



COMMUNITY GAP/OPPORTUNITY ANALYSIS

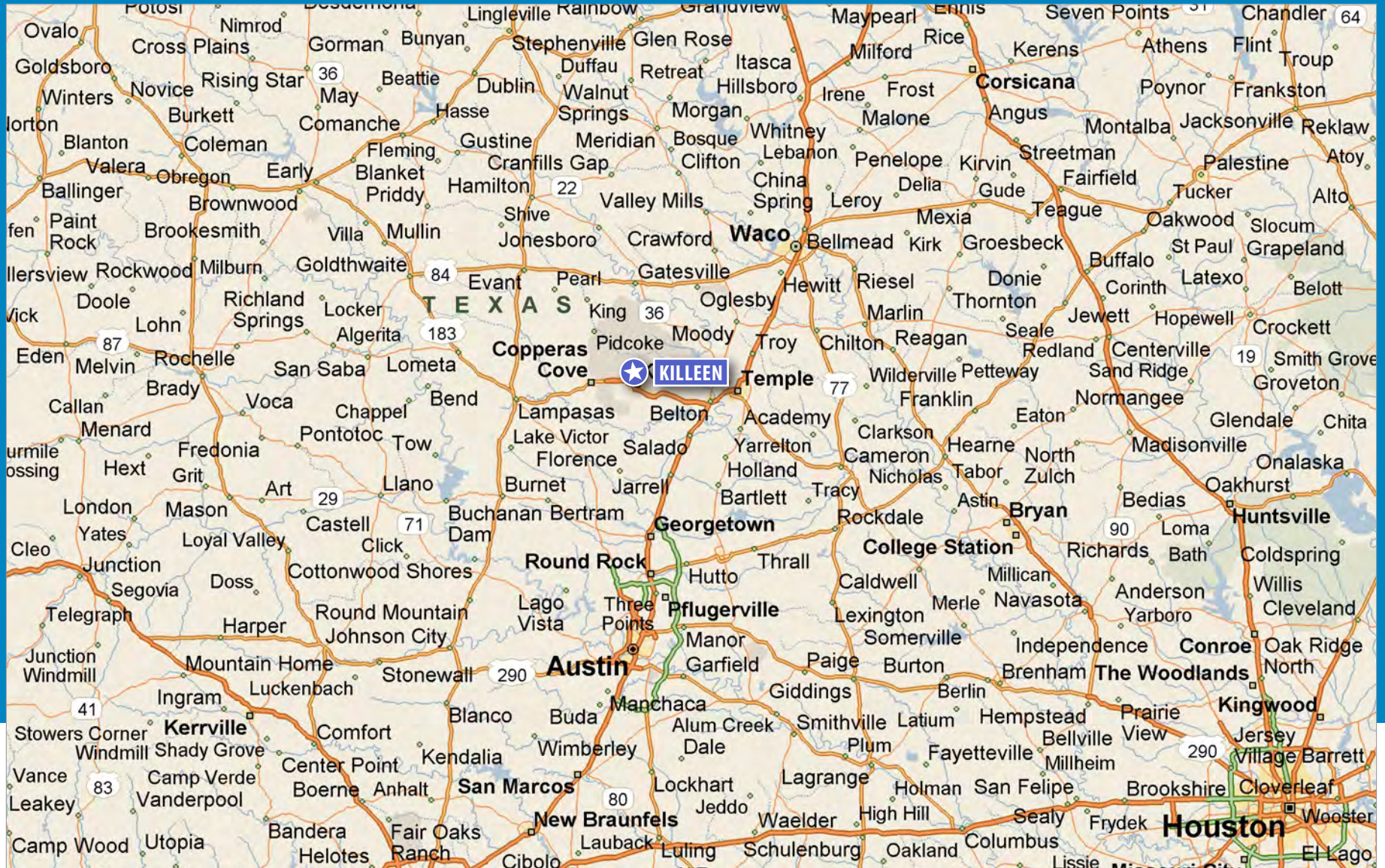
Killeen, Texas



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Greater Killeen Chamber of Commerce
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Community Killeen, Texas



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Community | Gap/Opportunity Analysis Summary

Killeen, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
	Total Retail Sales Incl Eating and Drinking Places	\$2,101,952,496	\$1,750,264,820	\$351,687,676	17%
441	Motor Vehicle and Parts Dealers	\$421,582,884	\$627,718,091	-\$206,135,207	-49%
4411	Automotive Dealers	\$358,027,623	\$591,074,000	-\$233,046,378	-65%
4412	Other Motor Vehicle Dealers	\$30,591,179	\$16,784,946	\$13,806,234	45%
4413	Automotive Parts/Accsrs, Tire Stores	\$32,964,082	\$19,859,145	\$13,104,937	40%
442	Furniture and Home Furnishings Stores	\$38,945,587	\$27,379,249	\$11,566,339	30%
4421	Furniture Stores	\$21,829,015	\$21,900,192	-\$71,177	0%
4422	Home Furnishing Stores	\$17,116,573	\$5,479,057	\$11,637,516	68%
443	Electronics and Appliance Stores	\$37,672,317	\$15,614,775	\$22,057,542	59%
44311	Appliances, TVs, Electronics Stores	\$37,672,317	\$15,614,775	\$22,057,542	59%
443111	Household Appliances Stores	\$4,973,246	\$0	\$4,973,246	100%
443142	Electronics Stores	\$32,699,071	\$15,614,775	\$17,084,296	52%
444	Building Material, Garden Equip Stores	\$205,521,692	\$143,871,408	\$61,650,284	30%
4441	Building Material and Supply Dealers	\$172,619,366	\$138,738,920	\$33,880,446	20%
44411	Home Centers	\$70,122,623	\$58,864,795	\$11,257,828	16%
44412	Paint and Wallpaper Stores	\$2,597,077	\$6,945,573	-\$4,348,496	-167%
44413	Hardware Stores	\$18,822,032	\$15,860,855	\$2,961,177	16%
44419	Other Building Materials Dealers	\$81,077,634	\$57,067,697	\$24,009,937	30%
444191	Building Materials, Lumberyards	\$31,498,380	\$21,324,299	\$10,174,081	
4442	Lawn, Garden Equipment, Supplies Stores	\$32,902,326	\$5,132,488	\$27,769,838	84%
44421	Outdoor Power Equipment Stores	\$8,306,201	\$0	\$8,306,201	100%
44422	Nursery and Garden Centers	\$24,596,125	\$5,132,488	\$19,463,637	79%

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Killeen, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	\$269,577,730	\$115,468,362	\$154,109,368	57%
4451	Grocery Stores	\$174,615,570	\$105,259,744	\$69,355,826	40%
44511	Supermarkets, Grocery (Ex Conv) Stores	\$162,954,309	\$101,672,243	\$61,282,066	38%
44512	Convenience Stores	\$11,661,261	\$3,587,501	\$8,073,760	69%
4452	Specialty Food Stores	\$21,848,751	\$6,152,102	\$15,696,649	72%
4453	Beer, Wine and Liquor Stores	\$73,113,408	\$4,056,516	\$69,056,893	94%
446	Health and Personal Care Stores	\$105,925,230	\$21,525,227	\$84,400,003	80%
44611	Pharmacies and Drug Stores	\$84,924,962	\$14,240,073	\$70,684,889	83%
44612	Cosmetics, Beauty Supplies, Perfume Stores	\$7,384,788	\$2,500,949	\$4,883,838	66%
44613	Optical Goods Stores	\$4,188,351	\$2,571,374	\$1,616,977	39%
44619	Other Health and Personal Care Stores	\$9,427,130	\$2,212,831	\$7,214,299	77%
447	Gasoline Stations	\$171,325,590	\$57,616,251	\$113,709,338	66%
44711	Gasoline Stations With Conv Stores	\$125,201,058	\$46,742,828	\$78,458,230	63%
44719	Other Gasoline Stations	\$46,124,531	\$10,873,424	\$35,251,108	76%
448	Clothing and Clothing Accessories Stores	\$97,720,327	\$42,950,885	\$54,769,442	56%
4481	Clothing Stores	\$54,834,200	\$26,179,951	\$28,654,249	52%
44811	Men's Clothing Stores	\$3,080,558	\$930,093	\$2,150,465	70%
44812	Women's Clothing Stores	\$12,448,230	\$1,245,684	\$11,202,546	90%
44813	Childrens, Infants Clothing Stores	\$3,894,782	\$1,054,135	\$2,840,647	73%
44814	Family Clothing Stores	\$28,735,085	\$20,622,602	\$8,112,483	28%
44815	Clothing Accessories Stores	\$2,249,562	\$877,019	\$1,372,543	61%
44819	Other Clothing Stores	\$4,425,983	\$1,450,418	\$2,975,565	67%
4482	Shoe Stores	\$9,117,156	\$9,055,453	\$61,703	1%
4483	Jewelry, Luggage, Leather Goods Stores	\$33,768,970	\$7,715,481	\$26,053,489	77%
44831	Jewelry Stores	\$29,870,198	\$7,715,481	\$22,154,717	74%
44832	Luggage and Leather Goods Stores	\$3,898,773	\$0	\$3,898,773	100%

Community | Gap/Opportunity Analysis Summary

Killeen, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	\$38,688,000	\$60,631,377	-\$21,943,378	-57%
4511	Sportng Goods, Hobby, Musical Inst Stores	\$33,605,859	\$57,678,331	-\$24,072,471	-72%
45111	Sporting Goods Stores	\$17,594,767	\$21,455,444	\$6,139,323	35%
45112	Hobby, Toys and Games Stores	\$9,870,876	\$17,350,368	-\$7,479,492	-76%
45113	Sew/Needlework/Piece Goods Stores	\$2,861,137	\$346,119	\$2,515,018	88%
45114	Musical Instrument and Supplies Stores	\$3,279,078	\$3,526,399	-\$25,247,321	-770%
4512	Book, Periodical and Music Stores	\$5,082,140	\$2,953,047	\$2,129,093	42%
45121	Book Stores and News Dealers	\$4,329,189	\$2,953,047	\$1,376,142	32%
451211	Book Stores	\$3,807,038	\$2,953,047	\$853,991	22%
451212	News Dealers and Newsstands	\$522,151	\$0	\$522,151	100%
45122	Prerecorded Tapes, CDs, Record Stores	\$752,952	\$0	\$752,952	100%
452	General Merchandise Stores	\$235,659,339	\$282,983,418	-\$47,324,080	-20%
4521	Department Stores Excl Leased Depts	\$101,465,751	\$117,586,345	-\$16,120,594	-16%
4529	Other General Merchandise Stores	\$134,193,588	\$165,397,073	-\$31,203,486	-23%
453	Miscellaneous Store Retailers	\$57,053,583	\$97,250,337	-\$40,196,754	-70%
4531	Florists	\$1,951,272	\$2,974,379	-\$1,023,107	-52%
4532	Office Supplies, Stationery, Gift Stores	\$27,165,470	\$49,173,746	-\$22,008,276	-81%
45321	Office Supplies and Stationery Stores	\$12,987,865	\$18,620,208	-\$5,632,343	-43%
45322	Gift, Novelty and Souvenir Stores	\$14,177,605	\$30,553,539	-\$16,375,933	-116%
4533	Used Merchandise Stores	\$4,452,556	\$19,583,026	-\$15,130,470	-340%
4539	Other Miscellaneous Store Retailers	\$23,484,285	\$25,519,186	-\$2,034,901	-9%
454	Non-Store Retailers	\$179,048,876	\$11,572,798	\$167,476,078	94%
722	Foodservice and Drinking Places	\$243,231,342	\$245,682,642	-\$2,451,299	-1%
7221	Full-Service Restaurants	\$110,104,470	\$76,365,300	\$33,739,170	31%
7222	Limited-Service Eating Places	\$97,094,848	\$157,500,678	-\$60,405,830	-62%
7223	Special Foodservices	\$26,795,702	\$2,754,875	\$24,040,827	90%
7224	Drinking Places -Alcoholic Beverages	\$9,236,322	\$9,061,789	\$174,534	2%

Community | Demographics

Killeen, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	152,414	
2016 Estimate	141,999	
2010 Census	128,783	
2000 Census	89,397	
Growth 2016 - 2021		7.33%
Growth 2010 - 2016		10.26%
Growth 2000 - 2010		44.06%
2016 Est. Population by Single-Classification Race	141,999	
White Alone	62,547	44.05%
Black or African American Alone	47,586	33.51%
Amer. Indian and Alaska Native Alone	1,272	0.90%
Asian Alone	5,891	4.15%
Native Hawaiian and Other Pac. Isl. Alone	1,625	1.14%
Some Other Race Alone	12,847	9.05%
Two or More Races	10,231	7.21%
2016 Est. Population by Hispanic or Latino Origin	141,999	
Not Hispanic or Latino	105,110	74.02%
Hispanic or Latino	36,889	25.98%
Mexican	20,430	55.38%
Puerto Rican	10,238	27.75%
Cuban	441	1.19%
All Other Hispanic or Latino	5,780	15.67%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	36,889	
White Alone	17,083	46.31%
Black or African American Alone	2,779	7.53%
American Indian and Alaska Native Alone	500	1.36%
Asian Alone	335	0.91%
Native Hawaiian and Other Pacific Islander Alone	141	0.38%
Some Other Race Alone	12,534	33.98%
Two or More Races	3,517	9.53%
2016 Est. Pop by Race, Asian Alone, by Category	5,891	
Chinese, except Taiwanese	272	4.62%
Filipino	1,403	23.82%
Japanese	237	4.02%
Asian Indian	175	2.97%
Korean	2,135	36.24%
Vietnamese	587	9.97%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	70	1.19%
Thai	221	3.75%
All Other Asian Races Including 2+ Category	790	13.41%
2016 Est. Population by Ancestry	141,999	
Arab	96	0.07%
Czech	711	0.50%
Danish	463	0.33%
Dutch	632	0.45%
English	2,876	2.03%
French (except Basque)	1,255	0.88%
French Canadian	96	0.07%
German	12,065	8.50%
Greek	158	0.11%

Community | Demographics

Killeen, Texas

DESCRIPTION	DATA	%
Hungarian	9	0.01%
Irish	5,295	3.73%
Italian	1,982	1.40%
Lithuanian	0	0.00%
United States or American	4,470	3.15%
Norwegian	468	0.33%
Polish	1,155	0.81%
Portuguese	56	0.04%
Russian	165	0.12%
Scottish	992	0.70%
Scotch-Irish	761	0.54%
Slovak	0	0.00%
Subsaharan African	5,872	4.14%
Swedish	310	0.22%
Swiss	23	0.02%
Ukrainian	31	0.02%
Welsh	51	0.04%
West Indian (except Hisp. groups)	1,674	1.18%
Other ancestries	86,448	60.88%
Ancestry Unclassified	13,883	9.78%
2016 Est. Pop Age 5+ by Language Spoken At Home	128,270	
Speak Only English at Home	103,021	80.32%
Speak Asian/Pac. Isl. Lang. at Home	3,460	2.70%
Speak IndoEuropean Language at Home	2,682	2.09%
Speak Spanish at Home	18,414	14.36%
Speak Other Language at Home	693	0.54%
2016 Est. Population by Sex	141,999	
Male	70,514	49.66%
Female	71,485	50.34%

DESCRIPTION	DATA	%
2016 Est. Population by Age	141,999	
Age 0 - 4	13,729	9.67%
Age 5 - 9	12,104	8.52%
Age 10 - 14	10,964	7.72%
Age 15 - 17	6,130	4.32%
Age 18 - 20	6,156	4.34%
Age 21 - 24	9,834	6.93%
Age 25 - 34	28,724	20.23%
Age 35 - 44	19,710	13.88%
Age 45 - 54	14,983	10.55%
Age 55 - 64	10,785	7.60%
Age 65 - 74	5,650	3.98%
Age 75 - 84	2,546	1.79%
Age 85 and over	682	0.48%
Age 16 and over	103,182	72.66%
Age 18 and over	99,071	69.77%
Age 21 and over	92,915	65.43%
Age 65 and over	8,879	6.25%
2016 Est. Median Age	29.2	
2016 Est. Average Age	31.0	

Community | Demographics

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DESCRIPTION	DATA	%
2016 Est. Male Population by Age	70,514	
Age 0 - 4	7,020	9.96%
Age 5 - 9	6,223	8.83%
Age 10 - 14	5,622	7.97%
Age 15 - 17	3,087	4.38%
Age 18 - 20	3,176	4.50%
Age 21 - 24	5,127	7.27%
Age 25 - 34	14,641	20.76%
Age 35 - 44	9,732	13.80%
Age 45 - 54	7,180	10.18%
Age 55 - 64	4,924	6.98%
Age 65 - 74	2,502	3.55%
Age 75 - 84	1,037	1.47%
Age 85 and over	242	0.34%
2016 Est. Median Age, Male	28.4	
2016 Est. Average Age, Male	30.0	
2016 Est. Female Population by Age	71,485	
Age 0 - 4	6,709	9.39%
Age 5 - 9	5,881	8.23%
Age 10 - 14	5,342	7.47%
Age 15 - 17	3,043	4.26%
Age 18 - 20	2,980	4.17%
Age 21 - 24	4,707	6.58%
Age 25 - 34	14,083	19.70%
Age 35 - 44	9,978	13.96%
Age 45 - 54	7,803	10.92%
Age 55 - 64	5,861	8.20%
Age 65 - 74	3,148	4.40%
Age 75 - 84	1,509	2.11%
Age 85 and over	440	0.62%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	30.0	
2016 Est. Average Age, Female	31.9	
2016 Est. Pop Age 15+ by Marital Status	105,201	
Total, Never Married	33,134	31.50%
Males, Never Married	18,178	17.28%
Females, Never Married	14,956	14.22%
Married, Spouse present	46,045	43.77%
Married, Spouse absent	9,918	9.43%
Widowed	3,712	3.53%
Males Widowed	859	0.82%
Females Widowed	2,852	2.71%
Divorced	12,393	11.78%
Males Divorced	4,590	4.36%
Females Divorced	7,802	7.42%
2016 Est. Pop Age 25+ by Edu. Attainment	83,081	
Less than 9th grade	3,292	3.96%
Some High School, no diploma	3,130	3.77%
High School Graduate (or GED)	23,910	28.78%
Some College, no degree	27,992	33.69%
Associate Degree	9,750	11.74%
Bachelor's Degree	10,558	12.71%
Master's Degree	3,302	3.97%
Professional School Degree	681	0.82%
Doctorate Degree	465	0.56%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	19,159	
No High School Diploma	2,806	14.65%
High School Graduate	5,636	29.41%
Some College or Associate's Degree	7,620	39.77%
Bachelor's Degree or Higher	3,097	16.17%

Community | Demographics

Killeen, Texas

DESCRIPTION	DATA	%
Households		
2021 Projection	57,028	
2016 Estimate	53,182	
2010 Census	48,306	
2000 Census	33,260	
Growth 2016 - 2021		7.23%
Growth 2010 - 2016		10.09%
Growth 2000 - 2010		45.24%
2016 Est. Households by Household Type	53,182	
Family Households	37,215	69.98%
Nonfamily Households	15,968	30.02%
2016 Est. Group Quarters Population	172	
2016 HHs by Ethnicity, Hispanic/Latino	11,534	
2016 Est. Households by HH Income	53,182	
Income < \$15,000	6,288	11.82%
Income \$15,000 - \$24,999	5,750	10.81%
Income \$25,000 - \$34,999	6,451	12.13%
Income \$35,000 - \$49,999	9,624	18.10%
Income \$50,000 - \$74,999	11,781	22.15%
Income \$75,000 - \$99,999	6,129	11.53%
Income \$100,000 - \$124,999	3,592	6.75%
Income \$125,000 - \$149,999	1,550	2.91%
Income \$150,000 - \$199,999	1,369	2.57%
Income \$200,000 - \$249,999	332	0.62%
Income \$250,000 - \$499,999	266	0.50%
Income \$500,000+	50	0.09%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$57,707	
2016 Est. Median Household Income	\$47,627	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$50,285	
Black or African American Alone	\$45,995	
American Indian and Alaska Native Alone	\$55,335	
Asian Alone	\$41,902	
Native Hawaiian and Other Pacific Islander Alone	\$54,279	
Some Other Race Alone	\$44,322	
Two or More Races	\$39,048	
Hispanic or Latino	\$45,516	
Not Hispanic or Latino	\$48,523	
2016 Est. Family HH Type by Presence of Own Child.	37,215	
Married-Couple Family, own children	13,505	36.29%
Married-Couple Family, no own children	12,060	32.41%
Male Householder, own children	1,548	4.16%
Male Householder, no own children	1,062	2.85%
Female Householder, own children	6,568	17.65%
Female Householder, no own children	2,472	6.64%
2016 Est. Households by Household Size	53,182	
1-person	13,276	24.96%
2-person	15,378	28.92%
3-person	10,625	19.98%
4-person	7,569	14.23%
5-person	3,881	7.30%
6-person	1,621	3.05%
7-or-more-person	834	1.57%

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DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.67	
2016 Est. Households by Presence of People Under 18	53,182	
Households with 1 or More People under Age 18:	23,702	44.57%
Married-Couple Family	14,373	60.64%
Other Family, Male Householder	1,785	7.53%
Other Family, Female Householder	7,293	30.77%
Nonfamily, Male Householder	196	0.83%
Nonfamily, Female Householder	54	0.23%
Households with No People under Age 18:	29,480	55.43%
Married-Couple Family	11,192	37.96%
Other Family, Male Householder	831	2.82%
Other Family, Female Householder	1,749	5.93%
Nonfamily, Male Householder	8,966	30.41%
Nonfamily, Female Householder	6,742	22.87%
2016 Est. Households by Number of Vehicles	53,182	
No Vehicles	3,121	5.87%
1 Vehicle	19,305	36.30%
2 Vehicles	21,101	39.68%
3 Vehicles	6,996	13.15%
4 Vehicles	2,003	3.77%
5 or more Vehicles	657	1.23%
2016 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	40,076	
2016 Estimate	37,215	
2010 Census	33,531	
2000 Census	23,694	
Growth 2016 - 2021		7.69%
Growth 2010 - 2016		10.99%
Growth 2000 - 2010		41.51%
2016 Est. Families by Poverty Status	37,215	
2016 Families at or Above Poverty	32,437	87.16%
2016 Families at or Above Poverty with Children	19,341	51.97%
2016 Families Below Poverty	4,778	12.84%
2016 Families Below Poverty with Children	4,254	11.43%
2016 Est. Pop Age 16+ by Employment Status	103,182	
In Armed Forces	10,424	10.10%
Civilian - Employed	52,100	50.49%
Civilian - Unemployed	8,778	8.51%
Not in Labor Force	31,880	30.90%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	51,322	
For-Profit Private Workers	28,817	56.15%
Non-Profit Private Workers	2,237	4.36%
Local Government Workers	4,128	8.04%
State Government Workers	2,255	4.39%
Federal Government Workers	10,954	21.34%
Self-Employed Workers	2,872	5.60%
Unpaid Family Workers	60	0.12%

Community | Demographics

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DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	51,322	
Architect/Engineer	642	1.25%
Arts/Entertainment/Sports	482	0.94%
Building Grounds Maintenance	2,421	4.72%
Business/Financial Operations	1,623	3.16%
Community/Social Services	689	1.34%
Computer/Mathematical	779	1.52%
Construction/Extraction	1,827	3.56%
Education/Training/Library	3,210	6.26%
Farming/Fishing/Forestry	49	0.10%
Food Prep/Serving	3,914	7.63%
Health Practitioner/Technician	2,271	4.43%
Healthcare Support	1,636	3.19%
Maintenance Repair	3,121	6.08%
Legal	290	0.56%
Life/Physical/Social Science	116	0.23%
Management	3,233	6.30%
Office/Admin. Support	9,038	17.61%
Production	2,509	4.89%
Protective Services	1,871	3.65%
Sales/Related	5,660	11.03%
Personal Care/Service	2,689	5.24%
Transportation/Moving	3,251	6.33%
2016 Est. Pop 16+ by Occupation Classification	51,322	
Blue Collar	10,708	20.86%
White Collar	28,033	54.62%
Service and Farm	12,581	24.51%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	63,821	
Drove Alone	53,849	84.37%
Car Pooled	6,188	9.70%
Public Transportation	184	0.29%
Walked	966	1.51%
Bicycle	181	0.28%
Other Means	1,453	2.28%
Worked at Home	1,002	1.57%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	20,989	
15 - 29 Minutes	29,985	
30 - 44 Minutes	7,056	
45 - 59 Minutes	2,778	
60 or more Minutes	2,111	
2016 Est. Avg Travel Time to Work in Minutes	22.00	
2016 Est. Occupied Housing Units by Tenure	53,182	
Owner Occupied	26,462	49.76%
Renter Occupied	26,720	50.24%
2016 Owner Occ. HUs: Avg. Length of Residence	13.2	
2016 Renter Occ. HUs: Avg. Length of Residence	6.0	

Community | Demographics

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DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	26,462	
Value Less than \$20,000	561	2.12%
Value \$20,000 - \$39,999	504	1.91%
Value \$40,000 - \$59,999	987	3.73%
Value \$60,000 - \$79,999	1,959	7.40%
Value \$80,000 - \$99,999	2,911	11.00%
Value \$100,000 - \$149,999	8,849	33.44%
Value \$150,000 - \$199,999	5,755	21.75%
Value \$200,000 - \$299,999	3,948	14.92%
Value \$300,000 - \$399,999	541	2.05%
Value \$400,000 - \$499,999	172	0.65%
Value \$500,000 - \$749,999	119	0.45%
Value \$750,000 - \$999,999	57	0.21%
Value \$1,000,000 or more	97	0.37%
2016 Est. Median All Owner-Occupied Housing Value	\$135,645	
2016 Est. Housing Units by Units in Structure	59,302	
1 Unit Attached	2,517	4.24%
1 Unit Detached	36,519	61.58%
2 Units	3,559	6.00%
3 or 4 Units	5,009	8.45%
5 to 19 Units	7,818	13.18%
20 to 49 Units	1,076	1.81%
50 or More Units	629	1.06%
Mobile Home or Trailer	2,111	3.56%
Boat, RV, Van, etc.	65	0.11%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	59,302	
Housing Units Built 2010 or later	6,936	11.70%
Housing Units Built 2000 to 2009	17,175	28.96%
Housing Units Built 1990 to 1999	9,810	16.54%
Housing Units Built 1980 to 1989	9,378	15.81%
Housing Units Built 1970 to 1979	8,311	14.01%
Housing Units Built 1960 to 1969	4,359	7.35%
Housing Units Built 1950 to 1959	2,677	4.51%
Housing Units Built 1940 to 1949	399	0.67%
Housing Unit Built 1939 or Earlier	258	0.43%
2016 Est. Median Year Structure Built	1994	



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 2015/2016, ESRI 2015, 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.