



TheRetailCoach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Mount Pleasant, Texas

Prepared for
City of Mount Pleasant
May 2018



RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Mount Pleasant, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	109,286	
2018 Estimate	106,017	
2010 Census	104,125	
2000 Census	97,086	
Growth 2018 - 2023		3.08%
Growth 2010 - 2018		1.82%
Growth 2000 - 2010		7.25%
2018 Est. Population by Single-Classification Race	106,017	
White Alone	78,211	73.77%
Black or African American Alone	11,789	11.12%
Amer. Indian and Alaska Native Alone	1,001	0.94%
Asian Alone	778	0.73%
Native Hawaiian and Other Pacific Island Alone	64	0.06%
Some Other Race Alone	11,435	10.79%
Two or More Races	2,739	2.58%
2018 Est. Population by Hispanic or Latino Origin	106,017	
Not Hispanic or Latino	82,111	77.45%
Hispanic or Latino	23,906	22.55%
Mexican	21,803	91.20%
Puerto Rican	211	0.88%
Cuban	66	0.28%
All Other Hispanic or Latino	1,827	7.64%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	23,906	
White Alone	10,812	45.23%
Black or African American Alone	212	0.89%
American Indian and Alaska Native Alone	404	1.69%
Asian Alone	15	0.06%
Native Hawaiian and Other Pacific Islander Alone	18	0.08%
Some Other Race Alone	11,374	47.58%
Two or More Races	1,071	4.48%
2018 Est. Pop by Race, Asian Alone, by Category	778	
Chinese, except Taiwanese	95	12.21%
Filipino	64	8.23%
Japanese	0	0.00%
Asian Indian	38	4.88%
Korean	187	24.04%
Vietnamese	187	24.04%
Cambodian	22	2.83%
Hmong	0	0.00%
Laotian	14	1.80%
Thai	8	1.03%
All Other Asian Races Including 2+ Category	164	21.08%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	106,017	
Arab	52	0.05%
Czech	325	0.31%
Danish	8	0.01%
Dutch	575	0.54%
English	5,813	5.48%
French (except Basque)	570	0.54%
French Canadian	96	0.09%
German	5,919	5.58%
Greek	79	0.08%
Hungarian	70	0.07%
Irish	6,688	6.31%
Italian	759	0.72%
Lithuanian	6	0.01%
United States or American	15,959	15.05%
Norwegian	185	0.18%
Polish	508	0.48%
Portuguese	75	0.07%
Russian	89	0.08%
Scottish	1,024	0.97%
Scotch-Irish	1,077	1.02%
Slovak	4	0.00%
Subsaharan African	1,840	1.74%
Swedish	213	0.20%
Swiss	17	0.02%
Ukrainian	37	0.04%
Welsh	174	0.16%
West Indian (except Hisp. groups)	15	0.01%
Other ancestries	43,903	41.41%
Ancestry Unclassified	19,935	18.80%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	80,120	81.02%
Speak Asian/Pacific Island Language at Home	231	0.23%
Speak IndoEuropean Language at Home	321	0.33%
Speak Spanish at Home	18,165	18.37%
Speak Other Language at Home	57	0.06%
2018 Est. Population by Age	106,017	
Age 0 - 4	7,124	6.72%
Age 5 - 9	7,374	6.96%
Age 10 - 14	7,324	6.91%
Age 15 - 17	4,470	4.22%
Age 18 - 20	4,139	3.90%
Age 21 - 24	5,382	5.08%
Age 25 - 34	11,991	11.31%
Age 35 - 44	11,579	10.92%
Age 45 - 54	12,517	11.81%
Age 55 - 64	13,466	12.70%
Age 65 - 74	11,797	11.13%
Age 75 - 84	6,385	6.02%
Age 85 and over	2,469	2.33%
Age 16 and over	82,723	78.03%
Age 18 and over	79,726	75.20%
Age 21 and over	75,587	71.30%
Age 65 and over	20,652	19.48%
2018 Est. Median Age		39.52
2018 Est. Average Age		40.09

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	106,017	
Male	52,088	49.13%
Female	53,930	50.87%
2018 Est. Male Population by Age	52,088	
Age 0 - 4	3,637	6.98%
Age 5 - 9	3,756	7.21%
Age 10 - 14	3,761	7.22%
Age 15 - 17	2,282	4.38%
Age 18 - 20	2,155	4.14%
Age 21 - 24	2,801	5.38%
Age 25 - 34	5,947	11.42%
Age 35 - 44	5,675	10.90%
Age 45 - 54	6,168	11.84%
Age 55 - 64	6,536	12.55%
Age 65 - 74	5,625	10.80%
Age 75 - 84	2,874	5.52%
Age 85 and over	871	1.67%
2018 Est. Median Age, Male		38.01
2018 Est. Average Age, Male		38.97

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	53,930	
Age 0 - 4	3,487	6.47%
Age 5 - 9	3,618	6.71%
Age 10 - 14	3,563	6.61%
Age 15 - 17	2,188	4.06%
Age 18 - 20	1,984	3.68%
Age 21 - 24	2,581	4.79%
Age 25 - 34	6,044	11.21%
Age 35 - 44	5,904	10.95%
Age 45 - 54	6,348	11.77%
Age 55 - 64	6,930	12.85%
Age 65 - 74	6,172	11.44%
Age 75 - 84	3,512	6.51%
Age 85 and over	1,598	2.96%
2018 Est. Median Age, Female		40.97
2018 Est. Average Age, Female		41.16
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	20,416	24.25%
Males, Never Married	11,464	13.62%
Females, Never Married	8,951	10.63%
Married, Spouse present	42,074	49.97%
Married, Spouse absent	4,506	5.35%
Widowed	7,022	8.34%
Males Widowed	1,524	1.81%
Females Widowed	5,498	6.53%
Divorced	10,177	12.09%
Males Divorced	4,702	5.59%
Females Divorced	5,475	6.50%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,364	9.1%
Some High School, no diploma	8,239	11.7%
High School Graduate (or GED)	23,804	33.9%
Some College, no degree	17,041	24.3%
Associate Degree	4,554	6.5%
Bachelor's Degree	6,813	9.7%
Master's Degree	2,547	3.6%
Professional School Degree	581	0.8%
Doctorate Degree	261	0.4%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	6,364	56.98%
High School Graduate	2,758	24.69%
Some College or Associate's Degree	1,513	13.55%
Bachelor's Degree or Higher	535	4.79%
Households		
2023 Projection	40,782	
2018 Estimate	39,607	
2010 Census	39,229	
2000 Census	36,631	
Growth 2018 - 2023		2.97%
Growth 2010 - 2018		0.96%
Growth 2000 - 2010		7.09%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	39,607	
Family Households	28,319	71.50%
Nonfamily Households	11,289	28.50%
2018 Est. Group Quarters Population	1,908	
2018 Households by Ethnicity, Hispanic/Latino	5,566	
2018 Est. Households by Household Income	39,607	
Income < \$15,000	5,353	13.52%
Income \$15,000 - \$24,999	5,381	13.59%
Income \$25,000 - \$34,999	4,883	12.33%
Income \$35,000 - \$49,999	6,083	15.36%
Income \$50,000 - \$74,999	6,959	17.57%
Income \$75,000 - \$99,999	4,292	10.84%
Income \$100,000 - \$124,999	2,700	6.82%
Income \$125,000 - \$149,999	1,362	3.44%
Income \$150,000 - \$199,999	1,371	3.46%
Income \$200,000 - \$249,999	562	1.42%
Income \$250,000 - \$499,999	440	1.11%
Income \$500,000+	222	0.56%
2018 Est. Average Household Income		\$62,927
2018 Est. Median Household Income		\$44,924

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$47,986
Black or African American Alone		\$30,189
American Indian and Alaska Native Alone		\$48,978
Asian Alone		\$62,326
Native Hawaiian and Other Pacific Islander Alone		\$55,309
Some Other Race Alone		\$36,943
Two or More Races		\$44,648
Hispanic or Latino		\$41,601
Not Hispanic or Latino		\$45,558
2018 Est. Family HH Type by Presence of Own Child.	28,319	
Married-Couple Family, own children	8,003	28.26%
Married-Couple Family, no own children	13,214	46.66%
Male Householder, own children	950	3.36%
Male Householder, no own children	1,028	3.63%
Female Householder, own children	2,806	9.91%
Female Householder, no own children	2,317	8.18%
2018 Est. Households by Household Size	39,607	
1-person	10,024	25.31%
2-person	13,602	34.34%
3-person	6,075	15.34%
4-person	4,975	12.56%
5-person	2,747	6.94%
6-person	1,216	3.07%
7-or-more-person	968	2.44%
2018 Est. Average Household Size		2.63

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	39,607	
Households with 1 or More People under Age 18:	13,773	34.77%
Married-Couple Family	9,008	65.40%
Other Family, Male Householder	1,173	8.52%
Other Family, Female Householder	3,484	25.30%
Nonfamily, Male Householder	84	0.61%
Nonfamily, Female Householder	24	0.17%
Households with No People under Age 18:	25,834	65.23%
Married-Couple Family	12,205	47.24%
Other Family, Male Householder	807	3.12%
Other Family, Female Householder	1,637	6.34%
Nonfamily, Male Householder	5,172	20.02%
Nonfamily, Female Householder	6,012	23.27%
2018 Est. Households by Number of Vehicles	39,607	
No Vehicles	2,280	5.76%
1 Vehicle	12,347	31.17%
2 Vehicles	15,534	39.22%
3 Vehicles	6,866	17.34%
4 Vehicles	1,977	4.99%
5 or more Vehicles	603	1.52%
2018 Est. Average Number of Vehicles		1.91

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	29,176	
2018 Estimate	28,319	
2010 Census	28,010	
2000 Census	26,601	
Growth 2018 - 2023		3.03%
Growth 2010 - 2018		1.10%
Growth 2000 - 2010		5.30%
2018 Est. Families by Poverty Status	28,319	
2018 Families at or Above Poverty	24,122	85.18%
2018 Families at or Above Poverty with Children	10,019	35.38%
2018 Families Below Poverty	4,197	14.82%
2018 Families Below Poverty with Children	2,985	10.54%
2018 Est. Pop 16+ by Employment Status	82,723	
Civilian Labor Force, Employed	42,486	51.36%
Civilian Labor Force, Unemployed	3,983	4.82%
Armed Forces	63	0.08%
Not in Labor Force	36,191	43.75%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	42,280	
For-Profit Private Workers	29,848	70.60%
Non-Profit Private Workers	1,729	4.09%
Local Government Workers	788	1.86%
State Government Workers	2,853	6.75%
Federal Government Workers	2,276	5.38%
Self-Employed Workers	4,684	11.08%
Unpaid Family Workers	102	0.24%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	42,280	
Architect/Engineer	235	0.56%
Arts/Entertainment/Sports	291	0.69%
Building Grounds Maintenance	1,887	4.46%
Business/Financial Operations	883	2.09%
Community/Social Services	433	1.02%
Computer/Mathematical	235	0.56%
Construction/Extraction	3,009	7.12%
Education/Training/Library	2,497	5.91%
Farming/Fishing/Forestry	573	1.36%
Food Prep/Serving	2,209	5.23%
Health Practitioner/Technician	2,159	5.11%
Healthcare Support	1,342	3.17%
Maintenance Repair	1,749	4.14%
Legal	260	0.62%
Life/Physical/Social Science	136	0.32%
Management	3,095	7.32%
Office/Admin. Support	4,610	10.90%
Production	5,067	11.98%
Protective Services	1,187	2.81%
Sales/Related	4,379	10.36%
Personal Care/Service	1,296	3.07%
Transportation/Moving	4,746	11.23%
2018 Est. Pop 16+ by Occupation Classification	42,280	
White Collar	19,214	45.45%
Blue Collar	14,571	34.46%
Service and Farm	8,494	20.09%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	41,298	
Drove Alone	34,608	83.80%
Car Pooled	3,986	9.65%
Public Transportation	173	0.42%
Walked	551	1.33%
Bicycle	40	0.10%
Other Means	529	1.28%
Worked at Home	1,411	3.42%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,854	
15 - 29 Minutes	13,242	
30 - 44 Minutes	6,863	
45 - 59 Minutes	2,086	
60 or more Minutes	2,877	
2018 Est. Avg Travel Time to Work in Minutes		25.16
2018 Est. Occupied Housing Units by Tenure	39,607	
Owner Occupied	29,104	73.48%
Renter Occupied	10,503	26.52%
2018 Owner Occ. HUs: Avg. Length of Residence		17.03
2018 Renter Occ. HUs: Avg. Length of Residence		6.64

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	39,607	
Value Less than \$20,000	1,841	6.33%
Value \$20,000 - \$39,999	2,413	8.29%
Value \$40,000 - \$59,999	3,401	11.69%
Value \$60,000 - \$79,999	3,843	13.20%
Value \$80,000 - \$99,999	3,578	12.29%
Value \$100,000 - \$149,999	5,036	17.30%
Value \$150,000 - \$199,999	3,296	11.33%
Value \$200,000 - \$299,999	3,006	10.33%
Value \$300,000 - \$399,999	1,235	4.24%
Value \$400,000 - \$499,999	640	2.20%
Value \$500,000 - \$749,999	358	1.23%
Value \$750,000 - \$999,999	177	0.61%
Value \$1,000,000 or \$1,499,999	164	0.56%
Value \$1,500,000 or \$1,999,999	95	0.33%
Value \$2,000,000+	23	0.08%
2018 Est. Median All Owner-Occupied Housing Value		\$96,806
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	34,414	73.34%
1 Unit Detached	422	0.90%
2 Units	1,282	2.73%
3 or 4 Units	1,155	2.46%
5 to 19 Units	1,016	2.17%
20 to 49 Units	395	0.84%
50 or More Units	180	0.38%
Mobile Home or Trailer	7,929	16.90%
Boat, RV, Van, etc.	133	0.28%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	918	1.96%
Housing Units Built 2010 to 2014	938	2.00%
Housing Units Built 2000 to 2009	6,769	14.43%
Housing Units Built 1990 to 1999	8,536	18.19%
Housing Units Built 1980 to 1989	8,123	17.31%
Housing Units Built 1970 to 1979	7,925	16.89%
Housing Units Built 1960 to 1969	4,339	9.25%
Housing Units Built 1950 to 1959	4,471	9.53%
Housing Units Built 1940 to 1949	2,153	4.59%
Housing Unit Built 1939 or Earlier	2,754	5.87%
2018 Est. Median Year Structure Built		1982

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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