

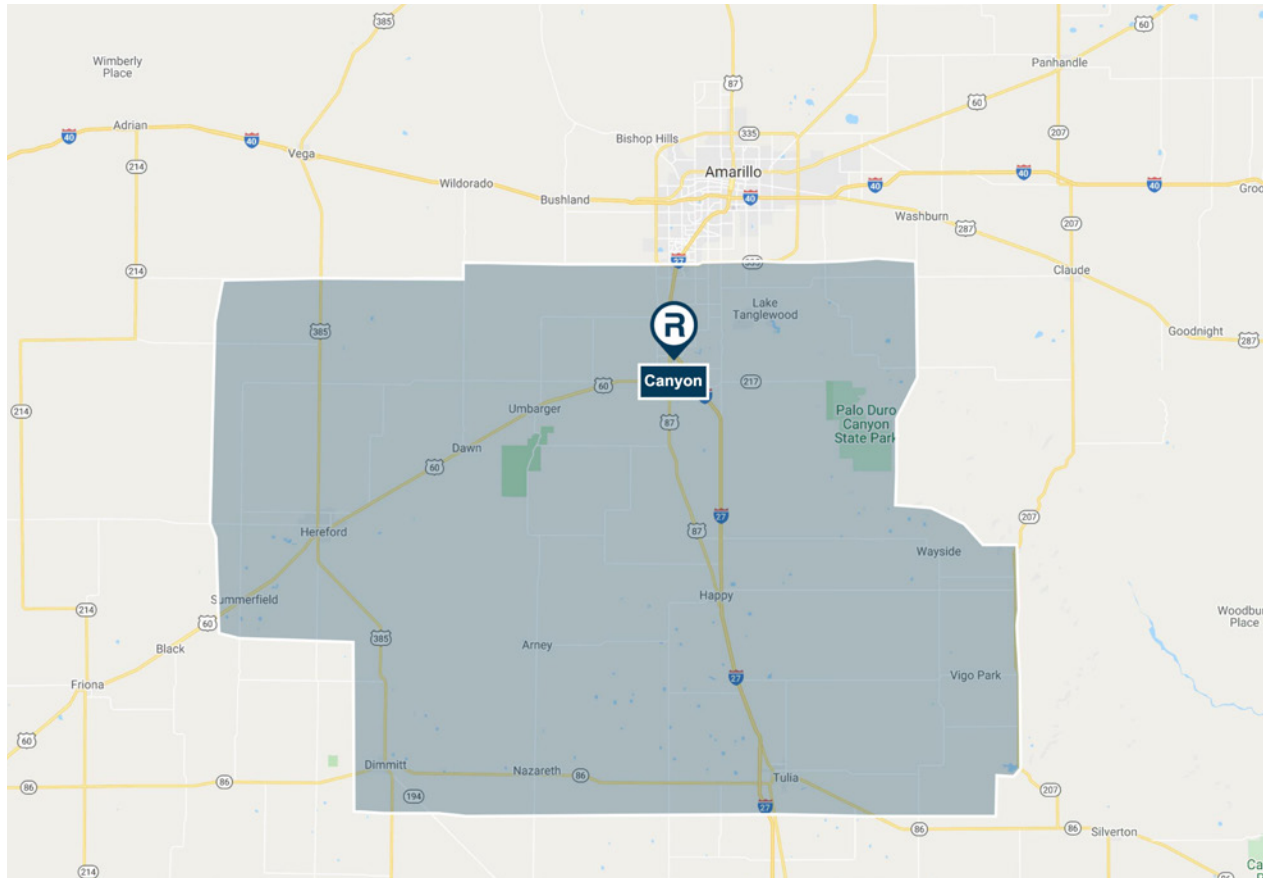


CANYON, TEXAS

Developer Feasibility Study



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Retail Trade Area • Retail Demand Outlook

Canyon, Texas

NAICS	DESCRIPTION	2020 DEMAND	2025 DEMAND	GROWTH	CAGR (%)*
44, 45, 722	Total retail trade including food and drinking places	\$575,071,302	\$646,544,874	\$71,473,572	2.37%
441	Motor vehicle and parts dealers	\$133,720,185	\$151,717,237	\$17,997,052	2.56%
4411	Automobile dealers	\$116,595,832	\$132,306,127	\$15,710,295	2.56%
4412	Other motor vehicle dealers	\$8,053,408	\$9,105,975	\$1,052,567	2.49%
4413	Automotive parts, accessories, and tire stores	\$9,070,945	\$10,305,135	\$1,234,190	2.58%
442	Furniture and home furnishings stores	\$5,580,065	\$6,103,475	\$523,410	1.81%
4421	Furniture stores	\$3,433,680	\$3,729,546	\$295,865	1.67%
4422	Home furnishings stores	\$2,146,384	\$2,373,929	\$227,545	2.04%
443	Electronics and appliance stores	\$12,648,201	\$14,331,308	\$1,683,107	2.53%
443141	Household appliance stores	\$2,321,360	\$2,632,890	\$311,530	2.55%
443142	Electronics stores	\$10,326,840	\$11,698,417	\$1,371,577	2.53%
444	Building material and garden equipment and supplies dealers	\$27,237,096	\$30,869,978	\$3,632,882	2.54%
4441	Building material and supplies dealers	\$23,904,588	\$27,094,286	\$3,189,698	2.54%
44411	Home centers	\$13,613,909	\$15,425,011	\$1,811,102	2.53%
44412	Paint and wallpaper stores	\$898,578	\$1,018,304	\$119,727	2.53%
44413	Hardware stores	\$2,038,908	\$2,309,108	\$270,201	2.52%
44419	Other building material dealers	\$7,353,194	\$8,341,863	\$988,669	2.56%
4442	Lawn and garden equipment and supplies stores	\$3,332,507	\$3,775,692	\$443,184	2.53%
44421	Outdoor power equipment stores	\$470,713	\$533,962	\$63,249	2.55%
44422	Nursery, garden center, and farm supply stores	\$2,861,794	\$3,241,730	\$379,936	2.52%
445	Food and beverage stores	\$79,491,810	\$88,849,419	\$9,357,609	2.25%
4451	Grocery stores	\$73,231,156	\$81,866,557	\$8,635,402	2.25%
44511	Supermarkets and other grocery (except convenience) stores	\$70,352,543	\$78,654,379	\$8,301,836	2.26%
44512	Convenience stores	\$2,878,613	\$3,212,178	\$333,566	2.22%
4452	Specialty food stores	\$2,799,459	\$3,124,938	\$325,479	2.22%
4453	Beer, wine, and liquor stores	\$3,461,195	\$3,857,923	\$396,728	2.19%
446	Health and personal care stores	\$15,960,080	\$18,043,050	\$2,082,970	2.48%
44611	Pharmacies and drug stores	\$11,949,757	\$13,505,634	\$1,555,877	2.48%
44612	Cosmetics, beauty supplies, and perfume stores	\$729,338	\$827,721	\$98,382	2.56%
44613	Optical goods stores	\$2,352,965	\$2,659,763	\$306,798	2.48%
44619	Other health and personal care stores	\$928,020	\$1,049,933	\$121,913	2.50%
447	Gasoline stations	\$56,576,184	\$64,510,447	\$7,934,264	2.66%

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NAICS	DESCRIPTION	2020 DEMAND	2025 DEMAND	GROWTH	CAGR (%)*
448	Clothing and clothing accessories stores	\$18,948,071	\$20,072,488	\$1,124,417	1.16%
4481	Clothing stores	\$13,669,976	\$14,425,249	\$755,273	1.08%
44811	Men's clothing stores	\$708,196	\$743,172	\$34,976	0.97%
44812	Women's clothing stores	\$2,425,085	\$2,540,935	\$115,850	0.94%
44813	Children's and infants' clothing stores	\$1,180,144	\$1,254,219	\$74,075	1.22%
44814	Family clothing stores	\$8,048,414	\$8,521,055	\$472,641	1.15%
44815	Clothing accessories stores	\$464,333	\$483,800	\$19,468	0.82%
44819	Other clothing stores	\$843,804	\$882,068	\$38,264	0.89%
4482	Shoe stores	\$3,862,529	\$4,198,405	\$335,876	1.68%
4483	Jewelry, luggage, and leather goods stores	\$1,415,565	\$1,448,834	\$33,269	0.47%
44831	Jewelry stores	\$1,101,328	\$1,114,383	\$13,055	0.24%
44832	Luggage and leather goods stores	\$314,237	\$334,451	\$20,214	1.25%
451	Sporting goods, hobby, musical instrument, and book stores	\$7,894,393	\$8,758,949	\$864,556	2.10%
4511	Sporting goods, hobby, and musical instrument stores	\$5,591,135	\$6,263,800	\$672,665	2.30%
45111	Sporting goods stores	\$2,993,382	\$3,298,061	\$304,679	1.96%
45112	Hobby, toy, and game stores	\$1,139,768	\$1,326,317	\$186,550	3.08%
45113	Sewing, needlework, and piece goods stores	\$282,018	\$293,387	\$11,369	0.79%
45114	Musical instrument and supplies stores	\$1,175,967	\$1,346,035	\$170,068	2.74%
4512	Book stores and news dealers	\$2,303,258	\$2,495,149	\$191,891	1.61%
452	General merchandise stores	\$70,529,204	\$78,707,519	\$8,178,315	2.22%
4522	Department stores	\$11,176,521	\$12,265,923	\$1,089,403	1.88%
4523	Other general merchandise stores	\$59,352,683	\$66,441,596	\$7,088,912	2.28%
453	Miscellaneous store retailers	\$12,574,001	\$13,950,296	\$1,376,295	2.10%
4531	Florists	\$472,630	\$535,580	\$62,950	2.53%
4532	Office supplies, stationery, and gift stores	\$2,147,597	\$2,368,512	\$220,915	1.98%
45321	Office supplies and stationery stores	\$742,710	\$823,570	\$80,861	2.09%
45322	Gift, novelty, and souvenir stores	\$1,404,888	\$1,544,942	\$140,055	1.92%
4533	Used merchandise stores	\$2,194,740	\$2,422,242	\$227,503	1.99%
4539	Other miscellaneous store retailers	\$7,759,034	\$8,623,961	\$864,928	2.14%
45391	Pet and pet supplies stores	\$3,202,374	\$3,592,113	\$389,739	2.32%
45399	All other miscellaneous store retailers	\$4,556,660	\$5,031,849	\$475,189	2.00%
454	Non-store retailers	\$56,945,385	\$63,461,332	\$6,515,948	2.19%
722	Food services and drinking places	\$76,966,630	\$87,169,375	\$10,202,746	2.52%
7223	Special food services	\$6,454,523	\$7,309,254	\$854,730	2.52%
7224	Drinking places (alcoholic beverages)	\$1,674,975	\$1,902,403	\$227,428	2.58%
7225	Restaurants and other eating places	\$68,837,131	\$77,957,719	\$9,120,588	2.52%
722511	Full-service restaurants	\$31,398,700	\$35,567,039	\$4,168,339	2.52%
722513	Limited-service restaurants	\$31,098,665	\$35,213,926	\$4,115,261	2.52%
722514	Cafeterias, grill buffets, and buffets	\$1,127,192	\$1,276,386	\$149,194	2.52%
722515	Snack and nonalcoholic beverage bars	\$5,212,574	\$5,900,369	\$687,795	2.51%

Retail Trade Area • Demographic Profile

Canyon, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	71,355	
2020 Estimate	68,198	
2010 Census	63,790	
2000 Census	59,148	
Growth 2020 - 2025		4.63%
Growth 2010 - 2020		6.91%
Growth 2000 - 2010		7.85%
2020 Est. Population by Single-Classification Race	68,198	
White Alone	55,037	80.70%
Black or African American Alone	1,706	2.50%
Amer. Indian and Alaska Native Alone	580	0.85%
Asian Alone	562	0.82%
Native Hawaiian and Other Pacific Island Alone	24	0.04%
Some Other Race Alone	8,565	12.56%
Two or More Races	1,724	2.53%
2020 Est. Population by Hispanic or Latino Origin	68,198	
Not Hispanic or Latino	40,408	59.25%
Hispanic or Latino	27,791	40.75%
Mexican	23,721	85.36%
Puerto Rican	94	0.34%
Cuban	31	0.11%
All Other Hispanic or Latino	3,945	14.20%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	27,791	
White Alone	17,847	64.22%
Black or African American Alone	184	0.66%
American Indian and Alaska Native Alone	283	1.02%
Asian Alone	29	0.10%
Native Hawaiian and Other Pacific Islander Alone	6	0.02%
Some Other Race Alone	8,522	30.67%
Two or More Races	919	3.31%
2020 Est. Pop by Race, Asian Alone, by Category	562	
Chinese, except Taiwanese	151	26.87%
Filipino	83	14.77%
Japanese	23	4.09%
Asian Indian	21	3.74%
Korean	3	0.53%
Vietnamese	94	16.73%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	22	3.92%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	164	29.18%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	68,198	
Arab	44	0.07%
Czech	179	0.26%
Danish	74	0.11%
Dutch	419	0.61%
English	4,513	6.62%
French (except Basque)	674	0.99%
French Canadian	151	0.22%
German	7,590	11.13%
Greek	89	0.13%
Hungarian	15	0.02%
Irish	4,276	6.27%
Italian	485	0.71%
Lithuanian	2	0.00%
United States or American	5,752	8.43%
Norwegian	391	0.57%
Polish	267	0.39%
Portuguese	7	0.01%
Russian	77	0.11%
Scottish	737	1.08%
Scotch-Irish	1,066	1.56%
Slovak	0	0.00%
Subsaharan African	144	0.21%
Swedish	195	0.29%
Swiss	54	0.08%
Ukrainian	10	0.02%
Welsh	77	0.11%
West Indian (except Hisp. groups)	45	0.07%
Other ancestries	25,630	37.58%
Ancestry Unclassified	15,236	22.34%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	43,262	68.11%
Speak Asian/Pacific Island Language at Home	1,154	1.82%
Speak IndoEuropean Language at Home	632	1.00%
Speak Spanish at Home	18,435	29.02%
Speak Other Language at Home	39	0.06%

Retail Trade Area • Demographic Profile

Canyon, Texas

DESCRIPTION	DATA	%
2020 Est. Population by Age	68,198	
Age 0 - 4	4,676	6.86%
Age 5 - 9	4,694	6.88%
Age 10 - 14	4,736	6.95%
Age 15 - 17	3,221	4.72%
Age 18 - 20	4,088	5.99%
Age 21 - 24	4,514	6.62%
Age 25 - 34	9,204	13.50%
Age 35 - 44	7,886	11.56%
Age 45 - 54	7,389	10.84%
Age 55 - 64	7,825	11.47%
Age 65 - 74	5,847	8.57%
Age 75 - 84	2,885	4.23%
Age 85 and over	1,234	1.81%
Age 16 and over	53,040	77.77%
Age 18 and over	50,871	74.59%
Age 21 and over	46,783	68.60%
Age 65 and over	9,966	14.61%
2020 Est. Median Age		33.78
2020 Est. Average Age		36.93
2020 Est. Population by Sex	68,198	
Male	34,391	50.43%
Female	33,808	49.57%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	34,391	
Age 0 - 4	2,402	6.98%
Age 5 - 9	2,382	6.93%
Age 10 - 14	2,410	7.01%
Age 15 - 17	1,631	4.74%
Age 18 - 20	2,106	6.12%
Age 21 - 24	2,393	6.96%
Age 25 - 34	4,889	14.22%
Age 35 - 44	4,014	11.67%
Age 45 - 54	3,724	10.83%
Age 55 - 64	3,852	11.20%
Age 65 - 74	2,859	8.31%
Age 75 - 84	1,269	3.69%
Age 85 and over	460	1.34%
2020 Est. Median Age, Male		32.73
2020 Est. Average Age, Male		36.08
2020 Est. Female Population by Age	33,808	
Age 0 - 4	2,274	6.73%
Age 5 - 9	2,311	6.84%
Age 10 - 14	2,326	6.88%
Age 15 - 17	1,590	4.70%
Age 18 - 20	1,983	5.87%
Age 21 - 24	2,120	6.27%
Age 25 - 34	4,315	12.76%
Age 35 - 44	3,872	11.45%
Age 45 - 54	3,665	10.84%
Age 55 - 64	3,973	11.75%
Age 65 - 74	2,988	8.84%
Age 75 - 84	1,616	4.78%
Age 85 and over	774	2.29%
2020 Est. Median Age, Female		34.96
2020 Est. Average Age, Female		37.82

Retail Trade Area • Demographic Profile

Canyon, Texas

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	16,753	30.97%
Males, Never Married	9,103	16.83%
Females, Never Married	7,649	14.14%
Married, Spouse present	26,077	48.21%
Married, Spouse absent	3,126	5.78%
Widowed	3,081	5.70%
Males Widowed	848	1.57%
Females Widowed	2,233	4.13%
Divorced	5,055	9.35%
Males Divorced	2,295	4.24%
Females Divorced	2,761	5.10%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,148	7.4%
Some High School, no diploma	3,410	8.1%
High School Graduate (or GED)	10,970	26.0%
Some College, no degree	11,045	26.1%
Associate Degree	3,074	7.3%
Bachelor's Degree	7,871	18.6%
Master's Degree	1,853	4.4%
Professional School Degree	529	1.3%
Doctorate Degree	370	0.9%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	5,282	36.50%
High School Graduate	4,126	28.51%
Some College or Associate's Degree	3,516	24.29%
Bachelor's Degree or Higher	1,549	10.70%
Households		
2025 Projection	25,372	
2020 Estimate	24,113	
2010 Census	22,464	
2000 Census	20,652	
Growth 2020 - 2025		5.22%
Growth 2010 - 2020		7.34%
Growth 2000 - 2010		8.77%
2020 Est. Households by Household Type	24,113	
Family Households	17,456	72.39%
Nonfamily Households	6,656	27.60%
2020 Est. Group Quarters Population	3,233	
2020 Households by Ethnicity, Hispanic/Latino	8,053	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	24,113	
Income < \$15,000	2,575	10.68%
Income \$15,000 - \$24,999	1,933	8.02%
Income \$25,000 - \$34,999	2,479	10.28%
Income \$35,000 - \$49,999	3,157	13.09%
Income \$50,000 - \$74,999	4,248	17.62%
Income \$75,000 - \$99,999	3,261	13.52%
Income \$100,000 - \$124,999	2,352	9.75%
Income \$125,000 - \$149,999	1,453	6.03%
Income \$150,000 - \$199,999	1,461	6.06%
Income \$200,000 - \$249,999	561	2.33%
Income \$250,000 - \$499,999	504	2.09%
Income \$500,000+	128	0.53%
2020 Est. Average Household Income		\$79,076
2020 Est. Median Household Income		\$60,438
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$64,781
Black or African American Alone		\$29,705
American Indian and Alaska Native Alone		\$109,407
Asian Alone		\$57,148
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$35,990
Two or More Races		\$41,235
Hispanic or Latino		\$46,013
Not Hispanic or Latino		\$69,621
2020 Est. Family HH Type by Presence of Own Child.	17,456	
Married-Couple Family, own children	5,982	34.27%
Married-Couple Family, no own children	7,778	44.56%
Male Householder, own children	567	3.25%
Male Householder, no own children	539	3.09%
Female Householder, own children	1,567	8.98%
Female Householder, no own children	1,023	5.86%
2020 Est. Households by Household Size	24,113	
1-person	5,500	22.81%
2-person	8,157	33.83%
3-person	3,919	16.25%
4-person	3,386	14.04%
5-person	1,891	7.84%
6-person	776	3.22%
7-or-more-person	483	2.00%
2020 Est. Average Household Size		2.69

Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	24,113	
Households with 1 or More People under Age 18:	9,160	37.99%
Married-Couple Family	6,545	71.45%
Other Family, Male Householder	695	7.59%
Other Family, Female Householder	1,856	20.26%
Nonfamily, Male Householder	46	0.50%
Nonfamily, Female Householder	17	0.19%
Households with No People under Age 18:	14,952	62.01%
Married-Couple Family	7,211	48.23%
Other Family, Male Householder	413	2.76%
Other Family, Female Householder	734	4.91%
Nonfamily, Male Householder	3,280	21.94%
Nonfamily, Female Householder	3,314	22.16%
2020 Est. Households by Number of Vehicles	24,113	
No Vehicles	968	4.01%
1 Vehicle	6,469	26.83%
2 Vehicles	9,640	39.98%
3 Vehicles	4,697	19.48%
4 Vehicles	1,713	7.10%
5 or more Vehicles	625	2.59%
2020 Est. Average Number of Vehicles		2.09
Family Households		
2025 Projection	18,389	
2020 Estimate	17,456	
2010 Census	16,158	
2000 Census	15,270	
Growth 2020 - 2025		5.35%
Growth 2010 - 2020		8.03%
Growth 2000 - 2010		5.82%
2020 Est. Families by Poverty Status	17,456	
2020 Families at or Above Poverty	15,708	89.99%
2020 Families at or Above Poverty with Children	7,342	42.06%
2020 Families Below Poverty	1,749	10.02%
2020 Families Below Poverty with Children	1,388	7.95%
2020 Est. Pop 16+ by Employment Status	53,039	
Civilian Labor Force, Employed	33,221	62.63%
Civilian Labor Force, Unemployed	1,342	2.53%
Armed Forces	23	0.04%
Not in Labor Force	18,453	34.79%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	33,426	
For-Profit Private Workers	21,792	65.20%
Non-Profit Private Workers	2,112	6.32%
Local Government Workers	558	1.67%
State Government Workers	2,238	6.70%
Federal Government Workers	2,308	6.91%
Self-Employed Workers	4,216	12.61%
Unpaid Family Workers	202	0.60%
2020 Est. Civ. Employed Pop 16+ by Occupation	33,426	
Architect/Engineer	391	1.17%
Arts/Entertainment/Sports	563	1.68%
Building Grounds Maintenance	1,136	3.40%
Business/Financial Operations	1,137	3.40%
Community/Social Services	402	1.20%
Computer/Mathematical	374	1.12%
Construction/Extraction	1,750	5.24%
Education/Training/Library	2,384	7.13%
Farming/Fishing/Forestry	1,261	3.77%
Food Prep/Serving	1,638	4.90%
Health Practitioner/Technician	2,243	6.71%
Healthcare Support	640	1.92%
Maintenance Repair	1,045	3.13%
Legal	210	0.63%
Life/Physical/Social Science	152	0.46%
Management	3,574	10.69%
Office/Admin. Support	3,902	11.67%
Production	2,646	7.92%
Protective Services	746	2.23%
Sales/Related	3,406	10.19%
Personal Care/Service	1,341	4.01%
Transportation/Moving	2,484	7.43%
2020 Est. Pop 16+ by Occupation Classification	33,426	
White Collar	18,738	56.06%
Blue Collar	7,925	23.71%
Service and Farm	6,762	20.23%
2020 Est. Workers Age 16+ by Transp. to Work	32,538	
Drove Alone	27,355	84.07%
Car Pooled	2,857	8.78%
Public Transportation	56	0.17%
Walked	797	2.45%
Bicycle	125	0.38%
Other Means	199	0.61%
Worked at Home	1,149	3.53%

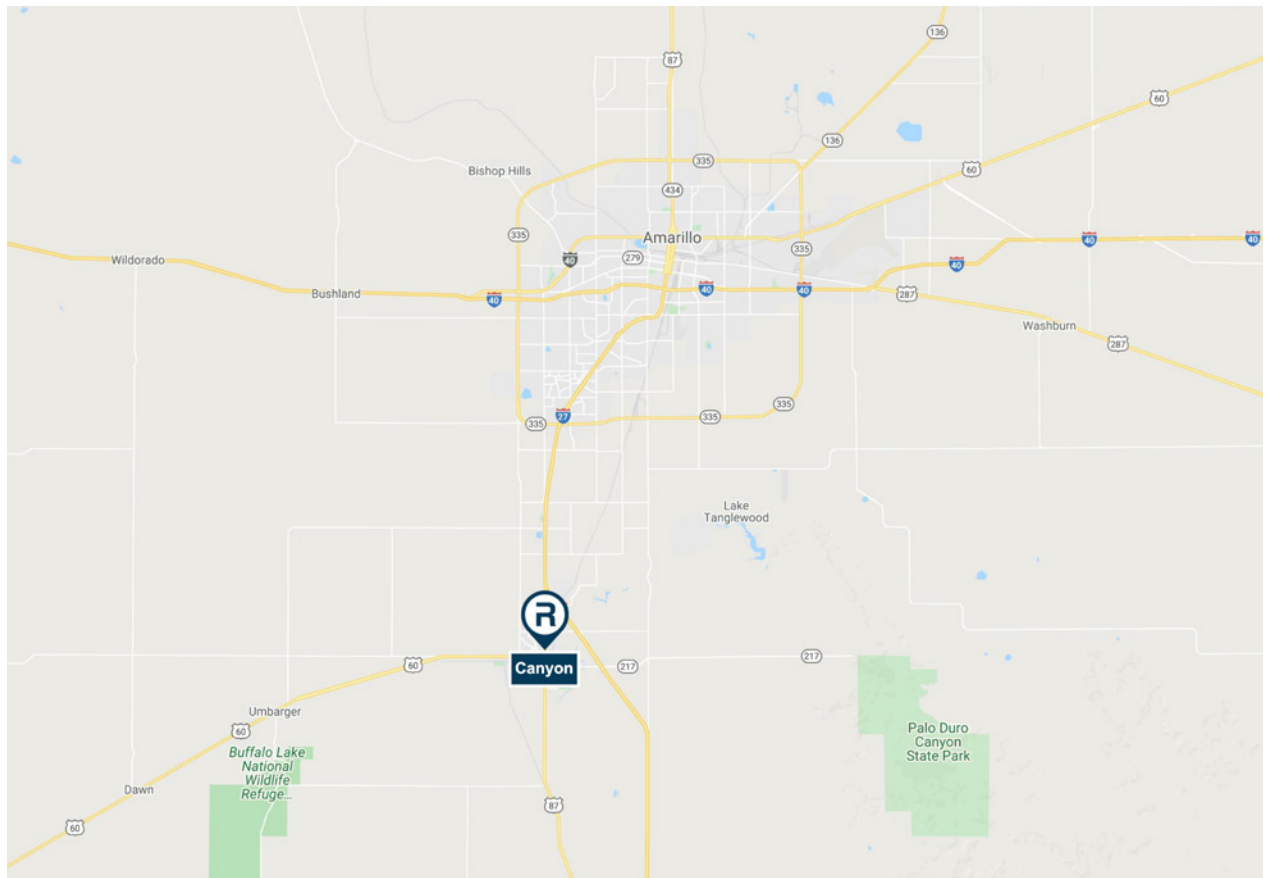
Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	13,323	
15 - 29 Minutes	10,755	
30 - 44 Minutes	4,928	
45 - 59 Minutes	1,425	
60 or more Minutes	947	
2020 Est. Avg Travel Time to Work in Minutes		21
2020 Est. Occupied Housing Units by Tenure	24,113	
Owner Occupied	16,653	69.06%
Renter Occupied	7,459	30.93%
2020 Owner Occ. HUs: Avg. Length of Residence		16.76
2020 Renter Occ. HUs: Avg. Length of Residence		5.77
2020 Est. Owner-Occupied Housing Units by Value	24,113	
Value Less than \$20,000	494	2.97%
Value \$20,000 - \$39,999	736	4.42%
Value \$40,000 - \$59,999	1,090	6.55%
Value \$60,000 - \$79,999	1,304	7.83%
Value \$80,000 - \$99,999	1,176	7.06%
Value \$100,000 - \$149,999	2,811	16.88%
Value \$150,000 - \$199,999	2,230	13.39%
Value \$200,000 - \$299,999	3,226	19.37%
Value \$300,000 - \$399,999	1,710	10.27%
Value \$400,000 - \$499,999	973	5.84%
Value \$500,000 - \$749,999	415	2.49%
Value \$750,000 - \$999,999	100	0.60%
Value \$1,000,000 or \$1,499,999	207	1.24%
Value \$1,500,000 or \$1,999,999	101	0.61%
Value \$2,000,000+	81	0.49%
2020 Est. Median All Owner-Occupied Housing Value		\$164,847
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	18,962	70.40%
1 Unit Attached	425	1.58%
2 Units	662	2.46%
3 or 4 Units	601	2.23%
5 to 19 Units	1,580	5.87%
20 to 49 Units	393	1.46%
50 or More Units	469	1.74%
Mobile Home or Trailer	3,817	14.17%
Boat, RV, Van, etc.	24	0.09%

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,621	6.02%
Housing Units Built 2010 to 2014	982	3.65%
Housing Units Built 2000 to 2009	3,404	12.64%
Housing Units Built 1990 to 1999	2,772	10.29%
Housing Units Built 1980 to 1989	3,261	12.11%
Housing Units Built 1970 to 1979	4,185	15.54%
Housing Units Built 1960 to 1969	3,891	14.45%
Housing Units Built 1950 to 1959	3,259	12.10%
Housing Units Built 1940 to 1949	1,893	7.03%
Housing Unit Built 1939 or Earlier	1,666	6.19%
2020 Est. Median Year Structure Built		1976

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Community • Demographic Profile

Canyon, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	15,909	
2020 Estimate	15,108	
2010 Census	13,801	
2000 Census	13,348	
Growth 2020 - 2025		5.30%
Growth 2010 - 2020		9.47%
Growth 2000 - 2010		3.39%
2020 Est. Population by Single-Classification Race	15,108	
White Alone	13,071	86.52%
Black or African American Alone	449	2.97%
Amer. Indian and Alaska Native Alone	105	0.70%
Asian Alone	228	1.51%
Native Hawaiian and Other Pacific Island Alone	17	0.11%
Some Other Race Alone	798	5.28%
Two or More Races	439	2.91%
2020 Est. Population by Hispanic or Latino Origin	15,108	
Not Hispanic or Latino	11,903	78.79%
Hispanic or Latino	3,205	21.21%
Mexican	2,636	82.25%
Puerto Rican	37	1.15%
Cuban	5	0.16%
All Other Hispanic or Latino	527	16.44%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	3,205	
White Alone	2,111	65.87%
Black or African American Alone	34	1.06%
American Indian and Alaska Native Alone	34	1.06%
Asian Alone	2	0.06%
Native Hawaiian and Other Pacific Islander Alone	5	0.16%
Some Other Race Alone	792	24.71%
Two or More Races	227	7.08%
2020 Est. Pop by Race, Asian Alone, by Category	228	
Chinese, except Taiwanese	122	53.51%
Filipino	2	0.88%
Japanese	1	0.44%
Asian Indian	13	5.70%
Korean	0	0.00%
Vietnamese	31	13.60%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	60	26.32%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	15,108	
Arab	11	0.07%
Czech	66	0.44%
Danish	17	0.11%
Dutch	122	0.81%
English	1,300	8.61%
French (except Basque)	232	1.54%
French Canadian	26	0.17%
German	2,036	13.48%
Greek	27	0.18%
Hungarian	1	0.01%
Irish	1,248	8.26%
Italian	142	0.94%
Lithuanian	0	0.00%
United States or American	1,292	8.55%
Norwegian	91	0.60%
Polish	76	0.50%
Portuguese	1	0.01%
Russian	13	0.09%
Scottish	296	1.96%
Scotch-Irish	338	2.24%
Slovak	0	0.00%
Subsaharan African	44	0.29%
Swedish	100	0.66%
Swiss	17	0.11%
Ukrainian	2	0.01%
Welsh	11	0.07%
West Indian (except Hisp. groups)	20	0.13%
Other ancestries	3,648	24.15%
Ancestry Unclassified	3,931	26.02%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	11,737	82.38%
Speak Asian/Pacific Island Language at Home	199	1.40%
Speak IndoEuropean Language at Home	129	0.91%
Speak Spanish at Home	2,160	15.16%
Speak Other Language at Home	23	0.16%

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Canyon, Texas

DESCRIPTION	DATA	%
2020 Est. Population by Age	15,108	
Age 0 - 4	860	5.69%
Age 5 - 9	859	5.69%
Age 10 - 14	864	5.72%
Age 15 - 17	727	4.81%
Age 18 - 20	1,825	12.08%
Age 21 - 24	1,538	10.18%
Age 25 - 34	2,064	13.66%
Age 35 - 44	1,859	12.31%
Age 45 - 54	1,316	8.71%
Age 55 - 64	1,351	8.94%
Age 65 - 74	996	6.59%
Age 75 - 84	540	3.57%
Age 85 and over	311	2.06%
Age 16 and over	12,291	81.35%
Age 18 and over	11,799	78.10%
Age 21 and over	9,974	66.02%
Age 65 and over	1,846	12.22%
2020 Est. Median Age		28.48
2020 Est. Average Age		34.82
2020 Est. Population by Sex	15,108	
Male	7,420	49.11%
Female	7,688	50.89%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	7,420	
Age 0 - 4	441	5.94%
Age 5 - 9	441	5.94%
Age 10 - 14	428	5.77%
Age 15 - 17	342	4.61%
Age 18 - 20	897	12.09%
Age 21 - 24	794	10.70%
Age 25 - 34	1,078	14.53%
Age 35 - 44	948	12.78%
Age 45 - 54	652	8.79%
Age 55 - 64	630	8.49%
Age 65 - 74	470	6.33%
Age 75 - 84	208	2.80%
Age 85 and over	91	1.23%
2020 Est. Median Age, Male		27.68
2020 Est. Average Age, Male		33.59
2020 Est. Female Population by Age	7,688	
Age 0 - 4	419	5.45%
Age 5 - 9	418	5.44%
Age 10 - 14	436	5.67%
Age 15 - 17	385	5.01%
Age 18 - 20	928	12.07%
Age 21 - 24	744	9.68%
Age 25 - 34	986	12.83%
Age 35 - 44	911	11.85%
Age 45 - 54	664	8.64%
Age 55 - 64	721	9.38%
Age 65 - 74	526	6.84%
Age 75 - 84	331	4.31%
Age 85 and over	219	2.85%
2020 Est. Median Age, Female		29.43
2020 Est. Average Age, Female		36.00

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Canyon, Texas

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,842	46.64%
Males, Never Married	2,905	23.19%
Females, Never Married	2,937	23.45%
Married, Spouse present	4,500	35.93%
Married, Spouse absent	571	4.56%
Widowed	508	4.06%
Males Widowed	133	1.06%
Females Widowed	374	2.99%
Divorced	1,105	8.82%
Males Divorced	474	3.78%
Females Divorced	631	5.04%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	188	2.2%
Some High School, no diploma	401	4.8%
High School Graduate (or GED)	1,376	16.3%
Some College, no degree	2,433	28.8%
Associate Degree	603	7.1%
Bachelor's Degree	2,541	30.1%
Master's Degree	612	7.3%
Professional School Degree	108	1.3%
Doctorate Degree	173	2.1%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	390	29.13%
High School Graduate	56	4.18%
Some College or Associate's Degree	443	33.08%
Bachelor's Degree or Higher	450	33.61%
Households		
2025 Projection	6,117	
2020 Estimate	5,763	
2010 Census	5,328	
2000 Census	4,962	
Growth 2020 - 2025		6.14%
Growth 2010 - 2020		8.16%
Growth 2000 - 2010		7.38%
2020 Est. Households by Household Type	5,763	
Family Households	3,361	58.32%
Nonfamily Households	2,402	41.68%
2020 Est. Group Quarters Population	1,619	
2020 Households by Ethnicity, Hispanic/Latino	956	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	5,763	
Income < \$15,000	966	16.76%
Income \$15,000 - \$24,999	499	8.66%
Income \$25,000 - \$34,999	695	12.06%
Income \$35,000 - \$49,999	754	13.08%
Income \$50,000 - \$74,999	843	14.63%
Income \$75,000 - \$99,999	590	10.24%
Income \$100,000 - \$124,999	445	7.72%
Income \$125,000 - \$149,999	321	5.57%
Income \$150,000 - \$199,999	421	7.31%
Income \$200,000 - \$249,999	141	2.45%
Income \$250,000 - \$499,999	76	1.32%
Income \$500,000+	13	0.23%
2020 Est. Average Household Income		\$70,398
2020 Est. Median Household Income		\$49,260
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$53,459
Black or African American Alone		\$10,096
American Indian and Alaska Native Alone		\$48,847
Asian Alone		\$30,576
Native Hawaiian and Other Pacific Islander Alone		\$35,000
Some Other Race Alone		\$10,229
Two or More Races		\$31,132
Hispanic or Latino		\$31,461
Not Hispanic or Latino		\$53,874
2020 Est. Family HH Type by Presence of Own Child.	3,361	
Married-Couple Family, own children	1,178	35.05%
Married-Couple Family, no own children	1,426	42.43%
Male Householder, own children	98	2.92%
Male Householder, no own children	101	3.01%
Female Householder, own children	340	10.12%
Female Householder, no own children	218	6.49%
2020 Est. Households by Household Size	5,763	
1-person	1,799	31.22%
2-person	1,962	34.05%
3-person	921	15.98%
4-person	679	11.78%
5-person	280	4.86%
6-person	87	1.51%
7-or-more-person	36	0.63%
2020 Est. Average Household Size		2.32

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	5,763	
Households with 1 or More People under Age 18:	1,717	29.79%
Married-Couple Family	1,222	71.17%
Other Family, Male Householder	109	6.35%
Other Family, Female Householder	373	21.72%
Nonfamily, Male Householder	10	0.58%
Nonfamily, Female Householder	2	0.12%
Households with No People under Age 18:	4,046	70.21%
Married-Couple Family	1,382	34.16%
Other Family, Male Householder	93	2.30%
Other Family, Female Householder	183	4.52%
Nonfamily, Male Householder	1,090	26.94%
Nonfamily, Female Householder	1,298	32.08%
2020 Est. Households by Number of Vehicles	5,763	
No Vehicles	276	4.79%
1 Vehicle	1,889	32.78%
2 Vehicles	2,158	37.45%
3 Vehicles	1,027	17.82%
4 Vehicles	325	5.64%
5 or more Vehicles	89	1.54%
2020 Est. Average Number of Vehicles		1.93
Family Households		
2025 Projection	3,576	
2020 Estimate	3,361	
2010 Census	3,077	
2000 Census	3,055	
Growth 2020 - 2025		6.40%
Growth 2010 - 2020		9.23%
Growth 2000 - 2010		0.72%
2020 Est. Families by Poverty Status	3,361	
2020 Families at or Above Poverty	2,993	89.05%
2020 Families at or Above Poverty with Children	1,417	42.16%
2020 Families Below Poverty	368	10.95%
2020 Families Below Poverty with Children	323	9.61%
2020 Est. Pop 16+ by Employment Status	12,292	
Civilian Labor Force, Employed	8,347	67.91%
Civilian Labor Force, Unemployed	301	2.45%
Armed Forces	21	0.17%
Not in Labor Force	3,623	29.48%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	8,253	
For-Profit Private Workers	5,013	60.74%
Non-Profit Private Workers	564	6.83%
Local Government Workers	116	1.41%
State Government Workers	859	10.41%
Federal Government Workers	578	7.00%
Self-Employed Workers	1,065	12.90%
Unpaid Family Workers	58	0.70%
2020 Est. Civ. Employed Pop 16+ by Occupation	8,253	
Architect/Engineer	88	1.07%
Arts/Entertainment/Sports	349	4.23%
Building Grounds Maintenance	150	1.82%
Business/Financial Operations	313	3.79%
Community/Social Services	76	0.92%
Computer/Mathematical	101	1.22%
Construction/Extraction	284	3.44%
Education/Training/Library	789	9.56%
Farming/Fishing/Forestry	153	1.85%
Food Prep/Serving	738	8.94%
Health Practitioner/Technician	557	6.75%
Healthcare Support	175	2.12%
Maintenance Repair	213	2.58%
Legal	45	0.55%
Life/Physical/Social Science	54	0.65%
Management	695	8.42%
Office/Admin. Support	981	11.89%
Production	466	5.65%
Protective Services	124	1.50%
Sales/Related	860	10.42%
Personal Care/Service	649	7.86%
Transportation/Moving	392	4.75%
2020 Est. Pop 16+ by Occupation Classification	8,253	
White Collar	4,909	59.48%
Blue Collar	1,356	16.43%
Service and Farm	1,989	24.10%
2020 Est. Workers Age 16+ by Transp. to Work	8,062	
Drove Alone	6,492	80.53%
Car Pooled	705	8.75%
Public Transportation	0	0.00%
Walked	458	5.68%
Bicycle	120	1.49%
Other Means	50	0.62%
Worked at Home	237	2.94%

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Canyon, Texas

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,038	
15 - 29 Minutes	2,337	
30 - 44 Minutes	1,820	
45 - 59 Minutes	387	
60 or more Minutes	277	
2020 Est. Avg Travel Time to Work in Minutes		23
2020 Est. Occupied Housing Units by Tenure	5,763	
Owner Occupied	3,101	53.81%
Renter Occupied	2,662	46.19%
2020 Owner Occ. HUs: Avg. Length of Residence		15.98
2020 Renter Occ. HUs: Avg. Length of Residence		5
2020 Est. Owner-Occupied Housing Units by Value	5,763	
Value Less than \$20,000	22	0.71%
Value \$20,000 - \$39,999	29	0.94%
Value \$40,000 - \$59,999	37	1.19%
Value \$60,000 - \$79,999	72	2.32%
Value \$80,000 - \$99,999	62	2.00%
Value \$100,000 - \$149,999	679	21.90%
Value \$150,000 - \$199,999	728	23.48%
Value \$200,000 - \$299,999	895	28.86%
Value \$300,000 - \$399,999	307	9.90%
Value \$400,000 - \$499,999	129	4.16%
Value \$500,000 - \$749,999	29	0.94%
Value \$750,000 - \$999,999	7	0.23%
Value \$1,000,000 or \$1,499,999	67	2.16%
Value \$1,500,000 or \$1,999,999	27	0.87%
Value \$2,000,000+	9	0.29%
2020 Est. Median All Owner-Occupied Housing Value		\$194,092
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	3,981	64.02%
1 Unit Attached	214	3.44%
2 Units	355	5.71%
3 or 4 Units	210	3.38%
5 to 19 Units	688	11.07%
20 to 49 Units	296	4.76%
50 or More Units	291	4.68%
Mobile Home or Trailer	182	2.93%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	357	5.74%
Housing Units Built 2010 to 2014	252	4.05%
Housing Units Built 2000 to 2009	652	10.49%
Housing Units Built 1990 to 1999	475	7.64%
Housing Units Built 1980 to 1989	837	13.46%
Housing Units Built 1970 to 1979	1,211	19.48%
Housing Units Built 1960 to 1969	866	13.93%
Housing Units Built 1950 to 1959	585	9.41%
Housing Units Built 1940 to 1949	353	5.68%
Housing Unit Built 1939 or Earlier	631	10.15%
2020 Est. Median Year Structure Built		1976



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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* Compound annual growth rate (CAGR) is the geometric progression ratio that provides a constant rate of return over the time period. CAGR dampens the effect of volatility of periodic growth.

