# 2014 Retail Market Profile | Saginaw, Texas

:: Retail Trade Area Map | Saginaw, Texas

## Demographic Profile

| 2014 Estimated Demographics | Saginaw | RTA |
|---|---|---|
| Population | 21,676 | 78,750 |
| Projected Population Growth (2014-2019) | 10.85% | 14.24% |
| Race Classification | | |
| White | 82.51% | 77.38% |
| Black or African American | 4.70% | 6.73% |
| Other | 12.79% | 15.89% |
| Hispanic Origin | 24.22% | 25.43% |
| Average Household | $74,077 | $82,102 |
| Median Household | $64,770 | $70,312 |
| Median Age | 33.5 | 32.7 |
| Households | 7,101 | 25,320 |
| Projected Household Growth (2014-2019) | 10.36% | 13.13% |
| Associates Degree and Above | 27.71% | 32.98% |

Sources: Nielsen SiteReports 2014 | TXDOT | U.S. Census Bureau | The Retail Coach, LLC

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