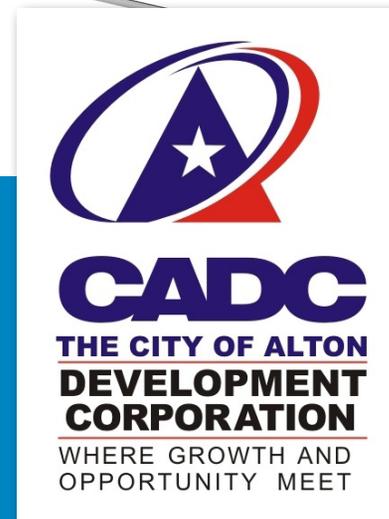




# RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Alton, Texas

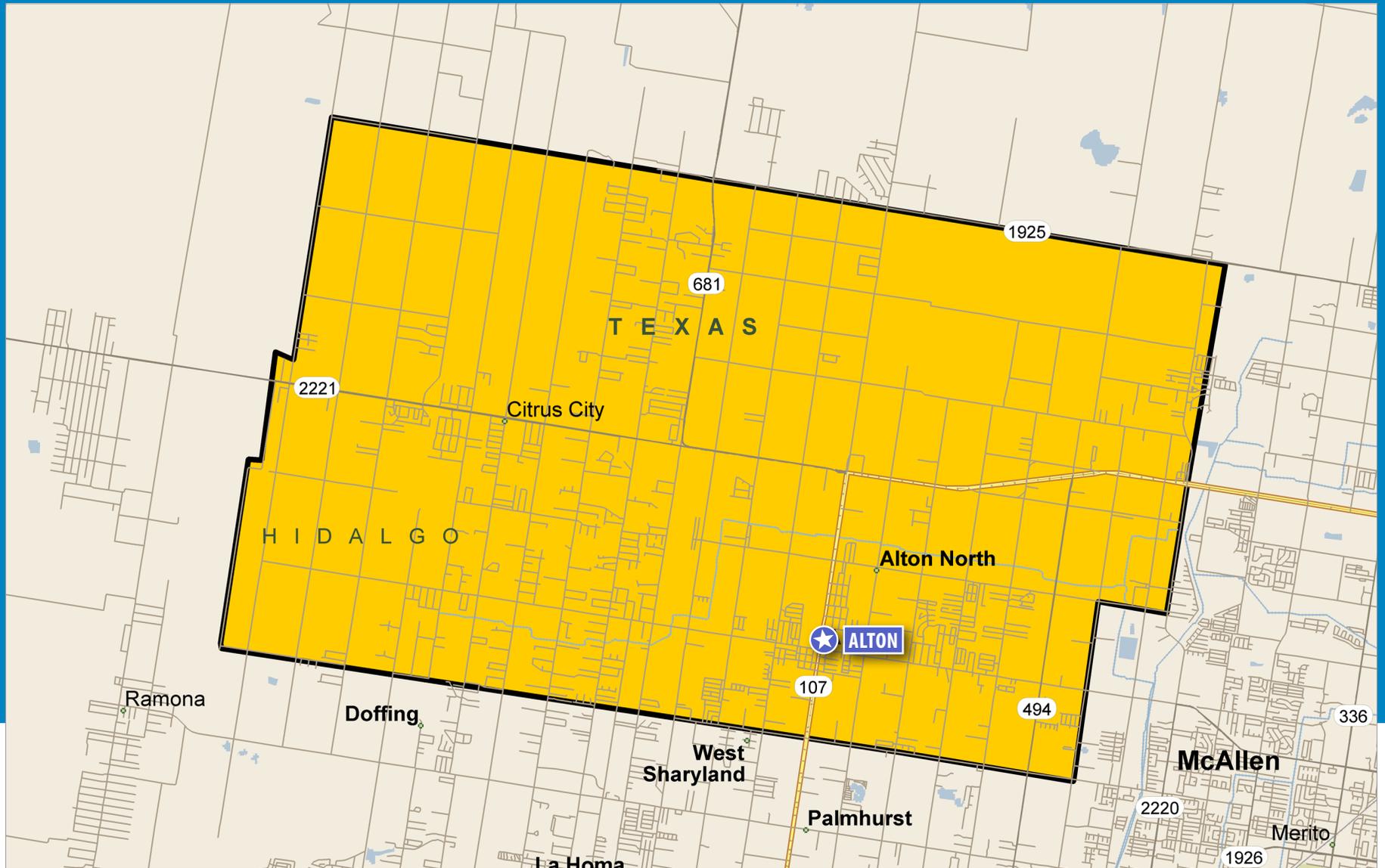


Prepared for  
City of Alton Development Corporation  
June 2015

 **TheRetailCoach®**

# Retail Trade Area

## Alton, Texas



### Contact Information

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## Retail Trade Area | Gap/Opportunity Analysis Summary

Alton, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
	<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>472,910,478</b>	<b>63,525,184</b>	<b>(409,385,294)</b>	<b>-87%</b>
441	Motor Vehicle and Parts Dealers	79,520,973	15,741,381	(63,779,592)	-80%
4411	Automotive Dealers	64,882,502	8,921,783	(55,960,719)	-86%
4412	Other Motor Vehicle Dealers	9,249,032	0	(9,249,032)	-100%
4413	Automotive Parts/Accsrs, Tire Stores	5,389,438	6,819,598	1,430,160	27%
442	Furniture and Home Furnishings Stores	7,871,266	0	(7,871,266)	-100%
4421	Furniture Stores	4,163,723	0	(4,163,723)	-100%
4422	Home Furnishing Stores	3,707,543	0	(3,707,543)	-100%
443	Electronics and Appliance Stores	7,709,365	0	(7,709,365)	-100%
44311	Appliances, TVs, Electronics Stores	6,101,134	0	(6,101,134)	-100%
443111	Household Appliances Stores	1,070,086	0	(1,070,086)	-100%
443112	Radio, Television, Electronics Stores	5,031,048	0	(5,031,048)	-100%
44312	Computer and Software Stores	1,449,419	0	(1,449,419)	-100%
44313	Camera and Photographic Equipment Stores	158,812	0	(158,812)	-100%
444	Building Material, Garden Equip Stores	43,319,607	52,279	(43,267,328)	-100%
4441	Building Material and Supply Dealers	36,129,435	0	(36,129,435)	-100%
44411	Home Centers	14,848,301	0	(14,848,301)	-100%
44412	Paint and Wallpaper Stores	555,267	0	(555,267)	-100%
44413	Hardware Stores	4,399,039	0	(4,399,039)	-100%
44419	Other Building Materials Dealers	16,326,828	0	(16,326,828)	-100%
4442	Lawn, Garden Equipment, Supplies Stores	7,190,172	52,279	(7,137,893)	-99%
44421	Outdoor Power Equipment Stores	2,283,391	0	(2,283,391)	-100%
44422	Nursery and Garden Centers	4,906,781	52,279	(4,854,502)	-99%

## Retail Trade Area | Gap/Opportunity Analysis Summary

Alton, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	66,552,179	9,879,197	(56,672,982)	-85%
4451	Grocery Stores	46,904,306	9,141,182	(37,763,124)	-81%
44511	Supermarkets, Grocery (Ex Conv) Stores	44,040,908	8,728,232	(35,312,676)	-80%
44512	Convenience Stores	2,863,397	412,950	(2,450,447)	-86%
4452	Specialty Food Stores	5,957,403	88,015	(5,869,388)	-99%
4453	Beer, Wine and Liquor Stores	13,690,471	650,000	(13,040,471)	-95%
446	Health and Personal Care Stores	26,862,779	3,007,478	(23,855,301)	-89%
44611	Pharmacies and Drug Stores	21,409,137	1,851,552	(19,557,585)	-91%
44612	Cosmetics, Beauty Supplies, Perfume Stores	1,857,562	739,822	(1,117,740)	-60%
44613	Optical Goods Stores	1,166,490	0	(1,166,490)	-100%
44619	Other Health and Personal Care Stores	2,429,589	416,104	(2,013,485)	-83%
447	Gasoline Stations	46,697,072	20,729,007	(25,968,065)	-56%
44711	Gasoline Stations With Conv Stores	34,329,998	18,036,933	(16,293,065)	-47%
44719	Other Gasoline Stations	12,367,074	2,692,074	(9,675,000)	-78%
448	Clothing and Clothing Accessories Stores	22,920,156	778,820	(22,141,336)	-97%
4481	Clothing Stores	15,763,771	778,820	(14,984,951)	-95%
44811	Men's Clothing Stores	660,097	0	(660,097)	-100%
44812	Women's Clothing Stores	3,195,720	0	(3,195,720)	-100%
44813	Childrens, Infants Clothing Stores	1,408,836	0	(1,408,836)	-100%
44814	Family Clothing Stores	8,654,435	778,820	(7,875,615)	-91%
44815	Clothing Accessories Stores	615,544	0	(615,544)	-100%
44819	Other Clothing Stores	1,229,139	0	(1,229,139)	-100%
4482	Shoe Stores	2,770,716	0	(2,770,716)	-100%
4483	Jewelry, Luggage, Leather Goods Stores	4,385,669	0	(4,385,669)	-100%
44831	Jewelry Stores	3,382,859	0	(3,382,859)	-100%
44832	Luggage and Leather Goods Stores	1,002,810	0	(1,002,810)	-100%

## Retail Trade Area | Gap/Opportunity Analysis Summary

Alton, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	9,814,652	998,713	(8,815,939)	-90%
4511	Sportng Goods, Hobby, Musical Inst Stores	8,960,744	998,713	(7,962,031)	-89%
45111	Sporting Goods Stores	5,053,210	378,584	(4,674,626)	-93%
45112	Hobby, Toys and Games Stores	2,542,174	620,129	(1,922,045)	-76%
45113	Sew/Needlework/Piece Goods Stores	706,993	0	(706,993)	-100%
45114	Musical Instrument and Supplies Stores	658,367	0	(658,367)	-100%
4512	Book, Periodical and Music Stores	853,908	0	(853,908)	-100%
45121	Book Stores and News Dealers	705,606	0	(705,606)	-100%
451211	Book Stores	599,188	0	(599,188)	-100%
451212	News Dealers and Newsstands	106,418	0	(106,418)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	148,302	0	(148,302)	-100%
452	General Merchandise Stores	67,389,598	8,250,953	(59,138,645)	-88%
4521	Department Stores Excl Leased Depts	30,572,834	0	(30,572,834)	-100%
4529	Other General Merchandise Stores	36,816,764	8,250,953	(28,565,811)	-78%
453	Miscellaneous Store Retailers	11,731,938	555,343	(11,176,595)	-95%
4531	Florists	426,805	0	(426,805)	-100%
4532	Office Supplies, Stationery, Gift Stores	5,410,571	129,603	(5,280,968)	-98%
45321	Office Supplies and Stationery Stores	2,135,638	0	(2,135,638)	-100%
45322	Gift, Novelty and Souvenir Stores	3,274,933	129,603	(3,145,330)	-96%
4533	Used Merchandise Stores	1,063,470	315,423	(748,047)	-70%
4539	Other Miscellaneous Store Retailers	4,831,093	110,317	(4,720,776)	-98%
454	Non-Store Retailers	41,876,804	82,299	(41,794,505)	-100%
722	Foodservice and Drinking Places	40,644,087	3,449,714	(37,194,373)	-92%
7221	Full-Service Restaurants	17,792,775	2,244,154	(15,548,621)	-87%
7222	Limited-Service Eating Places	16,823,957	1,028,000	(15,795,957)	-94%
7223	Special Foodservices	4,631,270	0	(4,631,270)	-100%
7224	Drinking Places -Alcoholic Beverages	1,396,085	177,560	(1,218,525)	-87%

## Retail Trade Area | Demographics

### Alton, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	57,362	
2015 Estimate	53,377	
2010 Census	49,217	
2000 Census	32,517	
Growth 2015-2020	7.47%	
Growth 2010-2015	8.45%	
Growth 2000-2010	51.36%	
2015 Est. Population by Single-Classification Race	53,377	
White Alone	50,833	95.23
Black or African American Alone	137	0.26
Amer. Indian and Alaska Native Alone	91	0.17
Asian Alone	57	0.11
Native Hawaiian and Other Pac. Isl. Alone	11	0.02
Some Other Race Alone	1,739	3.26
Two or More Races	510	0.96
2015 Est. Population by Hispanic or Latino Origin	53,377	
Not Hispanic or Latino	3,706	6.94
Hispanic or Latino:	49,671	93.06
Mexican	48,138	96.91
Puerto Rican	79	0.16
Cuban	21	0.04
All Other Hispanic or Latino	1,432	2.88

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	49,671	
White Alone	47,324	95.27
Black or African American Alone	52	0.10
American Indian and Alaska Native Alone	71	0.14
Asian Alone	16	0.03
Native Hawaiian and Other Pacific Islander Alone	11	0.02
Some Other Race Alone	1,730	3.48
Two or More Races	467	0.94
2015 Est. Pop by Race, Asian Alone, by Category	57	
Chinese, except Taiwanese	3	5.26
Filipino	29	50.88
Japanese	2	3.51
Asian Indian	1	1.75
Korean	6	10.53
Vietnamese	6	10.53
Cambodian	2	3.51
Hmong	0	0.00
Laotian	0	0.00
Thai	4	7.02
All Other Asian Races Including 2+ Category	4	7.02
2015 Est. Population by Ancestry	53,377	
Arab	79	0.15
Czech	0	0.00
Danish	0	0.00
Dutch	31	0.06
English	241	0.45
French (except Basque)	32	0.06
French Canadian	0	0.00
German	608	1.14
Greek	0	0.00

## Retail Trade Area | Demographics

### Alton, Texas

DESCRIPTION	DATA	%
Hungarian	1	0.00
Irish	91	0.17
Italian	29	0.05
Lithuanian	0	0.00
United States or American	237	0.44
Norwegian	15	0.03
Polish	53	0.10
Portuguese	5	0.01
Russian	3	0.01
Scottish	20	0.04
Scotch-Irish	0	0.00
Slovak	0	0.00
Subsaharan African	3	0.01
Swedish	0	0.00
Swiss	2	0.00
Ukrainian	0	0.00
Welsh	2	0.00
West Indian (except Hisp. groups)	0	0.00
Other ancestries	50,441	94.50
Ancestry Unclassified	1,486	2.78
2015 Est. Pop Age 5+ by Language Spoken at Home	48,395	
Speak Only English at Home	3,172	6.55
Speak Asian/Pac. Isl. Lang. at Home	78	0.16
Speak IndoEuropean Language at Home	32	0.07
Speak Spanish at Home	45,052	93.09
Speak Other Language at Home	61	0.13
2015 Est. Population by Sex	53,377	
Male	26,597	49.83
Female	26,780	50.17

DESCRIPTION	DATA	%
2015 Est. Population by Age	53,377	
Age 0 - 4	4,982	9.33
Age 5 - 9	5,855	10.97
Age 10 - 14	5,745	10.76
Age 15 - 17	3,240	6.07
Age 18 - 20	2,841	5.32
Age 21 - 24	3,553	6.66
Age 25 - 34	7,328	13.73
Age 35 - 44	7,174	13.44
Age 45 - 54	5,779	10.83
Age 55 - 64	3,672	6.88
Age 65 - 74	2,046	3.83
Age 75 - 84	898	1.68
Age 85 and over	264	0.49
Age 16 and over	35,728	66.94
Age 18 and over	33,554	62.86
Age 21 and over	30,713	57.54
Age 65 and over	3,208	6.01
2015 Est. Median Age	25.6	
2015 Est. Average Age	29.4	

## Retail Trade Area | Demographics

### Alton, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	26,597	
Age 0 - 4	2,536	9.53
Age 5 - 9	3,046	11.45
Age 10 - 14	2,945	11.07
Age 15 - 17	1,624	6.11
Age 18 - 20	1,450	5.45
Age 21 - 24	1,817	6.83
Age 25 - 34	3,634	13.66
Age 35 - 44	3,426	12.88
Age 45 - 54	2,793	10.50
Age 55 - 64	1,796	6.75
Age 65 - 74	1,004	3.77
Age 75 - 84	413	1.55
Age 85 and over	111	0.42
2015 Est. Median Age, Male	24.7	
2015 Est. Average Age, Male	28.8	
2015 Est. Female Population by Age	26,780	
Age 0 - 4	2,445	9.13
Age 5 - 9	2,809	10.49
Age 10 - 14	2,800	10.46
Age 15 - 17	1,616	6.03
Age 18 - 20	1,391	5.19
Age 21 - 24	1,735	6.48
Age 25 - 34	3,693	13.79
Age 35 - 44	3,748	14.00
Age 45 - 54	2,986	11.15
Age 55 - 64	1,876	7.01
Age 65 - 74	1,041	3.89
Age 75 - 84	485	1.81
Age 85 and over	153	0.57

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	26.6	
2015 Est. Average Age, Female	29.9	
2015 Est. Pop Age 15+ by Marital Status	36,795	
Total, Never Married	11,389	30.95
Males, Never Married	6,077	16.52
Females, Never Married	5,312	14.44
Married, Spouse present	18,538	50.38
Married, Spouse absent	3,591	9.76
Widowed	1,371	3.73
Males Widowed	346	0.94
Females Widowed	1,025	2.79
Divorced	1,905	5.18
Males Divorced	624	1.70
Females Divorced	1,281	3.48
2015 Est. Pop Age 25+ by Edu. Attainment	27,160	
Less than 9th grade	9,527	35.08
Some High School, no diploma	5,745	21.15
High School Graduate (or GED)	5,226	19.24
Some College, no degree	3,736	13.76
Associate Degree	1,200	4.42
Bachelor's Degree	1,217	4.48
Master's Degree	371	1.37
Professional School Degree	96	0.35
Doctorate Degree	41	0.15
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	24,876	
No High School Diploma	14,276	57.39
High School Graduate	4,726	19.00
Some College or Associate's Degree	4,444	17.86
Bachelor's Degree or Higher	1,430	5.75

## Retail Trade Area | Demographics

### Alton, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	13,434	
2015 Estimate	12,521	
2010 Census	11,628	
2000 Census	7,600	
Growth 2015-2020	7.29%	
Growth 2010-2015	7.68%	
Growth 2000-2010	53.00%	
2015 Est. Households by Household Type	12,521	
Family Households	11,374	90.84
Nonfamily Households	1,147	9.16
2015 Est. Group Quarters Population	0	
2015 HHs by Ethnicity, Hispanic/Latino	11,370	90.81
2015 Est. Households by HH Income	12,521	
Income < \$15,000	3,751	29.96
Income \$15,000 - \$24,999	2,848	22.75
Income \$25,000 - \$34,999	1,473	11.76
Income \$35,000 - \$49,999	1,566	12.51
Income \$50,000 - \$74,999	1,367	10.92
Income \$75,000 - \$99,999	673	5.37
Income \$100,000 - \$124,999	375	2.99
Income \$125,000 - \$149,999	181	1.45
Income \$150,000 - \$199,999	164	1.31
Income \$200,000 - \$249,999	50	0.40
Income \$250,000 - \$499,999	54	0.43
Income \$500,000+	20	0.16

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$37,889	
2015 Est. Median Household Income	\$23,812	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	23,896	
Black or African American Alone	42,785	
American Indian and Alaska Native Alone	18,879	
Asian Alone	94,732	
Native Hawaiian and Other Pacific Islander Alone	50,000	
Some Other Race Alone	19,118	
Two or More Races	26,362	
Hispanic or Latino	23,156	
Not Hispanic or Latino	33,361	
2015 Est. Family HH Type by Presence of Own Child.	11,374	
Married-Couple Family, own children	5,712	50.22
Married-Couple Family, no own children	2,789	24.52
Male Householder, own children	325	2.86
Male Householder, no own children	390	3.43
Female Householder, own children	1,389	12.21
Female Householder, no own children	770	6.77
2015 Est. Households by Household Size	12,521	
1-person	968	7.73
2-person	1,867	14.91
3-person	1,934	15.45
4-person	2,463	19.67
5-person	2,396	19.14
6-person	1,358	10.85
7-or-more-person	1,535	12.26

## Retail Trade Area | Demographics

### Alton, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	4.26	
2015 Est. Households by Presence of People Under 18	12,521	
Households with 1 or More People under Age 18:	8,491	67.81
Married-Couple Family	6,315	74.37
Other Family, Male Householder	453	5.34
Other Family, Female Householder	1,706	20.09
Nonfamily, Male Householder	13	0.15
Nonfamily, Female Householder	5	0.06
Households with No People under Age 18:	4,030	32.19
Married-Couple Family	2,184	54.19
Other Family, Male Householder	264	6.55
Other Family, Female Householder	454	11.27
Nonfamily, Male Householder	665	16.50
Nonfamily, Female Householder	462	11.46
2015 Est. Households by Number of Vehicles	12,521	
No Vehicles	822	6.56
1 Vehicle	4,516	36.07
2 Vehicles	4,646	37.11
3 Vehicles	1,773	14.16
4 Vehicles	611	4.88
5 or more Vehicles	153	1.22
2015 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	12,207	
2015 Estimate	11,374	
2010 Census	10,557	
2000 Census	7,006	
Growth 2015-2020	7.33%	
Growth 2010-2015	7.73%	
Growth 2000-2010	50.70%	
2015 Est. Families by Poverty Status	11,374	
2015 Families at or Above Poverty	6,147	54.04
2015 Families at or Above Poverty with Children	3,817	33.56
2015 Families Below Poverty	5,227	45.96
2015 Families Below Poverty with Children	4,387	38.57
2015 Est. Pop Age 16+ by Employment Status	35,728	
In Armed Forces	16	0.04
Civilian - Employed	18,476	51.71
Civilian - Unemployed	1,778	4.98
Not in Labor Force	15,458	43.27
2015 Est. Civ. Employed Pop 16+ by Class of Worker	18,722	
For-Profit Private Workers	12,148	64.89
Non-Profit Private Workers	591	3.16
Local Government Workers	787	4.20
State Government Workers	1,321	7.06
Federal Government Workers	164	0.88
Self-Employed Workers	3,671	19.61
Unpaid Family Workers	40	0.21

## Retail Trade Area | Demographics

### Alton, Texas

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	18,722	
Architect/Engineer	54	0.29
Arts/Entertainment/Sports	152	0.81
Building Grounds Maintenance	2,031	10.85
Business/Financial Operations	201	1.07
Community/Social Services	170	0.91
Computer/Mathematical	113	0.60
Construction/Extraction	2,381	12.72
Education/Training/Library	923	4.93
Farming/Fishing/Forestry	660	3.53
Food Prep/Serving	1,193	6.37
Health Practitioner/Technician	387	2.07
Healthcare Support	1,041	5.56
Maintenance Repair	845	4.51
Legal	72	0.38
Life/Physical/Social Science	24	0.13
Management	921	4.92
Office/Admin. Support	1,794	9.58
Production	748	4.00
Protective Services	265	1.42
Sales/Related	2,297	12.27
Personal Care/Service	845	4.51
Transportation/Moving	1,606	8.58
2015 Est. Pop 16+ by Occupation Classification	18,722	
Blue Collar	5,580	29.80
White Collar	7,106	37.96
Service and Farm	6,035	32.23

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	18,544	
Drove Alone	12,976	69.97
Car Pooled	2,414	13.02
Public Transportation	24	0.13
Walked	79	0.43
Bicycle	2	0.01
Other Means	1,848	9.97
Worked at Home	1,202	6.48
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	3,475	
15 - 29 Minutes	7,363	
30 - 44 Minutes	4,801	
45 - 59 Minutes	830	
60 or more Minutes	814	
2015 Est. Avg. Travel Time to Work in Minutes	27.19	
2015 Est. Occupied Housing Units by Tenure	12,521	
Owner Occupied	9,678	77.29
Renter Occupied	2,843	22.71
2015 Owner Occ. HUs: Avg. Length of Residence	13.1	
2015 Renter Occ. HUs: Avg. Length of Residence	6.8	

## Retail Trade Area | Demographics

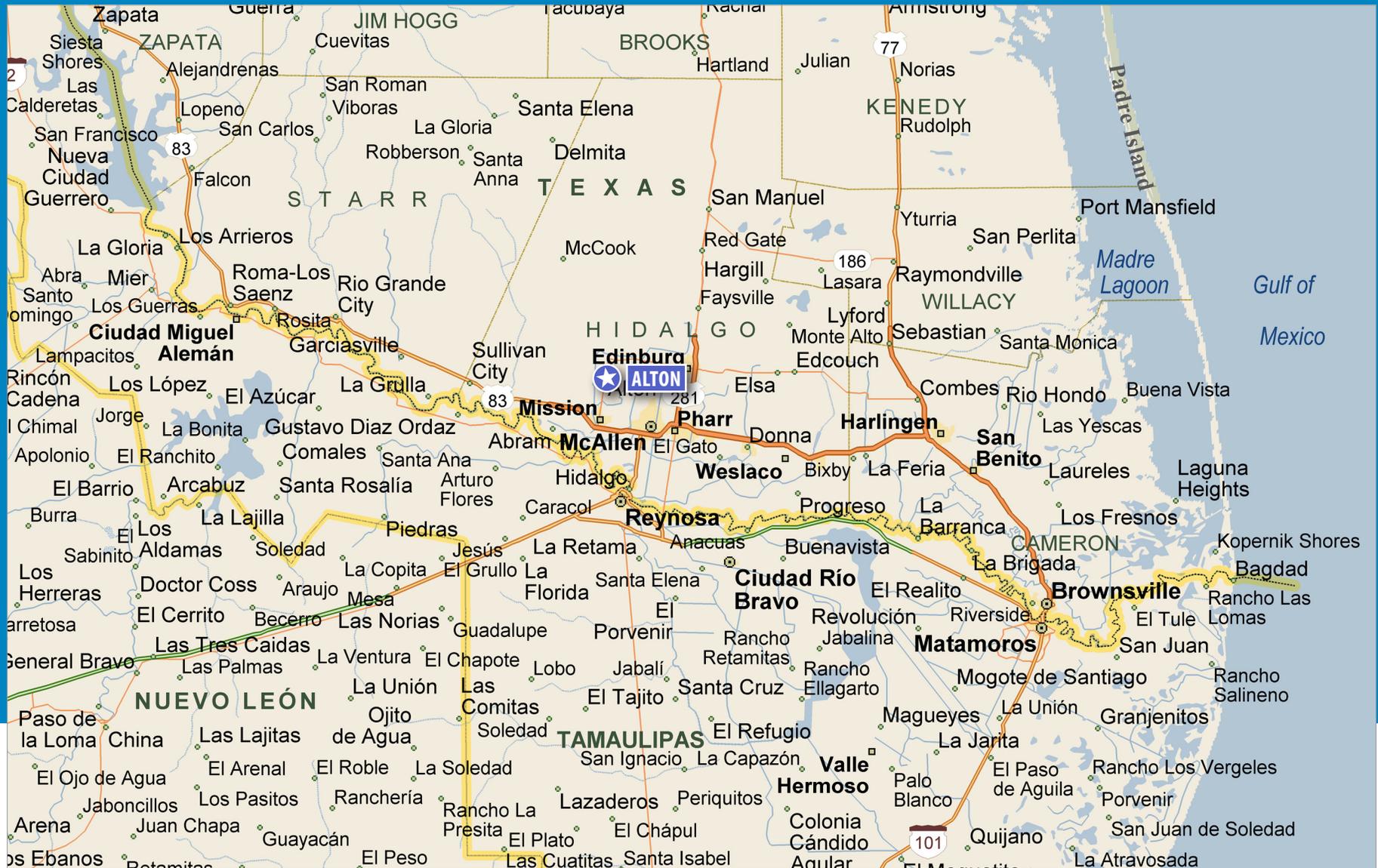
### Alton, Texas

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	9,678	
Value Less than \$20,000	483	4.99
Value \$20,000 - \$39,999	2,177	22.49
Value \$40,000 - \$59,999	2,055	21.23
Value \$60,000 - \$79,999	1,397	14.43
Value \$80,000 - \$99,999	1,005	10.38
Value \$100,000 - \$149,999	1,186	12.25
Value \$150,000 - \$199,999	626	6.47
Value \$200,000 - \$299,999	422	4.36
Value \$300,000 - \$399,999	148	1.53
Value \$400,000 - \$499,999	38	0.39
Value \$500,000 - \$749,999	83	0.86
Value \$750,000 - \$999,999	34	0.35
Value \$1,000,000 or more	24	0.25
2015 Est. Median All Owner-Occupied Housing Value	\$61,776	
2015 Est. Housing Units by Units in Structure	13,456	
1 Unit Attached	77	0.57
1 Unit Detached	9,501	70.61
2 Units	158	1.17
3 or 4 Units	407	3.02
5 to 19 Units	273	2.03
20 to 49 Units	50	0.37
50 or More Units	60	0.45
Mobile Home or Trailer	2,842	21.12
Boat, RV, Van, etc.	90	0.67

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	13,456	
Housing Units Built 2010 or later	1,104	8.20
Housing Units Built 2000 to 2009	4,154	30.87
Housing Units Built 1990 to 1999	3,517	26.14
Housing Units Built 1980 to 1989	2,817	20.93
Housing Units Built 1970 to 1979	881	6.55
Housing Units Built 1960 to 1969	420	3.12
Housing Units Built 1950 to 1959	174	1.29
Housing Units Built 1940 to 1949	201	1.49
Housing Unit Built 1939 or Earlier	188	1.40
2015 Est. Median Year Structure Built**	1996	

# Location Map

Alton, Texas



## Contact Information

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## Community Demographics

### Alton, Texas

DESCRIPTION	DATA
<b>People QuickFacts</b>	
Population, 2013 estimate	15,050
Population, 2010 (April 1) estimates base	13,946
Population, percent change - April 1, 2010 to July 1, 2013	7.9%
Population, 2010	12,341
Persons under 5 years, percent, 2010	10.8%
Persons under 18 years, percent, 2010	37.8%
Persons 65 years and over, percent, 2010	5.9%
Female persons, percent, 2010	51.0%
White alone, percent, 2010	97.0%
Black or African American alone, percent, 2010	0.2%
American Indian and Alaska Native alone, percent, 2010	0.1%
Asian alone, percent, 2010	0.1%
Native Hawaiian and Other Pacific Islander alone, percent, 2010	0.1%
Two or More Races, percent, 2010	0.8%
Hispanic or Latino, percent, 2010	93.6%
White alone, not Hispanic or Latino, percent, 2010	6.1%
Living in same house 1 year & over, percent, 2009-2013	84.8%
Foreign born persons, percent, 2009-2013	37.8%
Language other than English spoken at home, pct age 5+, 2009-2013	94.0%
High school graduate or higher, percent of persons age 25+, 2009-2013	45.8%
Bachelor's degree or higher, percent of persons age 25+, 2009-2013	3.7%
Veterans, 2009-2013	166
Mean travel time to work (minutes), workers age 16+, 2009-2013	22.9

DESCRIPTION	DATA
Housing units, 2010	3,317
Homeownership rate, 2009-2013	65.6%
Housing units in multi-unit structures, percent, 2009-2013	18.2%
Median value of owner-occupied housing units, 2009-2013	\$55,000
Households, 2009-2013	3,665
Persons per household, 2009-2013	3.85
Per capita money income in past 12 months (2013 dollars), 2009-2013	\$9,340
Median household income, 2009-2013	\$26,301
Persons below poverty level, percent, 2009-2013	41.4%
<b>Business QuickFacts</b>	
Total number of firms, 2007	749
Black-owned firms, percent, 2007	<100
American Indian- and Alaska Native-owned firms, percent, 2007	<100
Asian-owned firms, percent, 2007	<100
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	<100
Hispanic-owned firms, percent, 2007	63.2%
Women-owned firms, percent, 2007	29.5%
Manufacturers shipments, 2007 (\$1000)	0
Retail sales, 2007 (\$1000)	36,512
Retail sales per capita, 2007	\$3,466
<b>Geography QuickFacts</b>	
Land area in square miles, 2010	5.88
Persons per square mile, 2010	2,098.5



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

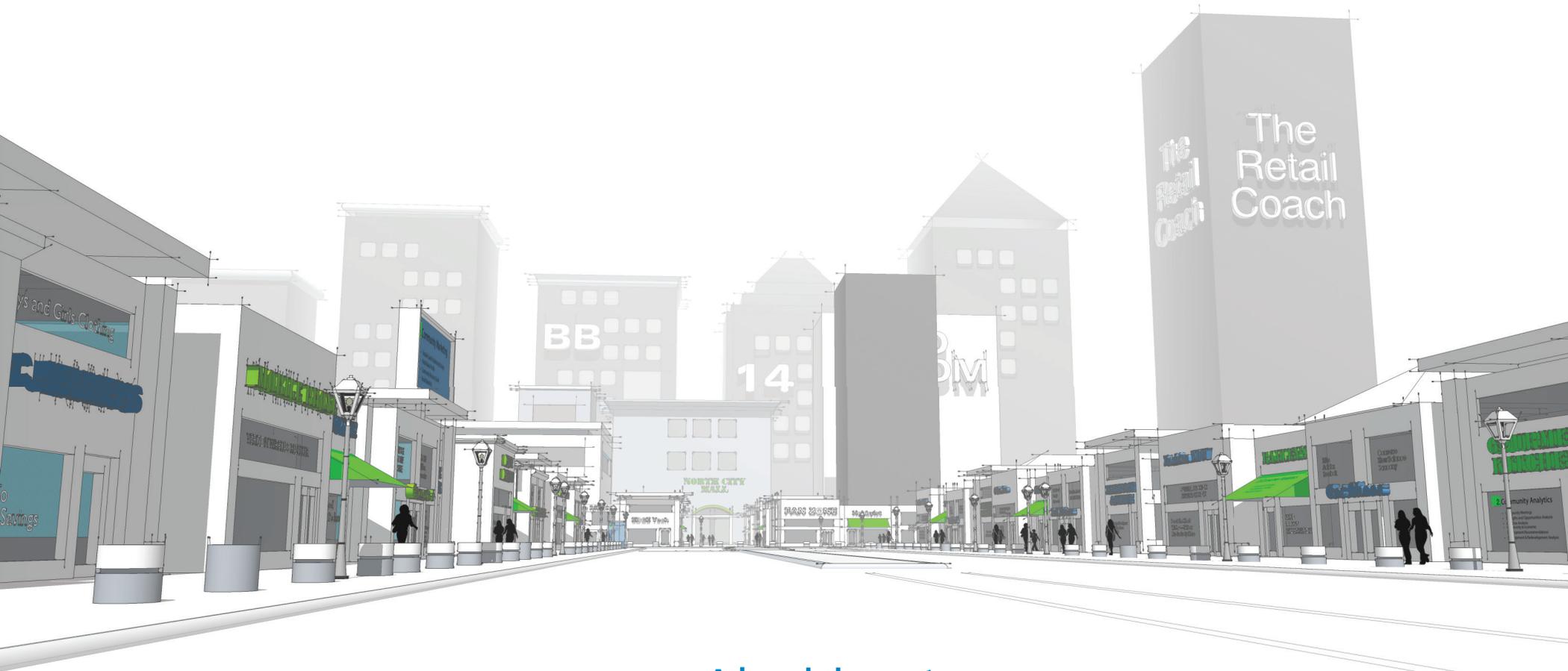
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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

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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 2014/2015, ESRI 2014, 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.