The**Retail**Coach®
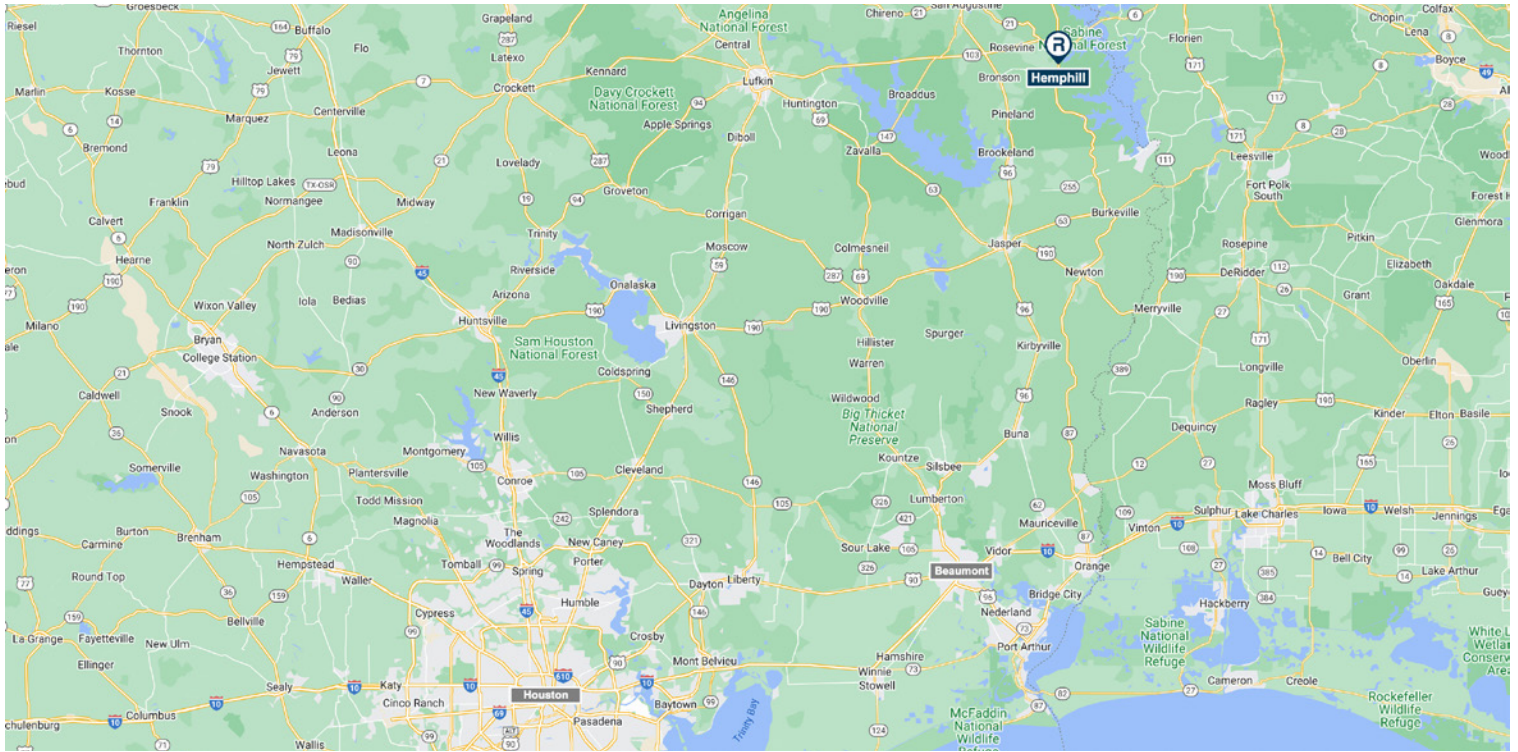
Community Demographic Profile

HEMPHILL, TEXAS

Prepared for City of Hemphill
April 2023

Community • Demographic Snapshot

Hemphill, Texas

Population

Year	
2020	1,029
2023	1,089
2028	1,100

Educational Attainment (%)

Graduate or Professional Degree	7.04%
Bachelors Degree	11.34%
Associate Degree	7.43%
Some College	20.99%
High School Graduate (GED)	37.68%
Some High School, No Degree	9.52%
Less than 9th Grade	6.00%

Income

Average HH	$63,988
Median HH	$40,408
Per Capita	$27,469

Age

0 - 9 Years	11.11%
10 - 17 Years	10.10%
18 - 24 Years	8.36%
25 - 34 Years	10.01%
35 - 44 Years	9.09%
45 - 54 Years	11.11%
55 - 64 Years	13.87%
65 and Older	26.35%
Median Age	46.31
Average Age	44.90

Race Distribution (%)

White	79.43%
Black/African American	10.01%
American Indian/Alaskan	0.37%
Asian	1.29%
Native Hawaiian/Islander	0.00%
Other Race	3.21%
Two or More Races	5.69%
Hispanic	7.07%

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Community • Demographic Profile

Hemphill, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	1,100	
2023 Estimate	1,089	
2020 Census	1,029	
2010 Census	1,202	
Growth 2023 - 2028		1.01%
Growth 2020 - 2023		5.83%
Growth 2010 - 2020		-14.38%
2023 Est. Population by Single-Classification Race	**1,089**	
White Alone	865	79.43%
Black or African American Alone	109	10.01%
Amer. Indian and Alaska Native Alone	4	0.37%
Asian Alone	14	1.29%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	35	3.21%
Two or More Races	62	5.69%
2023 Est. Population by Hispanic or Latino Origin	**1,089**	
Not Hispanic or Latino	1,012	92.93%
Hispanic or Latino	77	7.07%
Mexican	57	74.03%
Puerto Rican	0	0.00%
Cuban	0	0.00%
All Other Hispanic or Latino	20	25.97%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**77**	
White Alone	29	37.66%
Black or African American Alone	4	5.20%
American Indian and Alaska Native Alone	0	0.00%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	28	36.36%
Two or More Races	16	20.78%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	14	
Chinese, except Taiwanese	0	0.00%
Filipino	3	21.43%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	11	78.57%
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%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	979	95.33%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak IndoEuropean Language at Home	3	0.29%
Speak Spanish at Home	45	4.38%
Speak Other Language at Home	0	0.00%

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Hemphill, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**1,089**	
Age 0 - 4	62	5.69%
Age 5 - 9	59	5.42%
Age 10 - 14	65	5.97%
Age 15 - 17	45	4.13%
Age 18 - 20	41	3.77%
Age 21 - 24	50	4.59%
Age 25 - 34	109	10.01%
Age 35 - 44	99	9.09%
Age 45 - 54	121	11.11%
Age 55 - 64	151	13.87%
Age 65 - 74	110	10.10%
Age 75 - 84	107	9.83%
Age 85 and over	70	6.43%
Age 16 and over	887	81.45%
Age 18 and over	858	78.79%
Age 21 and over	817	75.02%
Age 65 and over	287	26.35%
2023 Est. Median Age		46.31
2023 Est. Average Age		44.90
2023 Est. Population by Sex	**1,089**	
Male	510	46.83%
Female	579	53.17%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**510**	
Age 0 - 4	32	6.28%
Age 5 - 9	31	6.08%
Age 10 - 14	30	5.88%
Age 15 - 17	22	4.31%
Age 18 - 20	20	3.92%
Age 21 - 24	24	4.71%
Age 25 - 34	53	10.39%
Age 35 - 44	47	9.22%
Age 45 - 54	56	10.98%
Age 55 - 64	76	14.90%
Age 65 - 74	50	9.80%
Age 75 - 84	48	9.41%
Age 85 and over	21	4.12%
2023 Est. Median Age, Male		44.19
2023 Est. Average Age, Male		43.20
2023 Est. Female Population by Age	**579**	
Age 0 - 4	30	5.18%
Age 5 - 9	28	4.84%
Age 10 - 14	35	6.04%
Age 15 - 17	23	3.97%
Age 18 - 20	21	3.63%
Age 21 - 24	26	4.49%
Age 25 - 34	56	9.67%
Age 35 - 44	52	8.98%
Age 45 - 54	65	11.23%
Age 55 - 64	75	12.95%
Age 65 - 74	60	10.36%
Age 75 - 84	59	10.19%
Age 85 and over	49	8.46%
2023 Est. Median Age, Female		48.04
2023 Est. Average Age, Female		46.50

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Hemphill, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	201	22.26%
Males, Never Married	95	10.52%
Females, Never Married	106	11.74%
Married, Spouse present	417	46.18%
Married, Spouse absent	55	6.09%
Widowed	101	11.19%
Males Widowed	15	1.66%
Females Widowed	86	9.52%
Divorced	129	14.29%
Males Divorced	67	7.42%
Females Divorced	62	6.87%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	46	6.00%
Some High School, no diploma	73	9.52%
High School Graduate (or GED)	289	37.68%
Some College, no degree	161	20.99%
Associate Degree	57	7.43%
Bachelor's Degree	87	11.34%
Master's Degree	50	6.52%
Professional School Degree	4	0.52%
Doctorate Degree	0	0.00%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	7	17.95%
High School Graduate	8	20.51%
Some College or Associate's Degree	24	61.54%
Bachelor's Degree or Higher	0	0.00%
Households		
2028 Projection	440	
2023 Estimate	428	
2020 Census	398	
2010 Census	460	
Growth 2023 - 2028		2.80%
Growth 2020 - 2023		7.54%
Growth 2010 - 2020		-13.47%
2023 Est. Households by Household Type	428	
Family Households	288	67.29%
Nonfamily Households	140	32.71%
2023 Est. Group Quarters Population	92	
2023 Households by Ethnicity, Hispanic/Latino	19	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	428	
Income < $15,000	69	16.12%
Income $15,000 - $24,999	53	12.38%
Income $25,000 - $34,999	63	14.72%
Income $35,000 - $49,999	71	16.59%
Income $50,000 - $74,999	49	11.45%
Income $75,000 - $99,999	33	7.71%
Income $100,000 - $124,999	23	5.37%
Income $125,000 - $149,999	19	4.44%
Income $150,000 - $199,999	31	7.24%
Income $200,000 - $249,999	13	3.04%
Income $250,000 - $499,999	4	0.94%
Income $500,000+	0	0.00%
2023 Est. Average Household Income		$63,988
2023 Est. Median Household Income		$40,408
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$42,993
Black or African American Alone		$10,459
American Indian and Alaska Native Alone		$62,894
Asian Alone		$200,001
Native Hawaiian and Other Pacific Islander Alone		$0
Some Other Race Alone		$32,410
Two or More Races		$100,000
Hispanic or Latino		$32,695
Not Hispanic or Latino		$41,080
2023 Est. Family HH Type by Presence of Own Child.	288	
Married-Couple Family, own children	77	26.74%
Married-Couple Family, no own children	126	43.75%
Male Householder, own children	12	4.17%
Male Householder, no own children	9	3.12%
Female Householder, own children	35	12.15%
Female Householder, no own children	29	10.07%
2023 Est. Households by Household Size	428	
1-person	128	29.91%
2-person	156	36.45%
3-person	58	13.55%
4-person	46	10.75%
5-person	30	7.01%
6-person	10	2.34%
7-or-more-person	0	0.00%
2023 Est. Average Household Size		2.33

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**428**	
Households with 1 or More People under Age 18:	148	34.58%
Married-Couple Family	86	58.11%
Other Family, Male Householder	17	11.49%
Other Family, Female Householder	42	28.38%
Nonfamily, Male Householder	1	0.68%
Nonfamily, Female Householder	2	1.35%
Households with No People under Age 18:	**280**	
Married-Couple Family	116	41.43%
Other Family, Male Householder	5	1.79%
Other Family, Female Householder	22	7.86%
Nonfamily, Male Householder	57	20.36%
Nonfamily, Female Householder	80	28.57%
2023 Est. Households by Number of Vehicles	**428**	
No Vehicles	29	6.78%
1 Vehicle	149	34.81%
2 Vehicles	151	35.28%
3 Vehicles	76	17.76%
4 Vehicles	15	3.50%
5 or more Vehicles	8	1.87%
2023 Est. Average Number of Vehicles		1.8
Family Households		
2028 Projection	297	
2023 Estimate	288	
2010 Census	310	
Growth 2023 - 2028		3.12%
Growth 2010 - 2023		-7.9%
2023 Est. Families by Poverty Status	**288**	
2023 Families at or Above Poverty	239	82.99%
2023 Families at or Above Poverty with Children	94	32.64%
2023 Families Below Poverty	49	17.01%
2023 Families Below Poverty with Children	14	4.86%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	280	31.57%
Civilian Labor Force, Unemployed	8	0.90%
Armed Forces	0	0.00%
Not in Labor Force	599	67.53%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**413**	
For-Profit Private Workers	264	63.92%
Non-Profit Private Workers	14	3.39%
Local Government Workers	34	8.23%
State Government Workers	48	11.62%
Federal Government Workers	32	7.75%
Self-Employed Workers	19	4.60%
Unpaid Family Workers	2	0.48%
2023 Est. Civ. Employed Pop 16+ by Occupation	**413**	
Architect/Engineer	0	0.00%
Arts/Entertainment/Sports	0	0.00%
Building Grounds Maintenance	2	0.48%
Business/Financial Operations	19	4.60%
Community/Social Services	8	1.94%
Computer/Mathematical	0	0.00%
Construction/Extraction	15	3.63%
Education/Training/Library	33	7.99%
Farming/Fishing/Forestry	3	0.73%
Food Prep/Serving	46	11.14%
Health Practitioner/Technician	26	6.29%
Healthcare Support	37	8.96%
Maintenance Repair	27	6.54%
Legal	0	0.00%
Life/Physical/Social Science	0	0.00%
Management	10	2.42%
Office/Admin. Support	75	18.16%
Production	20	4.84%
Protective Services	34	8.23%
Sales/Related	23	5.57%
Personal Care/Service	9	2.18%
Transportation/Moving	26	6.29%
2023 Est. Pop 16+ by Occupation Classification	**413**	
White Collar	194	46.97%
Blue Collar	88	21.31%
Service and Farm	131	31.72%
2023 Est. Workers Age 16+ by Transp. to Work	**397**	
Drove Alone	364	91.69%
Car Pooled	11	2.77%
Public Transportation	1	0.25%
Walked	10	2.52%
Bicycle	0	0.00%
Other Means	2	0.50%
Worked at Home	9	2.27%

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Hemphill, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	190	
15 - 29 Minutes	44	
30 - 44 Minutes	68	
45 - 59 Minutes	27	
60 or more Minutes	62	
2023 Est. Avg Travel Time to Work in Minutes		29
2023 Est. Occupied Housing Units by Tenure	428	
Owner Occupied	316	73.83%
Renter Occupied	112	26.17%
2023 Owner Occ. HUs: Avg. Length of Residence		17.90†
2023 Renter Occ. HUs: Avg. Length of Residence		6.80†
2023 Est. Owner-Occupied Housing Units by Value	**428**	
Value Less than $20,000	20	6.33%
Value $20,000 - $39,999	24	7.59%
Value $40,000 - $59,999	34	10.76%
Value $60,000 - $79,999	19	6.01%
Value $80,000 - $99,999	26	8.23%
Value $100,000 - $149,999	51	16.14%
Value $150,000 - $199,999	34	10.76%
Value $200,000 - $299,999	57	18.04%
Value $300,000 - $399,999	12	3.80%
Value $400,000 - $499,999	11	3.48%
Value $500,000 - $749,999	15	4.75%
Value $750,000 - $999,999	5	1.58%
Value $1,000,000 or $1,499,999	6	1.90%
Value $1,500,000 or $1,999,999	2	0.63%
Value $2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		$132,292
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	351	65.12%
1 Unit Attached	3	0.56%
2 Units	16	2.97%
3 or 4 Units	19	3.52%
5 to 19 Units	17	3.15%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	133	24.67%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	38	7.05%
Housing Units Built 2010 to 2014	14	2.60%
Housing Units Built 2000 to 2009	33	6.12%
Housing Units Built 1990 to 1999	100	18.55%
Housing Units Built 1980 to 1989	86	15.96%
Housing Units Built 1970 to 1979	101	18.74%
Housing Units Built 1960 to 1969	61	11.32%
Housing Units Built 1950 to 1959	39	7.24%
Housing Units Built 1940 to 1949	35	6.49%
Housing Unit Built 1939 or Earlier	32	5.94%
2023 Est. Median Year Structure Built		1980

† Years

The**Retail**Coach.

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.

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.

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