



COMMUNITY DEMOGRAPHIC PROFILE

Sunnyvale, Texas

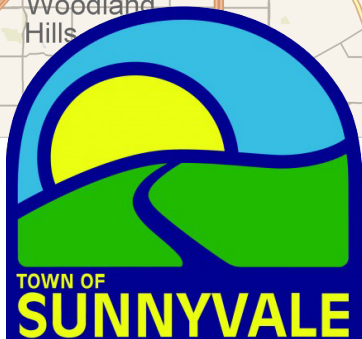
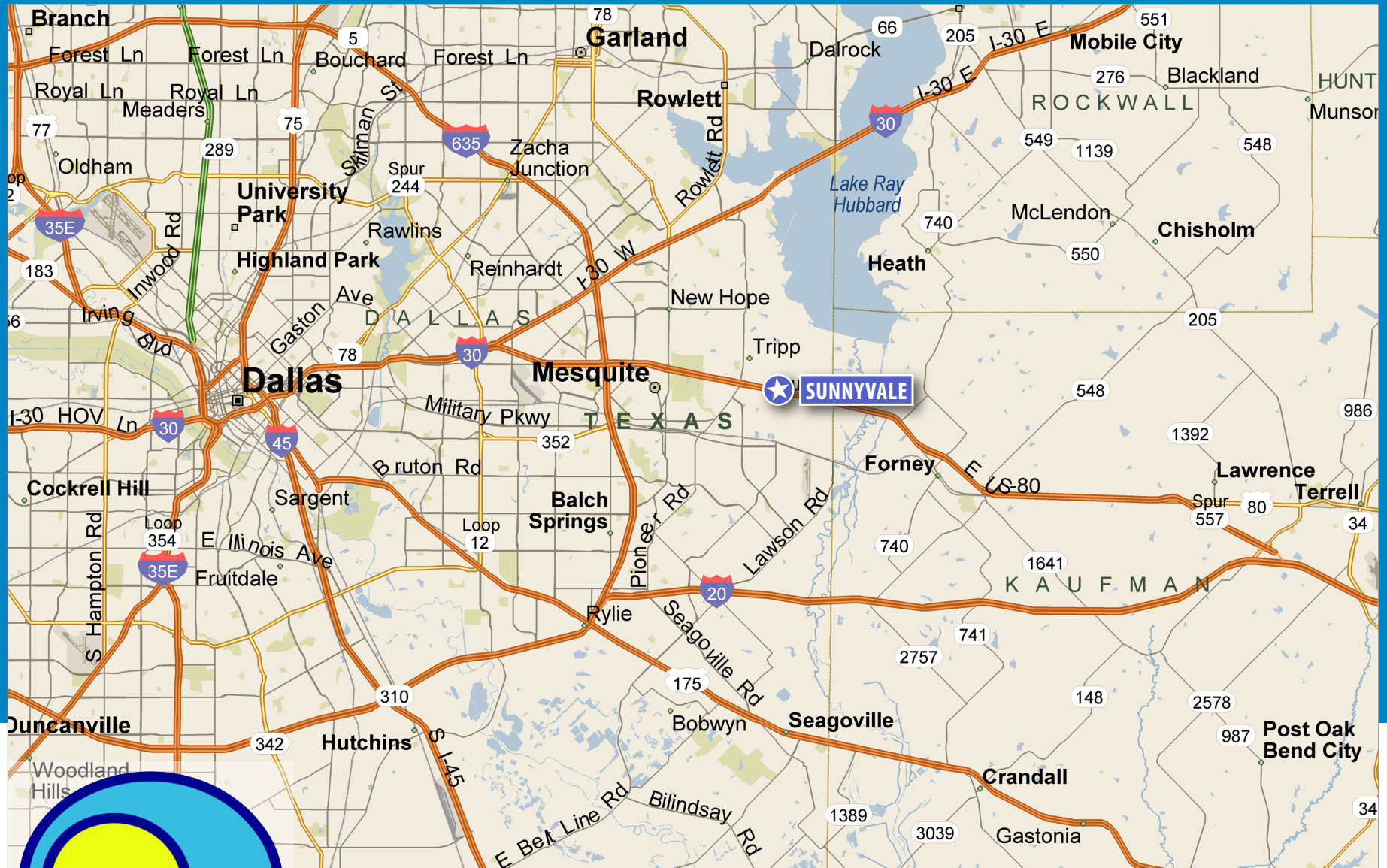


Prepared for
Sunnyvale Economic Development Corporations
July 2015



Location Map

Sunnyvale, Texas



Contact Information

Randall Heye, AICP, Economic Development Director
Sunnyvale Economic Development Corporations
127 N. Collins Road
Sunnyvale, Texas 75182

Phone 972.203.4139
randall.hey@townofsunnyvale.org
www.townofsunnyvale.us

Community Demographics

Sunnyvale, Texas

Summary	Census 2010	2015	2020	
Population	5,130	5,722	7,237	
Households	1,639	1,835	2,335	
Families	1,474	1,524	1,948	
Average Household Size	3.13	3.12	3.10	
Owner Occupied Housing Units	1,553	1,518	1,982	
Renter Occupied Housing Units	86	317	353	
Median Age	42.7	41.9	43.2	
Trends: 2015 - 2020 Annual Rate	Area	State	National	
Population	4.81%	1.52%	0.75%	
Households	4.94%	1.54%	0.77%	
Families	5.03%	1.49%	0.69%	
Owner HHs	5.48%	1.47%	0.70%	
Median Household Income	5.29%	2.84%	2.66%	
Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	119	6.5%	123	5.3%
\$15,000 - \$24,999	88	4.8%	65	2.8%
\$25,000 - \$34,999	102	5.6%	98	4.2%
\$35,000 - \$49,999	148	8.1%	153	6.6%
\$50,000 - \$74,999	315	17.2%	325	13.9%
\$75,000 - \$99,999	210	11.4%	225	9.6%
\$100,000 - \$149,999	280	15.3%	402	17.2%
\$150,000 - \$199,999	204	11.1%	380	16.3%
\$200,000+	369	20.1%	564	24.2%
Median Household Income	\$90,912		\$117,657	
Average Household Income	\$129,117		\$155,778	
Per Capita Income	\$43,371		\$52,080	

Community Demographics

Sunnyvale, Texas

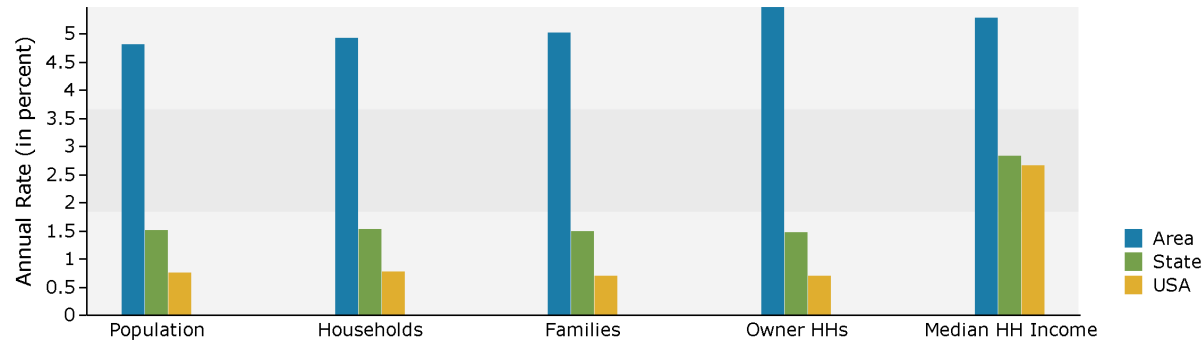
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	285	5.6%	309	5.4%	375	5.2%
5 - 9	346	6.7%	364	6.4%	415	5.7%
10 - 14	445	8.7%	419	7.3%	502	6.9%
15 - 19	404	7.9%	409	7.1%	472	6.5%
20 - 24	236	4.6%	334	5.8%	342	4.7%
25 - 34	381	7.4%	602	10.5%	835	11.5%
35 - 44	633	12.3%	639	11.2%	829	11.5%
45 - 54	1,061	20.7%	907	15.8%	965	13.3%
55 - 64	761	14.8%	948	16.6%	1,232	17.0%
65 - 74	375	7.3%	489	8.5%	827	11.4%
75 - 84	151	2.9%	226	3.9%	336	4.6%
85+	52	1.0%	77	1.3%	108	1.5%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,508	68.4%	3,734	65.3%	4,454	61.5%
Black Alone	317	6.2%	570	10.0%	719	9.9%
American Indian Alone	21	0.4%	37	0.6%	46	0.6%
Asian Alone	1,049	20.4%	1,025	17.9%	1,554	21.5%
Pacific Islander Alone	1	0.0%	1	0.0%	2	0.0%
Some Other Race Alone	97	1.9%	198	3.5%	255	3.5%
Two or More Races	137	2.7%	156	2.7%	208	2.9%
Hispanic Origin (Any Race)	448	8.7%	785	13.7%	1,042	14.4%

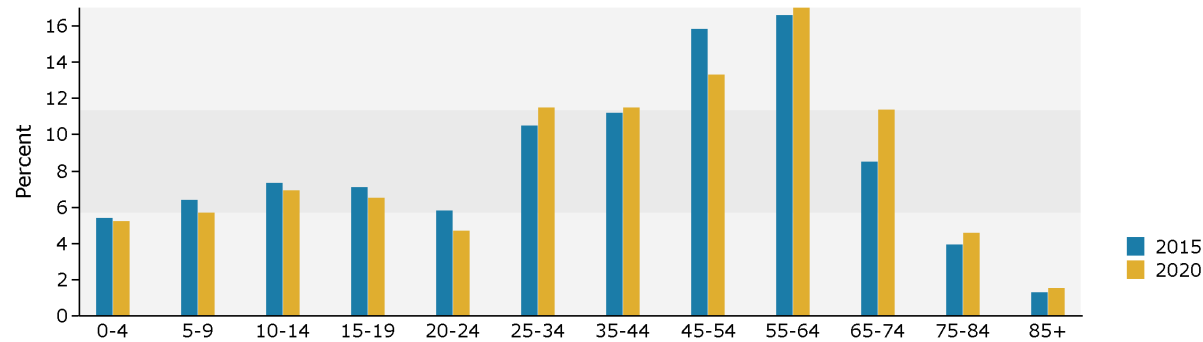
Community Demographics

Sunnyvale, Texas

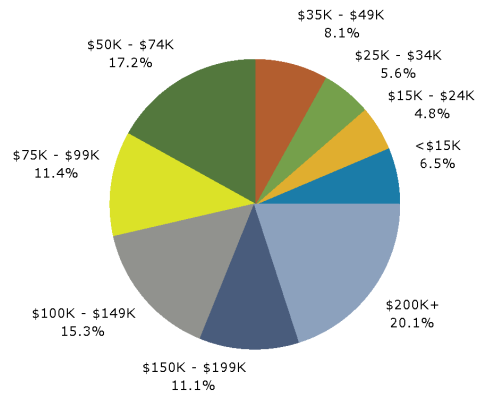
Trends 2015-2020



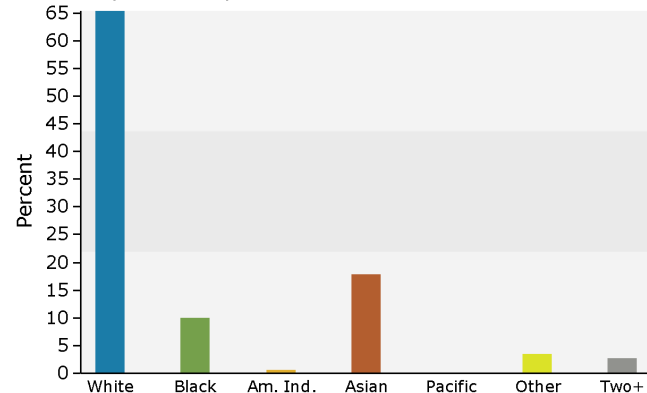
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 13.7%



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

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.**

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802
tel 800.851.0962 | fax 662.844.2738 | e-mail info@theretailcoach.net | web www.theretailcoach.net



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 2014/2015, ESRI 2015, 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.

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