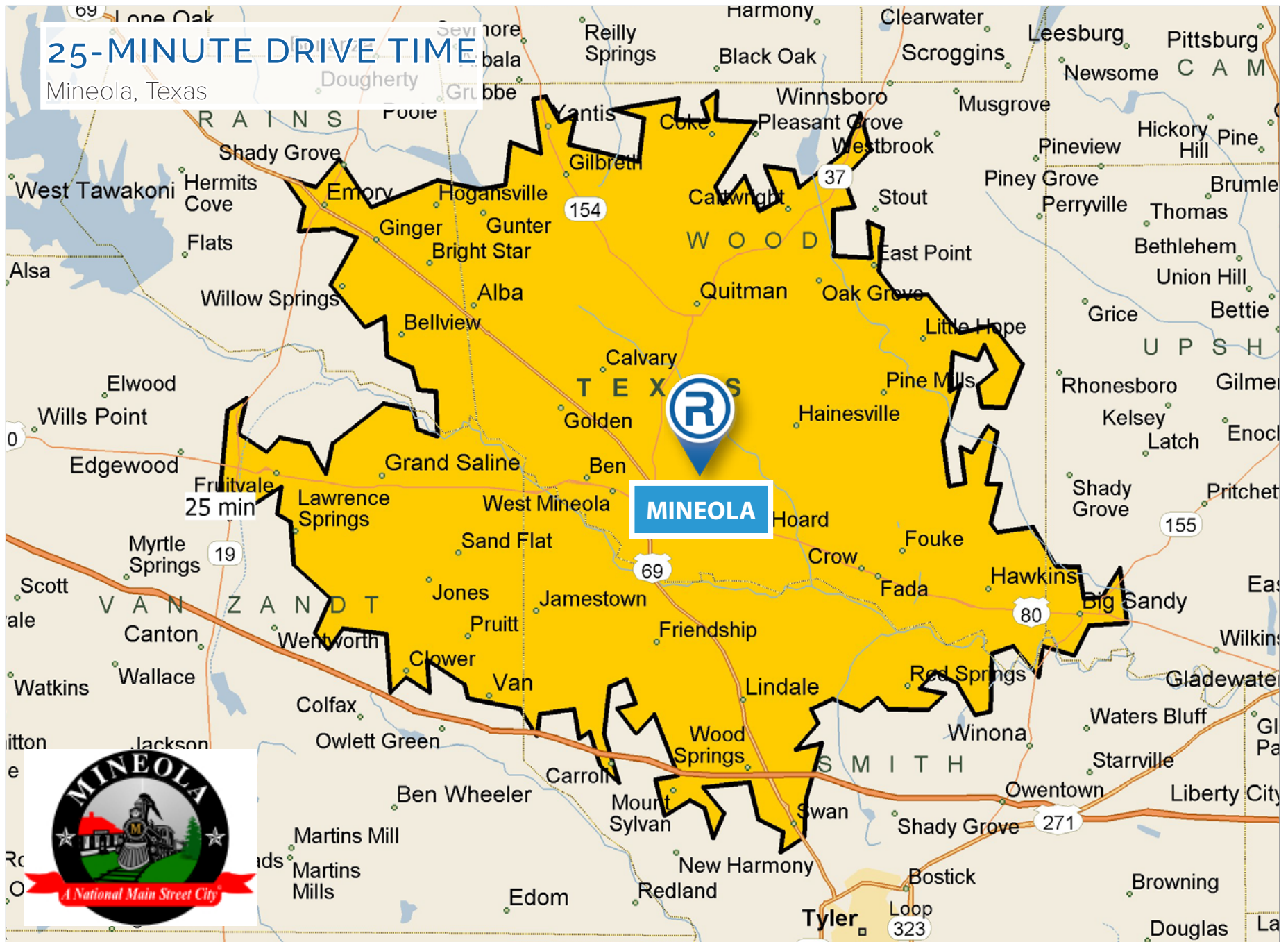# 25-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE
Mineola, Texas

Prepared for
City of Mineola
December 2018

25-MINUTE DRIVE TIME
Mineola, Texas

MINEOLA

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25-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE
Mineola, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	75,556	
2019 Estimate	71,438	
2010 Census	65,520	
2000 Census	55,932	
Growth 2019 - 2024		5.76%
Growth 2010 - 2019		9.03%
Growth 2000 - 2010		17.14%
2019 Est. Population by Single-Classification Race	71,438	
White Alone	61,262	85.76%
Black or African American Alone	4,316	6.04%
Amer. Indian and Alaska Native Alone	498	0.70%
Asian Alone	476	0.67%
Native Hawaiian and Other Pacific Island Alone	43	0.06%
Some Other Race Alone	3,441	4.82%
Two or More Races	1,402	1.96%
2019 Est. Population by Hispanic or Latino Origin	71,438	
Not Hispanic or Latino	63,300	88.61%
Hispanic or Latino	8,138	11.39%
Mexican	7,255	89.15%
Puerto Rican	102	1.25%
Cuban	35	0.43%
All Other Hispanic or Latino	746	9.17%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	8,138	
White Alone	4,124	50.68%
Black or African American Alone	50	0.61%
American Indian and Alaska Native Alone	154	1.89%
Asian Alone	8	0.10%
Native Hawaiian and Other Pacific Islander Alone	13	0.16%
Some Other Race Alone	3,417	41.99%
Two or More Races	371	4.56%
2019 Est. Pop by Race, Asian Alone, by Category	476	
Chinese, except Taiwanese	33	6.93%
Filipino	139	29.20%
Japanese	9	1.89%
Asian Indian	91	19.12%
Korean	64	13.45%
Vietnamese	12	2.52%
Cambodian	55	11.56%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	14	2.94%
All Other Asian Races Including 2+ Category	58	12.19%

25-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE
Mineola, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	71,438	
Arab	12	0.02%
Czech	122	0.17%
Danish	54	0.08%
Dutch	468	0.66%
English	5,587	7.82%
French (except Basque)	1,461	2.05%
French Canadian	163	0.23%
German	5,689	7.96%
Greek	31	0.04%
Hungarian	106	0.15%
Irish	5,351	7.49%
Italian	714	1.00%
Lithuanian	5	0.01%
United States or American	13,068	18.29%
Norwegian	145	0.20%
Polish	261	0.37%
Portuguese	44	0.06%
Russian	109	0.15%
Scottish	1,338	1.87%
Scotch-Irish	1,472	2.06%
Slovak	0	0.00%
Subsaharan African	320	0.45%
Swedish	210	0.29%
Swiss	56	0.08%
Ukrainian	4	0.01%
Welsh	180	0.25%
West Indian (except Hisp. groups)	37	0.05%
Other ancestries	19,804	27.72%
Ancestry Unclassified	14,626	20.47%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	62,112	92.23%
Speak Asian/Pacific Island Language at Home	339	0.50%
Speak IndoEuropean Language at Home	287	0.43%
Speak Spanish at Home	4,565	6.78%
Speak Other Language at Home	43	0.06%
2019 Est. Population by Age	71,438	
Age 0 - 4	4,092	5.73%
Age 5 - 9	4,146	5.80%
Age 10 - 14	4,356	6.10%
Age 15 - 17	2,773	3.88%
Age 18 - 20	2,895	4.05%
Age 21 - 24	3,570	5.00%
Age 25 - 34	7,664	10.73%
Age 35 - 44	7,332	10.26%
Age 45 - 54	8,090	11.33%
Age 55 - 64	9,759	13.66%
Age 65 - 74	9,746	13.64%
Age 75 - 84	5,187	7.26%
Age 85 and over	1,828	2.56%
Age 16 and over	57,936	81.10%
Age 18 and over	56,070	78.49%
Age 21 and over	53,175	74.44%
Age 65 and over	16,761	23.46%
2019 Est. Median Age		43.52
2019 Est. Average Age		42.66

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DESCRIPTION	DATA	%
2019 Est. Population by Sex	71,438	
Male	35,093	49.12%
Female	36,345	50.88%
2019 Est. Male Population by Age	35,093	
Age 0 - 4	2,095	5.97%
Age 5 - 9	2,124	6.05%
Age 10 - 14	2,216	6.32%
Age 15 - 17	1,397	3.98%
Age 18 - 20	1,515	4.32%
Age 21 - 24	1,859	5.30%
Age 25 - 34	3,832	10.92%
Age 35 - 44	3,631	10.35%
Age 45 - 54	3,933	11.21%
Age 55 - 64	4,724	13.46%
Age 65 - 74	4,666	13.30%
Age 75 - 84	2,440	6.95%
Age 85 and over	660	1.88%
2019 Est. Median Age, Male		41.94
2019 Est. Average Age, Male		41.66

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	36,345	
Age 0 - 4	1,997	5.50%
Age 5 - 9	2,022	5.56%
Age 10 - 14	2,140	5.89%
Age 15 - 17	1,376	3.79%
Age 18 - 20	1,380	3.80%
Age 21 - 24	1,711	4.71%
Age 25 - 34	3,831	10.54%
Age 35 - 44	3,701	10.18%
Age 45 - 54	4,156	11.44%
Age 55 - 64	5,035	13.85%
Age 65 - 74	5,080	13.98%
Age 75 - 84	2,748	7.56%
Age 85 and over	1,168	3.21%
2019 Est. Median Age, Female		45.04
2019 Est. Average Age, Female		43.59
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	12,795	21.74%
Males, Never Married	7,022	11.93%
Females, Never Married	5,773	9.81%
Married, Spouse present	30,296	51.49%
Married, Spouse absent	3,177	5.40%
Widowed	4,872	8.28%
Males Widowed	1,016	1.73%
Females Widowed	3,856	6.55%
Divorced	7,704	13.09%
Males Divorced	3,683	6.26%
Females Divorced	4,021	6.83%

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,664	5.4%
Some High School, no diploma	5,473	11.0%
High School Graduate (or GED)	16,193	32.6%
Some College, no degree	13,287	26.8%
Associate Degree	3,377	6.8%
Bachelor's Degree	6,080	12.3%
Master's Degree	1,968	4.0%
Professional School Degree	372	0.8%
Doctorate Degree	191	0.4%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,977	50.69%
High School Graduate	1,008	25.85%
Some College or Associate's Degree	533	13.67%
Bachelor's Degree or Higher	382	9.80%
Households		
2024 Projection	29,191	
2019 Estimate	27,535	
2010 Census	25,359	
2000 Census	21,414	
Growth 2019 - 2024		6.01%
Growth 2010 - 2019		8.58%
Growth 2000 - 2010		18.42%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	27,535	
Family Households	20,030	72.74%
Nonfamily Households	7,505	27.26%
2019 Est. Group Quarters Population	1,936	
2019 Households by Ethnicity, Hispanic/Latino	1,983	
2019 Est. Households by Household Income	27,535	
Income < $15,000	3,161	11.48%
Income $15,000 - $24,999	3,179	11.55%
Income $25,000 - $34,999	2,868	10.42%
Income $35,000 - $49,999	3,768	13.68%
Income $50,000 - $74,999	5,338	19.39%
Income $75,000 - $99,999	3,706	13.46%
Income $100,000 - $124,999	2,279	8.28%
Income $125,000 - $149,999	1,292	4.69%
Income $150,000 - $199,999	938	3.41%
Income $200,000 - $249,999	399	1.45%
Income $250,000 - $499,999	435	1.58%
Income $500,000+	172	0.63%
2019 Est. Average Household Income		$69,955
2019 Est. Median Household Income		$53,348

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Mineola, Texas

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$55,794
Black or African American Alone		$28,887
American Indian and Alaska Native Alone		$49,137
Asian Alone		$47,848
Native Hawaiian and Other Pacific Islander Alone		$41,431
Some Other Race Alone		$48,785
Two or More Races		$44,161
Hispanic or Latino		$43,047
Not Hispanic or Latino		$54,423
2019 Est. Family HH Type by Presence of Own Child.	20,030	
Married-Couple Family, own children	5,366	26.79%
Married-Couple Family, no own children	10,824	54.04%
Male Householder, own children	571	2.85%
Male Householder, no own children	560	2.80%
Female Householder, own children	1,364	6.81%
Female Householder, no own children	1,346	6.72%
2019 Est. Households by Household Size	27,535	
1-person	6,538	23.74%
2-person	10,818	39.29%
3-person	4,157	15.10%
4-person	3,177	11.54%
5-person	1,698	6.17%
6-person	717	2.60%
7-or-more-person	429	1.56%
2019 Est. Average Household Size		2.52

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	27,535	
Households with 1 or More People under Age 18:	8,560	31.09%
Married-Couple Family	6,023	70.36%
Other Family, Male Householder	715	8.35%
Other Family, Female Householder	1,740	20.33%
Nonfamily, Male Householder	66	0.77%
Nonfamily, Female Householder	16	0.19%
Households with No People under Age 18:	18,975	68.91%
Married-Couple Family	10,161	53.55%
Other Family, Male Householder	420	2.21%
Other Family, Female Householder	977	5.15%
Nonfamily, Male Householder	3,336	17.58%
Nonfamily, Female Householder	4,081	21.51%
2019 Est. Households by Number of Vehicles	27,535	
No Vehicles	918	3.33%
1 Vehicle	8,325	30.23%
2 Vehicles	12,223	44.39%
3 Vehicles	4,679	16.99%
4 Vehicles	1,022	3.71%
5 or more Vehicles	368	1.34%
2019 Est. Average Number of Vehicles		1.93

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Mineola, Texas

DESCRIPTION	DATA	%
Family Households		
2024 Projection	21,243	
2019 Estimate	20,030	
2010 Census	18,422	
2000 Census	15,851	
Growth 2019 - 2024		6.06%
Growth 2010 - 2019		8.73%
Growth 2000 - 2010		16.22%
2019 Est. Families by Poverty Status	20,030	
2019 Families at or Above Poverty	17,873	89.23%
2019 Families at or Above Poverty with Children	6,426	32.08%
2019 Families Below Poverty	2,157	10.77%
2019 Families Below Poverty with Children	1,540	7.69%
2019 Est. Pop 16+ by Employment Status	57,936	
Civilian Labor Force, Employed	27,229	47.00%
Civilian Labor Force, Unemployed	2,665	4.60%
Armed Forces	14	0.02%
Not in Labor Force	28,028	48.38%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	27,725	
For-Profit Private Workers	18,986	68.48%
Non-Profit Private Workers	2,024	7.30%
Local Government Workers	364	1.31%
State Government Workers	1,442	5.20%
Federal Government Workers	1,829	6.60%
Self-Employed Workers	3,022	10.90%
Unpaid Family Workers	57	0.21%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	27,725	
Architect/Engineer	288	1.04%
Arts/Entertainment/Sports	373	1.35%
Building Grounds Maintenance	967	3.49%
Business/Financial Operations	1,080	3.90%
Community/Social Services	560	2.02%
Computer/Mathematical	329	1.19%
Construction/Extraction	2,357	8.50%
Education/Training/Library	1,543	5.57%
Farming/Fishing/Forestry	292	1.05%
Food Prep/Serving	1,622	5.85%
Health Practitioner/Technician	1,552	5.60%
Healthcare Support	976	3.52%
Maintenance Repair	1,419	5.12%
Legal	189	0.68%
Life/Physical/Social Science	115	0.42%
Management	2,145	7.74%
Office/Admin. Support	3,519	12.69%
Production	1,773	6.40%
Protective Services	591	2.13%
Sales/Related	2,934	10.58%
Personal Care/Service	833	3.01%
Transportation/Moving	2,266	8.17%
2019 Est. Pop 16+ by Occupation Classification	27,725	
White Collar	14,626	52.75%
Blue Collar	7,815	28.19%
Service and Farm	5,283	19.06%

25-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Mineola, Texas

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	27,208	
Drove Alone	21,649	79.57%
Car Pooled	2,919	10.73%
Public Transportation	56	0.21%
Walked	540	1.99%
Bicycle	6	0.02%
Other Means	391	1.44%
Worked at Home	1,647	6.05%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	7,494	
15 - 29 Minutes	7,544	
30 - 44 Minutes	4,483	
45 - 59 Minutes	2,709	
60 or more Minutes	3,317	
2019 Est. Avg Travel Time to Work in Minutes		31.28
2019 Est. Occupied Housing Units by Tenure	27,535	
Owner Occupied	21,508	78.11%
Renter Occupied	6,027	21.89%
2019 Owner Occ. HUs: Avg. Length of Residence		15.5
2019 Renter Occ. HUs: Avg. Length of Residence		5.97

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	27,535	
Value Less than $20,000	915	4.25%
Value $20,000 - $39,999	1,211	5.63%
Value $40,000 - $59,999	1,312	6.10%
Value $60,000 - $79,999	1,889	8.78%
Value $80,000 - $99,999	2,033	9.45%
Value $100,000 - $149,999	4,101	19.07%
Value $150,000 - $199,999	3,360	15.62%
Value $200,000 - $299,999	3,448	16.03%
Value $300,000 - $399,999	1,559	7.25%
Value $400,000 - $499,999	825	3.84%
Value $500,000 - $749,999	475	2.21%
Value $750,000 - $999,999	208	0.97%
Value $1,000,000 or $1,499,999	108	0.50%
Value $1,500,000 or $1,999,999	38	0.18%
Value $2,000,000+	25	0.12%
2019 Est. Median All Owner-Occupied Housing Value		$140,505
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	23,352	73.67%
1 Unit Detached	416	1.31%
2 Units	516	1.63%
3 or 4 Units	924	2.92%
5 to 19 Units	335	1.06%
20 to 49 Units	117	0.37%
50 or More Units	24	0.08%
Mobile Home or Trailer	5,865	18.50%
Boat, RV, Van, etc.	148	0.47%

25-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE
Mineola, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,272	7.17%
Housing Units Built 2010 to 2014	758	2.39%
Housing Units Built 2000 to 2009	6,202	19.57%
Housing Units Built 1990 to 1999	5,393	17.01%
Housing Units Built 1980 to 1989	5,308	16.75%
Housing Units Built 1970 to 1979	4,979	15.71%
Housing Units Built 1960 to 1969	2,598	8.20%
Housing Units Built 1950 to 1959	1,778	5.61%
Housing Units Built 1940 to 1949	1,310	4.13%
Housing Unit Built 1939 or Earlier	1,099	3.47%
2019 Est. Median Year Structure Built		1988

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.

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.

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

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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