



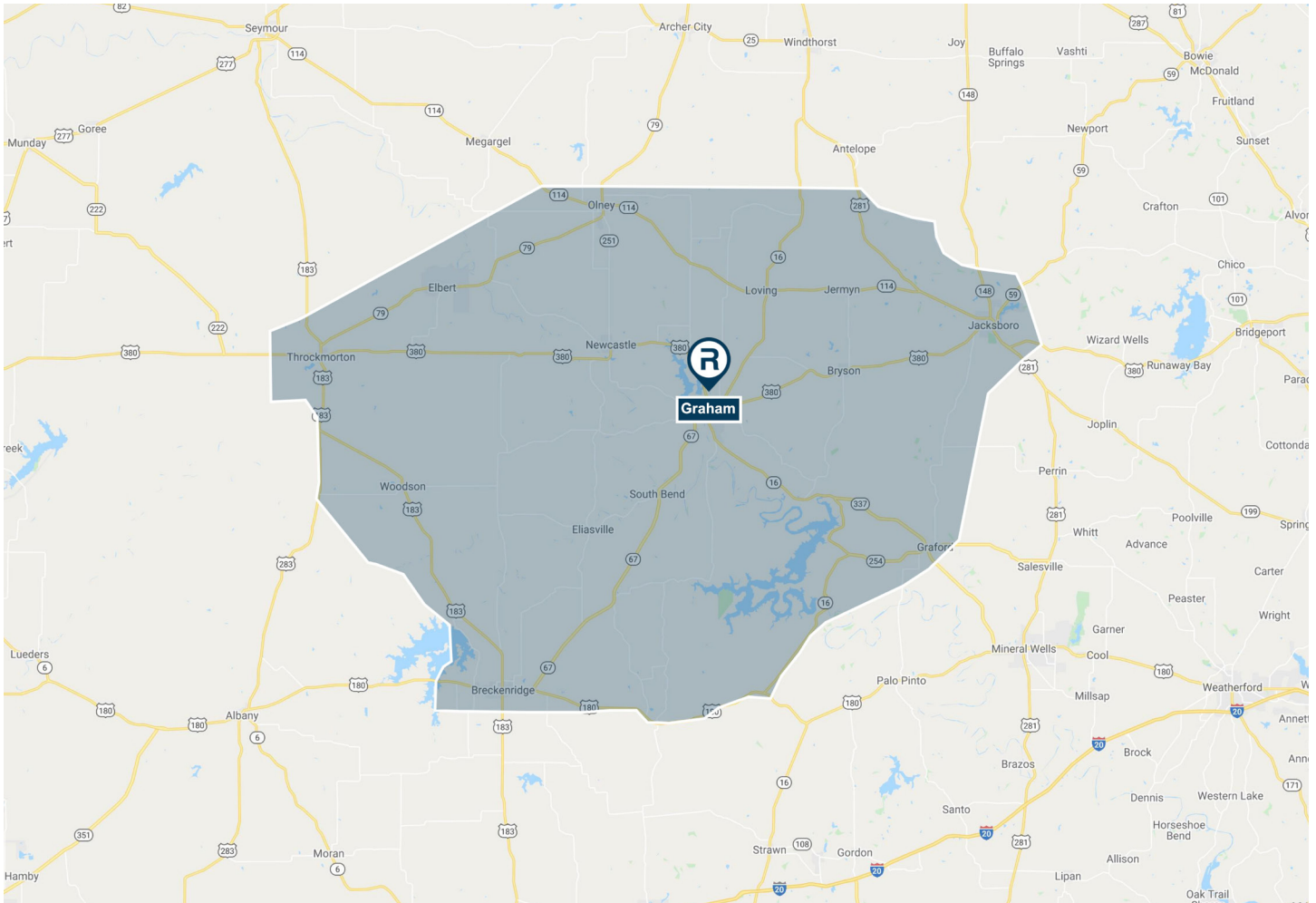
The**Retail**Coach.®

Primary Retail Trade Area Demographic Profile

GRAHAM, TEXAS

Prepared for Graham Chamber of Commerce & Convention and Visitors Bureau
May 2021

Primary Retail Trade Area



Prepared for:



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DESCRIPTION	DATA	%
Population		
2026 Projection	37,576	
2021 Estimate	36,746	
2010 Census	37,330	
2000 Census	36,804	
Daytime Population	36,776	
Workers	15,667	
Residents	21,109	
Growth 2021 - 2026		2.26%
Growth 2010 - 2021		-1.56%
Growth 2000 - 2010		1.43%
2021 Est. Population by Single-Classification Race	36,746	
White Alone	31,291	85.16%
Black or African American Alone	799	2.17%
Amer. Indian and Alaska Native Alone	347	0.94%
Asian Alone	288	0.78%
Native Hawaiian and Other Pacific Island Alone	18	0.05%
Some Other Race Alone	3,158	8.59%
Two or More Races	844	2.30%
2021 Est. Population by Hispanic or Latino Origin	36,746	
Not Hispanic or Latino	29,019	78.97%
Hispanic or Latino	7,727	21.03%
Mexican	6,606	85.49%
Puerto Rican	50	0.65%
Cuban	4	0.05%
All Other Hispanic or Latino	1,067	13.81%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	7,727	
White Alone	4,043	52.32%
Black or African American Alone	27	0.35%
American Indian and Alaska Native Alone	103	1.33%
Asian Alone	13	0.17%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	3,151	40.78%
Two or More Races	390	5.05%
2021 Est. Pop by Race, Asian Alone, by Category	288	
Chinese, except Taiwanese	87	30.21%
Filipino	24	8.33%
Japanese	6	2.08%
Asian Indian	21	7.29%
Korean	16	5.56%
Vietnamese	32	11.11%
Cambodian	19	6.60%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	71	24.65%
All Other Asian Races Including 2+ Category	12	4.17%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	36,746	
Arab	2	0.01%
Czech	72	0.20%
Danish	22	0.06%
Dutch	581	1.58%
English	2,256	6.14%
French (except Basque)	324	0.88%
French Canadian	24	0.07%
German	2,540	6.91%
Greek	41	0.11%
Hungarian	13	0.04%
Irish	2,663	7.25%
Italian	201	0.55%
Lithuanian	0	0.00%
United States or American	2,802	7.63%
Norwegian	141	0.38%
Polish	201	0.55%
Portuguese	2	0.01%
Russian	21	0.06%
Scottish	388	1.06%
Scotch-Irish	247	0.67%
Slovak	0	0.00%
Subsaharan African	9	0.03%
Swedish	55	0.15%
Swiss	22	0.06%
Ukrainian	52	0.14%
Welsh	68	0.19%
West Indian (except Hisp. groups)	39	0.11%
Other ancestries	11,355	30.90%
Ancestry Unclassified	12,606	34.31%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	28,564	82.47%
Speak Asian/Pacific Island Language at Home	381	1.10%
Speak IndoEuropean Language at Home	189	0.55%
Speak Spanish at Home	5,500	15.88%
Speak Other Language at Home	4	0.01%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	36,746	
Age 0 - 4	2,108	5.74%
Age 5 - 9	2,214	6.03%
Age 10 - 14	2,386	6.49%
Age 15 - 17	1,487	4.05%
Age 18 - 20	1,379	3.75%
Age 21 - 24	1,859	5.06%
Age 25 - 34	4,338	11.81%
Age 35 - 44	4,184	11.39%
Age 45 - 54	4,128	11.23%
Age 55 - 64	4,922	13.40%
Age 65 - 74	4,465	12.15%
Age 75 - 84	2,353	6.40%
Age 85 and over	923	2.51%
Age 16 and over	29,548	80.41%
Age 18 and over	28,550	77.70%
Age 21 and over	27,171	73.94%
Age 65 and over	7,741	21.07%
2021 Est. Median Age		41.19
2021 Est. Average Age		41.52
2021 Est. Population by Sex	36,746	
Male	18,901	51.44%
Female	17,844	48.56%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	18,901	
Age 0 - 4	1,082	5.73%
Age 5 - 9	1,136	6.01%
Age 10 - 14	1,226	6.49%
Age 15 - 17	778	4.12%
Age 18 - 20	761	4.03%
Age 21 - 24	1,092	5.78%
Age 25 - 34	2,438	12.90%
Age 35 - 44	2,199	11.63%
Age 45 - 54	2,114	11.19%
Age 55 - 64	2,504	13.25%
Age 65 - 74	2,167	11.47%
Age 75 - 84	1,080	5.71%
Age 85 and over	326	1.73%
2021 Est. Median Age, Male		39.17
2021 Est. Average Age, Male		40.41
2021 Est. Female Population by Age	17,844	
Age 0 - 4	1,026	5.75%
Age 5 - 9	1,078	6.04%
Age 10 - 14	1,160	6.50%
Age 15 - 17	709	3.97%
Age 18 - 20	618	3.46%
Age 21 - 24	767	4.30%
Age 25 - 34	1,900	10.65%
Age 35 - 44	1,985	11.12%
Age 45 - 54	2,013	11.28%
Age 55 - 64	2,418	13.55%
Age 65 - 74	2,299	12.88%
Age 75 - 84	1,273	7.13%
Age 85 and over	597	3.35%
2021 Est. Median Age, Female		43.40
2021 Est. Average Age, Female		42.96

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,150	23.80%
Males, Never Married	4,318	14.38%
Females, Never Married	2,832	9.43%
Married, Spouse present	15,699	52.27%
Married, Spouse absent	1,560	5.19%
Widowed	2,459	8.19%
Males Widowed	632	2.10%
Females Widowed	1,827	6.08%
Divorced	3,170	10.55%
Males Divorced	1,662	5.53%
Females Divorced	1,508	5.02%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,474	5.8%
Some High School, no diploma	3,223	12.7%
High School Graduate (or GED)	8,781	34.7%
Some College, no degree	6,051	23.9%
Associate Degree	1,244	4.9%
Bachelor's Degree	3,086	12.2%
Master's Degree	1,108	4.4%
Professional School Degree	210	0.8%
Doctorate Degree	133	0.5%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,600	41.21%
High School Graduate	1,325	34.12%
Some College or Associate's Degree	682	17.56%
Bachelor's Degree or Higher	276	7.11%
Households		
2026 Projection	14,309	
2021 Estimate	13,996	
2010 Census	14,309	
2000 Census	14,181	
Growth 2021 - 2026		2.24%
Growth 2010 - 2021		-2.19%
Growth 2000 - 2010		0.90%
2021 Est. Households by Household Type	13,996	
Family Households	9,760	69.73%
Nonfamily Households	4,236	30.27%
2021 Est. Group Quarters Population	1,776	
2021 Households by Ethnicity, Hispanic/Latino	1,937	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	13,996	
Income < \$15,000	1,746	12.48%
Income \$15,000 - \$24,999	1,470	10.50%
Income \$25,000 - \$34,999	1,642	11.73%
Income \$35,000 - \$49,999	2,297	16.41%
Income \$50,000 - \$74,999	2,511	17.94%
Income \$75,000 - \$99,999	1,427	10.20%
Income \$100,000 - \$124,999	1,195	8.54%
Income \$125,000 - \$149,999	774	5.53%
Income \$150,000 - \$199,999	457	3.27%
Income \$200,000 - \$249,999	195	1.39%
Income \$250,000 - \$499,999	210	1.50%
Income \$500,000+	70	0.50%
2021 Est. Average Household Income		\$67,619
2021 Est. Median Household Income		\$48,854
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$51,820
Black or African American Alone		\$28,144
American Indian and Alaska Native Alone		\$47,824
Asian Alone		\$32,646
Native Hawaiian and Other Pacific Islander Alone		\$45,572
Some Other Race Alone		\$25,300
Two or More Races		\$39,558
Hispanic or Latino		\$42,403
Not Hispanic or Latino		\$50,944
2021 Est. Family HH Type by Presence of Own Child.	9,760	
Married-Couple Family, own children	2,669	27.35%
Married-Couple Family, no own children	4,955	50.77%
Male Householder, own children	336	3.44%
Male Householder, no own children	328	3.36%
Female Householder, own children	790	8.10%
Female Householder, no own children	682	6.99%
2021 Est. Households by Household Size	13,996	
1-person	3,735	26.69%
2-person	5,189	37.08%
3-person	2,072	14.80%
4-person	1,602	11.45%
5-person	832	5.95%
6-person	343	2.45%
7-or-more-person	222	1.59%
2021 Est. Average Household Size		2.48

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	13,996	
Households with 1 or More People under Age 18:	4,398	31.42%
Married-Couple Family	2,967	67.46%
Other Family, Male Householder	408	9.28%
Other Family, Female Householder	990	22.51%
Nonfamily, Male Householder	26	0.59%
Nonfamily, Female Householder	8	0.18%
Households with No People under Age 18:	9,598	68.58%
Married-Couple Family	4,656	48.51%
Other Family, Male Householder	253	2.64%
Other Family, Female Householder	483	5.03%
Nonfamily, Male Householder	1,925	20.06%
Nonfamily, Female Householder	2,281	23.77%
2021 Est. Households by Number of Vehicles	13,996	
No Vehicles	716	5.12%
1 Vehicle	4,699	33.57%
2 Vehicles	5,632	40.24%
3 Vehicles	2,076	14.83%
4 Vehicles	701	5.01%
5 or more Vehicles	173	1.24%
2021 Est. Average Number of Vehicles		1.86
Family Households		
2026 Projection	9,976	
2021 Estimate	9,759	
2010 Census	9,969	
2000 Census	9,980	
Growth 2021 - 2026		2.22%
Growth 2010 - 2021		-2.11%
Growth 2000 - 2010		-0.11%
2021 Est. Families by Poverty Status	9,759	
2021 Families at or Above Poverty	8,620	88.33%
2021 Families at or Above Poverty with Children	3,446	35.31%
2021 Families Below Poverty	1,140	11.68%
2021 Families Below Poverty with Children	804	8.24%
2021 Est. Pop 16+ by Employment Status	29,548	
Civilian Labor Force, Employed	15,587	52.75%
Civilian Labor Force, Unemployed	649	2.20%
Armed Forces	14	0.05%
Not in Labor Force	13,298	45.01%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	15,395	
For-Profit Private Workers	9,716	63.11%
Non-Profit Private Workers	808	5.25%
Local Government Workers	192	1.25%
State Government Workers	902	5.86%
Federal Government Workers	1,379	8.96%
Self-Employed Workers	2,292	14.89%
Unpaid Family Workers	107	0.70%
2021 Est. Civ. Employed Pop 16+ by Occupation	15,395	
Architect/Engineer	207	1.35%
Arts/Entertainment/Sports	100	0.65%
Building Grounds Maintenance	576	3.74%
Business/Financial Operations	566	3.68%
Community/Social Services	319	2.07%
Computer/Mathematical	94	0.61%
Construction/Extraction	1,715	11.14%
Education/Training/Library	1,087	7.06%
Farming/Fishing/Forestry	233	1.51%
Food Prep/Serving	656	4.26%
Health Practitioner/Technician	512	3.33%
Healthcare Support	528	3.43%
Maintenance Repair	696	4.52%
Legal	49	0.32%
Life/Physical/Social Science	160	1.04%
Management	1,435	9.32%
Office/Admin. Support	1,510	9.81%
Production	1,179	7.66%
Protective Services	433	2.81%
Sales/Related	1,415	9.19%
Personal Care/Service	379	2.46%
Transportation/Moving	1,543	10.02%
2021 Est. Pop 16+ by Occupation Classification	15,395	
White Collar	7,455	48.43%
Blue Collar	5,134	33.35%
Service and Farm	2,806	18.23%
2021 Est. Workers Age 16+ by Transp. to Work	15,036	
Drove Alone	12,410	82.54%
Car Pooled	1,353	9.00%
Public Transportation	24	0.16%
Walked	179	1.19%
Bicycle	16	0.11%
Other Means	224	1.49%
Worked at Home	829	5.51%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,431	
15 - 29 Minutes	2,743	
30 - 44 Minutes	1,683	
45 - 59 Minutes	581	
60 or more Minutes	791	
2021 Est. Avg Travel Time to Work in Minutes		20
2021 Est. Occupied Housing Units by Tenure	13,996	
Owner Occupied	10,339	73.87%
Renter Occupied	3,657	26.13%
2021 Owner Occ. HUs: Avg. Length of Residence		17.28
2021 Renter Occ. HUs: Avg. Length of Residence		7.21
2021 Est. Owner-Occupied Housing Units by Value	13,996	
Value Less than \$20,000	792	7.66%
Value \$20,000 - \$39,999	1,019	9.86%
Value \$40,000 - \$59,999	1,161	11.23%
Value \$60,000 - \$79,999	1,219	11.79%
Value \$80,000 - \$99,999	1,173	11.35%
Value \$100,000 - \$149,999	1,595	15.43%
Value \$150,000 - \$199,999	1,344	13.00%
Value \$200,000 - \$299,999	875	8.46%
Value \$300,000 - \$399,999	454	4.39%
Value \$400,000 - \$499,999	296	2.86%
Value \$500,000 - \$749,999	208	2.01%
Value \$750,000 - \$999,999	78	0.75%
Value \$1,000,000 or \$1,499,999	43	0.42%
Value \$1,500,000 or \$1,999,999	25	0.24%
Value \$2,000,000+	58	0.56%
2021 Est. Median All Owner-Occupied Housing Value		\$96,399
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	15,193	78.28%
1 Unit Attached	220	1.13%
2 Units	255	1.31%
3 or 4 Units	252	1.30%
5 to 19 Units	631	3.25%
20 to 49 Units	85	0.44%
50 or More Units	4	0.02%
Mobile Home or Trailer	2,713	13.98%
Boat, RV, Van, etc.	55	0.28%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	427	2.20%
Housing Units Built 2010 to 2014	550	2.83%
Housing Units Built 2000 to 2009	2,239	11.54%
Housing Units Built 1990 to 1999	1,757	9.05%
Housing Units Built 1980 to 1989	2,569	13.24%
Housing Units Built 1970 to 1979	2,789	14.37%
Housing Units Built 1960 to 1969	2,452	12.63%
Housing Units Built 1950 to 1959	3,296	16.98%
Housing Units Built 1940 to 1949	1,501	7.73%
Housing Unit Built 1939 or Earlier	1,826	9.41%
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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