



The**Retail**Coach®

# COMMUNITY DEMOGRAPHIC PROFILE

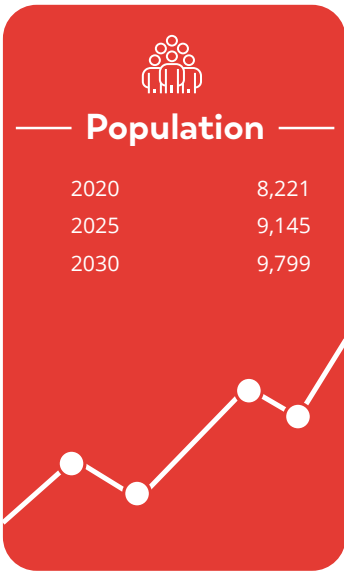
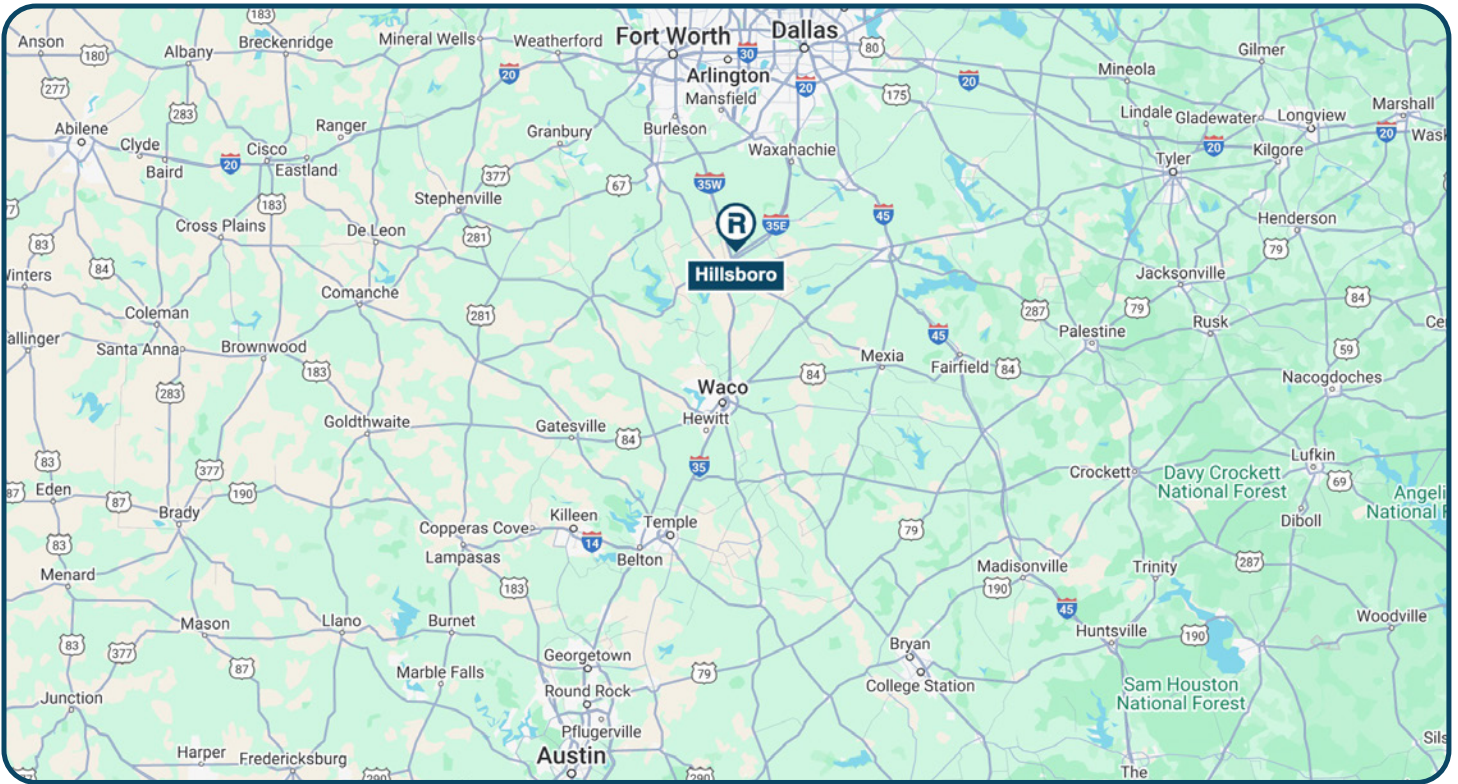
HILLSBORO, TEXAS

PREPARED FOR HILLSBORO ECONOMIC DEVELOPMENT CORPORATION  
JUNE 2025

# DEMOGRAPHIC SNAPSHOT



**Jessica Trew** | Executive Director  
 Hillsboro Economic Development Corporation  
 254.582.3405.2411 | 254.266.4096  
 JTrew@HillsboroTX.org | HillsboroTX.org



Age Group	Percentage
0-9 Years	14.02%
10 - 17 Years	12.11%
18 - 24 Years	9.78%
25 - 34 Years	13.72%
35 - 44 Years	13.40%
45 - 54 Years	10.76%
55 - 64 Years	10.33%
65 and Older	15.89%
Median Age	35.27
Average Age	37.50

Education Level	Percentage
Graduate or Professional Degree	6.93%
Bachelors Degree	11.96%
Associate Degree	8.92%
Some College	21.17%
High School Graduate (GED)	33.06%
Some High School, No Degree	9.25%
Less than 9th Grade	8.72%

Race	Percentage
White	47.69%
Black/African American	11.06%
American Indian/Alaskan	1.97%
Asian	1.10%
Native Hawaiian/Islander	0.07%
Other Race	21.24%
Two or More Races	16.88%
Hispanic	46.24%
Non-Hispanic	53.76%

Income Metric	Amount
Average HH	\$81,106
Median HH	\$64,597
Per Capita	\$29,742

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>Population</b>		
2030 Projection	9,799	
2025 Estimate	9,145	
2020 Census	8,221	
2010 Census	8,466	
Growth 2025 - 2030		7.15%
Growth 2020 - 2025		11.24%
Growth 2010 - 2020		-2.88%
<b>2025 Est. Population by Single-Classification Race</b>	<b>9,145</b>	
White Alone	4,361	47.69%
Black or African American Alone	1,011	11.06%
Amer. Indian and Alaska Native Alone	180	1.97%
Asian Alone	101	1.10%
Native Hawaiian and Other Pacific Island Alone	6	0.07%
Some Other Race Alone	1,942	21.24%
Two or More Races	1,544	16.88%
<b>2025 Est. Population by Hispanic or Latino Origin</b>	<b>9,145</b>	
Not Hispanic or Latino	4,916	53.76%
Hispanic or Latino	4,229	46.24%
Mexican	4,111	97.21%
Puerto Rican	0	0.00%
Cuban	17	0.40%
All Other Hispanic or Latino	101	2.39%
<b>2025 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>4,229</b>	
White Alone	900	21.28%
Black or African American Alone	20	0.47%
American Indian and Alaska Native Alone	162	3.83%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,923	45.47%
Two or More Races	1,224	28.94%
<b>2025 Est. Pop by Race, Asian Alone, by Category</b>	<b>101</b>	
Chinese, except Taiwanese	0	0.00%
Filipino	6	5.94%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	10	9.90%
Vietnamese	1	0.99%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	84	83.17%

DESCRIPTION	DATA	%
<b>2025 Est. Population by Ancestry</b>	<b>9,145</b>	
Arab	0	0.00%
Czech	145	1.59%
Danish	0	0.00%
Dutch	15	0.16%
English	556	6.08%
French (except Basque)	84	0.92%
French Canadian	0	0.00%
German	588	6.43%
Greek	2	0.02%
Hungarian	0	0.00%
Irish	632	6.91%
Italian	48	0.53%
Lithuanian	6	0.07%
United States or American	276	3.02%
Norwegian	22	0.24%
Polish	29	0.32%
Portuguese	8	0.09%
Russian	21	0.23%
Scottish	76	0.83%
Scotch-Irish	94	1.03%
Slovak	0	0.00%
Subsaharan African	5	0.06%
Swedish	14	0.15%
Swiss	4	0.04%
Ukrainian	0	0.00%
Welsh	9	0.10%
West Indian (except Hisp. groups)	2	0.02%
Other ancestries	4,802	52.51%
Ancestry Unclassified	1,707	18.67%
<b>2025 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	5,802	67.92%
Speak Asian/Pacific Island Language at Home	29	0.34%
Speak IndoEuropean Language at Home	69	0.81%
Speak Spanish at Home	2,643	30.94%
Speak Other Language at Home	0	0.00%

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>2025 Est. Population by Age</b>	<b>9,145</b>	
Age 0 - 4	602	6.58%
Age 5 - 9	680	7.44%
Age 10 - 14	699	7.64%
Age 15 - 17	408	4.46%
Age 18 - 20	399	4.36%
Age 21 - 24	495	5.41%
Age 25 - 34	1,255	13.72%
Age 35 - 44	1,225	13.40%
Age 45 - 54	984	10.76%
Age 55 - 64	945	10.33%
Age 65 - 74	797	8.72%
Age 75 - 84	478	5.23%
Age 85 and over	178	1.95%
Age 16 and over	7,030	76.87%
Age 18 and over	6,756	73.88%
Age 21 and over	6,357	69.51%
Age 65 and over	1,453	15.89%
2025 Est. Median Age		35.27
2025 Est. Average Age		37.50
<b>2025 Est. Population by Sex</b>	<b>9,145</b>	
Male	4,504	49.25%
Female	4,641	50.75%
<b>2025 Est. Male Population by Age</b>	<b>4,504</b>	
Age 0 - 4	301	6.68%
Age 5 - 9	360	7.99%
Age 10 - 14	368	8.17%
Age 15 - 17	206	4.57%
Age 18 - 20	203	4.51%
Age 21 - 24	262	5.82%
Age 25 - 34	627	13.92%
Age 35 - 44	606	13.46%
Age 45 - 54	493	10.95%
Age 55 - 64	433	9.61%
Age 65 - 74	385	8.55%
Age 75 - 84	206	4.57%
Age 85 and over	54	1.20%
2025 Est. Median Age, Male		33.78
2025 Est. Average Age, Male		36.20
<b>2025 Est. Female Population by Age</b>	<b>4,641</b>	
Age 0 - 4	301	6.49%
Age 5 - 9	320	6.89%
Age 10 - 14	331	7.13%
Age 15 - 17	202	4.35%
Age 18 - 20	196	4.22%
Age 21 - 24	233	5.02%
Age 25 - 34	628	13.53%
Age 35 - 44	619	13.34%
Age 45 - 54	491	10.58%
Age 55 - 64	512	11.03%
Age 65 - 74	412	8.88%
Age 75 - 84	272	5.86%
Age 85 and over	124	2.67%
2025 Est. Median Age, Female		36.72
2025 Est. Average Age, Female		38.80

DESCRIPTION	DATA	%
<b>2025 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	2,092	29.20%
Males, Never Married	1,068	14.91%
Females, Never Married	1,024	14.29%
Married, Spouse present	3,164	44.17%
Married, Spouse absent	436	6.09%
Widowed	540	7.54%
Males Widowed	131	1.83%
Females Widowed	409	5.71%
Divorced	932	13.01%
Males Divorced	426	5.95%
Females Divorced	506	7.06%
<b>2025 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	511	8.72%
Some High School, no diploma	542	9.25%
High School Graduate (or GED)	1,938	33.06%
Some College, no degree	1,241	21.17%
Associate Degree	523	8.92%
Bachelor's Degree	701	11.96%
Master's Degree	341	5.82%
Professional School Degree	56	0.96%
Doctorate Degree	9	0.15%
<b>2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	741	32.11%
High School Graduate	776	33.62%
Some College or Associate's Degree	561	24.31%
Bachelor's Degree or Higher	230	9.97%
<b>Households</b>		
2030 Projection	3,564	
2025 Estimate	3,315	
2020 Census	2,953	
2010 Census	2,945	
Growth 2025 - 2030		7.51%
Growth 2020 - 2025		12.26%
Growth 2010 - 2020		0.27%
<b>2025 Est. Households by Household Type</b>	<b>3,315</b>	
Family Households	2,259	68.14%
Nonfamily Households	1,056	31.86%
2025 Est. Group Quarters Population	105	
2025 Households by Ethnicity, Hispanic/Latino	1,182	

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>2025 Est. Households by Household Income</b>	<b>3,315</b>	
Income < \$15,000	271	8.18%
Income \$15,000 - \$24,999	246	7.42%
Income \$25,000 - \$34,999	326	9.83%
Income \$35,000 - \$49,999	466	14.06%
Income \$50,000 - \$74,999	562	16.95%
Income \$75,000 - \$99,999	459	13.85%
Income \$100,000 - \$124,999	409	12.34%
Income \$125,000 - \$149,999	249	7.51%
Income \$150,000 - \$199,999	179	5.40%
Income \$200,000 - \$249,999	76	2.29%
Income \$250,000 - \$499,999	53	1.60%
Income \$500,000+	19	0.57%
2025 Est. Average Household Income		\$81,106
2025 Est. Median Household Income		\$64,597
<b>2025 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$73,272
Black or African American Alone		\$39,016
American Indian and Alaska Native Alone		\$70,994
Asian Alone		\$61,786
Native Hawaiian and Other Pacific Islander Alone		\$42,926
Some Other Race Alone		\$61,385
Two or More Races		\$70,981
Hispanic or Latino		\$64,926
Not Hispanic or Latino		\$64,340
<b>2025 Est. HH by Type and Presence of Own Child.</b>	<b>3,315</b>	
Family Households with Children	1,048	31.61%
Family Households without Children	2,267	68.39%
<b>Married-Couple Families</b>	<b>1,546</b>	<b>46.64%</b>
Married-Couple Family, own children	655	19.76%
Married-Couple Family, no own children	891	26.88%
<b>Cohabiting-Couple Families</b>	<b>216</b>	<b>6.52%</b>
Cohabiting-Couple Family, own children	115	3.47%
Cohabiting-Couple Family, no own children	101	3.05%
<b>Male Householder Families</b>	<b>561</b>	<b>16.92%</b>
Male Householder, own children	10	0.30%
Male Householder, no own children	121	3.65%
Male Householder, only Nonrelatives	21	0.63%
Male Householder, Living Alone	409	12.34%
<b>Female Householder Families</b>	<b>992</b>	<b>29.92%</b>
Female Householder, own children	268	8.09%
Female Householder, no own children	144	4.34%
Female Householder, only Nonrelatives	5	0.15%
Female Householder, Living Alone	575	17.34%

DESCRIPTION	DATA	%
<b>2025 Est. Households by Household Size</b>	<b>3,315</b>	
1-person	882	26.61%
2-person	964	29.08%
3-person	490	14.78%
4-person	476	14.36%
5-person	269	8.12%
6-person	131	3.95%
7-or-more-person	103	3.11%
2025 Est. Average Household Size		2.73
<b>2025 Est. Households by Number of Vehicles</b>	<b>3,315</b>	
No Vehicles	349	10.53%
1 Vehicle	1,018	30.71%
2 Vehicles	1,332	40.18%
3 Vehicles	412	12.43%
4 Vehicles	158	4.77%
5 or more Vehicles	46	1.39%
2025 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2030 Projection	2,428	
2025 Estimate	2,259	
2020 Estimate	2,007	
2010 Census	2,032	
Growth 2025 - 2030		7.48%
Growth 2020 - 2025		12.56%
Growth 2010 - 2020		-1.22%
<b>2025 Est. Families by Poverty Status</b>	<b>2,259</b>	
2025 Families at or Above Poverty	2,010	88.98%
2025 Families at or Above Poverty with Children	953	42.19%
2025 Families Below Poverty	249	11.02%
2025 Families Below Poverty with Children	230	10.18%
<b>2025 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	4,011	57.06%
Civilian Labor Force, Unemployed	218	3.10%
Armed Forces	0	0.00%
Not in Labor Force	2,801	39.84%
<b>2025 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	3,032	75.05%
Non-Profit Private Workers	116	2.87%
Local Government Workers	41	1.01%
State Government Workers	153	3.79%
Federal Government Workers	355	8.79%
Self-Employed Workers	341	8.44%
Unpaid Family Workers	2	0.05%

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>2025 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	10	0.25%
Arts/Entertainment/Sports	21	0.52%
Building Grounds Maintenance	184	4.55%
Business/Financial Operations	116	2.87%
Community/Social Services	51	1.26%
Computer/Mathematical	51	1.26%
Construction/Extraction	497	12.30%
Education/Training/Library	228	5.64%
Farming/Fishing/Forestry	30	0.74%
Food Prep/Serving	332	8.22%
Health Practitioner/Technician	57	1.41%
Healthcare Support	219	5.42%
Maintenance Repair	86	2.13%
Legal	24	0.59%
Life/Physical/Social Science	10	0.25%
Management	370	9.16%
Office/Admin. Support	380	9.41%
Production	495	12.25%
Protective Services	33	0.82%
Sales/Related	339	8.39%
Personal Care/Service	69	1.71%
Transportation/Moving	438	10.84%
<b>2025 Est. Pop 16+ by Occupation Classification</b>		
White Collar	1,657	41.02%
Blue Collar	1,516	37.53%
Service and Farm	867	21.46%
<b>2025 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	3,182	80.78%
Car Pooled	554	14.06%
Public Transportation	0	0.00%
Walked	33	0.84%
Bicycle	0	0.00%
Other Means	46	1.17%
Worked at Home	124	3.15%
<b>2025 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,712	
15 - 29 Minutes	825	
30 - 44 Minutes	526	
45 - 59 Minutes	452	
60 or more Minutes	304	
2025 Est. Avg Travel Time to Work in Minutes		26
<b>2025 Est. Occupied Housing Units by Tenure</b>	<b>3,315</b>	
Owner Occupied	1,983	59.82%
Renter Occupied	1,332	40.18%
2025 Owner Occ. HUs: Avg. Length of Residence		14.20 <sup>†</sup>
2025 Renter Occ. HUs: Avg. Length of Residence		7.30 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2025 Est. Owner-Occupied Housing Units by Value</b>	<b>1,983</b>	
Value Less than \$20,000	35	1.76%
Value \$20,000 - \$39,999	145	7.31%
Value \$40,000 - \$59,999	124	6.25%
Value \$60,000 - \$79,999	176	8.88%
Value \$80,000 - \$99,999	104	5.25%
Value \$100,000 - \$149,999	315	15.89%
Value \$150,000 - \$199,999	205	10.34%
Value \$200,000 - \$299,999	429	21.63%
Value \$300,000 - \$399,999	309	15.58%
Value \$400,000 - \$499,999	48	2.42%
Value \$500,000 - \$749,999	64	3.23%
Value \$750,000 - \$999,999	13	0.66%
Value \$1,000,000 or \$1,499,999	15	0.76%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	1	0.05%
2025 Est. Median All Owner-Occupied Housing Value		\$170,898
<b>2025 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	2,687	71.73%
1 Unit Attached	26	0.69%
2 Units	184	4.91%
3 or 4 Units	135	3.60%
5 to 19 Units	335	8.94%
20 to 49 Units	181	4.83%
50 or More Units	36	0.96%
Mobile Home or Trailer	158	4.22%
Boat, RV, Van, etc.	4	0.11%
<b>2025 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	269	7.18%
Housing Units Built 2010 to 2019	136	3.63%
Housing Units Built 2000 to 2009	242	6.46%
Housing Units Built 1990 to 1999	534	14.26%
Housing Units Built 1980 to 1989	686	18.31%
Housing Units Built 1970 to 1979	431	11.51%
Housing Units Built 1960 to 1969	313	8.36%
Housing Units Built 1950 to 1959	429	11.45%
Housing Units Built 1940 to 1949	246	6.57%
Housing Unit Built 1939 or Earlier	460	12.28%
2025 Est. Median Year Structure Built		1980

<sup>†</sup> 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, Unacast, 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.