



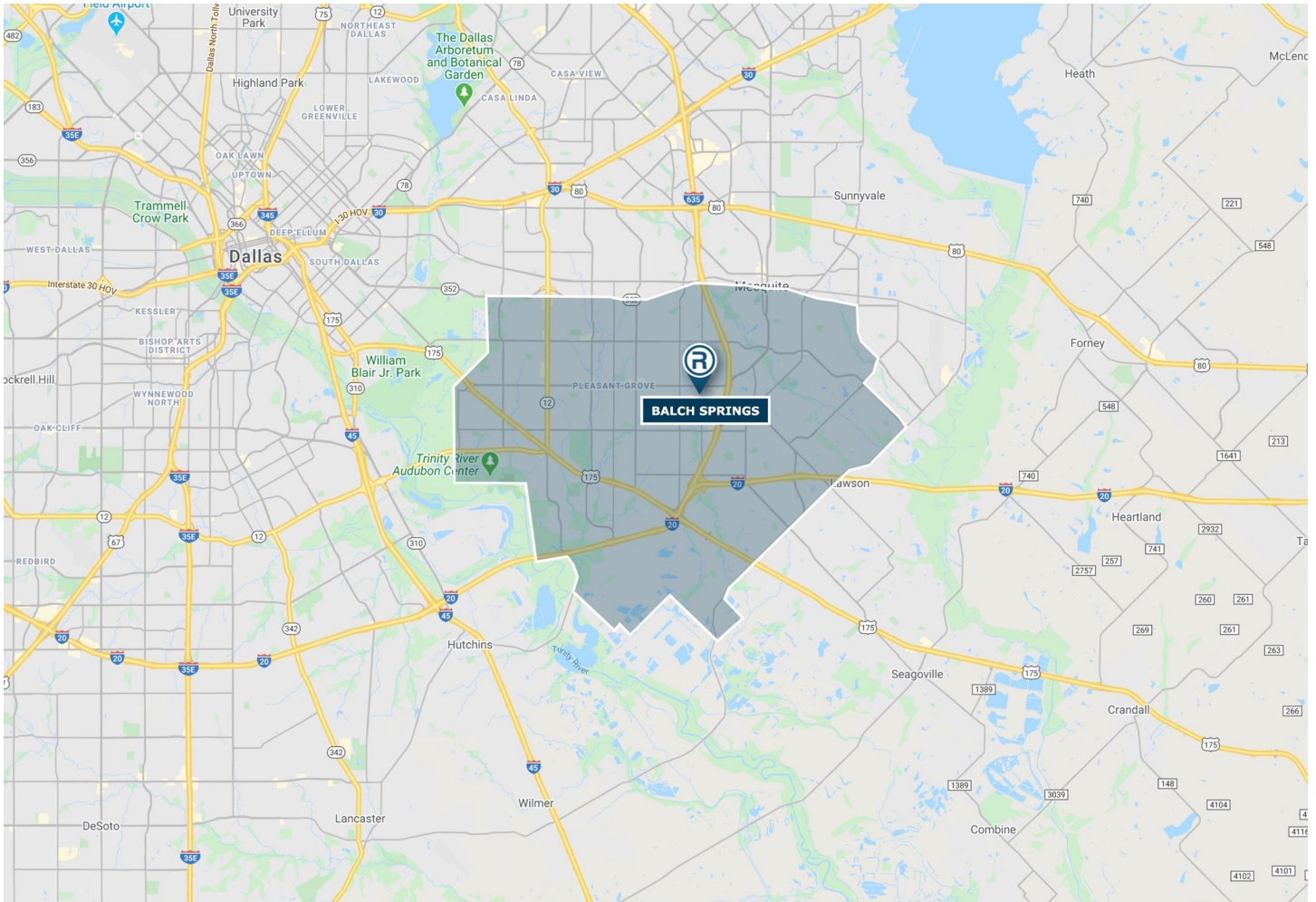
The**Retail**Coach.®

# Primary Retail Trade Area Demographic Profile

BALCH SPRINGS, TEXAS

Prepared for City of Balch Springs Economic Development  
April 2021

# Primary Retail Trade Area



Prepared for:



**City of Balch Springs Economic Development**  
Chris Dyer  
Community Development Director

13503 Alexander Road  
Balch Springs, Texas 75181

Phone 972.286.4477  
Cell 972.975.8565  
cdyer@cityofbalchsprings.com  
www.balchspringsedc.com



# Primary Retail Trade Area • Demographic Profile

Balch Springs, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	203,586	
2021 Estimate	190,384	
2010 Census	167,771	
2000 Census	147,297	
Growth 2021 - 2026		6.93%
Growth 2010 - 2021		13.48%
Growth 2000 - 2010		13.90%
<b>2021 Est. Population by Single-Classification Race</b>	<b>190,384</b>	
White Alone	85,159	44.73%
Black or African American Alone	45,882	24.10%
Amer. Indian and Alaska Native Alone	1,638	0.86%
Asian Alone	1,702	0.89%
Native Hawaiian and Other Pacific Island Alone	31	0.02%
Some Other Race Alone	49,657	26.08%
Two or More Races	6,315	3.32%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>190,384</b>	
Not Hispanic or Latino	73,501	38.61%
Hispanic or Latino	116,883	61.39%
Mexican	105,441	90.21%
Puerto Rican	558	0.48%
Cuban	307	0.26%
All Other Hispanic or Latino	10,578	9.05%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>116,883</b>	
White Alone	60,712	51.94%
Black or African American Alone	961	0.82%
American Indian and Alaska Native Alone	1,268	1.09%
Asian Alone	114	0.10%
Native Hawaiian and Other Pacific Islander Alone	9	0.01%
Some Other Race Alone	49,493	42.34%
Two or More Races	4,326	3.70%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>1,702</b>	
Chinese, except Taiwanese	141	8.28%
Filipino	281	16.51%
Japanese	8	0.47%
Asian Indian	345	20.27%
Korean	81	4.76%
Vietnamese	624	36.66%
Cambodian	30	1.76%
Hmong	2	0.12%
Laotian	17	1.00%
Thai	8	0.47%
All Other Asian Races Including 2+ Category	165	9.70%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>190,384</b>	
Arab	69	0.04%
Czech	169	0.09%
Danish	54	0.03%
Dutch	424	0.22%
English	3,146	1.65%
French (except Basque)	643	0.34%
French Canadian	146	0.08%
German	2,986	1.57%
Greek	90	0.05%
Hungarian	42	0.02%
Irish	3,549	1.86%
Italian	663	0.35%
Lithuanian	0	0.00%
United States or American	5,101	2.68%
Norwegian	83	0.04%
Polish	373	0.20%
Portuguese	60	0.03%
Russian	20	0.01%
Scottish	484	0.25%
Scotch-Irish	564	0.30%
Slovak	18	0.01%
Subsaharan African	1,952	1.03%
Swedish	106	0.06%
Swiss	14	0.01%
Ukrainian	19	0.01%
Welsh	128	0.07%
West Indian (except Hisp. groups)	534	0.28%
Other ancestries	152,458	80.08%
Ancestry Unclassified	16,490	8.66%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	90,227	52.20%
Speak Asian/Pacific Island Language at Home	1,043	0.60%
Speak IndoEuropean Language at Home	831	0.48%
Speak Spanish at Home	79,422	45.95%
Speak Other Language at Home	1,315	0.76%

# Primary Retail Trade Area • Demographic Profile

Balch Springs, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>190,384</b>	
Age 0 - 4	17,546	9.22%
Age 5 - 9	16,698	8.77%
Age 10 - 14	15,527	8.16%
Age 15 - 17	9,499	4.99%
Age 18 - 20	8,520	4.48%
Age 21 - 24	11,176	5.87%
Age 25 - 34	29,202	15.34%
Age 35 - 44	25,328	13.30%
Age 45 - 54	21,696	11.40%
Age 55 - 64	18,538	9.74%
Age 65 - 74	10,895	5.72%
Age 75 - 84	4,494	2.36%
Age 85 and over	1,265	0.66%
Age 16 and over	137,496	72.22%
Age 18 and over	131,115	68.87%
Age 21 and over	122,595	64.39%
Age 65 and over	16,654	8.75%
2021 Est. Median Age		30.50
2021 Est. Average Age		32.82
<b>2021 Est. Population by Sex</b>	<b>190,384</b>	
Male	93,851	49.30%
Female	96,533	50.70%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>93,851</b>	
Age 0 - 4	8,954	9.54%
Age 5 - 9	8,510	9.07%
Age 10 - 14	7,928	8.45%
Age 15 - 17	4,782	5.10%
Age 18 - 20	4,345	4.63%
Age 21 - 24	5,674	6.05%
Age 25 - 34	14,476	15.42%
Age 35 - 44	12,378	13.19%
Age 45 - 54	10,445	11.13%
Age 55 - 64	9,016	9.61%
Age 65 - 74	5,011	5.34%
Age 75 - 84	1,893	2.02%
Age 85 and over	438	0.47%
2021 Est. Median Age, Male		29.59
2021 Est. Average Age, Male		32.03
<b>2021 Est. Female Population by Age</b>	<b>96,533</b>	
Age 0 - 4	8,593	8.90%
Age 5 - 9	8,188	8.48%
Age 10 - 14	7,599	7.87%
Age 15 - 17	4,717	4.89%
Age 18 - 20	4,175	4.33%
Age 21 - 24	5,502	5.70%
Age 25 - 34	14,726	15.26%
Age 35 - 44	12,949	13.41%
Age 45 - 54	11,252	11.66%
Age 55 - 64	9,522	9.86%
Age 65 - 74	5,883	6.09%
Age 75 - 84	2,601	2.69%
Age 85 and over	827	0.86%
2021 Est. Median Age, Female		31.40
2021 Est. Average Age, Female		33.56

# Primary Retail Trade Area • Demographic Profile

Balch Springs, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	55,244	39.29%
Males, Never Married	28,148	20.02%
Females, Never Married	27,096	19.27%
Married, Spouse present	56,457	40.15%
Married, Spouse absent	10,444	7.43%
Widowed	6,320	4.50%
Males Widowed	1,682	1.20%
Females Widowed	4,637	3.30%
Divorced	12,149	8.64%
Males Divorced	4,916	3.50%
Females Divorced	7,233	5.14%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	23,234	20.9%
Some High School, no diploma	17,430	15.6%
High School Graduate (or GED)	35,193	31.6%
Some College, no degree	21,345	19.2%
Associate Degree	5,095	4.6%
Bachelor's Degree	6,451	5.8%
Master's Degree	2,394	2.1%
Professional School Degree	157	0.1%
Doctorate Degree	118	0.1%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	33,514	54.23%
High School Graduate	16,336	26.44%
Some College or Associate's Degree	9,386	15.19%
Bachelor's Degree or Higher	2,561	4.14%
<b>Households</b>		
2026 Projection	56,890	
2021 Estimate	53,536	
2010 Census	48,471	
2000 Census	44,722	
Growth 2021 - 2026		6.27%
Growth 2010 - 2021		10.45%
Growth 2000 - 2010		8.38%
<b>2021 Est. Households by Household Type</b>	<b>53,536</b>	
Family Households	42,760	79.87%
Nonfamily Households	10,776	20.13%
2021 Est. Group Quarters Population	267	
2021 Households by Ethnicity, Hispanic/Latino	26,805	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>53,536</b>	
Income < \$15,000	5,567	10.40%
Income \$15,000 - \$24,999	5,716	10.68%
Income \$25,000 - \$34,999	6,333	11.83%
Income \$35,000 - \$49,999	9,196	17.18%
Income \$50,000 - \$74,999	10,732	20.05%
Income \$75,000 - \$99,999	6,713	12.54%
Income \$100,000 - \$124,999	4,232	7.91%
Income \$125,000 - \$149,999	2,382	4.45%
Income \$150,000 - \$199,999	1,752	3.27%
Income \$200,000 - \$249,999	546	1.02%
Income \$250,000 - \$499,999	295	0.55%
Income \$500,000+	72	0.14%
2021 Est. Average Household Income		\$62,846
2021 Est. Median Household Income		\$49,921
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$47,546
Black or African American Alone		\$44,654
American Indian and Alaska Native Alone		\$44,972
Asian Alone		\$68,922
Native Hawaiian and Other Pacific Islander Alone		\$57,482
Some Other Race Alone		\$60,753
Two or More Races		\$52,830
Hispanic or Latino		\$49,631
Not Hispanic or Latino		\$50,302
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>42,760</b>	
Married-Couple Family, own children	15,230	35.62%
Married-Couple Family, no own children	11,419	26.71%
Male Householder, own children	2,019	4.72%
Male Householder, no own children	2,172	5.08%
Female Householder, own children	6,753	15.79%
Female Householder, no own children	5,168	12.09%
<b>2021 Est. Households by Household Size</b>	<b>53,536</b>	
1-person	8,445	15.77%
2-person	11,352	21.20%
3-person	9,176	17.14%
4-person	9,134	17.06%
5-person	7,068	13.20%
6-person	4,167	7.78%
7-or-more-person	4,193	7.83%
2021 Est. Average Household Size		3.55

# Primary Retail Trade Area • Demographic Profile

Balch Springs, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>53,536</b>	
Households with 1 or More People under Age 18:	28,631	53.48%
Married-Couple Family	17,223	60.16%
Other Family, Male Householder	2,622	9.16%
Other Family, Female Householder	8,613	30.08%
Nonfamily, Male Householder	124	0.43%
Nonfamily, Female Householder	49	0.17%
<b>Households with No People under Age 18:</b>	<b>24,905</b>	<b>46.52%</b>
Married-Couple Family	9,443	37.92%
Other Family, Male Householder	1,563	6.28%
Other Family, Female Householder	3,310	13.29%
Nonfamily, Male Householder	5,050	20.28%
Nonfamily, Female Householder	5,539	22.24%
<b>2021 Est. Households by Number of Vehicles</b>	<b>53,536</b>	
No Vehicles	3,433	6.41%
1 Vehicle	15,077	28.16%
2 Vehicles	19,363	36.17%
3 Vehicles	10,192	19.04%
4 Vehicles	3,655	6.83%
5 or more Vehicles	1,816	3.39%
2021 Est. Average Number of Vehicles		2.06
<b>Family Households</b>		
2026 Projection	45,442	
2021 Estimate	42,760	
2010 Census	38,720	
2000 Census	35,923	
Growth 2021 - 2026		6.27%
Growth 2010 - 2021		10.43%
Growth 2000 - 2010		7.79%
<b>2021 Est. Families by Poverty Status</b>	<b>42,760</b>	
2021 Families at or Above Poverty	35,362	82.70%
2021 Families at or Above Poverty with Children	19,800	46.31%
2021 Families Below Poverty	7,398	17.30%
2021 Families Below Poverty with Children	6,153	14.39%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>137,496</b>	
Civilian Labor Force, Employed	82,376	59.91%
Civilian Labor Force, Unemployed	3,734	2.72%
Armed Forces	29	0.02%
Not in Labor Force	51,357	37.35%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>80,849</b>	
For-Profit Private Workers	63,981	79.14%
Non-Profit Private Workers	4,778	5.91%
Local Government Workers	953	1.18%
State Government Workers	1,219	1.51%
Federal Government Workers	3,841	4.75%
Self-Employed Workers	5,962	7.37%
Unpaid Family Workers	115	0.14%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>80,849</b>	
Architect/Engineer	258	0.32%
Arts/Entertainment/Sports	420	0.52%
Building Grounds Maintenance	5,626	6.96%
Business/Financial Operations	1,791	2.22%
Community/Social Services	599	0.74%
Computer/Mathematical	844	1.04%
Construction/Extraction	15,570	19.26%
Education/Training/Library	2,296	2.84%
Farming/Fishing/Forestry	92	0.11%
Food Prep/Serving	4,911	6.07%
Health Practitioner/Technician	2,169	2.68%
Healthcare Support	3,388	4.19%
Maintenance Repair	3,818	4.72%
Legal	151	0.19%
Life/Physical/Social Science	154	0.19%
Management	3,470	4.29%
Office/Admin. Support	10,267	12.70%
Production	5,608	6.94%
Protective Services	1,092	1.35%
Sales/Related	7,150	8.84%
Personal Care/Service	2,053	2.54%
Transportation/Moving	9,120	11.28%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>80,849</b>	
White Collar	29,571	36.58%
Blue Collar	34,117	42.20%
Service and Farm	17,162	21.23%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>79,306</b>	
Drove Alone	63,225	79.72%
Car Pooled	11,169	14.08%
Public Transportation	1,523	1.92%
Walked	343	0.43%
Bicycle	39	0.05%
Other Means	1,240	1.56%
Worked at Home	1,767	2.23%

# Primary Retail Trade Area • Demographic Profile

Balch Springs, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	9,305	
15 - 29 Minutes	21,927	
30 - 44 Minutes	23,298	
45 - 59 Minutes	11,907	
60 or more Minutes	11,268	
2021 Est. Avg Travel Time to Work in Minutes		37
2021 Est. Occupied Housing Units by Tenure	53,536	
Owner Occupied	34,656	64.73%
Renter Occupied	18,880	35.27%
2021 Owner Occ. HUs: Avg. Length of Residence		16.64
2021 Renter Occ. HUs: Avg. Length of Residence		6.46
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>53,536</b>	
Value Less than \$20,000	804	2.32%
Value \$20,000 - \$39,999	1,250	3.61%
Value \$40,000 - \$59,999	2,227	6.43%
Value \$60,000 - \$79,999	3,256	9.40%
Value \$80,000 - \$99,999	5,309	15.32%
Value \$100,000 - \$149,999	9,032	26.06%
Value \$150,000 - \$199,999	6,108	17.63%
Value \$200,000 - \$299,999	4,491	12.96%
Value \$300,000 - \$399,999	897	2.59%
Value \$400,000 - \$499,999	235	0.68%
Value \$500,000 - \$749,999	305	0.88%
Value \$750,000 - \$999,999	220	0.64%
Value \$1,000,000 or \$1,499,999	208	0.60%
Value \$1,500,000 or \$1,999,999	76	0.22%
Value \$2,000,000+	239	0.69%
2021 Est. Median All Owner-Occupied Housing Value		\$121,769
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	45,263	78.06%
1 Unit Attached	717	1.24%
2 Units	597	1.03%
3 or 4 Units	1,460	2.52%
5 to 19 Units	6,563	11.32%
20 to 49 Units	805	1.39%
50 or More Units	711	1.23%
Mobile Home or Trailer	1,826	3.15%
Boat, RV, Van, etc.	40	0.07%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	4,837	8.34%
Housing Units Built 2010 to 2014	771	1.33%
Housing Units Built 2000 to 2009	6,458	11.14%
Housing Units Built 1990 to 1999	5,612	9.68%
Housing Units Built 1980 to 1989	8,322	14.35%
Housing Units Built 1970 to 1979	8,720	15.04%
Housing Units Built 1960 to 1969	7,631	13.16%
Housing Units Built 1950 to 1959	12,550	21.65%
Housing Units Built 1940 to 1949	2,258	3.89%
Housing Unit Built 1939 or Earlier	823	1.42%
2021 Est. Median Year Structure Built		1977

# 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.





The**RetailCoach**.®

## 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

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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