



TheRetailCoach®

PRIMARY RETAIL TRADE AREA RETAIL OPPORTUNITY ANALYSIS

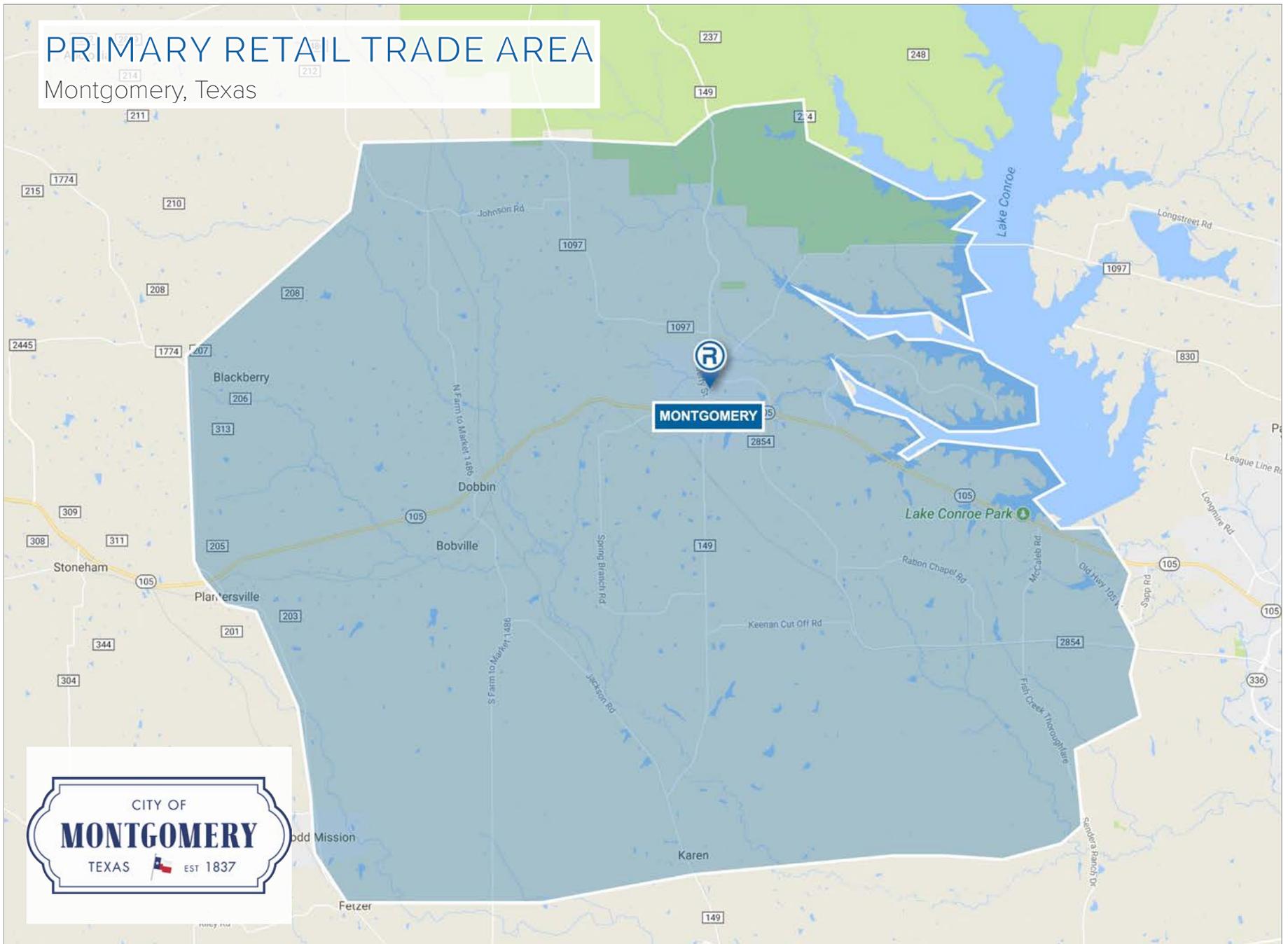
Montgomery, Texas

Prepared for
Montgomery Office of Economic Development
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PRIMARY RETAIL TRADE AREA

Montgomery, Texas



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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Montgomery, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	60,008	
2018 Estimate	53,859	
2010 Census	39,923	
2000 Census	24,476	
Growth 2018 - 2023		11.42%
Growth 2010 - 2018		34.91%
Growth 2000 - 2010		63.11%
2018 Est. Population by Single-Classification Race	53,859	
White Alone	48,662	90.35%
Black or African American Alone	1,551	2.88%
Amer. Indian and Alaska Native Alone	268	0.50%
Asian Alone	658	1.22%
Native Hawaiian and Other Pacific Island Alone	20	0.04%
Some Other Race Alone	1,507	2.80%
Two or More Races	1,193	2.22%
2018 Est. Population by Hispanic or Latino Origin	53,859	
Not Hispanic or Latino	48,478	90.01%
Hispanic or Latino	5,381	9.99%
Mexican	4,152	77.16%
Puerto Rican	147	2.73%
Cuban	138	2.57%
All Other Hispanic or Latino	945	17.56%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	5,381	
White Alone	3,489	64.84%
Black or African American Alone	42	0.78%
American Indian and Alaska Native Alone	52	0.97%
Asian Alone	9	0.17%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,465	27.23%
Two or More Races	325	6.04%
2018 Est. Pop by Race, Asian Alone, by Category	658	
Chinese, except Taiwanese	188	28.57%
Filipino	37	5.62%
Japanese	152	23.10%
Asian Indian	229	34.80%
Korean	7	1.06%
Vietnamese	13	1.98%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	1	0.15%
Thai	6	0.91%
All Other Asian Races Including 2+ Category	26	3.95%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Montgomery, Texas



DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	53,859	
Arab	2	0.00%
Czech	403	0.75%
Danish	177	0.33%
Dutch	617	1.15%
English	5,085	9.44%
French (except Basque)	1,042	1.94%
French Canadian	250	0.46%
German	7,823	14.53%
Greek	60	0.11%
Hungarian	34	0.06%
Irish	4,314	8.01%
Italian	1,022	1.90%
Lithuanian	35	0.07%
United States or American	3,866	7.18%
Norwegian	213	0.40%
Polish	685	1.27%
Portuguese	2	0.00%
Russian	238	0.44%
Scottish	1,558	2.89%
Scotch-Irish	794	1.47%
Slovak	29	0.05%
Subsaharan African	15	0.03%
Swedish	222	0.41%
Swiss	99	0.18%
Ukrainian	91	0.17%
Welsh	61	0.11%
West Indian (except Hisp. groups)	9	0.02%
Other ancestries	15,566	28.90%
Ancestry Unclassified	9,548	17.73%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	47,131	92.08%
Speak Asian/Pacific Island Language at Home	286	0.56%
Speak IndoEuropean Language at Home	326	0.64%
Speak Spanish at Home	3,435	6.71%
Speak Other Language at Home	6	0.01%
2018 Est. Population by Age	53,859	
Age 0 - 4	2,675	4.97%
Age 5 - 9	2,880	5.35%
Age 10 - 14	3,390	6.29%
Age 15 - 17	2,359	4.38%
Age 18 - 20	2,106	3.91%
Age 21 - 24	2,724	5.06%
Age 25 - 34	5,085	9.44%
Age 35 - 44	6,012	11.16%
Age 45 - 54	7,252	13.47%
Age 55 - 64	8,276	15.37%
Age 65 - 74	7,180	13.33%
Age 75 - 84	3,094	5.75%
Age 85 and over	826	1.53%
Age 16 and over	44,139	81.95%
Age 18 and over	42,555	79.01%
Age 21 and over	40,449	75.10%
Age 65 and over	11,100	20.61%
2018 Est. Median Age		44.54
2018 Est. Average Age		42.44

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	53,859	
Male	26,576	49.34%
Female	27,283	50.66%
2018 Est. Male Population by Age	26,576	
Age 0 - 4	1,367	5.14%
Age 5 - 9	1,467	5.52%
Age 10 - 14	1,728	6.50%
Age 15 - 17	1,205	4.53%
Age 18 - 20	1,091	4.11%
Age 21 - 24	1,401	5.27%
Age 25 - 34	2,549	9.59%
Age 35 - 44	2,975	11.19%
Age 45 - 54	3,446	12.97%
Age 55 - 64	3,977	14.97%
Age 65 - 74	3,516	13.23%
Age 75 - 84	1,520	5.72%
Age 85 and over	335	1.26%
2018 Est. Median Age, Male		43.44
2018 Est. Average Age, Male		41.86

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	27,283	
Age 0 - 4	1,308	4.79%
Age 5 - 9	1,413	5.18%
Age 10 - 14	1,662	6.09%
Age 15 - 17	1,154	4.23%
Age 18 - 20	1,015	3.72%
Age 21 - 24	1,324	4.85%
Age 25 - 34	2,535	9.29%
Age 35 - 44	3,037	11.13%
Age 45 - 54	3,806	13.95%
Age 55 - 64	4,299	15.76%
Age 65 - 74	3,663	13.43%
Age 75 - 84	1,574	5.77%
Age 85 and over	490	1.80%
2018 Est. Median Age, Female		45.55
2018 Est. Average Age, Female		43.01
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	9,269	20.64%
Males, Never Married	4,880	10.87%
Females, Never Married	4,389	9.77%
Married, Spouse present	26,380	58.73%
Married, Spouse absent	1,671	3.72%
Widowed	2,688	5.99%
Males Widowed	554	1.23%
Females Widowed	2,135	4.75%
Divorced	4,906	10.92%
Males Divorced	2,300	5.12%
Females Divorced	2,606	5.80%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,005	2.7%
Some High School, no diploma	1,951	5.2%
High School Graduate (or GED)	10,048	26.6%
Some College, no degree	8,764	23.2%
Associate Degree	2,706	7.2%
Bachelor's Degree	8,887	23.6%
Master's Degree	2,770	7.3%
Professional School Degree	876	2.3%
Doctorate Degree	717	1.9%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	783	28.15%
High School Graduate	702	25.23%
Some College or Associate's Degree	468	16.82%
Bachelor's Degree or Higher	829	29.80%
Households		
2023 Projection	23,554	
2018 Estimate	21,059	
2010 Census	15,599	
2000 Census	9,652	
Growth 2018 - 2023		11.85%
Growth 2010 - 2018		35.00%
Growth 2000 - 2010		61.61%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	16,094	76.42%
Nonfamily Households	4,966	23.58%
2018 Est. Group Quarters Population	32	
2018 Households by Ethnicity, Hispanic/Latino	1,434	
2018 Est. Households by Household Income		
Income < \$15,000	1,348	6.40%
Income \$15,000 - \$24,999	1,799	8.54%
Income \$25,000 - \$34,999	1,404	6.67%
Income \$35,000 - \$49,999	2,195	10.42%
Income \$50,000 - \$74,999	3,090	14.67%
Income \$75,000 - \$99,999	2,259	10.73%
Income \$100,000 - \$124,999	2,079	9.87%
Income \$125,000 - \$149,999	2,062	9.79%
Income \$150,000 - \$199,999	1,945	9.24%
Income \$200,000 - \$249,999	920	4.37%
Income \$250,000 - \$499,999	1,287	6.11%
Income \$500,000+	673	3.20%
2018 Est. Average Household Income		\$116,727
2018 Est. Median Household Income		\$82,033

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$85,624
Black or African American Alone		\$37,165
American Indian and Alaska Native Alone		\$66,840
Asian Alone		\$191,815
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$51,751
Two or More Races		\$45,733
Hispanic or Latino		\$54,634
Not Hispanic or Latino		\$84,672
2018 Est. Family HH Type by Presence of Own Child.	16,094	
Married-Couple Family, own children	4,879	30.32%
Married-Couple Family, no own children	8,659	53.80%
Male Householder, own children	419	2.60%
Male Householder, no own children	393	2.44%
Female Householder, own children	991	6.16%
Female Householder, no own children	753	4.68%
2018 Est. Households by Household Size	21,059	
1-person	4,263	20.24%
2-person	8,546	40.58%
3-person	3,414	16.21%
4-person	2,880	13.68%
5-person	1,305	6.20%
6-person	450	2.14%
7-or-more-person	201	0.95%
2018 Est. Average Household Size		2.56

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	21,059	
Households with 1 or More People under Age 18:	6,988	33.18%
Married-Couple Family	5,225	74.77%
Other Family, Male Householder	506	7.24%
Other Family, Female Householder	1,184	16.94%
Nonfamily, Male Householder	61	0.87%
Nonfamily, Female Householder	12	0.17%
Households with No People under Age 18:	14,071	66.82%
Married-Couple Family	8,311	59.07%
Other Family, Male Householder	302	2.15%
Other Family, Female Householder	563	4.00%
Nonfamily, Male Householder	2,434	17.30%
Nonfamily, Female Householder	2,462	17.50%
2018 Est. Households by Number of Vehicles	21,059	
No Vehicles	489	2.32%
1 Vehicle	6,400	30.39%
2 Vehicles	9,255	43.95%
3 Vehicles	3,296	15.65%
4 Vehicles	1,324	6.29%
5 or more Vehicles	295	1.40%
2018 Est. Average Number of Vehicles		1.99

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	18,005	
2018 Estimate	16,094	
2010 Census	11,823	
2000 Census	7,398	
Growth 2018 - 2023		11.87%
Growth 2010 - 2018		36.13%
Growth 2000 - 2010		59.81%
2018 Est. Families by Poverty Status	16,094	
2018 Families at or Above Poverty	15,171	94.27%
2018 Families at or Above Poverty with Children	6,077	37.76%
2018 Families Below Poverty	922	5.73%
2018 Families Below Poverty with Children	711	4.42%
2018 Est. Pop 16+ by Employment Status	44,139	
Civilian Labor Force, Employed	23,798	53.92%
Civilian Labor Force, Unemployed	1,592	3.61%
Armed Forces	0	0.00%
Not in Labor Force	18,749	42.48%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	23,726	
For-Profit Private Workers	16,461	69.38%
Non-Profit Private Workers	927	3.91%
Local Government Workers	275	1.16%
State Government Workers	821	3.46%
Federal Government Workers	1,647	6.94%
Self-Employed Workers	3,559	15.00%
Unpaid Family Workers	36	0.15%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	23,726	
Architect/Engineer	318	1.34%
Arts/Entertainment/Sports	735	3.10%
Building Grounds Maintenance	559	2.36%
Business/Financial Operations	1,194	5.03%
Community/Social Services	323	1.36%
Computer/Mathematical	759	3.20%
Construction/Extraction	1,519	6.40%
Education/Training/Library	1,911	8.05%
Farming/Fishing/Forestry	48	0.20%
Food Prep/Serving	982	4.14%
Health Practitioner/Technician	1,571	6.62%
Healthcare Support	231	0.97%
Maintenance Repair	664	2.80%
Legal	334	1.41%
Life/Physical/Social Science	30	0.13%
Management	3,254	13.72%
Office/Admin. Support	2,720	11.46%
Production	1,183	4.99%
Protective Services	413	1.74%
Sales/Related	3,122	13.16%
Personal Care/Service	550	2.32%
Transportation/Moving	1,305	5.50%
2018 Est. Pop 16+ by Occupation Classification	23,726	
Blue Collar	16,271	68.58%
White Collar	4,671	19.69%
Service and Farm	2,784	11.73%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	23,301	
Drove Alone	18,746	80.45%
Car Pooled	1,870	8.03%
Public Transportation	150	0.64%
Walked	198	0.85%
Bicycle	0	0.00%
Other Means	177	0.76%
Worked at Home	2,160	9.27%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,169	
15 - 29 Minutes	5,203	
30 - 44 Minutes	3,858	
45 - 59 Minutes	2,931	
60 or more Minutes	5,959	
2018 Est. Avg Travel Time to Work in Minutes		43.62
2018 Est. Occupied Housing Units by Tenure	21,059	
Owner Occupied	17,855	84.79%
Renter Occupied	3,204	15.21%
2018 Owner Occ. HUs: Avg. Length of Residence		10.45
2018 Renter Occ. HUs: Avg. Length of Residence		4.94

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	21,059	
Value Less than \$20,000	305	1.71%
Value \$20,000 - \$39,999	323	1.81%
Value \$40,000 - \$59,999	521	2.92%
Value \$60,000 - \$79,999	458	2.57%
Value \$80,000 - \$99,999	710	3.98%
Value \$100,000 - \$149,999	1,673	9.37%
Value \$150,000 - \$199,999	2,317	12.98%
Value \$200,000 - \$299,999	3,306	18.52%
Value \$300,000 - \$399,999	2,642	14.80%
Value \$400,000 - \$499,999	1,912	10.71%
Value \$500,000 - \$749,999	1,771	9.92%
Value \$750,000 - \$999,999	924	5.18%
Value \$1,000,000 or \$1,499,999	535	3.00%
Value \$1,500,000 or \$1,999,999	170	0.95%
Value \$2,000,000+	288	1.61%
2018 Est. Median All Owner-Occupied Housing Value		\$276,597
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	18,443	77.08%
1 Unit Detached	777	3.25%
2 Units	24	0.10%
3 or 4 Units	344	1.44%
5 to 19 Units	955	3.99%
20 to 49 Units	264	1.10%
50 or More Units	404	1.69%
Mobile Home or Trailer	2,694	11.26%
Boat, RV, Van, etc.	23	0.10%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,751	15.68%
Housing Units Built 2010 to 2014	1,324	5.53%
Housing Units Built 2000 to 2009	7,290	30.47%
Housing Units Built 1990 to 1999	5,052	21.11%
Housing Units Built 1980 to 1989	2,295	9.59%
Housing Units Built 1970 to 1979	2,901	12.12%
Housing Units Built 1960 to 1969	711	2.97%
Housing Units Built 1950 to 1959	289	1.21%
Housing Units Built 1940 to 1949	98	0.41%
Housing Unit Built 1939 or Earlier	216	0.90%
2018 Est. Median Year Structure Built		
		2001

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 Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

 TheRetailCoach®



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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 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.”



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.

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 2018, ESRI 2017, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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