



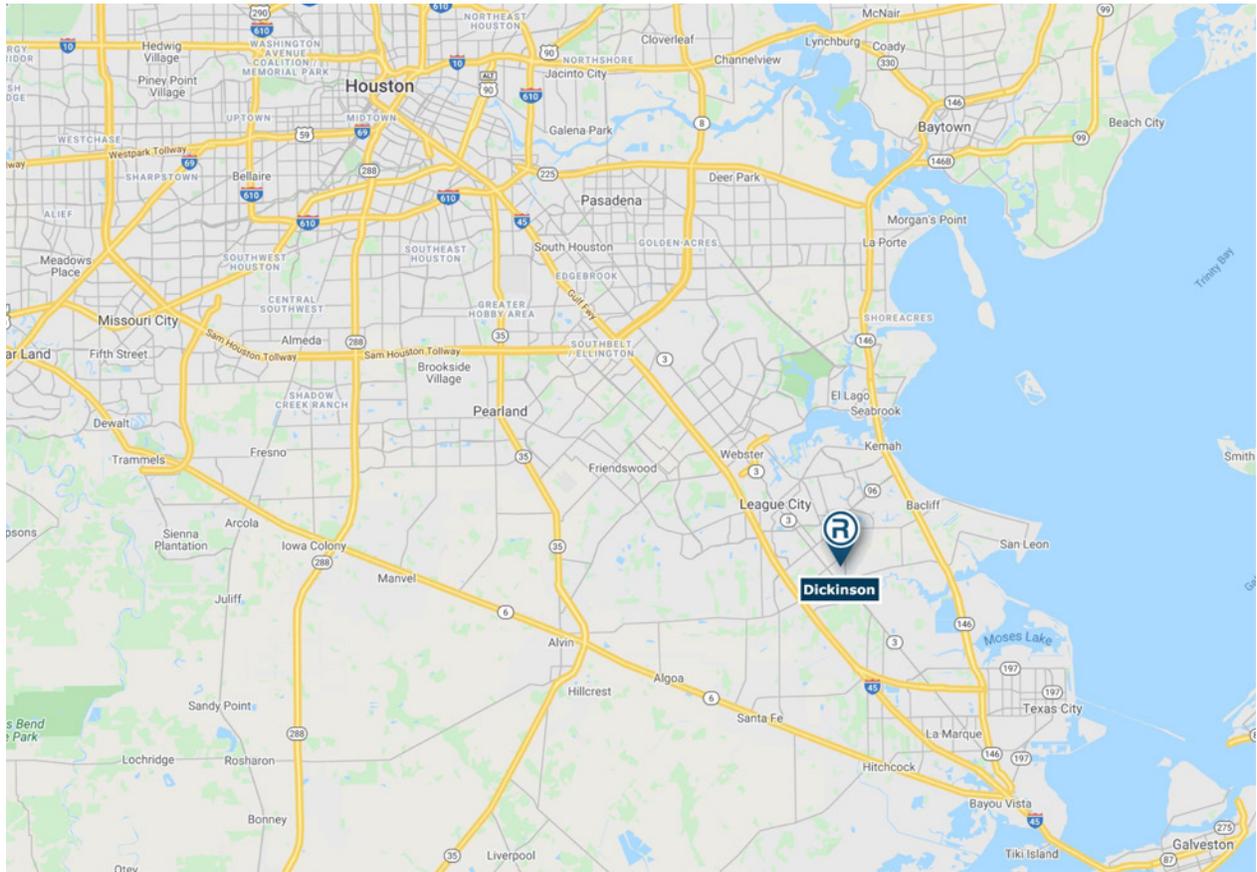
DICKINSON, TEXAS

Community Demographic Profile

 The **Retail**Coach.

800.851.0962 | INFO@THERETAILCOACH.NET | THERETAILCOACH.NET | AUSTIN, TEXAS • TUPELO, MISSISSIPPI

Contact Information



Dickinson Economic Development Corporation

Scott G. Jones
CEO/Executive Director of Economic Development

218 FM 517 Road West
Dickinson, Texas 77539

Phone 281.337.0466 Ext. 430
Cell 469.261.9770
sjones@ci.dickinson.tx.us
www.ci.dickinson.tx.us



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 Retail360® 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.



Community • Demographic Profile

Dickinson, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	23,658	
2020 Estimate	22,181	
2010 Census	18,680	
2000 Census	15,685	
Growth 2020 - 2025		6.66%
Growth 2010 - 2020		18.74%
Growth 2000 - 2010		19.10%
2020 Est. Population by Single-Classification Race	22,181	
White Alone	15,124	68.19%
Black or African American Alone	2,833	12.77%
Amer. Indian and Alaska Native Alone	125	0.56%
Asian Alone	583	2.63%
Native Hawaiian and Other Pacific Island Alone	15	0.07%
Some Other Race Alone	2,672	12.05%
Two or More Races	829	3.74%
2020 Est. Population by Hispanic or Latino Origin	22,181	
Not Hispanic or Latino	13,999	63.11%
Hispanic or Latino	8,182	36.89%
Mexican	6,900	84.33%
Puerto Rican	155	1.89%
Cuban	42	0.51%
All Other Hispanic or Latino	1,085	13.26%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	8,182	
White Alone	4,988	60.96%
Black or African American Alone	85	1.04%
American Indian and Alaska Native Alone	49	0.60%
Asian Alone	20	0.24%
Native Hawaiian and Other Pacific Islander Alone	2	0.02%
Some Other Race Alone	2,607	31.86%
Two or More Races	431	5.27%
2020 Est. Pop by Race, Asian Alone, by Category	583	
Chinese, except Taiwanese	45	7.72%
Filipino	155	26.59%
Japanese	1	0.17%
Asian Indian	84	14.41%
Korean	55	9.43%
Vietnamese	165	28.30%
Cambodian	25	4.29%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.17%
All Other Asian Races Including 2+ Category	52	8.92%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	22,181	
Arab	35	0.16%
Czech	185	0.83%
Danish	65	0.29%
Dutch	92	0.42%
English	1,129	5.09%
French (except Basque)	421	1.90%
French Canadian	63	0.28%
German	1,882	8.49%
Greek	22	0.10%
Hungarian	10	0.05%
Irish	1,101	4.96%
Italian	700	3.16%
Lithuanian	8	0.04%
United States or American	1,413	6.37%
Norwegian	70	0.32%
Polish	198	0.89%
Portuguese	4	0.02%
Russian	33	0.15%
Scottish	120	0.54%
Scotch-Irish	214	0.97%
Slovak	0	0.00%
Subsaharan African	63	0.28%
Swedish	65	0.29%
Swiss	15	0.07%
Ukrainian	0	0.00%
Welsh	48	0.22%
West Indian (except Hisp. groups)	63	0.28%
Other ancestries	9,840	44.36%
Ancestry Unclassified	4,322	19.49%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	14,364	70.22%
Speak Asian/Pacific Island Language at Home	434	2.12%
Speak IndoEuropean Language at Home	326	1.59%
Speak Spanish at Home	5,283	25.83%
Speak Other Language at Home	49	0.24%

Community • Demographic Profile

Dickinson, Texas

DESCRIPTION	DATA	%
2020 Est. Population by Age	22,181	
Age 0 - 4	1,725	7.78%
Age 5 - 9	1,694	7.64%
Age 10 - 14	1,697	7.65%
Age 15 - 17	957	4.32%
Age 18 - 20	837	3.77%
Age 21 - 24	1,053	4.75%
Age 25 - 34	2,902	13.08%
Age 35 - 44	3,235	14.59%
Age 45 - 54	2,621	11.82%
Age 55 - 64	2,487	11.21%
Age 65 - 74	1,855	8.36%
Age 75 - 84	842	3.80%
Age 85 and over	276	1.24%
Age 16 and over	16,751	75.52%
Age 18 and over	16,108	72.62%
Age 21 and over	15,271	68.85%
Age 65 and over	2,973	13.40%
2020 Est. Median Age		35.71
2020 Est. Average Age		36.60
2020 Est. Population by Sex	22,181	
Male	10,957	49.40%
Female	11,224	50.60%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	10,957	
Age 0 - 4	884	8.07%
Age 5 - 9	870	7.94%
Age 10 - 14	865	7.90%
Age 15 - 17	485	4.43%
Age 18 - 20	432	3.94%
Age 21 - 24	544	4.97%
Age 25 - 34	1,419	12.95%
Age 35 - 44	1,606	14.66%
Age 45 - 54	1,291	11.78%
Age 55 - 64	1,204	10.99%
Age 65 - 74	877	8.00%
Age 75 - 84	376	3.43%
Age 85 and over	104	0.95%
2020 Est. Median Age, Male		34.86
2020 Est. Average Age, Male		35.80
2020 Est. Female Population by Age	11,224	
Age 0 - 4	841	7.49%
Age 5 - 9	824	7.34%
Age 10 - 14	832	7.41%
Age 15 - 17	472	4.21%
Age 18 - 20	405	3.61%
Age 21 - 24	509	4.54%
Age 25 - 34	1,483	13.21%
Age 35 - 44	1,629	14.51%
Age 45 - 54	1,330	11.85%
Age 55 - 64	1,283	11.43%
Age 65 - 74	978	8.71%
Age 75 - 84	466	4.15%
Age 85 and over	172	1.53%
2020 Est. Median Age, Female		36.52
2020 Est. Average Age, Female		37.40

Community • Demographic Profile

Dickinson, Texas

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,394	31.61%
Males, Never Married	3,031	17.76%
Females, Never Married	2,363	13.85%
Married, Spouse present	8,026	47.03%
Married, Spouse absent	825	4.84%
Widowed	860	5.04%
Males Widowed	174	1.02%
Females Widowed	686	4.02%
Divorced	1,960	11.49%
Males Divorced	756	4.43%
Females Divorced	1,204	7.06%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,038	7.3%
Some High School, no diploma	1,089	7.7%
High School Graduate (or GED)	4,075	28.7%
Some College, no degree	3,570	25.1%
Associate Degree	1,243	8.7%
Bachelor's Degree	2,039	14.3%
Master's Degree	775	5.5%
Professional School Degree	121	0.9%
Doctorate Degree	268	1.9%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,456	33.82%
High School Graduate	1,606	37.31%
Some College or Associate's Degree	907	21.07%
Bachelor's Degree or Higher	336	7.81%
Households		
2025 Projection	8,164	
2020 Estimate	7,699	
2010 Census	6,601	
2000 Census	5,638	
Growth 2020 - 2025		6.04%
Growth 2010 - 2020		16.63%
Growth 2000 - 2010		17.08%
2020 Est. Households by Household Type	7,699	
Family Households	5,711	74.18%
Nonfamily Households	1,988	25.82%
2020 Est. Group Quarters Population	126	
2020 Households by Ethnicity, Hispanic/Latino	2,132	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	7,699	
Income < \$15,000	664	8.63%
Income \$15,000 - \$24,999	711	9.24%
Income \$25,000 - \$34,999	506	6.57%
Income \$35,000 - \$49,999	769	9.99%
Income \$50,000 - \$74,999	1,248	16.21%
Income \$75,000 - \$99,999	1,068	13.87%
Income \$100,000 - \$124,999	829	10.77%
Income \$125,000 - \$149,999	645	8.38%
Income \$150,000 - \$199,999	679	8.82%
Income \$200,000 - \$249,999	268	3.48%
Income \$250,000 - \$499,999	242	3.14%
Income \$500,000+	70	0.91%
2020 Est. Average Household Income		\$93,901
2020 Est. Median Household Income		\$73,971
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$79,908
Black or African American Alone		\$56,955
American Indian and Alaska Native Alone		\$54,791
Asian Alone		\$103,554
Native Hawaiian and Other Pacific Islander Alone		\$30,238
Some Other Race Alone		\$49,028
Two or More Races		\$47,041
Hispanic or Latino		\$58,209
Not Hispanic or Latino		\$79,895
2020 Est. Family HH Type by Presence of Own Child.	5,711	
Married-Couple Family, own children	1,811	31.71%
Married-Couple Family, no own children	2,262	39.61%
Male Householder, own children	277	4.85%
Male Householder, no own children	233	4.08%
Female Householder, own children	649	11.36%
Female Householder, no own children	479	8.39%
2020 Est. Households by Household Size	7,699	
1-person	1,553	20.17%
2-person	2,373	30.82%
3-person	1,447	18.80%
4-person	1,148	14.91%
5-person	659	8.56%
6-person	296	3.85%
7-or-more-person	223	2.90%
2020 Est. Average Household Size		2.86

Community • Demographic Profile

Dickinson, Texas

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	7,699	
Households with 1 or More People under Age 18:	3,122	40.55%
Married-Couple Family	1,993	63.84%
Other Family, Male Householder	319	10.22%
Other Family, Female Householder	779	24.95%
Nonfamily, Male Householder	24	0.77%
Nonfamily, Female Householder	7	0.22%
Households with No People under Age 18:	4,577	59.45%
Married-Couple Family	2,078	45.40%
Other Family, Male Householder	191	4.17%
Other Family, Female Householder	348	7.60%
Nonfamily, Male Householder	994	21.72%
Nonfamily, Female Householder	966	21.11%
2020 Est. Households by Number of Vehicles	7,699	
No Vehicles	451	5.86%
1 Vehicle	2,054	26.68%
2 Vehicles	3,370	43.77%
3 Vehicles	1,146	14.89%
4 Vehicles	588	7.64%
5 or more Vehicles	90	1.17%
2020 Est. Average Number of Vehicles		2
Family Households		
2025 Projection	6,056	
2020 Estimate	5,711	
2010 Census	4,877	
2000 Census	4,177	
Growth 2020 - 2025		6.04%
Growth 2010 - 2020		17.10%
Growth 2000 - 2010		16.76%

2020 Est. Families by Poverty Status	5,711	
2020 Families at or Above Poverty	5,133	89.88%
2020 Families at or Above Poverty with Children	2,463	43.13%
2020 Families Below Poverty	578	10.12%
2020 Families Below Poverty with Children	448	7.85%
2020 Est. Pop 16+ by Employment Status	16,751	
Civilian Labor Force, Employed	10,191	60.84%
Civilian Labor Force, Unemployed	661	3.95%
Armed Forces	50	0.30%
Not in Labor Force	5,849	34.92%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	10,153	
For-Profit Private Workers	7,147	70.39%
Non-Profit Private Workers	616	6.07%
Local Government Workers	104	1.02%
State Government Workers	498	4.91%
Federal Government Workers	862	8.49%
Self-Employed Workers	926	9.12%
Unpaid Family Workers	0	0.00%
2020 Est. Civ. Employed Pop 16+ by Occupation	10,153	
Architect/Engineer	289	2.85%
Arts/Entertainment/Sports	102	1.01%
Building Grounds Maintenance	466	4.59%
Business/Financial Operations	358	3.53%
Community/Social Services	103	1.01%
Computer/Mathematical	176	1.73%
Construction/Extraction	921	9.07%
Education/Training/Library	730	7.19%
Farming/Fishing/Forestry	63	0.62%
Food Prep/Serving	491	4.84%
Health Practitioner/Technician	891	8.78%
Healthcare Support	298	2.94%
Maintenance Repair	323	3.18%
Legal	39	0.38%
Life/Physical/Social Science	141	1.39%
Management	1,030	10.15%
Office/Admin. Support	1,276	12.57%
Production	634	6.25%
Protective Services	178	1.75%
Sales/Related	872	8.59%
Personal Care/Service	372	3.66%
Transportation/Moving	400	3.94%

2020 Est. Pop 16+ by Occupation Classification	10,153	
White Collar	6,007	59.17%
Blue Collar	2,278	22.44%
Service and Farm	1,868	18.40%
2020 Est. Workers Age 16+ by Transp. to Work	10,047	
Drove Alone	7,999	79.62%
Car Pooled	1,423	14.16%
Public Transportation	49	0.49%
Walked	245	2.44%
Bicycle	0	0.00%
Other Means	98	0.98%
Worked at Home	233	2.32%

Community • Demographic Profile

Dickinson, Texas

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,926	
15 - 29 Minutes	3,974	
30 - 44 Minutes	1,922	
45 - 59 Minutes	929	
60 or more Minutes	1,079	
2020 Est. Avg Travel Time to Work in Minutes		32
2020 Est. Occupied Housing Units by Tenure	7,699	
Owner Occupied	5,525	71.76%
Renter Occupied	2,174	28.24%
2020 Owner Occ. HUs: Avg. Length of Residence		15
2020 Renter Occ. HUs: Avg. Length of Residence		5.9
2020 Est. Owner-Occupied Housing Units by Value	7,699	
Value Less than \$20,000	342	6.19%
Value \$20,000 - \$39,999	149	2.70%
Value \$40,000 - \$59,999	75	1.36%
Value \$60,000 - \$79,999	239	4.33%
Value \$80,000 - \$99,999	215	3.89%
Value \$100,000 - \$149,999	968	17.52%
Value \$150,000 - \$199,999	1,365	24.71%
Value \$200,000 - \$299,999	1,156	20.92%
Value \$300,000 - \$399,999	559	10.12%
Value \$400,000 - \$499,999	223	4.04%
Value \$500,000 - \$749,999	172	3.11%
Value \$750,000 - \$999,999	55	1.00%
Value \$1,000,000 or \$1,499,999	3	0.05%
Value \$1,500,000 or \$1,999,999	3	0.05%
Value \$2,000,000+	1	0.02%
2020 Est. Median All Owner-Occupied Housing Value		\$177,824

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	700	8.43%
Housing Units Built 2010 to 2014	298	3.59%
Housing Units Built 2000 to 2009	2,143	25.79%
Housing Units Built 1990 to 1999	924	11.12%
Housing Units Built 1980 to 1989	1,060	12.76%
Housing Units Built 1970 to 1979	1,573	18.93%
Housing Units Built 1960 to 1969	765	9.21%
Housing Units Built 1950 to 1959	543	6.54%
Housing Units Built 1940 to 1949	179	2.15%
Housing Unit Built 1939 or Earlier	124	1.49%
2020 Est. Median Year Structure Built		1989

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Attached	5,719	68.83%
1 Unit Detached	174	2.09%
2 Units	134	1.61%
3 or 4 Units	188	2.26%
5 to 19 Units	675	8.12%
20 to 49 Units	252	3.03%
50 or More Units	177	2.13%
Mobile Home or Trailer	990	11.92%
Boat, RV, Van, etc.	0	0.00%



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.

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

