



TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

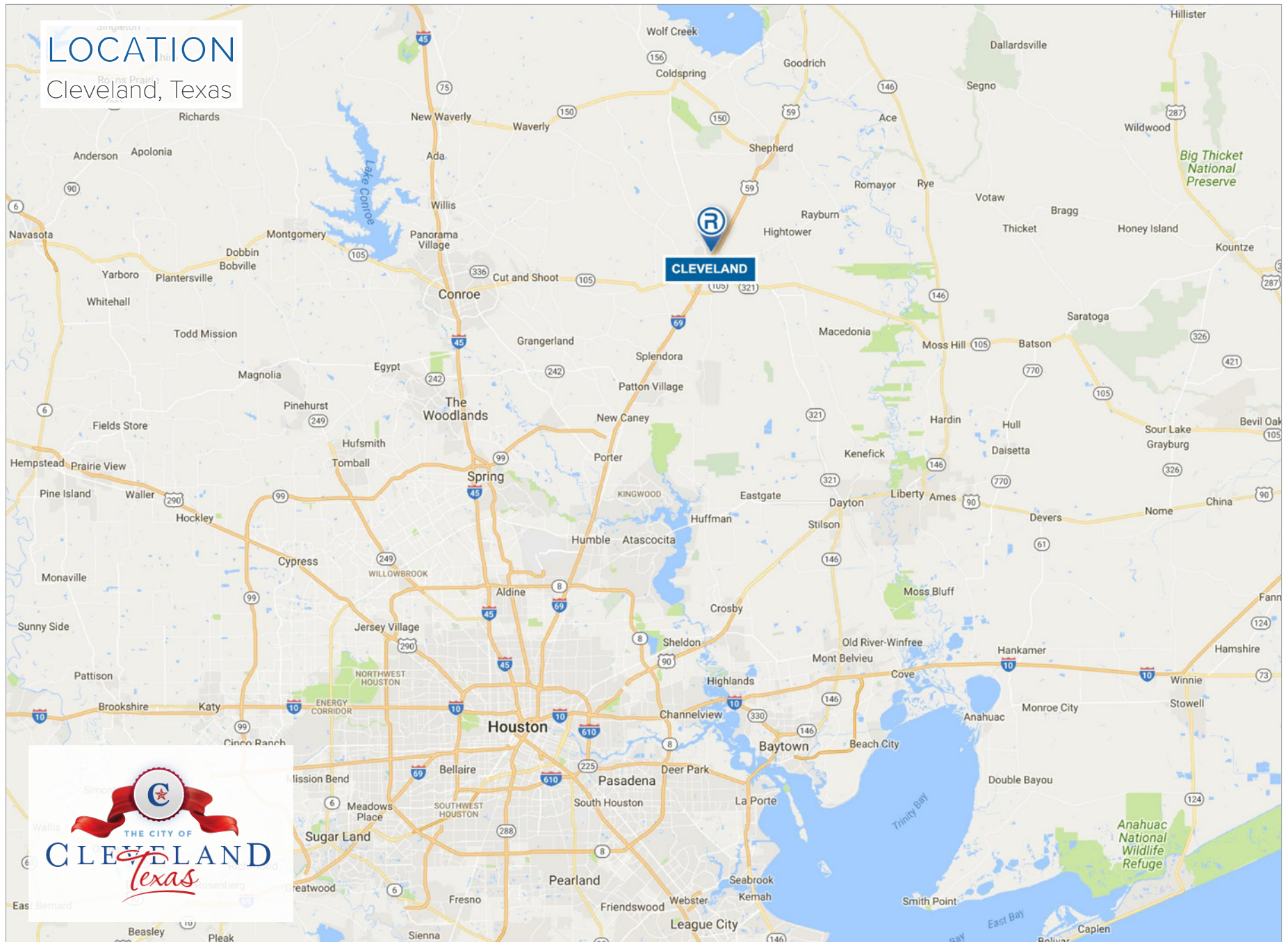
Cleveland, Texas

Prepared for
City of Cleveland
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LOCATION

Cleveland, Texas



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COMMUNITY • DEMOGRAPHIC PROFILE

Cleveland, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	8,563	
2020 Estimate	8,199	
2010 Census	7,675	
2000 Census	7,783	
Growth 2020 - 2025		4.44%
Growth 2010 - 2020		6.83%
Growth 2000 - 2010		-1.39%
2020 Est. Population by Single-Classification Race	8,199	
White Alone	4,719	57.56%
Black or African American Alone	1,708	20.83%
Amer. Indian and Alaska Native Alone	65	0.79%
Asian Alone	147	1.79%
Native Hawaiian and Other Pacific Island Alone	2	0.02%
Some Other Race Alone	1,261	15.38%
Two or More Races	297	3.62%
2020 Est. Population by Hispanic or Latino Origin	8,199	
Not Hispanic or Latino	5,290	64.52%
Hispanic or Latino	2,909	35.48%
Mexican	2,588	88.97%
Puerto Rican	22	0.76%
Cuban	7	0.24%
All Other Hispanic or Latino	292	10.04%

DESCRIPTION	DATA	%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	2,909	
White Alone	1,409	48.44%
Black or African American Alone	45	1.55%
American Indian and Alaska Native Alone	47	1.62%
Asian Alone	4	0.14%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,257	43.21%
Two or More Races	147	5.05%
2020 Est. Pop by Race, Asian Alone, by Category	147	
Chinese, except Taiwanese	0	0.00%
Filipino	24	16.33%
Japanese	0	0.00%
Asian Indian	56	38.10%
Korean	0	0.00%
Vietnamese	60	40.82%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	4	2.72%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	3	2.04%

COMMUNITY • DEMOGRAPHIC PROFILE

Cleveland, Texas

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	8,199	
Arab	3	0.04%
Czech	11	0.13%
Danish	0	0.00%
Dutch	52	0.63%
English	318	3.88%
French (except Basque)	137	1.67%
French Canadian	13	0.16%
German	438	5.34%
Greek	1	0.01%
Hungarian	6	0.07%
Irish	463	5.65%
Italian	86	1.05%
Lithuanian	0	0.00%
United States or American	792	9.66%
Norwegian	11	0.13%
Polish	40	0.49%
Portuguese	0	0.00%
Russian	6	0.07%
Scottish	79	0.96%
Scotch-Irish	52	0.63%
Slovak	0	0.00%
Subsaharan African	20	0.24%
Swedish	11	0.13%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	17	0.21%
West Indian (except Hisp. groups)	1	0.01%
Other ancestries	3,677	44.85%
Ancestry Unclassified	1,965	23.97%

DESCRIPTION	DATA	%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	5,094	67.88%
Speak Asian/Pacific Island Language at Home	4	0.05%
Speak IndoEuropean Language at Home	71	0.95%
Speak Spanish at Home	2,318	30.89%
Speak Other Language at Home	18	0.24%
2020 Est. Population by Age	8,199	
Age 0 - 4	694	8.46%
Age 5 - 9	658	8.03%
Age 10 - 14	661	8.06%
Age 15 - 17	346	4.22%
Age 18 - 20	306	3.73%
Age 21 - 24	396	4.83%
Age 25 - 34	1,264	15.42%
Age 35 - 44	1,017	12.40%
Age 45 - 54	919	11.21%
Age 55 - 64	844	10.29%
Age 65 - 74	601	7.33%
Age 75 - 84	344	4.20%
Age 85 and over	149	1.82%
Age 16 and over	6,072	74.06%
Age 18 and over	5,840	71.23%
Age 21 and over	5,534	67.50%
Age 65 and over	1,094	13.34%
2020 Est. Median Age		33.18
2020 Est. Average Age		35.80

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Cleveland, Texas

DESCRIPTION	DATA	%
2020 Est. Population by Sex	8,199	
Male	4,183	51.02%
Female	4,016	48.98%
2020 Est. Male Population by Age	4,183	
Age 0 - 4	365	8.73%
Age 5 - 9	338	8.08%
Age 10 - 14	328	7.84%
Age 15 - 17	176	4.21%
Age 18 - 20	159	3.80%
Age 21 - 24	218	5.21%
Age 25 - 34	733	17.52%
Age 35 - 44	557	13.32%
Age 45 - 54	477	11.40%
Age 55 - 64	413	9.87%
Age 65 - 74	256	6.12%
Age 75 - 84	124	2.96%
Age 85 and over	39	0.93%
2020 Est. Median Age, Male		31.90
2020 Est. Average Age, Male		34.10

DESCRIPTION	DATA	%
2020 Est. Female Population by Age	4,016	
Age 0 - 4	329	8.19%
Age 5 - 9	320	7.97%
Age 10 - 14	333	8.29%
Age 15 - 17	170	4.23%
Age 18 - 20	147	3.66%
Age 21 - 24	178	4.43%
Age 25 - 34	531	13.22%
Age 35 - 44	460	11.45%
Age 45 - 54	442	11.01%
Age 55 - 64	431	10.73%
Age 65 - 74	345	8.59%
Age 75 - 84	220	5.48%
Age 85 and over	110	2.74%
2020 Est. Median Age, Female		35.00
2020 Est. Average Age, Female		37.60
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,489	40.24%
Males, Never Married	1,272	20.56%
Females, Never Married	1,217	19.67%
Married, Spouse present	1,826	29.52%
Married, Spouse absent	616	9.96%
Widowed	445	7.19%
Males Widowed	79	1.28%
Females Widowed	366	5.92%
Divorced	810	13.09%
Males Divorced	375	6.06%
Females Divorced	435	7.03%

COMMUNITY • DEMOGRAPHIC PROFILE

Cleveland, Texas

DESCRIPTION	DATA	%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	684	13.3%
Some High School, no diploma	771	15.0%
High School Graduate (or GED)	2,055	40.0%
Some College, no degree	1,140	22.2%
Associate Degree	211	4.1%
Bachelor's Degree	237	4.6%
Master's Degree	35	0.7%
Professional School Degree	5	0.1%
Doctorate Degree	0	0.0%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	778	52.46%
High School Graduate	468	31.56%
Some College or Associate's Degree	202	13.62%
Bachelor's Degree or Higher	35	2.36%
Households		
2025 Projection	3,012	
2020 Estimate	2,864	
2010 Census	2,639	
2000 Census	2,712	
Growth 2020 - 2025		5.17%
Growth 2010 - 2020		8.53%
Growth 2000 - 2010		-2.69%

DESCRIPTION	DATA	%
2020 Est. Households by Household Type	2,864	
Family Households	1,877	65.54%
Nonfamily Households	987	34.46%
2020 Est. Group Quarters Population	600	
2020 Households by Ethnicity, Hispanic/Latino	711	
2020 Est. Households by Household Income	2,864	
Income < \$15,000	413	14.42%
Income \$15,000 - \$24,999	480	16.76%
Income \$25,000 - \$34,999	390	13.62%
Income \$35,000 - \$49,999	620	21.65%
Income \$50,000 - \$74,999	418	14.60%
Income \$75,000 - \$99,999	216	7.54%
Income \$100,000 - \$124,999	187	6.53%
Income \$125,000 - \$149,999	72	2.51%
Income \$150,000 - \$199,999	26	0.91%
Income \$200,000 - \$249,999	12	0.42%
Income \$250,000 - \$499,999	22	0.77%
Income \$500,000+	8	0.28%
2020 Est. Average Household Income		\$51,097
2020 Est. Median Household Income		\$38,463

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DESCRIPTION	DATA	%
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$39,632
Black or African American Alone		\$30,530
American Indian and Alaska Native Alone		\$44,625
Asian Alone		\$13,880
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$48,435
Two or More Races		\$32,759
Hispanic or Latino		\$40,124
Not Hispanic or Latino		\$37,825
2020 Est. Family HH Type by Presence of Own Child.	1,877	
Married-Couple Family, own children	566	30.16%
Married-Couple Family, no own children	587	31.27%
Male Householder, own children	85	4.53%
Male Householder, no own children	99	5.27%
Female Householder, own children	281	14.97%
Female Householder, no own children	259	13.80%
2020 Est. Households by Household Size	2,864	
1-person	864	30.17%
2-person	752	26.26%
3-person	466	16.27%
4-person	384	13.41%
5-person	228	7.96%
6-person	98	3.42%
7-or-more-person	72	2.51%
2020 Est. Average Household Size		2.65

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	2,864	
Households with 1 or More People under Age 18:	1,124	39.25%
Married-Couple Family	635	56.50%
Other Family, Male Householder	106	9.43%
Other Family, Female Householder	367	32.65%
Nonfamily, Male Householder	10	0.89%
Nonfamily, Female Householder	6	0.53%
Households with No People under Age 18:	1,740	60.75%
Married-Couple Family	519	29.83%
Other Family, Male Householder	75	4.31%
Other Family, Female Householder	175	10.06%
Nonfamily, Male Householder	401	23.05%
Nonfamily, Female Householder	570	32.76%
2020 Est. Households by Number of Vehicles	2,864	
No Vehicles	450	15.71%
1 Vehicle	1,266	44.20%
2 Vehicles	686	23.95%
3 Vehicles	320	11.17%
4 Vehicles	103	3.60%
5 or more Vehicles	39	1.36%
2020 Est. Average Number of Vehicles		1.5

COMMUNITY • DEMOGRAPHIC PROFILE

Cleveland, Texas

DESCRIPTION	DATA	%
Family Households		
2025 Projection	1,974	
2020 Estimate	1,877	
2010 Census	1,722	
2000 Census	1,820	
Growth 2020 - 2025		5.17%
Growth 2010 - 2020		9.00%
Growth 2000 - 2010		-5.39%
2020 Est. Families by Poverty Status	1,877	
2020 Families at or Above Poverty	1,505	80.18%
2020 Families at or Above Poverty with Children	765	40.76%
2020 Families Below Poverty	372	19.82%
2020 Families Below Poverty with Children	297	15.82%
2020 Est. Pop 16+ by Employment Status	6,072	
Civilian Labor Force, Employed	2,839	46.76%
Civilian Labor Force, Unemployed	246	4.05%
Armed Forces	0	0.00%
Not in Labor Force	2,987	49.19%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	2,956	
For-Profit Private Workers	2,095	70.87%
Non-Profit Private Workers	116	3.92%
Local Government Workers	34	1.15%
State Government Workers	270	9.13%
Federal Government Workers	243	8.22%
Self-Employed Workers	197	6.66%
Unpaid Family Workers	1	0.03%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Occupation	2,956	
Architect/Engineer	11	0.37%
Arts/Entertainment/Sports	17	0.58%
Building Grounds Maintenance	156	5.28%
Business/Financial Operations	27	0.91%
Community/Social Services	26	0.88%
Computer/Mathematical	1	0.03%
Construction/Extraction	255	8.63%
Education/Training/Library	195	6.60%
Farming/Fishing/Forestry	62	2.10%
Food Prep/Serving	193	6.53%
Health Practitioner/Technician	92	3.11%
Healthcare Support	218	7.38%
Maintenance Repair	110	3.72%
Legal	2	0.07%
Life/Physical/Social Science	0	0.00%
Management	138	4.67%
Office/Admin. Support	407	13.77%
Production	191	6.46%
Protective Services	175	5.92%
Sales/Related	209	7.07%
Personal Care/Service	92	3.11%
Transportation/Moving	379	12.82%
2020 Est. Pop 16+ by Occupation Classification	2,956	
White Collar	1,125	38.06%
Blue Collar	935	31.63%
Service and Farm	896	30.31%

COMMUNITY • DEMOGRAPHIC PROFILE

Cleveland, Texas

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Transp. to Work	2,920	
Drove Alone	2,534	86.78%
Car Pooled	207	7.09%
Public Transportation	13	0.45%
Walked	84	2.88%
Bicycle	24	0.82%
Other Means	22	0.75%
Worked at Home	36	1.23%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	915	
15 - 29 Minutes	312	
30 - 44 Minutes	651	
45 - 59 Minutes	247	
60 or more Minutes	751	
2020 Est. Avg Travel Time to Work in Minutes		39
2020 Est. Occupied Housing Units by Tenure	2,864	
Owner Occupied	1,515	52.90%
Renter Occupied	1,349	47.10%
2020 Owner Occ. HUs: Avg. Length of Residence		15.1
2020 Renter Occ. HUs: Avg. Length of Residence		6.3

DESCRIPTION	DATA	%
2020 Est. Owner-Occupied Housing Units by Value	2,864	
Value Less than \$20,000	111	7.33%
Value \$20,000 - \$39,999	70	4.62%
Value \$40,000 - \$59,999	164	10.83%
Value \$60,000 - \$79,999	273	18.02%
Value \$80,000 - \$99,999	318	20.99%
Value \$100,000 - \$149,999	314	20.73%
Value \$150,000 - \$199,999	111	7.33%
Value \$200,000 - \$299,999	101	6.67%
Value \$300,000 - \$399,999	26	1.72%
Value \$400,000 - \$499,999	6	0.40%
Value \$500,000 - \$749,999	17	1.12%
Value \$750,000 - \$999,999	4	0.26%
Value \$1,000,000 or \$1,499,999	0	0.00%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2020 Est. Median All Owner-Occupied Housing Value		\$88,586
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	1,718	53.35%
1 Unit Attached	11	0.34%
2 Units	360	11.18%
3 or 4 Units	152	4.72%
5 to 19 Units	363	11.27%
20 to 49 Units	32	0.99%
50 or More Units	100	3.11%
Mobile Home or Trailer	479	14.88%
Boat, RV, Van, etc.	5	0.16%

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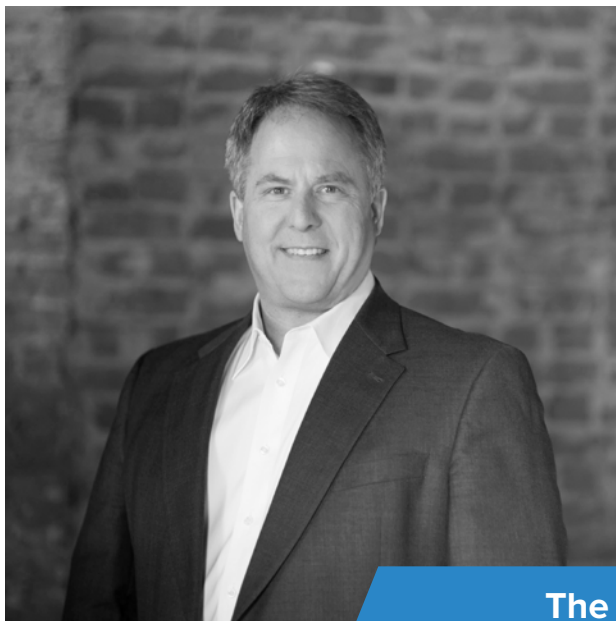
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DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	176	5.47%
Housing Units Built 2010 to 2014	82	2.55%
Housing Units Built 2000 to 2009	426	13.23%
Housing Units Built 1990 to 1999	546	16.96%
Housing Units Built 1980 to 1989	633	19.66%
Housing Units Built 1970 to 1979	628	19.50%
Housing Units Built 1960 to 1969	267	8.29%
Housing Units Built 1950 to 1959	195	6.06%
Housing Units Built 1940 to 1949	69	2.14%
Housing Unit Built 1939 or Earlier	198	6.15%
2020 Est. Median Year Structure Built		1984

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, Environics Analytics, ESRI, 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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