TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

Mount Pleasant, Texas

Prepared for
City of Mount Pleasant
May 2018

MPEDC
MOUNT PLEASANT
ECONOMIC DEVELOPMENT
CORPORATION

LOCATION

Mount Pleasant, Texas

MPEDC
MOUNT PLEASANT ECONOMIC DEVELOPMENT CORPORATION

CONTACT

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COMMUNITY • DEMOGRAPHIC PROFILE

Mount Pleasant, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	16,902	
2018 Estimate	16,358	
2010 Census	15,564	
2000 Census	14,112	
Growth 2018 - 2023		3.33%
Growth 2010 - 2018		5.10%
Growth 2000 - 2010		10.29%
2018 Est. Population by Single-Classification Race	16,358	
White Alone	9,123	55.77%
Black or African American Alone	2,365	14.46%
Amer. Indian and Alaska Native Alone	237	1.45%
Asian Alone	205	1.25%
Native Hawaiian and Other Pacific Island Alone	16	0.10%
Some Other Race Alone	3,891	23.79%
Two or More Races	521	3.19%
2018 Est. Population by Hispanic or Latino Origin	16,358	
Not Hispanic or Latino	7,419	45.35%
Hispanic or Latino	8,939	54.65%
Mexican	8,276	92.58%
Puerto Rican	97	1.09%
Cuban	16	0.18%
All Other Hispanic or Latino	550	6.15%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	8,939	
White Alone	4,399	49.21%
Black or African American Alone	77	0.86%
American Indian and Alaska Native Alone	173	1.94%
Asian Alone	4	0.05%
Native Hawaiian and Other Pacific Islander Alone	8	0.09%
Some Other Race Alone	3,884	43.45%
Two or More Races	394	4.41%
2018 Est. Pop by Race, Asian Alone, by Category	205	
Chinese, except Taiwanese	10	4.88%
Filipino	31	15.12%
Japanese	0	0.00%
Asian Indian	10	4.88%
Korean	30	14.63%
Vietnamese	11	5.37%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	14	6.83%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	99	48.29%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	16,358	
Arab	2	0.01%
Czech	16	0.10%
Danish	0	0.00%
Dutch	4	0.02%
English	603	3.69%
French (except Basque)	31	0.19%
French Canadian	8	0.05%
German	320	1.96%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	305	1.87%
Italian	48	0.29%
Lithuanian	0	0.00%
United States or American	1,314	8.03%
Norwegian	14	0.09%
Polish	11	0.07%
Portuguese	11	0.07%
Russian	19	0.12%
Scottish	131	0.80%
Scotch-Irish	85	0.52%
Slovak	4	0.02%
Subsaharan African	712	4.35%
Swedish	11	0.07%
Swiss	1	0.01%
Ukrainian	7	0.04%
Welsh	11	0.07%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	10,676	65.27%
Ancestry Unclassified	2,014	12.31%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	7,314	48.76%
Speak Asian/Pacific Island Language at Home	32	0.21%
Speak IndoEuropean Language at Home	45	0.30%
Speak Spanish at Home	7,610	50.73%
Speak Other Language at Home	0	0.00%
2018 Est. Population by Age	16,358	
Age 0 - 4	1,357	8.30%
Age 5 - 9	1,435	8.77%
Age 10 - 14	1,320	8.07%
Age 15 - 17	790	4.83%
Age 18 - 20	706	4.32%
Age 21 - 24	938	5.73%
Age 25 - 34	2,190	13.39%
Age 35 - 44	2,025	12.38%
Age 45 - 54	1,932	11.81%
Age 55 - 64	1,567	9.58%
Age 65 - 74	1,102	6.74%
Age 75 - 84	641	3.92%
Age 85 and over	355	2.17%
Age 16 and over	11,983	73.26%
Age 18 and over	11,456	70.03%
Age 21 and over	10,750	65.72%
Age 65 and over	2,098	12.83%
2018 Est. Median Age		32.38
2018 Est. Average Age		35.20

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	16,358	
Male	8,042	49.16%
Female	8,316	50.84%
2018 Est. Male Population by Age	8,042	
Age 0 - 4	700	8.70%
Age 5 - 9	743	9.24%
Age 10 - 14	676	8.41%
Age 15 - 17	398	4.95%
Age 18 - 20	362	4.50%
Age 21 - 24	482	5.99%
Age 25 - 34	1,095	13.62%
Age 35 - 44	1,005	12.50%
Age 45 - 54	960	11.94%
Age 55 - 64	766	9.53%
Age 65 - 74	487	6.06%
Age 75 - 84	260	3.23%
Age 85 and over	108	1.34%
2018 Est. Median Age, Male		30.90
2018 Est. Average Age, Male		33.70

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	8,316	
Age 0 - 4	657	7.90%
Age 5 - 9	692	8.32%
Age 10 - 14	644	7.74%
Age 15 - 17	392	4.71%
Age 18 - 20	344	4.14%
Age 21 - 24	456	5.48%
Age 25 - 34	1,095	13.17%
Age 35 - 44	1,020	12.27%
Age 45 - 54	972	11.69%
Age 55 - 64	801	9.63%
Age 65 - 74	615	7.40%
Age 75 - 84	381	4.58%
Age 85 and over	247	2.97%
2018 Est. Median Age, Female		33.85
2018 Est. Average Age, Female		36.50
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,015	32.79%
Males, Never Married	2,259	18.45%
Females, Never Married	1,756	14.34%
Married, Spouse present	5,354	43.72%
Married, Spouse absent	824	6.73%
Widowed	841	6.87%
Males Widowed	168	1.37%
Females Widowed	673	5.50%
Divorced	1,212	9.90%
Males Divorced	511	4.17%
Females Divorced	701	5.72%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,806	18.4%
Some High School, no diploma	1,499	15.3%
High School Graduate (or GED)	2,602	26.5%
Some College, no degree	2,062	21.0%
Associate Degree	503	5.1%
Bachelor's Degree	910	9.3%
Master's Degree	276	2.8%
Professional School Degree	112	1.1%
Doctorate Degree	42	0.4%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	2,576	58.83%
High School Graduate	933	21.31%
Some College or Associate's Degree	673	15.37%
Bachelor's Degree or Higher	197	4.50%
Households		
2023 Projection	5,321	
2018 Estimate	5,168	
2010 Census	5,013	
2000 Census	4,602	
Growth 2018 - 2023		2.96%
Growth 2010 - 2018		3.09%
Growth 2000 - 2010		8.93%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	5,168	
Family Households	3,732	72.21%
Nonfamily Households	1,436	27.79%
2018 Est. Group Quarters Population	405	
2018 Households by Ethnicity, Hispanic/Latino	2,011	
2018 Est. Households by Household Income	5,168	
Income < $15,000	629	12.17%
Income $15,000 - $24,999	749	14.49%
Income $25,000 - $34,999	609	11.78%
Income $35,000 - $49,999	858	16.60%
Income $50,000 - $74,999	970	18.77%
Income $75,000 - $99,999	527	10.20%
Income $100,000 - $124,999	335	6.48%
Income $125,000 - $149,999	185	3.58%
Income $150,000 - $199,999	180	3.48%
Income $200,000 - $249,999	75	1.45%
Income $250,000 - $499,999	41	0.79%
Income $500,000+	10	0.19%
2018 Est. Average Household Income		$60,170
2018 Est. Median Household Income		$45,134

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$51,402
Black or African American Alone		$33,037
American Indian and Alaska Native Alone		$66,481
Asian Alone		$102,838
Native Hawaiian and Other Pacific Islander Alone		$62,894
Some Other Race Alone		$36,722
Two or More Races		$38,145
Hispanic or Latino		$47,840
Not Hispanic or Latino		$43,257
2018 Est. Family HH Type by Presence of Own Child.	3,732	
Married-Couple Family, own children	1,375	36.84%
Married-Couple Family, no own children	1,178	31.57%
Male Householder, own children	164	4.39%
Male Householder, no own children	152	4.07%
Female Householder, own children	522	13.99%
Female Householder, no own children	341	9.14%
2018 Est. Households by Household Size	5,168	
1-person	1,260	24.38%
2-person	1,266	24.50%
3-person	763	14.76%
4-person	756	14.63%
5-person	528	10.22%
6-person	290	5.61%
7-or-more-person	305	5.90%
2018 Est. Average Household Size		3.09

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	5,168	
Households with 1 or More People under Age 18:	2,375	45.96%
Married-Couple Family	1,535	64.63%
Other Family, Male Householder	195	8.21%
Other Family, Female Householder	633	26.65%
Nonfamily, Male Householder	9	0.38%
Nonfamily, Female Householder	3	0.13%
Households with No People under Age 18:	2,793	54.04%
Married-Couple Family	1,016	36.38%
Other Family, Male Householder	123	4.40%
Other Family, Female Householder	230	8.24%
Nonfamily, Male Householder	606	21.70%
Nonfamily, Female Householder	818	29.29%
2018 Est. Households by Number of Vehicles	5,168	
No Vehicles	439	8.50%
1 Vehicle	1,613	31.21%
2 Vehicles	2,044	39.55%
3 Vehicles	790	15.29%
4 Vehicles	202	3.91%
5 or more Vehicles	80	1.55%
2018 Est. Average Number of Vehicles		1.8

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	3,846	
2018 Estimate	3,732	
2010 Census	3,606	
2000 Census	3,260	
Growth 2018 - 2023		3.06%
Growth 2010 - 2018		3.49%
Growth 2000 - 2010		10.61%
2018 Est. Families by Poverty Status	3,732	
2018 Families at or Above Poverty	2,976	79.74%
2018 Families at or Above Poverty with Children	1,505	40.33%
2018 Families Below Poverty	756	20.26%
2018 Families Below Poverty with Children	565	15.14%
2018 Est. Pop 16+ by Employment Status	11,983	
Civilian Labor Force, Employed	7,146	59.63%
Civilian Labor Force, Unemployed	562	4.69%
Armed Forces	14	0.12%
Not in Labor Force	4,261	35.56%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	7,108	
For-Profit Private Workers	5,588	78.62%
Non-Profit Private Workers	325	4.57%
Local Government Workers	19	0.27%
State Government Workers	285	4.01%
Federal Government Workers	266	3.74%
Self-Employed Workers	623	8.77%
Unpaid Family Workers	2	0.03%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	7,108	
Architect/Engineer	24	0.34%
Arts/Entertainment/Sports	83	1.17%
Building Grounds Maintenance	394	5.54%
Business/Financial Operations	108	1.52%
Community/Social Services	43	0.61%
Computer/Mathematical	50	0.70%
Construction/Extraction	391	5.50%
Education/Training/Library	378	5.32%
Farming/Fishing/Forestry	50	0.70%
Food Prep/Serving	393	5.53%
Health Practitioner/Technician	215	3.03%
Healthcare Support	125	1.76%
Maintenance Repair	218	3.07%
Legal	15	0.21%
Life/Physical/Social Science	26	0.37%
Management	444	6.25%
Office/Admin. Support	641	9.02%
Production	1,146	16.12%
Protective Services	68	0.96%
Sales/Related	865	12.17%
Personal Care/Service	121	1.70%
Transportation/Moving	1,310	18.43%
2018 Est. Pop 16+ by Occupation Classification	7,108	
White Collar	2,892	40.69%
Blue Collar	3,065	43.12%
Service and Farm	1,151	16.19%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	7,005	
Drove Alone	5,698	81.34%
Car Pooled	827	11.81%
Public Transportation	34	0.49%
Walked	73	1.04%
Bicycle	8	0.11%
Other Means	237	3.38%
Worked at Home	128	1.83%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,922	
15 - 29 Minutes	2,048	
30 - 44 Minutes	564	
45 - 59 Minutes	125	
60 or more Minutes	212	
2018 Est. Avg Travel Time to Work in Minutes		17
2018 Est. Occupied Housing Units by Tenure	5,168	
Owner Occupied	3,114	60.26%
Renter Occupied	2,054	39.75%
2018 Owner Occ. HUs: Avg. Length of Residence		16.6
2018 Renter Occ. HUs: Avg. Length of Residence		5.7

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	5,168	
Value Less than $20,000	148	4.75%
Value $20,000 - $39,999	200	6.42%
Value $40,000 - $59,999	262	8.41%
Value $60,000 - $79,999	423	13.58%
Value $80,000 - $99,999	476	15.29%
Value $100,000 - $149,999	733	23.54%
Value $150,000 - $199,999	399	12.81%
Value $200,000 - $299,999	253	8.13%
Value $300,000 - $399,999	91	2.92%
Value $400,000 - $499,999	64	2.06%
Value $500,000 - $749,999	23	0.74%
Value $750,000 - $999,999	30	0.96%
Value $1,000,000 or $1,499,999	11	0.35%
Value $1,500,000 or $1,999,999	0	0.00%
Value $2,000,000+	1	0.03%
2018 Est. Median All Owner-Occupied Housing Value		$102,425
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	4,065	71.82%
1 Unit Detached	80	1.41%
2 Units	126	2.23%
3 or 4 Units	374	6.61%
5 to 19 Units	457	8.07%
20 to 49 Units	170	3.00%
50 or More Units	64	1.13%
Mobile Home or Trailer	324	5.72%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	102	1.80%
Housing Units Built 2010 to 2014	165	2.92%
Housing Units Built 2000 to 2009	711	12.56%
Housing Units Built 1990 to 1999	888	15.69%
Housing Units Built 1980 to 1989	1,194	21.10%
Housing Units Built 1970 to 1979	839	14.82%
Housing Units Built 1960 to 1969	591	10.44%
Housing Units Built 1950 to 1959	507	8.96%
Housing Units Built 1940 to 1949	294	5.19%
Housing Unit Built 1939 or Earlier	369	6.52%
2018 Est. Median Year Structure Built		1982

TheRetailCoach®

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.

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

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.

The Retail Coach –
“It’s not about data. It’s about your success.”

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.

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 2018, ESRI 2017, 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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