



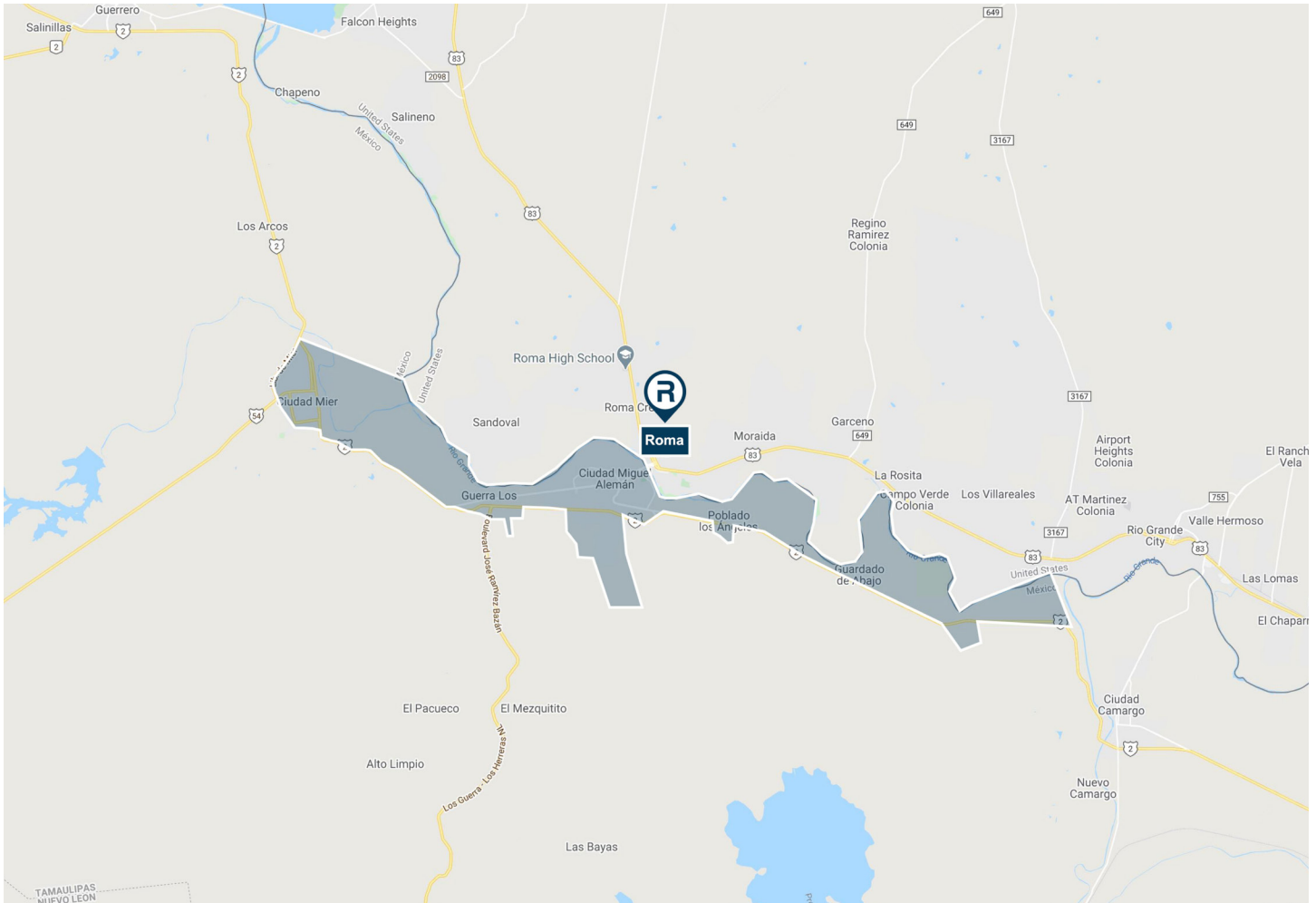
The**Retail**Coach.®

Mexico Retail Trade Area Summary Report

ROMA, TEXAS

Prepared for City of Roma
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Mexico Retail Trade Area



Prepared for:



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Mexican Retail Trade Area • Mexico Summary Report

Roma, Texas

Population Totals (MBR)	
Total Population	18,552
Population Density (per sq. km)	261.7
Population Per Mill	0.1
Total Population Age 0-14	5,092
Total Population Age 15-29	4,742
Total Population Age 30-44	4,200
Total Population Age 45-59	2,671
Total Population Age 60+	1,847

Male Population Totals (MBR)	
Total Male Population	9,250
Male Population Age 0-14	2,545
Male Population Age 15-29	2,319
Male Population Age 30-44	2,126
Male Population Age 45-59	1,372
Male Population Age 60+	888

Female Population Totals (MBR)	
Total Female Population	9,302
Female Population Age 0-14	2,547
Female Population Age 15-29	2,422
Female Population Age 30-44	2,073
Female Population Age 45-59	1,300
Female Population Age 60+	960

Household Totals (MBR)	
Total Households	5,474
Average Household Size	3.4

Households by Type (MBR)	
HHs: Family - Nuclear	3,692
HHs: Family - Expanded	1,041
HHs: Family - Composites	63
HHs: Family - Not Specified	36
HHs: Non-family - One Person	599
HHs: Non-family - Co-residents	39
HHs: Not Specified	6

Educational Attainment (MBR)	
Pop 12+/Edu: Without Education	519
Pop 12+/Edu: Preschool or Kindergarten	70
Pop 12+/Edu: Incomplete Primary	1,974
Pop 12+/Edu: Primary Completed	2,883
Pop 12+/Edu: Incomplete Secondary	1,255
Pop 12+/Edu: Secondary Completed	3,523
Pop 12+/Edu: Tech/Commercial w/Primary	90
Pop 12+/Edu: Tech/Commercial w/Secondary	107
Pop 12+/Edu: Preparatory or High School	2,398
Pop 12+/Edu: Basic Normal	136
Pop 12+/Edu: Tech or Trade School	116
Pop 12+/Edu: Normal Degree	341
Pop 12+/Edu: Professional	779
Pop 12+/Edu: Master's Degree	98
Pop 12+/Edu: Doctorate	30
Pop 12+/Edu: Not Specified	160

Purchasing Power (MBR)	
Purchasing Power: Total	MXN 2,148,001,053
Purchasing Power: Per Mill	0.1
Purchasing Power: Per Capita	MXN 115,783
Purchasing Power: Index	93

Food & Beverage Expenditures (MBR)	
Food & Beverage: Total	MXN 565,215,548
Food & Beverage: Per Mill	0.2
Food & Beverage: Per Capita	MXN 30,467
Food & Beverage: Index	103

Alcoholic Beverage Expenditures (MBR)	
Alcoholic Beverage: Total	MXN 35,881,202
Alcoholic Beverage: Per Mill	0.2
Alcoholic Beverage: Per Capita	MXN 1,934
Alcoholic Beverage: Index	103

Tobacco Expenditures (MBR)	
Tobacco: Total	MXN 16,808,286
Tobacco: Per Mill	0.2
Tobacco: Per Capita	MXN 906
Tobacco: Index	107

Clothing Expenditures (MBR)	
Clothing: Total	MXN 59,008,164
Clothing: Per Mill	0.1
Clothing: Per Capita	MXN 3,181
Clothing: Index	99

Footwear Expenditures (MBR)	
Footwear: Total	MXN 29,318,439
Footwear: Per Mill	0.1
Footwear: Per Capita	MXN 1,580
Footwear: Index	99

Furniture & Furnishing Expenditures (MBR)	
Furniture/Furnishing: Total	MXN 25,445,075
Furniture/Furnishing: Per Mill	0.1
Furniture/Furnishing: Per Capita	MXN 1,372
Furniture/Furnishing: Index	99

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Roma, Texas

Household Textiles Expenditures (MBR)

Household Textiles: Total	MXN 4,813,589
Household Textiles: Per Mill	0.2
Household Textiles: Per Capita	MXN 259
Household Textiles: Index	101

Household Appliances Expenditures (MBR)

Household Appliances: Total	MXN 28,594,532
Household Appliances: Per Mill	0.2
Household Appliances: Per Capita	MXN 1,541
Household Appliances: Index	102

Household Utensils Expenditures (MBR)

Household Utensils: Total	MXN 14,331,278
Household Utensils: Per Mill	0.1
Household Utensils: Per Capita	MXN 772
Household Utensils: Index	100

House & Garden Expenditures (MBR)

House & Garden Tools: Total	MXN 7,020,928
House & Garden Tools: Per Mill	0.1
House & Garden Tools: Per Capita	MXN 378
House & Garden Tools: Index	98

Household Maintenance Expenditures (MBR)

Household Maintenance: Total	MXN 43,074,072
Household Maintenance: Per Mill	0.2
Household Maintenance: Per Capita	MXN 2,322
Household Maintenance: Index	103

Medical Products & Supplies Expenditures (MBR)

Medical Products: Total	MXN 34,082,872
Medical Products: Per Mill	0.2
Medical Products: Per Capita	MXN 1,837
Medical Products: Index	107

Consumer Electronics Expenditures (MBR)

Electronics & IT: Total	MXN 32,350,031
Electronics & IT: Per Mill	0.1
Electronics & IT: Per Capita	MXN 1,744
Electronics & IT: Index	99

Recreation & Culture Durable Expenditures (MBR)

Recreation Durables: Total	MXN 4,096,076
Recreation Durables: Per Mill	0.1
Recreation Durables: Per Capita	MXN 221
Recreation Durables: Index	96

Entertainment Expenditures (MBR)

Toys/Sports/Pets: Total	MXN 32,548,630
Toys/Sports/Pets: Per Mill	0.1
Toys/Sports/Pets: Per Capita	MXN 1,754
Toys/Sports/Pets: Index	99

Recreational & Cultural Service Expenditures (MBR)

Recreational Services: Total	MXN 59,084,375
Recreational Services: Per Mill	0.2
Recreational Services: Per Capita	MXN 3,185
Recreational Services: Index	101

Books & Stationery Expenditures (MBR)

Books & Stationery: Total	MXN 11,772,387
Books & Stationery: Per Mill	0.2
Books & Stationery: Per Capita	MXN 635
Books & Stationery: Index	103

Catering Services Expenditures (MBR)

Catering Services: Total	MXN 97,962,672
Catering Services: Per Mill	0.2
Catering Services: Per Capita	MXN 5,280
Catering Services: Index	101

Personal Care Expenditures (MBR)

Personal Care: Total	MXN 36,467,662
Personal Care: Per Mill	0.2
Personal Care: Per Capita	MXN 1,966
Personal Care: Index	103

Jewelry & Personal Effects Expenditures (MBR)

Personal Effects: Total	MXN 18,502,387
Personal Effects: Per Mill	0.1
Personal Effects: Per Capita	MXN 997
Personal Effects: Index	97

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.

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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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