Retail Attractions, LLC
Economic Development Consulting

Lindale, Texas
Executive Report
20mi Radius

Demographics | Population & Race

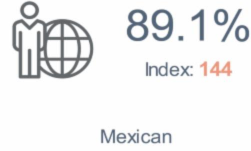**Trade Area:** Lindale, Texas (20mi Radius)
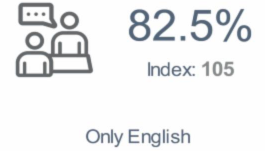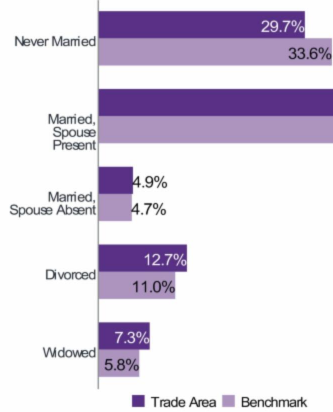
POPULATION
232,554

HOUSEHOLDS
88,332

ETHNICITY
20.5%
Index: 111

Hispanic/Latino

HISPANIC ORIGIN*
89.1%
Index: 144

Mexican

HOME LANGUAGE*
82.5%
Index: 105

Only English

MARITAL STATUS

Status	Trade Area	Benchmark
Never Married	29.7%	33.6%
Married, Spouse Present	45.4%	44.8%
Married, Spouse Absent	4.9%	4.7%
Divorced	12.7%	11.0%
Widowed	7.3%	5.8%

POPULATION BY AGE

Age	Count	%	Index
0 - 4	15,559	6.7	109
5 - 9	15,286	6.6	106
10 - 14	15,316	6.6	104
15 - 17	9,730	4.2	108
18 - 20	10,406	4.5	107
21 - 24	12,681	5.5	101
25 - 34	30,745	13.2	98
35 - 44	26,873	11.6	92
45 - 54	25,965	11.2	88
55 - 64	27,789	11.9	93
65 - 74	23,913	10.3	106
75 - 84	13,002	5.6	121
85+	5,290	2.3	115

POPULATION BY RACE**

Race	Trade Area	Benchmark
White	69.1%	69.8%
African American	16.7%	12.9%
Some Other Race	9.7%	6.9%
Two or More Races	2.4%	3.5%
Asian	1.5%	5.8%
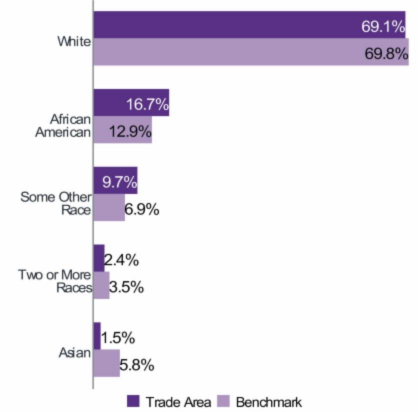
Demographics | Housing & Household

Trade Area: Lindale, Texas (20mi Radius)

MEDIAN AGE OF HOUSEHOLDER
54
Index: 101

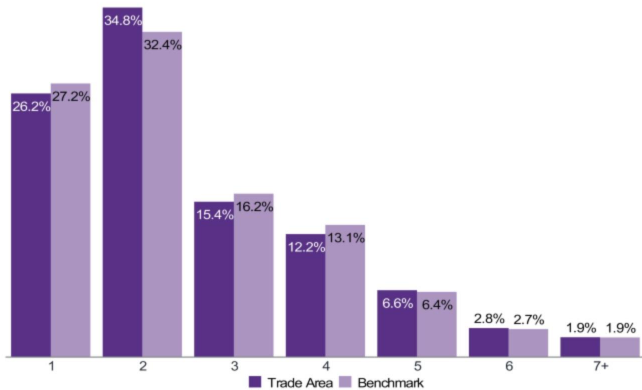## PRESENCE OF CHILDREN*
33.2%
Index: 99

HOUSEHOLD TYPE
NonFamily HHs 31.5%
Family HHs 68.5%

HOUSING TENURE
66.2%
Own
Index: 102

33.8%
Rent
Index: 97
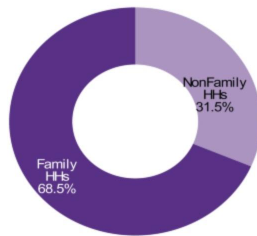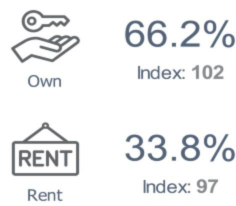
AGE OF HOUSING**
9 - 18 years old
% Comp: 17.4   Index: 120

HOUSEHOLD SIZE

Size	Trade Area	Benchmark
1	26.2%	27.2%
2	34.8%	32.4%
3	15.4%	16.2%
4	12.2%	13.1%
5	6.6%	6.4%
6	2.8%	2.7%
7+	1.9%	1.9%

HOUSING UNITS IN STRUCTURE

Units	Trade Area	Benchmark
1 Unit Detached	66.4%	61.4%
1 Unit Attached	2.7%	5.9%
2 Units	3.0%	3.6%
3 to 4 Units	2.9%	4.4%
5 to 19 Units	8.1%	9.4%
20 to 49 Units	1.7%	3.6%
50+ Units	2.3%	5.3%

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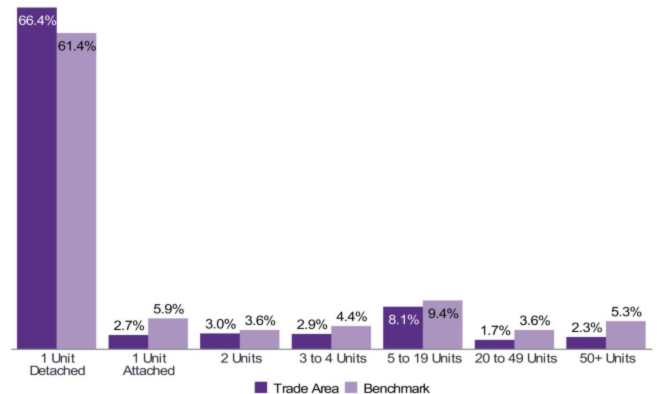
Demographics | Affluence & Education

Trade Area: Lindale, Texas (20mi Radius)

EDUCATIONAL ATTAINMENT: TOP 2*

25.9%
Index: 125

Some College, No Degree

25.9%
Index: 95

High School Graduate

EDUCATION: HISPANIC/LATINO

1.3%
Index: 55

Bachelor's degree or higher

POVERTY STATUS

88.1%
Index: 98

At or above poverty

HOUSEHOLD INCOME

Median Household Income
$51,435
Index: 83

Average Household Income
$71,458
Index: 80

HOUSEHOLD INCOME DISTRIBUTION

Income Range	Trade Area	Benchmark
Less than $15,000	11.4%	10.5%
$15,000 - $24,999	12.1%	9.1%
$25,000 - $34,999	10.4%	8.9%
$35,000 - $49,999	14.9%	12.6%
$50,000 - $74,999	18.0%	16.9%
$75,000 - $99,999	12.7%	12.3%
$100,000 - $124,999	8.0%	9.1%
$125,000 - $149,999	4.6%	6.2%
$150,000 - $199,999	3.6%	6.4%
$200,000 - $249,999	1.5%	3.1%
$250,000 - $499,999	2.0%	3.3%
$500,000+	0.8%	1.7%

Demographics | Employment & Occupation

Trade Area: Lindale, Texas (20mi Radius)

OCCUPATIONAL CLASS*

54.5%
Index: 90

White Collar

UNEMPLOYMENT RATE

7.0%
Index: 116

Percent of civilian labor force unemployed

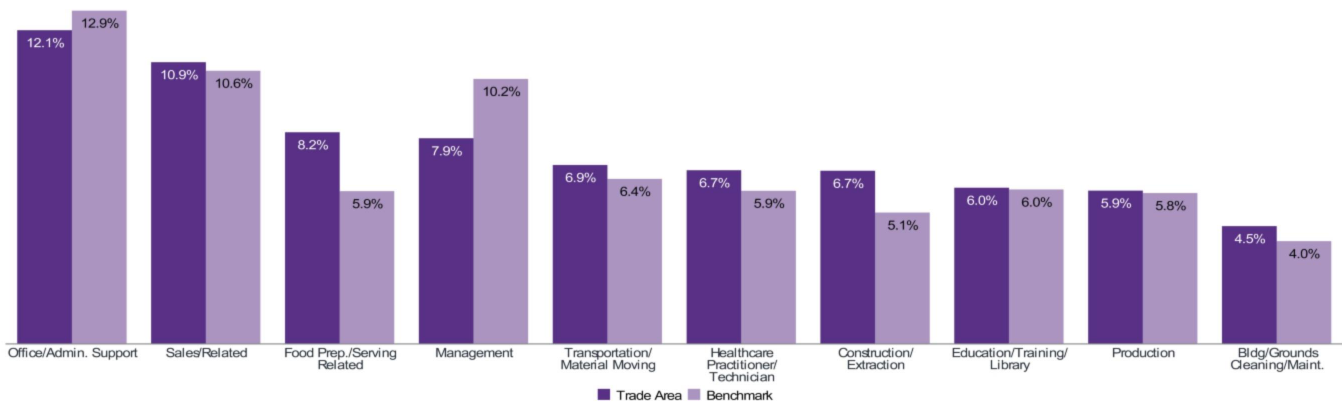## METHOD OF TRAVEL TO WORK: TOP 2*

82.4%
Index: 108

Travel to work by **Driving Alone**

9.8%
Index: 108

Travel to work by **Carpooling**

OCCUPATION: TOP 10*

Occupation	Trade Area	Benchmark
Office/Admin. Support	12.1%	12.9%
Sales/Related	10.9%	10.6%
Food Prep./Serving Related	8.2%	5.9%
Management	7.9%	10.2%
Transportation/Material Moving	6.9%	6.4%
Healthcare Practitioner/Technician	6.7%	5.9%
Construction/Extraction	6.7%	5.1%
Education/Training/Library	6.0%	6.0%
Production	5.9%	5.8%
Bldg/Grounds Cleaning/Maint.	4.5%	4.0%

Retail Attractions compiles data from a number of sources including Nielsen-Claritas, Environics, Applied Geographic Solutions (AGS), REGIS, the client City, various state agencies, the US Census Bureau, the US Economic Survey and information from the US Bureau of Labor and other sources plus local data and statistics. The primary sources for the demographic information included in this report are Nielsen-Claritas,Environics, Pop Stats, ESRI, US Postal data, SiteReports and Applied Geographic Solutions (AGS) and REGIS, Regis Radis Sandbox.

Both Nielsen-Claritas and AGS pull data from public and private sources and apply their proprietary algorithm to determine demographic projections and estimates. Retail Attractions has carefully analyzed the resulting statistics and determined the algorithms that best represent the client community and trade area.

Nielsen-Claritas and AGS are highly respected data providers in the retail industry, and both sources calculate estimates for the current year and projections for five years in the future. Both companies produce data at varying geographic levels including national, state, county, city/town, zip code, and block group. These estimates and projections on a defined population can be analyzed according to population characteristics such as age, sex, race, ethnicity, income, education, occupation, housing or rate of growth.

The demographic data contained in this report comes from all of our data sources, and the opportunity gap data comes primarily from Nielsen-Claritas Retail Market Power™ (RMP). The RMP data allows the comparison of supply and demand to determine potential sources of revenue growth at any standard or user defined geographic level.

Neilson has relaunched and reformatted all the Claritas data in a new and improved platform. Retail Attractions has recently collaborated with PiinPoint, a New York data company with some of the most unique retail data and market information available to provide a client's with another source of valuable market data and information.
We will be happy to discuss or answer any questions regarding the data used in this report.

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