



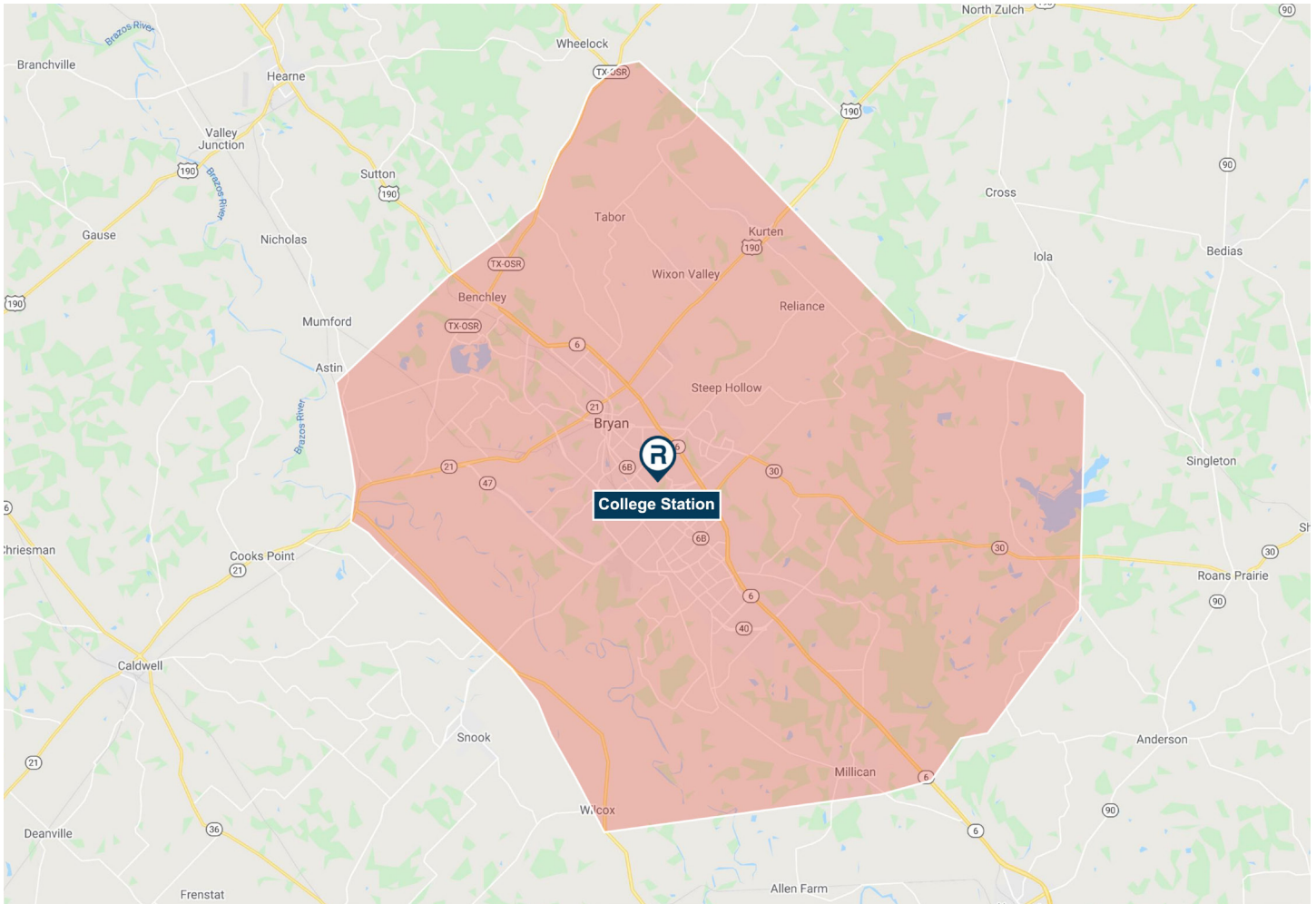
The**Retail**Coach®

Primary Retail Trade Area Demographic Profile

COLLEGE STATION, TEXAS

Prepared for City of College Station, Texas
December 2021

Primary Retail Trade Area



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

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Primary Retail Trade Area • Demographic Profile

College Station, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	252,950	
2022 Estimate	238,109	
2010 Census	195,230	
2000 Census	152,604	
Growth 2022 - 2027		6.23%
Growth 2010 - 2022		21.96%
Growth 2000 - 2010		27.93%
2022 Est. Population by Single-Classification Race	238,109	
White Alone	167,256	70.24%
Black or African American Alone	25,695	10.79%
Amer. Indian and Alaska Native Alone	1,260	0.53%
Asian Alone	15,174	6.37%
Native Hawaiian and Other Pacific Island Alone	254	0.11%
Some Other Race Alone	21,540	9.05%
Two or More Races	6,930	2.91%
2022 Est. Population by Hispanic or Latino Origin	238,109	
Not Hispanic or Latino	172,945	72.63%
Hispanic or Latino	65,164	27.37%
Mexican	55,307	84.87%
Puerto Rican	896	1.37%
Cuban	456	0.70%
All Other Hispanic or Latino	8,505	13.05%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	65,164	
White Alone	39,444	60.53%
Black or African American Alone	844	1.29%
American Indian and Alaska Native Alone	566	0.87%
Asian Alone	146	0.22%
Native Hawaiian and Other Pacific Islander Alone	53	0.08%
Some Other Race Alone	21,256	32.62%
Two or More Races	2,854	4.38%
2022 Est. Pop by Race, Asian Alone, by Category	15,174	
Chinese, except Taiwanese	4,503	29.68%
Filipino	1,125	7.41%
Japanese	434	2.86%
Asian Indian	3,801	25.05%
Korean	1,796	11.84%
Vietnamese	1,380	9.10%
Cambodian	241	1.59%
Hmong	0	0.00%
Laotian	86	0.57%
Thai	64	0.42%
All Other Asian Races Including 2+ Category	1,744	11.49%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	238,109	
Arab	666	0.28%
Czech	4,263	1.79%
Danish	476	0.20%
Dutch	1,276	0.54%
English	13,182	5.54%
French (except Basque)	5,226	2.19%
French Canadian	600	0.25%
German	27,490	11.55%
Greek	398	0.17%
Hungarian	314	0.13%
Irish	15,863	6.66%
Italian	5,922	2.49%
Lithuanian	79	0.03%
United States or American	7,512	3.15%
Norwegian	1,549	0.65%
Polish	3,942	1.66%
Portuguese	407	0.17%
Russian	505	0.21%
Scottish	4,104	1.72%
Scotch-Irish	3,213	1.35%
Slovak	71	0.03%
Subsaharan African	1,557	0.65%
Swedish	1,346	0.56%
Swiss	217	0.09%
Ukrainian	280	0.12%
Welsh	1,285	0.54%
West Indian (except Hisp. groups)	300	0.13%
Other ancestries	98,279	41.28%
Ancestry Unclassified	37,784	15.87%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	169,535	75.75%
Speak Asian/Pacific Island Language at Home	8,846	3.95%
Speak IndoEuropean Language at Home	6,099	2.73%
Speak Spanish at Home	37,862	16.92%
Speak Other Language at Home	1,461	0.65%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	238,109	
Age 0 - 4	14,307	6.01%
Age 5 - 9	13,791	5.79%
Age 10 - 14	13,315	5.59%
Age 15 - 17	9,251	3.88%
Age 18 - 20	21,306	8.95%
Age 21 - 24	33,995	14.28%
Age 25 - 34	37,569	15.78%
Age 35 - 44	29,013	12.19%
Age 45 - 54	21,623	9.08%
Age 55 - 64	19,647	8.25%
Age 65 - 74	14,526	6.10%
Age 75 - 84	7,111	2.99%
Age 85 and over	2,655	1.11%
Age 16 and over	193,683	81.34%
Age 18 and over	187,445	78.72%
Age 21 and over	166,139	69.77%
Age 65 and over	24,292	10.20%
2022 Est. Median Age		27.49
2022 Est. Average Age		33.61
2022 Est. Population by Sex	238,109	
Male	119,866	50.34%
Female	118,242	49.66%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	119,866	
Age 0 - 4	7,291	6.08%
Age 5 - 9	6,973	5.82%
Age 10 - 14	6,775	5.65%
Age 15 - 17	4,600	3.84%
Age 18 - 20	11,126	9.28%
Age 21 - 24	18,028	15.04%
Age 25 - 34	19,241	16.05%
Age 35 - 44	14,816	12.36%
Age 45 - 54	10,678	8.91%
Age 55 - 64	9,414	7.85%
Age 65 - 74	6,850	5.71%
Age 75 - 84	3,067	2.56%
Age 85 and over	1,008	0.84%
2022 Est. Median Age, Male		26.81
2022 Est. Average Age, Male		32.96
2022 Est. Female Population by Age	118,242	
Age 0 - 4	7,016	5.93%
Age 5 - 9	6,818	5.77%
Age 10 - 14	6,539	5.53%
Age 15 - 17	4,651	3.93%
Age 18 - 20	10,180	8.61%
Age 21 - 24	15,968	13.51%
Age 25 - 34	18,328	15.50%
Age 35 - 44	14,197	12.01%
Age 45 - 54	10,946	9.26%
Age 55 - 64	10,233	8.65%
Age 65 - 74	7,676	6.49%
Age 75 - 84	4,044	3.42%
Age 85 and over	1,647	1.39%
2022 Est. Median Age, Female		28.27
2022 Est. Average Age, Female		34.20

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	96,533	49.08%
Males, Never Married	51,440	26.15%
Females, Never Married	45,092	22.92%
Married, Spouse present	67,515	34.33%
Married, Spouse absent	9,751	4.96%
Widowed	6,475	3.29%
Males Widowed	1,412	0.72%
Females Widowed	5,063	2.57%
Divorced	16,423	8.35%
Males Divorced	6,627	3.37%
Females Divorced	9,796	4.98%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	7,020	5.31%
Some High School, no diploma	9,074	6.87%
High School Graduate (or GED)	27,956	21.16%
Some College, no degree	24,924	18.86%
Associate Degree	7,407	5.61%
Bachelor's Degree	31,044	23.49%
Master's Degree	14,305	10.83%
Professional School Degree	3,007	2.28%
Doctorate Degree	7,407	5.61%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	10,791	33.40%
High School Graduate	8,664	26.81%
Some College or Associate's Degree	7,935	24.56%
Bachelor's Degree or Higher	4,924	15.24%
Households		
2027 Projection	93,880	
2022 Estimate	88,188	
2010 Census	71,898	
2000 Census	55,303	
Growth 2022 - 2027		6.45%
Growth 2010 - 2022		22.66%
Growth 2000 - 2010		30.01%
2022 Est. Households by Household Type	88,188	
Family Households	48,513	55.01%
Nonfamily Households	39,675	44.99%
2022 Est. Group Quarters Population	14,638	
2022 Households by Ethnicity, Hispanic/Latino	18,581	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	88,188	
Income < \$15,000	13,206	14.98%
Income \$15,000 - \$24,999	7,502	8.51%
Income \$25,000 - \$34,999	8,151	9.24%
Income \$35,000 - \$49,999	10,113	11.47%
Income \$50,000 - \$74,999	13,675	15.51%
Income \$75,000 - \$99,999	10,990	12.46%
Income \$100,000 - \$124,999	7,574	8.59%
Income \$125,000 - \$149,999	4,860	5.51%
Income \$150,000 - \$199,999	5,264	5.97%
Income \$200,000 - \$249,999	2,387	2.71%
Income \$250,000 - \$499,999	2,903	3.29%
Income \$500,000+	1,562	1.77%
2022 Est. Average Household Income		\$86,031
2022 Est. Median Household Income		\$58,651
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$65,883
Black or African American Alone		\$40,326
American Indian and Alaska Native Alone		\$93,399
Asian Alone		\$50,062
Native Hawaiian and Other Pacific Islander Alone		\$57,245
Some Other Race Alone		\$43,130
Two or More Races		\$41,443
Hispanic or Latino		\$50,504
Not Hispanic or Latino		\$61,923
2022 Est. Family HH Type by Presence of Own Child.	48,513	
Married-Couple Family, own children	16,290	33.58%
Married-Couple Family, no own children	19,243	39.67%
Male Householder, own children	1,415	2.92%
Male Householder, no own children	2,314	4.77%
Female Householder, own children	5,460	11.26%
Female Householder, no own children	3,791	7.81%
2022 Est. Households by Household Size	88,188	
1-person	23,413	26.55%
2-person	28,569	32.40%
3-person	15,823	17.94%
4-person	11,985	13.59%
5-person	5,093	5.78%
6-person	2,071	2.35%
7-or-more-person	1,233	1.40%
2022 Est. Average Household Size		2.53

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	88,188	
Households with 1 or More People under Age 18:	25,563	28.99%
Married-Couple Family	17,311	67.72%
Other Family, Male Householder	1,696	6.63%
Other Family, Female Householder	6,296	24.63%
Nonfamily, Male Householder	155	0.61%
Nonfamily, Female Householder	104	0.41%
Households with No People under Age 18:	62,625	
Married-Couple Family	18,207	29.07%
Other Family, Male Householder	2,048	3.27%
Other Family, Female Householder	2,952	4.71%
Nonfamily, Male Householder	20,029	31.98%
Nonfamily, Female Householder	19,388	30.96%
2022 Est. Households by Number of Vehicles	88,188	
No Vehicles	5,096	5.78%
1 Vehicle	31,383	35.59%
2 Vehicles	34,453	39.07%
3 Vehicles	11,619	13.18%
4 Vehicles	3,875	4.39%
5 or more Vehicles	1,762	2.00%
2022 Est. Average Number of Vehicles		1.8
Family Households		
2027 Projection	51,760	
2022 Estimate	48,513	
2010 Census	38,513	
2000 Census	30,442	
Growth 2022 - 2027		6.69%
Growth 2010 - 2022		25.96%
Growth 2000 - 2010		26.51%
2022 Est. Families by Poverty Status	48,513	
2022 Families at or Above Poverty	42,403	87.40%
2022 Families at or Above Poverty with Children	21,370	44.05%
2022 Families Below Poverty	6,110	12.60%
2022 Families Below Poverty with Children	4,457	9.19%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	114,545	59.14%
Civilian Labor Force, Unemployed	4,175	2.16%
Armed Forces	752	0.39%
Not in Labor Force	74,211	38.32%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	113,216	
For-Profit Private Workers	70,650	62.40%
Non-Profit Private Workers	8,110	7.16%
Local Government Workers	1,085	0.96%
State Government Workers	18,611	16.44%
Federal Government Workers	6,050	5.34%
Self-Employed Workers	8,015	7.08%
Unpaid Family Workers	694	0.61%
2022 Est. Civ. Employed Pop 16+ by Occupation	113,216	
Architect/Engineer	1,947	1.72%
Arts/Entertainment/Sports	2,209	1.95%
Building Grounds Maintenance	4,697	4.15%
Business/Financial Operations	3,689	3.26%
Community/Social Services	2,317	2.05%
Computer/Mathematical	3,170	2.80%
Construction/Extraction	6,003	5.30%
Education/Training/Library	13,252	11.71%
Farming/Fishing/Forestry	368	0.33%
Food Prep/Serving	7,216	6.37%
Health Practitioner/Technician	6,323	5.58%
Healthcare Support	2,770	2.45%
Maintenance Repair	2,395	2.12%
Legal	679	0.60%
Life/Physical/Social Science	3,474	3.07%
Management	9,867	8.72%
Office/Admin. Support	14,386	12.71%
Production	4,623	4.08%
Protective Services	2,273	2.01%
Sales/Related	10,559	9.33%
Personal Care/Service	3,411	3.01%
Transportation/Moving	7,590	6.70%
2022 Est. Pop 16+ by Occupation Classification	113,216	
White Collar	71,871	63.48%
Blue Collar	20,610	18.20%
Service and Farm	20,735	18.32%
2022 Est. Workers Age 16+ by Transp. to Work	111,147	
Drove Alone	88,666	79.77%
Car Pooled	11,603	10.44%
Public Transportation	2,142	1.93%
Walked	2,195	1.98%
Bicycle	1,628	1.46%
Other Means	1,046	0.94%
Worked at Home	3,868	3.48%

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	39,517	
15 - 29 Minutes	54,765	
30 - 44 Minutes	7,891	
45 - 59 Minutes	1,673	
60 or more Minutes	3,553	
2022 Est. Avg Travel Time to Work in Minutes		20
2022 Est. Occupied Housing Units by Tenure	88,188	
Owner Occupied	41,950	47.57%
Renter Occupied	46,238	52.43%
2022 Owner Occ. HUs: Avg. Length of Residence		12.65%
2022 Renter Occ. HUs: Avg. Length of Residence		5.17%
2022 Est. Owner-Occupied Housing Units by Value	88,188	
Value Less than \$20,000	803	1.91%
Value \$20,000 - \$39,999	984	2.35%
Value \$40,000 - \$59,999	662	1.58%
Value \$60,000 - \$79,999	917	2.19%
Value \$80,000 - \$99,999	1,424	3.39%
Value \$100,000 - \$149,999	3,118	7.43%
Value \$150,000 - \$199,999	5,221	12.45%
Value \$200,000 - \$299,999	11,809	28.15%
Value \$300,000 - \$399,999	6,643	15.84%
Value \$400,000 - \$499,999	4,800	11.44%
Value \$500,000 - \$749,999	3,042	7.25%
Value \$750,000 - \$999,999	1,384	3.30%
Value \$1,000,000 or \$1,499,999	677	1.61%
Value \$1,500,000 or \$1,999,999	135	0.32%
Value \$2,000,000+	332	0.79%
2022 Est. Median All Owner-Occupied Housing Value		\$263,880
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	46,837	49.59%
1 Unit Attached	4,058	4.30%
2 Units	5,004	5.30%
3 or 4 Units	8,406	8.90%
5 to 19 Units	14,506	15.36%
20 to 49 Units	3,408	3.61%
50 or More Units	5,616	5.95%
Mobile Home or Trailer	6,412	6.79%
Boat, RV, Van, etc.	205	0.22%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	17,782	18.83%
Housing Units Built 2010 to 2014	5,930	6.28%
Housing Units Built 2000 to 2009	17,777	18.82%
Housing Units Built 1990 to 1999	14,996	15.88%
Housing Units Built 1980 to 1989	13,907	14.72%
Housing Units Built 1970 to 1979	13,143	13.91%
Housing Units Built 1960 to 1969	4,637	4.91%
Housing Units Built 1950 to 1959	3,767	3.99%
Housing Units Built 1940 to 1949	1,240	1.31%
Housing Unit Built 1939 or Earlier	1,273	1.35%
2022 Est. Median Year Structure Built		1996

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, 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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