



# 2013 DEMOGRAPHIC PROFILE

## Retail Trade Area (10-Min Drivetime)

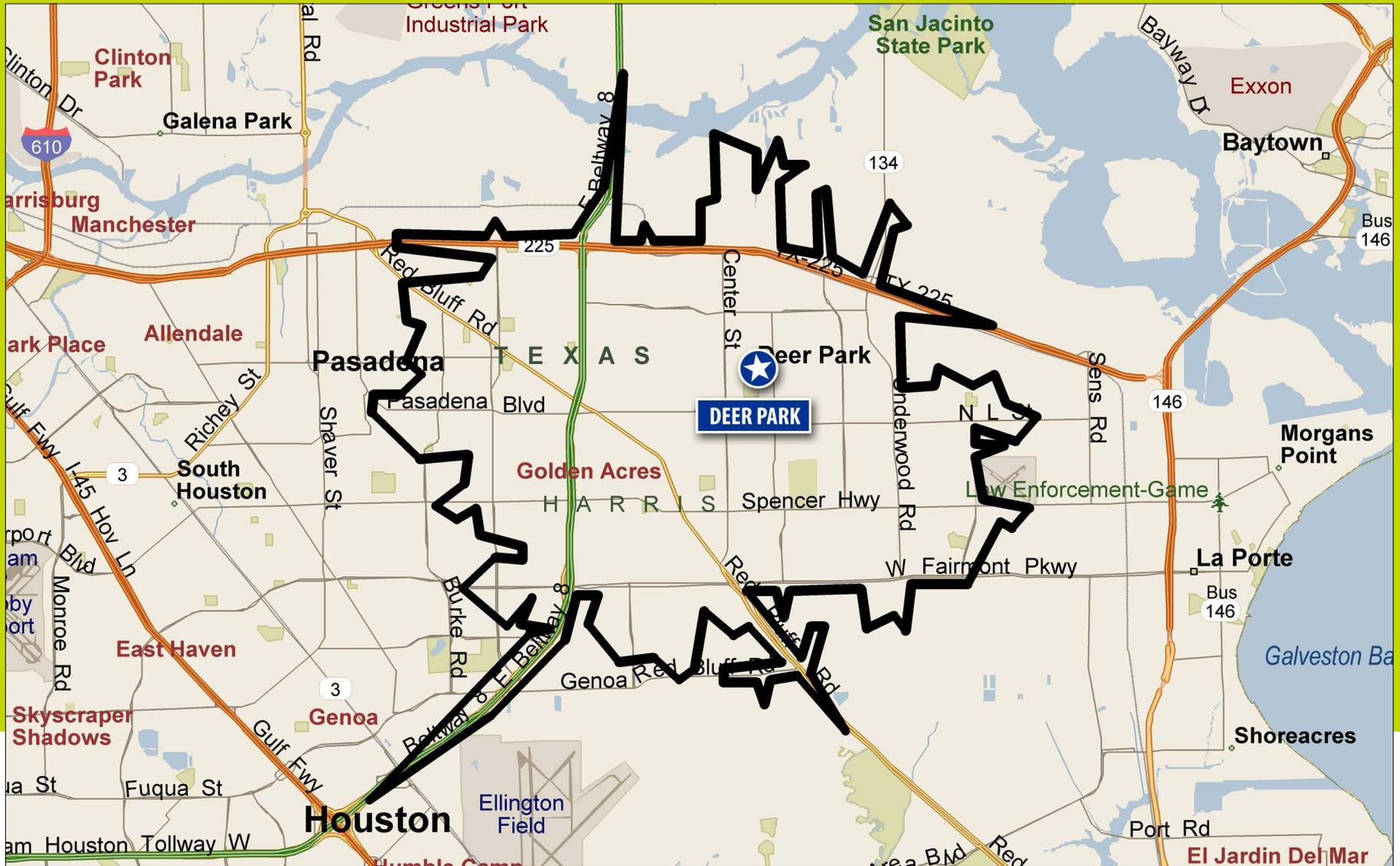
### Deer Park, Texas

Prepared for  
City of Deer Park  
April 2013



# RETAIL TRADE AREA (10-MIN DRIVETIME) MAP

## Deer Park, Texas



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## RETAIL TRADE AREA (10-MIN DRIVETIME) DEMOGRAPHICS Deer Park, Texas

DESCRIPTION	DATA	%
Population		
2018 Projection	125,919	
2013 Estimate	119,350	
2010 Census	116,228	
2000 Census	106,386	
Growth 2013-2018	5.50%	
Growth 2010-2013	2.69%	
Growth 2000-2010	9.25%	
2013 Est. Pop by Single Race Class	119,350	
White Alone	94,875	79.49
Black or African American Alone	3,077	2.58
Amer. Indian and Alaska Native Alone	927	0.78
Asian Alone	2,059	1.73
Native Hawaiian and Other Pac. Isl. Alone	105	0.09
Some Other Race Alone	15,124	12.67
Two or More Races	3,183	2.67
2013 Est. Pop Hisp or Latino by Origin	119,350	
Not Hispanic or Latino	62,260	52.17
Hispanic or Latino:	57,090	47.83
Mexican	51,881	90.88
Puerto Rican	878	1.54
Cuban	273	0.48
All Other Hispanic or Latino	4,058	7.11

DESCRIPTION	DATA	%
2013 Est. Hisp or Latino by Single Race Class	57,090	
White Alone	38,872	68.09
Black or African American Alone	343	0.60
American Indian and Alaska Native Alone	594	1.04
Asian Alone	79	0.14
Native Hawaiian and Other Pacific Islander Alone	21	0.04
Some Other Race Alone	15,005	26.28
Two or More Races	2,177	3.81
2013 Est. Pop. Asian Alone Race by Cat	2,059	
Chinese, except Taiwanese	45	2.19
Filipino	260	12.63
Japanese	24	1.17
Asian Indian	323	15.69
Korean	166	8.06
Vietnamese	1,005	48.81
Cambodian	20	0.97
Hmong	0	0.00
Laotian	11	0.53
Thai	11	0.53
All Other Asian Races Including 2+ Category	194	9.42

## RETAIL TRADE AREA (10-MIN DRIVETIME) DEMOGRAPHICS Deer Park, Texas

DESCRIPTION	DATA	%
2013 Est. Population by Ancestry	119,350	
Pop, Arab	309	0.26
Pop, Czech	524	0.44
Pop, Danish	57	0.05
Pop, Dutch	657	0.55
Pop, English	5,513	4.62
Pop, French (except Basque)	2,025	1.70
Pop, French Canadian	242	0.20
Pop, German	8,155	6.83
Pop, Greek	147	0.12
Pop, Hungarian	51	0.04
Pop, Irish	5,538	4.64
Pop, Italian	1,225	1.03
Pop, Lithuanian	1	0.00
Pop, United States or American	7,729	6.48
Pop, Norwegian	176	0.15
Pop, Polish	790	0.66
Pop, Portuguese	85	0.07
Pop, Russian	113	0.09
Pop, Scottish	1,210	1.01
Pop, Scotch-Irish	961	0.81
Pop, Slovak	18	0.02
Pop, Sub-Saharan African	165	0.14
Pop, Swedish	151	0.13
Pop, Swiss	128	0.11
Pop, Ukrainian	32	0.03
Pop, Welsh	205	0.17
Pop, West Indian (exc Hisp groups)	237	0.20
Pop, Other ancestries	68,386	57.30
Pop, Ancestry Unclassified	14,519	12.17

DESCRIPTION	DATA	%
2013 Est. Pop Age 5+ by Language Spoken At Home	109,734	
Speak Only English at Home	71,043	64.74
Speak Asian/Pac. Isl. Lang. at Home	1,654	1.51
Speak IndoEuropean Language at Home	1,024	0.93
Speak Spanish at Home	35,761	32.59
Speak Other Language at Home	252	0.23
2013 Est. Population by Sex	119,350	
Male	58,826	49.29
Female	60,524	50.71
2013 Est. Population by Age	119,350	
Age 0 - 4	9,616	8.06
Age 5 - 9	9,157	7.67
Age 10 - 14	9,609	8.05
Age 15 - 17	5,684	4.76
Age 18 - 20	5,423	4.54
Age 21 - 24	6,607	5.54
Age 25 - 34	16,130	13.51
Age 35 - 44	16,264	13.63
Age 45 - 54	15,865	13.29
Age 55 - 64	13,273	11.12
Age 65 - 74	6,989	5.86
Age 75 - 84	3,467	2.90
Age 85 and over	1,267	1.06
Age 16 and over	89,117	74.67
Age 18 and over	85,285	71.46
Age 21 and over	79,862	66.91
Age 65 and over	11,723	9.82
2013 Est. Median Age	33.4	
2013 Est. Average Age	34.90	

## RETAIL TRADE AREA (10-MIN DRIVETIME) DEMOGRAPHICS Deer Park, Texas

DESCRIPTION	DATA	%
2013 Est. Male Population by Age	58,826	
Age 0 - 4	4,908	8.34
Age 5 - 9	4,718	8.02
Age 10 - 14	4,921	8.37
Age 15 - 17	2,883	4.90
Age 18 - 20	2,772	4.71
Age 21 - 24	3,372	5.73
Age 25 - 34	8,007	13.61
Age 35 - 44	8,019	13.63
Age 45 - 54	7,687	13.07
Age 55 - 64	6,551	11.14
Age 65 - 74	3,234	5.50
Age 75 - 84	1,375	2.34
Age 85 and over	380	0.65
2013 Est. Median Age, Male	32.3	
2013 Est. Average Age, Male	33.90	
2013 Est. Female Population by Age	60,524	
Age 0 - 4	4,708	7.78
Age 5 - 9	4,439	7.33
Age 10 - 14	4,688	7.75
Age 15 - 17	2,801	4.63
Age 18 - 20	2,651	4.38
Age 21 - 24	3,235	5.34
Age 25 - 34	8,123	13.42
Age 35 - 44	8,245	13.62
Age 45 - 54	8,179	13.51
Age 55 - 64	6,722	11.11
Age 65 - 74	3,755	6.20
Age 75 - 84	2,092	3.46
Age 85 and over	887	1.47

DESCRIPTION	DATA	%
2013 Est. Median Age, Female	34.5	
2013 Est. Average Age, Female	35.80	
2013 Est. Pop Age 15+ by Marital Status	90,969	
Total, Never Married	25,371	27.89
Males, Never Married	13,898	15.28
Females, Never Married	11,473	12.61
Married, Spouse present	45,762	50.31
Married, Spouse absent	4,905	5.39
Widowed	4,462	4.90
Males Widowed	1,009	1.11
Females Widowed	3,453	3.80
Divorced	10,468	11.51
Males Divorced	4,191	4.61
Females Divorced	6,277	6.90
2013 Est. Pop. Age 25+ by Edu. Attainment	73,255	
Less than 9th grade	7,241	9.88
Some High School, no diploma	9,114	12.44
High School Graduate (or GED)	22,904	31.27
Some College, no degree	18,067	24.66
Associate Degree	5,289	7.22
Bachelor's Degree	7,760	10.59
Master's Degree	2,165	2.96
Professional School Degree	402	0.55
Doctorate Degree	312	0.43
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	29,712	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	12,184	41.01
CY Pop 25+, Hisp/Lat, High School Graduate	9,048	30.45
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	6,929	23.32
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	1,552	5.22

## RETAIL TRADE AREA (10-MIN DRIVETIME) DEMOGRAPHICS Deer Park, Texas

DESCRIPTION	DATA	%
Households		
2018 Projection	42,245	
2013 Estimate	40,033	
2010 Census	39,020	
2000 Census	35,613	
Growth 2013-2018	5.53%	
Growth 2010-2013	2.60%	
Growth 2000-2010	9.57%	
2013 Est. Households by Household Type	40,033	
Family Households	30,415	75.97
Nonfamily Households	9,618	24.03
2013 Est. Group Quarters Population	364	
2013 HHs by Ethnicity, Hispanic/Latino	15,325	38.28
2013 Est. HHs by HH Income	40,033	
CY HHs, Inc Less Than \$15,000	4,355	10.88
CY HHs, Inc \$15,000 - \$24,999	4,359	10.89
CY HHs, Inc \$25,000 - \$34,999	4,324	10.80
CY HHs, Inc \$35,000 - \$49,999	5,395	13.48
CY HHs, Inc \$50,000 - \$74,999	7,656	19.12
CY HHs, Inc \$75,000 - \$99,999	5,431	13.57
CY HHs, Inc \$100,000 - \$124,999	3,928	9.81
CY HHs, Inc \$125,000 - \$149,999	1,870	4.67
CY HHs, Inc \$150,000 - \$199,999	1,894	4.73
CY HHs, Inc \$200,000 - \$249,999	406	1.01
CY HHs, Inc \$250,000 - \$499,999	374	0.93
CY HHs, Inc \$500,000+	41	0.10

DESCRIPTION	DATA	%
2013 Est. Average Household Income	\$67,943	
2013 Est. Median Household Income	\$55,173	
2012 Est. Per Capita Income	\$23,202	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	58,936	
Black or African American Alone	31,570	
American Indian and Alaska Native Alone	32,086	
Asian Alone	61,313	
Native Hawaiian and Other Pacific Islander Alone	36,926	
Some Other Race Alone	39,770	
Two or More Races	62,932	
Hispanic or Latino	41,603	
Not Hispanic or Latino	65,763	
2013 Est. Family HH Type, Presence Own Children	30,415	
Married-Couple Family, own children	11,124	36.57
Married-Couple Family, no own children	11,170	36.73
Male Householder, own children	940	3.09
Male Householder, no own children	1,159	3.81
Female Householder, own children	3,558	11.70
Female Householder, no own children	2,465	8.10

## RETAIL TRADE AREA (10-MIN DRIVETIME) DEMOGRAPHICS Deer Park, Texas

DESCRIPTION	DATA	%
2013 Est. Households by Household Size	40,033	
1-person household	7,946	19.85
2-person household	10,941	27.33
3-person household	7,377	18.43
4-person household	6,860	17.14
5-person household	3,996	9.98
6-person household	1,747	4.36
7 or more person household	1,166	2.91
2013 Est. Average Household Size	2.97	
2013 Est. Households by Presence of People	40,033	
Households with 1 or more People under Age 18:	17,728	44.28
Married-Couple Family	12,217	68.91
Other Family, Male Householder	1,138	6.42
Other Family, Female Householder	4,310	24.31
Nonfamily, Male Householder	40	0.23
Nonfamily, Female Householder	23	0.13
Households no People under Age 18:	22,306	55.72
Married-Couple Family	10,502	47.08
Other Family, Male Householder	1,027	4.60
Other Family, Female Householder	1,817	8.15
Nonfamily, Male Householder	4,387	19.67
Nonfamily, Female Householder	4,572	20.50

DESCRIPTION	DATA	%
2013 Est. Households by Number of Vehicles	40,033	
No Vehicles	1,995	4.98
1 Vehicle	11,739	29.32
2 Vehicles	16,889	42.19
3 Vehicles	6,892	17.22
4 Vehicles	2,248	5.62
5 or more Vehicles	270	0.67
2013 Est. Average Number of Vehicles	2	
Family Households		
2018 Projection	32,105	
2013 Estimate	30,415	
2010 Census	29,646	
2000 Census	28,051	
Growth 2013-2018	5.56%	
Growth 2010-2013	2.59%	
Growth 2000-2010	5.69%	
2013 Est. Families by Poverty Status	30,415	
2013 Families at or Above Poverty	26,723	87.86
2013 Families at or Above Poverty with Children	14,129	46.45
2013 Families Below Poverty	3,693	12.14
2013 Families Below Poverty with Children	3,194	10.50
2013 Est. Pop Age 16+ by Employment Status	89,117	
In Armed Forces	46	0.05
Civilian - Employed	55,020	61.74
Civilian - Unemployed	5,538	6.21
Not in Labor Force	28,514	32.00

## RETAIL TRADE AREA (10-MIN DRIVETIME) DEMOGRAPHICS Deer Park, Texas

DESCRIPTION	DATA	%
2013 Est. Civ Employed Pop 16+ Class of Worker	56,472	
For-Profit Private Workers	42,632	75.49
Non-Profit Private Workers	2,408	4.26
Local Government Workers	4,648	8.23
State Government Workers	2,014	3.57
Federal Government Workers	566	1.00
Self-Emp Workers	4,167	7.38
Unpaid Family Workers	37	0.07
2013 Est. Civ Employed Pop 16+ by Occupation	56,472	
Architect/Engineer	1,464	2.59
Arts/Entertain/Sports	693	1.23
Building Grounds Maint	2,013	3.56
Business/Financial Ops	1,740	3.08
Community/Soc Svcs	508	0.90
Computer/Mathematical	646	1.14
Construction/Extraction	6,234	11.04
Edu/Training/Library	3,855	6.83
Farm/Fish/Forestry	71	0.13
Food Prep/Serving	2,870	5.08
Health Practitioner/Tec	1,948	3.45
Healthcare Support	836	1.48
Maintenance Repair	2,835	5.02
Legal	337	0.60
Life/Phys/Soc Science	399	0.71
Management	4,504	7.98
Office/Admin Support	8,403	14.88
Production	5,497	9.73
Protective Svcs	1,122	1.99
Sales/Related	5,340	9.46
Personal Care/Svc	1,782	3.16
Transportation/Moving	3,372	5.97

DESCRIPTION	DATA	%
2013 Est. Pop 16+ by Occupation Classification	56,472	
Blue Collar	17,939	31.77
White Collar	29,839	52.84
Service and Farm	8,694	15.40
2013 Est. Workers Age 16+, Transp. To Work	55,251	
Drove Alone	45,715	82.74
Car Pooled	6,352	11.50
Public Transportation	200	0.36
Walked	478	0.87
Bicycle	85	0.15
Other Means	1,209	2.19
Worked at Home	1,213	2.20
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	14,855	
15 - 29 Minutes	20,891	
30 - 44 Minutes	10,905	
45 - 59 Minutes	4,242	
60 or more Minutes	3,158	
2013 Est. Avg Travel Time to Work in Minutes	26.50	
2013 Est. Tenure of Occupied Housing Units	40,033	
Owner Occupied	27,345	68.31
Renter Occupied	12,688	31.69
2013 Owner Occ. HUs: Avg. Length of Residence	17.3	
2013 Renter Occ. HUs: Avg. Length of Residence	5.7	

## RETAIL TRADE AREA (10-MIN DRIVETIME) DEMOGRAPHICS Deer Park, Texas

DESCRIPTION	DATA	%
2013 Est. All Owner-Occupied Housing Values	27,345	
Value Less than \$20,000	840	3.07
Value \$20,000 - \$39,999	476	1.74
Value \$40,000 - \$59,999	939	3.43
Value \$60,000 - \$79,999	2,202	8.05
Value \$80,000 - \$99,999	4,941	18.07
Value \$100,000 - \$149,999	10,832	39.61
Value \$150,000 - \$199,999	4,265	15.60
Value \$200,000 - \$299,999	1,984	7.26
Value \$300,000 - \$399,999	536	1.96
Value \$400,000 - \$499,999	172	0.63
Value \$500,000 - \$749,999	29	0.11
Value \$750,000 - \$999,999	27	0.10
Value \$1,000,000 or more	100	0.37
2013 Est. Median All Owner-Occupied Housing Value	\$119,725	
2013 Est. Housing Units by Units in Structure	42,974	
1 Unit Attached	979	2.28
1 Unit Detached	30,139	70.13
2 Units	411	0.96
3 or 4 Units	935	2.18
5 to 19 Units	5,493	12.78
20 to 49 Units	1,040	2.42
50 or More Units	1,955	4.55
Mobile Home or Trailer	1,918	4.46
Boat, RV, Van, etc.	105	0.24

DESCRIPTION	DATA	%
2013 Est. Housing Units by Year Structure Built	42,974	
Housing Unit Built 2005 or later	2,530	5.89
Housing Unit Built 2000 to 2004	3,064	7.13
Housing Unit Built 1990 to 1999	4,905	11.41
Housing Unit Built 1980 to 1989	7,189	16.73
Housing Unit Built 1970 to 1979	11,678	27.17
Housing Unit Built 1960 to 1969	6,909	16.08
Housing Unit Built 1950 to 1959	5,279	12.28
Housing Unit Built 1940 to 1949	1,060	2.47
Housing Unit Built 1939 or Earlier	361	0.84
2013 Est. Median Year Structure Built	1977	



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

## 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 Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360 Process

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 Retail:360 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.

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## 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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2012/2013, ESRI 2011/2012, U.S. Census Bureau, Economy.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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