



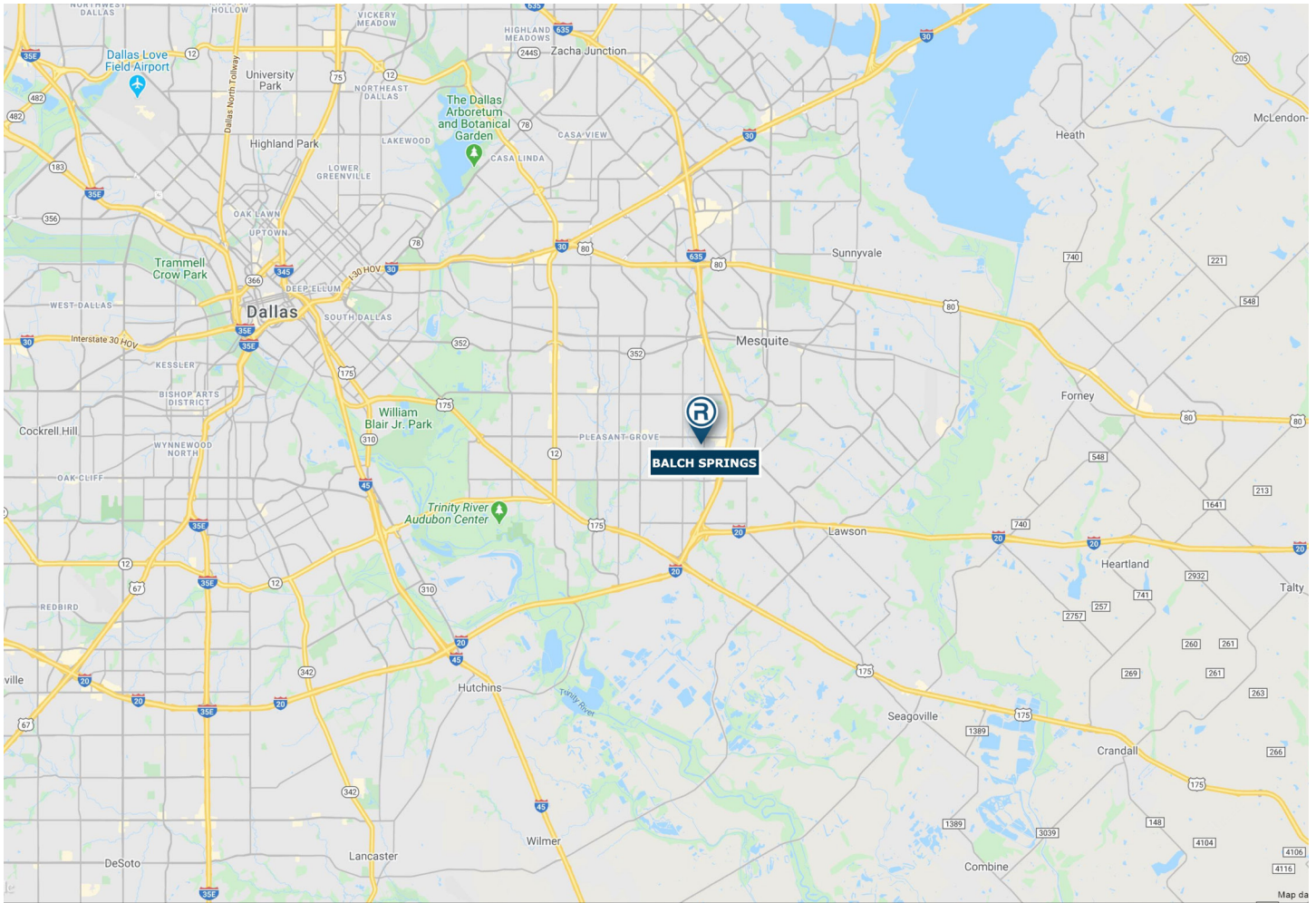
The **Retail** Coach.®

Community Demographic Profile

BALCH SPRINGS, TEXAS

Prepared for City of Balch Springs Economic Development
April 2021

Community



Prepared for:



City of Balch Springs Economic Development

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Community • Demographic Profile

Balch Springs, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	29,539	
2021 Estimate	27,530	
2010 Census	23,728	
2000 Census	20,524	
Growth 2021 - 2026		7.30%
Growth 2010 - 2021		16.02%
Growth 2000 - 2010		15.61%
2021 Est. Population by Single-Classification Race	27,530	
White Alone	12,478	45.33%
Black or African American Alone	7,102	25.80%
Amer. Indian and Alaska Native Alone	372	1.35%
Asian Alone	324	1.18%
Native Hawaiian and Other Pacific Island Alone	3	0.01%
Some Other Race Alone	6,268	22.77%
Two or More Races	983	3.57%
2021 Est. Population by Hispanic or Latino Origin	27,530	
Not Hispanic or Latino	12,664	46.00%
Hispanic or Latino	14,866	54.00%
Mexican	13,214	88.89%
Puerto Rican	80	0.54%
Cuban	75	0.50%
All Other Hispanic or Latino	1,497	10.07%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	14,866	
White Alone	7,562	50.87%
Black or African American Alone	154	1.04%
American Indian and Alaska Native Alone	294	1.98%
Asian Alone	14	0.09%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	6,245	42.01%
Two or More Races	596	4.01%
2021 Est. Pop by Race, Asian Alone, by Category	324	
Chinese, except Taiwanese	48	14.82%
Filipino	17	5.25%
Japanese	4	1.24%
Asian Indian	97	29.94%
Korean	13	4.01%
Vietnamese	110	33.95%
Cambodian	1	0.31%
Hmong	1	0.31%
Laotian	2	0.62%
Thai	3	0.93%
All Other Asian Races Including 2+ Category	28	8.64%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	27,530	
Arab	5	0.02%
Czech	12	0.04%
Danish	26	0.09%
Dutch	128	0.47%
English	385	1.40%
French (except Basque)	70	0.25%
French Canadian	31	0.11%
German	711	2.58%
Greek	48	0.17%
Hungarian	40	0.15%
Irish	815	2.96%
Italian	110	0.40%
Lithuanian	0	0.00%
United States or American	1,265	4.60%
Norwegian	46	0.17%
Polish	90	0.33%
Portuguese	33	0.12%
Russian	0	0.00%
Scottish	97	0.35%
Scotch-Irish	81	0.29%
Slovak	0	0.00%
Subsaharan African	412	1.50%
Swedish	17	0.06%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	23	0.08%
West Indian (except Hisp. groups)	34	0.12%
Other ancestries	20,549	74.64%
Ancestry Unclassified	2,502	9.09%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	14,249	56.95%
Speak Asian/Pacific Island Language at Home	188	0.75%
Speak IndoEuropean Language at Home	152	0.61%
Speak Spanish at Home	10,297	41.15%
Speak Other Language at Home	135	0.54%

Community • Demographic Profile

Balch Springs, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	27,530	
Age 0 - 4	2,509	9.11%
Age 5 - 9	2,565	9.32%
Age 10 - 14	2,246	8.16%
Age 15 - 17	1,361	4.94%
Age 18 - 20	1,224	4.45%
Age 21 - 24	1,602	5.82%
Age 25 - 34	4,127	14.99%
Age 35 - 44	3,854	14.00%
Age 45 - 54	3,111	11.30%
Age 55 - 64	2,607	9.47%
Age 65 - 74	1,499	5.45%
Age 75 - 84	646	2.35%
Age 85 and over	179	0.65%
Age 16 and over	19,764	71.79%
Age 18 and over	18,849	68.47%
Age 21 and over	17,625	64.02%
Age 65 and over	2,324	8.44%
2021 Est. Median Age		30.45
2021 Est. Average Age		32.60
2021 Est. Population by Sex	27,530	
Male	13,378	48.59%
Female	14,152	51.41%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	13,378	
Age 0 - 4	1,249	9.34%
Age 5 - 9	1,282	9.58%
Age 10 - 14	1,129	8.44%
Age 15 - 17	684	5.11%
Age 18 - 20	617	4.61%
Age 21 - 24	788	5.89%
Age 25 - 34	2,049	15.32%
Age 35 - 44	1,855	13.87%
Age 45 - 54	1,477	11.04%
Age 55 - 64	1,249	9.34%
Age 65 - 74	674	5.04%
Age 75 - 84	263	1.97%
Age 85 and over	62	0.46%
2021 Est. Median Age, Male		29.57
2021 Est. Average Age, Male		31.80
2021 Est. Female Population by Age	14,152	
Age 0 - 4	1,260	8.90%
Age 5 - 9	1,283	9.07%
Age 10 - 14	1,117	7.89%
Age 15 - 17	677	4.78%
Age 18 - 20	607	4.29%
Age 21 - 24	814	5.75%
Age 25 - 34	2,078	14.68%
Age 35 - 44	1,999	14.13%
Age 45 - 54	1,634	11.55%
Age 55 - 64	1,358	9.60%
Age 65 - 74	825	5.83%
Age 75 - 84	383	2.71%
Age 85 and over	117	0.83%
2021 Est. Median Age, Female		31.33
2021 Est. Average Age, Female		33.30

Community • Demographic Profile

Balch Springs, Texas

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,835	38.77%
Males, Never Married	3,893	19.26%
Females, Never Married	3,942	19.51%
Married, Spouse present	7,836	38.77%
Married, Spouse absent	1,720	8.51%
Widowed	791	3.91%
Males Widowed	257	1.27%
Females Widowed	534	2.64%
Divorced	2,028	10.04%
Males Divorced	771	3.82%
Females Divorced	1,257	6.22%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,962	18.5%
Some High School, no diploma	2,908	18.1%
High School Graduate (or GED)	4,749	29.6%
Some College, no degree	3,394	21.2%
Associate Degree	935	5.8%
Bachelor's Degree	792	4.9%
Master's Degree	269	1.7%
Professional School Degree	6	0.0%
Doctorate Degree	8	0.1%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	4,313	55.59%
High School Graduate	1,771	22.83%
Some College or Associate's Degree	1,406	18.12%
Bachelor's Degree or Higher	268	3.46%
Households		
2026 Projection	8,755	
2021 Estimate	8,214	
2010 Census	7,295	
2000 Census	6,460	
Growth 2021 - 2026		6.59%
Growth 2010 - 2021		12.60%
Growth 2000 - 2010		12.93%
2021 Est. Households by Household Type	8,214	
Family Households	6,322	76.97%
Nonfamily Households	1,892	23.03%
2021 Est. Group Quarters Population	114	
2021 Households by Ethnicity, Hispanic/Latino	3,594	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	8,214	
Income < \$15,000	704	8.57%
Income \$15,000 - \$24,999	841	10.24%
Income \$25,000 - \$34,999	986	12.00%
Income \$35,000 - \$49,999	1,445	17.59%
Income \$50,000 - \$74,999	1,614	19.65%
Income \$75,000 - \$99,999	999	12.16%
Income \$100,000 - \$124,999	648	7.89%
Income \$125,000 - \$149,999	431	5.25%
Income \$150,000 - \$199,999	399	4.86%
Income \$200,000 - \$249,999	102	1.24%
Income \$250,000 - \$499,999	41	0.50%
Income \$500,000+	4	0.05%
2021 Est. Average Household Income		\$66,075
2021 Est. Median Household Income		\$51,622
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$48,034
Black or African American Alone		\$48,749
American Indian and Alaska Native Alone		\$32,834
Asian Alone		\$40,350
Native Hawaiian and Other Pacific Islander Alone		\$100,000
Some Other Race Alone		\$76,708
Two or More Races		\$30,375
Hispanic or Latino		\$51,955
Not Hispanic or Latino		\$51,335
2021 Est. Family HH Type by Presence of Own Child.	6,322	
Married-Couple Family, own children	2,157	34.12%
Married-Couple Family, no own children	1,612	25.50%
Male Householder, own children	330	5.22%
Male Householder, no own children	343	5.43%
Female Householder, own children	1,213	19.19%
Female Householder, no own children	667	10.55%
2021 Est. Households by Household Size	8,214	
1-person	1,466	17.85%
2-person	1,863	22.68%
3-person	1,455	17.71%
4-person	1,380	16.80%
5-person	993	12.09%
6-person	565	6.88%
7-or-more-person	492	5.99%
2021 Est. Average Household Size		3.34

Community • Demographic Profile

Balch Springs, Texas

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	8,214	
Households with 1 or More People under Age 18:	4,307	52.44%
Married-Couple Family	2,421	56.21%
Other Family, Male Householder	422	9.80%
Other Family, Female Householder	1,444	33.53%
Nonfamily, Male Householder	14	0.33%
Nonfamily, Female Householder	6	0.14%
Households with No People under Age 18:	3,907	47.57%
Married-Couple Family	1,348	34.50%
Other Family, Male Householder	251	6.42%
Other Family, Female Householder	435	11.13%
Nonfamily, Male Householder	902	23.09%
Nonfamily, Female Householder	971	24.85%
2021 Est. Households by Number of Vehicles	8,214	
No Vehicles	285	3.47%
1 Vehicle	2,589	31.52%
2 Vehicles	3,178	38.69%
3 Vehicles	1,339	16.30%
4 Vehicles	604	7.35%
5 or more Vehicles	219	2.67%
2021 Est. Average Number of Vehicles		2
Family Households		
2026 Projection	6,733	
2021 Estimate	6,322	
2010 Census	5,601	
2000 Census	5,085	
Growth 2021 - 2026		6.50%
Growth 2010 - 2021		12.87%
Growth 2000 - 2010		10.15%
2021 Est. Families by Poverty Status	6,322	
2021 Families at or Above Poverty	5,349	84.61%
2021 Families at or Above Poverty with Children	3,397	53.73%
2021 Families Below Poverty	973	15.39%
2021 Families Below Poverty with Children	724	11.45%
2021 Est. Pop 16+ by Employment Status	19,764	
Civilian Labor Force, Employed	12,698	64.25%
Civilian Labor Force, Unemployed	585	2.96%
Armed Forces	23	0.12%
Not in Labor Force	6,458	32.68%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	12,767	
For-Profit Private Workers	9,451	74.03%
Non-Profit Private Workers	1,013	7.94%
Local Government Workers	161	1.26%
State Government Workers	269	2.11%
Federal Government Workers	467	3.66%
Self-Employed Workers	1,368	10.72%
Unpaid Family Workers	38	0.30%
2021 Est. Civ. Employed Pop 16+ by Occupation	12,767	
Architect/Engineer	27	0.21%
Arts/Entertainment/Sports	48	0.38%
Building Grounds Maintenance	743	5.82%
Business/Financial Operations	270	2.12%
Community/Social Services	72	0.56%
Computer/Mathematical	128	1.00%
Construction/Extraction	2,345	18.37%
Education/Training/Library	304	2.38%
Farming/Fishing/Forestry	6	0.05%
Food Prep/Serving	712	5.58%
Health Practitioner/Technician	375	2.94%
Healthcare Support	544	4.26%
Maintenance Repair	728	5.70%
Legal	12	0.09%
Life/Physical/Social Science	68	0.53%
Management	552	4.32%
Office/Admin. Support	1,609	12.60%
Production	840	6.58%
Protective Services	239	1.87%
Sales/Related	1,222	9.57%
Personal Care/Service	338	2.65%
Transportation/Moving	1,585	12.42%
2021 Est. Pop 16+ by Occupation Classification	12,767	
White Collar	4,687	36.71%
Blue Collar	5,498	43.06%
Service and Farm	2,582	20.22%
2021 Est. Workers Age 16+ by Transp. to Work	12,059	
Drove Alone	8,860	73.47%
Car Pooled	2,260	18.74%
Public Transportation	85	0.71%
Walked	76	0.63%
Bicycle	0	0.00%
Other Means	620	5.14%
Worked at Home	158	1.31%

Community • Demographic Profile

Balch Springs, Texas

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,858	
15 - 29 Minutes	3,479	
30 - 44 Minutes	3,203	
45 - 59 Minutes	1,432	
60 or more Minutes	1,993	
2021 Est. Avg Travel Time to Work in Minutes		37
2021 Est. Occupied Housing Units by Tenure	8,214	
Owner Occupied	4,602	56.03%
Renter Occupied	3,612	43.97%
2021 Owner Occ. HUs: Avg. Length of Residence		15
2021 Renter Occ. HUs: Avg. Length of Residence		5.7
2021 Est. Owner-Occupied Housing Units by Value	8,214	
Value Less than \$20,000	147	3.19%
Value \$20,000 - \$39,999	112	2.43%
Value \$40,000 - \$59,999	248	5.39%
Value \$60,000 - \$79,999	366	7.95%
Value \$80,000 - \$99,999	658	14.30%
Value \$100,000 - \$149,999	1,151	25.01%
Value \$150,000 - \$199,999	937	20.36%
Value \$200,000 - \$299,999	670	14.56%
Value \$300,000 - \$399,999	130	2.83%
Value \$400,000 - \$499,999	31	0.67%
Value \$500,000 - \$749,999	11	0.24%
Value \$750,000 - \$999,999	62	1.35%
Value \$1,000,000 or \$1,499,999	56	1.22%
Value \$1,500,000 or \$1,999,999	17	0.37%
Value \$2,000,000+	6	0.13%
2021 Est. Median All Owner-Occupied Housing Value		\$131,481
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	6,032	67.43%
1 Unit Attached	194	2.17%
2 Units	146	1.63%
3 or 4 Units	510	5.70%
5 to 19 Units	1,471	16.45%
20 to 49 Units	112	1.25%
50 or More Units	179	2.00%
Mobile Home or Trailer	301	3.37%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	762	8.52%
Housing Units Built 2010 to 2014	343	3.83%
Housing Units Built 2000 to 2009	1,627	18.19%
Housing Units Built 1990 to 1999	912	10.20%
Housing Units Built 1980 to 1989	1,534	17.15%
Housing Units Built 1970 to 1979	1,378	15.41%
Housing Units Built 1960 to 1969	1,158	12.95%
Housing Units Built 1950 to 1959	835	9.34%
Housing Units Built 1940 to 1949	241	2.69%
Housing Unit Built 1939 or Earlier	155	1.73%
2021 Est. Median Year Structure Built		1984

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® 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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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.



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ACKNOWLEDGMENTS

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.

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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