



TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

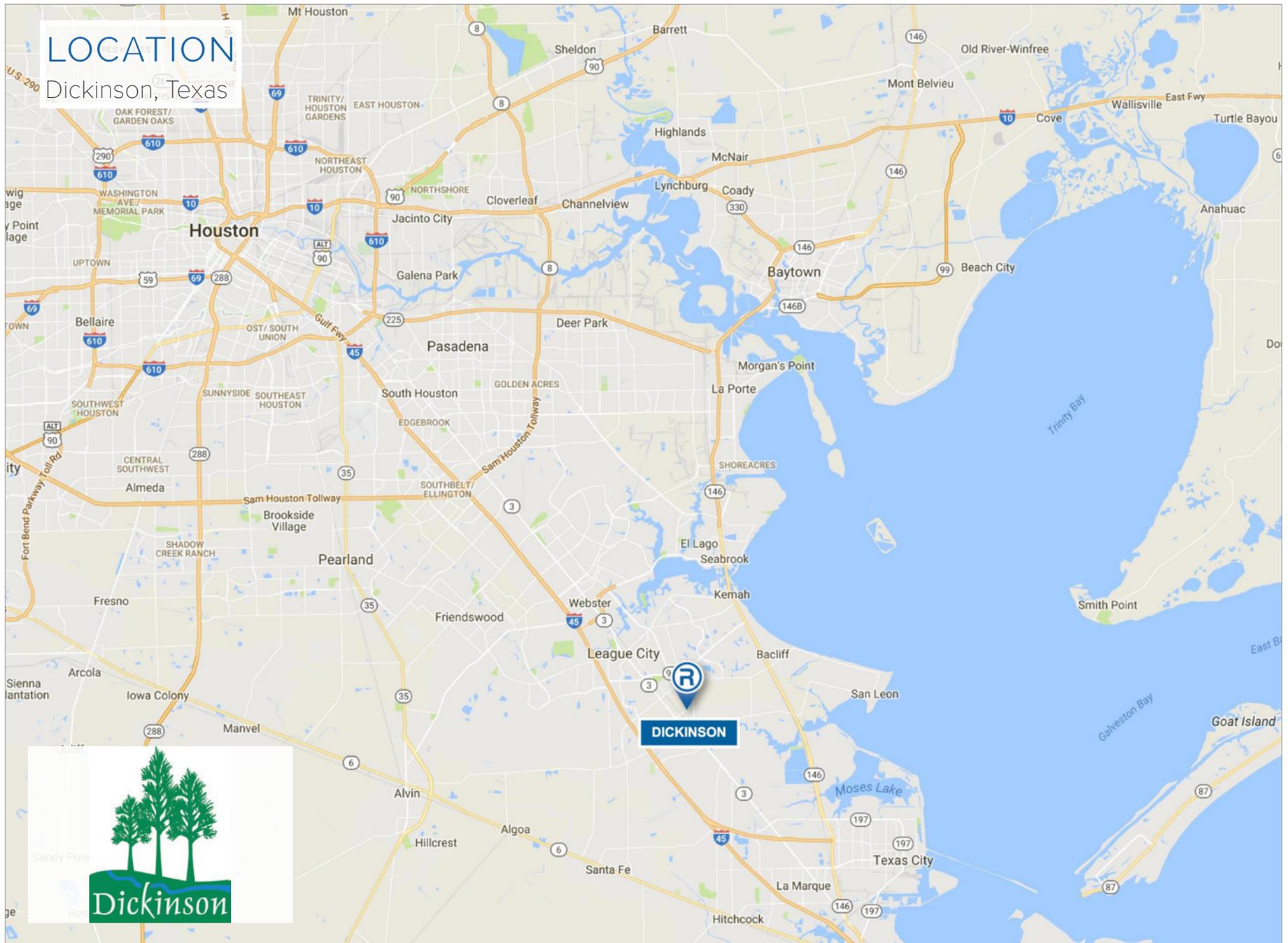
Dickinson, Texas

Prepared for
Dickinson Economic Development Corporation
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LOCATION

Dickinson, Texas



CONTACT

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DESCRIPTION	DATA	%
Population		
2023 Projection	24,060	
2018 Estimate	22,313	
2010 Census	18,680	
2000 Census	15,685	
Growth 2018 - 2023		7.83%
Growth 2010 - 2018		19.45%
Growth 2000 - 2010		19.10%
2018 Est. Population by Single-Classification Race	22,313	
White Alone	15,315	68.64%
Black or African American Alone	2,831	12.69%
Amer. Indian and Alaska Native Alone	127	0.57%
Asian Alone	599	2.69%
Native Hawaiian and Other Pacific Island Alone	14	0.06%
Some Other Race Alone	2,612	11.71%
Two or More Races	815	3.65%
2018 Est. Population by Hispanic or Latino Origin	22,313	
Not Hispanic or Latino	14,460	64.81%
Hispanic or Latino	7,853	35.20%
Mexican	6,620	84.30%
Puerto Rican	150	1.91%
Cuban	40	0.51%
All Other Hispanic or Latino	1,043	13.28%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	7,853	
White Alone	4,750	60.49%
Black or African American Alone	79	1.01%
American Indian and Alaska Native Alone	44	0.56%
Asian Alone	20	0.26%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	2,543	32.38%
Two or More Races	416	5.30%
2018 Est. Pop by Race, Asian Alone, by Category	599	
Chinese, except Taiwanese	130	21.70%
Filipino	168	28.05%
Japanese	1	0.17%
Asian Indian	104	17.36%
Korean	17	2.84%
Vietnamese	107	17.86%
Cambodian	64	10.68%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.17%
All Other Asian Races Including 2+ Category	7	1.17%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	22,313	
Arab	21	0.09%
Czech	108	0.48%
Danish	44	0.20%
Dutch	152	0.68%
English	1,012	4.54%
French (except Basque)	431	1.93%
French Canadian	62	0.28%
German	1,858	8.33%
Greek	27	0.12%
Hungarian	7	0.03%
Irish	1,010	4.53%
Italian	364	1.63%
Lithuanian	0	0.00%
United States or American	1,027	4.60%
Norwegian	53	0.24%
Polish	144	0.65%
Portuguese	0	0.00%
Russian	10	0.05%
Scottish	317	1.42%
Scotch-Irish	272	1.22%
Slovak	12	0.05%
Subsaharan African	183	0.82%
Swedish	180	0.81%
Swiss	37	0.17%
Ukrainian	4	0.02%
Welsh	47	0.21%
West Indian (except Hisp. groups)	38	0.17%
Other ancestries	10,980	49.21%
Ancestry Unclassified	3,913	17.54%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	14,675	71.19%
Speak Asian/Pacific Island Language at Home	413	2.00%
Speak IndoEuropean Language at Home	232	1.13%
Speak Spanish at Home	5,217	25.31%
Speak Other Language at Home	78	0.38%
2018 Est. Population by Age	22,313	
Age 0 - 4	1,698	7.61%
Age 5 - 9	1,693	7.59%
Age 10 - 14	1,679	7.53%
Age 15 - 17	951	4.26%
Age 18 - 20	843	3.78%
Age 21 - 24	1,074	4.81%
Age 25 - 34	3,096	13.88%
Age 35 - 44	3,140	14.07%
Age 45 - 54	2,643	11.85%
Age 55 - 64	2,610	11.70%
Age 65 - 74	1,800	8.07%
Age 75 - 84	810	3.63%
Age 85 and over	276	1.24%
Age 16 and over	16,928	75.87%
Age 18 and over	16,292	73.02%
Age 21 and over	15,449	69.24%
Age 65 and over	2,886	12.93%
2018 Est. Median Age		35.38
2018 Est. Average Age		36.60

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	22,313	
Male	11,041	49.48%
Female	11,272	50.52%
2018 Est. Male Population by Age	11,041	
Age 0 - 4	874	7.92%
Age 5 - 9	874	7.92%
Age 10 - 14	857	7.76%
Age 15 - 17	485	4.39%
Age 18 - 20	438	3.97%
Age 21 - 24	548	4.96%
Age 25 - 34	1,516	13.73%
Age 35 - 44	1,566	14.18%
Age 45 - 54	1,298	11.76%
Age 55 - 64	1,271	11.51%
Age 65 - 74	849	7.69%
Age 75 - 84	362	3.28%
Age 85 and over	103	0.93%
2018 Est. Median Age, Male		34.54
2018 Est. Average Age, Male		35.80

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	11,272	
Age 0 - 4	824	7.31%
Age 5 - 9	819	7.27%
Age 10 - 14	822	7.29%
Age 15 - 17	466	4.13%
Age 18 - 20	405	3.59%
Age 21 - 24	526	4.67%
Age 25 - 34	1,580	14.02%
Age 35 - 44	1,574	13.96%
Age 45 - 54	1,345	11.93%
Age 55 - 64	1,339	11.88%
Age 65 - 74	951	8.44%
Age 75 - 84	448	3.97%
Age 85 and over	173	1.54%
2018 Est. Median Age, Female		36.21
2018 Est. Average Age, Female		37.40
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,444	31.57%
Males, Never Married	3,016	17.49%
Females, Never Married	2,428	14.08%
Married, Spouse present	8,246	47.82%
Married, Spouse absent	994	5.77%
Widowed	814	4.72%
Males Widowed	206	1.20%
Females Widowed	608	3.53%
Divorced	1,745	10.12%
Males Divorced	691	4.01%
Females Divorced	1,054	6.11%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,242	8.6%
Some High School, no diploma	1,248	8.7%
High School Graduate (or GED)	3,723	25.9%
Some College, no degree	3,964	27.6%
Associate Degree	994	6.9%
Bachelor's Degree	2,267	15.8%
Master's Degree	588	4.1%
Professional School Degree	112	0.8%
Doctorate Degree	237	1.6%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,799	43.48%
High School Graduate	1,094	26.44%
Some College or Associate's Degree	881	21.29%
Bachelor's Degree or Higher	364	8.80%
Households		
2023 Projection	8,402	
2018 Estimate	7,818	
2010 Census	6,601	
2000 Census	5,638	
Growth 2018 - 2023		7.47%
Growth 2010 - 2018		18.44%
Growth 2000 - 2010		17.08%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	5,794	74.11%
Nonfamily Households	2,024	25.89%
2018 Est. Group Quarters Population	133	
2018 Households by Ethnicity, Hispanic/Latino	2,051	
2018 Est. Households by Household Income		
Income < \$15,000	601	7.69%
Income \$15,000 - \$24,999	686	8.78%
Income \$25,000 - \$34,999	560	7.16%
Income \$35,000 - \$49,999	859	10.99%
Income \$50,000 - \$74,999	1,085	13.88%
Income \$75,000 - \$99,999	1,239	15.85%
Income \$100,000 - \$124,999	956	12.23%
Income \$125,000 - \$149,999	699	8.94%
Income \$150,000 - \$199,999	628	8.03%
Income \$200,000 - \$249,999	230	2.94%
Income \$250,000 - \$499,999	204	2.61%
Income \$500,000+	71	0.91%
2018 Est. Average Household Income		\$92,571
2018 Est. Median Household Income		\$77,411

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$82,352
Black or African American Alone		\$47,286
American Indian and Alaska Native Alone		\$120,573
Asian Alone		\$97,286
Native Hawaiian and Other Pacific Islander Alone		\$68,974
Some Other Race Alone		\$54,936
Two or More Races		\$57,603
Hispanic or Latino		\$58,891
Not Hispanic or Latino		\$84,688
2018 Est. Family HH Type by Presence of Own Child.	5,794	
Married-Couple Family, own children	1,835	31.67%
Married-Couple Family, no own children	2,301	39.71%
Male Householder, own children	279	4.82%
Male Householder, no own children	238	4.11%
Female Householder, own children	656	11.32%
Female Householder, no own children	485	8.37%
2018 Est. Households by Household Size	7,818	
1-person	1,600	20.47%
2-person	2,433	31.12%
3-person	1,467	18.76%
4-person	1,161	14.85%
5-person	652	8.34%
6-person	289	3.70%
7-or-more-person	216	2.76%
2018 Est. Average Household Size		2.84

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	7,818	
Households with 1 or More People under Age 18:	3,159	40.41%
Married-Couple Family	2,019	63.91%
Other Family, Male Householder	324	10.26%
Other Family, Female Householder	789	24.98%
Nonfamily, Male Householder	21	0.67%
Nonfamily, Female Householder	6	0.19%
Households with No People under Age 18:	4,659	59.59%
Married-Couple Family	2,118	45.46%
Other Family, Male Householder	193	4.14%
Other Family, Female Householder	353	7.58%
Nonfamily, Male Householder	1,011	21.70%
Nonfamily, Female Householder	984	21.12%
2018 Est. Households by Number of Vehicles	7,818	
No Vehicles	461	5.90%
1 Vehicle	1,987	25.42%
2 Vehicles	3,690	47.20%
3 Vehicles	1,127	14.42%
4 Vehicles	473	6.05%
5 or more Vehicles	80	1.02%
2018 Est. Average Number of Vehicles		1.9

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	6,233	
2018 Estimate	5,794	
2010 Census	4,877	
2000 Census	4,177	
Growth 2018 - 2023		7.58%
Growth 2010 - 2018		18.80%
Growth 2000 - 2010		16.76%
2018 Est. Families by Poverty Status	5,794	
2018 Families at or Above Poverty	5,282	91.16%
2018 Families at or Above Poverty with Children	2,511	43.34%
2018 Families Below Poverty	512	8.84%
2018 Families Below Poverty with Children	405	6.99%
2018 Est. Pop 16+ by Employment Status	16,928	
Civilian Labor Force, Employed	10,651	62.92%
Civilian Labor Force, Unemployed	816	4.82%
Armed Forces	43	0.25%
Not in Labor Force	5,418	32.01%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	10,720	
For-Profit Private Workers	7,785	72.62%
Non-Profit Private Workers	503	4.69%
Local Government Workers	171	1.60%
State Government Workers	548	5.11%
Federal Government Workers	887	8.27%
Self-Employed Workers	826	7.71%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	10,720	
Architect/Engineer	251	2.34%
Arts/Entertainment/Sports	80	0.75%
Building Grounds Maintenance	540	5.04%
Business/Financial Operations	390	3.64%
Community/Social Services	95	0.89%
Computer/Mathematical	211	1.97%
Construction/Extraction	910	8.49%
Education/Training/Library	652	6.08%
Farming/Fishing/Forestry	77	0.72%
Food Prep/Serving	456	4.25%
Health Practitioner/Technician	600	5.60%
Healthcare Support	406	3.79%
Maintenance Repair	405	3.78%
Legal	67	0.63%
Life/Physical/Social Science	80	0.75%
Management	1,049	9.79%
Office/Admin. Support	1,504	14.03%
Production	621	5.79%
Protective Services	274	2.56%
Sales/Related	1,186	11.06%
Personal Care/Service	381	3.55%
Transportation/Moving	485	4.52%
2018 Est. Pop 16+ by Occupation Classification	10,720	
Blue Collar	6,165	57.51%
White Collar	2,421	22.58%
Service and Farm	2,134	19.91%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	10,573	
Drove Alone	8,469	80.10%
Car Pooled	1,244	11.77%
Public Transportation	54	0.51%
Walked	222	2.10%
Bicycle	17	0.16%
Other Means	337	3.19%
Worked at Home	230	2.18%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,000	
15 - 29 Minutes	3,957	
30 - 44 Minutes	2,188	
45 - 59 Minutes	1,122	
60 or more Minutes	1,105	
2018 Est. Avg Travel Time to Work in Minutes		32
2018 Est. Occupied Housing Units by Tenure	7,818	
Owner Occupied	5,626	71.96%
Renter Occupied	2,192	28.04%
2018 Owner Occ. HUs: Avg. Length of Residence		14.6
2018 Renter Occ. HUs: Avg. Length of Residence		5.6

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	7,818	
Value Less than \$20,000	276	4.91%
Value \$20,000 - \$39,999	125	2.22%
Value \$40,000 - \$59,999	91	1.62%
Value \$60,000 - \$79,999	190	3.38%
Value \$80,000 - \$99,999	385	6.84%
Value \$100,000 - \$149,999	1,586	28.19%
Value \$150,000 - \$199,999	1,479	26.29%
Value \$200,000 - \$299,999	840	14.93%
Value \$300,000 - \$399,999	303	5.39%
Value \$400,000 - \$499,999	179	3.18%
Value \$500,000 - \$749,999	84	1.49%
Value \$750,000 - \$999,999	16	0.28%
Value \$1,000,000 or \$1,499,999	57	1.01%
Value \$1,500,000 or \$1,999,999	15	0.27%
Value \$2,000,000+	0	0.00%
2018 Est. Median All Owner-Occupied Housing Value		\$154,973
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	6,016	71.41%
1 Unit Detached	225	2.67%
2 Units	18	0.21%
3 or 4 Units	280	3.32%
5 to 19 Units	613	7.28%
20 to 49 Units	182	2.16%
50 or More Units	175	2.08%
Mobile Home or Trailer	909	10.79%
Boat, RV, Van, etc.	7	0.08%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	684	8.12%
Housing Units Built 2010 to 2014	146	1.73%
Housing Units Built 2000 to 2009	2,242	26.61%
Housing Units Built 1990 to 1999	964	11.44%
Housing Units Built 1980 to 1989	1,114	13.22%
Housing Units Built 1970 to 1979	1,804	21.41%
Housing Units Built 1960 to 1969	870	10.33%
Housing Units Built 1950 to 1959	446	5.29%
Housing Units Built 1940 to 1949	100	1.19%
Housing Unit Built 1939 or Earlier	55	0.65%
2018 Est. Median Year Structure Built		
		1988

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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