TheRetailCoach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

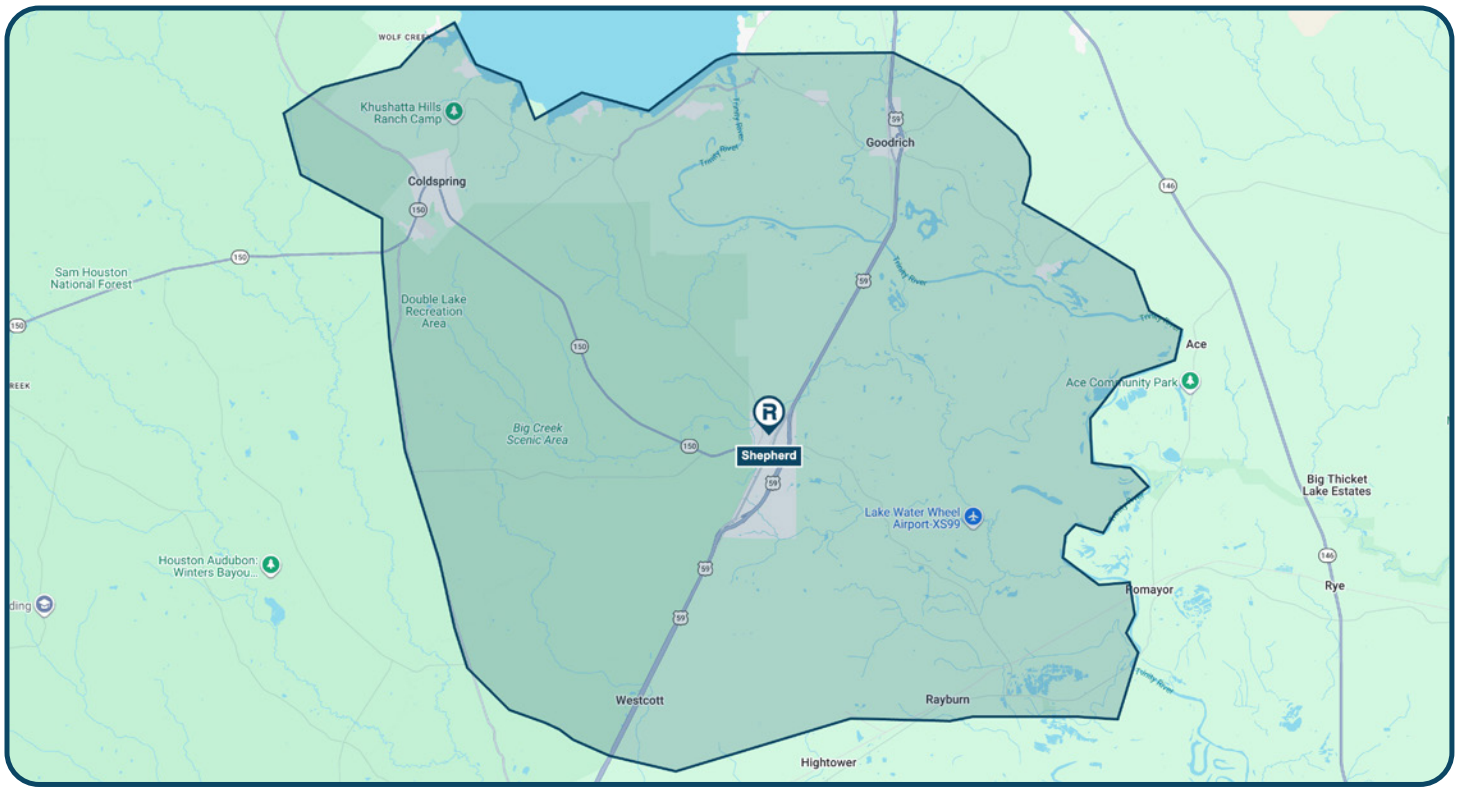
SHEPHERD, TEXAS

PREPARED FOR SHEPHERD ECONOMIC DEVELOPMENT CORPORATION
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Retail Trade Area — Shepherd, Texas

DEMOGRAPHIC SNAPSHOT

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Population

2020	14,450
2026	15,841
2031	17,112

Age

0-9 Years	11.62%
10 - 17 Years	10.45%
18 - 24 Years	8.59%
25 - 34 Years	11.75%
35 - 44 Years	11.56%
45 - 54 Years	11.86%
55 - 64 Years	12.66%
65 and Older	21.52%
Median Age	41.57
Average Age	41.58

Educational Attainment (%)

Graduate or Professional Degree	4.59%
Bachelors Degree	5.88%
Associate Degree	6.46%
Some College	19.68%
High School Graduate (GED)	44.05%
Some High School, No Degree	10.59%
Less than 9th Grade	8.77%

Income

Average HH	$92,315
Median HH	$72,504
Per Capita	$35,305

Race Distribution

White	69.88%
Black/African American	8.16%
American Indian/Alaskan	0.94%
Asian	0.35%
Native Hawaiian/Islander	0.07%
Other Race	10.25%
Two or More Races	10.35%
Hispanic	22.15%
Non-Hispanic	77.85%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	17,112	
2026 Estimate	15,841	
2020 Census	14,450	
Growth 2026 - 2031		8.02%
Growth 2020 - 2026		9.63%
2026 Est. Population by Single-Classification Race	**15,841**	
White Alone	11,069	69.88%
Black or African American Alone	1,293	8.16%
Amer. Indian and Alaska Native Alone	149	0.94%
Asian Alone	55	0.35%
Native Hawaiian and Other Pacific Island Alone	11	0.07%
Some Other Race Alone	1,623	10.25%
Two or More Races	1,640	10.35%
2026 Est. Population by Hispanic or Latino Origin	**15,841**	
Not Hispanic or Latino	12,332	77.85%
Hispanic or Latino	3,509	22.15%
Mexican	2,751	78.38%
Puerto Rican	97	2.75%
Cuban	27	0.78%
All Other Hispanic or Latino	635	18.09%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	**3,509**	
White Alone	701	19.98%
Black or African American Alone	54	1.53%
American Indian and Alaska Native Alone	69	1.97%
Asian Alone	2	0.06%
Native Hawaiian and Other Pacific Islander Alone	6	0.17%
Some Other Race Alone	1,587	45.22%
Two or More Races	1,090	31.07%
2026 Est. Pop by Race, Asian Alone, by Category	**55**	
Chinese, except Taiwanese	0	0.59%
Filipino	12	21.41%
Japanese	1	1.78%
Asian Indian	1	1.29%
Korean	36	64.81%
Vietnamese	0	0.00%
Cambodian	4	7.22%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	1.78%
All Other Asian Races Including 2+ Category	1	1.12%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	**15,841**	
Arab	19	0.12%
Czech	26	0.17%
Danish	12	0.08%
Dutch	125	0.79%
English	1,137	7.18%
French (except Basque)	299	1.89%
French Canadian	13	0.08%
German	934	5.90%
Greek	5	0.03%
Hungarian	7	0.05%
Irish	982	6.20%
Italian	498	3.15%
Lithuanian	0	0.00%
United States or American	1,992	12.57%
Norwegian	95	0.60%
Polish	262	1.65%
Portuguese	0	0.00%
Russian	15	0.09%
Scottish	360	2.27%
Scotch-Irish	167	1.05%
Slovak	2	0.01%
Subsaharan African	15	0.09%
Swedish	32	0.20%
Swiss	5	0.03%
Ukrainian	13	0.08%
Welsh	12	0.08%
West Indian (except Hisp. groups)	17	0.11%
Other ancestries	3,290	20.77%
Ancestry Unclassified	5,508	34.77%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	12,306	82.30%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak IndoEuropean Language at Home	26	0.18%
Speak Spanish at Home	2,507	16.77%
Speak Other Language at Home	113	0.75%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	**15,841**	
Age 0 - 4	889	5.61%
Age 5 - 9	952	6.01%
Age 10 - 14	1,039	6.56%
Age 15 - 17	617	3.89%
Age 18 - 20	601	3.79%
Age 21 - 24	760	4.80%
Age 25 - 34	1,861	11.75%
Age 35 - 44	1,831	11.56%
Age 45 - 54	1,878	11.86%
Age 55 - 64	2,005	12.66%
Age 65 - 74	2,110	13.32%
Age 75 - 84	1,010	6.38%
Age 85 and over	289	1.82%
Age 16 and over	12,759	80.55%
Age 18 and over	12,345	77.93%
Age 21 and over	11,744	74.14%
Age 65 and over	3,409	21.52%
2026 Est. Median Age		41.57
2026 Est. Average Age		41.58
2026 Est. Population by Sex	**15,841**	
Male	7,803	49.26%
Female	8,038	50.74%
2026 Est. Male Population by Age	**7,803**	
Age 0 - 4	461	5.91%
Age 5 - 9	472	6.05%
Age 10 - 14	541	6.94%
Age 15 - 17	321	4.11%
Age 18 - 20	313	4.02%
Age 21 - 24	378	4.85%
Age 25 - 34	920	11.79%
Age 35 - 44	908	11.64%
Age 45 - 54	894	11.46%
Age 55 - 64	965	12.36%
Age 65 - 74	1,002	12.84%
Age 75 - 84	496	6.35%
Age 85 and over	131	1.68%
2026 Est. Median Age, Male		40.44
2026 Est. Average Age, Male		40.90

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	**8,038**	
Age 0 - 4	428	5.32%
Age 5 - 9	480	5.97%
Age 10 - 14	497	6.19%
Age 15 - 17	296	3.68%
Age 18 - 20	287	3.58%
Age 21 - 24	381	4.74%
Age 25 - 34	941	11.71%
Age 35 - 44	923	11.48%
Age 45 - 54	984	12.24%
Age 55 - 64	1,041	12.95%
Age 65 - 74	1,108	13.78%
Age 75 - 84	515	6.40%
Age 85 and over	158	1.96%
2026 Est. Median Age, Female		42.68
2026 Est. Average Age, Female		42.21
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,559	27.46%
Males, Never Married	1,837	14.18%
Females, Never Married	1,721	13.28%
Married, Spouse present	6,146	47.42%
Married, Spouse absent	817	6.30%
Widowed	919	7.09%
Males Widowed	267	2.06%
Females Widowed	652	5.03%
Divorced	1,521	11.73%
Males Divorced	822	6.34%
Females Divorced	698	5.39%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	963	8.77%
Some High School, no diploma	1,163	10.59%
High School Graduate (or GED)	4,839	44.05%
Some College, no degree	2,161	19.68%
Associate Degree	709	6.46%
Bachelor's Degree	646	5.88%
Master's Degree	385	3.50%
Professional School Degree	88	0.80%
Doctorate Degree	31	0.28%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	819	42.42%
High School Graduate	781	40.49%
Some College or Associate's Degree	233	12.10%
Bachelor's Degree or Higher	96	4.99%

Retail Trade Area — Shepherd, Texas

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	6,535	
2026 Estimate	6,002	
2020 Census	5,426	
Growth 2026 - 2031		8.88%
Growth 2020 - 2026		10.61%
2026 Est. Households by Household Type	**6,002**	
Family Households	4,178	69.61%
Nonfamily Households	1,824	30.39%
2026 Est. Group Quarters Population	147	
2026 Households by Ethnicity, Hispanic/Latino	931	
2026 Est. Households by Household Income	**6,002**	
Income < $15,000	476	7.93%
Income $15,000 - $24,999	496	8.27%
Income $25,000 - $34,999	436	7.26%
Income $35,000 - $49,999	787	13.12%
Income $50,000 - $74,999	895	14.91%
Income $75,000 - $99,999	777	12.94%
Income $100,000 - $124,999	675	11.24%
Income $125,000 - $149,999	498	8.30%
Income $150,000 - $199,999	491	8.18%
Income $200,000 - $249,999	260	4.33%
Income $250,000 - $499,999	168	2.81%
Income $500,000+	43	0.71%
2026 Est. Average Household Income		$92,315
2026 Est. Median Household Income		$72,504
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$76,885
Black or African American Alone		$55,163
American Indian and Alaska Native Alone		$43,558
Asian Alone		$49,933
Native Hawaiian and Other Pacific Islander Alone		$38,965
Some Other Race Alone		$87,998
Two or More Races		$61,628
Hispanic or Latino		$64,031
Not Hispanic or Latino		$74,255

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	**6,002**	
Family Households with Children	1,717	28.61%
Family Households without Children	4,285	71.39%
Married-Couple Families	**3,149**	**52.47%**
Married-Couple Family, own children	1,215	20.24%
Married-Couple Family, no own children	1,935	32.23%
Cohabitating-Couple Families	**476**	**7.93%**
Cohabitating-Couple Family, own children	175	2.92%
Cohabitating-Couple Family, no own children	300	5.00%
Male Householder Families	**1,033**	**17.20%**
Male Householder, own children	70	1.17%
Male Householder, no own children	193	3.21%
Male Householder, only Nonrelatives	43	0.72%
Male Householder, Living Alone	727	12.10%
Female Householder Families	**1,344**	**22.40%**
Female Householder, own children	257	4.28%
Female Householder, no own children	419	6.98%
Female Householder, only Nonrelatives	12	0.20%
Female Householder, Living Alone	657	10.95%
2026 Est. Households by Household Size	**6,002**	
1-person	1,531	25.50%
2-person	2,091	34.84%
3-person	899	14.98%
4-person	692	11.54%
5-person	415	6.92%
6-person	195	3.26%
7-or-more-person	178	2.97%
2026 Est. Average Household Size		2.61
2026 Est. Households by Number of Vehicles	**6,002**	
No Vehicles	202	3.37%
1 Vehicle	2,070	34.49%
2 Vehicles	2,245	37.41%
3 Vehicles	962	16.02%
4 Vehicles	345	5.75%
5 or more Vehicles	177	2.96%
2026 Est. Average Number of Vehicles		2.0

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	4,556	
2026 Estimate	4,178	
2020 Estimate	3,768	
Growth 2026 - 2031		9.05%
Growth 2020 - 2026		10.86%
2026 Est. Families by Poverty Status	**4,178**	
2026 Families at or Above Poverty	3,706	88.71%
2026 Families at or Above Poverty with Children	1,627	38.93%
2026 Families Below Poverty	472	11.29%
2026 Families Below Poverty with Children	292	7.00%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	6,303	49.40%
Civilian Labor Force, Unemployed	456	3.57%
Armed Forces	55	0.43%
Not in Labor Force	5,946	46.60%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	3,963	64.41%
Non-Profit Private Workers	326	5.29%
Local Government Workers	87	1.42%
State Government Workers	235	3.81%
Federal Government Workers	461	7.49%
Self-Employed Workers	1,034	16.81%
Unpaid Family Workers	46	0.75%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	79	1.28%
Arts/Entertainment/Sports	28	0.45%
Building Grounds Maintenance	432	7.03%
Business/Financial Operations	69	1.12%
Community/Social Services	94	1.52%
Computer/Mathematical	17	0.27%
Construction/Extraction	756	12.28%
Education/Training/Library	402	6.54%
Farming/Fishing/Forestry	26	0.43%
Food Prep/Serving	424	6.89%
Health Practitioner/Technician	243	3.95%
Healthcare Support	265	4.31%
Maintenance Repair	302	4.90%
Legal	20	0.32%
Life/Physical/Social Science	28	0.46%
Management	570	9.27%
Office/Admin. Support	636	10.34%
Production	659	10.72%
Protective Services	149	2.42%
Sales/Related	308	5.01%
Personal Care/Service	36	0.58%
Transportation/Moving	609	9.90%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	2,494	40.54%
Blue Collar	2,326	37.80%
Service and Farm	1,332	21.65%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	4,775	79.16%
Car Pooled	763	12.65%
Public Transportation	2	0.03%
Walked	61	1.01%
Bicycle	4	0.07%
Other Means	146	2.43%
Worked at Home	281	4.66%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,363	
15 - 29 Minutes	1,095	
30 - 44 Minutes	1,408	
45 - 59 Minutes	369	
60 or more Minutes	1,494	
2026 Est. Avg Travel Time to Work in Minutes		40

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	**6,002**	
Owner Occupied	4,837	80.58%
Renter Occupied	1,165	19.42%
2026 Owner Occ. HUs: Avg. Length of Residence		14.58†
2026 Renter Occ. HUs: Avg. Length of Residence		6.74†
2026 Est. Owner-Occupied Housing Units by Value	**4,837**	
Value Less than $20,000	159	3.29%
Value $20,000 - $39,999	217	4.49%
Value $40,000 - $59,999	313	6.47%
Value $60,000 - $79,999	378	7.81%
Value $80,000 - $99,999	188	3.89%
Value $100,000 - $149,999	652	13.47%
Value $150,000 - $199,999	534	11.05%
Value $200,000 - $299,999	645	13.34%
Value $300,000 - $399,999	873	18.05%
Value $400,000 - $499,999	271	5.60%
Value $500,000 - $749,999	333	6.88%
Value $750,000 - $999,999	173	3.57%
Value $1,000,000 or $1,499,999	26	0.54%
Value $1,500,000 or $1,999,999	30	0.62%
Value $2,000,000+	45	0.94%
2026 Est. Median All Owner-Occupied Housing Value		$197,863
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	4,695	64.76%
1 Unit Attached	103	1.42%
2 Units	17	0.24%
3 or 4 Units	191	2.64%
5 to 19 Units	141	1.95%
20 to 49 Units	14	0.19%
50 or More Units	0	0.00%
Mobile Home or Trailer	2,021	27.88%
Boat, RV, Van, etc.	67	0.92%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	637	8.79%
Housing Units Built 2010 to 2019	959	13.23%
Housing Units Built 2000 to 2009	1,282	17.68%
Housing Units Built 1990 to 1999	1,029	14.19%
Housing Units Built 1980 to 1989	882	12.16%
Housing Units Built 1970 to 1979	1,464	20.19%
Housing Units Built 1960 to 1969	293	4.04%
Housing Units Built 1950 to 1959	362	4.99%
Housing Units Built 1940 to 1949	146	2.02%
Housing Unit Built 1939 or Earlier	195	2.69%
2026 Est. Median Year Structure Built		1993

† Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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.

TheRetailCoach®

ACKNOWLEDGMENTS

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, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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