



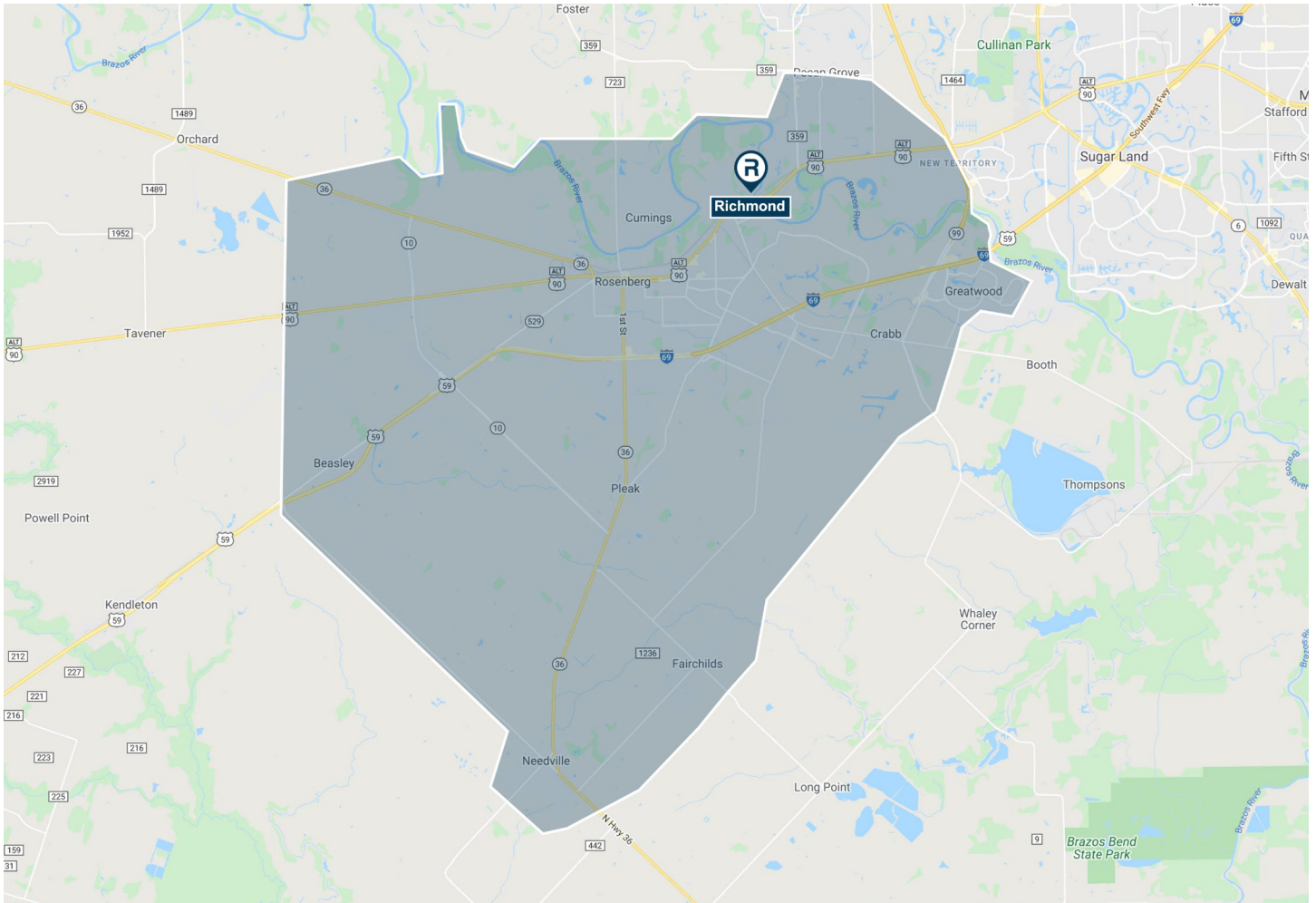
The**Retail**Coach.®

Primary Retail Trade Area Demographic Profile

RICHMOND, TEXAS

Prepared for Development Corporation of Richmond
June 2021

Primary Retail Trade Area



Prepared for:



RICHMOND
DEVELOPMENT CORPORATION OF RICHMOND

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Primary Retail Trade Area • Demographic Profile

Richmond, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	159,842	
2021 Estimate	147,465	
2010 Census	109,697	
2000 Census	76,574	
Growth 2021 - 2026		8.39%
Growth 2010 - 2021		34.43%
Growth 2000 - 2010		43.26%
2021 Est. Population by Single-Classification Race	147,465	
White Alone	82,880	56.20%
Black or African American Alone	24,384	16.53%
Amer. Indian and Alaska Native Alone	644	0.44%
Asian Alone	14,720	9.98%
Native Hawaiian and Other Pacific Island Alone	65	0.04%
Some Other Race Alone	19,857	13.47%
Two or More Races	4,915	3.33%
2021 Est. Population by Hispanic or Latino Origin	147,465	
Not Hispanic or Latino	90,201	61.17%
Hispanic or Latino	57,264	38.83%
Mexican	46,649	81.46%
Puerto Rican	711	1.24%
Cuban	327	0.57%
All Other Hispanic or Latino	9,577	16.72%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	57,264	
White Alone	34,343	59.97%
Black or African American Alone	773	1.35%
American Indian and Alaska Native Alone	390	0.68%
Asian Alone	107	0.19%
Native Hawaiian and Other Pacific Islander Alone	10	0.02%
Some Other Race Alone	19,562	34.16%
Two or More Races	2,078	3.63%
2021 Est. Pop by Race, Asian Alone, by Category	14,720	
Chinese, except Taiwanese	1,545	10.50%
Filipino	2,205	14.98%
Japanese	162	1.10%
Asian Indian	5,476	37.20%
Korean	293	1.99%
Vietnamese	1,379	9.37%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	19	0.13%
Thai	16	0.11%
All Other Asian Races Including 2+ Category	3,625	24.63%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	147,465	
Arab	410	0.28%
Czech	3,003	2.04%
Danish	228	0.16%
Dutch	702	0.48%
English	6,508	4.41%
French (except Basque)	2,038	1.38%
French Canadian	437	0.30%
German	12,702	8.61%
Greek	134	0.09%
Hungarian	205	0.14%
Irish	5,242	3.56%
Italian	2,350	1.59%
Lithuanian	32	0.02%
United States or American	5,287	3.58%
Norwegian	487	0.33%
Polish	1,874	1.27%
Portuguese	280	0.19%
Russian	311	0.21%
Scottish	1,212	0.82%
Scotch-Irish	994	0.67%
Slovak	140	0.10%
Subsaharan African	2,558	1.74%
Swedish	478	0.32%
Swiss	110	0.08%
Ukrainian	68	0.05%
Welsh	364	0.25%
West Indian (except Hisp. groups)	392	0.27%
Other ancestries	79,266	53.75%
Ancestry Unclassified	19,652	13.33%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	85,399	62.30%
Speak Asian/Pacific Island Language at Home	5,973	4.36%
Speak IndoEuropean Language at Home	6,574	4.80%
Speak Spanish at Home	38,517	28.10%
Speak Other Language at Home	607	0.44%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	147,465	
Age 0 - 4	10,396	7.05%
Age 5 - 9	10,848	7.36%
Age 10 - 14	11,584	7.86%
Age 15 - 17	7,091	4.81%
Age 18 - 20	6,141	4.16%
Age 21 - 24	7,436	5.04%
Age 25 - 34	17,198	11.66%
Age 35 - 44	22,541	15.29%
Age 45 - 54	19,541	13.25%
Age 55 - 64	15,858	10.75%
Age 65 - 74	11,628	7.88%
Age 75 - 84	5,345	3.62%
Age 85 and over	1,860	1.26%
Age 16 and over	112,312	76.16%
Age 18 and over	107,547	72.93%
Age 21 and over	101,406	68.77%
Age 65 and over	18,832	12.77%
2021 Est. Median Age		36.43
2021 Est. Average Age		36.67
2021 Est. Population by Sex	147,465	
Male	72,830	49.39%
Female	74,635	50.61%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	72,830	
Age 0 - 4	5,211	7.16%
Age 5 - 9	5,571	7.65%
Age 10 - 14	5,909	8.11%
Age 15 - 17	3,616	4.96%
Age 18 - 20	3,159	4.34%
Age 21 - 24	3,777	5.19%
Age 25 - 34	8,413	11.55%
Age 35 - 44	11,129	15.28%
Age 45 - 54	9,684	13.30%
Age 55 - 64	7,789	10.70%
Age 65 - 74	5,536	7.60%
Age 75 - 84	2,381	3.27%
Age 85 and over	656	0.90%
2021 Est. Median Age, Male		35.73
2021 Est. Average Age, Male		35.93
2021 Est. Female Population by Age	74,635	
Age 0 - 4	5,184	6.95%
Age 5 - 9	5,276	7.07%
Age 10 - 14	5,675	7.60%
Age 15 - 17	3,475	4.66%
Age 18 - 20	2,981	3.99%
Age 21 - 24	3,659	4.90%
Age 25 - 34	8,786	11.77%
Age 35 - 44	11,411	15.29%
Age 45 - 54	9,858	13.21%
Age 55 - 64	8,069	10.81%
Age 65 - 74	6,092	8.16%
Age 75 - 84	2,964	3.97%
Age 85 and over	1,204	1.61%
2021 Est. Median Age, Female		37.10
2021 Est. Average Age, Female		37.34

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	34,564	30.15%
Males, Never Married	18,850	16.44%
Females, Never Married	15,715	13.71%
Married, Spouse present	58,919	51.40%
Married, Spouse absent	6,144	5.36%
Widowed	5,103	4.45%
Males Widowed	1,007	0.88%
Females Widowed	4,096	3.57%
Divorced	9,907	8.64%
Males Divorced	4,028	3.51%
Females Divorced	5,879	5.13%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,749	7.18%
Some High School, no diploma	6,861	7.30%
High School Graduate (or GED)	23,046	24.52%
Some College, no degree	18,854	20.06%
Associate Degree	7,246	7.71%
Bachelor's Degree	19,652	20.91%
Master's Degree	8,430	8.97%
Professional School Degree	1,827	1.94%
Doctorate Degree	1,306	1.39%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	10,469	32.25%
High School Graduate	9,898	30.49%
Some College or Associate's Degree	7,485	23.05%
Bachelor's Degree or Higher	4,614	14.21%
Households		
2026 Projection	53,367	
2021 Estimate	48,885	
2010 Census	35,391	
2000 Census	23,946	
Growth 2021 - 2026		9.17%
Growth 2010 - 2021		38.13%
Growth 2000 - 2010		47.80%
2021 Est. Households by Household Type	48,885	
Family Households	38,780	79.33%
Nonfamily Households	10,104	20.67%
2021 Est. Group Quarters Population	2,157	
2021 Households by Ethnicity, Hispanic/Latino	16,262	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	48,885	
Income < \$15,000	2,999	6.13%
Income \$15,000 - \$24,999	3,687	7.54%
Income \$25,000 - \$34,999	3,594	7.35%
Income \$35,000 - \$49,999	5,999	12.27%
Income \$50,000 - \$74,999	8,828	18.06%
Income \$75,000 - \$99,999	5,618	11.49%
Income \$100,000 - \$124,999	4,873	9.97%
Income \$125,000 - \$149,999	3,421	7.00%
Income \$150,000 - \$199,999	4,834	9.89%
Income \$200,000 - \$249,999	1,790	3.66%
Income \$250,000 - \$499,999	2,325	4.76%
Income \$500,000+	916	1.87%
2021 Est. Average Household Income		\$103,948
2021 Est. Median Household Income		\$72,798
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$75,868
Black or African American Alone		\$71,523
American Indian and Alaska Native Alone		\$76,706
Asian Alone		\$114,376
Native Hawaiian and Other Pacific Islander Alone		\$121,581
Some Other Race Alone		\$42,434
Two or More Races		\$79,045
Hispanic or Latino		\$52,596
Not Hispanic or Latino		\$89,601
2021 Est. Family HH Type by Presence of Own Child.	38,780	
Married-Couple Family, own children	14,837	38.26%
Married-Couple Family, no own children	14,532	37.47%
Male Householder, own children	1,363	3.52%
Male Householder, no own children	1,339	3.45%
Female Householder, own children	3,941	10.16%
Female Householder, no own children	2,769	7.14%
2021 Est. Households by Household Size	48,885	
1-person	8,796	17.99%
2-person	14,183	29.01%
3-person	9,220	18.86%
4-person	8,644	17.68%
5-person	4,634	9.48%
6-person	2,143	4.38%
7-or-more-person	1,264	2.59%
2021 Est. Average Household Size		2.97

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	48,885	
Households with 1 or More People under Age 18:	22,500	46.03%
Married-Couple Family	16,015	71.18%
Other Family, Male Householder	1,661	7.38%
Other Family, Female Householder	4,698	20.88%
Nonfamily, Male Householder	93	0.41%
Nonfamily, Female Householder	33	0.15%
Households with No People under Age 18:	26,385	
Married-Couple Family	13,353	50.61%
Other Family, Male Householder	1,047	3.97%
Other Family, Female Householder	2,010	7.62%
Nonfamily, Male Householder	4,738	17.96%
Nonfamily, Female Householder	5,237	19.85%
2021 Est. Households by Number of Vehicles	48,885	
No Vehicles	1,842	3.77%
1 Vehicle	13,109	26.82%
2 Vehicles	21,312	43.60%
3 Vehicles	9,022	18.46%
4 Vehicles	2,531	5.18%
5 or more Vehicles	1,069	2.19%
2021 Est. Average Number of Vehicles		2.0
Family Households		
2026 Projection	42,355	
2021 Estimate	38,780	
2010 Census	27,965	
2000 Census	19,478	
Growth 2021 - 2026		9.22%
Growth 2010 - 2021		38.67%
Growth 2000 - 2010		43.57%
2021 Est. Families by Poverty Status	38,780	
2021 Families at or Above Poverty	35,406	91.30%
2021 Families at or Above Poverty with Children	17,757	45.79%
2021 Families Below Poverty	3,374	8.70%
2021 Families Below Poverty with Children	2,583	6.66%
2021 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	69,082	61.51%
Civilian Labor Force, Unemployed	3,435	3.06%
Armed Forces	22	0.02%
Not in Labor Force	39,774	35.41%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	69,186	
For-Profit Private Workers	47,572	68.76%
Non-Profit Private Workers	4,468	6.46%
Local Government Workers	840	1.21%
State Government Workers	3,340	4.83%
Federal Government Workers	5,581	8.07%
Self-Employed Workers	7,263	10.50%
Unpaid Family Workers	123	0.18%
2021 Est. Civ. Employed Pop 16+ by Occupation	69,186	
Architect/Engineer	2,049	2.96%
Arts/Entertainment/Sports	1,448	2.09%
Building Grounds Maintenance	2,029	2.93%
Business/Financial Operations	4,154	6.00%
Community/Social Services	1,500	2.17%
Computer/Mathematical	1,608	2.32%
Construction/Extraction	3,531	5.10%
Education/Training/Library	5,245	7.58%
Farming/Fishing/Forestry	324	0.47%
Food Prep/Serving	2,757	3.98%
Health Practitioner/Technician	4,077	5.89%
Healthcare Support	1,812	2.62%
Maintenance Repair	2,578	3.73%
Legal	849	1.23%
Life/Physical/Social Science	879	1.27%
Management	8,005	11.57%
Office/Admin. Support	8,374	12.10%
Production	3,281	4.74%
Protective Services	1,348	1.95%
Sales/Related	7,622	11.02%
Personal Care/Service	1,309	1.89%
Transportation/Moving	4,405	6.37%
2021 Est. Pop 16+ by Occupation Classification	69,186	
White Collar	45,811	66.21%
Blue Collar	13,795	19.94%
Service and Farm	9,579	13.85%
2021 Est. Workers Age 16+ by Transp. to Work	67,613	
Drove Alone	55,168	81.59%
Car Pooled	6,214	9.19%
Public Transportation	362	0.54%
Walked	748	1.11%
Bicycle	67	0.10%
Other Means	663	0.98%
Worked at Home	4,391	6.49%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,498	
15 - 29 Minutes	19,036	
30 - 44 Minutes	15,752	
45 - 59 Minutes	10,517	
60 or more Minutes	7,206	
2021 Est. Avg Travel Time to Work in Minutes		34
2021 Est. Occupied Housing Units by Tenure	48,885	
Owner Occupied	36,509	74.68%
Renter Occupied	12,375	25.32%
2021 Owner Occ. HUs: Avg. Length of Residence		12.28%
2021 Renter Occ. HUs: Avg. Length of Residence		6.71%
2021 Est. Owner-Occupied Housing Units by Value	48,885	
Value Less than \$20,000	1,110	3.04%
Value \$20,000 - \$39,999	670	1.83%
Value \$40,000 - \$59,999	463	1.27%
Value \$60,000 - \$79,999	673	1.84%
Value \$80,000 - \$99,999	1,127	3.09%
Value \$100,000 - \$149,999	2,887	7.91%
Value \$150,000 - \$199,999	4,800	13.15%
Value \$200,000 - \$299,999	10,856	29.73%
Value \$300,000 - \$399,999	7,191	19.70%
Value \$400,000 - \$499,999	3,542	9.70%
Value \$500,000 - \$749,999	1,992	5.46%
Value \$750,000 - \$999,999	522	1.43%
Value \$1,000,000 or \$1,499,999	272	0.75%
Value \$1,500,000 or \$1,999,999	153	0.42%
Value \$2,000,000+	250	0.69%
2021 Est. Median All Owner-Occupied Housing Value		\$258,450
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	38,960	75.91%
1 Unit Attached	698	1.36%
2 Units	328	0.64%
3 or 4 Units	751	1.46%
5 to 19 Units	4,630	9.02%
20 to 49 Units	572	1.11%
50 or More Units	1,205	2.35%
Mobile Home or Trailer	4,146	8.08%
Boat, RV, Van, etc.	37	0.07%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	12,751	24.84%
Housing Units Built 2010 to 2014	3,784	7.37%
Housing Units Built 2000 to 2009	12,006	23.39%
Housing Units Built 1990 to 1999	7,893	15.38%
Housing Units Built 1980 to 1989	5,785	11.27%
Housing Units Built 1970 to 1979	4,458	8.69%
Housing Units Built 1960 to 1969	1,440	2.81%
Housing Units Built 1950 to 1959	1,920	3.74%
Housing Units Built 1940 to 1949	606	1.18%
Housing Unit Built 1939 or Earlier	683	1.33%
2021 Est. Median Year Structure Built		2003

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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