



The**Retail**Coach®

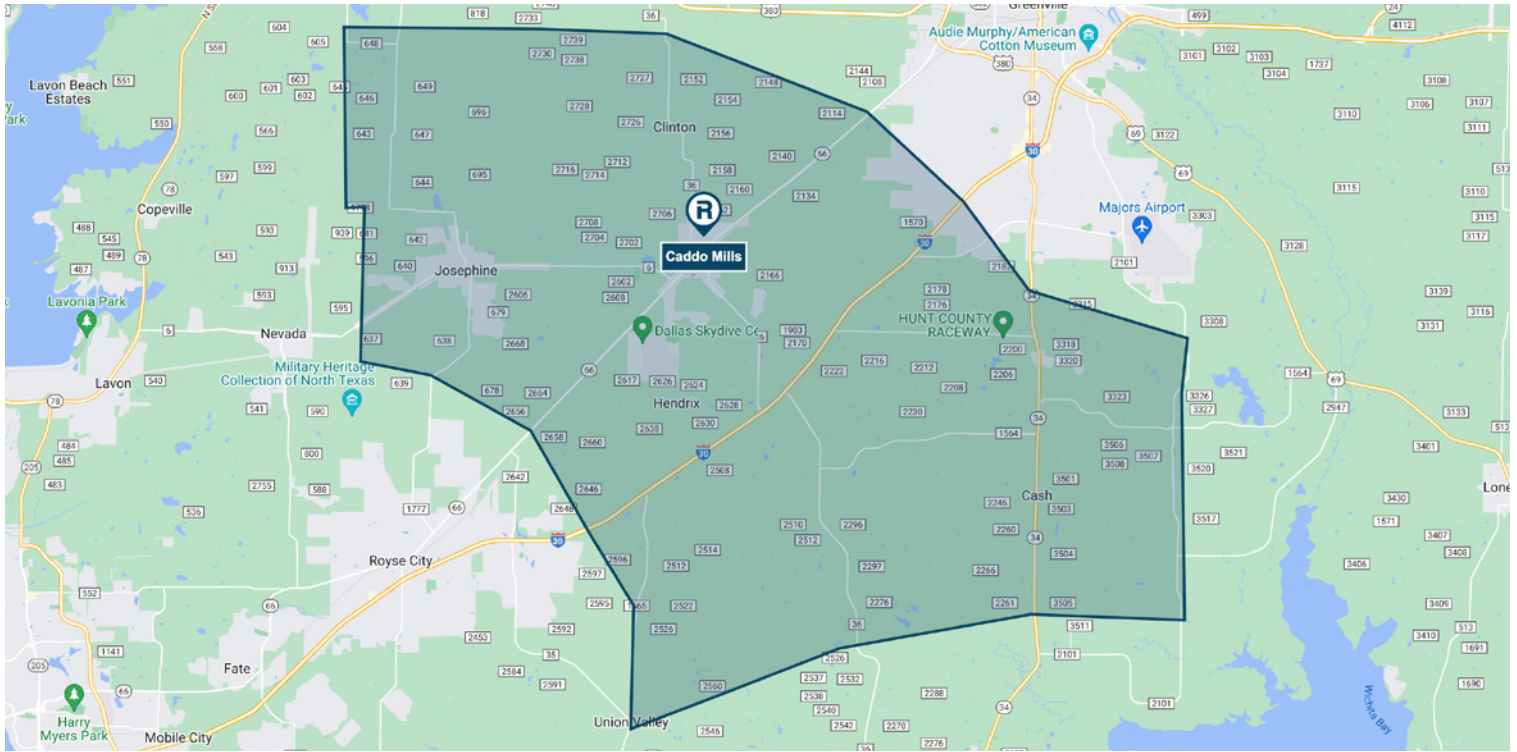
Primary Retail Trade Area Demographic Profile

CADDO MILLS, TEXAS

Prepared for Caddo Mills Economic Development Corporation
January 2024

Primary Retail Trade Area • Demographic Snapshot

Caddo Mills, Texas



Population

2020	19,349
2024	26,909
2029	39,664

Educational Attainment (%)

Graduate or Professional Degree	7.12%
Bachelors Degree	15.88%
Associate Degree	6.77%
Some College	26.61%
High School Graduate (or GED)	36.24%
Some High School, No Degree	5.10%
Less than 9th Grade	2.28%

Income

Average HH	\$114,612
Median HH	\$90,886
Per Capita	\$38,748

Age

0 - 9 Years	13.42%
10 - 17 Years	12.10%
18 - 24 Years	9.45%
25 - 34 Years	11.37%
35 - 44 Years	13.76%
45 - 54 Years	12.65%
55 - 64 Years	12.40%
65 and Older	14.85%
Median Age	37.75
Average Age	38.10

Race Distribution (%)

White	71.50%
Black/African American	3.12%
American Indian/Alaskan	1.17%
Asian	0.80%
Native Hawaiian/Islander	0.08%
Other Race	8.47%
Two or More Races	14.85%
Hispanic	24.50%



CADDO MILLS
ECONOMIC DEVELOPMENT

Kevin Mosher

Caddo Mills
Economic Development Corporation
President

2313 Main Street
Caddo Mills, Texas 75135

Phone 972.768.7778
Kevin85m3@yahoo.com
www.CaddoMillsEDC.com

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@TheRetailCoach.net
www.TheRetailCoach.net



Primary Retail Trade Area • Demographic Profile

Caddo Mills, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	39,664	
2024 Estimate	26,909	
2020 Census	19,349	
2010 Census	14,045	
Growth 2024 - 2029		47.40%
Growth 2020 - 2024		39.07%
Growth 2010 - 2020		37.76%
2024 Est. Population by Single-Classification Race	26,909	
White Alone	19,240	71.50%
Black or African American Alone	841	3.12%
Amer. Indian and Alaska Native Alone	316	1.18%
Asian Alone	214	0.80%
Native Hawaiian and Other Pacific Island Alone	22	0.08%
Some Other Race Alone	2,280	8.47%
Two or More Races	3,996	14.85%
2024 Est. Population by Hispanic or Latino Origin	26,909	
Not Hispanic or Latino	20,316	75.50%
Hispanic or Latino	6,592	24.50%
Mexican	5,900	89.51%
Puerto Rican	251	3.81%
Cuban	52	0.79%
All Other Hispanic or Latino	388	5.89%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	6,592	
White Alone	1,610	24.42%
Black or African American Alone	25	0.38%
American Indian and Alaska Native Alone	147	2.23%
Asian Alone	17	0.26%
Native Hawaiian and Other Pacific Islander Alone	1	0.02%
Some Other Race Alone	2,204	33.43%
Two or More Races	2,587	39.25%
2024 Est. Pop by Race, Asian Alone, by Category	214	
Chinese, except Taiwanese	53	25.00%
Filipino	34	15.96%
Japanese	16	7.45%
Asian Indian	42	19.68%
Korean	40	18.62%
Vietnamese	-	0.00%
Cambodian	6	2.66%
Hmong	5	2.13%
Laotian	-	0.00%
Thai	5	2.13%
All Other Asian Races Including 2+ Category	13	5.85%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	26,909	
Arab	40	0.15%
Czech	114	0.42%
Danish	13	0.05%
Dutch	153	0.57%
English	2,856	10.61%
French (except Basque)	778	2.89%
French Canadian	33	0.12%
German	3,000	11.15%
Greek	89	0.33%
Hungarian	29	0.11%
Irish	2,464	9.16%
Italian	382	1.42%
Lithuanian	5	0.02%
United States or American	1,635	6.08%
Norwegian	60	0.22%
Polish	245	0.91%
Portuguese	23	0.09%
Russian	9	0.03%
Scottish	519	1.93%
Scotch-Irish	188	0.70%
Slovak	-	0.00%
Subsaharan African	213	0.79%
Swedish	109	0.41%
Swiss	27	0.10%
Ukrainian	3	0.01%
Welsh	76	0.28%
West Indian (except Hisp. groups)	32	0.12%
Other ancestries	6,567	24.40%
Ancestry Unclassified	7,246	26.93%
2024 Est. Pop Age 5+ by Language Spoken At Home	25,123	
Speak Only English at Home	21,996	87.55%
Speak Asian/Pacific Island Language at Home	112	0.44%
Speak IndoEuropean Language at Home	129	0.51%
Speak Spanish at Home	2,661	10.59%
Speak Other Language at Home	225	0.90%

Primary Retail Trade Area • Demographic Profile

Caddo Mills, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	26,909	
Age 0 - 4	1,785	6.63%
Age 5 - 9	1,827	6.79%
Age 10 - 14	2,061	7.66%
Age 15 - 17	1,193	4.44%
Age 18 - 20	1,156	4.30%
Age 21 - 24	1,388	5.16%
Age 25 - 34	3,059	11.37%
Age 35 - 44	3,702	13.76%
Age 45 - 54	3,403	12.65%
Age 55 - 64	3,337	12.40%
Age 65 - 74	2,472	9.19%
Age 75 - 84	1,231	4.58%
Age 85 and over	293	1.09%
Age 16 and over	20,838	77.44%
Age 18 and over	20,042	74.48%
Age 21 and over	18,887	70.19%
Age 65 and over	3,997	14.85%
2024 Est. Median Age		37.75
2024 Est. Average Age		38.10
2024 Est. Population by Sex	26,909	
Male	13,327	49.53%
Female	13,582	50.47%
2024 Est. Male Population by Age	13,327	
Age 0 - 4	905	6.79%
Age 5 - 9	928	6.97%
Age 10 - 14	1,007	7.56%
Age 15 - 17	615	4.62%
Age 18 - 20	600	4.50%
Age 21 - 24	728	5.46%
Age 25 - 34	1,530	11.48%
Age 35 - 44	1,815	13.62%
Age 45 - 54	1,669	12.52%
Age 55 - 64	1,671	12.54%
Age 65 - 74	1,187	8.90%
Age 75 - 84	553	4.15%
Age 85 and over	121	0.91%
2024 Est. Median Age, Male		37.00
2024 Est. Average Age, Male		37.52
2024 Est. Female Population by Age	13,582	
Age 0 - 4	879	6.48%
Age 5 - 9	899	6.62%
Age 10 - 14	1,055	7.77%
Age 15 - 17	578	4.26%
Age 18 - 20	555	4.09%
Age 21 - 24	661	4.87%
Age 25 - 34	1,530	11.27%
Age 35 - 44	1,887	13.90%
Age 45 - 54	1,734	12.77%
Age 55 - 64	1,666	12.26%
Age 65 - 74	1,286	9.47%
Age 75 - 84	678	4.99%
Age 85 and over	172	1.27%
2024 Est. Median Age, Female		38.45
2024 Est. Average Age, Female		38.65

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,639	26.56%
Males, Never Married	3,420	16.10%
Females, Never Married	2,219	10.45%
Married, Spouse present	12,040	56.70%
Married, Spouse absent	477	2.25%
Widowed	1,061	5.00%
Males Widowed	289	1.36%
Females Widowed	773	3.64%
Divorced	2,016	9.49%
Males Divorced	700	3.30%
Females Divorced	1,316	6.20%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	398	2.28%
Some High School, no diploma	893	5.10%
High School Graduate (or GED)	6,341	36.24%
Some College, no degree	4,656	26.61%
Associate Degree	1,184	6.77%
Bachelor's Degree	2,778	15.88%
Master's Degree	981	5.61%
Professional School Degree	175	1.00%
Doctorate Degree	90	0.51%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	625	14.58%
High School Graduate	1,731	40.38%
Some College or Associate's Degree	1,162	27.10%
Bachelor's Degree or Higher	769	17.94%
Households		
2029 Projection	15,106	
2024 Estimate	9,089	
2020 Census	6,452	
2010 Census	4,969	
Growth 2024 - 2029		66.20%
Growth 2020 - 2024		40.87%
Growth 2010 - 2020		29.85%
2024 Est. Households by Household Type	9,089	
Family Households	7,291	80.21%
Nonfamily Households	1,798	19.79%
2024 Est. Group Quarters Population	25	
2024 Households by Ethnicity, Hispanic/Latino	1,398	



Primary Retail Trade Area • Demographic Profile

Caddo Mills, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	9,089	
Income < \$15,000	557	6.12%
Income \$15,000 - \$24,999	395	4.35%
Income \$25,000 - \$34,999	650	7.15%
Income \$35,000 - \$49,999	955	10.51%
Income \$50,000 - \$74,999	1,202	13.23%
Income \$75,000 - \$99,999	1,229	13.53%
Income \$100,000 - \$124,999	1,144	12.59%
Income \$125,000 - \$149,999	884	9.73%
Income \$150,000 - \$199,999	911	10.02%
Income \$200,000 - \$249,999	508	5.59%
Income \$250,000 - \$499,999	479	5.27%
Income \$500,000+	175	1.93%
2024 Est. Average Household Income		\$114,612
2024 Est. Median Household Income		\$90,886
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$94,985
Black or African American Alone		\$58,644
American Indian and Alaska Native Alone		\$98,736
Asian Alone		\$129,394
Native Hawaiian and Other Pacific Islander Alone		\$200,000
Some Other Race Alone		\$70,147
Two or More Races		\$91,292
Hispanic or Latino		\$87,309
Not Hispanic or Latino		\$92,137
2024 Est. HH by Type and Presence of Own Child.	7,291	
Family Households with Children	2,592	35.55%
Family Households without Children	4,698	64.45%
Married-Couple Families	4,939	67.74%
Married-Couple Family, own children	2,130	29.22%
Married-Couple Family, no own children	2,809	38.54%
Cohabiting-Couple Families	423	5.80%
Cohabiting-Couple Family, own children	175	2.41%
Cohabiting-Couple Family, no own children	247	3.39%
Male Householder Families	768	10.53%
Male Householder, own children	63	0.86%
Male Householder, no own children	110	1.50%
Male Householder, only Nonrelatives	94	1.29%
Male Householder, Living Alone	500	6.86%
Female Householder Families	1,161	15.93%
Female Householder, own children	224	3.07%
Female Householder, no own children	425	5.82%
Female Householder, only Nonrelatives	45	0.61%
Female Householder, Living Alone	467	6.41%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	9,089	
1-person	1,446	15.91%
2-person	2,906	31.97%
3-person	1,624	17.87%
4-person	1,582	17.41%
5-person	921	10.13%
6-person	386	4.25%
7-or-more-person	225	2.48%
2024 Est. Average Household Size		2.96
2024 Est. Households by Number of Vehicles	9,089	
No Vehicles	217	2.39%
1 Vehicle	1,493	16.43%
2 Vehicles	3,996	43.97%
3 Vehicles	2,014	22.15%
4 Vehicles	641	7.05%
5 or more Vehicles	727	8.00%
2024 Est. Average Number of Vehicles		2.46
Family Households		
2029 Projection	12,117	
2024 Estimate	7,291	
2020 Estimate	5,187	
2010 Census	3,939	
Growth 2024 - 2029		66.20%
Growth 2020 - 2024		40.55%
Growth 2010 - 2020		31.68%
2024 Est. Families by Poverty Status	7,291	
2024 Families at or Above Poverty	6,798	93.24%
2024 Families at or Above Poverty with Children	3,419	46.90%
2024 Families Below Poverty	493	6.76%
2024 Families Below Poverty with Children	182	2.50%
2024 Est. Pop 16+ by Employment Status	20,838	
Civilian Labor Force, Employed	12,295	59.00%
Civilian Labor Force, Unemployed	888	4.26%
Armed Forces	5	0.02%
Not in Labor Force	7,651	36.72%
2024 Est. Civ. Employed Pop 16+ by Class of Worker	12,300	
For-Profit Private Workers	7,987	64.93%
Non-Profit Private Workers	808	6.57%
Local Government Workers	261	2.12%
State Government Workers	391	3.18%
Federal Government Workers	1,126	9.15%
Self-Employed Workers	1,727	14.04%
Unpaid Family Workers	3	0.03%



Primary Retail Trade Area • Demographic Profile

Caddo Mills, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation	12,300	
Architect/Engineer	382	3.11%
Arts/Entertainment/Sports	146	1.18%
Building Grounds Maintenance	411	3.34%
Business/Financial Operations	829	6.74%
Community/Social Services	111	0.91%
Computer/Mathematical	360	2.93%
Construction/Extraction	941	7.65%
Education/Training/Library	715	5.82%
Farming/Fishing/Forestry	116	0.94%
Food Prep/Serving	453	3.68%
Health Practitioner/Technician	647	5.26%
Healthcare Support	203	1.65%
Maintenance Repair	712	5.79%
Legal	76	0.62%
Life/Physical/Social Science	18	0.14%
Management	1,484	12.07%
Office/Admin. Support	1,189	9.66%
Production	460	3.74%
Protective Services	395	3.21%
Sales/Related	1,148	9.33%
Personal Care/Service	179	1.45%
Transportation/Moving	1,327	10.79%
2024 Est. Pop 16+ by Occupation Classification	12,300	
White Collar	7,105	57.76%
Blue Collar	3,439	27.96%
Service and Farm	1,756	14.28%
2024 Est. Workers Age 16+ by Transp. to Work	12,300	
Drove Alone	9,785	79.56%
Car Pooled	1,009	8.20%
Public Transportation	64	0.52%
Walked	114	0.93%
Bicycle	2	0.02%
Other Means	296	2.41%
Worked at Home	1,029	8.37%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,650	14.64%
15 - 29 Minutes	3,034	26.92%
30 - 44 Minutes	2,085	18.50%
45 - 59 Minutes	1,661	14.73%
60 or more Minutes	2,842	25.21%
2024 Est. Avg Travel Time to Work in Minutes		41.00
2024 Est. Occupied Housing Units by Tenure	9,089	
Owner Occupied	7,459	82.07%
Renter Occupied	1,258	13.84%
2024 Owner Occ. HUs: Avg. Length of Residence		12.74 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.41 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	7,459	
Value Less than \$20,000	60	0.80%
Value \$20,000 - \$39,999	133	1.79%
Value \$40,000 - \$59,999	153	2.05%
Value \$60,000 - \$79,999	191	2.56%
Value \$80,000 - \$99,999	237	3.18%
Value \$100,000 - \$149,999	748	10.03%
Value \$150,000 - \$199,999	781	10.47%
Value \$200,000 - \$299,999	1,510	20.25%
Value \$300,000 - \$399,999	1,213	16.27%
Value \$400,000 - \$499,999	1,173	15.73%
Value \$500,000 - \$749,999	774	10.38%
Value \$750,000 - \$999,999	373	5.00%
Value \$1,000,000 or \$1,499,999	87	1.16%
Value \$1,500,000 or \$1,999,999	3	0.04%
Value \$2,000,000+	24	0.32%
2024 Est. Median All Owner-Occupied Housing Value		\$294,063
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	5,512	73.89%
1 Unit Attached	60	0.80%
2 Units	33	0.44%
3 or 4 Units	24	0.32%
5 to 19 Units	199	2.67%
20 to 49 Units	19	0.25%
50 or More Units	4	0.05%
Mobile Home or Trailer	1,522	20.41%
Boat, RV, Van, etc.	87	1.17%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,550	20.78%
Housing Units Built 2010 to 2019	1,409	18.89%
Housing Units Built 2000 to 2009	1,267	16.99%
Housing Units Built 1990 to 1999	1,236	16.57%
Housing Units Built 1980 to 1989	957	12.83%
Housing Units Built 1970 to 1979	472	6.33%
Housing Units Built 1960 to 1969	233	3.12%
Housing Units Built 1950 to 1959	160	2.14%
Housing Units Built 1940 to 1949	62	0.84%
Housing Unit Built 1939 or Earlier	113	1.52%
2024 Est. Median Year Structure Built		2001

[†] 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.



The**RetailCoach**.®

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.