



COMMUNITY DEMOGRAPHIC PROFILE

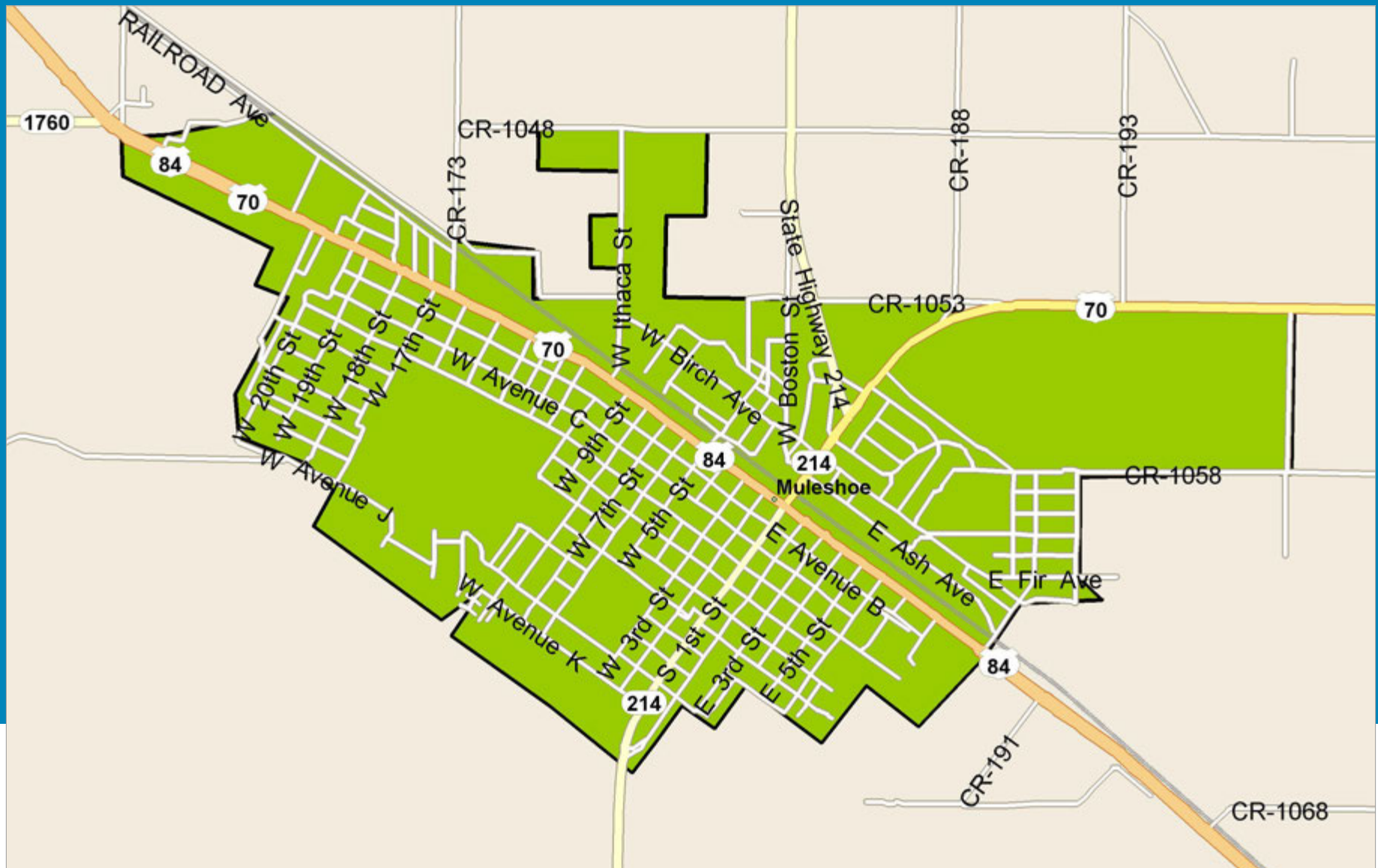
Muleshoe, Texas

Prepared for
Muleshoe Economic Development Corporation
March 2016



Community

Muleshoe, Texas



Contact Information

Kasey Coker, Director
Muleshoe Economic Development Corporation
215 South First Street
Muleshoe, Texas 79347

Phone 806.272.7455
Cell 806.549.4323
muleshoe@fivearea.com
www.muleshoeedc.com

Community | Demographics

Muleshoe, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	4,946	
2016 Estimate	4,940	
2010 Census	5,077	
2000 Census	4,474	
Growth 2016 - 2021		0.13%
Growth 2010 - 2016		-2.70%
Growth 2000 - 2010		13.47%
2016 Est. Population by Single-Classification Race	4,940	
White Alone	3,631	73.51%
Black or African American Alone	77	1.55%
Amer. Indian and Alaska Native Alone	78	1.58%
Asian Alone	33	0.68%
Native Hawaiian and Other Pac. Isl. Alone	0	0.00%
Some Other Race Alone	1,012	20.48%
Two or More Races	109	2.20%
2016 Est. Population by Hispanic or Latino Origin	4,940	
Not Hispanic or Latino	1,688	34.17%
Hispanic or Latino	3,252	65.83%
Mexican	2,986	91.81%
Puerto Rican	4	0.12%
Cuban	1	0.03%
All Other Hispanic or Latino	261	8.04%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	3,252	
White Alone	2,084	64.07%
Black or African American Alone	12	0.36%
American Indian and Alaska Native Alone	62	1.89%
Asian Alone	5	0.15%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,011	31.09%
Two or More Races	79	2.43%
2016 Est. Pop by Race, Asian Alone, by Category	33	
Chinese, except Taiwanese	33	100.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
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%
2016 Est. Population by Ancestry	4,940	
Arab	0	0.00%
Czech	7	0.13%
Danish	0	0.00%
Dutch	27	0.55%
English	73	1.49%
French (except Basque)	17	0.34%
French Canadian	0	0.00%
German	235	4.76%
Greek	0	0.00%

Community | Demographics

Muleshoe, Texas

DESCRIPTION	DATA	%
Hungarian	0	0.00%
Irish	122	2.47%
Italian	10	0.21%
Lithuanian	0	0.00%
United States or American	273	5.52%
Norwegian	0	0.00%
Polish	0	0.00%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	7	0.13%
Scotch-Irish	1	0.02%
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	3,250	65.79%
Ancestry Unclassified	917	18.57%
2016 Est. Pop Age 5+ by Language Spoken At Home	4,454	
Speak Only English at Home	2,267	50.90%
Speak Asian/Pac. Isl. Lang. at Home	5	0.11%
Speak IndoEuropean Language at Home	0	0.00%
Speak Spanish at Home	2,182	49.00%
Speak Other Language at Home	0	0.00%
2016 Est. Population by Sex	4,940	
Male	2,500	50.62%
Female	2,440	49.38%

DESCRIPTION	DATA	%
2016 Est. Population by Age	4,940	
Age 0 - 4	486	9.85%
Age 5 - 9	449	9.09%
Age 10 - 14	404	8.17%
Age 15 - 17	237	4.80%
Age 18 - 20	213	4.31%
Age 21 - 24	258	5.23%
Age 25 - 34	620	12.56%
Age 35 - 44	555	11.24%
Age 45 - 54	500	10.13%
Age 55 - 64	504	10.19%
Age 65 - 74	366	7.42%
Age 75 - 84	250	5.06%
Age 85 and over	97	1.96%
Age 16 and over	3,521	71.28%
Age 18 and over	3,363	68.08%
Age 21 and over	3,151	63.78%
Age 65 and over	713	14.43%
2016 Est. Median Age	31.8	
2016 Est. Average Age	35.2	

Community | Demographics

Muleshoe, Texas

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	2,500	
Age 0 - 4	263	10.54%
Age 5 - 9	228	9.11%
Age 10 - 14	206	8.26%
Age 15 - 17	122	4.89%
Age 18 - 20	113	4.52%
Age 21 - 24	137	5.49%
Age 25 - 34	314	12.55%
Age 35 - 44	285	11.39%
Age 45 - 54	245	9.81%
Age 55 - 64	264	10.54%
Age 65 - 74	180	7.21%
Age 75 - 84	107	4.27%
Age 85 and over	36	1.43%
2016 Est. Median Age, Male	30.7	
2016 Est. Average Age, Male	34.2	
2016 Est. Female Population by Age	2,440	
Age 0 - 4	223	9.14%
Age 5 - 9	221	9.08%
Age 10 - 14	197	8.09%
Age 15 - 17	115	4.70%
Age 18 - 20	100	4.09%
Age 21 - 24	121	4.96%
Age 25 - 34	307	12.58%
Age 35 - 44	270	11.08%
Age 45 - 54	255	10.45%
Age 55 - 64	240	9.84%
Age 65 - 74	186	7.63%
Age 75 - 84	143	5.86%
Age 85 and over	61	2.51%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	32.9	
2016 Est. Average Age, Female	36.2	
2016 Est. Pop Age 15+ by Marital Status	3,600	
Total, Never Married	853	23.70%
Males, Never Married	435	12.08%
Females, Never Married	419	11.63%
Married, Spouse present	2,076	57.65%
Married, Spouse absent	123	3.42%
Widowed	213	5.91%
Males Widowed	21	0.59%
Females Widowed	191	5.31%
Divorced	336	9.32%
Males Divorced	189	5.26%
Females Divorced	146	4.06%
2016 Est. Pop Age 25+ by Edu. Attainment	2,892	
Less than 9th grade	642	22.19%
Some High School, no diploma	398	13.77%
High School Graduate (or GED)	858	29.67%
Some College, no degree	529	18.29%
Associate Degree	178	6.16%
Bachelor's Degree	170	5.88%
Master's Degree	85	2.95%
Professional School Degree	31	1.09%
Doctorate Degree	0	0.00%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	1,611	
No High School Diploma	992	61.60%
High School Graduate	347	21.57%
Some College or Associate's Degree	219	13.62%
Bachelor's Degree or Higher	52	3.21%

Community | Demographics

Muleshoe, Texas

DESCRIPTION	DATA	%
Households		
2021 Projection	1,634	
2016 Estimate	1,647	
2010 Census	1,726	
2000 Census	1,586	
Growth 2016 - 2021		-0.80%
Growth 2010 - 2016		-4.57%
Growth 2000 - 2010		8.80%
2016 Est. Households by Household Type	1,647	
Family Households	1,211	73.56%
Nonfamily Households	435	26.44%
2016 Est. Group Quarters Population	106	
2016 HHs by Ethnicity, Hispanic/Latino	903	
2016 Est. Households by HH Income	1,647	
Income < \$15,000	204	12.41%
Income \$15,000 - \$24,999	221	13.40%
Income \$25,000 - \$34,999	138	8.37%
Income \$35,000 - \$49,999	258	15.68%
Income \$50,000 - \$74,999	428	25.97%
Income \$75,000 - \$99,999	156	9.48%
Income \$100,000 - \$124,999	124	7.54%
Income \$125,000 - \$149,999	79	4.79%
Income \$150,000 - \$199,999	26	1.61%
Income \$200,000 - \$249,999	6	0.34%
Income \$250,000 - \$499,999	6	0.34%
Income \$500,000+	1	0.06%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$57,049	
2016 Est. Median Household Income	\$50,135	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$50,657	
Black or African American Alone	\$30,207	
American Indian and Alaska Native Alone	\$91,004	
Asian Alone	\$14,999	
Native Hawaiian and Other Pacific Islander Alone	\$0	
Some Other Race Alone	\$50,794	
Two or More Races	\$41,095	
Hispanic or Latino	\$40,067	
Not Hispanic or Latino	\$64,781	
2016 Est. Family HH Type by Presence of Own Child.	1,211	
Married-Couple Family, own children	420	34.70%
Married-Couple Family, no own children	481	39.72%
Male Householder, own children	54	4.46%
Male Householder, no own children	48	3.94%
Female Householder, own children	133	10.98%
Female Householder, no own children	75	6.20%
2016 Est. Households by Household Size	1,647	
1-person	381	23.15%
2-person	473	28.72%
3-person	249	15.10%
4-person	230	13.96%
5-person	165	10.05%
6-person	87	5.29%
7-or-more-person	62	3.74%

Community | Demographics

Muleshoe, Texas

DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.94	
2016 Est. Households by Presence of People Under 18	1,647	
Households with 1 or More People under Age 18:	705	42.81%
Married-Couple Family	469	66.59%
Other Family, Male Householder	68	9.65%
Other Family, Female Householder	164	23.20%
Nonfamily, Male Householder	2	0.28%
Nonfamily, Female Householder	2	0.28%
Households with No People under Age 18:	942	57.19%
Married-Couple Family	433	45.96%
Other Family, Male Householder	32	3.39%
Other Family, Female Householder	46	4.83%
Nonfamily, Male Householder	196	20.79%
Nonfamily, Female Householder	236	25.02%
2016 Est. Households by Number of Vehicles	1,647	
No Vehicles	90	5.48%
1 Vehicle	448	27.23%
2 Vehicles	743	45.11%
3 Vehicles	286	17.38%
4 Vehicles	39	2.40%
5 or more Vehicles	40	2.41%
2016 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	1,203	
2016 Estimate	1,211	
2010 Census	1,269	
2000 Census	1,168	
Growth 2016 - 2021		-0.69%
Growth 2010 - 2016		-4.52%
Growth 2000 - 2010		8.58%
2016 Est. Families by Poverty Status	1,211	
2016 Families at or Above Poverty	1,126	92.92%
2016 Families at or Above Poverty with Children	561	46.33%
2016 Families Below Poverty	86	7.08%
2016 Families Below Poverty with Children	64	5.32%
2016 Est. Pop Age 16+ by Employment Status	3,521	
In Armed Forces	0	0.00%
Civilian - Employed	2,212	62.81%
Civilian - Unemployed	193	5.48%
Not in Labor Force	1,116	31.71%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	2,233	
For-Profit Private Workers	1,414	63.34%
Non-Profit Private Workers	71	3.18%
Local Government Workers	322	14.42%
State Government Workers	96	4.31%
Federal Government Workers	131	5.85%
Self-Employed Workers	199	8.90%
Unpaid Family Workers	0	0.00%

Community | Demographics

Muleshoe, Texas

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	2,233	
Architect/Engineer	12	0.55%
Arts/Entertainment/Sports	15	0.68%
Building Grounds Maintenance	128	5.73%
Business/Financial Operations	87	3.91%
Community/Social Services	33	1.47%
Computer/Mathematical	1	0.04%
Construction/Extraction	181	8.11%
Education/Training/Library	204	9.12%
Farming/Fishing/Forestry	215	9.65%
Food Prep/Serving	239	10.70%
Health Practitioner/Technician	43	1.92%
Healthcare Support	44	1.99%
Maintenance Repair	119	5.35%
Legal	11	0.51%
Life/Physical/Social Science	0	0.00%
Management	192	8.60%
Office/Admin. Support	254	11.37%
Production	93	4.16%
Protective Services	48	2.17%
Sales/Related	188	8.43%
Personal Care/Service	60	2.70%
Transportation/Moving	64	2.85%
2016 Est. Pop 16+ by Occupation Classification	2,233	
Blue Collar	457	20.46%
White Collar	1,041	46.61%
Service and Farm	735	32.93%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	2,173	
Drove Alone	1,835	84.44%
Car Pooled	181	8.35%
Public Transportation	0	0.00%
Walked	88	4.04%
Bicycle	0	0.00%
Other Means	12	0.56%
Worked at Home	56	2.60%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,353	
15 - 29 Minutes	248	
30 - 44 Minutes	382	
45 - 59 Minutes	20	
60 or more Minutes	96	
2016 Est. Avg Travel Time to Work in Minutes	18.00	
2016 Est. Occupied Housing Units by Tenure	1,647	
Owner Occupied	1,071	65.06%
Renter Occupied	575	34.94%
2016 Owner Occ. HUs: Avg. Length of Residence	20.9	
2016 Renter Occ. HUs: Avg. Length of Residence	7.0	

Community | Demographics

Muleshoe, Texas

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	1,071	
Value Less than \$20,000	126	11.72%
Value \$20,000 - \$39,999	281	26.21%
Value \$40,000 - \$59,999	164	15.28%
Value \$60,000 - \$79,999	105	9.81%
Value \$80,000 - \$99,999	118	10.97%
Value \$100,000 - \$149,999	141	13.15%
Value \$150,000 - \$199,999	94	8.77%
Value \$200,000 - \$299,999	25	2.33%
Value \$300,000 - \$399,999	10	0.97%
Value \$400,000 - \$499,999	7	0.69%
Value \$500,000 - \$749,999	1	0.09%
Value \$750,000 - \$999,999	0	0.00%
Value \$1,000,000 or more	0	0.00%
2016 Est. Median All Owner-Occupied Housing Value	\$55,797	
2016 Est. Housing Units by Units in Structure	1,877	
1 Unit Attached	22	1.17%
1 Unit Detached	1,543	82.18%
2 Units	0	0.00%
3 or 4 Units	149	7.93%
5 to 19 Units	0	0.00%
20 to 49 Units	0	0.00%
50 or More Units	10	0.51%
Mobile Home or Trailer	154	8.21%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	1,877	
Housing Units Built 2010 or later	0	0.00%
Housing Units Built 2000 to 2009	185	9.87%
Housing Units Built 1990 to 1999	39	2.09%
Housing Units Built 1980 to 1989	326	17.37%
Housing Units Built 1970 to 1979	301	16.04%
Housing Units Built 1960 to 1969	477	25.42%
Housing Units Built 1950 to 1959	282	15.01%
Housing Units Built 1940 to 1949	166	8.82%
Housing Unit Built 1939 or Earlier	101	5.39%
2016 Est. Median Year Structure Built	1968	



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

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 Retail:360 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” 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 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 Retail Coach - It’s not about data. It’s about your success.

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802
tel 800.851.0962 | fax 662.844.2738 | e-mail info@theretailcoach.net | web www.theretailcoach.net



Acknowledgements

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2015/2016, ESRI 2015, U.S. Census Bureau, Economy.com, 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 MapInfo, 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.