



The **Retail** Coach.®

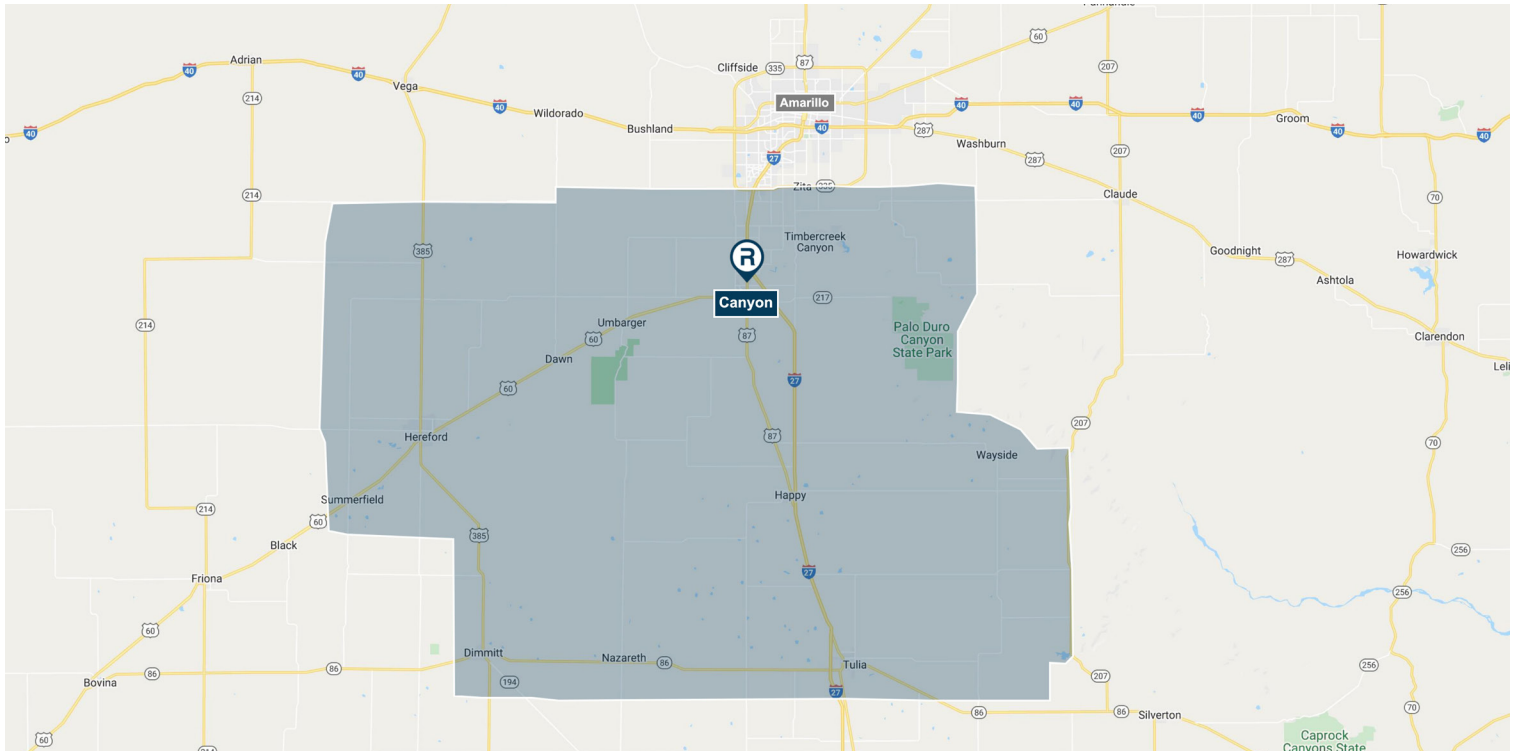
Retail Trade Area Demographic Profile

CANYON, TEXAS

Prepared for Canyon Economic Development Corporation
February 2022

Retail Trade Area • Demographic Snapshot

Canyon, Texas



Population

2010	63,883	0 - 9 Years	12.99%
2022	68,341	10 - 17 Years	11.67%
2027	70,884	18 - 24 Years	12.42%

Educational Attainment (%)

Graduate or Professional Degree	7.62%	25 - 34 Years	13.71%
Bachelors Degree	19.05%	35 - 44 Years	12.04%
Associate Degree	6.83%	45 - 54 Years	10.55%
Some College	24.34%	55 - 64 Years	11.12%
High School Graduate (GED)	27.57%	65 and Older	15.50%
Some High School, No Degree	6.94%	Median Age	34.38
Less than 9th Grade	7.64%	Average Age	37.41

Income

Average HH	\$87,803
Median HH	\$65,065
Per Capita	\$32,629

Race Distribution (%)

White	80.28%
Black/African American	2.64%
American Indian/Alaskan	0.88%
Asian	0.87%
Native Hawaiian/Islander	0.04%
Other Race	12.62%
Two or More Races	2.68%
Hispanic	40.97%



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Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
Population		
2027 Projection	70,884	
2022 Estimate	68,341	
2010 Census	63,883	
2000 Census	59,205	
Growth 2022 - 2027		3.72%
Growth 2010 - 2022		6.98%
Growth 2000 - 2010		7.90%
2022 Est. Population by Single-Classification Race	68,341	
White Alone	54,867	80.28%
Black or African American Alone	1,802	2.64%
Amer. Indian and Alaska Native Alone	598	0.88%
Asian Alone	591	0.87%
Native Hawaiian and Other Pacific Island Alone	30	0.04%
Some Other Race Alone	8,624	12.62%
Two or More Races	1,829	2.68%
2022 Est. Population by Hispanic or Latino Origin	68,341	
Not Hispanic or Latino	40,345	59.03%
Hispanic or Latino	27,996	40.97%
Mexican	23,890	85.33%
Puerto Rican	95	0.34%
Cuban	34	0.12%
All Other Hispanic or Latino	3,977	14.21%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	27,996	
White Alone	17,965	64.17%
Black or African American Alone	188	0.67%
American Indian and Alaska Native Alone	281	1.00%
Asian Alone	30	0.11%
Native Hawaiian and Other Pacific Islander Alone	7	0.03%
Some Other Race Alone	8,581	30.65%
Two or More Races	944	3.37%
2022 Est. Pop by Race, Asian Alone, by Category	591	
Chinese, except Taiwanese	164	27.75%
Filipino	96	16.24%
Japanese	12	2.03%
Asian Indian	13	2.20%
Korean	0	0.00%
Vietnamese	123	20.81%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	29	4.91%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	154	26.06%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	68,341	
Arab	1,751	2.56%
Czech	153	0.22%
Danish	49	0.07%
Dutch	565	0.83%
English	4,127	6.04%
French (except Basque)	1,185	1.73%
French Canadian	63	0.09%
German	7,396	10.82%
Greek	90	0.13%
Hungarian	13	0.02%
Irish	4,345	6.36%
Italian	762	1.11%
Lithuanian	19	0.03%
United States or American	3,876	5.67%
Norwegian	243	0.36%
Polish	409	0.60%
Portuguese	96	0.14%
Russian	121	0.18%
Scottish	1,061	1.55%
Scotch-Irish	779	1.14%
Slovak	0	0.00%
Subsaharan African	480	0.70%
Swedish	213	0.31%
Swiss	209	0.31%
Ukrainian	36	0.05%
Welsh	234	0.34%
West Indian (except Hisp. groups)	79	0.12%
Other ancestries	27,641	40.45%
Ancestry Unclassified	12,346	18.07%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	47,382	74.04%
Speak Asian/Pacific Island Language at Home	327	0.51%
Speak IndoEuropean Language at Home	231	0.36%
Speak Spanish at Home	15,922	24.88%
Speak Other Language at Home	133	0.21%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	68,341	
Age 0 - 4	4,346	6.36%
Age 5 - 9	4,529	6.63%
Age 10 - 14	4,806	7.03%
Age 15 - 17	3,167	4.63%
Age 18 - 20	3,997	5.85%
Age 21 - 24	4,493	6.57%
Age 25 - 34	9,371	13.71%
Age 35 - 44	8,231	12.04%
Age 45 - 54	7,208	10.55%
Age 55 - 64	7,602	11.12%
Age 65 - 74	6,292	9.21%
Age 75 - 84	3,034	4.44%
Age 85 and over	1,265	1.85%
Age 16 and over	53,626	78.47%
Age 18 and over	51,493	75.35%
Age 21 and over	47,497	69.50%
Age 65 and over	10,592	15.50%
2022 Est. Median Age		34.38
2022 Est. Average Age		37.41
2022 Est. Population by Sex	68,341	
Male	34,388	50.32%
Female	33,953	49.68%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	34,388	
Age 0 - 4	2,200	6.40%
Age 5 - 9	2,318	6.74%
Age 10 - 14	2,422	7.04%
Age 15 - 17	1,615	4.70%
Age 18 - 20	2,065	6.00%
Age 21 - 24	2,364	6.87%
Age 25 - 34	4,947	14.39%
Age 35 - 44	4,195	12.20%
Age 45 - 54	3,621	10.53%
Age 55 - 64	3,733	10.86%
Age 65 - 74	3,090	8.99%
Age 75 - 84	1,342	3.90%
Age 85 and over	476	1.38%
2022 Est. Median Age, Male		33.38
2022 Est. Average Age, Male		36.60
2022 Est. Female Population by Age	33,953	
Age 0 - 4	2,146	6.32%
Age 5 - 9	2,211	6.51%
Age 10 - 14	2,384	7.02%
Age 15 - 17	1,552	4.57%
Age 18 - 20	1,931	5.69%
Age 21 - 24	2,129	6.27%
Age 25 - 34	4,425	13.03%
Age 35 - 44	4,036	11.89%
Age 45 - 54	3,587	10.57%
Age 55 - 64	3,868	11.39%
Age 65 - 74	3,202	9.43%
Age 75 - 84	1,692	4.98%
Age 85 and over	789	2.32%
2022 Est. Median Age, Female		35.47
2022 Est. Average Age, Female		38.25

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	16,575	30.32%
Males, Never Married	8,931	16.34%
Females, Never Married	7,644	13.99%
Married, Spouse present	26,846	49.12%
Married, Spouse absent	3,080	5.63%
Widowed	2,943	5.38%
Males Widowed	739	1.35%
Females Widowed	2,205	4.03%
Divorced	5,215	9.54%
Males Divorced	2,486	4.55%
Females Divorced	2,729	4.99%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,287	7.64%
Some High School, no diploma	2,986	6.94%
High School Graduate (or GED)	11,857	27.57%
Some College, no degree	10,468	24.34%
Associate Degree	2,936	6.83%
Bachelor's Degree	8,192	19.05%
Master's Degree	2,590	6.02%
Professional School Degree	265	0.62%
Doctorate Degree	423	0.98%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	4,691	31.69%
High School Graduate	4,654	31.44%
Some College or Associate's Degree	3,765	25.43%
Bachelor's Degree or Higher	1,694	11.44%
Households		
2027 Projection	25,206	
2022 Estimate	24,236	
2010 Census	22,488	
2000 Census	20,667	
Growth 2022 - 2027		4.00%
Growth 2010 - 2022		7.77%
Growth 2000 - 2010		8.81%
2022 Est. Households by Household Type	24,236	
Family Households	17,554	72.43%
Nonfamily Households	6,681	27.57%
2022 Est. Group Quarters Population	3,123	
2022 Households by Ethnicity, Hispanic/Latino	8,139	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	24,236	
Income < \$15,000	2,362	9.75%
Income \$15,000 - \$24,999	2,043	8.43%
Income \$25,000 - \$34,999	2,054	8.48%
Income \$35,000 - \$49,999	3,197	13.19%
Income \$50,000 - \$74,999	3,875	15.99%
Income \$75,000 - \$99,999	3,280	13.53%
Income \$100,000 - \$124,999	2,429	10.02%
Income \$125,000 - \$149,999	1,583	6.53%
Income \$150,000 - \$199,999	1,702	7.02%
Income \$200,000 - \$249,999	737	3.04%
Income \$250,000 - \$499,999	731	3.02%
Income \$500,000+	243	1.00%
2022 Est. Average Household Income		\$87,803
2022 Est. Median Household Income		\$65,065
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$69,391
Black or African American Alone		\$29,111
American Indian and Alaska Native Alone		\$91,986
Asian Alone		\$113,428
Native Hawaiian and Other Pacific Islander Alone		\$200,000
Some Other Race Alone		\$43,340
Two or More Races		\$43,990
Hispanic or Latino		\$47,017
Not Hispanic or Latino		\$78,191
2022 Est. Family HH Type by Presence of Own Child.	17,554	
Married-Couple Family, own children	6,017	34.28%
Married-Couple Family, no own children	7,853	44.74%
Male Householder, own children	562	3.20%
Male Householder, no own children	540	3.08%
Female Householder, own children	1,557	8.87%
Female Householder, no own children	1,024	5.83%
2022 Est. Households by Household Size	24,236	
1-person	5,538	22.85%
2-person	8,210	33.88%
3-person	3,951	16.30%
4-person	3,385	13.97%
5-person	1,892	7.81%
6-person	780	3.22%
7-or-more-person	479	1.98%
2022 Est. Average Household Size		2.69

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	24,236	
Households with 1 or More People under Age 18:	9,183	37.89%
Married-Couple Family	6,582	71.68%
Other Family, Male Householder	690	7.51%
Other Family, Female Householder	1,848	20.12%
Nonfamily, Male Householder	47	0.51%
Nonfamily, Female Householder	17	0.19%
Households with No People under Age 18:	15,053	
Married-Couple Family	7,284	48.39%
Other Family, Male Householder	409	2.72%
Other Family, Female Householder	731	4.86%
Nonfamily, Male Householder	3,299	21.92%
Nonfamily, Female Householder	3,330	22.12%
2022 Est. Households by Number of Vehicles	24,236	
No Vehicles	1,025	4.23%
1 Vehicle	6,646	27.42%
2 Vehicles	9,030	37.26%
3 Vehicles	4,556	18.80%
4 Vehicles	2,190	9.04%
5 or more Vehicles	788	3.25%
2022 Est. Average Number of Vehicles		2.1
Family Households		
2027 Projection	18,271	
2022 Estimate	17,554	
2010 Census	16,179	
2000 Census	15,283	
Growth 2022 - 2027		4.08%
Growth 2010 - 2022		8.50%
Growth 2000 - 2010		5.86%
2022 Est. Families by Poverty Status	17,554	
2022 Families at or Above Poverty	15,764	89.80%
2022 Families at or Above Poverty with Children	7,458	42.49%
2022 Families Below Poverty	1,791	10.20%
2022 Families Below Poverty with Children	1,410	8.03%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	33,752	62.94%
Civilian Labor Force, Unemployed	1,073	2.00%
Armed Forces	8	0.02%
Not in Labor Force	18,792	35.04%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	33,952	
For-Profit Private Workers	22,358	65.85%
Non-Profit Private Workers	1,944	5.73%
Local Government Workers	561	1.65%
State Government Workers	2,015	5.93%
Federal Government Workers	3,271	9.63%
Self-Employed Workers	3,687	10.86%
Unpaid Family Workers	115	0.34%
2022 Est. Civ. Employed Pop 16+ by Occupation	33,952	
Architect/Engineer	431	1.27%
Arts/Entertainment/Sports	498	1.47%
Building Grounds Maintenance	1,225	3.61%
Business/Financial Operations	1,234	3.63%
Community/Social Services	467	1.38%
Computer/Mathematical	413	1.22%
Construction/Extraction	1,976	5.82%
Education/Training/Library	2,200	6.48%
Farming/Fishing/Forestry	995	2.93%
Food Prep/Serving	1,432	4.22%
Health Practitioner/Technician	1,924	5.67%
Healthcare Support	734	2.16%
Maintenance Repair	1,391	4.10%
Legal	217	0.64%
Life/Physical/Social Science	274	0.81%
Management	3,571	10.52%
Office/Admin. Support	3,989	11.75%
Production	2,524	7.43%
Protective Services	1,072	3.16%
Sales/Related	3,573	10.52%
Personal Care/Service	736	2.17%
Transportation/Moving	3,078	9.07%
2022 Est. Pop 16+ by Occupation Classification	33,952	
White Collar	18,790	55.34%
Blue Collar	8,968	26.41%
Service and Farm	6,194	18.24%
2022 Est. Workers Age 16+ by Transp. to Work	33,053	
Drove Alone	27,825	84.18%
Car Pooled	2,338	7.07%
Public Transportation	130	0.39%
Walked	873	2.64%
Bicycle	138	0.42%
Other Means	263	0.80%
Worked at Home	1,485	4.49%

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	12,140	
15 - 29 Minutes	11,406	
30 - 44 Minutes	4,892	
45 - 59 Minutes	1,256	
60 or more Minutes	1,918	
2022 Est. Avg Travel Time to Work in Minutes		23
2022 Est. Occupied Housing Units by Tenure	24,236	
Owner Occupied	16,799	69.31%
Renter Occupied	7,437	30.69%
2022 Owner Occ. HUs: Avg. Length of Residence		16.08 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		6.61 [†]
2022 Est. Owner-Occupied Housing Units by Value	24,236	
Value Less than \$20,000	371	2.21%
Value \$20,000 - \$39,999	647	3.85%
Value \$40,000 - \$59,999	735	4.37%
Value \$60,000 - \$79,999	901	5.36%
Value \$80,000 - \$99,999	1,164	6.93%
Value \$100,000 - \$149,999	2,770	16.49%
Value \$150,000 - \$199,999	2,027	12.07%
Value \$200,000 - \$299,999	3,818	22.73%
Value \$300,000 - \$399,999	2,062	12.28%
Value \$400,000 - \$499,999	1,228	7.31%
Value \$500,000 - \$749,999	617	3.67%
Value \$750,000 - \$999,999	163	0.97%
Value \$1,000,000 or \$1,499,999	151	0.90%
Value \$1,500,000 or \$1,999,999	59	0.35%
Value \$2,000,000+	86	0.51%
2022 Est. Median All Owner-Occupied Housing Value		\$194,370
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	19,237	70.75%
1 Unit Attached	425	1.56%
2 Units	866	3.18%
3 or 4 Units	812	2.99%
5 to 19 Units	1,350	4.96%
20 to 49 Units	277	1.02%
50 or More Units	472	1.74%
Mobile Home or Trailer	3,701	13.61%
Boat, RV, Van, etc.	52	0.19%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,348	8.64%
Housing Units Built 2010 to 2014	1,054	3.88%
Housing Units Built 2000 to 2009	3,249	11.95%
Housing Units Built 1990 to 1999	2,655	9.76%
Housing Units Built 1980 to 1989	3,118	11.47%
Housing Units Built 1970 to 1979	4,172	15.34%
Housing Units Built 1960 to 1969	3,871	14.24%
Housing Units Built 1950 to 1959	3,259	11.99%
Housing Units Built 1940 to 1949	1,646	6.05%
Housing Unit Built 1939 or Earlier	1,820	6.69%
2022 Est. Median Year Structure Built		1977

[†] 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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