



The**Retail**Coach[®]

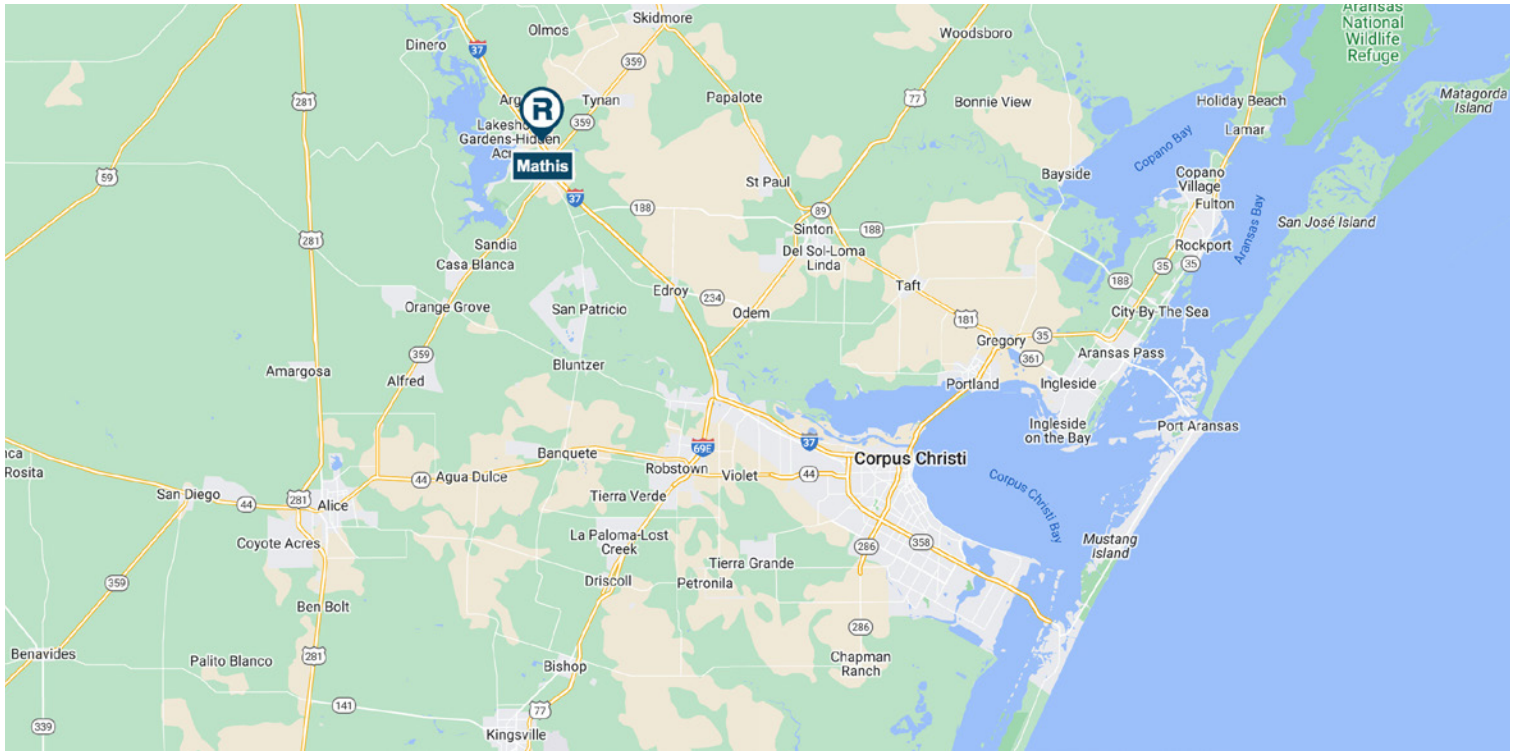
Community Demographic Profile

MATHIS, TEXAS

Prepared for Mathis Economic Development Corporation
October 2023

Community • Demographic Snapshot

Mathis, Texas



Population

2020	4,333
2023	4,447
2028	4,581

Educational Attainment (%)

Graduate or Professional Degree	1.03%
Bachelors Degree	3.43%
Associate Degree	6.08%
Some College	15.29%
High School Graduate (or GED)	31.21%
Some High School, No Degree	12.01%
Less than 9th Grade	30.95%

Income

Average HH	\$48,261
Median HH	\$30,688
Per Capita	\$17,015

Age

0 - 9 Years	16.28%
10 - 17 Years	13.02%
18 - 24 Years	9.67%
25 - 34 Years	13.16%
35 - 44 Years	13.18%
45 - 54 Years	10.10%
55 - 64 Years	9.65%
65 and Older	14.95%
Median Age	33.38
Average Age	36.00

Race Distribution (%)

White	63.08%
Black/African American	1.26%
American Indian/Alaskan	0.61%
Asian	0.07%
Native Hawaiian/Islander	0.04%
Other Race	14.57%
Two or More Races	20.37%
Hispanic	90.73%



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Community • Demographic Profile

Mathis, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	4,581	
2023 Estimate	4,447	
2020 Census	4,333	
Growth 2023 - 2028		3.01%
Growth 2020 - 2023		2.63%
2023 Est. Population by Single-Classification Race	4,447	
White Alone	2,805	63.08%
Black or African American Alone	56	1.26%
Amer. Indian and Alaska Native Alone	27	0.61%
Asian Alone	3	0.07%
Native Hawaiian and Other Pacific Island Alone	2	0.04%
Some Other Race Alone	648	14.57%
Two or More Races	906	20.37%
2023 Est. Population by Hispanic or Latino Origin	4,447	
Not Hispanic or Latino	412	9.27%
Hispanic or Latino	4,035	90.73%
Mexican	3,822	94.72%
Puerto Rican	0	0.00%
Cuban	0	0.00%
All Other Hispanic or Latino	213	5.28%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	4,035	
White Alone	2,478	61.41%
Black or African American Alone	11	0.27%
American Indian and Alaska Native Alone	21	0.52%
Asian Alone	3	0.07%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	632	15.66%
Two or More Races	890	22.06%
2023 Est. Pop by Race, Asian Alone, by Category	3	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	3	100.00%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	4,447	
Arab	0	0.00%
Czech	0	0.00%
Danish	0	0.00%
Dutch	0	0.00%
English	2	0.04%
French (except Basque)	21	0.47%
French Canadian	0	0.00%
German	11	0.25%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	20	0.45%
Italian	0	0.00%
Lithuanian	0	0.00%
United States or American	37	0.83%
Norwegian	1	0.02%
Polish	8	0.18%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	0	0.00%
Scotch-Irish	8	0.18%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	0	0.00%
Swiss	0	0.00%
Ukrainian	1	0.02%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	3,879	87.23%
Ancestry Unclassified	459	10.32%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	1,418	34.80%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak IndoEuropean Language at Home	20	0.49%
Speak Spanish at Home	2,637	64.71%
Speak Other Language at Home	0	0.00%

Community • Demographic Profile

Mathis, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	4,447	
Age 0 - 4	372	8.37%
Age 5 - 9	352	7.91%
Age 10 - 14	352	7.91%
Age 15 - 17	227	5.11%
Age 18 - 20	192	4.32%
Age 21 - 24	238	5.35%
Age 25 - 34	585	13.16%
Age 35 - 44	586	13.18%
Age 45 - 54	449	10.10%
Age 55 - 64	429	9.65%
Age 65 - 74	371	8.34%
Age 75 - 84	214	4.81%
Age 85 and over	80	1.80%
Age 16 and over	3,295	74.09%
Age 18 and over	3,144	70.70%
Age 21 and over	2,952	66.38%
Age 65 and over	665	14.95%
2023 Est. Median Age		33.38
2023 Est. Average Age		36.00
2023 Est. Population by Sex	4,447	
Male	2,164	48.66%
Female	2,283	51.34%
2023 Est. Male Population by Age	2,164	
Age 0 - 4	189	8.73%
Age 5 - 9	178	8.23%
Age 10 - 14	181	8.36%
Age 15 - 17	104	4.81%
Age 18 - 20	92	4.25%
Age 21 - 24	124	5.73%
Age 25 - 34	294	13.59%
Age 35 - 44	295	13.63%
Age 45 - 54	211	9.75%
Age 55 - 64	201	9.29%
Age 65 - 74	182	8.41%
Age 75 - 84	85	3.93%
Age 85 and over	28	1.29%
2023 Est. Median Age, Male		32.26
2023 Est. Average Age, Male		34.90
2023 Est. Female Population by Age	2,283	
Age 0 - 4	183	8.02%
Age 5 - 9	174	7.62%
Age 10 - 14	171	7.49%
Age 15 - 17	123	5.39%
Age 18 - 20	100	4.38%
Age 21 - 24	114	4.99%
Age 25 - 34	291	12.75%
Age 35 - 44	291	12.75%
Age 45 - 54	238	10.43%
Age 55 - 64	228	9.99%
Age 65 - 74	189	8.28%
Age 75 - 84	129	5.65%
Age 85 and over	52	2.28%
2023 Est. Median Age, Female		34.50
2023 Est. Average Age, Female		37.00

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,339	39.72%
Males, Never Married	727	21.57%
Females, Never Married	612	18.16%
Married, Spouse present	1,103	32.72%
Married, Spouse absent	145	4.30%
Widowed	385	11.42%
Males Widowed	211	6.26%
Females Widowed	174	5.16%
Divorced	399	11.84%
Males Divorced	151	4.48%
Females Divorced	248	7.36%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	840	30.95%
Some High School, no diploma	326	12.01%
High School Graduate (or GED)	847	31.21%
Some College, no degree	415	15.29%
Associate Degree	165	6.08%
Bachelor's Degree	93	3.43%
Master's Degree	27	1.00%
Professional School Degree	1	0.04%
Doctorate Degree	0	0.00%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,011	41.95%
High School Graduate	812	33.69%
Some College or Associate's Degree	528	21.91%
Bachelor's Degree or Higher	59	2.45%
Households		
2028 Projection	1,600	
2023 Estimate	1,547	
2020 Census	1,500	
Growth 2023 - 2028		3.43%
Growth 2020 - 2023		3.13%
2023 Est. Households by Household Type	1,547	
Family Households	1,174	75.89%
Nonfamily Households	373	24.11%
2023 Est. Group Quarters Population	59	
2023 Households by Ethnicity, Hispanic/Latino	1,357	

Community • Demographic Profile

Mathis, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	1,547	
Income < \$15,000	350	22.62%
Income \$15,000 - \$24,999	298	19.26%
Income \$25,000 - \$34,999	208	13.45%
Income \$35,000 - \$49,999	242	15.64%
Income \$50,000 - \$74,999	187	12.09%
Income \$75,000 - \$99,999	109	7.05%
Income \$100,000 - \$124,999	61	3.94%
Income \$125,000 - \$149,999	34	2.20%
Income \$150,000 - \$199,999	23	1.49%
Income \$200,000 - \$249,999	10	0.65%
Income \$250,000 - \$499,999	15	0.97%
Income \$500,000+	10	0.65%
2023 Est. Average Household Income		\$48,261
2023 Est. Median Household Income		\$30,688
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$27,034
Black or African American Alone		\$19,530
American Indian and Alaska Native Alone		\$11,141
Asian Alone		\$0
Native Hawaiian and Other Pacific Islander Alone		\$6,375
Some Other Race Alone		\$28,881
Two or More Races		\$45,729
Hispanic or Latino		\$32,404
Not Hispanic or Latino		\$18,439
2023 Est. Family HH Type by Presence of Own Child.	1,174	
Married-Couple Family, own children	279	23.76%
Married-Couple Family, no own children	411	35.01%
Male Householder, own children	66	5.62%
Male Householder, no own children	72	6.13%
Female Householder, own children	174	14.82%
Female Householder, no own children	172	14.65%
2023 Est. Households by Household Size	1,547	
1-person	319	20.62%
2-person	422	27.28%
3-person	313	20.23%
4-person	276	17.84%
5-person	114	7.37%
6-person	37	2.39%
7-or-more-person	66	4.27%
2023 Est. Average Household Size		2.80
2023 Est. Households by Presence of People Under 18	1,547	
Households with 1 or More People under Age 18:	680	43.96%
Married-Couple Family	367	53.97%
Other Family, Male Householder	85	12.50%
Other Family, Female Householder	226	33.24%
Nonfamily, Male Householder	2	0.29%
Nonfamily, Female Householder	0	0.00%

DESCRIPTION	DATA	%
Households with No People under Age 18:	867	
Married-Couple Family	325	37.49%
Other Family, Male Householder	49	5.65%
Other Family, Female Householder	122	14.07%
Nonfamily, Male Householder	161	18.57%
Nonfamily, Female Householder	210	24.22%
2023 Est. Households by Number of Vehicles	1,547	
No Vehicles	266	17.19%
1 Vehicle	716	46.28%
2 Vehicles	445	28.76%
3 Vehicles	81	5.24%
4 Vehicles	20	1.29%
5 or more Vehicles	19	1.23%
2023 Est. Average Number of Vehicles		1.3
Family Households		
2028 Projection	1,214	
2023 Estimate	1,174	
Growth 2023 - 2028		3.41%
2023 Est. Families by Poverty Status	1,174	
2023 Families at or Above Poverty	804	68.48%
2023 Families at or Above Poverty with Children	337	28.70%
2023 Families Below Poverty	370	31.52%
2023 Families Below Poverty with Children	241	20.53%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	1,359	41.24%
Civilian Labor Force, Unemployed	99	3.00%
Armed Forces	0	0.00%
Not in Labor Force	1,837	55.75%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	1,344	
For-Profit Private Workers	927	68.97%
Non-Profit Private Workers	90	6.70%
Local Government Workers	22	1.64%
State Government Workers	60	4.46%
Federal Government Workers	169	12.57%
Self-Employed Workers	75	5.58%
Unpaid Family Workers	1	0.07%

Community • Demographic Profile

Mathis, Texas

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	1,344	
Architect/Engineer	3	0.22%
Arts/Entertainment/Sports	2	0.15%
Building Grounds Maintenance	69	5.13%
Business/Financial Operations	6	0.45%
Community/Social Services	2	0.15%
Computer/Mathematical	2	0.15%
Construction/Extraction	227	16.89%
Education/Training/Library	70	5.21%
Farming/Fishing/Forestry	14	1.04%
Food Prep/Serving	172	12.80%
Health Practitioner/Technician	55	4.09%
Healthcare Support	135	10.05%
Maintenance Repair	31	2.31%
Legal	0	0.00%
Life/Physical/Social Science	0	0.00%
Management	71	5.28%
Office/Admin. Support	92	6.84%
Production	67	4.99%
Protective Services	61	4.54%
Sales/Related	70	5.21%
Personal Care/Service	17	1.26%
Transportation/Moving	178	13.24%
2023 Est. Pop 16+ by Occupation Classification	1,344	
White Collar	373	27.75%
Blue Collar	503	37.43%
Service and Farm	468	34.82%
2023 Est. Workers Age 16+ by Transp. to Work	1,336	
Drove Alone	1,187	88.85%
Car Pooled	92	6.89%
Public Transportation	1	0.08%
Walked	34	2.54%
Bicycle	0	0.00%
Other Means	5	0.37%
Worked at Home	17	1.27%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	626	
15 - 29 Minutes	178	
30 - 44 Minutes	298	
45 - 59 Minutes	197	
60 or more Minutes	28	
2023 Est. Avg Travel Time to Work in Minutes		24
2023 Est. Occupied Housing Units by Tenure	1,547	
Owner Occupied	939	60.70%
Renter Occupied	608	39.30%
2023 Owner Occ. HUs: Avg. Length of Residence		18.70 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		7.50 [†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	939	
Value Less than \$20,000	108	11.50%
Value \$20,000 - \$39,999	89	9.48%
Value \$40,000 - \$59,999	140	14.91%
Value \$60,000 - \$79,999	240	25.56%
Value \$80,000 - \$99,999	106	11.29%
Value \$100,000 - \$149,999	121	12.89%
Value \$150,000 - \$199,999	60	6.39%
Value \$200,000 - \$299,999	30	3.19%
Value \$300,000 - \$399,999	35	3.73%
Value \$400,000 - \$499,999	7	0.75%
Value \$500,000 - \$749,999	3	0.32%
Value \$750,000 - \$999,999	0	0.00%
Value \$1,000,000 or \$1,499,999	0	0.00%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		\$70,745
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	1,440	80.00%
1 Unit Attached	14	0.78%
2 Units	172	9.56%
3 or 4 Units	50	2.78%
5 to 19 Units	5	0.28%
20 to 49 Units	22	1.22%
50 or More Units	0	0.00%
Mobile Home or Trailer	97	5.39%
Boat, RV, Van, etc.	0	0.00%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	119	6.61%
Housing Units Built 2010 to 2014	15	0.83%
Housing Units Built 2000 to 2009	167	9.28%
Housing Units Built 1990 to 1999	112	6.22%
Housing Units Built 1980 to 1989	167	9.28%
Housing Units Built 1970 to 1979	443	24.61%
Housing Units Built 1960 to 1969	346	19.22%
Housing Units Built 1950 to 1959	323	17.94%
Housing Units Built 1940 to 1949	58	3.22%
Housing Unit Built 1939 or Earlier	50	2.78%
2023 Est. Median Year Structure Built		1973

[†] 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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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