



COMMUNITY DEMOGRAPHIC PROFILE

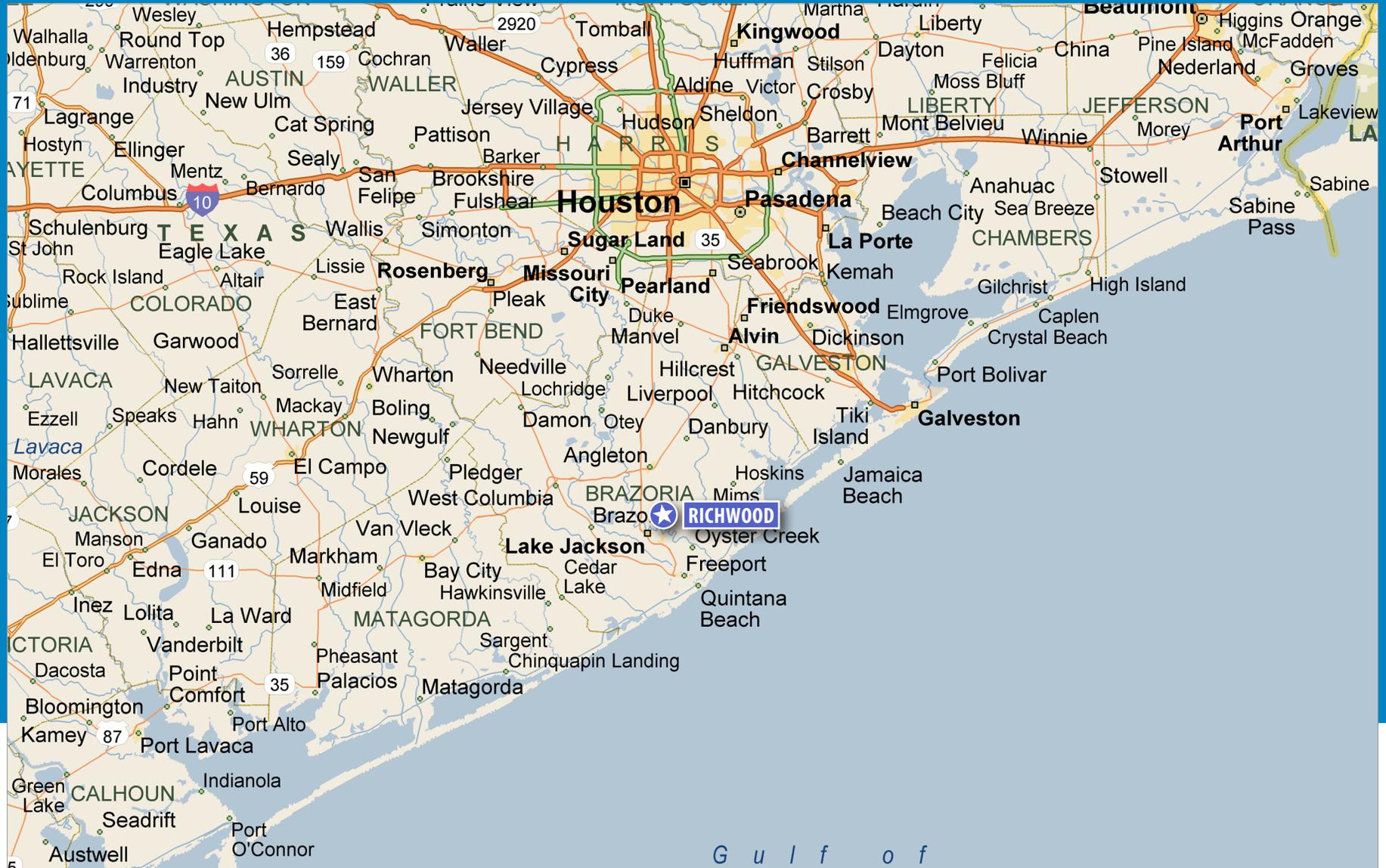
Richwood, Texas



Prepared for
City of Richwood
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Location Map Richwood, Texas



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Community Demographics

Richwood, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	4,144	
2014 Estimate	3,807	
2010 Census	3,510	
2000 Census	3,003	
Growth 2014-2019	8.85%	
Growth 2010-2014	8.46%	
Growth 2000-2010	16.88%	
2014 Est. Pop by Single Race Class	3,807	
White Alone	2,851	74.89
Black or African American Alone	272	7.14
Amer. Indian and Alaska Native Alone	37	0.97
Asian Alone	46	1.21
Native Hawaiian and Other Pac. Isl. Alone	1	0.03
Some Other Race Alone	483	12.69
Two or More Races	117	3.07
2014 Est. Pop Hisp or Latino by Origin	3,807	
Not Hispanic or Latino	2,329	61.18
Hispanic or Latino:	1,478	38.82
Mexican	1,262	85.39
Puerto Rican	13	0.88
Cuban	2	0.14
All Other Hispanic or Latino	201	13.60

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	1,478	
White Alone	920	62.25
Black or African American Alone	17	1.15
American Indian and Alaska Native Alone	21	1.42
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	1	0.07
Some Other Race Alone	473	32.00
Two or More Races	46	3.11
2014 Est. Pop. Asian Alone Race by Cat	46	
Chinese, except Taiwanese	4	8.70
Filipino	2	4.35
Japanese	2	4.35
Asian Indian	3	6.52
Korean	1	2.17
Vietnamese	2	4.35
Cambodian	16	34.78
Hmong	0	0.00
Laotian	0	0.00
Thai	2	4.35
All Other Asian Races Including 2+ Category	14	30.43
2014 Est. Population by Ancestry	3,807	
Pop, Arab	9	0.24
Pop, Czech	86	2.26
Pop, Danish	9	0.24
Pop, Dutch	47	1.23
Pop, English	131	3.44
Pop, French (except Basque)	16	0.42
Pop, French Canadian	0	0.00
Pop, German	378	9.93
Pop, Greek	16	0.42

Community Demographics

Richwood, Texas

DESCRIPTION	DATA	%
Pop, Hungarian	1	0.03
Pop, Irish	243	6.38
Pop, Italian	1	0.03
Pop, Lithuanian	0	0.00
Pop, United States or American	157	4.12
Pop, Norwegian	19	0.50
Pop, Polish	132	3.47
Pop, Portuguese	0	0.00
Pop, Russian	0	0.00
Pop, Scottish	54	1.42
Pop, Scotch-Irish	10	0.26
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	1	0.03
Pop, Swedish	30	0.79
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	0	0.00
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	2,116	55.58
Pop, Ancestry Unclassified	351	9.22
2014 Est. Pop Age 5+ by Language Spoken At Home	3,487	
Speak Only English at Home	2,616	75.02
Speak Asian/Pac. Isl. Lang. at Home	3	0.09
Speak Indo-European Language at Home	40	1.15
Speak Spanish at Home	828	23.75
Speak Other Language at Home	0	0.00
2014 Est. Population by Sex	3,807	
Male	1,876	49.28
Female	1,931	50.72

DESCRIPTION	DATA	%
2014 Est. Population by Age	3,807	
Age 0 - 4	320	8.41
Age 5 - 9	310	8.14
Age 10 - 14	288	7.57
Age 15 - 17	155	4.07
Age 18 - 20	143	3.76
Age 21 - 24	200	5.25
Age 25 - 34	596	15.66
Age 35 - 44	513	13.48
Age 45 - 54	478	12.56
Age 55 - 64	444	11.66
Age 65 - 74	230	6.04
Age 75 - 84	101	2.65
Age 85 and over	29	0.76
Age 16 and over	2,838	74.55
Age 18 and over	2,734	71.82
Age 21 and over	2,591	68.06
Age 65 and over	360	9.46
2014 Est. Median Age	33.2	
2014 Est. Average Age	34.70	

Community Demographics

Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	1,876	
Age 0 - 4	163	8.69
Age 5 - 9	158	8.42
Age 10 - 14	141	7.52
Age 15 - 17	78	4.16
Age 18 - 20	74	3.94
Age 21 - 24	95	5.06
Age 25 - 34	276	14.71
Age 35 - 44	261	13.91
Age 45 - 54	237	12.63
Age 55 - 64	230	12.26
Age 65 - 74	104	5.54
Age 75 - 84	47	2.51
Age 85 and over	12	0.64
2014 Est. Median Age, Male	33.3	
2014 Est. Average Age, Male	34.40	
2014 Est. Female Population by Age	1,931	
Age 0 - 4	157	8.13
Age 5 - 9	152	7.87
Age 10 - 14	147	7.61
Age 15 - 17	77	3.99
Age 18 - 20	69	3.57
Age 21 - 24	105	5.44
Age 25 - 34	320	16.57
Age 35 - 44	252	13.05
Age 45 - 54	241	12.48
Age 55 - 64	214	11.08
Age 65 - 74	126	6.53
Age 75 - 84	54	2.80
Age 85 and over	17	0.88

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	33.1	
2014 Est. Average Age, Female	34.90	
2014 Est. Pop Age 15+ by Marital Status	2,889	
Total, Never Married	791	27.38
Males, Never Married	432	14.95
Females, Never Married	359	12.43
Married, Spouse present	1,414	48.94
Married, Spouse absent	91	3.15
Widowed	130	4.50
Males Widowed	40	1.38
Females Widowed	90	3.12
Divorced	463	16.03
Males Divorced	160	5.54
Females Divorced	303	10.49
2014 Est. Pop. Age 25+ by Edu. Attainment	2,391	
Less than 9th grade	141	5.90
Some High School, no diploma	212	8.87
High School Graduate (or GED)	608	25.43
Some College, no degree	773	32.33
Associate Degree	259	10.83
Bachelor's Degree	277	11.59
Master's Degree	91	3.81
Professional School Degree	15	0.63
Doctorate Degree	15	0.63
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	769	
CY Pop 25+, Hisp/Lat, < High School Diploma	214	27.83
CY Pop 25+, Hisp/Lat, High School Graduate	201	26.14
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	305	39.66
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	49	6.37

Community Demographics

Richwood, Texas

DESCRIPTION	DATA	%
Households		
2019 Projection	1,633	
2014 Estimate	1,477	
2010 Census	1,337	
2000 Census	1,138	
Growth 2014-2019	10.56%	
Growth 2010-2014	10.47%	
Growth 2000-2010	17.49%	
2014 Est. Households by Household Type	1,477	
Family Households	1,054	71.36
Nonfamily Households	423	28.64
2014 Est. Group Quarters Population	0	
2014 HHs by Ethnicity, Hispanic/Latino	461	31.21
2014 Est. HHs by HH Income	1,477	
CY HHs, Inc < \$15,000	168	11.37
CY HHs, Inc \$15,000 - \$24,999	150	10.16
CY HHs, Inc \$25,000 - \$34,999	111	7.52
CY HHs, Inc \$35,000 - \$49,999	137	9.28
CY HHs, Inc \$50,000 - \$74,999	348	23.56
CY HHs, Inc \$75,000 - \$99,999	199	13.47
CY HHs, Inc \$100,000 - \$124,999	180	12.19
CY HHs, Inc \$125,000 - \$149,999	70	4.74
CY HHs, Inc \$150,000 - \$199,999	67	4.54
CY HHs, Inc \$200,000 - \$249,999	19	1.29
CY HHs, Inc \$250,000 - \$499,999	23	1.56
CY HHs, Inc \$500,000+	5	0.34

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$74,066	
2014 Est. Median Household Income	\$62,392	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	66,132	
Black or African American Alone	20,278	
American Indian and Alaska Native Alone	56,250	
Asian Alone	25,000	
Native Hawaiian and Other Pacific Islander Alone	0	
Some Other Race Alone	73,171	
Two or More Races	25,000	
Hispanic or Latino	60,583	
Not Hispanic or Latino	63,763	
2014 Est. Family HH Type, Presence Own Children	1,054	
Married-Couple Family, own children	391	37.10
Married-Couple Family, no own children	408	38.71
Male Householder, own children	52	4.93
Male Householder, no own children	44	4.17
Female Householder, own children	99	9.39
Female Householder, no own children	60	5.69
2014 Est. Households by Household Size	1,477	
1-person household	365	24.71
2-person household	457	30.94
3-person household	290	19.63
4-person household	225	15.23
5-person household	97	6.57
6-person household	29	1.96
7 or more person household	14	0.95

Community Demographics

Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.58	
2014 Est. Households by Presence of People	1,477	
Households with 1 or more People under Age 18:	604	40.89
Married-Couple Family	418	69.21
Other Family, Male Householder	64	10.60
Other Family, Female Householder	118	19.54
Nonfamily, Male Householder	2	0.33
Nonfamily, Female Householder	2	0.33
Households no People under Age 18:	873	59.11
Married-Couple Family	381	43.64
Other Family, Male Householder	32	3.67
Other Family, Female Householder	42	4.81
Nonfamily, Male Householder	230	26.35
Nonfamily, Female Householder	188	21.53
2014 Est. Households by Number of Vehicles	1,477	
No Vehicles	44	2.98
1 Vehicle	541	36.63
2 Vehicles	673	45.57
3 Vehicles	171	11.58
4 Vehicles	26	1.76
5 or more Vehicles	22	1.49
2014 Est. Average Number of Vehicles	1.78	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	1,165	
2014 Estimate	1,054	
2010 Census	954	
2000 Census	826	
Growth 2014-2019	10.53%	
Growth 2010-2014	10.48%	
Growth 2000-2010	15.50%	
2014 Est. Families by Poverty Status	1,054	
2014 Families at or Above Poverty	946	89.75
2014 Families at or Above Poverty with Children	450	42.69
2014 Families Below Poverty	108	10.25
2014 Families Below Poverty with Children	101	9.58
2014 Est. Pop Age 16+ by Employment Status	2,838	
In Armed Forces	0	0.00
Civilian - Employed	1,939	68.32
Civilian - Unemployed	214	7.54
Not in Labor Force	685	24.14
2014 Est. Civ Employed Pop 16+ Class of Worker	1,980	
For-Profit Private Workers	1,591	80.35
Non-Profit Private Workers	43	2.17
Local Government Workers	134	6.77
State Government Workers	71	3.59
Federal Government Workers	37	1.87
Self-Emp Workers	104	5.25
Unpaid Family Workers	0	0.00

Community Demographics

Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	1,980	
Architect/Engineer	104	5.25
Arts/Entertain/Sports	6	0.30
Building Grounds Maint	78	3.94
Business/Financial Ops	18	0.91
Community/Soc Svcs	7	0.35
Computer/Mathematical	26	1.31
Construction/Extraction	169	8.54
Edu/Training/Library	93	4.70
Farm/Fish/Forestry	16	0.81
Food Prep/Serving	85	4.29
Health Practitioner/Tec	75	3.79
Healthcare Support	31	1.57
Maintenance Repair	73	3.69
Legal	3	0.15
Life/Phys/Soc Science	63	3.18
Management	205	10.35
Office/Admin Support	396	20.00
Production	205	10.35
Protective Svcs	19	0.96
Sales/Related	164	8.28
Personal Care/Svc	79	3.99
Transportation/Moving	65	3.28
2014 Est. Pop 16+ by Occupation Classification	1,980	
Blue Collar	512	25.86
White Collar	1,160	58.59
Service and Farm	308	15.56

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	1,960	
Drove Alone	1,774	90.51
Car Pooled	120	6.12
Public Transportation	14	0.71
Walked	11	0.56
Bicycle	5	0.26
Other Means	17	0.87
Worked at Home	19	0.97
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	750	
15 - 29 Minutes	806	
30 - 44 Minutes	154	
45 - 59 Minutes	104	
60 or more Minutes	128	
2014 Est. Avg Travel Time to Work in Minutes	22.94	
2014 Est. Tenure of Occupied Housing Units	1,477	
Owner Occupied	959	64.93
Renter Occupied	518	35.07
2014 Owner Occ. HUs: Avg. Length of Residence	16.8	
2014 Renter Occ. HUs: Avg. Length of Residence	6.8	

Community Demographics

Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	959	
Value Less than \$20,000	51	5.32
Value \$20,000 - \$39,999	20	2.09
Value \$40,000 - \$59,999	10	1.04
Value \$60,000 - \$79,999	65	6.78
Value \$80,000 - \$99,999	106	11.05
Value \$100,000 - \$149,999	286	29.82
Value \$150,000 - \$199,999	300	31.28
Value \$200,000 - \$299,999	100	10.43
Value \$300,000 - \$399,999	11	1.15
Value \$400,000 - \$499,999	7	0.73
Value \$500,000 - \$749,999	2	0.21
Value \$750,000 - \$999,999	0	0.00
Value \$1,000,000 or more	1	0.10
2014 Est. Median All Owner-Occupied Housing Value	\$139,773	
2014 Est. Housing Units by Units in Structure	1,637	
1 Unit Attached	15	0.92
1 Unit Detached	1,123	68.60
2 Units	8	0.49
3 or 4 Units	67	4.09
5 to 19 Units	183	11.18
20 to 49 Units	168	10.26
50 or More Units	0	0.00
Mobile Home or Trailer	73	4.46
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	1,637	
Housing Unit Built 2005 or later	152	9.29
Housing Unit Built 2000 to 2004	188	11.48
Housing Unit Built 1990 to 1999	173	10.57
Housing Unit Built 1980 to 1989	330	20.16
Housing Unit Built 1970 to 1979	536	32.74
Housing Unit Built 1960 to 1969	125	7.64
Housing Unit Built 1950 to 1959	117	7.15
Housing Unit Built 1940 to 1949	16	0.98
Housing Unit Built 1939 or Earlier	0	0.00
2014 Est. Median Year Structure Built **	1981	



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 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.