



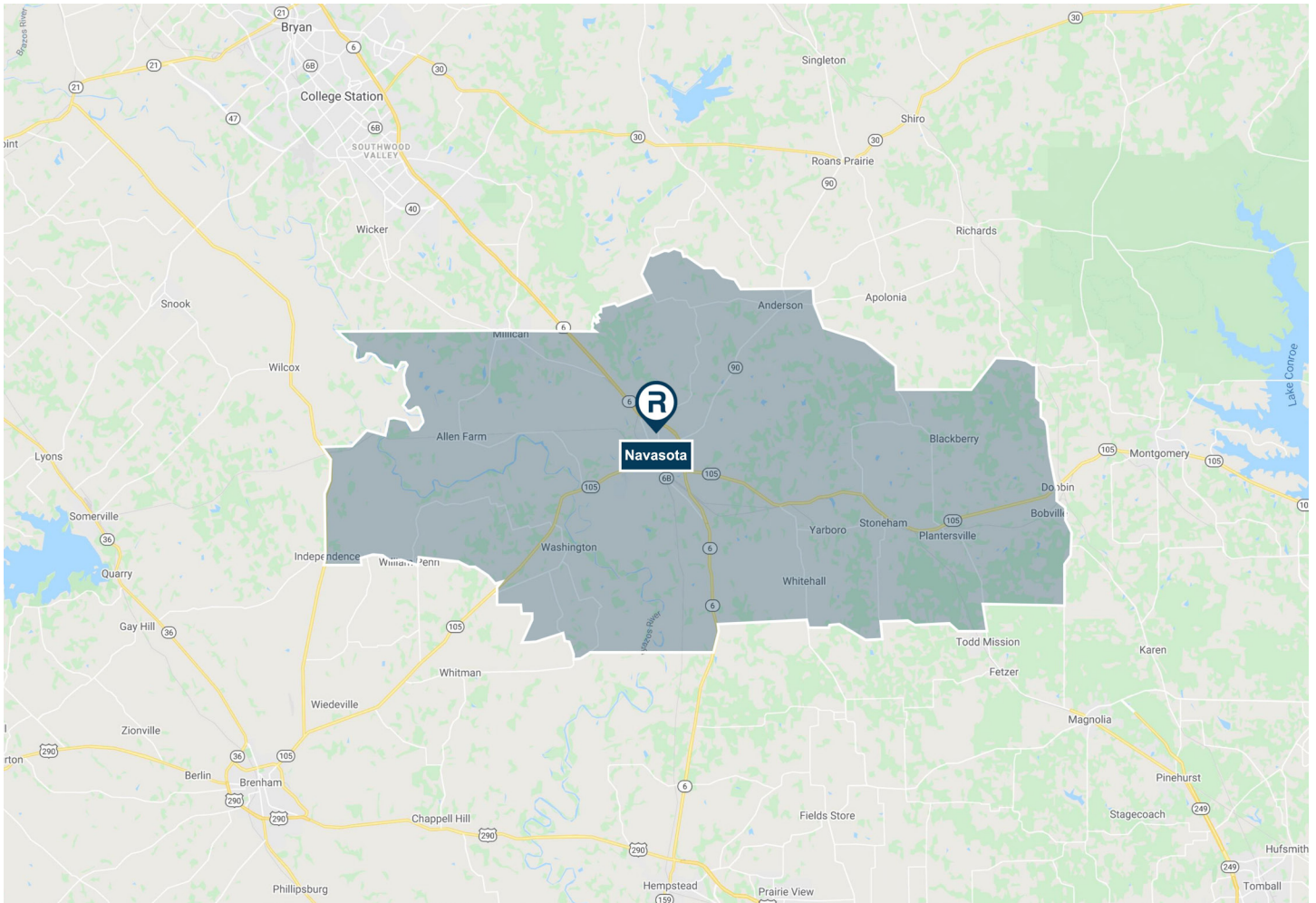
The**Retail**Coach.®

Primary Retail Trade Area Demographic Profile

NAVASOTA, TEXAS

Prepared for City of Navasota
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Primary Retail Trade Area



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



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DESCRIPTION	DATA	%
Population		
2026 Projection	20,967	
2021 Estimate	19,805	
2010 Census	17,916	
2000 Census	16,936	
Growth 2021 - 2026		5.87%
Growth 2010 - 2021		10.54%
Growth 2000 - 2010		5.79%
2021 Est. Population by Single-Classification Race	19,805	
White Alone	13,163	66.46%
Black or African American Alone	3,764	19.01%
Amer. Indian and Alaska Native Alone	112	0.57%
Asian Alone	81	0.41%
Native Hawaiian and Other Pacific Island Alone	8	0.04%
Some Other Race Alone	2,281	11.52%
Two or More Races	396	2.00%
2021 Est. Population by Hispanic or Latino Origin	19,805	
Not Hispanic or Latino	13,752	69.44%
Hispanic or Latino	6,053	30.56%
Mexican	5,389	89.03%
Puerto Rican	44	0.73%
Cuban	15	0.25%
All Other Hispanic or Latino	604	9.98%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	6,053	
White Alone	3,476	57.43%
Black or African American Alone	45	0.74%
American Indian and Alaska Native Alone	47	0.78%
Asian Alone	2	0.03%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	2,270	37.50%
Two or More Races	213	3.52%
2021 Est. Pop by Race, Asian Alone, by Category	81	
Chinese, except Taiwanese	5	6.17%
Filipino	19	23.46%
Japanese	21	25.93%
Asian Indian	5	6.17%
Korean	0	0.00%
Vietnamese	19	23.46%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	11	13.58%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	19,805	
Arab	33	0.17%
Czech	181	0.91%
Danish	44	0.22%
Dutch	119	0.60%
English	1,027	5.19%
French (except Basque)	388	1.96%
French Canadian	32	0.16%
German	2,580	13.03%
Greek	30	0.15%
Hungarian	10	0.05%
Irish	1,738	8.78%
Italian	248	1.25%
Lithuanian	4	0.02%
United States or American	799	4.03%
Norwegian	75	0.38%
Polish	538	2.72%
Portuguese	20	0.10%
Russian	36	0.18%
Scottish	186	0.94%
Scotch-Irish	240	1.21%
Slovak	11	0.06%
Subsaharan African	233	1.18%
Swedish	38	0.19%
Swiss	5	0.03%
Ukrainian	6	0.03%
Welsh	81	0.41%
West Indian (except Hisp. groups)	15	0.08%
Other ancestries	8,702	43.94%
Ancestry Unclassified	2,388	12.06%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	14,406	77.64%
Speak Asian/Pacific Island Language at Home	71	0.38%
Speak IndoEuropean Language at Home	318	1.71%
Speak Spanish at Home	3,729	20.10%
Speak Other Language at Home	30	0.16%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	19,805	
Age 0 - 4	1,251	6.32%
Age 5 - 9	1,225	6.19%
Age 10 - 14	1,258	6.35%
Age 15 - 17	808	4.08%
Age 18 - 20	735	3.71%
Age 21 - 24	1,031	5.21%
Age 25 - 34	2,507	12.66%
Age 35 - 44	2,339	11.81%
Age 45 - 54	2,341	11.82%
Age 55 - 64	2,709	13.68%
Age 65 - 74	2,215	11.18%
Age 75 - 84	992	5.01%
Age 85 and over	394	1.99%
Age 16 and over	15,808	79.82%
Age 18 and over	15,263	77.07%
Age 21 and over	14,528	73.36%
Age 65 and over	3,601	18.18%
2021 Est. Median Age		39.60
2021 Est. Average Age		40.19
2021 Est. Population by Sex	19,805	
Male	10,471	52.87%
Female	9,334	47.13%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	10,471	
Age 0 - 4	625	5.97%
Age 5 - 9	626	5.98%
Age 10 - 14	653	6.24%
Age 15 - 17	425	4.06%
Age 18 - 20	400	3.82%
Age 21 - 24	595	5.68%
Age 25 - 34	1,437	13.72%
Age 35 - 44	1,290	12.32%
Age 45 - 54	1,288	12.30%
Age 55 - 64	1,425	13.61%
Age 65 - 74	1,122	10.72%
Age 75 - 84	461	4.40%
Age 85 and over	124	1.18%
2021 Est. Median Age, Male		38.60
2021 Est. Average Age, Male		39.16
2021 Est. Female Population by Age	9,334	
Age 0 - 4	626	6.71%
Age 5 - 9	599	6.42%
Age 10 - 14	606	6.49%
Age 15 - 17	383	4.10%
Age 18 - 20	335	3.59%
Age 21 - 24	435	4.66%
Age 25 - 34	1,070	11.46%
Age 35 - 44	1,050	11.25%
Age 45 - 54	1,052	11.27%
Age 55 - 64	1,284	13.76%
Age 65 - 74	1,093	11.71%
Age 75 - 84	531	5.69%
Age 85 and over	270	2.89%
2021 Est. Median Age, Female		40.83
2021 Est. Average Age, Female		41.10

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,381	33.48%
Males, Never Married	3,285	20.44%
Females, Never Married	2,096	13.04%
Married, Spouse present	6,532	40.65%
Married, Spouse absent	1,260	7.84%
Widowed	1,117	6.95%
Males Widowed	359	2.23%
Females Widowed	759	4.72%
Divorced	1,780	11.08%
Males Divorced	1,093	6.80%
Females Divorced	688	4.28%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,306	9.7%
Some High School, no diploma	1,625	12.0%
High School Graduate (or GED)	4,439	32.9%
Some College, no degree	2,955	21.9%
Associate Degree	724	5.4%
Bachelor's Degree	1,442	10.7%
Master's Degree	739	5.5%
Professional School Degree	116	0.9%
Doctorate Degree	151	1.1%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,504	46.94%
High School Graduate	1,042	32.52%
Some College or Associate's Degree	573	17.88%
Bachelor's Degree or Higher	85	2.65%
Households		
2026 Projection	7,387	
2021 Estimate	6,899	
2010 Census	6,058	
2000 Census	5,417	
Growth 2021 - 2026		7.07%
Growth 2010 - 2021		13.88%
Growth 2000 - 2010		11.83%
2021 Est. Households by Household Type	6,899	
Family Households	4,949	71.74%
Nonfamily Households	1,950	28.27%
2021 Est. Group Quarters Population	1,727	
2021 Households by Ethnicity, Hispanic/Latino	1,606	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	6,899	
Income < \$15,000	906	13.13%
Income \$15,000 - \$24,999	762	11.05%
Income \$25,000 - \$34,999	602	8.73%
Income \$35,000 - \$49,999	811	11.76%
Income \$50,000 - \$74,999	1,196	17.34%
Income \$75,000 - \$99,999	812	11.77%
Income \$100,000 - \$124,999	639	9.26%
Income \$125,000 - \$149,999	408	5.91%
Income \$150,000 - \$199,999	356	5.16%
Income \$200,000 - \$249,999	159	2.31%
Income \$250,000 - \$499,999	170	2.46%
Income \$500,000+	77	1.12%
2021 Est. Average Household Income		\$79,590
2021 Est. Median Household Income		\$57,126
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$68,299
Black or African American Alone		\$35,145
American Indian and Alaska Native Alone		\$29,174
Asian Alone		\$44,812
Native Hawaiian and Other Pacific Islander Alone		\$29,500
Some Other Race Alone		\$26,347
Two or More Races		\$32,545
Hispanic or Latino		\$55,962
Not Hispanic or Latino		\$57,860
2021 Est. Family HH Type by Presence of Own Child.	4,949	
Married-Couple Family, own children	1,416	28.61%
Married-Couple Family, no own children	2,180	44.05%
Male Householder, own children	180	3.64%
Male Householder, no own children	206	4.16%
Female Householder, own children	490	9.90%
Female Householder, no own children	477	9.64%
2021 Est. Households by Household Size	6,899	
1-person	1,710	24.79%
2-person	2,283	33.09%
3-person	1,181	17.12%
4-person	891	12.92%
5-person	480	6.96%
6-person	216	3.13%
7-or-more-person	138	2.00%
2021 Est. Average Household Size		2.63

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	6,899	
Households with 1 or More People under Age 18:	2,467	35.76%
Married-Couple Family	1,593	64.57%
Other Family, Male Householder	230	9.32%
Other Family, Female Householder	632	25.62%
Nonfamily, Male Householder	11	0.45%
Nonfamily, Female Householder	2	0.08%
Households with No People under Age 18:	4,432	64.24%
Married-Couple Family	2,008	45.31%
Other Family, Male Householder	154	3.48%
Other Family, Female Householder	336	7.58%
Nonfamily, Male Householder	967	21.82%
Nonfamily, Female Householder	967	21.82%
2021 Est. Households by Number of Vehicles	6,899	
No Vehicles	390	5.65%
1 Vehicle	1,954	28.32%
2 Vehicles	3,020	43.77%
3 Vehicles	983	14.25%
4 Vehicles	377	5.47%
5 or more Vehicles	175	2.54%
2021 Est. Average Number of Vehicles		1.96
Family Households		
2026 Projection	5,301	
2021 Estimate	4,949	
2010 Census	4,339	
2000 Census	3,914	
Growth 2021 - 2026		7.11%
Growth 2010 - 2021		14.06%
Growth 2000 - 2010		10.86%
2021 Est. Families by Poverty Status	4,949	
2021 Families at or Above Poverty	4,264	86.16%
2021 Families at or Above Poverty with Children	1,688	34.11%
2021 Families Below Poverty	686	13.86%
2021 Families Below Poverty with Children	532	10.75%
2021 Est. Pop 16+ by Employment Status	15,807	
Civilian Labor Force, Employed	7,802	49.36%
Civilian Labor Force, Unemployed	391	2.47%
Armed Forces	2	0.01%
Not in Labor Force	7,612	48.15%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	7,786	
For-Profit Private Workers	5,308	68.17%
Non-Profit Private Workers	352	4.52%
Local Government Workers	44	0.57%
State Government Workers	612	7.86%
Federal Government Workers	620	7.96%
Self-Employed Workers	826	10.61%
Unpaid Family Workers	25	0.32%
2021 Est. Civ. Employed Pop 16+ by Occupation	7,786	
Architect/Engineer	127	1.63%
Arts/Entertainment/Sports	55	0.71%
Building Grounds Maintenance	337	4.33%
Business/Financial Operations	214	2.75%
Community/Social Services	114	1.46%
Computer/Mathematical	45	0.58%
Construction/Extraction	515	6.61%
Education/Training/Library	363	4.66%
Farming/Fishing/Forestry	167	2.15%
Food Prep/Serving	459	5.90%
Health Practitioner/Technician	315	4.05%
Healthcare Support	228	2.93%
Maintenance Repair	387	4.97%
Legal	50	0.64%
Life/Physical/Social Science	40	0.51%
Management	841	10.80%
Office/Admin. Support	816	10.48%
Production	978	12.56%
Protective Services	301	3.87%
Sales/Related	716	9.20%
Personal Care/Service	69	0.89%
Transportation/Moving	649	8.34%
2021 Est. Pop 16+ by Occupation Classification	7,786	
White Collar	3,696	47.47%
Blue Collar	2,529	32.48%
Service and Farm	1,561	20.05%
2021 Est. Workers Age 16+ by Transp. to Work	7,734	
Drove Alone	6,092	78.77%
Car Pooled	1,102	14.25%
Public Transportation	1	0.01%
Walked	165	2.13%
Bicycle	0	0.00%
Other Means	52	0.67%
Worked at Home	322	4.16%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,581	
15 - 29 Minutes	2,900	
30 - 44 Minutes	946	
45 - 59 Minutes	388	
60 or more Minutes	572	
2021 Est. Avg Travel Time to Work in Minutes		26
2021 Est. Occupied Housing Units by Tenure	6,899	
Owner Occupied	5,123	74.26%
Renter Occupied	1,776	25.74%
2021 Owner Occ. HUs: Avg. Length of Residence		14.81
2021 Renter Occ. HUs: Avg. Length of Residence		6.44
2021 Est. Owner-Occupied Housing Units by Value	6,899	
Value Less than \$20,000	401	7.83%
Value \$20,000 - \$39,999	206	4.02%
Value \$40,000 - \$59,999	239	4.67%
Value \$60,000 - \$79,999	295	5.76%
Value \$80,000 - \$99,999	348	6.79%
Value \$100,000 - \$149,999	810	15.81%
Value \$150,000 - \$199,999	451	8.80%
Value \$200,000 - \$299,999	801	15.64%
Value \$300,000 - \$399,999	544	10.62%
Value \$400,000 - \$499,999	330	6.44%
Value \$500,000 - \$749,999	284	5.54%
Value \$750,000 - \$999,999	160	3.12%
Value \$1,000,000 or \$1,499,999	143	2.79%
Value \$1,500,000 or \$1,999,999	66	1.29%
Value \$2,000,000+	45	0.88%
2021 Est. Median All Owner-Occupied Housing Value		\$176,753
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	5,135	63.29%
1 Unit Attached	75	0.92%
2 Units	217	2.67%
3 or 4 Units	145	1.79%
5 to 19 Units	237	2.92%
20 to 49 Units	73	0.90%
50 or More Units	86	1.06%
Mobile Home or Trailer	2,107	25.97%
Boat, RV, Van, etc.	40	0.49%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	944	11.63%
Housing Units Built 2010 to 2014	516	6.36%
Housing Units Built 2000 to 2009	1,470	18.12%
Housing Units Built 1990 to 1999	1,369	16.87%
Housing Units Built 1980 to 1989	1,023	12.61%
Housing Units Built 1970 to 1979	966	11.91%
Housing Units Built 1960 to 1969	580	7.15%
Housing Units Built 1950 to 1959	683	8.42%
Housing Units Built 1940 to 1949	228	2.81%
Housing Unit Built 1939 or Earlier	335	4.13%
2021 Est. Median Year Structure Built		1992

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.

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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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