



PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Nash, Texas



Prepared for
City of Nash
July 2016

 **TheRetailCoach®**

Primary Retail Trade Area | Gap/Opportunity Analysis Summary

Nash, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
	Total Retail Sales Incl Eating and Drinking Places	358,170,749	29,472,999	(328,697,750)	-92%
441	Motor Vehicle and Parts Dealers	66,741,506	15,070,543	(51,670,963)	-77%
4411	Automotive Dealers	56,275,843	0	(56,275,843)	-100%
4412	Other Motor Vehicle Dealers	5,121,445	13,055,920	7,934,475	155%
4413	Automotive Parts/Accsrs, Tire Stores	5,344,217	2,014,623	(3,329,594)	-62%
442	Furniture and Home Furnishings Stores	6,972,116	0	(6,972,116)	-100%
4421	Furniture Stores	3,812,679	0	(3,812,679)	-100%
4422	Home Furnishing Stores	3,159,438	0	(3,159,438)	-100%
443	Electronics and Appliance Stores	6,229,028	0	(6,229,028)	-100%
44311	Appliances, TVs, Electronics Stores	6,229,028	0	(6,229,028)	-100%
443111	Household Appliances Stores	892,348	0	(892,348)	-100%
443112	Electronics Stores	5,336,680	0	(5,336,680)	-100%
444	Building Material, Garden Equip Stores	38,791,138	0	(38,791,138)	-100%
4441	Building Material and Supply Dealers	33,121,617	0	(33,121,617)	-100%
44411	Home Centers	13,351,647	0	(13,351,647)	-100%
44412	Paint and Wallpaper Stores	587,412	0	(587,412)	-100%
44413	Hardware Stores	3,310,984	0	(3,310,984)	-100%
44419	Other Building Materials Dealers	15,871,573	0	(15,871,573)	-100%
444191	Building Materials, Lumberyards	5,847,460	0	(5,847,460)	-100%
4442	Lawn, Garden Equipment, Supplies Stores	5,669,521	0	(5,669,521)	-100%
44421	Outdoor Power Equipment Stores	1,683,281	0	(1,683,281)	-100%
44422	Nursery and Garden Centers	3,986,240	0	(3,986,240)	-100%

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SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	46,038,208	1,176,870	(44,861,338)	-97%
4451	Grocery Stores	29,873,918	1,176,870	(28,697,048)	-96%
44511	Supermarkets, Grocery (Ex Conv) Stores	27,903,528	71,690	(27,831,838)	-100%
44512	Convenience Stores	1,970,390	1,105,180	(865,210)	-44%
4452	Specialty Food Stores	3,673,319	0	(3,673,319)	-100%
4453	Beer, Wine and Liquor Stores	12,490,971	0	(12,490,971)	-100%
446	Health and Personal Care Stores	21,508,049	0	(21,508,049)	-100%
44611	Pharmacies and Drug Stores	17,298,510	0	(17,298,510)	-100%
44612	Cosmetics, Beauty Supplies, Perfume Stores	1,519,848	0	(1,519,848)	-100%
44613	Optical Goods Stores	790,867	0	(790,867)	-100%
44619	Other Health and Personal Care Stores	1,898,824	0	(1,898,824)	-100%
447	Gasoline Stations	26,591,480	7,036,581	(19,554,899)	-74%
44711	Gasoline Stations With Conv Stores	19,454,256	7,036,581	(12,417,675)	-64%
44719	Other Gasoline Stations	7,137,225	0	(7,137,225)	-100%
448	Clothing and Clothing Accessories Stores	15,887,407	0	(15,887,407)	-100%
4481	Clothing Stores	8,538,342	0	(8,538,342)	-100%
44811	Men's Clothing Stores	476,220	0	(476,220)	-100%
44812	Women's Clothing Stores	2,015,049	0	(2,015,049)	-100%
44813	Childrens, Infants Clothing Stores	538,392	0	(538,392)	-100%
44814	Family Clothing Stores	4,397,506	0	(4,397,506)	-100%
44815	Clothing Accessories Stores	358,537	0	(358,537)	-100%
44819	Other Clothing Stores	752,637	0	(752,637)	-100%
4482	Shoe Stores	1,318,749	0	(1,318,749)	-100%
4483	Jewelry, Luggage, Leather Goods Stores	6,030,316	0	(6,030,316)	-100%
44831	Jewelry Stores	5,424,400	0	(5,424,400)	-100%
44832	Luggage and Leather Goods Stores	605,917	0	(605,917)	-100%

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SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	6,095,587	0	(6,095,587)	-100%
4511	Sportng Goods, Hobby, Musical Inst Stores	5,225,874	0	(5,225,874)	-100%
45111	Sporting Goods Stores	2,688,603	0	(2,688,603)	-100%
45112	Hobby, Toys and Games Stores	1,483,332	0	(1,483,332)	-100%
45113	Sew/Needlework/Piece Goods Stores	499,579	0	(499,579)	-100%
45114	Musical Instrument and Supplies Stores	554,359	0	(554,359)	-100%
4512	Book, Periodical and Music Stores	869,713	0	(869,713)	-100%
45121	Book Stores and News Dealers	746,285	0	(746,285)	-100%
451211	Book Stores	657,856	0	(657,856)	-100%
451212	News Dealers and Newsstands	88,430	0	(88,430)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	123,428	0	(123,428)	-100%
452	General Merchandise Stores	41,255,884	3,194,900	(38,060,984)	-92%
4521	Department Stores Excl Leased Depts	17,805,298	0	(17,805,298)	-100%
4529	Other General Merchandise Stores	23,450,586	3,194,900	(20,255,686)	-86%
453	Miscellaneous Store Retailers	9,922,654	0	(9,922,654)	-100%
4531	Florists	372,824	0	(372,824)	-100%
4532	Office Supplies, Stationery, Gift Stores	4,593,717	0	(4,593,717)	-100%
45321	Office Supplies and Stationery Stores	2,198,888	0	(2,198,888)	-100%
45322	Gift, Novelty and Souvenir Stores	2,394,828	0	(2,394,828)	-100%
4533	Used Merchandise Stores	705,374	0	(705,374)	-100%
4539	Other Miscellaneous Store Retailers	4,250,740	0	(4,250,740)	-100%
454	Non-Store Retailers	32,216,897	162,223	(32,054,674)	-99%
722	Foodservice and Drinking Places	39,920,796	2,831,882	(37,088,914)	-93%
7221	Full-Service Restaurants	18,063,838	0	(18,063,838)	-100%
7222	Limited-Service Eating Places	15,897,898	2,831,882	(13,066,016)	-82%
7223	Special Foodservices	4,392,333	0	(4,392,333)	-100%
7224	Drinking Places -Alcoholic Beverages	1,566,727	0	(1,566,727)	-100%

Primary Retail Trade Area | Demographics

Nash, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	21,897	
2016 Estimate	20,550	
2010 Census	19,182	
2000 Census	15,687	
Growth 2016 - 2021		6.55%
Growth 2010 - 2016		7.13%
Growth 2000 - 2010		22.28%
2016 Est. Population by Single-Classification Race	20,550	
White Alone	15,285	74.38%
Black or African American Alone	3,503	17.05%
Amer. Indian and Alaska Native Alone	179	0.87%
Asian Alone	319	1.55%
Native Hawaiian and Other Pac. Isl. Alone	21	0.10%
Some Other Race Alone	728	3.54%
Two or More Races	515	2.51%
2016 Est. Population by Hispanic or Latino Origin	20,550	
Not Hispanic or Latino	19,040	92.65%
Hispanic or Latino	1,510	7.35%
Mexican	1,202	79.57%
Puerto Rican	52	3.43%
Cuban	8	0.55%
All Other Hispanic or Latino	249	16.46%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	1,510	
White Alone	572	37.87%
Black or African American Alone	23	1.51%
American Indian and Alaska Native Alone	51	3.35%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	2	0.10%
Some Other Race Alone	719	47.61%
Two or More Races	144	9.56%
2016 Est. Pop by Race, Asian Alone, by Category	319	
Chinese, except Taiwanese	240	75.27%
Filipino	10	3.06%
Japanese	0	0.00%
Asian Indian	61	19.09%
Korean	1	0.23%
Vietnamese	4	1.37%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	1	0.36%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	2	0.61%
2016 Est. Population by Ancestry	20,550	
Arab	0	0.00%
Czech	22	0.11%
Danish	24	0.12%
Dutch	237	1.15%
English	1,279	6.22%
French (except Basque)	301	1.46%
French Canadian	17	0.08%
German	1,540	7.49%
Greek	1	0.00%

Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
Hungarian	185	0.90%
Irish	1,722	8.38%
Italian	153	0.75%
Lithuanian	1	0.01%
United States or American	3,781	18.40%
Norwegian	17	0.08%
Polish	70	0.34%
Portuguese	16	0.08%
Russian	29	0.14%
Scottish	370	1.80%
Scotch-Irish	324	1.58%
Slovak	0	0.00%
Subsaharan African	219	1.06%
Swedish	90	0.44%
Swiss	0	0.00%
Ukrainian	4	0.02%
Welsh	88	0.43%
West Indian (except Hisp. groups)	3	0.01%
Other ancestries	6,541	31.83%
Ancestry Unclassified	3,517	17.11%
2016 Est. Pop Age 5+ by Language Spoken At Home	19,233	
Speak Only English at Home	18,177	94.51%
Speak Asian/Pac. Isl. Lang. at Home	291	1.51%
Speak IndoEuropean Language at Home	75	0.39%
Speak Spanish at Home	689	3.58%
Speak Other Language at Home	0	0.00%
2016 Est. Population by Sex	20,550	
Male	9,840	47.88%
Female	10,710	52.12%

DESCRIPTION	DATA	%
2016 Est. Population by Age	20,550	
Age 0 - 4	1,317	6.41%
Age 5 - 9	1,374	6.68%
Age 10 - 14	1,561	7.60%
Age 15 - 17	909	4.43%
Age 18 - 20	801	3.90%
Age 21 - 24	1,019	4.96%
Age 25 - 34	2,429	11.82%
Age 35 - 44	2,689	13.09%
Age 45 - 54	2,687	13.08%
Age 55 - 64	2,581	12.56%
Age 65 - 74	1,884	9.17%
Age 75 - 84	933	4.54%
Age 85 and over	365	1.78%
Age 16 and over	16,000	77.86%
Age 18 and over	15,388	74.88%
Age 21 and over	14,588	70.99%
Age 65 and over	3,182	15.48%
2016 Est. Median Age	38.2	
2016 Est. Average Age	38.7	

Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2016 Est. Male Population by Age	9,840	
Age 0 - 4	663	6.74%
Age 5 - 9	696	7.07%
Age 10 - 14	822	8.35%
Age 15 - 17	484	4.92%
Age 18 - 20	422	4.29%
Age 21 - 24	517	5.25%
Age 25 - 34	1,123	11.41%
Age 35 - 44	1,265	12.86%
Age 45 - 54	1,287	13.08%
Age 55 - 64	1,175	11.94%
Age 65 - 74	869	8.83%
Age 75 - 84	392	3.99%
Age 85 and over	124	1.26%
2016 Est. Median Age, Male	36.5	
2016 Est. Average Age, Male	37.3	
2016 Est. Female Population by Age	10,710	
Age 0 - 4	654	6.11%
Age 5 - 9	678	6.33%
Age 10 - 14	739	6.90%
Age 15 - 17	425	3.97%
Age 18 - 20	379	3.54%
Age 21 - 24	502	4.69%
Age 25 - 34	1,306	12.20%
Age 35 - 44	1,424	13.30%
Age 45 - 54	1,400	13.07%
Age 55 - 64	1,406	13.12%
Age 65 - 74	1,015	9.48%
Age 75 - 84	541	5.05%
Age 85 and over	241	2.25%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	39.7	
2016 Est. Average Age, Female	39.9	
2016 Est. Pop Age 15+ by Marital Status	16,298	
Total, Never Married	3,939	24.17%
Males, Never Married	1,751	10.74%
Females, Never Married	2,188	13.43%
Married, Spouse present	8,327	51.09%
Married, Spouse absent	679	4.17%
Widowed	981	6.02%
Males Widowed	204	1.25%
Females Widowed	778	4.77%
Divorced	2,372	14.55%
Males Divorced	1,194	7.32%
Females Divorced	1,178	7.23%
2016 Est. Pop Age 25+ by Edu. Attainment	13,569	
Less than 9th grade	196	1.44%
Some High School, no diploma	725	5.34%
High School Graduate (or GED)	4,265	31.43%
Some College, no degree	3,989	29.40%
Associate Degree	894	6.59%
Bachelor's Degree	2,210	16.29%
Master's Degree	864	6.37%
Professional School Degree	377	2.78%
Doctorate Degree	50	0.37%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	722	
No High School Diploma	40	5.47%
High School Graduate	379	52.50%
Some College or Associate's Degree	164	22.71%
Bachelor's Degree or Higher	139	19.31%

Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
Households		
2021 Projection	8,458	
2016 Estimate	7,951	
2010 Census	7,453	
2000 Census	6,080	
Growth 2016 - 2021		6.38%
Growth 2010 - 2016		6.68%
Growth 2000 - 2010		22.59%
2016 Est. Households by Household Type	7,951	
Family Households	5,817	73.16%
Nonfamily Households	2,134	26.84%
2016 Est. Group Quarters Population	81	
2016 HHs by Ethnicity, Hispanic/Latino	378	
2016 Est. Households by HH Income	7,951	
Income < \$15,000	1,034	13.00%
Income \$15,000 - \$24,999	662	8.33%
Income \$25,000 - \$34,999	712	8.96%
Income \$35,000 - \$49,999	1,204	15.14%
Income \$50,000 - \$74,999	1,383	17.39%
Income \$75,000 - \$99,999	1,090	13.71%
Income \$100,000 - \$124,999	613	7.71%
Income \$125,000 - \$149,999	481	6.05%
Income \$150,000 - \$199,999	330	4.15%
Income \$200,000 - \$249,999	145	1.82%
Income \$250,000 - \$499,999	214	2.69%
Income \$500,000+	82	1.03%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$76,950	
2016 Est. Median Household Income	\$56,558	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$60,751	
Black or African American Alone	\$39,236	
American Indian and Alaska Native Alone	\$109,076	
Asian Alone	\$45,772	
Native Hawaiian and Other Pacific Islander Alone	\$64,877	
Some Other Race Alone	\$45,136	
Two or More Races	\$53,271	
Hispanic or Latino	\$29,497	
Not Hispanic or Latino	\$57,931	
2016 Est. Family HH Type by Presence of Own Child.	5,817	
Married-Couple Family, own children	1,780	30.61%
Married-Couple Family, no own children	2,565	44.10%
Male Householder, own children	175	3.00%
Male Householder, no own children	149	2.56%
Female Householder, own children	668	11.48%
Female Householder, no own children	480	8.25%
2016 Est. Households by Household Size	7,951	
1-person	1,864	23.44%
2-person	2,723	34.25%
3-person	1,460	18.36%
4-person	1,160	14.59%
5-person	491	6.18%
6-person	171	2.15%
7-or-more-person	82	1.03%

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DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.57	
2016 Est. Households by Presence of People Under 18	7,951	
Households with 1 or More People under Age 18:	2,929	36.83%
Married-Couple Family	1,915	65.39%
Other Family, Male Householder	199	6.80%
Other Family, Female Householder	800	27.30%
Nonfamily, Male Householder	12	0.41%
Nonfamily, Female Householder	3	0.10%
Households with No People under Age 18:	5,022	63.17%
Married-Couple Family	2,428	48.35%
Other Family, Male Householder	126	2.50%
Other Family, Female Householder	349	6.94%
Nonfamily, Male Householder	897	17.85%
Nonfamily, Female Householder	1,223	24.35%
2016 Est. Households by Number of Vehicles	7,951	
No Vehicles	175	2.20%
1 Vehicle	2,491	31.33%
2 Vehicles	3,634	45.70%
3 Vehicles	1,222	15.37%
4 Vehicles	368	4.62%
5 or more Vehicles	62	0.77%
2016 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	6,192	
2016 Estimate	5,817	
2010 Census	5,451	
2000 Census	4,608	
Growth 2016 - 2021		6.44%
Growth 2010 - 2016		6.72%
Growth 2000 - 2010		18.28%
2016 Est. Families by Poverty Status	5,817	
2016 Families at or Above Poverty	5,091	87.51%
2016 Families at or Above Poverty with Children	2,440	41.94%
2016 Families Below Poverty	726	12.49%
2016 Families Below Poverty with Children	610	10.49%
2016 Est. Pop Age 16+ by Employment Status	16,000	
In Armed Forces	13	0.08%
Civilian - Employed	9,319	58.24%
Civilian - Unemployed	724	4.53%
Not in Labor Force	5,944	37.15%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	9,558	
For-Profit Private Workers	6,005	62.83%
Non-Profit Private Workers	1,081	11.31%
Local Government Workers	507	5.31%
State Government Workers	458	4.79%
Federal Government Workers	842	8.81%
Self-Employed Workers	662	6.92%
Unpaid Family Workers	2	0.03%

Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	9,558	
Architect/Engineer	43	0.45%
Arts/Entertainment/Sports	232	2.43%
Building Grounds Maintenance	434	4.54%
Business/Financial Operations	254	2.66%
Community/Social Services	132	1.38%
Computer/Mathematical	131	1.37%
Construction/Extraction	465	4.86%
Education/Training/Library	830	8.69%
Farming/Fishing/Forestry	90	0.94%
Food Prep/Serving	289	3.03%
Health Practitioner/Technician	1,018	10.65%
Healthcare Support	215	2.25%
Maintenance Repair	510	5.33%
Legal	117	1.23%
Life/Physical/Social Science	13	0.14%
Management	859	8.98%
Office/Admin. Support	1,100	11.51%
Production	729	7.63%
Protective Services	352	3.69%
Sales/Related	1,123	11.75%
Personal Care/Service	218	2.28%
Transportation/Moving	403	4.21%
2016 Est. Pop 16+ by Occupation Classification	9,558	
Blue Collar	2,106	22.03%
White Collar	5,854	61.24%
Service and Farm	1,599	16.72%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	9,530	
Drove Alone	8,083	84.81%
Car Pooled	1,146	12.03%
Public Transportation	16	0.17%
Walked	18	0.19%
Bicycle	0	0.00%
Other Means	116	1.22%
Worked at Home	150	1.58%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,176	
15 - 29 Minutes	4,290	
30 - 44 Minutes	554	
45 - 59 Minutes	124	
60 or more Minutes	228	
2016 Est. Avg Travel Time to Work in Minutes	19.00	
2016 Est. Occupied Housing Units by Tenure	7,951	
Owner Occupied	5,764	72.50%
Renter Occupied	2,187	27.50%
2016 Owner Occ. HUs: Avg. Length of Residence	15.8	
2016 Renter Occ. HUs: Avg. Length of Residence	6.8	

Primary Retail Trade Area | Demographics

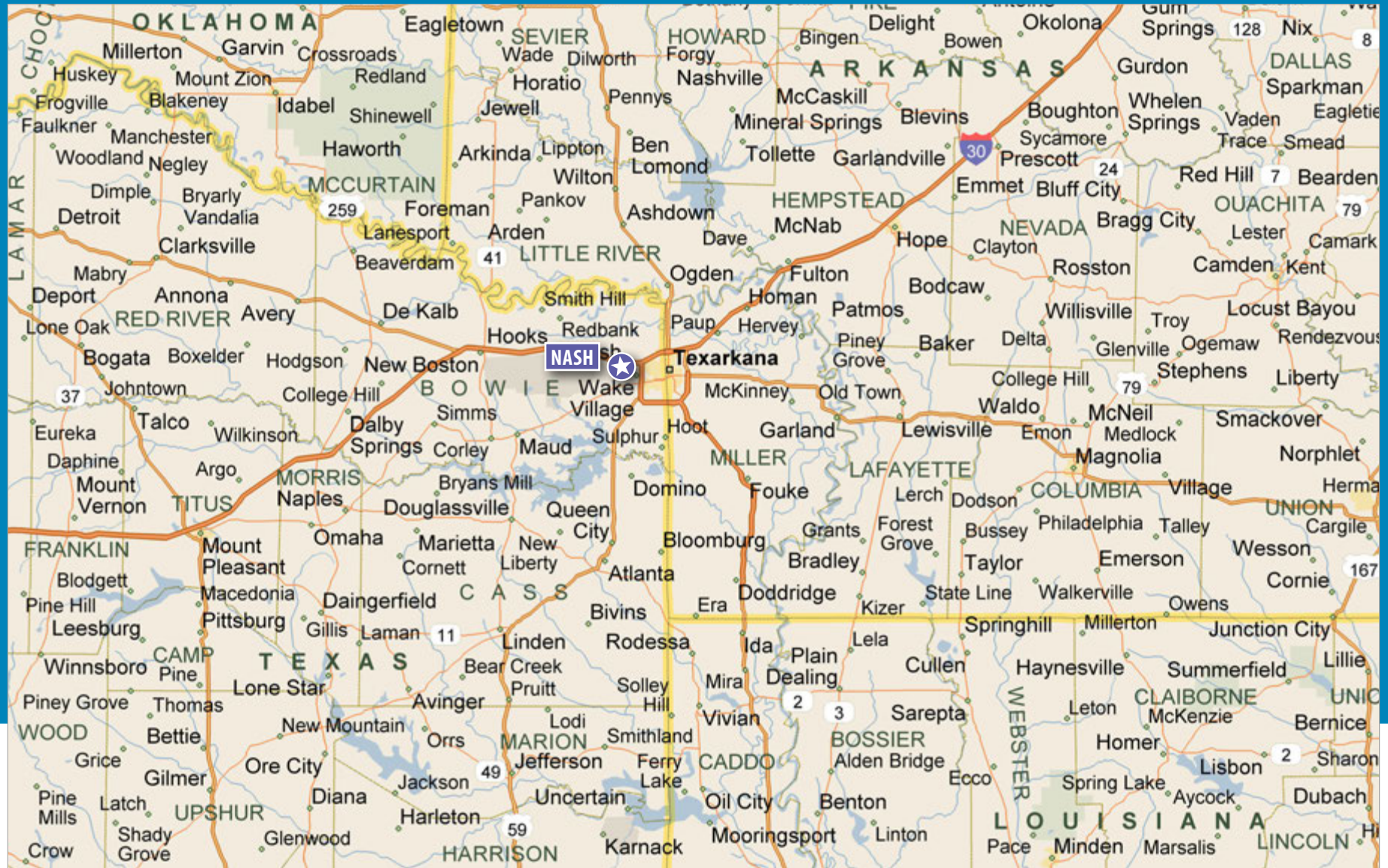
Nash, Texas

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	5,764	
Value Less than \$20,000	226	3.92%
Value \$20,000 - \$39,999	145	2.52%
Value \$40,000 - \$59,999	162	2.81%
Value \$60,000 - \$79,999	358	6.20%
Value \$80,000 - \$99,999	433	7.52%
Value \$100,000 - \$149,999	1,423	24.68%
Value \$150,000 - \$199,999	1,124	19.50%
Value \$200,000 - \$299,999	1,024	17.77%
Value \$300,000 - \$399,999	406	7.03%
Value \$400,000 - \$499,999	200	3.47%
Value \$500,000 - \$749,999	115	1.99%
Value \$750,000 - \$999,999	59	1.02%
Value \$1,000,000 or more	90	1.56%
2016 Est. Median All Owner-Occupied Housing Value	\$156,024	
2016 Est. Housing Units by Units in Structure	8,437	
1 Unit Attached	29	0.34%
1 Unit Detached	6,342	75.17%
2 Units	153	1.81%
3 or 4 Units	175	2.07%
5 to 19 Units	246	2.92%
20 to 49 Units	160	1.90%
50 or More Units	158	1.87%
Mobile Home or Trailer	1,171	13.87%
Boat, RV, Van, etc.	4	0.04%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	8,437	
Housing Units Built 2010 or later	644	7.64%
Housing Units Built 2000 to 2009	1,898	22.49%
Housing Units Built 1990 to 1999	1,382	16.38%
Housing Units Built 1980 to 1989	1,281	15.18%
Housing Units Built 1970 to 1979	1,756	20.82%
Housing Units Built 1960 to 1969	920	10.91%
Housing Units Built 1950 to 1959	272	3.23%
Housing Units Built 1940 to 1949	187	2.21%
Housing Unit Built 1939 or Earlier	96	1.14%
2016 Est. Median Year Structure Built	1988	

Location

Nash, Texas



Contact Information

Doug Bowers, City Administrator

City of Nash
119 Elm Street
Nash, Texas 75569

Office 903.838.0751
dbowers@nashtx.org
www.nashtx.org

Community | Demographics

Nash, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	3,375	
2016 Estimate	3,185	
2010 Census	2,960	
2000 Census	2,179	
Growth 2016 - 2021		5.97%
Growth 2010 - 2016		7.60%
Growth 2000 - 2010		35.84%
2016 Est. Population by Single-Classification Race	3,185	
White Alone	1,939	60.88%
Black or African American Alone	808	25.37%
Amer. Indian and Alaska Native Alone	31	0.97%
Asian Alone	34	1.07%
Native Hawaiian and Other Pac. Isl. Alone	5	0.16%
Some Other Race Alone	244	7.66%
Two or More Races	124	3.89%
2016 Est. Population by Hispanic or Latino Origin	3,185	
Not Hispanic or Latino	2,724	85.53%
Hispanic or Latino	461	14.47%
Mexican	354	76.79%
Puerto Rican	14	3.04%
Cuban	2	0.43%
All Other Hispanic or Latino	91	19.74%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	461	
White Alone	158	34.27%
Black or African American Alone	8	1.74%
American Indian and Alaska Native Alone	16	3.47%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	240	52.06%
Two or More Races	39	8.46%
2016 Est. Pop by Race, Asian Alone, by Category	34	
Chinese, except Taiwanese	32	94.12%
Filipino	1	2.94%
Japanese	0	0.00%
Asian Indian	1	2.94%
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	3,185	
Arab	0	0.00%
Czech	2	0.06%
Danish	2	0.06%
Dutch	54	1.70%
English	184	5.78%
French (except Basque)	56	1.76%
French Canadian	2	0.06%
German	231	7.25%
Greek	1	0.03%

Community | Demographics

Nash, Texas

DESCRIPTION	DATA	%
Hungarian	26	0.82%
Irish	224	7.03%
Italian	17	0.53%
Lithuanian	0	0.00%
United States or American	520	16.33%
Norwegian	1	0.03%
Polish	8	0.25%
Portuguese	4	0.13%
Russian	2	0.06%
Scottish	43	1.35%
Scotch-Irish	60	1.88%
Slovak	0	0.00%
Subsaharan African	62	1.95%
Swedish	10	0.31%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	14	0.44%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,142	35.86%
Ancestry Unclassified	520	16.33%
2016 Est. Pop Age 5+ by Language Spoken At Home	2,925	
Speak Only English at Home	2,710	92.65%
Speak Asian/Pac. Isl. Lang. at Home	76	2.60%
Speak IndoEuropean Language at Home	4	0.14%
Speak Spanish at Home	135	4.62%
Speak Other Language at Home	0	0.00%
2016 Est. Population by Sex	3,185	
Male	1,524	47.85%
Female	1,661	52.15%

DESCRIPTION	DATA	%
2016 Est. Population by Age	3,185	
Age 0 - 4	260	8.16%
Age 5 - 9	265	8.32%
Age 10 - 14	244	7.66%
Age 15 - 17	122	3.83%
Age 18 - 20	112	3.52%
Age 21 - 24	139	4.36%
Age 25 - 34	481	15.10%
Age 35 - 44	437	13.72%
Age 45 - 54	374	11.74%
Age 55 - 64	338	10.61%
Age 65 - 74	248	7.79%
Age 75 - 84	124	3.89%
Age 85 and over	41	1.29%
Age 16 and over	2,376	74.60%
Age 18 and over	2,294	72.03%
Age 21 and over	2,182	68.51%
Age 65 and over	413	12.97%
2016 Est. Median Age	34.4	
2016 Est. Average Age	36.0	

Community | Demographics

Nash, Texas

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	1,524	
Age 0 - 4	132	8.66%
Age 5 - 9	137	8.99%
Age 10 - 14	127	8.33%
Age 15 - 17	66	4.33%
Age 18 - 20	58	3.81%
Age 21 - 24	65	4.27%
Age 25 - 34	214	14.04%
Age 35 - 44	221	14.50%
Age 45 - 54	176	11.55%
Age 55 - 64	157	10.30%
Age 65 - 74	108	7.09%
Age 75 - 84	48	3.15%
Age 85 and over	15	0.98%
2016 Est. Median Age, Male	33.3	
2016 Est. Average Age, Male	34.6	
2016 Est. Female Population by Age	1,661	
Age 0 - 4	128	7.71%
Age 5 - 9	128	7.71%
Age 10 - 14	117	7.04%
Age 15 - 17	56	3.37%
Age 18 - 20	54	3.25%
Age 21 - 24	74	4.46%
Age 25 - 34	267	16.07%
Age 35 - 44	216	13.00%
Age 45 - 54	198	11.92%
Age 55 - 64	181	10.90%
Age 65 - 74	140	8.43%
Age 75 - 84	76	4.58%
Age 85 and over	26	1.57%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	35.3	
2016 Est. Average Age, Female	37.3	
2016 Est. Pop Age 15+ by Marital Status	2,416	
Total, Never Married	691	28.60%
Males, Never Married	274	11.34%
Females, Never Married	417	17.26%
Married, Spouse present	1,113	46.07%
Married, Spouse absent	124	5.13%
Widowed	151	6.25%
Males Widowed	38	1.57%
Females Widowed	113	4.68%
Divorced	337	13.95%
Males Divorced	165	6.83%
Females Divorced	172	7.12%
2016 Est. Pop Age 25+ by Edu. Attainment	2,043	
Less than 9th grade	39	1.91%
Some High School, no diploma	95	4.65%
High School Graduate (or GED)	752	36.81%
Some College, no degree	667	32.65%
Associate Degree	101	4.94%
Bachelor's Degree	252	12.33%
Master's Degree	116	5.68%
Professional School Degree	15	0.73%
Doctorate Degree	6	0.29%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	224	
No High School Diploma	14	6.25%
High School Graduate	141	62.95%
Some College or Associate's Degree	21	9.38%
Bachelor's Degree or Higher	48	21.43%

Community | Demographics

Nash, Texas

DESCRIPTION	DATA	%
Households		
2021 Projection	1,303	
2016 Estimate	1,230	
2010 Census	1,140	
2000 Census	997	
Growth 2016 - 2021		5.93%
Growth 2010 - 2016		7.89%
Growth 2000 - 2010		14.34%
2016 Est. Households by Household Type	1,230	
Family Households	872	70.89%
Nonfamily Households	358	29.11%
2016 Est. Group Quarters Population	0	
2016 HHs by Ethnicity, Hispanic/Latino	117	
2016 Est. Households by HH Income	1,230	
Income < \$15,000	194	15.77%
Income \$15,000 - \$24,999	113	9.19%
Income \$25,000 - \$34,999	134	10.89%
Income \$35,000 - \$49,999	238	19.35%
Income \$50,000 - \$74,999	192	15.61%
Income \$75,000 - \$99,999	138	11.22%
Income \$100,000 - \$124,999	83	6.75%
Income \$125,000 - \$149,999	59	4.80%
Income \$150,000 - \$199,999	35	2.85%
Income \$200,000 - \$249,999	13	1.06%
Income \$250,000 - \$499,999	23	1.87%
Income \$500,000+	8	0.65%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$64,913	
2016 Est. Median Household Income	\$45,966	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$47,711	
Black or African American Alone	\$37,400	
American Indian and Alaska Native Alone	\$109,375	
Asian Alone	\$42,500	
Native Hawaiian and Other Pacific Islander Alone	\$62,500	
Some Other Race Alone	\$84,722	
Two or More Races	\$60,000	
Hispanic or Latino	\$28,981	
Not Hispanic or Latino	\$48,015	
2016 Est. Family HH Type by Presence of Own Child.	872	
Married-Couple Family, own children	235	26.95%
Married-Couple Family, no own children	320	36.70%
Male Householder, own children	38	4.36%
Male Householder, no own children	34	3.90%
Female Householder, own children	142	16.28%
Female Householder, no own children	103	11.81%
2016 Est. Households by Household Size	1,230	
1-person	301	24.47%
2-person	409	33.25%
3-person	217	17.64%
4-person	183	14.88%
5-person	75	6.10%
6-person	26	2.11%
7-or-more-person	19	1.54%

Community | Demographics

Nash, Texas

DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.59	
2016 Est. Households by Presence of People Under 18	1,230	
Households with 1 or More People under Age 18:	473	38.46%
Married-Couple Family	252	53.28%
Other Family, Male Householder	41	8.67%
Other Family, Female Householder	180	38.05%
Nonfamily, Male Householder	0	0.00%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	757	61.54%
Married-Couple Family	302	39.89%
Other Family, Male Householder	30	3.96%
Other Family, Female Householder	66	8.72%
Nonfamily, Male Householder	154	20.34%
Nonfamily, Female Householder	205	27.08%
2016 Est. Households by Number of Vehicles	1,230	
No Vehicles	35	2.85%
1 Vehicle	468	38.05%
2 Vehicles	529	43.01%
3 Vehicles	145	11.79%
4 Vehicles	51	4.15%
5 or more Vehicles	2	0.16%
2016 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	924	
2016 Estimate	872	
2010 Census	806	
2000 Census	714	
Growth 2016 - 2021		5.96%
Growth 2010 - 2016		8.19%
Growth 2000 - 2010		12.89%
2016 Est. Families by Poverty Status	872	
2016 Families at or Above Poverty	722	82.80%
2016 Families at or Above Poverty with Children	396	45.41%
2016 Families Below Poverty	150	17.20%
2016 Families Below Poverty with Children	126	14.45%
2016 Est. Pop Age 16+ by Employment Status	2,376	
In Armed Forces	4	0.17%
Civilian - Employed	1,409	59.30%
Civilian - Unemployed	126	5.30%
Not in Labor Force	837	35.23%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	1,437	
For-Profit Private Workers	936	65.14%
Non-Profit Private Workers	157	10.93%
Local Government Workers	86	5.98%
State Government Workers	53	3.69%
Federal Government Workers	128	8.91%
Self-Employed Workers	77	5.36%
Unpaid Family Workers	0	0.00%

Community | Demographics

Nash, Texas

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	1,437	
Architect/Engineer	3	0.21%
Arts/Entertainment/Sports	29	2.02%
Building Grounds Maintenance	95	6.61%
Business/Financial Operations	49	3.41%
Community/Social Services	16	1.11%
Computer/Mathematical	8	0.56%
Construction/Extraction	83	5.78%
Education/Training/Library	137	9.53%
Farming/Fishing/Forestry	30	2.09%
Food Prep/Serving	66	4.59%
Health Practitioner/Technician	119	8.28%
Healthcare Support	27	1.88%
Maintenance Repair	59	4.11%
Legal	10	0.70%
Life/Physical/Social Science	0	0.00%
Management	96	6.68%
Office/Admin. Support	188	13.08%
Production	115	8.00%
Protective Services	63	4.38%
Sales/Related	167	11.62%
Personal Care/Service	8	0.56%
Transportation/Moving	69	4.80%
2016 Est. Pop 16+ by Occupation Classification	1,437	
Blue Collar	326	22.69%
White Collar	822	57.20%
Service and Farm	289	20.11%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	1,440	
Drove Alone	1,151	79.93%
Car Pooled	218	15.14%
Public Transportation	2	0.14%
Walked	1	0.07%
Bicycle	0	0.00%
Other Means	40	2.78%
Worked at Home	28	1.94%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	692	
15 - 29 Minutes	602	
30 - 44 Minutes	74	
45 - 59 Minutes	28	
60 or more Minutes	21	
2016 Est. Avg Travel Time to Work in Minutes	18.00	
2016 Est. Occupied Housing Units by Tenure	1,230	
Owner Occupied	808	65.69%
Renter Occupied	422	34.31%
2016 Owner Occ. HUs: Avg. Length of Residence	15.7	
2016 Renter Occ. HUs: Avg. Length of Residence	6.4	

Community | Demographics

Nash, Texas

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	808	
Value Less than \$20,000	37	4.58%
Value \$20,000 - \$39,999	32	3.96%
Value \$40,000 - \$59,999	39	4.83%
Value \$60,000 - \$79,999	77	9.53%
Value \$80,000 - \$99,999	82	10.15%
Value \$100,000 - \$149,999	274	33.91%
Value \$150,000 - \$199,999	145	17.95%
Value \$200,000 - \$299,999	85	10.52%
Value \$300,000 - \$399,999	17	2.10%
Value \$400,000 - \$499,999	15	1.86%
Value \$500,000 - \$749,999	4	0.50%
Value \$750,000 - \$999,999	1	0.12%
Value \$1,000,000 or more	0	0.00%
2016 Est. Median All Owner-Occupied Housing Value	\$125,000	
2016 Est. Housing Units by Units in Structure	1,349	
1 Unit Attached	4	0.30%
1 Unit Detached	975	72.28%
2 Units	18	1.33%
3 or 4 Units	35	2.59%
5 to 19 Units	3	0.22%
20 to 49 Units	6	0.44%
50 or More Units	0	0.00%
Mobile Home or Trailer	308	22.83%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	1,349	
Housing Units Built 2010 or later	86	6.38%
Housing Units Built 2000 to 2009	358	26.54%
Housing Units Built 1990 to 1999	155	11.49%
Housing Units Built 1980 to 1989	202	14.97%
Housing Units Built 1970 to 1979	312	23.13%
Housing Units Built 1960 to 1969	146	10.82%
Housing Units Built 1950 to 1959	36	2.67%
Housing Units Built 1940 to 1949	32	2.37%
Housing Unit Built 1939 or Earlier	22	1.63%
2016 Est. Median Year Structure Built	1986	



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

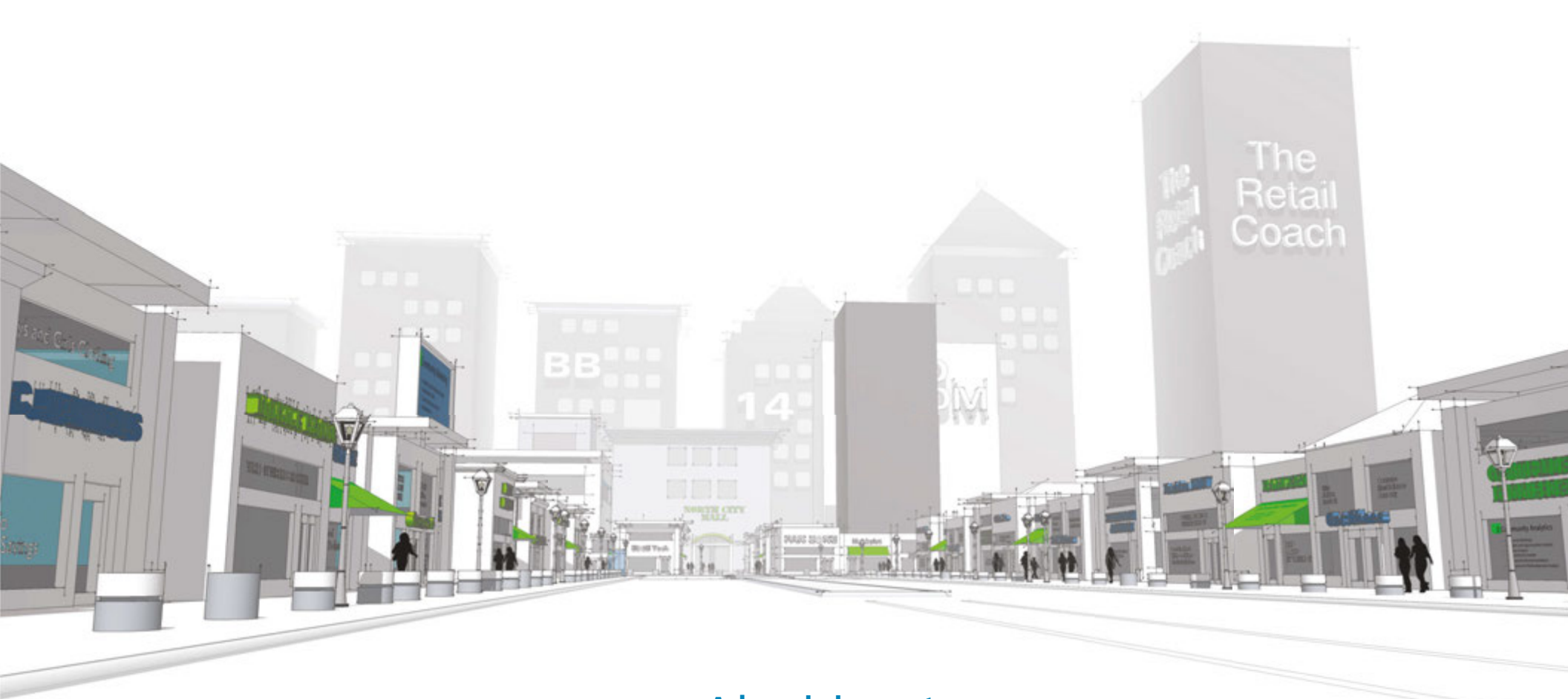
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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

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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.

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