



The **Retail** Coach.®

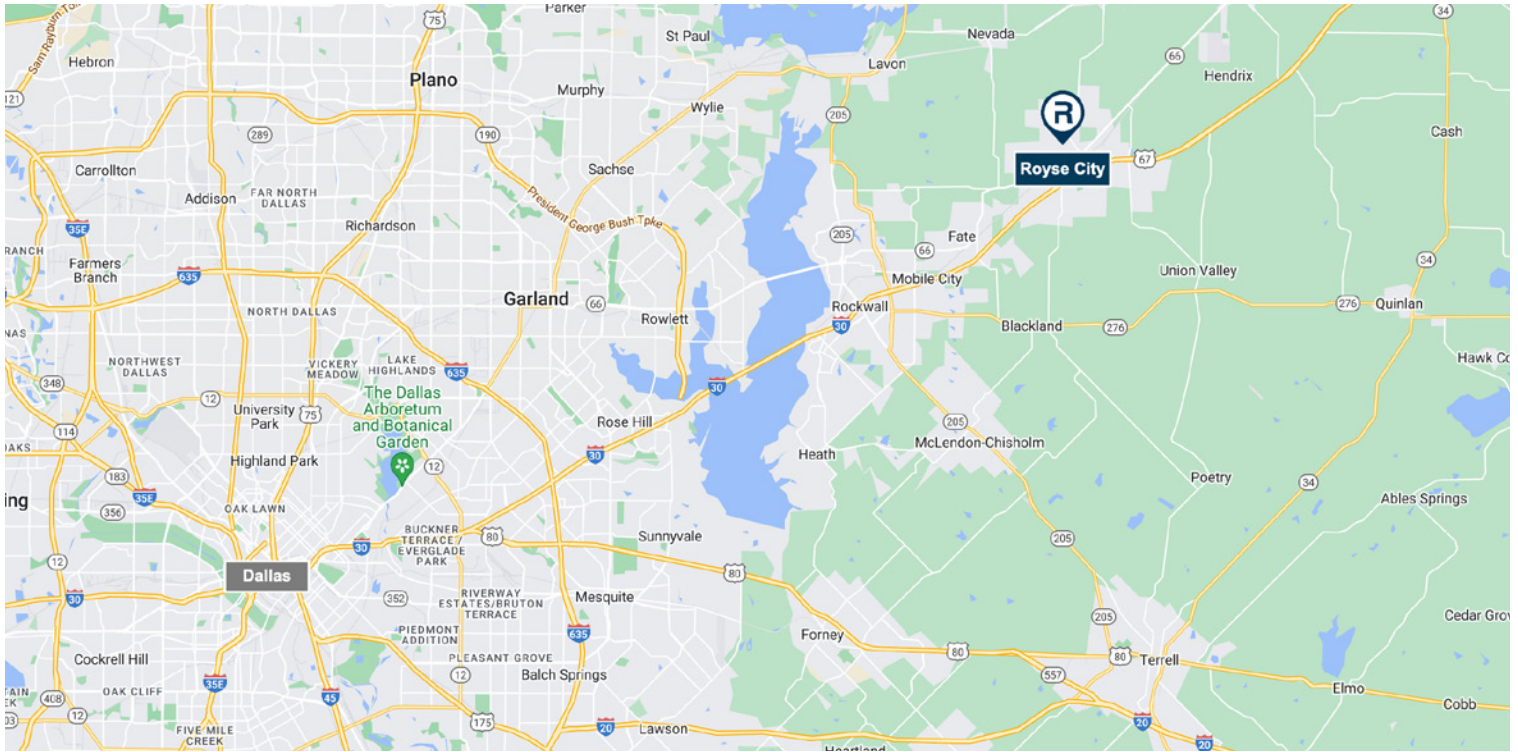
Community Demographic Profile

ROYSE CITY, TEXAS

Prepared for Royse City Community Development Corporation
October 2022

Community • Demographic Snapshot

Royse City, Texas



Population

2010	9,349
2022	16,234
2027	17,532

Educational Attainment (%)

Graduate or Professional Degree	7.56%
Bachelors Degree	16.36%
Associate Degree	14.16%
Some College	23.60%
High School Graduate (GED)	28.14%
Some High School, No Degree	4.72%
Less than 9th Grade	5.45%

Income

Average HH	\$110,909
Median HH	\$93,800
Per Capita	\$34,112

Age

0 - 9 Years	15.36%
10 - 17 Years	13.69%
18 - 24 Years	9.26%
25 - 34 Years	10.76%
35 - 44 Years	18.23%
45 - 54 Years	14.52%
55 - 64 Years	9.49%
65 and Older	8.70%
Median Age	35.58
Average Age	34.60

Race Distribution (%)

White	77.14%
Black/African American	8.26%
American Indian/Alaskan	0.89%
Asian	1.36%
Native Hawaiian/Islander	0.16%
Other Race	9.17%
Two or More Races	3.02%
Hispanic	22.46%



Charles Houk
Royse City Community Development Corporation
Executive Director

216 North Arch Street
Royse City, Texas 75189

Phone 469.652.0723
CDCDirector@RoyseCity.com
www.RoyseCity.com

Aaron Farmer
The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net



Community • Demographic Profile

Royse City, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	17,532	
2022 Estimate	16,234	
2010 Census	9,349	
2000 Census	4,003	
Growth 2022 - 2027		8.00%
Growth 2010 - 2022		73.64%
Growth 2000 - 2010		133.55%
2022 Est. Population by Single-Classification Race	16,234	
White Alone	12,524	77.14%
Black or African American Alone	1,341	8.26%
Amer. Indian and Alaska Native Alone	144	0.89%
Asian Alone	221	1.36%
Native Hawaiian and Other Pacific Island Alone	25	0.16%
Some Other Race Alone	1,489	9.17%
Two or More Races	490	3.02%
2022 Est. Population by Hispanic or Latino Origin	16,234	
Not Hispanic or Latino	12,587	77.54%
Hispanic or Latino	3,647	22.46%
Mexican	3,070	84.20%
Puerto Rican	98	2.70%
Cuban	19	0.52%
All Other Hispanic or Latino	459	12.59%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	3,647	
White Alone	1,913	52.45%
Black or African American Alone	54	1.49%
American Indian and Alaska Native Alone	41	1.12%
Asian Alone	8	0.23%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,469	40.29%
Two or More Races	161	4.42%
2022 Est. Pop by Race, Asian Alone, by Category	221	
Chinese, except Taiwanese	53	24.17%
Filipino	24	10.90%
Japanese	22	9.95%
Asian Indian	59	26.54%
Korean	14	6.16%
Vietnamese	13	5.69%
Cambodian	3	1.42%
Hmong	15	6.64%
Laotian	0	0.00%
Thai	13	5.69%
All Other Asian Races Including 2+ Category	6	2.84%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	16,234	
Arab	91	0.56%
Czech	138	0.85%
Danish	22	0.14%
Dutch	234	1.44%
English	1,073	6.61%
French (except Basque)	221	1.36%
French Canadian	30	0.19%
German	1,483	9.14%
Greek	55	0.34%
Hungarian	37	0.23%
Irish	1,014	6.25%
Italian	368	2.27%
Lithuanian	0	0.00%
United States or American	1,094	6.74%
Norwegian	110	0.68%
Polish	196	1.21%
Portuguese	4	0.03%
Russian	10	0.06%
Scottish	216	1.33%
Scotch-Irish	129	0.79%
Slovak	0	0.00%
Subsaharan African	127	0.78%
Swedish	100	0.62%
Swiss	10	0.06%
Ukrainian	8	0.05%
Welsh	65	0.40%
West Indian (except Hisp. groups)	19	0.12%
Other ancestries	5,380	33.14%
Ancestry Unclassified	3,999	24.63%
2022 Est. Pop Age 5+ by Language Spoken At Home	15,039	
Speak Only English at Home	12,158	80.84%
Speak Asian/Pacific Island Language at Home	137	0.91%
Speak IndoEuropean Language at Home	115	0.77%
Speak Spanish at Home	2,491	16.57%
Speak Other Language at Home	138	0.92%

Community • Demographic Profile

Royse City, Texas

DESCRIPTION	DATA	%
2022 Est. Population by Age	16,234	
Age 0 - 4	1,195	7.36%
Age 5 - 9	1,298	8.00%
Age 10 - 14	1,405	8.65%
Age 15 - 17	818	5.04%
Age 18 - 20	693	4.27%
Age 21 - 24	811	4.99%
Age 25 - 34	1,746	10.76%
Age 35 - 44	2,959	18.23%
Age 45 - 54	2,357	14.52%
Age 55 - 64	1,540	9.49%
Age 65 - 74	872	5.37%
Age 75 - 84	420	2.59%
Age 85 and over	119	0.73%
Age 16 and over	12,068	74.34%
Age 18 and over	11,519	70.95%
Age 21 and over	10,825	66.68%
Age 65 and over	1,412	8.70%
2022 Est. Median Age		35.58
2022 Est. Average Age		34.60
2022 Est. Population by Sex	16,234	
Male	7,969	49.09%
Female	8,265	50.91%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	7,969	
Age 0 - 4	605	7.60%
Age 5 - 9	675	8.47%
Age 10 - 14	683	8.57%
Age 15 - 17	412	5.17%
Age 18 - 20	352	4.42%
Age 21 - 24	399	5.01%
Age 25 - 34	854	10.72%
Age 35 - 44	1,413	17.73%
Age 45 - 54	1,175	14.75%
Age 55 - 64	779	9.78%
Age 65 - 74	385	4.83%
Age 75 - 84	189	2.38%
Age 85 and over	46	0.58%
2022 Est. Median Age, Male		35.03
2022 Est. Average Age, Male		34.00
2022 Est. Female Population by Age	8,265	
Age 0 - 4	590	7.14%
Age 5 - 9	623	7.54%
Age 10 - 14	722	8.73%
Age 15 - 17	406	4.91%
Age 18 - 20	341	4.13%
Age 21 - 24	411	4.97%
Age 25 - 34	892	10.79%
Age 35 - 44	1,546	18.70%
Age 45 - 54	1,182	14.30%
Age 55 - 64	761	9.21%
Age 65 - 74	487	5.90%
Age 75 - 84	231	2.80%
Age 85 and over	73	0.89%
2022 Est. Median Age, Female		36.08
2022 Est. Average Age, Female		35.10

Community • Demographic Profile

Royse City, Texas

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,374	27.35%
Males, Never Married	1,668	13.52%
Females, Never Married	1,706	13.83%
Married, Spouse present	7,115	57.67%
Married, Spouse absent	486	3.94%
Widowed	311	2.52%
Males Widowed	39	0.31%
Females Widowed	272	2.20%
Divorced	1,051	8.52%
Males Divorced	428	3.47%
Females Divorced	623	5.05%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	546	5.5%
Some High School, no diploma	473	4.7%
High School Graduate (or GED)	2,818	28.1%
Some College, no degree	2,364	23.6%
Associate Degree	1,418	14.2%
Bachelor's Degree	1,639	16.4%
Master's Degree	722	7.2%
Professional School Degree	24	0.2%
Doctorate Degree	12	0.1%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	458	20.35%
High School Graduate	820	36.44%
Some College or Associate's Degree	570	25.35%
Bachelor's Degree or Higher	402	17.87%
Households		
2027 Projection	5,377	
2022 Estimate	4,993	
2010 Census	3,063	
2000 Census	1,346	
Growth 2022 - 2027		7.69%
Growth 2010 - 2022		63.01%
Growth 2000 - 2010		127.56%
2022 Est. Households by Household Type	4,993	
Family Households	4,068	81.47%
Nonfamily Households	925	18.53%
2022 Est. Group Quarters Population	0	
2022 Households by Ethnicity, Hispanic/Latino	798	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	4,993	
Income < \$15,000	203	4.07%
Income \$15,000 - \$24,999	187	3.75%
Income \$25,000 - \$34,999	175	3.51%
Income \$35,000 - \$49,999	264	5.29%
Income \$50,000 - \$74,999	1,019	20.41%
Income \$75,000 - \$99,999	844	16.90%
Income \$100,000 - \$124,999	708	14.18%
Income \$125,000 - \$149,999	507	10.15%
Income \$150,000 - \$199,999	616	12.34%
Income \$200,000 - \$249,999	278	5.57%
Income \$250,000 - \$499,999	155	3.10%
Income \$500,000+	37	0.74%
2022 Est. Average Household Income		\$110,909
2022 Est. Median Household Income		\$93,800
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$92,598
Black or African American Alone		\$92,043
American Indian and Alaska Native Alone		\$87,380
Asian Alone		\$68,128
Native Hawaiian and Other Pacific Islander Alone		\$150,000
Some Other Race Alone		\$112,570
Two or More Races		\$101,768
Hispanic or Latino		\$86,360
Not Hispanic or Latino		\$94,972
2022 Est. Family HH Type by Presence of Own Child.	4,068	
Married-Couple Family, own children	1,894	46.56%
Married-Couple Family, no own children	1,344	33.04%
Male Householder, own children	136	3.34%
Male Householder, no own children	114	2.80%
Female Householder, own children	364	8.95%
Female Householder, no own children	216	5.31%
2022 Est. Households by Household Size	4,993	
1-person	734	14.70%
2-person	1,316	26.36%
3-person	1,045	20.93%
4-person	1,024	20.51%
5-person	531	10.64%
6-person	222	4.45%
7-or-more-person	121	2.42%
2022 Est. Average Household Size		3.11

Community • Demographic Profile

Royse City, Texas

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	4,993	
Households with 1 or More People under Age 18:	2,603	52.13%
Married-Couple Family	3,833	76.76%
Other Family, Male Householder	332	6.65%
Other Family, Female Householder	804	16.10%
Nonfamily, Male Householder	17	0.35%
Nonfamily, Female Householder	8	0.15%
Households with No People under Age 18:	2,390	47.87%
Married-Couple Family	2,584	51.76%
Other Family, Male Householder	161	3.22%
Other Family, Female Householder	341	6.82%
Nonfamily, Male Householder	863	17.28%
Nonfamily, Female Householder	1,045	20.92%
2022 Est. Households by Number of Vehicles	4,993	
No Vehicles	61	1.22%
1 Vehicle	902	18.07%
2 Vehicles	2,425	48.57%
3 Vehicles	1,149	23.01%
4 Vehicles	327	6.55%
5 or more Vehicles	129	2.58%
2022 Est. Average Number of Vehicles		2.3
Family Households		
2027 Projection	4,380	
2022 Estimate	4,068	
2010 Census	2,479	
2000 Census	1,059	
Growth 2022 - 2027		7.67%
Growth 2010 - 2022		64.10%
Growth 2000 - 2010		134.09%
2022 Est. Families by Poverty Status	4,068	
2022 Families at or Above Poverty	3,841	94.42%
2022 Families at or Above Poverty with Children	2,112	51.92%
2022 Families Below Poverty	227	5.58%
2022 Families Below Poverty with Children	90	2.21%
2022 Est. Pop 16+ by Employment Status	12,068	
Civilian Labor Force, Employed	8,285	68.65%
Civilian Labor Force, Unemployed	297	2.46%
Armed Forces	19	0.16%
Not in Labor Force	3,467	28.73%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	8,304	
For-Profit Private Workers	5,950	71.65%
Non-Profit Private Workers	525	6.32%
Local Government Workers	132	1.59%
State Government Workers	133	1.60%
Federal Government Workers	895	10.78%
Self-Employed Workers	657	7.92%
Unpaid Family Workers	13	0.15%
2022 Est. Civ. Employed Pop 16+ by Occupation	8,304	
Architect/Engineer	318	3.83%
Arts/Entertainment/Sports	61	0.74%
Building Grounds Maintenance	144	1.74%
Business/Financial Operations	279	3.36%
Community/Social Services	144	1.74%
Computer/Mathematical	229	2.75%
Construction/Extraction	549	6.61%
Education/Training/Library	668	8.04%
Farming/Fishing/Forestry	2	0.03%
Food Prep/Serving	511	6.15%
Health Practitioner/Technician	310	3.73%
Healthcare Support	133	1.60%
Maintenance Repair	348	4.19%
Legal	78	0.94%
Life/Physical/Social Science	27	0.33%
Management	1,083	13.04%
Office/Admin. Support	1,102	13.27%
Production	413	4.97%
Protective Services	215	2.59%
Sales/Related	876	10.55%
Personal Care/Service	262	3.16%
Transportation/Moving	553	6.66%
2022 Est. Pop 16+ by Occupation Classification	8,304	
White Collar	5,175	62.32%
Blue Collar	1,862	22.43%
Service and Farm	1,267	15.26%
2022 Est. Workers Age 16+ by Transp. to Work	8,304	
Drove Alone	6,995	84.25%
Car Pooled	946	11.40%
Public Transportation	25	0.30%
Walked	34	0.41%
Bicycle	1	0.01%
Other Means	40	0.48%
Worked at Home	262	3.16%

Community • Demographic Profile

Royse City, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,075	13.36%
15 - 29 Minutes	2,014	25.04%
30 - 44 Minutes	1,776	22.08%
45 - 59 Minutes	932	11.59%
60 or more Minutes	2,245	27.92%
2022 Est. Avg Travel Time to Work in Minutes		42
2022 Est. Occupied Housing Units by Tenure	4,993	
Owner Occupied	4,139	82.90%
Renter Occupied	854	17.10%
2022 Owner Occ. HUs: Avg. Length of Residence		9.1 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		4.6 [†]
2022 Est. Owner-Occupied Housing Units by Value	4,993	
Value Less than \$20,000	14	0.29%
Value \$20,000 - \$39,999	6	0.12%
Value \$40,000 - \$59,999	165	3.31%
Value \$60,000 - \$79,999	52	1.04%
Value \$80,000 - \$99,999	54	1.09%
Value \$100,000 - \$149,999	464	9.30%
Value \$150,000 - \$199,999	612	12.25%
Value \$200,000 - \$299,999	1,873	37.52%
Value \$300,000 - \$399,999	1,018	20.39%
Value \$400,000 - \$499,999	391	7.83%
Value \$500,000 - \$749,999	255	5.10%
Value \$750,000 - \$999,999	25	0.51%
Value \$1,000,000 or \$1,499,999	28	0.56%
Value \$1,500,000 or \$1,999,999	10	0.19%
Value \$2,000,000+	25	0.51%
2022 Est. Median All Owner-Occupied Housing Value		\$259,298
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	4,461	89.35%
1 Unit Attached	0	0.00%
2 Units	25	0.50%
3 or 4 Units	26	0.52%
5 to 19 Units	9	0.17%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	459	9.20%
Boat, RV, Van, etc.	13	0.27%

[†] Years

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,791	35.87%
Housing Units Built 2010 to 2014	202	4.06%
Housing Units Built 2000 to 2009	1,885	37.76%
Housing Units Built 1990 to 1999	496	9.93%
Housing Units Built 1980 to 1989	308	6.18%
Housing Units Built 1970 to 1979	97	1.95%
Housing Units Built 1960 to 1969	102	2.05%
Housing Units Built 1950 to 1959	53	1.07%
Housing Units Built 1940 to 1949	8	0.15%
Housing Unit Built 1939 or Earlier	50	1.00%
2022 Est. Median Year Structure Built		2007

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.



The**RetailCoach**.®

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.