



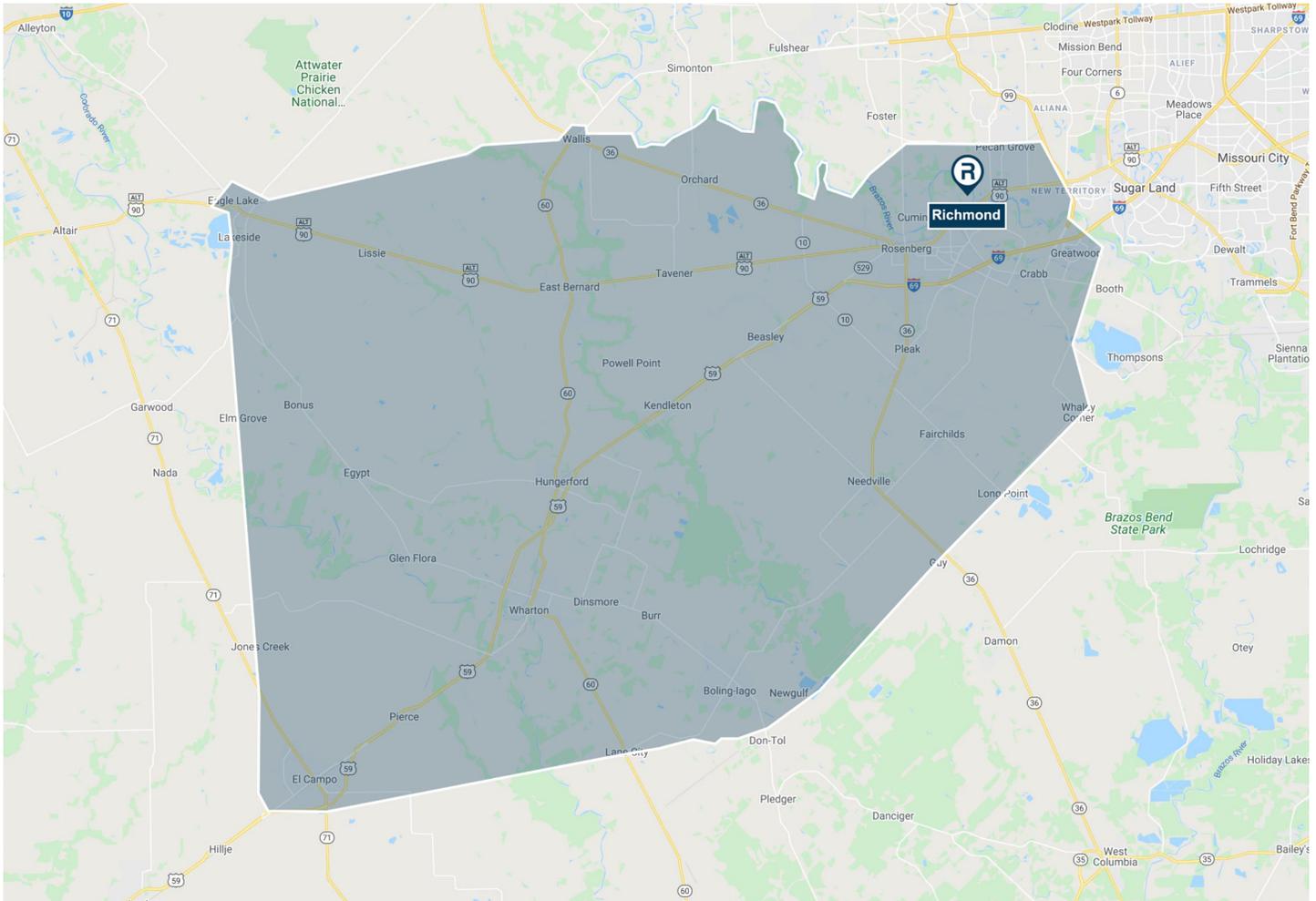
The**Retail**Coach.®

Secondary Retail Trade Area Demographic Profile

RICHMOND, TEXAS

Prepared for Development Corporation of Richmond
June 2021

Secondary Retail Trade Area



Prepared for:



RICHMOND
DEVELOPMENT CORPORATION OF RICHMOND

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Secondary Retail Trade Area • Demographic Profile

Richmond, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	216,344	
2021 Estimate	201,732	
2010 Census	161,201	
2000 Census	125,964	
Growth 2021 - 2026		7.24%
Growth 2010 - 2021		25.14%
Growth 2000 - 2010		27.97%
2021 Est. Population by Single-Classification Race	201,732	
White Alone	120,195	59.58%
Black or African American Alone	31,983	15.85%
Amer. Indian and Alaska Native Alone	917	0.46%
Asian Alone	15,025	7.45%
Native Hawaiian and Other Pacific Island Alone	82	0.04%
Some Other Race Alone	27,375	13.57%
Two or More Races	6,155	3.05%
2021 Est. Population by Hispanic or Latino Origin	201,732	
Not Hispanic or Latino	120,898	59.93%
Hispanic or Latino	80,834	40.07%
Mexican	66,822	82.67%
Puerto Rican	849	1.05%
Cuban	447	0.55%
All Other Hispanic or Latino	12,716	15.73%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	80,834	
White Alone	49,171	60.83%
Black or African American Alone	1,018	1.26%
American Indian and Alaska Native Alone	571	0.71%
Asian Alone	115	0.14%
Native Hawaiian and Other Pacific Islander Alone	14	0.02%
Some Other Race Alone	27,035	33.45%
Two or More Races	2,910	3.60%
2021 Est. Pop by Race, Asian Alone, by Category	15,025	
Chinese, except Taiwanese	1,595	10.62%
Filipino	2,287	15.22%
Japanese	169	1.12%
Asian Indian	5,527	36.78%
Korean	287	1.91%
Vietnamese	1,435	9.55%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	17	0.11%
Thai	60	0.40%
All Other Asian Races Including 2+ Category	3,647	24.27%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	201,732	
Arab	463	0.23%
Czech	7,938	3.93%
Danish	494	0.25%
Dutch	897	0.45%
English	8,250	4.09%
French (except Basque)	2,836	1.41%
French Canadian	496	0.25%
German	19,018	9.43%
Greek	152	0.08%
Hungarian	257	0.13%
Irish	7,964	3.95%
Italian	3,005	1.49%
Lithuanian	47	0.02%
United States or American	6,808	3.37%
Norwegian	605	0.30%
Polish	2,522	1.25%
Portuguese	307	0.15%
Russian	409	0.20%
Scottish	1,663	0.82%
Scotch-Irish	1,309	0.65%
Slovak	150	0.07%
Subsaharan African	3,117	1.54%
Swedish	630	0.31%
Swiss	144	0.07%
Ukrainian	77	0.04%
Welsh	472	0.23%
West Indian (except Hisp. groups)	430	0.21%
Other ancestries	105,821	52.46%
Ancestry Unclassified	25,449	12.62%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	118,574	63.20%
Speak Asian/Pacific Island Language at Home	6,489	3.46%
Speak IndoEuropean Language at Home	7,883	4.20%
Speak Spanish at Home	53,917	28.74%
Speak Other Language at Home	761	0.41%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	201,732	
Age 0 - 4	14,107	6.99%
Age 5 - 9	14,610	7.24%
Age 10 - 14	15,476	7.67%
Age 15 - 17	9,487	4.70%
Age 18 - 20	8,342	4.13%
Age 21 - 24	10,262	5.09%
Age 25 - 34	23,709	11.75%
Age 35 - 44	29,267	14.51%
Age 45 - 54	25,827	12.80%
Age 55 - 64	22,511	11.16%
Age 65 - 74	17,101	8.48%
Age 75 - 84	8,090	4.01%
Age 85 and over	2,943	1.46%
Age 16 and over	154,425	76.55%
Age 18 and over	148,052	73.39%
Age 21 and over	139,710	69.25%
Age 65 and over	28,135	13.95%
2021 Est. Median Age		36.74
2021 Est. Average Age		37.25
2021 Est. Population by Sex	201,732	
Male	100,166	49.65%
Female	101,565	50.35%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	100,166	
Age 0 - 4	7,090	7.08%
Age 5 - 9	7,480	7.47%
Age 10 - 14	7,907	7.89%
Age 15 - 17	4,815	4.81%
Age 18 - 20	4,294	4.29%
Age 21 - 24	5,266	5.26%
Age 25 - 34	11,835	11.82%
Age 35 - 44	14,547	14.52%
Age 45 - 54	12,925	12.90%
Age 55 - 64	11,142	11.12%
Age 65 - 74	8,221	8.21%
Age 75 - 84	3,589	3.58%
Age 85 and over	1,057	1.05%
2021 Est. Median Age, Male		36.01
2021 Est. Average Age, Male		36.47
2021 Est. Female Population by Age	101,565	
Age 0 - 4	7,017	6.91%
Age 5 - 9	7,130	7.02%
Age 10 - 14	7,570	7.45%
Age 15 - 17	4,672	4.60%
Age 18 - 20	4,047	3.98%
Age 21 - 24	4,996	4.92%
Age 25 - 34	11,874	11.69%
Age 35 - 44	14,720	14.49%
Age 45 - 54	12,903	12.70%
Age 55 - 64	11,369	11.19%
Age 65 - 74	8,880	8.74%
Age 75 - 84	4,502	4.43%
Age 85 and over	1,886	1.86%
2021 Est. Median Age, Female		37.45
2021 Est. Average Age, Female		37.91

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	47,590	30.21%
Males, Never Married	26,350	16.73%
Females, Never Married	21,240	13.48%
Married, Spouse present	79,183	50.26%
Married, Spouse absent	8,208	5.21%
Widowed	8,039	5.10%
Males Widowed	1,695	1.08%
Females Widowed	6,344	4.03%
Divorced	14,519	9.22%
Males Divorced	6,287	3.99%
Females Divorced	8,232	5.22%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	10,340	7.99%
Some High School, no diploma	10,770	8.32%
High School Graduate (or GED)	33,868	26.16%
Some College, no degree	26,724	20.64%
Associate Degree	9,994	7.72%
Bachelor's Degree	23,873	18.44%
Master's Degree	10,188	7.87%
Professional School Degree	2,085	1.61%
Doctorate Degree	1,606	1.24%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	15,844	34.73%
High School Graduate	14,310	31.37%
Some College or Associate's Degree	10,082	22.10%
Bachelor's Degree or Higher	5,386	11.81%
Households		
2026 Projection	74,064	
2021 Estimate	68,648	
2010 Census	53,840	
2000 Census	41,256	
Growth 2021 - 2026		7.89%
Growth 2010 - 2021		27.50%
Growth 2000 - 2010		30.50%
2021 Est. Households by Household Type	68,648	
Family Households	53,117	77.38%
Nonfamily Households	15,530	22.62%
2021 Est. Group Quarters Population	3,747	
2021 Households by Ethnicity, Hispanic/Latino	23,107	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	68,648	
Income < \$15,000	5,409	7.88%
Income \$15,000 - \$24,999	5,878	8.56%
Income \$25,000 - \$34,999	5,389	7.85%
Income \$35,000 - \$49,999	8,678	12.64%
Income \$50,000 - \$74,999	12,266	17.87%
Income \$75,000 - \$99,999	7,688	11.20%
Income \$100,000 - \$124,999	6,539	9.53%
Income \$125,000 - \$149,999	4,556	6.64%
Income \$150,000 - \$199,999	6,238	9.09%
Income \$200,000 - \$249,999	2,267	3.30%
Income \$250,000 - \$499,999	2,702	3.94%
Income \$500,000+	1,037	1.51%
2021 Est. Average Household Income		\$96,175
2021 Est. Median Household Income		\$67,421
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$71,023
Black or African American Alone		\$59,009
American Indian and Alaska Native Alone		\$99,021
Asian Alone		\$113,160
Native Hawaiian and Other Pacific Islander Alone		\$117,701
Some Other Race Alone		\$46,854
Two or More Races		\$74,794
Hispanic or Latino		\$49,791
Not Hispanic or Latino		\$80,823
2021 Est. Family HH Type by Presence of Own Child.	53,117	
Married-Couple Family, own children	19,317	36.37%
Married-Couple Family, no own children	20,587	38.76%
Male Householder, own children	1,844	3.47%
Male Householder, no own children	1,926	3.63%
Female Householder, own children	5,404	10.17%
Female Householder, no own children	4,040	7.61%
2021 Est. Households by Household Size	68,648	
1-person	13,633	19.86%
2-person	20,360	29.66%
3-person	12,605	18.36%
4-person	11,441	16.67%
5-person	6,120	8.91%
6-person	2,779	4.05%
7-or-more-person	1,710	2.49%
2021 Est. Average Household Size		2.89

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	68,648	
Households with 1 or More People under Age 18:	30,011	43.72%
Married-Couple Family	20,991	69.94%
Other Family, Male Householder	2,252	7.50%
Other Family, Female Householder	6,575	21.91%
Nonfamily, Male Householder	144	0.48%
Nonfamily, Female Householder	48	0.16%
Households with No People under Age 18:	38,637	
Married-Couple Family	18,905	48.93%
Other Family, Male Householder	1,526	3.95%
Other Family, Female Householder	2,870	7.43%
Nonfamily, Male Householder	7,249	18.76%
Nonfamily, Female Householder	8,087	20.93%
2021 Est. Households by Number of Vehicles	68,648	
No Vehicles	3,028	4.41%
1 Vehicle	19,283	28.09%
2 Vehicles	28,787	41.93%
3 Vehicles	12,636	18.41%
4 Vehicles	3,449	5.02%
5 or more Vehicles	1,464	2.13%
2021 Est. Average Number of Vehicles		2.0
Family Households		
2026 Projection	57,396	
2021 Estimate	53,117	
2010 Census	41,242	
2000 Census	32,093	
Growth 2021 - 2026		8.06%
Growth 2010 - 2021		28.79%
Growth 2000 - 2010		28.51%
2021 Est. Families by Poverty Status	53,117	
2021 Families at or Above Poverty	47,872	90.13%
2021 Families at or Above Poverty with Children	23,732	44.68%
2021 Families Below Poverty	5,245	9.87%
2021 Families Below Poverty with Children	3,927	7.39%
2021 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	92,921	60.17%
Civilian Labor Force, Unemployed	4,775	3.09%
Armed Forces	33	0.02%
Not in Labor Force	56,697	36.72%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	92,983	
For-Profit Private Workers	64,317	69.17%
Non-Profit Private Workers	5,831	6.27%
Local Government Workers	942	1.01%
State Government Workers	4,716	5.07%
Federal Government Workers	7,547	8.12%
Self-Employed Workers	9,449	10.16%
Unpaid Family Workers	181	0.20%
2021 Est. Civ. Employed Pop 16+ by Occupation	92,983	
Architect/Engineer	2,335	2.51%
Arts/Entertainment/Sports	1,734	1.86%
Building Grounds Maintenance	3,119	3.35%
Business/Financial Operations	5,020	5.40%
Community/Social Services	1,847	1.99%
Computer/Mathematical	1,728	1.86%
Construction/Extraction	5,562	5.98%
Education/Training/Library	6,894	7.41%
Farming/Fishing/Forestry	959	1.03%
Food Prep/Serving	3,631	3.90%
Health Practitioner/Technician	5,007	5.38%
Healthcare Support	2,906	3.12%
Maintenance Repair	3,724	4.00%
Legal	1,042	1.12%
Life/Physical/Social Science	1,000	1.08%
Management	10,186	10.96%
Office/Admin. Support	10,748	11.56%
Production	5,160	5.55%
Protective Services	1,882	2.02%
Sales/Related	10,026	10.78%
Personal Care/Service	1,930	2.08%
Transportation/Moving	6,544	7.04%
2021 Est. Pop 16+ by Occupation Classification	92,983	
White Collar	57,566	61.91%
Blue Collar	20,991	22.57%
Service and Farm	14,426	15.52%
2021 Est. Workers Age 16+ by Transp. to Work	91,190	
Drove Alone	75,211	82.48%
Car Pooled	8,707	9.55%
Public Transportation	407	0.45%
Walked	978	1.07%
Bicycle	96	0.11%
Other Means	742	0.81%
Worked at Home	5,049	5.54%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	20,190	
15 - 29 Minutes	24,654	
30 - 44 Minutes	19,481	
45 - 59 Minutes	12,647	
60 or more Minutes	10,013	
2021 Est. Avg Travel Time to Work in Minutes		32
2021 Est. Occupied Housing Units by Tenure	68,648	
Owner Occupied	50,513	73.58%
Renter Occupied	18,134	26.42%
2021 Owner Occ. HUs: Avg. Length of Residence		13.86%
2021 Renter Occ. HUs: Avg. Length of Residence		7.13%
2021 Est. Owner-Occupied Housing Units by Value	68,648	
Value Less than \$20,000	1,558	3.08%
Value \$20,000 - \$39,999	1,603	3.17%
Value \$40,000 - \$59,999	1,318	2.61%
Value \$60,000 - \$79,999	1,618	3.20%
Value \$80,000 - \$99,999	1,961	3.88%
Value \$100,000 - \$149,999	5,244	10.38%
Value \$150,000 - \$199,999	6,560	12.99%
Value \$200,000 - \$299,999	13,508	26.74%
Value \$300,000 - \$399,999	8,617	17.06%
Value \$400,000 - \$499,999	4,407	8.73%
Value \$500,000 - \$749,999	2,548	5.04%
Value \$750,000 - \$999,999	710	1.41%
Value \$1,000,000 or \$1,499,999	370	0.73%
Value \$1,500,000 or \$1,999,999	172	0.34%
Value \$2,000,000+	319	0.63%
2021 Est. Median All Owner-Occupied Housing Value		\$238,390
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	55,385	75.21%
1 Unit Attached	851	1.16%
2 Units	742	1.01%
3 or 4 Units	1,265	1.72%
5 to 19 Units	5,556	7.54%
20 to 49 Units	715	0.97%
50 or More Units	1,751	2.38%
Mobile Home or Trailer	7,259	9.86%
Boat, RV, Van, etc.	116	0.16%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	14,612	19.84%
Housing Units Built 2010 to 2014	4,502	6.11%
Housing Units Built 2000 to 2009	14,785	20.08%
Housing Units Built 1990 to 1999	10,702	14.53%
Housing Units Built 1980 to 1989	9,123	12.39%
Housing Units Built 1970 to 1979	7,762	10.54%
Housing Units Built 1960 to 1969	3,447	4.68%
Housing Units Built 1950 to 1959	4,538	6.16%
Housing Units Built 1940 to 1949	1,992	2.71%
Housing Unit Built 1939 or Earlier	2,179	2.96%
2021 Est. Median Year Structure Built		1998

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

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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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