



The **Retail** Coach.®

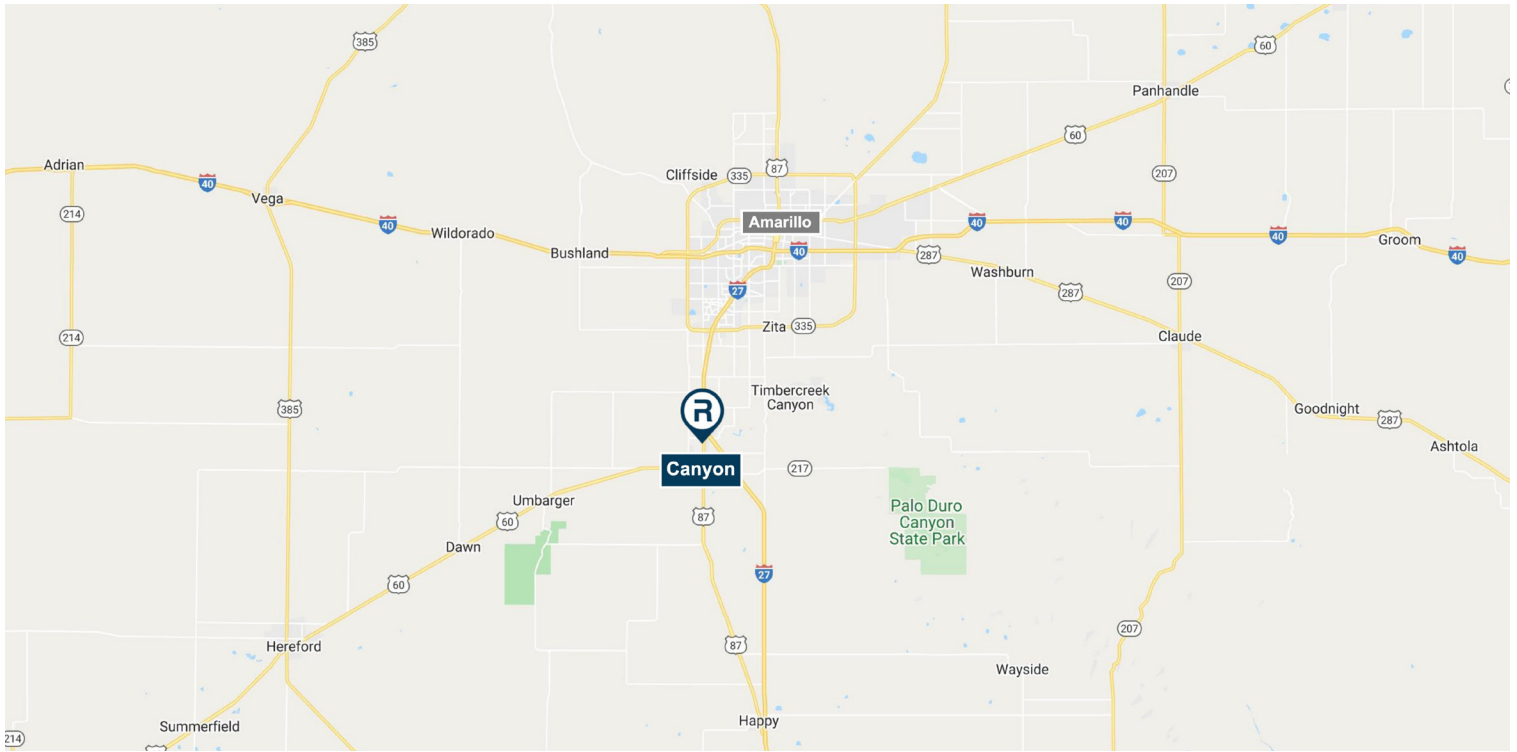
Community Demographic Profile

CANYON, TEXAS

Prepared for Canyon Economic Development Corporation
February 2022

Community • Demographic Snapshot

Canyon, Texas



Population

2010	13,303
2022	15,396
2027	16,189

Educational Attainment (%)

Graduate or Professional Degree	13.40%
Bachelors Degree	30.41%
Associate Degree	8.19%
Some College	27.13%
High School Graduate (GED)	16.05%
Some High School, No Degree	3.13%
Less than 9th Grade	1.69%

Income

Average HH	\$82,843
Median HH	\$58,910
Per Capita	\$35,462

Age

0 - 9 Years	10.75%
10 - 17 Years	10.82%
18 - 24 Years	21.41%
25 - 34 Years	12.48%
35 - 44 Years	13.84%
45 - 54 Years	8.88%
55 - 64 Years	8.86%
65 and Older	12.96%
Median Age	29.94
Average Age	35.40

Race Distribution (%)

White	86.21%
Black/African American	2.99%
American Indian/Alaskan	0.73%
Asian	1.48%
Native Hawaiian/Islander	0.12%
Other Race	5.38%
Two or More Races	3.08%
Hispanic	21.99%



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DESCRIPTION	DATA	%
Population		
2027 Projection	16,189	
2022 Estimate	15,396	
2010 Census	13,303	
2000 Census	12,924	
Growth 2022 - 2027		5.15%
Growth 2010 - 2022		15.73%
Growth 2000 - 2010		2.93%
2022 Est. Population by Single-Classification Race	15,396	
White Alone	13,273	86.21%
Black or African American Alone	460	2.99%
Amer. Indian and Alaska Native Alone	113	0.73%
Asian Alone	228	1.48%
Native Hawaiian and Other Pacific Island Alone	18	0.12%
Some Other Race Alone	829	5.38%
Two or More Races	475	3.08%
2022 Est. Population by Hispanic or Latino Origin	15,396	
Not Hispanic or Latino	12,011	78.01%
Hispanic or Latino	3,385	21.99%
Mexican	2,783	82.22%
Puerto Rican	37	1.09%
Cuban	8	0.24%
All Other Hispanic or Latino	557	16.45%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	3,385	
White Alone	2,243	66.26%
Black or African American Alone	33	0.98%
American Indian and Alaska Native Alone	34	1.00%
Asian Alone	2	0.06%
Native Hawaiian and Other Pacific Islander Alone	5	0.15%
Some Other Race Alone	822	24.28%
Two or More Races	246	7.27%
2022 Est. Pop by Race, Asian Alone, by Category	228	
Chinese, except Taiwanese	59	25.88%
Filipino	9	3.95%
Japanese	0	0.00%
Asian Indian	6	2.63%
Korean	0	0.00%
Vietnamese	68	29.82%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	86	37.72%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	15,396	
Arab	27	0.18%
Czech	54	0.35%
Danish	2	0.01%
Dutch	144	0.94%
English	1,196	7.77%
French (except Basque)	209	1.36%
French Canadian	6	0.04%
German	2,493	16.19%
Greek	68	0.44%
Hungarian	7	0.05%
Irish	1,432	9.30%
Italian	394	2.56%
Lithuanian	17	0.11%
United States or American	936	6.08%
Norwegian	121	0.79%
Polish	94	0.61%
Portuguese	25	0.16%
Russian	73	0.47%
Scottish	289	1.88%
Scotch-Irish	238	1.55%
Slovak	0	0.00%
Subsaharan African	174	1.13%
Swedish	59	0.38%
Swiss	43	0.28%
Ukrainian	8	0.05%
Welsh	84	0.55%
West Indian (except Hisp. groups)	28	0.18%
Other ancestries	4,516	29.33%
Ancestry Unclassified	2,659	17.27%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	13,168	90.09%
Speak Asian/Pacific Island Language at Home	96	0.66%
Speak IndoEuropean Language at Home	160	1.09%
Speak Spanish at Home	1,139	7.79%
Speak Other Language at Home	54	0.37%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	15,396	
Age 0 - 4	779	5.06%
Age 5 - 9	876	5.69%
Age 10 - 14	915	5.94%
Age 15 - 17	751	4.88%
Age 18 - 20	1,773	11.52%
Age 21 - 24	1,523	9.89%
Age 25 - 34	1,921	12.48%
Age 35 - 44	2,131	13.84%
Age 45 - 54	1,367	8.88%
Age 55 - 64	1,364	8.86%
Age 65 - 74	1,106	7.18%
Age 75 - 84	571	3.71%
Age 85 and over	319	2.07%
Age 16 and over	12,584	81.74%
Age 18 and over	12,075	78.43%
Age 21 and over	10,302	66.91%
Age 65 and over	1,996	12.96%
2022 Est. Median Age		29.94
2022 Est. Average Age		35.40
2022 Est. Population by Sex	15,396	
Male	7,536	48.95%
Female	7,860	51.05%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	7,536	
Age 0 - 4	398	5.28%
Age 5 - 9	441	5.85%
Age 10 - 14	457	6.06%
Age 15 - 17	360	4.78%
Age 18 - 20	871	11.56%
Age 21 - 24	769	10.20%
Age 25 - 34	989	13.12%
Age 35 - 44	1,094	14.52%
Age 45 - 54	673	8.93%
Age 55 - 64	648	8.60%
Age 65 - 74	517	6.86%
Age 75 - 84	220	2.92%
Age 85 and over	99	1.31%
2022 Est. Median Age, Male		29.02
2022 Est. Average Age, Male		34.30
2022 Est. Female Population by Age	7,860	
Age 0 - 4	381	4.85%
Age 5 - 9	435	5.53%
Age 10 - 14	458	5.83%
Age 15 - 17	391	4.97%
Age 18 - 20	902	11.48%
Age 21 - 24	754	9.59%
Age 25 - 34	932	11.86%
Age 35 - 44	1,037	13.19%
Age 45 - 54	694	8.83%
Age 55 - 64	716	9.11%
Age 65 - 74	589	7.49%
Age 75 - 84	351	4.47%
Age 85 and over	220	2.80%
2022 Est. Median Age, Female		30.99
2022 Est. Average Age, Female		36.50

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,648	44.04%
Males, Never Married	2,744	21.39%
Females, Never Married	2,904	22.64%
Married, Spouse present	5,177	40.36%
Married, Spouse absent	498	3.88%
Widowed	444	3.46%
Males Widowed	117	0.91%
Females Widowed	327	2.55%
Divorced	1,059	8.26%
Males Divorced	440	3.43%
Females Divorced	619	4.83%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	148	1.69%
Some High School, no diploma	275	3.13%
High School Graduate (or GED)	1,409	16.05%
Some College, no degree	2,382	27.13%
Associate Degree	719	8.19%
Bachelor's Degree	2,670	30.41%
Master's Degree	903	10.29%
Professional School Degree	52	0.59%
Doctorate Degree	221	2.52%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	41	2.82%
High School Graduate	132	9.07%
Some College or Associate's Degree	501	34.43%
Bachelor's Degree or Higher	781	53.68%
Households		
2027 Projection	6,239	
2022 Estimate	5,936	
2010 Census	5,152	
2000 Census	4,822	
Growth 2022 - 2027		5.10%
Growth 2010 - 2022		15.22%
Growth 2000 - 2010		6.84%
2022 Est. Households by Household Type	5,936	
Family Households	3,500	58.96%
Nonfamily Households	2,436	41.04%
2022 Est. Group Quarters Population	1,529	
2022 Households by Ethnicity, Hispanic/Latino	1,022	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	5,936	
Income < \$15,000	868	14.62%
Income \$15,000 - \$24,999	525	8.84%
Income \$25,000 - \$34,999	581	9.79%
Income \$35,000 - \$49,999	720	12.13%
Income \$50,000 - \$74,999	659	11.10%
Income \$75,000 - \$99,999	722	12.16%
Income \$100,000 - \$124,999	615	10.36%
Income \$125,000 - \$149,999	416	7.01%
Income \$150,000 - \$199,999	454	7.65%
Income \$200,000 - \$249,999	177	2.98%
Income \$250,000 - \$499,999	160	2.69%
Income \$500,000+	39	0.66%
2022 Est. Average Household Income		\$82,843
2022 Est. Median Household Income		\$58,910
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$65,492
Black or African American Alone		\$19,089
American Indian and Alaska Native Alone		\$46,997
Asian Alone		\$120,696
Native Hawaiian and Other Pacific Islander Alone		\$200,000
Some Other Race Alone		\$33,498
Two or More Races		\$47,268
Hispanic or Latino		\$30,861
Not Hispanic or Latino		\$73,201
2022 Est. Family HH Type by Presence of Own Child.	3,500	
Married-Couple Family, own children	1,230	35.14%
Married-Couple Family, no own children	1,496	42.74%
Male Householder, own children	98	2.80%
Male Householder, no own children	109	3.11%
Female Householder, own children	344	9.83%
Female Householder, no own children	223	6.37%
2022 Est. Households by Household Size	5,936	
1-person	1,826	30.76%
2-person	2,026	34.13%
3-person	952	16.04%
4-person	706	11.89%
5-person	293	4.94%
6-person	95	1.60%
7-or-more-person	38	0.64%
2022 Est. Average Household Size		2.34

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	5,936	
Households with 1 or More People under Age 18:	1,784	30.05%
Married-Couple Family	1,280	71.75%
Other Family, Male Householder	112	6.28%
Other Family, Female Householder	378	21.19%
Nonfamily, Male Householder	11	0.62%
Nonfamily, Female Householder	3	0.17%
Households with No People under Age 18:	4,152	
Married-Couple Family	1,448	34.88%
Other Family, Male Householder	91	2.19%
Other Family, Female Householder	183	4.41%
Nonfamily, Male Householder	1,111	26.76%
Nonfamily, Female Householder	1,319	31.77%
2022 Est. Households by Number of Vehicles	5,936	
No Vehicles	224	3.77%
1 Vehicle	2,114	35.61%
2 Vehicles	2,071	34.89%
3 Vehicles	1,019	17.17%
4 Vehicles	355	5.98%
5 or more Vehicles	153	2.58%
2022 Est. Average Number of Vehicles		2.0
Family Households		
2027 Projection	3,684	
2022 Estimate	3,500	
2010 Census	2,948	
2000 Census	2,950	
Growth 2022 - 2027		5.26%
Growth 2010 - 2022		18.73%
Growth 2000 - 2010		0.-6%
2022 Est. Families by Poverty Status	3,500	
2022 Families at or Above Poverty	3,125	89.29%
2022 Families at or Above Poverty with Children	1,500	42.86%
2022 Families Below Poverty	375	10.71%
2022 Families Below Poverty with Children	321	9.17%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	8,485	67.43%
Civilian Labor Force, Unemployed	267	2.12%
Armed Forces	8	0.06%
Not in Labor Force	3,824	30.39%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	8,524	
For-Profit Private Workers	5,138	60.28%
Non-Profit Private Workers	639	7.50%
Local Government Workers	114	1.34%
State Government Workers	863	10.12%
Federal Government Workers	917	10.76%
Self-Employed Workers	818	9.60%
Unpaid Family Workers	35	0.41%
2022 Est. Civ. Employed Pop 16+ by Occupation	8,524	
Architect/Engineer	118	1.38%
Arts/Entertainment/Sports	320	3.75%
Building Grounds Maintenance	275	3.23%
Business/Financial Operations	375	4.40%
Community/Social Services	96	1.13%
Computer/Mathematical	94	1.10%
Construction/Extraction	368	4.32%
Education/Training/Library	848	9.95%
Farming/Fishing/Forestry	76	0.89%
Food Prep/Serving	512	6.01%
Health Practitioner/Technician	549	6.44%
Healthcare Support	204	2.39%
Maintenance Repair	262	3.07%
Legal	35	0.41%
Life/Physical/Social Science	65	0.76%
Management	767	9.00%
Office/Admin. Support	1,016	11.92%
Production	278	3.26%
Protective Services	218	2.56%
Sales/Related	1,182	13.87%
Personal Care/Service	344	4.04%
Transportation/Moving	522	6.12%
2022 Est. Pop 16+ by Occupation Classification	8,524	
White Collar	5,465	64.11%
Blue Collar	1,430	16.78%
Service and Farm	1,629	19.11%
2022 Est. Workers Age 16+ by Transp. to Work	8,375	
Drove Alone	6,718	80.21%
Car Pooled	565	6.75%
Public Transportation	0	0.00%
Walked	494	5.90%
Bicycle	134	1.60%
Other Means	128	1.53%
Worked at Home	336	4.01%

Community • Demographic Profile

Canyon, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,886	
15 - 29 Minutes	2,869	
30 - 44 Minutes	1,557	
45 - 59 Minutes	280	
60 or more Minutes	516	
2022 Est. Avg Travel Time to Work in Minutes		24
2022 Est. Occupied Housing Units by Tenure	5,936	
Owner Occupied	3,246	54.68%
Renter Occupied	2,690	45.32%
2022 Owner Occ. HUs: Avg. Length of Residence		14.70 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		5.30 [†]
2022 Est. Owner-Occupied Housing Units by Value	5,936	
Value Less than \$20,000	38	1.17%
Value \$20,000 - \$39,999	34	1.05%
Value \$40,000 - \$59,999	60	1.85%
Value \$60,000 - \$79,999	70	2.16%
Value \$80,000 - \$99,999	77	2.37%
Value \$100,000 - \$149,999	455	14.02%
Value \$150,000 - \$199,999	670	20.64%
Value \$200,000 - \$299,999	1,059	32.63%
Value \$300,000 - \$399,999	415	12.79%
Value \$400,000 - \$499,999	227	6.99%
Value \$500,000 - \$749,999	56	1.73%
Value \$750,000 - \$999,999	18	0.56%
Value \$1,000,000 or \$1,499,999	31	0.96%
Value \$1,500,000 or \$1,999,999	10	0.31%
Value \$2,000,000+	26	0.80%
2022 Est. Median All Owner-Occupied Housing Value		\$217,472
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	4,233	66.12%
1 Unit Attached	284	4.44%
2 Units	462	7.22%
3 or 4 Units	304	4.75%
5 to 19 Units	489	7.64%
20 to 49 Units	204	3.19%
50 or More Units	274	4.28%
Mobile Home or Trailer	150	2.34%
Boat, RV, Van, etc.	2	0.03%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	550	8.59%
Housing Units Built 2010 to 2014	236	3.69%
Housing Units Built 2000 to 2009	607	9.48%
Housing Units Built 1990 to 1999	560	8.75%
Housing Units Built 1980 to 1989	742	11.59%
Housing Units Built 1970 to 1979	1,197	18.70%
Housing Units Built 1960 to 1969	983	15.36%
Housing Units Built 1950 to 1959	604	9.44%
Housing Units Built 1940 to 1949	266	4.16%
Housing Unit Built 1939 or Earlier	657	10.26%
2022 Est. Median Year Structure Built		1976

[†] Years

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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