



TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

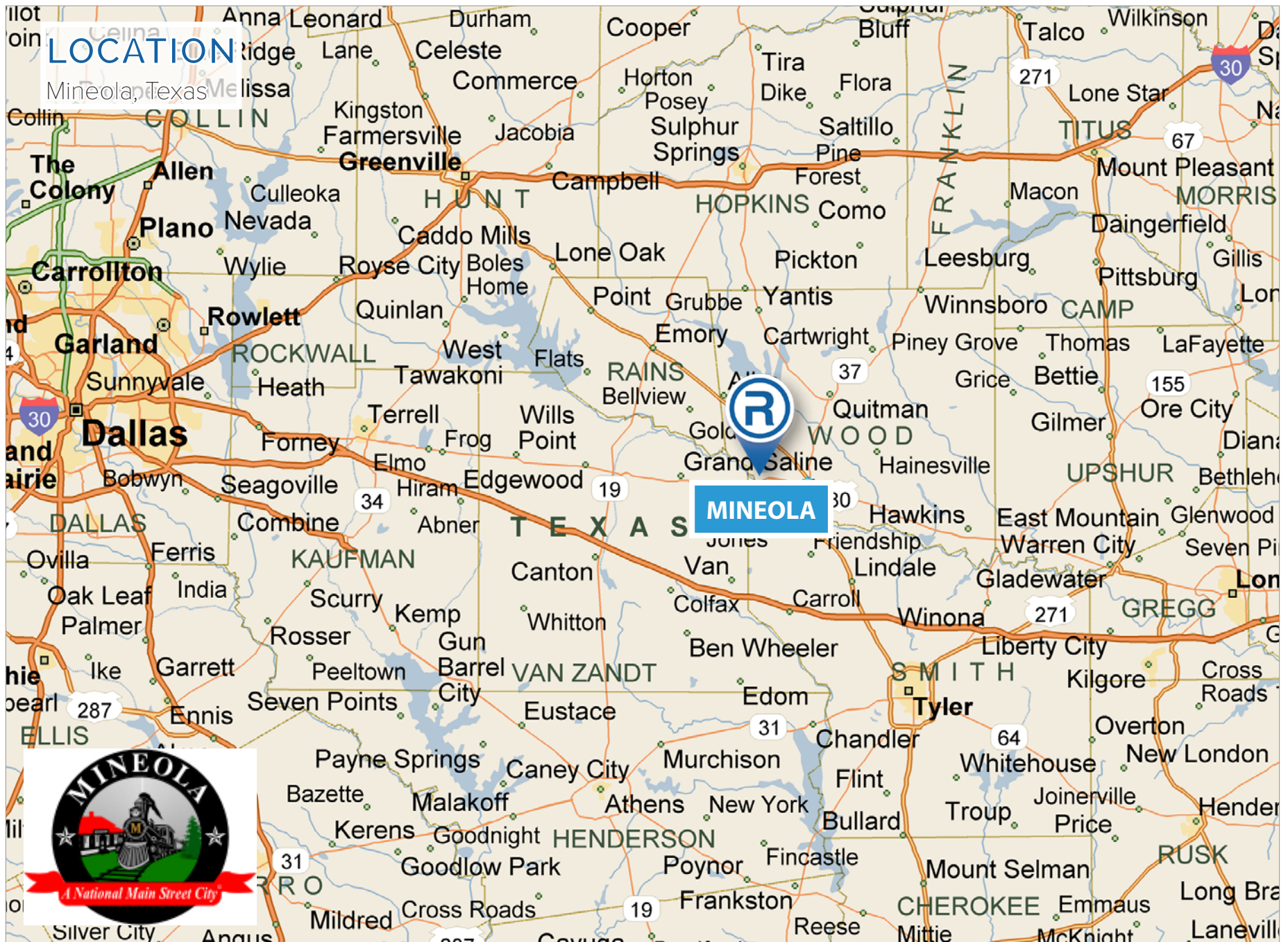
Mineola, Texas

Prepared for
City of Mineola
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LOCATION

Mineola, Texas



CONTACT

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DESCRIPTION	DATA	%
Population		
2024 Projection	4,881	
2019 Estimate	4,722	
2010 Census	4,515	
2000 Census	4,482	
Growth 2019 - 2024		3.37%
Growth 2010 - 2019		4.59%
Growth 2000 - 2010		0.74%
2019 Est. Population by Single-Classification Race	4,722	
White Alone	3,666	77.64%
Black or African American Alone	491	10.40%
Amer. Indian and Alaska Native Alone	47	1.00%
Asian Alone	41	0.87%
Native Hawaiian and Other Pacific Island Alone	1	0.02%
Some Other Race Alone	387	8.20%
Two or More Races	89	1.89%
2019 Est. Population by Hispanic or Latino Origin	4,722	
Not Hispanic or Latino	3,802	80.52%
Hispanic or Latino	920	19.48%
Mexican	854	92.83%
Puerto Rican	1	0.11%
Cuban	0	0.00%
All Other Hispanic or Latino	65	7.07%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	920	
White Alone	485	52.72%
Black or African American Alone	5	0.54%
American Indian and Alaska Native Alone	29	3.15%
Asian Alone	2	0.22%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	385	41.85%
Two or More Races	14	1.52%
2019 Est. Pop by Race, Asian Alone, by Category	41	
Chinese, except Taiwanese	4	9.76%
Filipino	10	24.39%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	12	29.27%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	15	36.59%

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DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	4,722	
Arab	0	0.00%
Czech	0	0.00%
Danish	0	0.00%
Dutch	29	0.61%
English	327	6.93%
French (except Basque)	89	1.89%
French Canadian	1	0.02%
German	454	9.62%
Greek	0	0.00%
Hungarian	9	0.19%
Irish	319	6.76%
Italian	12	0.25%
Lithuanian	0	0.00%
United States or American	910	19.27%
Norwegian	19	0.40%
Polish	32	0.68%
Portuguese	7	0.15%
Russian	14	0.30%
Scottish	101	2.14%
Scotch-Irish	48	1.02%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	1	0.02%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	9	0.19%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,555	32.93%
Ancestry Unclassified	786	16.65%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	3,963	89.34%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak IndoEuropean Language at Home	0	0.00%
Speak Spanish at Home	466	10.51%
Speak Other Language at Home	7	0.16%
2019 Est. Population by Age	4,722	
Age 0 - 4	286	6.06%
Age 5 - 9	292	6.18%
Age 10 - 14	303	6.42%
Age 15 - 17	177	3.75%
Age 18 - 20	154	3.26%
Age 21 - 24	191	4.05%
Age 25 - 34	533	11.29%
Age 35 - 44	512	10.84%
Age 45 - 54	479	10.14%
Age 55 - 64	547	11.58%
Age 65 - 74	570	12.07%
Age 75 - 84	450	9.53%
Age 85 and over	228	4.83%
Age 16 and over	3,783	80.11%
Age 18 and over	3,664	77.59%
Age 21 and over	3,510	74.33%
Age 65 and over	1,248	26.43%
2019 Est. Median Age		43.26
2019 Est. Average Age		43.70

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DESCRIPTION	DATA	%
2019 Est. Population by Sex	4,722	
Male	2,219	46.99%
Female	2,503	53.01%
2019 Est. Male Population by Age	2,219	
Age 0 - 4	143	6.44%
Age 5 - 9	149	6.72%
Age 10 - 14	144	6.49%
Age 15 - 17	85	3.83%
Age 18 - 20	81	3.65%
Age 21 - 24	104	4.69%
Age 25 - 34	274	12.35%
Age 35 - 44	263	11.85%
Age 45 - 54	237	10.68%
Age 55 - 64	263	11.85%
Age 65 - 74	234	10.55%
Age 75 - 84	183	8.25%
Age 85 and over	59	2.66%
2019 Est. Median Age, Male		39.84
2019 Est. Average Age, Male		41.10

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	2,503	
Age 0 - 4	143	5.71%
Age 5 - 9	143	5.71%
Age 10 - 14	159	6.35%
Age 15 - 17	92	3.68%
Age 18 - 20	73	2.92%
Age 21 - 24	87	3.48%
Age 25 - 34	259	10.35%
Age 35 - 44	249	9.95%
Age 45 - 54	242	9.67%
Age 55 - 64	284	11.35%
Age 65 - 74	336	13.42%
Age 75 - 84	267	10.67%
Age 85 and over	169	6.75%
2019 Est. Median Age, Female		46.95
2019 Est. Average Age, Female		46.00
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	943	24.55%
Males, Never Married	406	10.57%
Females, Never Married	537	13.98%
Married, Spouse present	1,944	50.61%
Married, Spouse absent	160	4.17%
Widowed	380	9.89%
Males Widowed	83	2.16%
Females Widowed	297	7.73%
Divorced	414	10.78%
Males Divorced	173	4.50%
Females Divorced	241	6.27%

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DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	223	6.7%
Some High School, no diploma	286	8.6%
High School Graduate (or GED)	1,140	34.3%
Some College, no degree	847	25.5%
Associate Degree	243	7.3%
Bachelor's Degree	372	11.2%
Master's Degree	192	5.8%
Professional School Degree	6	0.2%
Doctorate Degree	10	0.3%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	399	89.06%
High School Graduate	1	0.22%
Some College or Associate's Degree	48	10.71%
Bachelor's Degree or Higher	0	0.00%
Households		
2024 Projection	1,964	
2019 Estimate	1,877	
2010 Census	1,778	
2000 Census	1,756	
Growth 2019 - 2024		4.64%
Growth 2010 - 2019		5.57%
Growth 2000 - 2010		1.25%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	1,877	
Family Households	1,229	65.48%
Nonfamily Households	648	34.52%
2019 Est. Group Quarters Population	225	
2019 Households by Ethnicity, Hispanic/Latino	228	
2019 Est. Households by Household Income	1,877	
Income < \$15,000	150	7.99%
Income \$15,000 - \$24,999	206	10.98%
Income \$25,000 - \$34,999	216	11.51%
Income \$35,000 - \$49,999	348	18.54%
Income \$50,000 - \$74,999	410	21.84%
Income \$75,000 - \$99,999	253	13.48%
Income \$100,000 - \$124,999	145	7.73%
Income \$125,000 - \$149,999	80	4.26%
Income \$150,000 - \$199,999	38	2.03%
Income \$200,000 - \$249,999	10	0.53%
Income \$250,000 - \$499,999	14	0.75%
Income \$500,000+	7	0.37%
2019 Est. Average Household Income		\$63,625
2019 Est. Median Household Income		\$50,918

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DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class, Race or Eth.		
White Alone		\$52,176
Black or African American Alone		\$34,089
American Indian and Alaska Native Alone		\$24,027
Asian Alone		\$64,152
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$62,066
Two or More Races		\$200,000
Hispanic or Latino		\$61,044
Not Hispanic or Latino		\$48,232
2019 Est. Family HH Type by Presence of Own Child.	1,229	
Married-Couple Family, own children	331	26.93%
Married-Couple Family, no own children	580	47.19%
Male Householder, own children	36	2.93%
Male Householder, no own children	40	3.26%
Female Householder, own children	95	7.73%
Female Householder, no own children	147	11.96%
2019 Est. Households by Household Size	1,877	
1-person	582	31.01%
2-person	648	34.52%
3-person	268	14.28%
4-person	193	10.28%
5-person	110	5.86%
6-person	43	2.29%
7-or-more-person	33	1.76%
2019 Est. Average Household Size		2.4

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	1,877	
Households with 1 or More People under Age 18:	562	29.94%
Married-Couple Family	371	66.01%
Other Family, Male Householder	47	8.36%
Other Family, Female Householder	138	24.56%
Nonfamily, Male Householder	5	0.89%
Nonfamily, Female Householder	1	0.18%
Households with No People under Age 18:	1,315	70.06%
Married-Couple Family	536	40.76%
Other Family, Male Householder	32	2.43%
Other Family, Female Householder	105	7.99%
Nonfamily, Male Householder	228	17.34%
Nonfamily, Female Householder	414	31.48%
2019 Est. Households by Number of Vehicles	1,877	
No Vehicles	18	0.96%
1 Vehicle	692	36.87%
2 Vehicles	817	43.53%
3 Vehicles	282	15.02%
4 Vehicles	56	2.98%
5 or more Vehicles	12	0.64%
2019 Est. Average Number of Vehicles		1.8

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DESCRIPTION	DATA	%
Family Households		
2024 Projection	1,284	
2019 Estimate	1,229	
2010 Census	1,170	
2000 Census	1,193	
Growth 2019 - 2024		4.48%
Growth 2010 - 2019		5.04%
Growth 2000 - 2010		-1.93%
2019 Est. Families by Poverty Status	1,229	
2019 Families at or Above Poverty	1,108	90.16%
2019 Families at or Above Poverty with Children	439	35.72%
2019 Families Below Poverty	121	9.85%
2019 Families Below Poverty with Children	88	7.16%
2019 Est. Pop 16+ by Employment Status	3,783	
Civilian Labor Force, Employed	1,848	48.85%
Civilian Labor Force, Unemployed	153	4.04%
Armed Forces	0	0.00%
Not in Labor Force	1,782	47.11%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	1,803	
For-Profit Private Workers	1,310	72.66%
Non-Profit Private Workers	91	5.05%
Local Government Workers	33	1.83%
State Government Workers	170	9.43%
Federal Government Workers	68	3.77%
Self-Employed Workers	131	7.27%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	1,803	
Architect/Engineer	24	1.33%
Arts/Entertainment/Sports	28	1.55%
Building Grounds Maintenance	73	4.05%
Business/Financial Operations	77	4.27%
Community/Social Services	35	1.94%
Computer/Mathematical	17	0.94%
Construction/Extraction	142	7.88%
Education/Training/Library	101	5.60%
Farming/Fishing/Forestry	1	0.06%
Food Prep/Serving	146	8.10%
Health Practitioner/Technician	109	6.05%
Healthcare Support	78	4.33%
Maintenance Repair	54	3.00%
Legal	1	0.06%
Life/Physical/Social Science	7	0.39%
Management	175	9.71%
Office/Admin. Support	296	16.42%
Production	70	3.88%
Protective Services	11	0.61%
Sales/Related	161	8.93%
Personal Care/Service	19	1.05%
Transportation/Moving	178	9.87%
2019 Est. Pop 16+ by Occupation Classification	1,803	
White Collar	1,031	57.18%
Blue Collar	444	24.63%
Service and Farm	328	18.19%

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DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	1,770	
Drove Alone	1,442	81.47%
Car Pooled	173	9.77%
Public Transportation	0	0.00%
Walked	26	1.47%
Bicycle	0	0.00%
Other Means	17	0.96%
Worked at Home	112	6.33%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	620	
15 - 29 Minutes	433	
30 - 44 Minutes	127	
45 - 59 Minutes	232	
60 or more Minutes	297	
2019 Est. Avg Travel Time to Work in Minutes		33
2019 Est. Occupied Housing Units by Tenure	1,877	
Owner Occupied	1,206	64.25%
Renter Occupied	671	35.75%
2019 Owner Occ. HUs: Avg. Length of Residence		16.7
2019 Renter Occ. HUs: Avg. Length of Residence		5.7

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	1,877	
Value Less than \$20,000	51	4.23%
Value \$20,000 - \$39,999	39	3.23%
Value \$40,000 - \$59,999	93	7.71%
Value \$60,000 - \$79,999	161	13.35%
Value \$80,000 - \$99,999	112	9.29%
Value \$100,000 - \$149,999	236	19.57%
Value \$150,000 - \$199,999	206	17.08%
Value \$200,000 - \$299,999	184	15.26%
Value \$300,000 - \$399,999	62	5.14%
Value \$400,000 - \$499,999	27	2.24%
Value \$500,000 - \$749,999	16	1.33%
Value \$750,000 - \$999,999	10	0.83%
Value \$1,000,000 or \$1,499,999	9	0.75%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2019 Est. Median All Owner-Occupied Housing Value		\$130,054
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	1,558	73.53%
1 Unit Detached	8	0.38%
2 Units	134	6.32%
3 or 4 Units	252	11.89%
5 to 19 Units	20	0.94%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	147	6.94%
Boat, RV, Van, etc.	0	0.00%

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DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	68	3.21%
Housing Units Built 2010 to 2014	37	1.75%
Housing Units Built 2000 to 2009	319	15.05%
Housing Units Built 1990 to 1999	232	10.95%
Housing Units Built 1980 to 1989	303	14.30%
Housing Units Built 1970 to 1979	278	13.12%
Housing Units Built 1960 to 1969	203	9.58%
Housing Units Built 1950 to 1959	200	9.44%
Housing Units Built 1940 to 1949	232	10.95%
Housing Unit Built 1939 or Earlier	247	11.66%
2019 Est. Median Year Structure Built		1977

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 2019, 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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