



The**Retail**Coach®

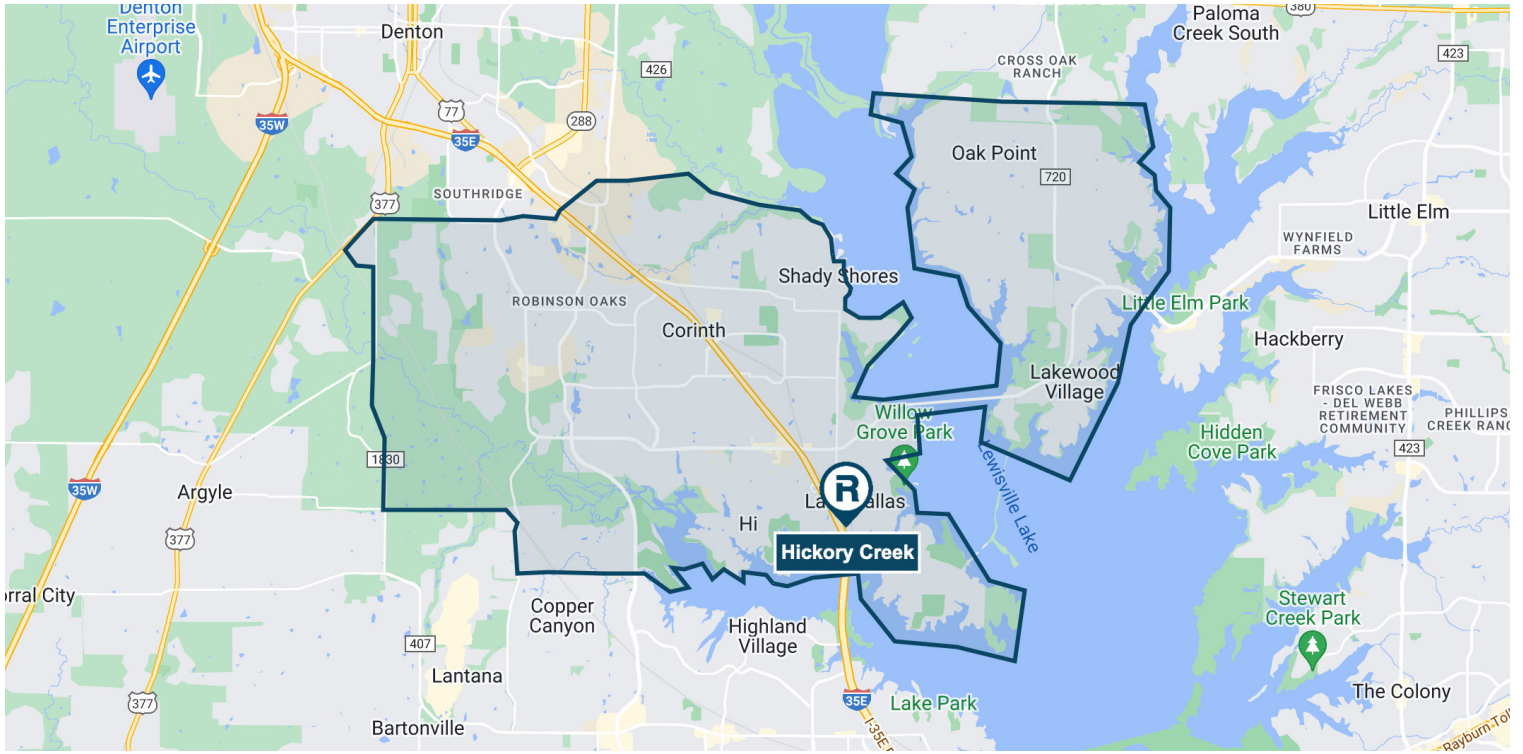
# Retail Trade Area Demographic Profile

HICKORY CREEK, TEXAS

Prepared for Hickory Creek Economic Development Corporation  
November 2023

# Retail Trade Area • Demographic Snapshot

Hickory Creek, Texas



## Population

2020	84,831
2023	92,862
2028	99,680

## Educational Attainment (%)

Graduate or Professional Degree	13.12%
Bachelors Degree	27.56%
Associate Degree	7.53%
Some College	24.50%
High School Graduate (or GED)	18.81%
Some High School, No Degree	4.82%
Less than 9th Grade	3.66%

## Income

Average HH	\$142,236
Median HH	\$110,151
Per Capita	\$48,396

## Age

0 - 9 Years	12.26%
10 - 17 Years	11.24%
18 - 24 Years	8.32%
25 - 34 Years	13.04%
35 - 44 Years	15.08%
45 - 54 Years	14.66%
55 - 64 Years	12.41%
65 and Older	13.01%
Median Age	38.50
Average Age	38.40

## Race Distribution (%)

White	63.95%
Black/African American	8.59%
American Indian/Alaskan	0.94%
Asian	5.14%
Native Hawaiian/Islander	0.09%
Other Race	7.89%
Two or More Races	13.39%
Hispanic	22.86%



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# Retail Trade Area • Demographic Profile

Hickory Creek, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	99,680	
2023 Estimate	92,862	
2020 Census	84,831	
2010 Census	67,637	
Growth 2023 - 2028		7.34%
Growth 2020 - 2023		9.47%
Growth 2010 - 2020		25.42%
<b>2023 Est. Population by Single-Classification Race</b>	<b>92,862</b>	
White Alone	59,381	63.95%
Black or African American Alone	7,981	8.59%
Amer. Indian and Alaska Native Alone	877	0.94%
Asian Alone	4,775	5.14%
Native Hawaiian and Other Pacific Island Alone	87	0.09%
Some Other Race Alone	7,331	7.90%
Two or More Races	12,431	13.39%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>92,862</b>	
Not Hispanic or Latino	71,635	77.14%
Hispanic or Latino	21,227	22.86%
Mexican	14,968	70.51%
Puerto Rican	587	2.77%
Cuban	366	1.73%
All Other Hispanic or Latino	5,306	25.00%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>21,227</b>	
White Alone	5,241	24.69%
Black or African American Alone	215	1.01%
American Indian and Alaska Native Alone	525	2.47%
Asian Alone	71	0.33%
Native Hawaiian and Other Pacific Islander Alone	9	0.04%
Some Other Race Alone	6,995	32.95%
Two or More Races	8,172	38.50%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>4,775</b>	
Chinese, except Taiwanese	845	17.69%
Filipino	961	20.12%
Japanese	155	3.25%
Asian Indian	892	18.68%
Korean	994	20.81%
Vietnamese	233	4.89%
Cambodian	115	2.41%
Hmong	59	1.23%
Laotian	12	0.26%
Thai	2	0.04%
All Other Asian Races Including 2+ Category	506	10.60%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>92,862</b>	
Arab	864	0.93%
Czech	183	0.20%
Danish	299	0.32%
Dutch	848	0.91%
English	8,725	9.40%
French (except Basque)	1,590	1.71%
French Canadian	144	0.16%
German	9,880	10.64%
Greek	111	0.12%
Hungarian	327	0.35%
Irish	6,159	6.63%
Italian	2,354	2.54%
Lithuanian	96	0.10%
United States or American	4,672	5.03%
Norwegian	1,196	1.29%
Polish	1,493	1.61%
Portuguese	266	0.29%
Russian	315	0.34%
Scottish	1,733	1.87%
Scotch-Irish	721	0.78%
Slovak	49	0.05%
Subsaharan African	1,223	1.32%
Swedish	514	0.55%
Swiss	189	0.20%
Ukrainian	60	0.07%
Welsh	820	0.88%
West Indian (except Hisp. groups)	150	0.16%
Other ancestries	29,762	32.05%
Ancestry Unclassified	18,120	19.51%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>87,444</b>	
Speak Only English at Home	71,174	81.39%
Speak Asian/Pacific Island Language at Home	2,353	2.69%
Speak Indo-European Language at Home	1,239	1.42%
Speak Spanish at Home	11,884	13.59%
Speak Other Language at Home	794	0.91%

# Retail Trade Area • Demographic Profile

Hickory Creek, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>92,862</b>	
Age 0 - 4	5,418	5.83%
Age 5 - 9	5,966	6.43%
Age 10 - 14	6,445	6.94%
Age 15 - 17	3,993	4.30%
Age 18 - 20	3,471	3.74%
Age 21 - 24	4,255	4.58%
Age 25 - 34	12,105	13.04%
Age 35 - 44	13,999	15.08%
Age 45 - 54	13,609	14.66%
Age 55 - 64	11,521	12.41%
Age 65 - 74	7,299	7.86%
Age 75 - 84	3,717	4.00%
Age 85 and over	1,064	1.15%
Age 16 and over	73,719	79.39%
Age 18 and over	71,040	76.50%
Age 21 and over	67,567	72.76%
Age 65 and over	12,080	13.01%
2023 Est. Median Age		38.50
2023 Est. Average Age		38.40
<b>2023 Est. Population by Sex</b>	<b>92,862</b>	
Male	45,813	49.34%
Female	47,049	50.67%
<b>2023 Est. Male Population by Age</b>	<b>45,813</b>	
Age 0 - 4	2,779	6.07%
Age 5 - 9	3,050	6.66%
Age 10 - 14	3,291	7.18%
Age 15 - 17	2,016	4.40%
Age 18 - 20	1,773	3.87%
Age 21 - 24	2,137	4.67%
Age 25 - 34	6,126	13.37%
Age 35 - 44	6,743	14.72%
Age 45 - 54	6,785	14.81%
Age 55 - 64	5,720	12.49%
Age 65 - 74	3,381	7.38%
Age 75 - 84	1,629	3.56%
Age 85 and over	382	0.83%
2023 Est. Median Age, Male		37.63
2023 Est. Average Age, Male		37.60
<b>2023 Est. Female Population by Age</b>	<b>47,049</b>	
Age 0 - 4	2,638	5.61%
Age 5 - 9	2,918	6.20%
Age 10 - 14	3,154	6.70%
Age 15 - 17	1,977	4.20%
Age 18 - 20	1,699	3.61%
Age 21 - 24	2,118	4.50%
Age 25 - 34	5,977	12.70%
Age 35 - 44	7,254	15.42%
Age 45 - 54	6,824	14.51%
Age 55 - 64	5,801	12.33%
Age 65 - 74	3,918	8.33%
Age 75 - 84	2,088	4.44%
Age 85 and over	682	1.45%
2023 Est. Median Age, Female		39.29
2023 Est. Average Age, Female		39.10

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	21,814	29.07%
Males, Never Married	10,858	14.47%
Females, Never Married	10,956	14.60%
Married, Spouse present	39,663	52.86%
Married, Spouse absent	2,723	3.63%
Widowed	2,535	3.38%
Males Widowed	655	0.87%
Females Widowed	1,880	2.51%
Divorced	8,299	11.06%
Males Divorced	4,014	5.35%
Females Divorced	4,285	5.71%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,317	3.7%
Some High School, no diploma	3,054	4.8%
High School Graduate (or GED)	11,908	18.8%
Some College, no degree	15,512	24.5%
Associate Degree	4,768	7.5%
Bachelor's Degree	17,451	27.6%
Master's Degree	6,074	9.6%
Professional School Degree	1,029	1.6%
Doctorate Degree	1,200	1.9%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	4,221	29.16%
High School Graduate	3,148	21.75%
Some College or Associate's Degree	3,342	23.09%
Bachelor's Degree or Higher	3,762	25.99%
<b>Households</b>		
2028 Projection	33,693	
2023 Estimate	31,360	
2020 Census	29,440	
2010 Census	23,325	
Growth 2023 - 2028		7.44%
Growth 2020 - 2023		6.52%
Growth 2010 - 2020		26.22%
<b>2023 Est. Households by Household Type</b>	<b>31,360</b>	
Family Households	23,712	75.61%
Nonfamily Households	7,648	24.39%
2023 Est. Group Quarters Population	694	
2023 Households by Ethnicity, Hispanic/Latino	5,136	



# Retail Trade Area • Demographic Profile

Hickory Creek, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>31,360</b>	
Income < \$15,000	1,054	3.36%
Income \$15,000 - \$24,999	693	2.21%
Income \$25,000 - \$34,999	1,271	4.05%
Income \$35,000 - \$49,999	1,724	5.50%
Income \$50,000 - \$74,999	4,795	15.29%
Income \$75,000 - \$99,999	4,542	14.48%
Income \$100,000 - \$124,999	3,751	11.96%
Income \$125,000 - \$149,999	3,286	10.48%
Income \$150,000 - \$199,999	4,284	13.66%
Income \$200,000 - \$249,999	2,447	7.80%
Income \$250,000 - \$499,999	2,391	7.62%
Income \$500,000+	1,122	3.58%
2023 Est. Average Household Income		\$142,236
2023 Est. Median Household Income		\$110,151
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$113,405
Black or African American Alone		\$93,208
American Indian and Alaska Native Alone		\$81,315
Asian Alone		\$114,369
Native Hawaiian and Other Pacific Islander Alone		\$113,968
Some Other Race Alone		\$107,016
Two or More Races		\$112,904
Hispanic or Latino		\$94,122
Not Hispanic or Latino		\$113,890
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>23,712</b>	
Married-Couple Family, own children	10,210	43.06%
Married-Couple Family, no own children	9,211	38.85%
Male Householder, own children	709	2.99%
Male Householder, no own children	632	2.67%
Female Householder, own children	1,790	7.55%
Female Householder, no own children	1,160	4.89%
<b>2023 Est. Households by Household Size</b>	<b>31,360</b>	
1-person	5,559	17.73%
2-person	11,173	35.63%
3-person	5,944	18.95%
4-person	4,970	15.85%
5-person	2,312	7.37%
6-person	974	3.11%
7-or-more-person	427	1.36%
2023 Est. Average Household Size		2.9
<b>2023 Est. Households by Presence of People Under 18</b>	<b>31,360</b>	
Households with 1 or More People under Age 18:	13,751	43.85%
Married-Couple Family	24,514	78.17%
Other Family, Male Householder	1,916	6.11%
Other Family, Female Householder	4,721	15.05%
Nonfamily, Male Householder	164	0.52%
Nonfamily, Female Householder	45	0.15%

DESCRIPTION	DATA	%
<b>Households with No People under Age 18:</b>	<b>17,609</b>	<b>56.15%</b>
Married-Couple Family	15,440	49.24%
Other Family, Male Householder	889	2.83%
Other Family, Female Householder	1,587	5.06%
Nonfamily, Male Householder	6,463	20.61%
Nonfamily, Female Householder	6,981	22.26%
<b>2023 Est. Households by Number of Vehicles</b>	<b>31,360</b>	
No Vehicles	343	1.09%
1 Vehicle	6,249	19.93%
2 Vehicles	15,392	49.08%
3 Vehicles	5,965	19.02%
4 Vehicles	2,373	7.57%
5 or more Vehicles	1,038	3.31%
2023 Est. Average Number of Vehicles		2.3
<b>Family Households</b>		
2028 Projection	25,475	
2023 Estimate	23,712	
2010 Census	17,632	
Growth 2023 - 2028		7.44%
Growth 2010 - 2023		34.48%
<b>2023 Est. Families by Poverty Status</b>	<b>23,712</b>	
2023 Families at or Above Poverty	23,050	97.21%
2023 Families at or Above Poverty with Children	11,103	46.82%
2023 Families Below Poverty	662	2.79%
2023 Families Below Poverty with Children	415	1.75%
<b>2023 Est. Pop 16+ by Employment Status</b>	<b>73,719</b>	
Civilian Labor Force, Employed	51,175	69.42%
Civilian Labor Force, Unemployed	1,552	2.11%
Armed Forces	16	0.02%
Not in Labor Force	20,977	28.46%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>51,191</b>	
For-Profit Private Workers	35,878	70.09%
Non-Profit Private Workers	2,843	5.55%
Local Government Workers	889	1.74%
State Government Workers	2,791	5.45%
Federal Government Workers	4,142	8.09%
Self-Employed Workers	4,580	8.95%
Unpaid Family Workers	70	0.14%



# Retail Trade Area • Demographic Profile

Hickory Creek, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>51,191</b>	
Architect/Engineer	794	1.55%
Arts/Entertainment/Sports	902	1.76%
Building Grounds Maintenance	1,463	2.86%
Business/Financial Operations	3,193	6.24%
Community/Social Services	985	1.92%
Computer/Mathematical	2,154	4.21%
Construction/Extraction	1,924	3.76%
Education/Training/Library	4,545	8.88%
Farming/Fishing/Forestry	71	0.14%
Food Prep/Serving	1,876	3.67%
Health Practitioner/Technician	3,275	6.40%
Healthcare Support	1,279	2.50%
Maintenance Repair	1,713	3.35%
Legal	249	0.49%
Life/Physical/Social Science	197	0.38%
Management	7,231	14.13%
Office/Admin. Support	5,728	11.19%
Production	1,704	3.33%
Protective Services	1,087	2.12%
Sales/Related	6,193	12.10%
Personal Care/Service	1,047	2.05%
Transportation/Moving	3,583	7.00%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>51,191</b>	
White Collar	35,444	69.24%
Blue Collar	8,924	17.43%
Service and Farm	6,822	13.33%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>51,191</b>	
Drove Alone	42,256	82.55%
Car Pooled	3,967	7.75%
Public Transportation	121	0.24%
Walked	181	0.35%
Bicycle	59	0.12%
Other Means	484	0.95%
Worked at Home	4,124	8.06%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	7,518	15.97%
15 - 29 Minutes	17,604	37.40%
30 - 44 Minutes	12,609	26.79%
45 - 59 Minutes	5,266	11.19%
60 or more Minutes	4,070	8.65%
2023 Est. Avg Travel Time to Work in Minutes		31.8
<b>2023 Est. Occupied Housing Units by Tenure</b>	<b>31,360</b>	
Owner Occupied	24,036	76.65%
Renter Occupied	7,324	23.36%
2023 Owner Occ. HUs: Avg. Length of Residence		11 <sup>+</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		4.4 <sup>+</sup>

DESCRIPTION	DATA	%
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>24,036</b>	
Value Less than \$20,000	753	3.13%
Value \$20,000 - \$39,999	319	1.33%
Value \$40,000 - \$59,999	112	0.47%
Value \$60,000 - \$79,999	206	0.86%
Value \$80,000 - \$99,999	146	0.61%
Value \$100,000 - \$149,999	392	1.63%
Value \$150,000 - \$199,999	963	4.01%
Value \$200,000 - \$299,999	5,359	22.30%
Value \$300,000 - \$399,999	7,118	29.61%
Value \$400,000 - \$499,999	4,186	17.42%
Value \$500,000 - \$749,999	3,095	12.88%
Value \$750,000 - \$999,999	851	3.54%
Value \$1,000,000 or \$1,499,999	385	1.60%
Value \$1,500,000 or \$1,999,999	91	0.38%
Value \$2,000,000+	59	0.25%
2023 Est. Median All Owner-Occupied Housing Value		\$351,664
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	19,362	80.56%
1 Unit Attached	435	1.81%
2 Units	153	0.64%
3 or 4 Units	446	1.86%
5 to 19 Units	1,244	5.17%
20 to 49 Units	378	1.57%
50 or More Units	618	2.57%
Mobile Home or Trailer	1,353	5.63%
Boat, RV, Van, etc.	46	0.19%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	4,035	16.79%
Housing Units Built 2010 to 2014	1,148	4.78%
Housing Units Built 2000 to 2009	8,560	35.61%
Housing Units Built 1990 to 1999	5,030	20.93%
Housing Units Built 1980 to 1989	3,212	13.36%
Housing Units Built 1970 to 1979	1,095	4.55%
Housing Units Built 1960 to 1969	559	2.33%
Housing Units Built 1950 to 1959	201	0.84%
Housing Units Built 1940 to 1949	116	0.48%
Housing Unit Built 1939 or Earlier	79	0.33%
2023 Est. Median Year Structure Built		2002

<sup>+</sup> 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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