



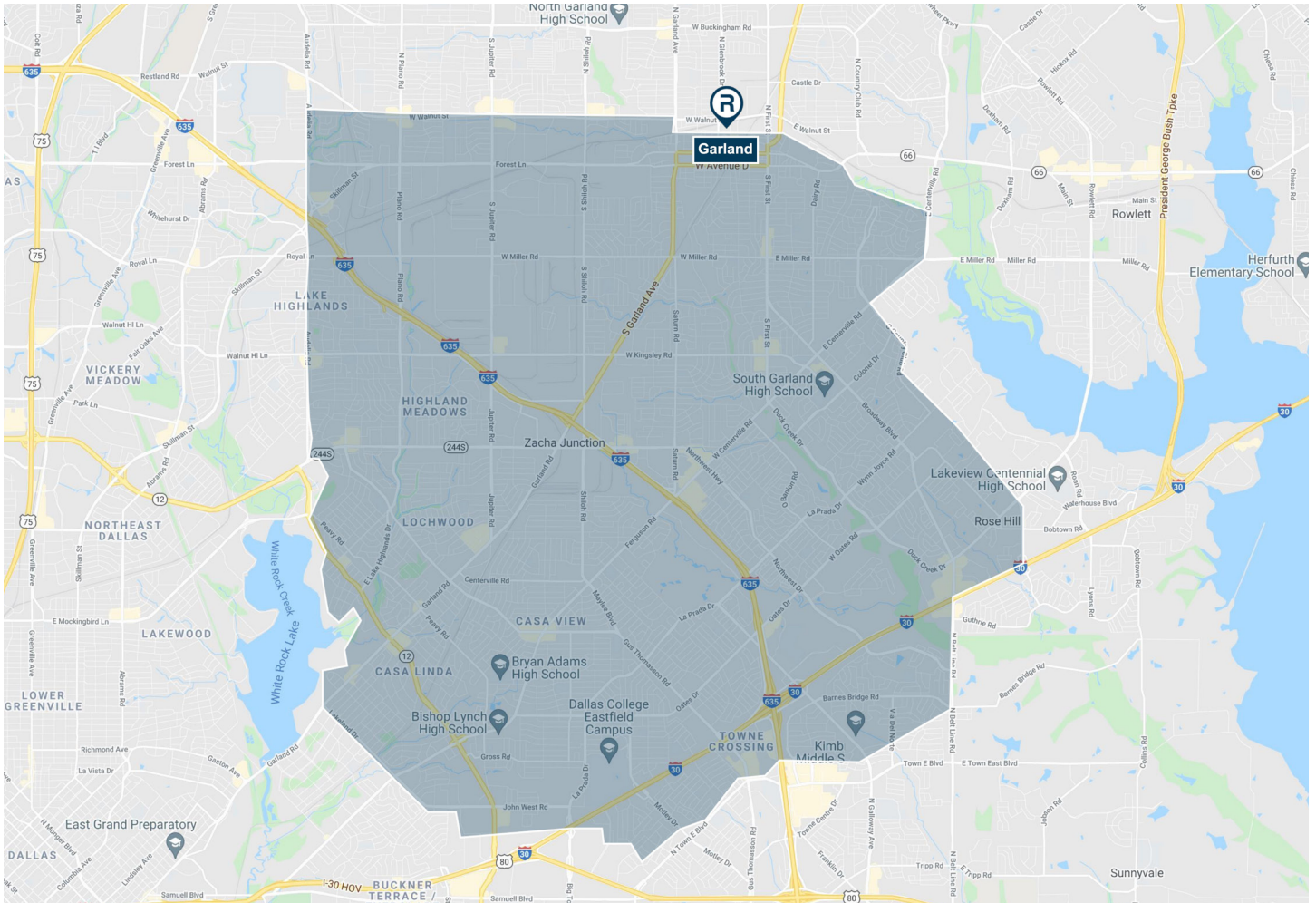
The **Retail** Coach.®

# Retail Trade Area Demographic Profile

SOUTH GARLAND, TEXAS

Prepared for City of Garland  
Economic Development Department  
January 2022

# Retail Trade Area



Prepared for:



# GARLAND

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# Retail Trade Area • Demographic Profile

## South Garland, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	269,113	
2022 Estimate	259,088	
2010 Census	242,199	
2000 Census	238,919	
Growth 2022 - 2027		3.87%
Growth 2010 - 2022		6.97%
Growth 2000 - 2010		1.37%
<b>2022 Est. Population by Single-Classification Race</b>	<b>259,088</b>	
White Alone	136,306	52.61%
Black or African American Alone	46,310	17.87%
Amer. Indian and Alaska Native Alone	2,064	0.80%
Asian Alone	10,697	4.13%
Native Hawaiian and Other Pacific Island Alone	152	0.06%
Some Other Race Alone	54,163	20.91%
Two or More Races	9,398	3.63%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>259,088</b>	
Not Hispanic or Latino	127,841	49.34%
Hispanic or Latino	131,248	50.66%
Mexican	110,019	83.82%
Puerto Rican	1,204	0.92%
Cuban	804	0.61%
All Other Hispanic or Latino	19,221	14.65%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>131,248</b>	
White Alone	68,858	52.46%
Black or African American Alone	1,087	0.83%
American Indian and Alaska Native Alone	1,417	1.08%
Asian Alone	209	0.16%
Native Hawaiian and Other Pacific Islander Alone	64	0.05%
Some Other Race Alone	53,815	41.00%
Two or More Races	5,799	4.42%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>10,697</b>	
Chinese, except Taiwanese	953	8.91%
Filipino	1,274	11.91%
Japanese	154	1.44%
Asian Indian	2,183	20.41%
Korean	338	3.16%
Vietnamese	2,503	23.40%
Cambodian	617	5.77%
Hmong	1	0.01%
Laotian	46	0.43%
Thai	222	2.08%
All Other Asian Races Including 2+ Category	2,406	22.49%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>259,088</b>	
Arab	27	0.01%
Czech	896	0.35%
Danish	260	0.10%
Dutch	980	0.38%
English	10,260	3.96%
French (except Basque)	2,445	0.94%
French Canadian	316	0.12%
German	11,354	4.38%
Greek	417	0.16%
Hungarian	163	0.06%
Irish	10,487	4.05%
Italian	2,549	0.98%
Lithuanian	27	0.01%
United States or American	11,044	4.26%
Norwegian	827	0.32%
Polish	1,236	0.48%
Portuguese	132	0.05%
Russian	431	0.17%
Scottish	2,500	0.97%
Scotch-Irish	1,814	0.70%
Slovak	90	0.04%
Subsaharan African	9,697	3.74%
Swedish	915	0.35%
Swiss	119	0.05%
Ukrainian	124	0.05%
Welsh	641	0.25%
West Indian (except Hisp. groups)	618	0.24%
Other ancestries	160,459	61.93%
Ancestry Unclassified	28,261	10.91%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	118,643	49.89%
Speak Asian/Pacific Island Language at Home	7,227	3.04%
Speak IndoEuropean Language at Home	2,988	1.26%
Speak Spanish at Home	102,202	42.97%
Speak Other Language at Home	6,771	2.85%

# Retail Trade Area • Demographic Profile

South Garland, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>259,088</b>	
Age 0 - 4	21,257	8.21%
Age 5 - 9	19,725	7.61%
Age 10 - 14	19,624	7.57%
Age 15 - 17	11,674	4.51%
Age 18 - 20	10,483	4.05%
Age 21 - 24	13,799	5.33%
Age 25 - 34	37,358	14.42%
Age 35 - 44	36,169	13.96%
Age 45 - 54	30,848	11.91%
Age 55 - 64	27,138	10.47%
Age 65 - 74	18,219	7.03%
Age 75 - 84	8,975	3.46%
Age 85 and over	3,818	1.47%
Age 16 and over	194,646	75.13%
Age 18 and over	186,809	72.10%
Age 21 and over	176,325	68.06%
Age 65 and over	31,012	11.97%
2022 Est. Median Age		33.83
2022 Est. Average Age		35.57
<b>2022 Est. Population by Sex</b>	<b>259,088</b>	
Male	126,790	48.94%
Female	132,298	51.06%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>126,790</b>	
Age 0 - 4	10,916	8.61%
Age 5 - 9	10,095	7.96%
Age 10 - 14	9,994	7.88%
Age 15 - 17	5,911	4.66%
Age 18 - 20	5,360	4.23%
Age 21 - 24	6,969	5.50%
Age 25 - 34	18,658	14.72%
Age 35 - 44	17,795	14.04%
Age 45 - 54	15,016	11.84%
Age 55 - 64	13,087	10.32%
Age 65 - 74	8,184	6.45%
Age 75 - 84	3,566	2.81%
Age 85 and over	1,240	0.98%
2022 Est. Median Age, Male		32.58
2022 Est. Average Age, Male		34.45
<b>2022 Est. Female Population by Age</b>	<b>132,298</b>	
Age 0 - 4	10,341	7.82%
Age 5 - 9	9,630	7.28%
Age 10 - 14	9,630	7.28%
Age 15 - 17	5,762	4.36%
Age 18 - 20	5,123	3.87%
Age 21 - 24	6,830	5.16%
Age 25 - 34	18,700	14.14%
Age 35 - 44	18,375	13.89%
Age 45 - 54	15,832	11.97%
Age 55 - 64	14,052	10.62%
Age 65 - 74	10,035	7.58%
Age 75 - 84	5,410	4.09%
Age 85 and over	2,578	1.95%
2022 Est. Median Age, Female		35.07
2022 Est. Average Age, Female		36.61

# Retail Trade Area • Demographic Profile

South Garland, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	70,657	35.60%
Males, Never Married	36,704	18.49%
Females, Never Married	33,954	17.11%
Married, Spouse present	82,429	41.53%
Married, Spouse absent	14,076	7.09%
Widowed	9,873	4.97%
Males Widowed	2,195	1.11%
Females Widowed	7,678	3.87%
Divorced	21,447	10.81%
Males Divorced	8,642	4.35%
Females Divorced	12,805	6.45%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	20,281	12.48%
Some High School, no diploma	17,717	10.90%
High School Graduate (or GED)	43,712	26.89%
Some College, no degree	33,277	20.48%
Associate Degree	9,132	5.62%
Bachelor's Degree	24,928	15.34%
Master's Degree	10,430	6.42%
Professional School Degree	1,999	1.23%
Doctorate Degree	1,050	0.65%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	32,043	45.32%
High School Graduate	20,617	29.16%
Some College or Associate's Degree	12,279	17.37%
Bachelor's Degree or Higher	5,768	8.16%
<b>Households</b>		
2027 Projection	93,665	
2022 Estimate	90,567	
2010 Census	86,146	
2000 Census	88,860	
Growth 2022 - 2027		3.42%
Growth 2010 - 2022		5.13%
Growth 2000 - 2010		-3.4%
<b>2022 Est. Households by Household Type</b>	<b>90,567</b>	
Family Households	60,585	66.89%
Nonfamily Households	29,982	33.10%
2022 Est. Group Quarters Population	772	
2022 Households by Ethnicity, Hispanic/Latino	34,327	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>90,567</b>	
Income < \$15,000	7,800	8.61%
Income \$15,000 - \$24,999	7,338	8.10%
Income \$25,000 - \$34,999	9,420	10.40%
Income \$35,000 - \$49,999	13,573	14.99%
Income \$50,000 - \$74,999	17,021	18.79%
Income \$75,000 - \$99,999	11,606	12.82%
Income \$100,000 - \$124,999	7,505	8.29%
Income \$125,000 - \$149,999	4,973	5.49%
Income \$150,000 - \$199,999	5,201	5.74%
Income \$200,000 - \$249,999	2,688	2.97%
Income \$250,000 - \$499,999	2,496	2.76%
Income \$500,000+	946	1.04%
2022 Est. Average Household Income		\$83,622
2022 Est. Median Household Income		\$59,420
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$66,056
Black or African American Alone		\$43,119
American Indian and Alaska Native Alone		\$61,427
Asian Alone		\$73,600
Native Hawaiian and Other Pacific Islander Alone		\$64,526
Some Other Race Alone		\$58,289
Two or More Races		\$66,036
Hispanic or Latino		\$54,888
Not Hispanic or Latino		\$63,465
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>60,585</b>	
Married-Couple Family, own children	19,652	32.44%
Married-Couple Family, no own children	19,592	32.34%
Male Householder, own children	2,827	4.67%
Male Householder, no own children	2,950	4.87%
Female Householder, own children	9,204	15.19%
Female Householder, no own children	6,359	10.50%
<b>2022 Est. Households by Household Size</b>	<b>90,567</b>	
1-person	23,982	26.48%
2-person	24,427	26.97%
3-person	14,566	16.08%
4-person	12,054	13.31%
5-person	7,697	8.50%
6-person	4,108	4.54%
7-or-more-person	3,733	4.12%
2022 Est. Average Household Size		2.85

# Retail Trade Area • Demographic Profile

South Garland, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>90,567</b>	
Households with 1 or More People under Age 18:	36,179	39.95%
Married-Couple Family	21,451	59.29%
Other Family, Male Householder	3,480	9.62%
Other Family, Female Householder	10,967	30.31%
Nonfamily, Male Householder	209	0.58%
Nonfamily, Female Householder	72	0.20%
<b>Households with No People under Age 18:</b>	<b>54,388</b>	
Married-Couple Family	17,788	32.71%
Other Family, Male Householder	2,285	4.20%
Other Family, Female Householder	4,600	8.46%
Nonfamily, Male Householder	13,514	24.85%
Nonfamily, Female Householder	16,202	29.79%
<b>2022 Est. Households by Number of Vehicles</b>	<b>90,567</b>	
No Vehicles	7,346	8.11%
1 Vehicle	30,887	34.10%
2 Vehicles	32,871	36.30%
3 Vehicles	12,661	13.98%
4 Vehicles	4,850	5.36%
5 or more Vehicles	1,952	2.15%
2022 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2027 Projection	62,618	
2022 Estimate	60,585	
2010 Census	57,709	
2000 Census	59,408	
Growth 2022 - 2027		3.36%
Growth 2010 - 2022		4.98%
Growth 2000 - 2010		-2.-85%
<b>2022 Est. Families by Poverty Status</b>	<b>60,585</b>	
2022 Families at or Above Poverty	52,857	87.24%
2022 Families at or Above Poverty with Children	27,313	45.08%
2022 Families Below Poverty	7,728	12.76%
2022 Families Below Poverty with Children	6,177	10.20%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	128,160	65.84%
Civilian Labor Force, Unemployed	5,379	2.76%
Armed Forces	123	0.06%
Not in Labor Force	60,985	31.33%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>127,224</b>	
For-Profit Private Workers	99,184	77.96%
Non-Profit Private Workers	7,335	5.76%
Local Government Workers	1,574	1.24%
State Government Workers	1,711	1.34%
Federal Government Workers	5,610	4.41%
Self-Employed Workers	11,585	9.11%
Unpaid Family Workers	225	0.18%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>127,224</b>	
Architect/Engineer	1,631	1.28%
Arts/Entertainment/Sports	1,990	1.56%
Building Grounds Maintenance	7,592	5.97%
Business/Financial Operations	5,413	4.25%
Community/Social Services	1,381	1.09%
Computer/Mathematical	2,720	2.14%
Construction/Extraction	15,191	11.94%
Education/Training/Library	4,987	3.92%
Farming/Fishing/Forestry	194	0.15%
Food Prep/Serving	8,207	6.45%
Health Practitioner/Technician	4,905	3.85%
Healthcare Support	3,633	2.86%
Maintenance Repair	5,383	4.23%
Legal	1,380	1.08%
Life/Physical/Social Science	428	0.34%
Management	8,778	6.90%
Office/Admin. Support	15,838	12.45%
Production	8,341	6.56%
Protective Services	1,974	1.55%
Sales/Related	13,018	10.23%
Personal Care/Service	3,083	2.42%
Transportation/Moving	11,158	8.77%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>127,224</b>	
White Collar	62,469	49.10%
Blue Collar	40,073	31.50%
Service and Farm	24,682	19.40%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>125,129</b>	
Drove Alone	98,997	79.12%
Car Pooled	14,495	11.58%
Public Transportation	4,005	3.20%
Walked	1,219	0.97%
Bicycle	119	0.10%
Other Means	1,275	1.02%
Worked at Home	5,019	4.01%

# Retail Trade Area • Demographic Profile

## South Garland, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	18,954	
15 - 29 Minutes	38,916	
30 - 44 Minutes	38,240	
45 - 59 Minutes	13,373	
60 or more Minutes	10,839	
2022 Est. Avg Travel Time to Work in Minutes		33
2022 Est. Occupied Housing Units by Tenure	90,567	
Owner Occupied	48,152	53.17%
Renter Occupied	42,415	46.83%
2022 Owner Occ. HUs: Avg. Length of Residence		16.22%
2022 Renter Occ. HUs: Avg. Length of Residence		6.23%
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>90,567</b>	
Value Less than \$20,000	307	0.64%
Value \$20,000 - \$39,999	267	0.56%
Value \$40,000 - \$59,999	306	0.64%
Value \$60,000 - \$79,999	1,077	2.24%
Value \$80,000 - \$99,999	2,149	4.46%
Value \$100,000 - \$149,999	8,185	17.00%
Value \$150,000 - \$199,999	9,582	19.90%
Value \$200,000 - \$299,999	12,162	25.26%
Value \$300,000 - \$399,999	6,209	12.90%
Value \$400,000 - \$499,999	3,670	7.62%
Value \$500,000 - \$749,999	2,645	5.49%
Value \$750,000 - \$999,999	903	1.87%
Value \$1,000,000 or \$1,499,999	376	0.78%
Value \$1,500,000 or \$1,999,999	142	0.30%
Value \$2,000,000+	171	0.36%
2022 Est. Median All Owner-Occupied Housing Value		\$214,093
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	59,598	59.96%
1 Unit Attached	2,257	2.27%
2 Units	1,006	1.01%
3 or 4 Units	3,285	3.31%
5 to 19 Units	20,474	20.60%
20 to 49 Units	7,394	7.44%
50 or More Units	5,052	5.08%
Mobile Home or Trailer	282	0.28%
Boat, RV, Van, etc.	46	0.05%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	4,654	4.68%
Housing Units Built 2010 to 2014	766	0.77%
Housing Units Built 2000 to 2009	4,799	4.83%
Housing Units Built 1990 to 1999	6,013	6.05%
Housing Units Built 1980 to 1989	20,023	20.14%
Housing Units Built 1970 to 1979	21,397	21.53%
Housing Units Built 1960 to 1969	19,387	19.50%
Housing Units Built 1950 to 1959	19,264	19.38%
Housing Units Built 1940 to 1949	2,396	2.41%
Housing Unit Built 1939 or Earlier	696	0.70%
2022 Est. Median Year Structure Built		1974

# 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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