



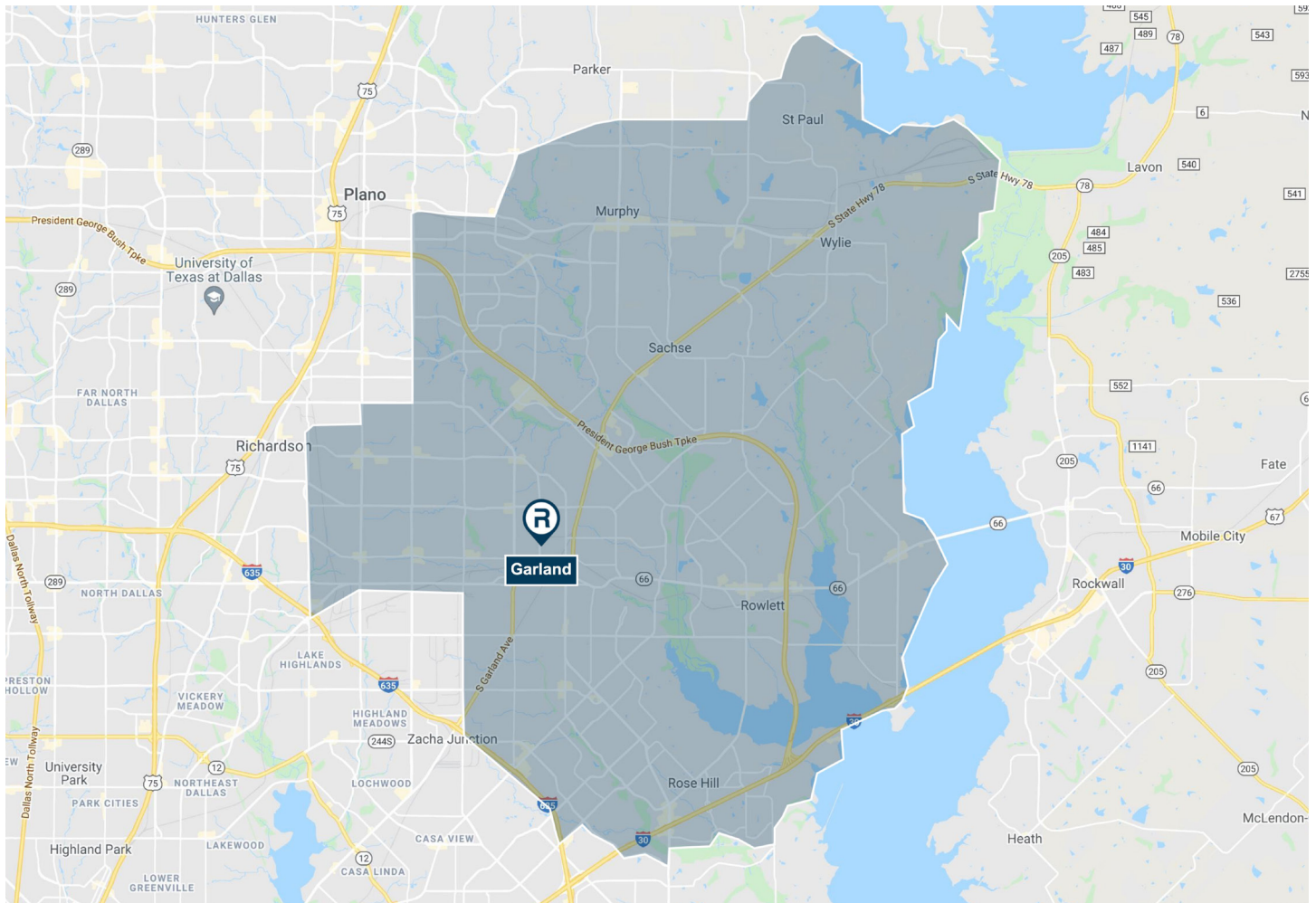
The**Retail**Coach.®

# Primary Retail Trade Area Demographic Profile

NORTH GARLAND, TEXAS

Prepared for City of Garland  
Economic Development Department  
January 2022

# Primary Retail Trade Area



Prepared for:



## GARLAND

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# Primary Retail Trade Area • Demographic Profile

North Garland, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	532,605	
2022 Estimate	504,242	
2010 Census	428,688	
2000 Census	344,984	
Growth 2022 - 2027		5.62%
Growth 2010 - 2022		17.62%
Growth 2000 - 2010		24.26%
<b>2022 Est. Population by Single-Classification Race</b>	<b>504,242</b>	
White Alone	260,326	51.63%
Black or African American Alone	85,533	16.96%
Amer. Indian and Alaska Native Alone	3,287	0.65%
Asian Alone	78,947	15.66%
Native Hawaiian and Other Pacific Island Alone	275	0.06%
Some Other Race Alone	56,559	11.22%
Two or More Races	19,314	3.83%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>504,242</b>	
Not Hispanic or Latino	349,586	69.33%
Hispanic or Latino	154,656	30.67%
Mexican	123,663	79.96%
Puerto Rican	2,524	1.63%
Cuban	1,084	0.70%
All Other Hispanic or Latino	27,385	17.71%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>154,656</b>	
White Alone	86,719	56.07%
Black or African American Alone	1,701	1.10%
American Indian and Alaska Native Alone	1,775	1.15%
Asian Alone	382	0.25%
Native Hawaiian and Other Pacific Islander Alone	63	0.04%
Some Other Race Alone	55,880	36.13%
Two or More Races	8,137	5.26%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>78,947</b>	
Chinese, except Taiwanese	5,307	6.72%
Filipino	5,802	7.35%
Japanese	484	0.61%
Asian Indian	25,006	31.67%
Korean	2,198	2.78%
Vietnamese	26,412	33.46%
Cambodian	992	1.26%
Hmong	263	0.33%
Laotian	508	0.64%
Thai	515	0.65%
All Other Asian Races Including 2+ Category	11,459	14.52%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>504,242</b>	
Arab	180	0.04%
Czech	1,670	0.33%
Danish	729	0.15%
Dutch	2,980	0.59%
English	29,240	5.80%
French (except Basque)	5,921	1.17%
French Canadian	877	0.17%
German	32,855	6.52%
Greek	778	0.15%
Hungarian	560	0.11%
Irish	27,638	5.48%
Italian	6,992	1.39%
Lithuanian	194	0.04%
United States or American	24,198	4.80%
Norwegian	2,596	0.52%
Polish	4,543	0.90%
Portuguese	409	0.08%
Russian	1,150	0.23%
Scottish	6,375	1.26%
Scotch-Irish	3,960	0.79%
Slovak	147	0.03%
Subsaharan African	19,209	3.81%
Swedish	2,571	0.51%
Swiss	556	0.11%
Ukrainian	350	0.07%
Welsh	1,962	0.39%
West Indian (except Hisp. groups)	1,623	0.32%
Other ancestries	258,322	51.23%
Ancestry Unclassified	65,655	13.02%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	280,788	59.55%
Speak Asian/Pacific Island Language at Home	37,972	8.05%
Speak IndoEuropean Language at Home	18,910	4.01%
Speak Spanish at Home	116,330	24.67%
Speak Other Language at Home	17,489	3.71%

# Primary Retail Trade Area • Demographic Profile

North Garland, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>504,242</b>	
Age 0 - 4	32,754	6.50%
Age 5 - 9	35,299	7.00%
Age 10 - 14	36,451	7.23%
Age 15 - 17	22,640	4.49%
Age 18 - 20	20,441	4.05%
Age 21 - 24	27,182	5.39%
Age 25 - 34	70,171	13.92%
Age 35 - 44	68,254	13.54%
Age 45 - 54	67,537	13.39%
Age 55 - 64	61,324	12.16%
Age 65 - 74	39,265	7.79%
Age 75 - 84	17,603	3.49%
Age 85 and over	5,320	1.05%
Age 16 and over	392,307	77.80%
Age 18 and over	377,098	74.78%
Age 21 and over	356,657	70.73%
Age 65 and over	62,188	12.33%
2022 Est. Median Age		36.04
2022 Est. Average Age		37.05
<b>2022 Est. Population by Sex</b>	<b>504,242</b>	
Male	246,618	48.91%
Female	257,624	51.09%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>246,618</b>	
Age 0 - 4	16,677	6.76%
Age 5 - 9	17,956	7.28%
Age 10 - 14	18,552	7.52%
Age 15 - 17	11,512	4.67%
Age 18 - 20	10,514	4.26%
Age 21 - 24	13,877	5.63%
Age 25 - 34	34,775	14.10%
Age 35 - 44	33,089	13.42%
Age 45 - 54	32,462	13.16%
Age 55 - 64	29,867	12.11%
Age 65 - 74	18,026	7.31%
Age 75 - 84	7,498	3.04%
Age 85 and over	1,814	0.74%
2022 Est. Median Age, Male		34.84
2022 Est. Average Age, Male		36.17
<b>2022 Est. Female Population by Age</b>	<b>257,624</b>	
Age 0 - 4	16,077	6.24%
Age 5 - 9	17,343	6.73%
Age 10 - 14	17,900	6.95%
Age 15 - 17	11,128	4.32%
Age 18 - 20	9,927	3.85%
Age 21 - 24	13,306	5.16%
Age 25 - 34	35,396	13.74%
Age 35 - 44	35,166	13.65%
Age 45 - 54	35,075	13.62%
Age 55 - 64	31,457	12.21%
Age 65 - 74	21,239	8.24%
Age 75 - 84	10,104	3.92%
Age 85 and over	3,506	1.36%
2022 Est. Median Age, Female		37.20
2022 Est. Average Age, Female		37.88

# Primary Retail Trade Area • Demographic Profile

North Garland, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	126,046	31.53%
Males, Never Married	66,063	16.53%
Females, Never Married	59,983	15.01%
Married, Spouse present	196,556	49.17%
Married, Spouse absent	21,521	5.38%
Widowed	16,238	4.06%
Males Widowed	2,947	0.74%
Females Widowed	13,292	3.33%
Divorced	39,377	9.85%
Males Divorced	15,551	3.89%
Females Divorced	23,826	5.96%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	25,177	7.64%
Some High School, no diploma	23,229	7.05%
High School Graduate (or GED)	75,388	22.88%
Some College, no degree	73,479	22.30%
Associate Degree	25,773	7.82%
Bachelor's Degree	70,405	21.37%
Master's Degree	27,909	8.47%
Professional School Degree	4,701	1.43%
Doctorate Degree	3,414	1.04%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	33,397	39.16%
High School Graduate	21,909	25.69%
Some College or Associate's Degree	19,451	22.81%
Bachelor's Degree or Higher	10,523	12.34%
<b>Households</b>		
2027 Projection	173,174	
2022 Estimate	164,800	
2010 Census	143,548	
2000 Census	119,336	
Growth 2022 - 2027		5.08%
Growth 2010 - 2022		14.81%
Growth 2000 - 2010		20.29%
<b>2022 Est. Households by Household Type</b>	<b>164,800</b>	
Family Households	126,841	76.97%
Nonfamily Households	37,959	23.03%
2022 Est. Group Quarters Population	1,248	
2022 Households by Ethnicity, Hispanic/Latino	38,932	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>164,800</b>	
Income < \$15,000	8,324	5.05%
Income \$15,000 - \$24,999	8,396	5.09%
Income \$25,000 - \$34,999	10,916	6.62%
Income \$35,000 - \$49,999	18,268	11.09%
Income \$50,000 - \$74,999	28,474	17.28%
Income \$75,000 - \$99,999	22,782	13.82%
Income \$100,000 - \$124,999	19,280	11.70%
Income \$125,000 - \$149,999	15,029	9.12%
Income \$150,000 - \$199,999	15,836	9.61%
Income \$200,000 - \$249,999	7,585	4.60%
Income \$250,000 - \$499,999	7,314	4.44%
Income \$500,000+	2,596	1.57%
2022 Est. Average Household Income		\$107,946
2022 Est. Median Household Income		\$83,220
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$88,069
Black or African American Alone		\$69,331
American Indian and Alaska Native Alone		\$70,505
Asian Alone		\$100,812
Native Hawaiian and Other Pacific Islander Alone		\$69,202
Some Other Race Alone		\$67,740
Two or More Races		\$76,454
Hispanic or Latino		\$67,637
Not Hispanic or Latino		\$89,687
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>126,841</b>	
Married-Couple Family, own children	49,556	39.07%
Married-Couple Family, no own children	45,643	35.98%
Male Householder, own children	4,348	3.43%
Male Householder, no own children	4,517	3.56%
Female Householder, own children	13,267	10.46%
Female Householder, no own children	9,511	7.50%
<b>2022 Est. Households by Household Size</b>	<b>164,800</b>	
1-person	30,232	18.34%
2-person	45,715	27.74%
3-person	30,489	18.50%
4-person	28,143	17.08%
5-person	16,569	10.05%
6-person	7,788	4.73%
7-or-more-person	5,864	3.56%
2022 Est. Average Household Size		3.05

# Primary Retail Trade Area • Demographic Profile

North Garland, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>164,800</b>	
Households with 1 or More People under Age 18:	74,391	45.14%
Married-Couple Family	52,919	71.14%
Other Family, Male Householder	5,301	7.13%
Other Family, Female Householder	15,707	21.11%
Nonfamily, Male Householder	349	0.47%
Nonfamily, Female Householder	115	0.16%
<b>Households with No People under Age 18:</b>	<b>90,410</b>	
Married-Couple Family	42,291	46.78%
Other Family, Male Householder	3,541	3.92%
Other Family, Female Householder	7,078	7.83%
Nonfamily, Male Householder	17,398	19.24%
Nonfamily, Female Householder	20,102	22.23%
<b>2022 Est. Households by Number of Vehicles</b>	<b>164,800</b>	
No Vehicles	6,102	3.70%
1 Vehicle	41,547	25.21%
2 Vehicles	68,729	41.71%
3 Vehicles	31,892	19.35%
4 Vehicles	11,640	7.06%
5 or more Vehicles	4,890	2.97%
2022 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2027 Projection	133,372	
2022 Estimate	126,841	
2010 Census	109,958	
2000 Census	90,218	
Growth 2022 - 2027		5.15%
Growth 2010 - 2022		15.35%
Growth 2000 - 2010		21.88%
<b>2022 Est. Families by Poverty Status</b>	<b>126,841</b>	
2022 Families at or Above Poverty	117,031	92.27%
2022 Families at or Above Poverty with Children	60,440	47.65%
2022 Families Below Poverty	9,810	7.73%
2022 Families Below Poverty with Children	7,808	6.16%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	263,058	67.05%
Civilian Labor Force, Unemployed	12,723	3.24%
Armed Forces	188	0.05%
Not in Labor Force	116,338	29.66%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>262,994</b>	
For-Profit Private Workers	200,929	76.40%
Non-Profit Private Workers	13,747	5.23%
Local Government Workers	3,374	1.28%
State Government Workers	4,700	1.79%
Federal Government Workers	16,153	6.14%
Self-Employed Workers	23,611	8.98%
Unpaid Family Workers	479	0.18%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>262,994</b>	
Architect/Engineer	6,503	2.47%
Arts/Entertainment/Sports	4,216	1.60%
Building Grounds Maintenance	10,067	3.83%
Business/Financial Operations	15,403	5.86%
Community/Social Services	3,414	1.30%
Computer/Mathematical	13,003	4.94%
Construction/Extraction	16,967	6.45%
Education/Training/Library	14,685	5.58%
Farming/Fishing/Forestry	149	0.06%
Food Prep/Serving	13,322	5.07%
Health Practitioner/Technician	14,659	5.57%
Healthcare Support	7,374	2.80%
Maintenance Repair	10,438	3.97%
Legal	2,214	0.84%
Life/Physical/Social Science	1,559	0.59%
Management	24,954	9.49%
Office/Admin. Support	31,391	11.94%
Production	14,558	5.54%
Protective Services	3,629	1.38%
Sales/Related	28,309	10.76%
Personal Care/Service	8,847	3.36%
Transportation/Moving	17,333	6.59%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>262,994</b>	
White Collar	160,310	60.96%
Blue Collar	59,296	22.55%
Service and Farm	43,388	16.50%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>258,736</b>	
Drove Alone	206,918	79.97%
Car Pooled	25,262	9.76%
Public Transportation	5,463	2.11%
Walked	1,919	0.74%
Bicycle	327	0.13%
Other Means	2,925	1.13%
Worked at Home	15,923	6.15%



# Primary Retail Trade Area • Demographic Profile

North Garland, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	35,837	
15 - 29 Minutes	78,468	
30 - 44 Minutes	73,310	
45 - 59 Minutes	31,656	
60 or more Minutes	24,034	
2022 Est. Avg Travel Time to Work in Minutes		34
2022 Est. Occupied Housing Units by Tenure	164,800	
Owner Occupied	116,742	70.84%
Renter Occupied	48,058	29.16%
2022 Owner Occ. HUs: Avg. Length of Residence		14.48%
2022 Renter Occ. HUs: Avg. Length of Residence		6.08%
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>164,800</b>	
Value Less than \$20,000	1,192	1.02%
Value \$20,000 - \$39,999	539	0.46%
Value \$40,000 - \$59,999	495	0.42%
Value \$60,000 - \$79,999	809	0.69%
Value \$80,000 - \$99,999	1,799	1.54%
Value \$100,000 - \$149,999	10,010	8.58%
Value \$150,000 - \$199,999	16,366	14.02%
Value \$200,000 - \$299,999	36,778	31.50%
Value \$300,000 - \$399,999	23,417	20.06%
Value \$400,000 - \$499,999	13,950	11.95%
Value \$500,000 - \$749,999	8,155	6.99%
Value \$750,000 - \$999,999	1,905	1.63%
Value \$1,000,000 or \$1,499,999	599	0.51%
Value \$1,500,000 or \$1,999,999	215	0.18%
Value \$2,000,000+	513	0.44%
2022 Est. Median All Owner-Occupied Housing Value		\$271,844
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	129,886	74.56%
1 Unit Attached	4,621	2.65%
2 Units	1,247	0.72%
3 or 4 Units	3,867	2.22%
5 to 19 Units	21,152	12.14%
20 to 49 Units	5,328	3.06%
50 or More Units	6,028	3.46%
Mobile Home or Trailer	2,004	1.15%
Boat, RV, Van, etc.	64	0.04%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	21,967	12.61%
Housing Units Built 2010 to 2014	4,697	2.70%
Housing Units Built 2000 to 2009	30,129	17.30%
Housing Units Built 1990 to 1999	23,415	13.44%
Housing Units Built 1980 to 1989	35,427	20.34%
Housing Units Built 1970 to 1979	34,089	19.57%
Housing Units Built 1960 to 1969	14,641	8.41%
Housing Units Built 1950 to 1959	7,590	4.36%
Housing Units Built 1940 to 1949	1,698	0.98%
Housing Unit Built 1939 or Earlier	544	0.31%
2022 Est. Median Year Structure Built		1988

# 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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