



# RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

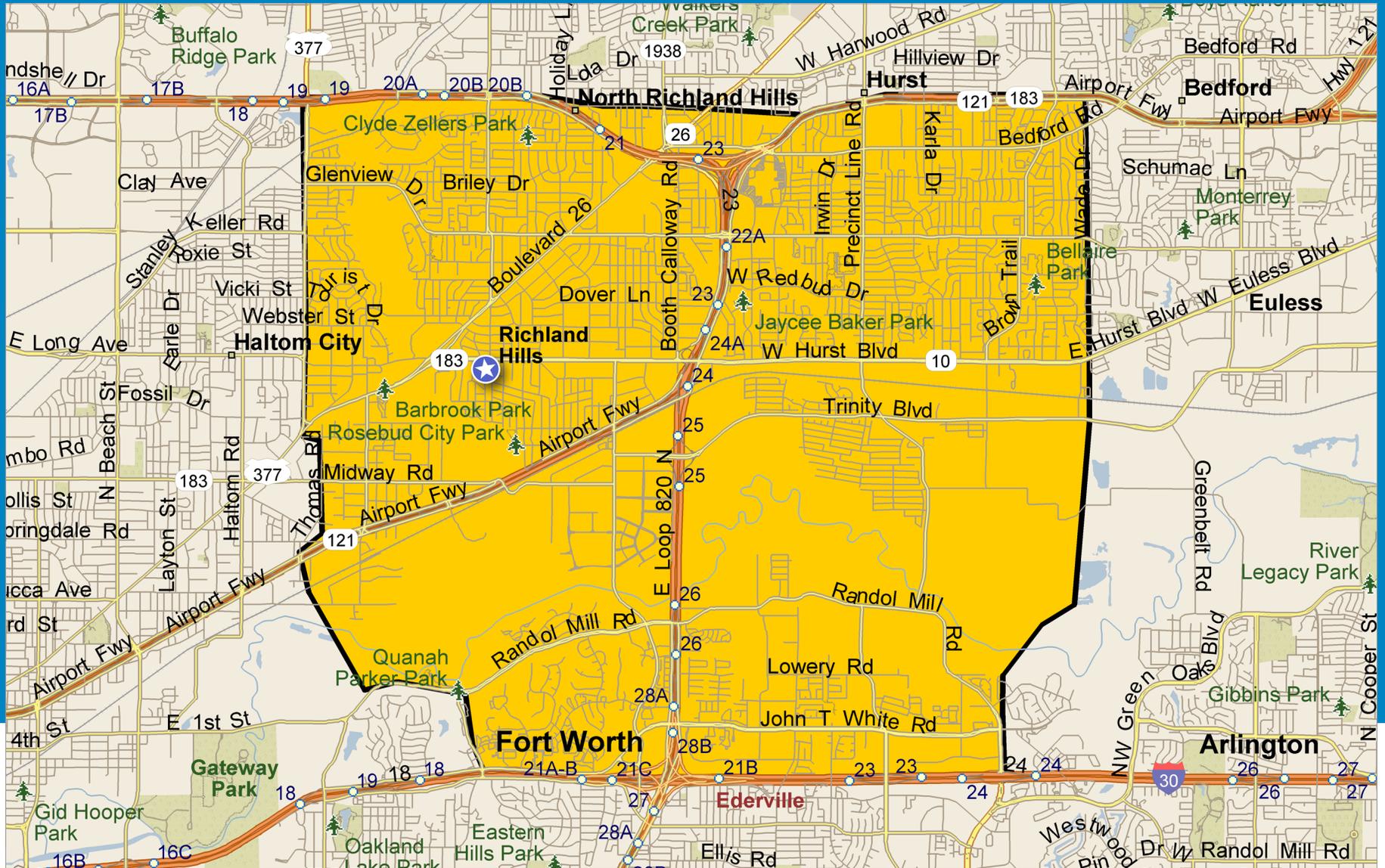
Richland Hills, Texas



Prepared for  
City of Richland Hills  
June 2014



**Retail Trade Area**  
 Richland Hills, Texas



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## Retail Trade Area | Gap/Opportunity Analysis Summary

### Richland Hills, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
	<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>1,307,871,568</b>	<b>78,379,361</b>	<b>(1,229,492,207)</b>	<b>-94%</b>
441	Motor Vehicle and Parts Dealers	224,793,816	12,453,484	(212,340,332)	-94%
4411	Automotive Dealers	191,745,972	3,000,000	(188,745,972)	-98%
4412	Other Motor Vehicle Dealers	14,866,253	5,532,580	(9,333,673)	-63%
4413	Automotive Parts/Accsrs, Tire Stores	18,181,591	3,920,904	(14,260,687)	-78%
442	Furniture and Home Furnishings Stores	24,051,098	2,068,214	(21,982,884)	-91%
4421	Furniture Stores	12,701,988	602,024	(12,099,964)	-95%
4422	Home Furnishing Stores	11,349,110	1,466,190	(9,882,920)	-87%
443	Electronics and Appliance Stores	23,043,078	2,648,461	(20,394,617)	-89%
44311	Appliances, TVs, Electronics Stores	16,760,892	1,668,476	(15,092,416)	-90%
443111	Household Appliances Stores	3,057,858	496,987	(2,560,871)	-84%
443112	Radio, Television, Electronics Stores	13,703,033	1,171,489	(12,531,544)	-91%
44312	Computer and Software Stores	5,740,725	244,036	(5,496,689)	-96%
44313	Camera and Photographic Equipment Stores	541,461	735,949	194,488	36%
444	Building Material, Garden Equip Stores	125,631,131	5,559,437	(120,071,694)	-96%
4441	Building Material and Supply Dealers	108,014,312	5,559,437	(102,454,875)	-95%
44411	Home Centers	43,951,144	871,590	(43,079,554)	-98%
44412	Paint and Wallpaper Stores	1,765,587	0	(1,765,587)	-100%
44413	Hardware Stores	11,149,522	1,687,847	(9,461,675)	-85%
44419	Other Building Materials Dealers	51,148,059	3,000,000	(48,148,059)	-94%
4442	Lawn, Garden Equipment, Supplies Stores	17,616,819	0	(17,616,819)	-100%
44421	Outdoor Power Equipment Stores	4,615,083	0	(4,615,083)	-100%
44422	Nursery and Garden Centers	13,001,736	0	(13,001,736)	-100%

## Retail Trade Area | Gap/Opportunity Analysis Summary

### Richland Hills, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	167,122,644	122,937	(166,999,707)	-100%
4451	Grocery Stores	111,046,934	0	(111,046,934)	-100%
44511	Supermarkets, Grocery (Ex Conv) Stores	103,697,005	0	(103,697,005)	-100%
44512	Convenience Stores	7,349,929	0	(7,349,929)	-100%
4452	Specialty Food Stores	13,495,899	122,937	(13,372,962)	-99%
4453	Beer, Wine and Liquor Stores	42,579,811	0	(42,579,811)	-100%
446	Health and Personal Care Stores	78,178,393	12,827,864	(65,350,529)	-84%
44611	Pharmacies and Drug Stores	62,681,909	9,804,384	(52,877,525)	-84%
44612	Cosmetics, Beauty Supplies, Perfume Stores	5,595,481	799,197	(4,796,284)	-86%
44613	Optical Goods Stores	2,840,251	987,805	(1,852,446)	-65%
44619	Other Health and Personal Care Stores	7,060,752	1,236,478	(5,824,274)	-82%
447	Gasoline Stations	137,884,053	15,692,105	(122,191,948)	-89%
44711	Gasoline Stations With Conv Stores	100,613,720	14,921,246	(85,692,474)	-85%
44719	Other Gasoline Stations	37,270,333	770,859	(36,499,474)	-98%
448	Clothing and Clothing Accessories Stores	57,767,328	1,813,669	(55,953,659)	-97%
4481	Clothing Stores	32,442,704	313,669	(32,129,035)	-99%
44811	Men's Clothing Stores	1,610,023	0	(1,610,023)	-100%
44812	Women's Clothing Stores	7,624,147	271,081	(7,353,066)	-96%
44813	Childrens, Infants Clothing Stores	2,126,749	19,819	(2,106,930)	-99%
44814	Family Clothing Stores	16,956,543	0	(16,956,543)	-100%
44815	Clothing Accessories Stores	1,370,092	0	(1,370,092)	-100%
44819	Other Clothing Stores	2,755,150	22,769	(2,732,381)	-99%
4482	Shoe Stores	5,174,097	0	(5,174,097)	-100%
4483	Jewelry, Luggage, Leather Goods Stores	20,150,526	1,500,000	(18,650,526)	-93%
44831	Jewelry Stores	17,763,023	1,500,000	(16,263,023)	-92%
44832	Luggage and Leather Goods Stores	2,387,504	0	(2,387,504)	-100%

## Retail Trade Area | Gap/Opportunity Analysis Summary

### Richland Hills, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	23,825,912	300,000	(23,525,912)	-99%
4511	Sportng Goods, Hobby, Musical Inst Stores	20,670,945	0	(20,670,945)	-100%
45111	Sporting Goods Stores	10,842,480	0	(10,842,480)	-100%
45112	Hobby, Toys and Games Stores	5,976,211	0	(5,976,211)	-100%
45113	Sew/Needlework/Piece Goods Stores	1,785,027	0	(1,785,027)	-100%
45114	Musical Instrument and Supplies Stores	2,067,227	0	(2,067,227)	-100%
4512	Book, Periodical and Music Stores	3,154,968	300,000	(2,854,968)	-90%
45121	Book Stores and News Dealers	2,705,778	300,000	(2,405,778)	-89%
451211	Book Stores	2,372,852	300,000	(2,072,852)	-87%
451212	News Dealers and Newsstands	332,926	0	(332,926)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	449,189	0	(449,189)	-100%
452	General Merchandise Stores	157,938,504	10,289,719	(147,648,785)	-93%
4521	Department Stores Excl Leased Depts	67,142,283	0	(67,142,283)	-100%
4529	Other General Merchandise Stores	90,796,221	10,289,719	(80,506,502)	-89%
453	Miscellaneous Store Retailers	34,812,723	634,872	(34,177,851)	-98%
4531	Florists	1,265,104	57,050	(1,208,054)	-95%
4532	Office Supplies, Stationery, Gift Stores	16,070,486	149,917	(15,920,569)	-99%
45321	Office Supplies and Stationery Stores	7,583,834	0	(7,583,834)	-100%
45322	Gift, Novelty and Souvenir Stores	8,486,652	149,917	(8,336,735)	-98%
4533	Used Merchandise Stores	2,504,815	76,349	(2,428,466)	-97%
4539	Other Miscellaneous Store Retailers	14,972,317	351,556	(14,620,761)	-98%
454	Non-Store Retailers	108,246,789	6,468,599	(101,778,190)	-94%
722	Foodservice and Drinking Places	144,576,099	7,500,000	(137,076,099)	-95%
7221	Full-Service Restaurants	65,461,178	4,000,000	(61,461,178)	-94%
7222	Limited-Service Eating Places	57,983,828	3,500,000	(54,483,828)	-94%
7223	Special Foodservices	15,467,792	0	(15,467,792)	-100%
7224	Drinking Places -Alcoholic Beverages	5,663,301	0	(5,663,301)	-100%

## Retail Trade Area | Demographics

### Richland Hills, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	89,516	
2014 Estimate	84,804	
2010 Census	81,875	
2000 Census	76,354	
Growth 2014-2019	5.56%	
Growth 2010-2014	3.58%	
Growth 2000-2010	7.23%	
2014 Est. Pop by Single Race Class	84,804	
White Alone	57,219	67.47
Black or African American Alone	11,814	13.93
Amer. Indian and Alaska Native Alone	605	0.71
Asian Alone	3,380	3.99
Native Hawaiian and Other Pac. Isl. Alone	292	0.34
Some Other Race Alone	8,313	9.80
Two or More Races	3,180	3.75
2014 Est. Pop Hisp or Latino by Origin	84,804	
Not Hispanic or Latino	62,893	74.16
Hispanic or Latino:	21,911	25.84
Mexican	17,653	80.57
Puerto Rican	926	4.23
Cuban	143	0.65
All Other Hispanic or Latino	3,189	14.55

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	21,911	
White Alone	11,788	53.80
Black or African American Alone	300	1.37
American Indian and Alaska Native Alone	169	0.77
Asian Alone	42	0.19
Native Hawaiian and Other Pacific Islander Alone	19	0.09
Some Other Race Alone	8,189	37.37
Two or More Races	1,403	6.40
2014 Est. Pop. Asian Alone Race by Cat	3,380	
Chinese, except Taiwanese	168	4.97
Filipino	272	8.05
Japanese	16	0.47
Asian Indian	551	16.30
Korean	143	4.23
Vietnamese	1,524	45.09
Cambodian	6	0.18
Hmong	5	0.15
Laotian	240	7.10
Thai	72	2.13
All Other Asian Races Including 2+ Category	383	11.33
2014 Est. Population by Ancestry	84,804	
Pop, Arab	153	0.18
Pop, Czech	194	0.23
Pop, Danish	71	0.08
Pop, Dutch	745	0.88
Pop, English	4,677	5.52
Pop, French (except Basque)	1,152	1.36
Pop, French Canadian	111	0.13
Pop, German	6,445	7.60
Pop, Greek	84	0.10

## Retail Trade Area | Demographics

### Richland Hills, Texas

DESCRIPTION	DATA	%
Pop, Hungarian	45	0.05
Pop, Irish	5,110	6.03
Pop, Italian	1,027	1.21
Pop, Lithuanian	19	0.02
Pop, United States or American	10,270	12.11
Pop, Norwegian	490	0.58
Pop, Polish	555	0.65
Pop, Portuguese	40	0.05
Pop, Russian	152	0.18
Pop, Scottish	1,305	1.54
Pop, Scotch-Irish	716	0.84
Pop, Slovak	11	0.01
Pop, Sub-Saharan African	2,753	3.25
Pop, Swedish	604	0.71
Pop, Swiss	83	0.10
Pop, Ukrainian	99	0.12
Pop, Welsh	361	0.43
Pop, West Indian (exc Hisp groups)	122	0.14
Pop, Other ancestries	38,790	45.74
Pop, Ancestry Unclassified	8,619	10.16
2014 Est. Pop Age 5+ by Language Spoken At Home	78,371	
Speak Only English at Home	60,607	77.33
Speak Asian/Pac. Isl. Lang. at Home	1,851	2.36
Speak Indo-European Language at Home	1,208	1.54
Speak Spanish at Home	14,253	18.19
Speak Other Language at Home	452	0.58
2014 Est. Population by Sex	84,804	
Male	41,423	48.85
Female	43,381	51.15

DESCRIPTION	DATA	%
2014 Est. Population by Age	84,804	
Age 0 - 4	6,433	7.59
Age 5 - 9	6,148	7.25
Age 10 - 14	5,762	6.79
Age 15 - 17	3,286	3.87
Age 18 - 20	2,989	3.52
Age 21 - 24	4,005	4.72
Age 25 - 34	12,511	14.75
Age 35 - 44	11,635	13.72
Age 45 - 54	11,410	13.45
Age 55 - 64	9,681	11.42
Age 65 - 74	5,827	6.87
Age 75 - 84	3,592	4.24
Age 85 and over	1,525	1.80
Age 16 and over	65,381	77.10
Age 18 and over	63,175	74.50
Age 21 and over	60,186	70.97
Age 65 and over	10,945	12.91
2014 Est. Median Age	36.1	
2014 Est. Average Age	37.20	

## Retail Trade Area | Demographics

### Richland Hills, Texas

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	41,423	
Age 0 - 4	3,294	7.95
Age 5 - 9	3,124	7.54
Age 10 - 14	2,926	7.06
Age 15 - 17	1,681	4.06
Age 18 - 20	1,540	3.72
Age 21 - 24	2,051	4.95
Age 25 - 34	6,214	15.00
Age 35 - 44	5,815	14.04
Age 45 - 54	5,641	13.62
Age 55 - 64	4,590	11.08
Age 65 - 74	2,605	6.29
Age 75 - 84	1,425	3.44
Age 85 and over	517	1.25
2014 Est. Median Age, Male	34.8	
2014 Est. Average Age, Male	36.00	
2014 Est. Female Population by Age	43,381	
Age 0 - 4	3,138	7.23
Age 5 - 9	3,024	6.97
Age 10 - 14	2,835	6.54
Age 15 - 17	1,606	3.70
Age 18 - 20	1,449	3.34
Age 21 - 24	1,954	4.50
Age 25 - 34	6,296	14.51
Age 35 - 44	5,820	13.42
Age 45 - 54	5,768	13.30
Age 55 - 64	5,090	11.73
Age 65 - 74	3,222	7.43
Age 75 - 84	2,167	5.00
Age 85 and over	1,009	2.33

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	37.4	
2014 Est. Average Age, Female	38.40	
2014 Est. Pop Age 15+ by Marital Status	66,462	
Total, Never Married	20,698	31.14
Males, Never Married	11,416	17.18
Females, Never Married	9,282	13.97
Married, Spouse present	28,467	42.83
Married, Spouse absent	3,296	4.96
Widowed	4,182	6.29
Males Widowed	867	1.30
Females Widowed	3,315	4.99
Divorced	9,819	14.77
Males Divorced	3,907	5.88
Females Divorced	5,912	8.90
2014 Est. Pop. Age 25+ by Edu. Attainment	56,181	
Less than 9th grade	3,067	5.46
Some High School, no diploma	5,204	9.26
High School Graduate (or GED)	16,413	29.21
Some College, no degree	14,809	26.36
Associate Degree	4,554	8.11
Bachelor's Degree	8,948	15.93
Master's Degree	2,517	4.48
Professional School Degree	437	0.78
Doctorate Degree	231	0.41
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	11,314	
CY Pop 25+, Hisp/Lat, < High School Diploma	4,355	38.49
CY Pop 25+, Hisp/Lat, High School Graduate	3,384	29.91
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	2,437	21.54
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	1,139	10.07

## Retail Trade Area | Demographics

### Richland Hills, Texas

DESCRIPTION	DATA	%
Households		
2019 Projection	35,650	
2014 Estimate	33,714	
2010 Census	32,521	
2000 Census	31,440	
Growth 2014-2019	5.74%	
Growth 2010-2014	3.67%	
Growth 2000-2010	3.44%	
2014 Est. Households by Household Type	33,714	
Family Households	21,683	64.31
Nonfamily Households	12,031	35.69
2014 Est. Group Quarters Population	383	
2014 HHs by Ethnicity, Hispanic/Latino	6,318	18.74
2014 Est. HHs by HH Income	33,714	
CY HHs, Inc < \$15,000	4,002	11.87
CY HHs, Inc \$15,000 - \$24,999	4,947	14.67
CY HHs, Inc \$25,000 - \$34,999	3,983	11.81
CY HHs, Inc \$35,000 - \$49,999	5,661	16.79
CY HHs, Inc \$50,000 - \$74,999	6,322	18.75
CY HHs, Inc \$75,000 - \$99,999	3,876	11.50
CY HHs, Inc \$100,000 - \$124,999	2,313	6.86
CY HHs, Inc \$125,000 - \$149,999	1,035	3.07
CY HHs, Inc \$150,000 - \$199,999	908	2.69
CY HHs, Inc \$200,000 - \$249,999	269	0.80
CY HHs, Inc \$250,000 - \$499,999	333	0.99
CY HHs, Inc \$500,000+	66	0.20

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$58,816	
2014 Est. Median Household Income	\$45,399	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	49,418	
Black or African American Alone	28,891	
American Indian and Alaska Native Alone	64,588	
Asian Alone	46,655	
Native Hawaiian and Other Pacific Islander Alone	47,812	
Some Other Race Alone	36,434	
Two or More Races	43,191	
Hispanic or Latino	37,680	
Not Hispanic or Latino	47,895	
2014 Est. Family HH Type, Presence Own Children	21,683	
Married-Couple Family, own children	6,315	29.12
Married-Couple Family, no own children	8,372	38.61
Male Householder, own children	908	4.19
Male Householder, no own children	1,015	4.68
Female Householder, own children	2,866	13.22
Female Householder, no own children	2,207	10.18
2014 Est. Households by Household Size	33,714	
1-person household	9,957	29.53
2-person household	10,530	31.23
3-person household	5,574	16.53
4-person household	4,087	12.12
5-person household	2,126	6.31
6-person household	865	2.57
7 or more person household	575	1.71

## Retail Trade Area | Demographics

### Richland Hills, Texas

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.50	
2014 Est. Households by Presence of People	33,714	
Households with 1 or more People under Age 18:	11,503	34.12
Married-Couple Family	6,821	59.30
Other Family, Male Householder	1,119	9.73
Other Family, Female Householder	3,437	29.88
Nonfamily, Male Householder	84	0.73
Nonfamily, Female Householder	42	0.37
Households no People under Age 18:	22,211	65.88
Married-Couple Family	7,861	35.39
Other Family, Male Householder	807	3.63
Other Family, Female Householder	1,641	7.39
Nonfamily, Male Householder	5,690	25.62
Nonfamily, Female Householder	6,213	27.97
2014 Est. Households by Number of Vehicles	33,714	
No Vehicles	2,054	6.09
1 Vehicle	12,911	38.30
2 Vehicles	13,387	39.71
3 Vehicles	3,731	11.07
4 Vehicles	1,299	3.85
5 or more Vehicles	333	0.99
2014 Est. Average Number of Vehicles	1.72	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	22,993	
2014 Estimate	21,683	
2010 Census	20,854	
2000 Census	20,256	
Growth 2014-2019	6.04%	
Growth 2010-2014	3.97%	
Growth 2000-2010	2.95%	
2014 Est. Families by Poverty Status	21,683	
2014 Families at or Above Poverty	19,164	88.38
2014 Families at or Above Poverty with Children	9,891	45.62
2014 Families Below Poverty	2,519	11.62
2014 Families Below Poverty with Children	2,024	9.33
2014 Est. Pop Age 16+ by Employment Status	65,381	
In Armed Forces	37	0.06
Civilian - Employed	39,506	60.42
Civilian - Unemployed	5,228	8.00
Not in Labor Force	20,610	31.52
2014 Est. Civ Employed Pop 16+ Class of Worker	41,132	
For-Profit Private Workers	31,325	76.16
Non-Profit Private Workers	2,419	5.88
Local Government Workers	2,557	6.22
State Government Workers	952	2.31
Federal Government Workers	948	2.30
Self-Emp Workers	2,902	7.06
Unpaid Family Workers	29	0.07

## Retail Trade Area | Demographics

### Richland Hills, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	41,132	
Architect/Engineer	840	2.04
Arts/Entertain/Sports	527	1.28
Building Grounds Maint	1,361	3.31
Business/Financial Ops	2,162	5.26
Community/Soc Svcs	516	1.25
Computer/Mathematical	981	2.39
Construction/Extraction	2,548	6.19
Edu/Training/Library	2,085	5.07
Farm/Fish/Forestry	44	0.11
Food Prep/Serving	2,712	6.59
Health Practitioner/Tec	1,258	3.06
Healthcare Support	793	1.93
Maintenance Repair	1,674	4.07
Legal	262	0.64
Life/Phys/Soc Science	207	0.50
Management	3,438	8.36
Office/Admin Support	7,184	17.47
Production	2,378	5.78
Protective Svcs	697	1.69
Sales/Related	4,990	12.13
Personal Care/Svc	1,275	3.10
Transportation/Moving	3,199	7.78
2014 Est. Pop 16+ by Occupation Classification	41,132	
Blue Collar	9,799	23.82
White Collar	24,451	59.45
Service and Farm	6,882	16.73

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	40,488	
Drove Alone	33,516	82.78
Car Pooled	3,795	9.37
Public Transportation	562	1.39
Walked	368	0.91
Bicycle	41	0.10
Other Means	964	2.38
Worked at Home	1,243	3.07
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	8,601	
15 - 29 Minutes	17,014	
30 - 44 Minutes	9,210	
45 - 59 Minutes	2,626	
60 or more Minutes	1,826	
2014 Est. Avg Travel Time to Work in Minutes	26.87	
2014 Est. Tenure of Occupied Housing Units	33,714	
Owner Occupied	18,742	55.59
Renter Occupied	14,972	44.41
2014 Owner Occ. HUs: Avg. Length of Residence	18.4	
2014 Renter Occ. HUs: Avg. Length of Residence	6.1	

## Retail Trade Area | Demographics

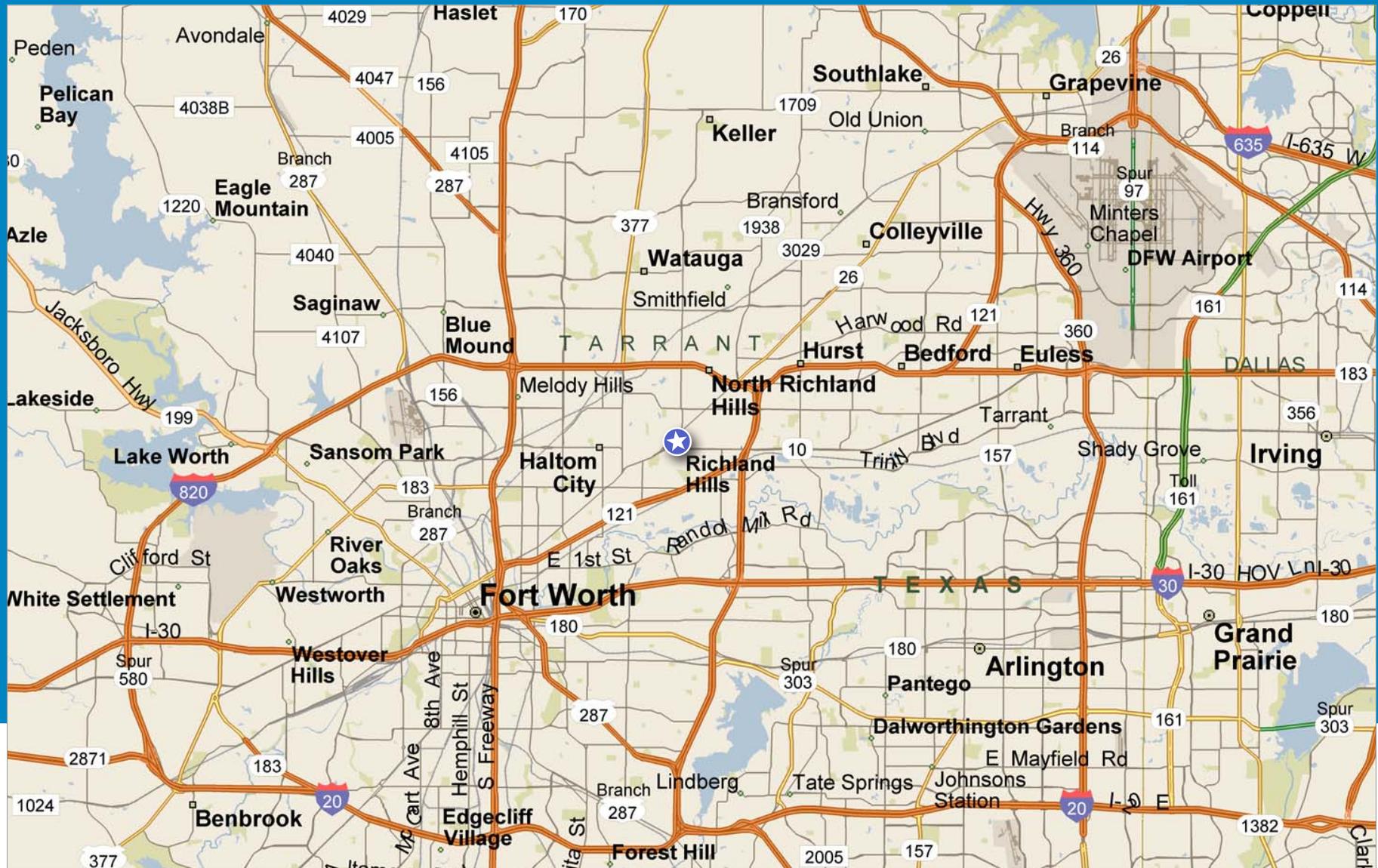
### Richland Hills, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	18,742	
Value Less than \$20,000	308	1.64
Value \$20,000 - \$39,999	314	1.68
Value \$40,000 - \$59,999	489	2.61
Value \$60,000 - \$79,999	1,236	6.59
Value \$80,000 - \$99,999	2,544	13.57
Value \$100,000 - \$149,999	6,970	37.19
Value \$150,000 - \$199,999	4,448	23.73
Value \$200,000 - \$299,999	1,898	10.13
Value \$300,000 - \$399,999	334	1.78
Value \$400,000 - \$499,999	75	0.40
Value \$500,000 - \$749,999	44	0.23
Value \$750,000 - \$999,999	31	0.17
Value \$1,000,000 or more	50	0.27
2014 Est. Median All Owner-Occupied Housing Value	\$132,137	
2014 Est. Housing Units by Units in Structure	37,536	
1 Unit Attached	814	2.17
1 Unit Detached	22,066	58.79
2 Units	401	1.07
3 or 4 Units	2,498	6.65
5 to 19 Units	7,458	19.87
20 to 49 Units	1,913	5.10
50 or More Units	1,795	4.78
Mobile Home or Trailer	592	1.58
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	37,536	
Housing Unit Built 2005 or later	1,879	5.01
Housing Unit Built 2000 to 2004	4,169	11.11
Housing Unit Built 1990 to 1999	3,557	9.48
Housing Unit Built 1980 to 1989	7,122	18.97
Housing Unit Built 1970 to 1979	7,365	19.62
Housing Unit Built 1960 to 1969	6,588	17.55
Housing Unit Built 1950 to 1959	5,802	15.46
Housing Unit Built 1940 to 1949	725	1.93
Housing Unit Built 1939 or Earlier	331	0.88
2014 Est. Median Year Structure Built **	1977	

## Location Map

Richland Hills, Texas



### Contact Information

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## Community Demographics

### Richland Hills, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	8,645	
2014 Estimate	8,264	
2010 Census	7,801	
2000 Census	7,982	
Growth 2014-2019	4.61%	
Growth 2010-2014	5.94%	
Growth 2000-2010	-2.27%	
2014 Est. Pop by Single Race Class	8,264	
White Alone	6,717	81.28
Black or African American Alone	259	3.13
Amer. Indian and Alaska Native Alone	64	0.77
Asian Alone	123	1.49
Native Hawaiian and Other Pac. Isl. Alone	26	0.31
Some Other Race Alone	757	9.16
Two or More Races	318	3.85
2014 Est. Pop Hisp or Latino by Origin	8,264	
Not Hispanic or Latino	6,305	76.29
Hispanic or Latino:	1,959	23.71
Mexican	1,647	84.07
Puerto Rican	70	3.57
Cuban	10	0.51
All Other Hispanic or Latino	232	11.84

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	1,959	
White Alone	1,034	52.78
Black or African American Alone	3	0.15
American Indian and Alaska Native Alone	11	0.56
Asian Alone	3	0.15
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	750	38.28
Two or More Races	158	8.07
2014 Est. Pop. Asian Alone Race by Cat	123	
Chinese, except Taiwanese	36	29.27
Filipino	22	17.89
Japanese	0	0.00
Asian Indian	28	22.76
Korean	5	4.07
Vietnamese	29	23.58
Cambodian	0	0.00
Hmong	0	0.00
Laotian	2	1.63
Thai	1	0.81
All Other Asian Races Including 2+ Category	0	0.00
2014 Est. Population by Ancestry	8,264	
Pop, Arab	4	0.05
Pop, Czech	58	0.70
Pop, Danish	9	0.11
Pop, Dutch	167	2.02
Pop, English	552	6.68
Pop, French (except Basque)	81	0.98
Pop, French Canadian	11	0.13
Pop, German	711	8.60
Pop, Greek	0	0.00

## Community Demographics

### Richland Hills, Texas

DESCRIPTION	DATA	%
Pop, Hungarian	0	0.00
Pop, Irish	898	10.87
Pop, Italian	85	1.03
Pop, Lithuanian	0	0.00
Pop, United States or American	1,175	14.22
Pop, Norwegian	75	0.91
Pop, Polish	46	0.56
Pop, Portuguese	19	0.23
Pop, Russian	20	0.24
Pop, Scottish	156	1.89
Pop, Scotch-Irish	84	1.02
Pop, Slovak	1	0.01
Pop, Sub-Saharan African	19	0.23
Pop, Swedish	47	0.57
Pop, Swiss	13	0.16
Pop, Ukrainian	0	0.00
Pop, Welsh	30	0.36
Pop, West Indian (exc Hisp groups)	2	0.02
Pop, Other ancestries	2,938	35.55
Pop, Ancestry Unclassified	1,063	12.86
2014 Est. Pop Age 5+ by Language Spoken At Home	7,723	
Speak Only English at Home	6,684	86.55
Speak Asian/Pac. Isl. Lang. at Home	46	0.60
Speak Indo-European Language at Home	64	0.83
Speak Spanish at Home	924	11.96
Speak Other Language at Home	5	0.06
2014 Est. Population by Sex	8,264	
Male	4,027	48.73
Female	4,237	51.27

DESCRIPTION	DATA	%
2014 Est. Population by Age	8,264	
Age 0 - 4	541	6.55
Age 5 - 9	513	6.21
Age 10 - 14	510	6.17
Age 15 - 17	314	3.80
Age 18 - 20	287	3.47
Age 21 - 24	373	4.51
Age 25 - 34	1,031	12.48
Age 35 - 44	1,022	12.37
Age 45 - 54	1,055	12.77
Age 55 - 64	1,109	13.42
Age 65 - 74	687	8.31
Age 75 - 84	511	6.18
Age 85 and over	311	3.76
Age 16 and over	6,596	79.82
Age 18 and over	6,386	77.27
Age 21 and over	6,099	73.80
Age 65 and over	1,509	18.26
2014 Est. Median Age	40.5	
2014 Est. Average Age	41.00	

## Community Demographics

### Richland Hills, Texas

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	4,027	
Age 0 - 4	276	6.85
Age 5 - 9	265	6.58
Age 10 - 14	278	6.90
Age 15 - 17	156	3.87
Age 18 - 20	148	3.68
Age 21 - 24	196	4.87
Age 25 - 34	536	13.31
Age 35 - 44	526	13.06
Age 45 - 54	530	13.16
Age 55 - 64	515	12.79
Age 65 - 74	301	7.47
Age 75 - 84	199	4.94
Age 85 and over	101	2.51
2014 Est. Median Age, Male	38.0	
2014 Est. Average Age, Male	38.90	
2014 Est. Female Population by Age	4,237	
Age 0 - 4	265	6.25
Age 5 - 9	248	5.85
Age 10 - 14	232	5.48
Age 15 - 17	158	3.73
Age 18 - 20	139	3.28
Age 21 - 24	177	4.18
Age 25 - 34	495	11.68
Age 35 - 44	496	11.71
Age 45 - 54	525	12.39
Age 55 - 64	594	14.02
Age 65 - 74	386	9.11
Age 75 - 84	312	7.36
Age 85 and over	210	4.96

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	43.2	
2014 Est. Average Age, Female	43.00	
2014 Est. Pop Age 15+ by Marital Status	6,700	
Total, Never Married	2,160	32.24
Males, Never Married	1,273	19.00
Females, Never Married	887	13.24
Married, Spouse present	2,446	36.51
Married, Spouse absent	345	5.15
Widowed	640	9.55
Males Widowed	106	1.58
Females Widowed	534	7.97
Divorced	1,109	16.55
Males Divorced	439	6.55
Females Divorced	670	10.00
2014 Est. Pop. Age 25+ by Edu. Attainment	5,726	
Less than 9th grade	338	5.90
Some High School, no diploma	686	11.98
High School Graduate (or GED)	1,821	31.80
Some College, no degree	1,618	28.26
Associate Degree	426	7.44
Bachelor's Degree	610	10.65
Master's Degree	142	2.48
Professional School Degree	42	0.73
Doctorate Degree	43	0.75
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	1,002	
CY Pop 25+, Hisp/Lat, < High School Diploma	385	38.42
CY Pop 25+, Hisp/Lat, High School Graduate	270	26.95
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	222	22.16
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	125	12.48

## Community Demographics

### Richland Hills, Texas

DESCRIPTION	DATA	%
Households		
2019 Projection	3,554	
2014 Estimate	3,363	
2010 Census	3,109	
2000 Census	3,127	
Growth 2014-2019	5.68%	
Growth 2010-2014	8.17%	
Growth 2000-2010	-0.58%	
2014 Est. Households by Household Type	3,363	
Family Households	2,116	62.92
Nonfamily Households	1,247	37.08
2014 Est. Group Quarters Population	169	
2014 HHs by Ethnicity, Hispanic/Latino	544	16.18
2014 Est. HHs by HH Income	3,363	
CY HHs, Inc < \$15,000	457	13.59
CY HHs, Inc \$15,000 - \$24,999	455	13.53
CY HHs, Inc \$25,000 - \$34,999	438	13.02
CY HHs, Inc \$35,000 - \$49,999	599	17.81
CY HHs, Inc \$50,000 - \$74,999	658	19.57
CY HHs, Inc \$75,000 - \$99,999	332	9.87
CY HHs, Inc \$100,000 - \$124,999	210	6.24
CY HHs, Inc \$125,000 - \$149,999	94	2.80
CY HHs, Inc \$150,000 - \$199,999	60	1.78
CY HHs, Inc \$200,000 - \$249,999	22	0.65
CY HHs, Inc \$250,000 - \$499,999	31	0.92
CY HHs, Inc \$500,000+	7	0.21

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$55,600	
2014 Est. Median Household Income	\$43,301	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	46,502	
Black or African American Alone	15,357	
American Indian and Alaska Native Alone	40,625	
Asian Alone	30,882	
Native Hawaiian and Other Pacific Islander Alone	54,167	
Some Other Race Alone	21,806	
Two or More Races	47,891	
Hispanic or Latino	32,468	
Not Hispanic or Latino	45,120	
2014 Est. Family HH Type, Presence Own Children	2,116	
Married-Couple Family, own children	575	27.17
Married-Couple Family, no own children	914	43.19
Male Householder, own children	82	3.88
Male Householder, no own children	115	5.43
Female Householder, own children	207	9.78
Female Householder, no own children	223	10.54
2014 Est. Households by Household Size	3,363	
1-person household	1,063	31.61
2-person household	1,092	32.47
3-person household	505	15.02
4-person household	390	11.60
5-person household	191	5.68
6-person household	72	2.14
7 or more person household	50	1.49

## Community Demographics

### Richland Hills, Texas

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.41	
2014 Est. Households by Presence of People	3,363	
Households with 1 or more People under Age 18:	1,013	30.12
Married-Couple Family	628	61.99
Other Family, Male Householder	112	11.06
Other Family, Female Householder	263	25.96
Nonfamily, Male Householder	7	0.69
Nonfamily, Female Householder	3	0.30
Households no People under Age 18:	2,350	69.88
Married-Couple Family	861	36.64
Other Family, Male Householder	87	3.70
Other Family, Female Householder	165	7.02
Nonfamily, Male Householder	557	23.70
Nonfamily, Female Householder	680	28.94
2014 Est. Households by Number of Vehicles	3,363	
No Vehicles	167	4.97
1 Vehicle	1,309	38.92
2 Vehicles	1,117	33.21
3 Vehicles	525	15.61
4 Vehicles	192	5.71
5 or more Vehicles	53	1.58
2014 Est. Average Number of Vehicles	1.84	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	2,241	
2014 Estimate	2,116	
2010 Census	1,977	
2000 Census	2,149	
Growth 2014-2019	5.91%	
Growth 2010-2014	7.03%	
Growth 2000-2010	-8.00%	
2014 Est. Families by Poverty Status	2,116	
2014 Families at or Above Poverty	1,850	87.43
2014 Families at or Above Poverty with Children	902	42.63
2014 Families Below Poverty	266	12.57
2014 Families Below Poverty with Children	168	7.94
2014 Est. Pop Age 16+ by Employment Status	6,596	
In Armed Forces	4	0.06
Civilian - Employed	3,546	53.76
Civilian - Unemployed	506	7.67
Not in Labor Force	2,540	38.51
2014 Est. Civ Employed Pop 16+ Class of Worker	3,715	
For-Profit Private Workers	2,759	74.27
Non-Profit Private Workers	203	5.46
Local Government Workers	190	5.11
State Government Workers	119	3.20
Federal Government Workers	126	3.39
Self-Emp Workers	317	8.53
Unpaid Family Workers	1	0.03

## Community Demographics

### Richland Hills, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	3,715	
Architect/Engineer	133	3.58
Arts/Entertain/Sports	42	1.13
Building Grounds Maint	168	4.52
Business/Financial Ops	106	2.85
Community/Soc Svcs	59	1.59
Computer/Mathematical	31	0.83
Construction/Extraction	389	10.47
Edu/Training/Library	156	4.20
Farm/Fish/Forestry	1	0.03
Food Prep/Serving	234	6.30
Health Practitioner/Tec	85	2.29
Healthcare Support	50	1.35
Maintenance Repair	133	3.58
Legal	32	0.86
Life/Phys/Soc Science	20	0.54
Management	284	7.64
Office/Admin Support	540	14.54
Production	222	5.98
Protective Svcs	102	2.75
Sales/Related	595	16.02
Personal Care/Svc	92	2.48
Transportation/Moving	241	6.49
2014 Est. Pop 16+ by Occupation Classification	3,715	
Blue Collar	985	26.51
White Collar	2,083	56.07
Service and Farm	647	17.42

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	3,666	
Drove Alone	2,915	79.51
Car Pooled	461	12.58
Public Transportation	33	0.90
Walked	49	1.34
Bicycle	1	0.03
Other Means	85	2.32
Worked at Home	122	3.33
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	958	
15 - 29 Minutes	1,463	
30 - 44 Minutes	773	
45 - 59 Minutes	221	
60 or more Minutes	113	
2014 Est. Avg Travel Time to Work in Minutes	24.93	
2014 Est. Tenure of Occupied Housing Units	3,363	
Owner Occupied	2,120	63.04
Renter Occupied	1,243	36.96
2014 Owner Occ. HUs: Avg. Length of Residence	21.8	
2014 Renter Occ. HUs: Avg. Length of Residence	6.5	

## Community Demographics

### Richland Hills, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	2,120	
Value Less than \$20,000	33	1.56
Value \$20,000 - \$39,999	35	1.65
Value \$40,000 - \$59,999	94	4.43
Value \$60,000 - \$79,999	206	9.72
Value \$80,000 - \$99,999	502	23.68
Value \$100,000 - \$149,999	740	34.91
Value \$150,000 - \$199,999	306	14.43
Value \$200,000 - \$299,999	126	5.94
Value \$300,000 - \$399,999	43	2.03
Value \$400,000 - \$499,999	17	0.80
Value \$500,000 - \$749,999	10	0.47
Value \$750,000 - \$999,999	5	0.24
Value \$1,000,000 or more	3	0.14
2014 Est. Median All Owner-Occupied Housing Value	\$112,838	
2014 Est. Housing Units by Units in Structure	3,718	
1 Unit Attached	74	1.99
1 Unit Detached	2,585	69.53
2 Units	28	0.75
3 or 4 Units	278	7.48
5 to 19 Units	454	12.21
20 to 49 Units	172	4.63
50 or More Units	89	2.39
Mobile Home or Trailer	38	1.02
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	3,718	
Housing Unit Built 2005 or later	128	3.44
Housing Unit Built 2000 to 2004	323	8.69
Housing Unit Built 1990 to 1999	274	7.37
Housing Unit Built 1980 to 1989	415	11.16
Housing Unit Built 1970 to 1979	431	11.59
Housing Unit Built 1960 to 1969	675	18.15
Housing Unit Built 1950 to 1959	1,299	34.94
Housing Unit Built 1940 to 1949	153	4.12
Housing Unit Built 1939 or Earlier	20	0.54
2014 Est. Median Year Structure Built **	1966	



## 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 Retail:360 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” 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.

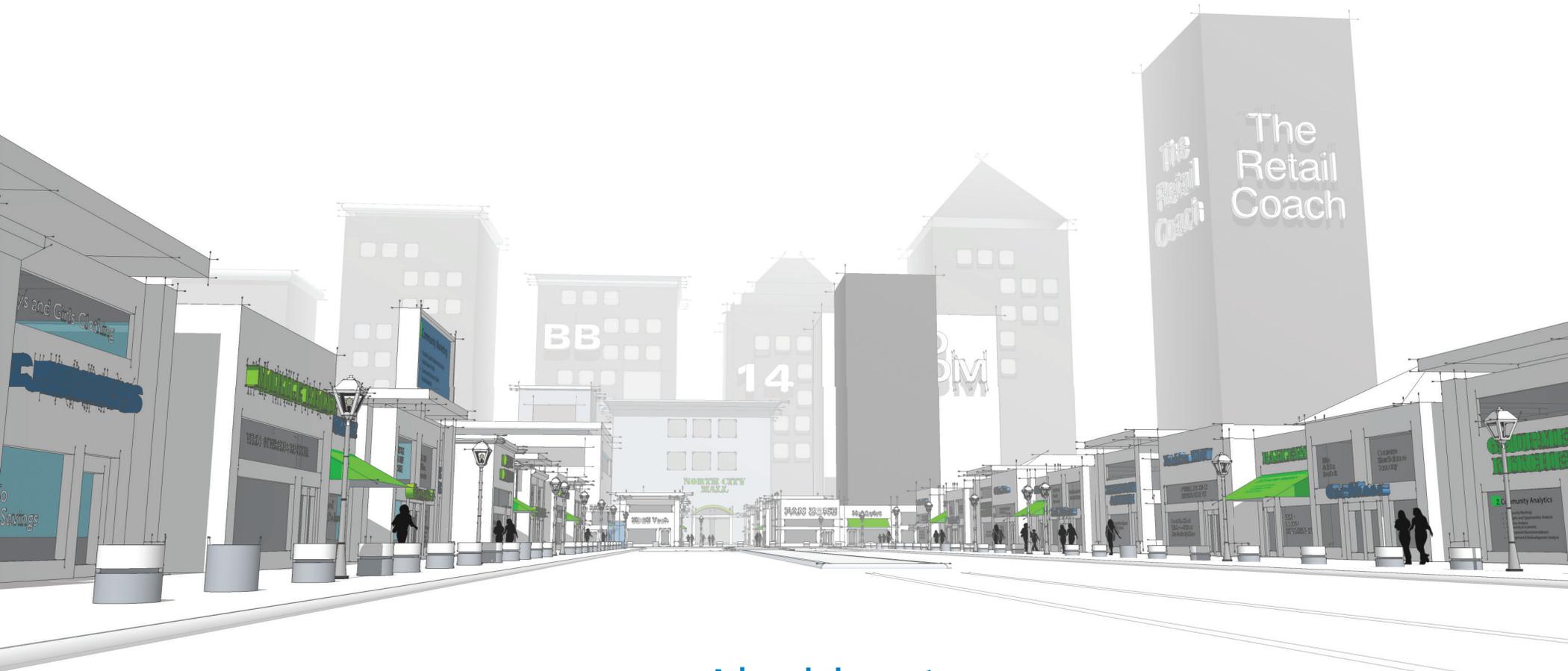
Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

## The Retail Coach - It’s not about data. It’s about your success.

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## 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, Nielsen 2013/2014, ESRI 2013, U.S. Census Bureau, Economy.com, 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.

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