



TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

Mansfield, Texas

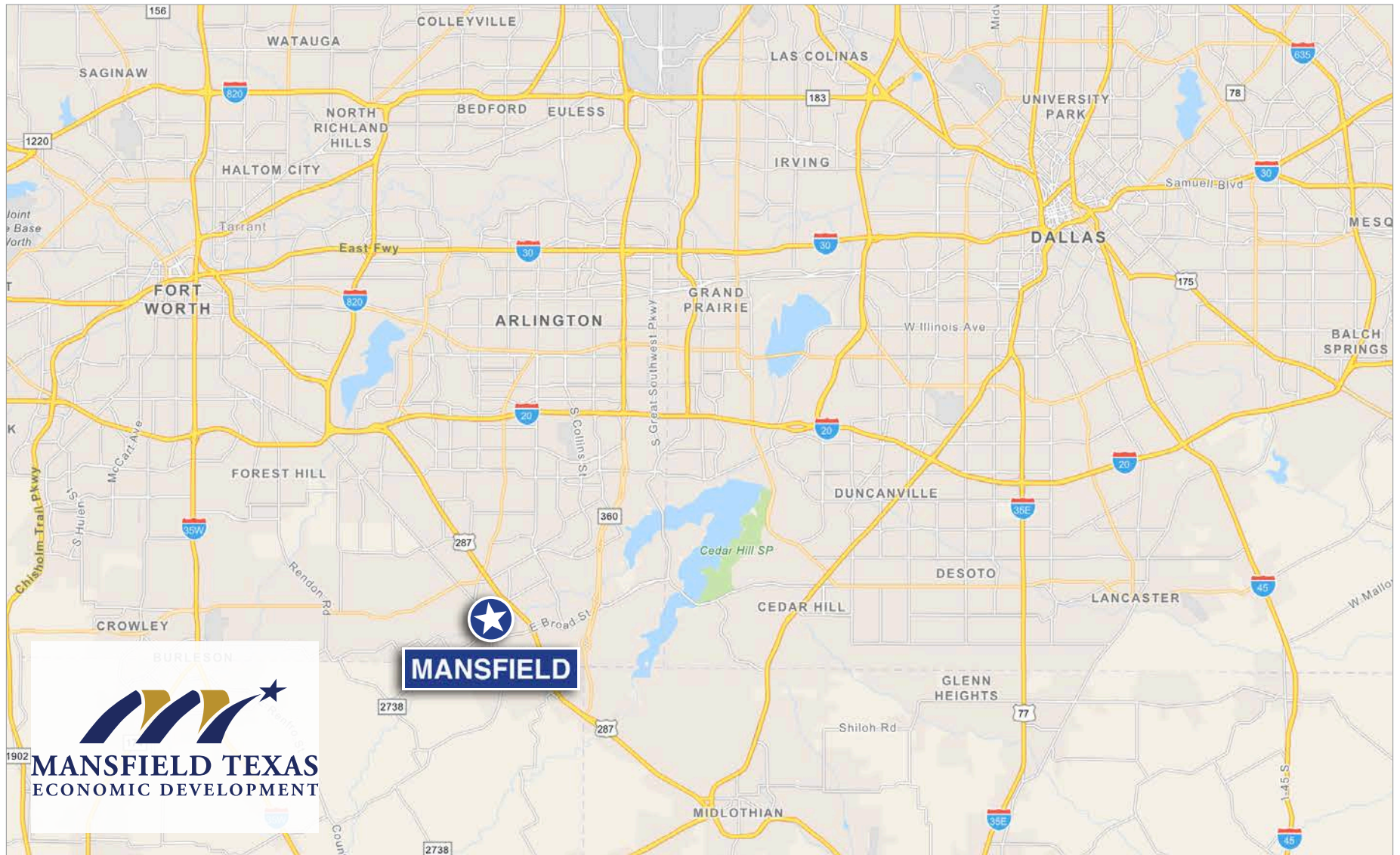
Prepared for
Mansfield Economic Development Corporation
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LOCATION

Mansfield, Texas



CONTACT

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DESCRIPTION	DATA	%
Population		
2022 Projection	76,442	
2017 Estimate	68,612	
2010 Census	56,368	
2000 Census	26,543	
Growth 2017 - 2022		11.41%
Growth 2010 - 2017		21.72%
Growth 2000 - 2010		112.36%
2017 Est. Population by Single-Classification Race	68,612	
White Alone	46,433	67.67%
Black or African American Alone	12,671	18.47%
Amer. Indian and Alaska Native Alone	368	0.54%
Asian Alone	3,129	4.56%
Native Hawaiian and Other Pac. Isl. Alone	68	0.10%
Some Other Race Alone	3,528	5.14%
Two or More Races	2,415	3.52%
2017 Est. Population by Hispanic or Latino Origin	68,612	
Not Hispanic or Latino	57,627	83.99%
Hispanic or Latino	10,985	16.01%
Mexican	8,812	80.22%
Puerto Rican	450	4.10%
Cuban	98	0.89%
All Other Hispanic or Latino	1,625	14.79%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	10,985	
White Alone	6,646	60.50%
Black or African American Alone	183	1.67%
American Indian and Alaska Native Alone	127	1.16%
Asian Alone	39	0.36%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	3,415	31.09%
Two or More Races	574	5.23%
2017 Est. Pop by Race, Asian Alone, by Category	3,129	
Chinese, except Taiwanese	518	16.55%
Filipino	307	9.81%
Japanese	53	1.69%
Asian Indian	793	25.34%
Korean	108	3.45%
Vietnamese	1,058	33.81%
Cambodian	1	0.03%
Hmong	0	0.00%
Laotian	3	0.10%
Thai	1	0.03%
All Other Asian Races Including 2+ Category	287	9.17%



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DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	68,612	
Arab	297	0.43%
Czech	198	0.29%
Danish	38	0.06%
Dutch	409	0.60%
English	5,099	7.43%
French (except Basque)	1,035	1.51%
French Canadian	140	0.20%
German	6,033	8.79%
Greek	100	0.15%
Hungarian	151	0.22%
Irish	3,543	5.16%
Italian	1,515	2.21%
Lithuanian	13	0.02%
United States or American	5,793	8.44%
Norwegian	599	0.87%
Polish	486	0.71%
Portuguese	21	0.03%
Russian	291	0.42%
Scottish	1,110	1.62%
Scotch-Irish	779	1.14%
Slovak	19	0.03%
Subsaharan African	1,765	2.57%
Swedish	558	0.81%
Swiss	281	0.41%
Ukrainian	13	0.02%
Welsh	225	0.33%
West Indian (except Hisp. groups)	150	0.22%
Other ancestries	30,465	44.40%
Ancestry Unclassified	7,486	10.91%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	64,146	
Speak Only English at Home	53,117	82.81%
Speak Asian/Pac. Isl. Lang. at Home	1,901	2.96%
Speak IndoEuropean Language at Home	1,643	2.56%
Speak Spanish at Home	6,507	10.14%
Speak Other Language at Home	978	1.52%
2017 Est. Population by Age	68,612	
Age 0 - 4	4,466	6.51%
Age 5 - 9	5,068	7.39%
Age 10 - 14	5,922	8.63%
Age 15 - 17	3,582	5.22%
Age 18 - 20	3,155	4.60%
Age 21 - 24	4,041	5.89%
Age 25 - 34	7,851	11.44%
Age 35 - 44	9,777	14.25%
Age 45 - 54	10,784	15.72%
Age 55 - 64	7,808	11.38%
Age 65 - 74	4,113	5.99%
Age 75 - 84	1,544	2.25%
Age 85 and over	501	0.73%
Age 16 and over	51,979	75.76%
Age 18 and over	49,574	72.25%
Age 21 and over	46,419	67.65%
Age 65 and over	6,158	8.98%
2017 Est. Median Age	35.2	
2017 Est. Average Age	35.3	



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DESCRIPTION	DATA	%
2017 Est. Population by Sex	68,612	
Male	33,574	48.93%
Female	35,038	51.07%
2017 Est. Male Population by Age	33,574	
Age 0 - 4	2,258	6.73%
Age 5 - 9	2,594	7.73%
Age 10 - 14	3,002	8.94%
Age 15 - 17	1,828	5.44%
Age 18 - 20	1,627	4.85%
Age 21 - 24	2,064	6.15%
Age 25 - 34	3,789	11.29%
Age 35 - 44	4,470	13.31%
Age 45 - 54	5,237	15.60%
Age 55 - 64	3,937	11.73%
Age 65 - 74	1,941	5.78%
Age 75 - 84	667	1.99%
Age 85 and over	160	0.48%
2017 Est. Median Age, Male	34.0	
2017 Est. Average Age, Male	34.6	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	35,038	
Age 0 - 4	2,208	6.30%
Age 5 - 9	2,474	7.06%
Age 10 - 14	2,920	8.33%
Age 15 - 17	1,754	5.01%
Age 18 - 20	1,528	4.36%
Age 21 - 24	1,977	5.64%
Age 25 - 34	4,062	11.59%
Age 35 - 44	5,307	15.15%
Age 45 - 54	5,547	15.83%
Age 55 - 64	3,871	11.05%
Age 65 - 74	2,172	6.20%
Age 75 - 84	877	2.50%
Age 85 and over	341	0.97%
2017 Est. Median Age, Female	36.1	
2017 Est. Average Age, Female	35.9	
2017 Est. Pop Age 15+ by Marital Status	53,156	
Total, Never Married	13,126	24.69%
Males, Never Married	6,969	13.11%
Females, Never Married	6,157	11.58%
Married, Spouse present	30,920	58.17%
Married, Spouse absent	1,820	3.42%
Widowed	2,199	4.14%
Males Widowed	484	0.91%
Females Widowed	1,715	3.23%
Divorced	5,091	9.58%
Males Divorced	2,123	3.99%
Females Divorced	2,968	5.58%



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DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	42,378	
Less than 9th grade	1,245	2.94%
Some High School, no diploma	1,806	4.26%
High School Graduate (or GED)	9,087	21.44%
Some College, no degree	10,758	25.39%
Associate Degree	3,042	7.18%
Bachelor's Degree	11,512	27.17%
Master's Degree	3,939	9.29%
Professional School Degree	519	1.22%
Doctorate Degree	470	1.11%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	5,614	
No High School Diploma	1,566	27.89%
High School Graduate	1,069	19.04%
Some College or Associate's Degree	1,918	34.16%
Bachelor's Degree or Higher	1,061	18.90%
Households		
2022 Projection	23,771	
2017 Estimate	21,507	
2010 Census	18,302	
2000 Census	8,463	
Growth 2017 - 2022		10.53%
Growth 2010 - 2017		17.51%
Growth 2000 - 2010		116.26%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	21,507	
Family Households	17,638	82.01%
Nonfamily Households	3,869	17.99%
2017 Est. Group Quarters Population	389	
2017 HHs by Ethnicity, Hispanic/Latino	2,648	
2017 Est. Households by HH Income	21,507	
Income < \$15,000	1,037	4.82%
Income \$15,000 - \$24,999	1,281	5.96%
Income \$25,000 - \$34,999	1,080	5.02%
Income \$35,000 - \$49,999	1,779	8.27%
Income \$50,000 - \$74,999	3,445	16.02%
Income \$75,000 - \$99,999	2,726	12.67%
Income \$100,000 - \$124,999	3,272	15.21%
Income \$125,000 - \$149,999	2,293	10.66%
Income \$150,000 - \$199,999	2,409	11.20%
Income \$200,000 - \$249,999	988	4.59%
Income \$250,000 - \$499,999	973	4.52%
Income \$500,000+	224	1.04%
2017 Est. Average Household Income	\$110,725	
2017 Est. Median Household Income	\$94,548	



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DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$98,703	
Black or African American Alone	\$89,081	
American Indian and Alaska Native Alone	\$60,227	
Asian Alone	\$95,368	
Native Hawaiian and Other Pacific Islander Alone	\$68,750	
Some Other Race Alone	\$47,568	
Two or More Races	\$90,086	
Hispanic or Latino	\$74,546	
Not Hispanic or Latino	\$97,288	
2017 Est. Family HH Type by Presence of Own Child.	17,638	
Married-Couple Family, own children	8,194	46.46%
Married-Couple Family, no own children	6,059	34.35%
Male Householder, own children	548	3.11%
Male Householder, no own children	383	2.17%
Female Householder, own children	1,625	9.21%
Female Householder, no own children	829	4.70%
2017 Est. Households by Household Size	21,507	
1-person	3,055	14.20%
2-person	5,582	25.95%
3-person	4,352	20.24%
4-person	4,417	20.54%
5-person	2,502	11.63%
6-person	1,012	4.71%
7-or-more-person	587	2.73%
2017 Est. Average Household Size	3.17	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	21,507	
Households with 1 or More People under Age 18:	11,170	51.94%
Married-Couple Family	8,612	77.10%
Other Family, Male Householder	623	5.58%
Other Family, Female Householder	1,865	16.70%
Nonfamily, Male Householder	58	0.52%
Nonfamily, Female Householder	12	0.11%
Households with No People under Age 18:	10,337	48.06%
Married-Couple Family	5,643	54.59%
Other Family, Male Householder	308	2.98%
Other Family, Female Householder	587	5.68%
Nonfamily, Male Householder	1,815	17.56%
Nonfamily, Female Householder	1,984	19.19%
2017 Est. Households by Number of Vehicles	21,507	
No Vehicles	530	2.46%
1 Vehicle	4,713	21.91%
2 Vehicles	10,514	48.89%
3 Vehicles	3,922	18.24%
4 Vehicles	1,484	6.90%
5 or more Vehicles	344	1.60%
2017 Est. Average Number of Vehicles	2.1	



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DESCRIPTION	DATA	%
Family Households		
2022 Projection	19,488	
2017 Estimate	17,638	
2010 Census	15,036	
2000 Census	7,203	
Growth 2017 - 2022		10.49%
Growth 2010 - 2017		17.31%
Growth 2000 - 2010		108.75%
2017 Est. Families by Poverty Status	17,638	
2017 Families at or Above Poverty	16,763	95.04%
2017 Families at or Above Poverty with Children	9,447	53.56%
2017 Families Below Poverty	875	4.96%
2017 Families Below Poverty with Children	675	3.83%
2017 Est. Pop Age 16+ by Employment Status	51,979	
In Armed Forces	48	0.09%
Civilian - Employed	35,339	67.99%
Civilian - Unemployed	1,803	3.47%
Not in Labor Force	14,789	28.45%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	35,550	
For-Profit Private Workers	25,091	70.58%
Non-Profit Private Workers	1,840	5.18%
Local Government Workers	3,237	9.11%
State Government Workers	1,072	3.02%
Federal Government Workers	1,218	3.43%
Self-Employed Workers	3,037	8.54%
Unpaid Family Workers	55	0.15%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	35,550	
Architect/Engineer	733	2.06%
Arts/Entertainment/Sports	631	1.77%
Building Grounds Maintenance	715	2.01%
Business/Financial Operations	1,991	5.60%
Community/Social Services	501	1.41%
Computer/Mathematical	1,168	3.29%
Construction/Extraction	1,010	2.84%
Education/Training/Library	3,425	9.63%
Farming/Fishing/Forestry	8	0.02%
Food Prep/Serving	1,209	3.40%
Health Practitioner/Technician	2,096	5.90%
Healthcare Support	549	1.54%
Maintenance Repair	1,096	3.08%
Legal	462	1.30%
Life/Physical/Social Science	158	0.44%
Management	4,933	13.88%
Office/Admin. Support	5,591	15.73%
Production	1,836	5.16%
Protective Services	1,028	2.89%
Sales/Related	4,044	11.38%
Personal Care/Service	834	2.35%
Transportation/Moving	1,532	4.31%
2017 Est. Pop 16+ by Occupation Classification	35,550	
Blue Collar	5,474	15.40%
White Collar	25,733	72.39%
Service and Farm	4,343	12.22%



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DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	35,015	
Drove Alone	30,567	87.30%
Car Pooled	2,462	7.03%
Public Transportation	63	0.18%
Walked	227	0.65%
Bicycle	19	0.05%
Other Means	380	1.09%
Worked at Home	1,297	3.70%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	7,523	
15 - 29 Minutes	9,170	
30 - 44 Minutes	9,817	
45 - 59 Minutes	3,876	
60 or more Minutes	3,290	
2017 Est. Avg Travel Time to Work in Minutes	32.00	
2017 Est. Occupied Housing Units by Tenure	21,507	
Owner Occupied	16,839	78.30%
Renter Occupied	4,668	21.70%
2017 Owner Occ. HUs: Avg. Length of Residence	11.1	
2017 Renter Occ. HUs: Avg. Length of Residence	5.7	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	16,839	
Value Less than \$20,000	360	2.14%
Value \$20,000 - \$39,999	203	1.21%
Value \$40,000 - \$59,999	97	0.58%
Value \$60,000 - \$79,999	196	1.16%
Value \$80,000 - \$99,999	566	3.36%
Value \$100,000 - \$149,999	2,258	13.41%
Value \$150,000 - \$199,999	3,981	23.64%
Value \$200,000 - \$299,999	5,597	33.24%
Value \$300,000 - \$399,999	1,926	11.44%
Value \$400,000 - \$499,999	796	4.73%
Value \$500,000 - \$749,999	484	2.87%
Value \$750,000 - \$999,999	124	0.74%
Value \$1,000,000 or more	251	1.49%
2017 Est. Median All Owner-Occupied Housing Value	\$213,552	
2017 Est. Housing Units by Units in Structure	22,349	
1 Unit Attached	437	1.96%
1 Unit Detached	18,282	81.80%
2 Units	240	1.07%
3 or 4 Units	167	0.75%
5 to 19 Units	1,682	7.53%
20 to 49 Units	471	2.11%
50 or More Units	409	1.83%
Mobile Home or Trailer	661	2.96%
Boat, RV, Van, etc.	0	0.00%



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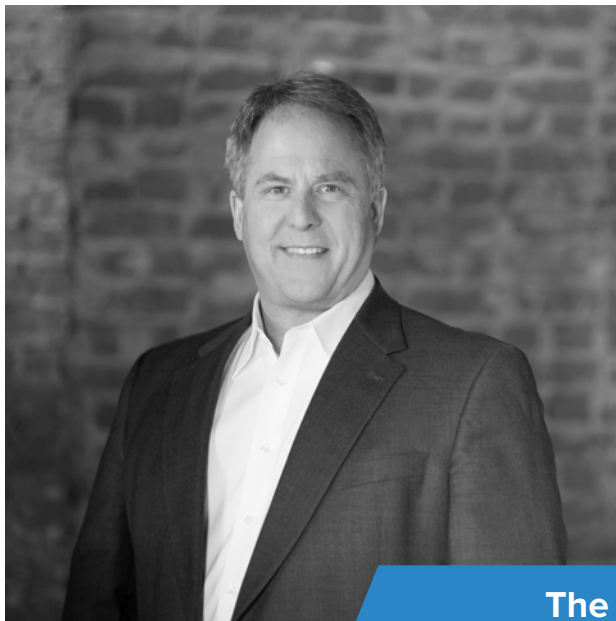
DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	22,349	
Housing Units Built 2010 or later	3,956	17.70%
Housing Units Built 2000 to 2009	9,846	44.06%
Housing Units Built 1990 to 1999	3,931	17.59%
Housing Units Built 1980 to 1989	2,222	9.94%
Housing Units Built 1970 to 1979	1,364	6.10%
Housing Units Built 1960 to 1969	350	1.57%
Housing Units Built 1950 to 1959	316	1.41%
Housing Units Built 1940 to 1949	212	0.95%
Housing Unit Built 1939 or Earlier	152	0.68%
2017 Est. Median Year Structure Built	2003	



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 Retail360SM process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360SM

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 Retail360SM 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.”



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.

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, Nielsen 2016/2017, ESRI 2016, 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.

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