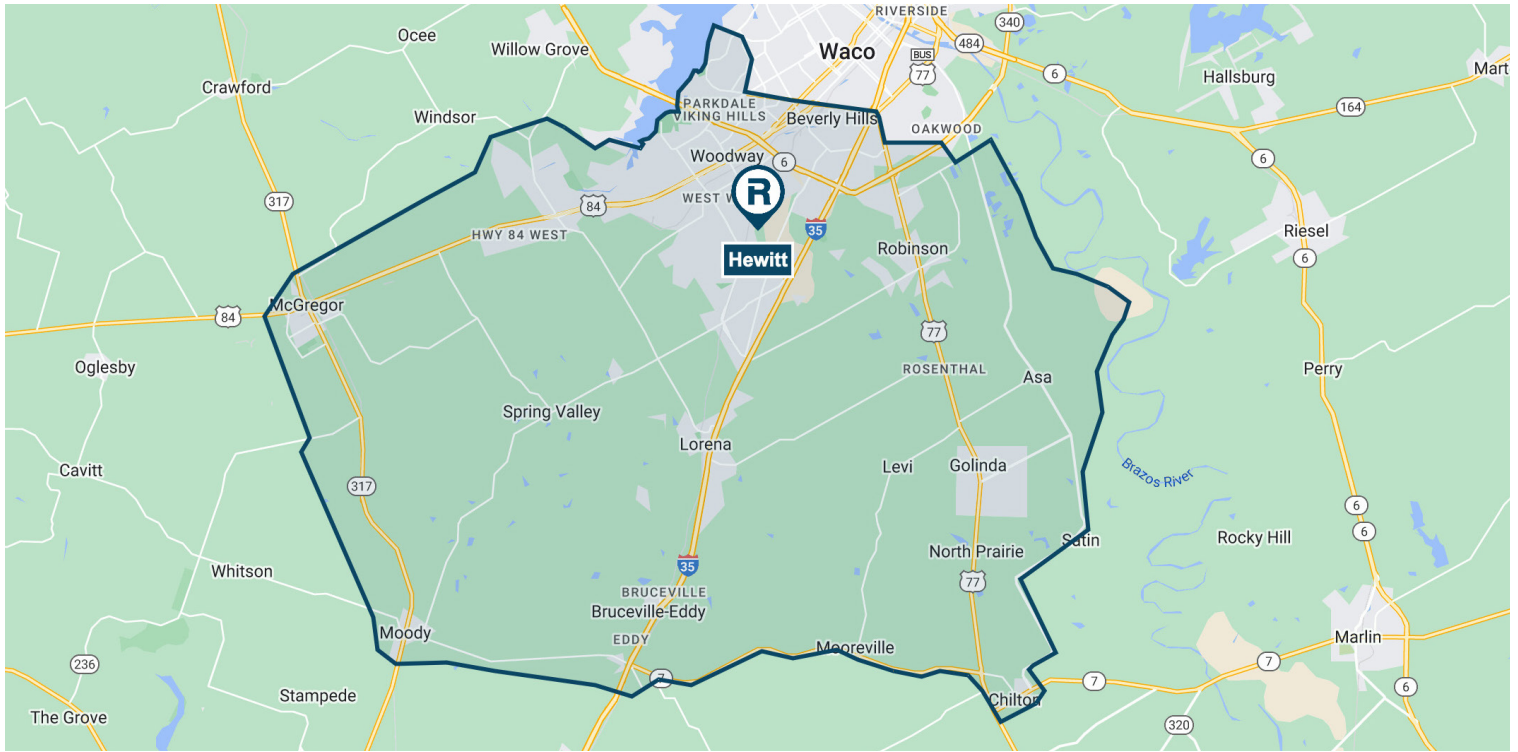# The**Retail**Coach®

Retail Trade Area Demographic Profile

HEWITT, TEXAS

Prepared for City of Hewitt
December 2023

Retail Trade Area • Demographic Snapshot

Hewitt, Texas

Population

2020	107,490
2023	110,460
2028	114,619

Educational Attainment (%)

Graduate or Professional Degree	11.83%
Bachelors Degree	20.18%
Associate Degree	12.11%
Some College	23.12%
High School Graduate (or GED)	23.41%
Some High School, No Degree	5.91%
Less than 9th Grade	3.46%

Income

Average HH	$104,213
Median HH	$77,195
Per Capita	$40,301

Age

0 - 9 Years	12.98%
10 - 17 Years	10.77%
18 - 24 Years	8.84%
25 - 34 Years	13.81%
35 - 44 Years	11.37%
45 - 54 Years	11.28%
55 - 64 Years	12.07%
65 and Older	18.88%
Median Age	38.02
Average Age	39.90

Race Distribution (%)

White	65.63%
Black/African American	8.99%
American Indian/ Alaskan	1.00%
Asian	1.99%
Native Hawaiian/ Islander	0.12%
Other Race	8.51%
Two or More Races	13.76%
Hispanic	24.24%

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Retail Trade Area • Demographic Profile

Hewitt, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	114,619	
2023 Estimate	110,460	
2020 Census	107,490	
2010 Census	91,562	
Growth 2023 - 2028		3.77%
Growth 2020 - 2023		2.76%
Growth 2010 - 2020		17.40%
2023 Est. Population by Single-Classification Race	**110,460**	
White Alone	72,491	65.63%
Black or African American Alone	9,930	8.99%
Amer. Indian and Alaska Native Alone	1,099	1.00%
Asian Alone	2,202	1.99%
Native Hawaiian and Other Pacific Island Alone	128	0.12%
Some Other Race Alone	9,405	8.51%
Two or More Races	15,204	13.76%
2023 Est. Population by Hispanic or Latino Origin	**110,460**	
Not Hispanic or Latino	83,683	75.76%
Hispanic or Latino	26,777	24.24%
Mexican	22,196	82.89%
Puerto Rican	1,246	4.65%
Cuban	239	0.89%
All Other Hispanic or Latino	3,096	11.56%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**26,777**	
White Alone	7,441	27.79%
Black or African American Alone	498	1.86%
American Indian and Alaska Native Alone	543	2.03%
Asian Alone	60	0.22%
Native Hawaiian and Other Pacific Islander Alone	20	0.08%
Some Other Race Alone	8,889	33.20%
Two or More Races	9,326	34.83%
2023 Est. Pop by Race, Asian Alone, by Category	**2,202**	
Chinese, except Taiwanese	236	10.72%
Filipino	186	8.45%
Japanese	156	7.08%
Asian Indian	306	13.90%
Korean	253	11.49%
Vietnamese	527	23.93%
Cambodian	8	0.36%
Hmong	0	0.00%
Laotian	58	2.63%
Thai	6	0.27%
All Other Asian Races Including 2+ Category	465	21.12%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**110,460**	
Arab	254	0.23%
Czech	1,564	1.42%
Danish	143	0.13%
Dutch	929	0.84%
English	8,371	7.58%
French (except Basque)	1,773	1.60%
French Canadian	151	0.14%
German	14,509	13.14%
Greek	55	0.05%
Hungarian	230	0.21%
Irish	10,254	9.28%
Italian	1,990	1.80%
Lithuanian	9	0.01%
United States or American	3,870	3.50%
Norwegian	767	0.69%
Polish	820	0.74%
Portuguese	56	0.05%
Russian	121	0.11%
Scottish	2,491	2.25%
Scotch-Irish	1,125	1.02%
Slovak	19	0.02%
Subsaharan African	345	0.31%
Swedish	478	0.43%
Swiss	223	0.20%
Ukrainian	35	0.03%
Welsh	702	0.64%
West Indian (except Hisp. groups)	15	0.01%
Other ancestries	38,776	35.10%
Ancestry Unclassified	20,388	18.46%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	87,321	84.43%
Speak Asian/Pacific Island Language at Home	1,051	1.02%
Speak IndoEuropean Language at Home	980	0.95%
Speak Spanish at Home	13,947	13.49%
Speak Other Language at Home	123	0.12%

TheRetailCoach

Retail Trade Area • Demographic Profile

Hewitt, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**110,460**	
Age 0 - 4	7,038	6.37%
Age 5 - 9	7,303	6.61%
Age 10 - 14	7,579	6.86%
Age 15 - 17	4,319	3.91%
Age 18 - 20	4,030	3.65%
Age 21 - 24	5,735	5.19%
Age 25 - 34	15,256	13.81%
Age 35 - 44	12,559	11.37%
Age 45 - 54	12,461	11.28%
Age 55 - 64	13,329	12.07%
Age 65 - 74	11,573	10.48%
Age 75 - 84	6,430	5.82%
Age 85 and over	2,848	2.58%
Age 16 and over	87,121	78.87%
Age 18 and over	84,221	76.25%
Age 21 and over	80,191	72.60%
Age 65 and over	20,851	18.88%
2023 Est. Median Age		38.02
2023 Est. Average Age		39.90
2023 Est. Population by Sex	**110,460**	
Male	53,350	48.30%
Female	57,110	51.70%
2023 Est. Male Population by Age	**53,350**	
Age 0 - 4	3,572	6.70%
Age 5 - 9	3,758	7.04%
Age 10 - 14	3,900	7.31%
Age 15 - 17	2,209	4.14%
Age 18 - 20	2,087	3.91%
Age 21 - 24	2,936	5.50%
Age 25 - 34	7,553	14.16%
Age 35 - 44	6,002	11.25%
Age 45 - 54	5,922	11.10%
Age 55 - 64	6,375	11.95%
Age 65 - 74	5,310	9.95%
Age 75 - 84	2,761	5.17%
Age 85 and over	964	1.81%
2023 Est. Median Age, Male		36.02
2023 Est. Average Age, Male		38.50
2023 Est. Female Population by Age	**57,110**	
Age 0 - 4	3,466	6.07%
Age 5 - 9	3,545	6.21%
Age 10 - 14	3,679	6.44%
Age 15 - 17	2,111	3.70%
Age 18 - 20	1,943	3.40%
Age 21 - 24	2,799	4.90%
Age 25 - 34	7,702	13.49%
Age 35 - 44	6,557	11.48%
Age 45 - 54	6,540	11.45%
Age 55 - 64	6,955	12.18%
Age 65 - 74	6,262	10.97%
Age 75 - 84	3,669	6.42%
Age 85 and over	1,884	3.30%
2023 Est. Median Age, Female		39.94
2023 Est. Average Age, Female		41.00

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	25,929	29.28%
Males, Never Married	13,915	15.72%
Females, Never Married	12,014	13.57%
Married, Spouse present	43,903	49.59%
Married, Spouse absent	3,765	4.25%
Widowed	5,222	5.90%
Males Widowed	814	0.92%
Females Widowed	4,408	4.98%
Divorced	9,722	10.98%
Males Divorced	3,853	4.35%
Females Divorced	5,868	6.63%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,574	3.46%
Some High School, no diploma	4,397	5.91%
High School Graduate (or GED)	17,429	23.41%
Some College, no degree	17,211	23.12%
Associate Degree	9,014	12.11%
Bachelor's Degree	15,023	20.18%
Master's Degree	6,065	8.15%
Professional School Degree	1,427	1.92%
Doctorate Degree	1,317	1.77%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,566	26.07%
High School Graduate	3,571	26.11%
Some College or Associate's Degree	4,781	34.96%
Bachelor's Degree or Higher	1,759	12.86%
Households		
2028 Projection	43,206	
2023 Estimate	41,742	
2020 Census	40,718	
2010 Census	35,122	
Growth 2023 - 2028		3.51%
Growth 2020 - 2023		2.52%
Growth 2010 - 2020		15.93%
2023 Est. Households by Household Type	**41,742**	
Family Households	30,135	72.19%
Nonfamily Households	11,607	27.81%
2023 Est. Group Quarters Population	2,520	
2023 Households by Ethnicity, Hispanic/Latino	7,319	

Retail Trade Area • Demographic Profile

Hewitt, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**41,742**	
Income < $15,000	2,532	6.07%
Income $15,000 - $24,999	2,826	6.77%
Income $25,000 - $34,999	2,792	6.69%
Income $35,000 - $49,999	4,900	11.74%
Income $50,000 - $74,999	7,277	17.43%
Income $75,000 - $99,999	5,535	13.26%
Income $100,000 - $124,999	4,744	11.37%
Income $125,000 - $149,999	3,560	8.53%
Income $150,000 - $199,999	3,443	8.25%
Income $200,000 - $249,999	1,576	3.78%
Income $250,000 - $499,999	1,717	4.11%
Income $500,000+	840	2.01%
2023 Est. Average Household Income		$104,213
2023 Est. Median Household Income		$77,195
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$84,061
Black or African American Alone		$60,713
American Indian and Alaska Native Alone		$56,666
Asian Alone		$91,827
Native Hawaiian and Other Pacific Islander Alone		$64,132
Some Other Race Alone		$53,532
Two or More Races		$66,086
Hispanic or Latino		$58,722
Not Hispanic or Latino		$81,565
2023 Est. Family HH Type by Presence of Own Child.	**30,135**	
Married-Couple Family, own children	9,514	31.57%
Married-Couple Family, no own children	13,817	45.85%
Male Householder, own children	956	3.17%
Male Householder, no own children	861	2.86%
Female Householder, own children	2,804	9.31%
Female Householder, no own children	2,183	7.24%
2023 Est. Households by Household Size	**41,742**	
1-person	9,677	23.18%
2-person	14,899	35.69%
3-person	6,713	16.08%
4-person	6,170	14.78%
5-person	2,897	6.94%
6-person	803	1.92%
7-or-more-person	582	1.39%
2023 Est. Average Household Size		2.60
2023 Est. Households by Presence of People Under 18	**41,742**	
Households with 1 or More People under Age 18:	14,899	35.69%
Married-Couple Family	10,262	68.88%
Other Family, Male Householder	1,163	7.81%
Other Family, Female Householder	3,360	22.55%
Nonfamily, Male Householder	84	0.56%
Nonfamily, Female Householder	30	0.20%

DESCRIPTION	DATA	%
Households with No People under Age 18:	**26,842**	
Married-Couple Family	13,067	48.68%
Other Family, Male Householder	655	2.44%
Other Family, Female Householder	1,631	6.08%
Nonfamily, Male Householder	4,953	18.45%
Nonfamily, Female Householder	6,537	24.35%
2023 Est. Households by Number of Vehicles	**41,742**	
No Vehicles	1,282	3.07%
1 Vehicle	12,317	29.51%
2 Vehicles	19,312	46.27%
3 Vehicles	6,483	15.53%
4 Vehicles	1,803	4.32%
5 or more Vehicles	545	1.31%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	31,256	
2023 Estimate	30,135	
2010 Census	25,111	
Growth 2023 - 2028		3.72%
Growth 2010 - 2023		20.01%
2023 Est. Families by Poverty Status	**30,135**	
2023 Families at or Above Poverty	28,145	93.40%
2023 Families at or Above Poverty with Children	12,352	40.99%
2023 Families Below Poverty	1,990	6.60%
2023 Families Below Poverty with Children	1,411	4.68%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	54,320	62.35%
Civilian Labor Force, Unemployed	1,592	1.83%
Armed Forces	85	0.10%
Not in Labor Force	31,125	35.73%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**55,350**	
For-Profit Private Workers	36,878	66.63%
Non-Profit Private Workers	5,410	9.77%
Local Government Workers	1,442	2.60%
State Government Workers	3,026	5.47%
Federal Government Workers	3,903	7.05%
Self-Employed Workers	4,584	8.28%
Unpaid Family Workers	108	0.20%

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Retail Trade Area • Demographic Profile

Hewitt, Texas

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	**55,350**	
Architect/Engineer	933	1.69%
Arts/Entertainment/Sports	642	1.16%
Building Grounds Maintenance	1,575	2.85%
Business/Financial Operations	2,794	5.05%
Community/Social Services	1,151	2.08%
Computer/Mathematical	744	1.34%
Construction/Extraction	2,675	4.83%
Education/Training/Library	5,005	9.04%
Farming/Fishing/Forestry	135	0.24%
Food Prep/Serving	2,451	4.43%
Health Practitioner/Technician	3,451	6.24%
Healthcare Support	1,088	1.97%
Maintenance Repair	1,941	3.51%
Legal	581	1.05%
Life/Physical/Social Science	518	0.94%
Management	5,718	10.33%
Office/Admin. Support	7,642	13.81%
Production	4,453	8.05%
Protective Services	1,350	2.44%
Sales/Related	5,052	9.13%
Personal Care/Service	1,340	2.42%
Transportation/Moving	4,113	7.43%
2023 Est. Pop 16+ by Occupation Classification	**55,350**	
White Collar	34,228	61.84%
Blue Collar	13,182	23.82%
Service and Farm	7,939	14.34%
2023 Est. Workers Age 16+ by Transp. to Work	**54,380**	
Drove Alone	45,870	84.35%
Car Pooled	5,310	9.77%
Public Transportation	81	0.15%
Walked	265	0.49%
Bicycle	5	0.01%
Other Means	427	0.79%
Worked at Home	2,420	4.45%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	18,940	
15 - 29 Minutes	25,186	
30 - 44 Minutes	5,377	
45 - 59 Minutes	922	
60 or more Minutes	1,413	
2023 Est. Avg Travel Time to Work in Minutes		20
2023 Est. Occupied Housing Units by Tenure	**41,742**	
Owner Occupied	27,556	66.01%
Renter Occupied	14,186	33.99%
2023 Owner Occ. HUs: Avg. Length of Residence		14.80†
2023 Renter Occ. HUs: Avg. Length of Residence		5.80†

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	**27,556**	
Value Less than $20,000	393	1.43%
Value $20,000 - $39,999	431	1.56%
Value $40,000 - $59,999	638	2.31%
Value $60,000 - $79,999	730	2.65%
Value $80,000 - $99,999	1,007	3.65%
Value $100,000 - $149,999	3,442	12.49%
Value $150,000 - $199,999	4,255	15.44%
Value $200,000 - $299,999	8,318	30.19%
Value $300,000 - $399,999	4,538	16.47%
Value $400,000 - $499,999	1,876	6.81%
Value $500,000 - $749,999	1,244	4.51%
Value $750,000 - $999,999	438	1.59%
Value $1,000,000 or $1,499,999	153	0.56%
Value $1,500,000 or $1,999,999	29	0.11%
Value $2,000,000+	65	0.24%
2023 Est. Median All Owner-Occupied Housing Value		$232,481
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	31,563	70.56%
1 Unit Attached	1,576	3.52%
2 Units	1,542	3.45%
3 or 4 Units	1,895	4.24%
5 to 19 Units	3,117	6.97%
20 to 49 Units	1,540	3.44%
50 or More Units	1,287	2.88%
Mobile Home or Trailer	2,206	4.93%
Boat, RV, Van, etc.	4	0.01%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,856	8.62%
Housing Units Built 2010 to 2014	2,258	5.05%
Housing Units Built 2000 to 2009	6,682	14.94%
Housing Units Built 1990 to 1999	6,280	14.04%
Housing Units Built 1980 to 1989	7,018	15.69%
Housing Units Built 1970 to 1979	8,330	18.62%
Housing Units Built 1960 to 1969	4,297	9.61%
Housing Units Built 1950 to 1959	4,469	9.99%
Housing Units Built 1940 to 1949	777	1.74%
Housing Unit Built 1939 or Earlier	763	1.71%
2023 Est. Median Year Structure Built		1985

† 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, 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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