



TheRetailCoach®

Moving Beyond Data

## 2012 DEMOGRAPHIC PROFILE

Community  
Hewitt, Texas

**HEWITT**  
TEXAS

*Prepared for*  
City of Hewitt

05.17.12

# Contact Information

## HEWITT TEXAS

Denise Rodriguez  
Community Development Coordinator  
City of Hewitt  
P.O. Box 610  
105 Tampico  
Hewitt, Texas 76643

(P) 254.666.6173  
(F) 254.666.6014  
drodriguez@cityofhewitt.com  
www.cityofhewitt.com



P.O. Box 7272, Tupelo, MS 38802-7272 | Tel 662.844.2155 | [www.theretailcoach.net](http://www.theretailcoach.net)

# About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.

## Retail360 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” data gathered through extensive visits within our clients’ communities.

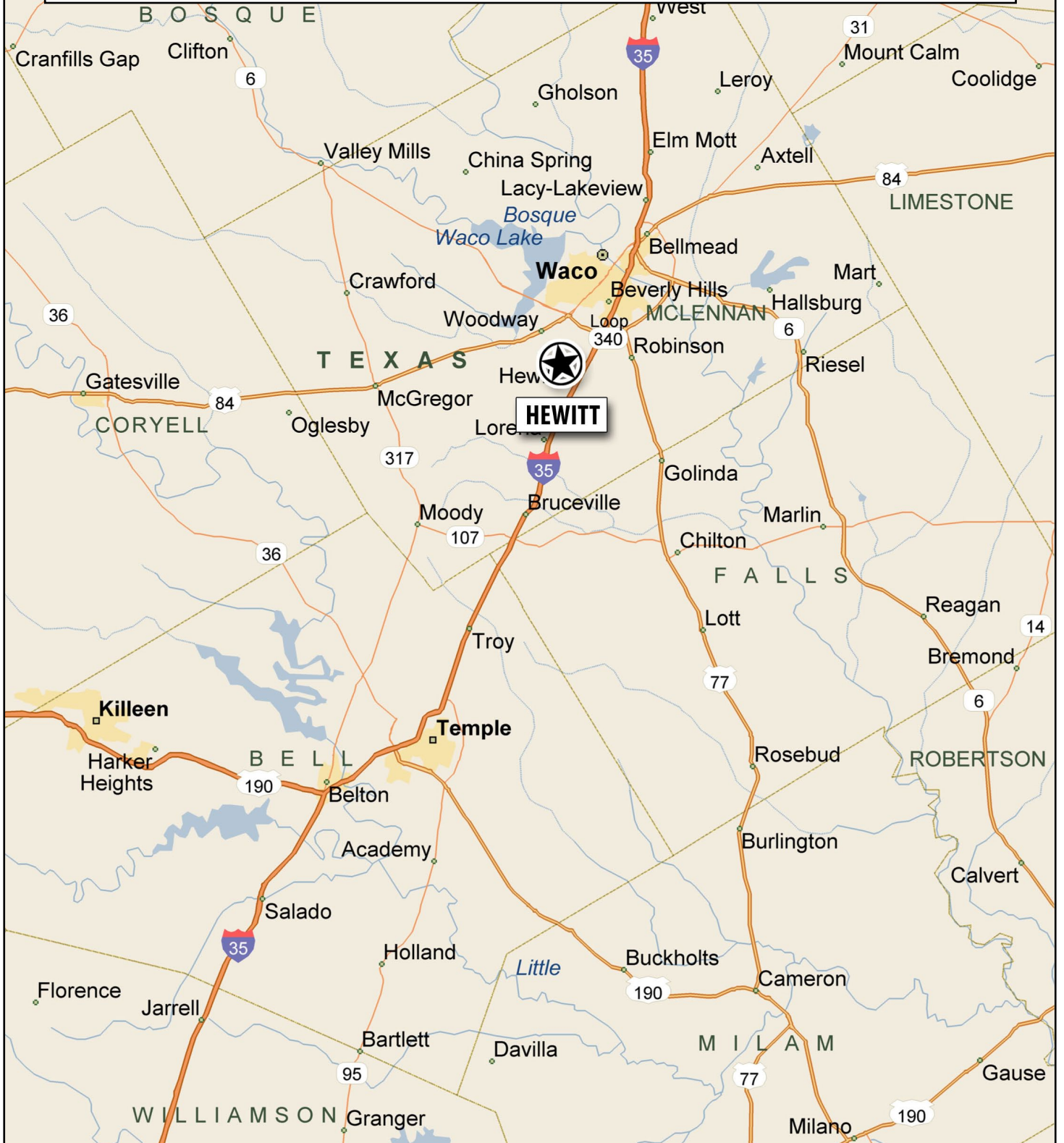
Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their 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.

The Retail Coach — It’s not about data. It’s about your success.

# Location Map

## Hewitt, Texas



# Community Demographics

## Hewitt, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2017 Projection	15,679	
2012 Estimate	14,097	
2000 Census	11,085	
1990 Census	9,042	
Growth 2012-2017	11.22%	
Growth 2000-2012	27.17%	
Growth 1990-2000	22.59%	
<b>2012 Est. Pop by Single Race Class</b>	<b>14,097</b>	
White Alone	11,103	78.76
Black or African American Alone	1,306	9.26
Amer. Indian and Alaska Native Alone	49	0.35
Asian Alone	542	3.84
Native Hawaiian and Other Pac. Isl. Alone	19	0.13
Some Other Race Alone	706	5.01
Two or More Races	372	2.64
<b>2012 Est. Pop Hisp or Latino by Origin</b>	<b>14,097</b>	
Not Hispanic or Latino	12,033	85.36
Hispanic or Latino:	2,064	14.64
Mexican	1,756	85.08
Puerto Rican	206	9.98
Cuban	4	0.19
All Other Hispanic or Latino	98	4.75
<b>2012 Est. Hisp or Latino by Single Race Class</b>	<b>2,064</b>	
White Alone	1,204	58.33
Black or African American Alone	21	1.02
American Indian and Alaska Native Alone	12	0.58
Asian Alone	5	0.24
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	694	33.62
Two or More Races	128	6.20

# Community Demographics

## Hewitt, Texas

DESCRIPTION	DATA	%
<b>2012 Est. Pop. Asian Alone Race by Cat</b>	<b>542</b>	
Chinese, except Taiwanese	52	9.59
Filipino	55	10.15
Japanese	5	0.92
Asian Indian	14	2.58
Korean	5	0.92
Vietnamese	184	33.95
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
All Other Asian Races Including 2+ Category	227	41.88
<b>2012 Est. Population by Ancestry</b>	<b>14,097</b>	
Pop, Arab	12	0.09
Pop, Czech	359	2.55
Pop, Danish	32	0.23
Pop, Dutch	53	0.38
Pop, English	1,371	9.73
Pop, French (except Basque)	166	1.18
Pop, French Canadian	67	0.48
Pop, German	2,368	16.80
Pop, Greek	1	0.01
Pop, Hungarian	3	0.02
Pop, Irish	1,112	7.89
Pop, Italian	275	1.95
Pop, Lithuanian	0	0.00
Pop, United States or American	1,250	8.87
Pop, Norwegian	21	0.15
Pop, Polish	104	0.74
Pop, Portuguese	15	0.11
Pop, Russian	1	0.01
Pop, Scottish	201	1.43
Pop, Scotch-Irish	151	1.07
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	108	0.77
Pop, Swedish	134	0.95
Pop, Swiss	8	0.06
Pop, Ukrainian	12	0.09
Pop, Welsh	8	0.06
Pop, West Indian (exc Hisp groups)	95	0.67
Pop, Other ancestries	4,410	31.28

# Community Demographics

## Hewitt, Texas

DESCRIPTION	DATA	%
<b>2012 Est. Population by Ancestry</b>		
Pop, Ancestry Unclassified	1,760	12.48
<b>2012 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>13,016</b>	
Speak Only English at Home	11,479	88.19
Speak Asian/Pac. Isl. Lang. at Home	523	4.02
Speak IndoEuropean Language at Home	112	0.86
Speak Spanish at Home	879	6.75
Speak Other Language at Home	23	0.18
<b>2012 Est. Population by Sex</b>	<b>14,097</b>	
Male	6,914	49.05
Female	7,183	50.95
<b>2012 Est. Population by Age</b>	<b>14,097</b>	
Age 0 - 4	1,081	7.67
Age 5 - 9	1,105	7.84
Age 10 - 14	1,016	7.21
Age 15 - 17	827	5.87
Age 18 - 20	672	4.77
Age 21 - 24	1,017	7.21
Age 25 - 34	1,428	10.13
Age 35 - 44	1,775	12.59
Age 45 - 54	2,218	15.73
Age 55 - 64	1,686	11.96
Age 65 - 74	808	5.73
Age 75 - 84	371	2.63
Age 85 and over	93	0.66
Age 16 and over	10,617	75.31
Age 18 and over	10,068	71.42
Age 21 and over	9,396	66.65
Age 65 and over	1,272	9.02
<b>2012 Est. Median Age</b>	<b>34.31</b>	
<b>2012 Est. Average Age</b>	<b>34.90</b>	

# Community Demographics

## Hewitt, Texas

DESCRIPTION	DATA	%
<b>2012 Est. Male Population by Age</b>	<b>6,914</b>	
Age 0 - 4	550	7.95
Age 5 - 9	567	8.20
Age 10 - 14	541	7.82
Age 15 - 17	408	5.90
Age 18 - 20	356	5.15
Age 21 - 24	518	7.49
Age 25 - 34	737	10.66
Age 35 - 44	808	11.69
Age 45 - 54	1,064	15.39
Age 55 - 64	795	11.50
Age 65 - 74	380	5.50
Age 75 - 84	159	2.30
Age 85 and over	31	0.45
<b>2012 Est. Median Age, Male</b>	<b>32.01</b>	
<b>2012 Est. Average Age, Male</b>	<b>33.90</b>	
<b>2012 Est. Female Population by Age</b>	<b>7,183</b>	
Age 0 - 4	531	7.39
Age 5 - 9	538	7.49
Age 10 - 14	475	6.61
Age 15 - 17	419	5.83
Age 18 - 20	316	4.40
Age 21 - 24	499	6.95
Age 25 - 34	691	9.62
Age 35 - 44	967	13.46
Age 45 - 54	1,154	16.07
Age 55 - 64	891	12.40
Age 65 - 74	428	5.96
Age 75 - 84	212	2.95
Age 85 and over	62	0.86
<b>2012 Est. Median Age, Female</b>	<b>36.27</b>	
<b>2012 Est. Average Age, Female</b>	<b>35.90</b>	



# Community Demographics

## Hewitt, Texas

DESCRIPTION	DATA	%
<b>2012 Est. Pop Age 15+ by Marital Status</b>	<b>10,895</b>	
Total, Never Married	2,922	26.82
Males, Never Married	1,587	14.57
Females, Never Married	1,335	12.25
Married, Spouse present	6,118	56.15
Married, Spouse absent	313	2.87
Widowed	417	3.83
Males Widowed	70	0.64
Females Widowed	347	3.18
Divorced	1,125	10.33
Males Divorced	490	4.50
Females Divorced	635	5.83
<b>2012 Est. Pop. Age 25+ by Edu. Attainment</b>	<b>8,379</b>	
Less than 9th grade	275	3.28
Some High School, no diploma	483	5.76
High School Graduate (or GED)	1,963	23.43
Some College, no degree	2,077	24.79
Associate Degree	1,014	12.10
Bachelor's Degree	1,788	21.34
Master's Degree	514	6.13
Professional School Degree	155	1.85
Doctorate Degree	110	1.31
<b>2012 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat</b>	<b>1,021</b>	
Less than 9th grade	41	4.02
Some High School, no diploma	82	8.03
High School Graduate (or GED)	188	18.41
Some College, no degree	321	31.44
Associate Degree	66	6.46
Bachelor's Degree	261	25.56
Graduate or Professional Degree	62	6.07

# Community Demographics

## Hewitt, Texas

DESCRIPTION	DATA	%
<b>Households</b>		
2017 Projection	5,872	
2012 Estimate	5,249	
2000 Census	3,931	
1990 Census	3,058	
Growth 2012-2017	11.87%	
Growth 2000-2012	33.53%	
Growth 1990-2000	28.55%	
<b>2012 Est. Households by Household Type</b>	<b>5,249</b>	
Family Households	4,310	82.11
Nonfamily Households	939	17.89
<b>2012 Est. Group Quarters Population</b>	<b>24</b>	
<b>2012 HHs by Ethnicity, Hispanic/Latino</b>	<b>612</b>	<b>11.66</b>
<b>2012 Est. HHs by HH Income</b>	<b>5,249</b>	
Income Less than \$15,000	238	4.53
Income \$15,000 - \$24,999	303	5.77
Income \$25,000 - \$34,999	434	8.27
Income \$35,000 - \$49,999	829	15.79
Income \$50,000 - \$74,999	1,483	28.25
Income \$75,000 - \$99,999	948	18.06
Income \$100,000 - \$124,999	528	10.06
Income \$125,000 - \$149,999	267	5.09
Income \$150,000 - \$199,999	146	2.78
Income \$200,000 - \$499,999	64	1.22
Income \$500,000 and more	9	0.17
<b>2012 Est. Average Household Income</b>	<b>\$71,938</b>	
<b>2012 Est. Median Household Income</b>	<b>\$63,832</b>	
<b>2012 Est. Per Capita Income</b>	<b>\$28,891</b>	

# Community Demographics

## Hewitt, Texas

DESCRIPTION	DATA	%
<b>2012 Median HH Inc by Single Race Class. or Ethn</b>		
White Alone	65,771	
Black or African American Alone	61,250	
American Indian and Alaska Native Alone	30,625	
Asian Alone	82,083	
Native Hawaiian and Other Pacific Islander Alone	54,167	
Some Other Race Alone	47,589	
Two or More Races	41,735	
Hispanic or Latino	62,500	
Not Hispanic or Latino	63,936	
<b>2012 Est. Family HH Type, Presence Own Children</b>	<b>4,310</b>	
Married-Couple Family, own children	1,452	33.69
Married-Couple Family, no own children	2,112	49.00
Male Householder, own children	111	2.58
Male Householder, no own children	77	1.79
Female Householder, own children	311	7.22
Female Householder, no own children	247	5.73
<b>2012 Est. Households by Household Size</b>	<b>5,249</b>	
1-person household	885	16.86
2-person household	1,816	34.60
3-person household	1,187	22.61
4-person household	942	17.95
5-person household	317	6.04
6-person household	78	1.49
7 or more person household	24	0.46
<b>2012 Est. Average Household Size</b>	<b>2.68</b>	

# Community Demographics

## Hewitt, Texas

DESCRIPTION	DATA	%
<b>2012 Est. Households by Presence of People</b>	<b>5,249</b>	
<b>Households with 1 or more People under Age 18:</b>	<b>1,937</b>	<b>36.90</b>
Married-Couple Family	1,465	75.63
Other Family, Male Householder	111	5.73
Other Family, Female Householder	360	18.59
Nonfamily, Male Householder	0	0.00
Nonfamily, Female Householder	1	0.05
<b>Households no People under Age 18:</b>	<b>3,312</b>	<b>63.10</b>
Married-Couple Family	1,841	55.59
Other Family, Male Householder	71	2.14
Other Family, Female Householder	152	4.59
Nonfamily, Male Householder	525	15.85
Nonfamily, Female Householder	723	21.83
<b>2012 Est. Households by Number of Vehicles</b>	<b>5,249</b>	
No Vehicles	127	2.42
1 Vehicle	1,388	26.44
2 Vehicles	2,523	48.07
3 Vehicles	802	15.28
4 Vehicles	305	5.81
5 or more Vehicles	104	1.98
<b>2012 Est. Average Number of Vehicles</b>	<b>2.04</b>	
<b>Family Households</b>		
2017 Projection	4,831	
2012 Estimate	4,310	
2000 Census	3,222	
1990 Census	2,588	
Growth 2012-2017	12.09%	
Growth 2000-2012	33.77%	
Growth 1990-2000	24.50%	
<b>2012 Est. Families by Poverty Status</b>	<b>4,310</b>	
2012 Families at or Above Poverty	4,096	95.03
2012 Families at or Above Poverty with Children	1,912	44.36
2012 Families Below Poverty	214	4.97
2012 Families Below Poverty with Children	156	3.62

# Community Demographics

## Hewitt, Texas

DESCRIPTION	DATA	%
<b>2012 Est. Pop Age 16+ by Employment Status</b>	<b>10,617</b>	
In Armed Forces	60	0.57
Civilian - Employed	7,445	70.12
Civilian - Unemployed	234	2.20
Not in Labor Force	2,878	27.11
<b>2012 Est. Civ Employed Pop 16+ Class of Worker</b>	<b>7,970</b>	
For-Profit Private Workers	5,258	65.97
Non-Profit Private Workers	854	10.72
Local Government Workers	517	6.49
State Government Workers	352	4.42
Federal Government Workers	302	3.79
Self-Emp Workers	687	8.62
Unpaid Family Workers	0	0.00
<b>2012 Est. Civ Employed Pop 16+ by Occupation</b>	<b>7,970</b>	
Architect/Engineer	301	3.78
Arts/Entertain/Sports	231	2.90
Building Grounds Maint	174	2.18
Business/Financial Ops	331	4.15
Community/Soc Svcs	212	2.66
Computer/Mathematical	147	1.84
Construction/Extraction	235	2.95
Edu/Training/Library	724	9.08
Farm/Fish/Forestry	33	0.41
Food Prep/Serving	344	4.32
Health Practitioner/Tec	680	8.53
Healthcare Support	264	3.31
Maintenance Repair	408	5.12
Legal	63	0.79
Life/Phys/Soc Science	42	0.53
Management	661	8.29
Office/Admin Support	1,115	13.99
Production	428	5.37
Protective Svcs	117	1.47
Sales/Related	870	10.92
Personal Care/Svc	186	2.33
Transportation/Moving	404	5.07

# Community Demographics

## Hewitt, Texas

DESCRIPTION	DATA	%
<b>2012 Est. Pop 16+ by Occupation Classification</b>	<b>7,970</b>	
Blue Collar	1,475	18.51
White Collar	5,377	67.47
Service and Farm	1,118	14.03
<b>2012 Est. Workers Age 16+, Transp. To Work</b>	<b>7,901</b>	
Drove Alone	6,703	84.84
Car Pooled	712	9.01
Public Transportation	0	0.00
Walked	96	1.22
Bicycle	1	0.01
Other Means	68	0.86
Worked at Home	321	4.06
<b>2012 Est. Workers Age 16+ by Travel Time to Work *</b>		
Less than 15 Minutes	2,702	
15 - 29 Minutes	3,640	
30 - 44 Minutes	905	
45 - 59 Minutes	226	
60 or more Minutes	208	
<b>2012 Est. Avg Travel Time to Work in Minutes</b>	<b>20.98</b>	
<b>2012 Est. Tenure of Occupied Housing Units</b>	<b>5,249</b>	
Owner Occupied	3,618	68.93
Renter Occupied	1,631	31.07
<b>2012 Owner Occ. HUs: Avg. Length of Residence</b>	<b>14.32</b>	
<b>2012 Renter Occ. HUs: Avg. Length of Residence</b>	<b>5.31</b>	

# Community Demographics

## Hewitt, Texas

DESCRIPTION	DATA	%
<b>2012 Est. All Owner-Occupied Housing Values</b>	<b>3,618</b>	
Value Less than \$20,000	10	0.28
Value \$20,000 - \$39,999	29	0.80
Value \$40,000 - \$59,999	46	1.27
Value \$60,000 - \$79,999	78	2.16
Value \$80,000 - \$99,999	239	6.61
Value \$100,000 - \$149,999	1,575	43.53
Value \$150,000 - \$199,999	1,065	29.44
Value \$200,000 - \$299,999	521	14.40
Value \$300,000 - \$399,999	43	1.19
Value \$400,000 - \$499,999	3	0.08
Value \$500,000 - \$749,999	0	0.00
Value \$750,000 - \$999,999	6	0.17
Value \$1,000,000 or more	3	0.08
<b>2012 Est. Median All Owner-Occupied Housing Value</b>	<b>\$144,667</b>	
<b>2012 Est. Housing Units by Units in Structure</b>	<b>5,572</b>	
1 Unit Attached	293	5.26
1 Unit Detached	4,341	77.91
2 Units	279	5.01
3 or 4 Units	108	1.94
5 to 19 Units	288	5.17
20 to 49 Units	27	0.48
50 or More Units	107	1.92
Mobile Home or Trailer	129	2.32
Boat, RV, Van, etc.	0	0.00
<b>2012 Est. Housing Units by Year Structure Built</b>	<b>5,572</b>	
Housing Unit Built 2005 or later	549	9.85
Housing Unit Built 2000 to 2004	1,013	18.18
Housing Unit Built 1990 to 1999	1,061	19.04
Housing Unit Built 1980 to 1989	1,298	23.30
Housing Unit Built 1970 to 1979	1,237	22.20
Housing Unit Built 1960 to 1969	241	4.33
Housing Unit Built 1950 to 1959	96	1.72
Housing Unit Built 1940 to 1949	28	0.50
Housing Unit Built 1939 or Earlier	49	0.88
<b>2012 Est. Median Year Structure Built **</b>	<b>1989</b>	

# Acknowledgements

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2011/2012, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, Mediamark Research Inc. 2011/2012 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 MapInfo, Nielsen and Microsoft Corporation.

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