TheRetailCoach®

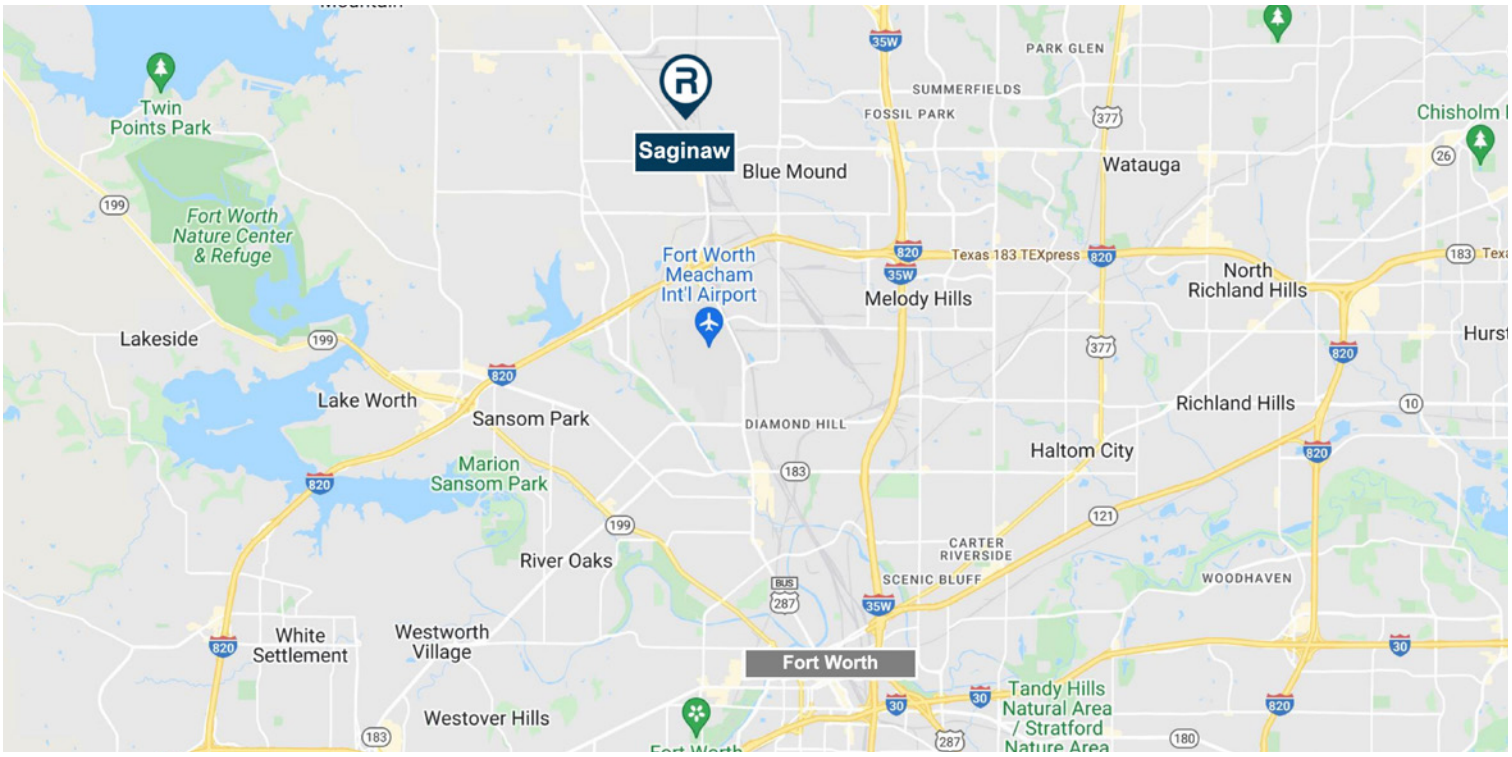
Community Demographic Profile

SAGINAW, TEXAS

Prepared for City of Saginaw, Texas
April 2022

Community • Demographic Snapshot

Saginaw, Texas



Population

2010	19,806
2022	24,807
2027	26,577

Educational Attainment (%)

Graduate or Professional Degree	6.95%
Bachelors Degree	19.46%
Associate Degree	8.91%
Some College	23.88%
High School Graduate (GED)	30.70%
Some High School, No Degree	5.61%
Less than 9th Grade	4.49%

Income

Average HH	$105,619
Median HH	$95,912
Per Capita	$34,129

Age

0 - 9 Years	13.91%
10 - 17 Years	12.95%
18 - 24 Years	9.85%
25 - 34 Years	13.83%
35 - 44 Years	13.75%
45 - 54 Years	13.84%
55 - 64 Years	11.23%
65 and Older	10.65%
Median Age	34.61
Average Age	35.70

Race Distribution (%)

White	77.34%
Black/African American	7.87%
American Indian/Alaskan	0.72%
Asian	2.81%
Native Hawaiian/Islander	0.11%
Other Race	7.16%
Two or More Races	3.98%
Hispanic	27.83%

City of Saginaw

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DESCRIPTION	DATA	%
Population		
2027 Projection	26,577	
2022 Estimate	24,807	
2010 Census	19,806	
2000 Census	12,996	
Growth 2022 - 2027		7.13%
Growth 2010 - 2022		25.25%
Growth 2000 - 2010		52.40%
2022 Est. Population by Single-Classification Race	**24,807**	
White Alone	19,186	77.34%
Black or African American Alone	1,953	7.87%
Amer. Indian and Alaska Native Alone	179	0.72%
Asian Alone	698	2.81%
Native Hawaiian and Other Pacific Island Alone	28	0.11%
Some Other Race Alone	1,776	7.16%
Two or More Races	987	3.98%
2022 Est. Population by Hispanic or Latino Origin	**24,807**	
Not Hispanic or Latino	17,904	72.17%
Hispanic or Latino	6,903	27.83%
Mexican	5,931	85.92%
Puerto Rican	187	2.71%
Cuban	37	0.54%
All Other Hispanic or Latino	748	10.84%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	**6,903**	
White Alone	4,659	67.49%
Black or African American Alone	84	1.22%
American Indian and Alaska Native Alone	72	1.04%
Asian Alone	6	0.09%
Native Hawaiian and Other Pacific Islander Alone	6	0.09%
Some Other Race Alone	1,754	25.41%
Two or More Races	322	4.66%
2022 Est. Pop by Race, Asian Alone, by Category	**698**	
Chinese, except Taiwanese	4	0.57%
Filipino	441	63.18%
Japanese	10	1.43%
Asian Indian	85	12.18%
Korean	87	12.46%
Vietnamese	40	5.73%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	30	4.30%
All Other Asian Races Including 2+ Category	1	0.14%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	**24,807**	
Arab	1	0.00%
Czech	109	0.44%
Danish	170	0.69%
Dutch	120	0.48%
English	1,292	5.21%
French (except Basque)	322	1.30%
French Canadian	148	0.60%
German	2,131	8.59%
Greek	3	0.01%
Hungarian	64	0.26%
Irish	1,371	5.53%
Italian	330	1.33%
Lithuanian	1	0.00%
United States or American	1,628	6.56%
Norwegian	167	0.67%
Polish	113	0.46%
Portuguese	46	0.19%
Russian	7	0.03%
Scottish	446	1.80%
Scotch-Irish	240	0.97%
Slovak	2	0.01%
Subsaharan African	13	0.05%
Swedish	143	0.58%
Swiss	1	0.00%
Ukrainian	0	0.00%
Welsh	96	0.39%
West Indian (except Hisp. groups)	16	0.07%
Other ancestries	9,694	39.08%
Ancestry Unclassified	6,133	24.72%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	17,991	77.46%
Speak Asian/Pacific Island Language at Home	400	1.72%
Speak IndoEuropean Language at Home	223	0.96%
Speak Spanish at Home	4,599	19.80%
Speak Other Language at Home	13	0.06%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	**24,807**	
Age 0 - 4	1,581	6.37%
Age 5 - 9	1,870	7.54%
Age 10 - 14	1,999	8.06%
Age 15 - 17	1,214	4.89%
Age 18 - 20	1,076	4.34%
Age 21 - 24	1,367	5.51%
Age 25 - 34	3,430	13.83%
Age 35 - 44	3,410	13.75%
Age 45 - 54	3,432	13.84%
Age 55 - 64	2,786	11.23%
Age 65 - 74	1,739	7.01%
Age 75 - 84	729	2.94%
Age 85 and over	174	0.70%
Age 16 and over	18,958	76.42%
Age 18 and over	18,143	73.14%
Age 21 and over	17,067	68.80%
Age 65 and over	2,642	10.65%
2022 Est. Median Age		34.61
2022 Est. Average Age		35.70
2022 Est. Population by Sex	**24,807**	
Male	12,148	48.97%
Female	12,659	51.03%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	**12,148**	
Age 0 - 4	806	6.63%
Age 5 - 9	928	7.64%
Age 10 - 14	1,019	8.39%
Age 15 - 17	612	5.04%
Age 18 - 20	549	4.52%
Age 21 - 24	695	5.72%
Age 25 - 34	1,658	13.65%
Age 35 - 44	1,628	13.40%
Age 45 - 54	1,653	13.61%
Age 55 - 64	1,404	11.56%
Age 65 - 74	822	6.77%
Age 75 - 84	310	2.55%
Age 85 and over	64	0.53%
2022 Est. Median Age, Male		33.82
2022 Est. Average Age, Male		35.20
2022 Est. Female Population by Age	**12,659**	
Age 0 - 4	775	6.12%
Age 5 - 9	942	7.44%
Age 10 - 14	980	7.74%
Age 15 - 17	602	4.75%
Age 18 - 20	527	4.16%
Age 21 - 24	672	5.31%
Age 25 - 34	1,772	14.00%
Age 35 - 44	1,782	14.08%
Age 45 - 54	1,779	14.05%
Age 55 - 64	1,382	10.92%
Age 65 - 74	917	7.24%
Age 75 - 84	419	3.31%
Age 85 and over	110	0.87%
2022 Est. Median Age, Female		35.33
2022 Est. Average Age, Female		36.30

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,100	26.35%
Males, Never Married	2,779	14.36%
Females, Never Married	2,321	11.99%
Married, Spouse present	10,756	55.57%
Married, Spouse absent	534	2.76%
Widowed	718	3.71%
Males Widowed	137	0.71%
Females Widowed	581	3.00%
Divorced	2,249	11.62%
Males Divorced	791	4.09%
Females Divorced	1,458	7.53%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	705	4.49%
Some High School, no diploma	881	5.61%
High School Graduate (or GED)	4,820	30.70%
Some College, no degree	3,749	23.88%
Associate Degree	1,399	8.91%
Bachelor's Degree	3,055	19.46%
Master's Degree	981	6.25%
Professional School Degree	49	0.31%
Doctorate Degree	61	0.39%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	943	25.65%
High School Graduate	1,219	33.16%
Some College or Associate's Degree	1,102	29.98%
Bachelor's Degree or Higher	412	11.21%
Households		
2027 Projection	8,552	
2022 Estimate	8,016	
2010 Census	6,551	
2000 Census	4,437	
Growth 2022 - 2027		6.69%
Growth 2010 - 2022		22.36%
Growth 2000 - 2010		47.65%
2022 Est. Households by Household Type	**8,016**	
Family Households	6,480	80.84%
Nonfamily Households	1,536	19.16%
2022 Est. Group Quarters Population	0	
2022 Households by Ethnicity, Hispanic/Latino	1,780	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	**8,016**	
Income < $15,000	264	3.29%
Income $15,000 - $24,999	322	4.02%
Income $25,000 - $34,999	291	3.63%
Income $35,000 - $49,999	748	9.33%
Income $50,000 - $74,999	1,201	14.98%
Income $75,000 - $99,999	1,414	17.64%
Income $100,000 - $124,999	1,339	16.70%
Income $125,000 - $149,999	1,054	13.15%
Income $150,000 - $199,999	840	10.48%
Income $200,000 - $249,999	328	4.09%
Income $250,000 - $499,999	184	2.29%
Income $500,000+	31	0.39%
2022 Est. Average Household Income		$105,619
2022 Est. Median Household Income		$95,912
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$95,371
Black or African American Alone		$111,967
American Indian and Alaska Native Alone		$53,026
Asian Alone		$72,199
Native Hawaiian and Other Pacific Islander Alone		$50,000
Some Other Race Alone		$70,402
Two or More Races		$99,782
Hispanic or Latino		$82,742
Not Hispanic or Latino		$100,000
2022 Est. Family HH Type by Presence of Own Child.	**6,480**	
Married-Couple Family, own children	2,811	43.38%
Married-Couple Family, no own children	2,285	35.26%
Male Householder, own children	237	3.66%
Male Householder, no own children	186	2.87%
Female Householder, own children	589	9.09%
Female Householder, no own children	372	5.74%
2022 Est. Households by Household Size	**8,016**	
1-person	1,213	15.13%
2-person	2,149	26.81%
3-person	1,669	20.82%
4-person	1,595	19.90%
5-person	832	10.38%
6-person	360	4.49%
7-or-more-person	198	2.47%
2022 Est. Average Household Size		3.09

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	**8,016**	
Households with 1 or More People under Age 18:	4,024	50.20%
Married-Couple Family	3,026	75.20%
Other Family, Male Householder	270	6.71%
Other Family, Female Householder	689	17.12%
Nonfamily, Male Householder	31	0.77%
Nonfamily, Female Householder	8	0.20%
Households with No People under Age 18:	**3,992**	
Married-Couple Family	2,069	51.83%
Other Family, Male Householder	151	3.78%
Other Family, Female Householder	275	6.89%
Nonfamily, Male Householder	721	18.06%
Nonfamily, Female Householder	776	19.44%
2022 Est. Households by Number of Vehicles	**8,016**	
No Vehicles	92	1.15%
1 Vehicle	1,512	18.86%
2 Vehicles	4,122	51.42%
3 Vehicles	1,580	19.71%
4 Vehicles	568	7.09%
5 or more Vehicles	142	1.77%
2022 Est. Average Number of Vehicles		2.2
Family Households		
2027 Projection	6,916	
2022 Estimate	6,480	
2010 Census	5,266	
2000 Census	3,598	
Growth 2022 - 2027		6.73%
Growth 2010 - 2022		23.05%
Growth 2000 - 2010		46.36%
2022 Est. Families by Poverty Status	**6,480**	
2022 Families at or Above Poverty	6,273	96.81%
2022 Families at or Above Poverty with Children	3,457	53.35%
2022 Families Below Poverty	207	3.19%
2022 Families Below Poverty with Children	112	1.73%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	12,180	64.25%
Civilian Labor Force, Unemployed	487	2.57%
Armed Forces	101	0.53%
Not in Labor Force	6,190	32.65%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	**12,068**	
For-Profit Private Workers	9,080	75.24%
Non-Profit Private Workers	514	4.26%
Local Government Workers	276	2.29%
State Government Workers	269	2.23%
Federal Government Workers	1,259	10.43%
Self-Employed Workers	656	5.44%
Unpaid Family Workers	14	0.12%
2022 Est. Civ. Employed Pop 16+ by Occupation	**12,068**	
Architect/Engineer	283	2.35%
Arts/Entertainment/Sports	142	1.18%
Building Grounds Maintenance	333	2.76%
Business/Financial Operations	771	6.39%
Community/Social Services	164	1.36%
Computer/Mathematical	351	2.91%
Construction/Extraction	728	6.03%
Education/Training/Library	463	3.84%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	625	5.18%
Health Practitioner/Technician	610	5.05%
Healthcare Support	183	1.52%
Maintenance Repair	649	5.38%
Legal	127	1.05%
Life/Physical/Social Science	80	0.66%
Management	1,517	12.57%
Office/Admin. Support	1,615	13.38%
Production	567	4.70%
Protective Services	429	3.56%
Sales/Related	850	7.04%
Personal Care/Service	279	2.31%
Transportation/Moving	1,302	10.79%
2022 Est. Pop 16+ by Occupation Classification	**12,068**	
White Collar	6,973	57.78%
Blue Collar	3,246	26.90%
Service and Farm	1,849	15.32%
2022 Est. Workers Age 16+ by Transp. to Work	**11,985**	
Drove Alone	10,253	85.55%
Car Pooled	1,145	9.55%
Public Transportation	36	0.30%
Walked	32	0.27%
Bicycle	2	0.02%
Other Means	95	0.79%
Worked at Home	422	3.52%

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,907	
15 - 29 Minutes	4,252	
30 - 44 Minutes	3,327	
45 - 59 Minutes	1,166	
60 or more Minutes	964	
2022 Est. Avg Travel Time to Work in Minutes		31
2022 Est. Occupied Housing Units by Tenure	8,016	
Owner Occupied	6,606	82.41%
Renter Occupied	1,410	17.59%
2022 Owner Occ. HUs: Avg. Length of Residence		11.70†
2022 Renter Occ. HUs: Avg. Length of Residence		6.70†
2022 Est. Owner-Occupied Housing Units by Value	**8,016**	
Value Less than $20,000	49	0.74%
Value $20,000 - $39,999	13	0.20%
Value $40,000 - $59,999	6	0.09%
Value $60,000 - $79,999	22	0.33%
Value $80,000 - $99,999	68	1.03%
Value $100,000 - $149,999	735	11.13%
Value $150,000 - $199,999	1,154	17.47%
Value $200,000 - $299,999	3,113	47.12%
Value $300,000 - $399,999	1,064	16.11%
Value $400,000 - $499,999	162	2.45%
Value $500,000 - $749,999	90	1.36%
Value $750,000 - $999,999	40	0.61%
Value $1,000,000 or $1,499,999	30	0.45%
Value $1,500,000 or $1,999,999	7	0.11%
Value $2,000,000+	53	0.80%
2022 Est. Median All Owner-Occupied Housing Value		$239,405
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	7,347	88.44%
1 Unit Attached	82	0.99%
2 Units	16	0.19%
3 or 4 Units	227	2.73%
5 to 19 Units	401	4.83%
20 to 49 Units	59	0.71%
50 or More Units	82	0.99%
Mobile Home or Trailer	93	1.12%
Boat, RV, Van, etc.	0	0.00%

† Years

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,559	18.77%
Housing Units Built 2010 to 2014	469	5.65%
Housing Units Built 2000 to 2009	3,051	36.73%
Housing Units Built 1990 to 1999	1,394	16.78%
Housing Units Built 1980 to 1989	539	6.49%
Housing Units Built 1970 to 1979	686	8.26%
Housing Units Built 1960 to 1969	422	5.08%
Housing Units Built 1950 to 1959	136	1.64%
Housing Units Built 1940 to 1949	41	0.49%
Housing Unit Built 1939 or Earlier	10	0.12%
2022 Est. Median Year Structure Built		2003

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.

TheRetailCoach®

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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