



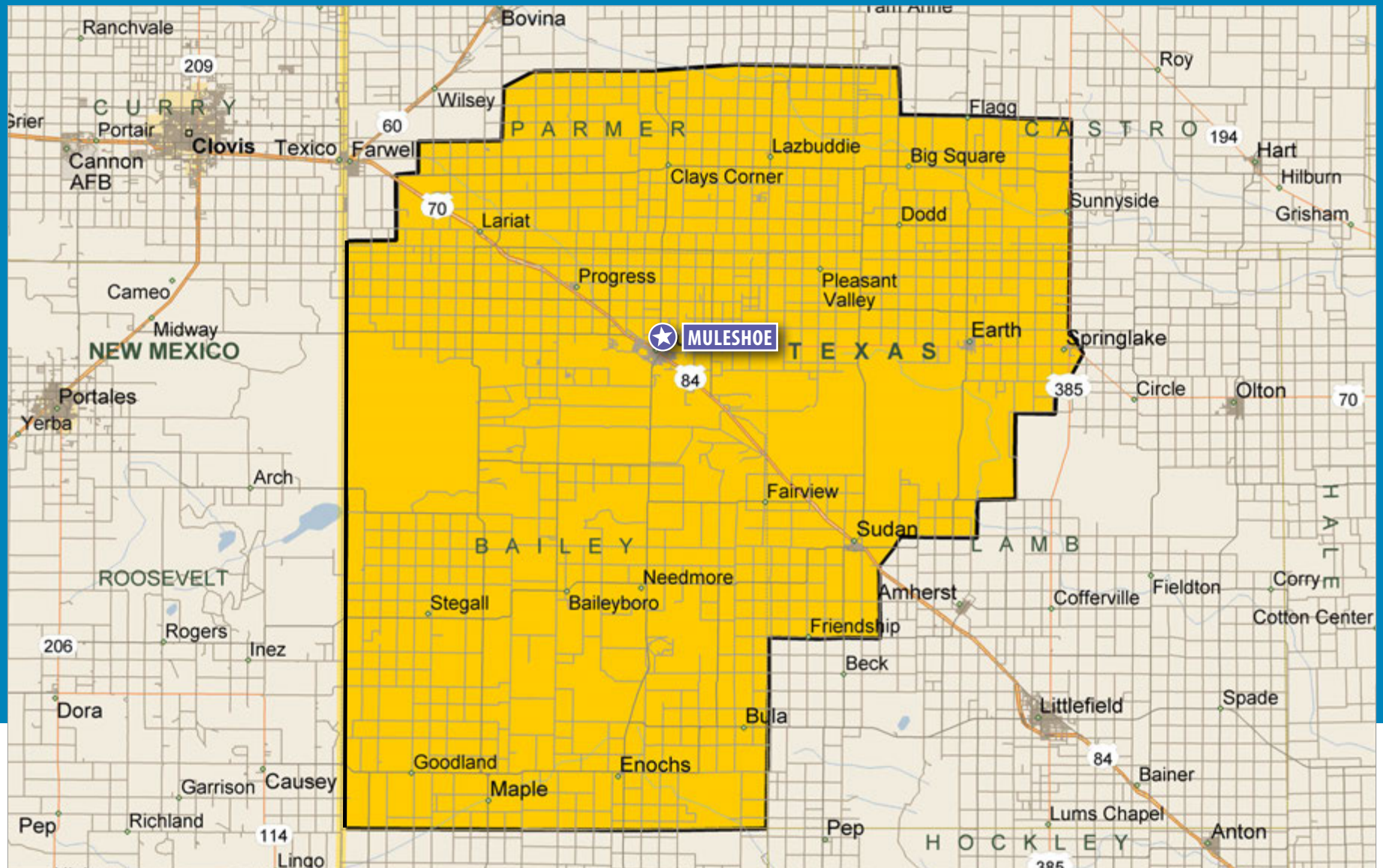
RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Muleshoe, Texas

Prepared for
Muleshoe Economic Development Corporation
March 2016



Retail Trade Area Muleshoe, Texas



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Retail Trade Area | Demographics

Muleshoe, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	11,226	
2016 Estimate	11,142	
2010 Census	11,397	
2000 Census	10,685	
Growth 2016 - 2021		0.75%
Growth 2010 - 2016		-2.24%
Growth 2000 - 2010		6.66%
2016 Est. Population by Single-Classification Race	11,142	
White Alone	8,442	75.77%
Black or African American Alone	224	2.01%
Amer. Indian and Alaska Native Alone	158	1.42%
Asian Alone	54	0.48%
Native Hawaiian and Other Pac. Isl. Alone	6	0.06%
Some Other Race Alone	2,029	18.21%
Two or More Races	229	2.06%
2016 Est. Population by Hispanic or Latino Origin	11,142	
Not Hispanic or Latino	4,729	42.45%
Hispanic or Latino	6,413	57.55%
Mexican	5,794	90.36%
Puerto Rican	8	0.13%
Cuban	1	0.02%
All Other Hispanic or Latino	609	9.50%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	6,413	
White Alone	4,076	63.56%
Black or African American Alone	29	0.45%
American Indian and Alaska Native Alone	110	1.71%
Asian Alone	9	0.14%
Native Hawaiian and Other Pacific Islander Alone	6	0.09%
Some Other Race Alone	2,020	31.50%
Two or More Races	163	2.55%
2016 Est. Pop by Race, Asian Alone, by Category	54	
Chinese, except Taiwanese	50	93.24%
Filipino	1	1.10%
Japanese	1	2.01%
Asian Indian	0	0.01%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	2	3.20%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.43%
2016 Est. Population by Ancestry	11,142	
Arab	2	0.02%
Czech	9	0.08%
Danish	3	0.03%
Dutch	48	0.43%
English	260	2.33%
French (except Basque)	42	0.38%
French Canadian	8	0.07%
German	606	5.44%
Greek	0	0.00%

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DESCRIPTION	DATA	%
Hungarian	2	0.02%
Irish	395	3.54%
Italian	30	0.27%
Lithuanian	0	0.00%
United States or American	547	4.91%
Norwegian	6	0.06%
Polish	6	0.05%
Portuguese	2	0.02%
Russian	0	0.00%
Scottish	38	0.34%
Scotch-Irish	58	0.52%
Slovak	0	0.00%
Subsaharan African	29	0.26%
Swedish	1	0.01%
Swiss	1	0.01%
Ukrainian	2	0.02%
Welsh	12	0.11%
West Indian (except Hisp. groups)	7	0.06%
Other ancestries	6,866	61.62%
Ancestry Unclassified	2,163	19.41%
2016 Est. Pop Age 5+ by Language Spoken At Home	10,113	
Speak Only English at Home	5,466	54.05%
Speak Asian/Pac. Isl. Lang. at Home	8	0.08%
Speak IndoEuropean Language at Home	28	0.28%
Speak Spanish at Home	4,611	45.60%
Speak Other Language at Home	0	0.00%
2016 Est. Population by Sex	11,142	
Male	5,693	51.10%
Female	5,449	48.90%

DESCRIPTION	DATA	%
2016 Est. Population by Age	11,142	
Age 0 - 4	1,029	9.23%
Age 5 - 9	950	8.52%
Age 10 - 14	891	8.00%
Age 15 - 17	532	4.78%
Age 18 - 20	476	4.27%
Age 21 - 24	596	5.35%
Age 25 - 34	1,266	11.36%
Age 35 - 44	1,209	10.85%
Age 45 - 54	1,225	10.99%
Age 55 - 64	1,266	11.36%
Age 65 - 74	895	8.03%
Age 75 - 84	606	5.44%
Age 85 and over	202	1.81%
Age 16 and over	8,095	72.66%
Age 18 and over	7,740	69.47%
Age 21 and over	7,264	65.20%
Age 65 and over	1,702	15.28%
2016 Est. Median Age	33.7	
2016 Est. Average Age	36.3	

Retail Trade Area | Demographics

Muleshoe, Texas

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	5,693	
Age 0 - 4	552	9.70%
Age 5 - 9	490	8.60%
Age 10 - 14	473	8.30%
Age 15 - 17	281	4.94%
Age 18 - 20	254	4.47%
Age 21 - 24	320	5.62%
Age 25 - 34	645	11.33%
Age 35 - 44	615	10.80%
Age 45 - 54	609	10.69%
Age 55 - 64	664	11.66%
Age 65 - 74	442	7.76%
Age 75 - 84	268	4.71%
Age 85 and over	80	1.41%
2016 Est. Median Age, Male	32.4	
2016 Est. Average Age, Male	35.4	
2016 Est. Female Population by Age	5,449	
Age 0 - 4	476	8.74%
Age 5 - 9	460	8.45%
Age 10 - 14	418	7.68%
Age 15 - 17	251	4.61%
Age 18 - 20	221	4.06%
Age 21 - 24	275	5.05%
Age 25 - 34	621	11.40%
Age 35 - 44	594	10.91%
Age 45 - 54	616	11.30%
Age 55 - 64	602	11.05%
Age 65 - 74	453	8.31%
Age 75 - 84	338	6.20%
Age 85 and over	122	2.23%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	35.0	
2016 Est. Average Age, Female	37.3	
2016 Est. Pop Age 15+ by Marital Status	8,272	
Total, Never Married	1,874	22.66%
Males, Never Married	1,047	12.65%
Females, Never Married	828	10.00%
Married, Spouse present	4,772	57.69%
Married, Spouse absent	319	3.85%
Widowed	527	6.37%
Males Widowed	97	1.17%
Females Widowed	429	5.19%
Divorced	780	9.43%
Males Divorced	440	5.31%
Females Divorced	341	4.12%
2016 Est. Pop Age 25+ by Edu. Attainment	6,669	
Less than 9th grade	1,270	19.04%
Some High School, no diploma	871	13.05%
High School Graduate (or GED)	1,870	28.03%
Some College, no degree	1,388	20.81%
Associate Degree	353	5.29%
Bachelor's Degree	659	9.88%
Master's Degree	208	3.12%
Professional School Degree	43	0.64%
Doctorate Degree	8	0.12%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	3,175	
No High School Diploma	1,870	58.90%
High School Graduate	670	21.11%
Some College or Associate's Degree	516	16.25%
Bachelor's Degree or Higher	119	3.74%

Retail Trade Area | Demographics

Muleshoe, Texas

DESCRIPTION	DATA	%
Households		
2021 Projection	3,858	
2016 Estimate	3,847	
2010 Census	3,974	
2000 Census	3,838	
Growth 2016 - 2021		0.29%
Growth 2010 - 2016		-3.22%
Growth 2000 - 2010		3.56%
2016 Est. Households by Household Type	3,847	
Family Households	2,906	75.56%
Nonfamily Households	940	24.44%
2016 Est. Group Quarters Population	114	
2016 HHs by Ethnicity, Hispanic/Latino	1,818	
2016 Est. Households by HH Income	3,847	
Income < \$15,000	419	10.88%
Income \$15,000 - \$24,999	477	12.41%
Income \$25,000 - \$34,999	431	11.21%
Income \$35,000 - \$49,999	653	16.99%
Income \$50,000 - \$74,999	828	21.54%
Income \$75,000 - \$99,999	418	10.86%
Income \$100,000 - \$124,999	283	7.36%
Income \$125,000 - \$149,999	172	4.46%
Income \$150,000 - \$199,999	95	2.47%
Income \$200,000 - \$249,999	28	0.72%
Income \$250,000 - \$499,999	33	0.85%
Income \$500,000+	10	0.26%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$61,169	
2016 Est. Median Household Income	\$48,685	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$50,620	
Black or African American Alone	\$26,518	
American Indian and Alaska Native Alone	\$88,890	
Asian Alone	\$14,999	
Native Hawaiian and Other Pacific Islander Alone	\$35,000	
Some Other Race Alone	\$44,910	
Two or More Races	\$49,483	
Hispanic or Latino	\$38,663	
Not Hispanic or Latino	\$62,426	
2016 Est. Family HH Type by Presence of Own Child.	2,906	
Married-Couple Family, own children	1,005	34.57%
Married-Couple Family, no own children	1,295	44.54%
Male Householder, own children	111	3.81%
Male Householder, no own children	89	3.05%
Female Householder, own children	253	8.70%
Female Householder, no own children	155	5.33%
2016 Est. Households by Household Size	3,847	
1-person	838	21.78%
2-person	1,244	32.35%
3-person	569	14.79%
4-person	525	13.65%
5-person	368	9.58%
6-person	176	4.58%
7-or-more-person	126	3.28%

Retail Trade Area | Demographics

Muleshoe, Texas

DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.87	
2016 Est. Households by Presence of People Under 18	3,847	
Households with 1 or More People under Age 18:	1,560	40.55%
Married-Couple Family	1,114	71.41%
Other Family, Male Householder	134	8.57%
Other Family, Female Householder	301	19.30%
Nonfamily, Male Householder	8	0.53%
Nonfamily, Female Householder	3	0.19%
Households with No People under Age 18:	2,287	59.45%
Married-Couple Family	1,186	51.88%
Other Family, Male Householder	66	2.89%
Other Family, Female Householder	106	4.64%
Nonfamily, Male Householder	468	20.49%
Nonfamily, Female Householder	460	20.10%
2016 Est. Households by Number of Vehicles	3,847	
No Vehicles	157	4.07%
1 Vehicle	1,034	26.88%
2 Vehicles	1,639	42.62%
3 Vehicles	723	18.78%
4 Vehicles	172	4.48%
5 or more Vehicles	122	3.16%
2016 Est. Average Number of Vehicles	2.1	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	2,916	
2016 Estimate	2,906	
2010 Census	3,001	
2000 Census	2,934	
Growth 2016 - 2021		0.34%
Growth 2010 - 2016		-3.16%
Growth 2000 - 2010		2.30%
2016 Est. Families by Poverty Status	2,906	
2016 Families at or Above Poverty	2,618	90.07%
2016 Families at or Above Poverty with Children	1,180	40.59%
2016 Families Below Poverty	289	9.93%
2016 Families Below Poverty with Children	241	8.30%
2016 Est. Pop Age 16+ by Employment Status	8,095	
In Armed Forces	0	0.01%
Civilian - Employed	4,950	61.14%
Civilian - Unemployed	357	4.41%
Not in Labor Force	2,789	34.45%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	4,984	
For-Profit Private Workers	3,083	61.86%
Non-Profit Private Workers	285	5.73%
Local Government Workers	602	12.08%
State Government Workers	175	3.52%
Federal Government Workers	197	3.95%
Self-Employed Workers	641	12.86%
Unpaid Family Workers	0	0.00%

Retail Trade Area | Demographics

Muleshoe, Texas

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	4,984	
Architect/Engineer	35	0.70%
Arts/Entertainment/Sports	26	0.52%
Building Grounds Maintenance	228	4.58%
Business/Financial Operations	185	3.70%
Community/Social Services	54	1.09%
Computer/Mathematical	35	0.70%
Construction/Extraction	297	5.95%
Education/Training/Library	394	7.90%
Farming/Fishing/Forestry	616	12.37%
Food Prep/Serving	355	7.12%
Health Practitioner/Technician	152	3.05%
Healthcare Support	152	3.04%
Maintenance Repair	248	4.97%
Legal	23	0.46%
Life/Physical/Social Science	4	0.08%
Management	610	12.24%
Office/Admin. Support	511	10.25%
Production	225	4.52%
Protective Services	92	1.86%
Sales/Related	390	7.83%
Personal Care/Service	128	2.58%
Transportation/Moving	223	4.48%
2016 Est. Pop 16+ by Occupation Classification	4,984	
Blue Collar	993	19.93%
White Collar	2,419	48.53%
Service and Farm	1,572	31.54%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	4,854	
Drove Alone	3,912	80.58%
Car Pooled	516	10.63%
Public Transportation	0	0.00%
Walked	187	3.85%
Bicycle	0	0.00%
Other Means	36	0.75%
Worked at Home	203	4.19%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,619	
15 - 29 Minutes	1,055	
30 - 44 Minutes	678	
45 - 59 Minutes	91	
60 or more Minutes	224	
2016 Est. Avg Travel Time to Work in Minutes	19.00	
2016 Est. Occupied Housing Units by Tenure	3,847	
Owner Occupied	2,658	69.09%
Renter Occupied	1,189	30.91%
2016 Owner Occ. HUs: Avg. Length of Residence	20.9	
2016 Renter Occ. HUs: Avg. Length of Residence	8.2	

Retail Trade Area | Demographics

Muleshoe, Texas

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	2,658	
Value Less than \$20,000	277	10.43%
Value \$20,000 - \$39,999	599	22.53%
Value \$40,000 - \$59,999	399	15.00%
Value \$60,000 - \$79,999	263	9.91%
Value \$80,000 - \$99,999	251	9.44%
Value \$100,000 - \$149,999	373	14.03%
Value \$150,000 - \$199,999	303	11.38%
Value \$200,000 - \$299,999	121	4.55%
Value \$300,000 - \$399,999	30	1.13%
Value \$400,000 - \$499,999	17	0.64%
Value \$500,000 - \$749,999	16	0.60%
Value \$750,000 - \$999,999	5	0.19%
Value \$1,000,000 or more	5	0.18%
2016 Est. Median All Owner-Occupied Housing Value	\$64,132	
2016 Est. Housing Units by Units in Structure	4,587	
1 Unit Attached	28	0.62%
1 Unit Detached	3,950	86.12%
2 Units	16	0.35%
3 or 4 Units	163	3.56%
5 to 19 Units	33	0.71%
20 to 49 Units	0	0.00%
50 or More Units	12	0.27%
Mobile Home or Trailer	384	8.38%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	4,587	
Housing Units Built 2010 or later	79	1.72%
Housing Units Built 2000 to 2009	377	8.21%
Housing Units Built 1990 to 1999	159	3.46%
Housing Units Built 1980 to 1989	606	13.21%
Housing Units Built 1970 to 1979	682	14.87%
Housing Units Built 1960 to 1969	1,080	23.54%
Housing Units Built 1950 to 1959	746	16.26%
Housing Units Built 1940 to 1949	474	10.34%
Housing Unit Built 1939 or Earlier	385	8.38%
2016 Est. Median Year Structure Built	1966	



C. Kelly Cofer
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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

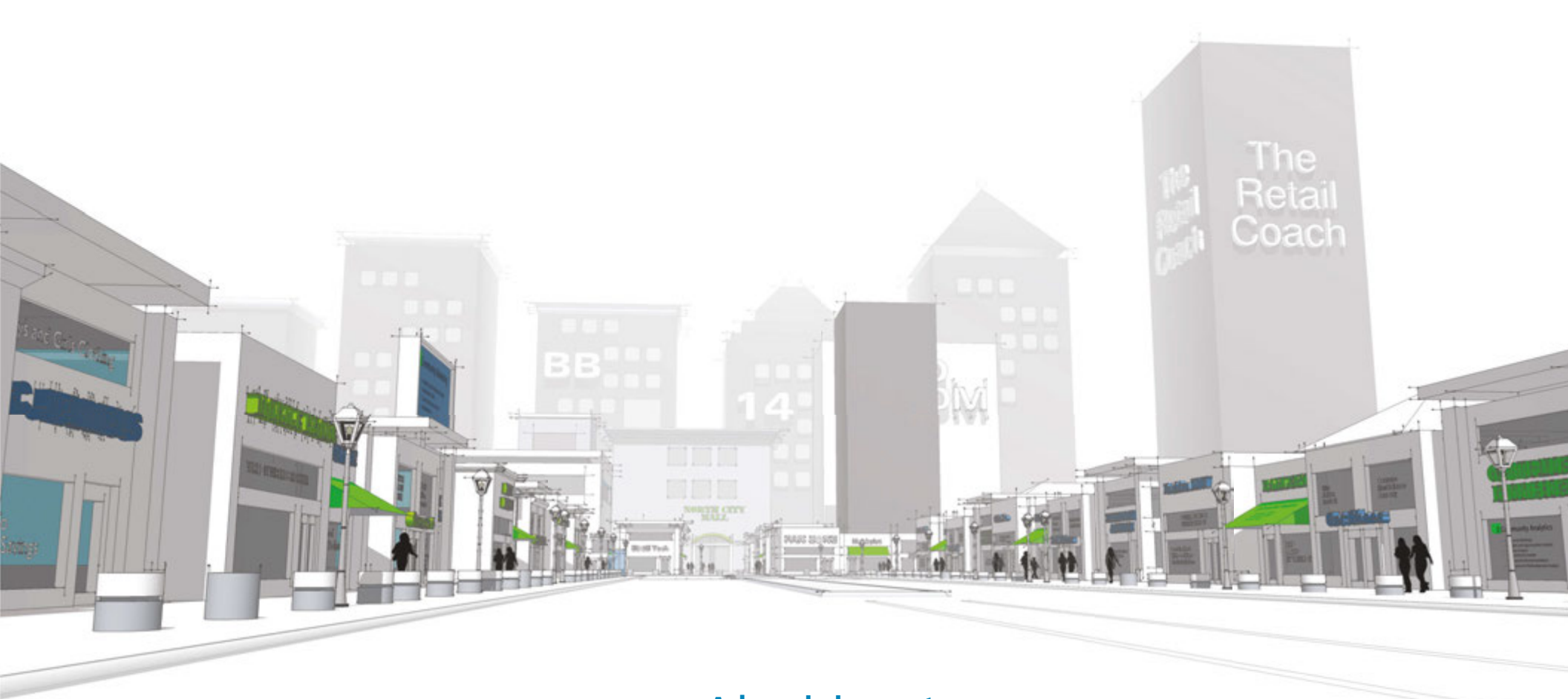
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through 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.

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Acknowledgements

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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.

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