



TheRetailCoach®

# RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Mount Pleasant, Texas

Prepared for  
Mount Pleasant Economic Development Corporation  
November 2016

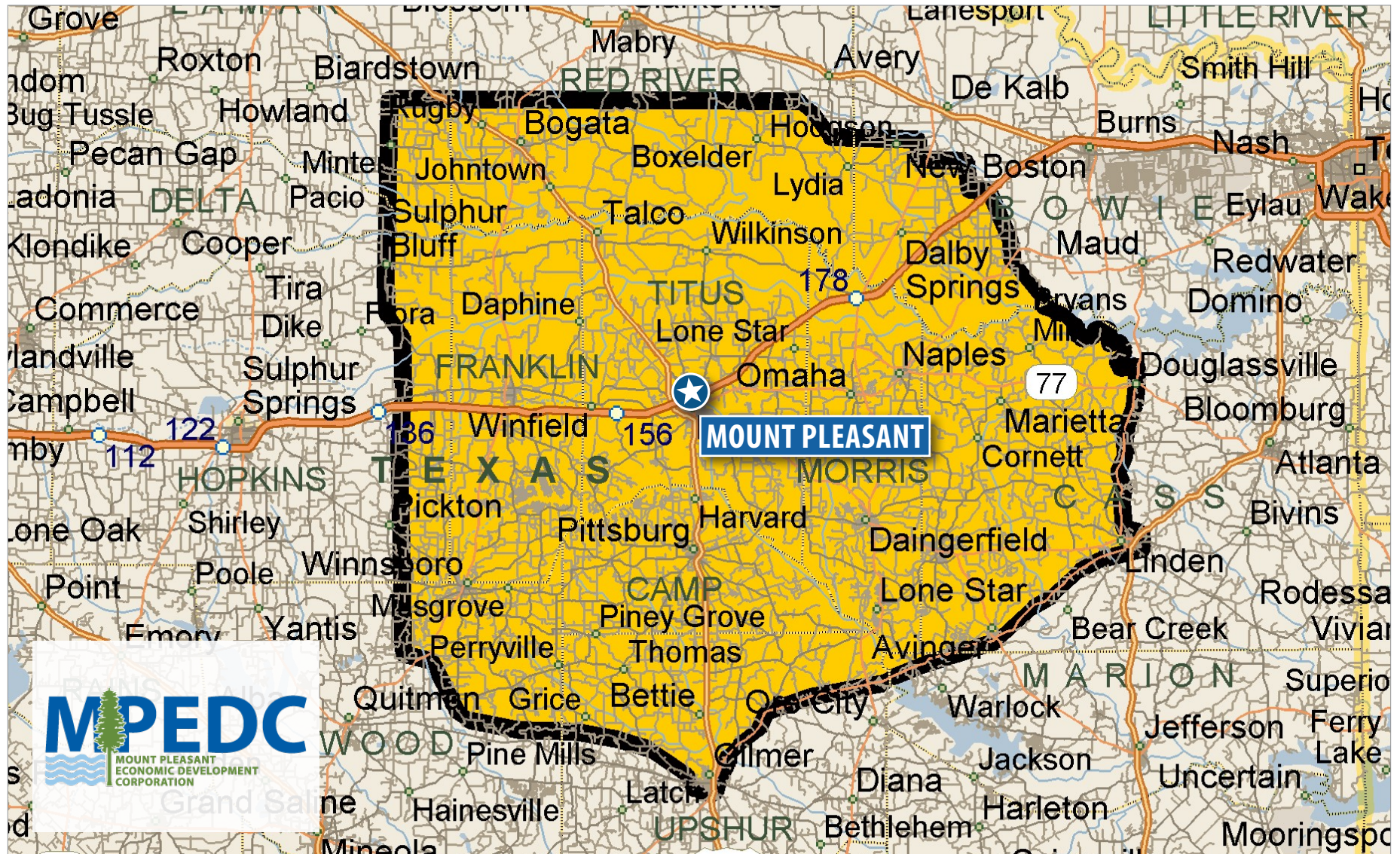






## RETAIL TRADE AREA

Mount Pleasant, Texas



### CONTACT

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# RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Mount Pleasant, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	SURPLUS %
	<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>1,669,529,679</b>	<b>549,711,574</b>	<b>(1,119,818,105)</b>	<b>-67%</b>
441	Motor Vehicle and Parts Dealers	312,371,769	101,555,455	(210,816,314)	-67%
4411	Automotive Dealers	262,018,692	70,890,146	(191,128,546)	-73%
4412	Other Motor Vehicle Dealers	25,195,951	18,357,569	(6,838,382)	-27%
4413	Automotive Parts/Accsrs, Tire Stores	25,157,125	12,307,740	(12,849,385)	-51%
442	Furniture and Home Furnishings Stores	30,563,178	10,340,737	(20,222,441)	-66%
4421	Furniture Stores	16,519,630	10,213,759	(6,305,871)	-38%
4422	Home Furnishing Stores	14,043,548	126,978	(13,916,570)	-99%
443	Electronics and Appliance Stores	26,844,035	3,631,997	(23,212,038)	-86%
44311	Appliances, TVs, Electronics Stores	26,844,035	3,631,997	(23,212,038)	-86%
443111	Household Appliances Stores	3,998,712	0	(3,998,712)	-100%
443112	Electronics Stores	22,845,324	3,631,997	(19,213,327)	-84%
444	Building Material, Garden Equip Stores	178,909,100	66,838,523	(112,070,577)	-63%
4441	Building Material and Supply Dealers	152,504,917	65,606,114	(86,898,803)	-57%
44411	Home Centers	61,478,291	61,393,403	(84,888)	0%
44412	Paint and Wallpaper Stores	2,541,994	721,197	(1,820,797)	-72%
44413	Hardware Stores	15,433,377	1,084,708	(14,348,669)	-93%
44419	Other Building Materials Dealers	73,051,255	2,406,806	(70,644,449)	-97%
444191	Building Materials, Lumberyards	27,089,816	10,614,674	(16,475,142)	-61%
4442	Lawn, Garden Equipment, Supplies Stores	26,404,183	1,232,409	(25,171,774)	-95%
44421	Outdoor Power Equipment Stores	7,758,329	222,409	(7,535,920)	-97%
44422	Nursery and Garden Centers	18,645,854	1,010,000	(17,635,854)	-95%





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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	SURPLUS %
445	Food and Beverage Stores	219,956,615	58,829,994	(161,126,621)	-73%
4451	Grocery Stores	143,596,076	57,827,425	(85,768,651)	-60%
44511	Supermarkets, Grocery (Ex Conv) Stores	134,057,808	55,527,514	(78,530,294)	-59%
44512	Convenience Stores	9,538,268	2,299,911	(7,238,357)	-76%
4452	Specialty Food Stores	17,608,212	1,002,569	(16,605,643)	-94%
4453	Beer, Wine and Liquor Stores	58,752,327	0	(58,752,327)	-100%
446	Health and Personal Care Stores	105,880,341	18,853,927	(87,026,414)	-82%
44611	Pharmacies and Drug Stores	85,500,408	15,277,863	(70,222,545)	-82%
44612	Cosmetics, Beauty Supplies, Perfume Stores	7,523,845	1,158,748	(6,365,097)	-85%
44613	Optical Goods Stores	3,486,079	306,997	(3,179,082)	-91%
44619	Other Health and Personal Care Stores	9,370,009	2,110,319	(7,259,690)	-77%
447	Gasoline Stations	123,986,995	48,808,102	(75,178,893)	-61%
44711	Gasoline Stations With Conv Stores	90,771,322	45,435,525	(45,335,797)	-50%
44719	Other Gasoline Stations	33,215,673	3,372,577	(29,843,096)	-90%
448	Clothing and Clothing Accessories Stores	70,165,608	14,301,751	(55,863,857)	-80%
4481	Clothing Stores	37,758,028	5,524,650	(32,233,378)	-85%
44811	Men's Clothing Stores	2,125,751	0	(2,125,751)	-100%
44812	Women's Clothing Stores	8,681,322	2,525,844	(6,155,478)	-71%
44813	Childrens, Infants Clothing Stores	2,527,697	239,035	(2,288,662)	-91%
44814	Family Clothing Stores	19,510,057	2,045,095	(17,464,962)	-90%
44815	Clothing Accessories Stores	1,528,602	147,592	(1,381,010)	-90%
44819	Other Clothing Stores	3,384,599	567,084	(2,817,515)	-83%
4482	Shoe Stores	5,982,342	1,576,132	(4,406,210)	-74%
4483	Jewelry, Luggage, Leather Goods Stores	26,425,238	7,200,969	(19,224,269)	-73%
44831	Jewelry Stores	23,686,169	7,200,969	(16,485,200)	-70%
44832	Luggage and Leather Goods Stores	2,739,069	0	(2,739,069)	-100%





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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	SURPLUS %
451	Sporting Goods, Hobby, Book, Music Stores	26,470,972	1,727,187	(24,743,785)	-93%
4511	Sportng Goods, Hobby, Musical Inst Stores	22,903,681	1,179,790	(21,723,891)	-95%
45111	Sporting Goods Stores	11,965,975	1,147,089	(10,818,886)	-90%
45112	Hobby, Toys and Games Stores	6,473,685	32,701	(6,440,984)	-99%
45113	Sew/Needlework/Piece Goods Stores	2,247,446	0	(2,247,446)	-100%
45114	Musical Instrument and Supplies Stores	2,216,576	0	(2,216,576)	-100%
4512	Book, Periodical and Music Stores	3,567,291	547,397	(3,019,894)	-85%
45121	Book Stores and News Dealers	3,058,532	547,397	(2,511,135)	-82%
451211	Book Stores	2,638,051	547,397	(2,090,654)	-79%
451212	News Dealers and Newsstands	420,481	0	(420,481)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	508,759	0	(508,759)	-100%
452	General Merchandise Stores	196,767,869	150,190,995	(46,576,874)	-24%
4521	Department Stores Excl Leased Depts	84,157,207	5,374,153	(78,783,054)	-94%
4529	Other General Merchandise Stores	112,610,662	144,816,842	32,206,180	29%
453	Miscellaneous Store Retailers	47,243,563	11,476,551	(35,767,012)	-76%
4531	Florists	1,710,593	763,870	(946,723)	-55%
4532	Office Supplies, Stationery, Gift Stores	21,137,898	2,357,516	(18,780,382)	-89%
45321	Office Supplies and Stationery Stores	9,964,664	1,711,690	(8,252,974)	-83%
45322	Gift, Novelty and Souvenir Stores	11,173,233	645,826	(10,527,407)	-94%
4533	Used Merchandise Stores	3,064,384	588,475	(2,475,909)	-81%
4539	Other Miscellaneous Store Retailers	21,330,689	7,766,690	(13,563,999)	-64%
454	Non-Store Retailers	154,045,849	4,058,491	(149,987,358)	-97%
722	Foodservice and Drinking Places	176,323,784	59,097,864	(117,225,920)	-66%
7221	Full-Service Restaurants	79,277,483	16,927,646	(62,349,837)	-79%
7222	Limited-Service Eating Places	70,731,232	38,769,944	(31,961,288)	-45%
7223	Special Foodservices	19,552,261	3,400,274	(16,151,987)	-83%
7224	Drinking Places -Alcoholic Beverages	6,762,808	0	(6,762,808)	-100%



# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Mount Pleasant, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	108,286	
2016 Estimate	105,400	
2010 Census	104,145	
2000 Census	97,111	
Growth 2016 - 2021		2.74%
Growth 2010 - 2016		1.21%
Growth 2000 - 2010		7.24%
2016 Est. Population by Single-Classification Race	105,400	
White Alone	78,283	74.27%
Black or African American Alone	11,885	11.28%
Amer. Indian and Alaska Native Alone	996	0.94%
Asian Alone	731	0.69%
Native Hawaiian and Other Pac. Isl. Alone	59	0.06%
Some Other Race Alone	10,867	10.31%
Two or More Races	2,580	2.45%
2016 Est. Population by Hispanic or Latino Origin	105,400	
Not Hispanic or Latino	82,679	78.44%
Hispanic or Latino	22,721	21.56%
Mexican	20,729	91.23%
Puerto Rican	198	0.87%
Cuban	62	0.27%
All Other Hispanic or Latino	1,731	7.62%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	22,721	
White Alone	10,281	45.25%
Black or African American Alone	204	0.90%
American Indian and Alaska Native Alone	382	1.68%
Asian Alone	12	0.05%
Native Hawaiian and Other Pacific Islander Alone	18	0.08%
Some Other Race Alone	10,805	47.56%
Two or More Races	1,018	4.48%
2016 Est. Pop by Race, Asian Alone, by Category	731	
Chinese, except Taiwanese	86	11.80%
Filipino	37	5.05%
Japanese	0	0.02%
Asian Indian	139	19.00%
Korean	143	19.62%
Vietnamese	245	33.52%
Cambodian	7	0.96%
Hmong	0	0.00%
Laotian	25	3.42%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	49	6.63%





# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Mount Pleasant, Texas

DESCRIPTION	DATA	%
2016 Est. Population by Ancestry	105,400	
Arab	115	0.11%
Czech	266	0.25%
Danish	149	0.14%
Dutch	816	0.77%
English	6,056	5.75%
French (except Basque)	669	0.63%
French Canadian	136	0.13%
German	7,393	7.01%
Greek	59	0.06%
Hungarian	86	0.08%
Irish	7,899	7.49%
Italian	1,083	1.03%
Lithuanian	11	0.01%
United States or American	11,344	10.76%
Norwegian	217	0.21%
Polish	480	0.46%
Portuguese	112	0.11%
Russian	158	0.15%
Scottish	1,297	1.23%
Scotch-Irish	1,180	1.12%
Slovak	6	0.01%
Subsaharan African	3,108	2.95%
Swedish	263	0.25%
Swiss	18	0.02%
Ukrainian	17	0.02%
Welsh	236	0.22%
West Indian (except Hisp. groups)	39	0.04%
Other ancestries	43,659	41.42%
Ancestry Unclassified	18,527	17.58%

DESCRIPTION	DATA	%
2016 Est. Pop Age 5+ by Language Spoken At Home	98,361	
Speak Only English at Home	80,372	81.71%
Speak Asian/Pac. Isl. Lang. at Home	275	0.28%
Speak IndoEuropean Language at Home	296	0.30%
Speak Spanish at Home	17,244	17.53%
Speak Other Language at Home	174	0.18%





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DESCRIPTION	DATA	%
2016 Est. Population by Sex	105,400	
Male	51,795	49.14%
Female	53,605	50.86%
2016 Est. Population by Age	105,400	
Age 0 - 4	7,039	6.68%
Age 5 - 9	7,366	6.99%
Age 10 - 14	7,395	7.02%
Age 15 - 17	4,508	4.28%
Age 18 - 20	4,168	3.95%
Age 21 - 24	5,408	5.13%
Age 25 - 34	11,686	11.09%
Age 35 - 44	11,677	11.08%
Age 45 - 54	12,824	12.17%
Age 55 - 64	13,470	12.78%
Age 65 - 74	11,293	10.71%
Age 75 - 84	6,132	5.82%
Age 85 and over	2,433	2.31%
Age 16 and over	82,121	77.91%
Age 18 and over	79,092	75.04%
Age 21 and over	74,924	71.09%
Age 65 and over	19,858	18.84%
2016 Est. Median Age	39.4	
2016 Est. Average Age	39.9	





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DESCRIPTION	DATA	%
2016 Est. Male Population by Age	51,795	
Age 0 - 4	3,583	6.92%
Age 5 - 9	3,744	7.23%
Age 10 - 14	3,809	7.35%
Age 15 - 17	2,348	4.53%
Age 18 - 20	2,189	4.23%
Age 21 - 24	2,805	5.42%
Age 25 - 34	5,801	11.20%
Age 35 - 44	5,770	11.14%
Age 45 - 54	6,283	12.13%
Age 55 - 64	6,499	12.55%
Age 65 - 74	5,387	10.40%
Age 75 - 84	2,763	5.33%
Age 85 and over	814	1.57%
2016 Est. Median Age, Male	37.8	
2016 Est. Average Age, Male	38.7	

DESCRIPTION	DATA	%
2016 Est. Female Population by Age	53,605	
Age 0 - 4	3,457	6.45%
Age 5 - 9	3,622	6.76%
Age 10 - 14	3,586	6.69%
Age 15 - 17	2,160	4.03%
Age 18 - 20	1,979	3.69%
Age 21 - 24	2,603	4.86%
Age 25 - 34	5,885	10.98%
Age 35 - 44	5,907	11.02%
Age 45 - 54	6,541	12.20%
Age 55 - 64	6,971	13.00%
Age 65 - 74	5,906	11.02%
Age 75 - 84	3,368	6.28%
Age 85 and over	1,619	3.02%
2016 Est. Median Age, Female	40.9	
2016 Est. Average Age, Female	41.0	





# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Mount Pleasant, Texas

DESCRIPTION	DATA	%
2016 Est. Pop Age 15+ by Marital Status	83,600	
Total, Never Married	19,739	23.61%
Males, Never Married	11,273	13.48%
Females, Never Married	8,467	10.13%
Married, Spouse present	42,390	50.71%
Married, Spouse absent	4,557	5.45%
Widowed	6,823	8.16%
Males Widowed	1,523	1.82%
Females Widowed	5,299	6.34%
Divorced	10,091	12.07%
Males Divorced	4,597	5.50%
Females Divorced	5,493	6.57%
2016 Est. Pop Age 25+ by Edu. Attainment	69,516	
Less than 9th grade	6,717	9.66%
Some High School, no diploma	8,343	12.00%
High School Graduate (or GED)	22,603	32.51%
Some College, no degree	16,781	24.14%
Associate Degree	5,006	7.20%
Bachelor's Degree	6,543	9.41%
Master's Degree	2,698	3.88%
Professional School Degree	518	0.75%
Doctorate Degree	309	0.44%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	10,434	
No High School Diploma	6,499	62.29%
High School Graduate	2,175	20.85%
Some College or Associate's Degree	1,519	14.56%
Bachelor's Degree or Higher	241	2.31%



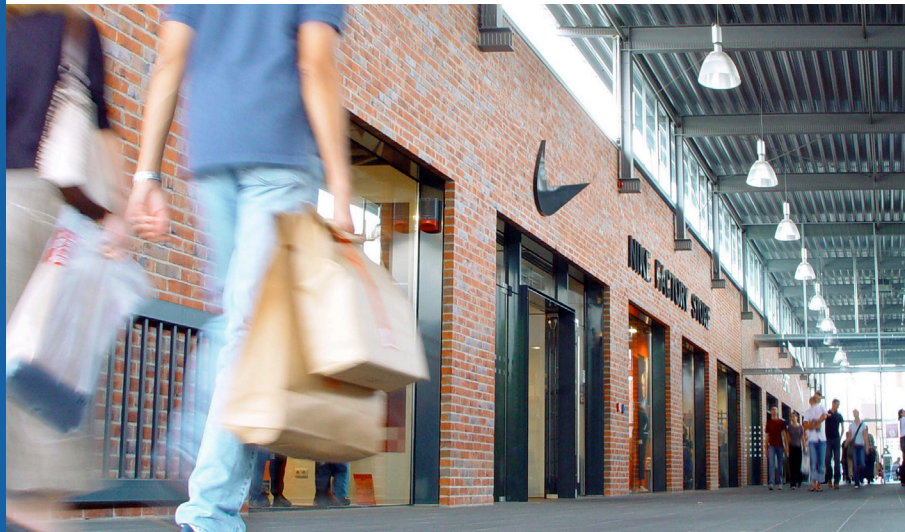




# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Mount Pleasant, Texas

DESCRIPTION	DATA	%
Households		
2021 Projection	40,547	
2016 Estimate	39,514	
2010 Census	39,248	
2000 Census	36,649	
Growth 2016 - 2021		2.61%
Growth 2010 - 2016		0.68%
Growth 2000 - 2010		7.09%
2016 Est. Households by Household Type	39,514	
Family Households	28,234	71.45%
Nonfamily Households	11,280	28.55%
2016 Est. Group Quarters Population	1,711	
2016 HHs by Ethnicity, Hispanic/Latino	5,279	



DESCRIPTION	DATA	%
2016 Est. Households by HH Income	39,514	
Income < \$15,000	5,596	14.16%
Income \$15,000 - \$24,999	5,450	13.79%
Income \$25,000 - \$34,999	5,072	12.84%
Income \$35,000 - \$49,999	6,266	15.86%
Income \$50,000 - \$74,999	6,841	17.31%
Income \$75,000 - \$99,999	4,376	11.07%
Income \$100,000 - \$124,999	2,445	6.19%
Income \$125,000 - \$149,999	1,264	3.20%
Income \$150,000 - \$199,999	1,112	2.81%
Income \$200,000 - \$249,999	443	1.12%
Income \$250,000 - \$499,999	450	1.14%
Income \$500,000+	199	0.50%
2016 Est. Average Household Income	\$59,957	
2016 Est. Median Household Income	\$43,712	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$46,428	
Black or African American Alone	\$27,134	
American Indian and Alaska Native Alone	\$43,108	
Asian Alone	\$43,404	
Native Hawaiian and Other Pacific Islander Alone	\$44,806	
Some Other Race Alone	\$43,606	
Two or More Races	\$38,160	
Hispanic or Latino	\$37,372	
Not Hispanic or Latino	\$44,809	



# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Mount Pleasant, Texas

DESCRIPTION	DATA	%
2016 Est. Family HH Type by Presence of Own Child.	28,234	
Married-Couple Family, own children	7,988	28.29%
Married-Couple Family, no own children	13,158	46.60%
Male Householder, own children	944	3.34%
Male Householder, no own children	1,018	3.61%
Female Householder, own children	2,808	9.94%
Female Householder, no own children	2,319	8.21%
2016 Est. Households by Household Size	39,514	
1-person	10,030	25.38%
2-person	13,544	34.28%
3-person	6,074	15.37%
4-person	4,965	12.57%
5-person	2,740	6.93%
6-person	1,212	3.07%
7-or-more-person	949	2.40%
2016 Est. Average Household Size	2.62	
2016 Est. Households by Presence of People Under 18	39,514	
Households with 1 or More People under Age 18:	13,746	34.79%
Married-Couple Family	8,972	65.27%
Other Family, Male Householder	1,172	8.52%
Other Family, Female Householder	3,495	25.43%
Nonfamily, Male Householder	84	0.61%
Nonfamily, Female Householder	23	0.17%

DESCRIPTION	DATA	%
Households with No People under Age 18:	25,768	65.21%
Married-Couple Family	12,159	47.19%
Other Family, Male Householder	801	3.11%
Other Family, Female Householder	1,636	6.35%
Nonfamily, Male Householder	5,159	20.02%
Nonfamily, Female Householder	6,013	23.34%
2016 Est. Households by Number of Vehicles	39,514	
No Vehicles	2,512	6.36%
1 Vehicle	12,199	30.87%
2 Vehicles	15,267	38.64%
3 Vehicles	6,703	16.96%
4 Vehicles	2,042	5.17%
5 or more Vehicles	791	2.00%
2016 Est. Average Number of Vehicles	1.9	





# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Mount Pleasant, Texas

DESCRIPTION	DATA	%
Family Households		
2021 Projection	28,988	
2016 Estimate	28,234	
2010 Census	28,025	
2000 Census	26,617	
Growth 2016 - 2021		2.67%
Growth 2010 - 2016		0.75%
Growth 2000 - 2010		5.29%
2016 Est. Families by Poverty Status	28,234	
2016 Families at or Above Poverty	24,188	85.67%
2016 Families at or Above Poverty with Children	9,801	34.71%
2016 Families Below Poverty	4,046	14.33%
2016 Families Below Poverty with Children	3,151	11.16%
2016 Est. Pop Age 16+ by Employment Status	82,121	
In Armed Forces	8	0.01%
Civilian - Employed	42,316	51.53%
Civilian - Unemployed	4,286	5.22%
Not in Labor Force	35,510	43.24%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	42,320	
For-Profit Private Workers	29,319	69.28%
Non-Profit Private Workers	1,852	4.38%
Local Government Workers	2,983	7.05%
State Government Workers	2,598	6.14%
Federal Government Workers	691	1.63%
Self-Employed Workers	4,802	11.35%
Unpaid Family Workers	75	0.18%

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	42,320	
Architect/Engineer	200	0.47%
Arts/Entertainment/Sports	320	0.76%
Building Grounds Maintenance	1,840	4.35%
Business/Financial Operations	767	1.81%
Community/Social Services	521	1.23%
Computer/Mathematical	258	0.61%
Construction/Extraction	3,036	7.17%
Education/Training/Library	2,834	6.70%
Farming/Fishing/Forestry	692	1.64%
Food Prep/Serving	2,321	5.48%
Health Practitioner/Technician	2,449	5.79%
Healthcare Support	1,298	3.07%
Maintenance Repair	1,822	4.31%
Legal	257	0.61%
Life/Physical/Social Science	180	0.42%
Management	3,011	7.12%
Office/Admin. Support	4,583	10.83%
Production	5,147	12.16%
Protective Services	874	2.06%
Sales/Related	4,315	10.20%
Personal Care/Service	1,118	2.64%
Transportation/Moving	4,476	10.58%
2016 Est. Pop 16+ by Occupation Classification	42,320	
Blue Collar	14,481	34.22%
White Collar	19,696	46.54%
Service and Farm	8,143	19.24%





# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Mount Pleasant, Texas

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	41,139	
Drove Alone	33,668	81.84%
Car Pooled	4,839	11.76%
Public Transportation	150	0.37%
Walked	629	1.53%
Bicycle	50	0.12%
Other Means	392	0.95%
Worked at Home	1,411	3.43%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	16,246	
15 - 29 Minutes	12,585	
30 - 44 Minutes	6,203	
45 - 59 Minutes	1,916	
60 or more Minutes	2,819	
2016 Est. Avg Travel Time to Work in Minutes	24.00	
2016 Est. Occupied Housing Units by Tenure	39,514	
Owner Occupied	29,009	73.42%
Renter Occupied	10,505	26.58%
2016 Owner Occ. HUs: Avg. Length of Residence	17.1	
2016 Renter Occ. HUs: Avg. Length of Residence	8.0	

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	29,009	
Value Less than \$20,000	2,019	6.96%
Value \$20,000 - \$39,999	2,805	9.67%
Value \$40,000 - \$59,999	3,400	11.72%
Value \$60,000 - \$79,999	3,820	13.17%
Value \$80,000 - \$99,999	3,474	11.98%
Value \$100,000 - \$149,999	5,282	18.21%
Value \$150,000 - \$199,999	3,062	10.56%
Value \$200,000 - \$299,999	2,649	9.13%
Value \$300,000 - \$399,999	1,107	3.81%
Value \$400,000 - \$499,999	578	1.99%
Value \$500,000 - \$749,999	421	1.45%
Value \$750,000 - \$999,999	190	0.66%
Value \$1,000,000 or more	202	0.70%
2016 Est. Median All Owner-Occupied Housing Value	\$94,167	
2016 Est. Housing Units by Units in Structure	46,811	
1 Unit Attached	559	1.19%
1 Unit Detached	34,532	73.77%
2 Units	1,274	2.72%
3 or 4 Units	1,045	2.23%
5 to 19 Units	896	1.91%
20 to 49 Units	422	0.90%
50 or More Units	215	0.46%
Mobile Home or Trailer	7,664	16.37%
Boat, RV, Van, etc.	203	0.43%



# RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Mount Pleasant, Texas



DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	46,811	
Housing Units Built 2010 or later	1,166	2.49%
Housing Units Built 2000 to 2009	6,665	14.24%
Housing Units Built 1990 to 1999	8,097	17.30%
Housing Units Built 1980 to 1989	8,614	18.40%
Housing Units Built 1970 to 1979	8,462	18.08%
Housing Units Built 1960 to 1969	4,563	9.75%
Housing Units Built 1950 to 1959	4,296	9.18%
Housing Units Built 1940 to 1949	2,061	4.40%
Housing Unit Built 1939 or Earlier	2,888	6.17%
2016 Est. Median Year Structure Built	1981	





## LOCATION

Mount Pleasant, Texas



**CONTACT** **CHARLES L. SMITH, CECD, EXECUTIVE DIRECTOR**

Mount Pleasant Economic Development Corporation | 1604 North Jefferson Ave | Mount Pleasant, TX 75455 | 903.572.6602  
csmith@mpedc.org | www.mpedc.org





# COMMUNITY • DEMOGRAPHIC PROFILE

## Mount Pleasant, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	16,531	
2016 Estimate	16,123	
2010 Census	15,564	
2000 Census	14,112	
Growth 2016 - 2021		2.53%
Growth 2010 - 2016		3.59%
Growth 2000 - 2010		10.29%
2016 Est. Population by Single-Classification Race	16,123	
White Alone	9,067	56.24%
Black or African American Alone	2,354	14.60%
Amer. Indian and Alaska Native Alone	228	1.41%
Asian Alone	180	1.12%
Native Hawaiian and Other Pac. Isl. Alone	14	0.09%
Some Other Race Alone	3,792	23.52%
Two or More Races	488	3.03%
2016 Est. Population by Hispanic or Latino Origin	16,123	
Not Hispanic or Latino	7,498	46.50%
Hispanic or Latino	8,625	53.50%
Mexican	7,985	92.58%
Puerto Rican	93	1.08%
Cuban	16	0.19%
All Other Hispanic or Latino	531	6.16%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	8,625	
White Alone	4,215	48.87%
Black or African American Alone	75	0.87%
American Indian and Alaska Native Alone	164	1.90%
Asian Alone	4	0.05%
Native Hawaiian and Other Pacific Islander Alone	7	0.08%
Some Other Race Alone	3,783	43.86%
Two or More Races	377	4.37%
2016 Est. Pop by Race, Asian Alone, by Category	180	
Chinese, except Taiwanese	11	6.11%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	18	10.00%
Korean	56	31.11%
Vietnamese	50	27.78%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	25	13.89%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	20	11.11%

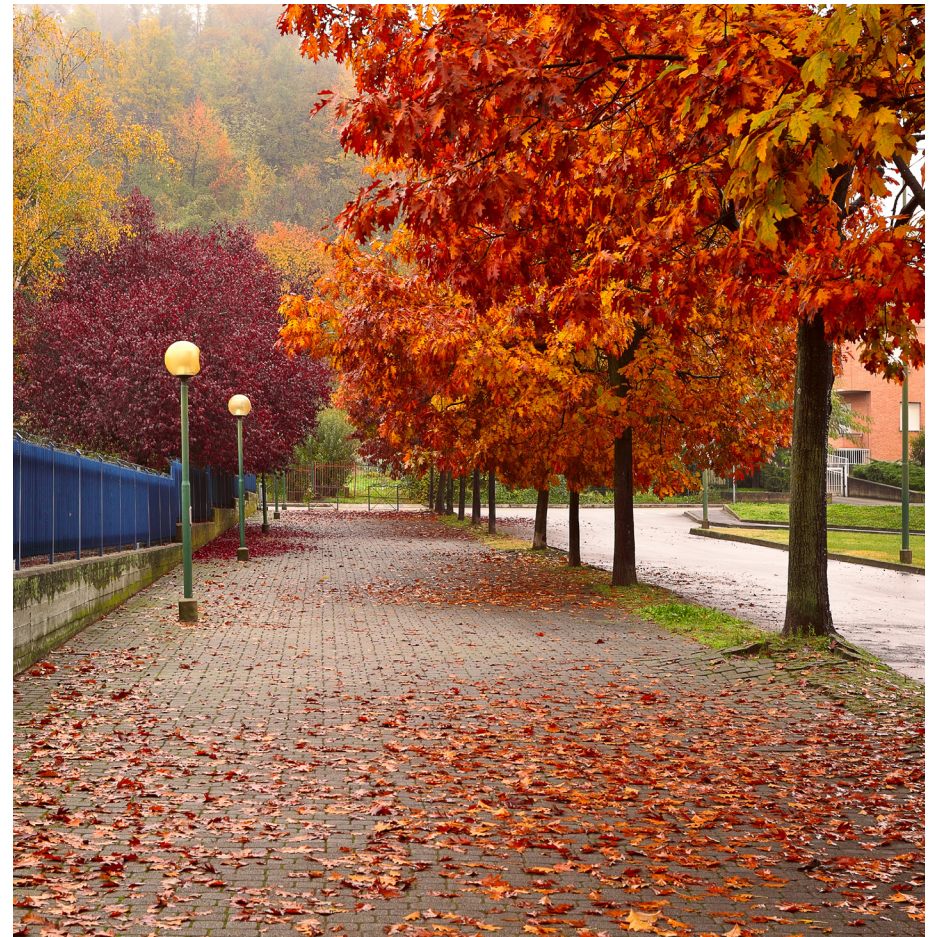


# COMMUNITY • DEMOGRAPHIC PROFILE

## Mount Pleasant, Texas

DESCRIPTION	DATA	%
2016 Est. Population by Ancestry	16,123	
Arab	1	0.01%
Czech	10	0.06%
Danish	36	0.22%
Dutch	37	0.23%
English	692	4.29%
French (except Basque)	35	0.22%
French Canadian	10	0.06%
German	444	2.75%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	345	2.14%
Italian	70	0.43%
Lithuanian	0	0.00%
United States or American	847	5.25%
Norwegian	11	0.07%
Polish	29	0.18%
Portuguese	25	0.16%
Russian	61	0.38%
Scottish	101	0.63%
Scotch-Irish	84	0.52%
Slovak	4	0.02%
Subsaharan African	1,113	6.90%
Swedish	0	0.00%
Swiss	0	0.00%
Ukrainian	4	0.02%
Welsh	4	0.02%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	10,484	65.03%
Ancestry Unclassified	1,676	10.40%

DESCRIPTION	DATA	%
2016 Est. Pop Age 5+ by Language Spoken At Home	14,718	
Speak Only English at Home	7,298	49.59%
Speak Asian/Pac. Isl. Lang. at Home	32	0.22%
Speak IndoEuropean Language at Home	30	0.20%
Speak Spanish at Home	7,358	49.99%
Speak Other Language at Home	0	0.00%







# COMMUNITY • DEMOGRAPHIC PROFILE

## Mount Pleasant, Texas



DESCRIPTION	DATA	%
2016 Est. Population by Sex	16,123	
Male	7,917	49.10%
Female	8,206	50.90%
2016 Est. Population by Age	16,123	
Age 0 - 4	1,405	8.71%
Age 5 - 9	1,432	8.88%
Age 10 - 14	1,320	8.19%
Age 15 - 17	783	4.86%
Age 18 - 20	711	4.41%
Age 21 - 24	955	5.92%
Age 25 - 34	2,197	13.63%
Age 35 - 44	2,004	12.43%
Age 45 - 54	1,850	11.47%
Age 55 - 64	1,515	9.40%
Age 65 - 74	1,004	6.23%
Age 75 - 84	595	3.69%
Age 85 and over	352	2.18%
Age 16 and over	11,709	72.62%
Age 18 and over	11,183	69.36%
Age 21 and over	10,472	64.95%
Age 65 and over	1,951	12.10%
2016 Est. Median Age	31.6	
2016 Est. Average Age	34.5	



# COMMUNITY • DEMOGRAPHIC PROFILE

## Mount Pleasant, Texas

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	7,917	
Age 0 - 4	716	9.04%
Age 5 - 9	732	9.25%
Age 10 - 14	677	8.55%
Age 15 - 17	406	5.13%
Age 18 - 20	365	4.61%
Age 21 - 24	483	6.10%
Age 25 - 34	1,116	14.10%
Age 35 - 44	1,004	12.68%
Age 45 - 54	910	11.49%
Age 55 - 64	733	9.26%
Age 65 - 74	441	5.57%
Age 75 - 84	239	3.02%
Age 85 and over	95	1.20%
2016 Est. Median Age, Male	30.2	
2016 Est. Average Age, Male	33.0	

DESCRIPTION	DATA	%
2016 Est. Female Population by Age	8,206	
Age 0 - 4	689	8.40%
Age 5 - 9	700	8.53%
Age 10 - 14	643	7.84%
Age 15 - 17	377	4.59%
Age 18 - 20	346	4.22%
Age 21 - 24	472	5.75%
Age 25 - 34	1,081	13.17%
Age 35 - 44	1,000	12.19%
Age 45 - 54	940	11.46%
Age 55 - 64	782	9.53%
Age 65 - 74	563	6.86%
Age 75 - 84	356	4.34%
Age 85 and over	257	3.13%
2016 Est. Median Age, Female	33.1	
2016 Est. Average Age, Female	36.0	







# COMMUNITY • DEMOGRAPHIC PROFILE

## Mount Pleasant, Texas

DESCRIPTION	DATA	%
2016 Est. Pop Age 15+ by Marital Status	11,966	
Total, Never Married	3,833	32.03%
Males, Never Married	2,191	18.31%
Females, Never Married	1,642	13.72%
Married, Spouse present	5,260	43.96%
Married, Spouse absent	776	6.49%
Widowed	811	6.78%
Males Widowed	166	1.39%
Females Widowed	645	5.39%
Divorced	1,286	10.75%
Males Divorced	500	4.18%
Females Divorced	786	6.57%
2016 Est. Pop Age 25+ by Edu. Attainment	9,517	
Less than 9th grade	1,881	19.76%
Some High School, no diploma	1,515	15.92%
High School Graduate (or GED)	2,344	24.63%
Some College, no degree	2,037	21.40%
Associate Degree	613	6.44%
Bachelor's Degree	711	7.47%
Master's Degree	263	2.76%
Professional School Degree	104	1.09%
Doctorate Degree	49	0.51%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	4,115	
No High School Diploma	2,495	60.63%
High School Graduate	797	19.37%
Some College or Associate's Degree	681	16.55%
Bachelor's Degree or Higher	142	3.45%





# COMMUNITY • DEMOGRAPHIC PROFILE

## Mount Pleasant, Texas

DESCRIPTION	DATA	%
Households		
2021 Projection	5,241	
2016 Estimate	5,130	
2010 Census	5,013	
2000 Census	4,602	
Growth 2016 - 2021		2.16%
Growth 2010 - 2016		2.33%
Growth 2000 - 2010		8.93%
2016 Est. Households by Household Type	5,130	
Family Households	3,701	72.14%
Nonfamily Households	1,429	27.86%
2016 Est. Group Quarters Population	343	
2016 HHs by Ethnicity, Hispanic/Latino	1,937	



DESCRIPTION	DATA	%
2016 Est. Households by HH Income	5,130	
Income < \$15,000	688	13.41%
Income \$15,000 - \$24,999	749	14.60%
Income \$25,000 - \$34,999	751	14.64%
Income \$35,000 - \$49,999	848	16.53%
Income \$50,000 - \$74,999	939	18.30%
Income \$75,000 - \$99,999	485	9.45%
Income \$100,000 - \$124,999	294	5.73%
Income \$125,000 - \$149,999	154	3.00%
Income \$150,000 - \$199,999	118	2.30%
Income \$200,000 - \$249,999	48	0.94%
Income \$250,000 - \$499,999	42	0.82%
Income \$500,000+	14	0.27%
2016 Est. Average Household Income	\$55,591	
2016 Est. Median Household Income	\$41,669	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$44,205	
Black or African American Alone	\$35,081	
American Indian and Alaska Native Alone	\$57,000	
Asian Alone	\$70,000	
Native Hawaiian and Other Pacific Islander Alone	\$42,500	
Some Other Race Alone	\$40,515	
Two or More Races	\$42,697	
Hispanic or Latino	\$41,914	
Not Hispanic or Latino	\$41,510	



# COMMUNITY • DEMOGRAPHIC PROFILE

## Mount Pleasant, Texas

DESCRIPTION	DATA	%
2016 Est. Family HH Type by Presence of Own Child.	3,701	
Married-Couple Family, own children	1,364	36.85%
Married-Couple Family, no own children	1,166	31.50%
Male Householder, own children	165	4.46%
Male Householder, no own children	149	4.03%
Female Householder, own children	517	13.97%
Female Householder, no own children	340	9.19%
2016 Est. Households by Household Size	5,130	
1-person	1,259	24.54%
2-person	1,252	24.41%
3-person	759	14.80%
4-person	752	14.66%
5-person	521	10.16%
6-person	292	5.69%
7-or-more-person	295	5.75%
2016 Est. Average Household Size	3.08	
2016 Est. Households by Presence of People Under 18	5,130	
Households with 1 or More People under Age 18:	2,362	46.04%
Married-Couple Family	1,524	64.52%
Other Family, Male Householder	195	8.26%
Other Family, Female Householder	631	26.71%
Nonfamily, Male Householder	8	0.34%
Nonfamily, Female Householder	4	0.17%

DESCRIPTION	DATA	%
Households with No People under Age 18:	2,768	53.96%
Married-Couple Family	1,005	36.31%
Other Family, Male Householder	121	4.37%
Other Family, Female Householder	226	8.16%
Nonfamily, Male Householder	606	21.89%
Nonfamily, Female Householder	810	29.26%
2016 Est. Households by Number of Vehicles	5,130	
No Vehicles	521	10.16%
1 Vehicle	1,540	30.02%
2 Vehicles	2,072	40.39%
3 Vehicles	743	14.48%
4 Vehicles	176	3.43%
5 or more Vehicles	78	1.52%
2016 Est. Average Number of Vehicles	1.8	







# COMMUNITY • DEMOGRAPHIC PROFILE

## Mount Pleasant, Texas

DESCRIPTION	DATA	%
Family Households		
2021 Projection	3,783	
2016 Estimate	3,701	
2010 Census	3,606	
2000 Census	3,260	
Growth 2016 - 2021		2.22%
Growth 2010 - 2016		2.63%
Growth 2000 - 2010		10.61%
2016 Est. Families by Poverty Status	3,701	
2016 Families at or Above Poverty	2,962	80.03%
2016 Families at or Above Poverty with Children	1,487	40.18%
2016 Families Below Poverty	739	19.97%
2016 Families Below Poverty with Children	585	15.81%
2016 Est. Pop Age 16+ by Employment Status	11,709	
In Armed Forces	0	0.00%
Civilian - Employed	6,769	57.81%
Civilian - Unemployed	608	5.19%
Not in Labor Force	4,332	37.00%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	6,728	
For-Profit Private Workers	5,027	74.72%
Non-Profit Private Workers	283	4.21%
Local Government Workers	372	5.53%
State Government Workers	272	4.04%
Federal Government Workers	51	0.76%
Self-Employed Workers	719	10.69%
Unpaid Family Workers	4	0.06%

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	6,728	
Architect/Engineer	3	0.04%
Arts/Entertainment/Sports	82	1.22%
Building Grounds Maintenance	356	5.29%
Business/Financial Operations	61	0.91%
Community/Social Services	52	0.77%
Computer/Mathematical	14	0.21%
Construction/Extraction	458	6.81%
Education/Training/Library	399	5.93%
Farming/Fishing/Forestry	124	1.84%
Food Prep/Serving	362	5.38%
Health Practitioner/Technician	241	3.58%
Healthcare Support	114	1.69%
Maintenance Repair	284	4.22%
Legal	14	0.21%
Life/Physical/Social Science	24	0.36%
Management	345	5.13%
Office/Admin. Support	639	9.50%
Production	1,231	18.30%
Protective Services	39	0.58%
Sales/Related	603	8.96%
Personal Care/Service	148	2.20%
Transportation/Moving	1,135	16.87%
2016 Est. Pop 16+ by Occupation Classification	6,728	
Blue Collar	3,108	46.20%
White Collar	2,477	36.82%
Service and Farm	1,143	16.99%



# COMMUNITY • DEMOGRAPHIC PROFILE

## Mount Pleasant, Texas

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	6,557	
Drove Alone	5,106	77.87%
Car Pooled	1,027	15.66%
Public Transportation	61	0.93%
Walked	81	1.24%
Bicycle	12	0.18%
Other Means	123	1.88%
Worked at Home	147	2.24%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,009	
15 - 29 Minutes	1,584	
30 - 44 Minutes	493	
45 - 59 Minutes	125	
60 or more Minutes	217	
2016 Est. Avg Travel Time to Work in Minutes	17.00	
2016 Est. Occupied Housing Units by Tenure	5,130	
Owner Occupied	3,081	60.06%
Renter Occupied	2,049	39.94%
2016 Owner Occ. HUs: Avg. Length of Residence	16.7	
2016 Renter Occ. HUs: Avg. Length of Residence	7.2	

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	3,081	
Value Less than \$20,000	202	6.56%
Value \$20,000 - \$39,999	248	8.05%
Value \$40,000 - \$59,999	355	11.52%
Value \$60,000 - \$79,999	405	13.15%
Value \$80,000 - \$99,999	488	15.84%
Value \$100,000 - \$149,999	715	23.21%
Value \$150,000 - \$199,999	292	9.48%
Value \$200,000 - \$299,999	232	7.53%
Value \$300,000 - \$399,999	66	2.14%
Value \$400,000 - \$499,999	26	0.84%
Value \$500,000 - \$749,999	18	0.58%
Value \$750,000 - \$999,999	20	0.65%
Value \$1,000,000 or more	14	0.45%
2016 Est. Median All Owner-Occupied Housing Value	\$93,545	
2016 Est. Housing Units by Units in Structure	5,623	
1 Unit Attached	149	2.65%
1 Unit Detached	4,064	72.27%
2 Units	103	1.83%
3 or 4 Units	391	6.95%
5 to 19 Units	374	6.65%
20 to 49 Units	182	3.24%
50 or More Units	62	1.10%
Mobile Home or Trailer	289	5.14%
Boat, RV, Van, etc.	9	0.16%



# COMMUNITY • DEMOGRAPHIC PROFILE

Mount Pleasant, Texas



DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	5,623	
Housing Units Built 2010 or later	93	1.65%
Housing Units Built 2000 to 2009	781	13.89%
Housing Units Built 1990 to 1999	827	14.71%
Housing Units Built 1980 to 1989	1,099	19.54%
Housing Units Built 1970 to 1979	1,092	19.42%
Housing Units Built 1960 to 1969	667	11.86%
Housing Units Built 1950 to 1959	494	8.79%
Housing Units Built 1940 to 1949	280	4.98%
Housing Unit Built 1939 or Earlier	290	5.16%
2016 Est. Median Year Structure Built	1980	





# 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, Nielsen 2015/2016, ESRI 2015/2016, 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.