



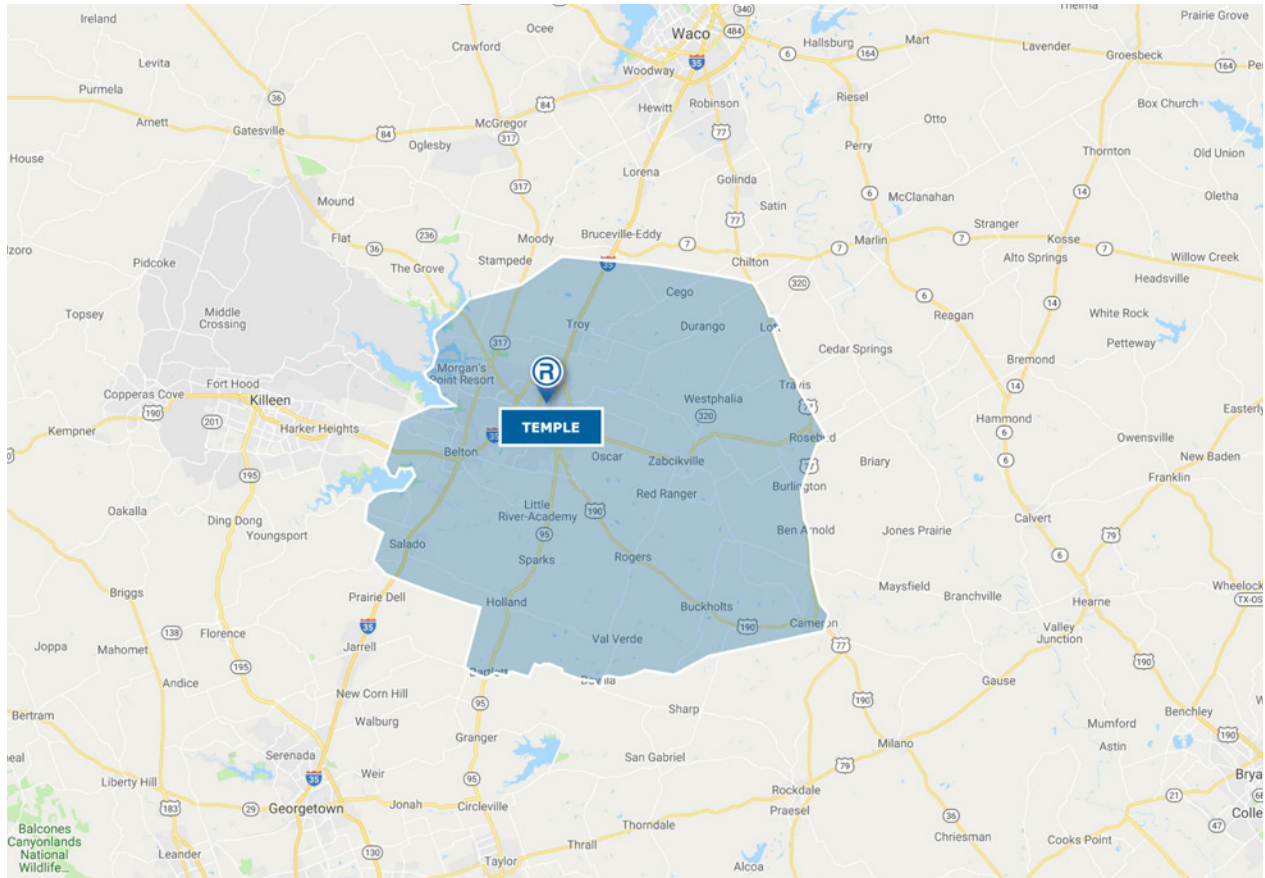
TEMPLE, TEXAS



Primary Retail Trade Area Gap/Opportunity Analysis



Contact Information



Temple Economic Development Corporation

Adrian S. Cannady
President & CEO

201 Santa Fe Way, Suite 103
Temple, Texas 76501

Phone 254.773.8332
ACannady@choosetemple.com
www.ChooseTemple.com



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.

Retail360® 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 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.



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Temple, Texas

NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
44, 45, 722	Total retail trade including food and drinking places	\$2,747,023,854	\$1,798,567,293	\$948,456,561	0.65
441	Motor vehicle and parts dealers	\$668,653,990	\$408,147,838	\$260,506,152	0.61
4411	Automobile dealers	\$582,760,002	\$360,114,203	\$222,645,799	0.62
4412	Other motor vehicle dealers	\$38,997,939	\$11,177,004	\$27,820,935	0.29
4413	Automotive parts, accessories, and tire stores	\$46,896,049	\$36,856,631	\$10,039,418	0.79
442	Furniture and home furnishings stores	\$57,209,777	\$29,800,199	\$27,409,578	0.52
4421	Furniture stores	\$31,687,825	\$20,003,033	\$11,684,792	0.63
4422	Home furnishings stores	\$25,521,952	\$9,797,166	\$15,724,786	0.38
443	Electronics and appliance stores	\$43,546,328	\$32,950,256	\$10,596,072	0.76
443141	Household appliance stores	\$5,965,574	\$7,839,873	-\$1,874,299	1.31
443142	Electronics stores	\$37,580,754	\$25,110,383	\$12,470,371	0.67
444	Building material and garden equipment and supplies dealers	\$166,226,902	\$164,132,999	\$2,093,903	0.99
4441	Building material and supplies dealers	\$148,169,280	\$151,232,121	-\$3,062,841	1.02
44411	Home centers	\$77,042,284	\$113,338,882	-\$36,296,598	1.47
44412	Paint and wallpaper stores	\$6,617,652	\$2,917,463	\$3,700,189	0.44
44413	Hardware stores	\$12,294,695	\$3,003,274	\$9,291,421	0.24
44419	Other building material dealers	\$52,214,650	\$31,972,502	\$20,242,148	0.61
4442	Lawn and garden equipment and supplies stores	\$18,057,622	\$12,900,878	\$5,156,744	0.71
44421	Outdoor power equipment stores	\$1,983,965	\$3,515,766	-\$1,531,801	1.77
44422	Nursery, garden center, and farm supply stores	\$16,073,656	\$9,385,112	\$6,688,544	0.58
445	Food and beverage stores	\$325,594,593	\$226,868,918	\$98,725,675	0.70
4451	Grocery stores	\$296,500,572	\$196,970,711	\$99,529,861	0.66
44511	Supermarkets and other grocery (except convenience) stores	\$284,233,555	\$195,038,747	\$89,194,808	0.69
44512	Convenience stores	\$12,267,017	\$1,931,964	\$10,335,053	0.16
4452	Specialty food stores	\$8,867,378	\$5,532,279	\$3,335,099	0.62
4453	Beer, wine, and liquor stores	\$20,226,644	\$24,365,928	-\$4,139,284	1.20
446	Health and personal care stores	\$139,164,962	\$54,784,526	\$84,380,436	0.39
44611	Pharmacies and drug stores	\$111,857,918	\$44,858,175	\$66,999,743	0.40
44612	Cosmetics, beauty supplies, and perfume stores	\$10,556,942	\$4,973,548	\$5,583,394	0.47
44613	Optical goods stores	\$5,688,210	\$3,308,162	\$2,380,048	0.58
44619	Other health and personal care stores	\$11,061,891	\$1,644,641	\$9,417,250	0.15
447	Gasoline stations	\$257,656,571	\$136,976,050	\$120,680,521	0.53
448	Clothing and clothing accessories stores	\$124,659,472	\$47,190,518	\$77,468,954	0.38
4481	Clothing stores	\$88,180,645	\$31,172,802	\$57,007,843	0.35
44811	Men's clothing stores	\$3,983,126	\$1,281,899	\$2,701,227	0.32
44812	Women's clothing stores	\$17,821,576	\$8,296,766	\$9,524,810	0.47
44813	Children's and infants' clothing stores	\$3,805,682	\$1,435,874	\$2,369,808	0.38
44814	Family clothing stores	\$53,381,214	\$15,138,773	\$38,242,441	0.28
44815	Clothing accessories stores	\$3,622,705	\$3,188,977	\$433,728	0.88
44819	Other clothing stores	\$5,566,341	\$1,830,513	\$3,735,828	0.33
4482	Shoe stores	\$20,325,675	\$8,626,178	\$11,699,497	0.42
4483	Jewelry, luggage, and leather goods stores	\$16,153,153	\$7,391,538	\$8,761,615	0.46
44831	Jewelry stores	\$14,272,292	\$7,391,538	\$6,880,754	0.52
44832	Luggage and leather goods stores	\$1,880,861	\$0	\$1,880,861	0.00

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Temple, Texas

NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
451	Sporting goods, hobby, musical instrument, and book stores	\$36,927,647	\$46,800,504	-\$9,872,857	1.27
4511	Sporting goods, hobby, and musical instrument stores	\$32,843,943	\$45,158,531	-\$12,314,588	1.37
45111	Sporting goods stores	\$22,013,382	\$31,265,016	-\$9,251,634	1.42
45112	Hobby, toy, and game stores	\$7,206,312	\$13,337,863	-\$6,131,551	1.85
45113	Sewing, needlework, and piece goods stores	\$1,417,244	\$335,152	\$1,082,092	0.24
45114	Musical instrument and supplies stores	\$2,207,006	\$220,500	\$1,986,506	0.10
4512	Book stores and news dealers	\$4,083,704	\$1,641,973	\$2,441,731	0.40
452	General merchandise stores	\$329,905,436	\$365,963,334	-\$36,057,898	1.11
4522	Department stores	\$47,754,331	\$35,264,695	\$12,489,636	0.74
4523	Other general merchandise stores	\$282,151,106	\$330,698,639	-\$48,547,533	1.17
453	Miscellaneous store retailers	\$41,949,685	\$30,090,986	\$11,858,699	0.72
4531	Florists	\$2,760,365	\$1,324,678	\$1,435,687	0.48
4532	Office supplies, stationery, and gift stores	\$10,370,265	\$7,758,616	\$2,611,649	0.75
45321	Office supplies and stationery stores	\$4,270,735	\$7,415,133	-\$3,144,398	1.74
45322	Gift, novelty, and souvenir stores	\$6,099,531	\$343,483	\$5,756,048	0.06
4533	Used merchandise stores	\$7,972,988	\$1,456,342	\$6,516,646	0.18
4539	Other miscellaneous store retailers	\$20,846,066	\$19,551,350	\$1,294,716	0.94
45391	Pet and pet supplies stores	\$9,663,080	\$8,548,452	\$1,114,628	0.88
45399	All other miscellaneous store retailers	\$11,182,987	\$11,002,898	\$180,089	0.98
454	Non-store retailers	\$224,534,142	\$16,617,510	\$207,916,632	0.07
722	Food services and drinking places	\$330,994,349	\$238,243,655	\$92,750,694	0.72
7223	Special food services	\$20,901,103	\$13,967,994	\$6,933,109	0.67
7224	Drinking places (alcoholic beverages)	\$14,545,885	\$3,117,460	\$11,428,425	0.21
7225	Restaurants and other eating places	\$295,547,361	\$221,158,201	\$74,389,160	0.75
722511	Full-service restaurants	\$127,240,012	\$76,727,879	\$50,512,133	0.60
722513	Limited-service restaurants	\$147,615,994	\$133,650,387	\$13,965,607	0.91
722514	Cafeterias, grill buffets, and buffets	\$6,885,455	\$4,397,967	\$2,487,488	0.64
722515	Snack and nonalcoholic beverage bars	\$13,805,900	\$6,381,968	\$7,423,932	0.46

Primary Retail Trade Area • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	164,226	
2020 Estimate	154,329	
2010 Census	136,243	
2000 Census	114,284	
Growth 2020 - 2025		6.41%
Growth 2010 - 2020		13.28%
Growth 2000 - 2010		19.21%
2020 Est. Population by Single-Classification Race	154,329	
White Alone	108,272	70.16%
Black or African American Alone	19,327	12.52%
Amer. Indian and Alaska Native Alone	1,129	0.73%
Asian Alone	3,351	2.17%
Native Hawaiian and Other Pacific Island Alone	237	0.15%
Some Other Race Alone	16,345	10.59%
Two or More Races	5,668	3.67%
2020 Est. Population by Hispanic or Latino Origin	154,329	
Not Hispanic or Latino	110,986	71.92%
Hispanic or Latino	43,343	28.09%
Mexican	37,106	85.61%
Puerto Rican	1,722	3.97%
Cuban	161	0.37%
All Other Hispanic or Latino	4,355	10.05%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	43,343	
White Alone	23,241	53.62%
Black or African American Alone	756	1.74%
American Indian and Alaska Native Alone	508	1.17%
Asian Alone	110	0.25%
Native Hawaiian and Other Pacific Islander Alone	64	0.15%
Some Other Race Alone	16,191	37.36%
Two or More Races	2,474	5.71%
2020 Est. Pop by Race, Asian Alone, by Category	3,351	
Chinese, except Taiwanese	478	14.26%
Filipino	622	18.56%
Japanese	42	1.25%
Asian Indian	690	20.59%
Korean	331	9.88%
Vietnamese	879	26.23%
Cambodian	24	0.72%
Hmong	0	0.00%
Laotian	9	0.27%
Thai	32	0.96%
All Other Asian Races Including 2+ Category	244	7.28%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	154,329	
Arab	163	0.11%
Czech	3,660	2.37%
Danish	105	0.07%
Dutch	1,163	0.75%
English	12,008	7.78%
French (except Basque)	2,244	1.45%
French Canadian	558	0.36%
German	20,303	13.16%
Greek	155	0.10%
Hungarian	93	0.06%
Irish	9,725	6.30%
Italian	2,551	1.65%
Lithuanian	31	0.02%
United States or American	12,206	7.91%
Norwegian	858	0.56%
Polish	1,022	0.66%
Portuguese	83	0.05%
Russian	100	0.07%
Scottish	2,273	1.47%
Scotch-Irish	3,132	2.03%
Slovak	25	0.02%
Subsaharan African	722	0.47%
Swedish	825	0.54%
Swiss	124	0.08%
Ukrainian	74	0.05%
Welsh	318	0.21%
West Indian (except Hisp. groups)	190	0.12%
Other ancestries	49,504	32.08%
Ancestry Unclassified	30,115	19.51%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	110,250	77.01%
Speak Asian/Pacific Island Language at Home	1,368	0.96%
Speak IndoEuropean Language at Home	3,034	2.12%
Speak Spanish at Home	28,098	19.63%
Speak Other Language at Home	422	0.30%

Primary Retail Trade Area • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2020 Est. Population by Age	154,329	
Age 0 - 4	11,158	7.23%
Age 5 - 9	10,611	6.88%
Age 10 - 14	10,373	6.72%
Age 15 - 17	6,141	3.98%
Age 18 - 20	6,535	4.24%
Age 21 - 24	8,320	5.39%
Age 25 - 34	21,253	13.77%
Age 35 - 44	18,613	12.06%
Age 45 - 54	16,840	10.91%
Age 55 - 64	18,047	11.69%
Age 65 - 74	14,908	9.66%
Age 75 - 84	7,972	5.17%
Age 85 and over	3,558	2.31%
Age 16 and over	120,180	77.87%
Age 18 and over	116,046	75.19%
Age 21 and over	109,512	70.96%
Age 65 and over	26,438	17.13%
2020 Est. Median Age		36.41
2020 Est. Average Age		38.55
2020 Est. Population by Sex	154,329	
Male	75,939	49.21%
Female	78,390	50.79%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	75,939	
Age 0 - 4	5,593	7.37%
Age 5 - 9	5,392	7.10%
Age 10 - 14	5,245	6.91%
Age 15 - 17	3,147	4.14%
Age 18 - 20	3,397	4.47%
Age 21 - 24	4,441	5.85%
Age 25 - 34	10,895	14.35%
Age 35 - 44	9,136	12.03%
Age 45 - 54	8,270	10.89%
Age 55 - 64	8,629	11.36%
Age 65 - 74	6,959	9.16%
Age 75 - 84	3,532	4.65%
Age 85 and over	1,304	1.72%
2020 Est. Median Age, Male		34.86
2020 Est. Average Age, Male		37.41
2020 Est. Female Population by Age	78,390	
Age 0 - 4	5,565	7.10%
Age 5 - 9	5,219	6.66%
Age 10 - 14	5,128	6.54%
Age 15 - 17	2,994	3.82%
Age 18 - 20	3,138	4.00%
Age 21 - 24	3,879	4.95%
Age 25 - 34	10,358	13.21%
Age 35 - 44	9,477	12.09%
Age 45 - 54	8,571	10.93%
Age 55 - 64	9,417	12.01%
Age 65 - 74	7,950	10.14%
Age 75 - 84	4,439	5.66%
Age 85 and over	2,254	2.88%
2020 Est. Median Age, Female		37.98
2020 Est. Average Age, Female		39.63

Primary Retail Trade Area • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	36,362	29.76%
Males, Never Married	20,099	16.45%
Females, Never Married	16,263	13.31%
Married, Spouse present	56,935	46.60%
Married, Spouse absent	5,812	4.76%
Widowed	8,370	6.85%
Males Widowed	2,044	1.67%
Females Widowed	6,326	5.18%
Divorced	14,707	12.04%
Males Divorced	6,342	5.19%
Females Divorced	8,365	6.85%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,453	4.4%
Some High School, no diploma	6,476	6.4%
High School Graduate (or GED)	29,552	29.2%
Some College, no degree	23,472	23.2%
Associate Degree	9,771	9.7%
Bachelor's Degree	17,621	17.4%
Master's Degree	6,919	6.8%
Professional School Degree	1,689	1.7%
Doctorate Degree	1,238	1.2%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	5,705	24.75%
High School Graduate	8,201	35.58%
Some College or Associate's Degree	7,019	30.46%
Bachelor's Degree or Higher	2,121	9.20%
Households		
2025 Projection	64,163	
2020 Estimate	59,676	
2010 Census	51,389	
2000 Census	42,669	
Growth 2020 - 2025		7.52%
Growth 2010 - 2020		16.13%
Growth 2000 - 2010		20.44%
2020 Est. Households by Household Type	59,676	
Family Households	41,001	68.71%
Nonfamily Households	18,675	31.29%
2020 Est. Group Quarters Population	5,415	
2020 Households by Ethnicity, Hispanic/Latino	12,653	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	59,676	
Income < \$15,000	6,657	11.16%
Income \$15,000 - \$24,999	5,845	9.80%
Income \$25,000 - \$34,999	5,853	9.81%
Income \$35,000 - \$49,999	7,627	12.78%
Income \$50,000 - \$74,999	11,459	19.20%
Income \$75,000 - \$99,999	7,640	12.80%
Income \$100,000 - \$124,999	5,051	8.46%
Income \$125,000 - \$149,999	3,899	6.53%
Income \$150,000 - \$199,999	2,882	4.83%
Income \$200,000 - \$249,999	1,117	1.87%
Income \$250,000 - \$499,999	1,263	2.12%
Income \$500,000+	383	0.64%
2020 Est. Average Household Income		\$76,438
2020 Est. Median Household Income		\$57,838
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$62,091
Black or African American Alone		\$39,177
American Indian and Alaska Native Alone		\$57,672
Asian Alone		\$63,650
Native Hawaiian and Other Pacific Islander Alone		\$37,200
Some Other Race Alone		\$47,010
Two or More Races		\$56,939
Hispanic or Latino		\$46,923
Not Hispanic or Latino		\$61,463
2020 Est. Family HH Type by Presence of Own Child.	41,001	
Married-Couple Family, own children	12,325	30.06%
Married-Couple Family, no own children	18,171	44.32%
Male Householder, own children	1,373	3.35%
Male Householder, no own children	1,243	3.03%
Female Householder, own children	4,783	11.67%
Female Householder, no own children	3,106	7.58%
2020 Est. Households by Household Size	59,676	
1-person	16,550	27.73%
2-person	20,257	33.95%
3-person	9,466	15.86%
4-person	7,348	12.31%
5-person	3,637	6.10%
6-person	1,550	2.60%
7-or-more-person	868	1.46%
2020 Est. Average Household Size		2.5

Primary Retail Trade Area • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	59,676	
Households with 1 or More People under Age 18:	20,951	35.11%
Married-Couple Family	13,515	64.51%
Other Family, Male Householder	1,657	7.91%
Other Family, Female Householder	5,620	26.83%
Nonfamily, Male Householder	110	0.53%
Nonfamily, Female Householder	50	0.24%
Households with No People under Age 18:	38,725	64.89%
Married-Couple Family	16,971	43.82%
Other Family, Male Householder	967	2.50%
Other Family, Female Householder	2,260	5.84%
Nonfamily, Male Householder	8,402	21.70%
Nonfamily, Female Householder	10,125	26.15%
2020 Est. Households by Number of Vehicles	59,676	
No Vehicles	3,733	6.26%
1 Vehicle	18,558	31.10%
2 Vehicles	24,051	40.30%
3 Vehicles	9,715	16.28%
4 Vehicles	2,643	4.43%
5 or more Vehicles	976	1.64%
2020 Est. Average Number of Vehicles		1.88
Family Households		
2025 Projection	44,165	
2020 Estimate	41,001	
2010 Census	35,016	
2000 Census	29,970	
Growth 2020 - 2025		7.72%
Growth 2010 - 2020		17.09%
Growth 2000 - 2010		16.84%

2020 Est. Families by Poverty Status	41,001	
2020 Families at or Above Poverty	36,260	88.44%
2020 Families at or Above Poverty with Children	15,654	38.18%
2020 Families Below Poverty	4,741	11.56%
2020 Families Below Poverty with Children	3,968	9.68%
2020 Est. Pop 16+ by Employment Status	120,179	
Civilian Labor Force, Employed	67,945	56.54%
Civilian Labor Force, Unemployed	3,801	3.16%
Armed Forces	853	0.71%
Not in Labor Force	47,580	39.59%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	67,580	
For-Profit Private Workers	43,637	64.57%
Non-Profit Private Workers	7,889	11.67%
Local Government Workers	3,647	5.40%
State Government Workers	2,233	3.30%
Federal Government Workers	5,488	8.12%
Self-Employed Workers	4,563	6.75%
Unpaid Family Workers	122	0.18%
2020 Est. Civ. Employed Pop 16+ by Occupation	67,580	
Architect/Engineer	602	0.89%
Arts/Entertainment/Sports	886	1.31%
Building Grounds Maintenance	3,435	5.08%
Business/Financial Operations	2,362	3.50%
Community/Social Services	1,332	1.97%
Computer/Mathematical	1,258	1.86%
Construction/Extraction	3,816	5.65%
Education/Training/Library	5,027	7.44%
Farming/Fishing/Forestry	420	0.62%
Food Prep/Serving	3,371	4.99%
Health Practitioner/Technician	7,183	10.63%
Healthcare Support	1,385	2.05%
Maintenance Repair	2,501	3.70%
Legal	386	0.57%
Life/Physical/Social Science	278	0.41%
Management	5,961	8.82%
Office/Admin. Support	8,907	13.18%
Production	3,609	5.34%
Protective Services	1,503	2.22%
Sales/Related	5,743	8.50%
Personal Care/Service	2,803	4.15%
Transportation/Moving	4,811	7.12%

2020 Est. Pop 16+ by Occupation Classification	67,580	
White Collar	39,926	59.08%
Blue Collar	14,737	21.81%
Service and Farm	12,917	19.11%
2020 Est. Workers Age 16+ by Transp. to Work	67,530	
Drove Alone	56,162	83.17%
Car Pooled	6,571	9.73%
Public Transportation	226	0.34%
Walked	1,354	2.01%
Bicycle	161	0.24%
Other Means	499	0.74%
Worked at Home	2,557	3.79%

Primary Retail Trade Area • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	24,144	
15 - 29 Minutes	24,406	
30 - 44 Minutes	9,211	
45 - 59 Minutes	3,449	
60 or more Minutes	3,846	
2020 Est. Avg Travel Time to Work in Minutes		24
2020 Est. Occupied Housing Units by Tenure	59,676	
Owner Occupied	38,863	65.12%
Renter Occupied	20,813	34.88%
2020 Owner Occ. HUs: Avg. Length of Residence		15.1
2020 Renter Occ. HUs: Avg. Length of Residence		5.81
2020 Est. Owner-Occupied Housing Units by Value	59,676	
Value Less than \$20,000	1,351	3.48%
Value \$20,000 - \$39,999	1,130	2.91%
Value \$40,000 - \$59,999	1,708	4.40%
Value \$60,000 - \$79,999	2,341	6.02%
Value \$80,000 - \$99,999	2,701	6.95%
Value \$100,000 - \$149,999	7,491	19.28%
Value \$150,000 - \$199,999	8,337	21.45%
Value \$200,000 - \$299,999	6,367	16.38%
Value \$300,000 - \$399,999	3,610	9.29%
Value \$400,000 - \$499,999	1,813	4.67%
Value \$500,000 - \$749,999	1,193	3.07%
Value \$750,000 - \$999,999	512	1.32%
Value \$1,000,000 or \$1,499,999	173	0.45%
Value \$1,500,000 or \$1,999,999	36	0.09%
Value \$2,000,000+	100	0.26%
2020 Est. Median All Owner-Occupied Housing Value		\$165,754

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	8,088	12.48%
Housing Units Built 2010 to 2014	3,650	5.63%
Housing Units Built 2000 to 2009	11,426	17.63%
Housing Units Built 1990 to 1999	8,392	12.95%
Housing Units Built 1980 to 1989	8,842	13.64%
Housing Units Built 1970 to 1979	8,666	13.37%
Housing Units Built 1960 to 1969	5,160	7.96%
Housing Units Built 1950 to 1959	5,117	7.90%
Housing Units Built 1940 to 1949	2,280	3.52%
Housing Unit Built 1939 or Earlier	3,186	4.92%
2020 Est. Median Year Structure Built		1989

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Attached	44,716	69.00%
1 Unit Detached	1,296	2.00%
2 Units	2,280	3.52%
3 or 4 Units	1,867	2.88%
5 to 19 Units	6,101	9.41%
20 to 49 Units	1,345	2.08%
50 or More Units	2,074	3.20%
Mobile Home or Trailer	5,052	7.80%
Boat, RV, Van, etc.	76	0.12%



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.

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