



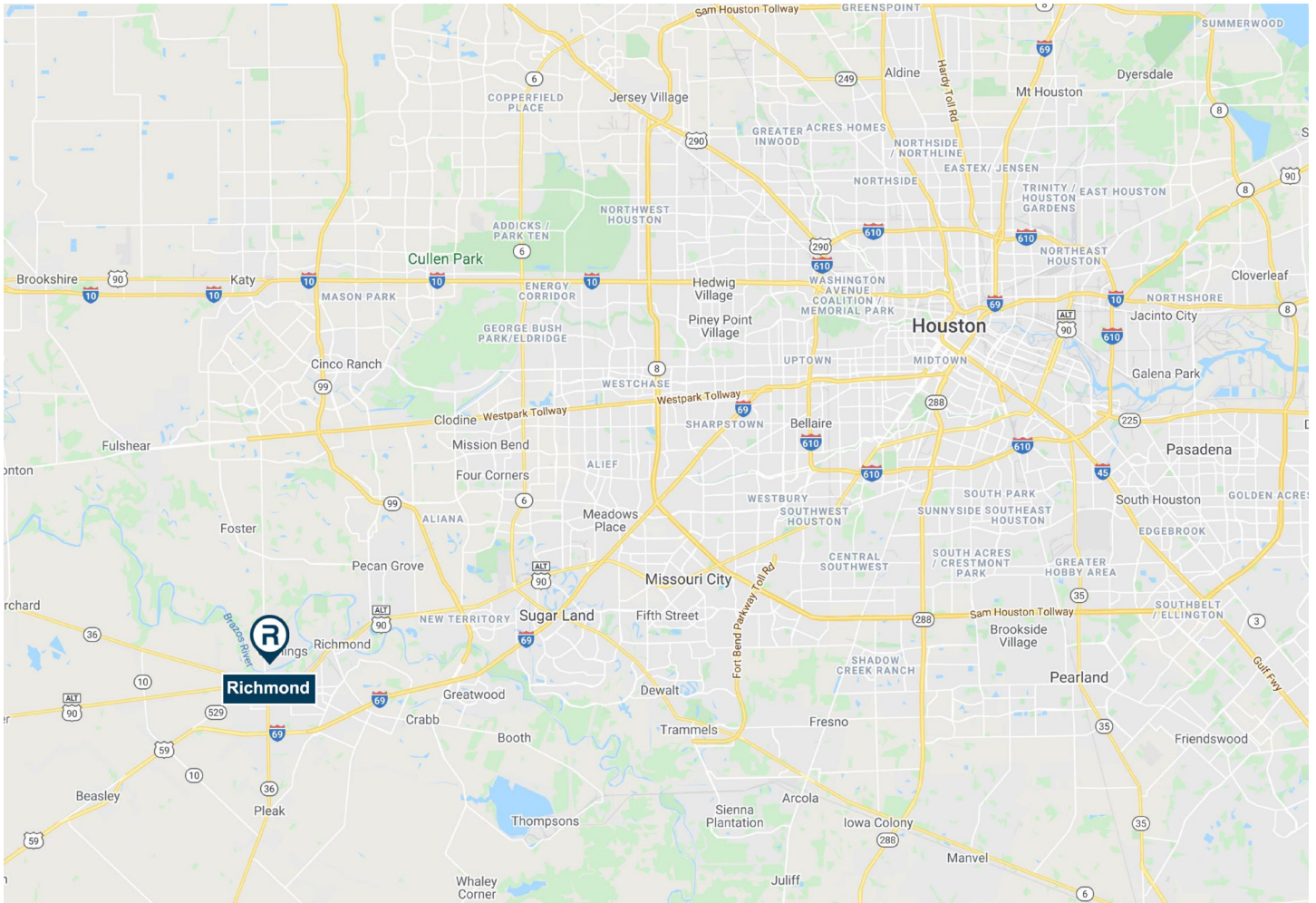
The **Retail**Coach®

# Community Demographic Profile

RICHMOND, TEXAS

Prepared for Development Corporation of Richmond  
June 2021

# Community



Prepared for:



**RICHMOND**  
DEVELOPMENT CORPORATION OF RICHMOND

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# Community • Demographic Profile

Richmond, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	13,575	
2021 Estimate	12,873	
2010 Census	11,679	
2000 Census	11,132	
Growth 2021 - 2026		5.45%
Growth 2010 - 2021		10.22%
Growth 2000 - 2010		4.91%
<b>2021 Est. Population by Single-Classification Race</b>	<b>12,873</b>	
White Alone	7,721	59.98%
Black or African American Alone	2,296	17.84%
Amer. Indian and Alaska Native Alone	104	0.81%
Asian Alone	512	3.98%
Native Hawaiian and Other Pacific Island Alone	3	0.02%
Some Other Race Alone	1,917	14.89%
Two or More Races	320	2.49%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>12,873</b>	
Not Hispanic or Latino	5,573	43.29%
Hispanic or Latino	7,300	56.71%
Mexican	6,128	83.94%
Puerto Rican	62	0.85%
Cuban	25	0.34%
All Other Hispanic or Latino	1,085	14.86%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>7,300</b>	
White Alone	4,994	68.41%
Black or African American Alone	115	1.57%
American Indian and Alaska Native Alone	63	0.86%
Asian Alone	1	0.01%
Native Hawaiian and Other Pacific Islander Alone	2	0.03%
Some Other Race Alone	1,908	26.14%
Two or More Races	217	2.97%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>512</b>	
Chinese, except Taiwanese	64	12.50%
Filipino	23	4.49%
Japanese	23	4.49%
Asian Indian	156	30.47%
Korean	17	3.32%
Vietnamese	67	13.09%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	2	0.39%
Thai	2	0.39%
All Other Asian Races Including 2+ Category	158	30.86%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>12,873</b>	
Arab	21	0.16%
Czech	63	0.49%
Danish	16	0.12%
Dutch	26	0.20%
English	441	3.43%
French (except Basque)	64	0.50%
French Canadian	26	0.20%
German	540	4.20%
Greek	3	0.02%
Hungarian	20	0.16%
Irish	271	2.10%
Italian	100	0.78%
Lithuanian	0	0.00%
United States or American	406	3.15%
Norwegian	19	0.15%
Polish	59	0.46%
Portuguese	35	0.27%
Russian	32	0.25%
Scottish	39	0.30%
Scotch-Irish	74	0.57%
Slovak	8	0.06%
Subsaharan African	89	0.69%
Swedish	30	0.23%
Swiss	8	0.06%
Ukrainian	4	0.03%
Welsh	4	0.03%
West Indian (except Hisp. groups)	31	0.24%
Other ancestries	9,056	70.35%
Ancestry Unclassified	1,388	10.78%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	5,720	48.25%
Speak Asian/Pacific Island Language at Home	271	2.29%
Speak IndoEuropean Language at Home	688	5.80%
Speak Spanish at Home	5,130	43.27%
Speak Other Language at Home	46	0.39%

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Richmond, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>12,873</b>	
Age 0 - 4	1,018	7.91%
Age 5 - 9	966	7.50%
Age 10 - 14	1,001	7.78%
Age 15 - 17	592	4.60%
Age 18 - 20	515	4.00%
Age 21 - 24	607	4.71%
Age 25 - 34	1,662	12.91%
Age 35 - 44	2,042	15.86%
Age 45 - 54	1,466	11.39%
Age 55 - 64	1,235	9.59%
Age 65 - 74	1,014	7.88%
Age 75 - 84	513	3.98%
Age 85 and over	242	1.88%
Age 16 and over	9,693	75.30%
Age 18 and over	9,296	72.21%
Age 21 and over	8,781	68.21%
Age 65 and over	1,769	13.74%
2021 Est. Median Age		35.38
2021 Est. Average Age		36.40
<b>2021 Est. Population by Sex</b>	<b>12,873</b>	
Male	6,458	50.17%
Female	6,415	49.83%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>6,458</b>	
Age 0 - 4	502	7.77%
Age 5 - 9	494	7.65%
Age 10 - 14	519	8.04%
Age 15 - 17	307	4.75%
Age 18 - 20	276	4.27%
Age 21 - 24	334	5.17%
Age 25 - 34	829	12.84%
Age 35 - 44	1,046	16.20%
Age 45 - 54	754	11.68%
Age 55 - 64	616	9.54%
Age 65 - 74	482	7.46%
Age 75 - 84	215	3.33%
Age 85 and over	84	1.30%
2021 Est. Median Age, Male		34.65
2021 Est. Average Age, Male		35.50
<b>2021 Est. Female Population by Age</b>	<b>6,415</b>	
Age 0 - 4	516	8.04%
Age 5 - 9	472	7.36%
Age 10 - 14	482	7.51%
Age 15 - 17	285	4.44%
Age 18 - 20	239	3.73%
Age 21 - 24	273	4.26%
Age 25 - 34	833	12.99%
Age 35 - 44	996	15.53%
Age 45 - 54	712	11.10%
Age 55 - 64	619	9.65%
Age 65 - 74	532	8.29%
Age 75 - 84	298	4.64%
Age 85 and over	158	2.46%
2021 Est. Median Age, Female		36.10
2021 Est. Average Age, Female		37.30

# Community • Demographic Profile

Richmond, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	3,448	34.87%
Males, Never Married	1,979	20.01%
Females, Never Married	1,469	14.86%
Married, Spouse present	4,149	41.96%
Married, Spouse absent	771	7.80%
Widowed	546	5.52%
Males Widowed	177	1.79%
Females Widowed	369	3.73%
Divorced	974	9.85%
Males Divorced	408	4.13%
Females Divorced	566	5.72%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,038	12.70%
Some High School, no diploma	960	11.75%
High School Graduate (or GED)	2,438	29.83%
Some College, no degree	1,283	15.70%
Associate Degree	568	6.95%
Bachelor's Degree	1,265	15.48%
Master's Degree	441	5.39%
Professional School Degree	132	1.61%
Doctorate Degree	49	0.60%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,683	40.06%
High School Graduate	1,517	36.11%
Some College or Associate's Degree	596	14.19%
Bachelor's Degree or Higher	405	9.64%
<b>Households</b>		
2026 Projection	4,589	
2021 Estimate	4,284	
2010 Census	3,647	
2000 Census	3,159	
Growth 2021 - 2026		7.12%
Growth 2010 - 2021		17.47%
Growth 2000 - 2010		15.45%
<b>2021 Est. Households by Household Type</b>	<b>4,284</b>	
Family Households	3,148	73.48%
Nonfamily Households	1,136	26.52%
2021 Est. Group Quarters Population	669	
2021 Households by Ethnicity, Hispanic/Latino	2,183	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>4,284</b>	
Income < \$15,000	435	10.15%
Income \$15,000 - \$24,999	571	13.33%
Income \$25,000 - \$34,999	531	12.40%
Income \$35,000 - \$49,999	487	11.37%
Income \$50,000 - \$74,999	851	19.86%
Income \$75,000 - \$99,999	357	8.33%
Income \$100,000 - \$124,999	327	7.63%
Income \$125,000 - \$149,999	184	4.29%
Income \$150,000 - \$199,999	285	6.65%
Income \$200,000 - \$249,999	100	2.33%
Income \$250,000 - \$499,999	119	2.78%
Income \$500,000+	37	0.86%
2021 Est. Average Household Income		\$77,228
2021 Est. Median Household Income		\$53,272
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$62,059
Black or African American Alone		\$39,276
American Indian and Alaska Native Alone		\$80,243
Asian Alone		\$97,133
Native Hawaiian and Other Pacific Islander Alone		\$138,025
Some Other Race Alone		\$27,965
Two or More Races		\$54,356
Hispanic or Latino		\$38,399
Not Hispanic or Latino		\$65,488
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>3,148</b>	
Married-Couple Family, own children	899	28.56%
Married-Couple Family, no own children	1,126	35.77%
Male Householder, own children	127	4.03%
Male Householder, no own children	176	5.59%
Female Householder, own children	468	14.87%
Female Householder, no own children	352	11.18%
<b>2021 Est. Households by Household Size</b>	<b>4,284</b>	
1-person	995	23.23%
2-person	1,215	28.36%
3-person	736	17.18%
4-person	635	14.82%
5-person	386	9.01%
6-person	193	4.50%
7-or-more-person	124	2.89%
2021 Est. Average Household Size		2.85



# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>4,284</b>	
Households with 1 or More People under Age 18:	1,776	41.46%
Married-Couple Family	1,018	57.32%
Other Family, Male Householder	165	9.29%
Other Family, Female Householder	577	32.49%
Nonfamily, Male Householder	15	0.85%
Nonfamily, Female Householder	1	0.06%
<b>Households with No People under Age 18:</b>	<b>2,508</b>	
Married-Couple Family	1,004	40.03%
Other Family, Male Householder	140	5.58%
Other Family, Female Householder	247	9.85%
Nonfamily, Male Householder	542	21.61%
Nonfamily, Female Householder	575	22.93%
<b>2021 Est. Households by Number of Vehicles</b>	<b>4,284</b>	
No Vehicles	221	5.16%
1 Vehicle	1,590	37.12%
2 Vehicles	1,638	38.24%
3 Vehicles	576	13.45%
4 Vehicles	129	3.01%
5 or more Vehicles	130	3.04%
2021 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2026 Projection	3,374	
2021 Estimate	3,148	
2010 Census	2,672	
2000 Census	2,467	
Growth 2021 - 2026		7.18%
Growth 2010 - 2021		17.81%
Growth 2000 - 2010		8.31%
<b>2021 Est. Families by Poverty Status</b>	<b>3,148</b>	
2021 Families at or Above Poverty	2,656	84.37%
2021 Families at or Above Poverty with Children	1,042	33.10%
2021 Families Below Poverty	492	15.63%
2021 Families Below Poverty with Children	430	13.66%
<b>2021 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	5,006	51.65%
Civilian Labor Force, Unemployed	273	2.82%
Armed Forces	1	0.01%
Not in Labor Force	4,413	45.53%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>4,998</b>	
For-Profit Private Workers	3,635	72.73%
Non-Profit Private Workers	202	4.04%
Local Government Workers	52	1.04%
State Government Workers	222	4.44%
Federal Government Workers	538	10.76%
Self-Employed Workers	346	6.92%
Unpaid Family Workers	3	0.06%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>4,998</b>	
Architect/Engineer	65	1.30%
Arts/Entertainment/Sports	66	1.32%
Building Grounds Maintenance	275	5.50%
Business/Financial Operations	280	5.60%
Community/Social Services	54	1.08%
Computer/Mathematical	75	1.50%
Construction/Extraction	397	7.94%
Education/Training/Library	296	5.92%
Farming/Fishing/Forestry	41	0.82%
Food Prep/Serving	321	6.42%
Health Practitioner/Technician	268	5.36%
Healthcare Support	198	3.96%
Maintenance Repair	230	4.60%
Legal	42	0.84%
Life/Physical/Social Science	92	1.84%
Management	343	6.86%
Office/Admin. Support	581	11.63%
Production	272	5.44%
Protective Services	90	1.80%
Sales/Related	613	12.27%
Personal Care/Service	57	1.14%
Transportation/Moving	342	6.84%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>4,998</b>	
White Collar	2,775	55.52%
Blue Collar	1,241	24.83%
Service and Farm	982	19.65%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>4,907</b>	
Drove Alone	3,774	76.91%
Car Pooled	572	11.66%
Public Transportation	32	0.65%
Walked	66	1.34%
Bicycle	2	0.04%
Other Means	134	2.73%
Worked at Home	327	6.66%

# Community • Demographic Profile

Richmond, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,048	
15 - 29 Minutes	1,492	
30 - 44 Minutes	1,230	
45 - 59 Minutes	558	
60 or more Minutes	371	
2021 Est. Avg Travel Time to Work in Minutes		30
<b>2021 Est. Occupied Housing Units by Tenure</b>	4,284	
Owner Occupied	2,393	55.86%
Renter Occupied	1,891	44.14%
2021 Owner Occ. HUs: Avg. Length of Residence		13.40%
2021 Renter Occ. HUs: Avg. Length of Residence		6.60%
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>4,284</b>	
Value Less than \$20,000	216	9.03%
Value \$20,000 - \$39,999	117	4.89%
Value \$40,000 - \$59,999	43	1.80%
Value \$60,000 - \$79,999	107	4.47%
Value \$80,000 - \$99,999	136	5.68%
Value \$100,000 - \$149,999	141	5.89%
Value \$150,000 - \$199,999	275	11.49%
Value \$200,000 - \$299,999	639	26.70%
Value \$300,000 - \$399,999	436	18.22%
Value \$400,000 - \$499,999	159	6.64%
Value \$500,000 - \$749,999	98	4.09%
Value \$750,000 - \$999,999	20	0.84%
Value \$1,000,000 or \$1,499,999	4	0.17%
Value \$1,500,000 or \$1,999,999	2	0.08%
Value \$2,000,000+	0	0.00%
2021 Est. Median All Owner-Occupied Housing Value		\$225,445
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	2,431	53.01%
1 Unit Attached	54	1.18%
2 Units	75	1.63%
3 or 4 Units	93	2.03%
5 to 19 Units	909	19.82%
20 to 49 Units	40	0.87%
50 or More Units	128	2.79%
Mobile Home or Trailer	856	18.66%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	1,161	25.32%
Housing Units Built 2010 to 2014	322	7.02%
Housing Units Built 2000 to 2009	605	13.19%
Housing Units Built 1990 to 1999	429	9.36%
Housing Units Built 1980 to 1989	642	14.00%
Housing Units Built 1970 to 1979	820	17.88%
Housing Units Built 1960 to 1969	332	7.24%
Housing Units Built 1950 to 1959	182	3.97%
Housing Units Built 1940 to 1949	70	1.53%
Housing Unit Built 1939 or Earlier	23	0.50%
2021 Est. Median Year Structure Built		1995

# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

## 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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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.





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## ACKNOWLEDGMENTS

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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