



PRIMARY RETAIL TRADE AREA DEMOGRAPHICS Montgomery, Texas

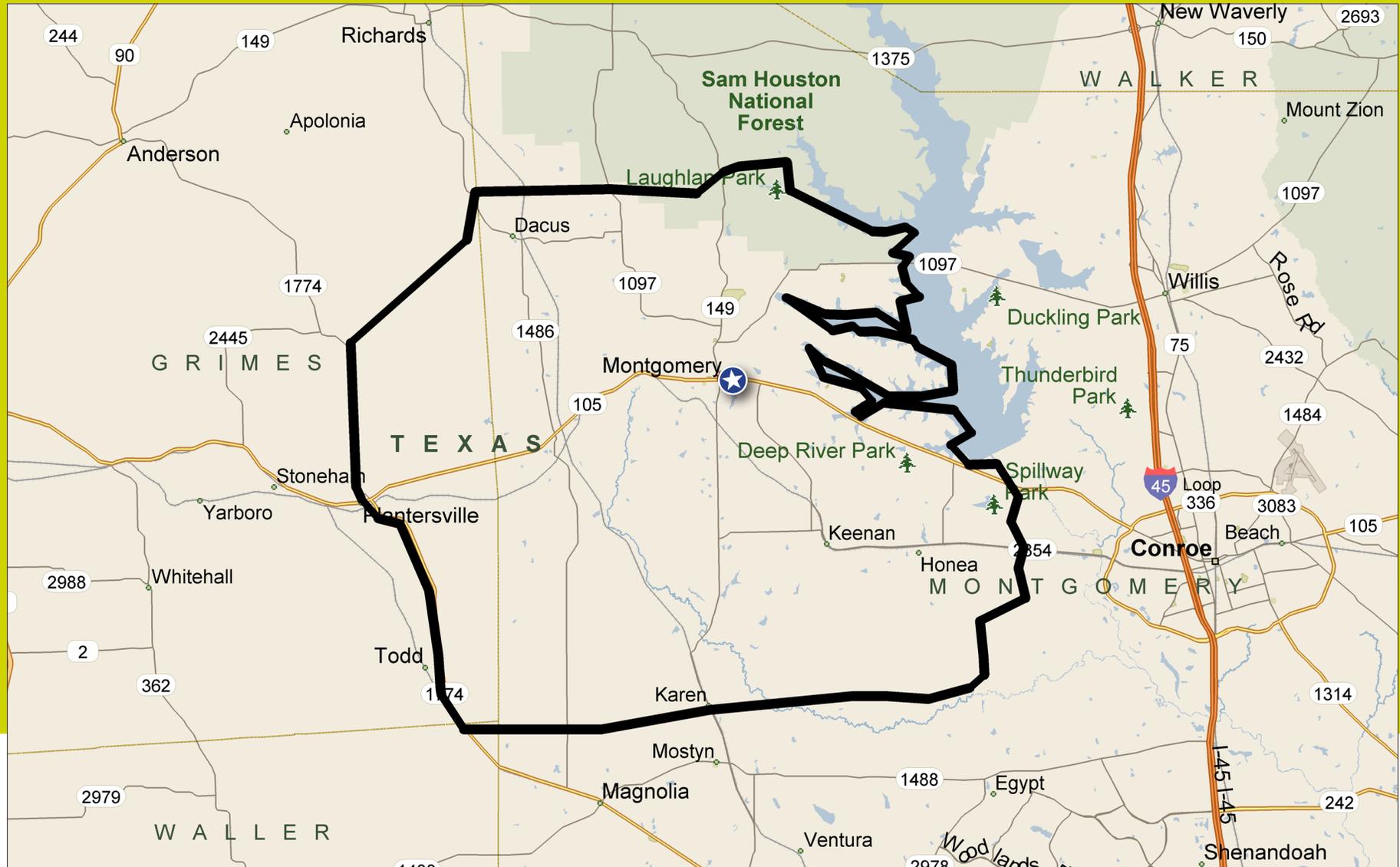


Prepared for
City of Montgomery
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PRIMARY RETAIL TRADE AREA

Montgomery, Texas



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PRIMARY RETAIL TRADE AREA | DEMOGRAPHICS

Montgomery, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	51,511	
2014 Estimate	45,799	
2010 Census	40,837	
2000 Census	24,822	
Growth 2014-2019	12.47%	
Growth 2010-2014	12.15%	
Growth 2000-2010	64.52%	
2014 Est. Pop by Single Race Class	45,799	
White Alone	41,384	90.36
Black or African American Alone	1,518	3.31
Amer. Indian and Alaska Native Alone	241	0.53
Asian Alone	466	1.02
Native Hawaiian and Other Pac. Isl. Alone	20	0.04
Some Other Race Alone	1,231	2.69
Two or More Races	939	2.05
2014 Est. Pop Hisp or Latino by Origin	45,799	
Not Hispanic or Latino	41,440	90.48
Hispanic or Latino:	4,359	9.52
Mexican	3,372	77.36
Puerto Rican	116	2.66
Cuban	109	2.50
All Other Hispanic or Latino	762	17.48

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	4,359	
White Alone	2,824	64.79
Black or African American Alone	36	0.83
American Indian and Alaska Native Alone	40	0.92
Asian Alone	7	0.16
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	1,191	27.32
Two or More Races	261	5.99
2014 Est. Pop. Asian Alone Race by Cat	466	
Chinese, except Taiwanese	143	30.69
Filipino	48	10.30
Japanese	133	28.54
Asian Indian	32	6.87
Korean	18	3.86
Vietnamese	12	2.58
Cambodian	9	1.93
Hmong	0	0.00
Laotian	10	2.15
Thai	11	2.36
All Other Asian Races Including 2+ Category	49	10.52

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DESCRIPTION	DATA	%
2014 Est. Population by Ancestry	45,799	
Pop, Arab	219	0.48
Pop, Czech	191	0.42
Pop, Danish	373	0.81
Pop, Dutch	451	0.98
Pop, English	5,049	11.02
Pop, French (except Basque)	1,068	2.33
Pop, French Canadian	86	0.19
Pop, German	7,545	16.47
Pop, Greek	12	0.03
Pop, Hungarian	35	0.08
Pop, Irish	3,803	8.30
Pop, Italian	902	1.97
Pop, Lithuanian	65	0.14
Pop, United States or American	4,204	9.18
Pop, Norwegian	127	0.28
Pop, Polish	820	1.79
Pop, Portuguese	67	0.15
Pop, Russian	122	0.27
Pop, Scottish	866	1.89
Pop, Scotch-Irish	494	1.08
Pop, Slovak	64	0.14
Pop, Sub-Saharan African	61	0.13
Pop, Swedish	561	1.22
Pop, Swiss	21	0.05
Pop, Ukrainian	13	0.03
Pop, Welsh	95	0.21
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	11,628	25.39
Pop, Ancestry Unclassified	6,859	14.98

DESCRIPTION	DATA	%
2014 Est. Pop Age 5+ by Language Spoken At Home	43,368	
Speak Only English at Home	39,812	91.80
Speak Asian/Pac. Isl. Lang. at Home	197	0.45
Speak IndoEuropean Language at Home	260	0.60
Speak Spanish at Home	2,864	6.60
Speak Other Language at Home	235	0.54
2014 Est. Population by Sex	45,799	
Male	22,638	49.43
Female	23,161	50.57
2014 Est. Population by Age	45,799	
Age 0 - 4	2,431	5.31
Age 5 - 9	2,579	5.63
Age 10 - 14	3,123	6.82
Age 15 - 17	2,029	4.43
Age 18 - 20	1,714	3.74
Age 21 - 24	1,960	4.28
Age 25 - 34	3,957	8.64
Age 35 - 44	5,490	11.99
Age 45 - 54	6,625	14.47
Age 55 - 64	7,223	15.77
Age 65 - 74	5,722	12.49
Age 75 - 84	2,331	5.09
Age 85 and over	616	1.35
Age 16 and over	36,999	80.79
Age 18 and over	35,636	77.81
Age 21 and over	33,923	74.07
Age 65 and over	8,669	18.93
2014 Est. Median Age	44.3	
2014 Est. Average Age	41.90	

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DESCRIPTION	DATA	%
2014 Est. Male Population by Age	22,638	
Age 0 - 4	1,244	5.50
Age 5 - 9	1,308	5.78
Age 10 - 14	1,609	7.11
Age 15 - 17	1,038	4.59
Age 18 - 20	892	3.94
Age 21 - 24	1,016	4.49
Age 25 - 34	1,964	8.68
Age 35 - 44	2,673	11.81
Age 45 - 54	3,185	14.07
Age 55 - 64	3,451	15.24
Age 65 - 74	2,847	12.58
Age 75 - 84	1,167	5.16
Age 85 and over	242	1.07
2014 Est. Median Age, Male	43.4	
2014 Est. Average Age, Male	41.40	
2014 Est. Female Population by Age	23,161	
Age 0 - 4	1,187	5.12
Age 5 - 9	1,271	5.49
Age 10 - 14	1,515	6.54
Age 15 - 17	991	4.28
Age 18 - 20	821	3.54
Age 21 - 24	944	4.08
Age 25 - 34	1,993	8.60
Age 35 - 44	2,817	12.16
Age 45 - 54	3,440	14.85
Age 55 - 64	3,771	16.28
Age 65 - 74	2,875	12.41
Age 75 - 84	1,164	5.03
Age 85 and over	374	1.61

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	45.1	
2014 Est. Average Age, Female	42.50	
2014 Est. Pop Age 15+ by Marital Status	37,665	
Total, Never Married	7,734	20.53
Males, Never Married	4,207	11.17
Females, Never Married	3,527	9.36
Married, Spouse present	22,544	59.85
Married, Spouse absent	2,021	5.37
Widowed	1,949	5.17
Males Widowed	323	0.86
Females Widowed	1,626	4.32
Divorced	3,416	9.07
Males Divorced	1,645	4.37
Females Divorced	1,771	4.70
2014 Est. Pop. Age 25+ by Edu. Attainment	31,963	
Less than 9th grade	922	2.88
Some High School, no diploma	1,933	6.05
High School Graduate (or GED)	8,053	25.19
Some College, no degree	8,299	25.96
Associate Degree	2,269	7.10
Bachelor's Degree	6,857	21.45
Master's Degree	1,965	6.15
Professional School Degree	1,091	3.41
Doctorate Degree	574	1.80
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	2,241	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	591	26.37
CY Pop 25+, Hisp/Lat, High School Graduate	452	20.17
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	560	24.99
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	638	28.47

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DESCRIPTION	DATA	%
Households		
2019 Projection	20,162	
2014 Estimate	17,898	
2010 Census	15,901	
2000 Census	9,762	
Growth 2014-2019	12.65%	
Growth 2010-2014	12.56%	
Growth 2000-2010	62.89%	
2014 Est. Households by Household Type	17,898	
Family Households	13,608	76.03
Nonfamily Households	4,290	23.97
2014 Est. Group Quarters Population	35	
2014 HHs by Ethnicity, Hispanic/Latino	1,157	6.46
2014 Est. HHs by HH Income	17,898	
CY HHs, Inc Less Than \$15,000	1,732	9.68
CY HHs, Inc \$15,000 - \$24,999	1,424	7.96
CY HHs, Inc \$25,000 - \$34,999	1,432	8.00
CY HHs, Inc \$35,000 - \$49,999	1,848	10.33
CY HHs, Inc \$50,000 - \$74,999	2,975	16.62
CY HHs, Inc \$75,000 - \$99,999	2,571	14.36
CY HHs, Inc \$100,000 - \$124,999	1,862	10.40
CY HHs, Inc \$125,000 - \$149,999	942	5.26
CY HHs, Inc \$150,000 - \$199,999	1,143	6.39
CY HHs, Inc \$200,000 - \$249,999	483	2.70
CY HHs, Inc \$250,000 - \$499,999	891	4.98
CY HHs, Inc \$500,000+	595	3.32

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$101,943	
2014 Est. Median Household Income	\$71,120	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	72,274	
Black or African American Alone	34,919	
American Indian and Alaska Native Alone	47,609	
Asian Alone	138,609	
Native Hawaiian and Other Pacific Islander Alone	43,642	
Some Other Race Alone	71,762	
Two or More Races	65,613	
Hispanic or Latino	51,532	
Not Hispanic or Latino	72,789	
2014 Est. Family HH Type, Presence Own Children	13,608	
Married-Couple Family, own children	4,039	29.68
Married-Couple Family, no own children	7,368	54.14
Male Householder, own children	358	2.63
Male Householder, no own children	341	2.51
Female Householder, own children	852	6.26
Female Householder, no own children	652	4.79

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DESCRIPTION	DATA	%
2014 Est. Households by Household Size	17,898	
1-person household	3,631	20.29
2-person household	7,339	41.00
3-person household	2,830	15.81
4-person household	2,414	13.49
5-person household	1,114	6.22
6-person household	387	2.16
7 or more person household	182	1.02
2014 Est. Average Household Size	2.56	
2014 Est. Households by Presence of People	17,898	
Households with 1 or more People under Age 18:	5,841	32.63
Married-Couple Family	4,329	74.11
Other Family, Male Householder	431	7.38
Other Family, Female Householder	1,020	17.46
Nonfamily, Male Householder	52	0.89
Nonfamily, Female Householder	9	0.15
Households no People under Age 18:	12,057	67.37
Married-Couple Family	7,074	58.67
Other Family, Male Householder	266	2.21
Other Family, Female Householder	487	4.04
Nonfamily, Male Householder	2,091	17.34
Nonfamily, Female Householder	2,140	17.75

DESCRIPTION	DATA	%
2014 Est. Households by Number of Vehicles	17,898	
No Vehicles	414	2.31
1 Vehicle	4,839	27.04
2 Vehicles	8,527	47.64
3 Vehicles	3,167	17.69
4 Vehicles	818	4.57
5 or more Vehicles	134	0.75
2014 Est. Average Number of Vehicles	1.98	
Family Households		
2019 Projection	15,349	
2014 Estimate	13,608	
2010 Census	12,071	
2000 Census	7,482	
Growth 2014-2019	12.79%	
Growth 2010-2014	12.74%	
Growth 2000-2010	61.33%	
2014 Est. Families by Poverty Status	13,608	
2014 Families at or Above Poverty	12,635	92.85
2014 Families at or Above Poverty with Children	4,350	31.97
2014 Families Below Poverty		
2014 Families Below Poverty with Children	974	7.16
2014 Est. Pop Age 16+ by Employment Status	36,999	
In Armed Forces	6	0.02
Civilian - Employed	21,251	57.44
Civilian - Unemployed	1,943	5.25
Not in Labor Force	13,799	37.30

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DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ Class of Worker	21,773	
For-Profit Private Workers	14,922	68.53
Non-Profit Private Workers	622	2.86
Local Government Workers	2,453	11.27
State Government Workers	772	3.55
Federal Government Workers	191	0.88
Self-Emp Workers	2,802	12.87
Unpaid Family Workers	12	0.06
2014 Est. Civ Employed Pop 16+ by Occupation	21,773	
Architect/Engineer	340	1.56
Arts/Entertain/Sports	130	0.60
Building Grounds Maint	544	2.50
Business/Financial Ops	1,253	5.75
Community/Soc Svcs	84	0.39
Computer/Mathematical	284	1.30
Construction/Extraction	1,381	6.34
Edu/Training/Library	1,751	8.04
Farm/Fish/Forestry	11	0.05
Food Prep/Serving	1,109	5.09
Health Practitioner/Tec	1,525	7.00
Healthcare Support	270	1.24
Maintenance Repair	755	3.47
Legal	145	0.67
Life/Phys/Soc Science	126	0.58
Management	2,850	13.09
Office/Admin Support	2,663	12.23
Production	1,062	4.88
Protective Svcs	405	1.86
Sales/Related	2,587	11.88
Personal Care/Svc	829	3.81
Transportation/Moving	1,667	7.66

DESCRIPTION	DATA	%
2014 Est. Pop 16+ by Occupation Classification	21,773	
Blue Collar	4,865	22.34
White Collar	13,740	63.11
Service and Farm	3,168	14.55
2014 Est. Workers Age 16+, Transp. To Work	21,229	
Drove Alone	17,343	81.69
Car Pooled	2,113	9.95
Public Transportation	11	0.05
Walked	182	0.86
Bicycle	0	0.00
Other Means	470	2.21
Worked at Home	1,110	5.23
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	3,967	
15 - 29 Minutes	5,256	
30 - 44 Minutes	3,686	
45 - 59 Minutes	2,954	
60 or more Minutes	4,197	
2014 Est. Avg Travel Time to Work in Minutes	38.62	
2014 Est. Tenure of Occupied Housing Units	17,898	
Owner Occupied	15,132	84.55
Renter Occupied	2,765	15.45
2014 Owner Occ. HUs: Avg. Length of Residence	11.4	
2014 Renter Occ. HUs: Avg. Length of Residence	6.3	

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DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	15,132	
Value Less than \$20,000	243	1.61
Value \$20,000 - \$39,999	532	3.52
Value \$40,000 - \$59,999	530	3.50
Value \$60,000 - \$79,999	675	4.46
Value \$80,000 - \$99,999	699	4.62
Value \$100,000 - \$149,999	2,071	13.69
Value \$150,000 - \$199,999	2,379	15.72
Value \$200,000 - \$299,999	2,832	18.72
Value \$300,000 - \$399,999	1,762	11.64
Value \$400,000 - \$499,999	1,092	7.22
Value \$500,000 - \$749,999	1,195	7.90
Value \$750,000 - \$999,999	536	3.54
Value \$1,000,000 or more	587	3.88
2014 Est. Median All Owner-Occupied Housing Value	\$215,462	
2014 Est. Housing Units by Units in Structure	20,739	
1 Unit Attached	963	4.64
1 Unit Detached	15,467	74.58
2 Units	232	1.12
3 or 4 Units	365	1.76
5 to 19 Units	919	4.43
20 to 49 Units	186	0.90
50 or More Units	307	1.48
Mobile Home or Trailer	2,210	10.66
Boat, RV, Van, etc.	90	0.43

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	20,739	
Housing Unit Built 2005 or later	3,541	17.07
Housing Unit Built 2000 to 2004	4,342	20.94
Housing Unit Built 1990 to 1999	5,157	24.87
Housing Unit Built 1980 to 1989	2,804	13.52
Housing Unit Built 1970 to 1979	3,655	17.62
Housing Unit Built 1960 to 1969	588	2.84
Housing Unit Built 1950 to 1959	202	0.97
Housing Unit Built 1940 to 1949	187	0.90
Housing Unit Built 1939 or Earlier	262	1.26
2014 Est. Median Year Structure Built	1995	



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 2013/2014, ESRI 2012/2013, U.S. Census Bureau, Economy.com, 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.