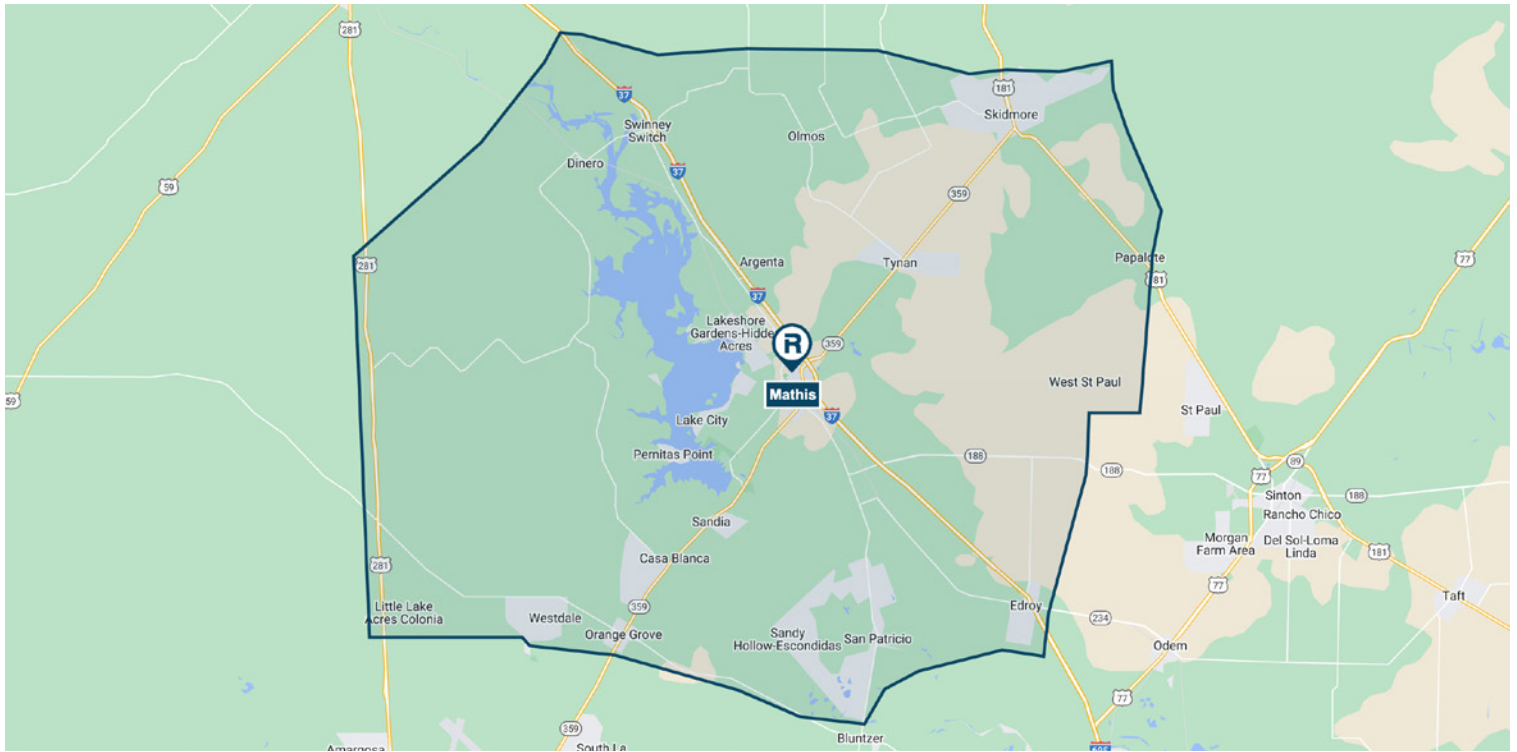# TheRetailCoach®

Retail Trade Area Demographic Profile

MATHIS, TEXAS

Prepared for Mathis Economic Development Corporation
October 2023

Retail Trade Area • Demographic Snapshot

Mathis, Texas

Population

2020	19,971
2023	20,279
2028	20,639

Educational Attainment (%)

Graduate or Professional Degree	4.74%
Bachelors Degree	10.27%
Associate Degree	6.79%
Some College	22.67%
High School Graduate (or GED)	33.43%
Some High School, No Degree	9.71%
Less than 9th Grade	12.39%

Income

Average HH	$79,434
Median HH	$50,090
Per Capita	$29,672

Age

0 - 9 Years	13.08%
10 - 17 Years	11.34%
18 - 24 Years	8.78%
25 - 34 Years	12.23%
35 - 44 Years	11.25%
45 - 54 Years	10.59%
55 - 64 Years	12.76%
65 and Older	19.98%
Median Age	38.98
Average Age	40.20

Race Distribution (%)

White	67.71%
Black/African American	0.75%
American Indian/ Alaskan	0.84%
Asian	0.28%
Native Hawaiian/ Islander	0.05%
Other Race	9.23%
Two or More Races	21.14%
Hispanic	59.39%

Retail Trade Area • Demographic Profile

Mathis, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	20,639	
2023 Estimate	20,279	
2020 Census	19,971	
Growth 2023 - 2028		1.77%
Growth 2020 - 2023		1.54%
2023 Est. Population by Single-Classification Race	**20,279**	
White Alone	13,730	67.71%
Black or African American Alone	152	0.75%
Amer. Indian and Alaska Native Alone	171	0.84%
Asian Alone	56	0.28%
Native Hawaiian and Other Pacific Island Alone	11	0.05%
Some Other Race Alone	1,872	9.23%
Two or More Races	4,288	21.14%
2023 Est. Population by Hispanic or Latino Origin	**20,279**	
Not Hispanic or Latino	8,237	40.62%
Hispanic or Latino	12,043	59.39%
Mexican	11,423	94.85%
Puerto Rican	62	0.52%
Cuban	0	0.00%
All Other Hispanic or Latino	558	4.63%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**12,043**	
White Alone	6,209	51.56%
Black or African American Alone	29	0.24%
American Indian and Alaska Native Alone	93	0.77%
Asian Alone	11	0.09%
Native Hawaiian and Other Pacific Islander Alone	2	0.02%
Some Other Race Alone	1,806	15.00%
Two or More Races	3,892	32.32%
2023 Est. Pop by Race, Asian Alone, by Category	**56**	
Chinese, except Taiwanese	9	16.07%
Filipino	9	16.07%
Japanese	0	0.00%
Asian Indian	6	10.71%
Korean	9	16.07%
Vietnamese	0	0.00%
Cambodian	11	19.64%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	12	21.43%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**20,279**	
Arab	16	0.08%
Czech	130	0.64%
Danish	6	0.03%
Dutch	52	0.26%
English	780	3.85%
French (except Basque)	217	1.07%
French Canadian	35	0.17%
German	1,888	9.31%
Greek	3	0.02%
Hungarian	5	0.03%
Irish	1,280	6.31%
Italian	103	0.51%
Lithuanian	16	0.08%
United States or American	430	2.12%
Norwegian	19	0.09%
Polish	159	0.78%
Portuguese	2	0.01%
Russian	5	0.03%
Scottish	132	0.65%
Scotch-Irish	146	0.72%
Slovak	0	0.00%
Subsaharan African	1	0.01%
Swedish	225	1.11%
Swiss	0	0.00%
Ukrainian	1	0.01%
Welsh	27	0.13%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	12,062	59.48%
Ancestry Unclassified	2,539	12.52%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	11,343	59.82%
Speak Asian/Pacific Island Language at Home	37	0.20%
Speak IndoEuropean Language at Home	98	0.52%
Speak Spanish at Home	7,459	39.34%
Speak Other Language at Home	25	0.13%

Retail Trade Area • Demographic Profile

Mathis, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**20,279**	
Age 0 - 4	1,318	6.50%
Age 5 - 9	1,334	6.58%
Age 10 - 14	1,419	7.00%
Age 15 - 17	881	4.34%
Age 18 - 20	778	3.84%
Age 21 - 24	1,002	4.94%
Age 25 - 34	2,480	12.23%
Age 35 - 44	2,282	11.25%
Age 45 - 54	2,148	10.59%
Age 55 - 64	2,588	12.76%
Age 65 - 74	2,414	11.90%
Age 75 - 84	1,248	6.15%
Age 85 and over	389	1.92%
Age 16 and over	15,918	78.50%
Age 18 and over	15,328	75.59%
Age 21 and over	14,550	71.75%
Age 65 and over	4,051	19.98%
2023 Est. Median Age		38.98
2023 Est. Average Age		40.20
2023 Est. Population by Sex	**20,279**	
Male	10,182	50.21%
Female	10,097	49.79%
2023 Est. Male Population by Age	**10,182**	
Age 0 - 4	676	6.64%
Age 5 - 9	673	6.61%
Age 10 - 14	725	7.12%
Age 15 - 17	443	4.35%
Age 18 - 20	401	3.94%
Age 21 - 24	522	5.13%
Age 25 - 34	1,282	12.59%
Age 35 - 44	1,160	11.39%
Age 45 - 54	1,075	10.56%
Age 55 - 64	1,244	12.22%
Age 65 - 74	1,226	12.04%
Age 75 - 84	599	5.88%
Age 85 and over	155	1.52%
2023 Est. Median Age, Male		38.08
2023 Est. Average Age, Male		39.50
2023 Est. Female Population by Age	**10,097**	
Age 0 - 4	642	6.36%
Age 5 - 9	661	6.55%
Age 10 - 14	693	6.86%
Age 15 - 17	437	4.33%
Age 18 - 20	376	3.72%
Age 21 - 24	480	4.75%
Age 25 - 34	1,198	11.87%
Age 35 - 44	1,122	11.11%
Age 45 - 54	1,073	10.63%
Age 55 - 64	1,344	13.31%
Age 65 - 74	1,188	11.77%
Age 75 - 84	650	6.44%
Age 85 and over	233	2.31%
2023 Est. Median Age, Female		39.94
2023 Est. Average Age, Female		40.80

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,214	32.17%
Males, Never Married	2,927	18.06%
Females, Never Married	2,287	14.11%
Married, Spouse present	7,372	45.48%
Married, Spouse absent	688	4.25%
Widowed	1,463	9.03%
Males Widowed	531	3.28%
Females Widowed	932	5.75%
Divorced	1,471	9.08%
Males Divorced	775	4.78%
Females Divorced	696	4.29%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,678	12.39%
Some High School, no diploma	1,316	9.71%
High School Graduate (or GED)	4,529	33.43%
Some College, no degree	3,071	22.67%
Associate Degree	920	6.79%
Bachelor's Degree	1,391	10.27%
Master's Degree	599	4.42%
Professional School Degree	24	0.18%
Doctorate Degree	19	0.14%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	2,232	31.35%
High School Graduate	2,498	35.08%
Some College or Associate's Degree	1,706	23.96%
Bachelor's Degree or Higher	684	9.61%
Households		
2028 Projection	7,723	
2023 Estimate	7,552	
2020 Census	7,401	
2010 Census	7,277	
Growth 2023 - 2028		2.26%
Growth 2020 - 2023		2.04%
Growth 2010 - 2020		1.70%
2023 Est. Households by Household Type	**7,552**	
Family Households	5,543	73.40%
Nonfamily Households	2,009	26.60%
2023 Est. Group Quarters Population	62	
2023 Households by Ethnicity, Hispanic/Latino	3,861	

Retail Trade Area • Demographic Profile

Mathis, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**7,552**	
Income < $15,000	1,012	13.40%
Income $15,000 - $24,999	1,007	13.33%
Income $25,000 - $34,999	859	11.38%
Income $35,000 - $49,999	894	11.84%
Income $50,000 - $74,999	1,005	13.31%
Income $75,000 - $99,999	752	9.96%
Income $100,000 - $124,999	667	8.83%
Income $125,000 - $149,999	500	6.62%
Income $150,000 - $199,999	358	4.74%
Income $200,000 - $249,999	179	2.37%
Income $250,000 - $499,999	213	2.82%
Income $500,000+	107	1.42%
2023 Est. Average Household Income		$79,434
2023 Est. Median Household Income		$50,090
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$56,235
Black or African American Alone		$20,673
American Indian and Alaska Native Alone		$44,635
Asian Alone		$50,000
Native Hawaiian and Other Pacific Islander Alone		$100,000
Some Other Race Alone		$32,035
Two or More Races		$42,954
Hispanic or Latino		$43,586
Not Hispanic or Latino		$56,955
2023 Est. Family HH Type by Presence of Own Child.	**5,543**	
Married-Couple Family, own children	1,419	25.60%
Married-Couple Family, no own children	2,720	49.07%
Male Householder, own children	202	3.64%
Male Householder, no own children	246	4.44%
Female Householder, own children	469	8.46%
Female Householder, no own children	487	8.79%
2023 Est. Households by Household Size	**7,552**	
1-person	1,608	21.29%
2-person	2,840	37.61%
3-person	999	13.23%
4-person	991	13.12%
5-person	652	8.63%
6-person	200	2.65%
7-or-more-person	261	3.46%
2023 Est. Average Household Size		2.70
2023 Est. Households by Presence of People Under 18	**7,552**	
Households with 1 or More People under Age 18:	2,632	34.85%
Married-Couple Family	1,736	65.96%
Other Family, Male Householder	266	10.11%
Other Family, Female Householder	614	23.33%
Nonfamily, Male Householder	17	0.65%
Nonfamily, Female Householder	0	0.00%

DESCRIPTION	DATA	%
Households with No People under Age 18:	**4,920**	
Married-Couple Family	2,401	48.80%
Other Family, Male Householder	182	3.70%
Other Family, Female Householder	344	6.99%
Nonfamily, Male Householder	1,055	21.44%
Nonfamily, Female Householder	938	19.07%
2023 Est. Households by Number of Vehicles	**7,552**	
No Vehicles	570	7.55%
1 Vehicle	2,565	33.97%
2 Vehicles	2,888	38.24%
3 Vehicles	1,029	13.63%
4 Vehicles	283	3.75%
5 or more Vehicles	217	2.87%
2023 Est. Average Number of Vehicles		1.8
Family Households		
2028 Projection	5,672	
2023 Estimate	5,543	
2010 Census	5,332	
Growth 2023 - 2028		2.33%
Growth 2010 - 2023		3.96%
2023 Est. Families by Poverty Status	**5,543**	
2023 Families at or Above Poverty	4,717	85.10%
2023 Families at or Above Poverty with Children	1,748	31.53%
2023 Families Below Poverty	826	14.90%
2023 Families Below Poverty with Children	605	10.91%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	7,717	48.48%
Civilian Labor Force, Unemployed	319	2.00%
Armed Forces	3	0.02%
Not in Labor Force	7,879	49.50%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**7,475**	
For-Profit Private Workers	5,287	70.73%
Non-Profit Private Workers	255	3.41%
Local Government Workers	142	1.90%
State Government Workers	572	7.65%
Federal Government Workers	686	9.18%
Self-Employed Workers	523	7.00%
Unpaid Family Workers	10	0.13%

Retail Trade Area • Demographic Profile

Mathis, Texas

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	**7,475**	
Architect/Engineer	60	0.80%
Arts/Entertainment/Sports	60	0.80%
Building Grounds Maintenance	242	3.24%
Business/Financial Operations	103	1.38%
Community/Social Services	92	1.23%
Computer/Mathematical	15	0.20%
Construction/Extraction	801	10.72%
Education/Training/Library	800	10.70%
Farming/Fishing/Forestry	58	0.78%
Food Prep/Serving	369	4.94%
Health Practitioner/Technician	354	4.74%
Healthcare Support	468	6.26%
Maintenance Repair	262	3.50%
Legal	5	0.07%
Life/Physical/Social Science	43	0.57%
Management	650	8.70%
Office/Admin. Support	639	8.55%
Production	506	6.77%
Protective Services	280	3.75%
Sales/Related	744	9.95%
Personal Care/Service	105	1.40%
Transportation/Moving	819	10.96%
2023 Est. Pop 16+ by Occupation Classification	**7,475**	
White Collar	3,565	47.69%
Blue Collar	2,387	31.93%
Service and Farm	1,523	20.37%
2023 Est. Workers Age 16+ by Transp. to Work	**7,262**	
Drove Alone	6,233	85.83%
Car Pooled	391	5.38%
Public Transportation	2	0.03%
Walked	172	2.37%
Bicycle	0	0.00%
Other Means	54	0.74%
Worked at Home	410	5.65%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,784	
15 - 29 Minutes	1,664	
30 - 44 Minutes	1,584	
45 - 59 Minutes	1,139	
60 or more Minutes	701	
2023 Est. Avg Travel Time to Work in Minutes		33
2023 Est. Occupied Housing Units by Tenure	7,552	
Owner Occupied	5,954	78.84%
Renter Occupied	1,598	21.16%
2023 Owner Occ. HUs: Avg. Length of Residence		17.20†
2023 Renter Occ. HUs: Avg. Length of Residence		7.40†

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	**5,954**	
Value Less than $20,000	482	8.10%
Value $20,000 - $39,999	484	8.13%
Value $40,000 - $59,999	541	9.09%
Value $60,000 - $79,999	697	11.71%
Value $80,000 - $99,999	641	10.77%
Value $100,000 - $149,999	775	13.02%
Value $150,000 - $199,999	416	6.99%
Value $200,000 - $299,999	686	11.52%
Value $300,000 - $399,999	596	10.01%
Value $400,000 - $499,999	376	6.32%
Value $500,000 - $749,999	183	3.07%
Value $750,000 - $999,999	34	0.57%
Value $1,000,000 or $1,499,999	16	0.27%
Value $1,500,000 or $1,999,999	26	0.44%
Value $2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		$105,737
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	7,041	71.93%
1 Unit Attached	62	0.63%
2 Units	224	2.29%
3 or 4 Units	125	1.28%
5 to 19 Units	19	0.19%
20 to 49 Units	25	0.26%
50 or More Units	0	0.00%
Mobile Home or Trailer	2,168	22.15%
Boat, RV, Van, etc.	125	1.28%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	746	7.62%
Housing Units Built 2010 to 2014	297	3.03%
Housing Units Built 2000 to 2009	1,306	13.34%
Housing Units Built 1990 to 1999	1,218	12.44%
Housing Units Built 1980 to 1989	1,710	17.47%
Housing Units Built 1970 to 1979	2,144	21.90%
Housing Units Built 1960 to 1969	943	9.63%
Housing Units Built 1950 to 1959	670	6.84%
Housing Units Built 1940 to 1949	250	2.55%
Housing Unit Built 1939 or Earlier	505	5.16%
2023 Est. Median Year Structure Built		1982

† 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.

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, AlphaMap, 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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