



RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Sunnyvale, Texas

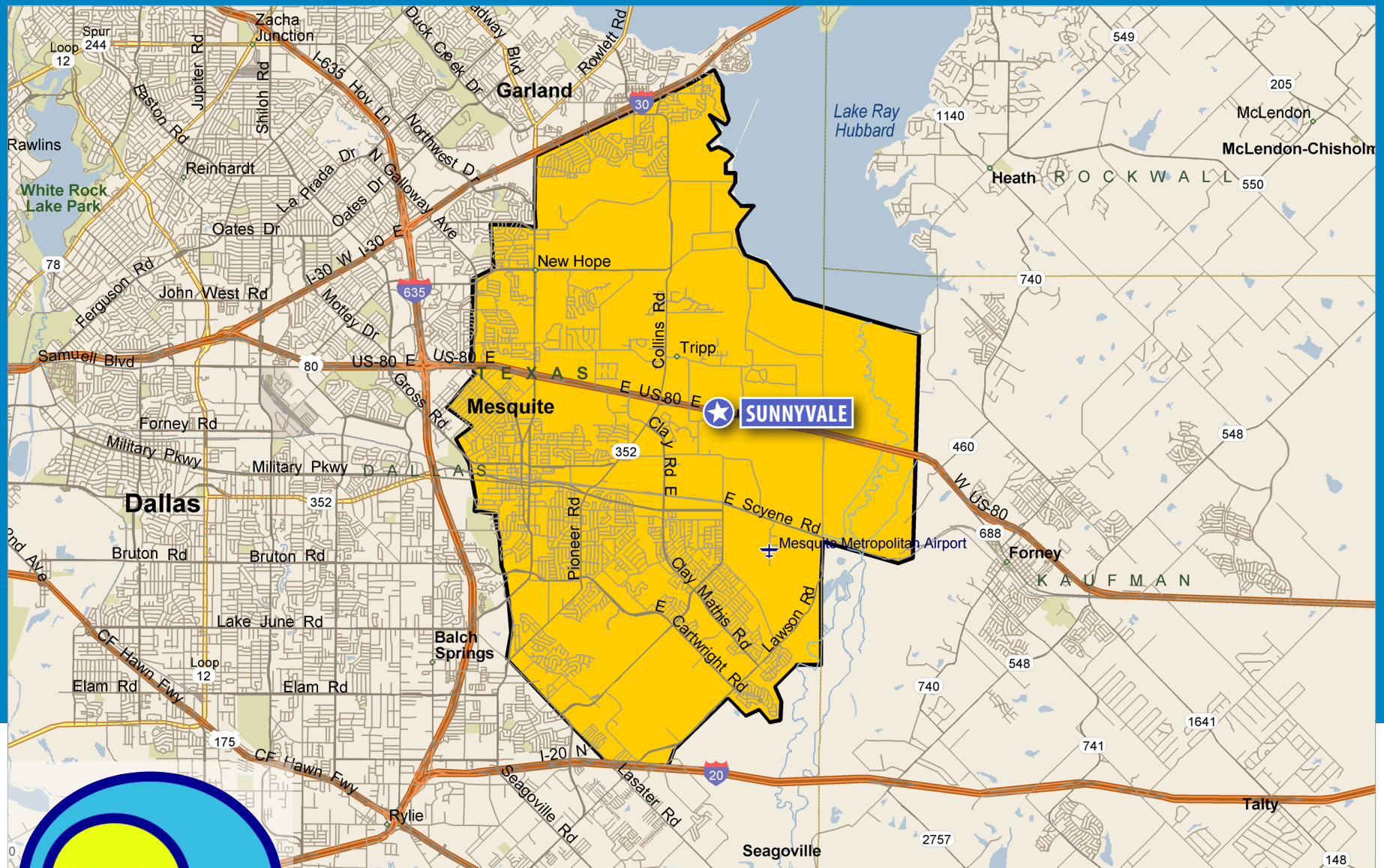


Prepared for
Sunnyvale Economic Development Corporations
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Retail Trade Area

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

Retail Trade Area | Demographics

Sunnyvale, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	93,469	
2015 Estimate	87,387	
2010 Census	81,531	
2000 Census	68,631	
Growth 2015-2020	6.96%	
Growth 2010-2015	7.18%	
Growth 2000-2010	18.80%	
2015 Est. Population by Single-Classification Race	87,387	
White Alone	49,083	56.17
Black or African American Alone	20,804	23.81
Amer. Indian and Alaska Native Alone	548	0.63
Asian Alone	5,072	5.80
Native Hawaiian and Other Pac. Isl. Alone	75	0.09
Some Other Race Alone	8,638	9.88
Two or More Races	3,167	3.62
2015 Est. Population by Hispanic or Latino Origin	87,387	
Not Hispanic or Latino	63,190	72.31
Hispanic or Latino:	24,197	27.69
Mexican	20,013	82.71
Puerto Rican	454	1.88
Cuban	205	0.85
All Other Hispanic or Latino	3,524	14.56

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	24,197	
White Alone	13,886	57.39
Black or African American Alone	314	1.30
American Indian and Alaska Native Alone	254	1.05
Asian Alone	47	0.19
Native Hawaiian and Other Pacific Islander Alone	18	0.07
Some Other Race Alone	8,520	35.21
Two or More Races	1,158	4.79
2015 Est. Pop by Race, Asian Alone, by Category	5,072	
Chinese, except Taiwanese	137	2.70
Filipino	1,136	22.40
Japanese	10	0.20
Asian Indian	2,761	54.44
Korean	144	2.84
Vietnamese	469	9.25
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	21	0.41
All Other Asian Races Including 2+ Category	394	7.77
2015 Est. Population by Ancestry	87,387	
Arab	706	0.81
Czech	145	0.17
Danish	60	0.07
Dutch	307	0.35
English	3,045	3.48
French (except Basque)	544	0.62
French Canadian	32	0.04
German	3,941	4.51
Greek	23	0.03

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DESCRIPTION	DATA	%
Hungarian	23	0.03
Irish	2,336	2.67
Italian	599	0.69
Lithuanian	16	0.02
United States or American	11,192	12.81
Norwegian	165	0.19
Polish	454	0.52
Portuguese	57	0.07
Russian	45	0.05
Scottish	436	0.50
Scotch-Irish	378	0.43
Slovak	20	0.02
Subsaharan African	1,632	1.87
Swedish	135	0.15
Swiss	10	0.01
Ukrainian	25	0.03
Welsh	129	0.15
West Indian (except Hisp. groups)	80	0.09
Other ancestries	52,688	60.29
Ancestry Unclassified	8,164	9.34
2015 Est. Pop Age 5+ by Language Spoken at Home	80,959	
Speak Only English at Home	56,851	70.22
Speak Asian/Pac. Isl. Lang. at Home	3,080	3.80
Speak IndoEuropean Language at Home	1,338	1.65
Speak Spanish at Home	17,961	22.19
Speak Other Language at Home	1,729	2.14
2015 Est. Population by Sex	87,387	
Male	41,994	48.06
Female	45,393	51.94

DESCRIPTION	DATA	%
2015 Est. Population by Age	87,387	
Age 0 - 4	6,428	7.36
Age 5 - 9	6,193	7.09
Age 10 - 14	7,008	8.02
Age 15 - 17	4,576	5.24
Age 18 - 20	4,110	4.70
Age 21 - 24	5,420	6.20
Age 25 - 34	10,331	11.82
Age 35 - 44	11,587	13.26
Age 45 - 54	12,944	14.81
Age 55 - 64	10,606	12.14
Age 65 - 74	5,089	5.82
Age 75 - 84	2,264	2.59
Age 85 and over	832	0.95
Age 16 and over	66,252	75.81
Age 18 and over	63,182	72.30
Age 21 and over	59,072	67.60
Age 65 and over	8,184	9.37
2015 Est. Median Age	34.6	
2015 Est. Average Age	35.4	

Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	41,994	
Age 0 - 4	3,287	7.83
Age 5 - 9	3,178	7.57
Age 10 - 14	3,568	8.50
Age 15 - 17	2,313	5.51
Age 18 - 20	2,106	5.02
Age 21 - 24	2,759	6.57
Age 25 - 34	4,888	11.64
Age 35 - 44	5,301	12.62
Age 45 - 54	6,063	14.44
Age 55 - 64	5,074	12.08
Age 65 - 74	2,313	5.51
Age 75 - 84	892	2.12
Age 85 and over	253	0.60
2015 Est. Median Age, Male	32.7	
2015 Est. Average Age, Male	34.3	
2015 Est. Female Population by Age	45,393	
Age 0 - 4	3,141	6.92
Age 5 - 9	3,015	6.64
Age 10 - 14	3,440	7.58
Age 15 - 17	2,262	4.98
Age 18 - 20	2,004	4.41
Age 21 - 24	2,662	5.86
Age 25 - 34	5,443	11.99
Age 35 - 44	6,287	13.85
Age 45 - 54	6,882	15.16
Age 55 - 64	5,532	12.19
Age 65 - 74	2,776	6.12
Age 75 - 84	1,371	3.02
Age 85 and over	579	1.28

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	36.2	
2015 Est. Average Age, Female	36.5	
2015 Est. Pop Age 15+ by Marital Status	67,758	
Total, Never Married	20,012	29.53
Males, Never Married	9,681	14.29
Females, Never Married	10,331	15.25
Married, Spouse present	35,003	51.66
Married, Spouse absent	3,087	4.56
Widowed	3,056	4.51
Males Widowed	485	0.72
Females Widowed	2,571	3.79
Divorced	6,601	9.74
Males Divorced	2,474	3.65
Females Divorced	4,127	6.09
2015 Est. Pop Age 25+ by Edu. Attainment	53,652	
Less than 9th grade	3,228	6.02
Some High School, no diploma	5,454	10.17
High School Graduate (or GED)	15,240	28.41
Some College, no degree	13,575	25.30
Associate Degree	4,662	8.69
Bachelor's Degree	7,689	14.33
Master's Degree	3,052	5.69
Professional School Degree	589	1.10
Doctorate Degree	164	0.31
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	12,148	
No High School Diploma	4,535	37.33
High School Graduate	2,733	22.50
Some College or Associate's Degree	3,654	30.08
Bachelor's Degree or Higher	1,226	10.09

Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
Households		
2020 Projection	30,531	
2015 Estimate	28,680	
2010 Census	27,069	
2000 Census	22,824	
Growth 2015-2020	6.45%	
Growth 2010-2015	5.95%	
Growth 2000-2010	18.60%	
2015 Est. Households by Household Type	28,680	
Family Households	22,667	79.03
Nonfamily Households	6,013	20.97
2015 Est. Group Quarters Population	425	
2015 HHs by Ethnicity, Hispanic/Latino	6,020	20.99
2015 Est. Households by HH Income	28,680	
Income < \$15,000	2,389	8.33
Income \$15,000 - \$24,999	2,829	9.86
Income \$25,000 - \$34,999	2,422	8.44
Income \$35,000 - \$49,999	3,918	13.66
Income \$50,000 - \$74,999	6,373	22.22
Income \$75,000 - \$99,999	4,402	15.35
Income \$100,000 - \$124,999	2,969	10.35
Income \$125,000 - \$149,999	1,517	5.29
Income \$150,000 - \$199,999	1,151	4.01
Income \$200,000 - \$249,999	326	1.14
Income \$250,000 - \$499,999	346	1.21
Income \$500,000+	41	0.14

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$71,429	
2015 Est. Median Household Income	\$60,918	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	63,451	
Black or African American Alone	56,322	
American Indian and Alaska Native Alone	44,866	
Asian Alone	80,442	
Native Hawaiian and Other Pacific Islander Alone	71,626	
Some Other Race Alone	44,778	
Two or More Races	60,679	
Hispanic or Latino	54,358	
Not Hispanic or Latino	62,673	
2015 Est. Family HH Type by Presence of Own Child.	22,667	
Married-Couple Family, own children	8,246	36.38
Married-Couple Family, no own children	8,096	35.72
Male Householder, own children	818	3.61
Male Householder, no own children	706	3.11
Female Householder, own children	2,867	12.65
Female Householder, no own children	1,935	8.54
2015 Est. Households by Household Size	28,680	
1-person	4,946	17.25
2-person	7,890	27.51
3-person	5,668	19.76
4-person	5,164	18.01
5-person	2,936	10.24
6-person	1,274	4.44
7-or-more-person	802	2.80

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	3.03	
2015 Est. Households by Presence of People Under 18	28,680	
Households with 1 or More People under Age 18:	13,393	46.70
Married-Couple Family	8,885	66.34
Other Family, Male Householder	995	7.43
Other Family, Female Householder	3,427	25.59
Nonfamily, Male Householder	60	0.45
Nonfamily, Female Householder	26	0.19
Households with No People under Age 18:	15,287	53.30
Married-Couple Family	7,456	48.77
Other Family, Male Householder	520	3.40
Other Family, Female Householder	1,373	8.98
Nonfamily, Male Householder	2,486	16.26
Nonfamily, Female Householder	3,453	22.59
2015 Est. Households by Number of Vehicles	28,680	
No Vehicles	866	3.02
1 Vehicle	7,555	26.34
2 Vehicles	12,590	43.90
3 Vehicles	5,722	19.95
4 Vehicles	1,582	5.52
5 or more Vehicles	366	1.28
2015 Est. Average Number of Vehicles	2.0	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	24,154	
2015 Estimate	22,667	
2010 Census	21,365	
2000 Census	18,491	
Growth 2015-2020	6.56%	
Growth 2010-2015	6.10%	
Growth 2000-2010	15.54%	
2015 Est. Families by Poverty Status	22,667	
2015 Families at or Above Poverty	20,218	89.20
2015 Families at or Above Poverty with Children	10,874	47.97
2015 Families Below Poverty	2,449	10.80
2015 Families Below Poverty with Children	2,129	9.39
2015 Est. Pop Age 16+ by Employment Status	66,252	
In Armed Forces	42	0.06
Civilian - Employed	42,785	64.58
Civilian - Unemployed	3,513	5.30
Not in Labor Force	19,911	30.05
2015 Est. Civ. Employed Pop 16+ by Class of Worker	43,141	
For-Profit Private Workers	32,121	74.46
Non-Profit Private Workers	2,130	4.94
Local Government Workers	3,089	7.16
State Government Workers	1,250	2.90
Federal Government Workers	1,002	2.32
Self-Employed Workers	3,464	8.03
Unpaid Family Workers	85	0.20

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	43,141	
Architect/Engineer	631	1.46
Arts/Entertainment/Sports	426	0.99
Building Grounds Maintenance	1,411	3.27
Business/Financial Operations	2,239	5.19
Community/Social Services	723	1.68
Computer/Mathematical	977	2.26
Construction/Extraction	2,716	6.30
Education/Training/Library	2,718	6.30
Farming/Fishing/Forestry	50	0.12
Food Prep/Serving	1,940	4.50
Health Practitioner/Technician	2,402	5.57
Healthcare Support	1,318	3.06
Maintenance Repair	1,827	4.23
Legal	389	0.90
Life/Physical/Social Science	90	0.21
Management	3,463	8.03
Office/Admin. Support	7,432	17.23
Production	2,705	6.27
Protective Services	1,007	2.33
Sales/Related	4,500	10.43
Personal Care/Service	1,128	2.61
Transportation/Moving	3,048	7.07
2015 Est. Pop 16+ by Occupation Classification	43,141	
Blue Collar	10,296	23.87
White Collar	25,990	60.24
Service and Farm	6,854	15.89

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	42,583	
Drove Alone	36,248	85.12
Car Pooled	4,401	10.34
Public Transportation	256	0.60
Walked	195	0.46
Bicycle	20	0.05
Other Means	369	0.87
Worked at Home	1,093	2.57
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	6,431	
15 - 29 Minutes	10,911	
30 - 44 Minutes	14,351	
45 - 59 Minutes	6,172	
60 or more Minutes	3,734	
2015 Est. Avg. Travel Time to Work in Minutes	34.22	
2015 Est. Occupied Housing Units by Tenure	28,680	
Owner Occupied	21,610	75.35
Renter Occupied	7,071	24.65
2015 Owner Occ. HUs: Avg. Length of Residence	14.2	
2015 Renter Occ. HUs: Avg. Length of Residence	7.1	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	21,610	
Value Less than \$20,000	198	0.92
Value \$20,000 - \$39,999	124	0.57
Value \$40,000 - \$59,999	752	3.48
Value \$60,000 - \$79,999	1,294	5.99
Value \$80,000 - \$99,999	2,456	11.37
Value \$100,000 - \$149,999	7,869	36.41
Value \$150,000 - \$199,999	5,057	23.40
Value \$200,000 - \$299,999	2,035	9.42
Value \$300,000 - \$399,999	941	4.35
Value \$400,000 - \$499,999	425	1.97
Value \$500,000 - \$749,999	249	1.15
Value \$750,000 - \$999,999	76	0.35
Value \$1,000,000 or more	133	0.62
2015 Est. Median All Owner-Occupied Housing Value	\$138,001	
2015 Est. Housing Units by Units in Structure	30,183	
1 Unit Attached	643	2.13
1 Unit Detached	25,626	84.90
2 Units	50	0.17
3 or 4 Units	223	0.74
5 to 19 Units	2,225	7.37
20 to 49 Units	445	1.47
50 or More Units	501	1.66
Mobile Home or Trailer	442	1.46
Boat, RV, Van, etc.	26	0.09

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	30,183	
Housing Units Built 2010 or later	1,761	5.83
Housing Units Built 2000 to 2009	5,745	19.03
Housing Units Built 1990 to 1999	6,307	20.90
Housing Units Built 1980 to 1989	6,778	22.46
Housing Units Built 1970 to 1979	4,819	15.97
Housing Units Built 1960 to 1969	1,911	6.33
Housing Units Built 1950 to 1959	2,330	7.72
Housing Units Built 1940 to 1949	283	0.94
Housing Unit Built 1939 or Earlier	248	0.82
2015 Est. Median Year Structure Built**	1988	



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

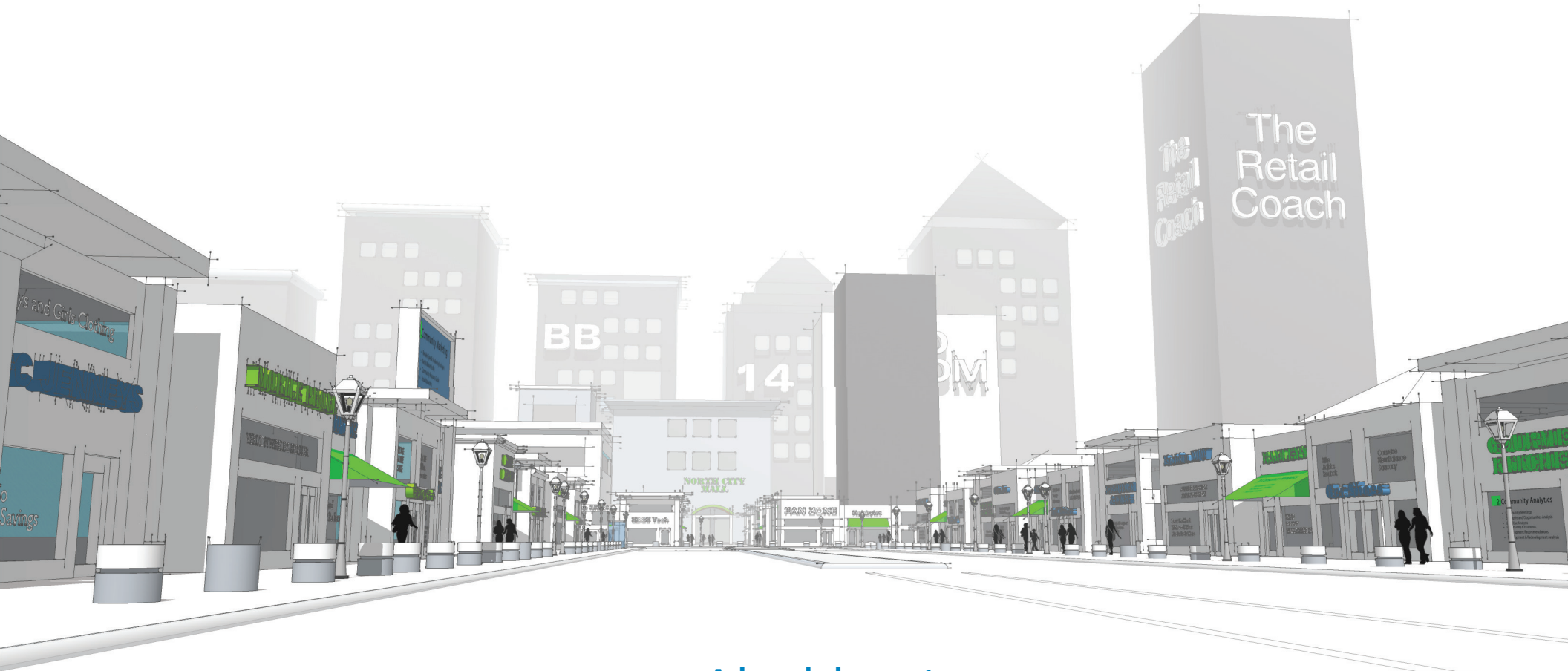
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through 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

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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.

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