



PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Selma, Texas



Prepared for
City of Selma
December 2013



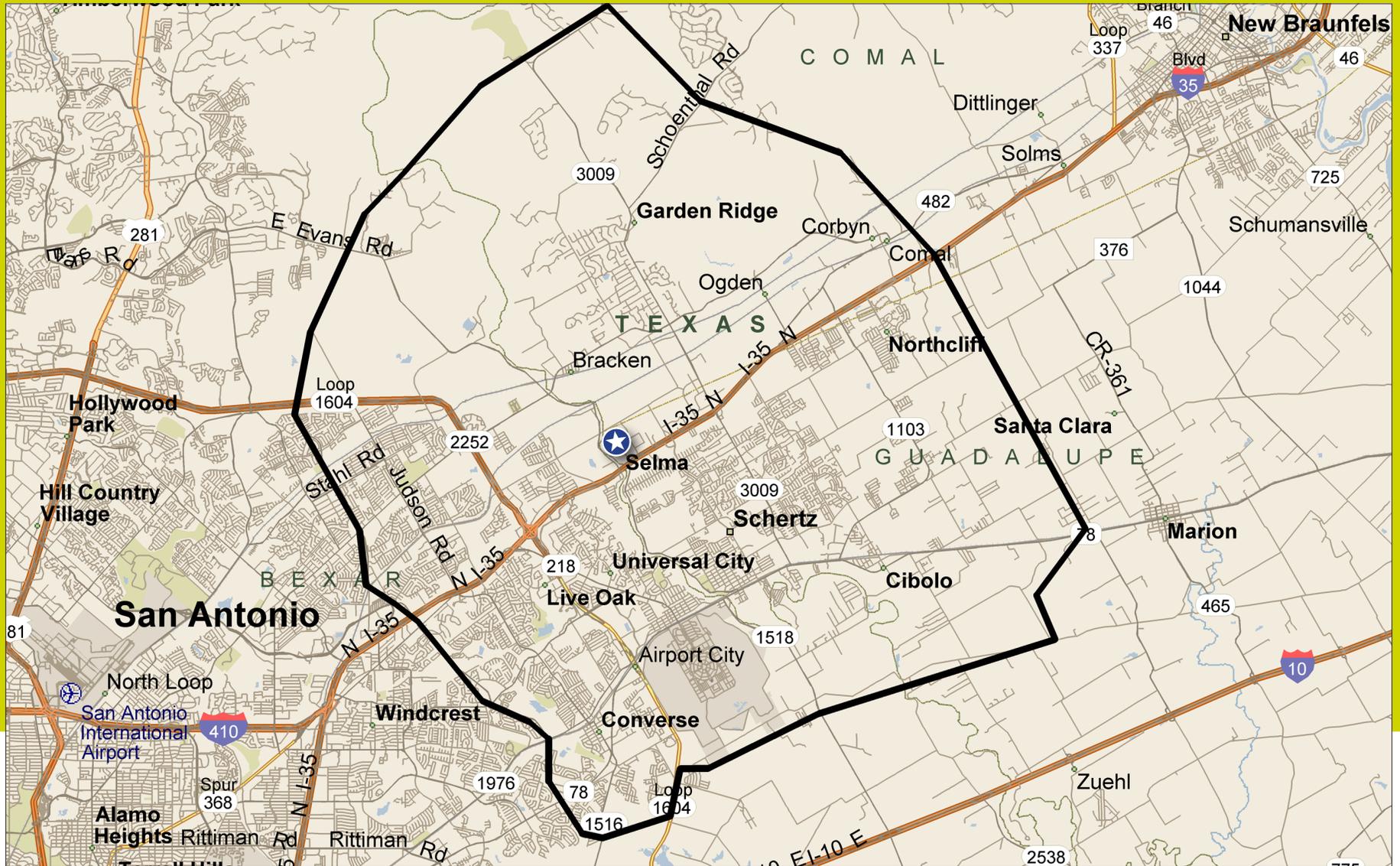
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PRIMARY RETAIL TRADE AREA

Selma, Texas



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PRIMARY RETAIL TRADE AREA | GAP/OPPORTUNITY ANALYSIS | SUMMARY

Selma, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
	Total Retail Sales Incl Eating and Drinking Places	2,722,991,279	352,248,822	(2,370,742,457)	-87%
441	Motor Vehicle and Parts Dealers	398,969,873	51,174,688	(347,795,185)	-87%
4411	Automotive Dealers	340,272,559	43,506,876	(296,765,683)	-87%
4412	Other Motor Vehicle Dealers	19,563,895	5,819,326	(13,744,569)	-70%
4413	Automotive Parts/Accsrs, Tire Stores	39,133,418	1,848,486	(37,284,932)	-95%
442	Furniture and Home Furnishings Stores	55,192,377	24,000,000	(31,192,377)	-57%
4421	Furniture Stores	29,084,787	20,000,000	(9,084,787)	-31%
4422	Home Furnishing Stores	26,107,590	4,000,000	(22,107,590)	-85%
443	Electronics and Appliance Stores	53,831,639	0	(53,831,639)	-100%
44311	Appliances, TVs, Electronics Stores	39,751,941	0	(39,751,941)	-100%
443111	Household Appliances Stores	6,862,191	0	(6,862,191)	-100%
443112	Radio, Television, Electronics Stores	32,889,751	0	(32,889,751)	-100%
44312	Computer and Software Stores	12,636,830	0	(12,636,830)	-100%
44313	Camera and Photographic Equipment Stores	1,442,868	0	(1,442,868)	-100%
444	Building Material, Garden Equip Stores	264,313,180	0	(264,313,180)	-100%
4441	Building Material and Supply Dealers	238,775,963	0	(238,775,963)	-100%
44411	Home Centers	96,195,547	0	(96,195,547)	-100%
44412	Paint and Wallpaper Stores	4,064,773	0	(4,064,773)	-100%
44413	Hardware Stores	24,149,497	0	(24,149,497)	-100%
44419	Other Building Materials Dealers	114,366,146	0	(114,366,146)	-100%
4442	Lawn, Garden Equipment, Supplies Stores	25,537,216	0	(25,537,216)	-100%
44421	Outdoor Power Equipment Stores	2,572,112	0	(2,572,112)	-100%
44422	Nursery and Garden Centers	22,965,104	0	(22,965,104)	-100%

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SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	353,853,095	824,567	(353,028,528)	-100%
4451	Grocery Stores	305,015,218	0	(305,015,218)	-100%
44511	Supermarkets, Grocery (Ex Conv) Stores	290,158,232	0	(290,158,232)	-100%
44512	Convenience Stores	14,856,986	0	(14,856,986)	-100%
4452	Specialty Food Stores	25,263,283	340,398	(24,922,885)	-99%
4453	Beer, Wine and Liquor Stores	23,574,594	484,169	(23,090,425)	-98%
446	Health and Personal Care Stores	166,213,824	3,232,721	(162,981,103)	-98%
44611	Pharmacies and Drug Stores	131,732,659	0	(131,732,659)	-100%
44612	Cosmetics, Beauty Supplies, Perfume Stores	11,729,820	598,622	(11,131,198)	-95%
44613	Optical Goods Stores	7,865,787	2,401,302	(5,464,485)	-69%
44619	Other Health and Personal Care Stores	14,885,557	232,797	(14,652,760)	-98%
447	Gasoline Stations	285,142,404	8,919,564	(276,222,840)	-97%
44711	Gasoline Stations With Conv Stores	206,708,764	5,928,701	(200,780,063)	-97%
44719	Other Gasoline Stations	78,433,640	2,990,863	(75,442,777)	-96%
448	Clothing and Clothing Accessories Stores	136,422,224	34,777,888	(101,644,336)	-75%
4481	Clothing Stores	102,749,770	31,277,888	(71,471,882)	-70%
44811	Men's Clothing Stores	5,590,390	283,911	(5,306,479)	-95%
44812	Women's Clothing Stores	22,869,178	7,449,768	(15,419,410)	-67%
44813	Childrens, Infants Clothing Stores	6,891,975	2,000,000	(4,891,975)	-71%
44814	Family Clothing Stores	53,919,051	20,749,057	(33,169,994)	-62%
44815	Clothing Accessories Stores	4,267,669	705,076	(3,562,593)	-83%
44819	Other Clothing Stores	9,211,507	90,076	(9,121,431)	-99%
4482	Shoe Stores	16,736,999	2,500,000	(14,236,999)	-85%
4483	Jewelry, Luggage, Leather Goods Stores	16,935,455	1,000,000	(15,935,455)	-94%
44831	Jewelry Stores	15,733,983	1,000,000	(14,733,983)	-94%
44832	Luggage and Leather Goods Stores	1,201,472	0	(1,201,472)	-100%

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SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	55,524,956	48,183,150	(7,341,806)	-13%
4511	Sportng Goods, Hobby, Musical Inst Stores	43,269,093	48,019,946	4,750,853	11%
45111	Sporting Goods Stores	22,049,497	20,000,000	(2,049,497)	-9%
45112	Hobby, Toys and Games Stores	13,123,674	28,000,000	14,876,326	113%
45113	Sew/Needlework/Piece Goods Stores	4,242,864	0	(4,242,864)	-100%
45114	Musical Instrument and Supplies Stores	3,853,058	19,946	(3,833,112)	-99%
4512	Book, Periodical and Music Stores	12,255,863	163,204	(12,092,659)	-99%
45121	Book Stores and News Dealers	9,996,976	152,641	(9,844,335)	-98%
451211	Book Stores	9,133,464	152,641	(8,980,823)	-98%
451212	News Dealers and Newsstands	863,512	0	(863,512)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	2,258,887	10,563	(2,248,324)	-100%
452	General Merchandise Stores	364,586,628	155,000,000	(209,586,628)	-57%
4521	Department Stores Excl Leased Depts	150,555,387	5,000,000	(145,555,387)	-97%
4529	Other General Merchandise Stores	214,031,241	150,000,000	(64,031,241)	-30%
453	Miscellaneous Store Retailers	72,463,321	2,440,069	(70,023,252)	-97%
4531	Florists	3,494,986	0	(3,494,986)	-100%
4532	Office Supplies, Stationery, Gift Stores	23,918,532	1,711,546	(22,206,986)	-93%
45321	Office Supplies and Stationery Stores	13,178,578	234,624	(12,943,954)	-98%
45322	Gift, Novelty and Souvenir Stores	10,739,954	1,476,922	(9,263,032)	-86%
4533	Used Merchandise Stores	7,287,196	165,862	(7,121,334)	-98%
4539	Other Miscellaneous Store Retailers	37,762,607	562,661	(37,199,946)	-99%
454	Non-Store Retailers	215,771,138	6,993,661	(208,777,477)	-97%
722	Foodservice and Drinking Places	300,706,622	16,702,514	(284,004,108)	-94%
7221	Full-Service Restaurants	140,002,367	4,215,523	(135,786,844)	-97%
7222	Limited-Service Eating Places	122,910,997	12,196,472	(110,714,525)	-90%
7223	Special Foodservices	23,781,300	114,677	(23,666,623)	-100%
7224	Drinking Places -Alcoholic Beverages	14,011,958	175,842	(13,836,116)	-99%

PRIMARY RETAIL TRADE AREA | DEMOGRAPHICS

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DESCRIPTION	DATA	%
Population		
2019 Projection	205,049	
2014 Estimate	183,003	
2010 Census	163,983	
2000 Census	104,095	
Growth 2014-2019	12.05%	
Growth 2010-2014	11.60%	
Growth 2000-2010	57.53%	
2014 Est. Pop by Single Race Class	183,003	
White Alone	128,435	70.18
Black or African American Alone	23,957	13.09
Amer. Indian and Alaska Native Alone	1,289	0.70
Asian Alone	5,252	2.87
Native Hawaiian and Other Pac. Isl. Alone	558	0.30
Some Other Race Alone	14,896	8.14
Two or More Races	8,616	4.71
2014 Est. Pop Hisp or Latino by Origin	183,003	
Not Hispanic or Latino	117,889	64.42
Hispanic or Latino:	65,114	35.58
Mexican	51,086	78.46
Puerto Rican	3,813	5.86
Cuban	442	0.68
All Other Hispanic or Latino	9,772	15.01

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	65,114	
White Alone	44,306	68.04
Black or African American Alone	1,425	2.19
American Indian and Alaska Native Alone	655	1.01
Asian Alone	235	0.36
Native Hawaiian and Other Pacific Islander Alone	87	0.13
Some Other Race Alone	14,630	22.47
Two or More Races	3,777	5.80
2014 Est. Pop. Asian Alone Race by Cat	5,252	
Chinese, except Taiwanese	752	14.32
Filipino	1,455	27.70
Japanese	369	7.03
Asian Indian	492	9.37
Korean	771	14.68
Vietnamese	568	10.81
Cambodian	103	1.96
Hmong	15	0.29
Laotian	83	1.58
Thai	318	6.05
All Other Asian Races Including 2+ Category	326	6.21

PRIMARY RETAIL TRADE AREA | DEMOGRAPHICS

Selma, Texas

DESCRIPTION	DATA	%
2014 Est. Population by Ancestry	183,003	
Pop, Arab	308	0.17
Pop, Czech	756	0.41
Pop, Danish	465	0.25
Pop, Dutch	877	0.48
Pop, English	8,788	4.80
Pop, French (except Basque)	3,045	1.66
Pop, French Canadian	691	0.38
Pop, German	22,034	12.04
Pop, Greek	173	0.09
Pop, Hungarian	284	0.16
Pop, Irish	9,841	5.38
Pop, Italian	3,194	1.75
Pop, Lithuanian	71	0.04
Pop, United States or American	6,953	3.80
Pop, Norwegian	802	0.44
Pop, Polish	2,269	1.24
Pop, Portuguese	543	0.30
Pop, Russian	395	0.22
Pop, Scottish	1,951	1.07
Pop, Scotch-Irish	1,597	0.87
Pop, Slovak	78	0.04
Pop, Sub-Saharan African	1,655	0.90
Pop, Swedish	634	0.35
Pop, Swiss	103	0.06
Pop, Ukrainian	199	0.11
Pop, Welsh	332	0.18
Pop, West Indian (exc Hisp groups)	628	0.34
Pop, Other ancestries	99,918	54.60
Pop, Ancestry Unclassified	14,418	7.88

DESCRIPTION	DATA	%
2014 Est. Pop Age 5+ by Language Spoken At Home	169,874	
Speak Only English at Home	128,435	75.61
Speak Asian/Pac. Isl. Lang. at Home	3,072	1.81
Speak IndoEuropean Language at Home	2,781	1.64
Speak Spanish at Home	35,183	20.71
Speak Other Language at Home	403	0.24
2014 Est. Population by Sex	183,003	
Male	88,487	48.35
Female	94,516	51.65
2014 Est. Population by Age	183,003	
Age 0 - 4	13,129	7.17
Age 5 - 9	13,338	7.29
Age 10 - 14	14,282	7.80
Age 15 - 17	8,644	4.72
Age 18 - 20	7,573	4.14
Age 21 - 24	9,361	5.12
Age 25 - 34	23,505	12.84
Age 35 - 44	26,607	14.54
Age 45 - 54	26,786	14.64
Age 55 - 64	20,687	11.30
Age 65 - 74	12,208	6.67
Age 75 - 84	5,320	2.91
Age 85 and over	1,564	0.85
Age 16 and over	139,420	76.18
Age 18 and over	133,610	73.01
Age 21 and over	126,037	68.87
Age 65 and over	19,092	10.43
2014 Est. Median Age	35.6	
2014 Est. Average Age	35.90	

PRIMARY RETAIL TRADE AREA | DEMOGRAPHICS

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DESCRIPTION	DATA	%
2014 Est. Male Population by Age	88,487	
Age 0 - 4	6,713	7.59
Age 5 - 9	6,789	7.67
Age 10 - 14	7,300	8.25
Age 15 - 17	4,422	5.00
Age 18 - 20	3,907	4.42
Age 21 - 24	4,771	5.39
Age 25 - 34	11,233	12.69
Age 35 - 44	12,471	14.09
Age 45 - 54	12,885	14.56
Age 55 - 64	9,596	10.84
Age 65 - 74	5,614	6.34
Age 75 - 84	2,286	2.58
Age 85 and over	500	0.57
2014 Est. Median Age, Male	34.2	
2014 Est. Average Age, Male	34.90	
2014 Est. Female Population by Age	94,516	
Age 0 - 4	6,416	6.79
Age 5 - 9	6,549	6.93
Age 10 - 14	6,982	7.39
Age 15 - 17	4,222	4.47
Age 18 - 20	3,666	3.88
Age 21 - 24	4,590	4.86
Age 25 - 34	12,272	12.98
Age 35 - 44	14,136	14.96
Age 45 - 54	13,901	14.71
Age 55 - 64	11,091	11.73
Age 65 - 74	6,594	6.98
Age 75 - 84	3,034	3.21
Age 85 and over	1,064	1.13

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	36.8	
2014 Est. Average Age, Female	36.90	
2014 Est. Pop Age 15+ by Marital Status	142,255	
Total, Never Married	37,006	26.01
Males, Never Married	18,896	13.28
Females, Never Married	18,110	12.73
Married, Spouse present	75,640	53.17
Married, Spouse absent	6,436	4.52
Widowed	6,352	4.47
Males Widowed	1,415	0.99
Females Widowed	4,937	3.47
Divorced	16,820	11.82
Males Divorced	6,353	4.47
Females Divorced	10,468	7.36
2014 Est. Pop. Age 25+ by Edu. Attainment	116,676	
Less than 9th grade	3,572	3.06
Some High School, no diploma	6,292	5.39
High School Graduate (or GED)	27,609	23.66
Some College, no degree	31,780	27.24
Associate Degree	12,726	10.91
Bachelor's Degree	23,084	19.78
Master's Degree	9,730	8.34
Professional School Degree	1,312	1.12
Doctorate Degree	570	0.49
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	35,835	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	4,928	13.75
CY Pop 25+, Hisp/Lat, High School Graduate	9,564	26.69
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	14,113	39.38
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	7,229	20.17

PRIMARY RETAIL TRADE AREA | DEMOGRAPHICS

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DESCRIPTION	DATA	%
Households		
2019 Projection	72,585	
2014 Estimate	64,885	
2010 Census	58,429	
2000 Census	36,647	
Growth 2014-2019	11.87%	
Growth 2010-2014	11.05%	
Growth 2000-2010	59.44%	
2014 Est. Households by Household Type	64,885	
Family Households	48,968	75.47
Nonfamily Households	15,917	24.53
2014 Est. Group Quarters Population	910	
2014 HHs by Ethnicity, Hispanic/Latino	18,568	28.62
2014 Est. HHs by HH Income	64,885	
CY HHs, Inc Less Than \$15,000	4,435	6.84
CY HHs, Inc \$15,000 - \$24,999	4,226	6.51
CY HHs, Inc \$25,000 - \$34,999	5,003	7.71
CY HHs, Inc \$35,000 - \$49,999	8,398	12.94
CY HHs, Inc \$50,000 - \$74,999	15,456	23.82
CY HHs, Inc \$75,000 - \$99,999	10,658	16.43
CY HHs, Inc \$100,000 - \$124,999	7,132	10.99
CY HHs, Inc \$125,000 - \$149,999	3,922	6.04
CY HHs, Inc \$150,000 - \$199,999	3,606	5.56
CY HHs, Inc \$200,000 - \$249,999	1,122	1.73
CY HHs, Inc \$250,000 - \$499,999	757	1.17
CY HHs, Inc \$500,000+	169	0.26

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$78,285	
2014 Est. Median Household Income	\$66,790	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	68,146	
Black or African American Alone	65,525	
American Indian and Alaska Native Alone	63,706	
Asian Alone	64,769	
Native Hawaiian and Other Pacific Islander Alone	89,576	
Some Other Race Alone	59,764	
Two or More Races	57,762	
Hispanic or Latino	61,945	
Not Hispanic or Latino	68,776	
2014 Est. Family HH Type, Presence Own Children	48,968	
Married-Couple Family, own children	17,647	36.04
Married-Couple Family, no own children	19,261	39.33
Male Householder, own children	1,705	3.48
Male Householder, no own children	1,460	2.98
Female Householder, own children	5,378	10.98
Female Householder, no own children	3,517	7.18

PRIMARY RETAIL TRADE AREA | DEMOGRAPHICS

Selma, Texas

DESCRIPTION	DATA	%
2014 Est. Households by Household Size	64,885	
1-person household	12,954	19.96
2-person household	20,391	31.43
3-person household	12,174	18.76
4-person household	10,538	16.24
5-person household	5,473	8.43
6-person household	2,146	3.31
7 or more person household	1,210	1.86
2014 Est. Average Household Size	2.81	
2014 Est. Households by Presence of People	64,885	
Households with 1 or more People under Age 18:	27,474	42.34
Married-Couple Family	19,014	69.21
Other Family, Male Householder	2,009	7.31
Other Family, Female Householder	6,235	22.69
Nonfamily, Male Householder	154	0.56
Nonfamily, Female Householder	62	0.23
Households no People under Age 18:	37,411	57.66
Married-Couple Family	17,899	47.84
Other Family, Male Householder	1,156	3.09
Other Family, Female Householder	2,656	7.10
Nonfamily, Male Householder	7,266	19.42
Nonfamily, Female Householder	8,434	22.54

DESCRIPTION	DATA	%
2014 Est. Households by Number of Vehicles	64,885	
No Vehicles	1,886	2.91
1 Vehicle	19,294	29.74
2 Vehicles	29,895	46.07
3 Vehicles	10,305	15.88
4 Vehicles	2,788	4.30
5 or more Vehicles	718	1.11
2014 Est. Average Number of Vehicles	1.93	
Family Households		
2019 Projection	54,853	
2014 Estimate	48,968	
2010 Census	44,036	
2000 Census	28,803	
Growth 2014-2019	12.02%	
Growth 2010-2014	11.20%	
Growth 2000-2010	52.89%	
2014 Est. Families by Poverty Status	48,968	
2014 Families at or Above Poverty	46,026	93.99
2014 Families at or Above Poverty with Children	24,444	49.92
2014 Families Below Poverty		
2014 Families Below Poverty with Children	2,942	6.01
2014 Est. Pop Age 16+ by Employment Status	139,420	
In Armed Forces	4,005	2.87
Civilian - Employed	85,371	61.23
Civilian - Unemployed	6,482	4.65
Not in Labor Force	43,562	31.25

PRIMARY RETAIL TRADE AREA | DEMOGRAPHICS

Selma, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ Class of Worker	86,493	
For-Profit Private Workers	55,315	63.95
Non-Profit Private Workers	5,764	6.66
Local Government Workers	6,589	7.62
State Government Workers	3,384	3.91
Federal Government Workers	8,944	10.34
Self-Emp Workers	6,373	7.37
Unpaid Family Workers	124	0.14
2014 Est. Civ Employed Pop 16+ by Occupation	86,493	
Architect/Engineer	938	1.08
Arts/Entertain/Sports	1,818	2.10
Building Grounds Maint	2,344	2.71
Business/Financial Ops	4,642	5.37
Community/Soc Svcs	1,602	1.85
Computer/Mathematical	3,118	3.60
Construction/Extraction	2,933	3.39
Edu/Training/Library	6,225	7.20
Farm/Fish/Forestry	95	0.11
Food Prep/Serving	4,053	4.69
Health Practitioner/Tec	5,914	6.84
Healthcare Support	1,760	2.03
Maintenance Repair	3,234	3.74
Legal	785	0.91
Life/Phys/Soc Science	454	0.52
Management	9,534	11.02
Office/Admin Support	13,580	15.70
Production	2,909	3.36
Protective Svcs	2,406	2.78
Sales/Related	10,757	12.44
Personal Care/Svc	2,796	3.23
Transportation/Moving	4,596	5.31

DESCRIPTION	DATA	%
2014 Est. Pop 16+ by Occupation Classification	86,493	
Blue Collar	13,672	15.81
White Collar	59,368	68.64
Service and Farm	13,452	15.55
2014 Est. Workers Age 16+, Transp. To Work	88,724	
Drove Alone	75,703	85.32
Car Pooled	8,254	9.30
Public Transportation	542	0.61
Walked	834	0.94
Bicycle	251	0.28
Other Means	716	0.81
Worked at Home	2,424	2.73
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	18,727	
15 - 29 Minutes	35,481	
30 - 44 Minutes	21,146	
45 - 59 Minutes	6,834	
60 or more Minutes	4,232	
2014 Est. Avg Travel Time to Work in Minutes	27.72	
2014 Est. Tenure of Occupied Housing Units	64,885	
Owner Occupied	47,340	72.96
Renter Occupied	17,545	27.04
2014 Owner Occ. HUs: Avg. Length of Residence	12.8	
2014 Renter Occ. HUs: Avg. Length of Residence	5.9	

PRIMARY RETAIL TRADE AREA | DEMOGRAPHICS

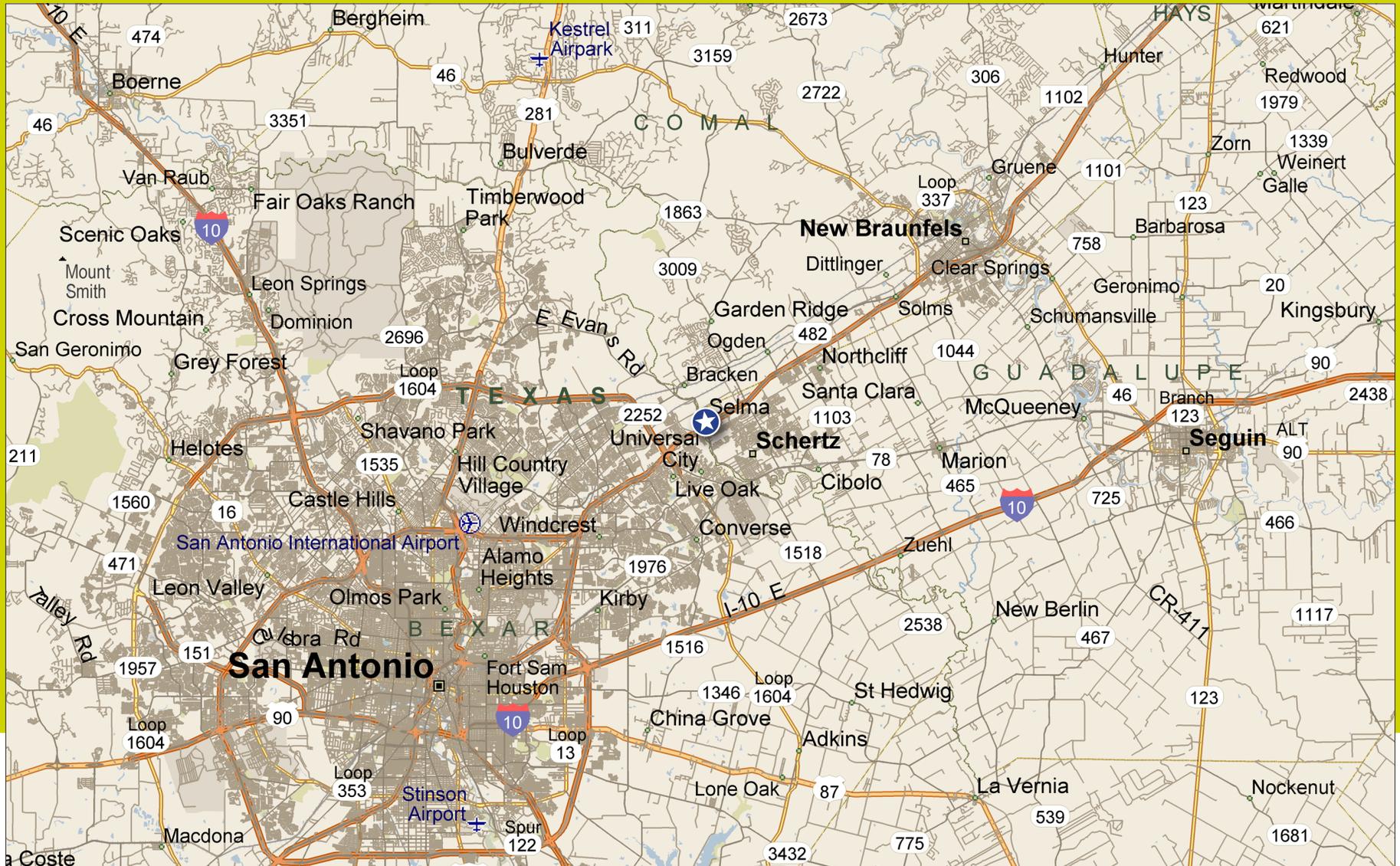
Selma, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	47,340	
Value Less than \$20,000	958	2.02
Value \$20,000 - \$39,999	667	1.41
Value \$40,000 - \$59,999	825	1.74
Value \$60,000 - \$79,999	1,790	3.78
Value \$80,000 - \$99,999	3,882	8.20
Value \$100,000 - \$149,999	14,723	31.10
Value \$150,000 - \$199,999	12,823	27.09
Value \$200,000 - \$299,999	8,578	18.12
Value \$300,000 - \$399,999	1,762	3.72
Value \$400,000 - \$499,999	557	1.18
Value \$500,000 - \$749,999	459	0.97
Value \$750,000 - \$999,999	200	0.42
Value \$1,000,000 or more	117	0.25
2014 Est. Median All Owner-Occupied Housing Value	\$153,217	
2014 Est. Housing Units by Units in Structure	68,080	
1 Unit Attached	941	1.38
1 Unit Detached	55,935	82.16
2 Units	491	0.72
3 or 4 Units	1,223	1.80
5 to 19 Units	4,378	6.43
20 to 49 Units	1,565	2.30
50 or More Units	809	1.19
Mobile Home or Trailer	2,726	4.00
Boat, RV, Van, etc.	12	0.02

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	68,080	
Housing Unit Built 2005 or later	16,384	24.07
Housing Unit Built 2000 to 2004	12,252	18.00
Housing Unit Built 1990 to 1999	10,476	15.39
Housing Unit Built 1980 to 1989	12,093	17.76
Housing Unit Built 1970 to 1979	11,222	16.48
Housing Unit Built 1960 to 1969	3,104	4.56
Housing Unit Built 1950 to 1959	1,394	2.05
Housing Unit Built 1940 to 1949	613	0.90
Housing Unit Built 1939 or Earlier	541	0.79
2014 Est. Median Year Structure Built	1995	

LOCATION MAP

Selma, Texas



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COMMUNITY DEMOGRAPHICS

Selma, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	7,561	
2014 Estimate	6,596	
2010 Census	5,540	
2000 Census	788	
Growth 2014-2019	14.63%	
Growth 2010-2014	19.06%	
Growth 2000-2010	603.05%	
2014 Est. Pop by Single Race Class	6,596	
White Alone	4,447	67.42
Black or African American Alone	820	12.43
Amer. Indian and Alaska Native Alone	29	0.44
Asian Alone	340	5.15
Native Hawaiian and Other Pac. Isl. Alone	13	0.20
Some Other Race Alone	605	9.17
Two or More Races	342	5.18
2014 Est. Pop Hisp or Latino by Origin	6,596	
Not Hispanic or Latino	4,373	66.30
Hispanic or Latino:	2,223	33.70
Mexican	1,760	79.17
Puerto Rican	145	6.52
Cuban	14	0.63
All Other Hispanic or Latino	304	13.68

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	2,223	
White Alone	1,393	62.66
Black or African American Alone	51	2.29
American Indian and Alaska Native Alone	13	0.58
Asian Alone	21	0.94
Native Hawaiian and Other Pacific Islander Alone	1	0.04
Some Other Race Alone	592	26.63
Two or More Races	152	6.84
2014 Est. Pop. Asian Alone Race by Cat	340	
Chinese, except Taiwanese	154	45.29
Filipino	20	5.88
Japanese	11	3.24
Asian Indian	0	0.00
Korean	111	32.65
Vietnamese	40	11.76
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	1	0.29
All Other Asian Races Including 2+ Category	3	0.88

COMMUNITY DEMOGRAPHICS

Selma, Texas

DESCRIPTION	DATA	%
2014 Est. Population by Ancestry	6,596	
Pop, Arab	17	0.26
Pop, Czech	76	1.15
Pop, Danish	44	0.67
Pop, Dutch	15	0.23
Pop, English	161	2.44
Pop, French (except Basque)	117	1.77
Pop, French Canadian	112	1.70
Pop, German	765	11.60
Pop, Greek	6	0.09
Pop, Hungarian	9	0.14
Pop, Irish	334	5.06
Pop, Italian	95	1.44
Pop, Lithuanian	0	0.00
Pop, United States or American	166	2.52
Pop, Norwegian	23	0.35
Pop, Polish	61	0.92
Pop, Portuguese	0	0.00
Pop, Russian	2	0.03
Pop, Scottish	94	1.43
Pop, Scotch-Irish	63	0.96
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	10	0.15
Pop, Swedish	13	0.20
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	16	0.24
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	4,026	61.04
Pop, Ancestry Unclassified	371	5.62

DESCRIPTION	DATA	%
2014 Est. Pop Age 5+ by Language Spoken At Home	6,090	
Speak Only English at Home	4,451	73.09
Speak Asian/Pac. Isl. Lang. at Home	75	1.23
Speak IndoEuropean Language at Home	78	1.28
Speak Spanish at Home	1,475	24.22
Speak Other Language at Home	11	0.18
2014 Est. Population by Sex	6,596	
Male	3,242	49.15
Female	3,354	50.85
2014 Est. Population by Age	6,596	
Age 0 - 4	506	7.67
Age 5 - 9	493	7.47
Age 10 - 14	481	7.29
Age 15 - 17	256	3.88
Age 18 - 20	225	3.41
Age 21 - 24	287	4.35
Age 25 - 34	1,195	18.12
Age 35 - 44	1,118	16.95
Age 45 - 54	850	12.89
Age 55 - 64	658	9.98
Age 65 - 74	355	5.38
Age 75 - 84	137	2.08
Age 85 and over	35	0.53
Age 16 and over	5,031	76.27
Age 18 and over	4,860	73.68
Age 21 and over	4,635	70.27
Age 65 and over	527	7.99
2014 Est. Median Age	33.8	
2014 Est. Average Age	34.40	

COMMUNITY DEMOGRAPHICS

Selma, Texas

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	3,242	
Age 0 - 4	261	8.05
Age 5 - 9	255	7.87
Age 10 - 14	241	7.43
Age 15 - 17	129	3.98
Age 18 - 20	114	3.52
Age 21 - 24	145	4.47
Age 25 - 34	569	17.55
Age 35 - 44	557	17.18
Age 45 - 54	428	13.20
Age 55 - 64	300	9.25
Age 65 - 74	173	5.34
Age 75 - 84	58	1.79
Age 85 and over	12	0.37
2014 Est. Median Age, Male	33.4	
2014 Est. Average Age, Male	33.80	
2014 Est. Female Population by Age	3,354	
Age 0 - 4	245	7.30
Age 5 - 9	238	7.10
Age 10 - 14	240	7.16
Age 15 - 17	127	3.79
Age 18 - 20	111	3.31
Age 21 - 24	142	4.23
Age 25 - 34	626	18.66
Age 35 - 44	561	16.73
Age 45 - 54	422	12.58
Age 55 - 64	358	10.67
Age 65 - 74	182	5.43
Age 75 - 84	79	2.36
Age 85 and over	23	0.69

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	34.2	
2014 Est. Average Age, Female	35.00	
2014 Est. Pop Age 15+ by Marital Status	5,116	
Total, Never Married	1,284	25.10
Males, Never Married	687	13.43
Females, Never Married	597	11.67
Married, Spouse present	2,938	57.43
Married, Spouse absent	182	3.56
Widowed	151	2.95
Males Widowed	40	0.78
Females Widowed	111	2.17
Divorced	561	10.97
Males Divorced	226	4.42
Females Divorced	335	6.55
2014 Est. Pop. Age 25+ by Edu. Attainment	4,348	
Less than 9th grade	102	2.35
Some High School, no diploma	170	3.91
High School Graduate (or GED)	857	19.71
Some College, no degree	1,226	28.20
Associate Degree	627	14.42
Bachelor's Degree	926	21.30
Master's Degree	367	8.44
Professional School Degree	52	1.20
Doctorate Degree	21	0.48
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	1,277	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	164	12.84
CY Pop 25+, Hisp/Lat, High School Graduate	198	15.51
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	601	47.06
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	314	24.59

COMMUNITY DEMOGRAPHICS

Selma, Texas

DESCRIPTION	DATA	%
Households		
2019 Projection	2,891	
2014 Estimate	2,524	
2010 Census	2,130	
2000 Census	1,043	
Growth 2014-2019	14.54%	
Growth 2010-2014	18.50%	
Growth 2000-2010	104.22%	
2014 Est. Households by Household Type	2,524	
Family Households	1,772	70.21
Nonfamily Households	752	29.79
2014 Est. Group Quarters Population	0	
2014 HHs by Ethnicity, Hispanic/Latino	696	27.58
2014 Est. HHs by HH Income	2,524	
CY HHs, Inc Less Than \$15,000	108	4.28
CY HHs, Inc \$15,000 - \$24,999	89	3.53
CY HHs, Inc \$25,000 - \$34,999	124	4.91
CY HHs, Inc \$35,000 - \$49,999	394	15.61
CY HHs, Inc \$50,000 - \$74,999	677	26.82
CY HHs, Inc \$75,000 - \$99,999	456	18.07
CY HHs, Inc \$100,000 - \$124,999	275	10.90
CY HHs, Inc \$125,000 - \$149,999	169	6.70
CY HHs, Inc \$150,000 - \$199,999	154	6.10
CY HHs, Inc \$200,000 - \$249,999	40	1.58
CY HHs, Inc \$250,000 - \$499,999	34	1.35
CY HHs, Inc \$500,000+	4	0.16

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$82,355	
2014 Est. Median Household Income	\$70,199	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	70,435	
Black or African American Alone	74,709	
American Indian and Alaska Native Alone	80,000	
Asian Alone	23,269	
Native Hawaiian and Other Pacific Islander Alone	87,500	
Some Other Race Alone	74,194	
Two or More Races	65,500	
Hispanic or Latino	64,767	
Not Hispanic or Latino	72,366	
2014 Est. Family HH Type, Presence Own Children	1,772	
Married-Couple Family, own children	716	40.41
Married-Couple Family, no own children	710	40.07
Male Householder, own children	55	3.10
Male Householder, no own children	53	2.99
Female Householder, own children	141	7.96
Female Householder, no own children	97	5.47

COMMUNITY DEMOGRAPHICS

Selma, Texas

DESCRIPTION	DATA	%
2014 Est. Households by Household Size	2,524	
1-person household	603	23.89
2-person household	830	32.88
3-person household	431	17.08
4-person household	401	15.89
5-person household	172	6.81
6-person household	55	2.18
7 or more person household	32	1.27
2014 Est. Average Household Size	2.61	
2014 Est. Households by Presence of People	2,524	
Households with 1 or more People under Age 18:	978	38.75
Married-Couple Family	748	76.48
Other Family, Male Householder	64	6.54
Other Family, Female Householder	162	16.56
Nonfamily, Male Householder	3	0.31
Nonfamily, Female Householder	1	0.10
Households no People under Age 18:	1,546	61.25
Married-Couple Family	679	43.92
Other Family, Male Householder	45	2.91
Other Family, Female Householder	76	4.92
Nonfamily, Male Householder	386	24.97
Nonfamily, Female Householder	360	23.29

DESCRIPTION	DATA	%
2014 Est. Households by Number of Vehicles	2,524	
No Vehicles	38	1.51
1 Vehicle	691	27.38
2 Vehicles	1,239	49.09
3 Vehicles	403	15.97
4 Vehicles	123	4.87
5 or more Vehicles	30	1.19
2014 Est. Average Number of Vehicles	2.00	
Family Households		
2019 Projection	2,030	
2014 Estimate	1,772	
2010 Census	1,483	
2000 Census	862	
Growth 2014-2019	14.56%	
Growth 2010-2014	19.49%	
Growth 2000-2010	72.04%	
2014 Est. Families by Poverty Status	1,772	
2014 Families at or Above Poverty	1,709	96.44
2014 Families at or Above Poverty with Children	875	49.38
2014 Families Below Poverty		
2014 Families Below Poverty with Children	63	3.56
2014 Est. Pop Age 16+ by Employment Status	5,031	
In Armed Forces	181	3.60
Civilian - Employed	3,175	63.11
Civilian - Unemployed	226	4.49
Not in Labor Force	1,449	28.80

COMMUNITY DEMOGRAPHICS

Selma, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ Class of Worker	3,218	
For-Profit Private Workers	1,972	61.28
Non-Profit Private Workers	243	7.55
Local Government Workers	362	11.25
State Government Workers	112	3.48
Federal Government Workers	251	7.80
Self-Emp Workers	269	8.36
Unpaid Family Workers	9	0.28
2014 Est. Civ Employed Pop 16+ by Occupation	3,218	
Architect/Engineer	46	1.43
Arts/Entertain/Sports	86	2.67
Building Grounds Maint	80	2.49
Business/Financial Ops	159	4.94
Community/Soc Svcs	25	0.78
Computer/Mathematical	119	3.70
Construction/Extraction	64	1.99
Edu/Training/Library	263	8.17
Farm/Fish/Forestry	0	0.00
Food Prep/Serving	146	4.54
Health Practitioner/Tec	289	8.98
Healthcare Support	53	1.65
Maintenance Repair	98	3.05
Legal	43	1.34
Life/Phys/Soc Science	36	1.12
Management	411	12.77
Office/Admin Support	385	11.96
Production	103	3.20
Protective Svcs	161	5.00
Sales/Related	385	11.96
Personal Care/Svc	103	3.20
Transportation/Moving	163	5.07

DESCRIPTION	DATA	%
2014 Est. Pop 16+ by Occupation Classification	3,218	
Blue Collar	428	13.30
White Collar	2,247	69.83
Service and Farm	543	16.87
2014 Est. Workers Age 16+, Transp. To Work	3,342	
Drove Alone	2,814	84.20
Car Pooled	333	9.96
Public Transportation	10	0.30
Walked	39	1.17
Bicycle	1	0.03
Other Means	15	0.45
Worked at Home	130	3.89
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	797	
15 - 29 Minutes	1,377	
30 - 44 Minutes	711	
45 - 59 Minutes	174	
60 or more Minutes	147	
2014 Est. Avg Travel Time to Work in Minutes	26.26	
2014 Est. Tenure of Occupied Housing Units	2,524	
Owner Occupied	1,723	68.26
Renter Occupied	801	31.74
2014 Owner Occ. HUs: Avg. Length of Residence	9.7	
2014 Renter Occ. HUs: Avg. Length of Residence	5.0	

COMMUNITY DEMOGRAPHICS

Selma, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	1,723	
Value Less than \$20,000	14	0.81
Value \$20,000 - \$39,999	10	0.58
Value \$40,000 - \$59,999	19	1.10
Value \$60,000 - \$79,999	12	0.70
Value \$80,000 - \$99,999	55	3.19
Value \$100,000 - \$149,999	339	19.67
Value \$150,000 - \$199,999	668	38.77
Value \$200,000 - \$299,999	424	24.61
Value \$300,000 - \$399,999	132	7.66
Value \$400,000 - \$499,999	28	1.63
Value \$500,000 - \$749,999	14	0.81
Value \$750,000 - \$999,999	6	0.35
Value \$1,000,000 or more	2	0.12
2014 Est. Median All Owner-Occupied Housing Value	\$180,876	
2014 Est. Housing Units by Units in Structure	2,634	
1 Unit Attached	10	0.38
1 Unit Detached	1,997	75.82
2 Units	0	0.00
3 or 4 Units	7	0.27
5 to 19 Units	296	11.24
20 to 49 Units	273	10.36
50 or More Units	37	1.40
Mobile Home or Trailer	14	0.53
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	2,634	
Housing Unit Built 2005 or later	1,125	42.71
Housing Unit Built 2000 to 2004	792	30.07
Housing Unit Built 1990 to 1999	299	11.35
Housing Unit Built 1980 to 1989	231	8.77
Housing Unit Built 1970 to 1979	133	5.05
Housing Unit Built 1960 to 1969	23	0.87
Housing Unit Built 1950 to 1959	15	0.57
Housing Unit Built 1940 to 1949	8	0.30
Housing Unit Built 1939 or Earlier	8	0.30
2014 Est. Median Year Structure Built	2004	



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.

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Acknowledgements

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2013/2014, ESRI 2012/2013, 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.