



TheRetailCoach®

RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Cleveland, Texas

Prepared for
City of Cleveland
April 2018



RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Cleveland, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
44, 45, 722	Total retail trade including food and drinking places	\$1,258,867,969	\$385,558,469	\$873,309,500	0.31
441	Motor vehicle and parts dealers	\$303,070,005	\$64,671,025	\$238,398,980	0.21
4411	Automobile dealers	\$266,740,204	\$53,469,617	\$213,270,587	0.20
4412	Other motor vehicle dealers	\$15,861,633	\$358,082	\$15,503,551	0.02
4413	Automotive parts, accessories, and tire stores	\$20,468,168	\$10,843,326	\$9,624,842	0.53
442	Furniture and home furnishings stores	\$25,227,471	\$2,612,288	\$22,615,183	0.10
4421	Furniture stores	\$13,602,717	\$2,507,986	\$11,094,731	0.18
4422	Home furnishings stores	\$11,624,754	\$104,302	\$11,520,452	0.01
443	Electronics and appliance stores	\$21,306,074	\$14,489,237	\$6,816,837	0.68
443141	Household appliance stores	\$3,330,446	\$5,122,131	-\$1,791,685	1.54
443142	Electronics stores	\$17,975,627	\$9,367,106	\$8,608,521	0.52
444	Building material and garden equipment and supplies dealers	\$108,596,045	\$19,117,735	\$89,478,310	0.18
4441	Building material and supplies dealers	\$100,479,975	\$18,407,956	\$82,072,019	0.18
44411	Home centers	\$35,405,344	\$4,092,923	\$31,312,421	0.12
44412	Paint and wallpaper stores	\$1,247,376	\$35,716	\$1,211,660	0.03
44413	Hardware stores	\$4,260,089	\$821,376	\$3,438,713	0.19
44419	Other building material dealers	\$59,567,165	\$13,457,941	\$46,109,224	0.23
4442	Lawn and garden equipment and supplies stores	\$8,116,070	\$709,779	\$7,406,291	0.09
44421	Outdoor power equipment stores	\$887,343	\$145,247	\$742,096	0.16
44422	Nursery, garden center, and farm supply stores	\$7,228,727	\$564,532	\$6,664,195	0.08
445	Food and beverage stores	\$146,096,485	\$48,076,458	\$98,020,027	0.33
4451	Grocery stores	\$134,931,491	\$47,528,760	\$87,402,731	0.35
44511	Supermarkets and other grocery (except convenience) stores	\$130,442,435	\$47,379,662	\$83,062,773	0.36
44512	Convenience stores	\$4,489,056	\$149,098	\$4,339,958	0.03
4452	Specialty food stores	\$3,241,509	\$356,518	\$2,884,991	0.11
4453	Beer, wine, and liquor stores	\$7,923,485	\$191,180	\$7,732,305	0.02

*Positive numbers denote leakage, negative numbers denote a surplus.

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446	Health and personal care stores	\$61,040,131	\$17,577,591	\$43,462,540	0.29
44611	Pharmacies and drug stores	\$50,799,587	\$15,834,426	\$34,965,161	0.31
44612	Cosmetics, beauty supplies, and perfume stores	\$3,852,753	\$997,068	\$2,855,685	0.26
44613	Optical goods stores	\$2,340,129	\$323,109	\$2,017,020	0.14
44619	Other health and personal care stores	\$4,047,663	\$422,988	\$3,624,675	0.10
447	Gasoline stations	\$122,647,774	\$36,981,557	\$85,666,217	0.30
44711	Gasoline stations with convenience stores	\$99,562,309	\$27,501,466	\$72,060,843	0.28
44719	Other gasoline stations	\$23,085,465	\$9,480,091	\$13,605,374	0.41
448	Clothing and clothing accessories stores	\$51,603,884	\$12,140,857	\$39,463,027	0.24
4481	Clothing stores	\$35,967,634	\$11,252,371	\$24,715,263	0.31
44811	Men's clothing stores	\$1,627,401	\$0	\$1,627,401	0.00
44812	Women's clothing stores	\$8,192,507	\$118,184	\$8,074,323	0.01
44813	Children's and infants' clothing stores	\$2,154,436	\$0	\$2,154,436	0.00
44814	Family clothing stores	\$18,753,647	\$11,134,187	\$7,619,460	0.59
44815	Clothing accessories stores	\$2,197,738	\$0	\$2,197,738	0.00
44819	Other clothing stores	\$3,041,905	\$0	\$3,041,905	0.00
4482	Shoe stores	\$8,961,028	\$45,867	\$8,915,161	0.01
4483	Jewelry, luggage, and leather goods stores	\$6,675,223	\$842,619	\$5,832,604	0.13
44831	Jewelry stores	\$6,240,670	\$842,619	\$5,398,051	0.14
44832	Luggage and leather goods stores	\$434,553	\$0	\$434,553	0.00
451	Sporting goods, hobby, musical instrument, and book stores	\$23,006,381	\$974,387	\$22,031,994	0.04
4511	Sporting goods, hobby, and musical instrument stores	\$20,445,984	\$974,283	\$19,471,701	0.05
45111	Sporting goods stores	\$15,024,220	\$974,114	\$14,050,106	0.06
45112	Hobby, toy, and game stores	\$4,067,723	\$61	\$4,067,662	0.00
45113	Sewing, needlework, and piece goods stores	\$526,869	\$55	\$526,814	0.00
45114	Musical instrument and supplies stores	\$827,173	\$53	\$827,120	0.00
4512	Book stores and news dealers	\$2,560,396	\$104	\$2,560,292	0.00

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
452	General merchandise stores	\$152,686,853	\$111,359,415	\$41,327,438	0.73
4522	Department stores	\$28,413,994	\$137,297	\$28,276,697	0.00
4523	Other general merchandise stores	\$124,272,859	\$111,222,118	\$13,050,741	0.89
453	Miscellaneous store retailers	\$19,671,410	\$2,640,393	\$17,031,017	0.13
4531	Florists	\$1,003,851	\$421,999	\$581,852	0.42
4532	Office supplies, stationery, and gift stores	\$5,347,370	\$7,958	\$5,339,412	0.00
45321	Office supplies and stationery stores	\$2,645,051	\$4,327	\$2,640,724	0.00
45322	Gift, novelty, and souvenir stores	\$2,702,319	\$3,631	\$2,698,688	0.00
4533	Used merchandise stores	\$4,387,606	\$225,459	\$4,162,147	0.05
4539	Other miscellaneous store retailers	\$8,932,582	\$1,984,977	\$6,947,605	0.22
45391	Pet and pet supplies stores	\$4,198,531	\$0	\$4,198,531	0.00
45399	All other miscellaneous store retailers	\$4,734,052	\$1,984,977	\$2,749,075	0.42
454	Non-store retailers	\$71,517,677	\$27,240,823	\$44,276,854	0.38
722	Food services and drinking places	\$152,397,779	\$27,676,703	\$124,721,076	0.18
7223	Special food services	\$10,132,738	\$134,661	\$9,998,077	0.01
7224	Drinking places (alcoholic beverages)	\$5,518,501	\$307,134	\$5,211,367	0.06
7225	Restaurants and other eating places	\$136,746,540	\$27,234,908	\$109,511,632	0.20
722511	Full-service restaurants	\$59,853,211	\$6,873,080	\$52,980,131	0.11
722513	Limited-service restaurants	\$67,846,311	\$20,136,578	\$47,709,733	0.30
722514	Cafeterias, grill buffets, and buffets	\$2,946,884	\$0	\$2,946,884	0.00
722515	Snack and nonalcoholic beverage bars	\$6,100,133	\$225,250	\$5,874,883	0.04

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RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Cleveland, Texas



DESCRIPTION	DATA	%
Population		
2023 Projection	113,200	
2018 Estimate	105,152	
2010 Census	92,584	
2000 Census	80,237	
Growth 2018 - 2023		7.65%
Growth 2010 - 2018		13.58%
Growth 2000 - 2010		15.39%
2018 Est. Population by Single-Classification Race	105,152	
White Alone	84,836	80.68%
Black or African American Alone	5,001	4.76%
Amer. Indian and Alaska Native Alone	1,009	0.96%
Asian Alone	695	0.66%
Native Hawaiian and Other Pacific Island Alone	43	0.04%
Some Other Race Alone	11,136	10.59%
Two or More Races	2,431	2.31%
2018 Est. Population by Hispanic or Latino Origin	105,152	
Not Hispanic or Latino	78,149	74.32%
Hispanic or Latino	27,003	25.68%
Mexican	23,005	85.19%
Puerto Rican	318	1.18%
Cuban	147	0.54%
All Other Hispanic or Latino	3,533	13.08%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	27,003	
White Alone	14,032	51.97%
Black or African American Alone	237	0.88%
American Indian and Alaska Native Alone	536	1.99%
Asian Alone	29	0.11%
Native Hawaiian and Other Pacific Islander Alone	6	0.02%
Some Other Race Alone	11,041	40.89%
Two or More Races	1,122	4.16%
2018 Est. Pop by Race, Asian Alone, by Category	695	
Chinese, except Taiwanese	83	11.94%
Filipino	67	9.64%
Japanese	2	0.29%
Asian Indian	117	16.84%
Korean	104	14.96%
Vietnamese	166	23.89%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	14	2.01%
Thai	21	3.02%
All Other Asian Races Including 2+ Category	121	17.41%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Cleveland, Texas



DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	105,152	
Arab	105	0.10%
Czech	277	0.26%
Danish	68	0.07%
Dutch	730	0.69%
English	6,790	6.46%
French (except Basque)	2,122	2.02%
French Canadian	191	0.18%
German	9,444	8.98%
Greek	63	0.06%
Hungarian	6	0.01%
Irish	8,062	7.67%
Italian	1,265	1.20%
Lithuanian	38	0.04%
United States or American	7,344	6.98%
Norwegian	209	0.20%
Polish	470	0.45%
Portuguese	13	0.01%
Russian	138	0.13%
Scottish	955	0.91%
Scotch-Irish	1,037	0.99%
Slovak	8	0.01%
Subsaharan African	264	0.25%
Swedish	297	0.28%
Swiss	9	0.01%
Ukrainian	24	0.02%
Welsh	86	0.08%
West Indian (except Hisp. groups)	95	0.09%
Other ancestries	43,974	41.82%
Ancestry Unclassified	21,070	20.04%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	76,089	77.77%
Speak Asian/Pacific Island Language at Home	160	0.16%
Speak IndoEuropean Language at Home	469	0.48%
Speak Spanish at Home	21,001	21.47%
Speak Other Language at Home	119	0.12%
2018 Est. Population by Age	105,152	
Age 0 - 4	7,315	6.96%
Age 5 - 9	7,594	7.22%
Age 10 - 14	7,920	7.53%
Age 15 - 17	4,813	4.58%
Age 18 - 20	4,322	4.11%
Age 21 - 24	5,657	5.38%
Age 25 - 34	13,045	12.41%
Age 35 - 44	12,678	12.06%
Age 45 - 54	13,449	12.79%
Age 55 - 64	13,333	12.68%
Age 65 - 74	9,440	8.98%
Age 75 - 84	4,331	4.12%
Age 85 and over	1,255	1.19%
Age 16 and over	80,750	76.79%
Age 18 and over	77,511	73.71%
Age 21 and over	73,188	69.60%
Age 65 and over	15,026	14.29%
2018 Est. Median Age		36.51
2018 Est. Average Age		37.57

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	105,152	
Male	52,573	50.00%
Female	52,579	50.00%
2018 Est. Male Population by Age	52,573	
Age 0 - 4	3,770	7.17%
Age 5 - 9	3,916	7.45%
Age 10 - 14	4,008	7.62%
Age 15 - 17	2,438	4.64%
Age 18 - 20	2,221	4.23%
Age 21 - 24	2,909	5.53%
Age 25 - 34	6,579	12.51%
Age 35 - 44	6,253	11.89%
Age 45 - 54	6,724	12.79%
Age 55 - 64	6,664	12.68%
Age 65 - 74	4,611	8.77%
Age 75 - 84	1,994	3.79%
Age 85 and over	486	0.92%
2018 Est. Median Age, Male		35.71
2018 Est. Average Age, Male		36.98

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	52,579	
Age 0 - 4	3,544	6.74%
Age 5 - 9	3,678	7.00%
Age 10 - 14	3,911	7.44%
Age 15 - 17	2,375	4.52%
Age 18 - 20	2,101	4.00%
Age 21 - 24	2,748	5.23%
Age 25 - 34	6,467	12.30%
Age 35 - 44	6,425	12.22%
Age 45 - 54	6,725	12.79%
Age 55 - 64	6,668	12.68%
Age 65 - 74	4,829	9.18%
Age 75 - 84	2,337	4.45%
Age 85 and over	769	1.46%
2018 Est. Median Age, Female		37.29
2018 Est. Average Age, Female		38.15
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	23,260	28.25%
Males, Never Married	12,350	15.00%
Females, Never Married	10,910	13.25%
Married, Spouse present	38,947	47.31%
Married, Spouse absent	5,717	6.95%
Widowed	4,839	5.88%
Males Widowed	1,280	1.56%
Females Widowed	3,558	4.32%
Divorced	9,561	11.61%
Males Divorced	4,396	5.34%
Females Divorced	5,165	6.27%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	7,261	10.8%
Some High School, no diploma	10,730	15.9%
High School Graduate (or GED)	26,592	39.4%
Some College, no degree	14,040	20.8%
Associate Degree	3,064	4.5%
Bachelor's Degree	4,518	6.7%
Master's Degree	1,052	1.6%
Professional School Degree	120	0.2%
Doctorate Degree	153	0.2%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	7,024	53.14%
High School Graduate	3,780	28.60%
Some College or Associate's Degree	1,899	14.37%
Bachelor's Degree or Higher	514	3.89%
Households		
2023 Projection	39,230	
2018 Estimate	36,324	
2010 Census	31,738	
2000 Census	27,736	
Growth 2018 - 2023		8.00%
Growth 2010 - 2018		14.45%
Growth 2000 - 2010		14.43%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	27,308	75.18%
Nonfamily Households	9,016	24.82%
2018 Est. Group Quarters Population	760	
2018 Households by Ethnicity, Hispanic/Latino	6,571	
2018 Est. Households by Household Income		
Income < \$15,000	4,717	12.99%
Income \$15,000 - \$24,999	4,925	13.56%
Income \$25,000 - \$34,999	3,802	10.47%
Income \$35,000 - \$49,999	5,273	14.52%
Income \$50,000 - \$74,999	6,309	17.37%
Income \$75,000 - \$99,999	4,178	11.50%
Income \$100,000 - \$124,999	2,945	8.11%
Income \$125,000 - \$149,999	1,893	5.21%
Income \$150,000 - \$199,999	1,218	3.35%
Income \$200,000 - \$249,999	429	1.18%
Income \$250,000 - \$499,999	476	1.31%
Income \$500,000+	157	0.43%
2018 Est. Average Household Income		\$65,660
2018 Est. Median Household Income		\$48,280

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$50,167
Black or African American Alone		\$27,013
American Indian and Alaska Native Alone		\$61,995
Asian Alone		\$40,495
Native Hawaiian and Other Pacific Islander Alone		\$54,875
Some Other Race Alone		\$38,508
Two or More Races		\$62,766
Hispanic or Latino		\$42,234
Not Hispanic or Latino		\$50,189
2018 Est. Family HH Type by Presence of Own Child.	27,308	
Married-Couple Family, own children	8,664	31.73%
Married-Couple Family, no own children	11,708	42.87%
Male Householder, own children	1,161	4.25%
Male Householder, no own children	1,133	4.15%
Female Householder, own children	2,433	8.91%
Female Householder, no own children	2,209	8.09%
2018 Est. Households by Household Size	36,324	
1-person	7,574	20.85%
2-person	11,328	31.19%
3-person	6,196	17.06%
4-person	5,298	14.59%
5-person	3,247	8.94%
6-person	1,567	4.31%
7-or-more-person	1,114	3.07%
2018 Est. Average Household Size		2.87

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	36,324	
Households with 1 or More People under Age 18:	14,681	40.42%
Married-Couple Family	9,899	67.43%
Other Family, Male Householder	1,445	9.84%
Other Family, Female Householder	3,170	21.59%
Nonfamily, Male Householder	127	0.87%
Nonfamily, Female Householder	40	0.27%
Households with No People under Age 18:	21,643	59.58%
Married-Couple Family	10,472	48.39%
Other Family, Male Householder	849	3.92%
Other Family, Female Householder	1,478	6.83%
Nonfamily, Male Householder	4,641	21.44%
Nonfamily, Female Householder	4,203	19.42%
2018 Est. Households by Number of Vehicles	36,324	
No Vehicles	1,626	4.48%
1 Vehicle	12,177	33.52%
2 Vehicles	13,569	37.36%
3 Vehicles	5,916	16.29%
4 Vehicles	2,337	6.43%
5 or more Vehicles	699	1.92%
2018 Est. Average Number of Vehicles		1.95

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	29,528	
2018 Estimate	27,308	
2010 Census	23,792	
2000 Census	21,380	
Growth 2018 - 2023		8.13%
Growth 2010 - 2018		14.78%
Growth 2000 - 2010		11.28%
2018 Est. Families by Poverty Status	27,308	
2018 Families at or Above Poverty	22,412	82.07%
2018 Families at or Above Poverty with Children	10,413	38.13%
2018 Families Below Poverty	4,895	17.93%
2018 Families Below Poverty with Children	3,482	12.75%
2018 Est. Pop 16+ by Employment Status	80,750	
Civilian Labor Force, Employed	40,746	50.46%
Civilian Labor Force, Unemployed	4,635	5.74%
Armed Forces	1	0.00%
Not in Labor Force	35,368	43.80%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	39,725	
For-Profit Private Workers	27,930	70.31%
Non-Profit Private Workers	1,979	4.98%
Local Government Workers	593	1.49%
State Government Workers	2,296	5.78%
Federal Government Workers	2,101	5.29%
Self-Employed Workers	4,811	12.11%
Unpaid Family Workers	14	0.04%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	39,725	
Architect/Engineer	354	0.89%
Arts/Entertainment/Sports	393	0.99%
Building Grounds Maintenance	2,868	7.22%
Business/Financial Operations	765	1.93%
Community/Social Services	388	0.98%
Computer/Mathematical	444	1.12%
Construction/Extraction	5,498	13.84%
Education/Training/Library	1,489	3.75%
Farming/Fishing/Forestry	503	1.27%
Food Prep/Serving	1,831	4.61%
Health Practitioner/Technician	1,018	2.56%
Healthcare Support	747	1.88%
Maintenance Repair	2,394	6.03%
Legal	137	0.35%
Life/Physical/Social Science	43	0.11%
Management	2,522	6.35%
Office/Admin. Support	5,386	13.56%
Production	3,354	8.44%
Protective Services	1,431	3.60%
Sales/Related	3,404	8.57%
Personal Care/Service	1,020	2.57%
Transportation/Moving	3,735	9.40%
2018 Est. Pop 16+ by Occupation Classification	39,725	
White Collar	16,344	41.14%
Blue Collar	14,981	37.71%
Service and Farm	8,400	21.15%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	38,859	
Drove Alone	31,723	81.64%
Car Pooled	5,365	13.81%
Public Transportation	88	0.23%
Walked	299	0.77%
Bicycle	90	0.23%
Other Means	369	0.95%
Worked at Home	925	2.38%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,422	
15 - 29 Minutes	8,856	
30 - 44 Minutes	8,531	
45 - 59 Minutes	7,008	
60 or more Minutes	8,133	
2018 Est. Avg Travel Time to Work in Minutes		41.22
2018 Est. Occupied Housing Units by Tenure	36,324	
Owner Occupied	28,777	79.22%
Renter Occupied	7,547	20.78%
2018 Owner Occ. HUs: Avg. Length of Residence		14.07
2018 Renter Occ. HUs: Avg. Length of Residence		5.6

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	36,324	
Value Less than \$20,000	1,945	6.76%
Value \$20,000 - \$39,999	3,022	10.50%
Value \$40,000 - \$59,999	2,594	9.01%
Value \$60,000 - \$79,999	3,689	12.82%
Value \$80,000 - \$99,999	3,468	12.05%
Value \$100,000 - \$149,999	4,399	15.29%
Value \$150,000 - \$199,999	3,335	11.59%
Value \$200,000 - \$299,999	3,287	11.42%
Value \$300,000 - \$399,999	1,356	4.71%
Value \$400,000 - \$499,999	559	1.94%
Value \$500,000 - \$749,999	633	2.20%
Value \$750,000 - \$999,999	289	1.00%
Value \$1,000,000 or \$1,499,999	108	0.38%
Value \$1,500,000 or \$1,999,999	41	0.14%
Value \$2,000,000+	51	0.18%
2018 Est. Median All Owner-Occupied Housing Value		\$97,882
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	24,512	58.80%
1 Unit Detached	394	0.95%
2 Units	339	0.81%
3 or 4 Units	298	0.72%
5 to 19 Units	443	1.06%
20 to 49 Units	150	0.36%
50 or More Units	163	0.39%
Mobile Home or Trailer	15,051	36.11%
Boat, RV, Van, etc.	337	0.81%

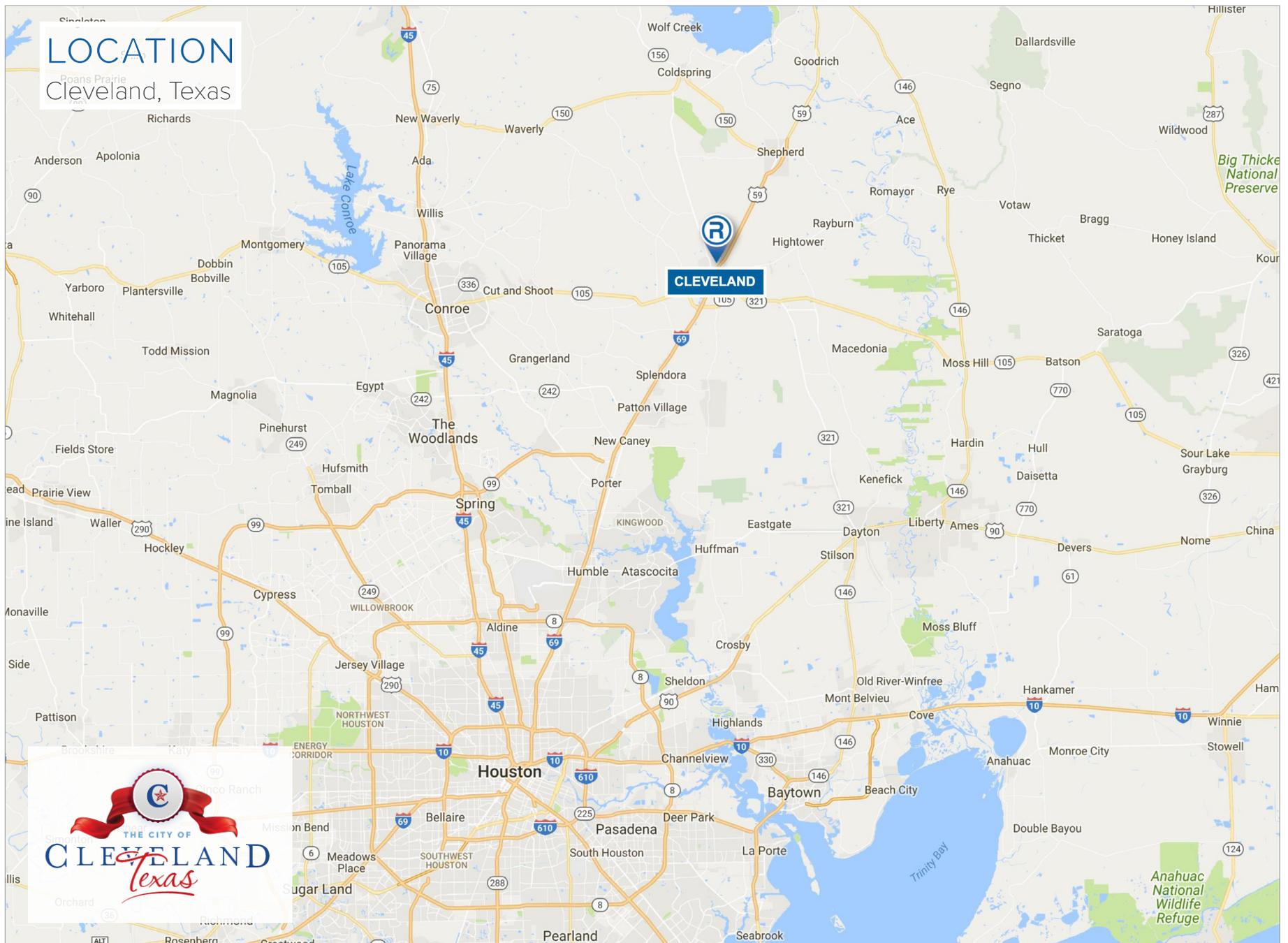
RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Cleveland, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	4,096	9.83%
Housing Units Built 2010 to 2014	897	2.15%
Housing Units Built 2000 to 2009	8,161	19.58%
Housing Units Built 1990 to 1999	8,782	21.07%
Housing Units Built 1980 to 1989	6,560	15.74%
Housing Units Built 1970 to 1979	7,704	18.48%
Housing Units Built 1960 to 1969	2,260	5.42%
Housing Units Built 1950 to 1959	1,659	3.98%
Housing Units Built 1940 to 1949	747	1.79%
Housing Unit Built 1939 or Earlier	820	1.97%
2018 Est. Median Year Structure Built		
		1991

LOCATION

Cleveland, Texas



 TheRetailCoach®

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COMMUNITY • DEMOGRAPHIC PROFILE

Cleveland, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	8,521	
2018 Estimate	8,183	
2010 Census	7,675	
2000 Census	7,783	
Growth 2018 - 2023		4.13%
Growth 2010 - 2018		6.62%
Growth 2000 - 2010		-1.39%
2018 Est. Population by Single-Classification Race	8,183	
White Alone	4,761	58.18%
Black or African American Alone	1,783	21.79%
Amer. Indian and Alaska Native Alone	60	0.73%
Asian Alone	173	2.11%
Native Hawaiian and Other Pacific Island Alone	4	0.05%
Some Other Race Alone	1,127	13.77%
Two or More Races	275	3.36%
2018 Est. Population by Hispanic or Latino Origin	8,183	
Not Hispanic or Latino	5,577	68.15%
Hispanic or Latino	2,606	31.85%
Mexican	2,320	89.03%
Puerto Rican	19	0.73%
Cuban	5	0.19%
All Other Hispanic or Latino	262	10.05%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	2,606	
White Alone	1,280	49.12%
Black or African American Alone	36	1.38%
American Indian and Alaska Native Alone	41	1.57%
Asian Alone	1	0.04%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,121	43.02%
Two or More Races	127	4.87%
2018 Est. Pop by Race, Asian Alone, by Category	173	
Chinese, except Taiwanese	4	2.31%
Filipino	21	12.14%
Japanese	0	0.00%
Asian Indian	70	40.46%
Korean	11	6.36%
Vietnamese	59	34.10%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	7	4.05%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	1	0.58%

COMMUNITY • DEMOGRAPHIC PROFILE

Cleveland, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	8,183	
Arab	4	0.05%
Czech	10	0.12%
Danish	1	0.01%
Dutch	42	0.51%
English	405	4.95%
French (except Basque)	139	1.70%
French Canadian	5	0.06%
German	456	5.57%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	511	6.25%
Italian	138	1.69%
Lithuanian	0	0.00%
United States or American	218	2.66%
Norwegian	7	0.09%
Polish	10	0.12%
Portuguese	0	0.00%
Russian	21	0.26%
Scottish	87	1.06%
Scotch-Irish	103	1.26%
Slovak	5	0.06%
Subsaharan African	104	1.27%
Swedish	18	0.22%
Swiss	0	0.00%
Ukrainian	1	0.01%
Welsh	5	0.06%
West Indian (except Hisp. groups)	2	0.02%
Other ancestries	4,219	51.56%
Ancestry Unclassified	1,672	20.43%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	5,758	76.51%
Speak Asian/Pacific Island Language at Home	6	0.08%
Speak IndoEuropean Language at Home	50	0.66%
Speak Spanish at Home	1,702	22.62%
Speak Other Language at Home	10	0.13%
2018 Est. Population by Age	8,183	
Age 0 - 4	657	8.03%
Age 5 - 9	646	7.89%
Age 10 - 14	625	7.64%
Age 15 - 17	326	3.98%
Age 18 - 20	303	3.70%
Age 21 - 24	420	5.13%
Age 25 - 34	1,271	15.53%
Age 35 - 44	1,001	12.23%
Age 45 - 54	927	11.33%
Age 55 - 64	885	10.82%
Age 65 - 74	615	7.52%
Age 75 - 84	352	4.30%
Age 85 and over	155	1.89%
Age 16 and over	6,150	75.16%
Age 18 and over	5,929	72.46%
Age 21 and over	5,626	68.75%
Age 65 and over	1,122	13.71%
2018 Est. Median Age		33.72
2018 Est. Average Age		36.30

COMMUNITY • DEMOGRAPHIC PROFILE

Cleveland, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Sex	8,183	
Male	4,150	50.72%
Female	4,033	49.29%
2018 Est. Male Population by Age	4,150	
Age 0 - 4	343	8.27%
Age 5 - 9	321	7.74%
Age 10 - 14	308	7.42%
Age 15 - 17	162	3.90%
Age 18 - 20	158	3.81%
Age 21 - 24	232	5.59%
Age 25 - 34	735	17.71%
Age 35 - 44	547	13.18%
Age 45 - 54	483	11.64%
Age 55 - 64	424	10.22%
Age 65 - 74	262	6.31%
Age 75 - 84	132	3.18%
Age 85 and over	43	1.04%
2018 Est. Median Age, Male		32.43
2018 Est. Average Age, Male		34.70

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	4,033	
Age 0 - 4	314	7.79%
Age 5 - 9	325	8.06%
Age 10 - 14	317	7.86%
Age 15 - 17	164	4.07%
Age 18 - 20	145	3.60%
Age 21 - 24	188	4.66%
Age 25 - 34	536	13.29%
Age 35 - 44	454	11.26%
Age 45 - 54	444	11.01%
Age 55 - 64	461	11.43%
Age 65 - 74	353	8.75%
Age 75 - 84	220	5.46%
Age 85 and over	112	2.78%
2018 Est. Median Age, Female		35.57
2018 Est. Average Age, Female		38.00
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,326	37.19%
Males, Never Married	1,086	17.36%
Females, Never Married	1,240	19.82%
Married, Spouse present	2,095	33.49%
Married, Spouse absent	567	9.07%
Widowed	482	7.71%
Males Widowed	103	1.65%
Females Widowed	379	6.06%
Divorced	785	12.55%
Males Divorced	406	6.49%
Females Divorced	379	6.06%

COMMUNITY • DEMOGRAPHIC PROFILE

Cleveland, Texas

DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	774	14.9%
Some High School, no diploma	845	16.2%
High School Graduate (or GED)	2,011	38.6%
Some College, no degree	892	17.1%
Associate Degree	218	4.2%
Bachelor's Degree	315	6.1%
Master's Degree	127	2.4%
Professional School Degree	2	0.0%
Doctorate Degree	22	0.4%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	683	51.05%
High School Graduate	422	31.54%
Some College or Associate's Degree	177	13.23%
Bachelor's Degree or Higher	56	4.19%
Households		
2023 Projection	2,990	
2018 Estimate	2,852	
2010 Census	2,639	
2000 Census	2,712	
Growth 2018 - 2023		4.84%
Growth 2010 - 2018		8.07%
Growth 2000 - 2010		-2.69%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	2,852	
Family Households	1,867	65.46%
Nonfamily Households	985	34.54%
2018 Est. Group Quarters Population	600	
2018 Households by Ethnicity, Hispanic/Latino	623	
2018 Est. Households by Household Income	2,852	
Income < \$15,000	427	14.97%
Income \$15,000 - \$24,999	600	21.04%
Income \$25,000 - \$34,999	301	10.55%
Income \$35,000 - \$49,999	453	15.88%
Income \$50,000 - \$74,999	363	12.73%
Income \$75,000 - \$99,999	247	8.66%
Income \$100,000 - \$124,999	206	7.22%
Income \$125,000 - \$149,999	153	5.37%
Income \$150,000 - \$199,999	54	1.89%
Income \$200,000 - \$249,999	24	0.84%
Income \$250,000 - \$499,999	19	0.67%
Income \$500,000+	5	0.18%
2018 Est. Average Household Income		\$54,932
2018 Est. Median Household Income		\$38,090

COMMUNITY • DEMOGRAPHIC PROFILE

Cleveland, Texas

DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$47,136
Black or African American Alone		\$22,828
American Indian and Alaska Native Alone		\$57,513
Asian Alone		\$46,666
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$25,305
Two or More Races		\$22,522
Hispanic or Latino		\$28,961
Not Hispanic or Latino		\$40,063
2018 Est. Family HH Type by Presence of Own Child.	1,867	
Married-Couple Family, own children	562	30.10%
Married-Couple Family, no own children	583	31.23%
Male Householder, own children	83	4.45%
Male Householder, no own children	98	5.25%
Female Householder, own children	282	15.10%
Female Householder, no own children	259	13.87%
2018 Est. Households by Household Size	2,852	
1-person	856	30.01%
2-person	746	26.16%
3-person	465	16.30%
4-person	385	13.50%
5-person	228	7.99%
6-person	97	3.40%
7-or-more-person	75	2.63%
2018 Est. Average Household Size		2.66

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	2,852	
Households with 1 or More People under Age 18:	1,119	39.24%
Married-Couple Family	629	56.21%
Other Family, Male Householder	108	9.65%
Other Family, Female Householder	367	32.80%
Nonfamily, Male Householder	10	0.89%
Nonfamily, Female Householder	5	0.45%
Households with No People under Age 18:	1,733	60.76%
Married-Couple Family	514	29.66%
Other Family, Male Householder	74	4.27%
Other Family, Female Householder	175	10.10%
Nonfamily, Male Householder	399	23.02%
Nonfamily, Female Householder	571	32.95%
2018 Est. Households by Number of Vehicles	2,852	
No Vehicles	377	13.22%
1 Vehicle	1,406	49.30%
2 Vehicles	694	24.33%
3 Vehicles	216	7.57%
4 Vehicles	139	4.87%
5 or more Vehicles	20	0.70%
2018 Est. Average Number of Vehicles		1.4

COMMUNITY • DEMOGRAPHIC PROFILE

Cleveland, Texas



DESCRIPTION	DATA	%
Family Households		
2023 Projection	1,958	
2018 Estimate	1,867	
2010 Census	1,722	
2000 Census	1,820	
Growth 2018 - 2023		4.87%
Growth 2010 - 2018		8.42%
Growth 2000 - 2010		-5.39%
2018 Est. Families by Poverty Status	1,867	
2018 Families at or Above Poverty	1,506	80.66%
2018 Families at or Above Poverty with Children	770	41.24%
2018 Families Below Poverty	361	19.34%
2018 Families Below Poverty with Children	294	15.75%
2018 Est. Pop 16+ by Employment Status	6,150	
Civilian Labor Force, Employed	2,774	45.11%
Civilian Labor Force, Unemployed	394	6.41%
Armed Forces	0	0.00%
Not in Labor Force	2,982	48.49%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	2,659	
For-Profit Private Workers	1,819	68.41%
Non-Profit Private Workers	156	5.87%
Local Government Workers	85	3.20%
State Government Workers	323	12.15%
Federal Government Workers	138	5.19%
Self-Employed Workers	138	5.19%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	2,659	
Architect/Engineer	18	0.68%
Arts/Entertainment/Sports	8	0.30%
Building Grounds Maintenance	113	4.25%
Business/Financial Operations	11	0.41%
Community/Social Services	22	0.83%
Computer/Mathematical	14	0.53%
Construction/Extraction	251	9.44%
Education/Training/Library	138	5.19%
Farming/Fishing/Forestry	29	1.09%
Food Prep/Serving	269	10.12%
Health Practitioner/Technician	84	3.16%
Healthcare Support	161	6.06%
Maintenance Repair	109	4.10%
Legal	4	0.15%
Life/Physical/Social Science	1	0.04%
Management	165	6.21%
Office/Admin. Support	349	13.13%
Production	227	8.54%
Protective Services	107	4.02%
Sales/Related	225	8.46%
Personal Care/Service	56	2.11%
Transportation/Moving	298	11.21%
2018 Est. Pop 16+ by Occupation Classification	2,659	
White Collar	1,039	39.08%
Blue Collar	885	33.28%
Service and Farm	735	27.64%

COMMUNITY • DEMOGRAPHIC PROFILE

Cleveland, Texas



DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	2,628	
Drove Alone	2,275	86.57%
Car Pooled	251	9.55%
Public Transportation	9	0.34%
Walked	48	1.83%
Bicycle	18	0.69%
Other Means	25	0.95%
Worked at Home	2	0.08%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	808	
15 - 29 Minutes	350	
30 - 44 Minutes	491	
45 - 59 Minutes	415	
60 or more Minutes	564	
2018 Est. Avg Travel Time to Work in Minutes		37
2018 Est. Occupied Housing Units by Tenure	2,852	
Owner Occupied	1,504	52.74%
Renter Occupied	1,348	47.27%
2018 Owner Occ. HUs: Avg. Length of Residence		15.2
2018 Renter Occ. HUs: Avg. Length of Residence		6.1

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	2,852	
Value Less than \$20,000	118	7.85%
Value \$20,000 - \$39,999	141	9.38%
Value \$40,000 - \$59,999	102	6.78%
Value \$60,000 - \$79,999	329	21.88%
Value \$80,000 - \$99,999	258	17.15%
Value \$100,000 - \$149,999	208	13.83%
Value \$150,000 - \$199,999	128	8.51%
Value \$200,000 - \$299,999	110	7.31%
Value \$300,000 - \$399,999	34	2.26%
Value \$400,000 - \$499,999	7	0.47%
Value \$500,000 - \$749,999	33	2.19%
Value \$750,000 - \$999,999	31	2.06%
Value \$1,000,000 or \$1,499,999	5	0.33%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2018 Est. Median All Owner-Occupied Housing Value		\$84,276
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	1,641	51.17%
1 Unit Detached	38	1.19%
2 Units	259	8.08%
3 or 4 Units	143	4.46%
5 to 19 Units	228	7.11%
20 to 49 Units	118	3.68%
50 or More Units	155	4.83%
Mobile Home or Trailer	623	19.43%
Boat, RV, Van, etc.	2	0.06%

COMMUNITY • DEMOGRAPHIC PROFILE

Cleveland, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	164	5.11%
Housing Units Built 2010 to 2014	50	1.56%
Housing Units Built 2000 to 2009	383	11.94%
Housing Units Built 1990 to 1999	582	18.15%
Housing Units Built 1980 to 1989	551	17.18%
Housing Units Built 1970 to 1979	625	19.49%
Housing Units Built 1960 to 1969	297	9.26%
Housing Units Built 1950 to 1959	296	9.23%
Housing Units Built 1940 to 1949	78	2.43%
Housing Unit Built 1939 or Earlier	181	5.64%
2018 Est. Median Year Structure Built		
		1982

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.

 TheRetailCoach®



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

Retail360®

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.”



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, Environics Analytics 2018, ESRI 2017, 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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