



The **Retail**Coach.®

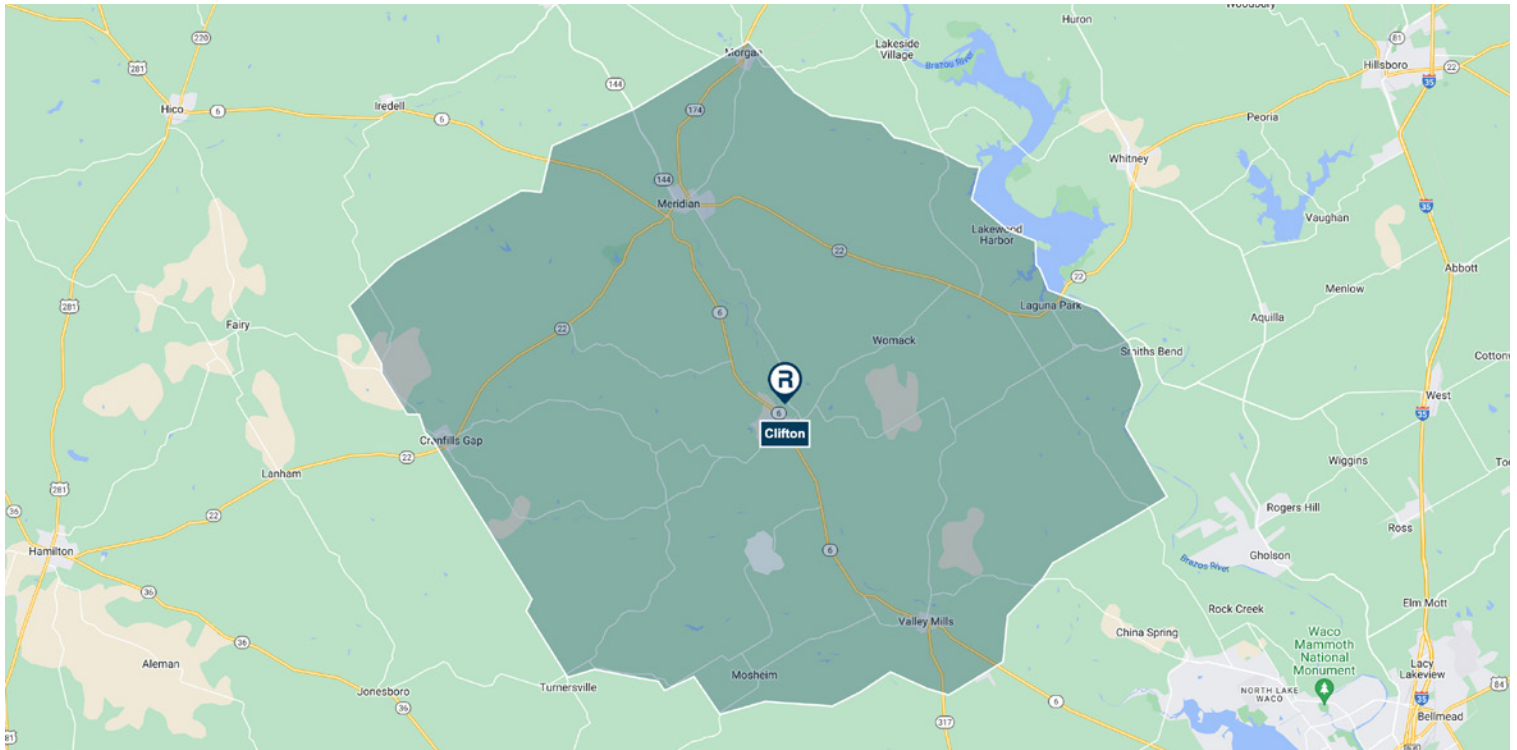
# Primary Retail Trade Area Demographic Profile

CLIFTON, TEXAS

Prepared for Clifton Economic Development Corporation  
September 2022

# Primary Retail Trade Area • Demographic Snapshot

Clifton, Texas



## Population

2010	14,282
2022	14,807
2027	15,221

## Educational Attainment (%)

Graduate or Professional Degree	6.43%
Bachelors Degree	15.46%
Associate Degree	9.99%
Some College	23.91%
High School Graduate (GED)	31.69%
Some High School, No Degree	7.93%
Less than 9th Grade	4.59%

## Income

Average HH	\$84,387
Median HH	\$62,204
Per Capita	\$33,994

## Age

0 - 9 Years	10.95%
10 - 17 Years	10.00%
18 - 24 Years	7.80%
25 - 34 Years	9.87%
35 - 44 Years	10.28%
45 - 54 Years	11.02%
55 - 64 Years	14.34%
65 and Older	25.75%
Median Age	46.06
Average Age	44.23

## Race Distribution (%)

White	86.71%
Black/African American	2.33%
American Indian/Alaskan	0.61%
Asian	0.68%
Native Hawaiian/Islander	0.01%
Other Race	7.44%
Two or More Races	2.23%
Hispanic	19.58%



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# Primary Retail Trade Area • Demographic Profile

Clifton, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	15,221	
2022 Estimate	14,807	
2010 Census	14,282	
2000 Census	13,694	
Growth 2022 - 2027		2.80%
Growth 2010 - 2022		3.68%
Growth 2000 - 2010		4.29%
<b>2022 Est. Population by Single-Classification Race</b>	<b>14,807</b>	
White Alone	12,839	86.71%
Black or African American Alone	345	2.33%
Amer. Indian and Alaska Native Alone	90	0.61%
Asian Alone	101	0.68%
Native Hawaiian and Other Pacific Island Alone	1	0.01%
Some Other Race Alone	1,101	7.44%
Two or More Races	330	2.23%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>14,807</b>	
Not Hispanic or Latino	11,907	80.42%
Hispanic or Latino	2,900	19.58%
Mexican	2,703	93.21%
Puerto Rican	20	0.69%
Cuban	5	0.17%
All Other Hispanic or Latino	173	5.96%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>2,900</b>	
White Alone	1,596	55.03%
Black or African American Alone	23	0.79%
American Indian and Alaska Native Alone	32	1.10%
Asian Alone	3	0.10%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,097	37.83%
Two or More Races	149	5.14%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>101</b>	
Chinese, except Taiwanese	1	0.99%
Filipino	34	33.66%
Japanese	0	0.00%
Asian Indian	19	18.81%
Korean	5	4.95%
Vietnamese	9	8.91%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	16	15.84%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	17	16.83%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>14,807</b>	
Arab	419	2.83%
Czech	113	0.76%
Danish	26	0.18%
Dutch	136	0.92%
English	990	6.69%
French (except Basque)	134	0.91%
French Canadian	17	0.12%
German	2,348	15.86%
Greek	10	0.07%
Hungarian	5	0.03%
Irish	1,748	11.81%
Italian	148	1.00%
Lithuanian	18	0.12%
United States or American	879	5.94%
Norwegian	388	2.62%
Polish	84	0.57%
Portuguese	8	0.05%
Russian	4	0.03%
Scottish	185	1.25%
Scotch-Irish	271	1.83%
Slovak	0	0.00%
Subsaharan African	18	0.12%
Swedish	69	0.47%
Swiss	9	0.06%
Ukrainian	11	0.07%
Welsh	133	0.90%
West Indian (except Hisp. groups)	38	0.26%
Other ancestries	3,579	24.17%
Ancestry Unclassified	3,022	20.41%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	12,324	87.92%
Speak Asian/Pacific Island Language at Home	67	0.48%
Speak IndoEuropean Language at Home	119	0.85%
Speak Spanish at Home	1,498	10.69%
Speak Other Language at Home	9	0.06%

# Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>14,807</b>	
Age 0 - 4	790	5.33%
Age 5 - 9	831	5.61%
Age 10 - 14	914	6.17%
Age 15 - 17	566	3.82%
Age 18 - 20	503	3.40%
Age 21 - 24	652	4.40%
Age 25 - 34	1,462	9.87%
Age 35 - 44	1,522	10.28%
Age 45 - 54	1,632	11.02%
Age 55 - 64	2,123	14.34%
Age 65 - 74	2,160	14.59%
Age 75 - 84	1,185	8.00%
Age 85 and over	467	3.15%
Age 16 and over	12,082	81.60%
Age 18 and over	11,706	79.06%
Age 21 and over	11,203	75.66%
Age 65 and over	3,813	25.75%
2022 Est. Median Age		46.06
2022 Est. Average Age		44.23
<b>2022 Est. Population by Sex</b>	<b>14,807</b>	
Male	7,270	49.10%
Female	7,537	50.90%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>7,270</b>	
Age 0 - 4	406	5.58%
Age 5 - 9	437	6.01%
Age 10 - 14	472	6.49%
Age 15 - 17	289	3.98%
Age 18 - 20	262	3.60%
Age 21 - 24	344	4.73%
Age 25 - 34	717	9.86%
Age 35 - 44	738	10.15%
Age 45 - 54	785	10.80%
Age 55 - 64	1,032	14.20%
Age 65 - 74	1,045	14.37%
Age 75 - 84	547	7.52%
Age 85 and over	196	2.70%
2022 Est. Median Age, Male		44.60
2022 Est. Average Age, Male		43.17
<b>2022 Est. Female Population by Age</b>	<b>7,537</b>	
Age 0 - 4	384	5.09%
Age 5 - 9	395	5.24%
Age 10 - 14	442	5.86%
Age 15 - 17	277	3.67%
Age 18 - 20	241	3.20%
Age 21 - 24	307	4.07%
Age 25 - 34	745	9.89%
Age 35 - 44	783	10.39%
Age 45 - 54	847	11.24%
Age 55 - 64	1,091	14.48%
Age 65 - 74	1,115	14.79%
Age 75 - 84	638	8.47%
Age 85 and over	271	3.60%
2022 Est. Median Age, Female		47.42
2022 Est. Average Age, Female		45.16

# Primary Retail Trade Area • Demographic Profile

Clifton, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	2,345	19.11%
Males, Never Married	1,301	10.60%
Females, Never Married	1,044	8.51%
Married, Spouse present	7,031	57.29%
Married, Spouse absent	437	3.56%
Widowed	1,104	9.00%
Males Widowed	276	2.25%
Females Widowed	828	6.75%
Divorced	1,355	11.04%
Males Divorced	704	5.74%
Females Divorced	651	5.30%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	484	4.59%
Some High School, no diploma	837	7.93%
High School Graduate (or GED)	3,344	31.69%
Some College, no degree	2,523	23.91%
Associate Degree	1,054	9.99%
Bachelor's Degree	1,631	15.46%
Master's Degree	428	4.06%
Professional School Degree	116	1.10%
Doctorate Degree	134	1.27%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	475	31.65%
High School Graduate	434	28.91%
Some College or Associate's Degree	457	30.45%
Bachelor's Degree or Higher	134	8.93%
<b>Households</b>		
2027 Projection	6,019	
2022 Estimate	5,846	
2010 Census	5,619	
2000 Census	5,235	
Growth 2022 - 2027		2.96%
Growth 2010 - 2022		4.04%
Growth 2000 - 2010		7.33%
<b>2022 Est. Households by Household Type</b>	<b>5,846</b>	
Family Households	4,117	70.42%
Nonfamily Households	1,730	29.59%
2022 Est. Group Quarters Population	295	
2022 Households by Ethnicity, Hispanic/Latino	738	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>5,846</b>	
Income < \$15,000	396	6.77%
Income \$15,000 - \$24,999	464	7.94%
Income \$25,000 - \$34,999	617	10.55%
Income \$35,000 - \$49,999	872	14.92%
Income \$50,000 - \$74,999	1,069	18.29%
Income \$75,000 - \$99,999	706	12.08%
Income \$100,000 - \$124,999	574	9.82%
Income \$125,000 - \$149,999	477	8.16%
Income \$150,000 - \$199,999	332	5.68%
Income \$200,000 - \$249,999	159	2.72%
Income \$250,000 - \$499,999	130	2.22%
Income \$500,000+	50	0.86%
2022 Est. Average Household Income		\$84,387
2022 Est. Median Household Income		\$62,204
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$64,644
Black or African American Alone		\$41,555
American Indian and Alaska Native Alone		\$75,000
Asian Alone		\$46,828
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$45,551
Two or More Races		\$46,152
Hispanic or Latino		\$46,669
Not Hispanic or Latino		\$64,611
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>4,117</b>	
Married-Couple Family, own children	1,099	26.69%
Married-Couple Family, no own children	2,240	54.41%
Male Householder, own children	121	2.94%
Male Householder, no own children	124	3.01%
Female Householder, own children	297	7.21%
Female Householder, no own children	236	5.73%
<b>2022 Est. Households by Household Size</b>	<b>5,846</b>	
1-person	1,548	26.48%
2-person	2,212	37.84%
3-person	837	14.32%
4-person	657	11.24%
5-person	348	5.95%
6-person	150	2.57%
7-or-more-person	95	1.62%
2022 Est. Average Household Size		2.48

# Primary Retail Trade Area • Demographic Profile

Clifton, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>5,846</b>	
Households with 1 or More People under Age 18:	1,740	29.76%
Married-Couple Family	1,228	70.57%
Other Family, Male Householder	140	8.05%
Other Family, Female Householder	360	20.69%
Nonfamily, Male Householder	12	0.69%
Nonfamily, Female Householder	0	0.00%
<b>Households with No People under Age 18:</b>	<b>4,107</b>	
Married-Couple Family	2,111	51.40%
Other Family, Male Householder	104	2.53%
Other Family, Female Householder	173	4.21%
Nonfamily, Male Householder	827	20.14%
Nonfamily, Female Householder	893	21.74%
<b>2022 Est. Households by Number of Vehicles</b>	<b>5,846</b>	
No Vehicles	180	3.08%
1 Vehicle	1,498	25.62%
2 Vehicles	2,471	42.27%
3 Vehicles	1,198	20.49%
4 Vehicles	385	6.59%
5 or more Vehicles	114	1.95%
2022 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2027 Projection	4,240	
2022 Estimate	4,117	
2010 Census	3,952	
2000 Census	3,770	
Growth 2022 - 2027		2.99%
Growth 2010 - 2022		4.17%
Growth 2000 - 2010		4.83%
<b>2022 Est. Families by Poverty Status</b>	<b>4,117</b>	
2022 Families at or Above Poverty	3,650	88.66%
2022 Families at or Above Poverty with Children	1,271	30.87%
2022 Families Below Poverty	467	11.34%
2022 Families Below Poverty with Children	375	9.11%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	6,510	53.88%
Civilian Labor Force, Unemployed	297	2.46%
Armed Forces	3	0.03%
Not in Labor Force	5,273	43.64%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>6,465</b>	
For-Profit Private Workers	4,217	65.23%
Non-Profit Private Workers	433	6.70%
Local Government Workers	54	0.84%
State Government Workers	380	5.88%
Federal Government Workers	588	9.10%
Self-Employed Workers	767	11.86%
Unpaid Family Workers	26	0.40%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>6,465</b>	
Architect/Engineer	76	1.18%
Arts/Entertainment/Sports	56	0.87%
Building Grounds Maintenance	253	3.91%
Business/Financial Operations	243	3.76%
Community/Social Services	131	2.03%
Computer/Mathematical	62	0.96%
Construction/Extraction	486	7.52%
Education/Training/Library	345	5.34%
Farming/Fishing/Forestry	98	1.52%
Food Prep/Serving	242	3.74%
Health Practitioner/Technician	415	6.42%
Healthcare Support	178	2.75%
Maintenance Repair	301	4.66%
Legal	75	1.16%
Life/Physical/Social Science	24	0.37%
Management	652	10.09%
Office/Admin. Support	831	12.85%
Production	576	8.91%
Protective Services	220	3.40%
Sales/Related	624	9.65%
Personal Care/Service	69	1.07%
Transportation/Moving	508	7.86%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>6,465</b>	
White Collar	3,535	54.68%
Blue Collar	1,871	28.94%
Service and Farm	1,059	16.38%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>6,343</b>	
Drove Alone	5,226	82.39%
Car Pooled	501	7.90%
Public Transportation	2	0.03%
Walked	276	4.35%
Bicycle	0	0.00%
Other Means	82	1.29%
Worked at Home	257	4.05%



# Primary Retail Trade Area • Demographic Profile

Clifton, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	2,091	
15 - 29 Minutes	1,265	
30 - 44 Minutes	1,360	
45 - 59 Minutes	746	
60 or more Minutes	610	
2022 Est. Avg Travel Time to Work in Minutes		31
<b>2022 Est. Occupied Housing Units by Tenure</b>	5,846	
Owner Occupied	4,465	76.38%
Renter Occupied	1,381	23.62%
2022 Owner Occ. HUs: Avg. Length of Residence		16.12 <sup>†</sup>
2022 Renter Occ. HUs: Avg. Length of Residence		6.91 <sup>†</sup>
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>5,846</b>	
Value Less than \$20,000	128	2.87%
Value \$20,000 - \$39,999	145	3.25%
Value \$40,000 - \$59,999	208	4.66%
Value \$60,000 - \$79,999	386	8.65%
Value \$80,000 - \$99,999	369	8.26%
Value \$100,000 - \$149,999	763	17.09%
Value \$150,000 - \$199,999	512	11.47%
Value \$200,000 - \$299,999	728	16.30%
Value \$300,000 - \$399,999	497	11.13%
Value \$400,000 - \$499,999	274	6.14%
Value \$500,000 - \$749,999	230	5.15%
Value \$750,000 - \$999,999	74	1.66%
Value \$1,000,000 or \$1,499,999	47	1.05%
Value \$1,500,000 or \$1,999,999	47	1.05%
Value \$2,000,000+	58	1.30%
2022 Est. Median All Owner-Occupied Housing Value		\$170,727
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	5,858	78.14%
1 Unit Attached	153	2.04%
2 Units	162	2.16%
3 or 4 Units	97	1.29%
5 to 19 Units	52	0.69%
20 to 49 Units	65	0.87%
50 or More Units	12	0.16%
Mobile Home or Trailer	1,071	14.29%
Boat, RV, Van, etc.	27	0.36%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	553	7.38%
Housing Units Built 2010 to 2014	182	2.43%
Housing Units Built 2000 to 2009	1,132	15.10%
Housing Units Built 1990 to 1999	981	13.09%
Housing Units Built 1980 to 1989	1,138	15.18%
Housing Units Built 1970 to 1979	955	12.74%
Housing Units Built 1960 to 1969	970	12.94%
Housing Units Built 1950 to 1959	774	10.32%
Housing Units Built 1940 to 1949	294	3.92%
Housing Unit Built 1939 or Earlier	518	6.91%
2022 Est. Median Year Structure Built		1982

<sup>†</sup> Years

# 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.





The**Retail**Coach.®

## 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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