



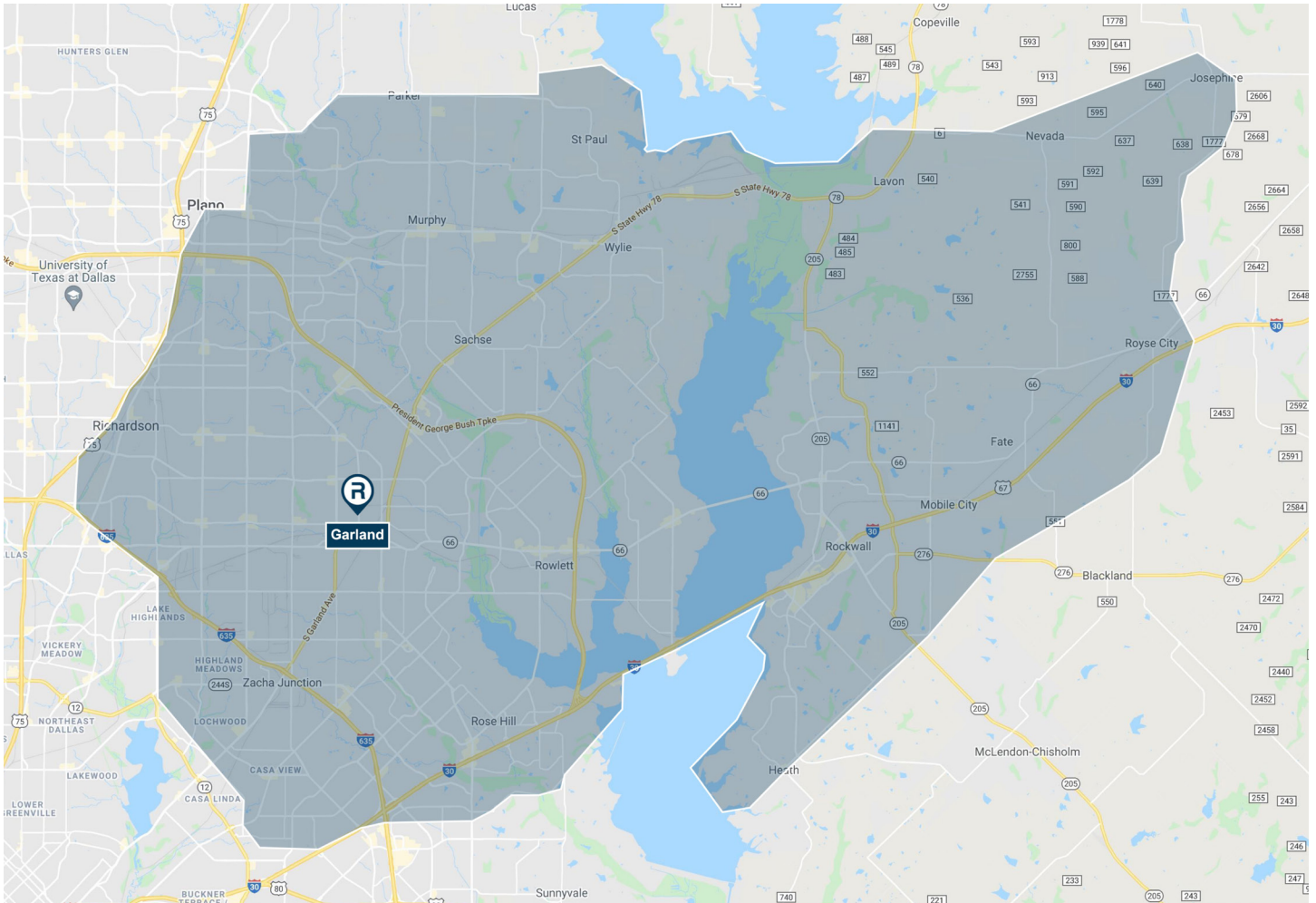
The**Retail**Coach.®

Secondary Retail Trade Area Demographic Profile

NORTH GARLAND, TEXAS

Prepared for City of Garland
Economic Development Department
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Secondary Retail Trade Area



Prepared for:



GARLAND

City of Garland
Economic Development Department
Ayako Schuster

200 North Fifth Street
Garland, Texas 75040

Phone 972.205.3818
Cell 214.926.2270
ASchuster@GarlandTX.gov
GarlandTX.gov



Secondary Retail Trade Area • Demographic Profile

North Garland, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	831,269	
2022 Estimate	787,007	
2010 Census	654,318	
2000 Census	532,028	
Growth 2022 - 2027		5.62%
Growth 2010 - 2022		20.28%
Growth 2000 - 2010		22.99%
2022 Est. Population by Single-Classification Race	787,007	
White Alone	438,584	55.73%
Black or African American Alone	123,536	15.70%
Amer. Indian and Alaska Native Alone	5,156	0.66%
Asian Alone	96,892	12.31%
Native Hawaiian and Other Pacific Island Alone	478	0.06%
Some Other Race Alone	93,775	11.91%
Two or More Races	28,586	3.63%
2022 Est. Population by Hispanic or Latino Origin	787,007	
Not Hispanic or Latino	539,417	68.54%
Hispanic or Latino	247,590	31.46%
Mexican	200,716	81.07%
Puerto Rican	4,006	1.62%
Cuban	1,811	0.73%
All Other Hispanic or Latino	41,056	16.58%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	247,590	
White Alone	136,596	55.17%
Black or African American Alone	2,633	1.06%
American Indian and Alaska Native Alone	2,670	1.08%
Asian Alone	607	0.25%
Native Hawaiian and Other Pacific Islander Alone	112	0.04%
Some Other Race Alone	92,675	37.43%
Two or More Races	12,298	4.97%
2022 Est. Pop by Race, Asian Alone, by Category	96,892	
Chinese, except Taiwanese	7,291	7.53%
Filipino	7,513	7.75%
Japanese	802	0.83%
Asian Indian	30,204	31.17%
Korean	3,010	3.11%
Vietnamese	29,068	30.00%
Cambodian	1,220	1.26%
Hmong	308	0.32%
Laotian	598	0.62%
Thai	789	0.81%
All Other Asian Races Including 2+ Category	16,088	16.60%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	787,007	
Arab	771	0.10%
Czech	3,471	0.44%
Danish	1,062	0.14%
Dutch	4,884	0.62%
English	47,336	6.01%
French (except Basque)	10,200	1.30%
French Canadian	1,352	0.17%
German	53,429	6.79%
Greek	1,307	0.17%
Hungarian	1,061	0.14%
Irish	43,722	5.56%
Italian	12,039	1.53%
Lithuanian	281	0.04%
United States or American	39,977	5.08%
Norwegian	3,998	0.51%
Polish	7,185	0.91%
Portuguese	723	0.09%
Russian	1,888	0.24%
Scottish	10,207	1.30%
Scotch-Irish	6,690	0.85%
Slovak	300	0.04%
Subsaharan African	28,250	3.59%
Swedish	4,162	0.53%
Swiss	800	0.10%
Ukrainian	641	0.08%
Welsh	3,215	0.41%
West Indian (except Hisp. groups)	2,419	0.31%
Other ancestries	387,085	49.18%
Ancestry Unclassified	108,551	13.79%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	454,859	61.91%
Speak Asian/Pacific Island Language at Home	45,832	6.24%
Speak IndoEuropean Language at Home	26,631	3.62%
Speak Spanish at Home	182,444	24.83%
Speak Other Language at Home	24,955	3.40%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	787,007	
Age 0 - 4	52,287	6.64%
Age 5 - 9	54,745	6.96%
Age 10 - 14	57,482	7.30%
Age 15 - 17	35,472	4.51%
Age 18 - 20	31,762	4.04%
Age 21 - 24	41,490	5.27%
Age 25 - 34	106,892	13.58%
Age 35 - 44	109,286	13.89%
Age 45 - 54	104,928	13.33%
Age 55 - 64	93,734	11.91%
Age 65 - 74	61,594	7.83%
Age 75 - 84	28,402	3.61%
Age 85 and over	8,934	1.13%
Age 16 and over	610,851	77.62%
Age 18 and over	587,021	74.59%
Age 21 and over	555,259	70.55%
Age 65 and over	98,929	12.57%
2022 Est. Median Age		36.23
2022 Est. Average Age		37.09
2022 Est. Population by Sex	787,007	
Male	386,227	49.08%
Female	400,780	50.92%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	386,227	
Age 0 - 4	26,678	6.91%
Age 5 - 9	27,876	7.22%
Age 10 - 14	29,312	7.59%
Age 15 - 17	18,018	4.66%
Age 18 - 20	16,303	4.22%
Age 21 - 24	21,074	5.46%
Age 25 - 34	53,256	13.79%
Age 35 - 44	53,458	13.84%
Age 45 - 54	51,085	13.23%
Age 55 - 64	45,747	11.85%
Age 65 - 74	28,271	7.32%
Age 75 - 84	12,057	3.12%
Age 85 and over	3,093	0.80%
2022 Est. Median Age, Male		35.11
2022 Est. Average Age, Male		36.21
2022 Est. Female Population by Age	400,780	
Age 0 - 4	25,609	6.39%
Age 5 - 9	26,870	6.70%
Age 10 - 14	28,170	7.03%
Age 15 - 17	17,454	4.36%
Age 18 - 20	15,459	3.86%
Age 21 - 24	20,416	5.09%
Age 25 - 34	53,636	13.38%
Age 35 - 44	55,828	13.93%
Age 45 - 54	53,843	13.44%
Age 55 - 64	47,987	11.97%
Age 65 - 74	33,323	8.31%
Age 75 - 84	16,345	4.08%
Age 85 and over	5,841	1.46%
2022 Est. Median Age, Female		37.30
2022 Est. Average Age, Female		37.92

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	195,654	31.43%
Males, Never Married	102,433	16.45%
Females, Never Married	93,222	14.98%
Married, Spouse present	306,006	49.16%
Married, Spouse absent	33,196	5.33%
Widowed	25,404	4.08%
Males Widowed	5,328	0.86%
Females Widowed	20,076	3.22%
Divorced	62,233	10.00%
Males Divorced	24,620	3.96%
Females Divorced	37,613	6.04%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	37,739	7.35%
Some High School, no diploma	34,664	6.75%
High School Graduate (or GED)	115,181	22.42%
Some College, no degree	112,931	21.98%
Associate Degree	40,423	7.87%
Bachelor's Degree	112,886	21.97%
Master's Degree	46,097	8.97%
Professional School Degree	8,581	1.67%
Doctorate Degree	5,268	1.02%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	51,311	37.95%
High School Graduate	36,528	27.02%
Some College or Associate's Degree	30,317	22.42%
Bachelor's Degree or Higher	17,042	12.61%
Households		
2027 Projection	279,760	
2022 Estimate	265,988	
2010 Census	225,520	
2000 Census	190,753	
Growth 2022 - 2027		5.18%
Growth 2010 - 2022		17.94%
Growth 2000 - 2010		18.23%
2022 Est. Households by Household Type	265,988	
Family Households	198,372	74.58%
Nonfamily Households	67,615	25.42%
2022 Est. Group Quarters Population	2,078	
2022 Households by Ethnicity, Hispanic/Latino	63,623	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	265,988	
Income < \$15,000	13,927	5.24%
Income \$15,000 - \$24,999	14,557	5.47%
Income \$25,000 - \$34,999	18,322	6.89%
Income \$35,000 - \$49,999	28,784	10.82%
Income \$50,000 - \$74,999	46,433	17.46%
Income \$75,000 - \$99,999	36,222	13.62%
Income \$100,000 - \$124,999	29,459	11.08%
Income \$125,000 - \$149,999	22,629	8.51%
Income \$150,000 - \$199,999	25,891	9.73%
Income \$200,000 - \$249,999	12,883	4.84%
Income \$250,000 - \$499,999	12,221	4.59%
Income \$500,000+	4,660	1.75%
2022 Est. Average Household Income		\$108,696
2022 Est. Median Household Income		\$81,955
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$89,220
Black or African American Alone		\$63,464
American Indian and Alaska Native Alone		\$70,979
Asian Alone		\$97,773
Native Hawaiian and Other Pacific Islander Alone		\$86,948
Some Other Race Alone		\$65,008
Two or More Races		\$77,838
Hispanic or Latino		\$65,473
Not Hispanic or Latino		\$89,181
2022 Est. Family HH Type by Presence of Own Child.	198,372	
Married-Couple Family, own children	76,187	38.41%
Married-Couple Family, no own children	72,494	36.55%
Male Householder, own children	6,930	3.49%
Male Householder, no own children	7,114	3.59%
Female Householder, own children	20,903	10.54%
Female Householder, no own children	14,744	7.43%
2022 Est. Households by Household Size	265,988	
1-person	54,139	20.35%
2-person	75,820	28.50%
3-person	47,747	17.95%
4-person	43,397	16.32%
5-person	24,759	9.31%
6-person	11,605	4.36%
7-or-more-person	8,520	3.20%
2022 Est. Average Household Size		2.95

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	265,988	
Households with 1 or More People under Age 18:	114,928	43.21%
Married-Couple Family	81,136	70.60%
Other Family, Male Householder	8,434	7.34%
Other Family, Female Householder	24,659	21.46%
Nonfamily, Male Householder	525	0.46%
Nonfamily, Female Householder	175	0.15%
Households with No People under Age 18:	151,060	
Married-Couple Family	67,551	44.72%
Other Family, Male Householder	5,586	3.70%
Other Family, Female Householder	11,011	7.29%
Nonfamily, Male Householder	31,470	20.83%
Nonfamily, Female Householder	35,442	23.46%
2022 Est. Households by Number of Vehicles	265,988	
No Vehicles	10,829	4.07%
1 Vehicle	72,039	27.08%
2 Vehicles	111,141	41.78%
3 Vehicles	47,801	17.97%
4 Vehicles	17,049	6.41%
5 or more Vehicles	7,129	2.68%
2022 Est. Average Number of Vehicles		2.1
Family Households		
2027 Projection	208,810	
2022 Estimate	198,372	
2010 Census	167,306	
2000 Census	138,678	
Growth 2022 - 2027		5.26%
Growth 2010 - 2022		18.57%
Growth 2000 - 2010		20.64%
2022 Est. Families by Poverty Status	198,372	
2022 Families at or Above Poverty	183,159	92.33%
2022 Families at or Above Poverty with Children	93,124	46.94%
2022 Families Below Poverty	15,213	7.67%
2022 Families Below Poverty with Children	11,888	5.99%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	409,304	67.01%
Civilian Labor Force, Unemployed	18,228	2.98%
Armed Forces	407	0.07%
Not in Labor Force	182,912	29.94%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	408,661	
For-Profit Private Workers	308,666	75.53%
Non-Profit Private Workers	21,973	5.38%
Local Government Workers	5,717	1.40%
State Government Workers	7,603	1.86%
Federal Government Workers	26,457	6.47%
Self-Employed Workers	37,401	9.15%
Unpaid Family Workers	844	0.21%
2022 Est. Civ. Employed Pop 16+ by Occupation	408,661	
Architect/Engineer	10,578	2.59%
Arts/Entertainment/Sports	6,800	1.66%
Building Grounds Maintenance	16,078	3.93%
Business/Financial Operations	23,547	5.76%
Community/Social Services	5,498	1.34%
Computer/Mathematical	18,379	4.50%
Construction/Extraction	27,425	6.71%
Education/Training/Library	22,627	5.54%
Farming/Fishing/Forestry	329	0.08%
Food Prep/Serving	21,019	5.14%
Health Practitioner/Technician	22,524	5.51%
Healthcare Support	10,678	2.61%
Maintenance Repair	15,614	3.82%
Legal	4,331	1.06%
Life/Physical/Social Science	2,216	0.54%
Management	41,397	10.13%
Office/Admin. Support	48,482	11.86%
Production	20,703	5.07%
Protective Services	6,947	1.70%
Sales/Related	44,655	10.93%
Personal Care/Service	12,613	3.09%
Transportation/Moving	26,221	6.42%
2022 Est. Pop 16+ by Occupation Classification	408,661	
White Collar	251,034	61.43%
Blue Collar	89,963	22.01%
Service and Farm	67,664	16.56%
2022 Est. Workers Age 16+ by Transp. to Work	402,065	
Drove Alone	322,927	80.32%
Car Pooled	38,339	9.54%
Public Transportation	8,273	2.06%
Walked	3,576	0.89%
Bicycle	464	0.12%
Other Means	4,008	1.00%
Worked at Home	24,478	6.09%

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	58,320	
15 - 29 Minutes	119,596	
30 - 44 Minutes	113,004	
45 - 59 Minutes	47,688	
60 or more Minutes	39,631	
2022 Est. Avg Travel Time to Work in Minutes		34
2022 Est. Occupied Housing Units by Tenure	265,988	
Owner Occupied	181,246	68.14%
Renter Occupied	84,741	31.86%
2022 Owner Occ. HUs: Avg. Length of Residence		14.12%
2022 Renter Occ. HUs: Avg. Length of Residence		5.92%
2022 Est. Owner-Occupied Housing Units by Value	265,988	
Value Less than \$20,000	1,610	0.89%
Value \$20,000 - \$39,999	832	0.46%
Value \$40,000 - \$59,999	1,015	0.56%
Value \$60,000 - \$79,999	1,545	0.85%
Value \$80,000 - \$99,999	3,024	1.67%
Value \$100,000 - \$149,999	15,060	8.31%
Value \$150,000 - \$199,999	22,534	12.43%
Value \$200,000 - \$299,999	52,752	29.10%
Value \$300,000 - \$399,999	37,466	20.67%
Value \$400,000 - \$499,999	22,602	12.47%
Value \$500,000 - \$749,999	15,860	8.75%
Value \$750,000 - \$999,999	4,495	2.48%
Value \$1,000,000 or \$1,499,999	1,391	0.77%
Value \$1,500,000 or \$1,999,999	337	0.19%
Value \$2,000,000+	722	0.40%
2022 Est. Median All Owner-Occupied Housing Value		\$284,279
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	202,931	71.65%
1 Unit Attached	7,081	2.50%
2 Units	1,982	0.70%
3 or 4 Units	6,721	2.37%
5 to 19 Units	36,864	13.02%
20 to 49 Units	11,308	3.99%
50 or More Units	12,423	4.39%
Mobile Home or Trailer	3,798	1.34%
Boat, RV, Van, etc.	106	0.04%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	39,995	14.12%
Housing Units Built 2010 to 2014	8,422	2.97%
Housing Units Built 2000 to 2009	45,915	16.21%
Housing Units Built 1990 to 1999	32,678	11.54%
Housing Units Built 1980 to 1989	55,116	19.46%
Housing Units Built 1970 to 1979	51,517	18.19%
Housing Units Built 1960 to 1969	25,001	8.83%
Housing Units Built 1950 to 1959	20,816	7.35%
Housing Units Built 1940 to 1949	2,630	0.93%
Housing Unit Built 1939 or Earlier	1,122	0.40%
2022 Est. Median Year Structure Built		1987

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.



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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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