



TheRetailCoach®

# SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Corsicana, Texas

Prepared for  
City of Corsicana & Navarro County  
September 2016







# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Corsicana, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	161,043	
2016 Estimate	155,687	
2010 Census	152,112	
2000 Census	141,512	
Growth 2016 - 2021		3.44%
Growth 2010 - 2016		2.35%
Growth 2000 - 2010		7.49%
2016 Est. Population by Single-Classification Race	155,687	
White Alone	113,232	72.73%
Black or African American Alone	18,338	11.78%
Amer. Indian and Alaska Native Alone	1,122	0.72%
Asian Alone	1,121	0.72%
Native Hawaiian and Other Pac. Isl. Alone	486	0.31%
Some Other Race Alone	17,665	11.35%
Two or More Races	3,724	2.39%
2016 Est. Population by Hispanic or Latino Origin	155,687	
Not Hispanic or Latino	120,092	77.14%
Hispanic or Latino	35,595	22.86%
Mexican	31,996	89.89%
Puerto Rican	258	0.73%
Cuban	78	0.22%
All Other Hispanic or Latino	3,263	9.17%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	35,595	
White Alone	15,587	43.79%
Black or African American Alone	323	0.91%
American Indian and Alaska Native Alone	455	1.28%
Asian Alone	45	0.13%
Native Hawaiian and Other Pacific Islander Alone	16	0.04%
Some Other Race Alone	17,536	49.27%
Two or More Races	1,634	4.59%
2016 Est. Pop by Race, Asian Alone, by Category	1,121	
Chinese, except Taiwanese	110	9.82%
Filipino	283	25.28%
Japanese	7	0.65%
Asian Indian	250	22.27%
Korean	56	5.01%
Vietnamese	143	12.75%
Cambodian	6	0.57%
Hmong	7	0.63%
Laotian	12	1.07%
Thai	7	0.65%
All Other Asian Races Including 2+ Category	239	21.29%

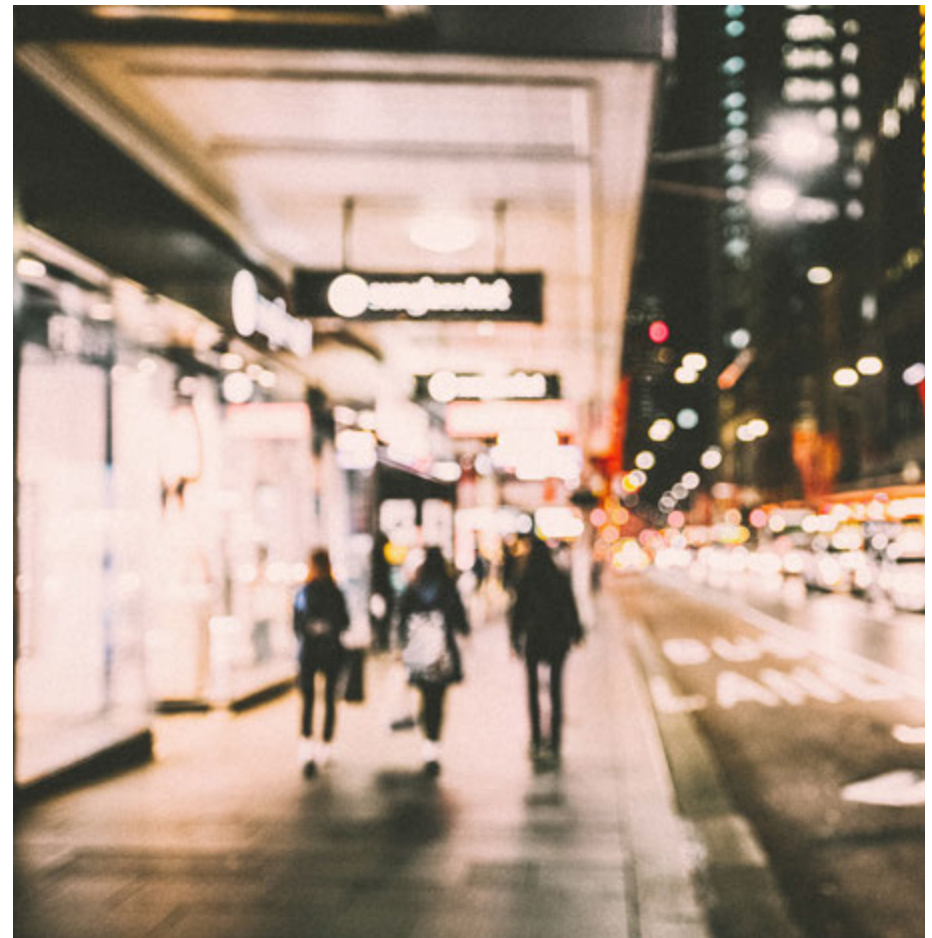


# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Corsicana, Texas

DESCRIPTION	DATA	%
2016 Est. Population by Ancestry	155,687	
Arab	88	0.06%
Czech	1,448	0.93%
Danish	126	0.08%
Dutch	833	0.53%
English	10,303	6.62%
French (except Basque)	1,866	1.20%
French Canadian	170	0.11%
German	10,724	6.89%
Greek	46	0.03%
Hungarian	118	0.08%
Irish	10,499	6.74%
Italian	1,563	1.00%
Lithuanian	6	0.00%
United States or American	18,108	11.63%
Norwegian	411	0.26%
Polish	558	0.36%
Portuguese	93	0.06%
Russian	166	0.11%
Scottish	1,422	0.91%
Scotch-Irish	1,648	1.06%
Slovak	24	0.02%
Subsaharan African	141	0.09%
Swedish	584	0.38%
Swiss	159	0.10%
Ukrainian	5	0.00%
Welsh	249	0.16%
West Indian (except Hisp. groups)	186	0.12%
Other ancestries	65,958	42.37%
Ancestry Unclassified	28,184	18.10%

DESCRIPTION	DATA	%
2016 Est. Pop Age 5+ by Language Spoken At Home	145,560	
Speak Only English at Home	120,820	83.00%
Speak Asian/Pac. Isl. Lang. at Home	343	0.24%
Speak IndoEuropean Language at Home	1,185	0.81%
Speak Spanish at Home	23,165	15.91%
Speak Other Language at Home	48	0.03%





# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Corsicana, Texas



DESCRIPTION	DATA	%
2016 Est. Population by Sex	155,687	
Male	77,236	49.61%
Female	78,452	50.39%
2016 Est. Population by Age	155,687	
Age 0 - 4	10,128	6.51%
Age 5 - 9	10,282	6.60%
Age 10 - 14	10,695	6.87%
Age 15 - 17	6,629	4.26%
Age 18 - 20	6,192	3.98%
Age 21 - 24	7,843	5.04%
Age 25 - 34	18,114	11.64%
Age 35 - 44	17,847	11.46%
Age 45 - 54	19,433	12.48%
Age 55 - 64	20,211	12.98%
Age 65 - 74	16,528	10.62%
Age 75 - 84	8,488	5.45%
Age 85 and over	3,297	2.12%
Age 16 and over	122,406	78.62%
Age 18 and over	117,953	75.76%
Age 21 and over	111,761	71.79%
Age 65 and over	28,313	18.19%
2016 Est. Median Age	39.5	
2016 Est. Average Age	39.9	



# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Corsicana, Texas

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	77,236	
Age 0 - 4	5,188	6.72%
Age 5 - 9	5,304	6.87%
Age 10 - 14	5,520	7.15%
Age 15 - 17	3,500	4.53%
Age 18 - 20	3,314	4.29%
Age 21 - 24	4,072	5.27%
Age 25 - 34	9,150	11.85%
Age 35 - 44	9,010	11.67%
Age 45 - 54	9,696	12.55%
Age 55 - 64	9,860	12.77%
Age 65 - 74	7,767	10.06%
Age 75 - 84	3,773	4.88%
Age 85 and over	1,081	1.40%
2016 Est. Median Age, Male	37.9	
2016 Est. Average Age, Male	38.7	

DESCRIPTION	DATA	%
2016 Est. Female Population by Age	78,452	
Age 0 - 4	4,940	6.30%
Age 5 - 9	4,978	6.35%
Age 10 - 14	5,175	6.60%
Age 15 - 17	3,129	3.99%
Age 18 - 20	2,878	3.67%
Age 21 - 24	3,771	4.81%
Age 25 - 34	8,964	11.43%
Age 35 - 44	8,837	11.26%
Age 45 - 54	9,737	12.41%
Age 55 - 64	10,351	13.19%
Age 65 - 74	8,761	11.17%
Age 75 - 84	4,716	6.01%
Age 85 and over	2,216	2.82%
2016 Est. Median Age, Female	41.1	
2016 Est. Average Age, Female	41.1	





# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2016 Est. Pop Age 15+ by Marital Status	124,582	
Total, Never Married	32,283	25.91%
Males, Never Married	17,891	14.36%
Females, Never Married	14,393	11.55%
Married, Spouse present	57,900	46.48%
Married, Spouse absent	7,163	5.75%
Widowed	10,115	8.12%
Males Widowed	2,449	1.97%
Females Widowed	7,666	6.15%
Divorced	17,121	13.74%
Males Divorced	7,966	6.39%
Females Divorced	9,155	7.35%
2016 Est. Pop Age 25+ by Edu. Attainment	103,919	
Less than 9th grade	9,094	8.75%
Some High School, no diploma	13,808	13.29%
High School Graduate (or GED)	35,145	33.82%
Some College, no degree	24,673	23.74%
Associate Degree	6,920	6.66%
Bachelor's Degree	10,196	9.81%
Master's Degree	3,252	3.13%
Professional School Degree	512	0.49%
Doctorate Degree	319	0.31%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	17,664	
No High School Diploma	9,804	55.50%
High School Graduate	4,124	23.35%
Some College or Associate's Degree	2,923	16.55%
Bachelor's Degree or Higher	813	4.60%





# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Corsicana, Texas

DESCRIPTION	DATA	%
Households		
2021 Projection	59,863	
2016 Estimate	57,845	
2010 Census	56,544	
2000 Census	52,620	
Growth 2016 - 2021		3.49%
Growth 2010 - 2016		2.30%
Growth 2000 - 2010		7.46%
2016 Est. Households by Household Type	57,845	
Family Households	40,567	70.13%
Nonfamily Households	17,278	29.87%
2016 Est. Group Quarters Population	4,642	
2016 HHs by Ethnicity, Hispanic/Latino	8,785	



DESCRIPTION	DATA	%
2016 Est. Households by HH Income	57,845	
Income < \$15,000	8,552	14.78%
Income \$15,000 - \$24,999	9,031	15.61%
Income \$25,000 - \$34,999	7,426	12.84%
Income \$35,000 - \$49,999	9,585	16.57%
Income \$50,000 - \$74,999	9,330	16.13%
Income \$75,000 - \$99,999	5,733	9.91%
Income \$100,000 - \$124,999	3,487	6.03%
Income \$125,000 - \$149,999	1,832	3.17%
Income \$150,000 - \$199,999	1,467	2.54%
Income \$200,000 - \$249,999	590	1.02%
Income \$250,000 - \$499,999	620	1.07%
Income \$500,000+	193	0.33%
2016 Est. Average Household Income	\$56,938	
2016 Est. Median Household Income	\$41,124	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$44,322	
Black or African American Alone	\$25,734	
American Indian and Alaska Native Alone	\$34,870	
Asian Alone	\$41,116	
Native Hawaiian and Other Pacific Islander Alone	\$44,822	
Some Other Race Alone	\$35,889	
Two or More Races	\$40,274	
Hispanic or Latino	\$33,791	
Not Hispanic or Latino	\$43,071	



# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Corsicana, Texas

DESCRIPTION	DATA	%
2016 Est. Family HH Type by Presence of Own Child.	40,567	
Married-Couple Family, own children	11,169	27.53%
Married-Couple Family, no own children	18,757	46.24%
Male Householder, own children	1,490	3.67%
Male Householder, no own children	1,501	3.70%
Female Householder, own children	4,063	10.02%
Female Householder, no own children	3,587	8.84%
2016 Est. Households by Household Size	57,845	
1-person	14,881	25.73%
2-person	19,709	34.07%
3-person	8,918	15.42%
4-person	7,197	12.44%
5-person	4,045	6.99%
6-person	1,804	3.12%
7-or-more-person	1,291	2.23%
2016 Est. Average Household Size	2.61	
2016 Est. Households by Presence of People Under 18	57,845	
Households with 1 or More People under Age 18:	19,790	34.21%
Married-Couple Family	12,658	63.96%
Other Family, Male Householder	1,800	9.10%
Other Family, Female Householder	5,121	25.88%
Nonfamily, Male Householder	160	0.81%
Nonfamily, Female Householder	51	0.26%

DESCRIPTION	DATA	%
Households with No People under Age 18:	38,056	65.79%
Married-Couple Family	17,269	45.38%
Other Family, Male Householder	1,201	3.15%
Other Family, Female Householder	2,519	6.62%
Nonfamily, Male Householder	7,798	20.49%
Nonfamily, Female Householder	9,270	24.36%
2016 Est. Households by Number of Vehicles	57,845	
No Vehicles	3,465	5.99%
1 Vehicle	20,809	35.97%
2 Vehicles	22,474	38.85%
3 Vehicles	8,378	14.48%
4 Vehicles	1,939	3.35%
5 or more Vehicles	780	1.35%
2016 Est. Average Number of Vehicles	1.8	





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DESCRIPTION	DATA	%
Family Households		
2021 Projection	41,996	
2016 Estimate	40,567	
2010 Census	39,636	
2000 Census	37,767	
Growth 2016 - 2021		3.52%
Growth 2010 - 2016		2.35%
Growth 2000 - 2010		4.95%
2016 Est. Families by Poverty Status	40,567	
2016 Families at or Above Poverty	33,526	82.64%
2016 Families at or Above Poverty with Children	13,709	33.79%
2016 Families Below Poverty	7,042	17.36%
2016 Families Below Poverty with Children	5,571	13.73%
2016 Est. Pop Age 16+ by Employment Status	122,406	
In Armed Forces	54	0.04%
Civilian - Employed	62,236	50.84%
Civilian - Unemployed	6,441	5.26%
Not in Labor Force	53,675	43.85%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	63,738	
For-Profit Private Workers	43,530	68.30%
Non-Profit Private Workers	3,230	5.07%
Local Government Workers	4,493	7.05%
State Government Workers	5,002	7.85%
Federal Government Workers	735	1.15%
Self-Employed Workers	6,692	10.50%
Unpaid Family Workers	55	0.09%

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	63,738	
Architect/Engineer	606	0.95%
Arts/Entertainment/Sports	541	0.85%
Building Grounds Maintenance	4,136	6.49%
Business/Financial Operations	1,580	2.48%
Community/Social Services	915	1.44%
Computer/Mathematical	327	0.51%
Construction/Extraction	5,099	8.00%
Education/Training/Library	3,832	6.01%
Farming/Fishing/Forestry	672	1.05%
Food Prep/Serving	3,116	4.89%
Health Practitioner/Technician	2,393	3.75%
Healthcare Support	1,897	2.98%
Maintenance Repair	2,964	4.65%
Legal	327	0.51%
Life/Physical/Social Science	186	0.29%
Management	4,584	7.19%
Office/Admin. Support	8,712	13.67%
Production	6,254	9.81%
Protective Services	1,843	2.89%
Sales/Related	6,129	9.62%
Personal Care/Service	2,013	3.16%
Transportation/Moving	5,613	8.81%
2016 Est. Pop 16+ by Occupation Classification	63,738	
Blue Collar	19,929	31.27%
White Collar	30,132	47.28%
Service and Farm	13,676	21.46%



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DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	61,907	
Drove Alone	48,924	79.03%
Car Pooled	9,465	15.29%
Public Transportation	102	0.16%
Walked	835	1.35%
Bicycle	35	0.06%
Other Means	510	0.82%
Worked at Home	2,037	3.29%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	23,634	
15 - 29 Minutes	17,740	
30 - 44 Minutes	7,496	
45 - 59 Minutes	4,419	
60 or more Minutes	6,576	
2016 Est. Avg Travel Time to Work in Minutes	27.00	
2016 Est. Occupied Housing Units by Tenure	57,845	
Owner Occupied	41,217	71.25%
Renter Occupied	16,628	28.75%
2016 Owner Occ. HUs: Avg. Length of Residence	16.3	
2016 Renter Occ. HUs: Avg. Length of Residence	7.4	

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	41,217	
Value Less than \$20,000	2,769	6.72%
Value \$20,000 - \$39,999	4,564	11.07%
Value \$40,000 - \$59,999	4,967	12.05%
Value \$60,000 - \$79,999	5,206	12.63%
Value \$80,000 - \$99,999	5,343	12.96%
Value \$100,000 - \$149,999	7,052	17.11%
Value \$150,000 - \$199,999	4,353	10.56%
Value \$200,000 - \$299,999	3,348	8.12%
Value \$300,000 - \$399,999	1,509	3.66%
Value \$400,000 - \$499,999	712	1.73%
Value \$500,000 - \$749,999	795	1.93%
Value \$750,000 - \$999,999	368	0.89%
Value \$1,000,000 or more	231	0.56%
2016 Est. Median All Owner-Occupied Housing Value	\$91,614	
2016 Est. Housing Units by Units in Structure	71,110	
1 Unit Attached	766	1.08%
1 Unit Detached	47,363	66.61%
2 Units	1,334	1.88%
3 or 4 Units	2,213	3.11%
5 to 19 Units	2,466	3.47%
20 to 49 Units	458	0.64%
50 or More Units	634	0.89%
Mobile Home or Trailer	15,727	22.12%
Boat, RV, Van, etc.	148	0.21%



## SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Corsicana, Texas



DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	71,110	
Housing Units Built 2010 or later	2,545	3.58%
Housing Units Built 2000 to 2009	10,987	15.45%
Housing Units Built 1990 to 1999	11,520	16.20%
Housing Units Built 1980 to 1989	14,007	19.70%
Housing Units Built 1970 to 1979	13,327	18.74%
Housing Units Built 1960 to 1969	6,695	9.41%
Housing Units Built 1950 to 1959	4,925	6.93%
Housing Units Built 1940 to 1949	2,714	3.82%
Housing Unit Built 1939 or Earlier	4,390	6.17%
2016 Est. Median Year Structure Built	1983	



# 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 2015/2016, 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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