



The**Retail**Coach.®

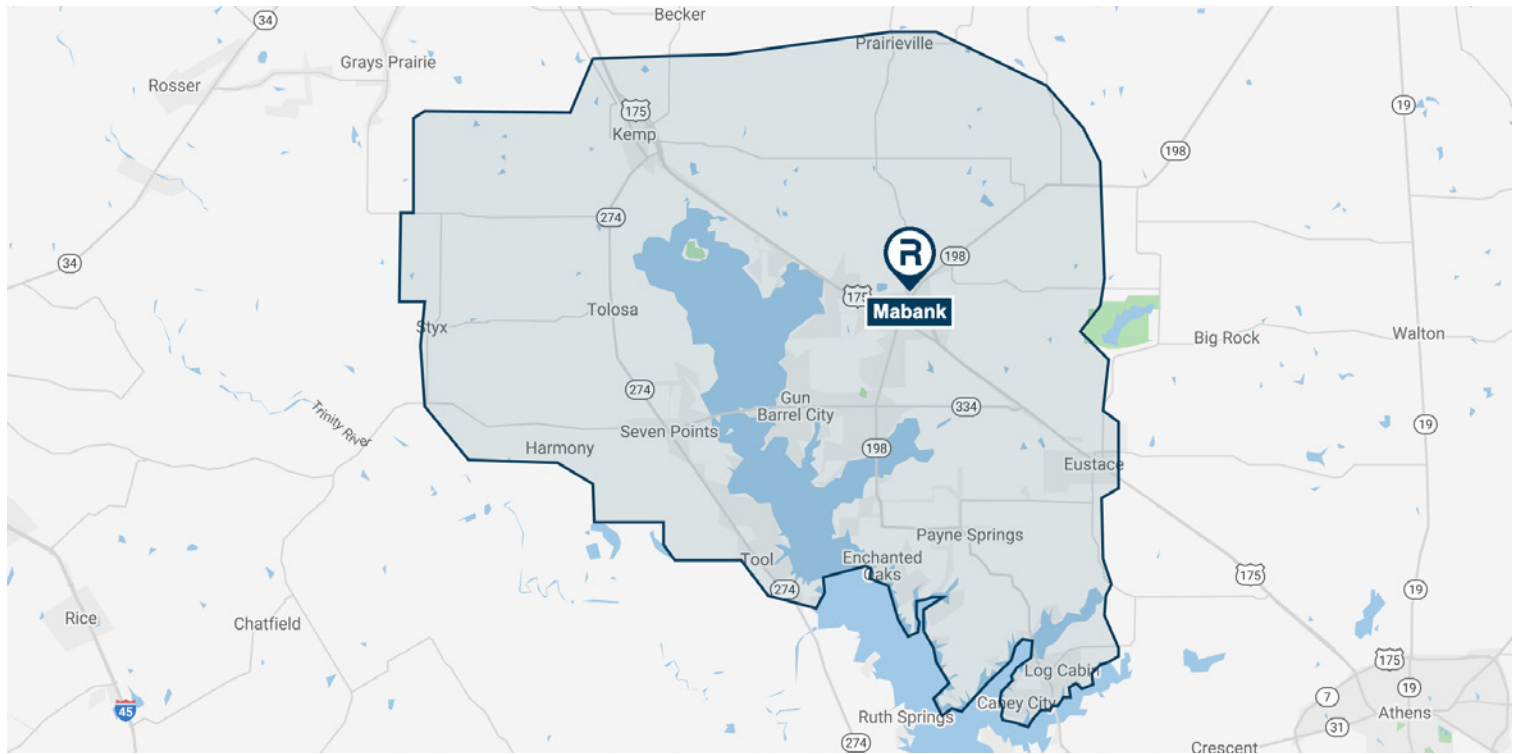
Primary Retail Trade Area Demographic Profile

MABANK, TEXAS

Prepared for City of Mabank
March 2023

Primary Retail Trade Area • Demographic Snapshot

Mabank, Texas



Population

2020	41,020
2023	42,771
2028	44,491

Age

0 - 9 Years	10.93%
10 - 17 Years	9.82%
18 - 24 Years	7.55%
25 - 34 Years	11.09%
35 - 44 Years	11.12%
45 - 54 Years	11.16%
55 - 64 Years	14.61%
65 and Older	23.72%
Median Age	44.54
Average Age	43.38

Educational Attainment (%)

Graduate or Professional Degree	3.70%
Bachelors Degree	9.26%
Associate Degree	7.58%
Some College	24.29%
High School Graduate (GED)	35.74%
Some High School, No Degree	15.26%
Less than 9th Grade	4.18%

Race Distribution (%)

White	82.74%
Black/African American	1.67%
American Indian/Alaskan	0.92%
Asian	0.68%
Native Hawaiian/Islander	0.03%
Other Race	4.40%
Two or More Races	9.57%
Hispanic	12.63%

Income

Average HH	\$77,278
Median HH	\$54,434
Per Capita	\$30,696



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Primary Retail Trade Area • Demographic Profile

Mabank, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	44,491	
2023 Estimate	42,771	
2020 Census	41,020	
2010 Census	37,224	
Growth 2023 - 2028		4.02%
Growth 2020 - 2023		4.27%
Growth 2010 - 2020		10.20%
2023 Est. Population by Single-Classification Race	42,771	
White Alone	35,389	82.74%
Black or African American Alone	715	1.67%
Amer. Indian and Alaska Native Alone	393	0.92%
Asian Alone	290	0.68%
Native Hawaiian and Other Pacific Island Alone	12	0.03%
Some Other Race Alone	1,882	4.40%
Two or More Races	4,091	9.57%
2023 Est. Population by Hispanic or Latino Origin	42,771	
Not Hispanic or Latino	37,370	87.37%
Hispanic or Latino	5,401	12.63%
Mexican	4,222	78.17%
Puerto Rican	218	4.04%
Cuban	42	0.78%
All Other Hispanic or Latino	919	17.01%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	5,401	
White Alone	1,570	29.07%
Black or African American Alone	24	0.44%
American Indian and Alaska Native Alone	122	2.26%
Asian Alone	12	0.22%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,755	32.49%
Two or More Races	1,918	35.51%
2023 Est. Pop by Race, Asian Alone, by Category	290	
Chinese, except Taiwanese	2	0.69%
Filipino	68	23.45%
Japanese	4	1.38%
Asian Indian	32	11.04%
Korean	17	5.86%
Vietnamese	16	5.52%
Cambodian	32	11.04%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	119	41.03%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	42,771	
Arab	55	0.13%
Czech	206	0.48%
Danish	18	0.04%
Dutch	415	0.97%
English	3,378	7.90%
French (except Basque)	656	1.53%
French Canadian	38	0.09%
German	3,837	8.97%
Greek	11	0.03%
Hungarian	77	0.18%
Irish	3,891	9.10%
Italian	554	1.29%
Lithuanian	34	0.08%
United States or American	4,666	10.91%
Norwegian	233	0.55%
Polish	335	0.78%
Portuguese	110	0.26%
Russian	26	0.06%
Scottish	552	1.29%
Scotch-Irish	619	1.45%
Slovak	1	0.00%
Subsaharan African	167	0.39%
Swedish	210	0.49%
Swiss	62	0.15%
Ukrainian	57	0.13%
Welsh	189	0.44%
West Indian (except Hisp. groups)	428	1.00%
Other ancestries	10,450	24.43%
Ancestry Unclassified	11,496	26.88%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	37,309	92.19%
Speak Asian/Pacific Island Language at Home	168	0.42%
Speak IndoEuropean Language at Home	225	0.56%
Speak Spanish at Home	2,753	6.80%
Speak Other Language at Home	16	0.04%

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Population by Age	42,771	
Age 0 - 4	2,301	5.38%
Age 5 - 9	2,373	5.55%
Age 10 - 14	2,604	6.09%
Age 15 - 17	1,598	3.74%
Age 18 - 20	1,412	3.30%
Age 21 - 24	1,819	4.25%
Age 25 - 34	4,741	11.09%
Age 35 - 44	4,756	11.12%
Age 45 - 54	4,775	11.16%
Age 55 - 64	6,247	14.61%
Age 65 - 74	6,109	14.28%
Age 75 - 84	3,101	7.25%
Age 85 and over	933	2.18%
Age 16 and over	34,972	81.77%
Age 18 and over	33,895	79.25%
Age 21 and over	32,483	75.95%
Age 65 and over	10,144	23.72%
2023 Est. Median Age		44.54
2023 Est. Average Age		43.38
2023 Est. Population by Sex	42,771	
Male	21,138	49.42%
Female	21,633	50.58%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	21,138	
Age 0 - 4	1,198	5.67%
Age 5 - 9	1,238	5.86%
Age 10 - 14	1,347	6.37%
Age 15 - 17	846	4.00%
Age 18 - 20	750	3.55%
Age 21 - 24	937	4.43%
Age 25 - 34	2,338	11.06%
Age 35 - 44	2,364	11.18%
Age 45 - 54	2,330	11.02%
Age 55 - 64	3,055	14.45%
Age 65 - 74	2,911	13.77%
Age 75 - 84	1,440	6.81%
Age 85 and over	384	1.82%
2023 Est. Median Age, Male		43.10
2023 Est. Average Age, Male		42.35
2023 Est. Female Population by Age	21,633	
Age 0 - 4	1,103	5.10%
Age 5 - 9	1,136	5.25%
Age 10 - 14	1,257	5.81%
Age 15 - 17	752	3.48%
Age 18 - 20	662	3.06%
Age 21 - 24	882	4.08%
Age 25 - 34	2,403	11.11%
Age 35 - 44	2,392	11.06%
Age 45 - 54	2,445	11.30%
Age 55 - 64	3,193	14.76%
Age 65 - 74	3,198	14.78%
Age 75 - 84	1,661	7.68%
Age 85 and over	549	2.54%
2023 Est. Median Age, Female		45.98
2023 Est. Average Age, Female		44.36

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,556	24.11%
Males, Never Married	5,091	14.34%
Females, Never Married	3,465	9.76%
Married, Spouse present	15,865	44.70%
Married, Spouse absent	2,198	6.19%
Widowed	3,261	9.19%
Males Widowed	809	2.28%
Females Widowed	2,452	6.91%
Divorced	5,613	15.81%
Males Divorced	2,454	6.91%
Females Divorced	3,159	8.90%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,282	4.18%
Some High School, no diploma	4,680	15.26%
High School Graduate (or GED)	10,958	35.74%
Some College, no degree	7,447	24.29%
Associate Degree	2,324	7.58%
Bachelor's Degree	2,838	9.26%
Master's Degree	799	2.61%
Professional School Degree	193	0.63%
Doctorate Degree	144	0.47%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	917	32.88%
High School Graduate	794	28.47%
Some College or Associate's Degree	798	28.61%
Bachelor's Degree or Higher	280	10.04%
Households		
2028 Projection	17,535	
2023 Estimate	16,914	
2020 Census	16,273	
2010 Census	14,969	
Growth 2023 - 2028		3.67%
Growth 2020 - 2023		3.94%
Growth 2010 - 2020		8.71%
2023 Est. Households by Household Type	16,914	
Family Households	11,631	68.77%
Nonfamily Households	5,282	31.23%
2023 Est. Group Quarters Population	190	
2023 Households by Ethnicity, Hispanic/Latino	1,380	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	16,914	
Income < \$15,000	2,021	11.95%
Income \$15,000 - \$24,999	1,610	9.52%
Income \$25,000 - \$34,999	1,762	10.42%
Income \$35,000 - \$49,999	2,444	14.45%
Income \$50,000 - \$74,999	3,018	17.84%
Income \$75,000 - \$99,999	2,126	12.57%
Income \$100,000 - \$124,999	1,182	6.99%
Income \$125,000 - \$149,999	832	4.92%
Income \$150,000 - \$199,999	924	5.46%
Income \$200,000 - \$249,999	471	2.79%
Income \$250,000 - \$499,999	388	2.29%
Income \$500,000+	137	0.81%
2023 Est. Average Household Income		\$77,278
2023 Est. Median Household Income		\$54,434
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$54,197
Black or African American Alone		\$29,859
American Indian and Alaska Native Alone		\$48,418
Asian Alone		\$63,316
Native Hawaiian and Other Pacific Islander Alone		\$55,768
Some Other Race Alone		\$37,155
Two or More Races		\$72,351
Hispanic or Latino		\$47,399
Not Hispanic or Latino		\$55,235
2023 Est. Family HH Type by Presence of Own Child.	11,631	
Married-Couple Family, own children	2,694	23.16%
Married-Couple Family, no own children	6,117	52.59%
Male Householder, own children	431	3.71%
Male Householder, no own children	435	3.74%
Female Householder, own children	931	8.01%
Female Householder, no own children	1,022	8.79%
2023 Est. Households by Household Size	16,914	
1-person	4,151	24.54%
2-person	6,944	41.06%
3-person	2,676	15.82%
4-person	1,385	8.19%
5-person	1,098	6.49%
6-person	436	2.58%
7-or-more-person	225	1.33%
2023 Est. Average Household Size		2.52

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	16,914	
Households with 1 or More People under Age 18:	4,996	29.54%
Married-Couple Family	3,183	63.71%
Other Family, Male Householder	506	10.13%
Other Family, Female Householder	1,237	24.76%
Nonfamily, Male Householder	51	1.02%
Nonfamily, Female Householder	19	0.38%
Households with No People under Age 18:	11,918	
Married-Couple Family	5,629	47.23%
Other Family, Male Householder	360	3.02%
Other Family, Female Householder	714	5.99%
Nonfamily, Male Householder	2,482	20.83%
Nonfamily, Female Householder	2,734	22.94%
2023 Est. Households by Number of Vehicles	16,914	
No Vehicles	817	4.83%
1 Vehicle	4,978	29.43%
2 Vehicles	6,977	41.25%
3 Vehicles	2,758	16.31%
4 Vehicles	966	5.71%
5 or more Vehicles	418	2.47%
2023 Est. Average Number of Vehicles		2.0
Family Households		
2028 Projection	12,069	
2023 Estimate	11,631	
2010 Census	10,279	
Growth 2023 - 2028		3.77%
Growth 2010 - 2023		13.15%
2023 Est. Families by Poverty Status	11,631	
2023 Families at or Above Poverty	10,357	89.05%
2023 Families at or Above Poverty with Children	3,548	30.50%
2023 Families Below Poverty	1,274	10.95%
2023 Families Below Poverty with Children	837	7.20%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	16,827	48.12%
Civilian Labor Force, Unemployed	999	2.86%
Armed Forces	0	0.00%
Not in Labor Force	17,145	49.03%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	16,570	
For-Profit Private Workers	11,057	66.73%
Non-Profit Private Workers	666	4.02%
Local Government Workers	152	0.92%
State Government Workers	541	3.27%
Federal Government Workers	1,306	7.88%
Self-Employed Workers	2,774	16.74%
Unpaid Family Workers	73	0.44%
2023 Est. Civ. Employed Pop 16+ by Occupation	16,570	
Architect/Engineer	315	1.90%
Arts/Entertainment/Sports	74	0.45%
Building Grounds Maintenance	924	5.58%
Business/Financial Operations	644	3.89%
Community/Social Services	194	1.17%
Computer/Mathematical	345	2.08%
Construction/Extraction	2,082	12.57%
Education/Training/Library	540	3.26%
Farming/Fishing/Forestry	85	0.51%
Food Prep/Serving	1,050	6.34%
Health Practitioner/Technician	733	4.42%
Healthcare Support	540	3.26%
Maintenance Repair	640	3.86%
Legal	82	0.50%
Life/Physical/Social Science	29	0.18%
Management	1,153	6.96%
Office/Admin. Support	1,736	10.48%
Production	1,097	6.62%
Protective Services	620	3.74%
Sales/Related	1,496	9.03%
Personal Care/Service	528	3.19%
Transportation/Moving	1,664	10.04%
2023 Est. Pop 16+ by Occupation Classification	16,570	
White Collar	7,340	44.30%
Blue Collar	5,484	33.10%
Service and Farm	3,746	22.61%
2023 Est. Workers Age 16+ by Transp. to Work	16,404	
Drove Alone	12,861	78.40%
Car Pooled	2,118	12.91%
Public Transportation	13	0.08%
Walked	84	0.51%
Bicycle	0	0.00%
Other Means	219	1.33%
Worked at Home	1,109	6.76%

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,359	
15 - 29 Minutes	3,916	
30 - 44 Minutes	2,491	
45 - 59 Minutes	1,331	
60 or more Minutes	4,270	
2023 Est. Avg Travel Time to Work in Minutes		40
2023 Est. Occupied Housing Units by Tenure	16,914	
Owner Occupied	13,032	77.05%
Renter Occupied	3,882	22.95%
2023 Owner Occ. HUs: Avg. Length of Residence		14.49 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.94 [†]
2023 Est. Owner-Occupied Housing Units by Value	16,914	
Value Less than \$20,000	737	5.66%
Value \$20,000 - \$39,999	847	6.50%
Value \$40,000 - \$59,999	731	5.61%
Value \$60,000 - \$79,999	759	5.82%
Value \$80,000 - \$99,999	1,134	8.70%
Value \$100,000 - \$149,999	1,932	14.83%
Value \$150,000 - \$199,999	1,302	9.99%
Value \$200,000 - \$299,999	2,274	17.45%
Value \$300,000 - \$399,999	1,302	9.99%
Value \$400,000 - \$499,999	587	4.50%
Value \$500,000 - \$749,999	782	6.00%
Value \$750,000 - \$999,999	286	2.19%
Value \$1,000,000 or \$1,499,999	153	1.17%
Value \$1,500,000 or \$1,999,999	42	0.32%
Value \$2,000,000+	162	1.24%
2023 Est. Median All Owner-Occupied Housing Value		\$162,814
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	13,570	62.51%
1 Unit Attached	152	0.70%
2 Units	148	0.68%
3 or 4 Units	502	2.31%
5 to 19 Units	502	2.31%
20 to 49 Units	93	0.43%
50 or More Units	106	0.49%
Mobile Home or Trailer	6,581	30.31%
Boat, RV, Van, etc.	57	0.26%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,805	8.31%
Housing Units Built 2010 to 2014	1,020	4.70%
Housing Units Built 2000 to 2009	3,672	16.91%
Housing Units Built 1990 to 1999	3,442	15.85%
Housing Units Built 1980 to 1989	4,342	20.00%
Housing Units Built 1970 to 1979	4,490	20.68%
Housing Units Built 1960 to 1969	1,792	8.25%
Housing Units Built 1950 to 1959	665	3.06%
Housing Units Built 1940 to 1949	162	0.75%
Housing Unit Built 1939 or Earlier	320	1.47%
2023 Est. Median Year Structure Built		1988

[†] 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**RetailCoach**.®

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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