



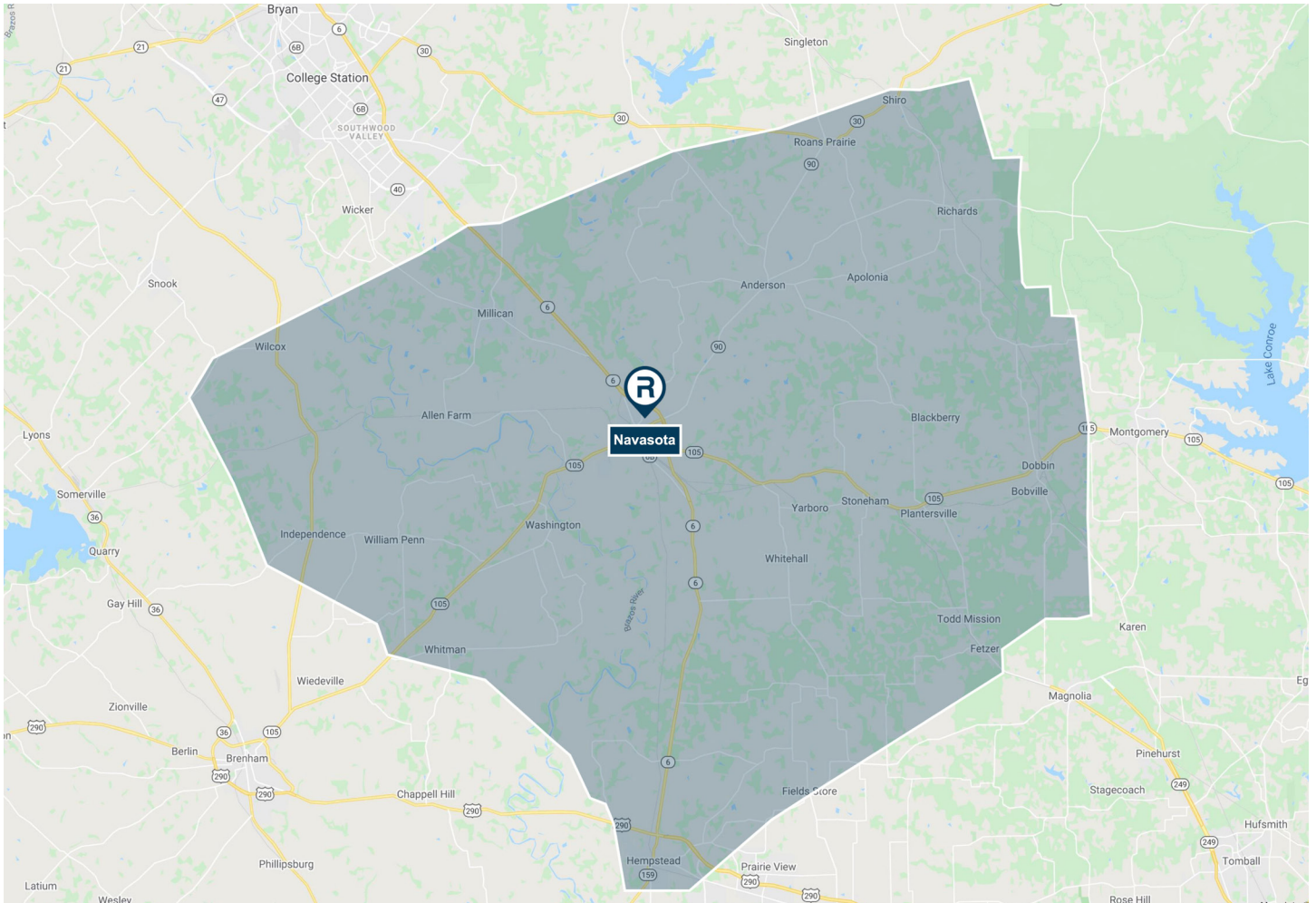
The**Retail**Coach.®

Secondary Retail Trade Area Demographic Profile

NAVASOTA, TEXAS

Prepared for City of Navasota
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Secondary Retail Trade Area



Prepared for:



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Secondary Retail Trade Area • Demographic Profile

Navasota, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	52,577	
2021 Estimate	48,890	
2010 Census	41,599	
2000 Census	35,460	
Growth 2021 - 2026		7.54%
Growth 2010 - 2021		17.53%
Growth 2000 - 2010		17.31%
2021 Est. Population by Single-Classification Race	48,890	
White Alone	33,169	67.84%
Black or African American Alone	8,192	16.76%
Amer. Indian and Alaska Native Alone	351	0.72%
Asian Alone	344	0.70%
Native Hawaiian and Other Pacific Island Alone	21	0.04%
Some Other Race Alone	5,763	11.79%
Two or More Races	1,050	2.15%
2021 Est. Population by Hispanic or Latino Origin	48,890	
Not Hispanic or Latino	35,720	73.06%
Hispanic or Latino	13,170	26.94%
Mexican	11,587	87.98%
Puerto Rican	129	0.98%
Cuban	44	0.33%
All Other Hispanic or Latino	1,409	10.70%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	13,170	
White Alone	6,673	50.67%
Black or African American Alone	139	1.06%
American Indian and Alaska Native Alone	132	1.00%
Asian Alone	2	0.02%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	5,729	43.50%
Two or More Races	495	3.76%
2021 Est. Pop by Race, Asian Alone, by Category	344	
Chinese, except Taiwanese	134	38.95%
Filipino	52	15.12%
Japanese	30	8.72%
Asian Indian	17	4.94%
Korean	5	1.45%
Vietnamese	57	16.57%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	26	7.56%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	24	6.98%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	48,890	
Arab	85	0.17%
Czech	511	1.05%
Danish	75	0.15%
Dutch	296	0.61%
English	2,476	5.06%
French (except Basque)	1,027	2.10%
French Canadian	85	0.17%
German	6,147	12.57%
Greek	80	0.16%
Hungarian	26	0.05%
Irish	4,074	8.33%
Italian	847	1.73%
Lithuanian	14	0.03%
United States or American	1,875	3.84%
Norwegian	174	0.36%
Polish	1,049	2.15%
Portuguese	61	0.13%
Russian	106	0.22%
Scottish	604	1.24%
Scotch-Irish	505	1.03%
Slovak	19	0.04%
Subsaharan African	610	1.25%
Swedish	124	0.25%
Swiss	14	0.03%
Ukrainian	13	0.03%
Welsh	210	0.43%
West Indian (except Hisp. groups)	164	0.34%
Other ancestries	20,701	42.34%
Ancestry Unclassified	6,919	14.15%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	35,295	76.99%
Speak Asian/Pacific Island Language at Home	690	1.51%
Speak IndoEuropean Language at Home	791	1.73%
Speak Spanish at Home	8,999	19.63%
Speak Other Language at Home	70	0.15%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	48,890	
Age 0 - 4	3,044	6.23%
Age 5 - 9	3,046	6.23%
Age 10 - 14	3,130	6.40%
Age 15 - 17	1,991	4.07%
Age 18 - 20	1,914	3.92%
Age 21 - 24	2,871	5.87%
Age 25 - 34	6,364	13.02%
Age 35 - 44	5,602	11.46%
Age 45 - 54	5,894	12.06%
Age 55 - 64	6,582	13.46%
Age 65 - 74	5,239	10.72%
Age 75 - 84	2,392	4.89%
Age 85 and over	821	1.68%
Age 16 and over	39,019	79.81%
Age 18 and over	37,679	77.07%
Age 21 and over	35,765	73.15%
Age 65 and over	8,452	17.29%
2021 Est. Median Age		38.65
2021 Est. Average Age		39.63
2021 Est. Population by Sex	48,890	
Male	25,718	52.60%
Female	23,172	47.40%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	25,718	
Age 0 - 4	1,547	6.02%
Age 5 - 9	1,562	6.07%
Age 10 - 14	1,627	6.33%
Age 15 - 17	1,041	4.05%
Age 18 - 20	1,027	3.99%
Age 21 - 24	1,587	6.17%
Age 25 - 34	3,587	13.95%
Age 35 - 44	3,078	11.97%
Age 45 - 54	3,132	12.18%
Age 55 - 64	3,435	13.36%
Age 65 - 74	2,651	10.31%
Age 75 - 84	1,146	4.46%
Age 85 and over	298	1.16%
2021 Est. Median Age, Male		37.76
2021 Est. Average Age, Male		38.84
2021 Est. Female Population by Age	23,172	
Age 0 - 4	1,497	6.46%
Age 5 - 9	1,484	6.40%
Age 10 - 14	1,503	6.49%
Age 15 - 17	951	4.10%
Age 18 - 20	887	3.83%
Age 21 - 24	1,284	5.54%
Age 25 - 34	2,777	11.98%
Age 35 - 44	2,525	10.90%
Age 45 - 54	2,762	11.92%
Age 55 - 64	3,147	13.58%
Age 65 - 74	2,588	11.17%
Age 75 - 84	1,246	5.38%
Age 85 and over	523	2.26%
2021 Est. Median Age, Female		39.76
2021 Est. Average Age, Female		40.36

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	13,033	32.85%
Males, Never Married	7,749	19.53%
Females, Never Married	5,283	13.32%
Married, Spouse present	17,447	43.98%
Married, Spouse absent	2,461	6.20%
Widowed	2,353	5.93%
Males Widowed	697	1.76%
Females Widowed	1,656	4.17%
Divorced	4,377	11.03%
Males Divorced	2,561	6.46%
Females Divorced	1,816	4.58%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,649	8.1%
Some High School, no diploma	3,602	11.0%
High School Graduate (or GED)	10,896	33.1%
Some College, no degree	7,643	23.2%
Associate Degree	1,704	5.2%
Bachelor's Degree	4,077	12.4%
Master's Degree	1,668	5.1%
Professional School Degree	264	0.8%
Doctorate Degree	391	1.2%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,202	46.92%
High School Graduate	1,861	27.27%
Some College or Associate's Degree	1,340	19.64%
Bachelor's Degree or Higher	421	6.17%
Households		
2026 Projection	18,711	
2021 Estimate	17,247	
2010 Census	14,331	
2000 Census	11,919	
Growth 2021 - 2026		8.49%
Growth 2010 - 2021		20.35%
Growth 2000 - 2010		20.24%
2021 Est. Households by Household Type	17,247	
Family Households	12,439	72.12%
Nonfamily Households	4,808	27.88%
2021 Est. Group Quarters Population	3,143	
2021 Households by Ethnicity, Hispanic/Latino	3,353	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	17,247	
Income < \$15,000	1,768	10.25%
Income \$15,000 - \$24,999	1,844	10.69%
Income \$25,000 - \$34,999	1,581	9.17%
Income \$35,000 - \$49,999	2,192	12.71%
Income \$50,000 - \$74,999	2,900	16.82%
Income \$75,000 - \$99,999	2,187	12.68%
Income \$100,000 - \$124,999	1,556	9.02%
Income \$125,000 - \$149,999	1,010	5.86%
Income \$150,000 - \$199,999	975	5.65%
Income \$200,000 - \$249,999	464	2.69%
Income \$250,000 - \$499,999	531	3.08%
Income \$500,000+	241	1.40%
2021 Est. Average Household Income		\$85,284
2021 Est. Median Household Income		\$59,822
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$69,617
Black or African American Alone		\$39,269
American Indian and Alaska Native Alone		\$42,695
Asian Alone		\$75,000
Native Hawaiian and Other Pacific Islander Alone		\$45,375
Some Other Race Alone		\$42,160
Two or More Races		\$36,973
Hispanic or Latino		\$52,920
Not Hispanic or Latino		\$62,252
2021 Est. Family HH Type by Presence of Own Child.	12,439	
Married-Couple Family, own children	3,646	29.31%
Married-Couple Family, no own children	5,673	45.61%
Male Householder, own children	428	3.44%
Male Householder, no own children	528	4.25%
Female Householder, own children	1,118	8.99%
Female Householder, no own children	1,046	8.41%
2021 Est. Households by Household Size	17,247	
1-person	4,125	23.92%
2-person	5,832	33.82%
3-person	2,939	17.04%
4-person	2,210	12.81%
5-person	1,238	7.18%
6-person	544	3.15%
7-or-more-person	358	2.08%
2021 Est. Average Household Size		2.65

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	17,247	
Households with 1 or More People under Age 18:	6,112	35.44%
Married-Couple Family	4,089	66.90%
Other Family, Male Householder	552	9.03%
Other Family, Female Householder	1,428	23.36%
Nonfamily, Male Householder	35	0.57%
Nonfamily, Female Householder	9	0.15%
Households with No People under Age 18:	11,135	64.56%
Married-Couple Family	5,237	47.03%
Other Family, Male Householder	403	3.62%
Other Family, Female Householder	737	6.62%
Nonfamily, Male Householder	2,396	21.52%
Nonfamily, Female Householder	2,362	21.21%
2021 Est. Households by Number of Vehicles	17,247	
No Vehicles	806	4.67%
1 Vehicle	4,733	27.44%
2 Vehicles	7,429	43.07%
3 Vehicles	2,788	16.17%
4 Vehicles	1,035	6.00%
5 or more Vehicles	456	2.64%
2021 Est. Average Number of Vehicles		2.03
Family Households		
2026 Projection	13,505	
2021 Estimate	12,439	
2010 Census	10,310	
2000 Census	8,768	
Growth 2021 - 2026		8.57%
Growth 2010 - 2021		20.65%
Growth 2000 - 2010		17.59%
2021 Est. Families by Poverty Status	12,439	
2021 Families at or Above Poverty	11,004	88.46%
2021 Families at or Above Poverty with Children	4,633	37.25%
2021 Families Below Poverty	1,435	11.54%
2021 Families Below Poverty with Children	1,058	8.51%
2021 Est. Pop 16+ by Employment Status	39,019	
Civilian Labor Force, Employed	20,719	53.10%
Civilian Labor Force, Unemployed	1,125	2.88%
Armed Forces	8	0.02%
Not in Labor Force	17,167	44.00%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	21,174	
For-Profit Private Workers	13,789	65.12%
Non-Profit Private Workers	1,089	5.14%
Local Government Workers	211	1.00%
State Government Workers	1,812	8.56%
Federal Government Workers	1,759	8.31%
Self-Employed Workers	2,395	11.31%
Unpaid Family Workers	119	0.56%
2021 Est. Civ. Employed Pop 16+ by Occupation	21,174	
Architect/Engineer	308	1.46%
Arts/Entertainment/Sports	266	1.26%
Building Grounds Maintenance	996	4.70%
Business/Financial Operations	644	3.04%
Community/Social Services	237	1.12%
Computer/Mathematical	285	1.35%
Construction/Extraction	1,570	7.42%
Education/Training/Library	995	4.70%
Farming/Fishing/Forestry	297	1.40%
Food Prep/Serving	1,098	5.19%
Health Practitioner/Technician	929	4.39%
Healthcare Support	591	2.79%
Maintenance Repair	1,073	5.07%
Legal	117	0.55%
Life/Physical/Social Science	153	0.72%
Management	2,386	11.27%
Office/Admin. Support	2,319	10.95%
Production	1,835	8.67%
Protective Services	673	3.18%
Sales/Related	2,305	10.89%
Personal Care/Service	398	1.88%
Transportation/Moving	1,698	8.02%
2021 Est. Pop 16+ by Occupation Classification	21,174	
White Collar	10,943	51.68%
Blue Collar	6,176	29.17%
Service and Farm	4,054	19.15%
2021 Est. Workers Age 16+ by Transp. to Work	20,858	
Drove Alone	16,962	81.32%
Car Pooled	2,444	11.72%
Public Transportation	8	0.04%
Walked	455	2.18%
Bicycle	1	0.01%
Other Means	156	0.75%
Worked at Home	834	4.00%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,461	
15 - 29 Minutes	6,552	
30 - 44 Minutes	3,267	
45 - 59 Minutes	2,102	
60 or more Minutes	2,668	
2021 Est. Avg Travel Time to Work in Minutes		31
2021 Est. Occupied Housing Units by Tenure	17,247	
Owner Occupied	13,004	75.40%
Renter Occupied	4,243	24.60%
2021 Owner Occ. HUs: Avg. Length of Residence		13.76
2021 Renter Occ. HUs: Avg. Length of Residence		6.23
2021 Est. Owner-Occupied Housing Units by Value	17,247	
Value Less than \$20,000	786	6.04%
Value \$20,000 - \$39,999	719	5.53%
Value \$40,000 - \$59,999	663	5.10%
Value \$60,000 - \$79,999	547	4.21%
Value \$80,000 - \$99,999	768	5.91%
Value \$100,000 - \$149,999	2,016	15.50%
Value \$150,000 - \$199,999	1,122	8.63%
Value \$200,000 - \$299,999	2,122	16.32%
Value \$300,000 - \$399,999	1,460	11.23%
Value \$400,000 - \$499,999	991	7.62%
Value \$500,000 - \$749,999	879	6.76%
Value \$750,000 - \$999,999	436	3.35%
Value \$1,000,000 or \$1,499,999	275	2.12%
Value \$1,500,000 or \$1,999,999	121	0.93%
Value \$2,000,000+	101	0.78%
2021 Est. Median All Owner-Occupied Housing Value		\$194,148
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	12,601	63.29%
1 Unit Attached	218	1.10%
2 Units	288	1.45%
3 or 4 Units	353	1.77%
5 to 19 Units	807	4.05%
20 to 49 Units	143	0.72%
50 or More Units	173	0.87%
Mobile Home or Trailer	5,208	26.16%
Boat, RV, Van, etc.	117	0.59%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,262	16.39%
Housing Units Built 2010 to 2014	1,312	6.59%
Housing Units Built 2000 to 2009	3,827	19.22%
Housing Units Built 1990 to 1999	3,565	17.91%
Housing Units Built 1980 to 1989	2,340	11.75%
Housing Units Built 1970 to 1979	2,312	11.61%
Housing Units Built 1960 to 1969	1,085	5.45%
Housing Units Built 1950 to 1959	977	4.91%
Housing Units Built 1940 to 1949	544	2.73%
Housing Unit Built 1939 or Earlier	687	3.45%
2021 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.



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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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