



The **Retail**Coach®

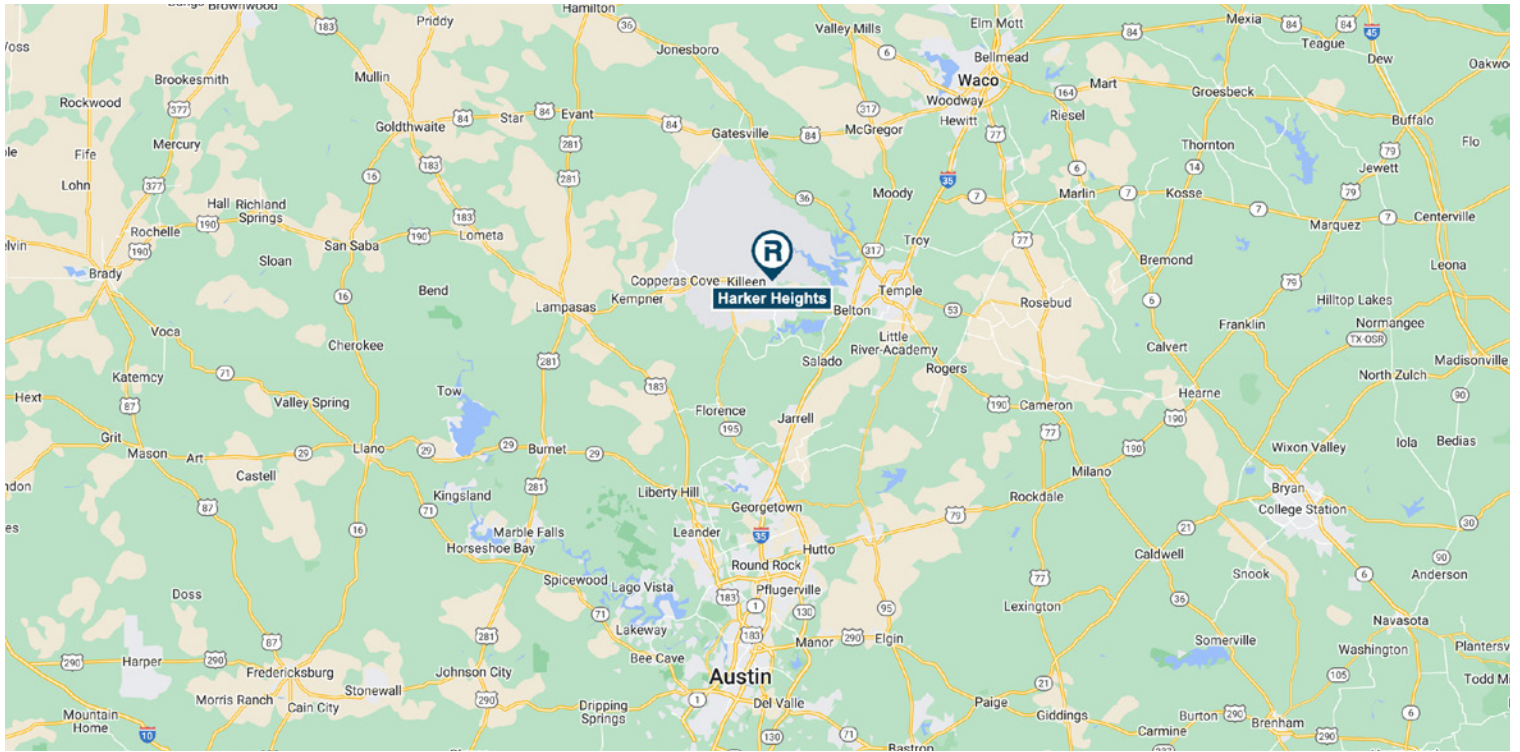
Community Demographic Profile

HARKER HEIGHTS, TEXAS

Prepared for City of Harker Heights
May 2024

Community • Demographic Snapshot

Harker Heights, Texas



Population

2020	33,097
2024	35,073
2029	37,317

Educational Attainment (%)

Graduate or Professional Degree	11.35%
Bachelors Degree	22.27%
Associate Degree	10.11%
Some College	23.87%
High School Graduate (or GED)	24.83%
Some High School, No Degree	3.94%
Less than 9th Grade	3.62%

Income

Average HH	\$96,883
Median HH	\$79,316
Per Capita	\$34,132

Age

0 - 9 Years	14.09%
10 - 17 Years	12.44%
18 - 24 Years	9.53%
25 - 34 Years	12.92%
35 - 44 Years	14.70%
45 - 54 Years	12.67%
55 - 64 Years	11.37%
65 and Older	12.29%
Median Age	35.71
Average Age	36.50

Race Distribution (%)

White	44.74%
Black/African American	23.25%
American Indian/Alaskan	0.80%
Asian	4.78%
Native Hawaiian/Islander	1.36%
Other Race	8.19%
Two or More Races	16.88%
Hispanic	23.88%



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Community • Demographic Profile

Harker Heights, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	37,317	
2024 Estimate	35,073	
2020 Census	33,097	
2010 Census	26,694	
Growth 2024 - 2029		6.40%
Growth 2020 - 2024		5.97%
Growth 2010 - 2020		23.99%
2024 Est. Population by Single-Classification Race	35,073	
White Alone	15,693	44.74%
Black or African American Alone	8,155	23.25%
Amer. Indian and Alaska Native Alone	281	0.80%
Asian Alone	1,678	4.78%
Native Hawaiian and Other Pacific Island Alone	476	1.36%
Some Other Race Alone	2,871	8.19%
Two or More Races	5,919	16.88%
2024 Est. Population by Hispanic or Latino Origin	35,073	
Not Hispanic or Latino	26,698	76.12%
Hispanic or Latino	8,375	23.88%
Mexican	5,505	65.73%
Puerto Rican	1,290	15.40%
Cuban	235	2.81%
All Other Hispanic or Latino	1,345	16.06%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	8,375	
White Alone	1,915	22.87%
Black or African American Alone	464	5.54%
American Indian and Alaska Native Alone	141	1.68%
Asian Alone	63	0.75%
Native Hawaiian and Other Pacific Islander Alone	34	0.41%
Some Other Race Alone	2,677	31.96%
Two or More Races	3,081	36.79%
2024 Est. Pop by Race, Asian Alone, by Category	1,678	
Chinese, except Taiwanese	197	11.74%
Filipino	182	10.85%
Japanese	30	1.79%
Asian Indian	89	5.30%
Korean	630	37.55%
Vietnamese	70	4.17%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	34	2.03%
All Other Asian Races Including 2+ Category	446	26.58%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	35,073	
Arab	87	0.25%
Czech	12	0.03%
Danish	9	0.03%
Dutch	940	2.68%
English	1,491	4.25%
French (except Basque)	860	2.45%
French Canadian	45	0.13%
German	2,558	7.29%
Greek	541	1.54%
Hungarian	136	0.39%
Irish	1,727	4.92%
Italian	509	1.45%
Lithuanian	7	0.02%
United States or American	3,338	9.52%
Norwegian	467	1.33%
Polish	341	0.97%
Portuguese	330	0.94%
Russian	52	0.15%
Scottish	346	0.99%
Scotch-Irish	246	0.70%
Slovak	16	0.05%
Subsaharan African	323	0.92%
Swedish	244	0.70%
Swiss	19	0.05%
Ukrainian	29	0.08%
Welsh	274	0.78%
West Indian (except Hisp. groups)	496	1.41%
Other ancestries	15,292	43.60%
Ancestry Unclassified	4,338	12.37%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	27,176	83.46%
Speak Asian/Pacific Island Language at Home	887	2.72%
Speak IndoEuropean Language at Home	1,459	4.48%
Speak Spanish at Home	2,948	9.05%
Speak Other Language at Home	87	0.27%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	35,073	
Age 0 - 4	2,511	7.16%
Age 5 - 9	2,431	6.93%
Age 10 - 14	2,709	7.72%
Age 15 - 17	1,654	4.72%
Age 18 - 20	1,554	4.43%
Age 21 - 24	1,789	5.10%
Age 25 - 34	4,532	12.92%
Age 35 - 44	5,154	14.70%
Age 45 - 54	4,443	12.67%
Age 55 - 64	3,987	11.37%
Age 65 - 74	2,727	7.78%
Age 75 - 84	1,246	3.55%
Age 85 and over	336	0.96%
Age 16 and over	26,871	76.61%
Age 18 and over	25,768	73.47%
Age 21 and over	24,214	69.04%
Age 65 and over	4,309	12.29%
2024 Est. Median Age		35.71
2024 Est. Average Age		36.50
2024 Est. Population by Sex	35,073	
Male	16,955	48.34%
Female	18,118	51.66%
2024 Est. Male Population by Age	16,955	
Age 0 - 4	1,287	7.59%
Age 5 - 9	1,185	6.99%
Age 10 - 14	1,382	8.15%
Age 15 - 17	811	4.78%
Age 18 - 20	772	4.55%
Age 21 - 24	917	5.41%
Age 25 - 34	2,280	13.45%
Age 35 - 44	2,409	14.21%
Age 45 - 54	2,109	12.44%
Age 55 - 64	1,870	11.03%
Age 65 - 74	1,266	7.47%
Age 75 - 84	541	3.19%
Age 85 and over	126	0.74%
2024 Est. Median Age, Male		34.33
2024 Est. Average Age, Male		35.60
2024 Est. Female Population by Age	18,118	
Age 0 - 4	1,224	6.76%
Age 5 - 9	1,246	6.88%
Age 10 - 14	1,327	7.32%
Age 15 - 17	843	4.65%
Age 18 - 20	782	4.32%
Age 21 - 24	872	4.81%
Age 25 - 34	2,252	12.43%
Age 35 - 44	2,745	15.15%
Age 45 - 54	2,334	12.88%
Age 55 - 64	2,117	11.69%
Age 65 - 74	1,461	8.06%
Age 75 - 84	705	3.89%
Age 85 and over	210	1.16%
2024 Est. Median Age, Female		36.93
2024 Est. Average Age, Female		37.30

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,873	32.36%
Males, Never Married	4,407	16.07%
Females, Never Married	4,466	16.29%
Married, Spouse present	12,992	47.38%
Married, Spouse absent	1,362	4.97%
Widowed	1,005	3.66%
Males Widowed	232	0.85%
Females Widowed	773	2.82%
Divorced	3,190	11.63%
Males Divorced	1,373	5.01%
Females Divorced	1,817	6.63%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	811	3.62%
Some High School, no diploma	884	3.94%
High School Graduate (or GED)	5,569	24.83%
Some College, no degree	5,354	23.87%
Associate Degree	2,267	10.11%
Bachelor's Degree	4,995	22.27%
Master's Degree	2,115	9.43%
Professional School Degree	286	1.27%
Doctorate Degree	144	0.64%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	861	19.09%
High School Graduate	1,253	27.79%
Some College or Associate's Degree	1,187	26.32%
Bachelor's Degree or Higher	1,208	26.79%
Households		
2029 Projection	13,051	
2024 Estimate	12,298	
2020 Census	11,636	
2010 Census	9,542	
Growth 2024 - 2029		6.12%
Growth 2020 - 2024		5.69%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	12,298	
Family Households	9,280	75.46%
Nonfamily Households	3,018	24.54%
2024 Est. Group Quarters Population	165	
2024 Households by Ethnicity, Hispanic/Latino	2,379	

Community • Demographic Profile

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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	12,298	
Income < \$15,000	946	7.69%
Income \$15,000 - \$24,999	785	6.38%
Income \$25,000 - \$34,999	755	6.14%
Income \$35,000 - \$49,999	1,195	9.72%
Income \$50,000 - \$74,999	2,139	17.39%
Income \$75,000 - \$99,999	1,767	14.37%
Income \$100,000 - \$124,999	1,507	12.25%
Income \$125,000 - \$149,999	1,296	10.54%
Income \$150,000 - \$199,999	1,066	8.67%
Income \$200,000 - \$249,999	360	2.93%
Income \$250,000 - \$499,999	366	2.98%
Income \$500,000+	116	0.94%
2024 Est. Average Household Income		\$96,883
2024 Est. Median Household Income		\$79,316
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$87,581
Black or African American Alone		\$78,623
American Indian and Alaska Native Alone		\$63,330
Asian Alone		\$71,011
Native Hawaiian and Other Pacific Islander Alone		\$69,524
Some Other Race Alone		\$69,427
Two or More Races		\$65,927
Hispanic or Latino		\$65,357
Not Hispanic or Latino		\$83,685
2024 Est. HH by Type and Presence of Own Child.	12,298	
Family Households with Children	4,788	38.93%
Family Households without Children	7,510	61.07%
Married-Couple Families	6,076	49.41%
Married-Couple Family, own children	2,911	23.67%
Married-Couple Family, no own children	3,165	25.74%
Cohabiting-Couple Families	556	4.52%
Cohabiting-Couple Family, own children	270	2.20%
Cohabiting-Couple Family, no own children	286	2.33%
Male Householder Families	2,300	18.70%
Male Householder, own children	457	3.72%
Male Householder, no own children	279	2.27%
Male Householder, only Nonrelatives	147	1.19%
Male Householder, Living Alone	1,417	11.52%
Female Householder Families	3,366	27.37%
Female Householder, own children	1,150	9.35%
Female Householder, no own children	748	6.08%
Female Householder, only Nonrelatives	61	0.50%
Female Householder, Living Alone	1,407	11.44%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	12,298	
1-person	2,464	20.04%
2-person	3,770	30.66%
3-person	2,201	17.90%
4-person	2,060	16.75%
5-person	1,055	8.58%
6-person	499	4.06%
7-or-more-person	249	2.02%
2024 Est. Average Household Size		2.84
2024 Est. Households by Number of Vehicles	12,298	
No Vehicles	561	4.56%
1 Vehicle	3,606	29.32%
2 Vehicles	5,024	40.85%
3 Vehicles	2,429	19.75%
4 Vehicles	485	3.94%
5 or more Vehicles	193	1.57%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	9,844	
2024 Estimate	9,280	
2020 Estimate	8,702	
2010 Census	7,143	
Growth 2024 - 2029		6.08%
Growth 2020 - 2024		6.64%
Growth 2010 - 2020		21.83%
2024 Est. Families by Poverty Status	9,280	
2024 Families at or Above Poverty	8,409	90.61%
2024 Families at or Above Poverty with Children	4,593	49.49%
2024 Families Below Poverty	871	9.39%
2024 Families Below Poverty with Children	685	7.38%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	15,202	56.57%
Civilian Labor Force, Unemployed	741	2.76%
Armed Forces	2,038	7.58%
Not in Labor Force	8,890	33.08%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	9,395	61.81%
Non-Profit Private Workers	688	4.53%
Local Government Workers	1,761	11.59%
State Government Workers	826	5.43%
Federal Government Workers	1,508	9.92%
Self-Employed Workers	1,004	6.61%
Unpaid Family Workers	17	0.11%



Community • Demographic Profile

Harker Heights, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	118	0.78%
Arts/Entertainment/Sports	227	1.49%
Building Grounds Maintenance	236	1.55%
Business/Financial Operations	509	3.35%
Community/Social Services	253	1.66%
Computer/Mathematical	363	2.39%
Construction/Extraction	627	4.12%
Education/Training/Library	1,346	8.86%
Farming/Fishing/Forestry	2	0.01%
Food Prep/Serving	1,463	9.63%
Health Practitioner/Technician	931	6.12%
Healthcare Support	404	2.66%
Maintenance Repair	777	5.11%
Legal	127	0.84%
Life/Physical/Social Science	119	0.78%
Management	1,228	8.08%
Office/Admin. Support	2,365	15.56%
Production	763	5.02%
Protective Services	340	2.24%
Sales/Related	1,459	9.60%
Personal Care/Service	343	2.26%
Transportation/Moving	1,199	7.89%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	9,045	59.51%
Blue Collar	3,366	22.15%
Service and Farm	2,788	18.34%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	13,197	78.48%
Car Pooled	1,846	10.98%
Public Transportation	7	0.04%
Walked	304	1.81%
Bicycle	2	0.01%
Other Means	467	2.78%
Worked at Home	992	5.90%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,802	
15 - 29 Minutes	7,452	
30 - 44 Minutes	1,711	
45 - 59 Minutes	536	
60 or more Minutes	1,391	
2024 Est. Avg Travel Time to Work in Minutes		25
2024 Est. Occupied Housing Units by Tenure	12,298	
Owner Occupied	7,438	60.48%
Renter Occupied	4,860	39.52%
2024 Owner Occ. HUs: Avg. Length of Residence		13.50 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.00 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	7,438	
Value Less than \$20,000	294	3.95%
Value \$20,000 - \$39,999	99	1.33%
Value \$40,000 - \$59,999	13	0.18%
Value \$60,000 - \$79,999	136	1.83%
Value \$80,000 - \$99,999	142	1.91%
Value \$100,000 - \$149,999	304	4.09%
Value \$150,000 - \$199,999	691	9.29%
Value \$200,000 - \$299,999	2,300	30.92%
Value \$300,000 - \$399,999	2,102	28.26%
Value \$400,000 - \$499,999	907	12.19%
Value \$500,000 - \$749,999	281	3.78%
Value \$750,000 - \$999,999	141	1.90%
Value \$1,000,000 or \$1,499,999	28	0.38%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2024 Est. Median All Owner-Occupied Housing Value		\$289,153
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	8,890	68.08%
1 Unit Attached	183	1.40%
2 Units	695	5.32%
3 or 4 Units	1,124	8.61%
5 to 19 Units	533	4.08%
20 to 49 Units	20	0.15%
50 or More Units	111	0.85%
Mobile Home or Trailer	1,483	11.36%
Boat, RV, Van, etc.	19	0.15%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	804	6.16%
Housing Units Built 2010 to 2019	2,807	21.50%
Housing Units Built 2000 to 2009	3,234	24.77%
Housing Units Built 1990 to 1999	1,853	14.19%
Housing Units Built 1980 to 1989	1,610	12.33%
Housing Units Built 1970 to 1979	2,232	17.09%
Housing Units Built 1960 to 1969	364	2.79%
Housing Units Built 1950 to 1959	122	0.93%
Housing Units Built 1940 to 1949	23	0.18%
Housing Unit Built 1939 or Earlier	9	0.07%
2024 Est. Median Year Structure Built		2001

[†] 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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