



The **Retail** Coach®

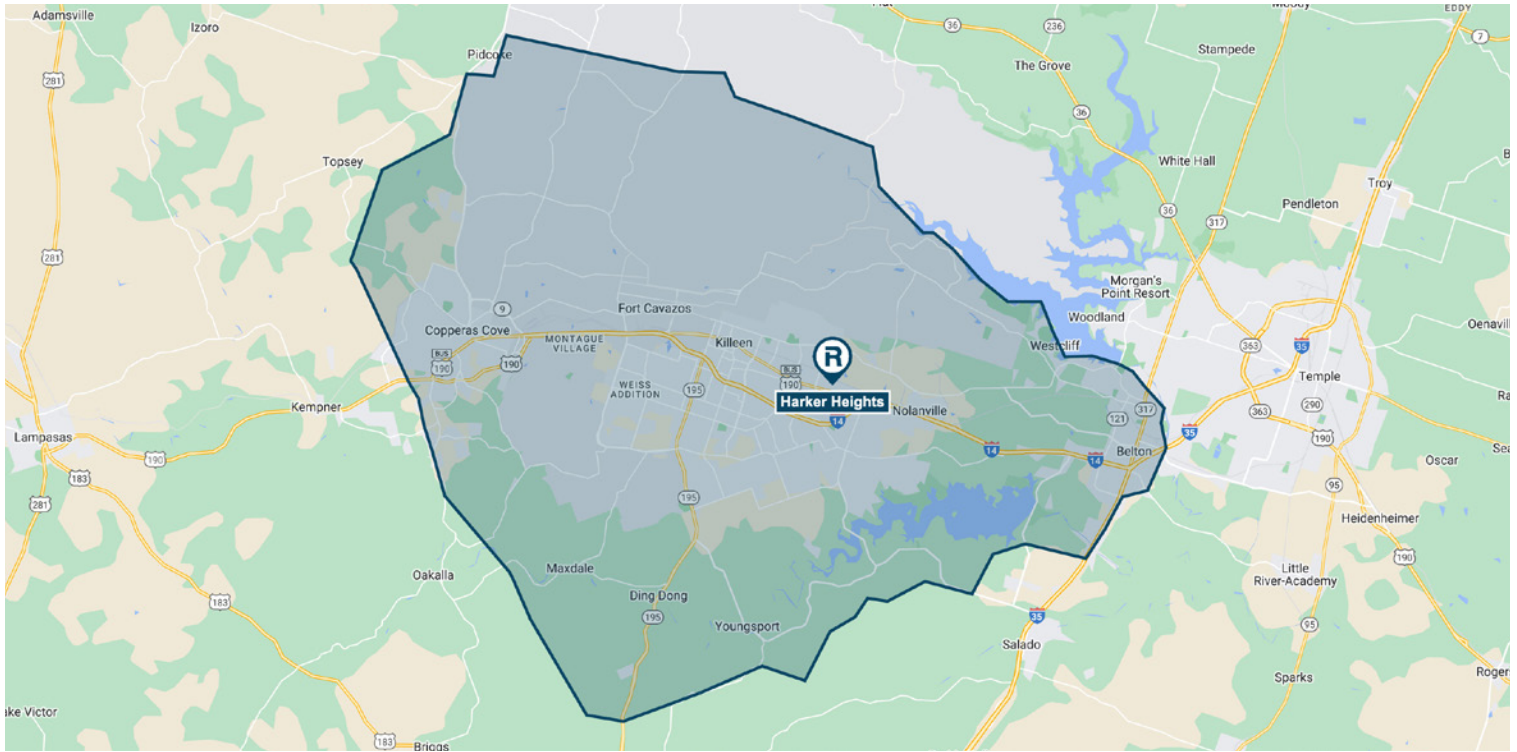
Retail Trade Area Demographic Profile

HARKER HEIGHTS, TEXAS

Prepared for City of Harker Heights
May 2024

Retail Trade Area • Demographic Snapshot

Harker Heights, Texas



Population

2020	305,107
2024	323,979
2029	343,599

Educational Attainment (%)

Graduate or Professional Degree	7.98%
Bachelors Degree	16.57%
Associate Degree	11.42%
Some College	29.99%
High School Graduate (or GED)	25.81%
Some High School, No Degree	5.18%
Less than 9th Grade	3.04%

Income

Average HH	\$79,137
Median HH	\$61,462
Per Capita	\$28,867

Age

0 - 9 Years	14.81%
10 - 17 Years	11.74%
18 - 24 Years	13.02%
25 - 34 Years	16.18%
35 - 44 Years	13.85%
45 - 54 Years	10.58%
55 - 64 Years	9.24%
65 and Older	10.58%
Median Age	31.28
Average Age	34.17

Race Distribution (%)

White	41.37%
Black/African American	27.07%
American Indian/Alaskan	1.00%
Asian	3.49%
Native Hawaiian/Islander	1.50%
Other Race	9.42%
Two or More Races	16.15%
Hispanic	27.02%



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Retail Trade Area • Demographic Profile

Harker Heights, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	343,599	
2024 Estimate	323,979	
2020 Census	305,107	
2010 Census	257,708	
Growth 2024 - 2029		6.06%
Growth 2020 - 2024		6.18%
Growth 2010 - 2020		18.39%
2024 Est. Population by Single-Classification Race	323,979	
White Alone	134,018	41.37%
Black or African American Alone	87,712	27.07%
Amer. Indian and Alaska Native Alone	3,224	1.00%
Asian Alone	11,304	3.49%
Native Hawaiian and Other Pacific Island Alone	4,875	1.50%
Some Other Race Alone	30,509	9.42%
Two or More Races	52,337	16.15%
2024 Est. Population by Hispanic or Latino Origin	323,979	
Not Hispanic or Latino	236,447	72.98%
Hispanic or Latino	87,532	27.02%
Mexican	51,859	59.25%
Puerto Rican	21,890	25.01%
Cuban	950	1.08%
All Other Hispanic or Latino	12,833	14.66%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	87,532	
White Alone	21,310	24.34%
Black or African American Alone	4,856	5.55%
American Indian and Alaska Native Alone	1,831	2.09%
Asian Alone	648	0.74%
Native Hawaiian and Other Pacific Islander Alone	373	0.43%
Some Other Race Alone	28,528	32.59%
Two or More Races	29,987	34.26%
2024 Est. Pop by Race, Asian Alone, by Category	11,304	
Chinese, except Taiwanese	529	4.68%
Filipino	2,554	22.59%
Japanese	414	3.66%
Asian Indian	341	3.02%
Korean	3,233	28.60%
Vietnamese	964	8.53%
Cambodian	431	3.81%
Hmong	58	0.51%
Laotian	73	0.65%
Thai	340	3.01%
All Other Asian Races Including 2+ Category	2,368	20.95%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	323,979	
Arab	1,171	0.36%
Czech	1,546	0.48%
Danish	635	0.20%
Dutch	2,409	0.74%
English	13,814	4.26%
French (except Basque)	4,852	1.50%
French Canadian	533	0.17%
German	28,416	8.77%
Greek	954	0.30%
Hungarian	470	0.15%
Irish	18,600	5.74%
Italian	5,732	1.77%
Lithuanian	127	0.04%
United States or American	24,892	7.68%
Norwegian	1,912	0.59%
Polish	2,833	0.87%
Portuguese	982	0.30%
Russian	1,041	0.32%
Scottish	3,335	1.03%
Scotch-Irish	1,771	0.55%
Slovak	157	0.05%
Subsaharan African	4,386	1.35%
Swedish	1,699	0.52%
Swiss	238	0.07%
Ukrainian	92	0.03%
Welsh	1,484	0.46%
West Indian (except Hisp. groups)	3,174	0.98%
Other ancestries	145,757	44.99%
Ancestry Unclassified	50,969	15.73%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	240,706	80.33%
Speak Asian/Pacific Island Language at Home	6,912	2.31%
Speak IndoEuropean Language at Home	7,503	2.50%
Speak Spanish at Home	41,612	13.89%
Speak Other Language at Home	2,027	0.68%



Retail Trade Area • Demographic Profile

Harker Heights, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	323,979	
Age 0 - 4	24,345	7.51%
Age 5 - 9	23,632	7.29%
Age 10 - 14	23,597	7.28%
Age 15 - 17	14,421	4.45%
Age 18 - 20	19,027	5.87%
Age 21 - 24	23,156	7.15%
Age 25 - 34	52,427	16.18%
Age 35 - 44	44,872	13.85%
Age 45 - 54	34,273	10.58%
Age 55 - 64	29,938	9.24%
Age 65 - 74	21,927	6.77%
Age 75 - 84	9,671	2.98%
Age 85 and over	2,693	0.83%
Age 16 and over	247,626	76.43%
Age 18 and over	237,984	73.46%
Age 21 and over	218,957	67.58%
Age 65 and over	34,291	10.58%
2024 Est. Median Age		31.28
2024 Est. Average Age		34.17
2024 Est. Population by Sex	323,979	
Male	160,248	49.46%
Female	163,731	50.54%
2024 Est. Male Population by Age	160,248	
Age 0 - 4	12,389	7.73%
Age 5 - 9	11,807	7.37%
Age 10 - 14	12,056	7.52%
Age 15 - 17	7,332	4.58%
Age 18 - 20	10,624	6.63%
Age 21 - 24	12,974	8.10%
Age 25 - 34	26,585	16.59%
Age 35 - 44	21,487	13.41%
Age 45 - 54	16,235	10.13%
Age 55 - 64	13,854	8.65%
Age 65 - 74	9,850	6.15%
Age 75 - 84	4,119	2.57%
Age 85 and over	936	0.58%
2024 Est. Median Age, Male		29.55
2024 Est. Average Age, Male		33.18
2024 Est. Female Population by Age	163,731	
Age 0 - 4	11,956	7.30%
Age 5 - 9	11,826	7.22%
Age 10 - 14	11,541	7.05%
Age 15 - 17	7,089	4.33%
Age 18 - 20	8,403	5.13%
Age 21 - 24	10,182	6.22%
Age 25 - 34	25,842	15.78%
Age 35 - 44	23,385	14.28%
Age 45 - 54	18,038	11.02%
Age 55 - 64	16,084	9.82%
Age 65 - 74	12,077	7.38%
Age 75 - 84	5,553	3.39%
Age 85 and over	1,757	1.07%
2024 Est. Median Age, Female		33.03
2024 Est. Average Age, Female		35.10

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	87,787	34.78%
Males, Never Married	47,996	19.02%
Females, Never Married	39,790	15.76%
Married, Spouse present	111,540	44.19%
Married, Spouse absent	15,684	6.21%
Widowed	10,710	4.24%
Males Widowed	2,788	1.10%
Females Widowed	7,922	3.14%
Divorced	26,684	10.57%
Males Divorced	10,433	4.13%
Females Divorced	16,251	6.44%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,955	3.04%
Some High School, no diploma	10,146	5.18%
High School Graduate (or GED)	50,533	25.81%
Some College, no degree	58,725	29.99%
Associate Degree	22,366	11.42%
Bachelor's Degree	32,451	16.57%
Master's Degree	13,040	6.66%
Professional School Degree	1,523	0.78%
Doctorate Degree	1,062	0.54%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	6,459	14.11%
High School Graduate	12,612	27.55%
Some College or Associate's Degree	16,953	37.03%
Bachelor's Degree or Higher	9,754	21.31%
Households		
2029 Projection	120,598	
2024 Estimate	113,505	
2020 Census	106,807	
2010 Census	90,215	
Growth 2024 - 2029		6.25%
Growth 2020 - 2024		6.27%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	113,505	
Family Households	83,607	73.66%
Nonfamily Households	29,898	26.34%
2024 Est. Group Quarters Population	12,811	
2024 Households by Ethnicity, Hispanic/Latino	25,555	



Retail Trade Area • Demographic Profile

Harker Heights, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	113,505	
Income < \$15,000	11,004	9.70%
Income \$15,000 - \$24,999	8,604	7.58%
Income \$25,000 - \$34,999	9,746	8.59%
Income \$35,000 - \$49,999	16,458	14.50%
Income \$50,000 - \$74,999	22,093	19.46%
Income \$75,000 - \$99,999	15,687	13.82%
Income \$100,000 - \$124,999	10,962	9.66%
Income \$125,000 - \$149,999	7,467	6.58%
Income \$150,000 - \$199,999	6,412	5.65%
Income \$200,000 - \$249,999	2,444	2.15%
Income \$250,000 - \$499,999	1,983	1.75%
Income \$500,000+	646	0.57%
2024 Est. Average Household Income		\$79,137
2024 Est. Median Household Income		\$61,462
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$66,555
Black or African American Alone		\$56,313
American Indian and Alaska Native Alone		\$65,562
Asian Alone		\$56,445
Native Hawaiian and Other Pacific Islander Alone		\$79,255
Some Other Race Alone		\$56,675
Two or More Races		\$58,260
Hispanic or Latino		\$55,395
Not Hispanic or Latino		\$63,519
2024 Est. HH by Type and Presence of Own Child.	113,505	
Family Households with Children	41,105	36.21%
Family Households without Children	72,400	63.79%
Married-Couple Families	53,519	47.15%
Married-Couple Family, own children	24,773	21.83%
Married-Couple Family, no own children	28,746	25.33%
Cohabiting-Couple Families	5,735	5.05%
Cohabiting-Couple Family, own children	2,653	2.34%
Cohabiting-Couple Family, no own children	3,082	2.71%
Male Householder Families	20,939	18.45%
Male Householder, own children	2,656	2.34%
Male Householder, no own children	1,772	1.56%
Male Householder, only Nonrelatives	1,847	1.63%
Male Householder, Living Alone	14,664	12.92%
Female Householder Families	33,312	29.35%
Female Householder, own children	11,023	9.71%
Female Householder, no own children	6,195	5.46%
Female Householder, only Nonrelatives	963	0.85%
Female Householder, Living Alone	15,131	13.33%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	113,505	
1-person	26,208	23.09%
2-person	34,080	30.02%
3-person	20,529	18.09%
4-person	17,325	15.26%
5-person	9,164	8.07%
6-person	3,899	3.43%
7-or-more-person	2,299	2.03%
2024 Est. Average Household Size		2.74
2024 Est. Households by Number of Vehicles	113,505	
No Vehicles	5,092	4.49%
1 Vehicle	38,430	33.86%
2 Vehicles	46,042	40.56%
3 Vehicles	17,012	14.99%
4 Vehicles	5,242	4.62%
5 or more Vehicles	1,686	1.49%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	88,963	
2024 Estimate	83,607	
2020 Estimate	76,378	
2010 Census	65,772	
Growth 2024 - 2029		6.41%
Growth 2020 - 2024		9.47%
Growth 2010 - 2020		16.12%
2024 Est. Families by Poverty Status	83,607	
2024 Families at or Above Poverty	73,344	87.72%
2024 Families at or Above Poverty with Children	38,594	46.16%
2024 Families Below Poverty	10,263	12.28%
2024 Families Below Poverty with Children	7,882	9.43%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	122,211	49.35%
Civilian Labor Force, Unemployed	11,406	4.61%
Armed Forces	31,469	12.71%
Not in Labor Force	82,539	33.33%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	78,274	61.68%
Non-Profit Private Workers	7,373	5.81%
Local Government Workers	15,284	12.05%
State Government Workers	5,398	4.25%
Federal Government Workers	12,209	9.62%
Self-Employed Workers	8,205	6.47%
Unpaid Family Workers	151	0.12%



Retail Trade Area • Demographic Profile

Harker Heights, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	1,090	0.86%
Arts/Entertainment/Sports	1,755	1.38%
Building Grounds Maintenance	3,721	2.93%
Business/Financial Operations	4,318	3.40%
Community/Social Services	1,990	1.57%
Computer/Mathematical	3,888	3.06%
Construction/Extraction	7,039	5.55%
Education/Training/Library	9,542	7.52%
Farming/Fishing/Forestry	214	0.17%
Food Prep/Serving	9,151	7.21%
Health Practitioner/Technician	7,472	5.89%
Healthcare Support	4,771	3.76%
Maintenance Repair	5,718	4.51%
Legal	439	0.35%
Life/Physical/Social Science	307	0.24%
Management	10,302	8.12%
Office/Admin. Support	17,567	13.84%
Production	4,962	3.91%
Protective Services	3,909	3.08%
Sales/Related	11,942	9.41%
Personal Care/Service	3,929	3.10%
Transportation/Moving	12,868	10.14%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	70,613	55.65%
Blue Collar	30,587	24.10%
Service and Farm	25,696	20.25%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	115,137	76.38%
Car Pooled	17,212	11.42%
Public Transportation	799	0.53%
Walked	6,225	4.13%
Bicycle	129	0.09%
Other Means	1,956	1.30%
Worked at Home	9,284	6.16%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	49,891	
15 - 29 Minutes	55,032	
30 - 44 Minutes	17,611	
45 - 59 Minutes	8,262	
60 or more Minutes	11,061	
2024 Est. Avg Travel Time to Work in Minutes		26
2024 Est. Occupied Housing Units by Tenure	113,505	
Owner Occupied	57,852	50.97%
Renter Occupied	55,653	49.03%
2024 Owner Occ. HUs: Avg. Length of Residence		14.08 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.69 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	57,852	
Value Less than \$20,000	1,423	2.46%
Value \$20,000 - \$39,999	1,116	1.93%
Value \$40,000 - \$59,999	636	1.10%
Value \$60,000 - \$79,999	1,720	2.97%
Value \$80,000 - \$99,999	2,607	4.51%
Value \$100,000 - \$149,999	8,734	15.10%
Value \$150,000 - \$199,999	9,136	15.79%
Value \$200,000 - \$299,999	15,830	27.36%
Value \$300,000 - \$399,999	9,173	15.86%
Value \$400,000 - \$499,999	3,660	6.33%
Value \$500,000 - \$749,999	2,133	3.69%
Value \$750,000 - \$999,999	932	1.61%
Value \$1,000,000 or \$1,499,999	475	0.82%
Value \$1,500,000 or \$1,999,999	57	0.10%
Value \$2,000,000+	220	0.38%
2024 Est. Median All Owner-Occupied Housing Value		\$220,191
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	75,667	61.50%
1 Unit Attached	9,122	7.41%
2 Units	7,797	6.34%
3 or 4 Units	8,191	6.66%
5 to 19 Units	10,472	8.51%
20 to 49 Units	2,457	2.00%
50 or More Units	1,544	1.25%
Mobile Home or Trailer	7,511	6.11%
Boat, RV, Van, etc.	277	0.23%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	7,072	5.75%
Housing Units Built 2010 to 2019	21,241	17.26%
Housing Units Built 2000 to 2009	25,161	20.45%
Housing Units Built 1990 to 1999	19,291	15.68%
Housing Units Built 1980 to 1989	16,274	13.23%
Housing Units Built 1970 to 1979	20,218	16.43%
Housing Units Built 1960 to 1969	7,561	6.14%
Housing Units Built 1950 to 1959	4,314	3.51%
Housing Units Built 1940 to 1949	981	0.80%
Housing Unit Built 1939 or Earlier	925	0.75%
2024 Est. Median Year Structure Built		1996

[†] 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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