

DISCOVER

Research

You have at your disposal thousands of variables from population and household incomes to spending patterns by retail category.

The information covered in this document represents the key highlights for your community. Retail Strategies has provided Orange County's primary point of contact an electronic copy of each of these reports from multiple geographic parameters.

The following are the highlights from a data and analytic perspective.

1

Demographic
Overview

2

Mobile Data
Collections

3

Customized Trade
Area Analysis

4

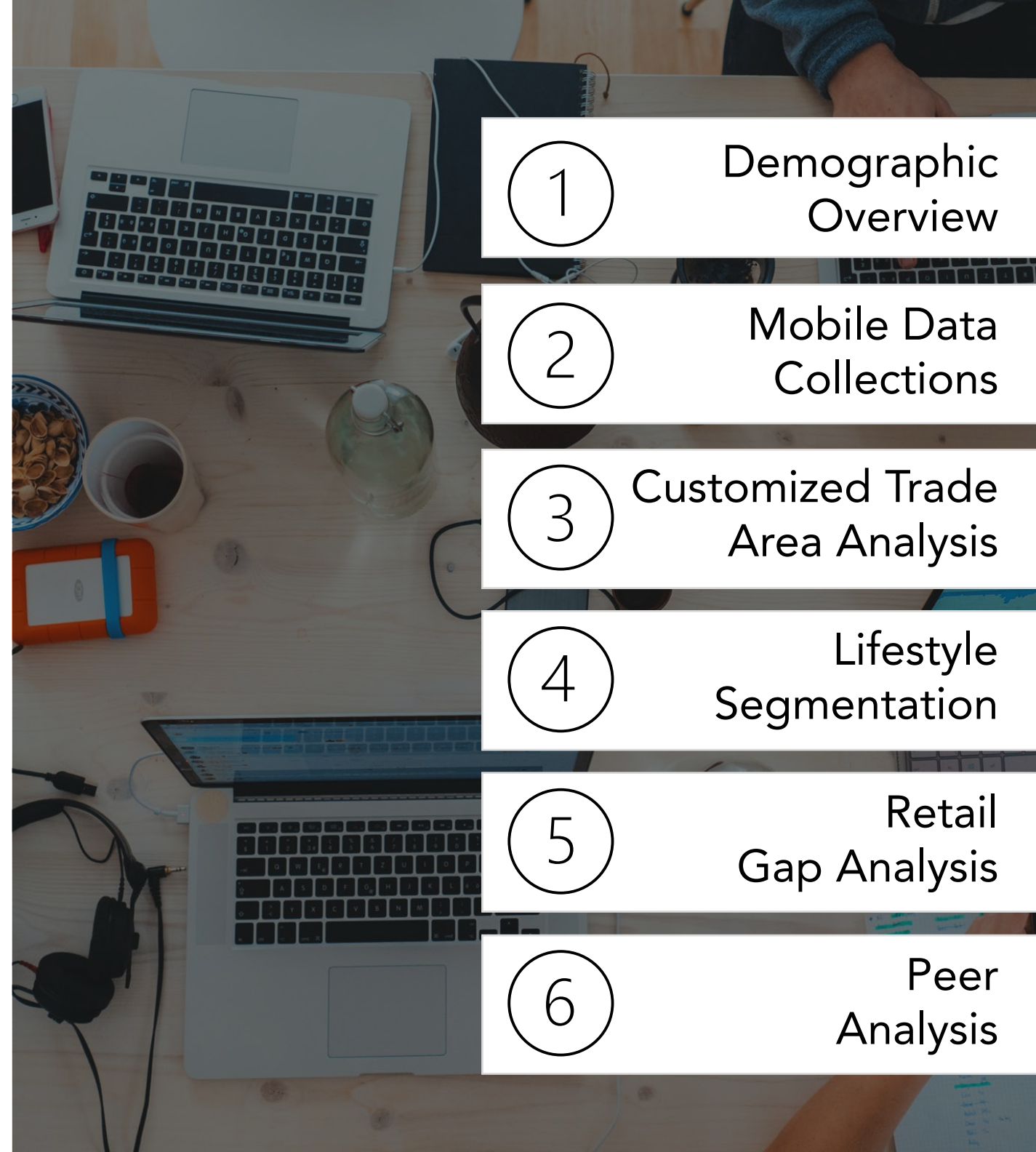
Lifestyle
Segmentation

5

Retail
Gap Analysis

6

Peer
Analysis



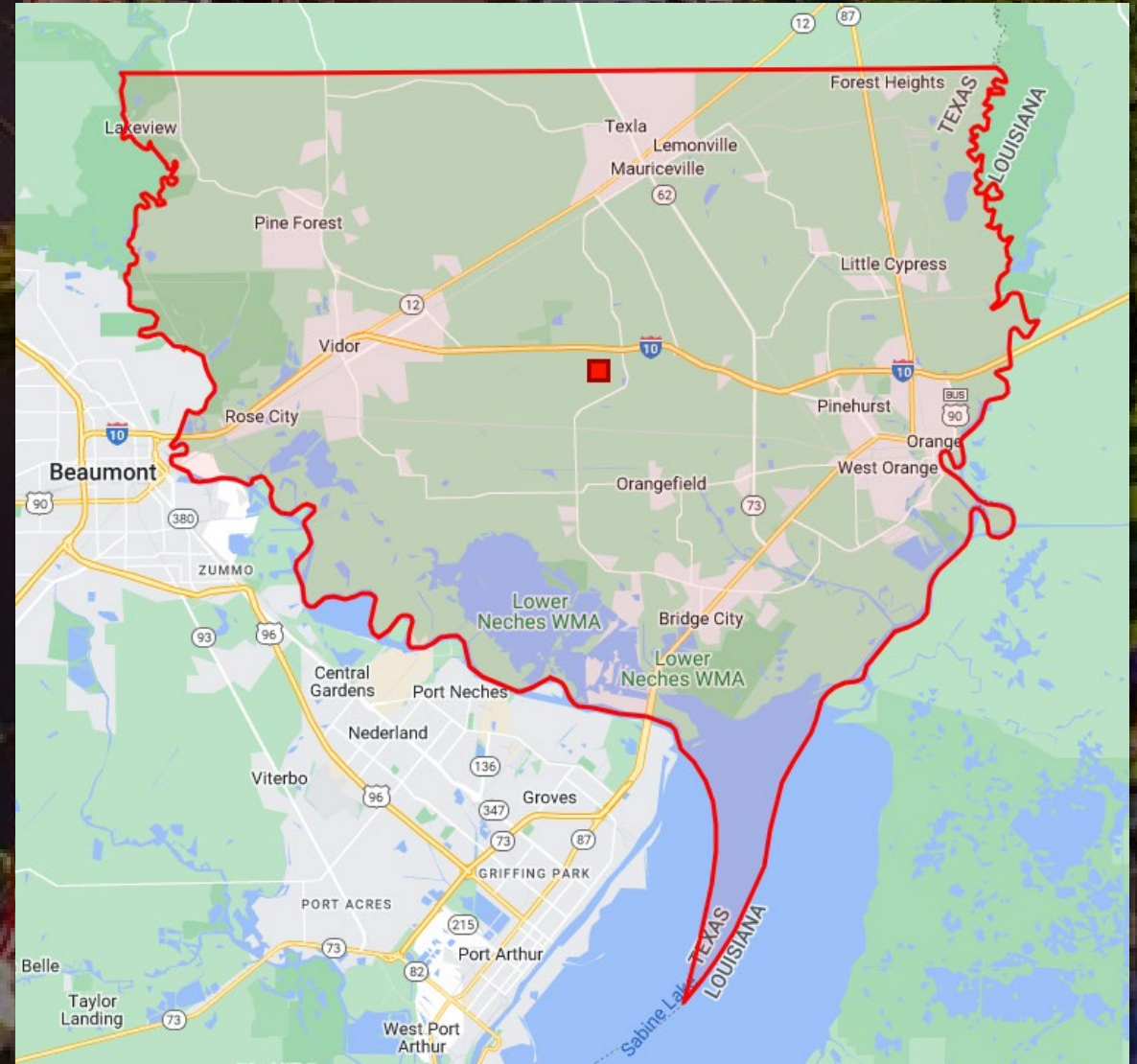
DISCOVER

How you see it

Orange County, TX
Population 84,784



State of Texas
Population 29.53 million



DISCOVER

How retailers see it

Residential Population Density

• 1 dot = 100

Daytime Employee Population Density

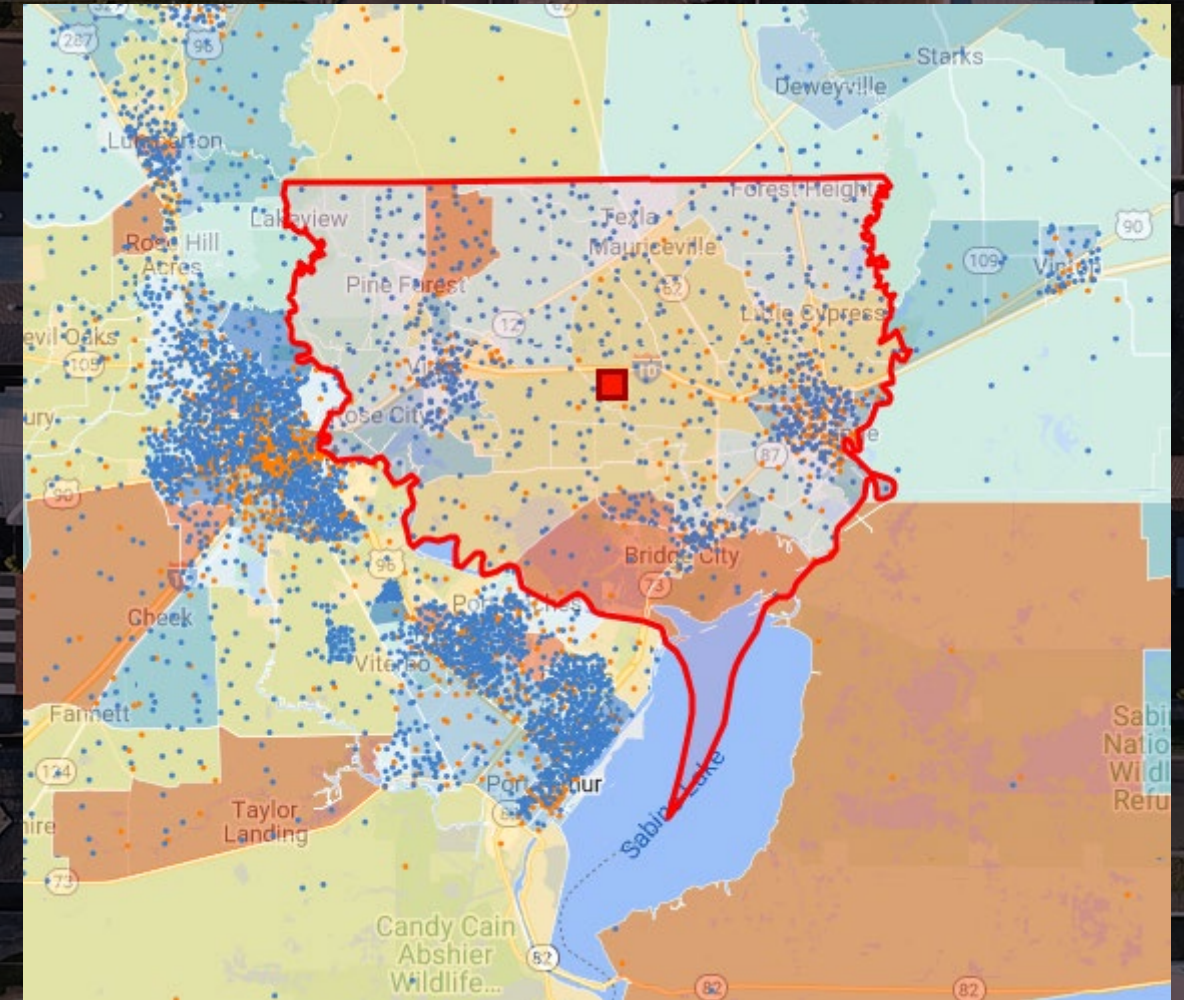
• 1 dot = 100

Median Household Income

- \$0-\$25,000
- \$25,000-\$50,000
- \$50,000-\$75,000
- \$75,000-\$100,000
- \$100,000-\$150,000
- > \$150,000

Study Area

- 3.00 mi
- 5.00 mi
- 0-5 min
- 0-10 min



DISCOVER

Your Demographic Playbook

Category	Orange, TX	Bridge City, TX	Vidor, TX	Mauriceville, TX
Current Year Estimated Population	29,244	25,277	27,990	14,707
Number of Households	11,672	9,497	10,468	5,409
Projected Annual Growth (5 YR)	1.38%	3.16%	0.51%	1.80%
Median HH Income 2022	\$58,968	\$71,129	\$61,119	\$73,034
Current Year Average Age	40.4	38.8	39.1	40
Average Home Value	\$154,163	\$194,397	\$139,441	\$192,881
Current Year % Bachelor's Degree	14%	14%	8%	12%
Daytime Population	32,540	20,838	29,703	9,648
Labor Force	23,149	19,710	21,898	11,706