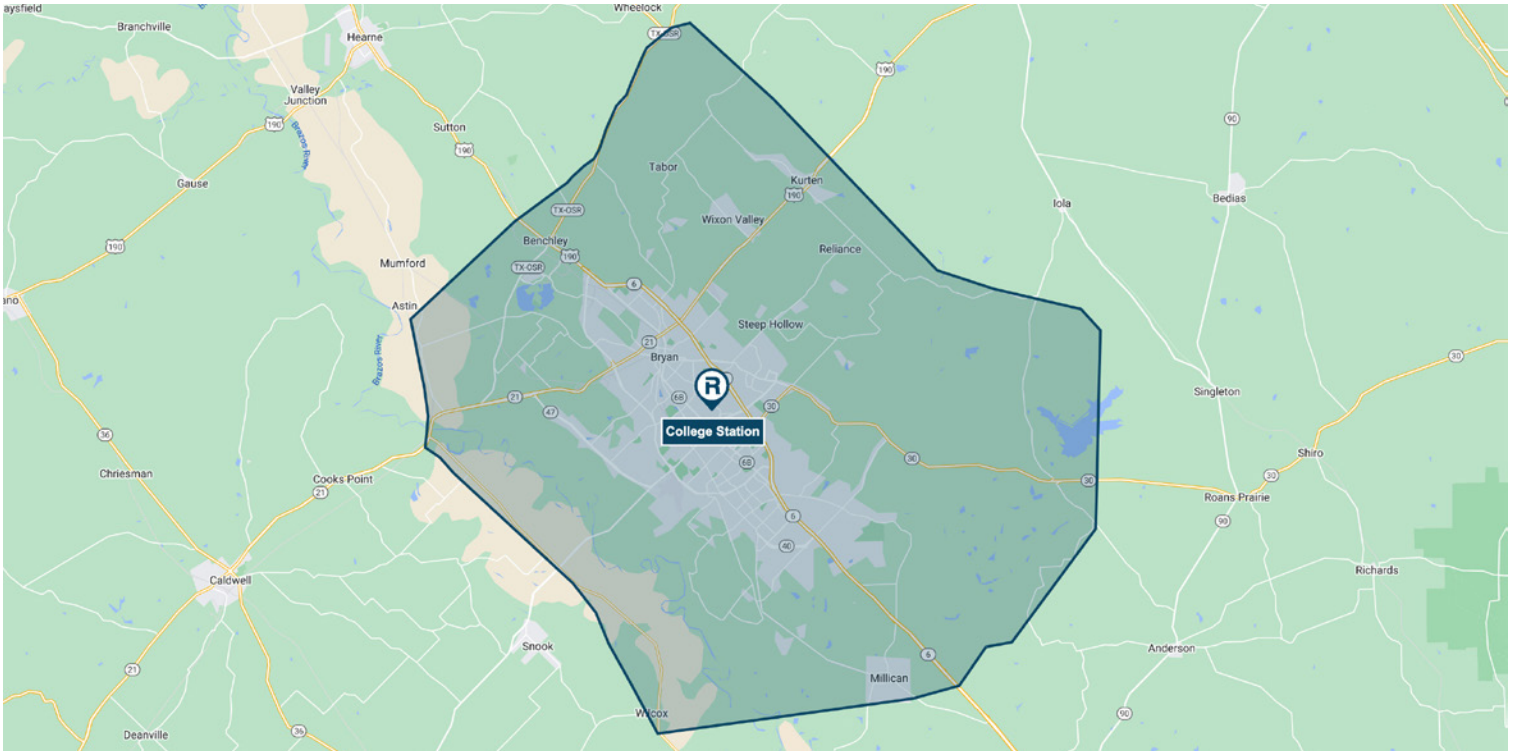# Primary Retail Trade Area Demographic Profile

COLLEGE STATION, TEXAS

Prepared for City of College Station, Texas
January 2024

Primary Retail Trade Area • Demographic Snapshot

College Station, Texas

Population

2020	234,707
2024	248,085
2029	262,360

Educational Attainment (%)

Graduate or Professional Degree	18.24%
Bachelors Degree	23.89%
Associate Degree	7.41%
Some College	17.36%
High School Graduate (or GED)	21.36%
Some High School, No Degree	5.84%
Less than 9th Grade	5.90%

Income

Average HH	$82,863
Median HH	$54,592
Per Capita	$33,315

Age

0 - 9 Years	11.14%
10 - 17 Years	9.13%
18 - 24 Years	26.98%
25 - 34 Years	15.07%
35 - 44 Years	11.11%
45 - 54 Years	8.35%
55 - 64 Years	7.62%
65 and Older	10.59%
Median Age	26.12
Average Age	33.25

Race Distribution (%)

White	59.41%
Black/African American	10.53%
American Indian/ Alaskan	0.73%
Asian	5.50%
Native Hawaiian/ Islander	0.11%
Other Race	10.55%
Two or More Races	13.18%
Hispanic	28.35%

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Primary Retail Trade Area • Demographic Profile
College Station, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	262,360	
2024 Estimate	248,085	
2020 Census	234,707	
2010 Census	195,093	
Growth 2024 - 2029		5.75%
Growth 2020 - 2024		5.70%
Growth 2010 - 2020		20.30%
2024 Est. Population by Single-Classification Race	**248,085**	
White Alone	147,374	59.41%
Black or African American Alone	26,124	10.53%
Amer. Indian and Alaska Native Alone	1,800	0.73%
Asian Alone	13,658	5.50%
Native Hawaiian and Other Pacific Island Alone	277	0.11%
Some Other Race Alone	26,168	10.55%
Two or More Races	32,685	13.18%
2024 Est. Population by Hispanic or Latino Origin	**248,085**	
Not Hispanic or Latino	177,762	71.65%
Hispanic or Latino	70,323	28.35%
Mexican	58,792	83.60%
Puerto Rican	1,244	1.77%
Cuban	1,041	1.48%
All Other Hispanic or Latino	9,245	13.15%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**70,323**	
White Alone	19,115	27.18%
Black or African American Alone	858	1.22%
American Indian and Alaska Native Alone	1,245	1.77%
Asian Alone	158	0.23%
Native Hawaiian and Other Pacific Islander Alone	27	0.04%
Some Other Race Alone	25,138	35.75%
Two or More Races	23,783	33.82%
2024 Est. Pop by Race, Asian Alone, by Category	**13,658**	
Chinese, except Taiwanese	3,313	24.26%
Filipino	962	7.04%
Japanese	476	3.48%
Asian Indian	3,603	26.38%
Korean	1,645	12.04%
Vietnamese	980	7.17%
Cambodian	178	1.30%
Hmong	0	0.00%
Laotian	68	0.50%
Thai	29	0.21%
All Other Asian Races Including 2+ Category	2,403	17.59%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**248,085**	
Arab	1,244	0.50%
Czech	4,088	1.65%
Danish	535	0.22%
Dutch	1,375	0.55%
English	17,424	7.02%
French (except Basque)	5,063	2.04%
French Canadian	599	0.24%
German	28,633	11.54%
Greek	394	0.16%
Hungarian	240	0.10%
Irish	15,684	6.32%
Italian	6,125	2.47%
Lithuanian	134	0.05%
United States or American	7,129	2.87%
Norwegian	1,229	0.50%
Polish	3,723	1.50%
Portuguese	359	0.15%
Russian	545	0.22%
Scottish	3,436	1.38%
Scotch-Irish	1,972	0.80%
Slovak	44	0.02%
Subsaharan African	1,680	0.68%
Swedish	1,593	0.64%
Swiss	189	0.08%
Ukrainian	232	0.09%
Welsh	1,250	0.50%
West Indian (except Hisp. groups)	202	0.08%
Other ancestries	91,673	36.95%
Ancestry Unclassified	51,293	20.68%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	180,433	77.04%
Speak Asian/Pacific Island Language at Home	6,787	2.90%
Speak IndoEuropean Language at Home	6,682	2.85%
Speak Spanish at Home	38,527	16.45%
Speak Other Language at Home	1,776	0.76%

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Primary Retail Trade Area • Demographic Profile
College Station, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	**248,085**	
Age 0 - 4	13,881	5.59%
Age 5 - 9	13,762	5.55%
Age 10 - 14	13,375	5.39%
Age 15 - 17	9,268	3.74%
Age 18 - 20	27,083	10.92%
Age 21 - 24	39,858	16.07%
Age 25 - 34	37,395	15.07%
Age 35 - 44	27,561	11.11%
Age 45 - 54	20,718	8.35%
Age 55 - 64	18,916	7.62%
Age 65 - 74	15,383	6.20%
Age 75 - 84	8,059	3.25%
Age 85 and over	2,828	1.14%
Age 16 and over	204,015	82.24%
Age 18 and over	197,800	79.73%
Age 21 and over	170,717	68.81%
Age 65 and over	26,269	10.59%
2024 Est. Median Age		26.12
2024 Est. Average Age		33.25
2024 Est. Population by Sex	**248,085**	
Male	124,558	50.21%
Female	123,528	49.79%
2024 Est. Male Population by Age	**124,558**	
Age 0 - 4	7,082	5.69%
Age 5 - 9	6,995	5.62%
Age 10 - 14	6,781	5.44%
Age 15 - 17	4,472	3.59%
Age 18 - 20	14,012	11.25%
Age 21 - 24	21,148	16.98%
Age 25 - 34	19,462	15.63%
Age 35 - 44	13,728	11.02%
Age 45 - 54	9,999	8.03%
Age 55 - 64	9,149	7.34%
Age 65 - 74	7,172	5.76%
Age 75 - 84	3,520	2.83%
Age 85 and over	1,037	0.83%
2024 Est. Median Age, Male		25.54
2024 Est. Average Age, Male		32.67
2024 Est. Female Population by Age	**123,528**	
Age 0 - 4	6,799	5.50%
Age 5 - 9	6,767	5.48%
Age 10 - 14	6,594	5.34%
Age 15 - 17	4,796	3.88%
Age 18 - 20	13,071	10.58%
Age 21 - 24	18,709	15.15%
Age 25 - 34	17,933	14.52%
Age 35 - 44	13,832	11.20%
Age 45 - 54	10,719	8.68%
Age 55 - 64	9,767	7.91%
Age 65 - 74	8,211	6.65%
Age 75 - 84	4,538	3.67%
Age 85 and over	1,790	1.45%
2024 Est. Median Age, Female		26.82
2024 Est. Average Age, Female		33.81

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	101,258	48.90%
Males, Never Married	54,403	26.27%
Females, Never Married	46,855	22.63%
Married, Spouse present	72,766	35.14%
Married, Spouse absent	9,336	4.51%
Widowed	7,976	3.85%
Males Widowed	1,508	0.73%
Females Widowed	6,468	3.12%
Divorced	15,732	7.60%
Males Divorced	7,098	3.43%
Females Divorced	8,634	4.17%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	7,718	5.90%
Some High School, no diploma	7,638	5.84%
High School Graduate (or GED)	27,949	21.36%
Some College, no degree	22,722	17.36%
Associate Degree	9,697	7.41%
Bachelor's Degree	31,265	23.89%
Master's Degree	14,979	11.45%
Professional School Degree	2,477	1.89%
Doctorate Degree	6,414	4.90%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	10,179	31.58%
High School Graduate	9,607	29.81%
Some College or Associate's Degree	6,912	21.44%
Bachelor's Degree or Higher	5,534	17.17%
Households		
2029 Projection	97,213	
2024 Estimate	91,330	
2020 Census	85,693	
2010 Census	71,835	
Growth 2024 - 2029		6.44%
Growth 2020 - 2024		6.58%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	**91,330**	
Family Households	50,404	55.19%
Nonfamily Households	40,926	44.81%
2024 Est. Group Quarters Population	20,922	
2024 Households by Ethnicity, Hispanic/Latino	19,960	

Primary Retail Trade Area • Demographic Profile
College Station, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**91,330**	
Income < $15,000	13,286	14.55%
Income $15,000 - $24,999	8,596	9.41%
Income $25,000 - $34,999	8,505	9.31%
Income $35,000 - $49,999	12,120	13.27%
Income $50,000 - $74,999	14,657	16.05%
Income $75,000 - $99,999	9,712	10.63%
Income $100,000 - $124,999	7,013	7.68%
Income $125,000 - $149,999	4,735	5.18%
Income $150,000 - $199,999	5,790	6.34%
Income $200,000 - $249,999	2,809	3.08%
Income $250,000 - $499,999	2,844	3.11%
Income $500,000+	1,264	1.38%
2024 Est. Average Household Income		$82,863
2024 Est. Median Household Income		$54,592
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$62,092
Black or African American Alone		$37,801
American Indian and Alaska Native Alone		$81,409
Asian Alone		$59,537
Native Hawaiian and Other Pacific Islander Alone		$77,032
Some Other Race Alone		$47,259
Two or More Races		$43,241
Hispanic or Latino		$49,353
Not Hispanic or Latino		$56,546
2024 Est. HH by Type and Presence of Own Child.	**91,330**	
Family Households with Children	22,970	25.15%
Family Households without Children	68,361	74.85%
Married-Couple Families	**36,146**	**39.58%**
Married-Couple Family, own children	16,051	17.57%
Married-Couple Family, no own children	20,095	22.00%
Cohabitating-Couple Families	**4,976**	**5.45%**
Cohabitating-Couple Family, own children	1,509	1.65%
Cohabitating-Couple Family, no own children	3,467	3.80%
Male Householder Families	**21,516**	**23.56%**
Male Householder, own children	769	0.84%
Male Householder, no own children	2,736	3.00%
Male Householder, only Nonrelatives	5,146	5.63%
Male Householder, Living Alone	12,864	14.09%
Female Householder Families	**28,693**	**31.42%**
Female Householder, own children	4,641	5.08%
Female Householder, no own children	4,041	4.42%
Female Householder, only Nonrelatives	4,325	4.74%
Female Householder, Living Alone	15,686	17.17%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**91,330**	
1-person	26,793	29.34%
2-person	28,739	31.47%
3-person	14,238	15.59%
4-person	12,650	13.85%
5-person	5,493	6.01%
6-person	2,200	2.41%
7-or-more-person	1,216	1.33%
2024 Est. Average Household Size		2.49
2024 Est. Households by Number of Vehicles	**91,330**	
No Vehicles	5,411	5.92%
1 Vehicle	32,258	35.32%
2 Vehicles	35,945	39.36%
3 Vehicles	12,120	13.27%
4 Vehicles	3,718	4.07%
5 or more Vehicles	1,878	2.06%
2024 Est. Average Number of Vehicles		1.8
Family Households		
2029 Projection	53,844	
2024 Estimate	50,404	
2020 Estimate	47,320	
2010 Census	38,461	
Growth 2024 - 2029		6.83%
Growth 2020 - 2024		6.52%
Growth 2010 - 2020		23.03%
2024 Est. Families by Poverty Status	**50,404**	
2024 Families at or Above Poverty	44,267	87.82%
2024 Families at or Above Poverty with Children	19,880	39.44%
2024 Families Below Poverty	6,136	12.17%
2024 Families Below Poverty with Children	4,616	9.16%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	117,027	57.36%
Civilian Labor Force, Unemployed	5,966	2.92%
Armed Forces	530	0.26%
Not in Labor Force	80,492	39.45%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	70,677	60.17%
Non-Profit Private Workers	7,983	6.80%
Local Government Workers	992	0.85%
State Government Workers	19,750	16.82%
Federal Government Workers	8,065	6.87%
Self-Employed Workers	9,572	8.15%
Unpaid Family Workers	416	0.35%

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Primary Retail Trade Area • Demographic Profile
College Station, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	2,299	1.96%
Arts/Entertainment/Sports	1,828	1.56%
Building Grounds Maintenance	3,635	3.10%
Business/Financial Operations	5,346	4.55%
Community/Social Services	1,508	1.28%
Computer/Mathematical	3,248	2.77%
Construction/Extraction	6,338	5.40%
Education/Training/Library	15,647	13.32%
Farming/Fishing/Forestry	203	0.17%
Food Prep/Serving	7,607	6.48%
Health Practitioner/Technician	6,747	5.74%
Healthcare Support	3,828	3.26%
Maintenance Repair	3,135	2.67%
Legal	731	0.62%
Life/Physical/Social Science	3,077	2.62%
Management	11,104	9.45%
Office/Admin. Support	12,543	10.68%
Production	3,564	3.03%
Protective Services	2,506	2.13%
Sales/Related	11,565	9.85%
Personal Care/Service	3,472	2.96%
Transportation/Moving	7,521	6.40%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	75,642	64.40%
Blue Collar	20,558	17.50%
Service and Farm	21,253	18.09%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	87,714	76.22%
Car Pooled	9,702	8.43%
Public Transportation	1,379	1.20%
Walked	2,158	1.87%
Bicycle	1,299	1.13%
Other Means	1,490	1.29%
Worked at Home	11,334	9.85%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	41,295	
15 - 29 Minutes	52,085	
30 - 44 Minutes	8,847	
45 - 59 Minutes	1,614	
60 or more Minutes	2,631	
2024 Est. Avg Travel Time to Work in Minutes		19
2024 Est. Occupied Housing Units by Tenure	91,330	
Owner Occupied	40,297	39.09%
Renter Occupied	51,033	55.88%
2024 Owner Occ. HUs: Avg. Length of Residence		13.50[†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.66[†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	40,297	
Value Less than $20,000	1,365	3.39%
Value $20,000 - $39,999	551	1.37%
Value $40,000 - $59,999	546	1.35%
Value $60,000 - $79,999	813	2.02%
Value $80,000 - $99,999	983	2.44%
Value $100,000 - $149,999	3,080	7.64%
Value $150,000 - $199,999	3,368	8.36%
Value $200,000 - $299,999	8,799	21.83%
Value $300,000 - $399,999	7,270	18.04%
Value $400,000 - $499,999	5,307	13.17%
Value $500,000 - $749,999	4,611	11.44%
Value $750,000 - $999,999	2,320	5.76%
Value $1,000,000 or $1,499,999	734	1.82%
Value $1,500,000 or $1,999,999	182	0.45%
Value $2,000,000+	369	0.92%
2024 Est. Median All Owner-Occupied Housing Value		$308,017
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	50,183	48.68%
1 Unit Attached	4,329	4.20%
2 Units	4,997	4.85%
3 or 4 Units	8,946	8.68%
5 to 19 Units	15,553	15.09%
20 to 49 Units	4,489	4.35%
50 or More Units	7,394	7.17%
Mobile Home or Trailer	6,978	6.77%
Boat, RV, Van, etc.	226	0.22%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	6,519	6.32%
Housing Units Built 2010 to 2019	19,836	19.24%
Housing Units Built 2000 to 2009	19,204	18.63%
Housing Units Built 1990 to 1999	17,095	16.58%
Housing Units Built 1980 to 1989	15,633	15.16%
Housing Units Built 1970 to 1979	12,988	12.60%
Housing Units Built 1960 to 1969	5,349	5.19%
Housing Units Built 1950 to 1959	3,606	3.50%
Housing Units Built 1940 to 1949	1,396	1.35%
Housing Unit Built 1939 or Earlier	1,469	1.42%
2024 Est. Median Year Structure Built		1997

[†] Years

The Retail Coach.

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.

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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