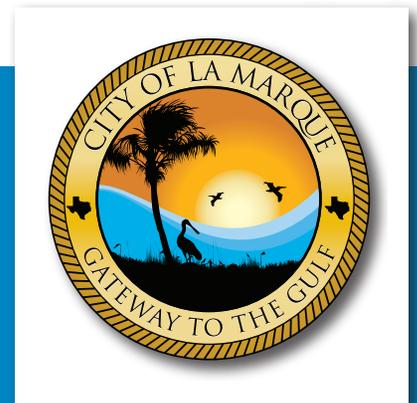




# RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

La Marque, Texas

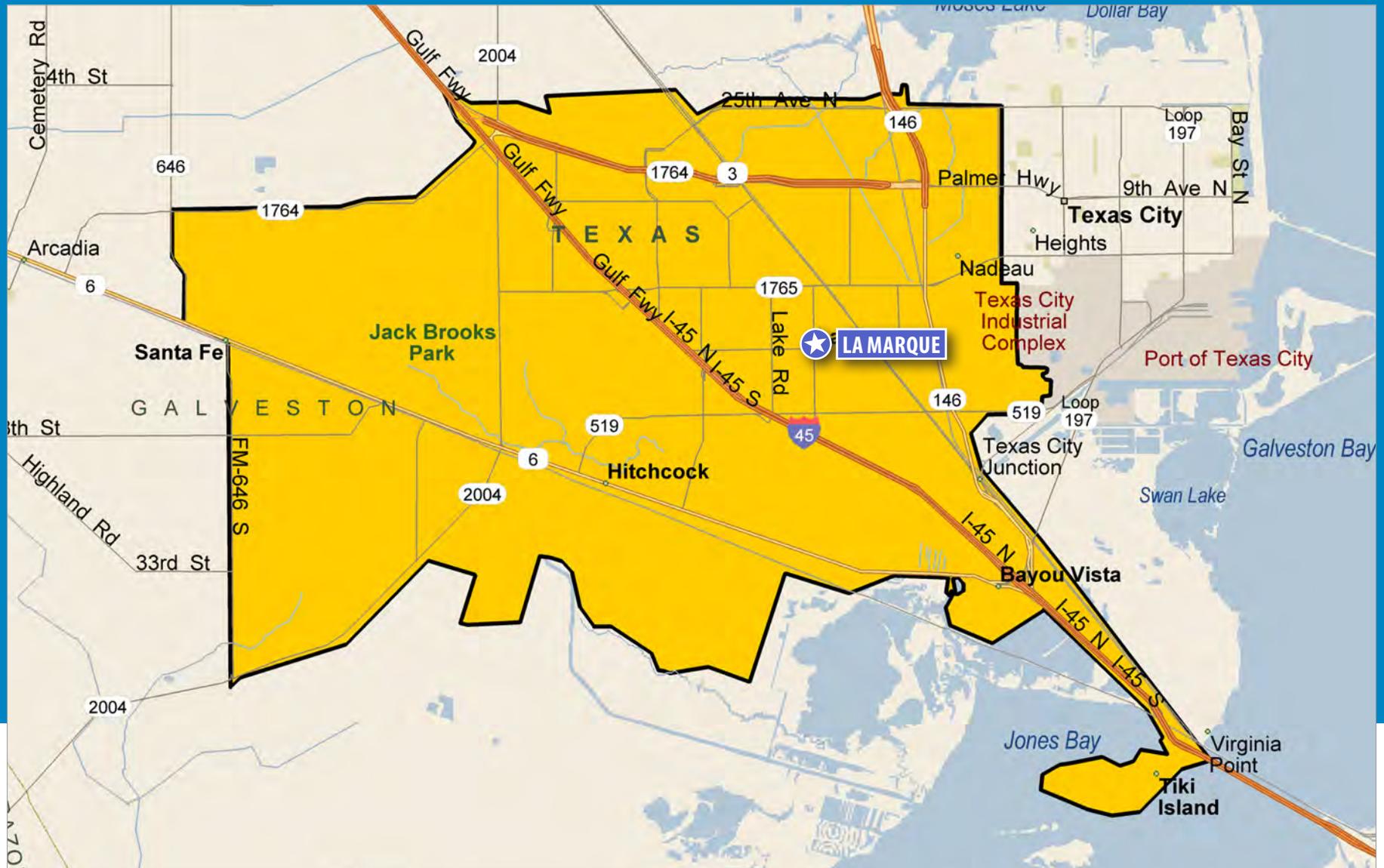


Prepared for  
La Marque Economic Development Corporation  
April 2015

 **TheRetailCoach®**

# Retail Trade Area

## La Marque, Texas



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## Retail Trade Area | Gap/Opportunity Analysis Summary

La Marque, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
	<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>733,628,751</b>	<b>284,651,941</b>	<b>(448,976,810)</b>	<b>-61%</b>
441	Motor Vehicle and Parts Dealers	128,360,092	13,639,864	(114,720,228)	-89%
4411	Automotive Dealers	107,637,410	5,274,056	(102,363,354)	-95%
4412	Other Motor Vehicle Dealers	10,634,511	2,916,962	(7,717,549)	-73%
4413	Automotive Parts/Accsrs, Tire Stores	10,088,171	5,448,846	(4,639,325)	-46%
442	Furniture and Home Furnishings Stores	13,995,032	3,023,136	(10,971,896)	-78%
4421	Furniture Stores	7,380,442	1,277,532	(6,102,910)	-83%
4422	Home Furnishing Stores	6,614,590	1,745,604	(4,868,986)	-74%
443	Electronics and Appliance Stores	12,977,838	1,328,464	(11,649,374)	-90%
44311	Appliances, TVs, Electronics Stores	10,075,632	68,509	(10,007,123)	-99%
443111	Household Appliances Stores	1,793,806	1,826	(1,791,980)	-100%
443112	Radio, Television, Electronics Stores	8,281,826	66,683	(8,215,143)	-99%
44312	Computer and Software Stores	2,604,315	1,259,955	(1,344,360)	-52%
44313	Camera and Photographic Equipment Stores	297,891	0	(297,891)	-100%
444	Building Material, Garden Equip Stores	74,836,902	1,629,856	(73,207,046)	-98%
4441	Building Material and Supply Dealers	64,289,548	1,476,145	(62,813,403)	-98%
44411	Home Centers	26,247,757	0	(26,247,757)	-100%
44412	Paint and Wallpaper Stores	1,070,579	0	(1,070,579)	-100%
44413	Hardware Stores	6,447,674	789,125	(5,658,549)	-88%
44419	Other Building Materials Dealers	30,523,538	687,020	(29,836,518)	-98%
4442	Lawn, Garden Equipment, Supplies Stores	10,547,354	153,711	(10,393,643)	-99%
44421	Outdoor Power Equipment Stores	2,822,130	153,711	(2,668,419)	-95%
44422	Nursery and Garden Centers	7,725,224	0	(7,725,224)	-100%

## Retail Trade Area | Gap/Opportunity Analysis Summary

La Marque, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	93,560,633	8,812,271	(84,748,362)	-91%
4451	Grocery Stores	61,391,162	6,360,788	(55,030,374)	-90%
44511	Supermarkets, Grocery (Ex Conv) Stores	57,392,513	1,255,442	(56,137,071)	-98%
44512	Convenience Stores	3,998,648	5,105,346	1,106,698	28%
4452	Specialty Food Stores	7,409,433	159,422	(7,250,011)	-98%
4453	Beer, Wine and Liquor Stores	24,760,038	2,292,061	(22,467,977)	-91%
446	Health and Personal Care Stores	46,245,231	17,853,785	(28,391,446)	-61%
44611	Pharmacies and Drug Stores	37,202,621	15,834,644	(21,367,977)	-57%
44612	Cosmetics, Beauty Supplies, Perfume Stores	3,276,415	460,725	(2,815,690)	-86%
44613	Optical Goods Stores	1,643,564	275,385	(1,368,179)	-83%
44619	Other Health and Personal Care Stores	4,122,631	1,283,031	(2,839,600)	-69%
447	Gasoline Stations	73,335,724	27,216,206	(46,119,518)	-63%
44711	Gasoline Stations With Conv Stores	53,460,190	25,329,960	(28,130,230)	-53%
44719	Other Gasoline Stations	19,875,534	1,886,246	(17,989,288)	-91%
448	Clothing and Clothing Accessories Stores	32,725,434	3,576,488	(29,148,946)	-89%
4481	Clothing Stores	17,656,261	2,064,952	(15,591,309)	-88%
44811	Men's Clothing Stores	824,284	0	(824,284)	-100%
44812	Women's Clothing Stores	3,909,168	178,719	(3,730,449)	-95%
44813	Childrens, Infants Clothing Stores	1,130,300	0	(1,130,300)	-100%
44814	Family Clothing Stores	9,503,148	934,622	(8,568,526)	-90%
44815	Clothing Accessories Stores	763,381	202,437	(560,944)	-73%
44819	Other Clothing Stores	1,525,980	749,174	(776,806)	-51%
4482	Shoe Stores	2,717,117	1,161,536	(1,555,581)	-57%
4483	Jewelry, Luggage, Leather Goods Stores	12,352,056	350,000	(12,002,056)	-97%
44831	Jewelry Stores	11,053,308	350,000	(10,703,308)	-97%
44832	Luggage and Leather Goods Stores	1,298,748	0	(1,298,748)	-100%

## Retail Trade Area | Gap/Opportunity Analysis Summary

La Marque, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	12,083,740	682,605	(11,401,135)	-94%
4511	Sportng Goods, Hobby, Musical Inst Stores	10,668,915	682,605	(9,986,310)	-94%
45111	Sporting Goods Stores	5,435,649	211,073	(5,224,576)	-96%
45112	Hobby, Toys and Games Stores	3,190,302	471,532	(2,718,770)	-85%
45113	Sew/Needlework/Piece Goods Stores	934,048	0	(934,048)	-100%
45114	Musical Instrument and Supplies Stores	1,108,917	0	(1,108,917)	-100%
4512	Book, Periodical and Music Stores	1,414,825	0	(1,414,825)	-100%
45121	Book Stores and News Dealers	1,176,563	0	(1,176,563)	-100%
451211	Book Stores	1,012,643	0	(1,012,643)	-100%
451212	News Dealers and Newsstands	163,920	0	(163,920)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	238,262	0	(238,262)	-100%
452	General Merchandise Stores	86,004,210	178,094,634	92,090,424	107%
4521	Department Stores Excl Leased Depts	36,572,358	8,171,523	(28,400,835)	-78%
4529	Other General Merchandise Stores	49,431,851	169,923,111	120,491,260	244%
453	Miscellaneous Store Retailers	19,301,427	1,112,333	(18,189,094)	-94%
4531	Florists	726,670	129,587	(597,083)	-82%
4532	Office Supplies, Stationery, Gift Stores	8,792,481	732,465	(8,060,016)	-92%
45321	Office Supplies and Stationery Stores	4,203,671	0	(4,203,671)	-100%
45322	Gift, Novelty and Souvenir Stores	4,588,810	732,465	(3,856,345)	-84%
4533	Used Merchandise Stores	1,355,349	110,126	(1,245,223)	-92%
4539	Other Miscellaneous Store Retailers	8,426,927	140,155	(8,286,772)	-98%
454	Non-Store Retailers	63,856,173	3,982,297	(59,873,876)	-94%
722	Foodservice and Drinking Places	76,346,317	23,700,002	(52,646,315)	-69%
7221	Full-Service Restaurants	34,479,411	5,035,115	(29,444,296)	-85%
7222	Limited-Service Eating Places	30,430,677	16,431,401	(13,999,276)	-46%
7223	Special Foodservices	8,349,267	937,721	(7,411,546)	-89%
7224	Drinking Places -Alcoholic Beverages	3,086,962	1,295,765	(1,791,197)	-58%

## Retail Trade Area | Demographics

### La Marque, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	49,158	
2015 Estimate	46,601	
2010 Census	44,237	
2000 Census	41,406	
Growth 2015-2020	5.49%	
Growth 2010-2015	5.34%	
Growth 2000-2010	6.84%	
2015 Est. Population by Single-Classification Race	46,601	
White Alone	25,120	53.90
Black or African American Alone	16,292	34.96
Amer. Indian and Alaska Native Alone	292	0.63
Asian Alone	423	0.91
Native Hawaiian and Other Pac. Isl. Alone	24	0.05
Some Other Race Alone	3,257	6.99
Two or More Races	1,194	2.56
2015 Est. Population by Hispanic or Latino Origin	46,601	
Not Hispanic or Latino	36,529	78.39
Hispanic or Latino:	10,072	21.61
Mexican	8,444	83.84
Puerto Rican	193	1.92
Cuban	72	0.71
All Other Hispanic or Latino	1,363	13.53

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	10,072	
White Alone	5,884	58.42
Black or African American Alone	274	2.72
American Indian and Alaska Native Alone	131	1.30
Asian Alone	21	0.21
Native Hawaiian and Other Pacific Islander Alone	5	0.05
Some Other Race Alone	3,204	31.81
Two or More Races	554	5.50
2015 Est. Pop by Race, Asian Alone, by Category	423	
Chinese, except Taiwanese	38	8.98
Filipino	83	19.62
Japanese	86	20.33
Asian Indian	35	8.27
Korean	14	3.31
Vietnamese	46	10.87
Cambodian	72	17.02
Hmong	0	0.00
Laotian	1	0.24
Thai	5	1.18
All Other Asian Races Including 2+ Category	42	9.93
2015 Est. Population by Ancestry	46,601	
Arab	108	0.23
Czech	503	1.08
Danish	40	0.09
Dutch	139	0.30
English	1,732	3.72
French (except Basque)	871	1.87
French Canadian	39	0.08
German	3,247	6.97
Greek	16	0.03

## Retail Trade Area | Demographics

### La Marque, Texas

DESCRIPTION	DATA	%
Hungarian	28	0.06
Irish	2,330	5.00
Italian	956	2.05
Lithuanian	10	0.02
United States or American	1,871	4.01
Norwegian	34	0.07
Polish	352	0.76
Portuguese	26	0.06
Russian	58	0.12
Scottish	160	0.34
Scotch-Irish	334	0.72
Slovak	2	0.00
Subsaharan African	362	0.78
Swedish	232	0.50
Swiss	15	0.03
Ukrainian	32	0.07
Welsh	26	0.06
West Indian (except Hisp. groups)	15	0.03
Other ancestries	27,372	58.74
Ancestry Unclassified	5,691	12.21
2015 Est. Pop Age 5+ by Language Spoken at Home	43,430	
Speak Only English at Home	36,935	85.04
Speak Asian/Pac. Isl. Lang. at Home	279	0.64
Speak IndoEuropean Language at Home	376	0.87
Speak Spanish at Home	5,778	13.30
Speak Other Language at Home	62	0.14
2015 Est. Population by Sex	46,601	
Male	22,340	47.94
Female	24,261	52.06

DESCRIPTION	DATA	%
2015 Est. Population by Age	46,601	
Age 0 - 4	3,171	6.80
Age 5 - 9	3,159	6.78
Age 10 - 14	3,040	6.52
Age 15 - 17	1,759	3.77
Age 18 - 20	1,622	3.48
Age 21 - 24	2,235	4.80
Age 25 - 34	5,861	12.58
Age 35 - 44	5,555	11.92
Age 45 - 54	5,830	12.51
Age 55 - 64	6,689	14.35
Age 65 - 74	4,458	9.57
Age 75 - 84	2,264	4.86
Age 85 and over	959	2.06
Age 16 and over	36,656	78.66
Age 18 and over	35,472	76.12
Age 21 and over	33,850	72.64
Age 65 and over	7,681	16.48
2015 Est. Median Age	39.4	
2015 Est. Average Age	39.7	

## Retail Trade Area | Demographics

### La Marque, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	22,340	
Age 0 - 4	1,629	7.29
Age 5 - 9	1,666	7.46
Age 10 - 14	1,578	7.06
Age 15 - 17	888	3.97
Age 18 - 20	832	3.72
Age 21 - 24	1,108	4.96
Age 25 - 34	2,787	12.48
Age 35 - 44	2,648	11.85
Age 45 - 54	2,780	12.44
Age 55 - 64	3,107	13.91
Age 65 - 74	2,080	9.31
Age 75 - 84	898	4.02
Age 85 and over	338	1.51
2015 Est. Median Age, Male	37.6	
2015 Est. Average Age, Male	38.2	
2015 Est. Female Population by Age	24,261	
Age 0 - 4	1,542	6.36
Age 5 - 9	1,493	6.15
Age 10 - 14	1,462	6.03
Age 15 - 17	871	3.59
Age 18 - 20	790	3.26
Age 21 - 24	1,128	4.65
Age 25 - 34	3,074	12.67
Age 35 - 44	2,907	11.98
Age 45 - 54	3,050	12.57
Age 55 - 64	3,582	14.76
Age 65 - 74	2,377	9.80
Age 75 - 84	1,366	5.63
Age 85 and over	620	2.56

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	41.1	
2015 Est. Average Age, Female	41.0	
2015 Est. Pop Age 15+ by Marital Status	37,232	
Total, Never Married	10,743	28.85
Males, Never Married	5,787	15.54
Females, Never Married	4,956	13.31
Married, Spouse present	15,313	41.13
Married, Spouse absent	2,380	6.39
Widowed	2,926	7.86
Males Widowed	560	1.50
Females Widowed	2,366	6.35
Divorced	5,870	15.77
Males Divorced	2,725	7.32
Females Divorced	3,145	8.45
2015 Est. Pop Age 25+ by Edu. Attainment	31,615	
Less than 9th grade	1,406	4.45
Some High School, no diploma	3,179	10.06
High School Graduate (or GED)	10,855	34.33
Some College, no degree	9,054	28.64
Associate Degree	2,840	8.98
Bachelor's Degree	2,866	9.07
Master's Degree	1,049	3.32
Professional School Degree	240	0.76
Doctorate Degree	126	0.40
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	5,690	
No High School Diploma	1,697	29.82
High School Graduate	1,537	27.01
Some College or Associate's Degree	1,927	33.87
Bachelor's Degree or Higher	530	9.31

## Retail Trade Area | Demographics

### La Marque, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	19,381	
2015 Estimate	18,305	
2010 Census	17,262	
2000 Census	16,206	
Growth 2015-2020	5.88%	
Growth 2010-2015	6.04%	
Growth 2000-2010	6.52%	
2015 Est. Households by Household Type	18,305	
Family Households	12,280	67.09
Nonfamily Households	6,025	32.91
2015 Est. Group Quarters Population	618	
2015 HHs by Ethnicity, Hispanic/Latino	3,060	16.72
2015 Est. Households by HH Income	18,305	
Income < \$15,000	2,790	15.24
Income \$15,000 - \$24,999	1,891	10.33
Income \$25,000 - \$34,999	1,733	9.47
Income \$35,000 - \$49,999	2,937	16.04
Income \$50,000 - \$74,999	3,566	19.48
Income \$75,000 - \$99,999	2,081	11.37
Income \$100,000 - \$124,999	1,388	7.58
Income \$125,000 - \$149,999	805	4.40
Income \$150,000 - \$199,999	674	3.68
Income \$200,000 - \$249,999	203	1.11
Income \$250,000 - \$499,999	190	1.04
Income \$500,000+	48	0.26

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$63,096	
2015 Est. Median Household Income	\$48,987	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	56,062	
Black or African American Alone	39,475	
American Indian and Alaska Native Alone	53,017	
Asian Alone	44,063	
Native Hawaiian and Other Pacific Islander Alone	46,525	
Some Other Race Alone	59,042	
Two or More Races	47,132	
Hispanic or Latino	46,431	
Not Hispanic or Latino	49,459	
2015 Est. Family HH Type by Presence of Own Child.	12,280	
Married-Couple Family, own children	2,614	21.29
Married-Couple Family, no own children	5,073	41.31
Male Householder, own children	461	3.75
Male Householder, no own children	577	4.70
Female Householder, own children	1,800	14.66
Female Householder, no own children	1,755	14.29
2015 Est. Households by Household Size	18,305	
1-person	5,189	28.35
2-person	5,931	32.40
3-person	3,082	16.84
4-person	2,147	11.73
5-person	1,201	6.56
6-person	438	2.39
7-or-more-person	318	1.74

## Retail Trade Area | Demographics

### La Marque, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.51	
2015 Est. Households by Presence of People Under 18	18,305	
Households with 1 or More People under Age 18:	5,991	32.73
Married-Couple Family	3,026	50.51
Other Family, Male Householder	586	9.78
Other Family, Female Householder	2,310	38.56
Nonfamily, Male Householder	49	0.82
Nonfamily, Female Householder	20	0.33
Households with No People under Age 18:	12,314	67.27
Married-Couple Family	4,660	37.84
Other Family, Male Householder	451	3.66
Other Family, Female Householder	1,248	10.13
Nonfamily, Male Householder	2,816	22.87
Nonfamily, Female Householder	3,139	25.49
2015 Est. Households by Number of Vehicles	18,305	
No Vehicles	1,287	7.03
1 Vehicle	6,890	37.64
2 Vehicles	7,009	38.29
3 Vehicles	2,203	12.03
4 Vehicles	669	3.65
5 or more Vehicles	247	1.35
2015 Est. Average Number of Vehicles	1.7	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	12,994	
2015 Estimate	12,280	
2010 Census	11,590	
2000 Census	11,250	
Growth 2015-2020	5.81%	
Growth 2010-2015	5.95%	
Growth 2000-2010	3.02%	
2015 Est. Families by Poverty Status	12,280	
2015 Families at or Above Poverty	10,633	86.59
2015 Families at or Above Poverty with Children	4,382	35.68
2015 Families Below Poverty	1,647	13.41
2015 Families Below Poverty with Children	1,308	10.65
2015 Est. Pop Age 16+ by Employment Status	36,656	
In Armed Forces	85	0.23
Civilian - Employed	19,233	52.47
Civilian - Unemployed	2,397	6.54
Not in Labor Force	14,942	40.76
2015 Est. Civ. Employed Pop 16+ by Class of Worker	20,168	
For-Profit Private Workers	13,605	67.46
Non-Profit Private Workers	1,026	5.09
Local Government Workers	1,624	8.05
State Government Workers	1,843	9.14
Federal Government Workers	585	2.90
Self-Employed Workers	1,457	7.22
Unpaid Family Workers	29	0.14

## Retail Trade Area | Demographics

### La Marque, Texas

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	20,168	
Architect/Engineer	137	0.68
Arts/Entertainment/Sports	195	0.97
Building Grounds Maintenance	1,361	6.75
Business/Financial Operations	757	3.75
Community/Social Services	400	1.98
Computer/Mathematical	179	0.89
Construction/Extraction	1,494	7.41
Education/Training/Library	831	4.12
Farming/Fishing/Forestry	66	0.33
Food Prep/Serving	1,452	7.20
Health Practitioner/Technician	1,229	6.09
Healthcare Support	418	2.07
Maintenance Repair	923	4.58
Legal	117	0.58
Life/Physical/Social Science	148	0.73
Management	1,589	7.88
Office/Admin. Support	3,042	15.08
Production	1,125	5.58
Protective Services	738	3.66
Sales/Related	2,044	10.13
Personal Care/Service	607	3.01
Transportation/Moving	1,315	6.52
2015 Est. Pop 16+ by Occupation Classification	20,168	
Blue Collar	4,857	24.08
White Collar	10,670	52.91
Service and Farm	4,641	23.01

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	19,744	
Drove Alone	16,572	83.93
Car Pooled	1,949	9.87
Public Transportation	44	0.22
Walked	345	1.75
Bicycle	40	0.20
Other Means	536	2.71
Worked at Home	258	1.31
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	5,715	
15 - 29 Minutes	7,356	
30 - 44 Minutes	3,514	
45 - 59 Minutes	1,407	
60 or more Minutes	1,538	
2015 Est. Avg. Travel Time to Work in Minutes	27.17	
2015 Est. Occupied Housing Units by Tenure	18,305	
Owner Occupied	12,037	65.76
Renter Occupied	6,267	34.24
2015 Owner Occ. HUs: Avg. Length of Residence	18.1	
2015 Renter Occ. HUs: Avg. Length of Residence	7.5	

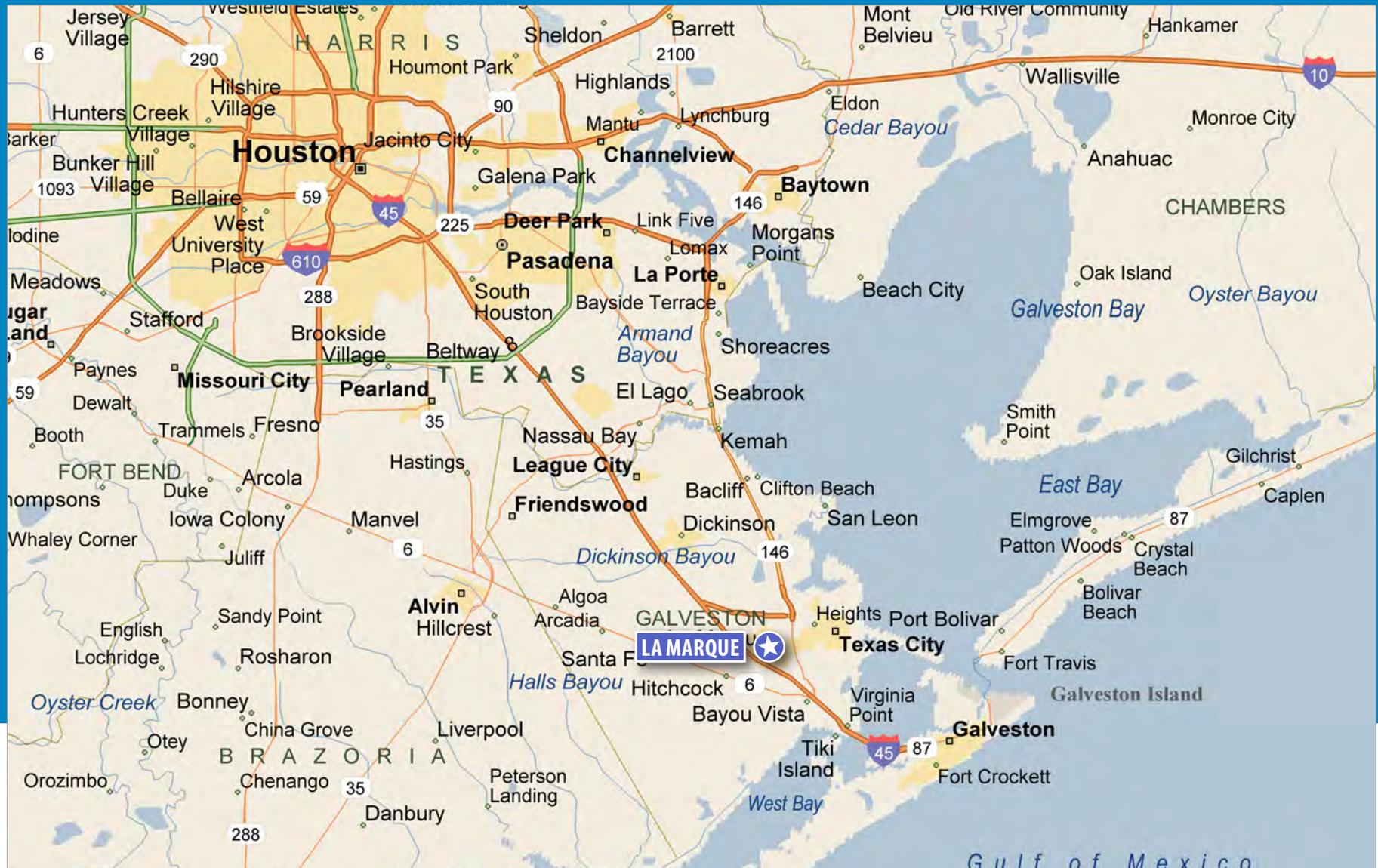
## Retail Trade Area | Demographics

### La Marque, Texas

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	12,037	
Value Less than \$20,000	288	2.39
Value \$20,000 - \$39,999	561	4.66
Value \$40,000 - \$59,999	881	7.32
Value \$60,000 - \$79,999	1,297	10.78
Value \$80,000 - \$99,999	2,345	19.48
Value \$100,000 - \$149,999	2,832	23.53
Value \$150,000 - \$199,999	1,959	16.27
Value \$200,000 - \$299,999	956	7.94
Value \$300,000 - \$399,999	470	3.90
Value \$400,000 - \$499,999	233	1.94
Value \$500,000 - \$749,999	169	1.40
Value \$750,000 - \$999,999	32	0.27
Value \$1,000,000 or more	15	0.12
2015 Est. Median All Owner-Occupied Housing Value	\$111,417	
2015 Est. Housing Units by Units in Structure	21,426	
1 Unit Attached	173	0.81
1 Unit Detached	16,118	75.23
2 Units	252	1.18
3 or 4 Units	384	1.79
5 to 19 Units	2,348	10.96
20 to 49 Units	316	1.47
50 or More Units	765	3.57
Mobile Home or Trailer	1,039	4.85
Boat, RV, Van, etc.	31	0.14

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	21,426	
Housing Units Built 2010 or later	1,336	6.24
Housing Units Built 2000 to 2009	3,576	16.69
Housing Units Built 1990 to 1999	2,253	10.52
Housing Units Built 1980 to 1989	2,822	13.17
Housing Units Built 1970 to 1979	3,958	18.47
Housing Units Built 1960 to 1969	3,431	16.01
Housing Units Built 1950 to 1959	2,746	12.82
Housing Units Built 1940 to 1949	707	3.30
Housing Unit Built 1939 or Earlier	598	2.79
2015 Est. Median Year Structure Built**	1978	

## Location Map La Marque, Texas



### Contact Information

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## Community Demographics

### La Marque, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	15,792	
2015 Estimate	15,130	
2010 Census	14,509	
2000 Census	14,319	
Growth 2015-2020	4.38%	
Growth 2010-2015	4.28%	
Growth 2000-2010	1.33%	
2015 Est. Population by Single-Classification Race	15,130	
White Alone	7,822	51.70
Black or African American Alone	5,442	35.97
Amer. Indian and Alaska Native Alone	119	0.79
Asian Alone	110	0.73
Native Hawaiian and Other Pac. Isl. Alone	9	0.06
Some Other Race Alone	1,231	8.14
Two or More Races	397	2.62
2015 Est. Population by Hispanic or Latino Origin	15,130	
Not Hispanic or Latino	11,261	74.43
Hispanic or Latino:	3,869	25.57
Mexican	3,274	84.62
Puerto Rican	49	1.27
Cuban	25	0.65
All Other Hispanic or Latino	521	13.47

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	3,869	
White Alone	2,331	60.25
Black or African American Alone	80	2.07
American Indian and Alaska Native Alone	56	1.45
Asian Alone	13	0.34
Native Hawaiian and Other Pacific Islander Alone	4	0.10
Some Other Race Alone	1,210	31.27
Two or More Races	175	4.52
2015 Est. Pop by Race, Asian Alone, by Category	110	
Chinese, except Taiwanese	20	18.18
Filipino	40	36.36
Japanese	1	0.91
Asian Indian	11	10.00
Korean	3	2.73
Vietnamese	22	20.00
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	1	0.91
All Other Asian Races Including 2+ Category	12	10.91
2015 Est. Population by Ancestry	15,130	
Arab	51	0.34
Czech	203	1.34
Danish	31	0.20
Dutch	35	0.23
English	530	3.50
French (except Basque)	360	2.38
French Canadian	19	0.13
German	1,035	6.84
Greek	2	0.01

## Community Demographics

### La Marque, Texas

DESCRIPTION	DATA	%
Hungarian	28	0.19
Irish	641	4.24
Italian	298	1.97
Lithuanian	3	0.02
United States or American	705	4.66
Norwegian	10	0.07
Polish	145	0.96
Portuguese	10	0.07
Russian	18	0.12
Scottish	47	0.31
Scotch-Irish	88	0.58
Slovak	1	0.01
Subsaharan African	77	0.51
Swedish	85	0.56
Swiss	10	0.07
Ukrainian	10	0.07
Welsh	6	0.04
West Indian (except Hisp. groups)	9	0.06
Other ancestries	8,805	58.20
Ancestry Unclassified	1,868	12.35
2015 Est. Pop Age 5+ by Language Spoken at Home	14,057	
Speak Only English at Home	11,271	80.18
Speak Asian/Pac. Isl. Lang. at Home	85	0.60
Speak IndoEuropean Language at Home	129	0.92
Speak Spanish at Home	2,535	18.03
Speak Other Language at Home	37	0.26
2015 Est. Population by Sex	15,130	
Male	7,309	48.31
Female	7,821	51.69

DESCRIPTION	DATA	%
2015 Est. Population by Age	15,130	
Age 0 - 4	1,073	7.09
Age 5 - 9	1,069	7.07
Age 10 - 14	1,039	6.87
Age 15 - 17	590	3.90
Age 18 - 20	546	3.61
Age 21 - 24	748	4.94
Age 25 - 34	1,768	11.69
Age 35 - 44	1,784	11.79
Age 45 - 54	1,892	12.50
Age 55 - 64	2,159	14.27
Age 65 - 74	1,404	9.28
Age 75 - 84	751	4.96
Age 85 and over	307	2.03
Age 16 and over	11,758	77.71
Age 18 and over	11,359	75.08
Age 21 and over	10,813	71.47
Age 65 and over	2,462	16.27
2015 Est. Median Age	39.1	
2015 Est. Average Age	39.3	

## Community Demographics

### La Marque, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	7,309	
Age 0 - 4	552	7.55
Age 5 - 9	583	7.98
Age 10 - 14	528	7.22
Age 15 - 17	302	4.13
Age 18 - 20	284	3.89
Age 21 - 24	377	5.16
Age 25 - 34	850	11.63
Age 35 - 44	854	11.68
Age 45 - 54	886	12.12
Age 55 - 64	1,028	14.06
Age 65 - 74	658	9.00
Age 75 - 84	296	4.05
Age 85 and over	111	1.52
2015 Est. Median Age, Male	37.1	
2015 Est. Average Age, Male	37.8	
2015 Est. Female Population by Age	7,821	
Age 0 - 4	521	6.66
Age 5 - 9	486	6.21
Age 10 - 14	511	6.53
Age 15 - 17	288	3.68
Age 18 - 20	262	3.35
Age 21 - 24	371	4.74
Age 25 - 34	918	11.74
Age 35 - 44	930	11.89
Age 45 - 54	1,006	12.86
Age 55 - 64	1,131	14.46
Age 65 - 74	746	9.54
Age 75 - 84	455	5.82
Age 85 and over	196	2.51

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	41.0	
2015 Est. Average Age, Female	40.7	
2015 Est. Pop Age 15+ by Marital Status	11,949	
Total, Never Married	3,685	30.84
Males, Never Married	1,971	16.50
Females, Never Married	1,714	14.34
Married, Spouse present	4,531	37.92
Married, Spouse absent	808	6.76
Widowed	973	8.14
Males Widowed	223	1.87
Females Widowed	750	6.28
Divorced	1,952	16.34
Males Divorced	890	7.45
Females Divorced	1,062	8.89
2015 Est. Pop Age 25+ by Edu. Attainment	10,065	
Less than 9th grade	606	6.02
Some High School, no diploma	1,066	10.59
High School Graduate (or GED)	3,319	32.98
Some College, no degree	2,716	26.98
Associate Degree	980	9.74
Bachelor's Degree	922	9.16
Master's Degree	318	3.16
Professional School Degree	95	0.94
Doctorate Degree	43	0.43
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	2,143	
No High School Diploma	783	36.54
High School Graduate	499	23.29
Some College or Associate's Degree	634	29.58
Bachelor's Degree or Higher	227	10.59

## Community Demographics

### La Marque, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	6,154	
2015 Estimate	5,850	
2010 Census	5,526	
2000 Census	5,518	
Growth 2015-2020	5.20%	
Growth 2010-2015	5.86%	
Growth 2000-2010	0.14%	
2015 Est. Households by Household Type	5,850	
Family Households	4,027	68.84
Nonfamily Households	1,823	31.16
2015 Est. Group Quarters Population	90	
2015 HHs by Ethnicity, Hispanic/Latino	1,138	19.45
2015 Est. Households by HH Income	5,850	
Income < \$15,000	977	16.70
Income \$15,000 - \$24,999	637	10.89
Income \$25,000 - \$34,999	644	11.01
Income \$35,000 - \$49,999	1,035	17.69
Income \$50,000 - \$74,999	1,098	18.77
Income \$75,000 - \$99,999	606	10.36
Income \$100,000 - \$124,999	335	5.73
Income \$125,000 - \$149,999	202	3.45
Income \$150,000 - \$199,999	200	3.42
Income \$200,000 - \$249,999	53	0.91
Income \$250,000 - \$499,999	54	0.92
Income \$500,000+	9	0.15

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$58,005	
2015 Est. Median Household Income	\$44,667	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	48,102	
Black or African American Alone	37,186	
American Indian and Alaska Native Alone	59,722	
Asian Alone	27,500	
Native Hawaiian and Other Pacific Islander Alone	30,000	
Some Other Race Alone	59,239	
Two or More Races	32,500	
Hispanic or Latino	42,109	
Not Hispanic or Latino	45,249	
2015 Est. Family HH Type by Presence of Own Child.	4,027	
Married-Couple Family, own children	900	22.35
Married-Couple Family, no own children	1,648	40.92
Male Householder, own children	157	3.90
Male Householder, no own children	200	4.97
Female Householder, own children	562	13.96
Female Householder, no own children	560	13.91
2015 Est. Households by Household Size	5,850	
1-person	1,601	27.37
2-person	1,839	31.44
3-person	1,004	17.16
4-person	743	12.70
5-person	395	6.75
6-person	157	2.68
7-or-more-person	111	1.90

## Community Demographics

### La Marque, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.57	
2015 Est. Households by Presence of People Under 18	5,850	
Households with 1 or More People under Age 18:	1,979	33.83
Married-Couple Family	1,040	52.55
Other Family, Male Householder	192	9.70
Other Family, Female Householder	723	36.53
Nonfamily, Male Householder	14	0.71
Nonfamily, Female Householder	10	0.51
Households with No People under Age 18:	3,871	66.17
Married-Couple Family	1,509	38.98
Other Family, Male Householder	164	4.24
Other Family, Female Householder	401	10.36
Nonfamily, Male Householder	839	21.67
Nonfamily, Female Householder	958	24.75
2015 Est. Households by Number of Vehicles	5,850	
No Vehicles	421	7.20
1 Vehicle	2,211	37.79
2 Vehicles	2,069	35.37
3 Vehicles	748	12.79
4 Vehicles	245	4.19
5 or more Vehicles	156	2.67
2015 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	4,242	
2015 Estimate	4,027	
2010 Census	3,796	
Growth 2015-2020	5.34%	
Growth 2010-2015	6.09%	
2015 Est. Families by Poverty Status	4,027	
2015 Families at or Above Poverty	3,473	86.24
2015 Families at or Above Poverty with Children	1,497	37.17
2015 Families Below Poverty	554	13.76
2015 Families Below Poverty with Children	427	10.60
2015 Est. Pop Age 16+ by Employment Status	11,758	
In Armed Forces	18	0.15
Civilian - Employed	5,844	49.70
Civilian - Unemployed	795	6.76
Not in Labor Force	5,101	43.38
2015 Est. Civ. Employed Pop 16+ by Class of Worker	6,167	
For-Profit Private Workers	3,932	63.76
Non-Profit Private Workers	398	6.45
Local Government Workers	507	8.22
State Government Workers	599	9.71
Federal Government Workers	201	3.26
Self-Employed Workers	525	8.51
Unpaid Family Workers	5	0.08

## Community Demographics

### La Marque, Texas

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	6,167	
Architect/Engineer	44	0.71
Arts/Entertainment/Sports	60	0.97
Building Grounds Maintenance	476	7.72
Business/Financial Operations	139	2.25
Community/Social Services	148	2.40
Computer/Mathematical	43	0.70
Construction/Extraction	422	6.84
Education/Training/Library	246	3.99
Farming/Fishing/Forestry	16	0.26
Food Prep/Serving	531	8.61
Health Practitioner/Technician	404	6.55
Healthcare Support	124	2.01
Maintenance Repair	195	3.16
Legal	42	0.68
Life/Physical/Social Science	33	0.54
Management	441	7.15
Office/Admin. Support	935	15.16
Production	431	6.99
Protective Services	215	3.49
Sales/Related	689	11.17
Personal Care/Service	171	2.77
Transportation/Moving	362	5.87
2015 Est. Pop 16+ by Occupation Classification	6,167	
Blue Collar	1,410	22.86
White Collar	3,224	52.28
Service and Farm	1,533	24.86

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	5,976	
Drove Alone	4,940	82.66
Car Pooled	618	10.34
Public Transportation	27	0.45
Walked	45	0.75
Bicycle	2	0.03
Other Means	265	4.43
Worked at Home	79	1.32
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,709	
15 - 29 Minutes	2,342	
30 - 44 Minutes	1,024	
45 - 59 Minutes	446	
60 or more Minutes	385	
2015 Est. Avg. Travel Time to Work in Minutes	26.30	
2015 Est. Occupied Housing Units by Tenure	5,850	
Owner Occupied	4,139	70.75
Renter Occupied	1,711	29.25
2015 Owner Occ. HUs: Avg. Length of Residence	18.6	
2015 Renter Occ. HUs: Avg. Length of Residence	8.0	

## Community Demographics

### La Marque, Texas

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	4,139	
Value Less than \$20,000	87	2.10
Value \$20,000 - \$39,999	256	6.19
Value \$40,000 - \$59,999	454	10.97
Value \$60,000 - \$79,999	654	15.80
Value \$80,000 - \$99,999	969	23.41
Value \$100,000 - \$149,999	935	22.59
Value \$150,000 - \$199,999	472	11.40
Value \$200,000 - \$299,999	189	4.57
Value \$300,000 - \$399,999	71	1.72
Value \$400,000 - \$499,999	36	0.87
Value \$500,000 - \$749,999	13	0.31
Value \$750,000 - \$999,999	2	0.05
Value \$1,000,000 or more	1	0.02
2015 Est. Median All Owner-Occupied Housing Value	\$92,766	
2015 Est. Housing Units by Units in Structure	6,618	
1 Unit Attached	100	1.51
1 Unit Detached	5,610	84.77
2 Units	35	0.53
3 or 4 Units	168	2.54
5 to 19 Units	266	4.02
20 to 49 Units	45	0.68
50 or More Units	67	1.01
Mobile Home or Trailer	320	4.84
Boat, RV, Van, etc.	7	0.11

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	6,618	
Housing Units Built 2010 or later	341	5.15
Housing Units Built 2000 to 2009	641	9.69
Housing Units Built 1990 to 1999	321	4.85
Housing Units Built 1980 to 1989	558	8.43
Housing Units Built 1970 to 1979	1,187	17.94
Housing Units Built 1960 to 1969	1,386	20.94
Housing Units Built 1950 to 1959	1,511	22.83
Housing Units Built 1940 to 1949	392	5.92
Housing Unit Built 1939 or Earlier	281	4.25
2015 Est. Median Year Structure Built**	1968	



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 2014/2015, ESRI 2014, 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.