



# PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

## Montgomery, Texas

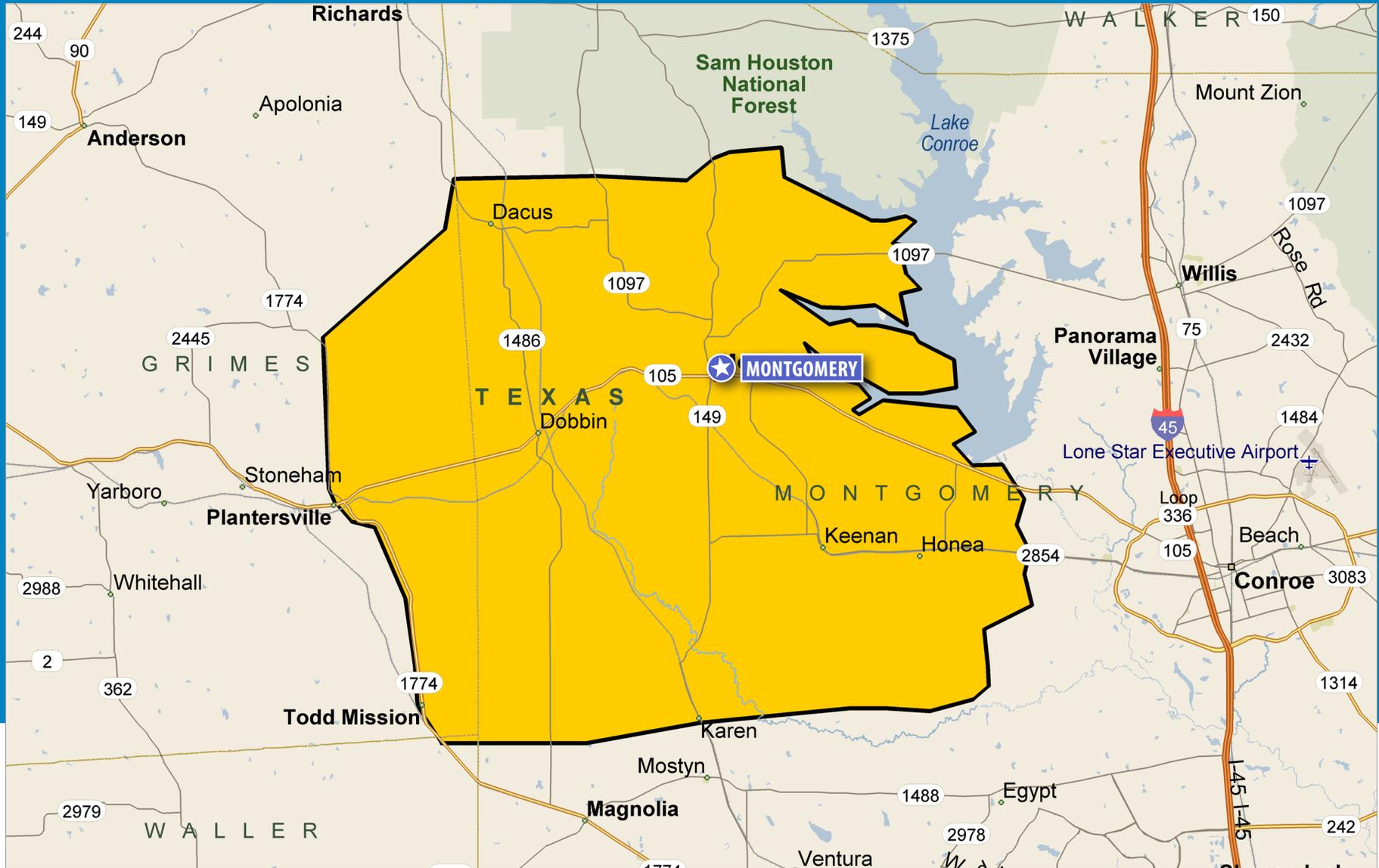


Prepared for  
City of Montgomery  
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# Primary Retail Trade Area

## Montgomery, Texas



### Contact Information

**Shannan Reid**  
City of Montgomery  
101 Old Plantersville Rd.  
Montgomery, Texas 77356

Phone 936.597.5004  
experiencemontgomery@gmail.com  
www.experiencemontgomery.com

## Primary Retail Trade Area | Demographics

### Montgomery, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	52,007	
2015 Estimate	46,805	
2010 Census	40,595	
2000 Census	24,739	
Growth 2015-2020	11.11%	
Growth 2010-2015	15.30%	
Growth 2000-2010	64.09%	
2015 Est. Population by Single-Classification Race	46,805	
White Alone	42,533	90.87
Black or African American Alone	1,368	2.92
Amer. Indian and Alaska Native Alone	232	0.50
Asian Alone	499	1.07
Native Hawaiian and Other Pac. Isl. Alone	21	0.04
Some Other Race Alone	1,224	2.62
Two or More Races	928	1.98
2015 Est. Population by Hispanic or Latino Origin	46,805	
Not Hispanic or Latino	42,465	90.73
Hispanic or Latino:	4,340	9.27
Mexican	3,359	77.40
Puerto Rican	116	2.67
Cuban	110	2.53
All Other Hispanic or Latino	755	17.40

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	4,340	
White Alone	2,817	64.91
Black or African American Alone	33	0.76
American Indian and Alaska Native Alone	39	0.90
Asian Alone	6	0.14
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	1,185	27.30
Two or More Races	260	5.99
2015 Est. Pop by Race, Asian Alone, by Category	499	
Chinese, except Taiwanese	98	19.64
Filipino	94	18.84
Japanese	195	39.08
Asian Indian	28	5.61
Korean	19	3.81
Vietnamese	10	2.00
Cambodian	10	2.00
Hmong	0	0.00
Laotian	5	1.00
Thai	8	1.60
All Other Asian Races Including 2+ Category	31	6.21
2015 Est. Population by Ancestry	46,805	
Arab	184	0.39
Czech	316	0.68
Danish	180	0.38
Dutch	234	0.50
English	4,886	10.44
French (except Basque)	959	2.05
French Canadian	97	0.21
German	7,376	15.76
Greek	84	0.18

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DESCRIPTION	DATA	%
Hungarian	81	0.17
Irish	3,655	7.81
Italian	969	2.07
Lithuanian	30	0.06
United States or American	4,792	10.24
Norwegian	181	0.39
Polish	1,150	2.46
Portuguese	152	0.32
Russian	216	0.46
Scottish	844	1.80
Scotch-Irish	639	1.37
Slovak	77	0.16
Subsaharan African	57	0.12
Swedish	420	0.90
Swiss	27	0.06
Ukrainian	17	0.04
Welsh	152	0.32
West Indian (except Hisp. groups)	1	0.00
Other ancestries	12,293	26.26
Ancestry Unclassified	6,735	14.39
2015 Est. Pop Age 5+ by Language Spoken at Home	44,342	
Speak Only English at Home	40,741	91.88
Speak Asian/Pac. Isl. Lang. at Home	149	0.34
Speak IndoEuropean Language at Home	227	0.51
Speak Spanish at Home	3,046	6.87
Speak Other Language at Home	180	0.41
2015 Est. Population by Sex	46,805	
Male	23,148	49.46
Female	23,657	50.54

DESCRIPTION	DATA	%
2015 Est. Population by Age	46,805	
Age 0 - 4	2,463	5.26
Age 5 - 9	2,516	5.38
Age 10 - 14	3,138	6.70
Age 15 - 17	2,093	4.47
Age 18 - 20	1,801	3.85
Age 21 - 24	2,154	4.60
Age 25 - 34	3,975	8.49
Age 35 - 44	5,532	11.82
Age 45 - 54	6,610	14.12
Age 55 - 64	7,337	15.68
Age 65 - 74	6,044	12.91
Age 75 - 84	2,486	5.31
Age 85 and over	658	1.41
Age 16 and over	38,003	81.19
Age 18 and over	36,595	78.19
Age 21 and over	34,794	74.34
Age 65 and over	9,187	19.63
2015 Est. Median Age	44.5	
2015 Est. Average Age	42.2	

## Primary Retail Trade Area | Demographics

### Montgomery, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	23,148	
Age 0 - 4	1,265	5.46
Age 5 - 9	1,280	5.53
Age 10 - 14	1,614	6.97
Age 15 - 17	1,070	4.62
Age 18 - 20	935	4.04
Age 21 - 24	1,120	4.84
Age 25 - 34	1,979	8.55
Age 35 - 44	2,709	11.70
Age 45 - 54	3,159	13.65
Age 55 - 64	3,505	15.14
Age 65 - 74	3,014	13.02
Age 75 - 84	1,234	5.33
Age 85 and over	264	1.14
2015 Est. Median Age, Male	43.5	
2015 Est. Average Age, Male	41.6	
2015 Est. Female Population by Age	23,657	
Age 0 - 4	1,198	5.06
Age 5 - 9	1,237	5.23
Age 10 - 14	1,524	6.44
Age 15 - 17	1,023	4.32
Age 18 - 20	866	3.66
Age 21 - 24	1,034	4.37
Age 25 - 34	1,996	8.44
Age 35 - 44	2,823	11.93
Age 45 - 54	3,451	14.59
Age 55 - 64	3,832	16.20
Age 65 - 74	3,029	12.80
Age 75 - 84	1,252	5.29
Age 85 and over	393	1.66

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	45.4	
2015 Est. Average Age, Female	42.7	
2015 Est. Pop Age 15+ by Marital Status	38,688	
Total, Never Married	7,815	20.20
Males, Never Married	4,282	11.07
Females, Never Married	3,534	9.13
Married, Spouse present	23,362	60.39
Married, Spouse absent	1,624	4.20
Widowed	2,253	5.82
Males Widowed	303	0.78
Females Widowed	1,950	5.04
Divorced	3,634	9.39
Males Divorced	1,751	4.53
Females Divorced	1,883	4.87
2015 Est. Pop Age 25+ by Edu. Attainment	32,640	
Less than 9th grade	996	3.05
Some High School, no diploma	2,137	6.55
High School Graduate (or GED)	7,792	23.87
Some College, no degree	7,982	24.45
Associate Degree	2,444	7.49
Bachelor's Degree	7,786	23.85
Master's Degree	2,192	6.72
Professional School Degree	867	2.66
Doctorate Degree	445	1.36
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	2,225	
No High School Diploma	562	25.26
High School Graduate	431	19.37
Some College or Associate's Degree	569	25.57
Bachelor's Degree or Higher	663	29.80

## Primary Retail Trade Area | Demographics

### Montgomery, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	20,430	
2015 Estimate	18,334	
2010 Census	15,822	
2000 Census	9,733	
Growth 2015-2020	11.43%	
Growth 2010-2015	15.88%	
Growth 2000-2010	62.56%	
2015 Est. Households by Household Type	18,334	
Family Households	13,947	76.07
Nonfamily Households	4,387	23.93
2015 Est. Group Quarters Population	34	
2015 HHs by Ethnicity, Hispanic/Latino	1,154	6.29
2015 Est. Households by HH Income	18,334	
Income < \$15,000	1,482	8.08
Income \$15,000 - \$24,999	1,288	7.03
Income \$25,000 - \$34,999	1,373	7.49
Income \$35,000 - \$49,999	1,845	10.06
Income \$50,000 - \$74,999	3,286	17.92
Income \$75,000 - \$99,999	2,469	13.47
Income \$100,000 - \$124,999	1,826	9.96
Income \$125,000 - \$149,999	1,164	6.35
Income \$150,000 - \$199,999	1,483	8.09
Income \$200,000 - \$249,999	608	3.32
Income \$250,000 - \$499,999	1,006	5.49
Income \$500,000+	505	2.75

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$105,494	
2015 Est. Median Household Income	\$74,187	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	75,381	
Black or African American Alone	54,589	
American Indian and Alaska Native Alone	43,477	
Asian Alone	135,842	
Native Hawaiian and Other Pacific Islander Alone	42,500	
Some Other Race Alone	71,619	
Two or More Races	66,720	
Hispanic or Latino	55,734	
Not Hispanic or Latino	75,993	
2015 Est. Family HH Type by Presence of Own Child.	13,947	
Married-Couple Family, own children	4,151	29.76
Married-Couple Family, no own children	7,539	54.05
Male Householder, own children	368	2.64
Male Householder, no own children	346	2.48
Female Householder, own children	876	6.28
Female Householder, no own children	667	4.78
2015 Est. Households by Household Size	18,334	
1-person	3,747	20.44
2-person	7,477	40.78
3-person	2,942	16.05
4-person	2,469	13.47
5-person	1,132	6.17
6-person	392	2.14
7-or-more-person	176	0.96

## Primary Retail Trade Area | Demographics

### Montgomery, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.55	
2015 Est. Households by Presence of People Under 18	18,334	
Households with 1 or More People under Age 18:	6,002	32.74
Married-Couple Family	4,452	74.18
Other Family, Male Householder	443	7.38
Other Family, Female Householder	1,047	17.44
Nonfamily, Male Householder	50	0.83
Nonfamily, Female Householder	10	0.17
Households with No People under Age 18:	12,333	67.27
Married-Couple Family	7,239	58.70
Other Family, Male Householder	270	2.19
Other Family, Female Householder	496	4.02
Nonfamily, Male Householder	2,142	17.37
Nonfamily, Female Householder	2,185	17.72
2015 Est. Households by Number of Vehicles	18,334	
No Vehicles	436	2.38
1 Vehicle	5,114	27.89
2 Vehicles	9,051	49.37
3 Vehicles	2,922	15.94
4 Vehicles	679	3.70
5 or more Vehicles	132	0.72
2015 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	15,562	
2015 Estimate	13,947	
2010 Census	12,003	
2000 Census	7,459	
Growth 2015-2020	11.58%	
Growth 2010-2015	16.20%	
Growth 2000-2010	60.91%	
2015 Est. Families by Poverty Status	13,947	
2015 Families at or Above Poverty	13,143	94.24
2015 Families at or Above Poverty with Children	4,777	34.25
2015 Families Below Poverty	804	5.76
2015 Families Below Poverty with Children	545	3.91
2015 Est. Pop Age 16+ by Employment Status	38,003	
In Armed Forces	7	0.02
Civilian - Employed	21,012	55.29
Civilian - Unemployed	1,851	4.87
Not in Labor Force	15,133	39.82
2015 Est. Civ. Employed Pop 16+ by Class of Worker	21,889	
For-Profit Private Workers	14,514	66.31
Non-Profit Private Workers	535	2.44
Local Government Workers	2,449	11.19
State Government Workers	982	4.49
Federal Government Workers	245	1.12
Self-Employed Workers	3,158	14.43
Unpaid Family Workers	5	0.02

## Primary Retail Trade Area | Demographics

### Montgomery, Texas

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	21,889	
Architect/Engineer	492	2.25
Arts/Entertainment/Sports	398	1.82
Building Grounds Maintenance	590	2.70
Business/Financial Operations	1,233	5.63
Community/Social Services	190	0.87
Computer/Mathematical	309	1.41
Construction/Extraction	1,359	6.21
Education/Training/Library	1,893	8.65
Farming/Fishing/Forestry	8	0.04
Food Prep/Serving	879	4.02
Health Practitioner/Technician	1,406	6.42
Healthcare Support	282	1.29
Maintenance Repair	875	4.00
Legal	288	1.32
Life/Physical/Social Science	86	0.39
Management	2,872	13.12
Office/Admin. Support	2,374	10.85
Production	1,171	5.35
Protective Services	544	2.49
Sales/Related	2,432	11.11
Personal Care/Service	673	3.07
Transportation/Moving	1,534	7.01
2015 Est. Pop 16+ by Occupation Classification	21,889	
Blue Collar	4,939	22.56
White Collar	13,973	63.84
Service and Farm	2,976	13.60

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	21,312	
Drove Alone	17,203	80.72
Car Pooled	1,934	9.07
Public Transportation	41	0.19
Walked	237	1.11
Bicycle	0	0.00
Other Means	326	1.53
Worked at Home	1,570	7.37
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	3,806	
15 - 29 Minutes	4,959	
30 - 44 Minutes	3,778	
45 - 59 Minutes	2,696	
60 or more Minutes	4,486	
2015 Est. Avg. Travel Time to Work in Minutes	39.75	
2015 Est. Occupied Housing Units by Tenure	18,334	
Owner Occupied	15,501	84.55
Renter Occupied	2,833	15.45
2015 Owner Occ. HUs: Avg. Length of Residence	10.8	
2015 Renter Occ. HUs: Avg. Length of Residence	6.7	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	15,501	
Value Less than \$20,000	303	1.95
Value \$20,000 - \$39,999	522	3.37
Value \$40,000 - \$59,999	344	2.22
Value \$60,000 - \$79,999	520	3.35
Value \$80,000 - \$99,999	643	4.15
Value \$100,000 - \$149,999	2,087	13.46
Value \$150,000 - \$199,999	2,176	14.04
Value \$200,000 - \$299,999	2,895	18.68
Value \$300,000 - \$399,999	2,109	13.61
Value \$400,000 - \$499,999	1,457	9.40
Value \$500,000 - \$749,999	1,338	8.63
Value \$750,000 - \$999,999	588	3.79
Value \$1,000,000 or more	520	3.35
2015 Est. Median All Owner-Occupied Housing Value	\$239,923	
2015 Est. Housing Units by Units in Structure	21,166	
1 Unit Attached	788	3.72
1 Unit Detached	15,973	75.47
2 Units	241	1.14
3 or 4 Units	319	1.51
5 to 19 Units	905	4.28
20 to 49 Units	325	1.54
50 or More Units	228	1.08
Mobile Home or Trailer	2,299	10.86
Boat, RV, Van, etc.	88	0.42

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	21,166	
Housing Units Built 2010 or later	2,763	13.05
Housing Units Built 2000 to 2009	6,853	32.38
Housing Units Built 1990 to 1999	5,000	23.62
Housing Units Built 1980 to 1989	2,418	11.42
Housing Units Built 1970 to 1979	2,868	13.55
Housing Units Built 1960 to 1969	566	2.67
Housing Units Built 1950 to 1959	251	1.19
Housing Units Built 1940 to 1949	154	0.73
Housing Unit Built 1939 or Earlier	293	1.38
2015 Est. Median Year Structure Built**	1998	



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.**

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802  
tel 800.851.0962 | fax 662.844.2738 | e-mail [info@theretailcoach.net](mailto:info@theretailcoach.net) | web [www.theretailcoach.net](http://www.theretailcoach.net)



## 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.

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