TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE
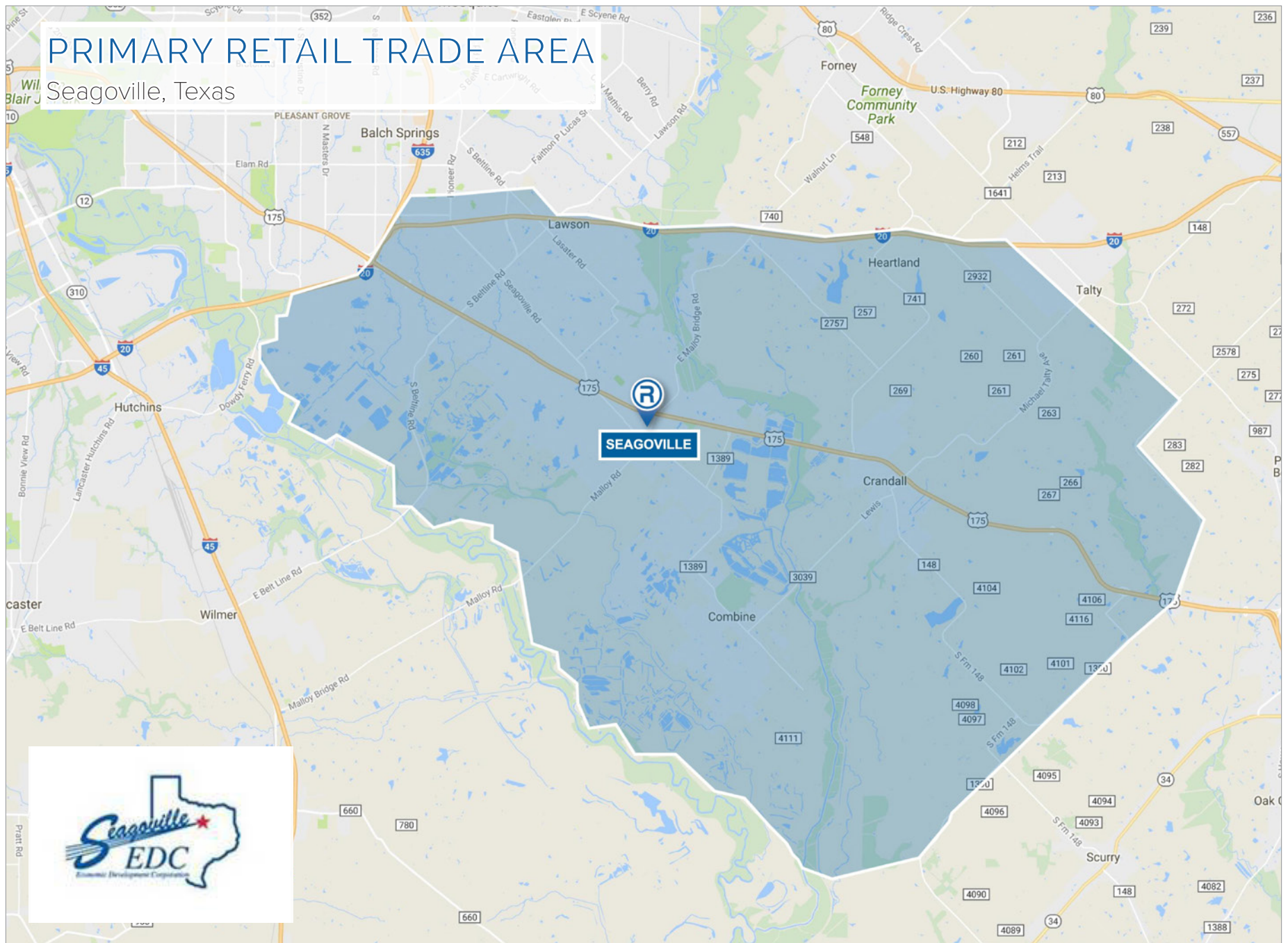
Seagoville, Texas

Prepared for
Seagoville EDC
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Seagoville
EDC
Economic Development Corporation

PRIMARY RETAIL TRADE AREA
Seagoville, Texas

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PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS
Seagoville, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	**$767,400,896.25**	**$226,544,842.00**	**$540,856,054.25**	**0.295**
441	Motor Vehicle and Parts Dealers	$171,104,796.63	$7,642,074.00	$163,462,722.63	0.045
4411	Automotive Dealers	$147,269,106.60	$1,988,240.00	$145,280,866.60	0.014
4412	Other Motor Vehicle Dealers	$9,568,769.60	$192,016.00	$9,376,753.60	0.020
4413	Automotive Parts/Accsrs, Tire Stores	$14,266,920.44	$5,461,818.00	$8,805,102.44	0.383
442	Furniture and Home Furnishings Stores	$17,457,861.76	$721,922.00	$16,735,939.76	0.041
4421	Furniture Stores	$10,034,002.99	$174,064.00	$9,859,938.99	0.017
4422	Home Furnishing Stores	$7,423,858.77	$547,858.00	$6,876,000.77	0.074
443	Electronics and Appliance Stores	$27,662,694.11	$2,690,106.00	$24,972,588.11	0.097
44311	Appliances, TVs, Electronics Stores	$13,831,347.06	$617,036.00	$13,214,311.06	0.045
443111	Household Appliances Stores	$1,782,145.04	$1,456,034.00	$326,111.04	0.817
443112	Electronics Stores	$12,049,202.02	$617,036.00	$11,432,166.02	0.051
444	Building Material, Garden Equip Stores	$75,793,732.47	$7,032,399.00	$68,761,333.47	0.093
4441	Building Material and Supply Dealers	$69,576,884.21	$6,795,566.00	$62,781,318.21	0.098
44411	Home Centers	$26,985,440.52	$4,649,181.00	$22,336,259.52	0.172
44412	Paint and Wallpaper Stores	$1,934,164.79	$0.00	$1,934,164.79	0.000
44413	Hardware Stores	$6,399,775.16	$2,146,385.00	$4,253,390.16	0.335
44419	Other Building Materials Dealers	$34,257,503.75	$0.00	$34,257,503.75	0.000
444191	Building Materials, Lumberyards	$12,781,551.08	$1,221,672.00	$11,559,879.08	0.096
4442	Lawn, Garden Equipment, Supplies Stores	$6,216,848.26	$236,833.00	$5,980,015.26	0.038
44421	Outdoor Power Equipment Stores	$918,735.22	$0.00	$918,735.22	0.000
44422	Nursery and Garden Centers	$5,298,113.03	$236,833.00	$5,061,280.03	0.045

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445	Food and Beverage Stores	$96,897,377.84	$29,961,926.00	$66,935,451.84	0.309
4451	Grocery Stores	$88,154,034.52	$27,064,337.00	$61,089,697.52	0.307
44511	Supermarkets, Grocery (Ex Conv) Stores	$80,982,153.01	$25,972,689.00	$55,009,464.01	0.321
44512	Convenience Stores	$7,171,881.51	$1,091,648.00	$6,080,233.51	0.152
4452	Specialty Food Stores	$3,797,600.70	$0.00	$3,797,600.70	0.000
4453	Beer, Wine and Liquor Stores	$4,945,742.62	$2,897,589.00	$2,048,153.62	0.586
446	Health and Personal Care Stores	$47,323,376.14	$10,913,768.00	$36,409,608.14	0.231
44611	Pharmacies and Drug Stores	$37,742,938.23	$9,886,359.00	$27,856,579.23	0.262
44612	Cosmetics, Beauty Supplies, Perfume Stores	$4,673,389.34	$1,027,409.00	$3,645,980.34	0.220
44613	Optical Goods Stores	$1,525,511.46	$0.00	$1,525,511.46	0.000
44619	Other Health and Personal Care Stores	$3,381,537.10	$0.00	$3,381,537.10	0.000
447	Gasoline Stations	$59,089,134.48	$26,039,887.00	$33,049,247.48	0.441
44711	Gasoline Stations With Conv Stores	$32,188,335.79	$25,332,636.00	$6,855,699.79	0.787
44719	Other Gasoline Stations	$26,900,798.68	$707,251.00	$26,193,547.68	0.026
448	Clothing and Clothing Accessories Stores	$33,230,614.33	$6,893,839.00	$26,336,775.33	0.207
4481	Clothing Stores	$24,367,645.18	$6,325,942.00	$18,041,703.18	0.260
44811	Men's Clothing Stores	$952,860.55	$0.00	$952,860.55	0.000
44812	Women's Clothing Stores	$5,251,529.03	$1,082,930.00	$4,168,599.03	0.206
44813	Childrens, Infants Clothing Stores	$1,153,083.39	$0.00	$1,153,083.39	0.000
44814	Family Clothing Stores	$13,774,226.10	$4,356,986.00	$9,417,240.10	0.316
44815	Clothing Accessories Stores	$1,254,341.83	$584,031.00	$670,310.83	0.466
44819	Other Clothing Stores	$1,981,604.28	$301,995.00	$1,679,609.28	0.152
4482	Shoe Stores	$4,935,611.52	$0.00	$4,935,611.52	0.000
4483	Jewelry, Luggage, Leather Goods Stores	$3,927,357.63	$567,897.00	$3,359,460.63	0.145
44831	Jewelry Stores	$3,562,080.38	$567,897.00	$2,994,183.38	0.159
44832	Luggage and Leather Goods Stores	$365,277.26	$0.00	$365,277.26	0.000

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	$15,253,396.49	$1,104,093.00	$14,149,303.49	0.072
4511	Sportng Goods, Hobby, Musical Inst Stores	$12,941,695.36	$1,104,093.00	$11,837,602.36	0.085
45111	Sporting Goods Stores	$9,250,249.37	$0.00	$9,250,249.37	0.000
45112	Hobby, Toys and Games Stores	$2,529,478.18	$908,776.00	$1,620,702.18	0.359
45113	Sew/Needlework/Piece Goods Stores	$470,387.04	$188,348.00	$282,039.04	0.400
45114	Musical Instrument and Supplies Stores	$691,580.78	$6,969.00	$684,611.78	0.010
4512	Book, Periodical and Music Stores	$2,311,701.12	$0.00	$2,311,701.12	0.000
45121	Book Stores and News Dealers	$2,311,701.12	$0.00	$2,311,701.12	0.000
451211	Book Stores	$2,063,710.39	$0.00	$2,063,710.39	0.000
451212	News Dealers and Newsstands	$247,990.74	$0.00	$247,990.74	0.000
452	General Merchandise Stores	$87,058,799.83	$98,694,817.00	-$11,636,017.17	1.134
4521	Department Stores Excl Leased Depts	$57,091,928.49	$0.00	$57,091,928.49	0.000
4529	Other General Merchandise Stores	$29,966,871.34	$98,694,817.00	-$68,727,945.66	3.293
453	Miscellaneous Store Retailers	$19,415,394.07	$4,370,342.00	$15,045,052.07	0.225
4531	Florists	$908,736.14	$349,398.00	$559,338.14	0.384
4532	Office Supplies, Stationery, Gift Stores	$6,698,710.60	$909.00	$6,697,801.60	0.000
45321	Office Supplies and Stationery Stores	$3,800,701.87	$0.00	$3,800,701.87	0.000
45322	Gift, Novelty and Souvenir Stores	$2,898,008.73	$909.00	$2,897,099.73	0.000
4533	Used Merchandise Stores	$3,000,200.22	$1,387,817.00	$1,612,383.22	0.463
4539	Other Miscellaneous Store Retailers	$8,807,747.11	$2,632,218.00	$6,175,529.11	0.299
454	Non-Store Retailers	$34,208,634.38	$4,537,094.00	$29,671,540.38	0.133

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722	Foodservice and Drinking Places	$82,905,083.74	$25,942,575.00	$56,962,508.74	0.313
7223	Special Foodservices	$4,987,939.49	$365,969.00	$4,621,970.49	0.073
7224	Drinking Places -Alcoholic Beverages	$2,752,889.17	$627,188.00	$2,125,701.17	0.228
722511	Full Service Restaurants	$36,842,080.28	$10,405,415.00	$26,436,665.28	0.282
722513	Limited Service Eating Places	$34,063,543.78	$14,405,694.00	$19,657,849.78	0.423
722514	Cafeterias, Grill Buffets, and Buffets	$1,396,673.88	$0.00	$1,396,673.88	0.000
722515	Snack and Non-alcoholic Beverage Bars	$2,861,957.14	$138,309.00	$2,723,648.14	0.048

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DESCRIPTION	DATA	%
Population		
2023 Projection	71,554	
2018 Estimate	65,733	
2010 Census	56,159	
2000 Census	42,580	
Growth 2018 - 2023		8.86%
Growth 2010 - 2018		17.05%
Growth 2000 - 2010		31.89%
2018 Est. Population by Single-Classification Race	65,733	
White Alone	40,611	61.78%
Black or African American Alone	10,836	16.49%
Amer. Indian and Alaska Native Alone	635	0.97%
Asian Alone	412	0.63%
Native Hawaiian and Other Pacific Island Alone	26	0.04%
Some Other Race Alone	11,200	17.04%
Two or More Races	2,015	3.07%
2018 Est. Population by Hispanic or Latino Origin	65,733	
Not Hispanic or Latino	37,402	56.90%
Hispanic or Latino	28,332	43.10%
Mexican	24,941	88.03%
Puerto Rican	234	0.83%
Cuban	122	0.43%
All Other Hispanic or Latino	3,035	10.71%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	28,332	
White Alone	15,359	54.21%
Black or African American Alone	276	0.97%
American Indian and Alaska Native Alone	389	1.37%
Asian Alone	12	0.04%
Native Hawaiian and Other Pacific Islander Alone	1	0.00%
Some Other Race Alone	11,123	39.26%
Two or More Races	1,172	4.14%
2018 Est. Pop by Race, Asian Alone, by Category	412	
Chinese, except Taiwanese	26	6.31%
Filipino	132	32.04%
Japanese	10	2.43%
Asian Indian	29	7.04%
Korean	7	1.70%
Vietnamese	113	27.43%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	3	0.73%
Thai	16	3.88%
All Other Asian Races Including 2+ Category	75	18.20%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	65,733	
Arab	1	0.00%
Czech	159	0.24%
Danish	157	0.24%
Dutch	304	0.46%
English	2,496	3.80%
French (except Basque)	334	0.51%
French Canadian	12	0.02%
German	2,988	4.55%
Greek	67	0.10%
Hungarian	0	0.00%
Irish	2,061	3.14%
Italian	471	0.72%
Lithuanian	0	0.00%
United States or American	5,737	8.73%
Norwegian	90	0.14%
Polish	101	0.15%
Portuguese	44	0.07%
Russian	59	0.09%
Scottish	278	0.42%
Scotch-Irish	199	0.30%
Slovak	0	0.00%
Subsaharan African	482	0.73%
Swedish	63	0.10%
Swiss	0	0.00%
Ukrainian	14	0.02%
Welsh	68	0.10%
West Indian (except Hisp. groups)	107	0.16%
Other ancestries	38,658	58.81%
Ancestry Unclassified	10,784	16.41%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	36,911	61.42%
Speak Asian/Pacific Island Language at Home	214	0.36%
Speak IndoEuropean Language at Home	233	0.39%
Speak Spanish at Home	22,472	37.40%
Speak Other Language at Home	262	0.44%
2018 Est. Population by Age	65,733	
Age 0 - 4	5,642	8.58%
Age 5 - 9	5,610	8.54%
Age 10 - 14	5,297	8.06%
Age 15 - 17	3,116	4.74%
Age 18 - 20	2,785	4.24%
Age 21 - 24	3,620	5.51%
Age 25 - 34	9,143	13.91%
Age 35 - 44	9,812	14.93%
Age 45 - 54	8,136	12.38%
Age 55 - 64	6,696	10.19%
Age 65 - 74	3,793	5.77%
Age 75 - 84	1,613	2.45%
Age 85 and over	470	0.72%
Age 16 and over	48,161	73.27%
Age 18 and over	46,068	70.08%
Age 21 and over	43,283	65.85%
Age 65 and over	5,876	8.94%
2018 Est. Median Age		32.48
2018 Est. Average Age		33.75

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	65,733	
Male	33,425	50.85%
Female	32,308	49.15%
2018 Est. Male Population by Age	33,425	
Age 0 - 4	2,853	8.54%
Age 5 - 9	2,787	8.34%
Age 10 - 14	2,634	7.88%
Age 15 - 17	1,569	4.69%
Age 18 - 20	1,435	4.29%
Age 21 - 24	1,898	5.68%
Age 25 - 34	4,783	14.31%
Age 35 - 44	5,070	15.17%
Age 45 - 54	4,202	12.57%
Age 55 - 64	3,459	10.35%
Age 65 - 74	1,864	5.58%
Age 75 - 84	715	2.14%
Age 85 and over	155	0.46%
2018 Est. Median Age, Male		32.43
2018 Est. Average Age, Male		33.25

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	32,308	
Age 0 - 4	2,789	8.63%
Age 5 - 9	2,823	8.74%
Age 10 - 14	2,663	8.24%
Age 15 - 17	1,547	4.79%
Age 18 - 20	1,350	4.18%
Age 21 - 24	1,722	5.33%
Age 25 - 34	4,360	13.50%
Age 35 - 44	4,742	14.68%
Age 45 - 54	3,934	12.18%
Age 55 - 64	3,237	10.02%
Age 65 - 74	1,928	5.97%
Age 75 - 84	898	2.78%
Age 85 and over	315	0.98%
2018 Est. Median Age, Female		32.54
2018 Est. Average Age, Female		34.44
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	15,568	31.65%
Males, Never Married	8,693	17.67%
Females, Never Married	6,874	13.98%
Married, Spouse present	22,316	45.37%
Married, Spouse absent	3,262	6.63%
Widowed	2,433	4.95%
Males Widowed	459	0.93%
Females Widowed	1,974	4.01%
Divorced	5,606	11.40%
Males Divorced	2,695	5.48%
Females Divorced	2,910	5.92%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,819	12.2%
Some High School, no diploma	6,004	15.1%
High School Graduate (or GED)	12,703	32.0%
Some College, no degree	8,871	22.4%
Associate Degree	2,048	5.2%
Bachelor's Degree	3,343	8.4%
Master's Degree	1,346	3.4%
Professional School Degree	431	1.1%
Doctorate Degree	99	0.3%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	7,605	54.31%
High School Graduate	3,573	25.51%
Some College or Associate's Degree	2,167	15.47%
Bachelor's Degree or Higher	658	4.70%
Households		
2023 Projection	21,070	
2018 Estimate	19,401	
2010 Census	16,782	
2000 Census	13,720	
Growth 2018 - 2023		8.60%
Growth 2010 - 2018		15.61%
Growth 2000 - 2010		22.32%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	19,401	
Family Households	15,482	79.80%
Nonfamily Households	3,919	20.20%
2018 Est. Group Quarters Population	2,427	
2018 Households by Ethnicity, Hispanic/Latino	6,688	
2018 Est. Households by Household Income	19,401	
Income < $15,000	2,144	11.05%
Income $15,000 - $24,999	1,762	9.08%
Income $25,000 - $34,999	2,094	10.79%
Income $35,000 - $49,999	3,425	17.65%
Income $50,000 - $74,999	3,745	19.30%
Income $75,000 - $99,999	2,414	12.44%
Income $100,000 - $124,999	1,585	8.17%
Income $125,000 - $149,999	905	4.67%
Income $150,000 - $199,999	687	3.54%
Income $200,000 - $249,999	287	1.48%
Income $250,000 - $499,999	272	1.40%
Income $500,000+	80	0.41%
2018 Est. Average Household Income		$68,584
2018 Est. Median Household Income		$51,455

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$53,598
Black or African American Alone		$48,372
American Indian and Alaska Native Alone		$39,112
Asian Alone		$58,209
Native Hawaiian and Other Pacific Islander Alone		$107,195
Some Other Race Alone		$46,278
Two or More Races		$52,875
Hispanic or Latino		$42,632
Not Hispanic or Latino		$57,736
2018 Est. Family HH Type by Presence of Own Child.	15,482	
Married-Couple Family, own children	5,922	38.25%
Married-Couple Family, no own children	4,993	32.25%
Male Householder, own children	760	4.91%
Male Householder, no own children	653	4.22%
Female Householder, own children	1,843	11.90%
Female Householder, no own children	1,312	8.47%
2018 Est. Households by Household Size	19,401	
1-person	3,083	15.89%
2-person	4,906	25.29%
3-person	3,455	17.81%
4-person	3,477	17.92%
5-person	2,416	12.45%
6-person	1,181	6.09%
7-or-more-person	882	4.55%
2018 Est. Average Household Size		3.26

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	19,401	
Households with 1 or More People under Age 18:	9,857	50.81%
Married-Couple Family	6,551	66.46%
Other Family, Male Householder	960	9.74%
Other Family, Female Householder	2,280	23.13%
Nonfamily, Male Householder	52	0.53%
Nonfamily, Female Householder	15	0.15%
Households with No People under Age 18:	9,543	49.19%
Married-Couple Family	4,363	45.72%
Other Family, Male Householder	454	4.76%
Other Family, Female Householder	876	9.18%
Nonfamily, Male Householder	1,940	20.33%
Nonfamily, Female Householder	1,910	20.02%
2018 Est. Households by Number of Vehicles	19,401	
No Vehicles	693	3.57%
1 Vehicle	5,688	29.32%
2 Vehicles	8,464	43.63%
3 Vehicles	3,085	15.90%
4 Vehicles	1,137	5.86%
5 or more Vehicles	333	1.72%
2018 Est. Average Number of Vehicles		1.98

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	16,829	
2018 Estimate	15,482	
2010 Census	13,362	
2000 Census	10,674	
Growth 2018 - 2023		8.70%
Growth 2010 - 2018		15.87%
Growth 2000 - 2010		25.18%
2018 Est. Families by Poverty Status	15,482	
2018 Families at or Above Poverty	13,134	84.83%
2018 Families at or Above Poverty with Children	7,450	48.12%
2018 Families Below Poverty	2,347	15.16%
2018 Families Below Poverty with Children	1,941	12.54%
2018 Est. Pop 16+ by Employment Status	48,161	
Civilian Labor Force, Employed	28,075	58.29%
Civilian Labor Force, Unemployed	1,629	3.38%
Armed Forces	18	0.04%
Not in Labor Force	18,439	38.29%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	27,909	
For-Profit Private Workers	21,313	76.37%
Non-Profit Private Workers	1,223	4.38%
Local Government Workers	434	1.56%
State Government Workers	805	2.88%
Federal Government Workers	2,029	7.27%
Self-Employed Workers	2,084	7.47%
Unpaid Family Workers	20	0.07%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	27,909	
Architect/Engineer	165	0.59%
Arts/Entertainment/Sports	305	1.09%
Building Grounds Maintenance	1,322	4.74%
Business/Financial Operations	937	3.36%
Community/Social Services	293	1.05%
Computer/Mathematical	261	0.94%
Construction/Extraction	3,603	12.91%
Education/Training/Library	1,302	4.67%
Farming/Fishing/Forestry	90	0.32%
Food Prep/Serving	1,360	4.87%
Health Practitioner/Technician	716	2.57%
Healthcare Support	642	2.30%
Maintenance Repair	1,356	4.86%
Legal	107	0.38%
Life/Physical/Social Science	22	0.08%
Management	1,720	6.16%
Office/Admin. Support	4,312	15.45%
Production	1,927	6.91%
Protective Services	586	2.10%
Sales/Related	2,614	9.37%
Personal Care/Service	797	2.86%
Transportation/Moving	3,472	12.44%
2018 Est. Pop 16+ by Occupation Classification	27,909	
Blue Collar	12,754	45.70%
White Collar	10,358	37.11%
Service and Farm	4,797	17.19%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Seagoville, Texas

DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	27,411	
Drove Alone	22,090	80.59%
Car Pooled	3,321	12.12%
Public Transportation	147	0.54%
Walked	101	0.37%
Bicycle	14	0.05%
Other Means	716	2.61%
Worked at Home	1,022	3.73%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,233	
15 - 29 Minutes	6,833	
30 - 44 Minutes	8,054	
45 - 59 Minutes	3,846	
60 or more Minutes	4,361	
2018 Est. Avg Travel Time to Work in Minutes		38.78
2018 Est. Occupied Housing Units by Tenure	19,401	
Owner Occupied	14,480	74.64%
Renter Occupied	4,921	25.37%
2018 Owner Occ. HUs: Avg. Length of Residence		12.84
2018 Renter Occ. HUs: Avg. Length of Residence		6.21

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	19,401	
Value Less than $20,000	1,298	8.96%
Value $20,000 - $39,999	876	6.05%
Value $40,000 - $59,999	628	4.34%
Value $60,000 - $79,999	1,086	7.50%
Value $80,000 - $99,999	1,642	11.34%
Value $100,000 - $149,999	3,776	26.08%
Value $150,000 - $199,999	1,957	13.52%
Value $200,000 - $299,999	1,642	11.34%
Value $300,000 - $399,999	794	5.48%
Value $400,000 - $499,999	380	2.62%
Value $500,000 - $749,999	103	0.71%
Value $750,000 - $999,999	21	0.15%
Value $1,000,000 or $1,499,999	206	1.42%
Value $1,500,000 or $1,999,999	69	0.48%
Value $2,000,000+	2	0.01%
2018 Est. Median All Owner-Occupied Housing Value		$120,875
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	13,691	65.20%
1 Unit Detached	199	0.95%
2 Units	161	0.77%
3 or 4 Units	465	2.21%
5 to 19 Units	712	3.39%
20 to 49 Units	29	0.14%
50 or More Units	79	0.38%
Mobile Home or Trailer	5,658	26.94%
Boat, RV, Van, etc.	7	0.03%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Seagoville, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,093	9.97%
Housing Units Built 2010 to 2014	854	4.07%
Housing Units Built 2000 to 2009	5,692	27.11%
Housing Units Built 1990 to 1999	3,134	14.92%
Housing Units Built 1980 to 1989	3,354	15.97%
Housing Units Built 1970 to 1979	2,266	10.79%
Housing Units Built 1960 to 1969	1,293	6.16%
Housing Units Built 1950 to 1959	1,449	6.90%
Housing Units Built 1940 to 1949	600	2.86%
Housing Unit Built 1939 or Earlier	266	1.27%
2018 Est. Median Year Structure Built		1994

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

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.

Retail360®

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" data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

The Retail Coach –
"*It's not about data. It's about your success.*"

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