



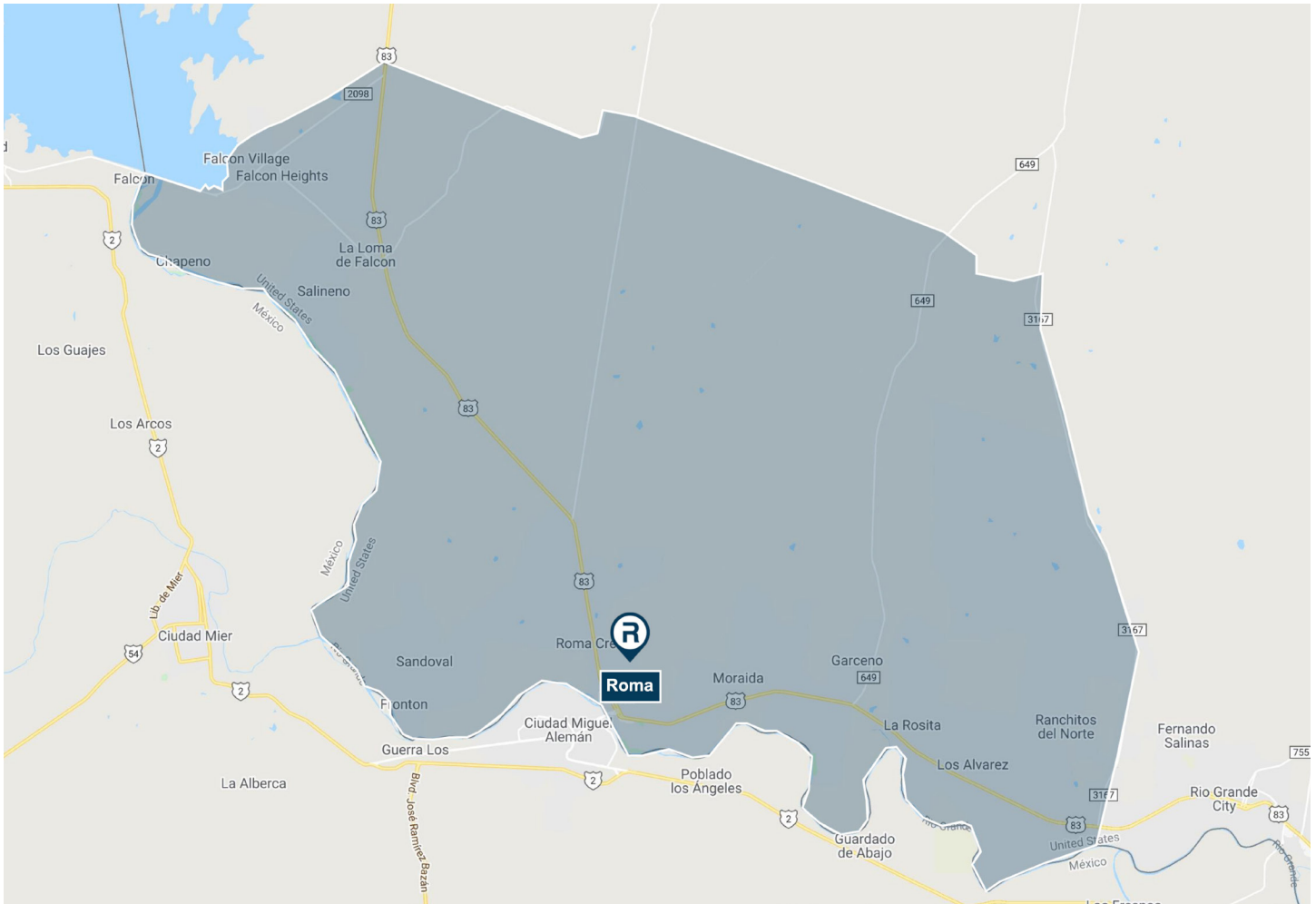
The**Retail**Coach.®

# Retail Trade Area Demographic Profile

ROMA, TEXAS

Prepared for City of Roma  
December 2021

# Retail Trade Area



Prepared for:



## City of Roma

Freddy Guerra

Director of Economic Development

77 Convent Avenue

Roma, Texas 78584

Phone 956.849.1411

Cell 956.605.1064

fguerra@cityofroma.net

CityofRoma.net



# Retail Trade Area • Demographic Profile

Roma, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	28,760	
2022 Estimate	27,659	
2010 Census	25,595	
2000 Census	22,576	
Growth 2022 - 2027		3.98%
Growth 2010 - 2022		8.06%
Growth 2000 - 2010		13.37%
<b>2022 Est. Population by Single-Classification Race</b>	<b>27,659</b>	
White Alone	27,157	98.18%
Black or African American Alone	23	0.08%
Amer. Indian and Alaska Native Alone	19	0.07%
Asian Alone	13	0.05%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	368	1.33%
Two or More Races	79	0.29%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>27,659</b>	
Not Hispanic or Latino	491	1.77%
Hispanic or Latino	27,168	98.22%
Mexican	26,447	97.35%
Puerto Rican	34	0.13%
Cuban	0	0.00%
All Other Hispanic or Latino	688	2.53%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>27,168</b>	
White Alone	26,700	98.28%
Black or African American Alone	16	0.06%
American Indian and Alaska Native Alone	13	0.05%
Asian Alone	5	0.02%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	367	1.35%
Two or More Races	68	0.25%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>13</b>	
Chinese, except Taiwanese	0	0.00%
Filipino	12	92.31%
Japanese	0	0.00%
Asian Indian	1	7.69%
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	%
<b>2022 Est. Population by Ancestry</b>	<b>27,659</b>	
Arab	15	0.05%
Czech	0	0.00%
Danish	0	0.00%
Dutch	0	0.00%
English	0	0.00%
French (except Basque)	27	0.10%
French Canadian	0	0.00%
German	42	0.15%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	19	0.07%
Italian	34	0.12%
Lithuanian	8	0.03%
United States or American	71	0.26%
Norwegian	0	0.00%
Polish	0	0.00%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	0	0.00%
Scotch-Irish	4	0.02%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	0	0.00%
Swiss	1	0.00%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	25,598	92.55%
Ancestry Unclassified	1,841	6.66%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	820	3.29%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak IndoEuropean Language at Home	0	0.00%
Speak Spanish at Home	24,136	96.71%
Speak Other Language at Home	0	0.00%

# Retail Trade Area • Demographic Profile

Roma, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>27,659</b>	
Age 0 - 4	2,703	9.77%
Age 5 - 9	2,720	9.83%
Age 10 - 14	2,243	8.11%
Age 15 - 17	1,422	5.14%
Age 18 - 20	1,283	4.64%
Age 21 - 24	1,722	6.23%
Age 25 - 34	3,812	13.78%
Age 35 - 44	3,163	11.44%
Age 45 - 54	2,933	10.60%
Age 55 - 64	2,311	8.36%
Age 65 - 74	1,830	6.62%
Age 75 - 84	1,161	4.20%
Age 85 and over	355	1.28%
Age 16 and over	19,527	70.60%
Age 18 and over	18,571	67.14%
Age 21 and over	17,287	62.50%
Age 65 and over	3,345	12.09%
2022 Est. Median Age		29.33
2022 Est. Average Age		33.26
<b>2022 Est. Population by Sex</b>	<b>27,659</b>	
Male	13,124	47.45%
Female	14,535	52.55%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>13,124</b>	
Age 0 - 4	1,304	9.94%
Age 5 - 9	1,379	10.51%
Age 10 - 14	1,104	8.41%
Age 15 - 17	696	5.30%
Age 18 - 20	633	4.82%
Age 21 - 24	851	6.48%
Age 25 - 34	1,867	14.23%
Age 35 - 44	1,557	11.86%
Age 45 - 54	1,338	10.20%
Age 55 - 64	1,017	7.75%
Age 65 - 74	759	5.78%
Age 75 - 84	485	3.70%
Age 85 and over	134	1.02%
2022 Est. Median Age, Male		27.99
2022 Est. Average Age, Male		32.00
<b>2022 Est. Female Population by Age</b>	<b>14,535</b>	
Age 0 - 4	1,398	9.62%
Age 5 - 9	1,342	9.23%
Age 10 - 14	1,140	7.84%
Age 15 - 17	727	5.00%
Age 18 - 20	650	4.47%
Age 21 - 24	871	5.99%
Age 25 - 34	1,945	13.38%
Age 35 - 44	1,607	11.06%
Age 45 - 54	1,595	10.97%
Age 55 - 64	1,294	8.90%
Age 65 - 74	1,071	7.37%
Age 75 - 84	675	4.64%
Age 85 and over	220	1.51%
2022 Est. Median Age, Female		30.65
2022 Est. Average Age, Female		34.40

# Retail Trade Area • Demographic Profile

Roma, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	7,125	35.64%
Males, Never Married	3,436	17.19%
Females, Never Married	3,688	18.45%
Married, Spouse present	8,400	42.02%
Married, Spouse absent	1,680	8.40%
Widowed	1,179	5.90%
Males Widowed	197	0.99%
Females Widowed	981	4.91%
Divorced	1,610	8.05%
Males Divorced	664	3.32%
Females Divorced	946	4.73%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	4,871	31.30%
Some High School, no diploma	2,411	15.49%
High School Graduate (or GED)	4,141	26.60%
Some College, no degree	2,086	13.40%
Associate Degree	383	2.46%
Bachelor's Degree	1,176	7.55%
Master's Degree	419	2.69%
Professional School Degree	33	0.21%
Doctorate Degree	44	0.28%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	7,077	46.22%
High School Graduate	4,067	26.56%
Some College or Associate's Degree	2,436	15.91%
Bachelor's Degree or Higher	1,732	11.31%
<b>Households</b>		
2027 Projection	8,421	
2022 Estimate	8,068	
2010 Census	7,307	
2000 Census	6,081	
Growth 2022 - 2027		4.37%
Growth 2010 - 2022		10.41%
Growth 2000 - 2010		20.16%
<b>2022 Est. Households by Household Type</b>	<b>8,068</b>	
Family Households	6,910	85.65%
Nonfamily Households	1,158	14.35%
2022 Est. Group Quarters Population	32	
2022 Households by Ethnicity, Hispanic/Latino	7,921	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>8,068</b>	
Income < \$15,000	1,602	19.86%
Income \$15,000 - \$24,999	1,679	20.81%
Income \$25,000 - \$34,999	1,027	12.73%
Income \$35,000 - \$49,999	1,140	14.13%
Income \$50,000 - \$74,999	1,076	13.34%
Income \$75,000 - \$99,999	611	7.57%
Income \$100,000 - \$124,999	330	4.09%
Income \$125,000 - \$149,999	196	2.43%
Income \$150,000 - \$199,999	172	2.13%
Income \$200,000 - \$249,999	85	1.05%
Income \$250,000 - \$499,999	101	1.25%
Income \$500,000+	50	0.62%
2022 Est. Average Household Income		\$52,122
2022 Est. Median Household Income		\$31,975
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$32,060
Black or African American Alone		\$64,453
American Indian and Alaska Native Alone		\$50,000
Asian Alone		\$19,539
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$25,239
Two or More Races		\$40,452
Hispanic or Latino		\$32,381
Not Hispanic or Latino		\$19,554
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>6,910</b>	
Married-Couple Family, own children	2,693	38.97%
Married-Couple Family, no own children	2,209	31.97%
Male Householder, own children	115	1.66%
Male Householder, no own children	224	3.24%
Female Householder, own children	888	12.85%
Female Householder, no own children	780	11.29%
<b>2022 Est. Households by Household Size</b>	<b>8,068</b>	
1-person	1,086	13.46%
2-person	1,876	23.25%
3-person	1,422	17.62%
4-person	1,532	18.99%
5-person	1,193	14.79%
6-person	536	6.64%
7-or-more-person	424	5.25%
2022 Est. Average Household Size		3.42

# Retail Trade Area • Demographic Profile

Roma, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>8,068</b>	
Households with 1 or More People under Age 18:	4,544	56.32%
Married-Couple Family	3,128	68.84%
Other Family, Male Householder	191	4.20%
Other Family, Female Householder	1,217	26.78%
Nonfamily, Male Householder	3	0.07%
Nonfamily, Female Householder	5	0.11%
<b>Households with No People under Age 18:</b>	<b>3,524</b>	
Married-Couple Family	1,775	50.37%
Other Family, Male Householder	150	4.26%
Other Family, Female Householder	448	12.71%
Nonfamily, Male Householder	465	13.20%
Nonfamily, Female Householder	685	19.44%
<b>2022 Est. Households by Number of Vehicles</b>	<b>8,068</b>	
No Vehicles	817	10.13%
1 Vehicle	2,551	31.62%
2 Vehicles	3,023	37.47%
3 Vehicles	1,162	14.40%
4 Vehicles	354	4.39%
5 or more Vehicles	160	1.98%
2022 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2027 Projection	7,219	
2022 Estimate	6,910	
2010 Census	6,237	
2000 Census	5,381	
Growth 2022 - 2027		4.47%
Growth 2010 - 2022		10.79%
Growth 2000 - 2010		15.91%
<b>2022 Est. Families by Poverty Status</b>	<b>6,910</b>	
2022 Families at or Above Poverty	4,503	65.17%
2022 Families at or Above Poverty with Children	2,432	35.20%
2022 Families Below Poverty	2,407	34.83%
2022 Families Below Poverty with Children	1,637	23.69%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	9,231	47.27%
Civilian Labor Force, Unemployed	1,486	7.61%
Armed Forces	0	0.00%
Not in Labor Force	8,810	45.12%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>9,273</b>	
For-Profit Private Workers	5,962	64.29%
Non-Profit Private Workers	464	5.00%
Local Government Workers	77	0.83%
State Government Workers	1,034	11.15%
Federal Government Workers	615	6.63%
Self-Employed Workers	1,054	11.37%
Unpaid Family Workers	68	0.73%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>9,273</b>	
Architect/Engineer	25	0.27%
Arts/Entertainment/Sports	49	0.53%
Building Grounds Maintenance	700	7.55%
Business/Financial Operations	82	0.88%
Community/Social Services	47	0.51%
Computer/Mathematical	29	0.31%
Construction/Extraction	1,117	12.05%
Education/Training/Library	850	9.17%
Farming/Fishing/Forestry	127	1.37%
Food Prep/Serving	525	5.66%
Health Practitioner/Technician	356	3.84%
Healthcare Support	1,647	17.76%
Maintenance Repair	158	1.70%
Legal	22	0.24%
Life/Physical/Social Science	4	0.04%
Management	476	5.13%
Office/Admin. Support	715	7.71%
Production	513	5.53%
Protective Services	136	1.47%
Sales/Related	763	8.23%
Personal Care/Service	190	2.05%
Transportation/Moving	743	8.01%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>9,273</b>	
White Collar	3,419	36.87%
Blue Collar	2,530	27.28%
Service and Farm	3,324	35.85%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>8,958</b>	
Drove Alone	6,509	72.66%
Car Pooled	1,376	15.36%
Public Transportation	0	0.00%
Walked	354	3.95%
Bicycle	0	0.00%
Other Means	65	0.73%
Worked at Home	654	7.30%

# Retail Trade Area • Demographic Profile

Roma, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,350	
15 - 29 Minutes	3,048	
30 - 44 Minutes	847	
45 - 59 Minutes	163	
60 or more Minutes	950	
2022 Est. Avg Travel Time to Work in Minutes		25
2022 Est. Occupied Housing Units by Tenure	8,068	
Owner Occupied	6,248	77.44%
Renter Occupied	1,820	22.56%
2022 Owner Occ. HUs: Avg. Length of Residence		18.91%
2022 Renter Occ. HUs: Avg. Length of Residence		8.38%
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>8,068</b>	
Value Less than \$20,000	164	2.62%
Value \$20,000 - \$39,999	526	8.42%
Value \$40,000 - \$59,999	833	13.33%
Value \$60,000 - \$79,999	702	11.24%
Value \$80,000 - \$99,999	1,007	16.12%
Value \$100,000 - \$149,999	1,330	21.29%
Value \$150,000 - \$199,999	661	10.58%
Value \$200,000 - \$299,999	606	9.70%
Value \$300,000 - \$399,999	240	3.84%
Value \$400,000 - \$499,999	91	1.46%
Value \$500,000 - \$749,999	47	0.75%
Value \$750,000 - \$999,999	24	0.38%
Value \$1,000,000 or \$1,499,999	12	0.19%
Value \$1,500,000 or \$1,999,999	7	0.11%
Value \$2,000,000+	0	0.00%
2022 Est. Median All Owner-Occupied Housing Value		\$97,759
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	7,387	78.83%
1 Unit Attached	145	1.55%
2 Units	224	2.39%
3 or 4 Units	222	2.37%
5 to 19 Units	358	3.82%
20 to 49 Units	42	0.45%
50 or More Units	0	0.00%
Mobile Home or Trailer	976	10.41%
Boat, RV, Van, etc.	18	0.19%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	872	9.31%
Housing Units Built 2010 to 2014	650	6.94%
Housing Units Built 2000 to 2009	1,536	16.39%
Housing Units Built 1990 to 1999	2,009	21.44%
Housing Units Built 1980 to 1989	2,064	22.02%
Housing Units Built 1970 to 1979	1,262	13.47%
Housing Units Built 1960 to 1969	401	4.28%
Housing Units Built 1950 to 1959	393	4.19%
Housing Units Built 1940 to 1949	103	1.10%
Housing Unit Built 1939 or Earlier	81	0.86%
2022 Est. Median Year Structure Built		1992

# 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.