



The**Retail**Coach[®]

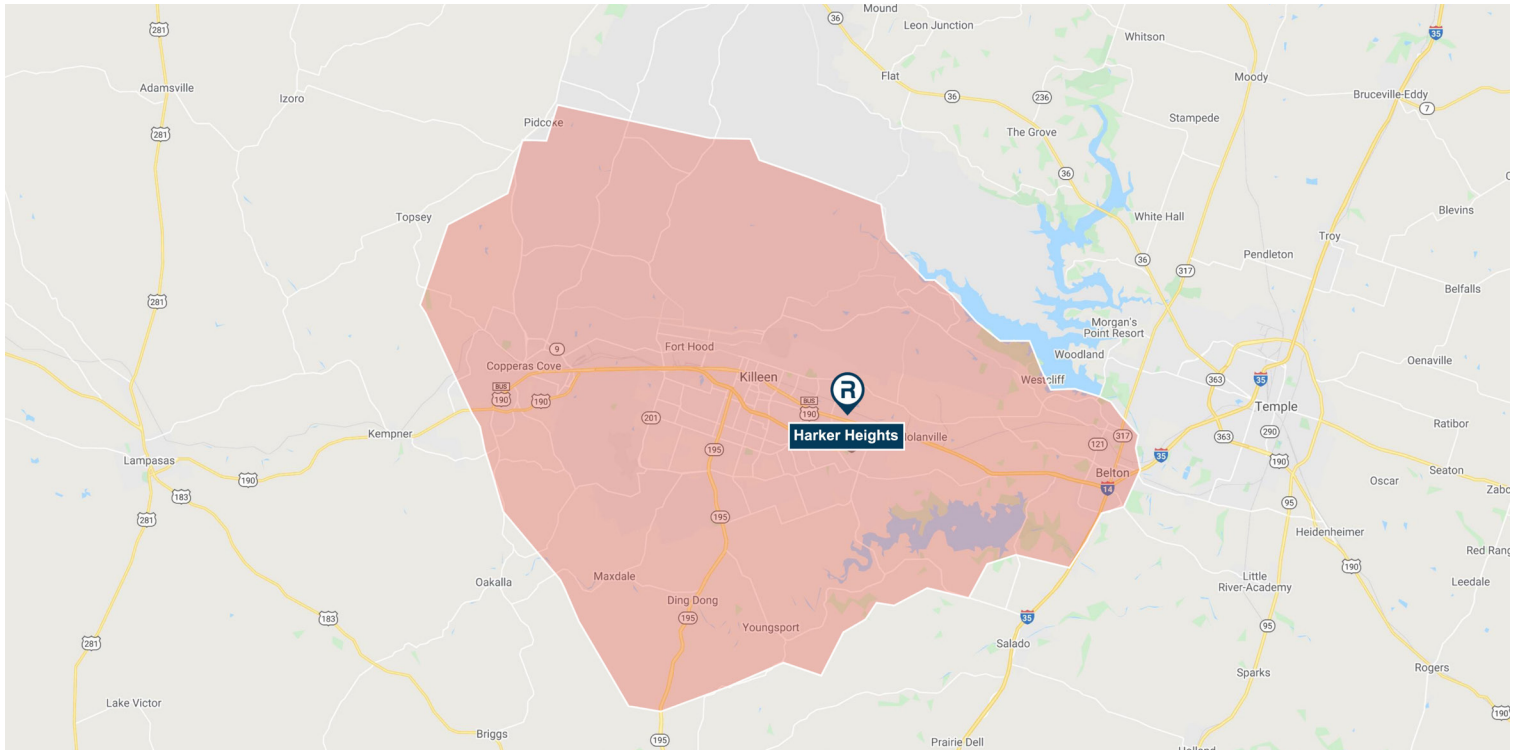
Retail Trade Area Demographic Profile

HARKER HEIGHTS, TEXAS

Prepared for City of Harker Heights
February 2022

Retail Trade Area • Demographic Snapshot

Harker Heights, Texas



Population

2010	259,645
2022	305,976
2027	323,188

Educational Attainment (%)

Graduate or Professional Degree	8.27%
Bachelors Degree	14.99%
Associate Degree	12.85%
Some College	30.37%
High School Graduate (GED)	24.97%
Some High School, No Degree	5.76%
Less than 9th Grade	2.78%

Income

Average HH	\$73,426
Median HH	\$56,181
Per Capita	\$26,746

Age

0 - 9 Years	16.86%
10 - 17 Years	11.84%
18 - 24 Years	12.23%
25 - 34 Years	17.05%
35 - 44 Years	14.11%
45 - 54 Years	10.41%
55 - 64 Years	8.50%
65 and Older	9.00%
Median Age	30.17
Average Age	32.76

Race Distribution (%)

White	51.98%
Black/African American	26.84%
American Indian/Alaskan	0.99%
Asian	3.32%
Native Hawaiian/Islander	1.09%
Other Race	8.62%
Two or More Races	7.16%
Hispanic	26.03%



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Retail Trade Area • Demographic Profile

Harker Heights, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	323,188	
2022 Estimate	305,976	
2010 Census	259,645	
2000 Census	185,315	
Growth 2022 - 2027		5.62%
Growth 2010 - 2022		17.84%
Growth 2000 - 2010		40.11%
2022 Est. Population by Single-Classification Race	305,976	
White Alone	159,043	51.98%
Black or African American Alone	82,117	26.84%
Amer. Indian and Alaska Native Alone	3,020	0.99%
Asian Alone	10,166	3.32%
Native Hawaiian and Other Pacific Island Alone	3,348	1.09%
Some Other Race Alone	26,383	8.62%
Two or More Races	21,898	7.16%
2022 Est. Population by Hispanic or Latino Origin	305,976	
Not Hispanic or Latino	226,339	73.97%
Hispanic or Latino	79,637	26.03%
Mexican	49,050	61.59%
Puerto Rican	17,761	22.30%
Cuban	922	1.16%
All Other Hispanic or Latino	11,904	14.95%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	79,637	
White Alone	39,146	49.16%
Black or African American Alone	4,985	6.26%
American Indian and Alaska Native Alone	1,336	1.68%
Asian Alone	622	0.78%
Native Hawaiian and Other Pacific Islander Alone	259	0.33%
Some Other Race Alone	25,871	32.49%
Two or More Races	7,419	9.32%
2022 Est. Pop by Race, Asian Alone, by Category	10,166	
Chinese, except Taiwanese	478	4.70%
Filipino	2,467	24.27%
Japanese	321	3.16%
Asian Indian	559	5.50%
Korean	3,508	34.51%
Vietnamese	570	5.61%
Cambodian	129	1.27%
Hmong	101	0.99%
Laotian	221	2.17%
Thai	361	3.55%
All Other Asian Races Including 2+ Category	1,452	14.28%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	305,976	
Arab	963	0.32%
Czech	1,244	0.41%
Danish	573	0.19%
Dutch	2,150	0.70%
English	10,740	3.51%
French (except Basque)	4,574	1.50%
French Canadian	615	0.20%
German	27,343	8.94%
Greek	848	0.28%
Hungarian	585	0.19%
Irish	18,413	6.02%
Italian	5,916	1.93%
Lithuanian	87	0.03%
United States or American	35,463	11.59%
Norwegian	1,704	0.56%
Polish	3,094	1.01%
Portuguese	506	0.17%
Russian	761	0.25%
Scottish	3,469	1.13%
Scotch-Irish	2,172	0.71%
Slovak	301	0.10%
Subsaharan African	4,040	1.32%
Swedish	1,309	0.43%
Swiss	176	0.06%
Ukrainian	96	0.03%
Welsh	1,362	0.45%
West Indian (except Hisp. groups)	4,135	1.35%
Other ancestries	134,525	43.97%
Ancestry Unclassified	38,810	12.68%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	220,646	79.21%
Speak Asian/Pacific Island Language at Home	8,444	3.03%
Speak IndoEuropean Language at Home	6,588	2.37%
Speak Spanish at Home	40,710	14.62%
Speak Other Language at Home	2,154	0.77%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	305,976	
Age 0 - 4	27,434	8.97%
Age 5 - 9	24,152	7.89%
Age 10 - 14	23,061	7.54%
Age 15 - 17	13,172	4.30%
Age 18 - 20	15,632	5.11%
Age 21 - 24	21,777	7.12%
Age 25 - 34	52,183	17.05%
Age 35 - 44	43,166	14.11%
Age 45 - 54	31,841	10.41%
Age 55 - 64	26,019	8.50%
Age 65 - 74	17,248	5.64%
Age 75 - 84	8,013	2.62%
Age 85 and over	2,279	0.75%
Age 16 and over	227,019	74.19%
Age 18 and over	218,157	71.30%
Age 21 and over	202,525	66.19%
Age 65 and over	27,539	9.00%
2022 Est. Median Age		30.17
2022 Est. Average Age		32.76
2022 Est. Population by Sex	305,976	
Male	154,663	50.55%
Female	151,313	49.45%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	154,663	
Age 0 - 4	13,822	8.94%
Age 5 - 9	12,264	7.93%
Age 10 - 14	11,807	7.63%
Age 15 - 17	6,715	4.34%
Age 18 - 20	8,943	5.78%
Age 21 - 24	12,764	8.25%
Age 25 - 34	27,521	17.79%
Age 35 - 44	21,444	13.87%
Age 45 - 54	15,454	9.99%
Age 55 - 64	11,992	7.75%
Age 65 - 74	7,706	4.98%
Age 75 - 84	3,401	2.20%
Age 85 and over	829	0.54%
2022 Est. Median Age, Male		28.74
2022 Est. Average Age, Male		31.82
2022 Est. Female Population by Age	151,313	
Age 0 - 4	13,612	9.00%
Age 5 - 9	11,888	7.86%
Age 10 - 14	11,254	7.44%
Age 15 - 17	6,457	4.27%
Age 18 - 20	6,689	4.42%
Age 21 - 24	9,013	5.96%
Age 25 - 34	24,662	16.30%
Age 35 - 44	21,722	14.36%
Age 45 - 54	16,387	10.83%
Age 55 - 64	14,027	9.27%
Age 65 - 74	9,541	6.31%
Age 75 - 84	4,611	3.05%
Age 85 and over	1,449	0.96%
2022 Est. Median Age, Female		31.76
2022 Est. Average Age, Female		33.66

Retail Trade Area • Demographic Profile

Harker Heights, Texas

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	78,990	34.15%
Males, Never Married	43,277	18.71%
Females, Never Married	35,713	15.44%
Married, Spouse present	100,658	43.51%
Married, Spouse absent	16,886	7.30%
Widowed	9,651	4.17%
Males Widowed	2,433	1.05%
Females Widowed	7,218	3.12%
Divorced	25,144	10.87%
Males Divorced	10,570	4.57%
Females Divorced	14,574	6.30%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,027	2.78%
Some High School, no diploma	10,414	5.76%
High School Graduate (or GED)	45,130	24.97%
Some College, no degree	54,900	30.37%
Associate Degree	23,234	12.85%
Bachelor's Degree	27,091	14.99%
Master's Degree	12,080	6.68%
Professional School Degree	1,823	1.01%
Doctorate Degree	1,047	0.58%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	6,509	15.73%
High School Graduate	9,979	24.11%
Some College or Associate's Degree	16,428	39.69%
Bachelor's Degree or Higher	8,476	20.48%
Households		
2027 Projection	113,682	
2022 Estimate	107,198	
2010 Census	90,778	
2000 Census	64,323	
Growth 2022 - 2027		6.05%
Growth 2010 - 2022		18.09%
Growth 2000 - 2010		41.13%
2022 Est. Households by Household Type	107,198	
Family Households	78,693	73.41%
Nonfamily Households	28,505	26.59%
2022 Est. Group Quarters Population	11,687	
2022 Households by Ethnicity, Hispanic/Latino	23,311	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	107,198	
Income < \$15,000	11,837	11.04%
Income \$15,000 - \$24,999	8,703	8.12%
Income \$25,000 - \$34,999	10,180	9.50%
Income \$35,000 - \$49,999	16,915	15.78%
Income \$50,000 - \$74,999	21,052	19.64%
Income \$75,000 - \$99,999	14,156	13.21%
Income \$100,000 - \$124,999	9,565	8.92%
Income \$125,000 - \$149,999	5,620	5.24%
Income \$150,000 - \$199,999	4,988	4.65%
Income \$200,000 - \$249,999	1,998	1.86%
Income \$250,000 - \$499,999	1,671	1.56%
Income \$500,000+	512	0.48%
2022 Est. Average Household Income		\$73,426
2022 Est. Median Household Income		\$56,181
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$60,692
Black or African American Alone		\$52,793
American Indian and Alaska Native Alone		\$59,476
Asian Alone		\$46,815
Native Hawaiian and Other Pacific Islander Alone		\$63,481
Some Other Race Alone		\$47,368
Two or More Races		\$48,212
Hispanic or Latino		\$49,203
Not Hispanic or Latino		\$58,504
2022 Est. Family HH Type by Presence of Own Child.	78,693	
Married-Couple Family, own children	30,097	38.25%
Married-Couple Family, no own children	27,024	34.34%
Male Householder, own children	2,940	3.74%
Male Householder, no own children	2,019	2.57%
Female Householder, own children	11,935	15.17%
Female Householder, no own children	4,678	5.95%
2022 Est. Households by Household Size	107,198	
1-person	23,767	22.17%
2-person	32,210	30.05%
3-person	21,128	19.71%
4-person	16,259	15.17%
5-person	8,563	7.99%
6-person	3,442	3.21%
7-or-more-person	1,828	1.71%
2022 Est. Average Household Size		2.74

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	107,198	
Households with 1 or More People under Age 18:	49,048	45.76%
Married-Couple Family	31,949	65.14%
Other Family, Male Householder	3,388	6.91%
Other Family, Female Householder	13,258	27.03%
Nonfamily, Male Householder	356	0.73%
Nonfamily, Female Householder	97	0.20%
Households with No People under Age 18:	58,150	
Married-Couple Family	25,141	43.24%
Other Family, Male Householder	1,587	2.73%
Other Family, Female Householder	3,364	5.79%
Nonfamily, Male Householder	15,282	26.28%
Nonfamily, Female Householder	12,775	21.97%
2022 Est. Households by Number of Vehicles	107,198	
No Vehicles	6,043	5.64%
1 Vehicle	33,073	30.85%
2 Vehicles	45,406	42.36%
3 Vehicles	15,377	14.34%
4 Vehicles	5,372	5.01%
5 or more Vehicles	1,928	1.80%
2022 Est. Average Number of Vehicles		1.9
Family Households		
2027 Projection	83,555	
2022 Estimate	78,693	
2010 Census	66,205	
2000 Census	48,014	
Growth 2022 - 2027		6.18%
Growth 2010 - 2022		18.86%
Growth 2000 - 2010		37.89%
2022 Est. Families by Poverty Status	78,693	
2022 Families at or Above Poverty	69,659	88.52%
2022 Families at or Above Poverty with Children	38,462	48.88%
2022 Families Below Poverty	9,034	11.48%
2022 Families Below Poverty with Children	7,487	9.51%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	115,450	50.85%
Civilian Labor Force, Unemployed	11,148	4.91%
Armed Forces	26,847	11.83%
Not in Labor Force	73,573	32.41%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	114,733	
For-Profit Private Workers	71,689	62.48%
Non-Profit Private Workers	7,318	6.38%
Local Government Workers	13,370	11.65%
State Government Workers	3,739	3.26%
Federal Government Workers	10,950	9.54%
Self-Employed Workers	7,278	6.34%
Unpaid Family Workers	389	0.34%
2022 Est. Civ. Employed Pop 16+ by Occupation	114,733	
Architect/Engineer	1,156	1.01%
Arts/Entertainment/Sports	1,649	1.44%
Building Grounds Maintenance	4,836	4.21%
Business/Financial Operations	4,282	3.73%
Community/Social Services	2,866	2.50%
Computer/Mathematical	3,539	3.08%
Construction/Extraction	6,070	5.29%
Education/Training/Library	7,633	6.65%
Farming/Fishing/Forestry	242	0.21%
Food Prep/Serving	7,456	6.50%
Health Practitioner/Technician	7,190	6.27%
Healthcare Support	3,785	3.30%
Maintenance Repair	4,723	4.12%
Legal	468	0.41%
Life/Physical/Social Science	530	0.46%
Management	9,899	8.63%
Office/Admin. Support	15,175	13.23%
Production	3,595	3.13%
Protective Services	3,962	3.45%
Sales/Related	10,972	9.56%
Personal Care/Service	4,444	3.87%
Transportation/Moving	10,261	8.94%
2022 Est. Pop 16+ by Occupation Classification	114,733	
White Collar	65,360	56.97%
Blue Collar	24,649	21.48%
Service and Farm	24,724	21.55%
2022 Est. Workers Age 16+ by Transp. to Work	136,856	
Drove Alone	106,602	77.89%
Car Pooled	15,474	11.31%
Public Transportation	890	0.65%
Walked	6,936	5.07%
Bicycle	165	0.12%
Other Means	1,293	0.95%
Worked at Home	5,495	4.01%

Retail Trade Area • Demographic Profile

Harker Heights, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	47,442	
15 - 29 Minutes	53,501	
30 - 44 Minutes	15,126	
45 - 59 Minutes	6,996	
60 or more Minutes	8,538	
2022 Est. Avg Travel Time to Work in Minutes		24
2022 Est. Occupied Housing Units by Tenure	107,198	
Owner Occupied	56,420	52.63%
Renter Occupied	50,778	47.37%
2022 Owner Occ. HUs: Avg. Length of Residence		13.90%
2022 Renter Occ. HUs: Avg. Length of Residence		5.20%
2022 Est. Owner-Occupied Housing Units by Value	107,198	
Value Less than \$20,000	1,372	2.43%
Value \$20,000 - \$39,999	922	1.63%
Value \$40,000 - \$59,999	1,272	2.25%
Value \$60,000 - \$79,999	2,602	4.61%
Value \$80,000 - \$99,999	3,328	5.90%
Value \$100,000 - \$149,999	12,262	21.73%
Value \$150,000 - \$199,999	11,179	19.81%
Value \$200,000 - \$299,999	14,014	24.84%
Value \$300,000 - \$399,999	5,338	9.46%
Value \$400,000 - \$499,999	1,843	3.27%
Value \$500,000 - \$749,999	1,320	2.34%
Value \$750,000 - \$999,999	569	1.01%
Value \$1,000,000 or \$1,499,999	223	0.40%
Value \$1,500,000 or \$1,999,999	82	0.15%
Value \$2,000,000+	92	0.16%
2022 Est. Median All Owner-Occupied Housing Value		\$177,718
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	72,367	61.63%
1 Unit Attached	8,650	7.37%
2 Units	7,188	6.12%
3 or 4 Units	7,739	6.59%
5 to 19 Units	10,060	8.57%
20 to 49 Units	2,542	2.16%
50 or More Units	1,264	1.08%
Mobile Home or Trailer	7,377	6.28%
Boat, RV, Van, etc.	237	0.20%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	18,264	15.55%
Housing Units Built 2010 to 2014	8,470	7.21%
Housing Units Built 2000 to 2009	25,524	21.74%
Housing Units Built 1990 to 1999	17,319	14.75%
Housing Units Built 1980 to 1989	15,025	12.80%
Housing Units Built 1970 to 1979	19,192	16.34%
Housing Units Built 1960 to 1969	7,945	6.77%
Housing Units Built 1950 to 1959	3,729	3.18%
Housing Units Built 1940 to 1949	1,065	0.91%
Housing Unit Built 1939 or Earlier	893	0.76%
2022 Est. Median Year Structure Built		1997

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 **Retail**Coach®

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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