



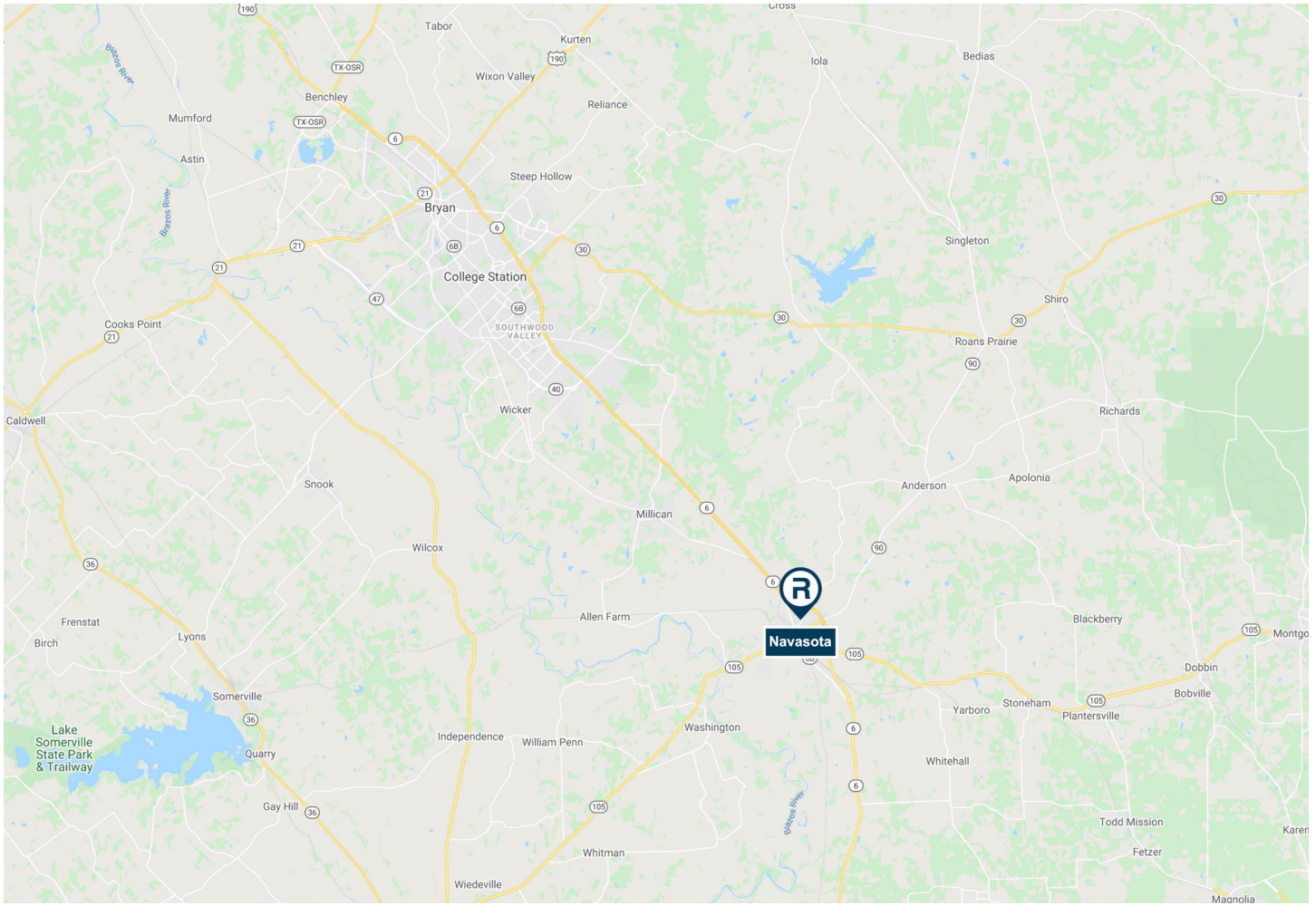
The **Retail** Coach.®

Community Demographic Profile

NAVASOTA, TEXAS

Prepared for City of Navasota
February 2021

Community



Prepared for:



City of Navasota

Rayna Willenbrink
Economic Development Specialist

200 East McAlpine Street
PO Box 910
Navasota, Texas 77868

Phone 936.825.6475 ext. 5016
Fax 936.825.4018
rwillenbrink@navasotatx.gov
www.navasotatx.gov



Community • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	7,749	
2021 Estimate	7,465	
2010 Census	7,049	
2000 Census	7,415	
Growth 2021 - 2026		3.80%
Growth 2010 - 2021		5.90%
Growth 2000 - 2010		-4.94%
2021 Est. Population by Single-Classification Race	7,465	
White Alone	3,838	51.41%
Black or African American Alone	2,021	27.07%
Amer. Indian and Alaska Native Alone	40	0.54%
Asian Alone	32	0.43%
Native Hawaiian and Other Pacific Island Alone	3	0.04%
Some Other Race Alone	1,360	18.22%
Two or More Races	171	2.29%
2021 Est. Population by Hispanic or Latino Origin	7,465	
Not Hispanic or Latino	4,021	53.87%
Hispanic or Latino	3,444	46.14%
Mexican	3,128	90.83%
Puerto Rican	18	0.52%
Cuban	4	0.12%
All Other Hispanic or Latino	294	8.54%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	3,444	
White Alone	1,931	56.07%
Black or African American Alone	20	0.58%
American Indian and Alaska Native Alone	26	0.76%
Asian Alone	1	0.03%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,352	39.26%
Two or More Races	114	3.31%
2021 Est. Pop by Race, Asian Alone, by Category	32	
Chinese, except Taiwanese	0	0.00%
Filipino	10	31.25%
Japanese	10	31.25%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	6	18.75%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	6	18.75%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	7,465	
Arab	7	0.09%
Czech	34	0.46%
Danish	21	0.28%
Dutch	9	0.12%
English	349	4.68%
French (except Basque)	100	1.34%
French Canadian	2	0.03%
German	816	10.93%
Greek	10	0.13%
Hungarian	2	0.03%
Irish	599	8.02%
Italian	49	0.66%
Lithuanian	1	0.01%
United States or American	285	3.82%
Norwegian	16	0.21%
Polish	189	2.53%
Portuguese	0	0.00%
Russian	2	0.03%
Scottish	39	0.52%
Scotch-Irish	96	1.29%
Slovak	5	0.07%
Subsaharan African	143	1.92%
Swedish	4	0.05%
Swiss	0	0.00%
Ukrainian	1	0.01%
Welsh	36	0.48%
West Indian (except Hisp. groups)	6	0.08%
Other ancestries	3,763	50.41%
Ancestry Unclassified	881	11.80%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,583	66.97%
Speak Asian/Pacific Island Language at Home	27	0.40%
Speak IndoEuropean Language at Home	110	1.61%
Speak Spanish at Home	2,114	30.89%
Speak Other Language at Home	9	0.13%

Community • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	7,465	
Age 0 - 4	622	8.33%
Age 5 - 9	590	7.90%
Age 10 - 14	599	8.02%
Age 15 - 17	388	5.20%
Age 18 - 20	320	4.29%
Age 21 - 24	383	5.13%
Age 25 - 34	878	11.76%
Age 35 - 44	923	12.36%
Age 45 - 54	806	10.80%
Age 55 - 64	824	11.04%
Age 65 - 74	662	8.87%
Age 75 - 84	310	4.15%
Age 85 and over	160	2.14%
Age 16 and over	5,527	74.04%
Age 18 and over	5,266	70.54%
Age 21 and over	4,946	66.26%
Age 65 and over	1,132	15.16%
2021 Est. Median Age		34.46
2021 Est. Average Age		36.60
2021 Est. Population by Sex	7,465	
Male	3,555	47.62%
Female	3,910	52.38%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	3,555	
Age 0 - 4	305	8.58%
Age 5 - 9	303	8.52%
Age 10 - 14	319	8.97%
Age 15 - 17	198	5.57%
Age 18 - 20	165	4.64%
Age 21 - 24	195	5.49%
Age 25 - 34	415	11.67%
Age 35 - 44	432	12.15%
Age 45 - 54	386	10.86%
Age 55 - 64	380	10.69%
Age 65 - 74	295	8.30%
Age 75 - 84	122	3.43%
Age 85 and over	40	1.13%
2021 Est. Median Age, Male		31.98
2021 Est. Average Age, Male		34.80
2021 Est. Female Population by Age	3,910	
Age 0 - 4	317	8.11%
Age 5 - 9	287	7.34%
Age 10 - 14	280	7.16%
Age 15 - 17	190	4.86%
Age 18 - 20	155	3.96%
Age 21 - 24	188	4.81%
Age 25 - 34	463	11.84%
Age 35 - 44	491	12.56%
Age 45 - 54	420	10.74%
Age 55 - 64	444	11.36%
Age 65 - 74	367	9.39%
Age 75 - 84	188	4.81%
Age 85 and over	120	3.07%
2021 Est. Median Age, Female		36.53
2021 Est. Average Age, Female		38.20

Community • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,005	35.46%
Males, Never Married	1,150	20.34%
Females, Never Married	855	15.12%
Married, Spouse present	2,269	40.13%
Married, Spouse absent	472	8.35%
Widowed	370	6.54%
Males Widowed	94	1.66%
Females Widowed	276	4.88%
Divorced	538	9.52%
Males Divorced	239	4.23%
Females Divorced	299	5.29%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	684	15.0%
Some High School, no diploma	629	13.8%
High School Graduate (or GED)	1,506	33.0%
Some College, no degree	863	18.9%
Associate Degree	210	4.6%
Bachelor's Degree	344	7.5%
Master's Degree	252	5.5%
Professional School Degree	34	0.7%
Doctorate Degree	41	0.9%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	758	43.71%
High School Graduate	659	38.01%
Some College or Associate's Degree	303	17.47%
Bachelor's Degree or Higher	14	0.81%
Households		
2026 Projection	2,784	
2021 Estimate	2,670	
2010 Census	2,485	
2000 Census	2,509	
Growth 2021 - 2026		4.27%
Growth 2010 - 2021		7.45%
Growth 2000 - 2010		-0.96%
2021 Est. Households by Household Type	2,670	
Family Households	1,894	70.94%
Nonfamily Households	776	29.06%
2021 Est. Group Quarters Population	125	
2021 Households by Ethnicity, Hispanic/Latino	985	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	2,670	
Income < \$15,000	366	13.71%
Income \$15,000 - \$24,999	360	13.48%
Income \$25,000 - \$34,999	235	8.80%
Income \$35,000 - \$49,999	288	10.79%
Income \$50,000 - \$74,999	463	17.34%
Income \$75,000 - \$99,999	312	11.69%
Income \$100,000 - \$124,999	243	9.10%
Income \$125,000 - \$149,999	182	6.82%
Income \$150,000 - \$199,999	140	5.24%
Income \$200,000 - \$249,999	44	1.65%
Income \$250,000 - \$499,999	28	1.05%
Income \$500,000+	9	0.34%
2021 Est. Average Household Income		\$70,160
2021 Est. Median Household Income		\$54,398
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$74,208
Black or African American Alone		\$32,102
American Indian and Alaska Native Alone		\$21,133
Asian Alone		\$45,646
Native Hawaiian and Other Pacific Islander Alone		\$87,500
Some Other Race Alone		\$27,692
Two or More Races		\$58,269
Hispanic or Latino		\$55,962
Not Hispanic or Latino		\$52,363
2021 Est. Family HH Type by Presence of Own Child.	1,894	
Married-Couple Family, own children	561	29.62%
Married-Couple Family, no own children	628	33.16%
Male Householder, own children	96	5.07%
Male Householder, no own children	82	4.33%
Female Householder, own children	293	15.47%
Female Householder, no own children	234	12.36%
2021 Est. Households by Household Size	2,670	
1-person	684	25.62%
2-person	726	27.19%
3-person	498	18.65%
4-person	368	13.78%
5-person	221	8.28%
6-person	111	4.16%
7-or-more-person	62	2.32%
2021 Est. Average Household Size		2.75

Community • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	2,670	
Households with 1 or More People under Age 18:	1,126	42.17%
Married-Couple Family	636	56.48%
Other Family, Male Householder	117	10.39%
Other Family, Female Householder	369	32.77%
Nonfamily, Male Householder	4	0.36%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	1,544	57.83%
Married-Couple Family	556	36.01%
Other Family, Male Householder	62	4.02%
Other Family, Female Householder	157	10.17%
Nonfamily, Male Householder	323	20.92%
Nonfamily, Female Householder	446	28.89%
2021 Est. Households by Number of Vehicles	2,670	
No Vehicles	199	7.45%
1 Vehicle	851	31.87%
2 Vehicles	1,066	39.93%
3 Vehicles	295	11.05%
4 Vehicles	197	7.38%
5 or more Vehicles	62	2.32%
2021 Est. Average Number of Vehicles		1.9
Family Households		
2026 Projection	1,977	
2021 Estimate	1,894	
2010 Census	1,756	
2000 Census	1,727	
Growth 2021 - 2026		4.38%
Growth 2010 - 2021		7.86%
Growth 2000 - 2010		1.68%
2021 Est. Families by Poverty Status	1,894	
2021 Families at or Above Poverty	1,571	82.95%
2021 Families at or Above Poverty with Children	607	32.05%
2021 Families Below Poverty	323	17.05%
2021 Families Below Poverty with Children	266	14.04%
2021 Est. Pop 16+ by Employment Status	5,527	
Civilian Labor Force, Employed	3,017	54.59%
Civilian Labor Force, Unemployed	132	2.39%
Armed Forces	0	0.00%
Not in Labor Force	2,378	43.03%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	3,354	
For-Profit Private Workers	2,483	74.03%
Non-Profit Private Workers	115	3.43%
Local Government Workers	4	0.12%
State Government Workers	260	7.75%
Federal Government Workers	275	8.20%
Self-Employed Workers	208	6.20%
Unpaid Family Workers	9	0.27%
2021 Est. Civ. Employed Pop 16+ by Occupation	3,354	
Architect/Engineer	58	1.73%
Arts/Entertainment/Sports	20	0.60%
Building Grounds Maintenance	187	5.58%
Business/Financial Operations	42	1.25%
Community/Social Services	54	1.61%
Computer/Mathematical	3	0.09%
Construction/Extraction	214	6.38%
Education/Training/Library	121	3.61%
Farming/Fishing/Forestry	90	2.68%
Food Prep/Serving	241	7.19%
Health Practitioner/Technician	88	2.62%
Healthcare Support	56	1.67%
Maintenance Repair	239	7.13%
Legal	8	0.24%
Life/Physical/Social Science	11	0.33%
Management	279	8.32%
Office/Admin. Support	344	10.26%
Production	591	17.62%
Protective Services	133	3.97%
Sales/Related	280	8.35%
Personal Care/Service	7	0.21%
Transportation/Moving	288	8.59%
2021 Est. Pop 16+ by Occupation Classification	3,354	
White Collar	1,308	39.00%
Blue Collar	1,332	39.71%
Service and Farm	714	21.29%
2021 Est. Workers Age 16+ by Transp. to Work	3,341	
Drove Alone	2,679	80.19%
Car Pooled	563	16.85%
Public Transportation	0	0.00%
Walked	44	1.32%
Bicycle	0	0.00%
Other Means	3	0.09%
Worked at Home	52	1.56%

Community • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,513	
15 - 29 Minutes	1,307	
30 - 44 Minutes	350	
45 - 59 Minutes	38	
60 or more Minutes	90	
2021 Est. Avg Travel Time to Work in Minutes		19
2021 Est. Occupied Housing Units by Tenure	2,670	
Owner Occupied	1,631	61.09%
Renter Occupied	1,039	38.91%
2021 Owner Occ. HUs: Avg. Length of Residence		16.1
2021 Renter Occ. HUs: Avg. Length of Residence		7.4
2021 Est. Owner-Occupied Housing Units by Value	2,670	
Value Less than \$20,000	210	12.88%
Value \$20,000 - \$39,999	32	1.96%
Value \$40,000 - \$59,999	100	6.13%
Value \$60,000 - \$79,999	138	8.46%
Value \$80,000 - \$99,999	136	8.34%
Value \$100,000 - \$149,999	349	21.40%
Value \$150,000 - \$199,999	159	9.75%
Value \$200,000 - \$299,999	240	14.72%
Value \$300,000 - \$399,999	104	6.38%
Value \$400,000 - \$499,999	50	3.07%
Value \$500,000 - \$749,999	50	3.07%
Value \$750,000 - \$999,999	23	1.41%
Value \$1,000,000 or \$1,499,999	25	1.53%
Value \$1,500,000 or \$1,999,999	13	0.80%
Value \$2,000,000+	2	0.12%
2021 Est. Median All Owner-Occupied Housing Value		\$126,752
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	1,820	59.19%
1 Unit Attached	34	1.11%
2 Units	210	6.83%
3 or 4 Units	136	4.42%
5 to 19 Units	204	6.63%
20 to 49 Units	0	0.00%
50 or More Units	76	2.47%
Mobile Home or Trailer	590	19.19%
Boat, RV, Van, etc.	5	0.16%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	138	4.49%
Housing Units Built 2010 to 2014	59	1.92%
Housing Units Built 2000 to 2009	371	12.07%
Housing Units Built 1990 to 1999	473	15.38%
Housing Units Built 1980 to 1989	506	16.46%
Housing Units Built 1970 to 1979	444	14.44%
Housing Units Built 1960 to 1969	314	10.21%
Housing Units Built 1950 to 1959	475	15.45%
Housing Units Built 1940 to 1949	116	3.77%
Housing Unit Built 1939 or Earlier	179	5.82%
2021 Est. Median Year Structure Built		1980

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.

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