



The**Retail**Coach®

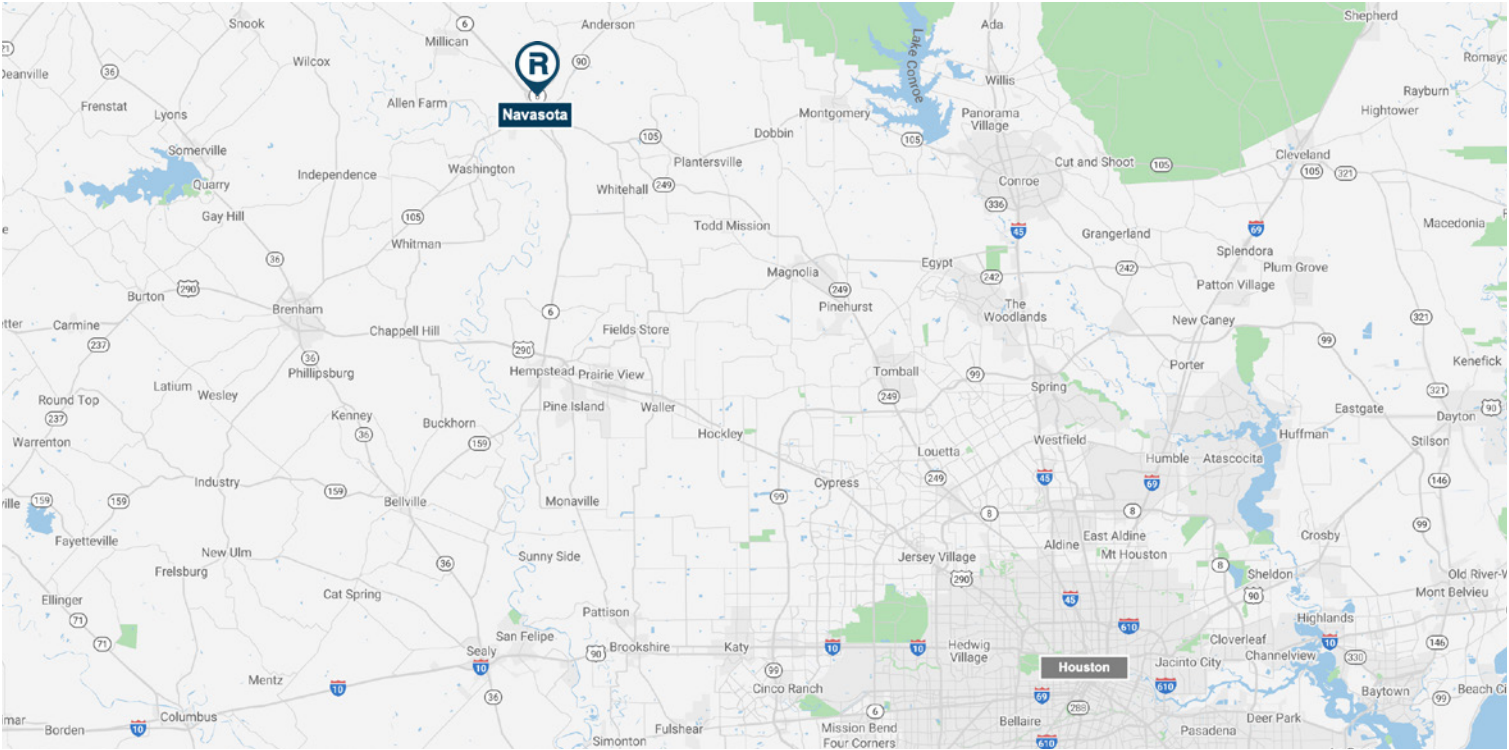
Community Demographic Profile

NAVASOTA, TEXAS

Prepared for City of Navasota
January 2024

Community • Demographic Snapshot

Navasota, Texas



Population

2020	7,643	0 - 9 Years	12.28%
2024	8,328	10 - 17 Years	12.42%
2029	8,814	18 - 24 Years	10.02%

Educational Attainment (%)

Graduate or Professional Degree	5.89%	25 - 34 Years	11.88%
Bachelors Degree	6.66%	35 - 44 Years	11.97%
Associate Degree	7.10%	45 - 54 Years	10.68%
Some College	25.07%	55 - 64 Years	12.03%
High School Graduate (or GED)	30.09%	65 and Older	18.73%
Some High School, No Degree	16.06%	Median Age	37.82
Less than 9th Grade	9.14%	Average Age	39.40

Income

Average HH	\$70,757	Race Distribution (%)	
Median HH	\$51,136	White	41.23%
Per Capita	\$26,263	Black/African American	24.76%
		American Indian/Alaskan	1.18%
		Asian	0.31%
		Native Hawaiian/Islander	0.08%
		Other Race	16.50%
		Two or More Races	15.93%
		Hispanic	41.98%



Rayna Teicheira

City of Navasota
Economic Development Specialist

200 East McAlpine Street
PO Box 910
Navasota, Texas 77868

Phone 936.825.6475 ext. 5016
Fax 936.825.4018
RTeicheira@navasotatx.gov
www.NavasotaTX.gov

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@TheRetailCoach.net
www.TheRetailCoach.net



Community • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	8,814	
2024 Estimate	8,328	
2020 Census	7,643	
2010 Census	7,394	
Growth 2024 - 2029		5.84%
Growth 2020 - 2024		8.96%
Growth 2010 - 2020		3.37%
2024 Est. Population by Single-Classification Race	8,328	
White Alone	3,434	41.23%
Black or African American Alone	2,062	24.76%
Amer. Indian and Alaska Native Alone	98	1.18%
Asian Alone	26	0.31%
Native Hawaiian and Other Pacific Island Alone	7	0.08%
Some Other Race Alone	1,374	16.50%
Two or More Races	1,327	15.93%
2024 Est. Population by Hispanic or Latino Origin	8,328	
Not Hispanic or Latino	4,832	58.02%
Hispanic or Latino	3,496	41.98%
Mexican	3,347	95.74%
Puerto Rican	0	0.00%
Cuban	0	0.00%
All Other Hispanic or Latino	149	4.26%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	3,496	
White Alone	845	24.17%
Black or African American Alone	51	1.46%
American Indian and Alaska Native Alone	85	2.43%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	1	0.03%
Some Other Race Alone	1,356	38.79%
Two or More Races	1,158	33.12%
2024 Est. Pop by Race, Asian Alone, by Category	26	
Chinese, except Taiwanese	1	3.85%
Filipino	0	0.00%
Japanese	2	7.69%
Asian Indian	5	19.23%
Korean	0	0.00%
Vietnamese	1	3.85%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	3	11.54%
Thai	14	53.85%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	8,328	
Arab	0	0.00%
Czech	43	0.52%
Danish	7	0.08%
Dutch	16	0.19%
English	592	7.11%
French (except Basque)	142	1.71%
French Canadian	4	0.05%
German	711	8.54%
Greek	0	0.00%
Hungarian	3	0.04%
Irish	574	6.89%
Italian	37	0.44%
Lithuanian	9	0.11%
United States or American	236	2.83%
Norwegian	6	0.07%
Polish	61	0.73%
Portuguese	0	0.00%
Russian	11	0.13%
Scottish	46	0.55%
Scotch-Irish	98	1.18%
Slovak	0	0.00%
Subsaharan African	243	2.92%
Swedish	3	0.04%
Swiss	5	0.06%
Ukrainian	0	0.00%
Welsh	1	0.01%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	4,154	49.88%
Ancestry Unclassified	1,326	15.92%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	5,182	66.19%
Speak Asian/Pacific Island Language at Home	12	0.15%
Speak IndoEuropean Language at Home	41	0.52%
Speak Spanish at Home	2,593	33.12%
Speak Other Language at Home	1	0.01%

Community • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	8,328	
Age 0 - 4	499	5.99%
Age 5 - 9	524	6.29%
Age 10 - 14	634	7.61%
Age 15 - 17	400	4.80%
Age 18 - 20	384	4.61%
Age 21 - 24	450	5.40%
Age 25 - 34	989	11.88%
Age 35 - 44	997	11.97%
Age 45 - 54	889	10.68%
Age 55 - 64	1,002	12.03%
Age 65 - 74	930	11.17%
Age 75 - 84	482	5.79%
Age 85 and over	148	1.78%
Age 16 and over	6,537	78.49%
Age 18 and over	6,271	75.30%
Age 21 and over	5,887	70.69%
Age 65 and over	1,560	18.73%
2024 Est. Median Age		37.82
2024 Est. Average Age		39.40
2024 Est. Population by Sex	8,328	
Male	4,037	48.48%
Female	4,291	51.53%
2024 Est. Male Population by Age	4,037	
Age 0 - 4	250	6.19%
Age 5 - 9	267	6.61%
Age 10 - 14	312	7.73%
Age 15 - 17	203	5.03%
Age 18 - 20	195	4.83%
Age 21 - 24	227	5.62%
Age 25 - 34	487	12.06%
Age 35 - 44	476	11.79%
Age 45 - 54	421	10.43%
Age 55 - 64	490	12.14%
Age 65 - 74	448	11.10%
Age 75 - 84	206	5.10%
Age 85 and over	55	1.36%
2024 Est. Median Age, Male		36.59
2024 Est. Average Age, Male		38.50
2024 Est. Female Population by Age	4,291	
Age 0 - 4	249	5.80%
Age 5 - 9	257	5.99%
Age 10 - 14	322	7.50%
Age 15 - 17	197	4.59%
Age 18 - 20	189	4.41%
Age 21 - 24	223	5.20%
Age 25 - 34	502	11.70%
Age 35 - 44	521	12.14%
Age 45 - 54	468	10.91%
Age 55 - 64	512	11.93%
Age 65 - 74	482	11.23%
Age 75 - 84	276	6.43%
Age 85 and over	93	2.17%
2024 Est. Median Age, Female		38.94
2024 Est. Average Age, Female		40.20

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,649	39.71%
Males, Never Married	1,409	21.12%
Females, Never Married	1,240	18.59%
Married, Spouse present	2,825	42.35%
Married, Spouse absent	392	5.88%
Widowed	450	6.75%
Males Widowed	180	2.70%
Females Widowed	270	4.05%
Divorced	355	5.32%
Males Divorced	149	2.23%
Females Divorced	206	3.09%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	497	9.14%
Some High School, no diploma	873	16.06%
High School Graduate (or GED)	1,636	30.09%
Some College, no degree	1,363	25.07%
Associate Degree	386	7.10%
Bachelor's Degree	362	6.66%
Master's Degree	247	4.54%
Professional School Degree	35	0.64%
Doctorate Degree	38	0.70%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	913	47.55%
High School Graduate	704	36.67%
Some College or Associate's Degree	287	14.95%
Bachelor's Degree or Higher	16	0.83%
Households		
2029 Projection	3,237	
2024 Estimate	3,057	
2020 Census	2,812	
2010 Census	2,607	
Growth 2024 - 2029		5.89%
Growth 2020 - 2024		8.71%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	3,057	
Family Households	2,181	71.34%
Nonfamily Households	876	28.66%
2024 Est. Group Quarters Population	92	
2024 Households by Ethnicity, Hispanic/Latino	975	

Community • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	3,057	
Income < \$15,000	344	11.25%
Income \$15,000 - \$24,999	254	8.31%
Income \$25,000 - \$34,999	512	16.75%
Income \$35,000 - \$49,999	390	12.76%
Income \$50,000 - \$74,999	552	18.06%
Income \$75,000 - \$99,999	312	10.21%
Income \$100,000 - \$124,999	264	8.64%
Income \$125,000 - \$149,999	195	6.38%
Income \$150,000 - \$199,999	128	4.19%
Income \$200,000 - \$249,999	38	1.24%
Income \$250,000 - \$499,999	47	1.54%
Income \$500,000+	21	0.69%
2024 Est. Average Household Income		\$70,757
2024 Est. Median Household Income		\$51,136
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$71,566
Black or African American Alone		\$29,771
American Indian and Alaska Native Alone		\$42,079
Asian Alone		\$42,246
Native Hawaiian and Other Pacific Islander Alone		\$112,500
Some Other Race Alone		\$32,030
Two or More Races		\$57,429
Hispanic or Latino		\$49,511
Not Hispanic or Latino		\$52,566
2024 Est. HH by Type and Presence of Own Child.	3,057	
Family Households with Children	948	31.01%
Family Households without Children	2,109	68.99%
Married-Couple Families	1,536	50.25%
Married-Couple Family, own children	539	17.63%
Married-Couple Family, no own children	997	32.61%
Cohabiting-Couple Families	25	0.82%
Cohabiting-Couple Family, own children	4	0.13%
Cohabiting-Couple Family, no own children	21	0.69%
Male Householder Families	421	13.77%
Male Householder, own children	0	0.00%
Male Householder, no own children	55	1.80%
Male Householder, only Nonrelatives	31	1.01%
Male Householder, Living Alone	335	10.96%
Female Householder Families	1,075	35.17%
Female Householder, own children	405	13.25%
Female Householder, no own children	167	5.46%
Female Householder, only Nonrelatives	38	1.24%
Female Householder, Living Alone	465	15.21%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	3,057	
1-person	808	26.43%
2-person	932	30.49%
3-person	467	15.28%
4-person	396	12.95%
5-person	233	7.62%
6-person	129	4.22%
7-or-more-person	92	3.01%
2024 Est. Average Household Size		2.69
2024 Est. Households by Number of Vehicles	3,057	
No Vehicles	179	5.86%
1 Vehicle	1,031	33.73%
2 Vehicles	1,133	37.06%
3 Vehicles	579	18.94%
4 Vehicles	133	4.35%
5 or more Vehicles	2	0.07%
2024 Est. Average Number of Vehicles		1.8
Family Households		
2029 Projection	2,313	
2024 Estimate	2,181	
2020 Estimate	1,920	
2010 Census	1,848	
Growth 2024 - 2029		6.05%
Growth 2020 - 2024		13.59%
Growth 2010 - 2020		3.90%
2024 Est. Families by Poverty Status	2,181	
2024 Families at or Above Poverty	1,739	79.73%
2024 Families at or Above Poverty with Children	709	32.51%
2024 Families Below Poverty	442	20.27%
2024 Families Below Poverty with Children	349	16.00%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	3,378	51.67%
Civilian Labor Force, Unemployed	295	4.51%
Armed Forces	0	0.00%
Not in Labor Force	2,864	43.81%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	2,382	65.06%
Non-Profit Private Workers	145	3.96%
Local Government Workers	8	0.22%
State Government Workers	373	10.19%
Federal Government Workers	429	11.72%
Self-Employed Workers	324	8.85%
Unpaid Family Workers	0	0.00%

Community • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	52	1.42%
Arts/Entertainment/Sports	4	0.11%
Building Grounds Maintenance	128	3.50%
Business/Financial Operations	60	1.64%
Community/Social Services	42	1.15%
Computer/Mathematical	2	0.06%
Construction/Extraction	324	8.85%
Education/Training/Library	164	4.48%
Farming/Fishing/Forestry	136	3.71%
Food Prep/Serving	229	6.25%
Health Practitioner/Technician	203	5.54%
Healthcare Support	156	4.26%
Maintenance Repair	142	3.88%
Legal	1	0.03%
Life/Physical/Social Science	15	0.41%
Management	407	11.12%
Office/Admin. Support	366	10.00%
Production	350	9.56%
Protective Services	77	2.10%
Sales/Related	378	10.33%
Personal Care/Service	88	2.40%
Transportation/Moving	337	9.21%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	1,694	46.27%
Blue Collar	1,153	31.49%
Service and Farm	814	22.23%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	2,804	76.86%
Car Pooled	613	16.80%
Public Transportation	1	0.03%
Walked	60	1.64%
Bicycle	0	0.00%
Other Means	98	2.69%
Worked at Home	72	1.97%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,424	
15 - 29 Minutes	1,055	
30 - 44 Minutes	809	
45 - 59 Minutes	78	
60 or more Minutes	221	
2024 Est. Avg Travel Time to Work in Minutes		
		23
2024 Est. Occupied Housing Units by Tenure		
Owner Occupied	1,914	55.70%
Renter Occupied	1,143	37.39%
2024 Owner Occ. HUs: Avg. Length of Residence		
		16.20 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		
		6.90 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value		
Value Less than \$20,000	163	8.52%
Value \$20,000 - \$39,999	14	0.73%
Value \$40,000 - \$59,999	92	4.81%
Value \$60,000 - \$79,999	59	3.08%
Value \$80,000 - \$99,999	182	9.51%
Value \$100,000 - \$149,999	283	14.79%
Value \$150,000 - \$199,999	358	18.70%
Value \$200,000 - \$299,999	486	25.39%
Value \$300,000 - \$399,999	79	4.13%
Value \$400,000 - \$499,999	43	2.25%
Value \$500,000 - \$749,999	52	2.72%
Value \$750,000 - \$999,999	45	2.35%
Value \$1,000,000 or \$1,499,999	42	2.19%
Value \$1,500,000 or \$1,999,999	9	0.47%
Value \$2,000,000+	7	0.37%
2024 Est. Median All Owner-Occupied Housing Value		
		\$172,993
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	2,172	63.21%
1 Unit Attached	36	1.05%
2 Units	182	5.30%
3 or 4 Units	121	3.52%
5 to 19 Units	311	9.05%
20 to 49 Units	76	2.21%
50 or More Units	136	3.96%
Mobile Home or Trailer	402	11.70%
Boat, RV, Van, etc.	0	0.00%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	224	6.52%
Housing Units Built 2010 to 2019	208	6.05%
Housing Units Built 2000 to 2009	376	10.94%
Housing Units Built 1990 to 1999	491	14.29%
Housing Units Built 1980 to 1989	886	25.79%
Housing Units Built 1970 to 1979	369	10.74%
Housing Units Built 1960 to 1969	146	4.25%
Housing Units Built 1950 to 1959	502	14.61%
Housing Units Built 1940 to 1949	92	2.68%
Housing Unit Built 1939 or Earlier	142	4.13%
2024 Est. Median Year Structure Built		
		1985

[†] 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**Retail**Coach®

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.

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