

Downtown Potential

1-Mile Radial Retail Trade Area

Gladewater, Texas

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TheRetailCoach®



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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 Retail360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail360 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.

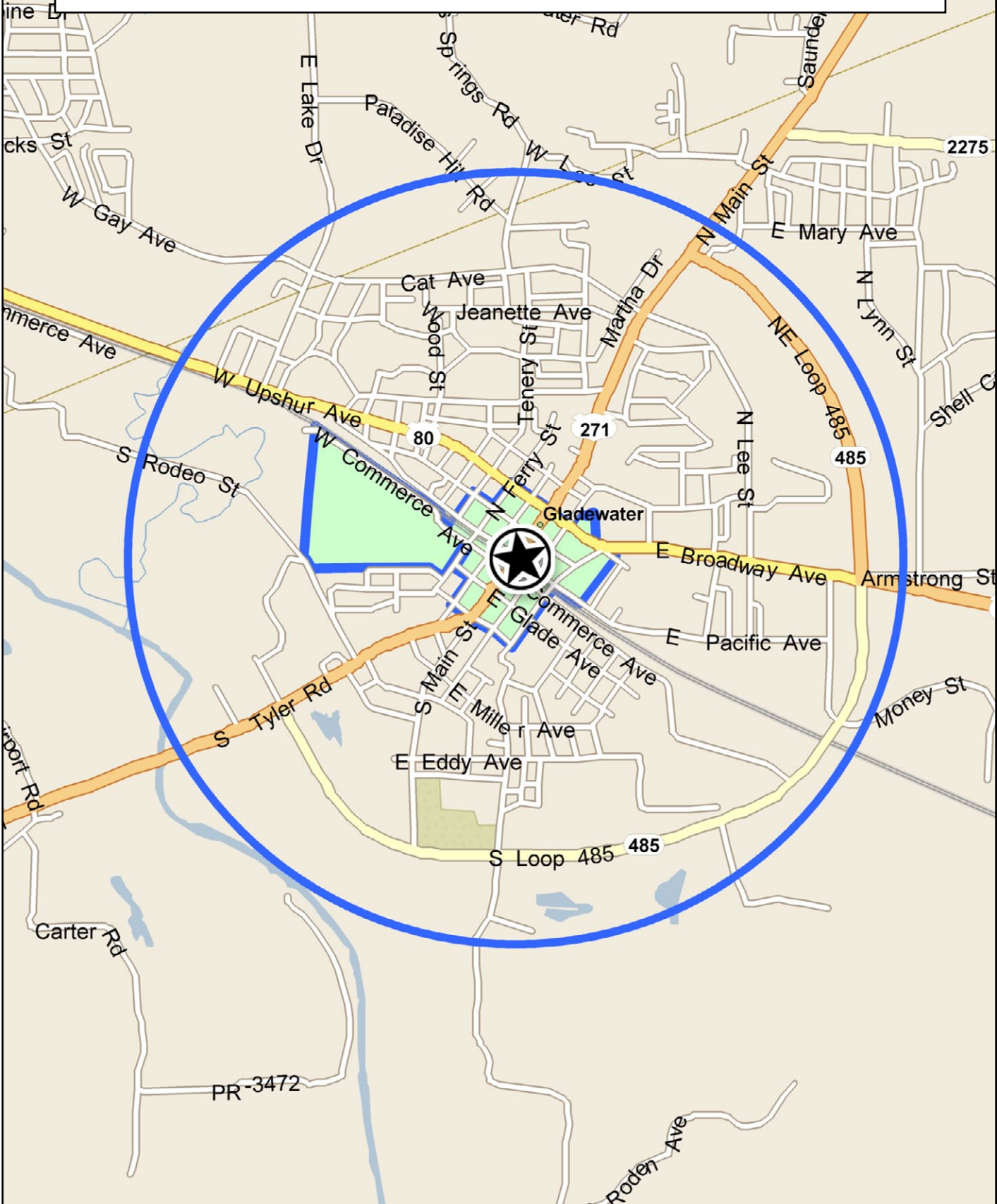
Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients 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 Retail360 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.

Downtown Retail Trade Area (1-Mile Radial)

Gladewater, Texas



Downtown Potential

SIC	RETAIL SECTOR	POTENTIAL SALES
521	Lumber and Other Building Materials	\$771,777
523	Paint, Glass and Wallpaper	\$207,657
525	Hardware Stores	\$459,169
526	Retail Nurseries and Garden	\$299,819
527	Mobile Home Dealers	\$85,829
53	General Merchandise Stores	\$2,662,931
541	Grocery Stores	\$3,289,207
542	Meat and Fish Markets	\$134,341
543	Fruit and Vegetable Markets	\$67,322
544	Candy, Nut and Confection Stores	\$13,502
545	Dairy Products Stores	\$3,945
546	Retail Bakeries	\$38,591
549	Miscellaneous Food Stores	\$232,051
551	New and Used Car Dealers	\$3,943,066
552	Used Car Dealers	\$740,863
553	Auto and Home Supply Stores	\$872,248
554	Gasoline Service Stations	\$854,907
555	Boat Dealers	\$82,187
556	Recreational Vehicle Dealers	\$120,973
557	Motorcycle Dealers	\$117,046
559	Automotive Dealers, NEC	\$178,677
561	Men's and Boys' Clothing Stores	\$73,779
562	Women's Clothing Stores	\$119,575
563	Women's Accessory and Specialty Stores	\$17,893
564	Children's and Infants' Wear	\$31,314
565	Family Clothing Stores	\$125,310
566	Shoe Stores	\$155,886
569	Miscellaneous Apparel and Accessory Stores	\$86,364
571	Home Furniture and Furnishing	\$775,856
572	Household Appliance Stores	\$165,745
573	Radio, TV, and Computer Stores	\$1,777,235
5812	Eating Places	\$3,410,180
5813	Drinking Places	\$115,594
591	Drug Stores and Proprietary	\$653,841
592	Liquor Stores	\$73,548
593	Used Merchandise Stores	\$158,655
5941	Sporting Goods, Bicycle and Gun Stores	\$121,837
5942	Book Stores	\$58,576
5943	Stationery Stores	\$189,177
5944	Jewelry Stores	\$87,281
5945	Hobby, Toy and Game Shops	\$107,427
5946	Camera and Photography Supply Stores	\$7,267
5947	Gift, Novelty and Souvenir Shops	\$117,829
5948	Luggage and Leather Goods Stores	\$4,070
5949	Sewing, Needlework and Craft Stores	\$13,431
596	Non-store Retailers	\$301,404
598	Fuel and Ice Dealers	\$19,665
5992	Florists	\$55,121
5993	Tobacco Stores and Stands	\$10,857
5994	News Dealers and Newsstands	\$14,277
5995	Optical Goods Stores	\$52,475
5999	Miscellaneous Retail Stores, NEC	\$963,715
TOTALS		\$25,041,280

1-Mile Radial Demographics

Gladewater, Texas

DESCRIPTION	DATA	%
Population		
2015 Projection	3,020	
2010 Estimate	2,978	
2000 Census	2,897	
1990 Census	2,988	
Growth 2010-2015	1.41%	
Growth 2000-2010	2.80%	
Growth 1990-2000	-3.05%	
2010 Est. Pop by Single Race Class	2,978	
White Alone	2,147	72.10
Black or African American Alone	621	20.85
Amer. Indian and Alaska Native Alone	22	0.74
Asian Alone	23	0.77
Native Hawaiian and Other Pac. Isl. Alone	0	0.00
Some Other Race Alone	89	2.99
Two or More Races	76	2.55
2010 Est. Pop Hisp or Latino by Origin	2,978	
Not Hispanic or Latino	2,838	95.30
Hispanic or Latino:	140	4.70
Mexican	124	88.57
Puerto Rican	2	1.43
Cuban	0	0.00
All Other Hispanic or Latino	14	10.00
2010 Est. Hisp or Latino by Single Race Class	140	
White Alone	37	26.43
Black or African American Alone	7	5.00
American Indian and Alaska Native Alone	3	2.14
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	88	62.86
Two or More Races	5	3.57

1-Mile Radial Demographics

Gladewater, Texas

DESCRIPTION	DATA	%
2010 Est. Pop. Asian Alone Race by Cat	23	
Chinese, except Taiwanese	2	8.70
Filipino	4	17.39
Japanese	3	13.04
Asian Indian	9	39.13
Korean	5	21.74
Vietnamese	0	0.00
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
All Other Asian Races Including 2+ Category	0	0.00
2010 Est. Population by Ancestry	2,978	
Pop, Arab	3	0.10
Pop, Czech	1	0.03
Pop, Danish	4	0.13
Pop, Dutch	18	0.60
Pop, English	327	10.98
Pop, French (except Basque)	51	1.71
Pop, French Canadian	4	0.13
Pop, German	240	8.06
Pop, Greek	0	0.00
Pop, Hungarian	0	0.00
Pop, Irish	244	8.19
Pop, Italian	35	1.18
Pop, Lithuanian	0	0.00
Pop, United States or American	703	23.61
Pop, Norwegian	1	0.03
Pop, Polish	6	0.20
Pop, Portuguese	0	0.00
Pop, Russian	3	0.10
Pop, Scottish	23	0.77
Pop, Scotch-Irish	24	0.81
Pop, Slovak	4	0.13
Pop, Sub-Saharan African	15	0.50
Pop, Swedish	0	0.00
Pop, Swiss	0	0.00
Pop, Ukrainian	8	0.27
Pop, Welsh	6	0.20
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	953	32.00

1-Mile Radial Demographics

Gladewater, Texas

DESCRIPTION	DATA	%
2010 Est. Population by Ancestry		
Pop, Ancestry Unclassified	304	10.21
2010 Est. Pop Age 5+ by Language Spoken At Home	2,703	
Speak Only English at Home	2,556	94.56
Speak Asian/Pac. Isl. Lang. at Home	0	0.00
Speak IndoEuropean Language at Home	30	1.11
Speak Spanish at Home	113	4.18
Speak Other Language at Home	4	0.15
2010 Est. Population by Sex	2,978	
Male	1,394	46.81
Female	1,584	53.19
2010 Est. Population by Age	2,978	
Age 0 - 4	274	9.20
Age 5 - 9	245	8.23
Age 10 - 14	227	7.62
Age 15 - 17	125	4.20
Age 18 - 20	122	4.10
Age 21 - 24	147	4.94
Age 25 - 34	392	13.16
Age 35 - 44	334	11.22
Age 45 - 54	341	11.45
Age 55 - 64	305	10.24
Age 65 - 74	199	6.68
Age 75 - 84	173	5.81
Age 85 and over	92	3.09
Age 16 and over	2,197	73.77
Age 18 and over	2,107	70.75
Age 21 and over	1,984	66.62
Age 65 and over	464	15.58
2010 Est. Median Age	33.87	
2010 Est. Average Age	36.80	

1-Mile Radial Demographics

Gladewater, Texas

DESCRIPTION	DATA	%
2010 Est. Male Population by Age	1,394	
Age 0 - 4	142	10.19
Age 5 - 9	126	9.04
Age 10 - 14	120	8.61
Age 15 - 17	65	4.66
Age 18 - 20	67	4.81
Age 21 - 24	73	5.24
Age 25 - 34	192	13.77
Age 35 - 44	158	11.33
Age 45 - 54	152	10.90
Age 55 - 64	139	9.97
Age 65 - 74	81	5.81
Age 75 - 84	58	4.16
Age 85 and over	21	1.51
2010 Est. Median Age, Male	30.41	
2010 Est. Average Age, Male	33.70	
2010 Est. Female Population by Age	1,584	
Age 0 - 4	132	8.33
Age 5 - 9	119	7.51
Age 10 - 14	107	6.76
Age 15 - 17	60	3.79
Age 18 - 20	56	3.54
Age 21 - 24	74	4.67
Age 25 - 34	201	12.69
Age 35 - 44	176	11.11
Age 45 - 54	189	11.93
Age 55 - 64	166	10.48
Age 65 - 74	117	7.39
Age 75 - 84	116	7.32
Age 85 and over	71	4.48
2010 Est. Median Age, Female	37.46	
2010 Est. Average Age, Female	39.50	

1-Mile Radial Demographics

Gladewater, Texas

DESCRIPTION	DATA	%
2010 Est. Pop Age 15+ by Marital Status	2,231	
Total, Never Married	603	27.03
Males, Never Married	310	13.90
Females, Never Married	293	13.13
Married, Spouse present	929	41.64
Married, Spouse absent	189	8.47
Widowed	253	11.34
Males Widowed	13	0.58
Females Widowed	240	10.76
Divorced	258	11.56
Males Divorced	117	5.24
Females Divorced	140	6.28
2010 Est. Pop. Age 25+ by Edu. Attainment	1,837	
Less than 9th grade	155	8.44
Some High School, no diploma	260	14.15
High School Graduate (or GED)	575	31.30
Some College, no degree	537	29.23
Associate Degree	105	5.72
Bachelor's Degree	118	6.42
Master's Degree	72	3.92
Professional School Degree	13	0.71
Doctorate Degree	2	0.11
2010 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	62	
Less than 9th grade	4	6.45
Some High School, no diploma	8	12.90
High School Graduate (or GED)	6	9.68
Some College, no degree	29	46.77
Associate Degree	5	8.06
Bachelor's Degree	8	12.90
Graduate or Professional Degree	2	3.23

1-Mile Radial Demographics

Gladewater, Texas

DESCRIPTION	DATA	%
Households		
2015 Projection	1,181	
2010 Estimate	1,169	
2000 Census	1,141	
1990 Census	1,167	
Growth 2010-2015	1.03%	
Growth 2000-2010	2.45%	
Growth 1990-2000	-2.23%	
2010 Est. Households by Household Type	1,169	
Family Households	766	65.53
Nonfamily Households	403	34.47
2010 Est. Group Quarters Population	92	
2010 HHs by Ethnicity, Hispanic/Latino	40	3.42
2010 Est. HHs by HH Income	1,169	
Income Less than \$15,000	268	22.93
Income \$15,000 - \$24,999	147	12.57
Income \$25,000 - \$34,999	122	10.44
Income \$35,000 - \$49,999	252	21.56
Income \$50,000 - \$74,999	217	18.56
Income \$75,000 - \$99,999	97	8.30
Income \$100,000 - \$124,999	25	2.14
Income \$125,000 - \$149,999	12	1.03
Income \$150,000 - \$199,999	9	0.77
Income \$200,000 - \$499,999	21	1.80
Income \$500,000 and more	1	0.09
2010 Est. Average Household Income	\$46,178	
2010 Est. Median Household Income	\$37,905	
2010 Est. Per Capita Income	\$18,171	

1-Mile Radial Demographics

Gladewater, Texas

DESCRIPTION	DATA	%
2010 Median HH Inc by Single Race Class. or Ethn		
White Alone	40,675.68	
Black or African American Alone	18,023.26	
American Indian and Alaska Native Alone	62,500	
Asian Alone	28,333.33	
Native Hawaiian and Other Pacific Islander Alone	0	
Some Other Race Alone	41,710.53	
Two or More Races	46,250	
Hispanic or Latino	41,785.71	
Not Hispanic or Latino	37,586.21	
2010 Est. Family HH Type, Presence Own Children	766	
Married-Couple Family, own children	192	25.07
Married-Couple Family, no own children	266	34.73
Male Householder, own children	42	5.48
Male Householder, no own children	28	3.66
Female Householder, own children	130	16.97
Female Householder, no own children	108	14.10
2010 Est. Households by Household Size	1,169	
1-person household	352	30.11
2-person household	362	30.97
3-person household	197	16.85
4-person household	140	11.98
5-person household	71	6.07
6-person household	35	2.99
7 or more person household	12	1.03
2010 Est. Average Household Size	2.47	

1-Mile Radial Demographics

Gladewater, Texas

DESCRIPTION	DATA	%
2010 Est. Households by Presence of People	1,169	
Households with 1 or more People under Age 18:	434	37.13
Married-Couple Family	215	49.54
Other Family, Male Householder	47	10.83
Other Family, Female Householder	167	38.48
Nonfamily, Male Householder	1	0.23
Nonfamily, Female Householder	3	0.69
Households no People under Age 18:	735	62.87
Married-Couple Family	242	32.93
Other Family, Male Householder	22	2.99
Other Family, Female Householder	68	9.25
Nonfamily, Male Householder	147	20.00
Nonfamily, Female Householder	255	34.69
2010 Est. Households by Number of Vehicles	1,169	
No Vehicles	111	9.50
1 Vehicle	391	33.45
2 Vehicles	444	37.98
3 Vehicles	138	11.80
4 Vehicles	60	5.13
5 or more Vehicles	25	2.14
2010 Est. Average Number of Vehicles	1.78	
Family Households		
2015 Projection	774	
2010 Estimate	766	
2000 Census	748	
1990 Census	752	
Growth 2010-2015	1.04%	
Growth 2000-2010	2.41%	
Growth 1990-2000	-0.53%	
2010 Est. Families by Poverty Status	766	
2010 Families at or Above Poverty	634	82.77
2010 Families at or Above Poverty with Children	325	42.43
2010 Families Below Poverty	132	17.23
2010 Families Below Poverty with Children	109	14.23

1-Mile Radial Demographics

Gladewater, Texas

DESCRIPTION	DATA	%
2010 Est. Pop Age 16+ by Employment Status	2,197	
In Armed Forces	3	0.14
Civilian - Employed	1,262	57.44
Civilian - Unemployed	53	2.41
Not in Labor Force	879	40.01
2010 Est. Civ Employed Pop 16+ Class of Worker	1,198	
For-Profit Private Workers	944	78.80
Non-Profit Private Workers	59	4.92
Local Government Workers	75	6.26
State Government Workers	31	2.59
Federal Government Workers	2	0.17
Self-Emp Workers	80	6.68
Unpaid Family Workers	7	0.58
2010 Est. Civ Employed Pop 16+ by Occupation	1,198	
Architect/Engineer	18	1.50
Arts/Entertain/Sports	5	0.42
Building Grounds Maint	33	2.75
Business/Financial Ops	21	1.75
Community/Soc Svcs	10	0.83
Computer/Mathematical	7	0.58
Construction/Extraction	121	10.10
Edu/Training/Library	64	5.34
Farm/Fish/Forestry	3	0.25
Food Prep/Serving	121	10.10
Health Practitioner/Tec	104	8.68
Healthcare Support	57	4.76
Maintenance Repair	79	6.59
Legal	2	0.17
Life/Phys/Soc Science	12	1.00
Management	73	6.09
Office/Admin Support	111	9.27
Production	140	11.69
Protective Svcs	11	0.92
Sales/Related	98	8.18
Personal Care/Svc	16	1.34
Transportation/Moving	93	7.76

1-Mile Radial Demographics

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DESCRIPTION	DATA	%
2010 Est. Pop 16+ by Occupation Classification	1,198	
Blue Collar	432	36.06
White Collar	526	43.91
Service and Farm	240	20.03
2010 Est. Workers Age 16+, Transp. To Work	1,150	
Drove Alone	897	78.00
Car Pooled	162	14.09
Public Transportation	1	0.09
Walked	2	0.17
Bicycle	0	0.00
Other Means	15	1.30
Worked at Home	72	6.26
2010 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	302	
15 - 29 Minutes	371	
30 - 44 Minutes	204	
45 - 59 Minutes	73	
60 or more Minutes	149	
2010 Est. Avg Travel Time to Work in Minutes	29.14	
2010 Est. Tenure of Occupied Housing Units	1,169	
Owner Occupied	607	51.92
Renter Occupied	562	48.08
2010 Owner Occ. HUs: Avg. Length of Residence	13.69	
2010 Renter Occ. HUs: Avg. Length of Residence	6.33	

1-Mile Radial Demographics

Gladewater, Texas

DESCRIPTION	DATA	%
2010 Est. All Owner-Occupied Housing Values	607	
Value Less than \$20,000	21	3.46
Value \$20,000 - \$39,999	65	10.71
Value \$40,000 - \$59,999	122	20.10
Value \$60,000 - \$79,999	111	18.29
Value \$80,000 - \$99,999	68	11.20
Value \$100,000 - \$149,999	136	22.41
Value \$150,000 - \$199,999	28	4.61
Value \$200,000 - \$299,999	20	3.29
Value \$300,000 - \$399,999	28	4.61
Value \$400,000 - \$499,999	3	0.49
Value \$500,000 - \$749,999	5	0.82
Value \$750,000 - \$999,999	0	0.00
Value \$1,000,000 or more	0	0.00
2010 Est. Median All Owner-Occupied Housing Value	\$77,143	
2010 Est. Housing Units by Units in Structure	1,351	
1 Unit Attached	58	4.29
1 Unit Detached	986	72.98
2 Units	44	3.26
3 or 4 Units	104	7.70
5 to 19 Units	68	5.03
20 to 49 Units	3	0.22
50 or More Units	1	0.07
Mobile Home or Trailer	87	6.44
Boat, RV, Van, etc.	0	0.00
2010 Est. Housing Units by Year Structure Built	1,351	
Housing Unit Built 2000 or later	51	3.77
Housing Unit Built 1990 to 1999	58	4.29
Housing Unit Built 1980 to 1989	147	10.88
Housing Unit Built 1970 to 1979	264	19.54
Housing Unit Built 1960 to 1969	183	13.55
Housing Unit Built 1950 to 1959	233	17.25
Housing Unit Built 1940 to 1949	265	19.62
Housing Unit Built 1939 or Earlier	149	11.03
2010 Est. Median Year Structure Built **	1962	

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

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, Claritas 2010/2011, ESRI 2010/2011, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

Mapping data is provided by MapInfo, Claritas, ESRI and/or Microsoft Corporation.

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