



The **Retail** Coach.®

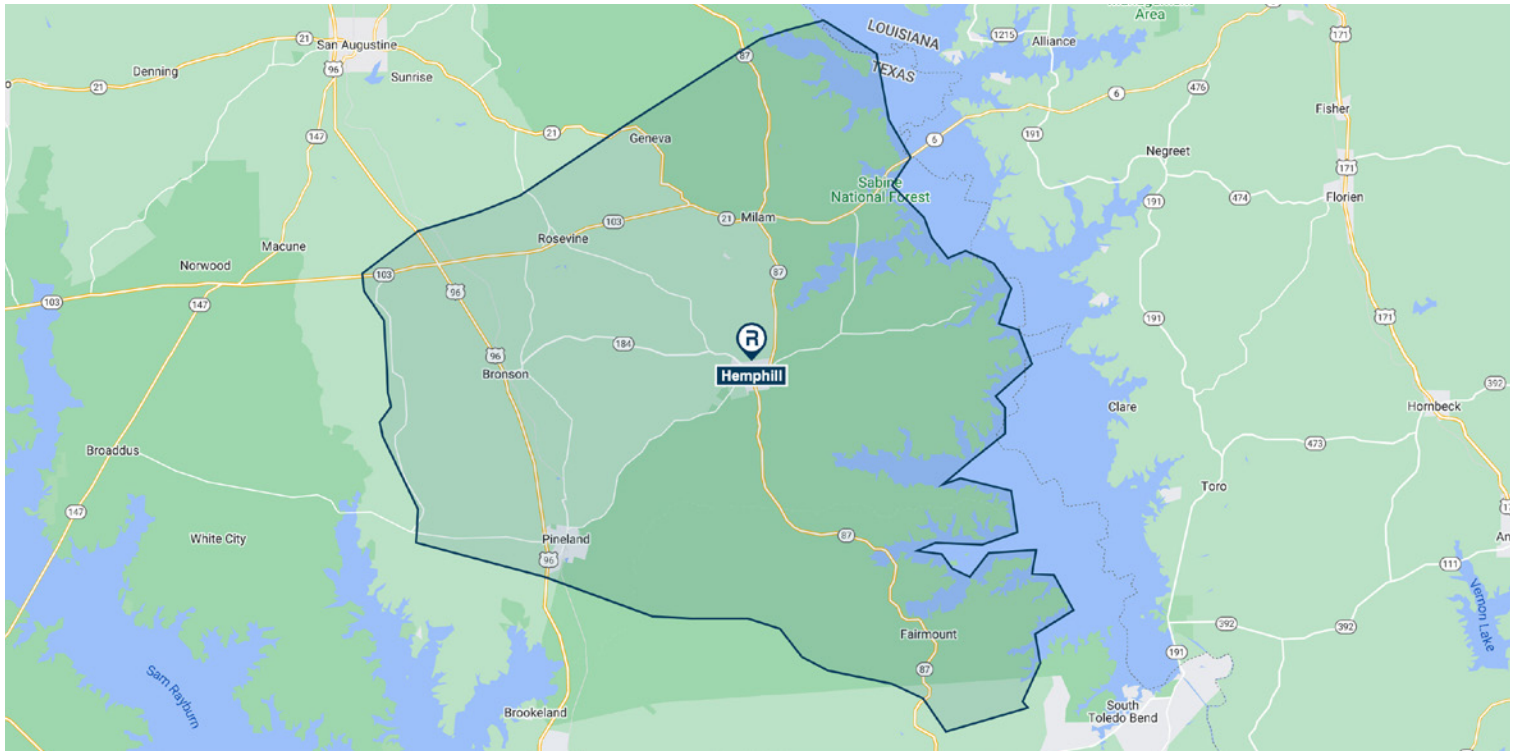
Retail Trade Area Demographic Profile

HEMPHILL, TEXAS

Prepared for City of Hemphill
April 2023

Retail Trade Area • Demographic Snapshot

Hemphill, Texas



Population

2020	9,218
2023	9,245

Educational Attainment (%)

Graduate or Professional Degree	6.96%
Bachelors Degree	10.19%
Associate Degree	8.08%
Some College	25.41%
High School Graduate (GED)	34.92%
Some High School, No Degree	11.61%
Less than 9th Grade	2.81%

Income

Average HH	\$71,601
Median HH	\$46,020
Per Capita	\$32,422

Age

0 - 9 Years	9.32%
10 - 17 Years	7.96%
18 - 24 Years	6.42%
25 - 34 Years	8.76%
35 - 44 Years	8.57%
45 - 54 Years	9.52%
55 - 64 Years	16.51%
65 and Older	32.93%
Median Age	54.53
Average Age	48.59

Race Distribution (%)

White	84.24%
Black/African American	6.41%
American Indian/Alaskan	0.58%
Asian	0.50%
Native Hawaiian/Islander	0.00%
Other Race	1.69%
Two or More Races	6.60%
Hispanic	4.87%



Thad Smith

City of Hemphill
City Manager

211 Starr Street
PO Box 788
Hemphill, Texas 75948

Phone 409.787.2251
Cell 936.201.5966
Fax 409.787.2259

TSmith@CityofHemphill.com
www.CityofHemphill.com

Aaron Farmer

The Retail Coach, LLC
President

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



Retail Trade Area • Demographic Profile

Hemphill, Texas

DESCRIPTION	DATA	%
Population		
2023 Estimate	9,245	
2020 Census	9,218	
Growth 2020 - 2023		0.29%
2023 Est. Population by Single-Classification Race	9,245	
White Alone	7,788	84.24%
Black or African American Alone	593	6.41%
Amer. Indian and Alaska Native Alone	54	0.58%
Asian Alone	46	0.50%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	156	1.69%
Two or More Races	610	6.60%
2023 Est. Population by Hispanic or Latino Origin	9,245	
Not Hispanic or Latino	8,795	95.13%
Hispanic or Latino	450	4.87%
Mexican	390	86.67%
Puerto Rican	0	0.00%
Cuban	0	0.00%
All Other Hispanic or Latino	60	13.33%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	450	
White Alone	141	31.33%
Black or African American Alone	12	2.67%
American Indian and Alaska Native Alone	0	0.00%
Asian Alone	1	0.22%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	115	25.56%
Two or More Races	180	40.00%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	46	
Chinese, except Taiwanese	0	0.00%
Filipino	10	21.74%
Japanese	0	0.00%
Asian Indian	1	2.17%
Korean	0	0.00%
Vietnamese	36	78.26%
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%

DESCRIPTION	DATA	%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	8,505	96.61%
Speak Asian/Pacific Island Language at Home	14	0.16%
Speak IndoEuropean Language at Home	11	0.13%
Speak Spanish at Home	255	2.90%
Speak Other Language at Home	18	0.20%

Retail Trade Area • Demographic Profile

Hemphill, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	9,245	
Age 0 - 4	442	4.78%
Age 5 - 9	420	4.54%
Age 10 - 14	443	4.79%
Age 15 - 17	293	3.17%
Age 18 - 20	260	2.81%
Age 21 - 24	334	3.61%
Age 25 - 34	810	8.76%
Age 35 - 44	792	8.57%
Age 45 - 54	880	9.52%
Age 55 - 64	1,526	16.51%
Age 65 - 74	1,651	17.86%
Age 75 - 84	1,030	11.14%
Age 85 and over	364	3.94%
Age 16 and over	7,844	84.85%
Age 18 and over	7,647	82.71%
Age 21 and over	7,387	79.90%
Age 65 and over	3,044	32.93%
2023 Est. Median Age		54.53
2023 Est. Average Age		48.59
2023 Est. Population by Sex	9,245	
Male	4,568	49.41%
Female	4,677	50.59%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	4,568	
Age 0 - 4	232	5.08%
Age 5 - 9	219	4.79%
Age 10 - 14	216	4.73%
Age 15 - 17	140	3.06%
Age 18 - 20	125	2.74%
Age 21 - 24	161	3.52%
Age 25 - 34	406	8.89%
Age 35 - 44	387	8.47%
Age 45 - 54	425	9.30%
Age 55 - 64	757	16.57%
Age 65 - 74	841	18.41%
Age 75 - 84	525	11.49%
Age 85 and over	135	2.96%
2023 Est. Median Age, Male		54.51
2023 Est. Average Age, Male		48.16
2023 Est. Female Population by Age	4,677	
Age 0 - 4	210	4.49%
Age 5 - 9	201	4.30%
Age 10 - 14	227	4.85%
Age 15 - 17	154	3.29%
Age 18 - 20	135	2.89%
Age 21 - 24	173	3.70%
Age 25 - 34	404	8.64%
Age 35 - 44	405	8.66%
Age 45 - 54	456	9.75%
Age 55 - 64	769	16.44%
Age 65 - 74	810	17.32%
Age 75 - 84	505	10.80%
Age 85 and over	229	4.90%
2023 Est. Median Age, Female		54.54
2023 Est. Average Age, Female		48.97

Retail Trade Area • Demographic Profile

Hemphill, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,355	17.07%
Males, Never Married	733	9.23%
Females, Never Married	623	7.85%
Married, Spouse present	4,458	56.15%
Married, Spouse absent	347	4.37%
Widowed	924	11.64%
Males Widowed	221	2.78%
Females Widowed	703	8.85%
Divorced	855	10.77%
Males Divorced	408	5.14%
Females Divorced	447	5.63%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	198	2.81%
Some High School, no diploma	819	11.61%
High School Graduate (or GED)	2,463	34.92%
Some College, no degree	1,792	25.41%
Associate Degree	570	8.08%
Bachelor's Degree	719	10.19%
Master's Degree	415	5.88%
Professional School Degree	76	1.08%
Doctorate Degree	0	0.00%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	30	12.77%
High School Graduate	102	43.40%
Some College or Associate's Degree	94	40.00%
Bachelor's Degree or Higher	9	3.83%
Households		
2023 Estimate	4,127	
2020 Census	4,101	
Growth 2020 - 2023		0.63%
2023 Est. Households by Household Type	4,127	
Family Households	2,819	68.31%
Nonfamily Households	1,308	31.69%
2023 Est. Group Quarters Population	131	
2023 Households by Ethnicity, Hispanic/Latino	107	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	4,127	
Income < \$15,000	490	11.87%
Income \$15,000 - \$24,999	585	14.18%
Income \$25,000 - \$34,999	549	13.30%
Income \$35,000 - \$49,999	574	13.91%
Income \$50,000 - \$74,999	662	16.04%
Income \$75,000 - \$99,999	394	9.55%
Income \$100,000 - \$124,999	282	6.83%
Income \$125,000 - \$149,999	195	4.72%
Income \$150,000 - \$199,999	180	4.36%
Income \$200,000 - \$249,999	89	2.16%
Income \$250,000 - \$499,999	85	2.06%
Income \$500,000+	42	1.02%
2023 Est. Average Household Income		\$71,601
2023 Est. Median Household Income		\$46,020
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$48,235
Black or African American Alone		\$25,000
American Indian and Alaska Native Alone		\$65,027
Asian Alone		\$200,001
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$38,249
Two or More Races		\$28,281
Hispanic or Latino		\$52,368
Not Hispanic or Latino		\$45,863
2023 Est. Family HH Type by Presence of Own Child.	2,819	
Married-Couple Family, own children	519	18.41%
Married-Couple Family, no own children	1,701	60.34%
Male Householder, own children	78	2.77%
Male Householder, no own children	95	3.37%
Female Householder, own children	201	7.13%
Female Householder, no own children	225	7.98%
2023 Est. Households by Household Size	4,127	
1-person	1,179	28.57%
2-person	1,978	47.93%
3-person	473	11.46%
4-person	275	6.66%
5-person	171	4.14%
6-person	29	0.70%
7-or-more-person	22	0.53%
2023 Est. Average Household Size		2.21

Retail Trade Area • Demographic Profile

Hemphill, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	4,127	
Households with 1 or More People under Age 18:	969	23.48%
Married-Couple Family	597	61.61%
Other Family, Male Householder	105	10.84%
Other Family, Female Householder	256	26.42%
Nonfamily, Male Householder	6	0.62%
Nonfamily, Female Householder	4	0.41%
Households with No People under Age 18:	3,158	
Married-Couple Family	1,621	51.33%
Other Family, Male Householder	68	2.15%
Other Family, Female Householder	169	5.35%
Nonfamily, Male Householder	666	21.09%
Nonfamily, Female Householder	633	20.04%
2023 Est. Households by Number of Vehicles	4,127	
No Vehicles	178	4.31%
1 Vehicle	1,263	30.60%
2 Vehicles	1,722	41.73%
3 Vehicles	725	17.57%
4 Vehicles	162	3.92%
5 or more Vehicles	77	1.87%
2023 Est. Average Number of Vehicles		2.0
Family Households		
2023 Estimate	2,819	
2023 Est. Families by Poverty Status	2,819	
2023 Families at or Above Poverty	2,373	84.18%
2023 Families at or Above Poverty with Children	641	22.74%
2023 Families Below Poverty	446	15.82%
2023 Families Below Poverty with Children	189	6.70%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	2,873	36.63%
Civilian Labor Force, Unemployed	282	3.60%
Armed Forces	0	0.00%
Not in Labor Force	4,689	59.78%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	2,807	
For-Profit Private Workers	1,902	67.76%
Non-Profit Private Workers	133	4.74%
Local Government Workers	85	3.03%
State Government Workers	161	5.74%
Federal Government Workers	314	11.19%
Self-Employed Workers	193	6.88%
Unpaid Family Workers	17	0.61%
2023 Est. Civ. Employed Pop 16+ by Occupation	2,807	
Architect/Engineer	8	0.28%
Arts/Entertainment/Sports	3	0.11%
Building Grounds Maintenance	67	2.39%
Business/Financial Operations	90	3.21%
Community/Social Services	45	1.60%
Computer/Mathematical	3	0.11%
Construction/Extraction	191	6.80%
Education/Training/Library	181	6.45%
Farming/Fishing/Forestry	28	1.00%
Food Prep/Serving	141	5.02%
Health Practitioner/Technician	181	6.45%
Healthcare Support	125	4.45%
Maintenance Repair	181	6.45%
Legal	6	0.21%
Life/Physical/Social Science	11	0.39%
Management	100	3.56%
Office/Admin. Support	434	15.46%
Production	231	8.23%
Protective Services	135	4.81%
Sales/Related	354	12.61%
Personal Care/Service	87	3.10%
Transportation/Moving	205	7.30%
2023 Est. Pop 16+ by Occupation Classification	2,807	
White Collar	1,417	50.48%
Blue Collar	807	28.75%
Service and Farm	583	20.77%
2023 Est. Workers Age 16+ by Transp. to Work	2,652	
Drove Alone	2,377	89.63%
Car Pooled	108	4.07%
Public Transportation	1	0.04%
Walked	60	2.26%
Bicycle	0	0.00%
Other Means	33	1.24%
Worked at Home	72	2.71%

Retail Trade Area • Demographic Profile

Hemphill, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,085	
15 - 29 Minutes	641	
30 - 44 Minutes	277	
45 - 59 Minutes	315	
60 or more Minutes	271	
2023 Est. Avg Travel Time to Work in Minutes		27
2023 Est. Occupied Housing Units by Tenure	4,127	
Owner Occupied	3,572	86.55%
Renter Occupied	555	13.45%
2023 Owner Occ. HUs: Avg. Length of Residence		17.86 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		7.92 [†]
2023 Est. Owner-Occupied Housing Units by Value	4,127	
Value Less than \$20,000	175	4.90%
Value \$20,000 - \$39,999	280	7.84%
Value \$40,000 - \$59,999	352	9.85%
Value \$60,000 - \$79,999	230	6.44%
Value \$80,000 - \$99,999	249	6.97%
Value \$100,000 - \$149,999	624	17.47%
Value \$150,000 - \$199,999	304	8.51%
Value \$200,000 - \$299,999	580	16.24%
Value \$300,000 - \$399,999	256	7.17%
Value \$400,000 - \$499,999	129	3.61%
Value \$500,000 - \$749,999	214	5.99%
Value \$750,000 - \$999,999	110	3.08%
Value \$1,000,000 or \$1,499,999	50	1.40%
Value \$1,500,000 or \$1,999,999	4	0.11%
Value \$2,000,000+	16	0.45%
2023 Est. Median All Owner-Occupied Housing Value		\$138,468
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	4,043	57.01%
1 Unit Attached	53	0.75%
2 Units	56	0.79%
3 or 4 Units	37	0.52%
5 to 19 Units	23	0.32%
20 to 49 Units	1	0.01%
50 or More Units	0	0.00%
Mobile Home or Trailer	2,880	40.61%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	288	4.06%
Housing Units Built 2010 to 2014	250	3.52%
Housing Units Built 2000 to 2009	714	10.07%
Housing Units Built 1990 to 1999	1,493	21.05%
Housing Units Built 1980 to 1989	1,385	19.53%
Housing Units Built 1970 to 1979	1,343	18.94%
Housing Units Built 1960 to 1969	774	10.91%
Housing Units Built 1950 to 1959	442	6.23%
Housing Units Built 1940 to 1949	195	2.75%
Housing Unit Built 1939 or Earlier	210	2.96%
2023 Est. Median Year Structure Built		1984

[†] Years

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.