



The**Retail**Coach®

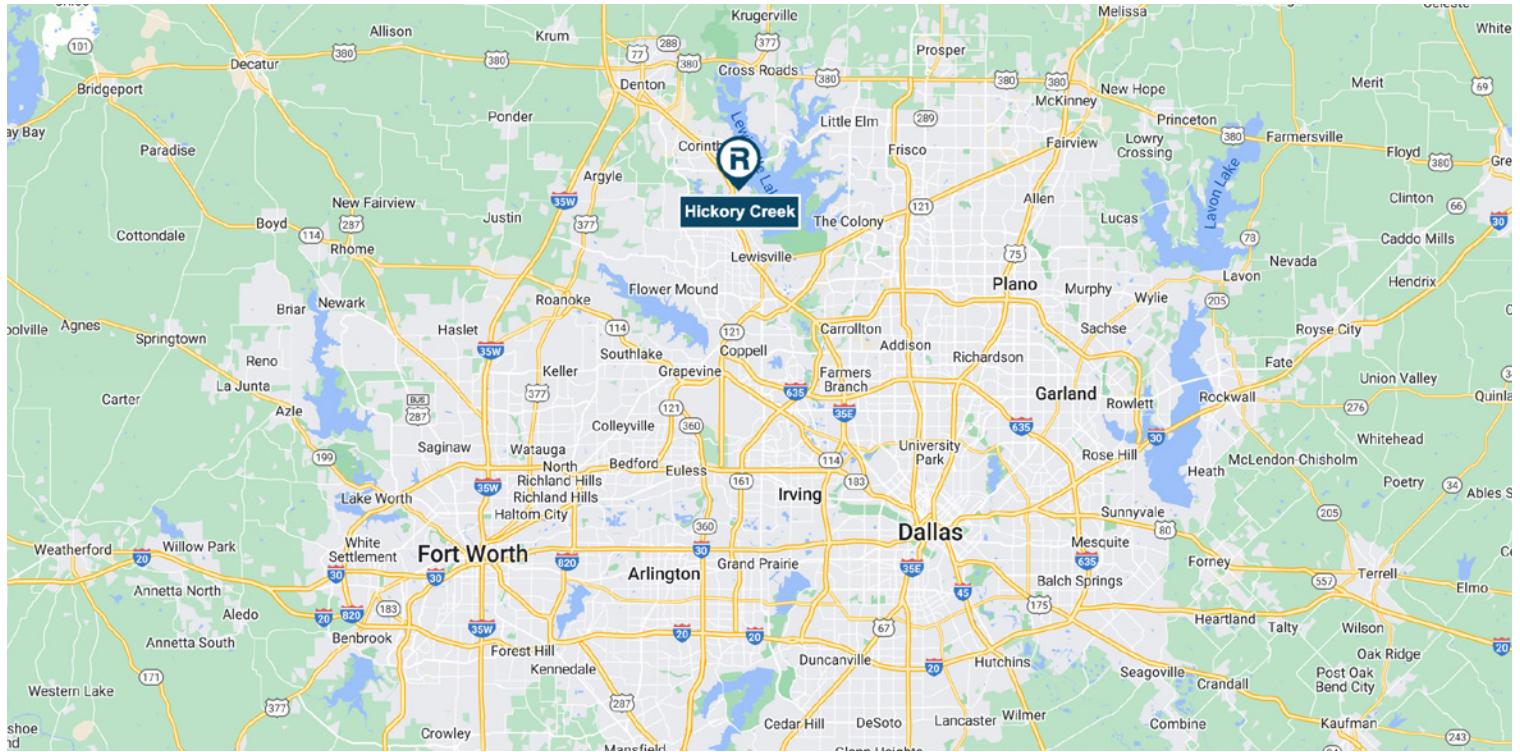
Community Demographic Profile

HICKORY CREEK, TEXAS

Prepared for Hickory Creek Economic Development Corporation
November 2023

Community • Demographic Snapshot

Hickory Creek, Texas



Population

2020	4,718	0 - 9 Years	11.90%
2023	5,360	10 - 17 Years	10.81%
2028	6,091	18 - 24 Years	7.92%

Educational Attainment (%)

Graduate or Professional Degree	15.19%	25 - 34 Years	11.22%
Bachelors Degree	25.65%	35 - 44 Years	11.90%
Associate Degree	8.03%	45 - 54 Years	14.46%
Some College	24.32%	55 - 64 Years	14.46%
High School Graduate (or GED)	17.03%	65 and Older	17.34%
Some High School, No Degree	7.34%	Median Age	42.02
Less than 9th Grade	2.44%	Average Age	40.70

Income

Average HH	\$179,873	White	72.67%
Median HH	\$122,892	Black/African American	4.99%
Per Capita	\$61,613	American Indian/Alaskan	1.15%
		Asian	5.12%
		Native Hawaiian/Islander	0.04%
		Other Race	4.58%
		Two or More Races	11.45%
		Hispanic	17.34%



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Community • Demographic Profile

Hickory Creek, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	6,091	
2023 Estimate	5,360	
2020 Census	4,718	
2010 Census	3,788	
Growth 2023 - 2028		13.64%
Growth 2020 - 2023		13.61%
Growth 2010 - 2020		24.55%
2023 Est. Population by Single-Classification Race	5,360	
White Alone	3,895	72.68%
Black or African American Alone	268	4.99%
Amer. Indian and Alaska Native Alone	62	1.16%
Asian Alone	274	5.12%
Native Hawaiian and Other Pacific Island Alone	2	0.04%
Some Other Race Alone	245	4.58%
Two or More Races	614	11.45%
2023 Est. Population by Hispanic or Latino Origin	5,360	
Not Hispanic or Latino	4,430	82.66%
Hispanic or Latino	930	17.34%
Mexican	441	47.44%
Puerto Rican	43	4.64%
Cuban	0	0.00%
All Other Hispanic or Latino	445	47.92%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	930	
White Alone	259	27.82%
Black or African American Alone	17	1.78%
American Indian and Alaska Native Alone	30	3.21%
Asian Alone	3	0.36%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	232	24.97%
Two or More Races	389	41.86%
2023 Est. Pop by Race, Asian Alone, by Category	274	
Chinese, except Taiwanese	0	0.00%
Filipino	54	19.76%
Japanese	3	1.21%
Asian Indian	111	40.32%
Korean	35	12.90%
Vietnamese	45	16.53%
Cambodian	20	7.26%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	6	2.02%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	5,360	
Arab	0	0.00%
Czech	20	0.37%
Danish	3	0.06%
Dutch	23	0.43%
English	580	10.83%
French (except Basque)	87	1.63%
French Canadian	8	0.14%
German	605	11.28%
Greek	18	0.33%
Hungarian	0	0.00%
Irish	367	6.85%
Italian	52	0.97%
Lithuanian	8	0.14%
United States or American	193	3.61%
Norwegian	43	0.80%
Polish	161	3.01%
Portuguese	11	0.21%
Russian	28	0.52%
Scottish	129	2.41%
Scotch-Irish	11	0.21%
Slovak	0	0.00%
Subsaharan African	50	0.93%
Swedish	34	0.64%
Swiss	2	0.04%
Ukrainian	1	0.02%
Welsh	71	1.32%
West Indian (except Hisp. groups)	18	0.33%
Other ancestries	2,149	40.09%
Ancestry Unclassified	688	12.83%
2023 Est. Pop Age 5+ by Language Spoken At Home	5,073	
Speak Only English at Home	4,283	84.44%
Speak Asian/Pacific Island Language at Home	127	2.51%
Speak IndoEuropean Language at Home	63	1.24%
Speak Spanish at Home	575	11.33%
Speak Other Language at Home	24	0.48%

Community • Demographic Profile

Hickory Creek, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	5,360	
Age 0 - 4	287	5.36%
Age 5 - 9	350	6.54%
Age 10 - 14	355	6.62%
Age 15 - 17	224	4.19%
Age 18 - 20	191	3.57%
Age 21 - 24	233	4.35%
Age 25 - 34	601	11.22%
Age 35 - 44	638	11.90%
Age 45 - 54	775	14.46%
Age 55 - 64	775	14.46%
Age 65 - 74	591	11.03%
Age 75 - 84	287	5.36%
Age 85 and over	51	0.95%
Age 16 and over	4,294	80.12%
Age 18 and over	4,143	77.29%
Age 21 and over	3,952	73.73%
Age 65 and over	930	17.34%
2023 Est. Median Age		42.02
2023 Est. Average Age		40.70
2023 Est. Population by Sex	5,360	
Male	2,654	49.52%
Female	2,706	50.49%
2023 Est. Male Population by Age	2,654	
Age 0 - 4	147	5.54%
Age 5 - 9	178	6.71%
Age 10 - 14	182	6.87%
Age 15 - 17	116	4.37%
Age 18 - 20	99	3.75%
Age 21 - 24	119	4.50%
Age 25 - 34	295	11.12%
Age 35 - 44	307	11.58%
Age 45 - 54	387	14.58%
Age 55 - 64	396	14.91%
Age 65 - 74	276	10.41%
Age 75 - 84	130	4.92%
Age 85 and over	20	0.75%
2023 Est. Median Age, Male		41.36
2023 Est. Average Age, Male		40.00
2023 Est. Female Population by Age	2,706	
Age 0 - 4	140	5.19%
Age 5 - 9	172	6.37%
Age 10 - 14	172	6.37%
Age 15 - 17	108	4.00%
Age 18 - 20	92	3.39%
Age 21 - 24	114	4.21%
Age 25 - 34	306	11.32%
Age 35 - 44	331	12.21%
Age 45 - 54	388	14.34%
Age 55 - 64	379	14.01%
Age 65 - 74	315	11.64%
Age 75 - 84	157	5.80%
Age 85 and over	31	1.14%
2023 Est. Median Age, Female		42.62
2023 Est. Average Age, Female		41.30

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,028	23.54%
Males, Never Married	589	13.49%
Females, Never Married	439	10.05%
Married, Spouse present	2,482	56.82%
Married, Spouse absent	231	5.29%
Widowed	115	2.63%
Males Widowed	23	0.53%
Females Widowed	92	2.10%
Divorced	512	11.72%
Males Divorced	319	7.32%
Females Divorced	192	4.40%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	91	2.4%
Some High School, no diploma	273	7.3%
High School Graduate (or GED)	633	17.0%
Some College, no degree	904	24.3%
Associate Degree	298	8.0%
Bachelor's Degree	954	25.7%
Master's Degree	428	11.5%
Professional School Degree	14	0.4%
Doctorate Degree	123	3.3%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	139	21.50%
High School Graduate	93	14.49%
Some College or Associate's Degree	48	7.49%
Bachelor's Degree or Higher	365	56.52%
Households		
2028 Projection	2,118	
2023 Estimate	1,836	
2020 Census	1,756	
2010 Census	1,349	
Growth 2023 - 2028		15.36%
Growth 2020 - 2023		4.56%
Growth 2010 - 2020		30.17%
2023 Est. Households by Household Type	1,836	
Family Households	1,466	79.85%
Nonfamily Households	370	20.15%
2023 Est. Group Quarters Population	0	
2023 Households by Ethnicity, Hispanic/Latino	224	

Community • Demographic Profile

Hickory Creek, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	1,836	
Income < \$15,000	62	3.38%
Income \$15,000 - \$24,999	48	2.61%
Income \$25,000 - \$34,999	88	4.79%
Income \$35,000 - \$49,999	96	5.23%
Income \$50,000 - \$74,999	243	13.24%
Income \$75,000 - \$99,999	217	11.82%
Income \$100,000 - \$124,999	177	9.64%
Income \$125,000 - \$149,999	124	6.75%
Income \$150,000 - \$199,999	220	11.98%
Income \$200,000 - \$249,999	161	8.77%
Income \$250,000 - \$499,999	226	12.31%
Income \$500,000+	174	9.48%
2023 Est. Average Household Income		\$179,873
2023 Est. Median Household Income		\$122,892
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$119,124
Black or African American Alone		\$73,410
American Indian and Alaska Native Alone		\$34,143
Asian Alone		\$190,458
Native Hawaiian and Other Pacific Islander Alone		\$112,500
Some Other Race Alone		\$101,874
Two or More Races		\$200,000
Hispanic or Latino		\$83,370
Not Hispanic or Latino		\$134,688
2023 Est. Family HH Type by Presence of Own Child.	1,466	
Married-Couple Family, own children	583	39.77%
Married-Couple Family, no own children	682	46.52%
Male Householder, own children	30	2.05%
Male Householder, no own children	40	2.73%
Female Householder, own children	72	4.91%
Female Householder, no own children	59	4.03%
2023 Est. Households by Household Size	1,836	
1-person	280	15.25%
2-person	730	39.76%
3-person	340	18.52%
4-person	186	10.13%
5-person	276	15.03%
6-person	16	0.87%
7-or-more-person	8	0.44%
2023 Est. Average Household Size		2.6
2023 Est. Households by Presence of People Under 18	1,836	
Households with 1 or More People under Age 18:	744	40.52%
Married-Couple Family	1,515	82.53%
Other Family, Male Householder	94	5.11%
Other Family, Female Householder	215	11.69%
Nonfamily, Male Householder	12	0.67%
Nonfamily, Female Householder	0	0.00%

DESCRIPTION	DATA	%
Households with No People under Age 18:	1,092	59.48%
Married-Couple Family	1,091	59.43%
Other Family, Male Householder	57	3.11%
Other Family, Female Householder	74	4.03%
Nonfamily, Male Householder	309	16.85%
Nonfamily, Female Householder	304	16.58%
2023 Est. Households by Number of Vehicles	1,836	
No Vehicles	11	0.60%
1 Vehicle	293	15.96%
2 Vehicles	844	45.97%
3 Vehicles	289	15.74%
4 Vehicles	180	9.80%
5 or more Vehicles	219	11.93%
2023 Est. Average Number of Vehicles		2.7
Family Households		
2028 Projection	1,700	
2023 Estimate	1,466	
2010 Census	1,053	
Growth 2023 - 2028		15.96%
Growth 2010 - 2023		39.22%
2023 Est. Families by Poverty Status	1,466	
2023 Families at or Above Poverty	1,438	98.09%
2023 Families at or Above Poverty with Children	427	29.13%
2023 Families Below Poverty	28	1.91%
2023 Families Below Poverty with Children	9	0.61%
2023 Est. Pop 16+ by Employment Status	4,294	
Civilian Labor Force, Employed	3,172	73.87%
Civilian Labor Force, Unemployed	98	2.29%
Armed Forces	0	0.00%
Not in Labor Force	1,024	23.84%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	3,172	
For-Profit Private Workers	2,564	80.81%
Non-Profit Private Workers	179	5.64%
Local Government Workers	36	1.12%
State Government Workers	123	3.89%
Federal Government Workers	88	2.77%
Self-Employed Workers	183	5.78%
Unpaid Family Workers	0	0.00%

Community • Demographic Profile

Hickory Creek, Texas

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	3,172	
Architect/Engineer	49	1.54%
Arts/Entertainment/Sports	70	2.21%
Building Grounds Maintenance	49	1.54%
Business/Financial Operations	150	4.73%
Community/Social Services	27	0.84%
Computer/Mathematical	46	1.44%
Construction/Extraction	92	2.91%
Education/Training/Library	150	4.73%
Farming/Fishing/Forestry	1	0.04%
Food Prep/Serving	302	9.53%
Health Practitioner/Technician	87	2.73%
Healthcare Support	292	9.21%
Maintenance Repair	136	4.27%
Legal	2	0.07%
Life/Physical/Social Science	20	0.63%
Management	653	20.60%
Office/Admin. Support	352	11.10%
Production	69	2.17%
Protective Services	19	0.60%
Sales/Related	228	7.18%
Personal Care/Service	48	1.51%
Transportation/Moving	331	10.44%
2023 Est. Pop 16+ by Occupation Classification	3,172	
White Collar	1,833	57.79%
Blue Collar	628	19.79%
Service and Farm	711	22.42%
2023 Est. Workers Age 16+ by Transp. to Work	3,172	
Drove Alone	2,657	83.75%
Car Pooled	145	4.56%
Public Transportation	0	0.00%
Walked	0	0.00%
Bicycle	0	0.00%
Other Means	269	8.47%
Worked at Home	102	3.23%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	463	15.07%
15 - 29 Minutes	1,164	37.90%
30 - 44 Minutes	1,011	32.94%
45 - 59 Minutes	279	9.09%
60 or more Minutes	153	5.00%
2023 Est. Avg Travel Time to Work in Minutes		30
2023 Est. Occupied Housing Units by Tenure	1,836	
Owner Occupied	1,408	76.69%
Renter Occupied	428	23.31%
2023 Owner Occ. HUs: Avg. Length of Residence		12.6 ⁺
2023 Renter Occ. HUs: Avg. Length of Residence		3.8 ⁺

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	1,408	
Value Less than \$20,000	32	2.27%
Value \$20,000 - \$39,999	11	0.78%
Value \$40,000 - \$59,999	7	0.50%
Value \$60,000 - \$79,999	27	1.92%
Value \$80,000 - \$99,999	12	0.85%
Value \$100,000 - \$149,999	24	1.71%
Value \$150,000 - \$199,999	39	2.77%
Value \$200,000 - \$299,999	143	10.16%
Value \$300,000 - \$399,999	286	20.31%
Value \$400,000 - \$499,999	393	27.91%
Value \$500,000 - \$749,999	388	27.56%
Value \$750,000 - \$999,999	30	2.13%
Value \$1,000,000 or \$1,499,999	15	1.07%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	1	0.07%
2023 Est. Median All Owner-Occupied Housing Value		\$431,834
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	1,218	86.49%
1 Unit Attached	39	2.78%
2 Units	0	0.00%
3 or 4 Units	80	5.71%
5 to 19 Units	27	1.94%
20 to 49 Units	13	0.94%
50 or More Units	6	0.42%
Mobile Home or Trailer	21	1.47%
Boat, RV, Van, etc.	4	0.26%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	341	24.19%
Housing Units Built 2010 to 2014	39	2.78%
Housing Units Built 2000 to 2009	424	30.11%
Housing Units Built 1990 to 1999	144	10.26%
Housing Units Built 1980 to 1989	223	15.86%
Housing Units Built 1970 to 1979	140	9.95%
Housing Units Built 1960 to 1969	74	5.24%
Housing Units Built 1950 to 1959	14	1.00%
Housing Units Built 1940 to 1949	8	0.58%
Housing Unit Built 1939 or Earlier	1	0.05%
2023 Est. Median Year Structure Built		2002

⁺ 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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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