



TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

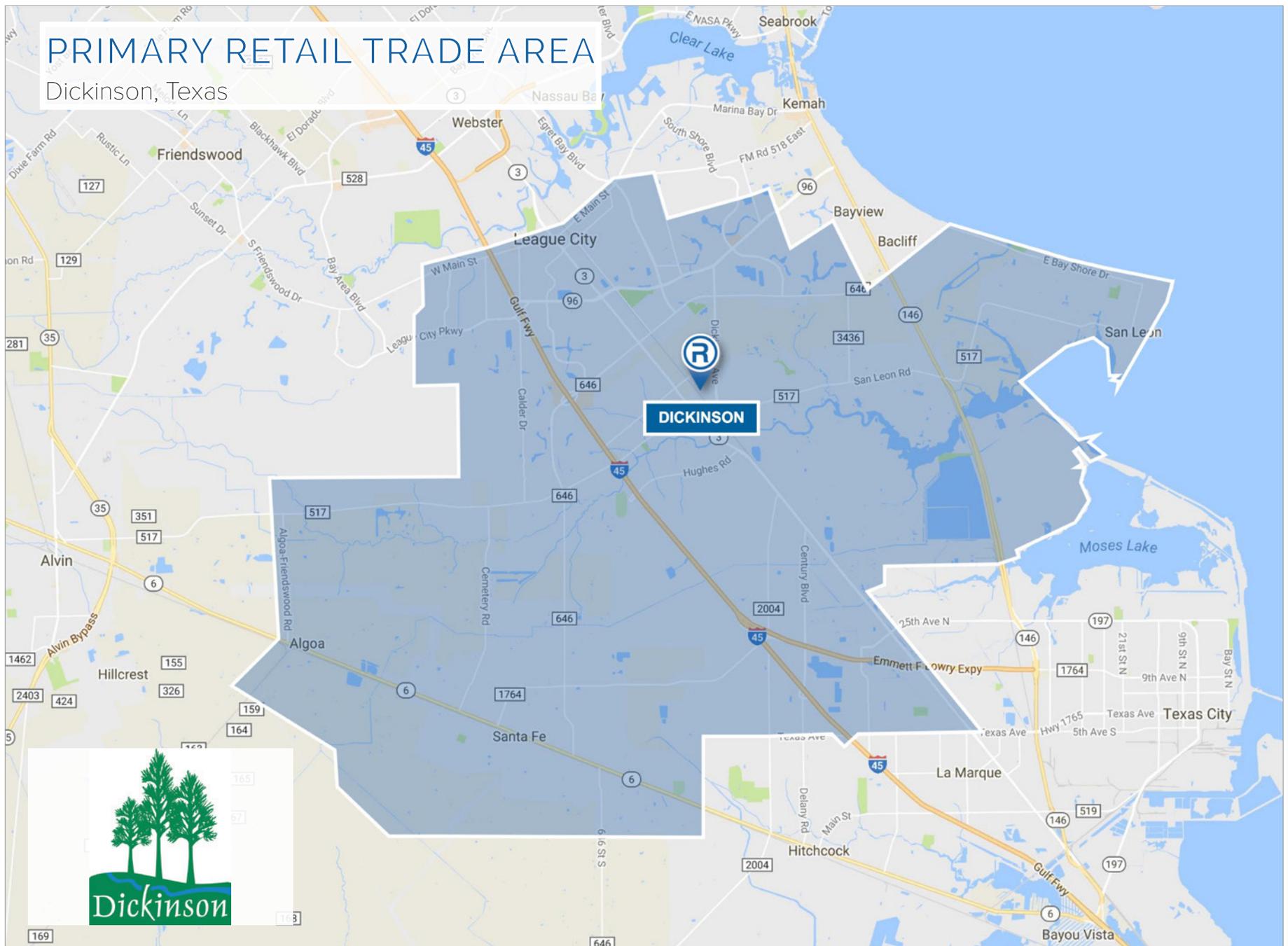
Dickinson, Texas

Prepared for
Dickinson Economic Development Corporation
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PRIMARY RETAIL TRADE AREA

Dickinson, Texas



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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
Population		
2023 Projection	146,225	
2018 Estimate	133,177	
2010 Census	108,308	
2000 Census	73,135	
Growth 2018 - 2023		9.80%
Growth 2010 - 2018		22.96%
Growth 2000 - 2010		48.09%
2018 Est. Population by Single-Classification Race	133,177	
White Alone	93,443	70.17%
Black or African American Alone	17,954	13.48%
Amer. Indian and Alaska Native Alone	729	0.55%
Asian Alone	5,642	4.24%
Native Hawaiian and Other Pacific Island Alone	101	0.08%
Some Other Race Alone	10,796	8.11%
Two or More Races	4,511	3.39%
2018 Est. Population by Hispanic or Latino Origin	133,177	
Not Hispanic or Latino	99,960	75.06%
Hispanic or Latino	33,217	24.94%
Mexican	26,421	79.54%
Puerto Rican	968	2.91%
Cuban	301	0.91%
All Other Hispanic or Latino	5,526	16.64%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	33,217	
White Alone	19,809	59.64%
Black or African American Alone	389	1.17%
American Indian and Alaska Native Alone	259	0.78%
Asian Alone	71	0.21%
Native Hawaiian and Other Pacific Islander Alone	14	0.04%
Some Other Race Alone	10,586	31.87%
Two or More Races	2,088	6.29%
2018 Est. Pop by Race, Asian Alone, by Category	5,642	
Chinese, except Taiwanese	917	16.25%
Filipino	1,113	19.73%
Japanese	27	0.48%
Asian Indian	1,259	22.32%
Korean	199	3.53%
Vietnamese	1,505	26.68%
Cambodian	227	4.02%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	112	1.99%
All Other Asian Races Including 2+ Category	283	5.02%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	133,177	
Arab	529	0.40%
Czech	898	0.67%
Danish	166	0.13%
Dutch	1,173	0.88%
English	6,757	5.07%
French (except Basque)	3,217	2.42%
French Canadian	418	0.31%
German	12,255	9.20%
Greek	254	0.19%
Hungarian	19	0.01%
Irish	8,322	6.25%
Italian	3,128	2.35%
Lithuanian	145	0.11%
United States or American	6,193	4.65%
Norwegian	663	0.50%
Polish	1,404	1.05%
Portuguese	10	0.01%
Russian	310	0.23%
Scottish	1,484	1.11%
Scotch-Irish	1,181	0.89%
Slovak	37	0.03%
Subsaharan African	1,113	0.84%
Swedish	1,639	1.23%
Swiss	121	0.09%
Ukrainian	100	0.08%
Welsh	239	0.18%
West Indian (except Hisp. groups)	165	0.12%
Other ancestries	54,641	41.03%
Ancestry Unclassified	26,598	19.97%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	97,934	79.08%
Speak Asian/Pacific Island Language at Home	3,106	2.51%
Speak IndoEuropean Language at Home	2,258	1.82%
Speak Spanish at Home	19,880	16.05%
Speak Other Language at Home	659	0.53%
2018 Est. Population by Age	133,177	
Age 0 - 4	9,341	7.01%
Age 5 - 9	9,629	7.23%
Age 10 - 14	9,807	7.36%
Age 15 - 17	5,753	4.32%
Age 18 - 20	5,111	3.84%
Age 21 - 24	6,520	4.90%
Age 25 - 34	17,505	13.14%
Age 35 - 44	19,120	14.36%
Age 45 - 54	17,394	13.06%
Age 55 - 64	16,295	12.24%
Age 65 - 74	10,526	7.90%
Age 75 - 84	4,573	3.43%
Age 85 and over	1,603	1.20%
Age 16 and over	102,507	76.97%
Age 18 and over	98,648	74.07%
Age 21 and over	93,537	70.24%
Age 65 and over	16,703	12.54%
2018 Est. Median Age		36.55
2018 Est. Average Age		37.08

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	133,177	
Male	65,433	49.13%
Female	67,744	50.87%
2018 Est. Male Population by Age	65,433	
Age 0 - 4	4,777	7.30%
Age 5 - 9	4,930	7.53%
Age 10 - 14	5,019	7.67%
Age 15 - 17	2,950	4.51%
Age 18 - 20	2,646	4.04%
Age 21 - 24	3,296	5.04%
Age 25 - 34	8,501	12.99%
Age 35 - 44	9,297	14.21%
Age 45 - 54	8,480	12.96%
Age 55 - 64	7,973	12.19%
Age 65 - 74	4,950	7.57%
Age 75 - 84	2,022	3.09%
Age 85 and over	592	0.91%
2018 Est. Median Age, Male		35.66
2018 Est. Average Age, Male		36.24

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	67,744	
Age 0 - 4	4,564	6.74%
Age 5 - 9	4,699	6.94%
Age 10 - 14	4,787	7.07%
Age 15 - 17	2,802	4.14%
Age 18 - 20	2,465	3.64%
Age 21 - 24	3,224	4.76%
Age 25 - 34	9,004	13.29%
Age 35 - 44	9,824	14.50%
Age 45 - 54	8,914	13.16%
Age 55 - 64	8,322	12.28%
Age 65 - 74	5,577	8.23%
Age 75 - 84	2,551	3.77%
Age 85 and over	1,011	1.49%
2018 Est. Median Age, Female		37.39
2018 Est. Average Age, Female		37.86
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	29,909	28.65%
Males, Never Married	15,887	15.22%
Females, Never Married	14,022	13.43%
Married, Spouse present	52,482	50.27%
Married, Spouse absent	4,778	4.58%
Widowed	5,418	5.19%
Males Widowed	1,460	1.40%
Females Widowed	3,958	3.79%
Divorced	11,814	11.32%
Males Divorced	4,989	4.78%
Females Divorced	6,825	6.54%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,900	4.5%
Some High School, no diploma	6,154	7.1%
High School Graduate (or GED)	23,072	26.5%
Some College, no degree	22,538	25.9%
Associate Degree	7,655	8.8%
Bachelor's Degree	16,358	18.8%
Master's Degree	5,105	5.9%
Professional School Degree	1,189	1.4%
Doctorate Degree	1,045	1.2%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	5,286	29.56%
High School Graduate	4,536	25.36%
Some College or Associate's Degree	4,678	26.16%
Bachelor's Degree or Higher	3,384	18.92%
Households		
2023 Projection	51,343	
2018 Estimate	47,013	
2010 Census	38,829	
2000 Census	26,454	
Growth 2018 - 2023		9.21%
Growth 2010 - 2018		21.08%
Growth 2000 - 2010		46.78%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	47,013	
Family Households	34,577	73.55%
Nonfamily Households	12,436	26.45%
2018 Est. Group Quarters Population	1,230	
2018 Households by Ethnicity, Hispanic/Latino	8,797	
2018 Est. Households by Household Income	47,013	
Income < \$15,000	3,245	6.90%
Income \$15,000 - \$24,999	3,335	7.09%
Income \$25,000 - \$34,999	2,823	6.01%
Income \$35,000 - \$49,999	4,935	10.50%
Income \$50,000 - \$74,999	7,099	15.10%
Income \$75,000 - \$99,999	6,466	13.75%
Income \$100,000 - \$124,999	5,144	10.94%
Income \$125,000 - \$149,999	4,266	9.07%
Income \$150,000 - \$199,999	4,955	10.54%
Income \$200,000 - \$249,999	2,243	4.77%
Income \$250,000 - \$499,999	1,904	4.05%
Income \$500,000+	596	1.27%
2018 Est. Average Household Income		\$104,689
2018 Est. Median Household Income		\$82,632

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$87,188
Black or African American Alone		\$58,727
American Indian and Alaska Native Alone		\$92,556
Asian Alone		\$105,827
Native Hawaiian and Other Pacific Islander Alone		\$72,897
Some Other Race Alone		\$64,901
Two or More Races		\$74,194
Hispanic or Latino		\$66,815
Not Hispanic or Latino		\$87,121
2018 Est. Family HH Type by Presence of Own Child.	34,577	
Married-Couple Family, own children	11,959	34.59%
Married-Couple Family, no own children	13,638	39.44%
Male Householder, own children	1,383	4.00%
Male Householder, no own children	1,294	3.74%
Female Householder, own children	3,554	10.28%
Female Householder, no own children	2,749	7.95%
2018 Est. Households by Household Size	47,013	
1-person	9,818	20.88%
2-person	14,557	30.96%
3-person	8,731	18.57%
4-person	7,354	15.64%
5-person	3,910	8.32%
6-person	1,657	3.53%
7-or-more-person	988	2.10%
2018 Est. Average Household Size		2.8

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	47,013	
Households with 1 or More People under Age 18:	19,038	40.50%
Married-Couple Family	12,949	68.02%
Other Family, Male Householder	1,650	8.67%
Other Family, Female Householder	4,287	22.52%
Nonfamily, Male Householder	119	0.63%
Nonfamily, Female Householder	34	0.18%
Households with No People under Age 18:	27,975	59.51%
Married-Couple Family	12,657	45.24%
Other Family, Male Householder	1,023	3.66%
Other Family, Female Householder	2,020	7.22%
Nonfamily, Male Householder	6,344	22.68%
Nonfamily, Female Householder	5,932	21.21%
2018 Est. Households by Number of Vehicles	47,013	
No Vehicles	2,127	4.52%
1 Vehicle	12,290	26.14%
2 Vehicles	22,030	46.86%
3 Vehicles	7,697	16.37%
4 Vehicles	2,321	4.94%
5 or more Vehicles	548	1.17%
2018 Est. Average Number of Vehicles		1.97

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	37,778	
2018 Estimate	34,577	
2010 Census	28,499	
2000 Census	19,584	
Growth 2018 - 2023		9.26%
Growth 2010 - 2018		21.33%
Growth 2000 - 2010		45.52%
2018 Est. Families by Poverty Status	34,577	
2018 Families at or Above Poverty	31,722	91.74%
2018 Families at or Above Poverty with Children	15,704	45.42%
2018 Families Below Poverty	2,855	8.26%
2018 Families Below Poverty with Children	2,067	5.98%
2018 Est. Pop 16+ by Employment Status	102,507	
Civilian Labor Force, Employed	63,963	62.40%
Civilian Labor Force, Unemployed	4,387	4.28%
Armed Forces	337	0.33%
Not in Labor Force	33,820	32.99%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	64,779	
For-Profit Private Workers	46,651	72.02%
Non-Profit Private Workers	3,321	5.13%
Local Government Workers	1,576	2.43%
State Government Workers	3,904	6.03%
Federal Government Workers	4,985	7.70%
Self-Employed Workers	4,303	6.64%
Unpaid Family Workers	40	0.06%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	64,779	
Architect/Engineer	1,861	2.87%
Arts/Entertainment/Sports	809	1.25%
Building Grounds Maintenance	2,112	3.26%
Business/Financial Operations	3,082	4.76%
Community/Social Services	724	1.12%
Computer/Mathematical	1,632	2.52%
Construction/Extraction	3,858	5.96%
Education/Training/Library	4,228	6.53%
Farming/Fishing/Forestry	321	0.50%
Food Prep/Serving	2,751	4.25%
Health Practitioner/Technician	4,471	6.90%
Healthcare Support	1,242	1.92%
Maintenance Repair	2,506	3.87%
Legal	565	0.87%
Life/Physical/Social Science	370	0.57%
Management	7,995	12.34%
Office/Admin. Support	7,794	12.03%
Production	3,787	5.85%
Protective Services	1,932	2.98%
Sales/Related	7,725	11.93%
Personal Care/Service	1,770	2.73%
Transportation/Moving	3,241	5.00%
2018 Est. Pop 16+ by Occupation Classification	64,779	
Blue Collar	41,258	63.69%
White Collar	13,392	20.67%
Service and Farm	10,129	15.64%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	63,800	
Drove Alone	51,624	80.92%
Car Pooled	7,296	11.44%
Public Transportation	435	0.68%
Walked	966	1.51%
Bicycle	91	0.14%
Other Means	1,376	2.16%
Worked at Home	2,012	3.15%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	12,225	
15 - 29 Minutes	22,613	
30 - 44 Minutes	13,540	
45 - 59 Minutes	6,464	
60 or more Minutes	7,175	
2018 Est. Avg Travel Time to Work in Minutes		31.8
2018 Est. Occupied Housing Units by Tenure	47,013	
Owner Occupied	34,456	73.29%
Renter Occupied	12,557	26.71%
2018 Owner Occ. HUs: Avg. Length of Residence		13.01
2018 Renter Occ. HUs: Avg. Length of Residence		5.59

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	47,013	
Value Less than \$20,000	906	2.63%
Value \$20,000 - \$39,999	668	1.94%
Value \$40,000 - \$59,999	664	1.93%
Value \$60,000 - \$79,999	1,213	3.52%
Value \$80,000 - \$99,999	2,293	6.66%
Value \$100,000 - \$149,999	6,799	19.73%
Value \$150,000 - \$199,999	7,683	22.30%
Value \$200,000 - \$299,999	8,341	24.21%
Value \$300,000 - \$399,999	2,944	8.54%
Value \$400,000 - \$499,999	1,567	4.55%
Value \$500,000 - \$749,999	934	2.71%
Value \$750,000 - \$999,999	236	0.69%
Value \$1,000,000 or \$1,499,999	116	0.34%
Value \$1,500,000 or \$1,999,999	30	0.09%
Value \$2,000,000+	61	0.18%
2018 Est. Median All Owner-Occupied Housing Value		\$179,672
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	37,336	73.73%
1 Unit Detached	1,165	2.30%
2 Units	615	1.21%
3 or 4 Units	854	1.69%
5 to 19 Units	3,365	6.65%
20 to 49 Units	1,807	3.57%
50 or More Units	1,206	2.38%
Mobile Home or Trailer	4,083	8.06%
Boat, RV, Van, etc.	207	0.41%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	5,966	11.78%
Housing Units Built 2010 to 2014	1,884	3.72%
Housing Units Built 2000 to 2009	17,157	33.88%
Housing Units Built 1990 to 1999	6,689	13.21%
Housing Units Built 1980 to 1989	5,893	11.64%
Housing Units Built 1970 to 1979	6,977	13.78%
Housing Units Built 1960 to 1969	3,245	6.41%
Housing Units Built 1950 to 1959	1,783	3.52%
Housing Units Built 1940 to 1949	528	1.04%
Housing Unit Built 1939 or Earlier	516	1.02%
2018 Est. Median Year Structure Built		2000

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.

 TheRetailCoach®



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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