



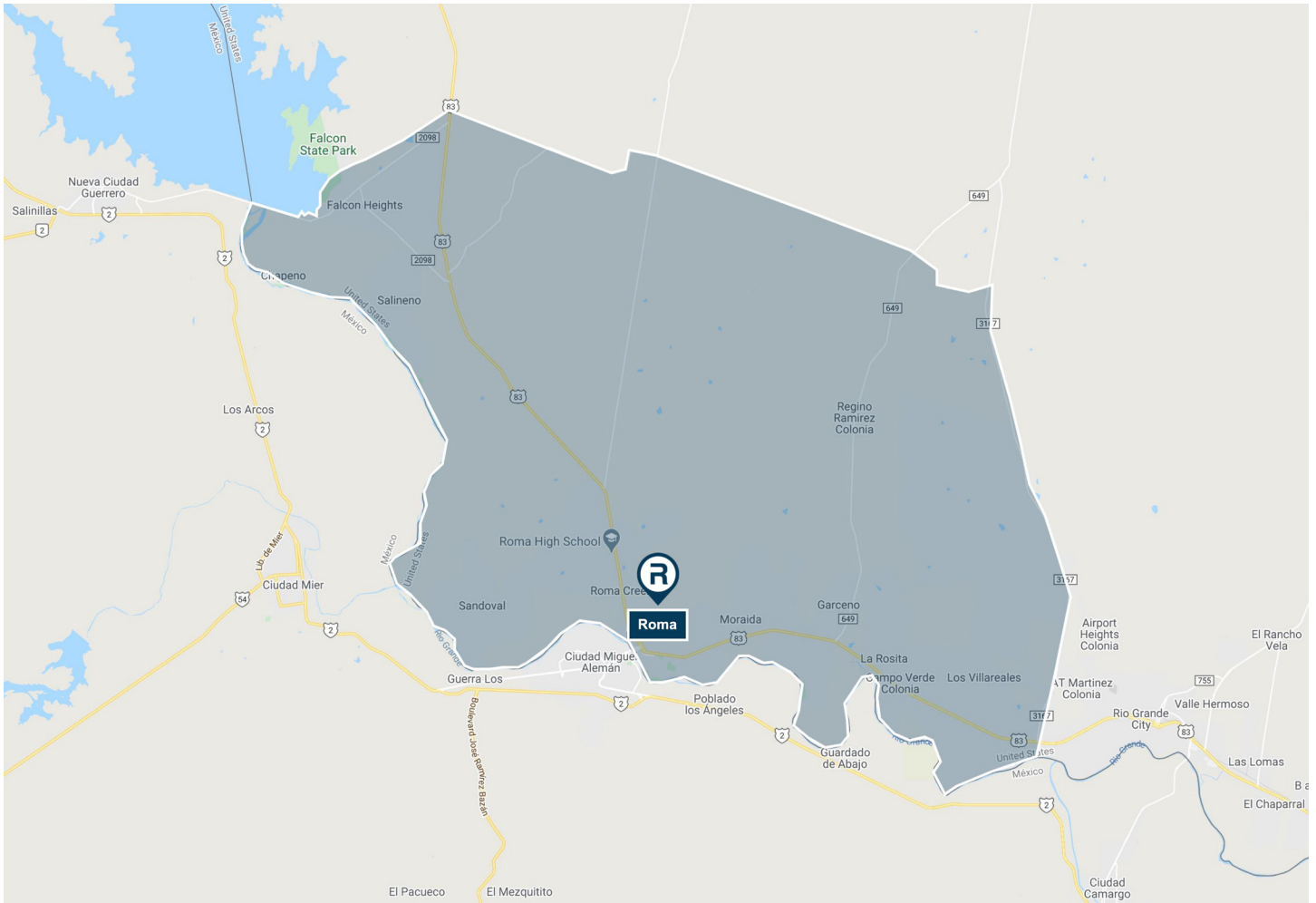
The**Retail**Coach®

Retail Trade Areas Demographic Overview

ROMA, TEXAS

Prepared for City of Roma
February 2021

Retail Trade Area



Prepared for:



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Retail Trade Area • Demographic Profile

Roma, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	29,135	
2021 Estimate	27,667	
2010 Census	25,602	
2000 Census	22,583	
Growth 2021 - 2026		5.31%
Growth 2010 - 2021		8.07%
Growth 2000 - 2010		13.37%
2021 Est. Population by Single-Classification Race	27,667	
White Alone	27,179	98.24%
Black or African American Alone	20	0.07%
Amer. Indian and Alaska Native Alone	14	0.05%
Asian Alone	15	0.05%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	360	1.30%
Two or More Races	79	0.29%
2021 Est. Population by Hispanic or Latino Origin	27,667	
Not Hispanic or Latino	385	1.39%
Hispanic or Latino	27,281	98.61%
Mexican	26,554	97.34%
Puerto Rican	35	0.13%
Cuban	0	0.00%
All Other Hispanic or Latino	691	2.53%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	27,281	
White Alone	26,819	98.31%
Black or African American Alone	15	0.06%
American Indian and Alaska Native Alone	12	0.04%
Asian Alone	7	0.03%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	360	1.32%
Two or More Races	69	0.25%
2021 Est. Pop by Race, Asian Alone, by Category	15	
Chinese, except Taiwanese	0	0.00%
Filipino	10	66.67%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	5	33.33%
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	%
2021 Est. Population by Ancestry	27,667	
Arab	0	0.00%
Czech	0	0.00%
Danish	0	0.00%
Dutch	0	0.00%
English	0	0.00%
French (except Basque)	61	0.22%
French Canadian	0	0.00%
German	15	0.05%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	7	0.03%
Italian	48	0.17%
Lithuanian	6	0.02%
United States or American	147	0.53%
Norwegian	0	0.00%
Polish	0	0.00%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	0	0.00%
Scotch-Irish	3	0.01%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	0	0.00%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	25,786	93.20%
Ancestry Unclassified	1,593	5.76%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	2,386	9.59%
Speak Asian/Pacific Island Language at Home	6	0.02%
Speak IndoEuropean Language at Home	21	0.08%
Speak Spanish at Home	22,472	90.30%
Speak Other Language at Home	0	0.00%

Retail Trade Area • Demographic Profile

Roma, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	27,667	
Age 0 - 4	2,781	10.05%
Age 5 - 9	2,628	9.50%
Age 10 - 14	2,273	8.22%
Age 15 - 17	1,432	5.18%
Age 18 - 20	1,296	4.68%
Age 21 - 24	1,745	6.31%
Age 25 - 34	3,728	13.48%
Age 35 - 44	3,171	11.46%
Age 45 - 54	2,957	10.69%
Age 55 - 64	2,298	8.31%
Age 65 - 74	1,866	6.75%
Age 75 - 84	1,136	4.11%
Age 85 and over	355	1.28%
Age 16 and over	19,514	70.53%
Age 18 and over	18,552	67.06%
Age 21 and over	17,256	62.37%
Age 65 and over	3,357	12.13%
2021 Est. Median Age		29.26
2021 Est. Average Age		33.23
2021 Est. Population by Sex	27,667	
Male	13,114	47.40%
Female	14,553	52.60%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	13,114	
Age 0 - 4	1,360	10.37%
Age 5 - 9	1,317	10.04%
Age 10 - 14	1,112	8.48%
Age 15 - 17	699	5.33%
Age 18 - 20	641	4.89%
Age 21 - 24	857	6.54%
Age 25 - 34	1,829	13.95%
Age 35 - 44	1,553	11.84%
Age 45 - 54	1,337	10.20%
Age 55 - 64	1,006	7.67%
Age 65 - 74	785	5.99%
Age 75 - 84	483	3.68%
Age 85 and over	135	1.03%
2021 Est. Median Age, Male		27.91
2021 Est. Average Age, Male		32.00
2021 Est. Female Population by Age	14,553	
Age 0 - 4	1,422	9.77%
Age 5 - 9	1,311	9.01%
Age 10 - 14	1,161	7.98%
Age 15 - 17	732	5.03%
Age 18 - 20	654	4.49%
Age 21 - 24	888	6.10%
Age 25 - 34	1,899	13.05%
Age 35 - 44	1,618	11.12%
Age 45 - 54	1,620	11.13%
Age 55 - 64	1,292	8.88%
Age 65 - 74	1,080	7.42%
Age 75 - 84	653	4.49%
Age 85 and over	220	1.51%
2021 Est. Median Age, Female		30.60
2021 Est. Average Age, Female		34.31

Retail Trade Area • Demographic Profile

Roma, Texas

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	6,887	34.46%
Males, Never Married	3,373	16.88%
Females, Never Married	3,514	17.58%
Married, Spouse present	8,546	42.76%
Married, Spouse absent	1,903	9.52%
Widowed	1,293	6.47%
Males Widowed	282	1.41%
Females Widowed	1,011	5.06%
Divorced	1,354	6.78%
Males Divorced	396	1.98%
Females Divorced	958	4.79%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,014	32.3%
Some High School, no diploma	2,840	18.3%
High School Graduate (or GED)	3,760	24.2%
Some College, no degree	1,862	12.0%
Associate Degree	387	2.5%
Bachelor's Degree	1,093	7.0%
Master's Degree	484	3.1%
Professional School Degree	22	0.1%
Doctorate Degree	49	0.3%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	7,662	50.03%
High School Graduate	3,707	24.21%
Some College or Associate's Degree	2,221	14.50%
Bachelor's Degree or Higher	1,724	11.26%
Households		
2026 Projection	8,518	
2021 Estimate	8,056	
2010 Census	7,307	
2000 Census	6,082	
Growth 2021 - 2026		5.74%
Growth 2010 - 2021		10.25%
Growth 2000 - 2010		20.14%
2021 Est. Households by Household Type	8,056	
Family Households	6,899	85.64%
Nonfamily Households	1,157	14.36%
2021 Est. Group Quarters Population	32	
2021 Households by Ethnicity, Hispanic/Latino	7,943	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	8,056	
Income < \$15,000	1,918	23.81%
Income \$15,000 - \$24,999	1,592	19.76%
Income \$25,000 - \$34,999	946	11.74%
Income \$35,000 - \$49,999	1,150	14.28%
Income \$50,000 - \$74,999	965	11.98%
Income \$75,000 - \$99,999	581	7.21%
Income \$100,000 - \$124,999	281	3.49%
Income \$125,000 - \$149,999	165	2.05%
Income \$150,000 - \$199,999	199	2.47%
Income \$200,000 - \$249,999	112	1.39%
Income \$250,000 - \$499,999	114	1.42%
Income \$500,000+	34	0.42%
2021 Est. Average Household Income		\$50,553
2021 Est. Median Household Income		\$29,991
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$30,117
Black or African American Alone		\$50,000
American Indian and Alaska Native Alone		\$8,544
Asian Alone		\$8,544
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$26,526
Two or More Races		\$27,129
Hispanic or Latino		\$30,253
Not Hispanic or Latino		\$16,932
2021 Est. Family HH Type by Presence of Own Child.	6,899	
Married-Couple Family, own children	2,674	38.76%
Married-Couple Family, no own children	2,213	32.08%
Male Householder, own children	116	1.68%
Male Householder, no own children	226	3.28%
Female Householder, own children	886	12.84%
Female Householder, no own children	784	11.36%
2021 Est. Households by Household Size	8,056	
1-person	1,077	13.37%
2-person	1,864	23.14%
3-person	1,415	17.57%
4-person	1,529	18.98%
5-person	1,203	14.93%
6-person	535	6.64%
7-or-more-person	433	5.38%
2021 Est. Average Household Size		3.43

Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	8,056	
Households with 1 or More People under Age 18:	4,520	56.11%
Married-Couple Family	3,108	68.76%
Other Family, Male Householder	190	4.20%
Other Family, Female Householder	1,215	26.88%
Nonfamily, Male Householder	2	0.04%
Nonfamily, Female Householder	5	0.11%
Households with No People under Age 18:	3,536	43.89%
Married-Couple Family	1,779	50.31%
Other Family, Male Householder	150	4.24%
Other Family, Female Householder	454	12.84%
Nonfamily, Male Householder	465	13.15%
Nonfamily, Female Householder	688	19.46%
2021 Est. Households by Number of Vehicles	8,056	
No Vehicles	831	10.32%
1 Vehicle	2,566	31.85%
2 Vehicles	2,972	36.89%
3 Vehicles	1,042	12.93%
4 Vehicles	462	5.74%
5 or more Vehicles	183	2.27%
2021 Est. Average Number of Vehicles		1.81
Family Households		
2026 Projection	7,300	
2021 Estimate	6,899	
2010 Census	6,238	
2000 Census	5,382	
Growth 2021 - 2026		5.81%
Growth 2010 - 2021		10.60%
Growth 2000 - 2010		15.91%
2021 Est. Families by Poverty Status	6,899	
2021 Families at or Above Poverty	4,454	64.56%
2021 Families at or Above Poverty with Children	2,368	34.32%
2021 Families Below Poverty	2,445	35.44%
2021 Families Below Poverty with Children	1,746	25.31%
2021 Est. Pop 16+ by Employment Status	19,513	
Civilian Labor Force, Employed	9,170	46.99%
Civilian Labor Force, Unemployed	1,459	7.48%
Armed Forces	0	0.00%
Not in Labor Force	8,884	45.53%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	9,287	
For-Profit Private Workers	5,955	64.12%
Non-Profit Private Workers	459	4.94%
Local Government Workers	78	0.84%
State Government Workers	1,113	11.98%
Federal Government Workers	660	7.11%
Self-Employed Workers	936	10.08%
Unpaid Family Workers	86	0.93%
2021 Est. Civ. Employed Pop 16+ by Occupation	9,287	
Architect/Engineer	34	0.37%
Arts/Entertainment/Sports	79	0.85%
Building Grounds Maintenance	801	8.63%
Business/Financial Operations	137	1.48%
Community/Social Services	69	0.74%
Computer/Mathematical	23	0.25%
Construction/Extraction	1,236	13.31%
Education/Training/Library	894	9.63%
Farming/Fishing/Forestry	111	1.20%
Food Prep/Serving	517	5.57%
Health Practitioner/Technician	343	3.69%
Healthcare Support	1,559	16.79%
Maintenance Repair	189	2.04%
Legal	24	0.26%
Life/Physical/Social Science	0	0.00%
Management	424	4.57%
Office/Admin. Support	724	7.80%
Production	322	3.47%
Protective Services	73	0.79%
Sales/Related	827	8.91%
Personal Care/Service	166	1.79%
Transportation/Moving	734	7.90%
2021 Est. Pop 16+ by Occupation Classification	9,287	
White Collar	3,579	38.54%
Blue Collar	2,481	26.72%
Service and Farm	3,227	34.75%
2021 Est. Workers Age 16+ by Transp. to Work	8,825	
Drove Alone	6,120	69.35%
Car Pooled	1,718	19.47%
Public Transportation	1	0.01%
Walked	454	5.15%
Bicycle	0	0.00%
Other Means	45	0.51%
Worked at Home	487	5.52%

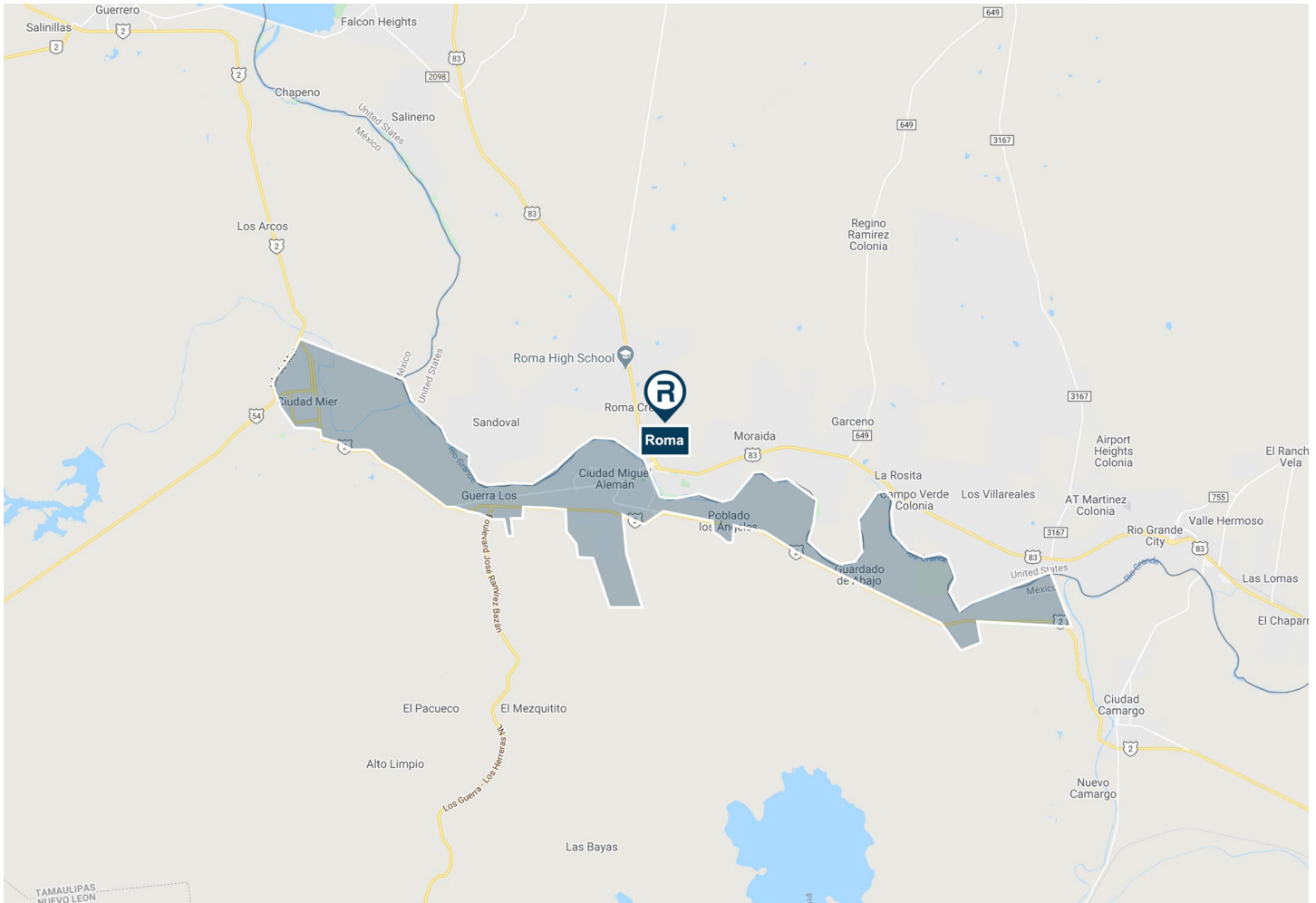
Retail Trade Area • Demographic Profile

Roma, Texas

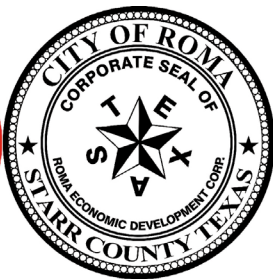
DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,880	
15 - 29 Minutes	2,727	
30 - 44 Minutes	634	
45 - 59 Minutes	256	
60 or more Minutes	838	
2021 Est. Avg Travel Time to Work in Minutes		24
2021 Est. Occupied Housing Units by Tenure	8,056	
Owner Occupied	6,239	77.45%
Renter Occupied	1,817	22.56%
2021 Owner Occ. HUs: Avg. Length of Residence		19.21
2021 Renter Occ. HUs: Avg. Length of Residence		7.93
2021 Est. Owner-Occupied Housing Units by Value	8,056	
Value Less than \$20,000	164	2.63%
Value \$20,000 - \$39,999	662	10.61%
Value \$40,000 - \$59,999	819	13.13%
Value \$60,000 - \$79,999	1,065	17.07%
Value \$80,000 - \$99,999	1,072	17.18%
Value \$100,000 - \$149,999	1,226	19.65%
Value \$150,000 - \$199,999	663	10.63%
Value \$200,000 - \$299,999	339	5.43%
Value \$300,000 - \$399,999	84	1.35%
Value \$400,000 - \$499,999	65	1.04%
Value \$500,000 - \$749,999	37	0.59%
Value \$750,000 - \$999,999	26	0.42%
Value \$1,000,000 or \$1,499,999	11	0.18%
Value \$1,500,000 or \$1,999,999	5	0.08%
Value \$2,000,000+	0	0.00%
2021 Est. Median All Owner-Occupied Housing Value		\$87,344
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	7,495	80.33%
1 Unit Attached	97	1.04%
2 Units	231	2.48%
3 or 4 Units	352	3.77%
5 to 19 Units	318	3.41%
20 to 49 Units	23	0.25%
50 or More Units	0	0.00%
Mobile Home or Trailer	806	8.64%
Boat, RV, Van, etc.	8	0.09%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	624	6.69%
Housing Units Built 2010 to 2014	680	7.29%
Housing Units Built 2000 to 2009	1,682	18.03%
Housing Units Built 1990 to 1999	1,978	21.20%
Housing Units Built 1980 to 1989	2,071	22.20%
Housing Units Built 1970 to 1979	1,338	14.34%
Housing Units Built 1960 to 1969	406	4.35%
Housing Units Built 1950 to 1959	341	3.66%
Housing Units Built 1940 to 1949	117	1.25%
Housing Unit Built 1939 or Earlier	92	0.99%
2021 Est. Median Year Structure Built		1991

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

Mexican Retail Trade Area • Mexico Summary Report

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.



The**RetailCoach**.®

ACKNOWLEDGMENTS

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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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