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**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

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Lindale, Texas  
Executive Report  
City Limits

# Demographics | Population & Race

Trade Area: Lindale, Texas (City Limits)


## POPULATION

5,898  
HOUSEHOLDS  
2,073


## ETHNICITY

 10.7%  
Index: 58  
Hispanic/Latino

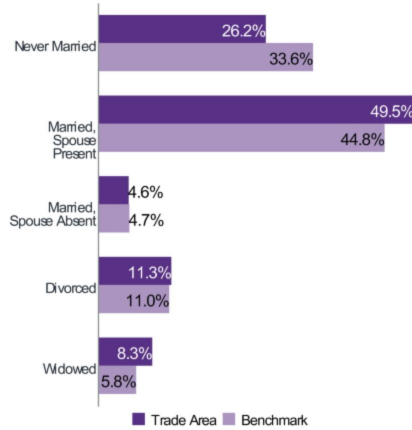
## HISPANIC ORIGIN\*

 86.7%  
Index: 140  
Mexican

## HOME LANGUAGE\*

 93.5%  
Index: 119  
Only English

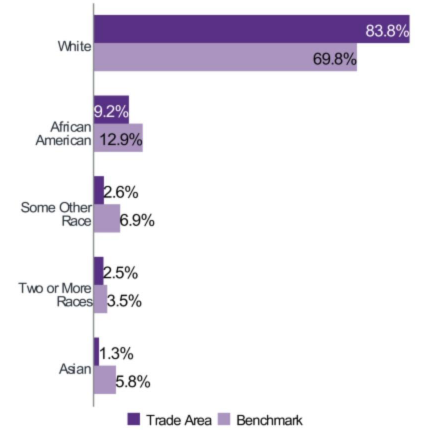
## MARITAL STATUS



## POPULATION BY AGE

Age	Count	%	Index
0 - 4	440	7.5	122
5 - 9	429	7.3	118
10 - 14	429	7.3	115
15 - 17	258	4.4	112
18 - 20	235	4.0	96
21 - 24	307	5.2	97
25 - 34	764	13.0	96
35 - 44	745	12.6	100
45 - 54	685	11.6	91
55 - 64	654	11.1	86
65 - 74	492	8.3	86
75 - 84	302	5.1	111
85+	158	2.7	135

## POPULATION BY RACE\*\*



# Demographics | Housing & Household

Trade Area: Lindale, Texas (City Limits)

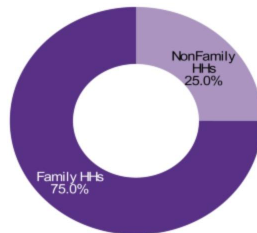
## MEDIAN AGE OF HOUSEHOLDER

51  
Index: 97


## PRESENCE OF CHILDREN\*

 42.3%  
Index: 126

## HOUSEHOLD TYPE



## HOUSING TENURE

 70.3%  
Index: 108  
Own

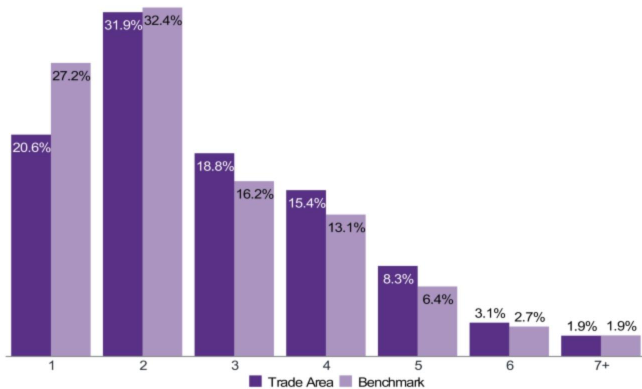
 29.7%  
Index: 85  
Rent

## AGE OF HOUSING\*\*

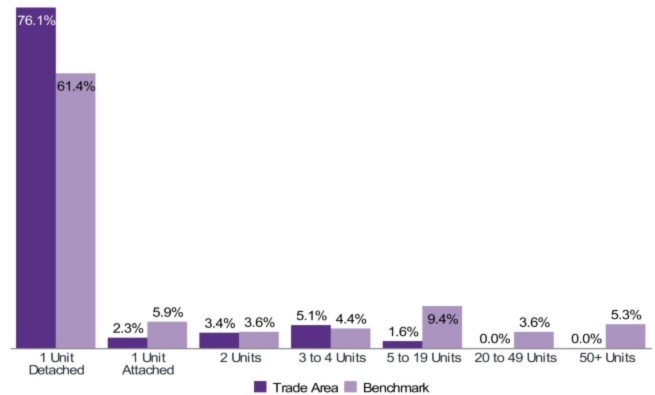


9 - 18 years old  
% Comp: 20.4 Index: 141

## HOUSEHOLD SIZE



## HOUSING UNITS IN STRUCTURE



# Demographics | Affluence & Education

Trade Area: Lindale, Texas (City Limits)

## EDUCATIONAL ATTAINMENT: TOP 2\*



28.5%  
Index: 138

Some College, No Degree



26.8%  
Index: 98

High School Graduate

## EDUCATION: HISPANIC/LATINO



1.1%  
Index: 46

Bachelor's degree or higher

## POVERTY STATUS



86.5%  
Index: 97

At or above poverty

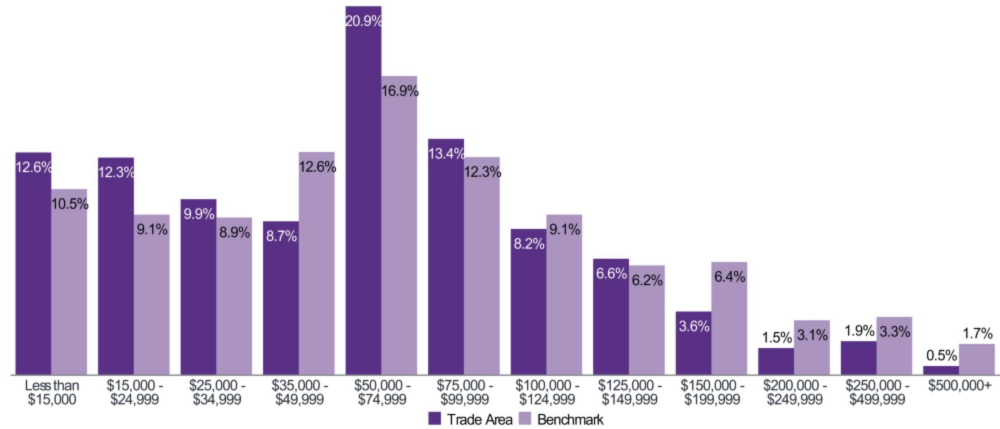
## HOUSEHOLD INCOME



Median Household Income  
**\$58,094**  
Index: 93

Average Household Income  
**\$71,940**  
Index: 80

## HOUSEHOLD INCOME DISTRIBUTION



# Demographics | Employment & Occupation

Trade Area: Lindale, Texas (City Limits)

## OCCUPATIONAL CLASS\*



55.9%  
Index: 92

White Collar

## UNEMPLOYMENT RATE



9.3%  
Index: 152

Percent of civilian labor force unemployed

## METHOD OF TRAVEL TO WORK: TOP 2\*



80.4%  
Index: 105

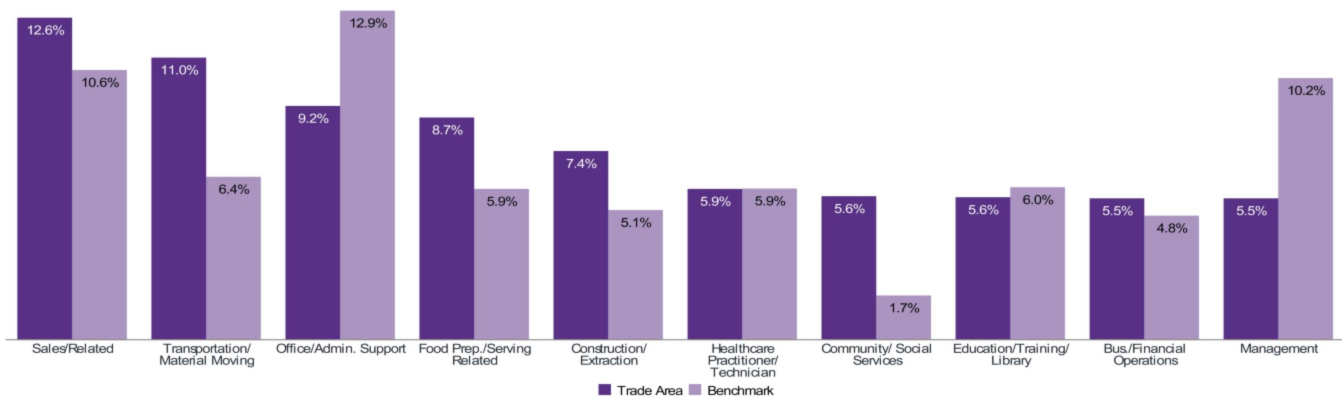
Travel to work by **Driving Alone**



9.8%  
Index: 108

Travel to work by **Carpooling**

## OCCUPATION: TOP 10\*



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.