

7 Mile Radial Demographics

110 SOUTH MAIN STREET

Crandall Economic Development Corp.
Crandall, Texas

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TheRetailCoach®

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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” 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.

Retail360 Process

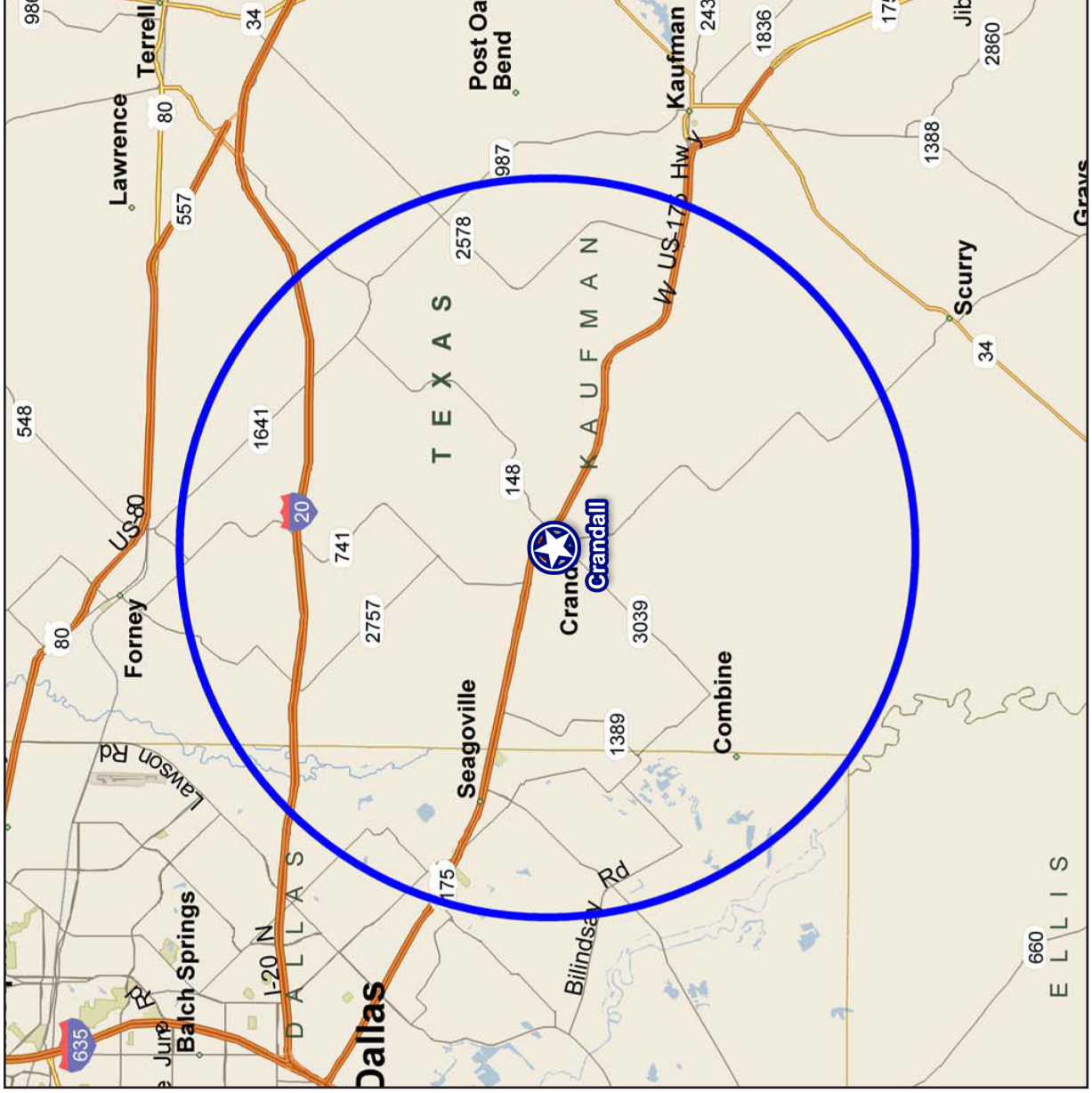
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide 7 Mile Radial Demographics and trend data with real-world, “on-the-ground” data gathered 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.

7 Mile Radial 110 SOUTH MAIN STREET



7 Mile Radial Demographics

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DESCRIPTION	RADIUS	%
Population		
2014 Projection	34,232	
2009 Estimate	29,326	
2000 Census	20,505	
1990 Census	13,920	
Growth 2009-2014	16.73%	
Growth 2000-2009	43.02%	
Growth 1990-2000	47.31%	
2009 Est. Population by Single Race Classification	29,326	
White Alone	24,293	82.84
Black or African American Alone	1,832	6.25
American Indian and Alaska Native Alone	218	0.74
Asian Alone	197	0.67
Native Hawaiian and Other Pacific Islander Alone	12	0.04
Some Other Race Alone	2,100	7.16
Two or More Races	673	2.29
2009 Est. Population Hispanic or Latino by Origin*	29,326	
Not Hispanic or Latino	24,868	84.80
Hispanic or Latino:	4,458	15.20
Mexican	3,521	78.98
Puerto Rican	63	1.41
Cuban	46	1.03
All Other Hispanic or Latino	828	18.57
2009 Est. Hispanic or Latino by Single Race Class.	4,458	
White Alone	2,076	46.57
Black or African American Alone	10	0.22
American Indian and Alaska Native Alone	16	0.36
Asian Alone	8	0.18
Native Hawaiian and Other Pacific Islander Alone	1	0.02
Some Other Race Alone	2,066	46.34
Two or More Races	281	6.30

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DESCRIPTION	RADIUS	%
2009 Est. Pop. Asian Alone Race by Category*	197	
Chinese, except Taiwanese	12	6.09
Filipino	51	25.89
Japanese	20	10.15
Asian Indian	53	26.90
Korean	20	10.15
Vietnamese	32	16.24
Cambodian	0	0.00
Hmong	0	0.00
Laotian	1	0.51
Thai	1	0.51
Other Asian	7	3.55
Two or more Asian categories	1	0.51
2009 Est. Population by Ancestry	29,326	
Pop, Arab	14	0.05
Pop, Czech	187	0.64
Pop, Danish	40	0.14
Pop, Dutch	177	0.60
Pop, English	1,614	5.50
Pop, French (except Basque)	413	1.41
Pop, French Canadian	119	0.41
Pop, German	2,341	7.98
Pop, Greek	27	0.09
Pop, Hungarian	16	0.05
Pop, Irish	1,929	6.58
Pop, Italian	322	1.10
Pop, Lithuanian	16	0.05
Pop, United States or American	5,112	17.43
Pop, Norwegian	119	0.41
Pop, Polish	142	0.48
Pop, Portuguese	1	0.00
Pop, Russian	85	0.29
Pop, Scottish	291	0.99
Pop, Scotch-Irish	335	1.14
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	52	0.18
Pop, Swedish	61	0.21
Pop, Swiss	57	0.19
Pop, Ukrainian	16	0.05
Pop, Welsh	92	0.31
Pop, West Indian (exc Hisp groups)	51	0.17

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DESCRIPTION	RADIUS	%
2009 Est. Population by Ancestry		
Pop, Other ancestries	7,705	26.27
Pop, Ancestry Unclassified	7,992	27.25
2009 Est. Pop Age 5+ by Language Spoken At Home	27,080	
Speak Only English at Home	24,219	89.44
Speak Asian/Pacific Islander Language at Home	54	0.20
Speak IndoEuropean Language at Home	157	0.58
Speak Spanish at Home	2,606	9.62
Speak Other Language at Home	44	0.16
2009 Est. Population by Sex	29,326	
Male	15,325	52.26
Female	14,001	47.74
Male/Female Ratio	1.09	
2009 Est. Population by Age	29,326	
Age 0 - 4	2,246	7.66
Age 5 - 9	2,174	7.41
Age 10 - 14	2,122	7.24
Age 15 - 17	1,360	4.64
Age 18 - 20	1,126	3.84
Age 21 - 24	1,565	5.34
Age 25 - 34	4,568	15.58
Age 35 - 44	4,428	15.10
Age 45 - 49	2,379	8.11
Age 50 - 54	2,097	7.15
Age 55 - 59	1,630	5.56
Age 60 - 64	1,235	4.21
Age 65 - 74	1,538	5.24
Age 75 - 84	655	2.23
Age 85 and over	204	0.70
Age 16 and over	22,343	76.19
Age 18 and over	21,424	73.05
Age 21 and over	20,298	69.22
Age 65 and over	2,396	8.17
2009 Est. Median Age	33.91	
2009 Est. Average Age	34.55	

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DESCRIPTION	RADIUS	%
2009 Est. Male Population by Age	15,325	
Age 0 - 4	1,152	7.52
Age 5 - 9	1,118	7.30
Age 10 - 14	1,098	7.16
Age 15 - 17	718	4.69
Age 18 - 20	594	3.88
Age 21 - 24	841	5.49
Age 25 - 34	2,563	16.72
Age 35 - 44	2,350	15.33
Age 45 - 49	1,255	8.19
Age 50 - 54	1,096	7.15
Age 55 - 59	841	5.49
Age 60 - 64	631	4.12
Age 65 - 74	737	4.81
Age 75 - 84	266	1.74
Age 85 and over	65	0.42
2009 Est. Median Age, Male	33.35	
2009 Est. Average Age, Male	34.01	
2009 Est. Female Population by Age	14,001	
Age 0 - 4	1,094	7.81
Age 5 - 9	1,056	7.54
Age 10 - 14	1,024	7.31
Age 15 - 17	642	4.59
Age 18 - 20	532	3.80
Age 21 - 24	724	5.17
Age 25 - 34	2,006	14.33
Age 35 - 44	2,078	14.84
Age 45 - 49	1,124	8.03
Age 50 - 54	1,001	7.15
Age 55 - 59	789	5.64
Age 60 - 64	604	4.31
Age 65 - 74	801	5.72
Age 75 - 84	388	2.77
Age 85 and over	139	0.99
2009 Est. Median Age, Female	34.61	
2009 Est. Average Age, Female	35.14	

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DESCRIPTION	RADIUS	%
2009 Est. Population Age 15+ by Marital Status*	22,784	
Total, Never Married	4,338	19.04
Married, Spouse present	14,219	62.41
Married, Spouse absent	1,294	5.68
Widowed	930	4.08
Divorced	2,002	8.79
Males, Never Married	2,683	11.78
Previously Married	1,292	5.67
Females, Never Married	1,656	7.27
Previously Married	1,640	7.20
2009 Est. Pop. Age 25+ by Educational Attainment*	18,733	
Less than 9th grade	1,008	5.38
Some High School, no diploma	2,895	15.45
High School Graduate (or GED)	6,546	34.94
Some College, no degree	4,733	25.27
Associate Degree	1,105	5.90
Bachelor's Degree	1,859	9.92
Master's Degree	466	2.49
Professional School Degree	78	0.42
Doctorate Degree	43	0.23
Households		
2014 Projection	10,684	
2009 Estimate	9,196	
2000 Census	6,501	
1990 Census	4,483	
Growth 2009-2014	16.18%	
Growth 2000-2009	41.46%	
Growth 1990-2000	45.01%	
2009 Est. Households by Household Type	9,196	
Family Households	7,620	82.86
Nonfamily Households	1,576	17.14
2009 Est. Group Quarters Population	1,445	
2009 Households by Ethnicity, Hispanic/Latino	903	9.82

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DESCRIPTION	RADIUS	%
2009 Est. Households by Household Income	9,196	
Income Less than \$15,000	736	8.00
Income \$15,000 - \$24,999	644	7.00
Income \$25,000 - \$34,999	721	7.84
Income \$35,000 - \$49,999	1,420	15.44
Income \$50,000 - \$74,999	1,962	21.34
Income \$75,000 - \$99,999	1,520	16.53
Income \$100,000 - \$149,999	1,537	16.71
Income \$150,000 - \$249,999	509	5.54
Income \$250,000 - \$499,999	106	1.15
Income \$500,000 and more	42	0.46
2009 Est. Average Household Income	\$75,815	
2009 Est. Median Household Income	\$63,729	
2009 Est. Per Capita Income	\$24,340	
2009 Est. Household Type, Presence Own Children*	9,196	
Single Male Householder	534	5.81
Single Female Householder	697	7.58
Married-Couple Family, own children	3,386	36.82
Married-Couple Family, no own children	2,967	32.26
Male Householder, own children	210	2.28
Male Householder, no own children	170	1.85
Female Householder, own children	490	5.33
Female Householder, no own children	397	4.32
Nonfamily, Male Householder	211	2.29
Nonfamily, Female Householder	134	1.46
2009 Est. Households by Household Size*	9,196	
1-person household	1,231	13.39
2-person household	2,752	29.93
3-person household	1,916	20.84
4-person household	1,926	20.94
5-person household	912	9.92
6-person household	293	3.19
7 or more person household	167	1.82
2009 Est. Average Household Size	3.03	

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DESCRIPTION	RADIUS	%
2009 Est. Households by Presence of People*	9,196	
Households with 1 or more People under Age 18:		
Married-Couple Family	3,618	39.34
Other Family, Male Householder	249	2.71
Other Family, Female Householder	632	6.87
Nonfamily, Male Householder	26	0.28
Nonfamily, Female Householder	6	0.07
Households no People under Age 18:		
Married-Couple Family	2,736	29.75
Other Family, Male Householder	130	1.41
Other Family, Female Householder	255	2.77
Nonfamily, Male Householder	718	7.81
Nonfamily, Female Householder	826	8.98
2009 Est. Households by Number of Vehicles*	9,196	
No Vehicles	351	3.82
1 Vehicle	2,018	21.94
2 Vehicles	4,336	47.15
3 Vehicles	1,739	18.91
4 Vehicles	551	5.99
5 or more Vehicles	200	2.17
2009 Est. Average Number of Vehicles*	2.10	
Family Households		
2014 Projection	8,883	
2009 Estimate	7,620	
2000 Census	5,315	
1990 Census	3,683	
Growth 2009-2014	16.57%	
Growth 2000-2009	43.37%	
Growth 1990-2000	44.31%	

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DESCRIPTION	RADIUS	%
2009 Est. Family Households by Household Income	7,620	
Income Less than \$15,000	357	4.69
Income \$15,000 - \$24,999	422	5.54
Income \$25,000 - \$34,999	549	7.20
Income \$35,000 - \$49,999	1,085	14.24
Income \$50,000 - \$74,999	1,636	21.47
Income \$75,000 - \$99,999	1,480	19.42
Income \$100,000 - \$149,999	1,473	19.33
Income \$150,000 - \$249,999	484	6.35
Income \$250,000 - \$499,999	99	1.30
Income \$500,000 and more	35	0.46
2009 Est. Average Family Household Income	\$82,522	
2009 Est. Median Family Household Income	\$71,342	
2009 Est. Families by Poverty Status*	7,620	
Income At or Above Poverty Level:		
Married-Couple Family, own children	3,537	46.42
Married-Couple Family, no own children	2,664	34.96
Male Householder, own children	201	2.64
Male Householder, no own children	154	2.02
Female Householder, own children	500	6.56
Female Householder, no own children	258	3.39
Income Below Poverty Level:		
Married-Couple Family, own children	122	1.60
Married-Couple Family, no own children	31	0.41
Male Householder, own children	16	0.21
Male Householder, no own children	10	0.13
Female Householder, own children	107	1.40
Female Householder, no own children	22	0.29
2009 Est. Pop Age 16+ by Employment Status*	22,343	
In Armed Forces	3	0.01
Civilian - Employed	14,171	63.42
Civilian - Unemployed	463	2.07
Not in Labor Force	7,706	34.49

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DESCRIPTION	RADIUS	%
2009 Est. Civ Employed Pop 16+ Class of Worker*	14,171	
For-Profit Private Workers	10,627	74.99
Non-Profit Private Workers	806	5.69
Local Government Workers	1,139	8.04
State Government Workers	304	2.15
Federal Government Workers	277	1.95
Self-Emp Workers	989	6.98
Unpaid Family Workers	29	0.20
2009 Est. Civ Employed Pop 16+ by Occupation*	14,171	
Management, Business, and Financial Operations	1,886	13.31
Professional and Related Occupations	2,058	14.52
Service	1,702	12.01
Sales and Office	4,336	30.60
Farming, Fishing, and Forestry	97	0.68
Construction, Extraction and Maintenance	2,125	15.00
Production, Transportation and Material Moving	1,967	13.88
2009 Est. Pop 16+ by Occupation Classification*	14,171	
Blue Collar	4,092	28.88
White Collar	8,260	58.29
Service and Farm	1,819	12.84
2009 Est. Workers Age 16+, Transportation To Work*	13,930	
Drove Alone	11,503	82.58
Car Pooled	1,896	13.61
Public Transportation	13	0.09
Walked	56	0.40
Motorcycle	17	0.12
Bicycle	0	0.00
Other Means	84	0.60
Worked at Home	361	2.59
2009 Est. Workers Age 16+ by Travel Time to Work*	13,570	
Less than 15 Minutes	2,170	15.99
15 - 29 Minutes	3,245	23.91
30 - 44 Minutes	3,775	27.82
45 - 59 Minutes	2,421	17.84
60 or more Minutes	1,959	14.44
2009 Est. Average Travel Time to Work in Minutes*	37.12	

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DESCRIPTION	RADIUS	%
2009 Est. Tenure of Occupied Housing Units	9,196	
Owner Occupied	8,027	87.29
Renter Occupied	1,169	12.71
2009 Occ Housing Units, Avg Length of Residence	6.87	
2009 Est. All Owner-Occupied Housing Values	8,027	
Value Less than \$20,000	234	2.92
Value \$20,000 - \$39,999	444	5.53
Value \$40,000 - \$59,999	609	7.59
Value \$60,000 - \$79,999	792	9.87
Value \$80,000 - \$99,999	915	11.40
Value \$100,000 - \$149,999	1,701	21.19
Value \$150,000 - \$199,999	1,142	14.23
Value \$200,000 - \$299,999	1,601	19.95
Value \$300,000 - \$399,999	423	5.27
Value \$400,000 - \$499,999	65	0.81
Value \$500,000 - \$749,999	56	0.70
Value \$750,000 - \$999,999	33	0.41
Value \$1,000,000 or more	14	0.17
2009 Est. Median All Owner-Occupied Housing Value	\$129,994	
2009 Est. Housing Units by Units in Structure*	9,729	
1 Unit Attached	133	1.37
1 Unit Detached	7,346	75.51
2 Units	37	0.38
3 to 19 Units	260	2.67
20 to 49 Units	26	0.27
50 or More Units	23	0.24
Mobile Home or Trailer	1,848	18.99
Boat, RV, Van, etc.	55	0.57

7 Mile Radial Demographics

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DESCRIPTION	RADIUS	%
2009 Est. Housing Units by Year Structure Built	9,729	
Housing Units Built 1999 to 2009	3,679	37.81
Housing Unit Built 1995 to 1998	1,105	11.36
Housing Unit Built 1990 to 1994	733	7.53
Housing Unit Built 1980 to 1989	1,638	16.84
Housing Unit Built 1970 to 1979	1,056	10.85
Housing Unit Built 1960 to 1969	596	6.13
Housing Unit Built 1950 to 1959	456	4.69
Housing Unit Built 1940 to 1949	207	2.13
Housing Unit Built 1939 or Earlier	259	2.66
2009 Est. Median Year Structure Built **	1994	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

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, Claritas 2008/2009, ESRI 2008/2009, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, Mediamark Research Inc., 2008, and/or U.S. Bureau of Labor and Statistics.

Mapping data is provided by MapInfo, Claritas, ESRI and/or Microsoft Corporation.

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