



The **Retail**Coach.®

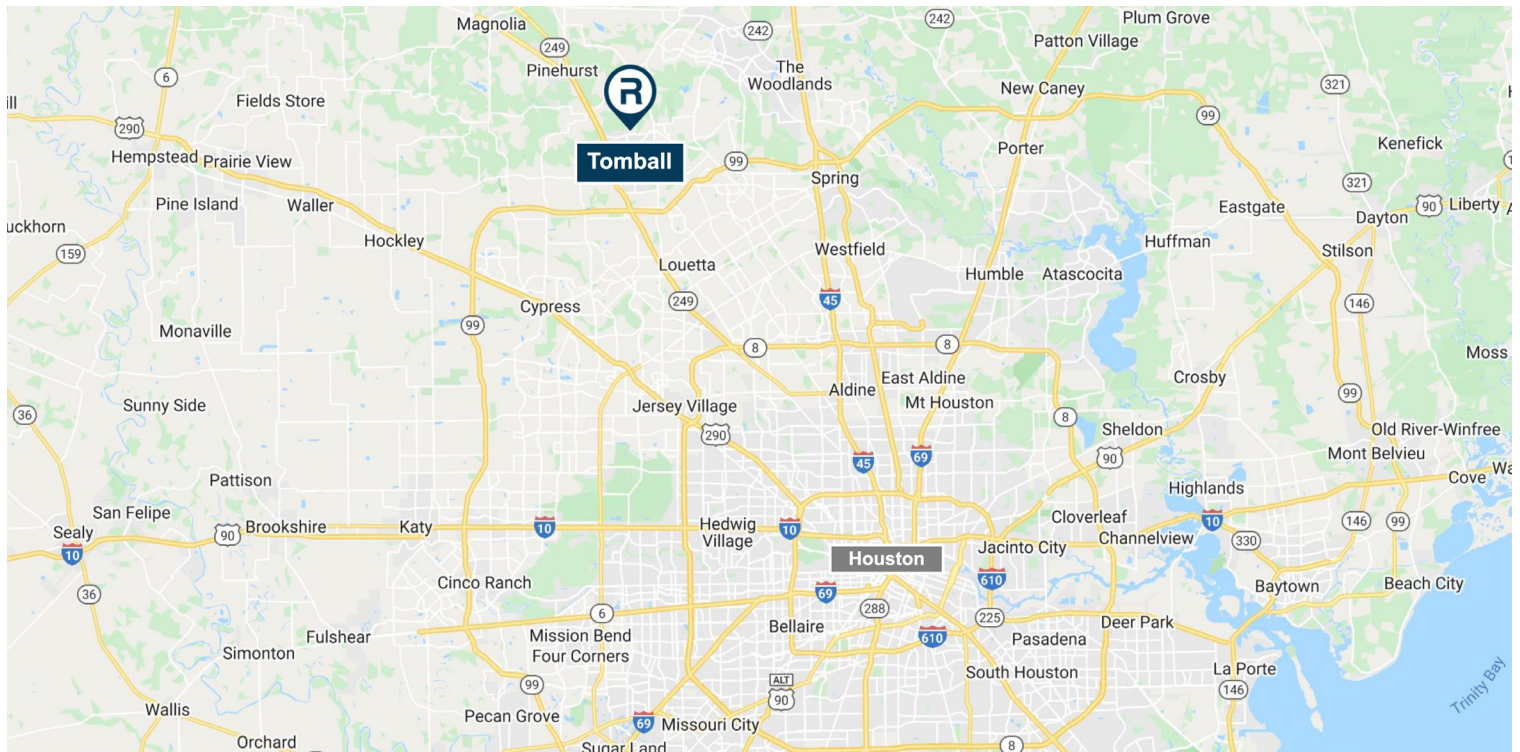
Community Demographic Profile

TOMBALL, TEXAS

Prepared for Tomball Economic Development Corporation
April 2023

Community • Demographic Snapshot

Tomball, Texas



Population

2010	10,753
2022	13,473
2027	14,267

Educational Attainment (%)

Graduate or Professional Degree	7.67%
Bachelors Degree	20.60%
Associate Degree	9.15%
Some College	22.48%
High School Graduate (GED)	31.52%
Some High School, No Degree	4.74%
Less than 9th Grade	3.82%

Income

Average HH	\$95,956
Median HH	\$63,720
Per Capita	\$39,992

Age

0 - 9 Years	11.02%
10 - 17 Years	9.75%
18 - 24 Years	7.80%
25 - 34 Years	14.76%
35 - 44 Years	13.01%
45 - 54 Years	10.70%
55 - 64 Years	12.62%
65 and Older	20.34%
Median Age	39.94
Average Age	41.90

Race Distribution (%)

White	78.50%
Black/African American	7.04%
American Indian/Alaskan	0.79%
Asian	1.28%
Native Hawaiian/Islander	0.11%
Other Race	8.88%
Two or More Races	3.40%
Hispanic	21.55%



ECONOMIC DEVELOPMENT CORPORATION

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DESCRIPTION	DATA	%
Population		
2027 Projection	14,267	
2022 Estimate	13,473	
2010 Census	10,753	
2000 Census	9,539	
Growth 2022 - 2027		5.89%
Growth 2010 - 2022		25.30%
Growth 2000 - 2010		12.73%
2022 Est. Population by Single-Classification Race	13,473	
White Alone	10,576	78.50%
Black or African American Alone	948	7.04%
Amer. Indian and Alaska Native Alone	107	0.79%
Asian Alone	172	1.28%
Native Hawaiian and Other Pacific Island Alone	15	0.11%
Some Other Race Alone	1,197	8.88%
Two or More Races	458	3.40%
2022 Est. Population by Hispanic or Latino Origin	13,473	
Not Hispanic or Latino	10,569	78.45%
Hispanic or Latino	2,904	21.55%
Mexican	2,264	77.96%
Puerto Rican	67	2.31%
Cuban	21	0.72%
All Other Hispanic or Latino	552	19.01%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	2,904	
White Alone	1,504	51.79%
Black or African American Alone	31	1.07%
American Indian and Alaska Native Alone	50	1.72%
Asian Alone	4	0.14%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,175	40.46%
Two or More Races	140	4.82%
2022 Est. Pop by Race, Asian Alone, by Category	172	
Chinese, except Taiwanese	21	12.21%
Filipino	0	0.00%
Japanese	4	2.33%
Asian Indian	2	1.16%
Korean	0	0.00%
Vietnamese	138	80.23%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	4	2.33%
All Other Asian Races Including 2+ Category	3	1.74%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	13,473	
Arab	1	0.01%
Czech	122	0.91%
Danish	23	0.17%
Dutch	53	0.39%
English	964	7.16%
French (except Basque)	438	3.25%
French Canadian	12	0.09%
German	1,845	13.69%
Greek	17	0.13%
Hungarian	70	0.52%
Irish	1,041	7.73%
Italian	280	2.08%
Lithuanian	15	0.11%
United States or American	550	4.08%
Norwegian	40	0.30%
Polish	149	1.11%
Portuguese	2	0.02%
Russian	15	0.11%
Scottish	236	1.75%
Scotch-Irish	213	1.58%
Slovak	0	0.00%
Subsaharan African	70	0.52%
Swedish	38	0.28%
Swiss	40	0.30%
Ukrainian	34	0.25%
Welsh	58	0.43%
West Indian (except Hisp. groups)	75	0.56%
Other ancestries	4,644	34.47%
Ancestry Unclassified	2,428	18.02%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	9,684	75.69%
Speak Asian/Pacific Island Language at Home	38	0.30%
Speak IndoEuropean Language at Home	91	0.71%
Speak Spanish at Home	2,981	23.30%
Speak Other Language at Home	0	0.00%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	13,473	
Age 0 - 4	679	5.04%
Age 5 - 9	806	5.98%
Age 10 - 14	829	6.15%
Age 15 - 17	484	3.59%
Age 18 - 20	442	3.28%
Age 21 - 24	609	4.52%
Age 25 - 34	1,988	14.76%
Age 35 - 44	1,753	13.01%
Age 45 - 54	1,442	10.70%
Age 55 - 64	1,700	12.62%
Age 65 - 74	1,266	9.40%
Age 75 - 84	882	6.55%
Age 85 and over	593	4.40%
Age 16 and over	10,999	81.64%
Age 18 and over	10,675	79.23%
Age 21 and over	10,233	75.95%
Age 65 and over	2,741	20.34%
2022 Est. Median Age		39.94
2022 Est. Average Age		41.90
2022 Est. Population by Sex	13,473	
Male	6,366	47.25%
Female	7,107	52.75%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	6,366	
Age 0 - 4	354	5.56%
Age 5 - 9	409	6.42%
Age 10 - 14	431	6.77%
Age 15 - 17	246	3.86%
Age 18 - 20	227	3.57%
Age 21 - 24	308	4.84%
Age 25 - 34	1,004	15.77%
Age 35 - 44	894	14.04%
Age 45 - 54	688	10.81%
Age 55 - 64	793	12.46%
Age 65 - 74	572	8.99%
Age 75 - 84	292	4.59%
Age 85 and over	148	2.33%
2022 Est. Median Age, Male		37.15
2022 Est. Average Age, Male		39.10
2022 Est. Female Population by Age	7,107	
Age 0 - 4	325	4.57%
Age 5 - 9	397	5.59%
Age 10 - 14	398	5.60%
Age 15 - 17	238	3.35%
Age 18 - 20	215	3.02%
Age 21 - 24	301	4.24%
Age 25 - 34	984	13.85%
Age 35 - 44	859	12.09%
Age 45 - 54	754	10.61%
Age 55 - 64	907	12.76%
Age 65 - 74	694	9.77%
Age 75 - 84	590	8.30%
Age 85 and over	445	6.26%
2022 Est. Median Age, Female		42.99
2022 Est. Average Age, Female		44.30

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,614	32.39%
Males, Never Married	1,806	16.18%
Females, Never Married	1,808	16.20%
Married, Spouse present	4,708	42.19%
Married, Spouse absent	456	4.09%
Widowed	900	8.07%
Males Widowed	213	1.91%
Females Widowed	687	6.16%
Divorced	1,481	13.27%
Males Divorced	583	5.22%
Females Divorced	898	8.05%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	368	3.82%
Some High School, no diploma	456	4.74%
High School Graduate (or GED)	3,034	31.52%
Some College, no degree	2,164	22.48%
Associate Degree	881	9.15%
Bachelor's Degree	1,983	20.60%
Master's Degree	554	5.76%
Professional School Degree	139	1.44%
Doctorate Degree	45	0.47%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	309	18.24%
High School Graduate	595	35.12%
Some College or Associate's Degree	508	29.99%
Bachelor's Degree or Higher	282	16.65%
Households		
2027 Projection	5,756	
2022 Estimate	5,421	
2010 Census	4,326	
2000 Census	3,678	
Growth 2022 - 2027		6.18%
Growth 2010 - 2022		25.31%
Growth 2000 - 2010		17.62%
2022 Est. Households by Household Type		
Family Households	3,352	61.83%
Nonfamily Households	2,069	38.17%
2022 Est. Group Quarters Population	466	
2022 Households by Ethnicity, Hispanic/Latino	823	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income		
Income < \$15,000	523	9.65%
Income \$15,000 - \$24,999	513	9.46%
Income \$25,000 - \$34,999	421	7.77%
Income \$35,000 - \$49,999	658	12.14%
Income \$50,000 - \$74,999	1,035	19.09%
Income \$75,000 - \$99,999	704	12.99%
Income \$100,000 - \$124,999	403	7.43%
Income \$125,000 - \$149,999	288	5.31%
Income \$150,000 - \$199,999	342	6.31%
Income \$200,000 - \$249,999	171	3.15%
Income \$250,000 - \$499,999	223	4.11%
Income \$500,000+	140	2.58%
2022 Est. Average Household Income		\$95,956
2022 Est. Median Household Income		\$63,720
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$64,747
Black or African American Alone		\$36,505
American Indian and Alaska Native Alone		\$57,802
Asian Alone		\$118,083
Native Hawaiian and Other Pacific Islander Alone		\$135,464
Some Other Race Alone		\$64,457
Two or More Races		\$200,000
Hispanic or Latino		\$60,670
Not Hispanic or Latino		\$65,122
2022 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	938	27.98%
Married-Couple Family, no own children	1,365	40.72%
Male Householder, own children	135	4.03%
Male Householder, no own children	127	3.79%
Female Householder, own children	481	14.35%
Female Householder, no own children	306	9.13%
2022 Est. Households by Household Size		
1-person	1,808	33.35%
2-person	1,626	30.00%
3-person	860	15.86%
4-person	612	11.29%
5-person	304	5.61%
6-person	138	2.55%
7-or-more-person	73	1.35%
2022 Est. Average Household Size		2.40

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	5,421	
Households with 1 or More People under Age 18:	1,723	31.78%
Married-Couple Family	1,001	58.10%
Other Family, Male Householder	155	9.00%
Other Family, Female Householder	547	31.75%
Nonfamily, Male Householder	16	0.93%
Nonfamily, Female Householder	4	0.23%
Households with No People under Age 18:	3,698	
Married-Couple Family	1,303	35.24%
Other Family, Male Householder	105	2.84%
Other Family, Female Householder	240	6.49%
Nonfamily, Male Householder	764	20.66%
Nonfamily, Female Householder	1,286	34.78%
2022 Est. Households by Number of Vehicles	5,421	
No Vehicles	259	4.78%
1 Vehicle	2,042	37.67%
2 Vehicles	1,911	35.25%
3 Vehicles	978	18.04%
4 Vehicles	168	3.10%
5 or more Vehicles	63	1.16%
2022 Est. Average Number of Vehicles		1.8
Family Households		
2027 Projection	3,565	
2022 Estimate	3,352	
2010 Census	2,625	
2000 Census	2,391	
Growth 2022 - 2027		6.35%
Growth 2010 - 2022		27.69%
Growth 2000 - 2010		9.79%
2022 Est. Families by Poverty Status	3,352	
2022 Families at or Above Poverty	2,988	89.14%
2022 Families at or Above Poverty with Children	1,458	43.50%
2022 Families Below Poverty	364	10.86%
2022 Families Below Poverty with Children	261	7.79%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	6,054	55.04%
Civilian Labor Force, Unemployed	498	4.53%
Armed Forces	0	0.00%
Not in Labor Force	4,447	40.43%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	6,104	
For-Profit Private Workers	4,343	71.15%
Non-Profit Private Workers	345	5.65%
Local Government Workers	51	0.84%
State Government Workers	167	2.74%
Federal Government Workers	636	10.42%
Self-Employed Workers	555	9.09%
Unpaid Family Workers	7	0.12%
2022 Est. Civ. Employed Pop 16+ by Occupation	6,104	
Architect/Engineer	176	2.88%
Arts/Entertainment/Sports	129	2.11%
Building Grounds Maintenance	184	3.01%
Business/Financial Operations	329	5.39%
Community/Social Services	24	0.39%
Computer/Mathematical	229	3.75%
Construction/Extraction	244	4.00%
Education/Training/Library	486	7.96%
Farming/Fishing/Forestry	24	0.39%
Food Prep/Serving	522	8.55%
Health Practitioner/Technician	286	4.69%
Healthcare Support	193	3.16%
Maintenance Repair	358	5.87%
Legal	61	1.00%
Life/Physical/Social Science	94	1.54%
Management	588	9.63%
Office/Admin. Support	701	11.48%
Production	155	2.54%
Protective Services	119	1.95%
Sales/Related	631	10.34%
Personal Care/Service	224	3.67%
Transportation/Moving	347	5.68%
2022 Est. Pop 16+ by Occupation Classification	6,104	
White Collar	3,734	61.17%
Blue Collar	1,104	18.09%
Service and Farm	1,266	20.74%
2022 Est. Workers Age 16+ by Transp. to Work	5,967	
Drove Alone	4,913	82.34%
Car Pooled	613	10.27%
Public Transportation	29	0.49%
Walked	61	1.02%
Bicycle	4	0.07%
Other Means	80	1.34%
Worked at Home	267	4.47%

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,805	
15 - 29 Minutes	1,481	
30 - 44 Minutes	1,127	
45 - 59 Minutes	578	
60 or more Minutes	641	
2022 Est. Avg Travel Time to Work in Minutes		30
2022 Est. Occupied Housing Units by Tenure	5,421	
Owner Occupied	2,656	49.00%
Renter Occupied	2,765	51.01%
2022 Owner Occ. HUs: Avg. Length of Residence		14.00 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		5.30 [†]
2022 Est. Owner-Occupied Housing Units by Value	5,421	
Value Less than \$20,000	31	1.17%
Value \$20,000 - \$39,999	20	0.75%
Value \$40,000 - \$59,999	16	0.60%
Value \$60,000 - \$79,999	16	0.60%
Value \$80,000 - \$99,999	22	0.83%
Value \$100,000 - \$149,999	210	7.91%
Value \$150,000 - \$199,999	478	18.00%
Value \$200,000 - \$299,999	751	28.28%
Value \$300,000 - \$399,999	365	13.74%
Value \$400,000 - \$499,999	302	11.37%
Value \$500,000 - \$749,999	273	10.28%
Value \$750,000 - \$999,999	82	3.09%
Value \$1,000,000 or \$1,499,999	53	2.00%
Value \$1,500,000 or \$1,999,999	18	0.68%
Value \$2,000,000+	19	0.72%
2022 Est. Median All Owner-Occupied Housing Value		\$266,012
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	3,321	56.20%
1 Unit Attached	455	7.70%
2 Units	42	0.71%
3 or 4 Units	336	5.69%
5 to 19 Units	838	14.18%
20 to 49 Units	107	1.81%
50 or More Units	639	10.81%
Mobile Home or Trailer	171	2.89%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,058	17.91%
Housing Units Built 2010 to 2014	212	3.59%
Housing Units Built 2000 to 2009	787	13.32%
Housing Units Built 1990 to 1999	1,050	17.77%
Housing Units Built 1980 to 1989	1,157	19.58%
Housing Units Built 1970 to 1979	679	11.49%
Housing Units Built 1960 to 1969	337	5.70%
Housing Units Built 1950 to 1959	350	5.92%
Housing Units Built 1940 to 1949	108	1.83%
Housing Unit Built 1939 or Earlier	171	2.89%
2022 Est. Median Year Structure Built		1991

[†] 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**RetailCoach**.[®]

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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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