



TheRetailCoach®

RETAIL TRADE AREA RETAIL OPPORTUNITY ANALYSIS

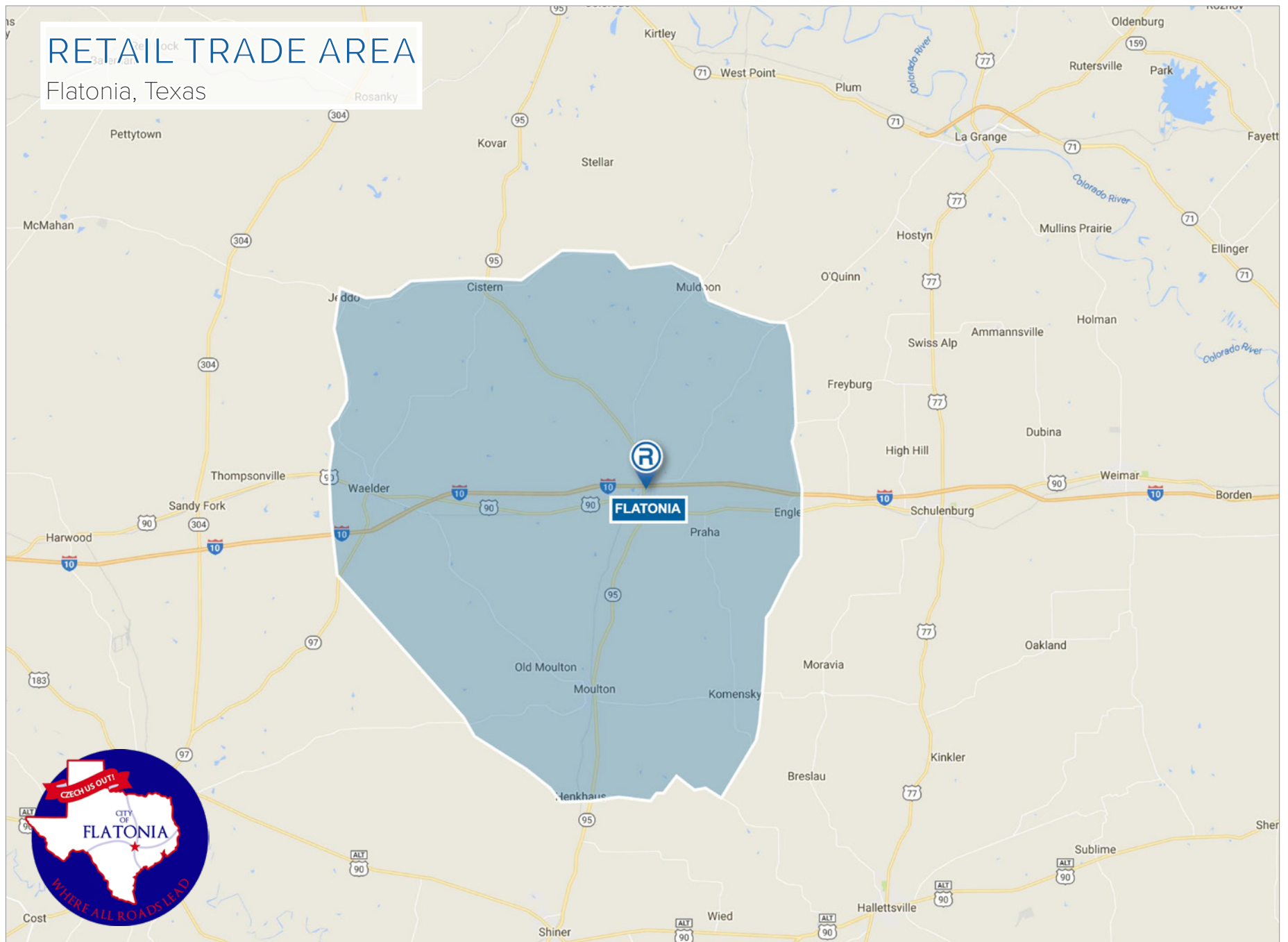
Flatonia, Texas

Prepared For
Flatonia Economic Development Corporation
March 2018



RETAIL TRADE AREA

Flatonia, Texas



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RETAIL TRADE AREA • OPPORTUNITY ANALYSIS

Flatonia, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES
44, 45, 722	Total retail trade including food and drinking places	\$106,046,191
441	Motor vehicle and parts dealers	\$26,277,558
4411	Automobile dealers	\$23,127,597
4412	Other motor vehicle dealers	\$1,375,276
4413	Automotive parts, accessories, and tire stores	\$1,774,684
442	Furniture and home furnishings stores	\$2,187,337
4421	Furniture stores	\$1,179,418
4422	Home furnishings stores	\$1,007,919
443	Electronics and appliance stores	\$1,847,334
443141	Household appliance stores	\$288,765
443142	Electronics stores	\$1,558,569
444	Building material and garden equipment and supplies dealers	\$6,312,346
4441	Building material and supplies dealers	\$5,608,646
44411	Home centers	\$3,069,806
44412	Paint and wallpaper stores	\$108,153
44413	Hardware stores	\$369,369
44419	Other building material dealers	\$2,061,318
4442	Lawn and garden equipment and supplies stores	\$703,700
44421	Outdoor power equipment stores	\$76,937
44422	Nursery, garden center, and farm supply stores	\$626,764
445	Food and beverage stores	\$12,667,234
4451	Grocery stores	\$11,699,178
44511	Supermarkets and other grocery (except convenience) stores	\$11,309,957
44512	Convenience stores	\$389,222
4452	Specialty food stores	\$281,054
4453	Beer, wine, and liquor stores	\$687,002

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SECTOR	DESCRIPTION	POTENTIAL SALES
446	Health and personal care stores	\$5,292,459
44611	Pharmacies and drug stores	\$4,404,557
44612	Cosmetics, beauty supplies, and perfume stores	\$334,051
44613	Optical goods stores	\$202,900
44619	Other health and personal care stores	\$350,951
447	Gasoline stations	\$10,634,124
44711	Gasoline stations with convenience stores	\$8,632,508
44719	Other gasoline stations	\$2,001,616
448	Clothing and clothing accessories stores	\$4,474,293
4481	Clothing stores	\$3,118,559
44811	Men's clothing stores	\$141,103
44812	Women's clothing stores	\$710,328
44813	Children's and infants' clothing stores	\$186,800
44814	Family clothing stores	\$1,626,027
44815	Clothing accessories stores	\$190,554
44819	Other clothing stores	\$263,747
4482	Shoe stores	\$776,962
4483	Jewelry, luggage, and leather goods stores	\$578,772
44831	Jewelry stores	\$541,095
44832	Luggage and leather goods stores	\$37,678
451	Sporting goods, hobby, musical instrument, and book stores	\$1,994,759
4511	Sporting goods, hobby, and musical instrument stores	\$1,772,761
45111	Sporting goods stores	\$1,302,669
45112	Hobby, toy, and game stores	\$352,690
45113	Sewing, needlework, and piece goods stores	\$45,682
45114	Musical instrument and supplies stores	\$71,720
4512	Book stores and news dealers	\$221,998

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SECTOR	DESCRIPTION	POTENTIAL SALES
452	General merchandise stores	\$13,238,650
4522	Department stores	\$2,463,623
4523	Other general merchandise stores	\$10,775,026
453	Miscellaneous store retailers	\$1,705,601
4531	Florists	\$87,038
4532	Office supplies, stationery, and gift stores	\$463,642
45321	Office supplies and stationery stores	\$229,338
45322	Gift, novelty, and souvenir stores	\$234,303
4533	Used merchandise stores	\$380,426
4539	Other miscellaneous store retailers	\$774,496
45391	Pet and pet supplies stores	\$364,032
45399	All other miscellaneous store retailers	\$410,464
454	Non-store retailers	\$6,200,910
722	Food services and drinking places	\$13,213,586
7223	Special food services	\$878,555
7224	Drinking places (alcoholic beverages)	\$478,479
7225	Restaurants and other eating places	\$11,856,551
722511	Full-service restaurants	\$5,189,548
722513	Limited-service restaurants	\$5,882,586
722514	Cafeterias, grill buffets, and buffets	\$255,508
722515	Snack and nonalcoholic beverage bars	\$528,909

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Flatonia, Texas



DESCRIPTION	DATA	%
Population		
2023 Projection	7,146	
2018 Estimate	6,836	
2010 Census	6,504	
2000 Census	5,844	
Growth 2018 - 2023		4.54%
Growth 2010 - 2018		5.11%
Growth 2000 - 2010		11.29%
2018 Est. Population by Single-Classification Race	6,836	
White Alone	5,309	77.66%
Black or African American Alone	255	3.73%
Amer. Indian and Alaska Native Alone	71	1.04%
Asian Alone	16	0.23%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	1,074	15.71%
Two or More Races	110	1.61%
2018 Est. Population by Hispanic or Latino Origin	6,836	
Not Hispanic or Latino	4,178	61.12%
Hispanic or Latino	2,658	38.88%
Mexican	2,482	93.38%
Puerto Rican	3	0.11%
Cuban	3	0.11%
All Other Hispanic or Latino	170	6.40%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	2,658	
White Alone	1,456	54.78%
Black or African American Alone	5	0.19%
American Indian and Alaska Native Alone	45	1.69%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,067	40.14%
Two or More Races	85	3.20%
2018 Est. Pop by Race, Asian Alone, by Category	16	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	1	6.25%
Vietnamese	15	93.75%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Flatonia, Texas



DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	6,836	
Arab	0	0.00%
Czech	1,035	15.14%
Danish	0	0.00%
Dutch	28	0.41%
English	177	2.59%
French (except Basque)	89	1.30%
French Canadian	12	0.18%
German	1,085	15.87%
Greek	1	0.02%
Hungarian	0	0.00%
Irish	246	3.60%
Italian	5	0.07%
Lithuanian	0	0.00%
United States or American	319	4.67%
Norwegian	46	0.67%
Polish	66	0.97%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	26	0.38%
Scotch-Irish	59	0.86%
Slovak	0	0.00%
Subsaharan African	3	0.04%
Swedish	43	0.63%
Swiss	7	0.10%
Ukrainian	0	0.00%
Welsh	9	0.13%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,890	42.28%
Ancestry Unclassified	690	10.09%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,426	68.71%
Speak Asian/Pacific Island Language at Home	41	0.64%
Speak IndoEuropean Language at Home	154	2.39%
Speak Spanish at Home	1,814	28.16%
Speak Other Language at Home	8	0.12%
2018 Est. Population by Age	6,836	
Age 0 - 4	394	5.76%
Age 5 - 9	421	6.16%
Age 10 - 14	440	6.44%
Age 15 - 17	264	3.86%
Age 18 - 20	237	3.47%
Age 21 - 24	308	4.51%
Age 25 - 34	669	9.79%
Age 35 - 44	706	10.33%
Age 45 - 54	791	11.57%
Age 55 - 64	1,048	15.33%
Age 65 - 74	880	12.87%
Age 75 - 84	451	6.60%
Age 85 and over	228	3.34%
Age 16 and over	5,495	80.38%
Age 18 and over	5,318	77.79%
Age 21 and over	5,081	74.33%
Age 65 and over	1,559	22.81%
2018 Est. Median Age		44.72
2018 Est. Average Age		43.05

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Flatonia, Texas



DESCRIPTION	DATA	%
2018 Est. Population by Sex	6,836	
Male	3,411	49.90%
Female	3,425	50.10%
2018 Est. Male Population by Age	3,411	
Age 0 - 4	200	5.86%
Age 5 - 9	210	6.16%
Age 10 - 14	214	6.27%
Age 15 - 17	131	3.84%
Age 18 - 20	120	3.52%
Age 21 - 24	163	4.78%
Age 25 - 34	344	10.09%
Age 35 - 44	353	10.35%
Age 45 - 54	422	12.37%
Age 55 - 64	530	15.54%
Age 65 - 74	445	13.05%
Age 75 - 84	209	6.13%
Age 85 and over	70	2.05%
2018 Est. Median Age, Male		44.22
2018 Est. Average Age, Male		42.23

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	3,425	
Age 0 - 4	194	5.66%
Age 5 - 9	211	6.16%
Age 10 - 14	226	6.60%
Age 15 - 17	133	3.88%
Age 18 - 20	116	3.39%
Age 21 - 24	145	4.23%
Age 25 - 34	326	9.52%
Age 35 - 44	353	10.31%
Age 45 - 54	369	10.77%
Age 55 - 64	518	15.12%
Age 65 - 74	435	12.70%
Age 75 - 84	242	7.07%
Age 85 and over	158	4.61%
2018 Est. Median Age, Female		45.26
2018 Est. Average Age, Female		43.74
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,392	24.94%
Males, Never Married	821	14.71%
Females, Never Married	571	10.23%
Married, Spouse present	2,820	50.52%
Married, Spouse absent	408	7.31%
Widowed	447	8.01%
Males Widowed	109	1.95%
Females Widowed	338	6.06%
Divorced	515	9.23%
Males Divorced	226	4.05%
Females Divorced	288	5.16%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Flatonia, Texas



DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	922	19.3%
Some High School, no diploma	613	12.8%
High School Graduate (or GED)	1,626	34.1%
Some College, no degree	882	18.5%
Associate Degree	167	3.5%
Bachelor's Degree	433	9.1%
Master's Degree	88	1.8%
Professional School Degree	10	0.2%
Doctorate Degree	32	0.7%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	856	57.22%
High School Graduate	386	25.80%
Some College or Associate's Degree	218	14.57%
Bachelor's Degree or Higher	38	2.54%
Households		
2023 Projection	2,843	
2018 Estimate	2,722	
2010 Census	2,592	
2000 Census	2,281	
Growth 2018 - 2023		4.45%
Growth 2010 - 2018		5.02%
Growth 2000 - 2010		13.63%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	2,722	
Family Households	1,882	69.14%
Nonfamily Households	840	30.86%
2018 Est. Group Quarters Population	111	
2018 Households by Ethnicity, Hispanic/Latino	801	
2018 Est. Households by Household Income	2,722	
Income < \$15,000	347	12.75%
Income \$15,000 - \$24,999	345	12.68%
Income \$25,000 - \$34,999	257	9.44%
Income \$35,000 - \$49,999	414	15.21%
Income \$50,000 - \$74,999	454	16.68%
Income \$75,000 - \$99,999	289	10.62%
Income \$100,000 - \$124,999	209	7.68%
Income \$125,000 - \$149,999	142	5.22%
Income \$150,000 - \$199,999	116	4.26%
Income \$200,000 - \$249,999	55	2.02%
Income \$250,000 - \$499,999	59	2.17%
Income \$500,000+	37	1.36%
2018 Est. Average Household Income		\$75,281
2018 Est. Median Household Income		\$49,960

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$53,015
Black or African American Alone		\$31,431
American Indian and Alaska Native Alone		\$122,649
Asian Alone		\$25,000
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$42,061
Two or More Races		\$31,710
Hispanic or Latino		\$43,919
Not Hispanic or Latino		\$55,381
2018 Est. Family HH Type by Presence of Own Child.	1,882	
Married-Couple Family, own children	516	27.42%
Married-Couple Family, no own children	970	51.54%
Male Householder, own children	55	2.92%
Male Householder, no own children	90	4.78%
Female Householder, own children	125	6.64%
Female Householder, no own children	125	6.64%
2018 Est. Households by Household Size	2,722	
1-person	741	27.22%
2-person	1,028	37.77%
3-person	374	13.74%
4-person	296	10.87%
5-person	162	5.95%
6-person	72	2.65%
7-or-more-person	50	1.84%
2018 Est. Average Household Size		2.47

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	2,722	
Households with 1 or More People under Age 18:	787	28.91%
Married-Couple Family	554	70.39%
Other Family, Male Householder	70	8.90%
Other Family, Female Householder	155	19.70%
Nonfamily, Male Householder	7	0.89%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	1,935	71.09%
Married-Couple Family	933	48.22%
Other Family, Male Householder	75	3.88%
Other Family, Female Householder	96	4.96%
Nonfamily, Male Householder	418	21.60%
Nonfamily, Female Householder	414	21.40%
2018 Est. Households by Number of Vehicles	2,722	
No Vehicles	168	6.17%
1 Vehicle	634	23.29%
2 Vehicles	1,203	44.20%
3 Vehicles	458	16.83%
4 Vehicles	218	8.01%
5 or more Vehicles	42	1.54%
2018 Est. Average Number of Vehicles		2.04

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	1,968	
2018 Estimate	1,882	
2010 Census	1,792	
2000 Census	1,576	
Growth 2018 - 2023		4.57%
Growth 2010 - 2018		5.02%
Growth 2000 - 2010		13.71%
2018 Est. Families by Poverty Status	1,882	
2018 Families at or Above Poverty	1,697	90.17%
2018 Families at or Above Poverty with Children	657	34.91%
2018 Families Below Poverty	185	9.83%
2018 Families Below Poverty with Children	128	6.80%
2018 Est. Pop 16+ by Employment Status	5,495	
Civilian Labor Force, Employed	3,278	59.65%
Civilian Labor Force, Unemployed	103	1.87%
Armed Forces	0	0.00%
Not in Labor Force	2,114	38.47%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	3,262	
For-Profit Private Workers	2,424	74.31%
Non-Profit Private Workers	91	2.79%
Local Government Workers	65	1.99%
State Government Workers	78	2.39%
Federal Government Workers	233	7.14%
Self-Employed Workers	366	11.22%
Unpaid Family Workers	6	0.18%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	3,262	
Architect/Engineer	7	0.22%
Arts/Entertainment/Sports	6	0.18%
Building Grounds Maintenance	183	5.61%
Business/Financial Operations	65	1.99%
Community/Social Services	33	1.01%
Computer/Mathematical	15	0.46%
Construction/Extraction	271	8.31%
Education/Training/Library	78	2.39%
Farming/Fishing/Forestry	181	5.55%
Food Prep/Serving	245	7.51%
Health Practitioner/Technician	95	2.91%
Healthcare Support	54	1.66%
Maintenance Repair	120	3.68%
Legal	21	0.64%
Life/Physical/Social Science	2	0.06%
Management	286	8.77%
Office/Admin. Support	304	9.32%
Production	554	16.98%
Protective Services	55	1.69%
Sales/Related	275	8.43%
Personal Care/Service	90	2.76%
Transportation/Moving	322	9.87%
2018 Est. Pop 16+ by Occupation Classification	3,262	
Blue Collar	1,187	36.39%
White Collar	1,267	38.84%
Service and Farm	808	24.77%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	3,129	
Drove Alone	2,322	74.21%
Car Pooled	484	15.47%
Public Transportation	32	1.02%
Walked	98	3.13%
Bicycle	3	0.10%
Other Means	32	1.02%
Worked at Home	157	5.02%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,230	
15 - 29 Minutes	907	
30 - 44 Minutes	447	
45 - 59 Minutes	175	
60 or more Minutes	203	
2018 Est. Avg Travel Time to Work in Minutes		24.78
2018 Est. Occupied Housing Units by Tenure	2,722	
Owner Occupied	2,129	78.22%
Renter Occupied	594	21.82%
2018 Owner Occ. HUs: Avg. Length of Residence		16.84
2018 Renter Occ. HUs: Avg. Length of Residence		8.34

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	2,722	
Value Less than \$20,000	146	6.86%
Value \$20,000 - \$39,999	184	8.64%
Value \$40,000 - \$59,999	176	8.27%
Value \$60,000 - \$79,999	203	9.54%
Value \$80,000 - \$99,999	177	8.31%
Value \$100,000 - \$149,999	317	14.89%
Value \$150,000 - \$199,999	313	14.70%
Value \$200,000 - \$299,999	270	12.68%
Value \$300,000 - \$399,999	114	5.36%
Value \$400,000 - \$499,999	70	3.29%
Value \$500,000 - \$749,999	76	3.57%
Value \$750,000 - \$999,999	40	1.88%
Value \$1,000,000 or \$1,499,999	24	1.13%
Value \$1,500,000 or \$1,999,999	6	0.28%
Value \$2,000,000+	12	0.56%
2018 Est. Median All Owner-Occupied Housing Value		\$126,482
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	2,923	76.36%
1 Unit Detached	31	0.81%
2 Units	51	1.33%
3 or 4 Units	2	0.05%
5 to 19 Units	65	1.70%
20 to 49 Units	28	0.73%
50 or More Units	9	0.24%
Mobile Home or Trailer	717	18.73%
Boat, RV, Van, etc.	2	0.05%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

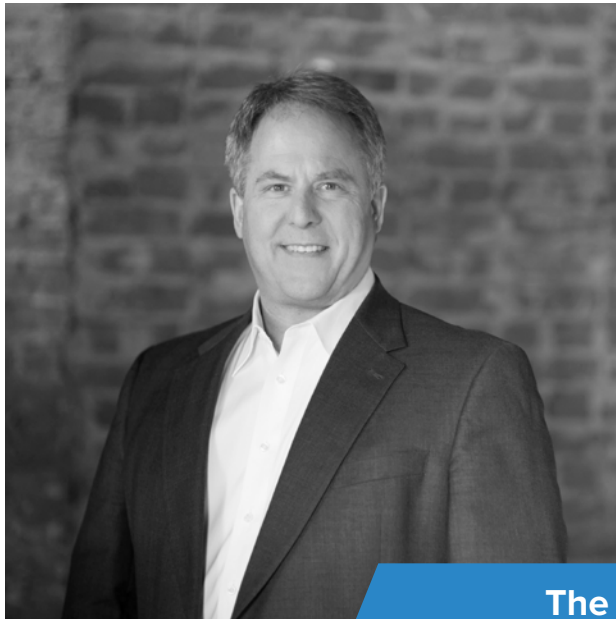
Flatonia, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	140	3.66%
Housing Units Built 2010 to 2014	48	1.25%
Housing Units Built 2000 to 2009	625	16.33%
Housing Units Built 1990 to 1999	565	14.76%
Housing Units Built 1980 to 1989	561	14.66%
Housing Units Built 1970 to 1979	354	9.25%
Housing Units Built 1960 to 1969	331	8.65%
Housing Units Built 1950 to 1959	330	8.62%
Housing Units Built 1940 to 1949	229	5.98%
Housing Unit Built 1939 or Earlier	646	16.88%
2018 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 Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



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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