



# DEMOGRAPHIC PROFILE

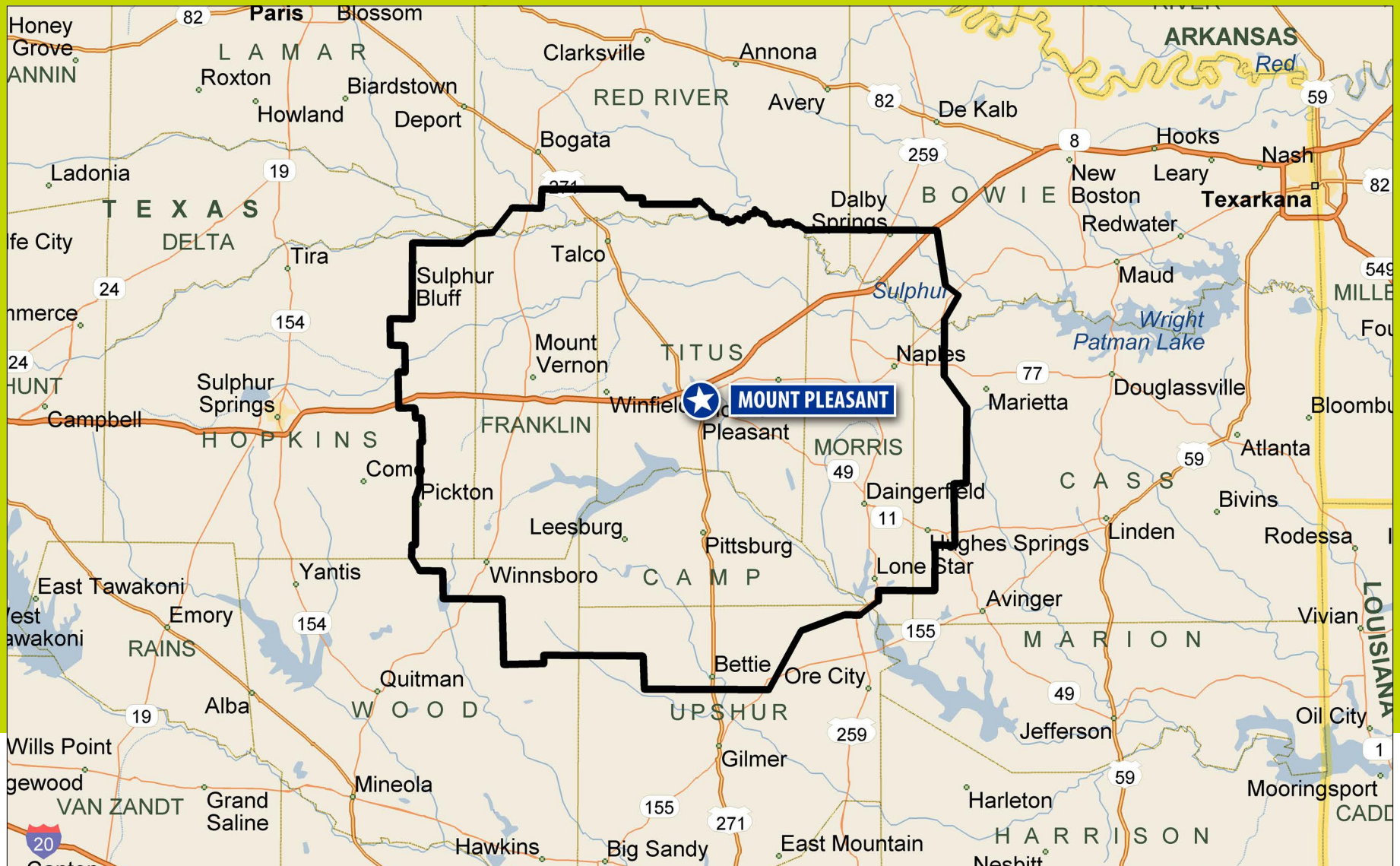
## Retail Trade Area

### Mount Pleasant, Texas

*Prepared for*  
*Mount Pleasant Industrial Foundation*  
*January 2013*



## RETAIL TRADE AREA Mount Pleasant, Texas



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## RETAIL TRADE AREA DEMOGRAPHICS

### Mount Pleasant, Texas

DESCRIPTION	DATA	%
Population		
2018 Projection	86,595	
2013 Estimate	84,500	
2010 Census	84,196	
2000 Census	77,207	
Growth 2013-2018	2.48%	
Growth 2010-2013	0.36%	
Growth 2000-2010	9.05%	
2013 Est. Pop by Single Race Class	84,500	
White Alone	61,553	72.84
Black or African American Alone	9,559	11.31
Amer. Indian and Alaska Native Alone	735	0.87
Asian Alone	504	0.60
Native Hawaiian and Other Pac. Isl. Alone	51	0.06
Some Other Race Alone	10,113	11.97
Two or More Races	1,984	2.35
2013 Est. Pop Hisp or Latino by Origin	84,500	
Not Hispanic or Latino	63,599	75.27
Hispanic or Latino:	20,901	24.73
Mexican	19,370	92.67
Puerto Rican	430	2.06
Cuban	70	0.33
All Other Hispanic or Latino	1,031	4.93

DESCRIPTION	DATA	%
2013 Est. Hisp or Latino by Single Race Class	20,901	
White Alone	9,403	44.99
Black or African American Alone	170	0.81
American Indian and Alaska Native Alone	343	1.64
Asian Alone	12	0.06
Native Hawaiian and Other Pacific Islander Alone	16	0.08
Some Other Race Alone	10,060	48.13
Two or More Races	897	4.29
2013 Est. Pop. Asian Alone Race by Cat	504	
Chinese, except Taiwanese	22	4.37
Filipino	101	20.04
Japanese	6	1.19
Asian Indian	58	11.51
Korean	21	4.17
Vietnamese	276	54.76
Cambodian	19	3.77
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
All Other Asian Races Including 2+ Category	1	0.20

## RETAIL TRADE AREA DEMOGRAPHICS

### Mount Pleasant, Texas

DESCRIPTION	DATA	%
2013 Est. Population by Ancestry	84,500	
Pop, Arab	154	0.18
Pop, Czech	191	0.23
Pop, Danish	162	0.19
Pop, Dutch	694	0.82
Pop, English	5,081	6.01
Pop, French (except Basque)	1,223	1.45
Pop, French Canadian	147	0.17
Pop, German	6,341	7.50
Pop, Greek	57	0.07
Pop, Hungarian	27	0.03
Pop, Irish	5,750	6.80
Pop, Italian	915	1.08
Pop, Lithuanian	0	0.00
Pop, United States or American	7,784	9.21
Pop, Norwegian	156	0.18
Pop, Polish	225	0.27
Pop, Portuguese	33	0.04
Pop, Russian	119	0.14
Pop, Scottish	1,374	1.63
Pop, Scotch-Irish	1,181	1.40
Pop, Slovak	3	0.00
Pop, Sub-Saharan African	3,305	3.91
Pop, Swedish	410	0.49
Pop, Swiss	10	0.01
Pop, Ukrainian	14	0.02
Pop, Welsh	380	0.45
Pop, West Indian (exc Hisp groups)	50	0.06
Pop, Other ancestries	35,489	42.00
Pop, Ancestry Unclassified	13,226	15.65

DESCRIPTION	DATA	%
2013 Est. Pop Age 5+ by Language Spoken At Home	77,956	
Speak Only English at Home	62,729	80.47
Speak Asian/Pac. Isl. Lang. at Home	273	0.35
Speak Indo-European Language at Home	211	0.27
Speak Spanish at Home	14,569	18.69
Speak Other Language at Home	174	0.22
2013 Est. Population by Sex	84,500	
Male	41,610	49.24
Female	42,890	50.76
2013 Est. Population by Age	84,500	
Age 0 - 4	6,544	7.74
Age 5 - 9	6,077	7.19
Age 10 - 14	6,130	7.25
Age 15 - 17	3,769	4.46
Age 18 - 20	3,442	4.07
Age 21 - 24	4,296	5.08
Age 25 - 34	9,579	11.34
Age 35 - 44	9,782	11.58
Age 45 - 54	10,674	12.63
Age 55 - 64	10,326	12.22
Age 65 - 74	7,883	9.33
Age 75 - 84	4,293	5.08
Age 85 and over	1,707	2.02
Age 16 and over	64,477	76.30
Age 18 and over	61,980	73.35
Age 21 and over	58,538	69.28
Age 65 and over	13,882	16.43
2013 Est. Median Age	37.5	
2013 Est. Average Age	38.40	

## RETAIL TRADE AREA DEMOGRAPHICS

### Mount Pleasant, Texas

DESCRIPTION	DATA	%
2013 Est. Male Population by Age	41,610	
Age 0 - 4	3,308	7.95
Age 5 - 9	3,153	7.58
Age 10 - 14	3,164	7.60
Age 15 - 17	1,936	4.65
Age 18 - 20	1,821	4.38
Age 21 - 24	2,180	5.24
Age 25 - 34	4,772	11.47
Age 35 - 44	4,807	11.55
Age 45 - 54	5,240	12.59
Age 55 - 64	4,999	12.01
Age 65 - 74	3,782	9.09
Age 75 - 84	1,893	4.55
Age 85 and over	553	1.33
2013 Est. Median Age, Male	36.0	
2013 Est. Average Age, Male	37.20	
2013 Est. Female Population by Age	42,890	
Age 0 - 4	3,236	7.54
Age 5 - 9	2,924	6.82
Age 10 - 14	2,966	6.92
Age 15 - 17	1,832	4.27
Age 18 - 20	1,620	3.78
Age 21 - 24	2,116	4.93
Age 25 - 34	4,807	11.21
Age 35 - 44	4,976	11.60
Age 45 - 54	5,434	12.67
Age 55 - 64	5,326	12.42
Age 65 - 74	4,100	9.56
Age 75 - 84	2,399	5.59
Age 85 and over	1,154	2.69

DESCRIPTION	DATA	%
2013 Est. Median Age, Female	38.9	
2013 Est. Average Age, Female	39.40	
2013 Est. Pop Age 15+ by Marital Status	65,748	
Total, Never Married	15,915	24.21
Males, Never Married	9,066	13.79
Females, Never Married	6,849	10.42
Married, Spouse present	33,250	50.57
Married, Spouse absent	3,777	5.74
Widowed	4,873	7.41
Males Widowed	806	1.23
Females Widowed	4,067	6.19
Divorced	7,934	12.07
Males Divorced	3,872	5.89
Females Divorced	4,062	6.18
2013 Est. Pop. Age 25+ by Edu. Attainment	54,242	
Less than 9th grade	5,898	10.87
Some High School, no diploma	6,558	12.09
High School Graduate (or GED)	17,592	32.43
Some College, no degree	12,704	23.42
Associate Degree	3,060	5.64
Bachelor's Degree	5,578	10.28
Master's Degree	2,217	4.09
Professional School Degree	348	0.64
Doctorate Degree	287	0.53
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	9,480	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	6,225	65.66
CY Pop 25+, Hisp/Lat, High School Graduate	2,119	22.35
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	798	8.42
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	338	3.57



## RETAIL TRADE AREA DEMOGRAPHICS

### Mount Pleasant, Texas

DESCRIPTION	DATA	%
Households		
2018 Projection	31,784	
2013 Estimate	31,107	
2010 Census	31,083	
2000 Census	28,597	
Growth 2013-2018	2.18%	
Growth 2010-2013	0.08%	
Growth 2000-2010	8.69%	
2013 Est. Households by Household Type	31,107	
Family Households	22,504	72.34
Nonfamily Households	8,602	27.65
2013 Est. Group Quarters Population	1,103	
2013 HHs by Ethnicity, Hispanic/Latino	4,858	15.62
2013 Est. HHs by HH Income	31,107	
CY HHs, Inc Less Than \$15,000	5,390	17.33
CY HHs, Inc \$15,000 - \$24,999	5,006	16.09
CY HHs, Inc \$25,000 - \$34,999	4,363	14.03
CY HHs, Inc \$35,000 - \$49,999	5,041	16.21
CY HHs, Inc \$50,000 - \$74,999	5,334	17.15
CY HHs, Inc \$75,000 - \$99,999	2,891	9.29
CY HHs, Inc \$100,000 - \$124,999	1,362	4.38
CY HHs, Inc \$125,000 - \$149,999	647	2.08
CY HHs, Inc \$150,000 - \$199,999	574	1.85
CY HHs, Inc \$200,000 - \$249,999	184	0.59
CY HHs, Inc \$250,000 - \$499,999	240	0.77
CY HHs, Inc \$500,000+	75	0.24

DESCRIPTION	DATA	%
2013 Est. Average Household Income	\$50,990	
2013 Est. Median Household Income	\$37,365	
2012 Est. Per Capita Income	\$18,440	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	39,728	
Black or African American Alone	22,303	
American Indian and Alaska Native Alone	28,976	
Asian Alone	52,277	
Native Hawaiian and Other Pacific Islander Alone	31,638	
Some Other Race Alone	45,677	
Two or More Races	29,769	
Hispanic or Latino	30,712	
Not Hispanic or Latino	39,156	
2013 Est. Family HH Type, Presence Own Children	22,504	
Married-Couple Family, own children	6,536	29.04
Married-Couple Family, no own children	10,227	45.45
Male Householder, own children	618	2.75
Male Householder, no own children	691	3.07
Female Householder, own children	2,766	12.29
Female Householder, no own children	1,666	7.40

## RETAIL TRADE AREA DEMOGRAPHICS

### Mount Pleasant, Texas

DESCRIPTION	DATA	%
2013 Est. Households by Household Size	31,107	
1-person household	7,602	24.44
2-person household	10,519	33.82
3-person household	4,780	15.37
4-person household	4,068	13.08
5-person household	2,285	7.35
6-person household	1,017	3.27
7 or more person household	835	2.68
2013 Est. Average Household Size	2.68	
2013 Est. Households by Presence of People	31,107	
Households with 1 or more People under Age 18:	10,931	35.14
Married-Couple Family	6,963	63.70
Other Family, Male Householder	678	6.20
Other Family, Female Householder	3,149	28.81
Nonfamily, Male Householder	93	0.85
Nonfamily, Female Householder	48	0.44
Households no People under Age 18:	20,176	64.86
Married-Couple Family	9,581	47.49
Other Family, Male Householder	615	3.05
Other Family, Female Householder	1,257	6.23
Nonfamily, Male Householder	4,226	20.95
Nonfamily, Female Householder	4,497	22.29

DESCRIPTION	DATA	%
2013 Est. Households by Number of Vehicles	31,107	
No Vehicles	1,709	5.49
1 Vehicle	10,214	32.84
2 Vehicles	12,229	39.31
3 Vehicles	4,921	15.82
4 Vehicles	1,590	5.11
5 or more Vehicles	443	1.42
2013 Est. Average Number of Vehicles	2	
Family Households		
2018 Projection	23,018	
2013 Estimate	22,504	
2010 Census	22,463	
2000 Census	20,934	
Growth 2013-2018	2.28%	
Growth 2010-2013	0.18%	
Growth 2000-2010	7.30%	
2013 Est. Families by Poverty Status	22,504	
2013 Families at or Above Poverty	19,389	86.16
2013 Families at or Above Poverty with Children	8,351	37.11
2013 Families Below Poverty	3,115	13.84
2013 Families Below Poverty with Children	2,546	11.31
2013 Est. Pop Age 16+ by Employment Status	64,477	
In Armed Forces	15	0.02
Civilian - Employed	34,150	52.96
Civilian - Unemployed	3,274	5.08
Not in Labor Force	27,039	41.94

## RETAIL TRADE AREA DEMOGRAPHICS

### Mount Pleasant, Texas

DESCRIPTION	DATA	%
2013 Est. Civ Employed Pop 16+ Class of Worker	34,461	
For-Profit Private Workers	23,962	69.53
Non-Profit Private Workers	1,507	4.37
Local Government Workers	2,669	7.74
State Government Workers	1,831	5.31
Federal Government Workers	544	1.58
Self-Emp Workers	3,913	11.35
Unpaid Family Workers	35	0.10
2013 Est. Civ Employed Pop 16+ by Occupation	34,461	
Architect/Engineer	164	0.48
Arts/Entertain/Sports	214	0.62
Building Grounds Maint	1,753	5.09
Business/Financial Ops	655	1.90
Community/Soc Svcs	471	1.37
Computer/Mathematical	186	0.54
Construction/Extraction	2,285	6.63
Edu/Training/Library	2,136	6.20
Farm/Fish/Forestry	753	2.19
Food Prep/Serving	1,657	4.81
Health Practitioner/Tec	1,944	5.64
Healthcare Support	923	2.68
Maintenance Repair	1,648	4.78
Legal	171	0.50
Life/Phys/Soc Science	52	0.15
Management	2,773	8.05
Office/Admin Support	4,134	12.00
Production	4,463	12.95
Protective Svcs	759	2.20
Sales/Related	3,418	9.92
Personal Care/Svc	847	2.46
Transportation/Moving	3,056	8.87

DESCRIPTION	DATA	%
2013 Est. Pop 16+ by Occupation Classification	34,461	
Blue Collar	11,451	33.23
White Collar	16,318	47.35
Service and Farm	6,692	19.42
2013 Est. Workers Age 16+, Transp. To Work	33,251	
Drove Alone	27,204	81.81
Car Pooled	3,890	11.70
Public Transportation	99	0.30
Walked	600	1.80
Bicycle	2	0.01
Other Means	406	1.22
Worked at Home	1,051	3.16
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	14,308	
15 - 29 Minutes	10,225	
30 - 44 Minutes	4,206	
45 - 59 Minutes	1,309	
60 or more Minutes	2,133	
2013 Est. Avg Travel Time to Work in Minutes	22.62	
2013 Est. Tenure of Occupied Housing Units	31,107	
Owner Occupied	22,560	72.52
Renter Occupied	8,546	27.47
2013 Owner Occ. HUs: Avg. Length of Residence	18.0	
2013 Renter Occ. HUs: Avg. Length of Residence	8.7	



## RETAIL TRADE AREA DEMOGRAPHICS

### Mount Pleasant, Texas

DESCRIPTION	DATA	%
2013 Est. All Owner-Occupied Housing Values	22,560	
Value Less than \$20,000	2,019	8.95
Value \$20,000 - \$39,999	2,458	10.90
Value \$40,000 - \$59,999	3,321	14.72
Value \$60,000 - \$79,999	3,233	14.33
Value \$80,000 - \$99,999	2,741	12.15
Value \$100,000 - \$149,999	3,876	17.18
Value \$150,000 - \$199,999	2,231	9.89
Value \$200,000 - \$299,999	1,323	5.86
Value \$300,000 - \$399,999	615	2.73
Value \$400,000 - \$499,999	212	0.94
Value \$500,000 - \$749,999	273	1.21
Value \$750,000 - \$999,999	126	0.56
Value \$1,000,000 or more	132	0.59
2013 Est. Median All Owner-Occupied Housing Value	\$81,819	
2013 Est. Housing Units by Units in Structure	36,684	
1 Unit Attached	270	0.74
1 Unit Detached	28,219	76.92
2 Units	832	2.27
3 or 4 Units	738	2.01
5 to 19 Units	883	2.41
20 to 49 Units	233	0.64
50 or More Units	85	0.23
Mobile Home or Trailer	5,275	14.38
Boat, RV, Van, etc.	148	0.40

DESCRIPTION	DATA	%
2013 Est. Housing Units by Year Structure Built	36,684	
Housing Unit Built 2005 or later	1,487	4.05
Housing Unit Built 2000 to 2004	2,999	8.18
Housing Unit Built 1990 to 1999	6,712	18.30
Housing Unit Built 1980 to 1989	6,843	18.65
Housing Unit Built 1970 to 1979	7,095	19.34
Housing Unit Built 1960 to 1969	3,737	10.19
Housing Unit Built 1950 to 1959	3,741	10.20
Housing Unit Built 1940 to 1949	1,815	4.95
Housing Unit Built 1939 or Earlier	2,256	6.15
2013 Est. Median Year Structure Built	1980	



C. Kelly Cofer  
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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.**

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## 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 2012/2013, ESRI 2011/2012, U.S. Census Bureau, Economy.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.