



TheRetailCoach®

# RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Cleveland, Texas

Prepared for  
City of Cleveland  
February 2020





# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Cleveland, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	121,359	
2020 Estimate	112,585	
2010 Census	92,407	
2000 Census	80,078	
Growth 2020 - 2025		7.79%
Growth 2010 - 2020		21.84%
Growth 2000 - 2010		15.40%
<b>2020 Est. Population by Single-Classification Race</b>	112,585	
White Alone	89,282	79.30%
Black or African American Alone	5,020	4.46%
Amer. Indian and Alaska Native Alone	1,094	0.97%
Asian Alone	701	0.62%
Native Hawaiian and Other Pacific Island Alone	38	0.03%
Some Other Race Alone	13,739	12.20%
Two or More Races	2,711	2.41%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	112,585	
Not Hispanic or Latino	79,634	70.73%
Hispanic or Latino	32,951	29.27%
Mexican	28,191	85.55%
Puerto Rican	363	1.10%
Cuban	170	0.52%
All Other Hispanic or Latino	4,227	12.83%

DESCRIPTION	DATA	%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	32,951	
White Alone	17,060	51.77%
Black or African American Alone	282	0.86%
American Indian and Alaska Native Alone	617	1.87%
Asian Alone	34	0.10%
Native Hawaiian and Other Pacific Islander Alone	10	0.03%
Some Other Race Alone	13,637	41.39%
Two or More Races	1,311	3.98%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	701	
Chinese, except Taiwanese	210	29.96%
Filipino	104	14.84%
Japanese	7	1.00%
Asian Indian	100	14.27%
Korean	94	13.41%
Vietnamese	137	19.54%
Cambodian	3	0.43%
Hmong	0	0.00%
Laotian	5	0.71%
Thai	9	1.28%
All Other Asian Races Including 2+ Category	31	4.42%

# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Cleveland, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	112,585	
Arab	98	0.09%
Czech	252	0.22%
Danish	86	0.08%
Dutch	956	0.85%
English	6,125	5.44%
French (except Basque)	3,144	2.79%
French Canadian	430	0.38%
German	9,328	8.29%
Greek	61	0.05%
Hungarian	68	0.06%
Irish	8,996	7.99%
Italian	1,649	1.47%
Lithuanian	20	0.02%
United States or American	14,245	12.65%
Norwegian	277	0.25%
Polish	1,204	1.07%
Portuguese	62	0.06%
Russian	111	0.10%
Scottish	1,084	0.96%
Scotch-Irish	1,589	1.41%
Slovak	28	0.03%
Subsaharan African	61	0.05%
Swedish	170	0.15%
Swiss	42	0.04%
Ukrainian	64	0.06%
Welsh	107	0.10%
West Indian (except Hisp. groups)	52	0.05%
Other ancestries	32,828	29.16%
Ancestry Unclassified	29,449	26.16%

DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	78,231	74.87%
Speak Asian/Pacific Island Language at Home	540	0.52%
Speak IndoEuropean Language at Home	1,070	1.02%
Speak Spanish at Home	24,522	23.47%
Speak Other Language at Home	121	0.12%
<b>2020 Est. Population by Age</b>	112,585	
Age 0 - 4	8,102	7.20%
Age 5 - 9	8,238	7.32%
Age 10 - 14	8,430	7.49%
Age 15 - 17	5,109	4.54%
Age 18 - 20	4,529	4.02%
Age 21 - 24	5,831	5.18%
Age 25 - 34	14,255	12.66%
Age 35 - 44	13,545	12.03%
Age 45 - 54	14,199	12.61%
Age 55 - 64	14,025	12.46%
Age 65 - 74	10,147	9.01%
Age 75 - 84	4,771	4.24%
Age 85 and over	1,404	1.25%
Age 16 and over	86,138	76.51%
Age 18 and over	82,706	73.46%
Age 21 and over	78,177	69.44%
Age 65 and over	16,322	14.50%
<b>2020 Est. Median Age</b>		36.32
<b>2020 Est. Average Age</b>		37.53



# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Cleveland, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Population by Sex</b>	112,585	
Male	56,326	50.03%
Female	56,259	49.97%
<b>2020 Est. Male Population by Age</b>	56,326	
Age 0 - 4	4,151	7.37%
Age 5 - 9	4,233	7.52%
Age 10 - 14	4,279	7.60%
Age 15 - 17	2,583	4.59%
Age 18 - 20	2,327	4.13%
Age 21 - 24	3,006	5.34%
Age 25 - 34	7,186	12.76%
Age 35 - 44	6,702	11.90%
Age 45 - 54	7,114	12.63%
Age 55 - 64	7,081	12.57%
Age 65 - 74	4,920	8.74%
Age 75 - 84	2,190	3.89%
Age 85 and over	555	0.99%
2020 Est. Median Age, Male		35.59
2020 Est. Average Age, Male		36.97

DESCRIPTION	DATA	%
<b>2020 Est. Female Population by Age</b>	56,259	
Age 0 - 4	3,951	7.02%
Age 5 - 9	4,005	7.12%
Age 10 - 14	4,151	7.38%
Age 15 - 17	2,526	4.49%
Age 18 - 20	2,202	3.91%
Age 21 - 24	2,825	5.02%
Age 25 - 34	7,069	12.57%
Age 35 - 44	6,842	12.16%
Age 45 - 54	7,085	12.59%
Age 55 - 64	6,944	12.34%
Age 65 - 74	5,227	9.29%
Age 75 - 84	2,581	4.59%
Age 85 and over	849	1.51%
2020 Est. Median Age, Female		37.04
2020 Est. Average Age, Female		38.09
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	25,191	28.69%
Males, Never Married	13,513	15.39%
Females, Never Married	11,679	13.30%
Married, Spouse present	40,492	46.11%
Married, Spouse absent	6,342	7.22%
Widowed	5,350	6.09%
Males Widowed	1,433	1.63%
Females Widowed	3,917	4.46%
Divorced	10,439	11.89%
Males Divorced	4,333	4.93%
Females Divorced	6,106	6.95%

# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Cleveland, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	7,380	10.2%
Some High School, no diploma	10,533	14.6%
High School Graduate (or GED)	28,801	39.8%
Some College, no degree	16,169	22.4%
Associate Degree	3,397	4.7%
Bachelor's Degree	4,918	6.8%
Master's Degree	853	1.2%
Professional School Degree	206	0.3%
Doctorate Degree	90	0.1%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	9,243	56.27%
High School Graduate	4,238	25.80%
Some College or Associate's Degree	2,296	13.98%
Bachelor's Degree or Higher	650	3.96%
<b>Households</b>		
2025 Projection	41,856	
2020 Estimate	38,729	
2010 Census	31,669	
2000 Census	27,671	
Growth 2020 - 2025		8.07%
Growth 2010 - 2020		22.29%
Growth 2000 - 2010		14.45%

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Type</b>	38,729	
Family Households	29,152	75.27%
Nonfamily Households	9,576	24.73%
2020 Est. Group Quarters Population	754	
2020 Households by Ethnicity, Hispanic/Latino	8,150	
<b>2020 Est. Households by Household Income</b>	38,729	
Income < \$15,000	4,786	12.36%
Income \$15,000 - \$24,999	4,791	12.37%
Income \$25,000 - \$34,999	4,497	11.61%
Income \$35,000 - \$49,999	5,194	13.41%
Income \$50,000 - \$74,999	7,165	18.50%
Income \$75,000 - \$99,999	4,648	12.00%
Income \$100,000 - \$124,999	3,061	7.90%
Income \$125,000 - \$149,999	1,863	4.81%
Income \$150,000 - \$199,999	1,374	3.55%
Income \$200,000 - \$249,999	600	1.55%
Income \$250,000 - \$499,999	558	1.44%
Income \$500,000+	191	0.49%
<b>2020 Est. Average Household Income</b>		\$67,566
<b>2020 Est. Median Household Income</b>		\$50,293

# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Cleveland, Texas

DESCRIPTION	DATA	%
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$52,424
Black or African American Alone		\$35,336
American Indian and Alaska Native Alone		\$70,609
Asian Alone		\$42,831
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$44,901
Two or More Races		\$55,924
Hispanic or Latino		\$38,996
Not Hispanic or Latino		\$54,536
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	29,152	
Married-Couple Family, own children	9,274	31.81%
Married-Couple Family, no own children	12,483	42.82%
Male Householder, own children	1,250	4.29%
Male Householder, no own children	1,216	4.17%
Female Householder, own children	2,585	8.87%
Female Householder, no own children	2,344	8.04%
<b>2020 Est. Households by Household Size</b>	38,729	
1-person	8,020	20.71%
2-person	12,038	31.08%
3-person	6,619	17.09%
4-person	5,636	14.55%
5-person	3,515	9.08%
6-person	1,664	4.30%
7-or-more-person	1,237	3.19%
<b>2020 Est. Average Household Size</b>		2.89

DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	38,729	
Households with 1 or More People under Age 18:	15,706	40.55%
Married-Couple Family	10,604	67.52%
Other Family, Male Householder	1,550	9.87%
Other Family, Female Householder	3,373	21.48%
Nonfamily, Male Householder	133	0.85%
Nonfamily, Female Householder	48	0.31%
<b>Households with No People under Age 18:</b>	23,022	59.44%
Married-Couple Family	11,155	48.45%
Other Family, Male Householder	916	3.98%
Other Family, Female Householder	1,561	6.78%
Nonfamily, Male Householder	4,951	21.51%
Nonfamily, Female Householder	4,439	19.28%
<b>2020 Est. Households by Number of Vehicles</b>	38,729	
No Vehicles	1,852	4.78%
1 Vehicle	12,296	31.75%
2 Vehicles	14,827	38.28%
3 Vehicles	6,492	16.76%
4 Vehicles	2,263	5.84%
5 or more Vehicles	999	2.58%
<b>2020 Est. Average Number of Vehicles</b>		1.97

# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Cleveland, Texas

DESCRIPTION	DATA	%
<b>Family Households</b>		
2025 Projection	31,540	
2020 Estimate	29,152	
2010 Census	23,739	
2000 Census	21,327	
Growth 2020 - 2025		8.19%
Growth 2010 - 2020		22.80%
Growth 2000 - 2010		11.31%
<b>2020 Est. Families by Poverty Status</b>	29,152	
2020 Families at or Above Poverty	24,952	85.59%
2020 Families at or Above Poverty with Children	11,961	41.03%
2020 Families Below Poverty	4,200	14.41%
2020 Families Below Poverty with Children	3,311	11.36%
<b>2020 Est. Pop 16+ by Employment Status</b>	86,138	
Civilian Labor Force, Employed	44,029	51.11%
Civilian Labor Force, Unemployed	3,714	4.31%
Armed Forces	2	0.00%
Not in Labor Force	38,393	44.57%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	43,432	
For-Profit Private Workers	32,063	73.82%
Non-Profit Private Workers	1,899	4.37%
Local Government Workers	436	1.00%
State Government Workers	1,661	3.82%
Federal Government Workers	2,776	6.39%
Self-Employed Workers	4,576	10.54%
Unpaid Family Workers	19	0.04%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	43,432	
Architect/Engineer	296	0.68%
Arts/Entertainment/Sports	396	0.91%
Building Grounds Maintenance	1,723	3.97%
Business/Financial Operations	1,029	2.37%
Community/Social Services	359	0.83%
Computer/Mathematical	357	0.82%
Construction/Extraction	6,037	13.90%
Education/Training/Library	1,833	4.22%
Farming/Fishing/Forestry	530	1.22%
Food Prep/Serving	2,035	4.69%
Health Practitioner/Technician	1,673	3.85%
Healthcare Support	815	1.88%
Maintenance Repair	2,674	6.16%
Legal	128	0.30%
Life/Physical/Social Science	52	0.12%
Management	3,085	7.10%
Office/Admin. Support	5,911	13.61%
Production	3,312	7.63%
Protective Services	1,540	3.55%
Sales/Related	4,115	9.48%
Personal Care/Service	1,421	3.27%
Transportation/Moving	4,109	9.46%
<b>2020 Est. Pop 16+ by Occupation Classification</b>	43,432	
White Collar	19,236	44.29%
Blue Collar	16,132	37.14%
Service and Farm	8,064	18.57%



# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Cleveland, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	42,365	
Drove Alone	35,871	84.67%
Car Pooled	4,114	9.71%
Public Transportation	144	0.34%
Walked	251	0.59%
Bicycle	142	0.34%
Other Means	645	1.52%
Worked at Home	1,199	2.83%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	6,330	
15 - 29 Minutes	8,444	
30 - 44 Minutes	10,779	
45 - 59 Minutes	5,701	
60 or more Minutes	9,951	
2020 Est. Avg Travel Time to Work in Minutes		42
<b>2020 Est. Occupied Housing Units by Tenure</b>	38,729	
Owner Occupied	30,752	79.40%
Renter Occupied	7,976	20.59%
<b>2020 Owner Occ. HUs: Avg. Length of Residence</b>		13.46
<b>2020 Renter Occ. HUs: Avg. Length of Residence</b>		6.21

DESCRIPTION	DATA	%
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	38,729	
Value Less than \$20,000	1,442	4.69%
Value \$20,000 - \$39,999	2,638	8.58%
Value \$40,000 - \$59,999	2,544	8.27%
Value \$60,000 - \$79,999	3,465	11.27%
Value \$80,000 - \$99,999	3,766	12.25%
Value \$100,000 - \$149,999	5,335	17.35%
Value \$150,000 - \$199,999	3,457	11.24%
Value \$200,000 - \$299,999	3,745	12.18%
Value \$300,000 - \$399,999	2,043	6.64%
Value \$400,000 - \$499,999	911	2.96%
Value \$500,000 - \$749,999	924	3.01%
Value \$750,000 - \$999,999	319	1.04%
Value \$1,000,000 or \$1,499,999	65	0.21%
Value \$1,500,000 or \$1,999,999	38	0.12%
Value \$2,000,000+	60	0.20%
<b>2020 Est. Median All Owner-Occupied Housing Value</b>		\$110,914
<b>2020 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	26,672	60.50%
1 Unit Attached	212	0.48%
2 Units	397	0.90%
3 or 4 Units	327	0.74%
5 to 19 Units	534	1.21%
20 to 49 Units	56	0.13%
50 or More Units	170	0.39%
Mobile Home or Trailer	15,353	34.82%
Boat, RV, Van, etc.	365	0.83%

# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Cleveland, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	6,516	14.78%
Housing Units Built 2010 to 2014	1,520	3.45%
Housing Units Built 2000 to 2009	8,284	18.79%
Housing Units Built 1990 to 1999	8,627	19.57%
Housing Units Built 1980 to 1989	6,217	14.10%
Housing Units Built 1970 to 1979	7,272	16.50%
Housing Units Built 1960 to 1969	2,555	5.80%
Housing Units Built 1950 to 1959	1,653	3.75%
Housing Units Built 1940 to 1949	648	1.47%
Housing Unit Built 1939 or Earlier	796	1.81%
<b>2020 Est. Median Year Structure Built</b>		1994

# 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.