



The **Retail**Coach.®

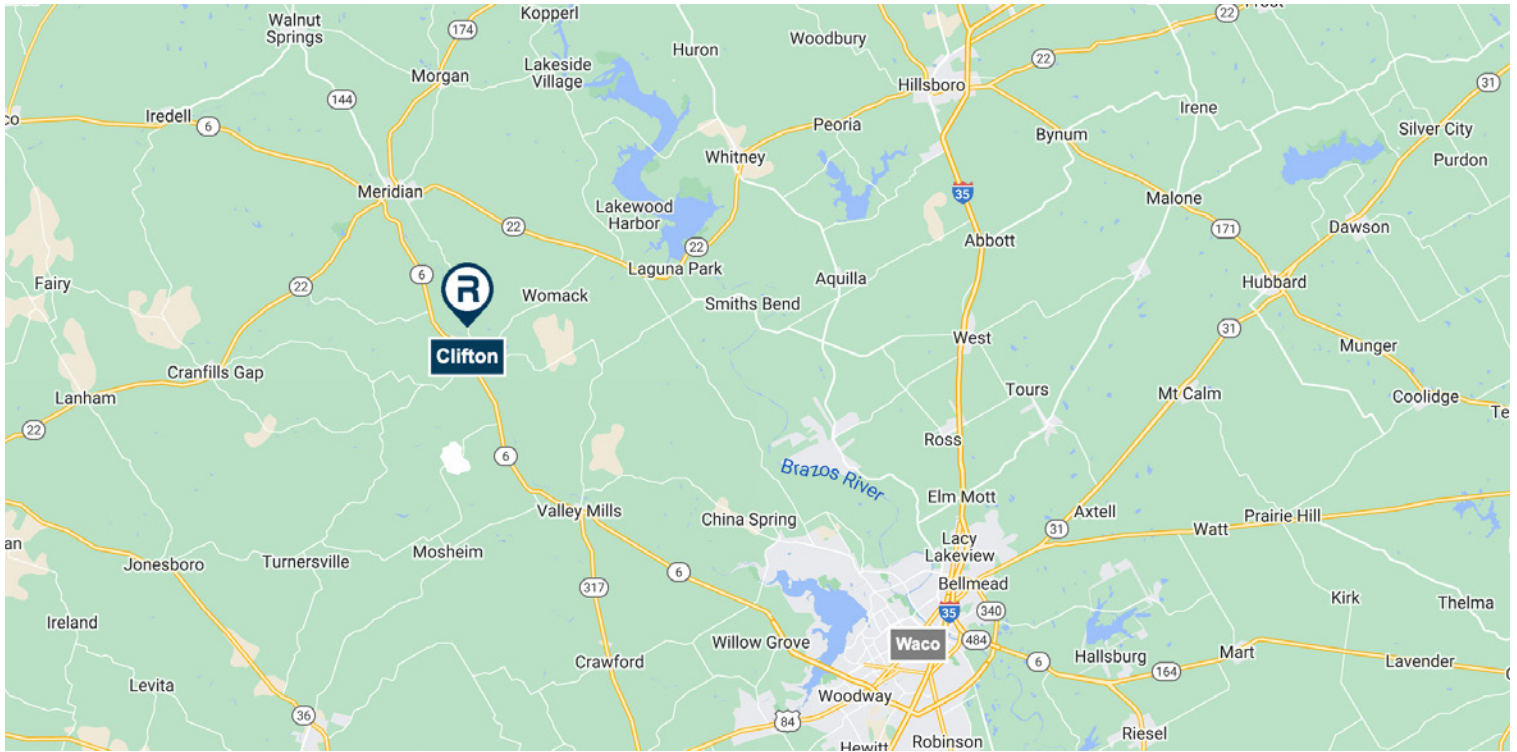
Community Demographic Profile

CLIFTON, TEXAS

Prepared for Clifton Economic Development Corporation
September 2022

Community • Demographic Snapshot

Clifton, Texas



Population

2010	3,442
2022	3,473
2027	3,530

Educational Attainment (%)

Graduate or Professional Degree	6.41%
Bachelors Degree	17.58%
Associate Degree	10.56%
Some College	23.38%
High School Graduate (GED)	29.70%
Some High School, No Degree	6.06%
Less than 9th Grade	6.32%

Income

Average HH	\$80,429
Median HH	\$62,199
Per Capita	\$32,842

Age

0 - 9 Years	11.81%
10 - 17 Years	10.57%
18 - 24 Years	8.04%
25 - 34 Years	10.30%
35 - 44 Years	10.87%
45 - 54 Years	11.12%
55 - 64 Years	11.87%
65 and Older	25.42%
Median Age	43.55
Average Age	43.70

Race Distribution (%)

White	71.78%
Black/African American	4.79%
American Indian/Alaskan	0.63%
Asian	1.51%
Native Hawaiian/Islander	0.00%
Other Race	17.26%
Two or More Races	4.04%
Hispanic	33.62%



CLIFTON
TEXAS

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Community • Demographic Profile

Clifton, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	3,530	
2022 Estimate	3,473	
2010 Census	3,442	
2000 Census	3,471	
Growth 2022 - 2027		1.64%
Growth 2010 - 2022		0.90%
Growth 2000 - 2010		-0.84%
2022 Est. Population by Single-Classification Race	3,473	
White Alone	2,493	71.78%
Black or African American Alone	166	4.79%
Amer. Indian and Alaska Native Alone	22	0.63%
Asian Alone	52	1.51%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	599	17.26%
Two or More Races	140	4.04%
2022 Est. Population by Hispanic or Latino Origin	3,473	
Not Hispanic or Latino	2,306	66.39%
Hispanic or Latino	1,167	33.62%
Mexican	1,117	95.70%
Puerto Rican	6	0.54%
Cuban	1	0.09%
All Other Hispanic or Latino	43	3.67%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	1,167	
White Alone	468	40.05%
Black or African American Alone	17	1.43%
American Indian and Alaska Native Alone	13	1.08%
Asian Alone	3	0.27%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	599	51.34%
Two or More Races	68	5.82%
2022 Est. Pop by Race, Asian Alone, by Category	52	
Chinese, except Taiwanese	0	0.00%
Filipino	27	52.00%
Japanese	0	0.00%
Asian Indian	17	32.00%
Korean	1	2.00%
Vietnamese	4	8.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	2	4.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	1	2.00%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	3,473	
Arab	126	3.61%
Czech	11	0.33%
Danish	9	0.27%
Dutch	25	0.72%
English	158	4.55%
French (except Basque)	11	0.33%
French Canadian	1	0.03%
German	657	18.92%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	427	12.29%
Italian	53	1.54%
Lithuanian	1	0.03%
United States or American	88	2.53%
Norwegian	142	4.10%
Polish	4	0.12%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	31	0.90%
Scotch-Irish	43	1.24%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	11	0.33%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	15	0.42%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,009	29.07%
Ancestry Unclassified	649	18.68%
2022 Est. Pop Age 5+ by Language Spoken At Home	3,274	
Speak Only English at Home	2,753	84.09%
Speak Asian/Pacific Island Language at Home	29	0.90%
Speak IndoEuropean Language at Home	35	1.05%
Speak Spanish at Home	457	13.96%
Speak Other Language at Home	0	0.00%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	3,473	
Age 0 - 4	199	5.72%
Age 5 - 9	211	6.08%
Age 10 - 14	230	6.63%
Age 15 - 17	137	3.95%
Age 18 - 20	121	3.49%
Age 21 - 24	158	4.55%
Age 25 - 34	358	10.30%
Age 35 - 44	378	10.87%
Age 45 - 54	386	11.12%
Age 55 - 64	412	11.87%
Age 65 - 74	364	10.48%
Age 75 - 84	313	9.01%
Age 85 and over	206	5.93%
Age 16 and over	2,786	80.21%
Age 18 and over	2,696	77.62%
Age 21 and over	2,574	74.13%
Age 65 and over	883	25.42%
2022 Est. Median Age		43.55
2022 Est. Average Age		43.70
2022 Est. Population by Sex	3,473	
Male	1,611	46.39%
Female	1,862	53.62%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	1,611	
Age 0 - 4	103	6.36%
Age 5 - 9	112	6.95%
Age 10 - 14	114	7.08%
Age 15 - 17	66	4.09%
Age 18 - 20	61	3.77%
Age 21 - 24	84	5.20%
Age 25 - 34	174	10.78%
Age 35 - 44	176	10.91%
Age 45 - 54	183	11.36%
Age 55 - 64	191	11.88%
Age 65 - 74	169	10.52%
Age 75 - 84	113	7.01%
Age 85 and over	66	4.09%
2022 Est. Median Age, Male		40.33
2022 Est. Average Age, Male		41.20
2022 Est. Female Population by Age	1,862	
Age 0 - 4	96	5.17%
Age 5 - 9	99	5.34%
Age 10 - 14	116	6.24%
Age 15 - 17	71	3.82%
Age 18 - 20	61	3.26%
Age 21 - 24	74	3.99%
Age 25 - 34	184	9.89%
Age 35 - 44	202	10.84%
Age 45 - 54	203	10.90%
Age 55 - 64	221	11.85%
Age 65 - 74	195	10.45%
Age 75 - 84	200	10.73%
Age 85 and over	140	7.53%
2022 Est. Median Age, Female		46.36
2022 Est. Average Age, Female		46.00

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	572	20.20%
Males, Never Married	326	11.52%
Females, Never Married	246	8.68%
Married, Spouse present	1,434	50.63%
Married, Spouse absent	115	4.06%
Widowed	421	14.85%
Males Widowed	84	2.95%
Females Widowed	337	11.89%
Divorced	291	10.27%
Males Divorced	152	5.36%
Females Divorced	139	4.91%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	153	6.3%
Some High School, no diploma	146	6.1%
High School Graduate (or GED)	718	29.7%
Some College, no degree	565	23.4%
Associate Degree	255	10.6%
Bachelor's Degree	425	17.6%
Master's Degree	80	3.3%
Professional School Degree	39	1.6%
Doctorate Degree	37	1.5%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	181	22.30%
High School Graduate	209	25.73%
Some College or Associate's Degree	330	40.65%
Bachelor's Degree or Higher	92	11.32%
Households		
2027 Projection	1,352	
2022 Estimate	1,332	
2010 Census	1,319	
2000 Census	1,258	
Growth 2022 - 2027		1.50%
Growth 2010 - 2022		0.99%
Growth 2000 - 2010		4.85%
2022 Est. Households by Household Type	1,332	
Family Households	849	63.72%
Nonfamily Households	483	36.28%
2022 Est. Group Quarters Population	211	
2022 Households by Ethnicity, Hispanic/Latino	294	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	1,332	
Income < \$15,000	91	6.82%
Income \$15,000 - \$24,999	95	7.13%
Income \$25,000 - \$34,999	154	11.55%
Income \$35,000 - \$49,999	199	14.96%
Income \$50,000 - \$74,999	236	17.75%
Income \$75,000 - \$99,999	166	12.48%
Income \$100,000 - \$124,999	133	10.00%
Income \$125,000 - \$149,999	132	9.92%
Income \$150,000 - \$199,999	68	5.12%
Income \$200,000 - \$249,999	30	2.25%
Income \$250,000 - \$499,999	22	1.63%
Income \$500,000+	5	0.39%
2022 Est. Average Household Income		\$80,429
2022 Est. Median Household Income		\$62,199
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$69,688
Black or African American Alone		\$45,217
American Indian and Alaska Native Alone		\$100,000
Asian Alone		\$39,926
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$37,378
Two or More Races		\$44,842
Hispanic or Latino		\$51,487
Not Hispanic or Latino		\$65,369
2022 Est. Family HH Type by Presence of Own Child.	849	
Married-Couple Family, own children	257	30.29%
Married-Couple Family, no own children	379	44.65%
Male Householder, own children	21	2.43%
Male Householder, no own children	24	2.80%
Female Householder, own children	105	12.41%
Female Householder, no own children	63	7.42%
2022 Est. Households by Household Size	1,332	
1-person	455	34.19%
2-person	412	30.93%
3-person	177	13.26%
4-person	148	11.09%
5-person	81	6.05%
6-person	36	2.71%
7-or-more-person	24	1.78%
2022 Est. Average Household Size		2.41

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	1,332	
Households with 1 or More People under Age 18:	432	32.40%
Married-Couple Family	870	65.31%
Other Family, Male Householder	76	5.74%
Other Family, Female Householder	379	28.47%
Nonfamily, Male Householder	6	0.48%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	900	67.60%
Married-Couple Family	519	38.99%
Other Family, Male Householder	31	2.29%
Other Family, Female Householder	69	5.16%
Nonfamily, Male Householder	266	19.95%
Nonfamily, Female Householder	448	33.60%
2022 Est. Households by Number of Vehicles	1,332	
No Vehicles	78	5.89%
1 Vehicle	373	27.99%
2 Vehicles	522	39.23%
3 Vehicles	253	18.99%
4 Vehicles	99	7.44%
5 or more Vehicles	6	0.47%
2022 Est. Average Number of Vehicles		2
Family Households		
2027 Projection	858	
2022 Estimate	849	
2010 Census	843	
2000 Census	847	
Growth 2022 - 2027		1.09%
Growth 2010 - 2022		0.68%
Growth 2000 - 2010		-0.47%
2022 Est. Families by Poverty Status	849	
2022 Families at or Above Poverty	706	83.21%
2022 Families at or Above Poverty with Children	204	24.09%
2022 Families Below Poverty	142	16.79%
2022 Families Below Poverty with Children	123	14.48%
2022 Est. Pop 16+ by Employment Status	2,786	
Civilian Labor Force, Employed	1,486	53.36%
Civilian Labor Force, Unemployed	111	3.98%
Armed Forces	0	0.00%
Not in Labor Force	1,188	42.66%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	1,486	
For-Profit Private Workers	947	63.71%
Non-Profit Private Workers	133	8.95%
Local Government Workers	12	0.83%
State Government Workers	91	6.11%
Federal Government Workers	164	11.03%
Self-Employed Workers	131	8.81%
Unpaid Family Workers	8	0.56%
2022 Est. Civ. Employed Pop 16+ by Occupation	1,486	
Architect/Engineer	6	0.42%
Arts/Entertainment/Sports	17	1.11%
Building Grounds Maintenance	73	4.93%
Business/Financial Operations	56	3.75%
Community/Social Services	33	2.22%
Computer/Mathematical	19	1.25%
Construction/Extraction	113	7.63%
Education/Training/Library	81	5.48%
Farming/Fishing/Forestry	24	1.60%
Food Prep/Serving	44	2.98%
Health Practitioner/Technician	100	6.73%
Healthcare Support	50	3.33%
Maintenance Repair	29	1.94%
Legal	20	1.32%
Life/Physical/Social Science	5	0.35%
Management	124	8.33%
Office/Admin. Support	198	13.32%
Production	190	12.77%
Protective Services	59	3.96%
Sales/Related	150	10.06%
Personal Care/Service	5	0.35%
Transportation/Moving	92	6.18%
2022 Est. Pop 16+ by Occupation Classification	1,486	
White Collar	808	54.34%
Blue Collar	424	28.52%
Service and Farm	255	17.14%
2022 Est. Workers Age 16+ by Transp. to Work	1,486	
Drove Alone	1,184	79.68%
Car Pooled	144	9.71%
Public Transportation	1	0.07%
Walked	120	8.10%
Bicycle	0	0.00%
Other Means	4	0.28%
Worked at Home	32	2.17%

Community • Demographic Profile

Clifton, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	736	50.64%
15 - 29 Minutes	120	8.27%
30 - 44 Minutes	281	19.31%
45 - 59 Minutes	231	15.91%
60 or more Minutes	85	5.87%
2022 Est. Avg Travel Time to Work in Minutes		26
2022 Est. Occupied Housing Units by Tenure	1,332	
Owner Occupied	850	63.80%
Renter Occupied	482	36.20%
2022 Owner Occ. HUs: Avg. Length of Residence		18.3 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		6.5 [†]
2022 Est. Owner-Occupied Housing Units by Value	1,332	
Value Less than \$20,000	52	3.89%
Value \$20,000 - \$39,999	31	2.31%
Value \$40,000 - \$59,999	55	4.13%
Value \$60,000 - \$79,999	92	6.93%
Value \$80,000 - \$99,999	188	14.10%
Value \$100,000 - \$149,999	261	19.56%
Value \$150,000 - \$199,999	121	9.11%
Value \$200,000 - \$299,999	217	16.28%
Value \$300,000 - \$399,999	146	10.94%
Value \$400,000 - \$499,999	63	4.74%
Value \$500,000 - \$749,999	53	4.01%
Value \$750,000 - \$999,999	15	1.09%
Value \$1,000,000 or \$1,499,999	13	0.97%
Value \$1,500,000 or \$1,999,999	18	1.34%
Value \$2,000,000+	8	0.61%
2022 Est. Median All Owner-Occupied Housing Value		\$146,661
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	1,008	75.67%
1 Unit Attached	41	3.09%
2 Units	53	4.01%
3 or 4 Units	67	5.00%
5 to 19 Units	32	2.43%
20 to 49 Units	29	2.17%
50 or More Units	10	0.72%
Mobile Home or Trailer	90	6.77%
Boat, RV, Van, etc.	2	0.13%

[†] Years

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	66	4.93%
Housing Units Built 2010 to 2014	9	0.66%
Housing Units Built 2000 to 2009	168	12.62%
Housing Units Built 1990 to 1999	144	10.85%
Housing Units Built 1980 to 1989	155	11.64%
Housing Units Built 1970 to 1979	212	15.91%
Housing Units Built 1960 to 1969	237	17.82%
Housing Units Built 1950 to 1959	130	9.80%
Housing Units Built 1940 to 1949	50	3.75%
Housing Unit Built 1939 or Earlier	160	12.03%
2022 Est. Median Year Structure Built		1974

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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.



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ACKNOWLEDGMENTS

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, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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