



The**Retail**Coach®

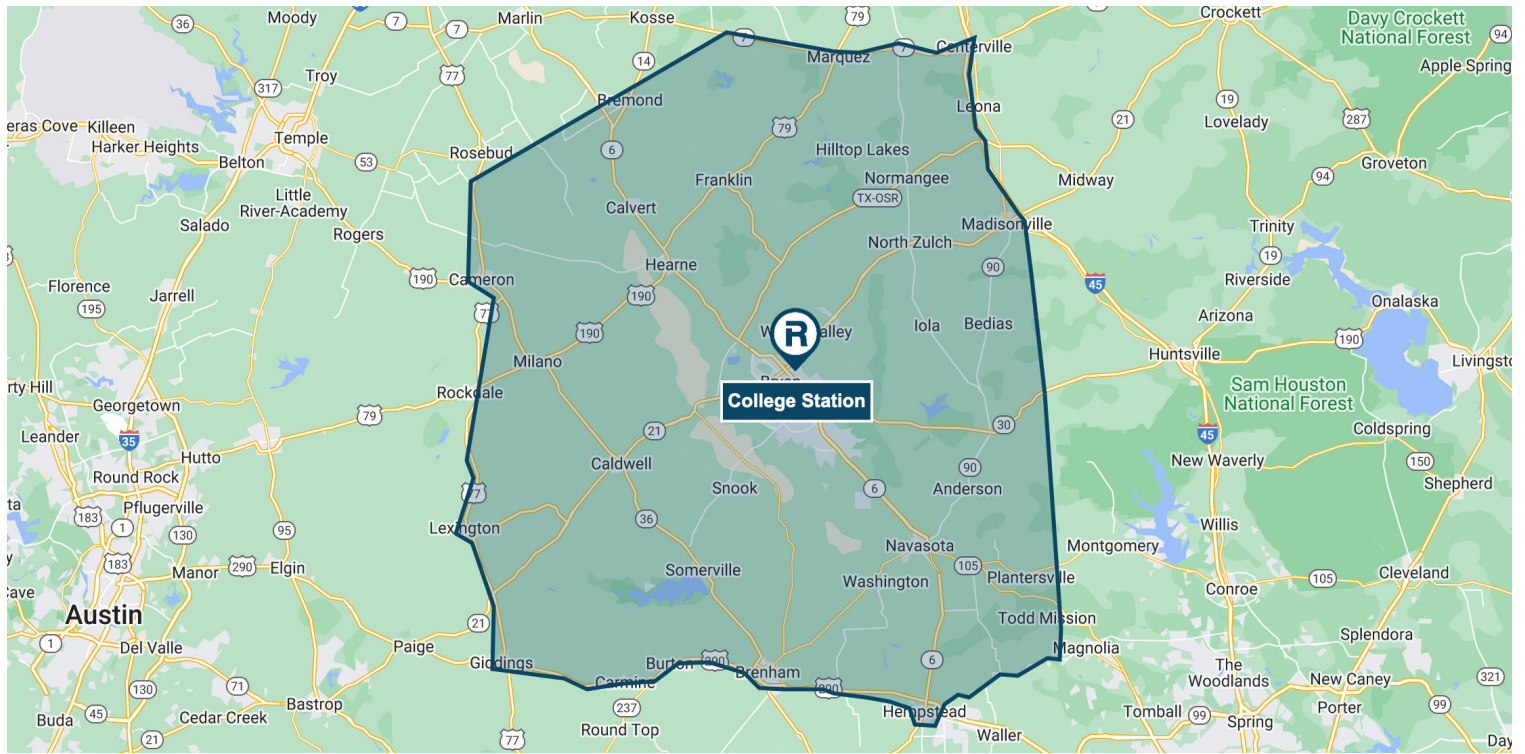
Secondary Retail Trade Area Demographic Profile

COLLEGE STATION, TEXAS

Prepared for City of College Station, Texas
January 2024

Secondary Retail Trade Area • Demographic Snapshot

College Station, Texas



Population

2020	375,447
2024	395,525
2029	416,931

Educational Attainment (%)

Graduate or Professional Degree	13.18%
Bachelors Degree	19.28%
Associate Degree	7.09%
Some College	19.74%
High School Graduate (or GED)	27.51%
Some High School, No Degree	7.45%
Less than 9th Grade	5.75%

Income

Average HH	\$86,948
Median HH	\$60,439
Per Capita	\$34,691

Age

0 - 9 Years	11.15%
10 - 17 Years	9.60%
18 - 24 Years	20.55%
25 - 34 Years	13.25%
35 - 44 Years	11.03%
45 - 54 Years	9.31%
55 - 64 Years	9.80%
65 and Older	15.32%
Median Age	30.67
Average Age	36.68

Race Distribution (%)

White	60.96%
Black/African American	11.50%
American Indian/Alaskan	0.74%
Asian	3.75%
Native Hawaiian/Islander	0.09%
Other Race	10.39%
Two or More Races	12.57%
Hispanic	27.11%



CITY OF COLLEGE STATION
Home of Texas A&M University®

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Secondary Retail Trade Area • Demographic Profile

College Station, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	416,931	
2024 Estimate	395,525	
2020 Census	375,447	
2010 Census	329,385	
Growth 2024 - 2029		5.41%
Growth 2020 - 2024		5.35%
Growth 2010 - 2020		13.98%
2024 Est. Population by Single-Classification Race	395,525	
White Alone	241,116	60.96%
Black or African American Alone	45,478	11.50%
Amer. Indian and Alaska Native Alone	2,925	0.74%
Asian Alone	14,843	3.75%
Native Hawaiian and Other Pacific Island Alone	352	0.09%
Some Other Race Alone	41,111	10.39%
Two or More Races	49,699	12.57%
2024 Est. Population by Hispanic or Latino Origin	395,525	
Not Hispanic or Latino	288,315	72.89%
Hispanic or Latino	107,209	27.11%
Mexican	93,378	87.10%
Puerto Rican	1,466	1.37%
Cuban	1,198	1.12%
All Other Hispanic or Latino	11,167	10.42%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	107,209	
White Alone	27,910	26.03%
Black or African American Alone	1,334	1.24%
American Indian and Alaska Native Alone	1,951	1.82%
Asian Alone	203	0.19%
Native Hawaiian and Other Pacific Islander Alone	45	0.04%
Some Other Race Alone	39,690	37.02%
Two or More Races	36,076	33.65%
2024 Est. Pop by Race, Asian Alone, by Category	14,843	
Chinese, except Taiwanese	3,389	22.83%
Filipino	1,153	7.77%
Japanese	525	3.54%
Asian Indian	4,077	27.47%
Korean	1,655	11.15%
Vietnamese	1,175	7.92%
Cambodian	185	1.25%
Hmong	9	0.06%
Laotian	90	0.61%
Thai	62	0.42%
All Other Asian Races Including 2+ Category	2,523	17.00%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	395,525	
Arab	1,328	0.34%
Czech	6,800	1.72%
Danish	651	0.17%
Dutch	1,970	0.50%
English	26,303	6.65%
French (except Basque)	7,291	1.84%
French Canadian	771	0.20%
German	49,350	12.48%
Greek	566	0.14%
Hungarian	488	0.12%
Irish	26,523	6.71%
Italian	8,097	2.05%
Lithuanian	222	0.06%
United States or American	13,384	3.38%
Norwegian	1,758	0.45%
Polish	6,535	1.65%
Portuguese	466	0.12%
Russian	673	0.17%
Scottish	5,532	1.40%
Scotch-Irish	3,255	0.82%
Slovak	79	0.02%
Subsaharan African	2,703	0.68%
Swedish	2,432	0.62%
Swiss	298	0.08%
Ukrainian	236	0.06%
Welsh	1,577	0.40%
West Indian (except Hisp. groups)	353	0.09%
Other ancestries	145,117	36.69%
Ancestry Unclassified	80,765	20.42%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	294,693	78.90%
Speak Asian/Pacific Island Language at Home	7,114	1.90%
Speak IndoEuropean Language at Home	7,575	2.03%
Speak Spanish at Home	62,066	16.62%
Speak Other Language at Home	2,045	0.55%

Secondary Retail Trade Area • Demographic Profile

College Station, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	395,525	
Age 0 - 4	22,032	5.57%
Age 5 - 9	22,061	5.58%
Age 10 - 14	22,723	5.75%
Age 15 - 17	15,227	3.85%
Age 18 - 20	34,077	8.62%
Age 21 - 24	47,216	11.94%
Age 25 - 34	52,403	13.25%
Age 35 - 44	43,610	11.03%
Age 45 - 54	36,826	9.31%
Age 55 - 64	38,748	9.80%
Age 65 - 74	35,426	8.96%
Age 75 - 84	18,723	4.73%
Age 85 and over	6,453	1.63%
Age 16 and over	323,680	81.84%
Age 18 and over	313,482	79.26%
Age 21 and over	279,405	70.64%
Age 65 and over	60,602	15.32%
2024 Est. Median Age		30.67
2024 Est. Average Age		36.68
2024 Est. Population by Sex	395,525	
Male	198,616	50.22%
Female	196,908	49.78%
2024 Est. Male Population by Age	198,616	
Age 0 - 4	11,226	5.65%
Age 5 - 9	11,177	5.63%
Age 10 - 14	11,566	5.82%
Age 15 - 17	7,610	3.83%
Age 18 - 20	17,762	8.94%
Age 21 - 24	25,040	12.61%
Age 25 - 34	27,148	13.67%
Age 35 - 44	21,801	10.98%
Age 45 - 54	18,128	9.13%
Age 55 - 64	19,098	9.62%
Age 65 - 74	17,115	8.62%
Age 75 - 84	8,521	4.29%
Age 85 and over	2,424	1.22%
2024 Est. Median Age, Male		29.35
2024 Est. Average Age, Male		36.00
2024 Est. Female Population by Age	196,908	
Age 0 - 4	10,806	5.49%
Age 5 - 9	10,884	5.53%
Age 10 - 14	11,158	5.67%
Age 15 - 17	7,617	3.87%
Age 18 - 20	16,315	8.29%
Age 21 - 24	22,176	11.26%
Age 25 - 34	25,254	12.83%
Age 35 - 44	21,809	11.08%
Age 45 - 54	18,698	9.50%
Age 55 - 64	19,650	9.98%
Age 65 - 74	18,311	9.30%
Age 75 - 84	10,203	5.18%
Age 85 and over	4,029	2.05%
2024 Est. Median Age, Female		32.13
2024 Est. Average Age, Female		37.30

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	135,250	41.15%
Males, Never Married	74,205	22.57%
Females, Never Married	61,046	18.57%
Married, Spouse present	132,331	40.26%
Married, Spouse absent	15,217	4.63%
Widowed	16,334	4.97%
Males Widowed	3,724	1.13%
Females Widowed	12,610	3.84%
Divorced	29,577	9.00%
Males Divorced	13,764	4.19%
Females Divorced	15,812	4.81%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	13,352	5.75%
Some High School, no diploma	17,296	7.45%
High School Graduate (or GED)	63,869	27.51%
Some College, no degree	45,834	19.74%
Associate Degree	16,453	7.09%
Bachelor's Degree	44,776	19.28%
Master's Degree	20,005	8.62%
Professional School Degree	3,460	1.49%
Doctorate Degree	7,144	3.08%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	18,161	34.87%
High School Graduate	16,566	31.81%
Some College or Associate's Degree	10,094	19.38%
Bachelor's Degree or Higher	7,261	13.94%
Households		
2029 Projection	155,973	
2024 Estimate	147,256	
2020 Census	138,871	
2010 Census	122,056	
Growth 2024 - 2029		5.92%
Growth 2020 - 2024		6.04%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	147,256	
Family Households	89,470	60.76%
Nonfamily Households	57,786	39.24%
2024 Est. Group Quarters Population	26,449	
2024 Households by Ethnicity, Hispanic/Latino	29,873	



Secondary Retail Trade Area • Demographic Profile

College Station, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	147,256	
Income < \$15,000	18,043	12.25%
Income \$15,000 - \$24,999	12,699	8.62%
Income \$25,000 - \$34,999	13,378	9.09%
Income \$35,000 - \$49,999	18,278	12.41%
Income \$50,000 - \$74,999	24,787	16.83%
Income \$75,000 - \$99,999	17,381	11.80%
Income \$100,000 - \$124,999	12,605	8.56%
Income \$125,000 - \$149,999	8,823	5.99%
Income \$150,000 - \$199,999	9,875	6.71%
Income \$200,000 - \$249,999	4,709	3.20%
Income \$250,000 - \$499,999	4,559	3.10%
Income \$500,000+	2,120	1.44%
2024 Est. Average Household Income		\$86,948
2024 Est. Median Household Income		\$60,439
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$68,471
Black or African American Alone		\$38,979
American Indian and Alaska Native Alone		\$84,080
Asian Alone		\$59,455
Native Hawaiian and Other Pacific Islander Alone		\$70,867
Some Other Race Alone		\$49,868
Two or More Races		\$50,091
Hispanic or Latino		\$54,225
Not Hispanic or Latino		\$62,500
2024 Est. HH by Type and Presence of Own Child.	147,256	
Family Households with Children	37,226	25.28%
Family Households without Children	110,031	74.72%
Married-Couple Families	65,452	44.45%
Married-Couple Family, own children	25,457	17.29%
Married-Couple Family, no own children	39,995	27.16%
Cohabiting-Couple Families	7,297	4.96%
Cohabiting-Couple Family, own children	2,524	1.71%
Cohabiting-Couple Family, no own children	4,773	3.24%
Male Householder Families	31,192	21.18%
Male Householder, own children	1,371	0.93%
Male Householder, no own children	3,939	2.67%
Male Householder, only Nonrelatives	5,757	3.91%
Male Householder, Living Alone	20,125	13.67%
Female Householder Families	43,315	29.41%
Female Householder, own children	7,874	5.35%
Female Householder, no own children	7,245	4.92%
Female Householder, only Nonrelatives	4,933	3.35%
Female Householder, Living Alone	23,263	15.80%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	147,256	
1-person	41,919	28.47%
2-person	48,358	32.84%
3-person	22,101	15.01%
4-person	19,349	13.14%
5-person	9,104	6.18%
6-person	3,981	2.70%
7-or-more-person	2,443	1.66%
2024 Est. Average Household Size		2.51
2024 Est. Households by Number of Vehicles	147,256	
No Vehicles	8,398	5.70%
1 Vehicle	48,390	32.86%
2 Vehicles	57,664	39.16%
3 Vehicles	22,534	15.30%
4 Vehicles	6,975	4.74%
5 or more Vehicles	3,296	2.24%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	94,919	
2024 Estimate	89,470	
2020 Estimate	84,072	
2010 Census	73,490	
Growth 2024 - 2029		6.09%
Growth 2020 - 2024		6.42%
Growth 2010 - 2020		14.40%
2024 Est. Families by Poverty Status	89,470	
2024 Families at or Above Poverty	79,202	88.52%
2024 Families at or Above Poverty with Children	33,260	37.17%
2024 Families Below Poverty	10,268	11.48%
2024 Families Below Poverty with Children	7,598	8.49%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	180,066	55.63%
Civilian Labor Force, Unemployed	9,474	2.93%
Armed Forces	568	0.18%
Not in Labor Force	133,572	41.27%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	110,490	61.17%
Non-Profit Private Workers	11,215	6.21%
Local Government Workers	2,175	1.20%
State Government Workers	25,213	13.96%
Federal Government Workers	13,956	7.73%
Self-Employed Workers	16,988	9.41%
Unpaid Family Workers	592	0.33%



Secondary Retail Trade Area • Demographic Profile

College Station, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	3,152	1.75%
Arts/Entertainment/Sports	2,486	1.38%
Building Grounds Maintenance	6,236	3.45%
Business/Financial Operations	8,145	4.51%
Community/Social Services	2,427	1.34%
Computer/Mathematical	4,267	2.36%
Construction/Extraction	11,103	6.15%
Education/Training/Library	19,878	11.01%
Farming/Fishing/Forestry	1,289	0.71%
Food Prep/Serving	10,685	5.91%
Health Practitioner/Technician	10,121	5.60%
Healthcare Support	6,168	3.41%
Maintenance Repair	6,178	3.42%
Legal	1,028	0.57%
Life/Physical/Social Science	3,403	1.88%
Management	17,514	9.70%
Office/Admin. Support	18,909	10.47%
Production	7,365	4.08%
Protective Services	4,313	2.39%
Sales/Related	18,169	10.06%
Personal Care/Service	4,951	2.74%
Transportation/Moving	12,842	7.11%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	109,500	60.62%
Blue Collar	37,488	20.75%
Service and Farm	33,642	18.62%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	135,842	76.84%
Car Pooled	16,846	9.53%
Public Transportation	1,480	0.84%
Walked	3,227	1.83%
Bicycle	1,342	0.76%
Other Means	2,846	1.61%
Worked at Home	15,191	8.59%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	60,634	
15 - 29 Minutes	67,700	
30 - 44 Minutes	19,737	
45 - 59 Minutes	7,575	
60 or more Minutes	8,925	
2024 Est. Avg Travel Time to Work in Minutes		23
2024 Est. Occupied Housing Units by Tenure	147,256	
Owner Occupied	82,309	48.16%
Renter Occupied	64,947	44.10%
2024 Owner Occ. HUs: Avg. Length of Residence		14.86 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.38 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	82,309	
Value Less than \$20,000	2,962	3.60%
Value \$20,000 - \$39,999	2,711	3.29%
Value \$40,000 - \$59,999	2,233	2.71%
Value \$60,000 - \$79,999	2,951	3.58%
Value \$80,000 - \$99,999	3,563	4.33%
Value \$100,000 - \$149,999	8,689	10.56%
Value \$150,000 - \$199,999	7,989	9.71%
Value \$200,000 - \$299,999	16,598	20.17%
Value \$300,000 - \$399,999	11,898	14.46%
Value \$400,000 - \$499,999	8,786	10.67%
Value \$500,000 - \$749,999	7,282	8.85%
Value \$750,000 - \$999,999	3,771	4.58%
Value \$1,000,000 or \$1,499,999	1,519	1.84%
Value \$1,500,000 or \$1,999,999	516	0.63%
Value \$2,000,000+	840	1.02%
2024 Est. Median All Owner-Occupied Housing Value		\$258,796
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	97,466	57.03%
1 Unit Attached	5,101	2.98%
2 Units	6,584	3.85%
3 or 4 Units	10,354	6.06%
5 to 19 Units	17,605	10.30%
20 to 49 Units	5,068	2.96%
50 or More Units	8,011	4.69%
Mobile Home or Trailer	20,168	11.80%
Boat, RV, Van, etc.	547	0.32%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	9,736	5.70%
Housing Units Built 2010 to 2019	27,479	16.08%
Housing Units Built 2000 to 2009	30,043	17.58%
Housing Units Built 1990 to 1999	27,683	16.20%
Housing Units Built 1980 to 1989	25,702	15.04%
Housing Units Built 1970 to 1979	22,380	13.10%
Housing Units Built 1960 to 1969	10,804	6.32%
Housing Units Built 1950 to 1959	7,713	4.51%
Housing Units Built 1940 to 1949	3,866	2.26%
Housing Unit Built 1939 or Earlier	5,499	3.22%
2024 Est. Median Year Structure Built		1994

[†] 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.



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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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