



TheRetailCoach®

SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

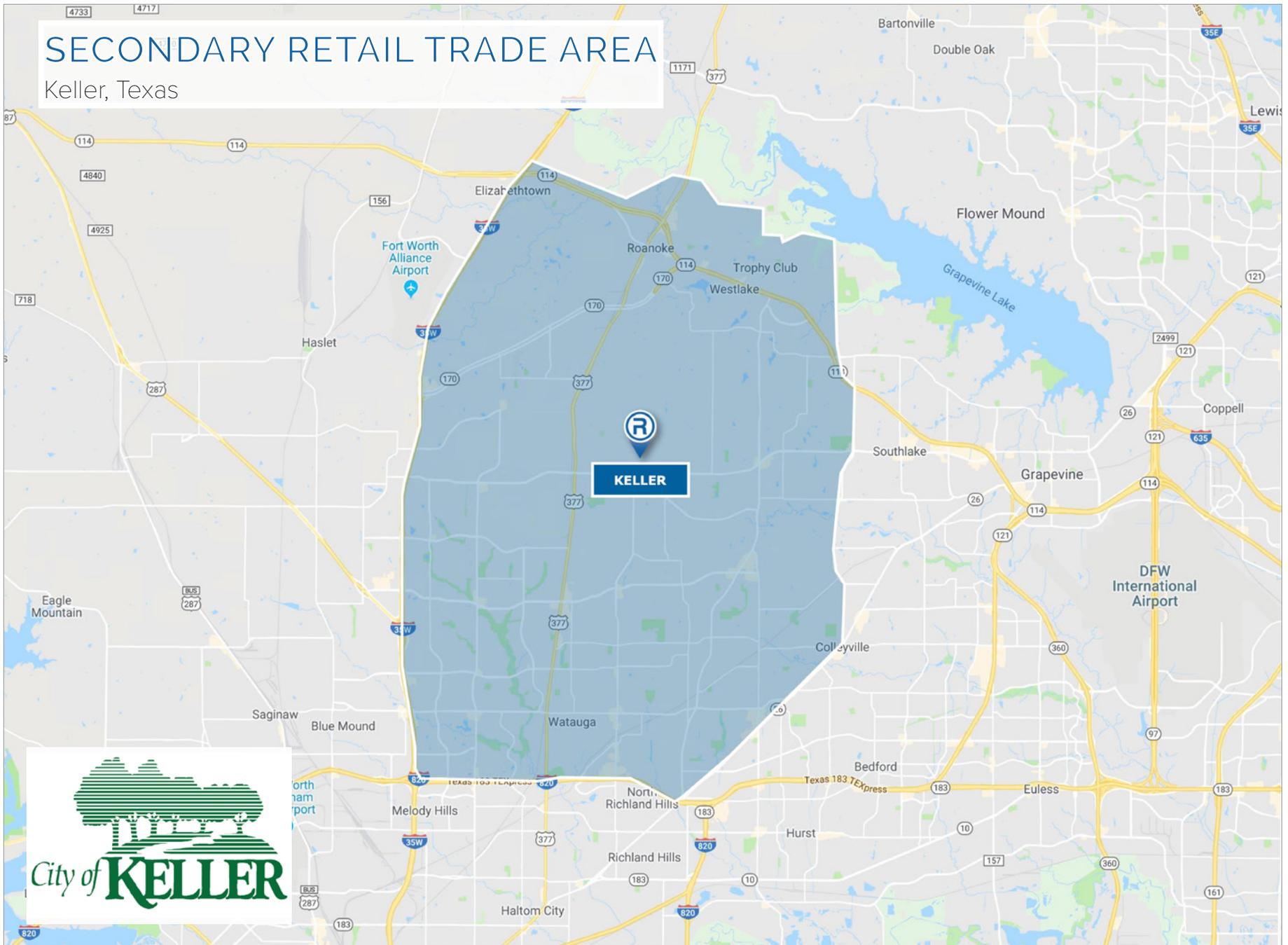
Keller, Texas

Prepared for
City of Keller
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SECONDARY RETAIL TRADE AREA

Keller, Texas



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SECONDARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Keller, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
44, 45, 722	Total retail trade including food and drinking places	\$6,025,958,036	\$459,034,965	\$5,566,923,071	0.08
441	Motor vehicle and parts dealers	\$1,493,236,524	\$21,414,603	\$1,471,821,921	0.01
4411	Automobile dealers	\$1,303,859,048	\$7,772,792	\$1,296,086,256	0.01
4412	Other motor vehicle dealers	\$88,702,904	\$3,571,464	\$85,131,440	0.04
4413	Automotive parts, accessories, and tire stores	\$100,674,572	\$10,070,347	\$90,604,225	0.10
442	Furniture and home furnishings stores	\$127,445,009	\$5,875,002	\$121,570,007	0.05
4421	Furniture stores	\$70,057,374	\$2,631,264	\$67,426,110	0.04
4422	Home furnishings stores	\$57,387,635	\$3,243,738	\$54,143,897	0.06
443	Electronics and appliance stores	\$99,859,001	\$1,245,973	\$98,613,028	0.01
443141	Household appliance stores	\$12,750,274	\$588,917	\$12,161,357	0.05
443142	Electronics stores	\$87,108,727	\$657,056	\$86,451,671	0.01
444	Building material and garden equipment and supplies dealers	\$372,695,421	\$67,367,046	\$305,328,375	0.18
4441	Building material and supplies dealers	\$325,591,450	\$66,589,961	\$259,001,489	0.20
44411	Home centers	\$177,977,288	\$48,581,571	\$129,395,717	0.27
44412	Paint and wallpaper stores	\$7,177,695	\$2,286,174	\$4,891,521	0.32
44413	Hardware stores	\$25,370,942	\$2,232,695	\$23,138,247	0.09
44419	Other building material dealers	\$115,065,525	\$13,489,521	\$101,576,004	0.12
4442	Lawn and garden equipment and supplies stores	\$47,103,971	\$777,085	\$46,326,886	0.02
44421	Outdoor power equipment stores	\$5,138,305	\$345,432	\$4,792,873	0.07
44422	Nursery, garden center, and farm supply stores	\$41,965,665	\$431,653	\$41,534,012	0.01
445	Food and beverage stores	\$716,800,763	\$107,920,055	\$608,880,708	0.15
4451	Grocery stores	\$652,855,349	\$98,428,348	\$554,427,001	0.15
44511	Supermarkets and other grocery (except convenience) stores	\$622,873,558	\$97,359,798	\$525,513,760	0.16
44512	Convenience stores	\$29,981,791	\$1,068,550	\$28,913,241	0.04
4452	Specialty food stores	\$19,021,972	\$9,128,611	\$9,893,361	0.48
4453	Beer, wine, and liquor stores	\$44,923,441	\$363,096	\$44,560,345	0.01

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
446	Health and personal care stores	\$296,569,313	\$36,991,879	\$259,577,434	0.12
44611	Pharmacies and drug stores	\$238,757,850	\$32,431,732	\$206,326,118	0.14
44612	Cosmetics, beauty supplies, and perfume stores	\$22,447,015	\$1,253,049	\$21,193,966	0.06
44613	Optical goods stores	\$12,811,252	\$1,340,006	\$11,471,246	0.10
44619	Other health and personal care stores	\$22,553,196	\$1,967,092	\$20,586,104	0.09
447	Gasoline stations	\$610,069,144	\$25,094,620	\$584,974,524	0.04
448	Clothing and clothing accessories stores	\$271,935,419	\$21,585,756	\$250,349,663	0.08
4481	Clothing stores	\$196,650,293	\$13,287,541	\$183,362,752	0.07
44811	Men's clothing stores	\$8,341,839	\$0	\$8,341,839	0.00
44812	Women's clothing stores	\$37,633,634	\$1,842,552	\$35,791,082	0.05
44813	Children's and infants' clothing stores	\$10,203,752	\$61,034	\$10,142,718	0.01
44814	Family clothing stores	\$117,746,049	\$9,650,296	\$108,095,753	0.08
44815	Clothing accessories stores	\$9,932,986	\$1,485,487	\$8,447,499	0.15
44819	Other clothing stores	\$12,792,033	\$248,172	\$12,543,861	0.02
4482	Shoe stores	\$38,734,628	\$300,373	\$38,434,255	0.01
4483	Jewelry, luggage, and leather goods stores	\$36,550,498	\$7,997,842	\$28,552,656	0.22
44831	Jewelry stores	\$33,263,619	\$7,997,842	\$25,265,777	0.24
44832	Luggage and leather goods stores	\$3,286,879	\$0	\$3,286,879	0.00
451	Sporting goods, hobby, musical instrument, and book stores	\$88,762,269	\$1,938,991	\$86,823,278	0.02
4511	Sporting goods, hobby, and musical instrument stores	\$79,169,492	\$1,938,991	\$77,230,501	0.02
45111	Sporting goods stores	\$50,359,673	\$1,579,539	\$48,780,134	0.03
45112	Hobby, toy, and game stores	\$21,461,796	\$238,580	\$21,223,216	0.01
45113	Sewing, needlework, and piece goods stores	\$2,876,347	\$105,774	\$2,770,573	0.04
45114	Musical instrument and supplies stores	\$4,471,674	\$15,098	\$4,456,576	0.00
4512	Book stores and news dealers	\$9,592,777	\$0	\$9,592,777	0.00

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
452	General merchandise stores	\$728,409,764	\$48,766,199	\$679,643,565	0.07
4522	Department stores	\$119,295,971	\$18,263,469	\$101,032,502	0.15
4523	Other general merchandise stores	\$609,113,793	\$30,502,730	\$578,611,063	0.05
453	Miscellaneous store retailers	\$88,684,362	\$12,687,920	\$75,996,442	0.14
4531	Florists	\$5,517,813	\$846,257	\$4,671,556	0.15
4532	Office supplies, stationery, and gift stores	\$20,406,727	\$689,768	\$19,716,959	0.03
45321	Office supplies and stationery stores	\$8,340,300	\$234,329	\$8,105,971	0.03
45322	Gift, novelty, and souvenir stores	\$12,066,427	\$455,439	\$11,610,988	0.04
4533	Used merchandise stores	\$19,130,053	\$885,610	\$18,244,443	0.05
4539	Other miscellaneous store retailers	\$43,629,770	\$10,266,285	\$33,363,485	0.24
45391	Pet and pet supplies stores	\$19,685,077	\$4,087,047	\$15,598,030	0.21
45399	All other miscellaneous store retailers	\$23,944,692	\$6,179,238	\$17,765,454	0.26
454	Non-store retailers	\$423,759,786	\$18,541,406	\$405,218,380	0.04
722	Food services and drinking places	\$707,731,261	\$89,605,515	\$618,125,746	0.13
7223	Special food services	\$45,863,125	\$1,768,349	\$44,094,776	0.04
7224	Drinking places (alcoholic beverages)	\$32,971,666	\$31,915	\$32,939,751	0.00
7225	Restaurants and other eating places	\$628,896,471	\$87,805,251	\$541,091,220	0.14
722511	Full-service restaurants	\$281,925,557	\$39,750,578	\$242,174,979	0.14
722513	Limited-service restaurants	\$304,694,662	\$48,004,574	\$256,690,088	0.16
722514	Cafeterias, grill buffets, and buffets	\$14,015,037	\$0	\$14,015,037	0.00
722515	Snack and nonalcoholic beverage bars	\$28,261,215	\$50,099	\$28,211,116	0.00

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SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
Population		
2024 Projection	362,335	
2019 Estimate	332,923	
2010 Census	271,967	
2000 Census	164,704	
Growth 2019 - 2024		8.83%
Growth 2010 - 2019		22.41%
Growth 2000 - 2010		65.13%
2019 Est. Population by Single-Classification Race	332,923	
White Alone	254,783	76.53%
Black or African American Alone	25,756	7.74%
Amer. Indian and Alaska Native Alone	1,910	0.57%
Asian Alone	23,244	6.98%
Native Hawaiian and Other Pacific Island Alone	517	0.16%
Some Other Race Alone	14,656	4.40%
Two or More Races	12,057	3.62%
2019 Est. Population by Hispanic or Latino Origin	332,923	
Not Hispanic or Latino	278,827	83.75%
Hispanic or Latino	54,096	16.25%
Mexican	39,113	72.30%
Puerto Rican	4,206	7.78%
Cuban	960	1.78%
All Other Hispanic or Latino	9,816	18.15%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	54,096	
White Alone	34,160	63.15%
Black or African American Alone	879	1.63%
American Indian and Alaska Native Alone	610	1.13%
Asian Alone	225	0.42%
Native Hawaiian and Other Pacific Islander Alone	76	0.14%
Some Other Race Alone	14,193	26.24%
Two or More Races	3,952	7.31%
2019 Est. Pop by Race, Asian Alone, by Category	23,244	
Chinese, except Taiwanese	1,751	7.53%
Filipino	2,411	10.37%
Japanese	208	0.90%
Asian Indian	5,816	25.02%
Korean	923	3.97%
Vietnamese	6,133	26.39%
Cambodian	438	1.88%
Hmong	255	1.10%
Laotian	2,071	8.91%
Thai	340	1.46%
All Other Asian Races Including 2+ Category	2,900	12.48%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Keller, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	332,923	
Arab	1,181	0.36%
Czech	1,259	0.38%
Danish	1,321	0.40%
Dutch	2,359	0.71%
English	22,726	6.83%
French (except Basque)	4,723	1.42%
French Canadian	2,047	0.62%
German	34,254	10.29%
Greek	1,154	0.35%
Hungarian	515	0.16%
Irish	25,769	7.74%
Italian	9,261	2.78%
Lithuanian	316	0.10%
United States or American	26,995	8.11%
Norwegian	1,986	0.60%
Polish	4,220	1.27%
Portuguese	619	0.19%
Russian	1,167	0.35%
Scottish	5,093	1.53%
Scotch-Irish	2,709	0.81%
Slovak	94	0.03%
Subsaharan African	3,529	1.06%
Swedish	1,549	0.47%
Swiss	162	0.05%
Ukrainian	672	0.20%
Welsh	1,294	0.39%
West Indian (except Hisp. groups)	465	0.14%
Other ancestries	117,797	35.38%
Ancestry Unclassified	57,687	17.33%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	254,476	82.04%
Speak Asian/Pacific Island Language at Home	11,359	3.66%
Speak IndoEuropean Language at Home	10,046	3.24%
Speak Spanish at Home	30,413	9.81%
Speak Other Language at Home	3,889	1.25%
2019 Est. Population by Age	332,923	
Age 0 - 4	22,740	6.83%
Age 5 - 9	23,747	7.13%
Age 10 - 14	25,756	7.74%
Age 15 - 17	15,706	4.72%
Age 18 - 20	13,956	4.19%
Age 21 - 24	18,055	5.42%
Age 25 - 34	42,189	12.67%
Age 35 - 44	44,589	13.39%
Age 45 - 54	49,382	14.83%
Age 55 - 64	41,233	12.39%
Age 65 - 74	23,674	7.11%
Age 75 - 84	8,845	2.66%
Age 85 and over	3,050	0.92%
Age 16 and over	255,520	76.75%
Age 18 and over	244,974	73.58%
Age 21 and over	231,018	69.39%
Age 65 and over	35,570	10.68%
2019 Est. Median Age		36.00
2019 Est. Average Age		36.35

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DESCRIPTION	DATA	%
2019 Est. Population by Sex	332,923	
Male	162,716	48.88%
Female	170,208	51.13%
2019 Est. Male Population by Age	162,716	
Age 0 - 4	11,664	7.17%
Age 5 - 9	12,145	7.46%
Age 10 - 14	13,128	8.07%
Age 15 - 17	8,000	4.92%
Age 18 - 20	7,189	4.42%
Age 21 - 24	9,200	5.65%
Age 25 - 34	20,356	12.51%
Age 35 - 44	21,094	12.96%
Age 45 - 54	23,901	14.69%
Age 55 - 64	20,156	12.39%
Age 65 - 74	11,077	6.81%
Age 75 - 84	3,773	2.32%
Age 85 and over	1,031	0.63%
2019 Est. Median Age, Male		34.84
2019 Est. Average Age, Male		35.55

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	170,208	
Age 0 - 4	11,077	6.51%
Age 5 - 9	11,602	6.82%
Age 10 - 14	12,628	7.42%
Age 15 - 17	7,705	4.53%
Age 18 - 20	6,767	3.98%
Age 21 - 24	8,854	5.20%
Age 25 - 34	21,833	12.83%
Age 35 - 44	23,496	13.80%
Age 45 - 54	25,481	14.97%
Age 55 - 64	21,077	12.38%
Age 65 - 74	12,597	7.40%
Age 75 - 84	5,072	2.98%
Age 85 and over	2,019	1.19%
2019 Est. Median Age, Female		37.04
2019 Est. Average Age, Female		37.11
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	68,649	26.34%
Males, Never Married	36,326	13.94%
Females, Never Married	32,324	12.40%
Married, Spouse present	147,420	56.55%
Married, Spouse absent	8,344	3.20%
Widowed	9,790	3.76%
Males Widowed	2,191	0.84%
Females Widowed	7,598	2.92%
Divorced	26,477	10.16%
Males Divorced	9,928	3.81%
Females Divorced	16,549	6.35%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,039	2.4%
Some High School, no diploma	7,445	3.5%
High School Graduate (or GED)	41,820	19.6%
Some College, no degree	51,664	24.3%
Associate Degree	17,140	8.0%
Bachelor's Degree	61,991	29.1%
Master's Degree	21,803	10.2%
Professional School Degree	3,666	1.7%
Doctorate Degree	2,394	1.1%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	5,220	18.38%
High School Graduate	6,409	22.57%
Some College or Associate's Degree	9,067	31.92%
Bachelor's Degree or Higher	7,707	27.14%
Households		
2024 Projection	124,074	
2019 Estimate	114,503	
2010 Census	94,997	
2000 Census	55,847	
Growth 2019 - 2024		8.36%
Growth 2010 - 2019		20.53%
Growth 2000 - 2010		70.10%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	114,503	
Family Households	88,303	77.12%
Nonfamily Households	26,200	22.88%
2019 Est. Group Quarters Population	868	
2019 Households by Ethnicity, Hispanic/Latino	14,186	
2019 Est. Households by Household Income	114,503	
Income < \$15,000	4,029	3.52%
Income \$15,000 - \$24,999	4,305	3.76%
Income \$25,000 - \$34,999	6,106	5.33%
Income \$35,000 - \$49,999	10,780	9.42%
Income \$50,000 - \$74,999	18,964	16.56%
Income \$75,000 - \$99,999	16,466	14.38%
Income \$100,000 - \$124,999	13,977	12.21%
Income \$125,000 - \$149,999	10,418	9.10%
Income \$150,000 - \$199,999	12,220	10.67%
Income \$200,000 - \$249,999	6,064	5.30%
Income \$250,000 - \$499,999	7,179	6.27%
Income \$500,000+	3,995	3.49%
2019 Est. Average Household Income		\$127,615
2019 Est. Median Household Income		\$94,516

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DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$98,431
Black or African American Alone		\$78,054
American Indian and Alaska Native Alone		\$86,523
Asian Alone		\$99,880
Native Hawaiian and Other Pacific Islander Alone		\$58,532
Some Other Race Alone		\$62,742
Two or More Races		\$68,728
Hispanic or Latino		\$77,934
Not Hispanic or Latino		\$97,682
2019 Est. Family HH Type by Presence of Own Child.	88,303	
Married-Couple Family, own children	39,368	44.58%
Married-Couple Family, no own children	33,002	37.37%
Male Householder, own children	2,633	2.98%
Male Householder, no own children	1,861	2.11%
Female Householder, own children	7,249	8.21%
Female Householder, no own children	4,189	4.74%
2019 Est. Households by Household Size	114,503	
1-person	20,909	18.26%
2-person	33,630	29.37%
3-person	22,033	19.24%
4-person	21,328	18.63%
5-person	10,736	9.38%
6-person	3,956	3.46%
7-or-more-person	1,911	1.67%
2019 Est. Average Household Size		2.9

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	114,503	
Households with 1 or More People under Age 18:	52,614	45.95%
Married-Couple Family	41,027	77.98%
Other Family, Male Householder	2,990	5.68%
Other Family, Female Householder	8,248	15.68%
Nonfamily, Male Householder	275	0.52%
Nonfamily, Female Householder	74	0.14%
Households with No People under Age 18:	61,889	54.05%
Married-Couple Family	31,332	50.63%
Other Family, Male Householder	1,522	2.46%
Other Family, Female Householder	3,182	5.14%
Nonfamily, Male Householder	12,147	19.63%
Nonfamily, Female Householder	13,705	22.15%
2019 Est. Households by Number of Vehicles	114,503	
No Vehicles	1,894	1.65%
1 Vehicle	27,897	24.36%
2 Vehicles	54,552	47.64%
3 Vehicles	20,980	18.32%
4 Vehicles	6,889	6.02%
5 or more Vehicles	2,292	2.00%
2019 Est. Average Number of Vehicles		2.1

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DESCRIPTION	DATA	%
Family Households		
2024 Projection	95,604	
2019 Estimate	88,303	
2010 Census	73,597	
2000 Census	45,645	
Growth 2019 - 2024		8.27%
Growth 2010 - 2019		19.98%
Growth 2000 - 2010		61.24%
2019 Est. Families by Poverty Status	88,303	
2019 Families at or Above Poverty	84,962	96.22%
2019 Families at or Above Poverty with Children	46,941	53.16%
2019 Families Below Poverty	3,340	3.78%
2019 Families Below Poverty with Children	2,614	2.96%
2019 Est. Pop 16+ by Employment Status	255,520	
Civilian Labor Force, Employed	177,130	69.32%
Civilian Labor Force, Unemployed	6,412	2.51%
Armed Forces	204	0.08%
Not in Labor Force	71,774	28.09%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	177,487	
For-Profit Private Workers	131,240	73.94%
Non-Profit Private Workers	10,540	5.94%
Local Government Workers	3,694	2.08%
State Government Workers	4,241	2.39%
Federal Government Workers	11,376	6.41%
Self-Employed Workers	16,048	9.04%
Unpaid Family Workers	347	0.20%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	177,487	
Architect/Engineer	4,170	2.35%
Arts/Entertainment/Sports	3,089	1.74%
Building Grounds Maintenance	3,309	1.86%
Business/Financial Operations	12,110	6.82%
Community/Social Services	3,054	1.72%
Computer/Mathematical	7,747	4.37%
Construction/Extraction	4,675	2.63%
Education/Training/Library	11,747	6.62%
Farming/Fishing/Forestry	241	0.14%
Food Prep/Serving	8,532	4.81%
Health Practitioner/Technician	9,407	5.30%
Healthcare Support	2,521	1.42%
Maintenance Repair	6,413	3.61%
Legal	1,687	0.95%
Life/Physical/Social Science	524	0.30%
Management	26,623	15.00%
Office/Admin. Support	25,318	14.27%
Production	4,728	2.66%
Protective Services	3,378	1.90%
Sales/Related	22,391	12.62%
Personal Care/Service	5,417	3.05%
Transportation/Moving	10,406	5.86%
2019 Est. Pop 16+ by Occupation Classification	177,487	
White Collar	127,869	72.04%
Blue Collar	26,222	14.77%
Service and Farm	23,396	13.18%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	174,425	
Drove Alone	145,991	83.70%
Car Pooled	13,039	7.48%
Public Transportation	535	0.31%
Walked	1,147	0.66%
Bicycle	174	0.10%
Other Means	1,704	0.98%
Worked at Home	11,835	6.79%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	30,173	
15 - 29 Minutes	53,664	
30 - 44 Minutes	45,469	
45 - 59 Minutes	19,739	
60 or more Minutes	14,829	
2019 Est. Avg Travel Time to Work in Minutes		32.34
2019 Est. Occupied Housing Units by Tenure	114,503	
Owner Occupied	86,282	75.35%
Renter Occupied	28,221	24.65%
2019 Owner Occ. HUs: Avg. Length of Residence		11.88
2019 Renter Occ. HUs: Avg. Length of Residence		5.18

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	114,503	
Value Less than \$20,000	917	1.06%
Value \$20,000 - \$39,999	615	0.71%
Value \$40,000 - \$59,999	243	0.28%
Value \$60,000 - \$79,999	573	0.66%
Value \$80,000 - \$99,999	2,099	2.43%
Value \$100,000 - \$149,999	12,549	14.54%
Value \$150,000 - \$199,999	15,212	17.63%
Value \$200,000 - \$299,999	21,288	24.67%
Value \$300,000 - \$399,999	12,313	14.27%
Value \$400,000 - \$499,999	8,227	9.54%
Value \$500,000 - \$749,999	7,234	8.38%
Value \$750,000 - \$999,999	2,994	3.47%
Value \$1,000,000 or \$1,499,999	1,209	1.40%
Value \$1,500,000 or \$1,999,999	409	0.47%
Value \$2,000,000+	401	0.47%
2019 Est. Median All Owner-Occupied Housing Value		\$245,239
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	95,206	79.47%
1 Unit Detached	2,422	2.02%
2 Units	455	0.38%
3 or 4 Units	2,273	1.90%
5 to 19 Units	9,450	7.89%
20 to 49 Units	3,321	2.77%
50 or More Units	3,834	3.20%
Mobile Home or Trailer	2,804	2.34%
Boat, RV, Van, etc.	37	0.03%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Keller, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	15,901	13.27%
Housing Units Built 2010 to 2014	6,045	5.05%
Housing Units Built 2000 to 2009	38,437	32.08%
Housing Units Built 1990 to 1999	24,029	20.06%
Housing Units Built 1980 to 1989	19,797	16.53%
Housing Units Built 1970 to 1979	10,646	8.89%
Housing Units Built 1960 to 1969	3,236	2.70%
Housing Units Built 1950 to 1959	1,126	0.94%
Housing Units Built 1940 to 1949	363	0.30%
Housing Unit Built 1939 or Earlier	222	0.19%
2019 Est. Median Year Structure Built		2000

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.

 TheRetailCoach®



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 2018, ESRI 2017, 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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