



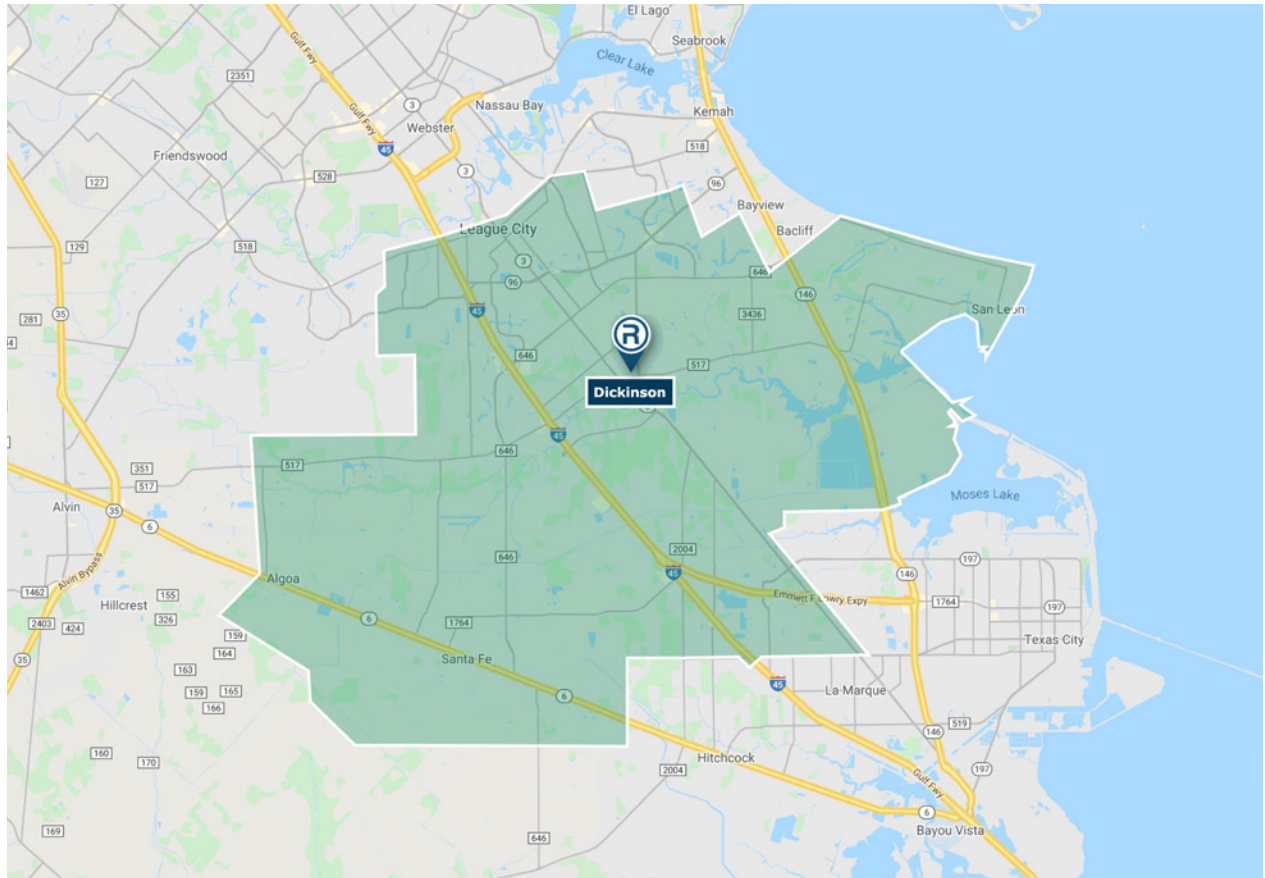
DICKINSON, TEXAS

# Retail Trade Area Demographic Profile

 The**Retail**Coach.

800.851.0962 | [INFO@THERETAILCOACH.NET](mailto:INFO@THERETAILCOACH.NET) | [THERETAILCOACH.NET](http://THERETAILCOACH.NET) | AUSTIN, TEXAS • TUPELO, MISSISSIPPI

# Contact Information



## Dickinson Economic Development Corporation

Scott G. Jones  
CEO/Executive Director of Economic Development

218 FM 517 Road West  
Dickinson, Texas 77539

Phone 281.337.0466 Ext. 430  
Cell 469.261.9770  
sjones@ci.dickinson.tx.us  
www.ci.dickinson.tx.us



# 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 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.



# Retail Trade Area • Demographic Profile

Dickinson, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	153,389	
2020 Estimate	141,175	
2010 Census	111,740	
2000 Census	74,858	
Growth 2020 - 2025		8.65%
Growth 2010 - 2020		26.34%
Growth 2000 - 2010		49.27%
<b>2020 Est. Population by Single-Classification Race</b>	<b>141,175</b>	
White Alone	99,270	70.32%
Black or African American Alone	18,592	13.17%
Amer. Indian and Alaska Native Alone	766	0.54%
Asian Alone	5,988	4.24%
Native Hawaiian and Other Pacific Island Alone	102	0.07%
Some Other Race Alone	11,563	8.19%
Two or More Races	4,894	3.47%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>141,175</b>	
Not Hispanic or Latino	104,849	74.27%
Hispanic or Latino	36,326	25.73%
Mexican	28,833	79.37%
Puerto Rican	1,071	2.95%
Cuban	337	0.93%
All Other Hispanic or Latino	6,085	16.75%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>36,326</b>	
White Alone	21,907	60.31%
Black or African American Alone	433	1.19%
American Indian and Alaska Native Alone	288	0.79%
Asian Alone	76	0.21%
Native Hawaiian and Other Pacific Islander Alone	15	0.04%
Some Other Race Alone	11,343	31.23%
Two or More Races	2,263	6.23%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>5,988</b>	
Chinese, except Taiwanese	650	10.86%
Filipino	1,249	20.86%
Japanese	33	0.55%
Asian Indian	1,480	24.72%
Korean	405	6.76%
Vietnamese	1,485	24.80%
Cambodian	107	1.79%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	100	1.67%
All Other Asian Races Including 2+ Category	479	8.00%

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	<b>141,175</b>	
Arab	409	0.29%
Czech	891	0.63%
Danish	431	0.31%
Dutch	877	0.62%
English	8,343	5.91%
French (except Basque)	3,690	2.61%
French Canadian	701	0.50%
German	13,807	9.78%
Greek	253	0.18%
Hungarian	237	0.17%
Irish	8,101	5.74%
Italian	4,866	3.45%
Lithuanian	85	0.06%
United States or American	9,559	6.77%
Norwegian	845	0.60%
Polish	1,442	1.02%
Portuguese	150	0.11%
Russian	243	0.17%
Scottish	1,393	0.99%
Scotch-Irish	1,857	1.32%
Slovak	26	0.02%
Subsaharan African	1,514	1.07%
Swedish	653	0.46%
Swiss	69	0.05%
Ukrainian	48	0.03%
Welsh	299	0.21%
West Indian (except Hisp. groups)	253	0.18%
Other ancestries	52,732	37.35%
Ancestry Unclassified	27,403	19.41%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	101,147	77.19%
Speak Asian/Pacific Island Language at Home	3,052	2.33%
Speak IndoEuropean Language at Home	2,495	1.90%
Speak Spanish at Home	23,733	18.11%
Speak Other Language at Home	614	0.47%

# Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2020 Est. Population by Age</b>	<b>141,175</b>	
Age 0 - 4	10,134	7.18%
Age 5 - 9	10,273	7.28%
Age 10 - 14	10,479	7.42%
Age 15 - 17	6,189	4.38%
Age 18 - 20	5,433	3.85%
Age 21 - 24	6,792	4.81%
Age 25 - 34	17,690	12.53%
Age 35 - 44	20,472	14.50%
Age 45 - 54	18,422	13.05%
Age 55 - 64	16,926	11.99%
Age 65 - 74	11,599	8.22%
Age 75 - 84	5,076	3.60%
Age 85 and over	1,690	1.20%
Age 16 and over	108,258	76.68%
Age 18 and over	104,100	73.74%
Age 21 and over	98,667	69.89%
Age 65 and over	18,365	13.01%
2020 Est. Median Age		36.81
2020 Est. Average Age		37.14
<b>2020 Est. Population by Sex</b>	<b>141,175</b>	
Male	69,226	49.04%
Female	71,948	50.96%

DESCRIPTION	DATA	%
<b>2020 Est. Male Population by Age</b>	<b>69,226</b>	
Age 0 - 4	5,164	7.46%
Age 5 - 9	5,229	7.55%
Age 10 - 14	5,323	7.69%
Age 15 - 17	3,182	4.60%
Age 18 - 20	2,804	4.05%
Age 21 - 24	3,415	4.93%
Age 25 - 34	8,629	12.47%
Age 35 - 44	9,865	14.25%
Age 45 - 54	8,985	12.98%
Age 55 - 64	8,285	11.97%
Age 65 - 74	5,472	7.91%
Age 75 - 84	2,245	3.24%
Age 85 and over	629	0.91%
2020 Est. Median Age, Male		35.91
2020 Est. Average Age, Male		36.34
<b>2020 Est. Female Population by Age</b>	<b>71,948</b>	
Age 0 - 4	4,970	6.91%
Age 5 - 9	5,044	7.01%
Age 10 - 14	5,157	7.17%
Age 15 - 17	3,008	4.18%
Age 18 - 20	2,629	3.65%
Age 21 - 24	3,377	4.69%
Age 25 - 34	9,062	12.60%
Age 35 - 44	10,607	14.74%
Age 45 - 54	9,436	13.12%
Age 55 - 64	8,640	12.01%
Age 65 - 74	6,127	8.52%
Age 75 - 84	2,831	3.94%
Age 85 and over	1,062	1.48%
2020 Est. Median Age, Female		37.63
2020 Est. Average Age, Female		37.89

# Retail Trade Area • Demographic Profile

Dickinson, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	32,210	29.21%
Males, Never Married	17,013	15.43%
Females, Never Married	15,197	13.78%
Married, Spouse present	54,825	49.71%
Married, Spouse absent	5,052	4.58%
Widowed	5,601	5.08%
Males Widowed	1,225	1.11%
Females Widowed	4,375	3.97%
Divorced	12,600	11.43%
Males Divorced	5,521	5.01%
Females Divorced	7,079	6.42%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	3,458	3.8%
Some High School, no diploma	5,769	6.3%
High School Graduate (or GED)	25,829	28.1%
Some College, no degree	21,696	23.6%
Associate Degree	8,770	9.5%
Bachelor's Degree	17,114	18.6%
Master's Degree	6,484	7.1%
Professional School Degree	1,487	1.6%
Doctorate Degree	1,270	1.4%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	4,470	22.94%
High School Graduate	6,902	35.42%
Some College or Associate's Degree	5,103	26.18%
Bachelor's Degree or Higher	3,014	15.47%
<b>Households</b>		
2025 Projection	53,642	
2020 Estimate	49,613	
2010 Census	40,021	
2000 Census	27,077	
Growth 2020 - 2025		8.12%
Growth 2010 - 2020		23.97%
Growth 2000 - 2010		47.80%
<b>2020 Est. Households by Household Type</b>	<b>49,613</b>	
Family Households	36,656	73.88%
Nonfamily Households	12,957	26.12%
2020 Est. Group Quarters Population	1,186	
2020 Households by Ethnicity, Hispanic/Latino	9,598	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>	<b>49,613</b>	
Income < \$15,000	3,214	6.48%
Income \$15,000 - \$24,999	3,082	6.21%
Income \$25,000 - \$34,999	2,952	5.95%
Income \$35,000 - \$49,999	4,560	9.19%
Income \$50,000 - \$74,999	7,962	16.05%
Income \$75,000 - \$99,999	6,730	13.57%
Income \$100,000 - \$124,999	5,363	10.81%
Income \$125,000 - \$149,999	4,608	9.29%
Income \$150,000 - \$199,999	5,679	11.45%
Income \$200,000 - \$249,999	2,481	5.00%
Income \$250,000 - \$499,999	2,308	4.65%
Income \$500,000+	674	1.36%
2020 Est. Average Household Income		\$109,221
2020 Est. Median Household Income		\$85,691
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$90,584
Black or African American Alone		\$65,083
American Indian and Alaska Native Alone		\$61,645
Asian Alone		\$112,508
Native Hawaiian and Other Pacific Islander Alone		\$33,782
Some Other Race Alone		\$55,022
Two or More Races		\$74,277
Hispanic or Latino		\$68,647
Not Hispanic or Latino		\$90,935
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	<b>36,656</b>	
Married-Couple Family, own children	12,888	35.16%
Married-Couple Family, no own children	14,422	39.34%
Male Householder, own children	1,458	3.98%
Male Householder, no own children	1,330	3.63%
Female Householder, own children	3,706	10.11%
Female Householder, no own children	2,852	7.78%
<b>2020 Est. Households by Household Size</b>	<b>49,613</b>	
1-person	10,196	20.55%
2-person	15,266	30.77%
3-person	9,287	18.72%
4-person	7,863	15.85%
5-person	4,174	8.41%
6-person	1,767	3.56%
7-or-more-person	1,059	2.14%
2020 Est. Average Household Size		2.82

# Retail Trade Area • Demographic Profile

Dickinson, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>49,613</b>	
Households with 1 or More People under Age 18:	20,268	40.85%
Married-Couple Family	13,916	68.66%
Other Family, Male Householder	1,725	8.51%
Other Family, Female Householder	4,463	22.02%
Nonfamily, Male Householder	128	0.63%
Nonfamily, Female Householder	36	0.18%
<b>Households with No People under Age 18:</b>	<b>29,344</b>	<b>59.15%</b>
Married-Couple Family	13,392	45.64%
Other Family, Male Householder	1,059	3.61%
Other Family, Female Householder	2,101	7.16%
Nonfamily, Male Householder	6,623	22.57%
Nonfamily, Female Householder	6,170	21.03%
<b>2020 Est. Households by Number of Vehicles</b>	<b>49,613</b>	
No Vehicles	1,928	3.89%
1 Vehicle	12,617	25.43%
2 Vehicles	22,324	45.00%
3 Vehicles	8,550	17.23%
4 Vehicles	3,124	6.30%
5 or more Vehicles	1,070	2.16%
2020 Est. Average Number of Vehicles		2.06
<b>Family Households</b>		
2025 Projection	39,639	
2020 Estimate	36,656	
2010 Census	29,453	
2000 Census	20,052	
Growth 2020 - 2025		8.14%
Growth 2010 - 2020		24.46%
Growth 2000 - 2010		46.88%

<b>2020 Est. Families by Poverty Status</b>	<b>36,656</b>	
2020 Families at or Above Poverty	33,812	92.24%
2020 Families at or Above Poverty with Children	17,596	48.00%
2020 Families Below Poverty	2,843	7.76%
2020 Families Below Poverty with Children	2,090	5.70%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>108,258</b>	
Civilian Labor Force, Employed	67,781	62.61%
Civilian Labor Force, Unemployed	3,391	3.13%
Armed Forces	256	0.24%
Not in Labor Force	36,830	34.02%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>68,601</b>	
For-Profit Private Workers	48,504	70.71%
Non-Profit Private Workers	3,951	5.76%
Local Government Workers	1,062	1.55%
State Government Workers	4,679	6.82%
Federal Government Workers	4,915	7.17%
Self-Employed Workers	5,482	7.99%
Unpaid Family Workers	8	0.01%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>68,601</b>	
Architect/Engineer	2,601	3.79%
Arts/Entertainment/Sports	973	1.42%
Building Grounds Maintenance	2,064	3.01%
Business/Financial Operations	3,052	4.45%
Community/Social Services	705	1.03%
Computer/Mathematical	1,622	2.36%
Construction/Extraction	4,079	5.95%
Education/Training/Library	4,830	7.04%
Farming/Fishing/Forestry	339	0.49%
Food Prep/Serving	3,546	5.17%
Health Practitioner/Technician	6,361	9.27%
Healthcare Support	1,116	1.63%
Maintenance Repair	2,243	3.27%
Legal	388	0.57%
Life/Physical/Social Science	955	1.39%
Management	8,213	11.97%
Office/Admin. Support	7,064	10.30%
Production	4,427	6.45%
Protective Services	1,431	2.09%
Sales/Related	7,379	10.76%
Personal Care/Service	2,328	3.39%
Transportation/Moving	2,886	4.21%

<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>68,601</b>	
White Collar	44,142	64.35%
Blue Collar	13,635	19.88%
Service and Farm	10,825	15.78%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>67,272</b>	
Drove Alone	55,800	82.95%
Car Pooled	6,912	10.28%
Public Transportation	659	0.98%
Walked	931	1.38%
Bicycle	124	0.18%
Other Means	650	0.97%
Worked at Home	2,196	3.26%

# Retail Trade Area • Demographic Profile

Dickinson, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	12,429	
15 - 29 Minutes	24,965	
30 - 44 Minutes	14,868	
45 - 59 Minutes	6,050	
60 or more Minutes	6,902	
2020 Est. Avg Travel Time to Work in Minutes		31
2020 Est. Occupied Housing Units by Tenure	49,613	
Owner Occupied	36,608	73.79%
Renter Occupied	13,005	26.21%
2020 Owner Occ. HUs: Avg. Length of Residence		13.12
2020 Renter Occ. HUs: Avg. Length of Residence		5.8
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	<b>49,613</b>	
Value Less than \$20,000	1,041	2.84%
Value \$20,000 - \$39,999	716	1.96%
Value \$40,000 - \$59,999	637	1.74%
Value \$60,000 - \$79,999	1,071	2.93%
Value \$80,000 - \$99,999	1,044	2.85%
Value \$100,000 - \$149,999	4,308	11.77%
Value \$150,000 - \$199,999	7,623	20.82%
Value \$200,000 - \$299,999	9,575	26.16%
Value \$300,000 - \$399,999	5,299	14.48%
Value \$400,000 - \$499,999	2,784	7.61%
Value \$500,000 - \$749,999	1,783	4.87%
Value \$750,000 - \$999,999	504	1.38%
Value \$1,000,000 or \$1,499,999	117	0.32%
Value \$1,500,000 or \$1,999,999	40	0.11%
Value \$2,000,000+	66	0.18%
2020 Est. Median All Owner-Occupied Housing Value		\$215,210

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	6,959	13.05%
Housing Units Built 2010 to 2014	3,563	6.68%
Housing Units Built 2000 to 2009	17,456	32.73%
Housing Units Built 1990 to 1999	7,150	13.41%
Housing Units Built 1980 to 1989	6,162	11.56%
Housing Units Built 1970 to 1979	6,104	11.45%
Housing Units Built 1960 to 1969	3,029	5.68%
Housing Units Built 1950 to 1959	1,722	3.23%
Housing Units Built 1940 to 1949	544	1.02%
Housing Unit Built 1939 or Earlier	638	1.20%
2020 Est. Median Year Structure Built		2001

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	39,490	74.05%
1 Unit Detached	880	1.65%
2 Units	589	1.10%
3 or 4 Units	722	1.35%
5 to 19 Units	3,524	6.61%
20 to 49 Units	1,650	3.09%
50 or More Units	1,824	3.42%
Mobile Home or Trailer	4,437	8.32%
Boat, RV, Van, etc.	213	0.40%





## 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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