



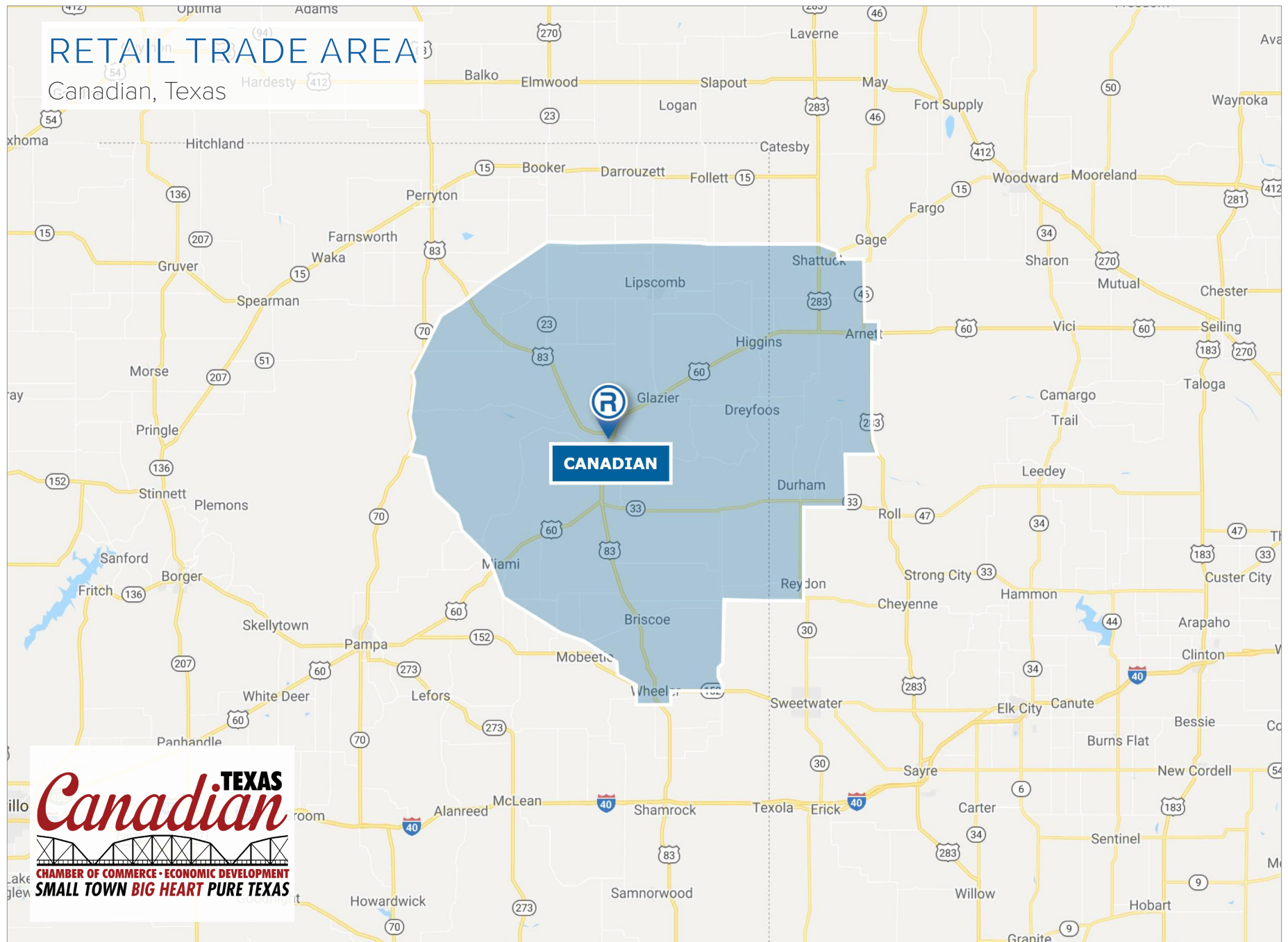
TheRetailCoach®

RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Canadian, Texas

Prepared for
Canadian-Hemphill Economic Development Corp. | Chamber of Commerce
November 2018





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RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Canadian, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
44, 45, 722	Total retail trade including food and drinking places	\$172,935,133	\$42,054,268	\$130,880,865	0.24
441	Motor vehicle and parts dealers	\$42,852,074	\$5,416,603	\$37,435,471	0.13
4411	Automobile dealers	\$37,715,263	\$3,019,392	\$34,695,871	0.08
4412	Other motor vehicle dealers	\$2,242,738	\$75,753	\$2,166,985	0.03
4413	Automotive parts, accessories, and tire stores	\$2,894,074	\$2,321,458	\$572,616	0.80
442	Furniture and home furnishings stores	\$3,567,010	\$0	\$3,567,010	0.00
4421	Furniture stores	\$1,923,341	\$0	\$1,923,341	0.00
4422	Home furnishings stores	\$1,643,669	\$0	\$1,643,669	0.00
443	Electronics and appliance stores	\$3,012,549	\$130,980	\$2,881,569	0.04
443141	Household appliance stores	\$470,905	\$0	\$470,905	0.00
443142	Electronics stores	\$2,541,644	\$130,980	\$2,410,664	0.05
444	Building material and garden equipment and supplies dealers	\$10,293,887	\$1,292,204	\$9,001,683	0.13
4441	Building material and supplies dealers	\$9,146,325	\$1,126,787	\$8,019,538	0.12
44411	Home centers	\$5,006,099	\$0	\$5,006,099	0.00
44412	Paint and wallpaper stores	\$176,371	\$0	\$176,371	0.00
44413	Hardware stores	\$602,351	\$728,794	-\$126,443	1.21
44419	Other building material dealers	\$3,361,504	\$397,993	\$2,963,511	0.12
4442	Lawn and garden equipment and supplies stores	\$1,147,563	\$165,417	\$982,146	0.14
44421	Outdoor power equipment stores	\$125,465	\$0	\$125,465	0.00
44422	Nursery, garden center, and farm supply stores	\$1,022,098	\$165,417	\$856,681	0.16
445	Food and beverage stores	\$20,657,150	\$6,657,839	\$13,999,311	0.32
4451	Grocery stores	\$19,078,488	\$6,657,839	\$12,420,649	0.35
44511	Supermarkets and other grocery (except convenience) stores	\$18,443,763	\$4,570,173	\$13,873,590	0.25
44512	Convenience stores	\$634,725	\$2,087,666	-\$1,452,941	3.29
4452	Specialty food stores	\$458,330	\$0	\$458,330	0.00
4453	Beer, wine, and liquor stores	\$1,120,332	\$0	\$1,120,332	0.00

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Canadian, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
446	Health and personal care stores	\$8,630,701	\$824,751	\$7,805,950	0.10
44611	Pharmacies and drug stores	\$7,182,751	\$824,751	\$6,358,000	0.11
44612	Cosmetics, beauty supplies, and perfume stores	\$544,756	\$0	\$544,756	0.00
44613	Optical goods stores	\$330,880	\$0	\$330,880	0.00
44619	Other health and personal care stores	\$572,315	\$0	\$572,315	0.00
447	Gasoline stations	\$17,341,645	\$9,397,991	\$7,943,654	0.54
44711	Gasoline stations with convenience stores	\$14,077,502	\$6,766,238	\$7,311,264	0.48
44719	Other gasoline stations	\$3,264,144	\$2,631,753	\$632,391	0.81
448	Clothing and clothing accessories stores	\$7,296,474	\$989,194	\$6,307,280	0.14
4481	Clothing stores	\$5,085,603	\$989,194	\$4,096,409	0.19
44811	Men's clothing stores	\$230,105	\$0	\$230,105	0.00
44812	Women's clothing stores	\$1,158,370	\$0	\$1,158,370	0.00
44813	Children's and infants' clothing stores	\$304,624	\$0	\$304,624	0.00
44814	Family clothing stores	\$2,651,651	\$989,194	\$1,662,457	0.37
44815	Clothing accessories stores	\$310,747	\$0	\$310,747	0.00
44819	Other clothing stores	\$430,107	\$0	\$430,107	0.00
4482	Shoe stores	\$1,267,035	\$0	\$1,267,035	0.00
4483	Jewelry, luggage, and leather goods stores	\$943,836	\$0	\$943,836	0.00
44831	Jewelry stores	\$882,393	\$0	\$882,393	0.00
44832	Luggage and leather goods stores	\$61,443	\$0	\$61,443	0.00
451	Sporting goods, hobby, musical instrument, and book stores	\$3,252,962	\$499,555	\$2,753,407	0.15
4511	Sporting goods, hobby, and musical instrument stores	\$2,890,937	\$499,555	\$2,391,382	0.17
45111	Sporting goods stores	\$2,124,333	\$499,555	\$1,624,778	0.24
45112	Hobby, toy, and game stores	\$575,151	\$0	\$575,151	0.00
45113	Sewing, needlework, and piece goods stores	\$74,496	\$0	\$74,496	0.00
45114	Musical instrument and supplies stores	\$116,957	\$0	\$116,957	0.00
4512	Book stores and news dealers	\$362,024	\$0	\$362,024	0.00

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Canadian, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
452	General merchandise stores	\$21,588,987	\$5,082,846	\$16,506,141	0.24
4522	Department stores	\$4,017,565	\$8,112	\$4,009,453	0.00
4523	Other general merchandise stores	\$17,571,422	\$5,074,734	\$12,496,688	0.29
453	Miscellaneous store retailers	\$2,781,417	\$2,055,809	\$725,608	0.74
4531	Florists	\$141,938	\$512,973	-\$371,035	3.61
4532	Office supplies, stationery, and gift stores	\$756,085	\$89,791	\$666,294	0.12
45321	Office supplies and stationery stores	\$373,994	\$0	\$373,994	0.00
45322	Gift, novelty, and souvenir stores	\$382,091	\$89,791	\$292,300	0.23
4533	Used merchandise stores	\$620,381	\$989,165	-\$368,784	1.59
4539	Other miscellaneous store retailers	\$1,263,013	\$463,880	\$799,133	0.37
45391	Pet and pet supplies stores	\$593,647	\$463,880	\$129,767	0.78
45399	All other miscellaneous store retailers	\$669,366	\$0	\$669,366	0.00
454	Non-store retailers	\$10,112,162	\$2,027,767	\$8,084,395	0.20
722	Food services and drinking places	\$21,548,114	\$7,678,729	\$13,869,385	0.36
7223	Special food services	\$1,432,707	\$563,092	\$869,615	0.39
7224	Drinking places (alcoholic beverages)	\$780,282	\$0	\$780,282	0.00
7225	Restaurants and other eating places	\$19,335,125	\$7,115,637	\$12,219,488	0.37
722511	Full-service restaurants	\$8,462,878	\$2,915,378	\$5,547,500	0.34
722513	Limited-service restaurants	\$9,593,054	\$4,200,259	\$5,392,795	0.44
722514	Cafeterias, grill buffets, and buffets	\$416,671	\$0	\$416,671	0.00
722515	Snack and nonalcoholic beverage bars	\$862,522	\$0	\$862,522	0.00

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RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Canadian, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	11,257	
2018 Estimate	10,837	
2010 Census	10,356	
2000 Census	9,526	
Growth 2018 - 2023		3.88%
Growth 2010 - 2018		4.65%
Growth 2000 - 2010		8.71%
2018 Est. Population by Single-Classification Race	10,837	
White Alone	9,043	83.45%
Black or African American Alone	75	0.69%
Amer. Indian and Alaska Native Alone	148	1.37%
Asian Alone	72	0.66%
Native Hawaiian and Other Pacific Island Alone	3	0.03%
Some Other Race Alone	1,219	11.25%
Two or More Races	277	2.56%
2018 Est. Population by Hispanic or Latino Origin	10,837	
Not Hispanic or Latino	7,893	72.83%
Hispanic or Latino	2,944	27.17%
Mexican	2,747	93.31%
Puerto Rican	16	0.54%
Cuban	5	0.17%
All Other Hispanic or Latino	176	5.98%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	2,944	
White Alone	1,586	53.87%
Black or African American Alone	10	0.34%
American Indian and Alaska Native Alone	13	0.44%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,215	41.27%
Two or More Races	120	4.08%
2018 Est. Pop by Race, Asian Alone, by Category	72	
Chinese, except Taiwanese	1	1.39%
Filipino	13	18.06%
Japanese	4	5.56%
Asian Indian	5	6.94%
Korean	15	20.83%
Vietnamese	26	36.11%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	1.39%
All Other Asian Races Including 2+ Category	7	9.72%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Canadian, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	10,837	
Arab	39	0.36%
Czech	23	0.21%
Danish	5	0.05%
Dutch	98	0.90%
English	953	8.79%
French (except Basque)	90	0.83%
French Canadian	4	0.04%
German	1,307	12.06%
Greek	0	0.00%
Hungarian	8	0.07%
Irish	785	7.24%
Italian	20	0.19%
Lithuanian	0	0.00%
United States or American	1,027	9.48%
Norwegian	89	0.82%
Polish	55	0.51%
Portuguese	3	0.03%
Russian	23	0.21%
Scottish	96	0.89%
Scotch-Irish	130	1.20%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	27	0.25%
Swiss	22	0.20%
Ukrainian	0	0.00%
Welsh	46	0.42%
West Indian (except Hisp. groups)	7	0.07%
Other ancestries	3,566	32.91%
Ancestry Unclassified	2,412	22.26%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	8,305	82.43%
Speak Asian/Pacific Island Language at Home	26	0.26%
Speak IndoEuropean Language at Home	57	0.57%
Speak Spanish at Home	1,678	16.66%
Speak Other Language at Home	10	0.10%
2018 Est. Population by Age	10,837	
Age 0 - 4	762	7.03%
Age 5 - 9	821	7.58%
Age 10 - 14	869	8.02%
Age 15 - 17	490	4.52%
Age 18 - 20	426	3.93%
Age 21 - 24	531	4.90%
Age 25 - 34	1,196	11.04%
Age 35 - 44	1,356	12.51%
Age 45 - 54	1,219	11.25%
Age 55 - 64	1,306	12.05%
Age 65 - 74	1,048	9.67%
Age 75 - 84	553	5.10%
Age 85 and over	260	2.40%
Age 16 and over	8,224	75.89%
Age 18 and over	7,895	72.85%
Age 21 and over	7,470	68.93%
Age 65 and over	1,862	17.18%
2018 Est. Median Age		37.43
2018 Est. Average Age		38.51

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Canadian, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Sex	10,837	
Male	5,452	50.31%
Female	5,385	49.69%
2018 Est. Male Population by Age	5,452	
Age 0 - 4	416	7.63%
Age 5 - 9	439	8.05%
Age 10 - 14	433	7.94%
Age 15 - 17	245	4.49%
Age 18 - 20	215	3.94%
Age 21 - 24	264	4.84%
Age 25 - 34	617	11.32%
Age 35 - 44	667	12.23%
Age 45 - 54	635	11.65%
Age 55 - 64	671	12.31%
Age 65 - 74	521	9.56%
Age 75 - 84	238	4.37%
Age 85 and over	93	1.71%
2018 Est. Median Age, Male		36.49
2018 Est. Average Age, Male		37.58

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	5,385	
Age 0 - 4	346	6.43%
Age 5 - 9	382	7.09%
Age 10 - 14	436	8.10%
Age 15 - 17	245	4.55%
Age 18 - 20	211	3.92%
Age 21 - 24	267	4.96%
Age 25 - 34	579	10.75%
Age 35 - 44	689	12.80%
Age 45 - 54	585	10.86%
Age 55 - 64	636	11.81%
Age 65 - 74	527	9.79%
Age 75 - 84	315	5.85%
Age 85 and over	168	3.12%
2018 Est. Median Age, Female		38.34
2018 Est. Average Age, Female		39.42
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,640	19.56%
Males, Never Married	980	11.69%
Females, Never Married	660	7.87%
Married, Spouse present	5,093	60.74%
Married, Spouse absent	329	3.92%
Widowed	497	5.93%
Males Widowed	91	1.09%
Females Widowed	406	4.84%
Divorced	827	9.86%
Males Divorced	340	4.06%
Females Divorced	487	5.81%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Canadian, Texas

DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	399	5.8%
Some High School, no diploma	722	10.4%
High School Graduate (or GED)	2,168	31.2%
Some College, no degree	1,789	25.8%
Associate Degree	337	4.9%
Bachelor's Degree	1,192	17.2%
Master's Degree	272	3.9%
Professional School Degree	27	0.4%
Doctorate Degree	33	0.5%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	679	50.30%
High School Graduate	442	32.74%
Some College or Associate's Degree	181	13.41%
Bachelor's Degree or Higher	48	3.56%
Households		
2023 Projection	4,248	
2018 Estimate	4,122	
2010 Census	4,013	
2000 Census	3,843	
Growth 2018 - 2023		3.06%
Growth 2010 - 2018		2.72%
Growth 2000 - 2010		4.42%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	4,122	
Family Households	2,964	71.91%
Nonfamily Households	1,158	28.09%
2018 Est. Group Quarters Population	121	
2018 Households by Ethnicity, Hispanic/Latino	770	
2018 Est. Households by Household Income	4,122	
Income < \$15,000	401	9.73%
Income \$15,000 - \$24,999	329	7.98%
Income \$25,000 - \$34,999	379	9.20%
Income \$35,000 - \$49,999	534	12.96%
Income \$50,000 - \$74,999	844	20.48%
Income \$75,000 - \$99,999	595	14.44%
Income \$100,000 - \$124,999	369	8.95%
Income \$125,000 - \$149,999	212	5.14%
Income \$150,000 - \$199,999	223	5.41%
Income \$200,000 - \$249,999	99	2.40%
Income \$250,000 - \$499,999	99	2.40%
Income \$500,000+	37	0.90%
2018 Est. Average Household Income		\$81,488
2018 Est. Median Household Income		\$61,804

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Canadian, Texas

DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$65,074
Black or African American Alone		\$52,672
American Indian and Alaska Native Alone		\$46,147
Asian Alone		\$35,000
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$49,171
Two or More Races		\$59,584
Hispanic or Latino		\$43,967
Not Hispanic or Latino		\$68,451
2018 Est. Family HH Type by Presence of Own Child.	2,964	
Married-Couple Family, own children	1,032	34.82%
Married-Couple Family, no own children	1,448	48.85%
Male Householder, own children	102	3.44%
Male Householder, no own children	77	2.60%
Female Householder, own children	186	6.28%
Female Householder, no own children	118	3.98%
2018 Est. Households by Household Size	4,122	
1-person	1,021	24.77%
2-person	1,499	36.37%
3-person	544	13.20%
4-person	559	13.56%
5-person	315	7.64%
6-person	120	2.91%
7-or-more-person	65	1.58%
2018 Est. Average Household Size		2.6

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	4,122	
Households with 1 or More People under Age 18:	1,426	34.60%
Married-Couple Family	1,090	76.44%
Other Family, Male Householder	118	8.28%
Other Family, Female Householder	212	14.87%
Nonfamily, Male Householder	6	0.42%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	2,696	65.41%
Married-Couple Family	1,388	51.48%
Other Family, Male Householder	64	2.37%
Other Family, Female Householder	90	3.34%
Nonfamily, Male Householder	570	21.14%
Nonfamily, Female Householder	583	21.63%
2018 Est. Households by Number of Vehicles	4,122	
No Vehicles	137	3.32%
1 Vehicle	963	23.36%
2 Vehicles	1,746	42.36%
3 Vehicles	781	18.95%
4 Vehicles	358	8.69%
5 or more Vehicles	137	3.32%
2018 Est. Average Number of Vehicles		2.19

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Canadian, Texas

DESCRIPTION	DATA	%
Family Households		
2023 Projection	3,057	
2018 Estimate	2,964	
2010 Census	2,881	
2000 Census	2,738	
Growth 2018 - 2023		3.14%
Growth 2010 - 2018		2.88%
Growth 2000 - 2010		5.22%
2018 Est. Families by Poverty Status	2,964	
2018 Families at or Above Poverty	2,720	91.77%
2018 Families at or Above Poverty with Children	1,194	40.28%
2018 Families Below Poverty	244	8.23%
2018 Families Below Poverty with Children	201	6.78%
2018 Est. Pop 16+ by Employment Status	8,224	
Civilian Labor Force, Employed	4,949	60.18%
Civilian Labor Force, Unemployed	207	2.52%
Armed Forces	5	0.06%
Not in Labor Force	3,063	37.25%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	4,985	
For-Profit Private Workers	2,988	59.94%
Non-Profit Private Workers	202	4.05%
Local Government Workers	76	1.53%
State Government Workers	236	4.73%
Federal Government Workers	626	12.56%
Self-Employed Workers	833	16.71%
Unpaid Family Workers	25	0.50%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	4,985	
Architect/Engineer	38	0.76%
Arts/Entertainment/Sports	52	1.04%
Building Grounds Maintenance	251	5.04%
Business/Financial Operations	112	2.25%
Community/Social Services	49	0.98%
Computer/Mathematical	14	0.28%
Construction/Extraction	776	15.57%
Education/Training/Library	372	7.46%
Farming/Fishing/Forestry	118	2.37%
Food Prep/Serving	237	4.75%
Health Practitioner/Technician	202	4.05%
Healthcare Support	50	1.00%
Maintenance Repair	165	3.31%
Legal	25	0.50%
Life/Physical/Social Science	25	0.50%
Management	654	13.12%
Office/Admin. Support	643	12.90%
Production	166	3.33%
Protective Services	92	1.85%
Sales/Related	453	9.09%
Personal Care/Service	108	2.17%
Transportation/Moving	381	7.64%
2018 Est. Pop 16+ by Occupation Classification	4,985	
White Collar	2,641	52.98%
Blue Collar	1,488	29.85%
Service and Farm	856	17.17%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Canadian, Texas

DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	4,921	
Drove Alone	3,958	80.43%
Car Pooled	577	11.73%
Public Transportation	3	0.06%
Walked	108	2.20%
Bicycle	1	0.02%
Other Means	50	1.02%
Worked at Home	225	4.57%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,566	
15 - 29 Minutes	1,020	
30 - 44 Minutes	453	
45 - 59 Minutes	246	
60 or more Minutes	411	
2018 Est. Avg Travel Time to Work in Minutes		21.33
2018 Est. Occupied Housing Units by Tenure	4,122	
Owner Occupied	3,128	75.89%
Renter Occupied	993	24.09%
2018 Owner Occ. HUs: Avg. Length of Residence		17.88
2018 Renter Occ. HUs: Avg. Length of Residence		6.76

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	4,122	
Value Less than \$20,000	201	6.43%
Value \$20,000 - \$39,999	259	8.28%
Value \$40,000 - \$59,999	285	9.11%
Value \$60,000 - \$79,999	292	9.34%
Value \$80,000 - \$99,999	335	10.71%
Value \$100,000 - \$149,999	596	19.05%
Value \$150,000 - \$199,999	410	13.11%
Value \$200,000 - \$299,999	423	13.52%
Value \$300,000 - \$399,999	171	5.47%
Value \$400,000 - \$499,999	61	1.95%
Value \$500,000 - \$749,999	52	1.66%
Value \$750,000 - \$999,999	20	0.64%
Value \$1,000,000 or \$1,499,999	5	0.16%
Value \$1,500,000 or \$1,999,999	2	0.06%
Value \$2,000,000+	16	0.51%
2018 Est. Median All Owner-Occupied Housing Value		\$113,758
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	4,292	84.24%
1 Unit Detached	18	0.35%
2 Units	16	0.31%
3 or 4 Units	14	0.28%
5 to 19 Units	55	1.08%
20 to 49 Units	37	0.73%
50 or More Units	14	0.28%
Mobile Home or Trailer	630	12.37%
Boat, RV, Van, etc.	19	0.37%

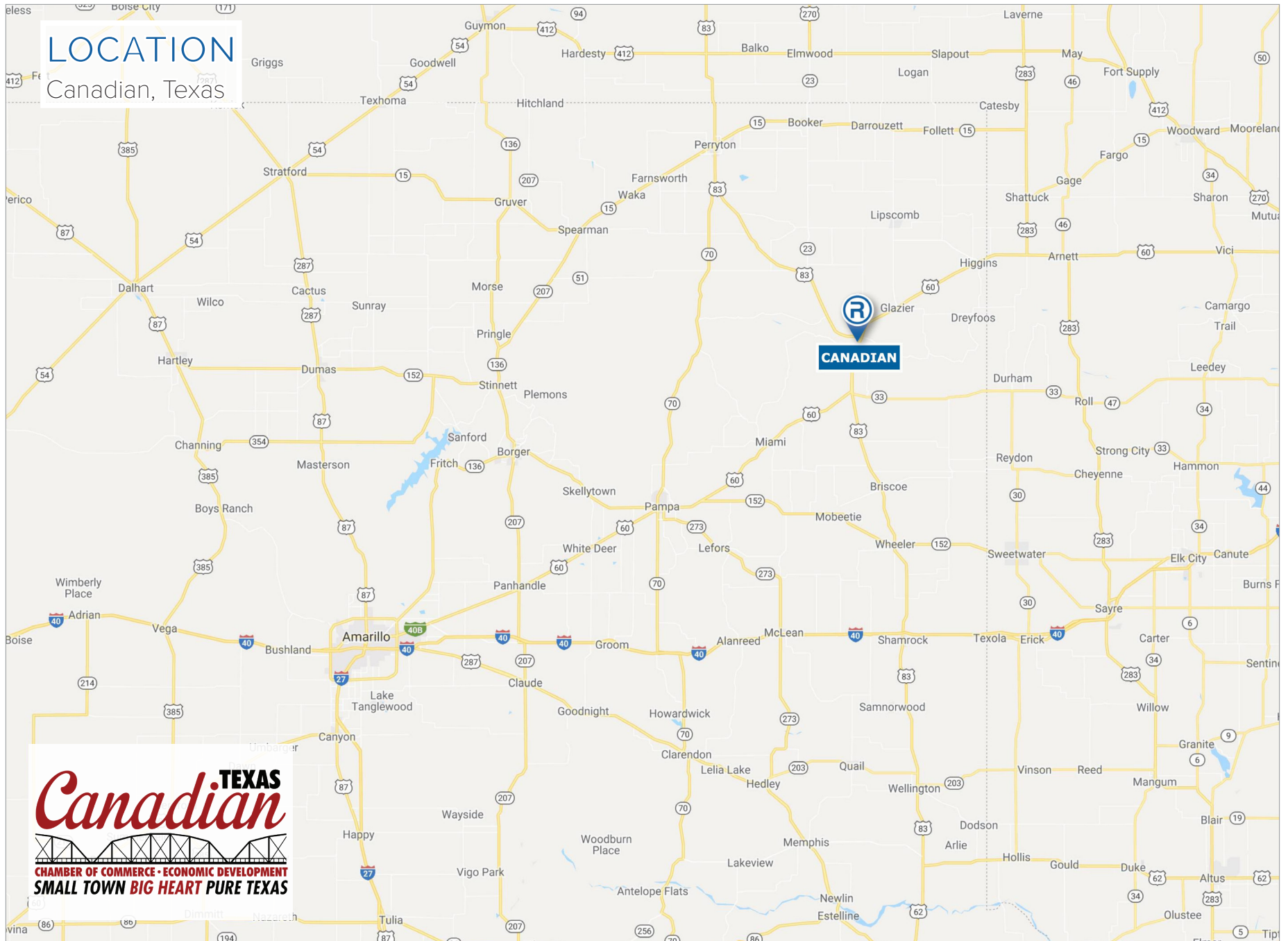
RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Canadian, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	183	3.59%
Housing Units Built 2010 to 2014	55	1.08%
Housing Units Built 2000 to 2009	408	8.01%
Housing Units Built 1990 to 1999	336	6.60%
Housing Units Built 1980 to 1989	721	14.15%
Housing Units Built 1970 to 1979	740	14.52%
Housing Units Built 1960 to 1969	632	12.40%
Housing Units Built 1950 to 1959	551	10.82%
Housing Units Built 1940 to 1949	548	10.76%
Housing Unit Built 1939 or Earlier	921	18.08%
2018 Est. Median Year Structure Built		1968

LOCATION

Canadian, Texas



TEXAS
Canadian
CHAMBER OF COMMERCE • ECONOMIC DEVELOPMENT
SMALL TOWN BIG HEART PURE TEXAS

CONTACT SHANE SPENCER, EXECUTIVE DIRECTOR

Canadian-Hemphill Economic Development Corp. | Chamber of Commerce | 119 North 2nd Street | Canadian, Texas 79014 | 806.323.6234
shane@canadiantx.com | www.canadiantx.org

COMMUNITY • DEMOGRAPHIC PROFILE

Canadian, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	3,083	
2018 Estimate	2,864	
2010 Census	2,649	
2000 Census	2,298	
Growth 2018 - 2023		7.65%
Growth 2010 - 2018		8.12%
Growth 2000 - 2010		15.27%
2018 Est. Population by Single-Classification Race	2,864	
White Alone	2,336	81.56%
Black or African American Alone	12	0.42%
Amer. Indian and Alaska Native Alone	28	0.98%
Asian Alone	9	0.31%
Native Hawaiian and Other Pacific Island Alone	2	0.07%
Some Other Race Alone	410	14.32%
Two or More Races	67	2.34%
2018 Est. Population by Hispanic or Latino Origin	2,864	
Not Hispanic or Latino	1,652	57.68%
Hispanic or Latino	1,212	42.32%
Mexican	1,149	94.80%
Puerto Rican	6	0.50%
Cuban	4	0.33%
All Other Hispanic or Latino	53	4.37%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	1,212	
White Alone	755	62.29%
Black or African American Alone	0	0.00%
American Indian and Alaska Native Alone	3	0.25%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	410	33.83%
Two or More Races	44	3.63%
2018 Est. Pop by Race, Asian Alone, by Category	9	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	1	11.11%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	8	88.89%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE

Canadian, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	2,864	
Arab	7	0.24%
Czech	2	0.07%
Danish	0	0.00%
Dutch	7	0.24%
English	162	5.66%
French (except Basque)	29	1.01%
French Canadian	0	0.00%
German	213	7.44%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	128	4.47%
Italian	0	0.00%
Lithuanian	0	0.00%
United States or American	180	6.29%
Norwegian	30	1.05%
Polish	18	0.63%
Portuguese	0	0.00%
Russian	7	0.24%
Scottish	20	0.70%
Scotch-Irish	38	1.33%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	6	0.21%
Swiss	7	0.24%
Ukrainian	0	0.00%
Welsh	18	0.63%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,219	42.56%
Ancestry Unclassified	773	26.99%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	1,963	75.36%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak IndoEuropean Language at Home	27	1.04%
Speak Spanish at Home	615	23.61%
Speak Other Language at Home	0	0.00%
2018 Est. Population by Age	2,864	
Age 0 - 4	259	9.04%
Age 5 - 9	273	9.53%
Age 10 - 14	263	9.18%
Age 15 - 17	138	4.82%
Age 18 - 20	117	4.09%
Age 21 - 24	143	4.99%
Age 25 - 34	359	12.54%
Age 35 - 44	390	13.62%
Age 45 - 54	323	11.28%
Age 55 - 64	266	9.29%
Age 65 - 74	193	6.74%
Age 75 - 84	84	2.93%
Age 85 and over	56	1.96%
Age 16 and over	2,023	70.64%
Age 18 and over	1,931	67.42%
Age 21 and over	1,814	63.34%
Age 65 and over	333	11.63%
2018 Est. Median Age		31.72
2018 Est. Average Age		34.00

COMMUNITY • DEMOGRAPHIC PROFILE

Canadian, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Sex	2,864	
Male	1,447	50.52%
Female	1,417	49.48%
2018 Est. Male Population by Age	1,447	
Age 0 - 4	145	10.02%
Age 5 - 9	143	9.88%
Age 10 - 14	129	8.92%
Age 15 - 17	70	4.84%
Age 18 - 20	61	4.22%
Age 21 - 24	70	4.84%
Age 25 - 34	186	12.85%
Age 35 - 44	192	13.27%
Age 45 - 54	171	11.82%
Age 55 - 64	139	9.61%
Age 65 - 74	97	6.70%
Age 75 - 84	29	2.00%
Age 85 and over	15	1.04%
2018 Est. Median Age, Male		30.74
2018 Est. Average Age, Male		32.80

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	1,417	
Age 0 - 4	114	8.05%
Age 5 - 9	130	9.17%
Age 10 - 14	134	9.46%
Age 15 - 17	68	4.80%
Age 18 - 20	56	3.95%
Age 21 - 24	73	5.15%
Age 25 - 34	173	12.21%
Age 35 - 44	198	13.97%
Age 45 - 54	152	10.73%
Age 55 - 64	127	8.96%
Age 65 - 74	96	6.78%
Age 75 - 84	55	3.88%
Age 85 and over	41	2.89%
2018 Est. Median Age, Female		32.78
2018 Est. Average Age, Female		35.20
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	436	21.07%
Males, Never Married	287	13.87%
Females, Never Married	149	7.20%
Married, Spouse present	1,282	61.96%
Married, Spouse absent	123	5.95%
Widowed	90	4.35%
Males Widowed	15	0.73%
Females Widowed	75	3.63%
Divorced	138	6.67%
Males Divorced	24	1.16%
Females Divorced	114	5.51%

COMMUNITY • DEMOGRAPHIC PROFILE

Canadian, Texas

DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	157	9.4%
Some High School, no diploma	182	10.9%
High School Graduate (or GED)	448	26.8%
Some College, no degree	431	25.8%
Associate Degree	75	4.5%
Bachelor's Degree	303	18.1%
Master's Degree	64	3.8%
Professional School Degree	0	0.0%
Doctorate Degree	11	0.7%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	298	53.79%
High School Graduate	153	27.62%
Some College or Associate's Degree	73	13.18%
Bachelor's Degree or Higher	30	5.42%
Households		
2023 Projection	1,071	
2018 Estimate	1,000	
2010 Census	936	
2000 Census	851	
Growth 2018 - 2023		7.10%
Growth 2010 - 2018		6.84%
Growth 2000 - 2010		9.99%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	1,000	
Family Households	733	73.30%
Nonfamily Households	267	26.70%
2018 Est. Group Quarters Population	39	
2018 Households by Ethnicity, Hispanic/Latino	316	
2018 Est. Households by Household Income	1,000	
Income < \$15,000	114	11.40%
Income \$15,000 - \$24,999	46	4.60%
Income \$25,000 - \$34,999	90	9.00%
Income \$35,000 - \$49,999	125	12.50%
Income \$50,000 - \$74,999	219	21.90%
Income \$75,000 - \$99,999	143	14.30%
Income \$100,000 - \$124,999	87	8.70%
Income \$125,000 - \$149,999	56	5.60%
Income \$150,000 - \$199,999	61	6.10%
Income \$200,000 - \$249,999	30	3.00%
Income \$250,000 - \$499,999	22	2.20%
Income \$500,000+	7	0.70%
2018 Est. Average Household Income		\$82,697
2018 Est. Median Household Income		\$63,743

COMMUNITY • DEMOGRAPHIC PROFILE

Canadian, Texas

DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$67,186
Black or African American Alone		\$47,335
American Indian and Alaska Native Alone		\$130,582
Asian Alone		\$43,351
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$50,508
Two or More Races		\$81,938
Hispanic or Latino		\$36,350
Not Hispanic or Latino		\$78,336
2018 Est. Family HH Type by Presence of Own Child.	733	
Married-Couple Family, own children	313	42.70%
Married-Couple Family, no own children	282	38.47%
Male Householder, own children	26	3.55%
Male Householder, no own children	24	3.27%
Female Householder, own children	60	8.19%
Female Householder, no own children	28	3.82%
2018 Est. Households by Household Size	1,000	
1-person	236	23.60%
2-person	296	29.60%
3-person	143	14.30%
4-person	159	15.90%
5-person	104	10.40%
6-person	36	3.60%
7-or-more-person	26	2.60%
2018 Est. Average Household Size		2.83

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	1,000	
Households with 1 or More People under Age 18:	419	41.90%
Married-Couple Family	325	77.57%
Other Family, Male Householder	30	7.16%
Other Family, Female Householder	64	15.27%
Nonfamily, Male Householder	0	0.00%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	581	58.10%
Married-Couple Family	270	46.47%
Other Family, Male Householder	21	3.61%
Other Family, Female Householder	22	3.79%
Nonfamily, Male Householder	140	24.10%
Nonfamily, Female Householder	128	22.03%
2018 Est. Households by Number of Vehicles	1,000	
No Vehicles	66	6.60%
1 Vehicle	209	20.90%
2 Vehicles	469	46.90%
3 Vehicles	127	12.70%
4 Vehicles	115	11.50%
5 or more Vehicles	14	1.40%
2018 Est. Average Number of Vehicles		2.1

COMMUNITY • DEMOGRAPHIC PROFILE

Canadian, Texas

DESCRIPTION	DATA	%
Family Households		
2023 Projection	784	
2018 Estimate	733	
2010 Census	686	
2000 Census	617	
Growth 2018 - 2023		6.96%
Growth 2010 - 2018		6.85%
Growth 2000 - 2010		11.18%
2018 Est. Families by Poverty Status	733	
2018 Families at or Above Poverty	650	88.68%
2018 Families at or Above Poverty with Children	340	46.39%
2018 Families Below Poverty	83	11.32%
2018 Families Below Poverty with Children	80	10.91%
2018 Est. Pop 16+ by Employment Status	2,023	
Civilian Labor Force, Employed	1,241	61.35%
Civilian Labor Force, Unemployed	48	2.37%
Armed Forces	3	0.15%
Not in Labor Force	731	36.13%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	1,203	
For-Profit Private Workers	788	65.50%
Non-Profit Private Workers	57	4.74%
Local Government Workers	17	1.41%
State Government Workers	93	7.73%
Federal Government Workers	85	7.07%
Self-Employed Workers	163	13.55%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	1,203	
Architect/Engineer	15	1.25%
Arts/Entertainment/Sports	9	0.75%
Building Grounds Maintenance	81	6.73%
Business/Financial Operations	30	2.49%
Community/Social Services	13	1.08%
Computer/Mathematical	3	0.25%
Construction/Extraction	211	17.54%
Education/Training/Library	103	8.56%
Farming/Fishing/Forestry	11	0.91%
Food Prep/Serving	77	6.40%
Health Practitioner/Technician	18	1.50%
Healthcare Support	0	0.00%
Maintenance Repair	26	2.16%
Legal	0	0.00%
Life/Physical/Social Science	9	0.75%
Management	113	9.39%
Office/Admin. Support	146	12.14%
Production	17	1.41%
Protective Services	36	2.99%
Sales/Related	157	13.05%
Personal Care/Service	36	2.99%
Transportation/Moving	92	7.65%
2018 Est. Pop 16+ by Occupation Classification	1,203	
White Collar	616	51.21%
Blue Collar	346	28.76%
Service and Farm	241	20.03%

COMMUNITY • DEMOGRAPHIC PROFILE

Canadian, Texas

DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	1,193	
Drove Alone	935	78.37%
Car Pooled	183	15.34%
Public Transportation	2	0.17%
Walked	30	2.52%
Bicycle	0	0.00%
Other Means	7	0.59%
Worked at Home	36	3.02%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	816	
15 - 29 Minutes	109	
30 - 44 Minutes	45	
45 - 59 Minutes	59	
60 or more Minutes	129	
2018 Est. Avg Travel Time to Work in Minutes		19
2018 Est. Occupied Housing Units by Tenure	1,000	
Owner Occupied	721	72.10%
Renter Occupied	279	27.90%
2018 Owner Occ. HUs: Avg. Length of Residence		15.5
2018 Renter Occ. HUs: Avg. Length of Residence		5.6

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	1,000	
Value Less than \$20,000	27	3.75%
Value \$20,000 - \$39,999	44	6.10%
Value \$40,000 - \$59,999	55	7.63%
Value \$60,000 - \$79,999	60	8.32%
Value \$80,000 - \$99,999	49	6.80%
Value \$100,000 - \$149,999	124	17.20%
Value \$150,000 - \$199,999	128	17.75%
Value \$200,000 - \$299,999	146	20.25%
Value \$300,000 - \$399,999	49	6.80%
Value \$400,000 - \$499,999	18	2.50%
Value \$500,000 - \$749,999	13	1.80%
Value \$750,000 - \$999,999	4	0.56%
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+	4	0.56%
2018 Est. Median All Owner-Occupied Housing Value		\$150,571
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	887	77.27%
1 Unit Detached	4	0.35%
2 Units	11	0.96%
3 or 4 Units	0	0.00%
5 to 19 Units	18	1.57%
20 to 49 Units	25	2.18%
50 or More Units	10	0.87%
Mobile Home or Trailer	185	16.12%
Boat, RV, Van, etc.	8	0.70%

COMMUNITY • DEMOGRAPHIC PROFILE

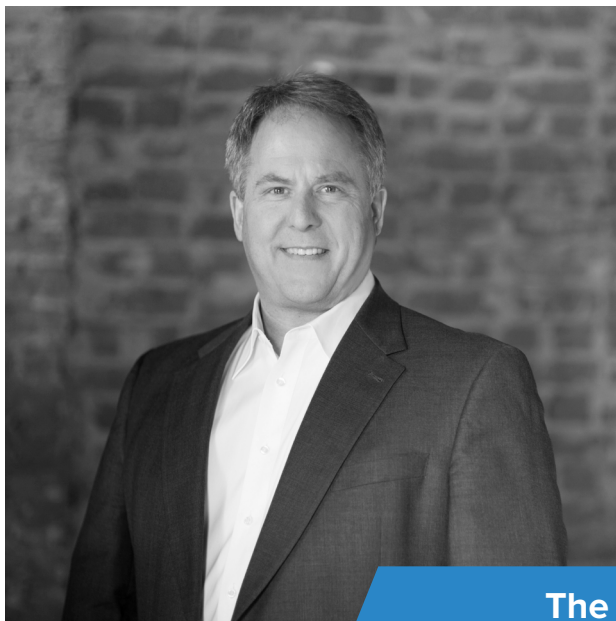
Canadian, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	109	9.50%
Housing Units Built 2010 to 2014	21	1.83%
Housing Units Built 2000 to 2009	105	9.15%
Housing Units Built 1990 to 1999	61	5.31%
Housing Units Built 1980 to 1989	137	11.93%
Housing Units Built 1970 to 1979	192	16.73%
Housing Units Built 1960 to 1969	100	8.71%
Housing Units Built 1950 to 1959	99	8.62%
Housing Units Built 1940 to 1949	115	10.02%
Housing Unit Built 1939 or Earlier	209	18.21%
2018 Est. Median Year Structure Built		1973

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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 Retail Coach –

“It's not about data. It's about your success.”



ACKNOWLEDGEMENTS

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 2018, ESRI 2017, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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