Income \$100,000 - \$124,999	3,423	5.94
Income \$125,000 - \$149,999	1,816	3.15
Income \$150,000 - \$199,999	1,363	2.36
Income \$200,000 - \$249,999	507	0.88
Income \$250,000 - \$499,999	553	0.96
Income \$500,000+	172	0.30
2015 Est. Average Household Income	\$55,786	

DESCRIPTION	DATA	%
2015 Est. Median Household Income	\$41,233	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	44,724	
Black or African American Alone	27,169	
American Indian and Alaska Native Alone	41,074	
Asian Alone	43,850	
Native Hawaiian and Other Pacific Islander Alone	60,889	
Some Other Race Alone	32,146	
Two or More Races	37,667	
Hispanic or Latino	31,794	
Not Hispanic or Latino	43,656	
2015 Est. Family HH Type by Presence of Own Child.	40,443	
Married-Couple Family, own children	11,136	27.54
Married-Couple Family, no own children	18,693	46.22
Male Householder, own children	1,482	3.66
Male Householder, no own children	1,499	3.71
Female Householder, own children	4,056	10.03
Female Householder, no own children	3,576	8.84
2015 Est. Households by Household Size	57,656	
1-person	14,814	25.69
2-person	19,665	34.11
3-person	8,882	15.41
4-person	7,189	12.47
5-person	4,035	7.00
6-person	1,788	3.10
7-or-more-person	1,282	2.22
2015 Est. Average Household Size	2.61	

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DESCRIPTION	DATA	%
2015 Est. Households by Presence of People Under 18	57,656	
Households with 1 or More People under Age 18:	19,734	34.23
Married-Couple Family	12,626	63.98
Other Family, Male Householder	1,785	9.05
Other Family, Female Householder	5,113	25.91
Nonfamily, Male Householder	157	0.80
Nonfamily, Female Householder	53	0.27
Households with No People under Age 18:	37,922	65.77
Married-Couple Family	17,203	45.36
Other Family, Male Householder	1,190	3.14
Other Family, Female Householder	2,517	6.64
Nonfamily, Male Householder	7,773	20.50
Nonfamily, Female Householder	9,239	24.36
2015 Est. Households by Number of Vehicles	57,656	
No Vehicles	3,344	5.80
1 Vehicle	20,909	36.27
2 Vehicles	22,164	38.44
3 Vehicles	8,578	14.88
4 Vehicles	1,920	3.33
5 or more Vehicles	740	1.28
2015 Est. Average Number of Vehicles	1.8	
Family Households		
2020 Projection	41,733	

DESCRIPTION	DATA	%
2015 Estimate	40,443	
2010 Census	39,628	
2000 Census	37,759	
Growth 2015-2020	3.19%	
Growth 2010-2015	2.06%	
Growth 2000-2010	4.95%	
2015 Est. Families by Poverty Status	40,443	
2015 Families at or Above Poverty	34,118	84.36
2015 Families at or Above Poverty with Children	14,186	35.08
2015 Families Below Poverty	6,325	15.64
2015 Families Below Poverty with Children	4,825	11.93
2015 Est. Pop Age 16+ by Employment Status	121,371	
In Armed Forces	64	0.05
Civilian - Employed	63,512	52.33
Civilian - Unemployed	6,136	5.06
Not in Labor Force	51,659	42.56
2015 Est. Civ. Employed Pop 16+ by Class of Worker	64,645	
For-Profit Private Workers	42,826	66.25
Non-Profit Private Workers	3,350	5.18
Local Government Workers	4,909	7.59
State Government Workers	5,037	7.79
Federal Government Workers	694	1.07
Self-Employed Workers	7,761	12.01
Unpaid Family Workers	68	0.11
2015 Est. Civ. Employed Pop 16+ by Occupation	64,645	
Architect/Engineer	511	0.79

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DESCRIPTION	DATA	%
Arts/Entertainment/Sports	682	1.05
Building Grounds Maintenance	3,606	5.58
Business/Financial Operations	1,681	2.60
Community/Social Services	984	1.52
Computer/Mathematical	311	0.48
Construction/Extraction	5,925	9.17
Education/Training/Library	4,091	6.33
Farming/Fishing/Forestry	569	0.88
Food Prep/Serving	3,203	4.95
Health Practitioner/Technician	2,514	3.89
Healthcare Support	1,670	2.58
Maintenance Repair	2,994	4.63
Legal	279	0.43
Life/Physical/Social Science	206	0.32
Management	4,634	7.17
Office/Admin. Support	9,019	13.95
Production	6,126	9.48
Protective Services	1,644	2.54
Sales/Related	6,473	10.01
Personal Care/Service	1,991	3.08
Transportation/Moving	5,533	8.56
2015 Est. Pop 16+ by Occupation Classification	64,645	
Blue Collar	20,578	31.83
White Collar	31,385	48.55
Service and Farm	12,682	19.62
2015 Est. Workers Age 16+ by Transp. to Work	62,861	
Drove Alone	49,607	78.92

DESCRIPTION	DATA	%
Car Pooled	9,789	15.57
Public Transportation	107	0.17
Walked	833	1.33
Bicycle	53	0.08
Other Means	489	0.78
Worked at Home	1,982	3.15
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	24,056	
15 - 29 Minutes	17,941	
30 - 44 Minutes	7,891	
45 - 59 Minutes	3,811	
60 or more Minutes	7,152	
2015 Est. Avg. Travel Time to Work in Minutes	27.12	
2015 Est. Occupied Housing Units by Tenure	57,656	
Owner Occupied	41,082	71.25
Renter Occupied	16,574	28.75
2015 Owner Occ. HUs: Avg. Length of Residence	15.9	
2015 Renter Occ. HUs: Avg. Length of Residence	7.6	
2015 Est. Owner-Occupied Housing Units by Value	41,082	
Value Less than \$20,000	2,614	6.36
Value \$20,000 - \$39,999	4,558	11.09

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DESCRIPTION	DATA	%
Value \$40,000 - \$59,999	5,637	13.72
Value \$60,000 - \$79,999	5,150	12.54
Value \$80,000 - \$99,999	5,085	12.38
Value \$100,000 - \$149,999	6,738	16.40
Value \$150,000 - \$199,999	3,910	9.52
Value \$200,000 - \$299,999	3,348	8.15
Value \$300,000 - \$399,999	1,614	3.93
Value \$400,000 - \$499,999	811	1.97
Value \$500,000 - \$749,999	917	2.23
Value \$750,000 - \$999,999	373	0.91
Value \$1,000,000 or more	325	0.79
2015 Est. Median All Owner-Occupied Housing Value	\$90,153	
2015 Est. Housing Units by Units in Structure	70,863	
1 Unit Attached	754	1.06
1 Unit Detached	47,389	66.87
2 Units	1,358	1.92
3 or 4 Units	1,915	2.70
5 to 19 Units	2,315	3.27
20 to 49 Units	444	0.63
50 or More Units	676	0.95
Mobile Home or Trailer	15,879	22.41
Boat, RV, Van, etc.	132	0.19
2015 Est. Housing Units by Year Structure Built	70,863	
Housing Units Built 2010 or later	2,094	2.95
Housing Units Built 2000 to 2009	10,150	14.32

DESCRIPTION	DATA	%
Housing Units Built 1990 to 1999	11,449	16.16
Housing Units Built 1980 to 1989	14,753	20.82
Housing Units Built 1970 to 1979	13,599	19.19
Housing Units Built 1960 to 1969	6,882	9.71
Housing Units Built 1950 to 1959	4,901	6.92
Housing Units Built 1940 to 1949	2,769	3.91
Housing Unit Built 1939 or Earlier	4,266	6.02
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

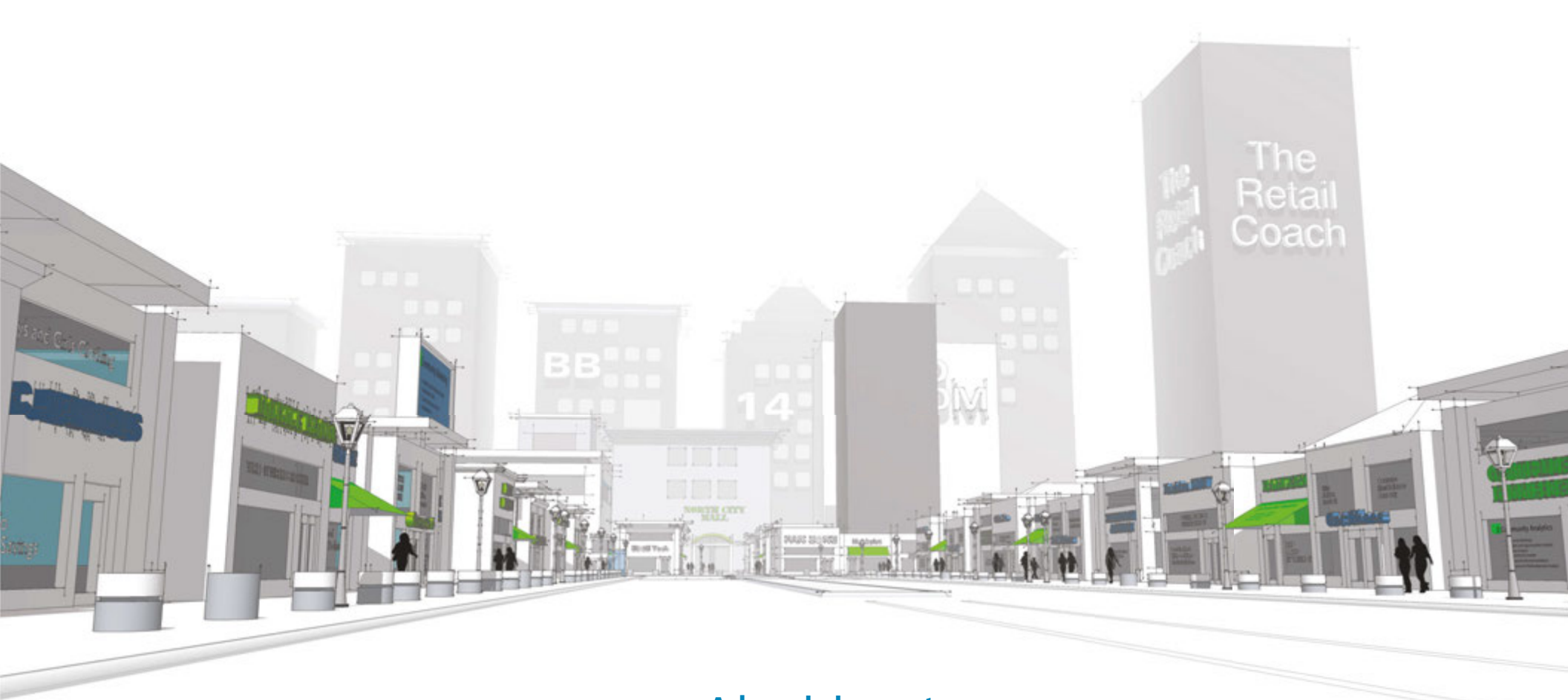
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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