



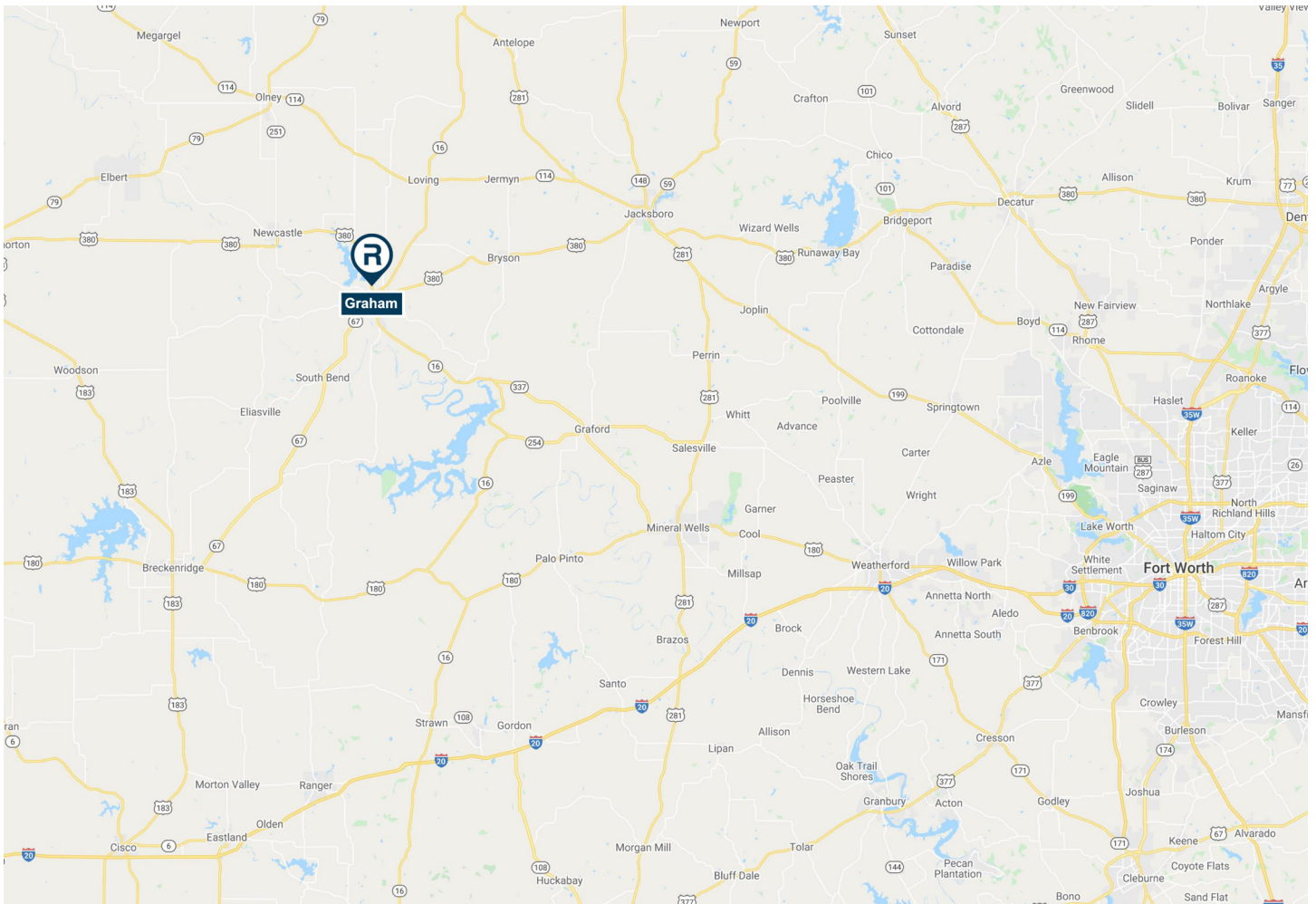
The **Retail** Coach.®

# Community Demographic Profile

GRAHAM, TEXAS

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

# Community



Prepared for:



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# Community • Demographic Profile

## Graham, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	8,669	
2021 Estimate	8,557	
2010 Census	8,903	
2000 Census	8,714	
Growth 2021 - 2026		1.31%
Growth 2010 - 2021		-3.89%
Growth 2000 - 2010		2.17%
<b>Daytime Population</b>	<b>10,258</b>	
Workers	5,333	
Residents	4,925	
<b>2021 Est. Population by Single-Classification Race</b>	<b>8,557</b>	
White Alone	7,317	85.51%
Black or African American Alone	103	1.20%
Amer. Indian and Alaska Native Alone	108	1.26%
Asian Alone	104	1.22%
Native Hawaiian and Other Pacific Island Alone	8	0.09%
Some Other Race Alone	733	8.57%
Two or More Races	184	2.15%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>8,557</b>	
Not Hispanic or Latino	6,413	74.95%
Hispanic or Latino	2,144	25.06%
Mexican	1,924	89.74%
Puerto Rican	7	0.33%
Cuban	1	0.05%
All Other Hispanic or Latino	212	9.89%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>2,144</b>	
White Alone	1,243	57.98%
Black or African American Alone	10	0.47%
American Indian and Alaska Native Alone	49	2.29%
Asian Alone	12	0.56%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	730	34.05%
Two or More Races	100	4.66%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>104</b>	
Chinese, except Taiwanese	43	41.35%
Filipino	0	0.00%
Japanese	3	2.89%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	58	55.77%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>8,557</b>	
Arab	0	0.00%
Czech	2	0.02%
Danish	0	0.00%
Dutch	197	2.30%
English	523	6.11%
French (except Basque)	37	0.43%
French Canadian	0	0.00%
German	727	8.50%
Greek	34	0.40%
Hungarian	0	0.00%
Irish	470	5.49%
Italian	66	0.77%
Lithuanian	0	0.00%
United States or American	717	8.38%
Norwegian	11	0.13%
Polish	6	0.07%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	154	1.80%
Scotch-Irish	28	0.33%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	0	0.00%
Swiss	0	0.00%
Ukrainian	3	0.04%
Welsh	12	0.14%
West Indian (except Hisp. groups)	3	0.04%
Other ancestries	2,674	31.25%
Ancestry Unclassified	2,893	33.81%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	6,368	79.80%
Speak Asian/Pacific Island Language at Home	110	1.38%
Speak IndoEuropean Language at Home	32	0.40%
Speak Spanish at Home	1,470	18.42%
Speak Other Language at Home	0	0.00%

# Community • Demographic Profile

## Graham, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>8,557</b>	
Age 0 - 4	577	6.74%
Age 5 - 9	610	7.13%
Age 10 - 14	649	7.58%
Age 15 - 17	368	4.30%
Age 18 - 20	319	3.73%
Age 21 - 24	378	4.42%
Age 25 - 34	1,000	11.69%
Age 35 - 44	1,045	12.21%
Age 45 - 54	929	10.86%
Age 55 - 64	1,003	11.72%
Age 65 - 74	891	10.41%
Age 75 - 84	525	6.14%
Age 85 and over	263	3.07%
Age 16 and over	6,597	77.10%
Age 18 and over	6,353	74.24%
Age 21 and over	6,034	70.52%
Age 65 and over	1,679	19.62%
2021 Est. Median Age		38.59
2021 Est. Average Age		39.80
<b>2021 Est. Population by Sex</b>	<b>8,557</b>	
Male	4,153	48.53%
Female	4,404	51.47%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>4,153</b>	
Age 0 - 4	291	7.01%
Age 5 - 9	315	7.59%
Age 10 - 14	330	7.95%
Age 15 - 17	186	4.48%
Age 18 - 20	164	3.95%
Age 21 - 24	200	4.82%
Age 25 - 34	494	11.90%
Age 35 - 44	511	12.30%
Age 45 - 54	446	10.74%
Age 55 - 64	499	12.02%
Age 65 - 74	407	9.80%
Age 75 - 84	225	5.42%
Age 85 and over	85	2.05%
2021 Est. Median Age, Male		36.88
2021 Est. Average Age, Male		38.40
<b>2021 Est. Female Population by Age</b>	<b>4,404</b>	
Age 0 - 4	286	6.49%
Age 5 - 9	295	6.70%
Age 10 - 14	319	7.24%
Age 15 - 17	182	4.13%
Age 18 - 20	155	3.52%
Age 21 - 24	178	4.04%
Age 25 - 34	506	11.49%
Age 35 - 44	534	12.13%
Age 45 - 54	483	10.97%
Age 55 - 64	504	11.44%
Age 65 - 74	484	10.99%
Age 75 - 84	300	6.81%
Age 85 and over	178	4.04%
2021 Est. Median Age, Female		40.23
2021 Est. Average Age, Female		41.20

# Community • Demographic Profile

## Graham, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	1,480	22.02%
Males, Never Married	741	11.03%
Females, Never Married	739	11.00%
Married, Spouse present	3,608	53.68%
Married, Spouse absent	329	4.90%
Widowed	692	10.30%
Males Widowed	215	3.20%
Females Widowed	477	7.10%
Divorced	612	9.11%
Males Divorced	301	4.48%
Females Divorced	311	4.63%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	249	4.4%
Some High School, no diploma	750	13.3%
High School Graduate (or GED)	1,932	34.2%
Some College, no degree	1,446	25.6%
Associate Degree	203	3.6%
Bachelor's Degree	748	13.2%
Master's Degree	275	4.9%
Professional School Degree	29	0.5%
Doctorate Degree	24	0.4%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	466	43.88%
High School Graduate	373	35.12%
Some College or Associate's Degree	186	17.51%
Bachelor's Degree or Higher	37	3.48%
<b>Households</b>		
2026 Projection	3,278	
2021 Estimate	3,247	
2010 Census	3,439	
2000 Census	3,394	
Growth 2021 - 2026		0.96%
Growth 2010 - 2021		-5.58%
Growth 2000 - 2010		1.33%
<b>2021 Est. Households by Household Type</b>	<b>3,247</b>	
Family Households	2,273	70.00%
Nonfamily Households	974	30.00%
2021 Est. Group Quarters Population	137	
2021 Households by Ethnicity, Hispanic/Latino	573	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>3,247</b>	
Income < \$15,000	321	9.89%
Income \$15,000 - \$24,999	305	9.39%
Income \$25,000 - \$34,999	431	13.27%
Income \$35,000 - \$49,999	707	21.77%
Income \$50,000 - \$74,999	552	17.00%
Income \$75,000 - \$99,999	278	8.56%
Income \$100,000 - \$124,999	246	7.58%
Income \$125,000 - \$149,999	217	6.68%
Income \$150,000 - \$199,999	119	3.67%
Income \$200,000 - \$249,999	38	1.17%
Income \$250,000 - \$499,999	29	0.89%
Income \$500,000+	4	0.12%
2021 Est. Average Household Income		\$64,326
2021 Est. Median Household Income		\$46,692
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$49,605
Black or African American Alone		\$21,224
American Indian and Alaska Native Alone		\$17,474
Asian Alone		\$28,666
Native Hawaiian and Other Pacific Islander Alone		\$100,000
Some Other Race Alone		\$24,416
Two or More Races		\$43,047
Hispanic or Latino		\$42,225
Not Hispanic or Latino		\$50,403
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>2,273</b>	
Married-Couple Family, own children	695	30.58%
Married-Couple Family, no own children	1,035	45.54%
Male Householder, own children	83	3.65%
Male Householder, no own children	84	3.70%
Female Householder, own children	206	9.06%
Female Householder, no own children	170	7.48%
<b>2021 Est. Households by Household Size</b>	<b>3,247</b>	
1-person	822	25.32%
2-person	1,099	33.85%
3-person	517	15.92%
4-person	431	13.27%
5-person	227	6.99%
6-person	95	2.93%
7-or-more-person	56	1.73%
2021 Est. Average Household Size		2.59

# Community • Demographic Profile

## Graham, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>3,247</b>	
Households with 1 or More People under Age 18:	1,127	34.71%
Married-Couple Family	760	67.44%
Other Family, Male Householder	106	9.41%
Other Family, Female Householder	257	22.80%
Nonfamily, Male Householder	3	0.27%
Nonfamily, Female Householder	1	0.09%
<b>Households with No People under Age 18:</b>	<b>2,120</b>	<b>65.29%</b>
Married-Couple Family	972	45.85%
Other Family, Male Householder	59	2.78%
Other Family, Female Householder	119	5.61%
Nonfamily, Male Householder	376	17.74%
Nonfamily, Female Householder	594	28.02%
<b>2021 Est. Households by Number of Vehicles</b>	<b>3,247</b>	
No Vehicles	110	3.39%
1 Vehicle	1,198	36.90%
2 Vehicles	1,340	41.27%
3 Vehicles	443	13.64%
4 Vehicles	130	4.00%
5 or more Vehicles	26	0.80%
2021 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2026 Projection	2,294	
2021 Estimate	2,273	
2010 Census	2,406	
2000 Census	2,385	
Growth 2021 - 2026		0.92%
Growth 2010 - 2021		-5.53%
Growth 2000 - 2010		0.88%
<b>2021 Est. Families by Poverty Status</b>	<b>2,273</b>	
2021 Families at or Above Poverty	2,131	93.75%
2021 Families at or Above Poverty with Children	974	42.85%
2021 Families Below Poverty	142	6.25%
2021 Families Below Poverty with Children	90	3.96%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>6,597</b>	
Civilian Labor Force, Employed	3,881	58.83%
Civilian Labor Force, Unemployed	67	1.02%
Armed Forces	14	0.21%
Not in Labor Force	2,635	39.94%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>3,938</b>	
For-Profit Private Workers	2,624	66.63%
Non-Profit Private Workers	181	4.60%
Local Government Workers	31	0.79%
State Government Workers	284	7.21%
Federal Government Workers	303	7.69%
Self-Employed Workers	494	12.54%
Unpaid Family Workers	21	0.53%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>3,938</b>	
Architect/Engineer	92	2.34%
Arts/Entertainment/Sports	40	1.02%
Building Grounds Maintenance	173	4.39%
Business/Financial Operations	209	5.31%
Community/Social Services	175	4.44%
Computer/Mathematical	32	0.81%
Construction/Extraction	361	9.17%
Education/Training/Library	349	8.86%
Farming/Fishing/Forestry	40	1.02%
Food Prep/Serving	212	5.38%
Health Practitioner/Technician	158	4.01%
Healthcare Support	171	4.34%
Maintenance Repair	231	5.87%
Legal	2	0.05%
Life/Physical/Social Science	98	2.49%
Management	221	5.61%
Office/Admin. Support	282	7.16%
Production	225	5.71%
Protective Services	81	2.06%
Sales/Related	395	10.03%
Personal Care/Service	86	2.18%
Transportation/Moving	305	7.75%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>3,938</b>	
White Collar	2,053	52.13%
Blue Collar	1,122	28.49%
Service and Farm	763	19.38%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>3,887</b>	
Drove Alone	3,200	82.33%
Car Pooled	375	9.65%
Public Transportation	0	0.00%
Walked	37	0.95%
Bicycle	9	0.23%
Other Means	26	0.67%
Worked at Home	240	6.17%



# Community • Demographic Profile

## Graham, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	2,752	
15 - 29 Minutes	398	
30 - 44 Minutes	322	
45 - 59 Minutes	48	
60 or more Minutes	160	
2021 Est. Avg Travel Time to Work in Minutes		16
2021 Est. Occupied Housing Units by Tenure	3,247	
Owner Occupied	2,271	69.94%
Renter Occupied	976	30.06%
2021 Owner Occ. HUs: Avg. Length of Residence		17.2
2021 Renter Occ. HUs: Avg. Length of Residence		7.9
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>3,247</b>	
Value Less than \$20,000	56	2.47%
Value \$20,000 - \$39,999	148	6.52%
Value \$40,000 - \$59,999	213	9.38%
Value \$60,000 - \$79,999	270	11.89%
Value \$80,000 - \$99,999	339	14.93%
Value \$100,000 - \$149,999	619	27.26%
Value \$150,000 - \$199,999	264	11.63%
Value \$200,000 - \$299,999	163	7.18%
Value \$300,000 - \$399,999	112	4.93%
Value \$400,000 - \$499,999	58	2.55%
Value \$500,000 - \$749,999	19	0.84%
Value \$750,000 - \$999,999	5	0.22%
Value \$1,000,000 or \$1,499,999	0	0.00%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	5	0.22%
2021 Est. Median All Owner-Occupied Housing Value		\$107,174
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	3,257	84.53%
1 Unit Attached	91	2.36%
2 Units	62	1.61%
3 or 4 Units	0	0.00%
5 to 19 Units	272	7.06%
20 to 49 Units	20	0.52%
50 or More Units	0	0.00%
Mobile Home or Trailer	151	3.92%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	34	0.88%
Housing Units Built 2010 to 2014	131	3.40%
Housing Units Built 2000 to 2009	458	11.89%
Housing Units Built 1990 to 1999	242	6.28%
Housing Units Built 1980 to 1989	503	13.06%
Housing Units Built 1970 to 1979	470	12.20%
Housing Units Built 1960 to 1969	477	12.38%
Housing Units Built 1950 to 1959	1,039	26.97%
Housing Units Built 1940 to 1949	197	5.11%
Housing Unit Built 1939 or Earlier	302	7.84%
2021 Est. Median Year Structure Built		1968

# 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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