



The **Retail** Coach.®

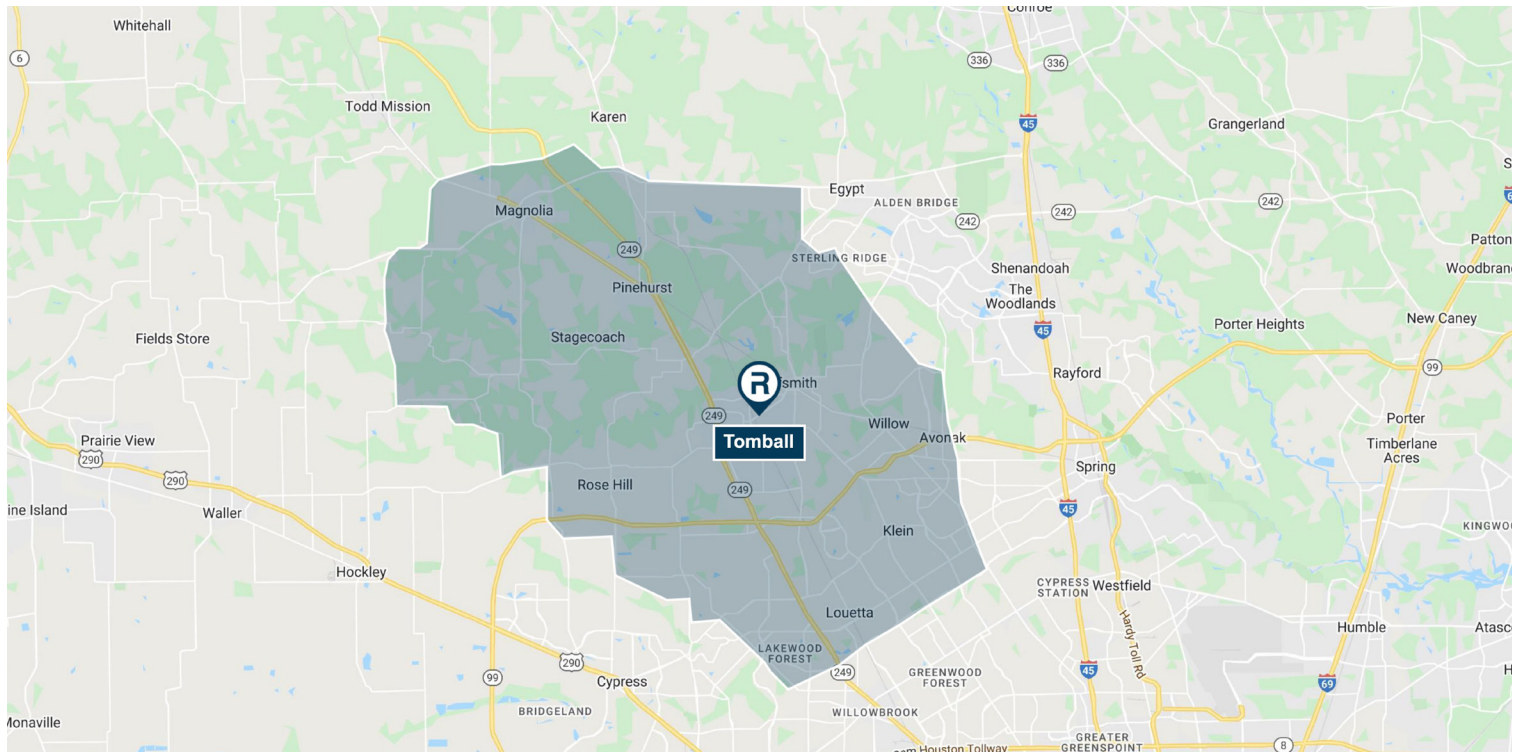
Retail Trade Area Demographic Profile

TOMBALL, TEXAS

Prepared for Tomball Economic Development Corporation
April 2023

Retail Trade Area • Demographic Snapshot

Tomball, Texas



Population

2010	236,514
2022	324,244
2027	347,601

Educational Attainment (%)

Graduate or Professional Degree	13.32%
Bachelors Degree	29.11%
Associate Degree	8.36%
Some College	21.07%
High School Graduate (GED)	20.95%
Some High School, No Degree	3.66%
Less than 9th Grade	3.53%

Income

Average HH	\$142,561
Median HH	\$105,054
Per Capita	\$48,202

Age

0 - 9 Years	13.76%
10 - 17 Years	11.77%
18 - 24 Years	9.59%
25 - 34 Years	13.15%
35 - 44 Years	12.52%
45 - 54 Years	13.30%
55 - 64 Years	12.60%
65 and Older	13.32%
Median Age	36.38
Average Age	37.41

Race Distribution (%)

White	71.39%
Black/African American	8.16%
American Indian/Alaskan	0.59%
Asian	8.05%
Native Hawaiian/Islander	0.07%
Other Race	8.01%
Two or More Races	3.73%
Hispanic	24.83%



ECONOMIC DEVELOPMENT CORPORATION

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Retail Trade Area • Demographic Profile

Tomball, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	347,601	
2022 Estimate	324,244	
2010 Census	236,514	
2000 Census	137,459	
Growth 2022 - 2027		7.20%
Growth 2010 - 2022		37.09%
Growth 2000 - 2010		72.06%
2022 Est. Population by Single-Classification Race	324,244	
White Alone	231,477	71.39%
Black or African American Alone	26,460	8.16%
Amer. Indian and Alaska Native Alone	1,910	0.59%
Asian Alone	26,088	8.05%
Native Hawaiian and Other Pacific Island Alone	234	0.07%
Some Other Race Alone	25,971	8.01%
Two or More Races	12,103	3.73%
2022 Est. Population by Hispanic or Latino Origin	324,244	
Not Hispanic or Latino	243,738	75.17%
Hispanic or Latino	80,505	24.83%
Mexican	58,297	72.41%
Puerto Rican	2,515	3.12%
Cuban	1,094	1.36%
All Other Hispanic or Latino	18,598	23.10%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	80,505	
White Alone	48,801	60.62%
Black or African American Alone	735	0.91%
American Indian and Alaska Native Alone	1,019	1.27%
Asian Alone	289	0.36%
Native Hawaiian and Other Pacific Islander Alone	49	0.06%
Some Other Race Alone	25,380	31.53%
Two or More Races	4,232	5.26%
2022 Est. Pop by Race, Asian Alone, by Category	26,088	
Chinese, except Taiwanese	3,420	13.11%
Filipino	2,433	9.33%
Japanese	262	1.00%
Asian Indian	6,726	25.78%
Korean	453	1.74%
Vietnamese	6,595	25.28%
Cambodian	407	1.56%
Hmong	17	0.07%
Laotian	47	0.18%
Thai	335	1.28%
All Other Asian Races Including 2+ Category	5,394	20.68%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	324,244	
Arab	64	0.02%
Czech	2,267	0.70%
Danish	437	0.14%
Dutch	1,736	0.54%
English	25,311	7.81%
French (except Basque)	9,568	2.95%
French Canadian	1,464	0.45%
German	37,938	11.70%
Greek	1,069	0.33%
Hungarian	569	0.18%
Irish	23,380	7.21%
Italian	9,955	3.07%
Lithuanian	85	0.03%
United States or American	13,376	4.12%
Norwegian	2,231	0.69%
Polish	5,462	1.68%
Portuguese	607	0.19%
Russian	871	0.27%
Scottish	6,118	1.89%
Scotch-Irish	4,848	1.50%
Slovak	213	0.07%
Subsaharan African	1,956	0.60%
Swedish	2,397	0.74%
Swiss	483	0.15%
Ukrainian	399	0.12%
Welsh	2,206	0.68%
West Indian (except Hisp. groups)	1,516	0.47%
Other ancestries	111,956	34.53%
Ancestry Unclassified	55,762	17.20%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	226,662	74.85%
Speak Asian/Pacific Island Language at Home	10,861	3.59%
Speak IndoEuropean Language at Home	10,225	3.38%
Speak Spanish at Home	53,163	17.55%
Speak Other Language at Home	1,926	0.64%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	324,244	
Age 0 - 4	21,407	6.60%
Age 5 - 9	23,204	7.16%
Age 10 - 14	23,488	7.24%
Age 15 - 17	14,659	4.52%
Age 18 - 20	13,283	4.10%
Age 21 - 24	17,798	5.49%
Age 25 - 34	42,628	13.15%
Age 35 - 44	40,607	12.52%
Age 45 - 54	43,134	13.30%
Age 55 - 64	40,852	12.60%
Age 65 - 74	27,622	8.52%
Age 75 - 84	12,191	3.76%
Age 85 and over	3,373	1.04%
Age 16 and over	251,324	77.51%
Age 18 and over	241,486	74.48%
Age 21 and over	228,203	70.38%
Age 65 and over	43,186	13.32%
2022 Est. Median Age		36.38
2022 Est. Average Age		37.41
2022 Est. Population by Sex	324,244	
Male	159,432	49.17%
Female	164,811	50.83%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	159,432	
Age 0 - 4	11,052	6.93%
Age 5 - 9	11,709	7.34%
Age 10 - 14	11,934	7.49%
Age 15 - 17	7,443	4.67%
Age 18 - 20	6,816	4.28%
Age 21 - 24	8,990	5.64%
Age 25 - 34	21,204	13.30%
Age 35 - 44	19,793	12.41%
Age 45 - 54	20,801	13.05%
Age 55 - 64	19,921	12.50%
Age 65 - 74	13,062	8.19%
Age 75 - 84	5,454	3.42%
Age 85 and over	1,254	0.79%
2022 Est. Median Age, Male		35.28
2022 Est. Average Age, Male		36.63
2022 Est. Female Population by Age	164,811	
Age 0 - 4	10,355	6.28%
Age 5 - 9	11,495	6.97%
Age 10 - 14	11,553	7.01%
Age 15 - 17	7,217	4.38%
Age 18 - 20	6,467	3.92%
Age 21 - 24	8,808	5.34%
Age 25 - 34	21,424	13.00%
Age 35 - 44	20,814	12.63%
Age 45 - 54	22,332	13.55%
Age 55 - 64	20,930	12.70%
Age 65 - 74	14,560	8.83%
Age 75 - 84	6,737	4.09%
Age 85 and over	2,120	1.29%
2022 Est. Median Age, Female		37.45
2022 Est. Average Age, Female		38.13

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	67,034	26.17%
Males, Never Married	37,229	14.53%
Females, Never Married	29,805	11.64%
Married, Spouse present	149,207	58.25%
Married, Spouse absent	8,727	3.41%
Widowed	10,923	4.26%
Males Widowed	2,296	0.90%
Females Widowed	8,627	3.37%
Divorced	20,254	7.91%
Males Divorced	7,619	2.98%
Females Divorced	12,635	4.93%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	7,431	3.53%
Some High School, no diploma	7,695	3.66%
High School Graduate (or GED)	44,077	20.95%
Some College, no degree	44,344	21.07%
Associate Degree	17,582	8.36%
Bachelor's Degree	61,252	29.11%
Master's Degree	21,321	10.13%
Professional School Degree	3,908	1.86%
Doctorate Degree	2,794	1.33%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	8,532	19.79%
High School Graduate	11,138	25.84%
Some College or Associate's Degree	10,324	23.95%
Bachelor's Degree or Higher	13,110	30.41%
Households		
2027 Projection	117,166	
2022 Estimate	109,396	
2010 Census	80,351	
2000 Census	45,911	
Growth 2022 - 2027		7.10%
Growth 2010 - 2022		36.15%
Growth 2000 - 2010		75.01%
2022 Est. Households by Household Type	109,396	
Family Households	87,705	80.17%
Nonfamily Households	21,691	19.83%
2022 Est. Group Quarters Population	700	
2022 Households by Ethnicity, Hispanic/Latino	20,939	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	109,396	
Income < \$15,000	4,198	3.84%
Income \$15,000 - \$24,999	4,003	3.66%
Income \$25,000 - \$34,999	5,126	4.69%
Income \$35,000 - \$49,999	8,867	8.11%
Income \$50,000 - \$74,999	16,226	14.83%
Income \$75,000 - \$99,999	13,703	12.53%
Income \$100,000 - \$124,999	12,042	11.01%
Income \$125,000 - \$149,999	10,127	9.26%
Income \$150,000 - \$199,999	13,446	12.29%
Income \$200,000 - \$249,999	7,389	6.75%
Income \$250,000 - \$499,999	9,336	8.53%
Income \$500,000+	4,933	4.51%
2022 Est. Average Household Income		\$142,561
2022 Est. Median Household Income		\$105,054
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$108,882
Black or African American Alone		\$100,657
American Indian and Alaska Native Alone		\$89,072
Asian Alone		\$114,551
Native Hawaiian and Other Pacific Islander Alone		\$85,042
Some Other Race Alone		\$61,193
Two or More Races		\$122,770
Hispanic or Latino		\$75,292
Not Hispanic or Latino		\$113,033
2022 Est. Family HH Type by Presence of Own Child.	87,705	
Married-Couple Family, own children	37,166	42.38%
Married-Couple Family, no own children	35,348	40.30%
Male Householder, own children	2,391	2.73%
Male Householder, no own children	2,060	2.35%
Female Householder, own children	6,358	7.25%
Female Householder, no own children	4,382	5.00%
2022 Est. Households by Household Size	109,396	
1-person	17,685	16.17%
2-person	33,977	31.06%
3-person	20,779	18.99%
4-person	20,114	18.39%
5-person	10,235	9.36%
6-person	4,188	3.83%
7-or-more-person	2,419	2.21%
2022 Est. Average Household Size		2.96

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	109,396	
Households with 1 or More People under Age 18:	49,566	45.31%
Married-Couple Family	39,068	78.82%
Other Family, Male Householder	2,810	5.67%
Other Family, Female Householder	7,382	14.89%
Nonfamily, Male Householder	254	0.51%
Nonfamily, Female Householder	52	0.11%
Households with No People under Age 18:	59,830	
Married-Couple Family	33,444	55.90%
Other Family, Male Householder	1,646	2.75%
Other Family, Female Householder	3,349	5.60%
Nonfamily, Male Householder	10,343	17.29%
Nonfamily, Female Householder	11,048	18.47%
2022 Est. Households by Number of Vehicles	109,396	
No Vehicles	1,757	1.61%
1 Vehicle	23,013	21.04%
2 Vehicles	52,788	48.25%
3 Vehicles	22,450	20.52%
4 Vehicles	7,124	6.51%
5 or more Vehicles	2,264	2.07%
2022 Est. Average Number of Vehicles		2.2
Family Households		
2027 Projection	93,948	
2022 Estimate	87,705	
2010 Census	64,307	
2000 Census	37,942	
Growth 2022 - 2027		7.12%
Growth 2010 - 2022		36.39%
Growth 2000 - 2010		69.49%
2022 Est. Families by Poverty Status	87,705	
2022 Families at or Above Poverty	83,635	95.36%
2022 Families at or Above Poverty with Children	42,613	48.59%
2022 Families Below Poverty	4,070	4.64%
2022 Families Below Poverty with Children	3,001	3.42%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	159,728	63.56%
Civilian Labor Force, Unemployed	7,538	3.00%
Armed Forces	128	0.05%
Not in Labor Force	83,931	33.40%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	159,863	
For-Profit Private Workers	115,865	72.48%
Non-Profit Private Workers	7,963	4.98%
Local Government Workers	1,508	0.94%
State Government Workers	4,610	2.88%
Federal Government Workers	11,456	7.17%
Self-Employed Workers	17,904	11.20%
Unpaid Family Workers	558	0.35%
2022 Est. Civ. Employed Pop 16+ by Occupation	159,863	
Architect/Engineer	6,084	3.81%
Arts/Entertainment/Sports	2,808	1.76%
Building Grounds Maintenance	3,632	2.27%
Business/Financial Operations	11,231	7.03%
Community/Social Services	1,768	1.11%
Computer/Mathematical	5,310	3.32%
Construction/Extraction	6,483	4.05%
Education/Training/Library	13,031	8.15%
Farming/Fishing/Forestry	466	0.29%
Food Prep/Serving	7,100	4.44%
Health Practitioner/Technician	8,155	5.10%
Healthcare Support	1,989	1.24%
Maintenance Repair	5,264	3.29%
Legal	1,817	1.14%
Life/Physical/Social Science	1,639	1.02%
Management	25,393	15.88%
Office/Admin. Support	16,069	10.05%
Production	5,770	3.61%
Protective Services	2,752	1.72%
Sales/Related	20,255	12.67%
Personal Care/Service	3,939	2.46%
Transportation/Moving	8,908	5.57%
2022 Est. Pop 16+ by Occupation Classification	159,863	
White Collar	113,560	71.04%
Blue Collar	26,425	16.53%
Service and Farm	19,878	12.43%
2022 Est. Workers Age 16+ by Transp. to Work	156,546	
Drove Alone	128,007	81.77%
Car Pooled	13,468	8.60%
Public Transportation	1,557	1.00%
Walked	1,156	0.74%
Bicycle	213	0.14%
Other Means	1,306	0.83%
Worked at Home	10,838	6.92%

Retail Trade Area • Demographic Profile

Tomball, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	22,735	
15 - 29 Minutes	44,347	
30 - 44 Minutes	36,954	
45 - 59 Minutes	20,252	
60 or more Minutes	21,685	
2022 Est. Avg Travel Time to Work in Minutes		36
2022 Est. Occupied Housing Units by Tenure	109,396	
Owner Occupied	88,801	81.17%
Renter Occupied	20,595	18.83%
2022 Owner Occ. HUs: Avg. Length of Residence		11.53 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		5.72 [†]
2022 Est. Owner-Occupied Housing Units by Value	109,396	
Value Less than \$20,000	691	0.78%
Value \$20,000 - \$39,999	671	0.76%
Value \$40,000 - \$59,999	485	0.55%
Value \$60,000 - \$79,999	401	0.45%
Value \$80,000 - \$99,999	620	0.70%
Value \$100,000 - \$149,999	3,605	4.06%
Value \$150,000 - \$199,999	9,386	10.57%
Value \$200,000 - \$299,999	26,803	30.18%
Value \$300,000 - \$399,999	17,639	19.86%
Value \$400,000 - \$499,999	10,813	12.18%
Value \$500,000 - \$749,999	9,703	10.93%
Value \$750,000 - \$999,999	4,444	5.00%
Value \$1,000,000 or \$1,499,999	1,926	2.17%
Value \$1,500,000 or \$1,999,999	741	0.84%
Value \$2,000,000+	873	0.98%
2022 Est. Median All Owner-Occupied Housing Value		\$308,088
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	89,207	77.70%
1 Unit Attached	2,630	2.29%
2 Units	201	0.18%
3 or 4 Units	937	0.82%
5 to 19 Units	6,252	5.45%
20 to 49 Units	2,855	2.49%
50 or More Units	3,754	3.27%
Mobile Home or Trailer	8,971	7.81%
Boat, RV, Van, etc.	1	0.00%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	25,934	22.59%
Housing Units Built 2010 to 2014	9,840	8.57%
Housing Units Built 2000 to 2009	35,901	31.27%
Housing Units Built 1990 to 1999	16,771	14.61%
Housing Units Built 1980 to 1989	13,065	11.38%
Housing Units Built 1970 to 1979	10,362	9.03%
Housing Units Built 1960 to 1969	1,469	1.28%
Housing Units Built 1950 to 1959	679	0.59%
Housing Units Built 1940 to 1949	236	0.21%
Housing Unit Built 1939 or Earlier	553	0.48%
2022 Est. Median Year Structure Built		2004

[†] 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, 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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