

Consumer Demographic Profile

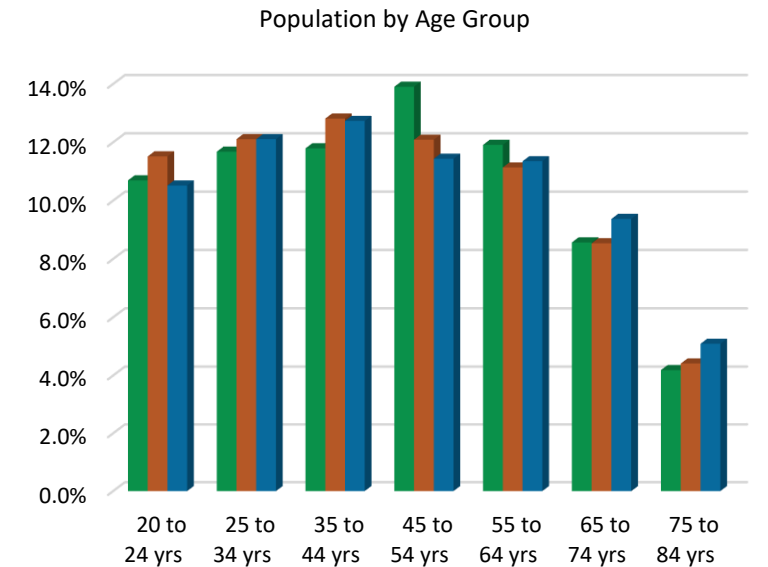
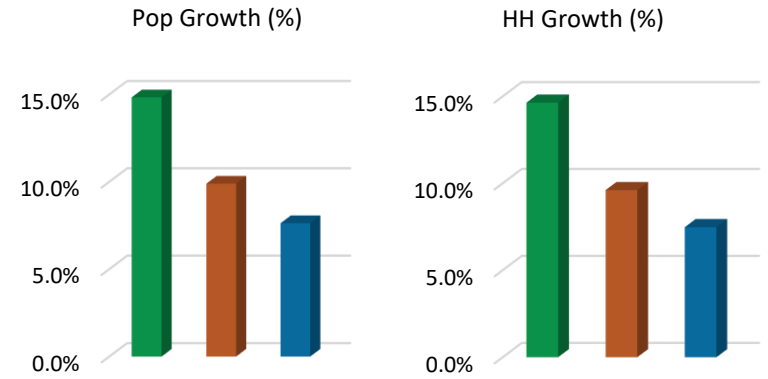
Site: Morgan's Point Trade Area
Address: 1825 Morgans Point Rd | Belton, TX 76513
Date Report Created: 6/11/2023

INSIGHT

MARKET ANALYTICS

Hdl[®] ECONsolutions

	10 Min Drive		15 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	22,354	---	58,327	---	101,571	---
5 Year Projected Pop	25,671	---	64,097	---	109,316	---
Pop Growth (%)	14.8%	---	9.9%	---	7.6%	---
Households	7,916	---	21,796	---	39,134	---
5 Year Projected HHs	9,075	---	23,888	---	42,057	---
HH Growth (%)	14.6%	---	9.6%	---	7.5%	---
Census Stats						
2000 Population	7,514	---	32,313	---	65,823	---
2010 Population	13,762	---	42,119	---	78,203	---
Pop Growth (%)	83.1%	---	30.3%	---	18.8%	---
2000 Households	2,733	---	11,756	---	25,164	---
2010 Households	4,896	---	15,788	---	30,247	---
HH Growth (%)	79.1%	---	34.3%	---	20.2%	---
Total Population by Age						
Average Age	37.4		37.2		38.1	
19 yrs & under	5,899	26.4%	15,269	26.2%	26,341	25.9%
20 to 24 yrs	2,391	10.7%	6,717	11.5%	10,684	10.5%
25 to 34 yrs	2,610	11.7%	7,061	12.1%	12,297	12.1%
35 to 44 yrs	2,636	11.8%	7,474	12.8%	12,933	12.7%
45 to 54 yrs	3,108	13.9%	7,050	12.1%	11,613	11.4%
55 to 64 yrs	2,663	11.9%	6,496	11.1%	11,529	11.4%
65 to 74 yrs	1,915	8.6%	4,979	8.5%	9,521	9.4%
75 to 84 yrs	936	4.2%	2,575	4.4%	5,172	5.1%
85 + yrs	196	0.9%	707	1.2%	1,481	1.5%
Population Bases						
20-34 yrs	5,001	22.4%	13,778	23.6%	22,981	22.6%
45-64 yrs	5,771	25.8%	13,545	23.2%	23,142	22.8%
16 yrs +	17,101	76.5%	44,635	76.5%	77,995	76.8%
25 yrs +	14,064	62.9%	36,341	62.3%	64,547	63.5%
65 yrs +	3,047	13.6%	8,261	14.2%	16,174	15.9%
75 yrs +	1,132	5.1%	3,282	5.6%	6,653	6.6%
85 yrs +	196	0.9%	707	1.2%	1,481	1.5%

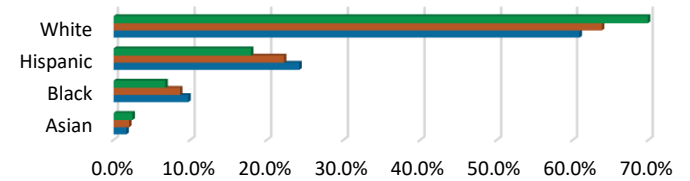


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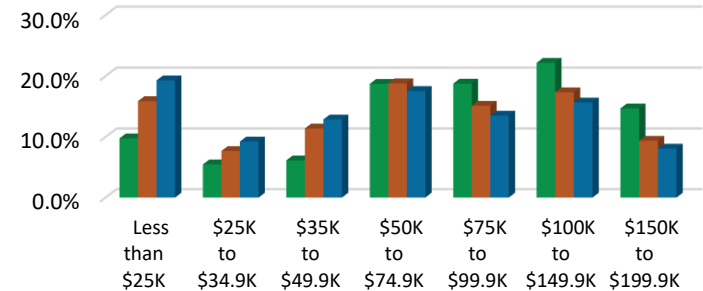
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	#	%	#	%	#	%
Population by Race						
White	15,630	69.9%	37,235	63.8%	61,846	60.9%
Hispanic	4,003	17.9%	12,960	22.2%	24,602	24.2%
Black	1,509	6.7%	5,055	8.7%	9,901	9.7%
Asian	550	2.5%	1,178	2.0%	1,689	1.7%
Ancestry						
American Indian (ancestry)	120	0.5%	289	0.5%	568	0.6%
Hawaiian (ancestry)	35	0.2%	107	0.2%	192	0.2%
Household Income						
Per Capita Income	\$36,949	---	\$33,671	---	\$31,568	---
Average HH Income	\$104,342	---	\$90,108	---	\$81,934	---
Median HH Income	\$87,177	---	\$68,851	---	\$60,287	---
Less than \$25K	773	9.8%	3,465	15.9%	7,548	19.3%
\$25K to \$34.9K	433	5.5%	1,673	7.7%	3,619	9.2%
\$35K to \$49.9K	486	6.1%	2,483	11.4%	5,038	12.9%
\$50K to \$74.9K	1,482	18.7%	4,101	18.8%	6,869	17.6%
\$75K to \$99.9K	1,484	18.8%	3,299	15.1%	5,289	13.5%
\$100K to \$149.9K	1,755	22.2%	3,780	17.3%	6,132	15.7%
\$150K to \$199.9K	1,163	14.7%	2,041	9.4%	3,161	8.1%
\$200K +	339	4.3%	953	4.4%	1,479	3.8%
Education						
Less than 9th Grade	112	0.8%	1,298	3.6%	2,936	4.5%
Some HS, No Diploma	444	3.2%	1,780	4.9%	3,810	5.9%
HS Grad (or Equivalent)	2,674	19.0%	8,401	23.1%	15,459	23.9%
Some College, No Degree	3,550	25.2%	8,616	23.7%	15,442	23.9%
Associate Degree	1,723	12.3%	3,825	10.5%	6,738	10.4%
Bachelor Degree	3,475	24.7%	7,804	21.5%	12,425	19.3%
Graduates Degree	1,429	10.2%	3,166	8.7%	5,133	8.0%

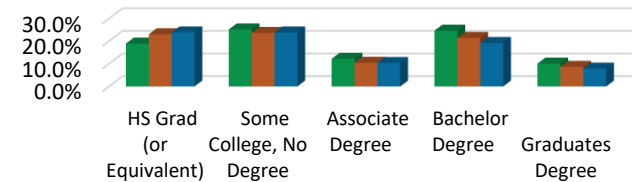
Ethnic Breakdown



Household Income Levels - %



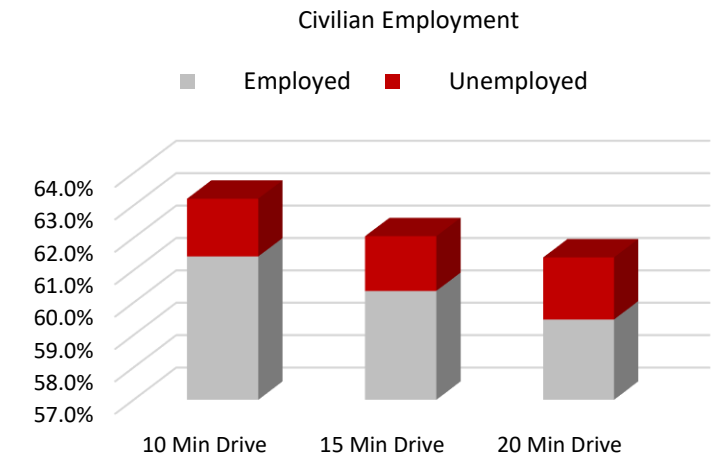
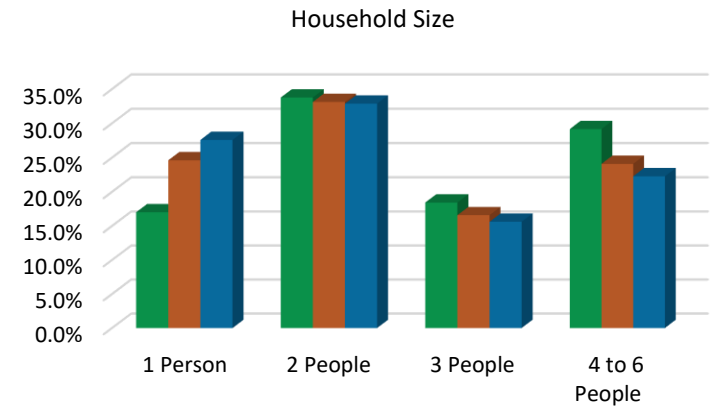
Education



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	#	%	#	%	#	%
Family Structure	6,170		14,959		25,889	
Single - Male	96	1.6%	283	1.9%	709	2.7%
Single - Female	146	2.4%	816	5.5%	2,037	7.9%
Single Parent - Male	197	3.2%	546	3.6%	845	3.3%
Single Parent - Female	556	9.0%	1,932	12.9%	3,270	12.6%
Married w/ Children	2,560	41.5%	5,239	35.0%	7,942	30.7%
Married w/out Children	2,615	42.4%	6,144	41.1%	11,086	42.8%
Household Size						
1 Person	1,347	17.0%	5,363	24.6%	10,792	27.6%
2 People	2,672	33.8%	7,218	33.1%	12,862	32.9%
3 People	1,459	18.4%	3,614	16.6%	6,111	15.6%
4 to 6 People	2,308	29.2%	5,248	24.1%	8,715	22.3%
7+ People	130	1.6%	353	1.6%	654	1.7%
Home Ownership	7,916		21,796		39,134	
Owners	5,837	73.7%	13,274	60.9%	23,164	59.2%
Renters	2,079	26.3%	8,521	39.1%	15,970	40.8%
Components of Change						
Births	260	1.2%	699	1.2%	1,198	1.2%
Deaths	188	0.8%	493	0.8%	950	0.9%
Migration	886	4.0%	1,234	2.1%	2,111	2.1%
Employment (Pop 16+)	17,101		44,635		77,995	
Armed Services	251	1.5%	666	1.5%	1,022	1.3%
Civilian	10,809	63.2%	27,696	62.0%	47,885	61.4%
Employed	10,504	61.4%	26,942	60.4%	46,390	59.5%
Unemployed	305	1.8%	754	1.7%	1,495	1.9%
Not in Labor Force	6,292	36.8%	16,939	38.0%	30,110	38.6%
Employed Population	10,504		26,942		46,390	
White Collar	7,211	68.7%	17,390	64.5%	28,821	62.1%
Blue Collar	3,293	31.3%	9,552	35.5%	17,569	37.9%



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Employment By Occupation	10,504		26,942		46,390	
White Collar	7,211	68.7%	17,390	64.5%	28,821	62.1%
Managerial executive	1,993	19.0%	3,740	13.9%	5,761	12.4%
Prof specialty	3,119	29.7%	7,383	27.4%	12,433	26.8%
Healthcare support	118	1.1%	618	2.3%	1,169	2.5%
Sales	848	8.1%	2,406	8.9%	4,420	9.5%
Office Admin	1,133	10.8%	3,242	12.0%	5,038	10.9%
Blue Collar	3,293	31.3%	9,552	35.5%	17,569	37.9%
Protective	440	4.2%	924	3.4%	1,333	2.9%
Food Prep Serving	571	5.4%	1,523	5.7%	2,771	6.0%
Bldg Maint/Cleaning	243	2.3%	864	3.2%	1,892	4.1%
Personal Care	133	1.3%	627	2.3%	1,278	2.8%
Farming/Fishing/Forestry	0	0.0%	84	0.3%	212	0.5%
Construction	748	7.1%	1,894	7.0%	3,665	7.9%
Production Transp	1,158	11.0%	3,637	13.5%	6,418	13.8%
Employment By Industry	10,504		26,942		46,390	
Agri Mining Const	683	6.5%	2,187	8.1%	3,880	8.4%
Manufacturing	759	7.2%	2,432	9.0%	3,915	8.4%
Transportation	776	7.4%	1,402	5.2%	2,440	5.3%
Information	43	0.4%	150	0.6%	348	0.7%
Wholesale Retail	1,468	14.0%	3,404	12.6%	6,322	13.6%
Fin Insur Real Estate	526	5.0%	1,500	5.6%	2,612	5.6%
Professional Services	421	4.0%	1,023	3.8%	1,703	3.7%
Management Services	25	0.2%	27	0.1%	47	0.1%
Admin Waste Services	276	2.6%	790	2.9%	1,779	3.8%
Educational services	3,236	30.8%	8,441	31.3%	14,002	30.2%
Entertain services	1,215	11.6%	2,735	10.2%	4,531	9.8%
Other Prof services	339	3.2%	1,192	4.4%	2,438	5.3%
Public admin	737	7.0%	1,658	6.2%	2,374	5.1%

