



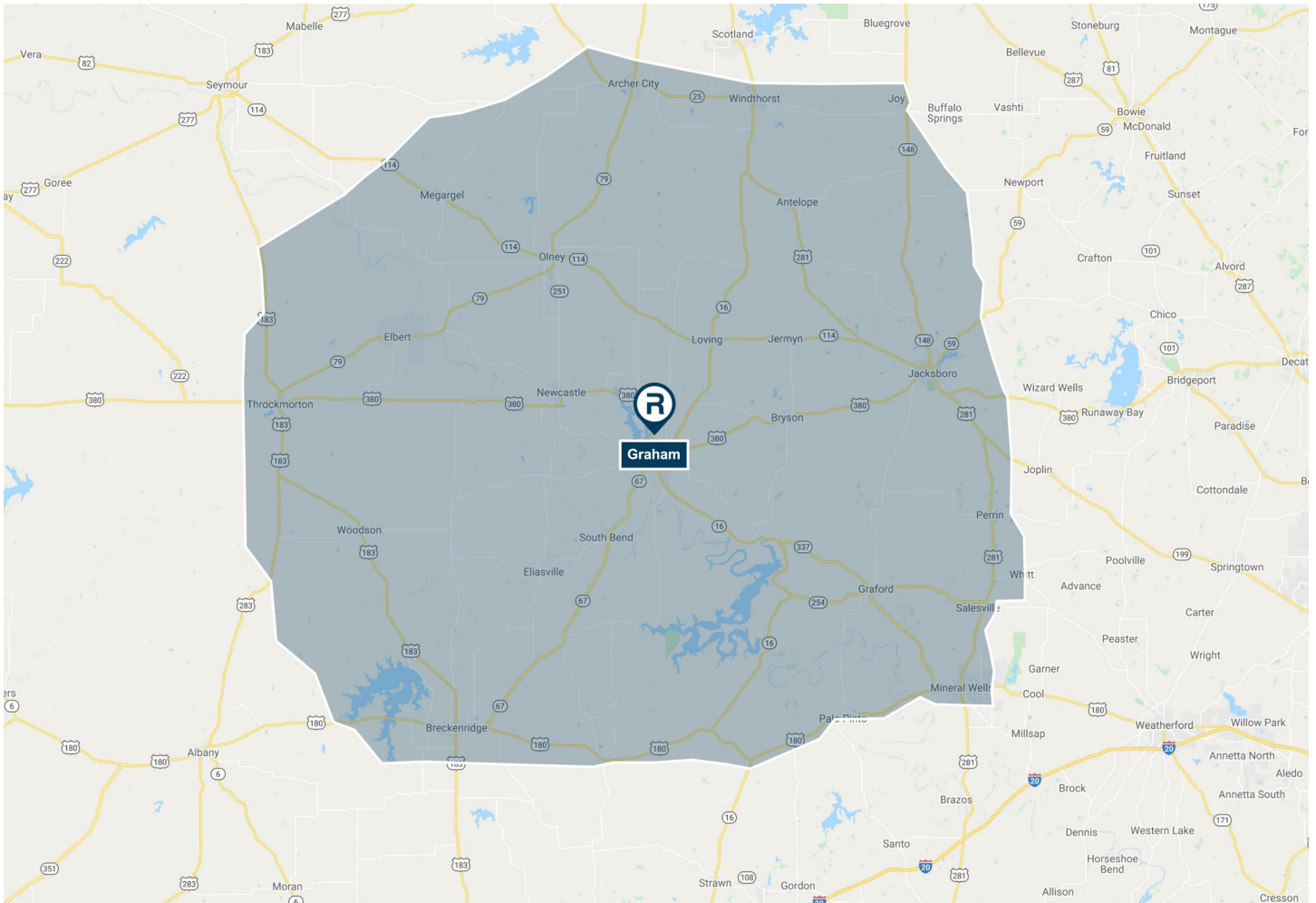
The**Retail**Coach.®

Medical Retail Trade Area Demographic Profile

GRAHAM, TEXAS

Prepared for Graham Chamber of Commerce & Convention and Visitors Bureau
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Medical Retail Trade Area



Prepared for:



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Medical Retail Trade Area • Demographic Profile

Graham, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	61,910	
2021 Estimate	60,392	
2010 Census	60,815	
2000 Census	60,610	
Growth 2021 - 2026		2.51%
Growth 2010 - 2021		-0.70%
Growth 2000 - 2010		0.34%
Daytime Population	60,025	
Workers	24,511	
Residents	35,514	
2021 Est. Population by Single-Classification Race	60,392	
White Alone	50,638	83.85%
Black or African American Alone	1,529	2.53%
Amer. Indian and Alaska Native Alone	595	0.99%
Asian Alone	476	0.79%
Native Hawaiian and Other Pacific Island Alone	27	0.05%
Some Other Race Alone	5,608	9.29%
Two or More Races	1,520	2.52%
2021 Est. Population by Hispanic or Latino Origin	60,392	
Not Hispanic or Latino	47,056	77.92%
Hispanic or Latino	13,336	22.08%
Mexican	11,621	87.14%
Puerto Rican	106	0.80%
Cuban	19	0.14%
All Other Hispanic or Latino	1,590	11.92%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	13,336	
White Alone	6,852	51.38%
Black or African American Alone	52	0.39%
American Indian and Alaska Native Alone	186	1.40%
Asian Alone	15	0.11%
Native Hawaiian and Other Pacific Islander Alone	2	0.02%
Some Other Race Alone	5,586	41.89%
Two or More Races	643	4.82%
2021 Est. Pop by Race, Asian Alone, by Category	476	
Chinese, except Taiwanese	90	18.91%
Filipino	47	9.87%
Japanese	6	1.26%
Asian Indian	88	18.49%
Korean	23	4.83%
Vietnamese	49	10.29%
Cambodian	19	3.99%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	72	15.13%
All Other Asian Races Including 2+ Category	81	17.02%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	60,392	
Arab	9	0.02%
Czech	93	0.15%
Danish	27	0.05%
Dutch	732	1.21%
English	3,462	5.73%
French (except Basque)	699	1.16%
French Canadian	40	0.07%
German	4,855	8.04%
Greek	54	0.09%
Hungarian	19	0.03%
Irish	4,141	6.86%
Italian	505	0.84%
Lithuanian	1	0.00%
United States or American	4,334	7.18%
Norwegian	209	0.35%
Polish	267	0.44%
Portuguese	5	0.01%
Russian	28	0.05%
Scottish	596	0.99%
Scotch-Irish	540	0.89%
Slovak	0	0.00%
Subsaharan African	93	0.15%
Swedish	145	0.24%
Swiss	36	0.06%
Ukrainian	65	0.11%
Welsh	128	0.21%
West Indian (except Hisp. groups)	63	0.10%
Other ancestries	19,140	31.69%
Ancestry Unclassified	20,106	33.29%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	46,408	81.84%
Speak Asian/Pacific Island Language at Home	674	1.19%
Speak IndoEuropean Language at Home	390	0.69%
Speak Spanish at Home	9,221	16.26%
Speak Other Language at Home	10	0.02%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	60,392	
Age 0 - 4	3,689	6.11%
Age 5 - 9	3,800	6.29%
Age 10 - 14	4,058	6.72%
Age 15 - 17	2,465	4.08%
Age 18 - 20	2,267	3.75%
Age 21 - 24	3,050	5.05%
Age 25 - 34	7,266	12.03%
Age 35 - 44	6,892	11.41%
Age 45 - 54	6,807	11.27%
Age 55 - 64	7,993	13.24%
Age 65 - 74	7,011	11.61%
Age 75 - 84	3,684	6.10%
Age 85 and over	1,412	2.34%
Age 16 and over	48,037	79.54%
Age 18 and over	46,381	76.80%
Age 21 and over	44,114	73.05%
Age 65 and over	12,107	20.05%
2021 Est. Median Age		40.19
2021 Est. Average Age		40.82
2021 Est. Population by Sex	60,392	
Male	30,613	50.69%
Female	29,779	49.31%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	30,613	
Age 0 - 4	1,887	6.16%
Age 5 - 9	1,972	6.44%
Age 10 - 14	2,117	6.92%
Age 15 - 17	1,278	4.18%
Age 18 - 20	1,224	4.00%
Age 21 - 24	1,710	5.59%
Age 25 - 34	3,944	12.88%
Age 35 - 44	3,521	11.50%
Age 45 - 54	3,409	11.14%
Age 55 - 64	3,968	12.96%
Age 65 - 74	3,391	11.08%
Age 75 - 84	1,679	5.49%
Age 85 and over	513	1.68%
2021 Est. Median Age, Male		38.24
2021 Est. Average Age, Male		39.67
2021 Est. Female Population by Age	29,779	
Age 0 - 4	1,802	6.05%
Age 5 - 9	1,828	6.14%
Age 10 - 14	1,940	6.52%
Age 15 - 17	1,187	3.99%
Age 18 - 20	1,043	3.50%
Age 21 - 24	1,340	4.50%
Age 25 - 34	3,321	11.15%
Age 35 - 44	3,371	11.32%
Age 45 - 54	3,398	11.41%
Age 55 - 64	4,025	13.52%
Age 65 - 74	3,620	12.16%
Age 75 - 84	2,005	6.73%
Age 85 and over	899	3.02%
2021 Est. Median Age, Female		42.22
2021 Est. Average Age, Female		42.17

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	12,400	25.39%
Males, Never Married	7,278	14.90%
Females, Never Married	5,122	10.49%
Married, Spouse present	23,920	48.97%
Married, Spouse absent	2,935	6.01%
Widowed	3,960	8.11%
Males Widowed	1,014	2.08%
Females Widowed	2,946	6.03%
Divorced	5,631	11.53%
Males Divorced	2,772	5.68%
Females Divorced	2,860	5.86%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,487	6.1%
Some High School, no diploma	4,764	11.6%
High School Graduate (or GED)	14,874	36.2%
Some College, no degree	9,758	23.8%
Associate Degree	2,381	5.8%
Bachelor's Degree	4,826	11.8%
Master's Degree	1,500	3.7%
Professional School Degree	270	0.7%
Doctorate Degree	204	0.5%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,726	40.88%
High School Graduate	2,555	38.31%
Some College or Associate's Degree	1,081	16.21%
Bachelor's Degree or Higher	306	4.59%
Households		
2026 Projection	23,505	
2021 Estimate	22,946	
2010 Census	23,269	
2000 Census	23,186	
Growth 2021 - 2026		2.44%
Growth 2010 - 2021		-1.39%
Growth 2000 - 2010		0.36%
2021 Est. Households by Household Type	22,946	
Family Households	15,957	69.54%
Nonfamily Households	6,989	30.46%
2021 Est. Group Quarters Population	2,101	
2021 Households by Ethnicity, Hispanic/Latino	3,402	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	22,946	
Income < \$15,000	2,968	12.94%
Income \$15,000 - \$24,999	2,716	11.84%
Income \$25,000 - \$34,999	2,622	11.43%
Income \$35,000 - \$49,999	3,605	15.71%
Income \$50,000 - \$74,999	4,033	17.58%
Income \$75,000 - \$99,999	2,412	10.51%
Income \$100,000 - \$124,999	1,921	8.37%
Income \$125,000 - \$149,999	1,178	5.13%
Income \$150,000 - \$199,999	763	3.33%
Income \$200,000 - \$249,999	306	1.33%
Income \$250,000 - \$499,999	322	1.40%
Income \$500,000+	99	0.43%
2021 Est. Average Household Income		\$66,116
2021 Est. Median Household Income		\$47,992
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$51,318
Black or African American Alone		\$26,148
American Indian and Alaska Native Alone		\$39,456
Asian Alone		\$36,465
Native Hawaiian and Other Pacific Islander Alone		\$39,531
Some Other Race Alone		\$24,556
Two or More Races		\$41,036
Hispanic or Latino		\$40,738
Not Hispanic or Latino		\$50,044
2021 Est. Family HH Type by Presence of Own Child.	15,957	
Married-Couple Family, own children	4,416	27.67%
Married-Couple Family, no own children	7,819	49.00%
Male Householder, own children	600	3.76%
Male Householder, no own children	544	3.41%
Female Householder, own children	1,401	8.78%
Female Householder, no own children	1,177	7.38%
2021 Est. Households by Household Size	22,946	
1-person	6,073	26.47%
2-person	8,201	35.74%
3-person	3,465	15.10%
4-person	2,698	11.76%
5-person	1,465	6.39%
6-person	614	2.68%
7-or-more-person	431	1.88%
2021 Est. Average Household Size		2.53

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	22,946	
Households with 1 or More People under Age 18:	7,489	32.64%
Married-Couple Family	4,933	65.87%
Other Family, Male Householder	726	9.69%
Other Family, Female Householder	1,755	23.43%
Nonfamily, Male Householder	59	0.79%
Nonfamily, Female Householder	16	0.21%
Households with No People under Age 18:	15,457	67.36%
Married-Couple Family	7,296	47.20%
Other Family, Male Householder	418	2.70%
Other Family, Female Householder	824	5.33%
Nonfamily, Male Householder	3,177	20.55%
Nonfamily, Female Householder	3,741	24.20%
2021 Est. Households by Number of Vehicles	22,946	
No Vehicles	1,473	6.42%
1 Vehicle	7,779	33.90%
2 Vehicles	8,650	37.70%
3 Vehicles	3,495	15.23%
4 Vehicles	1,158	5.05%
5 or more Vehicles	390	1.70%
2021 Est. Average Number of Vehicles		1.86
Family Households		
2026 Projection	16,344	
2021 Estimate	15,957	
2010 Census	16,158	
2000 Census	16,283	
Growth 2021 - 2026		2.43%
Growth 2010 - 2021		-1.24%
Growth 2000 - 2010		-0.77%
2021 Est. Families by Poverty Status	15,957	
2021 Families at or Above Poverty	13,919	87.23%
2021 Families at or Above Poverty with Children	5,711	35.79%
2021 Families Below Poverty	2,038	12.77%
2021 Families Below Poverty with Children	1,439	9.02%
2021 Est. Pop 16+ by Employment Status	48,037	
Civilian Labor Force, Employed	25,641	53.38%
Civilian Labor Force, Unemployed	1,545	3.22%
Armed Forces	20	0.04%
Not in Labor Force	20,831	43.37%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	25,487	
For-Profit Private Workers	16,944	66.48%
Non-Profit Private Workers	1,227	4.81%
Local Government Workers	282	1.11%
State Government Workers	1,278	5.01%
Federal Government Workers	2,089	8.20%
Self-Employed Workers	3,517	13.80%
Unpaid Family Workers	150	0.59%
2021 Est. Civ. Employed Pop 16+ by Occupation	25,487	
Architect/Engineer	317	1.24%
Arts/Entertainment/Sports	193	0.76%
Building Grounds Maintenance	1,034	4.06%
Business/Financial Operations	861	3.38%
Community/Social Services	405	1.59%
Computer/Mathematical	180	0.71%
Construction/Extraction	2,555	10.03%
Education/Training/Library	1,541	6.05%
Farming/Fishing/Forestry	355	1.39%
Food Prep/Serving	1,289	5.06%
Health Practitioner/Technician	1,008	3.96%
Healthcare Support	867	3.40%
Maintenance Repair	1,140	4.47%
Legal	107	0.42%
Life/Physical/Social Science	206	0.81%
Management	2,188	8.59%
Office/Admin. Support	2,621	10.28%
Production	2,263	8.88%
Protective Services	638	2.50%
Sales/Related	2,580	10.12%
Personal Care/Service	593	2.33%
Transportation/Moving	2,544	9.98%
2021 Est. Pop 16+ by Occupation Classification	25,487	
White Collar	12,208	47.90%
Blue Collar	8,502	33.36%
Service and Farm	4,777	18.74%
2021 Est. Workers Age 16+ by Transp. to Work	24,865	
Drove Alone	20,348	81.83%
Car Pooled	2,388	9.60%
Public Transportation	96	0.39%
Walked	295	1.19%
Bicycle	92	0.37%
Other Means	382	1.54%
Worked at Home	1,264	5.08%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	12,768	
15 - 29 Minutes	4,943	
30 - 44 Minutes	3,138	
45 - 59 Minutes	1,299	
60 or more Minutes	1,493	
2021 Est. Avg Travel Time to Work in Minutes		22
2021 Est. Occupied Housing Units by Tenure	22,946	
Owner Occupied	16,412	71.52%
Renter Occupied	6,534	28.48%
2021 Owner Occ. HUs: Avg. Length of Residence		17.51
2021 Renter Occ. HUs: Avg. Length of Residence		6.96
2021 Est. Owner-Occupied Housing Units by Value	22,946	
Value Less than \$20,000	1,127	6.87%
Value \$20,000 - \$39,999	1,505	9.17%
Value \$40,000 - \$59,999	1,579	9.62%
Value \$60,000 - \$79,999	2,085	12.70%
Value \$80,000 - \$99,999	1,989	12.12%
Value \$100,000 - \$149,999	2,827	17.23%
Value \$150,000 - \$199,999	1,899	11.57%
Value \$200,000 - \$299,999	1,595	9.72%
Value \$300,000 - \$399,999	720	4.39%
Value \$400,000 - \$499,999	455	2.77%
Value \$500,000 - \$749,999	315	1.92%
Value \$750,000 - \$999,999	135	0.82%
Value \$1,000,000 or \$1,499,999	71	0.43%
Value \$1,500,000 or \$1,999,999	39	0.24%
Value \$2,000,000+	71	0.43%
2021 Est. Median All Owner-Occupied Housing Value		\$99,122
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	23,182	76.56%
1 Unit Attached	387	1.28%
2 Units	680	2.25%
3 or 4 Units	514	1.70%
5 to 19 Units	904	2.99%
20 to 49 Units	142	0.47%
50 or More Units	254	0.84%
Mobile Home or Trailer	4,150	13.71%
Boat, RV, Van, etc.	64	0.21%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	620	2.05%
Housing Units Built 2010 to 2014	1,099	3.63%
Housing Units Built 2000 to 2009	3,320	10.97%
Housing Units Built 1990 to 1999	2,657	8.78%
Housing Units Built 1980 to 1989	3,638	12.02%
Housing Units Built 1970 to 1979	4,527	14.95%
Housing Units Built 1960 to 1969	4,270	14.10%
Housing Units Built 1950 to 1959	4,862	16.06%
Housing Units Built 1940 to 1949	2,145	7.08%
Housing Unit Built 1939 or Earlier	3,140	10.37%
2021 Est. Median Year Structure Built		1972

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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