



PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Montgomery, Texas

Prepared for
Montgomery Office of Economic Development
March 2016



Primary Retail Trade Area | Demographics

Montgomery, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	54,536	
2016 Estimate	48,872	
2010 Census	39,983	
2000 Census	24,534	
Growth 2016 - 2021		11.59%
Growth 2010 - 2016		22.23%
Growth 2000 - 2010		62.97%
2016 Est. Population by Single-Classification Race	48,872	
White Alone	44,354	90.76%
Black or African American Alone	1,419	2.90%
Amer. Indian and Alaska Native Alone	239	0.49%
Asian Alone	554	1.13%
Native Hawaiian and Other Pac. Isl. Alone	25	0.05%
Some Other Race Alone	1,295	2.65%
Two or More Races	986	2.02%
2016 Est. Population by Hispanic or Latino Origin	48,872	
Not Hispanic or Latino	44,315	90.67%
Hispanic or Latino	4,557	9.33%
Mexican	3,528	77.42%
Puerto Rican	119	2.61%
Cuban	113	2.48%
All Other Hispanic or Latino	797	17.49%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	4,557	
White Alone	2,948	64.68%
Black or African American Alone	36	0.80%
American Indian and Alaska Native Alone	41	0.90%
Asian Alone	7	0.16%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,254	27.52%
Two or More Races	270	5.93%
2016 Est. Pop by Race, Asian Alone, by Category	554	
Chinese, except Taiwanese	111	20.12%
Filipino	102	18.44%
Japanese	214	38.58%
Asian Indian	35	6.28%
Korean	21	3.77%
Vietnamese	10	1.80%
Cambodian	11	1.95%
Hmong	0	0.00%
Laotian	4	0.79%
Thai	12	2.08%
All Other Asian Races Including 2+ Category	34	6.19%
2016 Est. Population by Ancestry	48,872	
Arab	90	0.18%
Czech	278	0.57%
Danish	104	0.21%
Dutch	694	1.42%
English	4,394	8.99%
French (except Basque)	980	2.01%
French Canadian	156	0.32%
German	7,352	15.04%
Greek	63	0.13%

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DESCRIPTION	DATA	%
Hungarian	33	0.07%
Irish	3,825	7.83%
Italian	1,104	2.26%
Lithuanian	20	0.04%
United States or American	4,537	9.28%
Norwegian	270	0.55%
Polish	856	1.75%
Portuguese	102	0.21%
Russian	174	0.36%
Scottish	800	1.64%
Scotch-Irish	579	1.18%
Slovak	19	0.04%
Subsaharan African	6	0.01%
Swedish	450	0.92%
Swiss	19	0.04%
Ukrainian	82	0.17%
Welsh	229	0.47%
West Indian (except Hisp. groups)	3	0.01%
Other ancestries	14,794	30.27%
Ancestry Unclassified	6,859	14.03%
2016 Est. Pop Age 5+ by Language Spoken At Home	46,426	
Speak Only English at Home	42,635	91.83%
Speak Asian/Pac. Isl. Lang. at Home	268	0.58%
Speak IndoEuropean Language at Home	242	0.52%
Speak Spanish at Home	3,281	7.07%
Speak Other Language at Home	0	0.00%
2016 Est. Population by Sex	48,872	
Male	24,134	49.38%
Female	24,738	50.62%

DESCRIPTION	DATA	%
2016 Est. Population by Age	48,872	
Age 0 - 4	2,446	5.01%
Age 5 - 9	2,608	5.34%
Age 10 - 14	3,232	6.61%
Age 15 - 17	2,177	4.46%
Age 18 - 20	1,895	3.88%
Age 21 - 24	2,338	4.78%
Age 25 - 34	4,278	8.75%
Age 35 - 44	5,656	11.57%
Age 45 - 54	6,742	13.80%
Age 55 - 64	7,631	15.61%
Age 65 - 74	6,444	13.19%
Age 75 - 84	2,711	5.55%
Age 85 and over	712	1.46%
Age 16 and over	39,870	81.58%
Age 18 and over	38,408	78.59%
Age 21 and over	36,513	74.71%
Age 65 and over	9,867	20.19%
2016 Est. Median Age	44.7	
2016 Est. Average Age	42.4	

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DESCRIPTION	DATA	%
2016 Est. Male Population by Age	24,134	
Age 0 - 4	1,255	5.20%
Age 5 - 9	1,323	5.48%
Age 10 - 14	1,656	6.86%
Age 15 - 17	1,115	4.62%
Age 18 - 20	983	4.08%
Age 21 - 24	1,214	5.03%
Age 25 - 34	2,136	8.85%
Age 35 - 44	2,771	11.48%
Age 45 - 54	3,215	13.32%
Age 55 - 64	3,649	15.12%
Age 65 - 74	3,193	13.23%
Age 75 - 84	1,338	5.54%
Age 85 and over	286	1.18%
2016 Est. Median Age, Male	43.6	
2016 Est. Average Age, Male	41.8	
2016 Est. Female Population by Age	24,738	
Age 0 - 4	1,191	4.81%
Age 5 - 9	1,286	5.20%
Age 10 - 14	1,576	6.37%
Age 15 - 17	1,063	4.30%
Age 18 - 20	911	3.68%
Age 21 - 24	1,125	4.55%
Age 25 - 34	2,143	8.66%
Age 35 - 44	2,885	11.66%
Age 45 - 54	3,527	14.26%
Age 55 - 64	3,982	16.10%
Age 65 - 74	3,251	13.14%
Age 75 - 84	1,373	5.55%
Age 85 and over	426	1.72%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	45.5	
2016 Est. Average Age, Female	43.0	
2016 Est. Pop Age 15+ by Marital Status	40,586	
Total, Never Married	8,077	19.90%
Males, Never Married	4,284	10.56%
Females, Never Married	3,793	9.35%
Married, Spouse present	24,119	59.43%
Married, Spouse absent	2,010	4.95%
Widowed	2,597	6.40%
Males Widowed	315	0.78%
Females Widowed	2,282	5.62%
Divorced	3,782	9.32%
Males Divorced	1,822	4.49%
Females Divorced	1,960	4.83%
2016 Est. Pop Age 25+ by Edu. Attainment	34,175	
Less than 9th grade	903	2.64%
Some High School, no diploma	2,111	6.18%
High School Graduate (or GED)	9,385	27.46%
Some College, no degree	7,497	21.94%
Associate Degree	2,471	7.23%
Bachelor's Degree	8,135	23.80%
Master's Degree	2,092	6.12%
Professional School Degree	1,068	3.12%
Doctorate Degree	514	1.50%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	2,333	
No High School Diploma	572	24.53%
High School Graduate	496	21.26%
Some College or Associate's Degree	586	25.13%
Bachelor's Degree or Higher	679	29.09%

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DESCRIPTION	DATA	%
Households		
2021 Projection	21,519	
2016 Estimate	19,212	
2010 Census	15,619	
2000 Census	9,660	
Growth 2016 - 2021		12.01%
Growth 2010 - 2016		23.00%
Growth 2000 - 2010		61.69%
2016 Est. Households by Household Type	19,212	
Family Households	14,625	76.12%
Nonfamily Households	4,587	23.88%
2016 Est. Group Quarters Population	30	
2016 HHs by Ethnicity, Hispanic/Latino	1,221	
2016 Est. Households by HH Income	19,212	
Income < \$15,000	1,453	7.56%
Income \$15,000 - \$24,999	1,529	7.96%
Income \$25,000 - \$34,999	1,499	7.80%
Income \$35,000 - \$49,999	2,251	11.72%
Income \$50,000 - \$74,999	2,919	15.19%
Income \$75,000 - \$99,999	2,509	13.06%
Income \$100,000 - \$124,999	1,678	8.73%
Income \$125,000 - \$149,999	1,398	7.28%
Income \$150,000 - \$199,999	1,501	7.81%
Income \$200,000 - \$249,999	745	3.88%
Income \$250,000 - \$499,999	1,114	5.80%
Income \$500,000+	616	3.21%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$108,402	
2016 Est. Median Household Income	\$74,617	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$76,541	
Black or African American Alone	\$31,810	
American Indian and Alaska Native Alone	\$66,853	
Asian Alone	\$161,118	
Native Hawaiian and Other Pacific Islander Alone	\$49,821	
Some Other Race Alone	\$65,891	
Two or More Races	\$65,031	
Hispanic or Latino	\$65,430	
Not Hispanic or Latino	\$75,376	
2016 Est. Family HH Type by Presence of Own Child.	14,625	
Married-Couple Family, own children	4,373	29.90%
Married-Couple Family, no own children	7,886	53.92%
Male Householder, own children	385	2.63%
Male Householder, no own children	366	2.50%
Female Householder, own children	917	6.27%
Female Householder, no own children	697	4.77%
2016 Est. Households by Household Size	19,212	
1-person	3,967	20.65%
2-person	7,796	40.58%
3-person	3,147	16.38%
4-person	2,548	13.26%
5-person	1,165	6.06%
6-person	417	2.17%
7-or-more-person	172	0.89%

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DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.54	
2016 Est. Households by Presence of People Under 18	19,212	
Households with 1 or More People under Age 18:	6,317	32.88%
Married-Couple Family	4,691	74.26%
Other Family, Male Householder	467	7.40%
Other Family, Female Householder	1,093	17.31%
Nonfamily, Male Householder	54	0.85%
Nonfamily, Female Householder	12	0.19%
Households with No People under Age 18:	12,895	67.12%
Married-Couple Family	7,569	58.70%
Other Family, Male Householder	286	2.22%
Other Family, Female Householder	520	4.03%
Nonfamily, Male Householder	2,238	17.36%
Nonfamily, Female Householder	2,281	17.69%
2016 Est. Households by Number of Vehicles	19,212	
No Vehicles	475	2.47%
1 Vehicle	5,930	30.87%
2 Vehicles	8,775	45.67%
3 Vehicles	2,998	15.61%
4 Vehicles	896	4.66%
5 or more Vehicles	139	0.72%
2016 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	16,390	
2016 Estimate	14,625	
2010 Census	11,829	
2000 Census	7,400	
Growth 2016 - 2021		12.07%
Growth 2010 - 2016		23.64%
Growth 2000 - 2010		59.85%
2016 Est. Families by Poverty Status	14,625	
2016 Families at or Above Poverty	13,760	94.09%
2016 Families at or Above Poverty with Children	5,169	35.34%
2016 Families Below Poverty	865	5.91%
2016 Families Below Poverty with Children	595	4.07%
2016 Est. Pop Age 16+ by Employment Status	39,870	
In Armed Forces	19	0.05%
Civilian - Employed	21,748	54.55%
Civilian - Unemployed	1,555	3.90%
Not in Labor Force	16,549	41.51%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	22,382	
For-Profit Private Workers	15,457	69.06%
Non-Profit Private Workers	621	2.78%
Local Government Workers	1,932	8.63%
State Government Workers	776	3.47%
Federal Government Workers	267	1.19%
Self-Employed Workers	3,313	14.80%
Unpaid Family Workers	15	0.07%

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DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	22,382	
Architect/Engineer	468	2.09%
Arts/Entertainment/Sports	321	1.43%
Building Grounds Maintenance	733	3.28%
Business/Financial Operations	1,092	4.88%
Community/Social Services	159	0.71%
Computer/Mathematical	444	1.98%
Construction/Extraction	1,526	6.82%
Education/Training/Library	1,581	7.06%
Farming/Fishing/Forestry	37	0.17%
Food Prep/Serving	969	4.33%
Health Practitioner/Technician	1,654	7.39%
Healthcare Support	340	1.52%
Maintenance Repair	735	3.29%
Legal	164	0.73%
Life/Physical/Social Science	121	0.54%
Management	2,966	13.25%
Office/Admin. Support	2,370	10.59%
Production	1,175	5.25%
Protective Services	472	2.11%
Sales/Related	2,884	12.88%
Personal Care/Service	740	3.30%
Transportation/Moving	1,432	6.40%
2016 Est. Pop 16+ by Occupation Classification	22,382	
Blue Collar	4,868	21.75%
White Collar	14,223	63.55%
Service and Farm	3,291	14.70%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	21,820	
Drove Alone	17,443	79.94%
Car Pooled	1,779	8.15%
Public Transportation	153	0.70%
Walked	328	1.51%
Bicycle	3	0.01%
Other Means	375	1.72%
Worked at Home	1,739	7.97%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,725	
15 - 29 Minutes	4,984	
30 - 44 Minutes	3,649	
45 - 59 Minutes	2,702	
60 or more Minutes	5,011	
2016 Est. Avg Travel Time to Work in Minutes	41.00	
2016 Est. Occupied Housing Units by Tenure	19,212	
Owner Occupied	16,244	84.55%
Renter Occupied	2,968	15.45%
2016 Owner Occ. HUs: Avg. Length of Residence	11.1	
2016 Renter Occ. HUs: Avg. Length of Residence	6.3	

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DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	16,244	
Value Less than \$20,000	303	1.87%
Value \$20,000 - \$39,999	486	2.99%
Value \$40,000 - \$59,999	335	2.06%
Value \$60,000 - \$79,999	879	5.41%
Value \$80,000 - \$99,999	755	4.65%
Value \$100,000 - \$149,999	1,786	11.00%
Value \$150,000 - \$199,999	1,884	11.59%
Value \$200,000 - \$299,999	2,633	16.21%
Value \$300,000 - \$399,999	2,035	12.53%
Value \$400,000 - \$499,999	1,778	10.94%
Value \$500,000 - \$749,999	1,753	10.79%
Value \$750,000 - \$999,999	847	5.21%
Value \$1,000,000 or more	771	4.75%
2016 Est. Median All Owner-Occupied Housing Value	\$264,342	
2016 Est. Housing Units by Units in Structure	22,073	
1 Unit Attached	768	3.48%
1 Unit Detached	16,382	74.22%
2 Units	244	1.11%
3 or 4 Units	332	1.50%
5 to 19 Units	978	4.43%
20 to 49 Units	310	1.40%
50 or More Units	339	1.54%
Mobile Home or Trailer	2,645	11.98%
Boat, RV, Van, etc.	75	0.34%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	22,073	
Housing Units Built 2010 or later	4,096	18.56%
Housing Units Built 2000 to 2009	6,700	30.35%
Housing Units Built 1990 to 1999	4,772	21.62%
Housing Units Built 1980 to 1989	2,147	9.73%
Housing Units Built 1970 to 1979	3,220	14.59%
Housing Units Built 1960 to 1969	605	2.74%
Housing Units Built 1950 to 1959	207	0.94%
Housing Units Built 1940 to 1949	134	0.61%
Housing Unit Built 1939 or Earlier	193	0.88%
2016 Est. Median Year Structure Built	1999	



C. Kelly Cofer
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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

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2015/2016, ESRI 2015, 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.