TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE
Montgomery, Texas

Prepared for
Montgomery Office of Economic Development
February 2018

CITY OF
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TEXAS   EST 1837

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COMMUNITY • DEMOGRAPHIC PROFILE
Montgomery, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	1,299	
2018 Estimate	1,161	
2010 Census	621	
2000 Census	496	
Growth 2018 - 2023		11.89%
Growth 2010 - 2018		86.96%
Growth 2000 - 2010		25.20%
2018 Est. Population by Single-Classification Race	1,161	
White Alone	996	85.79%
Black or African American Alone	94	8.10%
Amer. Indian and Alaska Native Alone	3	0.26%
Asian Alone	12	1.03%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	39	3.36%
Two or More Races	17	1.46%
2018 Est. Population by Hispanic or Latino Origin	1,161	
Not Hispanic or Latino	1,057	91.04%
Hispanic or Latino	104	8.96%
Mexican	84	80.77%
Puerto Rican	3	2.89%
Cuban	3	2.89%
All Other Hispanic or Latino	14	13.46%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	104	
White Alone	59	56.73%
Black or African American Alone	1	0.96%
American Indian and Alaska Native Alone	1	0.96%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	39	37.50%
Two or More Races	4	3.85%
2018 Est. Pop by Race, Asian Alone, by Category	12	
Chinese, except Taiwanese	2	16.67%
Filipino	2	16.67%
Japanese	4	33.33%
Asian Indian	4	33.33%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	1,161	
Arab	0	0.00%
Czech	7	0.60%
Danish	4	0.35%
Dutch	32	2.76%
English	98	8.44%
French (except Basque)	18	1.55%
French Canadian	4	0.35%
German	184	15.85%
Greek	1	0.09%
Hungarian	1	0.09%
Irish	87	7.49%
Italian	18	1.55%
Lithuanian	0	0.00%
United States or American	79	6.80%
Norwegian	8	0.69%
Polish	12	1.03%
Portuguese	0	0.00%
Russian	7	0.60%
Scottish	33	2.84%
Scotch-Irish	12	1.03%
Slovak	1	0.09%
Subsaharan African	0	0.00%
Swedish	4	0.35%
Swiss	4	0.35%
Ukrainian	0	0.00%
Welsh	2	0.17%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	373	32.13%
Ancestry Unclassified	172	14.82%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	1,023	92.83%
Speak Asian/Pacific Island Language at Home	3	0.27%
Speak IndoEuropean Language at Home	9	0.82%
Speak Spanish at Home	67	6.08%
Speak Other Language at Home	0	0.00%
2018 Est. Population by Age	1,161	
Age 0 - 4	59	5.08%
Age 5 - 9	64	5.51%
Age 10 - 14	75	6.46%
Age 15 - 17	55	4.74%
Age 18 - 20	50	4.31%
Age 21 - 24	65	5.60%
Age 25 - 34	122	10.51%
Age 35 - 44	131	11.28%
Age 45 - 54	162	13.95%
Age 55 - 64	170	14.64%
Age 65 - 74	128	11.03%
Age 75 - 84	64	5.51%
Age 85 and over	16	1.38%
Age 16 and over	945	81.40%
Age 18 and over	908	78.21%
Age 21 and over	858	73.90%
Age 65 and over	208	17.92%
2018 Est. Median Age		42.09
2018 Est. Average Age		41.00

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	1,161	
Male	566	48.75%
Female	595	51.25%
2018 Est. Male Population by Age	566	
Age 0 - 4	31	5.48%
Age 5 - 9	31	5.48%
Age 10 - 14	37	6.54%
Age 15 - 17	28	4.95%
Age 18 - 20	26	4.59%
Age 21 - 24	33	5.83%
Age 25 - 34	60	10.60%
Age 35 - 44	66	11.66%
Age 45 - 54	75	13.25%
Age 55 - 64	81	14.31%
Age 65 - 74	62	10.95%
Age 75 - 84	31	5.48%
Age 85 and over	5	0.88%
2018 Est. Median Age, Male		40.75
2018 Est. Average Age, Male		40.30

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	595	
Age 0 - 4	28	4.71%
Age 5 - 9	33	5.55%
Age 10 - 14	38	6.39%
Age 15 - 17	27	4.54%
Age 18 - 20	24	4.03%
Age 21 - 24	32	5.38%
Age 25 - 34	62	10.42%
Age 35 - 44	65	10.92%
Age 45 - 54	87	14.62%
Age 55 - 64	89	14.96%
Age 65 - 74	66	11.09%
Age 75 - 84	33	5.55%
Age 85 and over	11	1.85%
2018 Est. Median Age, Female		43.39
2018 Est. Average Age, Female		41.60
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	276	28.66%
Males, Never Married	151	15.68%
Females, Never Married	125	12.98%
Married, Spouse present	484	50.26%
Married, Spouse absent	69	7.17%
Widowed	54	5.61%
Males Widowed	14	1.45%
Females Widowed	40	4.15%
Divorced	80	8.31%
Males Divorced	30	3.12%
Females Divorced	50	5.19%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	13	1.6%
Some High School, no diploma	25	3.2%
High School Graduate (or GED)	262	33.0%
Some College, no degree	203	25.6%
Associate Degree	70	8.8%
Bachelor's Degree	159	20.1%
Master's Degree	38	4.8%
Professional School Degree	15	1.9%
Doctorate Degree	8	1.0%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	17	32.69%
High School Graduate	13	25.00%
Some College or Associate's Degree	7	13.46%
Bachelor's Degree or Higher	15	28.85%
Households		
2023 Projection	514	
2018 Estimate	453	
2010 Census	234	
2000 Census	182	
Growth 2018 - 2023		13.47%
Growth 2010 - 2018		93.59%
Growth 2000 - 2010		28.57%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	453	
Family Households	340	75.06%
Nonfamily Households	113	24.95%
2018 Est. Group Quarters Population	0	
2018 Households by Ethnicity, Hispanic/Latino	28	
2018 Est. Households by Household Income	453	
Income < $15,000	39	8.61%
Income $15,000 - $24,999	41	9.05%
Income $25,000 - $34,999	34	7.51%
Income $35,000 - $49,999	46	10.16%
Income $50,000 - $74,999	67	14.79%
Income $75,000 - $99,999	47	10.38%
Income $100,000 - $124,999	45	9.93%
Income $125,000 - $149,999	53	11.70%
Income $150,000 - $199,999	41	9.05%
Income $200,000 - $249,999	13	2.87%
Income $250,000 - $499,999	20	4.42%
Income $500,000+	7	1.55%
2018 Est. Average Household Income		$100,685
2018 Est. Median Household Income		$74,784

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$81,119
Black or African American Alone		$34,362
American Indian and Alaska Native Alone		$112,500
Asian Alone		$200,000
Native Hawaiian and Other Pacific Islander Alone		$0
Some Other Race Alone		$43,246
Two or More Races		$25,000
Hispanic or Latino		$50,000
Not Hispanic or Latino		$76,717
2018 Est. Family HH Type by Presence of Own Child.	340	
Married-Couple Family, own children	110	32.35%
Married-Couple Family, no own children	159	46.77%
Male Householder, own children	10	2.94%
Male Householder, no own children	13	3.82%
Female Householder, own children	27	7.94%
Female Householder, no own children	21	6.18%
2018 Est. Households by Household Size	453	
1-person	105	23.18%
2-person	161	35.54%
3-person	77	17.00%
4-person	69	15.23%
5-person	28	6.18%
6-person	10	2.21%
7-or-more-person	3	0.66%
2018 Est. Average Household Size		2.56

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	453	
Households with 1 or More People under Age 18:	167	36.87%
Married-Couple Family	119	71.26%
Other Family, Male Householder	13	7.78%
Other Family, Female Householder	34	20.36%
Nonfamily, Male Householder	1	0.60%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	286	63.14%
Married-Couple Family	150	52.45%
Other Family, Male Householder	10	3.50%
Other Family, Female Householder	15	5.25%
Nonfamily, Male Householder	57	19.93%
Nonfamily, Female Householder	54	18.88%
2018 Est. Households by Number of Vehicles	453	
No Vehicles	37	8.17%
1 Vehicle	138	30.46%
2 Vehicles	151	33.33%
3 Vehicles	73	16.12%
4 Vehicles	29	6.40%
5 or more Vehicles	25	5.52%
2018 Est. Average Number of Vehicles		2

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	386	
2018 Estimate	340	
2010 Census	176	
2000 Census	140	
Growth 2018 - 2023		13.53%
Growth 2010 - 2018		93.18%
Growth 2000 - 2010		25.71%
2018 Est. Families by Poverty Status	340	
2018 Families at or Above Poverty	312	91.77%
2018 Families at or Above Poverty with Children	154	45.29%
2018 Families Below Poverty	28	8.24%
2018 Families Below Poverty with Children	22	6.47%
2018 Est. Pop 16+ by Employment Status	945	
Civilian Labor Force, Employed	523	55.34%
Civilian Labor Force, Unemployed	25	2.65%
Armed Forces	0	0.00%
Not in Labor Force	397	42.01%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	540	
For-Profit Private Workers	386	71.48%
Non-Profit Private Workers	17	3.15%
Local Government Workers	11	2.04%
State Government Workers	14	2.59%
Federal Government Workers	36	6.67%
Self-Employed Workers	73	13.52%
Unpaid Family Workers	3	0.56%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	540	
Architect/Engineer	3	0.56%
Arts/Entertainment/Sports	20	3.70%
Building Grounds Maintenance	11	2.04%
Business/Financial Operations	26	4.82%
Community/Social Services	5	0.93%
Computer/Mathematical	14	2.59%
Construction/Extraction	47	8.70%
Education/Training/Library	38	7.04%
Farming/Fishing/Forestry	4	0.74%
Food Prep/Serving	37	6.85%
Health Practitioner/Technician	31	5.74%
Healthcare Support	8	1.48%
Maintenance Repair	24	4.44%
Legal	0	0.00%
Life/Physical/Social Science	0	0.00%
Management	65	12.04%
Office/Admin. Support	59	10.93%
Production	16	2.96%
Protective Services	6	1.11%
Sales/Related	75	13.89%
Personal Care/Service	20	3.70%
Transportation/Moving	31	5.74%
2018 Est. Pop 16+ by Occupation Classification	540	
Blue Collar	336	62.22%
White Collar	118	21.85%
Service and Farm	86	15.93%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	533	
Drove Alone	419	78.61%
Car Pooled	49	9.19%
Public Transportation	11	2.06%
Walked	3	0.56%
Bicycle	0	0.00%
Other Means	1	0.19%
Worked at Home	50	9.38%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	75	
15 - 29 Minutes	131	
30 - 44 Minutes	97	
45 - 59 Minutes	65	
60 or more Minutes	118	
2018 Est. Avg Travel Time to Work in Minutes		41
2018 Est. Occupied Housing Units by Tenure	453	
Owner Occupied	371	81.90%
Renter Occupied	82	18.10%
2018 Owner Occ. HUs: Avg. Length of Residence		10.2
2018 Renter Occ. HUs: Avg. Length of Residence		5.9

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	453	
Value Less than $20,000	18	4.85%
Value $20,000 - $39,999	11	2.97%
Value $40,000 - $59,999	24	6.47%
Value $60,000 - $79,999	16	4.31%
Value $80,000 - $99,999	36	9.70%
Value $100,000 - $149,999	26	7.01%
Value $150,000 - $199,999	43	11.59%
Value $200,000 - $299,999	64	17.25%
Value $300,000 - $399,999	45	12.13%
Value $400,000 - $499,999	25	6.74%
Value $500,000 - $749,999	20	5.39%
Value $750,000 - $999,999	17	4.58%
Value $1,000,000 or $1,499,999	9	2.43%
Value $1,500,000 or $1,999,999	9	2.43%
Value $2,000,000+	8	2.16%
2018 Est. Median All Owner-Occupied Housing Value		$215,353
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	326	61.98%
1 Unit Detached	3	0.57%
2 Units	3	0.57%
3 or 4 Units	11	2.09%
5 to 19 Units	35	6.65%
20 to 49 Units	10	1.90%
50 or More Units	23	4.37%
Mobile Home or Trailer	115	21.86%
Boat, RV, Van, etc.	0	0.00%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	68	12.93%
Housing Units Built 2010 to 2014	38	7.22%
Housing Units Built 2000 to 2009	131	24.91%
Housing Units Built 1990 to 1999	117	22.24%
Housing Units Built 1980 to 1989	46	8.75%
Housing Units Built 1970 to 1979	85	16.16%
Housing Units Built 1960 to 1969	9	1.71%
Housing Units Built 1950 to 1959	8	1.52%
Housing Units Built 1940 to 1949	15	2.85%
Housing Unit Built 1939 or Earlier	9	1.71%
2018 Est. Median Year Structure Built		1998

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

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

Retail360®

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.

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

The Retail Coach –
"*It's not about data. It's about your success.*"

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