



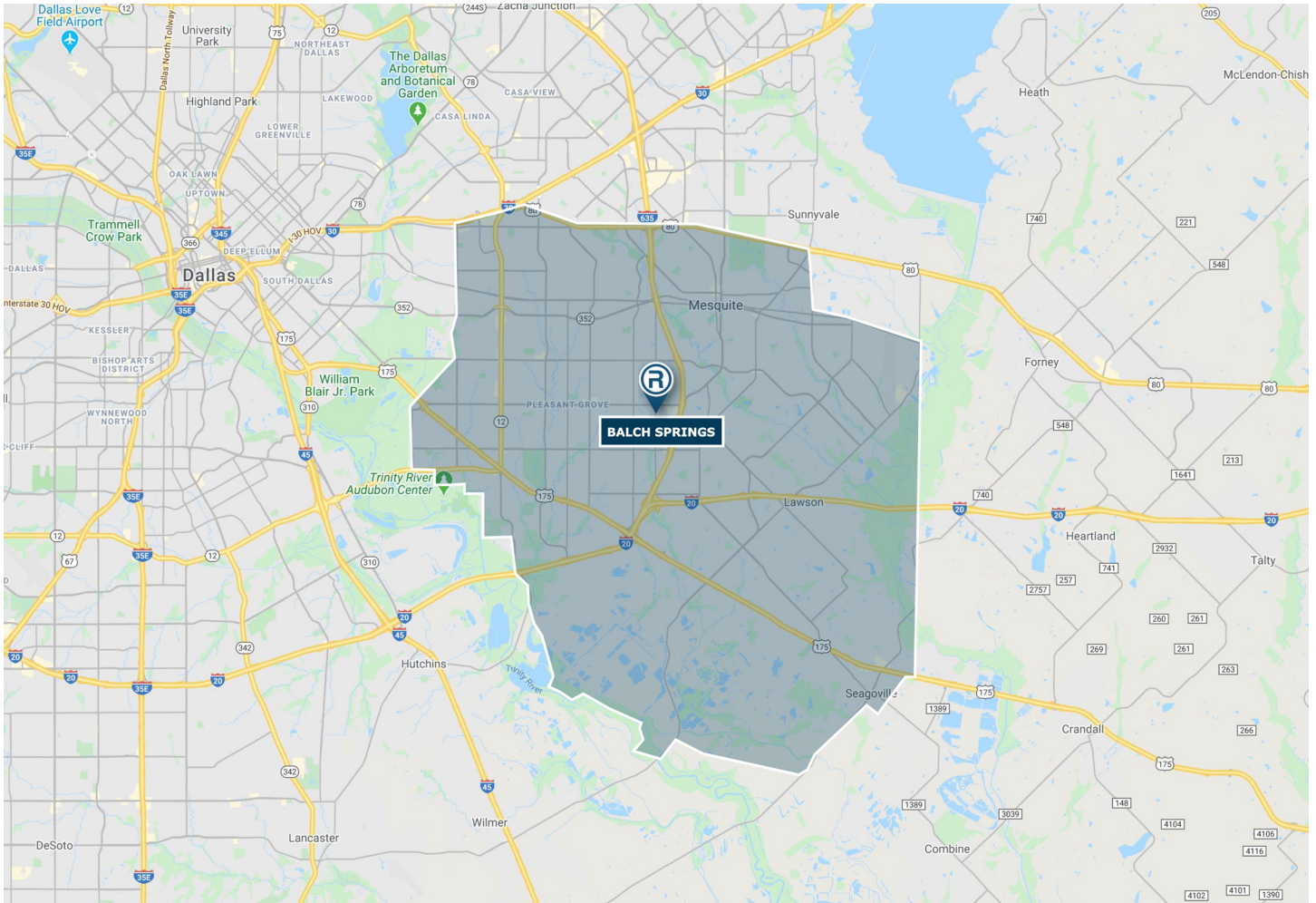
The **Retail** Coach.®

Secondary Retail Trade Area Demographic Profile

BALCH SPRINGS, TEXAS

Prepared for City of Balch Springs Economic Development
April 2021

Secondary Retail Trade Area



Prepared for:



City of Balch Springs Economic Development
Chris Dyser
Community Development Director

13503 Alexander Road
Balch Springs, Texas 75181

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



Secondary Retail Trade Area • Demographic Profile

Balch Springs, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	318,027	
2021 Estimate	296,910	
2010 Census	259,522	
2000 Census	222,478	
Growth 2021 - 2026		7.11%
Growth 2010 - 2021		14.41%
Growth 2000 - 2010		16.65%
2021 Est. Population by Single-Classification Race	296,910	
White Alone	135,341	45.58%
Black or African American Alone	74,901	25.23%
Amer. Indian and Alaska Native Alone	2,591	0.87%
Asian Alone	4,891	1.65%
Native Hawaiian and Other Pacific Island Alone	98	0.03%
Some Other Race Alone	68,963	23.23%
Two or More Races	10,123	3.41%
2021 Est. Population by Hispanic or Latino Origin	296,910	
Not Hispanic or Latino	131,640	44.34%
Hispanic or Latino	165,270	55.66%
Mexican	147,339	89.15%
Puerto Rican	998	0.60%
Cuban	477	0.29%
All Other Hispanic or Latino	16,456	9.96%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	165,270	
White Alone	86,710	52.47%
Black or African American Alone	1,523	0.92%
American Indian and Alaska Native Alone	1,875	1.13%
Asian Alone	163	0.10%
Native Hawaiian and Other Pacific Islander Alone	28	0.02%
Some Other Race Alone	68,659	41.54%
Two or More Races	6,312	3.82%
2021 Est. Pop by Race, Asian Alone, by Category	4,891	
Chinese, except Taiwanese	255	5.21%
Filipino	1,259	25.74%
Japanese	24	0.49%
Asian Indian	1,377	28.15%
Korean	101	2.07%
Vietnamese	1,330	27.19%
Cambodian	105	2.15%
Hmong	3	0.06%
Laotian	90	1.84%
Thai	69	1.41%
All Other Asian Races Including 2+ Category	278	5.68%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	296,910	
Arab	201	0.07%
Czech	283	0.10%
Danish	197	0.07%
Dutch	903	0.30%
English	6,061	2.04%
French (except Basque)	1,247	0.42%
French Canadian	249	0.08%
German	7,001	2.36%
Greek	224	0.08%
Hungarian	62	0.02%
Irish	7,672	2.58%
Italian	1,412	0.48%
Lithuanian	19	0.01%
United States or American	9,596	3.23%
Norwegian	321	0.11%
Polish	527	0.18%
Portuguese	106	0.04%
Russian	51	0.02%
Scottish	1,125	0.38%
Scotch-Irish	912	0.31%
Slovak	47	0.02%
Subsaharan African	3,393	1.14%
Swedish	268	0.09%
Swiss	25	0.01%
Ukrainian	41	0.01%
Welsh	354	0.12%
West Indian (except Hisp. groups)	802	0.27%
Other ancestries	224,470	75.60%
Ancestry Unclassified	29,342	9.88%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	153,428	56.73%
Speak Asian/Pacific Island Language at Home	2,793	1.03%
Speak IndoEuropean Language at Home	1,572	0.58%
Speak Spanish at Home	110,760	40.95%
Speak Other Language at Home	1,903	0.70%

Secondary Retail Trade Area • Demographic Profile

Balch Springs, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	296,910	
Age 0 - 4	26,453	8.91%
Age 5 - 9	25,295	8.52%
Age 10 - 14	23,723	7.99%
Age 15 - 17	14,562	4.90%
Age 18 - 20	13,109	4.42%
Age 21 - 24	17,324	5.84%
Age 25 - 34	45,425	15.30%
Age 35 - 44	39,964	13.46%
Age 45 - 54	34,464	11.61%
Age 55 - 64	29,704	10.00%
Age 65 - 74	17,464	5.88%
Age 75 - 84	7,213	2.43%
Age 85 and over	2,211	0.75%
Age 16 and over	216,657	72.97%
Age 18 and over	206,877	69.68%
Age 21 and over	193,768	65.26%
Age 65 and over	26,888	9.06%
2021 Est. Median Age		31.11
2021 Est. Average Age		33.29
2021 Est. Population by Sex	296,910	
Male	146,153	49.23%
Female	150,756	50.78%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	146,153	
Age 0 - 4	13,507	9.24%
Age 5 - 9	12,870	8.81%
Age 10 - 14	12,061	8.25%
Age 15 - 17	7,312	5.00%
Age 18 - 20	6,682	4.57%
Age 21 - 24	8,802	6.02%
Age 25 - 34	22,536	15.42%
Age 35 - 44	19,537	13.37%
Age 45 - 54	16,586	11.35%
Age 55 - 64	14,470	9.90%
Age 65 - 74	8,071	5.52%
Age 75 - 84	2,984	2.04%
Age 85 and over	736	0.50%
2021 Est. Median Age, Male		30.19
2021 Est. Average Age, Male		32.41
2021 Est. Female Population by Age	150,756	
Age 0 - 4	12,947	8.59%
Age 5 - 9	12,425	8.24%
Age 10 - 14	11,662	7.74%
Age 15 - 17	7,250	4.81%
Age 18 - 20	6,426	4.26%
Age 21 - 24	8,522	5.65%
Age 25 - 34	22,889	15.18%
Age 35 - 44	20,427	13.55%
Age 45 - 54	17,878	11.86%
Age 55 - 64	15,233	10.10%
Age 65 - 74	9,393	6.23%
Age 75 - 84	4,229	2.81%
Age 85 and over	1,475	0.98%
2021 Est. Median Age, Female		32.02
2021 Est. Average Age, Female		34.15

Secondary Retail Trade Area • Demographic Profile

Balch Springs, Texas

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	85,458	38.59%
Males, Never Married	44,042	19.89%
Females, Never Married	41,415	18.70%
Married, Spouse present	89,897	40.60%
Married, Spouse absent	15,804	7.14%
Widowed	9,607	4.34%
Males Widowed	2,225	1.01%
Females Widowed	7,382	3.33%
Divorced	20,673	9.34%
Males Divorced	8,376	3.78%
Females Divorced	12,297	5.55%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	31,460	17.8%
Some High School, no diploma	25,495	14.4%
High School Graduate (or GED)	54,584	30.9%
Some College, no degree	36,133	20.5%
Associate Degree	9,831	5.6%
Bachelor's Degree	13,095	7.4%
Master's Degree	4,941	2.8%
Professional School Degree	604	0.3%
Doctorate Degree	300	0.2%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	45,237	51.88%
High School Graduate	23,345	26.77%
Some College or Associate's Degree	14,499	16.63%
Bachelor's Degree or Higher	4,112	4.72%
Households		
2026 Projection	91,518	
2021 Estimate	85,918	
2010 Census	77,085	
2000 Census	69,392	
Growth 2021 - 2026		6.52%
Growth 2010 - 2021		11.46%
Growth 2000 - 2010		11.09%
2021 Est. Households by Household Type	85,918	
Family Households	67,601	78.68%
Nonfamily Households	18,318	21.32%
2021 Est. Group Quarters Population	3,231	
2021 Households by Ethnicity, Hispanic/Latino	38,724	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	85,918	
Income < \$15,000	8,903	10.36%
Income \$15,000 - \$24,999	8,574	9.98%
Income \$25,000 - \$34,999	9,757	11.36%
Income \$35,000 - \$49,999	14,009	16.31%
Income \$50,000 - \$74,999	17,573	20.45%
Income \$75,000 - \$99,999	10,772	12.54%
Income \$100,000 - \$124,999	6,907	8.04%
Income \$125,000 - \$149,999	4,013	4.67%
Income \$150,000 - \$199,999	3,380	3.93%
Income \$200,000 - \$249,999	1,216	1.42%
Income \$250,000 - \$499,999	667	0.78%
Income \$500,000+	148	0.17%
2021 Est. Average Household Income		\$65,941
2021 Est. Median Household Income		\$52,061
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$51,347
Black or African American Alone		\$46,440
American Indian and Alaska Native Alone		\$46,179
Asian Alone		\$73,334
Native Hawaiian and Other Pacific Islander Alone		\$48,581
Some Other Race Alone		\$58,916
Two or More Races		\$57,899
Hispanic or Latino		\$50,086
Not Hispanic or Latino		\$54,027
2021 Est. Family HH Type by Presence of Own Child.	67,601	
Married-Couple Family, own children	24,042	35.57%
Married-Couple Family, no own children	18,475	27.33%
Male Householder, own children	3,161	4.68%
Male Householder, no own children	3,217	4.76%
Female Householder, own children	11,031	16.32%
Female Householder, no own children	7,675	11.35%
2021 Est. Households by Household Size	85,918	
1-person	14,496	16.87%
2-person	19,040	22.16%
3-person	15,122	17.60%
4-person	14,750	17.17%
5-person	10,826	12.60%
6-person	6,046	7.04%
7-or-more-person	5,638	6.56%
2021 Est. Average Household Size		3.42

Secondary Retail Trade Area • Demographic Profile

Balch Springs, Texas

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	85,918	
Households with 1 or More People under Age 18:	44,868	52.22%
Married-Couple Family	26,810	59.75%
Other Family, Male Householder	4,064	9.06%
Other Family, Female Householder	13,722	30.58%
Nonfamily, Male Householder	192	0.43%
Nonfamily, Female Householder	80	0.18%
Households with No People under Age 18:	41,051	47.78%
Married-Couple Family	15,730	38.32%
Other Family, Male Householder	2,304	5.61%
Other Family, Female Householder	4,985	12.14%
Nonfamily, Male Householder	8,388	20.43%
Nonfamily, Female Householder	9,644	23.49%
2021 Est. Households by Number of Vehicles	85,918	
No Vehicles	5,211	6.07%
1 Vehicle	25,209	29.34%
2 Vehicles	31,386	36.53%
3 Vehicles	16,015	18.64%
4 Vehicles	5,657	6.58%
5 or more Vehicles	2,440	2.84%
2021 Est. Average Number of Vehicles		2.02
Family Households		
2026 Projection	72,011	
2021 Estimate	67,601	
2010 Census	60,656	
2000 Census	54,754	
Growth 2021 - 2026		6.52%
Growth 2010 - 2021		11.45%
Growth 2000 - 2010		10.78%
2021 Est. Families by Poverty Status	67,601	
2021 Families at or Above Poverty	56,871	84.13%
2021 Families at or Above Poverty with Children	32,044	47.40%
2021 Families Below Poverty	10,730	15.87%
2021 Families Below Poverty with Children	9,013	13.33%
2021 Est. Pop 16+ by Employment Status	216,657	
Civilian Labor Force, Employed	131,380	60.64%
Civilian Labor Force, Unemployed	5,545	2.56%
Armed Forces	57	0.03%
Not in Labor Force	79,675	36.78%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	129,560	
For-Profit Private Workers	101,927	78.67%
Non-Profit Private Workers	7,188	5.55%
Local Government Workers	1,710	1.32%
State Government Workers	2,267	1.75%
Federal Government Workers	6,523	5.04%
Self-Employed Workers	9,685	7.48%
Unpaid Family Workers	259	0.20%
2021 Est. Civ. Employed Pop 16+ by Occupation	129,560	
Architect/Engineer	568	0.44%
Arts/Entertainment/Sports	798	0.62%
Building Grounds Maintenance	8,310	6.41%
Business/Financial Operations	3,588	2.77%
Community/Social Services	1,088	0.84%
Computer/Mathematical	1,663	1.28%
Construction/Extraction	20,861	16.10%
Education/Training/Library	4,401	3.40%
Farming/Fishing/Forestry	163	0.13%
Food Prep/Serving	8,380	6.47%
Health Practitioner/Technician	4,218	3.26%
Healthcare Support	5,410	4.18%
Maintenance Repair	5,867	4.53%
Legal	318	0.25%
Life/Physical/Social Science	310	0.24%
Management	6,538	5.05%
Office/Admin. Support	17,015	13.13%
Production	8,412	6.49%
Protective Services	1,992	1.54%
Sales/Related	11,829	9.13%
Personal Care/Service	3,300	2.55%
Transportation/Moving	14,530	11.22%
2021 Est. Pop 16+ by Occupation Classification	129,560	
White Collar	52,335	40.39%
Blue Collar	49,669	38.34%
Service and Farm	27,555	21.27%
2021 Est. Workers Age 16+ by Transp. to Work	126,657	
Drove Alone	101,077	79.80%
Car Pooled	18,066	14.26%
Public Transportation	2,010	1.59%
Walked	712	0.56%
Bicycle	78	0.06%
Other Means	1,892	1.49%
Worked at Home	2,821	2.23%

Secondary Retail Trade Area • Demographic Profile

Balch Springs, Texas

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	16,140	
15 - 29 Minutes	33,507	
30 - 44 Minutes	37,125	
45 - 59 Minutes	18,356	
60 or more Minutes	18,796	
2021 Est. Avg Travel Time to Work in Minutes		37
2021 Est. Occupied Housing Units by Tenure	85,918	
Owner Occupied	54,721	63.69%
Renter Occupied	31,197	36.31%
2021 Owner Occ. HUs: Avg. Length of Residence		15.9
2021 Renter Occ. HUs: Avg. Length of Residence		6.41
2021 Est. Owner-Occupied Housing Units by Value	85,918	
Value Less than \$20,000	1,920	3.51%
Value \$20,000 - \$39,999	2,174	3.97%
Value \$40,000 - \$59,999	2,819	5.15%
Value \$60,000 - \$79,999	4,041	7.39%
Value \$80,000 - \$99,999	7,006	12.80%
Value \$100,000 - \$149,999	13,752	25.13%
Value \$150,000 - \$199,999	10,802	19.74%
Value \$200,000 - \$299,999	8,157	14.91%
Value \$300,000 - \$399,999	1,831	3.35%
Value \$400,000 - \$499,999	721	1.32%
Value \$500,000 - \$749,999	575	1.05%
Value \$750,000 - \$999,999	334	0.61%
Value \$1,000,000 or \$1,499,999	268	0.49%
Value \$1,500,000 or \$1,999,999	83	0.15%
Value \$2,000,000+	238	0.44%
2021 Est. Median All Owner-Occupied Housing Value		\$132,613
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	66,936	72.19%
1 Unit Attached	1691	1.82%
2 Units	920	0.99%
3 or 4 Units	2,397	2.59%
5 to 19 Units	11,797	12.72%
20 to 49 Units	1,935	2.09%
50 or More Units	1,460	1.58%
Mobile Home or Trailer	5,545	5.98%
Boat, RV, Van, etc.	40	0.04%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	8,525	9.19%
Housing Units Built 2010 to 2014	1,458	1.57%
Housing Units Built 2000 to 2009	11,987	12.93%
Housing Units Built 1990 to 1999	11,883	12.82%
Housing Units Built 1980 to 1989	14,567	15.71%
Housing Units Built 1970 to 1979	13,363	14.41%
Housing Units Built 1960 to 1969	10,944	11.80%
Housing Units Built 1950 to 1959	15,979	17.23%
Housing Units Built 1940 to 1949	2,886	3.11%
Housing Unit Built 1939 or Earlier	1,128	1.22%
2021 Est. Median Year Structure Built		1981

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.

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