



The**Retail**Coach®

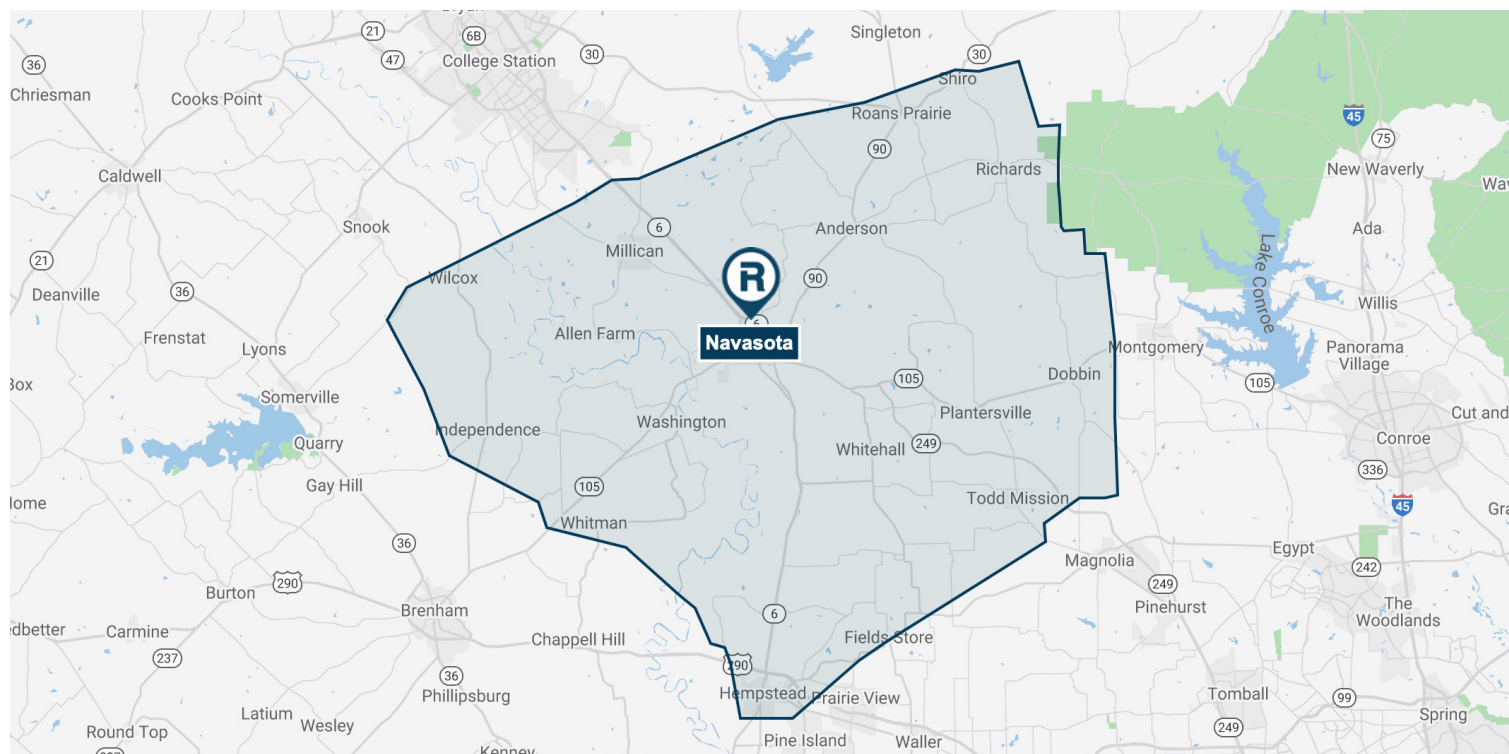
Secondary Retail Trade Area Demographic Profile

NAVASOTA, TEXAS

Prepared for City of Navasota
January 2024

Secondary Retail Trade Area • Demographic Snapshot

Navasota, Texas



Population

2020	49,057	0 - 9 Years	11.54%
2024	53,499	10 - 17 Years	10.58%
2029	57,669	18 - 24 Years	9.23%

Educational Attainment (%)

Graduate or Professional Degree	8.34%	25 - 34 Years	10.97%
Bachelors Degree	14.85%	35 - 44 Years	11.62%
Associate Degree	5.32%	45 - 54 Years	12.13%
Some College	24.29%	55 - 64 Years	13.77%
High School Graduate (or GED)	32.41%	65 and Older	20.16%
Some High School, No Degree	9.15%	Median Age	41.66
Less than 9th Grade	5.65%	Average Age	41.23

Income

Average HH	\$101,588	Race Distribution (%)	
Median HH	\$76,323	White	62.40%
Per Capita	\$37,441	Black/African American	12.47%
		American Indian/Alaskan	0.98%
		Asian	0.65%
		Native Hawaiian/Islander	0.07%
		Other Race	11.64%
		Two or More Races	11.80%
		Hispanic	27.15%

NAVASOTA!
So much, so close.

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Secondary Retail Trade Area • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	57,669	
2024 Estimate	53,499	
2020 Census	49,057	
2010 Census	42,671	
Growth 2024 - 2029		7.79%
Growth 2020 - 2024		9.06%
Growth 2010 - 2020		14.97%
2024 Est. Population by Single-Classification Race	53,499	
White Alone	33,384	62.40%
Black or African American Alone	6,670	12.47%
Amer. Indian and Alaska Native Alone	526	0.98%
Asian Alone	345	0.65%
Native Hawaiian and Other Pacific Island Alone	35	0.07%
Some Other Race Alone	6,229	11.64%
Two or More Races	6,310	11.80%
2024 Est. Population by Hispanic or Latino Origin	53,499	
Not Hispanic or Latino	38,976	72.85%
Hispanic or Latino	14,523	27.15%
Mexican	13,545	93.27%
Puerto Rican	97	0.67%
Cuban	146	1.00%
All Other Hispanic or Latino	736	5.07%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	14,523	
White Alone	3,246	22.35%
Black or African American Alone	150	1.03%
American Indian and Alaska Native Alone	337	2.32%
Asian Alone	12	0.08%
Native Hawaiian and Other Pacific Islander Alone	13	0.09%
Some Other Race Alone	6,064	41.76%
Two or More Races	4,702	32.38%
2024 Est. Pop by Race, Asian Alone, by Category	345	
Chinese, except Taiwanese	70	20.29%
Filipino	35	10.15%
Japanese	20	5.80%
Asian Indian	66	19.13%
Korean	9	2.61%
Vietnamese	74	21.45%
Cambodian	1	0.29%
Hmong	0	0.00%
Laotian	12	3.48%
Thai	21	6.09%
All Other Asian Races Including 2+ Category	37	10.73%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	53,499	
Arab	59	0.11%
Czech	568	1.06%
Danish	56	0.11%
Dutch	201	0.38%
English	3,519	6.58%
French (except Basque)	1,043	1.95%
French Canadian	122	0.23%
German	6,551	12.25%
Greek	64	0.12%
Hungarian	51	0.10%
Irish	4,447	8.31%
Italian	832	1.55%
Lithuanian	19	0.04%
United States or American	2,169	4.05%
Norwegian	155	0.29%
Polish	1,210	2.26%
Portuguese	58	0.11%
Russian	76	0.14%
Scottish	736	1.38%
Scotch-Irish	460	0.86%
Slovak	7	0.01%
Subsaharan African	661	1.24%
Swedish	252	0.47%
Swiss	15	0.03%
Ukrainian	27	0.05%
Welsh	122	0.23%
West Indian (except Hisp. groups)	9	0.02%
Other ancestries	20,381	38.10%
Ancestry Unclassified	9,628	18.00%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	39,527	78.40%
Speak Asian/Pacific Island Language at Home	106	0.21%
Speak IndoEuropean Language at Home	429	0.85%
Speak Spanish at Home	10,249	20.33%
Speak Other Language at Home	105	0.21%

Secondary Retail Trade Area • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	53,499	
Age 0 - 4	3,083	5.76%
Age 5 - 9	3,091	5.78%
Age 10 - 14	3,524	6.59%
Age 15 - 17	2,137	4.00%
Age 18 - 20	2,152	4.02%
Age 21 - 24	2,786	5.21%
Age 25 - 34	5,868	10.97%
Age 35 - 44	6,218	11.62%
Age 45 - 54	6,490	12.13%
Age 55 - 64	7,365	13.77%
Age 65 - 74	6,816	12.74%
Age 75 - 84	3,149	5.89%
Age 85 and over	821	1.53%
Age 16 and over	43,094	80.55%
Age 18 and over	41,665	77.88%
Age 21 and over	39,514	73.86%
Age 65 and over	10,787	20.16%
2024 Est. Median Age		41.66
2024 Est. Average Age		41.23
2024 Est. Population by Sex	53,499	
Male	27,622	51.63%
Female	25,877	48.37%
2024 Est. Male Population by Age	27,622	
Age 0 - 4	1,566	5.67%
Age 5 - 9	1,579	5.72%
Age 10 - 14	1,782	6.45%
Age 15 - 17	1,088	3.94%
Age 18 - 20	1,106	4.00%
Age 21 - 24	1,454	5.26%
Age 25 - 34	3,198	11.58%
Age 35 - 44	3,234	11.71%
Age 45 - 54	3,406	12.33%
Age 55 - 64	3,800	13.76%
Age 65 - 74	3,537	12.81%
Age 75 - 84	1,549	5.61%
Age 85 and over	323	1.17%
2024 Est. Median Age, Male		41.34
2024 Est. Average Age, Male		40.80
2024 Est. Female Population by Age	25,877	
Age 0 - 4	1,517	5.86%
Age 5 - 9	1,512	5.84%
Age 10 - 14	1,742	6.73%
Age 15 - 17	1,049	4.05%
Age 18 - 20	1,045	4.04%
Age 21 - 24	1,332	5.15%
Age 25 - 34	2,670	10.32%
Age 35 - 44	2,984	11.53%
Age 45 - 54	3,084	11.92%
Age 55 - 64	3,565	13.78%
Age 65 - 74	3,279	12.67%
Age 75 - 84	1,600	6.18%
Age 85 and over	498	1.92%
2024 Est. Median Age, Female		42.01
2024 Est. Average Age, Female		41.36

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	12,709	29.01%
Males, Never Married	7,518	17.16%
Females, Never Married	5,191	11.85%
Married, Spouse present	22,677	51.77%
Married, Spouse absent	1,971	4.50%
Widowed	2,556	5.83%
Males Widowed	749	1.71%
Females Widowed	1,807	4.12%
Divorced	3,888	8.88%
Males Divorced	2,261	5.16%
Females Divorced	1,628	3.72%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,076	5.65%
Some High School, no diploma	3,360	9.15%
High School Graduate (or GED)	11,902	32.41%
Some College, no degree	8,922	24.29%
Associate Degree	1,952	5.32%
Bachelor's Degree	5,453	14.85%
Master's Degree	2,175	5.92%
Professional School Degree	486	1.32%
Doctorate Degree	401	1.09%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,959	36.85%
High School Graduate	2,599	32.37%
Some College or Associate's Degree	1,657	20.64%
Bachelor's Degree or Higher	813	10.13%
Households		
2029 Projection	20,331	
2024 Estimate	18,798	
2020 Census	17,073	
2010 Census	14,727	
Growth 2024 - 2029		8.16%
Growth 2020 - 2024		10.10%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	18,798	
Family Households	13,675	72.75%
Nonfamily Households	5,123	27.25%
2024 Est. Group Quarters Population	2,495	
2024 Households by Ethnicity, Hispanic/Latino	3,723	

Secondary Retail Trade Area • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	18,798	
Income < \$15,000	1,505	8.01%
Income \$15,000 - \$24,999	1,107	5.89%
Income \$25,000 - \$34,999	1,330	7.08%
Income \$35,000 - \$49,999	1,961	10.43%
Income \$50,000 - \$74,999	3,347	17.80%
Income \$75,000 - \$99,999	2,464	13.11%
Income \$100,000 - \$124,999	2,054	10.93%
Income \$125,000 - \$149,999	1,557	8.28%
Income \$150,000 - \$199,999	1,712	9.11%
Income \$200,000 - \$249,999	764	4.06%
Income \$250,000 - \$499,999	683	3.63%
Income \$500,000+	314	1.67%
2024 Est. Average Household Income		\$101,588
2024 Est. Median Household Income		\$76,323
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$91,190
Black or African American Alone		\$42,938
American Indian and Alaska Native Alone		\$81,863
Asian Alone		\$62,480
Native Hawaiian and Other Pacific Islander Alone		\$44,129
Some Other Race Alone		\$43,262
Two or More Races		\$67,567
Hispanic or Latino		\$61,967
Not Hispanic or Latino		\$81,474
2024 Est. HH by Type and Presence of Own Child.	18,798	
Family Households with Children	5,687	30.25%
Family Households without Children	13,111	69.75%
Married-Couple Families	11,065	58.86%
Married-Couple Family, own children	3,883	20.66%
Married-Couple Family, no own children	7,181	38.20%
Cohabiting-Couple Families	697	3.71%
Cohabiting-Couple Family, own children	298	1.58%
Cohabiting-Couple Family, no own children	399	2.12%
Male Householder Families	2,704	14.38%
Male Householder, own children	125	0.67%
Male Householder, no own children	277	1.47%
Male Householder, only Nonrelatives	256	1.36%
Male Householder, Living Alone	2,046	10.88%
Female Householder Families	4,332	23.05%
Female Householder, own children	1,380	7.34%
Female Householder, no own children	691	3.68%
Female Householder, only Nonrelatives	307	1.63%
Female Householder, Living Alone	1,953	10.39%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	18,798	
1-person	4,152	22.09%
2-person	6,548	34.83%
3-person	2,868	15.26%
4-person	2,635	14.02%
5-person	1,439	7.66%
6-person	686	3.65%
7-or-more-person	469	2.50%
2024 Est. Average Household Size		2.71
2024 Est. Households by Number of Vehicles	18,798	
No Vehicles	692	3.68%
1 Vehicle	4,806	25.57%
2 Vehicles	8,054	42.85%
3 Vehicles	3,508	18.66%
4 Vehicles	1,325	7.05%
5 or more Vehicles	412	2.19%
2024 Est. Average Number of Vehicles		2.1
Family Households		
2029 Projection	14,807	
2024 Estimate	13,675	
2020 Estimate	12,366	
2010 Census	10,631	
Growth 2024 - 2029		8.28%
Growth 2020 - 2024		10.59%
Growth 2010 - 2020		16.32%
2024 Est. Families by Poverty Status	13,675	
2024 Families at or Above Poverty	12,174	89.02%
2024 Families at or Above Poverty with Children	4,991	36.50%
2024 Families Below Poverty	1,501	10.98%
2024 Families Below Poverty with Children	1,166	8.53%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	22,791	52.89%
Civilian Labor Force, Unemployed	1,044	2.42%
Armed Forces	68	0.16%
Not in Labor Force	19,191	44.53%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	14,982	63.56%
Non-Profit Private Workers	805	3.41%
Local Government Workers	247	1.05%
State Government Workers	2,104	8.93%
Federal Government Workers	2,531	10.74%
Self-Employed Workers	2,719	11.54%
Unpaid Family Workers	184	0.78%

Secondary Retail Trade Area • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	438	1.86%
Arts/Entertainment/Sports	277	1.17%
Building Grounds Maintenance	1,184	5.02%
Business/Financial Operations	1,236	5.24%
Community/Social Services	206	0.87%
Computer/Mathematical	395	1.68%
Construction/Extraction	1,457	6.18%
Education/Training/Library	1,550	6.58%
Farming/Fishing/Forestry	253	1.07%
Food Prep/Serving	941	3.99%
Health Practitioner/Technician	1,369	5.81%
Healthcare Support	716	3.04%
Maintenance Repair	1,191	5.05%
Legal	94	0.40%
Life/Physical/Social Science	217	0.92%
Management	3,092	13.12%
Office/Admin. Support	2,022	8.58%
Production	1,549	6.57%
Protective Services	807	3.42%
Sales/Related	2,430	10.31%
Personal Care/Service	456	1.93%
Transportation/Moving	1,692	7.18%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	13,326	56.53%
Blue Collar	5,889	24.98%
Service and Farm	4,357	18.48%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	18,614	79.97%
Car Pooled	2,576	11.07%
Public Transportation	22	0.10%
Walked	311	1.34%
Bicycle	0	0.00%
Other Means	473	2.03%
Worked at Home	1,281	5.50%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,073	
15 - 29 Minutes	6,706	
30 - 44 Minutes	4,279	
45 - 59 Minutes	3,156	
60 or more Minutes	2,912	
2024 Est. Avg Travel Time to Work in Minutes		
		34
2024 Est. Occupied Housing Units by Tenure		
Owner Occupied	14,702	67.91%
Renter Occupied	4,096	21.79%
2024 Owner Occ. HUs: Avg. Length of Residence		
		15.14 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		
		6.69 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value		
Value Less than \$20,000	501	3.41%
Value \$20,000 - \$39,999	393	2.67%
Value \$40,000 - \$59,999	480	3.27%
Value \$60,000 - \$79,999	332	2.26%
Value \$80,000 - \$99,999	540	3.67%
Value \$100,000 - \$149,999	1,560	10.61%
Value \$150,000 - \$199,999	1,442	9.81%
Value \$200,000 - \$299,999	2,826	19.22%
Value \$300,000 - \$399,999	1,491	10.14%
Value \$400,000 - \$499,999	1,399	9.52%
Value \$500,000 - \$749,999	1,697	11.54%
Value \$750,000 - \$999,999	1,046	7.12%
Value \$1,000,000 or \$1,499,999	591	4.02%
Value \$1,500,000 or \$1,999,999	230	1.56%
Value \$2,000,000+	172	1.17%
2024 Est. Median All Owner-Occupied Housing Value		
		\$270,936
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	14,668	67.75%
1 Unit Attached	369	1.70%
2 Units	267	1.23%
3 or 4 Units	302	1.39%
5 to 19 Units	1,049	4.84%
20 to 49 Units	170	0.79%
50 or More Units	225	1.04%
Mobile Home or Trailer	4,430	20.46%
Boat, RV, Van, etc.	170	0.79%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,952	9.02%
Housing Units Built 2010 to 2019	3,221	14.88%
Housing Units Built 2000 to 2009	4,424	20.43%
Housing Units Built 1990 to 1999	3,404	15.72%
Housing Units Built 1980 to 1989	3,098	14.31%
Housing Units Built 1970 to 1979	2,415	11.16%
Housing Units Built 1960 to 1969	1,062	4.91%
Housing Units Built 1950 to 1959	930	4.30%
Housing Units Built 1940 to 1949	496	2.29%
Housing Unit Built 1939 or Earlier	649	3.00%
2024 Est. Median Year Structure Built		
		1997

[†] 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.

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